# YouGov 

American Dream
Fieldwork Dates: 27th - 28th September 2018

Conducted by YouGov
On behalf of Internal
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## YouGov <br> What the world thinks

## BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov PIc and the client named on the front cover.
Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample espondand quotas. (The sample definition could be to sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.
YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.
For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .0773 or email omnibus.us@yougov.com quoting the survey details

## EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1209 adults. Fieldwork was undertaken between 27th - 28th September 2018 The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised

A_q. How connected, if at all, do you generally feel to your

| Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18 to 34 | 35 to 54 | ${ }^{55+}$ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | No HS, High school graduate |
|  | A | в | c | D | E | F | G | н | I | J | к | L | M | N |

ethnic background(s)?


Base: All US Adults Very connected
somewhat connected
Not very connected
Notat all connected

| 1209 | 555 | 654 | 335 | 367 | 507 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1205 | 600 | 605 | 376 | 368 | 461 |
| 29\% | 26\% | 33\% | 20\% | $34 \%$ | 33\% |
| 34\% | 36\% | 32\% | 39\% | 31\% | 33\% |
| 17\% | 15\% | 18\% | 17\% | 17\% | 16\% |
| 11\% | $\begin{gathered} 13 \% \\ \text { B } \end{gathered}$ | 9\% | $\begin{gathered} 13 \% \\ \mathrm{D} \end{gathered}$ | 8\% | 12\% |
| 9\% | 9\% | 8\% | $\underset{\mathrm{E}}{11 \%}$ | $\stackrel{\text { 10\% }}{\mathrm{E}}$ | 6\% |


| 228 | 287 | 432 | 262 |
| :---: | :---: | :---: | :---: |
| 238 | 281 | 427 | 259 |
| 26\% | 25\% | 35\% | 28\% |
|  |  | F.G |  |
| 35\% | 32\% | 32\% | 40\% |
|  |  |  | н |
| 21\% | 16\% | 15\% | \% |
| 11\% | 15\% | 8\% | 11\% |
|  | н |  |  |
| 7\% |  | 10\% | 5\% |
|  | 1 |  |  |


| 820 | 139 | 151 | 99 |
| :---: | :---: | :---: | :---: |
| 772 | 147 | 188 | 98 |
| 25\% | 47\% | 31\% | 32\% |
|  | J.L.M |  | * |
| 31\% | 39\% | 42\% | 36\% |
|  |  | J | * |
| 20\% | 3\% | 14\% | 16\% |
| к |  | к | $\mathrm{K}^{*}$ |
| 14\% | 4\% | 5\% | 8\% |
| K.L |  |  | * |
| 9\% | 7\% | $8 \%$ | 7\% |

504
33\%
P CeA_q2. Growing up, did your family have any special eleabarations or pra

| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| Yes, we did | 35\% | 34\% | 36\% | 40\% | 33\% | 33\% | 43\% | 22\% | 34\% | 44\% | 29\% | 32\% | 54\% | 53\% | 30\% |
|  |  |  |  |  |  |  | G.H |  | G | G.H |  |  | Ј.к | J.k* |  |
| No, we did not | 56\% | 57\% | 55\% | 49\% | $\begin{gathered} 57 \% \\ c \end{gathered}$ | $\begin{gathered} \text { 60\% } \\ c \end{gathered}$ | 48\% | $\begin{aligned} & \text { 69\%\%. } \\ & \text { F. } \end{aligned}$ | 56\% | 48\% | $\begin{gathered} { }^{63 \%} \\ \text { K.L.M } \end{gathered}$ | $\begin{aligned} & \text { 53\% } \\ & \text { L.M } \end{aligned}$ | 37\% | 38\% | 57\% |
| Don't know | 9\% | 9\% | 9\% | ${ }^{11 \%}$ | 10\% | 7\% | 9\% | 9\% | 10\% | 8\% | 8\% | 15\% | 9\% | 10\% | 13\% |

## OOA qual Immigrant to be an An American?

Please select all that apply.

| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| When they ffficially move to the US | 19\% | 19\% | 19\% | $\begin{aligned} & \text { 27\% } \\ & \text { D.E } \end{aligned}$ | 15\% | 16\% | 20\% | 17\% | 17\% | $\begin{aligned} & 24 \% \\ & 6.4 \\ & \hline 6 \end{aligned}$ | 18\% | 22\% | 19\% | 26\% | 17\% |
| If they begin working in the US | 17\% | 15\% | 18\% | $24 \%$ | 15\% | 12\% | 18\% | 16\% | 15\% | 18\% | 15\% | $25 \%$ | 17\% | 15\% | 15\% |
| If they have children in the US | 15\% | 13\% | 16\% | 17\% | 14\% | 13\% | 15\% | 12\% | 14\% | 17\% | 13\% | $\begin{gathered} 21 \% \\ \mathrm{~J} \end{gathered}$ | 17\% | 13\% | 13\% |
| If they buy a home in the US | 11\% | 10\% | 12\% | $\stackrel{\substack{13 \% \\ E}}{ }$ | $\begin{gathered} 13 \% \\ E \end{gathered}$ | $8 \%$ | 11\% | 8\% | $\begin{gathered} 12 \% \\ G \end{gathered}$ | 12\% | 10\% | 15\% | 10\% | $\stackrel{13 \%}{ }$ | 9\% |
| If they have grandchildren in the US | 9\% | 10\% | 8\% | $\begin{aligned} & \text { 13\% } \\ & \text { D.E } \end{aligned}$ | 7\% | 7\% | 7\% | 8\% | 7\% | $\begin{aligned} & \text { 15\% } \\ & \text { F.G.H } \end{aligned}$ | $8 \%$ | $\begin{gathered} 14 \% \\ \mathrm{~J} \end{gathered}$ | 10\% | $\stackrel{9 \%}{ }$ | 9\% |
| If they officially become an American citizen | 69\% | 70\% | 68\% | 57\% | 64\% | $\begin{aligned} & 83 \% \\ & \text { C.D } \end{aligned}$ | 66\% | 72\% | 70\% | 66\% | $\underset{\text { K.L }}{\substack{\mathrm{K} . \mathrm{L}}}$ | 64\% | 57\% | $\stackrel{65 \%}{ }$ | 64\% |
| If they've lived in the US for a certain number of years | 15\% | 13\% | 17\% | 17\% | 16\% | 13\% | 16\% | 15\% | 16\% | 14\% | 15\% | 20\% | 13\% | 16\% | 12\% |
| At a different point | 3\% | $3 \%$ | 2\% | $3 \%$ | 2\% | 2\% | $2 \%$ | $\begin{gathered} 3 \% \\ H \end{gathered}$ | 1\% | $\begin{gathered} 5 \% \\ H \end{gathered}$ | 3\% | 1\% | 2\% | $\stackrel{3 \%}{*}$ | 1\% |
| Don't know | 7\% | $8 \%$ | 7\% | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ \mathrm{E} \end{gathered}$ | 4\% | 9\% | 6\% | 8\% | 6\% | 5\% | $\begin{gathered} \text { 13\% } \\ J \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ j \end{gathered}$ | 10\% | $\begin{aligned} & 9 \% \\ & \mathrm{P} \end{aligned}$ |
| I don't think legal immigrants can ever be considered American | 6\% | 6\% | 7\% | 6\% | $\begin{gathered} 10 \% \\ \mathrm{E} \end{gathered}$ | $3 \%$ | 5\% | 7\% | $\begin{gathered} 8 \% \\ 1 \end{gathered}$ | 4\% | 7\% | 9\% | 4\% | $4 \%$ | $\begin{aligned} & 10 \% \\ & \text { O.P.Q } \end{aligned}$ |


| Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | s80k+ |
|  | 0 | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB |



GOA_q2. Growing up, did your family have any special
celebrations or practices that were tied to your ethnic celebrations or pract
background(s)?

| Unweighted base | 1209 | 408 | 235 | \% | 582 | 2 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ase: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| Yes, we did | 35\% | 37\% | 39\% | 45\% | 35\% | 53\% | 32\% | 21\% | 37\% | 37\% | 41\% | 33\% | 37\% | 35\% | 34\% |
|  |  |  | N | N | u | * |  | * | u | * | Y |  |  |  |  |
| No, we did not | 56\% | 55\% | 58\% | 48\% | $\begin{gathered} 58 \% \\ \mathrm{v} \end{gathered}$ | $\stackrel{36 \%}{*}$ | 59\% | $\begin{gathered} 71 \% \\ \mathrm{v} \end{gathered}$ | 50\% | $\stackrel{57 \%}{ }$ | 49\% | $\stackrel{58 \%}{ } \times$ | 52\% | 59\% | $\begin{aligned} & 61 \% \\ & \text { 2.AC } \end{aligned}$ |
| Don't know | 9\% | ${ }^{8 \%}$ | 3\% | 6\% | 7\% | $\stackrel{12 \%}{\sim}$ | 9\% | ${ }^{8 \%}$ | 13\% | 6\% | 9\% | 9\% | 12\% | 6\% | 5\% |

## COA_q3b. In your opinion, at what

Please select all that apply.

| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| When they officially move to the US | 19\% | 21\% | 20\% | 20\% | \% | * | 12\% | ${ }^{12 \%}$ | 26\% | 21\% | 16\% | 20\% | $22 \%$ | 20\% | 15\% |
| If they begin working in the US | 17\% | 17\% | 16\% | $\stackrel{23 \%}{N}$ | 13\% | 9\% | 12\% | ${ }^{11 \%}$ | $\begin{aligned} & 23 \% \\ & \text { R.T } \end{aligned}$ | $\begin{gathered} 29 \% \\ \text { R.T.U* } \end{gathered}$ | 16\% | 17\% | 18\% | 18\% | 15\% |
| If they have children in the US | 15\% | 17\% | 11\% | $\begin{gathered} 21 \% \\ \mathrm{P} \end{gathered}$ | 13\% | $\stackrel{9 \%}{*}$ | 10\% | $\stackrel{16 \%}{ }$ | $\stackrel{\text { 18\% }}{\mathrm{T}}$ | 20\% | 16\% | 14\% | $\begin{aligned} & 17 \% \\ & A B \end{aligned}$ | 16\% | 10\% |
| If they buy a home in the US | 11\% | 11\% | 10\% | $\begin{aligned} & \text { 18\% } \\ & \text { N.P } \end{aligned}$ | 10\% | - | 7\% | ${ }^{9 \%}$ | $\begin{aligned} & \begin{array}{l} 14 \% \\ \text { R.T } \end{array} \end{aligned}$ | 13\% | 13\% | 10\% | 12\% | 12\% | 8\% |
| If they have grandchildren in the US | 9\% | 9\% | 9\% | 11\% | 7\% | $9 \%$ | 3\% | $7 \%$ | $\begin{aligned} & \text { 14\%\% } \\ & \text { R.T } \end{aligned}$ | $9 \%$ | 8\% | 9\% | 9\% | 10\% | 7\% |
| If they officially become an American citizen | 69\% | 69\% | $\stackrel{77 \%}{\mathrm{~N}}$ | $\begin{gathered} 77 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 73 \% \\ v \end{gathered}$ | $\stackrel{\text { 75\% }}{\text { \% }}$ | $\begin{gathered} 73 \% \\ v \end{gathered}$ | $\underset{\substack{81 \% \\ \mathrm{~V}}}{ }$ | 60\% | 65\% | 64\% | 70\% | 64\% | $\begin{gathered} 72 \% \\ z \end{gathered}$ | $\begin{gathered} 75 \% \\ z \end{gathered}$ |
| If they've lived in the US for a certain number of years | 15\% | ${ }_{N}^{17 \%}$ | 14\% | $\begin{aligned} & \text { 28\% } \\ & \text { N.O.P } \end{aligned}$ | 15\% | 4\% | 10\% | 16\% | 17\% | $\stackrel{25 \%}{\mathrm{~T}^{*}}$ | 17\% | 15\% | 15\% | 17\% | 16\% |
| At a different point | 3\% | 3\% | $3 \%$ | $\stackrel{6 \%}{\mathrm{~N}}$ | 2\% | * | 3\% | : | 3\% | 3\% | 3\% | 2\% | 2\% | 2\% | 4\% |
| Don't know | 7\% | 7\% | 4\% | 6\% | 6\% | 15\% | 7\% | 4\% | $\begin{gathered} 10 \% \\ R \end{gathered}$ | $\stackrel{6 \%}{*}$ | 8\% | 7\% | 7\% | 5\% | 6\% |
| I don't think legal immigrants can ever be considered American | 6\% | 5\% | $3 \%$ | 1\% | 5\% | $\underset{\text { a }}{\text { 10\% }}$ | 7\% | 6\% | 8\% | 6\% | 9\% | 6\% | $\begin{aligned} & 9 \% \\ & \text { AB } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { AB } \end{aligned}$ | 2\% |

Internal
American Dream
Us_nat Sample: 27th - 28th September 2018

| YouGov <br> What the world thinks | Total | Prefer not to say |
| :---: | :---: | :---: |
|  |  |  |
|  |  | AC |
| GOA_q1. How connected, if at all, do you generally feel to your ethnic background(s)? |  |  |
| Unweighted base | 1209 | 148 |
| Base: All US Adults | 1205 | 147 |
| Very connected | 29\% | 33\% |
| Somewhat connected | 34\% | 32\% |
| Not very connected | 17\% | 12\% |
| Not at all connected | 11\% | 10\% |
| Don't know | 9\% | 12\% |
|  |  | AB |

GOA_q2. Growing up, did your family have any special

|  | Unweighted base | 1209 | 148 |
| :---: | :---: | :---: | :---: |
|  | Base: All US Adults | 1205 | 147 |
|  | Yes, we did | 35\% | 32\% |
|  | No, we did not | 56\% | 50\% |
|  | Don't know | 9\% | 18\% |
|  |  |  | z.A.AB |

egal immigrant to be an American?
Please select all that apply.

| Unweighted base | 1209 | 148 |
| :---: | :---: | :---: |
| Base: All US Adults | 1205 | 147 |
| When they ffficially move to the US | 19\% | 14\% |
| If they begin working in the US | 17\% | 11\% |
| If they have children in the US | 15\% | 11\% |
| If they buy a home in the US | 11\% | 8\% |
| If they have grandchildren in the US | 9\% | 7\% |
| If they officially become an American citizen | 69\% | 66\% |
| If they've lived in the US for a certain number of years | 15\% | 11\% |
| Ata different point | 3\% | 4\% |
| Don't know | 7\% | $\begin{gathered} 16 \% \\ \text { z.A.AB } \end{gathered}$ |
| I don't think legal immigrants can ever be considered American | 6\% | 6\% |


| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, High school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| GOA_Q4_1. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Please select one option on each column. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| - In politics |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| People like me are very over-represented in this area | 20\% | 20\% | 19\% | $\begin{gathered} \text { 25\% } \\ E \end{gathered}$ | 19\% | 16\% | 18\% | $\begin{gathered} \text { 24\% } \\ H \end{gathered}$ | 17\% | 22\% | $\begin{aligned} & \text { 24\% } \\ & \text { KL.M. } \end{aligned}$ | 7\% | $\begin{gathered} 15 \% \\ \mathrm{k} \end{gathered}$ | 10\% | 13\% |
| People like me are somewhat over-represented in this area | 7\% | 7\% | 6\% | 7\% | 6\% | 7\% | 8\% | 7\% | 6\% | 6\% | 6\% | 6\% | 9\% | $5 \%$ | $\begin{gathered} 8 \% \\ 0 \end{gathered}$ |
| People like me are appropriately represented in this area | 18\% | $\underset{B}{21 \%}$ | 15\% | 13\% | 16\% | $\begin{aligned} & 22 \% \\ & \text { C.D } \end{aligned}$ | 18\% | 17\% | 19\% | 16\% | $\begin{aligned} & \text { 23\% } \\ & \text { K.L.M } \end{aligned}$ | 6\% | 7\% | $\stackrel{12 \%}{ }$ | 17\% |
| People like me are somewhat underrepresented in this area | 10\% | 10\% | 11\% | 11\% | 11\% | 9\% | 10\% | 10\% | 9\% | 12\% | 9\% | $\begin{gathered} \text { 15\% } \\ j \end{gathered}$ | 13\% | 12\% | 7\% |
| People like me are very underrepresented in this area | 14\% | 14\% | 14\% | 15\% | 13\% | 14\% | $\begin{gathered} 18 \% \\ \mathrm{G} \end{gathered}$ | 8\% | $\begin{gathered} \frac{13 \%}{G} \\ G \end{gathered}$ | $\begin{gathered} 17 \% \\ G \end{gathered}$ | 8\% | $\begin{aligned} & \text { 32\% } \\ & \text { J.M } \end{aligned}$ | $\stackrel{23 \%}{\mathrm{j}}$ | $\begin{gathered} \text { 19\% } \\ \mathrm{J*} \end{gathered}$ | 12\% |
| People like me are not at all represented in this area | 10\% | 10\% | 11\% | $\stackrel{\substack{13 \% \\ E}}{ }$ | 10\% | 8\% | 10\% | 7\% | $\begin{gathered} 12 \% \\ G \end{gathered}$ | 11\% | 7\% | $\begin{gathered} \text { 14\% } \\ J \end{gathered}$ | 12\% | 26\% | 11\% |
| Don't know | $22 \%$ | 18\% | $\begin{gathered} 25 \% \\ \mathrm{~A} \end{gathered}$ | 16\% | $\stackrel{25 \%}{c}$ | $\begin{gathered} \text { 24\% } \\ c \end{gathered}$ | 18\% | $\underset{\text { F.I }}{27 \%}$ | 24\% | 16\% | 23\% | 21\% | 20\% | $\stackrel{15 \%}{*}$ | $\begin{aligned} & 32 \% \\ & \text { O.P.Q } \end{aligned}$ |
| GOA_Q4_2. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Please select one option on each column. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| - In pop culture (movies, TV shows, music) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| People like me are very over-represented in this area | 16\% | 14\% | 18\% | 18\% | 17\% | 14\% | $\underset{\substack{\text { 19\% } \\ H}}{ }$ | $\begin{gathered} \text { 18\% } \\ H \end{gathered}$ | 13\% | 16\% | $\begin{aligned} & \text { 19\% } \\ & M \end{aligned}$ | 11\% | 13\% | $\stackrel{7 \%}{*}$ | 13\% |
| People like me are somewhat over-represented in this area | 11\% | 12\% | 11\% | 13\% | 12\% | 9\% | 13\% | 11\% | 12\% | 10\% | 11\% | 17\% | 10\% | $8 \%$ | 9\% |
| People like me are appropriately represented in this area | 21\% | 24\% | 19\% | 19\% | 19\% | 25\% | 20\% | 21\% | 22\% | 23\% | 23\% | 21\% | 16\% | 18\% | 19\% |
| People like me are somewhat underrepresented in this area | 10\% | 10\% | 11\% | 10\% | $\begin{gathered} 13 \% \\ E \end{gathered}$ | 8\% | 14\% | 10\% | 9\% | 10\% | 8\% | 14\% | $\begin{gathered} \text { 17\% } \\ \mathrm{J} \end{gathered}$ | 11\% | 9\% |
| People like me are very underrepresented in this area | 9\% | 11\% | 8\% | 11\% | 7\% | 9\% | 7\% | 6\% | 10\% | $\begin{aligned} & \text { 14\% } \\ & \text { F.G } \end{aligned}$ | 7\% | 9\% | $\begin{gathered} \text { 13\% } \\ j \end{gathered}$ | $\begin{aligned} & \text { 19\% } \\ & \text { J.K* } \end{aligned}$ | 8\% |
| People like me are not at all represented in this area | 8\% | 9\% | 7\% | 9\% | 7\% | 8\% | 7\% | 6\% | 8\% | 10\% | 6\% | 9\% | 8\% | $\begin{aligned} & 19 \% \\ & \text { J.K.L** } \end{aligned}$ | 9\% |
| Don't know | 24\% | 21\% | $\stackrel{27 \%}{\mathrm{~A}}$ | 20\% | 25\% | 26\% | 20\% | $\underset{\text { F.I }}{29 \%}$ | $\begin{gathered} 27 \% \\ \hline \end{gathered}$ | 17\% | 25\% | 19\% | 23\% | 18\% | $\begin{aligned} & 33 \% \\ & \text { oP.Q } \end{aligned}$ |

GOA_Q43. In general, do you feel that people who share your
ethnic background(s) are fairly represented in each of the
following areas?

In professional sports
Ceople like me are very over-repesesented in this ata

## nternal

## American Dream

Us_nat Sample: 27th - 28th September 201

| YouGov <br> What the world thinks | Total | Education |  |  | Marita Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
| GOA_Q4_1. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Please select one option on each column. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| - In politics |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| Base: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| People like me are very over-represented in this area | 20\% | $\stackrel{20 \%}{\mathrm{~N}}$ | $\stackrel{27 \%}{N}$ | $\begin{aligned} & 34 \% \\ & \text { N.O } \end{aligned}$ | 18\% | 13\% | 17\% | $\stackrel{12 \%}{ }$ | $\begin{aligned} & 25 \% \\ & \text { R.U.W } \end{aligned}$ | 12\% | 13\% | $\underset{x}{22 \%}$ | 18\% | 19\% | $\begin{aligned} & 26 \% \\ & \text { z.AC } \end{aligned}$ |
| People like me are somewhat over-represented in this area | 7\% | 4\% | 7\% | 7\% | 6\% | $8 \%$ | 7\% | 12\% | 6\% | 6\% | 7\% | 7\% | 6\% | 7\% | 8\% |
| People like me are appropiately represented in this area | 18\% | 19\% | 18\% | 15\% | $\stackrel{20 \%}{\mathrm{v}}$ | $8 \%$ | 13\% | $\begin{gathered} \begin{array}{c} 33 \% \\ \text { R.T.v.W* } \end{array} \end{gathered}$ | 14\% | 15\% | 17\% | 18\% | 15\% | 17\% | 19\% |
| People like me are somewhat underrepresented in this area | 10\% | $\begin{gathered} \text { 12\% } \\ \mathrm{N} \end{gathered}$ | $\stackrel{\text { 13\% }}{\mathrm{N}}$ | 13\% | 11\% | 15\% | $\begin{gathered} 14 \% \\ u \end{gathered}$ | $3 \%$ | 9\% | 12\% | 12\% | 10\% | 10\% | 9\% | 13\% |
| People like me are very underrepresented in this area | 14\% | 16\% | 14\% | 16\% | 14\% | 4\% | 13\% | 5\% | 14\% | $\underset{\text { U* }}{20 \%}$ | 13\% | 14\% | 13\% | $\begin{aligned} & \text { 16\% } \\ & \text { AC } \end{aligned}$ | 14\% |
| People like me are not at all represented in this area | 10\% | 11\% | 9\% | 5\% | 10\% | $38 \%$ | 10\% | 6\% | 11\% | 12\% | $\begin{gathered} 13 \% \\ Y \end{gathered}$ | 9\% | 11\% | 9\% | 9\% |
| Don't know | 22\% | 17\% | 12\% | 10\% | 21\% | 15\% | 27\% | $\stackrel{28 \%}{ }$ | 20\% | $\stackrel{24 \%}{ }$ | 24\% | 21\% | $\begin{gathered} 27 \% \\ \text { AB } \end{gathered}$ | $\begin{gathered} 22 \% \\ \text { AB } \end{gathered}$ | 12\% |
| GOA_Q4_2. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Please select one option on each column. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| - In pop culture (movies, TV shows, music) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| Base: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| People like me are very over-represented in this area | 16\% | 13\% | $\begin{aligned} & 20 \% \\ & \text { N.O } \end{aligned}$ | $\begin{aligned} & \text { 29\% } \\ & \text { N.O } \end{aligned}$ | 14\% | 13\% | 12\% | 15\% | $\begin{aligned} & \text { 20\% } \\ & \text { RT } \end{aligned}$ | 17\% | 15\% | 16\% | 15\% | 15\% | 20\% |
| People like me are somewhat over-represented in this area | 11\% | 12\% | 14\% | 12\% | 10\% | $\cdots$ | 12\% | 11\% | $\begin{gathered} \text { 14\% } \\ \mathrm{w} \end{gathered}$ | 4\% | 9\% | 12\% | 10\% | 12\% | 12\% |
| People like me are appropriately represented in this area | 21\% | 23\% | $\stackrel{26 \%}{\mathrm{~N}}$ | 20\% | 24\% | $\div$ | 20\% | $25 \%$ | 19\% | 25\% | 21\% | 21\% | 20\% | 25\% | 22\% |
| People like me are somewhat underrepresented in this area | 10\% | $\begin{aligned} & \text { 13\% } \\ & \text { N.P } \end{aligned}$ | 7\% | 12\% | 10\% | 15\% | 12\% | $9 \%$ | 10\% | 10\% | 10\% | 10\% | 10\% | 9\% | 13\% |
| People like me are very underrepresented in this area | 9\% | 10\% | 9\% | 11\% | 10\% | 14\% | 7\% | $2 \%$ | 10\% | $\begin{gathered} \text { 12\% } \\ \text { U* }^{12} \end{gathered}$ | 9\% | 9\% | 9\% | 9\% | 11\% |
| People like me are not at all represented in this area | 8\% | 8\% | 8\% | 5\% | $\begin{gathered} 9 \% \\ \mathrm{v} \end{gathered}$ | 25\% | $\stackrel{\substack{11 \% \\ v}}{ }$ | 6\% | 5\% | 6\% | 10\% | 7\% | 7\% | 8\% | 8\% |
| Don't know | 24\% | $\begin{gathered} 20 \% \\ Q \end{gathered}$ | 15\% | 11\% | 23\% | $33 \%$ | 26\% | 32\% | 22\% | 27\% | 25\% | 23\% | $\underset{\substack{28 \% \\ A B}}{\substack{2 \\ \hline}}$ | $\underset{A B}{23 \%}$ | 15\% |

GOA_Q43. In general, do you feel that people who share your
ethnic background(s) are fairly represented in each of the
following areas?

In professional sports

| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1205 | 379 | 208 | 14 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| represented in this area | 10\% | 11\% | 13\% | 9\% | 8\% | 25\% | 7\% | 4\% | 14\% | 7\% | 7\% | 10\% | 11\% | 9\% | 10\% |

Internal
American Dream
US_nat Sample: 27th - 28th September 2018

| YouGov <br> What the world thinks | Total | Prefer not to say |
| :---: | :---: | :---: |
|  |  |  |
| GOA_Q4_1. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas? |  |  |
| Please select one option on each column. |  |  |
| - In politics |  |  |
| Unweighted base | 1209 | 148 |
| Base: All US Adults | 1205 | 147 |
| People like me are very over-represented in this area | 20\% | 16\% |
| People like me are somewhat over-represented in this area | 7\% | 4\% |
| People like me are appropriately represented in this area | 18\% | $\begin{gathered} \text { 25\% } \\ z \end{gathered}$ |
| People like me are somewhat underrepresented in this area | 10\% | 11\% |
| People like me are very underrepresented in this area | 14\% | 9\% |
| People like me are not a all represented in this area | 10\% | 12\% |
| Don't know | 22\% | $24 \%$ |
| GOA_Q4_2. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas? |  |  |
| Please select one option on each column. |  |  |
| - In pop culture (movies, TV shows, music) |  |  |
| Unweighted base | 1209 | 148 |
| Base: All US Adults | 1205 | 147 |
| People like me are very over-represented in this area | 16\% | 13\% |
| People like me are somewhat over-represented in this area | 11\% | 13\% |
| People like me are appropriately represented in this area | 21\% | 18\% |
| People like me are somewhat underrepresented in this area | 10\% | 11\% |
| People like me are very underrepresented in this area | 9\% | 9\% |
| People like me are not at all represented in this area | 8\% | 10\% |
| Don't know | 24\% | $\begin{gathered} 27 \% \\ A B \end{gathered}$ |

## GOA_Q43. In general, do you feel that people who share your <br> hnic background(s) are fairly represented in each of the

ollowing areas?

In professional sports

| Unweighted base | 1209 | 148 |
| ---: | ---: | :--- |
|  | Base: All US Adults | 1205 |
| People like me are very over-represented in this area | $10 \%$ | $7 \%$ |


| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, Highschool graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  |  |  | D.E |  |  |  |  |  |  |  | J.L.M |  | * |  |
| People like me are somewhat over-represented in this area | 7\% | 7\% | 7\% | $\begin{gathered} \text { 11\% } \\ \hline \end{gathered}$ | 7\% | 4\% | 9\% | 8\% | 7\% | 6\% | 5\% | 12\% | $\begin{gathered} \text { 12\% } \\ j \end{gathered}$ | $7 \%$ | 8\% |
| People like me are appropiately represented in this area | 24\% | $\begin{gathered} 29 \% \\ 8 \end{gathered}$ | 20\% | 23\% | 25\% | 25\% | 25\% | 24\% | 24\% | 25\% | 25\% | 28\% | 23\% | 20\% | 21\% |
| People like me are somewhat underrepresented in this area | 14\% | 15\% | 13\% | 14\% | 12\% | 16\% | 15\% | 12\% | 13\% | 17\% | 15\% | 9\% | 15\% | 12\% | 11\% |
| People like me are very underrepresented in this area | 12\% | 12\% | 12\% | 10\% | 13\% | 13\% | 13\% | 11\% | 11\% | 13\% | $\begin{gathered} 13 \% \\ k \end{gathered}$ | 6\% | 10\% | $\begin{gathered} \text { 19\% } \\ \mathbf{k}^{*} \end{gathered}$ | 11\% |
| People like me are not atall represented in this area | 9\% | 8\% | 10\% | 9\% | 7\% | 10\% | 9\% | 7\% | 10\% | 10\% | 8\% | 5\% | 11\% | $\begin{aligned} & \text { 19\% } \\ & \text { J.K* } \end{aligned}$ | 8\% |
| Don't know | 24\% | 19\% | 29\% | 20\% | $\begin{gathered} 27 \% \\ c \end{gathered}$ | 25\% | 21\% | $\begin{gathered} 27 \% \\ 1 \end{gathered}$ | $\stackrel{27 \%}{1}$ | 18\% | 27\% | 19\% | 18\% | * ${ }^{\text {\% }}$ | $\begin{aligned} & 32 \% \\ & \text { OP.Q.Q } \end{aligned}$ |
| GOA_q5. Which THREE, if any, of the following qualities BEST defines the concept of "American values"? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Please select up to 3 qualities. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| Independence | 43\% | 45\% | 41\% | 38\% | 43\% | $\begin{gathered} \text { 47\% } \\ c \end{gathered}$ | 47\% | 46\% | 43\% | 38\% | $\begin{aligned} & 47 \% \\ & \text { K.L } \end{aligned}$ | 37\% | 31\% | 42\% | 43\% |
| Self-centeredness/selfishness | 7\% | 7\% | 8\% | $\begin{aligned} & 13 \% \\ & \hline 18 \end{aligned}$ | $8 \%$ | 2\% | 10\% | 6\% | 7\% | 7\% | 5\% | 12\% | 9\% | 12\% | 5\% |
| Friendiness | 8\% | 9\% | 8\% | 8\% | 8\% | $8 \%$ | 5\% | $\begin{gathered} \text { 10\% } \\ \text { F.I } \end{gathered}$ | 10\% | 5\% | 8\% | 9\% | 7\% | 10\% | $\begin{gathered} 11 \% \\ Q \end{gathered}$ |
| Strength | 18\% | 17\% | 19\% | 15\% | 18\% | 20\% | 15\% | $\stackrel{23 \%}{\mathrm{~F} \%}$ | 18\% | 16\% | 18\% | 18\% | 19\% | 13\% | 21\% |
| Pushiness | 2\% | 2\% | 2\% | 3\% | 3\% | 1\% | 3\% | 2\% | 3\% | 1\% | 2\% | $\begin{gathered} 6 \% \\ \mathrm{~J} \end{gathered}$ | 2\% | ${ }^{2 \%}$ | 2\% |
| Community | 10\% | 11\% | 10\% | 11\% | 10\% | 10\% | $\begin{gathered} \text { 14\% } \\ \text { H } \end{gathered}$ | 10\% | 8\% | 11\% | 10\% | 8\% | 13\% | $\stackrel{8 \%}{ }$ | $\begin{aligned} & 13 \% \\ & 0.0 \end{aligned}$ |
| Laziness | 4\% | 2\% | $\begin{gathered} 5 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} \text { 6\% } \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 4 \% \\ \mathrm{E} \end{gathered}$ | 1\% | 4\% | 2\% | 3\% | 5\% | 3\% | 4\% | 6\% | ${ }^{6 \%}$ | 4\% |
| Equality | 35\% | 33\% | 37\% | 29\% | 31\% | $\begin{aligned} & 43 \% \\ & \text { C. } \end{aligned}$ | 32\% | 34\% | 34\% | 40\% | 36\% | 40\% | 31\% | 28\% | 32\% |
| Competition | 8\% | $8 \%$ | 8\% | $\begin{aligned} & \begin{array}{l} 13 \% \\ \text { D.E } \end{array} . \end{aligned}$ | 7\% | 5\% | 7\% | 7\% | 8\% | 11\% | 7\% | 9\% | 12\% | 6\% | 7\% |
| Justice | 32\% | 34\% | 31\% | 21\% | $\stackrel{\text { 32\% }}{c}$ | $\begin{aligned} & 42 \% \\ & \text { C.D } \end{aligned}$ | 34\% | 28\% | 32\% | 35\% | $\begin{gathered} 34 \% \\ M \end{gathered}$ | 27\% | 34\% | 23\% | 28\% |
| Liberty | 43\% | $\begin{gathered} 47 \% \\ B \\ \hline \end{gathered}$ | 38\% | 34\% | 38\% | $\begin{aligned} & 53 \% \\ & \text { C. } \end{aligned}$ | 45\% | 41\% | 44\% | 40\% | $\begin{gathered} 46 \% \\ \mathrm{k} \end{gathered}$ | 29\% | 41\% | 38\% | 37\% |
| Diversity | 25\% | 23\% | 27\% | 24\% | 25\% | 25\% | 22\% | 26\% | 24\% | 28\% | 25\% | 27\% | 23\% | 20\% | 21\% |
| Consumerism | 10\% | 9\% | 10\% | $\begin{gathered} \frac{15 \%}{E} \\ \hline \end{gathered}$ | $\begin{gathered} 11 \% \\ E \end{gathered}$ | 5\% | 10\% | 8\% | 10\% | 10\% | 9\% | 9\% | 10\% | $\begin{gathered} \text { 16\% } \\ \mathrm{J}^{*} \end{gathered}$ | 7\% |
| Determination | 15\% | 14\% | 16\% | 15\% | 15\% | 15\% | 13\% | 15\% | 14\% | 19\% | 15\% | 14\% | 16\% | 15\% | 17\% |
| Forgiveness | 4\% | 4\% | 4\% | 2\% | 5\% | 5\% | 3\% | 6\% | 4\% | 5\% | 5\% | 3\% | 4\% | $2 \%$ | $\begin{aligned} & 7 \% \\ & 0 . P \end{aligned}$ |
| Other | 2\% | 2\% | 2\% | 3\% | 2\% | 2\% | 3\% | 1\% | 2\% | 3\% | 2\% | 1\% | 2\% | 5\% | 2\% |
| Don't know | 7\% | 6\% | 8\% | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | 4\% | 6\% | 8\% | 8\% | 6\% | 6\% | 10\% | 6\% | $\stackrel{11 \%}{ }$ | $\begin{aligned} & \text { 10\% } \\ & 0.0 \end{aligned}$ |


| YouGov What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2- year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
|  |  |  | N |  |  | * |  | * | R.U | * |  |  |  |  |  |
| People like me are somewhat over-represented in this area | 7\% | 7\% | 6\% | 5\% | 6\% | - | 6\% | : | 10\% | 3\% | 9\% | 6\% | 10\% | 5\% | 7\% |
| People like me are appropriately represented in this area | 24\% | 24\% | 28\% | $\begin{aligned} & 34 \% \\ & \text { N.O } \end{aligned}$ | 26\% | $\underset{\sim}{6 \%}$ | 22\% | 23\% | 24\% | 31\% | 22\% | 25\% | 20\% | 25\% | 27\% |
| People like me are somewhat underrepresented in this area | 14\% | 17\% | 15\% | 13\% | 14\% | 25\% | 15\% | $23 \%$ | 13\% | 8\% | 13\% | 14\% | 11\% | 17\% | $\begin{aligned} & 18 \% \\ & 7 \text { AC } \end{aligned}$ |
| People like me are very underrepresented in this area | 12\% | 12\% | 12\% | 17\% | $\begin{gathered} \text { 15\% } \\ \mathrm{v} \end{gathered}$ | 20\% | 11\% | $7 \%$ | 9\% | 13\% | 13\% | 12\% | 10\% | 12\% | 15\% |
| People like me are not a all represented in this area | 9\% | 9\% | 12\% | 8\% | 9\% | 17\% | 11\% | 13\% | 7\% | 15\% | 9\% | 9\% | 10\% | 8\% | 8\% |
| Don't know | 24\% | 20\% | 15\% | 13\% | 23\% | 7\% | 28\% | 30\% | 23\% | 24\% | 26\% | 23\% | 28\% | 23\% | 16\% |

## OA 95 Which THREE if any of the following qualite BEST

defines the concept of "American values"?
lease select up to 3 qualities.

| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| Independence | 43\% | 43\% | 45\% | 41\% | 45\% | 49\% | 42\% | 47\% | 40\% | 42\% | 42\% | 43\% | 40\% | 43\% | 45\% |
| Self-centerednes/selifishess | 7\% | $\begin{aligned} & \text { 9\% } \\ & \mathrm{N} \end{aligned}$ | 7\% | 10\% | 5\% | - | 7\% | 3\% | $\begin{aligned} & \text { 12\% } \\ & \text { Ru } \end{aligned}$ | $4 \%$ | 8\% | 7\% | 6\% | 8\% | 8\% |
| Friendiness | $8 \%$ | $\begin{gathered} 8 \% \\ 0 \\ Q \end{gathered}$ | 6\% | 2\% | $8 \%$ | ** | 8\% | $9 \%$ | 10\% | $\stackrel{2 \%}{*}$ | 8\% | $8 \%$ | $\begin{gathered} 11 \% \\ A B \end{gathered}$ | 7\% | 4\% |
| Strength | 18\% | 16\% | 15\% | 14\% | 19\% | $21 \%$ | 20\% | $14 \%$ | 16\% | ${ }^{15 \%}$ | 16\% | 18\% | 18\% | 19\% | 16\% |
| Pushiness | 2\% | $\begin{gathered} 3 \% \\ \mathrm{P} \end{gathered}$ | 0\% | 3\% | 2\% | 19\% | 1\% | 1\% | 2\% | $\stackrel{6}{*}$ | 2\% | 2\% | 2\% | 3\% | 1\% |
| Community | 10\% | 7\% | 12\% | 6\% | 9\% | * | 9\% | 11\% | $\begin{gathered} \text { 14\% } \\ R \end{gathered}$ | $9 \%$ | 8\% | 11\% | 13\% | 10\% | $8 \%$ |
| Laziness | 4\% | $\begin{aligned} & 5 \% \\ & \text { P.Q } \end{aligned}$ | 1\% | 1\% | $3 \%$ | $\cdots$ | $4 \%$ | : | 4\% | 6\% | 4\% | 3\% | 4\% | 4\% | 3\% |
| Equality | 35\% | 35\% | 39\% | 39\% | 36\% | $27 \%$ | 39\% | $\stackrel{43 \%}{ }$ | 30\% | 44\% | 32\% | 36\% | $\begin{aligned} & 37 \% \\ & \text { AC } \end{aligned}$ | 37\% AC | 34\% |
| Competition | 8\% | 10\% | 9\% | 10\% | 7\% | 7\% | $4 \%$ | 3\% | $\begin{aligned} & \quad 13 \% \\ & \text { R.T.U } \end{aligned}$ | 10\% | 9\% | $8 \%$ | 8\% | 5\% | $\begin{gathered} \text { 12\% } \\ A A \end{gathered}$ |
| Justice | 32\% | 34\% | 34\% | $\stackrel{42 \%}{N}$ | $\begin{gathered} 36 \% \\ v \end{gathered}$ | $36 \%$ | $\begin{gathered} 38 \% \\ v \end{gathered}$ | 36\% | 24\% | $32 \%$ | 30\% | 33\% | 28\% | 34\% | 35\% |
| Liberty | 43\% | $\stackrel{44 \%}{N}$ | $\stackrel{49 \%}{\mathrm{~N}}$ | $\underset{N}{48 \%}$ | $\stackrel{48 \%}{\stackrel{48}{v}}$ | $30 \%$ | 43\% | $\begin{gathered} 51 \% \\ \mathrm{v}^{*} \end{gathered}$ | 34\% | 35\% | 40\% | 43\% | 38\% | 44\% | $\begin{gathered} 50 \% \\ z \end{gathered}$ |
| Diversity | 25\% | $\stackrel{28 \%}{N}$ | 25\% | $\stackrel{32 \%}{N}$ | 25\% | 27\% | 25\% | 20\% | 24\% | * ${ }^{32}$ | 23\% | 25\% | 26\% | 28\% | 21\% |
| Consumerism | 10\% | 11\% | 10\% | $\frac{15 \%}{\stackrel{15 \%}{N}}$ | $8 \%$ | $\cdots$ | 9\% | 4\% | $\begin{gathered} 14 \% \\ R \end{gathered}$ | 4\% | 9\% | 10\% | $8 \%$ | 10\% | $\begin{gathered} 12 \% \\ \mathrm{z} \end{gathered}$ |
| Determination | 15\% | 13\% | 13\% | 12\% | 16\% | $$ | 13\% | $22 \%$ | 15\% | 11\% | 13\% | 16\% | 13\% | 17\% | 16\% |
| Forgiveness | 4\% | 3\% | 2\% | 2\% | 4\% | * | 5\% | 9\% | 4\% | $2 \%$ | 4\% | 4\% | 5\% | 4\% | 5\% |
| Other | 2\% | 2\% | 2\% | 3\% | 2\% | * | 1\% | 3\% | 3\% | 2\% | 1\% | 2\% | 1\% | 1\% | 3\% |
| Don't know | 7\% | 6\% | 5\% | 2\% | 6\% | $\stackrel{8 \%}{8 \%}$ | 5\% | $\stackrel{5 \%}{*}$ | 8\% | 12\% | $\underset{y}{11 \%}$ | 6\% | $\begin{aligned} & 9 \% \\ & \text { AB } \end{aligned}$ | 6\% | 4\% |

Internal
American Dream
Us_nat Sample: 27th - 28th September 2018

| YOUGGOV |
| ---: | :---: | :---: |
|  |

GOA_q5. Which THREE, if any, of the following qualities BEST
defines the concept of "American values"?
Please select up to 3 qualities.

| Unweighted base | 1209 | 148 |
| :---: | :---: | :---: |
| Base: All US Adults | 1205 | 147 |
| Independence | 43\% | 49\% |
| Self-centeredness/selfishness | 7\% | 8\% |
| Friendiness | 8\% | 10\% |
| Strength | 18\% | 18\% |
| Pushiness | 2\% | 3\% |
| Community | 10\% | 8\% |
| Laziness | 4\% | 3\% |
| Equality | 35\% | 26\% |
| Competition | 8\% | 10\% |
| Justice | 32\% | 34\% |
| Liberty | 43\% | 42\% |
| Diversity | 25\% | 19\% |
| Consumerism | 10\% | 11\% |
| Determination | 15\% | 15\% |
| Forgiveness | 4\% | 1\% |
| Other | 2\% | 5\% |
|  |  | z.AA |
| Don't know | 7\% | 8\% |


| YouGov What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | $\underset{\text { school graduate }}{\text { No HS High }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | ${ }^{55+}$ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| GOA_q6. And which THREE, if any, of the following qualities BEST define your own personal values? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Please select up to 3 qualities. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| Independence | 43\% | 44\% | 43\% | 32\% | $\begin{gathered} 45 \% \\ c \end{gathered}$ | $\begin{gathered} \text { 52\% } \\ c \end{gathered}$ | 42\% | 45\% | 45\% | 41\% | $\begin{gathered} 47 \% \\ \text { 47\% } \end{gathered}$ | 38\% | 35\% | 41\% | 41\% |
| Self-centeredness/selifishess | $2 \%$ | 3\% | 2\% | $\begin{aligned} & 5 \% \\ & \text { D.E } \end{aligned}$ | 1\% | 1\% | 2\% | 2\% | 3\% | 2\% | 2\% | 4\% | 1\% | $\begin{aligned} & 8 \% \\ & \text { J. } L^{*} \end{aligned}$ | 2\% |
| Friendiness | 31\% | 29\% | 34\% | 28\% | 30\% | 35\% | 30\% | 35\% | 31\% | 30\% | $\begin{gathered} 34 \% \\ K \end{gathered}$ | 22\% | 27\% | 29\% | 33\% |
| Stength | 26\% | 23\% | $\stackrel{29 \%}{\mathrm{~A} \%}$ | 22\% | $\begin{aligned} & 34 \% \\ & \text { CE } \end{aligned}$ | 23\% | 25\% | 26\% | 27\% | 25\% | 24\% | $\begin{aligned} & 35 \% \\ & j \end{aligned}$ | 29\% | ${ }^{25 \%}$ | 26\% |
| Pushiness | 1\% | 1\% | 1\% | $\begin{gathered} 2 \% \\ E \end{gathered}$ | 1\% | - | 1\% | 1\% | 1\% | 0\% | 1\% | 1\% | 1\% | ${ }^{1 \%}$ | 1\% |
| Community | 13\% | 13\% | 13\% | $\begin{gathered} \left\llcorner{ }^{\text {L6\% }}\right. \\ \text { D } \end{gathered}$ | 10\% | 13\% | 16\% | 15\% | 10\% | 14\% | 12\% | 14\% | 17\% | $\stackrel{8 \%}{*}$ | 13\% |
| Laziness | 2\% | 2\% | 2\% | $\begin{gathered} 4 \% \\ \mathrm{E} \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 2 \% \\ \mathrm{E} \end{gathered}$ | 0\% | 3\% | 1\% | 3\% | 3\% | 1\% | 2\% | $\begin{gathered} 4 \% \\ \mathrm{j} \end{gathered}$ | $\begin{gathered} 7 \% \\ J^{*} \end{gathered}$ | 2\% |
| Equality | 32\% | 33\% | $32 \%$ | 33\% | 28\% | $\begin{gathered} 36 \% \\ \mathrm{D} \end{gathered}$ | 33\% | 32\% | 31\% | 35\% | 32\% | $\begin{gathered} \text { 42\% } \\ \text { J.L } \end{gathered}$ | 26\% | 33\% | 28\% |
| Competition | 4\% | 4\% | 3\% | $\begin{gathered} 6 \% \\ E \end{gathered}$ | $\begin{gathered} 5 \% \\ \mathrm{E} \end{gathered}$ | 2\% | 5\% | 3\% | 4\% | 3\% | 3\% | 4\% | 6\% | 5\% | 3\% |
| Justice | 25\% | 27\% | 22\% | 20\% | 20\% | $\begin{aligned} & 33 \% \\ & \text { C.D } \end{aligned}$ | 21\% | 28\% | 24\% | 26\% | $\underset{L}{27 \%}$ | 21\% | 18\% | 27\% | 22\% |
| Liberty | 20\% | $\begin{gathered} 25 \% \\ \mathrm{~B} \end{gathered}$ | 16\% | 15\% | 20\% | $\begin{aligned} & 25 \% \\ & c \end{aligned}$ | 19\% | 17\% | 21\% | 24\% | $\begin{gathered} 21 \% \\ \mathrm{~K} \end{gathered}$ | 11\% | $\begin{gathered} 25 \% \\ k \end{gathered}$ | 20\% | 18\% |
| Diversity | 13\% | 12\% | 14\% | 16\% | 13\% | 11\% | 17\% | 12\% | 11\% | 14\% | 11\% | $\begin{gathered} 21 \% \\ j \end{gathered}$ | 15\% | 16\% | 10\% |
| Consumerism | 2\% | 2\% | 1\% | ${ }_{E}^{3 \%}$ | $\begin{gathered} 3 \% \\ E \end{gathered}$ | 1\% | 0\% | 1\% | 3\% | $2 \%$ | 1\% | 1\% | 4\% | $\stackrel{2 \%}{ }$ | 2\% |
| Determination | 29\% | 26\% | 32\% | 30\% | 31\% | 27\% | 33\% | 31\% | 27\% | 27\% | 29\% | 31\% | 29\% | 26\% | 28\% |
| Forgiveness | 20\% | 18\% | $\begin{aligned} & 23 \% \\ & \text { 23\% } \end{aligned}$ | 16\% | 19\% | $\begin{aligned} & 25 \% \\ & \text { c.D } \end{aligned}$ | 20\% | 19\% | 22\% | 19\% | $\stackrel{23 \%}{23 \%}$ | 16\% | 19\% | 10\% | $\begin{aligned} & 23 \% \\ & \text { P.Q } \end{aligned}$ |
| Other | 2\% | 2\% | 2\% | 1\% | 3\% | 3\% | 1\% | 2\% | 2\% | 4\% | 3\% | 1\% | 2\% | $2 \%$ | 2\% |
| Don't know | 6\% | 7\% | 6\% | $\underset{\mathrm{E}}{\stackrel{10 \%}{\mathrm{E}}}$ | $\stackrel{8 \%}{8 \%}$ | 2\% | 5\% | 6\% | 8\% | 5\% | 6\% | 8\% | 8\% | ${ }^{7 \%}$ | $\begin{aligned} & \text { 10\% } \\ & \text { O.P.Q } \end{aligned}$ |
| GOA_q7. Some people define the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| To what extent, if at all, do you agree or disagree with this definition of the American Dream? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| Strongly agree | 38\% | 39\% | 37\% | 34\% | 38\% | $\begin{gathered} \text { 42\% } \\ \mathrm{C} \end{gathered}$ | 37\% | 37\% | 38\% | 41\% | $\begin{gathered} 39 \% \\ \mathrm{~K} \end{gathered}$ | 29\% | 41\% | 39\% | 38\% |
| Somewhat agree | 30\% | 32\% | 29\% | 26\% | 28\% | $\begin{aligned} & 35 \% \\ & \text { C.D } \end{aligned}$ | 29\% | 32\% | 28\% | 32\% | $\begin{gathered} 32 \% \\ \mathrm{~K} \end{gathered}$ | 23\% | 29\% | $27 \%$ | 26\% |
| Neither agree nor disagree | 13\% | 13\% | 14\% | 16\% | $\begin{gathered} \text { 16\% } \\ \mathrm{E} \end{gathered}$ | 9\% | 14\% | 15\% | 14\% | 11\% | 11\% | $\stackrel{23 \%}{23}$ | 15\% | 17\% | $\begin{gathered} \text { 17\% } \\ \mathrm{P} \end{gathered}$ |
| Somewhat disagree | 8\% | 7\% | 8\% | 7\% | 7\% | 9\% | 8\% | 8\% | 8\% | 7\% | 9\% | 9\% | 4\% | 4\% | 7\% |

YouGov

EST define your own personal values?
Please select up to 3 qualities.
A. 97. Some people define the "American Dream" as the eelief

GOA_q7. Some people define the "American Dream" as the
ocioeconomic class they were born into, can attain their ow
version of success.

## To what extent if at all, do you agree or disagree with this

definition of the American Dream?

| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 3 | 389 | 249 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| Strongly agree | 38\% | 37\% | 36\% | $\begin{aligned} & \text { 48\% } \end{aligned}$ | $41 \%$ | 48\% | 37\% | 39\% | 34\% | 43\% | 39\% | 38\% | 35\% | 39\% | 42\% |
| Somewhat agree | 30\% | 32\% | 39\% N.Q | 26\% | $\stackrel{\text { 32\% }}{v}$ | $\stackrel{26 \%}{*}$ | 33\% | 39\% | 26\% | $26 \%$ | 25\% | 32\% | 30\% | 30\% | 34\% |
| Neither agree nor disagree | 13\% | 13\% | 9\% | 9\% | 12\% | 8\% | 14\% | 9\% | 16\% | 12\% | 18\% | 12\% | $\begin{gathered} 17 \% \\ A B \end{gathered}$ | 13\% | 10\% |
| Somewhat disagree | 8\% | 8\% | 8\% | $8 \%$ | $8 \%$ | 6\% | 9\% | 8\% | 7\% | 3\% | 7\% | 8\% | 7\% | 8\% | 6\% |

## Internal

## American Dream

Us_nat Sample: 27th - 28th September 2018

## YOUGOV

OA_-96. And which THREE, if any of the following qualities
BEST define your own personal values?
Please select up to 3 qualities.

| Unweighted base | 1209 | 148 |
| :---: | :---: | :---: |
| Base: All US Adults | 1205 | 147 |
| Independence | 43\% | 46\% |
| Self-centeredness/selifishness | 2\% | 2\% |
| Friendiness | 31\% | 32\% |
| Stength | 26\% | 22\% |
| Pushiness | 1\% | 1\% |
| Community | 13\% | 12\% |
| Laziness | $2 \%$ | 3\% |
| Equality | 32\% | 30\% |
| Competition | 4\% | 7\% |
|  |  | z.AA |
| Justice | 25\% | 27\% |
| Liberty | 20\% | 27\% |
|  |  | AA |
| Diversity | 13\% | 8\% |
| Consumerism | 2\% | 1\% |
| Determination | 29\% | 30\% |
| Forgiveness | 20\% | 10\% |
| Other | 2\% | 3\% |
| Don't know | 6\% | 9\% |
|  |  | AB |

OA_ $q 7$. Some people define the "American Dream" as the belief
that anyone, regardess of where they were born or what
version of success.
To what extent, if at all, do you agree or disagree with this
definition of the American Dream?

| Unweighted base | 1209 | 148 |
| ---: | :--- | :--- |
| Base: All US Adults | 1205 | 147 |
| Strongly agree | $38 \%$ | $39 \%$ |
| Somewhat agree | $30 \%$ | $25 \%$ |
| Neither agree nor disagree | $13 \%$ | $10 \%$ |
| Somewhat disagree | $8 \%$ | $10 \%$ |


| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, Highschool graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| Strongly disagree | 5\% | 4\% | 6\% | 6\% | 6\% | 4\% | 6\% | 5\% | 6\% | 4\% | 5\% | $\begin{gathered} \text { 10\% } \\ \text { J.L } \end{gathered}$ | 2\% | $6 \%$ | 3\% |
| Don't know | 5\% | 4\% | 6\% | $\begin{aligned} & 10 \% \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} 5 \% \\ \mathrm{E} \end{gathered}$ | 2\% | 6\% | 3\% | 5\% | 6\% | 4\% | 6\% | $\begin{gathered} 9 \% \\ \mathrm{j} \end{gathered}$ | $7 \%$ | $\begin{gathered} \begin{array}{c} 9 \% \\ \text { O.P.Q } \end{array} . \end{gathered}$ |
| GOA_q8. As a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| In general, how attainable or unattainable do you think the "American Dream" is for most people living in America? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| Very attainable | 21\% | ${ }_{B}^{25 \%}$ | 16\% | 19\% | 22\% | 22\% | 18\% | 23\% | 20\% | 24\% | 19\% | 17\% | $27 \%$ | $27 \%$ | 23\% |
| Somewhat attainable | 32\% | 31\% | 33\% | 24\% | 28\% | $\begin{aligned} & 40 \% \\ & \text { C.D } \end{aligned}$ | 29\% | 33\% | 33\% | 31\% | 35\% | 26\% | 27\% | $\stackrel{25 \%}{*}$ | 29\% |
| Neither attainable nor unattainable | 14\% | 14\% | 14\% | $\underset{\mathrm{E}}{\frac{17 \%}{\mathrm{E}}}$ | $\underset{E}{17 \%}$ | 9\% | 16\% | 15\% | 15\% | 10\% | 12\% | $\begin{gathered} \text { 26\% } \\ \text { J.M } \end{gathered}$ | 16\% | 12\% | $\begin{aligned} & \text { 18\% } \\ & 0.0 \end{aligned}$ |
| Somewhat unattainable | 18\% | 17\% | 18\% | 16\% | 17\% | 19\% | 20\% | 16\% | 17\% | 17\% | 20\% | 14\% | 15\% | $\stackrel{12 \%}{ }$ | 14\% |
| Very unattainale | 10\% | 9\% | 12\% | $\begin{gathered} 14 \% \\ \mathrm{E} \end{gathered}$ | 10\% | 7\% | 11\% | 10\% | 9\% | 12\% | 11\% | 10\% | 6\% | $\begin{aligned} & \text { 18\% } \\ & \text { J. } \mathbf{L}^{*} \end{aligned}$ | 6\% |
| Don't know | 6\% | 4\% | $\begin{gathered} 7 \% \\ \text { A } \end{gathered}$ | $\begin{aligned} & \text { 10\% } \\ & \text { D.E } \end{aligned}$ | 5\% | 3\% | 6\% | 4\% | 6\% | 6\% | 4\% | 8\% | 8\% | $\stackrel{6 \%}{*}$ | $\begin{gathered} \begin{array}{c} 9 \% \\ \text { O.P.Q } \end{array} . \end{gathered}$ |
| GOA_q9. Again, as a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| In general, how personally attainable or unattainable do you think the "American Dream" is for you? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 555 | 654 | 335 | 367 | 507 | 228 | 287 | 432 | 262 | 820 | 139 | 151 | 99 | 440 |
| Base: All US Adults | 1205 | 600 | 605 | 376 | 368 | 461 | 238 | 281 | 427 | 259 | 772 | 147 | 188 | 98 | 504 |
| Very atainable | 29\% | $\begin{gathered} \text { 33\% } \\ \mathrm{B} \end{gathered}$ | 26\% | 22\% | $\begin{gathered} 30 \% \\ c \end{gathered}$ | $\begin{gathered} \text { 34\% } \\ c \end{gathered}$ | 28\% | 34\% | 28\% | 28\% | $\begin{gathered} 30 \% \\ \mathrm{k} \end{gathered}$ | 20\% | $\begin{gathered} 32 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 33 \% \\ \mathrm{~K}^{*} \end{gathered}$ | 28\% |
| Somewhat attainable | 31\% | 31\% | 31\% | 29\% | 31\% | 33\% | 31\% | 26\% | 33\% | 32\% | 33\% | 31\% | 26\% | 20\% | 27\% |
| Neither attainable nor unattainable | 16\% | 16\% | 17\% | $\begin{aligned} & 21 \% \\ & 0 . \end{aligned}$ | 14\% | 14\% | 15\% | 17\% | 17\% | 16\% | 13\% | $\underset{j}{24 \%}$ | $\stackrel{24 \%}{\mathrm{z}}$ | 15\% | $\begin{gathered} 19 \% \\ Q \end{gathered}$ |
| Somewhat unattainable | 11\% | 11\% | 12\% | 10\% | 13\% | 11\% | 12\% | 11\% | 10\% | 13\% | 12\% | 13\% | 7\% | $\begin{gathered} \text { 16\% } \\ L^{*} \end{gathered}$ | 9\% |
| Very unattainable | 7\% | 6\% | 8\% | 7\% | 8\% | 6\% | 8\% | 7\% | 7\% | 5\% | $\begin{aligned} & 8 \% \\ & \text { K.L } \end{aligned}$ | 3\% | 3\% | $\begin{aligned} & \text { 10\% } \\ & \text { K.L* } \end{aligned}$ | 7\% |
| Don't know | 6\% | 4\% | $\begin{gathered} 7 \% \\ A \end{gathered}$ | $\begin{aligned} & \text { 11\% } \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} 5 \% \\ \mathrm{E} \end{gathered}$ | 2\% | 5\% | 5\% | 6\% | 7\% | 4\% | $\begin{gathered} \text { 10\% } \\ \hline \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{j} \end{gathered}$ | 6\% | $\begin{aligned} & 8 \% \\ & \text { P.Q } \end{aligned}$ |

Cell Contents (Column Percentages, Staisitical Test Resulits), Statistics (Column Proportions, (95\%): AB, CID/E, F/G/HII, J/KLIM, N/OP/Q, RISTIUNN, XY, Z/AAAB/AC, AD/AEAF/AG/AH/A/AJ/AKALAM/AN/AO/AP, Minimum Base: 30 (*), Small Base: 100 ( ${ }^{*}$ ))

| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Some college, } 2 \text { - } \\ \text { year } \end{gathered}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
|  |  |  |  |  |  | * |  | * |  | * |  |  |  |  |  |
| Strongly disagree | 5\% | $\begin{gathered} 7 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} \text { 7\% } \\ \mathrm{N} \end{gathered}$ | $\begin{gathered} 7 \% \\ \mathrm{~N} \end{gathered}$ | 3\% | $4 \%$ | 4\% | $5 \%$ | $\begin{gathered} 9 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ \mathrm{R}^{*} \end{gathered}$ | 4\% | 5\% | 5\% | 5\% | 5\% |
| Don't know | 5\% | $\begin{gathered} \text { 4\% } \\ \text { P } \end{gathered}$ | 1\% | 2\% | 4\% | $\stackrel{8 \%}{*}$ | 2\% | : | $\begin{aligned} & \text { 9\% } \\ & \text { R.T.U } \end{aligned}$ | $\stackrel{6 \%}{*}$ | 6\% | 5\% | 6\% | 4\% | 3\% |
| GOA_q8. As a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| In general, how attainable or unattainable do you think the "American Dream" is for most people living in America? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| Base: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| Very attainable | 21\% | 19\% | 19\% | 22\% | $\stackrel{24 \%}{\mathrm{v}}$ | 26\% | 19\% | 20\% | 17\% | 13\% | 24\% | 20\% | 19\% | 19\% | 23\% |
| Somewhat attainable | 32\% | 35\% | $32 \%$ | 29\% | $\begin{gathered} 35 \% \\ v \end{gathered}$ | 32\% | 33\% | $\begin{gathered} 41 \% \\ \mathrm{v}^{41} \end{gathered}$ | 25\% | 31\% | 29\% | 33\% | 28\% | 36\% | 34\% |
| Neither attainale nor unattainable | 14\% | $\begin{gathered} 12 \% \\ Q \end{gathered}$ | $\begin{gathered} 14 \% \\ Q \end{gathered}$ | 4\% | 11\% | 17\% | 17\% | 14\% | $\begin{gathered} \text { 17\% } \\ R \end{gathered}$ | 15\% | $\stackrel{\substack{18 \% \\ Y}}{ }$ | 13\% | $\begin{gathered} \text { 19\% } \\ \text { AB.AC } \end{gathered}$ | 14\% | 9\% |
| Somewhat unattainale | 18\% | 17\% | $\stackrel{21 \%}{\stackrel{\alpha}{N}}$ | $\begin{aligned} & \text { 28\% } \\ & \text { N.O } \end{aligned}$ | 19\% | 10\% | 15\% | 13\% | 18\% | $\stackrel{12 \%}{*}$ | 15\% | 18\% | 15\% | 18\% | $\begin{aligned} & 24 \% \\ & \text { Z.AC } \end{aligned}$ |
| Very unatainable | 10\% | ${ }_{\mathrm{N}}^{13 \%}$ | $\stackrel{13 \%}{\mathrm{~N}}$ | $\begin{aligned} & \text { N.U } \\ & \begin{array}{c} 15 \% \\ N \end{array} \end{aligned}$ | 7\% | $\underset{\sim}{7 \%}$ | 12\% | 10\% | $\begin{gathered} 13 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 19 \% \\ \mathrm{R}^{*} \end{array} \end{aligned}$ | 8\% | 11\% | $\begin{gathered} \begin{array}{c} 13 \% \\ \text { AB } \end{array} \end{gathered}$ | 10\% | 8\% |
| Don't know | 6\% | 4\% | 2\% | 1\% | 4\% | $\stackrel{8 \%}{8 \%}$ | 4\% | $\stackrel{2 \%}{*}$ | $\begin{gathered} 9 \% \\ \mathrm{R} \end{gathered}$ | $9 \%$ | 7\% | 5\% | 6\% | 4\% | 3\% |
| GOA_q9. Again, as a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| In general, how personally attainable or unattainable do you think the "American Dream" is for you? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1209 | 408 | 235 | 126 | 582 | 12 | 144 | 59 | 361 | 51 | 283 | 926 | 423 | 389 | 249 |
| Base: All US Adults | 1205 | 379 | 208 | 114 | 558 | 12 | 140 | 56 | 390 | 49 | 287 | 918 | 441 | 379 | 239 |
| Very attainable | 29\% | 25\% | 29\% | $\begin{aligned} & \text { 48\% } \\ & \text { N.O.P } \end{aligned}$ | $\begin{gathered} 36 \% \\ \text { T.V } \end{gathered}$ | 7\% | 24\% | 29\% | 23\% | 25\% | 31\% | 29\% | 22\% | $\stackrel{28 \%}{\mathrm{z}}$ | $\begin{aligned} & 42 \% \\ & \text { Z.AA } \end{aligned}$ |
| Somewhat atainable | 31\% | 33\% | $34 \%$ | 34\% | $\begin{gathered} 35 \% \\ v \\ v \end{gathered}$ | $43 \%$ | 30\% | 29\% | 27\% | 24\% | 31\% | 31\% | 24\% | $\begin{gathered} \text { 37\% } \\ z \end{gathered}$ | $\begin{gathered} 34 \% \\ z \end{gathered}$ |
| Neither attainale nor unattainable | 16\% | $\begin{gathered} 15 \% \\ \alpha \end{gathered}$ | $\begin{gathered} 16 \% \\ 0 \end{gathered}$ | 7\% | 13\% | 22\% | $\begin{gathered} 21 \% \\ \mathrm{R} \end{gathered}$ | 14\% | $\begin{gathered} 19 \% \\ R \end{gathered}$ | $\begin{gathered} 23 \% \\ \mathrm{R}^{*} \end{gathered}$ | 15\% | 17\% | $\begin{gathered} \text { AA.AB.AC } \end{gathered}$ | 14\% | 10\% |
| Somewhat unattainale | 11\% | $\begin{aligned} & \text { 15\% } \\ & \text { N.Q } \end{aligned}$ | $\begin{gathered} \text { 13\% } \\ Q \\ Q \end{gathered}$ | 5\% | 10\% | 13\% | 13\% | 14\% | 12\% | 11\% | 10\% | 12\% | 13\% | 12\% | 9\% |
| Very unattainable | 7\% | 8\% | 6\% | 5\% | 4\% |  | $\begin{gathered} \text { 10\% } \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \text { 11\% } \\ & \mathrm{R}^{*} \end{aligned}$ | $\begin{gathered} 10 \% \\ R \end{gathered}$ | 8\% | 5\% | 8\% | $\begin{gathered} 11 \% \\ \text { AA.AB } \end{gathered}$ | 4\% | 3\% |
| Don't know | 6\% | 5\% | 2\% | 1\% | 4\% | 15\% | 2\% | 2\% | $\begin{aligned} & 9 \% \\ & \text { R.T } \end{aligned}$ | $\underset{\mathrm{T}^{*}}{9 \%}$ | 7\% | 5\% | $\begin{aligned} & 7 \% \\ & \text { AB } \end{aligned}$ | 4\% | 2\% |

Cell Contents (Col

## Internal

## American Dream

Us_nat Sample: 27th - 28th September 2018
YOUGOV'

|  | Total | Prefer not to say |
| :---: | :---: | :---: |
| Strongly disagree | 5\% | 6\% |
| Don't know | 5\% | $\begin{aligned} & \text { 10\% } \\ & \text { A.AB } \end{aligned}$ |

OA_q8. As a reminder, we are defining the "American Dream" he belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their

Amenerican Dream" is for most tatainable do you think the

| Unweighted base | 1209 | 148 |
| :---: | :---: | :---: |
| Base: All US Adults | 1205 | 147 |
| Very atainable | 21\% | 27\% |
| Somewhat attainable | 32\% | 28\% |
| Neither attainale nor unattainable | 14\% | 10\% |
| Somewhat unattainable | 18\% | 15\% |
| Very unatainable | 10\% | 8\% |
| Don't know | 6\% | $13 \%$ |

OAA_q9. Again, as a reminder, we are defining the "American
ream" as the belief hat anyone, regardless of where they were
their own version of success.
general, how personally attainab


Cell Contents (Col

