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Wednesday, July 3rd

The American Dream: A
Guide for Advocates



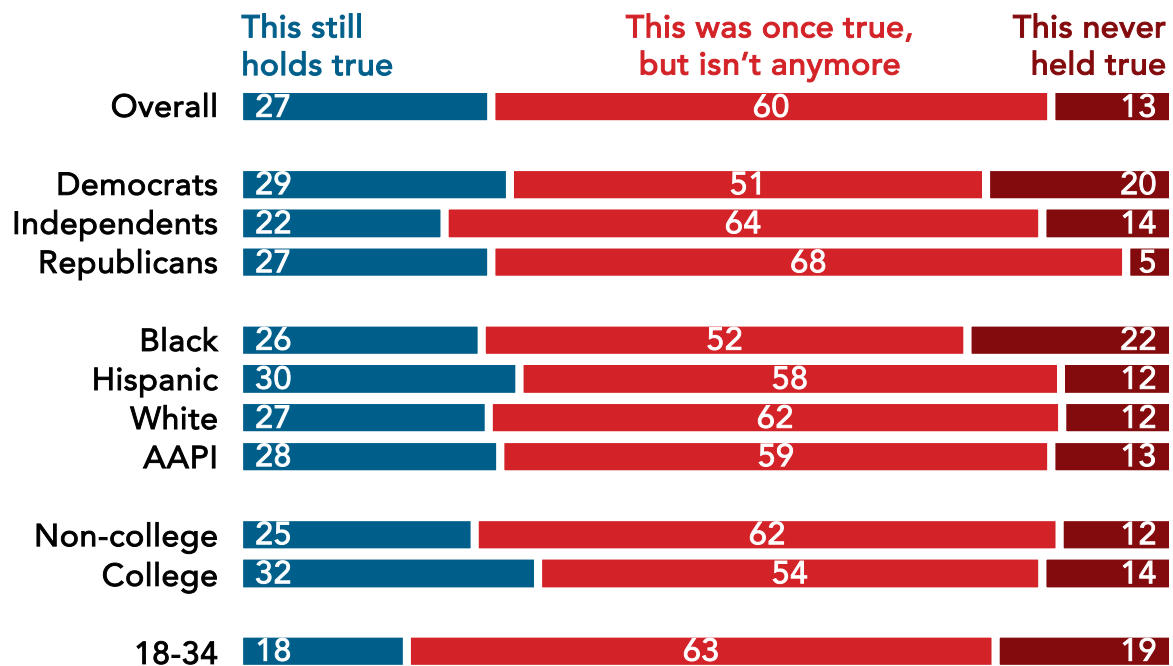
Key Takeaways:

- Three in five Americans believe the “American Dream” was once true but isn't anymore; only one in four believe that if you work hard in the United States, you'll get ahead.
- Americans define the “American Dream” as being able to live comfortably, afford a home, and enjoy work.
- Majorities report paying more today for gas as compared to a few weeks ago, and more for homeowner/renter and car insurance as compared to the last few years.

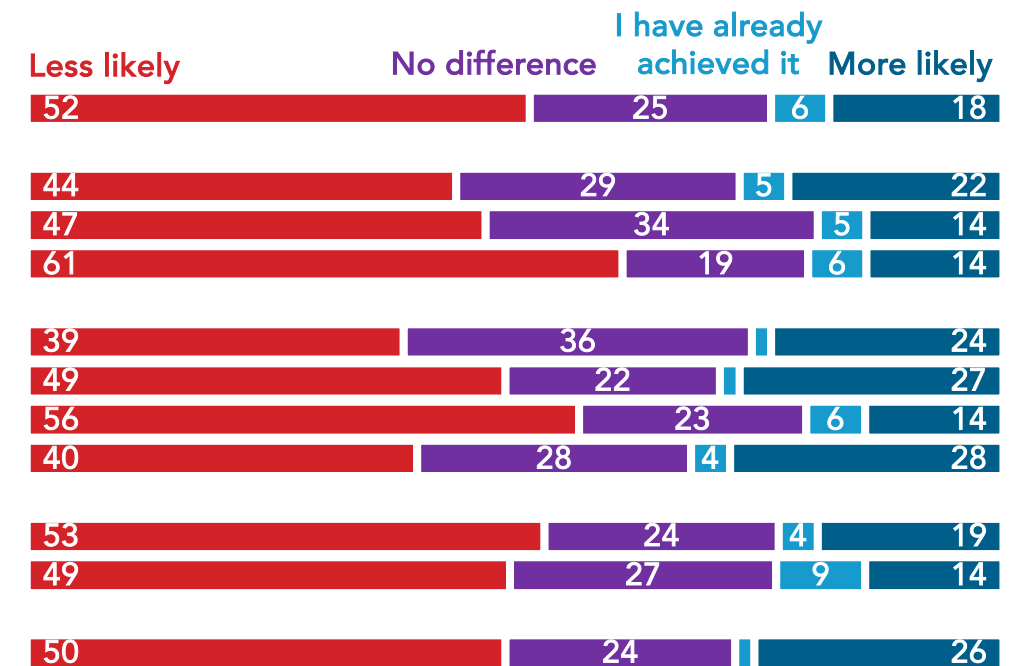
Just a Quarter of Americans Say the “American Dream” Still Holds True, and Most Now Feel Less Likely to Attain It

Republicans are especially likely to say the American Dream “was once true, but isn’t anymore” (68%), while fewer than one in five Americans under 35 say the American Dream “still holds true” (18%).

Which of these best describes the state of the “American Dream,” in that if you work hard in the United States, you’ll get ahead?



Compared to five years ago, how likely do you think you are personally to attain the “American Dream” today?



Nationwide survey of 1,000 registered voters conducted May 30-June 3, 2024. For more info, visit navigatorresearch.org.

The “American Dream” Is Defined As Being Able to Live Comfortably, Afford a Home, Enjoy Work

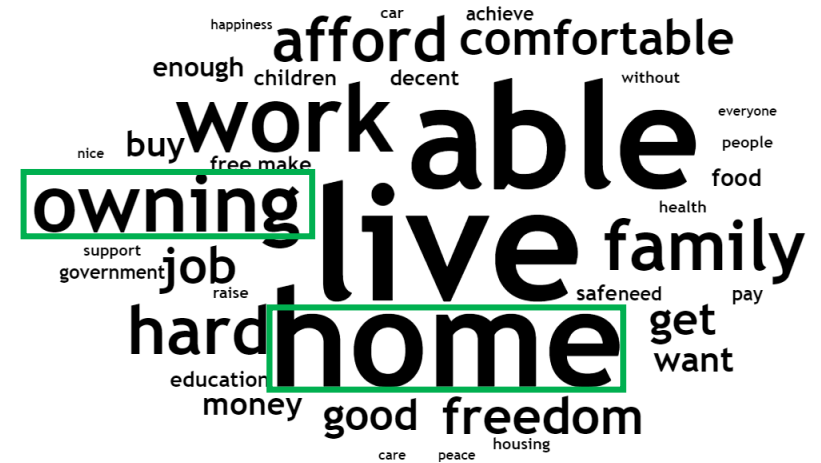
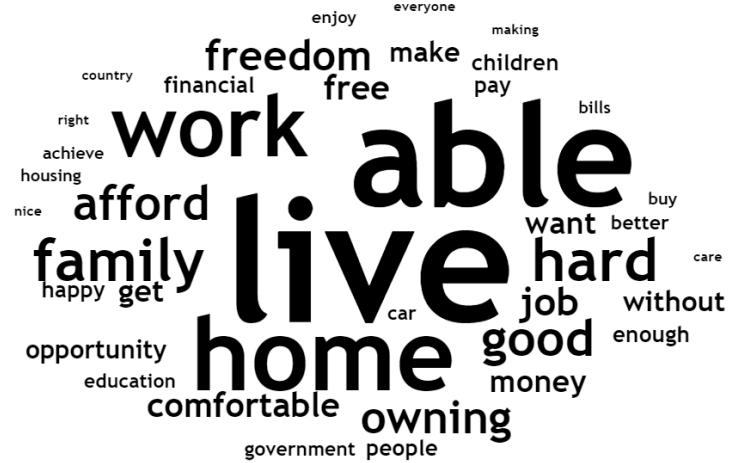
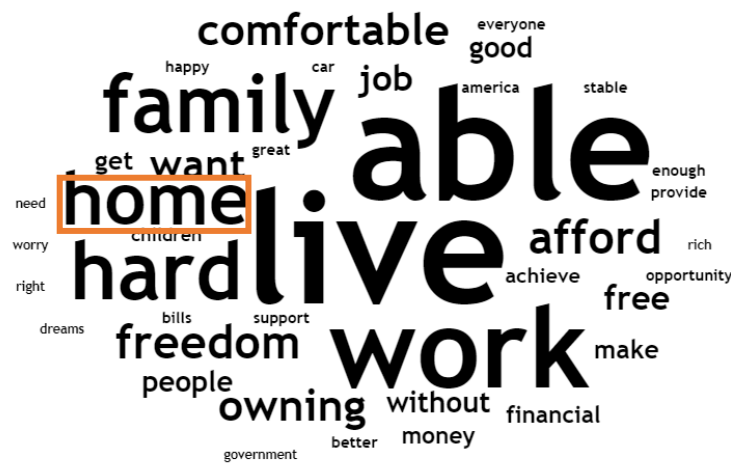
Americans across age groups mention the ability to live comfortably and enjoy work, while home ownership is mentioned far less by young Americans than it is by seniors.

How would you define what the “American Dream” means to you?

18-44

45-64

65+

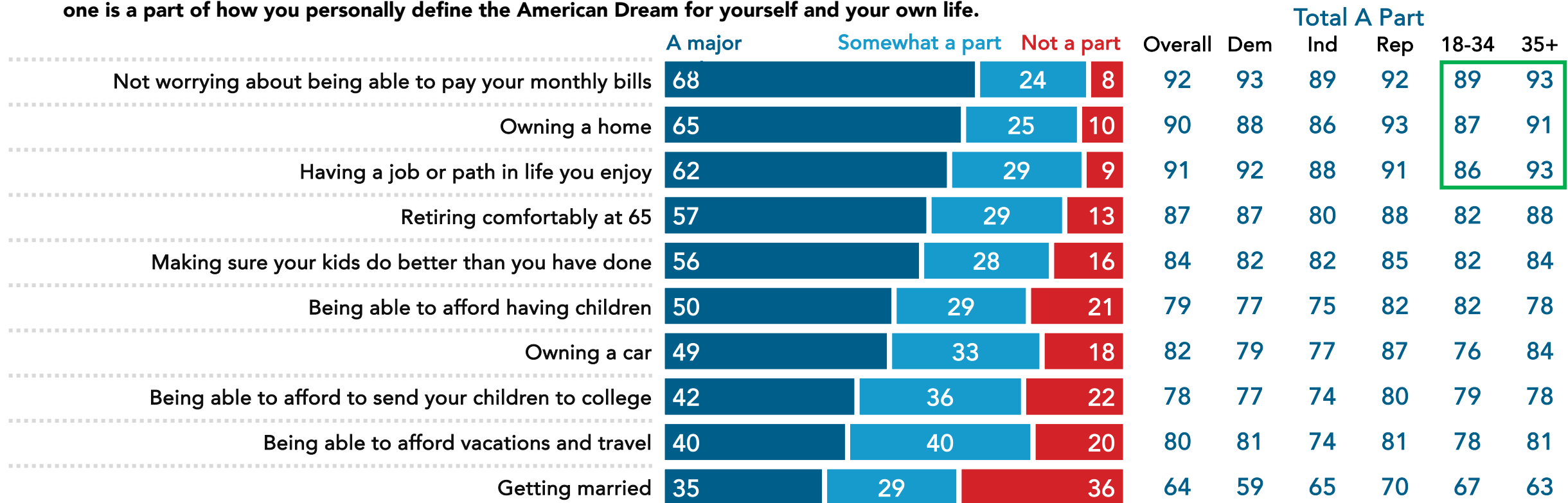


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Vast Majority Feel Not Worrying About Bills, Owning a Home, Enjoying Work, and Retirement a Part of the “American Dream”

Americans under 35 are most likely to mention the same things as older Americans: not worrying about paying bills, owning a home, and having a path in life they enjoy.

Below is a list of goals that some Americans might have. Whether you've already achieved these things or not, please indicate how much you think each one is a part of how you personally define the American Dream for yourself and your own life.

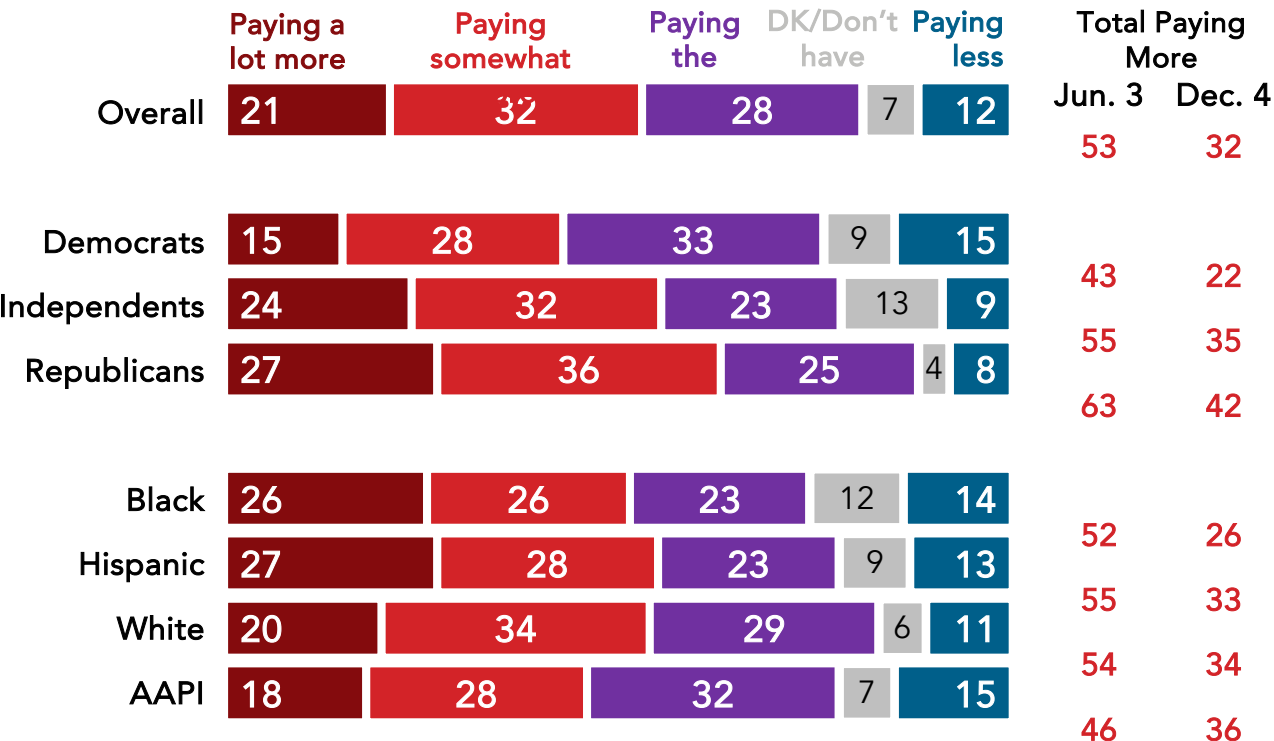


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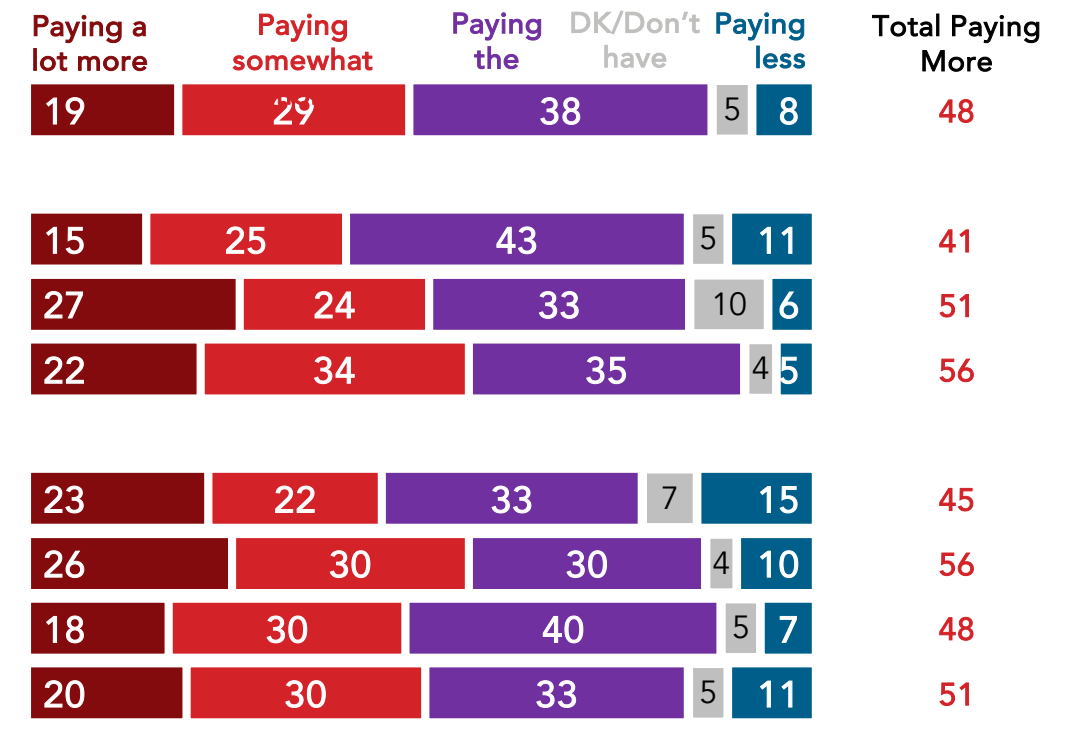
Growing Shares Say They Are Paying More For Gas; Similar Shares Say the Same on Utilities

Roughly half of Americans say they are paying more for gas (53%) and utilities (48%) than they were a few weeks prior, compared to just one in three who said the same of gas prices in December (32%).

Thinking more about gas prices in your community...compared to a few weeks ago, would you say you're...



Thinking more about your utility bills...compared to a few weeks ago, would you say you're...

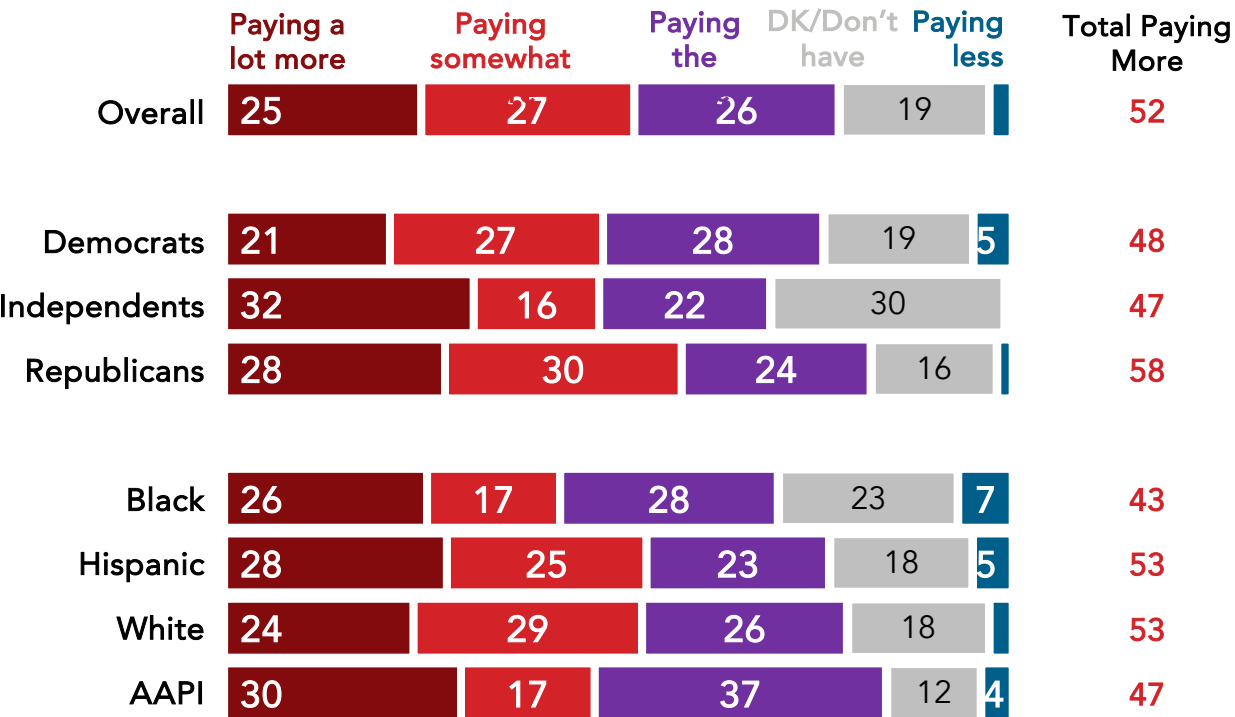


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted May 30-June 3, 2024. For more info, visit navigatorresearch.org.

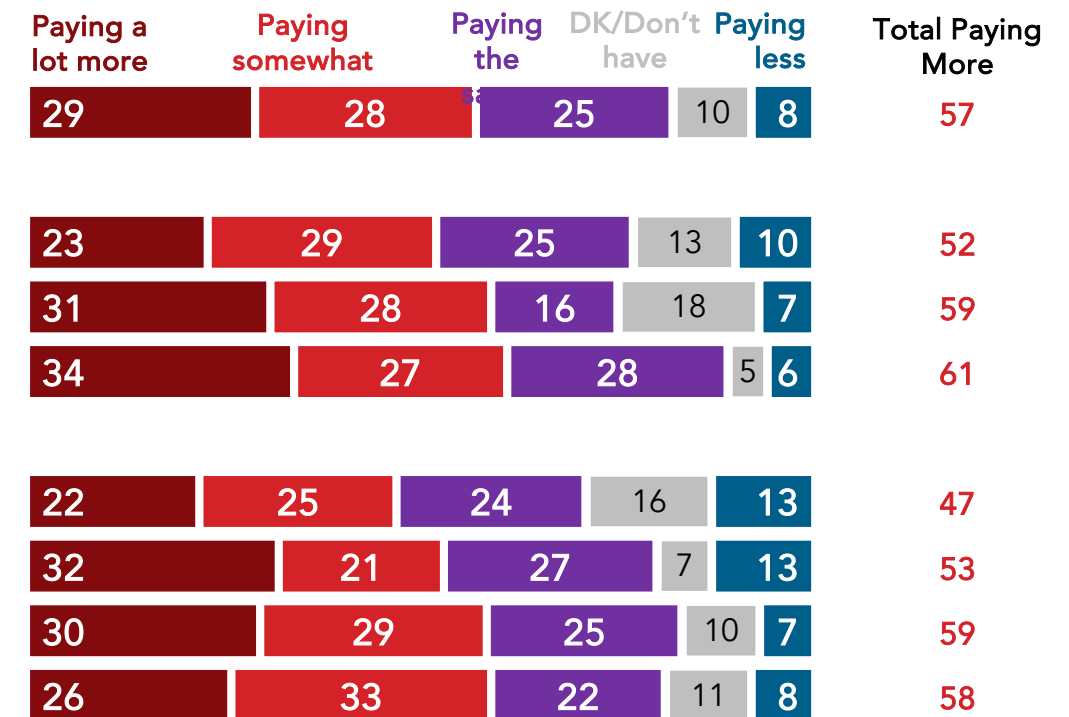
Car Insurance and Homeowners/Renters Insurance Costs Are Seen as On the Rise

Roughly half of Americans (52%) say they are paying more for homeowners/renters insurance than they were a few years earlier, driven by Republicans (58% more), while closer to three in five Americans say the same of car insurance (57%).

Thinking more about the cost of your homeowners and/or renters insurance, if you have any...compared to a few years ago, would you say you're...



Thinking more about the cost of your car insurance, if you have any...compared to a few years ago, would you say you're...



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from May 30-June 3, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 105 additional interviews were conducted among independent voters. 200 additional interviews were conducted among voters ages 18-34. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin for error for subgroups varies and is higher.

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