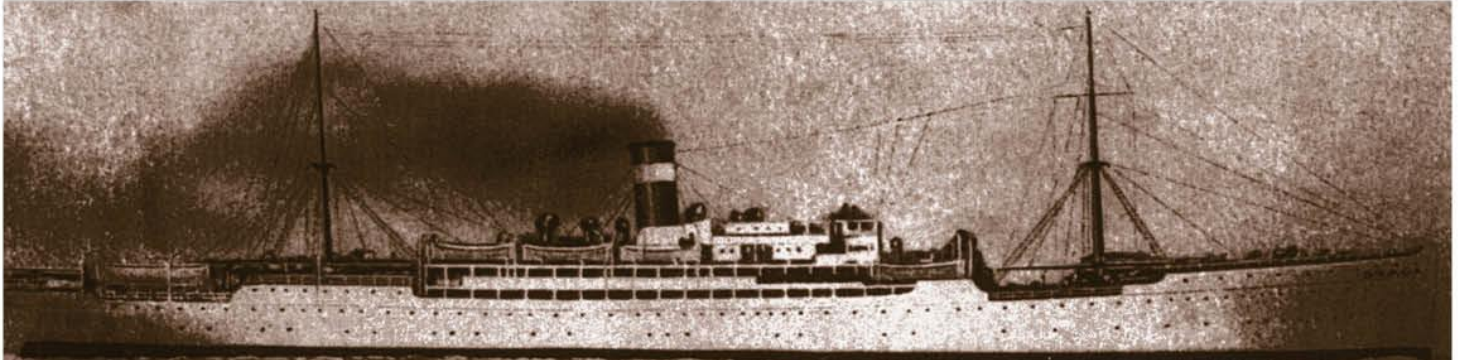




# IntelligenSEER®

October 22, 2020 / Issue No. 10

Powered by Zogby Strategies/EMI Research Solutions



## THE STATE OF THE AMERICAN DREAM



## Introduction

Exactly one hundred years ago, the nation of Lebanon faced hardships even worse than today. A blockade, plague of locusts, a great famine, political repression, all amidst World War I. In 1923, Joseph R. Zogby, seated on the right, left for France. He boarded a ship named the Braga, pictured above, and made three attempts to enter Ellis Island. By the third time, he reunited with the eldest brother Habib, seated on the left, who already established himself in America ten years earlier. Shortly after that, the rest of the family came and they all met in Utica, NY.

In April of 1948, Joseph R. Zogby reached into his pocket and pulled out eleven one-thousand-dollar bills and bought outright the most beautiful house in the neighborhood on the east side of the city (previously owned by three prominent families in Utica).

The story of an immigrant coming from a devastated country with little possessions and ultimately purchasing a beautiful historic home outright in cash sounds like a fairy tale in the year 2020. Today, the house is worth precisely eleven times its 1948 value. How many people today could buy a beautiful home out of pocket?

More importantly, what is the state of the American Dream? Is it alive and well? Presently in a coma? Or is it dead and not coming back?

Issue 10 of the *Main St. – K St. IntelligenSEER*, powered by Zogby Strategies and EMI Research Solutions, gauges the sentiment of this quintessential pillar of American culture. The following sequence of questions will provide insight into the outcome of the upcoming Presidential election.

*Overall, is the American Dream alive and well, presently in a coma, or dead and not coming back?*

	Overall	Democrats	Republicans	Independents
Alive & Well	25%	17%	40%	19%
In A Coma	53%	60%	43%	55%
Dead	13%	13%	9%	16%
Not Sure	9%	10%	7%	11%

We begin with this baseline question to gauge the mood of America.

The best way to describe the pulse of this country is that we're alive, but for many of us, our dream is in a coma.

Party plays a major factor here. Four in ten Republicans believe the Dream is alive and well, while a slight plurality of 43% say it is in a coma. On the other hand, Democrats and Independents are aligned. Looking at both, about, six in ten say it is in a coma.

Putting party aside, clearly, the American Dream itself is in a state of unconsciousness. But everyone knows that those who go into comas often experience visions and states of bliss. Our next question tries to explore what happens next.

*Will the American Dream bounce back to health?*

	Overall	Democrats	Republicans	Independents
Yes	48%	43%	64%	42%
No	8%	7%	8%	8%
Not Sure	44%	50%	28%	50%

This question was a follow up to only those who answer *presently in a coma*.

While Republicans are significantly more optimistic about the return of the American Dream, there is still an alarming percentage, nearly three in ten, that are not sure.

Overall, the country is split between optimism that the American Dream will bounce back to health vs. those who simply just don't know if it will.

While these questions are poignant and revealing, they only begin to penetrate the surface.

*Which of the following statements about the American Dream accurately describes your current situation?*

- *I have achieved the American Dream*
- *I'm working towards achieving the American Dream and see it within reach*
- *I'm working towards achieving the American Dream, but it is slipping away*
- *I have lost hope that I can achieve the American Dream*
- *Not sure*

	Overall	Democrats	Republicans	Independents
Achieved	24%	18%	36%	18%
Within Reach	26%	26%	27%	25%
Slipping Away	19%	23%	14%	20%
Lost Hope	18%	20%	13%	23%
Not Sure	12%	13%	10%	15%

Note that Republicans are twice as likely as Democrats and Independents to say they have achieved the American Dream.

Does this mean Republicans are twice as likely to have lovely homes and a beautiful front yard when compared to Democrats or Independents?

Not at all. It signals that the American Dream means different things to Democrats and Republicans. Is it about material success vs. spiritual freedom?

*In your view, is the American Dream more about material success or spiritual fulfillment?*

	Overall	Democrats	Republicans	Independents
Material Success	41%	47%	37%	39%
Spiritual Fulfillment	41%	35%	47%	40%
Not Sure	18%	18%	16%	16%

Looking at the overall, America has split down the middle between materialists and spiritualists. Looking at party, there is a balancing effect.

A noticeable percentage of Democrats favor more the materialist view and a noticeable percentage of Republicans favor more a spiritualist view.

This helps explain why Republicans are more likely to believe the Dream is alive and that they have achieved it. Because to them, President Trump is their beacon in a battle over the livelihood of the Dream.

*Which viewpoint comes closer to yours on how the American Dream would be strengthened best?*

- *A great reset of the current system to create an entirely new system*
- *Revisiting age-old principles to guide us forward*

	Overall	Democrats	Republicans	Independents
A Great Reset	38%	55%	23%	34%
Revisiting Old...	48%	32%	67%	48%
Not Sure	14%	13%	16%	16%

We conclude our report with this question following a sequence that has explored a topic near and dear to every American.

How is the American Dream to be revived?

This question penetrates to the soul of America.

In light of the World Economic Forum advocating for [the Great Reset](#) of the international system, we thought it is prudent to apply that notion to the question above.



Is it the push of a reset button, following the inevitable chaos of a reboot, and then managing everything back to order?

Or is it to look within and revisit the principles already written?

The data reveals Republicans and Independents forge a strong coalition over the return to age-old principles over a great reset – which is the battle of the ages.

## Forecast

Donald Trump, **in the broadest sense**, represents revisiting age-old beliefs. While his opponents believe he doesn't represent any principles, Trump's appeal is encapsulated by MAGA.

Joe Biden, the number two man under Obama who represented "Hope and Change," **broadly represents** the Great Reset. Incidentally, the Great Reset will be facilitated by the World Economic Forum, aka the Davos crowd, and their preferred candidate is Joe Biden.

Based on the interpretation of the data in the final table, *Donald Trump wins the electoral vote by a narrow victory and is reelected to the presidency. The Democrats will immediately challenge the outcome. Chaos will ensue.*

There is an old Arab proverb that says, "he who predicts is a fool." A forecast is different from a prediction. It implies more or less an estimation and therefore is subject to change based on new data and events.

## About Us

### John Zogby Strategies

Nearly 40 years of excellence providing the most accurate polling and market research - servicing clients in over 80 countries, ranging from global NGOs, Fortune 500 companies, candidates from all parties, business startups, and local municipalities trying to redefine their strategy amidst dynamic changes. JZS asks revealing questions that get to the core and point to the future, offer meaningful analysis, and guiding strategies.

### EMI Research Solutions

EMI Research Solutions is a leading online sample provider. Founded in 1999, leverages more than 150 partners in over 95 countries to provide high quality, most cost-effective sample for any project. Combining superior expertise, white glove service, and unmatched reach makes EMI your one-stop sample provider – getting it done without compromise!



Front cover designed by Mark DiOrio