
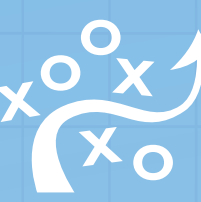



What *Success* MEANS TO AMERICANS



90% of Americans believe that *success* is defined by **happiness** more so than

 **MONEY**

 **POWER**

 **FAME**



only 1 in 5 Americans surveyed feel **MONETARY WEALTH** is what defines *success*

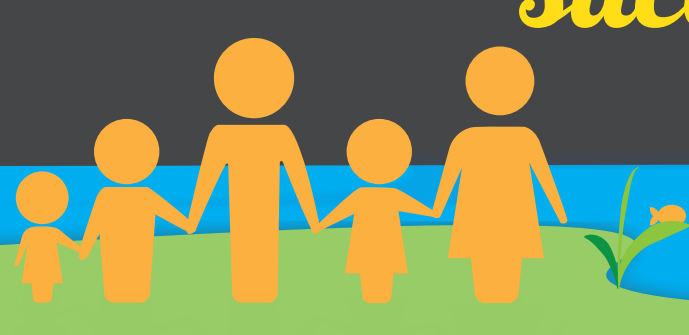
Success is most often defined as...

60% loving what you do for a living

 **67%** attaining personal goals

66% good relationships

Those who consider themselves to be **successful**

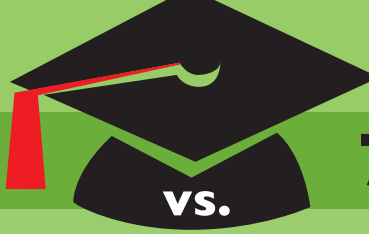


54%

say they have a **strong/supportive family network**

31%

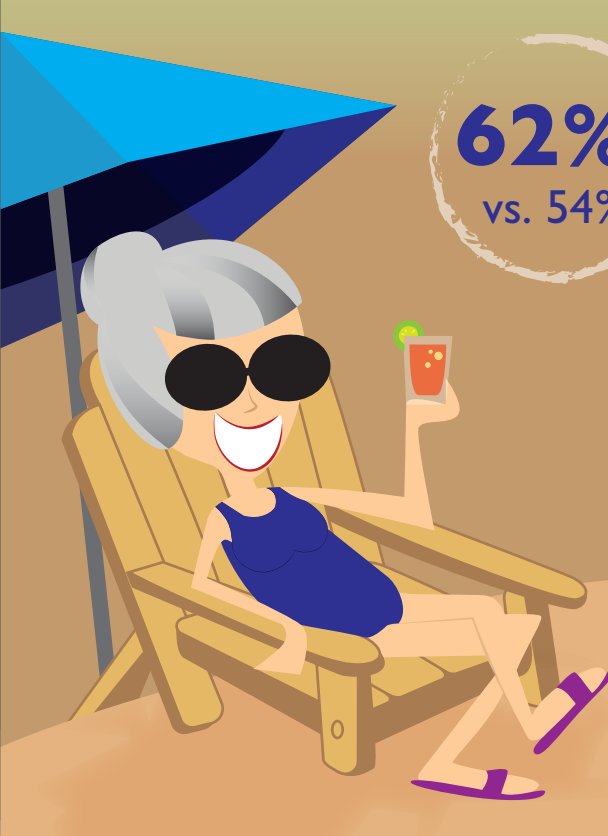
describe themselves as being **ambitious**

83%*  **vs.** **74%**

Americans with a **college degree** are significantly more likely than those without one to consider themselves a **successful person**

62%* vs. 54%

of people who say they are successful, report accomplishing most of their *life's goals*



Source: Ipsos/Strayer University omnibus on behalf of The Success Project, August 2014. The margin of error for total Americans is ±2.2%. If the study were replicated, the study findings would not vary by more than 2.2 percentage points in either direction 95 times out of 100. When an audience is significantly higher than the corresponding group, the number is denoted with an asterisk (*). For more information about Strayer University's Success Project, visit www.strayer.edu/buzz