What Success Means to Americans

90% of Americans believe that success is defined by happiness.

Success is most often defined as...

- 60% loving what you do for a living
- 66% good relationships
- 67% attaining personal goals
- 31% describe themselves as being ambitious
- 54% say they have a strong/supportive family network

Those who consider themselves successful...

- 1 in 5 Americans surveyed feel monetary wealth defines success.
- 1 in 5 Americans with a college degree are significantly more likely than those without one to consider themselves a successful person.

What success means to Americans:

- 60% more so than making a lot of money
- 74% more so than achieving fame
- 74% more so than achieving power

Americans who say they are successful, report accomplishing most of their life’s goals:

- 90% of Americans believe that success is defined by happiness.

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.