
TEXAS VERSUS CALIFORNIA REPORT



INTRODUCTION

The ADCI (American Dream Composite Index™ powered by dunnhumby) was created by Xavier University in Cincinnati and represents the first measurement that quantifies the American Dream in its entirety. A comprehensive and robust measure, the ADCI gauges our nation's well-being as a function of the multifaceted American Dream. The ADCI takes into account all aspects of life in its calculation. It measures true aspiration. As a statistically validated measure, the ADCI provides insight into how residents feel about the degree to which they are achieving their American Dream.

[http://
media.visitcalifornia.co
m/Images-Video/Top-
Images-Gallery/](http://media.visitcalifornia.com/Images-Video/Top-Images-Gallery/)

The ADCI reveals what people living in a geography (nation, state or MSA) do, strive for, work for, wish for, and ultimately, hope for as they assume multiple roles, including but not limited to, consumers, parents, children, students, employees, employers, parishioners, voters, etc. The instrument is the culmination of over three years of research on the American Dream and remains the only statistically validated measure of the American Dream.

The American Dream Cities Report is based on an ad hoc retrospective analysis of monthly data collected by Xavier University from January 1, 2013 to December 31, 2013. Data is presented as a comparative index and is intended to initiate a dialogue regarding the strategic implications of potential competitive advantages and disadvantages.

It is important to note the data inform you of HOW residents feel, but not WHY they feel the way they do. Targeted secondary research is required to better understand specific sentiment drivers and to inform viable Action Plans.



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Attributed to:
LoneStarMike

“The American Dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement.”

- JAMES TRUSLOW ADAMS

Texas Versus California Performance

MEASURE	INDEX
AMERICAN DREAM COMPOSITE INDEX	100
ECONOMIC SUB-INDEX	103
<i>Access to education</i>	104
<i>Job Environment</i>	98
<i>Financial Security</i>	103
<i>Freedom of Choice</i>	99
<i>Generational Progress</i>	106
<i>Home Ownership</i>	107
<i>Job Benefits</i>	99
<i>Material Prosperity</i>	100
<i>Health Care</i>	102
<i>Destinations in Life</i>	107
WELL-BEING SUB-INDEX	101
<i>Family Support</i>	105
<i>Fruits of My Labor</i>	100
<i>Freedom of Expression</i>	100
<i>Support of Friends</i>	100
<i>Happiness</i>	107
<i>Entrepreneurial Spirit</i>	97
<i>Leisure Activities</i>	97
<i>Satisfaction With Residence</i>	99
<i>Optimism</i>	100
<i>Personal Health</i>	103
<i>Social Status</i>	102
<i>Support of Someone Special</i>	107
SOCIETAL SUB-INDEX	97
<i>Civic Participation</i>	97

MEASURE	INDEX
<i>Education Quality</i>	97
<i>Trust in Government</i>	93
<i>Just Society</i>	95
<i>Safety in Travel</i>	97
<i>Trust in Business</i>	99
<i>Trust in People</i>	97
<i>Safety in Community</i>	101
DIVERSITY SUB-INDEX	96
<i>Melting Pot – Neighborhood</i>	98
<i>Melting Pot Diversity</i>	95
<i>Political Freedom</i>	100
<i>Melting Pot – Personal & Social Identity</i>	90
ENVIRONMENT SUB-INDEX	106
<i>Environment</i>	106

This Table should be read as “Residents of Texas feel they are achieving their American Dream to the same level as residents of California do.”

For potential strategic discussion, consider indexes equal to or greater than 105 as potential competitive advantages, while indexes equal to or less than 95 should be thought of as potential competitive disadvantages. For example, Texas appears to have an advantage in “Happiness” while California has an advantage in “Melting Pot - Personal & Social Identity”.

It is important to understand the drivers of resident sentiment though, because the gap may be based on a widespread resident misperception or on reality. The appropriate action for each is different. Correcting a misperception requires resident education. Correcting a real deficit can require an investment in asset creation, infrastructure or public policy.

TEXAS VERSUS NATION

MEASURE	INDEX
AMERICAN DREAM COMPOSITE INDEX	101
ECONOMIC SUB-INDEX	103
<i>Access to education</i>	103
<i>Job Environment</i>	100
<i>Financial Security</i>	104
<i>Freedom of Choice</i>	101
<i>Generational Progress</i>	106
<i>Home Ownership</i>	105
<i>Job Benefits</i>	102
<i>Material Prosperity</i>	101
<i>Health Care</i>	100
<i>Destinations in Life</i>	104
WELL-BEING SUB-INDEX	102
<i>Family Support</i>	104
<i>Fruits of My Labor</i>	101
<i>Freedom of Expression</i>	101
<i>Support of Friends</i>	100
<i>Happiness</i>	106
<i>Entrepreneurial Spirit</i>	100
<i>Leisure Activities</i>	100
<i>Satisfaction With Residence</i>	101
<i>Optimism</i>	104
<i>Personal Health</i>	105
<i>Social Status</i>	102

MEASURE	INDEX
<i>Support of Someone Special</i>	103
<i>SOCIETAL SUB-INDEX</i>	101
<i>Civic Participation</i>	98
<i>Education Quality</i>	100
<i>Trust in Government</i>	103
<i>Just Society</i>	102
<i>Safety in Travel</i>	101
<i>Trust in Business</i>	104
<i>Trust in People</i>	100
<i>Safety in Community</i>	100
<i>DIVERSITY SUB-INDEX</i>	98
<i>Melting Pot – Neighborhood</i>	99
<i>Melting Pot Diversity</i>	99
<i>Political Freedom</i>	100
<i>Melting Pot – Personal & Social Identity</i>	94
<i>ENVIRONMENT SUB-INDEX</i>	96
<i>Environment</i>	96

This Table should be read as “Residents of Texas feel they are achieving 1% point more of their American Dream than residents of the nation do”.

Note, there is a call out opportunity for improvement in the dimension “Melting Pot - Personal & Social Identity”.

CALIFORNIA VERSUS NATION

MEASURE	INDEX
AMERICAN DREAM COMPOSITE INDEX	101
ECONOMIC SUB-INDEX	100
<i>Access to education</i>	99
<i>Job Environment</i>	102
<i>Financial Security</i>	101
<i>Freedom of Choice</i>	102
<i>Generational Progress</i>	100
<i>Home Ownership</i>	98
<i>Job Benefits</i>	103
<i>Material Prosperity</i>	101
<i>Health Care</i>	98
<i>Destinations in Life</i>	97
WELL-BEING SUB-INDEX	101
<i>Family Support</i>	99
<i>Fruits of My Labor</i>	102
<i>Freedom of Expression</i>	101
<i>Support of Friends</i>	100
<i>Happiness</i>	99
<i>Entrepreneurial Spirit</i>	103
<i>Leisure Activities</i>	103
<i>Satisfaction With Residence</i>	101
<i>Optimism</i>	104
<i>Personal Health</i>	102
<i>Social Status</i>	100
<i>Support of Someone Special</i>	97

MEASURE	INDEX
SOCIETAL SUB-INDEX	103
<i>Civic Participation</i>	101
<i>Education Quality</i>	103
<i>Trust in Government</i>	111
<i>Just Society</i>	108
<i>Safety in Travel</i>	104
<i>Trust in Business</i>	105
<i>Trust in People</i>	103
<i>Safety in Community</i>	98
DIVERSITY SUB-INDEX	102
<i>Melting Pot – Neighborhood</i>	102
<i>Melting Pot Diversity</i>	104
<i>Political Freedom</i>	99
<i>Melting Pot – Personal & Social Identity</i>	105
ENVIRONMENT SUB-INDEX	91
<i>Environment</i>	91

This Table should be read as “Residents of California feel they are achieving 1% point more of their American Dream than residents of the nation do”.

Note, there is a call out opportunity for improvement in the dimension “Environment”.

It is also important to highlight, that the comparison versus national average can produce a different picture than the comparison versus any selected reference state.

Remember, these data represent resident sentiment. As such, the data provides insight into the reality as residents see it.

The comparison versus national average should be used to help state leaders prioritize observed dimension gaps versus competition. It is recommended that a state focus on extending a competitive advantage or neutralizing a competitive disadvantage for a limited number of observed dimension gaps. The exact number of gaps tackled should be based on state leadership judgement of what can be successfully addressed/supported given realistic resource availability. It is also recommended secondary research be executed to better understand the sentiment drivers of these few dimensions before creating and deploying definitive Action Plans to address them.