

"The Way We'll Be": The Zogby Report on the Transformation of the American Dream
Global Issues Evening
October 13, 2008

The timing of John Zogby's Council presentations could not have been better given the serious economic situation and the election, his insights on both of these issues kept the full-house particularly attentive. John provided highlights from his new book (*The Way We'll Be*) based on thousands of in-depth surveys and described what he calls the "redefinition of the American dream." He spoke about four "meta-movements":

- living with limits—a decreasing interest in material acquisitions;
- looking inward to find spiritual comfort—leading a genuine life;
- embracing diversity of views and ways of life--noting that 18-29 year olds with a keen interest in understanding and experiencing the world;
- demanding authenticity from the media, leaders and leading institutions.

His commentary on the upcoming Presidential election focused on feedback from voters regarding the most important characteristics of the next President. They are (in order of priority): problem solver, ability to "cross the aisle," manage the government competently, command the military, strong personal values, Christian values. He noted that whomever wins there will be change in Washington—the public demands it.

-Sandy Cook