# Table of Contents

3 > Letter from President Arnold, Eureka College  
4 > Index Overview  
5 > 2016 American Opportunity Index Score  
6 > Seven Metrics  
18 > Methodology and Demographic Summary  
19 > Contact Info Media/Sponsorships  
20 > Calculation of the American Opportunity Index  
24 > Methodology & Demographic Summary  
25 > American Opportunity Index Formulation

Sponsored by  
The Ronald W. Reagan Society of Eureka College.
February 4, 2016

Dear Friends:

At Eureka, we believe that students reach their full potential to learn, serve and lead when they have both the number and quality of opportunities for their character to develop in concert with their intellect.

For 161 years, Eureka College has provided every generation of students with these numerous opportunities to grow and develop as leaders in their personal and professional lives. That is why our graduates include 42 college presidents, seven governors and members of Congress, and of course, the 40th President of the United States.

Today, Eureka College is proud to release the findings of our first “American Opportunity Index.” We have commissioned this survey as a measure of whether Americans feel that they have both the freedom and opportunity to pursue their dreams. By sharing the index results, we hope that all Americans, like Eureka College graduates, will work toward ensuring the freedom and opportunity for everyone to pursue their dreams.

This index was inspired by the opportunities that Eureka provided for our most famous alumnus, Ronald Wilson Reagan who went from his rural Illinois origins to world leader with five careers in between.

During a return visit to his beloved alma mater, Reagan spoke of American opportunity, saying, “The national purpose of our country is to unleash the full talent and genius of every individual.” We see the values that Eureka instilled in young Dutch Reagan reflected in this quote.

In honor of the Eureka College-Dutch Reagan case study of opportunity that is as alive and vibrant today for our students as it was nearly 75 years ago, we release the findings on the week of Dutch’s birthday—which serendipitously falls on the same date of Eureka College’s founding, February 6th.

Our research partner for the American Opportunity Index (AOI) is McLaughlin & Associates, a national research and polling firm based in Alexandria, VA., whose expertise and wise counsel has been essential to the AOI.

The trustees of Eureka College and I express our appreciation to the alumni, faculty, staff, students and friends of the college, including the members of The Ronald W. Reagan Society whose support continues to make projects like this possible. Our vision is to make this annual index as much a fixture in America as the promise of opportunity it measures.

Yours ‘neath the Elms at Eureka College,

J. David Arnold, Ph.D.
President
Total American Opportunity Index

66%

The Index measures attitudes about freedom & opportunity to use our talents & skills to pursue our dreams. Americans perceive opportunity to be at two-thirds of its full potential based on seven metrics.

The Eureka College American Opportunity Index is derived from a national scientific sample based on seven metrics that measure the attitudes of seven different perspectives on freedom and opportunity. Questions measure American opportunity in seven areas: personal access, equality of access, compared to past generations, attitude about the future, compared to other nations, belief in the future of American opportunity and leadership. Our research partner is well respected national research and polling firm, McLaughlin & Associates of Alexandria, Virginia.

Eureka College

As an institution of classical liberal arts learning, Eureka College has truly embodied the values of American opportunity throughout our 17 decades. We were chartered by Christian Church (Disciples of Christ) abolitionists on February 6, 1855 as a pioneering co-educational college. Planted in the fertile prairie of central Illinois, Eureka College has provided educational opportunity to thousands.

We believe Eureka College is uniquely qualified to create the first index on American opportunity because of our proven values and commitment. However, the creation of such an index is poetic and profound considering Eureka College is the smallest presidential alma mater in American history.

President Ronald Reagan lived the promise of American opportunity that has made him an inspirational example to our students and college students everywhere. He never forgot his start on the long path of opportunity his life represented. “Everything that has been good in my life began here,” he told Eureka College. “Everything.”
AMERICAN OPPORTUNITY INDEX

66%
OVERALL
2016
SCORE
91% agree that America gives them the freedoms & opportunities to use their talents & skills to pursue their dreams.
Metric One

“FREEDOM AND OPPORTUNITY”

Agree/Disagree:

America gives me the freedom and opportunity to use my talents and skills to pursue my dreams.

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>Political Party</th>
<th>Race/Ethnicity</th>
<th>Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GOP</td>
<td>Dem.</td>
<td>Ind.</td>
<td>White</td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td>91%</td>
<td>92%</td>
<td>92%</td>
<td>87%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>47%</td>
<td>47%</td>
<td>52%</td>
<td>41%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>44%</td>
<td>46%</td>
<td>40%</td>
<td>46%</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>24%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>UNSURE</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>MEAN</td>
<td>3.27</td>
<td>3.31</td>
<td>3.36</td>
<td>3.11</td>
</tr>
</tbody>
</table>

— Greater than nine in ten voters (91%) agree that America gives them the freedoms and opportunities to use their talents and skills to pursue their dreams. Almost half, 47%, “strongly agree” with this statement.

— Agreement on the “Freedom and Opportunity” metric is largely consistent and widespread across key sub-groups. Voters under the age of 30 were least likely to agree at 84%, however, the margin is still quite large.
agree that every American today has the same freedom & opportunity to use their talents & skills to pursue their dreams.
Metric Two
“EQUALITY”

Agree/Disagree:
Every American today has the same freedom and opportunity to use their talents and skills to pursue their dreams.

By a nearly two to one margin, 65% to 33%, voters agree that every American today has the same freedom and opportunity to use their talents and skills to pursue their dreams.

There are clear generational differences on the “Equality” metric. Agreement with this statement increases exponentially by age, while disagreement decreases. When looking at both ends of the spectrum, voters under 30 are much more divided, 54% to 45%, while seniors agree by a 78% to 22% margin.

Differences exist, albeit less pronounced, by race and gender. White voters are more inclined to agree with this statement (67% to 32%) than African Americans (62% to 37%) and Hispanics (61% to 38%).

Men are also slightly more likely to agree than women, 68% to 31% and 63% to 36%, respectively.
54% agree that they have the same freedoms & opportunities to pursue their dreams today that their parents & grandparents had.
**Metric Three**

**“PAST – PRESENT”**

**Agree/Disagree:**

I have the same freedoms and opportunities to pursue my dreams today that my parents and grandparents had.

---

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Political Party</th>
<th>Race/Ethnicity</th>
<th>Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>GOP</td>
<td>Dem.</td>
<td>Ind.</td>
<td>White</td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td>54%</td>
<td>57%</td>
<td>59%</td>
<td>45%</td>
<td>54%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>22%</td>
<td>22%</td>
<td>27%</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>32%</td>
<td>34%</td>
<td>32%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>45%</td>
<td>42%</td>
<td>40%</td>
<td>54%</td>
<td>45%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>30%</td>
<td>31%</td>
<td>27%</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>15%</td>
<td>11%</td>
<td>13%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>UNSURE</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>MEAN</td>
<td>2.16</td>
<td>2.26</td>
<td>2.32</td>
<td>1.85</td>
<td>2.20</td>
</tr>
</tbody>
</table>

---

— Voters are much more divided when comparing their own freedoms and opportunities to those of their predecessors. A slight majority, 54%, agree that they have the same freedoms and opportunities to pursue their dreams today that their parents and grandparents had. Forty-five percent (45%) disagree.

— Once again, there are stark generational differences, as younger voters are much more likely to disagree on the “Past-Present” metric. Agreement with this statement again increases by age and vice versa, with 55% of voters under 30 disagreeing and 62% of seniors agreeing.

— By party, Independents are most negative, 45% agree to 54% disagree. There are not significant differences among Republicans and Democrats, 57% to 42% and 59% to 40%, respectively.
agree that future generations will have the same freedoms & opportunities to pursue their dreams compared to today.
**Metric Four**

**“PRESENT – FUTURE”**

**Agree/Disagree:**

Future generations will have the same freedoms and opportunities to pursue their dreams that I have today.

---

<table>
<thead>
<tr>
<th>Total Agree</th>
<th>Political Party</th>
<th>Race/Ethnicity</th>
<th>Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Strongly Agree**

- 20% for GOP
- 16% for Dem.
- 29% for Ind.
- 13% for White
- 17% for Black
- 24% for Hisp.
- 18% for 18-29
- 21% for 30-40
- 20% for 41-55
- 23% for 56-65
- 18% for Over 65
- 21% for Men
- 20% for Women

**Somewhat Agree**

- 30% for GOP
- 29% for Dem.
- 34% for Ind.
- 25% for White
- 28% for Black
- 36% for Hisp.
- 27% for 18-29
- 27% for 30-40
- 29% for 41-55
- 31% for 56-65
- 36% for Over 65
- 32% for Men
- 28% for Women

**TOTAL DISAGREE**

- 42% for GOP
- 50% for Dem.
- 27% for Ind.
- 53% for White
- 47% for Black
- 38% for Hisp.
- 46% for 18-29
- 48% for 30-40
- 45% for 41-55
- 37% for 56-65
- 36% for Over 65
- 39% for Men
- 45% for Women

**Somewhat Disagree**

- 28% for GOP
- 36% for Dem.
- 19% for Ind.
- 31% for White
- 32% for Black
- 22% for Hisp.
- 31% for 18-29
- 39% for 30-40
- 28% for 41-55
- 21% for 56-65
- 26% for Over 65
- 25% for Men
- 31% for Women

**Strongly Disagree**

- 14% for GOP
- 13% for Dem.
- 8% for Ind.
- 21% for White
- 14% for Black
- 16% for Hisp.
- 15% for 18-29
- 9% for 30-40
- 17% for 41-55
- 16% for 56-65
- 9% for Over 65
- 14% for Men
- 14% for Women

**UNSURE**

- 8% for GOP
- 5% for Dem.
- 10% for Ind.
- 9% for White
- 8% for Black
- 13% for Hisp.
- 10% for 18-29
- 4% for 30-40
- 7% for 41-55
- 9% for 56-65
- 11% for Over 65
- 8% for Men
- 8% for Women

**MEAN**

- 2.14 for GOP
- 1.98 for Dem.
- 2.57 for Ind.
- 1.78 for White
- 2.01 for Black
- 2.69 for Hisp.
- 2.30 for 18-29
- 2.01 for 30-40
- 2.12 for 41-55
- 2.07 for 56-65
- 2.24 for Over 65
- 2.26 for Men
- 2.21 for Women

---

— Voters are also divided when it comes to comparing with future generations. Just half agree that future generations will have the same freedoms and opportunities to pursue their dreams compared to today, while 42% disagree.

— The “Present-Future” metric shows partisan, racial, generational and gender differences. Overall, left of center voters are more likely to agree with this statement. By party, Democrats are most likely to agree, 63% to 27%, while Republicans disagree, 50% to 45%. By race, whites divide, 45% to 47%, while 67% of African Americans and 60% of Hispanics agree.

— By age, voters under 30 and between the ages of 30 and 40 are divided, 44% to 46% and 48% to 48%, respectively. Voters between the ages of 56 and 65 as well as seniors are more optimistic, 54% to 37% and 54% to 36%, respectively.

— By ideology, liberals are most optimistic on this metric, agreeing by a 62% to 31% margin. Moderates are more divided, 50% to 39%, while the majority of conservatives disagrees, 53% to 41%.
90% agree that Americans have greater freedoms & opportunities to pursue their dreams compared to people living in other countries.
### Agree/Disagree:

Compared to people living in other countries, Americans have greater freedoms and opportunities to use their talents and skills to pursue their dreams.

<table>
<thead>
<tr>
<th>Total Agree</th>
<th>GOP</th>
<th>Dem.</th>
<th>Ind.</th>
<th>White</th>
<th>Black</th>
<th>Hisp.</th>
<th>18-29</th>
<th>30-40</th>
<th>41-55</th>
<th>56-65</th>
<th>Over 65</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>91%</td>
<td>89%</td>
<td>89%</td>
<td>91%</td>
<td>91%</td>
<td>79%</td>
<td>81%</td>
<td>89%</td>
<td>90%</td>
<td>93%</td>
<td>93%</td>
<td>89%</td>
<td>90%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>55%</td>
<td>55%</td>
<td>61%</td>
<td>47%</td>
<td>55%</td>
<td>64%</td>
<td>46%</td>
<td>36%</td>
<td>52%</td>
<td>53%</td>
<td>66%</td>
<td>61%</td>
<td>53%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>35%</td>
<td>36%</td>
<td>29%</td>
<td>42%</td>
<td>36%</td>
<td>26%</td>
<td>33%</td>
<td>45%</td>
<td>37%</td>
<td>37%</td>
<td>27%</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>Total Disagree</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
<td>7%</td>
<td>5%</td>
<td>18%</td>
<td>16%</td>
<td>11%</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>15%</td>
<td>14%</td>
<td>9%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>UNSURE</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>0%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>MEAN</td>
<td>3.34</td>
<td>3.36</td>
<td>3.40</td>
<td>3.24</td>
<td>3.37</td>
<td>3.48</td>
<td>3.04</td>
<td>2.99</td>
<td>3.27</td>
<td>3.31</td>
<td>3.53</td>
<td>3.48</td>
<td>3.31</td>
</tr>
</tbody>
</table>

— Compared to people living in other countries, 90% of voters agree that Americans have greater freedoms and opportunities to pursue their dreams, while just 8% disagree. It clearly appears that Americans believe in the ideal of “American Exceptionalism.”
73% believe the concept of the overall promise of freedom & opportunity will exist in America’s future.
Agree/Disagree:

The promise of freedom and opportunity to pursue your dreams will exist in America’s future.

While voters were mostly divided when projecting freedoms and opportunities for future generations compared to themselves, 50% to 42% (Present-Future metric), they are more optimistic when it comes to the overall promise of freedom and opportunity in America’s future, 73% agree to 16% disagree.

Democrats (81% to 10%) and African Americans (79% to 8%) are most likely to agree with this statement.

By age, voters under 30 are again most negative on this metric, 68% agree to 20% agree.
57% believe that leaders are working to make sure Americans have the freedom & opportunity to use their talents & skills to pursue their dreams.
Metric Seven

“LEADERS”

Agree/Disagree:

Our leaders work to make sure Americans have the freedom and opportunity to use their talents and skills to pursue their dreams.

— When it comes to America’s leaders, 57% believe that they are working to make sure Americans have the freedom and opportunity to use their talents and skills to pursue their dreams. Nearly four in ten (39%) disagree.

— These divisions regarding America’s political leaders are more partisan and racial than they are generational. By party, Democrats are most likely to agree with the “Leaders” metric, 72% to 25%. Republicans are more divided, 50% to 44%, while Independents are most negative, 50% disagree to 44% agree. These partisan differences could be a reflection of Independents large dissatisfaction with America’s political system as well as Republicans desire to change course and their strong inclination to prefer “outsider” candidates, both of which have been well-documented in national trends.

— By race, African Americans are most positive, 74% to 22%, while white voters are more divided, 51% to 44%.

— Women are more positive than men, 59% to 35% to 53% to 43%, respectively.
Calculation of the American Opportunity Index

The responses to these seven questions were then collectively scored to create the American Opportunity Index. It was calculated by factoring in the mean responses to each question where:

4 = Strongly Agree
3 = Somewhat Agree
2 = Unsure
1 = Somewhat Disagree
0 = Strongly Disagree

With a total of seven questions, the highest possible mean score is 28.00 and the lowest is 0. The collective mean score for the seven metrics is then divided into 28.00 to create the American Opportunity Index, which will be on a scale from 0% to 100%.

While this is the inaugural year of Eureka College’s assessment of the concept of freedom and opportunity, this index helps to show differences among key sub-groups as it relates to all seven metrics and more importantly, will assess changes in public opinion over time.

<table>
<thead>
<tr>
<th>METRIC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freedom/Opportunity</td>
<td>3.27</td>
</tr>
<tr>
<td>Equality</td>
<td>2.52</td>
</tr>
<tr>
<td>Past–Present</td>
<td>2.16</td>
</tr>
<tr>
<td>Present–Future</td>
<td>2.14</td>
</tr>
<tr>
<td>International</td>
<td>3.34</td>
</tr>
<tr>
<td>Promise</td>
<td>2.85</td>
</tr>
<tr>
<td>Leaders</td>
<td>2.23</td>
</tr>
<tr>
<td><strong>TOTAL SCORE</strong></td>
<td><strong>18.51</strong></td>
</tr>
<tr>
<td><strong>AOI %</strong></td>
<td><strong>66 %</strong></td>
</tr>
</tbody>
</table>

Mean scores are totaled up and divided into 28.00 (highest possible score if everyone responded “strongly agree”): 18.51/28.00 = 66% AOI
The American Opportunity Index

As detailed in the chart below, the total American Opportunity Index is 66%. However, the Index differs by key sub-groups.

<table>
<thead>
<tr>
<th>METRIC</th>
<th>Total</th>
<th>Political Party</th>
<th>Race/Ethnicity</th>
<th>Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>GOP</td>
<td>Dem.</td>
<td>Ind.</td>
<td>White</td>
</tr>
<tr>
<td>Freedom/Opport.</td>
<td>3.27</td>
<td>3.31</td>
<td>3.36</td>
<td>3.11</td>
<td>3.25</td>
</tr>
<tr>
<td>Equality</td>
<td>2.52</td>
<td>2.62</td>
<td>2.52</td>
<td>2.40</td>
<td>2.56</td>
</tr>
<tr>
<td>Past-Present</td>
<td>2.16</td>
<td>2.26</td>
<td>2.32</td>
<td>1.85</td>
<td>2.20</td>
</tr>
<tr>
<td>Present-Future</td>
<td>2.14</td>
<td>1.98</td>
<td>2.57</td>
<td>1.78</td>
<td>2.01</td>
</tr>
<tr>
<td>Promise</td>
<td>2.85</td>
<td>2.74</td>
<td>3.12</td>
<td>2.62</td>
<td>2.80</td>
</tr>
<tr>
<td>Leaders</td>
<td>2.23</td>
<td>2.10</td>
<td>2.65</td>
<td>1.85</td>
<td>2.09</td>
</tr>
<tr>
<td>AOI %</td>
<td>66%</td>
<td>66%</td>
<td>71%</td>
<td>60%</td>
<td>65%</td>
</tr>
</tbody>
</table>

— By party, Democrats have the highest score at 71%, followed by Republicans at 66% and Independents at 60%.
— When looking at the Index by race and ethnicity, African Americans have the highest score at 71%, while Hispanics and whites are lower, 66% and 65%, respectively.
— Generationally, the American Opportunity Index increases by age group. Voters under 30 have the lowest Index score at 60%, while seniors have the highest, at 70%.
— Men and women have identical scores of 66%. 
Conclusions

It is clear that many voters believe in the concept of freedom and opportunity in America as well as its promise to exist in the future. In other words, voters overwhelmingly believe in Ronald Reagan’s “Shining City on the Hill” and the American Dream. Furthermore, most voters acknowledge America’s “exceptionalism” when comparing the prevalence of this concept with other countries. However, when voters are asked more specifically to evaluate this concept as it relates to previous and future generations, there is more of a divide, with the pessimism skewing towards younger voters. There is also less agreement when it comes to perceptions of our leaders working to ensure that these freedoms and opportunities exist for Americans.

The variations in the American Opportunity Index by key sub-groups reflect the dynamics that were seen in the seven individual questions. The most pronounced differences in these metrics were generational. For example, younger voters were less optimistic and more negative than older voters on the metrics that saw the biggest divides, like “Equality,” “Past-Present,” “Present-Future” and “Promise.” On the other hand, the “Leaders” metric was driven more by partisan and racial differences, with left of center voters providing more positive responses, which again matches the pattern in the American Opportunity Index.

The idea of freedom and opportunity in America is alive and well, but skepticism exists when voters are asked in a more personal fashion. This phenomenon is akin to the “theory vs. practice” adage, as voters acknowledge the concept or belief of freedom and opportunity, but question its execution in real terms. The lower Index scores for younger voters are not particularly surprising due to current economic and societal conditions, but nonetheless noteworthy. Will this translate into political disillusionment for younger voters or perhaps motivate them to turn out? The American Opportunity Index will help to answer these questions and gauge these sentiments from year to year and it will be quite instructive to see how the Index is affected one year from now, on the heels of the inauguration of our next President.
Methodology

McLaughlin & Associates conducted a national survey of 1,007 likely 2016 general election voters from January 14th to 19th, 2016. All interviews were conducted online and respondents were carefully selected and screened from a nationwide representative platform of individuals who elect to participate in online surveys. Data for this survey have been stratified by political party, age, race, gender and geography to reflect the demographic composition of a presidential electorate. Because the sample is based on those who initially self-selected for participation rather than a probability sample, no estimates of sampling error can be calculated. All surveys may be subject to multiple sources of error, including, but not limited to sampling error, coverage error and measurement error. However, a confidence interval of 95% was calculated in order to produce an error estimate of +/- 3.1% for the 1,007 respondents. This error estimate should be taken into consideration in much the same way that analysis of probability polls takes into account the margin of sampling error. The error estimate increases for cross-tabulations. Totals may not add up to exactly 100% due to rounding.
### DEMOGRAPHIC SUMMARY FOR AOI SURVEY

<table>
<thead>
<tr>
<th>POLITICAL PARTY</th>
<th>TOTAL</th>
<th>RACE/ETHNICITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican</td>
<td>32%</td>
<td>White</td>
<td>71%</td>
</tr>
<tr>
<td>Democrat</td>
<td>38%</td>
<td>Black</td>
<td>13%</td>
</tr>
<tr>
<td>Independent</td>
<td>30%</td>
<td>Hispanic</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IDEOLOGY</th>
<th>TOTAL</th>
<th>RACE/ETHNICITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>25%</td>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Moderate</td>
<td>40%</td>
<td>Asian</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>TOTAL</th>
<th>AGE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>18%</td>
<td>41-55</td>
<td>27%</td>
</tr>
<tr>
<td>Midwest</td>
<td>25%</td>
<td>56-65</td>
<td>22%</td>
</tr>
<tr>
<td>South</td>
<td>37%</td>
<td>Over 65</td>
<td>19%</td>
</tr>
<tr>
<td>West</td>
<td>21%</td>
<td>18-29</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46%</td>
</tr>
<tr>
<td>Female</td>
<td>54%</td>
</tr>
</tbody>
</table>
ACKNOWLEDGEMENTS

With gratitude for their leadership:

The Board of Trustees of Eureka College
Bill King, Chairman

J. David Arnold, Ph.D.
President

Jamel Santa Cruze Bell, Ph.D.
Interim President-Elect

Michael K. Murtagh
Vice President for Institutional Advancement

Special Thanks for Support & Inspiration:

Research: McLaughlin & Associates

Promotion: Shirley & Banister

Media: Katherine Tellez

Report Design: Malone Sizelove

Web Design: Dustin Wyse-Fisher

Schedule & Coordination: Jyl Zubiate

Faculty, Staff, Students, Alumni and Friends of Eureka College

Special thanks to the donors of The Ronald W. Reagan Society

Director, The Ronald W. Reagan Society
John D. Morris

And to the founders of Eureka College, believing in American Opportunity since 1855.

Eureka College
300 East College Avenue
Eureka, Illinois 61530
www.eureka.edu/aoi
The Eureka College Opportunity Index was made possible from the generous support of The Ronald W. Reagan Society of Eureka College.
Media Inquiries:
Katherine Tellez
Media Relations Coordinator
Eureka College
309.467.6318
ktellez@eureka.edu

Sponsor Inquiries:
John D. Morris
Director, The Ronald W. Reagan Society
Eureka College
300 East College Avenue
Eureka, Illinois 61530
309.467.6477
jmorris@eureka.edu