

Fulfillment (Dream Again)

Survey Results Highlights

2014

The main theme that captures what respondents would like to do to live more fulfilling lives:

Positively impact the lives of others.

What will bring life fulfillment? (Top Responses)

- Positively impacting the lives of others
- Be a writer/author
- Teaching
- Share the gospel / service in ministry
- To start own business / create jobs
- To travel the world
- Make/play music

The main theme that captures respondents' drivers/sources of inspiration for the desire to live a more fulfilling life:

The desire to share/learn/inspire/create/serve

What is the driver/source of inspiration to live a more fulfilling life?

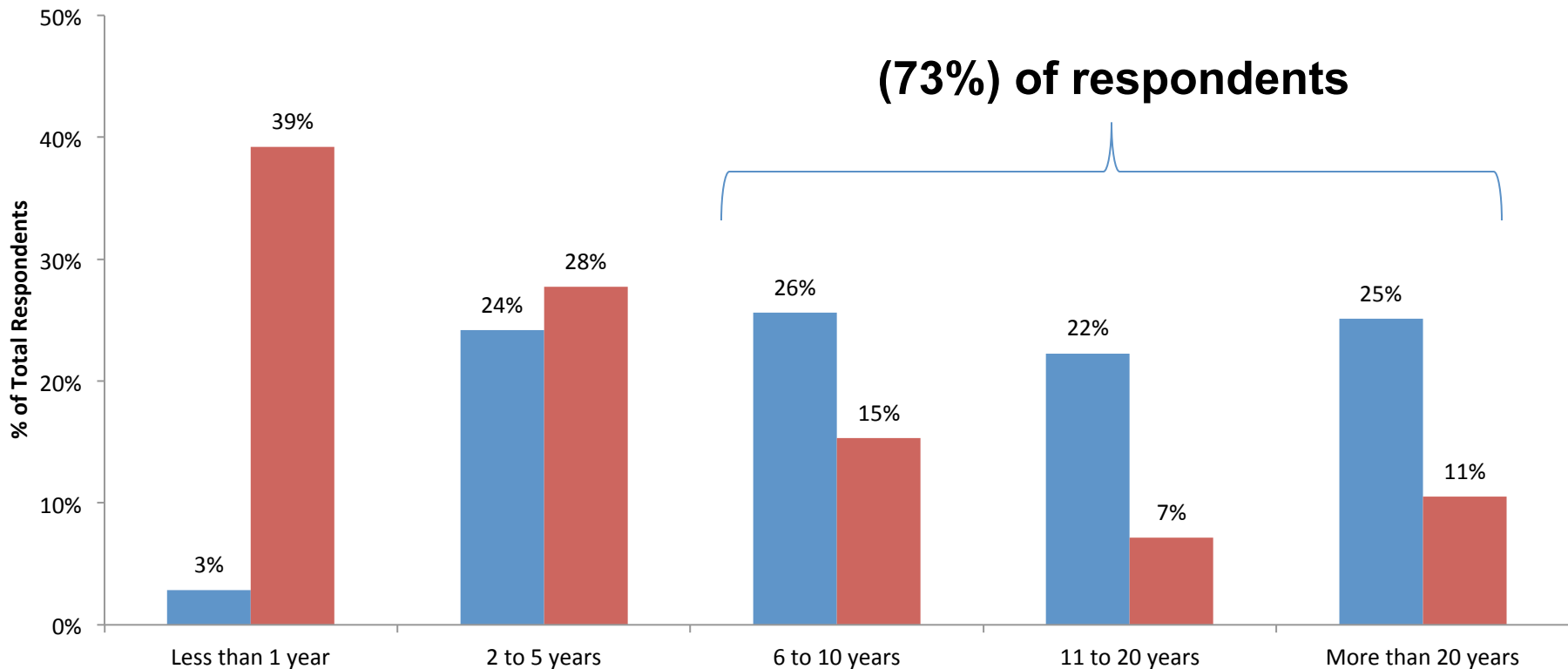
(Top Responses)

- Desire to share/learn/inspire/create/serve
- Wanting to help others
- God
- Passion
- Sense of satisfaction
- Freedom
- Family/children/father
- Being my own boss
- Joy
- Purpose

While three-quarters (73%) of respondents have had their specific desires to live a more fulfilling life for more than six years, only one-third (33%) of them have been actively pursuing this for the same period of time.

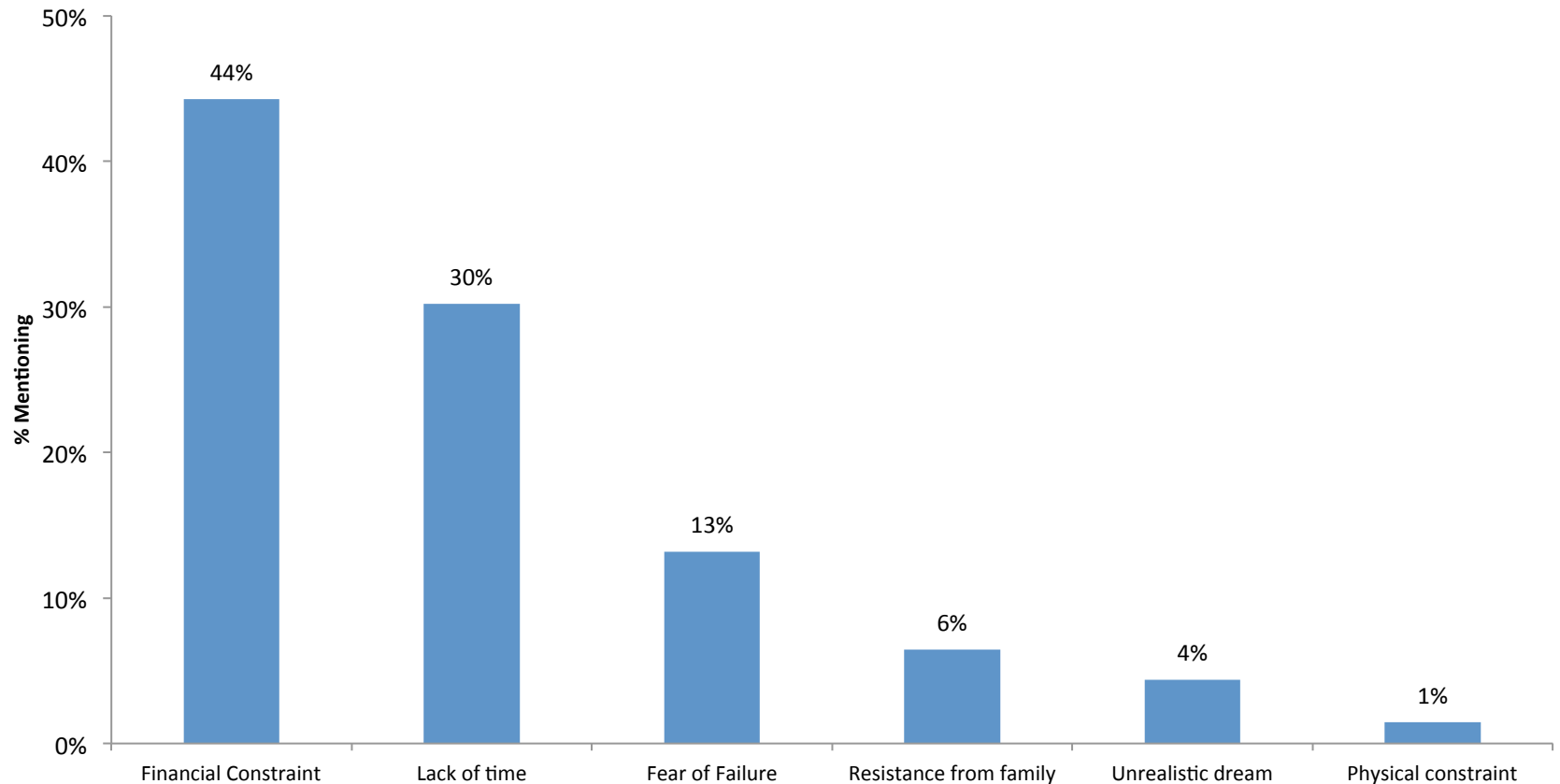
How Long Have You Had the Desire to Live a More Fulfilling Life and How Long Have You Pursued It

■ Years Had Dream ■ Years Pursued Dream



Lack of money or time is the primary reason why people choose to defer pursuing a more fulfilling life.

Reasons for Deferring the Pursuit of a More Fulfilling Life



Respondents Demographics

- Average age: 42
- Two thirds (64%) are currently married:
 - Married 64%
 - Single 22%
 - Divorced 10%
- The majority (86%) are currently employed:
 - Hired 64%
 - Self-employed 22%
- The majority (85%) have received high education:
 - Master's Degree 42%
 - Bachelor's Degree 36%
 - Ph.D. or other professional degree 7%
- Caucasians and African Americans comprise the majority (88%) of respondents:
 - Caucasians 50%
 - African Americans 38%
- The vast majority were born and currently reside in the US.
 - Born in the US 89%
 - Currently reside in the US 96%