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### 2009 MetLife Study of the American Dream on The McLaughlin Group Sunday April 19th

The following comes from ASEC Partner [MetLife](#).

It's been nearly one month since MetLife launched [The 2009 MetLife Study of the American Dream](#). Showing an American dream that has been revised, not reversed, the study illustrates just how much the definition of the dream has shifted over the past year. Results of this latest research show that Americans' dreams of a better future have been replaced, at least temporarily, by more pragmatic concerns about making it through the current economic storm. At the same time, while Americans are anxious about their finances and the national economy, most are optimistic that they can still achieve the dream – albeit a redefined American Dream that centers on family, marriage and, as always, financial security.

Given today's economic climate, the messaging of this study has certainly reverberated with both consumers and the media. In fact, since the study first launched, it has been mentioned or featured by the media nearly 60 times in TV, radio, online and both national and local press. It has also been referenced an equal number of times in blogs and other social media.

Especially exciting, the Study has been picked up for extensive coverage by **The McLaughlin Group**, with this weekend's (Sunday April 19<sup>th</sup>) show entirely devoted to discussion of the American dream. Beth Hirschhorn, chief marketing officer, will be the featured panelist providing MetLife's perspectives of the Study. Check **The McLaughlin Group** web site for [the station and time in your area](#).

The extensive coverage garnered by *The 2009 MetLife Study of the American Dream* confirms that in today's climate, the public is keenly interested in weathering this financial storm and is more than ever focused on the importance of being financially secure. In this environment, Americans put a high premium on protection and stability, suggesting even greater opportunity for MetLife to help consumers build their personal safety nets for the future.