
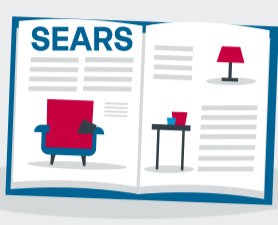


The rise of the American Dream and Consumerism

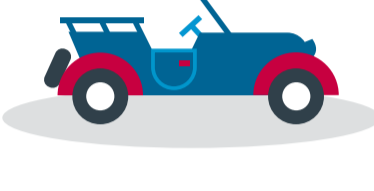
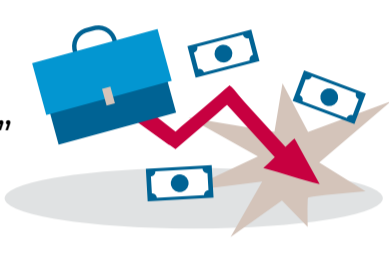
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1800s - Land and Ownership

- 1800**
 Land ownership becomes more accessible through federal expansion policies
 
- 1896**
 Sears catalogs popularize early "shop from home" consumerism
 

Early 1900s: Mobility and Economic Change

- 1914**
 Ford's \$5 wage fuels upward mobility and mass consumer spending
 
- 1929-1931**
 The Great Depression reshapes confidence as the "American Dream" enters mainstream culture
 



1940s-1960s: The Classic American Dream

- 1944**
 The GI Bill expands education, mortgages, and middle-class opportunity
 
- 1950s**
 Television and consumer credit reshape advertising and household spending
 



1980s-1990s: Wealth and the Internet Era

- 1980s**
 Shopping malls redefine retail and consumer culture
 
- 1991-1995**
 The internet, Amazon, eBay, and Craigslist transform commerce
 

2000s-2010s: Digital Identity and the Gig Economy

- 2007 - 2008**
 Smartphones, social media, and the financial crisis reshape consumer behavior
 
- 2005-2017**
 The gig economy, creator platforms, and democratized investing go mainstream
 

2020s: Economic Uncertainty and Reinvention

- 2020**
 COVID-19 accelerates e-commerce and supply chain disruption
 
- 2021-2026**
 Inflation, tariffs, AI adoption, and rising costs drive ongoing economic volatility
 

The American Dream isn't disappearing. It's adapting.

Explore the full insights from the New American Dream Study →