

Beyond Happiness: Thriving

SAMPLE

- FIELD DATES: November 8 – December 4, 2011
- Data are weighted by mode (equal weight) and balanced to Census targets for Age/Gender; Region and Ethnicity

SAMPLE DETAILS	Landline Phone Sample	Cell Phone Sample	Online Sample	Total Completes
Total	1553	300	2544	4397
AGE/SEGMENTS				
Ages 35-49	517	118	735	1370
Ages 50+	1036	182	1809	3027
MULTI-CULTURAL				
African-American/Black	212	45	293	550
Hispanic/Latino	354	26	170	550

BASE: ALL RESPONDENTS

Q150: The first few questions are to help ensure that we are talking to a wide variety of respondents.

What is your gender?

GENDER	Percent
Male	49%
Female	51%

BASE: ALL RESPONDENTS

Q155: What is your age?

AGE	Percent
NET 35-49	42%
35-39	8%
40-45	16%
46-50	21%
NET 50 – 80	58%
51-55	12%
56-60	13%
61-65	10%
66-70	8%
71-75	5%
76-80	6%

BASE: ALL RESPONDENTS

Q160: In what state do you live?

CENSUS REGION	Percent
New England	5%
Mid-Atlantic	14%
East North Central	15%
West North Central	7%
South Atlantic	19%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	16%

BASE: ALL RESPONDENTS

Q165: Are you of Spanish, Hispanic or Latino background?

HISPANIC ORIGIN	Percent
Yes	17%
No	83%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: ALL RESPONDENTS

Q170: Which of the following best describes your race?

Please feel free to select one or more race categories to best describe what you consider yourself to be.

RACE	Percent
White/Caucasian	72%
African-American/Black	13%
Asian or Pacific Islander	5%
Native American or Alaskan native	2%
Mixed racial background	3%
Other racial background	6%
Don't know/Unsure	0%
Refuse/Decline to answer	1%

BASE: HISPANIC RESPONDENTS (Q165/1)

Q175: In which language do you feel most comfortable speaking?

SPEAKING LANGUAGE COMFORT	Percent
Only English	31%
English more than Spanish	20%
Spanish and English equally	27%
Spanish more than English	12%
Only Spanish	9%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: HISPANIC RESPONDENTS (Q165/1)

Q180: Thinking about the TV and movies you watch, newspapers and magazines you read and music you listen to in a typical week, is it typically more in Spanish or English?

MEDIA LANGUAGE COMFORT	Percent
Only English	42%
English more than Spanish	28%
Spanish and English equally	14%
Spanish more than English	10%
Only Spanish	7%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: HISPANIC RESPONDENTS (Q165/1) WHO ANSWERED Q175 AND 180

Q185: HIDDEN QUESTION – ACCULTURATION SCORE

ACCULTURATION SCORE	Percent
ENGLISH DOMINANT (score = 1-3)	39%
BILINGUAL (score = 4-7)	47%
SPANISH DOMINANT (score = 8-10)	14%

BASE: ALL RESPONDENTS

Q130: PHONE: INTERVIEW LANGUAGE

Q190: ONLINE: Would you prefer to continue this survey in English or Spanish?

LANGUAGE	Percent
English	97%
Spanish	3%*

* Note: 19% of Hispanic respondents completed the survey in spanish

BASE: ALL QUALIFIED RESPONDENTS

Q1005: Compared to other people like yourself – would you say that you are... [PHONE: READ LIST]

RELATIVE HAPPINESS	Percent
Happier than others	31%
Equally as happy as others	49%
Less happy than others	13%
Don't know/Unsure	7%
Refuse/Decline to answer	0%

BASE: ALL QUALIFIED RESPONDENTS

Q1010: Now think of the next generation when they will be your age. Generally, would you say that at that point in their lives [PHONE: READ LIST]

FUTURE HAPPINESS	Percent
They will be happier	13%
They will be equally happy	32%
They will be less happy	35%
Don't know/Unsure	19%
Refuse/Decline to answer	0%

[PN: Split sample between Q1020a and Q1020b]

BASE: ALL QUALIFIED RESPONDENTS

Q1020a: Imagine you were given an extra \$100 to spend on something that would make you happy. How would you use it?



BASE: ALL QUALIFIED RESPONDENTS

Q1020b: Imagine you were given an extra \$10,000 to spend on something that would make you happy. How would you use it?



SECTION 2000: MULTIVARIATE MEASURES OF HAPPINESS

BASE: ALL QUALIFIED RESPONDENTS

Q2000: I am now going to read you several items. After I read each one, please tell me how important it is to your life, whether it is extremely important, important, somewhat important, or not at all important. The first/next item is [INSERT ITEM]. How important is this in your life?

- A. [PLEASURE] Finding pleasure in experiencing everyday moments such as the sights, sounds, tastes, or scents in the world around you
- B. [ENGAGEMENT] Having work, hobbies or other pursuits that are challenging and enjoyable
- C. [RELATIONSHIP] Having good relationships with friends and family members
- D. [MEANING] Participating in activities that you find meaningful
- E. [ACCOMPLISHMENT] Achieving accomplishments you feel are worthwhile
- F. [ENABLER] Having enough leisure time to do what you want
- G. [ENABLER] Having enough money to buy what you want
- H. [ENABLER] Having good health and energy to do what you want

IMPORTANCE	Ext. Imp. %	Imp. %	Smwht. Imp. %	Not at all Imp. %	DK/ Unsure %	Ref. %
PLEASURE	47%	36%	15%	2%	0%	0%
ENGAGEMENT	37%	42%	17%	3%	1%	0%
RELATIONSHIP	68%	25%	6%	1%	0%	0%
MEANING	38%	44%	16%	2%	0%	0%
ACCOMPLISHMENT	40%	42%	15%	2%	1%	0%
TIME	34%	43%	19%	4%	0%	0%
MONEY	31%	38%	26%	4%	0%	0%
HEALTH	73%	22%	4%	1%	0%	0%

BASE: ALL QUALIFIED RESPONDENTS

Q2005: This time I will read you several items that may or may not describe you. After I read each one, please tell me if you feel it describes you very well, describes you well, somewhat well, or does not describe you well. The first/next item is [INSERT ITEM]. How well does this describe you?

DESCRIBES	Very Well %	Well %	Smwht. Well %	Not Well %	DK/Unsure %	Ref. %
PLEASURE	39%	34%	21%	6%	1%	0%
ENGAGEMENT	30%	35%	23%	11%	1%	0%
RELATIONSHIP	50%	32%	14%	4%	0%	0%
MEANING	30%	36%	25%	9%	1%	0%
ACCOMPLISHMENT	30%	36%	25%	9%	1%	0%
TIME	28%	30%	28%	14%	1%	0%
MONEY	13%	22%	29%	35%	1%	0%
HEALTH	28%	33%	23%	15%	1%	0%

BASE: ALL QUALIFIED RESPONDENTS

Q2015: To what extent do you feel you have control over your own personal happiness?

CONTROL	Percent
NET OUT OF CONTROL	7%
It is totally out of your control	3%
It is mostly out of your control	5%
It is a mixture of things you control and things you do not	36%
NET IN CONTROL	56%
It is mostly in your control	36%
It is totally in your control	21%
Don't know/Unsure	1%
Refuse/Decline to answer	0%

SECTION 3000: COVARIATES OF HAPPINESS

BASE: ALL QUALIFIED RESPONDENTS

Q3000: Which of the following life events have you experienced in the last 12 months?

LIFE EVENTS	Percent
You or a loved one experienced a major illness or health event	29%
Had significant financial trouble	28%
Loss of a loved one	22%
Birth of a child or grandchild	12%
Had a child, relative, or friend move in or move back in your home	10%
Lost your job	9%
Started a new job	9%
Retired	8%
Moved into a new home	7%
Had a significant financial gain	7%
Marriage	4%
Divorce	3%
Lost your home	2%
None of the above	31%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: ALL QUALIFIED RESPONDENTS

Q3005: Now we will go through a list of some possible experiences. After I read each one, please tell me how much the experience contributes to your personal happiness: not at all, somewhat, or a lot. The first/next experience is [INSERT ITEM]. How much does that contribute to your personal happiness?

PLEASURE	A lot %	Sme Wht %	Not at all %	DK/ Unsure %	Ref. %
Treating yourself to a favorite food, drink or meal	37%	52%	10%	1%	0%
Enjoying natural beauty like a sunset or the ocean	61%	32%	6%	1%	0%
Listening to music you enjoy	50%	42%	7%	1%	0%
Spending time or money on yourself to treat yourself in some way	24%	55%	20%	2%	0%
Doing something spontaneous or out of the norm just for the fun of it	38%	47%	13%	1%	0%
Having someone do something nice for you unexpectedly	53%	38%	8%	1%	0%
AVERAGE	44%	44%	11%	1%	0%

ENGAGEMENT	A lot %	Sme Wht %	Not at all %	DK/ Unsure %	Ref. %
Being absorbed in a favorite hobby or interest	39%	48%	11%	1%	0%
Viewing or participating in a sport or competitive event	18%	37%	42%	3%	0%
Becoming immersed in a book or magazine	30%	46%	22%	2%	0%
Exercising such as working out or taking a brisk walk	35%	44%	18%	2%	0%
Becoming engrossed in a favorite TV show or movie	26%	52%	21%	1%	0%
Hearing or seeing something funny that makes you laugh	60%	36%	3%	1%	0%
Participating in a special occasion (vacations, holiday meals, birthday celebrations)	52%	39%	8%	1%	0%
Competing with others in a non-athletic game (i.e., board game, card game, video game, etc.)	15%	45%	37%	2%	0%
Completing a word puzzle, logic puzzle, or something	19%	45%	34%	2%	0%
AVERAGE	33%	44%	22%	2%	0%

RELATIONSHIPS	A lot %	Some Wht %	Not at all %	DK/ Unsure %	Ref. %
Spending time with your family or friends such as a meal or social gathering	69%	26%	3%	1%	0%
Spending time with or receiving affection from your pet* <small>*Rebased to pet owners</small>	57%	34%	9%	1%	0%
Having a date or spending romantic time with someone	46%	33%	18%	3%	1%
Kissing or hugging someone you love	72%	23%	4%	1%	0%
Connecting with friends or family on a social media site like Facebook	16%	36%	45%	3%	0%
Experiencing a special moment with a child	64%	22%	10%	3%	1%
AVERAGE	54%	29%	15%	2%	0%

MEANING	A lot %	Some Wht %	Not at all %	DK/ Unsure %	Ref. %
Practicing your religious or spiritual faith	48%	30%	19%	3%	1%
Mentoring or advising someone	36%	47%	14%	3%	0%
Volunteering your time to help out a worthy cause	38%	44%	14%	3%	0%
Contributing your money to help a charity or cause	31%	52%	15%	3%	0%
Participating in a family tradition or celebration	58%	33%	8%	1%	0%
Feeling like a really important prayer was answered	56%	28%	14%	3%	0%
AVERAGE	45%	39%	14%	3%	0%

ACCOMPLISHMENT	A lot %	Some Wht %	Not at all %	DK/ Unsure %	Ref. %
Making progress on your personal goals	51%	42%	6%	2%	0%
Being recognized or rewarded for an achievement	28%	47%	23%	2%	0%
Building or making something that you are proud of	48%	39%	11%	2%	0%
Overcoming a challenge in your life	53%	37%	8%	2%	0%
Watching your children, grandchildren or close relative succeed in what they want to do	72%	18%	6%	2%	1%
Receiving a raise or promotion at work	31%	30%	31%	6%	2%
Winning an award or a competition	20%	40%	36%	3%	0%
Losing weight or improving your health	47%	40%	12%	2%	0%
AVERAGE	44%	37%	17%	3%	0%

RECOGNITION	A lot %	Sme Wht %	Not at all %	DK/ Unsure %	Ref. %
Being thanked for something you did that you did not have to do	41%	45%	12%	2%	0%
Being told you are a person who can be trusted or relied upon	69%	25%	4%	1%	0%
Being asked for your advice or opinion	32%	55%	11%	2%	0%
AVERAGE	47%	42%	9%	2%	0%

SECTION 5000: DEMOGRAPHICS AND PROFILING MEASURES

BASE: ALL QUALIFIED RESPONDENTS

Q5000: How often do you use social networking sites such as Facebook or Twitter?

SOCIAL MEDIA USAGE	Percent
NET USE	57%
Frequently throughout the day	13%
Once or twice per day	17%
At least once a week	15%
Less than once a week	12%
NET DO NOT USE	41%
I do not use them, but have tried in the past	6%
I do not use them, but might if I knew how	5%
I have not used them and am not interested in learning how	30%
Don't know/Unsure	1%
Refuse/Decline to answer	0%

BASE: ALL QUALIFIED RESPONDENTS

Q5005: Which of the following best describes your marital status? [FOR PHONE, READ LIST]

MARITAL STATUS	Percent
Single, never married	12%
In a relationship, but not living with partner	2%
Living with partner	5%
Married	61%
Widowed	7%
Divorced or Separated	14%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: ALL MARRIED RESPONDENTS (Q5005=4)

Q5006: How long, in years, have you been married?

YEARS MARRIED	Percent
1 or less	2%
2-5	6%
6-15	22%
16-30	38%
More than 30 years	32%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: ALL QUALIFIED RESPONDENTS

Q5010: What is the highest degree or level of school you have completed?

EDUCATION	Percent
0 through 12 th grade (no diploma)	6%
High school graduate (or equivalent)	20%
Post-high-school Vocational or technical training	5%
Some college (no degree)	26%
College graduate (4-year degree)	24%
Post graduate	6%
Graduate or professional degrees	12%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: ALL QUALIFIED RESPONDENTS

Q5015: Are you now employed full-time, part-time, retired, or otherwise not employed for pay?
READ IF NECESSARY: By full-time we mean working, on average, 35 hours or more per week with one employer

EMPLOYMENT	Percent
Employed or self employed full-time	41%
Employed or self employed part-time	12%
Retired	25%
Not employed for pay	10%
Disabled	6%
Homemaker	5%
Other	1%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: ALL QUALIFIED RESPONDENTS

Q5020: Next, a few questions about your household. Besides yourself, who else now lives in your household?

OCCUPANCY	Percent
No one else	15%
Spouse/partner	65%
Children under the age of 18	28%
Children 18 or older	21%
Grandchildren under the age of 18	4%
Grandchildren 18 or older	1%
Brothers or Sisters	2%
Parents or in-laws	6%
Other relatives	3%
Others not related	3%
Pets	23%
Don't know/Unsure	0%
Refuse/Decline to answer	1%

BASE: ALL QUALIFIED RESPONDENTS

Q5025: Do you currently rent or own your home?

HOME OWNERSHIP	Percent
Own	75%
Rent	24%
Don't know/Unsure	1%
Refuse/Decline to answer	1%

BASE: ALL QUALIFIED RESPONDENTS

Q5027: Now we want to ask a few health related questions.

How would you rate your overall health?

PERCIEVED HEALTH	Percent
Excellent	18%
Good	50%
Fair	24%
Poor	6%
Terrible	1%
Don't know/Unsure	0%
Refuse/Decline to answer	0%

BASE: ALL QUALIFIED RESPONDENTS

Q5030: How many, if any, chronic or serious medical conditions do you suffer from? This would include conditions like asthma, diabetes, high blood pressure, and arthritis as well as cancer or heart disease.

SERIOUS HEALTH CONDITIONS	Percent
None	40%
One	24%
Two	16%
Three	9%
Four	4%
Five or more	4%
Don't know/Unsure	2%
Refuse/Decline to answer	1%

BASE: ALL QUALIFIED RESPONDENTS

Q5045: Do you consider yourself to be overweight, underweight or about the right weight?

PERCIEVED WEIGHT	Percent
Overweight	50%
Underweight	2%
About the right weight	46%
Don't know/Unsure	1%
Refuse/Decline to answer	1%

BASE: ALL QUALIFIED RESPONDENTS

Q5050. Just a few more questions for comparative purposes.

How tall are you without shoes?
Height in Feet _____ and inches _____

- 998. Don't know/Unsure
- 999. Refuse/Decline to answer

BASE: ALL QUALIFIED RESPONDENTS

Q5060. How much do you weigh without shoes?

Weight in pounds _____

- 998. Don't know/Unsure
- 999. Refuse/Decline to answer

BASE: ALL QUALIFIED RESPONDENTS

Q5070: Next, we realize income is a private matter and want to respect that privacy. And so, rather than ask anything specific about your income, please indicate which of the following broad ranges best describes your total household income from all sources before taxes in 2010?

FOR PHONE: Please stop me when I reach the range that reflects your household income.

HOUSEHOLD INCOME	Percent
Less than \$25,000	23%
\$25,000 to less than \$75,000	40%
\$75,000 to less than \$125,000	19%
\$125,000 to less than \$175,000	8%
\$175,000 or more	5%
Don't know/Unsure	1%
Refuse/Decline to answer	5%