

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q1. TO BEGIN WITH, WE'RE INTERESTED IN THE WAY PEOPLE FEEL THESE DAYS. JUST THINKING ABOUT YOURSELF THESE DAYS, WOULD YOU SAY THAT YOU ARE HAPPY JUST ABOUT ALL THE TIME, MOST OF THE TIME, JUST SOME OF THE TIME, OR NOT VERY OFTEN?

ALL  
RESPONDENTS  
=====

JUST ABOUT ALL THE TIME	17%
MOST OF THE TIME	61%
JUST SOME OF THE TIME	16%
NOT VERY OFTEN	5%
NEVER	*
NOT SURE	*
REFUSED	*

Q2. AGAIN THINKING ABOUT YOUR LIFE, WOULD YOU SAY THAT, SO FAR, YOU'VE LIVED THE BEST POSSIBLE LIFE THAT YOU COULD HAVE, A VERY GOOD LIFE, A GOOD LIFE, A FAIR LIFE, OR A POOR LIFE SO FAR?

ALL  
RESPONDENTS  
=====

BEST POSSIBLE LIFE	13%
VERY GOOD	37%
GOOD	33%
FAIR	15%
POOR	2%
NOT SURE	1%
REFUSED	-

Q3. DO YOU GENERALLY WAKE UP HAPPY, OR NOT?

ALL  
RESPONDENTS  
=====

HAPPY	80%
NOT HAPPY	14%
DEPENDS	5%
DON' T KNOW	1%
REFUSED	*

Q4. DO YOU CONSIDER YOURSELF AN OPTIMIST, OR NOT?

ALL  
RESPONDENTS  
=====

YES, AN OPTIMIST	79%
NO, NOT	15%
IT DEPENDS	2%
DON' T KNOW	4%
REFUSED	-

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q5A. WHAT ONE THING IN YOUR LIFE HAS BROUGHT YOU THE GREATEST HAPPINESS?

ALL  
RESPONDENTS  
=====

CHILDREN/GRANDCHILDREN (DAUGHTER, SON, GRANDCHILDREN)	35%
SPOUSE (HUSBAND/WIFE)	9%
PARENTS	1%
FAMILY	17%
GOD/FAITH/RELIGION	11%
MARRIAGE	5%
CAREER	3%
OTHER (SPECIFY)	15%
DON' T KNOW	4%
REFUSED	-

Q5B. WHAT ONE THING HAS BEEN THE GREATEST DISAPPOINTMENT AND OR SOURCE OF UNHAPPINESS IN YOUR LIFE?

ALL  
RESPONDENTS  
=====

DEATH OF FAMILY MEMBER/ LOVED ONE	24%
POOR HEALTH/ILLNESS (SELF OR LOVED ONE)	6%
CAREER/JOB	6%
FAMILY (PARENTS, CHILDREN)	7%
POVERTY/MONEY ISSUES/ BILLS	5%
DIVORCE	6%
OTHER (SPECIFY)	27%
DON' T KNOW	17%
REFUSED	1%

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

- SUMMARY MAJOR SOURCES OF HAPPINESS -

	ALL RESPONDENTS =====
2) YOUR RELATIONSHIP WITH CHILDREN	77%
6) YOUR FRIENDS AND FRIENDSHIPS	76%
11) CONTRIBUTING TO THE LIVES OF OTHERS	75%
1) YOUR RELATIONSHIP WITH SPOUSE/PARTNER OR YOUR LOVE LIFE IN GENERAL	73%
16) YOUR DEGREE OF CONTROL OVER YOUR OWN LIFE AND YOUR DESTINY	66%
7) THE THINGS YOU DO IN YOUR LEISURE TIME	64%
3) YOUR RELATIONSHIP WITH YOUR PARENTS	63%
8) YOUR RELIGIOUS OR SPIRITUAL LIFE AND WORSHIP	62%
14) HOLIDAY PERIODS, SUCH AS CHRISTMAS AND NEW YEARS	50%
21) PHYSICAL OR SEXUAL PLEASURE	49%
12) EXERCISE AND PHYSICAL WELL-BEING	49%
5) YOUR JOB AND CAREER	48%
9) YOUR SENSE OF BELONGING TO YOUR COMMUNITY	40%
4) AMOUNT OF MONEY YOU EARN	29%
13) BEING PHYSICALLY ATTRACTIVE TO OTHERS	28%
18) THE CURRENT POLITICAL CLIMATE IN THE UNITED STATES	13%

6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

1) YOUR RELATIONSHIP WITH SPOUSE/PARTNER OR YOUR LOVE LIFE IN GENERAL

	ALL RESPONDENTS =====
MAJOR REASON	73%
MINOR REASON	8%
DON' T KNOW	*
REFUSED	*
NOT A SOURCE OF HAPPINESS	18%

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

2) YOUR RELATIONSHIP WITH CHILDREN

ALL  
RESPONDENTS  
=====

MAJOR REASON	77%
MINOR REASON	9%
DON' T KNOW	*
REFUSED	*
NOT A SOURCE OF HAPPINESS	13%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

3) YOUR RELATIONSHIP WITH YOUR PARENTS

ALL  
RESPONDENTS  
=====

MAJOR REASON	63%
MINOR REASON	14%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	22%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

4) AMOUNT OF MONEY YOU EARN

ALL  
RESPONDENTS  
=====

MAJOR REASON	29%
MINOR REASON	39%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	32%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

5) YOUR JOB AND CAREER

ALL  
RESPONDENTS  
=====

MAJOR REASON	48%
MINOR REASON	23%
DON' T KNOW	1%
REFUSED	*
NOT A SOURCE OF HAPPINESS	28%

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

6) YOUR FRIENDS AND FRIENDSHIPS

ALL  
RESPONDENTS  
=====

MAJOR REASON	76%
MINOR REASON	17%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	6%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

7) THE THINGS YOU DO IN YOUR LEISURE TIME

ALL  
RESPONDENTS  
=====

MAJOR REASON	64%
MINOR REASON	27%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	8%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

8) YOUR RELIGIOUS OR SPIRITUAL LIFE AND WORSHIP

ALL  
RESPONDENTS  
=====

MAJOR REASON	62%
MINOR REASON	18%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	19%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

9) YOUR SENSE OF BELONGING TO YOUR COMMUNITY

ALL  
RESPONDENTS  
=====

MAJOR REASON	40%
MINOR REASON	34%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	25%

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

11) CONTRIBUTING TO THE LIVES OF OTHERS

ALL  
RESPONDENTS  
=====

MAJOR REASON	75%
MINOR REASON	18%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	6%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

12) EXERCISE AND PHYSICAL WELL-BEING

ALL  
RESPONDENTS  
=====

MAJOR REASON	49%
MINOR REASON	28%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	22%

Q6A. WOULD YOU SAY IT HAS BEEN A MAJOR REASON FOR HAPPINESS, OR JUST A MINOR REASON?

13) BEING PHYSICALLY ATTRACTIVE TO OTHERS

ALL  
RESPONDENTS  
=====

MAJOR REASON	28%
MINOR REASON	40%
DON' T KNOW	1%
REFUSED	-
NOT A SOURCE OF HAPPINESS	31%

Q8. THINKING BACK, HOW OFTEN WOULD YOU SAY THAT YOU FEEL DOWN OR VERY UNHAPPY IN THE PAST FEW MONTHS?

ALL  
RESPONDENTS  
=====

NOT AT ALL	15%
JUST EVERY ONCE IN A WHILE	58%
ONCE OR TWICE A WEEK	13%
MORE OFTEN	12%
DON' T KNOW	1%
REFUSED	*

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

1) EAT

ALL  
RESPONDENTS  
=====

OFTEN	25%
SOMETIMES	30%
RARELY	17%
NEVER	28%
DON' T KNOW	*
REFUSED	*

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

2) HAVE A DRINK OF AN ALCOHOLIC BEVERAGE

ALL  
RESPONDENTS  
=====

OFTEN	8%
SOMETIMES	19%
RARELY	18%
NEVER	55%
DON' T KNOW	*
REFUSED	-

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

3) SHOP

ALL  
RESPONDENTS  
=====

OFTEN	17%
SOMETIMES	22%
RARELY	23%
NEVER	38%
DON' T KNOW	*
REFUSED	-

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

4) HAVE SEX

ALL  
RESPONDENTS  
=====

OFTEN	21%
SOMETIMES	29%
RARELY	17%
NEVER	29%
DON' T KNOW	3%
REFUSED	2%

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

5) TAKE A DRIVE IN YOUR CAR

ALL  
RESPONDENTS  
=====

OFTEN	20%
SOMETIMES	27%
RARELY	18%
NEVER	34%
DON' T KNOW	1%
REFUSED	-

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

6) HELPING OTHERS IN NEED

ALL  
RESPONDENTS  
=====

OFTEN	42%
SOMETIMES	41%
RARELY	9%
NEVER	7%
DON' T KNOW	1%
REFUSED	*

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

7) EXERCISE, WORK OUT, SWIM

ALL  
RESPONDENTS  
=====

OFTEN	27%
SOMETIMES	33%
RARELY	18%
NEVER	23%
DON' T KNOW	*
REFUSED	*

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

8) PRAY OR MEDITATE

ALL  
RESPONDENTS  
=====

OFTEN	45%
SOMETIMES	25%
RARELY	12%
NEVER	18%
DON' T KNOW	*
REFUSED	-

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

9) TAKE A BATH OR SHOWER

ALL  
RESPONDENTS  
=====

OFTEN	41%
SOMETIMES	23%
RARELY	12%
NEVER	22%
DON' T KNOW	1%
REFUSED	*

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

10) LISTEN TO MUSIC

ALL  
RESPONDENTS  
=====

OFTEN	54%
SOMETIMES	30%
RARELY	8%
NEVER	8%
DON' T KNOW	*
REFUSED	-

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

11) GO OUT WITH FRIENDS

ALL  
RESPONDENTS  
=====

OFTEN	28%
SOMETIMES	41%
RARELY	16%
NEVER	15%
DON' T KNOW	*
REFUSED	-

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

12) PLAY WITH A PET

ALL  
RESPONDENTS  
=====

OFTEN	34%
SOMETIMES	18%
RARELY	8%
NEVER	38%
DON' T KNOW	1%
REFUSED	*

Q9. THINKING ABOUT THOSE TIMES WHEN YOU WANT TO IMPROVE YOUR MOOD OR JUST WANT TO FEEL HAPPIER, DO YOU DO ANY OF THE FOLLOWING OFTEN, SOMETIMES, RARELY, OR NEVER TO IMPROVE YOUR MOOD?

13) TALK TO A FRIEND/FAMILY

ALL  
RESPONDENTS  
=====

OFTEN	56%
SOMETIMES	29%
RARELY	9%
NEVER	6%
DON' T KNOW	*
REFUSED	-

Q90. ANYTHING ELSE?

ALL  
RESPONDENTS  
=====

YES (SPECIFY)	25%
NOTHING ELSE	74%
DON' T KNOW	1%
REFUSED	-

Q9. DOES [OTHER] OFTEN, SOMETIMES, RARELY, OR NEVER IMPROVES YOUR MOOD?

BASE: DO SOMETHING ELSE TO IMPROVE MOOD

ALL  
RESPONDENTS  
=====

OFTEN	68%
SOMETIMES	24%
RARELY	3%
NEVER	1%
DON' T KNOW	3%
REFUSED	1%

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q10. THINKING BACK TO WHEN YOU WERE GROWING UP, WOULD YOU SAY THAT YOUR EXPERIENCES AS A CHILD HAVE MADE YOU A MORE HAPPY PERSON OR LESS HAPPY PERSON?

ALL  
RESPONDENTS  
=====

MORE HAPPY	78%
LESS HAPPY	15%
DEPENDS	4%
DON' T KNOW	3%
REFUSED	*

Q11. ARE YOU USUALLY HAPPIER WHEN YOU'RE AROUND A LOT OF PEOPLE, SAY IN A SOCIAL SITUATION, HAPPIER IN A SMALLER GROUP, OR HAPPIER ALONE?

ALL  
RESPONDENTS  
=====

HAPPIER IN LARGER GROUPS OR SOCIAL SITUATIONS	24%
HAPPIER WITH JUST A FEW PEOPLE AROUND	62%
HAPPIER ALONE	10%
DON' T KNOW	4%
REFUSED	*

Q12. COMPARED TO OTHERS, WOULD YOU SAY THAT YOU HAVE A LARGER NUMBER OF FRIENDS THAN MOST, ABOUT THE SAME NUMBER, OR FEWER FRIENDS THAN MOST?

ALL  
RESPONDENTS  
=====

LARGER NUMBER THAN MOST	22%
ABOUT THE SAME	44%
SMALLER NUMBER	33%
DON' T KNOW	1%
REFUSED	-

Q13. DO YOU GET MORE SATISFACTION FROM YOUR JOB AND CAREER OR MORE FROM YOUR PERSONAL LIFE?

ALL  
RESPONDENTS  
=====

JOB OR CAREER	13%
PERSONAL LIFE	75%
BOTH THE SAME	10%
DON' T KNOW	2%
REFUSED	-

\* = less than 1%

- = question not asked/zero respondents

# TIME MAGAZINE/SRBI – Happiness Study

FINAL DATA-December 13-14, 2004

BASE=1009 Adults

Q14. HOW DO YOU RATE YOURSELF WHEN IT COMES TO BEING SPIRITUAL? WOULD YOU SAY YOU ARE...VERY SPIRITUAL, SOMEWHAT SPIRITUAL, NOT VERY SPIRITUAL, NOT AT ALL SPIRITUAL?

ALL  
RESPONDENTS  
=====

VERY SPIRITUAL	37%
SOMEWHAT SPIRITUAL	46%
NOT VERY SPIRITUAL	10%
NOT AT ALL SPIRITUAL	7%
DON' T KNOW	1%
REFUSED	-

Q17. DID THE OUTCOME OF THE PRESIDENTIAL RACE LAST MONTH MAKE YOU VERY HAPPY, SOMEWHAT HAPPY, SOMEWHAT UNHAPPY, VERY UNHAPPY, OR DID IT NOT REALLY HAVE ANY IMPACT ON YOUR LEVEL OF HAPPINESS?

ALL  
RESPONDENTS  
=====

VERY HAPPY	23%
SOMEWHAT HAPPY	16%
SOMEWHAT UNHAPPY	11%
VERY UNHAPPY	25%
NO IMPACT	24%
DON' T KNOW	*
REFUSED	1%

\* = less than 1%

- = question not asked/zero respondents