

1. OPI_1 – Being married

Please rank how important the items below are to having a happy life.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
1	11%	14%	9%	15%	12%	11%	8%	11%	8%	18%
2	26%	27%	26%	29%	19%	30%	28%	22%	26%	34%
3	21%	17%	25%	16%	23%	20%	26%	22%	21%	19%
4	19%	23%	16%	19%	24%	16%	21%	21%	21%	14%
5	13%	13%	14%	16%	14%	14%	8%	15%	15%	10%
6	8%	7%	9%	5%	8%	9%	10%	10%	9%	4%
Totals (Unweighted N)	100% (972)	100% (469)	100% (503)	100% (187)	100% (259)	100% (367)	100% (159)	100% (321)	100% (428)	100% (223)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
1	11%	12%	6%	11%	12%	13%	8%	10%	10%	12%	10%	14%
2	26%	28%	16%	24%	19%	31%	36%	35%	24%	28%	26%	28%
3	21%	23%	11%	20%	22%	15%	30%	24%	27%	16%	22%	19%
4	19%	18%	28%	20%	17%	19%	10%	23%	23%	22%	21%	13%
5	13%	12%	25%	14%	17%	13%	16%	4%	8%	14%	14%	16%
6	8%	7%	13%	10%	13%	8%	–	4%	8%	7%	7%	10%
Totals (Unweighted N)	100% (972)	100% (755)	100% (106)	100% (111)	100% (340)	100% (269)	100% (73)	100% (130)	100% (207)	100% (202)	100% (380)	100% (183)

2. OPI_1 – Having good health

Please rank how important the items below are to having a happy life.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
1	56%	53%	59%	43%	50%	62%	69%	64%	58%	41%
2	18%	19%	17%	21%	21%	15%	16%	16%	19%	20%
3	13%	14%	13%	18%	17%	10%	7%	13%	12%	15%
4	10%	11%	10%	14%	7%	12%	7%	6%	8%	22%
5	2%	3%	1%	3%	2%	1%	1%	1%	2%	2%
6	1%	1%	–	0%	2%	–	–	0%	1%	–
Totals (Unweighted N)	100% (981)	100% (471)	100% (510)	100% (190)	100% (260)	100% (369)	100% (162)	100% (326)	100% (433)	100% (222)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
1	56%	58%	52%	50%	56%	52%	56%	61%	62%	54%	52%	61%
2	18%	17%	23%	20%	17%	19%	17%	14%	21%	16%	21%	14%
3	13%	12%	13%	19%	16%	13%	10%	12%	9%	14%	12%	17%
4	10%	11%	9%	7%	7%	13%	17%	13%	6%	12%	13%	7%
5	2%	2%	3%	3%	2%	3%	–	0%	2%	2%	2%	2%
6	1%	1%	1%	0%	1%	–	1%	0%	–	1%	1%	0%
Totals (Unweighted N)	100% (981)	100% (759)	100% (107)	100% (115)	100% (345)	100% (269)	100% (73)	100% (130)	100% (209)	100% (205)	100% (381)	100% (186)

3. OPI_1 – Being wealthy

Please rank how important the items below are to having a happy life.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
1	5%	9%	2%	9%	8%	3%	2%	6%	6%	4%
2	7%	6%	8%	10%	9%	6%	2%	10%	7%	3%
3	14%	16%	12%	16%	16%	15%	8%	15%	17%	8%
4	15%	16%	14%	13%	19%	16%	9%	16%	16%	11%
5	21%	20%	21%	21%	16%	25%	20%	26%	18%	20%
6	38%	33%	43%	31%	33%	35%	59%	28%	37%	54%
Totals (Unweighted N)	100% (971)	100% (468)	100% (503)	100% (186)	100% (258)	100% (368)	100% (159)	100% (322)	100% (427)	100% (222)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
1	5%	4%	8%	10%	8%	4%	2%	2%	5%	6%	6%	4%
2	7%	7%	12%	3%	8%	7%	3%	2%	10%	4%	7%	7%
3	14%	15%	16%	8%	13%	16%	13%	12%	14%	14%	13%	16%
4	15%	14%	11%	23%	18%	14%	20%	15%	17%	14%	12%	19%
5	21%	23%	18%	10%	19%	21%	12%	30%	21%	26%	19%	18%
6	38%	37%	36%	44%	34%	38%	50%	39%	33%	35%	43%	36%
Totals (Unweighted N)	100% (971)	100% (756)	100% (105)	100% (110)	100% (339)	100% (267)	100% (73)	100% (130)	100% (205)	100% (203)	100% (379)	100% (184)

4. OPI_1 – Having children

Please rank how important the items below are to having a happy life.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
1	6%	4%	7%	6%	8%	5%	3%	4%	7%	7%
2	16%	14%	17%	13%	18%	15%	18%	14%	15%	18%
3	23%	23%	24%	22%	18%	26%	27%	21%	22%	29%
4	21%	21%	22%	22%	22%	19%	26%	23%	20%	22%
5	21%	26%	17%	23%	24%	19%	20%	23%	25%	12%
6	13%	12%	13%	14%	10%	16%	6%	16%	11%	12%
Totals (Unweighted N)	100% (972)	100% (469)	100% (503)	100% (188)	100% (259)	100% (366)	100% (159)	100% (320)	100% (429)	100% (223)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
1	6%	6%	3%	5%	5%	7%	3%	9%	5%	6%	7%	5%
2	16%	16%	10%	17%	15%	18%	12%	13%	16%	14%	16%	16%
3	23%	25%	19%	20%	22%	24%	30%	29%	18%	24%	27%	22%
4	21%	23%	14%	19%	22%	19%	26%	15%	22%	21%	18%	26%
5	21%	21%	21%	26%	24%	19%	13%	26%	29%	19%	20%	21%
6	13%	9%	32%	13%	12%	13%	16%	9%	10%	16%	13%	11%
Totals (Unweighted N)	100% (972)	100% (755)	100% (107)	100% (110)	100% (340)	100% (269)	100% (72)	100% (130)	100% (206)	100% (204)	100% (378)	100% (184)

5. OPI_1 – Leading a religious life

Please rank how important the items below are to having a happy life.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
1	17%	15%	19%	15%	19%	17%	16%	10%	16%	28%
2	10%	8%	13%	7%	9%	10%	18%	13%	8%	12%
3	11%	13%	9%	11%	9%	12%	14%	11%	9%	15%
4	13%	12%	15%	8%	13%	15%	16%	11%	15%	12%
5	14%	13%	15%	14%	13%	15%	13%	15%	15%	12%
6	34%	39%	30%	46%	38%	30%	22%	40%	37%	22%
Totals (Unweighted N)	100% (966)	100% (462)	100% (504)	100% (186)	100% (256)	100% (365)	100% (159)	100% (320)	100% (424)	100% (222)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
1	17%	15%	25%	18%	14%	19%	26%	18%	12%	18%	21%	14%
2	10%	9%	18%	12%	12%	5%	13%	13%	10%	11%	11%	10%
3	11%	9%	14%	20%	14%	14%	9%	3%	15%	11%	11%	9%
4	13%	12%	18%	16%	12%	17%	7%	15%	12%	12%	13%	15%
5	14%	15%	10%	13%	15%	11%	21%	11%	13%	11%	15%	15%
6	34%	40%	15%	20%	33%	34%	24%	40%	38%	36%	29%	36%
Totals (Unweighted N)	100% (966)	100% (751)	100% (105)	100% (110)	100% (339)	100% (267)	100% (71)	100% (130)	100% (207)	100% (201)	100% (377)	100% (181)

6. OPI_1 – Having a successful career

Please rank how important the items below are to having a happy life.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
1	5%	6%	4%	13%	3%	3%	1%	5%	6%	3%
2	23%	26%	20%	20%	25%	25%	20%	27%	26%	13%
3	17%	17%	18%	17%	17%	17%	18%	18%	18%	14%
4	21%	19%	23%	24%	16%	23%	21%	25%	20%	18%
5	28%	25%	30%	22%	30%	24%	38%	21%	25%	44%
6	6%	7%	5%	3%	8%	8%	2%	5%	5%	9%
Totals (Unweighted N)	100% (974)	100% (469)	100% (505)	100% (188)	100% (257)	100% (369)	100% (160)	100% (323)	100% (429)	100% (222)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
1	5%	4%	7%	5%	5%	5%	1%	5%	5%	4%	5%	
2	23%	23%	21%	24%	29%	20%	20%	23%	21%	28%	20%	26%
3	17%	17%	27%	13%	14%	19%	11%	21%	18%	19%	17%	16%
4	21%	22%	20%	15%	24%	17%	21%	18%	22%	18%	22%	21%
5	28%	28%	22%	33%	24%	33%	37%	29%	27%	26%	30%	27%
6	6%	6%	3%	10%	5%	6%	5%	8%	7%	4%	7%	6%
Totals (Unweighted N)	100% (974)	100% (756)	100% (106)	100% (112)	100% (342)	100% (268)	100% (73)	100% (130)	100% (208)	100% (203)	100% (379)	100% (184)

7. Life items importance to respondents to – Being married

How important is each item below to you personally?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	44%	43%	44%	45%	39%	42%	51%	40%	39%	58%
Somewhat important	26%	26%	27%	23%	27%	29%	24%	26%	27%	25%
Not too important	17%	18%	15%	19%	22%	14%	11%	17%	20%	11%
Not at all important	11%	10%	12%	9%	12%	13%	11%	15%	11%	6%
Not sure	2%	2%	2%	4%	1%	1%	3%	2%	3%	1%
Totals (Unweighted N)	100% (995)	100% (475)	100% (520)	100% (196)	100% (264)	100% (372)	100% (163)	100% (331)	100% (439)	100% (225)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very important	44%	44%	42%	43%	36%	49%	46%	54%	42%	41%	42%	50%
Somewhat important	26%	26%	25%	29%	25%	23%	35%	30%	24%	30%	29%	21%
Not too important	17%	17%	16%	17%	22%	17%	9%	9%	19%	17%	17%	15%
Not at all important	11%	11%	13%	9%	15%	10%	8%	7%	12%	8%	12%	13%
Not sure	2%	2%	4%	1%	2%	1%	2%	–	2%	4%	1%	2%
Totals (Unweighted N)	100% (995)	100% (767)	100% (109)	100% (119)	100% (349)	100% (272)	100% (74)	100% (130)	100% (213)	100% (206)	100% (387)	100% (189)

8. Life items importance to respondents to – Having good health

How important is each item below to you personally?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	85%	83%	88%	73%	85%	88%	95%	88%	83%	86%
Somewhat important	11%	13%	9%	20%	10%	10%	3%	9%	14%	9%
Not too important	2%	3%	2%	3%	4%	1%	0%	2%	2%	3%
Not at all important	0%	0%	0%	1%	1%	–	1%	–	0%	1%
Not sure	1%	1%	1%	3%	0%	0%	1%	0%	2%	1%
Totals (Unweighted N)	100% (994)	100% (475)	100% (519)	100% (196)	100% (263)	100% (372)	100% (163)	100% (331)	100% (438)	100% (225)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very important	85%	83%	90%	91%	85%	83%	87%	88%	87%	87%	84%	84%
Somewhat important	11%	13%	7%	6%	11%	13%	9%	12%	10%	12%	12%	10%
Not too important	2%	2%	1%	2%	3%	2%	3%	–	2%	0%	3%	2%
Not at all important	0%	1%	–	–	1%	–	–	–	–	–	0%	1%
Not sure	1%	1%	2%	1%	0%	2%	2%	–	1%	1%	1%	2%
Totals (Unweighted N)	100% (994)	100% (767)	100% (108)	100% (119)	100% (348)	100% (272)	100% (74)	100% (130)	100% (213)	100% (206)	100% (386)	100% (189)

9. Life items importance to respondents to – Being wealthy

How important is each item below to you personally?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	18%	21%	15%	29%	25%	13%	5%	22%	19%	11%
Somewhat important	38%	40%	36%	35%	37%	42%	34%	40%	35%	40%
Not too important	31%	27%	34%	26%	28%	33%	38%	26%	32%	36%
Not at all important	12%	10%	13%	8%	9%	11%	22%	12%	11%	13%
Not sure	2%	2%	1%	2%	2%	1%	0%	1%	3%	1%
Totals (Unweighted N)	100% (993)	100% (474)	100% (519)	100% (196)	100% (264)	100% (371)	100% (162)	100% (331)	100% (439)	100% (223)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very important	18%	13%	37%	30%	23%	16%	11%	13%	23%	15%	18%	18%
Somewhat important	38%	39%	32%	35%	31%	42%	53%	44%	37%	38%	37%	39%
Not too important	31%	34%	20%	23%	30%	31%	27%	37%	27%	34%	33%	28%
Not at all important	12%	13%	10%	8%	15%	10%	6%	6%	10%	11%	11%	14%
Not sure	2%	1%	–	5%	2%	2%	3%	–	3%	2%	1%	2%
Totals (Unweighted N)	100% (993)	100% (765)	100% (109)	100% (119)	100% (347)	100% (272)	100% (74)	100% (130)	100% (212)	100% (206)	100% (387)	100% (188)

10. Life items importance to respondents to – Having children

How important is each item below to you personally?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	45%	40%	49%	42%	44%	41%	57%	42%	42%	54%
Somewhat important	25%	27%	24%	22%	25%	28%	24%	27%	24%	27%
Not too important	14%	15%	12%	15%	17%	14%	7%	13%	16%	10%
Not at all important	14%	16%	12%	17%	12%	15%	12%	16%	15%	8%
Not sure	2%	2%	2%	4%	2%	2%	1%	2%	3%	1%
Totals (Unweighted N)	100% (990)	100% (473)	100% (517)	100% (196)	100% (263)	100% (370)	100% (161)	100% (331)	100% (436)	100% (223)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very important	45%	45%	48%	42%	45%	45%	41%	46%	45%	47%	44%	45%
Somewhat important	25%	25%	22%	33%	25%	25%	31%	24%	30%	25%	25%	24%
Not too important	14%	14%	13%	15%	18%	15%	8%	9%	11%	13%	16%	13%
Not at all important	14%	15%	12%	9%	10%	13%	17%	19%	11%	11%	14%	18%
Not sure	2%	2%	5%	2%	2%	2%	2%	1%	3%	4%	1%	1%
Totals (Unweighted N)	100% (990)	100% (762)	100% (109)	100% (119)	100% (348)	100% (271)	100% (74)	100% (129)	100% (212)	100% (206)	100% (383)	100% (189)

11. Life items importance to respondents to – Leading a religious life

How important is each item below to you personally?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	39%	33%	44%	33%	39%	38%	46%	38%	32%	52%
Somewhat important	22%	20%	24%	15%	20%	28%	24%	20%	23%	23%
Not too important	16%	17%	15%	15%	20%	12%	16%	14%	17%	16%
Not at all important	22%	27%	17%	34%	19%	21%	11%	27%	25%	8%
Not sure	2%	2%	1%	2%	2%	1%	3%	1%	2%	1%
Totals (Unweighted N)	100% (990)	100% (473)	100% (517)	100% (194)	100% (263)	100% (371)	100% (162)	100% (329)	100% (437)	100% (224)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very important	39%	32%	64%	53%	40%	38%	44%	39%	38%	33%	46%	33%
Somewhat important	22%	22%	22%	21%	21%	26%	21%	20%	23%	21%	23%	22%
Not too important	16%	18%	6%	13%	16%	15%	11%	15%	14%	19%	12%	19%
Not at all important	22%	27%	7%	10%	22%	19%	21%	26%	24%	23%	19%	24%
Not sure	2%	1%	1%	3%	1%	2%	2%	1%	1%	3%	0%	2%
Totals (Unweighted N)	100% (990)	100% (763)	100% (109)	100% (118)	100% (349)	100% (270)	100% (74)	100% (128)	100% (212)	100% (204)	100% (387)	100% (187)

12. Life items importance to respondents to – Having a successful career

How important is each item below to you personally?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	40%	44%	36%	56%	40%	30%	39%	44%	40%	33%
Somewhat important	42%	41%	43%	31%	40%	52%	40%	42%	42%	43%
Not too important	12%	11%	12%	7%	13%	13%	12%	8%	11%	16%
Not at all important	5%	3%	7%	4%	7%	4%	6%	4%	4%	7%
Not sure	1%	2%	1%	2%	1%	0%	3%	1%	2%	1%
Totals (Unweighted N)	100% (992)	100% (474)	100% (518)	100% (195)	100% (264)	100% (371)	100% (162)	100% (329)	100% (438)	100% (225)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very important	40%	34%	56%	54%	45%	30%	43%	34%	36%	40%	40%	42%
Somewhat important	42%	45%	35%	33%	37%	47%	41%	54%	48%	42%	40%	42%
Not too important	12%	13%	7%	7%	11%	14%	10%	9%	12%	10%	14%	9%
Not at all important	5%	6%	2%	3%	6%	8%	4%	3%	3%	6%	6%	5%
Not sure	1%	1%	–	3%	1%	1%	2%	–	1%	3%	0%	2%
Totals (Unweighted N)	100% (992)	100% (766)	100% (108)	100% (118)	100% (348)	100% (270)	100% (74)	100% (130)	100% (213)	100% (206)	100% (384)	100% (189)

13. Is respondent happy

Are you happy?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	73%	70%	76%	70%	66%	74%	87%	75%	67%	84%
No	16%	18%	14%	16%	22%	16%	5%	14%	20%	11%
Not sure	11%	12%	9%	13%	11%	10%	8%	11%	13%	5%
Totals (Unweighted N)	100% (999)	100% (479)	100% (520)	100% (198)	100% (266)	100% (371)	100% (164)	100% (333)	100% (440)	100% (226)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	73%	73%	74%	73%	66%	73%	83%	87%	73%	71%	72%	78%
No	16%	16%	17%	15%	22%	17%	8%	4%	17%	19%	17%	11%
Not sure	11%	11%	10%	13%	11%	10%	9%	9%	10%	10%	12%	10%
Totals (Unweighted N)	100% (999)	100% (767)	100% (112)	100% (120)	100% (353)	100% (273)	100% (74)	100% (130)	100% (214)	100% (206)	100% (389)	100% (190)

14. Other people more happy

Do you think most of the people you personally know are happier or less happy than you are, or do you think they are about as happy as you are?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
They are happier than I am	18%	20%	15%	22%	26%	14%	5%	19%	20%	10%
They are about as happy as I am	50%	47%	53%	45%	40%	55%	62%	49%	47%	57%
They are less happy than I am	16%	17%	16%	12%	22%	14%	19%	16%	14%	21%
Not sure	16%	16%	16%	21%	12%	16%	13%	15%	18%	12%
Totals (Unweighted N)	100% (999)	100% (478)	100% (521)	100% (198)	100% (265)	100% (372)	100% (164)	100% (333)	100% (440)	100% (226)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
They are happier than I am	18%	16%	25%	21%	25%	15%	12%	7%	18%	19%	17%	18%
They are about as happy as I am	50%	51%	43%	49%	44%	53%	54%	62%	51%	51%	51%	46%
They are less happy than I am	16%	16%	17%	16%	16%	18%	16%	19%	17%	17%	16%	17%
Not sure	16%	16%	14%	14%	15%	14%	18%	13%	14%	13%	16%	20%
Totals (Unweighted N)	100% (999)	100% (767)	100% (112)	100% (120)	100% (353)	100% (273)	100% (74)	100% (130)	100% (214)	100% (206)	100% (390)	100% (189)