



CBS NEWS POLL
For Release: May 8, 2011
9:00 AM (EDT)

Happiness
 April 28-May 1, 2011

According to a recent CBS News poll conducted at the end of April, Americans think of themselves as generally happy. 48% of Americans say they are very happy, while another 43% say they are fairly happy. Just 9% of Americans say they are not too happy.

How Happy Are You?

Very happy 48%
 Fairly happy 43
 Not too happy 9

Gallup has been asking this question since 1946, and large majorities of Americans have consistently said they were at least fairly happy over the years – though the percentage that has said they were very happy has fluctuated somewhat. The level of happiness among Americans today is nearly identical to that recorded sixty years ago in 1952.

How Happy Are You?

Gallup Trends:

	Now	12/2008	2/1991	4/1973	11/1952	4/1946
Very happy	48%	45%	44%	57%	47%	39%
Fairly happy	43	46	45	43	43	51
Not too happy	9	8	10	3	8	9

When asked to pick the most important factor in determining how happy one is in life, most Americans pick being close with their family, particularly those who say they are very happy. About a quarter of Americans pick having good health, while very few pick a rewarding career, the place where they live, or having a lot of money.

Most Important Factor in a Happy Life

	Total	Very happy
Family	56%	64%
Health	27	26
Career	6	2
Where you live	6	3
Money	3	2

But in spite of how they rate its importance, wealthier Americans do seem to be happier overall. 98% of Americans making over \$100,000 a year describe themselves as at least somewhat happy, including 56% who say they are very happy. Just 38% of Americans making under \$30,000 a year say they are very happy, while 17% say they are not too happy.

How Happy Are You?

	Total	Under \$30K	\$30K-\$50K	\$50K-\$100K	Over \$100K
Very happy	48%	38%	36%	59%	56%
Fairly happy	43	43	59	34	42
Not too happy	9	17	5	7	1

And though just 6% of Americans pick the area where they live as most important in determining how happy they are, Americans who live in the South are more likely to say they are very happy than Americans living elsewhere.

	How Happy Are You?				
	Total	Northeast	Midwest	South	West
Very happy	48%	45%	45%	52%	46%
Fairly happy	43	46	43	38	47
Not too happy	9	9	11	9	8

This poll was conducted by telephone on April 28- May 1, 2011 among 848 adults nationwide. Phone numbers were dialed from samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

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q24 Generally speaking, how happy would you say you are -- very happy, fairly happy, or not too happy?

	Total	Northeast	Midwest	South	West
	%	%	%	%	%
Very happy	48	45	45	52	46
Fairly happy	43	46	43	38	47
Not too happy	9	9	11	9	8
DK/NA	0	0	1	1	0

q25 If you had to say, which one of the following things do you think is most important in determining how happy you are in life. 1. A rewarding career, 2. Being close with your family, 3. Having good health, 4. Having a lot of money, or 5. The area where you live?

Career	6	7	2	5	12
Family	56	54	64	54	51
Health	27	27	21	31	27
Money	3	6	4	2	1
Where you live	6	4	8	5	6
DK/NA	2	2	1	3	3

Total Respondents UNWEIGHTED
848