

What Makes Americans Happy?

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Their Love Lives and Families, but Money and Work--Not So Much

CINCINNATI--(BUSINESS WIRE)--July 18, 2006--The "America Says" Survey issued for Summer, 2006 documents what a happy bunch Americans are: 77 percent are either extremely or somewhat happy in general, and their major sources of happiness are their love lives and their immediate families. Nearly 60 percent say their love lives make them either extremely or somewhat happy while only seven percent say they are extremely unhappy with their love lives.

Eighty percent of Americans are either extremely or somewhat happy with their immediate family relationships. Merely two percent are extremely unhappy with their immediate family. A graphical summary of the results is available at <http://www.directionsresearch.com/files/AmericaSaysResults20064.pdf>

Directions Research (www.directionsresearch.com) regularly conducts "America Says" surveys. It based its findings about happiness on 1,071 randomly selected Americans over the age of 18 with data collection by Greenfield Online (www.greenfield.com).

Other highlights from the survey included:

Forty percent of Americans said their careers make them either extremely or somewhat happy.

Relatively few said they are extremely happy with their co-workers (15 percent) and their current financial position (nine percent).

On the other hand, similar high percentages of Americans say they are either extremely or somewhat happy with their homes (63 percent), their cars (62 percent) and their outlook for the future (58 percent).

What makes Americans unhappy? The survey found the greatest dissatisfaction with Federal and local governments. Only 20 percent said they are extremely or somewhat happy with the Federal government while slightly more are happy with local government.

The questions in the "America Says" survey are also used for ongoing trivia contests in which marketing professionals try to anticipate what Americans will say regarding issues and attitudes. The winner comes closest to predicting the actual survey percentage.

One of the fastest growing full-service, custom research companies in the country, the Cincinnati-based Directions Research, Inc. ranks 23 on the American Marketing Association's "Honomichl 50" list of top marketing research companies.

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