

OUTLOOK & GENERAL ATTITUDES

| Which of the following statements comes closest to your view? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | \$50 | \$ 75-149 | \$ 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|------|-----------|---------|
| I am generally satisfied and happy with my life | 44 | 44 | 44 | 46 | 41 | 41 | 36 | 47 | 54 | 48 | 46 | 62 | 45 | 40 | 39 | 37 | 53 | 65 |
| I am somewhat satisfied with my life | 30 | 29 | 31 | 28 | 32 | 33 | 28 | 33 | 25 | 30 | 34 | 30 | 30 | 32 | 27 | 28 | 32 | 23 |
| My life is okay but I don't think about it much | 12 | 13 | 12 | 14 | 14 | 12 | 15 | 8 | 12 | 12 | 10 | 6 | 11 | 13 | 20 | 16 | 8 | 7 |
| I am somewhat dissatisfied with my life | 10 | 9 | 10 | 8 | 7 | 9 | 15 | 9 | 8 | 8 | 6 | 1 | 10 | 10 | 10 | 14 | 4 | 2 |
| I am often very dissatisfied with my life | 4 | 5 | 4 | 4 | 6 | 6 | 7 | 3 | 1 | 3 | 4 | 1 | 4 | 4 | 5 | 6 | 3 | 3 |

| In terms of job/career/financial situation, I feel: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | \$50 | \$ 75-149 | \$ 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|------|-----------|---------|
| Very successful | 15 | 18 | 13 | 9 | 13 | 15 | 10 | 17 | 28 | 17 | 17 | 34 | 16 | 15 | 14 | 9 | 24 | 39 |
| Somewhat successful | 51 | 53 | 49 | 52 | 51 | 48 | 48 | 54 | 56 | 54 | 63 | 61 | 53 | 46 | 44 | 45 | 60 | 53 |
| Not very successful | 25 | 22 | 29 | 32 | 27 | 27 | 30 | 24 | 13 | 23 | 17 | 3 | 24 | 29 | 29 | 34 | 12 | 4 |
| Very unsuccessful | 8 | 7 | 9 | 7 | 9 | 11 | 11 | 5 | 3 | 6 | 3 | 2 | 7 | 9 | 13 | 12 | 4 | 4 |

| In terms of my personal and family life, I feel: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | \$50 | \$ 75-149 | \$ 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|------|-----------|---------|
| Very satisfied | 41 | 41 | 41 | 34 | 38 | 39 | 36 | 43 | 54 | 47 | 43 | 55 | 43 | 37 | 42 | 35 | 50 | 51 |
| Somewhat satisfied | 44 | 43 | 44 | 53 | 46 | 46 | 42 | 46 | 34 | 41 | 47 | 42 | 43 | 47 | 43 | 44 | 41 | 43 |
| Somewhat dissatisfied | 12 | 12 | 12 | 9 | 12 | 12 | 16 | 10 | 12 | 10 | 9 | 3 | 12 | 13 | 9 | 17 | 7 | 3 |
| Very dissatisfied | 3 | 3 | 3 | 4 | 4 | 3 | 6 | 1 | 1 | 2 | 2 | 1 | 2 | 3 | 5 | 5 | 2 | 3 |

| Which statement most applies to you? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | \$50 | \$ 75-149 | \$ 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|------|-----------|---------|
| I feel more grateful for what I have in my life than I did 3 or 4 years ago | 51 | 45 | 56 | 56 | 57 | 54 | 43 | 52 | 43 | 52 | 53 | 55 | 51 | 52 | 49 | 50 | 52 | 51 |
| I feel about the same gratitude as 3 or 4 years ago | 37 | 41 | 33 | 31 | 31 | 31 | 42 | 37 | 46 | 36 | 36 | 39 | 37 | 37 | 35 | 35 | 37 | 44 |
| I feel less grateful for what I have in my life than I did 3 or 4 years ago | 13 | 14 | 11 | 12 | 12 | 15 | 15 | 11 | 11 | 12 | 12 | 6 | 12 | 11 | 15 | 15 | 11 | 5 |

| Which of the following statements best describes you? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| I express gratitude on a regular basis for all that I have | 48 | 44 | 52 | 35 | 41 | 50 | 48 | 52 | 57 | 53 | 47 | 52 | 48 | 60 | 46 | 49 | 46 | 52 |
| I sometimes express gratitude | 40 | 43 | 38 | 52 | 48 | 37 | 39 | 38 | 34 | 38 | 43 | 41 | 41 | 31 | 42 | 37 | 47 | 37 |
| I find it hard to be grateful because things are not as good as they should be | 10 | 11 | 9 | 11 | 10 | 12 | 12 | 8 | 8 | 9 | 9 | 5 | 10 | 8 | 10 | 12 | 6 | 10 |
| I am not grateful for what I have because I don't feel I have enough to be grateful for | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| I think that gratitude is unnecessary | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 |

| What reasons do you have for expressing gratitude? Please select all that apply. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| It makes me feel good | 60 | 56 | 64 | 63 | 65 | 58 | 58 | 60 | 56 | 60 | 62 | 62 | 60 | 60 | 57 | 57 | 61 | 62 |
| It makes other people feel good | 57 | 56 | 58 | 62 | 60 | 57 | 55 | 58 | 52 | 56 | 59 | 63 | 60 | 50 | 47 | 52 | 60 | 61 |
| It makes the world a better place | 44 | 40 | 49 | 48 | 46 | 40 | 48 | 45 | 40 | 45 | 45 | 50 | 46 | 40 | 40 | 43 | 45 | 52 |
| I do it as an expression of love for God/the universe/a higher power. | 44 | 40 | 48 | 36 | 39 | 44 | 47 | 47 | 47 | 46 | 41 | 39 | 43 | 63 | 41 | 46 | 41 | 37 |
| It will encourage people to be kind or generous to me | 26 | 24 | 29 | 40 | 33 | 28 | 25 | 20 | 15 | 25 | 28 | 31 | 25 | 25 | 28 | 25 | 28 | 35 |
| Other people will be nicer to me if I am appreciative | 24 | 22 | 25 | 35 | 25 | 28 | 24 | 17 | 15 | 23 | 25 | 24 | 24 | 18 | 23 | 22 | 28 | 28 |

| When you think about your own parents, which is closest to how you feel? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| I'm grateful for all my parents did for me and I express it often | 37 | 36 | 38 | 32 | 32 | 37 | 38 | 39 | 45 | 40 | 38 | 39 | 37 | 44 | 38 | 38 | 35 | 31 |
| I'm grateful to my parents and I show it by being kind to them or being a good person | 35 | 34 | 37 | 45 | 39 | 39 | 34 | 35 | 23 | 34 | 38 | 37 | 35 | 35 | 32 | 36 | 34 | 44 |
| I appreciate my parents' help, but I like to think I succeeded on my own | 14 | 17 | 12 | 13 | 16 | 10 | 12 | 16 | 20 | 13 | 13 | 14 | 15 | 10 | 12 | 13 | 19 | 14 |
| My parents tried hard but I wish they had done more for me | 6 | 5 | 7 | 4 | 7 | 7 | 9 | 4 | 3 | 6 | 5 | 5 | 6 | 6 | 10 | 6 | 6 | 3 |
| My parents did what parents should--so I don't need to be grateful | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |
| My parents didn't do much that would make me grateful | 6 | 6 | 6 | 5 | 6 | 7 | 6 | 5 | 6 | 6 | 6 | 4 | 6 | 4 | 7 | 7 | 4 | 6 |

| For each of the following statements, please indicate how much you agree or disagree; <i>Showing Strongly agree/Strongly + Somewhat agree</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infintl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I have so much in life to be thankful for. | 57/ 92 | 50/ 91 | 64/ 94 | 57/ 95 | 56/ 93 | 58/ 93 | 54/ 87 | 58/ 93 | 61/ 96 | 62/ 95 | 57/ 93 | 67/ 98 | 56/ 93 | 71/ 99 | 60/ 86 | 55/ 91 | 61/ 95 | 65/ 95 |
| As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.' | 56/ 94 | 51/ 92 | 60/ 95 | 53/ 93 | 53/ 92 | 52/ 91 | 56/ 93 | 55/ 96 | 64/ 97 | 60/ 95 | 55/ 94 | 60/ 96 | 54/ 94 | 68/ 94 | 59/ 91 | 56/ 93 | 55/ 94 | 56/ 94 |
| I am grateful to a wide variety of people. | 44/ 88 | 40/ 86 | 48/ 90 | 43/ 89 | 43/ 87 | 45/ 87 | 42/ 87 | 47/ 88 | 46/ 90 | 47/ 90 | 44/ 90 | 50/ 93 | 43/ 87 | 55/ 91 | 45/ 88 | 44/ 86 | 44/ 89 | 49/ 92 |
| Long amounts of time can go by before I feel grateful to something or someone. | 8/ 27 | 9/ 31 | 7/ 23 | 11/ 34 | 13/ 39 | 10/ 33 | 8/ 27 | 3 /17 | 4/ 15 | 7/ 25 | 9/ 28 | 8/ 26 | 6/ 24 | 10/ 26 | 17/ 42 | 8/ 26 | 9/ 28 | 10/ 32 |
| I think gratitude is unnecessary and overrated | 4/ 11 | 5/ 14 | 4/ 9 | 7/15 | 8/19 | 6/14 | 3/9 | 0/5 | 3/8 | 4/11 | 4/12 | 6/12 | 4/ 10 | 4 /10 | 8/ 19 | 4/10 | 4/13 | 9/17 |

| For each of the following statements, please indicate how much you agree or disagree; <i>Showing Strongly agree / Strongly + Somewhat agree</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infintl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|--------|---------|-------|-------|----------|-------|--------|-------|
| People who are grateful are more fulfilled | 54/94 | 49/93 | 59/96 | 49/92 | 55/94 | 55/94 | 55/93 | 55/96 | 53/96 | 56/95 | 56/95 | 61/95 | 53/95 | 59/93 | 57/96 | 53/95 | 57/95 | 58/93 |
| A sense of gratitude helps people lead a richer life | 52/94 | 45/93 | 59/95 | 49/90 | 51/93 | 51/91 | 51/94 | 55/95 | 53/98 | 54/95 | 52/94 | 54/97 | 51/94 | 60/94 | 57/94 | 51/93 | 52/95 | 54/94 |
| Grateful people are more likely to have friends | 47/93 | 44/92 | 49/92 | 46/92 | 47/95 | 45/89 | 45/90 | 47/92 | 49/95 | 48/93 | 48/92 | 51/95 | 45/92 | 54/89 | 50/94 | 46/92 | 48/93 | 47/93 |
| The best way to express gratitude is to pay it forward | 39/84 | 35/82 | 44/87 | 30/84 | 43/89 | 40/89 | 40/84 | 40/84 | 41/78 | 41/85 | 39/85 | 39/87 | 39/84 | 40/81 | 40/86 | 41/84 | 39/87 | 41/89 |
| Gratitude helps people succeed because nobody gets to the top on their own | 38/85 | 36/85 | 39/85 | 42/86 | 42/86 | 37/81 | 34/85 | 34/85 | 39/88 | 37/84 | 42/86 | 48/87 | 35/84 | 56/91 | 41/82 | 38/84 | 37/86 | 48/85 |

| A sense of gratitude helps people lead a richer life : How often do you feel the following? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Always | 41 | 38 | 44 | 35 | 37 | 39 | 40 | 44 | 49 | 44 | 41 | 42 | 41 | 47 | 45 | 41 | 42 | 43 |
| Often | 38 | 37 | 38 | 47 | 43 | 38 | 34 | 35 | 33 | 36 | 39 | 42 | 37 | 35 | 37 | 36 | 40 | 41 |
| Sometimes | 19 | 22 | 16 | 15 | 18 | 21 | 25 | 18 | 15 | 18 | 18 | 14 | 20 | 17 | 16 | 22 | 14 | 15 |
| Never | 2 | 3 | 2 | 4 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 4 | 1 |

| People who are grateful are more fulfilled : How often do you feel the following? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Always | 40 | 36 | 44 | 38 | 37 | 39 | 40 | 40 | 46 | 43 | 41 | 41 | 39 | 48 | 47 | 40 | 42 | 44 |
| Often | 41 | 42 | 40 | 42 | 44 | 41 | 37 | 42 | 40 | 41 | 42 | 45 | 41 | 37 | 37 | 38 | 44 | 43 |
| Sometimes | 17 | 20 | 14 | 18 | 17 | 18 | 21 | 16 | 10 | 13 | 15 | 13 | 17 | 14 | 15 | 20 | 11 | 13 |
| Never | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 3 | 1 |

| Grateful people are more likely to have friends : How often do you feel the following? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Always | 36 | 35 | 37 | 34 | 34 | 33 | 32 | 40 | 41 | 38 | 37 | 39 | 35 | 40 | 43 | 34 | 38 | 41 |
| Often | 40 | 40 | 40 | 46 | 42 | 39 | 41 | 36 | 39 | 40 | 43 | 46 | 40 | 39 | 34 | 39 | 42 | 45 |
| Sometimes | 21 | 22 | 21 | 17 | 22 | 24 | 26 | 20 | 17 | 20 | 18 | 12 | 22 | 19 | 21 | 24 | 17 | 12 |
| Never | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 |

| Gratitude helps people succeed because nobody gets to the top on their own : How often do you feel the following? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Always | 27 | 25 | 29 | 31 | 29 | 25 | 25 | 26 | 27 | 26 | 30 | 31 | 24 | 43 | 34 | 26 | 28 | 34 |
| Often | 39 | 40 | 38 | 40 | 40 | 39 | 38 | 37 | 40 | 38 | 42 | 49 | 39 | 36 | 32 | 37 | 41 | 46 |
| Sometimes | 29 | 29 | 29 | 26 | 26 | 31 | 32 | 30 | 28 | 29 | 25 | 16 | 31 | 18 | 28 | 31 | 26 | 18 |
| Never | 5 | 6 | 5 | 3 | 5 | 5 | 5 | 8 | 5 | 6 | 4 | 4 | 6 | 3 | 6 | 6 | 6 | 3 |

| The best way to express gratitude is to pay it forward : How often do you feel the following? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Always | 32 | 29 | 35 | 29 | 31 | 30 | 33 | 38 | 31 | 33 | 32 | 30 | 32 | 33 | 38 | 33 | 31 | 37 |
| Often | 37 | 36 | 38 | 41 | 42 | 42 | 33 | 31 | 34 | 38 | 40 | 45 | 37 | 34 | 29 | 33 | 42 | 41 |
| Sometimes | 25 | 27 | 23 | 26 | 22 | 24 | 29 | 24 | 24 | 23 | 23 | 19 | 26 | 22 | 27 | 27 | 22 | 19 |
| Never | 6 | 8 | 5 | 4 | 5 | 4 | 5 | 7 | 11 | 6 | 5 | 6 | 6 | 11 | 6 | 7 | 6 | 3 |

| How grateful are you for each of the following people or experiences?; <i>Showing extremely grateful / extremely + moderately grateful</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|--------|---------|-------|-------|----------|-------|--------|-------|
| Your immediate family, including spouse, children, and parents' | 71/90 | 66/87 | 76/93 | 63/92 | 65/86 | 71/88 | 71/90 | 76/93 | 77/91 | 77/93 | 71/90 | 79/94 | 72/90 | 76/90 | 75/96 | 70/89 | 71/91 | 70/85 |
| The freedoms you enjoy in this country | 67/89 | 67/90 | 68/89 | 52/80 | 56/84 | 63/87 | 69/92 | 74/91 | 84/98 | 72/92 | 66/91 | 65/90 | 67/89 | 73/92 | 68/87 | 66/88 | 68/91 | 59/84 |
| The fact that you live in America | 65/87 | 64/86 | 65/87 | 44/78 | 46/80 | 61/86 | 70/87 | 76/93 | 84/95 | 72/91 | 60/88 | 57/89 | 66/87 | 66/90 | 61/89 | 66/87 | 66/90 | 46/82 |
| Good Health | 64/85 | 61/82 | 67/88 | 60/86 | 60/86 | 62/86 | 61/80 | 69/85 | 70/87 | 67/87 | 65/89 | 79/93 | 64/85 | 78/92 | 62/87 | 59/81 | 71/89 | 75/94 |
| Your closest friends | 58/87 | 54/86 | 62/87 | 64/86 | 49/86 | 53/82 | 58/86 | 61/88 | 62/91 | 59/87 | 58/90 | 61/94 | 59/87 | 59/84 | 53/84 | 57/83 | 57/89 | 63/90 |
| The ability to practice your religion | 55/73 | 51/72 | 60/76 | 45/69 | 45/68 | 52/68 | 56/77 | 57/76 | 73/83 | 61/78 | 52/72 | 53/73 | 55/72 | 73/84 | 62/84 | 59/74 | 48/70 | 65/84 |
| Your right to vote | 54/81 | 54/79 | 54/82 | 35/68 | 41/76 | 47/71 | 60/87 | 64/88 | 72/91 | 58/84 | 50/81 | 55/80 | 53/80 | 63/84 | 67/84 | 55/78 | 50/82 | 57/88 |
| The education you have received | 50/82 | 46/82 | 54/83 | 59/87 | 42/78 | 43/78 | 43/79 | 53/81 | 63/91 | 53/84 | 49/83 | 55/86 | 49/82 | 58/88 | 60/84 | 49/79 | 50/84 | 64/97 |
| The treatments available from modern medicine | 48/82 | 45/81 | 51/83 | 50/85 | 40/77 | 41/76 | 45/79 | 46/85 | 66/91 | 52/83 | 45/83 | 49/85 | 48/83 | 59/83 | 45/76 | 46/79 | 49/86 | 54/88 |
| Modern technology | 41/80 | 43/80 | 40/80 | 47/82 | 42/82 | 39/75 | 40/80 | 40/81 | 41/81 | 41/81 | 43/80 | 48/85 | 40/79 | 44/87 | 45/83 | 42/78 | 41/84 | 54/87 |
| Your current job, whether full-time, part-time, or at-home' | 39/67 | 35/64 | 42/69 | 37/68 | 44/72 | 42/69 | 38/67 | 41/72 | 31/55 | 43/71 | 47/84 | 58/94 | 38/66 | 43/67 | 41/72 | 33/59 | 45/79 | 62/88 |

TRENDS

| Would you say that most people today are... | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Less likely to have an attitude of gratitude than 10 or 20 years ago | 59 | 58 | 61 | 57 | 59 | 53 | 61 | 62 | 63 | 59 | 57 | 48 | 62 | 55 | 39 | 60 | 59 | 46 |
| More likely to have an attitude of gratitude than 10 or 20 years ago | 16 | 17 | 16 | 22 | 16 | 22 | 14 | 14 | 11 | 18 | 20 | 26 | 14 | 26 | 27 | 15 | 19 | 21 |
| About the same | 25 | 26 | 24 | 21 | 25 | 25 | 25 | 25 | 26 | 23 | 23 | 26 | 24 | 19 | 34 | 26 | 22 | 33 |

| Would you say that you personally are... | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| More likely to feel grateful than 10 years ago | 58 | 54 | 62 | 64 | 61 | 55 | 57 | 60 | 56 | 61 | 59 | 62 | 58 | 63 | 59 | 57 | 60 | 62 |
| Less likely to feel grateful than 10 years ago | 12 | 14 | 11 | 15 | 11 | 15 | 15 | 10 | 8 | 11 | 13 | 9 | 12 | 10 | 14 | 12 | 12 | 8 |
| About the same | 30 | 32 | 27 | 21 | 29 | 31 | 29 | 30 | 36 | 28 | 28 | 29 | 30 | 27 | 27 | 30 | 28 | 31 |

| How often do you think about what you should be grateful for? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Daily | 51 | 47 | 55 | 40 | 48 | 53 | 52 | 55 | 53 | 56 | 51 | 57 | 50 | 67 | 49 | 53 | 50 | 49 |
| A couple of times a week | 26 | 26 | 26 | 33 | 26 | 24 | 22 | 25 | 27 | 24 | 25 | 22 | 26 | 20 | 24 | 24 | 26 | 29 |
| Weekly | 10 | 11 | 9 | 12 | 11 | 9 | 14 | 7 | 8 | 9 | 13 | 15 | 10 | 5 | 13 | 8 | 12 | 14 |
| Monthly | 6 | 7 | 4 | 8 | 9 | 7 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 6 | 7 | 4 |
| Couple times a year | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 6 | 3 | 3 | 0 | 4 | 3 | 5 | 4 | 3 | 0 |
| Once a year | 1 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 |
| Almost never | 3 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | 4 | 2 | 2 |

| Does it take something different or out of the ordinary to make you think about what you should be grateful for, or does it just happen naturally? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| It just happens naturally | 80 | 77 | 83 | 73 | 77 | 78 | 82 | 86 | 83 | 82 | 81 | 82 | 81 | 85 | 77 | 80 | 80 | 82 |
| It takes something different or out of the ordinary | 20 | 23 | 17 | 27 | 23 | 22 | 18 | 14 | 17 | 18 | 19 | 18 | 19 | 15 | 23 | 20 | 20 | 18 |

| Which of the following statements apply to you? Please select all that apply. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| I am grateful when something unexpectedly good happens | 69 | 66 | 72 | 78 | 66 | 68 | 65 | 70 | 68 | 67 | 67 | 67 | 70 | 65 | 63 | 69 | 67 | 69 |
| I am regularly grateful for my children and family | 62 | 56 | 68 | 57 | 59 | 63 | 60 | 59 | 70 | 75 | 60 | 63 | 63 | 63 | 61 | 58 | 65 | 60 |
| I am regularly grateful to God | 52 | 48 | 57 | 41 | 47 | 50 | 58 | 53 | 60 | 56 | 48 | 44 | 51 | 71 | 52 | 55 | 48 | 43 |
| I try to stop and feel gratitude every day for something simple like a sunset, a flower, or the smell of coffee | 49 | 45 | 54 | 48 | 39 | 44 | 51 | 53 | 60 | 51 | 45 | 43 | 50 | 52 | 40 | 52 | 45 | 50 |
| It takes something out of the ordinary for me to feel gratitude | 16 | 19 | 13 | 27 | 21 | 17 | 17 | 11 | 9 | 14 | 16 | 16 | 15 | 14 | 15 | 17 | 18 | 9 |

| Sometimes a personal experience can inspire people to stop, reassess, and feel more grateful for what they have in life. Thinking about the past year, tell us which of the following occurred. Please select all that apply. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| A positive event (like a new job, new relationship, birth of a child) made me feel grateful | 47 | 45 | 48 | 64 | 57 | 47 | 39 | 46 | 35 | 47 | 54 | 56 | 45 | 51 | 46 | 43 | 52 | 55 |
| A negative event (like death of a loved one, job loss) made me appreciate what I already have | 40 | 37 | 43 | 43 | 40 | 44 | 36 | 38 | 41 | 41 | 37 | 37 | 41 | 39 | 40 | 39 | 38 | 36 |
| An inspirational book, TV show or positive conversation helped me become more grateful | 31 | 28 | 35 | 44 | 35 | 29 | 28 | 28 | 30 | 31 | 29 | 33 | 29 | 44 | 36 | 32 | 34 | 37 |
| A religious holiday or event or sermon helped me become more grateful | 27 | 25 | 28 | 26 | 28 | 28 | 21 | 27 | 31 | 29 | 27 | 24 | 25 | 39 | 26 | 25 | 28 | 24 |
| A negative event made me feel that life is bad and I don't have much to be grateful for | 13 | 12 | 13 | 18 | 16 | 15 | 15 | 8 | 5 | 11 | 13 | 15 | 12 | 10 | 12 | 12 | 13 | 17 |
| Other | 4 | 3 | 4 | 2 | 1 | 4 | 6 | 6 | 4 | 3 | 3 | 5 | 4 | 4 | 2 | 4 | 5 | 3 |
| None of the above | 20 | 23 | 18 | 11 | 15 | 19 | 23 | 25 | 26 | 20 | 20 | 17 | 22 | 14 | 18 | 21 | 20 | 13 |

GRATITUDE INDEX

| Which describes your situation over the last few years? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| I have started to feel more gratitude | 53 | 49 | 56 | 63 | 55 | 50 | 49 | 53 | 50 | 55 | 51 | 52 | 53 | 57 | 53 | 52 | 52 | 53 |
| I have started to feel less gratitude | 9 | 11 | 8 | 13 | 11 | 10 | 13 | 8 | 4 | 7 | 8 | 4 | 9 | 9 | 12 | 11 | 7 | 7 |
| I feel the same level of gratitude | 38 | 40 | 35 | 24 | 34 | 40 | 38 | 39 | 46 | 38 | 40 | 44 | 38 | 34 | 35 | 36 | 41 | 39 |

| Which describes how people have treated you over the last few years? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| They have expressed more gratitude to me | 27 | 27 | 26 | 29 | 27 | 25 | 23 | 27 | 30 | 28 | 26 | 29 | 26 | 34 | 23 | 26 | 28 | 29 |
| They have expressed less gratitude to me | 15 | 14 | 15 | 18 | 17 | 19 | 17 | 12 | 7 | 14 | 12 | 8 | 14 | 18 | 18 | 17 | 12 | 9 |
| The expressions of gratitude have remained about the same | 59 | 59 | 59 | 54 | 56 | 57 | 60 | 61 | 63 | 59 | 62 | 63 | 60 | 48 | 60 | 58 | 60 | 62 |

| Which best describes you? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Most of what I've achieved in life has been through my own hard work | 28 | 32 | 25 | 23 | 30 | 32 | 28 | 31 | 24 | 30 | 37 | 40 | 28 | 25 | 35 | 25 | 35 | 35 |
| Most of what I've achieved in life has been with the help of others | 17 | 17 | 16 | 27 | 19 | 15 | 15 | 14 | 12 | 16 | 16 | 21 | 15 | 24 | 20 | 15 | 19 | 23 |
| What I've achieved has been a mix of my own hard work and the help of others | 47 | 43 | 52 | 39 | 42 | 43 | 47 | 49 | 62 | 48 | 43 | 38 | 49 | 45 | 33 | 49 | 42 | 39 |
| I don't really feel I've achieved much in my life yet | 8 | 8 | 7 | 10 | 9 | 10 | 11 | 5 | 2 | 6 | 4 | 1 | 7 | 5 | 12 | 11 | 4 | 3 |

EXPRESSING GRATITUDE

| How often do you express thanks or gratitude to the following; <i>Showing One or more times a day / Several times a week</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|--------|---------|-------|-------|----------|-------|--------|-------|
| Spouse/partner | 49/38 | 50/38 | 47/39 | 51/31 | 46/41 | 44/41 | 48/40 | 51/36 | 53/34 | 51/36 | 47/42 | 50/44 | 49/38 | 49/33 | 46/41 | 51/34 | 49/41 | 46/42 |
| God | 42/22 | 39/21 | 44/22 | 28/23 | 37/24 | 44/18 | 44/22 | 42/20 | 49/23 | 46/22 | 38/23 | 34/26 | 38/23 | 72/15 | 44/22 | 45/20 | 36/24 | 34/21 |
| Your children | 37/36 | 31/35 | 42/37 | 47/37 | 54/33 | 50/31 | 37/41 | 25/40 | 21/35 | 37/36 | 39/40 | 39/45 | 34/37 | 47/40 | 55/30 | 38/35 | 34/37 | 48/40 |
| Your parents | 20/29 | 18/28 | 22/30 | 28/40 | 21/33 | 21/35 | 21/26 | 14/29 | 18/16 | 20/29 | 18/34 | 17/35 | 18/29 | 33/29 | 28/37 | 21/27 | 18/31 | 18/38 |
| Your close friends or acquaintances | 15/39 | 15/37 | 15/42 | 20/46 | 13/39 | 15/40 | 16/36 | 13/40 | 14/37 | 14/41 | 14/42 | 14/50 | 14/39 | 19/40 | 19/41 | 16/38 | 13/41 | 20/48 |
| Colleagues at work | 10/30 | 10/32 | 11/28 | 12/31 | 10/33 | 13/33 | 11/32 | 7/31 | 9/20 | 10/31 | 13/44 | 13/53 | 10/30 | 12/26 | 11/30 | 10/24 | 12/37 | 15/49 |
| Your boss or employer | 7/20 | 8/19 | 6/21 | 8/28 | 7/27 | 11/16 | 5/20 | 6/17 | 5/15 | 7/21 | 9/25 | 9/30 | 7/19 | 8/22 | 10/19 | 7/17 | 9/23 | 8/28 |

| How likely are you to express your appreciation to the following people you meet in everyday situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 38 | 33 | 44 | 29 | 37 | 41 | 38 | 41 | 41 | 41 | 36 | 32 | 38 | 46 | 42 | 41 | 33 | 42 |
| Somewhat likely | 47 | 50 | 44 | 47 | 46 | 45 | 49 | 45 | 47 | 47 | 48 | 53 | 47 | 44 | 41 | 45 | 53 | 47 |
| Not very likely | 13 | 16 | 10 | 20 | 14 | 12 | 12 | 11 | 11 | 11 | 14 | 13 | 14 | 8 | 12 | 11 | 13 | 9 |
| Unlikely | 2 | 2 | 2 | 4 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 3 | 4 | 3 | 1 | 2 |

| The salesperson who who helps you at a department store : How likely are you to express your appreciation to the following people you meet in everyday situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 47 | 41 | 53 | 38 | 42 | 48 | 48 | 49 | 55 | 50 | 43 | 44 | 47 | 54 | 51 | 50 | 44 | 52 |
| Somewhat likely | 44 | 48 | 41 | 50 | 46 | 43 | 44 | 46 | 39 | 43 | 49 | 49 | 45 | 39 | 34 | 42 | 48 | 41 |
| Not very likely | 7 | 9 | 5 | 11 | 9 | 7 | 7 | 3 | 5 | 5 | 6 | 6 | 7 | 6 | 13 | 7 | 6 | 6 |
| Unlikely | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 1 | 1 |

| The TSA screener at the airport who checks your bag : How likely are you to express your appreciation to the following people you meet in everyday situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 22 | 19 | 25 | 15 | 20 | 25 | 24 | 21 | 23 | 24 | 20 | 20 | 20 | 33 | 31 | 23 | 20 | 35 |
| Somewhat likely | 36 | 32 | 39 | 37 | 38 | 36 | 32 | 36 | 37 | 38 | 36 | 43 | 35 | 34 | 33 | 37 | 36 | 39 |
| Not very likely | 28 | 31 | 25 | 30 | 29 | 27 | 28 | 29 | 27 | 26 | 30 | 24 | 29 | 23 | 24 | 23 | 34 | 15 |
| Unlikely | 14 | 17 | 11 | 17 | 13 | 12 | 16 | 14 | 14 | 12 | 13 | 13 | 15 | 10 | 12 | 17 | 10 | 11 |

| The postman who regularly delivers your mail : How likely are you to express your appreciation to the following people you meet in everyday situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 39 | 35 | 42 | 32 | 34 | 37 | 42 | 43 | 43 | 42 | 35 | 39 | 37 | 45 | 44 | 39 | 35 | 54 |
| Somewhat likely | 41 | 43 | 39 | 40 | 40 | 43 | 40 | 41 | 42 | 41 | 44 | 43 | 42 | 39 | 35 | 40 | 45 | 37 |
| Not very likely | 16 | 17 | 15 | 22 | 21 | 16 | 15 | 12 | 14 | 14 | 18 | 13 | 17 | 14 | 16 | 17 | 16 | 7 |
| Unlikely | 4 | 4 | 3 | 7 | 5 | 4 | 3 | 4 | 1 | 3 | 3 | 5 | 4 | 2 | 6 | 4 | 4 | 2 |

| The cleaning staff in your office building or an attendant in a public restroom : How likely are you to express your appreciation to the following people you meet in everyday situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 36 | 31 | 41 | 32 | 42 | 38 | 36 | 37 | 29 | 38 | 39 | 43 | 34 | 45 | 40 | 36 | 36 | 46 |
| Somewhat likely | 42 | 44 | 40 | 44 | 38 | 41 | 44 | 41 | 45 | 42 | 42 | 40 | 42 | 42 | 40 | 42 | 41 | 45 |
| Not very likely | 16 | 19 | 14 | 17 | 15 | 15 | 14 | 17 | 20 | 16 | 15 | 14 | 18 | 11 | 13 | 16 | 19 | 7 |
| Unlikely | 6 | 6 | 5 | 6 | 4 | 6 | 7 | 5 | 6 | 5 | 4 | 3 | 6 | 2 | 7 | 7 | 4 | 2 |

| The waiter or waitress who serves you at a nice restaurant : How likely are you to express your appreciation to the following people you meet in everyday situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 58 | 50 | 65 | 51 | 52 | 56 | 58 | 62 | 65 | 61 | 55 | 61 | 59 | 57 | 55 | 58 | 55 | 66 |
| Somewhat likely | 39 | 45 | 32 | 42 | 42 | 39 | 39 | 35 | 34 | 37 | 42 | 35 | 38 | 39 | 36 | 38 | 41 | 31 |
| Not very likely | 3 | 4 | 2 | 6 | 5 | 4 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 3 | 7 | 3 | 3 | 3 |
| Unlikely | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 0 |

| Spouse/partner : How often do you express thanks or gratitude to the following: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| One or more times a day | 49 | 50 | 47 | 51 | 46 | 44 | 48 | 51 | 53 | 51 | 47 | 50 | 49 | 49 | 46 | 51 | 49 | 46 |
| Several times a week | 38 | 38 | 39 | 31 | 41 | 41 | 40 | 36 | 34 | 36 | 42 | 44 | 38 | 33 | 41 | 34 | 41 | 42 |
| At least once a month | 9 | 9 | 9 | 13 | 9 | 10 | 7 | 8 | 9 | 8 | 9 | 5 | 9 | 9 | 10 | 12 | 6 | 9 |
| A couple of times a year | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 4 | 1 | 3 | 1 | 1 | 2 | 4 | 4 | 1 | 3 | 1 |
| Once a year | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 |
| Never | 1 | 1 | 1 | 3 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 5 | 0 | 1 | 0 | 2 |

| Your children : How often do you express thanks or gratitude to the following: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| One or more times a day | 37 | 31 | 42 | 47 | 54 | 50 | 37 | 25 | 21 | 37 | 39 | 39 | 34 | 47 | 55 | 38 | 34 | 48 |
| Several times a week | 36 | 35 | 37 | 37 | 33 | 31 | 41 | 40 | 35 | 36 | 40 | 45 | 37 | 40 | 30 | 35 | 37 | 40 |
| At least once a month | 18 | 22 | 14 | 11 | 9 | 13 | 16 | 21 | 29 | 18 | 16 | 13 | 20 | 6 | 9 | 18 | 20 | 12 |
| A couple of times a year | 6 | 7 | 5 | 0 | 2 | 4 | 3 | 10 | 11 | 6 | 3 | 3 | 6 | 4 | 2 | 6 | 7 | 0 |
| Once a year | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 0 |
| Never | 2 | 4 | 1 | 3 | 1 | 1 | 2 | 3 | 4 | 2 | 1 | 0 | 2 | 1 | 4 | 3 | 1 | 0 |

| Your parents : How often do you express thanks or gratitude to the following: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|--------|-------|-------|----------|----|--------|------|
| One or more times a day | 20 | 18 | 22 | 28 | 21 | 21 | 21 | 14 | 18 | 20 | 18 | 17 | 18 | 33 | 28 | 21 | 18 | 18 |
| Several times a week | 29 | 28 | 30 | 40 | 33 | 35 | 26 | 29 | 16 | 29 | 34 | 35 | 29 | 29 | 37 | 27 | 31 | 38 |
| At least once a month | 21 | 20 | 21 | 20 | 28 | 23 | 22 | 20 | 13 | 21 | 26 | 29 | 23 | 14 | 11 | 19 | 23 | 20 |
| A couple of times a year | 10 | 11 | 9 | 7 | 7 | 13 | 12 | 9 | 9 | 9 | 10 | 9 | 10 | 8 | 10 | 9 | 10 | 14 |
| Once a year | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 2 | 4 | 2 | 2 | 4 | 3 | 0 |
| Never | 17 | 19 | 14 | 4 | 8 | 5 | 15 | 25 | 39 | 18 | 9 | 8 | 18 | 14 | 12 | 19 | 14 | 10 |

| Your close friends or acquaintances : How often do you express thanks or gratitude to the following: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|--------|-------|-------|----------|----|--------|------|
| One or more times a day | 15 | 15 | 15 | 20 | 13 | 15 | 16 | 13 | 14 | 14 | 14 | 14 | 14 | 19 | 19 | 16 | 13 | 20 |
| Several times a week | 39 | 37 | 42 | 46 | 39 | 40 | 36 | 40 | 37 | 41 | 42 | 50 | 39 | 40 | 41 | 38 | 41 | 48 |
| At least once a month | 28 | 28 | 28 | 25 | 32 | 25 | 26 | 26 | 32 | 28 | 29 | 27 | 30 | 18 | 20 | 26 | 29 | 24 |
| A couple of times a year | 12 | 13 | 10 | 4 | 10 | 15 | 14 | 14 | 9 | 11 | 11 | 7 | 11 | 15 | 10 | 11 | 12 | 5 |
| Once a year | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 0 |
| Never | 5 | 6 | 4 | 4 | 4 | 4 | 6 | 4 | 5 | 4 | 2 | 2 | 4 | 5 | 9 | 5 | 3 | 3 |

| Your boss or employer : How often do you express thanks or gratitude to the following: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| One or more times a day | 7 | 8 | 6 | 8 | 7 | 11 | 5 | 6 | 5 | 7 | 9 | 9 | 7 | 8 | 10 | 7 | 9 | 8 |
| Several times a week | 20 | 19 | 21 | 28 | 27 | 16 | 20 | 17 | 15 | 21 | 25 | 30 | 19 | 22 | 19 | 17 | 23 | 28 |
| At least once a month | 23 | 22 | 24 | 26 | 27 | 26 | 24 | 20 | 14 | 23 | 31 | 33 | 24 | 19 | 20 | 21 | 24 | 30 |
| A couple of times a year | 12 | 13 | 10 | 9 | 14 | 13 | 10 | 12 | 10 | 11 | 16 | 18 | 11 | 13 | 13 | 9 | 14 | 22 |
| Once a year | 4 | 5 | 3 | 2 | 5 | 3 | 3 | 8 | 2 | 3 | 5 | 4 | 3 | 6 | 4 | 4 | 5 | 1 |
| Never | 35 | 33 | 36 | 26 | 20 | 30 | 38 | 37 | 54 | 35 | 14 | 6 | 36 | 32 | 34 | 42 | 25 | 11 |

| Colleagues at work : How often do you express thanks or gratitude to the following: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| One or more times a day | 10 | 10 | 11 | 12 | 10 | 13 | 11 | 7 | 9 | 10 | 13 | 13 | 10 | 12 | 11 | 10 | 12 | 15 |
| Several times a week | 30 | 32 | 28 | 31 | 33 | 33 | 32 | 31 | 20 | 31 | 44 | 53 | 30 | 26 | 30 | 24 | 37 | 49 |
| At least once a month | 21 | 22 | 21 | 29 | 29 | 20 | 19 | 19 | 14 | 21 | 24 | 25 | 21 | 21 | 20 | 20 | 23 | 19 |
| A couple of times a year | 8 | 9 | 6 | 7 | 8 | 11 | 6 | 10 | 5 | 7 | 10 | 5 | 7 | 9 | 7 | 7 | 8 | 6 |
| Once a year | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 0 | 2 | 2 | 4 | 3 | 2 | 1 |
| Never | 29 | 25 | 33 | 19 | 18 | 22 | 30 | 30 | 49 | 30 | 7 | 4 | 30 | 29 | 27 | 36 | 19 | 10 |

| God : How often do you express thanks or gratitude to the following: | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| One or more times a day | 42 | 39 | 44 | 28 | 37 | 44 | 44 | 42 | 49 | 46 | 38 | 34 | 38 | 72 | 44 | 45 | 36 | 34 |
| Several times a week | 22 | 21 | 22 | 23 | 24 | 18 | 22 | 20 | 23 | 22 | 23 | 26 | 23 | 15 | 22 | 20 | 24 | 21 |
| At least once a month | 10 | 10 | 10 | 12 | 11 | 10 | 11 | 10 | 8 | 10 | 10 | 11 | 11 | 5 | 16 | 9 | 11 | 11 |
| A couple of times a year | 7 | 7 | 6 | 7 | 6 | 9 | 5 | 9 | 7 | 7 | 7 | 6 | 7 | 4 | 2 | 6 | 8 | 9 |
| Once a year | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 0 | 2 | 3 | 3 | 2 |
| Never | 17 | 20 | 15 | 27 | 19 | 16 | 15 | 18 | 11 | 12 | 18 | 20 | 18 | 6 | 15 | 17 | 18 | 22 |

| Your child's teacher : How likely is it that you would express gratitude to each of the following people? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 40 | 32 | 48 | 43 | 49 | 50 | 40 | 33 | 30 | 40 | 41 | 43 | 38 | 45 | 48 | 38 | 42 | 48 |
| Somewhat likely | 40 | 44 | 36 | 52 | 45 | 37 | 45 | 39 | 34 | 40 | 46 | 44 | 39 | 43 | 43 | 41 | 39 | 44 |
| Not very likely | 9 | 11 | 6 | 5 | 5 | 9 | 7 | 12 | 10 | 9 | 8 | 6 | 10 | 4 | 4 | 10 | 8 | 3 |
| Not at all likely | 11 | 13 | 10 | 0 | 2 | 4 | 8 | 17 | 27 | 11 | 6 | 7 | 12 | 8 | 4 | 11 | 11 | 6 |

| Your own former teacher : How likely is it that you would express gratitude to each of the following people? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 33 | 32 | 35 | 38 | 35 | 33 | 33 | 33 | 30 | 35 | 34 | 34 | 32 | 37 | 41 | 33 | 34 | 34 |
| Somewhat likely | 39 | 41 | 37 | 43 | 42 | 38 | 39 | 37 | 36 | 37 | 39 | 42 | 39 | 44 | 34 | 38 | 39 | 44 |
| Not very likely | 17 | 17 | 16 | 13 | 17 | 19 | 18 | 17 | 16 | 16 | 19 | 13 | 18 | 15 | 15 | 18 | 16 | 16 |
| Not at all likely | 11 | 10 | 11 | 6 | 5 | 10 | 10 | 13 | 17 | 12 | 8 | 12 | 12 | 5 | 9 | 11 | 11 | 6 |

| Your congressman or senator : How likely is it that you would express gratitude to each of the following people? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 10 | 11 | 9 | 10 | 9 | 10 | 10 | 9 | 11 | 11 | 9 | 11 | 9 | 18 | 19 | 12 | 8 | 12 |
| Somewhat likely | 26 | 26 | 27 | 22 | 31 | 23 | 27 | 24 | 29 | 29 | 25 | 26 | 26 | 29 | 22 | 26 | 27 | 25 |
| Not very likely | 40 | 38 | 41 | 41 | 38 | 39 | 38 | 41 | 41 | 37 | 42 | 38 | 40 | 37 | 34 | 39 | 41 | 42 |
| Not at all likely | 24 | 25 | 23 | 27 | 21 | 27 | 25 | 26 | 19 | 23 | 23 | 25 | 25 | 16 | 25 | 24 | 24 | 20 |

| The religious leader at your church or synagogue : How likely is it that you would express gratitude to each of the following people? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 34 | 33 | 35 | 26 | 27 | 33 | 38 | 35 | 43 | 38 | 31 | 31 | 33 | 48 | 36 | 37 | 33 | 29 |
| Somewhat likely | 32 | 32 | 32 | 33 | 36 | 32 | 31 | 28 | 33 | 33 | 35 | 34 | 32 | 33 | 34 | 30 | 33 | 35 |
| Not very likely | 14 | 15 | 14 | 13 | 18 | 16 | 14 | 17 | 8 | 13 | 16 | 14 | 14 | 13 | 12 | 14 | 15 | 12 |
| Not at all likely | 19 | 20 | 19 | 29 | 19 | 18 | 17 | 20 | 16 | 15 | 18 | 21 | 21 | 6 | 17 | 19 | 19 | 24 |

| A neighbor : How likely is it that you would express gratitude to each of the following people? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Very likely | 37 | 35 | 39 | 25 | 27 | 36 | 38 | 43 | 50 | 41 | 34 | 35 | 37 | 40 | 35 | 37 | 39 | 31 |
| Somewhat likely | 46 | 48 | 44 | 43 | 52 | 43 | 50 | 47 | 41 | 46 | 49 | 52 | 46 | 46 | 47 | 44 | 46 | 56 |
| Not very likely | 13 | 13 | 13 | 26 | 17 | 16 | 9 | 9 | 7 | 10 | 14 | 10 | 13 | 11 | 12 | 15 | 11 | 10 |
| Not at all likely | 4 | 4 | 4 | 6 | 4 | 5 | 4 | 2 | 2 | 3 | 4 | 3 | 3 | 2 | 7 | 5 | 3 | 2 |

| How grateful should each of the following people be to you?; <i>Showing Very grateful / Very + Somewhat grateful</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|--------|---------|-------|-------|----------|-------|--------|-------|
| Your spouse/partner | 65/93 | 60/91 | 69/93 | 61/91 | 60/89 | 65/93 | 66/94 | 63/92 | 70/93 | 65/92 | 63/93 | 68/95 | 63/92 | 69/94 | 77/95 | 65/91 | 67/94 | 64/92 |
| Your children | 60/92 | 53/92 | 67/93 | 77/90 | 58/86 | 62/94 | 65/92 | 55/94 | 58/93 | 60/92 | 63/94 | 66/94 | 59/92 | 69/93 | 73/91 | 61/91 | 56/92 | 72/98 |
| Your parents | 41/75 | 39/73 | 44/77 | 49/82 | 44/78 | 49/82 | 41/78 | 33/70 | 33/60 | 40/75 | 45/82 | 47/87 | 39/74 | 49/76 | 57/79 | 41/71 | 41/79 | 52/84 |
| Your closest friends | 37/85 | 33/83 | 40/86 | 43/86 | 35/83 | 43/85 | 37/85 | 31/84 | 32/85 | 36/85 | 37/87 | 39/92 | 35/85 | 48/89 | 42/82 | 38/84 | 35/85 | 46/88 |
| The businesses or restaurants that you patronize | 26/80 | 26/80 | 26/79 | 19/74 | 21/74 | 31/80 | 31/82 | 25/85 | 27/82 | 28/82 | 27/83 | 31/90 | 26/81 | 36/84 | 27/71 | 27/79 | 28/82 | 31/88 |
| Your boss | 22/62 | 21/65 | 23/60 | 21/64 | 23/70 | 27/67 | 27/65 | 16/64 | 16/44 | 23/63 | 29/79 | 30/88 | 21/62 | 27/62 | 30/58 | 21/55 | 24/71 | 28/82 |
| The people that you work with | 20/67 | 21/70 | 20/64 | 20/72 | 22/73 | 25/72 | 23/66 | 14/67 | 16/52 | 21/66 | 26/84 | 28/90 | 19/67 | 25/68 | 26/63 | 19/60 | 24/75 | 28/84 |

| If you are in a committed relationship, how often do you express your appreciation to your spouse or partner? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Daily | 63 | 67 | 59 | 68 | 61 | 58 | 63 | 62 | 69 | 64 | 63 | 64 | 64 | 58 | 63 | 64 | 64 | 64 |
| Once or twice a week | 26 | 24 | 28 | 25 | 28 | 33 | 25 | 25 | 20 | 25 | 28 | 29 | 26 | 23 | 29 | 25 | 25 | 28 |
| Once or twice a month | 7 | 6 | 8 | 4 | 9 | 6 | 8 | 8 | 7 | 7 | 7 | 7 | 6 | 15 | 7 | 7 | 8 | 7 |
| Rarely/never | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 2 | 1 | 4 | 4 | 1 | 5 | 2 | 2 |

| How grateful do you feel when your spouse or partner does the following?; <i>Showing Very grateful / Very + Somewhat grateful</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|--------|---------|-------|-------|----------|-------|--------|--------|
| Expresses love and affection | 77/94 | 77/97 | 78/92 | 81/97 | 77/93 | 71/96 | 74/93 | 84/95 | 82/96 | 77/94 | 77/96 | 71/97 | 78/95 | 74/91 | 83/92 | 80/94 | 74/94 | 69/100 |
| Listens to you when you have a problem | 77/93 | 75/94 | 79/93 | 77/99 | 75/93 | 75/94 | 79/90 | 78/92 | 79/94 | 78/93 | 76/95 | 76/96 | 77/93 | 73/89 | 86/99 | 78/93 | 76/93 | 76/100 |
| Remembers a birthday or anniversary | 71/91 | 68/90 | 73/91 | 78/92 | 68/89 | 69/92 | 73/90 | 68/90 | 73/91 | 71/92 | 70/90 | 70/94 | 70/91 | 76/88 | 87/98 | 74/91 | 68/91 | 67/95 |
| Does chores or errands | 70/92 | 67/92 | 73/92 | 69/92 | 72/97 | 65/90 | 73/87 | 69/93 | 72/91 | 70/93 | 68/92 | 64/95 | 71/92 | 72/88 | 75/90 | 74/90 | 64/93 | 61/94 |
| Makes a weeknight dinner | 67/89 | 65/92 | 69/86 | 67/92 | 69/91 | 67/92 | 71/83 | 60/87 | 65/86 | 68/88 | 66/91 | 64/91 | 67/88 | 57/82 | 91/95 | 68/88 | 67/88 | 61/88 |
| Plans a vacation or a special night out | 66/88 | 61/90 | 71/87 | 77/94 | 70/90 | 74/92 | 59/86 | 62/87 | 59/81 | 66/88 | 67/93 | 69/93 | 65/87 | 70/90 | 77/94 | 66/84 | 69/93 | 70/97 |
| Brings flowers or an unexpected gift | 66/87 | 59/85 | 73/89 | 80/96 | 69/92 | 70/91 | 65/85 | 65/85 | 55/78 | 67/87 | 66/90 | 66/89 | 64/85 | 73/87 | 85/93 | 67/84 | 68/92 | 65/92 |
| Takes care of the children | 54/66 | 52/68 | 56/63 | 50/56 | 64/79 | 66/79 | 54/65 | 42/53 | 42/52 | 64/77 | 51/68 | 45/70 | 51/63 | 70/79 | 70/78 | 54/61 | 53/68 | 54/83 |

| When your child does one of the following, how are you likely to respond?; <i>Showing Express thanks or appreciation every time/Sometimes express thanks or appreciation/Not express thanks because it's what I expect and what should be done</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|---------|---------|---------|----------|---------|---------|---------|----------|----------|---------|---------|---------|---------|----------|----------|---------|---------|---------|
| Remembers your birthday with a gift | 82/14/4 | 76/20/4 | 88/9/3 | 84/16/0 | 82/15/2 | 84/13/3 | 81/16/3 | 82/17/1 | 81/9/10 | 82/14/4 | 83/17/1 | 77/23/0 | 83/13/4 | 83/16/1 | 80/17/3 | 81/13/6 | 79/18/3 | 77/23/0 |
| Gets good grades | 76/18/6 | 74/21/5 | 78/15/7 | 79/14/7 | 82/17/1 | 82/16/2 | 79/16/4 | 68/23/9 | 71/19/11 | 76/18/6 | 79/18/4 | 83/14/3 | 76/18/6 | 80/16/4 | 71/23/6 | 76/18/6 | 73/21/6 | 84/14/2 |
| Helps with chores around the house | 74/20/6 | 69/24/6 | 78/16/5 | 76/16/8 | 77/19/4 | 75/21/3 | 76/18/6 | 68/25/7 | 73/19/8 | 74/20/6 | 73/23/4 | 79/17/4 | 74/20/6 | 74/20/6 | 81/10/9 | 76/17/7 | 76/19/5 | 74/24/2 |
| Helps a neighbor with a chore like lawn mowing or snow shoveling | 72/23/5 | 68/26/7 | 76/21/3 | 70/30/0 | 69/29/2 | 74/22/4 | 75/22/3 | 75/21/4 | 66/23/11 | 72/23/5 | 75/23/2 | 70/27/3 | 74/21/5 | 73/20/6 | 61/37/3 | 73/22/5 | 69/25/6 | 75/25/0 |
| Is kind or helpful to a younger sibling | 71/22/7 | 63/28/9 | 77/17/6 | 65/35/0 | 67/26/7 | 72/26/2 | 78/14/8 | 66/24/10 | 68/21/11 | 71/22/7 | 69/26/5 | 66/29/5 | 70/22/8 | 69/25/7 | 71/22/7 | 71/21/8 | 66/25/9 | 76/24/0 |
| Calls a grandparent or elderly relative | 69/24/7 | 65/29/6 | 73/20/7 | 55/36/8 | 72/24/4 | 68/28/4 | 76/19/4 | 68/25/7 | 66/22/12 | 69/24/7 | 71/26/3 | 75/22/2 | 69/24/7 | 75/24/1 | 62/22/16 | 68/24/8 | 71/22/7 | 73/27/0 |
| Calls you from college or travel just to say hello | 68/24/7 | 65/29/6 | 71/21/8 | 60/29/11 | 68/29/3 | 62/32/6 | 71/21/7 | 68/25/7 | 73/17/11 | 68/24/7 | 67/27/5 | 76/23/1 | 69/24/7 | 70/25/5 | 65/19/16 | 69/22/8 | 66/27/7 | 79/17/4 |
| Works extra hard at sports or another activity | 66/27/7 | 63/31/6 | 70/22/8 | 59/36/5 | 72/27/1 | 71/24/4 | 65/28/7 | 63/30/7 | 63/24/13 | 66/27/7 | 67/29/4 | 62/32/6 | 67/26/7 | 67/23/10 | 60/35/5 | 67/26/7 | 62/29/9 | 63/32/5 |

| Do you wish your spouse or partner would express more appreciation for what you do? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|--------|-------|-------|----------|----|--------|------|
| Yes | 40 | 32 | 47 | 42 | 48 | 46 | 47 | 32 | 25 | 42 | 41 | 41 | 39 | 39 | 50 | 41 | 40 | 39 |
| No | 5 | 6 | 4 | 8 | 6 | 4 | 4 | 5 | 6 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 9 |
| They already express the right amount of appreciation | 55 | 61 | 49 | 51 | 46 | 49 | 50 | 63 | 69 | 53 | 54 | 55 | 56 | 55 | 46 | 55 | 55 | 53 |

| How important is it for each of these people to teach gratitude?; Showing Very / Very + Somewhat important | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|-------|-------|-------|-------|-------|-------|-------|--------|---------|---------|--------|---------|-------|-------|----------|-------|--------|--------|
| Mother | 80/96 | 76/96 | 85/98 | 80/96 | 77/95 | 83/98 | 82/96 | 79/96 | 78/97 | 83/97 | 79/96 | 81/95 | 79/96 | 83/96 | 85/99 | 81/96 | 79/96 | 74/95 |
| Father | 77/95 | 72/94 | 82/96 | 75/95 | 71/94 | 79/97 | 80/94 | 77/95 | 78/97 | 80/97 | 75/95 | 78/95 | 77/95 | 80/95 | 75/95 | 77/93 | 77/97 | 73/94 |
| Spouse/partner | 70/95 | 65/92 | 73/96 | 66/93 | 64/92 | 67/95 | 75/94 | 79/100 | 100/100 | 76/96 | 71/98 | 79/100 | 66/94 | 82/93 | 92/100 | 69/93 | 69/95 | 67/100 |
| Religious leaders/clergy | 62/86 | 59/84 | 65/89 | 57/82 | 56/86 | 59/88 | 65/86 | 64/86 | 69/88 | 64/88 | 57/85 | 56/83 | 62/86 | 76/95 | 59/85 | 65/86 | 59/87 | 51/82 |
| Teachers | 58/92 | 52/90 | 65/94 | 61/91 | 57/94 | 59/92 | 58/91 | 60/93 | 56/91 | 59/92 | 55/91 | 59/91 | 57/92 | 64/94 | 65/89 | 59/90 | 60/93 | 58/90 |
| Close friends | 49/90 | 42/87 | 56/92 | 47/88 | 46/90 | 49/89 | 51/90 | 50/91 | 49/91 | 52/91 | 45/90 | 42/91 | 48/90 | 55/88 | 59/91 | 51/88 | 47/92 | 48/90 |
| Community leaders | 45/84 | 40/82 | 50/86 | 48/86 | 42/84 | 48/83 | 47/82 | 44/82 | 39/85 | 47/85 | 44/81 | 43/81 | 44/83 | 55/87 | 52/82 | 47/84 | 46/86 | 37/79 |
| Sports coaches | 44/82 | 39/80 | 49/84 | 45/82 | 43/84 | 47/84 | 44/79 | 43/85 | 43/81 | 47/85 | 42/81 | 47/83 | 44/82 | 47/84 | 47/83 | 44/79 | 46/86 | 42/84 |
| Public figures – political leaders, business icons, etc' | 40/78 | 36/76 | 45/81 | 49/83 | 38/80 | 40/74 | 41/77 | 40/77 | 36/80 | 40/79 | 35/76 | 41/80 | 39/78 | 55/81 | 45/80 | 44/79 | 39/82 | 38/79 |
| Boss | 35/76 | 29/74 | 40/76 | 37/74 | 31/79 | 36/74 | 36/78 | 37/76 | 31/71 | 37/78 | 34/79 | 37/80 | 34/76 | 40/78 | 38/74 | 36/74 | 36/78 | 33/79 |
| Cultural icons - e.g. movie stars, famous musicians, etc.' | 34/67 | 28/63 | 40/72 | 45/76 | 32/71 | 35/68 | 35/68 | 36/64 | 26/63 | 35/68 | 32/66 | 37/71 | 33/67 | 44/70 | 45/73 | 37/69 | 33/69 | 36/71 |
| The media | 31/68 | 26/65 | 36/72 | 34/72 | 29/72 | 31/66 | 33/67 | 33/66 | 27/67 | 32/68 | 28/66 | 30/72 | 30/66 | 34/71 | 36/71 | 34/69 | 28/68 | 33/72 |

| Which three of the following did the most to teach you the importance of gratitude? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Your parents | 80 | 80 | 80 | 84 | 78 | 80 | 80 | 80 | 80 | 79 | 81 | 80 | 80 | 85 | 77 | 81 | 78 | 78 |
| Your close friends | 36 | 34 | 37 | 46 | 33 | 38 | 34 | 34 | 33 | 34 | 35 | 35 | 37 | 30 | 33 | 37 | 33 | 36 |
| Your teachers | 34 | 34 | 34 | 43 | 33 | 33 | 32 | 32 | 35 | 32 | 32 | 35 | 34 | 38 | 31 | 35 | 34 | 37 |
| Religious leaders | 33 | 33 | 33 | 24 | 25 | 26 | 34 | 38 | 46 | 35 | 27 | 25 | 32 | 56 | 27 | 36 | 30 | 20 |
| Your spouse or partner | 32 | 34 | 31 | 20 | 34 | 31 | 28 | 37 | 43 | 41 | 36 | 48 | 35 | 20 | 26 | 24 | 43 | 44 |
| Your sport coaches | 4 | 6 | 2 | 6 | 6 | 4 | 5 | 3 | 2 | 4 | 6 | 7 | 4 | 6 | 9 | 4 | 4 | 6 |
| Your boss | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 6 | 3 | 3 | 7 | 3 | 4 | 8 |
| Community leaders - e.g. public officials, leaders of community organizations, etc. | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 1 | 2 | 3 | 3 | 4 | 2 | 5 | 3 | 3 | 3 | 2 |
| The media | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 3 | 5 | 3 | 2 | 1 |
| Nobody taught me gratitude | 8 | 7 | 9 | 5 | 8 | 8 | 9 | 10 | 10 | 9 | 7 | 5 | 9 | 3 | 9 | 9 | 9 | 6 |

| How much do you agree with each of the following statements; <i>Showing Strongly agree / Strongly + somewhat agree</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|--------|---------|-------|-------|----------|-------|--------|-------|
| A grateful boss is more likely to be successful because people will support him | 56/93 | 51/91 | 60/94 | 60/96 | 52/92 | 53/94 | 56/91 | 53/92 | 60/92 | 57/94 | 55/96 | 58/96 | 56/93 | 56/91 | 57/94 | 57/91 | 51/94 | 59/97 |
| Expressing gratitude to my colleagues makes me feel happier and more fulfilled | 38/88 | 34/87 | 42/88 | 36/89 | 38/87 | 39/88 | 36/87 | 37/84 | 39/89 | 40/87 | 37/91 | 45/94 | 36/88 | 43/84 | 40/84 | 37/87 | 43/89 | 45/91 |
| If my boss were more grateful (showed more appreciation for my work), I would want to work harder. | 36/81 | 32/78 | 39/83 | 51/88 | 43/89 | 40/83 | 33/77 | 23/73 | 27/73 | 34/78 | 33/82 | 29/79 | 33/78 | 38/80 | 36/92 | 36/79 | 36/80 | 29/76 |
| Expressing gratitude to my colleagues makes them work harder. | 26/80 | 23/80 | 30/81 | 28/86 | 31/89 | 29/79 | 24/72 | 19/77 | 25/81 | 29/83 | 27/83 | 33/92 | 25/80 | 28/80 | 30/87 | 24/77 | 28/84 | 34/91 |
| If my boss were more grateful, I would feel better about myself. | 26/70 | 24/70 | 29/70 | 37/83 | 30/78 | 28/67 | 23/65 | 20/67 | 24/66 | 25/67 | 26/71 | 25/62 | 26/69 | 17/64 | 23/80 | 29/70 | 26/69 | 24/69 |
| If my employees were more grateful, I would feel better about myself' | 21/64 | 20/67 | 21/60 | 25/82 | 27/72 | 23/69 | 21/57 | 15/53 | 13/53 | 20/60 | 23/67 | 18/66 | 19/61 | 20/63 | 27/77 | 21/63 | 21/65 | 20/68 |
| If my employees were more grateful, I would do more to help their careers. | 19/63 | 19/65 | 20/62 | 31/80 | 24/74 | 23/67 | 16/56 | 12/54 | 14/55 | 19/60 | 20/64 | 22/71 | 16/59 | 22/66 | 33/79 | 21/64 | 18/63 | 23/81 |
| If my boss were more grateful, I would think I was doing too much work. | 9/26 | 10/28 | 7/24 | 14/40 | 12/39 | 12/27 | 8/21 | 4/17 | 5/19 | 9/26 | 10/27 | 11/33 | 7/23 | 14/29 | 16/45 | 10/25 | 9/30 | 11/39 |
| Expressing gratitude to my colleagues makes them take advantage of me. | 8/27 | 9/27 | 7/27 | 13/36 | 12/40 | 10/35 | 6/20 | 3/20 | 4/16 | 8/27 | 9/31 | 7/29 | 6/24 | 11/28 | 16/38 | 8/26 | 6/26 | 11/37 |
| A grateful boss is more likely to be seen as weak. | 6/18 | 7/21 | 5/16 | 8/27 | 8/26 | 9/24 | 5/16 | 2/13 | 5/8 | 7/19 | 7/22 | 6/19 | 5/16 | 8/21 | 11/26 | 6/17 | 8/23 | 6/20 |

| Your boss takes extra time to give you advice or offer special help to you : Various events occur at work or business. How would you respond in each of these situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Express thanks in person | 77 | 77 | 78 | 75 | 69 | 73 | 81 | 85 | 81 | 79 | 75 | 79 | 79 | 79 | 71 | 79 | 77 | 70 |
| Send an email or a personal note with thanks | 13 | 14 | 13 | 17 | 23 | 16 | 8 | 9 | 9 | 13 | 17 | 15 | 13 | 13 | 15 | 11 | 15 | 20 |
| Probably forget to do anything | 5 | 5 | 4 | 4 | 5 | 6 | 5 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 10 | 4 | 5 | 8 |
| No expression of gratitude needed, it's what I would expect | 5 | 4 | 5 | 4 | 4 | 4 | 6 | 4 | 6 | 4 | 3 | 1 | 5 | 3 | 5 | 6 | 2 | 1 |

| Your employer gives you a bonus that you feel you deserved : Various events occur at work or business. How would you respond in each of these situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Express thanks in person | 77 | 76 | 78 | 69 | 70 | 76 | 77 | 86 | 80 | 79 | 77 | 75 | 78 | 75 | 71 | 76 | 76 | 77 |
| Send an email or a personal note with thanks | 14 | 14 | 15 | 20 | 21 | 15 | 12 | 9 | 13 | 15 | 17 | 21 | 13 | 14 | 25 | 14 | 15 | 14 |
| Probably forget to do anything | 4 | 5 | 3 | 7 | 5 | 4 | 4 | 1 | 2 | 3 | 3 | 1 | 4 | 7 | 1 | 4 | 5 | 9 |
| No expression of gratitude needed, it's what I would expect | 5 | 6 | 4 | 4 | 4 | 5 | 7 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 3 | 6 | 4 | 1 |

| Your employer gives you an annual raise that you feel you deserved : Various events occur at work or business. How would you respond in each of these situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|--------|-------|-------|----------|----|--------|------|
| Express thanks in person | 74 | 74 | 73 | 76 | 66 | 70 | 77 | 77 | 76 | 75 | 73 | 73 | 73 | 78 | 69 | 75 | 74 | 78 |
| Send an email or a personal note with thanks | 14 | 13 | 15 | 15 | 22 | 16 | 10 | 10 | 12 | 14 | 16 | 18 | 13 | 12 | 23 | 12 | 13 | 18 |
| Probably forget to do anything | 5 | 5 | 4 | 6 | 5 | 5 | 6 | 5 | 3 | 4 | 4 | 1 | 5 | 5 | 3 | 5 | 4 | 3 |
| No expression of gratitude needed, it's what I would expect | 8 | 8 | 7 | 3 | 7 | 9 | 7 | 9 | 10 | 6 | 6 | 7 | 9 | 5 | 5 | 8 | 8 | 1 |
| You get an unexpected special bonus or vacation : Various events occur at work or business. How would you respond in each of these situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
| Express thanks in person | 78 | 77 | 79 | 70 | 67 | 75 | 83 | 87 | 83 | 81 | 78 | 76 | 80 | 73 | 71 | 79 | 80 | 73 |
| Send an email or a personal note with thanks | 14 | 15 | 14 | 20 | 23 | 18 | 9 | 7 | 11 | 14 | 15 | 20 | 13 | 20 | 20 | 13 | 15 | 20 |
| Probably forget to do anything | 4 | 4 | 4 | 8 | 7 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 7 |
| No expression of gratitude needed, it's what I would expect | 3 | 4 | 3 | 2 | 3 | 3 | 5 | 4 | 4 | 2 | 2 | 0 | 4 | 2 | 5 | 5 | 1 | 0 |

| Your assistant brings you coffee : Various events occur at work or business. How would you respond in each of these situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Express thanks in person | 84 | 83 | 85 | 83 | 75 | 83 | 86 | 90 | 90 | 86 | 83 | 83 | 86 | 86 | 79 | 86 | 83 | 82 |
| Send an email or a personal note with thanks | 8 | 8 | 7 | 10 | 16 | 8 | 6 | 3 | 3 | 8 | 10 | 11 | 6 | 7 | 13 | 6 | 11 | 12 |
| Probably forget to do anything | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 6 | 5 | 3 | 6 |
| No expression of gratitude needed, it's what I would expect | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 2 | 4 | 3 | 1 | 4 | 3 | 0 |

| Your assistant tidies your office : Various events occur at work or business. How would you respond in each of these situations? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Express thanks in person | 77 | 74 | 79 | 71 | 70 | 72 | 80 | 87 | 79 | 78 | 76 | 81 | 77 | 74 | 71 | 76 | 81 | 77 |
| Send an email or a personal note with thanks | 14 | 14 | 14 | 19 | 19 | 17 | 12 | 6 | 11 | 14 | 16 | 16 | 13 | 15 | 15 | 13 | 13 | 15 |
| Probably forget to do anything | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 1 | 5 | 4 | 5 | 0 | 4 | 7 | 5 | 4 | 2 | 6 |
| No expression of gratitude needed, it's what I would expect | 5 | 7 | 4 | 5 | 6 | 6 | 5 | 5 | 6 | 4 | 4 | 3 | 5 | 4 | 8 | 7 | 4 | 2 |

| The opportunity to live in this country : Please reflect on how grateful you are (or are not) for each of the following. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Extremely grateful | 72 | 70 | 74 | 61 | 58 | 66 | 77 | 81 | 85 | 76 | 68 | 60 | 73 | 72 | 69 | 74 | 71 | 59 |
| Somewhat grateful | 24 | 25 | 22 | 31 | 37 | 28 | 20 | 16 | 14 | 22 | 28 | 35 | 23 | 24 | 27 | 22 | 25 | 34 |
| Not very grateful | 3 | 3 | 3 | 5 | 3 | 4 | 2 | 3 | 1 | 2 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 5 |
| Not at all grateful | 2 | 2 | 1 | 4 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 1 | 2 |

| Please reflect on how grateful you are (or are not) for each of the following; <i>Showing Extremely grateful/ Extremely + somewhat grateful</i> | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|-------|-------|-------|-------|-------|-------|-------|-------|--------|---------|--------|---------|-------|-------|----------|-------|--------|--------|
| The freedoms in America | 77/96 | 77/97 | 78/97 | 64/94 | 66/97 | 75/96 | 80/95 | 83/98 | 91/100 | 81/98 | 75/98 | 72/98 | 78/97 | 80/99 | 69/92 | 78/97 | 80/97 | 62/94 |
| The opportunity to live in this country | 72/96 | 70/95 | 74/96 | 61/92 | 58/95 | 66/94 | 77/97 | 81/97 | 85/99 | 76/98 | 68/96 | 60/95 | 73/96 | 72/96 | 69/96 | 74/96 | 71/96 | 59/93 |
| Public services like police, fire department, rescue workers' | 70/96 | 64/95 | 77/98 | 67/97 | 57/96 | 68/95 | 74/94 | 77/99 | 78/99 | 72/96 | 67/96 | 67/98 | 73/97 | 65/97 | 66/96 | 70/96 | 68/95 | 68/100 |
| The opportunity to vote | 61/90 | 61/88 | 62/93 | 44/84 | 49/90 | 56/88 | 67/91 | 69/94 | 77/96 | 65/93 | 58/91 | 60/94 | 62/91 | 70/91 | 65/92 | 63/89 | 60/95 | 53/88 |
| Public education | 56/90 | 50/87 | 63/93 | 60/91 | 50/92 | 54/90 | 55/84 | 55/90 | 63/93 | 59/91 | 53/90 | 58/88 | 54/88 | 68/99 | 61/89 | 59/90 | 57/89 | 56/90 |
| The college education you received | 52/84 | 49/83 | 55/85 | 58/89 | 47/84 | 50/85 | 52/80 | 48/85 | 58/84 | 53/85 | 52/87 | 61/91 | 50/83 | 62/89 | 53/86 | 49/81 | 55/88 | 72/93 |
| Government programs like Medicare and Social Security | 51/86 | 48/85 | 55/88 | 44/87 | 40/84 | 42/82 | 54/84 | 54/89 | 71/95 | 54/89 | 41/83 | 40/83 | 51/86 | 63/94 | 52/85 | 60/88 | 40/84 | 46/89 |
| Government services like the FDA, FAA, or EPA meant to protect things like food and drugs, air travel and the environment' | 42/86 | 36/83 | 48/88 | 46/89 | 35/90 | 46/86 | 45/79 | 35/82 | 45/90 | 44/86 | 37/82 | 38/81 | 39/85 | 57/92 | 49/89 | 45/86 | 37/85 | 50/88 |
| Access to Internet, Facebook, and Twitter' | 38/82 | 33/78 | 43/85 | 55/91 | 46/87 | 37/82 | 36/78 | 33/79 | 30/79 | 37/81 | 36/81 | 33/81 | 36/81 | 44/82 | 42/88 | 41/83 | 35/82 | 37/84 |

| Would you say that you personally are... | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| More likely to feel grateful than 10 years ago | 56 | 53 | 59 | 65 | 65 | 57 | 53 | 56 | 45 | 58 | 59 | 63 | 55 | 65 | 56 | 54 | 59 | 64 |
| Less likely to feel grateful than 10 years ago | 9 | 10 | 7 | 11 | 6 | 9 | 11 | 8 | 7 | 7 | 8 | 2 | 8 | 6 | 13 | 10 | 7 | 3 |
| About the same do not rotate | 35 | 37 | 33 | 24 | 29 | 34 | 36 | 36 | 48 | 34 | 33 | 35 | 36 | 29 | 30 | 36 | 34 | 33 |

| Would you say that most people today are...? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Less likely to have an attitude of gratitude than 10 or 20 years ago | 53 | 51 | 55 | 50 | 49 | 49 | 53 | 58 | 59 | 53 | 49 | 42 | 55 | 50 | 39 | 54 | 52 | 41 |
| More likely to have an attitude of gratitude than 10 or 20 years ago | 19 | 20 | 19 | 25 | 23 | 24 | 19 | 15 | 14 | 21 | 24 | 28 | 17 | 29 | 31 | 18 | 21 | 26 |
| About the same | 27 | 29 | 26 | 25 | 28 | 27 | 29 | 27 | 28 | 26 | 27 | 30 | 28 | 21 | 30 | 28 | 27 | 34 |

| Compared to America 100 years ago, do you think people are more or less likely to express gratitude? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| Less Likely | 60 | 59 | 62 | 58 | 59 | 58 | 61 | 65 | 62 | 61 | 59 | 53 | 64 | 54 | 43 | 61 | 60 | 43 |
| About the Same | 26 | 27 | 25 | 26 | 29 | 29 | 25 | 25 | 21 | 25 | 27 | 32 | 25 | 23 | 35 | 24 | 29 | 39 |
| More Likely | 14 | 14 | 14 | 16 | 12 | 13 | 15 | 10 | 17 | 14 | 14 | 15 | 12 | 23 | 22 | 15 | 11 | 19 |

| In thinking about the current situation in America, please tell us which of each pair you believe to be true. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| In difficult times, people get colder and less likely to express gratitude | 54 | 52 | 56 | 59 | 61 | 57 | 55 | 50 | 44 | 52 | 54 | 54 | 54 | 57 | 51 | 54 | 55 | 51 |
| In difficult times, people get kinder and more likely to express gratitude | 46 | 48 | 44 | 41 | 39 | 43 | 45 | 50 | 56 | 48 | 46 | 46 | 46 | 43 | 49 | 46 | 45 | 49 |

| In thinking about the current situation in America, please tell us which of each pair you believe to be true. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| The political climate has made people angry and ungrateful | 72 | 70 | 73 | 67 | 70 | 73 | 74 | 70 | 73 | 71 | 70 | 68 | 75 | 64 | 57 | 69 | 75 | 62 |
| The political climate has made people more aware of each other's needs | 28 | 30 | 27 | 33 | 30 | 27 | 26 | 30 | 27 | 29 | 30 | 32 | 25 | 36 | 43 | 31 | 25 | 38 |

| In thinking about the current situation in America, please tell us which of each pair you believe to be true. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| The recession has made people upset and less grateful | 62 | 62 | 61 | 56 | 63 | 57 | 65 | 63 | 63 | 61 | 60 | 60 | 63 | 53 | 59 | 60 | 66 | 59 |
| The recession has made people more appreciative for what they do have | 38 | 38 | 39 | 44 | 37 | 43 | 35 | 37 | 37 | 39 | 40 | 40 | 37 | 47 | 41 | 40 | 34 | 41 |

| In thinking about the current situation in America, please tell us which of each pair you believe to be true. | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| The media keep escalating the level of sex and violence, and make people less sensitive and less grateful | 69 | 70 | 67 | 69 | 67 | 66 | 71 | 68 | 71 | 69 | 68 | 66 | 71 | 60 | 61 | 67 | 70 | 61 |
| The media offer programs that deal with the lives of many different kinds of people in many different kinds of situations and make us more sensitive and more grateful | 31 | 30 | 33 | 31 | 33 | 34 | 29 | 32 | 29 | 31 | 32 | 34 | 29 | 40 | 39 | 33 | 30 | 39 |

Some actions inspire real feelings of gratitude. Others are expected from daily interaction. How would you feel if a friend or colleague did the following;
Showing Very grateful / Very + Somewhat grateful

| | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | InfIntl | White | Black | Hispani c | 50 | 75-149 | 150+ |
|---|-------|-------|-------|-------|-------|-------|-------|--------|--------|---------|--------|---------|-------|--------|--------------|-------|--------|-------|
| Came a long distance to visit you or attend a celebration like a wedding | 79/98 | 74/96 | 83/98 | 75/96 | 68/97 | 78/97 | 82/96 | 84/100 | 84/100 | 81/98 | 77/98 | 78/97 | 80/97 | 78/99 | 74/95 | 77/96 | 80/98 | 71/95 |
| Went out of their way to do a kind personal act, like driving you to the airport' | 78/97 | 74/97 | 83/99 | 66/94 | 68/96 | 75/97 | 83/98 | 86/99 | 86/100 | 82/98 | 76/98 | 76/96 | 79/97 | 77/100 | 72/98 | 78/97 | 81/99 | 69/95 |
| Took time to visit when you seemed unhappy or were ill | 78/97 | 73/96 | 83/98 | 73/94 | 68/95 | 78/96 | 78/97 | 83/99 | 84/97 | 80/98 | 75/97 | 77/97 | 79/97 | 80/98 | 70/96 | 77/96 | 80/97 | 68/97 |
| Sent a small gift that had great meaning and thought behind it | 77/98 | 71/97 | 83/99 | 73/95 | 66/97 | 74/97 | 78/96 | 83/99 | 84/100 | 77/98 | 73/97 | 73/97 | 78/98 | 79/99 | 66/94 | 77/96 | 75/97 | 68/96 |
| Recommended you for a job | 75/97 | 71/96 | 78/97 | 70/95 | 64/96 | 76/97 | 78/95 | 83/99 | 76/98 | 75/97 | 73/97 | 73/98 | 76/97 | 75/99 | 70/98 | 75/96 | 74/97 | 68/97 |
| Sent an expensive gift for a holiday or birthday | 63/97 | 58/96 | 67/97 | 63/96 | 63/97 | 63/95 | 65/97 | 63/98 | 60/95 | 64/97 | 63/98 | 64/99 | 62/96 | 67/99 | 60/97 | 63/96 | 62/97 | 57/97 |
| Made a donation in your name to a charity | 52/92 | 47/89 | 57/94 | 45/87 | 43/89 | 52/93 | 53/91 | 60/95 | 57/94 | 55/93 | 50/93 | 56/96 | 51/92 | 64/95 | 53/89 | 54/91 | 52/92 | 49/92 |

| If you were asked to write a letter of gratitude right now to someone who has made a difference in your life, who would you write to? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntnl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| One of your parents | 45 | 44 | 45 | 58 | 47 | 48 | 50 | 40 | 28 | 41 | 49 | 53 | 43 | 46 | 46 | 45 | 43 | 54 |
| One or all of your children | 14 | 12 | 16 | 4 | 9 | 15 | 14 | 13 | 24 | 23 | 13 | 10 | 15 | 13 | 13 | 13 | 16 | 9 |
| A neighbor or friend | 12 | 11 | 12 | 11 | 13 | 10 | 9 | 11 | 14 | 9 | 9 | 9 | 11 | 12 | 12 | 13 | 11 | 13 |
| A former teacher or coach | 8 | 8 | 9 | 15 | 11 | 7 | 7 | 7 | 6 | 7 | 9 | 10 | 8 | 7 | 14 | 9 | 9 | 8 |
| Your religious leader | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 6 | 5 | 4 | 5 | 4 | 4 | 6 | 2 | 5 | 4 | 5 |
| A former boss | 4 | 5 | 3 | 2 | 3 | 4 | 3 | 5 | 6 | 4 | 4 | 6 | 4 | 3 | 2 | 3 | 4 | 3 |
| Your doctor | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 5 | 6 | 3 | 2 | 2 | 3 | 1 | 6 | 3 | 4 | 4 |
| Your Congressman or other politician | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| OTHER | 10 | 10 | 9 | 5 | 7 | 10 | 11 | 14 | 10 | 8 | 8 | 6 | 10 | 10 | 5 | 10 | 8 | 5 |

| When you think of your current position in life, which of the following best applies? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|--------|-------|-------|----------|----|--------|------|
| I have worked hard but had help from many people | 37 | 37 | 38 | 40 | 33 | 36 | 32 | 42 | 43 | 37 | 37 | 38 | 39 | 35 | 29 | 38 | 35 | 40 |
| I'm grateful to the many people who helped me get here | 35 | 34 | 36 | 35 | 38 | 31 | 39 | 33 | 34 | 35 | 34 | 35 | 34 | 43 | 36 | 36 | 35 | 30 |
| Most of what I have achieved is the result of my own efforts and hard work | 23 | 24 | 21 | 17 | 23 | 27 | 24 | 22 | 23 | 25 | 25 | 26 | 22 | 18 | 30 | 20 | 25 | 29 |
| People stood in my way rather than helping me | 5 | 5 | 5 | 9 | 6 | 7 | 5 | 4 | 1 | 3 | 4 | 1 | 5 | 4 | 5 | 7 | 4 | 1 |

| Do you belong to any organizations that provide volunteer services in your community or your area? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Infntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|--|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|--------|-------|-------|----------|----|--------|------|
| Yes | 30 | 31 | 28 | 28 | 26 | 27 | 25 | 33 | 38 | 32 | 31 | 39 | 31 | 31 | 19 | 25 | 36 | 37 |
| No | 70 | 69 | 72 | 72 | 74 | 73 | 75 | 67 | 62 | 68 | 69 | 61 | 69 | 69 | 81 | 75 | 64 | 63 |

| How do you feel about contributing to educational, medical, religious or not-for-profit organizations that work to help people? | Base | Men | Women | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Parents | Employ | Inflntl | White | Black | Hispanic | 50 | 75-149 | 150+ |
|---|------|-----|-------|-------|-------|-------|-------|-------|-----|---------|--------|---------|-------|-------|----------|----|--------|------|
| I contribute as much as I can to several organizations on a regular basis. | 18 | 21 | 14 | 11 | 15 | 14 | 16 | 22 | 26 | 20 | 20 | 30 | 18 | 19 | 10 | 14 | 21 | 36 |
| I try to be charitable and make donations to causes that move me | 26 | 25 | 26 | 27 | 28 | 25 | 26 | 23 | 26 | 27 | 30 | 43 | 25 | 27 | 26 | 20 | 36 | 35 |
| I give small amounts when I can to many organizations | 24 | 21 | 27 | 26 | 25 | 26 | 24 | 23 | 21 | 24 | 21 | 13 | 24 | 25 | 25 | 25 | 21 | 19 |
| I have one charity that I support | 7 | 6 | 8 | 4 | 5 | 6 | 7 | 11 | 8 | 7 | 6 | 3 | 7 | 4 | 5 | 7 | 7 | 4 |
| I rarely make contributions | 18 | 18 | 18 | 21 | 20 | 20 | 18 | 17 | 13 | 16 | 17 | 6 | 18 | 20 | 20 | 23 | 11 | 2 |
| I never give charitable contributions | 8 | 8 | 7 | 11 | 8 | 8 | 10 | 4 | 5 | 6 | 5 | 4 | 8 | 4 | 14 | 11 | 5 | 5 |