



For Immediate Release

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Wealthy extroverts are happiest Americans, KeirseY Research study reveals

Study used "river" methodology to determine individual happiness as it relates to personality, love, wealth, career, family and other dynamics.

SAN MATEO, Calif. – September 1, 2010 – Apparently money *can* buy happiness; this according to a new study conducted by KeirseY Research (www.keirseYresearch.com). The study had more than 3,900 Americans rate their level of happiness, considering such factors as household income, love, work and family.

"If survival is the primary human goal, happiness comes in at a close second," said Kip Parent, Chief Executive Officer of KeirseY Research. "It is such a multifaceted emotion that is impacted by numerous variables, from personality type to age to parenting status. We wanted to learn more about who is happy and why."

According to the study, which used KeirseY's In-Flow™ "river" methodology, the happiest Americans are extroverts with an annual household income of \$75,000 or more (82 percent very or somewhat happy). The least happy Americans are unemployed (46 percent), closely followed by those who are separated but not divorced (48 percent).

Other notable findings correlated individual happiness with:

- **Personality.** 63 percent of Americans rate themselves as very or somewhat happy. Extroverts (74 percent), however, are much happier than introverts (56 percent).
- **Wealth.** In general, the higher the household income, the happier the individual. 73 percent of those with an annual household income of \$75,000 or more are very or somewhat happy, compared to 60 percent of those with an annual household income of \$50,000 or less.
- **Love.** Not surprisingly, being engaged promotes above average happiness (71 percent very or somewhat happy). Those who are separated but not divorced are least happy when it comes to love (48 percent).
- **Age.** Americans get progressively happier as they get older, with one exception. Happiness takes a dip between the ages of 35-44 (58 percent are very or somewhat happy), when parental and career pressures are typically at their peak.

- **Family.** “Empty nesters” are most happy (73 percent very or somewhat happy), while those who are divorced and sharing custody are least happy (56 percent). Individuals who do not have children cite average happiness (62 percent).
- **Education.** In most cases, more education means more happiness. There was no difference, however, between the happiness of those with a bachelor’s degree and those with a graduate degree (68 percent very or somewhat happy).
- **Politics.** Democrats and Republicans are equally happy (roughly 70 percent very or somewhat happy), while Green Party affiliates are the least happy (52 percent).

Conducted over a one week period in July 2010, the study polled volunteer participants who took the Keirsey Temperament Sorter II (KTS-II). Instead of panel-driven research that uses rewards or cash payments to incent respondents, Keirsey Research uses its In-Flow™ “river” methodology for statistical accuracy, demographic integrity and fast results.

“Because all of our respondents are volunteers who take the Keirsey Temperament Sorter II, our data is highly accurate and directly tied to personality,” said Parent. “Correlating preferences with personality can be tremendously advantageous for consumer product companies, ad agencies and market research firms, and we can produce results in as little as two days.”

With roughly 20,000 people taking the KTS-II every week, surveys are performed and results are tabulated in a matter of days. Keirsey Research creates a demographically balanced sample based on United States census data, meaning the results do not need to be weighted to produce demographically valid data. Whether it is rapid turnaround testing of a few specific questions or a detailed survey targeting narrow demographics, Keirsey Research delivers fast, highly accurate consumer research and market data.

About Keirsey Research

Since 1999, Keirsey Research has been conducting online research to study the relationship between peoples’ temperament and their preferences surrounding consumer products, political opinions, career choices, family dynamics, social issues and other topics. Utilizing its In-Flow™ “river” methodology and the high volume of Keirsey Temperament Sorter II (KTS-II) participants, Keirsey Research regularly surveys upwards of 20,000 individuals each week. Whether it is an omnibus or custom survey, market research firms, ad agencies and consumer products companies can tap into a wide range of demographics to attain fast, accurate market data that is directly correlated with personality.

Keirsey Research is the research arm of Keirsey.com. Founded by David M. Keirsey, PhD, Keirsey.com has delivered the KTS-II to more than 15 million people worldwide, advancing the science of Keirsey Temperament Theory. For more information, please visit www.keirseyresearch.com.