

Success Index:

Misunderstanding the American Dream

“The [American] Dream is a vision of a better, deeper, richer life for every individual, regardless of the position in society which he or she may occupy by the accident of birth. It has been a dream of a chance to rise in the economic scale, but quite as much, or more than that, of a chance to develop our capacities to the full, unhampered by unjust restrictions of caste or custom.”

— James Truslow Adams (1933)

# Abstract

## What it is:

A national private opinion quantitative survey to understand what Americans really think (and what they believe most people think) about success and the American Dream. The study compares how Americans' personal definitions of success differ from their perceptions of societal definitions of success. It was conducted by the think tank Populace, powered by Gradient, and fielded by YouGov.

## How it was conducted:

The primary survey component was a choice-based-conjoint (CBC) instrument that distinguishes between personal definitions of success and perceived societal definitions (how Americans believe most other people define success). Rather than directly asking respondents to define success, this survey's CBC simulated real-world decision making by forcing respondents to consider trade-offs. This not only reduces the ceiling effect, where respondents can claim everything defines success, but also minimizes social-desirability pressures respondents may otherwise face.

For more information about the CBC, see the [Methodology section](#).

**Survey conducted:** June 26 – July 09, 2023

## About Populace:

Populace is a Massachusetts-based think tank dedicated to building a world where all people have the chance to live fulfilling lives in a thriving society. Populace's private opinion research offers new insights into what people actually believe, with polling methodologies that reduce the distorting effects of social influence commonly found in traditional public opinion research.

For more information, visit [Populace.org](https://Populace.org).

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# Executive Summary

The Success Index represents a private opinion survey of the American people's personal definitions of success and the American Dream. It uses tools and methodologies that minimize distortions found in traditional public opinion polls to reveal not only what Americans prioritize most — and least — in a successful life, but also what they believe about other people's priorities.

Perhaps the most important insight from this report is that Americans are profoundly wrong about how other Americans define success and the American Dream. Out of 61 attributes tested, more than half (52%) had a gap of 20 or more ranks between how Americans prioritize them and how they think most other Americans prioritize those same attributes. These “collective illusions” are so widespread that there is not a single demographic group in the country that has an accurate view of how most Americans define a successful life and the American Dream.

## **01. Success is about a meaningful life, not getting rich.**

Half of Americans' top-ten priorities for success are about a meaningful life, including *being able to do work that has a positive impact on other people, enjoying their work, being enjoyable to be around, having a purpose in life, and being actively involved in their community*. In contrast, *being rich* is ranked in the bottom third of all priorities (45 of 61). However, Americans believe that most other people would rank *being rich* as the single most important priority of all.

## **02. The American Dream is personal, not financial.**

Most Americans believe that the American Dream is about personal success (*the ability to achieve success on the things that matter most to you*), but they think that most other people would define it in purely economic terms (*the ability to achieve financial prosperity through hard work*).

## **03. Americans choose character over status.**

Americans overwhelmingly emphasize character over status in their view of success, and it isn't even close. Americans ranked every character-related attribute higher than every status-related attribute in their priorities for a successful life. Indeed, the gap is so large that even the lowest-ranked character attribute outranks the highest-status attribute by thirty spots.

## **04. College diplomas are devalued.**

College degrees are not an important part of how Americans define success. *Having a bachelor's degree* and *having an advanced postgraduate degree* are each ranked in the bottom ten of all priorities for a successful life. Yet, Americans believe that most other Americans would rank them as top-15 priorities.

## **05. Parenting matters more than marriage.**

When it comes to success, Americans care more about having children than having a spouse. *Being a parent* is the #4-ranked priority, whereas *being married* is ranked 15 spots lower (#19). This relative devaluation appears to be more than a rejection of the legal status that marriage confers, since *being in a committed relationship* ranks even lower than marriage (#31).

# Why study success?

Our understanding of what constitutes a successful life functions as a personal compass that deeply influences how we perceive, and thus lead, our lives. Our internal, private definitions of success reflect our individual values, aspirations, and life priorities. Our impressions of how most other people in society define success, on the other hand, present an alternative gauge that reveals our perceived collective values, aspirations, and priorities. These internal and external guides have significant implications for how we organize and prioritize our own lives and how we conceptualize national ideals like the American Dream.

Nearly a century ago, James Truslow Adams coined the term “American Dream” in his 1931 book *The Epic of America*, where he emphasized that this country’s founding is deeply rooted in the idea that people can pursue their individual definition of success. Since then, this ideal has figured prominently in the cultural and social ethos of the United States, representing the aspirations and hopes of generations of Americans.

Yet, for many today, the American Dream has come to represent the notion that any individual — regardless of background or social class — can achieve financial prosperity through hard work. However, Adams’ original writings dispel the notion that the Dream can be reduced to economic prosperity alone, insisting instead, on a commitment to the pursuit of individually defined success through self-determination:

*The American Dream that has lured tens of millions of all nations to our shores in the past century has not been a dream of merely material plenty, though that has doubtlessly counted heavily. It has been much more than that. It has been a dream of being able to grow to fullest development as man and woman, unhampered by the barriers which had slowly been erected in the older civilizations, unrepressed by social orders which had developed for the benefit of classes rather than for the simple human being of any and every class.*

— James Truslow Adams, *The Epic of America* (1931)

In other words, in its purest form the American Dream offers hope that, in this country, every individual has the freedom to determine their own goals, in accordance with their own ambitions, and to pursue them according to their own abilities.

In America today, the ideal of the American Dream has been distorted into a fragment of itself. Although a majority of Americans still hold a personal view of the Dream that is about “the ability to achieve success on the things that matter most to you,” the strictly economic conception of the Dream has so fully permeated the public narrative that 63% of American adults incorrectly believe *most other people* define it as “the ability to achieve financial prosperity through hard work.”

**Defining the American Dream:** Which of the following comes closer to how *you personally* define the American Dream? Which of the following comes closer to *most people's* definition of the American Dream?



Given the stark discrepancy between personal and perceived societal definitions of the American Dream, the aim of this report is to stimulate conversations about success and the American Dream by investigating the following questions:

1. What do Americans believe constitutes personal success?
2. How do Americans’ personal definitions of success diverge from beliefs about most people’s definition of success?
3. To what extent are Americans achieving their definition of success?
4. How does achievement of personal success (or lack thereof) relate to important outcomes, like well-being and the belief that the American Dream is attainable?

Understanding what Americans consider a successful life, and whether they consider their lives to be successful, affords the opportunity to deconstruct our values as they relate to the American Dream, explore variations in those values, and examine whether our lives are meaningfully affected by these variations. It also allows us to examine whether Americans’ needs and aspirations are being met by the institutions that are intended to facilitate our success and safeguard the American Dream in an era of rapid technological and societal change.

# Part I: Understanding Success

Leveraging private opinion methodologies, the Success Index posed a trade-off experiment in which respondents were repeatedly asked to choose which of two scenarios was closer to their personal view of success. They were then asked which of those same two scenarios was closer to how they believe most other people view success.

Interviews, focus groups, and qualitative research identified a total of 61 discrete success attributes — including attributes related to education, relationships, work, character, status, finances, and overall well-being. These attributes were ranked into a hierarchy of preference according to what individuals personally prioritize (personal priorities) and what they believe most others in society prioritize (perceived societal priorities). The attributes were then given a standardized share of preference (SOP), which serves as a measure of effect size. The result is a level of insight about success and the American Dream that is not possible through traditional public opinion polling alone.

## 01. Success isn't selfish.

For Americans, contributing to the lives of other people is an important part of their definition of success.

The most highly prioritized attribute of success, ranking #1 overall in the general population, is *doing work that has a positive impact on other people* (holding a standardized share of preference [SOP] of 2.13, meaning this attribute is more than two standard deviations higher in priority than the average attribute). In addition to positively impacting others, Americans believe a top-ten priority of personal success also includes *being actively involved in their community* (ranked #9 with a standardized share of preference that is nearly one standard deviation higher than the average attribute).

**Figure 1.1:** Standardized Share of Preference for Personal Definition of Success

Attribute	Rank	Standardized SOP <sup>1</sup>
Does work that has a positive impact on other people	#1	2.13
Is actively involved in their community	#9	0.98

Regardless of gender, age, income, and political affiliation, *doing work that has a positive impact on other people* and *being actively involved in their community* both rank among the most highly prioritized attributes across these demographic subgroups. There are, however, some differences in personal conceptualizations of success by race. Despite ranking in the top five for White and Black subgroups, *doing work that has a positive impact on others* ranks #12 among the Asian subgroup, and #19 among the Hispanic subgroup. Similarly, despite ranking in the top ten for White and Hispanic subgroups, *being actively involved in their community* ranks lower for Black and Asian subgroups (#20 and #22, respectively).

*Bottom line: When it comes to personal success, the priority is not simply the narrow pursuit of selfish ambitions that separate us from one another, but rather about engaging with others in ways that have a positive impact on their lives.*

<sup>1</sup>The SOP reflects an attribute's relative prioritization. The SOP of each attribute is reflected as a percentage out of 100. Standardized SOPs reflect the relative distance from the average attribute priority. A standardized SOP of 0 signifies the average, 1 represents one standard deviation above the average, and -1 is one standard deviation below the average.



## 02. Americans choose character over status.

When it comes to defining success for themselves, Americans overwhelmingly emphasize character over status.

Two character-related attributes are in the top-ten priorities for success overall: having *purpose in life* (#8), and having *strong ethical values* (#10), with both attributes having a standardized SOP of approximately 1, meaning that Americans prioritize them roughly one standard deviation higher than they do the average attribute. In addition, being *charitable* (#21), *authentic* (#22), *trustworthy* (#24), and *a kind person* (#25) each rank in the top 25 of Americans' personal priorities for success.

In contrast, status-related attributes are the least characteristic of Americans' personal definitions of success: *owning a lot of luxury items* (#61), *having a large social media following* (#60), *being famous* (#59), *graduating from an elite college or university* (#58), *being considered physically attractive* (#57), *having a high-status job* (#56), and *knowing a lot of influential people* (#55) are all in the bottom-ten priorities.

In fact, Americans rank every character-related attribute higher than every status-related attribute in their personal view of success. Indeed, the gap is so wide that the lowest-ranked character attribute (*is a kind person*) still outranks the highest status attribute (*knows a lot of influential people*) by 30 rank orders.

**Figure 1.2:** Personal Standardized Share of Preference for Character Attributes

Attribute	Rank	Standardized SOP
Has a purpose in life	#8	1.02
Has strong ethical values	#10	0.95
Is charitable	#21	0.50
Is authentic	#22	0.45
Is considered trustworthy by others	#24	0.40
Is a kind person	#25	0.36

**Figure 1.3:** Personal Standardized Share of Preference for Status Attributes

Attribute	Rank	Standardized SOP
Knows a lot of influential people	#55	-1.16
Has a high-status job	#56	-1.52
Is considered physically attractive	#57	-1.61
Is a graduate of an elite college or university	#58	-1.66
Is famous	#59	-2.38
Has a large social media following	#60	-2.45
Owens a lot of luxury items	#61	-2.56

*Continued on next page.*

Americans' deprioritization of status in their definition of success is ubiquitous. Across all demographic subgroups, status-related attributes consistently rank as some of the least important priorities for success. And while there are some demographic differences for character-related attributes, having a *purpose in life* ranks in the top ten for every single demographic subgroup.

*Bottom line:* Americans overwhelmingly prioritize the substance of character over the sizzle of status in their definitions of success. In other words, their social standing matters far less than the kind of person they are.

### 03. Financial success is not about getting rich.

Finances are an important part of a successful life as Americans define it. Yet, for most, it is financial security that they prioritize, rather than becoming rich.

One third of the top-15 priorities that Americans have for a successful life are related to financial self-sufficiency. For example, being *on track for a secure retirement* and being *financially independent from others* are the most prized financial indicators of success for individuals, ranking #2 and #3, respectively. Moreover, being *debt free* ranks #6, *owning a home* is #12, and *rarely worrying about money* is #13. In contrast, Americans do not prioritize attributes such as being *rich* (#45 out of 61), having a *higher standard of living than their peers* (#49), or *owning a lot of luxury items* (#61).

**Figure 1.4:** Top 15 Attributes for Personal Definitions of Success

Attribute	Rank	Standardized SOP
Does work that has a positive impact on other people	#1	2.13
<b>Is on track for a secure retirement</b>	<b>#2</b>	1.63
<b>Is financially independent from others</b>	<b>#3</b>	1.63
Is a parent	#4	1.37
Enjoys their work	#5	1.24
<b>Is debt free</b>	<b>#6</b>	1.11
Is enjoyable to be around	#7	1.06
Has a purpose in life	#8	1.02
Is actively involved in their community	#9	0.98
Has strong ethical values	#10	0.95
Is recognized as a leader in their profession	#11	0.92
<b>Owns a home</b>	<b>#12</b>	0.82
<b>Rarely, if ever, worries about money</b>	<b>#13</b>	0.79
Makes time for themselves	#14	0.75
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	#15	0.73

*Continued on next page.*

There are some differences in financial priorities across demographic groups. For example, *being on track for a secure retirement* ranks #2 overall and is a top-five priority across most subgroups, but it ranks #7 among Black Americans and #16 for Asian Americans. That said, *having financial independence from others* is a universal priority, ranking in the top five for every demographic subgroup tested. No matter how the data is cut — age, gender, race, income, political affiliation, education level — Americans unequivocally value financial independence as a key marker of success.

*Bottom line: When it comes to defining success, Americans don't care about being rich; they care about having financial independence, security, and peace of mind.*

#### 04. Degrees are devalued.

For Americans, traditional markers of educational attainment are not characteristic of their broader definition of success.

Americans aren't just indifferent toward conventional indicators of educational achievement, such as college diplomas — those accolades are actively devalued: neither a *4 year bachelor's degree* (#54) nor an *advanced degree* (e.g., *PhD, MD, JD, MBA*) (#52) are watermarks of personal success.

Indeed, educational degrees of any sort, whether from high school or an elite college, all ranked #50 or lower. In contrast, having a *certification in a skilled trade* (#15) is a more highly prized marker of personal success. (Even people with postgraduate degrees, in general, prioritize having a *certification in a skilled trade* over an *advanced degree* in their definition of success, ranking #23 and #48 respectively.)

**Figure 1.5:** Standardized Share of Preference for Education Attributes

Attribute	Rank	Standardized SOP
<b>Has a certification in a skilled trade</b> (e.g., electrician, plumber, mechanic)	<b>#15</b>	0.73
Is always learning new things	#33	0.13
Is very knowledgeable regardless of a formal education	#41	-0.36
Has mastered a difficult skill	#47	-0.63
Has a high school diploma or GED	#50	-0.88
<b>Has an advanced degree</b> (e.g., PhD, MD, JD, MBA)	<b>#52</b>	-0.98
<b>Has a 4 year bachelor's degree</b>	<b>#54</b>	-1.11

There is one subgroup of Americans that defines personal success in terms of advanced postgraduate degrees: the Asian subgroup is far more likely than other racial subgroups to prioritize an *advanced degree* (e.g., *PhD, MD, JD, MBA*) in their definition of success (#2 vs. #52 in the general population). Moreover, they don't believe having a *certification in a skilled trade* is an important element of success (#53 vs. #15 in the general population).

*Bottom line: For Americans, in general, education appears to be a means to an end, rather than an indicator of success in its own right.*

### 05. Parenting matters more than marriage.

When it comes to success, Americans care more about having children than a spouse.

The attribute *is a parent* ranked #4 in the general population (with a standardized share of preference of 1.37, meaning this attribute is more than one standard deviation higher in priority than the average attribute). In contrast, *is married* is ranked 15 spots lower at #19. This relative devaluation of marriage appears to reflect more than simply a rejection of the legal status conferred by marriage: the attribute that would seem to be the natural alternative to marriage — *is in a committed relationship* — ranks even lower (#31).

**Figure 1.6:** Personal Standardized Share of Preference for Relational Aspects of Success

Attribute	Rank	Standardized SOP
Is a parent	#4	1.37
Is married	#19	0.53
Is in a committed relationship	#31	0.21

Although there are differences in the degree to which different racial subgroups value both parenting and marriage, the overall prioritization of being a parent over being married holds across all racial subgroups. While White and Asian subgroups prioritize having a child 15 rank-order spots higher than being married (similar to the general population), Black and Hispanic Americans have an even larger rank-order gap (20 and 41 spots, respectively). Indeed, the prioritization of being a *parent* over *marriage* holds across every single demographic subgroup studied in this report.

**Figure 1.7:** Demographic Comparisons for Relational Aspects of Success

Attribute	Overall	White	Black	Hispanic	Asian
Is a parent	#4 1.37	#4 1.48	#29 -0.02	#6 1.25	#33 -0.09
Is married	#19 0.53	#19 0.54	#49 -0.71	#47 -0.68	#48 -0.71
Rank Delta	15	15	20	41	15

**Bottom line:** When it comes to defining success, in general, Americans care more about having children than they do having a spouse (or even a significant other). This does not mean that marriage is unimportant to people, but rather that their view of a successful life does not necessarily depend on it.

## 06. Success is personal (but we don't think it is).

While aggregate trends are useful, it is important to recognize that individual Americans define success in a deeply personal and unique way.

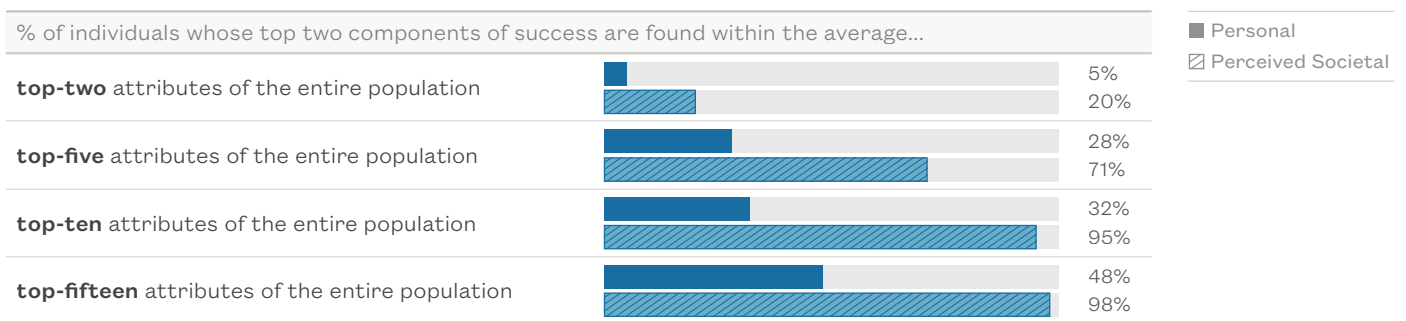
One approach to measuring the distinct ways Americans define success is to determine how many respondents' top-two priorities for success are also in the top priorities for all Americans. We estimated distinctiveness for how individuals define success (personal definition) and how they believe most other people define success (perceived societal definition).

If Americans define success in similar ways, then we would see a high percentage of individuals whose personal rank-order priorities for success are similar to the average rank-order priorities of the population (e.g., if every individual had the same top-two priorities, then the average top-two priorities would represent 100% of personal definitions). Likewise, if Americans *believe* that most others define success in similar ways, we would see a high level of overlap between individual rank-order priorities and average rank-order priorities for perceived societal definitions (e.g., if every individual *believes* that most other Americans have the same top-two priorities, then the average top-two perceived priorities would represent 100% of perceived societal definitions). To demonstrate that the measure of distinctiveness is not sensitive to parameter specifications, multiple thresholds are presented in Figure 1.8.

As Figure 1.8 shows, only 5% of individual respondents' top-two priorities are identical to the average top-two priorities for the general population, suggesting the vast majority of Americans do not share what matters most for their definition of success. Similarly, when asked what "most other people" prioritize, only 20% of respondents share the same top-two perceived priorities. In other words, Americans are not identical in their highest priorities, nor are they identical in what they think most other people prioritize.

However, when the focus shifts from having identical priorities to having *similar* ones, there is a substantial divergence between reality and perception. For example, the percentage of individuals whose top-two personal priorities are found even within the average *top-ten* priorities for the population is only 32%, meaning that more than two thirds of individuals have personal priorities that are different than the population at large. In contrast, when it comes to their perception of what other people prioritize, most Americans believe that 95% of individual top-two priorities would be found in the average top-ten priorities. In other words, individuals are highly distinct in their personal definitions of success, but the perception is that most people are very similar.

**Figure 1.8:** Individuality Within Personal and Perceived Societal Definitions of Success



*Bottom line: Americans' personal definitions of success are just that: personal. While there are some commonalities and general trends that are useful to consider, in the end the simple fact is that there is no such thing as a one-size-fits-all definition of success.*

# Part II: Collective Illusions

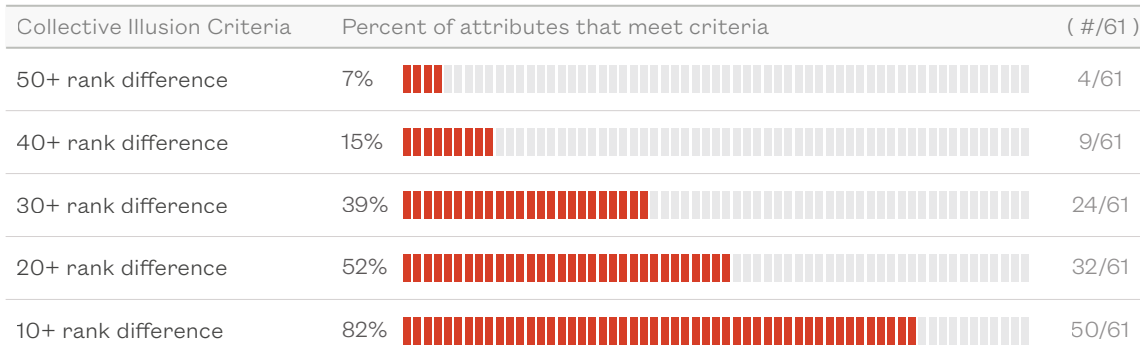
Personal values and priorities are often obscured by collective illusions — widespread misconceptions about what other people in society value. Frequently, individuals’ notions about societal preferences are distorted by media, cultural norms, and a tendency to conform. A collective illusion becomes particularly problematic when it motivates individuals to pursue priorities that are not consistent with their personal values.

## 07. Illusions are pervasive.

When defining success in America today, collective illusions are the rule, not the exception.

Out of 61 attributes, more than half have a gap of 20 or more ranks between how people personally prioritize them in their definition of success and how they think most others in society prioritize those attributes. What’s more, 24 of the attributes (nearly 40%) have a gap of 30 or more ranks. Taken together, this amounts to widespread misunderstanding of how Americans define success.

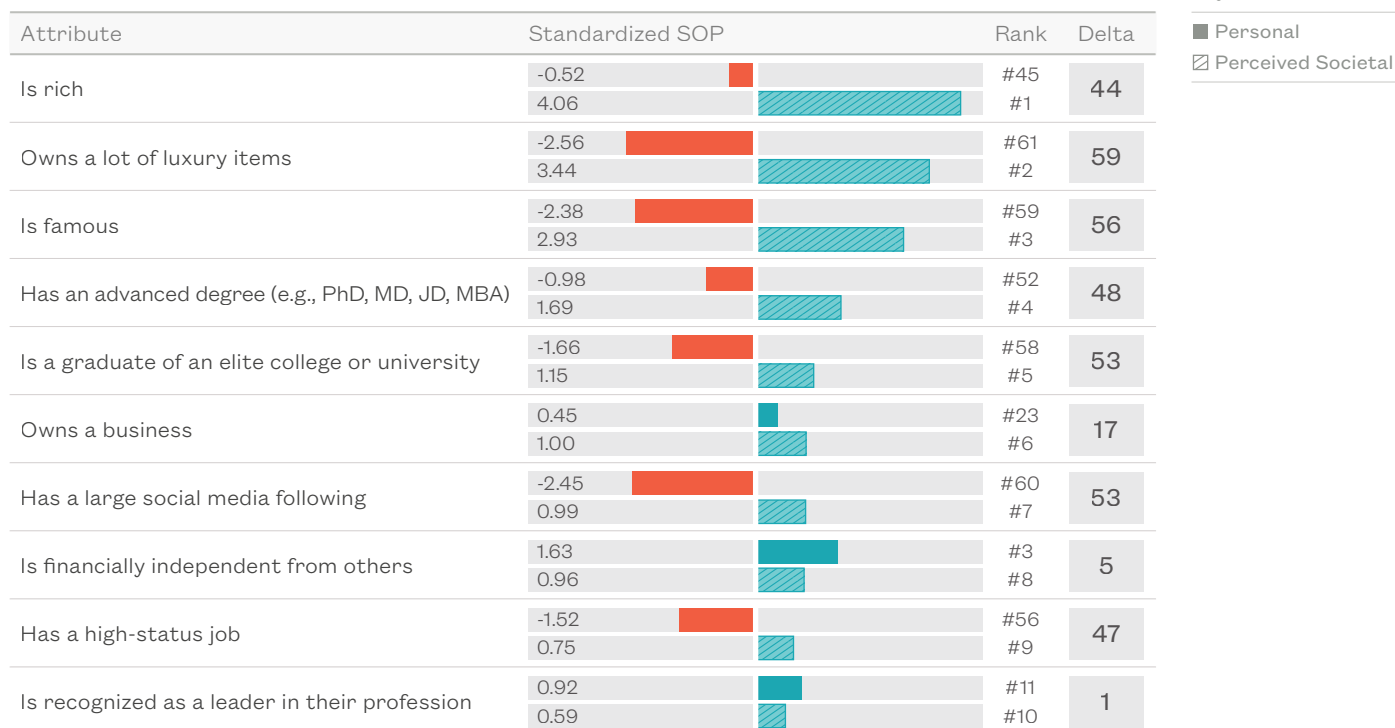
**Figure 2.1:** Proportion of Collective Illusions



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Consider, for a moment, the top-ten components of perceived societal success; the average personal ranking across those ten attributes is 43 — any given top-ten perceived societal attribute is, on average, likely to be in the bottom third of attributes that define personal success. In fact, of the top-ten components of what is perceived to be society’s definition of success, six rank in the *bottom ten* for personal definitions of success.

**Figure 2.2:** Personal vs. Perceived Rank for Top-Ten Perceived Societal Attributes



Key  
 ■ Personal  
 ▨ Perceived Societal

Across all demographics tested, although there are differences in the magnitude of the various collective illusions revealed, the reality is that no subgroup of Americans has an accurate appraisal of how most other people define success.

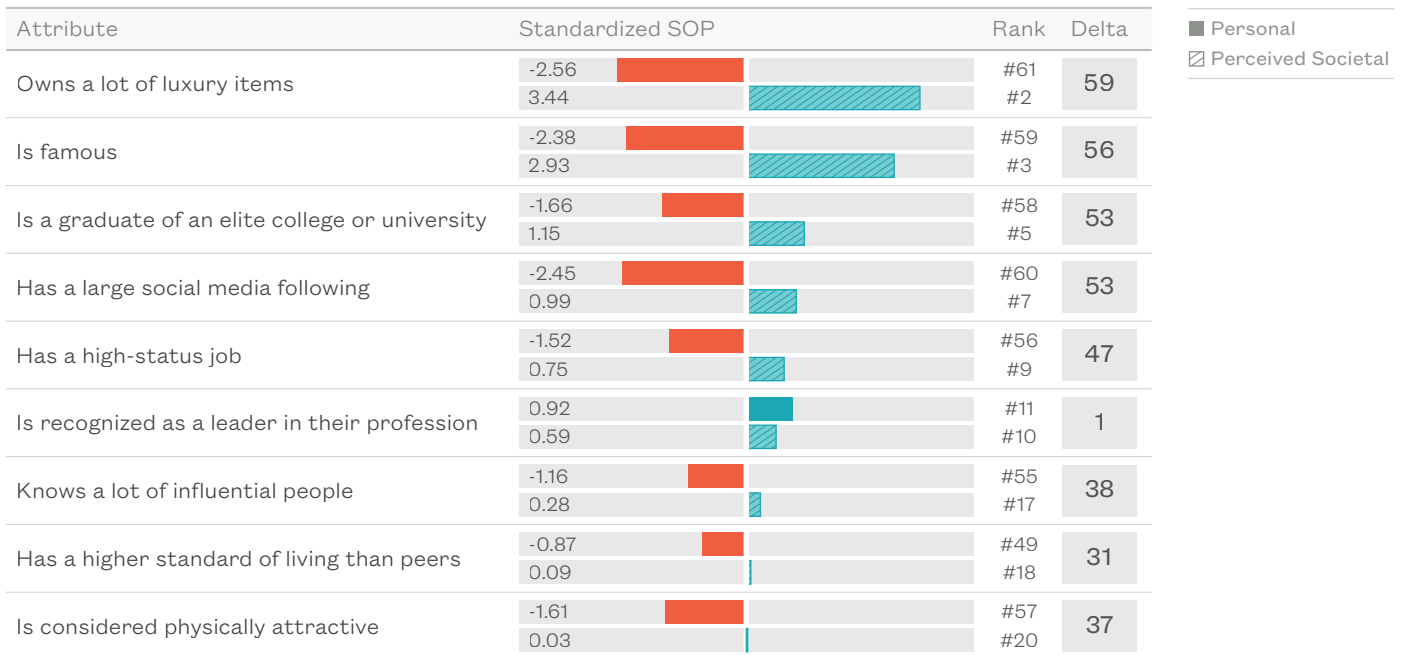
*Bottom line: The simple fact is that Americans are overwhelmingly wrong about how most other Americans define success.*

### 08. Trading places: the character-status illusion.

Americans overwhelmingly choose character over status when it comes to their own definition of success, yet they (incorrectly) believe that most Americans would choose status over character.

Status attributes feature prominently in Americans’ perceived societal definition of success, accounting for six of the top-ten priorities. For example, Americans believe that owning *a lot of luxury items* (perceived as #2), being *famous* (perceived as #3), attending *an elite college or university* (perceived as #5), and having *a large social media following* (perceived as #7) are all important parts of how most other people define success. Yet, in reality, each is in the bottom ten for Americans’ personal definitions. This represents a rank difference greater than 50 for each attribute.

**Figure 2.3:** Personal vs. Perceived Societal Rank for Status Attributes



Key

- Personal
- ▨ Perceived Societal

The misconception that status is an important part of how most other Americans would define success is pervasive: every single demographic group — regardless of age, gender, income, political affiliation, education level, or race — exhibited the same general magnitude of the collective illusion.

Collective illusions are also prominent with respect to character, but they operate in the opposite direction. Having *a purpose in life* and having *strong ethical values* are both in the top-ten attributes of Americans’ personal priorities, yet they are believed to be in the bottom third of the perceived societal priorities (how Americans think *most others* define success). Additionally, the other four attributes related to character are all among the top-25 personal priorities, yet they are perceived to be devalued by most others, including being *charitable* (personal #21 vs. perceived as #49), *authentic* (personal #22 vs. perceived as #50), *trustworthy* (personal #24 vs. perceived as #35), and *a kind person* (personal #25 vs. perceived as #55).

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The extent and magnitude of the collective illusions around character and status produce a complete inversion of perception and reality. For their personal definitions of success, Americans rank every single character attribute higher than every status attribute (by at least 30 spots); yet they (incorrectly) believe that most other Americans would rank every single status attribute higher than every character attribute (by at least 15 spots).

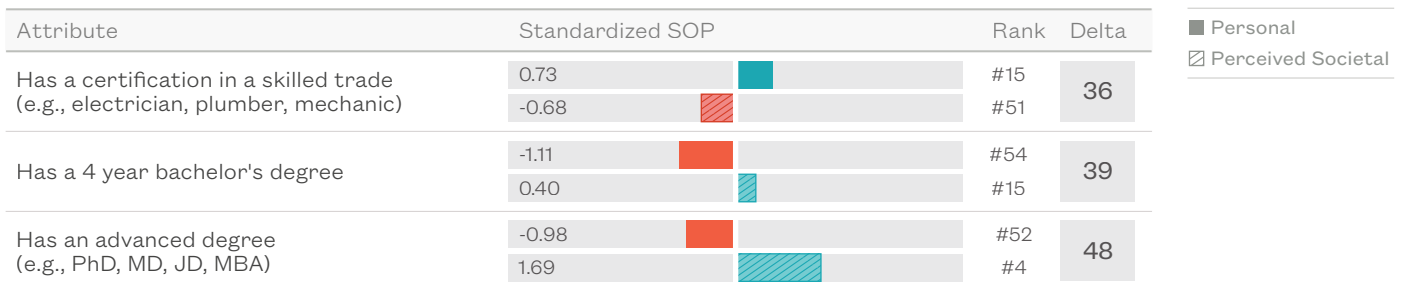
*Bottom line: The most pronounced collective illusions about success in society today largely center on issues of status and character, where most Americans are simply wrong about most other Americans.*

**09. Higher education, lower priority.**

Despite deprioritizing college degrees in their personal definitions of success, Americans (incorrectly) believe that they are a defining feature for most other people.

Having an advanced degree (perceived as #4) and obtaining a 4 year bachelor’s degree (perceived as #15) are both in the top third of perceived societal priorities for success, yet both rank in the bottom ten of personal success (both rank #52 or lower). Contrasting that is the priority Americans place on having a certification in a skilled trade. Despite ranking low in terms of the perceived societal definition of success (perceived as #51), Americans place having a certification in a skilled trade in the top third of attributes for their personal definition of success (ranked #15).

**Figure 2.4:** Personal vs. Perceived Societal Prioritization of Education Attributes



The collective illusion about the prioritization of a 4 year bachelor’s degree for success is universal: every single demographic subgroup overestimates the importance of the diploma by at least 28 rank orders. In other words, Americans — regardless of race, gender, income, age, geography, political affiliation, or education level — rank having a college diploma as a bottom-tier priority for success, but they believe that other people rank it as a top-tier priority.

In contrast, with respect to a certification in a skilled trade, the collective illusion is nearly universal but in the opposite direction: with one exception, every single subgroup ranks a certification in a skilled trade as being a higher priority for their personal view of success than they believe most other people would rank it. The exception is the Asian subgroup, where the personal rank (#53) is almost identical to how they believe most other people would rank it (#54).

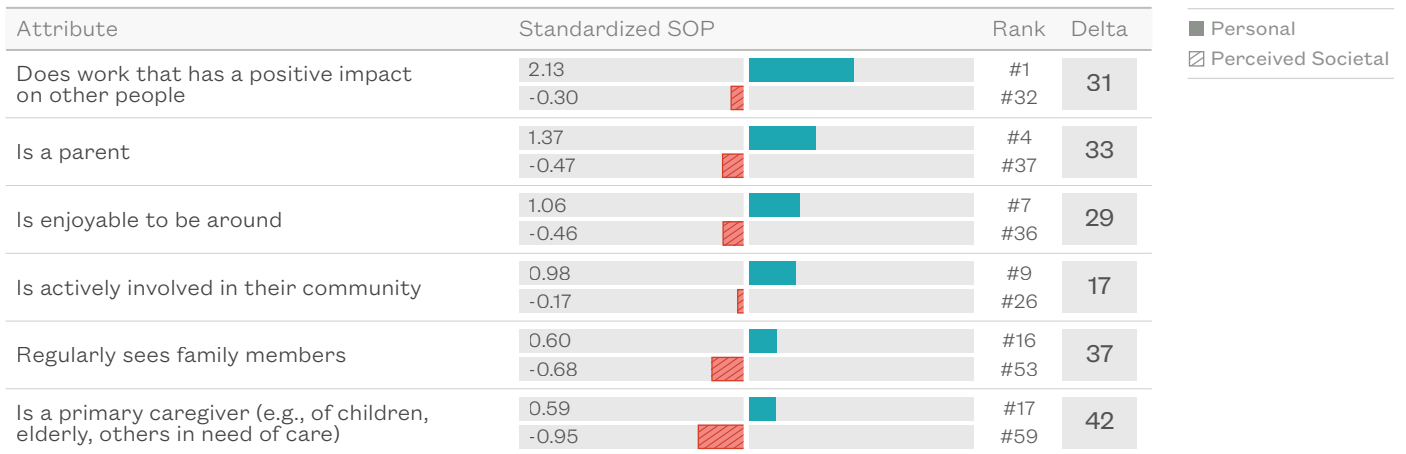
*Bottom line: Americans do not value college diplomas in their personal definition of success, but they (incorrectly) believe that most other Americans value them.*

### 10. A hidden priority: other people.

The largest collective illusions in this report — those with gaps greater than 30 rank-order spots — are predominantly aspects of success that Americans believe *most other* people value, when in fact they do not personally prioritize them. However, there are attributes for which the illusion operates in the opposite direction: Americans personally prioritize attributes related to having regard for other people, but they (incorrectly) believe that most other people do not.

Doing work that *has a positive impact on other people* (#1) and being a *parent* (#4) are both top-five features of Americans’ personal definitions of success, yet both rank in the bottom half of the perceived societal definition (#32 and #37, respectively). Other interpersonal attributes show a similar trend: *regularly sees family members* (#16) and *is a primary caregiver* (#17) are both top-20 priorities in reality, but they are not believed to be a priority for most other people, ranking in the bottom-ten attributes of perceived societal success (#53 and #59, respectively). Lastly, being *enjoyable to be around* (#7) and *actively involved in their community* (#9) — both of which are top-ten personal priorities for success — are systematically underestimated by at least 15 rank orders.

**Figure 2.5:** Top Rank Differences for Relational Attributes



**Bottom line:** Strong social bonds, including having a positive impact on other people, are important aspects of Americans’ personal views of success, but their importance is systematically underestimated due to collective illusions.

# Part III: Achievement

After completing the choice tasks, respondents also self-reported whether they had achieved each of the 61 attributes from the conjoint experiment. This section of the report uses that data to investigate achievement and underachievement in the top aggregate priorities, individual-level achievement scores weighted based on personal priority, as well as the relationship between differences in individual achievement and both life satisfaction and belief that the American Dream is possible.

## 11. Missed opportunity: community involvement.

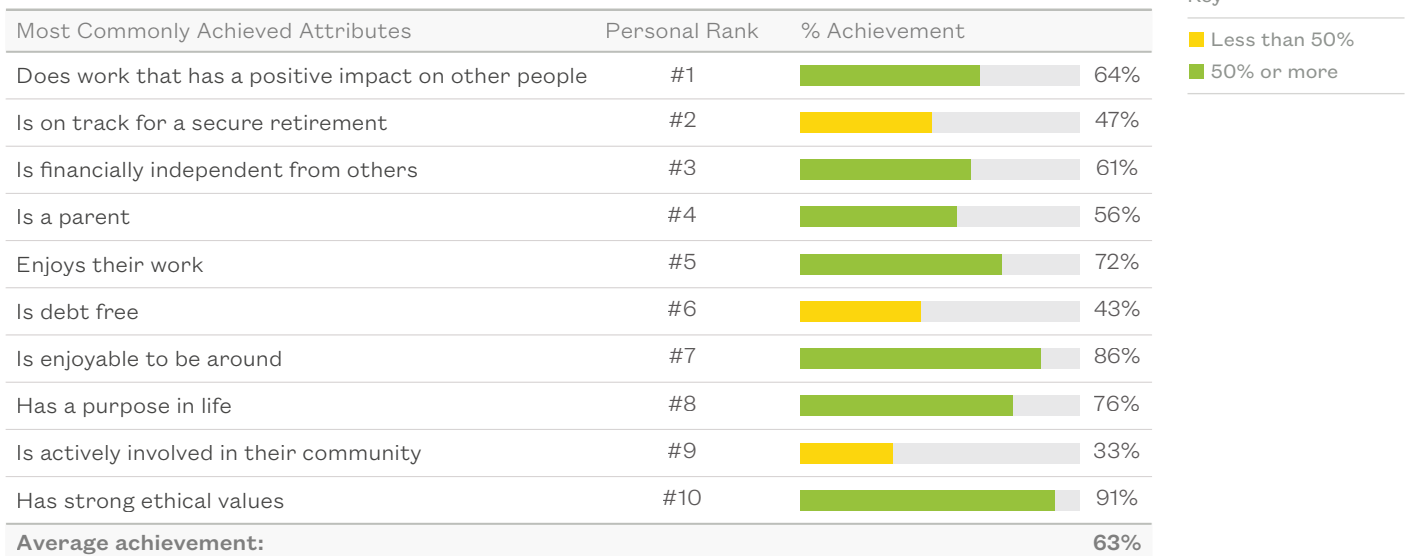
Americans care about community engagement, but the vast majority are not currently involved in their communities as much as they would like to be.

In general, Americans self-reported high levels of achievement on their top personal priorities for success. For example, more than 50% of Americans reported achieving on seven of the top-ten aggregate priorities. Moreover, attributes that relate to character and contribution show particularly high levels of personal achievement: 91% of people report having *strong ethical values*, 86% report that they are *enjoyable to be around*, and 76% report having *a purpose in life*.

That said, there are opportunities for improvement. Among the top-ten personal priorities, there are three attributes where a majority of Americans are underachieving, with two of them related to financial security: only 47% of Americans report being *on track for a secure retirement*, while even fewer (43%) report being *debt free*.

Most notably, only 33% of Americans report that they are *actively engaged in their community*, despite this attribute being a top-ten priority for personal success (#9). In other words, two-thirds of Americans are not engaged in their community despite its high priority level. This is the lowest level of achievement of any top-ten priority for personal success — indeed, more Americans report being *debt free* than engaged in their community.

**Figure 3.1:** Achievement of Top-Ten Personal Priorities



This lack of community engagement is widespread in America today: there is no demographic subgroup in which a majority of people report being *actively engaged in their community*.

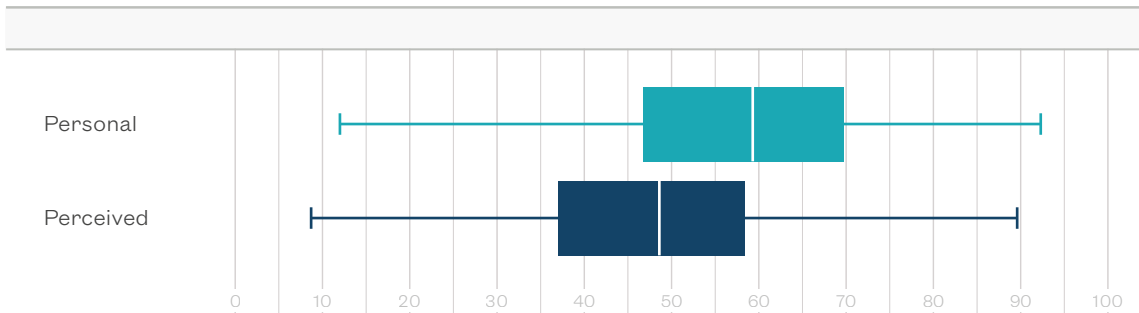
*Bottom line:* The near-universal finding of “high-priority but low-achievement” with respect to community engagement calls into question the prevailing public narrative of widespread declining interest in American civic and community life. It is undoubtedly true that participation in civic life has declined, but this research suggests that the root cause is not disinterest on the part of the American public.

## 12. Individual-level achievement.

In an effort to better understand the extent to which individuals are achieving their own priorities for success, individual-level personal and perceived societal success scores were calculated. Whereas the personal success score measures how much an individual has achieved according to their own priorities, the perceived societal success score measures how much that same individual has achieved according to their beliefs about how others define success. For both scores, the scale ranges from zero (no achieved success) to 100 (completely achieved success).

As shown in Figure 3.2, American adults are far more likely to achieve their personal definitions of success (median = 59.3, mean = 57.5) than what they believe to be society’s definition (median = 48.6, mean = 47.9), although it is important to note substantial variation in the overall achievement scores for personal success, which range from a low of 12.0 to a high of 92.3.

**Figure 3.2:** Personal Success Score and Perceived Societal Success Score

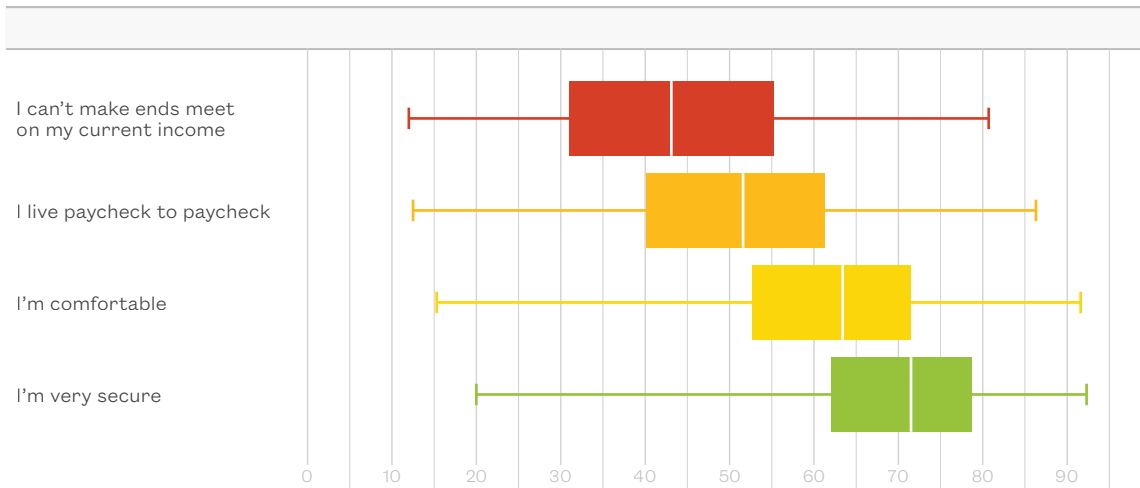


*Continued on next page.*

Importantly, although Americans overall are achieving many of the highest priorities of their personal definition of success, there are substantial differences among subgroups of Americans. The largest disparity in success scores occurs among different levels of subjective income, reaffirming the importance that Americans place on overall financial security in their personal definitions of success.

For example, individuals who report they *can't make ends meet* have the lowest average personal success score (median = 43.1, mean = 43.2), whereas Americans who report feeling *very secure* in their finances have the highest personal success scores (median = 71.5, mean = 69.5), representing an achievement gap of 26 points between the average of the two groups. Those who live *paycheck-to-paycheck* (median = 51.6, mean = 50.7) and those who are *comfortable* (median = 63.4, mean = 61.6) reveal a linear trend that demonstrates the important role financial security plays in Americans' definitions of success.

**Figure 3.3:** Achieved Personal Success by Subjective Income



*Bottom line:* While there is room for improvement, Americans are achieving at a reasonably high level on their personal definitions of success. However, these average findings mask significant differences in individual achievement based on subjective financial security.

### 13. Achieved success and life satisfaction.

Success, and the pursuit of it, is only consequential insofar as it relates to meaningful outcomes. To this end, the relationship between achievement on personal definitions of success and overall subjective well-being was investigated, with the hypothesis being that, all else equal, individuals who attain higher levels of personal success should experience higher levels of subjective well-being.

To assess subjective well-being, the Cantril Self-Anchoring Striving Scale (CSASS) was used. The CSASS measures self-reported life satisfaction by asking respondents to think of a zero-to-ten “ladder” scale where zero represents the worst possible life for them and ten represents the best possible life. Respondents then rated their current life on that scale and their prediction for where they believe they will be five years from now.

By regressing life satisfaction on personal success scores, and controlling for relevant demographic variables, the analysis revealed a robust positive relationship between achieved success and life satisfaction, where higher achieved personal success is associated with higher well-being.<sup>2</sup> Specifically, an increase of ten points in a personal success score is associated with a 0.6-point rise in life satisfaction (on an 11-point scale), an effect roughly equivalent to moving from an income bracket of \$60,000–\$69,999 to \$80,000–\$99,999.

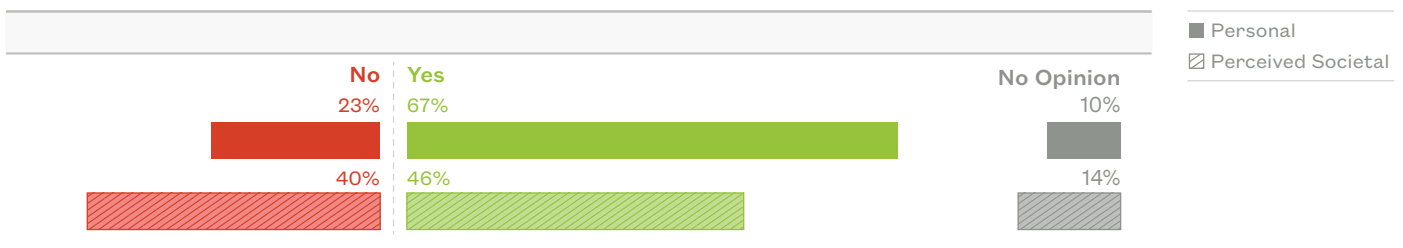
*Bottom line: While financial prosperity undeniably contributes to life satisfaction, recalibrating institutional priorities and enacting policies that enable individuals to pursue their personal vision of success will likely contribute to a more satisfied society above and beyond the impact that economic factors alone can offer.*

### 14. Living the American Dream.

If people truly believe that the American Dream is about achieving personal success, then it stands to reason that there should be a positive relationship between achievement of personal success and belief that the American Dream is possible to achieve.

To investigate this, in addition to completing the private opinion choice-based-conjoint instrument and self-reporting achievement levels across all 61 attributes, respondents also answered the following question: “Do you believe it is possible for you to achieve the American Dream?” As shown in Figure 3.4, more than two in three Americans believe it is possible for them to achieve the American Dream (67%), although less than half of them believe that most other Americans think it is possible (46%).

**Figure 3.4:** Do you believe it is possible for you to achieve the American Dream?



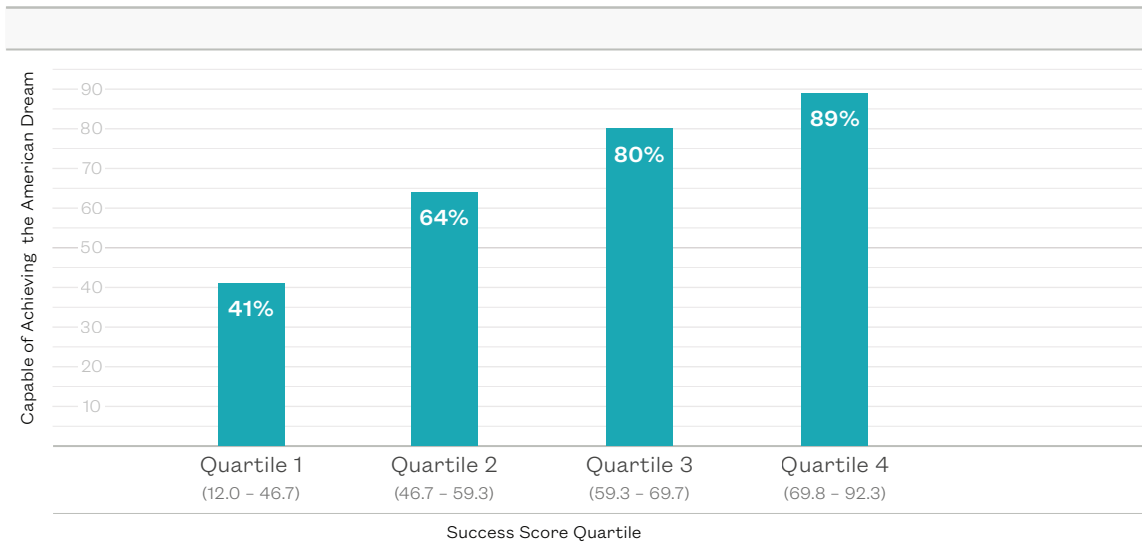
<sup>2</sup>The model includes the perceived societal success score, gender, ideology, race, education, age, age<sup>2</sup>, income, and marital status. Personal achieved success is significant at a p<.001 level. The predicted model held all variables constant at their mean values.

To evaluate the relationship between achieved success and belief that the American Dream is possible, “No” and “No opinion” were first collapsed into a single group, creating two categories: (1) those who believe they can achieve the American Dream and (2) those who do not believe they can (or have no opinion). Next, a logistic regression model was built to determine the extent to which personal success scores are related to belief in the American Dream.

Overall, there is a strong positive relationship between personal success and belief that achieving the American Dream is possible: controlling for relevant demographic variables (e.g., income, education, etc.), an increase of 10 points in a personal success score is associated with a 81% increase in the likelihood of someone believing they can achieve the American Dream.<sup>3</sup>

This already substantial effect is even more dramatic at the margins: 89% percent of Americans whose personal success scores are in the top quartile (ranging from 69.8 to 92.3) believe the American Dream is possible, compared to just 41% of Americans in the lowest quartile of personal success scores (ranging from 12.0 to 46.7).

**Figure 3.5:** Capability of Achieving the American Dream by Success Score Quartile



*Bottom line: Most Americans define the American Dream in terms of personal success. And, as this data shows, achieving personal success is a strong predictor of whether or not one believes that the American Dream is even possible. If the goal is to protect and renew the American Dream, greater economic mobility is not a substitute for ensuring that every individual has the opportunity to live a self-determined life.*

<sup>3</sup> The model includes gender, ideology, race, education, age, age<sup>2</sup>, income, and marital status. Personal achieved success is significant at a p<.001 level. The predicted model held all variables constant at their mean values.

# Methodology

## Integrity Statement

Powered by Gradient and fielded by YouGov, this survey is based on 3,513 interviews conducted by YouGov on the internet, composed of a base sample of adult Americans (N = 2,060) and oversamples of Asian respondents (N = 492), Black respondents (N = 484), and Hispanic respondents (N = 477). The base sample and demographic oversamples were weighted according to gender, age, race/ethnicity, education, and U.S. Census region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote.

Respondents were selected from YouGov to be representative of the general population in the United States, as well as of each demographic group represented in each oversample. There are four weights provided in this dataset: a base sample where 2,060 respondents were weighted to the aforementioned general population frame, and then three oversample weights for each of the demographic oversamples (Black, Hispanic, and Asian) where respondents from each oversample and the base sample who fit in the demographic category were weighted together.

The sample size for the weighted base sample is N = 2,060, while the weighted oversamples are as follows: 541 Asian respondents, 704 Black respondents, and 694 Hispanic respondents. The base sample weights range from 0.27 to 3.92 with a mean of 1 and a standard deviation of 0.5. The Black oversample weights range from 0.2 to 2.82 with a mean of 1 and a standard deviation of 0.54. The Hispanic oversample weights range from 0.26 to 3.61 with a mean of 1 and a standard deviation of 0.58. The Asian oversample weights range from 0.34 to 4.48 with a mean of 1 and a standard deviation of 0.59.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetted sample is approximately 2.4% for the base sample, 4.9% for the Asian oversample, 4.2% for the Black oversample, and 4.3% for the Hispanic oversample.

Sample Overview	N=	Margin of Error (MOE)
General population (base sample)	2,060	2.4%
Asian adults oversample	492	4.9%
Black adults oversample	484	4.2%
Hispanic adults oversample	477	4.3%

Model fit was assessed using a percent certainty score — calculated as a Root Likelihood (RLH) fit.

Root Likelihood (RLH) Fit per Sample	Personal RLH	Perceived Societal RLH
General population (base sample)	83.21%	74.27%
Asian adults oversample	90.90%	87.78%
Black adults oversample	93.67%	87.10%
Hispanic adults oversample	91.06%	86.82%



# Glossary

## Choice-Based-Conjoint Instrument:

Rather than directly asking respondents how they define success, this survey used a choice-based-conjoint (CBC) instrument that forced respondents to make trade-offs in their priorities. Compelling respondents to choose between competing priorities reduces the ceiling effect, where respondents can claim everything is important (or unimportant).

Respondents were prompted with the following thought experiment:

*In the next section you will see side-by-side profiles of two different hypothetical people with information about who they are and what they have done in their lives.*

1. The first question per page will ask you to select which profile comes closer to the person **you personally** consider more successful.
2. The second question per page will ask you to select which profile comes closer to the person you believe **most people** would consider more successful.

*Using only the information provided in each profile, select the person you see as more successful.*

They were asked to answer the following two questions:

1. According to your own definition of success, which person do **you** consider more successful?
2. Now, rather than your own definition of success, please think about how you think most people would define success. Which person do you think **most people** would consider more successful?

With this design, which uncovers respondents' revealed preferences by taking into account how they choose between profiles, the CBC reveals the extent to which each attribute contributes to personal and perceived societal definitions of success.

### Example Choice Task:

(Levels randomly populate across multiple-choice tasks per respondent.)

Option A	Option B
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	Sets and achieves goals
Regularly sees family members	Prioritizes needs of others above their own
Feels that their work is valued	Is consistently advancing in their career
Is rich	Is financially independent from others
Has a high-status job	Has strong ethical values
Is focused on their spiritual wellbeing	Is very knowledgeable regardless of a formal education
Has stable full-time employment	Determines own work schedule

# Glossary

## Conjoint Attribute

This conjoint instrument comprised 61 possible attribute levels representing various characteristics, aspects, and achievements of an individual person — from skills and abilities, to financial standing, to measures of health, to relationships with people in their lives. Based on respondent selections, the results of the choice-based-conjoint instrument assign each attribute a Share of Preference (SOP).

## Private Opinion Research

One of the defining traits of Populace’s methodologies is to differentiate between “personal opinion” — the attitudes, preferences, and beliefs of individual respondents — and “perceived societal opinion” — that is, what individual respondents think best reflects the attitudes, preferences, and beliefs of the majority.

Collecting both personal and perceived societal opinion opens an entirely new evaluative lens, contributing to a body of work called “private opinion research.”

Due to social pressures and our built-in desires to be aligned with our in-groups, individuals who perceive themselves to be in the minority are less likely to make their views public. In contrast, individuals who perceive themselves to be in the majority are more likely to be public with their views and to expect that their views are acted on collectively. The problem is that, for a myriad of reasons (e.g., looking-glass self, third-person effect, hostile media effect), individuals are unreliable estimators of what the majority opinion really is on any given topic.

## Share of Preference (SOP)

The SOP reflects an attribute’s relative prioritization. The SOP of each attribute is reflected as a percentage. (Together, all the attribute’s SOPs sum to 100.) The higher the SOP, the greater importance that attribute has in characterizing how respondents define success — or think most people define success.

## Achievement Score

Achievement Scores estimate the extent to which the sample believes they are achieving the full list of 61 attributes. Achievement scores can range from a minimum of 0%, meaning everyone believes the attribute is not being achieved, to a maximum of 100%, meaning everyone agrees that the attribute is being achieved.

## Success Scores

Success Scores estimate the extent to which individuals believe they are achieving on definitions of success. Personal Success Scores are computed by summing individual utility scores from the personal model for all of the attributes on which an individual believes they have achieved. Perceived Societal Success Scores, on the other hand, are the sum of individual utility scores from the perceived societal model for all of the attributes on which an individual believes they have achieved. Success scores can range from a minimum of 0, meaning an individual believes that are achieving on no attributes, to 100, meaning a person believes they are achieving on all attributes.

# Conjoint Results

# Overall Personal Results

(Table 1 of 2 — sorted by Overall Personal Rank)

		Overall					
		Personal		Perceived Societal			
		#	SOP	Z	#	SOP	Z
Does work that has a positive impact on other people		<b>1</b>	2.52	2.13	<b>32</b>	1.48	-0.30
Is on track for a secure retirement		<b>2</b>	2.31	1.63	<b>13</b>	1.86	0.41
Is financially independent from others		<b>3</b>	2.31	1.63	<b>8</b>	2.16	0.96
Is a parent		<b>4</b>	2.21	1.37	<b>37</b>	1.38	-0.47
Enjoys their work		<b>5</b>	2.15	1.24	<b>52</b>	1.27	-0.68
Is debt free		<b>6</b>	2.10	1.11	<b>21</b>	1.63	-0.02
Is enjoyable to be around		<b>7</b>	2.08	1.06	<b>36</b>	1.39	-0.46
Has a purpose in life		<b>8</b>	2.06	1.02	<b>46</b>	1.31	-0.61
Is actively involved in their community		<b>9</b>	2.04	0.98	<b>26</b>	1.55	-0.17
Has strong ethical values		<b>10</b>	2.03	0.95	<b>43</b>	1.34	-0.55
Is recognized as a leader in their profession		<b>11</b>	2.02	0.92	<b>10</b>	1.96	0.59
Owens a home		<b>12</b>	1.98	0.82	<b>11</b>	1.93	0.54
Rarely, if ever, worries about money		<b>13</b>	1.96	0.79	<b>14</b>	1.86	0.41
Makes time for themselves		<b>14</b>	1.95	0.75	<b>39</b>	1.37	-0.49
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)		<b>15</b>	1.94	0.73	<b>51</b>	1.27	-0.68
Regularly sees family members		<b>16</b>	1.89	0.60	<b>53</b>	1.27	-0.68
Is a primary caregiver (e.g., of children, elderly, others in need of care)		<b>17</b>	1.88	0.59	<b>59</b>	1.12	-0.95
Has stable full-time employment		<b>18</b>	1.86	0.54	<b>27</b>	1.54	-0.18
Is married		<b>19</b>	1.86	0.53	<b>29</b>	1.52	-0.22
Is focused on their spiritual wellbeing		<b>20</b>	1.85	0.52	<b>58</b>	1.13	-0.94
Is charitable		<b>21</b>	1.85	0.50	<b>49</b>	1.29	-0.64
Is authentic		<b>22</b>	1.83	0.45	<b>50</b>	1.29	-0.64
Owens a business		<b>23</b>	1.82	0.45	<b>6</b>	2.18	1.00
Is considered trustworthy by others		<b>24</b>	1.80	0.40	<b>35</b>	1.40	-0.44
Is a kind person		<b>25</b>	1.79	0.36	<b>55</b>	1.26	-0.69
Is in good physical health		<b>26</b>	1.79	0.36	<b>34</b>	1.41	-0.42
Maintains boundaries between work and personal life		<b>27</b>	1.74	0.25	<b>44</b>	1.34	-0.56
Does manual labor, skilled trades, or blue-collar work		<b>28</b>	1.74	0.25	<b>60</b>	0.99	-1.20
Is sought after for good advice		<b>29</b>	1.73	0.23	<b>56</b>	1.26	-0.70
Does work that is intellectually stimulating		<b>30</b>	1.73	0.22	<b>24</b>	1.58	-0.11

# Overall Personal Results

(Table 2 of 2 — sorted by Overall Personal Rank)

		Overall					
		Personal		Perceived Societal			
		#	SOP	Z	#	SOP	Z
Is in a committed relationship		<b>31</b>	1.73	0.21	<b>41</b>	1.35	-0.54
Has close friends to depend on		<b>32</b>	1.70	0.15	<b>42</b>	1.34	-0.55
Is always learning new things		<b>33</b>	1.69	0.13	<b>38</b>	1.38	-0.48
Sets and achieves goals		<b>34</b>	1.66	0.05	<b>40</b>	1.37	-0.49
Prioritizes needs of others above their own		<b>35</b>	1.65	0.03	<b>54</b>	1.27	-0.69
Is consistently advancing in their career		<b>36</b>	1.61	-0.08	<b>12</b>	1.92	0.52
Is in good mental health		<b>37</b>	1.59	-0.11	<b>47</b>	1.31	-0.61
Is creative		<b>38</b>	1.58	-0.14	<b>48</b>	1.30	-0.64
Is able to manage stress and adversity		<b>39</b>	1.57	-0.17	<b>33</b>	1.47	-0.31
Has enough savings to pay for a \$500 unexpected expense		<b>40</b>	1.53	-0.25	<b>25</b>	1.57	-0.13
Is very knowledgeable regardless of a formal education		<b>41</b>	1.49	-0.36	<b>57</b>	1.22	-0.78
Determines own work schedule		<b>42</b>	1.49	-0.37	<b>30</b>	1.51	-0.23
Has a job that involves managing other people		<b>43</b>	1.48	-0.39	<b>23</b>	1.60	-0.07
Feels that their work is valued		<b>44</b>	1.45	-0.45	<b>31</b>	1.51	-0.23
Is rich		<b>45</b>	1.42	-0.52	<b>1</b>	3.84	4.06
Is responsible for making important decisions at work		<b>46</b>	1.39	-0.62	<b>19</b>	1.68	0.07
Has mastered a difficult skill		<b>47</b>	1.38	-0.63	<b>28</b>	1.54	-0.19
Goes on vacation regularly		<b>48</b>	1.33	-0.76	<b>16</b>	1.82	0.33
Has a higher standard of living than peers		<b>49</b>	1.28	-0.87	<b>18</b>	1.69	0.09
Has a high school diploma or GED		<b>50</b>	1.28	-0.88	<b>61</b>	0.97	-1.24
Regularly sees close friends		<b>51</b>	1.24	-0.98	<b>45</b>	1.31	-0.61
Has an advanced degree (e.g, PhD, MD, JD, MBA)		<b>52</b>	1.23	-0.98	<b>4</b>	2.56	1.69
Does managerial, computer-based, or white-collar work		<b>53</b>	1.23	-0.99	<b>22</b>	1.62	-0.04
Has a 4 year bachelor's degree		<b>54</b>	1.18	-1.11	<b>15</b>	1.85	0.40
Knows a lot of influential people		<b>55</b>	1.16	-1.16	<b>17</b>	1.79	0.28
Has a high-status job		<b>56</b>	1.01	-1.52	<b>9</b>	2.05	0.75
Is considered physically attractive		<b>57</b>	0.98	-1.61	<b>20</b>	1.66	0.03
Is a graduate of an elite college or university		<b>58</b>	0.95	-1.66	<b>5</b>	2.26	1.15
Is famous		<b>59</b>	0.66	-2.38	<b>3</b>	3.23	2.93
Has a large social media following		<b>60</b>	0.63	-2.45	<b>7</b>	2.18	0.99
Owens a lot of luxury items		<b>61</b>	0.58	-2.56	<b>2</b>	3.50	3.44

# Overall Perceived Societal Results

(Table 1 of 2 — sorted by Perceived Societal Rank)

		Overall					
		Perceived Societal		Personal			
		#	Z	#	Z		
Is rich		<b>1</b>	3.84	4.06	4.42	-0.52	
Owens a lot of luxury items		<b>2</b>	3.50	3.44	0.58	-2.56	
Is famous		<b>3</b>	3.23	2.93	0.66	-2.38	
Has an advanced degree (e.g., PhD, MD, JD, MBA)		<b>4</b>	2.56	1.69	1.23	-0.98	
Is a graduate of an elite college or university		<b>5</b>	2.26	1.15	0.95	-1.66	
Owens a business		<b>6</b>	2.18	1.00	1.82	0.45	
Has a large social media following		<b>7</b>	2.18	0.99	0.63	-2.45	
Is financially independent from others		<b>8</b>	2.16	0.96	3	2.31	1.63
Has a high-status job		<b>9</b>	2.05	0.75	56	1.01	-1.52
Is recognized as a leader in their profession		<b>10</b>	1.96	0.59	11	2.02	0.92
Owens a home		<b>11</b>	1.93	0.54	12	1.98	0.82
Is consistently advancing in their career		<b>12</b>	1.92	0.52	36	1.61	-0.08
Is on track for a secure retirement		<b>13</b>	1.86	0.41	2	2.31	1.63
Rarely, if ever, worries about money		<b>14</b>	1.86	0.41	13	1.96	0.79
Has a 4-year bachelor's degree		<b>15</b>	1.85	0.40	54	1.18	-1.11
Goes on vacation regularly		<b>16</b>	1.82	0.33	48	1.33	-0.76
Knows a lot of influential people		<b>17</b>	1.79	0.28	55	1.16	-1.16
Has a higher standard of living than peers		<b>18</b>	1.69	0.09	49	1.28	-0.87
Is responsible for making important decisions at work		<b>19</b>	1.68	0.07	46	1.39	-0.62
Is considered physically attractive		<b>20</b>	1.66	0.03	57	0.98	-1.61
Is debt free		<b>21</b>	1.63	-0.02	6	2.10	1.11
Does managerial, computer-based, or white-collar work		<b>22</b>	1.62	-0.04	53	1.23	-0.99
Has a job that involves managing other people		<b>23</b>	1.60	-0.07	43	1.48	-0.39
Does work that is intellectually stimulating		<b>24</b>	1.58	-0.11	30	1.73	0.22
Has enough savings to pay for a \$500 unexpected expense		<b>25</b>	1.57	-0.13	40	1.53	-0.25
Is actively involved in their community		<b>26</b>	1.55	-0.17	9	2.04	0.98
Has stable full-time employment		<b>27</b>	1.54	-0.18	18	1.86	0.54
Has mastered a difficult skill		<b>28</b>	1.54	-0.19	47	1.38	-0.63
Is married		<b>29</b>	1.52	-0.22	19	1.86	0.53
Determines own work schedule		<b>30</b>	1.51	-0.23	42	1.49	-0.37

# Overall Perceived Societal Results

(Table 2 of 2 — sorted by Perceived Societal Rank)

		Overall					
		Perceived Societal		Personal			
		#	SOP	Z	#	SOP	Z
Feels that their work is valued		<b>31</b>	1.51	-0.23	<b>44</b>	1.45	-0.45
Does work that has a positive impact on other people		<b>32</b>	1.48	-0.30	<b>1</b>	2.52	2.13
Is able to manage stress and adversity		<b>33</b>	1.47	-0.31	<b>39</b>	1.57	-0.17
Is in good physical health		<b>34</b>	1.41	-0.42	<b>26</b>	1.79	0.36
Is considered trustworthy by others		<b>35</b>	1.40	-0.44	<b>24</b>	1.80	0.40
Is enjoyable to be around		<b>36</b>	1.39	-0.46	<b>7</b>	2.08	1.06
Is a parent		<b>37</b>	1.38	-0.47	<b>4</b>	2.21	1.37
Is always learning new things		<b>38</b>	1.38	-0.48	<b>33</b>	1.69	0.13
Makes time for themselves		<b>39</b>	1.37	-0.49	<b>14</b>	1.95	0.75
Sets and achieves goals		<b>40</b>	1.37	-0.49	<b>34</b>	1.66	0.05
Is in a committed relationship		<b>41</b>	1.35	-0.54	<b>31</b>	1.73	0.21
Has close friends to depend on		<b>42</b>	1.34	-0.55	<b>32</b>	1.70	0.15
Has strong ethical values		<b>43</b>	1.34	-0.55	<b>10</b>	2.03	0.95
Maintains boundaries between work and personal life		<b>44</b>	1.34	-0.56	<b>27</b>	1.74	0.25
Regularly sees close friends		<b>45</b>	1.31	-0.61	<b>51</b>	1.24	-0.98
Has a purpose in life		<b>46</b>	1.31	-0.61	<b>8</b>	2.06	1.02
Is in good mental health		<b>47</b>	1.31	-0.61	<b>37</b>	1.59	-0.11
Is creative		<b>48</b>	1.30	-0.64	<b>38</b>	1.58	-0.14
Is charitable		<b>49</b>	1.29	-0.64	<b>21</b>	1.85	0.50
Is authentic		<b>50</b>	1.29	-0.64	<b>22</b>	1.83	0.45
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)		<b>51</b>	1.27	-0.68	<b>15</b>	1.94	0.73
Enjoys their work		<b>52</b>	1.27	-0.68	<b>5</b>	2.15	1.24
Regularly sees family members		<b>53</b>	1.27	-0.68	<b>16</b>	1.89	0.60
Prioritizes needs of others above their own		<b>54</b>	1.27	-0.69	<b>35</b>	1.65	0.03
Is a kind person		<b>55</b>	1.26	-0.69	<b>25</b>	1.79	0.36
Is sought after for good advice		<b>56</b>	1.26	-0.70	<b>29</b>	1.73	0.23
Is very knowledgeable regardless of a formal education		<b>57</b>	1.22	-0.78	<b>41</b>	1.49	-0.36
Is focused on their spiritual wellbeing		<b>58</b>	1.13	-0.94	<b>20</b>	1.85	0.52
Is a primary caregiver (e.g., of children, elderly, others in need of care)		<b>59</b>	1.12	-0.95	<b>17</b>	1.88	0.59
Does manual labor, skilled trades, or blue-collar work		<b>60</b>	0.99	-1.20	<b>28</b>	1.74	0.25
Has a high school diploma or GED		<b>61</b>	0.97	-1.24	<b>50</b>	1.28	-0.88

# Results by Gender

(Table 1 of 4 — sorted by Overall Personal Rank)

	Overall						Male						Female					
	Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Does work that has a positive impact on other people	1	2.52	2.13	32	1.48	-0.30	1	2.45	2.00	32	1.48	-0.30	1	2.59	2.27	32	1.47	-0.31
Is on track for a secure retirement	2	2.31	1.63	13	1.86	0.41	2	2.34	1.73	15	1.84	0.38	3	2.29	1.56	13	1.88	0.44
Is financially independent from others	3	2.31	1.63	8	2.16	0.96	3	2.32	1.67	7	2.17	1.00	2	2.31	1.59	8	2.15	0.94
Is a parent	4	2.21	1.37	37	1.38	-0.47	4	2.17	1.30	35	1.41	-0.44	4	2.25	1.46	40	1.36	-0.51
Enjoys their work	5	2.15	1.24	52	1.27	-0.68	5	2.15	1.26	52	1.28	-0.68	5	2.15	1.22	52	1.27	-0.67
Is debt free	6	2.10	1.11	21	1.63	-0.02	6	2.10	1.14	21	1.62	-0.03	6	2.09	1.07	21	1.64	-0.01
Is enjoyable to be around	7	2.08	1.06	36	1.39	-0.46	7	2.08	1.08	37	1.40	-0.45	7	2.07	1.04	36	1.38	-0.46
Has a purpose in life	8	2.06	1.02	46	1.31	-0.61	8	2.05	1.01	46	1.31	-0.62	8	2.07	1.03	46	1.30	-0.61
Is actively involved in their community	9	2.04	0.98	26	1.55	-0.17	9	2.04	0.97	26	1.55	-0.16	9	2.05	0.98	26	1.54	-0.18
Has strong ethical values	10	2.03	0.95	43	1.34	-0.55	11	2.03	0.95	43	1.34	-0.56	10	2.03	0.94	43	1.34	-0.55
Is recognized as a leader in their profession	11	2.02	0.92	10	1.96	0.59	10	2.03	0.97	11	1.94	0.56	11	2.00	0.87	10	1.97	0.61
Owns a home	12	1.98	0.82	11	1.93	0.54	12	1.98	0.84	10	1.94	0.56	13	1.97	0.79	11	1.93	0.53
Rarely, if ever, worries about money	13	1.96	0.79	14	1.86	0.41	14	1.95	0.76	13	1.86	0.42	12	1.98	0.81	14	1.86	0.40
Makes time for themselves	14	1.95	0.75	39	1.37	-0.49	15	1.95	0.75	39	1.38	-0.49	14	1.95	0.75	39	1.37	-0.50
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	15	1.94	0.73	51	1.27	-0.68	13	1.95	0.77	51	1.28	-0.68	15	1.93	0.69	51	1.27	-0.67



# Results by Gender

(Table 2 of 4 — sorted by Overall Personal Rank)

	Overall						Male						Female					
	Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Regularly sees family members	16	1.89	0.60	53	1.27	-0.68	17	1.88	0.60	53	1.27	-0.69	17	1.89	0.61	53	1.27	-0.68
Is a primary caregiver (e.g., of children, elderly, others in need of care)	17	1.88	0.59	59	1.12	-0.95	19	1.85	0.51	59	1.13	-0.95	16	1.92	0.68	59	1.12	-0.96
Has stable full-time employment	18	1.86	0.54	27	1.54	-0.18	18	1.86	0.54	28	1.54	-0.18	19	1.86	0.53	27	1.54	-0.19
Is married	19	1.86	0.53	29	1.52	-0.22	16	1.89	0.62	27	1.54	-0.18	21	1.83	0.46	31	1.50	-0.25
Is focused on their spiritual wellbeing	20	1.85	0.52	58	1.13	-0.94	23	1.82	0.44	58	1.14	-0.94	18	1.87	0.56	58	1.13	-0.94
Is charitable	21	1.85	0.50	49	1.29	-0.64	21	1.84	0.49	49	1.30	-0.64	20	1.86	0.52	48	1.29	-0.64
Is authentic	22	1.83	0.45	50	1.29	-0.64	22	1.83	0.47	50	1.30	-0.64	22	1.82	0.44	49	1.29	-0.64
Owns a business	23	1.82	0.45	6	2.18	1.00	20	1.85	0.51	6	2.19	1.03	24	1.80	0.38	7	2.18	0.99
Is considered trustworthy by others	24	1.80	0.40	35	1.40	-0.44	24	1.80	0.40	36	1.40	-0.44	23	1.81	0.40	35	1.40	-0.44
Is a kind person	25	1.79	0.36	55	1.26	-0.69	26	1.78	0.35	55	1.27	-0.70	25	1.79	0.37	55	1.26	-0.69
Is in good physical health	26	1.79	0.36	34	1.41	-0.42	25	1.79	0.36	34	1.42	-0.42	26	1.79	0.35	34	1.41	-0.41
Maintains boundaries between work and personal life	27	1.74	0.25	44	1.34	-0.56	27	1.74	0.24	44	1.34	-0.56	28	1.75	0.26	44	1.33	-0.56
Does manual labor, skilled trades, or blue-collar work	28	1.74	0.25	60	0.99	-1.20	28	1.73	0.22	60	0.99	-1.21	27	1.75	0.27	60	0.99	-1.19
Is sought after for good advice	29	1.73	0.23	56	1.26	-0.70	29	1.73	0.21	56	1.26	-0.70	29	1.74	0.25	56	1.26	-0.70
Does work that is intellectually stimulating	30	1.73	0.22	24	1.58	-0.11	30	1.73	0.21	24	1.58	-0.10	30	1.73	0.22	24	1.58	-0.11

# Results by Gender

(Table 3 of 4 — sorted by Overall Personal Rank)

	Overall						Male						Female					
	Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Is in a committed relationship	<b>31</b>	1.73	0.21	<b>41</b>	1.35	-0.54	<b>31</b>	1.72	0.21	<b>42</b>	1.35	-0.55	<b>31</b>	1.73	0.22	<b>41</b>	1.34	-0.54
Has close friends to depend on	<b>32</b>	1.70	0.15	<b>42</b>	1.34	-0.55	<b>32</b>	1.70	0.15	<b>41</b>	1.35	-0.55	<b>32</b>	1.70	0.15	<b>42</b>	1.34	-0.55
Is always learning new things	<b>33</b>	1.69	0.13	<b>38</b>	1.38	-0.48	<b>33</b>	1.69	0.12	<b>38</b>	1.38	-0.48	<b>33</b>	1.70	0.14	<b>37</b>	1.38	-0.48
Sets and achieves goals	<b>34</b>	1.66	0.05	<b>40</b>	1.37	-0.49	<b>34</b>	1.66	0.05	<b>40</b>	1.37	-0.50	<b>34</b>	1.66	0.06	<b>38</b>	1.37	-0.49
Prioritizes needs of others above their own	<b>35</b>	1.65	0.03	<b>54</b>	1.27	-0.69	<b>35</b>	1.65	0.03	<b>54</b>	1.27	-0.69	<b>35</b>	1.66	0.04	<b>54</b>	1.26	-0.68
Is consistently advancing in their career	<b>36</b>	1.61	-0.08	<b>12</b>	1.92	0.52	<b>36</b>	1.60	-0.09	<b>12</b>	1.91	0.51	<b>36</b>	1.61	-0.06	<b>12</b>	1.93	0.53
Is in good mental health	<b>37</b>	1.59	-0.11	<b>47</b>	1.31	-0.61	<b>37</b>	1.59	-0.12	<b>47</b>	1.31	-0.62	<b>37</b>	1.60	-0.10	<b>45</b>	1.30	-0.61
Is creative	<b>38</b>	1.58	-0.14	<b>48</b>	1.30	-0.64	<b>38</b>	1.59	-0.12	<b>48</b>	1.31	-0.62	<b>39</b>	1.57	-0.17	<b>50</b>	1.29	-0.64
Is able to manage stress and adversity	<b>39</b>	1.57	-0.17	<b>33</b>	1.47	-0.31	<b>39</b>	1.57	-0.17	<b>33</b>	1.48	-0.31	<b>38</b>	1.57	-0.16	<b>33</b>	1.47	-0.31
Has enough savings to pay for a \$500 unexpected expense	<b>40</b>	1.53	-0.25	<b>25</b>	1.57	-0.13	<b>40</b>	1.52	-0.29	<b>25</b>	1.57	-0.12	<b>40</b>	1.55	-0.22	<b>25</b>	1.56	-0.15
Is very knowledgeable regardless of a formal education	<b>41</b>	1.49	-0.36	<b>57</b>	1.22	-0.78	<b>42</b>	1.49	-0.36	<b>57</b>	1.21	-0.80	<b>41</b>	1.49	-0.35	<b>57</b>	1.22	-0.77
Determines own work schedule	<b>42</b>	1.49	-0.37	<b>30</b>	1.51	-0.23	<b>44</b>	1.49	-0.37	<b>30</b>	1.52	-0.22	<b>42</b>	1.49	-0.36	<b>30</b>	1.51	-0.24
Has a job that involves managing other people	<b>43</b>	1.48	-0.39	<b>23</b>	1.60	-0.07	<b>43</b>	1.49	-0.37	<b>23</b>	1.61	-0.06	<b>43</b>	1.47	-0.40	<b>23</b>	1.60	-0.08
Feels that their work is valued	<b>44</b>	1.45	-0.45	<b>31</b>	1.51	-0.23	<b>45</b>	1.45	-0.46	<b>31</b>	1.51	-0.24	<b>44</b>	1.46	-0.44	<b>29</b>	1.51	-0.23
Is rich	<b>45</b>	1.42	-0.52	<b>1</b>	3.84	4.06	<b>41</b>	1.52	-0.31	<b>1</b>	3.83	4.11	<b>47</b>	1.34	-0.72	<b>1</b>	3.82	3.99

# Results by Gender

(Table 4 of 4 — sorted by Overall Personal Rank)

	Overall						Male						Female					
	Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Is responsible for making important decisions at work	46	1.39	-0.62	19	1.68	0.07	46	1.38	-0.63	19	1.68	0.08	45	1.39	-0.60	19	1.68	0.07
Has mastered a difficult skill	47	1.38	-0.63	28	1.54	-0.19	47	1.38	-0.64	29	1.54	-0.19	46	1.38	-0.61	28	1.53	-0.19
Goes on vacation regularly	48	1.33	-0.76	16	1.82	0.33	48	1.33	-0.76	16	1.82	0.35	48	1.32	-0.76	16	1.81	0.31
Has a higher standard of living than peers	49	1.28	-0.87	18	1.69	0.09	49	1.29	-0.87	18	1.69	0.10	50	1.28	-0.86	18	1.69	0.09
Has a high school diploma or GED	50	1.28	-0.88	61	0.97	-1.24	50	1.27	-0.90	61	0.97	-1.26	49	1.28	-0.85	61	0.96	-1.23
Regularly sees close friends	51	1.24	-0.98	45	1.31	-0.61	53	1.23	-1.01	45	1.31	-0.61	51	1.25	-0.94	47	1.30	-0.61
Has an advanced degree (e.g., PhD, MD, JD, MBA)	52	1.23	-0.98	4	2.56	1.69	51	1.25	-0.96	4	2.54	1.68	53	1.22	-1.01	4	2.57	1.69
Does managerial, computer-based, or white-collar work	53	1.23	-0.99	22	1.62	-0.04	52	1.23	-1.00	22	1.62	-0.04	52	1.23	-0.97	22	1.62	-0.04
Has a 4-year bachelor's degree	54	1.18	-1.11	15	1.85	0.40	54	1.19	-1.10	14	1.86	0.41	54	1.17	-1.11	15	1.85	0.38
Knows a lot of influential people	55	1.16	-1.16	17	1.79	0.28	55	1.17	-1.16	17	1.79	0.28	55	1.16	-1.16	17	1.79	0.28
Has a high-status job	56	1.01	-1.52	9	2.05	0.75	56	1.02	-1.52	9	2.03	0.74	56	1.01	-1.51	9	2.05	0.76
Is considered physically attractive	57	0.98	-1.61	20	1.66	0.03	57	0.99	-1.61	20	1.66	0.04	57	0.97	-1.60	20	1.65	0.03
Is a graduate of an elite college or university	58	0.95	-1.66	5	2.26	1.15	58	0.95	-1.68	5	2.27	1.18	58	0.95	-1.64	5	2.25	1.12
Is famous	59	0.66	-2.38	3	3.23	2.93	59	0.65	-2.42	3	3.18	2.89	59	0.66	-2.34	3	3.27	2.97
Has a large social media following	60	0.63	-2.45	7	2.18	0.99	60	0.65	-2.43	8	2.11	0.88	60	0.61	-2.46	6	2.23	1.08
Owens a lot of luxury items	61	0.58	-2.56	2	3.50	3.44	61	0.60	-2.56	2	3.46	3.42	61	0.57	-2.55	2	3.56	3.50

# Results by Age

(Table 1 of 4 — sorted by Overall Personal Rank)

	18-24			25-29			30-44			45-54			55-64			65+																				
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived																		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z																		
Does work that has a positive impact on other people	1	2.49	2.18	33	1.44	-0.36	1	2.43	1.99	33	1.45	-0.35	1	2.53	2.20	32	1.49	-0.26	1	2.41	1.87	33	1.46	-0.32	1	2.54	2.13	33	1.47	-0.32	1	2.62	2.24	32	1.49	-0.28
Is on track for a secure retirement	2	2.42	2.00	15	1.81	0.32	4	2.14	1.27	13	1.87	0.44	2	2.34	1.73	13	1.87	0.42	2	2.24	1.47	15	1.81	0.32	2	2.38	1.74	13	1.87	0.43	3	2.32	1.56	13	1.89	0.48
Is financially independent from others	3	2.23	1.51	7	2.18	0.99	2	2.28	1.63	8	2.15	0.96	3	2.31	1.64	8	2.14	0.91	2	2.34	1.69	7	2.17	0.96	3	2.29	1.54	7	2.15	0.95	2	2.37	1.67	7	2.19	1.03
Is a parent	6	2.09	1.14	36	1.38	-0.47	3	2.24	1.52	34	1.45	-0.36	4	2.19	1.35	40	1.36	-0.50	4	2.17	1.27	35	1.40	-0.43	4	2.22	1.36	38	1.38	-0.49	4	2.28	1.47	40	1.37	-0.51
Enjoys their work	7	2.07	1.10	52	1.27	-0.67	8	2.06	1.08	52	1.27	-0.69	5	2.15	1.27	51	1.27	-0.67	5	2.15	1.24	53	1.27	-0.67	5	2.16	1.22	55	1.27	-0.68	5	2.22	1.33	52	1.28	-0.69
Is debt free	5	2.09	1.16	21	1.62	-0.03	5	2.09	1.14	21	1.65	0.02	7	2.08	1.08	21	1.61	-0.05	7	2.09	1.10	23	1.60	-0.07	7	2.12	1.14	20	1.66	0.03	7	2.10	1.06	21	1.63	-0.01
Is enjoyable to be around	9	2.06	1.07	37	1.38	-0.47	9	2.04	1.02	37	1.39	-0.46	10	2.03	0.96	36	1.39	-0.46	8	2.09	1.09	37	1.38	-0.47	6	2.13	1.15	36	1.39	-0.45	6	2.11	1.07	36	1.40	-0.45
Has a purpose in life	8	2.07	1.09	46	1.31	-0.60	7	2.07	1.09	45	1.31	-0.61	8	2.05	1.02	47	1.30	-0.61	9	2.06	1.01	46	1.30	-0.61	8	2.06	0.99	47	1.31	-0.62	8	2.07	0.98	46	1.31	-0.62
Is actively involved in their community	10	2.05	1.05	26	1.55	-0.16	10	2.03	1.00	27	1.54	-0.19	11	2.03	0.95	28	1.53	-0.19	10	2.05	0.99	27	1.54	-0.17	9	2.05	0.97	25	1.55	-0.16	9	2.05	0.94	26	1.55	-0.16
Has strong ethical values	11	2.04	1.01	42	1.34	-0.55	11	2.02	0.95	43	1.34	-0.57	9	2.03	0.96	43	1.34	-0.55	11	2.04	0.96	43	1.33	-0.55	10	2.02	0.91	43	1.34	-0.55	10	2.03	0.91	43	1.35	-0.56
Is recognized as a leader in their profession	4	2.11	1.21	10	2.02	0.69	6	2.08	1.11	12	1.90	0.48	6	2.11	1.15	10	1.95	0.57	6	2.10	1.11	10	2.00	0.65	6	1.87	0.55	10	1.96	0.60	16	1.91	0.62	11	1.94	0.57
Owns a home	12	1.97	0.83	11	1.93	0.52	13	1.98	0.85	10	1.96	0.61	12	1.96	0.80	11	1.93	0.52	13	1.99	0.86	12	1.92	0.51	12	2.00	0.85	11	1.93	0.54	13	1.97	0.75	10	1.95	0.58
Rarely, if ever, worries about money	14	1.93	0.73	12	1.87	0.42	14	1.97	0.85	15	1.85	0.39	14	1.94	0.74	14	1.85	0.39	14	1.94	0.74	13	1.86	0.40	15	2.00	0.86	14	1.86	0.41	11	1.99	0.79	14	1.87	0.44
Makes time for themselves	13	1.95	0.79	39	1.38	-0.48	16	1.94	0.76	39	1.38	-0.49	13	1.95	0.76	38	1.37	-0.49	14	1.95	0.76	40	1.37	-0.49	14	1.95	0.74	39	1.38	-0.49	15	1.96	0.73	39	1.37	-0.50
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	19	1.84	0.52	51	1.27	-0.67	12	2.01	0.94	51	1.28	-0.67	16	1.89	0.63	52	1.27	-0.67	12	1.99	0.86	51	1.27	-0.67	15	1.94	0.71	51	1.28	-0.67	14	1.97	0.75	53	1.28	-0.69

# Results by Age

(Table 2 of 4 — sorted by Overall Personal Rank)

	18-24			25-29			30-44			45-54			55-64			65+																				
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived																		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z																		
Regularly sees family members	15	1.89	0.65	54	1.27	-0.68	18	1.88	0.60	53	1.27	-0.67	18	1.89	0.62	50	1.27	-0.67	17	1.89	0.60	53	1.27	-0.68	18	1.89	0.57	54	1.27	-0.69						
Is a primary caregiver (e.g., of children, elderly, others in need of care)	25	1.76	0.30	58	1.14	-0.91	25	1.77	0.34	59	1.12	-0.97	19	1.82	0.45	59	1.10	-0.98	17	1.93	0.71	59	1.12	-0.96	13	1.96	0.75	59	1.12	-0.96	12	1.97	0.76	58	1.14	-0.95
Has stable full-time employment	16	1.87	0.59	28	1.53	-0.19	19	1.86	0.56	26	1.54	-0.18	18	1.85	0.52	27	1.53	-0.19	20	1.87	0.56	28	1.54	-0.18	19	1.86	0.53	27	1.54	-0.18	21	1.86	0.50	27	1.55	-0.18
Is married	30	1.71	0.19	29	1.52	-0.22	21	1.82	0.46	28	1.54	-0.19	15	1.91	0.66	26	1.54	-0.19	16	1.93	0.71	29	1.51	-0.23	23	1.81	0.40	31	1.50	-0.25	19	1.88	0.55	30	1.52	-0.22
Is focused on their spiritual wellbeing	29	1.73	0.24	59	1.12	-0.94	15	1.97	0.84	58	1.14	-0.94	23	1.80	0.39	58	1.13	-0.92	24	1.80	0.38	58	1.12	-0.94	16	1.91	0.65	58	1.14	-0.93	17	1.90	0.59	59	1.13	-0.97
Is charitable	18	1.86	0.57	50	1.29	-0.63	20	1.84	0.50	47	1.30	-0.64	21	1.82	0.44	50	1.28	-0.65	21	1.84	0.49	49	1.29	-0.64	20	1.86	0.52	49	1.29	-0.65	20	1.87	0.54	48	1.30	-0.64
Is authentic	20	1.81	0.44	48	1.30	-0.62	22	1.82	0.45	49	1.29	-0.65	20	1.82	0.45	49	1.29	-0.64	22	1.84	0.48	48	1.29	-0.63	21	1.84	0.47	50	1.29	-0.65	23	1.83	0.43	50	1.30	-0.65
Owns a business	17	1.86	0.57	8	2.17	0.97	17	1.89	0.62	7	2.21	1.07	22	1.80	0.40	7	2.19	0.99	19	1.87	0.56	8	2.16	0.95	22	1.81	0.41	6	2.18	1.00	26	1.77	0.50	6	2.19	1.04
Is considered trustworthy by others	21	1.81	0.44	35	1.40	-0.43	26	1.77	0.33	36	1.41	-0.43	24	1.79	0.37	35	1.39	-0.45	23	1.81	0.41	36	1.39	-0.45	23	1.80	0.39	35	1.40	-0.44	22	1.83	0.43	35	1.40	-0.45
Is a kind person	23	1.78	0.35	56	1.26	-0.69	23	1.78	0.36	54	1.26	-0.71	26	1.78	0.34	55	1.26	-0.69	26	1.78	0.35	56	1.26	-0.69	25	1.80	0.38	54	1.27	-0.68	24	1.80	0.37	55	1.27	-0.70
Is in good physical health	22	1.80	0.40	34	1.41	-0.41	24	1.78	0.36	35	1.42	-0.42	25	1.78	0.36	34	1.41	-0.42	25	1.79	0.36	34	1.41	-0.42	26	1.79	0.35	34	1.41	-0.42	25	1.79	0.34	34	1.42	-0.41
Maintains boundaries between work and personal life	28	1.74	0.26	44	1.34	-0.55	27	1.74	0.24	44	1.33	-0.57	28	1.74	0.25	44	1.33	-0.56	29	1.74	0.25	44	1.33	-0.56	29	1.74	0.24	44	1.34	-0.56	28	1.75	0.26	44	1.34	-0.56
Does manual labor, skilled trades, or blue-collar work	24	1.77	0.32	60	0.99	-1.18	33	1.68	0.11	60	1.00	-1.20	29	1.74	0.24	60	0.99	-1.18	27	1.76	0.30	60	0.99	-1.19	27	1.78	0.34	60	0.99	-1.20	31	1.73	0.20	60	0.99	-1.24
Is sought after for good advice	34	1.64	-0.01	55	1.26	-0.69	36	1.64	0.00	56	1.25	-0.73	27	1.75	0.26	56	1.26	-0.69	28	1.76	0.29	55	1.26	-0.68	28	1.77	0.31	52	1.27	-0.68	27	1.77	0.29	56	1.25	-0.73
Does work that is intellectually stimulating	27	1.74	0.27	24	1.58	-0.11	29	1.70	0.16	25	1.59	-0.10	31	1.71	0.18	25	1.57	-0.12	30	1.74	0.25	24	1.59	-0.09	30	1.74	0.23	24	1.58	-0.12	29	1.74	0.23	23	1.59	-0.10

# Results by Age

(Table 3 of 4 — sorted by Overall Personal Rank)

	18-24			25-29			30-44			45-54			55-64			65+																				
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived																		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z																		
Is in a committed relationship	26	1.75	0.27	43	1.34	-0.55	28	1.71	0.19	41	1.35	-0.55	30	1.72	0.21	41	1.34	-0.54	31	1.73	0.21	41	1.34	-0.54	31	1.72	0.19	41	1.35	-0.54	41	1.35	-0.54			
Has close friends to depend on	32	1.69	0.13	41	1.34	-0.54	30	1.70	0.15	42	1.34	-0.56	32	1.70	0.14	42	1.34	-0.55	32	1.70	0.15	42	1.34	-0.54	32	1.70	0.15	42	1.34	-0.55	32	1.71	0.16	42	1.35	-0.55
Is always learning new things	31	1.69	0.14	38	1.38	-0.48	32	1.69	0.13	38	1.38	-0.49	33	1.69	0.11	37	1.38	-0.48	33	1.69	0.12	38	1.38	-0.48	33	1.70	0.15	37	1.38	-0.47	33	1.70	0.13	37	1.38	-0.48
Sets and achieves goals	33	1.66	0.06	40	1.37	-0.49	34	1.66	0.05	40	1.37	-0.50	34	1.66	0.04	39	1.37	-0.49	34	1.66	0.05	39	1.37	-0.49	34	1.66	0.05	40	1.37	-0.49	35	1.67	0.07	38	1.38	-0.49
Prioritizes needs of others above their own	36	1.63	-0.03	53	1.27	-0.68	35	1.65	0.03	53	1.26	-0.71	35	1.64	0.00	54	1.26	-0.68	35	1.65	0.03	54	1.27	-0.68	35	1.67	0.07	56	1.26	-0.70	34	1.67	0.07	51	1.28	-0.69
Is consistently advancing in their career	37	1.62	-0.05	14	1.86	0.41	37	1.61	-0.07	11	1.92	0.53	36	1.60	-0.10	12	1.91	0.49	36	1.62	-0.05	11	1.94	0.55	36	1.60	-0.08	12	1.93	0.53	36	1.61	-0.07	12	1.94	0.56
Is in good mental health	38	1.59	-0.12	47	1.31	-0.61	39	1.59	-0.11	46	1.31	-0.62	38	1.59	-0.12	46	1.31	-0.60	37	1.59	-0.11	47	1.30	-0.61	37	1.59	-0.11	46	1.31	-0.61	37	1.60	-0.10	47	1.31	-0.62
Is creative	39	1.57	-0.17	45	1.31	-0.60	38	1.60	-0.11	50	1.29	-0.66	39	1.57	-0.17	48	1.30	-0.62	39	1.56	-0.18	52	1.27	-0.67	39	1.59	-0.12	45	1.31	-0.61	38	1.59	-0.12	49	1.30	-0.65
Is able to manage stress and adversity	40	1.57	-0.17	32	1.47	-0.31	40	1.58	-0.15	32	1.48	-0.30	40	1.57	-0.17	33	1.47	-0.31	38	1.56	-0.18	32	1.47	-0.31	40	1.55	-0.21	32	1.48	-0.30	39	1.59	-0.12	33	1.48	-0.31
Has enough savings to pay for a \$500 unexpected expense	41	1.56	-0.20	25	1.58	-0.11	43	1.50	-0.36	24	1.59	-0.09	44	1.49	-0.38	24	1.58	-0.10	42	1.49	-0.36	26	1.55	-0.16	38	1.59	-0.12	28	1.53	-0.20	40	1.58	-0.13	25	1.57	-0.13
Is very knowledgeable regardless of a formal education	42	1.49	-0.37	57	1.19	-0.81	44	1.49	-0.38	57	1.22	-0.79	42	1.49	-0.37	57	1.22	-0.76	41	1.49	-0.35	57	1.21	-0.78	41	1.49	-0.35	57	1.22	-0.78	41	1.50	-0.33	57	1.22	-0.80
Determines own work schedule	43	1.46	-0.45	31	1.52	-0.23	41	1.51	-0.33	30	1.52	-0.23	41	1.49	-0.36	29	1.52	-0.21	40	1.52	-0.29	30	1.51	-0.23	40	1.47	-0.40	30	1.51	-0.24	43	1.48	-0.37	31	1.51	-0.25
Has a job that involves managing other people	44	1.45	-0.47	23	1.62	-0.04	42	1.50	-0.34	23	1.60	-0.07	43	1.49	-0.38	23	1.60	-0.08	43	1.46	-0.43	22	1.62	-0.04	42	1.48	-0.37	23	1.61	-0.06	42	1.48	-0.36	24	1.59	-0.10
Feels that their work is valued	45	1.45	-0.48	30	1.52	-0.22	45	1.44	-0.49	31	1.51	-0.23	45	1.44	-0.48	31	1.50	-0.25	44	1.45	-0.45	31	1.49	-0.27	44	1.46	-0.42	29	1.52	-0.21	44	1.46	-0.41	29	1.53	-0.21
Is rich	35	1.63	-0.02	1	3.85	4.04	31	1.69	0.14	1	3.74	3.94	37	1.59	-0.11	1	3.86	4.02	47	1.35	-0.69	1	3.92	4.14	47	1.32	-0.76	1	3.81	4.01	54	1.15	-1.13	1	3.83	4.14

# Results by Age

(Table 4 of 4 — sorted by Overall Personal Rank)

	18-24			25-29			30-44			45-54			55-64			65+														
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived												
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z												
Is responsible for making important decisions at work	<b>47</b>	1.36	-0.71	<b>19</b>	1.66	0.04	<b>46</b>	1.41	-0.88	<b>19</b>	1.69	0.09	<b>46</b>	1.38	-0.63	<b>46</b>	1.38	-0.60	<b>18</b>	1.70	0.11	<b>46</b>	1.39	-0.68	<b>19</b>	1.69	0.09			
Has mastered a difficult skill	<b>46</b>	1.38	-0.66	<b>27</b>	1.54	-0.18	<b>47</b>	1.38	-0.66	<b>29</b>	1.53	-0.21	<b>45</b>	1.38	-0.62	<b>46</b>	1.38	-0.62	<b>26</b>	1.54	-0.18	<b>45</b>	1.39	-0.57	<b>28</b>	1.54	-0.19			
Goes on vacation regularly	<b>48</b>	1.35	-0.74	<b>16</b>	1.81	0.31	<b>48</b>	1.34	-0.75	<b>16</b>	1.82	0.35	<b>48</b>	1.32	-0.78	<b>16</b>	1.81	0.31	<b>48</b>	1.30	-0.81	<b>16</b>	1.81	0.31	<b>47</b>	1.31	-0.76	<b>16</b>	1.82	0.34
Has a higher standard of living than peers	<b>52</b>	1.28	-0.91	<b>18</b>	1.69	0.09	<b>49</b>	1.29	-0.89	<b>18</b>	1.70	0.11	<b>50</b>	1.28	-0.89	<b>18</b>	1.68	0.08	<b>49</b>	1.28	-0.85	<b>19</b>	1.69	0.10	<b>49</b>	1.28	-0.81	<b>18</b>	1.70	0.11
Has a high school diploma or GED	<b>51</b>	1.29	-0.90	<b>61</b>	0.97	-1.23	<b>51</b>	1.27	-0.93	<b>61</b>	0.97	-1.25	<b>51</b>	1.26	-0.92	<b>61</b>	0.96	-1.22	<b>49</b>	1.29	-0.85	<b>61</b>	0.97	-1.23	<b>50</b>	1.27	-0.87	<b>61</b>	0.96	-1.25
Regularly sees close friends	<b>50</b>	1.29	-0.89	<b>49</b>	1.30	-0.63	<b>53</b>	1.22	-1.05	<b>48</b>	1.29	-0.65	<b>53</b>	1.22	-1.03	<b>45</b>	1.31	-0.60	<b>51</b>	1.24	-0.97	<b>45</b>	1.33	-0.56	<b>51</b>	1.23	-0.96	<b>48</b>	1.30	-0.63
Has an advanced degree (e.g., PhD, MD, JD, MBA)	<b>49</b>	1.33	-0.78	<b>4</b>	2.41	1.41	<b>50</b>	1.27	-0.93	<b>4</b>	2.55	1.71	<b>49</b>	1.34	-0.74	<b>4</b>	2.54	1.63	<b>54</b>	1.19	-1.09	<b>4</b>	2.59	1.72	<b>53</b>	1.20	-1.04	<b>4</b>	2.59	1.76
Does managerial, computer-based, or white-collar work	<b>53</b>	1.23	-1.03	<b>22</b>	1.62	-0.04	<b>52</b>	1.23	-1.03	<b>22</b>	1.62	-0.04	<b>52</b>	1.23	-1.00	<b>22</b>	1.61	-0.05	<b>52</b>	1.24	-0.98	<b>21</b>	1.62	-0.03	<b>52</b>	1.23	-0.97	<b>22</b>	1.62	-0.04
Has a 4-year bachelor's degree	<b>54</b>	1.19	-1.15	<b>13</b>	1.86	0.41	<b>54</b>	1.18	-1.17	<b>14</b>	1.85	0.40	<b>54</b>	1.19	-1.10	<b>15</b>	1.85	0.38	<b>53</b>	1.20	-1.06	<b>14</b>	1.85	0.39	<b>54</b>	1.17	-1.10	<b>15</b>	1.86	0.40
Knows a lot of influential people	<b>55</b>	1.17	-1.20	<b>17</b>	1.74	0.19	<b>55</b>	1.16	-1.23	<b>17</b>	1.78	0.26	<b>55</b>	1.16	-1.18	<b>17</b>	1.79	0.28	<b>55</b>	1.16	-1.16	<b>17</b>	1.79	0.27	<b>55</b>	1.15	-1.15	<b>17</b>	1.80	0.29
Has a high-status job	<b>56</b>	1.04	-1.52	<b>9</b>	2.11	0.87	<b>56</b>	1.04	-1.52	<b>9</b>	2.03	0.73	<b>56</b>	1.06	-1.44	<b>9</b>	2.03	0.71	<b>56</b>	0.99	-1.57	<b>9</b>	2.06	0.76	<b>56</b>	0.99	-1.54	<b>9</b>	2.04	0.73
Is considered physically attractive	<b>57</b>	0.99	-1.66	<b>20</b>	1.65	0.01	<b>57</b>	0.98	-1.66	<b>20</b>	1.67	0.06	<b>57</b>	0.98	-1.63	<b>20</b>	1.65	0.01	<b>57</b>	0.98	-1.59	<b>20</b>	1.66	0.03	<b>57</b>	0.97	-1.57	<b>21</b>	1.65	0.03
Is a graduate of an elite college or university	<b>58</b>	0.98	-1.69	<b>5</b>	2.24	1.09	<b>58</b>	0.96	-1.71	<b>5</b>	2.26	1.16	<b>58</b>	0.96	-1.68	<b>6</b>	2.25	1.11	<b>58</b>	0.97	-1.63	<b>5</b>	2.27	1.14	<b>58</b>	0.94	-1.65	<b>5</b>	2.25	1.13
Is famous	<b>60</b>	0.71	-2.36	<b>3</b>	3.36	3.14	<b>59</b>	0.87	-2.44	<b>3</b>	3.24	3.00	<b>59</b>	0.86	-2.40	<b>3</b>	3.28	2.97	<b>59</b>	0.88	-2.33	<b>3</b>	3.31	3.05	<b>59</b>	0.85	-2.33	<b>3</b>	3.16	2.82
Has a large social media following	<b>59</b>	0.72	-2.34	<b>6</b>	2.22	1.07	<b>61</b>	0.87	-2.46	<b>6</b>	2.22	1.09	<b>60</b>	0.84	-2.47	<b>5</b>	2.26	1.12	<b>60</b>	0.81	-2.50	<b>6</b>	2.22	1.05	<b>60</b>	0.81	-2.42	<b>8</b>	2.10	0.85
Owns a lot of luxury items	<b>61</b>	0.66	-2.50	<b>2</b>	3.52	3.44	<b>60</b>	0.87	-2.44	<b>2</b>	3.47	3.43	<b>61</b>	0.80	-2.55	<b>2</b>	3.60	3.55	<b>61</b>	0.57	-2.60	<b>2</b>	3.43	3.25	<b>61</b>	0.54	-2.61	<b>2</b>	3.59	3.61

# Results by Generation

(Table 1 of 4 — sorted by Overall Personal Rank)

	Overall			Gen Z (1997-2012)			Millennials (1981-1996)			Gen X (1965-1980)			Boomers/Silent (1928-1964)											
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived									
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z									
Does work that has a positive impact on other people	1	2.52	2.13	32	1.48	-0.30	2	2.40	1.96	33	1.45	-0.36	1	2.49	2.04	33	1.46	-0.32	1	2.58	2.18	32	1.49	-0.29
Is on track for a secure retirement	2	2.31	1.63	13	1.86	0.41	1	2.41	1.98	15	1.85	0.40	3	2.26	1.49	15	1.82	0.33	2	2.37	1.69	13	1.90	0.48
Is financially independent from others	3	2.31	1.63	8	2.16	0.96	3	2.25	1.56	7	2.18	1.02	2	2.30	1.63	8	2.13	0.89	2	2.31	1.62	7	2.17	0.97
Is a parent	4	2.21	1.37	37	1.38	-0.47	4	2.09	1.16	36	1.39	-0.47	4	2.24	1.48	37	1.39	-0.45	4	2.19	1.33	36	1.39	-0.46
Enjoys their work	5	2.15	1.24	52	1.27	-0.68	7	2.07	1.10	53	1.27	-0.69	5	2.13	1.21	52	1.27	-0.67	5	2.16	1.24	54	1.27	-0.67
Is debt free	6	2.10	1.11	21	1.63	-0.02	5	2.09	1.15	21	1.63	-0.01	7	2.08	1.10	21	1.61	-0.04	7	2.09	1.09	21	1.62	-0.03
Is enjoyable to be around	7	2.08	1.06	36	1.39	-0.46	9	2.06	1.07	37	1.39	-0.47	11	2.02	0.95	36	1.39	-0.45	6	2.11	1.13	37	1.38	-0.47
Has a purpose in life	8	2.06	1.02	46	1.31	-0.61	8	2.07	1.10	46	1.31	-0.62	8	2.06	1.03	46	1.30	-0.61	8	2.06	1.01	46	1.31	-0.61
Is actively involved in their community	9	2.04	0.98	26	1.55	-0.17	10	2.04	1.04	26	1.55	-0.16	9	2.03	0.96	28	1.53	-0.20	9	2.05	0.98	27	1.55	-0.17
Has strong ethical values	10	2.03	0.95	43	1.34	-0.55	11	2.03	1.00	44	1.34	-0.57	10	2.02	0.95	42	1.34	-0.54	10	2.03	0.95	43	1.34	-0.55
Is recognized as a leader in their profession	11	2.02	0.92	10	1.96	0.59	6	2.08	1.12	10	1.99	0.66	6	2.12	1.19	10	1.94	0.53	11	2.01	0.88	10	1.98	0.63
Owns a home	12	1.98	0.82	11	1.93	0.54	12	1.96	0.84	11	1.94	0.56	12	1.97	0.82	11	1.93	0.53	12	1.99	0.86	11	1.93	0.52
Rarely, if ever, worries about money	13	1.96	0.79	14	1.86	0.41	13	1.95	0.79	13	1.87	0.43	14	1.94	0.74	14	1.85	0.38	14	1.97	0.79	13	1.86	0.40
Makes time for themselves	14	1.95	0.75	39	1.37	-0.49	14	1.95	0.79	38	1.38	-0.49	13	1.94	0.75	40	1.37	-0.49	15	1.95	0.76	39	1.37	-0.49
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	15	1.94	0.73	51	1.27	-0.68	15	1.93	0.75	52	1.28	-0.68	16	1.89	0.62	51	1.27	-0.66	16	1.98	0.82	52	1.27	-0.67



# Results by Generation

(Table 2 of 4 — sorted by Overall Personal Rank)

	Overall			Gen Z (1997-2012)			Millennials (1981-1996)			Gen X (1965-1980)			Boomers/Silent (1928-1964)					
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived			
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z			
Regularly sees family members	16	1.89	0.60	53	1.27	-0.68	17	1.89	0.61	53	1.26	-0.68	17	1.89	0.68	54	1.27	-0.69
Is a primary caregiver (e.g., of children, elderly, others in need of care)	17	1.88	0.59	59	1.12	-0.95	25	1.78	0.86	59	1.12	-0.94	16	1.95	0.75	59	1.11	-0.96
Has stable full-time employment	18	1.86	0.64	27	1.54	-0.18	17	1.87	0.59	29	1.54	-0.19	18	1.87	0.55	28	1.54	-0.18
Is married	19	1.86	0.53	29	1.52	-0.22	26	1.76	0.50	27	1.54	-0.19	15	1.89	0.63	27	1.53	-0.20
Is focused on their spiritual wellbeing	20	1.85	0.62	58	1.13	-0.94	20	1.82	0.45	59	1.13	-0.95	19	1.85	0.52	58	1.13	-0.92
Is charitable	21	1.85	0.50	49	1.29	-0.64	19	1.85	0.53	50	1.29	-0.65	21	1.82	0.46	49	1.29	-0.63
Is authentic	22	1.83	0.45	50	1.29	-0.64	21	1.81	0.45	48	1.30	-0.64	22	1.82	0.45	50	1.28	-0.64
Owns a business	23	1.82	0.45	6	2.18	1.00	18	1.85	0.54	8	2.18	1.01	20	1.84	0.51	7	2.19	0.99
Is considered trustworthy by others	24	1.80	0.40	35	1.40	-0.44	22	1.80	0.41	35	1.41	-0.43	25	1.78	0.35	35	1.39	-0.44
Is a kind person	25	1.79	0.36	55	1.26	-0.69	24	1.78	0.36	56	1.26	-0.71	26	1.78	0.34	55	1.26	-0.69
Is in good physical health	26	1.79	0.36	34	1.41	-0.42	23	1.79	0.39	34	1.41	-0.42	24	1.78	0.35	34	1.41	-0.41
Maintains boundaries between work and personal life	27	1.74	0.25	44	1.34	-0.56	27	1.74	0.27	43	1.34	-0.56	27	1.74	0.24	44	1.33	-0.56
Does manual labor, skilled trades, or blue-collar work	28	1.74	0.25	60	0.99	-1.20	30	1.73	0.23	60	1.00	-1.21	28	1.73	0.23	60	0.99	-1.18
Is sought after for good advice	29	1.73	0.23	56	1.26	-0.70	36	1.63	-0.01	51	1.28	-0.68	30	1.72	0.19	56	1.24	-0.71
Does work that is intellectually stimulating	30	1.73	0.22	24	1.58	-0.11	28	1.73	0.25	24	1.58	-0.10	31	1.70	0.16	25	1.57	-0.12

# Results by Generation

(Table 3 of 4 — sorted by Overall Personal Rank)

	Overall						Gen Z (1997-2012)						Millennials (1981-1996)						Gen X (1965-1980)						Boomers/Silent (1928-1964)					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z			
Is in a committed relationship	31	1.73	0.21	41	1.35	-0.54	29	1.73	0.24	42	1.34	-0.56	29	1.72	0.20	41	1.34	-0.54	31	1.73	0.22	41	1.35	-0.54	31	1.73	0.21	41	1.35	-0.54
Has close friends to depend on	32	1.70	0.15	42	1.34	-0.55	31	1.69	0.14	41	1.35	-0.55	32	1.70	0.14	43	1.34	-0.55	32	1.70	0.15	42	1.34	-0.54	32	1.71	0.16	42	1.35	-0.55
Is always learning new things	33	1.69	0.13	38	1.38	-0.48	32	1.69	0.14	39	1.38	-0.49	33	1.69	0.12	38	1.38	-0.47	33	1.69	0.13	38	1.38	-0.48	33	1.70	0.14	37	1.38	-0.48
Sets and achieves goals	34	1.66	0.05	40	1.37	-0.49	33	1.66	0.06	40	1.37	-0.50	34	1.66	0.04	39	1.37	-0.49	34	1.66	0.05	40	1.37	-0.49	35	1.67	0.06	39	1.38	-0.49
Prioritizes needs of others above their own	35	1.65	0.03	54	1.27	-0.69	35	1.64	0.00	54	1.27	-0.70	35	1.64	0.00	54	1.26	-0.68	35	1.66	0.04	55	1.27	-0.68	34	1.67	0.07	53	1.27	-0.69
Is consistently advancing in their career	36	1.61	-0.08	12	1.92	0.52	37	1.61	-0.08	12	1.89	0.47	37	1.61	-0.08	12	1.91	0.49	36	1.61	-0.07	12	1.92	0.52	36	1.61	-0.07	12	1.94	0.56
Is in good mental health	37	1.59	-0.11	47	1.31	-0.61	38	1.59	-0.12	47	1.31	-0.62	38	1.59	-0.12	45	1.31	-0.60	37	1.59	-0.11	47	1.31	-0.61	37	1.60	-0.10	47	1.31	-0.62
Is creative	38	1.58	-0.14	48	1.30	-0.64	39	1.59	-0.14	45	1.31	-0.61	40	1.57	-0.16	48	1.29	-0.63	38	1.57	-0.16	50	1.28	-0.66	38	1.59	-0.12	48	1.30	-0.63
Is able to manage stress and adversity	39	1.57	-0.17	33	1.47	-0.31	40	1.56	-0.19	32	1.47	-0.31	39	1.58	-0.16	33	1.47	-0.31	39	1.57	-0.18	32	1.47	-0.31	39	1.57	-0.15	33	1.48	-0.31
Has enough savings to pay for a \$500 unexpected expense	40	1.53	-0.25	25	1.57	-0.13	41	1.55	-0.22	25	1.58	-0.10	44	1.48	-0.39	24	1.58	-0.10	40	1.53	-0.25	25	1.56	-0.15	40	1.57	-0.15	26	1.55	-0.16
Is very knowledgeable regardless of a formal education	41	1.49	-0.36	57	1.22	-0.78	42	1.49	-0.37	57	1.20	-0.82	43	1.49	-0.37	57	1.22	-0.76	42	1.49	-0.36	57	1.21	-0.78	41	1.50	-0.33	57	1.22	-0.79
Determines own work schedule	42	1.49	-0.37	30	1.51	-0.23	43	1.47	-0.43	31	1.52	-0.23	42	1.50	-0.34	29	1.52	-0.21	42	1.50	-0.33	29	1.52	-0.22	43	1.47	-0.38	31	1.51	-0.25
Has a job that involves managing other people	43	1.48	-0.39	23	1.60	-0.07	44	1.45	-0.48	22	1.62	-0.03	41	1.50	-0.34	23	1.60	-0.08	43	1.46	-0.44	23	1.61	-0.06	42	1.49	-0.35	23	1.60	-0.08
Feels that their work is valued	44	1.45	-0.45	31	1.51	-0.23	45	1.45	-0.49	30	1.52	-0.23	45	1.44	-0.48	31	1.51	-0.24	44	1.46	-0.44	31	1.50	-0.26	44	1.46	-0.42	29	1.53	-0.21
Is rich	45	1.42	-0.52	1	3.84	4.06	34	1.66	0.06	1	3.76	3.98	36	1.64	-0.01	1	3.86	4.01	47	1.35	-0.70	1	3.87	4.08	52	1.20	-1.01	1	3.83	4.11

# Results by Generation

(Table 4 of 4 — sorted by Overall Personal Rank)

	Overall						Gen Z (1997-2012)						Millennials (1981-1996)						Gen X (1965-1980)						Boomers/Silent (1928-1964)					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z			
Is responsible for making important decisions at work	46	1.39	-0.62	19	1.68	0.07	47	1.37	-0.69	19	1.67	0.06	46	1.39	-0.62	19	1.68	0.08	45	1.39	-0.60	19	1.66	0.04	45	1.39	-0.58	19	1.69	0.10
Has mastered a difficult skill	47	1.38	-0.63	28	1.54	-0.19	46	1.38	-0.67	28	1.54	-0.19	47	1.38	-0.65	30	1.52	-0.22	46	1.38	-0.63	26	1.56	-0.15	46	1.39	-0.59	28	1.54	-0.19
Goes on vacation regularly	48	1.33	-0.76	16	1.82	0.33	48	1.34	-0.77	16	1.82	0.33	48	1.35	-0.71	16	1.82	0.33	48	1.31	-0.78	16	1.81	0.32	47	1.30	-0.77	16	1.81	0.33
Has a higher standard of living than peers	49	1.28	-0.87	18	1.69	0.09	50	1.29	-0.91	18	1.69	0.10	50	1.28	-0.89	18	1.68	0.08	50	1.28	-0.86	18	1.69	0.09	49	1.28	-0.83	18	1.70	0.11
Has a high school diploma or GED	50	1.28	-0.88	61	0.97	-1.24	51	1.28	-0.92	61	0.97	-1.26	51	1.27	-0.92	61	0.96	-1.22	49	1.28	-0.86	61	0.97	-1.23	48	1.28	-0.82	61	0.97	-1.27
Regularly sees close friends	51	1.24	-0.93	45	1.31	-0.61	52	1.27	-0.95	49	1.29	-0.65	53	1.22	-1.04	47	1.30	-0.61	51	1.25	-0.95	45	1.32	-0.58	50	1.23	-0.95	46	1.31	-0.62
Has an advanced degree (e.g., PhD, MD, JD, MBA)	52	1.23	-0.98	4	2.56	1.69	49	1.32	-0.82	4	2.47	1.56	49	1.31	-0.80	4	2.54	1.62	53	1.20	-1.05	4	2.55	1.67	55	1.15	-1.13	4	2.61	1.83
Does managerial, computer-based, or white-collar work	53	1.23	-0.99	22	1.62	-0.04	53	1.23	-1.04	23	1.62	-0.03	52	1.23	-1.01	22	1.61	-0.05	52	1.24	-0.97	22	1.62	-0.04	51	1.23	-0.95	22	1.62	-0.03
Has a 4-year bachelor's degree	54	1.18	-1.11	15	1.85	0.40	54	1.18	-1.18	14	1.87	0.42	54	1.19	-1.10	15	1.85	0.37	54	1.19	-1.08	14	1.85	0.39	53	1.17	-1.09	15	1.86	0.41
Knows a lot of influential people	55	1.16	-1.16	17	1.79	0.28	55	1.16	-1.22	17	1.75	0.22	55	1.16	-1.18	17	1.79	0.28	55	1.15	-1.17	17	1.78	0.27	54	1.16	-1.10	17	1.80	0.30
Has a high-status job	56	1.01	-1.52	9	2.05	0.75	56	1.04	-1.54	9	2.09	0.85	56	1.05	-1.47	9	2.03	0.70	56	1.01	-1.52	9	2.06	0.77	56	0.98	-1.53	9	2.04	0.75
Is considered physically attractive	57	0.98	-1.61	20	1.66	0.03	57	0.99	-1.68	20	1.66	0.04	57	0.98	-1.64	20	1.65	0.01	57	0.98	-1.59	20	1.66	0.03	57	0.97	-1.55	20	1.66	0.04
Is a graduate of an elite college or university	58	0.95	-1.66	5	2.26	1.15	58	0.98	-1.71	5	2.24	1.12	58	0.96	-1.68	5	2.25	1.11	58	0.96	-1.64	5	2.27	1.15	58	0.94	-1.63	5	2.27	1.19
Is famous	59	0.66	-2.38	3	3.23	2.93	60	0.72	-2.37	3	3.32	3.15	59	0.66	-2.42	3	3.28	2.96	59	0.67	-2.33	3	3.29	3.01	59	0.62	-2.36	3	3.10	2.75
Has a large social media following	60	0.63	-2.45	7	2.18	0.99	59	0.74	-2.31	6	2.23	1.11	60	0.63	-2.49	6	2.24	1.08	60	0.61	-2.49	6	2.21	1.04	60	0.59	-2.43	8	2.08	0.83
Owns a lot of luxury items	61	0.58	-2.56	2	3.50	3.44	61	0.66	-2.51	2	3.39	3.29	61	0.63	-2.51	2	3.64	3.61	61	0.55	-2.63	2	3.49	3.38	61	0.54	-2.54	2	3.45	3.40

# Results by Race

(Table 1 of 4 — sorted by Overall Personal Rank)

	Overall			White			Black			Hispanic			Asian																	
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived															
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z															
Does work that has a positive impact on other people	1	2.52	2.13	32	1.48	-0.30	1	2.51	2.09	32	1.48	-0.29	5	2.20	1.38	46	1.20	-0.62	19	1.80	0.31	39	1.20	-0.46	12	1.98	0.58	35	1.26	-0.46
Is on track for a secure retirement	2	2.31	1.63	13	1.86	0.41	2	2.34	1.68	14	1.86	0.41	7	2.15	1.23	16	1.91	0.38	5	2.46	1.59	20	1.69	0.06	16	1.90	0.44	14	2.04	0.48
Is financially independent from others	3	2.31	1.63	8	2.16	0.96	3	2.31	1.60	7	2.17	0.99	2	2.55	2.23	24	1.72	0.12	1	3.36	3.32	9	2.12	0.50	5	2.61	1.65	17	1.99	0.43
Is a parent	4	2.21	1.37	37	1.38	-0.47	4	2.25	1.48	37	1.39	-0.47	29	1.63	-0.02	38	1.26	-0.53	6	2.29	1.25	35	1.32	-0.33	33	1.58	-0.09	36	1.24	-0.49
Enjoys their work	5	2.15	1.24	52	1.27	-0.68	5	2.15	1.22	52	1.27	-0.68	9	2.09	1.09	14	1.95	0.43	20	1.80	0.31	57	0.99	-0.68	18	1.86	0.37	28	1.45	-0.23
Is debt free	6	2.10	1.11	21	1.63	-0.02	6	2.10	1.10	21	1.63	-0.02	4	2.26	1.51	21	1.77	0.18	2	2.71	2.05	22	1.61	-0.03	1	3.45	3.08	23	1.70	0.08
Is enjoyable to be around	7	2.08	1.06	36	1.39	-0.46	7	2.09	1.09	36	1.39	-0.46	33	1.57	-0.16	44	1.21	-0.60	29	1.67	0.05	36	1.23	-0.43	15	1.91	0.46	31	1.43	-0.26
Has a purpose in life	8	2.06	1.02	46	1.31	-0.61	8	2.06	1.01	46	1.31	-0.61	6	2.15	1.24	53	1.14	-0.71	6	1.99	0.87	31	1.36	-0.29	9	2.12	0.82	48	1.07	-0.68
Is actively involved in their community	9	2.04	0.98	26	1.55	-0.17	9	2.04	0.97	26	1.55	-0.17	20	1.83	0.46	19	1.79	0.21	3	2.64	1.92	37	1.22	-0.44	22	1.84	0.34	26	1.63	-0.01
Has strong ethical values	10	2.03	0.95	43	1.34	-0.55	10	2.03	0.94	43	1.34	-0.55	26	1.71	0.17	54	1.13	-0.71	11	1.98	0.85	43	1.16	-0.50	31	1.60	-0.06	39	1.19	-0.54
Is recognized as a leader in their profession	11	2.02	0.92	10	1.96	0.59	11	1.98	0.82	10	1.94	0.56	15	1.94	0.72	10	2.07	0.61	16	1.86	0.43	11	2.06	0.44	6	2.35	1.20	5	2.76	1.36
Owns a home	12	1.98	0.82	11	1.93	0.54	12	1.98	0.82	11	1.93	0.55	30	1.60	-0.09	15	1.92	0.39	8	2.26	1.20	12	2.03	0.41	4	2.63	1.68	8	2.35	0.86
Rarely, if ever, worries about money	13	1.96	0.79	14	1.86	0.41	13	1.96	0.78	13	1.86	0.41	13	1.98	0.82	8	2.14	0.71	9	2.19	1.07	18	1.83	0.20	23	1.81	0.29	13	2.05	0.50
Makes time for themselves	14	1.95	0.75	39	1.37	-0.49	14	1.95	0.75	40	1.37	-0.50	35	1.54	-0.25	48	1.19	-0.63	7	2.27	1.22	51	1.10	-0.57	3	2.63	1.68	44	1.12	-0.63
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	15	1.94	0.73	51	1.27	-0.68	15	1.95	0.74	51	1.27	-0.68	21	1.81	0.42	30	1.40	-0.34	14	1.90	0.50	26	1.42	-0.22	53	1.01	-1.08	54	1.03	-0.75

# Results by Race

(Table 2 of 4 — sorted by Overall Personal Rank)

	Overall			White			Black			Hispanic			Asian											
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived									
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z									
Regularly sees family members	16	1.89	0.60	53	1.27	-0.68	23	1.79	0.36	55	1.12	-0.73	32	1.62	-0.03	47	1.14	-0.62	46	1.28	-0.61	47	1.08	-0.68
Is a primary caregiver (e.g., of children, elderly, others in need of care)	17	1.88	0.59	59	1.12	-0.95	38	1.46	-0.43	52	1.14	-0.70	15	1.89	0.49	58	0.93	-0.74	39	1.47	-0.28	46	1.10	-0.65
Has stable full-time employment	18	1.86	0.64	27	1.54	-0.18	11	1.99	0.84	43	1.22	-0.58	31	1.64	0.00	42	1.18	-0.48	26	1.79	0.25	22	1.71	0.08
Is married	19	1.86	0.63	29	1.52	-0.22	49	1.35	-0.71	9	2.08	0.62	47	1.28	-0.68	34	1.33	-0.33	48	1.22	-0.71	30	1.44	-0.25
Is focused on their spiritual wellbeing	20	1.85	0.62	58	1.13	-0.94	1	2.83	2.89	41	1.23	-0.57	30	1.65	0.02	59	0.89	-0.78	37	1.50	-0.24	56	0.96	-0.83
Is charitable	21	1.85	0.50	49	1.29	-0.64	50	1.31	-0.80	47	1.19	-0.63	26	1.74	0.18	21	1.67	0.03	45	1.28	-0.61	42	1.13	-0.62
Is authentic	22	1.83	0.45	50	1.29	-0.64	52	1.24	-0.97	33	1.36	-0.40	45	1.34	-0.57	50	1.11	-0.55	25	1.81	0.29	50	1.07	-0.70
Owns a business	23	1.82	0.45	6	2.18	1.00	32	1.60	-0.10	5	2.78	1.61	22	1.79	0.29	4	2.62	1.02	36	1.53	-0.19	7	2.46	1.00
Is considered trustworthy by others	24	1.80	0.40	35	1.40	-0.44	14	1.95	0.76	31	1.40	-0.34	4	2.59	1.82	23	1.52	-0.12	34	1.57	-0.11	41	1.15	-0.60
Is a kind person	25	1.79	0.36	55	1.26	-0.69	19	1.84	0.50	51	1.14	-0.70	18	1.84	0.39	46	1.14	-0.52	17	1.88	0.41	51	1.04	-0.73
Is in good physical health	26	1.79	0.36	34	1.41	-0.42	27	1.66	0.04	29	1.41	-0.33	33	1.58	-0.11	48	1.14	-0.52	29	1.67	0.05	49	1.07	-0.69
Maintains boundaries between work and personal life	27	1.74	0.25	44	1.34	-0.56	18	1.87	0.57	34	1.30	-0.48	21	1.79	0.29	55	1.01	-0.66	7	2.22	0.99	32	1.39	-0.30
Does manual labor, skilled trades, or blue-collar work	28	1.74	0.25	60	0.99	-1.20	54	1.22	-1.02	61	0.79	-1.20	53	1.10	-1.05	61	0.72	-0.96	56	0.90	-1.25	59	0.90	-0.90
Is sought after for good advice	29	1.73	0.23	56	1.26	-0.70	39	1.46	-0.43	32	1.39	-0.35	37	1.53	-0.22	44	1.16	-0.51	42	1.34	-0.51	55	1.00	-0.77
Does work that is intellectually stimulating	30	1.73	0.22	24	1.58	-0.11	28	1.63	-0.01	39	1.25	-0.55	23	1.79	0.29	10	2.07	0.45	24	1.81	0.29	20	1.75	0.14

# Results by Race

(Table 3 of 4 — sorted by Overall Personal Rank)

	Overall			White			Black			Hispanic			Asian																	
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived															
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z															
Is in a committed relationship	<b>31</b>	1.73	0.21	<b>41</b>	1.35	-0.54	<b>42</b>	1.43	-0.51	<b>59</b>	1.04	-0.84	<b>43</b>	1.38	-0.50	<b>28</b>	1.37	-0.28	<b>43</b>	1.93	0.49	<b>43</b>	1.12	-0.63						
Has close friends to depend on	<b>32</b>	1.70	0.15	<b>42</b>	1.34	-0.55	<b>40</b>	1.46	-0.44	<b>45</b>	1.20	-0.62	<b>40</b>	1.51	-0.26	<b>33</b>	1.33	-0.32	<b>40</b>	1.85	0.35	<b>40</b>	1.16	-0.58						
Is always learning new things	<b>33</b>	1.69	0.13	<b>38</b>	1.38	-0.48	<b>31</b>	1.60	-0.09	<b>17</b>	1.89	0.35	<b>12</b>	1.94	0.69	<b>40</b>	1.19	-0.47	<b>10</b>	2.10	0.78	<b>38</b>	1.20	-0.53						
Sets and achieves goals	<b>34</b>	1.66	0.05	<b>40</b>	1.37	-0.49	<b>34</b>	1.66	0.05	<b>39</b>	1.37	-0.50	<b>22</b>	1.80	0.89	<b>56</b>	1.11	-0.75	<b>44</b>	1.35	-0.55	<b>45</b>	1.15	-0.52	<b>27</b>	1.79	0.25	<b>53</b>	1.04	-0.73
Prioritizes needs of others above their own	<b>35</b>	1.65	0.03	<b>54</b>	1.27	-0.69	<b>35</b>	1.66	0.04	<b>54</b>	1.27	-0.69	<b>8</b>	2.14	1.21	<b>50</b>	1.15	-0.69	<b>35</b>	1.56	-0.14	<b>54</b>	1.04	-0.63	<b>41</b>	1.46	-0.30	<b>60</b>	0.82	-1.00
Is consistently advancing in their career	<b>36</b>	1.61	-0.08	<b>12</b>	1.92	0.52	<b>36</b>	1.61	-0.08	<b>12</b>	1.92	0.52	<b>24</b>	1.76	0.29	<b>23</b>	1.75	0.15	<b>46</b>	1.31	-0.64	<b>15</b>	1.99	0.37	<b>35</b>	1.56	-0.13	<b>11</b>	2.06	0.51
Is in good mental health	<b>37</b>	1.59	-0.11	<b>47</b>	1.31	-0.61	<b>37</b>	1.59	-0.11	<b>47</b>	1.31	-0.62	<b>12</b>	1.98	0.84	<b>58</b>	1.08	-0.78	<b>50</b>	1.22	-0.80	<b>52</b>	1.09	-0.57	<b>51</b>	1.07	-0.96	<b>58</b>	0.91	-0.89
Is creative	<b>38</b>	1.58	-0.14	<b>48</b>	1.30	-0.64	<b>38</b>	1.58	-0.14	<b>48</b>	1.30	-0.63	<b>44</b>	1.42	-0.53	<b>42</b>	1.23	-0.59	<b>41</b>	1.46	-0.35	<b>53</b>	1.05	-0.61	<b>50</b>	1.09	-0.94	<b>57</b>	0.93	-0.86
Is able to manage stress and adversity	<b>39</b>	1.57	-0.17	<b>33</b>	1.47	-0.31	<b>39</b>	1.57	-0.16	<b>33</b>	1.47	-0.31	<b>17</b>	1.88	0.59	<b>49</b>	1.17	-0.66	<b>17</b>	1.85	0.41	<b>60</b>	0.82	-0.86	<b>8</b>	2.21	0.97	<b>18</b>	1.78	0.18
Has enough savings to pay for a \$500 unexpected expense	<b>40</b>	1.53	-0.25	<b>25</b>	1.57	-0.13	<b>40</b>	1.53	-0.26	<b>25</b>	1.57	-0.13	<b>36</b>	1.51	-0.32	<b>37</b>	1.26	-0.53	<b>13</b>	1.94	0.57	<b>30</b>	1.37	-0.29	<b>28</b>	1.75	0.20	<b>34</b>	1.28	-0.44
Is very knowledgeable regardless of a formal education	<b>41</b>	1.49	-0.36	<b>57</b>	1.22	-0.78	<b>41</b>	1.49	-0.35	<b>57</b>	1.22	-0.79	<b>57</b>	1.13	-1.25	<b>40</b>	1.24	-0.56	<b>39</b>	1.51	-0.24	<b>56</b>	1.00	-0.67	<b>44</b>	1.34	-0.52	<b>37</b>	1.23	-0.50
Determines own work schedule	<b>42</b>	1.49	-0.37	<b>30</b>	1.51	-0.23	<b>43</b>	1.48	-0.39	<b>30</b>	1.52	-0.23	<b>16</b>	1.92	0.68	<b>26</b>	1.53	-0.15	<b>24</b>	1.76	0.23	<b>32</b>	1.36	-0.29	<b>32</b>	1.60	-0.07	<b>29</b>	1.44	-0.24
Has a job that involves managing other people	<b>43</b>	1.48	-0.39	<b>23</b>	1.60	-0.07	<b>42</b>	1.48	-0.39	<b>23</b>	1.60	-0.07	<b>46</b>	1.40	-0.57	<b>27</b>	1.45	-0.26	<b>28</b>	1.70	0.12	<b>14</b>	1.99	0.37	<b>30</b>	1.63	-0.02	<b>25</b>	1.65	0.01
Feels that their work is valued	<b>44</b>	1.45	-0.45	<b>31</b>	1.51	-0.23	<b>44</b>	1.46	-0.44	<b>31</b>	1.52	-0.23	<b>10</b>	2.03	0.95	<b>36</b>	1.27	-0.52	<b>27</b>	1.73	0.17	<b>41</b>	1.19	-0.47	<b>11</b>	2.10	0.78	<b>52</b>	1.04	-0.73
Is rich	<b>45</b>	1.42	-0.52	<b>1</b>	3.84	4.06	<b>47</b>	1.37	-0.65	<b>1</b>	3.79	4.00	<b>3</b>	2.32	1.65	<b>1</b>	5.10	4.88	<b>25</b>	1.74	0.20	<b>1</b>	7.23	5.85	<b>21</b>	1.85	0.35	<b>1</b>	5.29	4.43

# Results by Race

(Table 4 of 4 — sorted by Overall Personal Rank)

	Overall			White			Black			Hispanic			Asian																				
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived																		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z																		
Is responsible for making important decisions at work	<b>46</b>	1.39	-0.62	<b>19</b>	1.68	0.07	<b>45</b>	1.39	-0.61	<b>34</b>	1.54	-0.24	<b>22</b>	1.76	0.17	<b>55</b>	1.01	-1.21	<b>27</b>	1.41	-0.23	<b>19</b>	1.85	0.36	<b>21</b>	1.72	0.09						
Has mastered a difficult skill	<b>47</b>	1.38	-0.63	<b>28</b>	1.54	-0.19	<b>46</b>	1.38	-0.62	<b>25</b>	1.72	0.19	<b>28</b>	1.44	-0.28	<b>34</b>	1.58	-0.11	<b>38</b>	1.21	-0.45	<b>38</b>	1.52	-0.24	<b>25</b>	1.48	-0.17	<b>49</b>	1.18	-0.78	<b>16</b>	2.01	0.45
Goes on vacation regularly	<b>48</b>	1.33	-0.76	<b>16</b>	1.82	0.33	<b>48</b>	1.33	-0.75	<b>41</b>	1.45	-0.47	<b>18</b>	1.85	0.30	<b>38</b>	1.52	-0.24	<b>25</b>	1.48	-0.17	<b>49</b>	1.18	-0.78	<b>16</b>	2.01	0.45						
Has a higher standard of living than peers	<b>49</b>	1.28	-0.87	<b>18</b>	1.69	0.09	<b>49</b>	1.28	-0.85	<b>49</b>	1.48	-0.39	<b>11</b>	2.05	0.57	<b>42</b>	1.44	-0.37	<b>13</b>	2.01	0.39	<b>38</b>	1.49	-0.26	<b>9</b>	2.31	0.81						
Has a high school diploma or GED	<b>50</b>	1.28	-0.88	<b>61</b>	0.97	-1.24	<b>50</b>	1.28	-0.87	<b>61</b>	0.97	-1.25	<b>60</b>	0.87	-1.09	<b>52</b>	1.14	-0.95	<b>49</b>	1.11	-0.55	<b>60</b>	0.59	-1.78	<b>61</b>	0.63	-1.22						
Regularly sees close friends	<b>51</b>	1.24	-0.98	<b>45</b>	1.31	-0.61	<b>51</b>	1.24	-0.97	<b>45</b>	1.35	-0.69	<b>57</b>	1.10	-0.77	<b>58</b>	0.87	-1.48	<b>24</b>	1.49	-0.16	<b>47</b>	1.23	-0.69	<b>45</b>	1.11	-0.64						
Has an advanced degree (e.g., PhD, MD, JD, MBA)	<b>52</b>	1.23	-0.98	<b>4</b>	2.56	1.69	<b>53</b>	1.19	-1.08	<b>4</b>	2.56	1.70	<b>2</b>	3.41	2.49	<b>36</b>	1.56	-0.15	<b>5</b>	2.58	0.98	<b>2</b>	3.35	2.90	<b>3</b>	3.10	1.77						
Does managerial, computer-based, or white-collar work	<b>53</b>	1.23	-0.99	<b>22</b>	1.62	-0.04	<b>52</b>	1.23	-0.98	<b>22</b>	1.62	-0.04	<b>25</b>	1.57	-0.09	<b>56</b>	0.92	-1.38	<b>16</b>	1.93	0.30	<b>40</b>	1.47	-0.28	<b>33</b>	1.33	-0.37						
Has a 4-year bachelor's degree	<b>54</b>	1.18	-1.11	<b>15</b>	1.85	0.40	<b>54</b>	1.18	-1.09	<b>15</b>	1.85	0.40	<b>13</b>	2.01	0.52	<b>49</b>	1.26	-0.73	<b>8</b>	2.24	0.63	<b>52</b>	1.05	-1.00	<b>24</b>	1.67	0.04						
Knows a lot of influential people	<b>55</b>	1.16	-1.16	<b>17</b>	1.79	0.28	<b>55</b>	1.16	-1.16	<b>17</b>	1.79	0.28	<b>20</b>	1.77	0.19	<b>54</b>	1.03	-1.17	<b>19</b>	1.75	0.11	<b>57</b>	0.86	-1.32	<b>19</b>	1.76	0.14						
Has a high-status job	<b>56</b>	1.01	-1.52	<b>9</b>	2.05	0.75	<b>56</b>	1.01	-1.51	<b>9</b>	2.05	0.76	<b>6</b>	2.33	0.97	<b>51</b>	1.18	-0.89	<b>7</b>	2.25	0.64	<b>54</b>	0.98	-1.12	<b>6</b>	2.63	1.20						
Is considered physically attractive	<b>57</b>	0.98	-1.61	<b>20</b>	1.66	0.03	<b>57</b>	0.98	-1.59	<b>20</b>	1.66	0.03	<b>35</b>	1.29	-0.49	<b>57</b>	0.89	-1.44	<b>29</b>	1.37	-0.29	<b>55</b>	0.95	-1.18	<b>12</b>	2.05	0.50						
Is a graduate of an elite college or university	<b>58</b>	0.95	-1.66	<b>5</b>	2.26	1.15	<b>58</b>	0.95	-1.65	<b>5</b>	2.27	1.16	<b>12</b>	2.03	0.55	<b>48</b>	1.28	-0.70	<b>6</b>	2.49	0.89	<b>43</b>	1.34	-0.51	<b>10</b>	2.21	0.69						
Is famous	<b>59</b>	0.66	-2.38	<b>3</b>	3.23	2.93	<b>59</b>	0.65	-2.38	<b>3</b>	3.21	2.93	<b>3</b>	3.25	2.26	<b>61</b>	0.83	-1.56	<b>2</b>	3.85	2.31	<b>59</b>	0.71	-1.57	<b>2</b>	4.50	3.47						
Has a large social media following	<b>60</b>	0.63	-2.45	<b>7</b>	2.18	0.99	<b>60</b>	0.62	-2.43	<b>8</b>	2.17	0.99	<b>7</b>	2.23	0.83	<b>60</b>	0.61	-1.98	<b>17</b>	1.86	0.23	<b>59</b>	0.69	-1.61	<b>15</b>	2.01	0.46						
Owns a lot of luxury items	<b>61</b>	0.58	-2.56	<b>2</b>	3.50	3.44	<b>61</b>	0.57	-2.56	<b>2</b>	3.52	3.49	<b>4</b>	2.96	1.87	<b>60</b>	0.76	-2.13	<b>4</b>	3.83	2.29	<b>61</b>	0.42	-2.07	<b>4</b>	2.95	1.59						

# Results by Income

(Table 1 of 4 — sorted by Overall Personal Rank)

	Overall						\$20,000 < \$50,000						\$50,000 < \$100,000						\$100,000 or more											
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived								
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z						
Does work that has a positive impact on other people	1	2.52	2.13	32	1.48	-0.30	1	2.53	2.19	33	1.46	-0.34	1	2.55	2.17	32	1.48	-0.29	1	2.52	2.12	32	1.49	-0.28	1	2.53	2.15	33	1.46	-0.33
Is on track for a secure retirement	2	2.31	1.63	13	1.86	0.41	3	2.29	1.60	15	1.84	0.37	3	2.28	1.54	13	1.88	0.44	2	2.30	1.59	15	1.85	0.39	2	2.41	1.85	13	1.87	0.43
Is financially independent from others	3	2.31	1.63	8	2.16	0.96	2	2.30	1.63	7	2.22	1.08	2	2.34	1.67	7	2.12	0.88	3	2.29	1.57	8	2.17	0.99	3	2.31	1.60	7	2.17	0.99
Is a parent	4	2.21	1.37	37	1.38	-0.47	4	2.19	1.35	34	1.43	-0.39	4	2.24	1.44	34	1.43	-0.39	4	2.23	1.43	41	1.34	-0.55	4	2.22	1.39	35	1.41	-0.43
Enjoys their work	5	2.15	1.24	52	1.27	-0.68	5	2.15	1.25	53	1.27	-0.70	5	2.16	1.25	52	1.27	-0.67	5	2.15	1.23	51	1.28	-0.67	6	2.15	1.22	52	1.27	-0.68
Is debt free	6	2.10	1.11	21	1.63	-0.02	7	2.07	1.05	21	1.63	-0.02	6	2.10	1.11	21	1.63	-0.02	6	2.09	1.10	21	1.63	-0.02	7	2.12	1.14	21	1.63	-0.01
Is enjoyable to be around	7	2.08	1.06	36	1.39	-0.46	6	2.11	1.15	37	1.39	-0.47	7	2.07	1.04	37	1.40	-0.45	7	2.11	1.14	36	1.39	-0.46	6	2.03	0.94	37	1.39	-0.46
Has a purpose in life	8	2.06	1.02	46	1.31	-0.61	8	2.06	1.05	46	1.30	-0.63	8	2.07	1.02	48	1.31	-0.61	8	2.05	1.01	45	1.32	-0.60	8	2.06	1.01	46	1.30	-0.62
Is actively involved in their community	9	2.04	0.98	26	1.55	-0.17	9	2.05	1.02	26	1.55	-0.17	9	2.05	0.98	27	1.54	-0.19	9	2.04	0.98	26	1.55	-0.17	11	2.03	0.93	26	1.56	-0.16
Has strong ethical values	10	2.03	0.95	43	1.34	-0.55	10	2.02	0.95	44	1.33	-0.58	10	2.03	0.93	43	1.34	-0.55	10	2.03	0.94	43	1.34	-0.55	9	2.03	0.94	43	1.34	-0.55
Is recognized as a leader in their profession	11	2.02	0.92	10	1.96	0.59	18	1.87	0.58	10	2.00	0.67	12	1.97	0.79	12	1.93	0.53	11	2.03	0.94	11	1.93	0.54	5	2.16	1.25	10	1.99	0.64
Owns a home	12	1.98	0.82	11	1.93	0.54	11	1.99	0.86	11	1.92	0.53	11	1.98	0.81	10	1.94	0.56	12	1.98	0.82	10	1.94	0.55	13	1.96	0.78	11	1.94	0.55
Rarely, if ever, worries about money	13	1.96	0.79	14	1.86	0.41	13	1.94	0.75	14	1.84	0.38	13	1.96	0.77	14	1.87	0.43	13	1.96	0.78	13	1.86	0.42	12	1.97	0.80	14	1.86	0.41
Makes time for themselves	14	1.95	0.75	39	1.37	-0.49	12	1.96	0.78	39	1.37	-0.50	15	1.95	0.74	39	1.38	-0.49	15	1.95	0.75	39	1.37	-0.50	14	1.94	0.73	38	1.37	-0.49
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	15	1.94	0.73	51	1.27	-0.68	14	1.93	0.70	50	1.28	-0.68	16	1.93	0.69	53	1.27	-0.68	16	1.93	0.81	52	1.28	-0.67	17	1.89	0.60	53	1.27	-0.68



# Results by Income

(Table 2 of 4 — sorted by Overall Personal Rank)

	Overall						Less than \$20,000						\$20,000 < \$50,000						\$50,000 < \$100,000						\$100,000 or more											
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived								
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z						
Regularly sees family members	16	1.89	0.60	53	1.27	-0.68	16	1.90	0.63	54	1.27	-0.70	17	1.89	0.59	55	1.27	-0.69	18	1.88	0.59	54	1.27	-0.69	19	1.88	0.59	54	1.27	-0.69	20	1.89	0.61	51	1.28	-0.68
Is a primary caregiver (e.g., of children, elderly, others in need of care)	17	1.88	0.59	59	1.12	-0.95	15	1.92	0.69	58	1.13	-0.95	19	1.87	0.56	59	1.09	-1.02	17	1.89	0.62	58	1.13	-0.94	19	1.86	0.54	28	1.54	-0.18	20	1.84	0.49	58	1.15	-0.91
Has stable full-time employment	18	1.86	0.64	27	1.54	-0.18	19	1.87	0.57	27	1.54	-0.19	20	1.85	0.51	26	1.54	-0.18	19	1.86	0.54	28	1.54	-0.18	20	1.87	0.54	27	1.54	-0.19	18	1.87	0.54	27	1.54	-0.19
Is married	19	1.86	0.63	29	1.52	-0.22	33	1.69	0.13	29	1.53	-0.20	18	1.88	0.57	28	1.53	-0.20	16	1.94	0.73	31	1.50	-0.26	16	1.94	0.73	31	1.50	-0.26	22	1.82	0.43	25	1.56	-0.15
Is focused on their spiritual wellbeing	20	1.85	0.62	58	1.13	-0.94	17	1.89	0.61	59	1.13	-0.96	14	1.96	0.76	58	1.13	-0.94	21	1.85	0.50	59	1.13	-0.95	21	1.85	0.50	59	1.13	-0.95	31	1.72	0.18	59	1.14	-0.92
Is charitable	21	1.85	0.50	49	1.29	-0.64	20	1.87	0.57	52	1.28	-0.68	21	1.84	0.48	49	1.29	-0.64	20	1.85	0.51	48	1.30	-0.63	20	1.85	0.51	48	1.30	-0.63	19	1.85	0.50	49	1.29	-0.65
Is authentic	22	1.83	0.45	50	1.29	-0.64	21	1.83	0.47	48	1.29	-0.65	22	1.82	0.44	50	1.29	-0.64	22	1.82	0.44	50	1.29	-0.64	22	1.82	0.44	50	1.29	-0.64	21	1.84	0.47	48	1.29	-0.65
Owns a business	23	1.82	0.45	6	2.18	1.00	23	1.81	0.42	8	2.18	1.02	24	1.80	0.38	6	2.18	1.01	23	1.80	0.39	7	2.19	1.01	23	1.80	0.39	7	2.19	1.01	15	1.90	0.63	6	2.18	1.00
Is considered trustworthy by others	24	1.80	0.40	35	1.40	-0.44	22	1.82	0.44	36	1.40	-0.45	23	1.81	0.40	36	1.40	-0.44	24	1.79	0.35	35	1.40	-0.44	24	1.79	0.35	35	1.40	-0.44	23	1.82	0.43	36	1.40	-0.45
Is a kind person	25	1.79	0.36	55	1.26	-0.69	24	1.79	0.37	56	1.26	-0.71	25	1.79	0.36	54	1.27	-0.68	25	1.78	0.34	56	1.26	-0.70	25	1.78	0.34	56	1.26	-0.70	24	1.79	0.36	54	1.26	-0.70
Is in good physical health	26	1.79	0.36	34	1.41	-0.42	25	1.78	0.36	35	1.41	-0.43	26	1.79	0.36	35	1.42	-0.41	25	1.78	0.35	34	1.42	-0.41	25	1.78	0.35	34	1.42	-0.41	25	1.78	0.35	34	1.41	-0.42
Maintains boundaries between work and personal life	27	1.74	0.25	44	1.34	-0.56	27	1.75	0.28	43	1.34	-0.57	29	1.74	0.24	44	1.34	-0.56	27	1.74	0.25	44	1.34	-0.56	27	1.74	0.25	44	1.34	-0.56	26	1.74	0.24	44	1.34	-0.56
Does manual labor, skilled trades, or blue-collar work	28	1.74	0.25	60	0.99	-1.20	26	1.78	0.34	60	0.99	-1.22	27	1.75	0.26	60	0.99	-1.19	29	1.73	0.22	60	0.99	-1.20	29	1.73	0.22	60	0.99	-1.20	29	1.73	0.21	60	0.98	-1.22
Is sought after for good advice	29	1.73	0.23	56	1.26	-0.70	29	1.73	0.21	51	1.28	-0.68	28	1.75	0.26	56	1.24	-0.75	28	1.73	0.22	53	1.27	-0.68	28	1.73	0.22	56	1.25	-0.73	28	1.73	0.22	56	1.25	-0.73
Does work that is intellectually stimulating	30	1.73	0.22	24	1.58	-0.11	30	1.71	0.18	25	1.58	-0.10	30	1.74	0.24	24	1.58	-0.10	30	1.72	0.20	24	1.58	-0.11	31	1.72	0.20	24	1.58	-0.11	27	1.73	0.22	24	1.58	-0.11

# Results by Income

(Table 3 of 4 — sorted by Overall Personal Rank)

	Overall						Less than \$20,000						\$20,000 < \$50,000						\$50,000 < \$100,000						\$100,000 or more					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z			
Is in a committed relationship	31	1.73	0.21	41	1.35	-0.54	28	1.75	0.26	42	1.34	-0.56	31	1.73	0.21	41	1.35	-0.54	30	1.72	0.21	40	1.35	-0.54	30	1.72	0.19	42	1.35	-0.55
Has close friends to depend on	32	1.70	0.15	42	1.34	-0.55	31	1.70	0.15	41	1.34	-0.55	32	1.70	0.15	42	1.34	-0.55	32	1.70	0.15	42	1.34	-0.55	32	1.70	0.14	41	1.35	-0.54
Is always learning new things	33	1.69	0.13	38	1.38	-0.48	32	1.70	0.15	38	1.38	-0.48	33	1.69	0.13	38	1.38	-0.48	33	1.69	0.12	37	1.39	-0.47	33	1.69	0.13	39	1.37	-0.50
Sets and achieves goals	34	1.66	0.05	40	1.37	-0.49	34	1.67	0.08	40	1.37	-0.51	35	1.66	0.05	40	1.37	-0.49	34	1.66	0.05	38	1.37	-0.49	34	1.66	0.05	40	1.37	-0.50
Prioritizes needs of others above their own	35	1.65	0.03	54	1.27	-0.69	35	1.67	0.07	55	1.26	-0.70	34	1.66	0.05	51	1.28	-0.67	35	1.65	0.02	55	1.27	-0.69	35	1.64	0.01	55	1.26	-0.70
Is consistently advancing in their career	36	1.61	-0.08	12	1.92	0.52	37	1.61	-0.06	12	1.90	0.50	36	1.60	-0.08	11	1.93	0.54	36	1.61	-0.08	12	1.91	0.49	36	1.60	-0.08	12	1.94	0.65
Is in good mental health	37	1.59	-0.11	47	1.31	-0.61	38	1.60	-0.11	45	1.31	-0.62	37	1.60	-0.10	47	1.31	-0.61	37	1.59	-0.12	46	1.31	-0.61	37	1.59	-0.12	47	1.30	-0.63
Is creative	38	1.58	-0.14	48	1.30	-0.64	36	1.63	-0.03	49	1.29	-0.66	40	1.56	-0.18	46	1.31	-0.61	39	1.57	-0.17	49	1.30	-0.64	38	1.57	-0.16	50	1.28	-0.66
Is able to manage stress and adversity	39	1.57	-0.17	33	1.47	-0.31	39	1.57	-0.17	32	1.47	-0.31	38	1.57	-0.17	33	1.48	-0.30	38	1.57	-0.17	33	1.48	-0.30	39	1.57	-0.17	32	1.47	-0.32
Has enough savings to pay for a \$500 unexpected expense	40	1.53	-0.25	25	1.57	-0.13	40	1.56	-0.18	24	1.59	-0.09	39	1.56	-0.18	25	1.57	-0.12	40	1.53	-0.26	25	1.57	-0.13	43	1.49	-0.37	29	1.53	-0.20
Is very knowledgeable regardless of a formal education	41	1.49	-0.36	57	1.22	-0.78	41	1.50	-0.35	57	1.21	-0.81	41	1.49	-0.35	57	1.22	-0.78	41	1.49	-0.36	57	1.21	-0.79	42	1.49	-0.36	57	1.22	-0.77
Determines own work schedule	42	1.49	-0.37	30	1.51	-0.23	42	1.50	-0.35	30	1.52	-0.23	42	1.49	-0.36	31	1.51	-0.24	42	1.47	-0.42	29	1.52	-0.22	40	1.50	-0.33	30	1.52	-0.23
Has a job that involves managing other people	43	1.48	-0.39	23	1.60	-0.07	43	1.49	-0.38	23	1.61	-0.05	43	1.47	-0.41	23	1.59	-0.09	43	1.47	-0.42	23	1.61	-0.06	41	1.50	-0.33	23	1.60	-0.08
Feels that their work is valued	44	1.45	-0.45	31	1.51	-0.23	44	1.46	-0.45	31	1.51	-0.23	44	1.45	-0.45	30	1.52	-0.22	44	1.45	-0.45	30	1.51	-0.24	45	1.45	-0.45	31	1.51	-0.24
Is rich	45	1.42	-0.52	1	3.84	4.06	47	1.37	-0.66	1	3.79	4.03	45	1.41	-0.54	1	3.85	4.09	45	1.43	-0.50	1	3.86	4.12	44	1.47	-0.42	1	3.70	3.82

# Results by Income

(Table 4 of 4 — sorted by Overall Personal Rank)

	Overall						Less than \$20,000						\$20,000 < \$50,000						\$50,000 < \$100,000						\$100,000 or more					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Is responsible for making important decisions at work	46	1.39	-0.62	19	1.68	0.07	45	1.41	-0.57	18	1.71	0.13	47	1.37	-0.65	19	1.68	0.08	46	1.39	-0.61	19	1.67	0.05	46	1.39	-0.59	19	1.67	0.06
Has mastered a difficult skill	47	1.38	-0.63	28	1.54	-0.19	46	1.39	-0.62	28	1.53	-0.20	46	1.38	-0.62	29	1.53	-0.21	47	1.38	-0.62	27	1.55	-0.17	47	1.38	-0.62	28	1.53	-0.20
Goes on vacation regularly	48	1.33	-0.76	16	1.82	0.33	48	1.31	-0.82	16	1.82	0.34	48	1.33	-0.73	16	1.81	0.31	48	1.33	-0.74	16	1.82	0.34	48	1.33	-0.75	16	1.82	0.34
Has a higher standard of living than peers	49	1.28	-0.87	18	1.69	0.09	50	1.28	-0.89	19	1.69	0.09	50	1.28	-0.85	18	1.69	0.10	49	1.28	-0.88	18	1.69	0.10	49	1.29	-0.85	18	1.69	0.09
Has a high school diploma or GED	50	1.28	-0.88	61	0.97	-1.24	49	1.28	-0.88	61	0.96	-1.26	49	1.29	-0.84	61	0.97	-1.24	50	1.27	-0.89	61	0.97	-1.25	50	1.27	-0.89	61	0.97	-1.25
Regularly sees close friends	51	1.24	-0.98	45	1.31	-0.61	53	1.24	-0.98	47	1.30	-0.64	51	1.23	-0.98	45	1.31	-0.60	51	1.25	-0.94	47	1.30	-0.62	54	1.20	-1.06	45	1.32	-0.60
Has an advanced degree (e.g., PhD, MD, JD, MBA)	52	1.23	-0.98	4	2.56	1.69	51	1.26	-0.94	4	2.59	1.78	54	1.18	-1.10	4	2.58	1.74	52	1.24	-0.97	4	2.54	1.67	51	1.25	-0.93	4	2.57	1.73
Does managerial, computer-based, or white-collar work	53	1.23	-0.99	22	1.62	-0.04	52	1.24	-0.97	22	1.62	-0.03	52	1.23	-0.98	22	1.61	-0.05	53	1.23	-0.98	22	1.62	-0.03	52	1.23	-0.98	22	1.62	-0.03
Has a 4-year bachelor's degree	54	1.18	-1.11	15	1.85	0.40	54	1.17	-1.17	13	1.85	0.39	53	1.19	-1.08	15	1.86	0.41	54	1.18	-1.11	14	1.86	0.40	53	1.20	-1.05	15	1.85	0.39
Knows a lot of influential people	55	1.16	-1.16	17	1.79	0.28	55	1.15	-1.20	17	1.79	0.28	55	1.16	-1.15	17	1.79	0.28	55	1.16	-1.15	17	1.80	0.30	55	1.16	-1.16	17	1.78	0.26
Has a high-status job	56	1.01	-1.52	9	2.05	0.75	56	1.04	-1.48	9	2.10	0.86	56	1.00	-1.54	9	2.05	0.76	56	1.01	-1.52	9	2.05	0.76	56	1.02	-1.48	9	2.03	0.72
Is considered physically attractive	57	0.98	-1.61	20	1.66	0.03	57	0.98	-1.63	20	1.66	0.03	57	0.98	-1.58	20	1.66	0.03	57	0.97	-1.61	20	1.66	0.03	57	0.97	-1.60	20	1.66	0.04
Is a graduate of an elite college or university	58	0.95	-1.66	5	2.26	1.15	58	0.96	-1.68	5	2.25	1.14	58	0.96	-1.63	5	2.26	1.15	58	0.95	-1.66	5	2.27	1.16	58	0.95	-1.64	5	2.26	1.16
Is famous	59	0.66	-2.38	3	3.23	2.93	59	0.69	-2.34	3	3.10	2.73	59	0.64	-2.38	3	3.20	2.89	59	0.64	-2.41	3	3.25	2.99	59	0.67	-2.33	3	3.24	2.97
Has a large social media following	60	0.63	-2.45	7	2.18	0.99	60	0.67	-2.38	6	2.23	1.11	60	0.62	-2.44	8	2.11	0.88	60	0.63	-2.45	6	2.21	1.06	60	0.61	-2.47	8	2.16	0.96
Owns a lot of luxury items	61	0.58	-2.56	2	3.50	3.44	61	0.59	-2.59	2	3.47	3.44	61	0.56	-2.57	2	3.52	3.47	61	0.60	-2.51	2	3.42	3.31	61	0.58	-2.55	2	3.60	3.64

# Results by Education

(Table 1 of 4 — sorted by Overall Personal Rank)

	Overall			HS or less			Some college			College grad			Postgrad																	
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived															
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z															
Does work that has a positive impact on other people	1	2.52	2.13	32	1.48	-0.30	1	2.51	2.12	32	1.50	-0.26	1	2.51	2.09	33	1.47	-0.32	1	2.59	2.33	33	1.46	-0.34	1	2.43	1.91	33	1.45	-0.32
Is on track for a secure retirement	2	2.31	1.63	13	1.86	0.41	3	2.25	1.49	14	1.86	0.41	2	2.35	1.69	15	1.84	0.37	2	2.36	1.75	13	1.88	0.45	2	2.33	1.67	12	1.89	0.44
Is financially independent from others	3	2.31	1.63	8	2.16	0.96	2	2.29	1.59	7	2.14	0.94	3	2.32	1.62	8	2.16	0.96	3	2.33	1.68	7	2.19	1.02	3	2.32	1.64	8	2.17	0.92
Is a parent	4	2.21	1.37	37	1.38	-0.47	4	2.21	1.39	39	1.38	-0.49	4	2.27	1.51	36	1.40	-0.45	6	2.11	1.14	37	1.38	-0.47	4	2.23	1.42	37	1.38	-0.46
Enjoys their work	5	2.15	1.24	52	1.27	-0.68	5	2.17	1.31	53	1.27	-0.68	5	2.14	1.19	52	1.27	-0.68	4	2.15	1.24	51	1.27	-0.68	4	2.11	1.13	52	1.26	-0.65
Is debt free	6	2.10	1.11	21	1.63	-0.02	7	2.09	1.10	21	1.64	0.00	7	2.10	1.10	21	1.63	-0.02	7	2.09	1.09	22	1.62	-0.04	5	2.12	1.17	21	1.62	-0.03
Is enjoyable to be around	7	2.08	1.06	36	1.39	-0.46	6	2.10	1.12	36	1.40	-0.45	6	2.11	1.12	37	1.39	-0.46	6	2.02	0.93	36	1.39	-0.46	9	2.04	0.97	36	1.38	-0.45
Has a purpose in life	8	2.06	1.02	46	1.31	-0.61	8	2.06	1.04	45	1.31	-0.61	8	2.06	1.01	47	1.31	-0.62	8	2.05	1.01	45	1.31	-0.61	8	2.06	1.01	47	1.30	-0.60
Is actively involved in their community	9	2.04	0.98	26	1.55	-0.17	9	2.05	1.00	26	1.55	-0.17	9	2.05	0.98	26	1.54	-0.17	9	2.02	0.93	26	1.55	-0.17	9	2.06	1.01	26	1.54	-0.18
Has strong ethical values	10	2.03	0.95	43	1.34	-0.55	10	2.03	0.95	44	1.34	-0.57	11	2.03	0.94	42	1.34	-0.55	10	2.02	0.93	43	1.34	-0.56	10	2.04	0.97	42	1.34	-0.53
Is recognized as a leader in their profession	11	2.02	0.92	10	1.96	0.59	16	1.91	0.66	11	1.92	0.53	10	2.04	0.96	10	1.99	0.64	10	2.14	1.21	10	1.94	0.56	7	2.07	1.04	10	2.04	0.70
Owns a home	12	1.98	0.82	11	1.93	0.54	11	1.99	0.85	10	1.94	0.57	12	1.98	0.81	12	1.93	0.53	12	1.96	0.78	11	1.93	0.53	13	1.97	0.79	11	1.94	0.52
Rarely, if ever, worries about money	13	1.96	0.79	14	1.86	0.41	13	1.96	0.79	13	1.86	0.42	15	1.93	0.70	14	1.86	0.41	14	1.99	0.84	14	1.86	0.40	12	2.00	0.86	14	1.86	0.38
Makes time for themselves	14	1.95	0.75	39	1.37	-0.49	14	1.95	0.77	38	1.38	-0.49	14	1.95	0.74	39	1.37	-0.50	14	1.94	0.74	40	1.37	-0.50	14	1.95	0.76	40	1.36	-0.48
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	15	1.94	0.73	51	1.27	-0.68	12	1.98	0.82	52	1.28	-0.68	13	1.97	0.79	51	1.27	-0.67	16	1.91	0.67	52	1.27	-0.68	23	1.83	0.45	51	1.26	-0.65

# Results by Education

(Table 2 of 4 — sorted by Overall Personal Rank)

	Overall			HS or less			Some college			College grad			Postgrad											
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived									
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z									
Regularly sees family members	16	1.89	0.60	53	1.27	-0.68	17	1.89	0.61	55	1.27	-0.69	17	1.88	0.58	53	1.27	-0.69	16	1.90	0.63	55	1.25	-0.68
Is a primary caregiver (e.g., of children, elderly, others in need of care)	17	1.88	0.59	59	1.12	-0.95	15	1.92	0.70	58	1.13	-0.98	16	1.91	0.64	59	1.11	-0.98	21	1.83	0.47	59	1.11	-0.93
Has stable full-time employment	18	1.86	0.64	27	1.54	-0.18	19	1.86	0.64	28	1.54	-0.18	18	1.86	0.64	27	1.54	-0.18	18	1.86	0.62	27	1.53	-0.19
Is married	19	1.86	0.63	29	1.52	-0.22	21	1.85	0.51	27	1.54	-0.18	23	1.80	0.89	31	1.51	-0.24	15	1.92	0.67	31	1.49	-0.25
Is focused on their spiritual wellbeing	20	1.85	0.62	58	1.13	-0.94	18	1.87	0.56	59	1.13	-0.95	19	1.86	0.53	58	1.14	-0.92	24	1.80	0.39	59	1.12	-0.96
Is charitable	21	1.85	0.50	49	1.29	-0.64	20	1.85	0.52	50	1.30	-0.64	21	1.84	0.49	50	1.29	-0.64	19	1.85	0.51	48	1.29	-0.64
Is authentic	22	1.83	0.45	50	1.29	-0.64	22	1.83	0.47	48	1.30	-0.64	22	1.83	0.45	49	1.29	-0.64	20	1.82	0.43	50	1.29	-0.65
Owns a business	23	1.82	0.45	6	2.18	1.00	23	1.81	0.42	6	2.19	1.03	20	1.85	0.50	6	2.19	1.01	22	1.81	0.40	8	2.17	0.99
Is considered trustworthy by others	24	1.80	0.40	35	1.40	-0.44	24	1.81	0.42	35	1.41	-0.44	24	1.80	0.38	35	1.40	-0.44	23	1.80	0.39	35	1.39	-0.46
Is a kind person	25	1.79	0.36	55	1.26	-0.69	26	1.79	0.36	55	1.27	-0.70	25	1.79	0.36	56	1.26	-0.70	25	1.78	0.35	55	1.26	-0.70
Is in good physical health	26	1.79	0.36	34	1.41	-0.42	25	1.79	0.37	34	1.42	-0.42	26	1.79	0.36	34	1.42	-0.41	26	1.78	0.34	34	1.41	-0.42
Maintains boundaries between work and personal life	27	1.74	0.25	44	1.34	-0.56	28	1.74	0.25	43	1.34	-0.57	30	1.74	0.23	44	1.34	-0.56	27	1.74	0.25	44	1.34	-0.56
Does manual labor, skilled trades, or blue-collar work	28	1.74	0.25	60	0.99	-1.20	27	1.77	0.32	60	0.99	-1.21	29	1.74	0.25	60	0.99	-1.20	30	1.71	0.17	60	0.99	-1.21
Is sought after for good advice	29	1.73	0.23	56	1.26	-0.70	30	1.72	0.20	56	1.26	-0.71	31	1.72	0.19	53	1.27	-0.68	28	1.74	0.25	56	1.26	-0.71
Does work that is intellectually stimulating	30	1.73	0.22	24	1.58	-0.11	31	1.72	0.19	24	1.58	-0.10	28	1.74	0.25	24	1.58	-0.11	29	1.72	0.20	24	1.58	-0.11

# Results by Education

(Table 3 of 4 — sorted by Overall Personal Rank)

	Overall			HS or less			Some college			College grad			Postgrad												
	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived	Personal		Perceived										
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z										
Is in a committed relationship	<b>31</b>	1.73	0.21	<b>41</b>	1.35	-0.54	<b>27</b>	1.75	0.26	<b>41</b>	1.35	-0.54	<b>31</b>	1.70	0.16	<b>42</b>	1.34	-0.55	<b>31</b>	1.71	0.17	<b>41</b>	1.34	-0.52	
Has close friends to depend on	<b>32</b>	1.70	0.15	<b>42</b>	1.34	-0.55	<b>32</b>	1.70	0.14	<b>43</b>	1.34	-0.55	<b>32</b>	1.70	0.15	<b>41</b>	1.34	-0.55	<b>32</b>	1.71	0.16	<b>43</b>	1.33	-0.54	
Is always learning new things	<b>33</b>	1.69	0.13	<b>38</b>	1.38	-0.48	<b>33</b>	1.69	0.12	<b>38</b>	1.38	-0.48	<b>33</b>	1.69	0.13	<b>38</b>	1.38	-0.48	<b>33</b>	1.68	0.10	<b>38</b>	1.37	-0.48	
Sets and achieves goals	<b>34</b>	1.66	0.05	<b>40</b>	1.37	-0.49	<b>34</b>	1.66	0.05	<b>40</b>	1.37	-0.50	<b>34</b>	1.66	0.04	<b>39</b>	1.37	-0.50	<b>34</b>	1.66	0.05	<b>39</b>	1.36	-0.48	
Prioritizes needs of others above their own	<b>35</b>	1.65	0.03	<b>54</b>	1.27	-0.69	<b>35</b>	1.65	0.02	<b>54</b>	1.27	-0.69	<b>35</b>	1.64	0.01	<b>54</b>	1.27	-0.69	<b>35</b>	1.66	0.05	<b>53</b>	1.26	-0.66	
Is consistently advancing in their career	<b>36</b>	1.61	-0.08	<b>12</b>	1.92	0.52	<b>36</b>	1.61	-0.08	<b>11</b>	1.95	0.57	<b>36</b>	1.61	-0.07	<b>12</b>	1.92	0.52	<b>36</b>	1.61	-0.08	<b>13</b>	1.86	0.38	
Is in good mental health	<b>37</b>	1.59	-0.11	<b>47</b>	1.31	-0.61	<b>37</b>	1.59	-0.11	<b>46</b>	1.31	-0.61	<b>37</b>	1.59	-0.12	<b>46</b>	1.31	-0.62	<b>37</b>	1.59	-0.11	<b>45</b>	1.30	-0.59	
Is creative	<b>38</b>	1.58	-0.14	<b>48</b>	1.30	-0.64	<b>38</b>	1.58	-0.15	<b>48</b>	1.30	-0.63	<b>38</b>	1.57	-0.16	<b>49</b>	1.29	-0.64	<b>38</b>	1.57	-0.17	<b>48</b>	1.29	-0.61	
Is able to manage stress and adversity	<b>39</b>	1.57	-0.17	<b>33</b>	1.47	-0.31	<b>39</b>	1.57	-0.16	<b>32</b>	1.47	-0.30	<b>39</b>	1.57	-0.16	<b>32</b>	1.47	-0.31	<b>39</b>	1.57	-0.17	<b>32</b>	1.46	-0.32	
Has enough savings to pay for a \$500 unexpected expense	<b>40</b>	1.53	-0.25	<b>25</b>	1.57	-0.13	<b>40</b>	1.52	-0.29	<b>25</b>	1.57	-0.14	<b>40</b>	1.54	-0.23	<b>25</b>	1.56	-0.15	<b>41</b>	1.50	-0.33	<b>25</b>	1.56	-0.13	
Is very knowledgeable regardless of a formal education	<b>41</b>	1.49	-0.36	<b>57</b>	1.22	-0.78	<b>41</b>	1.49	-0.36	<b>57</b>	1.21	-0.80	<b>41</b>	1.49	-0.34	<b>57</b>	1.21	-0.79	<b>42</b>	1.48	-0.37	<b>57</b>	1.22	-0.73	
Determines own work schedule	<b>42</b>	1.49	-0.37	<b>30</b>	1.51	-0.23	<b>41</b>	1.49	-0.35	<b>31</b>	1.51	-0.25	<b>43</b>	1.47	-0.40	<b>29</b>	1.52	-0.22	<b>43</b>	1.49	-0.35	<b>30</b>	1.52	-0.21	
Has a job that involves managing other people	<b>43</b>	1.48	-0.39	<b>23</b>	1.60	-0.07	<b>43</b>	1.48	-0.38	<b>23</b>	1.60	-0.07	<b>42</b>	1.47	-0.42	<b>23</b>	1.61	-0.06	<b>40</b>	1.52	-0.30	<b>23</b>	1.58	-0.10	
Feels that their work is valued	<b>44</b>	1.45	-0.45	<b>31</b>	1.51	-0.23	<b>44</b>	1.45	-0.46	<b>30</b>	1.51	-0.23	<b>44</b>	1.45	-0.44	<b>31</b>	1.51	-0.24	<b>44</b>	1.46	-0.44	<b>30</b>	1.50	-0.25	
Is rich	<b>45</b>	1.42	-0.52	<b>1</b>	3.84	4.06	<b>45</b>	1.40	-0.58	<b>1</b>	3.82	4.09	<b>47</b>	1.36	-0.67	<b>1</b>	3.86	4.11	<b>41</b>	1.54	-0.23	<b>1</b>	3.73	3.87	

# Results by Education

(Table 4 of 4 — sorted by Overall Personal Rank)

	Overall						HS or less						Some college						College grad						Postgrad					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z			
Is responsible for making important decisions at work	46	1.39	-0.62	19	1.68	0.07	46	1.40	-0.60	18	1.69	0.10	46	1.38	-0.62	19	1.68	0.08	46	1.38	-0.63	19	1.67	0.06	46	1.38	-0.62	19	1.65	0.02
Has mastered a difficult skill	47	1.38	-0.63	28	1.54	-0.19	47	1.38	-0.63	29	1.53	-0.20	45	1.38	-0.61	27	1.54	-0.18	47	1.37	-0.65	28	1.54	-0.19	47	1.38	-0.63	28	1.53	-0.19
Goes on vacation regularly	48	1.33	-0.76	16	1.82	0.33	48	1.32	-0.79	16	1.82	0.34	48	1.34	-0.71	16	1.81	0.32	48	1.33	-0.76	16	1.81	0.32	49	1.31	-0.79	16	1.81	0.30
Has a higher standard of living than peers	49	1.28	-0.87	18	1.69	0.09	50	1.28	-0.87	19	1.69	0.10	50	1.28	-0.85	18	1.69	0.10	49	1.27	-0.89	18	1.69	0.09	50	1.30	-0.83	18	1.68	0.07
Has a high school diploma or GED	50	1.28	-0.88	61	0.97	-1.24	49	1.29	-0.85	61	0.97	-1.26	49	1.28	-0.85	61	0.96	-1.25	51	1.26	-0.92	61	0.97	-1.25	51	1.26	-0.92	61	0.96	-1.18
Regularly sees close friends	51	1.24	-0.98	45	1.31	-0.61	52	1.22	-1.01	47	1.31	-0.62	51	1.27	-0.89	45	1.32	-0.59	53	1.21	-1.03	47	1.30	-0.62	52	1.24	-0.96	46	1.30	-0.60
Has an advanced degree (e.g., PhD, MD, JD, MBA)	52	1.23	-0.98	4	2.56	1.69	53	1.22	-1.04	4	2.63	1.86	53	1.18	-1.10	4	2.52	1.62	50	1.27	-0.90	4	2.50	1.60	48	1.35	-0.69	4	2.53	1.56
Does managerial, computer-based, or white-collar work	53	1.23	-0.99	22	1.62	-0.04	51	1.23	-0.99	22	1.62	-0.04	52	1.23	-0.97	22	1.62	-0.04	52	1.23	-1.00	21	1.62	-0.03	53	1.23	-0.97	22	1.62	-0.04
Has a 4-year bachelor's degree	54	1.18	-1.11	15	1.85	0.40	54	1.17	-1.14	15	1.85	0.40	54	1.18	-1.10	13	1.86	0.41	54	1.20	-1.06	15	1.85	0.39	54	1.19	-1.08	15	1.83	0.34
Knows a lot of influential people	55	1.16	-1.16	17	1.79	0.28	55	1.17	-1.15	17	1.80	0.29	55	1.15	-1.17	17	1.78	0.25	55	1.16	-1.16	17	1.80	0.29	55	1.15	-1.17	17	1.78	0.25
Has a high-status job	56	1.01	-1.52	9	2.05	0.75	56	1.02	-1.52	9	2.03	0.74	56	1.00	-1.53	9	2.04	0.74	56	1.02	-1.50	9	2.08	0.82	56	1.02	-1.50	9	2.05	0.71
Is considered physically attractive	57	0.98	-1.61	20	1.66	0.03	57	0.98	-1.61	20	1.65	0.03	57	0.98	-1.58	20	1.66	0.04	57	0.97	-1.62	20	1.66	0.04	57	0.96	-1.64	20	1.64	0.00
Is a graduate of an elite college or university	58	0.95	-1.66	5	2.26	1.15	58	0.96	-1.67	5	2.26	1.17	58	0.96	-1.62	5	2.27	1.16	58	0.94	-1.69	5	2.26	1.14	58	0.95	-1.65	5	2.25	1.06
Is famous	59	0.66	-2.38	3	3.23	2.93	59	0.65	-2.42	3	3.20	2.93	59	0.65	-2.36	3	3.20	2.88	59	0.68	-2.33	3	3.25	2.98	59	0.65	-2.37	3	3.34	2.97
Has a large social media following	60	0.63	-2.45	7	2.18	0.99	60	0.64	-2.44	8	2.13	0.92	60	0.62	-2.43	7	2.17	0.99	60	0.64	-2.43	6	2.24	1.12	60	0.57	-2.58	6	2.20	0.97
Owns a lot of luxury items	61	0.58	-2.56	2	3.50	3.44	61	0.61	-2.52	2	3.40	3.31	61	0.56	-2.57	2	3.50	3.45	61	0.60	-2.53	2	3.57	3.58	61	0.52	-2.68	2	3.67	3.54

# Results by Political Party

(Table 1 of 4 — sorted by Overall Personal Rank)

	Overall						Democrat						Republican						Independent					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Does work that has a positive impact on other people	1	2.52	2.13	32	1.48	-0.30	1	2.58	2.29	33	1.44	-0.36	1	2.42	1.85	30	1.52	-0.24	1	2.54	2.17	32	1.48	-0.30
Is on track for a secure retirement	2	2.31	1.63	13	1.86	0.41	2	2.36	1.76	13	1.89	0.45	3	2.31	1.60	13	1.87	0.44	3	2.32	1.64	16	1.82	0.34
Is financially independent from others	3	2.31	1.63	8	2.16	0.96	3	2.30	1.61	8	2.14	0.92	2	2.32	1.62	7	2.17	1.01	2	2.34	1.69	8	2.17	0.97
Is a parent	4	2.21	1.37	37	1.38	-0.47	4	2.14	1.22	36	1.39	-0.45	4	2.31	1.59	40	1.37	-0.50	4	2.22	1.39	36	1.39	-0.46
Enjoys their work	5	2.15	1.24	52	1.27	-0.68	5	2.13	1.20	51	1.27	-0.67	5	2.20	1.33	53	1.28	-0.69	5	2.15	1.23	53	1.27	-0.68
Is debt free	6	2.10	1.11	21	1.63	-0.02	6	2.10	1.13	21	1.63	-0.01	6	2.08	1.06	21	1.64	0.00	6	2.10	1.12	21	1.63	-0.02
Is enjoyable to be around	7	2.08	1.06	36	1.39	-0.46	7	2.09	1.10	37	1.39	-0.45	7	2.07	1.04	36	1.40	-0.46	7	2.06	1.02	37	1.38	-0.47
Has a purpose in life	8	2.06	1.02	46	1.31	-0.61	8	2.06	1.04	45	1.31	-0.61	8	2.06	1.00	47	1.31	-0.62	8	2.05	1.00	46	1.31	-0.61
Is actively involved in their community	9	2.04	0.98	26	1.55	-0.17	9	2.05	1.01	26	1.54	-0.18	9	2.04	0.94	26	1.56	-0.16	9	2.04	0.97	28	1.54	-0.17
Has strong ethical values	10	2.03	0.95	43	1.34	-0.55	10	2.03	0.96	43	1.34	-0.55	10	2.03	0.93	44	1.34	-0.57	11	2.03	0.94	43	1.34	-0.55
Is recognized as a leader in their profession	11	2.02	0.92	10	1.96	0.59	11	2.03	0.95	10	1.99	0.65	11	1.97	0.79	12	1.92	0.53	10	2.03	0.95	10	1.95	0.57
Owns a home	12	1.98	0.82	11	1.93	0.54	12	1.97	0.80	11	1.94	0.55	13	1.98	0.81	11	1.93	0.55	12	1.98	0.82	11	1.94	0.55
Rarely, if ever, worries about money	13	1.96	0.79	14	1.86	0.41	13	1.96	0.78	14	1.86	0.41	14	1.98	0.81	15	1.87	0.43	13	1.97	0.80	13	1.86	0.40
Makes time for themselves	14	1.95	0.75	39	1.37	-0.49	14	1.95	0.76	40	1.37	-0.49	17	1.95	0.74	38	1.38	-0.50	15	1.95	0.74	39	1.37	-0.49
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	15	1.94	0.73	51	1.27	-0.68	16	1.87	0.57	52	1.27	-0.68	16	2.01	0.88	52	1.28	-0.69	14	1.96	0.77	51	1.28	-0.67



# Results by Political Party

(Table 2 of 4 — sorted by Overall Personal Rank)

	Overall						Democrat						Republican						Independent					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Regularly sees family members	16	1.89	0.60	53	1.27	-0.68	15	1.90	0.63	54	1.27	-0.69	18	1.88	0.58	51	1.28	-0.68	16	1.88	0.57	52	1.27	-0.68
Is a primary caregiver (e.g., of children, elderly, others in need of care)	17	1.88	0.59	59	1.12	-0.95	17	1.87	0.56	59	1.12	-0.95	16	1.96	0.78	59	1.12	-0.98	21	1.84	0.48	59	1.12	-0.95
Has stable full-time employment	18	1.86	0.54	27	1.54	-0.18	18	1.86	0.54	27	1.54	-0.19	19	1.86	0.54	28	1.55	-0.18	19	1.86	0.53	29	1.54	-0.19
Is married	19	1.86	0.53	29	1.52	-0.22	26	1.77	0.32	31	1.52	-0.23	26	1.99	0.84	31	1.51	-0.24	18	1.87	0.55	26	1.55	-0.17
Is focused on their spiritual wellbeing	20	1.85	0.52	58	1.13	-0.94	24	1.79	0.38	58	1.13	-0.94	20	1.84	0.49	58	1.14	-0.96	17	1.87	0.56	58	1.14	-0.92
Is charitable	21	1.85	0.50	49	1.29	-0.64	19	1.86	0.53	50	1.28	-0.66	21	1.84	0.48	48	1.31	-0.63	20	1.84	0.48	48	1.30	-0.63
Is authentic	22	1.83	0.45	50	1.29	-0.64	20	1.82	0.45	49	1.29	-0.64	23	1.83	0.45	50	1.30	-0.65	22	1.83	0.46	50	1.29	-0.64
Owns a business	23	1.82	0.45	6	2.18	1.00	21	1.81	0.42	6	2.18	1.00	22	1.83	0.46	6	2.18	1.03	24	1.80	0.39	7	2.18	1.00
Is considered trustworthy by others	24	1.80	0.40	35	1.40	-0.44	23	1.80	0.39	35	1.40	-0.45	24	1.80	0.38	35	1.40	-0.45	23	1.82	0.43	35	1.40	-0.44
Is a kind person	25	1.79	0.36	55	1.26	-0.69	22	1.80	0.39	55	1.26	-0.69	26	1.78	0.34	55	1.27	-0.70	26	1.78	0.34	56	1.26	-0.69
Is in good physical health	26	1.79	0.36	34	1.41	-0.42	25	1.79	0.36	34	1.41	-0.41	25	1.79	0.36	34	1.41	-0.43	25	1.79	0.35	34	1.42	-0.41
Maintains boundaries between work and personal life	27	1.74	0.25	44	1.34	-0.56	27	1.75	0.27	44	1.34	-0.56	29	1.74	0.24	43	1.34	-0.57	27	1.74	0.24	44	1.34	-0.56
Does manual labor, skilled trades, or blue-collar work	28	1.74	0.25	60	0.99	-1.20	28	1.73	0.23	60	0.99	-1.19	28	1.75	0.25	60	0.99	-1.23	28	1.73	0.23	60	0.99	-1.20
Is sought after for good advice	29	1.73	0.23	56	1.26	-0.70	29	1.73	0.23	56	1.25	-0.72	27	1.76	0.29	56	1.26	-0.71	31	1.73	0.21	54	1.27	-0.68
Does work that is intellectually stimulating	30	1.73	0.22	24	1.58	-0.11	30	1.73	0.21	25	1.58	-0.12	31	1.73	0.21	24	1.59	-0.10	30	1.73	0.21	24	1.58	-0.11

# Results by Political Party

(Table 3 of 4 — sorted by Overall Personal Rank)

	Overall						Democrat						Republican						Independent					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Is in a committed relationship	31	1.73	0.21	41	1.35	-0.54	31	1.72	0.20	41	1.34	-0.54	30	1.74	0.23	41	1.35	-0.54	29	1.73	0.22	42	1.34	-0.55
Has close friends to depend on	32	1.70	0.15	42	1.34	-0.55	32	1.70	0.15	42	1.34	-0.55	32	1.70	0.15	42	1.35	-0.55	32	1.70	0.15	41	1.35	-0.54
Is always learning new things	33	1.69	0.13	38	1.38	-0.48	33	1.69	0.13	38	1.38	-0.48	33	1.69	0.12	37	1.39	-0.47	33	1.70	0.14	38	1.38	-0.48
Sets and achieves goals	34	1.66	0.05	40	1.37	-0.49	35	1.66	0.05	39	1.37	-0.49	34	1.66	0.05	39	1.38	-0.50	34	1.67	0.06	40	1.37	-0.49
Prioritizes needs of others above their own	35	1.65	0.03	54	1.27	-0.69	34	1.66	0.06	53	1.27	-0.68	35	1.65	0.02	54	1.27	-0.70	35	1.65	0.03	55	1.26	-0.69
Is consistently advancing in their career	36	1.61	-0.08	12	1.92	0.52	36	1.62	-0.06	12	1.91	0.49	36	1.60	-0.08	10	1.95	0.59	36	1.60	-0.08	12	1.93	0.54
Is in good mental health	37	1.59	-0.11	47	1.31	-0.61	37	1.60	-0.10	46	1.31	-0.61	37	1.59	-0.11	46	1.31	-0.62	37	1.59	-0.12	47	1.31	-0.61
Is creative	38	1.58	-0.14	48	1.30	-0.64	38	1.59	-0.11	48	1.30	-0.63	38	1.56	-0.18	49	1.30	-0.65	38	1.58	-0.14	49	1.29	-0.64
Is able to manage stress and adversity	39	1.57	-0.17	33	1.47	-0.31	39	1.58	-0.15	32	1.47	-0.31	39	1.56	-0.18	33	1.48	-0.31	39	1.57	-0.17	33	1.47	-0.31
Has enough savings to pay for a \$500 unexpected expense	40	1.53	-0.25	25	1.57	-0.13	40	1.56	-0.20	24	1.58	-0.11	40	1.52	-0.30	25	1.56	-0.15	40	1.50	-0.33	25	1.55	-0.16
Is very knowledgeable regardless of a formal education	41	1.49	-0.36	57	1.22	-0.78	42	1.50	-0.35	57	1.21	-0.79	41	1.50	-0.34	57	1.22	-0.80	41	1.49	-0.36	57	1.22	-0.78
Determines own work schedule	42	1.49	-0.37	30	1.51	-0.23	41	1.50	-0.35	29	1.52	-0.22	42	1.49	-0.37	32	1.51	-0.24	43	1.48	-0.39	30	1.52	-0.22
Has a job that involves managing other people	43	1.48	-0.39	23	1.60	-0.07	43	1.48	-0.38	23	1.60	-0.08	43	1.48	-0.37	23	1.61	-0.06	44	1.47	-0.40	23	1.60	-0.07
Feels that their work is valued	44	1.45	-0.45	31	1.51	-0.23	44	1.46	-0.45	30	1.52	-0.23	44	1.45	-0.44	29	1.52	-0.23	45	1.45	-0.46	31	1.51	-0.24
Is rich	45	1.42	-0.52	1	3.84	4.06	45	1.42	-0.53	1	3.89	4.12	47	1.32	-0.75	1	3.72	3.95	42	1.48	-0.39	1	3.86	4.08

# Results by Political Party

(Table 4 of 4 — sorted by Overall Personal Rank)

	Overall						Democrat						Republican						Independent					
	Personal			Perceived			Personal			Perceived			Personal			Perceived			Personal			Perceived		
	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z	#	SOP	Z
Is responsible for making important decisions at work	46	1.39	-0.62	19	1.68	0.07	46	1.39	-0.62	19	1.68	0.08	45	1.38	-0.61	19	1.69	0.10	47	1.38	-0.62	19	1.67	0.06
Has mastered a difficult skill	47	1.38	-0.63	28	1.54	-0.19	47	1.38	-0.64	28	1.52	-0.21	46	1.38	-0.62	27	1.55	-0.17	46	1.38	-0.61	27	1.55	-0.17
Goes on vacation regularly	48	1.33	-0.76	16	1.82	0.33	48	1.33	-0.76	16	1.81	0.32	48	1.31	-0.78	16	1.82	0.33	48	1.34	-0.73	15	1.82	0.34
Has a higher standard of living than peers	49	1.28	-0.87	18	1.69	0.09	49	1.29	-0.86	18	1.69	0.09	50	1.28	-0.84	18	1.69	0.10	49	1.28	-0.88	18	1.69	0.09
Has a high school diploma or GED	50	1.28	-0.88	61	0.97	-1.24	50	1.28	-0.88	61	0.96	-1.24	49	1.29	-0.84	61	0.97	-1.27	50	1.27	-0.89	61	0.97	-1.24
Regularly sees close friends	51	1.24	-0.98	45	1.31	-0.61	52	1.24	-0.99	47	1.30	-0.61	51	1.23	-0.97	45	1.32	-0.61	52	1.24	-0.97	45	1.31	-0.60
Has an advanced degree (e.g., PhD, MD, JD, MBA)	52	1.23	-0.98	4	2.56	1.69	51	1.27	-0.90	4	2.56	1.68	55	1.16	-1.15	4	2.60	1.82	51	1.25	-0.94	4	2.55	1.67
Does managerial, computer-based, or white-collar work	53	1.23	-0.99	22	1.62	-0.04	53	1.24	-0.99	22	1.62	-0.04	52	1.23	-0.97	22	1.62	-0.04	53	1.23	-0.98	22	1.62	-0.04
Has a 4-year bachelor's degree	54	1.18	-1.11	15	1.85	0.40	54	1.19	-1.10	15	1.85	0.39	53	1.17	-1.12	14	1.87	0.43	54	1.19	-1.08	14	1.85	0.39
Knows a lot of influential people	55	1.16	-1.16	17	1.79	0.28	55	1.16	-1.17	17	1.80	0.29	54	1.16	-1.13	17	1.80	0.31	55	1.16	-1.15	17	1.77	0.24
Has a high-status job	56	1.01	-1.52	9	2.05	0.75	56	1.02	-1.52	9	2.10	0.85	56	0.99	-1.54	9	2.01	0.70	56	1.01	-1.52	9	2.02	0.71
Is considered physically attractive	57	0.98	-1.61	20	1.66	0.03	57	0.98	-1.62	20	1.66	0.04	57	0.98	-1.58	20	1.66	0.04	57	0.97	-1.61	20	1.65	0.03
Is a graduate of an elite college or university	58	0.95	-1.66	5	2.26	1.15	58	0.96	-1.66	5	2.25	1.12	58	0.95	-1.65	5	2.27	1.19	58	0.95	-1.65	5	2.27	1.15
Is famous	59	0.66	-2.38	3	3.23	2.93	59	0.66	-2.40	3	3.22	2.90	59	0.65	-2.37	3	3.19	2.95	59	0.66	-2.36	3	3.25	2.97
Has a large social media following	60	0.63	-2.45	7	2.18	0.99	60	0.65	-2.41	7	2.17	0.98	60	0.63	-2.41	8	2.12	0.92	60	0.61	-2.49	6	2.21	1.05
Owns a lot of luxury items	61	0.58	-2.56	2	3.50	3.44	61	0.60	-2.55	2	3.50	3.40	61	0.58	-2.54	2	3.43	3.40	61	0.58	-2.56	2	3.49	3.42

# Achievement Score Results

# Overall Results

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall
Is a kind person	95.19%
Is considered trustworthy by others	94.23%
Has a high school diploma or GED	91.61%
Is authentic	91.03%
Has strong ethical values	90.94%
Is enjoyable to be around	86.12%
Is always learning new things	84.54%
Makes time for themselves	83.62%
Is very knowledgeable regardless of a formal education	81.30%
Maintains boundaries between work and personal life	78.19%
Has a purpose in life	76.43%
Is able to manage stress and adversity	75.45%
Is in good mental health	75.38%
Prioritizes needs of others above their own	73.95%
Enjoys their work	71.74%
Is creative	71.38%
Sets and achieves goals	71.22%
Regularly sees family members	70.84%
Is charitable	69.52%
Is sought after for good advice	69.47%
Has close friends to depend on	67.63%
Is in good physical health	65.70%
Has enough savings to pay for a \$500 unexpected expense	65.14%
Feels that their work is valued	64.89%
Does work that has a positive impact on other people	64.26%
Is focused on their spiritual wellbeing	63.46%
Is financially independent from others	60.71%
Is in a committed relationship	59.48%
Is a parent	56.39%
Has mastered a difficult skill	55.79%

# Overall Results

(Table 2 of 2)

	Overall
Regularly sees close friends	53.48%
Owens a home	53.31%
Is considered physically attractive	53.12%
Does work that is intellectually stimulating	52.37%
Determines own work schedule	50.64%
Has stable full-time employment	47.96%
Is on track for a secure retirement	46.98%
Is married	46.52%
Is debt free	42.68%
Is responsible for making important decisions at work	41.40%
Does managerial, computer-based, or white-collar work	38.88%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%
Has a 4 year bachelor's degree	36.24%
Rarely, if ever, worries about money	35.80%
Does manual labor, skilled trades, or blue-collar work	33.03%
Is actively involved in their community	32.70%
Is consistently advancing in their career	32.58%
Goes on vacation regularly	30.16%
Has a higher standard of living than peers	30.15%
Is recognized as a leader in their profession	29.37%
Has a job that involves managing other people	29.11%
Knows a lot of influential people	21.44%
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	20.05%
Is a graduate of an elite college or university	19.40%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%
Has a high-status job	16.04%
Owens a business	15.36%
Has a large social media following	10.73%
Owens a lot of luxury items	10.59%
Is rich	8.57%
Is famous	5.69%

## Results by Gender

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall	Male	Female
Is a kind person	95.19%	93.62%	96.72%
Is considered trustworthy by others	94.23%	92.06%	96.32%
Has a high school diploma or GED	91.61%	90.76%	92.39%
Is authentic	91.03%	89.11%	92.82%
Has strong ethical values	90.94%	88.79%	92.87%
Is enjoyable to be around	86.12%	82.27%	89.55%
Is always learning new things	84.54%	83.39%	85.27%
Makes time for themselves	83.62%	86.12%	81.40%
Is very knowledgeable regardless of a formal education	81.30%	84.74%	78.06%
Maintains boundaries between work and personal life	78.19%	78.59%	78.19%
Has a purpose in life	76.43%	72.45%	80.61%
Is able to manage stress and adversity	75.45%	76.17%	74.85%
Is in good mental health	75.38%	75.64%	75.58%
Prioritizes needs of others above their own	73.95%	67.62%	79.61%
Enjoys their work	71.74%	70.85%	73.00%
Is creative	71.38%	68.37%	73.88%
Sets and achieves goals	71.22%	68.65%	73.99%
Regularly sees family members	70.84%	68.09%	73.76%
Is charitable	69.52%	64.53%	74.29%
Is sought after for good advice	69.47%	65.81%	72.35%
Has close friends to depend on	67.63%	62.38%	72.68%
Is in good physical health	65.70%	64.98%	66.58%
Has enough savings to pay for a \$500 unexpected expense	65.14%	70.28%	60.89%
Feels that their work is valued	64.89%	65.33%	65.11%
Does work that has a positive impact on other people	64.26%	61.66%	66.66%
Is focused on their spiritual wellbeing	63.46%	57.33%	69.80%
Is financially independent from others	60.71%	62.64%	59.68%
Is in a committed relationship	59.48%	57.83%	61.34%
Is a parent	56.39%	50.13%	63.58%
Has mastered a difficult skill	55.79%	59.73%	51.74%

# Results by Gender

(Table 2 of 2)

	Overall	Male	Female
Regularly sees close friends	53.48%	49.63%	57.63%
Owens a home	53.31%	53.78%	53.27%
Is considered physically attractive	53.12%	51.01%	55.40%
Does work that is intellectually stimulating	52.37%	53.61%	51.53%
Determines own work schedule	50.64%	51.47%	49.88%
Has stable full-time employment	47.96%	54.58%	42.15%
Is on track for a secure retirement	46.98%	51.84%	43.19%
Is married	46.52%	47.04%	46.33%
Is debt free	42.68%	47.51%	37.93%
Is responsible for making important decisions at work	41.40%	47.81%	35.76%
Does managerial, computer-based, or white-collar work	38.88%	42.91%	35.03%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%	31.78%	43.96%
Has a 4 year bachelor's degree	36.24%	36.88%	35.76%
Rarely, if ever, worries about money	35.80%	40.88%	31.19%
Does manual labor, skilled trades, or blue-collar work	33.03%	41.67%	25.35%
Is actively involved in their community	32.70%	30.98%	33.54%
Is consistently advancing in their career	32.58%	36.67%	28.89%
Goes on vacation regularly	30.16%	29.78%	30.87%
Has a higher standard of living than peers	30.15%	34.23%	26.35%
Is recognized as a leader in their profession	29.37%	35.65%	23.40%
Has a job that involves managing other people	29.11%	34.08%	24.45%
Knows a lot of influential people	21.44%	23.45%	19.38%
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	20.05%	25.43%	14.87%
Is a graduate of an elite college or university	19.40%	21.77%	17.51%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%	19.83%	15.74%
Has a high-status job	16.04%	21.15%	11.52%
Owens a business	15.36%	16.21%	14.40%
Has a large social media following	10.73%	11.98%	9.69%
Owens a lot of luxury items	10.59%	11.99%	9.31%
Is rich	8.57%	11.30%	6.06%
Is famous	5.69%	7.76%	3.65%



## Results by Age

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall	18-25	25-29	30-44	45-54	55-64	65+
Is a kind person	95.19%	92.51%	91.68%	93.51%	94.93%	96.59%	99.07%
Is considered trustworthy by others	94.23%	88.43%	87.95%	93.10%	94.63%	97.11%	98.67%
Has a high school diploma or GED	91.61%	84.91%	82.96%	90.45%	95.44%	95.47%	94.58%
Is authentic	91.03%	84.42%	85.50%	87.14%	94.13%	94.74%	95.95%
Has strong ethical values	90.94%	82.39%	87.83%	90.24%	90.19%	92.78%	96.15%
Is enjoyable to be around	86.12%	79.56%	81.70%	84.67%	83.16%	88.36%	93.15%
Is always learning new things	84.54%	87.49%	80.48%	84.18%	83.59%	83.17%	87.39%
Makes time for themselves	83.62%	81.84%	84.78%	79.57%	79.82%	85.23%	89.59%
Is very knowledgeable regardless of a formal education	81.30%	72.14%	73.54%	79.26%	83.70%	84.81%	87.07%
Maintains boundaries between work and personal life	78.19%	74.77%	84.04%	75.75%	78.58%	74.71%	81.75%
Has a purpose in life	76.43%	68.88%	68.54%	72.58%	70.81%	81.90%	87.61%
Is able to manage stress and adversity	75.45%	60.36%	75.61%	70.87%	73.78%	76.03%	87.63%
Is in good mental health	75.38%	59.88%	68.92%	66.48%	72.32%	82.25%	91.90%
Prioritizes needs of others above their own	73.95%	65.13%	66.83%	69.55%	76.50%	76.28%	82.60%
Enjoys their work	71.74%	61.61%	62.38%	69.89%	72.93%	74.75%	79.76%
Is creative	71.38%	65.85%	75.54%	73.98%	67.65%	69.65%	72.81%
Sets and achieves goals	71.22%	69.63%	68.65%	70.07%	69.08%	69.37%	77.36%
Regularly sees family members	70.84%	82.79%	80.01%	70.67%	62.22%	63.13%	73.00%
Is charitable	69.52%	51.42%	58.70%	61.04%	69.01%	77.69%	86.17%
Is sought after for good advice	69.47%	54.60%	70.14%	72.37%	69.72%	72.79%	69.83%
Has close friends to depend on	67.63%	60.84%	72.41%	66.90%	61.53%	65.87%	74.54%
Is in good physical health	65.70%	67.07%	70.19%	69.52%	62.05%	59.34%	66.12%
Has enough savings to pay for a \$500 unexpected expense	65.14%	41.56%	58.47%	63.60%	64.84%	69.94%	77.06%
Feels that their work is valued	64.89%	52.87%	58.48%	64.21%	63.45%	65.83%	74.39%
Does work that has a positive impact on other people	64.26%	54.82%	61.63%	67.29%	65.66%	62.86%	66.57%
Is focused on their spiritual wellbeing	63.46%	57.31%	63.65%	58.82%	59.10%	66.85%	71.51%
Is financially independent from others	60.71%	30.94%	58.65%	56.46%	61.71%	64.57%	75.76%
Is in a committed relationship	59.48%	38.10%	51.95%	63.14%	63.25%	63.58%	62.97%
Is a parent	56.39%	15.12%	28.41%	51.89%	65.38%	66.13%	79.77%
Has mastered a difficult skill	55.79%	38.18%	51.57%	56.03%	59.07%	59.55%	60.22%

# Results by Age

(Table 2 of 2)

	Overall	18-25	25-29	30-44	45-54	55-64	65+
Regularly sees close friends	53.48%	51.45%	55.64%	55.28%	46.16%	47.49%	61.00%
Owens a home	53.31%	15.37%	30.37%	48.18%	54.97%	69.28%	73.71%
Is considered physically attractive	53.12%	45.35%	59.88%	56.98%	54.20%	48.81%	51.49%
Does work that is intellectually stimulating	52.37%	46.79%	52.95%	52.52%	52.55%	50.30%	55.79%
Determines own work schedule	50.64%	44.77%	40.62%	45.57%	44.25%	49.63%	68.92%
Has stable full-time employment	47.96%	30.69%	53.05%	55.88%	65.75%	46.89%	32.91%
Is on track for a secure retirement	46.98%	31.27%	38.75%	43.07%	41.30%	50.57%	63.46%
Is married	46.52%	12.15%	29.00%	47.39%	53.87%	53.72%	58.88%
Is debt free	42.68%	51.40%	55.38%	41.64%	32.82%	33.97%	47.06%
Is responsible for making important decisions at work	41.40%	28.61%	46.63%	44.78%	47.72%	40.42%	37.10%
Does managerial, computer-based, or white-collar work	38.88%	28.69%	41.54%	44.21%	44.34%	36.83%	34.05%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%	23.66%	38.17%	47.81%	43.72%	37.05%	29.14%
Has a 4 year bachelor's degree	36.24%	19.70%	37.64%	44.05%	41.11%	33.94%	32.77%
Rarely, if ever, worries about money	35.80%	24.59%	40.44%	35.01%	27.20%	34.61%	46.11%
Does manual labor, skilled trades, or blue-collar work	33.03%	22.09%	34.23%	33.88%	33.74%	36.00%	33.56%
Is actively involved in their community	32.70%	31.54%	40.28%	37.21%	26.52%	27.65%	32.65%
Is consistently advancing in their career	32.58%	45.80%	49.13%	40.38%	30.92%	21.85%	19.36%
Goes on vacation regularly	30.16%	19.66%	35.77%	34.57%	29.28%	28.96%	28.73%
Has a higher standard of living than peers	30.15%	30.43%	40.19%	34.08%	30.63%	24.74%	24.53%
Is recognized as a leader in their profession	29.37%	21.81%	27.70%	30.62%	31.52%	31.03%	29.43%
Has a job that involves managing other people	29.11%	17.45%	37.05%	35.48%	34.19%	25.92%	22.27%
Knows a lot of influential people	21.44%	24.88%	28.38%	24.50%	16.81%	17.40%	19.42%
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	20.05%	15.26%	25.40%	20.56%	20.39%	19.57%	19.02%
Is a graduate of an elite college or university	19.40%	15.94%	34.41%	25.44%	16.77%	13.48%	13.18%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%	15.42%	19.48%	22.82%	18.83%	14.30%	14.01%
Has a high-status job	16.04%	12.34%	24.95%	19.94%	15.86%	12.72%	11.65%
Owens a business	15.36%	12.63%	19.07%	16.77%	13.99%	16.81%	13.00%
Has a large social media following	10.73%	10.74%	16.47%	13.58%	9.89%	6.87%	8.28%
Owens a lot of luxury items	10.59%	13.58%	13.65%	14.00%	10.83%	7.18%	6.47%
Is rich	8.57%	9.91%	14.37%	11.91%	6.25%	5.49%	5.40%
Is famous	5.69%	7.84%	13.35%	8.48%	2.66%	3.04%	2.03%

# Results by Generation

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall	Gen Z (1997-2012)	Millennials (1981-1996)	Gen X (1965-1980)	Boomers/Silent (1928-1964)
Is a kind person	95.19%	91.05%	93.17%	95.76%	98.19%
Is considered trustworthy by others	94.23%	87.98%	91.83%	95.15%	98.14%
Has a high school diploma or GED	91.61%	83.40%	88.45%	95.19%	95.02%
Is authentic	91.03%	85.14%	85.42%	94.69%	95.55%
Has strong ethical values	90.94%	82.96%	89.30%	92.05%	94.78%
Is enjoyable to be around	86.12%	79.61%	84.79%	83.67%	91.73%
Is always learning new things	84.54%	87.25%	82.37%	84.48%	85.36%
Makes time for themselves	83.62%	81.79%	81.69%	80.67%	88.21%
Is very knowledgeable regardless of a formal education	81.30%	73.77%	77.46%	83.43%	86.08%
Maintains boundaries between work and personal life	78.19%	75.47%	78.66%	76.73%	79.97%
Has a purpose in life	76.43%	68.89%	71.26%	73.84%	85.88%
Is able to manage stress and adversity	75.45%	65.56%	71.22%	74.85%	83.55%
Is in good mental health	75.38%	62.34%	66.73%	74.11%	89.07%
Prioritizes needs of others above their own	73.95%	66.98%	66.61%	76.84%	80.98%
Enjoys their work	71.74%	63.69%	66.56%	72.39%	78.98%
Is creative	71.38%	65.63%	75.78%	69.31%	71.45%
Sets and achieves goals	71.22%	70.64%	68.63%	70.95%	73.90%
Regularly sees family members	70.84%	83.29%	73.47%	60.88%	70.89%
Is charitable	69.52%	54.44%	59.08%	70.63%	83.82%
Is sought after for good advice	69.47%	58.74%	71.21%	72.25%	70.26%
Has close friends to depend on	67.63%	65.58%	68.45%	61.27%	72.46%
Is in good physical health	65.70%	67.65%	70.02%	60.99%	64.69%
Has enough savings to pay for a \$500 unexpected expense	65.14%	46.90%	62.12%	65.05%	75.22%
Feels that their work is valued	64.89%	56.30%	61.39%	64.92%	71.36%
Does work that has a positive impact on other people	64.26%	55.44%	66.13%	66.67%	64.45%
Is focused on their spiritual wellbeing	63.46%	58.90%	59.26%	61.62%	70.31%
Is financially independent from others	60.71%	40.55%	56.05%	63.19%	71.08%
Is in a committed relationship	59.48%	41.65%	61.37%	60.51%	64.32%
Is a parent	56.39%	17.27%	45.10%	65.03%	75.60%
Has mastered a difficult skill	55.79%	41.98%	55.31%	58.50%	59.78%

# Results by Generation

(Table 2 of 2)

	Overall	Gen Z (1997-2012)	Millennials (1981-1996)	Gen X (1965-1980)	Boomers/Silent (1928-1964)
Regularly sees close friends	53.48%	52.39%	55.24%	46.15%	57.85%
Owens a home	53.31%	17.86%	43.63%	57.28%	73.09%
Is considered physically attractive	53.12%	47.91%	59.24%	51.91%	50.85%
Does work that is intellectually stimulating	52.37%	49.51%	51.50%	53.65%	53.32%
Determines own work schedule	50.64%	46.72%	42.17%	45.85%	63.09%
Has stable full-time employment	47.96%	34.01%	55.89%	62.83%	35.76%
Is on track for a secure retirement	46.98%	34.95%	41.59%	42.71%	59.69%
Is married	46.52%	15.42%	43.46%	51.02%	58.43%
Is debt free	42.68%	54.36%	45.47%	32.05%	43.43%
Is responsible for making important decisions at work	41.40%	32.93%	45.17%	48.33%	36.46%
Does managerial, computer-based, or white-collar work	38.88%	33.25%	43.38%	42.93%	34.29%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%	28.46%	44.71%	43.42%	31.22%
Has a 4 year bachelor's degree	36.24%	27.63%	42.81%	38.26%	32.58%
Rarely, if ever, worries about money	35.80%	28.66%	37.27%	28.87%	42.57%
Does manual labor, skilled trades, or blue-collar work	33.03%	26.91%	32.33%	34.65%	34.93%
Is actively involved in their community	32.70%	33.21%	39.00%	27.52%	30.89%
Is consistently advancing in their career	32.58%	46.56%	42.86%	31.54%	18.82%
Goes on vacation regularly	30.16%	24.25%	36.27%	27.06%	29.60%
Has a higher standard of living than peers	30.15%	30.84%	37.38%	27.88%	25.33%
Is recognized as a leader in their profession	29.37%	23.32%	29.43%	33.32%	28.85%
Has a job that involves managing other people	29.11%	23.81%	36.14%	32.75%	22.50%
Knows a lot of influential people	21.44%	26.73%	24.40%	19.07%	18.50%
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	20.05%	20.02%	20.25%	22.34%	18.18%
Is a graduate of an elite college or university	19.40%	21.25%	28.95%	15.13%	13.57%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%	16.26%	23.18%	17.45%	13.69%
Has a high-status job	16.04%	14.72%	22.17%	14.85%	12.19%
Owens a business	15.36%	15.41%	17.90%	14.64%	13.67%
Has a large social media following	10.73%	12.94%	14.30%	9.33%	7.79%
Owens a lot of luxury items	10.59%	13.13%	14.02%	10.49%	6.66%
Is rich	8.57%	11.34%	13.15%	5.84%	5.51%
Is famous	5.69%	10.99%	9.69%	3.13%	2.00%

## Results by Race

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall	White	Black	Hispanic	Asian
Is a kind person	95.19%	96.29%	94.60%	95.32%	93.73%
Is considered trustworthy by others	94.23%	95.40%	93.27%	91.59%	93.00%
Has a high school diploma or GED	91.61%	92.16%	86.50%	89.84%	93.30%
Is authentic	91.03%	94.39%	87.09%	88.25%	90.91%
Has strong ethical values	90.94%	92.49%	91.75%	87.54%	89.30%
Is enjoyable to be around	86.12%	87.90%	89.92%	83.79%	79.07%
Is always learning new things	84.54%	84.74%	88.51%	83.77%	83.90%
Makes time for themselves	83.62%	83.29%	84.31%	82.59%	83.58%
Is very knowledgeable regardless of a formal education	81.30%	82.75%	86.61%	77.70%	73.73%
Maintains boundaries between work and personal life	78.19%	77.15%	80.99%	79.61%	75.48%
Has a purpose in life	76.43%	75.78%	87.28%	74.03%	77.14%
Is able to manage stress and adversity	75.45%	75.40%	81.64%	72.00%	71.74%
Is in good mental health	75.38%	74.99%	82.83%	73.84%	74.44%
Prioritizes needs of others above their own	73.95%	76.54%	71.69%	70.20%	67.14%
Enjoys their work	71.74%	72.48%	70.86%	68.27%	68.29%
Is creative	71.38%	70.79%	80.97%	72.20%	64.48%
Sets and achieves goals	71.22%	70.14%	79.62%	69.91%	72.41%
Regularly sees family members	70.84%	71.58%	68.02%	71.58%	66.79%
Is charitable	69.52%	71.74%	75.00%	61.86%	59.47%
Is sought after for good advice	69.47%	70.81%	73.81%	67.67%	62.84%
Has close friends to depend on	67.63%	69.40%	61.29%	59.53%	68.84%
Is in good physical health	65.70%	64.59%	70.28%	68.59%	69.96%
Has enough savings to pay for a \$500 unexpected expense	65.14%	69.13%	49.01%	56.30%	74.24%
Feels that their work is valued	64.89%	65.84%	67.33%	58.23%	64.32%
Does work that has a positive impact on other people	64.26%	65.34%	68.86%	56.59%	64.27%
Is focused on their spiritual wellbeing	63.46%	61.46%	77.54%	58.09%	55.16%
Is financially independent from others	60.71%	61.63%	57.93%	56.24%	62.71%
Is in a committed relationship	59.48%	63.14%	52.19%	53.07%	58.62%
Is a parent	56.39%	58.73%	55.12%	55.44%	47.15%
Has mastered a difficult skill	55.79%	58.46%	55.80%	47.92%	48.78%

# Results by Race

(Table 2 of 2)

	Overall	White	Black	Hispanic	Asian
Regularly sees close friends	53.48%	55.04%	51.38%	49.37%	50.04%
Owens a home	53.31%	60.10%	36.12%	40.68%	52.42%
Is considered physically attractive	53.12%	51.33%	72.97%	50.79%	48.18%
Does work that is intellectually stimulating	52.37%	54.02%	54.32%	46.84%	61.74%
Determines own work schedule	50.64%	51.77%	46.22%	45.07%	49.68%
Has stable full-time employment	47.96%	48.15%	44.70%	48.72%	49.78%
Is on track for a secure retirement	46.98%	50.34%	41.81%	39.30%	49.45%
Is married	46.52%	51.39%	32.02%	37.76%	50.33%
Is debt free	42.68%	42.58%	38.29%	47.96%	54.07%
Is responsible for making important decisions at work	41.40%	41.59%	41.63%	39.02%	41.48%
Does managerial, computer-based, or white-collar work	38.88%	41.44%	33.63%	32.69%	52.53%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%	37.49%	40.66%	41.29%	36.05%
Has a 4 year bachelor's degree	36.24%	38.39%	28.89%	28.17%	58.45%
Rarely, if ever, worries about money	35.80%	35.30%	39.48%	33.24%	38.67%
Does manual labor, skilled trades, or blue-collar work	33.03%	32.33%	38.39%	36.69%	25.94%
Is actively involved in their community	32.70%	33.02%	35.09%	26.71%	28.40%
Is consistently advancing in their career	32.58%	30.46%	42.22%	32.83%	37.87%
Goes on vacation regularly	30.16%	32.38%	26.11%	26.35%	33.62%
Has a higher standard of living than peers	30.15%	30.21%	37.78%	29.94%	34.45%
Is recognized as a leader in their profession	29.37%	28.30%	33.99%	25.45%	24.21%
Has a job that involves managing other people	29.11%	29.34%	29.94%	26.40%	29.16%
Knows a lot of influential people	21.44%	20.25%	27.77%	19.80%	14.84%
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	20.05%	20.42%	24.38%	17.04%	17.83%
Is a graduate of an elite college or university	19.40%	20.05%	20.71%	12.87%	32.68%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%	19.05%	16.55%	11.61%	26.30%
Has a high-status job	16.04%	16.18%	16.82%	14.55%	23.61%
Owens a business	15.36%	15.30%	18.11%	12.61%	14.53%
Has a large social media following	10.73%	10.11%	16.59%	11.45%	8.06%
Owens a lot of luxury items	10.59%	10.73%	11.54%	10.17%	9.43%
Is rich	8.57%	8.66%	10.23%	6.24%	10.24%
Is famous	5.69%	5.25%	10.26%	4.87%	5.43%

# Results by Income

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall	Less than \$20,000	\$20,000 < \$50,000	\$50,000 < \$100,000	\$100,000 or more
Is a kind person	95.19%	94.53%	96.40%	95.70%	94.34%
Is considered trustworthy by others	94.23%	91.36%	94.19%	96.08%	94.09%
Has a high school diploma or GED	91.61%	85.30%	91.99%	92.87%	95.00%
Is authentic	91.03%	88.75%	89.52%	94.65%	92.46%
Has strong ethical values	90.94%	84.94%	89.69%	94.21%	93.40%
Is enjoyable to be around	86.12%	83.31%	84.02%	88.13%	88.93%
Is always learning new things	84.54%	80.30%	82.48%	85.60%	86.65%
Makes time for themselves	83.62%	81.97%	81.66%	84.48%	83.12%
Is very knowledgeable regardless of a formal education	81.30%	75.46%	79.48%	84.17%	86.06%
Maintains boundaries between work and personal life	78.19%	67.62%	79.34%	80.86%	79.38%
Has a purpose in life	76.43%	68.43%	76.17%	79.49%	80.29%
Is able to manage stress and adversity	75.45%	65.89%	72.05%	76.81%	85.19%
Is in good mental health	75.38%	65.99%	73.48%	76.97%	82.42%
Prioritizes needs of others above their own	73.95%	74.78%	74.84%	76.35%	72.25%
Enjoys their work	71.74%	57.97%	71.35%	74.34%	80.22%
Is creative	71.38%	76.62%	71.30%	70.37%	70.89%
Sets and achieves goals	71.22%	62.46%	66.12%	73.84%	79.58%
Regularly sees family members	70.84%	62.90%	66.21%	76.45%	71.38%
Is charitable	69.52%	70.44%	70.09%	69.43%	71.24%
Is sought after for good advice	69.47%	58.54%	65.19%	71.48%	81.38%
Has close friends to depend on	67.63%	59.12%	64.75%	70.59%	73.96%
Is in good physical health	65.70%	53.10%	56.17%	69.89%	80.68%
Has enough savings to pay for a \$500 unexpected expense	65.14%	32.84%	54.87%	74.95%	90.67%
Feels that their work is valued	64.89%	52.12%	63.84%	68.33%	74.05%
Does work that has a positive impact on other people	64.26%	49.97%	63.88%	68.33%	73.85%
Is focused on their spiritual wellbeing	63.46%	69.61%	63.67%	66.48%	57.42%
Is financially independent from others	60.71%	44.18%	54.37%	67.93%	73.67%
Is in a committed relationship	59.48%	38.19%	50.12%	66.47%	79.56%
Is a parent	56.39%	53.72%	52.07%	60.91%	66.22%
Has mastered a difficult skill	55.79%	40.69%	50.72%	61.29%	65.91%

# Results by Income

(Table 2 of 2)

	Overall	Less than \$20,000	\$20,000 < \$50,000	\$50,000 < \$100,000	\$100,000 or more
Regularly sees close friends	53.48%	45.12%	48.39%	57.51%	60.41%
Owens a home	53.31%	31.40%	40.49%	60.90%	76.18%
Is considered physically attractive	53.12%	48.10%	50.31%	56.06%	58.11%
Does work that is intellectually stimulating	52.37%	34.13%	44.71%	56.78%	69.35%
Determines own work schedule	50.64%	48.40%	46.85%	50.90%	56.24%
Has stable full-time employment	47.96%	15.96%	39.09%	57.50%	72.79%
Is on track for a secure retirement	46.98%	22.00%	35.93%	55.97%	68.81%
Is married	46.52%	16.82%	34.66%	55.03%	72.04%
Is debt free	42.68%	40.57%	35.19%	39.49%	51.20%
Is responsible for making important decisions at work	41.40%	26.35%	32.27%	45.47%	59.08%
Does managerial, computer-based, or white-collar work	38.88%	16.13%	28.72%	44.54%	63.53%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%	32.82%	33.86%	41.22%	44.71%
Has a 4 year bachelor's degree	36.24%	15.98%	22.39%	41.38%	63.83%
Rarely, if ever, worries about money	35.80%	29.54%	28.34%	36.14%	48.19%
Does manual labor, skilled trades, or blue-collar work	33.03%	39.45%	39.47%	34.51%	21.09%
Is actively involved in their community	32.70%	24.11%	26.59%	38.92%	40.52%
Is consistently advancing in their career	32.58%	21.44%	23.38%	35.39%	49.67%
Goes on vacation regularly	30.16%	8.96%	20.33%	35.34%	51.50%
Has a higher standard of living than peers	30.15%	19.67%	19.87%	33.15%	50.68%
Is recognized as a leader in their profession	29.37%	21.44%	23.79%	29.75%	45.69%
Has a job that involves managing other people	29.11%	14.11%	19.64%	33.03%	50.15%
Knows a lot of influential people	21.44%	19.48%	18.62%	22.84%	27.28%
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	20.05%	16.32%	21.19%	22.07%	20.02%
Is a graduate of an elite college or university	19.40%	13.26%	13.78%	19.74%	32.64%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%	6.50%	11.37%	19.57%	32.59%
Has a high-status job	16.04%	6.62%	7.61%	18.54%	31.53%
Owens a business	15.36%	12.37%	10.64%	17.73%	22.32%
Has a large social media following	10.73%	10.01%	12.87%	9.64%	12.57%
Owens a lot of luxury items	10.59%	3.49%	5.78%	12.13%	19.38%
Is rich	8.57%	5.60%	3.37%	8.78%	18.21%
Is famous	5.69%	3.00%	3.81%	7.57%	7.93%



# Results by Education

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall	HS or less	Some College	College Grad	Postgrad
Is a kind person	95.19%	96.44%	94.63%	94.11%	94.87%
Is considered trustworthy by others	94.23%	94.00%	93.29%	93.44%	98.41%
Has a high school diploma or GED	91.61%	85.50%	95.63%	94.28%	95.00%
Is authentic	91.03%	88.63%	93.24%	90.75%	93.28%
Has strong ethical values	90.94%	86.09%	93.78%	91.43%	97.33%
Is enjoyable to be around	86.12%	85.84%	85.73%	85.47%	89.00%
Is always learning new things	84.54%	82.13%	85.24%	83.71%	91.26%
Makes time for themselves	83.62%	83.53%	84.52%	83.52%	81.99%
Is very knowledgeable regardless of a formal education	81.30%	76.61%	85.41%	81.42%	84.93%
Maintains boundaries between work and personal life	78.19%	75.53%	80.54%	78.69%	79.42%
Has a purpose in life	76.43%	74.25%	75.94%	78.59%	79.93%
Is able to manage stress and adversity	75.45%	70.31%	74.95%	77.86%	86.90%
Is in good mental health	75.38%	72.91%	73.51%	77.18%	83.51%
Prioritizes needs of others above their own	73.95%	74.79%	75.18%	71.90%	72.39%
Enjoys their work	71.74%	63.83%	72.30%	76.31%	84.79%
Is creative	71.38%	71.97%	74.41%	67.08%	70.34%
Sets and achieves goals	71.22%	64.82%	70.99%	74.14%	84.78%
Regularly sees family members	70.84%	69.40%	76.07%	69.93%	64.46%
Is charitable	69.52%	67.29%	68.21%	71.02%	76.19%
Is sought after for good advice	69.47%	62.31%	70.60%	73.26%	80.47%
Has close friends to depend on	67.63%	63.84%	67.67%	70.83%	72.60%
Is in good physical health	65.70%	57.98%	66.13%	73.01%	73.72%
Has enough savings to pay for a \$500 unexpected expense	65.14%	48.12%	65.75%	79.02%	87.52%
Feels that their work is valued	64.89%	56.49%	64.45%	71.02%	78.87%
Does work that has a positive impact on other people	64.26%	51.72%	65.34%	72.03%	83.65%
Is focused on their spiritual wellbeing	63.46%	60.62%	65.58%	64.09%	65.54%
Is financially independent from others	60.71%	53.56%	57.15%	67.15%	77.85%
Is in a committed relationship	59.48%	51.40%	58.52%	66.82%	71.61%
Is a parent	56.39%	56.82%	54.67%	54.71%	62.11%
Has mastered a difficult skill	55.79%	43.08%	58.60%	60.78%	76.57%

# Results by Education

(Table 2 of 2)

	Overall	HS or less	Some College	College Grad	Postgrad
Regularly sees close friends	53.48%	51.40%	52.15%	55.29%	59.26%
Owens a home	53.31%	43.08%	51.95%	62.00%	70.09%
Is considered physically attractive	53.12%	50.50%	54.90%	53.60%	55.59%
Does work that is intellectually stimulating	52.37%	36.38%	51.97%	62.37%	80.97%
Determines own work schedule	50.64%	48.57%	49.62%	52.40%	55.76%
Has stable full-time employment	47.96%	33.36%	47.14%	60.29%	69.48%
Is on track for a secure retirement	46.98%	35.38%	46.11%	55.84%	66.27%
Is married	46.52%	37.05%	45.32%	54.24%	62.50%
Is debt free	42.68%	41.22%	38.91%	47.51%	47.00%
Is responsible for making important decisions at work	41.40%	32.07%	41.30%	47.64%	57.07%
Does managerial, computer-based, or white-collar work	38.88%	20.62%	36.35%	56.23%	65.84%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%	36.05%	36.91%	40.89%	38.68%
Has a 4 year bachelor's degree	36.24%	3.78%	5.89%	93.54%	96.87%
Rarely, if ever, worries about money	35.80%	34.57%	31.81%	38.22%	44.20%
Does manual labor, skilled trades, or blue-collar work	33.03%	44.55%	36.13%	22.86%	11.21%
Is actively involved in their community	32.70%	22.32%	34.02%	39.89%	46.40%
Is consistently advancing in their career	32.58%	21.85%	32.39%	40.25%	49.93%
Goes on vacation regularly	30.16%	16.48%	30.25%	41.49%	48.77%
Has a higher standard of living than peers	30.15%	23.08%	28.41%	35.71%	44.43%
Is recognized as a leader in their profession	29.37%	24.45%	27.80%	31.66%	42.94%
Has a job that involves managing other people	29.11%	20.12%	25.89%	38.63%	45.18%
Knows a lot of influential people	21.44%	18.73%	22.98%	20.23%	27.73%
Has a certification in a skilled trade (e.g., electrician, plumber, mechanic)	20.05%	18.80%	27.47%	15.79%	14.01%
Is a graduate of an elite college or university	19.40%	6.12%	8.36%	37.43%	50.60%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%	4.95%	4.34%	12.87%	93.15%
Has a high-status job	16.04%	8.87%	10.78%	25.22%	32.32%
Owens a business	15.36%	12.95%	15.05%	18.79%	16.80%
Has a large social media following	10.73%	11.52%	10.73%	11.50%	7.11%
Owens a lot of luxury items	10.59%	7.20%	10.56%	13.44%	15.19%
Is rich	8.57%	5.64%	6.70%	13.21%	12.94%
Is famous	5.69%	5.26%	5.63%	7.20%	4.39%

# Results by Political Party

(Table 1 of 2 — Sorted high to low Overall Personal Achievement)

	Overall	Democrat	Republican	Independent
Is a kind person	95.19%	94.99%	97.44%	95.05%
Is considered trustworthy by others	94.23%	93.09%	97.35%	94.07%
Has a high school diploma or GED	91.61%	89.09%	94.72%	92.80%
Is authentic	91.03%	89.54%	94.60%	91.34%
Has strong ethical values	90.94%	89.91%	93.65%	91.71%
Is enjoyable to be around	86.12%	85.85%	91.22%	83.16%
Is always learning new things	84.54%	84.55%	85.90%	84.05%
Makes time for themselves	83.62%	85.76%	83.17%	83.68%
Is very knowledgeable regardless of a formal education	81.30%	83.22%	83.90%	80.46%
Maintains boundaries between work and personal life	78.19%	77.25%	82.45%	77.42%
Has a purpose in life	76.43%	76.75%	84.96%	71.90%
Is able to manage stress and adversity	75.45%	75.76%	79.28%	75.90%
Is in good mental health	75.38%	73.22%	83.81%	74.36%
Prioritizes needs of others above their own	73.95%	73.97%	78.75%	74.53%
Enjoys their work	71.74%	73.45%	79.64%	67.42%
Is creative	71.38%	72.34%	70.11%	71.61%
Sets and achieves goals	71.22%	70.86%	77.49%	69.17%
Regularly sees family members	70.84%	69.32%	75.51%	68.10%
Is charitable	69.52%	68.32%	76.69%	68.75%
Is sought after for good advice	69.47%	70.13%	74.21%	66.26%
Has close friends to depend on	67.63%	70.14%	69.78%	62.93%
Is in good physical health	65.70%	66.88%	68.03%	66.00%
Has enough savings to pay for a \$500 unexpected expense	65.14%	64.89%	72.81%	66.66%
Feels that their work is valued	64.89%	66.47%	75.99%	58.71%
Does work that has a positive impact on other people	64.26%	66.41%	69.87%	59.77%
Is focused on their spiritual wellbeing	63.46%	59.37%	71.40%	62.98%
Is financially independent from others	60.71%	61.45%	67.29%	60.36%
Is in a committed relationship	59.48%	56.91%	70.55%	54.85%
Is a parent	56.39%	52.34%	70.41%	51.78%
Has mastered a difficult skill	55.79%	59.33%	61.14%	51.32%

# Results by Political Party

(Table 2 of 2)

	Overall	Democrat	Republican	Independent
Regularly sees close friends	53.48%	56.23%	57.97%	47.45%
Owens a home	53.31%	49.19%	67.98%	50.30%
Is considered physically attractive	53.12%	55.75%	58.55%	47.53%
Does work that is intellectually stimulating	52.37%	59.33%	53.51%	48.12%
Determines own work schedule	50.64%	49.90%	55.83%	47.13%
Has stable full-time employment	47.96%	51.68%	48.68%	49.00%
Is on track for a secure retirement	46.98%	50.87%	55.23%	45.48%
Is married	46.52%	41.84%	62.50%	43.17%
Is debt free	42.68%	43.69%	43.61%	42.92%
Is responsible for making important decisions at work	41.40%	42.20%	45.65%	40.58%
Does managerial, computer-based, or white-collar work	38.88%	46.42%	37.77%	35.78%
Is a primary caregiver (e.g., of children, elderly, others in need of care)	37.72%	38.28%	44.43%	33.54%
Has a 4-year bachelor's degree	36.24%	46.01%	33.84%	33.93%
Rarely, if ever, worries about money	35.80%	39.45%	36.90%	32.94%
Does manual labor, skilled trades, or blue-collar work	33.03%	26.04%	38.57%	34.07%
Is actively involved in their community	32.70%	36.35%	34.33%	31.07%
Is consistently advancing in their career	32.58%	37.48%	28.63%	30.81%
Goes on vacation regularly	30.16%	35.88%	31.76%	25.57%
Has a higher standard of living than peers	30.15%	35.67%	31.64%	25.97%
Is recognized as a leader in their profession	29.37%	29.62%	32.60%	29.73%
Has a job that involves managing other people	29.11%	31.23%	31.09%	28.98%
Knows a lot of influential people	21.44%	26.86%	20.08%	18.34%
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Is a graduate of an elite college or university	19.40%	26.85%	16.79%	15.77%
Has an advanced degree (e.g., PhD, MD, JD, MBA)	17.68%	26.48%	14.07%	14.78%
Has a high-status job	16.04%	20.56%	19.23%	11.03%
Owens a business	15.36%	17.25%	17.22%	13.36%
Has a large social media following	10.73%	14.53%	10.36%	7.37%
Owens a lot of luxury items	10.59%	14.76%	10.19%	7.35%
Is rich	8.57%	12.24%	8.90%	5.41%
Is famous	5.69%	9.67%	5.07%	2.81%