

**1. Things or experiences**

If you were given a large lump sum of money that you had to spend on yourself, would you spend most of it buying durable tangible things (e.g. cars, jewelry, electronics) or would you spend most of it buying non-durable things that created experiences (e.g. taking vacations, entertainment, dining out, employing personal assistants)?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Buying durable tangible things	42%	44%	40%	34%	45%	43%	45%	37%	43%	46%
Creating experiences	37%	33%	40%	45%	37%	33%	35%	42%	34%	35%
Not sure	21%	23%	20%	21%	19%	24%	20%	21%	23%	18%
Totals (Unweighted N)	100% (999)	100% (481)	100% (518)	100% (198)	100% (245)	100% (393)	100% (163)	100% (330)	100% (430)	100% (239)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Buying durable tangible things	42%	41%	42%	44%	46%	43%	36%	38%	38%	43%	47%
Creating experiences	37%	36%	36%	40%	28%	40%	49%	40%	36%	36%	36%
Not sure	21%	22%	22%	16%	26%	17%	15%	22%	27%	20%	18%
Totals (Unweighted N)	100% (999)	100% (772)	100% (112)	100% (115)	100% (383)	100% (269)	100% (190)	100% (180)	100% (225)	100% (348)	100% (246)

**2. Happier in long run**

What do you think would make you happier in the long run?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Buying durable tangible things	29%	34%	25%	26%	30%	31%	29%	26%	27%	37%
Creating experiences	51%	47%	56%	55%	53%	50%	47%	55%	52%	45%
Not sure	19%	19%	20%	20%	17%	19%	24%	19%	21%	18%
Totals (Unweighted N)	100% (996)	100% (480)	100% (516)	100% (197)	100% (244)	100% (392)	100% (163)	100% (330)	100% (428)	100% (238)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Buying durable tangible things	29%	30%	29%	27%	34%	30%	22%	35%	26%	32%	24%
Creating experiences	51%	52%	46%	54%	44%	55%	61%	52%	47%	51%	56%
Not sure	19%	19%	25%	18%	22%	15%	17%	14%	27%	17%	20%
Totals (Unweighted N)	100% (996)	100% (770)	100% (112)	100% (114)	100% (380)	100% (269)	100% (190)	100% (180)	100% (225)	100% (347)	100% (244)