

2015 Life + Money Survey:

What Americans Think About Most



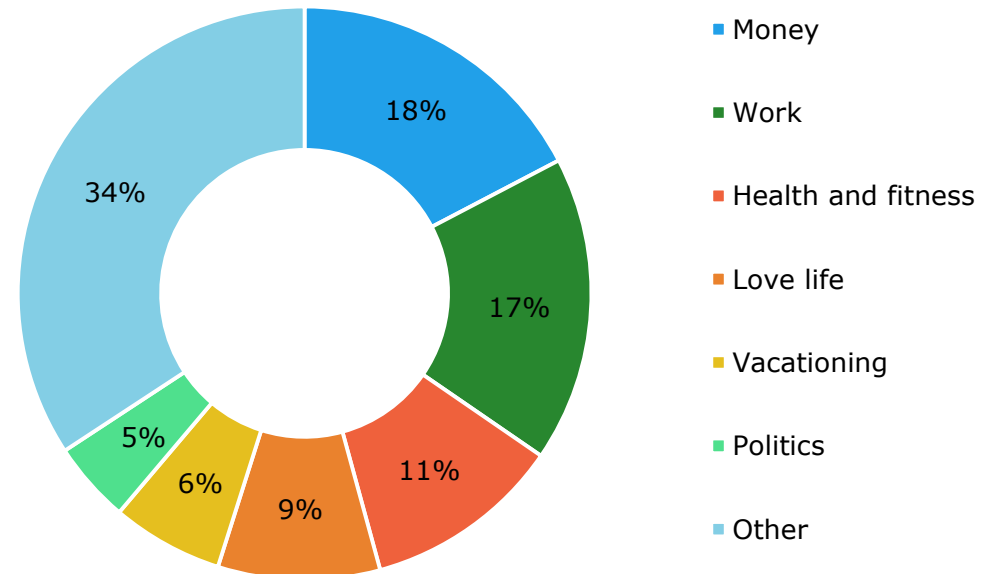
What Do Americans Think About Most?

GOBankingRates surveyed 5,003 U.S. adults, asking, "What do you think about most?" The following responses were offered for selection:

- **Money**
- **Work**
- **Health and fitness**
- **Love life**
- **Vacationing**
- **Politics**
- **Other**

A third of respondents selected "other."

What Do Americans Think About Most on a Daily Basis?

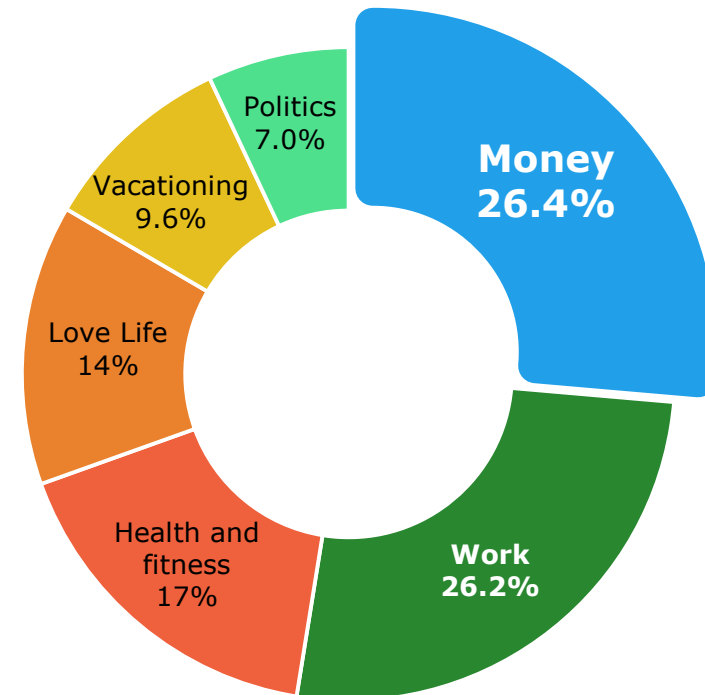




1 in 4 Americans Think Most About Money

26% of participants said they think about money more than anything else on a daily basis.

What Do Americans Think About Most on a Daily Basis?



**Percentages are based on the number of responses excluding "other."*



What Do People Think About More Than Money?



Americans think about **work (26.2%)** *almost* as much as they think about money (26.4%).



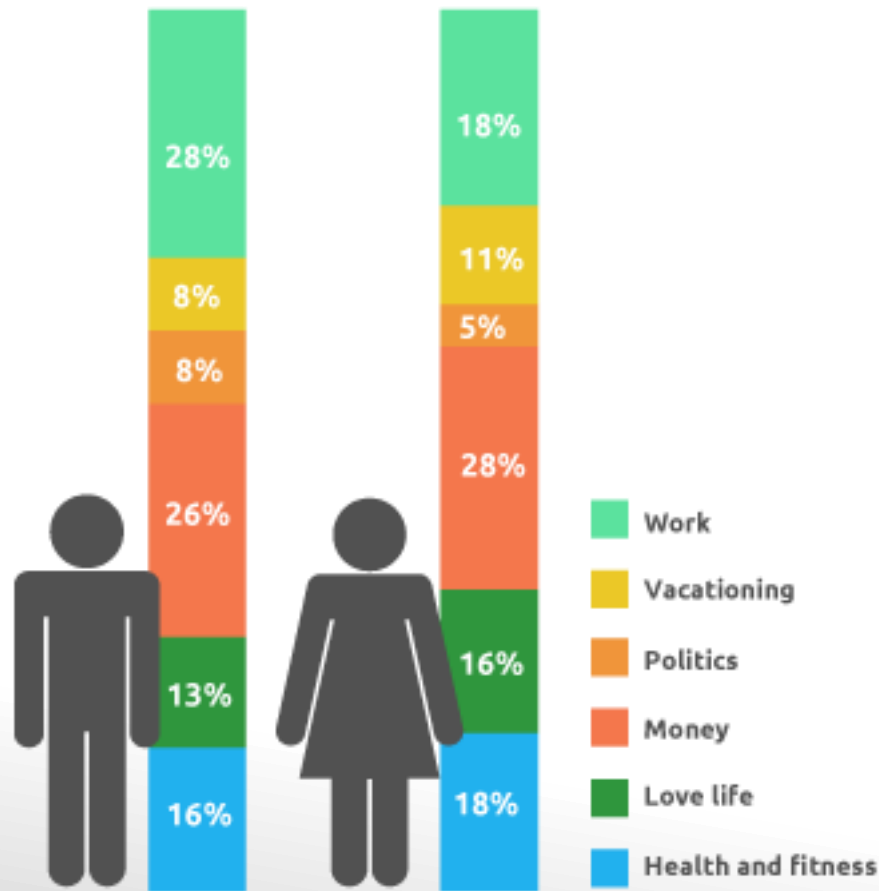
People ages 45-64 think more about work than money.



Young millennials (ages 18-24) are **the only age group** that thinks about their love lives more than money or work.



Gender Insights



Daily Thoughts by Gender

- Men and women think about money almost equally.
- Women are more likely to think about their health, love lives and vacationing than men.
- Men are more likely than women to think about politics and work.



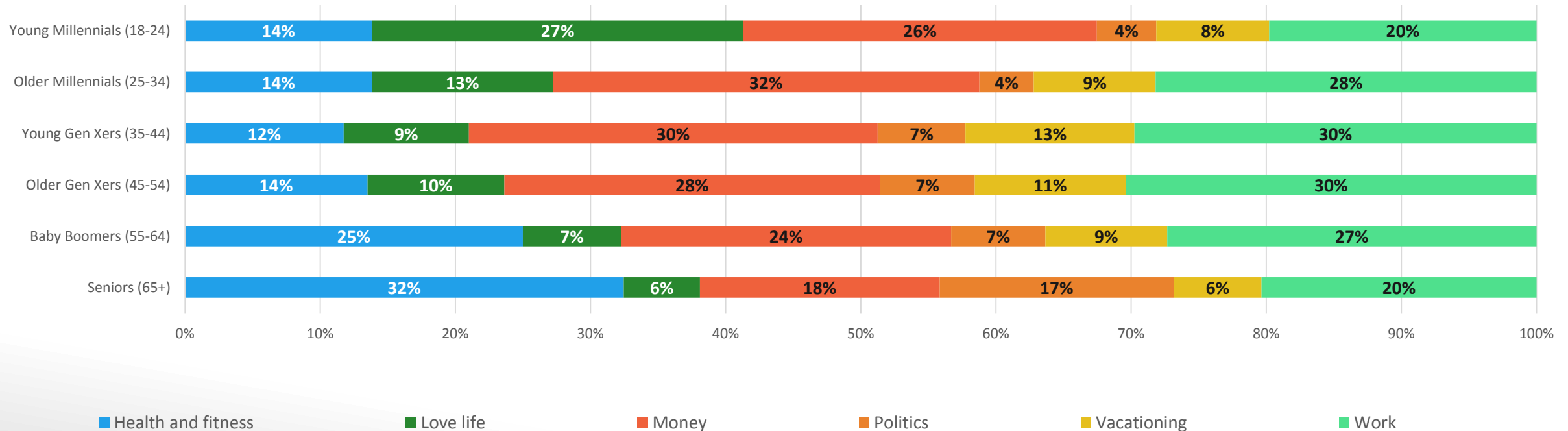
Age Insights

- Americans age 55 and older think most about their **health**.
- People 65 and older are significantly more likely to think about **politics** than any other age group.
- Millennials (ages 18-34), especially those 24 and younger, think more about their **love lives** than any other age group.



Age Insights

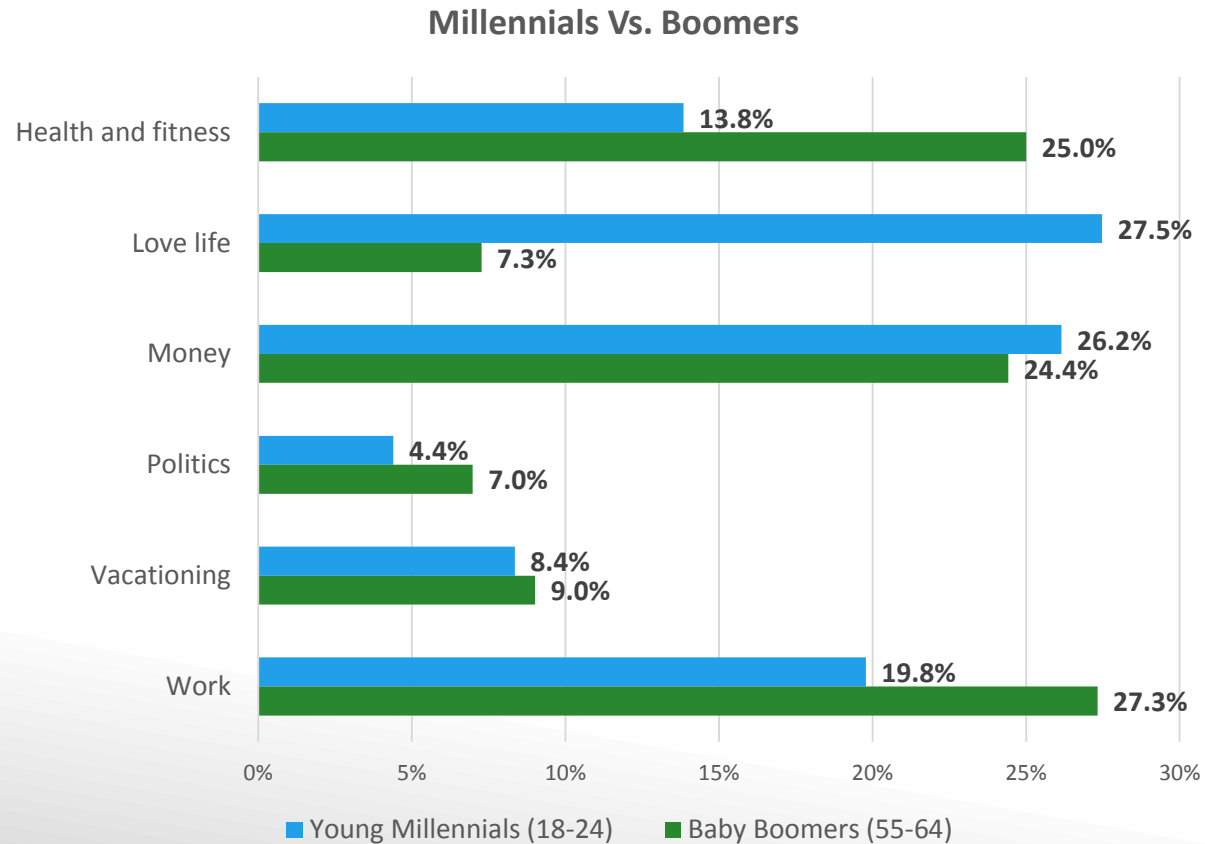
Daily Thoughts by Age



Note: Due to rounding, percentages for answers given might not add up to exactly 100 percent.



Millennials Vs. Baby Boomers



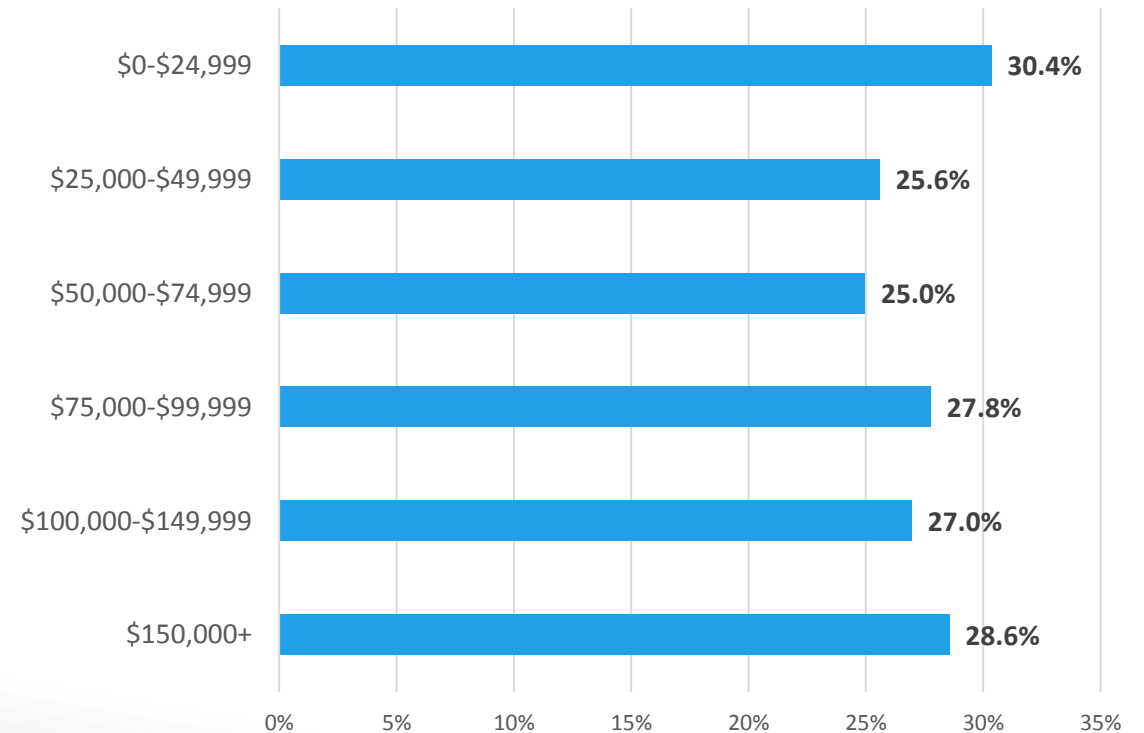
- Baby boomers think about health and fitness nearly twice as much as young millennials.
- Young millennials think about their love lives approximately four times as much as boomers.



What Americans Think About by Annual Income

- **Low-income Americans (\$0-\$24,000) think about money more than any other group.**
- Americans who earn \$100,000-\$149,999 are much more likely to think about work than money.
- The highest earners (\$150,000+) are most likely to think about vacationing.

Daily Thinking About Money Remains Consistent Across Income Levels

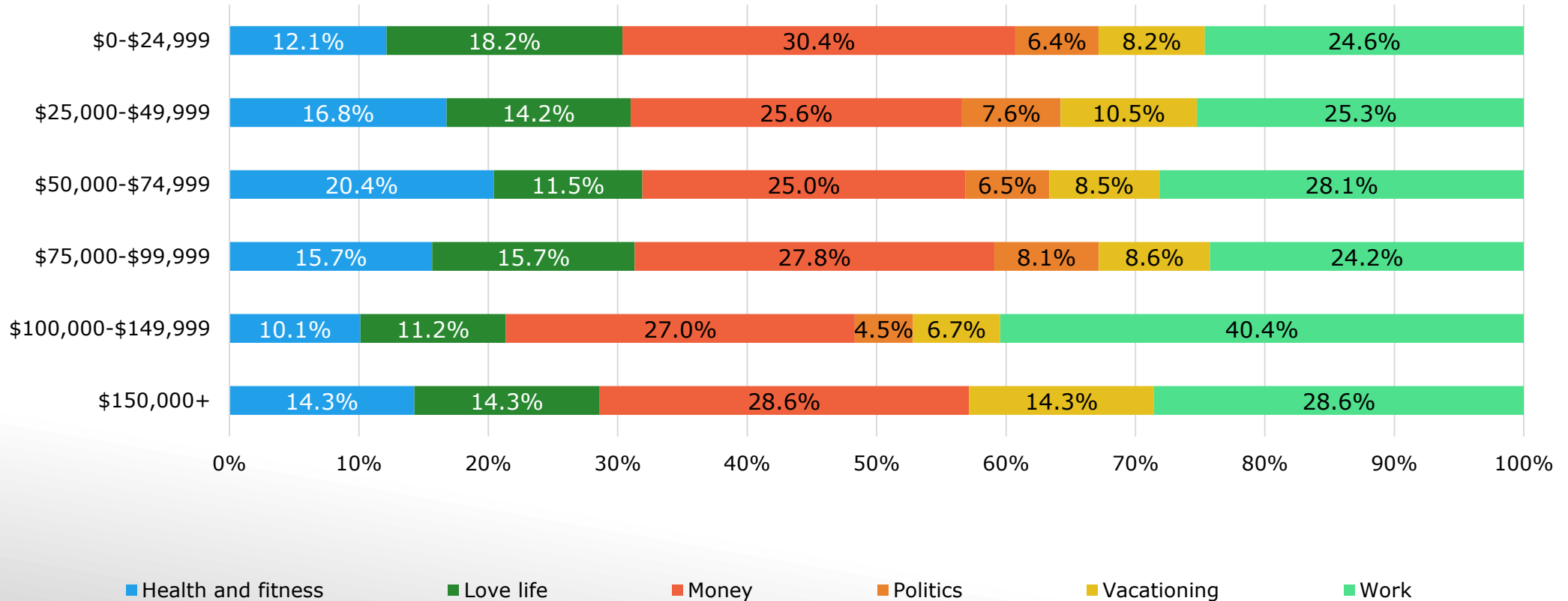


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What Americans Think About by Annual Income

Daily Thoughts by Income



Note: Due to rounding, percentages for answers given might not add up to exactly 100 percent.

Methodology

GOBankingRates.com conducted this national, online survey of 5,003 respondents age 18 and older from July 31 to Aug. 1, 2015, through Google Consumer Surveys. Answers were displayed in random order. Responses are representative of the U.S. internet population with a margin of error of 1.6%.

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“What’s Next?” is a unique, new section on GOBankingRates that allows visitors to sign up for 1) a free, comprehensive portfolio analysis and personalized investment plan, or 2) a free, customized financial consultation. Participants are asked one easy question about their biggest financial concern; based on their answer, they are connected to a “What’s Next?” partner that can help them best plan for and meet their financial goals.

Our goal is to help 100,000 people build a plan toward what’s next in their financial future.

If you want to overcome your financial challenges, “What’s Next?” can help.

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