2015 Life + Money Survey:

What 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?

- Money: 18%
- Work: 17%
- Health and fitness: 11%
- Love life: 9%
- Vacationing: 6%
- Politics: 5%
- Other: 34%

*Sample is representative of the U.S. internet population.
26% of participants said they think about money more than anything else on a daily basis.
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.
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.

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

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

Daily Thoughts by Age

- Young Millennials (18-24)
- Older Millennials (25-34)
- Young Gen Xers (35-44)
- Older Gen Xers (45-54)
- Baby Boomers (55-64)
- Seniors (65+)

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

Note: Due to rounding, percentages for answers given might not add up to exactly 100 percent.
## What Americans Think About by Annual Income

### Daily Thoughts by Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Health and fitness</th>
<th>Love life</th>
<th>Money</th>
<th>Politics</th>
<th>Vacationing</th>
<th>Work</th>
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<tr>
<td>$0-$24,999</td>
<td>12.1%</td>
<td>18.2%</td>
<td>30.4%</td>
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<td>8.2%</td>
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<td>28.6%</td>
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<td>28.6%</td>
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</tr>
</tbody>
</table>

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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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