



**Simplify Your Life**  
Fieldwork Dates: 19th - 22nd July 2019

**Conducted by YouGov**  
**On behalf of YouGov Realtime**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 2.7 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1236 adults. Fieldwork was undertaken between 19th - 22nd July 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US\_nat\_internal Sample: 19th - 22nd July 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rsl\_q1. In your opinion, how complicated is your life? Please use 0 to indicate "not at all complicated" and 10 to indicate "exceptionally complicated."

Unweighted base	1236	551	685	32	411	294	410	88	1	-	273	258	420	285	826
<b>Base: All US Adults</b>	1236	600	636	30	395	292	429	89	1	-	220	260	465	291	819
0 - Not at all complicated	10%	13%	8%	4%	9%	6%	12%	27%	-	-	8%	10%	11%	10%	9%
		B		*		E	C.D.E.F*	**	**						
1	5%	4%	5%	-	3%	5%	5%	8%	-	-	3%	7%	4%	5%	5%
			*					D*	**	**		J.L			
2	8%	9%	7%	10%	6%	6%	9%	11%	-	-	5%	7%	9%	8%	7%
			*					*	**	**					
3	9%	8%	10%	5%	6%	9%	11%	12%	-	-	10%	9%	10%	6%	9%
			*					D	*	**					
4	8%	8%	8%	6%	8%	8%	9%	7%	-	-	8%	8%	7%	11%	9%
			*					*	**	**					
5	19%	19%	20%	10%	19%	19%	21%	17%	-	-	19%	19%	21%	18%	19%
			*					*	**	**					
6	11%	11%	11%	32%	13%	11%	10%	5%	-	-	18%	10%	10%	9%	11%
			D.E.F.G*	G				*	**	**	K.L.M				
7	13%	13%	13%	17%	14%	14%	11%	6%	-	-	12%	14%	12%	13%	14%
			*	G	G	G		*	**	**					
8	8%	9%	7%	8%	8%	10%	8%	3%	-	-	8%	8%	7%	9%	9%
			*			G		*	**	**					
9	3%	2%	3%	2%	3%	4%	1%	-	100%	-	3%	2%	2%	3%	3%
			*			F		*	**	**					
10 - Exceptionally complicated	7%	6%	8%	6%	11%	7%	3%	4%	-	-	6%	6%	7%	8%	4%
			*	F.G	F	F		*	**	**					

rsl\_q2. How often do you worry about things that are generally out of your control?

Unweighted base	1236	551	685	32	411	294	410	88	1	-	273	258	420	285	826
<b>Base: All US Adults</b>	1236	600	636	30	395	292	429	89	1	-	220	260	465	291	819
Very often	20%	17%	23%	48%	28%	22%	11%	12%	-	-	23%	20%	17%	24%	19%
		A	D.E.F.G*	F.G	F.G			*	**	**				L	
Somewhat often	35%	30%	40%	20%	37%	35%	36%	24%	-	-	35%	32%	38%	32%	36%
		A	*	G	G	G		*	**	**					
Not very often	35%	40%	30%	18%	26%	32%	44%	51%	100%	-	34%	40%	34%	33%	37%
		B	*			C.D.E	C.D.E	C.D.E*	**	**					
Never	7%	9%	5%	8%	4%	7%	8%	11%	-	-	5%	5%	8%	7%	5%
		B	*			D	D*	*	**	**					
Don't know	3%	4%	3%	7%	5%	3%	2%	3%	-	-	3%	3%	3%	5%	3%
			*	F	F			*	**	**					

rsl\_q3. If you had to choose, would you rather live a low-stress, low-achievement life or a high-stress, high-achievement life?

Unweighted base	1236	551	685	32	411	294	410	88	1	-	273	258	420	285	826
<b>Base: All US Adults</b>	1236	600	636	30	395	292	429	89	1	-	220	260	465	291	819
Low-stress, low-achievement life	63%	61%	65%	33%	52%	63%	74%	66%	-	-	62%	67%	62%	61%	65%
		*	C	C	C.D	C.D.E	C.D*	**	**	**				Q	
High-stress, high-achievement life	37%	39%	35%	67%	48%	37%	26%	34%	100%	-	38%	33%	38%	39%	35%
			D.E.F.G*	E.F.G	F		*	*	**	**					

rsl\_q4. If you could wave a magic wand and fully simplify one area of your life, what would it be?

Unweighted base	1236	551	685	32	411	294	410	88	1	-	273	258	420	285	826
<b>Base: All US Adults</b>	1236	600	636	30	395	292	429	89	1	-	220	260	465	291	819
Child care	2%	3%	1%	3%	4%	1%	1%	-	-	-	2%	2%	2%	2%	1%
		B		*	E.F			*	**	**					

**YouGov Realtime**  
Simplify Your Life

US\_nat\_internal Sample: 19th - 22nd July 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rsl\_q1. In your opinion, how complicated is your life? Please use 0 to indicate "not at all complicated" and 10 to indicate "exceptionally complicated."

Unweighted base	1236	156	173	81	467	415	228	126	541	23	82	46	692	337	103
<b>Base: All US Adults</b>	1236	145	193	80	500	384	226	126	545	21	83	42	691	345	100
0 - Not at all complicated	10%	13%	12%	8%	13%	9%	8%	7%	9%	11%	9%	5%	9%	11%	15%
1	5%	3%	4%	7%	5%	4%	5%	3%	5%	8%	3%	-	4%	3%	9%
2	8%	9%	11%	2%	9%	7%	6%	5%	9%	5%	10%	8%	9%	6%	7%
3	9%	8%	5%	11%	8%	9%	10%	10%	11%	4%	6%	4%	10%	7%	6%
4	8%	5%	6%	5%	8%	8%	8%	10%	9%	4%	11%	14%	9%	6%	7%
5	19%	18%	22%	17%	19%	20%	19%	20%	20%	26%	17%	13%	20%	19%	23%
6	11%	12%	11%	14%	11%	14%	8%	11%	10%	9%	13%	19%	11%	14%	7%
7	13%	10%	9%	17%	9%	14%	16%	21%	12%	8%	11%	16%	12%	12%	16%
8	8%	6%	8%	6%	6%	8%	13%	8%	9%	3%	6%	8%	9%	8%	5%
9	3%	4%	1%	1%	2%	1%	4%	5%	3%	5%	3%	7%	3%	2%	1%
10 - Exceptionally complicated	7%	13%	10%	12%	10%	6%	3%	2%	4%	16%	10%	6%	5%	11%	4%

rsl\_q2. How often do you worry about things that are generally out of your control?

Unweighted base	1236	156	173	81	467	415	228	126	541	23	82	46	692	337	103
<b>Base: All US Adults</b>	1236	145	193	80	500	384	226	126	545	21	83	42	691	345	100
Very often	20%	23%	21%	27%	20%	23%	19%	13%	17%	30%	22%	24%	18%	25%	16%
Somewhat often	35%	28%	35%	32%	33%	35%	36%	41%	37%	25%	33%	37%	36%	34%	25%
Not very often	35%	34%	32%	29%	34%	33%	38%	41%	37%	35%	35%	32%	36%	31%	47%
Never	7%	12%	7%	5%	8%	7%	4%	3%	7%	4%	5%	2%	6%	5%	11%
Don't know	3%	3%	5%	7%	5%	3%	3%	2%	3%	6%	6%	4%	3%	4%	2%

rsl\_q3. If you had to choose, would you rather live a low-stress, low-achievement life or a high-stress, high-achievement life?

Unweighted base	1236	156	173	81	467	415	228	126	541	23	82	46	692	337	103
<b>Base: All US Adults</b>	1236	145	193	80	500	384	226	126	545	21	83	42	691	345	100
Low-stress, low-achievement life	63%	59%	61%	52%	72%	60%	55%	51%	67%	40%	52%	48%	63%	61%	66%
High-stress, high-achievement life	37%	41%	39%	48%	28%	40%	45%	49%	33%	61%	48%	52%	37%	39%	34%

rsl\_q4. If you could wave a magic wand and fully simplify one area of your life, what would it be?

Unweighted base	1236	156	173	81	467	415	228	126	541	23	82	46	692	337	103
<b>Base: All US Adults</b>	1236	145	193	80	500	384	226	126	545	21	83	42	691	345	100
Child care	2%	3%	4%	2%	3%	2%	-	3%	2%	-	2%	6%	2%	1%	-

**YouGov Realtime**  
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US\_nat\_internal Sample: 19th - 22nd July 2019



Total	Parent or guardian of any children									Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	

rs1\_q1. In your opinion, how complicated is your life? Please use 0 to indicate "not at all complicated" and 10 to indicate "exceptionally complicated."

Unweighted base	1236	64	26	3	11	305	408	665	526	45	442	340	267	187	414
<b>Base: All US Adults</b>	1236	62	25	3	10	293	413	661	526	49	452	333	264	187	411
0 - Not at all complicated	10%	13%	8%	37%	20%	5%	10%	9%	12%	14%	12%	8%	8%	13%	10%
1	5%	7%	4%	-	-	4%	5%	5%	3%	12%	4%	5%	5%	5%	3%
2	8%	7%	4%	26%	7%	6%	9%	8%	7%	10%	7%	11%	6%	6%	7%
3	9%	8%	11%	37%	8%	8%	11%	10%	8%	2%	8%	10%	9%	7%	8%
4	8%	8%	13%	-	10%	7%	9%	8%	8%	3%	8%	6%	11%	9%	7%
5	19%	19%	6%	-	32%	17%	22%	20%	19%	15%	21%	18%	20%	20%	21%
6	11%	6%	14%	-	-	10%	11%	10%	13%	3%	11%	12%	10%	12%	11%
7	13%	20%	15%	-	-	17%	10%	13%	13%	9%	10%	15%	15%	11%	11%
8	8%	6%	8%	-	-	13%	6%	9%	7%	8%	7%	10%	8%	7%	9%
9	3%	-	7%	-	7%	4%	2%	3%	2%	3%	3%	2%	3%	1%	3%
10 - Exceptionally complicated	7%	5%	10%	-	15%	8%	4%	6%	6%	22%	9%	4%	5%	9%	10%

rs1\_q2. How often do you worry about things that are generally out of your control?

Unweighted base	1236	64	26	3	11	305	408	665	526	45	442	340	267	187	414
<b>Base: All US Adults</b>	1236	62	25	3	10	293	413	661	526	49	452	333	264	187	411
Very often	20%	22%	11%	-	16%	26%	14%	18%	23%	15%	23%	19%	18%	19%	22%
Somewhat often	35%	35%	56%	37%	-	35%	34%	35%	35%	38%	36%	36%	33%	32%	36%
Not very often	35%	35%	20%	63%	16%	30%	42%	37%	34%	18%	32%	39%	39%	32%	32%
Never	7%	6%	12%	-	22%	7%	8%	8%	5%	4%	7%	4%	8%	7%	5%
Don't know	3%	2%	-	-	45%	2%	2%	2%	3%	25%	3%	2%	2%	10%	4%

rs1\_q3. If you had to choose, would you rather live a low-stress, low-achievement life or a high-stress, high-achievement life?

Unweighted base	1236	64	26	3	11	305	408	665	526	45	442	340	267	187	414
<b>Base: All US Adults</b>	1236	62	25	3	10	293	413	661	526	49	452	333	264	187	411
Low-stress, low-achievement life	63%	67%	51%	100%	75%	58%	72%	67%	58%	59%	69%	66%	50%	61%	59%
High-stress, high-achievement life	37%	33%	49%	-	25%	42%	28%	33%	42%	41%	31%	34%	50%	39%	41%

rs1\_q4. If you could wave a magic wand and fully simplify one area of your life, what would it be?

Unweighted base	1236	64	26	3	11	305	408	665	526	45	442	340	267	187	414
<b>Base: All US Adults</b>	1236	62	25	3	10	293	413	661	526	49	452	333	264	187	411
Child care	2%	2%	-	-	9%	5%	1%	3%	1%	-	2%	1%	3%	1%	4%

**YouGov Realtime**  
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US\_nat\_internal Sample: 19th - 22nd July 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AQ	AR	AS

rsl\_q1. In your opinion, how complicated is your life? Please use 0 to indicate "not at all complicated" and 10 to indicate "exceptionally complicated."

	Unweighted base	1236	597	216	9
<b>Base: All US Adults</b>	1236	595	220	220	10
0 - Not at all complicated	10%	8%	14%	AQ	36%
1	5%	6%	4%	AP	-
2	8%	8%	7%	-	-
3	9%	9%	9%	-	-
4	8%	9%	8%	-	-
5	19%	19%	21%	-	-
6	11%	12%	8%	22%	22%
7	13%	13%	14%	31%	31%
8	8%	8%	7%	11%	11%
9	3%	2%	3%	-	-
10 - Exceptionally complicated	7%	5%	6%	-	-

rsl\_q2. How often do you worry about things that are generally out of your control?

	Unweighted base	1236	597	216	9
<b>Base: All US Adults</b>	1236	595	220	220	10
Very often	20%	19%	18%	31%	31%
Somewhat often	35%	33%	38%	11%	11%
Not very often	35%	39%	30%	23%	23%
Never	7%	6%	9%	22%	22%
Don't know	3%	2%	4%	13%	13%

rsl\_q3. If you had to choose, would you rather live a low-stress, low-achievement life or a high-stress, high-achievement life?

	Unweighted base	1236	597	216	9
<b>Base: All US Adults</b>	1236	595	220	220	10
Low-stress, low-achievement life	63%	64%	68%	45%	45%
High-stress, high-achievement life	37%	36%	32%	55%	55%

rsl\_q4. If you could wave a magic wand and fully simplify one area of your life, what would it be?

	Unweighted base	1236	597	216	9
<b>Base: All US Adults</b>	1236	595	220	220	10
Child care	2%	1%	0%	-	-

**YouGov Realtime**  
Simplify Your Life

US\_nat\_internal Sample: 19th - 22nd July 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Commuting	2%	3%	1%	3%	4%	2%	1%	-	-	-	1%	1%	3%	1%	2%
Daily scheduling	2%	3%	2%	-	3%	3%	2%	1%	-	-	2%	3%	3%	1%	2%
Diet and exercise	12%	11%	13%	5%	9%	12%	13%	18%	-	-	13%	13%	11%	12%	13%
Familial relationships	7%	6%	8%	11%	4%	6%	11%	7%	-	-	12%	4%	7%	6%	8%
Finances	31%	28%	34%	32%	30%	33%	31%	27%	100%	-	30%	33%	30%	32%	30%
Friendships	3%	4%	3%	3%	6%	2%	2%	2%	-	-	3%	3%	4%	3%	3%
House/yard work	7%	5%	8%	2%	3%	5%	10%	13%	-	-	7%	7%	8%	5%	8%
Mental health	7%	7%	7%	9%	11%	7%	4%	2%	-	-	7%	7%	7%	6%	7%
Retirement plans	6%	8%	4%	4%	4%	6%	9%	4%	-	-	4%	7%	5%	9%	6%
Romantic relationships	8%	9%	7%	17%	10%	7%	6%	4%	-	-	7%	7%	9%	7%	7%
Work	7%	9%	6%	9%	9%	11%	4%	3%	-	-	6%	9%	7%	7%	8%
Other	6%	5%	6%	3%	3%	4%	7%	18%	-	-	6%	4%	6%	7%	6%

rs1\_q5. Which of the following statements most accurately describes you?

	Unweighted base	551	685	32	411	294	410	88	1	-	273	258	420	285	826
<b>Base: All US Adults</b>	1236	600	636	30	395	292	429	89	1	-	220	260	465	291	819
I am a minimalist	17%	19%	15%	21%	17%	19%	16%	11%	-	-	15%	18%	16%	18%	17%
I am not a minimalist, but I would like to be	23%	22%	24%	26%	30%	17%	23%	10%	-	-	20%	25%	21%	26%	24%
I have no interest in becoming a minimalist	31%	33%	29%	24%	26%	36%	32%	38%	-	-	34%	31%	32%	28%	33%
Don't know	29%	26%	32%	29%	27%	28%	29%	41%	100%	-	31%	25%	30%	28%	26%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (\*\*), Small Base: 100 (\*\*))

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US\_nat\_internal Sample: 19th - 22nd July 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Commuting	2%	1%	3%	4%	1%	4%	3%	3%	2%	4%	2%	9%	2%	1%	3%
Daily scheduling	2%	4%	2%	1%	3%	3%	1%	1%	2%	5%	1%	5%	2%	1%	3%
Diet and exercise	12%	8%	11%	5%	10%	12%	14%	13%	14%	22%	16%	4%	14%	7%	10%
Familial relationships	7%	4%	9%	1%	6%	6%	10%	9%	8%	6%	9%	2%	8%	6%	5%
Finances	31%	41%	28%	31%	33%	35%	28%	17%	30%	26%	29%	43%	31%	32%	31%
Friendships	3%	4%	2%	6%	4%	3%	2%	4%	2%	4%	5%	2%	3%	4%	2%
House/yard work	7%	4%	5%	3%	8%	5%	6%	11%	8%	4%	3%	2%	7%	5%	9%
Mental health	7%	6%	7%	10%	8%	7%	6%	4%	5%	6%	8%	9%	6%	11%	6%
Retirement plans	6%	4%	7%	10%	6%	7%	6%	8%	8%	-	4%	2%	7%	4%	11%
Romantic relationships	8%	12%	9%	9%	8%	7%	9%	8%	5%	9%	5%	7%	5%	13%	8%
Work	7%	4%	8%	9%	6%	5%	11%	12%	7%	9%	8%	4%	7%	11%	5%
Other	6%	5%	4%	9%	6%	5%	4%	7%	6%	4%	10%	4%	6%	4%	5%

rs1\_q5. Which of the following statements most accurately describes you?

Unweighted base	1236	156	173	81	467	415	228	126	541	23	82	46	692	337	103
<b>Base: All US Adults</b>	1236	145	193	80	500	384	226	126	545	21	83	42	691	345	100
I am a minimalist	17%	18%	12%	21%	13%	18%	18%	23%	16%	25%	15%	22%	16%	16%	23%
I am not a minimalist, but I would like to be	23%	18%	21%	23%	17%	25%	27%	34%	25%	32%	22%	29%	25%	23%	13%
I have no interest in becoming a minimalist	31%	24%	30%	34%	27%	34%	38%	29%	35%	21%	34%	23%	34%	29%	32%
Don't know	29%	39%	37%	21%	43%	23%	17%	14%	25%	22%	30%	26%	25%	32%	32%

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**YouGov Realtime**  
Simplify Your Life

US\_nat\_internal Sample: 19th - 22nd July 2019



	Total	Parent or guardian of any children				Income					Urban				
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Commuting	2%	-	3%	-	10%	2%	2%	1%	2%	6%	1%	2%	4%	3%	2%
		*	**	**	**					AI*			AL	AL	
Daily scheduling	2%	2%	7%	-	-	4%	1%	2%	2%	5%	3%	3%	2%	0%	3%
		*	**	**	**	AH		AH		*					
Diet and exercise	12%	16%	11%	-	-	8%	14%	12%	12%	3%	8%	12%	15%	16%	9%
		AA*	**	**	**		AG	AG		*			AL	AL	
Familial relationships	7%	11%	3%	-	27%	6%	9%	8%	5%	15%	5%	8%	9%	6%	6%
		*	**	**	**		AJ			AG,AJ*					
Finances	31%	32%	30%	-	7%	33%	33%	33%	29%	26%	37%	33%	22%	27%	33%
		*	**	**	**					*	AN,AO	AN			
Friendships	3%	3%	8%	-	8%	2%	2%	2%	4%	11%	4%	3%	3%	3%	3%
		*	**	**	**				AH,AI	AG,AH,AI*					
House/yard work	7%	14%	-	-	-	6%	9%	8%	6%	1%	8%	6%	6%	8%	4%
		X,Y,Z,AA*	**	**	**					*					
Mental health	7%	1%	4%	-	15%	10%	3%	6%	8%	13%	7%	7%	4%	11%	9%
		*	**	**	**	AH,AI		AH	AH	AH*				AN	
Retirement plans	6%	3%	4%	-	8%	6%	9%	7%	5%	6%	4%	10%	8%	2%	6%
		*	**	**	**		AJ			*		AL,AO	AL,AO		
Romantic relationships	8%	7%	17%	37%	15%	8%	5%	6%	10%	5%	8%	8%	7%	8%	9%
		*	**	**	**				AH,AI	*					
Work	7%	-	4%	-	-	8%	4%	6%	9%	5%	7%	6%	9%	8%	7%
		*	**	**	**	AH,AI			AH,AI	*					
Other	6%	8%	8%	63%	-	3%	7%	6%	6%	4%	7%	2%	7%	7%	5%
		*	**	**	**		AG,AI	AG	AG	*	AM		AM	AM	

rsi\_q5. Which of the following statements most accurately describes you?

Unweighted base	1236	64	26	3	11	305	408	665	526	45	442	340	267	187	414
<b>Base: All US Adults</b>	1236	62	25	3	10	293	413	661	526	49	452	333	264	187	411
I am a minimalist	17%	20%	16%	-	17%	18%	16%	17%	18%	6%	16%	18%	20%	11%	18%
		*	**	**	**					*		AO	AO		
I am not a minimalist, but I would like to be	23%	18%	28%	-	15%	30%	20%	24%	22%	17%	18%	27%	29%	19%	26%
		*	**	**	**	AH,AI,AJ		AH		*		AL	AL,AO		
I have no interest in becoming a minimalist	31%	26%	23%	-	8%	27%	33%	31%	33%	22%	28%	34%	38%	25%	25%
		*	**	**	**					*			AL,AO		
Don't know	29%	35%	33%	100%	60%	24%	31%	28%	28%	56%	38%	21%	13%	45%	32%
		*	**	**	**		AG,AI	AG	AG	AG,AH,AI,AJ*	AM,AN	AN		AM,AN	

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**YouGov Realtime**  
Simplify Your Life

US\_nat\_internal Sample: 19th - 22nd July 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Commuting	2%	2%	2%	- **
Daily scheduling	2%	2%	0%	21% **
Diet and exercise	12%	15% AP,AR	9%	9% **
Familial relationships	7%	8%	6%	- **
Finances	31%	28%	35%	33% **
Friendships	3%	3%	2%	- **
House/yard work	7%	8% AP	9% AP	- **
Mental health	7%	6%	7%	- **
Retirement plans	6%	7%	5%	11% **
Romantic relationships	8%	7%	8%	- **
Work	7%	7%	8%	13% **
Other	6%	5%	9% AQ	13% **

rs1\_q5. Which of the following statements most accurately describes you?

	Unweighted base	597	216	9
<b>Base: All US Adults</b>	1236	595	220	10
I am a minimalist	17%	16%	17%	35% **
I am not a minimalist, but I would like to be	23%	22%	20%	32% **
I have no interest in becoming a minimalist	31%	35% AP	34% AP	20% **
Don't know	29%	27%	29%	13% **

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