



Press Release

Adulthood Poll

Majority Believe Paying Your Own Bills Is Necessary to be Considered an Adult

Washington, DC, April 7, 2017

1. In your opinion, which of the following must you do or have to be considered an adult?

	Total	18-34	35-54	55+
Pay your own bills	81%	76%	86%	81%
Have a full-time job	63%	56%	71%	62%
Live outside of your parent's home	59%	53%	64%	59%
Do your own laundry	55%	53%	58%	53%
Don't receive regular financial assistance from your parents/loved ones	54%	43%	57%	61%
Cook for yourself more than twice a week	39%	44%	39%	36%
Do your own taxes	38%	48%	37%	32%
Contribute to a 401K/retirement plan	35%	36%	39%	30%
Take your parents/loved ones out to dinner and pay the bill	30%	29%	33%	28%
Get an annual check up	29%	26%	32%	29%
Go to the dentist twice a year	25%	27%	25%	24%
Have children	24%	33%	22%	19%
Take daily vitamins	22%	28%	23%	17%
Turn 25	21%	19%	20%	24%
Host a family holiday get together like Christmas, Easter, Passover, Thanksgiving	20%	23%	21%	18%
Have your own account on Amazon Prime, Netflix, Hulu, HBOGo, or other streaming service	20%	25%	21%	13%
Make charitable donations	19%	18%	17%	22%
Floss daily	18%	19%	17%	19%
Get a flu shot every winter	16%	13%	14%	20%
Other	10%	8%	10%	13%
None of the above	4%	3%	2%	7%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

2. Which of the following do you currently do?

	Total	18-34	35-54	55+
Pay your own bills	87%	72%	92%	95%
Do your own laundry	82%	73%	83%	87%
Cook for yourself more than twice a week	77%	62%	83%	83%
Currently 25 years or older	76%	49%	83%	91%
Live outside of your parents' home	75%	53%	82%	88%
Don't receive regular financial assistance from your parents/loved ones	68%	46%	73%	82%
Get an annual physical check up	65%	39%	70%	81%
Do your own taxes	61%	57%	64%	62%
Take daily vitamins	58%	45%	58%	69%
Make charitable donations	58%	35%	63%	71%
Go to the dentist twice a year	57%	43%	59%	68%
Have your own account on Amazon Prime, Netflix, Hulu, HBOGo, or other streaming service	55%	60%	65%	41%
Have children	53%	30%	64%	62%
Take your parents/loved ones out to dinner and pay the bill	51%	40%	65%	48%
Have a full time job	48%	50%	64%	30%
Floss daily	46%	34%	50%	53%
Get a flu shot every winter	45%	28%	43%	61%
Host a family holiday get together like Christmas, Easter, Passover, Thanksgiving	45%	27%	53%	52%
Contribute to a 401K/retirement plan	40%	32%	53%	34%
None of the above	1%	3%	1%	1%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

About the Study

These are findings from an Ipsos poll conducted April 6-7, 2017 on behalf of BuzzFeed. For the survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=5.0).

The poll also has a credibility interval plus or minus 3.0 percentage points for Democrats, plus or minus 3.2 percentage points for Republicans, and plus or minus 5.4 percentage points for Independents.

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

Chris Jackson
Vice President, U.S.
Ipsos Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,785.3 million (\$1,981 million) in 2015.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025