



THOUGHT STARTER

Time-Out

Over time, we have seen a variety of status symbols. In the '60s it was a washing machine, '70s a color tv, '80s a home computer, '90s a cellphone and '10s a home speaker system. As we end this decade we have seen something unusual become a new status symbol—being busy. Yes, having, or appearing to have, a frenzied schedule has become a sign of status in our modern world. After all, if you are busy, you must be coveted and important.

Ipsos eNation Omnibus decided to take a closer look at our day-to-day schedules to learn more. The question is, are Americans really as busy as they sound, or is it simply the case of a '70s color tv? We will explore what's truly behind these busy schedules, appointments or appearance.

Overscheduled

Most Americans (62%) describe their weekly schedule as busy, including 14% who say they are typically extremely busy. But when it comes to getting things done, 54% feel there are enough hours in the day to get everything done. Of course, that means 46% could use a longer day. This is especially true for Millennials. 64% feel they could use more time. Households with children follow at 61%.

Despite busy schedules, 23% of Americans take time each day to write a list of daily tasks they want to accomplish. And, 58% say they make a list at least weekly. While men and older Americans appear to find lists useful, many are currently not using them (23% of both groups said never).

Make a list of tasks to be accomplished:

Daily	23%
Weekly	35%
Monthly	11%
Less than monthly	14%
Never	17%

Naturally, everybody has their own pace which allows them to perform their best. Our survey shows a split in preference. 51% claim to accomplish more when they have plenty of time, while 49% feel they are more productive when pressed for time. And, we see a big difference in genders when considering a time crunch. 56% of women prefer being pressed for time, conversely 59% of men favor having a lot of time. We also saw gender differences when it came to who typically felt more pressed for time. The majority say both men and women are tight for time. However, females (1%) virtually never feel men are more pressed for time than women, while 48% believe women are more so than men.

Generally, who is more pressed for time:	Total	Male	Female
Both Equally	57%	63%	51%
Women	36%	23%	48%
Men	7%	14%	1%





Tech-time

Although technology is seen as helping us save time (71%), it is perceived differently by age group. Substantially more Millennials (39%) believe technology can waste their time compared to those 35 years and older (25%).

How technology effects schedule:			
	Total	18-34	35+
Saves me time	71%	61%	75%
Wastes my time	29%	39%	25%

Our phones and devices make us accessible all day, every day. It can be difficult to shut down the incoming contact from work, responsibilities, family and friends and get some downtime.

Fortunately, over half (52%) of Americans say they carved out time for themselves within the last week. Not surprisingly, that number drops significantly in households with children to 37%. Parents may not be making “me time” happen weekly, but 55% say they have treated themselves within the last month. Spare a thought, and perhaps a cup of coffee, for 9% of Americans who indicate they never have time for themselves, along with a weary 14% of parents.

Time versus money

They are two of life’s precious commodities, time and money. If given the choice to have more time over money, which would you choose? For Americans, this wasn’t a fair fight. An overwhelming 74% chose more money over more time. That number went even higher to 81% when looking exclusively at women. That number dropped when solely looking at men, to 68%. Interestingly, even older age groups and higher income households would prefer more money over more time.

Though Americans would like more money, that doesn’t mean they want to spend extra hours working. If we added an extra two hours to the week, how would people spend that bonus time? Regardless of age, gender or if there is a child in the home, one answer rose to the top. Relaxing! Spending it on their job or business came in dead last with 3%.

Top ways to spend an extra two free hours a week:	
Relaxing	35%
Spouse/significant other	22%
Hobbies	22%
Exercise	21%
Sleeping	21%

What’s Next for Ipsos eNation?

In August, look for our next Thought Starter on how Americans are spending their summers. Are we packing a suitcase and heading for the tropics? Are we loading up the kids and visiting family? Are we pitching a tent at a national park or even just in our own backyard? In whichever way Americans are spending their summer, Ipsos eNation will uncover it along with many more interesting insights. Stay tuned to unpack our next Thought Starter.

If you would like complimentary access to this Time-Out Study, a copy of a past Thought Starter omnibus study, or to learn more about eNation Omnibus, please contact us today.

Ipsos eNation Omnibus Thought Starters still available:

- An Aging America
- 2018 Optimism
- Smart Home Technology
- Automotive Advancements
- Vacation Planning

Ipsos U.S. eNation Omnibus completes five national surveys, weekly. Ipsos Omnibus offers a variety of services, including overnight and custom studies. Data for this study was generated by an Ipsos eNation online omnibus study of 1,004 American adults, 18 and older, conducted April 18-19, 2019.

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GAME CHANGERS