

For Those Under the Age of 55, Music Is Found to Be Just as Motiving as Coffee On a Typical Monday

Music Significantly More Likely to Motivate Millennials Who Feel They Have Little Motivation Compared to Older Adults

Public Release Date: June 27th, 2016



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.

To learn more visit: www.ipsos-na.com

*For copies of other news releases, please visit:
<http://www.ipsos-na.com/news-polls/>.*

© Ipsos

**Washington • New York • Boston • Los Angeles • Austin • Chicago • St. Louis
Cincinnati • Minneapolis • Seattle • San Francisco • Vancouver • Calgary
Winnipeg • Toronto • Guelph • Ottawa • Montreal • St. John**



For Those Under the Age of 55, Music Is Found to Be Just as Motivating as Coffee On a Typical Monday

Music Significantly More Likely to Motivate Millennials Who Feel They Have Little Motivation Compared to Older Adults

Washington, DC – According to a recent online survey conducted by Ipsos Connect on behalf of Spotify, the majority of Americans say that they can feel like they have too little motivation on a typical Monday (55%) – with energy boosts seen as most critical early Monday morning (40%), or again mid-morning (18%). At least one in ten say that on a typical Monday they most need an energy boost lunchtime/ midday (9%) or in the afternoon (16%), while there is a greater need for a boost during the morning commute (9%) versus the evening/ afternoon commute (2%).

- On a typical Monday, women (60%) are significantly more likely to say that they have too little motivations compared to men (51%)
- Motivation on a typical Monday increases with age, with younger adults being the least motivated (77%, 18-34).

The survey found that more than two thirds (64%) rate their level of motivation on a typical Monday a 3 or lower on a scale of 1 (Very Unmotivated) to 5 (Very Motivated), compared to 36% who rate themselves as being very/ somewhat motivated.



When it comes to getting motivated on a typical Monday, coffee (56%) and music (46%) are top ranked, selected by roughly half of all those who feel they can have too little motivation. Another two in five get motivated using caffeine (40%) or food (37%), while at least one in five say that they work out (26%) or try sex (20%) to get their momentum going. Only one in ten turn to alcohol (10%) or do nothing (8%) to get motivated, while 6% mention something else.

- For those under the age of 55, music (56%) is found to be just as motivating as coffee (58%) on a typical Monday. With that being said, millennials (18-34) are significantly more likely to say that they are motivated by music than older adults (65% vs. 45%, 34-54)
- Those with children living at home (57% vs. no children) and those who are not married (52% vs. 40%) are also especially likely to mention music as helping them get motivated on a typical Monday.

These are findings from an Ipsos poll conducted May 10th – 11th, 2016 on behalf of Spotify. For the survey, a sample of 1,005 U.S. adults age 18 and over was interviewed online, including a sample of 557 adults who say that they can have too little motivation on typical Mondays. 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, and 4.7 percentage points for those who have too little motivation.

The sample for this study was randomly drawn from Ipsos' 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. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

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. 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; and n=557, DEFF=1.5, adjusted Confidence Interval=6.2).

For more information about Ipsos' online polling methodology, please go here <http://goo.gl/yJBkuf>

--

For more information on this news release, please contact:

***Chris Jackson
Vice President
Ipsos Public Affairs
202-420-2025
chris.jackson@ipsos.com***

News releases are available at: <http://www.ipsos-na.com/news-polls/>