











In general, how important is each of the following in order for you to live a fulfilling life? - Top 3 Box Summary

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
<b>Base: All Respondents (unwtd)</b>	<b>1001</b>	<b>466</b>	<b>529</b>	<b>6</b>	<b>242</b>	<b>395</b>	<b>364</b>	<b>35</b>	<b>162</b>	<b>390</b>	<b>414</b>	<b>89</b>	<b>290</b>	<b>315</b>	<b>307</b>
<b>Base: All Respondents (wtd)</b>	<b>1001</b>	<b>487</b>	<b>508</b>	<b>6</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>291</b>	<b>280</b>	<b>323</b>
Being married	576	300	274	3	191	174	211	78	151	185	162	81	179	134	182
	58%	62%	54%	43%	68%	50%	57%	53%	55%	55%	67%	76%	62%	48%	56%
Having children	703	345	355	3	199	240	264	116	194	221	171	76	213	181	232
	70%	71%	70%	51%	71%	69%	71%	80%	70%	66%	70%	72%	73%	65%	72%
Having a job or career you enjoy	945	459	479	6	265	333	347	138	259	316	232	99	280	266	300
	94%	94%	94%	100%	94%	96%	93%	95%	94%	94%	95%	93%	96%	95%	93%
Having a lot of money	820	406	408	6	245	306	269	114	211	282	213	96	252	244	228
	82%	83%	80%	100%	87%	88%	72%	78%	76%	84%	88%	90%	87%	87%	70%
Having close friends	892	428	458	6	254	291	347	111	238	311	232	101	257	231	302
	89%	88%	90%	100%	90%	84%	93%	76%	86%	93%	95%	95%	88%	83%	94%

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<b>Base: All Respondents (wtd)</b>	<b>1001</b>	<b>487</b>	<b>508</b>	<b>6</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>291</b>	<b>280</b>	<b>323</b>
Being married	347 35%	184 38%	162 32%	1 20% **	114 40%	107 31%	126 34%	58 40% *	75 27%	116 34%	99 41% H	45 42% M*	116 40% M	76 27%	110 34%
Having children	438 44%	211 43%	226 44%	1 20% **	129 46%	161 46%	149 40%	72 49% *	98 35%	151 45% H	117 48% H	45 42% *	148 51% N	117 42%	129 40%
Having a job or career you enjoy	713 71%	349 72%	358 70%	6 100% **	228 81% F	254 73% F	231 62%	104 71% *	187 68%	233 70%	188 77% HI	82 77% N*	234 81% MN	198 71% N	198 61%
Having a lot of money	432 43%	211 43%	215 42%	5 87% **	169 60% F	174 50% F	89 24%	64 44% *	109 39%	138 41%	121 50% HI	70 66% MN*	159 54% N	139 49% N	64 20%
Having close friends	611 61%	288 59%	318 63%	5 83% **	181 64%	201 58%	228 61%	68 46% *	148 53%	217 65%	178 73% GH	73 68% GHI	185 64% *	155 55%	198 61%

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		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
<b>Base: All Respondents (unwtd)</b>	<b>1001</b>	<b>466</b>	<b>529</b>	<b>6</b>	<b>242</b>	<b>395</b>	<b>364</b>	<b>35</b>	<b>162</b>	<b>390</b>	<b>414</b>	<b>89</b>	<b>290</b>	<b>315</b>	<b>307</b>
<b>Base: All Respondents (wtd)</b>	<b>1001</b>	<b>487</b>	<b>508</b>	<b>6</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>291</b>	<b>280</b>	<b>323</b>
Being married	425 42%	187 38%	235 46%	3 57%	90 32%	172 50%	162 43%	68 47%	125 45%	150 45%	81 33%	25 24%	112 38%	146 52%	142 44%
			A **			D D		*	J J			*	K K	KL K	
Having children	298 30%	142 29%	153 30%	3 49%	82 29%	107 31%	109 29%	30 20%	82 30%	114 34%	72 30%	30 28%	78 27%	99 35%	91 28%
			**					*				*			
Having a job or career you enjoy	56 6%	27 6%	29 6%	- -	17 6%	13 4%	26 7%	8 5%	18 6%	19 6%	12 5%	7 7%	11 4%	14 5%	23 7%
			**					*				*			
Having a lot of money	181 18%	81 17%	100 20%	- -	37 13%	40 12%	104 28%	32 22%	66 24%	53 16%	30 12%	10 10%	39 13%	37 13%	95 30%
			**			DE		*	IJ			*			KLM
Having close friends	109 11%	58 12%	50 10%	- -	27 10%	55 16%	26 7%	35 24%	38 14%	24 7%	11 5%	5 5%	34 12%	49 17%	21 6%
			**			F		IJ*	IJ			*		KN	







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	You say that you expect to have had fewer children than the "ideal number" you said before. What would you say are the main reasons for this?															
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	A	B	C	D	E	F	G	H	I	J	K	L	M	N		
<b>Base: All Answering (unwtd)</b>	<b>95</b>	<b>44</b>	<b>51</b>	<b>-</b>	<b>48</b>	<b>47</b>	<b>-</b>	<b>7</b>	<b>15</b>	<b>26</b>	<b>47</b>	<b>16</b>	<b>65</b>	<b>14</b>	<b>-</b>	
<b>Base: All Answering (wtd)</b>	<b>111</b>	<b>58</b>	<b>53</b>	<b>-</b>	<b>65</b>	<b>47</b>	<b>-</b>	<b>30</b>	<b>30</b>	<b>23</b>	<b>29</b>	<b>19</b>	<b>85</b>	<b>8</b>	<b>-</b>	
I just don't want to	23 21% **	14 24% **	9 18% **	-	17 26% **	7 14% **	-	6 19% **	8 26% **	5 23% **	4 16% **	7 38% **	16 19% **	-	-	
I'm too old	35 32% **	23 39% **	13 24% **	-	14 22% **	21 45% **	-	13 44% **	9 30% **	9 37% **	5 16% **	3 18% **	28 33% **	4 47% **	-	
Medical issues	31 27% **	13 22% **	18 33% **	-	14 22% **	16 34% **	-	15 49% **	6 20% **	8 34% **	2 7% **	7 39% **	21 25% **	2 23% **	-	
Financial reasons	43 38% **	21 36% **	22 42% **	-	29 45% **	14 30% **	-	3 10% **	14 46% **	10 43% **	16 56% **	10 55% **	30 36% **	2 27% **	-	
The world is too scary	14 13% **	7 12% **	7 14% **	-	8 12% **	6 14% **	-	- - **	5 17% **	2 9% **	7 25% **	2 10% **	12 14% **	1 9% **	-	
Climate change/ the environment	8 8% **	4 7% **	4 8% **	-	8 13% **	* 1% **	-	- - **	2 8% **	1 4% **	5 18% **	3 17% **	5 6% **	* 5% **	-	
Lack of affordable housing	31 27% **	19 32% **	12 22% **	-	20 31% **	11 23% **	-	9 31% **	9 30% **	5 22% **	7 25% **	5 27% **	25 29% **	1 9% **	-	
Interferes too much with my work life	7 6% **	5 8% **	2 5% **	-	6 10% **	1 1% **	-	- - **	2 8% **	1 6% **	3 12% **	1 8% **	6 7% **	- - **	-	
I don't have a partner	21 19% **	3 6% **	18 33% **	-	14 22% **	7 14% **	-	4 14% **	7 22% **	3 12% **	7 25% **	2 10% **	17 20% **	2 31% **	-	
My partner doesn't want kids	2 2% **	1 3% **	1 1% **	-	1 1% **	1 3% **	-	- - **	- - **	- - **	2 8% **	- - **	1 2% **	1 9% **	-	
Other	5 5% **	3 5% **	2 4% **	-	3 5% **	2 4% **	-	- - **	2 8% **	1 2% **	2 9% **	- - **	5 5% **	1 9% **	-	
Sigma	221 198%	113 193%	108 205%	-	135 209%	86 184%	-	50 168%	64 216%	45 193%	62 216%	42 220%	166 196%	13 168%	-	