



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Leisure Survey

Topline Findings

New York, July 25, 2024 — *These are the findings of an Ipsos poll conducted between June 17 – 19, 2024, for the [What the Future: Leisure issue](#). For this survey, a sample of 1,122 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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Full Annotated Questionnaire

- Please think about your time spent in a typical day. For each of the following categories, what percentage, on average, do you devote to each activity? The total for all activities should add up to 100%; your best estimate is fine.

- A weekday (Monday-Friday)

| Mean Summary | Total (N=1,122) |
|--------------------------|--------------------|
| Leisure or free time | 32.8 |
| Sleeping | 26.5 |
| Paid work | 22.8 |
| Caregiving | 8.8 |
| Other | 4.8 |
| Unpaid or volunteer work | 4.2 |

- A weekend day (Saturday-Sunday)

| Mean Summary | Total |
|--------------------------|-------|
| Leisure or free time | 44.1 |
| Sleeping | 27.7 |
| Caregiving | 10.1 |
| Paid work | 7.1 |
| Other | 5.8 |
| Unpaid or volunteer work | 5.1 |

- How much do you agree or disagree with the following statements?

Total Agree Summary

| | Total |
|--|-------|
| It is important to me to feel productive each day | 84% |
| I am satisfied with the amount of time in my schedule for leisure or free time | 74% |
| I feel guilty when I feel I am wasting time | 58% |
| I feel like I never have enough time to accomplish everything I want to | 55% |
| Time spent on leisure or free time is time wasted | 20% |





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2. How much do you agree or disagree with the following statements? *(Continued)*

a. I am satisfied with the amount of time in my schedule for leisure or free time

| | Total |
|-----------------------|--------------|
| Strongly agree | 34% |
| Somewhat agree | 41% |
| Somewhat disagree | 16% |
| Strongly disagree | 6% |
| Don't know | 3% |
| <i>Agree (Net)</i> | <i>74%</i> |
| <i>Disagree (Net)</i> | <i>22%</i> |

b. It is important to me to feel productive each day

| | Total |
|-----------------------|--------------|
| Strongly agree | 37% |
| Somewhat agree | 47% |
| Somewhat disagree | 11% |
| Strongly disagree | 3% |
| Don't know | 2% |
| <i>Agree (Net)</i> | <i>84%</i> |
| <i>Disagree (Net)</i> | <i>14%</i> |

c. Time spent on leisure or free time is time wasted

| | Total |
|-----------------------|--------------|
| Strongly agree | 6% |
| Somewhat agree | 14% |
| Somewhat disagree | 30% |
| Strongly disagree | 47% |
| Don't know | 3% |
| <i>Agree (Net)</i> | <i>20%</i> |
| <i>Disagree (Net)</i> | <i>77%</i> |

d. I feel like I never have enough time to accomplish everything I want to

| | Total |
|-----------------------|--------------|
| Strongly agree | 22% |
| Somewhat agree | 32% |
| Somewhat disagree | 24% |
| Strongly disagree | 19% |
| Don't know | 3% |
| <i>Agree (Net)</i> | <i>55%</i> |
| <i>Disagree (Net)</i> | <i>43%</i> |





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2. How much do you agree or disagree with the following statements? *(Continued)*

e. I feel guilty when I feel I am wasting time

| | Total |
|-----------------------|--------------|
| Strongly agree | 21% |
| Somewhat agree | 37% |
| Somewhat disagree | 25% |
| Strongly disagree | 15% |
| Don't know | 3% |
| <i>Agree (Net)</i> | <i>58%</i> |
| <i>Disagree (Net)</i> | <i>40%</i> |

3. On a typical day, how many screen devices do you have running at once (e.g., TVs, computers, laptops, monitors)? Select the answer that best represents your typical day.

| | Total |
|---------------------|--------------|
| I don't use screens | 4% |
| 1-2 | 74% |
| 3-5 | 19% |
| 6 or more | 2% |

4. When you watch content on a screen, where do you tend to watch it most? For each type of content below, please select the device you typically use.

a. TV Series

| | Total |
|---------------------------------------|--------------|
| Television | 77% |
| Laptop | 5% |
| Tablet | 4% |
| Mobile phone | 7% |
| Computer monitor | 3% |
| None of these; I don't watch/use this | 4% |

b. Movies

| | Total |
|---------------------------------------|--------------|
| Television | 78% |
| Laptop | 7% |
| Tablet | 3% |
| Mobile phone | 5% |
| Computer monitor | 4% |
| None of these; I don't watch/use this | 3% |



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4. When you watch content on a screen, where do you tend to watch it most? For each type of content below, please select the device you typically use. *(Continued)*

c. Video games

| | Total |
|---------------------------------------|-------|
| Television | 17% |
| Laptop | 7% |
| Tablet | 8% |
| Mobile phone | 21% |
| Computer monitor | 9% |
| None of these; I don't watch/use this | 37% |

d. Social media

| | Total |
|---------------------------------------|-------|
| Television | 5% |
| Laptop | 9% |
| Tablet | 8% |
| Mobile phone | 57% |
| Computer monitor | 8% |
| None of these; I don't watch/use this | 12% |

e. Music videos/concerts

| | Total |
|---------------------------------------|-------|
| Television | 25% |
| Laptop | 9% |
| Tablet | 6% |
| Mobile phone | 25% |
| Computer monitor | 7% |
| None of these; I don't watch/use this | 29% |

f. Immersive media/Virtual reality

| | Total |
|---------------------------------------|-------|
| Television | 13% |
| Laptop | 5% |
| Tablet | 4% |
| Mobile phone | 8% |
| Computer monitor | 6% |
| None of these; I don't watch/use this | 63% |

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5. Which of the following, if any, do you find most worrying when thinking about your own leisure or free time? Select up to three.

| | Total |
|---|-------|
| Feeling like I'm not being productive | 34% |
| Being able to afford vacations | 29% |
| Being bored if I'm not doing something | 26% |
| Being able to afford my hobbies | 26% |
| [IF EMPLOYED] Being able to manage my workload to actually use paid time off | 21% |
| Having enough time for my hobbies | 21% |
| [IF EMPLOYED] Being able to take enough time off work for a vacation | 18% |
| Finding enough to watch on my streaming services or cable | 13% |
| Getting sick while I'm away from home | 13% |
| Choosing the "wrong" vacation destination that doesn't live up to your dreams | 9% |
| Other | 2% |
| None of these | 15% |

6. How likely, if at all, do you think the following are to happen in the next five years?

Total Likely Summary

| | Total |
|--|-------|
| Higher costs or inflation will make planning my vacations more difficult | 74% |
| I will have more things I'll want to fill my time with | 67% |
| I will have more free time to spend relaxing | 58% |
| Climate change will make planning vacations more difficult (i.e., potential destinations, times of year to travel, etc.) | 50% |
| I will have less time with friends and family | 40% |

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6. How likely, if at all, do you think the following are to happen in the next five years? (*Continued*)

a. I will have more free time to spend relaxing

| | Total |
|-------------------------|--------------|
| Very likely | 20% |
| Somewhat likely | 38% |
| Not very likely | 24% |
| Not at all likely | 9% |
| Don't know | 9% |
| <i>Likely (Net)</i> | 58% |
| <i>Not Likely (Net)</i> | 33% |

b. I will have less time with friends and family

| | Total |
|-------------------------|--------------|
| Very likely | 13% |
| Somewhat likely | 27% |
| Not very likely | 33% |
| Not at all likely | 19% |
| Don't know | 9% |
| <i>Likely (Net)</i> | 40% |
| <i>Not Likely (Net)</i> | 51% |

c. Higher costs or inflation will make planning my vacations more difficult

| | Total |
|-------------------------|--------------|
| Very likely | 36% |
| Somewhat likely | 38% |
| Not very likely | 14% |
| Not at all likely | 6% |
| Don't know | 6% |
| <i>Likely (Net)</i> | 74% |
| <i>Not Likely (Net)</i> | 20% |

d. Climate change will make planning vacations more difficult (i.e., potential destinations, times of year to travel, etc.)

| | Total |
|-------------------------|--------------|
| Very likely | 16% |
| Somewhat likely | 33% |
| Not very likely | 22% |
| Not at all likely | 19% |
| Don't know | 9% |
| <i>Likely (Net)</i> | 50% |
| <i>Not Likely (Net)</i> | 41% |

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6. How likely, if at all, do you think the following are to happen in the next five years? (*Continued*)

e. I will have more things I'll want to fill my time with

| | Total |
|-------------------------|------------|
| Very likely | 21% |
| Somewhat likely | 46% |
| Not very likely | 18% |
| Not at all likely | 5% |
| Don't know | 10% |
| <i>Likely (Net)</i> | <i>67%</i> |
| <i>Not Likely (Net)</i> | <i>23%</i> |

7. Thinking about how you spend your leisure or free time today, to what extent do you agree or disagree with the following statements?

Total Agree Summary

| | Total |
|--|-------|
| I spend too much time on screens (i.e., phone, tablet, TV, etc.) | 54% |
| [IF EMPLOYED] If I worked one hour <u>less</u> every day my work life would be more balanced | 48% |
| I find it difficult to "unplug" | 44% |
| [IF EMPLOYED] If I worked one hour <u>more</u> every day my work life would be more balanced | 31% |
| I have too many hobbies | 23% |
| [IF MARRIED OR LIVING WITH PARTNER] My spouse/partner thinks I spend too much time on my hobbies | 21% |
| [IF MARRIED OR LIVING WITH PARTNER] My spouse/partner thinks I spend too much money on my hobbies | 21% |

a. I spend too much time on screens (i.e., phone, tablet, TV, etc.)

| | Total |
|-----------------------|------------|
| Strongly agree | 14% |
| Somewhat agree | 41% |
| Somewhat disagree | 25% |
| Strongly disagree | 17% |
| Don't know | 3% |
| <i>Agree (Net)</i> | <i>54%</i> |
| <i>Disagree (Net)</i> | <i>42%</i> |

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7. Thinking about how you spend your leisure or free time today, to what extent do you agree or disagree with the following statements? (*Continued*)

b. I have too many hobbies

| | Total |
|-----------------------|--------------|
| Strongly agree | 8% |
| Somewhat agree | 15% |
| Somewhat disagree | 32% |
| Strongly disagree | 42% |
| Don't know | 3% |
| <i>Agree (Net)</i> | <i>23%</i> |
| <i>Disagree (Net)</i> | <i>74%</i> |

c. **[IF MARRIED OR LIVING WITH PARTNER]** My spouse/partner thinks I spend too much time on my hobbies

| | Total (N=570) |
|-----------------------|--------------------------|
| Strongly agree | 5% |
| Somewhat agree | 16% |
| Somewhat disagree | 30% |
| Strongly disagree | 42% |
| Don't know | 7% |
| <i>Agree (Net)</i> | <i>21%</i> |
| <i>Disagree (Net)</i> | <i>72%</i> |

d. **[IF MARRIED OR LIVING WITH PARTNER]** My spouse/partner thinks I spend too much money on my hobbies

| | Total (N=570) |
|-----------------------|--------------------------|
| Strongly agree | 6% |
| Somewhat agree | 14% |
| Somewhat disagree | 31% |
| Strongly disagree | 44% |
| Don't know | 5% |
| <i>Agree (Net)</i> | <i>21%</i> |
| <i>Disagree (Net)</i> | <i>74%</i> |

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7. Thinking about how you spend your leisure or free time today, to what extent do you agree or disagree with the following statements? (*Continued*)

e. I find it difficult to “unplug”

| | Total |
|-----------------------|--------------|
| Strongly agree | 13% |
| Somewhat agree | 31% |
| Somewhat disagree | 26% |
| Strongly disagree | 25% |
| Don't know | 5% |
| <i>Agree (Net)</i> | <i>44%</i> |
| <i>Disagree (Net)</i> | <i>51%</i> |

f. **[IF EMPLOYED]** If I worked one hour less every day my work life would be more balanced

| | Total (N=601) |
|-----------------------|--------------------------|
| Strongly agree | 14% |
| Somewhat agree | 34% |
| Somewhat disagree | 29% |
| Strongly disagree | 16% |
| Don't know | 6% |
| <i>Agree (Net)</i> | <i>48%</i> |
| <i>Disagree (Net)</i> | <i>46%</i> |

g. **[IF EMPLOYED]** If I worked one hour more every day my work life would be more balanced

| | Total (N=601) |
|-----------------------|--------------------------|
| Strongly agree | 8% |
| Somewhat agree | 22% |
| Somewhat disagree | 33% |
| Strongly disagree | 30% |
| Don't know | 7% |
| <i>Agree (Net)</i> | <i>31%</i> |
| <i>Disagree (Net)</i> | <i>62%</i> |

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8. When thinking of your day-to-day hobbies, what are your top priorities? Select up to three.

| | Total |
|---|--------------|
| Avoiding boredom | 43% |
| Expressing myself creatively | 38% |
| Connecting with others, meeting people | 35% |
| Disconnecting from my reality | 29% |
| Exploring other places and cultures | 29% |
| Giving back to my community | 20% |
| Competing (e.g. organized sports leagues, gaming, dance competitions, etc.) | 11% |
| Other | 7% |

9. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

| | Total |
|--|--------------|
| I usually find myself refreshed at the end of a vacation | 53% |
| I usually find myself tired at the end of a vacation | 47% |

| | Total |
|---|--------------|
| I don't spend enough time on my hobbies | 78% |
| I spend too much time on my hobbies | 22% |

| | Total |
|--|--------------|
| Climate change will make some places less desirable to visit in the next few years | 60% |
| Climate change won't impact travel and tourism in the next few years | 40% |

| | Total |
|---|--------------|
| I do my hobbies when I get a chance | 61% |
| I prioritize making time for my hobbies | 39% |

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9. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

| | Total |
|---|--------------|
| There will be more wars and conflict in the future | 76% |
| There will be fewer wars and conflict in the future | 24% |

| | Total |
|--|--------------|
| I prefer to spend most of my free time alone | 54% |
| I prefer to spend most of my free time with others | 46% |

| | Total |
|--|--------------|
| I'd rather spend my free time in real spaces | 83% |
| I'd rather spend my free time in immersive or virtual spaces | 17% |

| | Total |
|---|--------------|
| I set aside funds or a budget for my hobbies | 58% |
| I see my hobbies as a potential way to earn money | 42% |

| | Total |
|--------------------------|--------------|
| AI will make life easier | 57% |
| AI will make life harder | 43% |

| [IF EMPLOYED] | Total (N=601) |
|---|--------------------------|
| A four-day work week would make my life more balanced | 76% |
| A four-day work week would make my life less balanced | 24% |



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About the Study

These are some of the findings of an Ipsos poll conducted between June 17 – 19, 2024. For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a 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 2021 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 non-probability 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 3.6 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=1,122, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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About Ipsos

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