

Psychographics | Hobbies & Interests | Bucket list

*Which, if any, items **do you have on** your bucket list (things you want to do before you die)? Please select all that apply.*

<u>Bucket list</u>	All
Get healthier/ lose weight	41%
See a natural wonder	28%
Do an extreme sport (e.g. bungee jump/sky dive)	12%
Get married (Bucket list)	22%
Have children	17%
Learn a new language (including computer languages)	19%
Achieve a wealth goal (e.g. pay off a student loan)	29%
Travel to an exotic location	35%
Complete an act of physical endurance/strength (e.g. complete a marathon, or scale a mountain)	11%
Attend a particular music festival	12%
Meet a particular celebrity	13%
Change someone's life for the better	27%
Start my own business	15%
Invent something	10%
Own my own home	27%
Write a novel	12%
Something else (Bucket list)	5%
Don't know (Bucket list)	9%
Not applicable - I don't have a bucket list (Bucket list)	0%
Unweighted N	6904

Weight: Residents of the USA aged 18+
 Filters: bucket list - exclude na

<u>Bucket list</u>	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	All
Get healthier/ lose weight	38%	38%	43%	46%	42%	41%
See a natural wonder	34%	30%	25%	26%	12%	28%
Do an extreme sport (e.g. bungee jump/sky dive)	24%	17%	8%	4%	2%	12%
Get married (Bucket list)	37%	33%	14%	8%	5%	22%
Have children	32%	28%	8%	4%	6%	17%
Learn a new language (including computer languages)	28%	24%	17%	13%	7%	19%
Achieve a wealth goal (e.g. pay off a student loan)	41%	35%	27%	20%	9%	29%
Travel to an exotic location	35%	35%	36%	34%	19%	35%
Complete an act of physical endurance/strength (e.g. complete a marathon, or scale a mountain)	31%	15%	7%	4%	1%	11%
Attend a particular music festival	22%	13%	9%	10%	6%	12%
Meet a particular celebrity	21%	14%	12%	11%	7%	13%
Change someone's life for the better	24%	26%	25%	30%	32%	27%
Start my own business	20%	19%	16%	9%	4%	15%
Invent something	9%	12%	9%	8%	4%	10%
Own my own home	37%	34%	25%	17%	8%	27%
Write a novel	15%	12%	12%	10%	7%	12%
Something else (Bucket list)	4%	3%	4%	8%	13%	5%
Don't know (Bucket list)	7%	8%	10%	9%	14%	9%
Not applicable - I don't have a bucket list (Bucket list)	0%	0%	0%	0%	0%	0%
Unweighted N	179	2035	1957	2409	324	6904

Weight
Filters

Weight: Residents of the USA aged 18+
which items have - exclude NA