

# Life's Ultimate To-Do List

## Survey Results and Highlights



### What's on top of consumers' ultimate to-do lists?

That was the question Hilton Garden Inn sought to answer through its Life's Ultimate To-Do List survey.\* The findings suggest that the majority of Americans have some type of ultimate to-do list, either in their head or written down, with travel topping most lists. And while the average number of goals on a to-do list is 11, many Americans are not confident in their ability to check everything off their list due to lack of money, not enough time off of work and the simple fact that they've never gotten around to it.

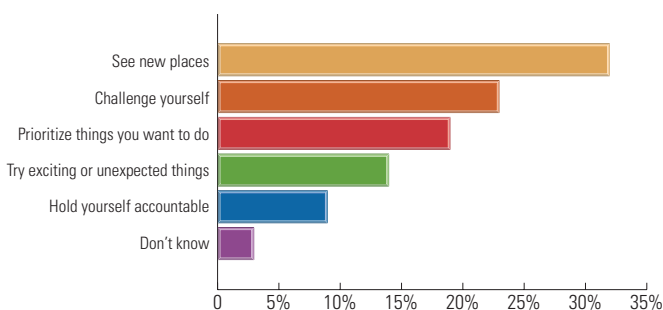
### KEY SURVEY FINDINGS

- **The majority of Americans have an ultimate to-do list** (69%), either in their head (58%) or written down (11%) and **over 70% agree it is important for people to have a list of things they want to accomplish in life.**
- **11 is the magic number!** The average number of goals on an ultimate to-do list is 11, and 41% of people with lists have at least ten items on it.
- **Packing a swimsuit or a parka?** Travel tops Americans' lists of ultimate lifetime to-do's with 83% saying traveling to a special destination is one of the items on their list. Top U.S. travel destinations include Hawaii and Alaska.

**32%**  
of respondents say the main reason they created their ultimate to-do list was to  
**"see new places"**

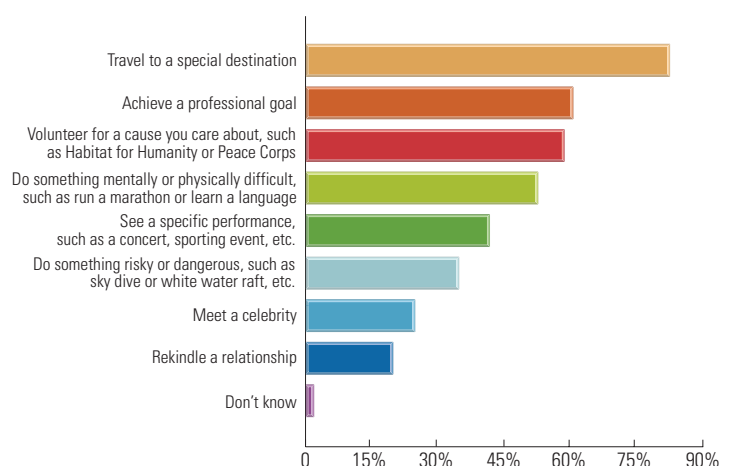
- **Why take the time?** 32 percent say the main reason they created their ultimate to-do list was 'to see new places.' Wanting to challenge themselves (23%) and prioritizing the things they want to do (19%) are other common reasons Americans create ultimate to-do lists.

**What is the number one reason you created an ultimate "to-do" list?**



- **Saving the world or finding your college sweetheart?** In addition to travel, popular goals on ultimate to-do lists include achieving a professional goal (61%), volunteering for a cause (59%) and doing something mentally or physically difficult (53%). Also, **one out of every five people surveyed said rekindling a former romance was a goal on their list.**

**What types of things are on your ultimate "to-do" list?**



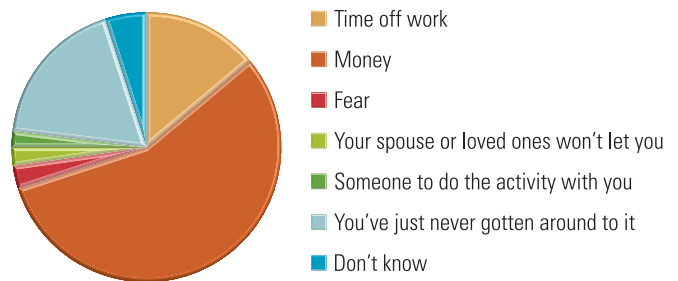
# Life's Ultimate To-Do List

## Survey Results and Highlights

### KEY SURVEY FINDINGS

- **What's holding people back?** Many Americans (41%) are not confident in their ability to check everything off their list in their lifetime with 56% admitting that lack of money is the number one thing preventing them from checking items off their list. **Only 28% believe they will be able to check off the next item on their list within the next year.**
- **Flying Solo?** 76 percent of Americans with an ultimate to-do list hope to carry out their number one goal with another person. Most often people want to accomplish it with their spouse or partner (40%) or with other family members (22%).

### What is the number one thing preventing you from completing items on your ultimate "to-do" list?



# 56%

admit that  
**lack of money**

is the number one thing preventing them from checking items off their list

### BREAKING IT DOWN BY AGE, GENDER AND REGION:

- **Younger Americans see more value in having an ultimate to do list than older Americans.**
  - 18-34 year olds (75%) and 35-44 year olds (79%) are much more likely to have to-do lists than 55-64 year olds (62%) and those 65 or older (52%).
  - **Three-quarters of 18-34 year olds would use an extra \$5,000 to experience something on their to-do list (74%).** Americans 35 years or older are much less likely to do the same (52%).
- **Though men and women generally have similar attitudes about to-do lists, the survey found that there were a few key differences.**
  - **Men are more likely to have something risky or dangerous on their ultimate to-do list than women (43% compared to 28%),** and women are more interested in volunteering for a cause than men (65% compared to 53%).
  - Men are more pessimistic about completing their list, as 20 percent say it is unlikely they will complete their to-do list in its entirety, compared to just 8 percent of women.
- **Americans living in the West are more daring when it comes to ultimate to-do lists than those living in other regions of the country.**
  - Americans living in the West are much more likely to want to do something mentally or physically challenging (73%) and to try something risky or dangerous (50%) than the average American with a to-do list (53%, and 35% respectively).
  - **41 percent of Americans living in the West say they will accomplish their next goal within the year** compared to 21 percent in the Midwest, 26 percent in the South, and 27 percent in the Northeast.

For more information, contact:

**Dawn Ray**

(901) 374-5954

dawn.ray@hilton.com

**Rachel Shell**

(310) 312-2265

rachel.shell@emanatepr.com



<http://www.hgimediacycenter.com/ultimatetodolist>

\* To better understand Americans' attitudes and behaviors related to ultimate to-do lists, the Ketchum Global Research Network conducted an omnibus survey of Americans, 18 years of age and older. ORC international fielded the telephone survey among a nationally representative sample of 1,011 Americans over the age of 18. Interviewing for these CARAVAN® Surveys was completed between April 21 and April 24, 2011. Results have a margin of error of +/- 3.1% at the 95% confidence level.