



Bubble Wrap® “Pop” Poll Stress Survey Findings:
A Breakdown Of The Stress That Is Making Americans “Pop”

Money Still Has Americans on the Bubble

- The need for eternal stress relief is so strong that 69% of workers would be quick to take a pay cut to ensure that they’d never be stressed on the job again.
- 36% of these people would reduce their salaries by 20% or more to have less stress.
- 65% of the nation’s workers who have ever been stressed often feel this way about work.
- More male than female workers (72% vs. 66%) are open to a salary reduction for eternal stress relief at the office.
- 69% of Americans confess that finances are stressing them out right now, with more women than men (71% vs. 66%) and more 18-49-year-olds than those 50+ (74% vs. 60%) owning up to this fact.

Can Money Buy You Happiness?

- 71% can place a dollar value on being stress-free, as they’re able to name some amount of money that they’d need to have in the bank in order to feel stress-free.
- 35% of these people would need a million dollars or more to feel stress-free.
- 35% of Americans said they would only need less than one million dollars in the bank to feel stress-free.

“Pop” Out Those Knots

- Surveyed results reveal that just over one minute of popping Bubble Wrap® provides stress relief equivalent to a 33 minute massage.

The United States of Stress

- 50% of Americans believe that a lottery win is more likely in their lifetimes than being stress-free forever.
- 32% believe that our national debt being cleared in ten years is more likely than a life without stress; 31% believe healthcare coverage for all Americans in five years is more likely.

Stress Hits Home

- 38% of Americans would rather they never encounter an ounce of stress again than win a new home worth 100 million dollars.
- 77% of Americans say they are as stressed or more stressed now than one year ago and 71% say they are as stressed or more stressed now than five years ago.
- Younger people in the 18-49 age group are more likely than their elders to be instantly stressed out about events like a fight with close friends (62% vs. 51%), missing a flight

(56% vs. 47%), a hotel losing a reservation (42% vs. 34%) or even lacking change for a parking meter (31% vs. 14%).

- 81% of Americans admit that running late to an important event or meeting would stress them out. 47% of these folks would only have to be five minutes behind or less to feel this way.

Technology Adding More Stress

- Americans are more dependent on technology than ever and a majority of the nation (66%) would stress when their computers crash.
- Technology takes two of the top three spots on a list of things that could spike up American's stress levels and six of the top 15.

Blue Is Better!

- 43% of said the country says that the most relaxing or soothing color is Blue.

A "Pop" A Day Keeps The Stress Away

- Recent Bubble Wrap® poppers are less likely to be stressed out by unpredictable events when traveling, such as missing a flight (52% vs. 59%) or hotels losing their reservation (39% vs. 43%).
- Bubble Wrap®-popping Americans who have done this in the last seven days are less stressed about their health than those without as much recent Bubble Wrap® experience (34% vs. 40%).
- 39% of people say that it's a quick action, not a lengthy activity that has a better shot at easing their stress.
- More men than women (44% vs. 35%) agree that a brief activity is a better stress reliever than something that requires more time.

America Needs Some "Pop" Relief

- 36% of Northeasterners are likely to feel stressed more than 10 times in an average month, while 26% of the rest of the nation owns up to this frequency. This makes the Northeast region the most frequently stressed and most often to have spikes in stress in America.
- Over half (53%) of Southerners admit they're more stressed now than they were a year ago, compared to 48% of those in other regions.
- More Americans in the West than the rest of the country admit they're stressed about politics (29% vs. 20%) and their love lives (24% vs. 18%) right now.

Don't Pop Alone, Try A Famous Friend!

- 26% of Americans say they'd most enjoy popping Bubble Wrap® with Ellen DeGeneres with Will Farrell coming in second with 18% of the vote. Taylor Swift (14%), Kelly Ripa (12%) and Neil Patrick Harris (8%) round out the top five celebrities Americans want to pop Bubble Wrap® with.