

October 29th, 2017

## BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.  
No information contained within this spreadsheet may be published without the consent of YouGov plc.



## EDITOR'S NOTES - all press releases should contain then following information:

All figures, unless otherwise stated, are from YouGov Plc. The data collection was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner

Any percentages calculated on bases fewer than 50 respondents should not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable.

## Understanding tables:

The output tables will have headings as follows, click on any heading to sort by that heading. The default order is Z score.

### Row definitions:

<b>Answer</b>	This is the answer option where applicable, so yes/no, like/dislike etc.
<b>Base size</b>	The number of people who are in the target group and had the opportunity to answer the question/watch the programme/like the object on Facebook.
<b>Category</b>	This is the category of data point based on the definition tree.
<b>Column %</b>	The percentage of the column group to whom the answer in the row applies. i.e. what % of the column group meet the row response?
<b>Entity</b>	The actual data point e.g. Vodafone, Eastenders or Male.
<b>Index</b>	A standard index score. That is calculated as (target %/control %) x 100.
<b>Market size estimate</b>	Estimated number of GB 18+ adults that meet the criteria within the target group. The method for this involves multiplying the GB nat rep incidence of the data point by 48 million to produce an estimated population figure.
<b>Row %</b>	The percentage of the target group to whom the answer applies.
<b>Variable</b>	Second level of definition, e.g. awareness (of brands), genre (of TV programmes) etc.
<b>Z-score</b>	The score used to determine how differentiated the two groups are. The bigger a positive score, the more likely that the data point is true of the target group more frequently than the control group. See the FAQ for more information on Z scores and how they are calculated.

YouGov plc makes every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email [profiles-support@yougov.com](mailto:profiles-support@yougov.com)



## BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2276 adults. Fieldwork was undertaken between 18th - 22nd August 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Number of Columns: 3  
 Number of Rows: 16

**YouGov Profiles**

Category	Variable	Entity	Stats	NATREP
Demographics / Household and Family	Household type: I live alone*	Yes	Column %	17
Demographics / Household and Family	Household type: I live alone*	Yes	Base Size	27673
Demographics / Household and Family	Household type: Living with a spouse or partner*	Yes	Column %	51
Demographics / Household and Family	Household type: Living with a spouse or partner*	Yes	Base Size	27673
Demographics / Household and Family	Household type: Living with friend(s) or housemate(s)*	Yes	Column %	6
Demographics / Household and Family	Household type: Living with friend(s) or housemate(s)*	Yes	Base Size	27673
Demographics / Household and Family	Household type: Living with parent(s)*	Yes	Column %	16
Demographics / Household and Family	Household type: Living with parent(s)*	Yes	Base Size	27673
Demographics / Household and Family	Household type: Living with brother(s) or sister(s)*	Yes	Column %	7
Demographics / Household and Family	Household type: Living with brother(s) or sister(s)*	Yes	Base Size	27673
Demographics / Household and Family	Household type: Living with child(ren) who are over 18*	Yes	Column %	9
Demographics / Household and Family	Household type: Living with child(ren) who are over 18*	Yes	Base Size	27673
Demographics / Household and Family	Household type: Living with child(ren) who are below 18*	Yes	Column %	19
Demographics / Household and Family	Household type: Living with child(ren) who are below 18*	Yes	Base Size	27673
Demographics / Household and Family	Household type: Living with other adult family members, e.g., Grandparents, Cousins, etc.*	Yes	Column %	4
Demographics / Household and Family	Household type: Living with other adult family members, e.g., Grandparents, Cousins, etc.*	Yes	Base Size	27673
Demographics / Household and Family	Household type: None of these*	Yes	Column %	3
Demographics / Household and Family	Household type: None of these*	Yes	Base Size	27673
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own outright (i.e., don't have a mortgage)	Column %	19
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own outright (i.e., don't have a mortgage)	Base Size	41369
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own, but with a mortgage	Column %	32
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own, but with a mortgage	Base Size	41369
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living in housing owned by a government agency	Column %	2
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living in housing owned by a government agency	Base Size	41369
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Renting from a private landlord (including parents or guardian)	Column %	29
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Renting from a private landlord (including parents or guardian)	Base Size	41369
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living rent free (e.g., living with parents or guardian)	Column %	11
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living rent free (e.g., living with parents or guardian)	Base Size	41369
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Other	Column %	5
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Other	Base Size	41369
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Don't know	Column %	3
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Don't know	Base Size	41369

<b>Middle-income millennials: True</b>	<b>Middle-income Gen X: True</b>	<b>Middle-income 50+: True</b>
11	12	14
2325	2587	6653
47	68	73
2325	2587	6653
10	4	2
2325	2587	6653
29	8	3
2325	2587	6653
11	2	2
2325	2587	6653
3	12	15
2325	2587	6653
26	45	9
2325	2587	6653
4	2	2
2325	2587	6653
1	0	0
2325	2587	6653
11	13	30
3069	3857	9663
27	48	49
3069	3857	9663
2	1	0
3069	3857	9663
36	31	17
3069	3857	9663
20	4	2
3069	3857	9663
3	2	3
3069	3857	9663
1	1	0
3069	3857	9663

## Middle income millennials careers

Target group: (Demographics / Household economics / Family income\* equal to \$40,000 - \$49,999 or Demographics / Household economics / Family income\* equal to \$70,000 - \$79,999 or Demographics / Household economics / Family income\* equal to \$80,000 - \$89,999)  
 Control group: National Representation (n. 199813)

Number of Columns: 14

Number of Rows: 24

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index	Control group %
Demographics / Work and Education	NAICS Industry Code*		Engineering, Computer-Related Design, and Architecture	3	5453	7.23	215	2
Demographics / Work and Education	NAICS Industry Code*		Education	8	5453	6.92	150	5
Demographics / Work and Education	NAICS Industry Code*		Finance, Accounting, and Consulting	4	5453	6.76	189	2
Demographics / Work and Education	NAICS Industry Code*		Health Care and Social Assistance	6	5453	6.15	148	4
Demographics / Work and Education	NAICS Industry Code*		Media, Communications, and Digital Entertainment	2	5453	5.32	186	1
Demographics / Work and Education	NAICS Industry Code*		Retail Trade	6	5453	5.14	140	4
Demographics / Work and Education	NAICS Industry Code*		Research	2	5453	5.11	209	1
Demographics / Work and Education	NAICS Industry Code*		Maintenance and Repair Services	2	5453	4.83	189	1
Demographics / Work and Education	NAICS Industry Code*		Construction	3	5453	3.71	142	2
Demographics / Work and Education	NAICS Industry Code*		Non-profit, Community, Religious and Social Service Organizations	2	5453	3.57	147	2
Demographics / Work and Education	NAICS Industry Code*		Agriculture, Forestry, Fishing and Hunting	1	5453	3.42	176	1
Demographics / Work and Education	NAICS Industry Code*		Government	3	5453	2.58	124	3
Demographics / Work and Education	NAICS Industry Code*		Insurance	1	5453	2.57	145	1
Demographics / Work and Education	NAICS Industry Code*		Law and Legal Services	2	5453	2.52	137	1
Demographics / Work and Education	NAICS Industry Code*		Personal Care and Services	1	5453	2.09	131	1
Demographics / Work and Education	NAICS Industry Code*		Wholesale Trade	1	5453	1.82	135	1
Demographics / Work and Education	NAICS Industry Code*		Arts, Entertainment, and Recreation	1	5453	1.62	123	1
Demographics / Work and Education	NAICS Industry Code*		Restaurant, Travel and Lodging	2	5453	1.25	113	2
Demographics / Work and Education	NAICS Industry Code*		Manufacturing	3	5453	1.24	110	3
Demographics / Work and Education	NAICS Industry Code*		Other	6	5453	1.17	107	5
Demographics / Work and Education	NAICS Industry Code*		Mining, Oil and Gas Extraction, and Utilities	1	5453	0.68	112	1
Demographics / Work and Education	NAICS Industry Code*		Transportation and Warehousing	2	5453	-0.37	96	2
Demographics / Work and Education	NAICS Industry Code*		Real Estate, Rental, and Leasing	1	5453	-0.39	93	1
Demographics / Work and Education	NAICS Industry Code*		Not applicable – I am currently not employed	37	5453	-26.55	67	55

Control group base	Diff	Market Size Estimate	Upper Confidence Interval	Lower Confidence Interval
83894	1.78	873185	1014683	735842
83894	2.54	2006814	2228332	1791451
83894	1.76	985046	1135994	838500
83894	2.09	1698272	1900691	1501551
83894	1.12	632878	752014	517294
83894	1.65	1499529	1688796	1315638
83894	0.92	460614	561244	363026
83894	0.91	505267	610957	402759
83894	0.85	746599	876720	620329
83894	0.73	601820	717806	489301
83894	0.50	302095	382641	224019
83894	0.62	829903	967599	696260
83894	0.39	326013	409854	244738
83894	0.43	416253	511631	323769
83894	0.34	380344	471282	292174
83894	0.23	233301	303638	165139
83894	0.25	344675	431010	260977
83894	0.24	553080	663970	445517
83894	0.30	872809	1014274	735498
83894	0.37	1476797	1664511	1294421
83894	0.07	158028	215430	102418
83894	-0.07	406601	500803	315259
83894	-0.06	195298	259394	133193
83894	-17.95	9727089	10230758	9234606

0,000 - \$99,999 or Demographics / Household economics / Family income\* equal to \$100,000 - \$119,999) and Demographics / Age and gender / Age (media) 18-34 / 35-49 / 50-64 / 65+\* equal to 18-34 (Millennials)) (n. 10158)

## Middle income gen x careers

Target group: (Demographics / Household economics / Family income\* equal to \$40,000 - \$49,999 or Demographics / Household economics / Family income\* equal to \$70,000 - \$79,999 or Demographics / Household economics / Family income\* equal to \$80,000 - \$89,999)  
 Control group: National Representation (n. 199813)

Number of Columns: 14

Number of Rows: 24

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index	Control group %
Demographics / Work and Education	NAICS Industry Code*		Education	10	6670	12.63	192	5
Demographics / Work and Education	NAICS Industry Code*		Health Care and Social Assistance	8	6670	10.39	180	4
Demographics / Work and Education	NAICS Industry Code*		Construction	4	6670	9.33	219	2
Demographics / Work and Education	NAICS Industry Code*		Government	5	6670	9.23	199	3
Demographics / Work and Education	NAICS Industry Code*		Manufacturing	6	6670	8.84	184	3
Demographics / Work and Education	NAICS Industry Code*		Transportation and Warehousing	3	6670	7.75	207	2
Demographics / Work and Education	NAICS Industry Code*		Finance, Accounting, and Consulting	4	6670	7.08	183	2
Demographics / Work and Education	NAICS Industry Code*		Non-profit, Community, Religious and Social Service Organizations	3	6670	6.41	186	2
Demographics / Work and Education	NAICS Industry Code*		Other	7	6670	6.28	139	5
Demographics / Work and Education	NAICS Industry Code*		Insurance	2	6670	6.25	224	1
Demographics / Work and Education	NAICS Industry Code*		Engineering, Computer-Related Design, and Architecture	3	6670	5.95	178	2
Demographics / Work and Education	NAICS Industry Code*		Law and Legal Services	2	6670	5.34	182	1
Demographics / Work and Education	NAICS Industry Code*		Retail Trade	5	6670	4.67	133	4
Demographics / Work and Education	NAICS Industry Code*		Real Estate, Rental, and Leasing	1	6670	4.45	182	1
Demographics / Work and Education	NAICS Industry Code*		Media, Communications, and Digital Entertainment	2	6670	4.23	157	1
Demographics / Work and Education	NAICS Industry Code*		Arts, Entertainment, and Recreation	2	6670	3.57	152	1
Demographics / Work and Education	NAICS Industry Code*		Mining, Oil and Gas Extraction, and Utilities	1	6670	2.91	162	1
Demographics / Work and Education	NAICS Industry Code*		Research	1	6670	2.60	141	1
Demographics / Work and Education	NAICS Industry Code*		Personal Care and Services	1	6670	2.27	130	1
Demographics / Work and Education	NAICS Industry Code*		Wholesale Trade	1	6670	2.03	135	1
Demographics / Work and Education	NAICS Industry Code*		Maintenance and Repair Services	1	6670	1.46	119	1
Demographics / Work and Education	NAICS Industry Code*		Agriculture, Forestry, Fishing and Hunting	1	6670	0.60	108	1
Demographics / Work and Education	NAICS Industry Code*		Restaurant, Travel and Lodging	2	6670	0.47	104	2
Demographics / Work and Education	NAICS Industry Code*		Not applicable – I am currently not employed	25	6670	-54.93	45	55



Control group base	Diff	Market Size Estimate	Upper Confidence Interval	Lower Confidence Interval
83894	4.69	2388324	2606610	2176064
83894	3.50	1920908	2114521	1732757
83894	2.37	1064652	1204715	928732
83894	2.52	1234224	1386076	1086817
83894	2.53	1353360	1513075	1198286
83894	1.74	818704	940099	700962
83894	1.65	887903	1014771	764833
83894	1.34	706537	818610	597865
83894	2.05	1782240	1968031	1601726
83894	1.06	466694	556327	379840
83894	1.21	673718	782944	567815
83894	0.95	514021	608424	422530
83894	1.32	1314331	1471505	1161736
83894	0.66	355746	433272	280652
83894	0.74	496507	589168	406709
83894	0.56	395361	477379	315903
83894	0.33	211099	269894	154183
83894	0.35	288535	357893	221371
83894	0.33	351591	428632	276966
83894	0.23	217320	277021	159524
83894	0.19	295025	365205	227061
83894	0.05	172799	225717	121581
83894	0.07	472496	562724	385062
83894	-30.46	5988411	6348330	5637217

0,000 - \$99,999 or Demographics / Household economics / Family income\* equal to \$100,000 - \$119,999) and Demographics / Age and gender / Age (media) 18-34 / 35-49 / 50-64 / 65+\* equal to 35-49 (Generation X)) (n. 10778)

## Middle income 50+ careers

Target group: (Demographics / Household economics / Family income\* equal to \$40,000 - \$49,999 or Demographics / Household economics / Family income\* equal to \$70,000 - \$79,999 or Demographics / Household economics / Family income\* equal to \$80,000 - \$89,999)  
 Control group: National Representation (n. 199813)

Number of Columns: 14

Number of Rows: 24

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index	Control group %
Demographics / Work and Education	NAICS Industry Code*		Not applicable – I am currently not employed	58	21593	7.10	105	55
Demographics / Work and Education	NAICS Industry Code*		Manufacturing	4	21593	4.61	121	3
Demographics / Work and Education	NAICS Industry Code*		Transportation and Warehousing	2	21593	4.57	130	2
Demographics / Work and Education	NAICS Industry Code*		Government	3	21593	3.75	119	3
Demographics / Work and Education	NAICS Industry Code*		Maintenance and Repair Services	1	21593	1.95	115	1
Demographics / Work and Education	NAICS Industry Code*		Wholesale Trade	1	21593	1.49	114	1
Demographics / Work and Education	NAICS Industry Code*		Insurance	1	21593	1.25	110	1
Demographics / Work and Education	NAICS Industry Code*		Mining, Oil and Gas Extraction, and Utilities	1	21593	1.22	112	1
Demographics / Work and Education	NAICS Industry Code*		Other	5	21593	0.77	102	5
Demographics / Work and Education	NAICS Industry Code*		Real Estate, Rental, and Leasing	1	21593	0.06	100	1
Demographics / Work and Education	NAICS Industry Code*		Education	5	21593	-0.05	100	5
Demographics / Work and Education	NAICS Industry Code*		Construction	2	21593	-0.49	97	2
Demographics / Work and Education	NAICS Industry Code*		Non-profit, Community, Religious and Social Service Organizations	1	21593	-1.63	90	2
Demographics / Work and Education	NAICS Industry Code*		Agriculture, Forestry, Fishing and Hunting	1	21593	-1.83	83	1
Demographics / Work and Education	NAICS Industry Code*		Arts, Entertainment, and Recreation	1	21593	-2.27	84	1
Demographics / Work and Education	NAICS Industry Code*		Law and Legal Services	1	21593	-3.27	79	1
Demographics / Work and Education	NAICS Industry Code*		Health Care and Social Assistance	4	21593	-3.52	88	4
Demographics / Work and Education	NAICS Industry Code*		Retail Trade	3	21593	-3.99	86	4
Demographics / Work and Education	NAICS Industry Code*		Personal Care and Services	1	21593	-4.23	73	1
Demographics / Work and Education	NAICS Industry Code*		Finance, Accounting, and Consulting	2	21593	-4.88	76	2
Demographics / Work and Education	NAICS Industry Code*		Media, Communications, and Digital Entertainment	1	21593	-5.20	69	1
Demographics / Work and Education	NAICS Industry Code*		Research	0	21593	-6.45	56	1
Demographics / Work and Education	NAICS Industry Code*		Engineering, Computer-Related Design, and Architecture	1	21593	-8.23	59	2
Demographics / Work and Education	NAICS Industry Code*		Restaurant, Travel and Lodging	1	21593	-9.14	58	2

Control group base	Diff	Market Size Estimate	Upper Confidence Interval	Lower Confidence Interval
83894	2.68	25781228	26393587	25176049
83894	0.65	1640070	1773489	1509384
83894	0.49	941659	1039778	845628
83894	0.48	1349147	1468815	1231966
83894	0.15	522897	594140	453216
83894	0.09	335969	392171	281022
83894	0.09	420653	484030	358679
83894	0.07	269314	319284	220469
83894	0.13	2406892	2572413	2244652
83894	0.00	356922	414968	300171
83894	-0.01	2276865	2437275	2119652
83894	-0.06	867060	960838	775288
83894	-0.15	628677	707385	551681
83894	-0.11	243216	290561	196940
83894	-0.17	398865	460463	338635
83894	-0.25	405717	467879	344934
83894	-0.53	1722295	1859414	1587974
83894	-0.57	1562176	1692019	1435003
83894	-0.30	359706	417993	302719
83894	-0.47	677417	759381	597229
83894	-0.40	401109	462892	340698
83894	-0.37	210070	253891	167242
83894	-0.64	405773	467939	344985
83894	-0.78	485356	553797	418423

80,000 - \$99,999 or Demographics / Household economics / Family income\* equal to \$100,000 - \$119,999) and (Demographics / Age and gender / Age (media) 18-34 / 35-49 / 50-64 / 65+\* equal to 50-64 (Baby Boomers) or Demographics / Age and gender / Age (media)

ographics / Age and gender / Age (media) 18-34 / 35-49 / 50-64 / 65+\* equal to 65 and up (Silent Generation)) (n. 26772)



Variable	Entity	Stats	NATREP	Middle-income millennials: True
Level of agreement (5-point scale): "I consider myself financially secure"	Definitely agree	Column %	13	17
Level of agreement (5-point scale): "I consider myself financially secure"	Definitely agree	Base Size	11713	586
Level of agreement (5-point scale): "I consider myself financially secure"	Tend to agree	Column %	31	44
Level of agreement (5-point scale): "I consider myself financially secure"	Tend to agree	Base Size	11713	586
Level of agreement (5-point scale): "I consider myself financially secure"	Neither agree nor disagree	Column %	10	11
Level of agreement (5-point scale): "I consider myself financially secure"	Neither agree nor disagree	Base Size	11713	586
Level of agreement (5-point scale): "I consider myself financially secure"	Tend to disagree	Column %	26	20
Level of agreement (5-point scale): "I consider myself financially secure"	Tend to disagree	Base Size	11713	586
Level of agreement (5-point scale): "I consider myself financially secure"	Definitely disagree	Column %	20	9
Level of agreement (5-point scale): "I consider myself financially secure"	Definitely disagree	Base Size	11713	586
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Definitely agree	Column %	16	19
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Definitely agree	Base Size	12165	580
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Tend to agree	Column %	36	29
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Tend to agree	Base Size	12165	580
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Neither agree nor disagree	Column %	10	14
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Neither agree nor disagree	Base Size	12165	580
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Tend to disagree	Column %	24	25
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Tend to disagree	Base Size	12165	580
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Definitely disagree	Column %	13	13
Level of agreement (5-point scale): "I feel confident that I could handle a personal financial crisis (e.g., going bankrupt, losing my house, etc.)"	Definitely disagree	Base Size	12165	580



Middle-income Gen X: True	Middle-income 50+: True
12	13
849	3148
31	39
849	3148
6	7
849	3148
33	24
849	3148
18	16
849	3148
18	17
876	3224
38	45
876	3224
9	6
876	3224
21	23
876	3224
13	9
876	3224