

# YouGov Survey: Personal Finances

April 17 - 19, 2026 - 1,127 U.S. adult citizens



## 1. Which of the following best describes your personal financial situation?

|  |     |
|--|-----|
| I am able to afford goods and services that I had struggled to pay for within the last few years .....       | 17% |
| I am struggling to pay for goods and services that I had been able to afford within the last few years ..... | 37% |
| Not much has changed within the last few years in my ability to pay for goods and services .....             | 40% |
| Not sure .....   | 7%  |

## 2. How has your personal financial situation changed since the start of 2026 — are you better off or worse off financially?

|                                    |     |
|------------------------------------|-----|
| Much better off financially .....  | 5%  |
| A bit better off financially ..... | 14% |
| About the same financially .....   | 36% |
| A bit worse off financially .....  | 25% |
| Much worse off financially .....   | 14% |
| Not sure .....                     | 5%  |

|                               |   |
|-------------------------------|---|
| <b>Interviewing Dates</b>     | April 17 - 19, 2026   |
| <b>Target population</b>      | U.S. citizens, aged 18 and over   |
| <b>Sampling method</b>        | Respondents were selected from YouGov’s opt-in panel to be representative of adult U.S. citizens.   |
| <b>Weighting</b>              | The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent’s most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 5.043, with a mean of one and a standard deviation of 0.836. |
| <b>Number of respondents</b>  | 1,127   |
| <b>Margin of error</b>        | ± 3.8 points (adjusted for weighting)   |
| <b>Survey mode</b>            | Web-based interviews  |
| <b>Questions not reported</b> | 69 questions not reported.  |

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## 1. Personal Financial Situation and Affordability

Which of the following best describes your personal financial situation?

|  | Gender  |       |        | Age   |       |       |       | Race  |       |          | Education |                |
|--|---------|-------|--------|-------|-------|-------|-------|-------|-------|----------|-----------|----------------|
|  | Total   | Male  | Female | 18-29 | 30-44 | 45-64 | 65+   | White | Black | Hispanic | No degree | College degree |
| I am able to afford goods and services that I had struggled to pay for within the last few years       | 17%     | 20%   | 14%    | 22%   | 20%   | 16%   | 10%   | 17%   | 13%   | 23%      | 16%       | 17%            |
| I am struggling to pay for goods and services that I had been able to afford within the last few years | 37%     | 35%   | 39%    | 31%   | 40%   | 42%   | 32%   | 36%   | 42%   | 42%      | 40%       | 31%            |
| Not much has changed within the last few years in my ability to pay for goods and services             | 40%     | 39%   | 40%    | 36%   | 34%   | 36%   | 54%   | 44%   | 32%   | 26%      | 36%       | 46%            |
| Not sure   | 7%      | 6%    | 8%     | 11%   | 7%    | 6%    | 4%    | 4%    | 13%   | 9%       | 8%        | 5%             |
| Totals   | 101%    | 100%  | 101%   | 100%  | 101%  | 100%  | 100%  | 101%  | 100%  | 100%     | 100%      | 99%            |
| Unweighted N   | (1,126) | (539) | (587)  | (283) | (297) | (321) | (225) | (736) | (135) | (179)    | (728)     | (398)          |

|  | Party ID |     |     | 2024 Vote |        | Family income |         |           | Region  |           |         |       |      |
|--|----------|-----|-----|-----------|--------|---------------|---------|-----------|---------|-----------|---------|-------|------|
|  | Total    | Dem | Ind | Rep       | Harris | Trump         | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| I am able to afford goods and services that I had struggled to pay for within the last few years | 17%      | 12% | 12% | 27%       | 9%     | 26%           | 16%     | 16%       | 21%     | 15%       | 10%     | 17%   | 25%  |

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**YouGov Survey: Personal Finances**  
 April 17 - 19, 2026 - 1,127 U.S. adult citizens



continued from previous page

|  | Total   | Party ID |       |       | 2024 Vote |       | Family income |           |         | Region    |         |       |       |
|--|---------|----------|-------|-------|-----------|-------|---------------|-----------|---------|-----------|---------|-------|-------|
|  |         | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K       | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| I am struggling to pay for goods and services that I had been able to afford within the last few years | 37%     | 48%      | 39%   | 23%   | 50%       | 25%   | 44%           | 36%       | 29%     | 38%       | 43%     | 37%   | 32%   |
| Not much has changed within the last few years in my ability to pay for goods and services             | 40%     | 34%      | 37%   | 48%   | 37%       | 47%   | 34%           | 43%       | 47%     | 39%       | 44%     | 37%   | 40%   |
| Not sure   | 7%      | 6%       | 11%   | 2%    | 4%        | 2%    | 7%            | 5%        | 3%      | 9%        | 3%      | 9%    | 4%    |
| Totals   | 101%    | 100%     | 99%   | 100%  | 100%      | 100%  | 101%          | 100%      | 100%    | 101%      | 100%    | 100%  | 101%  |
| Unweighted N   | (1,126) | (344)    | (459) | (323) | (418)     | (402) | (431)         | (315)     | (250)   | (195)     | (235)   | (436) | (260) |

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## 2. Change in Personal Financial Situation in 2026

How has your personal financial situation changed since the start of 2026 — are you better off or worse off financially?

|                              | Gender  |       |        | Age   |       |       |       | Race  |       |          | Education |                |
|------------------------------|---------|-------|--------|-------|-------|-------|-------|-------|-------|----------|-----------|----------------|
|                              | Total   | Male  | Female | 18-29 | 30-44 | 45-64 | 65+   | White | Black | Hispanic | No degree | College degree |
| Much better off financially  | 5%      | 5%    | 5%     | 4%    | 7%    | 6%    | 3%    | 5%    | 6%    | 6%       | 5%        | 5%             |
| A bit better off financially | 14%     | 15%   | 13%    | 16%   | 12%   | 15%   | 14%   | 15%   | 12%   | 13%      | 13%       | 16%            |
| About the same financially   | 36%     | 37%   | 35%    | 37%   | 38%   | 32%   | 37%   | 35%   | 38%   | 37%      | 33%       | 40%            |
| A bit worse off financially  | 25%     | 25%   | 25%    | 21%   | 24%   | 28%   | 27%   | 25%   | 26%   | 24%      | 25%       | 25%            |
| Much worse off financially   | 14%     | 12%   | 16%    | 7%    | 15%   | 17%   | 18%   | 15%   | 8%    | 16%      | 16%       | 11%            |
| Not sure                     | 5%      | 6%    | 5%     | 15%   | 5%    | 3%    | 1%    | 4%    | 10%   | 4%       | 7%        | 3%             |
| Totals                       | 99%     | 100%  | 99%    | 100%  | 101%  | 101%  | 100%  | 99%   | 100%  | 100%     | 99%       | 100%           |
| Unweighted N                 | (1,126) | (540) | (586)  | (282) | (298) | (321) | (225) | (736) | (135) | (179)    | (728)     | (398)          |

|                              | Party ID |       |       | 2024 Vote |        | Family income |         |           | Region  |           |         |       |       |
|------------------------------|----------|-------|-------|-----------|--------|---------------|---------|-----------|---------|-----------|---------|-------|-------|
|                              | Total    | Dem   | Ind   | Rep       | Harris | Trump         | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Much better off financially  | 5%       | 1%    | 5%    | 9%        | 2%     | 9%            | 5%      | 5%        | 6%      | 5%        | 6%      | 6%    | 3%    |
| A bit better off financially | 14%      | 9%    | 8%    | 27%       | 9%     | 25%           | 10%     | 16%       | 24%     | 17%       | 10%     | 15%   | 16%   |
| About the same financially   | 36%      | 35%   | 33%   | 39%       | 33%    | 41%           | 30%     | 39%       | 38%     | 33%       | 35%     | 33%   | 44%   |
| A bit worse off financially  | 25%      | 32%   | 29%   | 14%       | 33%    | 14%           | 26%     | 26%       | 24%     | 27%       | 25%     | 26%   | 23%   |
| Much worse off financially   | 14%      | 20%   | 16%   | 7%        | 21%    | 9%            | 23%     | 12%       | 6%      | 10%       | 19%     | 15%   | 12%   |
| Not sure                     | 5%       | 3%    | 9%    | 3%        | 2%     | 2%            | 7%      | 2%        | 3%      | 9%        | 6%      | 6%    | 2%    |
| Totals                       | 99%      | 100%  | 100%  | 99%       | 100%   | 100%          | 101%    | 100%      | 101%    | 101%      | 101%    | 101%  | 100%  |
| Unweighted N                 | (1,126)  | (344) | (459) | (323)     | (418)  | (401)         | (431)   | (315)     | (250)   | (196)     | (235)   | (435) | (260) |

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