

# YouGov Survey: Personal Finance

July 27 - 29, 2022 - 1000 U.S. Adult Citizens



## 1. Relationship Status

Which best describes your relationship status?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Married	41%	42%	41%	17%	39%	52%	50%	46%	27%	33%	38%
Living together, but not married	10%	7%	14%	16%	11%	9%	7%	10%	7%	18%	6%
In a serious relationship	6%	6%	7%	10%	12%	2%	3%	5%	7%	12%	7%
In a casual relationship	3%	5%	1%	4%	4%	3%	1%	3%	7%	2%	0%
Single, and looking for a partner	11%	15%	7%	16%	14%	10%	5%	9%	16%	17%	13%
Single, and not looking for a partner	25%	23%	27%	32%	17%	23%	31%	25%	32%	15%	27%
None of the above	3%	2%	3%	5%	2%	2%	3%	2%	4%	3%	8%
Totals	99%	100%	100%	100%	99%	101%	100%	100%	100%	100%	99%
Unweighted N	(993)	(433)	(560)	(197)	(207)	(345)	(244)	(725)	(115)	(79)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Married	41%	45%	36%	46%	44%	55%	24%	54%	74%	36%	42%	43%	41%
Living together, but not married	10%	10%	11%	9%	9%	7%	13%	10%	7%	12%	10%	9%	12%
In a serious relationship	6%	5%	9%	3%	5%	4%	7%	5%	6%	6%	8%	6%	7%
In a casual relationship	3%	2%	4%	3%	3%	2%	3%	4%	1%	4%	3%	3%	3%
Single, and looking for a partner	11%	13%	11%	9%	10%	10%	15%	8%	4%	13%	7%	11%	12%
Single, and not looking for a partner	25%	23%	24%	29%	27%	20%	35%	18%	7%	26%	27%	25%	24%
None of the above	3%	1%	5%	1%	2%	2%	3%	1%	1%	3%	4%	3%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(993)	(317)	(424)	(252)	(373)	(320)	(433)	(273)	(179)	(188)	(189)	(400)	(216)

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## 2. Stock ownership

Do you personally (or jointly with a spouse), have any money invested in the stock market right now, either in an individual stock or in a mutual fund?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	43%	47%	40%	33%	37%	47%	54%	48%	31%	32%	39%
No	57%	53%	60%	67%	63%	53%	46%	52%	69%	68%	61%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(436)	(561)	(198)	(207)	(347)	(245)	(727)	(116)	(80)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	43%	46%	38%	48%	49%	55%	27%	46%	85%	52%	45%	40%	39%
No	57%	54%	62%	52%	51%	45%	73%	54%	15%	48%	55%	60%	61%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(318)	(424)	(255)	(372)	(322)	(435)	(274)	(180)	(188)	(190)	(403)	(216)

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### 3. Have Any Financial Goals

Would you say that you have personal financial goals?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	68%	64%	71%	67%	69%	70%	64%	69%	64%	64%	62%
No	21%	23%	19%	22%	15%	19%	29%	20%	25%	25%	19%
Not sure	12%	13%	11%	12%	16%	11%	7%	11%	12%	11%	19%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(998)	(437)	(561)	(200)	(207)	(346)	(245)	(728)	(116)	(80)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	68%	72%	63%	71%	72%	76%	57%	78%	83%	71%	70%	68%	63%
No	21%	18%	24%	18%	21%	16%	30%	15%	8%	19%	21%	21%	23%
Not sure	12%	10%	13%	11%	7%	8%	13%	7%	9%	10%	10%	12%	15%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	101%
Unweighted N	(998)	(319)	(424)	(255)	(373)	(323)	(436)	(274)	(181)	(188)	(190)	(403)	(217)

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## 4. Confidence Reaching Financial Goals

How confident, if at all, do you feel about your ability to reach your financial goals?

*Asked of people who have financial goals*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very confident	20%	24%	18%	21%	21%	18%	24%	18%	29%	30%	14%
Somewhat confident	43%	44%	42%	51%	41%	41%	40%	42%	46%	47%	42%
Not very confident	24%	22%	26%	17%	28%	25%	25%	26%	15%	21%	25%
Not confident at all	10%	8%	11%	8%	8%	13%	7%	10%	8%	3%	16%
Not sure	3%	3%	3%	2%	3%	2%	4%	3%	3%	0%	3%
Totals	100%	101%	100%	99%	101%	99%	100%	99%	101%	101%	100%
Unweighted N	(688)	(286)	(402)	(134)	(151)	(243)	(160)	(511)	(77)	(52)	(48)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very confident	20%	26%	18%	17%	28%	14%	20%	18%	27%	17%	19%	20%	26%
Somewhat confident	43%	44%	43%	41%	40%	42%	40%	49%	42%	48%	40%	40%	47%
Not very confident	24%	22%	23%	28%	21%	27%	25%	24%	25%	24%	25%	26%	21%
Not confident at all	10%	4%	13%	11%	9%	14%	13%	7%	5%	10%	12%	11%	4%
Not sure	3%	3%	2%	3%	2%	4%	2%	3%	2%	3%	3%	3%	2%
Totals	100%	99%	99%	100%	100%	101%	100%	101%	101%	102%	99%	100%	100%
Unweighted N	(688)	(234)	(273)	(181)	(274)	(252)	(248)	(219)	(155)	(136)	(134)	(276)	(142)

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## 5. Confidence Making Financial Decisions

How confident do you generally feel when making financial decisions?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very confident	22%	23%	21%	21%	21%	21%	25%	22%	25%	23%	16%
Somewhat confident	50%	50%	49%	43%	46%	53%	57%	50%	45%	53%	51%
Not very confident	16%	14%	18%	18%	17%	16%	13%	17%	12%	17%	10%
Not confident at all	5%	6%	4%	9%	6%	5%	2%	5%	5%	3%	9%
Not sure	7%	7%	7%	10%	10%	6%	3%	6%	14%	4%	14%
Totals	100%	100%	99%	101%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(994)	(437)	(557)	(199)	(206)	(345)	(244)	(727)	(114)	(79)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very confident	22%	19%	22%	25%	22%	24%	21%	20%	29%	17%	22%	21%	26%
Somewhat confident	50%	53%	46%	52%	54%	53%	47%	53%	54%	53%	48%	48%	52%
Not very confident	16%	16%	16%	15%	14%	17%	16%	19%	13%	18%	17%	19%	9%
Not confident at all	5%	4%	6%	5%	5%	3%	7%	3%	2%	5%	7%	5%	4%
Not sure	7%	8%	9%	4%	6%	3%	8%	5%	2%	7%	6%	7%	9%
Totals	100%	100%	99%	101%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(317)	(423)	(254)	(372)	(321)	(434)	(272)	(180)	(187)	(189)	(402)	(216)

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## 6. Anxious About Personal Finances

How anxious do you generally feel about your personal finances?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very anxious	21%	18%	24%	25%	26%	22%	11%	23%	22%	17%	15%
Somewhat anxious	41%	40%	42%	36%	34%	47%	45%	43%	28%	47%	34%
Not very anxious	21%	23%	18%	17%	16%	20%	30%	20%	22%	18%	27%
Not anxious at all	8%	10%	7%	7%	9%	7%	11%	8%	10%	7%	10%
Not sure	9%	9%	8%	14%	15%	4%	3%	5%	19%	12%	14%
Totals	100%	100%	99%	99%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(997)	(437)	(560)	(200)	(205)	(347)	(245)	(728)	(116)	(80)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very anxious	21%	18%	23%	22%	19%	19%	27%	20%	12%	24%	21%	22%	18%
Somewhat anxious	41%	42%	37%	48%	41%	49%	38%	43%	49%	45%	44%	39%	38%
Not very anxious	21%	24%	19%	20%	27%	20%	19%	24%	24%	19%	20%	20%	25%
Not anxious at all	8%	9%	10%	5%	8%	8%	7%	7%	12%	5%	8%	10%	10%
Not sure	9%	8%	11%	4%	5%	5%	9%	5%	3%	7%	7%	10%	9%
Totals	100%	101%	100%	99%	100%	101%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(997)	(319)	(424)	(254)	(373)	(322)	(436)	(274)	(180)	(188)	(190)	(404)	(215)

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## 7. Parents' Confidence Making Financial Decisions

How confident, if at all, do you think your parent(s) generally feel or felt when making financial decisions?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very confident	18%	16%	19%	14%	18%	19%	19%	19%	12%	13%	25%
Somewhat confident	38%	40%	35%	34%	36%	42%	36%	38%	33%	46%	24%
Not very confident	17%	14%	19%	23%	13%	16%	16%	17%	14%	17%	18%
Not confident at all	7%	7%	6%	11%	7%	4%	6%	5%	10%	11%	8%
Not sure	21%	22%	20%	19%	26%	18%	23%	21%	31%	14%	24%
Totals	101%	99%	99%	101%	100%	99%	100%	100%	100%	101%	99%
Unweighted N	(994)	(437)	(557)	(199)	(204)	(347)	(244)	(727)	(116)	(78)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very confident	18%	18%	18%	17%	20%	19%	20%	15%	19%	16%	19%	16%	21%
Somewhat confident	38%	38%	34%	43%	39%	41%	33%	45%	45%	41%	34%	39%	36%
Not very confident	17%	16%	18%	15%	16%	17%	17%	17%	19%	15%	18%	18%	15%
Not confident at all	7%	9%	6%	5%	8%	6%	7%	6%	6%	7%	6%	6%	7%
Not sure	21%	20%	24%	20%	18%	18%	24%	17%	11%	21%	22%	21%	21%
Totals	101%	101%	100%	100%	101%	101%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(994)	(318)	(423)	(253)	(372)	(321)	(433)	(274)	(180)	(188)	(190)	(403)	(213)



**8. Parents Anxious Making Financial Decisions**

How anxious, if at all, do you think your parent(s) generally feel or felt about their personal finances?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very anxious	14%	11%	17%	18%	17%	10%	11%	13%	12%	18%	14%
Somewhat anxious	35%	35%	34%	27%	31%	41%	37%	36%	32%	35%	28%
Not very anxious	20%	20%	20%	25%	15%	20%	23%	22%	16%	18%	18%
Not anxious at all	10%	11%	8%	9%	11%	9%	9%	9%	9%	15%	9%
Not sure	22%	23%	21%	21%	26%	20%	21%	20%	32%	14%	30%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(993)	(435)	(558)	(200)	(204)	(345)	(244)	(724)	(116)	(80)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very anxious	14%	13%	15%	13%	15%	11%	14%	12%	17%	14%	12%	15%	13%
Somewhat anxious	35%	37%	32%	36%	37%	38%	36%	37%	34%	38%	38%	32%	35%
Not very anxious	20%	21%	17%	24%	22%	20%	17%	25%	25%	24%	20%	18%	21%
Not anxious at all	10%	9%	10%	9%	9%	13%	10%	9%	12%	7%	12%	10%	8%
Not sure	22%	21%	25%	17%	17%	18%	23%	17%	12%	17%	19%	25%	22%
Totals	101%	101%	99%	99%	100%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(993)	(317)	(423)	(253)	(371)	(320)	(435)	(273)	(180)	(187)	(188)	(404)	(214)

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## 9A. Discussing Personal Finances — Your parents

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	25%	27%	24%	35%	29%	23%	16%	27%	23%	27%	15%
Somewhat comfortable	25%	27%	22%	29%	29%	26%	14%	24%	35%	22%	19%
Somewhat uncomfortable	12%	11%	13%	8%	17%	15%	7%	12%	10%	13%	13%
Very uncomfortable	9%	7%	10%	11%	7%	10%	6%	9%	5%	10%	9%
Not sure	6%	7%	5%	10%	10%	3%	1%	3%	11%	9%	19%
Not applicable	24%	21%	25%	8%	9%	23%	55%	25%	17%	19%	25%
Totals	101%	100%	99%	101%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(987)	(433)	(554)	(198)	(201)	(345)	(243)	(726)	(112)	(78)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	25%	28%	24%	24%	25%	25%	23%	29%	28%	31%	29%	25%	18%
Somewhat comfortable	25%	23%	24%	27%	25%	24%	25%	29%	23%	23%	23%	24%	29%
Somewhat uncomfortable	12%	15%	10%	12%	12%	14%	11%	11%	18%	10%	12%	16%	7%
Very uncomfortable	9%	6%	11%	8%	6%	6%	9%	10%	7%	10%	9%	7%	9%
Not sure	6%	5%	7%	5%	5%	3%	6%	2%	4%	5%	5%	4%	10%
Not applicable	24%	22%	24%	25%	25%	28%	26%	19%	21%	20%	21%	25%	27%
Totals	101%	99%	100%	101%	98%	100%	100%	100%	101%	99%	99%	101%	100%
Unweighted N	(987)	(318)	(415)	(254)	(369)	(320)	(429)	(273)	(179)	(188)	(189)	(398)	(212)

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## 9B. Discussing Personal Finances — Your partner

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	49%	50%	48%	38%	50%	54%	53%	52%	37%	51%	43%
Somewhat comfortable	17%	18%	16%	22%	15%	18%	13%	16%	24%	14%	17%
Somewhat uncomfortable	5%	4%	6%	8%	7%	3%	4%	5%	8%	3%	9%
Very uncomfortable	5%	4%	6%	5%	8%	3%	5%	3%	8%	12%	5%
Not sure	5%	5%	5%	8%	9%	4%	0%	4%	8%	7%	6%
Not applicable	18%	18%	18%	20%	11%	17%	25%	20%	15%	12%	19%
Totals	99%	99%	99%	101%	100%	99%	100%	100%	100%	99%	99%
Unweighted N	(991)	(435)	(556)	(199)	(203)	(344)	(245)	(725)	(114)	(79)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	49%	50%	47%	53%	50%	57%	42%	56%	67%	48%	51%	47%	52%
Somewhat comfortable	17%	20%	17%	14%	19%	13%	18%	20%	16%	20%	13%	19%	16%
Somewhat uncomfortable	5%	5%	5%	7%	4%	5%	6%	4%	6%	5%	5%	6%	5%
Very uncomfortable	5%	4%	7%	2%	4%	3%	5%	2%	5%	2%	6%	6%	4%
Not sure	5%	6%	6%	3%	5%	3%	5%	4%	1%	5%	5%	6%	4%
Not applicable	18%	15%	19%	21%	18%	19%	24%	13%	5%	19%	20%	15%	20%
Totals	99%	100%	101%	100%	100%	100%	100%	99%	100%	99%	100%	99%	101%
Unweighted N	(991)	(318)	(419)	(254)	(371)	(319)	(433)	(274)	(178)	(188)	(190)	(401)	(212)

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## 9C. Discussing Personal Finances — Your immediate family

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	23%	28%	20%	24%	27%	19%	25%	24%	24%	22%	22%
Somewhat comfortable	32%	31%	34%	25%	33%	36%	33%	35%	30%	23%	32%
Somewhat uncomfortable	17%	16%	18%	18%	13%	18%	20%	18%	8%	22%	11%
Very uncomfortable	12%	10%	13%	11%	13%	12%	10%	12%	10%	14%	11%
Not sure	9%	10%	8%	14%	10%	8%	4%	6%	22%	9%	12%
Not applicable	7%	7%	7%	7%	5%	7%	9%	6%	8%	9%	12%
Totals	100%	102%	100%	99%	101%	100%	101%	101%	102%	99%	100%
Unweighted N	(987)	(433)	(554)	(198)	(203)	(341)	(245)	(722)	(112)	(80)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	23%	28%	20%	22%	29%	21%	22%	23%	32%	25%	25%	21%	25%
Somewhat comfortable	32%	32%	29%	39%	33%	37%	30%	38%	37%	34%	26%	36%	30%
Somewhat uncomfortable	17%	15%	19%	16%	15%	21%	17%	21%	13%	18%	18%	16%	18%
Very uncomfortable	12%	11%	12%	11%	11%	9%	12%	10%	11%	10%	15%	11%	11%
Not sure	9%	9%	11%	5%	7%	6%	10%	5%	5%	7%	10%	10%	6%
Not applicable	7%	4%	9%	7%	5%	6%	10%	2%	2%	6%	5%	7%	10%
Totals	100%	99%	100%	100%	100%	100%	101%	99%	100%	100%	99%	101%	100%
Unweighted N	(987)	(318)	(418)	(251)	(371)	(319)	(430)	(274)	(178)	(186)	(190)	(398)	(213)

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## 9D. Discussing Personal Finances — Your close friends

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	15%	16%	14%	25%	19%	9%	11%	16%	12%	10%	21%
Somewhat comfortable	32%	34%	30%	31%	37%	31%	28%	34%	31%	26%	27%
Somewhat uncomfortable	19%	19%	19%	10%	12%	22%	30%	21%	11%	17%	15%
Very uncomfortable	18%	14%	22%	14%	12%	22%	21%	18%	19%	18%	12%
Not sure	9%	9%	9%	13%	9%	8%	5%	6%	19%	15%	8%
Not applicable	8%	8%	7%	7%	10%	7%	6%	5%	9%	14%	18%
Totals	101%	100%	101%	100%	99%	99%	101%	100%	101%	100%	101%
Unweighted N	(989)	(435)	(554)	(198)	(203)	(345)	(243)	(724)	(113)	(79)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	15%	18%	16%	10%	18%	11%	13%	16%	21%	17%	14%	14%	16%
Somewhat comfortable	32%	34%	29%	33%	34%	33%	31%	35%	36%	35%	28%	33%	31%
Somewhat uncomfortable	19%	19%	16%	23%	19%	24%	18%	23%	19%	18%	23%	17%	18%
Very uncomfortable	18%	17%	17%	20%	17%	18%	20%	15%	15%	14%	20%	18%	18%
Not sure	9%	9%	10%	7%	7%	8%	9%	7%	5%	10%	10%	8%	8%
Not applicable	8%	4%	11%	7%	4%	6%	9%	4%	5%	6%	5%	9%	9%
Totals	101%	101%	99%	100%	99%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(989)	(318)	(418)	(253)	(371)	(320)	(431)	(274)	(179)	(188)	(188)	(400)	(213)

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**9E. Discussing Personal Finances — Your coworkers**

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	6%	6%	6%	10%	7%	4%	5%	5%	5%	8%	10%
Somewhat comfortable	16%	18%	13%	23%	23%	11%	7%	15%	13%	22%	12%
Somewhat uncomfortable	17%	16%	18%	17%	16%	21%	12%	19%	16%	12%	13%
Very uncomfortable	33%	31%	35%	22%	29%	39%	39%	37%	27%	24%	25%
Not sure	8%	8%	7%	13%	12%	5%	3%	5%	18%	9%	13%
Not applicable	21%	20%	22%	15%	14%	20%	35%	20%	21%	23%	26%
Totals	101%	99%	101%	100%	101%	100%	101%	101%	100%	98%	99%
Unweighted N	(990)	(432)	(558)	(198)	(202)	(345)	(245)	(724)	(114)	(79)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	6%	8%	4%	7%	7%	4%	4%	6%	11%	6%	7%	4%	8%
Somewhat comfortable	16%	16%	16%	14%	15%	13%	16%	18%	17%	20%	10%	17%	14%
Somewhat uncomfortable	17%	16%	16%	20%	17%	18%	15%	24%	16%	19%	16%	15%	20%
Very uncomfortable	33%	33%	31%	36%	33%	40%	30%	33%	38%	28%	39%	35%	28%
Not sure	8%	9%	9%	3%	8%	4%	7%	5%	5%	9%	4%	9%	7%
Not applicable	21%	18%	24%	20%	21%	20%	27%	14%	12%	19%	24%	19%	23%
Totals	101%	100%	100%	100%	101%	99%	99%	100%	99%	101%	100%	99%	100%
Unweighted N	(990)	(318)	(418)	(254)	(372)	(319)	(431)	(274)	(179)	(188)	(189)	(400)	(213)

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## 9F. Discussing Personal Finances — Your acquaintances

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	7%	9%	6%	11%	10%	5%	4%	6%	9%	10%	13%
Somewhat comfortable	21%	27%	16%	26%	27%	17%	18%	21%	21%	23%	23%
Somewhat uncomfortable	24%	21%	26%	21%	26%	20%	31%	27%	14%	18%	23%
Very uncomfortable	29%	24%	33%	20%	18%	39%	34%	32%	25%	21%	21%
Not sure	9%	8%	9%	10%	11%	9%	4%	7%	16%	11%	5%
Not applicable	10%	11%	9%	12%	9%	10%	10%	7%	16%	17%	15%
Totals	100%	100%	99%	100%	101%	100%	101%	100%	101%	100%	100%
Unweighted N	(993)	(435)	(558)	(199)	(204)	(347)	(243)	(727)	(114)	(80)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	7%	10%	6%	6%	8%	6%	6%	8%	11%	13%	7%	5%	7%
Somewhat comfortable	21%	24%	21%	19%	23%	20%	23%	26%	16%	18%	22%	23%	21%
Somewhat uncomfortable	24%	23%	22%	27%	26%	25%	20%	26%	31%	27%	26%	20%	26%
Very uncomfortable	29%	27%	27%	33%	28%	35%	26%	29%	32%	26%	30%	31%	26%
Not sure	9%	7%	11%	6%	8%	7%	10%	6%	5%	7%	8%	10%	7%
Not applicable	10%	8%	13%	9%	6%	8%	14%	5%	5%	9%	7%	11%	12%
Totals	100%	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(993)	(319)	(420)	(254)	(372)	(321)	(433)	(274)	(180)	(188)	(190)	(403)	(212)

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**9G. Discussing Personal Finances — A financial advisor**

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	31%	32%	29%	34%	28%	27%	35%	29%	37%	31%	33%
Somewhat comfortable	28%	27%	29%	27%	28%	31%	25%	30%	32%	13%	28%
Somewhat uncomfortable	12%	11%	14%	10%	16%	11%	12%	14%	4%	14%	10%
Very uncomfortable	7%	7%	7%	9%	5%	6%	9%	8%	5%	10%	2%
Not sure	11%	12%	9%	11%	13%	12%	8%	9%	14%	16%	14%
Not applicable	11%	11%	11%	9%	8%	13%	12%	11%	7%	15%	14%
Totals	100%	100%	99%	100%	98%	100%	101%	101%	99%	99%	101%
Unweighted N	(986)	(434)	(552)	(198)	(198)	(347)	(243)	(722)	(114)	(77)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	31%	39%	27%	26%	38%	28%	23%	34%	48%	38%	31%	30%	24%
Somewhat comfortable	28%	29%	26%	31%	30%	31%	28%	32%	24%	26%	25%	31%	29%
Somewhat uncomfortable	12%	10%	13%	13%	11%	13%	14%	13%	11%	12%	12%	12%	13%
Very uncomfortable	7%	3%	9%	8%	4%	7%	9%	6%	5%	3%	9%	6%	10%
Not sure	11%	10%	13%	9%	9%	10%	11%	8%	10%	9%	10%	10%	14%
Not applicable	11%	9%	11%	14%	9%	11%	15%	8%	4%	11%	12%	10%	10%
Totals	100%	100%	99%	101%	101%	100%	100%	101%	102%	99%	99%	99%	100%
Unweighted N	(986)	(317)	(418)	(251)	(371)	(320)	(431)	(271)	(178)	(186)	(189)	(399)	(212)



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## 9H. Discussing Personal Finances — Your bank

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	25%	27%	23%	24%	22%	25%	28%	24%	35%	20%	23%
Somewhat comfortable	36%	36%	36%	29%	39%	35%	40%	38%	31%	29%	33%
Somewhat uncomfortable	14%	13%	15%	14%	12%	16%	12%	17%	6%	9%	12%
Very uncomfortable	9%	8%	10%	12%	10%	6%	9%	8%	9%	16%	6%
Not sure	10%	9%	11%	11%	11%	11%	6%	8%	12%	15%	14%
Not applicable	7%	7%	6%	10%	6%	6%	5%	5%	7%	11%	12%
Totals	101%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(991)	(434)	(557)	(198)	(203)	(346)	(244)	(725)	(113)	(80)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	25%	32%	20%	24%	28%	25%	23%	24%	36%	30%	26%	24%	20%
Somewhat comfortable	36%	34%	34%	42%	38%	39%	32%	45%	33%	37%	36%	34%	38%
Somewhat uncomfortable	14%	13%	16%	12%	14%	14%	15%	13%	15%	12%	16%	16%	10%
Very uncomfortable	9%	6%	10%	10%	7%	8%	11%	7%	8%	6%	7%	9%	12%
Not sure	10%	11%	11%	7%	9%	7%	12%	7%	7%	8%	9%	10%	12%
Not applicable	7%	4%	9%	5%	5%	7%	7%	4%	1%	6%	7%	7%	7%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%	100%	99%
Unweighted N	(991)	(318)	(421)	(252)	(372)	(320)	(433)	(272)	(180)	(188)	(188)	(401)	(214)

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## 9I. Discussing Personal Finances — A stranger

How comfortable or uncomfortable would you be discussing your personal finances with . . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	5%	6%	3%	5%	9%	4%	1%	4%	6%	8%	4%
Somewhat comfortable	10%	10%	10%	13%	16%	6%	6%	9%	11%	12%	15%
Somewhat uncomfortable	12%	16%	8%	18%	12%	9%	9%	13%	7%	6%	19%
Very uncomfortable	53%	49%	57%	42%	42%	61%	65%	59%	46%	41%	33%
Not sure	8%	7%	9%	11%	11%	6%	6%	6%	15%	12%	13%
Not applicable	11%	10%	12%	10%	9%	13%	12%	8%	16%	20%	17%
Totals	99%	98%	99%	99%	99%	99%	99%	99%	101%	99%	101%
Unweighted N	(990)	(435)	(555)	(199)	(203)	(347)	(241)	(723)	(114)	(80)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very comfortable	5%	5%	5%	4%	4%	4%	4%	4%	9%	6%	5%	5%	4%
Somewhat comfortable	10%	13%	9%	9%	13%	6%	11%	10%	11%	8%	8%	10%	14%
Somewhat uncomfortable	12%	12%	11%	13%	11%	13%	10%	13%	16%	21%	8%	12%	8%
Very uncomfortable	53%	52%	53%	55%	56%	61%	52%	56%	57%	50%	58%	51%	55%
Not sure	8%	9%	9%	7%	8%	5%	10%	7%	4%	7%	8%	10%	7%
Not applicable	11%	10%	13%	11%	8%	11%	13%	10%	4%	8%	12%	12%	12%
Totals	99%	101%	100%	99%	100%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(990)	(318)	(419)	(253)	(371)	(321)	(431)	(274)	(179)	(188)	(190)	(398)	(214)

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## 10. Who Taught You to Manage Financial Advice

Which of the following people or sources taught you how to manage your personal finances? Select all that apply.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Parent(s)	46%	42%	50%	46%	44%	48%	45%	49%	43%	30%	47%
A current or former partner	16%	13%	18%	11%	12%	20%	18%	16%	14%	19%	17%
Family	21%	21%	21%	27%	22%	18%	18%	18%	25%	27%	25%
Close friends	13%	15%	11%	17%	17%	11%	8%	11%	16%	15%	24%
Coworkers	6%	7%	4%	5%	8%	5%	4%	5%	3%	8%	9%
Acquaintances	3%	4%	2%	5%	3%	3%	2%	3%	7%	5%	2%
A financial advisor	15%	16%	14%	10%	9%	16%	24%	16%	17%	4%	14%
A bank	10%	9%	11%	13%	11%	9%	8%	9%	13%	14%	8%
The internet and online research	19%	20%	19%	24%	24%	16%	15%	20%	15%	19%	19%
Finance books, videos, or podcasts	12%	13%	10%	6%	11%	16%	12%	13%	8%	12%	9%
A religious organization	3%	3%	4%	5%	4%	3%	2%	2%	3%	11%	6%
School or teachers	13%	13%	13%	11%	14%	13%	14%	14%	10%	13%	15%
Someone else	3%	3%	4%	2%	0%	4%	7%	4%	2%	4%	3%
No one	20%	20%	20%	16%	19%	22%	22%	22%	19%	14%	14%
Not sure	6%	7%	5%	10%	7%	3%	3%	4%	9%	11%	11%
Unweighted N	(1,000)	(439)	(561)	(201)	(207)	(347)	(245)	(730)	(116)	(80)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Parent(s)	46%	47%	40%	54%	47%	54%	46%	44%	49%	46%	49%	46%	43%
A current or former partner	16%	19%	12%	18%	20%	19%	15%	16%	24%	14%	18%	15%	16%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Family	21%	24%	18%	21%	20%	19%	23%	18%	24%	26%	20%	19%	21%
Close friends	13%	15%	14%	9%	14%	11%	11%	14%	18%	13%	12%	13%	15%
Coworkers	6%	9%	3%	5%	8%	4%	4%	6%	9%	6%	4%	5%	8%
Acquaintances	3%	3%	3%	4%	3%	4%	3%	2%	5%	2%	4%	3%	5%
A financial advisor	15%	18%	12%	15%	17%	22%	8%	17%	26%	17%	13%	16%	12%
A bank	10%	13%	7%	11%	11%	11%	8%	10%	17%	13%	8%	10%	9%
The internet and online research	19%	22%	20%	16%	24%	19%	15%	22%	31%	21%	17%	18%	24%
Finance books, videos, or podcasts	12%	14%	11%	11%	14%	15%	6%	17%	23%	9%	12%	11%	15%
A religious organization	3%	2%	3%	5%	1%	5%	2%	5%	7%	5%	3%	3%	3%
School or teachers	13%	16%	11%	13%	16%	13%	13%	12%	18%	13%	11%	14%	13%
Someone else	3%	2%	4%	3%	4%	4%	4%	2%	4%	2%	5%	3%	4%
No one	20%	17%	24%	17%	20%	16%	25%	21%	7%	21%	23%	20%	16%
Not sure	6%	7%	8%	1%	4%	4%	5%	6%	2%	6%	4%	5%	8%
Unweighted N	(1,000)	(319)	(426)	(255)	(373)	(323)	(436)	(275)	(181)	(188)	(191)	(404)	(217)

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## 11. Sources of Financial Advice

Who do you turn to for financial advice? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
My partner	28%	24%	31%	19%	31%	31%	27%	29%	21%	27%	31%
Parent(s)	20%	16%	23%	37%	31%	13%	1%	20%	19%	15%	21%
Immediate family	15%	12%	17%	18%	13%	14%	14%	15%	19%	14%	13%
A financial advisor	22%	23%	20%	15%	14%	24%	33%	23%	18%	18%	22%
My close friends	11%	12%	10%	12%	15%	10%	8%	12%	13%	7%	7%
My acquaintances	4%	5%	3%	9%	6%	1%	1%	1%	10%	12%	2%
My coworkers	3%	4%	2%	3%	9%	1%	1%	1%	5%	14%	3%
The Internet and online research	21%	21%	21%	23%	23%	19%	19%	22%	17%	18%	25%
A religious organization	2%	2%	2%	2%	3%	1%	1%	1%	5%	1%	8%
Finance books, videos, or podcasts	9%	10%	8%	9%	8%	11%	8%	9%	10%	10%	11%
Someone else	2%	2%	2%	1%	0%	2%	4%	2%	1%	1%	4%
No one	21%	22%	19%	10%	16%	27%	27%	23%	19%	15%	14%
Not sure	7%	7%	7%	13%	8%	4%	3%	4%	10%	12%	13%
Unweighted N	(1,000)	(439)	(561)	(201)	(207)	(347)	(245)	(730)	(116)	(80)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
My partner	28%	29%	25%	30%	29%	33%	19%	32%	47%	28%	27%	25%	31%
Parent(s)	20%	18%	19%	21%	18%	15%	23%	18%	13%	18%	20%	22%	16%
Immediate family	15%	13%	13%	20%	15%	15%	18%	15%	8%	20%	12%	15%	13%
A financial advisor	22%	29%	18%	20%	28%	26%	12%	29%	36%	29%	24%	21%	16%
My close friends	11%	12%	11%	10%	13%	11%	11%	11%	12%	14%	13%	9%	9%
My acquaintances	4%	5%	4%	3%	3%	4%	2%	4%	6%	3%	3%	4%	6%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
My coworkers	3%	3%	4%	3%	4%	2%	2%	2%	8%	4%	2%	3%	6%
The Internet and online research	21%	25%	21%	16%	27%	18%	14%	25%	38%	22%	20%	21%	22%
A religious organization	2%	2%	1%	2%	1%	2%	1%	2%	3%	1%	2%	2%	2%
Finance books, videos, or podcasts	9%	12%	8%	8%	10%	12%	6%	13%	14%	5%	10%	10%	11%
Someone else	2%	1%	3%	1%	2%	3%	1%	1%	3%	1%	1%	2%	2%
No one	21%	18%	21%	22%	19%	19%	30%	14%	7%	19%	19%	21%	22%
Not sure	7%	7%	9%	3%	6%	2%	7%	5%	3%	4%	5%	7%	10%
Unweighted N	(1,000)	(319)	(426)	(255)	(373)	(323)	(436)	(275)	(181)	(188)	(191)	(404)	(217)

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## 12. Agree With Partner on Finances

How often do you and your partner agree or disagree when it comes to finances?

*Asked of people who are in a relationship*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always agree	11%	11%	11%	9%	9%	14%	12%	12%	9%	10%	14%
Mostly agree	55%	56%	55%	52%	47%	54%	68%	57%	40%	57%	52%
Agree as often as disagree	20%	22%	19%	22%	30%	17%	13%	20%	26%	20%	20%
Mostly disagree	5%	5%	5%	4%	6%	6%	3%	4%	13%	0%	9%
Always disagree	2%	1%	3%	2%	2%	3%	2%	2%	4%	4%	0%
Not sure	6%	5%	7%	12%	6%	7%	1%	5%	8%	9%	4%
Totals	99%	100%	100%	101%	100%	101%	99%	100%	100%	100%	99%
Unweighted N	(608)	(262)	(346)	(97)	(140)	(221)	(150)	(463)	(54)	(51)	(40)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always agree	11%	11%	12%	10%	13%	11%	8%	9%	17%	10%	8%	10%	16%
Mostly agree	55%	57%	53%	57%	60%	58%	50%	62%	59%	57%	59%	53%	53%
Agree as often as disagree	20%	19%	21%	22%	16%	22%	24%	20%	15%	22%	19%	22%	17%
Mostly disagree	5%	7%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Always disagree	2%	2%	2%	3%	2%	3%	3%	1%	2%	2%	2%	3%	2%
Not sure	6%	4%	9%	3%	4%	2%	10%	4%	2%	3%	7%	6%	7%
Totals	99%	100%	101%	100%	100%	101%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(608)	(202)	(251)	(155)	(235)	(215)	(201)	(200)	(156)	(114)	(118)	(241)	(135)

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**13A. Finances - Issue Importance — Save**

Generally speaking, how important is it to you to do the following with your money right now?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	61%	56%	65%	66%	62%	63%	51%	61%	57%	58%	70%
Somewhat important	29%	29%	29%	22%	27%	28%	40%	31%	30%	22%	25%
Not very important	6%	8%	4%	8%	3%	5%	7%	6%	5%	11%	0%
Not important at all	4%	7%	2%	4%	8%	4%	2%	3%	7%	9%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	99%
Unweighted N	(983)	(431)	(552)	(197)	(201)	(340)	(245)	(723)	(112)	(76)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	61%	59%	58%	66%	61%	66%	60%	62%	57%	68%	58%	60%	58%
Somewhat important	29%	32%	27%	29%	31%	28%	30%	28%	33%	26%	32%	29%	30%
Not very important	6%	5%	8%	3%	6%	3%	7%	5%	5%	4%	5%	6%	7%
Not important at all	4%	4%	6%	2%	2%	3%	4%	5%	4%	2%	4%	5%	5%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%
Unweighted N	(983)	(316)	(415)	(252)	(369)	(319)	(432)	(269)	(179)	(185)	(188)	(399)	(211)



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**13B. Finances - Issue Importance — Invest**

Generally speaking, how important is it to you to do the following with your money right now?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	26%	31%	21%	30%	29%	27%	17%	23%	38%	20%	37%
Somewhat important	33%	31%	35%	33%	32%	33%	34%	34%	25%	40%	28%
Not very important	22%	20%	23%	23%	17%	21%	27%	23%	19%	20%	19%
Not important at all	20%	18%	22%	14%	22%	19%	22%	20%	17%	21%	16%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(982)	(434)	(548)	(199)	(200)	(342)	(241)	(721)	(113)	(76)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	26%	27%	27%	23%	27%	23%	16%	30%	43%	25%	21%	27%	29%
Somewhat important	33%	33%	30%	39%	32%	40%	27%	36%	43%	33%	37%	33%	31%
Not very important	22%	24%	21%	19%	22%	21%	29%	19%	9%	28%	20%	19%	22%
Not important at all	20%	16%	22%	19%	19%	16%	29%	16%	5%	14%	23%	21%	18%
Totals	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%	101%	100%	100%
Unweighted N	(982)	(316)	(414)	(252)	(369)	(318)	(429)	(268)	(180)	(185)	(188)	(398)	(211)

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**13C. Finances - Issue Importance — Spend**

Generally speaking, how important is it to you to do the following with your money right now?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	12%	15%	10%	13%	18%	9%	9%	12%	17%	9%	11%
Somewhat important	36%	35%	37%	44%	35%	35%	32%	32%	45%	49%	34%
Not very important	34%	32%	36%	30%	30%	34%	42%	37%	22%	28%	35%
Not important at all	18%	18%	17%	13%	16%	23%	16%	18%	16%	13%	20%
Totals	100%	100%	100%	100%	99%	101%	99%	99%	100%	99%	100%
Unweighted N	(981)	(431)	(550)	(198)	(199)	(341)	(243)	(721)	(113)	(76)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	12%	12%	11%	14%	10%	12%	12%	12%	13%	16%	10%	14%	8%
Somewhat important	36%	45%	34%	29%	37%	32%	37%	36%	35%	34%	38%	35%	38%
Not very important	34%	31%	35%	36%	38%	35%	34%	33%	34%	32%	33%	35%	36%
Not important at all	18%	12%	20%	21%	14%	21%	17%	19%	18%	18%	18%	16%	19%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(981)	(315)	(413)	(253)	(370)	(319)	(429)	(269)	(179)	(184)	(188)	(397)	(212)

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**13D. Finances - Issue Importance — Donate**

Generally speaking, how important is it to you to do the following with your money right now?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	14%	15%	14%	16%	14%	14%	13%	13%	24%	10%	16%
Somewhat important	34%	31%	37%	31%	34%	33%	39%	34%	31%	37%	41%
Not very important	26%	24%	27%	30%	27%	22%	26%	26%	22%	29%	22%
Not important at all	26%	30%	22%	23%	26%	31%	21%	27%	23%	24%	22%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	101%
Unweighted N	(980)	(431)	(549)	(198)	(201)	(339)	(242)	(720)	(112)	(77)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	14%	14%	13%	17%	13%	13%	14%	11%	20%	17%	13%	13%	15%
Somewhat important	34%	37%	33%	33%	38%	36%	27%	43%	39%	33%	32%	33%	38%
Not very important	26%	30%	24%	24%	29%	22%	27%	24%	20%	22%	29%	24%	29%
Not important at all	26%	18%	31%	27%	20%	28%	32%	22%	21%	28%	26%	30%	19%
Totals	100%	99%	101%	101%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(980)	(315)	(412)	(253)	(370)	(318)	(430)	(267)	(179)	(184)	(187)	(398)	(211)

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## 14. Finances - Most Important Issue

Which of these is the most important for you to do with your money right now?

*Asked of people who say at least one of saving, investing, spending, or donating is very important for them to do with their money*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Save	68%	58%	78%	65%	65%	72%	70%	70%	52%	73%	71%
Invest	18%	24%	11%	23%	18%	16%	13%	16%	26%	18%	19%
Spend	6%	8%	5%	6%	10%	4%	7%	6%	8%	7%	2%
Donate	8%	10%	6%	6%	8%	8%	11%	8%	14%	2%	8%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(724)	(317)	(407)	(160)	(155)	(254)	(155)	(528)	(82)	(54)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Save	68%	65%	68%	72%	65%	76%	78%	65%	49%	71%	73%	65%	66%
Invest	18%	22%	16%	14%	23%	12%	9%	22%	32%	11%	14%	21%	19%
Spend	6%	6%	7%	5%	4%	5%	6%	5%	8%	7%	8%	6%	4%
Donate	8%	6%	9%	9%	8%	7%	7%	9%	11%	10%	5%	7%	11%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(724)	(225)	(306)	(193)	(265)	(242)	(299)	(206)	(143)	(146)	(138)	(287)	(153)

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## 15. Why Not Invest

Why don't you currently invest? Select all that apply.

*Asked of people who say they don't currently invest in stocks*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I don't have the funds to invest	45%	41%	49%	43%	40%	49%	50%	49%	42%	39%	37%
I don't know enough about investing	27%	24%	30%	30%	31%	27%	20%	29%	22%	28%	21%
I feel safer saving my money rather than investing it	27%	23%	31%	34%	26%	25%	25%	29%	23%	24%	29%
It feels too risky	30%	29%	32%	37%	25%	30%	29%	33%	21%	29%	32%
I'd rather spend my money than invest it	5%	7%	3%	7%	3%	5%	6%	7%	3%	1%	2%
I don't have any interest in investing	19%	19%	19%	13%	15%	20%	32%	22%	17%	12%	15%
Other	6%	9%	3%	1%	2%	8%	14%	8%	1%	3%	6%
Not sure	11%	13%	9%	16%	21%	3%	2%	5%	22%	21%	17%
Unweighted N	(555)	(221)	(334)	(135)	(129)	(180)	(111)	(374)	(80)	(56)	(45)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I don't have the funds to invest	45%	43%	46%	46%	47%	47%	54%	41%	*	48%	53%	42%	42%
I don't know enough about investing	27%	33%	27%	21%	29%	21%	27%	33%	*	27%	29%	26%	28%
I feel safer saving my money rather than investing it	27%	29%	26%	29%	29%	30%	28%	26%	*	33%	26%	24%	31%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
It feels too risky	30%	29%	32%	29%	34%	31%	29%	32%	*	26%	27%	32%	32%
I'd rather spend my money than invest it	5%	6%	6%	1%	5%	3%	6%	4%	*	4%	5%	5%	5%
I don't have any interest in investing	19%	26%	13%	23%	23%	23%	19%	17%	*	17%	15%	23%	18%
Other	6%	6%	5%	8%	8%	11%	3%	8%	*	7%	6%	4%	8%
Not sure	11%	10%	15%	5%	12%	4%	9%	7%	*	7%	10%	12%	12%
Unweighted N	(555)	(164)	(259)	(132)	(183)	(142)	(313)	(140)	(29)	(86)	(104)	(240)	(125)

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<b>Interviewing Dates</b>	July 27 - 29, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.247 to 5.128, with a mean of one and a standard deviation of 0.464.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	60 questions not reported.