Which of the following have you done in 2023 in order to deal with the higher cost of living due to inflation?

		GENDER			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
Cutting back on entertainment	455	204	245	6	111	185	159	72	118	152	114	41	144	137	133
	46%	42%	48%	100%	39%	53%	43%	49%	43%	45%	47%	31%	52%	48%	43%
				**		DF		*				*	K	K	
Cutting back on dining out	567	257	305	4	132	222	213	84	159	195	130	52	160	181	175
	57%	53%	60%	69%	47%	64%	57%	57%	58%	58%	53%	39%	58%	64%	57%
				**		D	D	*				*	K	K	K
Cutting back on travel outside the country	269	114	152	3	69	99	101	25	70	96	78	35	74	75	85
	27%	23%	30%	47%	24%	29%	27%	17%	25%	29%	32%	26%	27%	27%	28%
			A	**				*			G	*			
Cutting back on travel inside the country	279	125	153	1	76	91	112	34	80	100	65	33	83	67	96
	28%	26%	30%	17%	27%	26%	30%	23%	29%	30%	27%	26%	30%	24%	31%
				**				*				*			
More car pooling/fewer car trips	126	44	81	1	51	39	36	23	29	44	29	24	41	31	30
	13%	9%	16%	14%	18%	11%	10%	16%	11%	13%	12%	18%	15%	11%	10%
			A	**	EF			*				N*			
Cutting back on organized sports for my kids	41	23	18	-	15	27	-	10	10	14	7	6	19	17	-
	4%	5%	4%	-	5%	8%	-	7%	4%	4%	3%	4%	7%	6%	-
				**	F	F		*				N*	N	N	
Switched my regular grocery store for one I think is cheaper	303	128	171	4	89	115	99	53	72	110	68	37	94	89	83
	30%	26%	34%	72%	32%	33%	27%	37%	26%	33%	28%	28%	34%	31%	27%
			A	**				*				*			
Looking at flyers for sales	526	223	301	3	111	180	235	81	139	190	117	39	139	152	196
	53%	46%	59%	46%	40%	52%	63%	55%	50%	57%	48%	29%	50%	54%	63%
			A	**		D	DE	*		J		*	K	K	KLM
Using a couponing or sale app to save money	321	123	194	4	89	118	115	49	77	120	75	40	91	98	92
	32%	25%	38%	66%	32%	34%	31%	33%	28%	36%	31%	31%	33%	35%	30%
			A	**				*				*			
Eating less meat	285	118	165	3	71	115	99	64	63	96	61	24	91	87	83
	29%	24%	32%	49%	25%	33%	26%	44%	23%	29%	25%	19%	33%	31%	27%
			A	**				HIJ*				*	K	K	
Pausing on saving for retirement	152	57	90	5	53	61	38	18	41	51	41	23	55	47	27
	15%	12%	18%	84%	19%	18%	10%	12%	15%	15%	17%	18%	20%	17%	9%
			A	**	F	F		*				N*	N	N	
Dipped into my personal savings to make ends meet	279	120	156	3	94	108	77	46	69	101	63	36	102	78	63
	28%	25%	31%	49%	34%	31%	21%	32%	25%	30%	26%	27%	37%	28%	20%
				**	F	F		*				*	MN		
Considered moving somewhere with a lower cost of living than where I live now	171	78	92	1	53	70	48	30	57	49	35	32	53	49	37
	17%	16%	18%	14%	19%	20%	13%	20%	21%	15%	14%	24%	19%	17%	12%
				**		F		*				N*	N		
Buying fewer fresh fruits and vegetables	328	106	218	4	90	123	115	61	98	112	56	41	96	97	94
	33%	22%	43%	69%	32%	36%	31%	42%	36%	34%	23%	31%	35%	34%	30%
			A	**				J*	J	J		*			
Putting off purchases like new clothing, etc.	472	178	290	4	127	187	159	60	128	181	103	61	132	152	127
	47%	37%	57%	66%	45%	54%	43%	41%	46%	54%	42%	46%	48%	54%	41%
			A	**		F		*		J		*		N	
Telling my kids "no" more often	101	41	60	-	40	60	1	20	20	37	23	9	62	29	1
	10%	8%	12%	-	14%	17%	*	14%	7%	11%	10%	7%	22%	10%	*
				**	F	F		*				N*	KMN	N	
Using money I was setting aside for retirement	142	61	81	1	38	51	53	7	44	57	34	19	38	44	41
	14%	12%	16%	14%	14%	15%	14%	5%	16%	17%	14%	14%	14%	16%	13%
				**				*	G	G		*			
Delayed or did not renew a medical prescription	109	36	71	3	32	53	24	18	29	43	19	12	41	41	16
	11%	7%	14%	48%	11%	15%	7%	12%	11%	13%	8%	9%	15%	14%	5%
			A	**		F		*		J		*	N	N	
Accessing food banks	119	49	66	3	37	59	23	35	33	33	17	13	50	35	20
	12%	10%	13%	49%	13%	17%	6%	24%	12%	10%	7%	10%	18%	13%	6%
				**	F	F		HIJ*				*	N	N	
Made purchases through micro payments rather than a one-time payment	118	43	74	1	42	50	26	23	30	39	27	23	41	37	18
	12%	9%	15%	14%	15%	14%	7%	16%	11%	12%	11%	17%	15%	13%	6%
			A	**	F	F		*				N*	N	N	
Putting off buying a home	133	68	63	2	70	56	7	27	39	33	35	30	69	29	5
	13%	14%	12%	31%	25%	16%	2%	18%	14%	10%	14%	23%	25%	10%	1%
				**	EF	F		*				MN*	MN	N	
Cut down on holiday spending	439	192	242	5	101	166	172	59	116	158	107	42	126	133	138
	44%	39%	48%	84%	36%	48%	46%	40%	42%	47%	44%	32%	45%	47%	45%
			A	**		D	D	*				*	K	K	
Putting off starting a family or growing your family	72	32	40	1	52	19	1	12	16	25	19	27	36	8	1
	7%	6%	8%	14%	19%	5%	*	8%	6%	7%	8%	20%	13%	3%	*
				**	EF	F		*				MN*	MN	N	
Delaying retirement	78	48	29	1	18	31	29	7	20	25	26	6	21	31	20
	8%	10%	6%	21%	7%	9%	8%	5%	7%	8%	11%	5%	8%	11%	7%
		B		**				*				*			
Delaying a wedding or other major celebration/event	51	26	24	1	32	19	-	11	15	17	8	12	27	11	-
	5%	5%	5%	18%	11%	5%	-	7%	5%	5%	3%	9%	10%	4%	-
				**	EF	F		*				N*	MN	N	
Downsizing my home	52	26	24	2	14	19	18	8	14	12	18	7	16	14	16
	5%	5%	5%	28%	5%	6%	5%	5%	5%	4%	7%	5%	6%	5%	5%
				**				*			I	*			
Moving somewhere cheaper	101	47	54	1	38	30	33	26	29	26	20	21	31	23	27
	10%	10%	11%	14%	14%	9%	9%	18%	11%	8%	8%	16%	11%	8%	9%
				**				IJ*				M*			
Participating in 'Buy Nothing' Day	101	43	57	2	36	37	28	21	28	35	17	15	32	30	24
	10%	9%	11%	32%	13%	11%	8%	14%	10%	10%	7%	12%	11%	11%	8%
				**				*				*			
Participating in 'Pay-it-Forward' trade groups	37	11	23	2	15	12	10	6	8	13	10	7	14	5	10
	4%	2%	5%	31%	5%	3%	3%	4%	3%	4%	4%	6%	5%	2%	3%
				**				*				*			
Putting more money into savings	138	61	75	2	56	48	34	15	41	38	44	34	45	34	24
	14%	13%	15%	28%	20%	14%	9%	10%	15%	11%	18%	26%	16%	12%	8%
				**	F			*			I	MN*	N		
Postponing or cancelling vacations	256	132	121	2	66	106	83	40	59	93	65	31	78	78	69
	26%	27%	24%	32%	24%	31%	22%	27%	21%	28%	27%	24%	28%	28%	22%
				**		F		*				*			
None of the above	90	58	31	-	18	21	51	19	27	27	17	14	9	20	46
	9%	12%	6%	-	6%	6%	14%	13%	10%	8%	7%	11%	3%	7%	15%
		B		**			DE	*				L*			LM
Sigma	6712	2872	3767	73	1936	2574	2202	1064	1779	2319	1549	845	2110	1959	1797
	671%	591%	742%	1217%	689%	744%	590%	729%	645%	692%	638%	645%	762%	693%	581%

And which of the following do you anticipating doing in 2024 to deal with the higher cost of living due to inflation?

		Gender			Age			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
Cutting back on entertainment	455	221	230	4	119	172	165	78	122	148	107	45	143	130	137
	45%	45%	45%	66%	42%	50%	44%	54%	44%	44%	44%	34%	52%	46%	44%
				**				*				*	K		
Cutting back on dining out	534	229	300	5	123	214	197	79	156	182	116	49	147	176	161
	53%	47%	59%	84%	44%	62%	53%	54%	57%	54%	48%	38%	53%	62%	52%
			A	**		DF		*				*	K	KN	K
Cutting back on travel outside the country	252	104	144	4	67	96	89	20	70	96	67	31	74	77	70
	25%	21%	28%	62%	24%	28%	24%	13%	25%	29%	27%	23%	27%	27%	23%
			A	**				*		G	G	*			
Cutting back on travel inside the country	279	127	148	4	66	101	112	26	88	100	65	30	76	78	95
	28%	26%	29%	63%	23%	29%	30%	18%	32%	30%	27%	23%	27%	27%	31%
				**				*	G			*			
More car pooling/fewer car trips	177	67	109	2	70	64	43	26	44	66	42	30	60	50	36
	18%	14%	22%	28%	25%	19%	12%	18%	16%	20%	17%	23%	22%	18%	12%
			A	**	F	F		*				N*	N		
Cutting back on organized sports for my kids	46	19	27	-	16	29	-	5	10	18	14	5	26	15	-
	5%	4%	5%	-	6%	8%	-	3%	3%	5%	6%	4%	9%	5%	-
				**	F	F		*				N*	N	N	
Switching my regular grocery store for one I think is cheaper	264	124	136	4	63	108	92	41	72	90	62	29	73	85	77
	26%	25%	27%	69%	23%	31%	25%	28%	26%	27%	25%	22%	27%	30%	25%
				**		D		*				*			
Looking at flyers for sales	475	182	289	4	96	161	218	77	128	160	110	38	116	135	186
	48%	37%	57%	66%	34%	47%	58%	53%	47%	48%	45%	29%	42%	48%	60%
			A	**		D	DE	*				*	K	K	KLM
Using a couponing or sale app to save money	333	126	203	4	81	126	126	45	96	122	70	42	86	100	105
	33%	26%	40%	66%	29%	36%	34%	31%	35%	36%	29%	32%	31%	35%	34%
			A	**				*		J		*			
Eating less meat	287	111	171	5	70	111	105	55	70	100	62	27	86	87	87
	29%	23%	34%	79%	25%	32%	28%	38%	25%	30%	26%	21%	31%	31%	28%
			A	**				*				*			
Pausing on saving for retirement	162	64	93	4	54	74	34	18	50	56	38	24	53	62	23
	16%	13%	18%	66%	19%	21%	9%	12%	18%	17%	15%	18%	19%	22%	7%
				**	F	F		*				N*	N	N	
Dipping into my personal savings to make ends meet	225	98	124	3	63	87	75	33	58	86	48	30	60	68	66
	22%	20%	24%	49%	23%	25%	20%	22%	21%	26%	20%	23%	22%	24%	21%
				**				*				*			
Considering moving somewhere with a lower cost of living than where I live now	165	70	93	2	57	66	42	30	46	55	34	34	54	44	33
	16%	14%	18%	32%	20%	19%	11%	20%	17%	17%	14%	26%	20%	16%	11%
				**	F	F		*				MN*	N		
Buying fewer fresh fruits and vegetables	273	97	172	4	68	100	105	41	83	96	53	31	77	80	85
	27%	20%	34%	69%	24%	29%	28%	28%	30%	29%	22%	24%	28%	28%	28%
			A	**				*	J	J		*			
Putting off purchases like new clothing, etc.	419	155	259	5	103	165	151	62	109	149	99	42	123	134	120
	42%	32%	51%	84%	37%	48%	41%	42%	39%	45%	41%	32%	44%	47%	39%
			A	**		D		*				*		K	
Telling my kids "no" more often	85	35	49	1	32	52	1	14	22	29	20	5	54	26	-
	8%	7%	10%	21%	11%	15%	*	9%	8%	9%	8%	4%	19%	9%	-
				**	F	F		*				N*	KMN	N	
Using money I was setting aside for retirement	146	57	86	3	36	64	47	8	47	53	37	14	39	60	32
	15%	12%	17%	46%	13%	18%	13%	6%	17%	16%	15%	11%	14%	21%	10%
			A	**				*	G	G	G	*		KN	
Delaying or not renewing a medical prescription	91	36	52	2	30	37	24	7	36	30	17	12	30	29	20
	9%	7%	10%	32%	11%	11%	6%	5%	13%	9%	7%	9%	11%	10%	6%
				**				*	J			*			
Accessing food banks	145	76	67	2	42	67	36	30	52	42	22	20	48	47	30
	15%	16%	13%	32%	15%	20%	10%	20%	19%	12%	9%	16%	17%	17%	10%
				**		J		J*	J			*	N	N	
Making purchases through micro payments rather than a one-time payment	126	47	78	1	50	46	30	13	39	43	30	24	47	32	22
	13%	10%	15%	14%	18%	13%	8%	9%	14%	13%	13%	18%	17%	11%	7%
			A	**	F	F		*				N*	N		
Putting off buying a home	121	58	61	2	63	48	9	21	36	35	28	27	58	29	6
	12%	12%	12%	30%	23%	14%	3%	15%	13%	11%	11%	21%	21%	10%	2%
				**	EF	F		*				MN*	MN	N	
Cutting down on holiday spending	415	177	234	5	89	169	157	75	111	143	86	40	114	134	127
	42%	36%	46%	84%	32%	49%	42%	52%	40%	43%	35%	31%	41%	47%	41%
			A	**		D	D	J*		J		*		K	
Putting off starting a family or growing your family	71	36	34	1	48	22	1	12	15	22	21	28	32	9	1
	7%	7%	7%	14%	17%	6%	*	9%	5%	7%	9%	22%	12%	3%	*
				**	EF	F		*				LMN*	MN	N	
Delaying retirement	98	44	51	3	31	33	35	5	30	33	30	15	25	36	23
	10%	9%	10%	53%	11%	9%	9%	4%	11%	10%	12%	11%	9%	13%	7%
				**				*			G	*		N	
Delaying a wedding or other major celebration/event	59	19	38	2	36	19	3	7	19	19	15	17	29	12	1
	6%	4%	7%	32%	13%	6%	1%	4%	7%	6%	6%	13%	10%	4%	*
			A	**	EF	F		*				MN*	MN	N	
Downsizing my home	92	35	55	3	34	34	24	13	26	30	24	19	24	29	21
	9%	7%	11%	46%	12%	10%	6%	9%	9%	9%	10%	15%	9%	10%	7%
				**	F			*				N*			
Moving somewhere cheaper	135	65	68	3	42	58	36	24	44	42	25	22	44	46	24
	14%	13%	13%	48%	15%	17%	10%	17%	16%	12%	10%	17%	16%	16%	8%
				**		F		*				N*	N	N	
Participating in 'Buy Nothing' Day	135	55	77	3	35	65	34	25	36	42	31	16	41	50	28
	13%	11%	15%	46%	13%	19%	9%	17%	13%	13%	13%	13%	15%	18%	9%
				**		F		*				*		N	
Participating in 'Pay-it-Forward' trade groups	38	17	20	1	21	12	5	-	14	13	10	12	15	6	5
	4%	3%	4%	14%	8%	3%	1%		5%	4%	4%	9%	6%	2%	2%
				**	F			*				MN*	N		
Putting more money into savings	176	83	91	3	76	63	38	23	46	53	54	40	67	41	29
	18%	17%	18%	46%	27%	18%	10%	16%	17%	16%	22%	30%	24%	15%	9%
				**	EF	J		*			I	MN*	MN		
Postponing or cancelling vacations	293	143	148	2	68	121	104	53	74	101	65	28	86	92	86
	29%	29%	29%	32%	24%	35%	28%	37%	27%	30%	27%	21%	31%	33%	28%
				**		D		*				*			
None of the above	97	55	42	-	20	25	52	16	26	37	17	11	17	23	46
	10%	11%	8%	-	7%	7%	14%	11%	9%	11%	7%	8%	6%	8%	15%
				**			DE	*				*			LM
Sigma	6668	2831	3749	88	1870	2610	2189	983	1876	2291	1519	839	2025	2021	1782
	667%	582%	738%	1470%	665%	754%	587%	673%	680%	684%	625%	640%	732%	715%	576%

How concerned are you about the following? - That you might not have enough money to feed your family

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
Top 2 Box (Net)	526	250	271	5	190	214	122	104	150	173	99	84	184	162	96
	53%	51%	53%	86%	68%	62%	33%	71%	54%	52%	41%	64%	67%	57%	31%
				**	F	F		HIJ*	J	J		N*	MN	N	
Very concerned	257	118	138	1	96	117	44	42	90	87	38	43	97	85	32
	26%	24%	27%	18%	34%	34%	12%	29%	33%	26%	16%	33%	35%	30%	10%
				**	F	F		J*	J	J		N*	N	N	
Somewhat concerned	270	132	133	4	95	97	78	62	60	86	61	41	87	78	64
	27%	27%	26%	68%	34%	28%	21%	43%	22%	26%	25%	31%	31%	27%	21%
				**	F	F		HIJ*				*	N		
Bottom 2 Box (Net)	474	236	237	1	91	132	251	42	126	162	144	47	92	120	214
	47%	49%	47%	14%	32%	38%	67%	29%	46%	48%	59%	36%	33%	43%	69%
				**			DE	*	G	G	GHI	*		L	KLM
Not very concerned	271	124	147	-	59	88	125	28	77	91	75	28	65	75	103
	27%	26%	29%	-	21%	25%	34%	19%	28%	27%	31%	22%	24%	26%	33%
				**			DE	*				*			L
Not at all concerned	202	112	89	1	32	44	126	14	49	70	69	19	27	45	111
	20%	23%	18%	14%	11%	13%	34%	9%	18%	21%	29%	14%	10%	16%	36%
				**			DE	*		G	GHI	*			KLM
Sigma	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you might not be able to afford gasoline

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
Top 2 Box (Net)	534	255	275	5	181	204	149	100	153	171	111	84	181	145	124
	53%	52%	54%	83%	64%	59%	40%	69%	55%	51%	46%	64%	65%	51%	40%
				**	F	F		IJ*	J			N*	MN	N	
Very concerned	223	99	121	3	89	86	48	51	61	73	38	34	86	64	39
	22%	20%	24%	48%	32%	25%	13%	35%	22%	22%	16%	26%	31%	23%	13%
				**	F	F		IJ*		J		N*	MN	N	
Somewhat concerned	311	155	154	2	93	118	101	49	92	98	72	50	95	82	85
	31%	32%	30%	35%	33%	34%	27%	34%	33%	29%	30%	38%	34%	29%	27%
				**				*				*			
Bottom 2 Box (Net)	466	231	233	1	100	142	224	46	123	164	132	47	96	137	185
	47%	48%	46%	17%	36%	41%	60%	31%	45%	49%	54%	36%	35%	49%	60%
				**			DE	*		G	GH	*		L	KLM
Not very concerned	252	120	132	-	58	87	107	21	71	88	73	26	61	79	85
	25%	25%	26%	-	21%	25%	29%	14%	26%	26%	30%	20%	22%	28%	27%
				**				*			G	*			
Not at all concerned	214	111	102	1	42	55	117	25	53	76	60	21	34	58	101
	21%	23%	20%	17%	15%	16%	31%	17%	19%	23%	25%	16%	12%	21%	32%
				**			DE	*				*		L	KLM
Sigma	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
Top 2 Box (Net)	661	314	342	6	226	262	174	106	175	216	164	97	235	193	136
	66%	65%	67%	100%	80%	76%	47%	73%	64%	64%	67%	74%	85%	68%	44%
				**	F	F		*				N*	KMN	N	
Very concerned	338	148	185	5	129	134	75	57	94	117	71	53	134	92	59
	34%	30%	36%	86%	46%	39%	20%	39%	34%	35%	29%	41%	48%	32%	19%
				**	F	F		*				N*	MN	N	
Somewhat concerned	323	166	157	1	96	128	99	49	82	99	93	44	100	102	77
	32%	34%	31%	14%	34%	37%	27%	34%	30%	30%	38%	34%	36%	36%	25%
				**		F		*			I	*	N	N	
Bottom 2 Box (Net)	339	172	166	-	55	84	199	40	101	119	79	34	42	90	173
	34%	35%	33%	-	20%	24%	53%	27%	36%	36%	33%	26%	15%	32%	56%
				**			DE	*				L*		L	KLM
Not very concerned	205	109	95	-	36	65	104	23	69	67	46	22	31	63	89
	20%	23%	19%	-	13%	19%	28%	16%	25%	20%	19%	17%	11%	22%	29%
				**			DE	*				*		L	KL
Not at all concerned	134	63	71	-	20	20	95	17	32	52	33	12	11	27	84
	13%	13%	14%	-	7%	6%	25%	12%	12%	15%	14%	9%	4%	10%	27%
				**			DE	*				*		L	KLM
Sigma	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you won't be able to pay your full credit card bill

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
Top 2 Box (Net)	554	246	302	5	191	222	140	85	156	191	121	83	197	163	111
	55%	51%	59%	86%	68%	64%	38%	58%	56%	57%	50%	63%	71%	58%	36%
			A	**	F	F		*				N*	MN	N	
Very concerned	297	115	178	3	109	120	68	54	86	107	49	49	105	94	48
	30%	24%	35%	55%	39%	35%	18%	37%	31%	32%	20%	37%	38%	33%	16%
			A	**	F	F		J*	J	J		N*	N	N	
Somewhat concerned	257	131	124	2	82	102	73	31	69	84	72	34	91	69	63
	26%	27%	24%	31%	29%	29%	19%	21%	25%	25%	30%	26%	33%	24%	20%
				**	F	F		*				*	MN		
Bottom 2 Box (Net)	446	240	206	1	90	124	233	61	120	144	122	48	80	119	199
	45%	49%	41%	14%	32%	36%	62%	42%	44%	43%	50%	37%	29%	42%	64%
		B		**			DE	*				*		L	KLM
Not very concerned	240	133	106	-	49	73	117	28	73	74	65	24	51	68	97
	24%	27%	21%	-	17%	21%	31%	19%	26%	22%	27%	18%	18%	24%	31%
		B		**			DE	*				*			KL
Not at all concerned	207	106	100	1	41	50	116	33	47	70	56	25	29	52	101
	21%	22%	20%	14%	15%	15%	31%	23%	17%	21%	23%	19%	11%	18%	33%
				**			DE	*				*		L	KLM
Sigma	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you may have to use a line of credit to pay your credit card bill

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
Top 2 Box (Net)	487	223	258	5	186	188	112	62	142	173	109	87	181	131	88
	49%	46%	51%	83%	66%	54%	30%	42%	51%	52%	45%	66%	65%	46%	28%
				**	EF	F		*				MN*	MN	N	
Very concerned	236	97	135	3	89	90	57	26	66	99	44	38	89	66	43
	24%	20%	27%	55%	32%	26%	15%	18%	24%	30%	18%	29%	32%	23%	14%
			A	**	F	F		*		J		N*	MN	N	
Somewhat concerned	251	126	123	2	97	98	56	36	76	74	65	49	91	65	44
	25%	26%	24%	28%	35%	28%	15%	24%	28%	22%	27%	38%	33%	23%	14%
				**	F	F		*				MN*	MN	N	
Bottom 2 Box (Net)	513	263	250	1	95	158	261	84	134	162	134	44	96	151	222
	51%	54%	49%	17%	34%	46%	70%	58%	49%	48%	55%	34%	35%	54%	72%
				**		D	DE	*				*		KL	KLM
Not very concerned	259	130	129	-	51	90	119	40	76	78	66	26	55	79	99
	26%	27%	25%	-	18%	26%	32%	27%	28%	23%	27%	20%	20%	28%	32%
				**		D	D	*				*			KL
Not at all concerned	254	133	120	1	44	68	142	45	58	84	68	18	41	73	123
	25%	27%	24%	17%	16%	20%	38%	30%	21%	25%	28%	14%	15%	26%	40%
				**			DE	*				*		KL	KLM
Sigma	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you can't absorb any unexpected costs of $1,000 or more

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**459**	**535**	**6**	**246**	**388**	**366**	**54**	**177**	**400**	**369**	**105**	**287**	**310**	**298**
Base: All Respondents (wtd)	**1000**	**486**	**508**	**6**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**131**	**277**	**283**	**310**
	691	311	375	5	227	264	200	116	196	233	146	103	226	200	163
Top 2 Box (Net)	69%	64%	74%	86%	81%	76%	54%	80%	71%	70%	60%	79%	82%	71%	53%
			A	**	F	F		J*	J	J		N*	MN	N	
	404	181	219	4	132	170	102	73	117	140	74	57	147	118	82
Very concerned	40%	37%	43%	72%	47%	49%	27%	50%	43%	42%	31%	44%	53%	42%	27%
				**	F	F		J*	J	J		N*	MN	N	
	287	130	156	1	95	94	98	43	78	94	72	46	79	82	81
Somewhat concerned	29%	27%	31%	14%	34%	27%	26%	30%	28%	28%	30%	35%	28%	29%	26%
				**				*				*			
	309	175	133	1	54	82	173	30	80	102	97	28	51	83	147
Bottom 2 Box (Net)	31%	36%	26%	14%	19%	24%	46%	20%	29%	30%	40%	21%	18%	29%	47%
		B		**			DE	*			GHI	*		L	KLM
	171	95	76	1	32	51	87	14	52	49	56	18	34	45	75
Not very concerned	17%	19%	15%	14%	12%	15%	23%	9%	19%	15%	23%	14%	12%	16%	24%
				**			DE	*			GI	*			LM
	138	81	57	-	21	31	86	16	28	53	41	10	17	38	72
Not at all concerned	14%	17%	11%	-	8%	9%	23%	11%	10%	16%	17%	8%	6%	14%	23%
		B		**			DE	*			H	*		L	KLM
	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	310
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - Top 2 Box Summary

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
That you might not have enough money to feed your family	526	250	271	5	190	214	122	104	150	173	99	84	184	162	96
	53%	51%	53%	86%	68%	62%	33%	71%	54%	52%	41%	64%	67%	57%	31%
				**	F	F		HIJ*	J	J		N*	MN	N	
That you might not be able to afford gasoline	534	255	275	5	181	204	149	100	153	171	111	84	181	145	124
	53%	52%	54%	83%	64%	59%	40%	69%	55%	51%	46%	64%	65%	51%	40%
				**	F	F		IJ*	J			N*	MN	N	
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	661	314	342	6	226	262	174	106	175	216	164	97	235	193	136
	66%	65%	67%	100%	80%	76%	47%	73%	64%	64%	67%	74%	85%	68%	44%
				**	F	F		*				N*	KMN	N	
That you won't be able to pay your full credit card bill	554	246	302	5	191	222	140	85	156	191	121	83	197	163	111
	55%	51%	59%	86%	68%	64%	38%	58%	56%	57%	50%	63%	71%	58%	36%
			A	**	F	F		*				N*	MN	N	
That you may have to use a line of credit to pay your credit card bill	487	223	258	5	186	188	112	62	142	173	109	87	181	131	88
	49%	46%	51%	83%	66%	54%	30%	42%	51%	52%	45%	66%	65%	46%	28%
				**	EF	F		*				MN*	MN	N	
That you can't absorb any unexpected costs of $1,000 or more	691	311	375	5	227	264	200	116	196	233	146	103	226	200	163
	69%	64%	74%	86%	81%	76%	54%	80%	71%	70%	60%	79%	82%	71%	53%
			A	**	F	F		J*	J	J		N*	MN	N	

How concerned are you about the following? - Bottom 2 Box Summary

		Gender			AGE			EDUCATION				Age 1			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
That you might not have enough money to feed your family	474	236	237	1	91	132	251	42	126	162	144	47	92	120	214
	47%	49%	47%	14%	32%	38%	67%	29%	46%	48%	59%	36%	33%	43%	69%
				**			DE	*	G	G	GHI	*		L	KLM
That you might not be able to afford gasoline	466	231	233	1	100	142	224	46	123	164	132	47	96	137	185
	47%	48%	46%	17%	36%	41%	60%	31%	45%	49%	54%	36%	35%	49%	60%
				**			DE	*		G	GH	*		L	KLM
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	339	172	166	-	55	84	199	40	101	119	79	34	42	90	173
	34%	35%	33%	-	20%	24%	53%	27%	36%	36%	33%	26%	15%	32%	56%
				**			DE	*				L*		L	KLM
That you won't be able to pay your full credit card bill	446	240	206	1	90	124	233	61	120	144	122	48	80	119	199
	45%	49%	41%	14%	32%	36%	62%	42%	44%	43%	50%	37%	29%	42%	64%
		B		**			DE	*				*		L	KLM
That you may have to use a line of credit to pay your credit card bill	513	263	250	1	95	158	261	84	134	162	134	44	96	151	222
	51%	54%	49%	17%	34%	46%	70%	58%	49%	48%	55%	34%	35%	54%	72%
				**		D	DE	*				*		KL	KLM
That you can't absorb any unexpected costs of $1,000 or more	309	175	133	1	54	82	173	30	80	102	97	28	51	83	147
	31%	36%	26%	14%	19%	24%	46%	20%	29%	30%	40%	21%	18%	29%	47%
		B		**			DE	*			GHI	*		L	KLM