1_1. To what extent do you agree or disagree with the following statements: - It's harder to build wealth today than it was in my parents' generation

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
	824	384	435	4	252	300	272	119	228	277	199	134	250	236	204
Top 2 Box (Net)	82%	79%	86%	87%	90%	87%	73%	81%	83%	83%	82%	87%	88%	85%	71%
			A	**	F	F		*				N*	N	N	
	446	194	252	-	148	185	113	71	111	155	108	73	159	132	82
Strongly agree	45%	40%	49%	-	53%	53%	30%	49%	40%	46%	44%	48%	56%	48%	28%
			A	**	F	F		*				N*	N	N	
	378	190	183	4	103	116	159	48	117	122	91	60	91	105	122
Somewhat agree	38%	39%	36%	87%	37%	33%	42%	33%	42%	36%	38%	40%	32%	38%	42%
				**			E	*				*			L
	177	103	74	1	30	46	102	27	48	58	44	19	33	40	85
Bottom 2 Box (Net)	18%	21%	14%	13%	10%	13%	27%	19%	17%	17%	18%	13%	12%	15%	29%
		B		**			DE	*				*			KLM
	153	87	65	1	23	38	92	27	38	51	37	15	25	37	76
Somewhat disagree	15%	18%	13%	13%	8%	11%	25%	19%	14%	15%	15%	10%	9%	13%	26%
				**			DE	*				*			KLM
	24	16	8	-	6	8	10	-	11	7	7	4	8	3	9
Strongly disagree	2%	3%	2%	-	2%	2%	3%	-	4%	2%	3%	3%	3%	1%	3%
				**				*				*			
	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. To what extent do you agree or disagree with the following statements: - I'm confident making financial decisions on my own

	Total	Gender			AGE			EDUCATION				Generation			
		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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	794	402	388	5	213	268	313	93	231	268	203	108	233	210	243
	79%	83%	76%	100%	76%	78%	84%	63%	84%	80%	83%	70%	82%	76%	84%
		B		**			D	*	G	G	G	*	K		KM
Strongly agree	264	147	114	3	75	89	101	24	67	90	83	29	91	64	79
	26%	30%	22%	61%	27%	26%	27%	17%	24%	27%	34%	19%	32%	23%	27%
		B		**				*			GHI	*	KM		
Somewhat agree	530	255	273	2	138	180	213	68	164	178	119	79	142	146	164
	53%	52%	54%	39%	49%	52%	57%	47%	59%	53%	49%	52%	50%	53%	57%
				**				*	J			*			
Bottom 2 Box (Net)	207	85	121	-	69	78	60	53	46	67	40	45	50	66	46
	21%	17%	24%	-	24%	22%	16%	37%	16%	20%	17%	30%	18%	24%	16%
			A	**	F			HIJ*				LN*		N	
Somewhat disagree	174	76	98	-	58	60	55	44	39	53	38	40	41	52	41
	17%	16%	19%	-	21%	17%	15%	30%	14%	16%	16%	26%	14%	19%	14%
				**				HIJ*				LN*			
Strongly disagree	33	9	24	-	10	18	5	9	7	14	2	5	9	14	5
	3%	2%	5%	-	4%	5%	1%	6%	2%	4%	1%	4%	3%	5%	2%
			A	**		F		J*		J		*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. To what extent do you agree or disagree with the following statements: - Financial advice received from older generations is still relevant today

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	752	370	381	1	188	253	312	87	218	259	187	101	198	206	248
	75%	76%	75%	27%	67%	73%	84%	60%	79%	77%	77%	66%	70%	74%	86%
				**			DE	*	G	G	G	*			KLM
Strongly agree	197	107	90	1	57	61	80	27	59	58	53	28	57	50	62
	20%	22%	18%	13%	20%	18%	21%	18%	21%	17%	22%	19%	20%	18%	21%
				**				*				*			
Somewhat agree	555	263	291	1	131	192	232	60	160	201	134	72	141	156	186
	55%	54%	57%	14%	47%	55%	62%	41%	58%	60%	55%	47%	50%	57%	64%
				**			D	*	G	G		*			KL
Bottom 2 Box (Net)	249	117	128	4	94	94	61	59	58	76	56	52	84	71	41
	25%	24%	25%	73%	33%	27%	16%	40%	21%	23%	23%	34%	30%	26%	14%
				**	F	F		HIJ*				N*	N	N	
Somewhat disagree	198	97	98	4	70	78	50	45	45	60	48	44	62	60	32
	20%	20%	19%	73%	25%	23%	13%	31%	16%	18%	20%	29%	22%	22%	11%
				**	F	F		HI*				N*	N	N	
Strongly disagree	51	21	30	-	23	16	12	14	13	16	8	8	22	11	10
	5%	4%	6%	-	8%	5%	3%	10%	5%	5%	3%	5%	8%	4%	3%
				**	F			*				*	N		
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. To what extent do you agree or disagree with the following statements: - Financial advice should be personalized by generation and life stage

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	906	434	468	5	253	315	338	138	249	291	228	132	263	246	265
	91%	89%	92%	100%	90%	91%	91%	95%	90%	87%	94%	86%	93%	89%	92%
				**				*			I	*			
Strongly agree	337	138	195	4	102	127	107	43	80	114	100	45	115	97	81
	34%	28%	38%	86%	36%	37%	29%	29%	29%	34%	41%	29%	41%	35%	28%
			A	**				*			H	*	N		
Somewhat agree	569	296	273	1	151	188	231	96	169	177	128	87	148	149	184
	57%	61%	54%	14%	54%	54%	62%	65%	61%	53%	53%	57%	53%	54%	64%
				**				*				*			LM
Bottom 2 Box (Net)	95	53	41	-	28	32	35	8	28	44	15	21	20	30	24
	9%	11%	8%	-	10%	9%	9%	5%	10%	13%	6%	14%	7%	11%	8%
				**				*		J		*			
Somewhat disagree	81	47	34	-	25	27	29	8	24	36	13	19	18	22	22
	8%	10%	7%	-	9%	8%	8%	5%	9%	11%	5%	12%	6%	8%	8%
				**				*		J		*			
Strongly disagree	13	6	7	-	3	5	6	-	3	8	2	2	2	8	2
	1%	1%	1%	-	1%	1%	1%	-	1%	2%	1%	1%	1%	3%	1%
				**				*				*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. To what extent do you agree or disagree with the following statements: - I've abandoned a hobby in the last year for financial reasons

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	458	226	232	-	169	179	109	78	134	148	98	93	163	127	75
	46%	46%	46%	-	60%	52%	29%	53%	48%	44%	40%	61%	58%	46%	26%
				**	F	F		*				MN*	MN	N	
Strongly agree	171	88	83	-	60	77	34	38	46	53	35	32	67	49	23
	17%	18%	16%	-	21%	22%	9%	26%	17%	16%	14%	21%	24%	18%	8%
				**	F	F		*				N*	N	N	
Somewhat agree	287	138	149	-	110	102	75	40	88	95	63	61	97	77	52
	29%	28%	29%	-	39%	29%	20%	27%	32%	28%	26%	40%	34%	28%	18%
				**	EF	F		*				N*	N	N	
Bottom 2 Box (Net)	543	261	277	5	112	167	264	69	142	187	145	60	120	150	214
	54%	54%	54%	100%	40%	48%	71%	47%	52%	56%	60%	39%	42%	54%	74%
				**			DE	*				*		KL	KLM
Somewhat disagree	270	126	140	3	66	91	113	32	65	95	77	32	79	74	85
	27%	26%	28%	52%	23%	26%	30%	22%	23%	28%	32%	21%	28%	27%	29%
				**				*				*			
Strongly disagree	274	135	137	2	46	76	151	36	77	92	68	29	41	76	129
	27%	28%	27%	48%	16%	22%	41%	25%	28%	27%	28%	19%	14%	27%	45%
				**			DE	*				*		L	KLM
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. To what extent do you agree or disagree with the following statements: - Costs are a significant factor in the hobbies I pursue

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	813	382	427	4	238	296	278	111	229	278	196	123	248	237	205
	81%	78%	84%	86%	85%	86%	75%	76%	83%	83%	81%	81%	88%	86%	71%
				**	F	F		*				*	N	N	
Strongly agree	356	164	189	3	118	135	104	59	104	120	73	59	118	104	75
	36%	34%	37%	58%	42%	39%	28%	40%	38%	36%	30%	39%	42%	38%	26%
				**	F	F		*				N*	N	N	
Somewhat agree	457	217	238	1	121	161	175	52	125	157	123	64	130	132	130
	46%	45%	47%	27%	43%	47%	47%	36%	45%	47%	51%	42%	46%	48%	45%
				**				*				*			
Bottom 2 Box (Net)	188	105	82	1	43	50	95	35	48	58	47	30	35	40	84
	19%	22%	16%	14%	15%	14%	25%	24%	17%	17%	19%	19%	12%	14%	29%
				**			DE	*				*			LM
Somewhat disagree	147	86	60	1	36	45	65	27	35	44	41	23	33	33	57
	15%	18%	12%	14%	13%	13%	17%	19%	13%	13%	17%	15%	12%	12%	20%
		B		**				*				*			LM
Strongly disagree	41	19	22	-	6	5	30	8	13	14	6	6	2	7	27
	4%	4%	4%	-	2%	1%	8%	6%	5%	4%	3%	4%	1%	2%	9%
				**			DE	*				L*			LM
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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1. To what extent do you agree or disagree with the following statements: - T2B Summary

		Gender			AGE			EDUCATION				Generation			
	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
It's harder to build wealth today than it was in my parents' generation	824	384	435	4	252	300	272	119	228	277	199	134	250	236	204
	82%	79%	86%	87%	90%	87%	73%	81%	83%	83%	82%	87%	88%	85%	71%
			A	**	F	F		*				N*	N	N	
I'm confident making financial decisions on my own	794	402	388	5	213	268	313	93	231	268	203	108	233	210	243
	79%	83%	76%	100%	76%	78%	84%	63%	84%	80%	83%	70%	82%	76%	84%
		B		**			D	*	G	G	G	*	K		KM
Financial advice received from older generations is still relevant today	752	370	381	1	188	253	312	87	218	259	187	101	198	206	248
	75%	76%	75%	27%	67%	73%	84%	60%	79%	77%	77%	66%	70%	74%	86%
				**			DE	*	G	G	G	*			KLM
Financial advice should be personalized by generation and life stage	906	434	468	5	253	315	338	138	249	291	228	132	263	246	265
	91%	89%	92%	100%	90%	91%	91%	95%	90%	87%	94%	86%	93%	89%	92%
				**				*			I	*			
I've abandoned a hobby in the last year for financial reasons	458	226	232	-	169	179	109	78	134	148	98	93	163	127	75
	46%	46%	46%	-	60%	52%	29%	53%	48%	44%	40%	61%	58%	46%	26%
				**	F	F		*				MN*	MN	N	
Costs are a significant factor in the hobbies I pursue	813	382	427	4	238	296	278	111	229	278	196	123	248	237	205
	81%	78%	84%	86%	85%	86%	75%	76%	83%	83%	81%	81%	88%	86%	71%
				**	F	F		*				*	N	N	

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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1. To what extent do you agree or disagree with the following statements: - B2B Summary

		Gender			AGE			EDUCATION				Generation			
	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
It's harder to build wealth today than it was in my parents' generation	177	103	74	1	30	46	102	27	48	58	44	19	33	40	85
	18%	21%	14%	13%	10%	13%	27%	19%	17%	17%	18%	13%	12%	15%	29%
		B		**			DE	*				*			KLM
I'm confident making financial decisions on my own	207	85	121	-	69	78	60	53	46	67	40	45	50	66	46
	21%	17%	24%	-	24%	22%	16%	37%	16%	20%	17%	30%	18%	24%	16%
			A	**	F			HIJ*				LN*		N	
Financial advice received from older generations is still relevant today	249	117	128	4	94	94	61	59	58	76	56	52	84	71	41
	25%	24%	25%	73%	33%	27%	16%	40%	21%	23%	23%	34%	30%	26%	14%
				**	F	F		HIJ*				N*	N	N	
Financial advice should be personalized by generation and life stage	95	53	41	-	28	32	35	8	28	44	15	21	20	30	24
	9%	11%	8%	-	10%	9%	9%	5%	10%	13%	6%	14%	7%	11%	8%
				**				*		J		*			
I've abandoned a hobby in the last year for financial reasons	543	261	277	5	112	167	264	69	142	187	145	60	120	150	214
	54%	54%	54%	100%	40%	48%	71%	47%	52%	56%	60%	39%	42%	54%	74%
				**			DE	*				*		KL	KLM
Costs are a significant factor in the hobbies I pursue	188	105	82	1	43	50	95	35	48	58	47	30	35	40	84
	19%	22%	16%	14%	15%	14%	25%	24%	17%	17%	19%	19%	12%	14%	29%
				**			DE	*				*			LM

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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2. Why do you believe that financial advice from older generations is no longer relevant?

		Gender			AGE			EDUCATION				Generation			
	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 Answering (unwtd)	**236**	**95**	**138**	**3**	**84**	**91**	**61**	**20**	**37**	**95**	**84**	**42**	**88**	**68**	**38**
Base: All Answering (wtd)	**249**	**117**	**128**	**4**	**94**	**94**	**61**	**59**	**58**	**76**	**56**	**52**	**84**	**71**	**41**
There are new financial tools that older generations didn't have	123	54	67	3	40	42	41	24	34	37	29	23	34	39	28
	50%	46%	52%	86%	43%	45%	67%	41%	58%	48%	52%	44%	41%	55%	67%
		*	*	**	*	*	DE*	**	*	*	*	**	*	*	**
Technology has changed too quickly	102	57	42	3	39	40	23	26	18	35	22	22	33	29	18
	41%	49%	33%	80%	41%	43%	38%	44%	32%	46%	40%	42%	39%	41%	43%
		*	*	**	*	*	*	**	*	*	*	**	*	*	**
There are different market conditions today	154	66	85	3	63	54	37	32	27	51	43	33	50	47	23
	62%	56%	67%	80%	67%	58%	60%	55%	46%	68%	78%	63%	60%	67%	56%
		*	*	**	*	*	*	**	*	H*	H*	**	*	*	**
Younger people have different financial goals or priorities now than before	101	43	56	3	40	35	26	22	19	31	29	22	35	29	16
	41%	36%	44%	86%	43%	38%	42%	38%	33%	40%	53%	42%	42%	41%	38%
		*	*	**	*	*	*	**	*	*	*	**	*	*	**
Older people are out of touch with the realities of today	97	42	53	3	53	38	6	22	23	26	26	28	46	22	1
	39%	36%	41%	80%	57%	41%	10%	37%	40%	34%	47%	53%	54%	32%	4%
		*	*	**	F*	F*	*	**	*	*	*	**	M*	*	**
Some other reason	18	11	6	-	7	6	4	11	4	1	1	4	4	5	4
	7%	9%	5%	-	8%	7%	7%	19%	7%	1%	2%	8%	5%	7%	10%
		*	*	**	*	*	*	**	*	*	*	**	*	*	**
Sigma	596	272	309	15	242	216	137	139	125	181	151	133	202	171	90
	240%	232%	242%	413%	258%	231%	224%	235%	215%	238%	272%	253%	240%	242%	218%

Statistics:
Grid overlap formula used
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  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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3. Do you feel more empowered or overwhelmed by the number of financial tools available today?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
More empowered	197	112	84	1	70	68	60	18	40	69	71	38	70	45	44
	20%	23%	17%	14%	25%	20%	16%	12%	14%	20%	29%	25%	25%	16%	15%
		B		**	F			*			GHI	*	MN		
No difference	442	218	220	3	104	141	197	67	131	158	86	53	113	120	156
	44%	45%	43%	58%	37%	41%	53%	46%	47%	47%	35%	35%	40%	43%	54%
				**			DE	*	J	J		*			KLM
More overwhelmed	362	156	204	1	108	137	116	61	106	109	86	62	99	112	89
	36%	32%	40%	27%	38%	40%	31%	42%	38%	32%	35%	40%	35%	40%	31%
			A	**		F		*				*		N	
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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4. To what extent do you rely on financial advice passed down from your parents or grandparents?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Very much	174	81	92	1	60	63	51	27	53	51	43	29	63	40	42
	17%	17%	18%	14%	21%	18%	14%	18%	19%	15%	18%	19%	22%	14%	15%
				**	F			*				*	MN		
Somewhat	407	208	198	1	103	166	138	41	120	144	102	57	126	126	98
	41%	43%	39%	23%	37%	48%	37%	28%	43%	43%	42%	37%	45%	46%	34%
				**		DF		*				*	N	N	
Not very much	223	109	113	-	51	67	105	30	47	85	60	26	49	62	85
	22%	22%	22%	-	18%	19%	28%	21%	17%	25%	25%	17%	17%	22%	30%
				**			DE	*		H	H	*			KL
Not at all	197	89	105	3	67	51	79	48	56	55	38	41	44	49	64
	20%	18%	21%	62%	24%	15%	21%	33%	20%	16%	15%	27%	16%	18%	22%
				**	E			IJ*				L*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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5. Have you ever acted on financial advice by a family member that turned out to be harmful?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Yes	172	103	69	-	77	59	36	35	34	55	48	43	62	42	25
	17%	21%	14%	-	27%	17%	10%	24%	12%	16%	20%	28%	22%	15%	9%
		B		**	EF	F		*			H	MN*	N	N	
No	829	384	440	5	204	287	338	111	242	280	195	110	220	234	264
	83%	79%	86%	100%	73%	83%	90%	76%	88%	84%	80%	72%	78%	85%	91%
			A	**		D	DE	*	J			*		K	KLM
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. Which of the following generations do you believe gives the best and worst financial advice? - Gen Z

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Best advice	296	137	158	1	109	91	96	50	89	92	65	66	85	71	74
	30%	28%	31%	10%	39%	26%	26%	34%	32%	28%	27%	43%	30%	26%	26%
				**	EF			*				LMN*			
Worst advice	705	350	350	4	172	255	277	96	187	243	179	87	197	205	215
	70%	72%	69%	90%	61%	74%	74%	66%	68%	72%	73%	57%	70%	74%	74%
				**		D	D	*				*	K	K	K
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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6_2. Which of the following generations do you believe gives the best and worst financial advice? - Millennials

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Best advice	472	228	242	2	196	163	113	77	131	137	127	102	193	90	87
	47%	47%	48%	39%	70%	47%	30%	53%	47%	41%	52%	67%	68%	33%	30%
				**	EF	F		*			I	MN*	MN		
Worst advice	529	259	267	3	86	183	260	69	145	198	117	51	89	186	202
	53%	53%	52%	61%	30%	53%	70%	47%	53%	59%	48%	33%	32%	67%	70%
				**		D	DE	*		J		*		KL	KL
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
Minimum Base: 30 (**), Small Base: 100 (*)

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6_3. Which of the following generations do you believe gives the best and worst financial advice? - Gen X

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Best advice	561	283	277	1	172	231	158	81	142	184	154	87	175	198	101
	56%	58%	54%	23%	61%	67%	42%	55%	52%	55%	63%	57%	62%	72%	35%
				**	F	F		*			HI	N*	N	KLN	
Worst advice	440	204	232	4	109	116	215	65	134	152	89	66	108	79	188
	44%	42%	46%	77%	39%	33%	58%	45%	48%	45%	37%	43%	38%	28%	65%
				**			DE	*	J	J		M*	M		KLM
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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6_4. Which of the following generations do you believe gives the best and worst financial advice? - Boomers

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Best advice	638	323	314	1	115	216	307	94	184	218	142	58	143	196	242
	64%	66%	62%	27%	41%	62%	82%	64%	67%	65%	58%	38%	50%	71%	84%
				**		D	DE	*				*	K	KL	KLM
Worst advice	363	164	195	4	166	130	67	52	92	117	101	95	140	81	47
	36%	34%	38%	73%	59%	38%	18%	36%	33%	35%	42%	62%	50%	29%	16%
				**	EF	F		*				LMN*	MN	N	
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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7. In which areas of money management do you believe the financial advice from older generations is no longer applicable today?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Buying a home	321	143	175	4	131	125	65	48	74	106	93	68	119	87	47
	32%	29%	34%	73%	47%	36%	17%	33%	27%	32%	38%	45%	42%	31%	16%
				**	EF	F		*			H	MN*	MN	N	
Saving for retirement	261	120	138	2	95	108	58	40	67	85	68	49	99	73	40
	26%	25%	27%	48%	34%	31%	16%	27%	24%	25%	28%	32%	35%	26%	14%
				**	F	F		*				N*	N	N	
Paying off debt	188	91	95	2	67	87	35	41	46	58	44	33	79	49	27
	19%	19%	19%	48%	24%	25%	9%	28%	17%	17%	18%	22%	28%	18%	9%
				**	F	F		*				N*	MN	N	
Investing	246	127	116	3	91	105	50	41	66	85	54	51	83	82	29
	25%	26%	23%	62%	32%	30%	13%	28%	24%	25%	22%	34%	29%	30%	10%
				**	F	F		*				N*	N	N	
Budgeting	174	79	92	3	82	62	30	24	44	57	49	40	74	38	22
	17%	16%	18%	62%	29%	18%	8%	16%	16%	17%	20%	26%	26%	14%	8%
				**	EF	F		*				MN*	MN	N	
Job/income strategies	277	108	166	4	98	99	80	37	66	93	82	58	86	72	62
	28%	22%	33%	73%	35%	29%	21%	25%	24%	28%	34%	38%	30%	26%	21%
			A	**	F			*			H	MN*	N		
Advice from older generations is applicable in all of these areas	276	137	138	1	42	66	168	19	90	108	59	16	52	74	134
	28%	28%	27%	13%	15%	19%	45%	13%	33%	32%	24%	10%	18%	27%	46%
				**			DE	*	G	GJ		*		KL	KLM
None of the above	118	59	60	-	20	40	58	30	34	35	19	9	28	31	50
	12%	12%	12%	-	7%	12%	16%	21%	12%	10%	8%	6%	10%	11%	17%
				**			D	J*				*			KL
Sigma	1861	864	978	19	625	691	544	280	487	627	468	324	620	506	411
	186%	177%	192%	379%	222%	200%	146%	191%	176%	187%	192%	212%	219%	183%	142%

Statistics:
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- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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9. Which of these traditional pieces of advice do you feel no longer applies in today's economy?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Buying a home is always the best investment	237	105	128	4	76	98	63	25	46	84	81	38	85	62	52
	24%	22%	25%	71%	27%	28%	17%	17%	17%	25%	33%	25%	30%	22%	18%
				**	F	F		*		H	GHI	*	N		
Avoid all debt at all costs	261	138	121	3	83	89	90	37	59	90	75	42	76	76	67
	26%	28%	24%	58%	30%	26%	24%	25%	21%	27%	31%	28%	27%	27%	23%
				**				*			H	*			
If you do have debt, pay it off before investing	201	100	97	4	62	67	71	34	51	68	47	29	68	50	53
	20%	21%	19%	77%	22%	19%	19%	23%	19%	20%	19%	19%	24%	18%	18%
				**				*				*			
Stick with a single job/employer for stability	380	159	217	4	121	140	118	32	95	137	116	52	130	111	86
	38%	33%	43%	71%	43%	40%	32%	22%	34%	41%	48%	34%	46%	40%	30%
			A	**	F	F		*		G	GH	*	N	N	
You should start saving for retirement in your 20s	175	87	86	2	62	57	56	41	45	52	38	41	53	38	43
	17%	18%	17%	48%	22%	17%	15%	28%	16%	15%	16%	27%	19%	14%	15%
				**				I*				MN*			
Investing is too risky for beginners	208	94	112	2	65	88	56	21	52	71	65	25	84	59	41
	21%	19%	22%	48%	23%	25%	15%	14%	19%	21%	27%	16%	30%	21%	14%
				**	F	F		*			H	*	KMN		
Put money into a savings account	173	93	77	3	48	58	68	22	43	65	44	22	50	50	51
	17%	19%	15%	62%	17%	17%	18%	15%	15%	19%	18%	14%	18%	18%	18%
				**				*				*			
You need to save 10% of your income for retirement	197	96	98	3	62	82	52	32	39	78	46	34	65	56	43
	20%	20%	19%	58%	22%	24%	14%	22%	14%	23%	19%	22%	23%	20%	15%
				**	F	F		*		H		*	N		
You should plan to retire at age 65	310	136	171	3	76	123	111	34	70	113	92	36	96	93	85
	31%	28%	34%	58%	27%	35%	30%	24%	25%	34%	38%	23%	34%	34%	29%
				**				*			H	*			
University is always worth the cost	320	140	176	4	93	124	103	21	80	120	98	47	99	98	76
	32%	29%	35%	71%	33%	36%	28%	14%	29%	36%	40%	31%	35%	35%	26%
				**		F		*	G	G	GH	*			
Never talk about your salary	232	105	123	3	85	91	56	23	61	74	74	44	84	65	39
	23%	22%	24%	58%	30%	26%	15%	15%	22%	22%	30%	29%	30%	24%	13%
				**	F	F		*			GI	N*	N	N	
Always buy the cheapest option to save money	266	114	150	2	76	98	92	21	61	97	87	36	88	68	75
	27%	23%	29%	48%	27%	28%	25%	15%	22%	29%	36%	23%	31%	24%	26%
				**				*		G	GH	*			
You should reduce your financial risk as you age	135	65	66	4	41	48	46	27	29	46	34	23	42	32	39
	14%	13%	13%	77%	15%	14%	12%	18%	10%	14%	14%	15%	15%	12%	13%
				**				*				*			
There's always money in the banana stand	244	112	128	3	79	75	91	23	64	86	71	36	68	67	73
	24%	23%	25%	61%	28%	22%	24%	16%	23%	26%	29%	23%	24%	24%	25%
				**				*				*			
None - they all still apply	149	63	86	-	23	52	74	35	58	41	15	13	30	46	61
	15%	13%	17%	-	8%	15%	20%	24%	21%	12%	6%	8%	10%	17%	21%
				**		D	D	IJ*	IJ	J		*			KL
Sigma	3487	1606	1838	43	1052	1290	1145	427	853	1224	983	516	1117	970	884
	348%	330%	361%	869%	374%	373%	307%	292%	309%	365%	404%	338%	395%	351%	306%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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10. Which of the following are barriers to your financial security?

	Total	Gender			AGE			EDUCATION				Generation			
		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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Cost of living	690	313	372	5	182	253	255	108	184	240	158	88	205	208	189
	69%	64%	73%	100%	65%	73%	68%	74%	67%	72%	65%	57%	72%	75%	66%
			A	**				*				*	K	KN	
Student debt	102	43	59	-	62	23	17	8	28	39	28	41	38	9	14
	10%	9%	12%	-	22%	7%	4%	5%	10%	11%	11%	27%	13%	3%	5%
				**	EF			*				LMN*	MN		
Lack of financial literacy	162	81	81	-	70	51	41	28	48	49	37	36	59	35	31
	16%	17%	16%	-	25%	15%	11%	19%	17%	15%	15%	24%	21%	13%	11%
				**	EF			*				MN*	MN		
Housing affordability	418	191	223	5	141	161	116	70	118	141	89	72	150	110	86
	42%	39%	44%	100%	50%	46%	31%	48%	43%	42%	37%	47%	53%	40%	30%
				**	F	F		*				N*	MN	N	
Unexpected life event (illness, divorce etc.)	308	127	177	4	77	116	114	47	75	115	71	41	80	98	90
	31%	26%	35%	73%	27%	34%	31%	32%	27%	34%	29%	27%	28%	35%	31%
			A	**				*				*			
Job insecurity	236	101	133	2	85	97	54	26	62	83	65	47	86	68	35
	24%	21%	26%	48%	30%	28%	14%	18%	23%	25%	27%	31%	30%	25%	12%
				**	F	F		*				N*	N	N	
Social pressures	129	60	69	-	65	48	16	24	39	37	30	34	58	25	13
	13%	12%	14%	-	23%	14%	4%	17%	14%	11%	12%	22%	21%	9%	4%
				**	EF	F		*				MN*	MN		
Mental health	193	88	102	4	77	86	30	22	71	71	29	38	88	45	23
	19%	18%	20%	73%	27%	25%	8%	15%	26%	21%	12%	25%	31%	16%	8%
				**	F	F		*	J	J		N*	MN	N	
Inflation	579	274	301	4	170	191	218	81	154	197	147	91	164	161	163
	58%	56%	59%	86%	60%	55%	58%	56%	56%	59%	61%	59%	58%	58%	56%
				**				*				*			
None of the above	115	64	51	-	14	29	72	12	34	42	27	6	23	25	61
	11%	13%	10%	-	5%	8%	19%	8%	12%	13%	11%	4%	8%	9%	21%
				**			DE	*				*			KLM
Sigma	2932	1343	1565	24	943	1058	932	426	812	1014	681	492	951	784	706
	293%	276%	308%	479%	335%	305%	250%	291%	294%	302%	280%	322%	336%	283%	244%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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11. Which financial topics do you wish you had learned more about earlier in life?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
How to invest	486	208	275	2	163	183	140	58	122	172	134	84	167	131	103
	49%	43%	54%	39%	58%	53%	37%	39%	44%	51%	55%	55%	59%	47%	36%
			A	**	F	F		*			GH	N*	MN	N	
Budgeting and saving	371	163	207	1	137	153	82	60	95	136	80	67	135	111	58
	37%	34%	41%	13%	49%	44%	22%	41%	35%	41%	33%	44%	48%	40%	20%
				**	F	F		*		J		N*	N	N	
Understanding credit and debt	297	128	167	2	112	112	73	56	79	106	56	47	119	73	58
	30%	26%	33%	48%	40%	32%	19%	39%	28%	32%	23%	30%	42%	26%	20%
				**	F	F		J*		J		*	MN		
Building financial independence	328	127	197	4	98	125	106	35	95	123	76	46	112	95	76
	33%	26%	39%	75%	35%	36%	28%	24%	34%	37%	31%	30%	40%	34%	26%
			A	**				*				*	N		
Planning for retirement	372	136	236	1	98	147	128	64	91	133	85	40	118	119	95
	37%	28%	46%	13%	35%	42%	34%	44%	33%	40%	35%	26%	42%	43%	33%
			A	**				*				*	K	KN	
Homeownership	264	122	142	-	103	101	61	50	70	85	59	46	108	68	43
	26%	25%	28%	-	36%	29%	16%	34%	25%	25%	24%	30%	38%	24%	15%
				**	F	F		*				N*	MN	N	
Taxes	297	134	162	1	122	104	71	47	84	94	73	63	114	73	47
	30%	28%	32%	27%	43%	30%	19%	32%	30%	28%	30%	41%	40%	27%	16%
				**	EF	F		*				MN*	MN	N	
Other	23	11	9	2	9	9	5	7	5	6	4	3	10	5	4
	2%	2%	2%	48%	3%	3%	1%	5%	2%	2%	2%	2%	4%	2%	1%
				**				*				*			
None of the above	164	88	76	-	18	46	100	34	43	52	34	12	23	40	89
	16%	18%	15%	-	6%	13%	27%	23%	16%	16%	14%	8%	8%	14%	31%
				**		D	DE	*				*		L	KLM
Sigma	2603	1118	1472	13	859	981	763	412	684	908	600	407	907	715	573
	260%	230%	289%	264%	305%	283%	204%	282%	247%	271%	247%	266%	321%	259%	198%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12_1. To what extent do you agree or disagree with the following statements: - My personality influences how I manage and invest my money

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	691	344	344	4	217	239	236	84	188	218	201	115	215	181	180
	69%	71%	68%	86%	77%	69%	63%	58%	68%	65%	83%	75%	76%	65%	62%
				**	F			*			GHI	N*	MN		
Strongly agree	163	84	79	-	71	49	43	17	37	59	50	31	67	34	31
	16%	17%	16%	-	25%	14%	12%	12%	13%	18%	20%	20%	24%	12%	11%
				**	EF			*			H	N*	MN		
Somewhat agree	528	260	264	4	146	189	193	67	152	158	151	84	148	147	149
	53%	53%	52%	86%	52%	55%	52%	46%	55%	47%	62%	55%	52%	53%	52%
				**				*			GI	*			
Bottom 2 Box (Net)	310	143	165	1	64	108	138	62	88	118	42	38	67	96	109
	31%	29%	32%	14%	23%	31%	37%	42%	32%	35%	17%	25%	24%	35%	38%
				**			D	J*	J	J		*		L	KL
Somewhat disagree	239	116	123	1	57	80	102	55	60	86	38	34	54	67	84
	24%	24%	24%	14%	20%	23%	27%	38%	22%	26%	16%	22%	19%	24%	29%
				**				HJ*		J		*			L
Strongly disagree	70	28	43	-	7	28	35	7	28	32	4	4	14	28	24
	7%	6%	8%	-	3%	8%	9%	5%	10%	10%	2%	3%	5%	10%	8%
				**		D	D	*	J	J		*		KL	
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12_2. To what extent do you agree or disagree with the following statements: - I feel confident in my investing abilities

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	583	338	243	1	154	191	238	58	165	198	161	81	171	149	182
	58%	69%	48%	27%	55%	55%	64%	40%	60%	59%	66%	53%	61%	54%	63%
		B		**			E	*	G	G	G	*			
Strongly agree	118	76	41	1	44	33	41	18	22	37	40	25	37	25	31
	12%	16%	8%	13%	16%	10%	11%	12%	8%	11%	17%	16%	13%	9%	11%
		B		**				*			HI	*			
Somewhat agree	465	262	202	1	110	158	197	40	143	161	121	57	134	123	151
	46%	54%	40%	14%	39%	46%	53%	28%	52%	48%	50%	37%	48%	45%	52%
		B		**			D	*	G	G	G	*			K
Bottom 2 Box (Net)	418	149	266	4	127	155	136	88	111	137	82	72	112	128	107
	42%	31%	52%	73%	45%	45%	36%	60%	40%	41%	34%	47%	39%	46%	37%
			A	**		F		HIJ*				*			
Somewhat disagree	291	114	176	1	84	104	103	57	74	95	64	53	73	86	79
	29%	23%	35%	25%	30%	30%	28%	39%	27%	28%	26%	35%	26%	31%	27%
			A	**				*				*			
Strongly disagree	127	35	90	2	43	52	33	31	37	42	18	19	39	42	28
	13%	7%	18%	48%	15%	15%	9%	21%	13%	12%	7%	12%	14%	15%	10%
			A	**	F	F		J*	J	J		*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12_3. To what extent do you agree or disagree with the following statements: - I prefer a more cautious approach to investing over taking significant risks

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	846	387	454	5	234	281	331	106	246	287	208	121	241	224	260
	85%	79%	89%	100%	83%	81%	89%	72%	89%	86%	85%	79%	85%	81%	90%
			A	**			E	*	G	G	G	*			KM
Strongly agree	324	130	191	3	97	89	138	56	89	109	70	51	84	72	117
	32%	27%	38%	63%	35%	26%	37%	38%	32%	33%	29%	33%	30%	26%	40%
			A	**	E		E	*				*			LM
Somewhat agree	522	256	263	2	137	192	193	49	157	178	137	70	157	151	143
	52%	53%	52%	37%	49%	55%	52%	34%	57%	53%	57%	46%	56%	55%	50%
				**				*	G	G	G	*			
Bottom 2 Box (Net)	155	100	55	-	47	65	43	40	31	48	35	32	42	53	29
	15%	21%	11%	-	17%	19%	11%	28%	11%	14%	15%	21%	15%	19%	10%
		B		**		F		HIJ*				N*		N	
Somewhat disagree	124	78	47	-	40	50	34	33	19	39	34	26	31	44	23
	12%	16%	9%	-	14%	14%	9%	23%	7%	12%	14%	17%	11%	16%	8%
		B		**				HI*			H	N*		N	
Strongly disagree	31	23	8	-	7	15	8	7	12	9	2	5	10	9	6
	3%	5%	2%	-	3%	4%	2%	5%	4%	3%	1%	4%	4%	3%	2%
		B		**				*	J			*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12_4. To what extent do you agree or disagree with the following statements: - I invest based on intuition rather than data and analysis

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	337	182	154	1	125	139	73	57	104	97	79	73	124	85	55
	34%	37%	30%	14%	44%	40%	20%	39%	38%	29%	32%	48%	44%	31%	19%
		B		**	F	F		*	I			MN*	MN	N	
Strongly agree	57	38	19	-	28	25	3	10	14	18	14	9	31	14	2
	6%	8%	4%	-	10%	7%	1%	7%	5%	5%	6%	6%	11%	5%	1%
		B		**	F	F		*				N*	MN	N	
Somewhat agree	281	145	135	1	97	114	70	47	90	79	64	64	93	71	52
	28%	30%	27%	14%	34%	33%	19%	32%	33%	24%	26%	42%	33%	26%	18%
				**	F	F		*	I			MN*	N		
Bottom 2 Box (Net)	664	305	355	4	156	207	301	89	172	238	165	80	159	191	234
	66%	63%	70%	86%	56%	60%	80%	61%	62%	71%	68%	52%	56%	69%	81%
			A	**			DE	*		H		*		KL	KLM
Somewhat disagree	425	194	230	1	114	137	173	65	103	153	104	59	111	127	128
	42%	40%	45%	10%	41%	40%	46%	44%	37%	46%	43%	39%	39%	46%	44%
				**				*				*			
Strongly disagree	239	110	125	4	42	70	128	24	69	85	61	21	48	65	106
	24%	23%	25%	76%	15%	20%	34%	17%	25%	25%	25%	13%	17%	23%	37%
				**			DE	*				*			KLM
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12_5. To what extent do you agree or disagree with the following statements: - I consult friends and family before making investing decisions

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	410	196	214	1	187	139	84	70	113	121	106	107	152	92	59
	41%	40%	42%	25%	67%	40%	23%	48%	41%	36%	44%	70%	54%	33%	20%
				**	EF	F		*			I	LMN*	MN	N	
Strongly agree	106	56	49	1	68	30	8	20	32	29	25	38	48	15	4
	11%	11%	10%	10%	24%	9%	2%	14%	12%	9%	10%	25%	17%	5%	1%
				**	EF	F		*				MN*	MN	N	
Somewhat agree	305	140	164	1	119	109	76	49	81	92	82	69	104	77	55
	30%	29%	32%	14%	42%	31%	20%	34%	29%	28%	34%	45%	37%	28%	19%
				**	EF	F		*				MN*	N	N	
Bottom 2 Box (Net)	591	291	295	4	94	207	289	76	163	214	137	46	131	185	230
	59%	60%	58%	75%	33%	60%	77%	52%	59%	64%	56%	30%	46%	67%	80%
				**		D	DE	*		J		*	K	KL	KLM
Somewhat disagree	358	187	170	1	60	132	166	46	95	125	92	29	93	110	127
	36%	38%	33%	14%	21%	38%	44%	31%	34%	37%	38%	19%	33%	40%	44%
				**		D	D	*				*	K	K	KL
Strongly disagree	233	104	125	3	34	75	124	31	68	89	45	17	38	75	103
	23%	21%	25%	61%	12%	22%	33%	21%	25%	27%	18%	11%	13%	27%	36%
				**		D	DE	*		J		*		KL	KL
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12_6. To what extent do you agree or disagree with the following statements: - Market fluctuations make me feel anxious

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Top 2 Box (Net)	689	292	393	4	214	232	244	86	201	233	169	121	199	184	185
	69%	60%	77%	87%	76%	67%	65%	59%	73%	69%	70%	79%	71%	67%	64%
			A	**	EF			*				MN*			
Strongly agree	209	77	129	3	81	69	59	41	58	71	39	41	72	49	46
	21%	16%	25%	63%	29%	20%	16%	28%	21%	21%	16%	27%	26%	18%	16%
			A	**	EF			*				N*	MN		
Somewhat agree	481	215	264	1	133	162	185	45	143	162	130	80	127	135	139
	48%	44%	52%	24%	47%	47%	50%	31%	52%	48%	54%	52%	45%	49%	48%
			A	**				*	G	G	G	*			
Bottom 2 Box (Net)	312	195	116	1	68	115	129	60	75	102	74	32	83	93	104
	31%	40%	23%	13%	24%	33%	35%	41%	27%	31%	30%	21%	29%	33%	36%
		B		**		D	D	*				*		K	K
Somewhat disagree	235	149	85	1	53	80	102	43	55	78	59	25	61	65	84
	23%	31%	17%	13%	19%	23%	27%	29%	20%	23%	24%	16%	22%	24%	29%
		B		**			D	*				*			K
Strongly disagree	77	47	30	-	14	35	27	17	20	25	15	7	22	27	20
	8%	10%	6%	-	5%	10%	7%	12%	7%	7%	6%	5%	8%	10%	7%
				**				*				*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12. To what extent do you agree or disagree with the following statements: - T2B Summary

	Total	Gender			AGE			EDUCATION				Generation			
		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
My personality influences how I manage and invest my money	691	344	344	4	217	239	236	84	188	218	201	115	215	181	180
	69%	71%	68%	86%	77%	69%	63%	58%	68%	65%	83%	75%	76%	65%	62%
				**	F			*			GHI	N*	MN		
I feel confident in my investing abilities	583	338	243	1	154	191	238	58	165	198	161	81	171	149	182
	58%	69%	48%	27%	55%	55%	64%	40%	60%	59%	66%	53%	61%	54%	63%
		B		**			E	*	G	G	G	*			
I prefer a more cautious approach to investing over taking significant risks	846	387	454	5	234	281	331	106	246	287	208	121	241	224	260
	85%	79%	89%	100%	83%	81%	89%	72%	89%	86%	85%	79%	85%	81%	90%
			A	**			E	*	G	G	G	*			KM
I invest based on intuition rather than data and analysis	337	182	154	1	125	139	73	57	104	97	79	73	124	85	55
	34%	37%	30%	14%	44%	40%	20%	39%	38%	29%	32%	48%	44%	31%	19%
		B		**	F	F		*	I			MN*	MN	N	
I consult friends and family before making investing decisions	410	196	214	1	187	139	84	70	113	121	106	107	152	92	59
	41%	40%	42%	25%	67%	40%	23%	48%	41%	36%	44%	70%	54%	33%	20%
				**	EF	F		*			I	LMN*	MN	N	
Market fluctuations make me feel anxious	689	292	393	4	214	232	244	86	201	233	169	121	199	184	185
	69%	60%	77%	87%	76%	67%	65%	59%	73%	69%	70%	79%	71%	67%	64%
			A	**	EF			*				MN*			

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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12. To what extent do you agree or disagree with the following statements: - B2B Summary

		Gender			AGE			EDUCATION				Generation			
	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
My personality influences how I manage and invest my money	310	143	165	1	64	108	138	62	88	118	42	38	67	96	109
	31%	29%	32%	14%	23%	31%	37%	42%	32%	35%	17%	25%	24%	35%	38%
				**			D	J*	J	J		*		L	KL
I feel confident in my investing abilities	418	149	266	4	127	155	136	88	111	137	82	72	112	128	107
	42%	31%	52%	73%	45%	45%	36%	60%	40%	41%	34%	47%	39%	46%	37%
			A	**		F		HIJ*				*			
I prefer a more cautious approach to investing over taking significant risks	155	100	55	-	47	65	43	40	31	48	35	32	42	53	29
	15%	21%	11%	-	17%	19%	11%	28%	11%	14%	15%	21%	15%	19%	10%
		B		**		F		HIJ*				N*		N	
I invest based on intuition rather than data and analysis	664	305	355	4	156	207	301	89	172	238	165	80	159	191	234
	66%	63%	70%	86%	56%	60%	80%	61%	62%	71%	68%	52%	56%	69%	81%
			A	**			DE	*		H		*		KL	KLM
I consult friends and family before making investing decisions	591	291	295	4	94	207	289	76	163	214	137	46	131	185	230
	59%	60%	58%	75%	33%	60%	77%	52%	59%	64%	56%	30%	46%	67%	80%
				**		D	DE	*		J		*	K	KL	KLM
Market fluctuations make me feel anxious	312	195	116	1	68	115	129	60	75	102	74	32	83	93	104
	31%	40%	23%	13%	24%	33%	35%	41%	27%	31%	30%	21%	29%	33%	36%
		B		**		D	D	*				*		K	K

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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13. Which of the following personality traits best describe your approach to investing?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
	518	224	293	1	109	174	236	58	140	186	134	56	129	148	186
Cautious	52%	46%	57%	29%	39%	50%	63%	40%	51%	56%	55%	37%	46%	54%	64%
			A	**		D	DE	*		G		*		K	KLM
	145	76	68	1	63	56	26	19	34	47	45	38	56	36	15
Curious	14%	16%	13%	10%	22%	16%	7%	13%	12%	14%	18%	25%	20%	13%	5%
				**	F	F		*				MN*	N	N	
	147	97	50	-	40	51	56	12	32	57	45	22	47	37	41
Confident	15%	20%	10%	-	14%	15%	15%	8%	12%	17%	19%	14%	17%	13%	14%
		B		**				*			H	*			
	85	55	31	-	44	33	8	14	26	26	19	30	26	25	5
Impulsive	8%	11%	6%	-	16%	10%	2%	10%	9%	8%	8%	19%	9%	9%	2%
		B		**	F	F		*				LMN*	N	N	
	264	146	117	1	78	84	101	13	51	109	91	36	86	64	77
Analytical	26%	30%	23%	13%	28%	24%	27%	9%	18%	33%	37%	24%	30%	23%	27%
		B		**				*		GH	GH	*			
	284	159	124	1	83	97	104	25	58	97	103	38	94	73	78
Strategic	28%	33%	24%	13%	30%	28%	28%	17%	21%	29%	42%	25%	33%	27%	27%
		B		**				*			GHI	*			
	90	58	32	-	40	37	14	12	25	28	25	28	37	14	12
Adventurous	9%	12%	6%	-	14%	11%	4%	8%	9%	8%	10%	18%	13%	5%	4%
		B		**	F	F		*				MN*	MN		
	196	78	117	1	63	75	58	46	42	68	40	35	56	57	49
Skeptical	20%	16%	23%	14%	22%	22%	15%	32%	15%	20%	17%	23%	20%	20%	17%
			A	**				HJ*				*			
	286	161	124	1	73	87	125	24	64	106	92	27	89	71	98
Patient	29%	33%	24%	13%	26%	25%	34%	17%	23%	31%	38%	18%	32%	26%	34%
		B		**			E	*		G	GH	*	K		K
	85	50	35	-	35	31	19	13	16	28	29	13	39	17	16
Innovative	8%	10%	7%	-	13%	9%	5%	9%	6%	8%	12%	9%	14%	6%	6%
				**	F			*			H	*	MN		
	226	108	117	1	64	62	101	22	59	79	66	31	61	55	79
Risk-averse	23%	22%	23%	14%	23%	18%	27%	15%	21%	24%	27%	20%	21%	20%	27%
				**			E	*				*			
	211	120	91	-	67	84	59	9	58	80	64	28	78	62	43
Optimistic	21%	25%	18%	-	24%	24%	16%	6%	21%	24%	26%	18%	27%	23%	15%
		B		**	F	F		*	G	G	G	*	N	N	
	127	48	76	2	40	39	48	44	48	28	7	24	24	37	42
None of the above	13%	10%	15%	48%	14%	11%	13%	30%	17%	8%	3%	16%	8%	13%	14%
			A	**				IJ*	IJ	J		*			
	2663	1381	1275	8	800	910	953	312	653	939	759	406	820	696	741
Sigma	266%	283%	250%	154%	284%	263%	255%	213%	236%	280%	312%	265%	290%	252%	257%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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14. To what extent has your upbringing influenced your current approach to investing?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Significantly	230	102	124	4	59	83	88	23	46	80	80	29	71	56	74
	23%	21%	24%	76%	21%	24%	24%	15%	17%	24%	33%	19%	25%	20%	26%
				**				*			GHI	*			
Somewhat	386	198	187	1	119	138	128	28	109	135	113	70	114	111	90
	39%	41%	37%	24%	42%	40%	34%	19%	39%	40%	47%	46%	40%	40%	31%
				**				*	G	G	G	N*	N		
Not Much	188	100	88	-	45	63	80	37	56	60	35	30	46	50	63
	19%	20%	17%	-	16%	18%	21%	25%	20%	18%	14%	19%	16%	18%	22%
				**				*				*			
Not At All	198	88	110	-	58	63	77	58	66	60	14	24	52	60	62
	20%	18%	22%	-	21%	18%	21%	40%	24%	18%	6%	16%	18%	22%	21%
				**				HIJ*	J	J		*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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15. How has your upbringing influenced your approach to investing?

		Gender			AGE			EDUCATION				Generation			
	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 Answering (unwtd)	**847**	**385**	**457**	**5**	**216**	**324**	**307**	**29**	**138**	**338**	**342**	**112**	**264**	**238**	**233**
Base: All Answering (wtd)	**803**	**399**	**399**	**5**	**223**	**284**	**296**	**88**	**211**	**276**	**229**	**129**	**230**	**217**	**227**
Encouraged a risk-taking attitude	95	56	39	-	46	33	16	3	40	22	30	25	47	11	12
	12%	14%	10%	-	21%	12%	5%	4%	19%	8%	13%	19%	21%	5%	5%
				**	EF	F		**	I		I	MN*	MN		
Instilled caution and risk aversion	342	156	184	2	90	107	144	20	91	126	105	48	101	81	112
	43%	39%	46%	39%	41%	38%	49%	23%	43%	46%	46%	37%	44%	37%	49%
				**			E	**				*			M
Prioritized savings over investing	233	111	121	1	70	81	82	29	55	79	71	36	74	55	68
	29%	28%	30%	10%	31%	29%	28%	33%	26%	29%	31%	28%	32%	25%	30%
				**				**				*			
Emphasized long-term planning	294	154	138	2	81	99	114	7	67	110	110	42	85	84	83
	37%	38%	35%	37%	36%	35%	38%	8%	32%	40%	48%	32%	37%	39%	37%
				**				**			HI	*			
Focused on quick returns	80	54	26	-	31	28	22	16	18	22	24	18	36	11	16
	10%	14%	6%	-	14%	10%	7%	18%	9%	8%	11%	14%	16%	5%	7%
		B		**				**				M*	MN		
Other	92	37	53	2	18	50	24	28	22	27	16	14	18	40	20
	11%	9%	13%	48%	8%	18%	8%	32%	10%	10%	7%	11%	8%	19%	9%
				**		DF		**				*		LN	
Sigma	1136	569	560	7	336	399	402	103	292	386	355	182	361	282	310
	141%	143%	140%	135%	150%	141%	136%	117%	139%	140%	155%	142%	157%	130%	136%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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16. Which of the following emotions do you commonly associate with investing your money?

	Total	Gender			AGE			EDUCATION				Generation			
		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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Anxiety	340	144	193	4	104	135	102	58	95	109	79	55	103	110	72
	34%	29%	38%	77%	37%	39%	27%	40%	35%	32%	32%	36%	36%	40%	25%
			A	**	F	F		*				*	N	N	
Confidence	220	127	93	-	59	62	99	13	56	76	75	26	64	53	77
	22%	26%	18%	-	21%	18%	26%	9%	20%	23%	31%	17%	23%	19%	27%
		B		**			E	*		G	GHI	*			
Guilt	52	29	24	-	27	23	2	11	17	11	13	17	20	14	1
	5%	6%	5%	-	10%	7%	*	8%	6%	3%	5%	11%	7%	5%	*
				**	F	F		*				N*	N	N	
Confusion	150	52	97	1	55	53	42	30	47	40	33	21	56	42	30
	15%	11%	19%	24%	19%	15%	11%	20%	17%	12%	14%	14%	20%	15%	10%
			A	**	F			*				*	N		
Indifference	96	63	33	-	47	26	24	24	26	27	20	27	30	18	21
	10%	13%	7%	-	17%	7%	6%	16%	9%	8%	8%	18%	10%	7%	7%
		B		**	EF			*				MN*			
Excitement	171	101	69	-	62	60	48	12	48	64	47	30	64	44	32
	17%	21%	14%	-	22%	17%	13%	8%	17%	19%	19%	20%	23%	16%	11%
		B		**	F			*		G	G	*	N		
Hopefulness	307	164	142	-	74	106	127	19	78	123	87	40	88	74	104
	31%	34%	28%	-	26%	31%	34%	13%	28%	37%	36%	26%	31%	27%	36%
				**				*	G	G	G	*			M
Fear	213	81	131	1	63	83	67	43	55	70	45	32	69	57	55
	21%	17%	26%	14%	22%	24%	18%	29%	20%	21%	19%	21%	24%	21%	19%
			A	**				*				*			
Pride	134	66	68	-	32	41	60	16	36	49	33	13	37	38	46
	13%	14%	13%	-	12%	12%	16%	11%	13%	15%	14%	9%	13%	14%	16%
				**				*				*			
Frustration	142	82	60	-	56	54	33	35	41	42	24	36	42	41	23
	14%	17%	12%	-	20%	15%	9%	24%	15%	13%	10%	24%	15%	15%	8%
				**	F	F		IJ*				N*	N	N	
Satisfaction	241	134	106	1	59	62	120	26	52	88	75	31	60	58	92
	24%	28%	21%	13%	21%	18%	32%	18%	19%	26%	31%	20%	21%	21%	32%
		B		**			DE	*			H	*			KLM
Sigma	2066	1043	1016	6	637	706	723	285	549	701	531	329	633	551	554
	206%	214%	200%	128%	226%	204%	194%	195%	199%	209%	218%	215%	224%	199%	192%

Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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17. Who has most-guided your approach to investing?

		Gender			AGE			EDUCATION				Generation			
	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)	**1001**	**452**	**544**	**5**	**258**	**368**	**375**	**51**	**179**	**405**	**366**	**129**	**303**	**284**	**285**
Base: All Respondents (wtd)	**1001**	**487**	**509**	**5**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**153**	**283**	**276**	**289**
Parent	172	80	91	1	65	54	53	21	56	52	43	45	47	40	40
	17%	16%	18%	24%	23%	16%	14%	15%	20%	15%	18%	29%	17%	14%	14%
				**	F			*				LMN*			
Sibling	32	17	15	-	14	14	5	7	12	5	8	9	9	11	4
	3%	4%	3%	-	5%	4%	1%	5%	4%	1%	3%	6%	3%	4%	1%
				**	F	F		*				N*			
Partner	121	39	83	-	26	53	42	10	34	39	38	5	44	40	32
	12%	8%	16%	-	9%	15%	11%	7%	12%	12%	15%	3%	16%	14%	11%
			A	**				*				*	K	K	K
Financial Advisor	299	136	162	1	52	93	154	29	62	119	89	31	55	91	122
	30%	28%	32%	13%	18%	27%	41%	20%	22%	35%	37%	20%	20%	33%	42%
				**		D	DE	*		GH	GH	*		KL	KLM
Friend	85	59	26	-	26	39	20	19	22	28	15	13	44	13	15
	8%	12%	5%	-	9%	11%	5%	13%	8%	8%	6%	8%	16%	5%	5%
		B		**		F		*				*	MN		
Colleague	24	19	6	-	10	11	3	-	7	9	8	5	8	9	2
	2%	4%	1%	-	3%	3%	1%	-	3%	3%	3%	4%	3%	3%	1%
		B		**				*				*		N	
Teacher	20	19	1	-	10	7	3	3	8	3	6	7	8	4	1
	2%	4%	*	-	4%	2%	1%	2%	3%	1%	2%	5%	3%	2%	*
		B		**	F			*				N*			
Influencer	28	13	14	-	17	7	3	3	10	6	9	9	13	5	*
	3%	3%	3%	-	6%	2%	1%	2%	4%	2%	4%	6%	5%	2%	*
				**	EF			*				N*	N		
Other	220	105	112	3	62	67	91	53	65	75	27	28	54	65	73
	22%	22%	22%	63%	22%	19%	24%	36%	23%	22%	11%	18%	19%	23%	25%
				**				IJ*	J	J		*			
Sigma	1001	487	509	5	281	346	373	146	276	335	243	153	283	276	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

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