1. What would help you feel more confident or comfortable managing your finances?

		Age breaks within Gender					
	Total	Male - 18-34	Male - 35-54	Male - 55+	Female - 18-34	Female - 35-54	Female - 55+
		A	B	C	D	E	F
Base: All Respondents (unwtd)	**1500**	**77**	**196**	**212**	**140**	**445**	**430**
Base: All Respondents (wtd)	**1500**	**230**	**236**	**268**	**192**	**283**	**292**
Clear, jargon-free financial information	410	50	78	61	44	90	88
	27%	22%	33%	23%	23%	32%	30%
		*			*	C	
Seeing more people who are like me represented in financial media or advice	219	38	49	20	45	44	22
	15%	17%	21%	8%	24%	16%	8%
		*	CF		CF*	CF	
Access to financial advisors I trust	437	75	70	79	53	77	83
	29%	33%	30%	29%	27%	27%	28%
		*			*		
Tools or apps that make budgeting easier	367	73	77	30	71	83	34
	24%	32%	32%	11%	37%	29%	12%
		CF*	CF		CF*	CF	
Learning through real-life stories or examples	224	43	41	18	46	54	21
	15%	19%	18%	7%	24%	19%	7%
		CF*	CF		CF*	CF	
Financial education tailored to different life stages (e.g. motherhood, retirement)	339	49	65	47	58	74	46
	23%	21%	28%	17%	30%	26%	16%
		*	CF		CF*	CF	
Workshops or courses designed specifically for people like me	236	29	54	31	32	56	33
	16%	13%	23%	12%	17%	20%	11%
		*	CF		*	CF	
A safe space to ask questions without judgment	336	53	52	26	87	70	47
	22%	23%	22%	10%	45%	25%	16%
		C*	C		ABCEF*	CF	
Support from friends or community in talking about money	217	68	45	18	50	23	12
	14%	30%	19%	7%	26%	8%	4%
		CEF*	CEF		CEF*	F	
Other	47	12	12	6	2	7	7
	3%	5%	5%	2%	1%	2%	3%
		*			*		
Nothing - I'm fully confident already	390	38	52	108	18	56	118
	26%	17%	22%	40%	9%	20%	40%
		*	D	ABDE	*	D	ABDE
Sigma	3223	527	597	444	507	635	512
	215%	230%	253%	166%	264%	224%	176%

What, if anything, makes you uncomfortable discussing money with friends and family?

	Total	Age breaks within Gender		
		Female - 18-34	Female - 35-54	Female - 55+
		D	E	F
Base: All Respondents (unwtd)	**1500**	**140**	**445**	**430**
Base: All Respondents (wtd)	**1500**	**192**	**283**	**292**
I wasn't raised to talk about money	300	47	57	66
	20%	25%	20%	23%
		A*		A
I don't feel confident in my knowledge	199	48	32	26
	13%	25%	11%	9%
		CEF*	C	C
I don't want to seem like I'm struggling	325	73	78	36
	22%	38%	27%	12%
		BCF*	CF	
I don't want to seem like I'm bragging	174	28	28	25
	12%	14%	10%	8%
		*		
It feels too personal/private	508	36	99	133
	34%	19%	35%	45%
		*	D	ABDE
I worry about being judged	273	47	64	32
	18%	24%	23%	11%
		CF*	CF	C
Other	41	6	8	6
	3%	3%	3%	2%
		*		
I don't feel uncomfortable discussing money with friends and family	467	33	77	100
	31%	17%	27%	34%
		*	D	D
Sigma	2288	317	443	423
	153%	165%	157%	145%

Thinking about using the equity and savings in your home as a retirement financial strategy, what concerns, if any, might you have?

		Age breaks within Gender					
	Total	Male - 18-34	Male - 35-54	Male - 55+	Female - 18-34	Female - 35-54	Female - 55+
		A	B	C	D	E	F
Base: All Respondents (unwtd)	**1500**	**77**	**196**	**212**	**140**	**445**	**430**
Base: All Respondents (wtd)	**1500**	**230**	**236**	**268**	**192**	**283**	**292**
I'm not a homeowner	386	85	67	44	58	80	53
	26%	37%	29%	16%	30%	28%	18%
		CF*	CF		CF*	CF	
I'm worried about preserving my home for myself and my family	169	31	31	26	19	32	29
	11%	14%	13%	10%	10%	11%	10%
		*			*		
I'm concerned with the cost or fees	199	31	39	26	24	48	31
	13%	14%	17%	10%	12%	17%	11%
		*			*	CF	
I don't fully understand how using the savings and equity in my home works as a retirement financial strategy	165	13	36	16	26	46	27
	11%	6%	15%	6%	13%	16%	9%
		*	C		*	ACF	
I don't want to take on any new debt	262	11	52	48	25	62	64
	17%	5%	22%	18%	13%	22%	22%
		*	A	A	*	AD	AD
I want to preserve the equity in my home for my estate	202	26	28	51	18	28	52
	13%	11%	12%	19%	9%	10%	18%
		*		DE	*		DE
I don't know if it's the right option for me	162	12	36	36	20	33	26
	11%	5%	15%	13%	10%	12%	9%
		*	A		*		
I have heard bad things about using the savings and equity in my home as a retirement financial strategy	123	22	26	20	7	20	29
	8%	9%	11%	7%	4%	7%	10%
		*	D		*		D
Other	35	5	4	9	4	6	9
	2%	2%	1%	3%	2%	2%	3%
		*			*		
I don't have any concerns	334	51	43	90	36	40	74
	22%	22%	18%	34%	19%	14%	25%
		*		BDE	*		E
Sigma	2037	287	361	365	235	395	393
	136%	125%	153%	136%	123%	140%	135%