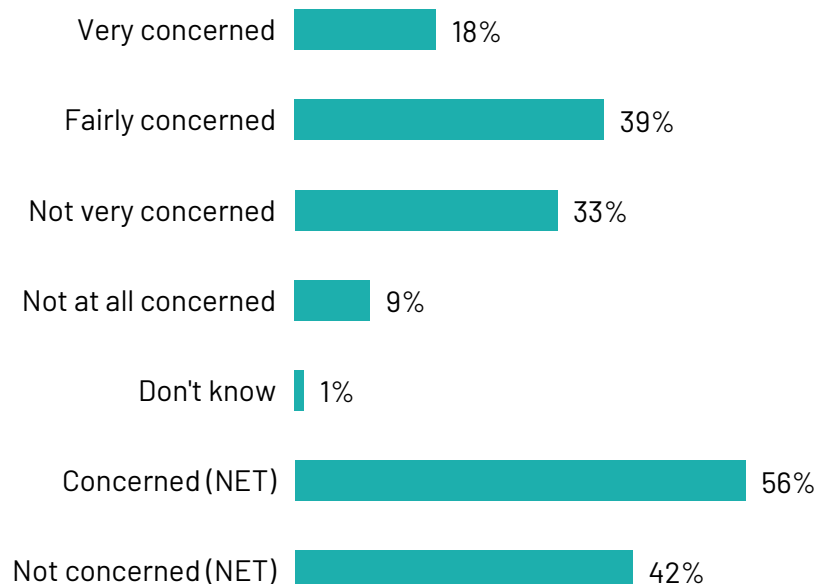


FINANCES / WEALTH

Over half of those aged 16-75 claim to be concerned about their current financial situation, with around 1 in 5 feeling very concerned

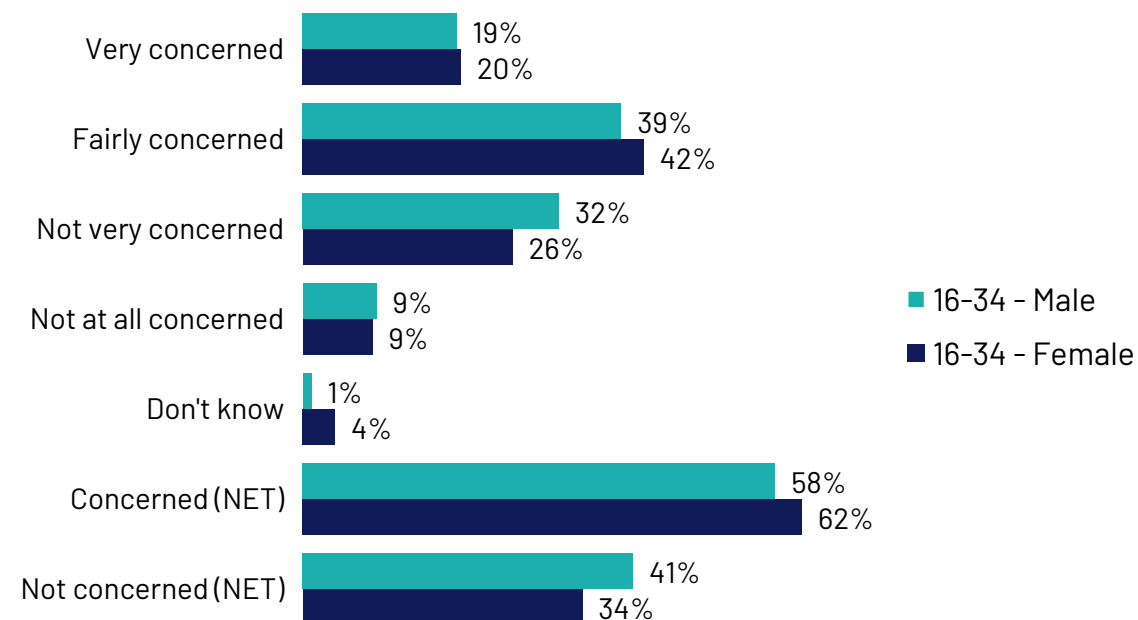
- Q1 - How concerned, if at all, are you about your current personal financial situation?

Total Sample - 16-75



Base: (n=2494)
Q1 - How concerned, if at all, are you about your current personal financial situation?

Age x Gender, Age, Gender

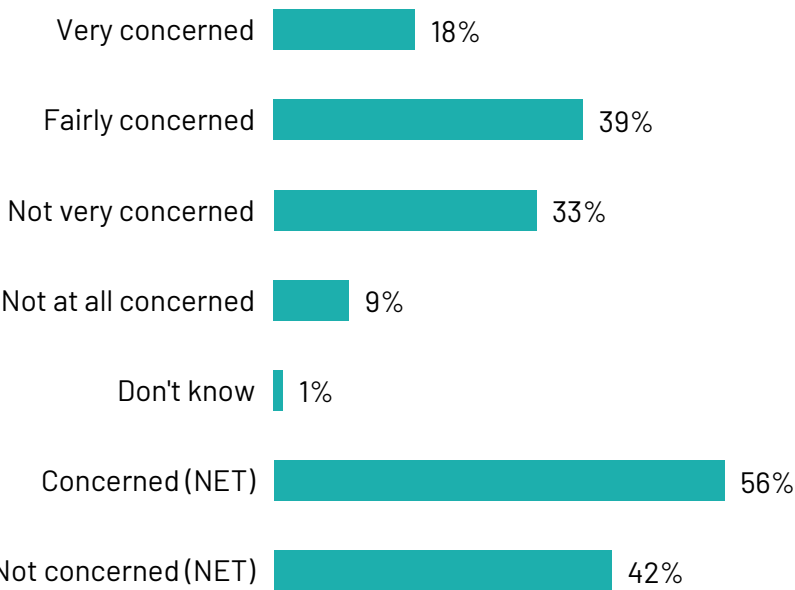


Base: (n=2494)
Q1 - How concerned, if at all, are you about your current personal financial situation?

Younger Britons aged 16-34 report higher levels of concern about their current financial situation than those aged 55-75

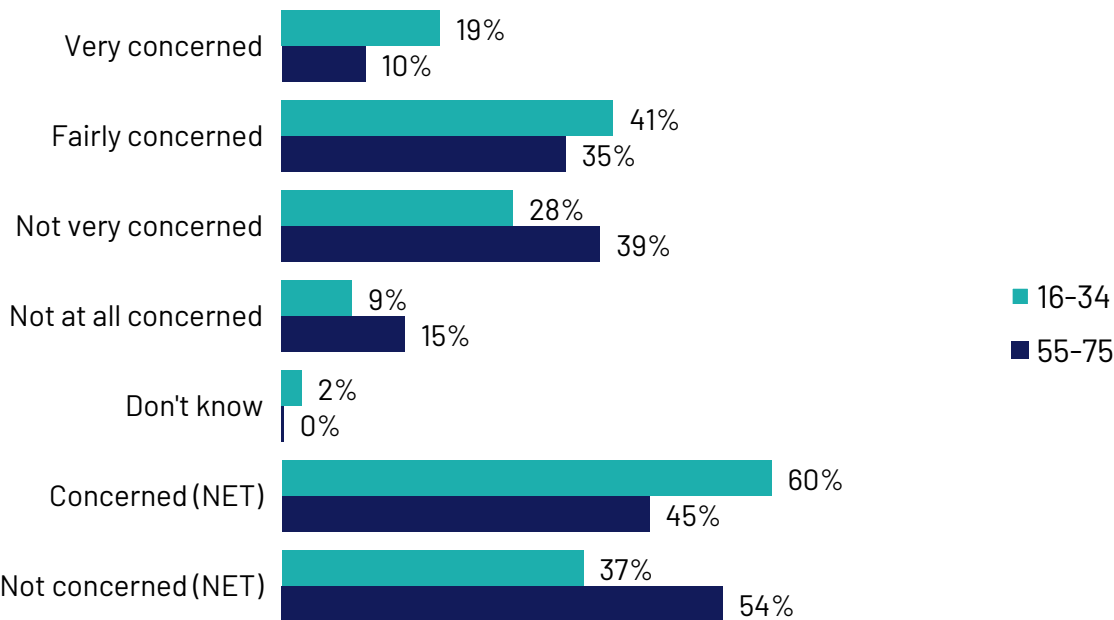
• Q1 - How concerned, if at all, are you about your current personal financial situation?

Total Sample - 16-75



Base: (n=2494)
Q1 - How concerned, if at all, are you about your current personal financial situation?

Age x Gender, Age, Gender

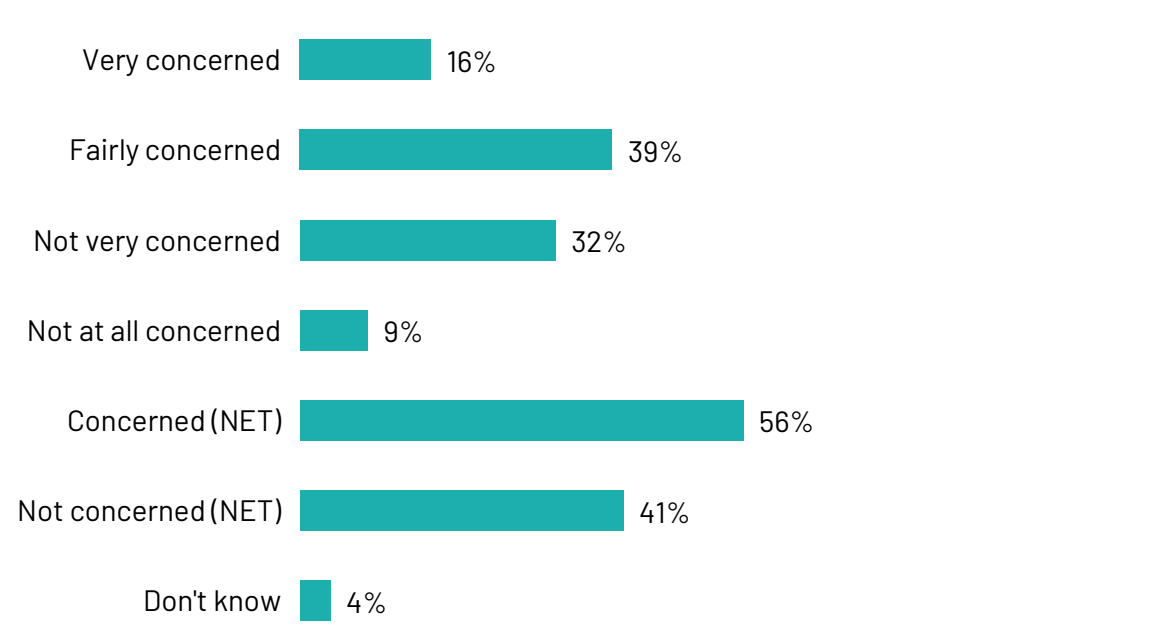


Base: (n=2494)
Q1 - How concerned, if at all, are you about your current personal financial situation?

Over half of those aged 16-75 are concerned about what their personal financial situation might look like in the next three to five years

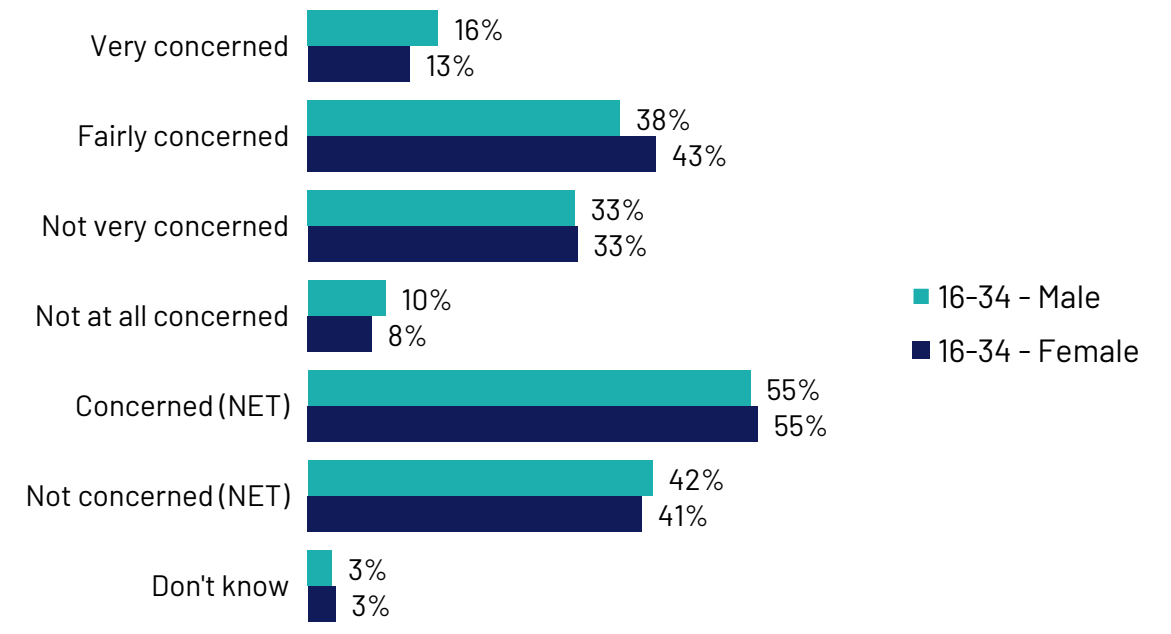
• Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?

Total Sample - 16-75



Base: (n=2494)
Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?

Age x Gender, Age, Gender



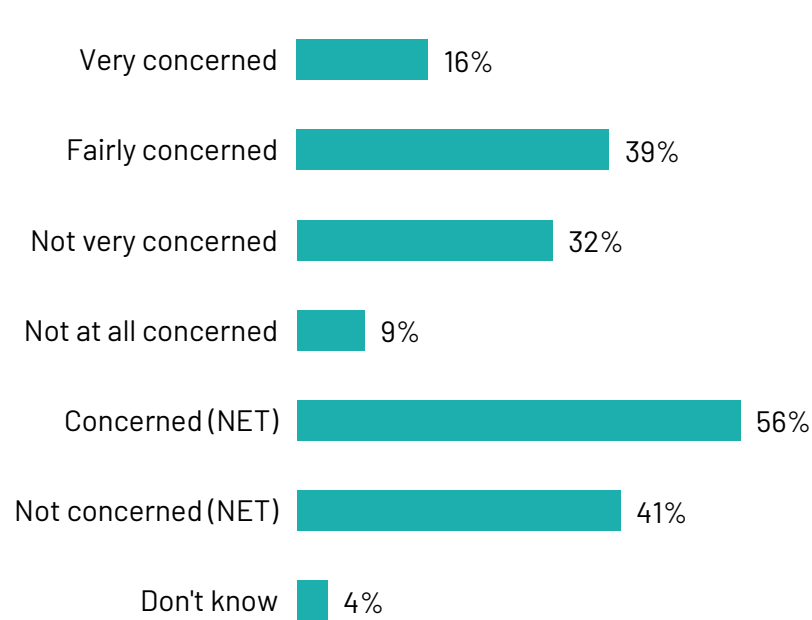
Base: (n=2494)
Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?



Whilst 16-34s reported higher concern about their current financial situation than 55-75s, concern about financial future is more aligned

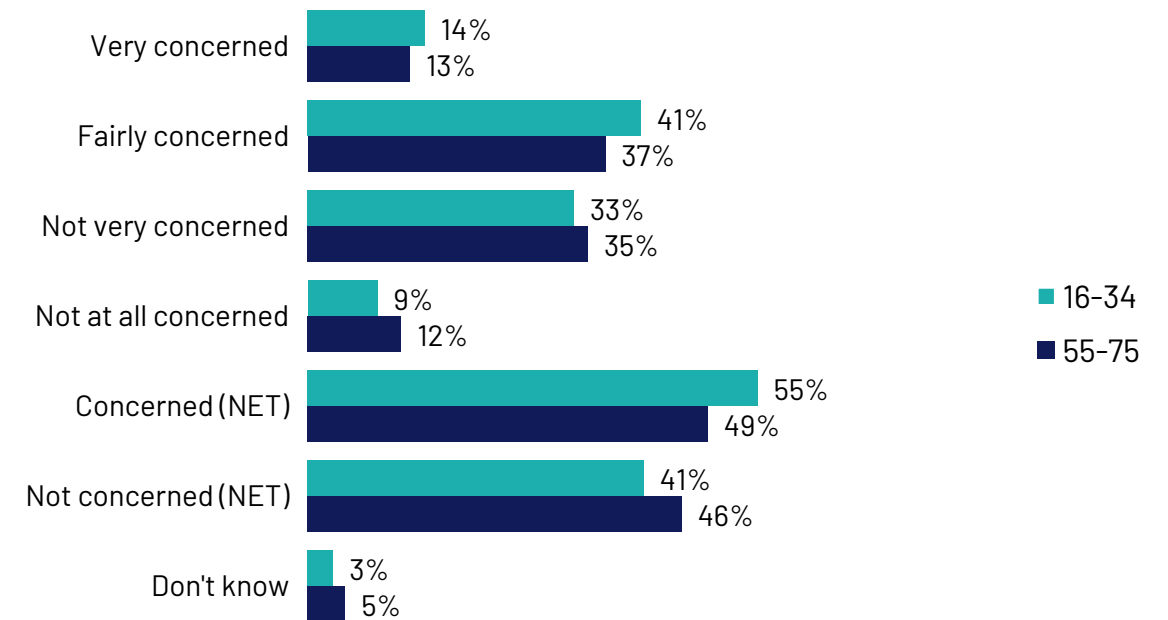
• Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?

Total Sample - 16-75



Base: (n=2494)
Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?

Age x Gender, Age, Gender



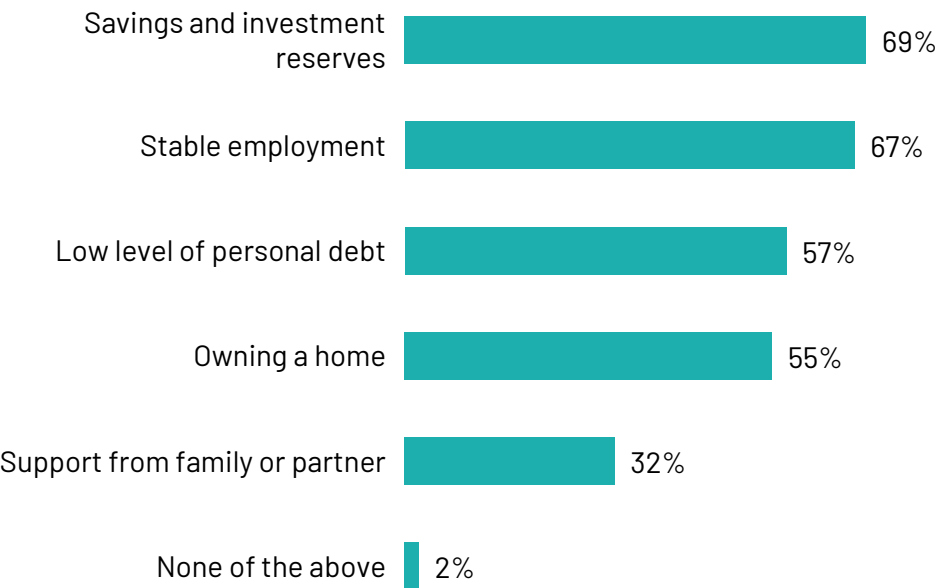
Base: (n=2494)
Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?



Savings and investment reserves, and stable employment seen as the most important factors for financial security

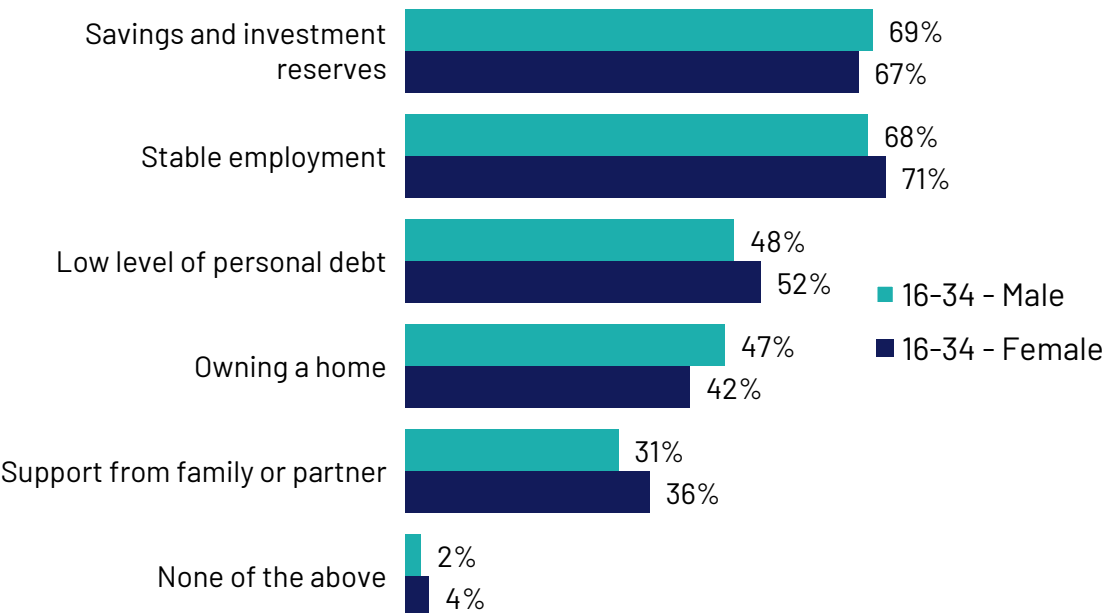
• Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Total Sample - 16-75



Base: (n=2494)
Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Age x Gender, Age, Gender

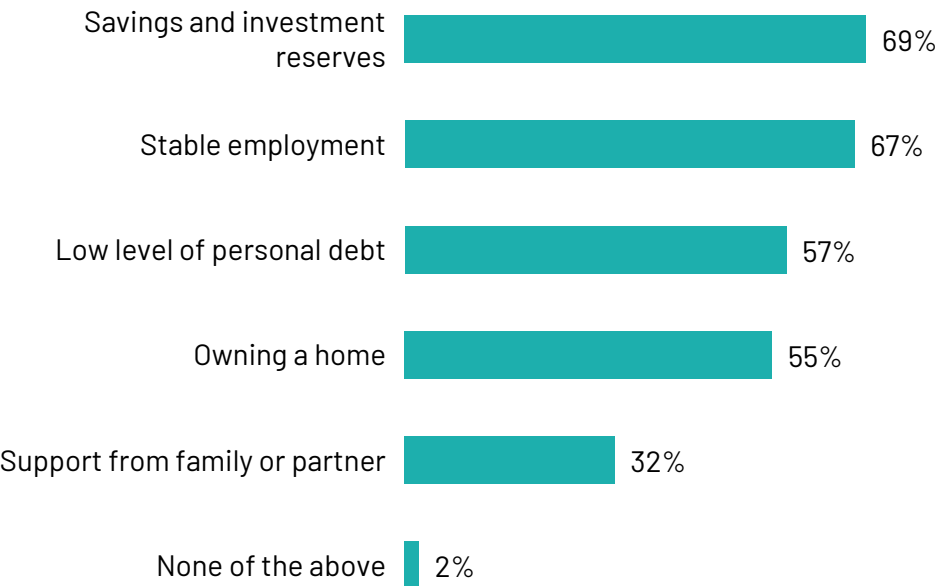


Base: (n=2494)
Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Stable employment is a key factor for financial stability for 16-34s, with owning a home ranking higher amongst 55-75s

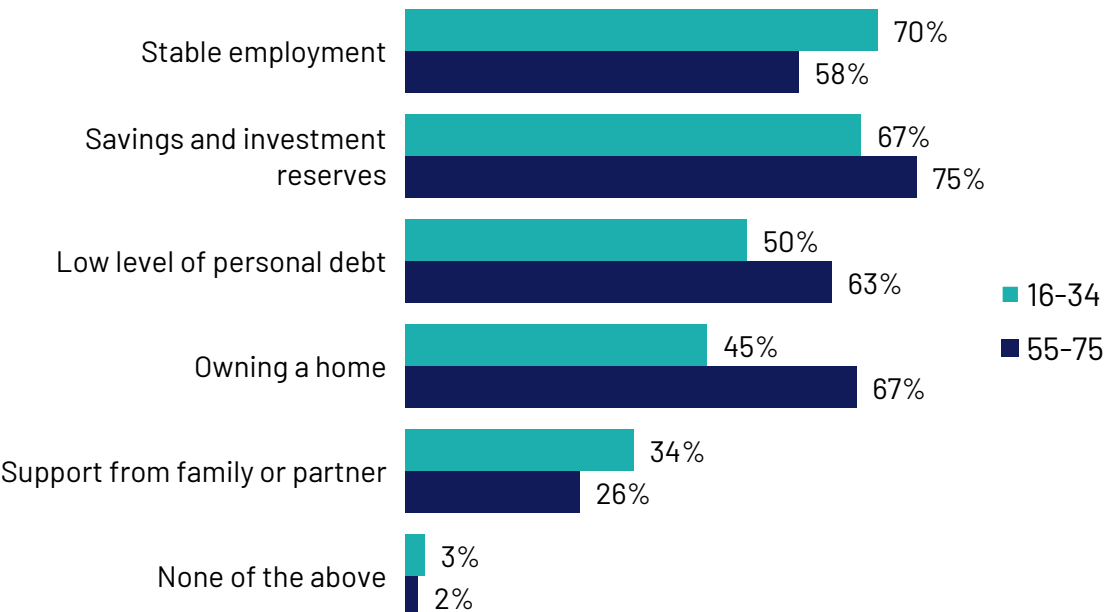
• Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Total Sample - 16-75



Base: (n=2494)
Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Age x Gender, Age, Gender

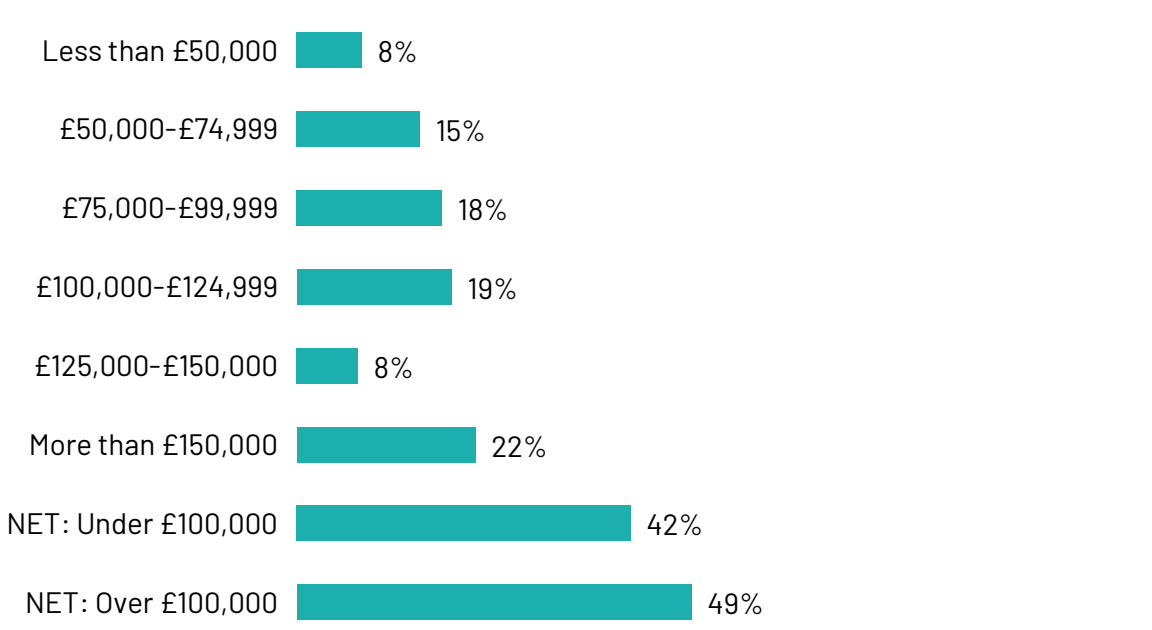


Base: (n=2494)
Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Young men are more likely perceive an income over £100,000 as necessary to be considered 'wealthy' than young women

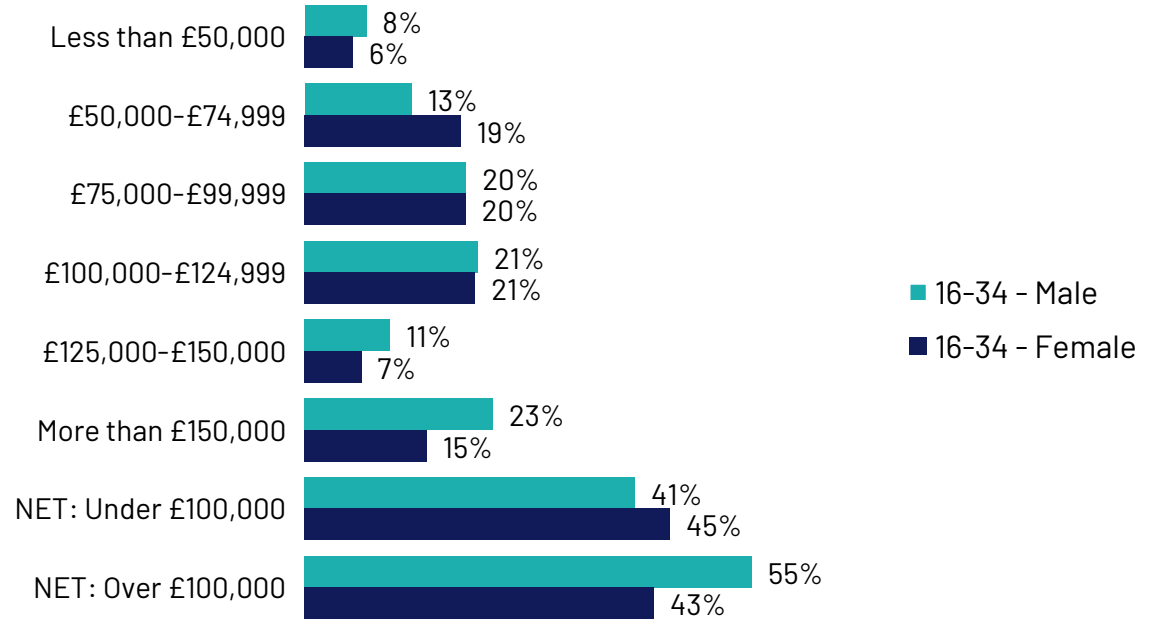
- Q4 - Thinking about an individual's earned income per year from all sources, before tax and other deductions... How much do you think someone needs to earn per year to be considered 'wealthy'?

Total Sample - 16-75



Base: (n=2494)
Q4 - Thinking about an individual's earned income per year from all sources, before tax and other deductions... How much do you think someone needs to earn per year to be considered 'wealthy'?

Age x Gender, Age, Gender



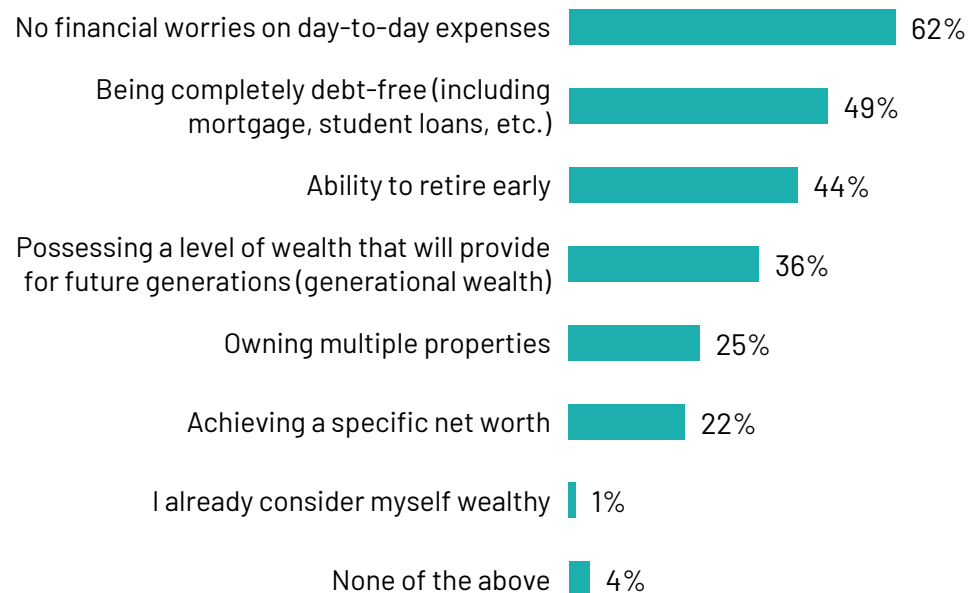
Base: (n=2494)
Q4 - Thinking about an individual's earned income per year from all sources, before tax and other deductions... How much do you think someone needs to earn per year to be considered 'wealthy'?



Young men consider generational wealth the point where they would be wealthy. Young women prioritise a lack of day-to-day financial worries

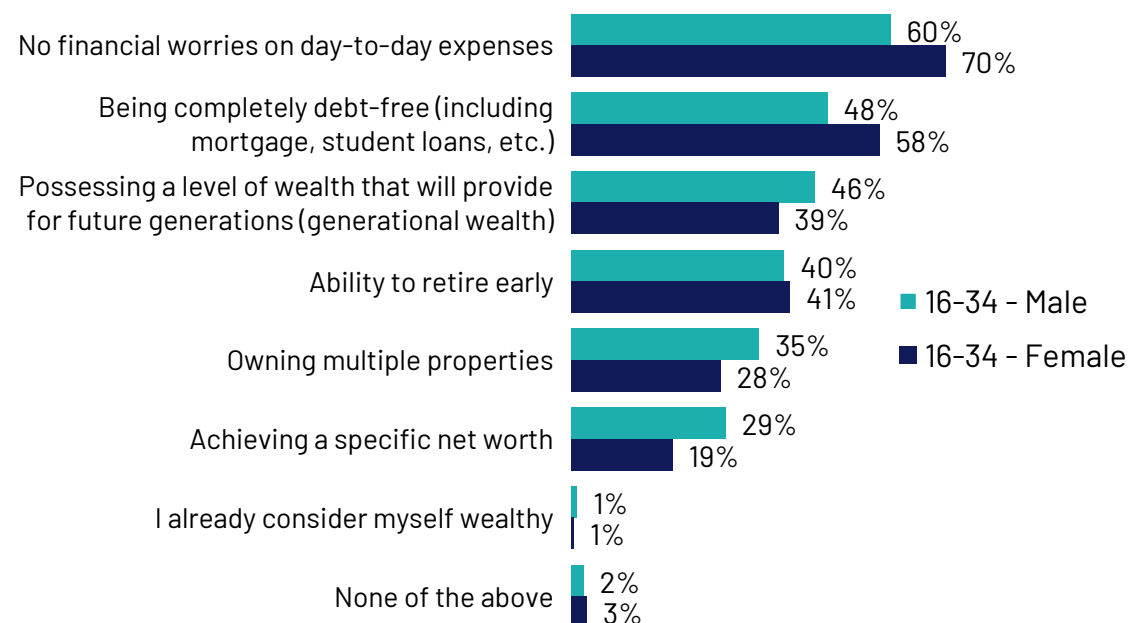
- Q5 - At what point would you personally consider yourself wealthy?

Total Sample - 16-75



Base: (n=2494)
Q5 - At what point would you personally consider yourself wealthy?

Age x Gender, Age, Gender

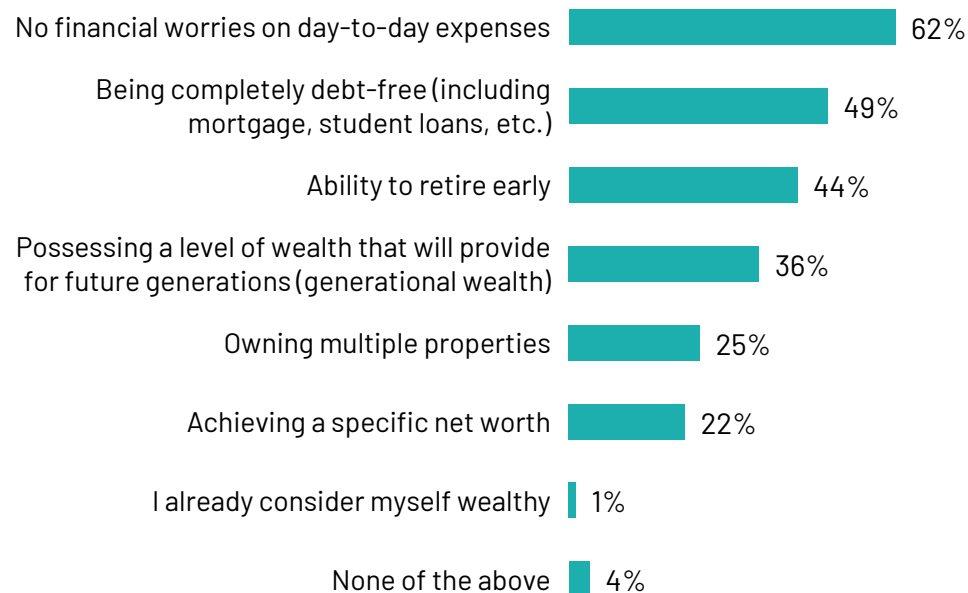


Base: (n=2494)
Q5 - At what point would you personally consider yourself wealthy?

16-34s more likely than 55-75s to consider being debt free, generational wealth and owning multiple properties as the point of being wealthy

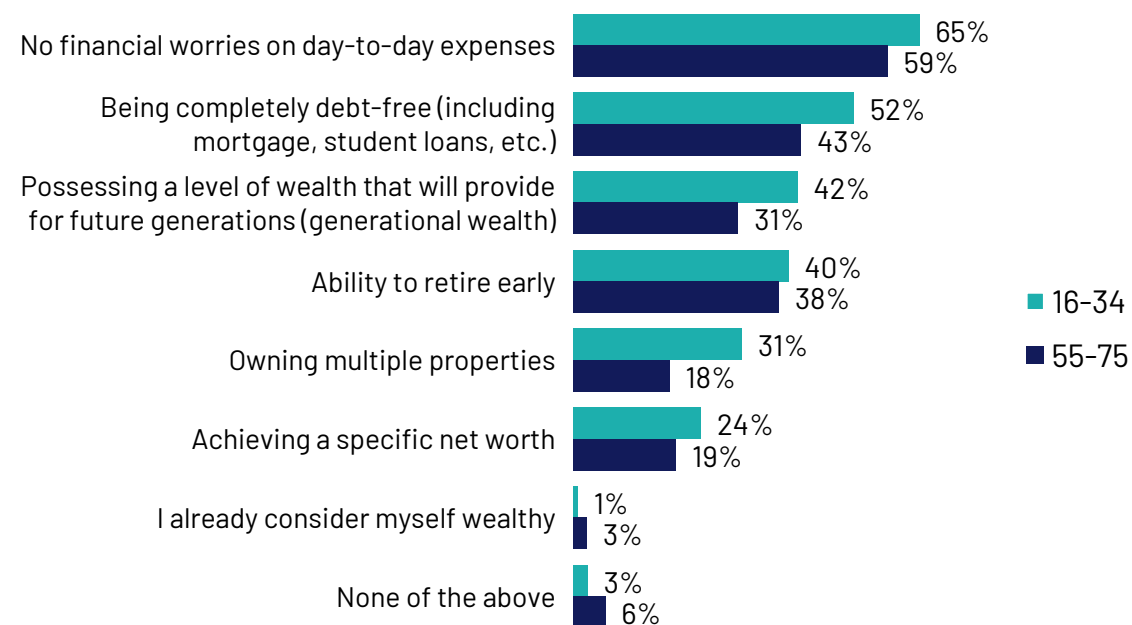
- Q5 - At what point would you personally consider yourself wealthy?

Total Sample - 16-75



Base: (n=2494)
Q5 - At what point would you personally consider yourself wealthy?

Age x Gender, Age, Gender

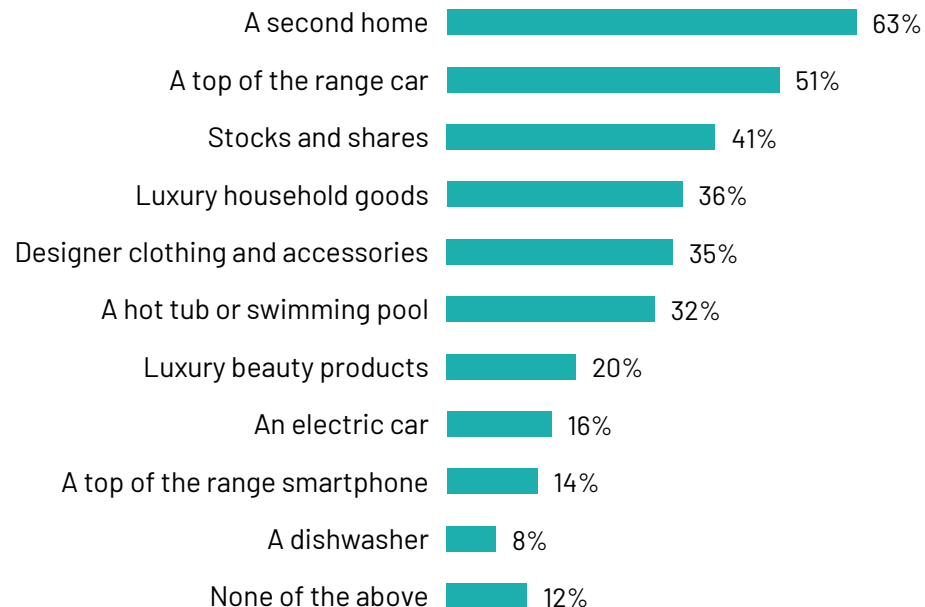


Base: (n=2494)
Q5 - At what point would you personally consider yourself wealthy?

A second home & top of the range car seen as key signifiers of wealth, with luxury/designer items higher for young women than young men

- Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?

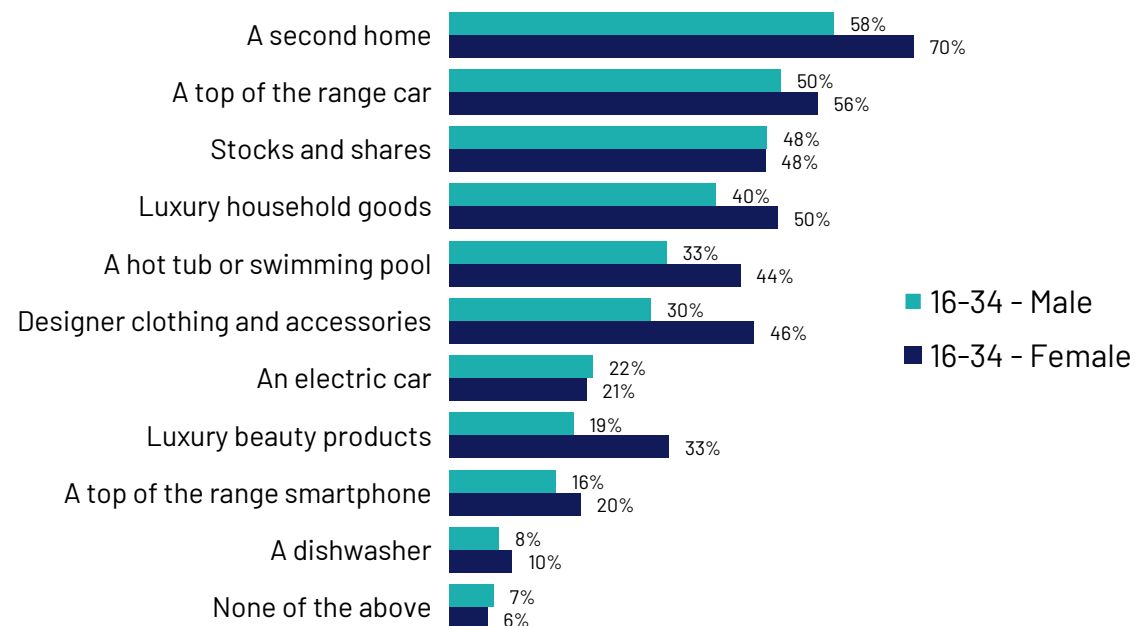
Total Sample - 16-75



Base: (n=2494)

Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?

Age x Gender, Age, Gender



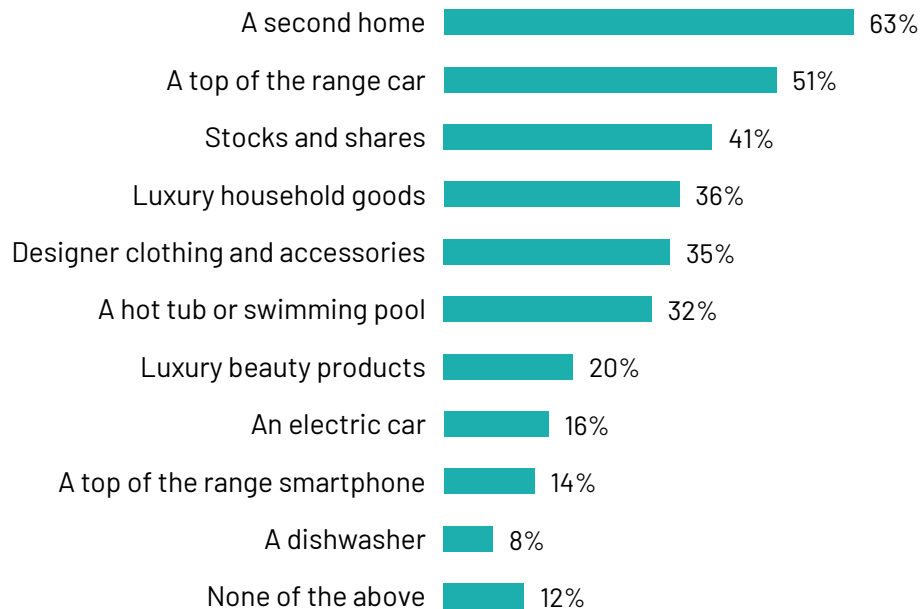
Base: (n=2494)

Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?

Younger Britons aged 16-34 more likely to see stocks and shares, luxury household goods as signifiers of wealth than those aged 55-75

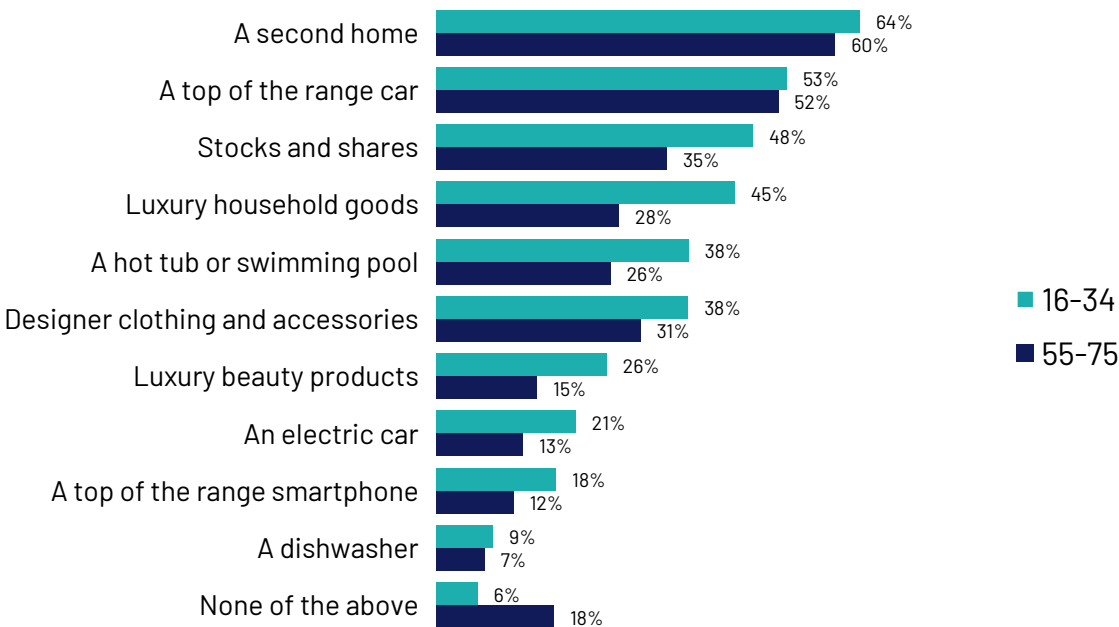
• Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?

Total Sample - 16-75



Base: (n=2494)
Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?

Age x Gender, Age, Gender

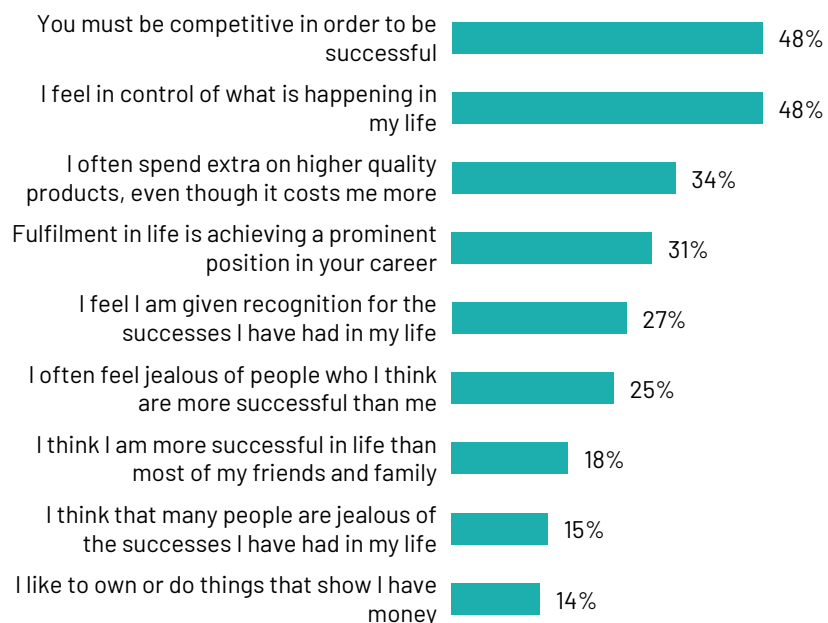


Base: (n=2494)
Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?

Young men aged 16-34 more likely to believe that you must be competitive and in control, in order to be successful than young women

- Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

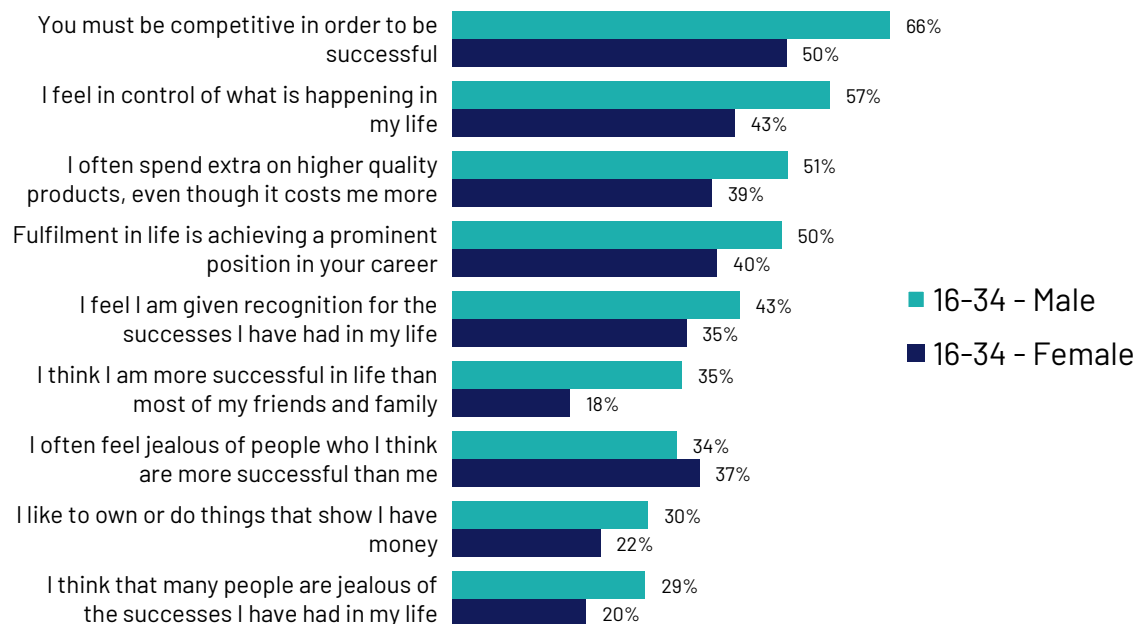
Total Sample - 16-75



Base: (n=2494)

Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

Age x Gender, Age, Gender



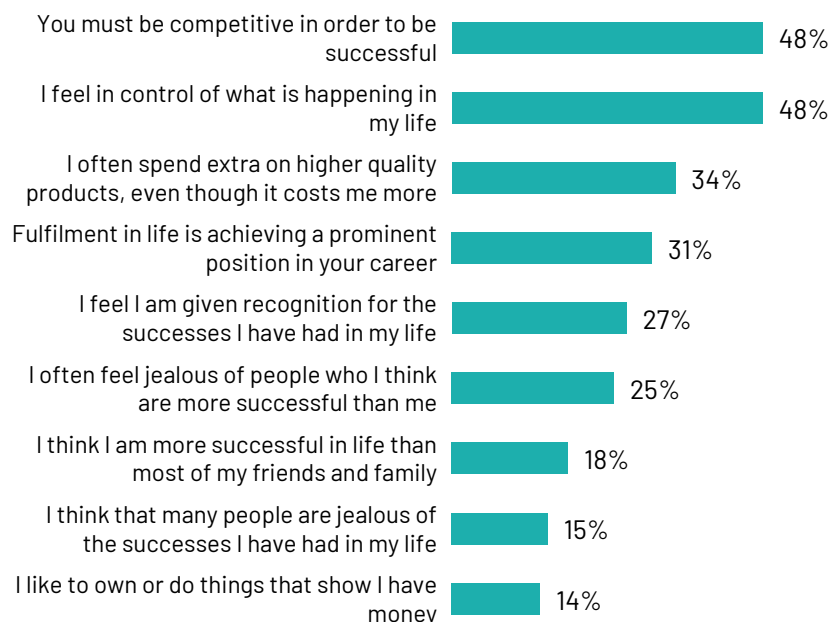
Base: (n=2494)

Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

16-34s more likely to believe that you must be competitive to be successful, and link fulfillment to achieving a prominent career position

- Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

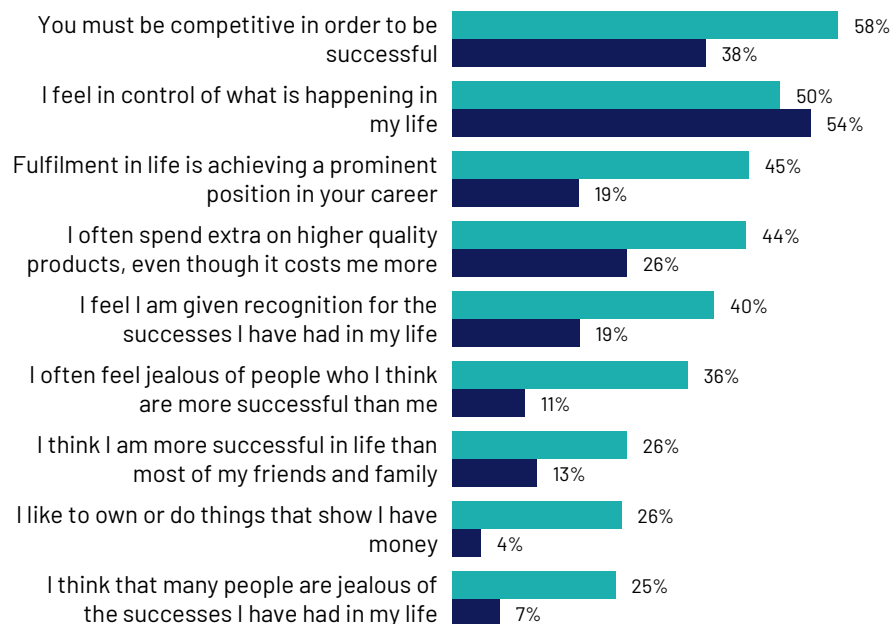
Total Sample - 16-75



Base: (n=2494)

Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

Age x Gender, Age, Gender



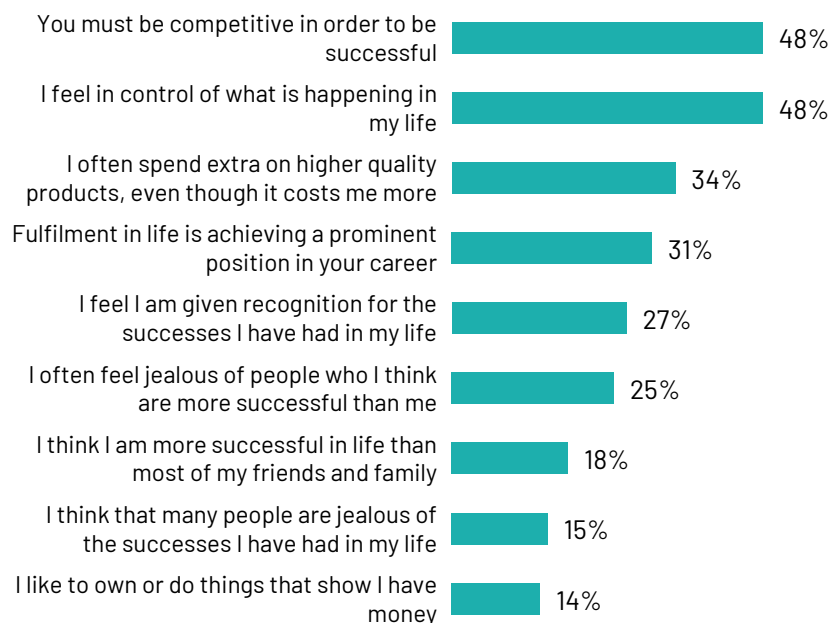
Base: (n=2494)

Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

Men more likely than women to think competitiveness = success, as well as thinking they are more successful than those close to them

- Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

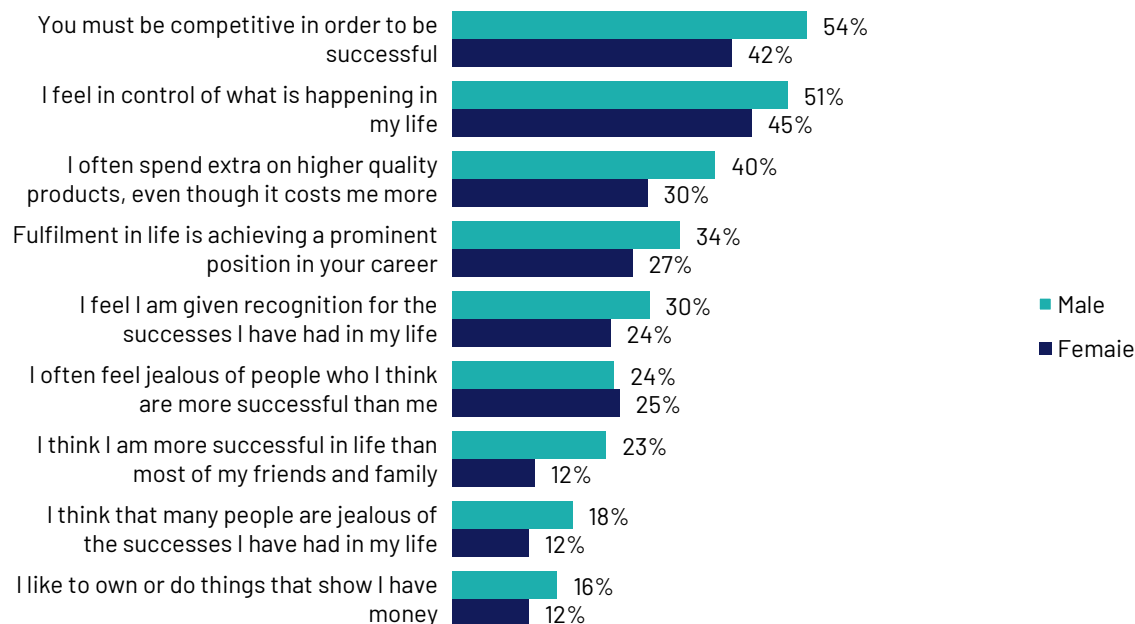
Total Sample - 16-75



Base: (n=2494)

Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

Age x Gender, Age, Gender



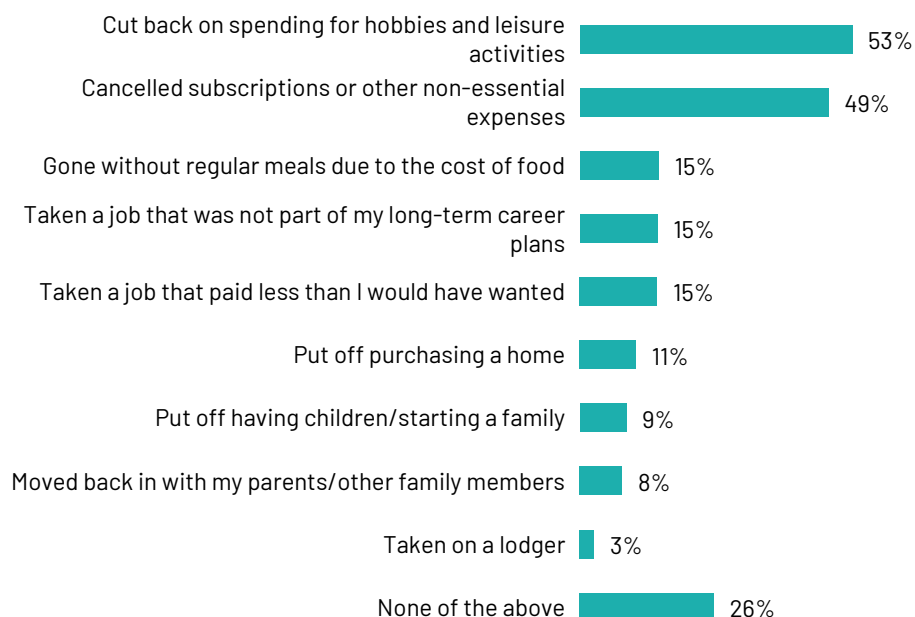
Base: (n=2494)

Q7. To what extent do you agree or disagree, if at all, with the following statements? (Agree)

Young women more likely to have cut back spending on hobbies, leisure activities and subscriptions than young men to save money

- Q8 - Which of the following steps, if any, have you felt that you had to take to save money?

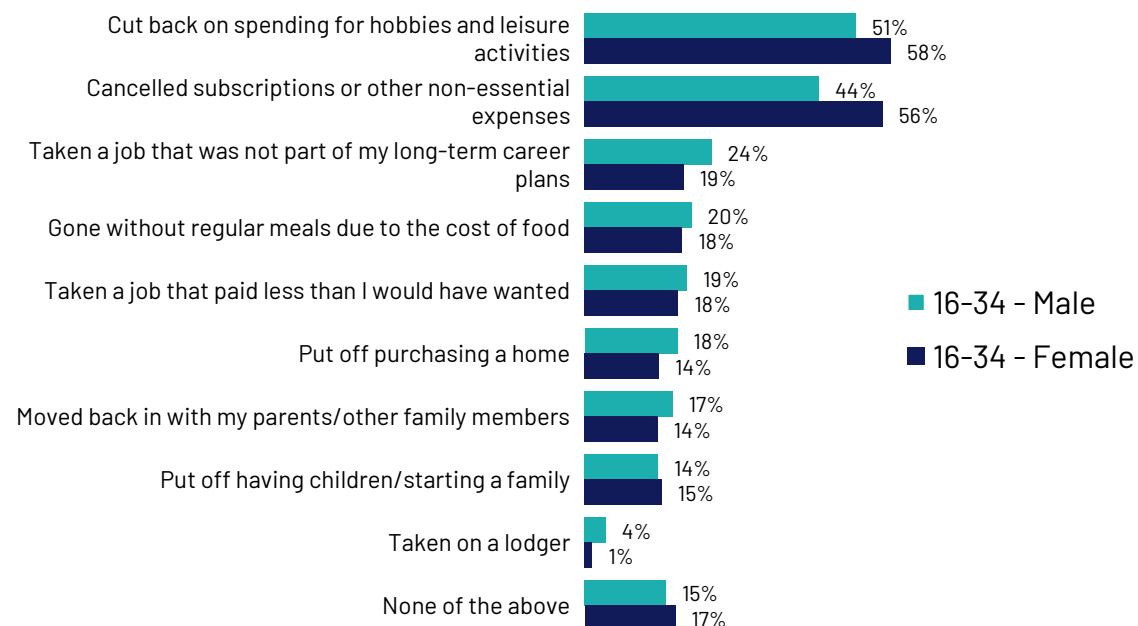
Total Sample - 16-75



Base: (n=2494)

Q8 - Which of the following steps, if any, have you felt that you had to take to save money?

Age x Gender, Age, Gender



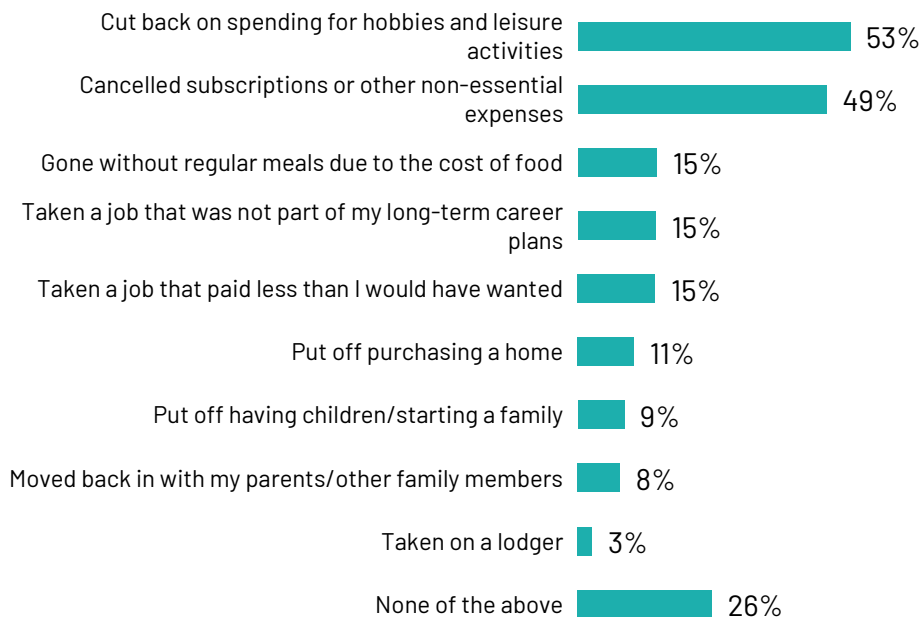
Base: (n=2494)

Q8 - Which of the following steps, if any, have you felt that you had to take to save money?

Younger Britons aged 16-34 more likely to have taken a range of measures to save money than those aged 55-75

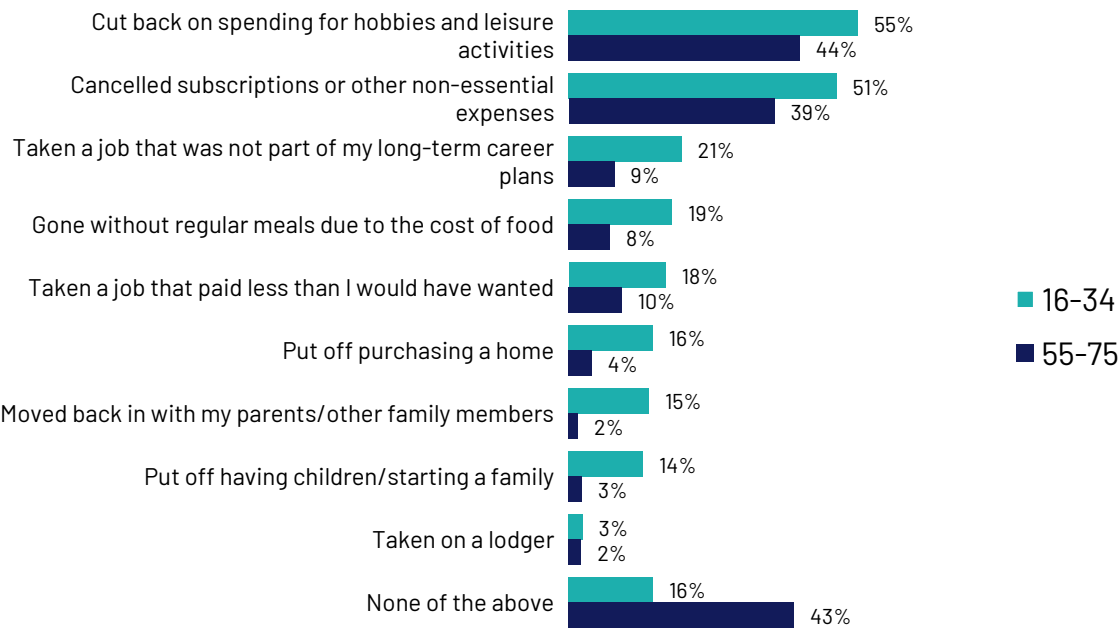
• Q8 - Which of the following steps, if any, have you felt that you had to take to save money?

Total Sample - 16-75



Base: (n=2494)
Q8 - Which of the following steps, if any, have you felt that you had to take to save money?

Age x Gender, Age, Gender

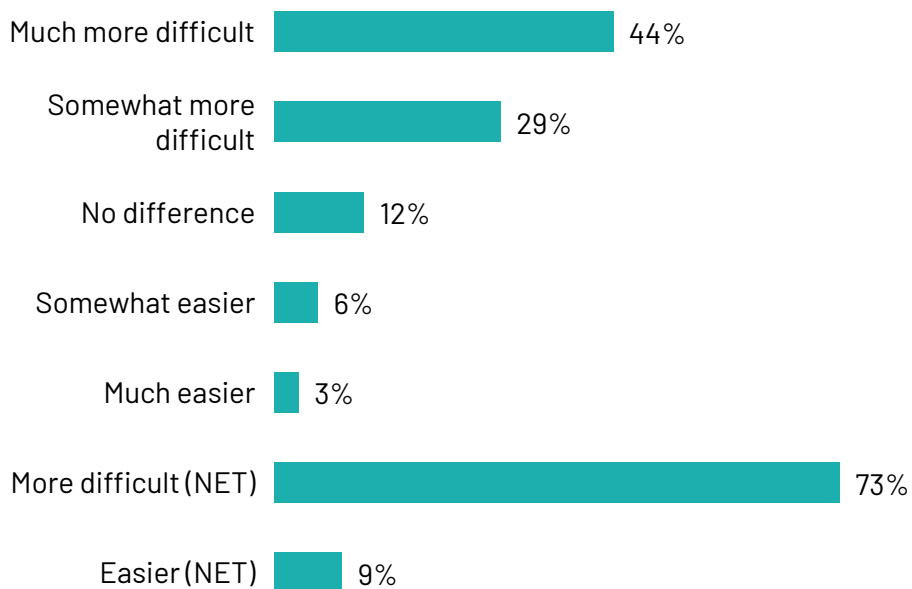


Base: (n=2494)
Q8 - Which of the following steps, if any, have you felt that you had to take to save money?

Almost 3 in 4 say it's more difficult for young people to feel financially secure than it was 20 years ago, higher amongst young women

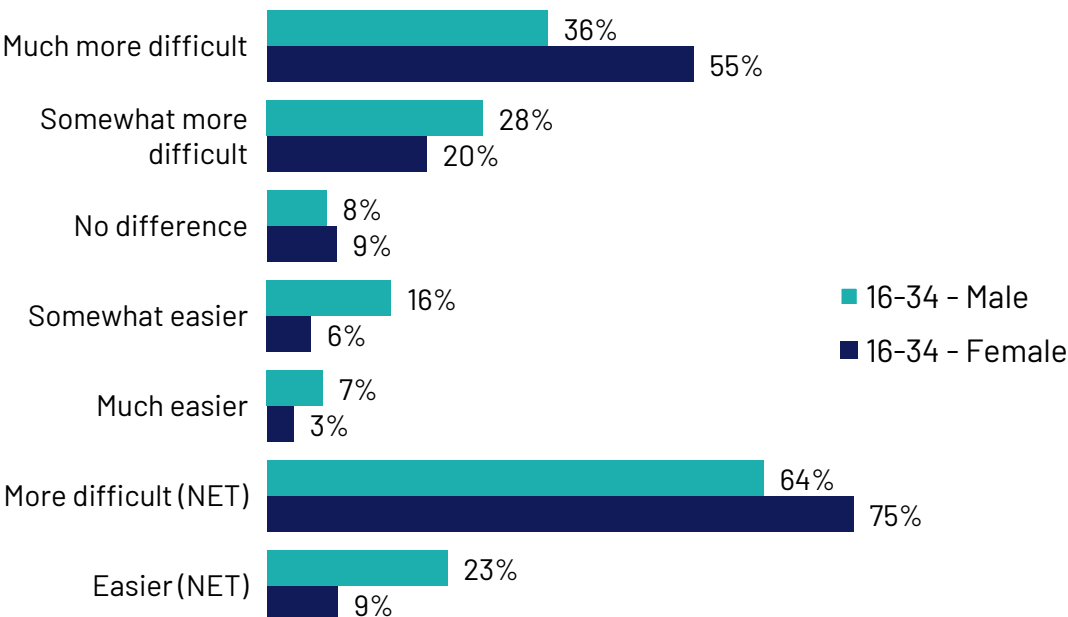
• Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?

Total Sample - 16-75



Base: (n=2494)
Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?

Age x Gender, Age, Gender



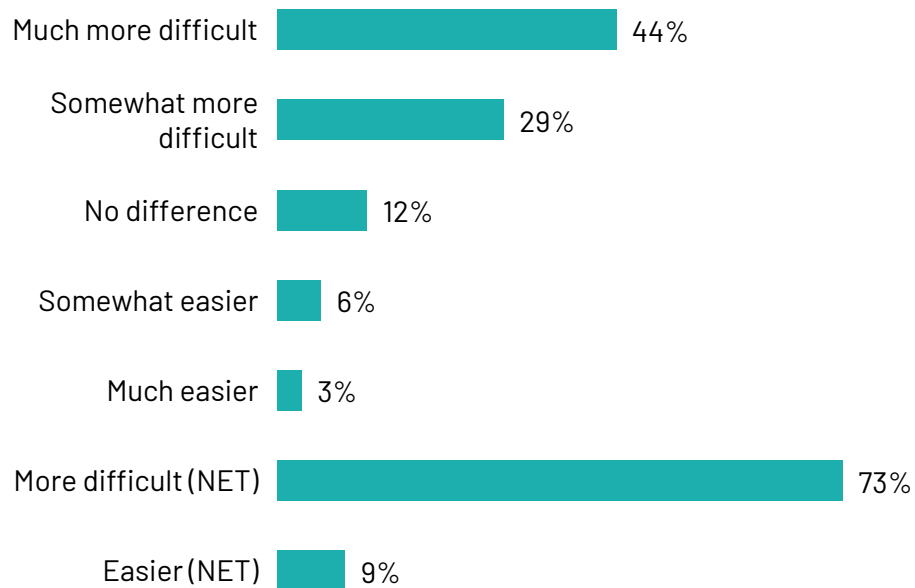
Base: (n=2494)
Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?



Around 7 in 10 of both younger and older Britons say it is more difficult for young people to feel financially secure than it was 20 years ago

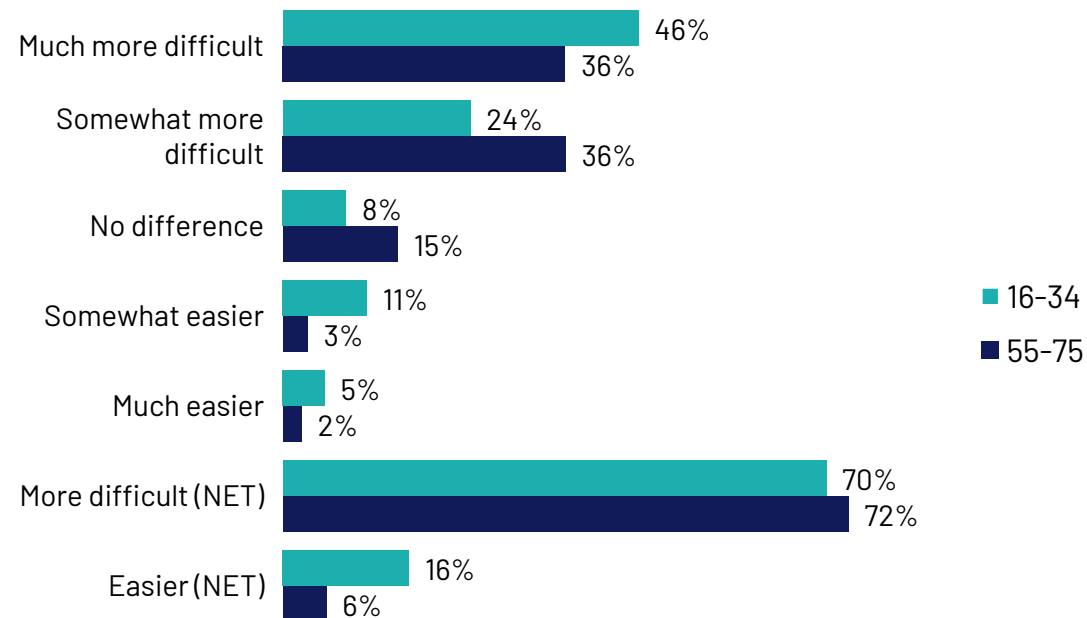
• Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?

Total Sample - 16-75



Base: (n=2494)
Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?

Age x Gender, Age, Gender



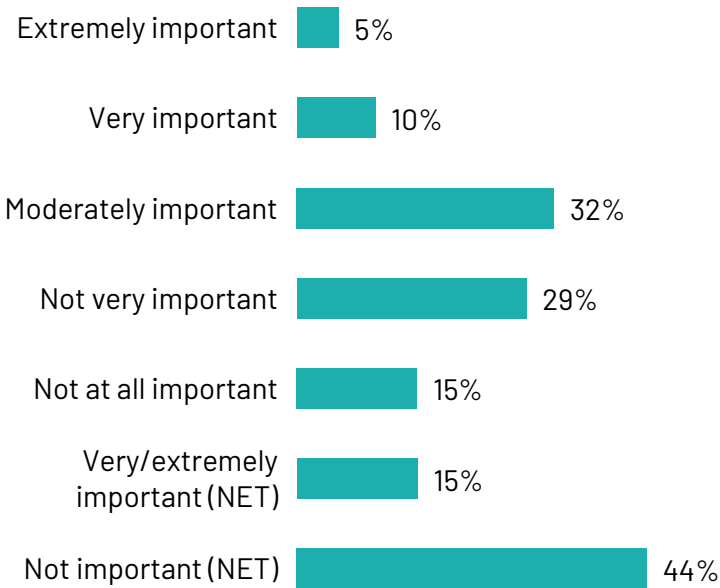
Base: (n=2494)
Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?



Young men much more likely to think that wealth is important to attract a romantic partner than young women

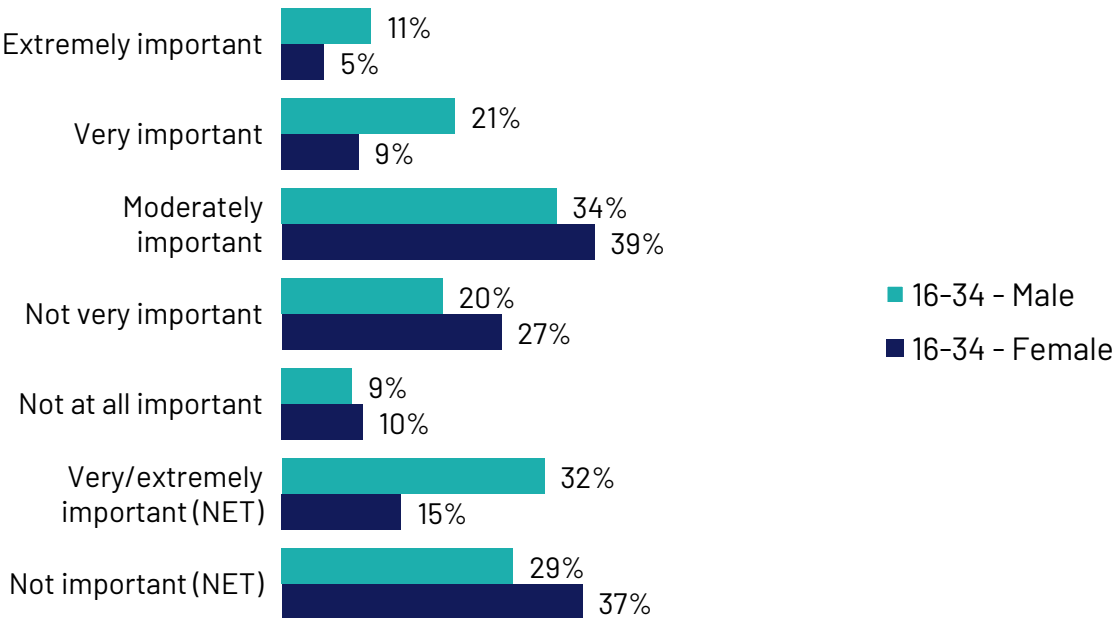
• Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?

Total Sample - 16-75



Base: (n=2494)
Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?

Age x Gender, Age, Gender



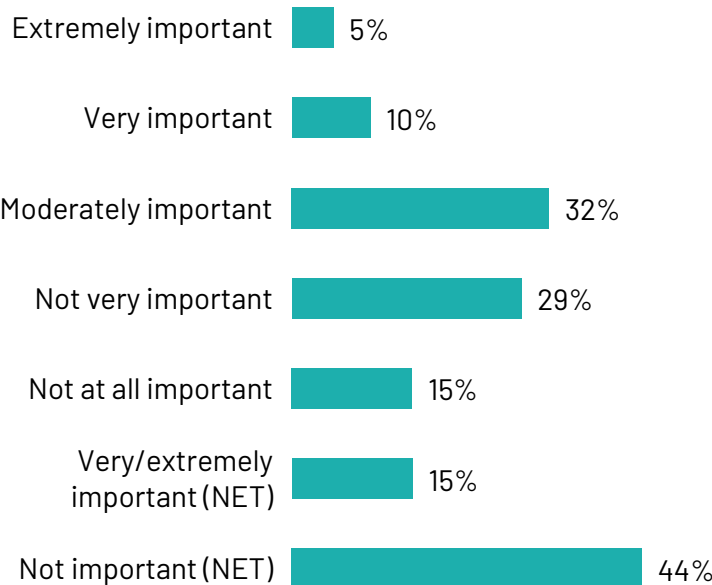
Base: (n=2494)
Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?



Younger Britons aged 16-34 more likely to think that wealth is important in attracting a romantic partner than those aged 55-75

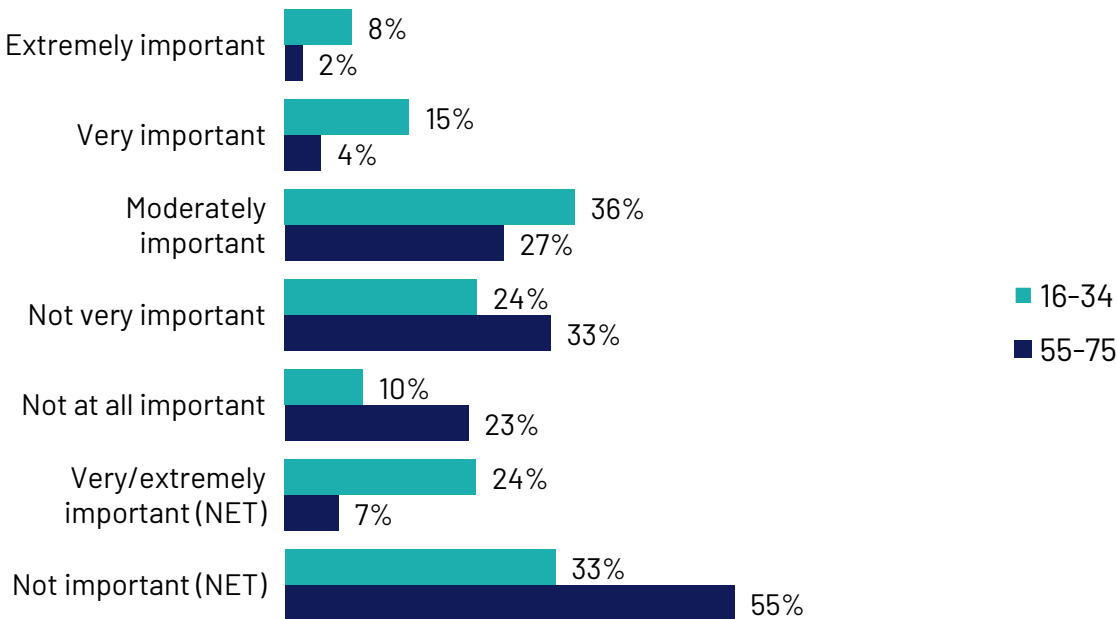
• Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?

Total Sample - 16-75



Base: (n=2494)
Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?

Age x Gender, Age, Gender



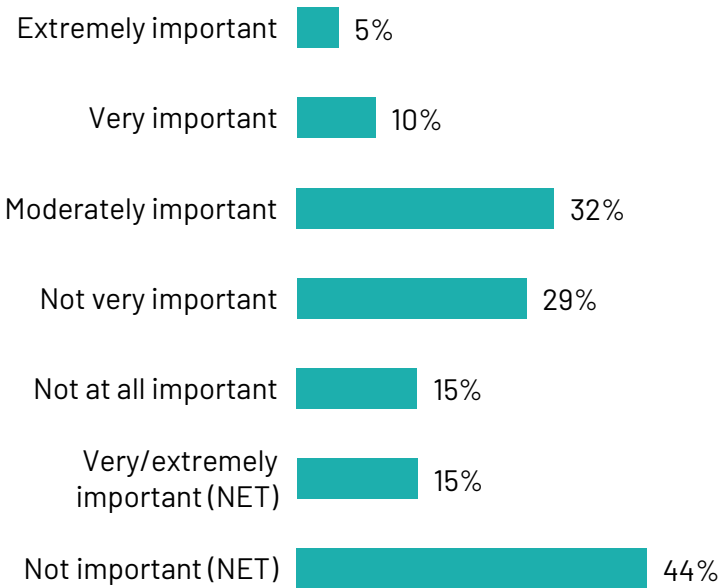
Base: (n=2494)
Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?



Men over twice as likely to believe that wealth is important in attracting a romantic partner than women

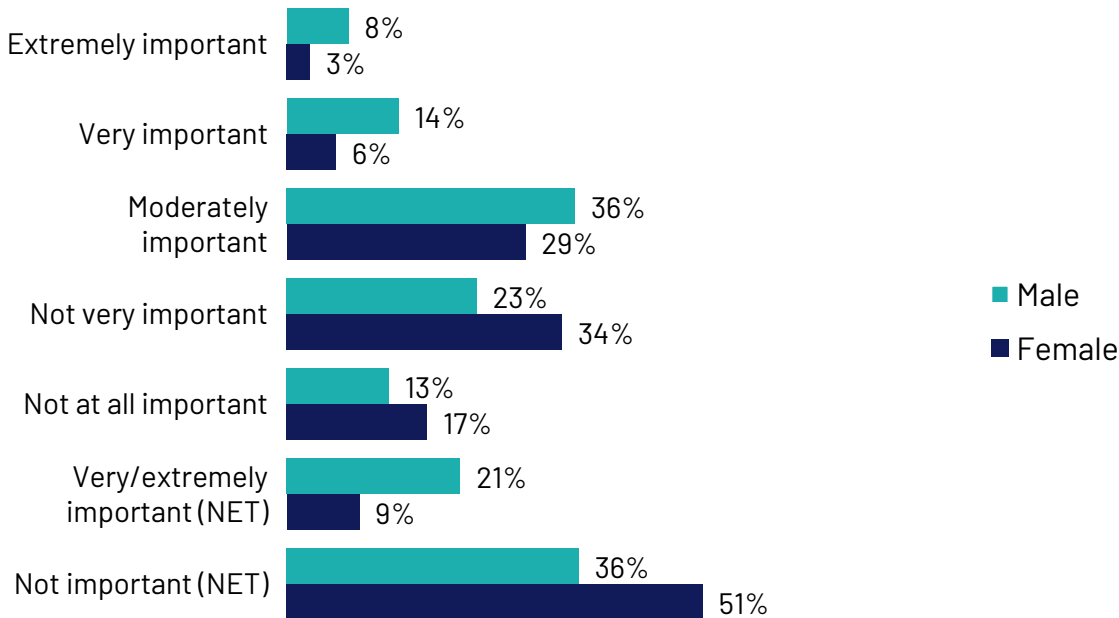
• Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?

Total Sample - 16-75



Base: (n=2494)
Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?

Age x Gender, Age, Gender



Base: (n=2494)
Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?

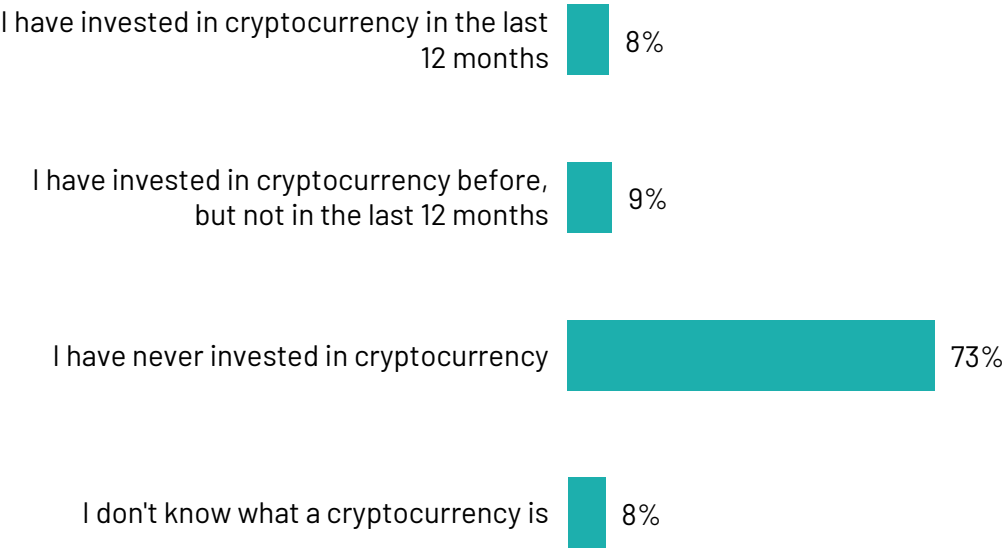


CRYPTOCURRENCY

Almost three in ten young men aged 18-34 have invested in cryptocurrency in the last 12 months

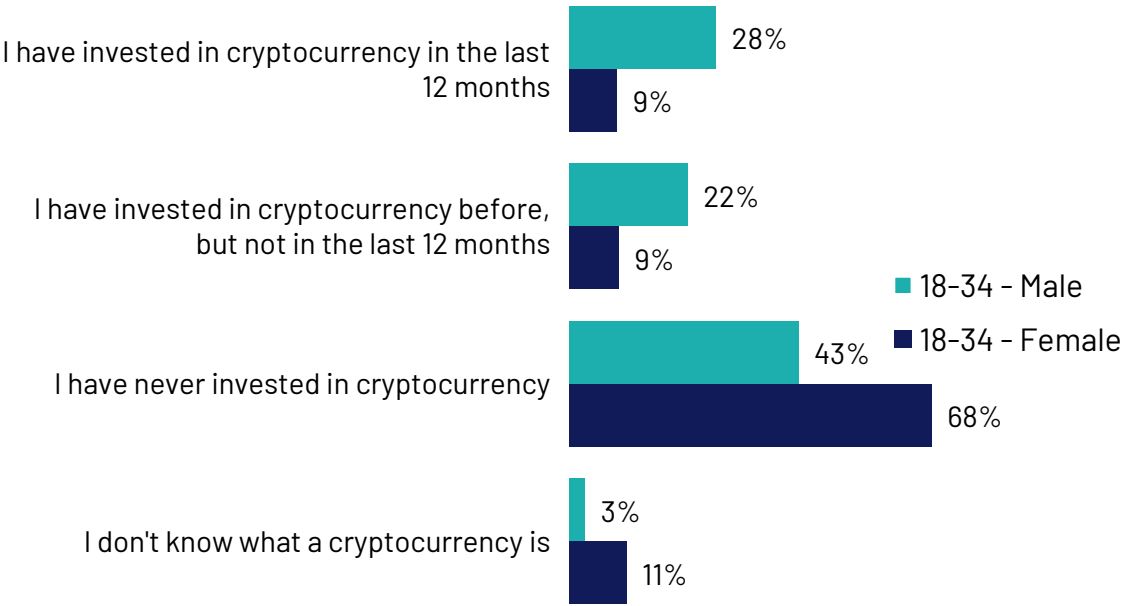
• Q11 - Have you ever invested in any cryptocurrency?

Total Sample - 18-75



Base: (n=2452)
Q11 - Have you ever invested in any cryptocurrency?

Age x Gender, Age, Gender - (18+)



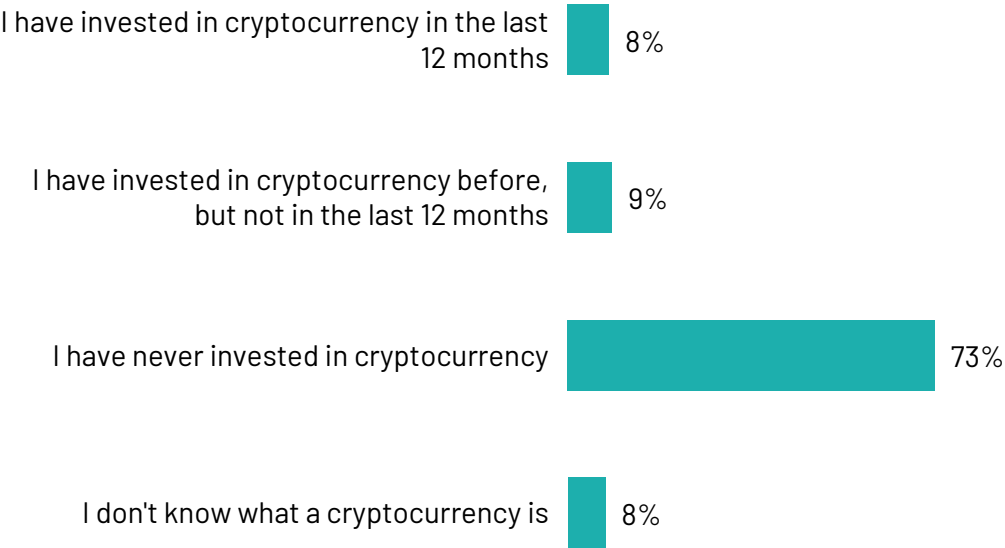
Base: (n=2452)
Q11 - Have you ever invested in any cryptocurrency?



Younger Britons significantly more likely to have invested in cryptocurrency than their older counterparts

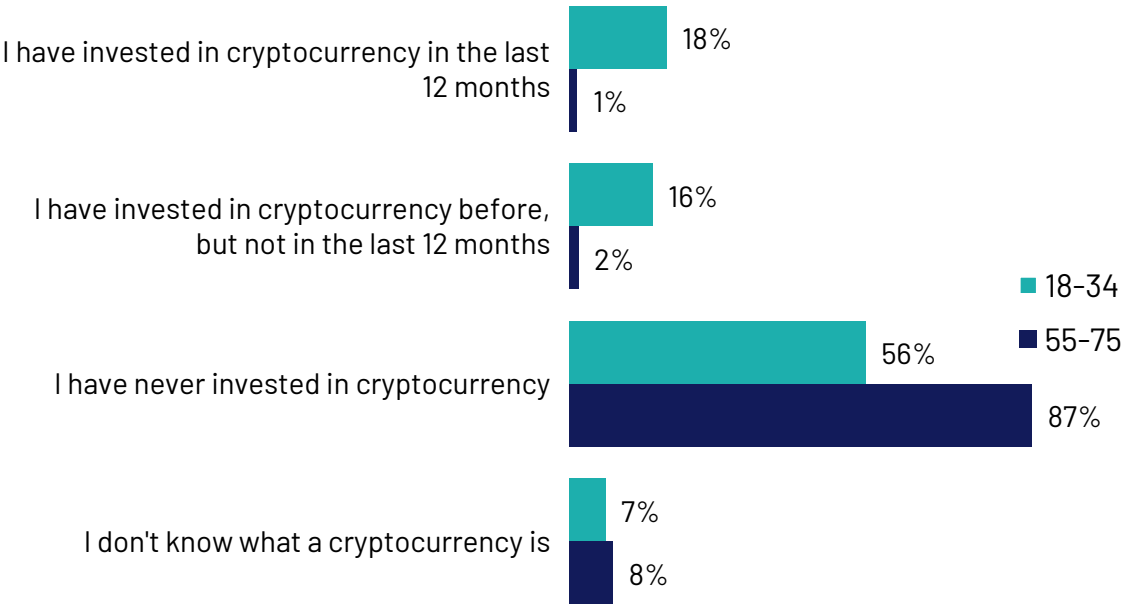
• Q11 - Have you ever invested in any cryptocurrency?

Total Sample - 18-75



Base: (n=2452)
Q11 - Have you ever invested in any cryptocurrency?

Age x Gender, Age, Gender - (18+)



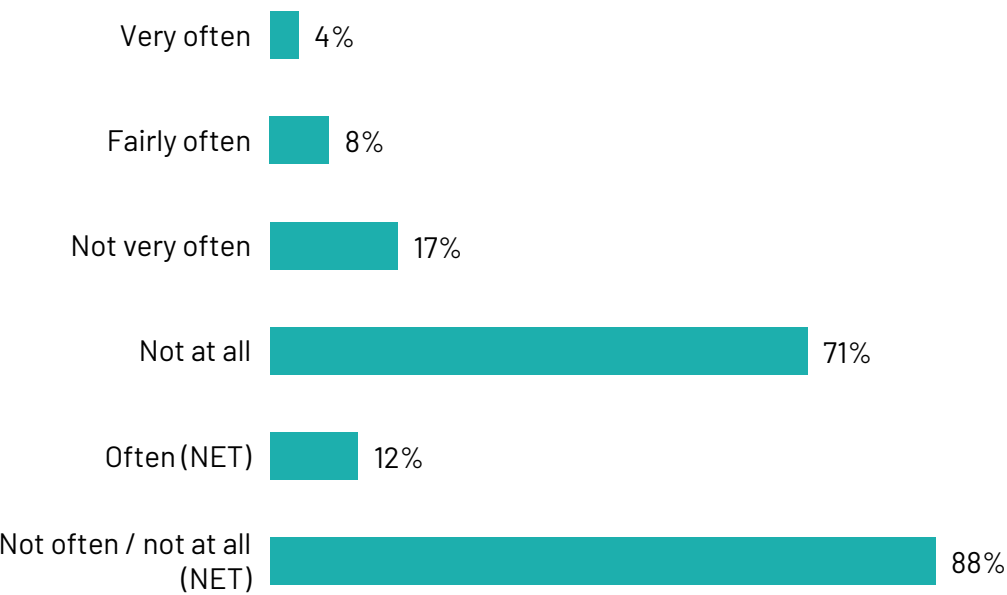
Base: (n=2452)
Q11 - Have you ever invested in any cryptocurrency?



Young men are more likely to discuss their crypto investments with their friends than young women

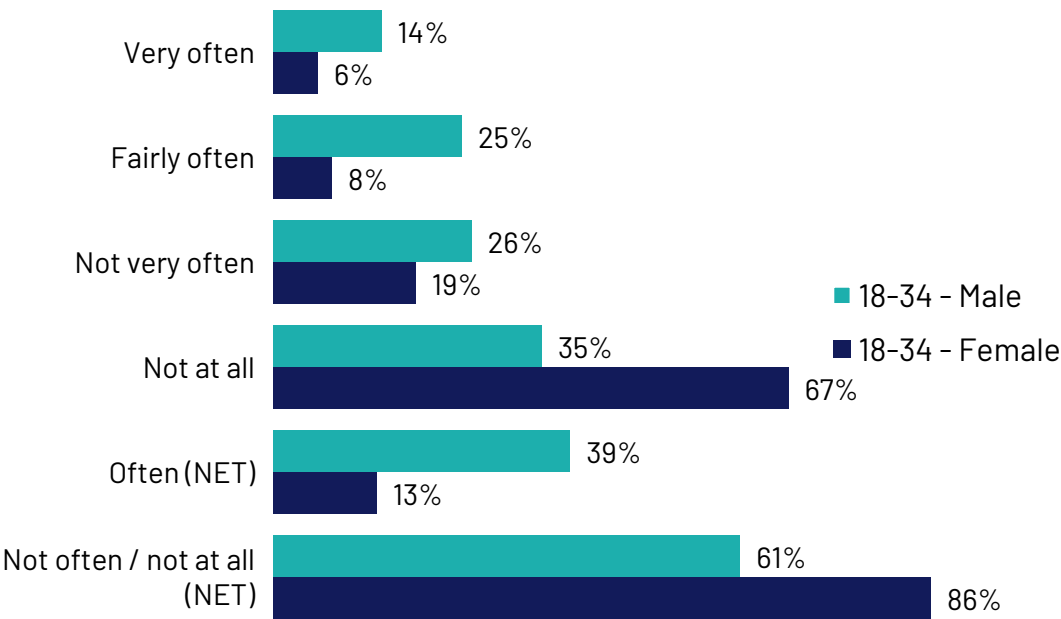
• Q12 - How often, if at all, do you discuss crypto investments with your friends? (Amongst those aware of Crryptocurrency)

Total Sample - 18-75



Base: (n=2236)
Q12 - How often, if at all, do you discuss crypto investments with your friends?

Age x Gender, Age, Gender - (18+)



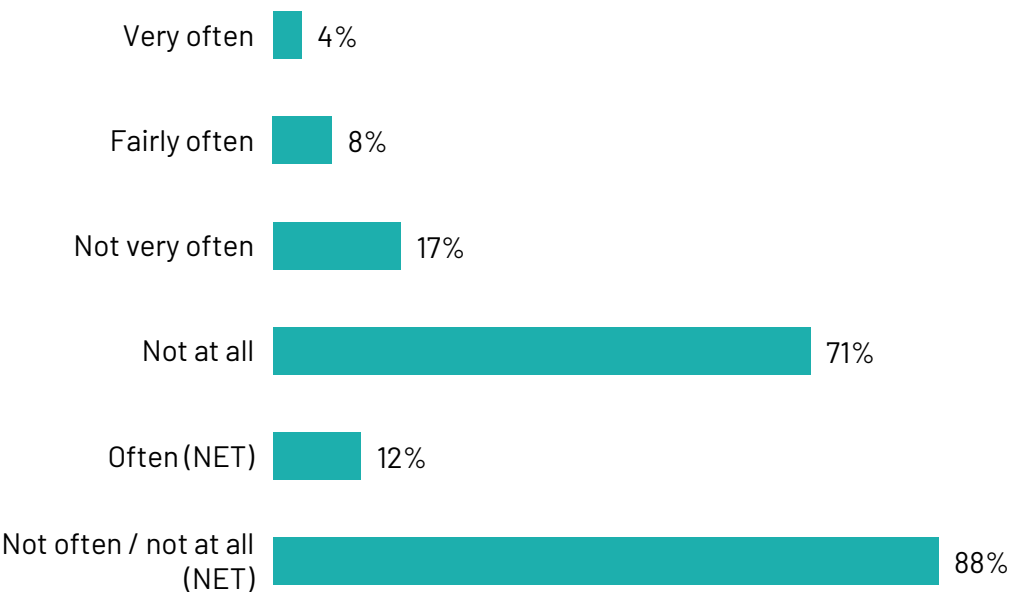
Base: (n=2236)
Q12 - How often, if at all, do you discuss crypto investments with your friends?



Younger Britons aged 18-34 more likely to discuss their crypto investments with friends than those aged 55-75

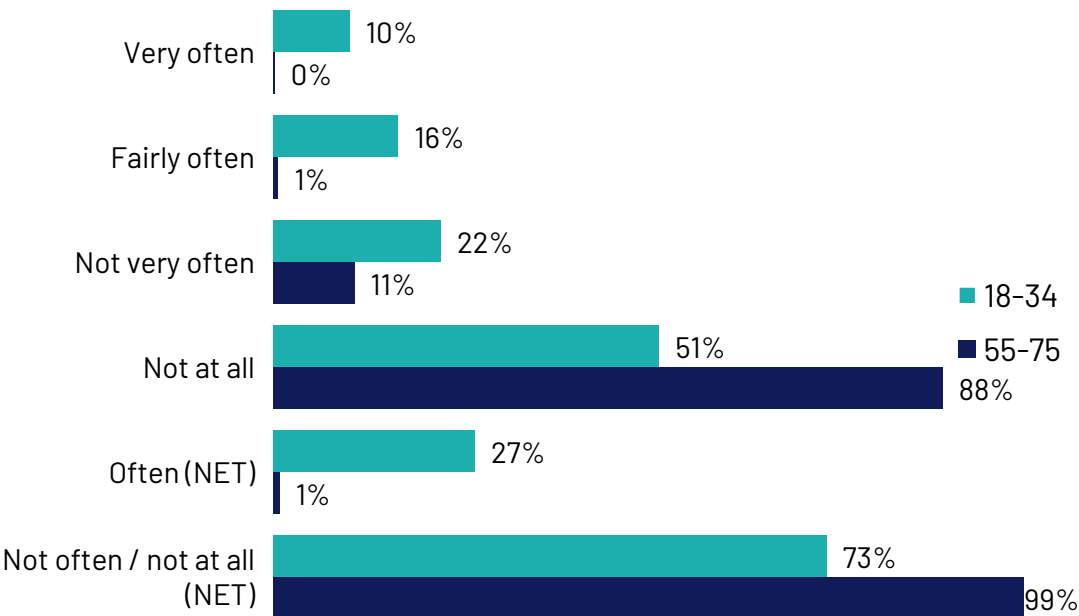
• Q12 - How often, if at all, do you discuss crypto investments with your friends? (Amongst those aware of Cryptocurrency)

Total Sample - 18-75



Base: (n=2236)
Q12 - How often, if at all, do you discuss crypto investments with your friends?

Age x Gender, Age, Gender - (18+)



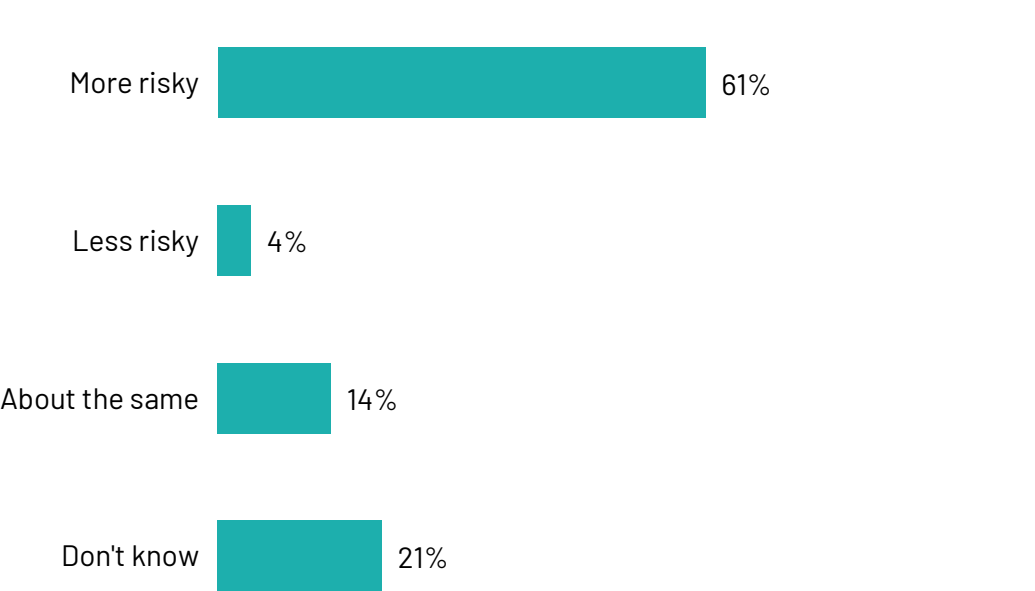
Base: (n=2236)
Q12 - How often, if at all, do you discuss crypto investments with your friends?



Young men aged 18-34 are more likely to see crypto as more risky than other investments compared to young women

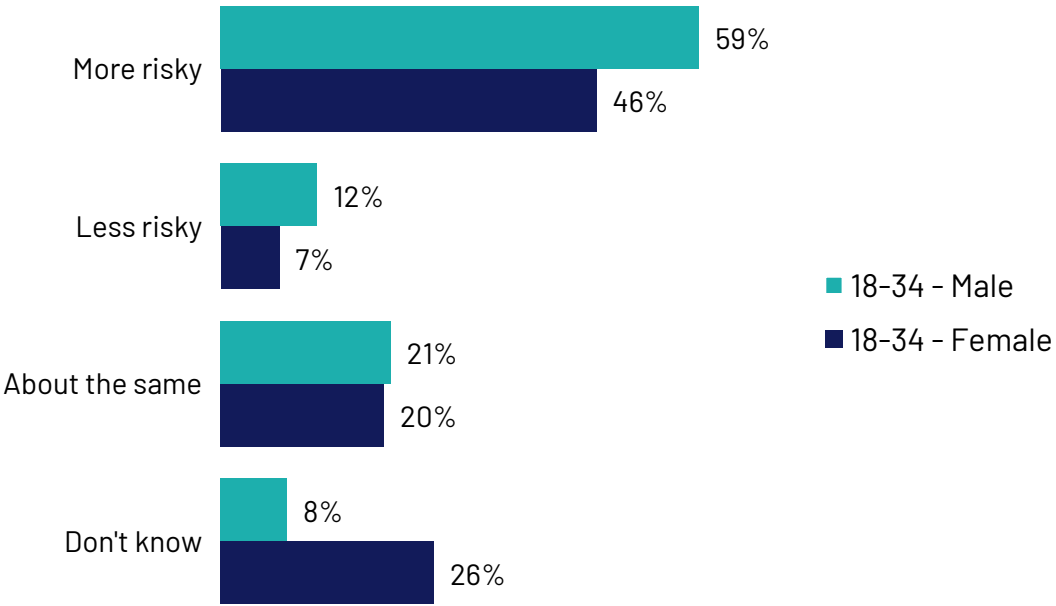
• Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs.
(Amongst those aware of Crpytocurrency)

Total Sample - 18-75



Base: (n=2236)
Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs.

Age x Gender, Age, Gender - (18+)



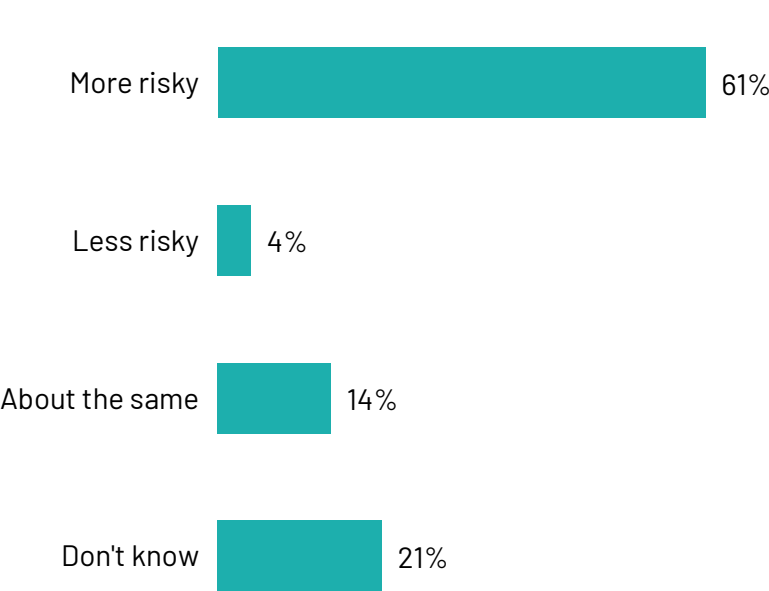
Base: (n=2236)
Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs.



7 in 10 older Britons believe crypto is more risky than other investments, compared to just over half of those aged 18-34

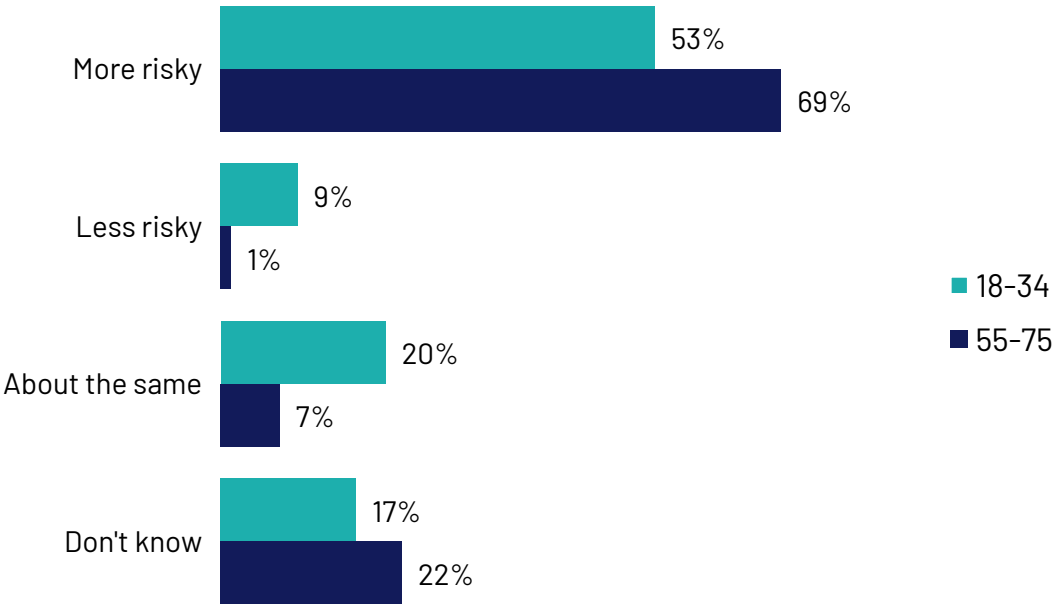
• Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs. (Amongst those aware of Crpytocurrency)

Total Sample - 18-75



Base: (n=2236)
Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs.

Age x Gender, Age, Gender - (18+)



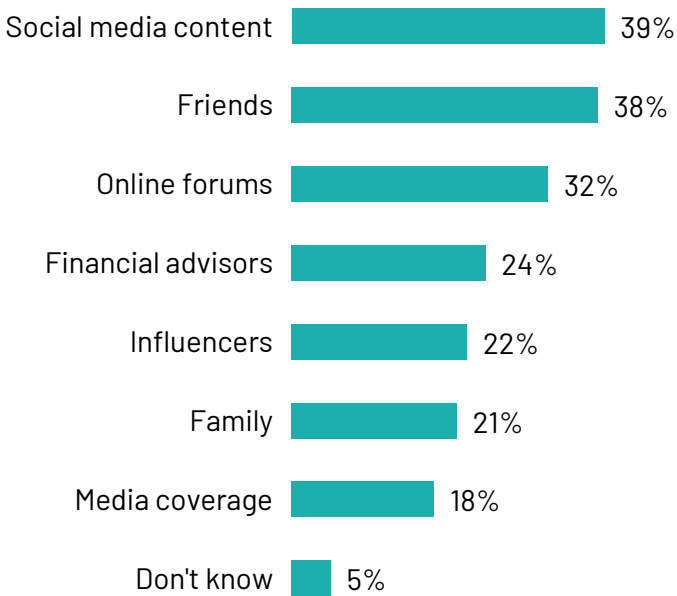
Base: (n=2236)
Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs.



Amongst those that have invested in crypto, social media and friends are the most influential sources of information for their decision

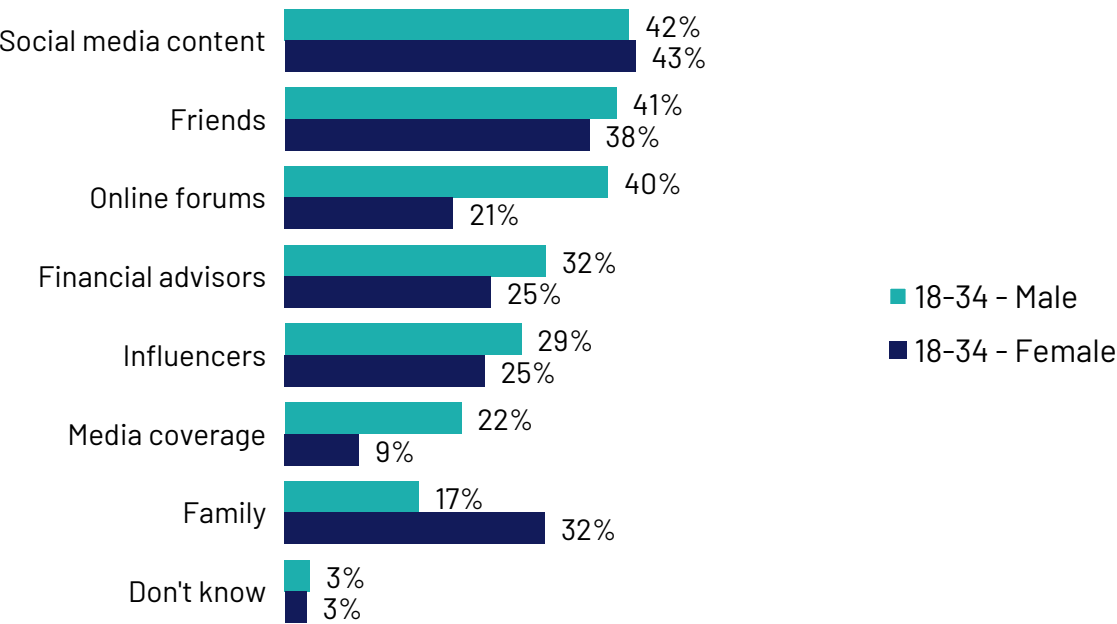
• Q14 - What sources of information have most influenced your decision to invest in crypto? (Amongst those that have invested in Crpytocurrency)

Total Sample - 18-75



Base: (n=570)
Q14 - What sources of information have most influenced your decision to invest in crypto?

Age x Gender, Age, Gender - (18+)



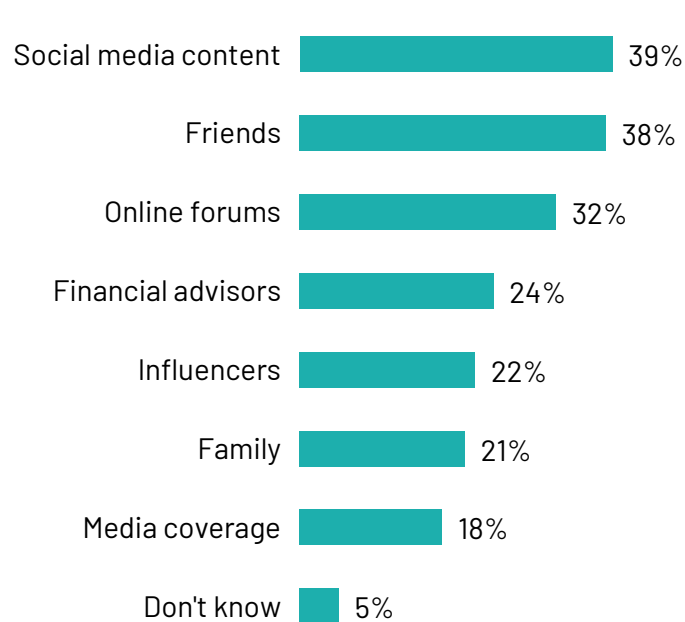
Base: (n=570)
Q14 - What sources of information have most influenced your decision to invest in crypto?



Those aged 18-34 are more likely to say that social media influenced their decision to invest in crypto than those aged 55-75

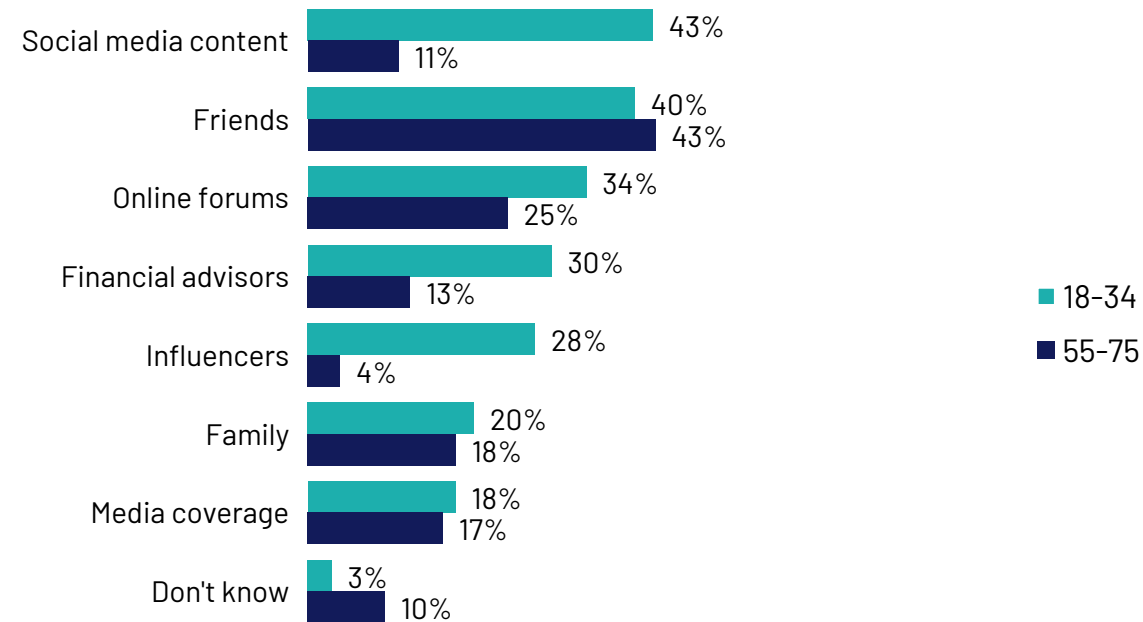
• Q14 - What sources of information have most influenced your decision to invest in crypto? (Amongst those that have invested in Crpytocurrency)

Total Sample - 18-75



Base: (n=570)
Q14 - What sources of information have most influenced your decision to invest in crypto?

Age x Gender, Age, Gender - (18+)



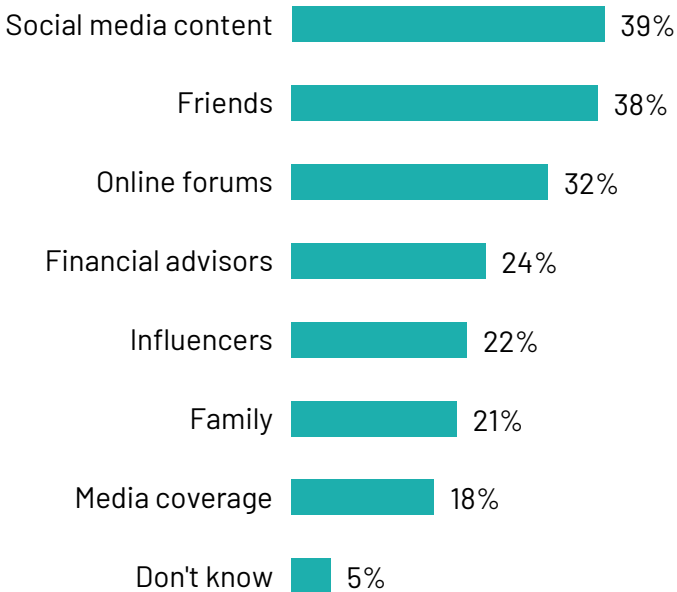
Base: (n=570)
Q14 - What sources of information have most influenced your decision to invest in crypto?



Men are significantly more likely to say that online forums have influenced their decision to invest in crypto than women

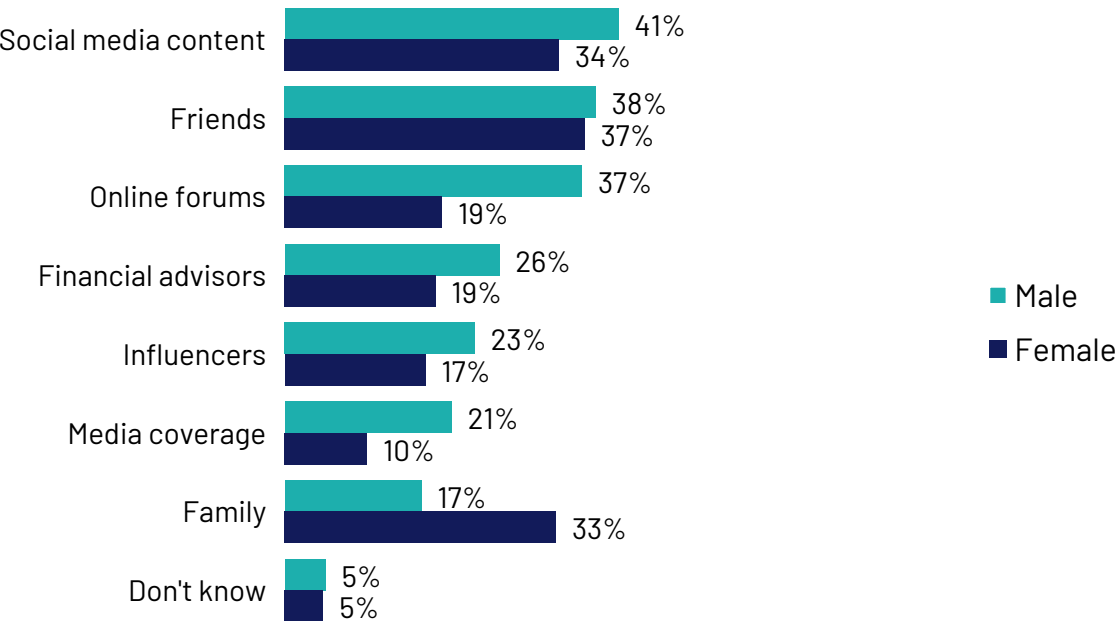
• Q14 - What sources of information have most influenced your decision to invest in crypto? (Amongst those that have invested in Crpytocurrency)

Total Sample - 18-75



Base: (n=570)
Q14 - What sources of information have most influenced your decision to invest in crypto?

Age x Gender, Age, Gender - (18+)



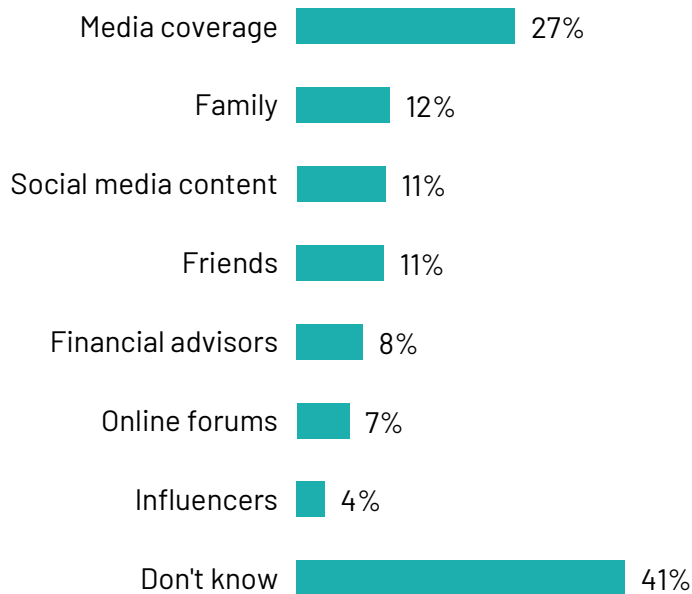
Base: (n=570)
Q14 - What sources of information have most influenced your decision to invest in crypto?



Britons who don't invest in crypto are most likely to cite media coverage as influencing their decision most to not invest

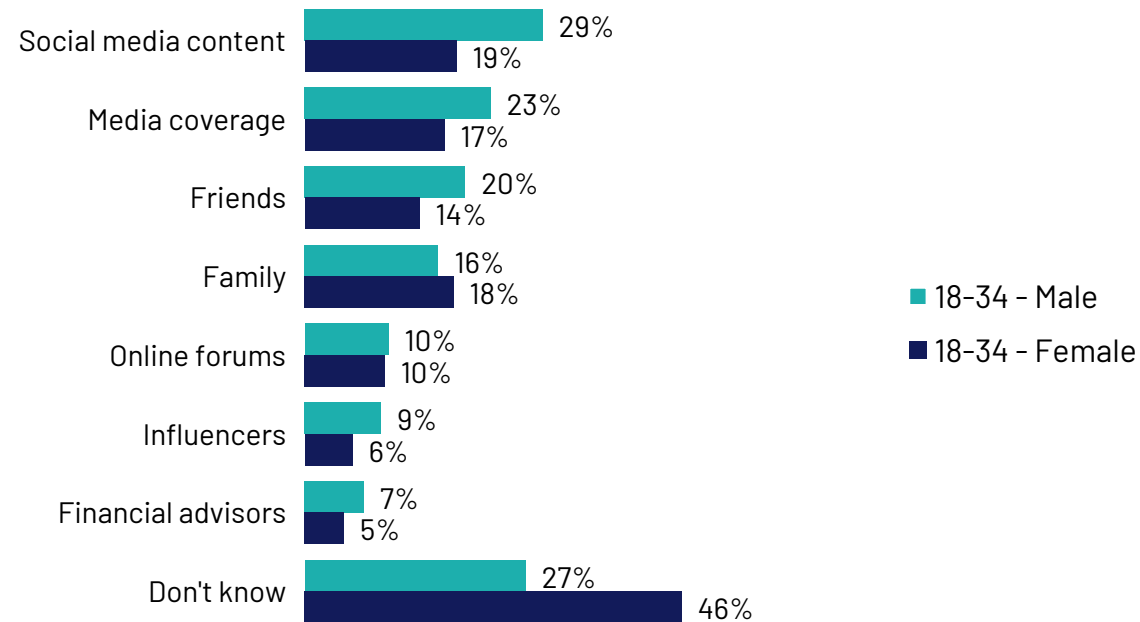
• Q15 - What sources of information have most influenced your decision to not invest in crypto? (Amongst those that have not invested in Cryptocurrency)

Total Sample - 18-75



Base: (n=1666)
Q15 - What sources of information have most influenced your decision to not invest in crypto?

Age x Gender, Age, Gender - (18+)



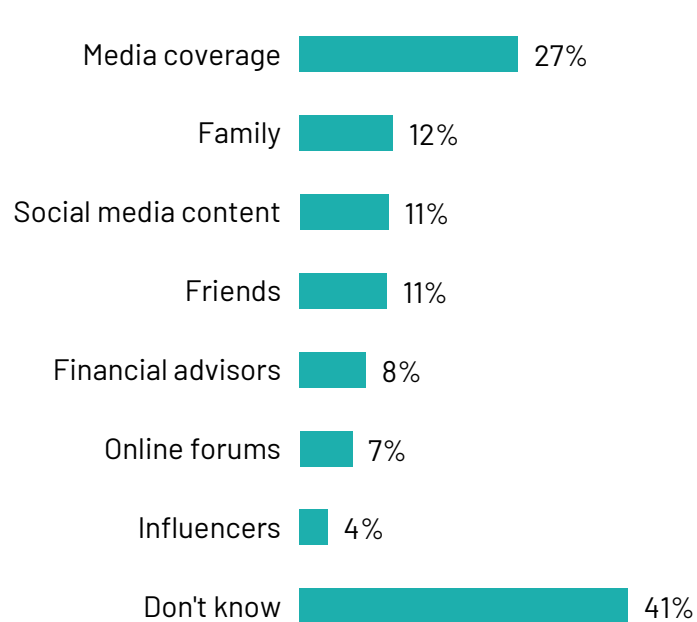
Base: (n=1666)
Q15 - What sources of information have most influenced your decision to not invest in crypto?



18-34s more likely to state social media influenced their decision most to not invest in crypto, vs. 55-75s that rank media coverage highest

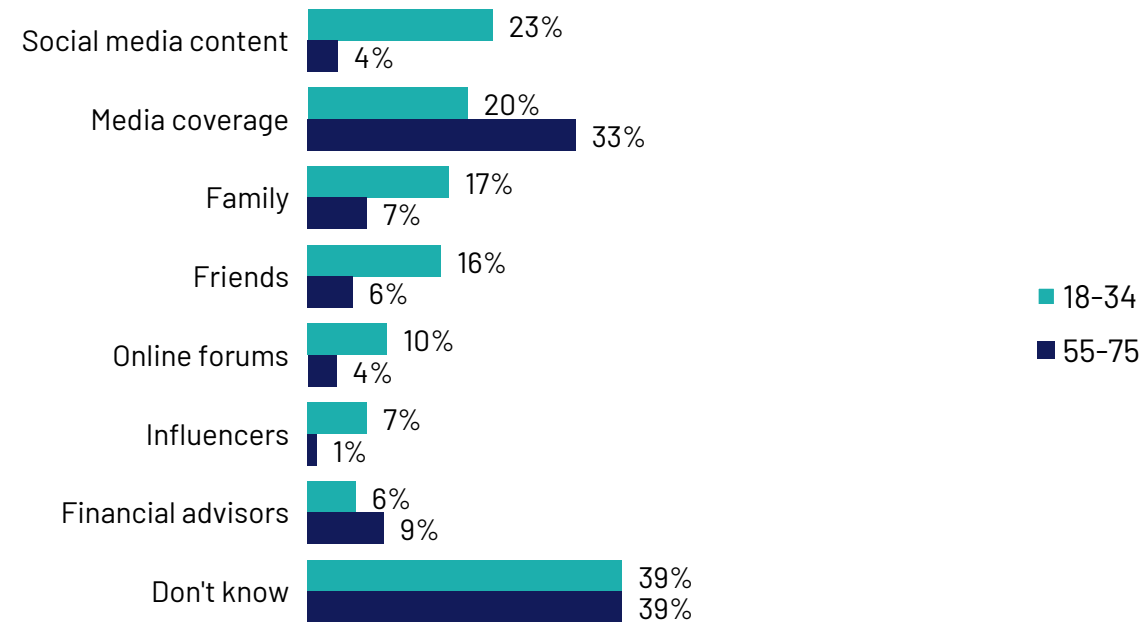
• Q15 - What sources of information have most influenced your decision to not invest in crypto? (Amongst those that have not invested in Cryptocurrency)

Total Sample - 18-75



Base: (n=1666)
Q15 - What sources of information have most influenced your decision to not invest in crypto?

Age x Gender, Age, Gender - (18+)



Base: (n=1666)
Q15 - What sources of information have most influenced your decision to not invest in crypto?

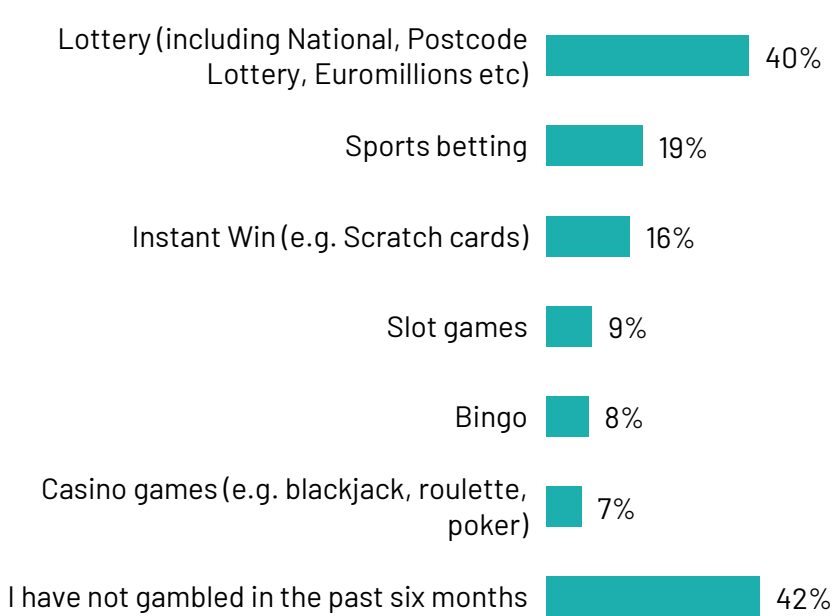


GAMBLING

Around 4 in 10 men aged 18-34 have engaged in sports betting in the past six months

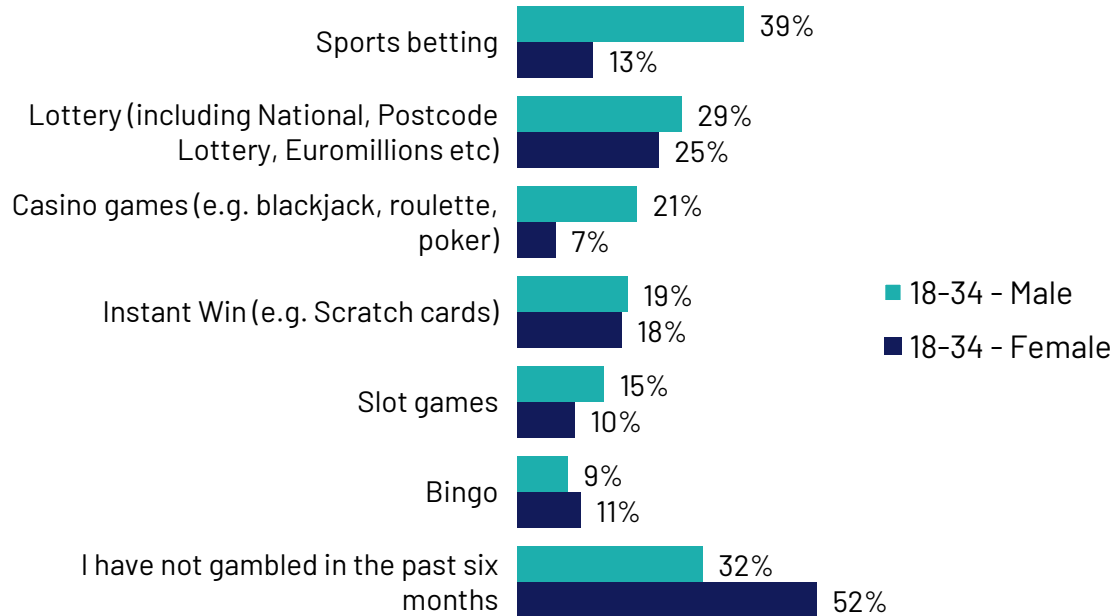
• Q16 - Which types of gambling, if any, have you engaged in in the past six months?

Total Sample - 18-75



Base: (n=2452)
Q16 - Which types of gambling, if any, have you engaged in in the past six months?

Age x Gender, Age, Gender - (18+)



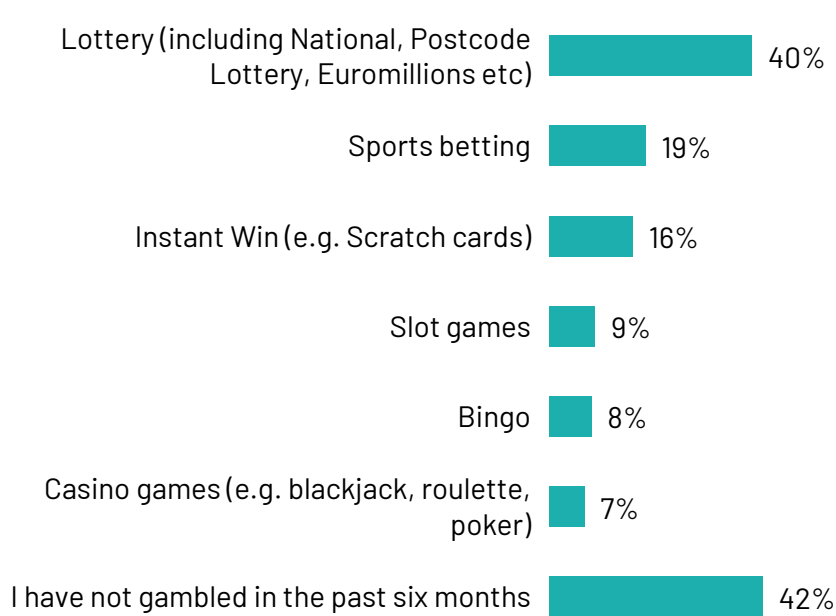
Base: (n=2452)
Q16 - Which types of gambling, if any, have you engaged in in the past six months?



46% of Britons aged 55-75 say they have gambled on the lottery in the past six months

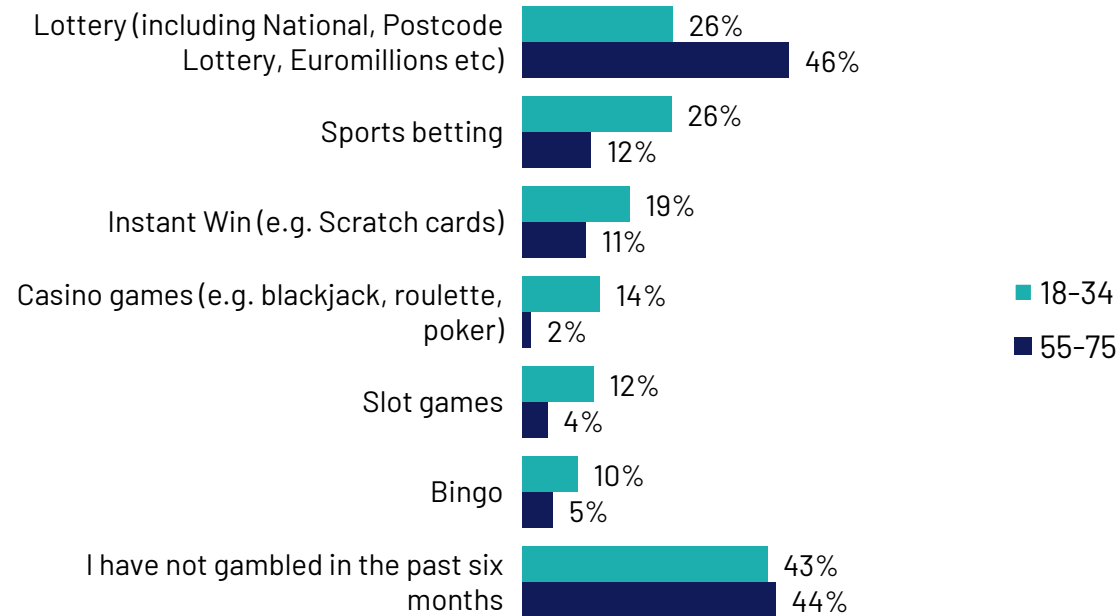
• Q16 - Which types of gambling, if any, have you engaged in in the past six months?

Total Sample - 18-75



Base: (n=2452)
Q16 - Which types of gambling, if any, have you engaged in in the past six months?

Age x Gender, Age, Gender - (18+)



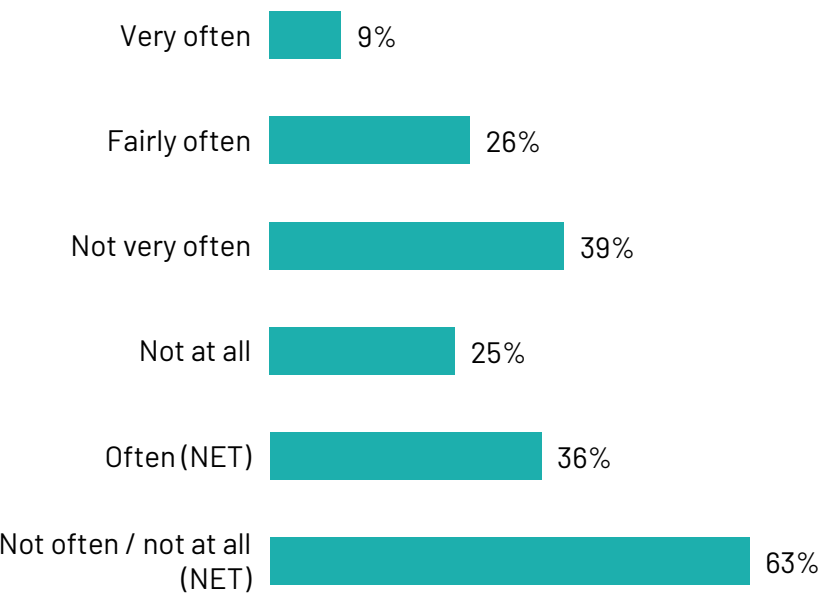
Base: (n=2452)
Q16 - Which types of gambling, if any, have you engaged in in the past six months?



Young men aged 18-34 are more likely to say that they discuss gambling with their friends than young women

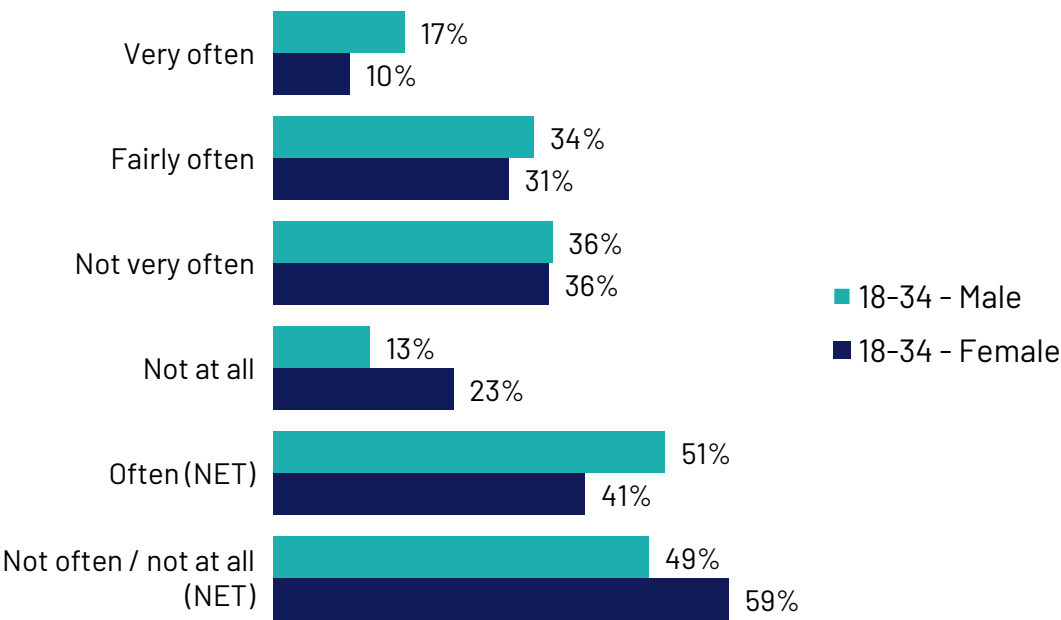
• Q17 - How often, if at all, do you discuss your gambling with your friends?
(Amongst those that have engaged with sports betting, slot games or casino games in the past 6 months)

Total Sample - 18-75



Base: (n=712)
Q17 - How often, if at all, do you discuss your gambling with your friends?

Age x Gender, Age, Gender - (18+)



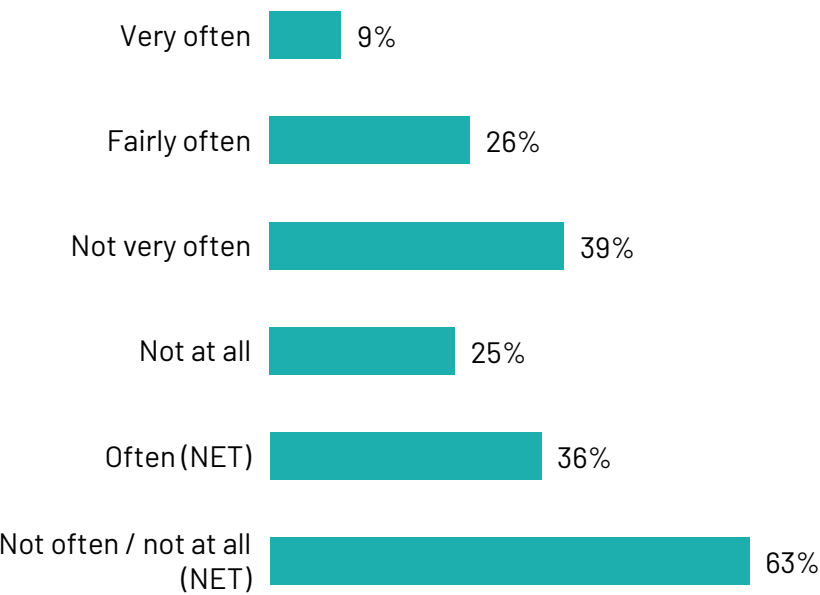
Base: (n=712)
Q17 - How often, if at all, do you discuss your gambling with your friends?



Around half of those 18-34 who have gambled in past six months discuss their gambling with friends, vs. just 17% of those aged 55-75

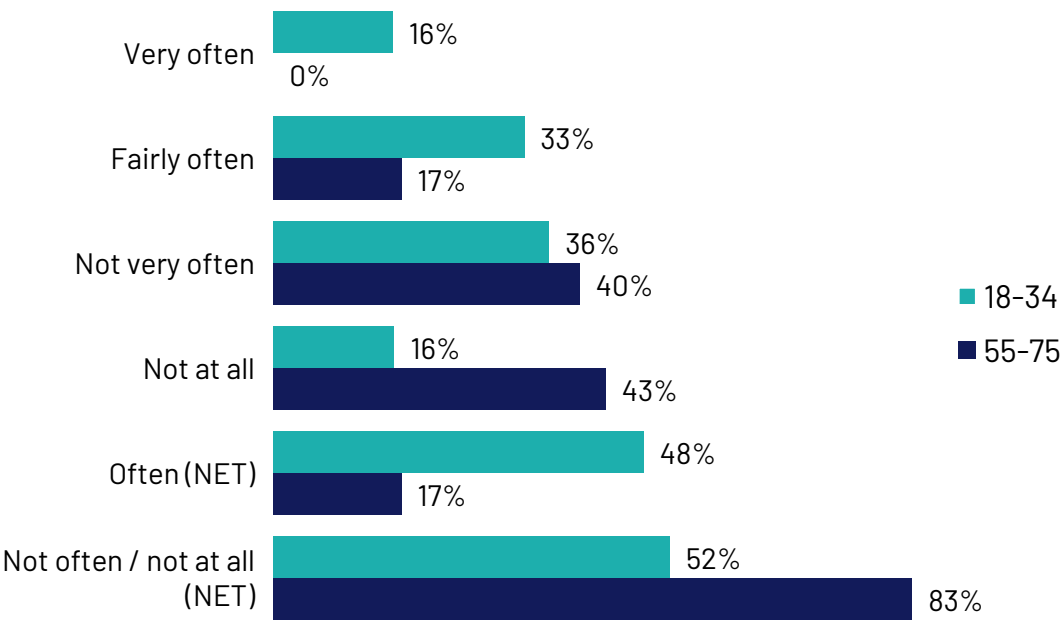
• Q17 - How often, if at all, do you discuss your gambling with your friends?
(Amongst those that have engaged with Sports betting, slot games or casino games in the past 6 months)

Total Sample - 18-75



Base: (n=712)
Q17 - How often, if at all, do you discuss your gambling with your friends?

Age x Gender, Age, Gender - (18+)



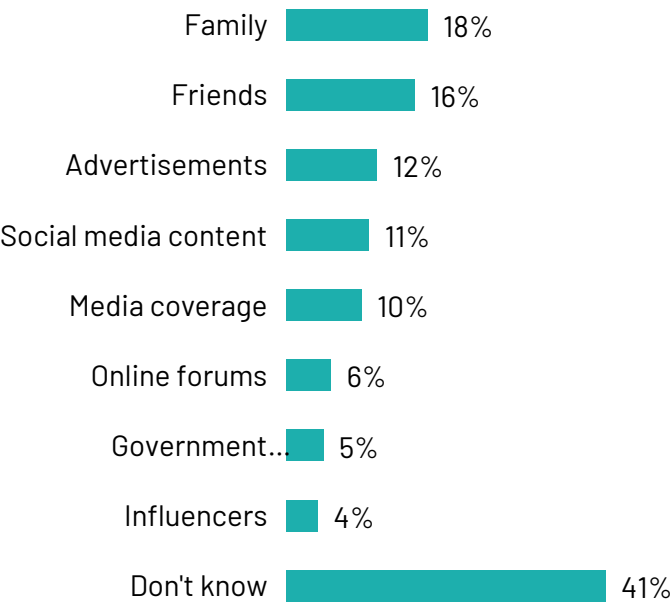
Base: (n=712)
Q17 - How often, if at all, do you discuss your gambling with your friends?



Young men aged 18-34 more likely to say that friends and social media have influenced their decisions around gambling than young women

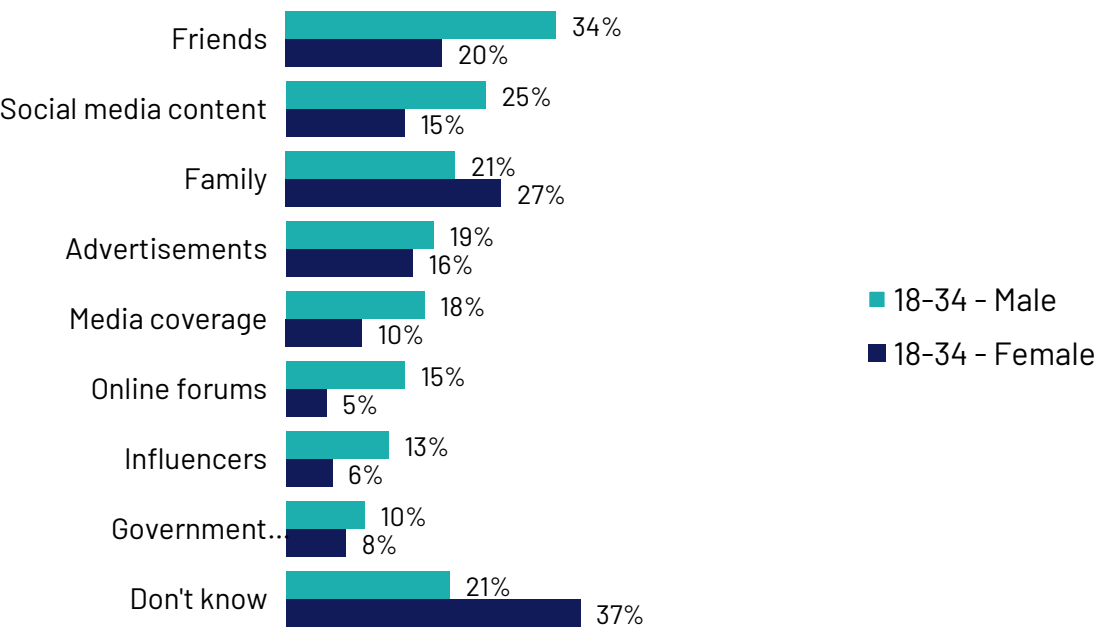
• Q18 - What sources of information have most influenced your decisions around gambling?

Total Sample - 18-75



Base: (n=2452)
Q18 - What sources of information have most influenced your decisions around gambling?

Age x Gender, Age, Gender - (18+)



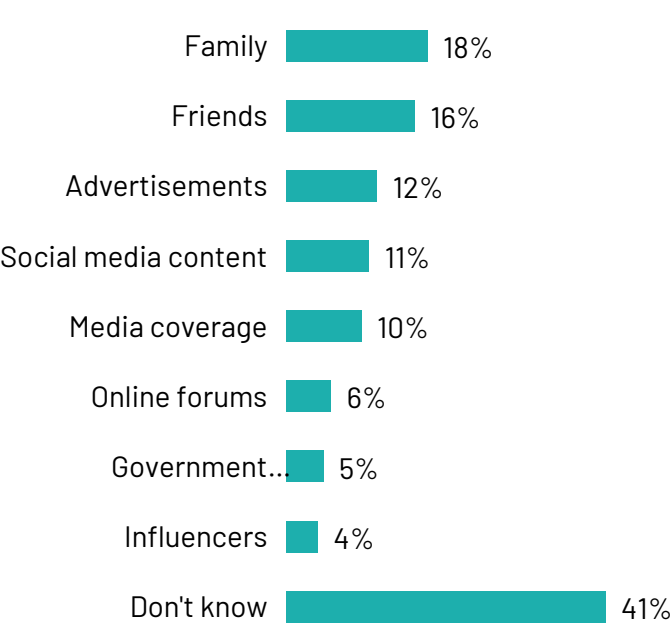
Base: (n=2452)
Q18 - What sources of information have most influenced your decisions around gambling?



Decisions related to gambling are heavily influenced by friends and family, particularly among those aged 18-34

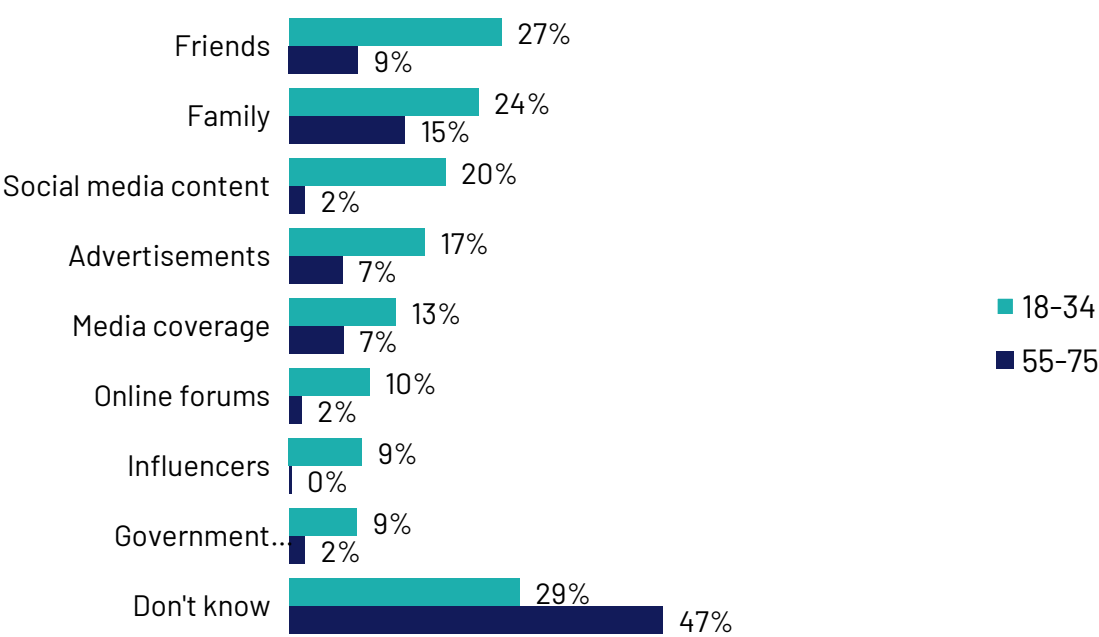
• Q18 - What sources of information have most influenced your decisions around gambling?

Total Sample - 18-75



Base: (n=2452)
Q18 - What sources of information have most influenced your decisions around gambling?

Age x Gender, Age, Gender - (18+)



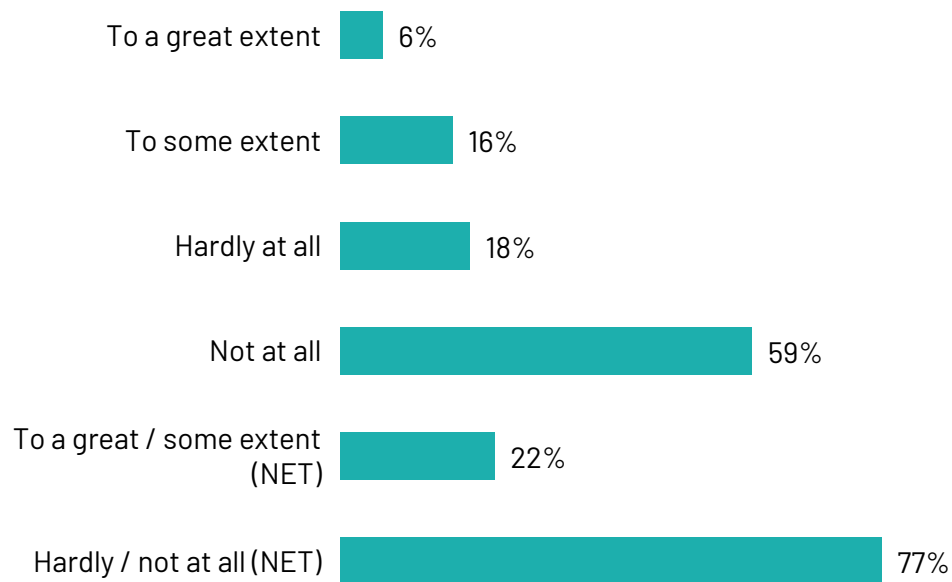
Base: (n=2452)
Q18 - What sources of information have most influenced your decisions around gambling?



Two in ten Britons say gambling has negatively impacted their mental health, rising to 32% of young men aged 18-34 and 29% of young women

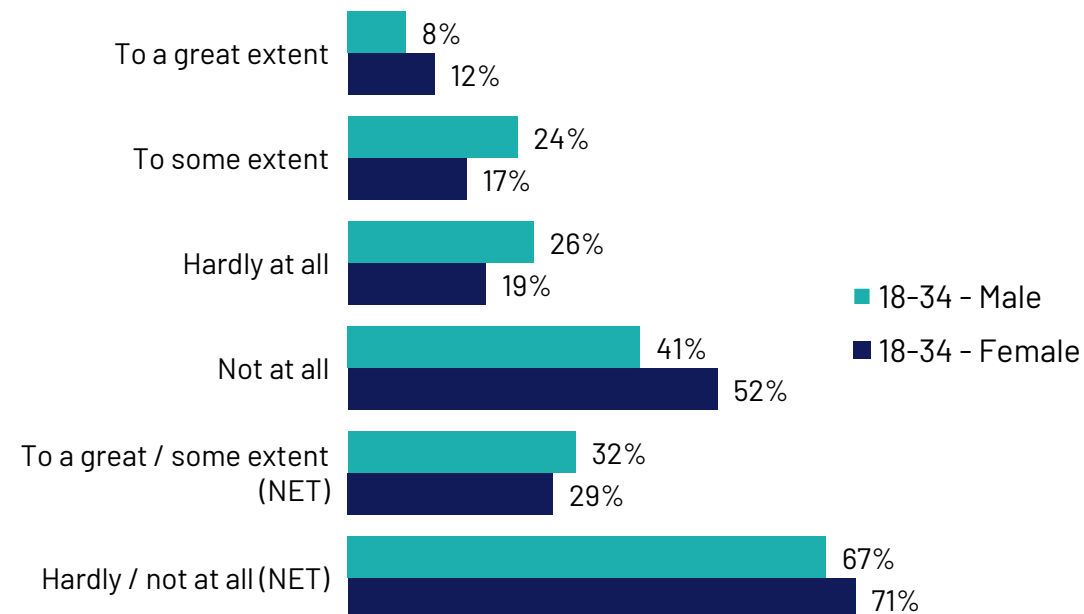
• Q19 - Has gambling ever negatively impacted your mental health?
(Amongst those that have engaged with Sports betting, slot games or casino games in the past 6 months)

Total Sample - 18-75



Base: (n=712)
Q19 - Has gambling ever negatively impacted your mental health?

Age x Gender, Age, Gender - (18+)



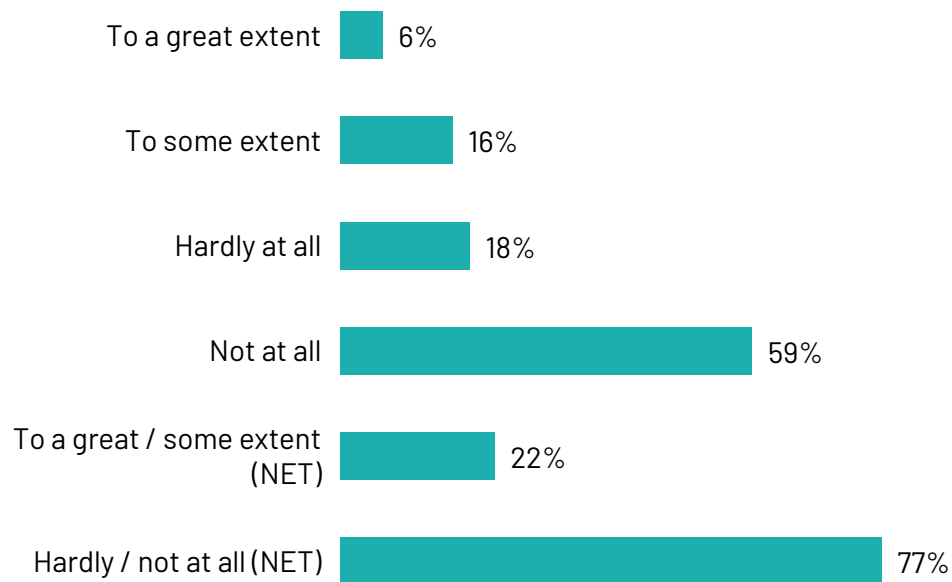
Base: (n=712)
Q19 - Has gambling ever negatively impacted your mental health?



Three in ten of those aged 18-34 say gambling has negatively impacted their mental health, compared to just 6% of those aged 55-75

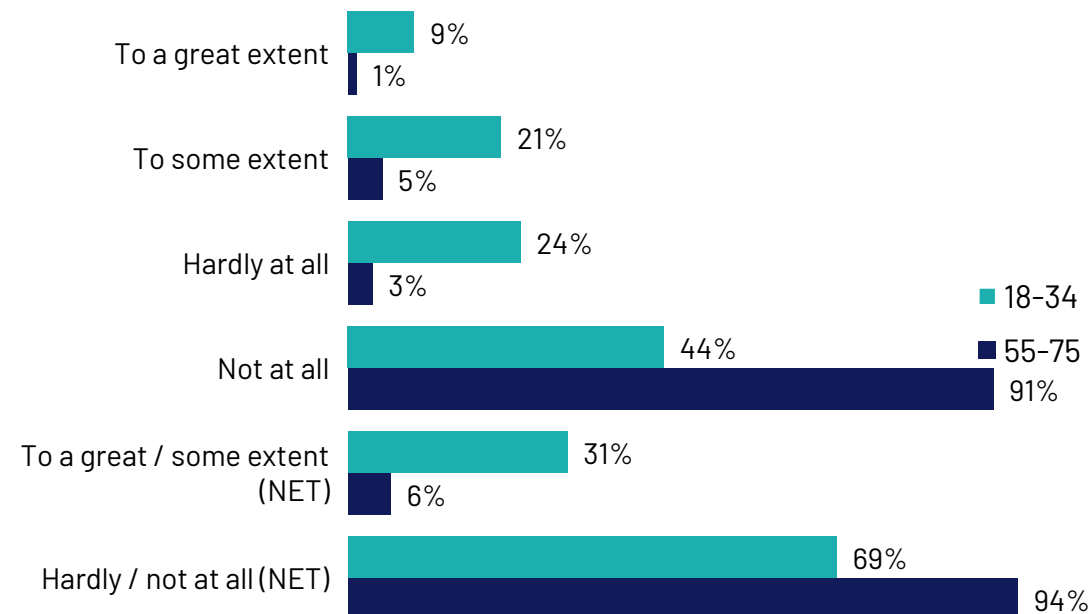
• Q19 - Has gambling ever negatively impacted your mental health?
(Amongst those that have engaged with Sports betting, slot games or casino games in the past 6 months)

Total Sample - 18-75



Base: (n=712)
Q19 - Has gambling ever negatively impacted your mental health?

Age x Gender, Age, Gender - (18+)



Base: (n=712)
Q19 - Has gambling ever negatively impacted your mental health?



Over half of young men agree that gambling is a harmless form of entertainment if done in moderation vs. only 3 in 10 young women

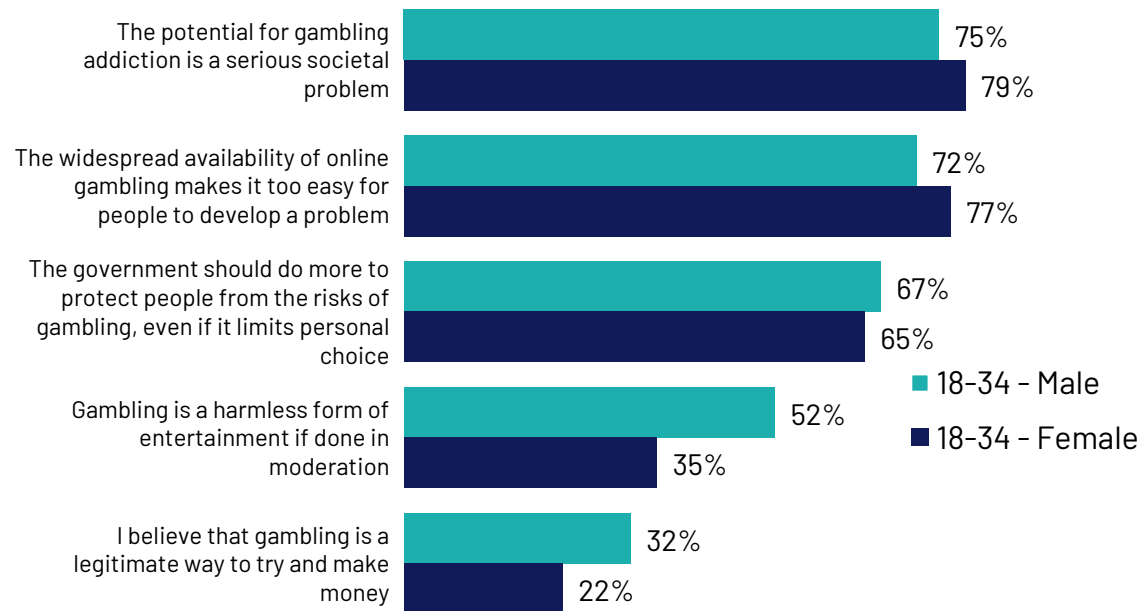
• Q20 - To what extent do you agree or disagree with the following statements about gambling? (Agree)

Total Sample - 18-75



Base: (n=2452)
Q20 - To what extent do you agree or disagree with the following statements about gambling? (Agree)

Age x Gender, Age, Gender - (18+)



Base: (n=2452)
Q20 - To what extent do you agree or disagree with the following statements about gambling? (Agree)



55-75s more likely than 18-34s to agree that the availability of online gambling makes it too easy for people to develop a problem

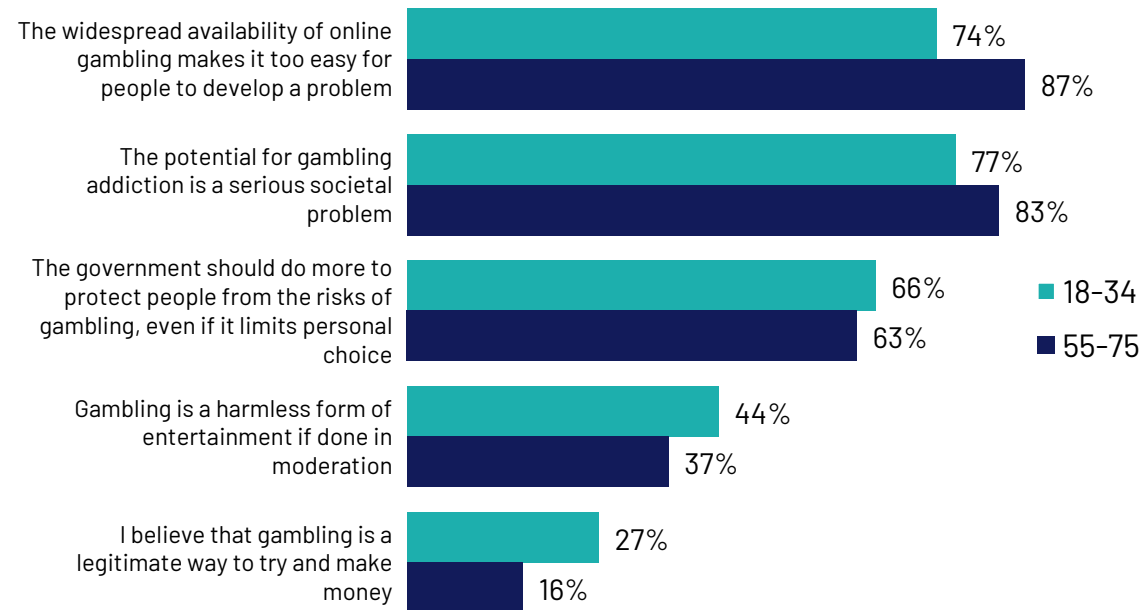
• Q20 - To what extent do you agree or disagree with the following statements about gambling? (Agree)

Total Sample - 18-75



Base: (n=2452)
Q20 - To what extent do you agree or disagree with the following statements about gambling? (Agree)

Age x Gender, Age, Gender - (18+)



Base: (n=2452)
Q20 - To what extent do you agree or disagree with the following statements about gambling? (Agree)

