1_1. [It improves/would improve my confidence when making decisions] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GE	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	Post Sec	Univ Grad
	Total	A	В	C C	D	E	F	G	H	I I
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments Weighted	1002	475	527	167	113	722	41	286	439	236
	1002	489	513	151	113*	738	65*	428	326	183
It improves/would improve my confidence when making decisions										
Rank 1	78	33	45	10	9	59	4	29	27	17
	8%	7%	9%	6%	8%	8%	7%	7%	8%	9%
Rank 2	108	49	59	15	13	80	9	39	34	25
	11%	10%	11%	10%	12%	11%	15%	9%	11%	14%
Rank 3	123	59	64	21	17	85	7	53	41	23
	12%	12%	12%	14%	15%	12%	10%	12%	13%	12%
None of the above	692	347	345	106	73	513	44	307	223	118
	69%	71%	67%	70%	65%	70%	68%	72%	69%	65%

1_2. [It improves/would improve my confidence when meeting with an advisor or an expert] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GE	NDER		AGE			FDU	CATION	
		OL.	- COLIN		AGE				Allon	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It improves/would improve my confidence when meeting with an advisor or an expert										
	70	31	40	6	6	58	2	31	21	17
Rank 1	7%	6%	8%	4%	5%	8%	3%	7%	6%	9%
	99	55	45	14	9	76	7	42	33	17
Rank 2	10%	11%	9%	9%	8%	10%	10%	10%	10%	9%
	102	48	54	16	8	78	8	40	40	15
Rank 3	10%	10%	11%	11%	7%	11%	12%	9%	12%	8%
	729	356	374	114	90	525	49	314	232	135
None of the above	73%	73%	73%	76%	80%	71%	75%	73%	71%	74%

1_3. [It allows/would allow me to help others] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GF	NDER		AGE			FDUC	CATION	
		<u> </u>			7.01					
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It allows/would allow me to help others										
· ·	20	16	4	4	2	13	2	8	5	5
Rank 1	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%
		В								
	24	14	10	8	1	15	5	9	6	4
Rank 2	2%	3%	2%	5%	1%	2%	7%	2%	2%	2%
				DE						
	41	24	16	7	4	30	6	18	11	6
Rank 3	4%	5%	3%	5%	3%	4%	10%	4%	3%	3%
	917	435	482	131	106	679	52	394	303	167
None of the above	92%	89%	94%	87%	94%	92%	81%	92%	93%	91%
			Α					F	F	F

1_4. [It allows/would allow me to have more control over how my investments are managed] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GE	NDER		AGE			EDIV	CATION	
		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		А	В	С	D	Е	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It allows/would allow me to have more control over how my investments are managed										
	192	92	100	29	18	145	12	80	68	32
Rank 1	19%	19%	20%	19%	16%	20%	19%	19%	21%	17%
	143	72	71	18	10	114	9	51	49	33
Rank 2	14%	15%	14%	12%	9%	15%	14%	12%	15%	18%
										G
	145	66	78	16	13	116	12	60	42	31
Rank 3	14%	14%	15%	11%	11%	16%	18%	14%	13%	17%
	522	259	263	88	72	363	31	237	167	87
None of the above	52%	53%	51%	58%	63%	49%	49%	55%	51%	47%
				Е	Е					

1_5. [It allows/would allow me to be self-sufficient] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GE	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It allows/would allow me to be self-sufficient										
	106	50	55	27	13	66	5	45	32	24
Rank 1	11%	10%	11%	18%	12%	9%	7%	11%	10%	13%
				E						
	128	63	65	18	18	92	11	52	42	23
Rank 2	13%	13%	13%	12%	16%	12%	17%	12%	13%	13%
	120	56	63	22	15	83	8	37	50	25
Rank 3	12%	12%	12%	14%	13%	11%	12%	9%	15%	13%
									G	
	648	319	329	84	68	497	41	294	202	111
None of the above	65%	65%	64%	56%	60%	67%	64%	69%	62%	61%
						С				

1_6. [It gives/would give me peace of mind] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GE	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	Post Sec	Univ Grad
	Total			25-34 C			F	G		Univ Grad
		Α	В	C	D	Е	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable										
about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It gives/would give me peace of mind										
	161	76	85	20	22	120	16	64	57	24
Rank 1	16%	16%	17%	13%	19%	16%	25%	15%	18%	13%
	153	77	76	28	19	107	8	76	46	24
Rank 2	15%	16%	15%	19%	16%	14%	12%	18%	14%	13%
	190	83	107	21	17	153	11	97	57	25
Rank 3	19%	17%	21%	14%	15%	21%	17%	23%	18%	14%
								I		
	496	252	244	81	56	359	30	191	165	110
None of the above	50%	52%	48%	54%	50%	49%	46%	45%	51%	60%
										GH

1_7. [It allows/would allow me to plan for my future] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

	GENDER AGE					EDUCATION				
	Total	Male	Female	25-34	35-44	45-60	<hs F</hs 	нѕ	Post Sec	Univ Grad
		A	В	С	D	E	F	G	H	
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It allows/would allow me to plan for my future										
	298	154	144	45	31	222	16	146	88	49
Rank 1	30%	32%	28%	30%	28%	30%	25%	34%	27%	27%
								Н		
	204	89	114	31	22	150	8	90	68	38
Rank 2	20%	18%	22%	20%	20%	20%	12%	21%	21%	21%
				_						
5 10	149	71	77	25	16	107	6	66	50	27
Rank 3	15%	15%	15%	17%	14%	14%	10%	15%	15%	15%
N CI I	351	174	177	49	43	259	35	127	120	70
None of the above	35%	36%	35%	33%	38%	35%	54%	30%	37%	38%
							GH		G	G

1_8. [It allows/would allow me to know how close I am to achieving my goals] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GE	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	rotar	A	В	С	D	E	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable										
about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It allows/would allow me to know how close I am										
to achieving my goals										
	76	37	39	11	11	54	8	25	28	16
Rank 1	8%	8%	8%	7%	10%	7%	12%	6%	8%	9%
	143	69	73	19	21	103	8	69	47	19
Rank 2	14%	14%	14%	12%	18%	14%	12%	16%	14%	10%
	132	80	52	22	24	86	8	57	36	31
Rank 3	13%	16%	10%	14%	21%	12%	12%	13%	11%	17%
		В			Е					Н
	651	303	348	99	58	494	41	277	216	117
None of the above	65%	62%	68%	66%	51%	67%	63%	65%	66%	64%
				D		D				

1. [SUMMARY - RANK 1] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	I
Dage, Agree that it is handicial to be knowledgeable										
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
It allows/would allow me to plan for my future	298	154	144	45	31	222	16	146	88	49
	30%	32%	28%	30%	28%	30%	25%	34%	27%	27%
								Н		
It allows/would allow me to have more control over										
how my investments are managed	192	92	100	29	18	145	12	80	68	32
non my mroomono dio managot	19%	19%	20%	19%	16%	20%	19%	19%	21%	17%
	161	76	85	20	22	120	16	64	57	24
It gives/would give me peace of mind	16%	16%	17%	13%	19%	16%	25%	15%	18%	13%
	400	50		07	40	00	_	45	20	0.4
It allows/would allow me to be self-sufficient	106 11%	50 10%	55 11%	27 18%	13 12%	66 9%	5 7%	45 11%	32 10%	24 13%
	11/0	10 /0	1170	E	12 /0	976	1 /0	11/0	1078	1370
				<u> </u>						
It improves/would improve my confidence when	78	33	45	10	9	59	4	29	27	17
making decisions	8%	7%	9%	6%	8%	8%	7%	7%	8%	9%
It allows/would allow me to know how close I am to	76	37	39	11	11	54	8	25	28	16
achieving my goals	8%	8%	8%	7%	10%	7%	12%	6%	8%	9%
It improves/would improve my confidence when meeting with an advisor or an expert	70	31	40	6	6	58	2	31	21	17
meeting with an advisor of an expert	7%	6%	8%	4%	5%	8%	3%	7%	6%	9%
	00	40	4	4		40		0	-	-
It allows/would allow me to help others	20 2%	16 3%	1%	4 2%	2%	13 2%	2 2%	8 2%	5 2%	5 3%
it allows/would allow file to fielp others	∠ /0	3% B	1 /0	∠ /0	∠ /0	∠ /0	∠ /0	2/0	Z /0	3 /0

1. [SUMMARY - RANK 2] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable										
about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
							_			
It allows/would allow me to plan for my future	204 20%	89 18%	114	31 20%	22 20%	150 20%	420/	90 21%	68 21%	38 21%
	20%	18%	22%	20%	20%	20%	12%	21%	21%	21%
	153	77	76	28	19	107	8	76	46	24
It gives/would give me peace of mind	15%	16%	15%	19%	16%	14%	12%	18%	14%	13%
It allows/would allow me to have more control over	143	72	71	18	10	114	9	51	49	33
how my investments are managed	14%	15%	14%	12%	9%	15%	14%	12%	15%	18%
										G
It allows/would allow me to know how close I am to	143	69	73	19	21	103	8	69	47	19
achieving my goals	14%	14%	14%	12%	18%	14%	12%	16%	14%	10%
3 7 3 11 1	, 0	,0	1170	1270	1070	1170	,	1070	1170	1070
	400		0.5		4.0				40	
It allows/would allow me to be self-sufficient	128 13%	63 13%	65 13%	18 12%	18 16%	92 12%	11 17%	52 12%	42 13%	23 13%
	13%	13%	1370	1270	1076	1270	1770	1270	1370	13%
It improves/would improve my confidence when	108	49	59	15	13	80	9	39	34	25
making decisions	11%	10%	11%	10%	12%	11%	15%	9%	11%	14%
It improves/would improve my confidence when	0-				_		_			
meeting with an advisor or an expert	99 10%	55 11%	45 9%	14 9%	9 8%	76 10%	7 10%	42 10%	33 10%	17 9%
	10%	11%	9%	9%	0%	10%	10%	10%	10%	9%
	24	14	10	8	1	15	5	9	6	4
It allows/would allow me to help others	2%	3%	2%	5%	1%	2%	7%	2%	2%	2%
				DE						

1. [SUMMARY - RANK 3] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GEI	NDER		AGE			EDU	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Gra</th></hs<>	нѕ	Post Sec	Univ Gra
	rotar	A	В	С	D	E	F	G	Н	I
Base: Agree that it is beneficial to be knowledgeable										
about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
	190	83	107	21	17	153	11	97	57	25
It gives/would give me peace of mind	19%	17%	21%	14%	15%	21%	17%	23%	18%	14%
								I		
				_			_			
It allows/would allow me to plan for my future	149	71	77	25	16	107	6	66	50	27
, ,	15%	15%	15%	17%	14%	14%	10%	15%	15%	15%
It allows/would allow me to have more control over	145	66	78	16	13	116	12	60	42	31
how my investments are managed	14%	14%	15%	11%	11%	16%	18%	14%	13%	17%
It allows/would allow me to know how close I am to	132	80	52	22	24	86	8	57	36	31
achieving my goals	13%	16%	10%	14%	21%	12%	12%	13%	11%	17%
		В			E					Н
	400	50	0.4	0.4	47	0.5	-	50	44	00
It improves/would improve my confidence when making decisions	123	59	64	21	17	85	7	53	41	23
making decisions	12%	12%	12%	14%	15%	12%	10%	12%	13%	12%
It allows knowled allow man to be a self-selff-stant	120	56	63	22	15	83	8	37	50	25
It allows/would allow me to be self-sufficient	12%	12%	12%	14%	13%	11%	12%	9%	15%	13%
									G	
It improves/would improve my confidence when	46-				_		_			
meeting with an advisor or an expert	102	48	54	16	8	78	8	40	40	15
<u>.</u>	10%	10%	11%	11%	7%	11%	12%	9%	12%	8%
	41	24	16	7	4	30	6	18	11	6
It allows/would allow me to halp athers									_	3%
It allows/would allow me to help others	4%	5%	3%	5%	3%	4%	10%	4%	3%	

1. [SUMMARY - RANK 1, 2 AND 3] The following is a list of statements about the benefits to being knowledgeable about and/or involved in managing your savings/investments (not including those used for day-to-day expenses)? Please select the three statements that you think most apply to you.

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	Total	A	В	C	D	E	F	G	H	I
Daniel Anna die 1915 ben 2015 ben ben ben der der be										
Base: Agree that it is beneficial to be knowledgeable about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
veigned	1002	400	313	131	110	730	- 00	420	320	100
	650	315	336	101	70	479	30	301	206	113
It allows/would allow me to plan for my future	65%	64%	65%	67%	62%	65%	46%	70%	63%	62%
								FHI	F	
	505	237	268	69	57	379	35	237	161	73
It gives/would give me peace of mind	50%	48%	52%	46%	50%	51%	54%	55%	49%	40%
								1	I	
It allows/would allow me to have more control over										
how my investments are managed	479	230	249	63	41	375	33	192	158	96
,	48%	47%	49%	42%	37%	51%	51%	45%	49%	53%
						CD				
	353	170	183	67	46	241	24	134	123	72
It allows/would allow me to be self-sufficient	35%	35%	36%	44%	40%	33%	36%	31%	38%	39%
	0070	0070	0070	E	4070	3070	0070	0170	0070	0070
It allows/would allow me to know how close I am to	351	186	164	51	56	244	24	151	110	66
achieving my goals	35%	38%	32%	34%	49%	33%	37%	35%	34%	36%
					CE					
It improves/would improve my confidence when	309	142	168	45	40	224	20	121	103	65
making decisions	31%	29%	33%	30%	35%	30%	32%	28%	31%	35%
It improves/would improve my confidence when	272	133	139	37	23	212	16	114	94	48
meeting with an advisor or an expert	27%	27%	27%	24%	20%	29%	25%	27%	29%	26%
	21 /0	21 /0	21 /0	24/0	2070	23/0	23 /0	21 /0	23/0	2070
	85	54	31	19	7	59	13	34	23	16
It allows/would allow me to help others	8%	11%	6%	13%	6%	8%	19%	8%	7%	9%
- r	- 70	В	3,0	- 3,0	2.0	2,0	GHI	3,0	1,0	2.0

2. What was/would be the main motivator for you to be more knowledgeable about/involved in managing your savings/investments (not including those used for day-to-day expenses)?

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	TOLAI	A	В	C C	35-44 D	45-00 E	F	G	H	Only Grad
		- /\								-
Base: Agree that it is beneficial to be knowledgeable										
about/involved in your savings/investments	1002	475	527	167	113	722	41	286	439	236
Weighted	1002	489	513	151	113*	738	65*	428	326	183
					_					
(If) my financial situation changed for the worse	84 8%	33 7%	51 10%	9 6%	7 6%	68 9%	3 5%	37 9%	29 9%	15 8%
	8%	1%	10%	6%	6%	9%	5%	9%	9%	8%
(If) may find a sign of the street of the st	177	89	88	24	29	124	15	88	51	23
(If) my financial situation changed for the better	18%	18%	17%	16%	26%	17%	24%	21%	16%	13%
					E			I		
(If) my lifestyle changed (e.g., newly single, children,										
etc.), forcing me to have more financial	95	39	57	19	9	67	11	44	21	19
responsibility/accountability	10%	8%	11%	13%	8%	9%	17%	10%	7%	10%
	1070	070	1170	1070	0,0	0,0	H	1070	7,0	1070
(If) my lifestyle changed (e.g., newly married, co-										
habiting, etc.), allowing me to have less financial	00	4.4	4-	•			_	40		
responsibility /accountability	26 3%	11 2%	15 3%	8 5%	4%	14 2%	5 7%	10 2%	9 3%	3 1%
	3%	270	3%	5% E	470	270	1 70	270	376	170
Knowing how much money I have now compared to	250	132	118	42	34	175	10	96	89	55
what I will need	25%	27%	23%	28%	30%	24%	15%	22%	27%	30%
										FG
Getting closer to a life event (e.g. retirement, child's	257	114	143	20	11	227	12	115	93	37
education, etc.)	26%	23%	28%	13%	9%	31% CD	19%	27%	29% I	20%
						CD			1	
	111	71	41	29	19	63	9	39	33	30
When I had/have saved enough money to invest	11%	14%	8%	20%	17%	9%	13%	9%	10%	17%
		В		Е	E					GH

3_1. [I am a good investor, I have no concerns] When it comes to investing, how much do you agree with the following statements?

		GE	NDER		AGE			EDUC	ATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	Total	A	В	C	D	E	F	G	H	Jilly Grad
Base: All Respondents	1020	480	540	172	117	731	43	291	448	238
Weighted	1020	494	526	155	117	748	67*	436	333	185
I am a good investor, I have no concerns										
3	80	46	34	14	11	55	9	23	29	19
Strongly agree	8%	9%	7%	9%	9%	7%	14%	5%	9%	10%
							G			G
	469	256	213	74	57	338	19	190	163	97
Somewhat agree	46%	52%	40%	48%	49%	45%	28%	44%	49%	53%
		В							F	FG
	351	157	194	51	41	259	27	171	106	48
Somewhat disagree	34%	32%	37%	33%	35%	35%	40%	39%	32%	26%
								HI		
	120	35	85	15	8	96	12	52	35	21
Strongly disagree	12%	7%	16%	10%	7%	13%	18%	12%	11%	11%
			Α							
Summary										
	549	302	247	88	68	393	28	213	191	116
Top2Box (Agree)	54%	61%	47%	57%	58%	53%	42%	49%	58%	63%
		В							FG	FG
	471	192	279	67	49	355	39	222	141	68
Low2Box (Disagree)	46%	39%	53%	43%	42%	47%	58%	51%	42%	37%
			Α				HI	HI		

3_2. [I am nervous that I will make the wrong investment decision] When it comes to investing, how much do you agree with the following statements?

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	rotar	A	В	С	D	E	F	G	Н	I
Base: All Respondents	1020	480	540	172	117	731	43	291	448	238
Weighted	1020	494	526	155	117	748	67*	436	333	185
I am nervous that I will make the wrong										
investment decision										
	109	35	74	14	11	85	10	56	30	12
Strongly agree	11%	7%	14%	9%	9%	11%	16%	13%	9%	7%
			Α					1		
	385	180	205	73	47	265	19	161	128	76
Somewhat agree	38%	36%	39%	47%	40%	35%	28%	37%	39%	41%
				E						
	386	205	181	51	43	291	27	168	118	74
Somewhat disagree	38%	42%	34%	33%	37%	39%	40%	38%	35%	40%
		В								
	141	74	67	17	16	107	11	51	56	23
Strongly disagree	14%	15%	13%	11%	14%	14%	16%	12%	17%	13%
									G	
Summary										
,	493	215	279	86	57	350	30	217	159	88
Top2Box (Agree)	48%	43%	53%	56%	49%	47%	44%	50%	48%	48%
			A	E						
	527	279	248	69	60	398	37	219	174	97
Low2Box (Disagree)	52%	57%	47%	44%	51%	53%	56%	50%	52%	52%
		В				С				

3_3. [I am not confident enough to make decisions on my own] When it comes to investing, how much do you agree with the following statements?

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	I
Base: All Respondents	1020	480	540	172	117	731	43	291	448	238
Weighted	1020	494	526	155	117	748	67*	436	333	185
I am not confident enough to make decisions on										
my own										
	88	29	59	9	9	70	10	42	25	12
Strongly agree	9%	6%	11%	6%	8%	9%	14%	10%	7%	6%
			Α							
	316	149	167	49	39	228	10	143	107	56
Somewhat agree	31%	30%	32%	32%	33%	31%	15%	33%	32%	30%
								F	F	F
	407	211	196	65	34	307	26	180	126	75
Somewhat disagree	40%	43%	37%	42%	29%	41%	38%	41%	38%	41%
				D		D				
	209	106	104	32	35	143	22	71	75	42
Strongly disagree	21%	21%	20%	21%	30%	19%	32%	16%	23%	23%
					Е		G		G	
Summary										
	404	177	227	58	48	298	20	185	131	68
Top2Box (Agree)	40%	36%	43%	37%	41%	40%	29%	42%	40%	37%
			Α							
	616	316	300	98	69	449	47	251	201	117
Low2Box (Disagree)	60%	64%	57%	63%	59%	60%	71%	58%	60%	63%
		В								

3_4. [I don't feel knowledgeable enough about my finances] When it comes to investing, how much do you agree with the following statements?

		GEN	NDER		AGE			EDUC	ATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		А	В	С	D	Е	F	G	Н	I
Base: All Respondents	1020	480	540	172	117	731	43	291	448	238
Weighted	1020	494	526	155	117	748	67*	436	333	185
I don't feel knowledgeable enough about my										
finances										
	80	30	50	16	5	59	10	38	22	9
Strongly agree	8%	6%	9%	10%	5%	8%	16%	9%	6%	5%
							HI			
	321	151	170	51	36	234	20	141	96	63
Somewhat agree	31%	31%	32%	33%	31%	31%	30%	32%	29%	34%
	440	226	215	71	47	322	24	199	146	73
Somewhat disagree	43%	46%	41%	46%	40%	43%	35%	46%	44%	39%
O	179	87	92	18	28	133	12	58	69	40
Strongly disagree	18%	18%	18%	11%	24%	18%	19%	13%	21%	21%
0					С				G	G
Summary	400	404	240	00	44	202	24	400	447	70
Top2Box (Agree)	400	181	219	66	41	293	31	180	117	72
TOPZBOX (Agree)	39%	37%	42%	43%	35%	39%	46%	41%	35%	39%
	620	313	307	89	76	455	36	256	215	112
Low2Box (Disagree)	61%	63%	58%	57%	65%	61%	54%	59%	65%	61%
	0170	0070	0070	0, 70	0070	0170	0-170	0070	0070	0170

3_5. [I am not interested in my investments enough to learn more] When it comes to investing, how much do you agree with the following statements?

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	Total	A	B	C	D	E	F	G	H	oniv Grad
Base: All Respondents	1020	480	540	172	117	731	43	291	448	238
Weighted	1020	494	526	155	117	748	67*	436	333	185
I am not interested in my investments enough to										
learn more										
	52	23	28	10	9	33	8	19	14	10
Strongly agree	5%	5%	5%	7%	8%	4%	12%	4%	4%	6%
							GH			
	228	113	115	42	22	164	16	108	67	38
Somewhat agree	22%	23%	22%	27%	19%	22%	24%	25%	20%	20%
	406	194	212	65	41	299	24	171	130	81
Somewhat disagree	40%	39%	40%	42%	35%	40%	36%	39%	39%	44%
	334	164	171	38	44	252	19	138	121	56
Strongly disagree	33%	33%	32%	25%	38%	34%	29%	32%	36%	30%
		ļ			С	С				
Summary										
	280	136	144	52	31	197	24	127	81	48
Top2Box (Agree)	27%	28%	27%	33%	27%	26%	36%	29%	24%	26%
	740	050	000	100	20	554	40	000	054	107
LauroParr (Diagrapa)	740	358	383	103	86	551	43	309	251	137
Low2Box (Disagree)	73%	72%	73%	67%	73%	74%	64%	71%	76%	74%

3. [SUMMARY - TOP2BOX (AGREE)] When it comes to investing, how much do you agree with the following statements?

		GE	NDER		AGE			EDUC	CATION	1
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	1
Base: All Respondents	1020	480	540	172	117	731	43	291	448	238
Weighted	1020	494	526	155	117	748	67*	436	333	185
Lam a good investor. I have no concerns	549	302	247	88	68	393	28	213	191	116
I am a good investor, I have no concerns	54%	61%	47%	57%	58%	53%	42%	49%	58%	63%
		В							FG	FG
I am nervous that I will make the wrong investment	493	215	279	86	57	350	30	217	159	88
decision	48%	43%	53%	56%	49%	47%	44%	50%	48%	48%
			Α	E						
I am not confident enough to make decisions on my	404	177	227	58	48	298	20	185	131	68
own	40%	36%	43%	37%	41%	40%	29%	42%	40%	37%
			Α							
	400	181	219	66	41	293	31	180	117	72
I don't feel knowledgeable enough about my finances	39%	37%	42%	43%	35%	39%	46%	41%	35%	39%
-	0070	3. 75	,	.5,5	5575	3373	.5,5	,0	33.3	5575
			1							
I am not interested in my investments enough to	280	136	144	52	31	197	24	127	81	48
learn more	27%	28%	27%	33%	27%	26%	36%	29%	24%	26%

3. [SUMMARY - LOW2BOX (DISAGREE)] When it comes to investing, how much do you agree with the following statements?

	GE	NDER		AGE			EDU	CATION	
Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	Α	В	С	D	Е	F	G	Н	I
1020	480	540	172	117	731	43	291	448	238
1020	494	526	155	117	748	67*	436	333	185
740	250	202	102	96	EE1	42	200	251	137
									74%
13%	1270	13%	67 76	13%	7470	04%	7 1 70	70%	7470
620	313	307	89	76	455	36	256	215	112
61%	63%	58%	57%	65%	61%	54%	59%	65%	61%
616	316	300	98	69	449	47	251	201	117
								_	63%
0070	В	0.70	5575	3070	0070	7.70	3373	30,0	0070
527	279	248	69	60	398	37	219	174	97
52%	57%	47%	44%	51%	53%	56%	50%	52%	52%
	В				С				
<i>1</i> 71	102	270	67	40	355	30	222	1.11	68
						-			37%
40%	39%		4370	4270	41 70	-		4270	31 %
	1020 1020 740 73% 620 61% 616 60%	Total Male A 1020 480 1020 494 740 358 73% 72% 620 313 61% 63% 616 316 60% 64% B 527 279 52% 57% B 471 192	A B 1020 480 540 1020 494 526 740 358 383 73% 72% 73% 620 313 307 61% 63% 58% 616 316 300 60% 64% 57% B 527 279 248 52% 57% 47% B 471 192 279	Total Male Female 25-34 A B C 1020 480 540 172 1020 494 526 155 740 358 383 103 73% 72% 73% 67% 620 313 307 89 61% 63% 58% 57% 616 316 300 98 60% 64% 57% 63% B 527 279 248 69 52% 57% 47% 44% B 471 192 279 67 46% 39% 53% 43%	Total Male Female 25-34 35-44 A B C D 1020 480 540 172 117 1020 494 526 155 117 740 358 383 103 86 73% 72% 73% 67% 73% 620 313 307 89 76 61% 63% 58% 57% 65% 616 316 300 98 69 60% 64% 57% 63% 59% B 527 279 248 69 60 52% 57% 47% 44% 51% B 471 192 279 67 49 46% 39% 53% 43% 42%	Total Male Female 25-34 35-44 45-60 A B C D E 1020 480 540 172 117 731 1020 494 526 155 117 748 740 358 383 103 86 551 73% 72% 73% 67% 73% 74% 620 313 307 89 76 455 61% 63% 58% 57% 65% 61% 616 316 300 98 69 449 60% 64% 57% 63% 59% 60% B 527 279 248 69 60 398 52% 57% 47% 44% 51% 53% B C C 471 192 279 67 49 355 46% 39% 53% 43% 42%<	Total Male Female 25-34 35-44 45-60 <hs< th=""> A B C D E F 1020 480 540 172 117 731 43 1020 494 526 155 117 748 67* 740 358 383 103 86 551 43 73% 72% 73% 67% 73% 74% 64% 620 313 307 89 76 455 36 61% 63% 58% 57% 65% 61% 54% 616 316 300 98 69 449 47 60% 64% 57% 63% 59% 60% 71% B 527 279 248 69 60 398 37 52% 57% 47% 44% 51% 53% 56% B C C<td>Total Male Female 25-34 35-44 45-60 <hs< th=""> HS 1020 480 540 172 117 731 43 291 1020 494 526 155 117 748 67* 436 740 358 383 103 86 551 43 309 73% 72% 73% 67% 73% 74% 64% 71% 620 313 307 89 76 455 36 256 61% 63% 58% 57% 65% 61% 54% 59% 616 316 300 98 69 449 47 251 60% 64% 57% 63% 59% 60% 71% 58% B 527 279 248 69 60 398 37 219 52% 57% 47% 44% 51% 53% 56%<td>Total Male Female 25-34 35-44 45-60 <hs< th=""> HS Post Sec A B C D E F G H 1020 480 540 172 117 731 43 291 448 1020 494 526 155 117 748 67* 436 333 740 358 383 103 86 551 43 309 251 73% 72% 73% 67% 73% 74% 64% 71% 76% 620 313 307 89 76 455 36 256 215 61% 63% 58% 57% 65% 61% 54% 59% 65% 616 316 300 98 69 449 47 251 201 60% 64% 57% 63% 59% 60% 71% 58% 60%</hs<></td></hs<></td></hs<>	Total Male Female 25-34 35-44 45-60 <hs< th=""> HS 1020 480 540 172 117 731 43 291 1020 494 526 155 117 748 67* 436 740 358 383 103 86 551 43 309 73% 72% 73% 67% 73% 74% 64% 71% 620 313 307 89 76 455 36 256 61% 63% 58% 57% 65% 61% 54% 59% 616 316 300 98 69 449 47 251 60% 64% 57% 63% 59% 60% 71% 58% B 527 279 248 69 60 398 37 219 52% 57% 47% 44% 51% 53% 56%<td>Total Male Female 25-34 35-44 45-60 <hs< th=""> HS Post Sec A B C D E F G H 1020 480 540 172 117 731 43 291 448 1020 494 526 155 117 748 67* 436 333 740 358 383 103 86 551 43 309 251 73% 72% 73% 67% 73% 74% 64% 71% 76% 620 313 307 89 76 455 36 256 215 61% 63% 58% 57% 65% 61% 54% 59% 65% 616 316 300 98 69 449 47 251 201 60% 64% 57% 63% 59% 60% 71% 58% 60%</hs<></td></hs<>	Total Male Female 25-34 35-44 45-60 <hs< th=""> HS Post Sec A B C D E F G H 1020 480 540 172 117 731 43 291 448 1020 494 526 155 117 748 67* 436 333 740 358 383 103 86 551 43 309 251 73% 72% 73% 67% 73% 74% 64% 71% 76% 620 313 307 89 76 455 36 256 215 61% 63% 58% 57% 65% 61% 54% 59% 65% 616 316 300 98 69 449 47 251 201 60% 64% 57% 63% 59% 60% 71% 58% 60%</hs<>

4. What works best for you when learning new things?

		GE	NDER	AGE			EDUCATION				
	Total	Male	Female	25-34	35-44	45-60	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		А	В	С	D	Е	F	G	Н	I	
Base: All Respondents	1020	480	540	172	117	731	43	291	448	238	
Weighted	1020	494	526	155	117	748	67*	436	333	185	
	321	147	175	25	27	269	24	156	100	41	
I ask an expert for advice	32%	30%	33%	16%	23%	36%	36%	36%	30%	22%	
						CD		I	1		
	90	51	39	18	17	56	10	28	37	15	
I practice	9%	10%	7%	11%	14%	7%	14%	6%	11%	8%	
					E				G		
	9	6	3	3	1	5	0	3	3	3	
I mimic an expert	1%	1%	1%	2%	1%	1%	-	1%	1%	2%	
	86	22	64	16	11	58	9	45	19	13	
I ask someone else	8%	4%	12%	10%	9%	8%	13%	10%	6%	7%	
			Α					Н			
	154	62	92	16	13	125	11	80	48	16	
I take small steps	15%	13%	17%	10%	11%	17%	16%	18%	14%	8%	
			Α					I	1		
	8	8	0	4	0	4	0	3	2	3	
I join online forums/chats	1%	2%	-	2%	-	1%	-	1%	1%	1%	
		В		E							
	35	21	14	12	4	19	2	13	10	10	
I try to follow an expert	3%	4%	3%	8%	3%	3%	3%	3%	3%	6%	
				Е							
	318	178	140	61	45	212	12	109	114	83	
I read everything I can about the topic	31%	36%	27%	39%	38%	28%	18%	25%	34%	45%	
		В		Е	Е				FG	FGH	