

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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 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%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Rank 1	70	31	40	6	6	58	2	31	21	17
	7%	6%	8%	4%	5%	8%	3%	7%	6%	9%
Rank 2	99	55	45	14	9	76	7	42	33	17
	10%	11%	9%	9%	8%	10%	10%	10%	10%	9%
Rank 3	102	48	54	16	8	78	8	40	40	15
	10%	10%	11%	11%	7%	11%	12%	9%	12%	8%
None of the above	729	356	374	114	90	525	49	314	232	135
	73%	73%	73%	76%	80%	71%	75%	73%	71%	74%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Rank 1	20	16	4	4	2	13	2	8	5	5
	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%
		B								
Rank 2	24	14	10	8	1	15	5	9	6	4
	2%	3%	2%	5%	1%	2%	7%	2%	2%	2%
				DE						
Rank 3	41	24	16	7	4	30	6	18	11	6
	4%	5%	3%	5%	3%	4%	10%	4%	3%	3%
None of the above	917	435	482	131	106	679	52	394	303	167
	92%	89%	94%	87%	94%	92%	81%	92%	93%	91%
			A					F	F	F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Rank 1	192	92	100	29	18	145	12	80	68	32
	19%	19%	20%	19%	16%	20%	19%	19%	21%	17%
Rank 2	143	72	71	18	10	114	9	51	49	33
	14%	15%	14%	12%	9%	15%	14%	12%	15%	18%
										G
Rank 3	145	66	78	16	13	116	12	60	42	31
	14%	14%	15%	11%	11%	16%	18%	14%	13%	17%
None of the above	522	259	263	88	72	363	31	237	167	87
	52%	53%	51%	58%	63%	49%	49%	55%	51%	47%
				E	E					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Rank 1	106	50	55	27	13	66	5	45	32	24
	11%	10%	11%	18%	12%	9%	7%	11%	10%	13%
Rank 2	128	63	65	18	18	92	11	52	42	23
	13%	13%	13%	12%	16%	12%	17%	12%	13%	13%
Rank 3	120	56	63	22	15	83	8	37	50	25
	12%	12%	12%	14%	13%	11%	12%	9%	15%	13%
None of the above	648	319	329	84	68	497	41	294	202	111
	65%	65%	64%	56%	60%	67%	64%	69%	62%	61%
						C				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Rank 1	161	76	85	20	22	120	16	64	57	24
	16%	16%	17%	13%	19%	16%	25%	15%	18%	13%
Rank 2	153	77	76	28	19	107	8	76	46	24
	15%	16%	15%	19%	16%	14%	12%	18%	14%	13%
Rank 3	190	83	107	21	17	153	11	97	57	25
	19%	17%	21%	14%	15%	21%	17%	23%	18%	14%
None of the above	496	252	244	81	56	359	30	191	165	110
	50%	52%	48%	54%	50%	49%	46%	45%	51%	60%
										GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Rank 1	298	154	144	45	31	222	16	146	88	49
	30%	32%	28%	30%	28%	30%	25%	34%	27%	27%
Rank 2	204	89	114	31	22	150	8	90	68	38
	20%	18%	22%	20%	20%	20%	12%	21%	21%	21%
Rank 3	149	71	77	25	16	107	6	66	50	27
	15%	15%	15%	17%	14%	14%	10%	15%	15%	15%
None of the above	351	174	177	49	43	259	35	127	120	70
	35%	36%	35%	33%	38%	35%	54%	30%	37%	38%
							GH		G	G

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Rank 1	76	37	39	11	11	54	8	25	28	16
	8%	8%	8%	7%	10%	7%	12%	6%	8%	9%
Rank 2	143	69	73	19	21	103	8	69	47	19
	14%	14%	14%	12%	18%	14%	12%	16%	14%	10%
Rank 3	132	80	52	22	24	86	8	57	36	31
	13%	16%	10%	14%	21%	12%	12%	13%	11%	17%
None of the above	B				E					H
	651	303	348	99	58	494	41	277	216	117
	65%	62%	68%	66%	51%	67%	63%	65%	66%	64%
				D		D				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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	298	154	144	45	31	222	16	146	88	49
	30%	32%	28%	30%	28%	30%	25%	34%	27%	27%
								H		
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
	19%	19%	20%	19%	16%	20%	19%	19%	21%	17%
It gives/would give me peace of mind	161	76	85	20	22	120	16	64	57	24
	16%	16%	17%	13%	19%	16%	25%	15%	18%	13%
It allows/would allow me to be self-sufficient	106	50	55	27	13	66	5	45	32	24
	11%	10%	11%	18%	12%	9%	7%	11%	10%	13%
				E						
It improves/would improve my confidence when making decisions	78	33	45	10	9	59	4	29	27	17
	8%	7%	9%	6%	8%	8%	7%	7%	8%	9%
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
	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
	7%	6%	8%	4%	5%	8%	3%	7%	6%	9%
It allows/would allow me to help others	20	16	4	4	2	13	2	8	5	5
	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%
		B								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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	89	114	31	22	150	8	90	68	38
	20%	18%	22%	20%	20%	20%	12%	21%	21%	21%
It gives/would give me peace of mind	153	77	76	28	19	107	8	76	46	24
	15%	16%	15%	19%	16%	14%	12%	18%	14%	13%
It allows/would allow me to have more control over how my investments are managed	143	72	71	18	10	114	9	51	49	33
	14%	15%	14%	12%	9%	15%	14%	12%	15%	18%
										G
It allows/would allow me to know how close I am to achieving my goals	143	69	73	19	21	103	8	69	47	19
	14%	14%	14%	12%	18%	14%	12%	16%	14%	10%
It allows/would allow me to be self-sufficient	128	63	65	18	18	92	11	52	42	23
	13%	13%	13%	12%	16%	12%	17%	12%	13%	13%
It improves/would improve my confidence when making decisions	108	49	59	15	13	80	9	39	34	25
	11%	10%	11%	10%	12%	11%	15%	9%	11%	14%
It improves/would improve my confidence when meeting with an advisor or an expert	99	55	45	14	9	76	7	42	33	17
	10%	11%	9%	9%	8%	10%	10%	10%	10%	9%
It allows/would allow me to help others	24	14	10	8	1	15	5	9	6	4
	2%	3%	2%	5%	1%	2%	7%	2%	2%	2%
				DE						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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	190	83	107	21	17	153	11	97	57	25
	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 how my investments are managed	145	66	78	16	13	116	12	60	42	31
	14%	14%	15%	11%	11%	16%	18%	14%	13%	17%
It allows/would allow me to know how close I am to achieving my goals	132	80	52	22	24	86	8	57	36	31
	13%	16%	10%	14%	21%	12%	12%	13%	11%	17%
		B			E					H
It improves/would improve my confidence when making decisions	123	59	64	21	17	85	7	53	41	23
	12%	12%	12%	14%	15%	12%	10%	12%	13%	12%
It allows/would allow me to be self-sufficient	120	56	63	22	15	83	8	37	50	25
	12%	12%	12%	14%	13%	11%	12%	9%	15%	13%
									G	
It improves/would improve my confidence when meeting with an advisor or an expert	102	48	54	16	8	78	8	40	40	15
	10%	10%	11%	11%	7%	11%	12%	9%	12%	8%
It allows/would allow me to help others	41	24	16	7	4	30	6	18	11	6
	4%	5%	3%	5%	3%	4%	10%	4%	3%	3%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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	650	315	336	101	70	479	30	301	206	113
	65%	64%	65%	67%	62%	65%	46%	70%	63%	62%
								FHI	F	
It gives/would give me peace of mind	505	237	268	69	57	379	35	237	161	73
	50%	48%	52%	46%	50%	51%	54%	55%	49%	40%
								I	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				
It allows/would allow me to be self-sufficient	353	170	183	67	46	241	24	134	123	72
	35%	35%	36%	44%	40%	33%	36%	31%	38%	39%
				E						
It allows/would allow me to know how close I am to achieving my goals	351	186	164	51	56	244	24	151	110	66
	35%	38%	32%	34%	49%	33%	37%	35%	34%	36%
					CE					
It improves/would improve my confidence when making decisions	309	142	168	45	40	224	20	121	103	65
	31%	29%	33%	30%	35%	30%	32%	28%	31%	35%
It improves/would improve my confidence when meeting with an advisor or an expert	272	133	139	37	23	212	16	114	94	48
	27%	27%	27%	24%	20%	29%	25%	27%	29%	26%
It allows/would allow me to help others	85	54	31	19	7	59	13	34	23	16
	8%	11%	6%	13%	6%	8%	19%	8%	7%	9%
		B					GHI			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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)?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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
(If) my financial situation changed for the worse	84	33	51	9	7	68	3	37	29	15
	8%	7%	10%	6%	6%	9%	5%	9%	9%	8%
(If) my financial situation changed for the better	177	89	88	24	29	124	15	88	51	23
	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 responsibility/accountability	95	39	57	19	9	67	11	44	21	19
	10%	8%	11%	13%	8%	9%	17%	10%	7%	10%
							H			
(If) my lifestyle changed (e.g., newly married, co-habiting, etc.), allowing me to have less financial responsibility /accountability	26	11	15	8	4	14	5	10	9	3
	3%	2%	3%	5%	4%	2%	7%	2%	3%	1%
				E						
Knowing how much money I have now compared to what I will need	250	132	118	42	34	175	10	96	89	55
	25%	27%	23%	28%	30%	24%	15%	22%	27%	30%
										FG
Getting closer to a life event (e.g. retirement, child's education, etc.)	257	114	143	20	11	227	12	115	93	37
	26%	23%	28%	13%	9%	31%	19%	27%	29%	20%
						CD			I	
When I had/have saved enough money to invest	111	71	41	29	19	63	9	39	33	30
	11%	14%	8%	20%	17%	9%	13%	9%	10%	17%
		B		E	E					GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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 a good investor, I have no concerns										
Strongly agree	80	46	34	14	11	55	9	23	29	19
	8%	9%	7%	9%	9%	7%	14%	5%	9%	10%
							G			G
Somewhat agree	469	256	213	74	57	338	19	190	163	97
	46%	52%	40%	48%	49%	45%	28%	44%	49%	53%
		B							F	FG
Somewhat disagree	351	157	194	51	41	259	27	171	106	48
	34%	32%	37%	33%	35%	35%	40%	39%	32%	26%
								HI		
Strongly disagree	120	35	85	15	8	96	12	52	35	21
	12%	7%	16%	10%	7%	13%	18%	12%	11%	11%
			A							
Summary										
Top2Box (Agree)	549	302	247	88	68	393	28	213	191	116
	54%	61%	47%	57%	58%	53%	42%	49%	58%	63%
		B							FG	FG
Low2Box (Disagree)	471	192	279	67	49	355	39	222	141	68
	46%	39%	53%	43%	42%	47%	58%	51%	42%	37%
			A				HI	HI		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Strongly agree	109	35	74	14	11	85	10	56	30	12
	11%	7%	14%	9%	9%	11%	16%	13%	9%	7%
			A					I		
Somewhat agree	385	180	205	73	47	265	19	161	128	76
	38%	36%	39%	47%	40%	35%	28%	37%	39%	41%
				E						
Somewhat disagree	386	205	181	51	43	291	27	168	118	74
	38%	42%	34%	33%	37%	39%	40%	38%	35%	40%
		B								
Strongly disagree	141	74	67	17	16	107	11	51	56	23
	14%	15%	13%	11%	14%	14%	16%	12%	17%	13%
									G	
Summary										
Top2Box (Agree)	493	215	279	86	57	350	30	217	159	88
	48%	43%	53%	56%	49%	47%	44%	50%	48%	48%
			A	E						
Low2Box (Disagree)	527	279	248	69	60	398	37	219	174	97
	52%	57%	47%	44%	51%	53%	56%	50%	52%	52%
		B				C				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Strongly agree	88	29	59	9	9	70	10	42	25	12
	9%	6%	11%	6%	8%	9%	14%	10%	7%	6%
			A							
Somewhat agree	316	149	167	49	39	228	10	143	107	56
	31%	30%	32%	32%	33%	31%	15%	33%	32%	30%
								F	F	F
Somewhat disagree	407	211	196	65	34	307	26	180	126	75
	40%	43%	37%	42%	29%	41%	38%	41%	38%	41%
				D		D				
Strongly disagree	209	106	104	32	35	143	22	71	75	42
	21%	21%	20%	21%	30%	19%	32%	16%	23%	23%
					E		G		G	
Summary										
Top2Box (Agree)	404	177	227	58	48	298	20	185	131	68
	40%	36%	43%	37%	41%	40%	29%	42%	40%	37%
			A							
Low2Box (Disagree)	616	316	300	98	69	449	47	251	201	117
	60%	64%	57%	63%	59%	60%	71%	58%	60%	63%
		B								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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										
Strongly agree	80	30	50	16	5	59	10	38	22	9
	8%	6%	9%	10%	5%	8%	16%	9%	6%	5%
							HI			
Somewhat agree	321	151	170	51	36	234	20	141	96	63
	31%	31%	32%	33%	31%	31%	30%	32%	29%	34%
Somewhat disagree	440	226	215	71	47	322	24	199	146	73
	43%	46%	41%	46%	40%	43%	35%	46%	44%	39%
Strongly disagree	179	87	92	18	28	133	12	58	69	40
	18%	18%	18%	11%	24%	18%	19%	13%	21%	21%
					C				G	G
Summary										
Top2Box (Agree)	400	181	219	66	41	293	31	180	117	72
	39%	37%	42%	43%	35%	39%	46%	41%	35%	39%
Low2Box (Disagree)	620	313	307	89	76	455	36	256	215	112
	61%	63%	58%	57%	65%	61%	54%	59%	65%	61%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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 interested in my investments enough to learn more										
Strongly agree	52	23	28	10	9	33	8	19	14	10
	5%	5%	5%	7%	8%	4%	12%	4%	4%	6%
							GH			
Somewhat agree	228	113	115	42	22	164	16	108	67	38
	22%	23%	22%	27%	19%	22%	24%	25%	20%	20%
Somewhat disagree	406	194	212	65	41	299	24	171	130	81
	40%	39%	40%	42%	35%	40%	36%	39%	39%	44%
Strongly disagree	334	164	171	38	44	252	19	138	121	56
	33%	33%	32%	25%	38%	34%	29%	32%	36%	30%
					C	C				
Summary										
Top2Box (Agree)	280	136	144	52	31	197	24	127	81	48
	27%	28%	27%	33%	27%	26%	36%	29%	24%	26%
Low2Box (Disagree)	740	358	383	103	86	551	43	309	251	137
	73%	72%	73%	67%	73%	74%	64%	71%	76%	74%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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 a good investor, I have no concerns	549	302	247	88	68	393	28	213	191	116
	54%	61%	47%	57%	58%	53%	42%	49%	58%	63%
		B							FG	FG
I am nervous that I will make the wrong investment decision	493	215	279	86	57	350	30	217	159	88
	48%	43%	53%	56%	49%	47%	44%	50%	48%	48%
			A	E						
I am not confident enough to make decisions on my own	404	177	227	58	48	298	20	185	131	68
	40%	36%	43%	37%	41%	40%	29%	42%	40%	37%
			A							
I don't feel knowledgeable enough about my finances	400	181	219	66	41	293	31	180	117	72
	39%	37%	42%	43%	35%	39%	46%	41%	35%	39%
I am not interested in my investments enough to learn more	280	136	144	52	31	197	24	127	81	48
	27%	28%	27%	33%	27%	26%	36%	29%	24%	26%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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 interested in my investments enough to learn more	740	358	383	103	86	551	43	309	251	137
	73%	72%	73%	67%	73%	74%	64%	71%	76%	74%
I don't feel knowledgeable enough about my finances	620	313	307	89	76	455	36	256	215	112
	61%	63%	58%	57%	65%	61%	54%	59%	65%	61%
I am not confident enough to make decisions on my own	616	316	300	98	69	449	47	251	201	117
	60%	64%	57%	63%	59%	60%	71%	58%	60%	63%
		B								
I am nervous that I will make the wrong investment decision	527	279	248	69	60	398	37	219	174	97
	52%	57%	47%	44%	51%	53%	56%	50%	52%	52%
		B				C				
I am a good investor, I have no concerns	471	192	279	67	49	355	39	222	141	68
	46%	39%	53%	43%	42%	47%	58%	51%	42%	37%
			A				HI	HI		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	25-34	35-44	45-60	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	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 ask an expert for advice	321	147	175	25	27	269	24	156	100	41
	32%	30%	33%	16%	23%	36%	36%	36%	30%	22%
						CD		I	I	
I practice	90	51	39	18	17	56	10	28	37	15
	9%	10%	7%	11%	14%	7%	14%	6%	11%	8%
					E				G	
I mimic an expert	9	6	3	3	1	5	0	3	3	3
	1%	1%	1%	2%	1%	1%	-	1%	1%	2%
I ask someone else	86	22	64	16	11	58	9	45	19	13
	8%	4%	12%	10%	9%	8%	13%	10%	6%	7%
			A					H		
I take small steps	154	62	92	16	13	125	11	80	48	16
	15%	13%	17%	10%	11%	17%	16%	18%	14%	8%
			A					I	I	
I join online forums/chats	8	8	0	4	0	4	0	3	2	3
	1%	2%	-	2%	-	1%	-	1%	1%	1%
		B		E						
I try to follow an expert	35	21	14	12	4	19	2	13	10	10
	3%	4%	3%	8%	3%	3%	3%	3%	3%	6%
				E						
I read everything I can about the topic	318	178	140	61	45	212	12	109	114	83
	31%	36%	27%	39%	38%	28%	18%	25%	34%	45%
		B		E	E				FG	FGH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base