



**Financial Terms**  
**Fieldwork Dates: January 26-29, 2018**

**Conducted by YouGov**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1161 adults. Fieldwork was undertaken between 26th - 29th January 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
	A	B	C	D	E	F	G	H	I	J	K	L	M

Have you or any of your immediate family members ever worked in the banking / finance industry? Please select all that apply.

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Yes, I work(ed) in the banking / finance industry	7%	5%	9%	6%	9%	5%	9%	8%	6%	6%	8%	7%	4%	4%
			A	E	C.E		G.H.I	H.I			K.L.M	L.M*	*	*
Yes, I have family members that work(ed) in the banking / finance industry	15%	17%	13%	17%	13%	14%	17%	13%	16%	12%	14%	16%	20%	11%
		B		D.E		D	G.H.I	I	G.I		M	J.M*	J.K.M*	*
No, neither I nor my family members have ever worked in the banking / finance industry	72%	73%	72%	67%	72%	78%	67%	73%	74%	74%	74%	67%	66%	76%
		B		C		C.D		F	F.G	F.G	K.L	L*	*	J.K.L*
Don't know	7%	7%	7%	9%	8%	4%	8%	7%	6%	9%	5%	11%	11%	10%
		A		D.E	E		G.H	H		F.G.H		J.M*	J.K.M*	J*

How confident, if at all, are you that you understand the meaning of each of the following terms relating to financial services? Please select one option on each row.

401(k)

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	35%	42%	30%	25%	34%	46%	30%	33%	41%	33%	36%	41%	34%	29%
		B		C		C.D		F	F.G.I	F	L.M	J.L.M*	M*	*
Somewhat confident	34%	32%	37%	32%	37%	33%	37%	39%	32%	32%	37%	26%	30%	34%
		A		C.E		C	H.I	F.H.I	I		K.L.M	*	K*	K.L*
Not very confident	17%	17%	17%	24%	15%	13%	22%	13%	17%	18%	16%	16%	20%	20%
		B		D.E	E		G.H.I	G	G.H		K	*	J.K*	J.K*
Not at all confident	8%	6%	11%	10%	9%	6%	7%	11%	7%	10%	8%	11%	7%	12%
		A		D.E	E			F.H.I		F.H	L	J.L*	*	J.K.L*
Never heard of this before	5%	3%	6%	9%	4%	1%	5%	4%	4%	7%	3%	6%	9%	6%
		A		D.E	E		G.H	H		F.G.H		J.M*	J.K.M*	J*
Net: Confident	70%	73%	66%	57%	71%	79%	67%	72%	73%	64%	72%	67%	63%	62%
		B		C		C.D	I	F.I	F.G.I		K.L.M	L.M*	M*	*
Net: Not confident	26%	23%	28%	33%	25%	19%	28%	24%	23%	28%	24%	26%	27%	32%
		A		D.E	E		G.H	H		G.H		J*	J.K*	J.K.L*
Net: Heard of before	95%	97%	94%	91%	96%	99%	95%	96%	96%	93%	97%	94%	91%	94%
		B		C		C.D	I	F.I	F.G.I		K.L.M	L*	*	K.L*

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US nationally representative sample: January 26-29, 2018



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	N	O	P	Q	R	S	T	U	V	W

Have you or any of your immediate family members ever worked in the banking / finance industry? Please select all that apply.

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base</b>	1135	473	364	189	108	501	21	128	42	396	47
Yes, I work(ed) in the banking / finance industry	7%	4%	6%	13%	15%	7%	-	11%	4%	6%	9%
			N	N.O	N.O.P*	U.V	**	R.U.V.W	*	U	R.U.V*
Yes, I have family members that work(ed) in the banking / finance industry	15%	11%	18%	19%	12%	16%	12%	17%	9%	13%	14%
			N.Q	N.O.Q	*	U.V.W	**	R.U.V.W	*	U	U.V*
No, neither I nor my family members have ever worked in the banking / finance industry	72%	75%	73%	66%	71%	72%	84%	70%	82%	73%	61%
		O.P.Q	P.Q		P*	T.W	**	W	R.T.V.W*	R.T.W	*
Don't know	7%	10%	4%	6%	5%	6%	4%	5%	5%	8%	17%
		O.P.Q		O.Q	O*	T.U	**	U	*	R.T.U	R.T.U.V*

How confident, if at all, are you that you understand the meaning of each of the following terms relating to financial services? Please select one option on each row.

401(k)

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	35%	28%	34%	49%	47%	40%	39%	34%	39%	31%	28%
			N	N.O.Q	N.O*	T.U.V.W	**	V.W	T.V.W*	W	*
Somewhat confident	34%	33%	34%	32%	43%	37%	34%	41%	24%	30%	37%
		P	N.P		N.O.P*	U.V	**	R.U.V.W	*	U	U.V*
Not very confident	17%	17%	22%	13%	8%	13%	11%	16%	22%	21%	27%
		P.Q	N.P.Q	Q	*		**	R	R.T.V*	R.T	R.T.U.V*
Not at all confident	8%	13%	7%	4%	-	6%	17%	7%	13%	11%	4%
		O.P.Q	P.Q	Q	*	W	**	R.W	R.T.V.W*	R.T.W	*
Never heard of this before	5%	8%	3%	2%	3%	4%	-	2%	2%	7%	4%
		O.P.Q	P.Q		P*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	70%	61%	68%	81%	90%	77%	73%	74%	63%	61%	64%
			N	N.O	N.O.P*	T.U.V.W	**	U.V.W	V*		U.V*
Net: Not confident	26%	30%	29%	17%	8%	19%	27%	24%	36%	32%	31%
		O.P.Q	P.Q	Q	*		**	R	R.T.V.W*	R.T.W	R.T*
Net: Heard of before	95%	92%	97%	99%	97%	96%	100%	98%	99%	93%	96%
			N	N.O.Q	N.O*	V.W	**	R.V.W	R.T.V.W*		V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
	X	Y	Z	AA	AB	AC

Have you or any of your immediate family members ever worked in the banking / finance industry? Please select all that apply.

Unweighted base	1161	323	838	438	319	246	158
<b>Base</b>	1135	321	813	425	311	245	154
Yes, I work(ed) in the banking / finance industry	7%	10%	5%	6%	7%	10%	1%
		Y		AC	Z.AC	Z.AA.AC	
Yes, I have family members that work(ed) in the banking / finance industry	15%	18%	14%	14%	15%	17%	13%
		Y		AC	Z.AC	Z.AA.AC	A
No, neither I nor my family members have ever worked in the banking / finance industry	72%	67%	74%	73%	75%	70%	70%
			X	AB.AC	Z.AB.AC		AI
Don't know	7%	6%	7%	8%	2%	6%	16%
			X	AA.AB		AA	Z.AA.AB

How confident, if at all, are you that you understand the meaning of each of the following terms relating to financial services? Please select one option on each row.

401(k)

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	35%	33%	36%	27%	39%	51%	27%
			X	AC	Z.AC	Z.AA.AC	
Somewhat confident	34%	36%	33%	33%	38%	34%	31%
		Y		AC	Z.AB.AC	Z.AC	AE.AI
Not very confident	17%	17%	17%	22%	13%	12%	20%
				AA.AB.AC	AB		AA.AB
Not at all confident	8%	9%	8%	12%	7%	3%	12%
		Y		AA.AB	AB		Z.AA.AB
Never heard of this before	5%	4%	5%	6%	3%	1%	10%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	70%	70%	70%	60%	77%	85%	58%
			X	AC	Z.AC	Z.AA.AC	AE.A
Net: Not confident	26%	26%	25%	34%	19%	15%	32%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	95%	96%	95%	94%	97%	99%	90%
		Y		AC	Z.AC	Z.AA.AC	AG

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

Have you or any of your immediate family members ever worked in the banking / finance industry? Please select all that apply.

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Yes, I work(ed) in the banking / finance industry	7%	7%	10%	11%	8%	16%	9%	14%	10%	6%	24%	18%	-	2%
Yes, I have family members that work(ed) in the banking / finance industry	15%	15%	14%	14%	15%	16%	13%	23%	15%	15%	23%	17%	-	13%
No, neither I nor my family members have ever worked in the banking / finance industry	72%	72%	72%	73%	71%	69%	74%	65%	70%	71%	62%	64%	55%	77%
Don't know	7%	7%	6%	3%	8%	3%	6%	2%	7%	9%	3%	13%	45%	8%

How confident, if at all, are you that you understand the meaning of each of the following terms relating to financial services? Please select one option on each row.

401(k)

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	35%	35%	37%	49%	35%	36%	31%	34%	33%	29%	42%	-	23%	38%
Somewhat confident	34%	36%	32%	33%	35%	33%	38%	29%	34%	34%	30%	49%	32%	28%
Not very confident	17%	17%	19%	13%	17%	18%	18%	23%	19%	21%	20%	30%	-	15%
Not at all confident	8%	8%	8%	5%	9%	8%	9%	9%	8%	10%	8%	10%	18%	12%
Never heard of this before	5%	4%	4%	1%	4%	5%	4%	5%	6%	6%	-	11%	28%	6%
Net: Confident	70%	71%	69%	82%	70%	69%	69%	63%	67%	63%	73%	49%	55%	66%
Net: Not confident	26%	25%	27%	17%	26%	26%	27%	32%	27%	31%	27%	40%	18%	28%
Net: Heard of before	95%	96%	96%	99%	96%	95%	96%	95%	94%	94%	100%	89%	72%	94%

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**Financial Terms**

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know
	AQ	AR	AS	AT

Have you or any of your immediate family members ever worked in the banking / finance industry? Please select all that apply.

Unweighted base	1161	68	166	851	76
<b>Base</b>	1135	64	167	822	81
Yes, I work(ed) in the banking / finance industry	7%	100% AR.AS.AT*	8% AS.AT	-	- *
Yes, I have family members that work(ed) in the banking / finance industry	15%	- *	100% AQ.AS.AT	-	- *
No, neither I nor my family members have ever worked in the banking / finance industry	72%	- *	-	100% AQ.AR.AT	- *
Don't know	7%	- *	-	-	100% AQ.AR.AS*

How confident, if at all, are you that you understand the meaning of each of the following terms relating to financial services? Please select one option on each row.

401(k)

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	35%	57% AR.AS.AT*	37% AS.AT	35% AT	23% *
Somewhat confident	34%	33% AT*	35% AQ.AS.AT	34% AQ.AT	32% *
Not very confident	17%	9% *	20% AQ.AS.AT	17% AQ	19% AQ.AS*
Not at all confident	8%	- *	8% AQ	9% AQ.AR	10% AQ.AR.AS*
Never heard of this before	5%	- *	1% AQ	5% AQ.AR	16% AQ.AR.AS*
Net: Confident	70%	91% AR.AS.AT*	72% AS.AT	69% AT	55% *
Net: Not confident	26%	9% *	28% AQ.AS	26% AQ	29% AQ.AR.AS*
Net: Heard of before	95%	100% AR.AS.AT*	99% AS.AT	95% AT	84% *

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**APR (Annual Percentage Rate)**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	31%	39%	24%	21%	34%	38%	23%	32%	35%	31%	35%	28%	19%	28%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L*	*	L*
Somewhat confident	34%	34%	34%	26%	37%	38%	30%	36%	35%	34%	35%	25%	34%	35%
					C	C.D		F.H.I	F.I	F	K.L	*	K*	K.L*
Not very confident	18%	17%	19%	24%	14%	15%	23%	16%	16%	17%	15%	24%	24%	21%
			A	D.E		D	G.H.I		G	G.H		J.M*	J.K.M*	J*
Not at all confident	9%	5%	13%	12%	8%	7%	12%		9%	8%	9%	8%	14%	11%
			A	D.E	E		G.H.I	H.I		H	M	J.L.M*	J.M*	*
Never heard of this before	8%	5%	11%	17%	6%	2%	11%	7%	6%	9%	7%	9%	12%	10%
			A	D.E	E		G.H.I	H		G.H		J*	J.K.M*	J.K*
Net: Confident	65%	73%	58%	47%	71%	76%	54%	68%	69%	65%	70%	54%	53%	64%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L*	*	K.L*
Net: Not confident	27%	22%	32%	36%	23%	22%	35%	25%	24%	26%	23%	37%	35%	27%
			A	D.E	E		G.H.I	H		G.H		J.L.M*	J.M*	J*
Net: Heard of before	92%	95%	89%	83%	94%	98%	89%	93%	94%	91%	93%	91%	88%	90%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L.M*	*	L*

**ARM (Adjustable-Rate Mortgage)**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	24%	30%	19%	14%	23%	34%	19%	22%	28%	24%	27%	21%	16%	19%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	*	L*
Somewhat confident	26%	30%	22%	21%	27%	28%	27%	24%	25%	26%	28%	22%	16%	24%
		B			C	C.D	G.H.I		G	G.H	K.L.M	L*	*	K.L*
Not very confident	18%	15%	21%	21%	20%	14%	19%	21%	17%	17%	19%	21%	16%	15%
			A	D.E	E		H.I	F.H.I		H	L.M	J.L.M*	M*	*
Not at all confident	17%	16%	17%	17%	15%	18%	16%	17%	17%	16%	13%	22%	27%	18%
			A	D		C.D		F.I	F.G.I	F		J.M*	J.K.M*	J*
Never heard of this before	16%	10%	21%	28%	15%	5%	19%	17%	13%	16%	12%	15%	25%	24%
			A	D.E	E		G.H.I	H.I		H		J*	J.K.M*	J.K*
Net: Confident	50%	59%	41%	35%	50%	63%	46%	46%	53%	50%	56%	43%	32%	44%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L*	*	K.L*
Net: Not confident	35%	31%	38%	37%	35%	32%	34%	38%	34%	33%	32%	42%	42%	33%
			A	D.E	E		H.I	F.H.I	I			J.M*	J.M*	J*
Net: Heard of before	84%	90%	79%	72%	85%	95%	81%	83%	87%	84%	88%	85%	75%	76%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	*	L*

**Amortization**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	15%	20%	10%	9%	15%	21%	11%	14%	16%	19%	18%	10%	10%	11%
		B			C	C.D		F	F.G	F.G.H	K.L.M	*	K*	K.L*
Somewhat confident	20%	24%	16%	18%	18%	24%	21%	16%	22%	18%	19%	18%	21%	23%
		B			D	C.D	G.I		F.G.I	G	K	*	J.K*	J.K.L*
Not very confident	21%	20%	21%	18%	23%	20%	24%	17%	24%	15%	21%	27%	16%	14%
			A		C.E	C	G.I	I	G.I		L.M	J.L.M*	M*	*
Not at all confident	15%	14%	17%	14%	15%	16%	12%	19%	14%	17%	16%	14%	12%	16%
			A		C	C.D		F.H.I	F	F.H	K.L	L*	*	K.L*
Never heard of this before	29%	22%	37%	41%	29%	19%	32%	34%	24%	31%	26%	31%	40%	35%
			A	D.E	E		H.I	F.H.I		H		J*	J.K.M*	J.K*
Net: Confident	35%	44%	26%	27%	32%	45%	32%	30%	38%	37%	37%	28%	32%	34%
		B			C	C.D	G		F.G.I	F.G	K.L.M	*	K*	K.L*
Net: Not confident	36%	34%	37%	32%	38%	36%	36%	36%	38%	32%	37%	40%	28%	30%
			A		C.E	C	I	I	F.G.I		L.M	J.L.M*	*	L*
Net: Heard of before	71%	78%	63%	59%	71%	81%	68%	66%	76%	69%	74%	69%	60%	65%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L.M*	*	L*

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



**APR (Annual Percentage Rate)**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	31%	22%	29%	46%	53%	36%	41%	38%	31%	23%	28%
		N	N.O	N.O	N.O.P*	U.V.W	**	R.U.V.W	V.W*		V*
Somewhat confident	34%	33%	36%	34%	33%	37%	25%	33%	27%	32%	33%
			N.P.Q	N.Q	*	T.U.V.W	**	U.V	*	U	U.V*
Not very confident	18%	20%	20%	12%	8%	14%	10%	18%	22%	22%	22%
		P.Q	P.Q	Q	*		**	R	R.T.V*	R.T	R.T*
Not at all confident	9%	11%	10%	6%	3%	7%	16%	7%	16%	12%	6%
		O.P.Q	P.Q	Q	*	T.W	**	W	R.T.V.W*	R.T.W	*
Never heard of this before	8%	14%	5%	3%	3%	6%	9%	5%	4%	12%	11%
		O.P.Q	P.Q		P*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	65%	55%	65%	79%	86%	73%	65%	71%	58%	55%	61%
			N	N.O	N.O.P*	T.U.V.W	**	U.V.W	V*		U.V*
Net: Not confident	27%	31%	30%	18%	10%	21%	26%	24%	38%	33%	28%
		O.P.Q	P.Q	Q	*		**	R	R.T.V.W*	R.T.W	R.T*
Net: Heard of before	92%	86%	95%	97%	97%	94%	91%	95%	96%	88%	89%
			N	N.O.Q	N.O*	V.W	**	R.V.W	R.T.V.W*		V*

**ARM (Adjustable-Rate Mortgage)**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	24%	15%	22%	39%	45%	30%	12%	26%	33%	17%	14%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*
Somewhat confident	26%	22%	28%	28%	31%	30%	25%	30%	15%	19%	30%
			N	N	N.O.P*	U.V	**	R.U.V	*	U	U.V*
Not very confident	18%	20%	19%	16%	10%	16%	17%	19%	11%	21%	22%
		O.P.Q	P.Q	Q	*	U	**	R.U	*	R.T.U	R.T.U.V*
Not at all confident	17%	19%	19%	10%	8%	13%	35%	13%	24%	20%	20%
		O.P.Q	P.Q	Q	*		**	R	R.T.V.W*	R.T.W	R.T*
Never heard of this before	16%	24%	12%	7%	6%	11%	12%	11%	17%	23%	14%
		O.P.Q	P.Q	Q	*	T	**		R.T.W*	R.T.U.W	R.T*
Net: Confident	50%	37%	50%	66%	77%	60%	37%	57%	48%	36%	44%
			N	N.O	N.O.P*	T.U.V.W	**	U.V.W	V.W*		V*
Net: Not confident	35%	39%	38%	27%	18%	29%	51%	33%	34%	41%	42%
		O.P.Q	P.Q	Q	*		**	R	R.T*	R.T.U	R.T.U*
Net: Heard of before	84%	76%	88%	93%	94%	89%	88%	89%	83%	77%	86%
			N	N.O	N.O.P*	U.V.W	**	R.U.V.W	V*		U.V*

**Amortization**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	15%	8%	14%	23%	35%	18%	19%	19%	17%	10%	15%
		N	N.O	N.O	N.O.P*	U.V.W	**	R.U.V.W	V.W*		V*
Somewhat confident	20%	16%	18%	28%	29%	25%	15%	18%	31%	14%	10%
			N	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*
Not very confident	21%	19%	24%	22%	16%	21%	7%	28%	12%	20%	22%
		Q	N.P.Q	N.Q	*	U.V	**	R.U.V.W	*	U	R.U.V*
Not at all confident	15%	15%	17%	13%	16%	14%	24%	12%	13%	17%	22%
		P	N.P.Q		N.P*	T	**		T*	R.T.U	R.T.U.V*
Never heard of this before	29%	41%	28%	15%	5%	23%	35%	23%	27%	39%	31%
		O.P.Q	P.Q	Q	*		**		R.T*	R.T.U.W	R.T.U*
Net: Confident	35%	25%	32%	51%	64%	43%	33%	37%	48%	24%	25%
			N	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	36%	34%	40%	34%	31%	34%	32%	40%	26%	36%	44%
		Q	N.P.Q	Q	*	U	**	R.U.V	*	R.U	R.T.U.V*
Net: Heard of before	71%	59%	72%	85%	95%	77%	65%	77%	73%	61%	69%
			N	N.O	N.O.P*	U.V.W	**	U.V.W	V.W*		V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**APR (Annual Percentage Rate)**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	31%	34%	30%	23%	35%	45%	25%
		Y			Z.AC	Z.AA.AC	Z
Somewhat confident	34%	32%	35%	30%	38%	37%	32%
			X		Z.AB.AC	Z.AC	Z
Not very confident	18%	18%	17%	23%	14%	14%	18%
		Y		AA.AB.AC			AA.AB
Not at all confident	9%	9%	9%	12%	9%	3%	11%
			X	AA.AB.AC	AB		AA.AB
Never heard of this before	8%	8%	8%	12%	4%	3%	14%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	65%	65%	65%	53%	74%	81%	57%
		Y			Z.AC	Z.AA.AC	Z
Net: Not confident	27%	27%	27%	35%	22%	16%	29%
			X	AA.AB.AC	AB		AA.AB
Net: Heard of before	92%	92%	92%	88%	96%	97%	86%
		Y		AC	Z.AC	Z.AA.AC	

**ARM (Adjustable-Rate Mortgage)**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	24%	22%	25%	16%	25%	38%	24%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	26%	27%	25%	23%	30%	28%	20%
		Y		AC	Z.AB.AC	Z.AC	
Not very confident	18%	21%	17%	23%	18%	12%	16%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	17%	15%	17%	17%	17%	15%	17%
			X	AB.AC	AB.AC		AB
Never heard of this before	16%	16%	15%	22%	10%	7%	24%
		Y		AA.AB	AB		Z.AA.AB
Net: Confident	50%	49%	50%	39%	55%	66%	43%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	35%	35%	34%	40%	35%	27%	32%
		Y		AA.AB.AC	AB.AC		AB
Net: Heard of before	84%	84%	85%	79%	90%	93%	76%
			X	AC	Z.AC	Z.AA.AC	

**Amortization**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	15%	16%	15%	9%	17%	26%	10%
		Y			Z.AC	Z.AA.AC	Z
Somewhat confident	20%	22%	19%	15%	22%	28%	17%
		Y			Z.AC	Z.AA.AC	Z
Not very confident	21%	20%	21%	22%	20%	19%	21%
			X	AA.AB.AC	AB		AA.AB
Not at all confident	15%	13%	16%	18%	14%	14%	12%
			X	AA.AB.AC	AC	AC	
Never heard of this before	29%	29%	30%	37%	26%	13%	39%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	35%	38%	34%	23%	40%	54%	28%
		Y			Z.AC	Z.AA.AC	Z
Net: Not confident	36%	33%	37%	40%	34%	33%	33%
			X	AA.AB.AC	AB.AC		
Net: Heard of before	71%	71%	70%	63%	74%	87%	61%
		Y		AC	Z.AC	Z.AA.AC	

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**APR (Annual Percentage Rate)**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	31%	29%	32%	43%	29%	43%	25%	33%	26%	25%	55%	5%	32%	33%
Somewhat confident	34%	36%	34%	36%	37%	25%	38%	29%	34%	33%	19%	39%	22%	32%
Not very confident	18%	18%	19%	15%	18%	18%	19%	18%	21%	21%	13%	41%	-	14%
Not at all confident	9%	9%	9%	5%	8%	8%	11%	14%	11%	12%	13%	4%	-	8%
Never heard of this before	8%	7%	6%	2%	8%	6%	7%	6%	8%	10%	-	11%	45%	12%
Net: Confident	65%	65%	65%	78%	66%	68%	63%	62%	60%	58%	74%	44%	55%	66%
Net: Not confident	27%	28%	29%	20%	26%	25%	30%	33%	32%	32%	26%	45%	-	22%
Net: Heard of before	92%	93%	94%	98%	92%	94%	93%	94%	92%	90%	100%	89%	55%	88%

**ARM (Adjustable-Rate Mortgage)**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	24%	24%	24%	35%	22%	18%	17%	21%	19%	17%	31%	5%	11%	25%
Somewhat confident	26%	26%	26%	27%	25%	32%	24%	29%	21%	25%	9%	17%	34%	24%
Not very confident	18%	19%	18%	14%	17%	18%	21%	20%	20%	18%	34%	28%	10%	19%
Not at all confident	17%	17%	18%	17%	21%	17%	22%	17%	22%	16%	21%	32%	-	17%
Never heard of this before	16%	15%	14%	8%	15%	16%	16%	14%	18%	23%	5%	18%	45%	15%
Net: Confident	50%	49%	50%	62%	47%	49%	41%	50%	41%	42%	40%	22%	45%	48%
Net: Not confident	35%	36%	36%	31%	37%	35%	43%	37%	42%	35%	55%	59%	10%	36%
Net: Heard of before	84%	85%	86%	92%	85%	84%	84%	86%	82%	77%	95%	82%	55%	85%

**Amortization**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	15%	14%	16%	22%	14%	18%	11%	13%	12%	8%	24%	-	23%	17%
Somewhat confident	20%	21%	18%	21%	21%	22%	17%	20%	18%	20%	23%	23%	13%	18%
Not very confident	21%	22%	22%	22%	20%	18%	20%	23%	22%	22%	23%	22%	10%	11%
Not at all confident	15%	14%	16%	15%	14%	13%	14%	16%	15%	14%	14%	31%	-	20%
Never heard of this before	29%	29%	27%	19%	32%	29%	38%	28%	33%	36%	17%	24%	55%	34%
Net: Confident	35%	35%	34%	44%	35%	40%	28%	33%	30%	28%	47%	23%	35%	35%
Net: Not confident	36%	37%	39%	37%	34%	30%	34%	39%	36%	36%	36%	53%	10%	31%
Net: Heard of before	71%	71%	73%	81%	68%	71%	62%	72%	67%	64%	83%	76%	45%	66%

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US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**APR (Annual Percentage Rate)**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	31%	52% AR.AS.AT*	33% AS.AT	30% AT	21% *
Somewhat confident	34%	33% AT*	36% AQ.AS.AT	35% AQ.AT	22% *
Not very confident	18%	9% *	20% AQ.AS	17% AQ	22% AQ.AR.AS*
Not at all confident	9%	4% *	6% AQ	10% AQ.AR	11% AQ.AR.AS*
Never heard of this before	8%	1% *	5% AQ	8% AQ.AR	24% AQ.AR.AS*
Net: Confident	65%	85% AR.AS.AT*	69% AS.AT	65% AT	43% *
Net: Not confident	27%	13% *	26% AQ	27% AQ.AR	33% AQ.AR.AS*
Net: Heard of before	92%	99% AR.AS.AT*	95% AS.AT	92% AT	76% *

**ARM (Adjustable-Rate Mortgage)**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	24%	40% AR.AS.AT*	30% AS.AT	23% AT	16% *
Somewhat confident	26%	36% AR.AS.AT*	26% AS.AT	25% AT	17% *
Not very confident	18%	15% *	16% AQ	19% AQ.AR	19% AQ.AR.AS*
Not at all confident	17%	8% *	15% AQ.AT	18% AQ.AR.AT	12% AQ*
Never heard of this before	16%	1% *	13% AQ	15% AQ.AR	36% AQ.AR.AS*
Net: Confident	50%	76% AR.AS.AT*	57% AS.AT	48% AT	33% *
Net: Not confident	35%	23% *	31% AQ	37% AQ.AR.AT	31% AQ*
Net: Heard of before	84%	99% AR.AS.AT*	88% AS.AT	85% AT	64% *

**Amortization**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	15%	38% AR.AS.AT*	19% AS.AT	14% AT	5% *
Somewhat confident	20%	22% AS.AT*	31% AQ.AS.AT	18% AS*	18% AS*
Not very confident	21%	21% AR*	16% AQ.AS.AT	21% AQ.AR	23% AQ.AR.AS*
Not at all confident	15%	12% AT*	14% AQ.AT	16% AQ.AR.AT	9% *
Never heard of this before	29%	7% *	20% AQ	31% AQ.AR	45% AQ.AR.AS*
Net: Confident	35%	60% AR.AS.AT*	50% AS.AT	31% AT	23% *
Net: Not confident	36%	33% AR.AT*	30% AQ.AS.AT	37% AQ.AR.AT	32% AR*
Net: Heard of before	71%	93% AR.AS.AT*	80% AS.AT	69% AT	55% *

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Annuity**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	20%	27%	14%	13%	19%	28%	17%	17%	23%	22%	22%	21%	16%	16%
		B			C	C.D			F.G.I	F.G	K.L.M	L.M*	*	*
Somewhat confident	29%	29%	28%	21%	28%	36%	31%	30%	29%	25%	30%	29%	19%	34%
		B			C	C.D	G.H.I	H.I	I		K.L	L*	*	J.K.L*
Not very confident	26%	24%	27%	29%	28%	21%	27%	24%	25%	26%	27%	25%	24%	20%
		A			E		G.H.I		G	G.H	K.L.M	L.M*	M*	*
Not at all confident	16%	12%	19%	17%	16%	14%	12%	19%	16%	15%	14%	16%	21%	15%
		A			E			F.H.I	F.I	F		J.M*	J.K.M*	J*
Never heard of this before	9%	7%	12%	19%	8%	2%	12%	10%	6%	12%	6%	10%	20%	15%
		A			E		G.H.I	H		G.H		J*	J.K.M*	J.K*
Net: Confident	49%	57%	42%	34%	48%	63%	48%	47%	52%	47%	52%	50%	35%	50%
		B			C	C.D	G.I		F.G.I		K.L.M	L*	*	L*
Net: Not confident	41%	36%	46%	46%	44%	35%	40%	44%	41%	41%	42%	41%	45%	35%
		A			E			F.H.I	F	F	K.M	M*	J.K.M*	*
Net: Heard of before	91%	93%	88%	81%	92%	98%	88%	90%	94%	88%	94%	90%	80%	85%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L.M*	*	L*

**Asset**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	35%	40%	30%	22%	34%	48%	30%	32%	38%	37%	39%	31%	22%	30%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	*	L*
Somewhat confident	35%	34%	36%	34%	36%	34%	35%	41%	31%	36%	37%	31%	29%	32%
		A			E	C.E	H	F.H.I		H	K.L.M	L*	*	K.L*
Not very confident	14%	14%	13%	18%	12%	11%	16%	10%	17%	9%	10%	17%	25%	14%
		B			E		G.I	I	F.G.I		J.M*	J.K.M*	J*	
Not at all confident	8%	6%	11%	10%	9%	5%	9%	11%	7%	7%	7%	11%	8%	13%
		A			E		H.I	F.H.I			J.L*	J*	J*	J.K.L*
Never heard of this before	8%	6%	10%	15%	8%	2%	10%	6%	7%	11%	6%	10%	15%	10%
		A			E		G.H		G	F.G.H		J*	J.K.M*	J*
Net: Confident	70%	74%	66%	57%	70%	82%	65%	73%	69%	73%	77%	62%	51%	63%
		B			C	C.D		F.H.I	F	F.H	K.L.M	L*	*	K.L*
Net: Not confident	22%	20%	24%	28%	22%	16%	25%	21%	24%	16%	17%	28%	34%	27%
		A			E		G.H.I	I	G.I			J.M*	J.K.M*	J*
Net: Heard of before	92%	94%	90%	85%	92%	98%	90%	94%	93%	89%	94%	90%	85%	90%
		B			C	C.D	I	F.H.I	F.I		K.L.M	L*	*	L*

**Asset Allocation**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	15%	21%	10%	10%	17%	19%	12%	13%	18%	16%	17%	13%	10%	17%
		B			C	C.D		F	F.G.I	F.G	K.L	L*	*	K.L*
Somewhat confident	23%	27%	18%	20%	24%	24%	22%	21%	23%	24%	22%	24%	24%	27%
		B			C.E	C	G		F.G	F.G.H		J*	J*	J.K.L*
Not very confident	28%	28%	28%	27%	26%	32%	26%	30%	31%	24%	30%	29%	31%	15%
					D	C.D	I	F.I	F.G.I		K.M	M*	J.K.M*	*
Not at all confident	15%	11%	20%	16%	17%	14%	18%	16%	14%	16%	16%	16%	11%	18%
		A			E	C.E	G.H.I	H		G.H	L	J.L*	*	J.K.L*
Never heard of this before	18%	12%	24%	28%	17%	11%	21%	21%	15%	19%	16%	18%	24%	23%
		A			E		G.H.I	H.I		H		J*	J.K.M*	J.K*
Net: Confident	38%	48%	28%	29%	41%	43%	35%	33%	41%	41%	38%	37%	34%	44%
		B			C	C.D	G		F.G	F.G	K.L	L*	*	J.K.L*
Net: Not confident	44%	39%	48%	43%	42%	46%	44%	46%	45%	40%	45%	45%	43%	33%
		A			C.D		I	F.H.I	F.I		L.M	L.M*	M*	*
Net: Heard of before	82%	88%	76%	72%	84%	89%	79%	79%	85%	81%	84%	82%	76%	77%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	*	L*

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Financial Terms

US nationally representative sample: January 26-29, 2018



**Annuity**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	20%	14%	20%	29%	36%	26%	8%	21%	27%	14%	13%
		N	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*	
Somewhat confident	29%	27%	29%	29%	35%	32%	43%	31%	31%	22%	33%
		N	N	N.O.P*	T.V	**	V	T.V*		R.T.U.V*	
Not very confident	26%	24%	29%	27%	19%	23%	25%	33%	25%	26%	34%
		Q	N.P.Q	N.Q	*		**	R.U.V	R*	R.U	R.U.V*
Not at all confident	16%	20%	15%	11%	7%	13%	20%	10%	15%	21%	13%
		O.P.Q	P.Q	Q	*	T	**		R.T.W*	R.T.U.W	T*
Never heard of this before	9%	15%	7%	4%	3%	6%	4%	6%	2%	16%	7%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	T.U*
Net: Confident	49%	41%	49%	58%	71%	58%	51%	52%	58%	37%	47%
		N	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*	
Net: Not confident	41%	44%	44%	38%	27%	36%	45%	43%	40%	47%	47%
		P.Q	P.Q	Q	*		**	R.U	R*	R.T.U	R.T.U*
Net: Heard of before	91%	85%	93%	96%	97%	94%	96%	94%	99%	84%	93%
		N	N.O	N.O.P*	V	**	R.V.W	R.T.V.W*		V*	

**Asset**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	35%	22%	37%	52%	57%	39%	34%	47%	40%	27%	31%
		N	N.O	N.O.P*	V.W	**	R.U.V.W	R.V.W*		V*	
Somewhat confident	35%	36%	35%	32%	33%	38%	49%	25%	40%	32%	41%
		O.P.Q	P.Q	P*	T.V	**		R.T.V*	T	R.T.U.V*	
Not very confident	14%	17%	15%	10%	3%	9%	9%	17%	12%	18%	15%
		O.P.Q	P.Q	Q	*		**	R.U.W	R*	R.T.U.W	R.U*
Not at all confident	8%	10%	10%	4%	4%	7%	4%	8%	4%	11%	6%
		O.P.Q	P.Q	P*	U.W	**	R.U.W	*	R.T.U.W	U*	
Never heard of this before	8%	15%	4%	2%	3%	7%	4%	3%	3%	12%	7%
		O.P.Q	P.Q	P*	T.U	**		T*	R.T.U.W	T.U*	
Net: Confident	70%	59%	71%	85%	90%	77%	83%	72%	80%	59%	72%
		N	N.O	N.O.P*	T.V.W	**	V	R.T.V.W*		V*	
Net: Not confident	22%	27%	24%	13%	7%	16%	13%	25%	17%	29%	21%
		O.P.Q	P.Q	Q	*		**	R.U.W	*	R.T.U.W	R.U*
Net: Heard of before	92%	85%	96%	98%	97%	93%	96%	97%	97%	88%	93%
		N	N.O.Q	N.O*	V	**	R.U.V.W	R.V.W*		V*	

**Asset Allocation**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	15%	9%	13%	23%	38%	18%	20%	16%	11%	12%	17%
		N	N.O	N.O.P*	T.U.V.W	**	U.V	*	U	U.V*	
Somewhat confident	23%	16%	27%	29%	26%	26%	31%	24%	15%	18%	20%
		N.Q	N.O.Q	N*	T.U.V.W	**	U.V.W	*	U	U.V*	
Not very confident	28%	30%	31%	26%	15%	24%	13%	34%	43%	30%	33%
		P.Q	N.P.Q	Q	*		**	R.V.W	R.T.V.W*	R	R.V*
Not at all confident	15%	16%	16%	12%	14%	15%	10%	13%	16%	17%	16%
		P.Q	P.Q	P*	T	**		R.T*	R.T.U.W	R.T*	
Never heard of this before	18%	29%	12%	10%	6%	16%	26%	13%	15%	23%	14%
		O.P.Q	P.Q	Q	*	T.U.W	**	T.W*	R.T.U.W	T*	
Net: Confident	38%	25%	40%	53%	64%	45%	51%	41%	25%	30%	37%
		N	N.O	N.O.P*	T.U.V.W	**	U.V.W	*	U	U.V*	
Net: Not confident	44%	47%	48%	38%	30%	40%	23%	47%	60%	47%	49%
		P.Q	N.P.Q	Q	*		**	R	R.T.V.W*	R.T	R.T.V*
Net: Heard of before	82%	71%	88%	90%	94%	84%	74%	87%	85%	77%	86%
		N	N.O	N.O.P*	V	**	R.U.V.W	R.V*		R.U.V*	

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Annuity**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	20%	20%	21%	14%	23%	34%	13%
			X	AC	Z.AC	Z.AA.AC	
Somewhat confident	29%	27%	29%	25%	34%	27%	29%
			X		Z.AB.AC	Z	Z.AB
Not very confident	26%	26%	26%	28%	25%	21%	29%
		Y	AA.AB	AB			Z.AA.AB
Not at all confident	16%	18%	15%	18%	13%	16%	13%
		Y	AA.AB.AC			AA.AC	AA
Never heard of this before	9%	9%	10%	14%	6%	3%	16%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	49%	47%	50%	39%	57%	61%	42%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	41%	44%	40%	47%	38%	36%	42%
		Y	AA.AB.AC	AB			AA.AB
Net: Heard of before	91%	91%	90%	86%	94%	97%	84%
		Y	AC	Z.AC	Z.AA.AC		AC

**Asset**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	35%	30%	37%	26%	43%	46%	30%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	35%	40%	33%	35%	35%	34%	35%
		Y	AB	Z.AB.AC			AB
Not very confident	14%	12%	14%	14%	13%	13%	14%
			X	AA.AB			AA.AB
Not at all confident	8%	10%	7%	12%	5%	6%	7%
		Y	AA.AB.AC			AA	AA.AB
Never heard of this before	8%	8%	8%	13%	3%	2%	14%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	70%	70%	70%	61%	78%	80%	65%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	22%	23%	22%	26%	18%	19%	22%
		Y	AA.AB.AC				AA.AB
Net: Heard of before	92%	92%	92%	87%	97%	98%	86%
		Y	AC	Z.AC	Z.AA.AC		

**Asset Allocation**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	15%	17%	15%	10%	15%	30%	10%
		Y			Z.AC	Z.AA.AC	Z
Somewhat confident	23%	24%	22%	17%	26%	27%	23%
		Y			Z.AC	Z.AA.AC	Z
Not very confident	28%	25%	30%	29%	31%	28%	24%
			X	AB.AC	Z.AB.AC	AC	
Not at all confident	15%	15%	16%	17%	15%	11%	19%
			X	AA.AB	AB		Z.AA.AB
Never heard of this before	18%	20%	18%	27%	13%	5%	23%
		Y	AA.AB.AC	AB			AA.AB
Net: Confident	38%	41%	37%	27%	41%	57%	34%
		Y			Z.AC	Z.AA.AC	Z
Net: Not confident	44%	40%	45%	46%	46%	39%	43%
			X	AB.AC	AB.AC		AB
Net: Heard of before	82%	80%	83%	73%	87%	95%	77%
			X		Z.AC	Z.AA.AC	Z

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Annuity**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	20%	19%	19%	25%	18%	22%	12%	20%	16%	15%	29%	-	23%	29%
Somewhat confident	29%	29%	29%	33%	29%	29%	29%	25%	24%	23%	25%	17%	22%	31%
Not very confident	26%	27%	27%	23%	23%	19%	27%	24%	30%	31%	26%	28%	10%	21%
Not at all confident	16%	17%	18%	17%	21%	19%	25%	22%	19%	19%	15%	44%	-	8%
Never heard of this before	9%	8%	7%	2%	9%	11%	7%	10%	11%	12%	5%	11%	45%	11%
Net: Confident	49%	48%	48%	58%	47%	51%	41%	45%	40%	38%	54%	17%	45%	60%
Net: Not confident	41%	44%	45%	40%	44%	38%	52%	45%	49%	50%	41%	72%	10%	28%
Net: Heard of before	91%	92%	93%	98%	91%	89%	93%	90%	89%	88%	95%	89%	55%	89%

**Asset**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	35%	34%	35%	47%	28%	35%	29%	41%	27%	29%	50%	11%	23%	42%
Somewhat confident	35%	35%	33%	32%	38%	38%	39%	33%	35%	32%	23%	15%	32%	33%
Not very confident	14%	15%	16%	13%	17%	13%	15%	12%	18%	17%	15%	47%	-	10%
Not at all confident	8%	9%	8%	5%	10%	11%	9%	11%	9%	12%	12%	16%	-	6%
Never heard of this before	8%	8%	7%	2%	8%	7%	6%	5%	10%	11%	-	11%	45%	8%
Net: Confident	70%	69%	68%	79%	65%	73%	67%	74%	61%	61%	73%	26%	55%	75%
Net: Not confident	22%	23%	24%	18%	26%	21%	26%	21%	28%	28%	27%	63%	-	16%
Net: Heard of before	92%	92%	93%	98%	92%	93%	94%	95%	90%	89%	100%	89%	55%	92%

**Asset Allocation**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	15%	14%	15%	22%	15%	20%	10%	16%	12%	10%	29%	6%	11%	20%
Somewhat confident	23%	24%	25%	28%	22%	29%	20%	22%	22%	19%	20%	26%	24%	20%
Not very confident	28%	29%	31%	28%	33%	22%	32%	30%	31%	34%	24%	17%	19%	27%
Not at all confident	15%	16%	15%	13%	13%	10%	19%	17%	15%	16%	12%	30%	-	9%
Never heard of this before	18%	17%	14%	9%	17%	19%	20%	14%	20%	21%	16%	22%	45%	24%
Net: Confident	38%	38%	39%	49%	37%	49%	30%	39%	35%	29%	49%	32%	35%	40%
Net: Not confident	44%	46%	46%	42%	46%	32%	50%	47%	45%	50%	36%	46%	19%	36%
Net: Heard of before	82%	83%	86%	91%	83%	81%	80%	86%	80%	79%	84%	79%	55%	76%

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Annuity**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	20%	38% AR.AS.AT*	25% AS.AT	19% AT	13% *
Somewhat confident	29%	37% AR.AS.AT*	31% AS.AT	28% AT	26% *
Not very confident	26%	17% *	24% AQ	27% AQ.AR	27% AQ.AR*
Not at all confident	16%	7% *	13% AQ.AT	17% AQ.AR.AT	9% AQ*
Never heard of this before	9%	- *	7% AQ	9% AQ.AR	26% AQ.AR.AS*
Net: Confident	49%	75% AR.AS.AT*	56% AS.AT	47% AT	39% *
Net: Not confident	41%	25% *	37% AQ.AT	44% AQ.AR.AT	36% AQ*
Net: Heard of before	91%	100% AR.AS.AT*	93% AS.AT	91% AT	74% *

**Asset**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	35%	52% AR.AS.AT*	39% AS.AT	35% AT	18% *
Somewhat confident	35%	39% AR.AS.AT*	35% AT	35% AR.AT	34% *
Not very confident	14%	4% *	14% AQ.AT	14% AQ.AR.AT	12% AQ*
Not at all confident	8%	5% *	7% AQ	9% AQ.AR	10% AQ.AR.AS*
Never heard of this before	8%	- *	6% AQ	7% AQ.AR	26% AQ.AR.AS*
Net: Confident	70%	91% AR.AS.AT*	74% AS.AT	70% AT	52% *
Net: Not confident	22%	9% *	21% AQ	23% AQ.AR.AT	22% AQ.AR*
Net: Heard of before	92%	100% AR.AS.AT*	94% AS.AT	93% AT	74% *

**Asset Allocation**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	15%	40% AR.AS.AT*	17% AS.AT	14% AT	9% *
Somewhat confident	23%	20% *	33% AQ.AS.AT	21% AQ	22% AQ.AS*
Not very confident	28%	20% *	25% AQ	30% AQ.AR.AT	26% AQ.AR*
Not at all confident	15%	17% AR.AS.AT*	15% AT	16% AR.AT	10% *
Never heard of this before	18%	4% *	10% AQ	19% AQ.AR	33% AQ.AR.AS*
Net: Confident	38%	60% AR.AS.AT*	50% AS.AT	35% AT	31% *
Net: Not confident	44%	36% *	40% AQ.AT	46% AQ.AR.AT	36% *
Net: Heard of before	82%	96% AR.AS.AT*	90% AS.AT	81% AT	67% *

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

<b>Bitcoin</b>														
Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	15%	21%	9%	22%	13%	10%	14%	12%	17%	16%	14%	16%	18%	20%
		B		D.E	E		G		F.G.I	F.G		J*	J.K*	J.K.L*
Somewhat confident	22%	29%	15%	29%	24%	14%	24%	18%	21%	25%	22%	19%	23%	27%
		B		D.E	E		G.H		G	F.G.H	K	*	J.K*	J.K.L*
Not very confident	26%	25%	26%	23%	29%	26%	24%	28%	27%	23%	25%	29%	29%	24%
		A		C.E	C		I	F.H.I	F.I		M	J.M*	J.M*	*
Not at all confident	26%	19%	33%	14%	22%	41%	22%	30%	26%	26%	30%	25%	12%	23%
		A		C	C.D			F.H.I	F.I	F	K.L.M	L.M*	*	L*
Never heard of this before	11%	5%	17%	12%	12%	9%	16%	11%	9%	10%	10%	11%	18%	6%
		A		E	E		G.H.I	H.I		H	M	J.M*	J.K.M*	*
Net: Confident	37%	51%	24%	51%	38%	25%	38%	31%	38%	41%	35%	36%	41%	47%
		B		D.E	E		G.H		G	F.G.H		*	J.K*	J.K.L*
Net: Not confident	52%	44%	59%	37%	51%	66%	46%	58%	53%	49%	55%	54%	41%	47%
		A		C	C.D			F.H.I	F.I	F	K.L.M	L.M*	*	L*
Net: Heard of before	89%	95%	83%	88%	88%	91%	84%	89%	91%	90%	90%	89%	82%	94%
		B		C.D	C.D			F	F.G.I	F.G	K.L	L*	*	J.K.L*

<b>Bonds</b>														
Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	24%	30%	19%	19%	26%	28%	22%	20%	28%	24%	27%	26%	15%	21%
		B		C	C.D		G		F.G.I	F.G	K.L.M	L.M*	*	L*
Somewhat confident	35%	37%	33%	35%	29%	41%	36%	34%	36%	33%	34%	32%	38%	46%
		B		D	C.D		G.I	I	G.I		K	*	J.K*	J.K.L*
Not very confident	23%	21%	24%	21%	26%	22%	21%	30%	21%	22%	24%	23%	21%	15%
		A		C.E	C		H	F.H.I		F.H	K.L.M	L.M*	M*	*
Not at all confident	12%	7%	16%	15%	13%	7%	12%	11%	11%	13%	11%	11%	13%	13%
		A		D.E	E		G.H		G	F.G.H		*	J.K*	J.K*
Never heard of this before	6%	5%	7%	10%	7%	2%	9%	5%	4%	7%	4%	8%	13%	5%
		A		D.E	E		G.H.I	H		G.H		J.M*	J.K.M*	J*
Net: Confident	59%	67%	52%	54%	54%	69%	58%	54%	64%	58%	60%	58%	53%	67%
		B		C	C.D		G.I		F.G.I	G	K.L	L*	*	J.K.L*
Net: Not confident	35%	28%	41%	36%	39%	29%	33%	41%	32%	35%	36%	34%	34%	28%
		A		E	C.E		H	F.H.I		F.H	K.L.M	M*	M*	*
Net: Heard of before	94%	95%	93%	90%	93%	98%	91%	95%	96%	93%	96%	92%	87%	95%
		B		C	C.D			F.I	F.G.I	F	K.L.M	L*	*	K.L*

<b>Bull &amp; Bear Market</b>														
Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	20%	28%	11%	14%	18%	26%	18%	14%	22%	22%	23%	14%	12%	18%
		B		C	C.D		G		F.G	F.G	K.L.M	L*	*	K.L*
Somewhat confident	22%	28%	17%	20%	24%	24%	24%	25%	22%	20%	24%	15%	18%	27%
		B		C.E	C		H.I	F.H.I	I		K.L	*	K*	J.K.L*
Not very confident	18%	17%	20%	17%	17%	21%	20%	18%	20%	15%	18%	20%	22%	16%
		A		C	C.D		G.H.I	I	G.I		M	J.M*	J.K.M*	*
Not at all confident	15%	12%	18%	12%	15%	17%	14%	14%	12%	12%	14%	23%	14%	12%
		A		C	C.D		G.I	I	F.G.I		M	J.L.M*	M*	*
Never heard of this before	25%	14%	35%	38%	27%	12%	23%	29%	20%	30%	22%	29%	34%	28%
		A		D.E	E		H	F.H		F.G.H		J.M*	J.K.M*	J*
Net: Confident	42%	57%	28%	33%	42%	50%	42%	39%	43%	42%	47%	29%	30%	45%
		B		C	C.D		G		F.G.I	G	K.L.M	*	K*	K.L*
Net: Not confident	33%	29%	37%	29%	32%	38%	34%	31%	36%	28%	31%	43%	36%	28%
		A		C	C.D		G.I	I	F.G.I		M	J.L.M*	J.M*	*
Net: Heard of before	75%	86%	65%	63%	73%	88%	77%	71%	80%	70%	78%	71%	66%	72%
		B		C	C.D		G.I	I	F.G.I		K.L.M	L*	*	K.L*

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Financial Terms

US nationally representative sample: January 26-29, 2018



	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
<b>Bitcoin</b>											
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	15%	13%	15%	18%	22%	13%	12%	6%	11%	21%	13%
		N	N.O	N.O	N.O.P*	T.U	**		T*	R.T.U.W	T.U*
Somewhat confident	22%	17%	27%	21%	30%	21%	14%	18%	7%	27%	19%
		N.P	N	N.O.P*	T.U.W	**	U	*		R.T.U.W	T.U*
Not very confident	26%	24%	27%	31%	24%	22%	32%	30%	32%	28%	28%
		N.Q	N.O.Q	*		**	R.V.W	R.T.V.W*		R.W	R*
Not at all confident	26%	29%	26%	24%	20%	32%	34%	38%	38%	14%	26%
		O.P.Q	P.Q	Q	*	V.W	**	R.V.W	R.V.W*		V*
Never heard of this before	11%	19%	5%	6%	5%	13%	9%	9%	12%	10%	14%
		O.P.Q	Q	O.Q	*	T.U.V	**		T.V*	T	R.T.U.V*
Net: Confident	37%	29%	42%	39%	52%	34%	26%	24%	18%	48%	32%
		N.P	N	N.O.P*	T.U.W	**	U	*		R.T.U.W	T.U*
Net: Not confident	52%	52%	53%	54%	43%	53%	65%	68%	70%	43%	54%
		Q	N.Q	N.O.Q	*	V	**	R.V.W	R.T.V.W*		R.V*
Net: Heard of before	89%	81%	95%	94%	95%	87%	91%	91%	88%	90%	86%
		N.P	N	N.O.P*	W	**	R.U.V.W	R.W*		R.U.W	*
<b>Bonds</b>											
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	24%	15%	24%	38%	45%	27%	21%	24%	23%	22%	24%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	U.V	V*		U.V*
Somewhat confident	35%	36%	34%	38%	30%	37%	29%	32%	39%	35%	25%
		O.Q	Q	N.O.Q	*	T.V.W	**	W	R.T.V.W*	T.W	*
Not very confident	23%	25%	27%	13%	16%	20%	34%	30%	28%	21%	38%
		P.Q	N.P.Q	P*		**	R.U.V	R.V*		R	R.T.U.V*
Not at all confident	12%	13%	13%	9%	5%	11%	15%	7%	7%	14%	10%
		O.P.Q	P.Q	Q	*	T.U.W	**		*	R.T.U.W	T.U*
Never heard of this before	6%	11%	3%	2%	3%	4%	-	7%	4%	9%	2%
		O.P.Q	P	O.P*		U.W	**	R.U.W	W*	R.T.U.W	*
Net: Confident	59%	51%	58%	76%	75%	64%	50%	56%	61%	56%	49%
		N	N.O.Q	N.O*	T.U.V.W	**	W	T.V.W*		W	*
Net: Not confident	35%	39%	40%	22%	22%	32%	50%	37%	35%	35%	48%
		P.Q	N.P.Q	Q	*	**	R.U.V	R*		R	R.T.U.V*
Net: Heard of before	94%	89%	97%	98%	97%	96%	100%	94%	96%	91%	98%
		N.Q	N.O.Q	N*	T.V	**	V	R.T.V*		R.T.U.V*	R.T.U.V*
<b>Bull &amp; Bear Market</b>											
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	20%	11%	17%	31%	45%	20%	28%	22%	18%	19%	12%
		N	N.O	N.O	N.O.P*	U.V.W	**	R.U.V.W	W*	U.W	*
Somewhat confident	22%	15%	26%	28%	33%	29%	5%	16%	25%	18%	18%
		N	N.O	N.O	N.O.P*	T.U.V.W	**		T.V.W*	T	T.V*
Not very confident	18%	21%	17%	17%	13%	18%	17%	26%	16%	17%	24%
		O.P.Q	Q	Q	*	U.V	**	R.U.V.W	*	U	R.U.V*
Not at all confident	15%	18%	15%	9%	6%	13%	12%	16%	19%	16%	16%
		O.P.Q	P.Q	Q	*	**	R	R.T.V.W*		R	R*
Never heard of this before	25%	35%	25%	14%	3%	22%	39%	20%	21%	30%	29%
		O.P.Q	P.Q	Q	*	T	**		T*	R.T.U.W	R.T.U*
Net: Confident	42%	26%	43%	59%	78%	48%	33%	38%	43%	37%	30%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	V.W	T.V.W*	W	*
Net: Not confident	33%	39%	32%	27%	20%	30%	28%	42%	36%	33%	40%
		O.P.Q	P.Q	Q	*	**	R.U.V.W	R.V*		R	R.U.V*
Net: Heard of before	75%	65%	75%	86%	97%	78%	61%	80%	79%	70%	71%
		N	N.O	N.O.P*	V.W	**	R.U.V.W	V.W*			V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Bitcoin**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	15%	17%	14%	14%	15%	21%	10%
		Y		AC	Z.AC	Z.AA.AC	
Somewhat confident	22%	22%	22%	19%	25%	26%	19%
					Z.AC	Z.AA.AC	
Not very confident	26%	23%	27%	25%	25%	29%	23%
			X	AC	Z.AC	Z.AA.AC	
Not at all confident	26%	24%	27%	26%	28%	21%	30%
			X	AB	Z.AB		Z.AA.AB
Never heard of this before	11%	14%	10%	16%	7%	3%	18%
		Y		AA.AB	AB		Z.AA.AB
Net: Confident	37%	39%	36%	32%	40%	47%	29%
		Y		AC	Z.AC	Z.AA.AC	
Net: Not confident	52%	47%	54%	52%	53%	50%	53%
			X	AB	Z.AB		Z.AB
Net: Heard of before	89%	86%	90%	84%	93%	97%	82%
			X	AC	Z.AC	Z.AA.AC	

**Bonds**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	24%	25%	24%	18%	27%	37%	19%
		Y			Z.AC	Z.AA.AC	Z
Somewhat confident	35%	32%	36%	34%	36%	37%	34%
			X		Z.AC	Z.AA.AC	
Not very confident	23%	23%	23%	25%	25%	19%	19%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	12%	15%	10%	15%	9%	6%	17%
		Y		AA.AB	AB		Z.AA.AB
Never heard of this before	6%	5%	6%	8%	3%	2%	11%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	59%	57%	61%	52%	63%	73%	53%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	35%	38%	33%	40%	34%	25%	36%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	94%	95%	94%	92%	97%	98%	89%
		Y		AC	Z.AC	Z.AA.AC	

**Bull & Bear Market**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	20%	14%	22%	14%	20%	33%	14%
			X	AC	Z.AC	Z.AA.AC	
Somewhat confident	22%	22%	23%	15%	25%	32%	22%
			X		Z.AC	Z.AA.AC	Z
Not very confident	18%	18%	19%	21%	16%	16%	19%
			X	AA.AB.AC			AA.AB
Not at all confident	15%	15%	14%	15%	17%	10%	15%
		Y		AB.AC	Z.AB.AC		AB
Never heard of this before	25%	32%	22%	35%	22%	8%	30%
		Y		AA.AB.AC	AB		AA.AB
Net: Confident	42%	36%	45%	29%	45%	65%	35%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	33%	33%	33%	36%	33%	27%	34%
			X	AA.AB.AC	AB		AA.AB
Net: Heard of before	75%	68%	78%	65%	78%	92%	70%
			X		Z.AC	Z.AA.AC	Z

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Bitcoin**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	15%	15%	19%	21%	19%	25%	11%	28%	19%	23%	23%	-	23%	11%
Somewhat confident	22%	22%	27%	26%	26%	26%	19%	27%	23%	29%	17%	33%	13%	17%
Not very confident	26%	26%	25%	27%	27%	21%	29%	22%	27%	22%	45%	33%	27%	27%
Not at all confident	26%	27%	23%	23%	21%	20%	32%	19%	22%	17%	15%	22%	10%	25%
Never heard of this before	11%	10%	7%	3%	7%	7%	9%	4%	9%	9%	-	11%	28%	19%
Net: Confident	37%	37%	45%	47%	45%	51%	30%	55%	42%	51%	40%	33%	35%	28%
Net: Not confident	52%	53%	48%	50%	48%	41%	61%	41%	49%	39%	60%	55%	37%	53%
Net: Heard of before	89%	90%	94%	97%	93%	93%	91%	96%	91%	91%	100%	89%	72%	81%

**Bonds**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	24%	23%	24%	33%	22%	31%	18%	29%	20%	20%	37%	5%	11%	34%
Somewhat confident	35%	37%	38%	42%	38%	38%	34%	31%	37%	39%	29%	23%	22%	32%
Not very confident	23%	23%	20%	15%	22%	14%	25%	25%	22%	19%	19%	39%	27%	20%
Not at all confident	12%	12%	14%	9%	18%	11%	18%	11%	15%	17%	15%	21%	-	6%
Never heard of this before	6%	5%	5%	2%	5%	6%	4%	4%	6%	5%	-	11%	40%	9%
Net: Confident	59%	59%	61%	75%	60%	69%	53%	60%	57%	59%	66%	28%	33%	65%
Net: Not confident	35%	36%	34%	24%	35%	25%	43%	36%	37%	36%	34%	60%	27%	26%
Net: Heard of before	94%	95%	95%	98%	95%	94%	96%	96%	94%	95%	100%	89%	60%	91%

**Bull & Bear Market**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	20%	18%	19%	27%	16%	21%	11%	23%	13%	15%	25%	11%	11%	25%
Somewhat confident	22%	22%	23%	29%	22%	20%	20%	21%	21%	17%	18%	11%	22%	24%
Not very confident	18%	20%	20%	16%	21%	19%	20%	25%	20%	19%	30%	28%	-	12%
Not at all confident	15%	15%	16%	16%	13%	20%	8%	19%	19%	16%	12%	10%	-	14%
Never heard of this before	25%	25%	22%	11%	25%	28%	29%	24%	28%	33%	16%	39%	67%	26%
Net: Confident	42%	40%	42%	56%	38%	41%	31%	44%	34%	32%	42%	23%	33%	49%
Net: Not confident	33%	35%	35%	32%	37%	32%	39%	33%	39%	35%	42%	38%	-	26%
Net: Heard of before	75%	75%	78%	89%	75%	73%	71%	76%	72%	67%	84%	61%	33%	74%

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Bitcoin**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	15%	26%	18%	14%	11%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	22%	15%	27%	22%	20%
		*	AQ.AS.AT	AQ.AT	AQ*
Not very confident	26%	23%	22%	26%	29%
		AR*		AQ.AR	AQ.AR.AS*
Not at all confident	26%	27%	23%	28%	17%
		AR.AT*	AT	AR.AT	*
Never heard of this before	11%	9%	9%	10%	24%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	37%	41%	45%	36%	30%
		AS.AT*	AQ.AS.AT	AT	*
Net: Not confident	52%	51%	45%	54%	46%
		AR.AT*		AQ.AR.AT	*
Net: Heard of before	89%	91%	91%	90%	76%
		AR.AS.AT*	AS.AT	AT	*

**Bonds**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	24%	37%	27%	24%	17%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	35%	37%	39%	35%	25%
		AS.AT*	AQ.AS.AT	AT	*
Not very confident	23%	17%	22%	23%	26%
		*	AQ	AQ.AR	AQ.AR.AS*
Not at all confident	12%	10%	10%	12%	10%
		*	AQ.AT	AQ.AR.AT	*
Never heard of this before	6%	-	2%	6%	22%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	59%	73%	65%	59%	42%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	35%	27%	33%	35%	36%
		*	AQ	AQ.AR	AQ.AR*
Net: Heard of before	94%	100%	98%	94%	78%
		AR.AS.AT*	AS.AT	AT	*

**Bull & Bear Market**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	20%	25%	21%	20%	5%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	22%	34%	34%	20%	15%
		AS.AT*	AS.AT	AT	*
Not very confident	18%	16%	19%	18%	27%
		*	AQ.AS	AQ	AQ.AR.AS*
Not at all confident	15%	18%	10%	16%	7%
		AR.AS.AT*	AT	AR.AT	*
Never heard of this before	25%	8%	16%	26%	46%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	42%	58%	55%	40%	20%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	33%	34%	29%	34%	34%
		AR*		AR	AR*
Net: Heard of before	75%	92%	84%	74%	54%
		AR.AS.AT*	AS.AT	AT	*

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Capital Gains & Losses**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	21%	28%	14%	16%	19%	27%	19%	15%	23%	25%	23%	18%	17%	18%
		B			C	C.D	G		F.G	F.G.H	K.L.M	L*	*	L*
Somewhat confident	30%	34%	25%	23%	31%	35%	24%	35%	31%	28%	32%	27%	19%	32%
		B			C	C.D		F.H.I	F.I	F	K.L	L*	*	K.L*
Not very confident	25%	22%	27%	25%	25%	24%	29%	21%	26%	22%	24%	24%	35%	13%
		A		E	C.E		G.H.I		G.I	G	K.M	M*	J.K.M*	*
Not at all confident	16%	9%	22%	20%	16%	11%	16%	20%	13%	15%	14%	20%	12%	29%
		A		D.E	E		H.I	F.H.I		H	L	J.L*	*	J.K.L*
Never heard of this before	9%	6%	12%	16%	9%	3%	11%	8%	7%	10%	7%	12%	17%	8%
		A		D.E	E		G.H.I	H		G.H		J.M*	J.K.M*	J*
Net: Confident	51%	62%	40%	39%	50%	62%	44%	50%	53%	53%	55%	44%	36%	50%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L*	*	K.L*
Net: Not confident	40%	32%	49%	44%	42%	35%	45%	41%	39%	37%	38%	43%	47%	42%
		A		D.E	E		G.H.I	H.I	I			J.M*	J.K.M*	J*
Net: Heard of before	91%	94%	88%	84%	91%	97%	89%	92%	93%	90%	93%	88%	83%	92%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L*	*	K.L*

**Compound Interest**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	26%	34%	19%	20%	23%	34%	25%	23%	28%	28%	29%	20%	17%	30%
		B			C	C.D	G		F.G	F.G	K.L	L*	*	J.K.L*
Somewhat confident	27%	30%	23%	22%	27%	30%	25%	30%	26%	25%	29%	19%	17%	33%
		B			C	C.D		F.H.I	F.I		K.L	L*	*	J.K.L*
Not very confident	22%	19%	25%	23%	23%	20%	21%	23%	22%	22%	23%	25%	18%	13%
		A		D.E	E		F.H.I	F	F		L.M	J.L.M*	M*	*
Not at all confident	12%	9%	16%	14%	15%	9%	16%	11%	12%	12%	10%	20%	14%	14%
		A		E	C.E		G.H.I	G.I	G			J.L.M*	J*	J.L*
Never heard of this before	13%	8%	17%	20%	13%	6%	14%	14%	12%	13%	8%	16%	34%	10%
		A		D.E	E		H.I	F.H.I	H			J.M*	J.K.M*	J*
Net: Confident	53%	64%	42%	43%	50%	65%	50%	52%	54%	53%	58%	39%	34%	63%
		B			C	C.D		F	F.G.I	F.G	K.L	L*	*	J.K.L*
Net: Not confident	34%	28%	40%	37%	37%	29%	37%	34%	34%	33%	33%	45%	32%	27%
		A		E	C.E		G.H.I	H.I			L.M	J.L.M*	M*	*
Net: Heard of before	87%	92%	83%	80%	87%	94%	86%	86%	88%	87%	92%	84%	66%	90%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L*	*	K.L*

**Credit Union**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	40%	42%	38%	27%	42%	49%	37%	41%	40%	41%	44%	42%	25%	30%
		B			C	C.D		F.H.I	F	F.H	K.L.M	L.M*	*	L*
Somewhat confident	36%	38%	34%	37%	34%	38%	33%	39%	38%	34%	36%	32%	42%	32%
		B		D		C.D		F.H.I	F.I	F	K.M	*	J.K.M*	*
Not very confident	13%	13%	14%	18%	14%	8%	16%	9%	13%	14%	10%	17%	20%	20%
		A		D.E	E		G.H.I	G	G.H			J*	J.K*	J.K*
Not at all confident	7%	4%	9%	9%	8%	4%	9%	5%	7%	5%	6%	5%	7%	9%
		A		D.E	E		G.H.I	I	G.I		K	*	J.K*	J.K.L*
Never heard of this before	4%	3%	5%	9%	3%	1%	5%	6%	2%	6%	3%	3%	6%	8%
		A		D.E	E		H	F.H		F.G.H	K	*	J.K*	J.K.L*
Net: Confident	76%	80%	72%	64%	75%	87%	70%	80%	77%	75%	80%	74%	67%	63%
		B			C	C.D		F.H.I	F.I	F	K.L.M	L.M*	M*	*
Net: Not confident	20%	17%	23%	27%	21%	12%	25%	15%	20%	19%	16%	23%	27%	29%
		A		D.E	E		G.H.I	G.I	G			J*	J.K*	J.K.L*
Net: Heard of before	96%	97%	95%	91%	97%	99%	95%	94%	98%	94%	97%	97%	94%	92%
		B			C	C.D	G.I	I	F.G.I		L.M	J.L.M*	M*	*

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Financial Terms

US nationally representative sample: January 26-29, 2018



**Capital Gains & Losses**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	21%	13%	19%	33%	40%	23%	21%	23%	23%	19%	15%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	T.V.W*	W	*
Somewhat confident	30%	27%	30%	34%	34%	36%	9%	27%	29%	23%	33%
		N	N.O	N.O	N.O*	T.U.V.W	**	V	T.V*		T.U.V*
Not very confident	25%	29%	26%	19%	14%	19%	45%	29%	36%	28%	27%
		O.P.Q	P.Q	Q	*		**	R.V.W	R.T.V.W*	R.W	R*
Not at all confident	16%	17%	19%	9%	8%	14%	21%	13%	10%	19%	15%
		P.Q	N.P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Never heard of this before	9%	14%	6%	4%	4%	8%	4%	8%	2%	12%	11%
		O.P.Q	P.Q	*	*	U	**	R.U	*	R.T.U.W	R.T.U*
Net: Confident	51%	40%	49%	68%	75%	59%	30%	49%	52%	42%	48%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	V.W	T.V.W*		V*
Net: Not confident	40%	46%	45%	28%	21%	33%	66%	42%	46%	47%	42%
		O.P.Q	P.Q	Q	*		**	R.W	R.T.W*	R.T.W	R*
Net: Heard of before	91%	86%	94%	96%	96%	92%	96%	92%	99%	88%	89%
		N	N.O	N.O	N.O*	T.V.W	**	V.W	R.T.V.W*		V*

**Compound Interest**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	26%	16%	25%	42%	49%	31%	19%	26%	34%	21%	15%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*
Somewhat confident	27%	23%	30%	27%	31%	28%	26%	29%	26%	23%	32%
		N.P	N	N.O.P*	U.V	**	R.U.V	V*			R.T.U.V*
Not very confident	22%	26%	23%	17%	10%	19%	17%	27%	23%	24%	21%
		O.P.Q	P.Q	Q	*		**	R.U.V.W	R.W*	R.U.W	R*
Not at all confident	12%	14%	14%	9%	8%	11%	28%	11%	13%	13%	17%
		O.P.Q	P.Q	Q	*	T	**		R.T*	R.T	R.T.U.V*
Never heard of this before	13%	22%	9%	5%	3%	10%	9%	8%	3%	19%	15%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	53%	39%	55%	69%	80%	60%	45%	55%	60%	44%	47%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	34%	40%	36%	25%	18%	30%	46%	37%	36%	37%	38%
		O.P.Q	P.Q	Q	*		**	R.U.V	R*	R.U	R.T.U.V*
Net: Heard of before	87%	78%	91%	95%	97%	90%	91%	92%	97%	81%	85%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*

**Credit Union**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	40%	30%	38%	54%	60%	46%	55%	45%	40%	30%	36%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	U.V.W	V.W*		V*
Somewhat confident	36%	40%	38%	28%	29%	35%	30%	39%	45%	36%	38%
		O.P.Q	P.Q	P*		**	R.V.W	R.T.V.W*	R		R.V*
Not very confident	13%	14%	16%	12%	4%	10%	12%	9%	11%	19%	14%
		P.Q	N.P.Q	Q	*	T	**		R.T*	R.T.U.W	R.T.U*
Not at all confident	7%	8%	7%	5%	4%	5%	4%	5%	4%	9%	9%
		O.P.Q	P.Q	Q	*	U	**	U	*	R.T.U	R.T.U*
Never heard of this before	4%	8%	1%	2%	3%	4%	-	2%	-	6%	4%
		O.P.Q	O	O.P*	T.U	**	U	*		R.T.U.W	R.T.U*
Net: Confident	76%	70%	77%	82%	89%	81%	85%	84%	85%	66%	73%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*
Net: Not confident	20%	22%	22%	16%	8%	15%	15%	14%	15%	28%	22%
		P.Q	P.Q	Q	*	T	**		T*	R.T.U.W	R.T.U*
Net: Heard of before	96%	92%	99%	98%	97%	96%	100%	98%	100%	94%	96%
		N.P.Q	N.Q	N*	V.W	**	R.V.W	R.T.V.W*			V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Capital Gains & Losses**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	21%	17%	23%	15%	19%	35%	18%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	30%	31%	29%	24%	35%	37%	25%
		Y			Z.AC	Z.AA.AC	Z
Not very confident	25%	22%	26%	29%	25%	17%	26%
		X	AA.AB.AC	AB			AA.AB
Not at all confident	16%	17%	15%	17%	16%	9%	21%
		Y	AB	AB			Z.AA.AB
Never heard of this before	9%	12%	8%	15%	5%	2%	10%
		Y	AA.AB.AC	AB			AA.AB
Net: Confident	51%	49%	52%	39%	54%	72%	43%
		X			Z.AC	Z.AA.AC	Z
Net: Not confident	40%	40%	40%	45%	41%	26%	47%
		X	AA.AB	AB			Z.AA.AB
Net: Heard of before	91%	88%	92%	85%	95%	98%	90%
		X			Z.AC	Z.AA.AC	Z

**Compound Interest**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	26%	20%	29%	17%	30%	42%	21%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	27%	25%	27%	25%	29%	26%	26%
			X		Z.AB.AC	Z	Z
Not very confident	22%	23%	21%	27%	20%	14%	22%
		Y	AA.AB.AC	AB			AA.AB
Not at all confident	12%	16%	11%	15%	11%	9%	14%
		Y	AA.AB.AC	AB			AA.AB
Never heard of this before	13%	16%	12%	16%	9%	10%	18%
		Y	AA.AB	AA			Z.AA.AB
Net: Confident	53%	45%	56%	42%	59%	68%	47%
		X			Z.AC	Z.AA.AC	Z
Net: Not confident	34%	39%	32%	42%	32%	22%	36%
		Y	AA.AB.AC	AB			AA.AB
Net: Heard of before	87%	84%	88%	84%	91%	90%	82%
		X	AC	Z.AB.AC	Z.AC		

**Credit Union**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	40%	38%	40%	32%	47%	48%	36%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	36%	39%	35%	40%	33%	39%	28%
		Y	AA.AB.AC	AC	AA.AC		
Not very confident	13%	14%	13%	15%	14%	8%	15%
		Y	AA.AB.AC	AB			AA.AB
Not at all confident	7%	5%	7%	8%	4%	5%	11%
		X	AA.AB			AA	Z.AA.AB
Never heard of this before	4%	4%	4%	5%	2%	1%	11%
			AA.AB	AB			Z.AA.AB
Net: Confident	76%	77%	76%	72%	80%	86%	64%
		Y	AC	Z.AC	Z.AA.AC		
Net: Not confident	20%	19%	20%	23%	18%	13%	25%
		X	AA.AB	AB			Z.AA.AB
Net: Heard of before	96%	96%	96%	95%	98%	99%	89%
			AC	Z.AC	Z.AA.AC		AG

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Capital Gains & Losses**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	21%	19%	20%	29%	18%	21%	14%	23%	16%	14%	26%	11%	23%	28%
Somewhat confident	30%	30%	32%	34%	31%	34%	27%	28%	30%	29%	24%	17%	22%	30%
Not very confident	25%	26%	26%	21%	26%	23%	32%	19%	26%	24%	34%	34%	10%	21%
Not at all confident	16%	17%	15%	13%	16%	14%	20%	18%	18%	22%	16%	33%	-	9%
Never heard of this before	9%	8%	7%	4%	9%	8%	8%	12%	10%	11%	-	6%	45%	12%
Net: Confident	51%	50%	52%	63%	49%	56%	41%	51%	46%	43%	50%	28%	45%	58%
Net: Not confident	40%	43%	41%	33%	42%	36%	52%	37%	44%	45%	50%	66%	10%	30%
Net: Heard of before	91%	92%	93%	96%	91%	92%	92%	88%	90%	89%	100%	94%	55%	88%

**Compound Interest**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	26%	25%	26%	37%	22%	27%	20%	29%	21%	19%	27%	5%	23%	32%
Somewhat confident	27%	28%	29%	29%	29%	28%	24%	29%	25%	29%	31%	23%	13%	21%
Not very confident	22%	22%	21%	14%	19%	18%	24%	21%	22%	21%	21%	40%	19%	22%
Not at all confident	12%	13%	13%	10%	15%	17%	14%	11%	15%	13%	15%	20%	-	11%
Never heard of this before	13%	13%	12%	7%	15%	9%	17%	11%	17%	17%	6%	11%	45%	15%
Net: Confident	53%	52%	55%	68%	51%	55%	44%	58%	46%	48%	57%	28%	35%	52%
Net: Not confident	34%	35%	33%	25%	34%	36%	39%	32%	37%	35%	36%	60%	19%	33%
Net: Heard of before	87%	87%	88%	93%	85%	91%	83%	89%	83%	83%	94%	89%	55%	85%

**Credit Union**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	40%	39%	36%	45%	33%	42%	34%	41%	31%	31%	46%	11%	45%	44%
Somewhat confident	36%	37%	40%	37%	40%	40%	41%	35%	39%	34%	30%	72%	10%	32%
Not very confident	13%	14%	15%	12%	16%	11%	13%	12%	18%	24%	16%	11%	-	8%
Not at all confident	7%	7%	6%	5%	7%	3%	8%	7%	8%	8%	8%	-	-	7%
Never heard of this before	4%	3%	3%	1%	3%	5%	3%	4%	4%	4%	-	6%	45%	8%
Net: Confident	76%	76%	76%	82%	73%	81%	75%	77%	70%	64%	76%	83%	55%	76%
Net: Not confident	20%	21%	21%	17%	23%	14%	22%	19%	26%	32%	24%	11%	-	16%
Net: Heard of before	96%	97%	97%	99%	97%	95%	97%	96%	96%	96%	100%	94%	55%	92%

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Capital Gains & Losses**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	21%	39%	25%	20%	12%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	30%	36%	32%	30%	22%
		AR.AS.AT*	AS.AT	AT	*
Not very confident	25%	17%	26%	25%	27%
		*	AQ.AS	AQ	AQ.AR.AS*
Not at all confident	16%	8%	12%	17%	13%
		*	AQ	AQ.AR.AT	AQ.AR*
Never heard of this before	9%	-	5%	9%	26%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	51%	75%	57%	49%	33%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	40%	25%	38%	42%	41%
		*	AQ	AQ.AR.AT	AQ.AR*
Net: Heard of before	91%	100%	95%	91%	74%
		AR.AS.AT*	AS.AT	AT	*

**Compound Interest**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	26%	41%	31%	25%	13%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	27%	28%	25%	27%	21%
		AR.AS.AT*	AT	AR.AT	*
Not very confident	22%	21%	24%	21%	25%
		*	AQ.AS	AQ	AQ.AR.AS*
Not at all confident	12%	9%	11%	13%	11%
		*	AQ	AQ.AR.AT	AQ*
Never heard of this before	13%	2%	9%	13%	30%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	53%	69%	56%	53%	34%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	34%	29%	35%	34%	36%
		*	AQ.AS	AQ	AQ.AR.AS*
Net: Heard of before	87%	98%	91%	87%	70%
		AR.AS.AT*	AS.AT	AT	*

**Credit Union**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	40%	52%	43%	39%	26%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	36%	36%	36%	37%	26%
		AT*	AT	AQ.AR.AT	*
Not very confident	13%	8%	14%	13%	20%
		*	AQ.AS	AQ	AQ.AR.AS*
Not at all confident	7%	4%	5%	7%	10%
		*	AQ	AQ.AR	AQ.AR.AS*
Never heard of this before	4%	-	2%	4%	19%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	76%	89%	79%	77%	52%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	20%	11%	19%	20%	29%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Heard of before	96%	100%	98%	96%	81%
		AR.AS.AT*	AS.AT	AT	*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Diversification**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	26%	33%	18%	22%	24%	30%	23%	23%	27%	28%	29%	19%	16%	28%
		B			C	C.D		F	F.G	F.G.H	K.L.M	L*	*	K.L*
Somewhat confident	29%	33%	25%	23%	30%	33%	29%	27%	32%	25%	30%	22%	31%	30%
		B			C	C.D	G.I	I	F.G.I		K	*	J.K.M*	K*
Not very confident	19%	18%	20%	17%	18%	21%	20%	19%	18%	19%	19%	25%	20%	10%
		A			C	C.D	G.H.I	H.I		H	M	J.L.M*	J.M*	*
Not at all confident	13%	9%	16%	13%	14%	11%	12%	12%	12%	14%	12%	18%	11%	8%
		A		E	C.E			F	F.G	F.G.H	L.M	J.L.M*	M*	*
Never heard of this before	14%	8%	20%	24%	13%	5%	16%	18%	11%	14%	10%	16%	22%	24%
		A		D.E	E		H.I	F.H.I		H		J*	J.K*	J.K.L*
Net: Confident	55%	66%	44%	45%	54%	63%	52%	51%	59%	53%	59%	41%	46%	58%
		B			C	C.D	G		F.G.I	F.G	K.L.M	*	K*	K.L*
Net: Not confident	31%	26%	36%	31%	32%	32%	32%	31%	30%	33%	31%	43%	32%	18%
		A			C.E	C	G.H	H		F.G.H	M	J.L.M*	J.M*	*
Net: Heard of before	86%	92%	80%	76%	87%	95%	84%	82%	89%	86%	90%	84%	78%	76%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L.M*	M*	*

**Dividends**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	28%	35%	21%	18%	27%	38%	25%	25%	32%	28%	31%	26%	19%	26%
		B			C	C.D			F.G.I	F.G	K.L.M	L*	*	K.L*
Somewhat confident	32%	34%	30%	25%	32%	38%	30%	37%	30%	31%	33%	29%	29%	32%
		B			C	C.D	F.H.I	F	F.H		K.L.M	*	*	K.L*
Not very confident	20%	18%	22%	25%	20%	16%	22%	17%	21%	19%	19%	27%	22%	13%
		A		D.E	E		G.H.I	G.I	G		M	J.L.M*	J.M*	*
Not at all confident	12%	8%	17%	17%	14%	7%	14%	14%	11%	13%	12%	9%	15%	21%
		A		D.E	E		H.I	H.I		H	K	*	J.K*	J.K.L*
Never heard of this before	8%	5%	10%	15%	7%	1%	9%	8%	6%	9%	6%	8%	16%	8%
		A		D.E	E		G.H	H		G.H		J*	J.K.M*	J*
Net: Confident	60%	69%	51%	42%	59%	76%	55%	61%	62%	59%	64%	55%	48%	58%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L*	*	K.L*
Net: Not confident	33%	26%	39%	43%	34%	22%	36%	31%	32%	32%	31%	36%	37%	34%
		A		D.E	E		G.H.I	G.I	G			J.M*	J.M*	J*
Net: Heard of before	92%	95%	90%	85%	93%	99%	91%	92%	94%	91%	94%	92%	85%	92%
		B			C	C.D		F.I	F.G.I		K.L.M	L*	*	L*

**Endowment**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	18%	23%	12%	13%	15%	23%	15%	12%	21%	19%	18%	20%	13%	16%
		B			C	C.D	G		F.G.I	F.G	L.M	J.L.M*	*	L*
Somewhat confident	26%	29%	23%	23%	26%	29%	26%	26%	26%	26%	28%	21%	18%	37%
		B			C	C.D			F.G.I	G	K.L	L*	*	J.K.L*
Not very confident	26%	26%	27%	26%	30%	24%	28%	31%	24%	24%	29%	18%	26%	17%
		A		E	C.E		H.I	F.H.I		H	K.L.M	M*	K.M*	*
Not at all confident	15%	12%	19%	14%	16%	16%	16%	17%	15%	14%	15%	23%	12%	17%
		A		C	C.D		H.I	F.H.I	I		L	J.L.M*	*	J.L*
Never heard of this before	15%	10%	19%	24%	13%	8%	16%	14%	14%	16%	10%	18%	31%	13%
		A		D.E	E		G.H	H		F.G.H		J.M*	J.K.M*	J*
Net: Confident	44%	52%	36%	36%	41%	53%	41%	38%	47%	45%	46%	40%	31%	53%
		B			C	C.D	G		F.G.I	F.G	K.L	L*	*	J.K.L*
Net: Not confident	42%	38%	46%	40%	46%	40%	43%	48%	39%	39%	44%	41%	38%	34%
		A			C.E		H.I	F.H.I			K.L.M	L.M*	M*	*
Net: Heard of before	85%	90%	81%	76%	87%	92%	84%	86%	86%	84%	90%	82%	69%	87%
		B			C	C.D	I	F.I	F.G.I		K.L.M	L*	*	K.L*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

**Diversification**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	26%	13%	24%	44%	56%	28%	12%	23%	32%	24%	16%
		N	N.O	N.O	N.O.P*	T.V.W	**	W	R.T.V.W*	T.W	*
Somewhat confident	29%	28%	30%	29%	27%	29%	41%	29%	30%	28%	32%
		Q	N.P.Q	N.Q	*	T.V	**	V	T.V*		R.T.U.V*
Not very confident	19%	21%	21%	14%	11%	19%	18%	23%	19%	17%	25%
		P.Q	P.Q	Q	*	V	**	R.U.V	V*		R.T.U.V*
Not at all confident	13%	16%	14%	6%	3%	12%	20%	16%	12%	12%	14%
		O.P.Q	P.Q	Q	*		**	R.U.V.W	R*	R	R.U.V*
Never heard of this before	14%	22%	11%	6%	3%	12%	9%	10%	6%	19%	14%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	55%	41%	54%	73%	83%	58%	54%	52%	62%	52%	47%
		N	N.O	N.O	N.O.P*	T.V.W	**	W	R.T.V.W*	W	*
Net: Not confident	31%	37%	35%	20%	14%	30%	37%	39%	32%	29%	39%
		O.P.Q	P.Q	Q	*	V	**	R.U.V	R.V*		R.U.V*
Net: Heard of before	86%	78%	89%	94%	97%	88%	91%	90%	94%	81%	86%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*

**Dividends**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	28%	20%	28%	39%	46%	33%	30%	33%	34%	21%	21%
		N	N.O	N.O	N.O.P*	V.W	**	V.W	R.T.V.W*		*
Somewhat confident	32%	29%	33%	34%	36%	33%	37%	30%	37%	31%	31%
		N	N.O	N.O	N.O.P*	T.V.W	**		R.T.V.W*	T	T.V*
Not very confident	20%	24%	21%	14%	8%	19%	12%	22%	24%	21%	22%
		O.P.Q	P.Q	Q	*		**	R.V.W	R.T.V.W*	R	R.V*
Not at all confident	12%	14%	14%	10%	7%	10%	17%	11%	2%	16%	20%
		P.Q	P.Q	Q	*	U	**	R.U	*	R.T.U	R.T.U.V*
Never heard of this before	8%	13%	4%	2%	3%	6%	4%	4%	3%	12%	7%
		O.P.Q	P.Q		*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	60%	49%	61%	73%	82%	65%	67%	63%	71%	51%	52%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	33%	38%	35%	25%	15%	29%	29%	33%	26%	37%	41%
		O.P.Q	P.Q	Q	*	U	**	R.U	*	R.T.U	R.T.U.V*
Net: Heard of before	92%	87%	96%	98%	97%	94%	96%	96%	97%	88%	93%
		N	N.O	N.O	N.O*	V.W	**	R.V.W	R.T.V.W*		V*

**Endowment**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	18%	11%	16%	26%	37%	20%	21%	18%	20%	15%	13%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	T.V.W*	W	*
Somewhat confident	26%	22%	26%	32%	35%	29%	19%	27%	30%	24%	19%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*
Not very confident	26%	26%	30%	27%	14%	26%	34%	32%	29%	24%	33%
		Q	N.P.Q	N.Q	*	V	**	R.U.V	R.V*		R.U.V*
Not at all confident	15%	16%	19%	10%	10%	16%	17%	15%		15%	18%
		P.Q	N.P.Q	Q	*	T.V	**		R.T.V*		R.T.U.V*
Never heard of this before	15%	25%	9%	4%	3%	10%	9%	8%	5%	23%	19%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	44%	33%	42%	58%	72%	48%	40%	45%	49%	39%	31%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*
Net: Not confident	42%	42%	49%	37%	24%	41%	51%	47%	45%	39%	50%
		P.Q	N.P.Q	Q	*	V	**	R.U.V	R.V*		R.T.U.V*
Net: Heard of before	85%	75%	91%	96%	97%	90%	91%	92%	95%	77%	81%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Diversification**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	26%	24%	26%	17%	26%	43%	20%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	29%	24%	31%	24%	29%	36%	33%
			X		Z	Z.AA.AC	Z.AA
Not very confident	19%	20%	18%	23%	23%	11%	14%
		Y		AB.AC	AB.AC		AB
Not at all confident	13%	14%	12%	15%	13%	7%	15%
		Y		AA.AB	AB		Z.AA.AB
Never heard of this before	14%	18%	12%	22%	9%	3%	19%
		Y		AA.AB.AC	AB		AA.AB
Net: Confident	55%	48%	57%	41%	55%	79%	52%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	31%	34%	31%	37%	36%	18%	29%
		Y		AA.AB.AC	AB.AC		AB
Net: Heard of before	86%	82%	88%	78%	91%	97%	81%
			X		Z.AC	Z.AA.AC	Z

**Dividends**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	28%	26%	29%	21%	31%	42%	21%
			X		Z.AC	Z.AA.AC	
Somewhat confident	32%	28%	33%	29%	32%	37%	32%
			X		Z	Z.AA.AC	Z.AA
Not very confident	20%	22%	19%	24%	22%	13%	17%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	12%	16%	11%	15%	12%	6%	19%
		Y		AA.AB	AB		Z.AA.AB
Never heard of this before	8%	8%	7%	12%	4%	2%	11%
		Y		AA.AB.AC	AB		AA.AB
Net: Confident	60%	54%	62%	50%	63%	78%	53%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	33%	38%	30%	38%	34%	19%	36%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	92%	92%	93%	88%	96%	98%	89%
			X		Z.AC	Z.AA.AC	Z

**Endowment**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	18%	15%	18%	14%	15%	29%	15%
			X		Z	Z.AA.AC	Z.AA
Somewhat confident	26%	23%	27%	25%	27%	30%	21%
			X	AC	Z.AC	Z.AA.AC	
Not very confident	26%	28%	25%	27%	30%	22%	25%
		Y		AB.AC	Z.AB.AC		AB
Not at all confident	15%	16%	15%	16%	19%	9%	17%
		Y		AB	Z.AB.AC		Z.AB
Never heard of this before	15%	17%	14%	18%	10%	10%	23%
		Y		AA.AB			Z.AA.AB
Net: Confident	44%	38%	46%	39%	41%	59%	36%
			X	AC	Z.AC	Z.AA.AC	
Net: Not confident	42%	45%	41%	43%	49%	31%	42%
		Y		AB.AC	Z.AB.AC		AB
Net: Heard of before	85%	83%	86%	82%	90%	90%	77%
			X	AC	Z.AC	Z.AC	

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US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Diversification**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	26%	24%	26%	36%	25%	40%	19%	39%	22%	21%	42%	11%	32%	28%
Somewhat confident	29%	30%	32%	36%	30%	21%	30%	28%	27%	26%	37%	45%	22%	28%
Not very confident	19%	20%	18%	15%	18%	13%	18%	11%	19%	19%	8%	9%	-	19%
Not at all confident	13%	13%	13%	7%	15%	13%	16%	9%	15%	14%	13%	13%	-	10%
Never heard of this before	14%	13%	11%	5%	11%	13%	17%	13%	16%	20%	-	22%	45%	16%
Net: Confident	55%	54%	58%	72%	56%	61%	49%	67%	49%	47%	79%	56%	55%	56%
Net: Not confident	31%	33%	31%	22%	33%	26%	34%	20%	34%	33%	21%	23%	-	29%
Net: Heard of before	86%	87%	89%	95%	89%	87%	83%	87%	84%	80%	100%	79%	55%	84%

**Dividends**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	28%	27%	26%	35%	25%	30%	20%	28%	24%	20%	36%	-	11%	36%
Somewhat confident	32%	33%	37%	42%	35%	28%	38%	27%	29%	29%	18%	34%	13%	32%
Not very confident	20%	21%	19%	11%	18%	21%	18%	22%	23%	24%	31%	33%	19%	13%
Not at all confident	12%	13%	13%	11%	14%	13%	17%	16%	15%	17%	15%	27%	-	9%
Never heard of this before	8%	7%	6%	2%	7%	8%	7%	7%	9%	10%	-	6%	57%	10%
Net: Confident	60%	59%	63%	77%	61%	58%	58%	56%	53%	49%	54%	34%	24%	67%
Net: Not confident	33%	34%	31%	21%	32%	34%	35%	38%	38%	41%	46%	60%	19%	23%
Net: Heard of before	92%	93%	94%	98%	93%	92%	93%	93%	91%	90%	100%	94%	43%	90%

**Endowment**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	18%	16%	16%	23%	16%	23%	12%	26%	14%	14%	21%	-	11%	27%
Somewhat confident	26%	27%	29%	31%	29%	30%	25%	24%	24%	24%	19%	28%	22%	23%
Not very confident	26%	27%	26%	22%	22%	22%	23%	20%	26%	30%	35%	35%	-	23%
Not at all confident	15%	16%	15%	14%	17%	11%	21%	16%	16%	15%	19%	25%	27%	13%
Never heard of this before	15%	14%	14%	9%	17%	13%	19%	14%	19%	18%	5%	11%	40%	15%
Net: Confident	44%	43%	45%	54%	45%	53%	37%	50%	39%	38%	40%	28%	33%	49%
Net: Not confident	42%	43%	41%	37%	39%	33%	44%	36%	42%	44%	55%	61%	27%	36%
Net: Heard of before	85%	86%	86%	91%	83%	87%	81%	86%	81%	82%	95%	89%	60%	85%

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Diversification**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	26%	40%	31%	24%	14%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	29%	31%	32%	29%	25%
		AS.AT*	AQ.AS.AT	AT	*
Not very confident	19%	19%	19%	18%	26%
		*	AS		AQ.AR.AS*
Not at all confident	13%	11%	10%	13%	10%
		AR*		AQ.AR.AT	AR*
Never heard of this before	14%	-	8%	15%	24%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	55%	71%	63%	53%	40%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	31%	29%	29%	32%	36%
		AR*		AQ.AR	AQ.AR.AS*
Net: Heard of before	86%	100%	92%	85%	76%
		AR.AS.AT*	AS.AT	AT	*

**Dividends**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	28%	38%	33%	28%	16%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	32%	35%	38%	31%	26%
		AS.AT*	AQ.AS.AT	AT	*
Not very confident	20%	19%	18%	20%	23%
		AR*		AQ.AR	AQ.AR.AS*
Not at all confident	12%	8%	6%	14%	14%
		AR*		AQ.AR.AT	AQ.AR*
Never heard of this before	8%	-	5%	7%	22%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	60%	73%	72%	58%	42%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	33%	27%	24%	34%	36%
		AR*		AQ.AR	AQ.AR.AS*
Net: Heard of before	92%	100%	95%	93%	78%
		AR.AS.AT*	AS.AT	AT	*

**Endowment**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	18%	24%	26%	16%	15%
		AS.AT*	AQ.AS.AT		*
Somewhat confident	26%	40%	27%	26%	14%
		AR.AS.AT*	AS.AT	AT	*
Not very confident	26%	21%	26%	26%	31%
		*	AQ	AQ	AQ.AR.AS*
Not at all confident	15%	13%	15%	16%	10%
		AT*	AQ.AT	AQ.AR.AT	*
Never heard of this before	15%	2%	6%	16%	30%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	44%	64%	52%	42%	29%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	42%	34%	41%	42%	41%
		*	AQ	AQ.AR.AT	AQ*
Net: Heard of before	85%	98%	94%	84%	70%
		AR.AS.AT*	AS.AT	AT	*

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Escrow**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	26%	30%	22%	14%	23%	38%	23%	24%	27%	27%	28%	26%	18%	22%
		B			C	C.D		F	F.G	F.G	K.L.M	L.M*	*	L*
Somewhat confident	32%	33%	32%	22%	35%	39%	32%	29%	35%	31%	35%	22%	31%	28%
		B			C	C.D	G.I		F.G.I	G	K.L.M	*	K.M*	K*
Not very confident	18%	18%	17%	20%	20%	14%	18%	21%	16%	16%	18%	17%	19%	14%
		B			E		H.I	F.H.I			K.M	M*	J.K.M*	*
Not at all confident	13%	12%	15%	21%	13%	7%	13%	18%	12%	11%	11%	20%	12%	23%
			A	D.E	E		H.I	F.H.I	I			J.L*	J*	J.K.L*
Never heard of this before	11%	8%	14%	23%	8%	2%	13%	8%	9%	15%	8%	15%	20%	13%
			A	D.E	E		G.H		G	F.G.H		J.M*	J.K.M*	J*
Net: Confident	58%	63%	54%	36%	59%	78%	56%	53%	62%	58%	63%	48%	49%	50%
		B			C	C.D	G		F.G.I	F.G	K.L.M	*	K*	K.L*
Net: Not confident	31%	30%	32%	41%	33%	20%	32%	39%	29%	27%	29%	37%	31%	37%
			A	D.E	E		H.I	F.H.I	I			J.L*	J*	J.L*
Net: Heard of before	89%	92%	86%	77%	92%	98%	87%	92%	91%	85%	92%	85%	80%	87%
		B			C	C.D	I	F.H.I	F.I		K.L.M	L*	*	K.L*

**FICO Score**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	30%	37%	23%	20%	33%	35%	25%	26%	36%	26%	31%	29%	27%	24%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	M*	*
Somewhat confident	32%	33%	32%	28%	33%	36%	32%	39%	27%	37%	33%	30%	25%	39%
		B			C	C.D	H	F.H.I		F.H	K.L	L*	*	J.K.L*
Not very confident	17%	16%	19%	19%	18%	15%	23%	16%	16%	16%	18%	13%	22%	12%
			A	D.E	E		G.H.I	I	I		K.M	M*	J.K.M*	*
Not at all confident	10%	8%	11%	11%	9%	9%	9%	10%	11%	9%	8%	17%	7%	12%
			A	D.E	E			F.I	F.G.I	F	L	J.L.M*	*	J.L*
Never heard of this before	11%	6%	15%	22%	6%	5%	12%	10%	10%	12%	9%	12%	19%	13%
			A	D.E	E		G.H.I		G	G.H		J*	J.K.M*	J.K*
Net: Confident	62%	70%	55%	48%	66%	71%	56%	64%	63%	64%	65%	58%	52%	63%
		B			C	C.D		F.H.I	F	F.H	K.L.M	L*	*	K.L*
Net: Not confident	27%	24%	30%	31%	27%	24%	31%	26%	27%	25%	27%	30%	29%	24%
			A	D.E	E		G.H.I	I	G.I		M	J.L.M*	J.M*	*
Net: Heard of before	89%	94%	85%	78%	94%	95%	88%	90%	90%	88%	91%	88%	81%	87%
		B			C	C.D		F.H.I	F.I	F	K.L.M	L.M*	*	L*

**Fixed-Rate Mortgage**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	37%	46%	29%	23%	33%	54%	31%	34%	42%	37%	41%	31%	30%	28%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	M*	*
Somewhat confident	30%	27%	32%	25%	36%	28%	30%	34%	27%	30%	31%	29%	22%	30%
			A		C.E	C	H	F.H.I		H	K.L.M	L*	*	K.L*
Not very confident	16%	14%	18%	23%	15%	10%	19%	13%	16%	15%	15%	15%	21%	16%
			A	D.E	E		G.H.I		G.I	G		*	J.K.M*	J.K*
Not at all confident	10%	8%	12%	15%	10%	6%	14%	12%	8%	8%	7%	14%	17%	16%
			A	D.E	E		G.H.I	H.I				J*	J.K.M*	J.K*
Never heard of this before	8%	6%	9%	15%	6%	2%	6%	7%	7%	10%	6%	11%	11%	10%
			A	D.E	E			F	F	F.G.H		J.L.M*	J.M*	J*
Net: Confident	67%	73%	61%	47%	69%	82%	61%	68%	69%	67%	73%	60%	52%	58%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L.M*	*	L*
Net: Not confident	26%	21%	30%	38%	25%	16%	33%	25%	24%	23%	22%	29%	37%	31%
			A	D.E	E		G.H.I	H.I	I			J*	J.K.M*	J.K*
Net: Heard of before	92%	94%	91%	85%	94%	98%	94%	93%	93%	90%	94%	89%	89%	90%
		B			C	C.D	G.H.I	I	I		K.L.M	*	K*	K.L*

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Financial Terms

US nationally representative sample: January 26-29, 2018



**Escrow**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	26%	18%	26%	33%	45%	32%	29%	33%	38%	15%	22%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*
Somewhat confident	32%	34%	28%	34%	39%	38%	38%	37%	38%	25%	20%
		O	N.O	N.O	N.O.P*	T.V.W	**	V.W	T.V.W*	W	*
Not very confident	18%	17%	21%	18%	8%	14%	11%	19%	16%	21%	32%
		Q	N.P.Q	N.Q	*	R.U	**	R*U	R*	R.T.U	R.T.U.V*
Not at all confident	13%	14%	17%	11%	4%	10%	21%	6%	7%	20%	15%
		P.Q	N.P.Q	Q	*	T.U	**	T*	R.T.U.W	R.T.U*	
Never heard of this before	11%	17%	8%	4%	4%	7%	-	6%	2%	19%	11%
		O.P.Q	P.Q	*	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	58%	52%	54%	67%	84%	69%	68%	70%	76%	40%	42%
		N	N.O	N.O	N.O.P*	V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	31%	31%	38%	29%	12%	24%	32%	25%	22%	41%	47%
		P.Q	N.P.Q	Q	*	U	**	R.U	*	R.T.U	R.T.U.V*
Net: Heard of before	89%	83%	92%	96%	96%	93%	100%	94%	99%	81%	89%
		N	N.O	N.O	N.O*	V.W	**	R.V.W	R.T.V.W*		V*

**FICO Score**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	30%	22%	27%	44%	49%	33%	25%	31%	28%	27%	25%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	U.V.W	V.W*	W	*
Somewhat confident	32%	29%	38%	32%	27%	34%	53%	36%	33%	27%	33%
		Q	N.P.Q	N.Q	*	U.V.W	**	R.U.V.W	V*		V*
Not very confident	17%	21%	16%	14%	14%	15%	14%	18%	14%	20%	24%
		O.P.Q	P.Q	*	*	U	**	R.U	*	R.T.U	R.T.U.V*
Not at all confident	10%	11%	12%	5%	5%	10%	4%	8%	11%	9%	10%
		P.Q	N.P.Q	P*	T.V.W	**	**	R.T.V.W*	T	T.V*	
Never heard of this before	11%	17%	7%	5%	5%	8%	5%	7%	14%	16%	9%
		O.P.Q	P.Q	P*	T	**	**	R.T.W*	R.T.U.W	R.T*	
Net: Confident	62%	51%	65%	77%	76%	67%	78%	67%	61%	54%	58%
		N	N.O.Q	N.O*	U.V.W	**	R.U.V.W	V.W*			V*
Net: Not confident	27%	32%	28%	19%	19%	25%	17%	26%	25%	30%	34%
		O.P.Q	P.Q	*	*	**	**	R.U	*	R.T.U	R.T.U.V*
Net: Heard of before	89%	83%	93%	95%	95%	92%	95%	93%	86%	84%	91%
		N	N.O.Q	N.O*	U.V.W	**	R.U.V.W	V*			U.V*

**Fixed-Rate Mortgage**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	37%	28%	34%	50%	63%	46%	24%	44%	36%	26%	30%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	U.V.W	V.W*		V*
Somewhat confident	30%	31%	30%	27%	25%	28%	51%	32%	41%	27%	36%
		O.P.Q	P.Q	Q	*	V	**	R.V	R.T.V.W*		R.T.V*
Not very confident	16%	15%	20%	15%	6%	13%	8%	13%	20%	20%	16%
		Q	N.P.Q	Q	*	**	**	R.T.W*	R.T.W	R.T*	
Not at all confident	10%	13%	10%	5%	3%	7%	18%	6%	2%	15%	12%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Never heard of this before	8%	12%	5%	3%	3%	6%	-	5%	2%	12%	7%
		O.P.Q	P.Q	P*	T.U	**	**	U	*	R.T.U.W	R.T.U*
Net: Confident	67%	60%	65%	77%	87%	74%	75%	76%	76%	53%	65%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.V.W*		V*
Net: Not confident	26%	28%	31%	20%	9%	20%	26%	19%	22%	35%	28%
		P.Q	N.P.Q	Q	*	T	**	R.T*	R.T*	R.T.U.W	R.T.U*
Net: Heard of before	92%	88%	95%	97%	97%	94%	100%	95%	98%	88%	93%
		N	N.O.Q	N.O*	V.W	**	R.V.W	R.T.V.W*			V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Escrow**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	26%	25%	26%	19%	31%	36%	19%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	32%	33%	32%	30%	31%	40%	28%
		Y		AC	Z.AC	Z.AA.AC	
Not very confident	18%	19%	17%	19%	18%	15%	17%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	13%	13%	13%	17%	12%	6%	16%
		Y		AA.AB.AC	AB		AA.AB
Never heard of this before	11%	10%	11%	15%	8%	2%	19%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	58%	58%	59%	49%	62%	77%	47%
			X	AC	Z.AC	Z.AA.AC	A
Net: Not confident	31%	32%	30%	36%	30%	22%	34%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	89%	90%	89%	85%	92%	98%	81%
		Y		AC	Z.AC	Z.AA.AC	

**FICO Score**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	30%	30%	30%	22%	30%	48%	21%
				AC	Z.AC	Z.AA.AC	
Somewhat confident	32%	30%	33%	32%	39%	30%	24%
			X	AB.AC	Z.AB.AC	AC	A
Not very confident	17%	20%	17%	22%	15%	12%	19%
		Y		AA.AB.AC	AB		AA.AB
Not at all confident	10%	12%	9%	10%	11%	7%	12%
		Y		AB	Z.AB		Z.AA.AB
Never heard of this before	11%	9%	12%	14%	6%	4%	23%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	62%	60%	63%	54%	69%	78%	45%
			X	AC	Z.AC	Z.AA.AC	
Net: Not confident	27%	31%	25%	32%	25%	19%	31%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	89%	91%	88%	86%	94%	96%	77%
		Y		AC	Z.AC	Z.AA.AC	A

**Fixed-Rate Mortgage**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	37%	37%	37%	25%	42%	60%	28%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	30%	30%	29%	35%	28%	25%	28%
		Y		AA.AB.AC	AB		AA.AB
Not very confident	16%	16%	16%	16%	20%	11%	16%
			X	AB	Z.AB.AC		Z.AB
Not at all confident	10%	11%	9%	14%	6%	4%	14%
		Y		AA.AB	AB		AA.AB
Never heard of this before	8%	6%	8%	11%	5%	1%	14%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	67%	67%	67%	59%	69%	84%	56%
				AC	Z.AC	Z.AA.AC	A
Net: Not confident	26%	27%	25%	30%	26%	15%	30%
		Y		AA.AB	AB		Z.AA.AB
Net: Heard of before	92%	94%	92%	89%	95%	99%	86%
		Y		AC	Z.AC	Z.AA.AC	AE.A

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Escrow**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	26%	25%	23%	33%	22%	23%	19%	26%	20%	19%	30%	-	24%	30%
Somewhat confident	32%	33%	33%	35%	34%	38%	34%	24%	32%	25%	27%	39%	10%	35%
Not very confident	18%	19%	19%	16%	17%	15%	21%	17%	19%	21%	16%	6%	-	13%
Not at all confident	13%	13%	15%	11%	15%	14%	16%	23%	16%	23%	21%	37%	10%	10%
Never heard of this before	11%	10%	9%	5%	11%	9%	10%	10%	13%	15%	5%	18%	57%	12%
Net: Confident	58%	58%	57%	68%	57%	62%	54%	50%	52%	44%	57%	39%	33%	65%
Net: Not confident	31%	32%	34%	27%	32%	29%	36%	40%	36%	41%	38%	43%	10%	23%
Net: Heard of before	89%	90%	91%	95%	89%	91%	90%	90%	87%	85%	95%	82%	43%	88%

**FICO Score**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	30%	29%	32%	42%	31%	27%	29%	29%	28%	24%	33%	-	11%	30%
Somewhat confident	32%	33%	30%	36%	32%	38%	32%	32%	32%	30%	24%	38%	22%	37%
Not very confident	17%	19%	19%	11%	14%	16%	18%	23%	20%	22%	28%	35%	10%	11%
Not at all confident	10%	10%	10%	6%	13%	11%	11%	10%	9%	11%	16%	10%	-	9%
Never heard of this before	11%	9%	9%	5%	10%	8%	11%	10%	11%	13%	-	17%	57%	14%
Net: Confident	62%	62%	62%	78%	63%	66%	61%	57%	59%	54%	57%	38%	33%	67%
Net: Not confident	27%	29%	29%	17%	27%	27%	29%	33%	30%	33%	43%	45%	10%	20%
Net: Heard of before	89%	91%	91%	95%	90%	92%	89%	90%	89%	87%	100%	83%	43%	86%

**Fixed-Rate Mortgage**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	37%	36%	37%	51%	37%	39%	32%	37%	30%	24%	36%	22%	42%	39%
Somewhat confident	30%	31%	31%	27%	28%	21%	34%	27%	29%	32%	28%	28%	13%	29%
Not very confident	16%	16%	15%	11%	15%	18%	16%	11%	18%	18%	19%	28%	-	14%
Not at all confident	10%	10%	11%	9%	12%	14%	11%	17%	13%	14%	17%	11%	15%	9%
Never heard of this before	8%	6%	7%	2%	8%	8%	7%	8%	10%	12%	-	11%	30%	9%
Net: Confident	67%	67%	68%	77%	65%	60%	65%	64%	59%	56%	64%	49%	55%	68%
Net: Not confident	26%	26%	25%	20%	27%	32%	27%	28%	31%	32%	36%	39%	15%	23%
Net: Heard of before	92%	94%	93%	98%	92%	92%	93%	92%	90%	88%	100%	89%	70%	91%

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Escrow**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	26%	45%	36%	24%	13%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	32%	37%	37%	33%	20%
		AS.AT*	AS.AT	AT	*
Not very confident	18%	10%	14%	19%	24%
		*	AQ	AQ.AR	AQ.AR.AS*
Not at all confident	13%	7%	12%	14%	10%
		*	AQ.AT	AQ.AR.AT	AQ*
Never heard of this before	11%	2%	3%	11%	34%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	58%	82%	72%	56%	32%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	31%	17%	25%	33%	34%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Heard of before	89%	98%	97%	89%	66%
		AR.AS.AT*	AS.AT	AT	*

**FICO Score**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	30%	46%	32%	29%	17%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	32%	34%	37%	32%	20%
		AS.AT*	AQ.AS.AT	AT	*
Not very confident	17%	16%	19%	17%	20%
		*	AQ.AS	AQ	AQ.AS*
Not at all confident	10%	4%	6%	11%	14%
		*	AQ	AQ.AR	AQ.AR.AS*
Never heard of this before	11%	-	6%	11%	30%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	62%	80%	69%	62%	36%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	27%	20%	25%	27%	34%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Heard of before	89%	100%	94%	89%	70%
		AR.AS.AT*	AS.AT	AT	*

**Fixed-Rate Mortgage**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	37%	57%	44%	36%	15%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	30%	31%	26%	31%	27%
		AR.AT*		AR.AT	AR*
Not very confident	16%	7%	21%	15%	21%
		*	AQ.AS	AQ	AQ.AS*
Not at all confident	10%	4%	6%	11%	13%
		*	AQ	AQ.AR	AQ.AR.AS*
Never heard of this before	8%	1%	2%	7%	24%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	67%	88%	70%	67%	41%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	26%	11%	27%	26%	34%
		*	AQ.AS	AQ	AQ.AR.AS*
Net: Heard of before	92%	99%	98%	93%	76%
		AR.AS.AT*	AS.AT	AT	*

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US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Garnishment**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	34%	38%	30%	21%	36%	42%	25%	34%	38%	33%	36%	42%	18%	27%
		B			C	C.D		F.I	F.G.I	F	L.M	J.L.M*	*	L*
Somewhat confident	27%	27%	28%	19%	30%	32%	27%	34%	26%	25%	30%	22%	20%	28%
			A		C	C.D	H.I	F.H.I	I		K.L.M	L*	*	K.L*
Not very confident	15%	14%	16%	19%	17%	10%	15%	14%	14%	17%	14%	14%	22%	15%
			A	D.E	E		G.H			F.G.H		J*	J.K.M*	J.K*
Not at all confident	11%	9%	12%	16%	8%	8%	18%	7%	9%	11%	10%	9%	12%	13%
			A	D.E	E		G.H.I		G	G.H	K	*	J.K*	J.K*
Never heard of this before	13%	11%	15%	24%	8%	8%	15%	11%	13%	14%	10%	12%	27%	18%
			A	D.E	E		G.H.I		G	G.H		J*	J.K.M*	J.K*
Net: Confident	61%	65%	57%	40%	66%	75%	52%	68%	64%	58%	66%	64%	39%	55%
		B			C	C.D		F.H.I	F.I	F	K.L.M	L.M*	*	L*
Net: Not confident	26%	24%	28%	35%	26%	18%	33%	21%	23%	28%	24%	24%	34%	27%
			A	D.E	E		G.H.I		G	G.H	K	*	J.K.M*	J.K*
Net: Heard of before	87%	89%	85%	76%	92%	92%	85%	89%	87%	86%	90%	88%	73%	82%
		B			C	C.D		F.H.I	F.I	F	K.L.M	L.M*	*	L*

**IRA (Individual Retirement Account)**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	30%	35%	25%	22%	25%	40%	22%	28%	32%	33%	34%	24%	19%	28%
		B			C	C.D		F	F.G	F.G.H	K.L.M	L*	*	K.L*
Somewhat confident	34%	35%	33%	23%	39%	39%	37%	35%	35%	29%	34%	36%	35%	32%
		B			C	C	G.H.I	H.I	I		M	J.L.M*	J.M*	*
Not very confident	19%	20%	19%	25%	19%	15%	21%	20%	19%	18%	19%	19%	25%	16%
		B		D.E	E		G.H.I	H.I	I		M	J.M*	J.K.M*	*
Not at all confident	9%	5%	13%	13%	10%	4%	11%	9%	9%	8%	8%	12%	6%	15%
			A	D.E	E		G.H.I	I	I		L	J.L*	*	J.K.L*
Never heard of this before	8%	5%	10%	16%	6%	1%	10%	7%	5%	11%	6%	9%	15%	9%
			A	D.E	E		G.H	H		F.G.H		J*	J.K.M*	J.K*
Net: Confident	64%	70%	58%	46%	65%	80%	59%	64%	67%	63%	67%	60%	54%	60%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L*	*	L*
Net: Not confident	28%	25%	32%	38%	29%	19%	31%	29%	28%	26%	27%	32%	31%	31%
			A	D.E	E		G.H.I	H.I	I			J.L.M*	J*	J*
Net: Heard of before	92%	95%	90%	84%	94%	99%	90%	93%	95%	89%	94%	91%	85%	91%
		B			C	C.D	I	F.I	F.G.I		K.L.M	L.M*	*	L*

**Index Fund**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	13%	20%	7%	10%	14%	15%	11%	10%	15%	14%	13%	12%	13%	16%
		B			C	C.D	G		F.G.I	F.G	K.L	*	K*	J.K.L*
Somewhat confident	17%	21%	13%	16%	19%	17%	20%	15%	16%	18%	17%	15%	18%	18%
		B			C.E	C	G.H.I		G	G.H	K	*	J.K*	J.K*
Not very confident	27%	30%	25%	23%	26%	33%	22%	25%	32%	25%	27%	33%	28%	20%
		B			C	C.D		F	F.G.I	F	M	J.L.M*	J.M*	*
Not at all confident	22%	17%	27%	18%	21%	26%	25%	24%	20%	21%	24%	19%	16%	21%
			A		C	C.D	G.H.I	H.I		H	K.L.M	L*	*	K.L*
Never heard of this before	21%	12%	29%	33%	21%	10%	21%	27%	17%	22%	19%	21%	25%	25%
			A	D.E	E		H	F.H.I		F.H		J*	J.K*	J.K*
Net: Confident	30%	41%	19%	26%	32%	31%	31%	24%	31%	32%	30%	26%	31%	34%
		B			C.E	C	G		F.G	F.G.H	K	*	J.K*	J.K.L*
Net: Not confident	49%	47%	52%	41%	47%	59%	48%	49%	52%	46%	51%	52%	44%	41%
			A		C	C.D	I	F.I	F.G.I		L.M	J.L.M*	M*	*
Net: Heard of before	79%	88%	71%	67%	79%	90%	79%	73%	83%	78%	81%	79%	75%	75%
		B			C	C.D	G.I		F.G.I	G	K.L.M	L.M*	*	*

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Financial Terms

US nationally representative sample: January 26-29, 2018



**Garnishment**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	34%	24%	35%	46%	51%	37%	45%	43%	40%	26%	26%
		N	N.O	N.O	N.O.P*	V.W	**	R.U.V.W	R.V.W*		*
Somewhat confident	27%	27%	29%	26%	24%	32%	32%	30%	34%	20%	22%
		P.Q	N.P.Q	Q	*	T.V.W	**	V.W	R.T.V.W*		V*
Not very confident	15%	15%	18%	14%	10%	12%	10%	14%	17%	18%	28%
		P.Q	N.P.Q	Q	*		**	R	R.T*	R.T.U	R.T.U.V*
Not at all confident	11%	13%	9%	7%	11%	10%	9%	6%	7%	13%	10%
		O.P.Q	P		O.P*	T.U	**		T*	R.T.U.W	T.U*
Never heard of this before	13%	21%	9%	7%	4%	8%	5%	7%	2%	23%	15%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	61%	51%	64%	73%	75%	69%	76%	73%	75%	46%	48%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*
Net: Not confident	26%	28%	27%	21%	21%	22%	19%	20%	24%	31%	38%
		O.P.Q	P.Q		*	T	**		R.T*	R.T.U	R.T.U.V*
Net: Heard of before	87%	79%	91%	93%	96%	92%	95%	93%	99%	77%	85%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*

**IRA (Individual Retirement Account)**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	30%	20%	28%	45%	51%	34%	25%	35%	39%	23%	19%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*	W	*
Somewhat confident	34%	34%	35%	35%	33%	38%	22%	34%	44%	29%	30%
		Q	N.Q	N.Q	*	T.V.W	**	V.W	R.T.V.W*		V*
Not very confident	19%	21%	23%	13%	10%	16%	32%	20%	11%	23%	28%
		P.Q	N.P.Q	Q	*	U	**	R.U	*	R.T.U	R.T.U.V*
Not at all confident	9%	11%	11%	2%	3%	6%	20%	7%	6%	12%	16%
		P.Q	N.P.Q		P*	U	**	R.U	*	R.T.U	R.T.U.V*
Never heard of this before	8%	13%	4%	4%	3%	6%	-	4%	-	12%	7%
		O.P.Q	Q	O.Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	64%	54%	62%	80%	84%	72%	47%	69%	84%	52%	49%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*
Net: Not confident	28%	33%	34%	16%	13%	22%	53%	27%	16%	35%	44%
		P.Q	N.P.Q	Q	*	U	**	R.U	*	R.T.U	R.T.U.V*
Net: Heard of before	92%	87%	96%	96%	97%	94%	100%	96%	100%	88%	93%
		N.P	N	N	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*

**Index Fund**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	13%	8%	11%	23%	26%	15%	7%	16%	12%	10%	12%
		N	N.O	N.O	N.O.P*	U.V.W	**	R.U.V.W	V*		V*
Somewhat confident	17%	14%	17%	19%	29%	21%	23%	13%	14%	13%	15%
		N	N.O	N.O	N.O.P*	T.U.V.W	**		T.V*	T	T.V*
Not very confident	27%	27%	30%	28%	18%	27%	25%	28%	30%	27%	24%
		Q	N.P.Q	N.Q	*	W	**	R.V.W	R.T.V.W*	W	*
Not at all confident	22%	24%	23%	19%	16%	20%	20%	25%	24%	22%	28%
		O.P.Q	P.Q	Q	*		**	R.U.V	R.V*	R	R.T.U.V*
Never heard of this before	21%	28%	19%	11%	11%	16%	25%	18%	19%	27%	21%
		O.P.Q	P.Q	Q	*		**	R	R.T*	R.T.U.W	R.T.U*
Net: Confident	30%	22%	28%	42%	55%	36%	30%	28%	26%	23%	27%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	U.V.W	V*		V*
Net: Not confident	49%	51%	53%	47%	34%	48%	45%	53%	54%	49%	52%
		P.Q	N.P.Q	Q	*		**	R.V.W	R.T.V.W*	R	R.V*
Net: Heard of before	79%	72%	81%	89%	89%	84%	75%	82%	81%	73%	79%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	U.V.W	V.W*		V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Garnishment**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	34%	35%	33%	27%	39%	43%	27%
		Y			Z.AC	Z.AA.AC	
Somewhat confident	27%	26%	28%	30%	28%	26%	24%
			X	AA.AB.AC	AB.AC	AC	A
Not very confident	15%	18%	14%	18%	13%	12%	17%
		Y		AA.AB.AC	AB		AA.AB
Not at all confident	11%	11%	10%	11%	11%	10%	10%
		Y		AA.AB.AC	AB.AC		AB
Never heard of this before	13%	11%	14%	14%	10%	10%	22%
			X	AA.AB			Z.AA.AB
Net: Confident	61%	61%	61%	56%	67%	69%	51%
			X	AC	Z.AC	Z.AA.AC	
Net: Not confident	26%	29%	25%	29%	24%	22%	27%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	87%	89%	86%	86%	90%	90%	78%
		Y		AC	Z.AC	Z.AC	

**IRA (Individual Retirement Account)**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	30%	26%	31%	21%	34%	43%	23%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	34%	33%	34%	31%	36%	37%	34%
			X		Z.AC	Z.AA.AC	Z
Not very confident	19%	24%	17%	23%	20%	14%	17%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	9%	10%	9%	13%	6%	5%	12%
		Y		AA.AB.AC	AB		AA.AB
Never heard of this before	8%	7%	8%	11%	4%	1%	14%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	64%	60%	66%	53%	71%	80%	56%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	28%	34%	26%	36%	25%	18%	29%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	92%	93%	92%	89%	96%	99%	86%
		Y		AC	Z.AC	Z.AA.AC	

**Index Fund**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	13%	14%	12%	8%	12%	25%	7%
		Y		AC	Z.AC	Z.AA.AC	
Somewhat confident	17%	17%	17%	14%	18%	23%	14%
		Y		AC	Z.AC	Z.AA.AC	
Not very confident	27%	26%	28%	26%	29%	29%	26%
			X		Z.AB.AC	Z.AC	
Not at all confident	22%	19%	23%	23%	24%	15%	25%
			X	AB	Z.AB		Z.AA.AB
Never heard of this before	21%	23%	20%	28%	17%	8%	29%
		Y		AA.AB	AB		Z.AA.AB
Net: Confident	30%	32%	29%	23%	30%	48%	21%
		Y		AC	Z.AC	Z.AA.AC	
Net: Not confident	49%	45%	51%	49%	53%	43%	51%
			X	AB	Z.AB.AC		Z.AB
Net: Heard of before	79%	77%	80%	72%	83%	92%	71%
			X	AC	Z.AC	Z.AA.AC	AE

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Garnishment**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	34%	33%	32%	44%	35%	38%	29%	37%	29%	28%	39%	14%	21%	39%
Somewhat confident	27%	28%	30%	30%	26%	33%	27%	18%	24%	21%	25%	22%	22%	23%
Not very confident	15%	15%	13%	9%	13%	12%	14%	23%	16%	18%	23%	28%	-	17%
Not at all confident	11%	11%	11%	8%	11%	10%	13%	13%	13%	15%	13%	24%	-	9%
Never heard of this before	13%	13%	13%	9%	16%	7%	17%	9%	18%	18%	-	11%	57%	12%
Net: Confident	61%	61%	62%	73%	61%	72%	56%	55%	53%	49%	64%	37%	43%	62%
Net: Not confident	26%	26%	24%	18%	23%	21%	27%	36%	29%	33%	36%	52%	-	26%
Net: Heard of before	87%	87%	87%	91%	84%	93%	83%	91%	82%	82%	100%	89%	43%	88%

**IRA (Individual Retirement Account)**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	30%	28%	29%	42%	24%	37%	20%	30%	25%	22%	34%	-	35%	31%
Somewhat confident	34%	35%	35%	36%	37%	24%	40%	28%	32%	33%	19%	37%	19%	39%
Not very confident	19%	20%	19%	14%	20%	24%	21%	24%	23%	23%	35%	28%	-	16%
Not at all confident	9%	9%	12%	6%	11%	11%	11%	11%	11%	11%	12%	24%	-	4%
Never heard of this before	8%	7%	5%	1%	8%	6%	7%	7%	9%	10%	-	11%	45%	9%
Net: Confident	64%	63%	64%	78%	61%	62%	60%	58%	57%	55%	53%	37%	55%	70%
Net: Not confident	28%	30%	30%	20%	31%	32%	33%	35%	34%	35%	47%	52%	-	20%
Net: Heard of before	92%	93%	95%	99%	92%	94%	93%	93%	91%	90%	100%	89%	55%	91%

**Index Fund**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	13%	12%	12%	17%	12%	15%	6%	17%	11%	9%	23%	-	23%	17%
Somewhat confident	17%	16%	18%	22%	18%	26%	13%	15%	15%	12%	21%	29%	13%	21%
Not very confident	27%	29%	31%	31%	31%	14%	30%	21%	29%	31%	26%	22%	19%	20%
Not at all confident	22%	23%	19%	20%	20%	24%	23%	26%	20%	19%	12%	16%	-	21%
Never heard of this before	21%	20%	20%	10%	19%	21%	28%	21%	25%	27%	19%	34%	45%	20%
Net: Confident	30%	28%	30%	38%	30%	41%	19%	32%	26%	22%	44%	29%	35%	39%
Net: Not confident	49%	52%	50%	52%	51%	38%	53%	47%	49%	51%	37%	37%	19%	41%
Net: Heard of before	79%	80%	80%	90%	81%	79%	72%	79%	75%	73%	81%	66%	55%	80%

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Garnishment**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	34%	51% AR.AS.AT*	39% AS.AT	32% AT	24% *
Somewhat confident	27%	31% AR.AS.AT*	30% AS.AT	28% AT	18% *
Not very confident	15%	12% *	14% AQ	15% AQ.AR	17% AQ.AR.AS*
Not at all confident	11%	5% *	9% AQ.AT	11% AQ.AR.AT	8% AQ*
Never heard of this before	13%	- *	7% AQ	13% AQ.AR	33% AQ.AR.AS*
Net: Confident	61%	82% AR.AS.AT*	69% AS.AT	60% AT	41% *
Net: Not confident	26%	18% *	24% AQ	27% AQ.AR.AT	25% AQ.AR*
Net: Heard of before	87%	100% AR.AS.AT*	93% AS.AT	87% AT	67% *

**IRA (Individual Retirement Account)**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	30%	58% AR.AS.AT*	34% AS.AT	28% AT	20% *
Somewhat confident	34%	26% AT*	40% AQ.AS.AT	35% AQ.AT	25% *
Not very confident	19%	12% *	19% AQ.AT	20% AQ.AR.AT	17% AQ*
Not at all confident	9%	4% *	4% AQ	10% AQ.AR	13% AQ.AR.AS*
Never heard of this before	8%	- *	3% AQ	7% AQ.AR	26% AQ.AR.AS*
Net: Confident	64%	84% AR.AS.AT*	73% AS.AT	62% AT	45% *
Net: Not confident	28%	16% *	24% AQ	30% AQ.AR.AT	30% AQ.AR*
Net: Heard of before	92%	100% AR.AS.AT*	97% AS.AT	93% AT	74% *

**Index Fund**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	13%	24% AR.AS.AT*	20% AS.AT	11% AT	6% *
Somewhat confident	17%	28% AR.AS.AT*	19% AS	16% AS	20% AR.AS*
Not very confident	27%	21% *	26% AQ.AT	28% AQ.AR.AT	24% AQ*
Not at all confident	22%	22% AR.AT*	21% AT	23% AQ.AR.AT	13% *
Never heard of this before	21%	5% *	14% AQ	22% AQ.AR	38% AQ.AR.AS*
Net: Confident	30%	52% AR.AS.AT*	39% AS.AT	27% AT	26% *
Net: Not confident	49%	43% AT*	47% AQ.AT	51% AQ.AR.AT	36% *
Net: Heard of before	79%	95% AR.AS.AT*	86% AS.AT	78% AT	62% *

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US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Liability**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	32%	38%	26%	23%	31%	41%	26%	26%	36%	34%	34%	32%	24%	28%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L.M*	*	L*
Somewhat confident	39%	38%	39%	38%	37%	41%	32%	47%	38%	37%	40%	34%	38%	33%
			A	D		C.D		F.H.I	F.I	F	K.L.M	M*	K.M*	*
Not very confident	14%	13%	16%	16%	16%	12%	20%	12%	14%	13%	14%	16%	17%	13%
			A	D.E	E		G.H.I		G.I	G	M	J.M*	J.M*	*
Not at all confident	9%	6%	12%	12%	11%	5%	14%	10%	7%	8%	8%	9%	12%	18%
			A	D.E	E		G.H.I	H.I		H		J*	J.K*	J.K.L*
Never heard of this before	6%	5%	7%	11%	6%	2%	8%	4%	5%	8%	5%	9%	9%	9%
			A	D.E	E		G.H		G	F.G.H		J*	J.K*	J.K*
Net: Confident	70%	76%	64%	60%	68%	81%	58%	73%	74%	71%	74%	66%	62%	60%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L.M*	M*	*
Net: Not confident	24%	19%	28%	28%	27%	17%	34%	23%	21%	20%	21%	25%	29%	31%
			A	D.E	E		G.H.I	H.I	I			J*	J.K*	J.K.L*
Net: Heard of before	94%	95%	93%	89%	94%	98%	92%	96%	95%	92%	95%	91%	91%	91%
		B		C	C.D		I	F.H.I	F.I		K.L.M	L.M*	*	*

**Liquidity**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	24%	31%	18%	17%	23%	32%	21%	21%	26%	26%	27%	22%	14%	26%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L*	*	K.L*
Somewhat confident	29%	30%	28%	24%	32%	31%	26%	28%	30%	30%	30%	23%	27%	33%
		B			C.E	C		F	F.G	F.G	K.L	*	K*	J.K.L*
Not very confident	22%	21%	23%	27%	20%	19%	24%	27%	21%	17%	22%	23%	23%	17%
			A	D.E	E		H.I	F.H.I	I		M	M*	J.K.M*	*
Not at all confident	15%	13%	18%	17%	16%	14%	19%	13%	16%	15%	13%	20%	23%	13%
			A	D.E	E		G.H.I		G.I	G		J.M*	J.K.M*	*
Never heard of this before	9%	6%	13%	15%	9%	4%	9%	10%	7%	12%	7%	13%	12%	11%
			A	D.E	E		H	F.H		F.G.H		J.L.M*	J.M*	J*
Net: Confident	53%	61%	46%	42%	54%	63%	47%	50%	57%	56%	57%	44%	41%	59%
		B			C	C.D		F	F.G.I	F.G	K.L	L*	*	J.K.L*
Net: Not confident	37%	33%	42%	44%	37%	33%	44%	40%	36%	32%	36%	42%	47%	30%
			A	D.E	E		G.H.I	H.I	I		M	J.M*	J.K.M*	*
Net: Heard of before	91%	94%	88%	85%	91%	96%	91%	90%	93%	88%	93%	87%	88%	89%
		B		C	C.D		G.I	I	F.G.I		K.L.M	*	K*	K.L*

**MI (mortgage insurance)**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	24%	29%	20%	17%	24%	32%	22%	21%	28%	24%	27%	22%	17%	21%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L.M*	*	L*
Somewhat confident	30%	33%	27%	23%	31%	36%	29%	34%	29%	30%	31%	29%	34%	23%
		B			C	C.D		F.H.I	F	F.H	K.M	M*	J.K.M*	*
Not very confident	21%	19%	23%	22%	22%	19%	21%	18%	22%	21%	21%	19%	25%	18%
			A	D.E	E		G		G	G	K.M	M*	J.K.M*	*
Not at all confident	14%	11%	16%	20%	11%	10%	15%	18%	12%	11%	13%	16%	9%	22%
			A	D.E	E		H.I	F.H.I	I		L	J.L*	*	J.K.L*
Never heard of this before	11%	7%	15%	18%	12%	4%	13%	9%	10%	14%	9%	14%	15%	17%
			A	D.E	E		G.H		G	F.G.H		J*	J.K*	J.K.L*
Net: Confident	55%	63%	47%	40%	55%	67%	50%	55%	57%	54%	58%	51%	51%	44%
		B			C	C.D		F.I	F.G.I	F	K.L.M	M*	M*	*
Net: Not confident	34%	30%	39%	42%	33%	28%	37%	36%	34%	32%	34%	35%	34%	39%
			A	D.E	E		G.H.I	H.I	I			J.L*	*	J.K.L*
Net: Heard of before	89%	93%	85%	82%	88%	96%	87%	91%	90%	86%	91%	86%	85%	83%
		B		C	C.D		I	F.H.I	F.I		K.L.M	L.M*	M*	*

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US nationally representative sample: January 26-29, 2018



**Liability**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	32%	25%	31%	42%	47%	37%	16%	35%	40%	25%	29%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*
Somewhat confident	39%	39%	39%	39%	35%	37%	59%	43%	41%	38%	36%
		O.P.Q	Q	Q	*	W	**	R.U.V.W	R.V.W*	R.W	*
Not very confident	14%	16%	15%	11%	12%	14%	18%	12%	13%	15%	12%
		O.P.Q	P.Q	P*	T.U.W	**	W	U	W*	R.T.U.W	*
Not at all confident	9%	10%	11%	7%	4%	7%	8%	6%	4%	13%	16%
		P.Q	N.P.Q	Q	*	T.U	**	U	*	R.T.U	R.T.U.V*
Never heard of this before	6%	10%	4%	2%	3%	5%	-	4%	2%	9%	7%
		O.P.Q	P.Q	P*	T.U	**	U	*	R.T.U.W	R.T.U*	
Net: Confident	70%	64%	70%	81%	82%	74%	75%	77%	81%	63%	66%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*
Net: Not confident	24%	26%	26%	18%	15%	21%	25%	19%	17%	28%	28%
		P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Heard of before	94%	90%	96%	98%	97%	95%	100%	96%	98%	91%	93%
		N	N.O.Q	N.O*	V.W	**	R.V.W	R.T.V.W*			V*

**Liquidity**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	24%	15%	24%	34%	48%	27%	12%	29%	30%	21%	16%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*	W	*
Somewhat confident	29%	25%	28%	38%	35%	33%	37%	31%	26%	22%	41%
		N	N.O.Q	N.O*	T.U.V	**	U.V	V*			R.T.U.V*
Not very confident	22%	23%	28%	18%	6%	20%	21%	22%	23%	24%	18%
		P.Q	N.P.Q	Q	*	W	**	R.W	R.T.W*	R.T.U.W	*
Not at all confident	15%	20%	15%	8%	7%	11%	30%	13%	13%	21%	14%
		O.P.Q	P.Q	Q	*		**	R	R.T*	R.T.U.W	R.T.U*
Never heard of this before	9%	16%	5%	2%	3%	9%	-	5%	8%	11%	11%
		O.P.Q	P.Q	P*	T.U	**	T*	R.T.U.W	R.T.U*		
Net: Confident	53%	41%	52%	72%	83%	59%	49%	60%	55%	43%	57%
		N	N.O	N.O	N.O.P*	U.V.W	**	R.U.V.W	V*		U.V*
Net: Not confident	37%	43%	43%	26%	13%	32%	51%	35%	37%	45%	32%
		P.Q	P.Q	Q	*		**	R.W	R.T.W*	R.T.U.W	*
Net: Heard of before	91%	84%	95%	98%	97%	91%	100%	95%	92%	89%	89%
		N	N.O.Q	N.O*	V.W	**	R.U.V.W	R.V.W*			V*

**MI (mortgage insurance)**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	24%	17%	23%	32%	50%	29%	19%	28%	25%	18%	21%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	U.V.W	V.W*		V*
Somewhat confident	30%	29%	30%	34%	32%	32%	14%	35%	43%	26%	29%
		Q	Q	N.O.Q	*	V.W	**	R.V.W	R.T.V.W*		V*
Not very confident	21%	21%	24%	20%	10%	20%	45%	20%	15%	22%	25%
		P.Q	N.P.Q	Q	*	U	**	U	*	R.T.U	R.T.U.V*
Not at all confident	14%	14%	19%	7%	6%	11%	21%	7%		18%	13%
		P.Q	N.P.Q	Q	*	T	**	R.T*	R.T.U.W	R.T.U*	
Never heard of this before	11%	19%	5%	7%	5%	8%	-	10%	4%	16%	12%
		O.P.Q	Q	O.Q	*	U	**	R.U	*	R.T.U.W	R.T.U*
Net: Confident	55%	46%	52%	66%	79%	61%	33%	63%	68%	44%	50%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*
Net: Not confident	34%	35%	43%	28%	16%	31%	67%	27%		40%	38%
		P.Q	N.P.Q	Q	*	T.U	**	T*	R.T.U.W	R.T.U*	
Net: Heard of before	89%	81%	95%	93%	95%	92%	100%	90%	96%	84%	88%
		N.P	N	N.O.P*	T.V.W	**	V.W	R.T.V.W*			V*

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US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Liability**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	32%	33%	31%	26%	34%	45%	24%
		Y		AC	Z.AC	Z.AA.AC	
Somewhat confident	39%	34%	40%	36%	43%	37%	38%
			X		Z.AB.AC	Z	Z
Not very confident	14%	17%	13%	17%	14%	11%	14%
		Y		AA.AB.AC	AB		AA.AB
Not at all confident	9%	10%	9%	11%	7%	5%	14%
		Y		AA.AB	AB		Z.AA.AB
Never heard of this before	6%	7%	6%	10%	3%	1%	10%
		Y		AA.AB	AB		Z.AA.AB
Net: Confident	70%	67%	72%	62%	77%	83%	61%
			X	AC	Z.AC	Z.AA.AC	AE
Net: Not confident	24%	27%	22%	28%	20%	16%	28%
		Y		AA.AB	AB		AA.AB
Net: Heard of before	94%	93%	94%	90%	97%	99%	90%
			X	AC	Z.AC	Z.AA.AC	

**Liquidity**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	24%	21%	26%	17%	26%	37%	21%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	29%	32%	28%	27%	29%	36%	25%
		Y		AC	Z.AC	Z.AA.AC	A
Not very confident	22%	23%	21%	25%	24%	13%	23%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	15%	12%	17%	17%	15%	14%	16%
			X	AA.AB.AC	AB		AA.AB
Never heard of this before	9%	12%	8%	14%	6%	1%	15%
		Y		AA.AB	AB		Z.AA.AB
Net: Confident	53%	52%	54%	44%	55%	73%	46%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	37%	36%	38%	42%	39%	26%	39%
			X	AA.AB.AC	AB		AB
Net: Heard of before	91%	88%	92%	86%	94%	99%	85%
			X	AC	Z.AC	Z.AA.AC	

**MI (mortgage insurance)**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	24%	26%	24%	15%	28%	38%	21%
		Y			Z.AC	Z.AA.AC	Z
Somewhat confident	30%	28%	31%	31%	30%	32%	25%
			X	AA.AC	AC	Z.AA.AC	
Not very confident	21%	22%	21%	20%	24%	18%	21%
		Y		AB	Z.AB.AC		Z.AB
Not at all confident	14%	12%	14%	16%	12%	9%	17%
			X	AA.AB	AB		Z.AA.AB
Never heard of this before	11%	12%	11%	17%	6%	2%	17%
		Y		AA.AB.AC	AB		AA.AB
Net: Confident	55%	54%	55%	46%	58%	71%	45%
			X	AC	Z.AC	Z.AA.AC	
Net: Not confident	34%	34%	35%	36%	36%	27%	38%
			X	AB	AB		Z.AA.AB
Net: Heard of before	89%	88%	89%	83%	94%	98%	83%
			X		Z.AC	Z.AA.AC	Z

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Liability**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	32%	31%	31%	39%	30%	34%	26%	35%	27%	27%	41%	5%	24%	35%
Somewhat confident	39%	39%	38%	41%	36%	36%	41%	32%	38%	35%	30%	54%	10%	42%
Not very confident	14%	15%	15%	10%	18%	12%	16%	14%	16%	19%	18%	-	39%	10%
Not at all confident	9%	9%	11%	9%	12%	11%	12%	14%	13%	12%	11%	35%	-	6%
Never heard of this before	6%	5%	4%	1%	5%	8%	5%	5%	6%	8%	-	6%	28%	7%
Net: Confident	70%	70%	70%	80%	70%	70%	67%	67%	65%	62%	72%	59%	33%	77%
Net: Not confident	24%	24%	26%	19%	29%	23%	28%	27%	29%	31%	29%	35%	39%	16%
Net: Heard of before	94%	95%	96%	99%	95%	92%	95%	95%	94%	92%	100%	94%	72%	93%

**Liquidity**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	24%	23%	23%	33%	22%	30%	17%	31%	19%	18%	27%	-	23%	27%
Somewhat confident	29%	31%	33%	33%	30%	34%	30%	25%	29%	27%	30%	40%	22%	27%
Not very confident	22%	23%	19%	17%	22%	16%	22%	18%	24%	30%	18%	27%	27%	21%
Not at all confident	15%	16%	18%	14%	18%	11%	24%	17%	18%	16%	24%	17%	-	14%
Never heard of this before	9%	8%	7%	3%	8%	9%	7%	8%	10%	9%	-	16%	28%	11%
Net: Confident	53%	53%	56%	67%	52%	63%	47%	56%	48%	45%	57%	40%	45%	54%
Net: Not confident	37%	39%	38%	31%	41%	27%	46%	35%	42%	46%	43%	44%	27%	35%
Net: Heard of before	91%	92%	93%	97%	92%	91%	93%	92%	90%	91%	100%	84%	72%	89%

**MI (mortgage insurance)**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	24%	23%	21%	30%	21%	23%	18%	25%	20%	18%	34%	-	11%	27%
Somewhat confident	30%	31%	35%	35%	34%	31%	31%	23%	29%	28%	17%	28%	32%	32%
Not very confident	21%	22%	20%	17%	20%	18%	24%	25%	23%	26%	37%	28%	-	19%
Not at all confident	14%	14%	15%	13%	16%	16%	16%	16%	16%	16%	12%	31%	-	9%
Never heard of this before	11%	10%	9%	5%	10%	11%	11%	11%	12%	12%	-	13%	57%	13%
Net: Confident	55%	54%	56%	65%	56%	55%	49%	48%	49%	46%	51%	28%	43%	59%
Net: Not confident	34%	36%	35%	30%	34%	35%	40%	41%	39%	42%	49%	60%	-	28%
Net: Heard of before	89%	90%	91%	95%	90%	89%	89%	89%	88%	88%	100%	87%	43%	87%

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Liability**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	32%	48% AR.AS.AT*	39% AS.AT	30% AT	18% *
Somewhat confident	39%	38% AT*	39% AT	40% AQ.AR.AT	27% *
Not very confident	14%	4% *	14% AQ	15% AQ.AR	20% AQ.AR.AS*
Not at all confident	9%	8% AR*	5% AQ	10% AQ.AR	13% AQ.AR.AS*
Never heard of this before	6%	1% *	3% AQ	6% AQ.AR	21% AQ.AR.AS*
Net: Confident	70%	87% AR.AS.AT*	78% AS.AT	70% AT	45% *
Net: Not confident	24%	12% *	19% AQ	24% AQ.AR	34% AQ.AR.AS*
Net: Heard of before	94%	99% AR.AS.AT*	97% AS.AT	94% AT	79% *

**Liquidity**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	24%	42% AR.AS.AT*	30% AS.AT	23% AT	12% *
Somewhat confident	29%	33% AR.AS.AT*	28% AQ.AS.AT	29% AR	29% AR*
Not very confident	22%	13% *	25% AQ.AS.AT	22% AQ.AT	20% AQ*
Not at all confident	15%	10% *	12% AQ	17% AQ.AR.AT	16% AQ.AR*
Never heard of this before	9%	2% *	4% AQ	9% AQ.AR	24% AQ.AR.AS*
Net: Confident	53%	75% AR.AS.AT*	59% AS.AT	52% AT	40% *
Net: Not confident	37%	23% *	37% AQ.AT	39% AQ.AR.AT	36% AQ*
Net: Heard of before	91%	98% AR.AS.AT*	96% AS.AT	91% AT	76% *

**MI (mortgage insurance)**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	24%	45% AR.AS.AT*	29% AS.AT	23% AT	15% *
Somewhat confident	30%	36% AS.AT*	37% AQ.AS.AT	29% AT	22% *
Not very confident	21%	12% *	20% AQ	21% AQ.AR	23% AQ.AR.AS*
Not at all confident	14%	6% *	10% AQ	15% AQ.AR.AT	14% AQ.AR*
Never heard of this before	11%	- *	4% AQ	12% AQ.AR	26% AQ.AR.AS*
Net: Confident	55%	81% AR.AS.AT*	66% AS.AT	52% AT	37% *
Net: Not confident	34%	19% *	30% AQ	36% AQ.AR	37% AQ.AR.AS*
Net: Heard of before	89%	100% AR.AS.AT*	96% AS.AT	88% AT	74% *

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Mutual Fund**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	23%	31%	16%	16%	24%	29%	23%	20%	25%	25%	25%	23%	19%	21%
		B			C	C.D	G		F.G	F.G.H	K.L.M	L.M*	*	L*
Somewhat confident	29%	30%	28%	24%	30%	33%	24%	28%	32%	29%	30%	31%	24%	30%
		B			C	C.D		F	F.G.I	F.G	L	J.L.M*	*	L*
Not very confident	26%	24%	28%	26%	24%	27%	24%	29%	27%	24%	26%	24%	30%	23%
		A		D		D		F.H.I	F.I		K.M	M*	J.K.M*	*
Not at all confident	14%	9%	18%	18%	15%	9%	18%	17%	10%	13%	14%	13%	11%	16%
		A		D.E	E		G.H.I	H.I		H	K.L	L*	*	J.K.L*
Never heard of this before	8%	6%	10%	15%	6%	3%	11%	6%	6%	9%	6%	8%	15%	10%
		A		D.E	E		G.H.I			G.H		J*	J.K.M*	J.K*
Net: Confident	53%	61%	45%	41%	55%	62%	47%	48%	57%	54%	55%	55%	43%	51%
		B			C	C.D		F	F.G.I	F.G	L.M	L.M*	*	L*
Net: Not confident	39%	33%	46%	45%	39%	35%	42%	46%	37%	37%	40%	37%	41%	39%
		A		D.E	E		H.I	F.H.I			K.M	*	J.K.M*	K*
Net: Heard of before	92%	94%	90%	85%	94%	97%	89%	94%	94%	91%	94%	92%	85%	90%
		B		C	C.D		F.I	F.I	F		K.L.M	L.M*	*	L*

**Net Worth**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	37%	44%	30%	29%	36%	45%	32%	35%	37%	41%	39%	40%	24%	35%
		B			C	C.D		F	F.G	F.G.H	L.M	J.L.M*	*	L*
Somewhat confident	36%	35%	36%	35%	36%	36%	39%	38%	34%	34%	38%	30%	29%	37%
		A			C	C.D	G.H.I	H.I			K.L.M	L*	*	K.L*
Not very confident	13%	10%	16%	14%	15%	9%	16%	13%	13%	9%	11%	15%	20%	13%
		A		E	C.E		G.H.I	I	I		J.M*	J.K.M*	J*	J*
Not at all confident	8%	7%	9%	10%	6%	7%	6%	8%	9%	7%	6%	8%	14%	9%
		A		D.E	D			F.I	F.G.I	F		J*	J.K.M*	J.K*
Never heard of this before	7%	4%	9%	12%	7%	3%	7%	5%	6%	9%	6%	6%	15%	7%
		A		D.E	E		G.H		G	F.G.H		J*	J.K.M*	J.K*
Net: Confident	72%	79%	66%	64%	71%	81%	71%	73%	71%	75%	77%	70%	52%	71%
		B			C	C.D		F.H	F	F.G.H	K.L.M	L*	*	K.L*
Net: Not confident	21%	17%	25%	24%	22%	16%	22%	22%	22%	17%	17%	23%	33%	22%
		A		D.E	E		I	I	F.G.I			J.M*	J.K.M*	J*
Net: Heard of before	93%	96%	91%	88%	93%	97%	93%	95%	94%	91%	95%	94%	85%	93%
		B		C	C.D		I	F.H.I	F.I		K.L.M	L.M*	*	L*

**Premium**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	23%	29%	18%	16%	22%	30%	22%	21%	24%	25%	24%	25%	22%	15%
		B			C	C.D	G		F.G	F.G.H	L.M	J.L.M*	M*	*
Somewhat confident	31%	33%	29%	27%	34%	32%	29%	32%	35%	25%	33%	29%	19%	36%
		B			C.E	C	I	F.I	F.G.I		K.L	L*	*	J.K.L*
Not very confident	23%	21%	24%	28%	19%	21%	21%	21%	22%	27%	22%	19%	35%	18%
		A		D.E	D			F	F.G	F.G.H	K.M	M*	J.K.M*	*
Not at all confident	14%	10%	17%	15%	11%	11%	18%	16%	12%	11%	13%	16%	14%	18%
		A		D.E	E		G.H.I	H.I	I			J.L*	J*	J.K.L*
Never heard of this before	10%	7%	12%	14%	9%	6%	10%	9%	8%	12%	9%	12%	11%	13%
		A		D.E	E		G.H	H		F.G.H		J.L*	J*	J.K.L*
Net: Confident	54%	62%	46%	43%	56%	61%	51%	53%	58%	50%	57%	53%	41%	51%
		B			C	C.D	I	F.I	F.G.I		K.L.M	L.M*	*	L*
Net: Not confident	36%	31%	41%	43%	34%	32%	39%	38%	34%	38%	34%	35%	49%	36%
		A		D.E	E		G.H.I	H		G.H		*	J.K.M*	J.K*
Net: Heard of before	90%	93%	88%	86%	91%	94%	90%	91%	92%	88%	92%	88%	89%	87%
		B		C	C.D		I	F.I	F.G.I		K.L.M	M*	K.M*	*

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



**Mutual Fund**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	23%	14%	22%	39%	44%	26%	19%	25%	30%	20%	19%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*	W	*
Somewhat confident	29%	28%	30%	31%	33%	35%	26%	32%	33%	21%	26%
		N	N.O	N.O	N.O.P*	T.U.V.W	**	V.W	V.W*		V*
Not very confident	26%	29%	30%	17%	16%	22%	26%	30%	26%	29%	27%
		P.Q	N.P.Q	Q	*		**	R.U.V.W	R*	R.U.W	R.U*
Not at all confident	14%	15%	17%	9%	3%	12%	24%	8%	8%	17%	20%
		P.Q	N.P.Q	Q	*	T.U	**		*	R.T.U	R.T.U.V*
Never heard of this before	8%	14%	3%	3%	3%	5%	5%	5%	4%	12%	8%
		O.P.Q	O	O*	O*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	53%	42%	51%	70%	77%	61%	45%	57%	62%	41%	45%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	39%	44%	46%	27%	20%	34%	50%	38%	33%	46%	47%
		P.Q	N.P.Q	Q	*		**	R.U	*	R.T.U	R.T.U*
Net: Heard of before	92%	86%	97%	97%	97%	95%	95%	95%	96%	88%	92%
		N.P.Q	N	N	N*	V.W	**	R.V.W	R.T.V.W*		V*

**Net Worth**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	37%	26%	36%	52%	60%	39%	41%	42%	41%	31%	36%
		N	N.O	N.O	N.O.P*	V.W	**	R.U.V.W	R.V.W*		V*
Somewhat confident	36%	35%	39%	36%	27%	36%	34%	30%	43%	36%	31%
		Q	N.P.Q	N.Q	*	T.W	**		R.T.V.W*	T.W	T*
Not very confident	13%	17%	14%	6%	7%	12%	12%	17%	7%	13%	20%
		O.P.Q	P.Q	P*	U		**	R.U.V	*	R.U	R.T.U.V*
Not at all confident	8%	11%	7%	4%	2%	7%	8%	8%	8%	10%	4%
		O.P.Q	P.Q	Q	*	W	**	R.U.W	R.W*	R.T.U.W	*
Never heard of this before	7%	12%	4%	3%	3%	6%	5%	3%	2%	10%	8%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	72%	60%	75%	88%	88%	76%	76%	72%	84%	67%	68%
		N	N.O	N.O	N.O*	T.V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	21%	28%	21%	9%	10%	18%	20%	25%	14%	23%	24%
		O.P.Q	P.Q	P*	U		**	R.U.V.W	*	R.U	R.U.V*
Net: Heard of before	93%	88%	96%	97%	97%	94%	95%	97%	99%	90%	92%
		N	N.O	N.O	N.O.P*	V.W	**	R.V.W	R.T.V.W*		V*

**Premium**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	23%	18%	22%	29%	39%	26%	25%	28%	27%	18%	22%
		N	N.O	N.O	N.O.P*	V.W	**	R.U.V.W	R.V.W*		V*
Somewhat confident	31%	30%	30%	36%	28%	35%	22%	33%	20%	27%	28%
		O.Q	Q	N.O.Q	*	T.U.V.W	**	U.V.W	*	U	U*
Not very confident	23%	23%	27%	18%	16%	19%	37%	18%	32%	27%	24%
		P.Q	N.P.Q	Q	*	T	**		R.T.V.W*	R.T.W	R.T*
Not at all confident	14%	13%	15%	13%	13%	11%	15%	14%	12%	17%	16%
		P.Q	N.P.Q	*	*		**	R.U	R*	R.T.U.W	R.T.U*
Never heard of this before	10%	15%	7%	4%	4%	10%	-	6%	8%	11%	10%
		O.P.Q	P.Q	Q	*	T.U	**		T*	R.T.U.W	R.T.U*
Net: Confident	54%	48%	51%	65%	67%	60%	48%	62%	47%	45%	50%
		N	N.O	N.O	N.O.P*	U.V.W	**	R.U.V.W	V*		U.V*
Net: Not confident	36%	37%	42%	31%	29%	30%	52%	32%	45%	44%	40%
		P.Q	N.P.Q	Q	*		**	R	R.T.W*	R.T.W	R.T*
Net: Heard of before	90%	85%	93%	96%	96%	90%	100%	94%	92%	89%	90%
		N	N.O	N.O	N.O.P*	V.W	**	R.U.V.W	R.V.W*		V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Mutual Fund**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	23%	23%	24%	17%	24%	38%	18%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	29%	31%	29%	26%	32%	30%	31%
		Y			Z.AB.AC	Z	Z.AB
Not very confident	26%	24%	26%	28%	27%	22%	23%
		X	AA.AB.AC	AB.AC			AB
Not at all confident	14%	17%	12%	17%	13%	8%	14%
		Y	AA.AB.AC	AB			AA.AB
Never heard of this before	8%	5%	9%	12%	4%	2%	13%
		X	AA.AB	AB			Z.AA.AB
Net: Confident	53%	53%	53%	42%	57%	68%	49%
		Y			Z.AC	Z.AA.AC	Z
Net: Not confident	39%	42%	39%	46%	40%	30%	37%
		Y	AA.AB.AC	AB.AC			AB
Net: Heard of before	92%	95%	91%	88%	97%	98%	87%
		Y	AC	Z.AC	Z.AA.AC		A

**Net Worth**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	37%	37%	37%	29%	39%	53%	29%
		Y			Z.AC	Z.AA.AC	Z
Somewhat confident	36%	34%	36%	36%	40%	30%	35%
		X	AB.AC	Z.AB.AC			AB
Not very confident	13%	14%	13%	15%	13%	7%	16%
		Y	AA.AB	AB			Z.AA.AB
Not at all confident	8%	8%	8%	9%	5%	9%	7%
		X	AA.AC			AA.AC	AA
Never heard of this before	7%	8%	7%	11%	3%	1%	13%
		Y	AA.AB	AB			Z.AA.AB
Net: Confident	72%	71%	73%	65%	79%	82%	64%
		X	AC	Z.AC		Z.AA.AC	
Net: Not confident	21%	21%	21%	25%	18%	16%	23%
		Y	AA.AB.AC	AB			AA.AB
Net: Heard of before	93%	92%	93%	89%	97%	99%	87%
		X	AC	Z.AC	Z.AA.AC		

**Premium**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	23%	23%	23%	18%	26%	32%	19%
		Y			Z.AC	Z.AA.AC	Z
Somewhat confident	31%	31%	31%	28%	32%	33%	31%
		Y			Z.AC	Z.AA.AC	Z
Not very confident	23%	22%	23%	23%	24%	23%	19%
		X	AC	Z.AB.AC		AC	
Not at all confident	14%	13%	14%	17%	12%	8%	17%
		X	AA.AB	AB			Z.AA.AB
Never heard of this before	10%	11%	9%	14%	7%	4%	13%
		Y	AA.AB.AC	AB			AA.AB
Net: Confident	54%	55%	54%	46%	57%	65%	51%
		Y			Z.AC	Z.AA.AC	Z
Net: Not confident	36%	35%	37%	40%	36%	31%	37%
		X	AA.AB.AC	AB			AA.AB
Net: Heard of before	90%	89%	91%	86%	93%	96%	87%
		X		Z.AC	Z.AA.AC		Z

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Mutual Fund**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	23%	22%	25%	31%	23%	27%	18%	25%	19%	20%	29%	5%	23%	31%
Somewhat confident	29%	30%	28%	32%	30%	36%	30%	26%	30%	27%	24%	29%	22%	25%
Not very confident	26%	27%	28%	25%	26%	15%	26%	23%	28%	26%	26%	22%	10%	21%
Not at all confident	14%	14%	13%	10%	15%	15%	18%	20%	15%	17%	21%	33%	-	12%
Never heard of this before	8%	7%	6%	2%	7%	7%	7%	6%	9%	10%	-	11%	45%	11%
Net: Confident	53%	53%	53%	63%	52%	63%	48%	51%	49%	47%	53%	34%	45%	56%
Net: Not confident	39%	41%	42%	35%	40%	30%	44%	43%	43%	43%	47%	55%	10%	33%
Net: Heard of before	92%	93%	94%	98%	93%	93%	93%	94%	91%	90%	100%	89%	55%	89%

**Net Worth**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	37%	36%	37%	45%	35%	42%	31%	43%	34%	35%	30%	17%	23%	37%
Somewhat confident	36%	36%	35%	39%	35%	32%	37%	34%	34%	35%	34%	37%	22%	40%
Not very confident	13%	14%	15%	8%	15%	17%	13%	11%	14%	13%	25%	18%	10%	8%
Not at all confident	8%	8%	9%	7%	9%	4%	14%	7%	11%	9%	12%	17%	-	5%
Never heard of this before	7%	6%	5%	2%	6%	6%	6%	4%	7%	8%	-	11%	45%	11%
Net: Confident	72%	72%	71%	84%	70%	74%	68%	78%	68%	70%	64%	54%	45%	76%
Net: Not confident	21%	22%	24%	14%	24%	21%	26%	18%	25%	22%	36%	35%	10%	13%
Net: Heard of before	93%	94%	95%	98%	94%	94%	94%	96%	93%	93%	100%	89%	55%	89%

**Premium**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	23%	21%	20%	31%	21%	32%	18%	24%	20%	15%	36%	-	23%	31%
Somewhat confident	31%	32%	34%	33%	32%	27%	28%	31%	31%	35%	34%	28%	22%	29%
Not very confident	23%	24%	26%	18%	26%	22%	28%	16%	26%	25%	15%	34%	10%	15%
Not at all confident	14%	15%	14%	15%	13%	13%	19%	23%	15%	17%	15%	25%	-	9%
Never heard of this before	10%	8%	5%	3%	8%	6%	7%	6%	8%	8%	-	13%	45%	16%
Net: Confident	54%	53%	55%	64%	53%	60%	46%	55%	50%	50%	70%	28%	45%	60%
Net: Not confident	36%	39%	40%	34%	39%	35%	47%	39%	42%	42%	30%	59%	10%	24%
Net: Heard of before	90%	92%	95%	97%	92%	94%	93%	94%	92%	92%	100%	87%	55%	84%

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Mutual Fund**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	23%	39%	30%	22%	17%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	29%	38%	37%	28%	18%
		AR.AS.AT*	AS.AT	AT	*
Not very confident	26%	11%	21%	28%	23%
		*	AQ	AQ.AR.AT	AQ.AR*
Not at all confident	14%	11%	9%	14%	18%
		AR*		AQ.AR	AQ.AR.AS*
Never heard of this before	8%	2%	3%	7%	24%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	53%	76%	67%	50%	35%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	39%	22%	30%	43%	40%
		*	AQ	AQ.AR.AT	AQ.AR*
Net: Heard of before	92%	98%	97%	93%	76%
		AR.AS.AT*	AS.AT	AT	*

**Net Worth**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	37%	62%	45%	35%	21%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	36%	33%	31%	37%	29%
		AR.AT*	AT	AQ.AR.AT	*
Not very confident	13%	5%	13%	13%	15%
		*	AQ	AQ	AQ.AR.AS*
Not at all confident	8%	-	8%	8%	7%
		*	AQ.AT	AQ.AR.AT	AQ*
Never heard of this before	7%	-	2%	6%	27%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	72%	95%	76%	72%	50%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	21%	5%	22%	22%	22%
		*	AQ	AQ	AQ.AR.AS*
Net: Heard of before	93%	100%	98%	94%	73%
		AR.AS.AT*	AS.AT	AT	*

**Premium**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	23%	46%	21%	22%	19%
		AR.AS.AT*	AT	AR.AT	*
Somewhat confident	31%	32%	35%	30%	28%
		AS.AT*	AQ.AS.AT	AT	*
Not very confident	23%	13%	23%	24%	17%
		*	AQ.AT	AQ.AR.AT	AQ*
Not at all confident	14%	8%	13%	15%	11%
		*	AQ.AT	AQ.AR.AT	AQ*
Never heard of this before	10%	2%	8%	9%	25%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	54%	78%	56%	52%	47%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	36%	21%	36%	39%	28%
		*	AQ.AT	AQ.AR.AT	AQ*
Net: Heard of before	90%	98%	92%	91%	75%
		AR.AS.AT*	AS.AT	AT	*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Principal**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	37%	46%	29%	27%	33%	50%	29%	36%	43%	36%	41%	33%	29%	31%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	*	L*
Somewhat confident	31%	29%	32%	26%	34%	33%	34%	29%	30%	31%	34%	28%	23%	29%
			A		C.E	C	G.H.I		G	G.H	K.L.M	L*	*	K.L*
Not very confident	13%	12%	14%	17%	14%	9%	15%	14%	12%	13%	12%	14%	17%	16%
			A	D.E	E		G.H.I	H.I		H		J*	J.K.M*	J.K*
Not at all confident	10%	8%	12%	13%	12%	5%	13%	14%	9%	6%	8%	17%	13%	12%
			A	D.E	E		H.I	F.H.I	I			J.L.M*	J.M*	J*
Never heard of this before	9%	5%	12%	18%	7%	2%	10%	8%	6%	13%	6%	9%	18%	13%
			A	D.E	E		G.H	H		F.G.H		J*	J.K.M*	J.K*
Net: Confident	68%	75%	62%	53%	67%	83%	63%	65%	73%	68%	75%	60%	52%	60%
		B			C	C.D		F	F.G.I	F.G	K.L.M	L.M*	*	L*
Net: Not confident	23%	20%	26%	30%	26%	15%	28%	27%	21%	19%	19%	31%	30%	28%
			A	D.E	E		H.I	H.I	I			J.L.M*	J.M*	J*
Net: Heard of before	91%	95%	88%	82%	93%	98%	90%	92%	94%	87%	94%	91%	82%	87%
		B			C	C.D	I	F.I	F.G.I		K.L.M	L.M*	*	L*

**Roth IRA**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	20%	25%	15%	16%	19%	25%	17%	17%	23%	20%	22%	18%	13%	22%
		B			C	C.D		F	F.G.I	F.G	K.L	L*	*	K.L*
Somewhat confident	26%	26%	25%	16%	30%	31%	27%	28%	23%	27%	27%	25%	20%	28%
		B			C	C.D	H	F.H		F.H	K.L	L*	*	J.K.L*
Not very confident	24%	24%	23%	23%	23%	25%	23%	23%	26%	20%	25%	26%	21%	16%
					C	C.D	I	I	F.G.I		L.M	J.L.M*	M*	*
Not at all confident	15%	13%	17%	17%	14%	15%	15%	17%	15%	14%	14%	10%	21%	20%
			A	D.E			H.I	F.H.I			K	*	J.K.M*	J.K*
Never heard of this before	16%	11%	20%	29%	14%	5%	18%	15%	13%	18%	13%	21%	25%	14%
			A	D.E	E		G.H	H		F.G.H		J.M*	J.K.M*	J*
Net: Confident	46%	52%	40%	32%	48%	56%	44%	45%	46%	48%	48%	43%	33%	50%
		B			C	C.D		F	F.G	F.G.H	K.L	L*	*	J.K.L*
Net: Not confident	39%	37%	41%	40%	38%	39%	38%	40%	41%	34%	39%	37%	42%	37%
			A	D.E	D		I	F.I	F.G.I		K.M	*	J.K.M*	*
Net: Heard of before	84%	89%	80%	71%	86%	95%	82%	85%	87%	82%	87%	80%	75%	86%
		B			C	C.D	I	F.I	F.G.I		K.L.M	L*	*	K.L*

**Recession**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	34%	41%	27%	30%	32%	39%	28%	28%	39%	35%	35%	39%	25%	30%
		B			C	C.D	G		F.G.I	F.G	L.M	J.L.M*	*	L*
Somewhat confident	34%	31%	36%	30%	35%	36%	34%	40%	30%	34%	37%	26%	23%	35%
			A		C	C.D	H	F.H.I		F.H	K.L.M	L*	*	K.L*
Not very confident	17%	17%	17%	17%	18%	17%	19%	17%	17%	16%	16%	11%	29%	13%
			B		C.E		G.H.I	I	G.I		K.M	*	J.K.M*	K*
Not at all confident	9%	6%	12%	10%	10%	7%	12%	10%	9%	6%	6%	14%	12%	16%
			A	D.E	E		G.H.I	H.I	I			J.L*	J*	J.K.L*
Never heard of this before	7%	5%	8%	13%	6%	2%	7%	6%	5%	9%	5%	10%	11%	7%
			A	D.E	E		G.H	H		F.G.H		J.M*	J.K.M*	J*
Net: Confident	67%	72%	63%	60%	66%	75%	62%	68%	69%	69%	73%	65%	48%	64%
		B			C	C.D		F	F.G	F.G	K.L.M	L.M*	*	L*
Net: Not confident	26%	23%	29%	27%	28%	23%	31%	26%	26%	22%	22%	25%	42%	29%
			A	E	C.E		G.H.I	H.I	I			J*	J.K.M*	J.K*
Net: Heard of before	93%	95%	92%	87%	94%	98%	93%	94%	95%	91%	95%	90%	89%	93%
		B			C	C.D	I	F.I	F.G.I		K.L.M	L*	*	K.L*

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Financial Terms

US nationally representative sample: January 26-29, 2018



**Principal**

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	37%	26%	38%	51%	62%	41%	32%	46%	42%	31%	34%
		N	N	N.O	N.O.P*	V.W	**	R.U.V.W	R.V.W*		V*
Somewhat confident	31%	32%	31%	32%	28%	35%	40%	25%	42%	27%	31%
		O.Q	Q	O.Q	*	T.V.W	**		R.T.V.W*	T	T.V*
Not very confident	13%	14%	17%	10%	4%	11%	16%	15%	9%	16%	13%
		P.Q	N.P.Q	Q	*	U	**	R.U.W	*	R.T.U.W	R.U*
Not at all confident	10%	14%	9%	5%	3%	7%	9%	7%	4%	14%	15%
		O.P.Q	P.Q	Q	*	U	**	U	*	R.T.U	R.T.U.V*
Never heard of this before	9%	15%	5%	3%	3%	7%	4%	6%	4%	12%	7%
		O.P.Q	P.Q		P*	T.U.W	**	U	*	R.T.U.W	T.U*
Net: Confident	68%	57%	69%	83%	90%	75%	72%	71%	84%	57%	66%
		N	N	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	23%	28%	26%	14%	7%	18%	24%	22%	12%	30%	28%
		O.P.Q	P.Q	Q	*	U	**	R.U	*	R.T.U.W	R.T.U*
Net: Heard of before	91%	85%	95%	97%	97%	93%	96%	94%	96%	88%	93%
		N	N	N.O.Q	N.O*	V	**	R.V.W	R.T.V.W*		R.V*

**Roth IRA**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	20%	12%	18%	33%	41%	23%	16%	22%	19%	16%	19%
		N	N	N.O	N.O.P*	U.V.W	**	U.V.W	V*		V*
Somewhat confident	26%	23%	25%	32%	29%	35%	17%	24%	33%	16%	15%
		N	N	N.O.Q	N.O*	T.U.V.W	**	V.W	T.V.W*	W	*
Not very confident	24%	23%	27%	21%	19%	21%	10%	30%	27%	23%	35%
		P.Q	N.P.Q	Q	*		**	R.U.V	R.V*	R	R.T.U.V*
Not at all confident	15%	16%	20%	9%	7%	11%	39%	15%	12%	19%	20%
		P.Q	N.P.Q	Q	*		**	R.U	*	R.T.U	R.T.U.V*
Never heard of this before	16%	26%	10%	6%	4%	10%	17%	9%	9%	26%	12%
		O.P.Q	P.Q	Q	*	T.U	**		*	R.T.U.W	R.T.U*
Net: Confident	46%	35%	43%	64%	70%	57%	34%	46%	52%	32%	34%
		N	N	N.O	N.O.P*	T.U.V.W	**	V.W	T.V.W*		V*
Net: Not confident	39%	39%	47%	30%	26%	33%	49%	45%	39%	42%	54%
		P.Q	N.P.Q	Q	*		**	R.U.V	R*	R.U	R.T.U.V*
Net: Heard of before	84%	74%	90%	94%	96%	90%	83%	91%	91%	74%	88%
		N	N	N.O	N.O.P*	V.W	**	R.V.W	R.V.W*		V*

**Recession**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	34%	25%	35%	47%	46%	33%	40%	35%	43%	32%	36%
		N	N	N.O.Q	N.O*	V	**	R.V	R.T.V.W*		R.T.V*
Somewhat confident	34%	31%	35%	35%	39%	37%	49%	37%	28%	29%	28%
		N	N	N.O	N.O.P*	U.V.W	**	U.V.W	*	U	*
Not very confident	17%	21%	17%	12%	7%	17%	8%	18%	17%	17%	22%
		O.P.Q	P.Q	Q	*		**	R.U.V	*	R.U	R.T.U.V*
Not at all confident	9%	10%	11%	4%	5%	7%	4%	6%	10%	12%	7%
		P.Q	N.P.Q		P*	T	**		R.T.W*	R.T.U.W	T*
Never heard of this before	7%	12%	3%	2%	3%	5%	-	3%	3%	10%	7%
		O.P.Q	P.Q		P*	T.U	**		T*	R.T.U.W	R.T.U*
Net: Confident	67%	56%	69%	82%	85%	71%	88%	72%	70%	61%	64%
		N	N	N.O	N.O.P*	V.W	**	R.U.V.W	V.W*		V*
Net: Not confident	26%	32%	28%	16%	12%	24%	12%	24%	26%	29%	29%
		O.P.Q	P.Q	Q	*		**		R.T*	R.T.U	R.T.U*
Net: Heard of before	93%	88%	97%	98%	97%	95%	100%	97%	97%	90%	93%
		N	N	N.O.Q	N.O*	V.W	**	R.U.V.W	R.V.W*		V*

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Principal**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	37%	33%	39%	26%	44%	57%	25%
			X	AC	Z.AC	Z.AA.AC	A
Somewhat confident	31%	35%	30%	32%	30%	29%	33%
		Y		AA.AB	AB		Z.AA.AB
Not very confident	13%	12%	14%	15%	15%	8%	12%
			X	AA.AB.AC	AB.AC		AB
Not at all confident	10%	12%	9%	12%	8%	3%	17%
		Y		AA.AB	AB		Z.AA.AB
Never heard of this before	9%	9%	8%	15%	3%	2%	13%
		Y		AA.AB.AC	AB		AA.AB
Net: Confident	68%	67%	69%	57%	74%	87%	57%
			X		Z.AC	Z.AA.AC	A
Net: Not confident	23%	24%	23%	28%	22%	12%	29%
		Y		AA.AB	AB		Z.AA.AB
Net: Heard of before	91%	91%	92%	85%	97%	98%	87%
			X		Z.AC	Z.AA.AC	Z

**Roth IRA**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	20%	22%	19%	14%	20%	37%	10%
		Y		AC	Z.AC	Z.AA.AC	
Somewhat confident	26%	23%	27%	18%	33%	27%	30%
			X		Z.AB.AC	Z	Z.AB
Not very confident	24%	24%	23%	29%	22%	18%	20%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	15%	14%	16%	16%	15%	16%	13%
			X	AA.AC	AC	AA.AC	
Never heard of this before	16%	18%	15%	23%	10%	3%	27%
		Y		AA.AB	AB		Z.AA.AB
Net: Confident	46%	45%	46%	32%	53%	64%	39%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	39%	38%	39%	45%	37%	33%	34%
			X	AA.AB.AC	AB.AC		AB
Net: Heard of before	84%	82%	85%	77%	90%	97%	73%
			X	AC	Z.AC	Z.AA.AC	AE.A

**Recession**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	34%	29%	36%	29%	38%	41%	28%
			X	AC	Z.AC	Z.AA.AC	
Somewhat confident	34%	39%	32%	31%	35%	36%	35%
		Y			Z	Z.AA.AC	Z.AA
Not very confident	17%	19%	16%	20%	15%	17%	16%
		Y		AA.AB.AC		AA.AC	AA
Not at all confident	9%	8%	9%	11%	9%	4%	10%
			X	AA.AB.AC	AB		AA.AB
Never heard of this before	7%	6%	7%	10%	3%	2%	10%
			X	AA.AB	AB		AA.AB
Net: Confident	67%	68%	67%	59%	73%	77%	64%
		Y			Z.AC	Z.AA.AC	Z
Net: Not confident	26%	26%	26%	30%	24%	21%	26%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	93%	94%	93%	90%	97%	98%	90%
		Y			Z.AC	Z.AA.AC	

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Principal**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	37%	37%	37%	51%	38%	41%	33%	37%	31%	26%	46%	5%	11%	37%
Somewhat confident	31%	31%	32%	33%	28%	30%	34%	31%	32%	33%	21%	34%	32%	34%
Not very confident	13%	14%	14%	7%	14%	10%	13%	11%	13%	16%	20%	35%	-	9%
Not at all confident	10%	10%	9%	7%	12%	9%	11%	9%	12%	13%	8%	14%	12%	10%
Never heard of this before	9%	8%	9%	3%	8%	10%	10%	12%	11%	12%	5%	11%	45%	11%
Net: Confident	68%	69%	68%	84%	70%	67%	68%	64%	59%	68%	39%	43%	71%	71%
Net: Not confident	23%	23%	23%	14%	26%	20%	24%	20%	25%	29%	27%	49%	12%	19%
Net: Heard of before	91%	92%	91%	97%	92%	90%	90%	88%	89%	88%	95%	89%	55%	89%

**Roth IRA**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	20%	19%	20%	31%	20%	27%	16%	26%	17%	16%	21%	-	11%	22%
Somewhat confident	26%	25%	24%	28%	23%	14%	24%	17%	20%	19%	13%	6%	32%	29%
Not very confident	24%	25%	23%	19%	19%	23%	22%	24%	26%	27%	40%	40%	-	22%
Not at all confident	15%	16%	18%	17%	20%	15%	22%	17%	18%	16%	21%	43%	-	10%
Never heard of this before	16%	15%	15%	5%	17%	21%	17%	16%	20%	23%	5%	11%	57%	17%
Net: Confident	46%	44%	44%	59%	43%	42%	39%	43%	37%	35%	34%	6%	43%	51%
Net: Not confident	39%	41%	41%	36%	40%	38%	44%	41%	43%	42%	60%	83%	-	32%
Net: Heard of before	84%	85%	85%	95%	83%	79%	83%	84%	80%	77%	95%	89%	43%	83%

**Recession**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	34%	32%	34%	45%	33%	38%	28%	43%	32%	32%	43%	5%	21%	39%
Somewhat confident	34%	35%	33%	33%	32%	35%	33%	28%	30%	31%	33%	44%	22%	32%
Not very confident	17%	19%	19%	16%	20%	15%	25%	13%	19%	17%	10%	30%	-	10%
Not at all confident	9%	9%	9%	5%	9%	6%	8%	10%	11%	12%	15%	16%	-	10%
Never heard of this before	7%	6%	5%	1%	5%	6%	5%	5%	7%	9%	-	6%	57%	9%
Net: Confident	67%	67%	67%	78%	65%	73%	61%	71%	63%	62%	76%	49%	43%	71%
Net: Not confident	26%	27%	28%	21%	29%	21%	33%	24%	30%	29%	24%	46%	-	20%
Net: Heard of before	93%	94%	95%	99%	95%	94%	95%	95%	93%	91%	100%	94%	43%	91%

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Principal**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	37%	60%	42%	37%	14%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	31%	34%	33%	30%	33%
		AR.AS.AT*	AS	AS*	
Not very confident	13%	5%	12%	14%	18%
		*	AQ	AQ.AR	AQ.AR.AS*
Not at all confident	10%	-	6%	11%	15%
		*	AQ	AQ.AR	AQ.AR.AS*
Never heard of this before	9%	-	7%	8%	20%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	68%	95%	75%	67%	47%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	23%	5%	18%	25%	33%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Heard of before	91%	100%	93%	92%	80%
		AR.AS.AT*	AS.AT	AT	*

**Roth IRA**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	20%	44%	22%	18%	14%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	26%	29%	31%	25%	16%
		AS.AT*	AQ.AS.AT	AT	*
Not very confident	24%	17%	28%	23%	30%
		*	AQ.AS	AQ	AQ.AR.AS*
Not at all confident	15%	10%	12%	17%	7%
		AT*	AQ.AT	AQ.AR.AT	*
Never heard of this before	16%	1%	7%	17%	33%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	46%	73%	53%	44%	30%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	39%	26%	40%	40%	37%
		*	AQ.AS.AT	AQ.AT	AQ*
Net: Heard of before	84%	99%	93%	83%	67%
		AR.AS.AT*	AS.AT	AT	*

**Recession**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	34%	49%	38%	33%	21%
		AR.AS.AT*	AS.AT	AT	*
Somewhat confident	34%	33%	34%	35%	21%
		AT*	AQ.AT	AQ.AR.AT	*
Not very confident	17%	11%	18%	17%	24%
		*	AQ.AS	AQ	AQ.AR.AS*
Not at all confident	9%	8%	9%	9%	11%
		*	AQ.AS	AQ	AQ.AR.AS*
Never heard of this before	7%	-	1%	7%	23%
		*	AQ	AQ.AR	AQ.AR.AS*
Net: Confident	67%	81%	72%	68%	42%
		AR.AS.AT*	AS.AT	AT	*
Net: Not confident	26%	19%	27%	25%	35%
		*	AQ.AS	AQ	AQ.AR.AS*
Net: Heard of before	93%	100%	99%	93%	77%
		AR.AS.AT*	AS.AT	AT	*

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Savings Account**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	60%	61%	58%	53%	57%	68%	51%	62%	63%	59%	65%	59%	43%	51%
		B			C	C.D		F.I	F.G.I	F	K.L.M	L.M*	*	L*
Somewhat confident	28%	28%	28%	28%	29%	27%	35%	28%	27%	25%	25%	27%	38%	34%
				E	C.E		G.H.I	H.I	I			J*	J.K.M*	J.K*
Not very confident	6%	6%	6%	10%	7%	2%	8%	6%	5%	7%	6%	7%	8%	5%
		B		D.E	E		G.H.I	H		G.H	M	J.M*	J.K.M*	*
Not at all confident	3%	3%	4%	4%	4%	2%	3%	2%	3%	5%	2%	5%	6%	5%
			A	E	E		G.H		G	F.G.H		J.M*	J.M*	J*
Never heard of this before	3%	2%	4%	5%	3%	1%	3%	2%	2%	5%	2%	3%	5%	6%
			A	D.E	E		G.H			F.G.H		J*	J.K*	J.K.L*
Net: Confident	88%	89%	86%	82%	86%	95%	86%	90%	90%	84%	90%	85%	81%	85%
		B			C	C.D	I	F.H.I	F.I		K.L.M	L.M*	*	L*
Net: Not confident	9%	9%	10%	13%	11%	4%	11%	8%	8%	11%	8%	12%	14%	9%
			A	D.E	E		G.H		G	G.H		J.M*	J.K.M*	J*
Net: Heard of before	97%	98%	96%	95%	97%	99%	97%	98%	98%	95%	98%	97%	95%	94%
		B		C	C.D		I	F.I	F.I		K.L.M	L.M*	M*	*

**Stock Options**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	18%	24%	13%	14%	19%	21%	18%	14%	20%	20%	18%	21%	14%	24%
		B			C	C.D	G		F.G	F.G.H	L	J.L*	*	J.K.L*
Somewhat confident	32%	34%	30%	30%	35%	31%	29%	35%	33%	30%	35%	33%	25%	21%
		B			C.E	C		F.H.I	F.I	F	K.L.M	L.M*	M*	*
Not very confident	26%	25%	27%	27%	24%	26%	28%	27%	24%	27%	25%	23%	28%	27%
			A	D.E	D		G.H.I	H.I		H	K	*	J.K.M*	J.K*
Not at all confident	17%	13%	21%	16%	20%	20%	17%	17%	19%	15%	17%	16%	18%	17%
			A	D	C.D		I	F.I	F.G.I		K	*	J.K.M*	K*
Never heard of this before	7%	5%	9%	13%	7%	2%	8%	8%	5%	8%	5%	7%	14%	11%
			A	D.E	E		H	H		H		J*	J.K.M*	J.K*
Net: Confident	50%	58%	43%	44%	54%	53%	47%	48%	53%	50%	53%	54%	40%	45%
		B			C.E	C		F	F.G.I	F.G	L.M	J.L.M*	*	L*
Net: Not confident	43%	38%	48%	43%	39%	46%	45%	44%	42%	41%	42%	40%	47%	44%
			A	D	C.D		G.H.I	H.I	I		K	*	J.K.M*	J.K*
Net: Heard of before	93%	95%	91%	87%	93%	98%	92%	92%	95%	92%	95%	93%	86%	89%
		B		C	C.D			F.G.I			K.L.M	L.M*	*	L*

**Stocks**

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	29%	38%	21%	25%	30%	33%	28%	24%	32%	30%	32%	27%	20%	30%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L*	*	K.L*
Somewhat confident	36%	37%	35%	35%	34%	38%	35%	40%	36%	33%	35%	37%	35%	39%
		B			D	C.D	I	F.H.I	F.I		L	J.L*	*	J.K.L*
Not very confident	20%	18%	22%	21%	18%	21%	20%	21%	19%	20%	19%	19%	26%	16%
			A	D	C.D		H.I	F.H.I		H	K.M	M*	J.K.M*	*
Not at all confident	10%	5%	15%	12%	13%	7%	11%	11%	9%	11%	10%	12%	11%	12%
			A	E	C.E		G.H	H		G.H		J.L*	J*	J.L*
Never heard of this before	5%	3%	7%	8%	5%	1%	5%	5%	4%	5%	4%	5%	9%	4%
			A	D.E	E		G.H	H		G.H		J.M*	J.K.M*	J*
Net: Confident	65%	74%	56%	59%	64%	71%	63%	64%	67%	64%	67%	64%	54%	69%
		B			C	C.D		F	F.G.I	F	K.L	L*	*	J.K.L*
Net: Not confident	30%	23%	37%	32%	31%	28%	32%	31%	29%	31%	29%	31%	36%	27%
			A	D.E	E		H.I	H.I		H	M	J.M*	J.K.M*	*
Net: Heard of before	95%	97%	93%	92%	95%	99%	95%	95%	96%	95%	96%	95%	91%	96%
		B		C	C.D			F.I	F.G.I		K.L.M	L*	*	K.L*

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Education				Marital Status						
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	

**Savings Account**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	60%	51%	57%	75%	77%	65%	57%	65%	52%	52%	59%
		N	N	N.O	N.O.P*	U.V.W	**	U.V.W	*		U.V*
Somewhat confident	28%	31%	32%	19%	18%	24%	34%	24%	42%	32%	28%
		P.Q	N.P.Q	Q	*		**		R.T.V.W*	R.T.W	R.T*
Not very confident	6%	7%	7%	3%	2%	4%	5%	5%	5%	9%	9%
		P.Q	P.Q	Q	*		**	R	R*	R.T.U.W	R.T.U*
Not at all confident	3%	5%	2%	1%	1%	3%	4%	4%	-	3%	-
		O.P.Q	P.Q	Q	*	U.V.W	**	R.U.V.W	*	U.W	*
Never heard of this before	3%	5%	1%	2%	3%	3%	-	1%	2%	4%	5%
		O.P.Q	O	O.P*	T.U	**		T*	R.T.U	R.T.U.V*	
Net: Confident	88%	82%	90%	94%	90%	90%	91%	89%	93%	84%	87%
		N	N	N.O	N.O.P*	T.V.W	**	V.W	R.T.V.W*		V*
Net: Not confident	9%	12%	10%	5%	3%	8%	9%	10%	5%	12%	9%
		O.P.Q	P.Q	Q	*	U	**	R.U.W	*	R.T.U.W	R.U*
Net: Heard of before	97%	95%	99%	99%	97%	97%	100%	99%	99%	96%	95%
		N.P.Q	N.Q	N*	V.W	**	R.U.V.W	R.V.W*	W		*

**Stock Options**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	18%	14%	15%	29%	33%	19%	17%	17%	15%	18%	20%
		N	N	N.O	N.O.P*	T.U.V	**	U	*	T.U	R.T.U.V*
Somewhat confident	32%	27%	33%	38%	38%	36%	40%	31%	25%	28%	21%
		N	N	N.O.Q	N.O*	T.U.V.W	**	U.V.W	W*	U.W	*
Not very confident	26%	27%	30%	20%	16%	25%	16%	31%	37%	23%	37%
		P.Q	N.P.Q	Q	*	V	**	R.V	R.T.V*		R.T.V*
Not at all confident	17%	20%	19%	9%	11%	13%	27%	17%	22%	21%	14%
		O.P.Q	P.Q	P*			**	R.W	R.T.W*	R.T.W	R*
Never heard of this before	7%	12%	3%	4%	3%	6%	-	4%	2%	9%	8%
		O.P.Q	Q	O.Q	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	50%	41%	48%	67%	70%	55%	57%	48%	40%	46%	41%
		N	N	N.O	N.O.P*	T.U.V.W	**	U.V.W	*	U.W	U*
Net: Not confident	43%	47%	49%	29%	27%	38%	43%	48%	59%	44%	51%
		P.Q	N.P.Q	Q	*		**	R.V	R.T.V.W*	R	R.T.V*
Net: Heard of before	93%	88%	97%	96%	97%	94%	100%	96%	99%	91%	92%
		N.P	N	N.O.P*	V.W	**	R.V.W	R.T.V.W*			V*

**Stocks**

Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	29%	19%	28%	42%	55%	30%	25%	30%	29%	29%	21%
		N	N	N.O	N.O.P*	U.V.W	**	U.V.W	W*	U.W	*
Somewhat confident	36%	36%	34%	37%	36%	36%	32%	28%	39%	37%	34%
		O		N.O.Q	O*	T.W	**		R.T.V.W*	R.T.W	T*
Not very confident	20%	25%	22%	13%	6%	19%	20%	29%	26%	16%	33%
		O.P.Q	P.Q	Q	*	V	**	R.U.V	R.V*		R.T.U.V*
Not at all confident	10%	12%	13%	6%	1%	11%	20%	9%	4%	11%	8%
		P.Q	N.P.Q	Q	*	T.U.W	**	U.W	*	R.T.U.W	U*
Never heard of this before	5%	8%	3%	2%	3%	4%	3%	4%	2%	6%	4%
		O.P.Q	P	P*	U.W	**	R.U.W	*	R.T.U.W	U*	
Net: Confident	65%	55%	63%	79%	91%	66%	57%	58%	68%	67%	55%
		N	N	N.O	N.O.P*	T.W	**	W	R.T.V.W*	T.W	*
Net: Not confident	30%	37%	34%	19%	7%	29%	40%	37%	30%	27%	41%
		O.P.Q	P.Q	Q	*	V	**	R.U.V	R.V*		R.T.U.V*
Net: Heard of before	95%	92%	97%	98%	97%	96%	97%	96%	99%	94%	96%
		N	N	N.O.Q	N*	T.V	**	V	R.T.V.W*		R.T.V*

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Savings Account**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	60%	58%	60%	50%	68%	71%	54%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	28%	27%	28%	32%	24%	26%	27%
			X	AA.AB.AC		AA	AA.AB
Not very confident	6%	8%	5%	10%	4%	2%	7%
		Y		AA.AB.AC	AB		AA.AB
Not at all confident	3%	4%	3%	4%	3%	1%	6%
		Y		AA.AB	AB		Z.AA.AB
Never heard of this before	3%	2%	3%	4%	1%	1%	7%
			X	AA.AB			Z.AA.AB
Net: Confident	88%	85%	89%	82%	92%	97%	81%
			X	AC	Z.AC	Z.AA.AC	
Net: Not confident	9%	12%	8%	14%	7%	3%	12%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	97%	98%	97%	96%	99%	99%	93%
		Y		AC	Z.AC	Z.AC	A

**Stock Options**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	18%	16%	19%	14%	18%	28%	16%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	32%	36%	30%	28%	34%	37%	30%
		Y			Z.AC	Z.AA.AC	Z
Not very confident	26%	23%	27%	28%	30%	19%	22%
			X	AB.AC	Z.AB.AC		AB
Not at all confident	17%	17%	17%	18%	15%	15%	22%
			X	AA.AB	AB		Z.AA.AB
Never heard of this before	7%	8%	7%	11%	3%	2%	10%
		Y		AA.AB.AC	AB		AA.AB
Net: Confident	50%	52%	50%	43%	52%	64%	45%
		Y			Z.AC	Z.AA.AC	Z
Net: Not confident	43%	40%	44%	46%	45%	34%	45%
			X	AA.AB.AC	AB		AB
Net: Heard of before	93%	92%	93%	89%	97%	98%	90%
			X		Z.AC	Z.AA.AC	Z

**Stocks**

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	29%	25%	31%	22%	31%	44%	23%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	36%	35%	36%	32%	37%	40%	37%
			X		Z	Z.AA.AC	Z
Not very confident	20%	21%	20%	23%	22%	12%	19%
		Y		AA.AB.AC	AB.AC		AB
Not at all confident	10%	15%	9%	15%	8%	4%	12%
		Y		AA.AB.AC	AB		AA.AB
Never heard of this before	5%	4%	5%	7%	2%	1%	9%
			X	AA.AB	AB		Z.AA.AB
Net: Confident	65%	60%	67%	54%	68%	84%	60%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	30%	35%	28%	39%	30%	16%	31%
		Y		AA.AB.AC	AB		AA.AB
Net: Heard of before	95%	96%	95%	93%	98%	99%	91%
		Y		AC	Z.AC	Z.AA.AC	

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

**Savings Account**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	60%	60%	58%	68%	55%	61%	57%	56%	57%	59%	59%	31%	42%	61%
Somewhat confident	28%	29%	31%	28%	33%	28%	33%	33%	31%	31%	27%	46%	30%	24%
Not very confident	6%	7%	6%	2%	5%	6%	5%	6%	7%	5%	11%	7%	-	5%
Not at all confident	3%	2%	3%	2%	3%	2%	2%	2%	3%	3%	3%	10%	-	5%
Never heard of this before	3%	2%	1%	1%	3%	3%	2%	2%	3%	2%	-	6%	28%	6%
Net: Confident	88%	89%	90%	96%	89%	90%	89%	88%	90%	85%	77%	72%	85%	85%
Net: Not confident	9%	9%	9%	3%	8%	8%	7%	9%	9%	8%	15%	17%	-	10%
Net: Heard of before	97%	98%	99%	99%	97%	97%	98%	98%	97%	98%	100%	94%	72%	94%

**Stock Options**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	18%	17%	19%	25%	16%	17%	12%	23%	16%	15%	25%	-	11%	25%
Somewhat confident	32%	32%	31%	34%	38%	40%	30%	31%	30%	33%	40%	27%	32%	34%
Not very confident	26%	27%	27%	23%	22%	26%	28%	23%	25%	25%	23%	27%	-	18%
Not at all confident	17%	18%	18%	18%	18%	10%	24%	18%	20%	20%	11%	35%	12%	14%
Never heard of this before	7%	6%	5%	2%	6%	7%	7%	5%	8%	7%	-	11%	45%	10%
Net: Confident	50%	49%	49%	59%	54%	58%	42%	54%	46%	48%	66%	27%	43%	58%
Net: Not confident	43%	45%	45%	39%	40%	36%	51%	41%	45%	45%	34%	62%	12%	32%
Net: Heard of before	93%	94%	95%	98%	94%	93%	93%	95%	92%	93%	100%	89%	55%	90%

**Stocks**

Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	29%	27%	31%	39%	25%	30%	22%	34%	24%	23%	41%	5%	23%	38%
Somewhat confident	36%	38%	40%	40%	45%	42%	37%	38%	40%	41%	32%	44%	22%	27%
Not very confident	20%	21%	17%	13%	17%	16%	24%	16%	19%	20%	15%	22%	27%	18%
Not at all confident	10%	11%	10%	7%	10%	6%	13%	8%	12%	12%	12%	17%	-	8%
Never heard of this before	5%	4%	3%	1%	3%	7%	4%	4%	5%	5%	-	11%	28%	9%
Net: Confident	65%	65%	70%	80%	70%	72%	59%	72%	64%	64%	73%	49%	45%	65%
Net: Not confident	30%	31%	27%	20%	26%	22%	37%	24%	31%	32%	27%	39%	27%	26%
Net: Heard of before	95%	96%	97%	99%	97%	93%	96%	96%	95%	95%	100%	89%	72%	91%

**YouGov**  
Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

**Savings Account**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	60%	76% AR.AS.AT*	59% AT	61% AR.AT	40% *
Somewhat confident	28%	21% *	27% AQ.AT	29% AQ.AR.AT	25% AQ*
Not very confident	6%	- *	11% AQ.AS	5% AQ	14% AQ.AR.AS*
Not at all confident	3%	3% *	3% AQ	3% AQ.AR	5% AQ.AR.AS*
Never heard of this before	3%	- *	1% AQ	2% AQ.AR	16% AQ.AR.AS*
Net: Confident	88%	97% AR.AS.AT*	86% AT	90% AR.AT	64% *
Net: Not confident	9%	3% *	14% AQ.AS	8% AQ	19% AQ.AR.AS*
Net: Heard of before	97%	100% AR.AS.AT*	99% AS.AT	98% AT	84% *

**Stock Options**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	18%	33% AR.AS.AT*	23% AS.AT	17% AT	10% *
Somewhat confident	32%	33% AS.AT*	38% AQ.AS.AT	31% AT	27% *
Not very confident	26%	22% *	25% AQ	26% AQ.AR	27% AQ.AR.AS*
Not at all confident	17%	12% AR*	10% AQ	19% AQ.AR.AT	12% AR*
Never heard of this before	7%	- *	3% AQ	7% AQ.AR	24% AQ.AR.AS*
Net: Confident	50%	66% AR.AS.AT*	61% AS.AT	48% AT	37% *
Net: Not confident	43%	34% *	35% AQ	45% AQ.AR.AT	39% AQ.AR*
Net: Heard of before	93%	100% AR.AS.AT*	97% AS.AT	93% AT	76% *

**Stocks**

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	29%	44% AR.AS.AT*	37% AS.AT	28% AT	19% *
Somewhat confident	36%	31% AT*	35% AQ.AT	37% AQ.AR.AT	27% *
Not very confident	20%	19% *	19% AQ	20% AQ.AR	21% AQ.AR.AS*
Not at all confident	10%	6% *	6% AQ	11% AQ.AR	12% AQ.AR.AS*
Never heard of this before	5%	- *	3% AQ	4% AQ.AR	20% AQ.AR.AS*
Net: Confident	65%	75% AR.AS.AT*	72% AS.AT	65% AT	46% *
Net: Not confident	30%	25% *	26% AQ	31% AQ.AR	34% AQ.AR.AS*
Net: Heard of before	95%	100% AR.AS.AT*	97% AS.AT	96% AT	80% *

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Financial Terms

US nationally representative sample: January 26-29, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Yield

Unweighted base	1161	510	651	300	396	465	205	245	439	272	813	130	121	97
<b>Base: All US adults</b>	1135	558	577	357	372	406	208	228	442	257	735	141	158	101
Very confident	20%	27%	14%	16%	17%	27%	19%	18%	21%	23%	22%	18%	17%	15%
		B	A		C	C.D	G		F.G	F.G.H	K.L.M	L.M*	M*	*
Somewhat confident	30%	34%	27%	27%	32%	33%	30%	30%	31%	30%	33%	22%	21%	39%
		B			C	C.D			F.G.I	G	K.L	L*	*	J.K.L*
Not very confident	21%	20%	23%	19%	24%	21%	20%	24%	21%	21%	22%	25%	19%	14%
			A		C.E	C		F.H.I	F	F.H	L.M	J.L.M*	M*	*
Not at all confident	13%	9%	16%	15%	14%	11%	15%	12%	14%	11%	13%	16%	12%	14%
			A	D.E	E		G.H.I	I	G.I		L	J.L.M*	*	J.L*
Never heard of this before	15%	11%	19%	23%	14%	9%	16%	16%	14%	15%	10%	20%	32%	18%
			A	D.E	E		H.I	F.H.I		H		J.M*	J.K.M*	J*
Net: Confident	51%	60%	41%	43%	48%	60%	49%	48%	52%	53%	55%	39%	37%	54%
		B			C	C.D	G		F.G	F.G.H	K.L.M	L*	*	K.L*
Net: Not confident	34%	29%	39%	34%	38%	31%	35%	36%	34%	32%	35%	41%	31%	28%
			A	E	C.E		H.I	F.H.I	I		L.M	J.L.M*	M*	*
Net: Heard of before	85%	89%	81%	77%	86%	91%	84%	84%	86%	85%	90%	80%	68%	82%
		B			C	C.D	G		F.G.I	F.G	K.L.M	L*	*	K.L*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR/AS//

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Financial Terms

US nationally representative sample: January 26-29, 2018



Yield

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1161	425	390	223	123	538	23	146	45	357	52
<b>Base: All US adults</b>	1135	473	364	189	108	501	21	128	42	396	47
Very confident	20%	12%	19%	28%	45%	23%	17%	22%	23%	17%	11%
		N	N.O	N.O	N.O.P*	T.V.W	**	V.W	T.V.W*	W	*
Somewhat confident	30%	27%	32%	38%	25%	33%	21%	29%	32%	27%	39%
		Q	N.Q	N.O.Q	*	T.V	**	V	T.V*		R.T.U.V*
Not very confident	21%	21%	23%	21%	21%	21%	29%	28%	28%	19%	16%
			N.P.Q	*	*	V.W	**	R.V.W	R.V.W*	W	*
Not at all confident	13%	16%	14%	9%	4%	12%	21%	12%	8%	14%	16%
		O.P.Q	P.Q	Q	*	T.U	**	U	*	R.T.U	R.T.U.V*
Never heard of this before	15%	24%	11%	5%	5%	11%	13%	9%	8%	22%	18%
		O.P.Q	P.Q	*	*	T.U	**	U	*	R.T.U.W	R.T.U*
Net: Confident	51%	40%	52%	65%	70%	55%	38%	51%	55%	45%	50%
			N	N.O	N.O.P*	T.V.W	**	V.W	T.V.W*		V*
Net: Not confident	34%	36%	37%	29%	25%	33%	49%	39%	36%	33%	32%
		P.Q	N.P.Q	Q	*	W	**	R.U.V.W	R.V.W*	W	*
Net: Heard of before	85%	76%	89%	95%	95%	89%	87%	91%	92%	78%	82%
			N	N.O	N.O*	V.W	**	R.V.W	R.T.V.W*		V*

Cell Contents (CT, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

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**Financial Terms**

US nationally representative sample: January 26-29, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Yield

Unweighted base	1161	323	838	438	319	246	158
<b>Base: All US adults</b>	1135	321	813	425	311	245	154
Very confident	20%	18%	21%	16%	18%	32%	17%
			X		Z.AC	Z.AA.AC	Z
Somewhat confident	30%	29%	31%	24%	37%	33%	30%
			X		Z.AB.AC	Z.AC	Z
Not very confident	21%	22%	21%	24%	20%	19%	20%
		Y		AA.AB.AC	AB		AB
Not at all confident	13%	15%	12%	16%	14%	8%	12%
		Y		AA.AB.AC	AB.AC		AB
Never heard of this before	15%	17%	14%	20%	10%	8%	21%
		Y		AA.AB	AB		Z.AA.AB
Net: Confident	51%	46%	52%	40%	56%	65%	47%
			X		Z.AC	Z.AA.AC	Z
Net: Not confident	34%	37%	33%	40%	34%	27%	32%
		Y		AA.AB.AC	AB.AC		AB
Net: Heard of before	85%	83%	86%	80%	90%	92%	79%
			X	AC	Z.AC	Z.AA.AC	

Cell Contents (C)

**YouGov**  
**Financial Terms**

US nationally representative sample: January 26-29, 2018



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	
Unweighted base	1161	935	419	330	325	88	330	96	398	217	23	14	8	130
<b>Base: All US adults</b>	1135	903	426	324	349	94	319	99	425	242	23	15	8	128
Very confident	20%	19%	20%	28%	18%	31%	15%	25%	17%	14%	32%	6%	11%	25%
Somewhat confident	30%	31%	29%	34%	30%	33%	30%	37%	25%	29%	21%	6%	32%	31%
Not very confident	21%	22%	24%	20%	22%	16%	22%	15%	22%	23%	28%	44%	-	19%
Not at all confident	13%	14%	14%	9%	13%	8%	15%	12%	17%	17%	19%	15%	-	8%
Never heard of this before	15%	14%	13%	9%	18%	13%	18%	12%	18%	16%	-	29%	57%	17%
Net: Confident	51%	49%	50%	62%	48%	63%	45%	61%	43%	44%	53%	12%	43%	56%
Net: Not confident	34%	36%	38%	29%	34%	24%	37%	27%	39%	40%	47%	60%	-	27%
Net: Heard of before	85%	86%	87%	91%	82%	87%	82%	88%	82%	84%	100%	71%	43%	83%

Cell Contents (C)

**YouGov**  
**Financial Terms**

US nationally representative sample: January 26-29, 2018



Total	Financial industry			
	Personally worked in finance industry	Family member worked in finance	Neither personal or family work in finance	Don't know

Yield

Unweighted base	1161	68	166	851	76
<b>Base: All US adults</b>	1135	64	167	822	81
Very confident	20%	38% AR.AS.AT*	26% AS.AT	18% AT	14% *
Somewhat confident	30%	36% AR.AS.AT*	33% AS.AT	31% AT	17% *
Not very confident	21%	17% *	19% AQ	22% AQ.AR	23% AQ.AR.AS*
Not at all confident	13%	9% *	11% AQ	14% AQ.AR.AT	11% AQ.AR*
Never heard of this before	15%	- *	11% AQ	15% AQ.AR	34% AQ.AR.AS*
Net: Confident	51%	74% AR.AS.AT*	59% AS.AT	49% AT	31% *
Net: Not confident	34%	26% *	29% AQ	36% AQ.AR.AT	34% AQ.AR*
Net: Heard of before	85%	100% AR.AS.AT*	89% AS.AT	85% AT	66% *

Cell Contents (C)