

Financial Advice
Fieldwork Dates: 9th - 12th March 2018

Conducted by YouGov
On behalf of YouGov NY

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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 1109 adults. Fieldwork was undertaken between 9th - 12th March 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.



YouGov NY
Financial Advice

US_nat Sample: 9th - 12th March 2018



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

KEF_q1. Which, if any, of the following sources do you typically turn to when you need financial advice (e.g., advice about how to save, invest, spend wisely, etc.)? Please select all that apply.

Unweighted base	1109	487	622	296	348	465	190	241	456	222	794	122	92	101
Base: All US Adults	1101	544	557	347	334	421	192	229	460	221	705	137	167	94
My parent(s)	18%	14%	22%	39%	17%	2%	14%	23%	15%	23%	20%	9%	17%	22%
			A	D,E	E			H		F,H	K	*	*	K*
Family member (excluding parents)	15%	13%	18%	21%	12%	14%	20%	12%	16%	14%	16%	12%	15%	16%
			D									*	*	*
My spouse/partner	28%	24%	32%	28%	29%	27%	28%	25%	31%	25%	27%	20%	41%	21%
			A									*	K,M*	*
My friend(s)	11%	13%	10%	16%	13%	7%	12%	11%	10%	15%	13%	5%	5%	17%
			E	E							K	*	*	K,L*
Personal financial advisor(s)	18%	18%	18%	11%	17%	24%	14%	19%	18%	20%	20%	14%	10%	17%
						C					*	*	*	*
Media figure(s) (e.g., columnists, TV/radio hosts)	5%	7%	3%	9%	3%	3%	2%	2%	8%	5%	4%	5%	11%	4%
			B	D,E					F,G		*	*	*	*
Books	10%	13%	7%	16%	10%	5%	6%	6%	14%	10%	9%	10%	15%	10%
			B	E	E				F,G		*	*	*	*
Coworkers	4%	5%	4%	8%	4%	2%	5%	5%	3%	7%	5%	3%	2%	6%
				E						H		*	*	*
The internet (e.g., Google searches, investment websites)	23%	26%	21%	27%	27%	17%	21%	22%	22%	29%	26%	21%	11%	27%
			E	E							L	*	*	L*
Other	3%	4%	2%	0%	3%	5%	1%	6%	3%	2%	3%	7%	1%	4%
				C		C		F,I			*	*	*	*
Not applicable - I don't look to others for financial advice	27%	29%	25%	14%	29%	35%	26%	28%	28%	24%	28%	32%	22%	20%
				C		C					*	*	*	*

KEF_q2. Which, if any, of the following do you typically do?
Please select all that apply.

Unweighted base	1109	487	622	296	348	465	190	241	456	222	794	122	92	101
Base: All US Adults	1101	544	557	347	334	421	192	229	460	221	705	137	167	94
Keep a budget and/or spending plan	40%	36%	44%	33%	41%	45%	41%	36%	44%	34%	41%	35%	38%	41%
			A			C			I		*	*	*	*
Pay off my credit card(s) in full every month	30%	28%	32%	27%	25%	37%	24%	31%	32%	29%	34%	16%	23%	29%
						C,D					K	*	*	K*
Put as much as I can afford/is allowed into a retirement account (e.g., 401(k), IRA,)	21%	24%	19%	23%	23%	19%	20%	20%	23%	20%	20%	21%	28%	23%
											*	*	*	*
Automatically divert part of my income into savings	22%	23%	21%	21%	20%	25%	20%	25%	22%	21%	24%	23%	9%	26%
											L	L*	*	L*
Check my credit score at least annually	36%	36%	36%	29%	36%	41%	29%	34%	39%	37%	41%	28%	22%	35%
						C					K,L	*	*	*
Live below my means (i.e., spend less than I could afford to)	30%	32%	29%	31%	27%	33%	30%	37%	28%	30%	34%	26%	16%	35%
								H			L	*	*	L*
Spreading savings between different banks	14%	16%	12%	16%	11%	14%	12%	11%	17%	11%	14%	14%	13%	15%
											*	*	*	*
Diversify my investment portfolio	17%	23%	11%	16%	13%	20%	11%	16%	19%	18%	18%	11%	15%	23%
			B			D					*	*	*	K*
Don't know	4%	5%	3%	8%	3%	2%	4%	3%	3%	9%	3%	5%	8%	4%
				D,E						G,H		*	*	*
None of the above	15%	16%	14%	14%	17%	14%	14%	16%	15%	15%	14%	17%	19%	8%
											*	*	*	*

YouGov NY Financial Advice

US_nat Sample: 9th - 12th March 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

KEF_q1. Which, if any, of the following sources do you typically turn to when you need financial advice (e.g., advice about how to save, invest, spend wisely, etc.)? Please select all that apply.

Unweighted base	1109	408	377	203	121	516	17	128	54	362	32	260	849	402
Base: All US Adults	1101	462	348	191	101	514	14	123	46	373	32	288	813	396
My parent(s)	18%	13%	21%	28%	16%	13%	6%	4%	4%	32%	18%	21%	17%	17%
			N	N.Q			**	*	*	R.T.U	**			
Family member (excluding parents)	15%	16%	13%	18%	19%	15%	6%	14%	17%	17%	19%	17%	15%	17%
							**	*	*	**	**			
My spouse/partner	28%	28%	23%	31%	34%	45%	32%	6%	3%	13%	33%	39%	24%	21%
					O	T.U.V	**	*	*	U	**	Y		
My friend(s)	11%	8%	14%	12%	16%	8%	11%	12%	9%	17%	11%	11%	11%	13%
			N		N		**	*	*	R	**			
Personal financial advisor(s)	18%	9%	18%	25%	41%	23%	12%	13%	24%	13%	-	14%	19%	11%
			N	N.O	N.O.P		**	*	V*	**	**			
Media figure(s) (e.g., columnists, TV/radio hosts)	5%	7%	2%	7%	5%	6%	18%	4%	-	5%	-	10%	3%	4%
		O		O		**	*	*	*	**	Y			
Books	10%	7%	12%	10%	18%	10%	19%	2%	6%	13%	-	14%	9%	6%
			N		N.P	T	**	*	*	T	**			
Coworkers	4%	3%	4%	7%	8%	4%	5%	2%	-	6%	2%	6%	4%	5%
				N	N		**	*	*	**	**			
The internet (e.g., Google searches, investment websites)	23%	12%	24%	42%	37%	21%	30%	20%	13%	30%	16%	23%	23%	17%
			N	N.O	N.O		**	*	*	R.U	**			
Other	3%	3%	3%	2%	3%	4%	-	3%	9%	2%	3%	2%	3%	4%
						**	*	V*	**	**	**			
Not applicable - I don't look to others for financial advice	27%	37%	28%	9%	9%	19%	38%	50%	40%	26%	44%	22%	29%	34%
		O.P.Q	P.Q				**	R.V*	R.V*	R	**			AA.AB

KEF_q2. Which, if any, of the following do you typically do?

Please select all that apply.

Unweighted base	1109	408	377	203	121	516	17	128	54	362	32	260	849	402
Base: All US Adults	1101	462	348	191	101	514	14	123	46	373	32	288	813	396
Keep a budget and/or spending plan	40%	35%	44%	44%	39%	43%	51%	41%	38%	36%	33%	36%	41%	39%
			N			**	**	*	*	**	**			
Pay off my credit card(s) in full every month	30%	23%	25%	42%	56%	37%	28%	22%	47%	23%	18%	23%	32%	19%
				N.O	N.O.P	T.V	**	*	T.V*	**	**			
Put as much as I can afford/is allowed into a retirement account (e.g., 401(k), IRA,)	21%	14%	20%	28%	48%	30%	16%	11%	8%	16%	8%	32%	17%	10%
				N.O	N.O.P	T.U.V	**	*	*	**	**	Y		
Automatically divert part of my income into savings	22%	11%	24%	30%	47%	25%	17%	15%	25%	21%	11%	14%	25%	12%
			N	N	N.O.P	**	**	*	*	**	**		X	
Check my credit score at least annually	36%	27%	37%	47%	50%	36%	47%	38%	47%	32%	35%	32%	37%	31%
			N	N.O	N.O	**	**	*	V*	**	**			
Live below my means (i.e., spend less than I could afford to)	30%	19%	33%	39%	58%	29%	33%	30%	28%	33%	26%	21%	34%	25%
			N	N	N.O.P	**	**	*	*	**	**		X	
Spreading savings between different banks	14%	10%	12%	21%	28%	16%	14%	10%	24%	11%	7%	17%	13%	7%
				N.O	N.O	**	**	*	T.V*	**	**			
Diversify my investment portfolio	17%	9%	16%	24%	44%	21%	21%	14%	21%	12%	3%	17%	17%	7%
			N	N.O	N.O.P	V	**	*	*	**	**			
Don't know	4%	8%	1%	1%	2%	2%	-	4%	2%	6%	13%	3%	4%	4%
		O.P			**	**	**	*	*	R	**			AB
None of the above	15%	19%	16%	6%	5%	10%	12%	25%	8%	18%	18%	16%	14%	21%
		P.Q	P.Q				**	R.U*	*	R	**			AA.AB

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US_nat Sample: 9th - 12th March 2018



Total	Income		
	\$40k to \$80k	\$80k+	Prefer not to say
	AA	AB	AC

KEF_q1. Which, if any, of the following sources do you typically turn to when you need financial advice (e.g., advice about how to save, invest, spend wisely, etc.)? Please select all that apply.

	Unweighted base	1109	346	211	150
	Base: All US Adults	1101	355	197	154
My parent(s)	18%	21%	16%	15%	
Family member (excluding parents)	15%	13%	18%	13%	
My spouse/partner	28%	35%	35%	20%	
My friend(s)	11%	11%	11%	9%	
Personal financial advisor(s)	18%	16%	33%	17%	
Media figure(s) (e.g., columnists, TV/radio hosts)	5%	8%	4%	2%	
Books	10%	13%	16%	6%	
Coworkers	4%	4%	7%	2%	
The internet (e.g., Google searches, investment websites)	23%	29%	32%	15%	
Other	3%	3%	3%	1%	
Not applicable - I don't look to others for financial advice	27%	20%	16%	39%	
					AA,AB

KEF_q2. Which, if any, of the following do you typically do?
Please select all that apply.

	Unweighted base	1109	346	211	150
	Base: All US Adults	1101	355	197	154
Keep a budget and/or spending plan	40%	42%	46%	30%	
Pay off my credit card(s) in full every month	30%	35%	46%	27%	
Put as much as I can afford/is allowed into a retirement account (e.g., 401(k), IRA,)	21%	28%	37%	14%	
Automatically divert part of my income into savings	22%	25%	40%	17%	
Check my credit score at least annually	36%	38%	47%	27%	
Live below my means (i.e., spend less than I could afford to)	30%	33%	36%	32%	
Spreading savings between different banks	14%	18%	23%	11%	
Diversify my investment portfolio	17%	19%	36%	13%	
Don't know	4%	3%	0%	11%	
None of the above	15%	10%	7%	19%	
					AA,AB

YouGov NY
Financial Advice

US_nat Sample: 9th - 12th March 2018



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

KEF_q3. Which ONE of the following comes closest to you belief about financial planning?

Unweighted base	1109	487	622	296	348	465	190	241	456	222	794	122	92	101
Base: All US Adults	1101	544	557	347	334	421	192	229	460	221	705	137	167	94
There is a right way (e.g., 'one size fits all') for everyone to plan and organize their finances	10%	11%	8%	16%	9%	6%	12%	6%	10%	11%	7%	8%	22%	14%
				D.E			G			G		*	J*	J*
There are some basic rules everyone should follow, but the specifics vary by person	43%	43%	42%	45%	43%	40%	45%	41%	41%	45%	47%	31%	32%	46%
											K	*	*	K*
Each person's situation is totally different and should be assessed individually	41%	39%	42%	29%	41%	50%	35%	48%	43%	34%	39%	54%	41%	35%
					C	C.D		F.I				J.M*	*	*
None of these	7%	6%	7%	10%	7%	4%	7%	5%	6%	9%	8%	6%	5%	4%
				E								*	*	*

KEF_q4. Which ONE of the following do you think is more important to you personally?

Unweighted base	1109	487	622	296	348	465	190	241	456	222	794	122	92	101
Base: All US Adults	1101	544	557	347	334	421	192	229	460	221	705	137	167	94
Being financially responsible, even if it means missing out on opportunities	68%	67%	69%	58%	63%	80%	72%	68%	68%	64%	69%	69%	67%	59%
							C.D				M	*	*	*
Living life to the fullest, even if it means not saving money or being in debt	21%	23%	18%	29%	23%	12%	20%	19%	21%	22%	19%	16%	27%	28%
				E	E							*	*	*
Don't know	11%	9%	13%	13%	14%	7%	8%	13%	10%	14%	11%	14%	6%	14%
				E	E							*	*	*

KEF_q5. For the following questions, millennials refer to young people currently aged 18-34. Do you think millennials are better or worse off financially compared to previous generations when they were a similar age?

Unweighted base	1109	487	622	296	348	465	190	241	456	222	794	122	92	101
Base: All US Adults	1101	544	557	347	334	421	192	229	460	221	705	137	167	94
Much better off	9%	11%	7%	12%	7%	8%	11%	9%	8%	10%	7%	18%	9%	11%
												J*	*	*
A little better off	14%	15%	12%	13%	15%	14%	16%	14%	13%	14%	13%	17%	13%	18%
												*	*	*
About the same	17%	20%	15%	19%	18%	16%	15%	15%	22%	13%	15%	14%	31%	14%
									I			*	J.K.M*	*
A little worse off	22%	18%	26%	15%	23%	27%	24%	22%	23%	18%	24%	18%	17%	24%
			A		C	C						*	*	*
Much worse off	22%	23%	21%	25%	21%	21%	21%	26%	19%	26%	26%	11%	18%	21%
											K	*	*	*
Don't know	15%	13%	18%	16%	16%	14%	13%	14%	15%	19%	15%	22%	12%	12%
												*	*	*
Net: Better off	23%	26%	19%	25%	22%	22%	27%	23%	21%	24%	20%	35%	22%	29%
		B										J*	*	J*
Net: Worse off	44%	41%	48%	40%	44%	48%	44%	48%	43%	44%	50%	29%	34%	45%
											K	*	*	K*

KEF_q6. Do you think millennials are better or worse with managing their money than previous generations when they were a similar age?

Unweighted base	1109	487	622	296	348	465	190	241	456	222	794	122	92	101
Base: All US Adults	1101	544	557	347	334	421	192	229	460	221	705	137	167	94
Much better	5%	5%	5%	9%	4%	3%	9%	4%	5%	5%	5%	5%	5%	13%
				E								*	*	J*

YouGov NY
Financial Advice

US_nat Sample: 9th - 12th March 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k

KEF_q3. Which ONE of the following comes closest to you belief about financial planning?

Unweighted base	1109	408	377	203	121	516	17	128	54	362	32	260	849	402
Base: All US Adults	1101	462	348	191	101	514	14	123	46	373	32	288	813	396
There is a right way (e.g., 'one size fits all') for everyone to plan and organize their finances	10%	13%	8%	8%	7%	9%	-	16%	2%	11%	-	17%	7%	13%
							**	U*	*	U	**	Y		
There are some basic rules everyone should follow, but the specifics vary by person	43%	28%	45%	60%	65%	44%	39%	31%	34%	46%	36%	42%	43%	34%
			N	N.O	N.O		**	*	*	T	**			
Each person's situation is totally different and should be assessed individually	41%	50%	40%	30%	23%	42%	45%	47%	54%	35%	43%	35%	43%	45%
		O.P.Q	P.Q				**	*	V*	**	**			AB
None of these	7%	9%	7%	2%	4%	4%	16%	6%	11%	8%	21%	5%	7%	7%
		P	P				**	*	R*	R	**			

KEF_q4. Which ONE of the following do you think is more important to you personally?

Unweighted base	1109	408	377	203	121	516	17	128	54	362	32	260	849	402
Base: All US Adults	1101	462	348	191	101	514	14	123	46	373	32	288	813	396
Being financially responsible, even if it means missing out on opportunities	68%	64%	69%	72%	74%	72%	44%	73%	79%	62%	52%	62%	70%	67%
						V	**	*	V*	**	**			
Living life to the fullest, even if it means not saving money or being in debt	21%	23%	18%	20%	20%	22%	32%	14%	5%	22%	31%	29%	18%	22%
						U	**	*	*	U	**	Y		
Don't know	11%	12%	13%	8%	5%	6%	24%	13%	15%	16%	17%	9%	12%	11%
			Q				**	*	R*	R	**			

KEF_q5. For the following questions, millennials refer to young people currently aged 18-34. Do you think millennials are better or worse off financially compared to previous generations when they were a similar age?

Unweighted base	1109	408	377	203	121	516	17	128	54	362	32	260	849	402
Base: All US Adults	1101	462	348	191	101	514	14	123	46	373	32	288	813	396
Much better off	9%	10%	8%	9%	9%	11%	-	7%	11%	8%	-	11%	9%	11%
							**	*	*		**			
A little better off	14%	11%	19%	13%	11%	14%	26%	15%	10%	12%	24%	15%	13%	16%
			N				**	*	*		**			AC
About the same	17%	21%	16%	13%	15%	17%	11%	24%	4%	17%	25%	25%	15%	20%
		P				U	**	U*	*	U	**	Y		AB
A little worse off	22%	20%	18%	31%	27%	26%	23%	25%	20%	16%	13%	22%	22%	17%
				N.O	O	V	**	*	*		**			
Much worse off	22%	16%	26%	27%	28%	21%	10%	13%	28%	28%	14%	16%	25%	20%
			N	N	N		**	*	T*	T	**			
Don't know	15%	21%	13%	7%	9%	11%	30%	16%	27%	18%	23%	12%	16%	16%
		O.P.Q	P				**	*	R*	R	**			
Net: Better off	23%	21%	27%	22%	21%	25%	26%	21%	21%	21%	24%	25%	22%	27%
							**	*	*		**			AC
Net: Worse off	44%	37%	44%	58%	56%	48%	33%	38%	48%	44%	28%	38%	47%	37%
				N.O	N.O		**	*	*		**			

KEF_q6. Do you think millennials are better or worse with managing their money than previous generations when they were a similar age?

Unweighted base	1109	408	377	203	121	516	17	128	54	362	32	260	849	402
Base: All US Adults	1101	462	348	191	101	514	14	123	46	373	32	288	813	396
Much better	5%	5%	5%	7%	6%	5%	5%	4%	7%	6%	2%	7%	5%	5%
							**	*	*		**			

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Total	Income		
	\$40k to \$80k	\$80k+	Prefer not to say

KEF_q3. Which ONE of the following comes closest to you belief about financial planning?

	Unweighted base	1109	346	211	150
	Base: All US Adults	1101	355	197	154
There is a right way (e.g., 'one size fits all') for everyone to plan and organize their finances		10%	8%	9%	8%
There are some basic rules everyone should follow, but the specifics vary by person		43%	47%	56%	38%
Each person's situation is totally different and should be assessed individually		41%	42%	32%	38%
None of these		7%	4%	4%	17%
					Z.AAAB

KEF_q4. Which ONE of the following do you think is more important to you personally?

	Unweighted base	1109	346	211	150
	Base: All US Adults	1101	355	197	154
Being financially responsible, even if it means missing out on opportunities		68%	69%	73%	62%
Living life to the fullest, even if it means not saving money or being in debt		21%	23%	20%	15%
Don't know		11%	8%	6%	24%
					Z.AAAB

KEF_q5. For the following questions, millennials refer to young people currently aged 18-34. Do you think millennials are better or worse off financially compared to previous generations when they were a similar age?

	Unweighted base	1109	346	211	150
	Base: All US Adults	1101	355	197	154
Much better off		9%	7%	10%	9%
A little better off		14%	16%	14%	3%
About the same		17%	19%	12%	13%
A little worse off		22%	24%	28%	22%
Much worse off		22%	21%	27%	25%
Don't know		15%	13%	9%	28%
Net: Better off		23%	23%	23%	12%
Net: Worse off		44%	45%	55%	47%
					Z

KEF_q6. Do you think millennials are better or worse with managing their money than previous generations when they were a similar age?

	Unweighted base	1109	346	211	150
	Base: All US Adults	1101	355	197	154
Much better		5%	5%	5%	7%

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
A little better	10%	13%	8%	16% D.E	7%	8%	8%	5%	13% G	13% G	7%	13% *	22% J*	10% *
About the same	24%	25%	22%	29% E	23%	20%	31% G	20%	24%	22%	23%	26% *	21% *	27% *
A little worse	23%	21%	24%	15% C	23% C	29% C	18%	25%	24%	23%	25%	25% *	17% *	16% *
Much worse	23%	23%	23%	15% C	24% C	28% C	21%	30% I	22%	18%	24% K	13% *	22% *	24% *
Don't know	15%	13%	17%	17% E	18% E	12%	13%	16%	14%	18%	16%	18% *	12% *	10% *
Net: Better	16%	18%	14%	25% D.E	12%	11%	17% G	9%	17% G	19% G	12%	18% *	27% J*	23% J*
Net: Worse	45%	44%	47%	30% C	47% C	57% C.D	39%	55% F.I	46%	41%	49%	39% *	40% *	40% *

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): AB, C/D/E, F/G/H/I, JK/LM, N/O/P/Q, R/S/T/U/V/W, XY, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	Education				Marital Status						Children under the age of 18		Under \$40k
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	
A little better	10%	11%	11%	10%	7%	10%	6% **	12% *	8% *	11%	12% **	14%	9%	10%
About the same	24%	23%	23%	23%	30%	20%	21% **	27% *	16% *	29% R	15% **	26%	23%	27% AC
A little worse	23%	22%	21%	25%	27%	27% V	23% **	24% *	28% V*	16%	28% **	20%	24%	20%
Much worse	23%	20%	26%	24%	22%	27% V **	39% **	20% *	25% *	17%	19% **	23%	22%	22%
Don't know	15%	20% P.Q	13%	11%	8%	10%	6% **	14% *	16% *	21% R	23% **	10%	17%	15%
Net: Better	16%	15%	16%	18%	13%	15%	11% **	16% *	15% *	17%	14% **	21%	14%	16%
Net: Worse	45%	42%	47%	49%	49%	54% V	62% **	44% *	54% V*	33%	47% **	43%	46%	42%

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	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
A little better	10%	13% AC	12% AC	4%
About the same	24%	23%	24%	15%
A little worse	23%	23%	27%	24%
Much worse	23%	23%	24%	22%
Don't know	15%	13%	9%	28%
Net: Better	16%	18%	16%	11% Z.AA.AB
Net: Worse	45%	46%	51%	46%

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