

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.



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

All figures, unless otherwise stated, are from YouGov Plc. The data collection was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)

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

- YouGov is registered with the Information Commissioner

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

Understanding tables:

The output tables will have headings as follows, click on any heading to sort by that heading. The default order is Z score.

Row definitions:

Answer This is the answer option where applicable, so yes/no, like/dislike etc.

Base size The number of people who are in the target group and had the opportunity to answer the question/watch the programme/like the object on Facebook.

Category This is the category of data point based on the definition tree.

Column % The percentage of the column group to whom the answer in the row applies. i.e. what % of the column group meet the row response?

Entity The actual data point e.g. Vodafone, Eastenders or Male.

Index A standard index score. That is calculated as $(\text{target \%}/\text{control \%}) \times 100$.

Market size estimate Estimated number of GB 18+ adults that meet the criteria within the target group. The method for this involves multiplying the GB nat rep incidence of the data point by 48 million to produce an estimated population figure.

Row % The percentage of the target group to whom the answer applies.

Variable Second level of definition, e.g. awareness (of brands), genre (of TV programmes) etc.

Z-score The score used to determine how differentiated the two groups are.
The bigger a positive score, the more likely that the data point is true of the target group more frequently than the control group.
See the FAQ for more information on Z scores and how they are calculated.

YouGov plc makes 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 (+44)(0)20 7 012 6000 or email profiles-support@yougov.com

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 2328 adults. Fieldwork was undertaken between 29th September - 2nd October 2017. 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.

Number of Columns: 7

Number of Rows: 6

Page Link:

YouGov Profiles

Category

Attitudes / By statement / Finance / I am confident when it comes to making and keeping a budget

Attitudes / By statement / Finance / I am confident when it comes to making and keeping a budget

Attitudes / By statement / Finance / I consider myself financially secure

Attitudes / By statement / Finance / I consider myself financially secure

Consumer and Lifestyle / Finance / Credit Cards

Consumer and Lifestyle / Finance / Credit Cards

Consumer and Lifestyle / Finance / Credit Cards

Consumer and Lifestyle / Finance / Credit Cards

Consumer and Lifestyle / Finance / Credit Cards

Consumer and Lifestyle / Finance / Credit Cards

Consumer and Lifestyle / Finance / Credit Cards

Consumer and Lifestyle / Finance / Credit Cards

<https://yougov.insight-out.com/surveys/2341/pages/315742>

Variable	Entity	Stats
Level of agreement (3-point scale): "I am confident when it comes to making and keeping a budget"	Agree	Column %
Level of agreement (3-point scale): "I am confident when it comes to making and keeping a budget"	Agree	Base Size
Level of agreement (3-point scale): "I consider myself financially secure"	Agree	Column %
Level of agreement (3-point scale): "I consider myself financially secure"	Agree	Base Size
Card type - owned: A credit card - e.g. a card where the issuer gives a certain amount of credit and the cardholder is able to pay off a minimum payment each month*	Yes	Column %
Card type - owned: A credit card - e.g. a card where the issuer gives a certain amount of credit and the cardholder is able to pay off a minimum payment each month*	Yes	Base Size
Card type - owned: A debit card - e.g. a card (normally issued by your bank) which allows you to make payments and debit the amount straight from your checking account*	Yes	Column %
Card type - owned: A debit card - e.g. a card (normally issued by your bank) which allows you to make payments and debit the amount straight from your checking account*	Yes	Base Size
Card type - owned: An ATM card - e.g. a card which allows you to use an ATM machine, but cannot be used to make purchases in-stores, bars, online, etc.*	Yes	Column %
Card type - owned: An ATM card - e.g. a card which allows you to use an ATM machine, but cannot be used to make purchases in-stores, bars, online, etc.*	Yes	Base Size
Card type - owned: A pre-paid card - e.g. a card which can be used for purchases but the value on the card is loaded up beforehand*	Yes	Column %
Card type - owned: A pre-paid card - e.g. a card which can be used for purchases but the value on the card is loaded up beforehand*	Yes	Base Size

NATREP	Asian Millennial: True	female millennials: True	Hispanic Millennial: True	Black Millennial: True	male millennials: True	White Millennial: True
63	68	58	53	62	62	62
10905	61	1250	267	257	673	1154
43	65	42	46	46	51	46
10819	61	1241	262	256	667	1144
60	58	50	37	40	49	56
15814	104	1528	295	198	749	1508
70	61	70	61	59	66	74
15814	104	1528	295	198	749	1508
20	24	12	9	22	14	13
15814	104	1528	295	198	749	1508
13	14	15	11	29	17	16
15814	104	1528	295	198	749	1508

Millennials: True

60

1923

46

1908

50

2277

69

2277

13

2277

16

2277

Number of Columns: 7

Number of Rows: 53

Page Link: <https://yougov.insight-out.com/surveys/2341/pages/315739>

YouGov Profiles

Category	Variable	Entity	Stats	NATREP	Asian Millennial: True	female millennials: True
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	More than once a week	Column %	26	35	24
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	More than once a week	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once a week	Column %	11	15	12
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once a week	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	2-3 times a month	Column %	16	13	13
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	2-3 times a month	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once a month	Column %	12	13	11
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once a month	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once every 2 months	Column %	5	0	6
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once every 2 months	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once every 3 months	Column %	3	0	3
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Once every 3 months	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Less than once every 3	Column %	8	2	6
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Less than once every 3	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Never	Column %	16	17	21
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Never	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Prefer not to answer	Column %	3	5	2
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - frequency of use*	Prefer not to answer	Base Size	12175	72	979
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	0	Column %	0	0	0
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	0	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	1	Column %	20	30	23
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	1	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	2	Column %	16	17	13
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	2	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	3	Column %	11	9	7
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	3	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	4	Column %	7	3	5
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	4	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	5	Column %	4	9	4
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	5	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	More than 5	Column %	6	10	4
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	More than 5	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	Don't know	Column %	2	2	3
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	Don't know	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	Not applicable - I do not	Column %	28	17	36
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	Not applicable - I do not	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	Prefer not to say	Column %	6	4	6
Consumer and Lifestyle / Finance / Credit Cards	Credit cards - number held*	Prefer not to say	Base Size	32614	224	2968
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	More than once a week	Column %	43	24	40
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	More than once a week	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once a week	Column %	13	16	16

Hispanic Millennial: True	Black Millennial: True	male millennials: True	White Millennial: True	Millennials: True
17	12	31	32	27
167	106	533	1068	1512
11	12	13	13	12
167	106	533	1068	1512
16	20	13	12	13
167	106	533	1068	1512
9	12	10	11	11
167	106	533	1068	1512
7	5	3	4	4
167	106	533	1068	1512
2	2	2	3	3
167	106	533	1068	1512
3	7	4	6	5
167	106	533	1068	1512
34	28	22	17	22
167	106	533	1068	1512
1	0	3	3	3
167	106	533	1068	1512
0	0	0	0	0
646	417	1664	2982	4632
19	14	20	24	21
646	417	1664	2982	4632
10	6	12	15	13
646	417	1664	2982	4632
6	9	9	8	8
646	417	1664	2982	4632
7	6	7	6	6
646	417	1664	2982	4632
5	4	4	4	4
646	417	1664	2982	4632
5	4	5	4	4
646	417	1664	2982	4632
5	4	3	2	3
646	417	1664	2982	4632
37	47	34	33	35
646	417	1664	2982	4632
8	7	6	4	6
646	417	1664	2982	4632
33	26	35	42	38
227	143	593	1286	1857
17	16	10	12	13

Category	Variable	Entity	Stats	NATREP	Asian Millennial: True	female millennials: True
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once a week	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	2-3 times a month	Column %	12	12	12
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	2-3 times a month	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once a month	Column %	5	2	5
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once a month	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once every 2 months	Column %	2	0	2
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once every 2 months	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once every 3 months	Column %	1	6	1
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Once every 3 months	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Less than once every 3	Column %	5	17	4
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Less than once every 3	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Never	Column %	16	16	17
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Never	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Prefer not to answer	Column %	3	6	2
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - frequency of use*	Prefer not to answer	Base Size	12661	77	1264
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		0 Column %	0	0	0
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		0 Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		1 Column %	50	50	50
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		1 Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		2 Column %	13	14	12
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		2 Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		3 Column %	4	4	3
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		3 Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		4 Column %	2	2	2
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		4 Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		5 Column %	3	4	4
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*		5 Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	More than 5	Column %	4	6	5
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	More than 5	Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	Don't know	Column %	2	2	4
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	Don't know	Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	Not applicable - I do not	Column %	17	13	16
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	Not applicable - I do not	Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	Prefer not to say	Column %	6	5	6
Consumer and Lifestyle / Finance / Credit Cards	Debit cards - number held*	Prefer not to say	Base Size	32885	229	3142
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Very likely	Column %	7	14	10
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Very likely	Base Size	30568	195	2861
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Likely	Column %	6	10	8
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Likely	Base Size	30568	195	2861
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Somewhat likely	Column %	14	24	19
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Somewhat likely	Base Size	30568	195	2861
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Not very likely	Column %	28	35	29
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Not very likely	Base Size	30568	195	2861
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Not at all likely	Column %	45	17	33
Consumer and Lifestyle / Finance / Credit Cards	In Market: FinAdvise (6 months)*	Not at all likely	Base Size	30568	195	2861
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		0 Column %	0	0	0
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		0 Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		1 Column %	12	14	13

Hispanic Millennial: True	Black Millennial: True	male millennials: True	White Millennial: True	Millennials: True
227	143	593	1286	1857
9	16	10	11	11
227	143	593	1286	1857
5	6	8	8	6
227	143	593	1286	1857
4	8	5	3	3
227	143	593	1286	1857
2	1	2	2	2
227	143	593	1286	1857
4	4	6	5	5
227	143	593	1286	1857
25	20	19	15	18
227	143	593	1286	1857
2	4	5	3	4
227	143	593	1286	1857
0	0	0	0	0
678	433	1678	3099	4820
41	32	45	54	47
678	433	1678	3099	4820
8	14	13	14	13
678	433	1678	3099	4820
4	4	5	4	4
678	433	1678	3099	4820
2	4	4	3	3
678	433	1678	3099	4820
6	5	5	3	4
678	433	1678	3099	4820
6	6	4	4	4
678	433	1678	3099	4820
6	3	3	2	3
678	433	1678	3099	4820
19	24	15	13	16
678	433	1678	3099	4820
8	7	6	4	6
678	433	1678	3099	4820
13	13	10	8	10
536	379	1419	2850	4280
10	15	11	8	10
536	379	1419	2850	4280
23	21	20	19	20
536	379	1419	2850	4280
27	24	30	30	29
536	379	1419	2850	4280
28	28	29	34	31
536	379	1419	2850	4280
0	0	0	0	0
590	401	1455	2553	4069
9	14	10	11	11

Category	Variable	Entity	Stats	NATREP	Asian Millennial: True	female millennials: True
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		1 Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		2 Column %	4	5	5
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		2 Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		3 Column %	2	1	3
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		3 Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		4 Column %	2	3	2
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		4 Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		5 Column %	3	5	4
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*		5 Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	More than 5	Column %	2	5	2
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	More than 5	Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	Don't know	Column %	3	6	4
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	Don't know	Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	Not applicable - I do not	Column %	66	56	60
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	Not applicable - I do not	Base Size	26755	194	2614
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	Prefer not to say	Column %	8	5	7
Consumer and Lifestyle / Finance / Credit Cards	Pre-paid cards - number held*	Prefer not to say	Base Size	26755	194	2614

Hispanic Millennial: True	Black Millennial: True	male millennials: True	White Millennial: True	Millennials: True
590	401	1455	2553	4069
4	8	5	5	5
590	401	1455	2553	4069
3	3	3	3	3
590	401	1455	2553	4069
5	2	4	3	3
590	401	1455	2553	4069
5	8	5	3	4
590	401	1455	2553	4069
2	4	3	2	3
590	401	1455	2553	4069
5	4	3	3	4
590	401	1455	2553	4069
57	46	58	65	59
590	401	1455	2553	4069
10	10	8	5	7
590	401	1455	2553	4069

Number of Columns: 7

Number of Rows: 5

Page Link: <https://yougov.insight-out.com/surveys/2341/pages/315828>

YouGov Profiles

Category	Variable	Entity	Stats	NATREP	Asian Millennial: True
Consumer and Lifestyle / Finance / Investments	Consumer confidence to make major purchases*	Worse	Column %	23	15
Consumer and Lifestyle / Finance / Investments	Consumer confidence to make major purchases*	Worse	Base Size	22001	183
Consumer and Lifestyle / Finance / Investments	Consumer confidence to make major purchases*	Neither worse nor better	Column %	66	76
Consumer and Lifestyle / Finance / Investments	Consumer confidence to make major purchases*	Neither worse nor better	Base Size	22001	183
Consumer and Lifestyle / Finance / Investments	Consumer confidence to make major purchases*	Better	Column %	10	9
Consumer and Lifestyle / Finance / Investments	Consumer confidence to make major purchases*	Better	Base Size	22001	183
Consumer and Lifestyle / Finance / Investments	Working With Financial Advisor*	Yes	Column %	12	15
Consumer and Lifestyle / Finance / Investments	Working With Financial Advisor*	Yes	Base Size	10462	147
Consumer and Lifestyle / Finance / Investments	Working With Financial Advisor*	No	Column %	88	85
Consumer and Lifestyle / Finance / Investments	Working With Financial Advisor*	No	Base Size	10462	147

female millennials: True	Hispanic Millennial: True	Black Millennial: True	male millennials: True	White Millennial: True	Millennials: True
24	21	27	20	23	23
2461	418	282	1410	2717	3871
65	66	57	65	65	65
2461	418	282	1410	2717	3871
11	13	15	14	12	12
2461	418	282	1410	2717	3871
8	13	10	14	11	11
2032	519	320	1160	1995	3192
92	87	90	86	89	89
2032	519	320	1160	1995	3192