

## NAPFA Survey on Americans’ Reactions to Economic Upheaval Caused by COVID-19

### Overview

The [National Association of Personal Financial Advisors \(NAPFA\)](#) is the country’s leading professional association of Fee-Only financial advisors—highly trained professionals who are committed to working in the best interests of those they serve.

NAPFA conducted this survey to understand Americans’ reactions to the economic upheaval caused by the COVID-19 pandemic. We hope that the results will cause people to take action, whether that’s creating a budget, saving more or reaching out to a financial planner.

### Methodology

NAPFA commissioned Atomik Research to run an online survey of 2,006 adults ages 22 to 64 in the United States. The margin of error is +/- 2 percentage points with a confidence interval of 95 percent. The fieldwork took place between January 6 and 9, 2021.

The survey is broken down by generation:

- Gen Z: 22-24 years old
- Millennials: 25-40 years old
- Gen X: 41-56 years old
- Baby boomers: 57-65 years old

### Question #1: Which of the following words would you use to describe your relationship with money?

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
Positive	48%	58%	38%	41%	47%	52%	45%
Stressful	35%	26%	45%	34%	37%	34%	33%
Worrisome	23%	17%	29%	19%	22%	23%	29%
Fantastic	19%	26%	12%	20%	22%	19%	9%
Funny	12%	17%	7%	12%	14%	12%	4%
Saddening	10%	8%	11%	8%	12%	8%	9%
Unhealthy	8%	7%	10%	14%	9%	7%	6%
Volatile	6%	8%	5%	9%	7%	6%	4%
Angry	6%	7%	5%	7%	7%	7%	3%
None of the above	8%	5%	10%	8%	7%	7%	11%

### Question #2: If you could go back and re-do up to three financial decisions you made in the years leading up to the pandemic, what would you do?

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
Establish an emergency fund or contribute more to my emergency fund	32%	23%	41%	24%	30%	31%	42%

Pay down more debt	31%	24%	39%	28%	29%	29%	45%
Contribute more money to my employer's 401k matching program	28%	38%	18%	20%	27%	35%	22%
Dine out less	25%	23%	28%	34%	29%	20%	21%
Cut down on retail therapy (e.g., shopping for fun)	24%	20%	28%	28%	26%	22%	18%
Start a realistic retirement plan	22%	27%	17%	10%	20%	25%	26%
Save or continue saving to buy a home (i.e., house, apartment, condo, townhome, etc.)	21%	21%	21%	27%	25%	20%	12%
Begin or add to my investment portfolio	19%	23%	15%	21%	20%	18%	17%
Buy instead of lease my car	9%	13%	5%	12%	10%	10%	5%
Delay having a child	6%	6%	5%	6%	7%	5%	2%
Elope and invest the money that would have been spent on a wedding	5%	6%	3%	3%	6%	5%	2%
Other, please specify	4%	3%	5%	2%	3%	5%	7%

**Question #3: Which of the following have you or someone in your household experienced unwillingly since March of 2020?**

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
Job loss OR furlough Or reduction in pay (NET)		42%	38%	48%	43%	38%	32%
Reduction in hours	25%	25%	25%	31%	28%	24%	16%
Reductions in pay	20%	22%	19%	21%	24%	19%	14%
Job loss	18%	18%	19%	25%	19%	17%	16%
Reduced benefits package (e.g., no more 401k matching, more expensive employer health plans, less vacation time, etc.)	16%	21%	10%	16%	19%	15%	8%
Salary freeze (no increase in salary)	15%	21%	9%	13%	16%	18%	8%
Loss of bonus	15%	18%	11%	18%	16%	15%	8%
Taking a lower-paying job	12%	15%	9%	13%	15%	12%	4%
Furlough	11%	13%	9%	12%	12%	12%	8%
None of the above	31%	24%	39%	21%	26%	31%	51%

**Question #4: Which of the following have you or someone in your household experienced willingly since March of 2020?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>Took time off from work to care for a family member who was sick (e.g., mother, father, grandparent, child)</b>	20%	25%	15%	28%	23%	19%	9%
<b>Took time off from work to homeschool my friends' or family members' children while schools restricted in-person classes</b>	18%	26%	10%	24%	21%	18%	6%
<b>Took time off from work to homeschool my child/children while schools restricted in-person classes</b>	15%	19%	11%	7%	18%	18%	3%
<b>Had to ask a family member or friend to supervise my child/children while they attend virtual classes during the day</b>	14%	20%	9%	11%	17%	15%	5%
<b>Left a job in order to provide childcare for my child/children while schools restricted in-person classes</b>	9%	12%	6%	9%	11%	10%	2%
<b>Hired a babysitter or day-time caregiver to supervise my child's/children's virtual classes from home</b>	9%	14%	4%	4%	10%	12%	2%
<b>Other, please specify</b>	2%	1%	3%	1%	2%	2%	3%
<b>None of the above</b>	47%	35%	59%	39%	36%	48%	80%

**Question #5: Are you considering adding another source of income to become more financially stable?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>Yes</b>	70%	76%	64%	73%	75%	72%	49%
<b>No</b>	30%	24%	36%	27%	25%	28%	51%

**Question #5a: What additional sources of income are you considering?**

	<b>Total N=1398</b>	<b>Male N=759</b>	<b>Female N=639</b>	<b>Gen Z N=119</b>	<b>Millennials N=619</b>	<b>Gen X N=518</b>	<b>Baby Boomers N=142</b>
Online merchant site (e.g., selling products, e-commerce, Etsy, etc.)	37%	39%	35%	39%	38%	37%	30%
Offering your services or skills to others (e.g., freelancing, contract work, etc.)	36%	37%	34%	37%	37%	34%	33%
Weekend job	35%	30%	42%	39%	34%	37%	34%
Investing in financial assets	26%	35%	17%	29%	31%	22%	20%
Acquiring a certification or license (e.g., real estate, notary, certified instructor, etc.)	19%	22%	16%	22%	22%	18%	11%
Real estate investing (e.g., rental properties, flipping houses, land development, etc.)	19%	26%	11%	19%	22%	18%	9%
Ridesharing (e.g., Uber, Lyft, etc.)	13%	15%	10%	16%	14%	13%	8%
Other, please specify	5%	3%	8%	2%	4%	4%	18%

**Question #6: The recent increase in job losses and furloughs has made me more likely to \_\_\_\_\_.**  
Complete the sentence with the response choice that best applies to you.

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
Bargain hunt or become more thrifty	39%	33%	45%	28%	35%	40%	56%
Start my own business	27%	32%	23%	28%	31%	27%	17%
Find a new job	27%	24%	29%	36%	29%	26%	16%
Make a career change to an entirely new field	25%	29%	21%	21%	30%	26%	12%
Enroll in a certified trade or occupational training program (e.g., cosmetology school, welding, coding, apprenticeship, etc.)	18%	24%	13%	20%	22%	19%	6%
Enroll in a higher education program (e.g., associate's, BA, MA, JD, etc.)	18%	21%	15%	26%	22%	17%	5%
Other, please specify	7%	6%	8%	2%	4%	6%	20%

**Question #6a: What do you most hope to gain from finding a new job or making a career change?**

	<b>Total N=856</b>	<b>Male N=450</b>	<b>Female N=406</b>	<b>Gen Z N=80</b>	<b>Millennials N=398</b>	<b>Gen X N=308</b>	<b>Baby Boomers N=70</b>
<b>A higher income</b>	45%	42%	49%	51%	46%	43%	41%
<b>A steady income</b>	42%	36%	49%	34%	41%	43%	56%
<b>Better work-life balance</b>	31%	33%	30%	34%	33%	28%	34%
<b>The ability to work from home</b>	30%	26%	34%	30%	27%	32%	40%
<b>Increased job security</b>	25%	26%	24%	14%	26%	26%	23%
<b>Career growth opportunities</b>	23%	24%	21%	21%	26%	21%	10%
<b>Better employment benefits such as 401k matching and health insurance</b>	20%	25%	16%	15%	22%	21%	16%
<b>The ability to make a meaningful, positive impact through work (e.g. by working for a non-profit, a charitable organization, a company with a strong commitment to sustainability, etc.)</b>	20%	24%	16%	24%	22%	20%	10%
<b>Other, please specify</b>	0%	0%	0%	0%	0%	1%	0%

**Question #6b: What do you most hope to gain from starting your own business?**

	<b>Total N=549</b>	<b>Male N=320</b>	<b>Female N=229</b>	<b>Gen Z N=46</b>	<b>Millennials N=257</b>	<b>Gen X N=197</b>	<b>Baby Boomers N=49</b>
<b>Increasing my income</b>	48%	41%	59%	57%	44%	50%	59%
<b>Being my own boss</b>	38%	34%	43%	48%	35%	38%	45%
<b>A flexible work schedule</b>	33%	29%	38%	33%	35%	29%	37%
<b>A better work-life balance</b>	31%	34%	26%	26%	32%	32%	22%
<b>The ability to work from home</b>	30%	25%	38%	35%	25%	32%	47%
<b>Growing my net worth</b>	25%	30%	19%	24%	30%	21%	16%
<b>Doing something challenging yet exciting</b>	20%	21%	19%	20%	19%	22%	16%
<b>An opportunity to create economic opportunities in my community (e.g., opening a small business)</b>	16%	18%	12%	9%	16%	19%	10%
<b>Promoting sustainable business practices</b>	11%	17%	4%	11%	12%	11%	12%
<b>An opportunity to create economic opportunities in my community OR Promoting sustainable business practice (NET)</b>	27%	32%	15%	20%	25%	28%	18%

<b>Other, please specify</b>	1%	0%	1%	2%	1%	0%	0%
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**Question #7: Do you own a home?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>Yes</b>	65%	76%	53%	40%	62%	74%	64%
<b>No</b>	35%	24%	47%	60%	38%	26%	36%

**Question #7a: At your current rate of saving/wealth building, how long do you think it will take until you're be able to become a homeowner?**

	<b>Total N=710</b>	<b>Male N=243</b>	<b>Female N=467</b>	<b>Gen Z N=97</b>	<b>Millennials N=317</b>	<b>Gen X N=191</b>	<b>Baby Boomers N=105</b>
<b>Less than a year</b>	5%	4%	6%	10%	4%	5%	4%
<b>1 year</b>	7%	7%	7%	13%	8%	4%	4%
<b>2 years</b>	14%	12%	15%	14%	17%	13%	5%
<b>3 years</b>	15%	17%	13%	18%	19%	10%	6%
<b>4 years</b>	6%	4%	7%	3%	8%	4%	5%
<b>5 years</b>	9%	10%	8%	10%	10%	8%	6%
<b>6 or more years</b>	19%	18%	19%	22%	19%	18%	17%
<b>Never</b>	26%	28%	25%	9%	15%	38%	54%

**Question #8: Which of the following best describes how you feel about your parents' retirement situation?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>My parents did a great job of planning for retirement, and it will not impact me</b>	35%	34%	36%	29%	34%	34%	43%
<b>My parents planned the best they could, and I don't mind helping them if needed</b>	33%	35%	31%	45%	36%	32%	21%
<b>I'm concerned my parents did not plan properly, and I will have to financially help them</b>	23%	25%	21%	23%	27%	24%	8%
<b>Other, please specify</b>	9%	6%	12%	3%	3%	10%	28%

**Question #9a: Which of the following have you done this past year (2020) for your children?**

	<b>Total N=1322</b>	<b>Male N=674</b>	<b>Female N=648</b>	<b>Gen Z N=53</b>	<b>Millennials N=508</b>	<b>Gen X N=564</b>	<b>Baby Boomers N=197</b>
Took money out of retirement/investment accounts to help pay my child's/children's rent or living expenses (e.g., debt payments, groceries, mortgage, etc.)	27%	33%	20%	25%	29%	27%	19%
Took money out of investments to help pay for my child's/children's education	25%	35%	13%	21%	28%	26%	14%
Took money out of retirement accounts to help pay for my child's/children's education	21%	29%	12%	21%	22%	24%	8%
Took money out of retirement/investment accounts to help my child/children start a business	17%	26%	8%	32%	20%	18%	5%
Took money out of retirement/investment accounts to help my child's/children's business stay afloat	16%	24%	8%	26%	18%	19%	4%
Other, please specify	33%	15%	52%	23%	27%	29%	61%

**Question #9b: Which of the following might you do for your children in 2021?**

	<b>Total N=1322</b>	<b>Male N=674</b>	<b>Female N=648</b>	<b>Gen Z N=53</b>	<b>Millennials N=508</b>	<b>Gen X N=564</b>	<b>Baby Boomers N=197</b>
Take money out of retirement/investment accounts to help pay my child's/children's living expenses (e.g., debt payments, groceries, rent, mortgage, etc.)	27%	32%	21%	36%	28%	27%	22%
Take money out of investments to help pay for my child's/children's education	26%	35%	16%	21%	28%	28%	15%
Take money out of retirement accounts to help pay for my child's/children's education	21%	30%	12%	17%	24%	23%	9%
Take money out of retirement/investment	17%	26%	8%	19%	21%	18%	5%

accounts to help my child's/children's business stay afloat							
Take money out of retirement/investment accounts to help my child/children start a business	15%	21%	9%	17%	17%	16%	8%
Other, please specify	32%	18%	48%	30%	26%	30%	55%

**Question #9c: Please choose the response to complete the following statement so that it best describes how you feel: My children are \_\_\_\_\_ to be financially secure by the time they reach retirement age.**

	Total N=1322	Male N=674	Female N=648	Gen Z N=53	Millennials N=508	Gen X N=564	Baby Boomers N=197
<b>Likely (Very likely + Somewhat likely)</b>	81%	87%	74%	72%	83%	83%	68%
Very likely	50%	63%	37%	38%	54%	53%	36%
Somewhat likely	30%	24%	37%	34%	30%	30%	32%
Somewhat unlikely	8%	7%	9%	17%	7%	7%	12%
Very unlikely	3%	2%	5%	2%	2%	4%	7%
Unlikely (Somewhat unlikely + Very unlikely)	11%	9%	14%	19%	9%	10%	19%
Not sure	8%	5%	11%	9%	8%	6%	13%

**Question #10: When thinking of retirement, what worries you the most?**

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
I will not have enough money to retire comfortably	35%	29%	40%	29%	35%	36%	36%
I will be unable to afford medical costs/healthcare throughout retirement	28%	27%	30%	28%	27%	30%	29%
I will never be able to stop working	28%	25%	30%	25%	31%	27%	20%
My children will have to take on the burden of caring for me in my old age	27%	31%	23%	21%	29%	29%	19%
I will not have enough money for basic necessities when I retire	24%	20%	28%	25%	23%	25%	26%



I will not be able to leave anything to my children, family, or loved ones	24%	22%	25%	25%	23%	25%	24%
Other, please specify	1%	0%	1%	0%	1%	1%	2%
I have no worries regarding retirement	16%	16%	16%	17%	15%	14%	23%

**Question #11: When it comes to working with a professional financial planner, please select which of the following statements comes closest to describing your view.**

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
I choose not to work with a financial planner because I do my own financial planning	24%	21%	26%	18%	21%	23%	36%
I would like to work with a financial planner, but I don't feel like I make or have enough money to do so	19%	18%	20%	20%	19%	17%	21%
I would like to work with a financial planner, but their expertise is expensive	17%	17%	16%	17%	19%	16%	10%
I would like to work with a financial planner	16%	20%	12%	17%	18%	18%	5%
I would choose to work with a financial planner if I knew more about how to do so	15%	17%	13%	24%	16%	14%	9%
I currently work with a financial planner	10%	8%	12%	4%	7%	11%	19%

**Question #12: Which of the following financial goals do you think could benefit by having a financial planner?**

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
Greater savings	45%	44%	45%	40%	46%	48%	37%
Planning for retirement	44%	39%	48%	34%	41%	48%	48%
Paying off debts	36%	29%	42%	39%	38%	33%	32%
Planning for future expenses like kids' secondary education or parents' long-term care	30%	34%	27%	33%	34%	31%	15%
Planning for large purchases (homebuying, new car, etc.)	28%	27%	28%	37%	32%	26%	14%
Paying less taxes	23%	24%	21%	22%	23%	22%	26%

<b>Other, please specify</b>	3%	3%	4%	1%	2%	3%	10%
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**Question #13: Which qualities would be most important to you in a financial advisor? Please rank the following qualities according to your highest priority (ranked as 1) to lowest priority (ranked as 10).**

	<b>Total N=4012</b>	<b>Male N=2006</b>	<b>Female N=2006</b>	<b>Gen Z N=326</b>	<b>Millennials N=1658</b>	<b>Gen X N=1448</b>	<b>Baby Boomers N=580</b>
<b>Listens to my concerns</b>	20%	18%	22%	23%	19%	19%	23%
<b>Understands my financial goals</b>	26%	25%	26%	25%	26%	23%	29%
<b>Truly acts in my best interests (advises rather than persuades)</b>	23%	21%	26%	26%	22%	23%	26%
<b>Honesty</b>	48%	45%	51%	36%	44%	52%	53%
<b>Reputation of his/her business/practice</b>	17%	15%	18%	16%	16%	17%	18%
<b>Proximity (e.g., how close he/she is to me)</b>	9%	10%	8%	13%	10%	8%	6%
<b>Ability to help manage and increase value of my portfolio</b>	17%	19%	14%	20%	15%	18%	15%
<b>Years of experience and knowledge</b>	19%	20%	19%	17%	20%	19%	23%
<b>Professional education or designations</b>	13%	15%	10%	14%	16%	12%	4%
<b>Offers videoconferencing and other virtual services</b>	9%	11%	7%	9%	11%	9%	3%

**Question #14: If you were looking for a financial advisor to entrust the management of your money/assets, which of the following would be red flags?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>They have disciplinary or legal issues</b>	50%	44%	55%	37%	48%	50%	58%
<b>They're not straightforward regarding their pay structure</b>	42%	37%	47%	42%	41%	40%	50%
<b>They make commissions on the financial products they sell or recommend</b>	39%	43%	36%	38%	38%	40%	41%
<b>They're reluctant to change investment or planning strategies when asked</b>	31%	34%	28%	29%	30%	31%	33%
<b>They're not relatable</b>	27%	24%	30%	29%	26%	24%	32%
<b>They don't offer ethical/socially responsible/sustainable investment strategies</b>	25%	21%	29%	29%	28%	23%	19%

They don't offer a diverse range of financial solutions	22%	21%	22%	21%	21%	24%	21%
Other, please specify	1%	1%	1%	0%	1%	1%	2%

**Question #15: How would you describe your attitude toward investing?**

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
If done correctly, it's like giving myself a raise	30%	29%	30%	30%	29%	29%	34%
I have some knowledge about investing but I would like to learn more	29%	33%	25%	29%	29%	30%	26%
If I had enough leftover income to invest, I would	27%	25%	30%	23%	27%	28%	29%
I am pretty confident	26%	33%	18%	22%	23%	28%	30%
I have no idea how to invest	23%	15%	31%	24%	27%	19%	21%
I'll wait to invest once the economy is less volatile/chaotic	16%	18%	14%	18%	18%	16%	12%
Investing only benefits the top 1% of income-earners	12%	17%	7%	16%	13%	12%	6%
I'll invest when I am older	12%	15%	8%	17%	14%	11%	4%
It's a waste of money	11%	14%	8%	12%	13%	10%	8%
Other, please specify	1%	1%	1%	1%	1%	1%	2%

**Question #16: What types of investments are you interested in, but would like to learn more about before making an investment?**

	Total N=2006	Male N=1003	Female N=1003	Gen Z N=163	Millennials N=829	Gen X N=724	Baby Boomers N=290
Stocks	37%	35%	38%	42%	38%	34%	37%
401k	30%	28%	33%	31%	33%	28%	24%
Individual Retirement Accounts (traditional or Roth)	25%	25%	26%	21%	24%	25%	30%
Land/Real estate	25%	27%	23%	23%	30%	22%	20%
Micro-investment apps (e.g., Stash, Acorns, Robin Hood, etc.)	20%	23%	18%	28%	22%	19%	13%
Green and renewable energy	20%	24%	15%	18%	21%	20%	15%
Investing in start-ups/Angel investing (e.g., investing personal funds into a business you feel passionate about or want to help grow)	19%	23%	15%	21%	20%	20%	11%

<b>Certificates of Deposit</b>	19%	21%	16%	12%	18%	20%	20%
<b>Private equity funds/pools (e.g., venture capital funds)</b>	15%	19%	11%	18%	16%	17%	6%
<b>Socially Responsible Investment (SRIs) plans</b>	15%	18%	12%	16%	15%	16%	9%
<b>Other, please specify</b>	1%	1%	2%	2%	1%	1%	2%
<b>I am not interested in investing at all</b>	11%	5%	17%	8%	9%	10%	20%

**Question #17: When investing or considering investing, what aspects are most important to you?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>Profitability</b>	46%	46%	45%	33%	43%	48%	54%
<b>Potential growth</b>	44%	41%	47%	44%	42%	43%	53%
<b>Risks</b>	29%	27%	31%	29%	27%	28%	39%
<b>Alignment with my financial objectives</b>	29%	30%	27%	28%	28%	30%	29%
<b>Liquidity</b>	21%	24%	18%	14%	19%	22%	27%
<b>Alignment with my views of ethics or morals</b>	21%	21%	20%	16%	21%	20%	23%
<b>Environmental or social impact (e.g. ESG commitments, stewardship, etc.)</b>	19%	24%	14%	20%	20%	19%	14%
<b>The political opinions of top stakeholders (e.g., board of directors, CEO, spokespeople, etc.) at investment funds and/or the companies I'm investing in</b>	17%	22%	13%	25%	20%	16%	10%
<b>Lock-ins/Length of terms</b>	16%	16%	15%	17%	14%	15%	21%
<b>The non-profits, organizations, or charities that investment funds and/or the companies I'm investing in donate to</b>	15%	16%	14%	20%	17%	14%	9%
<b>Other, please specify</b>	0%	0%	0%	0%	0%	0%	1%
<b>Not applicable — I don't invest</b>	11%	5%	17%	6%	10%	11%	16%

**Question #18: Do you actively try to avoid investing in any funds that directly or indirectly support, enable, or have close ties to the following?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>Human rights violations (e.g., human trafficking, labor exploitation, unfair labor practices, etc.)</b>	46%	41%	50%	48%	46%	44%	49%
<b>Animal testing</b>	36%	29%	43%	37%	35%	36%	37%
<b>Oppressive governments or regimes</b>	32%	30%	33%	23%	29%	31%	46%
<b>Deforestation</b>	29%	28%	29%	31%	30%	27%	30%
<b>The tobacco industry</b>	26%	26%	27%	23%	25%	26%	31%
<b>Gambling</b>	25%	26%	25%	20%	26%	26%	25%
<b>Weapons manufacturing</b>	24%	25%	23%	21%	25%	24%	24%
<b>Fast fashion</b>	22%	24%	19%	26%	24%	20%	14%
<b>Factories fueled by coal</b>	18%	21%	16%	17%	20%	19%	15%
<b>Other, please specify</b>	8%	5%	11%	3%	5%	8%	16%

**Question #19: Compared to last year, are you more or less interested in ethical/socially responsible/sustainable investing?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>More interested (Much more interested + Somewhat more interested)</b>	58%	68%	49%	61%	64%	59%	41%
<b>Much more interested</b>	34%	44%	23%	28%	39%	36%	18%
<b>Somewhat more interested</b>	25%	24%	26%	33%	25%	23%	24%
<b>Neither more nor less interested</b>	33%	25%	41%	29%	29%	34%	47%
<b>Somewhat less interested</b>	3%	3%	3%	6%	3%	3%	2%
<b>Much less interested</b>	5%	4%	7%	5%	4%	4%	10%
<b>Less interested (Somewhat less interested + Much less interested)</b>	8%	7%	10%	10%	8%	8%	11%

**Question #20: How do you feel the Biden administration will impact the U.S. economy in 2021?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>Weaken</b>	32%	35%	29%	17%	31%	35%	35%

<b>Strengthen</b>	46%	50%	43%	55%	46%	45%	43%
<b>I'm not sure</b>	22%	16%	28%	28%	23%	20%	21%

**Question #20a: Which word would best describe your political ideology?**

	<b>Total N=2006</b>	<b>Male N=1003</b>	<b>Female N=1003</b>	<b>Gen Z N=163</b>	<b>Millennials N=829</b>	<b>Gen X N=724</b>	<b>Baby Boomers N=290</b>
<b>Liberal (Very liberal, Liberal + Moderately liberal)</b>	28%	27%	29%	32%	28%	27%	29%
<b>Very liberal</b>	9%	10%	7%	11%	9%	9%	6%
<b>Liberal</b>	9%	9%	10%	9%	9%	8%	11%
<b>Moderately liberal</b>	10%	8%	12%	12%	10%	10%	12%
<b>Neutral</b>	29%	23%	34%	30%	32%	28%	20%
<b>Moderately conservative</b>	13%	12%	14%	18%	11%	12%	19%
<b>Conservative</b>	13%	13%	12%	9%	12%	13%	18%
<b>Very conservative</b>	17%	24%	11%	11%	17%	20%	14%
<b>Conservative (Moderately conservative, Conservative + Very conservative)</b>	43%	50%	37%	38%	40%	45%	51%