



Harris On Demand

The Harris Poll

2019 Consumer Financial Literacy Survey

Prepared For:



NFCC

March 25, 2019

Survey Methodology

The 2019 Financial Literacy Survey was conducted online within the United States by Harris Poll on behalf of the NFCC (National Foundation for Credit Counseling) between March 8th and March 13th, 2019 among 2,086 U.S. adults ages 18+. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online. Prior to 2013, this survey was conducted by telephone.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Poll panel, no estimates of theoretical sampling error can be calculated.

Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. Significance testing is done to the 95% confidence level, and the test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance, the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

	Total	Sex	
		Male	Female
	(A)	(B)	(C)
Unweighted Base	977	488	489
Weighted Base	967	464	503
Acceptable	611	274	337
	63%	57%	67% B
Not Acceptable	319	171	148
	33%	37% C	29%
Don't Know	37	18	19
	4%	4%	4%

Key Findings

Budget, Spending, & Saving

In 2019, about two in five U.S. adults (42%) – a proportion that has held roughly steady since 2007 – say they have a budget and keep close track of how much they spend on such things as food, housing, and entertainment.

- Over half of U.S. adults (56%) are now spending the same as last year, while similar proportions are now spending *more* (23%) or *less* (21%) than before.
- Nearly 3 in 5 adults (59%) say they are now saving the same as last year, while the proportion who say they are saving *more* (26%) greatly exceeds those who are saving *less* (15%).

The proportion of U.S. adults that has non-retirement savings remains 7 in 10 (70%), with most adults saving or investing their money in a savings account (65%).

Retirement

When it comes to retirement savings, nearly 2 in 3 U.S. adults (65%) say they save some portion of their household's annual income for retirement, the same proportion as 2018 (65%), an increase of 5 percentage points since 2017 (60%). One in ten (10%) now say they save more than 20% of their household's income for retirement.

Despite the fact that most are saving at least something for retirement, fewer than 1 in 5 U.S. adults (18%) feel *very confident* – and over 1 in 4 (27%) are *not confident at all* – that they are saving enough. And, when asked what areas of personal finance worry them most, the top response continues to be retiring without having enough money set aside (17%), followed closely by insufficient “rainy day” savings (14%).

Homeownership

Considering the current housing market, half of U.S. adults (50%) feel buying is more affordable, while about 1 in 4 believe renting is more affordable (26%) and a similar proportion (24%) are not at all sure.

Most (80%) have tried to purchase their own home, and 70% are currently homeowners. The top 5 barriers faced by potential homeowners are:

- Rising home prices;
- Lack of funding for the down payment or closing costs;
- Existing debt;
- Limited housing options within available budget; and,
- Poor credit history or low credit score.

Credit Card Debt

A majority of U.S. adults (60%) have had credit card debt in the past 12 months, and nearly 2 in 5 (37%) indicate their household carries such debt from month to month. Few have done something in an attempt to obtain a lower interest rate for their credit card debt (though more so than last year), primarily because they are satisfied with their current rates or they had never thought of it.

Key Findings (continued)

Knowledge of, and Confidence in, Personal Finance

Over half of U.S. adults (55%) continue to give themselves a grade of A or B on their knowledge of personal finance, and nearly 9 in 10 (88%) say they are *very or somewhat confident* that the last time they made a big financial decision (such as picking a credit card, buying a car, or refinancing their mortgage), they made the right choice. At the same time, however, over 1 in 10 (12%) admit they are *not very or not at all confident*, a statistically significant increase over past years.

While about 3 in 4 (76%) agree – including over 1 in 4 (27%) who *strongly* agree – that they could still benefit from advice and answers to everyday financial questions from a professional, the proportion who disagree with this statement has increased compared to last year (24% vs. 21%, respectively).

When asked who they would turn to for general financial/money management guidance, the top response remains a financial professional such as a CPA or financial planner (35%), followed closely by friends and family (32%).

- Compared to a couple of years ago, fewer U.S. adults would now turn to a bank or credit union (25% in 2019 and 2018 vs. 32% in 2017), or a professional non-profit credit counseling agency (11% in 2019 vs. 14% in 2017).

Debt and Credit Counseling

While nearly 3 in 4 U.S. adults (72%) continue to pay all their bills on time and have no debts in collection, one in four (25%) admit they do not pay their bills on time, a sustained increase compared to 2017 (25% in 2018 as well vs. 22% in 2017 and 2016).

Only 17% of all U.S. adults say they have never had any debt, while more than half (54%) struggle to minimize their debt, primarily due to unexpected financial emergencies (21%).

When asked why they would not reach out to a professional non-profit credit counseling agency for help if they were having financial problems related to debt, about one in five adults (22%) say they can resolve their own problems without outside help.

About one in four U.S. adults (23%), or over 56 million Americans¹, indicated they would reach out to a professional non-profit credit counseling agency for help.

Small Business Financing

If they were looking to start a new business...

- Nearly 1 in 3 (32%) would seek a business loan through a community (14%) or national (14%) bank, credit union (14%), or online-only lender (6%)
- About 1 in 4 (26%) would rely on personal funds (22%) or liquidate personal assets (10%)
- Just 14% would apply for a public or private grant, and 15% would seek an SBA-backed loan

Over one in three U.S. adults (35%) are *not at all sure* how they would come up with the money if they were looking to finance a new business.

¹ Calculation based on U.S. Census Bureau's 2016 Current Population Survey (CPS), which estimates there are 244.81 million adults ages 18+ residing in the United States: 244.81M x 0.24 = 56.3M.

Posted Topline Data

Q705	<u>Total</u> 2019 %	<u>Total</u> 2018 %	<u>Total</u> 2017 %	<u>Total</u> 2016 %	<u>Total</u> 2015 %	<u>Total</u> 2014 %	<u>Total</u> 2013 %	<u>Total</u> 2012 %	<u>Total</u> 2011 %	<u>Total</u> 2010 %	<u>Total</u> 2009 %	<u>Total</u> 2008 %	<u>Total</u> 2007 %
Which of the following best describes how you manage your money?	Base: Adults 18+												
	(n= 2,086)	(n= 2,017)	(n= 1,649)	(n= 1,668)	(n= 2,017)	(n= 2,016)	(n= 2,037)	(n= 1,007)	(n= 1,010)	(n= 2,028)	(n= 1,000)	(n= 1,001)	(n= 1,003)
	A	B	C	D	E	F	G	H	I	J	K	L	M
I have a budget and keep close track of how much I spend on such things as food, housing and entertainment	42	41	40	40	40	39	40	43 F	43 F	43 MF	42	42	39
Don't Have A Budget (Net)	58	59	60 HIJ	60 HIJ	60 HIJ	61 HIJK	60 HIJ	56	56	56	57	N/A	N/A
I have a somewhat good idea about how much I spend on such things as food, housing and entertainment, but I don't keep strict track of my spending on these things	47 HIJKL M	48 MHIJK L	46 MHIJK L	46 MHIJK L	46 MBHIJ KL	48 MHIJK L	48 MHIJK L	34	34	37	39 HI	35	36
I don't have a good idea how much I spend on such things as food, housing and entertainment, but I keep track of my overall spending and try to stay within certain limits that I've set for myself	7	8	9 A	9 A	9 A	8	8	15 ABCDE FKL	15 ABCDE FGKL	14 ABCDE FGK	11 ABFG	12 ABCDE FG	15 ABCDE FGK
I don't have a good idea how much I spend on such things as food, housing and entertainment, and I often don't keep track of my overall spending	5	4	5	5	5	5	4	7 ABCDE FI	7 ABCDE FGJ	5	7 ABCDE FG	7 ABCDE FGJ	7 ABCDE FGJ
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	1	1	1	2 J	2
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	*	*	*	2	1

Q710	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %	<u>Total</u> <u>2014</u> %	<u>Total</u> <u>2013</u> %	<u>Total</u> <u>2012</u> %	<u>Total</u> <u>2011</u> %	<u>Total</u> <u>2010</u> %	<u>Total</u> <u>2009</u> %	<u>Total</u> <u>2008</u> %
Which of the following best describes your financial situation?	Base: Adults 18+											
	(n= 2,086)	(n= 2,017)	(n= 1,649)	(n= 1,668)	(n= 2,017)	(n= 2,016)	(n= 2,037)	(n= 1,007)	(n= 1,010)	(n= 2,028)	(n= 1,000)	(n= 1,001)
	A	B	C	D	E	F	G	H	I	J	K	L
I pay all of my bills on time and have no debts in collection	72 HIJ	72 HIJ	75 AEF 75 GHI 75 JKL	74 EFG 74 HIJ 74 KLM	71 H	71 H	71 H	64	68	69 H	70 H	69 H
Do Not Pay All Bills On Time (Net)	25 CD	25 CD	22	22	24	24 C	26 CD	33 ABC 33 DEF 33 IJK	28 CDEF	28 ABCDEF	26 CD	N/A
I sometimes miss a payment but have no debts in collection	12 BDEFG	10	10	9	9	10	10	15 ABC 15 DEF 15 KLM	14 BCDEF 14 GHI 14 KLM	13 BCDEF 13 GHI 13 KLM	10	11
I struggle to pay my bills every month but have no debts in collection	7	7	7	7	7	7	8	11 ABC 11 DEF 11 IJK	8	9 ABCDEF	10 ABCDEF	9
I am getting calls from collectors and struggle to pay my bills every month	5	7 CDG 7 HIK 7 JKL	4	5	6 CHIJK	6 CHIJK	5	4	4	4	4	5
I am seriously considering filing for bankruptcy or have filed for bankruptcy in the past three years	1	2 CDEF	1	1	1	1	2 ACDE	3 ACDEF	2 ACDEF	2 ACDEF	2 ACDEF	2 ACDEF
I am not involved at all in any financial decisions including how money is spent in our household	4 HIJKL	3 HIJK	3 HIK	3 HIK	5 BCG 5 HIJ 5 KLM	4 CHIJKL	3 HIJK	1	1	2 HK	1	2
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2 I	2 J	1	1	2 J
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	1	1	1	1
Special Net: No debts in collection	90 E	89	92 ADEFGI	90	88	89	90 E	90	89	91 BEF	91 E	N/A
Special Net: Debts in collection	5	8 CDJK	5	6	7 AC	7 AC	7 AC	7 AC	7 AC	6	6	N/A

Q715	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %
The last time you made a big financial decision (e.g., picking a credit card, buying a car, refinancing your mortgage), how confident were you that you made the right choice?	Base: Adults 18+				
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)
	A	B	C	D	E
Very/Somewhat Confident (Net)	88	90	92 A	91 A	92 AB
Very confident	49	52	55 A	55 A	52 B
Somewhat confident	39	37	38	36	40 B
Not at all/Not Very Confident (Net)	12 BCDE	10 CE	8	9	8 B
Not very confident	9 BCDE	7 C	5	6	6 B
Not confident at all	4 E	3 E	3	3	2 B

Q720	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %	<u>Total</u> <u>2014</u> %
Which of the following areas of personal finance currently worries you most?	Base: Adults 18+					
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)
	A	B	C	D	E	F
Have Financial Worries (Net)	71	73 E	75 ADEF	71	70 B	71
Not Enough Savings (Sub-Net)	30	30	34 ADE	29	28 B	31
Retiring without having enough money set aside	17	16	18 DE	15	15 B	16
Not enough "rainy day" savings for an emergency	14	14	16 E	14	13 B	16
Job-Related (Sub-Net)	10	11	13 A	12	13 AB	13 A
Losing my job	5	6	8 ADE	6	6 B	7 A
Not being able to find a good-paying job	5	5	5	6	8 ABCF	6
Not Being Able To Pay (Sub-Net)	9 F	8	8	8	8 B	7
Not being able to pay my credit card debt	4 E	3 E	3	3	2 B	4 C
Not being able to repay my student loan debt	2	3 F	3	3	4 ABF	2
Not being able to pay my existing medical debt	2 BCDEF	1	1	1	1 B	1
Not being able to make my monthly vehicle payments	1	1	*	1	1 B	1
Credit Score/Access (Sub-Net)	6 EF	6 EF	5	6 EF	4 B	4
My credit score	4	5 EF	4	5 EF	3 B	3
My lack of access to credit	2 BCDF	1	1	1	2 BCF	1
Not being able to afford health insurance	5 D	4	4	3	4 B	4
Feeling as though my personal financial situation is out of control	3	4	4	3	4 B	3
Not being able to afford to send my child(ren) to college	2	4 CDEF	2	2	2 B	2
That I may have to file for bankruptcy	1	*	1	*	1	*
Losing my home to foreclosure	1	1	1	1	2 ABCF	1
Not having a good, overall understanding of personal finance	1	2 CE	1	2 AE	1 B	2 AC
Other	3	3	3	4	3 B	3
None – I do not have any financial worries.	24 C	23	21	25	24 BC	25 C
Not sure	5 C	4	3	4	6 BCF	4 C

Q725	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %	<u>Total</u> <u>2014</u> %	<u>Total</u> <u>2013</u> %	<u>Total</u> <u>2012</u> %	<u>Total</u> <u>2011</u> %	<u>Total</u> <u>2010</u> %	<u>Total</u> <u>2009</u> %	<u>Total</u> <u>2008</u> %
Do you have any savings, excluding retirement savings?	Base: Adults 18+											
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)	(n=1,001)
	A	B	C	D	E	F	G	H	I	J	K	L
Yes	70 EFHIJKL	69 EFHIKL	68 HIL	69 HIKL	66 BH	66 H	69 EHIKL	59	64	67 HL	65 H	63
No	30	31	32	31	34 AGJ	34 ABGJ	31	39 ABCDEF IJK	33	30	32	36 ABCDG J
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	1	1	*	*
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2	2	2 L	2	1

Q730	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %
Where do you save or invest your money? *	Base: Adults 18+				
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)
	A	B	C	D	E
Any Savings (Net)	82	83	83	83	82 B
A savings account (e.g., regular bank savings, certificate of deposit, money market)	65	66	65	66	65 B
401k plan	34 E	37 CDE	32 E	32 E	29 B
IRAs	27	26	26	29 BE	25 B
Investments / mutual funds	30	30 C	26	32	30 BC
At home (e.g., under mattress, in a home safe)	8	10	12 AE	12 AE	9 B
I have no savings or investments	18	17	17	17	18 B

* Multiple responses were allowed.

Q733	<u>Total 2019</u> %	<u>Total 2018</u> %	<u>Total 2017</u> %
If you needed \$2,000 for an emergency, where/how would you get the money? *	Base: Adults 18+		
	(n=2,086)	(n=2,017)	(n=1,649)
	A	B	C
A savings account	53 C	50	48
Borrow from friends and family	17	20 C	16
An emergency fund (separate from a savings account)	13	15	14
Sell something I own	13	15	13
Take out a payday loan or other short-term loan	7	9	9 A
Borrow from a retirement account (e.g., IRA, 401k)	7	7	7
Sell or liquidate investments / mutual funds	5	6	5
Crowdfunding (e.g., GoFundMe, Kickstarter)	3	3	4
Other	8	7	10 A
Not at all sure	12	12	16 A

* Multiple responses were allowed.

Q735	<u>Total</u> 2019 %	<u>Total</u> 2018 %	<u>Total</u> 2017 %	<u>Total</u> 2016 %	<u>Total</u> 2015 %	<u>Total</u> 2014 %	<u>Total</u> 2013 %	<u>Total</u> 2012 %	<u>Total</u> 2011 %	<u>Total</u> 2010 %	<u>Total</u> 2009 %	<u>Total</u> 2008 %
On average, what percentage of your household's income do you save every year for retirement?	Base: Adults 18+											
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)	(n=1,001)
	A	B	C	D	E	F	G	H	I	J	K	L
0% or nothing	26	28	27	26	29 A	32 ABCDL	31 ABCD	36 ABCDEF L	32 ABCD	33 ABCDEL	33 ABCDEL	28
Any (Net)	65 CEFGHIJ K	65 CEFGHIJ K	60 K	62 EFK	57	58	59	59	61 EK	59	56	N/A
1% to 10%	37 EL	38 CEFJKL	34	36	34	35	37 EL	35	35	35	34	33
11% to 20%	19 EFGHKL	19 EFGHKL	19 EFGHKL	17	16	16	16	16	17	17	16	16
More than 20%	10 BCEFGJ K	8 FGK	7	9 FGJK	8 FGK	6	6	8 F	9 FGK	7	6	8 FG
Already retired	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	8
Decline to answer	9 B	7	12 A	12 AB	13 AG	11 AB	10 B	N/A	N/A	N/A	N/A	N/A
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4	4	5	8 HI	6 HI
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2	3	3	2	2

Q740	<u>Total 2019</u> %	<u>Total 2018</u> %	<u>Total 2017</u> %	<u>Total 2016</u> %	<u>Total 2015</u> %
How confident are you that you are saving enough for retirement?	Base: Adults 18+				
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)
	A	B	C	D	E
Very/Somewhat Confident (Net)	52 E	51	50	50	48 B
Very confident	18	19	20	19	17 B
Somewhat confident	34 CDE	32	30	30	31 B
Not at all/Not Very Confident (Net)	48	49	50	50	52 AB
Not very confident	21	20	20	22	22 B
Not confident at all	27	29	30 A	29	30 AB

Q765	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %	<u>Total</u> <u>2014</u> %	<u>Total</u> <u>2013</u> %	<u>Total</u> <u>2012</u> %	<u>Total</u> <u>2011</u> %	<u>Total</u> <u>2010</u> %	<u>Total</u> <u>2009</u> %
Roughly how much credit card debt, if any, does your household carry from month to month?	Base: Adults 18+										
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)
	A	B	C	D	E	F	G	H	I	J	K
Any (Net)	37 EF	38 EF	39 DEF	35	33 B	34	37 E	39 DEF	40 DEF	41 ADEFG	44 ABCDEF GH
Less than \$2,500 (Subnet)	22 F	23 F	23 F	21 F	22 BF	18	21	25 DF	28 ABCDEF G	25 ADEFG	28 ABCDEF G
\$1 to \$499	10 FG	10 FG	11 FG	10 FG	11 BFG	8	8	10	14 ABCDEF GK	13 ABDFGH	11 FG
\$500 to \$999	5	4	6 F	5	5 B	4	5	6 BF	6 BF	5	7 ABDEFG
\$1,000 to \$2,499	7	8 DEF	7	6	6 B	6	8 DE	9 DEF	8 EF	8 DEF	10 ACDEF
\$2,500 or More (Subnet)	15 EI	16 EI	16 EI	14 E	11 B	15 I	16 EI	14 E	12	16 E	16 EI
\$2,500 to \$4,999	3	3	5 AE	4	3 B	4	4	5 ABE	4	5 ABE	5 ABE
\$5,000 to \$9,999	5 EI	6 CDEI	4	4	3 B	5 CI	5 EI	5 EI	3	5 E	5 EI
\$10,000 or more	7 EHIJ	7 EHIJ	7 EHIJ	6 HI	5 B	6 HI	7 EHIJ	4	4	5	6 HI
None	46	47 C	43	48	49 BCG	49 CG	45	53 ABCDEF IK	50 ACG	48 C	46
Decline to answer/Refused	18 BHIJK	15 HIJK	18 HIJK	17 HIJK	18 BHIJK	18 BHIJK	18 BHIJK	4	6 JK	4	4
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4	5	7 H	6 H

Q770	<u>Total</u> 2019 %	<u>Total</u> 2018 %	<u>Total</u> 2017 %	<u>Total</u> 2016 %	<u>Total</u> 2015 %	<u>Total</u> 2014 %	<u>Total</u> 2013 %	<u>Total</u> 2012 %	<u>Total</u> 2011 %	<u>Total</u> 2010 %	<u>Total</u> 2009 %
In the last 12 months, have you...? *	Base: Adults 18+										
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)
	A	B	C	D	E	F	G	H	I	J	K
Any (Net)	33	38 EFGI	38 AEFI	35 EFI	31 B	31	35 EI	38 AEFI	30	40 ADEFG	40 ADEFGI
Applied for a new credit card	14 IK	19 EFHIJK	19 AEFHIJK	18 AFHIJK	16 BIJK	14 IK	17 AIJK	15 IJK	10	12	11
Been rejected for a new credit card	6 I	8 IJK	8 AIJK	7 IJ	7 BIJ	7 IJ	8 AIJK	7 IJ	4	5	6 I
Transferred the balance from one credit card to another	6 F	7 DFHI	7 DFHI	5	6 BF	4	6	5	5	6 F	7 DF
Been late making a credit card payment	6	8 E	7	7	6 B	7	8 AE	11 ABCDEF	9 AE	12 ABCDEF G	15 ABCDEF GHI
Made a payment that was less than the minimum payment required	6 EFGHI	6 EFGHI	6 EFGHI	5 F	4 B	3	4	4	4	5 F	7 DEFGHI
Cancelled a credit card	5	6 E	5	6 E	4 B	5	6 E	13 ABCDEF	12 ABCDEF G	17 ABCDEF GH	15 ABCDEF GI
Missed a credit card payment	4	6 DEFG	6 ADEFG	4	4 B	3	4	8 ABDEFI	5 F	8 ABCDEF G	8 ABDEFG I
Obtained a cash advance from my credit card company	3 BF	2	4 F	3	3 BF	2	3 B	3	4 BF	4 BF	4 BF
Consolidated my credit card debt into a personal bill consolidation loan	2 FH	3 EFGHJ	3 FH	3 FH	2 BFH	1	2 H	1	2 F	2 FH	2 F
None of these	67 BCHJK	62 K	62 K	65 HJK	69 BCGHJK	69 BCDGHJ K	65 BHJK	61	69 BCDGJK	59	58
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	*	*	*
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	1	1	1

* Multiple responses were allowed.

Q785	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %	<u>Total</u> <u>2014</u> %	<u>Total</u> <u>2013</u> %	<u>Total</u> <u>2012</u> %	<u>Total</u> <u>2011</u> %	<u>Total</u> <u>2010</u> %	<u>Total</u> <u>2009</u> %
Compared to one year ago, how has the current economic climate affected your spending?	Base: Adults 18+										
Are you now spending...?	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)
	A	B	C	D	E	F	G	H	I	J	K
More (Net)	23 JK	24 EFJK	22 JK	26 AEFJK	21 BJK	21 JK	27 ABCEJK	28 ABCEFI K	26 CEFJK	18	18
A lot more than last year	7	8 EF	7	8 EF	6 B	6	11 ABCDEJ K	10 ACEFK	9 EF	8 EF	7
A little more than last year	16 JK	16 JK	15 JK	17 JK	15 BJK	15 JK	17 JK	18 CEFIK	17 JK	10	10
The same as last year	56 BDEFGH IJK	51 GHIJK	53 GHIJK	51 GHIJK	52 BGHIJK	50 GHIJK	40 HIJK	32 K	31 K	31 K	24
Less (Net)	21	25	26 AD	23	27 AB	29 ABCD	32 ABCDE	39 ABCDEF	42 ABCDEF G	51 ABCDEF GH	57 ABCDEFG HI
A little less than last year	14	15	16	15	17 AB	17 A	18 ABD	19 ABD	23 ABCDEF G	28 ABCDEFG H	30 ABCDEF GHI
A lot less than last year	7	9	9 A	8	9 AB	12 ABCD	14 ABCDE	21 ABCDEF	19 ABCDEF G	23 ABCDEF G	27 ABCDEFG HI
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	1	1	*
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	*	*	1

Q790	<u>Total</u> 2019 %	<u>Total</u> 2018 %	<u>Total</u> 2017 %	<u>Total</u> 2016 %	<u>Total</u> 2015 %	<u>Total</u> 2014 %	<u>Total</u> 2013 %	<u>Total</u> 2012 %	<u>Total</u> 2011 %	<u>Total</u> 2010 %	<u>Total</u> 2009 %
Compared to one year ago, how has the current economic climate affected your saving habits?	Base: Adults 18+										
Are you now saving...?	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)
	A	B	C	D	E	F	G	H	I	J	K
More (Net)	26 FHI	29 CDEFHIJ K	26 FHI	26 FHI	24 B	23	29 ACDEHIJ K	21	22	24	23
A lot more than last year	7 H	8 H	7 H	8 H	7 BH	7 H	9 ACEH	5	7	8 H	9 H
A little more than last year	19 FHIK	21 DEFHIJK	19 FHIK	18 IK	18 BIK	16	20 HIJK	16	14	17	15
The same as last year	59 BCFGHIJ K	53 GHIJK	54 GHIJK	58 BGHIJK	56 BGHIJK	55 GHIJK	46 HIJK	38	41	38	39
Less (Net)	15	18	20 AD	16	19 AB	22 ABCD	25 ABCDE	40 ABCDEFI K	36 ABCDEF G	36 ABCDEF G	35 ABCDEF G
A little less than last year	8	10	10 A	9	10 AB	11 AD	11 AD	19 ABCDEF K	19 ABCDEF GK	18 ABCDEF GK	15 ABCDEF G
A lot less than last year	7	8	10 AD	7	9 B	10 AD	13 ABCDE	21 ABCDEF I	18 ABCDEF G	17 ABCDEF G	20 ABCDEF G
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	1	1	1
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	-	*	1 H	2 H

Q795	<u>Total 2019</u> %	<u>Total 2018</u> %	<u>Total 2017</u> %	<u>Total 2016</u> %	<u>Total 2015</u> %	<u>Total 2014</u> %	<u>Total 2013</u> %	<u>Total 2012</u> %	<u>Total 2011</u> %	<u>Total 2010</u> %	<u>Total 2009</u> %
On a scale from A to F, what grade would you give yourself in terms of your knowledge about personal finance?	Base: Adults 18+										
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)
	A	B	C	D	E	F	G	H	I	J	K
A/B (Net)	55	55	57	56	59 AB	59 AB	60 ABD	58	57	65 ABCDEFGHK	58
A	19	18	18	21 BFGK	19 B	18	18	19	21	22 ABCFGK	18
B	37	37	39 D	35	40 B	41 ABD	42 ABDI	39 D	37	42 ABD	40 D
C	32 CJ	31 CJ	28	32 J	31 BJ	31 CJ	31 CJ	29	30 J	26	29
D/F (Net)	13 EFGJ	14 EFGIJ	14 EFGIJ	13 EFGJ	10 B	10	9	12 I	11 J	8	12 G
D	9 EFGIJ	9 GJ	9 GJ	9 GJ	7 B	7	7	9	7	7	9
F	4 GJ	5 EFGJK	5 EFGJK	4 GJ	3 B	3	2	4 I	5 EFGJK	2	3
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	1	1	1
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	*	*	1

Q800	<u>Total 2019</u> %	<u>Total 2018</u> %	<u>Total 2017</u> %
Which of the following, if any, would you turn to for general financial/money management guidance? *	Base: Adults 18+		
Would you turn to...?	(n=2,086)	(n=2,017)	(n=1,649)
	A	B	C
Any (Net)	80	82	81
A financial professional such as a Certified Public Accountant (CPA) or financial planner	35	37	37
My friends and family	32	36	34
Bank or credit union	25	25	32 A
An online do-it-yourself tool or app that automatically generates financial/money management advice based on information I enter/provide	21	22	22
A professional non-profit credit counseling agency	11	14	14 A
A lawyer	5	7 C	5
Other	5	4	5
None	20	18	19

* Multiple responses were allowed.

Q805	<u>Total 2019</u> %	<u>Total 2018</u> %	<u>Total 2017</u> %	<u>Total 2016</u> %	<u>Total 2015</u> %	<u>Total 2014</u> %	<u>Total 2013</u> %	<u>Total 2012</u> %	<u>Total 2011</u> %
If you were having financial problems related to debt, which of the following, if any, would you turn to for help first?	Base: Adults 18+								
Would you turn to...?	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)
	A	B	C	D	E	F	G	H	I
Any (Net)	82	82	82	81	82 B	85 ABCD	86 ABCDE	95 ABCDEFI	92 ABCDEFG
My friends and family	23	24	25	24	25 B	25	28 ABCDI	27 A	24
A financial professional such as a Certified Public Accountant (CPA) or financial planner	15 DEFG	13	14	12	12 B	12	12	14	18 ABCDEFG
The lender or credit card company to see what solutions they could offer	9	12 I	13 AEI	11 AI	10 B	12 AI	14 ADEI	13 AEI	8
A do-it-yourself tool to help me pay down debt myself	12 BC	10	10	15 AB	13 BC	14 BC	14 BC	14 BC	15 ABC
A professional non-profit credit counseling agency	7 H	8 DH	8 DH	6 H	8 BH	9 DH	7 H	4	7
The lender or credit card company specifically about settling the debt for less than the balance owed	5 E	5 E	4	4	3 B	4	4	6 CDEF	7 ABCDEFG
A debt settlement company to settle the debt for less than the balance owed	5 EFGHI	5 EFGHI	4	4	3 B	3	3	3	3
A bankruptcy attorney	2	3 CD	2	2	3 B	3	3 ACD	2	2
Other	4	4	4	4	5 BG	5 G	3	11 ABCDEF	10 ABCDEFG
None	18 FGHI	18 FGHI	18 FGHI	19 FGHI	18 BGHI	15 HI	14 HI	4	5
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	2
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	*

Q810	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %	<u>Total</u> <u>2014</u> %	<u>Total</u> <u>2013</u> %	<u>Total</u> <u>2012</u> %	<u>Total</u> <u>2011</u> %	<u>Total</u> <u>2010</u> %	<u>Total</u> <u>2009</u> %
How strongly do you agree or disagree with the following statement?	Base: Adults 18+										
Considering what I already know about personal finance, I could still benefit from some advice and answers to everyday financial questions from a professional.	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)
	A	B	C	D	E	F	G	H	I	J	K
Agree (Net)	76 F	79 DEF	80 ADEFI	75	75 B	73	78 DE	80 ADEFI	76	78 DEF	80 ADEFI
Strongly agree	27 DEF	29 DEF	31 ADEFG	24 F	23 BF	20	27 DE	32 ADEFI	28 DEF	31 ADEFG	35 ABCDEF GI
Somewhat agree	49 K	50 JK	49 K	51 JK	52 BHIJK	53 ACHIJK	51 JK	48	48	46	45
Disagree (Net)	24 BCHJK	21	20	25 BGHJK	25 BCGHJK	27 ABCGHI JK	22	19	23 K	21	19
Somewhat disagree	16 CHIJK	14 HJK	13 HJK	17 BGHIJK	16 BCHIJK	18 BCGHIJ K	14 HJK	10	12	10	10
Strongly disagree	8	7	8	9 B	9 B	10 ABCG	8	9	11 ABCGK	12 ABCDEF GHK	8
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	1	1	1
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	-	*	*	*

Q815	<u>Total</u> 2019 %	<u>Total</u> 2018 %	<u>Total</u> 2017 %	<u>Total</u> 2016 %	<u>Total</u> 2015 %	<u>Total</u> 2014 %	<u>Total</u> 2013 %	<u>Total</u> 2012 %	<u>Total</u> 2011 %	<u>Total</u> 2010 %	<u>Total</u> 2009 %	<u>Total</u> 2008 %	<u>Total</u> 2007 %
How familiar, if at all, are you with the National Foundation for Credit Counseling, also known as NFCC?	Base: Adults 18+												
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)	(n=1,007)	(n=1,010)	(n=2,028)	(n=1,000)	(n=1,001)	(n=1,003)
	A	B	C	D	E	F	G	H	I	J	K	L	M
Familiar (Net)	16 F	17 EF	17 EF	15	14	13	16	16 F	15	18 DEF	17 EF	N/A	N/A
Very familiar	4 EFHIJK L	4 EFHIJK L	5 EFGHIJ KLM	4 EFHIJK L	2	2	3 EJ	2	2	2	2	2	3
Somewhat familiar	12 F	13 F	12	11	12 F	10	13	14 DF	13 F	16 ABCDE FGM	15 ACDEF M	15 ACDEF M	12
Not Familiar (Net)	84	83	83	85 JK	86 CHJK	87 ABCG HJK	84	83	85 J	82	82	N/A	N/A
Not too familiar	26 BCDEF GHIJK LM	23 MHJL	21 MHL	22 MHL	23 BHJLM	22 HLM	21 HLM	17	20 LM	20 HLM	22 HLM	14	16
Not familiar at all	58	60	62 A	63 A	63 A	66 ABCGJ K	63 AB	66 ABCIK	65 ABK	62 A	60	65 AB	68 ABCDE GJK
Don't know	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	-	*	*	2	2
Refused	N/A	N/A	N/A	N/A	N/A	N/A	N/A	-	*	*	*	1 H	*

Q820	<u>Total</u> 2019 %	<u>Total</u> 2018 %	<u>Total</u> 2017 %	<u>Total</u> 2016 %	<u>Total</u> 2015 %	<u>Total</u> 2014 %	<u>Total</u> 2013 %
For which of the following reasons, if any, would you not reach out to a professional non-profit credit counseling agency for help if you were having financial problems related to debt? *	Base: Adults 18+						
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)	(n=2,037)
	A	B	C	D	E	F	G
Would Not Reach Out To Professional Non-Profit Credit Counseling Agency (Net)	60 EFG	61 EFG	58 E	59 EFG	53 B	55	55
I can resolve my own problems without outside help.	22	21	23	21	22 B	24 BD	22
Credit counseling might cost too much.	16	17 E	17 E	17 E	14 B	15	17 E
I don't know which agency to turn to.	15 F	19 CDEF	15 F	16 EF	13 B	12	18 ACE
I've never heard of professional non-profit credit counseling agencies.	12 F	12 F	11	14 EFG	11 B	10	11
I would be embarrassed to discuss my financial problems with a stranger.	8 E	10 CEFG	8 E	9 EF	6 B	7	8 E
It might hurt my credit report and credit score.	7 E	9 EF	8 E	9 AEF	5 B	7	9 AE
Credit counseling agencies only offer advice, not real solutions.	5	7	8 AEG	9 ABEFG	6 B	7 A	6
I might be required to close all my credit card accounts.	5 DEF	4	5 DEF	3	3 B	3	5 DE
Debt settlement seems like a better solution.	4	5 EF	5 EF	5 EF	3 B	3	4
It's easier to file bankruptcy.	3 DEF	3 EF	4 DEF	2	2 B	2	3 E
I trust my creditors to offer me the best solution.	3 F	3 F	4 F	4 F	3 BF	2	3
Some other reason	5	5	6	6	5 B	6	5
Not sure	17 B	14	18	18 B	22 ABCFG	18 B	19 B
None – if I were having financial problems related to debt, I would reach out to a professional non-profit credit counseling agency for help.	23	24	24	23	25 B	27 ABCD	27 ABCD

* Multiple responses were allowed.

Q825	<u>Total</u> <u>2019</u> %	<u>Total</u> <u>2018</u> %	<u>Total</u> <u>2017</u> %	<u>Total</u> <u>2016</u> %	<u>Total</u> <u>2015</u> %	<u>Total</u> <u>2014</u> %
Which of the following, if any, are true of your personal financial situation? *	Base: Adults 18+					
	(n=2,086)	(n=2,017)	(n=1,649)	(n=1,668)	(n=2,017)	(n=2,016)
	A	B	C	D	E	F
I would not recommend student loans as a way to finance a college education	14 CDE	14 CDE	11	11	11 B	12
Currently Re-Paying Loans (Net)	11 EF	12 EF	10	11 EF	9 B	9
I am currently re-paying my own student loan(s)	9 EF	9 EF	8 E	9 EF	6 B	7
I am currently re-paying my child(ren)'s student loan(s)	3 CD	3	2	2	3 B	3 C
My student loan(s) was a good investment	9 DE	11 CDEF	9 DE	6	6 B	8 D
Would Benefit/Would Have Benefited from Financial Counseling (Net)	8 E	11 CDEF	8 E	7	6 B	7
I would have benefited from financial counseling before taking out my student loans(s)	5 E	7 CDEF	5 E	4	3 B	5
I would benefit from financial counseling to help me find a way to repay my student loan(s)	4	5 E	4	4	3 B	4
I would recommend student loans as a way to finance a college education	7	10 CDE	8	7	7 B	10 ACD
My student loan(s) was a bad investment	7 CDEF	6 CEF	4	5	4 B	4
If I had realized the amount of student loan debt I would accumulate, I never would have taken out the loan(s)	6 EF	7 CEF	5	6 EF	4 B	4
I would like to get a graduate degree, but I can't afford it	5	7 E	6 E	6 E	4 B	6
If student loans could be included, I would file for bankruptcy	4 CF	3 F	2	4 F	3 BF	2
My student loan(s) is/has negatively affected my credit score(s)	4	5 F	4	5 F	4 B	3
I will probably still be paying for my student loan debt when my child(ren) begin(s) college	4	5 CF	3	5 F	4 B	3
I used my student loan(s) to pay for things not associated with my education	4 EF	4 EF	4 EF	3	2 B	2
My student loan debt has caused me to postpone the purchase of a home	3	4	3	4	N/A	N/A
It is difficult to find the right student loan repayment program for me	3 DEF	5 CDEF	3	2	2 B	2
My student loan debt has caused me to postpone getting married	1	2 C	1	2 A	2 ABC	2 AC
None of these	61	58	64	66 AB	69 ABCF	65 AB

* Multiple responses were allowed.

Q835	<u>Total 2019</u> %	<u>Total 2017</u> %	<u>Total 2016</u> %
Considering the current housing market, which do you feel is the more affordable option?	Base: Adults 18+		
	(n=2,086)	(n=1,649)	(n=1,668)
	A	B	C
Renting	26 BC	23	23
Buying	50	56	56 A
Not at all sure	24 BC	21	21

Q930	<u>Total 2019</u> %	<u>Total 2018</u> %
Which of the following factors have made it more difficult to minimize your debt? *	Base: Adults 18+	
	(n=2,086)	(n=2,017)
	A	B
Find It Difficult To Minimize Debt (Net)	54	55
Unexpected financial emergencies	21	24
Reduction of income	17	17
Fees/Interest rates	16	18
Unable to find room in the budget to increase payments	16	16
Charging more than I'm paying off	11	11
Job loss	10	11
Unwilling to find room in the budget to increase payments	4	4
Other	5	4
Nothing – I do not find it difficult to minimize my debt	29	30
N/A – I have never had any debt	17	15

* Multiple responses were allowed.

Q937	<u>Total 2019</u> %	<u>Total 2018</u> %
Which of the following barriers, if any, have you ever experienced when trying to purchase your own home? *	Base: Adults 18+	
	(n=2,086)	(n=2,017)
	A	B
Have Tried To Purchase Own Home (Net)	80	78
Faced Barriers (Sub-Net)	40	38
Rising home prices	14	14
Lack of funding for the down payment and/or closing costs	11	13
Existing debt	10	11
Limited housing options within my budget	10	11
Poor credit history / Low credit score	9	10
Little or no credit history	8	8
Competitive housing market (e.g., aggressive bidding wars, homes moving off the market too quickly)	8	7
Lack of understanding about the home buying process	7	6
Unstable employment (e.g., can't hold a steady job, can't find full time work)	5	5
Housing discrimination (e.g., race, religion, ethnicity, gender, sexual orientation)	3 B	2
Something else	3 B	2
None – I have not faced any barriers	40	40
N/A – I have never tried to purchase my own home	20	22

* Multiple responses were allowed.

Q940	<u>Total 2019</u> %	<u>Total 2018</u> %
Which of the following have you done in the past 12 months in attempt to obtain a lower interest rate for your credit card debt? *	Base: Adults 18+	
	(n=2,086)	(n=2,017)
	A	B
Had Credit Card Debt In P12M (Net)	60	61
Have Done Something To Obtain Lower Interest Rate (Sub-Net)	22 B	17
Transferred balances to a different credit card with a lower interest rate	8	8
Called a creditor to negotiate a lower interest rate	7 B	5
Paid off balances with a consolidation loan that has a lower interest rate	5	6
Wrote a letter/email to a creditor to negotiate a lower interest rate	3	3
Other	3 B	2
None – I have not done anything in the past 12 months in attempt to obtain a lower interest rate for my credit card debt	38	44
N/A - I did not have any credit card debt in the past 12 months	40	39

* *Multiple responses were allowed.*

Q945	Total 2019 %	Total 2018 %
Which of the following are reasons why you haven't done anything in attempt to obtain a lower interest rate for your credit card debt during the past 12 months? *	Base: Have Not Done Anything To Lower Interest Rate	
	(n=838)	(n=881)
	A	B
I'm satisfied with my current interest rates	32	31
I never thought of it	22	25
I don't know how to	14	15
I'm not confident in my negotiating skills	12	13
I couldn't find a better interest rates	11	9
It's not worth the effort	7	7
I don't have time	6	7
I'm too lazy	5	5
Other	19	19

* Multiple responses were allowed.

Q950	<u>Total 2019</u> %	<u>Total 2018</u> %
If you were looking to start a new business, how would you come up with the money to finance it? *	Base: Adults 18+	
	(n=2,086)	(n=2,017)
	A	B
Business Loan (Net)	32	32
Take out a business loan through a credit union (i.e., a member-owned financial cooperative)	14	17
Take out a business loan through a community bank (i.e., a commercial bank that derives funds from and lends to the community where it operates)	14	15
Take out a business loan through a national bank (i.e., a commercial bank that is a member of the Federal Reserve System)	14	14
Take out a business loan through an online only lender (i.e., a financial institution that only operates in the digital world, no physical branches)	6	6
Personal Funds/Assets (Net)	26	26
Use personal funds (e.g., savings, income, retirement account funds)	22	22
Sell personal assets (e.g., property, stocks, bonds)	10	9
Borrow money through lender who offers SBA backed loans (i.e., loans sponsored by the Small Business Administration)	15	18
Apply for a grant, government or private (e.g., grants to kickstart economy, foundation-offered grants)	14	19
Borrow money from friends/family/business partners	10	12
Angel Investor/Venture Capitalist (Net)	9	12
Get funds from a venture capitalist (i.e., an investor who provides capital to startup ventures or supports small companies that wish to expand)	7	8
Get funds from an angel investor (i.e., an affluent individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity)	5	7
Use credit card(s)	8	7
Borrow money from a community development lender (i.e., a private financial institution that provides lending to help low-income, low-wealth, and other disadvantaged people/communities)	8	9
Solicit crowdfunding (e.g., GoFundMe, Kickstarter)	6	8
Get a mortgage/second mortgage/home equity loan or line of credit	6	6
Enter a start-up competition(s) (in attempt to win prize money)	4	6
Take out a short-term payday loan (i.e., getting paid in advance for a future paycheck for a specified fee)	2	3
Other	3	3
Not at all sure	35	34

* Multiple responses were allowed.