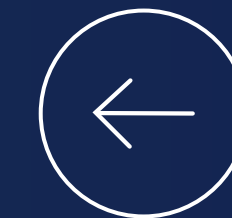




FINDING FINANCIAL CONFIDENCE

Nearly two years after the COVID-19 pandemic began, Americans are revisiting their finances and taking a critical look at their investments.

Explore the results of our recent YouGov survey and see how Americans are prioritizing their financial knowledge and investments.



SELECT FROM MENU OPTIONS TO EXPLORE



MDRT The Premier Association
of Financial Professionals®

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 3,642 adults. Fieldwork was undertaken between September 30 and October 7, 2021. The figures have been weighted and are representative of all U.S. adults (aged 18+).



UNEVEN KNOWLEDGE



UNEVEN KNOWLEDGE

American consumers are working with varied levels of financial and investing expertise. Education from financial advisors can fill in the gaps, helping clients better navigate their personal financial journeys on an individual basis.

Click categories below to reveal data.



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STRENGTH IN DIVERSIFICATION

Traditional and mainstream investments, like stocks and bonds, remain the most popular investment vehicles. But American consumers want to branch out, showing interest in both riskier and safer alternatives.

Click categories below to reveal data.



STRENGTH IN DIVERSIFICATION



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GROWING CONCERNS

Americans across generational, gender and racial lines see storm clouds ahead, and many are concerned about the economic side effects of the COVID-19 pandemic.

Click categories below to reveal data.



GROWING CONCERNS



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SOURCES OF REASSURANCE

Financial advisors are the most listened-to source of information about finance and investing for Americans, helping them keep their clients on track for financial stability and success.

Click categories below to reveal data.



SOURCES OF REASSURANCE



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