

Data Dictionary

List of variables on the working file

Name (Position) Label

NFCSID (1) Respondent ID

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F10

Write Format: F10

A1 (2)

Which of the following best describes the situation in your household with regards to investments?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
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1	I am the primary decision-maker when it comes to making inve
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2	I share the decision-making responsibility when it comes to
---	---

3	I do not participate in decisions when it comes to making in
---	--

98	Don't know
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99	Prefer not to say
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A2 (3)

Do you have any investments in retirement accounts (e.g., 401(k), IRA, etc.)?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
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1	Yes
---	-----

2	No
---	----

98	Don't know
----	------------

99	Prefer not to say
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A3 (4)

Not including retirement accounts, do you have any investments in stocks, bonds, mutual funds, or other securities?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_1 (5)

Which of the following types of investments do you currently own in non-retirement accounts? - Individual stocks

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_2 (6)

Which of the following types of investments do you currently own in non-retirement accounts? - Individual bonds

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_3 (7)

Which of the following types of investments do you currently own in non-retirement accounts? - Mutual funds

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_4 (8)

Which of the following types of investments do you currently own in non-retirement accounts? - Exchange Traded Funds (ETFs)

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_5 (9)

Which of the following types of investments do you currently own in non-retirement accounts? - Annuities (fixed, indexed, or variable)

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_7 (10)

Which of the following types of investments do you currently own in non-retirement accounts? - Commodities or futures

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_20 (11)

Which of the following types of investments do you currently own in non-retirement accounts? - Whole life insurance (not term life insurance)

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_21 (12)

Which of the following types of investments do you currently own in non-retirement accounts? - REITs

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_23 (13)

Which of the following types of investments do you currently own in non-retirement accounts? - Microcap stocks or penny stocks

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_24 (14)

Which of the following types of investments do you currently own in non-retirement accounts? - Structured notes

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B2_25 (15)

Which of the following types of investments do you currently own in non-retirement accounts? - Private placements

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B30 (16) When did you first start investing in non-retirement accounts?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Less than a year ago
2	1 year to less than 2 years ago
3	2 years to less than 5 years ago
4	5 years to less than 10 years ago
5	10 years ago or more
98	Don't know
99	Prefer not to say

B31 (17)

When did you most recently open a new non-retirement investment account?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	2018 or earlier
2	2019
3	2020
4	2021
98	Don't know
99	Prefer not to say

B3 (18)

In the past 12 months, how many times have you bought or sold investments in non-retirement accounts?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	None
2	1 to 3 times
3	4 to 10 times
4	11 times or more
98	Don't know
99	Prefer not to say

B32 (19)

Compared to before the pandemic, did you trade more frequently during the pandemic?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B4 (20)

What is the approximate total value of all of your investments in non-retirement accounts?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Less than \$2,000
2	\$2,000 to less than \$5,000
3	\$5,000 to less than \$10,000
4	\$10,000 to less than \$25,000
5	\$25,000 to less than \$50,000
6	\$50,000 to less than \$100,000
7	\$100,000 to less than \$250,000
8	\$250,000 to less than \$500,000
9	\$500,000 to less than \$1,000,000
10	\$1,000,000 or more
98	Don't know
99	Prefer not to say

B5 (21)

Do any of your investment accounts allow you to make purchases on margin?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B6 (22) Have you made any securities purchases on margin?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B20 (23) Have you ever had a margin call?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B33 (24) Do any of your investment accounts allow options trading?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B34 (25) Have you ever purchased or sold options?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B10 (26)

Which of the following statements comes closest to describing the amount of financial risk that you are willing to take when you save or make investments?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Take substantial financial risks expecting to earn substanti
2	Take above average financial risks expecting to earn above a
3	Take average financial risks expecting to earn average retur
4	Not willing to take any financial risks
98	Don't know
99	Prefer not to say

B11 (27)

How much of your non-retirement portfolio is invested in stocks or mutual funds/ETFs that contain stocks?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	More than half
2	Less than half
3	None
98	Don't know
99	Prefer not to say

B35 (28)

Have you bought or sold shares of GameStop, AMC, or Blackberry this year (2021)?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B23 (29)

Have you heard of cryptocurrencies (e.g., Bitcoin, Ethereum, or Litecoin)?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B24 (30) In your opinion, how risky are cryptocurrencies as an investment?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Not at all risky
2	Slightly risky
3	Moderately risky
4	Very risky
5	Extremely risky
98	Don't know
99	Prefer not to say

B25 (31)

Have you invested in cryptocurrencies, either directly or through a fund that invests in cryptocurrencies?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

B26 (32) Are you considering investing in cryptocurrencies in the future?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

C22_1 (33)

How often do you buy or sell investments for your non-retirement accounts in the following ways? - I contact a specific person (my financial advisor) and ask them to make the sale or purchase

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Never
2	Sometimes
3	Frequently
98	Don't know
99	Prefer not to say

C22_2 (34)

How often do you buy or sell investments for your non-retirement accounts in the following ways? - I call my financial firm and speak to an available representative

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Never
2	Sometimes
3	Frequently
98	Don't know
99	Prefer not to say

C22_3 (35)

How often do you buy or sell investments for your non-retirement accounts in the following ways? - I place orders online through a website

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Never
2	Sometimes
3	Frequently
98	Don't know
99	Prefer not to say

C22_4 (36)

How often do you buy or sell investments for your non-retirement accounts in the following ways? - I place orders through a mobile app

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Never
2	Sometimes
3	Frequently
98	Don't know
99	Prefer not to say

C23_1 (37)

Do you pay any of the following types of fees for investing in your non-retirement accounts? - Fees for investment advice

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

C23_2 (38)

Do you pay any of the following types of fees for investing in your non-retirement accounts? - Fees or commissions for trades

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

C23_3 (39)

Do you pay any of the following types of fees for investing in your non-retirement accounts? - Mutual fund/ETF fees or expenses

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

C23_4 (40)

Do you pay any of the following types of fees for investing in your non-retirement accounts? - Account service fees

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

C24 (41)

Considering all the various types of fees, approximately what percentage of your invested assets do you pay annually in fees for your non-retirement accounts?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Do not pay any fees
2	Less than 0.5%
3	0.5% to less than 1%
4	1% to less than 2%
5	2% to less than 4%
6	4% or more
98	Don't know
99	Prefer not to say

C25 (42) How confident are you in the answer you just provided?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Not at all confident
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Extremely confident
98	Don't know
99	Prefer not to say

C26 (43)

A trusted contact is a person you authorize your investment firm to contact if the firm has trouble reaching you or suspects financial exploitation. Have you authorized a trusted contact for any of your investment accounts?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

C30 (44)

Have you been named as a trusted contact for someone else's investment account(s)?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

C7 (45)

Have you ever checked with a state or federal regulator regarding the background, registration, or license of a financial professional?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

D1_1 (46)

How confident are you that U.S. financial markets... - Offer good long-term opportunities for investors

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Not at all confident
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Extremely confident
98	Don't know
99	Prefer not to say

D1_2 (47)

How confident are you that U.S. financial markets... - Are fair to all investors

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Not at all confident
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Extremely confident
98	Don't know
99	Prefer not to say

D2 (48)

What do you expect the approximate average annual return of the S&P 500 stock index to be over the next 10 years (without adjusting for inflation)?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Less than 0% (a negative return)
2	0% to 4.9%
3	5% to 9.9%
4	10% to 14.9%
5	15% to 19.9%
6	20% or more
98	Don't know
99	Prefer not to say

D3 (49)

Over the next 12 months, how well do you expect your portfolio of investments to perform?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Worse than the market as a whole
2	About the same as the rest of the market as a whole
3	Better than the market as a whole
98	Don't know
99	Prefer not to say

D21 (50)

If the stock market were to drop by 20% over a short period of time, what would you do in response?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Buy stocks or stock funds
2	Sell stocks or stock funds
3	Neither
98	Don't know
99	Prefer not to say

D30 (51)

If the stock market were to increase by 20% over a short period of time, what would you do in response?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Buy stocks or stock funds
2	Sell stocks or stock funds
3	Neither
98	Don't know
99	Prefer not to say

D31 (52)

How strongly do you agree or disagree with the following statement? - I am worried about losing money due to investment fraud

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Strongly disagree
2	2
3	3
4	4 - Neither agree nor disagree
5	5
6	6
7	7 - Strongly agree
98	Don't know
99	Prefer not to say

E1_1 (53)

How confident are you that U.S. financial markets are effectively regulated to protect investors from fraud and abusive sales practices?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Not at all confident
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Extremely confident
98	Don't know
99	Prefer not to say

E20 (54)

Do you feel that investment industry disclosures regarding topics such as fees, risks of investing, and potential conflicts of interest are adequate?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

E5 (55) What do you believe is the purpose of disclosures?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Protecting investors
2	Protecting the institutions that manage investments
3	Both
4	Neither
98	Don't know
99	Prefer not to say

E6 (56)

By which method would you prefer to receive mandatory disclosures regarding your investments?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	In-person meetings with a broker or advisor
2	Paper documents physically mailed to you
3	Documents delivered to you electronically by email
4	Documents that you access on the Internet (not via email)
5	None of the above
98	Don't know
99	Prefer not to say

F30_1 (57)

How much do you rely on each of the following when making decisions about what to invest in? - Recommendations from financial professionals who advise you personally

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_2 (58)

How much do you rely on each of the following when making decisions about what to invest in? - Investment research and tools provided by your brokerage or financial advisory firm

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_3 (59)

How much do you rely on each of the following when making decisions about what to invest in? - Popular investments displayed on a mobile trading app you use

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_4 (60)

How much do you rely on each of the following when making decisions about what to invest in? - Business and finance articles in print or on the Internet

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_5 (61)

How much do you rely on each of the following when making decisions about what to invest in? - TV programs about business and finance

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_6 (62)

How much do you rely on each of the following when making decisions about what to invest in? - Radio programs about business and finance

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_7 (63)

How much do you rely on each of the following when making decisions about what to invest in? - Online videos about business and finance

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_8 (64)

How much do you rely on each of the following when making decisions about what to invest in? - Podcasts about business and finance

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_9 (65)

How much do you rely on each of the following when making decisions about what to invest in? - Social media groups or message boards where people post investment ideas

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_10 (66)

How much do you rely on each of the following when making decisions about what to invest in? - Financial newsletters or online resources that you pay for

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_11 (67)

How much do you rely on each of the following when making decisions about what to invest in? - Investment clubs or investor membership organizations

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F30_12 (68)

How much do you rely on each of the following when making decisions about what to invest in? - Information from friends, family, colleagues

Measurement Level: Nominal
Column Width: 4 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Not at all
2	Somewhat
3	A great deal
98	Don't know
99	Prefer not to say

F31_1 (69)

Which, if any, of the following do you use for information about investing? - YouTube

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_2 (70)

Which, if any, of the following do you use for information about investing? - Facebook

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_3 (71)

Which, if any, of the following do you use for information about investing? - Reddit

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_4 (72)

Which, if any, of the following do you use for information about investing? - TikTok

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_5 (73)

Which, if any, of the following do you use for information about investing? - Instagram

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_6 (74)

Which, if any, of the following do you use for information about investing? - Twitter

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_7 (75)

Which, if any, of the following do you use for information about investing? - Discord

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_8 (76)

Which, if any, of the following do you use for information about investing? - Twitch

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_9 (77)

Which, if any, of the following do you use for information about investing? - Clubhouse

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_10 (78)

Which, if any, of the following do you use for information about investing? - LinkedIn

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

F31_11 (79)

Which, if any, of the following do you use for information about investing? - Stocktwits

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

G1 (80) How comfortable are you when it comes to making investment decisions?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Not at all comfortable
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Extremely comfortable
98	Don't know
99	Prefer not to say

G2 (81)

On a scale from 1 to 7, where 1 means very low and 7 means very high, how would you assess your overall knowledge about investing?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Very low
2	2
3	3
4	4
5	5
6	6
7	7 - Very high
98	Don't know
99	Prefer not to say

G30_1 (82)

How well does each of the following describe why you invest? - To make money in the short term

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Does not describe at all
2	Describes somewhat
3	Describes very well
98	Don't know
99	Prefer not to say

G30_2 (83)

How well does each of the following describe why you invest? - To make money in the long term

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Does not describe at all
2	Describes somewhat
3	Describes very well
98	Don't know
99	Prefer not to say

G30_3 (84)

How well does each of the following describe why you invest? - For entertainment/excitement/fun/playing a game

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Does not describe at all
2	Describes somewhat
3	Describes very well
98	Don't know
99	Prefer not to say

G30_4 (85)

How well does each of the following describe why you invest? - My peers are doing it/social activity/connecting with others

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Does not describe at all
2	Describes somewhat
3	Describes very well
98	Don't know
99	Prefer not to say

G30_5 (86)

How well does each of the following describe why you invest? - To make a difference in the world/support values I care about/be socially responsible

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Does not describe at all
2	Describes somewhat
3	Describes very well
98	Don't know
99	Prefer not to say

G30_6 (87)

How well does each of the following describe why you invest? - To learn about investing

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Does not describe at all
2	Describes somewhat
3	Describes very well
98	Don't know
99	Prefer not to say

G31 (88)

How important is ESG (environmental, social, and corporate governance issues) to you when making investment decisions?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	1 - Not at all important
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Extremely important
98	Don't know
99	Prefer not to say

G4 (89) If you buy a company's stock...

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	You own a part of the company
2	You have lent money to the company
3	You are liable for the company's debts
4	The company will return your original investment to you with
98	Don't know
99	Prefer not to say

G5 (90) If you buy a company's bond...

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	You own a part of the company
2	You have lent money to the company
3	You are liable for the company's debts
4	You can vote on shareholder resolutions
98	Don't know
99	Prefer not to say

G6 (91)

If a company files for bankruptcy, which of the following securities is most at risk of becoming virtually worthless?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	The company's preferred stock
2	The company's common stock
3	The company's bonds
98	Don't know
99	Prefer not to say

G7 (92)

In general, investments that are riskier tend to provide higher returns over time than investments with less risk.

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	True
2	False
98	Don't know
99	Prefer not to say

G21 (93)

The past performance of an investment is a good indicator of future results.

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	True
2	False
98	Don't know
99	Prefer not to say

G8 (94)

Over the last 20 years in the US, the best average returns have been generated by:

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Stocks
2	Bonds
3	CDs
4	Money market accounts
5	Precious metals
98	Don't know
99	Prefer not to say

G22 (95)

What is the main advantage that index funds have when compared to actively managed funds?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Index funds are generally less risky in the short term
2	Index funds generally have lower fees and expenses
3	Index funds are generally less likely to decline in value
98	Don't know
99	Prefer not to say

G11 (96)

Which of the following best explains why many municipal bonds pay lower yields than other government bonds?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Municipal bonds are lower risk
2	There is a greater demand for municipal bonds
3	Municipal bonds can be tax-free
98	Don't know
99	Prefer not to say

G12 (97)

You invest \$500 to buy \$1,000 worth of stock on margin. The value of the stock drops by 50%. You sell it. Approximately how much of your original \$500 investment are you left with in the end?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	\$500
2	\$250
3	\$0
98	Don't know
99	Prefer not to say

G13 (98) Which is the best definition of 'selling short?'

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Selling shares of a stock shortly after buying it
2	Selling shares of a stock before it has reached its peak
3	Selling shares of a stock at a loss
4	Selling borrowed shares of a stock
98	Don't know
99	Prefer not to say

G23 (99)

If you own a call option with a strike price of \$50 on a security that is priced at \$40, and the option is expiring today, which of the following is closest to the value of that option?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	\$10
2	\$0
3	-\$10
98	Don't know
99	Prefer not to say

H31 (100) Do you currently have a will?

Measurement Level: Nominal

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Yes
2	No
98	Don't know
99	Prefer not to say

WGT1 (101) Weight by age and education

Measurement Level: Scale

Column Width: 10 Alignment: Right

Print Format: F10.8

Write Format: F10.8

S_Gender2 (102)

Gender (non-binary randomly assigned) [from State-by-State Survey]

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value	Label
1	Male
2	Female

S_Age (103) Age [from State-by-State Survey]

Measurement Level: Nominal
Column Width: 8 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	18-34
2	35-54
3	55+

S_Ethnicity (104) Ethnicity [from State-by-State Survey]

Measurement Level: Nominal
Column Width: 8 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	White non-Hispanic
2	Non-White

S_Education (105) Education [from State-by-State Survey]

Measurement Level: Nominal
Column Width: 8 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	Some college or less (incl. Associate's degree)
2	College grad (Bachelor's) or more

S_Income (106) Household income [from State-by-State Survey]

Measurement Level: Nominal
Column Width: 10 Alignment: Right
Print Format: F2
Write Format: F2

Value	Label
1	<\$50K
2	\$50-\$100K
3	\$100K+