



Spring Cleaning & Personal Finances

February 2022

Methodology

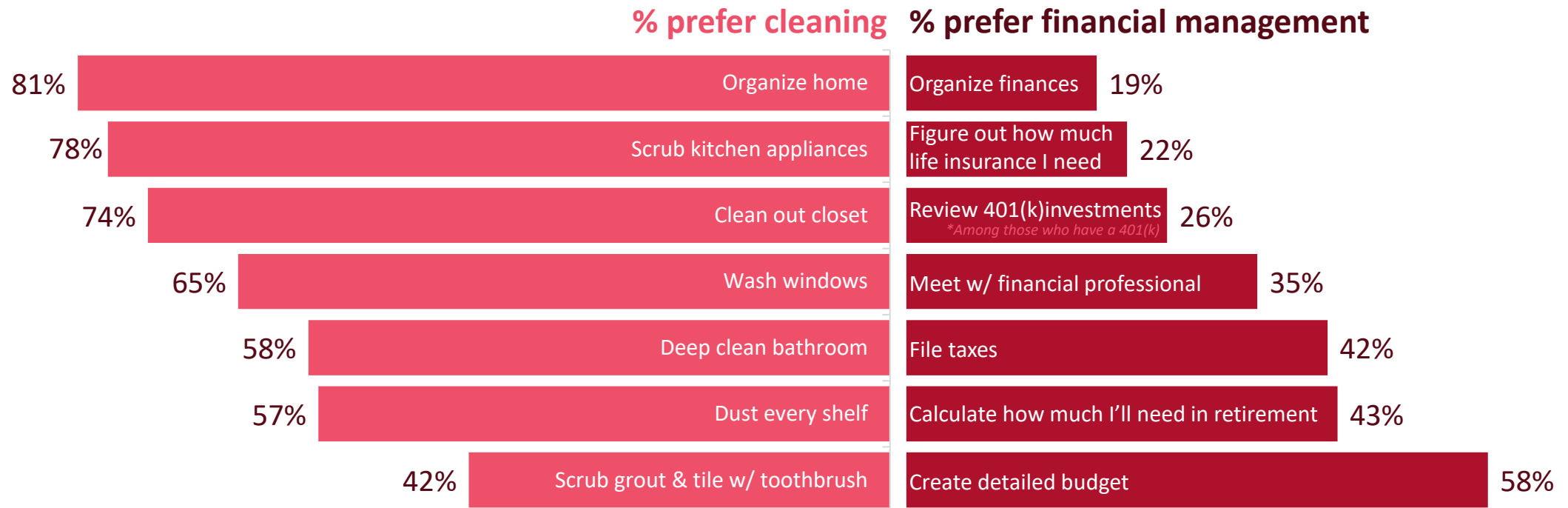


Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

The goal of this research is to understand how U.S. Adults feel about managing their personal finances. Responses were gathered from 2/23/2022 – 2/24/2022 using the CivicScience market intelligence platform. The number of responses varied by question, with response counts ranging from 2084 to 3153. Data are weighted to represent the total U.S. adult population. If this study were a random survey, the margin of error would be within +/- 2 percentage points at a confidence level of 95%.

Despite a preference to learn about finances, most workers surveyed would choose cleaning tasks vs. financial management tasks

Preference for cleaning vs. financial management tasks
Among surveyed employed US adults

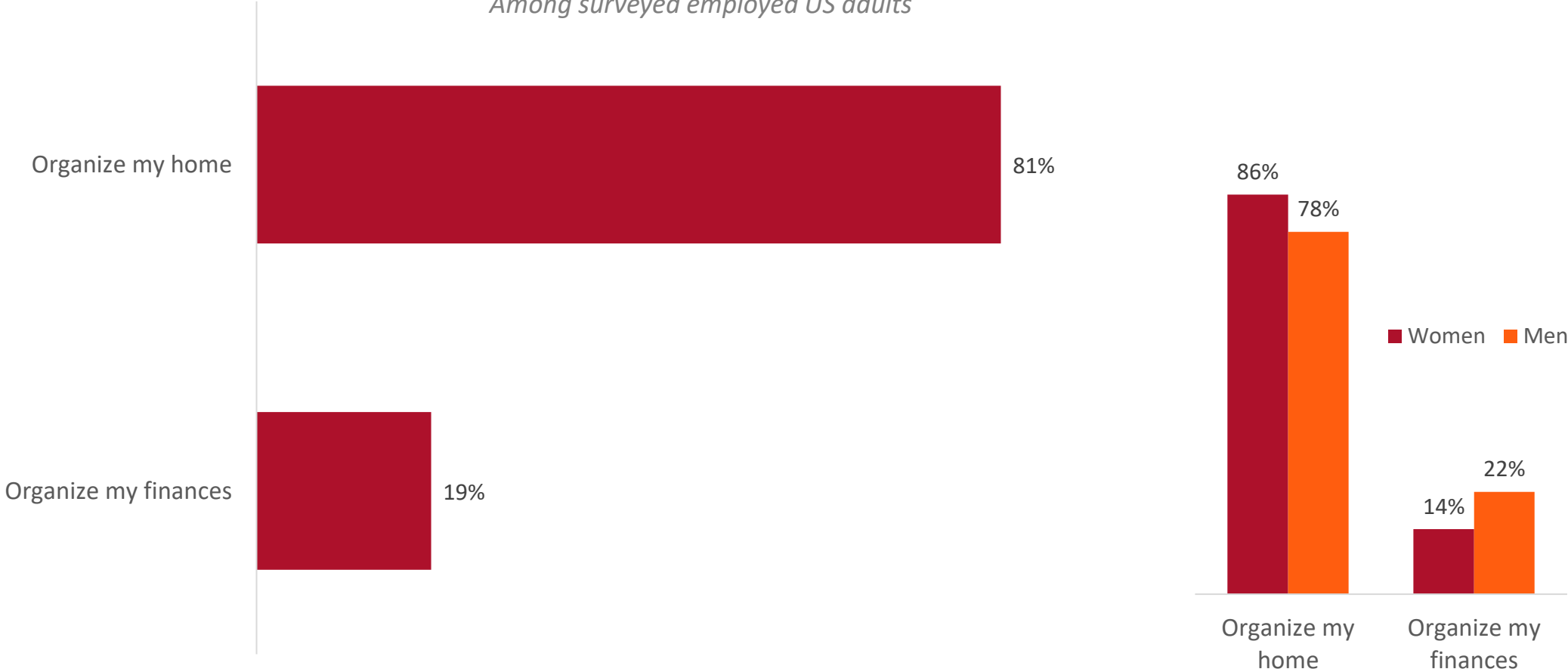


Question: If you had to choose, how would you rather spend a Saturday afternoon?
Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

More than 8 in 10 respondents would rather organize their home than organize their finances

If you had to choose, how would you rather spend a Saturday afternoon?

Among surveyed employed US adults

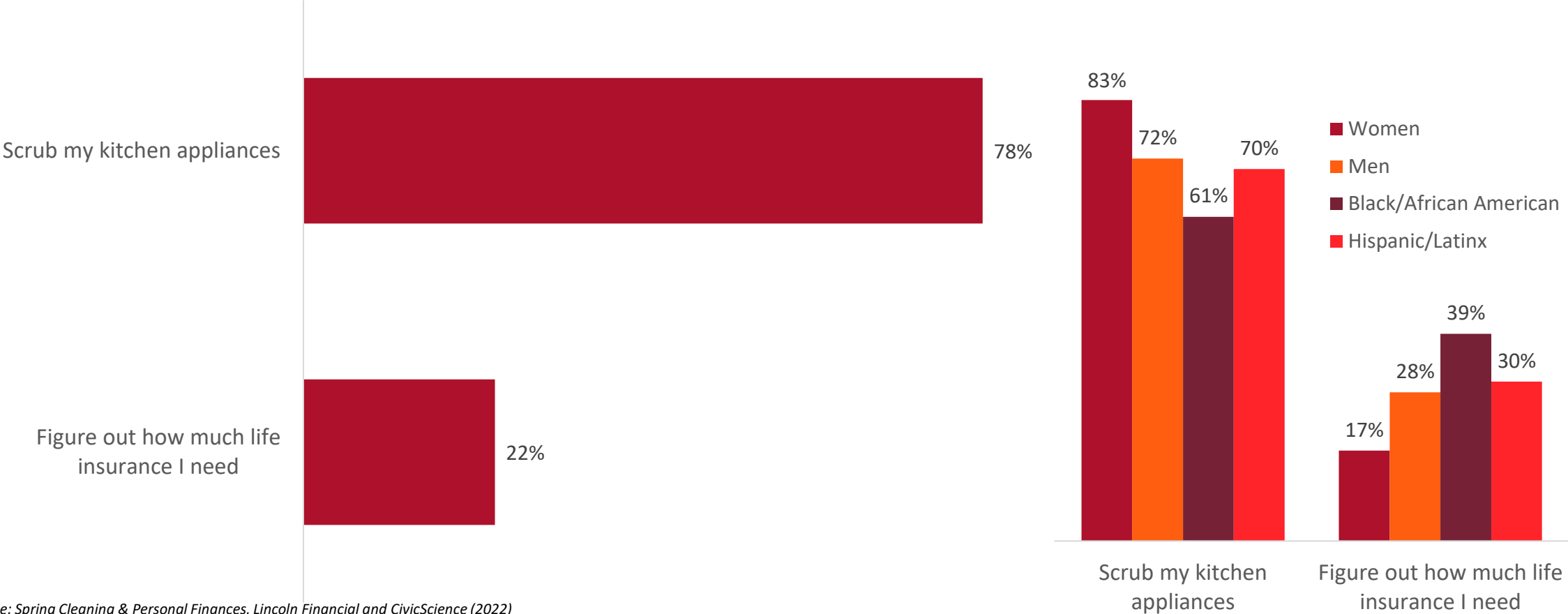


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Nearly 8 in 10 surveyed workers would rather scrub appliances than figure out how much life insurance they need

If you had to choose, how would you rather spend a Saturday afternoon?

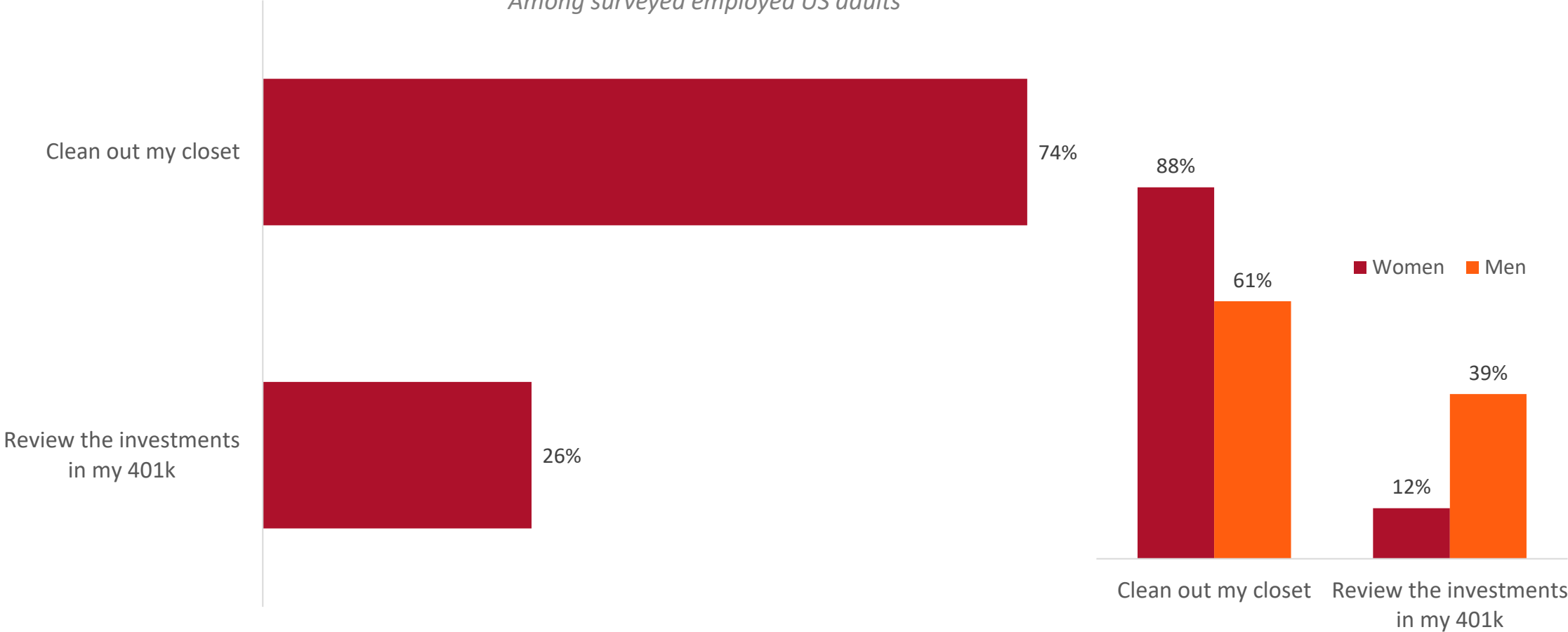
Among surveyed employed US adults



Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Nearly three-quarters of respondents prefer cleaning out their closets to reviewing their 401k investments

If you had to choose, how would you rather spend a Saturday afternoon?
Among surveyed employed US adults

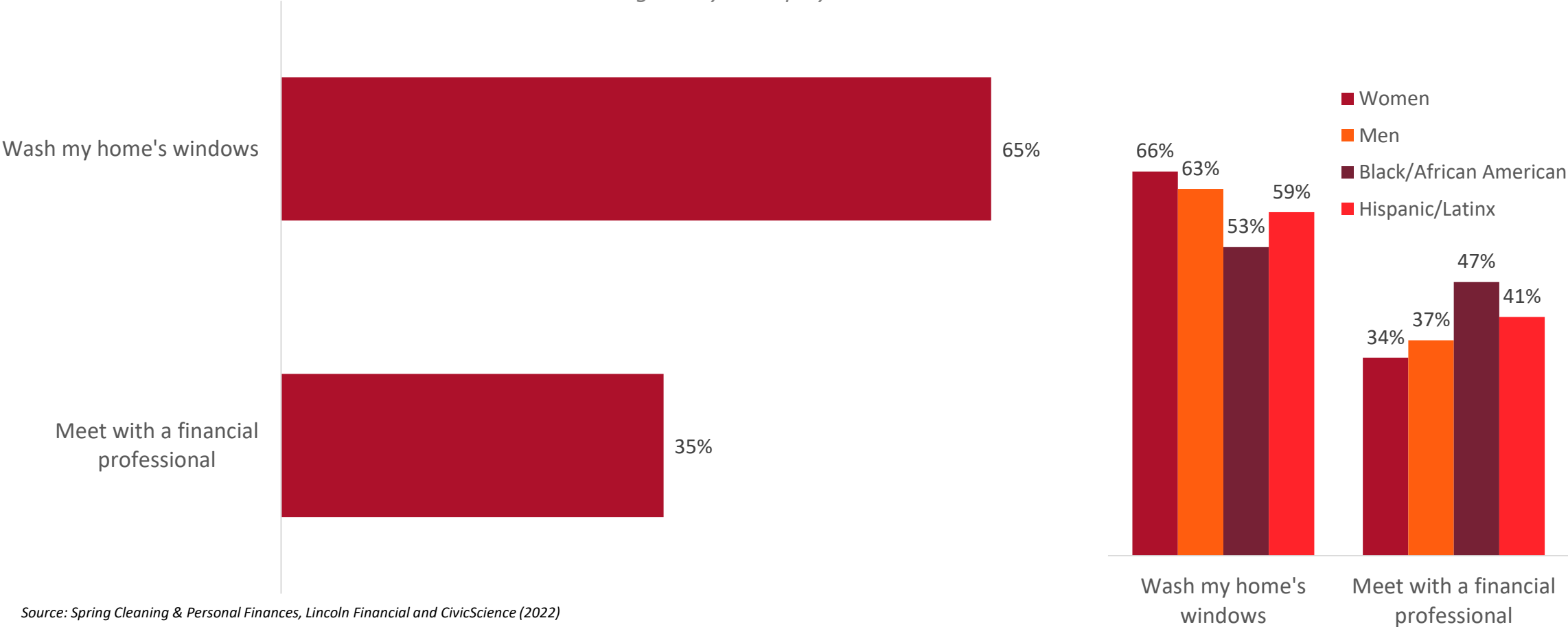


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Nearly two-thirds of surveyed workers would rather wash their home's windows than meet with a financial professional

If you had to choose, how would you rather spend a Saturday afternoon?

Among surveyed employed US adults

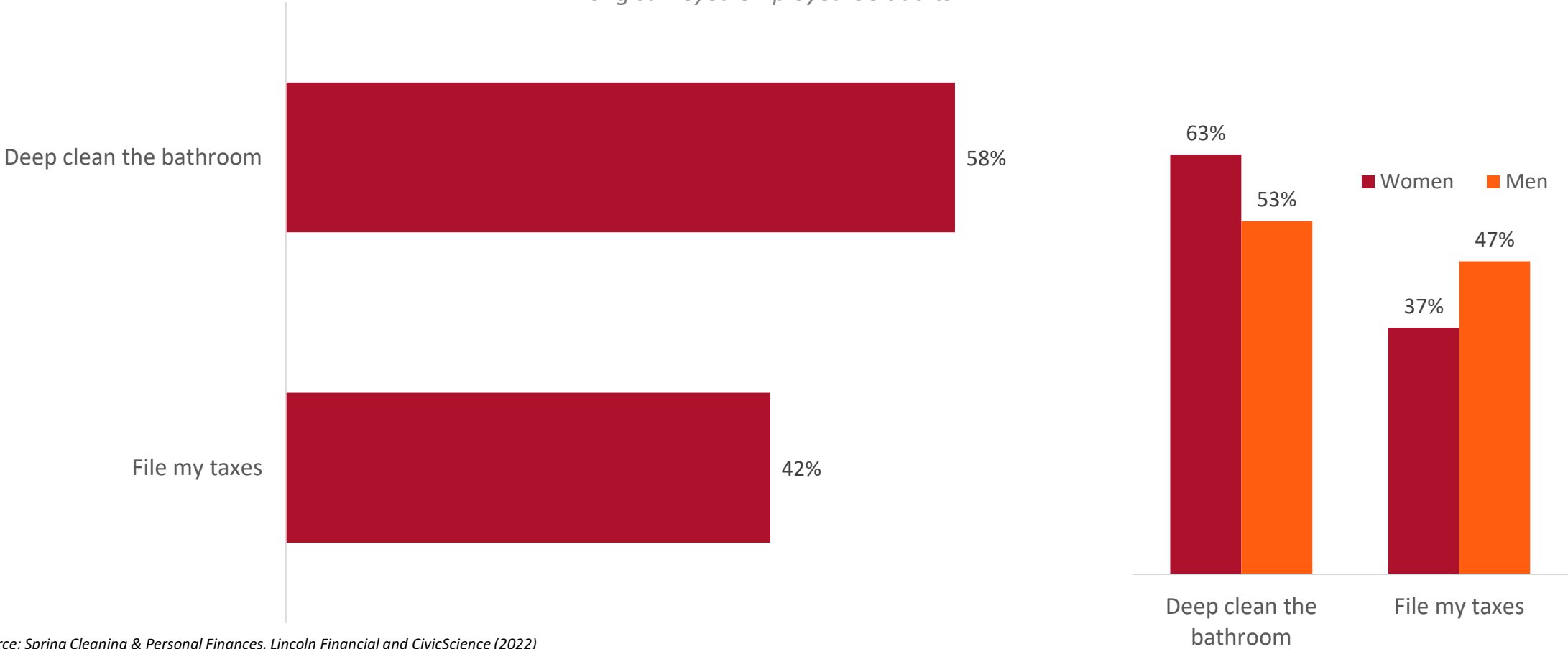


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Deep cleaning the bathroom is preferred over filing taxes by nearly 6 in 10 respondents

If you had to choose, how would you rather spend a Saturday afternoon?

Among surveyed employed US adults

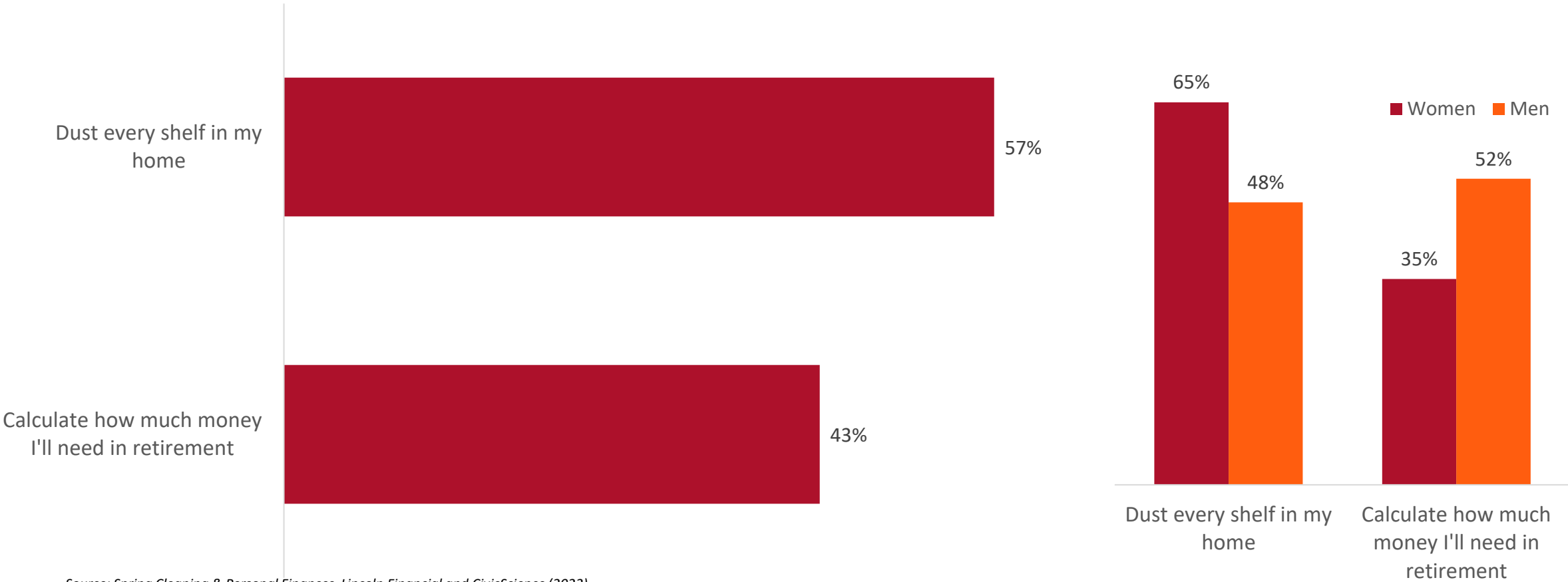


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Nearly 6 in 10 surveyed workers would rather spend a Saturday dusting than calculating retirement savings

If you had to choose, how would you rather spend a Saturday afternoon?

Among surveyed employed US adults

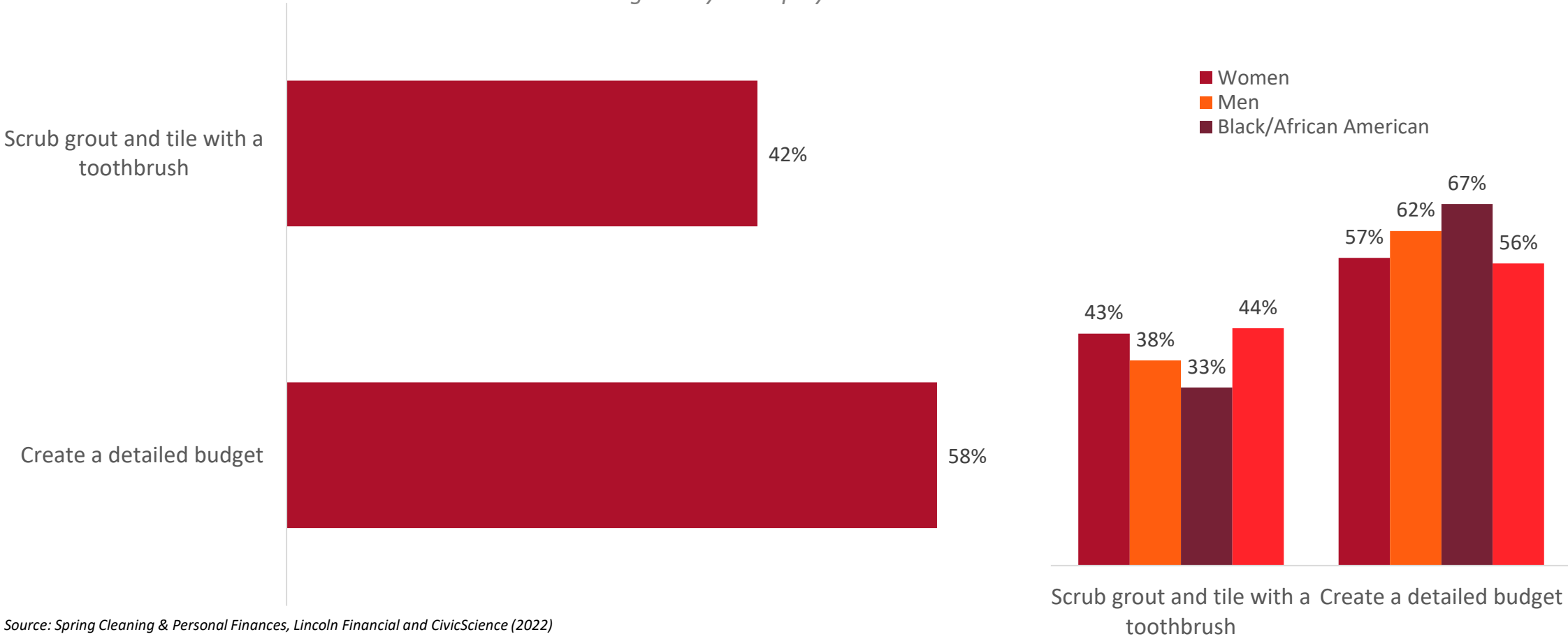


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Nearly 6 in 10 respondents would prefer to create a detailed budget vs. scrubbing grout and tile with a toothbrush

If you had to choose, how would you rather spend a Saturday afternoon?

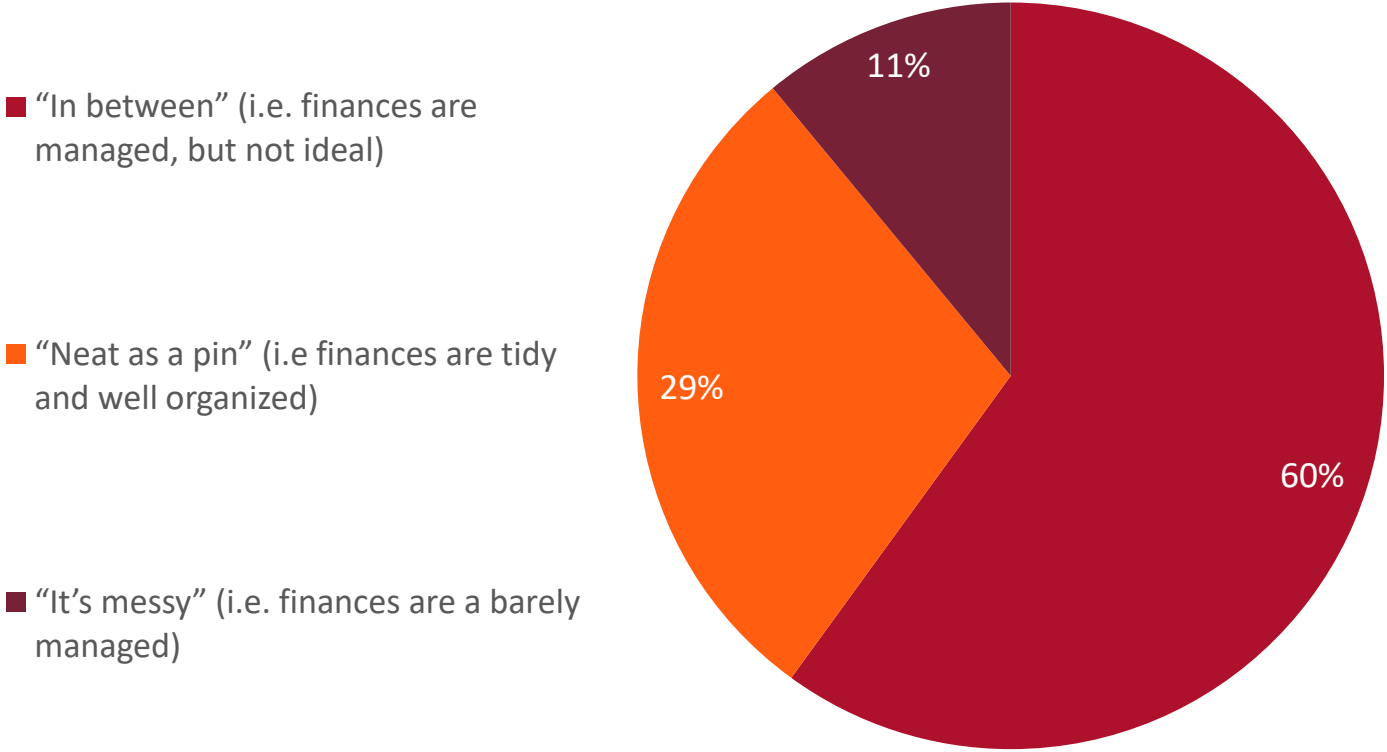
Among surveyed employed US adults



Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

71% of respondents say that they could be more organized when managing their finances

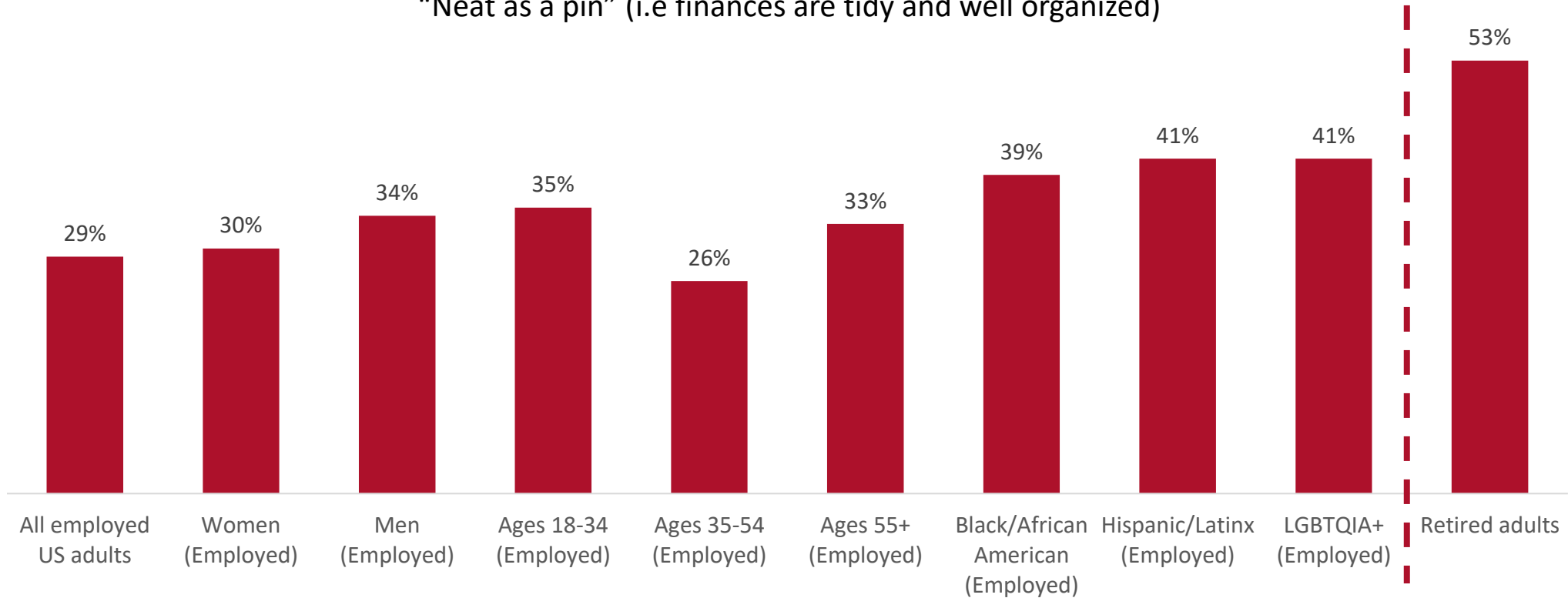
Which of the following best describes how you manage your finances?
Among surveyed employed US adults



Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Retired adults lead as the greatest proportion of surveyed individuals who say their finances are tidy

Proportion of surveyed individuals among different demographics who say their finances are “Neat as a pin” (i.e finances are tidy and well organized)

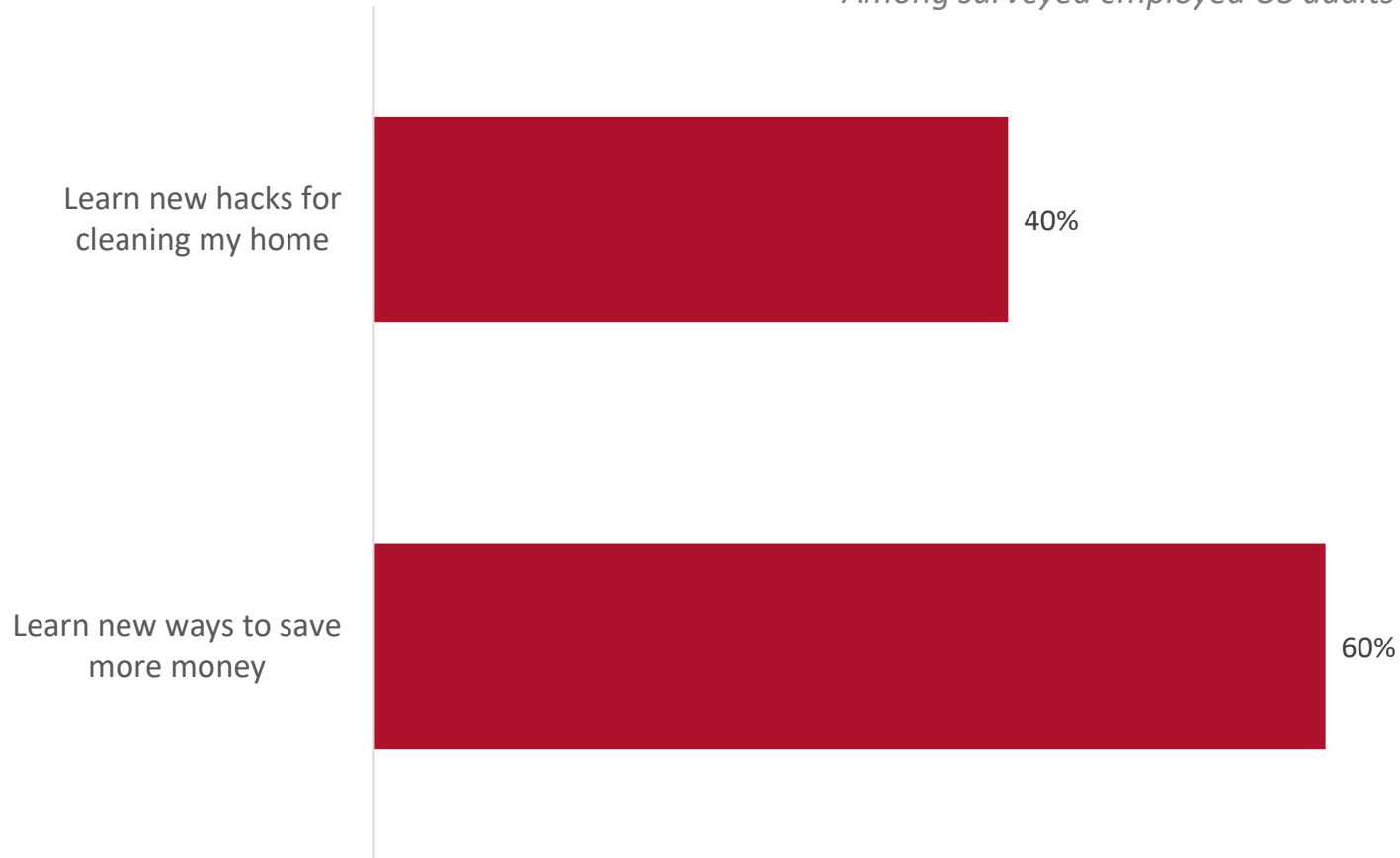


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

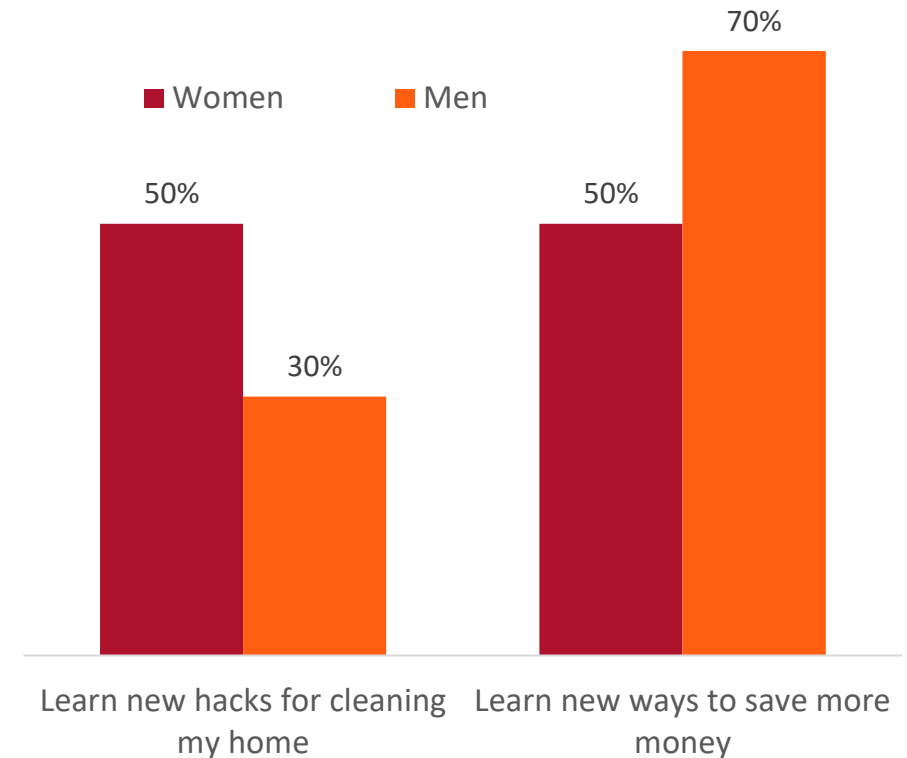
60% of respondents would rather learn new ways to save money than learn new cleaning hacks

If you had to choose, how would you rather spend a Saturday afternoon?

Among surveyed employed US adults



Men are more interested in learning ways to save money than cleaning hacks; meanwhile, women are split

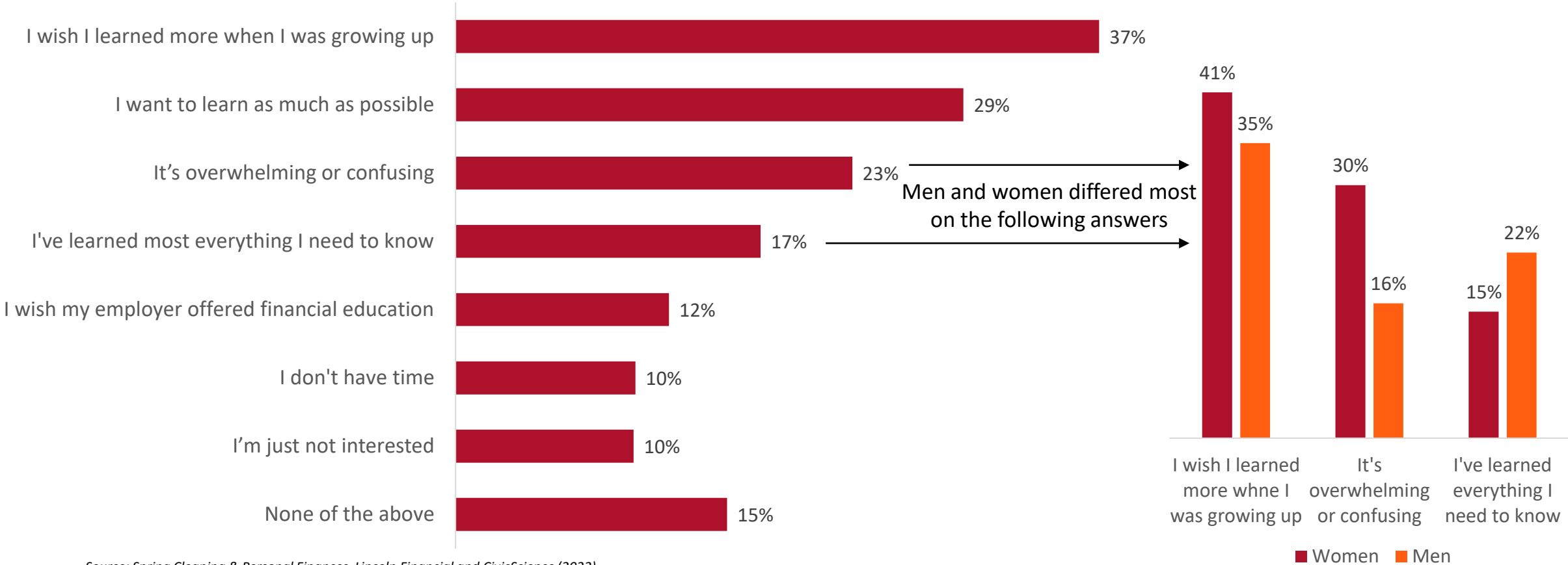


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Many respondents wish they had learned more about managing finances while growing up, but are open to learning more now

In terms of learning more about finance management, which of the following applies to you?

Among surveyed employed US adults; respondents were able to select multiple answers

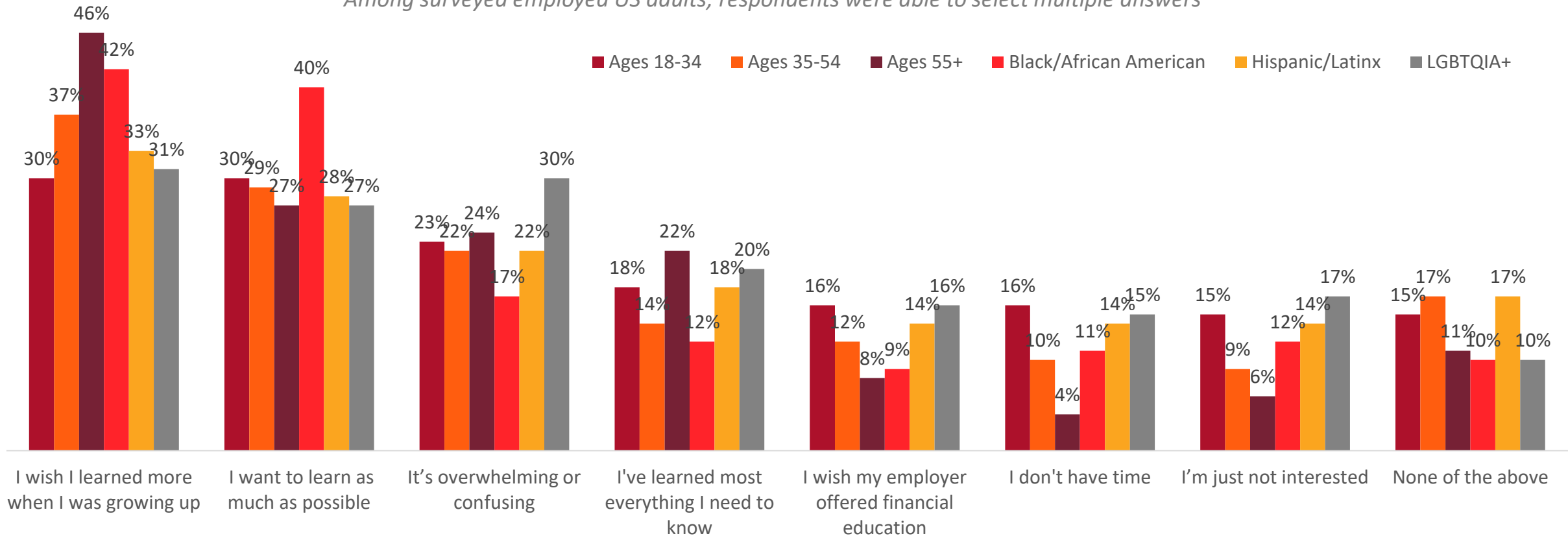


Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

Perspectives on financial education vary

In terms of learning more about finance management, which of the following applies to you?

Among surveyed employed US adults; respondents were able to select multiple answers



Source: Spring Cleaning & Personal Finances, Lincoln Financial and CivicScience (2022)

For more information...

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