

## FOR IMMEDIATE RELEASE

### Contact:

Rebecca Gramuglia

[press@topcashback.com](mailto:press@topcashback.com)

[TopCashback.com](http://TopCashback.com)

O: (973) 744 2455



### **TopCashback Survey Reveals a Divided Future for Financial Well-Being**

*Survey kicks off Financial Literacy Month and shows 50 percent of Americans live paycheck-to-paycheck*

ROCHELLE PARK, N.J., April 8, 2019 – [TopCashback.com](http://TopCashback.com), the USA’s most generous cashback website, today announced the findings of a recently conducted survey gauging consumers’ understanding and practice of financial well-being. The findings reveal a nation split nearly down the middle when it comes to spending and saving.

The cashback site’s survey polled nearly 1,650 American adults ages 18 and up highlighting financial habits to commence Financial Literacy Month (April).

#### **Preparing for today— not tomorrow**

The survey shows that exactly half of Americans live paycheck-to-paycheck, and the split continues. Fifty-four percent of survey participants have an emergency fund while nearly 41 percent of respondents don’t have one, and five percent do not know what an emergency fund is.

“This divided front on personal finance is alarming,” says Rebecca Gramuglia, TopCashback’s Personal Finance Expert. “Now more than ever, we need to establish ways to save money and utilize tools like TopCashback.com to help the public prepare for their future and be more financially well off.”

One in four survey respondents said that they would only be able to survive less than a month without finding alternative employment/income. Half of the respondents who live paycheck-to-paycheck are likely to fall in this category as well.

## **What does it mean to be financially well-off?**

The survey participants summed up their understanding of financial well-being with 54 percent citing that it means to be in control of one's finances. In addition, 52 percent added that it means to have enough money to cover monthly outings and standard of living, while another 52 percent think financial well-being means being able to save for their future/retirement/life goals.

“Our findings show that the public understands that financial well-being correlates to being financially set for the future,” adds Gramuglia. “However, the results show that the awareness is there, but the practice of being financially well-off is still a struggle for many.”

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## **About [TopCashback.com](http://TopCashback.com)**

[TopCashback.com](http://TopCashback.com) is the USA's most generous cashback shopping site. It offers Americans savings and money back on everything they buy when clicking through the site to the 4,000 retailers available. TopCashback lists well-known brick and mortar stores, such as Walmart, Best Buy, GNC, Neiman Marcus, Macy's and Bloomingdale's, in addition to popular online businesses, including eBay, Amazon, Overstock, GiftCards, Hotels, Expedia, Groupon and so many more. TopCashback also provides a big selection of coupons, supplying extra instant money-off discounts and free shipping, to use in conjunction with earning cashback.

It passes all the commission – the entire amount – that retailers pay it, to advertise their products and services, back to its two million members. It's completely free to join and use, with no catch.

Members can have their cashback earnings deposited straight into their checking account or withdraw it in the form of PayPal credits, Amazon vouchers, American Express® gift cards or selected merchant partners' gift cards, the latter three of which are topped up with a bonus. Cashback is paid out as soon as funds are requested and there is no minimum amount necessary to withdraw.