



TOPLINE & METHODOLOGY

BMO Financial Group/Ipsos Poll

These are the findings of an Ipsos survey conducted on behalf of the BMO. Fieldwork was conducted between January 2 and 19, 2024. A total of n=2,500 Americans aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the American population according to census parameters. This survey has a credibility interval of +/- 2.4 per cent 19 times out of 20, of what the results would have been had all American adults 18+ been surveyed.

Annotated Questionnaire:

Q.2 Generally, how confident do you feel about your financial situation right now?

	Total Rep US (N=2,500)
Very confident (4)	27%
Somewhat confident (3)	44%
Not very confident (2)	21%
Not at all confident (1)	8%
Top 2 Box (Net)	71%
Bottom 2 Box (Net)	29%

Q.4 How optimistic are you about your financial future over the next year?

	Total Rep US (N=2,500)
Very optimistic (4)	26%
Somewhat optimistic (3)	50%
Somewhat pessimistic (2)	18%
Very pessimistic (1)	6%
Top 2 Box (Net)	76%
Bottom 2 Box (Net)	24%





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Q.14 To what extent do you agree or disagree with the following: - I often spend more money than I know I should

	Total Rep US (N=2,500)
Strongly agree (4)	14%
Somewhat agree (3)	35%
Somewhat disagree (2)	30%
Strongly disagree (1)	21%
Strongly/somewhat agree (Net)	49%
Somewhat/strongly disagree (Net)	51%

W3Q1. During the past 3 months, how have your sentiments about each of the following changed? - The prospect of an economic recession

	Total Rep US (N=2,500)
Much more concerned (5)	19%
Somewhat more concerned (4)	29%
Stayed the same (3)	36%
Somewhat less concerned (2)	12%
Much less concerned (1)	5%
Top 2 Box (Net)	48%
Bottom 2 Box (Net)	17%

W9Q8. Do you feel like you are in control of your finances?

	Total Rep US (N=2,500)
Yes	76%
No	24%





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W13Q1. How concerned are you/would you be about your partners...? - Top 2 Box Summary

	Total Rep US (N=Varies)
Credit card debt	36%
Very different income	26%
Student loans	26%
Mortgage debt	41%
Auto loan balance	23%
Credit Score	35%

**Nets are rebased to total respondents who selected any item under "debt" or "no debt"*

W13Q1. How concerned are you/would you be about your partners...? - Credit card debt

	Total Rep US (N=2,500)
Very concerned (4)	16%
Somewhat concerned (3)	20%
Just a little concerned (2)	24%
Not at all concerned (1)	40%
Top 2 Box (Net)	36%
Bottom 2 Box (Net)	64%

W13Q1. How concerned are you/would you be about your partners...? - Very different income

	Total Rep US (N=2,500)
Very concerned (4)	9%
Somewhat concerned (3)	17%
Just a little concerned (2)	24%
Not at all concerned (1)	50%
Top 2 Box (Net)	26%
Bottom 2 Box (Net)	74%





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W13Q1. How concerned are you/would you be about your partners...? - Student loans

	Total Rep US (N=2,500)
Very concerned (4)	11%
Somewhat concerned (3)	14%
Just a little concerned (2)	16%
Not at all concerned (1)	59%
Top 2 Box (Net)	26%
Bottom 2 Box (Net)	74%

W13Q1. How concerned are you/would you be about your partners...? - Mortgage debt

	Total Rep US (N=1,129)
Very concerned (4)	15%
Somewhat concerned (3)	26%
Just a little concerned (2)	26%
Not at all concerned (1)	33%
Top 2 Box (Net)	41%
Bottom 2 Box (Net)	59%

W13Q1. How concerned are you/would you be about your partners...? - Auto loan balance

	Total Rep US (N=2,500)
Very concerned (4)	8%
Somewhat concerned (3)	15%
Just a little concerned (2)	21%
Not at all concerned (1)	56%
Top 2 Box (Net)	23%
Bottom 2 Box (Net)	77%





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W13Q1. How concerned are you/would you be about your partners...? - Credit Score

	Total Rep US (N=2,500)
Very concerned (4)	15%
Somewhat concerned (3)	20%
Just a little concerned (2)	21%
Not at all concerned (1)	44%
Top 2 Box (Net)	35%
Bottom 2 Box (Net)	65%

W13Q2. In your opinion, when is the right time to begin talking about money during a relationship?

	Total Rep US (N=2,500)
After the first few dates	9%
When the relationship becomes official	39%
When moving in together	31%
When getting engaged	10%
When getting married	6%
When buying a house	2%
When retiring	1%
Never	3%
Ever (Net)	97%
Early (Subnet)	79%





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W13Q3. When is the right time to combine finances with a partner/spouse?

	Total Rep US (N=2,500)
After the first few dates	6%
When the relationship becomes official	16%
When moving in together	9%
When getting engaged	50%
When getting married	4%
When buying a house	1%
When retiring	1%
Never	14%
Ever (Net)	86%
Early (Subnet)	31%

W13Q4. How truthful are you about finances with your partner/spouse?

	Total Rep US (N=2,500)
Not at all I cover things up on a regular basis	4%
Not very I might have told a white lie here and there	5%
Somewhat I sometimes omit things that make me look bad	26%
Very I always disclose everything	65%
Top 2 Box (Net)	9%
Bottom 2 Box (Net)	91%





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W13Q6. How are the following expenses usually paid in your household? - Mortgage/rent

	Total Rep US (N=1,371)
Person Pays (Net)	43%
I pay it	27%
My partner/spouse pays it	16%
Shared (Net)	33%
We take turns paying it	5%
We split it	28%
We do not have this expense	24%

W13Q6. How are the following expenses usually paid in your household? - Credit card bill(s)

	Total Rep US (N=1,371)
Person Pays (Net)	51%
I pay it	37%
My partner/spouse pays it	14%
Shared (Net)	41%
We take turns paying it	8%
We split it	33%
We do not have this expense	9%





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W13Q6. How are the following expenses usually paid in your household? - Utilities

	Total Rep US (N=1,371)
Person Pays (Net)	59%
I pay it	39%
My partner/spouse pays it	21%
Shared (Net)	39%
We take turns paying it	7%
We split it	32%
We do not have this expense	1%

W13Q6. How are the following expenses usually paid in your household? - Groceries

	Total Rep US (N=1,371)
Person Pays (Net)	52%
I pay it	35%
My partner/spouse pays it	17%
Shared (Net)	48%
We take turns paying it	15%
We split it	33%
We do not have this expense	1%





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W13Q9. How much do you agree or disagree with the following statements, as they relate to finances and your relationship? - Spending is often a source of conflict in my relationship

	Total Rep US (N=1,371)
Strongly agree (4)	9%
Somewhat agree (3)	25%
Somewhat disagree (2)	30%
Strongly disagree (1)	37%
Top 2 Box (Net)	34%
Bottom 2 Box (Net)	66%

W13Q9. How much do you agree or disagree with the following statements, as they relate to finances and your relationship? - We are compatible in that we have similar financial goals

	Total Rep US (N=1,371)
Strongly agree (4)	41%
Somewhat agree (3)	43%
Somewhat disagree (2)	12%
Strongly disagree (1)	4%
Top 2 Box (Net)	84%
Bottom 2 Box (Net)	16%

W13Q9. How much do you agree or disagree with the following statements, as they relate to finances and your relationship? - I feel comfortable discussing finances with my partner/spouse

	Total Rep US (N=1,371)
Strongly agree (4)	55%
Somewhat agree (3)	32%
Somewhat disagree (2)	10%
Strongly disagree (1)	3%
Top 2 Box (Net)	87%
Bottom 2 Box (Net)	13%





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W13Q9. How much do you agree or disagree with the following statements, as they relate to finances and your relationship? - My partner/spouse is a saver/frugal

	Total Rep US (N=1,371)
Strongly agree (4)	19%
Somewhat agree (3)	40%
Somewhat disagree (2)	27%
Strongly disagree (1)	15%
Top 2 Box (Net)	59%
Bottom 2 Box (Net)	41%

W13Q9. How much do you agree or disagree with the following statements, as they relate to finances and your relationship? - My partner/spouse spends too much (e.g. impulsive purchases, expensive items)

	Total Rep US (N=1,371)
Strongly agree (4)	11%
Somewhat agree (3)	26%
Somewhat disagree (2)	29%
Strongly disagree (1)	34%
Top 2 Box (Net)	37%
Bottom 2 Box (Net)	63%





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About the Study

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