

MAIN Questionnaire:

A. What is your primary bank, that is, the one where you do most of your day-to-day banking?

[insert list for USA and Canada] [SP]

[PN: Alphabetize bank lists]

[PN: Added "Other bank (Specify)" to Bank list]

[*Note to show on NEW screen:* For the purposes of this survey, when we ask questions about "your bank", please think about the one you just chose.]

Q1. To what extent do you agree or disagree that you are making real financial progress?

[down, single punch]

10– strongly agree

....

1– strongly disagree

Q2. Generally, how confident do you feel about your financial situation right now?

[down, single punch]

Very confident

Somewhat confident

Not very confident

Not at all confident

Q3. Are you more or less financially secure today than you were a year ago?

[down, single punch]

Much more secure

Somewhat more secure

No change

Somewhat less secure

Much less secure

Q4. How optimistic are you about your financial future over the next year?

Very optimistic

Somewhat optimistic

Somewhat pessimistic

Very pessimistic

Q5. To what extent do the following cause you financial anxiety:

[across, progressive grid]

A lot of anxiety

Some anxiety

A little anxiety

No anxiety at all

[down, randomize]

Your overall financial situation [anchor first]

Housing costs

Student debt

Credit card debt

Medical expenses

Family-related expenses

Keeping up with monthly bills

Fear of unknown expenses that may come up

COVID-19

Q6. Which of the following best describes your financial situation right now?

[down, single punch]

I am making financial progress – I am continuing to set and achieve my financial goals

I am not making financial progress – I am paying my bills and sustaining my financial needs, however not getting ahead with savings or getting closer to my goals

I am not making financial progress - I feel like I am falling behind on my basic financial needs

Q7. Which of these prevent you from making real progress with your finances right now? (check as many as apply)

[down, randomize]

Housing costs

Student debt

Credit card debt

Medical expenses/bills

Family-related expenses

Keeping up with monthly bills

Uncertainty about my financial future

Impulse shopping

Other [Anchor]

Q8. Please respond yes or no to each of the following:

[across, progressive grid]

Yes

No

[down, randomize]

I set a yearly household budget

I have a written financial plan

I have a professional financial advisor

I set financial goals for myself

[if yes to financial goals (P4) in Q8 continue to Q9; otherwise skip to Q10]

Q9. Which of the following are a part of your financial goals? (Check all that apply)

[down, randomize, multi punch]

Retirement savings

Saving for children's expenses (i.e. education, etc.)

Paying down debt

Buying a home

Renovating a home

Vacation

Making a major purchase (i.e. car, large appliance, etc.)

Other [anchor last]

Q10. How often do you do the following?

[across, progressive grid]

Monthly

A few times a year

Once a year

Less often than once a year

[down, randomize]

Review your financial plan [show if yes to code 2 in Q8]

Meet with your financial advisor [show if yes to code 3 in Q8]

Set new financial goals [show if yes to code 4 in Q8]

Review your progress on existing financial goals [show if yes to code 4 in Q8]

Ask your bank for financial advice

Receive financial advice from your bank without asking

Q12. How important are the following in helping you reach your financial goals?

[across, progressive grid]

Very important

Somewhat important

Not very important

Not at all important

[down, randomize]

My family

My friends

My bank/banker/bank financial advisor

Investment company financial advisor

Online financial sites, bloggers or journalists

Q14. To what extent do you agree or disagree with the following:

[across, progressive grid]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

[down, randomize]

I know what to do to improve my financial situation

I actively take steps to improve my financial situation

I often do things that worsen my financial situation (i.e. impulse purchases, consumer debt, etc.)

My bank helps me to achieve financial progress

My bank encourages me to take steps to improve my financial situation

I have enough savings to get me through an unexpected emergency

My bank helps me prepare for life's unexpected challenges

My bank cuts me some slack when the unexpected happens
I often spend more money than I know I should

Q17. How much non-mortgage debt would you say you have?

[down]

I'm drowning in debt and can't keep up

I have a lot, but it is manageable

Just a little

None at all [Anchor]

From 20-084984-01/S22024831, W3Q1, BUT WITH EXPANDED LIST/NEW SET-UP.

W3Q1. During the past three months, how have your sentiments about each of the following changed?

[ROWS, RANDOMIZE]

Inflation

The cost of living

The prospect of an economic recession

Your overall financial situation

[COLUMNS, DOWN]

Much less concerned

Somewhat less concerned

Stayed the same

Somewhat more concerned

Much more concerned

WAVE 15 – NEW QUESTIONS

W15Q1. What types of personal finance information are you most interested in?

(Please select up to three.)

[SELECT UP TO THREE, RANDOMIZE]

- a) Budgeting tips
- b) Investment strategies
- c) Debt management
- d) Saving for large purchases (vacation, car, house, home renovation, etc.)
- e) Generating additional income streams
- f) Retirement planning
- g) Wealth and Estate planning
- h) None of these **[SINGLE PUNCH, ANCHOR AT BOTTOM]**

W11Q2. What types of personal finance information would most help you make real financial progress?

(Please select up to three.)

[SELECT UP TO THREE, RANDOMIZE]

- a) Budgeting tips
- b) Investment strategies
- c) Debt management
- d) Saving for large purchases (vacation, car, house, home renovation, etc.)
- e) Generating additional income streams
- f) Retirement planning
- g) Wealth and Estate planning
- h) None of these **[SINGLE PUNCH, ANCHOR AT BOTTOM]**

W15Q3. During which of the following life changes would you consider talking to a financial advisor, or have done so in the past?

(Please select all that apply.)

[SELECT MULTIPLE, RANDOMIZE]

- a) Combining finances with partner
- b) Growing family
- c) Attending college/university
- d) Retirement
- e) Divorce/Separation
- f) Losing a spouse/partner
- g) Losing a parent
- g) Switching jobs
- h) Starting a business
- i) Sending a child to college/university
- j) Making a large purchase (i.e., vacation, car, home, home renovation, etc.)
- k) Receiving an inheritance

- l) Experiencing a major health event that changes physical or mental capabilities)
- m) None of these [**SINGLE PUNCH, ANCHOR AT BOTTOM**]

W15Q4. Are you going through any of these life changes right now, or have in the last six months?
(Please select all that apply.)

[**SAME LIST AND SETUP AS W15Q3.**]

W11Q6. Which attributes matter the most to you when considering a source for personal financial guidance?

(Please select up to three.)

[**SELECT UP TO THREE, RANDOMIZE A THROUGH H, ANCHOR I AT BOTTOM**]

- a) Relatability (ability to connect with your financial situation)
- b) Trustworthiness (reliable and credible information)
- c) Expertise (knowledge and qualifications)
- d) Transparency (openness about potential biases or conflicts of interest)
- e) Accessibility (easy to understand and applicable to your situation)
- f) Practicality (the guidance is realistic and attainable)
- g) Performance (ability to achieve financial goals)
- h) Digital and convenience (easy to access from mobile device, saving time)
- i) None of these [**SINGLE PUNCH, ANCHOR AT BOTTOM**]

W15Q6. Which of these events will have an impact on your financial situation in 2024?

(Please select all that apply.)

[**SELECT ALL, RANDOMIZE**]

- a) Cost of summer vacation
- b) Back to school expenses
- c) Cost of holiday shopping
- d) US presidential election
- e) Housing cost (mortgage, rent, property taxes)
- g) Situation in the job market
- h) Other factors (please write in)
- i) None of these [**SINGLE PUNCH, ANCHOR AT BOTTOM**]

Digital Banking/AI

W15Q7. How easy is it to seek advice on your digital banking platform?

(Please select one.)

_1. Very easy

- _2. Somewhat easy
- _3. Somewhat difficult
- _4. Very difficult

W15Q8. How often are you using AI (Artificial Intelligence) for the following tasks?

(Please select one for each.)

[PROGRESSIVE GRID – RANDOMIZE ITEMS]

- a) Ask questions about a topic of interest
- b) Managing my schedule
- c) Creating a draft of something I need to write
- d) Building a plan (e.g. meal, workout, business, travel)
- e) Photo and/or video editing
- f) Data analysis
- g) Personal finance and investment management

[SCALE]

- _1. Very often
- _2. Often
- _3. Sometimes
- _4. Never

[ASK W15Q9A IF W15Q8, ITEM G (PERSONAL FINANCE) WAS RATED 1 TO 3.]

W15Q9A. How often are you using AI to help you with these financial planning/investment tasks?

(Please select one for each.)

[PROGRESSIVE GRID – RANDOMIZE ITEMS]

- a) Create/update a financial plan
- b) Create/update a household budget
- c) Increase my savings
- d) Direct what I invest in
- e) Find new investment ideas and strategies
- f) Retirement planning
- g) Learn more about personal finance topics

[SCALE]

- _1. Very often
- _2. Often
- _3. Sometimes
- _4. Never

[ASK W15Q9B IF W15Q8, ITEM G (PERSONAL FINANCE) WAS RATED 4.]

W15Q9B. Would you consider using Artificial Intelligence (AI) to help you with these financial planning/investment tasks?

[SAME ITEMS AS W15Q9A]

[SCALE]

- a. Would consider
- b. Would NOT consider
- c. Not sure

W15Q10. Please rate the extent to which you agree or disagree with each of the following statements.

[PROGRESSIVE GRID – RANDOMIZE ITEMS]

- a) An AI tool offered by my bank would be helpful to me.
- b) I would be more confident using a specialized AI tool from my bank than a general one like ChatGPT.
- c) It is important for my bank to invest in AI capabilities.
- d) I am confident sharing my personal financial information with an AI tool.
- e) AI-powered tools are not any better than traditional financial advisors at managing finances.
- f) AI can help people make more informed financial decisions.
- g) I am confident that an AI tool can help me make real financial progress.
- h) AI makes financial planning and management more affordable and accessible for everyone.
- i) AI is capable of understanding how emotions can impact financial planning.

[SCALE]

- _1. Strongly agree
- _2. Somewhat agree
- _3. Somewhat disagree
- _4. Strongly disagree

W15Q11. How important are the following privacy safeguards when using digital banking products?

(Please select one for each.)

[PROGRESSIVE GRID – RANDOMIZE ITEMS]

- a) Data encryption
- b) Fraud detection/ monitoring
- c) Limited data sharing
- d) User control and consent policies that are easy to understand
- e) Multi-factor authentication (MFA)
- f) Transparent and accessible privacy policies
- g) Regular security updates
- h) Biometric logins
- i) Data minimization (only necessary data collected)

[SCALE]

- _1. Very important
- _2. Somewhat important
- _3. Somewhat unimportant
- _4. Very unimportant
- _5. Not sure