

Financial Attitudes Survey Topline Report

March 2021
N = 1,005, general population

QUESTION 1 - How does your bank primarily communicate with you?

<i>Response</i>	<i>Percentage</i>	<i>Count</i>
Email	38.01%	382
Text	3.98%	40
Phone call	7.66%	77
In-person	11.64%	117
The bank's public website	6.87%	69
My private online banking portal/website	10.65%	107
Mobile app	16.92%	170
Advertisements	2.09%	21
In the news	1.00%	10
Social media	1.19%	12

QUESTION 2 - When your bank shares information through the communication channel you selected in the previous question, do you normally read it?

Yes, I normally read it	61.69%	620
Yes, but only if it pertains to my bank accounts specifically	26.47%	266
No, I don't normally read it	11.84%	119

QUESTION 3 - Which of the following forms of communication from your bank would you be most likely to read or pay attention to? (Select up to 3 choices)

Email	60.30%	606
Text or phone call	40.40%	406
In-person	31.44%	316
The bank's public website	15.82%	159
My private online banking portal/website	24.38%	245
Mobile app	32.64%	328
Advertisements	3.88%	39
In the news	4.78%	48
Social media	6.67%	67

QUESTION 4 - Do you believe that it's important for your bank's CEO or other executive leadership to use their platform to engage with the public about topics and issues relevant to their industry (banking, finance, investing, etc.)?

Yes, they should share their advice, expertise and thoughts with the public	39.90%	401
Yes, but they should only share their advice, expertise and thoughts with their banking customers	27.26%	274
No	13.23%	133
Don't know/no opinion	19.60%	197



QUESTION 5 - What topics would you find valuable for your bank's CEO or other executive leadership to speak to their members and the general public about? (Select all that apply)

Finance and investing tips (how to budget, how to prepare for retirement, etc.)	55.41%	374
Updates on actions that the federal government is taking that may affect my finances	49.63%	335
Overviews of what's happening in the US economy	38.67%	261
Their company's activity/investment in local communities	38.96%	263
Business leadership insights and expertise	22.22%	150
Other	0.59%	4

QUESTION 6 - Through which of the following platforms should your bank's CEO or other executive leadership speak to their members and the general public? (Select all that apply)

Social media	27.11%	183
My bank's website	57.48%	388
In the news (television, print outlets, online news sites)	29.04%	196
In emails to banking customers	63.41%	428
Podcasts or other audio channels	11.56%	78
Other	1.33%	9

DEMOGRAPHIC 1 – What is your gender?

<i>Response</i>	<i>Percentage</i>	<i>Count</i>
Male	49.15%	494
Female	50.65%	509
Other	0.20%	2

DEMOGRAPHIC 2 – What is your age?

18-24 years old	8.86%	89
25-34 years old	14.63%	147
35-44 years old	24.98%	251
45-54 years old	14.43%	145
55-64 years old	15.62%	157
Over 65 years old	21.49%	216

DEMOGRAPHIC 3 – What best describes your ethnicity?

White or Caucasian	80.60%	810
Black or African American	7.66%	77
Hispanic or Latino	5.17%	52
Asian	4.28%	43
Other/Unknown	2.29%	23

DEMOGRAPHIC 4 – What is the highest degree or level of school you have completed?

Some high school, no diploma	3.78%	38
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High school diploma	32.14%	323
Associate's degree or trade/technical/vocational school	24.38%	245
Bachelor's degree	25.57%	257
Graduate degree (Master's, Professional, Doctorate)	14.13%	142

DEMOGRAPHIC 5 – What is your annual household income?

Less than \$25,000	18.31%	184
\$25,000 to \$34,999	12.84%	129
\$35,000 to \$49,999	12.44%	125
\$50,000 to \$74,999	16.32%	164
\$75,000 to \$99,999	14.13%	142
\$100,000 to \$149,000	18.81%	189
\$150,000 or more	7.16%	72

DEMOGRAPHIC 6 – Which of the following best describes your employment status?

Employed, working 40+ hours per week (full-time)	44.58%	448
Employed, working 1-39 hours per week (part-time)	15.22%	153
Not employed, looking for work	5.37%	54
Not employed, NOT looking for work	5.67%	57
Retired	21.59%	217
Disabled, not able to work	7.56%	76

DEMOGRAPHIC 7 – Which of the following best describes your current marital status?

Single, never married	28.36%	285
Married	51.44%	517
Divorced	14.93%	150
Widowed	5.27%	53

DEMOGRAPHIC 8 – Which region of the country do you live in?

Northeast - ME, NH, VT, MA, RI, CT, NY, NJ, PA	24.18%	243
Midwest - OH, MI, IN, WI, IL, MN, IA, MO, ND, SD, NE, KS	19.50%	196
South - DC, DE, MD, VA, WV, KY, NC, SC, TE, GA, FL, AL, MS, AR, LA, TX, OK	35.82%	360
West - MT, ID, WY, CO, NM, AZ, UT, NV, CA, OR, WA, AK, HI	20.50%	206

DEMOGRAPHIC 9 – Which of the following best describes the area you live in?

Urban	32.14%	323
Suburban	48.66%	489
Rural	19.20%	193

DEMOGRAPHIC 10 – Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

Republican	28.46%	286
Democrat	42.69%	429
Independent	22.99%	231

Something else	5.87%	59
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DEMOGRAPHIC 11 – Which of the following candidates did you vote for in the 2020 U.S. election?

Joe Biden	50.65%	509
Donald Trump	30.55%	307
Someone else	1.69%	17
I didn't vote in the election	17.11%	172

Methodology:

Interviews for this research were conducted online between March 19 – March 22, 2021 from a national sample of 1,004 U.S. adults. Respondents were surveyed using an online research panel method across a combination of computer, mobile and tablet devices. Survey questions were administered in English. To ensure accurate representation of the broader U.S. population, sampling parameters based on U.S. Census data were used on key variables that include gender, age, ethnicity, education level, household income and employment. The results have a calculated error margin of ±3%.