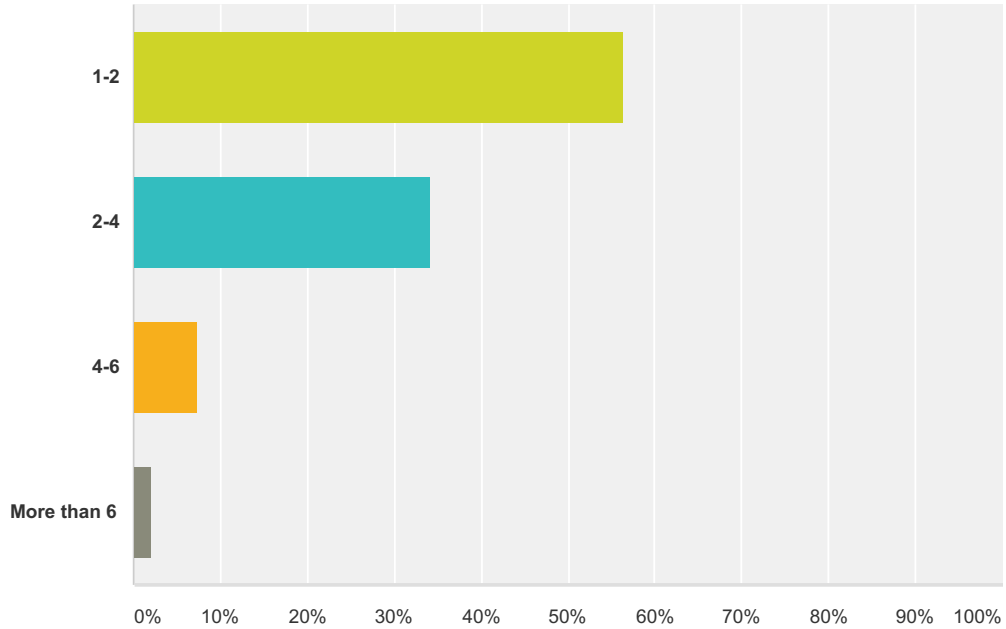


Q1 How many institutions do you have banking products with — including all checking, savings, retirement, mortgage, auto loans, etc.?

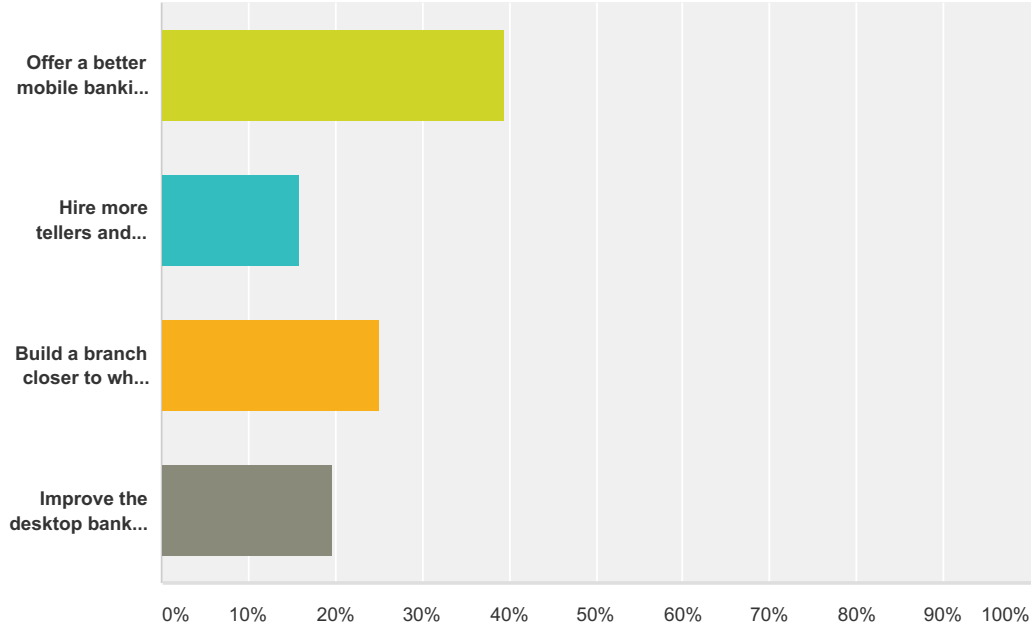
Answered: 504 Skipped: 0



Answer Choices	Responses	
1-2	56.35%	284
2-4	34.33%	173
4-6	7.34%	37
More than 6	1.98%	10
Total		504

Q2 What is the single best improvement your primary financial institution could make to give you better service?

Answered: 504 Skipped: 0

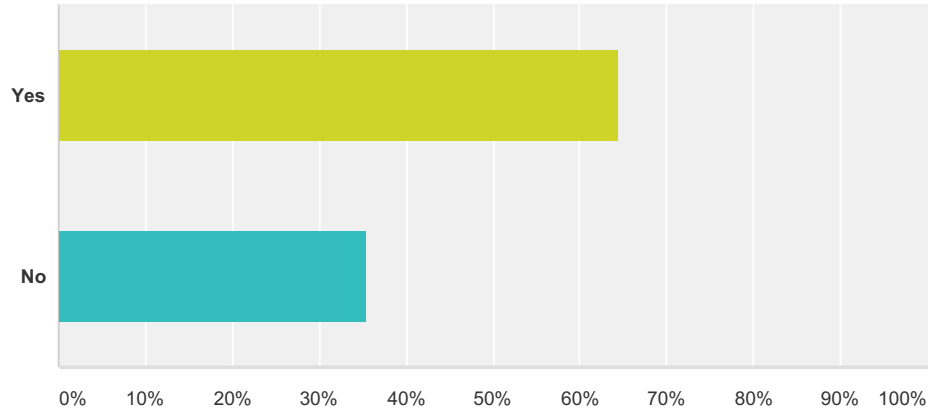


Answer Choices	Responses
Offer a better mobile banking app	39.48% 199
Hire more tellers and staff	15.87% 80
Build a branch closer to where I live	25.00% 126
Improve the desktop banking experience	19.64% 99
Total	504

Banking Survey

Q3 Have you ever decreased how much you bank somewhere because of a bad experience with a fee?

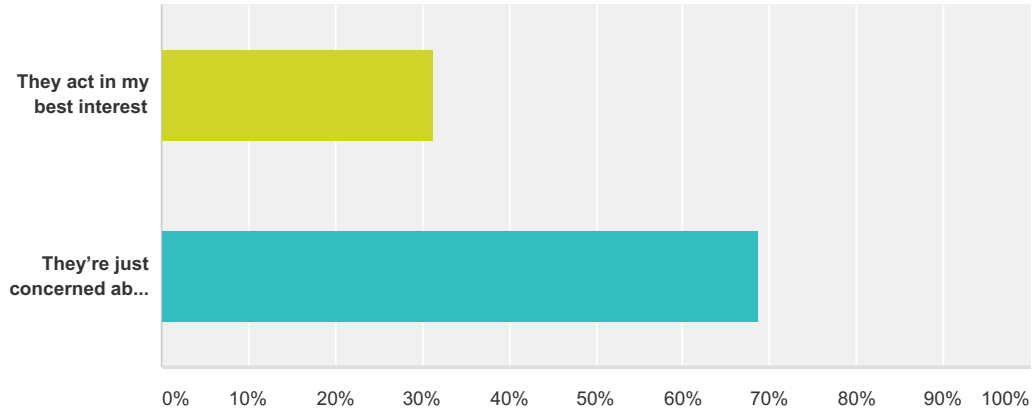
Answered: 504 Skipped: 0



Answer Choices	Responses	
Yes	64.48%	325
No	35.52%	179
Total		504

Q4 In your experience, do financial institutions act in your best interest, or are they just concerned about their bottom line?

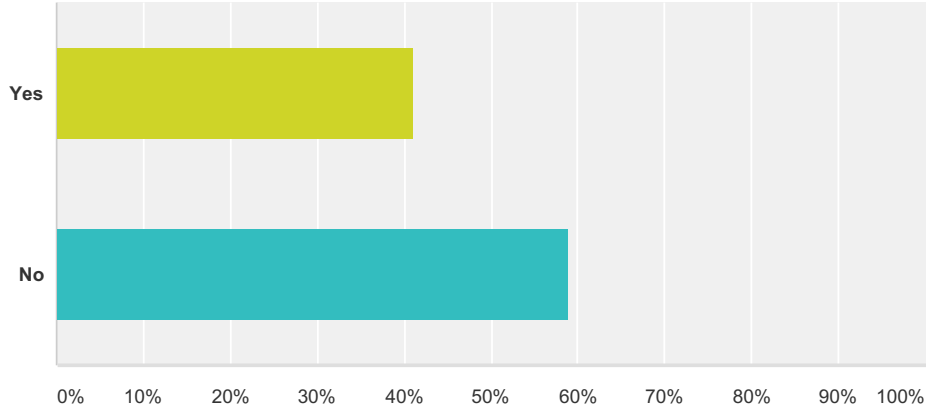
Answered: 504 Skipped: 0



Answer Choices	Responses	
They act in my best interest	31.35%	158
They're just concerned about their bottom line	68.65%	346
Total		504

Q5 Do you feel like your primary financial institution actively helps you improve your financial health?

Answered: 504 Skipped: 0

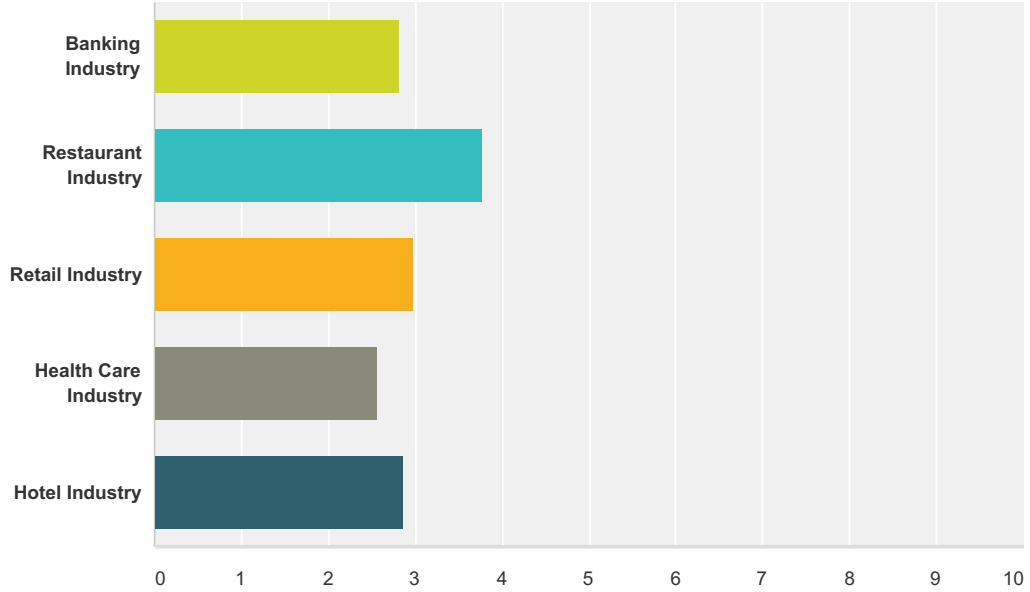


Answer Choices	Responses
Yes	41.07% 207
No	58.93% 297
Total	504

Banking Survey

Q6 Rank each industry by how you feel they exceed your expectations of service, with 1 being the best and 5 being the worst.

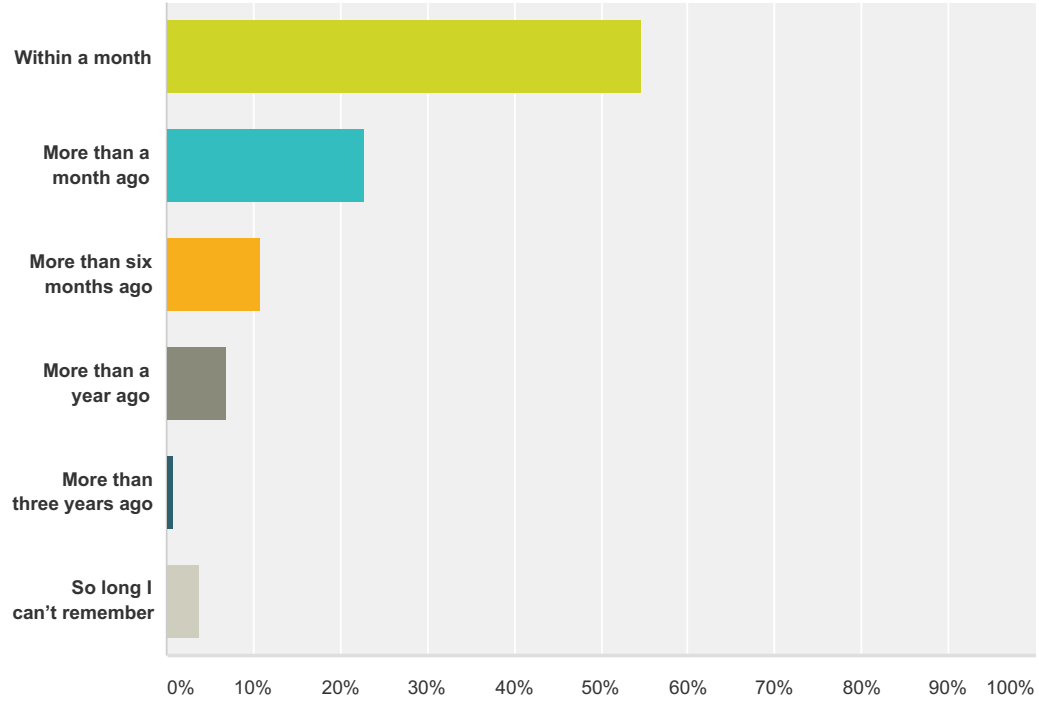
Answered: 504 Skipped: 0



	1	2	3	4	5	Total	Score
Banking Industry	17.86% 90	16.07% 81	17.46% 88	26.98% 136	21.63% 109	504	2.82
Restaurant Industry	35.32% 178	30.56% 154	16.87% 85	11.71% 59	5.56% 28	504	3.78
Retail Industry	11.11% 56	24.40% 123	31.55% 159	17.86% 90	15.08% 76	504	2.99
Health Care Industry	15.28% 77	13.29% 67	15.87% 80	24.21% 122	31.35% 158	504	2.57
Hotel Industry	20.44% 103	15.67% 79	18.25% 92	19.25% 97	26.39% 133	504	2.85

Q7 Which of the following best describes the last time you went into a branch at a bank or credit union?

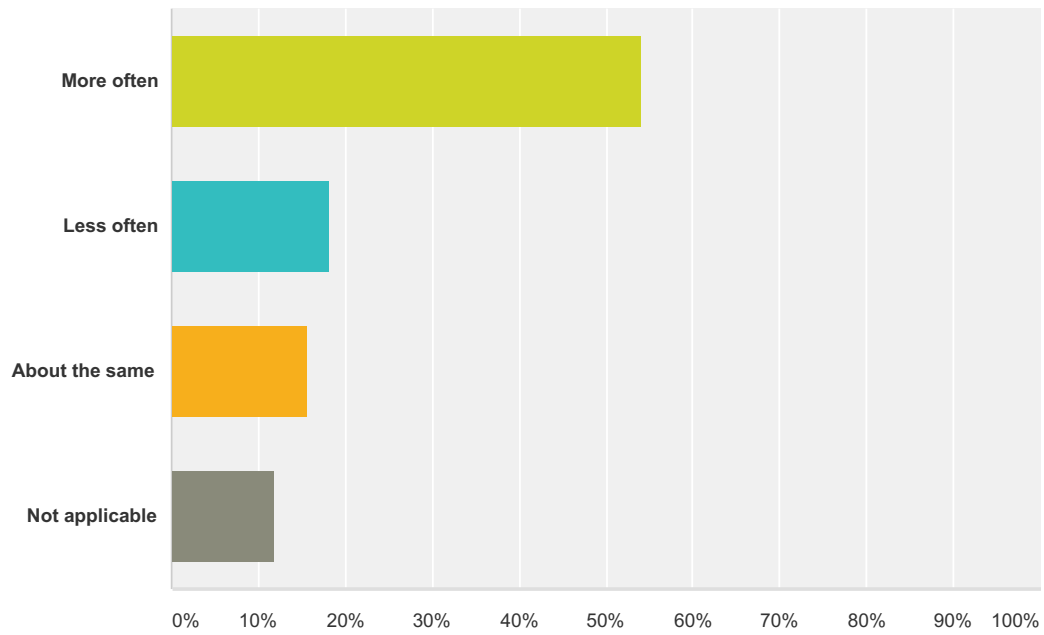
Answered: 504 Skipped: 0



Answer Choices	Responses
Within a month	54.76% 276
More than a month ago	22.82% 115
More than six months ago	10.91% 55
More than a year ago	6.94% 35
More than three years ago	0.79% 4
So long I can't remember	3.77% 19
Total	504

Q8 In the past two years, have you used mobile banking more often or less often?

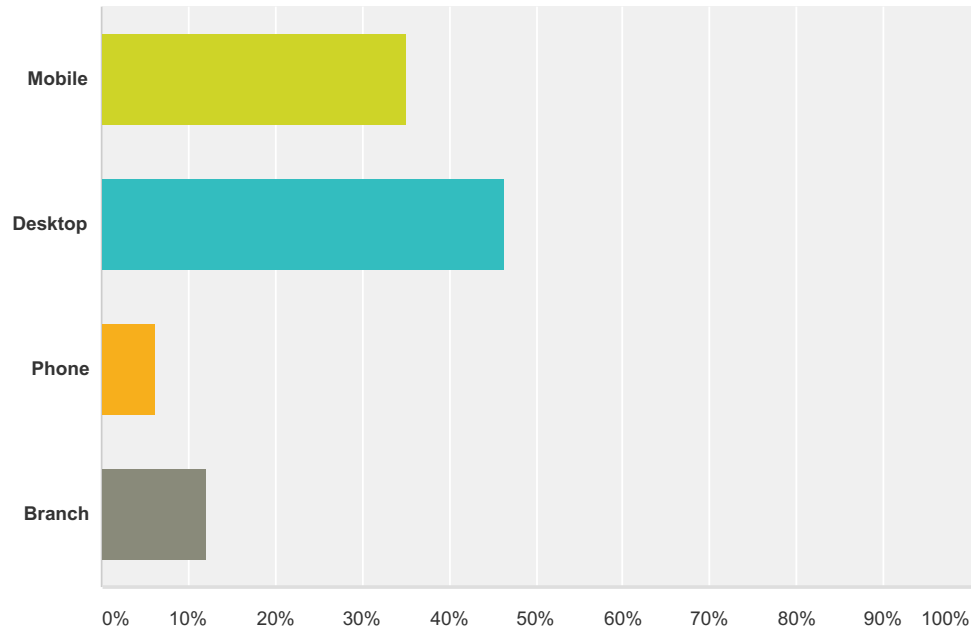
Answered: 504 Skipped: 0



Answer Choices	Responses
More often	54.17% 273
Less often	18.25% 92
About the same	15.67% 79
Not applicable	11.90% 60
Total	504

Q9 What channel do you most prefer to use for banking?

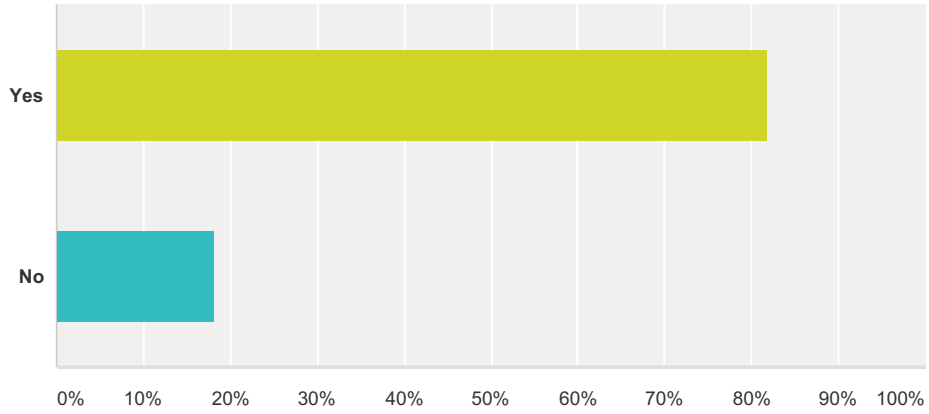
Answered: 504 Skipped: 0



Answer Choices	Responses
Mobile	35.12% 177
Desktop	46.43% 234
Phone	6.35% 32
Branch	12.10% 61
Total	504

Q10 If a tech company like Google or PayPal offered banking services such as payments or loans, would you consider using those features?

Answered: 504 Skipped: 0



Answer Choices	Responses
Yes	81.75% 412
No	18.25% 92
Total	504