



WINcentive® Savings Product Opening Survey

We are excited that you are taking an important step toward building a savings foundation by opening up a WINcentive® Savings account. In order to get a better understanding of your needs, we invite you to participate in a WINcentive® Savings Survey that is being facilitated by your credit union, the Minnesota Credit Union Network, and the national nonprofit Commonwealth.

This survey takes about 5 minutes to complete, and it is very important for us to learn from your input.

Your participation in this survey is completely voluntary. If you feel uncomfortable answering any questions, you can withdraw from the survey at any point. Your survey responses will only be used to help us better understand the WINcentive® product. Data from this survey will be reported only in the aggregate, so your individual responses will remain strictly confidential.

Thank you in advance for your time and feedback!

Section 1

The following questions are about you as an individual, so you should answer based on your individual situation and preferences.

1. Did you join the Credit Union for the WINcentive® Savings account?
 - a. Yes, I joined for the WINcentive® Savings account
 - b. No, I was already a member
 - c. No, I joined for another product but ended up opening a WINcentive® Savings Account
2. Do you have a regular savings account (apart from your WINcentive® account) at this or another bank or credit union? If you have more than one savings account, select the option that matches the combined amount you have saved in all savings accounts. (select one)
 - a. Yes - with \$100 or more in it
 - b. Yes - with less than \$100 in it
 - c. No - but I used to have one
 - d. No - I have never had a savings account at another bank or credit union
3. Do you have a share certificate or a certificate of deposit (CD) at this or another bank or credit union? If you have more than one CD, select the option that matches the combined amount you have saved in all CDs. (select one)
 - a. Yes - with \$500 or more in it
 - b. Yes - with less than \$500 in it
 - c. No - but I used to have one
 - d. No - I have never had a certificate of deposit at another bank or credit union
4. Do you have a holiday club account at this or another bank or credit union? If you have more than one holiday club account, select the option that matches the combined amount you have saved in all holiday club accounts. (select one)
 - a. Yes - with \$500 or more in it
 - b. Yes - with less than \$500 in it
 - c. No - but I used to have one
 - d. No - I have never had a holiday club account at another bank or credit union
5. WINcentive® Savings makes me _____ about my credit union. (select one)
 - a. More excited
 - b. Less excited
 - c. Neither more nor less excited
6. How did you hear about WINcentive® Savings? (select all that apply)
 - a. My credit union
 - b. My family or friends
 - c. Publication



- d. TV or radio
- e. Internet
- f. Other

7. Building savings would make me _____ to use other financial products at this credit union. (select one)

- a. More likely
- b. Less likely
- c. Neither more nor less likely
- d. I'm not sure

8. My age is:

- a. Under 18
- b. 18 - 24
- c. 25 - 29
- d. 30 - 34
- e. 35 - 44
- f. 45 - 54
- g. 55 plus

9. My gender is:

- a. Female
- b. Male
- c. Self-identify (please specify): _____
- d. Prefer not to answer

10. My current family status is:

- a. Single with no dependent children
- b. Single with dependent children
- c. Married or partnered with no dependent children
- d. Married or partnered with dependent children

11. My racial/ethnic background is: (check all that apply)

- a. African-American/Black
- b. Asian
- c. Hispanic/Latino
- d. White (non-Hispanic)
- e. Native American
- f. Other

Section 2

The following questions are about your household, which includes everyone you live with and with whom you share income and expenses. That may include you, your spouse, and other working adults. You should answer the following questions based on the financial situation of your entire household.

12. Thinking about your household's total income, which of the following statements best describes your monthly spending versus income? (select one)

- a. Usually spend more than income
- b. Usually spend about as much as income
- c. Usually spend less than income

13. Does your household save regularly? (select one)

- a. Yes, a fixed amount every month
- b. Yes, whatever is left over at the end of the month



c. No, I don't save regularly

14. Which of the following statements best describes where your household's savings come from? (select one)

- a. Save a portion of total household income
- b. Save income of one family member, spend the other
- c. Save only from "extra" income (e.g. odd jobs, tips, bonuses)
- d. I/we don't save
- e. Other (please describe):

15. Does your household have enough savings to cover three months' worth of expenses if everyone in your household lost their job or source of income? (select one)

- a. Yes
- b. No, I/we have some set aside but not enough for three months of expenses
- c. No, I/we used to have some but not anymore
- d. No, I/we have never had money set aside to cover unexpected emergencies

16. Not including your mortgage, if you were to add up all of the money in your household's savings accounts and other financial assets today, approximately how much would they amount to?

- 1. \$0
- 2. \$1 to \$2,000
- 3. \$2,001 to \$5,000
- 4. \$5,001 to \$10,000
- 5. \$10,001 to \$20,000
- 6. \$20,001 to \$40,000
- 7. Above \$40,000

17. If you were to add up all of your household's financial debt (such as student loans, credit cards, auto loans, medical debt, etc.) today approximately how much would it amount to?

- 1. \$0
- 2. \$1 to \$2,000
- 3. \$2,001 to \$5,000
- 4. \$5,001 to \$10,000
- 5. \$10,001 to \$20,000
- 6. \$20,001 to \$40,000
- 7. Above \$40,000

18. What is your household's combined annual income?

- a. \$0 - \$9,999
- b. \$10,000-\$19,999
- c. \$20,000 - \$29,999
- d. \$30,000 - \$39,999
- e. \$40,000 - \$49,999
- f. \$50,000 - \$59,999
- g. \$60,000 - \$69,999
- h. \$70,000 or more

19. My household's monthly income:

- a. Does not change from month to month
- b. Changes a little from month to month
- c. Changes a lot from month to month
- d. Other (please describe) _____