







How often do you do the following things: - Follow news around finance and business online or via a mobile app

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>933</b>	<b>1069</b>	<b>564</b>	<b>725</b>	<b>713</b>	<b>115</b>	<b>387</b>	<b>845</b>	<b>655</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>973</b>	<b>1029</b>	<b>547</b>	<b>681</b>	<b>775</b>	<b>204</b>	<b>705</b>	<b>785</b>	<b>308</b>
Top 2 Box (Net)	373 19%	236 24%	138 13%	120 22%	116 17%	138 18%	30 15%	108 15%	145 19%	90 29%
		B								FGH
Multiple times a day	71 4%	50 5%	21 2%	35 6%	28 4%	8 1%	6 3%	24 3%	23 3%	18 6%
		B		E	E					H
Daily	303 15%	186 19%	117 11%	85 16%	88 13%	130 17%	24 12%	84 12%	123 16%	72 23%
		B								FGH
Weekly	325 16%	178 18%	147 14%	105 19%	124 18%	96 12%	19 9%	99 14%	142 18%	64 21%
		B		E	E				F	FG
Monthly	172 9%	88 9%	84 8%	71 13%	65 10%	37 5%	6 3%	68 10%	70 9%	29 9%
				E	E			F	F	F
Bottom 2 Box (Net)	1131 57%	471 48%	660 64%	251 46%	376 55%	504 65%	148 73%	430 61%	428 55%	126 41%
			A		C	CD	GHI	HI	I	
Rarely	578 29%	238 25%	339 33%	141 26%	191 28%	246 32%	61 30%	219 31%	228 29%	70 23%
			A			C		I	I	
Never	554 28%	233 24%	321 31%	110 20%	185 27%	259 33%	88 43%	211 30%	200 26%	55 18%
			A		C	CD	GHI	I	I	
Sigma	2002 100%	973 100%	1029 100%	547 100%	681 100%	775 100%	204 100%	705 100%	785 100%	308 100%







Why do you check your finances online or through an app?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Answering (unwtd)</b>	<b>1707</b>	<b>803</b>	<b>904</b>	<b>531</b>	<b>664</b>	<b>512</b>	<b>86</b>	<b>313</b>	<b>724</b>	<b>584</b>
<b>Base: All Answering (wtd)</b>	<b>1664</b>	<b>827</b>	<b>837</b>	<b>510</b>	<b>615</b>	<b>539</b>	<b>152</b>	<b>565</b>	<b>670</b>	<b>276</b>
I want to keep up to date on my investments	351	213	139	118	116	117	11	116	133	91
	21%	26%	17%	23%	19%	22%	7%	21%	20%	33%
		B					*	F	F	FGH
I want to see how much is in my account	949	420	530	322	367	260	68	335	383	164
	57%	51%	63%	63%	60%	48%	44%	59%	57%	59%
			A	E	E		*	F	F	F
I want to check on my spending habits	528	247	281	250	204	74	43	177	214	94
	32%	30%	34%	49%	33%	14%	28%	31%	32%	34%
				DE	E		*			
It's a habit	504	252	252	181	216	107	57	173	179	94
	30%	30%	30%	36%	35%	20%	38%	31%	27%	34%
				E	E		H*			H
I want to ensure my deposits (i.e. my pay) and bill payments were processed	938	421	517	259	340	339	75	308	390	165
	56%	51%	62%	51%	55%	63%	49%	54%	58%	60%
			A			CD	*			
I like to watch my wealth grow	218	134	85	108	64	46	10	76	82	51
	13%	16%	10%	21%	10%	9%	6%	13%	12%	18%
		B		DE			*			FGH
Other	77	38	39	21	21	36	17	23	25	13
	5%	5%	5%	4%	3%	7%	11%	4%	4%	5%
						D	GHI*			
Sigma	3566	1724	1843	1259	1329	978	279	1208	1405	674
	214%	209%	220%	247%	216%	181%	183%	214%	210%	244%







