

## TOPLINE & METHODOLOGY

### BMO Financial Group/Ipsos Poll

These are the findings of an Ipsos survey conducted on behalf of the BMO. Fieldwork was conducted between September 11 and October 9, 2023. A total of n=2,502 Americans aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the American population according to census parameters. This survey has a credibility interval of +/- 2.4 per cent 19 times out of 20, of what the results would have been had all American adults 18+ been surveyed.

#### Annotated Questionnaire:

Q.2 Generally, how confident do you feel about your financial situation right now?

	<b>Total Rep US (N=2,502)</b>
Very confident (4)	27%
Somewhat confident (3)	45%
Not very confident (2)	20%
Not at all confident (1)	9%
<b>Very/somewhat confident (Net)</b>	<b>71%</b>
<b>Not very/Not at all confident (Net)</b>	<b>29%</b>

Q.3. Are you more or less financially secure today than you were a year ago?

	<b>Total Rep US (N=2,502)</b>
Much more secure (5)	16%
Somewhat more secure (4)	28%
No change (3)	30%
Somewhat less secure (2)	17%
Much less secure (1)	9%
<b>Much more/Somewhat more secure</b>	<b>44%</b>
<b>Somewhat less/Much less secure</b>	<b>26%</b>

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Q.4. How optimistic are you about your financial future over the next year?

	<b>Total Rep US (N=2,502)</b>
Very optimistic (4)	25%
Somewhat optimistic (3)	49%
Somewhat pessimistic (2)	20%
Very pessimistic (1)	7%
Very/Somewhat optimistic	<b>74%</b>
Somewhat/Very pessimistic	<b>26%</b>

Q.8. Please respond yes or no to each of the following: - I have a written financial plan

	<b>Total Rep US (N=2,502)</b>
Yes	32%
No	68%

Q.8. Please respond yes or no to each of the following: - I set financial goals for myself

	<b>Total Rep US (N=2,502)</b>
Yes	74%
No	26%

Q.9. Which of the following are a part of your financial goals? (Check all that apply)

	<b>Total Rep US (N=1,843)</b>
Retirement savings	59%
Saving for children's expenses (i.e. education, etc.)	28%
Paying down debt	44%
Buying a home	25%
Renovating a home	21%
Vacation	45%
Making a major purchase (i.e. car, large appliance, etc.)	41%
Other	7%

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Q.W4Q8 Have your financial New Year's Resolutions changed due to inflation / rising costs of living?

	<b>Total Rep US (N=2,502)</b>
<b>Yes (Net)</b>	<b>46%</b>
Yes, I plan to minimize spending next year	31%
Yes, I plan to create financial goals and/or a budget to follow next year	24%
No, inflation/rising costs of living do not impact my New Years resolutions	14%
I do not make financial New Year resolutions	40%



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### About the Study

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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