
1

2

3

4

5

Almost no shopping →

← **Moderate shopping** →

← **A great deal of shopping**

Call Around

Magazines; Newspapers

Material in the Mail

Television; Radio

Online Service; Internet

Advertisements

Friend; Relative

Lawyer

Accountant

Banker

Broker

Financial Planner

Other

Commercial Bank

Savings and Loan or Savings Bank

Credit Union

Finance or Loan Company

Brokerage

Other

Check

Cash Machine; ATM

In Person

Mail

Phone -- Talking

Phone -- Using Touchtone Service

Direct Deposit

Direct Withdrawal/Payment

Computer; Internet; On-Line Service

Other Electronic Transfer

Other

Visa, MasterCard, Discover/Novus, Optima
(Including such cards as Frequent-Flyer Visa/MC, Sierra Club Visa, and
other sponsored Visa/MC)

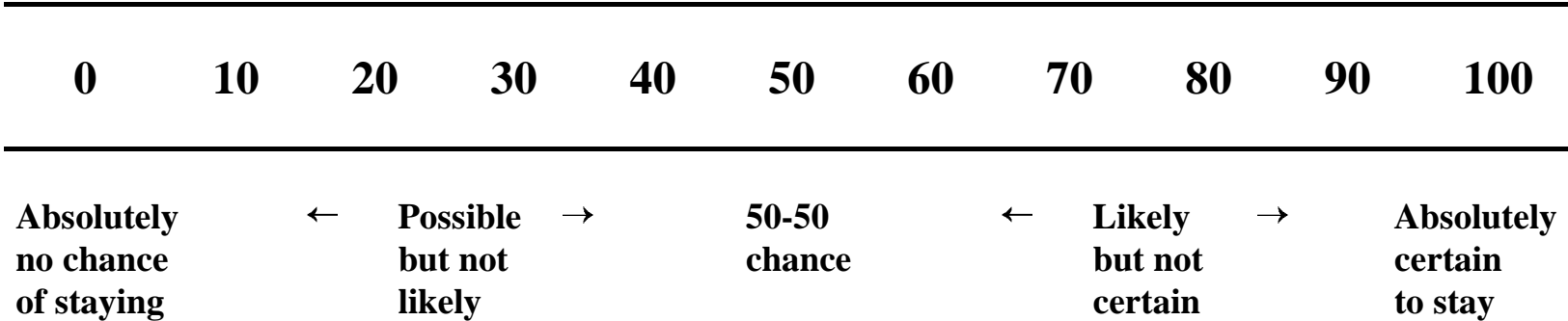
Macy's, Sears, Wal-Mart, furniture, clothing and other store cards

Gasoline cards such as Shell, Exxon, BP, Texaco, and Amoco
(Not including any type of Visa or Mastercard)

American Express, Diners Club, Carte Blanche

Airline, Car Rental, or other credit cards
(Not including any type of Visa or Mastercard)

How likely are you to stay at your current address?



Recommended

Low interest rates

Location of offices

Other business with them

Easy to qualify

Other reason

Loans for household appliances or furniture

Loans for hobby or recreational equipment

Loans for medical bills

Loans from friends or relatives

Loans for a business or investment

Other loans or money owed

Education for your children

Education for others

Purchase of new home

Health care for self/spouse/partner

Health care for others

Other major financial obligations

Next few months

Next year

Next few years

Next 5 to 10 years

Longer than 10 years

**Take substantial financial risks
expecting to earn substantial returns**

**Take above average financial risks
expecting to earn above average returns**

**Take average financial risks
expecting to earn average returns**

Not willing to take any financial risks

Don't save — Usually spend more than income

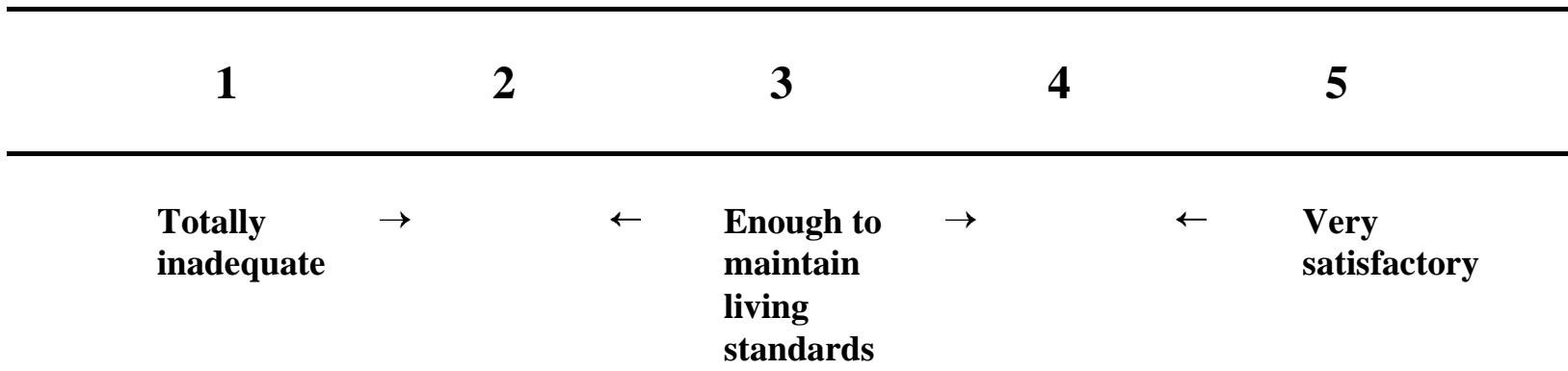
Don't save — Usually spend about as much as income

Save whatever is left over at the end of each month — No regular plan

Save income of one family member, spend the other

Spend regular income, save other income

Save regularly by putting money aside each month



Agree Strongly

Agree Somewhat

Neither Agree Nor Disagree

Disagree Somewhat

Disagree Strongly

Don't write enough checks to make it worthwhile

Minimum balance is too high

Do not like dealing with banks

Service charges are too high

No bank has convenient hours or location

Some other reason

Location of their offices

Had the lowest fees/minimum balance requirement

Able to obtain many services at one place

Offered safety and absence of risk

Some other reason

Working; On Vacation; On strike

Temporarily laid off

Unemployed and looking for work

On Sick Leave or Maternity Leave

Disabled

Retired

Student

Homemaker

Other

FORMULA PLAN

The monthly retirement benefit is usually based on a formula involving age, years of work, and final salary.

Sometimes called a “defined-benefit plan.”

ACCOUNT PLAN

Money is accumulated in an account for you until retirement.

For example: 401(k) and 403(b) plans, thrift plans, SEPs, tax-deferred annuities or TDAs, stock purchase plans or ESOPs, TIAA/CREF, defined contribution plans, salary-reduction plans, etc.

COMBINATION OF BOTH TYPES

Some combination plans allow employees to take a lump sum settlement instead of regular retirement benefits if they leave the employer before retirement age.

The most common such plan is the pre-1984 Federal pension plan or CSRS.

If you have both a formula and an account plan, please report them separately.

PLEASE LIST YOUR STRONGEST IDENTIFICATION FIRST

White

Black; African American

Hispanic; Latino

Asian

American Indian; Alaska Native

Native Hawaiian; Other Pacific Islander

Other

Too expensive, can't afford health insurance

Can't get insurance because of poor health, age, or illness

Don't believe in health insurance

Not much sickness in the family—we haven't needed insurance

Dissatisfied with previous insurance

Job layoff or job loss

Some other reason

Your home

Stocks

Bonds

Mutual Funds

Money market funds

Business

Other real estate

Other kind of asset

A \$1 – \$100

B \$101 – \$500

C \$501 – \$1,000

D \$1,001 – \$2,500

E \$2,501 – \$5,000

F \$5,001 – \$7,500

G \$7,501 – \$10,000

H \$10,001 – \$25,000

I \$25,001 – \$50,000

J \$50,001 – \$75,000

K \$75,001 – \$100,000

L \$100,001 – \$250,000

M \$250,001 – \$500,000

N \$500,001 – \$1 million

O \$1 million – \$5 million

P \$5 million – \$10 million

Q \$10 million – \$25 million

R \$25 million – \$50 million

S \$50 million – \$100 million

T More than \$100 million

RANGE CARD: *dollars*

NORC 4808