

## Product Concept Survey Results Summary

Respondents were asked to assess SPENDiD's unique budgeting and scoring capabilities as described in this 90-second explainer [video](#)

1. 64% of all respondents said SPENDiD's simple 'interview' style approach to automatic budget creation, cash-flow health scoring, and use of peer-comparisons is unlike anything else they've seen before. *69%*
2. 63% said they would likely try SPENDiD were it readily available to them. *62%*
3. 63% felt that periodic use of SPENDiD would increase their chance of success at meeting their savings goals. *69%*
4. 51% said they would likely use SPENDiD's functionality as described in the video at least a few times each month. *61%*
5. On average respondents estimated that use of SPENDiD's capabilities would result in them carrying a higher average cash balance of approximately \$250. *\$212*
6. 53% of respondents indicated they would favor a budgeting platform that included SPENDiD's approach vs one that did not. *61%*
7. 67% believe that access to SPENDiD's capabilities would result in "non-budgeters" becoming "budgeters". *71%*
8. 39% said they would consider moving their primary banking relationship to a provider who offered (for free) a fully functional version of SPENDiD if their current bank/CU did not. *46%*
9. 54% stated they would view their employer more favorably if SPENDiD were offered as a free Employee Financial Wellness Benefit. *69%*

*XX% figures are representative of a subset of 69 respondents (49% of 141 total) in the \$50K-\$99.9K Annual Income range.*

## Demographic Breakdown of 141 Survey Respondents:

### Age:

18-29	19%
30-44	48%
45-60	33%

### Household Annual Income:

\$25K-\$49.9K	31%
<i>\$50K-\$74.9K</i>	<i>27%</i>
<i>\$75K-\$99.9K</i>	<i>22%</i>
\$100K-\$124.9K	16%
\$125K-\$149.9K	4%

### Gender:

Male	48%
Female	52%

*Survey conducted in October-2020 via purchased list of unbiased anonymous respondents using Survey Monkey.*

