IF (indicates whether respondent receives interventions (i.e. videos and/or narratives) = (YES)
Yes) THEN
|
| LOOP FROM 1 TO 5 DO
| |
| | IF (the video selected for the pair = contains the order in which modules are to be asked
| | OR in_array(contains the order in which modules are to be asked , array with video and
| | narrative numbers that are asked)) THEN
| | |
| | | Exit from the loop
| | ELSEIF (counter = wave 1 number of question subsets asked) THEN
| | |
| | | Exit from the loop
| | ENDIF
| |
| ENDDO
|
ELSE
|
ENDIF

intro intro
We would now like to ask you some questions about financial decision making. You may have previously answered a number of questions that you will be asked today. Please answer all the questions you are asked to the best of your ability, even if you have seen them before. We are very interested in your responses, as some of your opinions may have changed. Thank you!

IF (WEB TV = No AND Indicates whether we are showing one or more videos in this wave = Yes) THEN
|
| **soundon** check sound
| In this survey you will be shown one or more video clips. Please note that if you are using
| Internet Explorer you may be asked to confirm loading such clips. Please feel safe to do so.
| Also, before we continue, please check to see that your sound is on, and set at a reasonable
| volume, and turn on your speakers if you have them.
| 1 I checked, and turned the sound on to a reasonable volume
|
ENDIF

LOOP FROM 1 TO 5 DO
|
| IF (contains the order in which modules are to be asked = Compound interest) THEN
| |
| | IF (indicates whether respondent receives interventions (i.e. videos and/or narratives) =
| | (YES) Yes) THEN
| | |
| | | IF (the video selected for the pair = (INTERESTVIDEOLABEL) Compound interest video AND
| | | the narrative selected for the pair = (INTERESTNARRATIVELABEL) Compound interest narrative)
| | | THEN
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTNARRATIVE) Narrative first) THEN

| | | | |
| | | | | **interestnarrative** narrative A Wedding Gift and Compound Interest
| | | | | Please read the following. You will be asked questions about it later: Dave and
| | | | | Michelle met in college, five years ago. Theirs isn't a romantic story of love at first
| | | | | sight; instead they slowly built the foundation for a strong relationship. Dave asked
| | | | | Michelle out for a coffee, then another, and another. Their relationship continued to grow
| | | | | stronger, and they recently got married. When they got $5000 in cash as wedding
| | | | | presents, Michelle and Dave had to decide what to do with the money. The answer didn't
| | | | | seem obvious. Looking over their finances didn't take long because they didn't have
| | | | | much money, especially since Michelle's job at the time paid more like an internship.
| | | | | The two of them don't generally consider themselves big planners and, at first, it
| | | | | seemed pointless to even think about investing for the long term. Dave suggested not
| | | | | investing right away, but instead waiting until they had better jobs and made more money.
| | | | | But Michelle told Dave about the 7 and 10 rule. The rule describes how long it takes
| | | | | for an investment to double. At a 7% rate of return, it takes about 10 years for an
| | | | | investment to grow twice as large. At a 10% rate of return, it takes only about 7 years to
| | | | | double your money. 7 and 10 Rule At a 7% rate of return, it takes about 10 years
| | | | | to double your money. At a 10% rate of return, it takes about 7 years to double your
| | | | | money. At first, Dave wondered whether they could get such a high return: 10% is a
| | | | | lot! Michelle pointed out that a 7% return might be more realistic. After all, they would
| | | | | be investing for the long term. Dave realized that over the long term a diversified
| | | | | portfolio of stocks can yield returns in that range, though both he and Michelle
| | | | | understand that it always varies. The simple 7 and 10 rule helped Michelle figure out
| | | | | that even at a 7% rate of return, the original $5000 would grow to a whopping $160,000 by
| | | | | the time she and Dave turn 75. When Michelle first pointed this out to Dave, he thought
| | | | | something had to be wrong with Michelle's calculation. But, as Michelle explained to
| | | | | him, the money grows that much because the returns compound over time. In other words,
| | | | | all of the money, including the earned interest, gets reinvested every year so that over
| | | | | the long term, there's some serious build-up! If Dave and Michelle earn a 7% rate of
| | | | | return, their investment would approximately double every 10 years. If they invest $5000
| | | | | when they are 25 years old, then: by age 35, it would double to around $10,000
| | | | | which would double again by age 45 to around $20,000 which would double again by age 55
| | | | | to around $40,000 which would double again by age 65 to around $80,000 which would
| | | | | double again by age 75 to around $160,000 If Michelle and Dave waited until they
| | | | | were 55 years old to invest the $5,000 and earned the same 7% rate of return, they would
| | | | | end up with $20,000 by the time they were 75. And while $20,000 would be nice, the
| | | | | $160,000 they'd have if they invested right away would be even nicer. Michelle also
| | | | | showed Dave the other half of the 7 and 10 rule. If their investments perform really well,
| | | | | their money could grow even faster. At a 10% rate of return, their investment would
| | | | | double in only 7 years. By the time Dave and Michelle reached their mid-70s, their $5000
| | | | | would double a whole bunch of times and turn into $640,000! Dave and Michelle decided
| | | | | to invest their $5,000 right away, giving it more time to grow. When their friends and
| | | | | family gave them $5000, they never imagined it could turn into six figures. But by
| | | | | applying the 7 and 10 rule, Dave and Michelle realized the money could turn into $160,000
| | | | | or maybe even $640,000, for their future. Investing the money was the best wedding gift
| | | | | they could have given themselves!
| | | | |
| | | | ENDIF
| | | |
| | | | IF (WEB TV = No) THEN
| | | | |
| | | | | **interestvideo** interest video
| | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | You will be asked questions about it later. Please click next when the video is done

| | | | | playing.
| | | | |
| | | | | **seeinterestvideo** saw interest video
| | | | | Before we continue, please indicate whether you were able to see the video.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ELSEIF (WEB TV = Yes) THEN
| | | | |
| | | | | **interestdvd** interest dvd
| | | | | Please look at the video clip on DVD 1 you received. You will be asked questions about it
| | | | | later. Once the video is done playing, please click next.
| | | | |
| | | | | **seeinterestdvd** saw interest video on dvd
| | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | dvd.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ENDIF
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTVIDEO) Video first) THEN
| | | | |
| | | | | **interestnarrative** narrative A Wedding Gift and Compound Interest
| | | | | Please read the following. You will be asked questions about it later: Dave and
| | | | | Michelle met in college, five years ago. Theirs isn't a romantic story of love at first
| | | | | sight; instead they slowly built the foundation for a strong relationship. Dave asked
| | | | | Michelle out for a coffee, then another, and another. Their relationship continued to grow
| | | | | stronger, and they recently got married. When they got $5000 in cash as wedding
| | | | | presents, Michelle and Dave had to decide what to do with the money. The answer didn't
| | | | | seem obvious. Looking over their finances didn't take long because they didn't have
| | | | | much money, especially since Michelle's job at the time paid more like an internship.
| | | | | The two of them don't generally consider themselves big planners and, at first, it
| | | | | seemed pointless to even think about investing for the long term. Dave suggested not
| | | | | investing right away, but instead waiting until they had better jobs and made more money.
| | | | | But Michelle told Dave about the 7 and 10 rule. The rule describes how long it takes
| | | | | for an investment to double. At a 7% rate of return, it takes about 10 years for an
| | | | | investment to grow twice as large. At a 10% rate of return, it takes only about 7 years to
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| | | | | to double your money. At a 10% rate of return, it takes about 7 years to double your
| | | | | money. At first, Dave wondered whether they could get such a high return: 10% is a
| | | | | lot! Michelle pointed out that a 7% return might be more realistic. After all, they would
| | | | | be investing for the long term. Dave realized that over the long term a diversified
| | | | | portfolio of stocks can yield returns in that range, though both he and Michelle
| | | | | understand that it always varies. The simple 7 and 10 rule helped Michelle figure out
| | | | | that even at a 7% rate of return, the original $5000 would grow to a whopping $160,000 by
| | | | | the time she and Dave turn 75. When Michelle first pointed this out to Dave, he thought
| | | | | something had to be wrong with Michelle's calculation. But, as Michelle explained to
| | | | | him, the money grows that much because the returns compound over time. In other words,
| | | | | all of the money, including the earned interest, gets reinvested every year so that over
| | | | | the long term, there's some serious build-up! If Dave and Michelle earn a 7% rate of

| | | | | return, their investment would approximately double every 10 years. If they invest $5000
| | | | | when they are 25 years old, then: by age 35, it would double to around $10,000
| | | | | which would double again by age 45 to around $20,000 which would double again by age 55
| | | | | to around $40,000 which would double again by age 65 to around $80,000 which would
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| | | | | $160,000 they'd have if they invested right away would be even nicer. Michelle also
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| | | | | double in only 7 years. By the time Dave and Michelle reached their mid-70s, their $5000
| | | | | would double a whole bunch of times and turn into $640,000! Dave and Michelle decided
| | | | | to invest their $5,000 right away, giving it more time to grow. When their friends and
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| | | | | applying the 7 and 10 rule, Dave and Michelle realized the money could turn into $160,000
| | | | | or maybe even $640,000, for their future. Investing the money was the best wedding gift
| | | | | they could have given themselves!
| | | | |
| | | | ENDIF
| | | |
| | | ELSE
| | | |
| | | | IF (in_array(1 , array with video and narrative numbers that are asked)) THEN
| | | | |
| | | | | IF (WEB TV = No) THEN
| | | | | |
| | | | | | **interestvideo** interest video
| | | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | | playing.
| | | | | |
| | | | | | **seeinterestvideo** saw interest video
| | | | | | Before we continue, please indicate whether you were able to see the video.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ELSEIF (WEB TV = Yes) THEN
| | | | | |
| | | | | | **interestdvd** interest dvd
| | | | | | Please look at the video clip on DVD 1 you received. You will be asked questions about
| | | | | | it later. Once the video is done playing, please click next.
| | | | | |
| | | | | | **seeinterestdvd** saw interest video on dvd
| | | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | | dvd.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ENDIF
| | | | |
| | | | ELSE
| | | | |

| | | | | **interestnarrative** narrative A Wedding Gift and Compound Interest
| | | | | Please read the following. You will be asked questions about it later: Dave and
| | | | | Michelle met in college, five years ago. Theirs isn't a romantic story of love at first
| | | | | sight; instead they slowly built the foundation for a strong relationship. Dave asked
| | | | | Michelle out for a coffee, then another, and another. Their relationship continued to grow
| | | | | stronger, and they recently got married. When they got $5000 in cash as wedding
| | | | | presents, Michelle and Dave had to decide what to do with the money. The answer didn't
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| | | | | much money, especially since Michelle's job at the time paid more like an internship.
| | | | | The two of them don't generally consider themselves big planners and, at first, it
| | | | | seemed pointless to even think about investing for the long term. Dave suggested not
| | | | | investing right away, but instead waiting until they had better jobs and made more money.
| | | | | But Michelle told Dave about the 7 and 10 rule. The rule describes how long it takes
| | | | | for an investment to double. At a 7% rate of return, it takes about 10 years for an
| | | | | investment to grow twice as large. At a 10% rate of return, it takes only about 7 years to
| | | | | double your money. 7 and 10 Rule At a 7% rate of return, it takes about 10 years
| | | | | to double your money. At a 10% rate of return, it takes about 7 years to double your
| | | | | money. At first, Dave wondered whether they could get such a high return: 10% is a
| | | | | lot! Michelle pointed out that a 7% return might be more realistic. After all, they would
| | | | | be investing for the long term. Dave realized that over the long term a diversified
| | | | | portfolio of stocks can yield returns in that range, though both he and Michelle
| | | | | understand that it always varies. The simple 7 and 10 rule helped Michelle figure out
| | | | | that even at a 7% rate of return, the original $5000 would grow to a whopping $160,000 by
| | | | | the time she and Dave turn 75. When Michelle first pointed this out to Dave, he thought
| | | | | something had to be wrong with Michelle's calculation. But, as Michelle explained to
| | | | | him, the money grows that much because the returns compound over time. In other words,
| | | | | all of the money, including the earned interest, gets reinvested every year so that over
| | | | | the long term, there's some serious build-up! If Dave and Michelle earn a 7% rate of
| | | | | return, their investment would approximately double every 10 years. If they invest $5000
| | | | | when they are 25 years old, then: by age 35, it would double to around $10,000
| | | | | which would double again by age 45 to around $20,000 which would double again by age 55
| | | | | to around $40,000 which would double again by age 65 to around $80,000 which would
| | | | | double again by age 75 to around $160,000 If Michelle and Dave waited until they
| | | | | were 55 years old to invest the $5,000 and earned the same 7% rate of return, they would
| | | | | end up with $20,000 by the time they were 75. And while $20,000 would be nice, the
| | | | | $160,000 they'd have if they invested right away would be even nicer. Michelle also
| | | | | showed Dave the other half of the 7 and 10 rule. If their investments perform really well,
| | | | | their money could grow even faster. At a 10% rate of return, their investment would
| | | | | double in only 7 years. By the time Dave and Michelle reached their mid-70s, their $5000
| | | | | would double a whole bunch of times and turn into $640,000! Dave and Michelle decided
| | | | | to invest their $5,000 right away, giving it more time to grow. When their friends and
| | | | | family gave them $5000, they never imagined it could turn into six figures. But by
| | | | | applying the 7 and 10 rule, Dave and Michelle realized the money could turn into $160,000
| | | | | or maybe even $640,000, for their future. Investing the money was the best wedding gift
| | | | | they could have given themselves!
| | | | |
| | | | ENDIF
| | | |
| | | ENDIF
| | |
| | ENDIF
| |
| | **C11** self-efficacy about interest rates
| | When making decisions about personal finances, how likely is it that you would be able to

| | effectively take into account the impact of interest compounding?
| | 1 Extremely likely
| | 2 Very likely
| | 3 Somewhat likely
| | 4 Very unlikely
| | 5 Extremely unlikely
| |
| | **C12** knowledge of interest on interest
| | Suppose you put $1,000 in an account that earns 5% interest per year, every year. You never
| | invest additional money and you never withdraw money or interest payments. So in the first year,
| | you earn $50 in interest. In Year 4, how much will this account earn?
| | 1 Less than $50
| | 2 $50
| | 3 More than $50
| | 4 Don't know
| |
| | **C13** knowledge of 7 and 10 rule
| | Suppose you invest $2,500 and earn 7% per year on this investment. How many years will it take
| | for your total investment to be worth $5,000?
| | 1 Between 0 and 5 years
| | 2 Between 5 and 15 years
| | 3 Between 15 and 45 years
| | 4 More than 45 years
| | 5 Don't know
| |
| | **C14** behavior regarding earning over time
| | Consider the following scenario: Jack and Jill are twins. At the age of 20, Jack started
| | contributing $20 a month to a savings account. After 20 years, at the age of 40, he stopped
| | adding to his savings, but he left the money in the account. Jill didn’t start to save until
| | she was 40. Then, she saved $20 a month until she retired 20 years later at age 60. Suppose both
| | Jack and Jill earned 6% interest per year on their savings. When they both retired at age 60,
| | who had more money?
| | 1 Jack
| | 2 Jill
| | 3 They had the same amount
| | 4 Don't know
| |
| | **C15** behavior regarding earning interest on interest
| | Pam is deciding between 2 options: Option A: Invest $1,000 in a certificate of deposit
| | that earns 5% interest. Pam would not add or remove any money from this investment for the
| | next 30 years. Option B: Invest $1,000 in a savings account that earns 5% interest.
| | Move the interest earned on this account every year into a safe at home. Pam would not add or
| | remove any other money from the savings account or the safe for the next 30 years. At the
| | end of 30 years, which of these options would provide the most money?
| | 1 Option A
| | 2 Option B
| | 3 Pam will have the same amount of money at the end of 30 years regardless of whether she chooses Option A or Option B
| | 4 Don't know
| |
| ELSEIF (contains the order in which modules are to be asked = Inflation) THEN
| |
| | IF (indicates whether respondent receives interventions (i.e. videos and/or narratives) =
| | (YES) Yes) THEN

| | |
| | | IF (the video selected for the pair = (INFLATIONVIDEOLABEL) Inflation video AND the
| | | narrative selected for the pair = (INFLATIONNARRATIVELABEL) Inflation narrative) THEN
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTNARRATIVE) Narrative first) THEN
| | | | |
| | | | | **inflationnarrative** narrative Inflation and the Plaid Shirt
| | | | | Please read the following. You will be asked questions about it later: This is the
| | | | | story of how a very cute plaid shirt inspired Lisa to save more for the future. Lisa and
| | | | | Beth were shopping together when Beth spotted the shirt and knew it would look great on
| | | | | Lisa. But when Lisa saw it, she had a flashback to the 90's, the last time plaid shirts
| | | | | were trendy. The new shirt cost $50 and Lisa remembered paying $30 for similar shirts
| | | | | back then. So the word "inflation" popped into Lisa's head. Inflation describes price
| | | | | increases over time. Lisa realized that not only do shirts that used to cost $30 now cost
| | | | | $50, but lots of things that used to be $30 are now $50. When inflation rises, the same
| | | | | number of dollars buys less. So the price of a shirt, and other things like haircuts and
| | | | | groceries, can get higher. Let's say inflation increases at 4%. Something that
| | | | | costs $100 at the beginning of the year will cost $104 at the end of the year. Which
| | | | | doesn't seem like a big deal, until you consider that, on average, everything is going
| | | | | to cost a bit more. If your income doesn't increase, you can't buy as much as you used
| | | | | to because prices are higher. Even if you're making more money than you used to, it
| | | | | still might not be enough if your income didn't increase as much as the cost of what you
| | | | | normally buy. When Lisa had her plaid shirt "aha" moment, she realized that prices are
| | | | | higher now than they used to be and they're probably going to be even higher in the
| | | | | future. Her friend Beth understood that part, too. But Beth could not figure out how a
| | | | | shirt could go all the way from $30 in the 90's to $50 now when it doesn't feel like
| | | | | the prices make such huge leaps from one year to the next. Lisa explained that it's
| | | | | because the price increases build upon one another. Let's say inflation increases at
| | | | | 3% every year for 20 years. A $100 bag of groceries will cost $103 after one year. After
| | | | | 10 years, it will cost $134 dollars, and the 3% just keeps adding up to more and more
| | | | | money so that after 20 years your $100 bag of groceries costs $181. In other words, your
| | | | | $100 groceries cost almost double, closer to $200, 20 years later. Lisa knows
| | | | | that when she thinks about how much money she'll need for the future, she needs to
| | | | | consider how much more things will cost. Since her paycheck won't buy as much as it used
| | | | | to, she needs to start planning. And if she forgets about inflation, then wearing her cute
| | | | | new shirt will remind her!
| | | | |
| | | | ENDIF
| | | |
| | | | IF (WEB TV = No) THEN
| | | | |
| | | | | **inflationvideo** inflation video
| | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | playing.
| | | | |
| | | | | **seeinflationvideo** saw inflation video
| | | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ELSEIF (WEB TV = Yes) THEN

| | | | |
| | | | | **inflationdvd** inflation dvd
| | | | | Please look at the video clip on DVD 2 you received. You will be asked questions about it
| | | | | later. Once the video is done playing, please click next.
| | | | |
| | | | | **seeinflationdvd** saw inflation video on dvd
| | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | dvd.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ENDIF
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTVIDEO) Video first) THEN
| | | | |
| | | | | **inflationnarrative** narrative Inflation and the Plaid Shirt
| | | | | Please read the following. You will be asked questions about it later: This is the
| | | | | story of how a very cute plaid shirt inspired Lisa to save more for the future. Lisa and
| | | | | Beth were shopping together when Beth spotted the shirt and knew it would look great on
| | | | | Lisa. But when Lisa saw it, she had a flashback to the 90’s, the last time plaid shirts
| | | | | were trendy. The new shirt cost $50 and Lisa remembered paying $30 for similar shirts
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| | | | | increases over time. Lisa realized that not only do shirts that used to cost $30 now cost
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| | | | | number of dollars buys less. So the price of a shirt, and other things like haircuts and
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| | | | | costs $100 at the beginning of the year will cost $104 at the end of the year. Which
| | | | | doesn’t seem like a big deal, until you consider that, on average, everything is going
| | | | | to cost a bit more. If your income doesn’t increase, you can’t buy as much as you used
| | | | | to because prices are higher. Even if you’re making more money than you used to, it
| | | | | still might not be enough if your income didn’t increase as much as the cost of what you
| | | | | normally buy. When Lisa had her plaid shirt "aha" moment, she realized that prices are
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| | | | | future. Her friend Beth understood that part, too. But Beth could not figure out how a
| | | | | shirt could go all the way from $30 in the 90’s to $50 now when it doesn’t feel like
| | | | | the prices make such huge leaps from one year to the next. Lisa explained that it’s
| | | | | because the price increases build upon one another. Let’s say inflation increases at
| | | | | 3% every year for 20 years. A $100 bag of groceries will cost $103 after one year. After
| | | | | 10 years, it will cost $134 dollars, and the 3% just keeps adding up to more and more
| | | | | money so that after 20 years your $100 bag of groceries costs $181. In other words, your
| | | | | $100 groceries cost almost double, closer to $200, 20 years later. Lisa knows
| | | | | that when she thinks about how much money she’ll need for the future, she needs to
| | | | | consider how much more things will cost. Since her paycheck won’t buy as much as it used
| | | | | to, she needs to start planning. And if she forgets about inflation, then wearing her cute
| | | | | new shirt will remind her!
| | | | |
| | | | ENDIF
| | | |
| | | ELSE
| | | |
| | | | IF (in_array(2 , array with video and narrative numbers that are asked)) THEN
| | | | |

| | | | | IF (WEB TV = No) THEN
| | | | | |
| | | | | | **inflationvideo** inflation video
| | | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | | playing.
| | | | | |
| | | | | | **seeinflationvideo** saw inflation video
| | | | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ELSEIF (WEB TV = Yes) THEN
| | | | | |
| | | | | | **inflationdvd** inflation dvd
| | | | | | Please look at the video clip on DVD 2 you received. You will be asked questions about
| | | | | | it later. Once the video is done playing, please click next.
| | | | | |
| | | | | | **seeinflationdvd** saw inflation video on dvd
| | | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | | dvd.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ENDIF
| | | | |
| | | | ELSE
| | | | |
| | | | | **inflationnarrative** narrative Inflation and the Plaid Shirt
| | | | | Please read the following. You will be asked questions about it later: This is the
| | | | | story of how a very cute plaid shirt inspired Lisa to save more for the future. Lisa and
| | | | | Beth were shopping together when Beth spotted the shirt and knew it would look great on
| | | | | Lisa. But when Lisa saw it, she had a flashback to the 90’s, the last time plaid shirts
| | | | | were trendy. The new shirt cost $50 and Lisa remembered paying $30 for similar shirts
| | | | | back then. So the word "inflation" popped into Lisa’s head. Inflation describes price
| | | | | increases over time. Lisa realized that not only do shirts that used to cost $30 now cost
| | | | | $50, but lots of things that used to be $30 are now $50. When inflation rises, the same
| | | | | number of dollars buys less. So the price of a shirt, and other things like haircuts and
| | | | | groceries, can get higher. Let’s say inflation increases at 4%. Something that
| | | | | costs $100 at the beginning of the year will cost $104 at the end of the year. Which
| | | | | doesn’t seem like a big deal, until you consider that, on average, everything is going
| | | | | to cost a bit more. If your income doesn’t increase, you can’t buy as much as you used
| | | | | to because prices are higher. Even if you’re making more money than you used to, it
| | | | | still might not be enough if your income didn’t increase as much as the cost of what you
| | | | | normally buy. When Lisa had her plaid shirt "aha" moment, she realized that prices are
| | | | | higher now than they used to be and they’re probably going to be even higher in the
| | | | | future. Her friend Beth understood that part, too. But Beth could not figure out how a
| | | | | shirt could go all the way from $30 in the 90’s to $50 now when it doesn’t feel like
| | | | | the prices make such huge leaps from one year to the next. Lisa explained that it’s
| | | | | because the price increases build upon one another. Let’s say inflation increases at
| | | | | 3% every year for 20 years. A $100 bag of groceries will cost $103 after one year. After
| | | | | 10 years, it will cost $134 dollars, and the 3% just keeps adding up to more and more

| | | | | money so that after 20 years your $100 bag of groceries costs $181. In other words, your
| | | | | $100 groceries cost almost double, closer to $200, 20 years later. Lisa knows
| | | | | that when she thinks about how much money she'll need for the future, she needs to
| | | | | consider how much more things will cost. Since her paycheck won't buy as much as it used
| | | | | to, she needs to start planning. And if she forgets about inflation, then wearing her cute
| | | | | new shirt will remind her!
| | | | |
| | | | ENDIF
| | | |
| | | ENDIF
| | |
| | ENDIF
| |
| | **I1** self-efficacy about inflation
| | When making decisions about personal finances, how likely is it that you would be able to
| | effectively take into account the impact of inflation?
| | 1 Extremely likely
| | 2 Very likely
| | 3 Somewhat likely
| | 4 Very unlikely
| | 5 Extremely unlikely
| |
| | **I2** knowledge of inflation
| | Suppose that by the year 2020 your income has doubled and prices of all goods have doubled too.
| | In 2020, how much will you be able to buy with your 2020 income?
| | 1 More than today
| | 2 The same amount as today
| | 3 Less than today
| | 4 Don't know
| |
| | **I3** behavior regarding inflation
| | Rita must choose between two job offers. She wants to select the job with a salary that will
| | afford her the higher standard of living for the next few years. Job A offers a 3% raise every
| | year, while Job B will not provide a raise for the next few years. If Rita chooses Job A,
| | she will live in City A. If Rita chooses Job B, she will live in City B. Rita finds that the
| | price of goods and services today are about the same in both areas. Prices are expected to rise,
| | however, by 4% in City A every year, and stay the same in City B. Based on her concerns
| | about standard of living, what should Rita do?
| | 1 Take Job A
| | 2 Take Job B
| | 3 Take either one: she will be able to afford the same future standard of living in both places
| | 4 Don't know
| |
| ELSEIF (contains the order in which modules are to be asked = Financial diversification) THEN
| |
| | IF (indicates whether respondent receives interventions (i.e. videos and/or narratives) =
| | (YES) Yes) THEN
| | |
| | | IF (the video selected for the pair = (DIVERSIFICATIONVIDEOLABEL) Financial diversification
| | | video AND the narrative selected for the pair = (DIVERSIFICATIONNARRATIVELABEL) Financial
| | | diversification narrative) THEN
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTNARRATIVE) Narrative first) THEN

| | | | |
| | | | | **risknarrative** narrative Don’t Put All Your Eggs in One Basket
| | | | | Please read the following. You will be asked questions about it later: As she packs up
| | | | | her grandmother’s china for storage, Kate holds up a bowl and reminds her brother Sam
| | | | | that she was always afraid of breaking it when they were kids. Kate and Sam both miss
| | | | | their grandmother, but they each need to decide what they’re going to do with the money
| | | | | she left them. Kate tells Sam that she’s going to invest her inheritance. She knows
| | | | | their grandmother wanted them to each have a little "nest egg" for the future. Sam
| | | | | recalls how their grandmother always said, "don't put all your eggs in one basket." For
| | | | | Kate, not putting all your eggs in one basket makes good financial sense and she tells Sam
| | | | | that she’s going to spread her inheritance money around. At first, Sam doesn’t
| | | | | understand why just putting your money somewhere safe isn’t enough. But, as Kate tells
| | | | | him, when you’re investing for the long term, you have to take some risk. Otherwise,
| | | | | there’s no way to make your money grow because the average amount of money an investment
| | | | | earns over the long run is related to the riskiness of the investment. Riskier investments
| | | | | tend to make more money, while less risky investments tend to make less money. But that
| | | | | doesn’t necessarily mean that riskier investments are better. With riskier investments,
| | | | | there’s a chance you'll lose money; there’s a trade-off between risk and return.
| | | | | Kate explains to Sam that each asset in his portfolio, every investment he owns, will have
| | | | | some degree of risk. But what he wants to avoid is having a total wipeout and losing
| | | | | everything he owns all at once. For example, if he owns stock from only one company, then
| | | | | he is betting on the performance of just that one company. If it were totally destroyed,
| | | | | say, by a hurricane, his investment would be in trouble. An individual company can be
| | | | | struck by less dramatic difficulties, too. That’s why it’s important to invest in a
| | | | | mix of assets and not put all your money in one place. Sam thinks about what Kate is
| | | | | saying, then tells Kate he’s thinking about investing in the company where he
| | | | | works—the company is growing and Sam is confident they’re doing well. Kate wonders if
| | | | | he’s been listening to her at all! She tells her brother that the whole point of putting
| | | | | his money in a bunch of different assets is that if something unexpectedly bad happens to
| | | | | one of them, he'll be cushioned to a certain degree. But if Sam invested in the company
| | | | | where he works and that company tanked, both his job and his investments would be in
| | | | | trouble. That’s where not putting all your eggs in one basket comes in: you shouldn’t
| | | | | have your investments and your job tied to the same company, and you shouldn’t have all
| | | | | of your money invested in one company. Instead, spread it around. Kate has Sam consider
| | | | | the following scenario: What if you invested in a whole bunch of companies, but they all
| | | | | manufactured umbrellas and all of a sudden, the value of umbrellas plummeted? That might
| | | | | sound unlikely, but think about when the tech bubble burst or when the real estate market
| | | | | crashed. It’s smart to invest in many different kinds of companies and investments.
| | | | | Basically, you want the ups and downs of your investments to be as unrelated to each other
| | | | | as possible so that if some do badly, others will offset those losses. That’s why it’s
| | | | | a good idea to spread your investments across different countries, too. Sam looks at
| | | | | his sister with a warm smile. She really is as smart as their grandmother. As they finish
| | | | | packing up their grandmother’s china, Sam is already thinking about ways to go about
| | | | | keeping his "nest egg" of investments in lots of different baskets.
| | | | |
| | | | ENDIF
| | | |
| | | | IF (WEB TV = No) THEN
| | | | |
| | | | | **riskvideo** risk video
| | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | playing.
| | | | |

| | | | | **seeriskvideo** saw risk video
| | | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ELSEIF (WEB TV = Yes) THEN
| | | | |
| | | | | **riskdvd** risk dvd
| | | | | Please look at the video clip on DVD 3 you received. You will be asked questions about it
| | | | | later. Once the video is done playing, please click next.
| | | | |
| | | | | **seeriskdvd** saw risk video on dvd
| | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | dvd.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ENDIF
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTVIDEO) Video first) THEN
| | | | |
| | | | | **risknarrative** narrative Don’t Put All Your Eggs in One Basket
| | | | | Please read the following. You will be asked questions about it later: As she packs up
| | | | | her grandmother’s china for storage, Kate holds up a bowl and reminds her brother Sam
| | | | | that she was always afraid of breaking it when they were kids. Kate and Sam both miss
| | | | | their grandmother, but they each need to decide what they’re going to do with the money
| | | | | she left them. Kate tells Sam that she’s going to invest her inheritance. She knows
| | | | | their grandmother wanted them to each have a little "nest egg" for the future. Sam
| | | | | recalls how their grandmother always said, "don't put all your eggs in one basket." For
| | | | | Kate, not putting all your eggs in one basket makes good financial sense and she tells Sam
| | | | | that she’s going to spread her inheritance money around. At first, Sam doesn’t
| | | | | understand why just putting your money somewhere safe isn’t enough. But, as Kate tells
| | | | | him, when you’re investing for the long term, you have to take some risk. Otherwise,
| | | | | there’s no way to make your money grow because the average amount of money an investment
| | | | | earns over the long run is related to the riskiness of the investment. Riskier investments
| | | | | tend to make more money, while less risky investments tend to make less money. But that
| | | | | doesn’t necessarily mean that riskier investments are better. With riskier investments,
| | | | | there’s a chance you'll lose money; there’s a trade-off between risk and return.
| | | | | Kate explains to Sam that each asset in his portfolio, every investment he owns, will have
| | | | | some degree of risk. But what he wants to avoid is having a total wipeout and losing
| | | | | everything he owns all at once. For example, if he owns stock from only one company, then
| | | | | he is betting on the performance of just that one company. If it were totally destroyed,
| | | | | say, by a hurricane, his investment would be in trouble. An individual company can be
| | | | | struck by less dramatic difficulties, too. That’s why it’s important to invest in a
| | | | | mix of assets and not put all your money in one place. Sam thinks about what Kate is
| | | | | saying, then tells Kate he’s thinking about investing in the company where he
| | | | | works—the company is growing and Sam is confident they’re doing well. Kate wonders if
| | | | | he’s been listening to her at all! She tells her brother that the whole point of putting
| | | | | his money in a bunch of different assets is that if something unexpectedly bad happens to
| | | | | one of them, he'll be cushioned to a certain degree. But if Sam invested in the company
| | | | | where he works and that company tanked, both his job and his investments would be in

| | | | | trouble. That’s where not putting all your eggs in one basket comes in: you shouldn’t
| | | | | have your investments and your job tied to the same company, and you shouldn’t have all
| | | | | of your money invested in one company. Instead, spread it around. Kate has Sam consider
| | | | | the following scenario: What if you invested in a whole bunch of companies, but they all
| | | | | manufactured umbrellas and all of a sudden, the value of umbrellas plummeted? That might
| | | | | sound unlikely, but think about when the tech bubble burst or when the real estate market
| | | | | crashed. It’s smart to invest in many different kinds of companies and investments.
| | | | | Basically, you want the ups and downs of your investments to be as unrelated to each other
| | | | | as possible so that if some do badly, others will offset those losses. That’s why it’s
| | | | | a good idea to spread your investments across different countries, too. Sam looks at
| | | | | his sister with a warm smile. She really is as smart as their grandmother. As they finish
| | | | | packing up their grandmother’s china, Sam is already thinking about ways to go about
| | | | | keeping his "nest egg" of investments in lots of different baskets.
| | | | |
| | | | ENDIF
| | | |
| | | ELSE
| | | |
| | | | IF (in_array(3 , array with video and narrative numbers that are asked)) THEN
| | | | |
| | | | | IF (WEB TV = No) THEN
| | | | | |
| | | | | | **riskvideo** risk video
| | | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | | playing.
| | | | | |
| | | | | | **seeriskvideo** saw risk video
| | | | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ELSEIF (WEB TV = Yes) THEN
| | | | | |
| | | | | | **riskdvd** risk dvd
| | | | | | Please look at the video clip on DVD 3 you received. You will be asked questions about
| | | | | | it later. Once the video is done playing, please click next.
| | | | | |
| | | | | | **seeriskdvd** saw risk video on dvd
| | | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | | dvd.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ENDIF
| | | | |
| | | | ELSE
| | | | |
| | | | | **risknarrative** narrative Don’t Put All Your Eggs in One Basket
| | | | | Please read the following. You will be asked questions about it later: As she packs up
| | | | | her grandmother’s china for storage, Kate holds up a bowl and reminds her brother Sam
| | | | | that she was always afraid of breaking it when they were kids. Kate and Sam both miss

| | | | | their grandmother, but they each need to decide what they're going to do with the money
| | | | | she left them. Kate tells Sam that she's going to invest her inheritance. She knows
| | | | | their grandmother wanted them to each have a little "nest egg" for the future. Sam
| | | | | recalls how their grandmother always said, "don't put all your eggs in one basket." For
| | | | | Kate, not putting all your eggs in one basket makes good financial sense and she tells Sam
| | | | | that she's going to spread her inheritance money around. At first, Sam doesn't
| | | | | understand why just putting your money somewhere safe isn't enough. But, as Kate tells
| | | | | him, when you're investing for the long term, you have to take some risk. Otherwise,
| | | | | there's no way to make your money grow because the average amount of money an investment
| | | | | earns over the long run is related to the riskiness of the investment. Riskier investments
| | | | | tend to make more money, while less risky investments tend to make less money. But that
| | | | | doesn't necessarily mean that riskier investments are better. With riskier investments,
| | | | | there's a chance you'll lose money; there's a trade-off between risk and return.
| | | | | Kate explains to Sam that each asset in his portfolio, every investment he owns, will have
| | | | | some degree of risk. But what he wants to avoid is having a total wipeout and losing
| | | | | everything he owns all at once. For example, if he owns stock from only one company, then
| | | | | he is betting on the performance of just that one company. If it were totally destroyed,
| | | | | say, by a hurricane, his investment would be in trouble. An individual company can be
| | | | | struck by less dramatic difficulties, too. That's why it's important to invest in a
| | | | | mix of assets and not put all your money in one place. Sam thinks about what Kate is
| | | | | saying, then tells Kate he's thinking about investing in the company where he
| | | | | works—the company is growing and Sam is confident they're doing well. Kate wonders if
| | | | | he's been listening to her at all! She tells her brother that the whole point of putting
| | | | | his money in a bunch of different assets is that if something unexpectedly bad happens to
| | | | | one of them, he'll be cushioned to a certain degree. But if Sam invested in the company
| | | | | where he works and that company tanked, both his job and his investments would be in
| | | | | trouble. That's where not putting all your eggs in one basket comes in: you shouldn't
| | | | | have your investments and your job tied to the same company, and you shouldn't have all
| | | | | of your money invested in one company. Instead, spread it around. Kate has Sam consider
| | | | | the following scenario: What if you invested in a whole bunch of companies, but they all
| | | | | manufactured umbrellas and all of a sudden, the value of umbrellas plummeted? That might
| | | | | sound unlikely, but think about when the tech bubble burst or when the real estate market
| | | | | crashed. It's smart to invest in many different kinds of companies and investments.
| | | | | Basically, you want the ups and downs of your investments to be as unrelated to each other
| | | | | as possible so that if some do badly, others will offset those losses. That's why it's
| | | | | a good idea to spread your investments across different countries, too. Sam looks at
| | | | | his sister with a warm smile. She really is as smart as their grandmother. As they finish
| | | | | packing up their grandmother's china, Sam is already thinking about ways to go about
| | | | | keeping his "nest egg" of investments in lots of different baskets.
| | | | |
| | | | ENDIF
| | | |
| | | ENDIF
| | |
| | ENDIF
| |
| | **RD1** self-efficacy about risk diversification
| | When making decisions about personal finances, how likely is it that you would be able to
| | effectively select a mix of investments that reflected your preferred level of risk?
| | 1 Extremely likely
| | 2 Very likely
| | 3 Somewhat likely
| | 4 Very unlikely
| | 5 Extremely unlikely

| |
| | **RD2** knowledge of relationship between risk and return
| | In general, investments that are riskier tend to provide higher returns over time than
| | investments with less risk.
| | 1 True
| | 2 False
| | 3 Don't know
| |
| | **RD3** knowledge of risk diversification
| | Which of the following is an accurate statement about investment returns?
| | 1 Usually, investing $5,000 in shares of a single company is safer than investing $5,000 in a fund which invests in shares of many companies in multiple industries.
| | 2 Usually, investing $5,000 in shares of a single company is less safe than investing $5,000 in a fund which invests in shares of many companies in different industries.
| | 3 Usually, investing $5,000 in shares of a single company is equally as safe as investing $5,000 in a fund which invests in shares of many companies in different industries.
| | 4 Don't know
| |
| | **RD4** behavior regarding risk diversification
| | Suppose you are a member of a stock investment club. This year, the club has about $200,000 to
| | invest in stocks and the members prefer not to take a lot of risk. Which of the following
| | strategies would you recommend to your fellow members?
| | 1 Put all of the money in one stock
| | 2 Put all of the money in two stocks
| | 3 Put all of the money in a stock indexed fund that tracks the behavior of 500 large firms in the United States
| | 4 Don't know
| |
| ELSEIF (contains the order in which modules are to be asked = Tax advantaged) THEN
| |
| | IF (indicates whether respondent receives interventions (i.e. videos and/or narratives) =
| | (YES) Yes) THEN
| | |
| | | IF (the video selected for the pair = (TAXVIDEOLABEL) Tax advantaged video AND the
| | | narrative selected for the pair = (TAXNARRATIVELABEL) Tax advantaged narrative) THEN
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTNARRATIVE) Narrative first) THEN
| | | | |
| | | | | **taxnarrative** Take Advantage of Tax-Free Assets
| | | | | Please read the following. You will be asked questions about it later: It’s payday
| | | | | and roommates Becca and Emily are making plans to go out for the evening. Emily touches up
| | | | | her makeup as Becca opens her paycheck, only to discover that while she made $800 that
| | | | | week, the check is for only $640. She hates how much they take out for taxes! Emily
| | | | | explains that the reason she signed up for a 401(k) retirement account when she started
| | | | | her new job was to protect her money from getting eaten up by taxes. But Emily’s
| | | | | explanation simply confuses Becca, who doesn’t understand what a retirement account has
| | | | | to do with taxes. Emily sits down with her roommate to explain. Everyone pays income
| | | | | tax on their salary. For example, if you’re in the 20% tax bracket, then 20% of your
| | | | | salary goes to the government and you don’t get to use it. But if you start a
| | | | | traditional 401(k) retirement plan, you can contribute pre-tax money to that account. You
| | | | | can contribute a portion of your salary straight to investments, without paying taxes on
| | | | | it, so there’s more money for you. With a 401(k), your contributions grow tax-free. You
| | | | | don’t pay taxes on the account until you retire, when you probably won’t be earning as
| | | | | much and therefore will be taxed in a lower tax bracket. While this sounds like a good

| | | | | idea, Becca asks what would happen if she wanted to take money out before retirement.
| | | | | Emily explains that if she withdraws money before she is 59 and a half, she will have to
| | | | | pay taxes and will get hit with a penalty fee, too—so it's not usually a good idea.
| | | | | But the problem for Becca is that she doesn't think her employer offers a 401(k) plan.
| | | | | Emily explains that there are other options. IRAs are another type of retirement account
| | | | | and you don't have to get them through your job; you can get them yourself. As with
| | | | | 401(k)s, there are traditional and Roth varieties. Traditional IRAs protect your money
| | | | | from taxes when you put money in. And Roth IRAs protect your money from some taxes at the
| | | | | end, when you withdraw money during retirement. Those aren't the only types of
| | | | | retirement accounts available that protect money from taxes. Lots of non-profit and
| | | | | government jobs offer similar types of retirement accounts that work in the same general
| | | | | way as 401(k)s and IRAs. When you're saving for retirement, it really pays to take
| | | | | advantage of these types of accounts and not give any more away in taxes than you have to!
| | | | | That's why Emily contributes to a 401(k). Becca and Emily head out the door to their
| | | | | usual happy hour spot, with Becca thinking about how great it is to have friends who can
| | | | | give you financial advice and Emily thinking about whether the cute new bartender will be
| | | | | at happy hour!
| | | | |
| | | | ENDIF
| | | |
| | | | IF (WEB TV = No) THEN
| | | | |
| | | | | **taxvideo** tax video
| | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | playing.
| | | | |
| | | | | **seetaxvideo** saw tax video
| | | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ELSEIF (WEB TV = Yes) THEN
| | | | |
| | | | | **taxdvd** tax dvd
| | | | | Please look at the video clip on DVD 4 you received. You will be asked questions about it
| | | | | later. Once the video is done playing, please click next.
| | | | |
| | | | | **seetaxdvd** saw tax video on dvd
| | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | dvd.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ENDIF
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTVIDEO) Video first) THEN
| | | | |
| | | | | **taxnarrative** Take Advantage of Tax-Free Assets
| | | | | Please read the following. You will be asked questions about it later: It's payday
| | | | | and roommates Becca and Emily are making plans to go out for the evening. Emily touches up

| | | | | her makeup as Becca opens her paycheck, only to discover that while she made $800 that
| | | | | week, the check is for only $640. She hates how much they take out for taxes! Emily
| | | | | explains that the reason she signed up for a 401(k) retirement account when she started
| | | | | her new job was to protect her money from getting eaten up by taxes. But Emily's
| | | | | explanation simply confuses Becca, who doesn't understand what a retirement account has
| | | | | to do with taxes. Emily sits down with her roommate to explain. Everyone pays income
| | | | | tax on their salary. For example, if you're in the 20% tax bracket, then 20% of your
| | | | | salary goes to the government and you don't get to use it. But if you start a
| | | | | traditional 401(k) retirement plan, you can contribute pre-tax money to that account. You
| | | | | can contribute a portion of your salary straight to investments, without paying taxes on
| | | | | it, so there's more money for you. With a 401(k), your contributions grow tax-free. You
| | | | | don't pay taxes on the account until you retire, when you probably won't be earning as
| | | | | much and therefore will be taxed in a lower tax bracket. While this sounds like a good
| | | | | idea, Becca asks what would happen if she wanted to take money out before retirement.
| | | | | Emily explains that if she withdraws money before she is 59 and a half, she will have to
| | | | | pay taxes and will get hit with a penalty fee, too—so it's not usually a good idea.
| | | | | But the problem for Becca is that she doesn't think her employer offers a 401(k) plan.
| | | | | Emily explains that there are other options. IRAs are another type of retirement account
| | | | | and you don't have to get them through your job; you can get them yourself. As with
| | | | | 401(k)s, there are traditional and Roth varieties. Traditional IRAs protect your money
| | | | | from taxes when you put money in. And Roth IRAs protect your money from some taxes at the
| | | | | end, when you withdraw money during retirement. Those aren't the only types of
| | | | | retirement accounts available that protect money from taxes. Lots of non-profit and
| | | | | government jobs offer similar types of retirement accounts that work in the same general
| | | | | way as 401(k)s and IRAs. When you're saving for retirement, it really pays to take
| | | | | advantage of these types of accounts and not give any more away in taxes than you have to!
| | | | | That's why Emily contributes to a 401(k). Becca and Emily head out the door to their
| | | | | usual happy hour spot, with Becca thinking about how great it is to have friends who can
| | | | | give you financial advice and Emily thinking about whether the cute new bartender will be
| | | | | at happy hour!
| | | | |
| | | | ENDIF
| | | |
| | | ELSE
| | | |
| | | | IF (in_array(4 , array with video and narrative numbers that are asked)) THEN
| | | | |
| | | | | IF (WEB TV = No) THEN
| | | | | |
| | | | | | **taxvideo** tax video
| | | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | | playing.
| | | | | |
| | | | | | **seetaxvideo** saw tax video
| | | | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ELSEIF (WEB TV = Yes) THEN
| | | | | |
| | | | | | **taxdvd** tax dvd
| | | | | | Please look at the video clip on DVD 4 you received. You will be asked questions about

| | | | | | it later. Once the video is done playing, please click next.
| | | | | |
| | | | | | **seetaxdvd** saw tax video on dvd
| | | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | | dvd.
| | | | | | 1 I saw the video clip
| | | | | | 2 I did not see the video clip
| | | | | | 3 I saw part of the video clip
| | | | | |
| | | | | ENDIF
| | | | |
| | | | ELSE
| | | | |
| | | | | **taxnarrative** Take Advantage of Tax-Free Assets
| | | | | Please read the following. You will be asked questions about it later: It's payday
| | | | | and roommates Becca and Emily are making plans to go out for the evening. Emily touches up
| | | | | her makeup as Becca opens her paycheck, only to discover that while she made $800 that
| | | | | week, the check is for only $640. She hates how much they take out for taxes! Emily
| | | | | explains that the reason she signed up for a 401(k) retirement account when she started
| | | | | her new job was to protect her money from getting eaten up by taxes. But Emily's
| | | | | explanation simply confuses Becca, who doesn't understand what a retirement account has
| | | | | to do with taxes. Emily sits down with her roommate to explain. Everyone pays income
| | | | | tax on their salary. For example, if you're in the 20% tax bracket, then 20% of your
| | | | | salary goes to the government and you don't get to use it. But if you start a
| | | | | traditional 401(k) retirement plan, you can contribute pre-tax money to that account. You
| | | | | can contribute a portion of your salary straight to investments, without paying taxes on
| | | | | it, so there's more money for you. With a 401(k), your contributions grow tax-free. You
| | | | | don't pay taxes on the account until you retire, when you probably won't be earning as
| | | | | much and therefore will be taxed in a lower tax bracket. While this sounds like a good
| | | | | idea, Becca asks what would happen if she wanted to take money out before retirement.
| | | | | Emily explains that if she withdraws money before she is 59 and a half, she will have to
| | | | | pay taxes and will get hit with a penalty fee, too—so it's not usually a good idea.
| | | | | But the problem for Becca is that she doesn't think her employer offers a 401(k) plan.
| | | | | Emily explains that there are other options. IRAs are another type of retirement account
| | | | | and you don't have to get them through your job; you can get them yourself. As with
| | | | | 401(k)s, there are traditional and Roth varieties. Traditional IRAs protect your money
| | | | | from taxes when you put money in. And Roth IRAs protect your money from some taxes at the
| | | | | end, when you withdraw money during retirement. Those aren't the only types of
| | | | | retirement accounts available that protect money from taxes. Lots of non-profit and
| | | | | government jobs offer similar types of retirement accounts that work in the same general
| | | | | way as 401(k)s and IRAs. When you're saving for retirement, it really pays to take
| | | | | advantage of these types of accounts and not give any more away in taxes than you have to!
| | | | | That's why Emily contributes to a 401(k). Becca and Emily head out the door to their
| | | | | usual happy hour spot, with Becca thinking about how great it is to have friends who can
| | | | | give you financial advice and Emily thinking about whether the cute new bartender will be
| | | | | at happy hour!
| | | | |
| | | | ENDIF
| | | |
| | | ENDIF
| | |
| | ENDIF
| |
| | **TF1** self-efficacy about tax-favored assets

| | When making decisions about personal finances, how likely is it that you would be able to
| | effectively take advantage of tax-favored investment options available to you?
| | 1 Extremely likely
| | 2 Very likely
| | 3 Somewhat likely
| | 4 Very unlikely
| | 5 Extremely unlikely
| |
| | **TF2** knowledge of 401(k) taxes
| | When you invest in an employer's retirement savings plan such as a 401(k), your contributions
| | are taxed:
| | 1 Either before you invest them or when you withdraw them during retirement, but not both times
| | 2 Both before you invest them and when you withdraw them during retirement
| | 3 Once a year on or before April 15
| | 4 When you reach age 65
| | 5 Don't know
| |
| | **TF4** knowledge of avoiding double taxation
| | Which of the following statements are true?
| | 1 In any type of IRA or 401(k) account, all of the money in your account grows tax-free
| | 2 If you have a traditional IRA or 401(k), you make contributions out of pre-tax income and pay income tax at your future tax rate when you withdraw the funds
| | 3 Both are true
| | 4 Don't know
| |
| | **TF5** behavior regarding time and rate of taxation
| | This year, Marge’s salary is $100,000 and she contributes $10,000 of her salary to a
| | traditional 401(k) offered by her employer. Her current tax rate is 28%. In 40 years, when Marge
| | retires, the money will have grown to $160,000. Her tax rate during retirement will fall to 20%.
| | Which of the following is true?
| | 1 This year, Marge should pay income taxes on her entire salary. During retirement, she will pay 20% tax on whatever she withdraws from her plan.
| | 2 This year, Marge should pay income taxes on only $90,000. During retirement, she will pay the same deferred 28% tax rate on whatever she withdraws from her plan.
| | 3 This year, Marge should pay income taxes on only $90,000. During retirement, she will pay 20% tax on whatever she withdraws from her plan.
| | 4 This year, Marge should pay income taxes on only $90,000. During retirement, she will pay no tax on whatever she withdraws from her plan.
| | 5 Don't know
| |
| | **TF6** behavior regarding assorted 401(k) attributes
| | Which of the following is a true statement?
| | 1 You will lose money that you personally invested in your 401(k) if you switch jobs
| | 2 You will be charged income tax as well as tax on dividends and increases in the value of your stock if you invest through a 401(k)
| | 3 Unless you are undergoing significant hardship, you cannot withdraw money from a 401(k) without penalty until you reach a certain age
| | 4 All of the above
| | 5 Don't know
| |
| ELSEIF (contains the order in which modules are to be asked = Employer match) THEN
| |
| | IF (indicates whether respondent receives interventions (i.e. videos and/or narratives) =
| | (YES) Yes) THEN

| | |
| | | IF (the video selected for the pair = (MATCHVIDEOLABEL) Employer match video AND the
| | | narrative selected for the pair = (MATCHNARRATIVELABEL) Employer match narrative) THEN
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTNARRATIVE) Narrative first) THEN
| | | | |
| | | | **matchnarrative** narrative Taking Advantage of Employer Matches
| | | | Please read the following. You will be asked questions about it later: Matt and Josh
| | | | work at a company that holds a lot of tedious meetings but offers some great perks, like
| | | | delicious lunches during those meetings. They like free stuff, especially good free stuff
| | | | like the lunches on meeting days. They like free money even better than free food, so when
| | | | the coworkers found out that their company matches their 401(k) contributions, they had to
| | | | take advantage of it. Their employer provides one-to-one matching of employee 401(k)
| | | | contributions, up to $2000 a year. For every dollar up to $2000 that Matt (or Josh) puts
| | | | in his 401(k), his company puts in a dollar too. It's like an "invest a dollar, get
| | | | one free" deal. Just like the buy-one-get-one free deals at the deli across the street.
| | | | So, if Matt invests $2000 of his own money in a 401(k) account, then the company puts
| | | | in the same amount: $2000. That would be $4000 in his account, because the company matches
| | | | every dollar. It's like Matt is getting a 100% return on his investment. Twice as much
| | | | gets invested and twice as much grows in his account. At Josh's old job, the company
| | | | matched 50% of employee 401(k) contributions. His old employer would add half of what Josh
| | | | put into his 401(k). If he invested $1000, they'd add $500, bringing his account up to
| | | | $1500 before even earning money on investments. That's not as amazing as a
| | | | one-to-one-match, but it's still a lot of money! Where Josh and Matt work now,
| | | | there's something called a vesting schedule. They're "fully vested" after 3 years.
| | | | That means that after working at the company for 3 years, employees get to keep the entire
| | | | amount of the employer match in their 401(k) account, even if they leave the company. But
| | | | no matter what, money that Matt or Josh or any other employee invests in a 401(k), out of
| | | | their salary, always belongs to the employee. Even if they get fired or decide to leave
| | | | the job before being fully vested, an employer can't touch the money an employee
| | | | contributes. Basically, employer matches are like free money. But if you don't
| | | | invest in your 401(k), you don't get the match. And if you don't invest the full
| | | | amount that's eligible for the match, it's like leaving free money on the table. For
| | | | their part, Matt and Josh aren't trust fund babies. They can't afford to pass up free
| | | | money! And the buy-one-get-one-free sandwich deal at the deli across the street makes it
| | | | their favorite spot to go for lunch!
| | | | |
| | | | ENDIF
| | | |
| | | | IF (WEB TV = No) THEN
| | | | |
| | | | **matchvideo** match video
| | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | You will be asked questions about it later. Please click next when the video is done
| | | | playing.
| | | | |
| | | | **seematchvideo** saw match video
| | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | 1 I saw the video clip
| | | | 2 I did not see the video clip
| | | | 3 I saw part of the video clip
| | | | |
| | | | ELSEIF (WEB TV = Yes) THEN

| | | | |
| | | | | **matchdvd** match dvd
| | | | | Please look at the video clip on DVD 5 you received. You will be asked questions about it
| | | | | later. Once the video is done playing, please click next.
| | | | |
| | | | | **seematchdvd** saw match video on dvd
| | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | dvd.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | |
| | | | ENDIF
| | | |
| | | | IF (indicates in which order the respondent received the video-narrative pair =
| | | | (FIRSTVIDEO) Video first) THEN
| | | | |
| | | | | **matchnarrative** narrative Taking Advantage of Employer Matches
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| | | | | the coworkers found out that their company matches their 401(k) contributions, they had to
| | | | | take advantage of it. Their employer provides one-to-one matching of employee 401(k)
| | | | | contributions, up to $2000 a year. For every dollar up to $2000 that Matt (or Josh) puts
| | | | | in his 401(k), his company puts in a dollar too. It’s like an “invest a dollar, get
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| | | | | in the same amount: $2000. That would be $4000 in his account, because the company matches
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| | | | | gets invested and twice as much grows in his account. At Josh’s old job, the company
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| | | | | put into his 401(k). If he invested $1000, they’d add $500, bringing his account up to
| | | | | $1500 before even earning money on investments. That’s not as amazing as a
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| | | | | That means that after working at the company for 3 years, employees get to keep the entire
| | | | | amount of the employer match in their 401(k) account, even if they leave the company. But
| | | | | no matter what, money that Matt or Josh or any other employee invests in a 401(k), out of
| | | | | their salary, always belongs to the employee. Even if they get fired or decide to leave
| | | | | the job before being fully vested, an employer can’t touch the money an employee
| | | | | contributes. Basically, employer matches are like free money. But if you don’t
| | | | | invest in your 401(k), you don’t get the match. And if you don’t invest the full
| | | | | amount that’s eligible for the match, it’s like leaving free money on the table. For
| | | | | their part, Matt and Josh aren’t trust fund babies. They can’t afford to pass up free
| | | | | money! And the buy-one-get-one-free sandwich deal at the deli across the street makes it
| | | | | their favorite spot to go for lunch!
| | | | |
| | | | ENDIF
| | | |
| | | ELSE
| | | |
| | | | IF (in_array(5 , array with video and narrative numbers that are asked)) THEN
| | | | |

| | | | | IF (WEB TV = No) THEN
| | | | | |
| | | | | **matchvideo** match video
| | | | | Here is a short video clip. Please press PLAY or the arrow in the middle of the screen.
| | | | | You will be asked questions about it later. Please click next when the video is done
| | | | | playing.
| | | | | |
| | | | | **seematchvideo** saw match video
| | | | | Before we continue, please indicate whether you were able to see the video clip.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | | |
| | | | ELSEIF (WEB TV = Yes) THEN
| | | | | |
| | | | | **matchdvd** match dvd
| | | | | Please look at the video clip on DVD 5 you received. You will be asked questions about
| | | | | it later. Once the video is done playing, please click next.
| | | | | |
| | | | | **seematchdvd** saw match video on dvd
| | | | | Before we continue, please indicate whether you were able to watch the video clip on the
| | | | | dvd.
| | | | | 1 I saw the video clip
| | | | | 2 I did not see the video clip
| | | | | 3 I saw part of the video clip
| | | | | |
| | | | ENDIF
| | | | |
| | | ELSE
| | | | |
| | | | **matchnarrative** narrative Taking Advantage of Employer Matches
| | | | Please read the following. You will be asked questions about it later: Matt and Josh
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| | | | delicious lunches during those meetings. They like free stuff, especially good free stuff
| | | | like the lunches on meeting days. They like free money even better than free food, so when
| | | | the coworkers found out that their company matches their 401(k) contributions, they had to
| | | | take advantage of it. Their employer provides one-to-one matching of employee 401(k)
| | | | contributions, up to $2000 a year. For every dollar up to $2000 that Matt (or Josh) puts
| | | | in his 401(k), his company puts in a dollar too. It’s like an “invest a dollar, get
| | | | one free” deal. Just like the buy-one-get-one free deals at the deli across the street.
| | | | So, if Matt invests $2000 of his own money in a 401(k) account, then the company puts
| | | | in the same amount: $2000. That would be $4000 in his account, because the company matches
| | | | every dollar. It’s like Matt is getting a 100% return on his investment. Twice as much
| | | | gets invested and twice as much grows in his account. At Josh’s old job, the company
| | | | matched 50% of employee 401(k) contributions. His old employer would add half of what Josh
| | | | put into his 401(k). If he invested $1000, they’d add $500, bringing his account up to
| | | | $1500 before even earning money on investments. That’s not as amazing as a
| | | | one-to-one-match, but it’s still a lot of money! Where Josh and Matt work now,
| | | | there’s something called a vesting schedule. They’re “fully vested” after 3 years.
| | | | That means that after working at the company for 3 years, employees get to keep the entire
| | | | amount of the employer match in their 401(k) account, even if they leave the company. But
| | | | no matter what, money that Matt or Josh or any other employee invests in a 401(k), out of
| | | | their salary, always belongs to the employee. Even if they get fired or decide to leave
| | | | the job before being fully vested, an employer can’t touch the money an employee

| | | | | contributes. Basically, employer matches are like free money. But if you don’t
| | | | | invest in your 401(k), you don’t get the match. And if you don’t invest the full
| | | | | amount that’s eligible for the match, it’s like leaving free money on the table. For
| | | | | their part, Matt and Josh aren’t trust fund babies. They can’t afford to pass up free
| | | | | money! And the buy-one-get-one-free sandwich deal at the deli across the street makes it
| | | | | their favorite spot to go for lunch!
| | | | |
| | | | ENDIF
| | | |
| | | ENDIF
| | |
| | ENDIF
| |
| | **EM1** self-efficacy about employer match
| | When making decisions about personal finances, how likely is it that you would be able to
| | effectively use information about employer 401(k) matches that was available to you?
| | 1 Extremely likely
| | 2 Very likely
| | 3 Somewhat likely
| | 4 Very unlikely
| | 5 Extremely unlikely
| |
| | **EM2** knowledge of match return equivalent
| | Alice wants to invest $1,000 for retirement this year. Her new employer will fully match her
| | 401(k) contributions, up to $10,000 per year. All else being equal, which of the following
| | options will give Alice the highest total amount at the end of the year?
| | 1 Alice contributes $1,000 to her 401(k) plan and invests that money in mutual fund A. At the end of the year, mutual fund A has earned a 5% return.
| | 2 Alice does not contribute to her 401(k) plan but she invests $1,000 in mutual fund B outside of her 401(k) plan. At the end of the year, mutual fund B has earned a 20% return.
| | 3 Alice does not contribute to her 401(k) plan, but she invests $1,000 in mutual fund A outside of her 401(k) plan. At the end of the year, mutual fund A has earned a 5% return.
| | 4 Don't know
| |
| | **EM3** knowledge of match maximization
| | David’s new job offers a 401(k). His employer provides a 50% match up to $2,000. How much
| | should David invest at least in order to obtain the maximum amount of money from the employer
| | match?
| | 1 $0
| | 2 $500
| | 3 $1,000
| | 4 $2,000
| | 5 $4,000
| | 6 Don't know
| |
| | **EM4** behavior regarding employer match
| | You have decided to set aside 15% of your salary for retirement. You work at a firm where your
| | employer matches your contribution to the 401(k) plan, dollar by dollar, up to 5% of your
| | salary. Which of these statements is correct?
| | 1 If you contribute up to 5% of your salary, the employer match is equivalent to a 100% return on your contribution.
| | 2 What the employer contributes should not play any role in your decision.
| | 3 It is always a good idea to contribute less than what the employer contributes.
| | 4 Don't know

| |
| | **EM5** knowledge of employer independence
| | Both Irene and her employer contribute every year to her employer-sponsored 401(k) plan. Irene
| | has worked at the company for twenty years, and is fully vested in her plan. Suppose Irene
| | leaves her job or gets fired. Which of the following statements is true?
| | 1 If she is no longer working for the company, the whole plan balance is forfeited, because her benefits are tied to her job.
| | 2 If she gets fired, the company has the right to decide how much of her total plan balance she will get.
| | 3 If she voluntarily leaves her job, she forfeits all of her employer's contributions.
| | 4 Even if she leaves her job or gets fired, she is still entitled to the entire plan balance.
| | 5 Don't know
| |
| ENDIF
|
| IF (wave 1 number of question subsets asked = counter to keep track of how many modules we asked
|) THEN
| |
| | Exit from the loop
| ENDIF
|
ENDDO

LC1 expectancy/ locus of control
I believe the way I manage my money will affect my future.
1 Strongly agree
2 Agree
3 Slightly agree
4 Slightly disagree
5 Disagree
6 Strongly disagree

CS_001 HOW PLEASANT INTERVIEW
Could you tell us how interesting or uninteresting you found the questions in this interview?
1 Very interesting
2 Interesting
3 Neither interesting nor uninteresting
4 Uninteresting
5 Very uninteresting