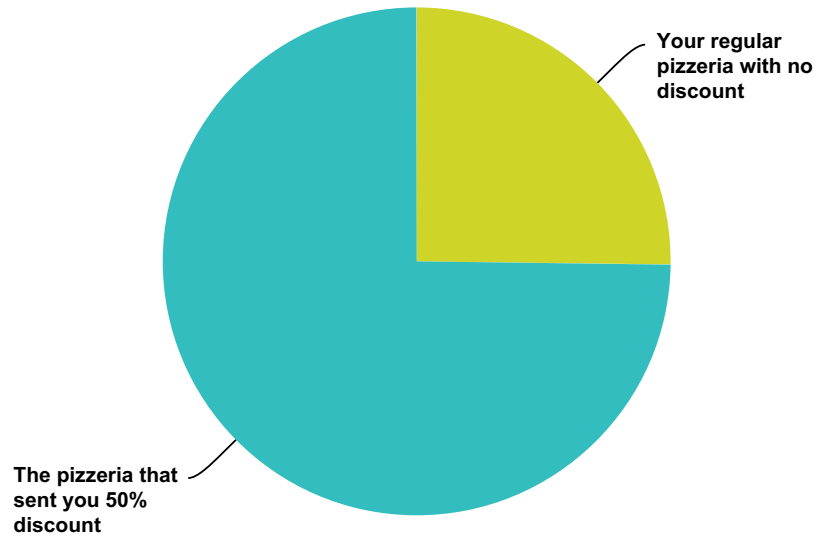


**Q1 You need to order a pizza. The price of a pizza is \$20. You can either buy the pizza from your regular pizzeria without any discount or from another pizzeria which sent you a 50% discount offer. Which restaurant would you choose?**

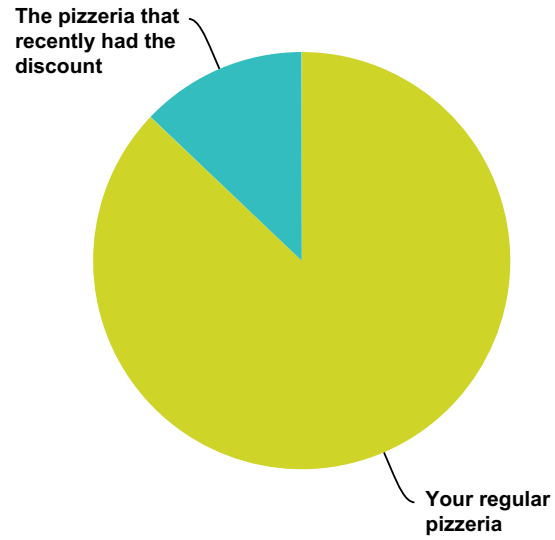
Answered: 1,000 Skipped: 0



Answer Choices	Responses	
Your regular pizzeria with no discount	25.20%	252
The pizzeria that sent you 50% discount	74.80%	748
<b>Total</b>		<b>1,000</b>

### Q2 Next time will be no discount in the both places. Which restaurant would you choose?

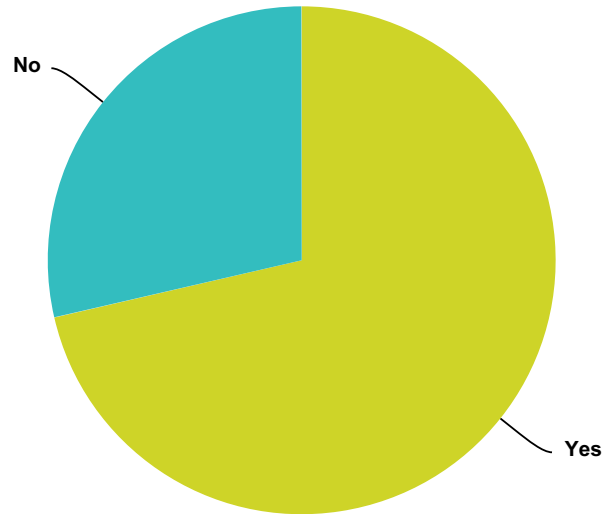
Answered: 1,000 Skipped: 0



Answer Choices	Responses	
Your regular pizzeria	87.10%	871
The pizzeria that recently had the discount	12.90%	129
<b>Total</b>		<b>1,000</b>

**Q3 Your favorite pizzeria has joined a loyalty program which places 5% of the total amount of your purchase into your retirement account. Even if you don't have a retirement plan, the program will help you open one up free of charge. Would you join such a loyalty program?**

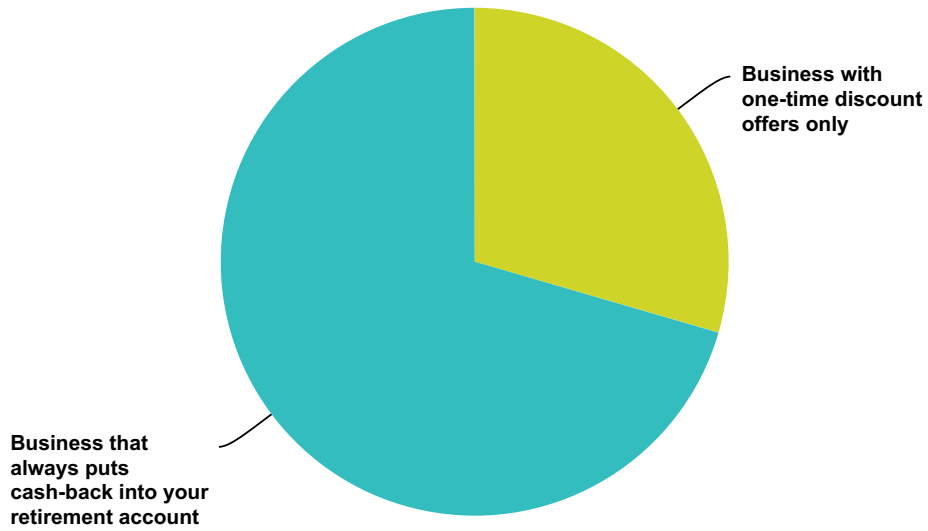
Answered: 1,000 Skipped: 0



Answer Choices	Responses	
Yes	71.40%	714
No	28.60%	286
<b>Total</b>		<b>1,000</b>

### Q4 Which type of business would you more likely recommend to your friends?

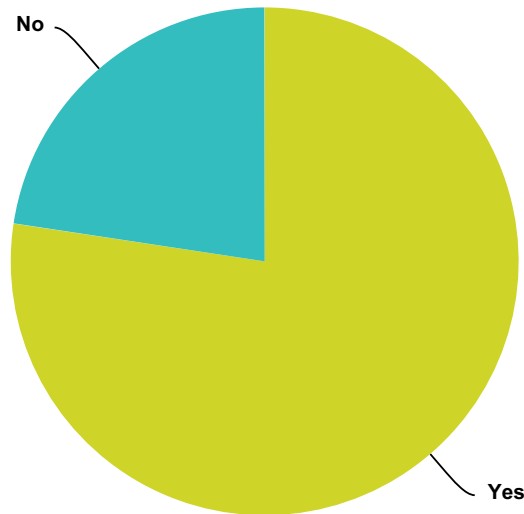
Answered: 1,000 Skipped: 0



Answer Choices	Responses	
Business with one-time discount offers only	29.50%	295
Business that always puts cash-back into your retirement account	70.50%	705
<b>Total</b>		<b>1,000</b>

**Q5 Due to Legal & taxation procedures around transferring the cash-back to your retirement account, your employer must participate in the loyalty program. Would you appreciate your employer's decision to join and help you save more for retirement?**

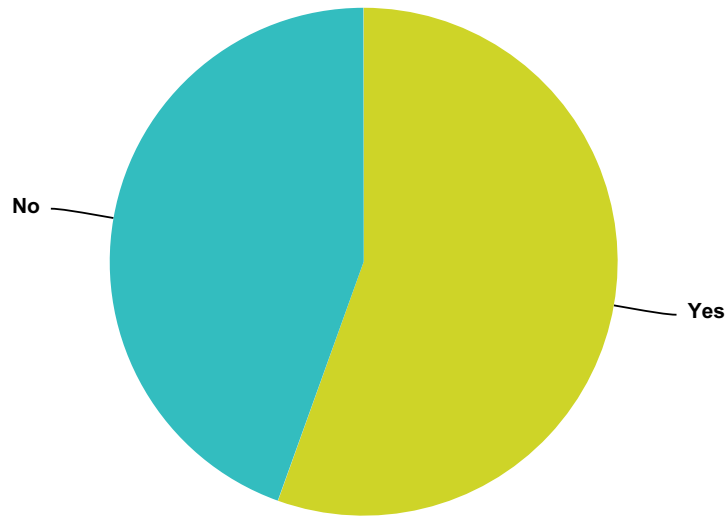
Answered: 1,000 Skipped: 0



Answer Choices	Responses	
Yes	77.40%	774
No	22.60%	226
<b>Total</b>		<b>1,000</b>

### Q6 Are you satisfied with your current retirement savings?

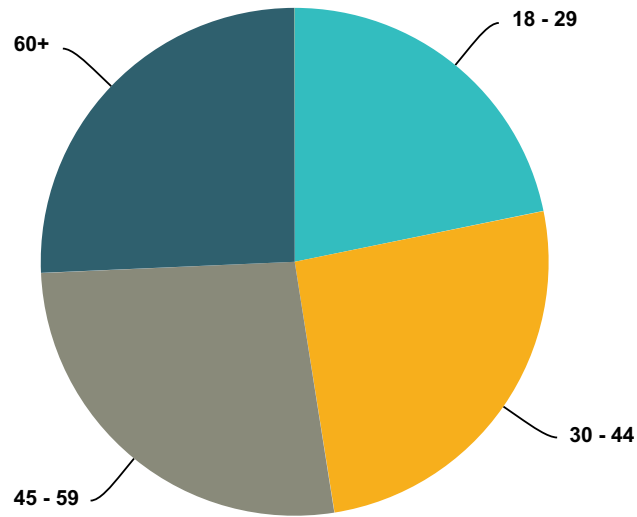
Answered: 1,000 Skipped: 0



Answer Choices	Responses	
Yes	55.50%	555
No	44.50%	445
<b>Total</b>		<b>1,000</b>

### Q7 What is your age?

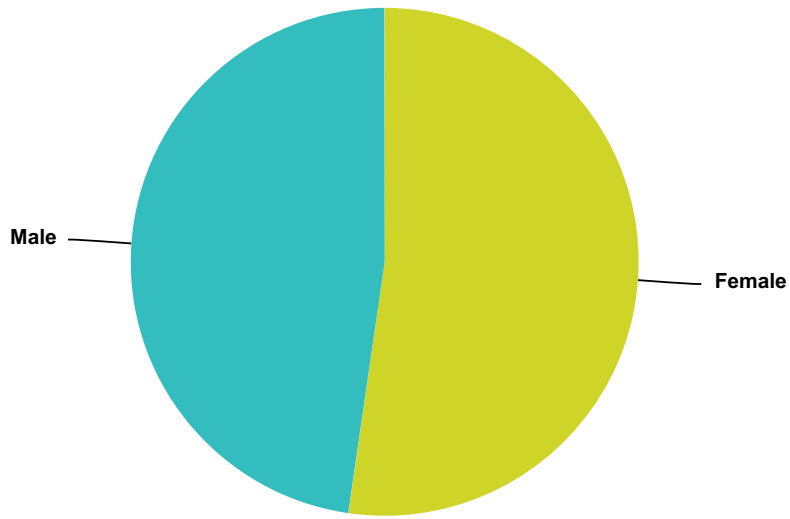
Answered: 1,000 Skipped: 0



Answer Choices	Responses
Under 18	0.00% 0
18 - 29	21.80% 218
30 - 44	25.70% 257
45 - 59	26.80% 268
60+	25.70% 257
<b>Total</b>	<b>1,000</b>

### Q8 What is your gender?

Answered: 1,000 Skipped: 0

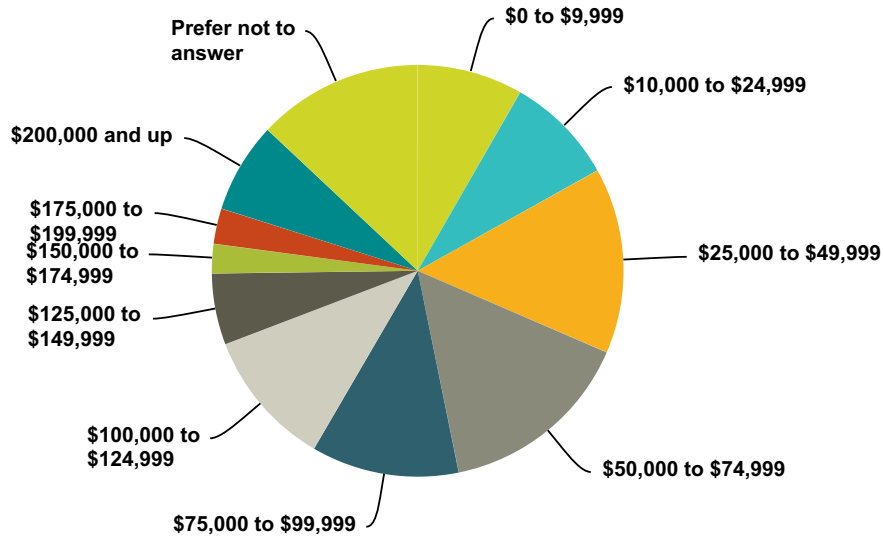


Answer Choices	Responses
Female	52.30% 523
Male	47.70% 477
<b>Total</b>	<b>1,000</b>



### Q9 How much total combined money did all members of your HOUSEHOLD earn last year?

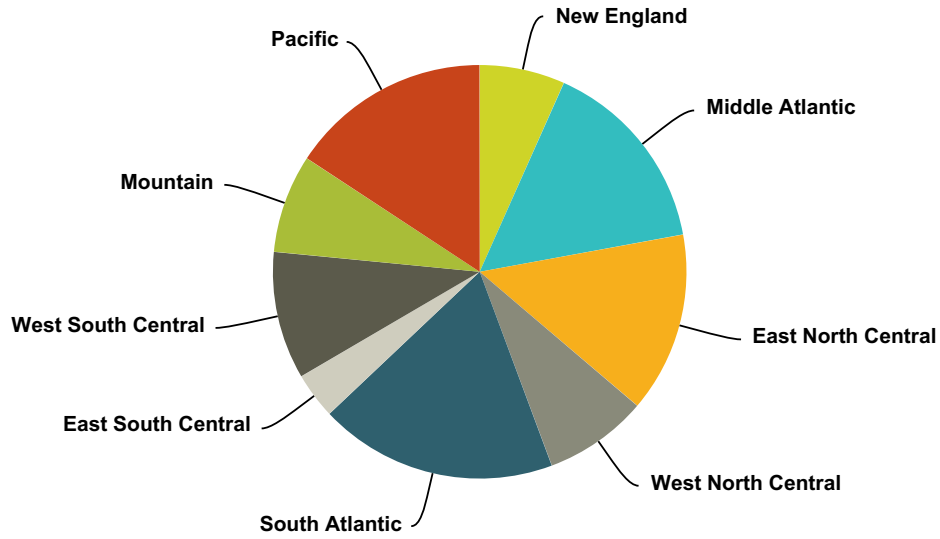
Answered: 1,000 Skipped: 0



Answer Choices	Responses	
\$0 to \$9,999	8.30%	83
\$10,000 to \$24,999	8.60%	86
\$25,000 to \$49,999	14.60%	146
\$50,000 to \$74,999	15.30%	153
\$75,000 to \$99,999	11.60%	116
\$100,000 to \$124,999	10.80%	108
\$125,000 to \$149,999	5.60%	56
\$150,000 to \$174,999	2.30%	23
\$175,000 to \$199,999	2.80%	28
\$200,000 and up	7.10%	71
Prefer not to answer	13.00%	130
<b>Total</b>		<b>1,000</b>

### Q10 US Region

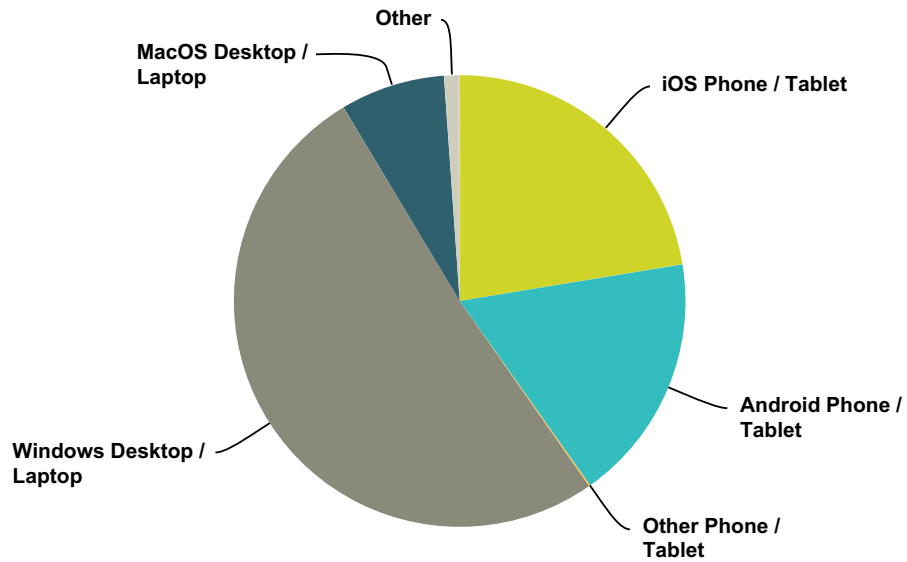
Answered: 972 Skipped: 28



Answer Choices	Responses	
New England	6.69%	65
Middle Atlantic	15.43%	150
East North Central	14.09%	137
West North Central	8.13%	79
South Atlantic	18.62%	181
East South Central	3.60%	35
West South Central	9.98%	97
Mountain	7.72%	75
Pacific	15.74%	153
<b>Total</b>		<b>972</b>

### Q11 Device Types

Answered: 1,000 Skipped: 0



Answer Choices	Responses	
iOS Phone / Tablet	22.40%	224
Android Phone / Tablet	17.80%	178
Other Phone / Tablet	0.10%	1
Windows Desktop / Laptop	51.10%	511
MacOS Desktop / Laptop	7.50%	75
Other	1.10%	11
<b>Total</b>		<b>1,000</b>