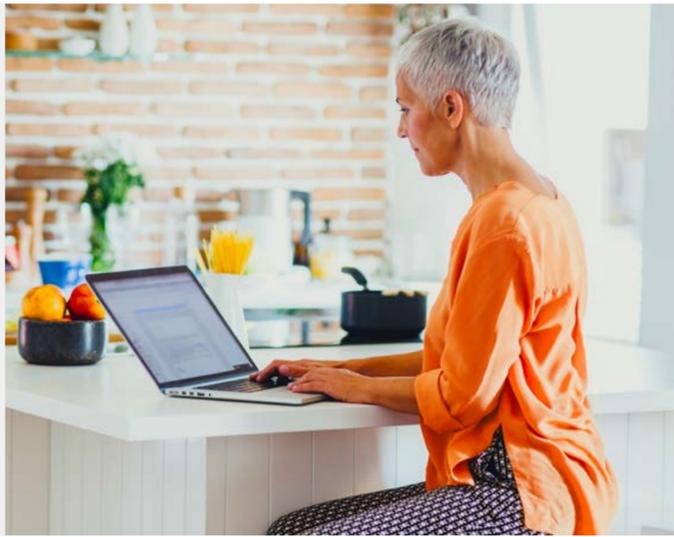


Expectations & Experiences

Our Quarterly Consumer Trends Research

Borrowing and Wealth Management



- Digital loan applications are on the rise.** Significantly more people report using computers or mobile devices to complete parts of the loan application process than in previous surveys. Much of the growth is due to increases in mobile use.
- Compared to last year, far more people are comfortable using mobile to complete loan applications.** When it comes to applying for home loans completely online or via mobile, consumers are significantly more comfortable with mobile than they have been in past years.
- For many, working with a financial advisor seems out of reach.** Only one-third of consumers currently work with a professional financial advisor. Lack of funds is the most common barrier, but uncertainty about finding an advisor and doubt about the value they would provide are also deterrents.
- Whether or not they have an advisor, people value financial plans.** The vast majority of consumers – nearly eight in ten – say a financial plan is important to meeting future goals. And those who work with an advisor typically say they follow their plan closely. Even so, many people are concerned about the risks associated with investing and whether they have enough for retirement.

Mobile (Smartphone or Tablet)



Online and mobile loan applications are up

Nearly two-thirds of recent loan applicants report using computers or mobile devices to complete at least a portion of the application, up from 56 percent in 2018. Overall, the findings show that a significant portion of the growth is due to increases in phone and tablet use.

65% used computers or mobile devices for loan applications, up from 56% in 2018
(among recent loan applicants)

Survey question to those who applied for a mortgage/HELOC within the last 5 years: Did you complete any of the following aspects of this loan process online or through a mobile device? Select all that apply. Not all responses shown. / Survey question to those who have applied for a loan in the last 2 years: For any loan(s) you applied for in the last 2 years, did you apply for any of these online, through a mobile app, or website?

Comfort with completing mortgage loan applications on mobile is growing

Many people with a home loan (71 percent) are "somewhat or very comfortable" with the idea of completing loan applications online through a laptop or desktop, up from 67 percent in the 2018 survey. The most noteworthy shift, however, is comfort with mobile applications where 41 percent say they would be comfortable, as compared to only 29 percent last year.

Among those who say they're uncomfortable using mobile for a home loan application, 56 percent say screen size is a barrier, while 51 percent are concerned about data privacy. While financial organizations will be hard-pressed to address the first barrier, there is certainly room for education as it relates to security.

Survey question to those who have a mortgage or HELOC: Imagine that you are applying for a mortgage or HELOC. How comfortable would you be to complete a loan application in each of the following ways? Laptop or desktop? Smartphone or tablet?

Consumers "somewhat" or "very" comfortable completing loan applications



How people prefer to receive statements

72% Electronic
26% By mail

Digital loan payments are common

66% Have paid electronically

Use of mobile options for mortgage payments has almost doubled since last year, primarily due to increases among millennials

The check is (probably) not in the mail

Electronic billing and payments for loans are now the norm. For example, 48 percent have made online payments. Mobile loan payments nearly doubled between 2018 and 2019 (from 18 percent to 35 percent). In total, two-thirds (66 percent) have made a payment via online or mobile methods. That figure doesn't include borrowers who pay via automatic payments, wire transfer or through a voice-activated device.

Most consumers also prefer to receive their statements digitally. Three-quarters of people (72 percent) say they prefer to receive their statements electronically, such as via email or through electronic billing at their financial organization or lender's website.

Survey questions to those who applied for a mortgage/HELOC loan within the last 5 years: Related to making payments on your loan, which of the following have you used? Select all that apply. / How would you most prefer to receive the bill for your loan payment?

Financial advisors seem out of reach for many

A significant number of people, including some people with relatively high incomes and investable assets, think they can't afford to work with a professional financial advisor. Nearly one-quarter have knowledge barriers, saying they don't know where to start, wouldn't know where to find an advisor or don't know what an advisor would have to offer. The opportunity for awareness-building is clear.

Obstacles to using a financial advisor

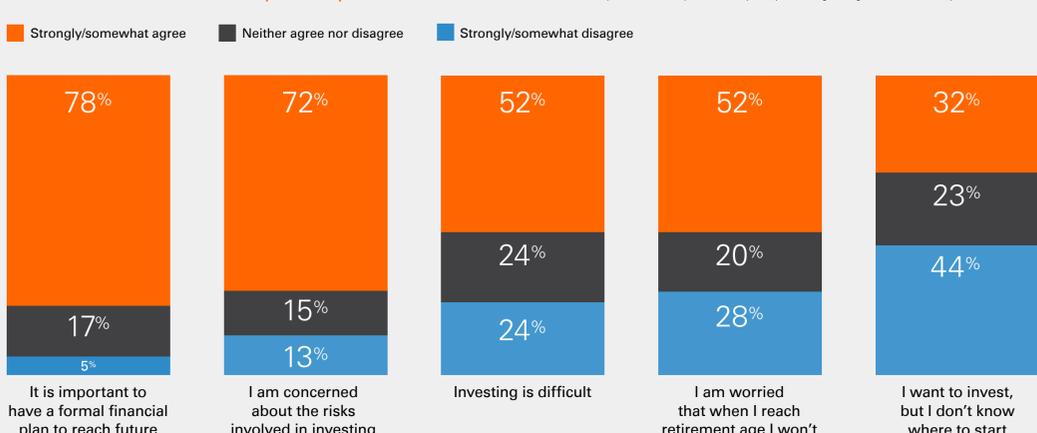
- 39% Insufficient funds
- 24% Knowledge barriers (net)
- 21% Dislike/distrust of advisors (net)

Survey question to all qualified respondents: Do you currently work with a professional financial advisor to help you manage your finances (e.g., retirement planning, buying insurance or making investments)? / Survey question to those who do not work with an advisor: Why don't you work with a professional financial advisor? Please select all that apply.



People value financial plans almost as much as they worry

Nearly **eight in ten consumers** (78 percent) say **it's important** to have a formal financial plan to reach future financial goals. Even so, many people worry that investing is risky, difficult or are unclear where to start. Given that, it shouldn't be a surprise that 45 percent say they aren't getting the advice they need.



Survey questions to all qualified respondents: Please indicate your agreement/disagreement with each of the following. / When it comes to financial advice, do you feel you are getting all the help you need?

Younger consumers who invest are more likely to use virtual advisors



What does the future of financial advising look like?

On average, one in ten consumers (13 percent) who invest their own money are currently assisted by a virtual advisor. Slight directional increases across all age groups are evident from last year.

Gen Z and millennials who are investing their money continue to show greatest use, with one in four currently assisted by a virtual advisor.

13% of all consumers use a virtual advisor
(up from 9 percent in 2018)

Survey question to respondents who invest their own money: With a virtual or "robo" advisor, you answer a pre-set list of questions on a website and automated computer algorithms provide you with recommendations on how to reach your financial goals. Are any of your current assets invested with the assistance of a virtual advisor?

About Fiserv

Fiserv, Inc. (NASDAQ:FISV) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a global leader in financial services technology. Fiserv is a FORTUNE 500 company and this year was honored to be named to the FORTUNE Magazine list of World's Most Admired Companies® for the third consecutive year. For more information, visit fiserv.com.

About The Harris Poll

The Harris Poll is one of the longest running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963 that is made up of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for organizational times. We work with clients in three primary areas: building twenty-first-century corporate reputation, crafting brand strategy and performance tracking and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. To learn more, visit theharrispoll.com.

Methodology

The survey was conducted online within the U.S. by The Harris Poll from May 9–May 29, 2019. A total of 3,050 interviews were conducted among U.S. adults ages 18 and older who met the following criteria: Someone in the household currently has a checking account with a bank, credit union, brokerage firm or other financial organization and has used their checking account to pay a bill or make a purchase in the past 30 days. The data were weighted to ensure that relevant demographic characteristics of the sample matched those of the U.S. general population. All respondents (not only those who met the qualifying criteria) were weighted to U.S. Census Bureau demographic profiles for the U.S. population, age 18+ on education, age, gender, race, income, region, marital status, employment status, household size and number of hours spent on the internet (with targets for this variable coming from Nielsen Scarborough).

Notes: The reference questions and answer text provided here have in some cases been shortened due to space constraints. The complete text for any questions referenced in this report is available upon request. Age groups referenced in the survey are defined as follows: Gen Z (18–22), millennials (23–38), Gen X (39–54), boomers (55–73) and seniors (74+).

