

MEMO



Methodology

Harris Interactive® fielded the study on behalf of National Endowment for Financial Education from December 19-21, 2012, via its QuickQuerySM online omnibus service, interviewing 2,132 U.S. adults aged 18+. Data were weighted using propensity score weighting to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

Key Findings – Monitoring Checking Account(s)

92% of U.S. adults have a checking account

Among those who do...

The majority (93%) regularly monitor and manage the flow of money from their primary checking account, while 7% do not

- 46% use their checkbook register to record receipts and payments and balance their account
 - 19% do so on a daily basis
 - 13% say this is a weekly activity for them
 - 11% do so monthly
 - 3% do so very infrequently-less than on a monthly basis
- 39% reconcile their account using an online program
 - 14% do this on a daily basis
 - 16% say this is a weekly activity for them
 - 7% do so monthly
 - 2% do so less than on a monthly basis
- 8% regularly monitor and manage the flow of money from their primary checking account in some other way

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