

Channel Preferences Benchmark, 2018

Survey of 10,000 U.S. Consumers Shows Channel Preferences By Activity Type And Age

XM INSTITUTE

January 2018

By **Bruce Temkin**, CCXP
Head of the Qualtrics XM Institute

Channel Preferences Benchmark, 2018

Survey of 10,000 U.S. Consumers Shows Channel Preferences

By Activity Type And Age

Description

In Q3 2017, we surveyed 10,000 U.S. consumers about their channel preferences when performing 12 different activities – such as selecting a life insurance policy or applying for a new credit card – and compared their responses to the results of a similar study we conducted in Q3 2016. This data snapshot examines how channel preferences vary across age groups, how these preferences have changed over the past year, and how channel preferences differ across multiple activities.

How to use this report:

- ✓ Determine which interactions are similar to your core customer interactions
- ✓ Understand consumer preferences for different interaction channels
- ✓ Identify the channel preferences of your target age group

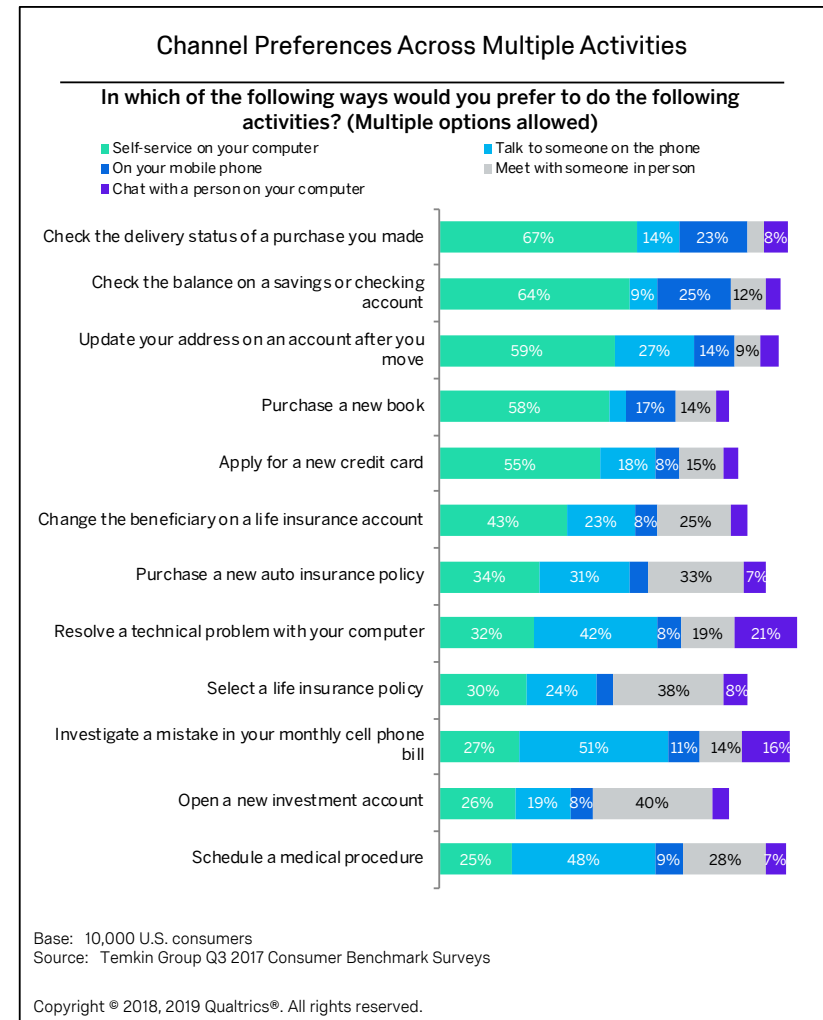
Data Charts:

1. Channel Preferences Across Multiple Activities
2. Channel Preferences: Changes between 2016 and 2017
3. Channel Preference By Age: Check the Delivery Status of a Purchase You Made
4. Channel Preference By Age: Check the Balance on a Savings or Checking Account
5. Channel Preference By Age: Update Your Address on an Account After You Move
6. Channel Preference By Age: Purchase a New Book
7. Channel Preference By Age: Apply for a New Credit Card
8. Channel Preference By Age: Change the Beneficiary on a Life Insurance Account
9. Channel Preference By Age: Resolve a Technical Problem with Your Computer
10. Channel Preference By Age: Purchase a New Auto Insurance Policy
11. Channel Preference By Age: Select a Life Insurance Policy
12. Channel Preference By Age: Investigate a Mistake in Your Monthly Cell Phone Bill
13. Channel Preference By Age: Open a New Investment Account
14. Channel Preference By Age: Schedule a Medical Procedure

1) Channel Preferences Across Multiple Activities

We surveyed 10,000 U.S. consumers about their channel preferences, asking them to select the channels that they prefer to use when completing 12 activities.

- **Consumers like to self-serve.** For seven out of the 12 activities we looked at, consumers prefer to carry out the activity using self-service on a computer. In five of these activities, more than half of the consumers surveyed favored this option.
- **The phone is most popular for problem-solving activities.** Talking to someone on the phone is the most popular option for three emotionally-charged activities: *resolving a computer technical problem*, *investigating a mistake on a monthly bill*, and *scheduling a medical procedure*.
- **Mobile provides simple information.** More than 23% of consumers picked mobile as a preferred channel for *checking the delivery status of a purchase* and *checking the balance on a savings or checking account*, both of which are quick, straightforward activities.
- **In-person is key for financial services.** The three most popular activities to do in-person are *opening an investment account*, *purchasing an auto insurance policy*, and *selecting a life insurance policy*.



2) Channel Preferences: Changes Between 2016 and 2017

We asked 10,000 U.S. consumers about their channel preferences for 12 different activities and compared their responses with data from last year's study.

- Self-service has increased in popularity.** For 10 of the 11 activities evaluated in both 2016 and 2017, the percentage of consumers who prefer to do the activity through self-service on a computer has increased over the past year. The largest increase – 4.9 percentage-points – is for *updating your address on an account after you move*. The only activity where consumers are slightly less likely to use self-service this year as opposed to last year is *resolving a technical problem with your computer* (-0.7).
- Online chat, mobile, and in-person decline.** A smaller percentage of consumers prefer to use online chat, mobile, and in-person channels this year compared to last year. Online chat dropped the most in popularity, seeing a decrease in every activity except for *selecting a life insurance policy*. It dropped the most for consumers who are *applying for a new credit card* (-3.0), while in-person dropped the most for *checking the balance on a savings or checking account* (-2.7), and mobile phones dropped the most for *resolving a technical problem with your computer* (-2.0).

Channel Preferences: Changes Between 2016 and 2017

In which of the following ways would you prefer to do the following activities? (%-point changes between Q3 2016 and Q3 2017)

Activities	Self-service on your computer	Talk to someone on the phone	On your mobile phone	Meet with someone in person	Chat with a person on your computer
Apply for a new credit card	+3.4	+3.1	-1.3	-1.2	-3.0
Change the beneficiary on a life insurance account	+3.4	-0.7	0.0	-0.2	-1.8
Check the balance on a savings or checking account	+3.4	-1.7	+1.8	-2.7	-2.6
Check the delivery status of a purchase you made	+3.5	-0.4	+2.6	-2.5	-2.6
Investigate a mistake in your monthly cell phone bill	+0.6	+3.2	-1.1	-0.5	-0.3
Open a new investment account	+1.3	+1.0	-1.4	+1.7	-1.0
Purchase a new auto insurance policy	+2.5	+0.8	-1.7	+0.5	-0.8
Purchase a new book	+3.3	-1.8	+2.3	-2.3	-2.2
Resolve a technical problem with your computer	-0.7	+2.5	-2.0	-1.1	-0.3
Select a life insurance policy	+2.5	+1.5	-0.9	+0.8	+0.2
Update your address on an account after you move	+4.9	-1.5	-0.6	-1.6	-1.0
Schedule a medical procedure	N/A	N/A	N/A	N/A	N/A

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

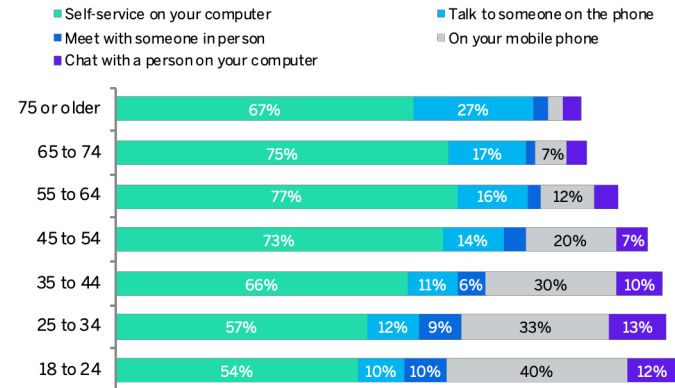
3) Channel Preference By Age: Check the Delivery Status of a Purchase You Made

We asked 10,000 U.S. consumers about their channel preferences for checking the delivery status of a purchase they made and compared the responses of different age groups. We found that:

- **Age doesn't matter for computer self-service.** Consumers across all age groups prefer to use a computer for checking the delivery status of a purchase. 55- to 64-year-olds show the strongest favorability, with 77% choosing to use it. They are followed closely by 65- to 74-year-olds, with 75% preferring this channel, and 45- to 54-year-olds, with 73% who prefer the channel.
- **Younger consumers use their mobile phones.** As respondents get older, they are less and less likely to use a mobile phone to check the delivery status of a purchase. So although a mobile phone is the second most popular channel for those between 18 and 54 years old, usage levels steadily decline as age increases, peaking at 40% with 18- to 24-year-olds and bottoming out at 3% with those 75 and older.
- **35- to 44-year-olds' preferences are shifting.** Over the past year, 35- to 44-year-olds' preferences for certain channels has shifted dramatically. This group saw the biggest increase across any channel, jumping 8.9 percentage-points for computer self-service, as well as the biggest decrease, dropping 6.4 percentage-points for meeting with someone in person.

Channel Preferences By Age: Check the Delivery Status of a Purchase You Made

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	-2.5	+1.3	+0.7	+2.7	-1.3
25 to 34	+4.7	-1.4	-5.6	+5.6	-5.9
35 to 44	+8.9	-1.7	-6.4	+2.7	-5.5
45 to 54	+3.6	-0.8	+0.1	+4.3	-0.8
55 to 64	+3.2	-2.3	-1.1	+1.3	-0.7
65 to 74	-2.3	+2.3	-0.3	+2.3	+1.1
75 or older	+3.6	+2.5	+0.2	-1.3	-1.1

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

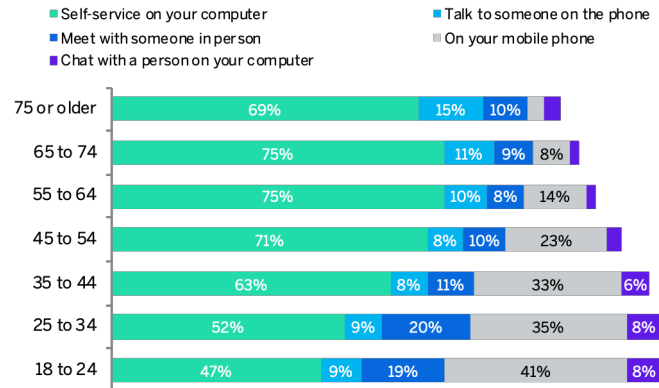
4) Channel Preference By Age: Check the Balance on a Savings or Checking Account

We asked 10,000 U.S. consumers about their channel preferences for checking the balance on a savings or checking account and compared the responses of different age groups. We found that:

- **Consumers prefer independence.** Channels that require consumers to interact with someone else to check the balance on their account became less popular in 2017, regardless of age. Talking on the phone decreased across all age groups, while meeting with someone in person and chatting with someone on the computer decreased for six of the seven age groups. 35- to 44-year-olds once again reported the biggest shift in preferences, increasing self-service usage by 8.1 percentage points and decreasing face-to-face interactions by 8.7 percentage points.
- **Mobile phone usage spikes.** Consumers are more likely to use mobile phones to check their account balance than to do any of the other 12 activities we looked at. Most notably, this is one of only two instances where all seven of the age groups increased their preference for a particular channel. 41% of 18- to 24-year-olds use mobile phones to check their account balance, the highest mobile usage for all ages across all activities.

Channel Preferences By Age: Check the Balance on a Savings or Checking Account

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	-4.8	-0.1	+2.8	+0.4	-1.0
25 to 34	+3.5	-2.8	-3.5	+4.6	-5.9
35 to 44	+8.1	-1.1	-8.7	+3.0	-4.4
45 to 54	+2.6	-3.4	-0.8	+2.9	-1.3
55 to 64	+4.0	-1.3	-2.1	+0.6	-0.6
65 to 74	+1.6	-0.5	-0.6	+1.5	-0.5
75 or older	+3.8	-2.3	-1.6	+0.2	+0.5

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

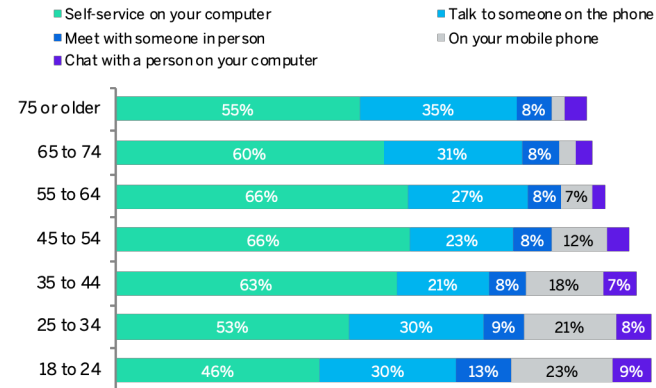
5) Channel Preference By Age: Update Your Address on an Account After You Move

We asked 10,000 U.S. consumers about their channel preferences for updating their address on an account after they move and compared the responses of different age groups. We found that:

- **Mobile phones are for younger consumers.** The percentage of consumers who prefer to update their address on a mobile phone goes from a high of 23% for the youngest group down to a low of 3% for the oldest group.
- **Meeting in person declines.** Consumers of all ages are less likely to choose a face-to-face meeting to update their account information after a move. Use of this channel decreased the most for 25- to 34-year-olds and 55- to 64-year-olds, with both age groups seeing a drop of 2.7 percentage-points.
- **Consumers are less likely to use a phone.** In 2017, changing an address by speaking to someone on the phone or by using your mobile phone declined in popularity. Five of the seven age groups showed a decreased preference in these phone channels, with 35- to 44-year-olds showing the most dramatic decline when it comes to speaking on the phone (-7.6 percentage points).

Channel Preferences By Age: Update Your Address on an Account After You Move

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	-3.7	+6.6	-0.1	-0.5	+0.3
25 to 34	+4.5	-2.0	-2.7	-0.8	-2.4
35 to 44	+12.0	-7.6	-2.3	-2.5	-1.4
45 to 54	+5.2	-3.1	-0.4	+2.4	-0.4
55 to 64	+5.3	-1.5	-2.7	-0.6	-1.3
65 to 74	+0.8	+1.4	-0.6	+0.6	+0.1
75 or older	+5.5	-0.3	-1.2	-0.1	+0.1

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

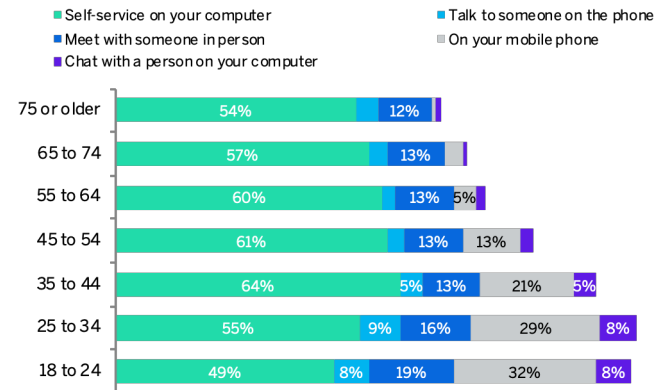
6) Channel Preference By Age: Purchase a New Book

We asked 10,000 U.S. consumers about their channel preferences for purchasing a new book and compared the responses of different age groups. We found that:

- **Consumers prefer to purchase books online.** Over half of respondents across all age groups prefer to buy books online, be it on the computer or their mobile phones. 35- to 44-year-olds not only show the most pronounced preference for these channels – with a combined 85% using them – but also show the biggest gap between channel preferences. The percentage of 35- to 44-year-olds who would rather purchase books remotely is more than 6.5 times higher than the next most popular method, meeting with someone in person.
- **35- to 44-year-olds are changing the most.** Consumers between 35 and 44 years old have changed their preferences the most over the past year. This age group's preferences changed by more than 1 percentage-point for all channels, including the largest increase, 8.6 percentage points for self-service, and largest decrease, -4.7 percentage points for talking on the phone.

Channel Preferences By Age: Purchase a New Book

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	-3.3	+0.5	-2.3	+6.1	-1.6
25 to 34	+3.6	-2.5	-4.4	+6.5	-4.1
35 to 44	+8.6	-4.7	-3.8	+1.1	-4.4
45 to 54	+2.8	-1.4	+0.2	+3.4	-0.6
55 to 64	+3.7	-1.0	-2.3	-0.5	-0.5
65 to 74	+1.6	-0.4	-0.2	+0.8	-0.4
75 or older	+5.2	+0.1	-1.0	-0.7	-1.3

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

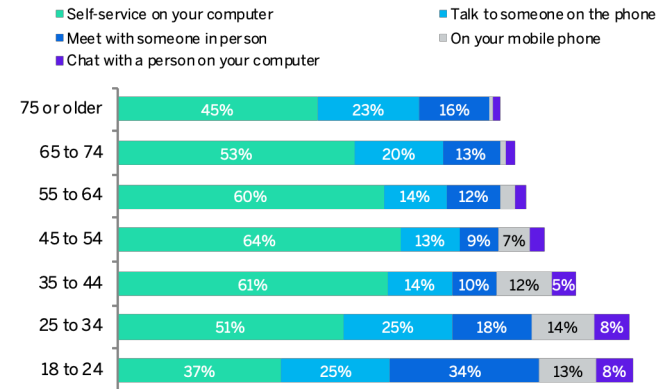
7) Channel Preference By Age: Apply for a New Credit Card

We asked 10,000 U.S. consumers about their channel preferences for applying for a new credit card and compared the responses of different age groups. We found that:

- **Self-service shifted the most.** The changes in preference for using a computer to apply for a new credit card over the past year has the biggest difference in preference by age group of any activity or channel we evaluated. The percentage of 45- to 54-year-olds who favor this channel increase by 8.5 points, while the percentage of 18- to 24-year-olds who favor this channel decreased by 8.1 points.
- **18- to 24-year-olds are most likely to meet with an advisor in person.** The youngest age group shows the strongest preference for meeting with someone to apply for a new credit card, as 34% report favoring this channel over talking to someone on the phone, chatting with someone on the computer, and using their mobile phone.
- **Younger people have a growing appreciation for speaking on the phone.** One-fourth of consumers under the age of 34 favor talking to someone on the phone to apply for a new credit card – the highest percentage of users in any age group. Compared to last year, the percentage of 18- to 24-year-olds who prefer to use a phone to do this activity increased by 9.9 points, while the percentage of 25- to 34-year-olds who prefer the phone increased by 9.7 points.

Channel Preferences By Age: Apply for a New Credit Card

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	-8.1	+9.9	+5.7	-1.6	-1.4
25 to 34	+0.4	+9.7	-3.7	-1.9	-6.2
35 to 44	+6.1	-0.1	-6.0	-2.5	-6.2
45 to 54	+5.8	-0.1	-0.4	0.0	-1.4
55 to 64	+8.5	+0.3	-0.7	+0.1	-0.6
65 to 74	+3.5	+1.1	+0.8	-0.3	+0.2
75 or older	+5.5	+0.8	+2.5	-1.2	-1.9

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

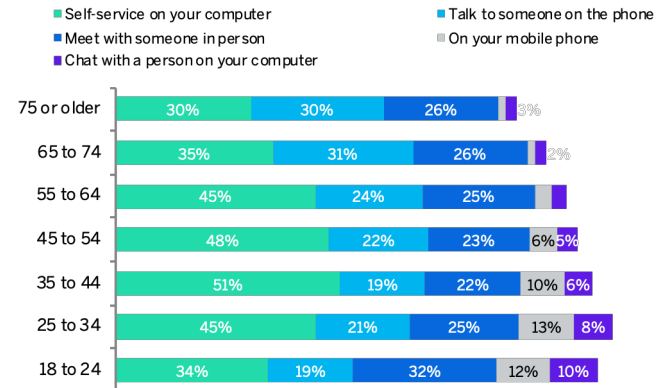
8) Channel Preference By Age: Change the Beneficiary on a Life Insurance Account

We asked 10,000 U.S. consumers about their channel preferences for changing the beneficiary on a life insurance account and compared the responses of different age groups. We found that:

- **Consumers are more evenly split.** The possible costliness of making a mistake when changing the beneficiary on a life insurance account perhaps leads more respondents to favor channels through which they can speak with an actual person, either in person or over the phone. Over half of respondents from the oldest and youngest age groups prefer to enlist the help of another person through these interaction channels.
- **Face-to-face meetings are on the rise.** For the oldest and youngest groups of consumers, the preference for meeting in-person rivals that of self-service on a computer, differing by only four and two percentage points, respectively. 18- to 24-year-olds saw the highest increase in preference for these face-to-face meetings, jumping 5 percentage-points in the last year. Thanks to this increase, the youngest age group is now, perhaps surprisingly, the most inclined to meet with someone in person.

Channel Preferences By Age: Change the Beneficiary on a Life Insurance Account

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	+0.9	+1.2	+5.0	+0.4	-0.9
25 to 34	-0.3	+0.6	-1.9	-0.7	-4.0
35 to 44	+2.4	-0.3	-2.8	-0.8	-4.0
45 to 54	+6.9	-3.5	-0.1	+1.4	+0.1
55 to 64	+7.6	-2.8	+0.5	+1.0	-0.2
65 to 74	+2.4	+1.2	+0.1	+0.4	+0.1
75 or older	+8.5	-5.3	+0.4	-0.7	-1.3

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

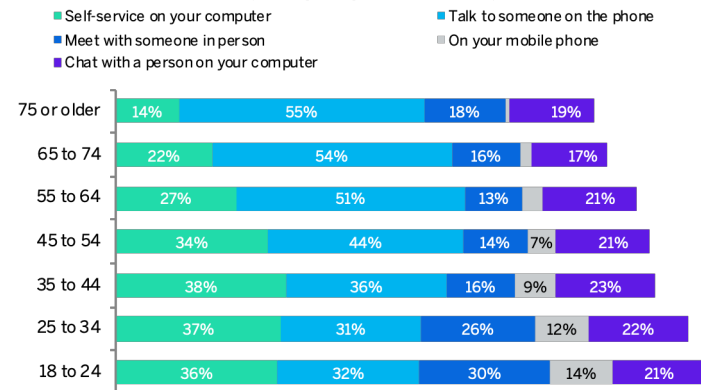
9) Channel Preference By Age: Resolve a Technical Problem with Your Computer

We asked 10,000 U.S. consumers about their channel preferences for resolving a technical problem with their computer and compared the responses of different age groups. We found that:

- **Talking on the phone gains traction.** Speaking to someone on the phone to resolve a technical problem with a computer is the most preferred channel for consumers over the age of 45 and the second most preferred channel for 18- to 44-year-olds. This favorability generally increases with age, as 55% of consumers over 75 opt for this method while 31% of 25- to 34-year-olds choose the same.
- **Mobile phones decrease in popularity in 2017.** In terms of changes between 2016 and 2017, mobile phones saw a decrease across the board of consumers who prefer this method. Mobile phone use dropped by a total of 12 percentage-points over its 2016 numbers, the largest decrease of any channel.
- **25- to 34-year-olds are using most of these channels less often in 2016.** When it comes to solving a technical problem with a computer, fewer 25- to 34- year-olds reported preferring self-service, meeting someone in person, using their mobile phones, and chatting with a person on the computer in 2017 compared to 2016.

Channel Preferences By Age: Resolve a Technical Problem With Your Computer

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	-0.6	+0.7	+3.6	-0.4	-2.1
25 to 34	-0.7	+2.7	-0.3	-3.3	-3.6
35 to 44	+1.7	+4.3	-7.6	-4.1	-0.9
45 to 54	-0.6	+1.3	+0.7	-0.4	+1.7
55 to 64	-1.6	+1.6	-1.3	-1.2	+4.2
65 to 74	-1.6	+0.8	+1.2	-1.0	-0.7
75 or older	-2.0	+4.9	+1.2	-1.6	+2.4

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

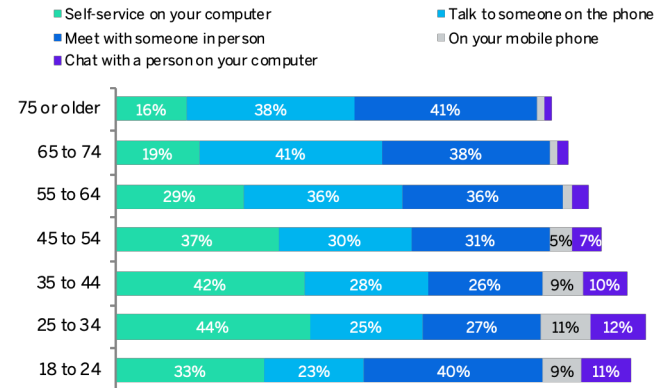
10) Channel Preference By Age: Purchase a New Auto Insurance Policy

We asked 10,000 U.S. consumers about their channel preferences for purchasing a new auto insurance policy and compared the responses of different age groups. We found that:

- **Older consumers shy away from self-service.** While most younger consumers would choose to buy a new auto insurance policy on their computer, consumers 55 and older would prefer to purchase it in person or over the phone. This is especially true for consumers older than 74, as only 16% would use the self-service option, compared to 38% who favor doing it over the and 41% who favor doing it in person.
- **The youngest consumers want to meet with someone in person.** Perhaps due to their unfamiliarity with this activity, consumers younger than 25 would rather purchase auto insurance in person than use a self-service channel. In fact, the only group who shows a stronger preference for meeting face-to-face is the oldest age group, and only by a single percentage-point.
- **Talking on the phone becomes more popular with age.** At 41%, consumers 65- to 74-years-old prefer talking to someone on the phone to select a new auto insurance policy more than any other age group. This number steadily drops off as age decreases, with only 23% of 18- to 24-year-olds choosing the phone as their preferred method.

Channel Preferences By Age: Purchase a New Auto Insurance Policy

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	+3.9	+0.2	+4.9	-2.3	-0.3
25 to 34	+6.3	-1.4	-1.1	-3.1	-1.7
35 to 44	+3.7	+0.1	-2.8	-3.1	-1.1
45 to 54	+1.9	-0.8	+1.9	+0.3	+0.3
55 to 64	+3.0	+1.7	-1.0	-0.7	-0.7
65 to 74	-2.8	+4.9	+1.0	-0.1	-0.2
75 or older	+0.1	+1.5	+2.6	+0.2	-1.3

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

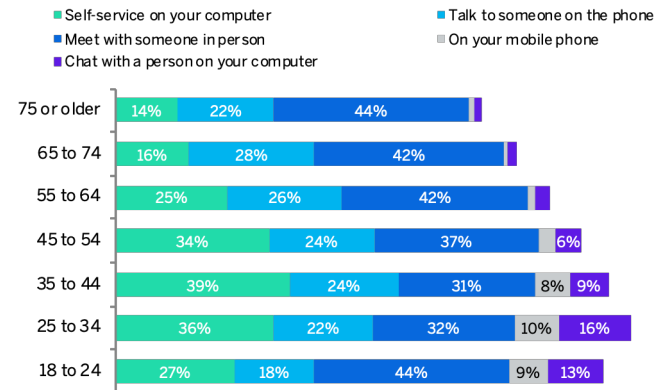
11) Channel Preference By Age: Select a Life Insurance Policy

We asked 10,000 U.S. consumers about their channel preferences for selecting a life insurance policy and compared the responses of different age groups. We found that:

- **Consumers prefer human interactions.** Given the possibly serious consequences of mishandling a life insurance selection, most respondents favor speaking with an actual person, rather than selecting a plan themselves on their mobile phone or computer. At least half of respondents in all age groups demonstrate this preference, with the strongest preference shown by 65- to 74-year olds (70%) and the weakest by 25- to 34-year-olds (54%). Forty-four percent of consumers both younger than 25 and older than 74 would choose to meet with someone in person, making this the most preferred channel across age groups.
- **Preference for mobile decreases with age.** Respondents become less inclined to select a life insurance policy with their mobile device as they age. While 16% of 24- to 35-year-olds and 13% of 18- to 24-year-olds would choose mobile as their preferred channel, only 1% of respondents over the age of 74 would choose the same.

Channel Preferences By Age: Select a Life Insurance Policy

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	+1.0	+0.6	+5.2	-1.0	+2.2
25 to 34	+4.8	+3.6	-5.6	-1.0	+1.6
35 to 44	+5.2	+2.1	-3.2	-1.8	-2.2
45 to 54	+3.4	-0.2	+2.9	+0.4	+1.5
55 to 64	+2.5	+0.5	+3.7	-0.8	+0.2
65 to 74	-2.2	+2.6	+3.0	-0.2	-0.5
75 or older	+1.4	-1.7	+4.7	+0.3	+0.3

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

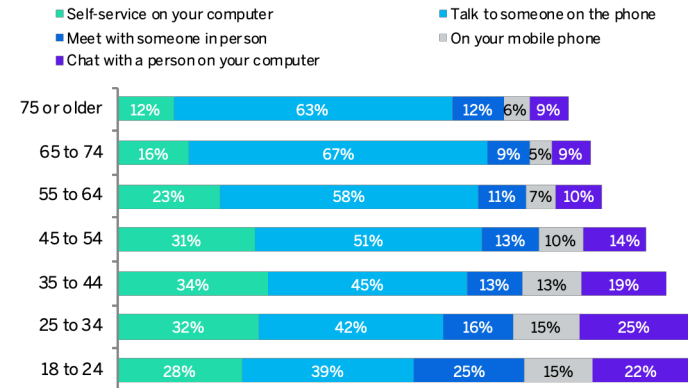
12) Channel Preference By Age: Investigate a Mistake in Your Monthly Cell Phone Bill

We asked 10,000 U.S. consumers about their channel preferences for investigating a mistake in their monthly phone bill and compared the responses of different age groups. We found that:

- **Phone calls are the most popular channel.** The majority of respondents prefer a phone call to any other type of interaction when investigating a mistake in their monthly cell phone bill. This preference increases as age increases, with 67% of 65- to 74-year-olds choosing this medium. On the other end, 18- to 24-year-olds show the weakest preference as only 39% would prefer to use it.
- **Mobile phones are waning in popularity.** Every age group was least inclined to use mobile phones to investigate a mistake in their cell phone bill. Use of this channel decreased for five of the seven age groups between 2016 and 2017, dropping a total of 7.3 percentage points.
- **45- to 54-year-olds are expanding their preferences.** Consumers between the ages of 45 and 54 have increased their usage of all five channels over the past year. Self-service and meeting with someone in person saw the largest gains, increasing by 2.3 and 2.2 percentage points, respectively.

Channel Preferences By Age: Investigate a Mistake in Your Monthly Cell Phone Bill

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	-1.4	-0.1	+5.5	-2.3	+1.5
25 to 34	-0.8	+6.6	-3.2	-2.0	-2.8
35 to 44	+1.8	+6.1	-5.5	-1.7	-2.8
45 to 54	+2.3	+0.3	+2.2	+1.4	+2.0
55 to 64	+2.2	-0.7	-0.1	-0.7	+1.0
65 to 74	-0.3	+4.8	+0.5	-0.6	+1.8
75 or older	+0.5	-1.5	+2.7	+1.3	+0.6

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

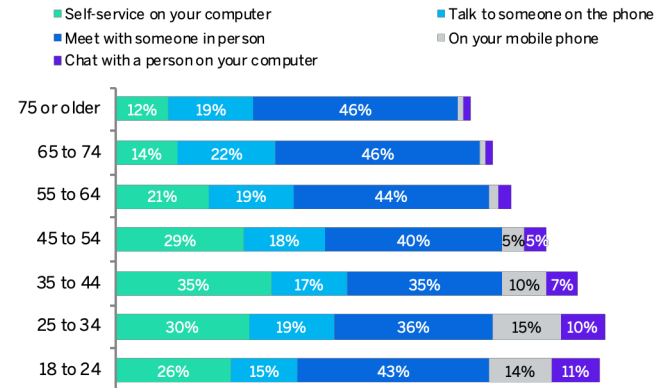
13) Channel Preference By Age: Open a New Investment Account

We asked 10,000 U.S. consumers about their channel preferences for opening a new investment account and compared the responses of different age groups. We found that:

- **Face-to-face interactions are highly valued.** Opening a new investment account is a tricky activity for a person at any age, which is likely why all age groups, from 18 to older than 75, prefer meeting with someone in person. The heaviest preference is shown by those older than 65, as 46% would choose this channel, followed closely by 44% of 55- to 64-year-olds and 43% of 18- to 24-year-olds. Meeting with someone in person also increased in popularity for all age groups except 55- to 64-year-olds, where it dipped by 0.1 percentage-points.
- **Phone call preferences stay relatively constant.** The percentage of respondents who selected talking to someone on the phone as their most preferred method for opening a new investment account stays relatively uniform across all age groups. 65- to 74-year-olds show the largest preference at 22%, which is only seven percentage-points higher than 18- to 24-year-olds, who show the weakest preference.

Channel Preferences By Age: Open a New Investment Account

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24	+1.3	+0.7	+2.9	+1.5	+1.3
25 to 34	+0.2	+2.0	+1.1	-2.4	-2.6
35 to 44	+4.6	0.0	+0.8	-4.7	-3.6
45 to 54	+1.7	-0.4	+2.8	-0.1	+0.3
55 to 64	+3.0	+0.2	-0.1	+0.1	+0.4
65 to 74	-1.3	+3.9	+1.3	+0.2	+0.1
75 or older	-4.4	+0.3	+6.7	+0.3	+0.5

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 and Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.

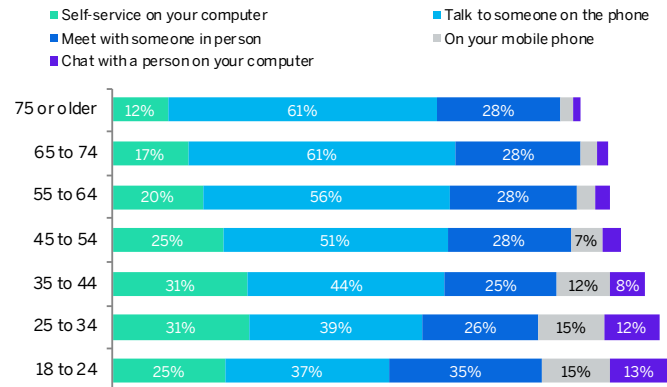
14) Channel Preference By Age: Schedule a Medical Procedure

We asked 10,000 U.S. consumers about their channel preferences for scheduling a medical procedure and compared the responses of different age groups. We found that:

- **Talking on the phone is the most popular.** Across all ages, talking to someone on the phone was the most selected method for scheduling a medical procedure. The popularity ranges from 61% for consumers who are 65-years-old or older down to 37% for the youngest group.
- **Meeting in person has consistent appeal.** The percentage of respondents who prefer to speak to someone in person falls between 25% and 35% across all age groups. In fact, for all age groups older than 45, 28% of respondents chose this channel.
- **Young consumers still use mobile and chat.** More than 12% of consumers below the age of 44 prefer using a mobile phone and more than 8% prefer online chat. The percentage of consumers who would use these channels drops off precipitously after the age of 44, with less than 10% of older consumers choosing mobile and less than 5% choosing live chat.

Channel Preferences By Age: Schedule a Medical Procedure

In which of the following ways would you prefer to do this activity?
(Multiple options allowed)



Changes between Q3 2016 and Q3 2017 (%-points)

Age	Self-service on your computer	Talk to someone on the phone	Meet with someone in person	On your mobile phone	Chat with a person on your computer
18 to 24					
25 to 34					
35 to 44					
45 to 54					
55 to 64					
65 to 74					
75 or older					

Not available. This activity was not included in the 2016 study.

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2017 Consumer Benchmark Surveys

Copyright © 2018, 2019 Qualtrics®. All rights reserved.