

## Financial Literacy Expertise – GWI Zeitgeist

The Financial Literacy Expertise segmentation assigns GWI Zeitgeist October 2022 respondents to one of three groups, using questions from the finances section.

To establish their **financial expertise**, respondents answer a set of questions on how they manage their finances, prepare for their future and the steps they can take to become financially secure. This includes questions on budgets, savings, retirement plans and credit scores.

Respondents are allocated to one of three segments, Advanced, Amateur and Novice by selecting at least 6 of the 8 relevant statements, listed overleaf. They can also qualify for a segment, by selecting 4 or 5 of the statements from the 'above' group. For example, respondents who have selected just 4 advanced behaviors, are assigned to the amateur group.

### Technical definitions

#### Advanced Statements

Advanced respondents select 6+ of:

- I always follow a budget
- I never spend more than my budget
- I save the amount of money that I want to (each month)

- I have 3–6+ months emergency savings
- In the next 3 months, I will save more / the same as I am now
- I don't have any debts
- I know what a credit score is
- I have a financial plan for retirement

### **Amateur Statements**

Amateur respondents select 6+ of:

- I sometimes follow a budget
- I sometimes spend more than my budget
- I save money, but not as much as I want to (each month)
- I have 1–2 months emergency savings
- In the next 3 months, I will save more / the same as I am now
- I have debts that I am paying off each month
- I have heard of a credit score but I don't know what it is
- I am saving for retirement, but I don't have a plan in place

*Or 4 or 5 of the statements advanced statements*

### **Novice Statements**

Novice respondents select 6+ of:

- I rarely/never follow a budget
- I always spend more than my budget
- I don't save money (each month)
- I have less than 1 month emergency savings
- In the next 3 months, I will save less than normal or will save nothing
- I have debts but I am not paying them off each month
- I don't know what a credit score is
- I don't have a financial plan for retirement

*Or 4 or 5 of the amateur statements.*