

CreditChoiceExp [x]

Worker ID

Age

Gender

session

all resources downloaded.

Ok Cancel

READ CAREFULLY: Do NOT exit full screen mode or close this browser.

When you are done, you will automatically be taken out of full screen mode and your data will be saved. If you close your browser before the survey is over, then we assume that you have withdrawn and your HIT will not be approved.

Press the spacebar to continue

Online Consent Form

You are invited to participate in an online research study conducted by Matt Hilchey, a post-doctoral fellow at the University of Toronto's Rotman School of Management. This research is supervised by Professor Dilip Soman. The research is funded by a partnership grant awarded by the Social Sciences and Humanities Research Council (SSHRC) of Canada. Your participation is voluntary. You may refuse to participate or withdraw from the study, at any time, by exiting the study. If you leave the study, your data will not be analyzed and will be deleted.

In this study, you will be shown credit card options for hypothetical financial situations (6 in total). Your goal is to pick the credit card that will cost you the least, given the situation. At the end of the study, you will be asked to complete 2 demographic questions and 4 finance questions. It is your right to refuse to respond. This refusal option will be provided to you on each of these questions. The study will last approximately 10 minutes and you will receive \$.70 for completing the study.

Your responses will be anonymous and your participation in this study will be confidential. Your responses will be associated with a random number, not your name. All data are stored on Pavlovia's server and are encrypted using secure cyphers. The data that you provide will be accessible to Dr. Hilchey, Prof. Soman and researchers working under their supervision. Data will also be accessible by Pavlovia's administration team but will not be shared with any third party (please refer to <https://pavlovia.org/docs/home/ethics> for more information about Pavlovia's data storing, privacy and sharing policies). There are no known significant risks associated with participating in this study and you are expected to benefit only indirectly by contributing to scientific research.

If you would like more information about this study, you may contact: Matthew Hilchey at 416-864-8057 or matthew.hilchey@rotman.utoronto.ca, or Dilip Soman at 416-946-0195 or dilip.Soman@rotman.utoronto.ca. If you would like more information about your rights, you may contact the Ethics Review Office at 416-946-3273 or ethics.review@utoronto.ca.

If this information is not clear or if you do not consent to participate, press the "esc" key to exit. If the preceding information is clear to you and you consent to participate, press the return key. By pressing the return key, you indicate that you understand your rights as a participant and give your consent to participate in this study. If you would like to retain a copy of this form for your records, please contact Matt Hilchey (matthew.hilchey@rotman.utoronto.ca).

One quick thing before we begin:

Whenever you are asked for Matt's favorite game, you must type in pineapple and press return. The experiment ends if this is not done.

Based on the text that you just read, what is Matt's favorite game?

pine|

Great and Welcome!

You will be given 6 scenarios that involve deciding between credit cards.

In each scenario, your goal is to pick the credit card that will cost you the least financially.

Afterward, you will answer 2 basic demographic and 4 multiple choice finance questions.

Press spacebar to continue.

Scenario 1 of 6

You will carry an average monthly balance of \$3000 on a credit card of your choosing for 10 months.

After that, you will immediately pay off the balance in full and cancel the card.

You will make purchases with this card and will always make at least the minimum payment.

On the next screen, two credit card offers will be revealed to you.

Your goal is to choose the credit card that will cost you the least, given the scenario above.

Select the card on the left by pressing the 'left arrow key'.
Select the card on the right by pressing the 'right arrow key'.

Press spacebar to reveal the cards.

Card B (left arrow key to select)

Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Interest Rate	17.99%: Includes purchases, fees cash advances, balance transfers and other charges.
Annual Fees	\$150 on your 1st monthly statement following account opening and then annually thereafter.
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance

Card D (right arrow key to select)

Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Interest Rate	19.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Annual Fees	\$100 on your 1st monthly statement following account opening and then annually thereafter.
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance

Scenario 2 of 6

You will carry an average monthly balance of \$5000 on a credit card of your choosing for 12 months.

After that, you will immediately pay off the balance in full and cancel the card.

You will make purchases with this card and will always make at least the minimum payment.

On the next screen, two credit card offers will be revealed to you.

Your goal is to choose the credit card that will cost you the least, given the scenario above.

Select the card on the left by pressing the 'left arrow key'.
Select the card on the right by pressing the 'right arrow key'.

Press spacebar to reveal the cards.

Card B (left arrow key to select)

Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Annual Interest Rate	18.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Fees	\$50 on your 1st monthly statement following account opening and then annually thereafter.

Card D (right arrow key to select)

Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Annual Interest Rate	21.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Fees	\$100 on your 1st monthly statement following account opening and then annually thereafter.

Scenario 3 of 6

You will carry an average monthly balance of \$4000 on a credit card of your choosing for 6 months.

After that, you will immediately pay off the balance in full and cancel the card.

You will make purchases with this card and will always make at least the minimum payment.

On the next screen, two credit card offers will be revealed to you.

Your goal is to choose the credit card that will cost you the least, given the scenario above.

Select the card on the left by pressing the 'left arrow key'.
Select the card on the right by pressing the 'right arrow key'.

Press spacebar to reveal the cards.

Card B (left arrow key to select)

Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Annual Interest Rate	18.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Fees	\$200 on your 1st monthly statement following account opening and then annually thereafter.

Card D (right arrow key to select)

Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Annual Interest Rate	10.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Fees	\$150 on your 1st monthly statement following account opening and then annually thereafter.

Scenario 4 of 6

You will carry an average monthly balance of \$3000 on a credit card of your choosing for 10 months.

After that, you will immediately pay off the balance in full and cancel the card.

You will make purchases with this card and will always make at least the minimum payment.

On the next screen, two credit card offers will be revealed to you.

Your goal is to choose the credit card that will cost you the least, given the scenario above.

Select the card on the left by pressing the 'left arrow key'.
Select the card on the right by pressing the 'right arrow key'.

Press spacebar to reveal the cards.

Card B (left arrow key to select)

Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Fees	\$200 on your 1st monthly statement following account opening and then annually thereafter.
Annual Interest Rate	18.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5

Card D (right arrow key to select)

Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Fees	\$50 on your 1st monthly statement following account opening and then annually thereafter.
Annual Interest Rate	11.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5

Scenario 5 of 6

You will carry an average monthly balance of \$5000 on a credit card of your choosing for 12 months.

After that, you will immediately pay off the balance in full and cancel the card.

You will make purchases with this card and will always make at least the minimum payment.

On the next screen, two credit card offers will be revealed to you.

Your goal is to choose the credit card that will cost you the least, given the scenario above.

Select the card on the left by pressing the 'left arrow key'.
Select the card on the right by pressing the 'right arrow key'.

Press spacebar to reveal the cards.

Card B (left arrow key to select)

Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Interest Rate	10.99%: Includes purchases, fees cash advances, balance transfers and other charges.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Annual Fees	\$50 on your 1st monthly statement following account opening and then annually thereafter.

Card D (right arrow key to select)

Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Annual Interest Rate	19.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Annual Fees	\$150 on your 1st monthly statement following account opening and then annually thereafter.

Scenario 6 of 6

You will carry an average monthly balance of \$2000 on a credit card of your choosing for 4 months.

After that, you will immediately pay off the balance in full and cancel the card.

You will make purchases with this card and will always make at least the minimum payment.

On the next screen, two credit card offers will be revealed to you.

Your goal is to choose the credit card that will cost you the least, given the scenario above.

Select the card on the left by pressing the 'left arrow key'.
Select the card on the right by pressing the 'right arrow key'.

Press spacebar to reveal the cards.

Card B (left arrow key to select)

Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Annual Interest Rate	13.99%: Includes purchases, fees cash advances, balance transfers and other charges.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Annual Fees	\$100 on your 1st monthly statement following account opening and then annually thereafter.
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5

Card D (right arrow key to select)

Foreign Currency Conversion	Foreign currency transactions occur no later than the date that the transaction is posted to your account.
Annual Interest Rate	20.99%: Includes purchases, fees, cash advances, balance transfers and other charges.
Minimum Payment	The greater of the following: (i) \$10 plus interest and fees or (ii) 5% of your statement balance
Annual Fees	\$200 on your 1st monthly statement following account opening and then annually thereafter.
Interest Free Grace Period	You will benefit from an interest-free grace period of at least 21 days for new purchases and fees if you pay your balance in full by the payment due date.
Other Fees	Cash advance transaction fee: \$5 Dishonored payment fee: \$35 International ATM fee: \$5

Question 1 of 6: Type in your country of residence and press return.
If you would rather not answer, type "prefer not to answer" and press return.

Question 2 of 6: Type in your highest level of educational attainment and press return.
If you would rather not answer, type "prefer not to answer" and press return.

Question 3 of 6: When choosing a credit card, I:

- a. Care more about low interest rates than low annual fees.
- b. Care more about low annual fees than low interest rates.
- c. Care equally about low annual fees and interest rates.
- d. Refuse to answer

Type a, b, c or d.

Question 4 of 6: Suppose you had \$100 in a savings account and the interest rate was 2% per year. After 5 years, how much do you think you would have in the account if you left the money to grow?

- a. More than \$102
- b. Exactly \$102
- c. Less than \$102
- d. Do not know
- e. Refuse to answer

Type a, b, c, d or e.

Question 5 of 6: Imagine that the interest rate on your savings account was 1% per year and inflation was 2% per year. After 1 year, how much would you be able to buy with the money in this account?

- a. More than today
- b. Exactly the same
- c. Less than today
- d. Do not know
- e. Refuse to Answer

Type a, b, c, d or e.

Question 6 of 6: Please tell me whether this statement is true or false: "Buying a single company's stock usually provides a safer return than a stock mutual fund."

- a. True
- b. False
- c. Do not know
- d. Refuse to answer

Type in a, b, c, or d.

Survey Code and Debriefing

IMPORTANT: DO NOT CLOSE YOUR BROWSER. To end this survey, press the spacebar and return to Mechanical Turk to enter this survey code: 733984.

The goal of this research is to assess how different ways of providing financial information in federally mandated information disclosure boxes influences credit card choice. The research is motivated by recent government reports calling into question the effectiveness of mandated financial information disclosures on improving consumer welfare. These reports have acknowledged that most people do not attend to or understand the information that is provided about financial goods and services and that mandated financial information disclosures have had unsatisfactory effects on improving financial well-being.

In these experiments, we present financial information in different ways to different people. We vary how and where the information is provided inside of the information boxes. In some cases, we highlight the annual interest rate by making it much brighter than other credit card attributes. In other cases, we highlight the annual fees, nothing or multiple attributes. We also vary which credit card attributes are disclosed near the top, middle or bottom of the information box. These variations allow us to determine how the relative visual salience of a credit card attribute can influence choice. You also provided some demographic information and completed a financial literacy questionnaire. These allow us to determine whether certain people are more likely to be influenced by the manner in which information is disclosed.

By contributing to this research project today, you have helped us better understand what needs to be done to ensure that consumers have access to and understand financial products and services in the marketplace. We will use this knowledge to develop theories and to recommend best practices for making sure that the consumer accesses and understands important financial product information.

Should you have any further questions about this study or like to receive a report when the project is completed, please contact Matt Hilchey (matthew.hilchey@rotman.utoronto.ca). If you would like further information regarding your rights as a participant, you may contact the Ethics Review Office, 416-946-3273 or ethics.review@utoronto.ca.