

Survey			
	QUESTIONS	TYPE	REMARK
<i>Confirmation</i>			
1	Are you currently pursuing a degree in Hong Kong or Macau?	Dichotomous	Hong Kong/ Macau
<i>Personal Particulars (Part 1)</i>			
2	Which tertiary education institutions do you currently attend?	Multiple choices	For HK
3	Do you use any banking service?	Dichotomous	For Hong Kong Yes/ No
4	Which tertiary education institution do you currently attend	Multiple choices	For Macau
5	Do you use any banking service?	Dichotomous	For Macau Yes/ No
<i>Experience in Banking (Part 1)</i>			
6	Which banks do you use?	Multiple choices	For HK (Multi-answers allowed)
7	Which banks do you use?	Multiple choices	For Macau (Multi-answers allowed)
<i>Experience in Banking (Part 2)</i>			
8	How often do you use Branch services once?	Quantitative questions	Answer in days
9	How long do you usually spend on a single time of Branch service?	Quantitative questions	Answer in minutes
10	How often do you use Digital services once?	Quantitative questions	Answer in days
11	How long do you usually spend on a single time of Digital service?	Quantitative questions	Answer in minutes
<i>Satisfaction levels of banking products</i>			
12	Are you satisfied or dissatisfied with the services/ products offered by your bank(s)?	Dichotomous	Yes/ No
13	In general, how are you satisfy or dissatisfied with the following services/ products?	5-point Likert scale	
14	Are you considering switching to another bank(s) or opening an account in another bank?	Dichotomous	Yes/ No
15	Do you agree or disagree that the following elements are the factors of switching to other banks or opening an account in another bank?	5-point Likert scale	
16	In general, do the bank(s) that you are using achieve satisfaction with the following elements?	5-point Likert scale	
<i>Opinion about banking products and financial services</i>			
17	Which type of banking services do you prefer, digital or physical?	Dichotomous	Yes/ No
18	Are you aware of your bank's technological development in banking services?	Dichotomous	Yes/ No
19	Do you favour or oppose combining technology with banking services?	Dichotomous	Yes/ No
20	Do you favour or oppose that the bank that you use provide more personalized services with aid of your data?	Dichotomous	Yes/ No
21	Do you trust or distrust sharing customer data with the business partners of the bank for more personalized services?	Dichotomous	Yes/ No
22	Do you trust or distrust that banking services combined with technology can provide the following values?	Dichotomous	Yes/ No
23	Do you favour or oppose the following banking products or services in the market?	Dichotomous	Yes/ No
24	Do you have any opinion/ suggestion for banking services?	Open Question	Qualitative analysis
<i>Personal Particulars (Part 2)</i>			
25	Sex	Dichotomous	Male/ Female
26	Age	Quantitative questions	Answer in integer
27	Are you a local student? If you are an international student, please fill your nationality in 'Other...'. What year are you in	Semi-open Question	Non-local: Fill
28	What year are you in	Multiple choices	
29	Which faculty do you belong to?	Multiple choices	
30	Do the subjects you studied in tertiary education related to finance?	Dichotomous	Yes/ No