

# Go Direct Insert Testing Focus Group Handout

What is the main point of this insert?

Following are several statements that could be used to describe each insert. Please indicate how well each statement describes the insert using a “1” to “5” scale where a “1” means the statement does not describe the insert at all, and a “5” means the statement describes the insert extremely well. You can circle any number between 1 and 5. **(PLEASE CIRCLE ONE NUMBER)**

Is clear and understandable.

1-----2-----3-----4-----5

Grabs my attention.

1-----2-----3-----4-----5

Communicates the benefits of direct deposit and the **Direct Express** card.

1-----2-----3-----4-----5

Motivates me want to switch to an electronic payment method for my federal benefit payment.

1-----2-----3-----4-----5

The layout, design, and colors are appealing.

1-----2-----3-----4-----5

Please indicate how likely you would be to do the following: **(PLEASE CIRCLE ONE ANSWER)**

How likely would you be to read this insert if it arrived with your check?	Very likely	Somewhat likely	Not very likely	Not likely at all
How likely would you be to call the 1-800 number, go online, or go to your bank to sign up for direct deposit after seeing this insert?	Very likely	Somewhat likely	Not very likely	Not likely at all
How likely would you be to call the 1-800 number or go online to sign up for the <b>Direct Express</b> card after seeing this insert?	Very likely	Somewhat likely	Not very likely	Not likely at all