

DIRECT EXPRESS® CARDHOLDER SURVEY
1,000 Direct Express® Cardholders
200 Direct Express® Mobile App Users

2016

INTRODUCTION

[ASK TO SPEAK TO SPECIFIC PERSON ON THE LIST. NO OTHER PERSON IN THE HOUSEHOLD QUALIFIES FOR THE SURVEY.]

Hello. My name is _____ with KRC Research, an independent market research company. I am calling on behalf of the U.S. Department of the Treasury to ask about your experience with the **Direct Express®** card. May I speak with _____?

This is NOT a sales call. This call is for research purposes only. We are conducting a survey of people who have signed up for the **Direct Express®** card, a prepaid debit card that allows people to receive their federal benefit payment electronically and not by paper check.

We would like to include your opinions for this very important research project to help us better understand your needs. All of your individual responses will remain completely private and will not be shared with the government or anyone else as allowed by law. I am only interested in your opinions. This survey should take about 17 minutes of your time.

IF NEEDED: Nothing you say will affect the amount of your benefit payment. I am only interested in your experiences with the Direct Express® card.

INTERVIEWER INSTRUCTIONS: IF RESPONDENT EXPRESSES CONCERN AT ANY POINT DURING THE INTERVIEW, REASSURE THEM THAT YOU DO NOT WORK FOR THE GOVERNMENT. YOU ARE WORKING FOR AN INDEPENDENT RESEARCH COMPANY. THEIR ANSWERS WILL BE KEPT CONFIDENTIAL AND THEIR INDIVIDUAL RESPONSES WILL NOT BE SHARED WITH ANYONE AS ALLOWED BY LAW.

IF RESPONDENT WANTS A PHONE NUMBER TO CALL TO VERIFY THIS IS A LEGITIMATE SURVEY: **MATTHEW HELFRICH (215) 516-8022.**

IF RESPONDENT SPEAKS SPANISH, PLEASE CONDUCT THE INTERVIEW IN SPANISH.

SCREENER

S1. RECORD PAYMENT TYPE FROM SAMPLE.

Social Security Recipient.....	1
Supplemental Security Income Recipient.....	2
Veterans Affairs Recipient.....	3
Railroad Retirement Board.....	4
Other.....	9

S1a. RECORD SIGN-UP DATE FROM SAMPLE.

Before May 1, 2011.....	1
On or after May 1, 2011.....	2
Other.....	4

S1b. RECORD SIGN-UP DATE FROM SAMPLE.

Before March 1, 2013.....	1
On or after March 1, 2013.....	2
Other.....	4

S2. GENDER: RECORD.

Male.....	1
Female.....	2

S3. Do you receive federal benefit payments on the **Direct Express**[®] card for yourself, on behalf of someone else as their representative payee, or both?

Self.....	1
Someone else.....	2
Both.....	3
TERMINATE Do not receive benefits on the Direct Express [®] card.....	4
TERMINATE Don't know/refused (VOL).....	9

S3a. **(ASK IF S3=2 OR 3)** Do you receive a payment for . . . **(READ RESPONSES. ACCEPT ALL THAT APPLY.)**

A minor child living in your household.....	1
An adult child living in your household.....	2
An adult child not living in your household.....	3
A parent living in your household.....	4
A parent not living in your household.....	5
Other (VOL).....	6
Don't know/refused (VOL).....	9

IF S3=1 OR 3

For this survey, please answer the questions only about your own federal benefit payment.

IF S3=2

For this survey, please answer the questions about the federal benefit payment you receive for someone else.

S4. What payments do you receive on your **Direct Express®** card? **(READ RESPONSES. ACCEPT ALL THAT APPLY.)**

- A Social Security payment.....1
- An SSI payment.....2
- A VA payment.....3
- A Railroad Retirement Board payment.....4
- Other federal benefit payments.....5
- Don't know/refused (VOL).....9

S4a. **ASK IF S4=1:** What type of Social Security payment do you receive? If you receive more than one, please tell me all the types you receive. **(READ RESPONSES. ACCEPT ALL THAT APPLY.)**

- Disability benefits.....1
- Retirement benefits.....2
- Survivor benefits for a deceased parent or spouse.....3
- Other (VOL).....4

S4b. Did you sign up for the **Direct Express®** card when you enrolled for benefits through the Social Security Administration or other agency, or did you apply for the card after you already began receiving your benefit payment by check or direct deposit?

- On initial enrollment.....1
- After receiving payments.....2
- TERMINATE** Don't know/refused (VOL).....9

S5. Have you activated and used your **Direct Express®** card?

- Yes.....1
- TERMINATE** No.....2
- TERMINATE** Don't know/refused (VOL).....9

S6. Approximately how long have you been receiving your benefit payments on the **Direct Express®** card? **(READ RESPONSES.)**

- TERMINATE** One to two months.....1
- Three months to less than one year.....2
- One year to less than three years.....3
- Three years or more.....4
- TERMINATE** Don't know/refused (VOL).....9

BANKING STATUS/SATISFACTION

- 1 Do you currently have a checking or savings account with a bank, credit union, or other financial institution?
- Yes.....1
 No.....2
 Don't know/refused (VOL).....9
- 2 **[IF Q1=2 OR 9]** When you signed up for the **Direct Express** card, did you have a checking or savings account with a bank, credit union, or other financial institution?
- Yes.....1
 No.....2
 Don't know/refused (VOL).....9
- 3 **[IF Q1=2 OR 9 AND Q2≠1]** Have you EVER had a checking or savings account with a bank, credit union, or other financial institution?
- Yes.....1
 No.....2
 Don't know/refused (VOL).....9
- 4 **[IF Q1=1]** Which of the following types of financial accounts or services do you currently have? **[MULTIPLE RESPONSE, RANDOMIZE.]**
- Checking account.....1
 Savings account.....2
 Investments such as stocks, bonds, or mutual funds.....3
 CD or Savings Certificate.....4
 Individual Retirement Account or IRA.....5
 Money Market Account.....6
 Credit card.....7
 Other.....8
 NONE OF THE ABOVE.....9
 Don't know/not sure (VOL).....99

Now I'd like to ask you some questions about your **Direct Express**[®] card.

- 5 Overall, how satisfied are you with the **Direct Express**[®] card? **(READ RESPONSES)**
- Very satisfied.....1
 Somewhat satisfied.....2
 Neither satisfied nor unsatisfied.....3
 Somewhat unsatisfied.....4
 Very unsatisfied.....5
 Don't know/refused (VOL).....9

ASK Q6 IF Q5=3,4,5

6 Why do you say you are [READ RESPONSE FROM Q5] with the **Direct Express®** card? (OPEN-END. RECORD VERBATIM RESPONSE)

USAGE

Now, I am going to read you different statements about the **Direct Express®** card. After I read each statement, please tell me whether you were aware or NOT aware of this feature of the **Direct Express®** card. If you were not aware, that's fine, please just say so. (RANDOMIZE.)

		Aware	Not Aware	DK (vol)
7	You can receive one free ATM withdrawal per month for each deposit without paying any fees if you use an ATM within the Direct Express® network.	1	2	9
8	You can make purchases at grocery stores, restaurants, or other retail locations with no fees on the card.	1	2	9
9	You can get cash back when you make a purchase from grocery stores or other retail locations at no cost to you.	1	2	9
10	You can pay many bills like utilities and cable television by phone or online.	1	2	9
11	You can shop and make purchases online.	1	2	9
12	Through PayPerks®, you have chances to win cash prizes for taking online tutorials and surveys that will help you understand how to use your Direct Express® card.	1	2	9
13	You can use the Direct Express® mobile app on your smartphone to check your balance or to see if a deposit has been made.	1	2	9

Now I am going to read you different ways you can use the **Direct Express**[®] card. After I read each one, please tell me how often you use your **Direct Express**[®] card for that activity in a typical month— more than 10 times, 2 to 10 times, once a month, less often than once a month, or never.

Here’s the first one [READ ITEM]: **(REPEAT SCALE AS NECESSARY. RANDOMIZE.)**

		More than 10 times	2 to 10 times	Once a month	Less often	Never	DK (vol)
14	Get cash at ATMs.	1	2	3	4	5	9
15	Make purchases at grocery stores, restaurants, or other retail locations.	1	2	3	4	5	9
16	Get cash back from grocery stores or other retail locations.	1	2	3	4	5	9
17	Make online purchases.	1	2	3	4	5	9
18	Get cash from a bank teller.	1	2	3	4	5	9
19	Get cash from a check cashing place.	1	2	3	4	5	9
20	Which of the following do you use your Direct Express [®] card for at least once a month? That means, you either swipe or dip to use the card to make the payment, not take cash from the card and make the payment in cash. (READ RESPONSES. RANDOMIZE. ACCEPT ALL THAT APPLY.)						
	Purchase money orders.....						1
	Pay bills such as cable television and utilities by phone or online.....						2
	Transfer money from your Direct Express [®] card to a bank account.....						3
	Pay rent.....						4
	NONE OF THE ABOVE.....						5
	Don’t know/refused (VOL).....						9
21	Do you use your Direct Express [®] card to make automatic or recurring payments for things like utility bills, your cell phone bill, or other monthly payments?						
	Yes.....						1
	No.....						2
	Don’t know/refused (VOL).....						9

22 Do you regularly take all or most of your money from the **Direct Express**[®] card in cash either from a bank teller or through ATM withdrawals at the beginning of each month or soon after your payment day?

- Yes.....1
- No.....2
- Don't know/refused (VOL).....9

ASK Q23 IF Q22=2,9

23 At the beginning of each month or soon after payment day, how much of your payment do you usually take out in cash?

- More than half.....1
- About half.....2
- Less than half.....3
- Don't know/refused (VOL).....9

ASK Q24 IF Q22=1 OR Q23=1, 2

24 Now I am going to read you a list of reasons why some people might withdraw half or more of their money from their **Direct Express**[®] card each month. For each one I read, please tell me if that is a reason you withdraw half or more of your money in cash each month. You may choose as many as apply. **(RANDOMIZE. MULTIPLE RESPONSE. ACCEPT ALL THAT APPLY.)**

- I have to pay my rent in cash each month and it takes most of my money.....1
- I don't want the government or anyone else knowing how I spend my money.....2
- I am not sure how to use the card to make purchases and pay bills.....3
- I am not sure the card is secure and I don't want someone to steal my money.....4
- Not all the places I shop accept the **Direct Express**[®] card.....5
- I prefer to use cash instead of the **Direct Express**[®] card.....6
- It is easier to keep track of my balance or how much money I have left for the month.....7
- I transfer the cash to a bank account.....8
- It's a habit.....9
- I have experienced fraud on my card.....10
- NONE OF THE ABOVE (VOL).....98
- Don't know/refused (VOL).....99

PAYPERKS®

Now I am going to ask you a few questions about PayPerks®. PayPerks® is a free online rewards program that is available for **Direct Express®** cardholders. PayPerks® gives you chances to win cash prizes just for learning about your **Direct Express®** card. PayPerks' online tutorials and surveys will help you understand how to use your **Direct Express®** card so you can avoid fees, save time, and keep your money safe and secure.

- 25 Have you created a PayPerks® account and taken any online tutorials or surveys?
- Yes.....1
 No.....2
 Don't know/refused (VOL).....9

26 **[IF Q12=1]** Why have you NOT created a PayPerks® account for your Direct Express card? **(OPEN-END. RECORD VERBATIM RESPONSE)**

- 27 How does knowing that PayPerks® is offered on your **Direct Express®** card make you feel – **(READ RESPONSES. ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** about **Direct Express®**?
- Much more positive.....1
 Somewhat more positive.....2
 No difference.....3
 Somewhat more negative.....4
 Much more negative.....5
 Don't know/refused (VOL).....9

NEW FEATURES

Following are potential new features of the **Direct Express®** card. For each one I read, please tell me if you would be very interested, somewhat interested, not very interested, or not interested at all in that feature. **(RANDOMIZE.)**

		Very	Somewhat	Not very	Not at all	DK /Ref (VOL)
28	Being able to add or load money from other sources to the card.	1	2	3	4	9
29	Receive alerts with your balance after every transaction on a smartphone app.	1	2	3	4	9

CELL PHONE USAGE

- 30 Do you currently have a working cell phone that you use on a regular basis? Please include any cell phones that you share with others in your household.
- Yes.....1
 No.....2
 Don't know/refused (VOL).....9
- 31 Do you currently use or own a smartphone? By smartphone we mean a mobile phone that runs on an operating system, offers advanced computing ability, and can access the Internet. Examples of a smartphone include the Droid® that runs on the Android® operating system like Samsung® and LG, Apple® iPhone®, and Blackberry®.
- Yes.....1
 No.....2
 Don't know/refused (VOL).....9
- 31a. And, is your smartphone an Android or Apple?
- Android.....1
 Apple.....2
 Don't know/refused (VOL).....9

MOBILE BANKING USAGE

ASK ALL

- 32 Have you used the **Direct Express®** free mobile app on your smartphone?
- Yes.....1
 No.....2
 Don't know.....9

ASK Q33 AND Q34 IF Q13=1 OR IS PART OF MOBILE APP SAMPLE

- 33 Why have you not used the **Direct Express®** free mobile app on your smartphone? **(OPEN-END. RECORD VERBATIM RESPONSE)**
-

- 34 Where did you hear about the **Direct Express®** Mobile app?
- An e-mail from PayPerks®.....1
 Found it myself in the app store.....2
 From a friend or family member.....3
 Other (specify).....4
 Don't know/refused (VOL).....9

ASK Q35 TO Q42 IF Q32=1 OTHERWISE SKIP TO Q43

35 Overall, how satisfied are you with the **Direct Express®** app? **(READ RESPONSES)**

- Very satisfied.....1
- Somewhat satisfied.....2
- Neither satisfied nor unsatisfied.....3
- Somewhat unsatisfied.....4
- Very unsatisfied.....5
- Don't know/refused (VOL).....9

36 How would you describe the process for signing up for the **Direct Express®** mobile app?
[READ RESPONSES. ROTATE TOP TO BOTTOM, BOTTOM TO TOP.]

- Very easy.....1
- Easy.....2
- Difficult.....3
- Very difficult.....4
- Don't Know (VOL).....9

37 What feature of the app do you find most useful?

- Check account balance.....1
- View recent transactions.....2
- Finding ATMs.....3
- Find cash back merchant locations.....4
- Other (specify).....5
- Don't Know (VOL).....9

38 In an average month, how often would you say you use the **Direct Express®** mobile app for anything?

- Once.....1
- Two to five times.....2
- Six to ten times.....3
- More than 10 times.....4
- I use the app less than once a month.....5
- Don't know (VOL).....9

39 **[DO NOT ASK IF Q38=5]** In an average month, how often would you say you use the **Direct Express®** mobile app specifically to check your account balance?

- Once.....1
- Two to five times.....2
- Six to ten times.....3
- More than 10 times.....4
- I use the app to check my balance less than once a month.....5
- Don't know (VOL).....9

40. On the day benefit payment is due each month, do you usually check to confirm that a deposit has been made using your **Direct Express®** app? **(ACCEPT ONE RESPONSE.)**

- Yes.....1
- No.....2
- Sometimes (VOL).....3
- Don't know/refused (VOL).....9

41. Does having access to your balance on the **Direct Express®** app make you much more likely, somewhat more likely, somewhat less likely, or much less likely to use your **Direct Express®** card instead of cash to make purchases? If it has no impact on how likely you are to use the card instead of cash, please say so.

- Much more likely.....1
- Somewhat more likely.....2
- Somewhat less likely.....3
- Much less likely.....4
- No impact.....5
- Don't know (VOL).....9

42. Have you ever used another mobile app to get your **Direct Express®** card balance?

- Yes.....1
- No.....2
- Don't know/refused (VOL).....9

OTHER CARD USAGE

Now I am going to ask you a few questions about prepaid cards. Please listen to the following descriptions closely.

A prepaid card is a card that has money stored or loaded onto it. Some of these cards may have a MasterCard, Visa, Discover, or American Express logo on them but they are not a credit or debit card.

Which of the following types of prepaid cards, if any, do you currently own?

		Yes, own	No, do not own
43	A payroll card , which is an employer issued card given to employees for compensation instead of cash, check, or direct deposit. It can be used to make purchases, pay bills, or make other payments anywhere debit or credit cards are accepted and often has a MasterCard or Visa logo.	1	2

		Yes, own	No, do not own
	A general purpose reloadable prepaid card , which can be used anywhere debit or credit cards are accepted and almost always has a logo from MasterCard, Visa, American Express, or Discover. These cards can be reloaded with additional money by the cardholder. Examples include: NetSpend, Green Dot, the Walmart Money Card, and the Rush Card, although there are many different brands of prepaid cards on the market.	1	2

IF Q44=YES ASK Q45 TO Q48

45 Which brand of reloadable prepaid card do you use? If you use more than one select the one you use most often.

- Bluebird from American Express.....1
- Emerald Card from H&R Block.....4
- Green Dot.....5
- Netspend.....7
- Paypal Prepaid MasterCard.....9
- RushCard.....11
- Walgreens Balance Financial.....15
- Wal-Mart MoneyCard.....16
- Western Union MoneyWise.....17
- Other [SPECIFY _____].....18

46 How much cash do you typically reload onto your prepaid card in an average month?

- \$20 or less.....1
- \$21 to \$50.....2
- \$51 to \$100.....3
- \$100 to \$200.....4
- More than \$200.....5
- It varies each time.....6

47 What are the main reasons you use a general purpose reloadable prepaid card? Please choose all that apply.

- To pay expenses and bills.....1
- To make purchases in stores.....2
- To manage my budget.....3
- To prevent overspending.....4
- As a replacement for a checking or savings account.....5
- To shop online.....6
- For my children or other family members to use.....7
- To maintain the privacy of my transactions.....8
- For travel.....9
- None of the above [EXCLUSIVE. ANCHOR].....10

48 If you could load money onto your **Direct Express**[®] would that eliminate the need for your general purpose reloadable card, or not really?

- Yes.....1
- No.....2
- Don't know (VOL).....3

49 Do you currently receive benefits or payments from your state government for any of the following on an EBT or Electronic Benefit Transfer card? Please keep in mind that programs and their respective names may vary by State. Please choose all that apply. **(MULTIPLE RESPONSE. ACCEPT ALL THAT APPLY.)**

- Temporary Assistance for Needy Families, known as TANF **[PRONOUNCED: /[tanif](#)/]**.....1
- Supplemental Nutrition Assistance Program, known as SNAP.....2
- WIC, the Women, Infants, and Children program.....3
- NONE OF THESE.....8
- Don't know/no answer (VOL).....9

ASK IF Q49 ≠8 OR 9

50 How confident are you in your understanding of how to use your EBT card(s)? **(READ RESPONSES)**

- Very confident.....1
- Somewhat confident.....2
- Neither.....3
- Not very confident.....4
- Not confident at all.....5
- Don't know/refused (VOL).....9

51 Overall, how satisfied are you with your experience in using your EBT card(s)? **(READ RESPONSES)**

- Very satisfied.....1
- Somewhat satisfied.....2
- Neither satisfied nor unsatisfied.....3
- Somewhat unsatisfied.....4
- Very unsatisfied.....5
- Don't know/refused (VOL).....9

Have you ever experienced any of the following?

		Yes	No
52	Fraud on your Direct Express card where someone stole money from the card or made unauthorized purchases.	1	2
	An ATM providing less cash than you asked for and the full amount being debited from your card?	1	2
	Left your card in an ATM.	1	2

55 **[IF Q52=1]** Did this experience prompt you to start using cash instead of the card to pay bills or make purchases?

Yes.....1
 No.....2
 Don't know/refused (VOL).....3

DEMOGRAPHICS

ASK ALL

Finally, I have a few questions for statistical purposes only.

56 Do you own or rent the place you live in? (**READ LIST. ACCEPT ONLY ONE RESPONSE.**)

Own.....1
 Rent.....2
 Other.....3
 Homeless (VOL).....8
 Don't know/refused (VOL).....9

IF Q56=8 DO NOT ASK Q57 AND CODE AS 10 (HOMELESS)

57 Please tell me which of the following best describes the type of place you live in.
(READ RESPONSES. ACCEPT ONLY ONE RESPONSE.)

Government subsidized housing or apartment.....	1
The home or apartment of a friend or relative.....	2
A regular apartment building.....	3
A mobile home.....	4
A single family home.....	5
Condominium.....	6
Assisted living facility.....	7
Nursing home.....	8
A hotel or motel.....	9
Homeless.....	10
Other (specify) _____.....	11
Don't know/refused (VOL).....	99

58 Now we want to ask you about a few other government benefits you may or may not receive. Do you receive any of the following? **(READ RESPONSES)**

Medicare.....	1
Medicaid [MediCAL in California].....	2
An Earned Income Tax Credit or EITC.....	3
A Lifeline Mobile Phone.....	4
Don't know/refused (VOL).....	9

59 What is your age? **(DO NOT READ LIST.)**

Under 18.....	1
18 to 24.....	2
25 to 29.....	3
30 to 34.....	4
35 to 39.....	5
40 to 44.....	6
45 to 49.....	7
50 to 54.....	8
55 to 59.....	9
60 to 64.....	10
65 to 69.....	11
70 to 74.....	12
75 to 79.....	13
80 to 84.....	14
85 and older.....	15
Don't know/refused (VOL).....	99

60 What is the last grade of school you completed? (DO NOT READ.)

Did not complete high school.....	1
High school graduate.....	2
Some college or vocational training such as a vocational school, trade school, or 2-year associates degree.....	3
Completed a 4-year college degree.....	4
Postgraduate or professional degree like a Master’s, PhD, MBA, JD, or other professional degree.....	5
Don’t know/refused (VOL).....	9

61 Would you describe yourself as... (READ RESPONSES.)

Hispanic or Latino.....	1
.....	
.....	
.....	
Prefer not to answer (VOL).....	9

62 Would you describe yourself as (READ RESPONSES. ACCEPT MULTIPLE RE-
SPONSES)...

American Indian or Alaskan Native.....	1
Asian.....	2
Black or African American.....	3
Native Hawaiian or Other Pacific Islander.....	4
White.....	5
Prefer not to answer (VOL).....	9

63 (ASK IF S1=1 OR 2): Approximately how many years have you been receiving your
Social Security or SSI benefit payment?

(RECORD. IF LESS THAN 1 YEAR RECORD 1).	
Don’t know/refused (VOL).....	9

64 (ASK IF S1=3): Approximately how many years have you been receiving your Veterans
Affairs benefit payment?

(RECORD. IF LESS THAN 1 YEAR RECORD 1).	
Don’t know/refused (VOL).....	9

65 (ASK IF S1=4): Approximately how many years have you been receiving your federal
benefit payment?

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(RECORD. IF LESS THAN 1 YEAR RECORD 1).
Don't know/refused (VOL).....9

66 RECORD LANGUAGE INTERVIEW WAS CONDUCTED IN.

English.....1
Spanish.....2

RECORD FROM SAMPLE:

Phone:.....(____) ____ - ____
CBSA code....._____
State:_____
Region:.....____

DATE OF INTERVIEW.....__ / __ / 16

Thank you again. Goodbye.