

**2015 Qualitative Research on Bank Efforts - Focus Groups:
Phase 4 Recruitment Screener
Draft: 10/27/2015**

Groups/Locations:

	Los Angeles, CA		New York, NY		Cleveland, OH		Mobile, AL		Jackson, MS	
	Goal (min)	Recruit (min)	Goal (min)	Recruit (min)	Goal (min)	Recruit (min)	Goal (min)	Recruit (min)	Goal (min)	Recruit (min)
Black	3 (2)	5 (4)	3 (2)	5 (4)	4 (3)	6 (4)	5 (4)	8 (6)	7 (5)	10 (7)
Hispanic	3 (2)	5 (4)	3 (2)	5 (4)	2 (2)	3 (2)	-	-	-	-

In addition, two Spanish-speaking focus groups will be conducted: one in Los Angeles, CA and one in New York, NY.

Goal for Each Group: (Out of 10 participants per group)

- 1) Gender: half female and half male
- 2) Race/Ethnicity: (see above table)
- 3) Bank Status:
 - a. Unbanked: Min of 4
 - i. 2 of which were previously banked
 - ii. 2 of which are unbanked due to high fees
 - b. Underbanked
 - i. Min. of 4 underbanked, of which 2 were previously unbanked
- 4) Unemployment: Max of 2
- 5) Students: Max of 1
- 6) Prepaid card users: Min of 4
- 7) Payday loan users: Min of 2
- 8) Earned Income Tax Credit (EITC) refund recipients: Min of 3
- 9) Check casher (not at banks or credit unions) users: Min of 3

Instructions:

Recruit 15 respondents for 8-10 to show per group. Seat a maximum of 10.

QUOTAS: (Out of 15 recruits per group)

- 1) Gender: half female and half male
- 2) Race/Ethnicity: (see above table)
- 3) Bank Status:
 - a. Unbanked: Min of 7
 - i. 4 of which were previously banked
 - ii. 4 of which are unbanked due to high fees
 - b. Underbanked

- i. Min. of 7 underbanked, of which 4 were previously unbanked
- 4) Unemployment: Max of 3
- 5) Students: Max of 2
- 6) Prepaid card users: Min. of 8
- 7) Payday loan users: Min of 4
- 8) Obtained Earned Income Tax Credit (EITC) refund: Min of 6
- 9) Cashed checks (not at banks or credit unions) Min of 6

Additional Criteria:

- For Spanish groups in Los Angeles and New York, all respondents must identify as Hispanic/Latino.
- MONITOR: a) income; b) education; c) age distribution; d) types of products recruits are using (for underbanked consumers, want to focus on the transaction AFS and payday loan/payday advance loan); and e) prepaid card users' status as unbanked or underbanked.

SCREENER:

Hello, may I speak to _____ [USE NAME FROM DATABASE/LIST]? This is _____ calling for _____, a marketing research firm.

- 1 AVAILABLE [CONTINUE]
- 2 NOT AVAILABLE [FIND OUT BEST TIME TO CALL BACK]

We are conducting research to understand people's use of financial services. May I ask you some questions? [IF NEEDED: It will only take about 5 minutes.]

S0. Initial question for Los Angeles and New York City ONLY. INTERVIEWER TO USE ENGLISH OR SPANISH DEPENDING ON RESPONDENT'S LEAD IN ANSWERING THE PHONE

What language do you prefer to speak?

- 1 English (RECRUIT FOR ENGLISH GROUPS)
- 2 Spanish (RECRUIT FOR SPANISH GROUPS - USE SPANISH FOR REMAINDER OF INTERVIEW)

S1. Are you less than 18 years of age?

- Yes **[TERMINATE]**
- No [continue]

S2. Do you or does anyone in your family work in: (READ LIST)

- 1 A market research firm [TERMINATE]
- 2 An advertising agency [TERMINATE]
- 3 A bank or other financial institution [TERMINATE]
- 4 None of the above

S3. When was the last time you participated in an in-person research study such as a focus group, a product test or a one-on-one interview? (READ LIST IF NECESSARY)

- 1 Within the last month [TERMINATE]
- 2 Within the last three months [TERMINATE]
- 3 Within the last six months [TERMINATE]
- 4 More than six months ago
- 5 Never

[IF TERMINATED DURING THE SURVEY:]

Thank you for taking our survey. Those are all of the questions I have for you.

<FACILITY SPECIFIC INTRODUCTION>

BANKING STATUS

S4. How much do you actively participate in managing finances for your household? (READ AND ROTATE 1-3 LIST)

- 1 A lot
- 2 Some
- 3 Not at all [TERMINATE]
- 4 Not sure (DO NOT READ) [TERMINATE]

Our study is about the different ways that people manage their finances, so these next questions are about financial activities you may or may not practice. We will not ask, and you should not tell us, anything that identifies you personally like a bank account number.

S5. Do you or anyone else in your household currently have a checking or savings account with a bank or credit union?

- 1 Yes (ASK S5A)
- 2 No (SKIP TO S7) [QUALIFY AS UNBANKED]
- 3 Not sure (DO NOT READ) [TERMINATE]

S5A. What type or types of accounts, if any, do **you** have?

- 1 Only a checking account
- 2 Only a savings account
- 3 Both a checking and savings account
- 4 You do not have a checking or savings account [TERMINATE]
- 5 Not sure (DO NOT READ) [TERMINATE]

S6. In the past 12 months, that is since October, 2014, was there any time when no one in your household had an account?

- 1 Yes (SKIP TO S8)
- 2 No (SKIP TO S8)
- 3 Not sure (DO NOT READ) (SKIP TO S8)

S7. What are the top three reasons for not having an account?

- Few, if any, of my family members have an account. [CONTINUE]
- Prefer to use cash. [CONTINUE]
- Bank hours or location are inconvenient [CONTINUE]
- Bank account fees are too high [CONTINUE]
- Bank account fees are unpredictable [CONTINUE]
- Do not have enough money to keep in an account open [CONTINUE]
- Avoiding a bank gives me more privacy [CONTINUE]
- Cannot open an account due to personal identification, credit, or former bank account problems [CONTINUE]
- Don't trust banks [CONTINUE]
- Some other reason (Specify) [CONTINUE]
- DK/REFUSE [CONTINUE]

S7A. Have you or anyone in your household ever had a checking or savings account with a bank or credit union? Would you say...

- 1 Yes, within the last year
- 2 Yes, more than a year ago
- 3 No, never had an account at a bank or credit union
- 4 Not sure (DO NOT READ)

S8. In the last three months, that is since August 2015, did you or anyone else in your household go to some place other than a bank to cash a check?

- 1 Yes (ASK S8A)
- 2 No (SKIP TO S9)
- 3 Not Sure (DO NOT READ) (SKIP TO S9)

S8A. In the last three months, how many times have you gone to a place other than a bank or credit union to cash a check?

- 1 Once
- 2 2-3 times
- 3 4 times or more
- 4 Not Sure (DO NOT READ)

S9. In the last three months, have you gone to a place other than a bank or credit union to purchase a money order?

- 1 Yes (ASK S9A)
- 2 No (SKIP TO S10)
- 3 Not Sure (DO NOT READ) (SKIP TO S10)

S9A. In the last three months, how many times have you gone to a place other than a bank or credit union to purchase a money order?

- 1 Once
- 2 2-3 times
- 3 4 times or more
- 4 Not Sure (DO NOT READ)

S10. In the last three months have you gone to a place other than a bank or credit union to send money to family or friends living outside of the US?

- 1 Yes (ASK S10A)
- 2 No (SKIP TO S11)
- 3 Not Sure (DO NOT READ) (SKIP TO S11)

S10A. In the last three months, how many times have you gone to a place other than a bank or credit union to give or send money to family or friends living outside of the US?

- 1 Once
- 2 2-3 times
- 3 4 times or more
- 4 Not Sure (DO NOT READ)

S11. Now I have a question about **prepaid cards**. I am not asking about gift cards or debit cards linked to a checking account. Prepaid cards allow you to load funds into your account and withdraw cash from your account using ATMs.

In the last three months, have you used prepaid cards such as those I have described?
Please do not include prepaid cards that you received from a government agency.

- 1 Yes (ASK S11A)
- 2 No (SKIP TO S13)
- 3 Not Sure (DO NOT READ) (SKIP TO S13)

S11A. In the last three months, how many times have you used a prepaid card such as those I have described?

- 1 Once
- 2 2-3 times
- 3 4 times or more
- 4 Not Sure (DO NOT READ)

Payday/Payday Advance Loans, Auto Title Loans, and Pawn Shop Loans

S13. Some people find it useful to take out a payday/payday advance, auto title, or pawn shop (this is not the sale of an item to a pawn shop) loan to manage their money. In your case, have you taken out one of these types of loans at a place other than a bank in the last 6 months?

- 1 Yes
- 2 No
- 3 Not Sure (DO NOT READ)

Earned Income Tax Credit (EITC) Refund

S14 In the past, have you gotten your federal and/or state taxes done for free at a location hosted by a nonprofit organization, often referred to as a VITA (Volunteer Income Tax Assistance) site or center?

- 1 Yes
- 2 No

S15 During the last tax season, did you received an Earned Income Tax Credit (EITC) refund?

- 1 Yes
- 2 No

STATUS

UNBANKED: S5=2 (No household checking or savings account)

**UNBANKED,
Due to high fees:** S5=2 AND S7=4

**UNBANKED,
Previously Banked:** S5=2 AND S7= 1 or 2 (Previously had personal checking and/or savings account within last year or more than a year ago.)

UNDERBANKED: S5A=1, 2 or 3 (Have personal checking and/or savings account) AND S8A, S9A, or S10A = 2 or 3 (used transactional AFS 2+ times)

**UNDERBANKED,
previously unbanked:** [S5A=1, 2 or 3 (Have personal checking and/or savings account) AND S8A, S9A, or S10A = 2 or 3 (used transactional AFS 2+ times)] AND S6=1

Prepaid Card User: S11 = 1 AND S11A = 2 or 3 (used prepaid card 2+ times) AND S12 = 1, 2, 4, or 5 (exclude from a government agency)

Check Cashing User: S8=1 AND S8A= 2 or 3 (used check cashing 2+ times)

**Payday/Payday Advance,
Auto Title, or Pawn Shop
Loan User** S13 = 1

EITC Refund: S14 = 1 AND S15 = 1

DEMOGRAPHICS

D1. Are you...? (RECORD BY OBSERVATION/DATABASE)

- 1 Male
- 2 Female

D2. What is your age?

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older

D3. Which of the following best describes your background? (READ LIST)

- 1 White
- 2 Black or African American
- 3 American Indian or Alaska Native
- 4 Native Hawaiian or Other Pacific Islander
- 5 Asian
- 6 Other

D4. Do you consider yourself to be Hispanic or Latino?

- 1 Yes
- 2 No

D5. What is your employment status? (READ LIST)

- 1 Employed (full- or part-time) (ASK D5A)
- 2 Not employed
- 3 Retired
- 4 Student

D5A. [ASK IF D5=1 OR 2] Where do you work? _____

D6. What is the highest level of education you have completed or the highest degree you have received? (READ LIST)

- 1 Completed high school (or equivalent, e.g., GED) or fewer years of education
- 2 Completed a two-year (e.g., Technical or Associate's) degree or completed some years of college but have not earned a four-degree college degree
- 3 Completed a four-year college degree, completed some years of graduate school, or completed graduate school (e.g., M.S., M.D., Ph.D.)

D7. What is your current annual household income (before taxes)? (READ LIST)

- 1 Less than \$15,000
- 2 At least \$15,000 but less than \$30,000
- 3 At least \$30,000 but less than \$50,000

- 4 At least \$50,000 but less than \$75,000
- 5 \$75,000 or more

Thank you for participating in this survey. We would like to invite you to participate in an important discussion to understand what consumers think of new technologies for managing their financial services. The group will be held on <INSERT TIME/DATE> and last approximately two hours. You will receive <INSERT INCENTIVE AMOUNT> to help you offset the cost of coming in to our office to participate.

<<ADDITIONAL INFORMATION FROM FACILITY ON LOCATION, PARKING, ETC.>>

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Email Address: _____

Phone Number: _____