

## Perceptions and Concept Testing Survey FDIC Digital Advertising Campaign

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### Screening/Demographic Questions

*Please answer a few questions to see if you qualify for the survey.*

1) What is your age group? (Select one)

Less than 18 years old [\[Screen out\]](#)

18-24

25-44

45-64

65 years old or older

2) Select the option below that best describes your use of a U.S. bank account. (Select one)

You currently have a checking or savings account with a bank [\[Answer Q2b\]](#)

You don't currently have a checking or savings account with a bank [\[Skip to Q3\]](#)

2b. Did you open your checking/savings account with a bank in the U.S. in the last 12 months?

Yes [\[Answer Q2c\]](#)

No [\[Screen out\]](#)

2c. Not including banks, have you used other places for money orders, check cashing, payday loans/advance, tax refund loan, rent-to-own services, to pawn an item at a pawn shop, auto title loans, or to an app to send/receive money (e.g., Paypal, Venmo)?

Yes

No

3) What racial/ethnic group best describes you (Select all that apply)

American Indian or Alaska Native

Asian/Pacific Islander

Black/African American

Hispanic/Latino/Latina

White, Caucasian American (non-Hispanic)

Other (specify)

4) What is your gender? (Select one)

Male

Female

Other

5) What state do you currently live? [\[Drop-down list of states\]](#)

6) What language do you prefer to speak at home? (Select one) [\[Drop-down list of languages\]](#)

7) Is the place you live...(Select one)

Owned by you or someone in the household?

Rented?

Other (specify)

8) What is the highest level of school you completed? (Select one)

- Some high school or less – no diploma or GED
- High school graduate – high school diploma or GED
- Some college, no degree
- College degree or more

9) Were you born...(Select one)

- In the United States or one of its territories
- Outside the United States
- Prefer not to answer

10) About how much is the combined income of all members of your house for the past 12 months (before taxes and from all sources)? (Select one)

- \$25,000 or less
- \$25,001 to \$40,000
- \$40,001 to \$60,000
- \$60,001 or more
- Prefer not to answer

## **Survey Questions**

*Thank you for your responses. You qualify for the survey. Please answer the next set of questions about banks in the U.S.*

1) What do you associate with the hashtag #GetBanked? (Select one)

- Consumers being able to have hassle-free experiences at banks
- Consumers being able to place their money safely in banks
- Consumers being able to securely send money to family/friends
- Consumers being able to open several accounts at banks
- Don't know
- None of these
- Other (specify)

2) Have you ever seen any ads about banking... (Select all that apply)

- With the hashtag #GetBanked?
- About opening a bank account?
- That talk about banks keeping money safe/secure?
- Don't know
- You have not seen any ads about banking
- Other (specify)

3) How strongly do you agree with each of the following statements about opening a bank account? [Strongly disagree, Disagree, Neutral, Agree, Strongly agree, Don't know]

- a. You have a positive opinion about opening a bank account.

b. **[If unbanked in 'Screening Question' Q2]** You feel confident your ability to open a bank account.

c. You believe money that people put in a bank account is safe/secure.

d. You trust banks with your money.

4) **[If 3a is "Strongly disagree," "Disagree," or "Neutral"]** What information would be needed to feel more positively about opening a bank account? (Open-end)

5) If you were interested in learning more about bank accounts, where would you prefer to hear/see information? (Select all that apply)

Digital/online ads (social media, online searches, websites, etc.)

Billboards

Radio ads

Ads at different locations (grocery stores, gyms, gas stations, public transportation)

Don't know

None of these

Other (specify)

6) **[If digital/online ads selected in previous question]** What digital sources would you prefer to see information about bank accounts? (Select all that apply)

Facebook

Instagram

LinkedIn

Twitter

Snapchat

TikTok

Reddit

Yelp

Google Search

YouTube

A website

Don't know

None of these

Other (specify)

[For this section, an ad will be randomly selected from the pool of current campaign or enhanced ads and shown to the respondent; a total of 3 ads will be shown in random order ensuring the respondent views a mix of current/enhanced ads; after viewing one ad, the respondent will answer the 3 questions below; then another ad will be shown and the respondent will answer the 3 questions again, etc.]

7) Which statements apply to this ad?

The ad...(Select all that apply)

Is easy to understand

Makes you want to know more about opening a bank account

Is relevant to you

Grabs your attention

Makes you think more positively about opening a bank account

Says something different than other ads you've seen before

None of these

8) Would you change any of the words/phrases in the ad? (Select one)

Yes (specify what changes)

No

9) Would you change any of the images in the ad? (Select one)

Yes (specify what changes)

No

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