

Banknote Usability Round 8 Add-On Polarization Security Feature SCREENER

Project Background

We will be running focus groups in three markets, seeking to understand the feasibility of potential new banknote designs. Participants will be asked to handle new designs and provide feedback.

Logistics

Overview

Sample Size	Recruit 6 per group to seat 5 per group 8 groups per market (across 2 days of fieldwork per market) 5 groups of only General Cash Users 3 groups of only Business Cash Users 3 markets (Chicago, Pittsburgh, Los Angeles) Total recruit of n = 144 90 of these will be General Cash Users 54 of these will be Business Cash Users
Location	Chicago UX Labs: 227 W Monroe Street, Floor 11, Suite 1100, Chicago, IL 60606 <u>Pittsburgh</u> facility location TBD <u>Los Angeles</u> facility location TBD
Session Type	Focus Group
Session Length	Approximately 60 minutes
Field Dates	<u>Chicago</u> : November 11-12 <u>Pittsburgh</u> : November 19-20 <u>Los Angeles</u> : December 3-4
Compensation	<u>Chicago</u> : - General Cash Users: \$125 - Business Cash Users: \$150 <u>Pittsburgh</u> : - General AND Business Cash Users: \$125 <u>LA</u> : - General Cash Users: \$125 - Business Cash Users: \$175

Chicago, IL

Chicago UX lab, November 11-12, Example schedule (exact times subject to change)

Monday Nov 10	Tuesday Nov 11	Wednesday Nov 12
	9:30am-10:30am	9:30am-10:30am
	11:30am-12:30pm	11:30am-12:30pm
	Lunch	Lunch
Internal pilot in afternoon	2:00pm-3:00pm	2:00pm-3:00pm
	4:00pm-5:00pm	4:00pm-5:00pm

Pittsburgh, PA

Facility location TBD, November 19-20, Example schedule (exact times subject to change)

Tuesday Nov 11	Wednesday Nov 12
9:30am-10:30am	9:30am-10:30am
11:30am-12:30pm	11:30am-12:30pm
Lunch	Lunch
2:00pm-3:00pm	2:00pm-3:00pm
4:00pm-5:00pm	4:00pm-5:00pm

Pittsburgh, PA

Facility location TBD, December 3-4, Example schedule (exact times subject to change)

Tuesday Nov 11	Wednesday Nov 12
9:30am-10:30am	9:30am-10:30am

11:30am-12:30pm	11:30am-12:30pm
<i>Lunch</i>	<i>Lunch</i>
2:00pm-3:00pm	2:00pm-3:00pm
4:00pm-5:00pm	4:00pm-5:00pm

Participant Overview

Ipsos will aim to recruit a pool of participants who are least 18 years old and are nationally representative in terms of age, sex, and race/ethnicity. The demographic data of the participants will not be reported to the Board. The only information on participants that will be reported to the Board is the participant's status as a Cash User.

Participants should also meet the additional criteria listed below in order to qualify for the studies:

- Must be articulate and willing to share opinions
- Participant should be friendly, engaged, and display a helpful disposition during screening

General Cash User Criteria

- Use cash for personal transactions at least monthly
- Do not regularly work with cash at their job

Business Cash User Criteria

- Handle cash as part of their job, at least daily
 - Job responsibilities must go beyond handling occasional cash payment transactions such as counting the drawer at the end of a shift
- May or may not also conduct personal transactions with cash (not required)

Sunglass use (Q5)

- We are looking for a mix of sunglass usage across all participants. In each individual market (Chicago, Pittsburgh, Los Angeles) sunglass use may skew

towards more or less frequent use based on local climate; however, across all markets we would like a mix.

Screeners Questions

INTRODUCTION

Hello, my name is _____. I am calling on behalf of _____ (recruiter). We are conducting paid voluntary in-person research sessions in September. We are NOT trying to sell you anything. This study will be conducted by Ipsos on behalf of **The Board of Governors of the Federal Reserve System, under the Ad Hoc Payments Systems Survey (FR 3045a) Office of Management and Budget (OMB) No. 7100-0332, which expires 01/31/2026.**

The screener question portion should take around 10 minutes to respond and if you qualify for the additional session the study will last 1 hour. During that time, you will be asked to complete various tasks and offer your perspectives. Any information about you will be kept strictly confidential **as allowed by law**.

You will be compensated for your time. Would you be interested in participating?

[If interested in participating] I would like to ask you some questions to see whether you are eligible to participate.

Public reporting burden for this collection of information is estimated to average 10 minutes per response. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Secretary, Board of Governors of the Federal Reserve System, Washington, DC 20551; and to the Office of Management and Budget (OMB), Paperwork Reduction Project (7100-0332), Washington, DC 20503. The Federal Reserve may not conduct or sponsor, and an organization (or a person) is not required to respond to a collection of information unless it displays a currently valid OMB control number.

Questions

[READ LIST. MARK ALL THAT APPLY.]

Q1 About how often do you personally use the following methods of payment for food, goods or services?

PAYMENT TYPE (RANDOMIZE)	Daily	Multiple times a week	Weekly	Monthly	Never/Don't Use
Cash	CONTINUE	CONTINUE	CONTINUE	CONTINUE	HOLD PENDING Q3
A peer-to-peer app such as Venmo or CashApp					
A debit card linked to a bank account					
A prepaid debit card					
A credit card					

If never at Q1, skip to Q2

Q1A In a few sentences, describe how you use cash.

Terminate if left empty, response does not seem to indicate regular cash use, or participant is not able to clearly articulate their thoughts.

Q2 What is your primary occupation or job? [OPEN ENDED]

[record and recruit representative group] Self-employed or business owner ok

If unemployed TERMINATE IF Q1 answer for Cash is or “Never”

[READ LIST. MARK ALL THAT APPLY.]

Q3 About how often do you personally handle the following transactions AS PART OF YOUR JOB?

TRANSACTION TYPE (RANDOMIZE)	Daily	Multiple times a week	Weekly	Monthly	Never/Don't Use
Accepting payments made in cash	CONTINUE to Q4	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5
Making payments to others in cash	CONTINUE to Q4	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5
Handling or processing cash, not as part of a payment transaction	CONTINUE to Q4	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5
Accepting payments made through a peer-to-peer app such as Venmo or CashApp	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5
Making payments to others through a peer-to-peer app such as Venmo or CashApp	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5
Using a company credit card to pay for travel	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5
Using a company credit card to pay for operational expenses	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5	Skip to Q5

Must handle cash daily at work to be a Business User

TERMINATE if Q1 = Never for "Cash" AND participant is not a Business User

Q4 Please describe your job responsibilities as they relate to handling cash

Terminate if left empty, response does not seem to indicate regular cash use, or participant is not able to clearly articulate their thoughts.

*Recruiter note: We are looking for participants who are very familiar with cash and have an occupational need to know how to spot a counterfeit bill. Business users should indicate that they do more than handle occasional cash transactions in their job. After recording their open-ended response, please **USE QUESTIONS Q4A, Q4B, Q4C, Q4D TO DETERMINE ELIGIBILITY BY TOTALING THE POINTS OF ALL ANSWERS. Point value is in red next to each answer option. MUST TOTAL TO 5 OR MORE TO QUALIFY AS A BUSINESS USER.***

Q4A As part of your job duties, about how often do you accept payments, deposits or tips in cash?

- a) Never (0)
- b) Less than once a day (0)
- c) 1 to 10 times a day (2)
- d) 11 to 20 times a day (2)
- e) More than 20 times a day (5)

Q4B As part of your job duties, about how often do you make payments in cash?

- a) Never (0)
- b) Less than once a day (0)
- c) 1 to 10 times a day (2)
- d) 11 to 20 times a day (5)
- e) More than 20 times a day (5)

Q4C As part of your job duties, about how often do you inventory cash (for example, auditing cash drawers at the end of the day)?

- a) Never (0)
- b) Less than once a day (0)
- c) 1 to 10 times a day (3)
- d) 11 to 20 times a day (5)
- e) More than 20 times a day (5)

Q4D As part of your job duties, about how often do you deposit cash at a bank?

- a) Never (0)
- b) Less than once a day (0)
- c) 1 to 10 times a day (3)
- d) 11 to 20 times a day (5)
- e) More than 20 times a day (5)

TOTAL _____ MUST TOTAL TO 5 OR MORE TO QUALIFY AS A BUSINESS USER

Q5 About how often do you wear sunglasses?

- a) Always **Maximum 20% of participants**
- b) Most of the time
- c) Some of the time
- d) Rarely
- e) Never **Maximum 20% of participants**

Recruiter note: Within markets, responses to this question may skew towards more or less sunglass use, based on the local climate. Across markets we would like a mix of sunglass use, with participant responses spread across the five answer options, no more than 20% of all participants answering “always” and no more than 20% of all participants answering “never.”

To ensure we have a representative group of people, please answer the following questions.

Q6 What is your sex?

- f) Female
- g) Male

Record and recruit a representative group

Q7 What is your racial or ethnic identity? Select all that apply

- a) American Indian or Alaska Native
- b) Asian
- c) Black or African American
- d) Hispanic or Latino
- e) Middle Eastern or North African
- f) Native Hawaiian or Pacific Islander
- g) White

Record and recruit a representative group

Q8 What is your age? _____

- 0-17 years **TERMINATE**
- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75+ years

Record and recruit a representative group

IMPORTANT: MUST BE READ TO ALL QUALIFYING PARTICIPANTS

1. Thank you for your time; you have qualified for the study. Before we proceed with scheduling, we want to give you more information about the study and outline what will be asked of you to complete the study:
 - a. This kind of study is called a focus group and will last approximately 60 minutes.
 - b. You will be part of a group of 4-5 other participants and one researcher.
 - c. During your focus group you will be asked to share your opinions and experiences with banknotes (cash).
 - d. You will not be video or audio recorded and no personal information will be captured. Your data will be held confidential and will not be shared with anyone outside the client or Ipsos.
 - e. Based on your location and Cash Usage background, you will be given specific compensation for your time. (See *below for reference*)

- i. Chicago:
 - 1. General Cash Users: \$125
 - 2. Business Cash Users: \$150
- ii. Pittsburgh:
 - 1. General AND Business Cash Users: \$125
- iii. LA:
 - 1. General Cash Users: \$125
 - 2. Business Cash Users: \$175

RECRUITER: Are you still interested in participating? IF YES CONTINUE WITH THE FOLLOWING

- 2. It is very important that you arrive 15 minutes before the start of your scheduled session time. If you are running late, please call the number I will be giving you.
- 3. You will be asked to sign a consent and confidentiality agreement before participating in the study.
- 4. You must present a valid state-issued photo ID in conjunction with signing the consent and confidentiality agreement. You will not be able to participate without it.

Do you agree with and accept all these provisions?

- ☐ Yes
- ☐ No **TERMINATE**