

# Banknote Usability Round 13 SCREENER

## Project Background

We will be running focus groups in three markets. Participants will be asked to handle banknotes and provide feedback.

## Logistics

### Overview

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sample Size</b>    | Recruit 6 per group to seat 5-6 per group<br>8 groups per market (across 2 days of fieldwork per market) <ul style="list-style-type: none"><li>5 groups of only General Cash Users</li><li>3 groups of only Business Cash Users</li></ul> 4 markets (Chicago, Boston, Louisville, Boulder)<br>Total recruit of n = 192 <ul style="list-style-type: none"><li>120 of these will be General Cash Users</li><li>72 of these will be Business Cash Users</li></ul> Up to 576 potential recruits may be contacted for screening. |
| <b>Location</b>       | <u>Chicago</u> facility, Ipsos UX Labs: 227 W Monroe Street, Floor 11, Suite 1100, Chicago, IL 60606<br><u>Boston</u> facility, TBD<br><u>Louisville</u> facility, TBD<br><u>Boulder</u> facility, TBD                                                                                                                                                                                                                                                                                                                      |
| <b>Session Type</b>   | Focus Group                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Session Length</b> | Approximately 60 minutes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Field Dates</b>    | Specific dates, TBD<br>Field window: Aug 31 – Oct 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Compensation</b>   | <ul style="list-style-type: none"><li>General Cash Users: \$125</li><li>Business Cash Users: \$150</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                |

### Session Schedule

**Example schedule (exact times subject to change)**

| Monday Nov 10 | Tuesday Nov 11  | Wednesday Nov 12 |
|---------------|-----------------|------------------|
| Travel, pilot | 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 |

## Participant Overview

### Participant Criteria

- Age: strive for a mix, at least 18 y/o
- Gender: strive for mix
- Ethnicity: strive for a mix
- Geographic diversity: Urban & suburban, strive for a mix
- Political Affiliation: strive for a mix
- Household Income: strive for a mix
- Education: strive for a mix
- Must be articulate and willing to share opinions
- Participant should be friendly, engaged, and display a helpful disposition during screening

### 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)

## Screeners Questions

### INTRODUCTION

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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 16 minutes to respond and if you qualify for the additional session the study will be approximately 60 minutes. 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 16 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<br>(RANDOMIZE)                          | Daily    | Multiple<br>times a<br>week | Weekly   | Monthly  | Never/Don't<br>Use    |
|------------------------------------------------------|----------|-----------------------------|----------|----------|-----------------------|
| Cash                                                 | CONTINUE | CONTINUE                    | CONTINUE | CONTINUE | HOLD<br>PENDING<br>Q3 |
| A peer-to-peer<br>app such as<br>Venmo or<br>CashApp |          |                             |          |          |                       |
| A debit card<br>linked to a bank<br>account          |          |                             |          |          |                       |
| A prepaid debit<br>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-                        | Skip to Q5     | Skip to Q5            | Skip to Q5 | Skip to Q5 | Skip to Q5      |

|                                                                               |            |            |            |            |            |
|-------------------------------------------------------------------------------|------------|------------|------------|------------|------------|
| peer app such as Venmo or CashApp                                             |            |            |            |            |            |
| 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**

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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**

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

**Q5** What is your sex?

- a) Female
- b) Male

**Record and recruit a representative group**

**Q6** 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**

**Q7** 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**

**Q8** How much is the combined income of all members of your household for the past 12 months?

1. Below \$50,000 [PROCEED TO 9A]
2. \$50,000 or more [PROCEED TO 9B]
3. Don't know [PROCEED TO Q10]
4. Prefer not to say [PROCEED TO Q10]

**Record and recruit a representative group**

**Respondents with a household income below \$50,000**

**Q9** We would like to get a better estimate of your total HOUSEHOLD income in the past 12 months before taxes. Was it ...

- a) Less than \$5,000
- b) \$5,000 to \$7,499
- c) \$7,500 to \$9,999
- d) \$10,000 to \$12,499
- e) \$12,500 to \$14,999
- f) \$15,000 to \$19,999
- g) \$20,000 to \$24,999
- h) \$25,000 to \$29,999
- i) \$30,000 to \$34,999
- j) \$35,000 to \$39,999
- k) \$40,000 to \$49,999

**Respondents with a household income of \$50,000 or more**

**Q9A** We would like to get a better estimate of your total HOUSEHOLD income in the past 12 months before taxes. Was it ...

- a) \$50,000 to \$59,999
- b) \$60,000 to \$74,999
- c) \$75,000 to \$84,999
- d) \$85,000 to \$99,999
- e) \$100,000 to \$124,999
- f) \$125,000 to \$149,999
- g) \$150,000 to \$174,999
- h) \$175,000 to \$199,999
- i) \$200,000 to \$249,999
- j) \$250,000 or more

**Q10 Which of the following best describes where you live? Aim for mix of urban and suburban. Recruit up to 6 Rural in Louisville and Boulder.**

- Urban
- Suburban
- Rural

Urban/Suburban – skip to Q11

Rural – continue to Q10A

**Q10A How long would it take you to get to [address or approximate area of the facility]?**

- 1-29 minutes
- 30-59 minutes
- 60-89 minutes
- 90 minutes or more

**We may offer extra compensation to participants who have to travel an hour or more to the facility.**

**Q11 Generally speaking, do you think of yourself as...**

- Conservative **Skip to Q12**
- Progressive **Skip to Q12**
- Moderate **Continue to Q11A**
- Something else **Continue to Q11A**

**[Mix recruit to be representative of market]**

**Record and recruit a representative group**

**Recruiter Note: IF ANSWERED “MODERATE or SOMETHING ELSE” TO Q11 ASK:**

**Q11A Would you say you lean more conservative or more progressive?**

- More conservative
- More progressive

**[Mix recruit to be representative of market]**

**Record and recruit a representative group**

**Q12 What is the highest level of school you have completed?**

- Some high school or less – no diploma or GED
- High school graduate – high school diploma or the equivalent (GED)
- Some college, no degree
- Associate degree
- Bachelor's degree
- Master's degree
- Professional or Doctorate degree

**Record and recruit a representative group**

**IMPORTANT: MUST BE READ TO ALL QUALIFYING PARTICIPANTS**

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**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 Cash Usage background, you will be given specific compensation for your time.  
(See below for reference)
  - i. General Cash Users: **\$125**
  - ii. Business Cash Users: **\$150**

**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]**

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