

# Agenda

1. **Unbanked and Underbanked Estimates**
2. **Household Banking Status Transitions**
3. **Checking and Savings Account Ownership, and Direct Deposit**
4. **Prepaid Cards**
5. **Non-bank Alternative Financial Services Use**
6. **Technology and Banking Methods**
7. **[economicinclusion.gov](http://economicinclusion.gov)**
8. **Implications**

## Implication # 1. Helping households maintain and renew banking relationships through economic transitions may reduce unbanked rates over time.

- Recently unbanked:
  - 1 in 3 cited job or income loss as a contributing factor
- Market opportunities
  - Product design and fee structures
  - Targeted outreach and education

## Implication # 1. Helping households maintain and renew banking relationships through economic transitions may reduce unbanked rates over time.

- Recently banked:
  - 1 in 5 cited a new job as a contributing factor
  - 1 in 3 opened account to use direct deposit
- Direct deposit
  - Employer benefits – lower costs
  - Employee education

## Implication # 2. Opportunities may exist to meet unbanked prepaid card users' needs within the banking system.

- Many unbanked households have a need and demand for financial services
  - 4 of 5 unbanked prepaid card users use them to receive and make payments
- Value proposition of bank accounts
  - Safe Accounts

## Implication #3. Mobile banking is a potential tool to expand economic inclusion but branches continue to be important.

- Economic Inclusion Potential of MFS
  - Underserved consumers value convenience
    - Anytime, anyplace, actionable account information of mobile technology
  - Mobile technology is prevalent, particularly among the underbanked
  - Underbanked are more likely to use mobile banking

## Implication #3. Mobile banking is a potential tool to expand economic inclusion but branches continue to be important.

- Economic Inclusion Potential of MFS
  - Opportunities to make mobile banking more accessible and relevant to underserved consumers
    - dependence on online banking
    - transaction speed
    - real time information
- Branches continue to be important
  - Rethink banking delivery channels (mobile banking and branches) in a comprehensive way