

December 20, 2010

## BANK HEADQUARTER SURVEY

### *Bank's efforts to identify unbanked and underbanked populations*

1. What level of priority does your bank's business strategy place on expansion of financial services to unbanked and underbanked individuals in your market area?

- 5 Top priority
- 4 High priority
- 3 Medium priority
- 2 Low priority
- 1 No priority
- 8 Don't know

(IF CODES 2-5 IN #1, CONTINUE. OTHERWISE, SKIP TO #5)

2. Compared to other populations your bank focuses on in its business strategy, how would you compare the level of priority your bank places on unbanked and underbanked individuals in your market area?

- 5 Much higher priority placed on unbanked and underbanked than other populations
- 4 Somewhat higher priority
- 3 Equal priority
- 2 Somewhat lower priority
- 1 Much lower priority placed on unbanked and underbanked than other populations
- 8 Don't know

3. Please indicate whether each of the following statements applies to your bank's efforts to reach out to unbanked or underbanked consumers in your market area.

	Yes	No	Don't know
A. Our bank is actively marketing products or services customized to the needs of unbanked or underbanked consumers	1	2	8
B. Our bank has developed special <u>products or services</u> customized to the needs of unbanked or underbanked consumers	1	2	8
C. Our bank has developed <u>programs</u> customized to the needs of unbanked or underbanked consumers	1	2	8

(IF CODE 1 IN #3A, CONTINUE. OTHERWISE SKIP TO #5)

4. What are the three most effective channels your bank uses to market products or services to unbanked or underbanked customers?

- 1 TV or radio advertising
  - 2 Newspapers, brochures, or other print advertising
  - 3 Email or social media marketing
  - 4 Short Message Service (SMS- text messaging) marketing
  - 5 Direct mail
  - 6 Telemarketing
  - 7 Billboard advertising or signage outside of branch locations
  - 8 Community outreach through partnerships with community groups, nonprofits, government agencies or other organizations
  - 9 Other (Specify)
- A. First most effective
  - B. Second most effective
  - C. Third most effective

***Bank identification requirements for non-customers for cashing checks***

5. Please indicate whether your bank accepts the following types of non-traditional identification for non-customers or prospective customers.

	Yes	No
<b>For non-customers seeking to cash a check:</b>		
A. Non-US passport (instead of U.S. passport or driver's license)	1	2
B. Other ID issued by a foreign consular (e.g., Matrícula consular instead of driver's license)	1	2
<b>For prospective customers seeking to open a new account</b>		
C. Non-US passport (instead of U.S. passport or driver's license)	1	2
D. Other ID issued by a foreign consular (e.g., Matrícula consular instead of driver's license)	1	2
E. Individual taxpayer identification number (ITIN) (instead of Social Security Number)	1	2

6. If the applicant screening process returns a negative hit on ChexSystems, a credit report, or another third-party credit or transaction reporting database, what is the primary way that the bank recommends that branches deal with the application for a checking account or savings account? (exclude OFAC screening)

	Application is automatically rejected	Application is reviewed at the branch	Application is reviewed at an office other than a branch	Other (Specify)
A. Checking account	1	2	3	4
B. Savings account	1	2	3	4

7. If a new application does not qualify for a conventional checking account, does the bank offer a basic or entry-level deposit account designed for individuals not qualified for conventional accounts that can serve as a ‘stepping stone’ or ‘second chance’ account (e.g., an account with electronic access but no check writing)?

- 1 Yes
- 2 No

8. For your bank, what is the **most common reason** that a request to open a checking account is declined? (Mark only one response)

- 1 Insufficient identification information
- 2 Negative account screening hit due to prior account closure or mismanagement
- 3 Negative account screening hit due to fraud
- 4 No credit score/Insufficient or negative credit history
- 5 Insufficient initial deposit
- 6 Other (Specify)

9. For your bank, what is the **most common reason** that a request to open a savings account is declined? (Mark only one response)

- 1 Insufficient identification information
- 2 Negative account screening hit due to prior account closure or mismanagement
- 3 Negative account screening hit due to fraud
- 4 No credit score/Insufficient or negative credit history
- 5 Insufficient initial deposit
- 6 Other (Specify)

***Transaction account programs***

Regardless of whether your bank has products and services specifically oriented towards attracting the unbanked and underbanked, please answer the following questions about the **most basic or entry-level** transaction account offered by your bank.

For the bank's most basic or entry-level checking account that is widely offered at branch locations, please indicate the features and fees. If the account provides a discount for using direct deposit, please also report those discounted fees.

10. Opening balance requirement:

Mark here if opening balance requirements are lower for account holders who use direct deposit

	\$0	Between \$1 and \$9	Between \$10 and \$25	More than \$25
A. Opening balance requirement for bank's most basic or entry-level account	1	2	3	4
B. (If checkbox is marked) Opening balance requirement for account holders with direct deposit	1	2	3	4

11. Monthly maintenance fee:

Mark here if monthly maintenance fees are lower for account holders who use direct deposit

	\$0	Between \$1 and \$3	Between \$4 and \$10	More than \$10
A. Monthly maintenance fee for bank's most basic or	1	2	3	4

entry-level account				
B. (If checkbox is marked) Monthly maintenance fee for direct deposit accounts	1	2	3	4

12. Minimum monthly balance to avoid a low-balance fee:

\_\_\_ Mark here if the minimum monthly balance to avoid a low-balance fee is lower for account holders who use direct deposit

	\$0	\$1	Between \$2 and \$25	More than \$25
A. Minimum monthly balance for bank's most basic or entry-level account	1	2	3	4
B. (If checkbox is marked) Minimum monthly balance for direct deposit accounts	1	2	3	4

13. Is the most basic or entry-level checking account a card-based (electronic) account?

- 1 Yes
- 2 No

(IF CODE 1 IN #13, CONTINUE. OTHERWISE SKIP TO #16)

14. Can the account holder write paper checks on this most basic or entry-level checking account?

- 1 Yes
- 2 No

(IF CODE 1 IN #14, CONTINUE. OTHERWISE SKIP TO #16)

15. Is there a fee for writing paper checks if the account holder writes more than a minimum allotted number of checks per month?

- 1 Yes, the fee is \$ \_\_\_\_\_
- 2 No fee

16. Does this most basic checking or entry-level account include an automated overdraft coverage feature? If yes, what is the average fee charged per overdraft?

- 1 Yes, overdraft fee (\$ \_\_\_\_\_)
- 2 No

17. On this most basic or entry-level checking account, does the bank charge an NSF fee for transactions that are returned? If so, what is the average fee?

- 1 Yes, NSF fee (\$ \_\_\_\_\_)
- 2 No

18. Does the bank offer either of the following alternatives to automated overdraft programs in conjunction with this most basic or entry-level checking account, assuming the customer qualifies?

	Yes, if customer qualifies	No
A. An overdraft line of credit (LOC) to cover overdrafts	1	2
B. The option to link this checking account with a savings account to cover overdrafts	1	2

19. For checks of \$2,500 or less made payable to an established customer of the bank, how soon in terms of number of business days are funds (beyond the \$100 specified by Reg. CC) ordinarily available in the case of the most basic or entry-level checking account?

Type of Check	Same Business Day	Next Business Day	Beyond Next Business Day
A. Check (personal or payroll) drawn on your bank (on-us)	1	2	3
B. Payroll check not drawn on your bank	1	2	3
C. Personal check not drawn on your bank	1	2	3
D. Government check	1	2	3

***Savings account programs***

For the bank's **most basic or entry-level savings account that is widely available**, please mark the features and fees most appropriate.

20. The opening balance requirement is:

- 1 Zero
- 2 Between \$1 and \$5
- 3 Between \$6 and \$25
- 4 More than \$25

21. The monthly minimum balance is:

- 1 Zero
- 2 Between \$1 and \$5
- 3 Between \$6 and \$25
- 4 More than \$25

22. The monthly maintenance fee is:

- 1 Zero
- 2 Zero as long as required minimum balance is met
- 3 Between \$1 and \$5
- 4 Between \$6 and \$10
- 5 More than \$10

23. Is automatic saving (either using direct deposit or automatic transfers from a checking account) an option with this most basic or entry-level savings account?

- 1 Yes
- 2 No

(IF CODE 1 IN #23, CONTINUE. OTHERWISE SKIP TO #25)

24. Is there a fee for automatic saving with this most basic or entry-level savings account? If so, what is the typical fee per transaction?

- 1 Yes....\$\_\_\_\_\_
- 2 No fee

25. Does your bank offer any of the following savings products/services?

Product/Service	Yes	No
A. Individual Development Accounts	1	2
B. Specialized Savings Clubs	1	2
C. Workplace-based Savings Programs	1	2
D. Other Savings Products	1	2

(Specify) \_\_\_\_\_

**Auxiliary products**

26. Please mark the financial services your branches offer to individuals in your market areas, whether or not they are customers of the bank. If the service is offered, please indicate the average fee associated with the service.

<b>Financial Service</b>	<b>1. Offered to Customers</b>	<b>2. Offered to Non-Customers</b>
	If Yes, indicate fee	If Yes, indicate fee
A. Cashing a check in the amount of \$250	1. Yes...\$____ 2. Yes...____% of the check value 3. No	1. Yes...\$____ 2. Yes...____% of the check value 3. No
B. Selling a money order in the amount of \$250	1. Yes...\$____ 2. Yes...____% of the money order value 3. No	1. Yes...\$____ 2. Yes...____% of the money order value 3. No
C. Selling a bank check, cashiers check, e-check or other official check in the amount of \$250	1. Yes...\$____ 2. Yes...____% of the check value 3. No	1. Yes...\$____ 2. Yes...____% of the check value 3. No
D. Providing bill payment services	1. Yes...\$____ 2. No	1. Yes...\$____ 2. No
E. Issuing a network branded, reloadable prepaid card	1. Yes...\$____ 2. No	1. Yes...\$____ 2. No
F. Reloading (funding) a network branded prepaid card	1. Yes...\$____ 2. No	1. Yes...\$____ 2. No
G. Sending international remittances to Mexico in the amount of \$250.	1. Yes...\$____ 2. Yes...____% of the value sent 3. No	1. Yes...\$____ 2. Yes...____% of the value sent 3. No
H. Sending a domestic remittance in the amount of \$250	1. Yes...\$____ 2. Yes...____% of the value sent 3. No	1. Yes...\$____ 2. Yes...____% of the amount sent 3. No

27. Please indicate whether or not your bank offers each of the following services to customers or non-customers at an ATM or kiosk.

<b>Financial Service</b>	<b>Customers</b>	<b>Non-Customers</b>
A. (IF CODE 1 OR 2 IN 26A-1 or 26A-2) Check cashing	1. Yes, offered at ATM or kiosk 2. No, not offered at	1. Yes, offered at ATM or kiosk 2. No, not offered at

	ATM or kiosk	ATM or kiosk
B. (IF CODE 1 OR 2 IN 26B-1 or 26B-2) Money orders	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk
C. (IF CODE 1 IN OR 2 26C-1 or 26C-2) Bank check, cashiers checks, e-checks or other official checks	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk
D. (IF CODE 1 IN 26D-1 or 26D-2) Bill payment services	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk
E.(IF CODE 1 IN 26E-1 or 26E-2) Prepaid card issuance	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk
F. (IF CODE 1 IN 26F-1 or 26F-2 ) Prepaid card reloading	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk
G. (IF CODE 1OR 2 IN 26G-1 or 26G-2) International remittances	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk
H. (IF CODE 1OR 2 IN 26H-1 or 26H-2) Domestic remittances	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk	1. Yes, offered at ATM or kiosk 2. No, not offered at ATM or kiosk

28. Does the bank offer customers affordable small dollar loans of \$2500 or less, as an alternative to payday loans or other high cost short-term loan products, with the following set of features? (Exclude overdraft programs and credit cards)

- At least a 90-day repayment period
- APR of 36 percent or less, including upfront fees plus interest

- 1 Yes, small dollar loans are offered with these features
- 2 Yes, small dollar loans are offered, but not with these features
- 3 No, small dollar loans are not offered

(IF CODE 2 IN #28, CONTINUE. OTHERWISE SKIP TO 30)

29. How do your bank's features for small dollar loans differ from this set of features?

	Yes	No
Shorter repayment period	1	2
Higher APR	1	2
Higher dollar amount	1	2

Other (specify)

30. Does the bank offer any of the following retail strategies to make it more welcoming or convenient for unbanked and underbanked consumers to do business with the bank?

	Yes, the bank is using this strategy to target unbanked and underbanked populations	No
A. Non-traditional branch locations (community centers, supermarkets, etc.)	1	2
B. Non-traditional locations for ATMs that are accessible to the unbanked and underbanked populations	1	2
C. Non-traditional branch formats/designs (e.g., more casual lobby decor)	1	2
D. Extended banking hours on Weekday Evenings (after 5:00 pm), Saturday afternoons (after 1:00 pm), or Sundays	1	2
E. Branch staff capability to communicate with customers in languages other than English		
F. Online (Internet) banking in languages other than English	1	2
G. Mobile (cell phone) banking	1	2
H. Other (Specify)	1	2

(IF CODE 1 IN #30A-H, CONTINUE. OTHERWISE SKIP TO #32)

31. Please indicate how effective each of the following strategies has been for your bank in developing a relationship with unbanked or underbanked consumers.

	Not effective at all	Slightly effective	Effective	Very effective	Don't know
A. (IF CODE 1 IN 30A) Non-traditional branch locations (community centers, supermarkets, etc.)	1	2	3	4	8
B. (IF CODE 1 IN 30B) Non-traditional locations for ATMs that are accessible to the unbanked and underbanked populations	1	2	3	4	8
C. (IF CODE 1 IN 30C) Non-traditional branch formats/designs (e.g., more casual lobby decor)	1	2	3	4	8
D. (IF CODE 1 IN 30D) Extended banking hours on Weekday Evenings (after 5:00 pm), Saturday afternoons (after 1:00 pm) or Sundays	1	2	3	4	8
E. (IF CODE 1 IN 30E) Branch staff capability to communicate with customers in languages other than English	1	2	3	4	8
F. (IF CODE 1 IN 30F) Online (Internet) banking in languages other than English	1	2	3	4	8
G. (IF CODE 1 IN 30G) Mobile (cell phone) banking	1	2	3	4	8
H. (IF CODE 1 IN 30H) Other (Specify)	1	2	3	4	8

32. Does the bank maintain partnerships with organizations (e.g., school districts, VITA sites, employer workplaces, or faith-based organizations) to promote:

	Yes	No
A. Checking (transaction) products	1	2
B. Savings products	1	2

**Financial Education and Outreach**

33. Does your bank offer any of the following types of financial education activities targeted at the unique needs of the unbanked and underbanked populations?

Financial Education Activities	Yes, bank offers this activity targeted at needs of unbanked and underbanked population	No
A. Bank staff <b>teach</b> classes/workshops on basic banking topics	1	2
B. Bank provides <b>funding</b> or other financial consideration to community partners to conduct or promote basic banking financial education	1	2
C. Bank staff provide <b>technical expertise</b> to community partners relating specifically to basic banking financial education delivery	1	2
D. Bank has a practice of staff providing free basic banking <b>counseling</b> to customers at key teachable moments, such as educating customers how to reconcile their checkbook or explaining to consumers who come in to cash a check the benefits of a bank account	1	2
E. Other basic banking outreach/financial education activity (Specify)	1	2

(IF CODE 1 IN #33A-E, CONTINUE. OTHERWISE SKIP TO #39)

34. Please indicate how effective each of the following activities has been for providing financial education to unbanked or underbanked populations.

Financial Education Activities	Not effective at all	Slightly effective	Effective	Very effective	Don't know
A. (IF CODE 1 IN 33A) Bank staff <b>teach</b> classes/workshops on basic banking topics	1	2	3	4	8
B. (IF CODE 1 IN 33B) Bank provides <b>funding</b> or other financial consideration to community partners to conduct or	1	2	3	4	8

promote basic banking financial education					
C. (IF CODE 1 IN 33C) Bank staff provide <b>technical expertise</b> to community partners relating specifically to basic banking financial education delivery	1	2	3	4	8
D. (IF CODE 1 IN 33D) Bank has a practice of staff providing free basic banking <b>counseling</b> to customers at key teachable moments, such as educating customers how to reconcile their checkbook or explaining to consumers who come in to cash a check the benefits of a bank account	1	2	3	4	8
E. (IF CODE 1 IN 33E) Other basic banking outreach/financial education activity (Specify)	1	2	3	4	8

35. Please indicate whether or not your bank conducts basic banking financial education-related activities targeted at the unique needs of unbanked or underbanked populations at any of the following locations.

<b>Locations of financial education activities</b>	<b>Yes</b>	<b>No</b>
A. Public Gatherings/Fairs	1	2
B. Workplaces	1	2
C. K-12 Schools	1	2
D. Local/State/Federal Government Sites	1	2
E. Bank Branches	1	2
F. Vocational Schools/Colleges	1	2
G. Military Installations	1	2
H. Faith-Based or Community-Based Organizations	1	2
I. Other (Specify)	1	2

(IF CODE 1 IN #35A-I, CONTINUE. OTHERWISE SKIP TO #37)

36. Please indicate how effective each of the following locations has been for providing basic banking financial education targeted at the unique needs of unbanked or underbanked customers.

<b>Locations of financial education activities</b>	Not effective at all	Slightly effective	Effective	Very effective	Don't know
A. (IF CODE 1 IN 35A) Public Gatherings/Fairs	1	2	3	4	8
B. (IF CODE 1 IN 35B) Workplaces	1	2	3	4	8
C. (IF CODE 1 IN 35C) K-12 Schools	1	2	3	4	8
D. (IF CODE 1 IN 35D) Local/State/Federal Government Sites	1	2	3	4	8
E. (IF CODE 1 IN 35E) Bank Branches	1	2	3	4	8
F. (IF CODE 1 IN 35F) Vocational Schools/Colleges	1	2	3	4	8
G. (IF CODE 1 IN 35G) Military Installations	1	2	3	4	8
H. (IF CODE 1 IN 35H) Faith-Based or Community-Based Organizations	1	2	3	4	8
I. (IF CODE 1 IN 35I) Other (Specify)	1	2	3	4	8

37. Does your bank measure how effective its financial education activities relating to basic banking are in meeting the unique needs of unbanked and underbanked populations and encouraging actual positive behavioral changes (e.g., tracking the number of unbanked consumers that open an account as a result of attending a financial education workshop)?

- 1 Yes  
2 No

(IF CODE 1 IN #37, CONTINUE. OTHERWISE SKIP TO #39)

38. Please share some of the lessons learned from these financial education activities. (OPEN ENDED)

***Potential challenges related to providing financial products and services***

39. Are there any obstacles for your bank in offering financial products and services to unbanked and underbanked individuals?

- 1 Yes

2 No

(IF CODE 1 IN #39, CONTINUE. OTHERWISE SKIP TO #43)

40. If yes, please rate the extent to which each of the following is an obstacle for your bank in offering financial products and services to unbanked and underbanked individuals.

	Major obstacle	Minor obstacle	Not an obstacle at all	Don't Know
A. Competition from non-bank alternative financial service providers, such as check cashers, payday lenders, providers of money orders, pre-paid cards, etc.	1	2	3	8
B. Concerns over profitability or cost of providing accounts to the unbanked and underbanked population	1	2	3	8
C. Unfamiliar with unbanked and underbanked population	1	2	3	8
D. Fraud concerns	1	2	3	8
E. Difficulties of underwriting for the unbanked and underbanked population	1	2	3	8
F. Difficulties of developing a product that meets the needs of the unbanked and underbanked population	1	2	3	8
G. The unbanked and underbanked population's lack of understanding of financial products/services	1	2	3	8
H. Lack of customer demand in your market area for bank products marketed to the unbanked/underbanked	1	2	3	8
I. Regulatory concerns	1	2	3	8
J. Other (Specify)	1	2	3	8

(IF CODE 1 OR 2 IN #40A, CONTINUE. OTHERWISE SKIP TO NOTE BEFORE #42)

41. What is the source of the competition you are most worried about among non-bank alternative financial service providers?

- 1 Check cashers
- 2 Payday lenders
- 3 Money order providers
- 4 Prepaid cards offered at retail locations
- 5 Other (specify)

(IF CODE 1 OR 2 IN #40I, CONTINUE. OTHERWISE SKIP TO #43.)

42. Please rate the extent to which each of the following regulatory concerns is an obstacle for your bank in offering financial products and services to unbanked and underbanked individuals.

Potential Regulatory Concerns	Major obstacle	Minor obstacle	Not an obstacle at all
A. Customer identification-related requirements (Patriot Act)	1	2	3
B. BSA/Anti-Money Laundering requirements	1	2	3
C. Safety and Soundness risk	1	2	3
D. Fair Lending/Compliance risk	1	2	3
E. Third-party relationship risk	1	2	3
F. Other (Specify)	1	2	3

43. If your bank had the freedom to implement one new program, policy or service that would most improve access to unbanked and underbanked customers, what would it be? (OPEN-ENDED)

44. What is your job title?

- 1 Retail Operations Manager
- 2 Chief Lending Officer
- 3 Compliance Officer
- 4 CRA Officer
- 5 CEO and/or President
- 6 Other (Specify)