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Public Comments on Agency Information Collection Activities; Proposals, Submissions, and Approvals: National Survey of Unbanked and Underbanked Households: =====

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Comment: Information collection is necessary, in order to develop strategies leading to the inclusion of unbanked and underbanked consumers. Ideally, the pertinent information would include specifics on consumer decision making, with regard to banking and paying bills. It just seems that in order to develop meaningful programs, you must first identify the consumers need, and try to understand why people make certain decisions. The information collected is accurate to the extent that it is pertinent. For example, it would be helpful to ask the consumer why they decide to cash their check instead of using a direct deposit. There may be many different answers, but it gives analysts, and those attempting to help people a better understanding. The quality, and clarity of the information collected may be enhanced by asking questions in a face to face manner in addition to the written survey. Most people will give you candid information if you are standing right in front of them looking them in the eye when you ask them why they have decided not to use a traditional bank. The burden on the respondent can be minimized by simply making it easy and convenient to respond. Surveys should be short and to the point. Face to face contact should be warm and genuine. Most people have busy lives, but I think many would be willing to give you a couple of minutes of their time if they knew that the purpose of the survey is to help. Thanks for reading my comments, and have a nice day.

Information collection is necessary, in order to develop strategies leading to the inclusion of unbanked and underbanked consumers. Ideally, the pertinent information would include specifics on consumer decision making, with regard to banking and paying bills. It just seems that in order to develop meaningful programs, you must first identify the consumers need, and try to understand why people make certain decisions. The information collected is accurate to the extent that it is pertinent. For example, it would be helpful to ask the consumer why they decide to cash their check instead of using a direct deposit. There may be many different answers, but it gives analysts, and those attempting to help people a better understanding. The quality, and clarity of the information collected may be enhanced by asking questions in a face to face manner in addition to the written survey. Most people will give you candid information if you are standing right in front of them looking them in the eye when you ask them why they have decided not to use a traditional bank. The burden on the respondent can be minimized by simply making it easy and convenient to respond. Surveys should be short and to the point. Face to face contact should be warm and genuine. Most people have busy lives, but I think many would be willing to give you a couple of minutes of their time if they knew that the purpose of the survey is to help. Thanks for reading my comments, and have a nice day.