



MARKET RESEARCH AND DEMOGRAPHY

Qualitative Study of the Banking Experiences of Latino Immigrants in Texas

Prepared for

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and

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I. **STUDY BACKGROUND AND OBJECTIVES**

Latino immigrants in Texas have historically encountered many barriers in accessing the banking industry, a problem that mitigates their successful integration into mainstream America. To better understand the awareness of banking services among Latino immigrants in Texas and the barriers encountered in accessing these services, the Texas Credit Union League and Texas Appleseed formed a partnership to sponsor a qualitative study of Latino immigrants in six Texas cities: Dallas, Ft. Worth, Rio Grande City, Houston, Austin and El Paso. Rincon & Associates was commissioned to conduct this qualitative study during March of 2004. The study was designed to evaluate the experience of Latino immigrants in the following general areas:

- Budgets and financial planning
- Perceptions of the banking system
- Financial Services
- Credit usage
- Financial education

In the *Methodology* section which follows, we present the procedures that were followed in conducting the study. Next, the *Top-Line Summary* section will discuss the findings from the group discussions and a written survey that was completed by the focus group participants. In the *Conclusions and Recommendations* section, we present our perspectives on the overall study findings and related implications for future marketing strategies.

II. METHODOLOGY

To address the study objectives, a total of six focus groups were conducting during March of 2004 in six Texas markets. The six markets and number of participants in each group are presented in Table 1 below:

**Table 1
Group Schedule, Location and Participants**

<i>Group</i>	<i>Date</i>	<i>City</i>	<i>Host Facility</i>	<i>Number of Participants</i>
1	3-1-04	Dallas	DISD Intake Center	7
2	3-2-04	Ft. Worth	Washington Heights Elementary School	13
3	3-4-04	Rio Grande	Community Resource Group, Inc.	9
4	3-18-04	Houston	Ripley House, Neighborhood Centers, Inc.	15
5	3-24-04	Austin	El Buen Samaritano Episcopal Mission	6
6	3-27-04	El Paso	El Paso County Self Help Center	13

Recruitment of the participants for groups 1 to 3 was conducted by staff members of the Texas Credit Union League, while recruitment for groups 4 to 6 was conducted by Texas Appleseed staff. The participants were selected according to the following criteria:

- Latino origin
- Resided in U.S. six years or less
- Etc.

Not all of the participants that showed for the group discussions, however, met the target profile of recent immigrants. According to the survey responses, for example, about 10 percent of the 63 participants were born in the U.S., while only 24 percent had lived in the U.S. for five years or less. Over half (52%) of the participants had lived in the U.S. over 10 years. Consequently, the study findings reflect the views of Latino immigrants but not necessarily very recent immigrants as originally intended by the study sponsors.

The focus groups were moderated in Spanish by Dr. Edward T. Rincon of Rincon & Associates, while one staff member representing Texas Appleseed (Jesus Manuel Muñoz) was present during each discussion to observe and assist with selected tasks. After the initial introductions, the participants were read a standard explanation about the purpose of the study, which included explanations about the study's confidentiality, the lack of any relationship to government or commercial entities, and reassurances that their immigration status was of no concern to the study objectives. Following the standard explanation, the discussion centered on the general topics of budgets and financial planning, perceptions of the banking experience, financial services, credit experiences, and participation in financial education classes. At the end of each discussion, the participants were asked to complete a written questionnaire that addressed similar topics as well as others that could not be addressed during the discussion due to time limitations. A copy of the discussion guide is provided in Appendix A, while a copy of the questionnaire is provided in Appendix B. A tabulation of the survey responses is provided in Appendix C.

The ability to analyze the focus group discussion by individual markets proved challenging for several reasons. First, participant show rates were modest in two of the markets (Dallas and Austin), resulting in less information gathered. Secondly, because the groups were conducted in community group facilities, the moderator was challenged at times by the distracting noise level of children that accompanied their parents, leading to difficulties in discerning the participant comments from the audio tapes. Thirdly, the participants in several markets lived under dire economic circumstances, often having limited experiences or opinions about the U.S. banking system. Consequently, it was the decision of this analyst to focus the discussion of the study findings on the responses of the total study participants, thus providing a more reliable picture of the overall views of Latino immigrants.

General Note About Focus Group Discussions. Focus group discussions provide participants an opportunity to freely express their opinions about a product or service. The

moderator introduces issues, encourages expression of ideas, and ensures that all participants have a chance to contribute. The resulting discussion can be loosely structured so that participants can play a part in determining where the discussion leads. Clients and researchers can obtain a great deal of information from these discussions. They can learn about the social dynamics and the interpersonal reactions that are related to the topic being discussed. They can also see how participants talk about a product or idea in actual conversation, noting also the vocabulary, phrases, inflections and subtle nuances that come out in this informal setting. Such responses or interactions often have not been anticipated by the client or researcher and may lead to new directions in products or services, or to further research. While the information may be valuable, the size and structure of the group does not permit statistically valid generalizations to all individuals comprising the target audience. Accordingly, the following summary should be viewed as a set of hypotheses rather than firm conclusions. The reader should also note that the use of percentages throughout the discussion are intended to describe only the responses of the study participants to the survey questionnaire.

III. TOP-LINE SUMMARY

Budgets and Financial Planning

Although Latinos incorporated rudimentary methods in the management of their financial matters, most felt that the instability of their economic status left little money to budget or save. Unemployment and tough economic circumstances were common themes voiced by the participants, leaving little money to budget or save on a long-term basis. While some participants used “mental budgets” to organize their finances, the most common practice was to spend the money earned immediately on basic needs like food and housing. While both husbands and wives were involved in the decisions regarding finances, the wives generally assumed a greater role in the daily management of household finances. A minority of the participants utilized direct deposits through their employers. Few of the participants had received assistance in planning a budget, although several indicated a desire to learn more about budgeting. Participants generally made minimal use of banks or credit unions when money was available and utilized other options like paying bills with money orders, keeping money at home or sending money to family in Mexico for savings and support. Other participants preferred to spend their extra money re-modeling or buying a home.

Perceptions of the Banking System

Latinos had generally positive views of the U.S. banking system, but were mostly unfamiliar with credit unions. Responses to the survey showed that six in ten Latinos (60.3%) had a positive opinion of the U.S. banking system, over one in ten (11.1%) had a negative view, while two in ten (20.6%) were indifferent. By comparison, nearly three in ten Latinos (28.6%) had a positive view of credit unions, 3.2 percent had a negative view, over one in ten (12.7%) were indifferent, and over half (52.4%) did not know the difference between a bank and a credit union. When queried in the discussion, most of the participants had not heard

of the Spanish phrase “cooperativos de crédito,” while the term “credit union” was more recognizable.

Despite generally positive perceptions, however, participants voiced concerns about banks and credit unions that did not accept the matricula consular, and the difficulty of understanding checking account charges. While few participants were able to discern the differences between credit unions and banks, those who were able to make the comparison stated that credit unions charged less interest rates, offered better rates for loans, and that “banks keep charging you for checks, but not the credit union.”

Most Latinos believed that it was very important for banks and credit unions to offer money transfer services to Mexico or Latin America, as well as direct deposits to bank accounts in Mexico. Responses to the survey revealed that nearly six in ten Latinos (57.1%) felt that it was “very important” for banks and credit unions to provide support for money transfers and direct deposits to bank accounts in Mexico.

However, Latinos revealed mixed interest in opening an account at a bank or credit union if they offered money transfer services, accepted the matricula consular or provided lower check cashing fees. Latinos who showed more interest in opening an account pointed to the potential advantages of lower check cashing fees, lower money transfer fees, the added security of keeping their money in a safe place, and building their credit history. Latinos who showed less interest in opening an account, however, pointed to concerns about the ease of accessing their money, the minimum amount needed to open an account, the low interest rates paid on savings, and the practice of requiring social security cards even when a matricula consular was presented. Additional sources of discomfort in opening an account included the lack of information provided in Spanish, the hours of operation, long waiting periods to get money, the high check cashing fees at banks when one did not have an account there, and high charges for ATM transactions. One participant explained that he did

not keep money in the bank because it would disqualify him for food stamps, a revelation that other participants supported as well. Another participant expressed concern about the security of the money in U.S. banks. “Banks are getting robbed a lot here. I believed that my money would be lost if I deposited my money in the bank and it was robbed. Is it really like that?”

When asked which **aspects of the banking system they found most difficult to understand**, Latinos pointed to the basic steps of opening a bank account, interest rates, charges for ATMs, deposits, and bank statements. What especially complicated their ability to understand these items was the lack of explanations up-front, explanations that were provided only in English, and an apparent lack of concern for the customer once the account was opened.

While most Latinos believed that they were treated positively by banks and credit unions, participants in three of the markets reported differential treatment by local Mexican-American staff. Latinos in all markets generally felt that Latino customers were treated positively by staff at banks and credit unions, although differential treatment was sometimes observed depending on one’s credit status, language skills, the time of day one was visiting and “how you looked.” Immigrants, in particular, reportedly had a more difficult time when Spanish-speaking tellers were not available. Interestingly, Latinos in Dallas, Ft. Worth and Houston added that they had experienced bad customer service from local Mexican-American staff who often did not have the “right attitude,” did not use Spanish even when they had the skills, and talked “very short” to them.

While the participants generally perceived that banks and credit unions had made genuine efforts to attract or retain Latino customers, many felt that there was considerable room for improvement. As evidence that banks and credit unions had made genuine efforts to attract or retain Latino customers, the participants pointed to the increasing acceptance of the matricula consular, the availability of Spanish-speaking staff, weekend hours, and their general interest in learning Spanish to communicate with Latinos. Nonetheless, several

areas were identified for improving the relationship with Latino customers, including not asking for documents related to their immigration status, making loan standards more flexible, not requiring collateral on small loans, shortening the time required to get the balance on an account, providing a better explanation of the different charges, paying better interest rates on savings accounts, and having a friendlier environment. To increase their likelihood of using banks and credit unions, the participants requested more information about becoming a member of a credit union and a listing of banks and credit unions that accepted the matricula consular.

Financial Services

Latinos primarily used banks and supermarkets for their financial transactions. According to the survey responses, less than four in ten Latinos (38.1%) utilized banks, while a smaller proportion (4.8%) used credit unions. Non-users of banks and credit unions depended primarily on supermarkets (39.4%) for their financial transactions. On a monthly basis, Latinos spent fees ranging from \$1 to \$15 to cash their paychecks or use money orders to pay their bills: \$1 to \$3 (25.4%), \$4 to \$7 (14.3%), \$8 to \$10 (6.3%), or \$11 to \$15 (4.8%). Moreover, several participants indicated that some retailers provided money orders at no cost when they cashed their checks at their stores.

While a range of services were utilized by Latinos that used banks or credit unions, they identified several additional services to help them organize their finances. Latino users of banks or credit unions utilized such services as savings and checking accounts, bank issued credit cards, ATMs and credit to purchase a car or buy/re-model a home. According to the survey responses, however, only a minority of Latinos (4.8%) used banks or credit unions to send money to Mexico or Latin America. Instead, Latinos who used money transfer services relied on private services like Western Union and others (39.7%). Moreover, over one-third (34.9%) of the Latinos did not send any money to Mexico. When asked during the discussion why they did not send money to Mexico, the participants explained that they did not have enough money available or that they preferred to deliver the money personally. To help them organize their finances, the participants suggested that banks and credit unions could provide such additional services as free checking accounts, retirement plans, access to money by relatives in Mexico, on-line banking, and weekend services.

Latinos were more likely to send their families in Latin America \$200 or less on a monthly basis at a cost of \$10 or less. According to the survey responses of Latinos who sent money to families in Mexico or Latin America, over four in ten (44.1%) of these money transfers involved amounts of \$100 or less, one-third (32.4%) included amounts of \$101 to \$200, less than two in ten (17.6%) included amounts of \$201 to \$300, and a smaller proportion (2.9%) involved amounts of \$301 to \$400. Latinos were more likely to make the money transfers once per month (38.2%), nearly three in ten Latinos (29.4%) sent the money two or more times annually, and less than two in ten (17.6%) made the money transfers two times or more per month. A smaller proportion (5.9%) of the money transfers were made once a year. Latinos were more likely to pay \$10 or less for their money transfer services (61.8%), while less than two in ten Latinos (17.6%) paid \$11 to \$20. Occasionally, smaller proportions of Latinos paid \$21 to \$30 (5.9%) and \$31 to \$40 (5.9%) for this service.

Latinos were motivated by a variety of reasons when initially opening a bank or credit union account. Accounts at banks or credit unions were initially opened for direct deposits from work, to establish credit, to avoid paying check cashing fees, to qualify for a loan, to avoid keeping money at home, to save money, for lower interest rates, having more control over money, and to facilitate the cashing of IRS refund checks. Bad credit, a lack of accepted identification, and “no money” were barriers noted when initially opening an account.

Latinos who did not use any banking services identified important barriers. According to their survey responses, one-third (33.3%) of the non-users were primarily discouraged by bank fees that were too high, followed by a lack of convenience with their time or spending habits (21.2%), a lack of trust in the banking system (18.2%), and fear of their privacy being violated (15.2%). Importantly, the survey responses also revealed that over eight in ten (84.8%) of the non-users would be more likely to open a bank account if the matricula consular was accepted as a form of identification.

Latinos' willingness to open a bank account was influenced by fears related to their immigration status. When asked specifically if their reluctance to an open account at a bank or credit union was influenced by fears related to their immigration status, Latinos in all markets (except Ft. Worth) confirmed that this was a source of concern to them. As they explained: "Yes, some of my friends are afraid in that way," "Yes, I'm afraid somewhat," "Yes, bank information may be mailed to your home and we no longer live there," "Yes, that information could be shared with other people you do not know," "Yes, I hear that banks sell your information," and "I'm afraid." One participant also expressed concern about the potential loss of money at banks. "The illegal cannot use banks because they will take your money if they learn you are an immigrant...that's what I heard."

The biggest problems encountered in interactions with banks or credit unions included language, counting the money, requests for a driver's license as a form of identification, the long lines, and too much attention being paid to well-dressed customers. Responses to the survey by users of banking services indicated that the most difficult part about opening or maintaining bank or credit union accounts related to the fees (51.9%) and lack of Spanish-speaking staff (22.2%). Interestingly, many of the participants were pleased to observe the presence of Hispanic staff at banks and credit unions, but wished that Hispanic staff would be encouraged to use their Spanish-language skills and show a more positive attitude when communicating with Latino customers.

Despite the fact that most of the participants were born in Mexico, only a minority had possession of the matricula consular. Of the 63 participants, nearly eight in ten (79.4%) were born in Mexico. However, only nine participants reported that they had a matricular consular. Awareness of the matricular consular was a problem for some of the participants, while several were unaware that banks and credit unions accepted the matricula as a form of identification. One participant stated that the \$30 fee for obtaining the matricula was a barrier to people who needed it.

Credit

Latiinos had limited use of credit and expressed reservations about its benefits. Although most of the Latinos indicated that they had limited credit available, individuals that did have credit available were more likely to mention stores like J C Penney, Sears, Foley's, Sam's, and Wal-Mart. Credit at banks or credit unions was used primarily to buy cars or finance home-related expenses, but used less frequently than department store credit purchases. Most Latinos did not use their credit privileges to pay for recurring monthly bills like utilities. Several participants expressed reservations about the use of credit cards. "It's better to live without credit," "Just always paying interest, balance never lowers," "My father has credit but does not use it for anything," and "I don't use credit cards, just cash." Some participants also expressed concern about the abuse of credit on the Internet even though they did not use on-line banking. "I'm afraid that someone might use my credit on the Internet." One participant who disliked credit thought that it was important to be "auto-suficiente" or independently sufficient by staying within a budget.

Financial Education

The majority of Latinos had no exposure to any financial instruction related to setting a budget or opening a checking account. Only two of the 63 study participants had received some instruction in the past – one during a high school math class and another from a Consumer Credit counseling center – which they found very helpful.

Despite their lack of financial knowledge or experience, Latinos revealed considerable interest in learning more about a range of financial topics. Responses to the survey confirmed that a majority (85.7%) of the Latinos were willing to attend a class on financial education if offered at a credit union or bank in their community. Table 2 on the following page presents, in rank order, the topics listed in the survey that Latinos desired for these classes.

Table 2
Topics Desired for Financial Education Classes

<i>Rank</i>	<i>Topic</i>	<i>Percent</i>
1	How to organize my finances within my budget	83.3
2	How to use a savings or checking account	46.3
2	Basic information about credit	46.3
3	Information about the home-buying process	44.4
4	How to open an account with a credit union or bank	42.6
5	How to find the best fees for money transfers to Mexico or Latin America	38.9
6	How to open a bank account with a Mexican matricula consular or other type of identification from the Consulate	37.0
7	Information about opening a bank account and related implications in the area of immigration	31.5
7	Help with filing tax returns	31.5
8	Information about wills	25.9

(Percents based on multiple responses)

In addition to the pre-listed financial topics in the survey, the participants identified the following additional topics during the discussion:

- Types of accounts and related benefits
- How interest rates are charged
- Short and long-term investments, best rates of return
- Trust funds
- Certificates of deposit
- Different types of loans offered
- Debt consolidation
- Business and payroll taxes
- English for communicating with bank staff
- IRS system
- Different types of insurance, i.e., life, health, etc.
- Benefits offered by different banks or credit unions

Regarding the interest in payroll taxes, one particular participant was concerned about the deductions being made by her employer. “My boss would tell me he was taking out money from my check, but I didn’t know what for.” Clearly, this participant could have benefited from information about appropriate payroll deductions.

The interest in learning about such a broad range of financial topics was somewhat surprising given the limited experience of Latino immigrants with banking services. As one participant explained it: “We know about them (topics) but not experienced on how to use them.” It would certainly be an interesting experiment to evaluate the impact of providing Latino immigrants a series of financial literacy classes on their subsequent use of banking services.

IV. CONCLUSIONS AND RECOMMENDATIONS

The study findings point to the following general conclusions and recommendations:

- **The economic situation of the markets where Latinos reside strongly shapes their experiences with the banking industry.** Latino immigrants are not likely to have much experience with traditional institutions like banks or credit unions when their employment and economic circumstances are unstable or marginal. With less money to manage, they tend to make minimal use of budgets or save money, and more likely to use their available funds to meet basic needs for their households. By contrast, Latino immigrants residing in markets with an improved employment and economic profile are more likely to have money available to budget, save and manage with the assistance of traditional financial institutions. Although Latino immigrants from all economic and geographic segments are in need of support to increase their access to the banking industry, future marketing efforts should recognize the unique financial needs of Latino immigrants residing in different geographic markets.
- **Although credit unions revealed a low level of awareness and usage among Latino immigrants, they nevertheless have potential for improving their presence within this segment.** A very limited number of Latino immigrants were aware of credit unions or used them, and fewer Latinos were able to discern the differences between banks and credit unions. Moreover, the Spanish translation “cooperativos de crédito” was also unknown to the majority of the participants. On the other hand, Latino immigrants voiced more negative perceptions of banks, which may provide credit unions an opportunity to increase market share. To penetrate the Latino immigrant market, future marketing efforts by credit unions will need to

establish the best phrase to describe credit unions, describe key services that Latinos would find beneficial, and differentiate credit unions clearly from banks.

- **The acceptance of the matricula consular among banks and credit unions should not be a closely held secret.** Despite widespread news reports that announced the acceptance of the matricula consular by various financial institutions in the U.S., it is possible that the major beneficiaries of the program, i.e., Latino immigrants, were not part of the awareness campaign. Indeed, many of the study participants were surprised to learn that the matricula was accepted by selected banks and credit unions. Hence, an important first step in the marketing process would be to expand awareness of the advantages of having a matricula consular. Secondly, a list of the banks and credit unions that accept the matricula consular should be created for each metropolitan area and distributed to Latino immigrants through multiple information networks. To many immigrants, acceptance of the matricula consular represents a large welcome sign that says “We want your business.”
- **To many of the Latinos, the banking industry presents too many barriers and risks for the efficient use of their money.** Indeed, Latinos expressed concerns about losing funds when banks were robbed, disqualifying their eligibility for food stamps, losing money when their immigration status was discovered, and a range of issues related to banking services and customer relations. Misconceptions about banks or credit unions should be addressed directly through informational campaigns and community networks since they tend to spread rapidly through word-of-mouth in immigrant communities. Moreover, customer satisfaction surveys should be conducted immediately after Latinos visit a bank or credit union to obtain specific information about their visit. Latino immigrants apparently have made efforts to use

banks and credit unions, but it appears that the industry is not ready to serve them. In some instances, major changes in staffing, product mix, and advertising will be needed to meet the expectations of Latino immigrants.

- **Latino staff at banks and credit unions need to better understand the expectations and sensitivities of Latino immigrants.** Latino immigrants were particularly annoyed by Latino staff at banks or credit unions that were reluctant to communicate in Spanish or treated non-Latino customers more positively. Although status differentiation is common in many cultures, it tends to be unexpected or overlooked by management who assume that all Latinos will get along with each other. More attention should be devoted to monitoring the behavior of all staff that serve Latino immigrants to ensure that personal biases or prejudices are not part of the workplace.
- **To improve their market share among Latino immigrants, banks and credit unions should take some lessons from other retailers.** Latino immigrants tend to use supermarkets to pay utilities, buy money orders and transfer money, although services like Western Union are decidedly more popular for money transfers. Although the fees that they are likely to pay are higher than the fees offered by banks or credit unions, the simplicity of the transactions and convenience are important factors. When payday arrives, long lines typically form at check cashing stores or supermarkets, which permit Latino immigrants to quickly turn paychecks into “cash flow” for buying food and paying important bills. There is less concern at these retailers for social security cards or matriculas, and service is usually very fast. Moreover, these retailers have long recognized the economic value of the Latino market and the importance of communicating in the “language of the customer.” Many

banks have already established branches at supermarkets to better serve Latino customers, although credit unions are less likely to follow this strategy.

- **Credit privileges can be a double-edge sword for Latino immigrants.** Credit greatly expands the buying power of consumers with the related potential to create burdensome debt. Latinos in the study had limited access to credit at banks, credit unions, and department stores that appeared to be under control. The reluctance of Latinos to using credit stems partially from a lack of knowledge about how to manage it and a general disdain for accumulating debt. Latino immigrants, in particular, do not always understand the benefits of establishing a credit history and are more accustomed to managing cash instead of plastic. Consequently, efforts to extend credit to Latino immigrants should be accompanied by counseling sessions to explain the advantages and disadvantages of credit privileges.
- **Latino immigrants revealed a great deal of interest in expanding their knowledge of financial services and products through community-based education efforts.** Despite their economic circumstances and limited use of banking services, Latino immigrants appeared eager to learn about a broad range of financial services and products that went far beyond budgeting and opening a checking account. Banks and credit unions should take the initiative to create learning materials that will address the content areas identified by the study participants in a bilingual format and taught by bilingual instructors. More importantly, this learning activity can also be used to create or perhaps restore a sense of trust in the banking industry.

APPENDIX A
Discussion Guide

Financial Services Discussion Guide

Budgets and Financial Planning

- How do you manage your finances?
- Do you use any sort of method to organize your finances?
- Have any of you ever set up a household budget?
- Do you tend to save your money for the long term or are you more inclined to spend what you earn within a short time of receiving your paychecks?
- What money savings methods do you employ, if any?

Perceptions of the Banking System

- What have been your experiences with the U.S. banking system?
- Have you ever heard of a credit union? (IF YES) Please describe what a credit union is or what it does.
- What are some key differences between a bank and a credit union?
- If you knew that a credit union offered remittances, accepted the matricula, and offered lower fees than what you are paying at a check casher, would you be more inclined to open an account?
- For those who do not have credit union/bank accounts, would you feel comfortable going into a branch and opening an account? Why or why not?
- For those who do have credit union or bank accounts, are you satisfied with the service your banks have given you? Why or why not?
- In general, do you think that the banking or credit union system is easy or difficult to understand? Please explain.
- Do you think that the banking or credit union industry has made a genuine effort to attract and retain Spanish-speaking clients?

Financial Services

- How many of you have accounts with banks or with credit unions?
- What services do you use or have used at banks or credit unions?
 - savings account
 - checking account
 - bank issued credit card
 - ATM
 - wire transfer service offered by credit union/bank
 - money order purchases at credit union/bank
 - bank credit to buy a car
 - bank credit to buy or improve a home
 - I don't use banking services
- Why did you choose to use a (bank or credit union) services?
- Did you have any difficulty opening your accounts?
- What have been the greatest difficulties that you have had when interacting with your credit union or banks?
- Do you think that credit union/bank personnel treat Spanish-speaking customers differently from others?
- What services could credit unions or banks offer that would encourage Spanish-speaking people to open accounts?
- What services could credit unions/banks offer you that would help you put your finances in order? (PROBE FOR THOSE NOT MENTIONED)
 - savings account
 - a separate account where I could deposit money and my relatives in Mexico could withdraw cash as needed by using a bank card
 - free checking account
 - bank issued credit card
 - ATM
 - wire transfer service offered by bank
 - money order purchases at bank
 - bank credit to buy a car
 - bank credit to buy or improve a home
 - other – please explain
- In general, do you think that opening and maintaining a bank account is too much trouble, in light of your schedule and your other personal responsibilities?
- What fears, if any, do you have that your personal information might be shared by the bank or credit union with others, or that your privacy might be violated?
- Have there been any instances where you have felt discouraged because of a lack of Spanish-speaking personnel at a credit union or bank? If so, please describe them.

Credit

- Have you ever used credit to cover your monthly costs when money is short, to cover car or home loans, or to obtain appliances or other goods for your home?
- Where did you obtain this credit?
- At this time, what are some of your credit options?

Financial Education

- Have you attended courses on financial education where you received tips on how to create a budget or on how to use a checkbook?
- If you have attended such courses, do you think that the information you received was useful? Did the course answer all of your questions? What topics or questions did the course not resolve for you?
- Would you attend financial education courses if they were offered in your area?
- What topics would you like to see covered?

Preguntas Generales para los Grupos Focales

Buenas días/tardes. Somos trabajadores con la organización Texas Appleseed – una organización sin fines de lucro que aboga para cambios políticos y legales aquí en Texas. Nuestro trabajo es de pleno interés público, y no estamos vinculados con ninguna entidad comercial ni gubernamental.

Este grupo focal forma parte de una investigación que estamos llevando a cabo para darnos cuenta del conocimiento que la comunidad inmigrante latina de Texas tiene sobre los servicios bancarios, y también para poder medir la frecuencia con la cual los miembros de esta comunidad acuden a los bancos u a otras instituciones financieras. Esperamos que la información que recopilamos de estos grupos focales nos sirva para obtener un conocimiento más concreto de las necesidades financieras de la comunidad inmigrante latina, para así poder abogar de manera más eficaz por los intereses de este grupo.

Su participación durante esta sesión es completamente voluntaria. Podemos asegurarle que no habrá preguntas acerca de su estado migratorio, ni acerca de su dirección personal. La información que haya compartido no será vinculada jamás con usted ni con su familia en particular. Sus respuestas sólo serán presentadas en forma de estadísticas como parte de un estudio generalizado. Asegúrese que la información que usted haya proporcionado será tratada con confianza y sólo será usada para fines de nuestro estudio. En ningún momento compartiremos esta información con entidades de inmigración.

Durante la sesión, si alguna de las preguntas que les hagamos no hace sentido, o si no entienden muy bien el concepto o el servicio bancario del cual estemos hablando, por favor déjenos saber y pida clarificación. Estamos aquí para aprender uno del otro, así que no tengan vergüenza.

Muchísimas gracias por su participación.

I. Presupuestos y Planificación Financiera

- ¿Cómo manejan sus finanzas? ¿Utilizan algún método para estar al tanto de sus finanzas? Favor de describirlo.
- ¿Elaboran o han elaborado presupuestos en alguna ocasión? Si han elaborado un presupuesto, podrían describir la manera en que lo elaboraron?
- ¿Tienen ustedes a ahorrar su dinero a largo plazo o a gastarlo inmediatamente después de haberlo ganado?
- ¿Qué métodos usan para ahorrar su dinero?

II. Percepciones del Sistema Bancario

- ¿Hasta cuál punto han ustedes tenido experiencia con el sistema bancario norteamericano?
- Para los que no tienen cuentas bancarias, ¿qué tan probable sería que ustedes fueran a un banco o a un cooperativo de crédito para abrir una cuenta? ¿se sentirían cómodos o incómodos?
- Para los que tienen cuentas, describan por favor la calidad de servicio que sus bancos les hayan dado.
- Para ustedes, ¿cuáles son los aspectos del sistema bancario más difíciles de entender?
- Por lo general, ¿cómo describirían la actitud que toman los bancos hacia los clientes latinos o de habla hispana? ¿creen ustedes que sus bancos han hecho un esfuerzo genuino para atraer y retener a clientes de habla hispana?

III. Servicios Bancarios

- ¿Cuántos de ustedes tienen cuentas con bancos o con cooperativos de crédito o credit unions?
- Describan, por favor, lo que los motivó a usar o no usar los servicios bancarios o servicios de cooperativos de crédito.
- Describan, por favor, sus experiencias al abrir una cuenta bancaria.
- ¿Cuáles han sido las dificultades más grandes que han encontrado en su interacciones con sus bancos?
- ¿Piensan ustedes que el personal de los bancos trata a los clientes hispanoablantes de manera diferente?
- ¿Cuales servicios pudieran ofrecer los bancos para motivar a las personas de habla hispana a abrir cuentas bancarias? ¿Cuáles son los productos bancarios que les interesan más?

IV. Crédito

- ¿Han en alguna ocasión utilizado el crédito para cubrir gastos mensuales que no hayan podido cubrir sus ganancias mensuales, para cubrir préstamos de auto o de casa, o para obtener electrodomésticos u otras cosas para el hogar?
- ¿Dónde obtuvieron este crédito?
- ¿Cuáles creen que son sus opciones para poder obtener crédito?

V. Educación Financiera

- ¿Han asistido en alguna ocasión a cursos de educación financiera donde hayan recibido instrucciones para formular un presupuesto o para usar un libro de cheques?
- Si han asistido a tal tipo de cursos, ¿creen que la información que recibieron ahí fue útil? ¿Logró el curso darles las respuestas a todas sus preguntas? ¿Cuáles temas o asuntos aún no fueron resueltos para ustedes después de haber asistido?
- ¿Asistirían a cursos de educación financiera en dado caso que fueran ofrecidos en su comunidad?
- ¿Cuáles temáticas les gustaría que tal curso abarcara?

APPENDIX B
Survey Questionnaire

Survey of Mexican Immigrants and their Use of Banking Services

1. What is your country of origin?

Mexico
Guatemala
El Salvador
Venezuela
Cuba
Argentina
Other: _____

2. For how long have you resided in the US?

-5 years or less
-between 5 – 10 years
-more than 10 years

3. What is your opinion of the US banking system?

-positive
-negative
-indifferent

4. What is your opinion of US credit unions?

-positive
-negative
-indifferent
-I don't know the difference between a bank and a credit union

5. Do you use any banking services?

-yes, I use a bank
-yes, I use a credit union
-no

6. If you do not use a credit union or bank, who do you use?

-check casher
-payday lender
-pawnshop
-grocery store
- other _____

7. How much do you spend per month to cash your paychecks and to use money orders to pay your bills?

- \$1-3
- \$4-7
- \$7-10
- \$10-15
- other amount – please specify

8. If you do not have a bank or credit union account or do not use any banking services, why do you not use them?

- no time
- no confidence in the banking system
- I don't think it's to my benefit given my income or my spending habits
- banks charge too many fees
- lack of proper documentation
- other reasons – please specify

9. If you do not have a credit union or bank account, would you be more inclined to open one if you could use the “matricial consular” as a form of ID?

- yes
- no

10. If you have a credit union or bank account, what is, in your experience, the most difficult or troublesome aspect about opening and maintaining the account?

- the fees
- the inconvenience
- the complexity difficulty of the process
- lack of bank personnel who speak Spanish
- other reasons – please explain

11. What services do you use to send money to Mexico/Latin America?

- credit union
- bank
- Western Union, Orlandi Valuta, Ria, or other similar service
- I send it with relatives who travel down there
- other methods – please explain
- I do not send money to Mexico/Latin America

12. How much money do you send each time you send money to relatives in Mexico/Latin America?

- \$0-100
- \$101-200
- \$201-300
- \$301-400
- \$401 or more

13. How often do you send money?

- 2 times or more a month
- Once a month
- 2 times or more a year
- Other – please specify

14. How much (in the form of fees) do you pay each time you send money to Mexico?

- \$1-10
- \$11-20
- \$21-30
- \$31-40
- \$41 or more
- other – please explain

15. How important would it be for your credit union or bank to offer wire transfer services to Mexico/ Latin America or direct account transfer services to Mexican/ Latin American banks?

- very important
- somewhat important
- I'm indifferent

16. Would you attend courses on financial education if a credit union or bank in your area offered such a course? they were being offered in your area?

- yes
- no

17. What topics would you like to learn more about? (please select all that interest you)

- how to budget one's finances
- how to open an account at a bank or credit union
- how to open an account with a matricula consular or other consular ID
- how to use checking and savings accounts
- basic information on credit
- how to find the best deals on sending money to Mexico or Latin America
- information on the immigration implications of opening a bank account
- information on wills
- information on filing taxes
- information on how to buy a home
- others – please specify

Please feel free to add any other information

**Encuesta Sobre los Inmigrantes Provenientes de México de
Latinoamérica y Su Uso de los Servicios Bancarios**

1. **¿En cuál país nació usted?** (CIRCULE UNO)

Mexico	1
Guatemala	2
El Salvador	3
Venezuela	4
Cuba	5
Argentina	6
Otro país (FAVOR DE ESPECIFICAR)	7

2. **¿Cuántos años ha residido en los Estados Unidos?** (CIRCULE UNO)

5 años o menos	1
Entre 5 y 10 años	2
Mas de 10 años	3

3. **¿Cuál es su opinión del sistema bancario norteamericano?**
(CIRCULE UNO)

Positiva	1
Negativa	2
Indiferente	3

4. **¿Cuál es su opinión del los cooperativos de crédito en los Estados Unidos?**
(CIRCULE UNO)

Positiva	1
Negativa	2
Indiferente	3
No conozco la diferencia entre los bancos y los cooperativos de crédito	4

5. **¿Utiliza usted los servicios bancarios o servicios de cooperativos de crédito?** (CIRCULE TODOS QUE APLIQUEN)

Si, uso banco	1
Si, uso cooperativo de crédito	2
No uso ninguno	3

6. **¿Si usted NO utiliza cooperativo de crédito o banco, ¿qué utiliza?** (CIRCULE TODOS QUE APLIQUEN)

Cajeros que cobran cheques	1
Compañía que hace prestamos en días de pago (payday lender)	2
Casa de empeño	3
Supermercado	4
Otro (FAVOR DE ESPECIFICAR)	5

7. **¿Cuánto dinero gasta cada mes para cobrar su cheque del trabajo y en utilizar giros para pagar sus facturas?** (CIRCULE UNO)

\$1 - \$3	1
\$4 - \$7	2
\$8 - \$10	3
\$11 - \$15	4
Otra cantidad (FAVOR DE ESPECIFICAR)	5

8. **Si usted NO tiene cuenta bancaria o cuenta con cooperativo de crédito o NO utiliza servicios bancarios, ¿por qué usted no los utiliza?** (CIRCULE TODOS QUE APLIQUEN)

No tengo tiempo	1
No confío en el sistema bancario	2
No creo que me convenga dado mi ingreso o hábitos de gasto	3
Los cargos que cobran los bancos son demasiados	4
Tengo miedo que el banco cooperativo me viole mi privacidad y comparta mi información con otras entidades	5
Otras razones (FAVOR DE ESPECIFICAR)	6

9. Si usted no tiene cuenta bancaria o cuenta con cooperativo de crédito, ¿estaría más dispuesto abrir una cuenta bancaria ya que sabe que puede utilizar la matrícula consular como forma de identificación en ciertos bancos? (CIRCULE UNO)

Si	1
No	2

10. Si usted SI tiene cuentas bancarias o cuentas con cooperativos de crédito, ¿cuál es, en su experiencia, el aspecto más difícil o trabajoso de abrir y mantener estas cuentas? (CIRCULE TODOS QUE APLIQUEN)

Los cargos	1
La inconveniencia	2
La complejidad del proceso	3
La falta de personal bancario que hable español	4
Otras razones (FAVOR DE ESPECIFICAR)	5

11. Si usted envía dinero a México/Latinoamérica, ¿cuáles servicios utiliza para hacerlo? (CIRCULE TODOS QUE APLIQUEN)

Cooperativo de crédito (credit union)	1
Banco	2
Western Union, Orlandi Valuta, Ria u otro servicio similar	3
Lo envío con parientes que viajan hacia allá	4
No envío dinero a México	5
Envío dinero por otras formas (FAVOR DE ESPECIFICAR)	6

12. **¿Cuánto dinero envía cada vez que les envía dinero a sus parientes en Latinoamérica?** (CIRCULE UNO)

\$0-100	1
\$101-200	2
\$201-300	3
\$301-400	4
\$401 o más	5

13. **¿Con cuánta frecuencia envía usted dinero a México/Latinoamérica?** (CIRCULE UNO)

2 veces o más por mes	1
Una vez por mes	2
2 o más veces al año	3
Una vez al año	4
Otra frecuencia (FAVOR DE ESPECIFICAR)	5

14. **¿Cuánto paga (en forma de cargos de envoi) cada vez que envía dinero a México/Latinoamérica?** (CIRCULE UNO)

\$1 - \$10	1
\$11 - \$20	2
\$21 - \$30	3
\$31 - \$40	4
\$41 o más	5
Otra cantidad (FAVOR DE ESPECIFICAR)	6

15. **¿Qué tan importante sería para usted que su banco o cooperativo de crédito ofreciera servicio de envoi de dinero hacia México o Latinoamérica, o servicio de transferencias directas a cuentas bancarias en México?** (CIRCULE UNO)

Muy importante	1
Moderadamente importante	2
Me da igual	3

16. **¿Asistiría usted a cursos de educación financiera en dado caso que fueran ofrecidos en su comunidad por un cooperativo de crédito o un banco?**
(CIRCULE UNO)

Si	1
No	2

17. **¿Sobre cuáles temas le gustaría aprender más?** (CIRCULE TODOS LOS QUE LE INTERESAN)

Como organizar mis finanzas bajo un presupuesto	1
Como abrir una cuenta bancaria o una cuenta con un cooperativo de crédito (credit union)	2
Como abrir una cuenta bancaria con una matrícula consular mexicana o con otro tipo de identificación consular	3
Como utilizar las cuentas de ahorros y de cheques	4
Información básica sobre el crédito	5
Como encontrar las mejores tarifas para servicios de envío de dinero a México / Latinoamérica	6
Información sobre si la apertura de una cuenta bancaria tiene implicaciones en el campo de inmigración	7
Información sobre testamentos	8
Ayuda en someter formularios de impuesto	9
Información sobre el proceso de comprar una casa	10
Otros temas (FAVOR DE ESPECIFICAR)	11

GRACIAS POR SU PARTICIPACION

APPENDIX C
Survey Tabulation

Q.1 IN WHICH COUNTRY WERE YOU BORN?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
MEXICO	50 79.4%	7 100.0%	10 76.9%	7 77.8%	8 53.3%	5 83.3%	13 100.0%
EL SALVADOR	2 3.2%	-	-	-	1 6.7%	1 16.7%	-
U.S.	6 9.5%	-	3 23.1%	1 11.1%	2 13.3%	-	-
OTHER COUNTRY	5 7.9%	-	-	1 11.1%	4 26.7%	-	-
Mean	2.21	1.00	2.62	2.44	3.67	1.33	1.00
S.D.	2.51	0.00	3.07	2.88	3.15	0.82	0.00
Standard error	0.32	0.00	0.85	0.96	0.81	0.33	0.00

BASE = TOTAL RESPONDENTS

Q.2 HOW MANY YEARS HAVE YOU LIVED IN THE U.S.?

<----- MARKET ----->

	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
5 OR MORE YEARS	15 23.8%	3 42.9%	3 23.1%	-	2 13.3%	3 50.0%	4 30.8%
5 TO 10 YEARS	11 17.5%	3 42.9%	1 7.7%	-	2 13.3%	-	5 38.5%
OVER 10 YEARS	33 52.4%	1 14.3%	9 69.2%	9 100.0%	9 60.0%	1 16.7%	4 30.8%
NO ANSWER	4 6.3%	-	-	-	2 13.3%	2 33.3%	-
Mean	2.31	1.71	2.46	3.00	2.54	1.50	2.00
S.D.	0.86	0.76	0.88	0.00	0.78	1.00	0.82
Standard error	0.11	0.29	0.24	0.00	0.22	0.50	0.23

BASE = TOTAL RESPONDENTS

Q.3 WHAT IS YOUR OPINION ABOUT THE U.S. BANKING SYSTEM?

<----- MARKET ----->

	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
POSITIVE	38 60.3%	5 71.4%	11 84.6%	2 22.2%	12 80.0%	3 50.0%	5 38.5%
NEGATIVE	7 11.1%	1 14.3%	-	2 22.2%	-	1 16.7%	3 23.1%
INDIFFERENT	13 20.6%	1 14.3%	1 7.7%	4 44.4%	3 20.0%	1 16.7%	3 23.1%
NO ANSWER	5 7.9%	-	1 7.7%	1 11.1%	-	1 16.7%	2 15.4%
Mean	1.57	1.43	1.17	2.25	1.40	1.60	1.82
S.D.	0.84	0.79	0.58	0.89	0.83	0.89	0.87
Standard error	0.11	0.30	0.17	0.31	0.21	0.40	0.26

BASE = TOTAL RESPONDENTS

Q.4 WHAT IS YOUR OPINION ABOUT CREDIT UNIONS IN THE U.S.?

<----- MARKET ----->

	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
POSITIVE	18 28.6%	3 42.9%	4 30.8%	3 33.3%	5 33.3%	1 16.7%	2 15.4%
NEGATIVE	2 3.2%	-	-	-	-	1 16.7%	1 7.7%
INDIFFERENT	8 12.7%	-	2 15.4%	1 11.1%	2 13.3%	1 16.7%	2 15.4%
DON'T KNOW DIFF BETWEEN BANKS & CUs	33 52.4%	4 57.1%	7 53.8%	5 55.6%	8 53.3%	2 33.3%	7 53.8%
NO ANSWER	2 3.2%	-	-	-	-	1 16.7%	1 7.7%
Mean	2.92	2.71	2.92	2.89	2.87	2.80	3.17
S.D.	1.33	1.60	1.38	1.45	1.41	1.30	1.19
Standard error	0.17	0.61	0.38	0.48	0.36	0.58	0.34

BASE = TOTAL RESPONDENTS

Q.5 DO YOU USE BANKING SERVICES OR CREDIT UNIONS?

<----- MARKET ----->

	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
YES, USE BANKS	24 38.1%	3 42.9%	5 38.5%	2 22.2%	9 60.0%	2 33.3%	3 23.1%
YES, USE CREDIT UNIONS	3 4.8%	-	2 15.4%	-	-	-	1 7.7%
NO, DO NOT USE EITHER ONE	33 52.4%	4 57.1%	6 46.2%	6 66.7%	6 40.0%	2 33.3%	9 69.2%
NO ANSWER	3 4.8%	-	-	1 11.1%	-	2 33.3%	-
Mean	2.15	2.14	2.08	2.50	1.80	2.00	2.46
S.D.	0.97	1.07	0.95	0.93	1.01	1.15	0.88
Standard error	0.13	0.40	0.26	0.33	0.26	0.58	0.24

BASE = TOTAL RESPONDENTS

Q.6 IF YOU DO NOT USE A CREDIT UNION OR BANK, WHAT DO YOU USE?

<----- MARKET ----->

	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	33 100.0%	4 100.0%	6 100.0%	6 100.0%	6 100.0%	2 100.0%	9 100.0%
CHECK CASHERS	2 6.1%	-	1 16.7%	-	1 16.7%	-	-
PAWN SHOP	1 3.0%	-	-	-	1 16.7%	-	-
SUPERMARKET	13 39.4%	1 25.0%	1 16.7%	3 50.0%	3 50.0%	1 50.0%	4 44.4%
USE CASH	3 9.1%	-	1 16.7%	-	-	-	2 22.2%
POST OFFICE	1 3.0%	-	-	-	-	-	1 11.1%
OTHER	7 21.2%	2 50.0%	1 16.7%	3 50.0%	-	-	1 11.1%
NO ANSWER	8 24.2%	1 25.0%	2 33.3%	-	2 33.3%	1 50.0%	2 22.2%
Responses	27	3	4	6	5	1	8

BASE = NON-USERS OF BANKS OR CREDIT UNIONS
PERCENTS BASED ON MULTIPLE RESPONSES

Q.7 HOW MUCH DO YOU SPEND ON A MONTHLY BASIS TO CASH YOUR PAYCHECK AND USE MONEY ORDERS TO PAY BILLS?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
	-----	-----	-----	-----	-----	-----	-----
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
\$1 - \$3	16 25.4%	-	1 7.7%	4 44.4%	3 20.0%	1 16.7%	7 53.8%
\$4 - \$7	9 14.3%	2 28.6%	1 7.7%	-	3 20.0%	-	3 23.1%
\$8 - \$10	4 6.3%	2 28.6%	1 7.7%	-	1 6.7%	-	-
\$11 - \$15	3 4.8%	1 14.3%	-	-	1 6.7%	-	1 7.7%
OTHER AMOUNT	10 15.9%	1 14.3%	3 23.1%	3 33.3%	2 13.3%	1 16.7%	-
IT'S FREE	7 11.1%	-	5 38.5%	-	1 6.7%	-	1 7.7%
NO ANSWER	14 22.2%	1 14.3%	2 15.4%	2 22.2%	4 26.7%	4 66.7%	1 7.7%
Mean	3.06	3.17	4.64	2.71	2.91	3.00	1.92
S.D.	1.93	1.17	1.80	2.14	1.81	2.83	1.56
Standard error	0.28	0.48	0.54	0.81	0.55	2.00	0.45

BASE = TOTAL RESPONDENTS

Q.8 IF YOU DO NOT HAVE A BANK OR CREDIT UNION ACCOUNT OR DO NOT USE BANKING SERVICES, WHY DO YOU NOT USE THEM?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	33 100.0%	4 100.0%	6 100.0%	6 100.0%	6 100.0%	2 100.0%	9 100.0%
DO NOT HAVE TIME	1 3.0%	-	-	1 16.7%	-	-	-
DO NOT TRUST BANKING SYSTEM	6 18.2%	1 25.0%	1 16.7%	2 33.3%	-	2 100.0%	-
NOT CONV, GIVEN MY TIME, SPEND- ING HABITS	7 21.2%	-	-	-	5 83.3%	-	2 22.2%
BANK FEES TOO HIGH	11 33.3%	3 75.0%	2 33.3%	3 50.0%	1 16.7%	-	2 22.2%
FEAR OF PRIVACY BEING VIOLATED	5 15.2%	2 50.0%	-	-	-	1 50.0%	2 22.2%
OTHER REASON	2 6.1%	-	-	1 16.7%	1 16.7%	-	-
DO NOT HAVE MATRICULA	1 3.0%	-	-	-	-	-	1 11.1%
NO ANSWER	6 18.2%	-	4 66.7%	-	-	-	2 22.2%
Responses	33	6	3	7	7	3	7

BASE = NON-USERS OF BANKS OR CREDIT UNIONS
PERCENTS BASED ON MULTIPLE RESPONSES

Q.9 IF YOU DO NOT HAVE A BANK OR CREDIT UNION ACCOUNT, WOULD YOU BE MORE LIKELY TO OPEN A BANK ACCOUNT IF YOU COULD USE THE MATRICULAR CONSULAR AS IDENTIFICATION AT CERTAIN BANKS?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	33 100.0%	4 100.0%	6 100.0%	6 100.0%	6 100.0%	2 100.0%	9 100.0%
YES	28 84.8%	4 100.0%	6 100.0%	6 100.0%	4 66.7%	1 50.0%	7 77.8%
NO	2 6.1%	-	-	-	-	1 50.0%	1 11.1%
NO ANSWER	3 9.1%	-	-	-	2 33.3%	-	1 11.1%
Mean	1.07	1.00	1.00	1.00	1.00	1.50	1.13
S.D.	0.25	0.00	0.00	0.00	0.00	0.71	0.35
Standard error	0.05	0.00	0.00	0.00	0.00	0.50	0.13

BASE = NON-USERS OF BANKS OR CREDIT UNIONS

Q.10 IF YOU HAVE A BANK OR CREDIT UNION ACCOUNT, WHAT IS THE MOST DIFFICULT PART ABOUT OPENING OR MAINTAINING THESE ACCOUNTS?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
	-----	-----	-----	-----	-----	-----	-----
Total Sample	27 100.0%	3 100.0%	7 100.0%	2 100.0%	9 100.0%	2 100.0%	4 100.0%
THE FEES	14 51.9%	1 33.3%	1 14.3%	1 50.0%	7 77.8%	1 50.0%	3 75.0%
THE INCONVENIENCE	1 3.7%	-	-	-	1 11.1%	-	-
DIFFICULTY WITH PROCESS	2 7.4%	-	1 14.3%	-	-	-	1 25.0%
LACK OF SPANISH- SPEAKING STAFF	6 22.2%	2 66.7%	4 57.1%	-	-	-	-
LONG WAITS	1 3.7%	-	-	-	1 11.1%	-	-
OTHER REASONS	1 3.7%	-	1 14.3%	-	-	-	-
NO DIFFICULTIES	3 11.1%	-	-	-	1 11.1%	1 50.0%	1 25.0%
NO ANSWER	3 11.1%	1 33.3%	-	1 50.0%	1 11.1%	-	-
Responses	28	3	7	1	10	2	5

BASE = USERS OF BANKS OR CREDIT UNIONS
PERCENTS BASED ON MULTIPLE RESPONSES

Q.11A IF YOU SEND MONEY TO MEXICO OR LATIN AMERICA, WHICH SERVICES DO YOU UTILIZE?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
	-----	-----	-----	-----	-----	-----	-----
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
CREDIT UNION	1 1.6%	1 14.3%	-	-	-	-	-
BANK	2 3.2%	2 28.6%	-	-	-	-	-
WESTERN UNION, ORLANDI VALUTA, RIA OR SIMILAR SERVICE	25 39.7%	3 42.9%	7 53.8%	1 11.1%	3 20.0%	5 83.3%	6 46.2%
SEND IT W/RELATIVES THAT TRAVEL THAT WAY	9 14.3%	1 14.3%	3 23.1%	-	4 26.7%	-	1 7.7%
DO NOT SEND MONEY TO MEXICO	22 34.9%	-	4 30.8%	8 88.9%	5 33.3%	-	5 38.5%
SEND MONEY BY OTHER METHOD	2 3.2%	1 14.3%	1 7.7%	-	-	-	-
NO ANSWER	7 11.1%	-	-	-	5 33.3%	1 16.7%	1 7.7%
Responses	61	8	15	9	12	5	12

BASE = TOTAL RESPONDENTS
PERCENTS BASED ON MULTIPLE RESPONSES

Q.12 HOW MUCH MONEY DO YOU SEND RELATIVES IN LATIN AMERICA EACH TIME THAT YOU SEND THEM MONEY?

<----- MARKET ----->

	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	34 100.0%	7 100.0%	9 100.0%	1 100.0%	5 100.0%	5 100.0%	7 100.0%
\$0 - \$100	15 44.1%	4 57.1%	4 44.4%	1 100.0%	2 40.0%	-	4 57.1%
\$101 - \$200	11 32.4%	2 28.6%	3 33.3%	-	2 40.0%	2 40.0%	2 28.6%
\$201 - \$300	6 17.6%	1 14.3%	2 22.2%	-	1 20.0%	1 20.0%	1 14.3%
\$301 - \$400	1 2.9%	-	-	-	-	1 20.0%	-
NO ANSWER	1 2.9%	-	-	-	-	1 20.0%	-
Mean	1.79	1.57	1.78	1.00	1.80	2.75	1.57
S.D.	0.86	0.79	0.83	0.00	0.84	0.96	0.79
Standard error	0.15	0.30	0.28	0.00	0.37	0.48	0.30

BASE = SENDERS OF MONEY TO MEXICO-LATAMERICA

Q.13 HOW FREQUENTLY DO YOU SEND MONEY TO MEXICO OR LATIN AMERICA?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	34 100.0%	7 100.0%	9 100.0%	1 100.0%	5 100.0%	5 100.0%	7 100.0%
2 TIMES OR MORE PER MONTH	6 17.6%	2 28.6%	1 11.1%	-	2 40.0%	-	1 14.3%
ONCE PER MONTH	13 38.2%	3 42.9%	5 55.6%	-	1 20.0%	3 60.0%	1 14.3%
2 OR MORE TIMES ANNUALLY	10 29.4%	2 28.6%	2 22.2%	1 100.0%	2 40.0%	-	3 42.9%
ONCE A YEAR	2 5.9%	-	-	-	-	1 20.0%	1 14.3%
OTHER FREQUENCY	3 8.8%	-	1 11.1%	-	-	1 20.0%	1 14.3%
Mean	2.50	2.00	2.44	3.00	2.00	3.00	3.00
S.D.	1.13	0.82	1.13	0.00	1.00	1.41	1.29
Standard error	0.19	0.31	0.38	0.00	0.45	0.63	0.49

BASE = SENDERS OF MONEY TO MEXICO-LATAMERICA

Q.14 HOW MUCH IN FEES DO YOU PAY EACH TIME THAT YOU SEND MONEY TO MEXICO OR LATIN AMERICA?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	34 100.0%	7 100.0%	9 100.0%	1 100.0%	5 100.0%	5 100.0%	7 100.0%
\$1-\$10	21 61.8%	6 85.7%	6 66.7%	1 100.0%	3 60.0%	3 60.0%	2 28.6%
\$11-\$20	6 17.6%	1 14.3%	1 11.1%	-	1 20.0%	-	3 42.9%
\$21-\$30	2 5.9%	-	1 11.1%	-	-	1 20.0%	-
\$31-\$40	2 5.9%	-	-	-	-	-	2 28.6%
NO ANSWER	3 8.8%	-	1 11.1%	-	1 20.0%	1 20.0%	-
Mean	1.52	1.14	1.38	1.00	1.25	1.50	2.29
S.D.	0.89	0.38	0.74	0.00	0.50	1.00	1.25
Standard error	0.16	0.14	0.26	0.00	0.25	0.50	0.47

BASE = SENDERS OF MONEY TO MEXICO-LATAMERICA

Q.15 HOW IMPORTANT WOULD IT BE IF YOUR BANK OR CREDIT UNION WERE TO OFFER MONEY TRANSFER SERVICES TO MEXICO OR LATIN AMERICA, OR DIRECT TRANSFERS TO BANK ACCOUNTS IN MEXICO?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
VERY IMPORTANT	36 57.1%	5 71.4%	8 61.5%	3 33.3%	7 46.7%	3 50.0%	10 76.9%
MODERATELY IMPORTANT	3 4.8%	1 14.3%	-	1 11.1%	1 6.7%	-	-
INDIFFERENT	15 23.8%	1 14.3%	3 23.1%	3 33.3%	6 40.0%	-	2 15.4%
NO ANSWER	9 14.3%	-	2 15.4%	2 22.2%	1 6.7%	3 50.0%	1 7.7%
Mean	1.61	1.43	1.55	2.00	1.93	1.00	1.33
S.D.	0.90	0.79	0.93	1.00	1.00	0.00	0.78
Standard error	0.12	0.30	0.28	0.38	0.27	0.00	0.22

BASE = TOTAL RESPONDENTS

Q.16 WOULD YOU ATTEND CLASSES ON FINANCIAL EDUCATION IF THEY WERE OFFERED IN YOUR COMMUNITY BY A CREDIT UNION OR BANK?

<----- MARKET ----->

	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
Total Sample	63 100.0%	7 100.0%	13 100.0%	9 100.0%	15 100.0%	6 100.0%	13 100.0%
YES	54 85.7%	7 100.0%	12 92.3%	5 55.6%	14 93.3%	5 83.3%	11 84.6%
NO	5 7.9%	-	1 7.7%	2 22.2%	1 6.7%	-	1 7.7%
NO ANSWER	4 6.3%	-	-	2 22.2%	-	1 16.7%	1 7.7%
Mean	1.08	1.00	1.08	1.29	1.07	1.00	1.08
S.D.	0.28	0.00	0.28	0.49	0.26	0.00	0.29
Standard error	0.04	0.00	0.08	0.18	0.07	0.00	0.08

BASE = TOTAL RESPONDENTS

Q.17 WHICH TOPICS WOULD YOU LIKE TO LEARN MORE ABOUT?

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
	-----	-----	-----	-----	-----	-----	-----
Total Sample	54 100.0%	7 100.0%	12 100.0%	5 100.0%	14 100.0%	5 100.0%	11 100.0%
HOW TO ORGANIZE MY FINANCES WITHIN MY BUDGET	45 83.3%	6 85.7%	11 91.7%	4 80.0%	11 78.6%	4 80.0%	9 81.8%
HOW TO OPEN AN ACCOUNT WITH CREDIT UNION OR BANK	23 42.6%	5 71.4%	5 41.7%	3 60.0%	4 28.6%	-	6 54.5%
HOW TO OPEN A BANK ACCT W ID OR MATRICULA	20 37.0%	4 57.1%	3 25.0%	4 80.0%	4 28.6%	-	5 45.5%
HOW TO USE A SAVINGS OR CHECKING ACCOUNT	25 46.3%	4 57.1%	6 50.0%	3 60.0%	5 35.7%	-	7 63.6%
BASIC INFORMATION ABOUT CREDIT	25 46.3%	4 57.1%	3 25.0%	4 80.0%	6 42.9%	1 20.0%	7 63.6%
HOW TO FIND BEST FEES FOR MONEY TRANSFERS TO MEX-LATIN AMERICA	21 38.9%	5 71.4%	1 8.3%	5 100.0%	2 14.3%	1 20.0%	7 63.6%
INFO RE IF OPENING A CHKG ACCT HAS IMPL WITH IMMIGR	17 31.5%	3 42.9%	2 16.7%	3 60.0%	2 14.3%	1 20.0%	6 54.5%

(CONTINUED)

Q.17 WHICH TOPICS WOULD YOU LIKE TO LEARN MORE ABOUT? (CONTINUED)

	<----- MARKET ----->						
	Total Sample	DALLAS	FT WORTH	RIO GRANDE	HOUSTON	AUSTIN	ELPASO
	-----	-----	-----	-----	-----	-----	-----
Total Sample	54 100.0%	7 100.0%	12 100.0%	5 100.0%	14 100.0%	5 100.0%	11 100.0%
INFORMATION ABOUT WILLS	14 25.9%	4 57.1%	2 16.7%	2 40.0%	4 28.6%	-	2 18.2%
HELP WITH FILING TAX RETURNS	17 31.5%	4 57.1%	3 25.0%	3 60.0%	2 14.3%	-	5 45.5%
INFORMATION ABOUT BUYING A HOME	24 44.4%	6 85.7%	6 50.0%	3 60.0%	5 35.7%	-	4 36.4%
OTHER TOPICS	3 5.6%	-	2 16.7%	-	-	-	1 9.1%
NO ANSWER	1 1.9%	1 14.3%	-	-	-	-	-
Responses	234	45	44	34	45	7	59

BASE = RESPONDENTS INTERESTED IN ATTEND CLASSES
ON FINANCIAL EDUCATION

PERCENTS BASED ON MULTIPLE RESPONSES

