



**FINANCIAL STUDY 2007**

**Financial Habits of Low-To-Moderate Income  
Hispanics and Non-Hispanics**

*Part 1 of 2*

*Part of the Americanos Poll® Series*

March 27, 2008

In collaboration with: **ACCIÓN USA**

## Introduction

Financial Study 2007, an Americanos Poll®, is a collaborative, cost-sharing effort between Encuesta, Inc. and ACCIÓN USA to better understand low-to-moderate income (LMI) individuals. Being an Americanos Poll®, this information is released to the public as a free service. In particular, the study offers insights into the financial knowledge, attitudes, behaviors, and aspirations of U.S. LMI Hispanics and non-Hispanics. Findings of the study are broken out into three separate reports, each with a distinct focus. Topic areas include the following:

- Basic financial habits
- Financial status and personal aspirations
- Credit and debt

The following pages are an overview of findings gathered on the basic financial habits of the low-to-moderate income population. Data tables with complete results are available under separate cover.

## Methodology

This study was conducted via telephone interviews which took place from June 28 - August 26, 2007. It is based upon a representative U.S. sample of adults, ages 25 to 55 years old, with a reported annual household income below \$55,000 (before taxes). In total, 806 interviews were completed for this research.

To be representative of the target low-to-moderate income group, five ethnic sub-groups were included in this study: White, Black/African-American, U.S.-born Hispanic, foreign-born Hispanic and Asian. Where totals other than these five individual ethnic groups are reported, data are weighted as follows:

- The total sample of respondents (n=806) is weighted to reflect the actual distribution of these five ethnic sub-groups, based on U.S. census data, to ensure that it is representative of the target group (low-to-moderate income adults, ages 25 to 55 years old with a household below \$55,000).
- A large number of LMI Hispanic (i.e., U.S.-born and foreign-born) interviews are included (n=523), as one primary goal of the research is to better understand LMI Hispanics. For comparison sake to other LMI individuals, a sizeable number of LMI non-Hispanic (White, Black/African-American and Asian) interviews are also included (n=283). When looking at LMI Hispanics in total or LMI non-Hispanics in total, data are weighted to reflect the actual distribution of the respective ethnic sub-groups, based on U.S. census data.

Where statistically significant differences exist between the groups (at a 90% confidence level), those differences are noted with letters. Of note, throughout the report, responses to a single-response question may not add to 100% if “don’t know” or “refuse” are excluded from the table or chart – particularly when “don’t know” or “refuse” are not main findings in themselves (in some instances when “don’t know” or “refuse” represent a sizable proportion of responses, the base for that question may be redone to reflect those who answered the question – this is noted where applicable). Similarly, percentages to single-response questions may add to slightly more or less than 100% due to rounding. Finally, for questions where multiple responses are allowed, percentages may add to more than 100%.

## Summary of Findings

Many low-to-moderate income (LMI) individuals have some savviness when it comes to financial products and services. It is clear, however, that opportunities exist in the areas of improved banking levels, general product awareness and technology use. Further, while all LMI individuals have the capacity to become more financially mainstream, some groups have more room for growth than others.

Low-to-moderate income individuals' awareness and usage of financial products is far from universal, suggesting a potential for category growth.

- This is especially true among LMI Hispanics, who lag in awareness of many products and services, particularly those that are not transactional in nature. Further category growth might be attained by promoting the usage of financial products or services among LMI individuals claiming familiarity yet who are not current users (e.g., pre-paid cards or educational savings accounts).

The gap among LMI individuals between those who are banked and those who are not is wide and varies by ethnic group, indicating an opportunity for programs to help bring many people into the financial mainstream.

- Banked individuals tend to be more sophisticated in their banking relationships and attitudes toward cashing checks and paying bills. Overall, those who are White or Asian are most likely to fall into this group (84% and 72%, respectively, are banked). At the other end of the spectrum, most foreign-born Hispanics are underserved (59% are underbanked or banked, with 35% being unbanked). While U.S.-born Hispanics and African-Americans are considerably less likely to be underserved than foreign-born Hispanics, sizable proportions still are (41% and 47%, respectively). Moving the underserved upwards is key to increasing the overall financial sophistication of LMI individuals.

## Summary of Findings

Check cashing and bill payment habits differ among groups, highlighting one particular hurdle financial institutions may face when moving people towards technology-driven payment services.

- While paying bills by check is the most preferred method among low-to-moderate income individuals in general, using cash for this purpose is still part of the daily course for many LMI Hispanics. This group is less likely than their non-Hispanic counterparts to use the Internet for paying bills (18% vs. 27%, respectively), but this is to be expected as a smaller proportion of LMI Hispanics have online access (35% vs. 62% of non-Hispanics). Among both Hispanics and non-Hispanics with Internet access, a “lack of trust” is the most cited reason for not using the web for financial purposes (foreign-born Hispanics also claim a “lack of know-how”).

# Financial Habits of Low-To-Moderate Income Hispanics and Non-Hispanics

## *Detailed Findings*

## Financial Accounts

Despite the numerous amounts of financial products and services that are available to the public today, familiarity with such items among low-to-moderate income (LMI) individuals is far from universal. Awareness levels range from near total for everyday financial products (about nine in 10 LMI individuals express familiarity with checking accounts [92%], health insurance [89%], savings accounts [87%] and money orders [87%]) to fairly low for less common items (only about one in three or fewer are familiar with educational savings accounts [32%], small business loans [31%] or payday loans [25%]). Among the Hispanic low-to-moderate income group, familiarity with these products and services tends to be even lower, with awareness levels that almost universally fall behind those of their

### Familiarity With Financial Products Or Services

	AWARENESS (VERY OR SOMEWHAT FAMILIAR)		
	TOTAL LMI INDIVIDUALS	NON-HISPANIC (A)	HISPANIC (B)
Base: All respondents	%	%	%
<b>Loans</b>			
Debt Consolidation Loan	45	49B	27
Small Business Loan	31	33B	19
Auto Loan	64	67B	46
Home Mortgage Loan	64	68B	43
Tax Refund Anticipation Loan	32	34B	18
Payday Loan	25	25	19
Personal Loan w/collateral	48	52B	21
Personal Loan w/out collateral	44	48B	19
Equity Line of Credit	43	47B	19
<b>Credit</b>			
Pre-paid Credit Card	40	42B	30
Secured Credit Card	57	60B	38
Credit Card (Unsecured/Common)	69	72B	51
<b>Banking</b>			
Money Orders	87	92B	57
Checking Account	92	95B	76
Savings Account	87	90B	68
Educational Savings Accounts (i.e., 529)	32	34B	18
Retirement Savings Accounts	64	68B	38
<b>Insurance</b>			
Life Insurance	84	89B	53
Health Insurance	89	93B	64
<b>Services</b>			
Tax Services	69	69	67
Remittance Services	57	58	56
Check Cashing	52	52	48
Credit/Debt Counseling	39	41B	30
Online Bill Payment	51	53B	39
In Person Bill Payment	55	54	62A

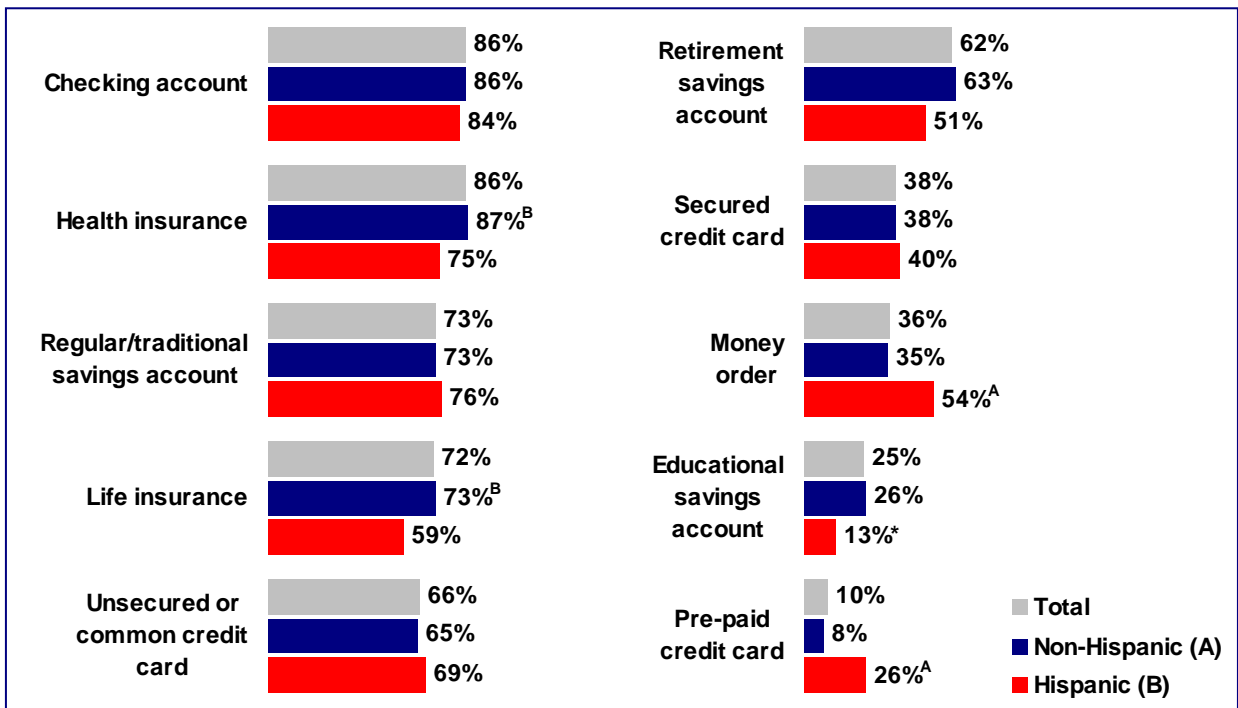
non-Hispanic counterparts. Exceptions to this trend among Hispanics are often products or services that are transactional in nature, such as remittances (services for transferring, or wiring money), check cashing and tax preparations.

Q. For each one, please tell me if you are very familiar, somewhat familiar, or not at all familiar with the product/service. Base: All respondents, Total n=806, non-Hispanic n=283, Hispanic n=523

Among those expressing awareness and familiarity with common banking, credit and insurance products, majorities of LMI individuals have actually used many of these items within the past six months. At least three in five have or recently had a checking account (86%), health insurance policy (86%), savings account (73%), life insurance policy (72%), unsecured credit card (66%) or retirement savings account (62%). Past six month usage or ownership is lowest among LMI individuals aware of pre-paid credit cards (10%) or savings accounts for education (25%).

Current usage of many common banking and credit products among Hispanic LMI individuals (i.e., checking accounts, traditional savings accounts, and unsecured or secured credit cards) is comparable to levels demonstrated among non-Hispanics. Hispanics are considerably less likely to currently have or recently had health or life insurance (75% and 59%, respectively) compared to their non-Hispanic counterparts (87% and 73%, respectively).

### Usage of Financial Products Among Those Familiar With Each Product



Q. Do you currently have this type of account open, not have one open now but did in the past six months, or have you never had a [ITEM]?

Q. Do you currently use [ITEM], do you not use them now but have in the past six months, do you not use them now but have longer than six months ago, or have you never used them?

Q. Do you currently have [ITEM], do you not have it now but did in the past six months, do you not have it now but did longer than six months ago, or have you never had this type of insurance?

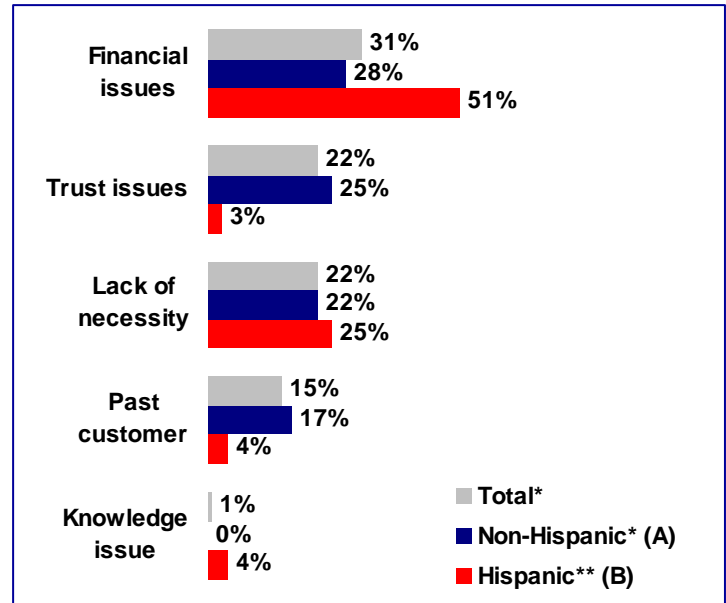
Percentage reported is of respondents who indicated current or past six month usage.

Base: Respondents "very" or "somewhat" familiar with each product – varies by product. \*Caution: small base.

In contrast, Hispanic LMI individuals are significantly more likely than non-Hispanics to use pre-paid credit cards or money orders during this past six month period (26% vs. 8% and 54% vs. 35%, respectively, among those familiar with these products).

Most low-to-moderate income individuals aware of the products have a traditional checking (86%) or savings account (73%). For those people who are aware of the items but do not have them, the top-of-mind reasons often cited focus on financial difficulties (e.g., not having enough money or not working), trust concerns and a lack of necessity.

### Top-Of-Mind Reasons for Not Having a Checking or Savings Account



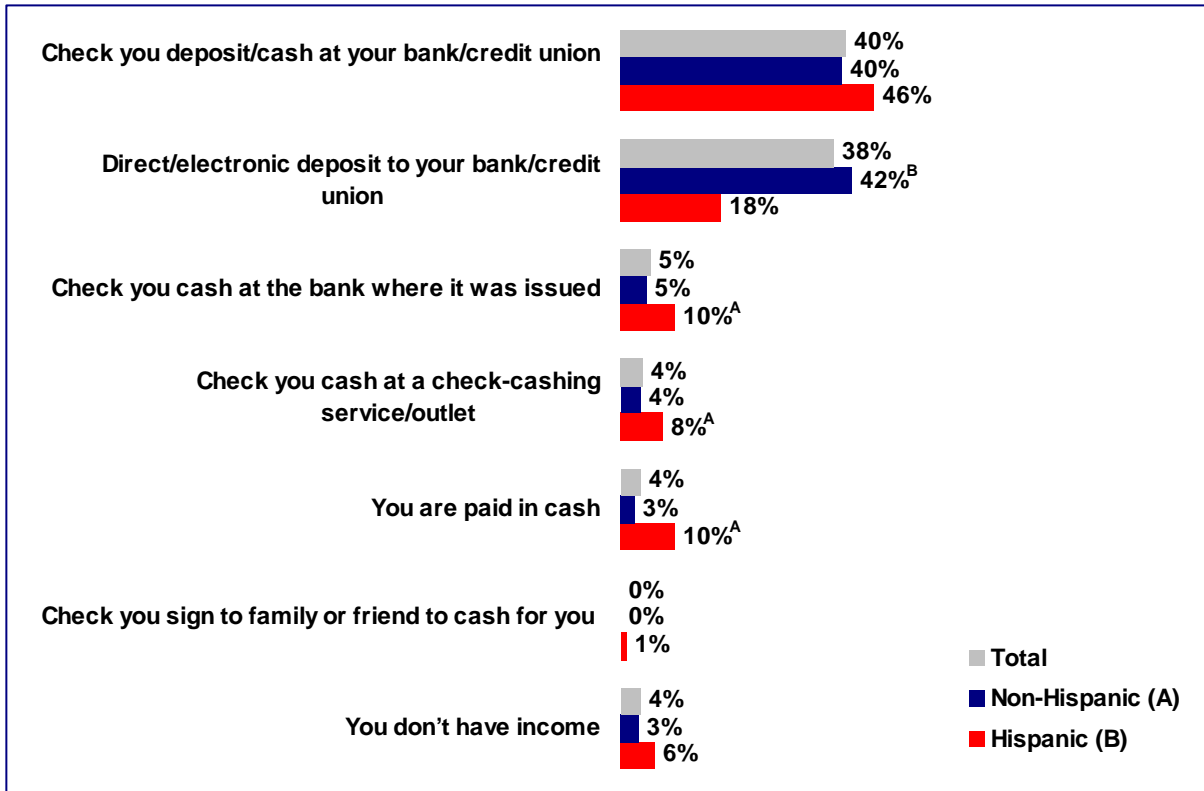
Q. Why is it that you don't have a checking or savings account? (Open-end)  
 Base: Respondents who have neither a checking nor traditional savings account, Total n=67\*, non-Hispanic n=27\*\*, Hispanic n=40\*.  
 \*Caution: small base. \*\*Caution: very small base

### Check Cashing and Other Ways of Processing Income

When considering the way in which low-to-moderate income individuals receive their main source of income, most (nearly four in five) use their own banking institutions to deposit or cash checks (78%). The picture is quite different when comparing LMI Hispanics and non-Hispanics. While both groups are similarly likely to manually deposit or cash checks at their bank or credit union, non-Hispanic LMI individuals are more than twice as likely as their Hispanic counterparts to use direct deposit (42% vs. 18%, respectively). Instead of using their banks, LMI Hispanics tend to manage income in a more monetary-based manner, with nearly three in 10 (28%) cashing checks at the issuing bank, using check-cashing outlets or being paid in cash.

Further breakouts by ethnic groups show that foreign-born Hispanics are the least likely to use direct deposit (9% compared to 25% of U.S.-born Hispanics and 42% of non-Hispanics). In contrast, foreign-born Hispanics are three times more likely than U.S.-born Hispanics to use check-cashing outlets (12% vs. 4%,

## Method of Receiving Income



Q. Please tell me in which of the following ways you usually receive your main source of income. Base: All respondents, Total n=806, non-Hispanic n=283, Hispanic n=523

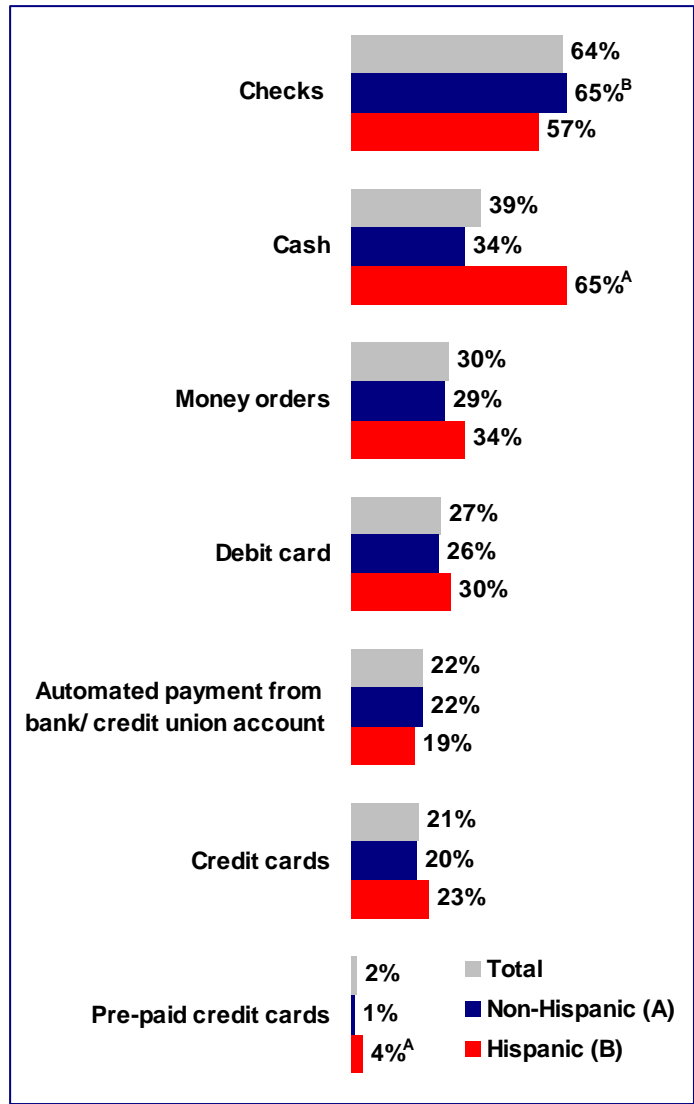
## Making Payments

Checking accounts are the financial products low-to-moderate income individuals seem most familiar with and most likely to use. It is therefore not surprising that checks are the preferred method for paying bills among this group. In fact, nearly two in three LMI individuals pay bills in this fashion (64%). With another 27% using bank debit cards and 22% turning to their banks (or credit unions) for automated bill payment, it appears personal banking institutions are not only the primary site for processing income – they are also the main place through which bills are paid. Still, many LMI individuals handle their bills on a cash-basis. Four in 10 use cash for paying bills (39%), while three in 10 pay via money orders (30%).

Just as LMI Hispanics are more likely to manage their income in a monetary-based fashion, using cash for bill payments is the method most commonly practiced among this group. Low-to-moderate income Hispanics are almost two times more likely than their non-Hispanic counterparts to pay bills with cash (65% vs. 34%, respectively). In contrast, non-Hispanic LMI individuals are more likely to use checks for handling their bills (65% vs. 57% among Hispanics).

Bill payment methods vary even more when looking at specific ethnic groups. For example, while Hispanics in general are more likely to pay bills with cash, the practice is even more common among those foreign-born. About seven in 10 (72%) use this method (vs. 61% of U.S.-born Hispanics) and no other method examined is close by comparison among this group. U.S.-born Hispanics are similarly likely to use cash or checks (each mentioned by about three in five). Checks, cash and money orders are the preferred method of bill payment among LMI African-Americans (55%, 54% and 51%, respectively). In fact, this group is more likely than any other ethnic group to use money orders for bills. Other non-Hispanic LMI individuals use checks most often for paying bills (mentioned by about two in three).

### Bill Payment Method



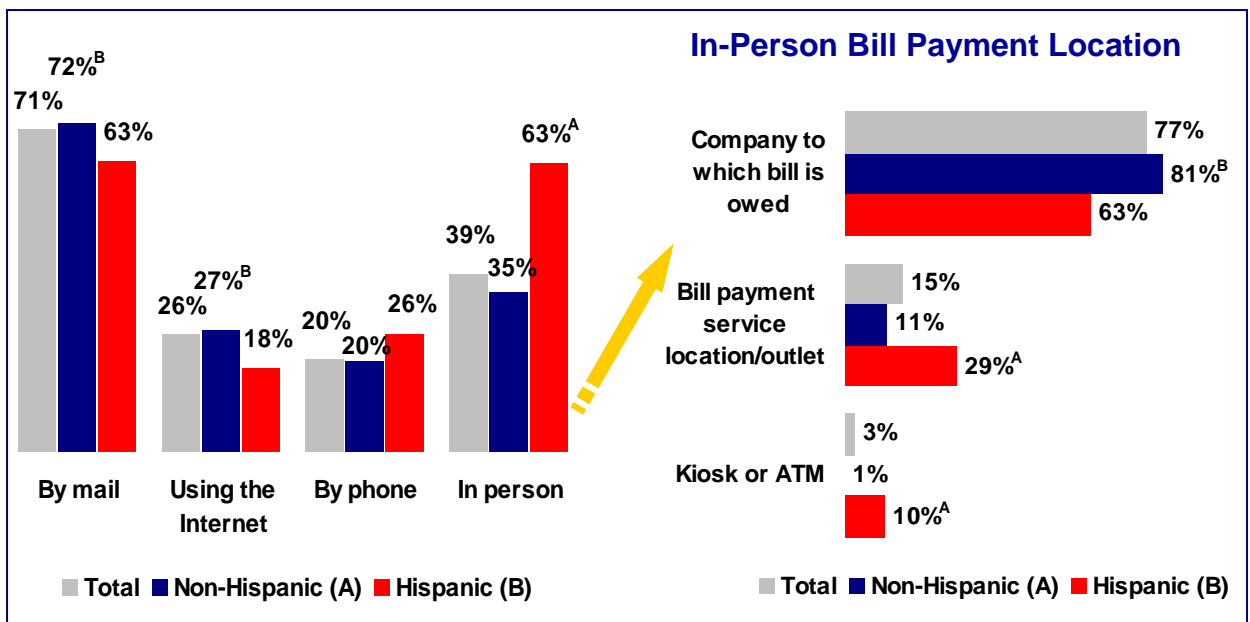
Q. To pay bills, do you use...? Base: Respondents who usually pay bills by different methods (i.e., in person, by mail, by phone, using the Internet) – varies by method.

U.S.-born Hispanics are similarly likely to use cash or checks (each mentioned by about three in five). Checks, cash and money orders are the preferred method of bill payment among LMI African-Americans (55%, 54% and 51%, respectively). In fact, this group is more likely than any other ethnic group to use money orders for bills. Other non-Hispanic LMI individuals use checks most often for paying bills (mentioned by about two in three).

The mechanism used to pay bills (check, cash, money order, etc.) corresponds with the method in which bills are submitted. Low-to-moderate income individuals usually pay bills by mail (seven in 10, or 71%, do), supporting the preference for checks when handling this responsibility (64% write checks). Still, fully two in five submit bills in person (in correlation with the similar proportions who pay via cash), with the vast majority of those who do physically going to the company that issued the bill to drop off a payment.

Looking specifically at LMI Hispanics, just as this group is more likely than their non-Hispanic counterparts to pay bills with cash, they are also considerably more apt to submit bill payments in person (63% vs. 35% of non-Hispanics). Conversely, LMI non-Hispanics utilize mail for bill payments at a higher rate than Hispanics (72% vs. 63%, respectively), which is in-line with their tendency to write more checks. Interestingly, one in five LMI individuals use the phone to submit their bill payments, while one in four access the Internet. These proportions may correspond to the near one in five LMI individuals who use a credit card or rely on automated payments from a banking account to manage bills. Of note, there is a greater use of the Internet for bill pay among LMI non-Hispanics (27%) than Hispanics (18%).

### Methods for Submitting Bill Payments



Q. Which of these ways do you usually pay bills such as rent, telephone service, and credit card payments? Base: All respondents, Total n=806, non-Hispanic n=283, Hispanic n=523

Q. Where do you pay bills when you pay them in person? Base: Respondents who pay bills in person, Total n=312, non-Hispanic n=124, Hispanic n=347

## Banking Level

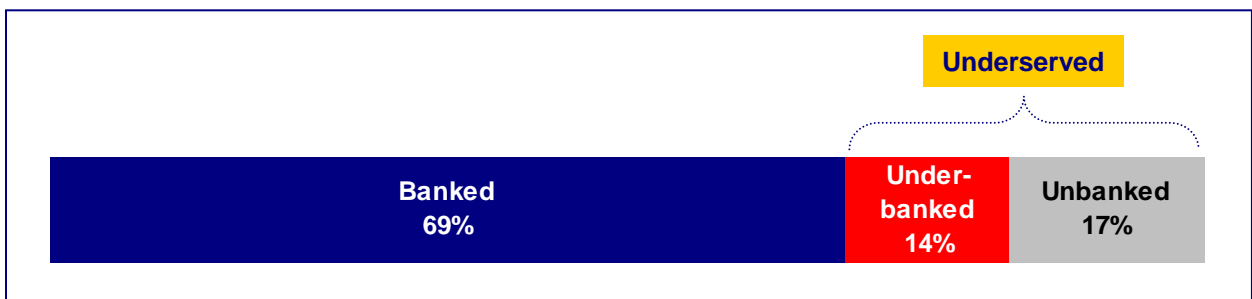
A person's banking level, for the purpose of this Americanos Poll, is determined by their ownership of key standard financial accounts (i.e., checking or regular savings), as well as their habits and behaviors with regards to cashing checks and paying bills. Overall, an individual's level of banking can be classified into three main groups – banked, underbanked and unbanked – with those falling into the first group being more sophisticated in their banking relationship and those in the last group being the least sophisticated.

Specifically:

- Banked individuals are those who currently hold or held in the past six months a checking or savings account and have not recently used check-cashing outlets (i.e., never or did so longer than six months ago). When receiving their main source of income as a check, this group uses their bank/credit union to process the check. Finally, when paying bills, this group utilizes other methods in addition to cash or money orders (e.g., checks and automated payments from an account).
- Underbanked individuals also currently hold or recently held a checking or savings account. This group, however, may have used a check-cashing outlet within the past six months, might use less formal methods to process their main source of income (i.e., cash checks at the issuing bank, sign checks over to a friend or family member to cash for them, or use a check-cashing service) or may claim to only pay bills with cash or money orders.
- Unbanked individuals include those people who are not at all familiar with checking or regular savings accounts; or those who just never had a checking or savings account, or had one longer than six months ago.
- Underserved people include those who are underbanked or unbanked.

Most low-to-moderate individuals are banked (69%), however three in 10 are not. LMI people who are underserved are similarly likely to be underbanked (14%) or unbanked (17%).

### Americanos Poll® - Banking Levels For LMI Individuals



Significant differences exist in the banking levels of different ethnic groups among low-to-moderate income individuals. Overall, about three in four LMI non-Hispanics are considered banked (77%) compared to slightly less than half of LMI Hispanics (47%). Among non-Hispanics, the ethnic groups with the highest level of mainstream banking include Whites (84% are banked) and Asians (72% are banked). Among non-Hispanics, African-Americans are least likely to be banked (only about half are); instead, one in four are underbanked while another one in five are unbanked.

Three in five U.S.-born LMI Hispanics are banked; among those who are not, similar proportions are underbanked or unbanked (20%). In contrast, three in five foreign-born LMI Hispanics are underserved, driven by a relatively high proportion who are unbanked (35% - making this group significantly more likely than any other ethnic group to fall into this category). With foreign-born LMI Hispanics averaging 10.2 years living within the U.S., the fairly high level who are unbanked is perhaps driven by something other than time.

### Americanos Poll® - Banking Levels By Ethnicity

	ETHNICITY							
	TOTAL LMI INDIVIDUALS	NON-HISPANIC (A)	HISPANIC (B)	WHITE (C)	BLACK/AFRICAN-AMERICAN (D)	ASIAN (E)	U.S.-BORN HISPANIC (F)	FOREIGN-BORN HISPANIC (G)
**Base: Among those answering questions	734	252	482	104	112	36*	113	369
	%	%	%	%	%	%	%	%
<b>BANKED</b>	69	77B	47	84DFG	53G	72DG	59G	41
<b>UNDERSERVED (NET)</b>	31	23	53A	16	47CE	28	41C	59CDEF
<b>UNDERBANKED</b>	14	12	22A	8	26C	14	20C	24C
<b>UNBANKED</b>	17	11	31A	8	21C	14	21C	35CDEF

Banking level definitions

**Banked:** Currently have a CHECKING AND/OR REGULAR SAVINGS ACCOUNT open or don't have one now but did in the past six months AND used CHECK CASHING SERVICE/OUTLET longer than 6 months ago or have never used it AND main source of income is not usually received with A CHECK YOU CASH AT THE BANK WHERE THE CHECK WAS ISSUED, A CHECK YOU SIGN TO A FAMILY MEMBER OR FRIEND FOR THEM TO CASH FOR YOU, OR A CHECK YOU CASH AT A CHECK-CASHING SERVICE/OUTLET AND to pay bills, use CREDIT CARDS, AUTOMATED PAYMENT FROM BANK/CREDIT UNION ACCOUNT, CHECKS or PRE-PAID CREDIT CARDS – in addition to CASH AND MONEY ORDERS.

**Underbanked:** Currently have a CHECKING AND/OR REGULAR SAVINGS ACCOUNT open or don't have one now but did in the past six months AND used CHECK CASHING SERVICE/OUTLET within the past 6 months OR main source of income is usually received with A CHECK YOU CASH AT THE BANK WHERE THE CHECK WAS ISSUED, A CHECK YOU SIGN TO A FAMILY MEMBER OR FRIEND FOR THEM TO CASH FOR YOU, OR A CHECK YOU CASH AT A CHECK-CASHING SERVICE/OUTLET OR to pay bills, only use CASH AND/OR MONEY ORDERS.

**Unbanked:** Never had either a CHECKING or a REGULAR SAVINGS ACCOUNT open or had one longer than six months ago OR "not at all familiar with" neither a CHECKING ACCOUNT or a REGULAR/TRADITIONAL SAVINGS ACCOUNT.

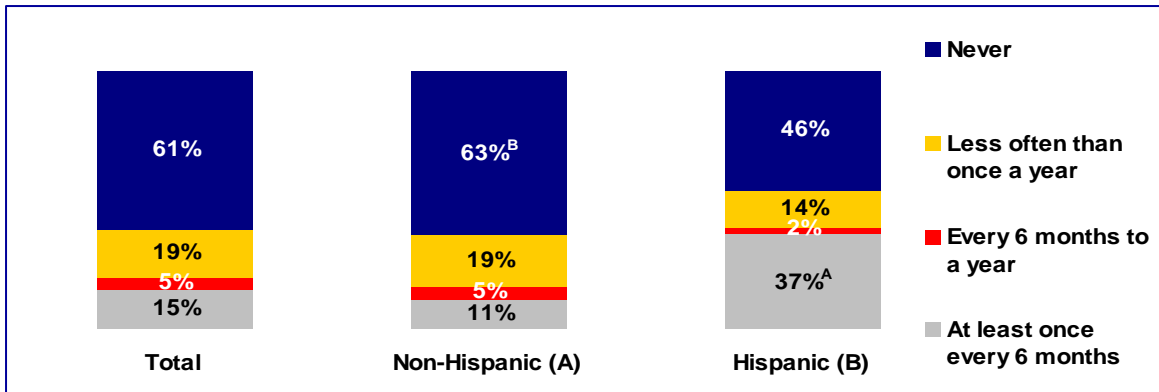
\*Caution: small base.

\*\*Base: Among those answering questions (i.e., not giving "DK" or "REF")

## Remittances

Remittances (services for sending, transferring, or wiring money) are not uncommon to many low-to-moderate income individuals, with nearly two in five having ever sent money to friends and family (38%) and one in five doing so at least once a year (20%). Usage is clearly driven by LMI Hispanics, who are more than three times more likely than their non-Hispanic counterparts to send money every six months (37% vs. 11%, respectively). In fact, 20% of LMI Hispanics send money monthly (compared to 4% of LMI non-Hispanics).

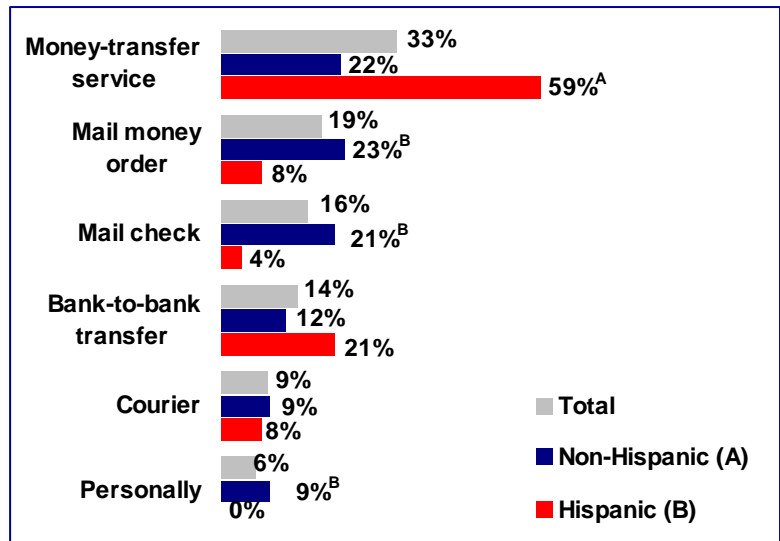
### Frequency of Remittances



Q. How often do you send money to a friend or family member? Base: All respondents, Total n=806, non-Hispanic n=283, Hispanic n=523

The final destination of the remittance appears to correspond with the method in which the transfer is done. LMI Hispanics, more likely to send money internationally (85% do of those who transfer at least once a year), use money-transfer services (like Western Union) most often – mentioned by three in five (59%). Another one in five Hispanics take advantage of bank-to-bank transfers (21%). LMI non-Hispanics, who most often transfer money domestically (88% of those who use remittance

### Remittance Methods



Q. What method do you usually use to transfer money to a friend or family member? Base: Respondents who ever send money to a friend or family member, Total n=320, non-Hispanic n=55\*, Hispanic n=265

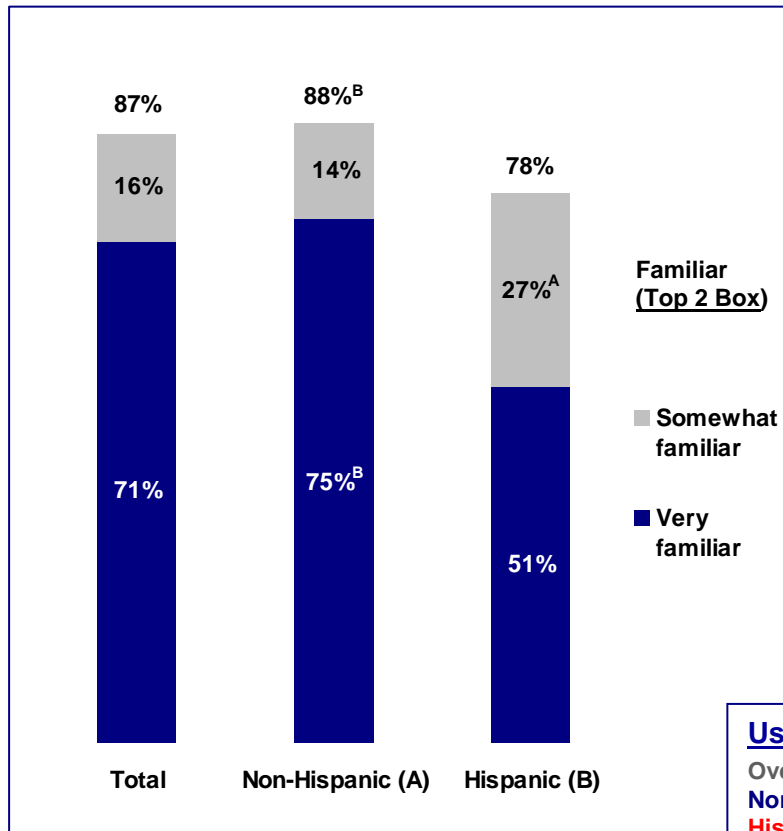
services at least yearly), are similarly likely to send money via transfer services, a check or a money order (each method mentioned by about one in five).

Important factors in choosing a remittance provider for many low-to-moderate income individuals include reasonable fees, not waiting to use the service, and the ability to use the service in-person. Among foreign-born Hispanics, convenient locations or hours and the understanding of culture and language are also important.

## Taxes

Low-to-moderate income individuals claim familiarity with filing tax returns in the U.S. (87% overall), though non-Hispanics appear more comfortable in this area (88% vs. 78% of Hispanics). In fact, while three in four non-Hispanics say they are

### Familiarity With Filing A U.S. Income Tax Return



“very” familiar (75%), only half of Hispanics are equally familiar (51%). Being less familiar with how to pay taxes in the U.S. may contribute to why Hispanic LMI individuals are more likely to seek tax advice or use preparation services (65% vs. 37% of non-Hispanics). Either way, both groups were similarly likely to have filed or intended to file a 2006 federal return (83% among non-Hispanics vs. 82% among Hispanics).

### Usage of Tax Services

Overall LMI Individuals: 41%  
 Non-Hispanics (A): 37%  
 Hispanics (B): 65%<sup>A</sup>

Q. How familiar would you say you are with how to pay taxes, that is, how to file an income tax return in the U.S.? Base: All respondents, Total n=806, non-Hispanic n=283, Hispanic n=523

Q. Have you used tax advice or tax preparation services within the past six months, longer than six months ago, or have you never used them?

(Percentage reported is of respondents who indicate past six months usage.)

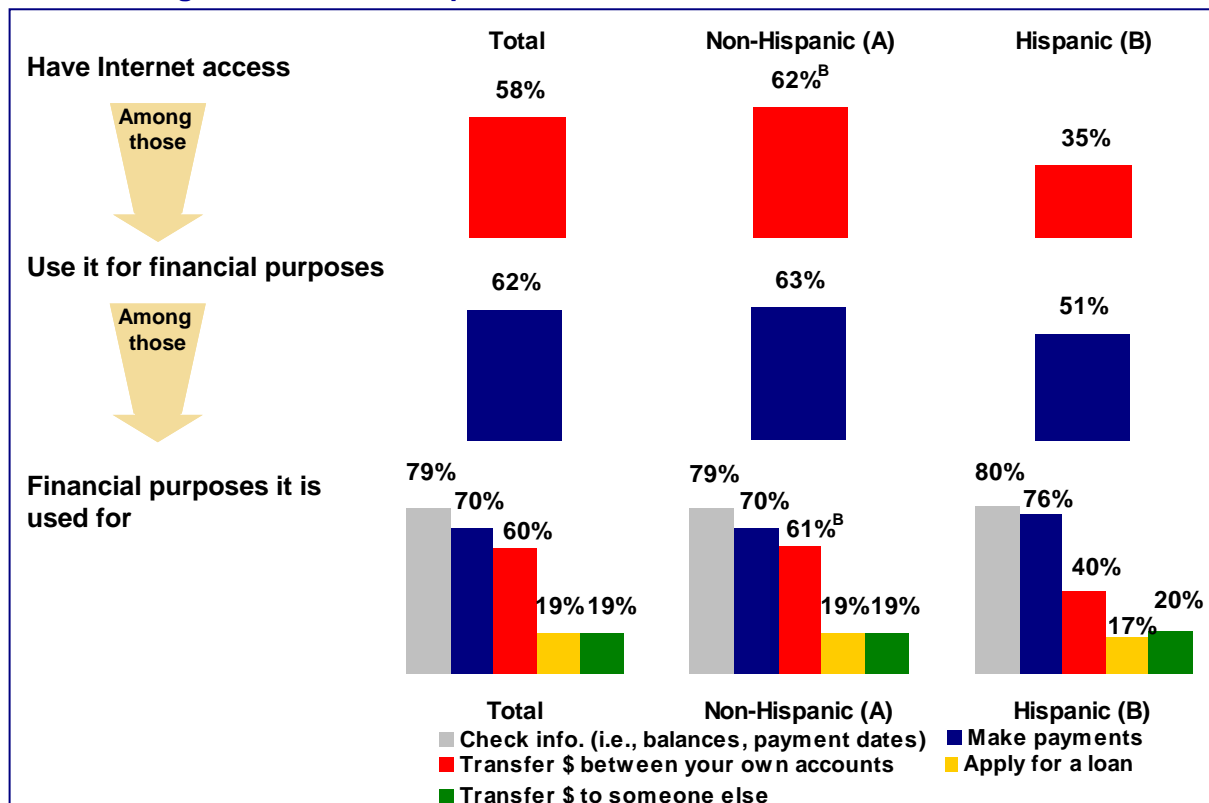
Base: Respondents “very” or “somewhat” familiar with tax advice or tax preparation service, Total n=511, non-Hispanic n=190, Hispanic n=321

## Use of Internet for Financial Purposes

Among low-to-moderate income individuals with Internet access (nearly three in five, or 58%), the majority use the Internet for some financial purpose (beyond basic information gathering on various products). Most often, those who use the Internet in this capacity are monitoring the status of their accounts (i.e., checking balances or payment dates) or making payments. Internet usage for financial purposes varies among LMI ethnic groups. Non-Hispanics are considerably more likely to have Internet access than Hispanics (62% vs. 35%, respectively) and tend to use it more for financial purposes (63% vs. 51%). The specific financial purposes that the Internet is used for are generally comparable for both groups (among those using the Internet in this capacity). One exception is transferring money between personal accounts, where non-Hispanics are 1.5 times more likely to use the web.

Of interest, among LMI individuals with Internet access who do not use it for financial purposes, the most common concern is a lack of trust (30%). Foreign-born Hispanics also express a lack of know-how (34%).

### Internet Usage for Financial Purposes



Q. Do you have access to the internet? Base: All respondents, Total n=806, non-Hispanic n=283, Hispanic n=523.

Q. Aside from finding information about financial products and services, do you ever use the internet for financial purposes such as to check an account balance or request a money transfer? Base: Respondents with internet access, Total n=341, non-Hispanic n=171, Hispanic n=170.

Q. Which of these ways do you use the internet, do you...? Base: Respondents who use the internet for financial purposes, Total n=188, non-Hispanic n=108, Hispanic n=80\*. \*Caution: small base

## Conclusion

While many low-to-moderate income individuals have some understanding of financial products and services, it is evident that differences exist within the population. Overall, LMI Hispanics tend to be less sophisticated in their banking relationships than their non-Hispanic counterparts. This may be a result of fewer Hispanics expressing familiarity with various products and services. Consequently, they are more likely to use monetary-based alternatives for many of their financial needs (cashing checks, making bill payments, etc).

LMI Hispanics are not the only ones who are less sophisticated in their financial habits and attitudes. Among non-Hispanics, African-Americans often favor cash-based transactions as well. This group is more likely than other non-Hispanics to use check-cashing outlets for cashing checks, and favor money orders as a bill payment method more so than any other ethnic group. In fact, when looking at banking levels, African-Americans are among the ethnic group most likely to be underserved. Only foreign-born Hispanics are considered more underserved.

Building familiarity and comfort with various financial accounts, products and features may be the key to bridging the gap between groups. Often, once familiarity has been established, the likeliness of using various financial products and services increases. Certainly this is the case among Hispanics, as those familiar with many products and services are about as likely as their non-Hispanic counterparts to take advantage of these items. Focusing on programs that build awareness may help move many LMI individuals from being underserved to becoming banked.

## About Americanos Poll®

Americanos Poll® is Encuesta, Inc.'s public effort to bridge the knowledge gap that exists regarding the U.S. Hispanic community. The intent is to promote thought, dialogue, and understanding of this distinct group and to give a voice to the U.S. Hispanic population. In this way, Encuesta, Inc. hopes to provide a benefit for industries and sectors that serve Hispanics, as well as the public at large and the U.S. Hispanic community in particular. For more information, visit [www.americanospoll.com](http://www.americanospoll.com)

## About Encuesta, Inc.

Encuesta, Inc. is a leading U.S. Hispanic market research and public opinion polling firm that delivers creative and reliable solutions. Serving the Hispanic community since 1989, Encuesta, Inc. helps those who are interested better understand Latinos and the best ways to reach them through customized quantitative research, objective analysis, and proven insights. Backed by exceptional technical ability and highly experienced in-house resources, Encuesta, Inc. maximizes results by implementing the best of both traditional and emerging research techniques.

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## About ACCIÓN USA

ACCIÓN USA is a private, nonprofit organization that serves low- and moderate-income individuals, primarily minorities and women, who are unable to access mainstream financial services. A pioneer and recognized leader in the domestic microfinance field, ACCIÓN USA is dedicated to providing microentrepreneurs and individuals on the economic margin with the crucial chance to access capital and develop greater financial literacy. ACCIÓN USA is a member of the U.S. ACCIÓN Network, the largest U.S. microlending network, with over \$210 million lent since inception in 1991. ACCIÓN USA loans range from \$500-\$25,000 and are offered nationwide via the ACCIÓN USA online lending platform. For more information, visit [www.accionusa.org](http://www.accionusa.org).

## Appendix

## Demographic Profile of Low-To-Moderate Income Individuals

	TOTAL LMI INDIVIDUALS	NON- HISPANIC (A)	HISPANIC (B)
Base: All respondents	%	%	%
<b>Marital Status*</b>			
Single	31	32	25
Married	54	52	65A
Divorced	12	12	8
Widowed	4	4B	1
<b>Employment Status*</b>			
Employed full time, over 35 hrs	55	54	61
Employed part-time	10	11	8
Not employed	35	36	31
<b>Education level*</b>			
Mean number of years	13.2	13.7B	10.2
<b>Income level (pre screened for &lt; \$55M)*</b>			
Under \$15,000	16	15	26A
\$15,000 - \$25,000	18	15	34A
\$25,000 - \$35,000	18	18	21
\$35,000 - \$45,000	21	24B	10
\$45,000 - \$55,000	26	29B	9
Mean income (\$000s)	33.1	34.4B	25.3
<b>Community Living In</b>			
Urban	38	32	74A
Suburban	36	39B	15
Rural	17	19B	4

Base: All respondents, Total n=806, non-Hispanic n=283, Hispanic n=523

\*Base: Among those answering (i.e., not giving "DK" or "REF") – varies by question