

Immigrant Use of Financial Services and Unmet Needs: A Survey of Mexican Immigrants in Chicago

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Introduction to Appleseed

Appleseed is a nonprofit network of public interest justice centers and professionals dedicated to building a just society through legal, legislative, and market-based structural reform. The organization is comprised of 16 public interest justice centers in the United States and Mexico. Appleseed brings together volunteers from the legal, business, and academic professions to devise systemic solutions to problems in such areas as immigration, financial access and asset building, health care, education, and judicial reform. For more information, visit: www.appleseednetwork.org.

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Foreword

In keeping with our mission of expanding access to justice, opportunity and education, Appleseed is entering the fifth year of our Financial Access and Asset Building project. This report is part of that project, which is dedicated to building wealth in Latin American immigrant communities by increasing financial service options, advocating for improved remittance services and educating recent immigrant communities about financial services.

Appleseed's multifaceted strategy has included working with banks and credit unions to develop products and services that meet the needs of Latino immigrant consumers; providing financial education materials to migrant groups to motivate and prepare community members to effectively use and trust financial services to effectively build assets; and promoting transparency of remittance pricing to ensure that consumers are getting a fair deal. Together with our many pro bono volunteers and collaborating financial services industry partners, Appleseed tries to make the market work for Latino immigrants, so that they can save, build credit, and move up the economic ladder. The following report shows that even those with very meager incomes are working hard and saving enough to send money to help families living abroad. We are committed through our Financial Access and Asset Building project to ensure that those working this hard to provide for their families are able to build assets within the financial mainstream and thereby reap the benefits of economic inclusion – key to a united and productive society.

I am honored to be part of this effort to expand options to build assets, develop communities and support the economic integration of Latinos here in the United States and in Mexico. And I am gratified to be working with so many persons, both inside the Appleseed network and among our volunteer network, who are committed to using their talents to build a more inclusive and safe economy for newcomers to the United States so that they may build their assets and provide security for their families, here and in their countries of origin.

Betsy Cavendish

Executive Director, Appleseed

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Introduction

The results of this survey prove that despite having very limited incomes, Mexican immigrants in the Chicago area have habits of frugality sufficient to enable them to save enough to regularly send a significant amount of remittances through regular financial transactions. Both these findings point to the need for increased services and outreach to the population on behalf of both money transmitters and financial institutions. The data from this survey show that this population has a high need for further financial services, and that the market is currently meeting only some of their demands. Through this report and our recommendations, Appleseed challenges all those currently serving this market to expand their offerings to help people build and protect their assets, and challenges those not serving this population to recognize its market power.

Survey Methodology in Brief

The survey was created in order to gauge the financial services used and unmet financial needs of the Mexican community in the Chicago area to better determine their access to and use of financial institutions in the United States and Mexico. The survey was distributed to the Mexican community at the Mexican Consulate in Chicago, Illinois, January 14-16th, 2008. The survey population included Mexican Nationals and Mexican Americans and the method for surveying was developed with this population in mind.¹ Appleseed engaged Huron Consulting Group (“Huron”) to assist with the creation and implementation of the survey as well as the data processing.

The survey was titled “Access to Financial Institutions and the Use of Financial Services.” Once the survey was conducted, Huron tallied and analyzed the results and Appleseed prepared the policy recommendations. The results provide a useful framework to both assess progress in bringing immigrant communities into the financial services mainstream and target areas of unmet financial needs.

¹ Throughout this report, the population surveyed is referred to as the “Mexican” community.

Demographic Overview of Respondents

The survey population consisted of 62% men and 37% women. Fifty-seven percent of the respondents were within the 18 to 34 age group and 34% were within the 35 to 54 age group. There were three significant annual household income brackets within the population surveyed. The first two ranges show a nearly equal amount of respondents: 35% earned between \$0 and \$15,000 while 34% earned between \$15,001 and \$30,000. Nineteen percent earned between \$30,001 and \$50,000.

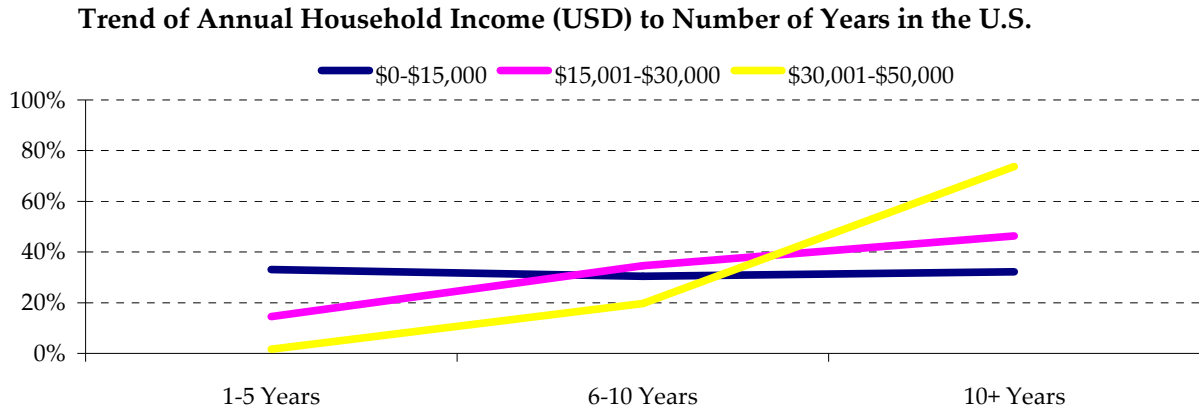
Years Lived in United States. Almost half of the respondents (48%) have lived in the United States for at least ten years; 28% have lived in the United States between six and ten years; and 19% have lived in the United States five years or less. When completing the survey, some respondents shared with surveyors that their answers to this question were based on the number of years that they have been traveling to the United States from Mexico for work.

Geographic Representation of Respondents. A majority of the respondents at the Mexican Consulate were from Illinois (86%) with smaller, yet significant, populations from Indiana (6%) and Wisconsin (4%). Among the respondents from Illinois, 64% reside in Cook County, 11% reside in Kane County, 9% reside in DuPage County, and 7% reside in Lake County. Furthermore, among the areas within Cook County, 16% reside in the Southwest Side, 6% reside in the Belmont Cragin area, 5% reside in Cicero, and another 5% reside in the North Side area.

When comparing *Annual Household Income* to *Number of Years Lived in the United States*, the overall results indicate that the more time spent in the United States, the higher the annual household income level. However, the respondent data indicate that a third of the population will consistently earn under \$15,000 annually without regard to the number of years lived in the United States.

Income Variation and Consistence. These two trends are reflected in the chart below. The line depicting the population earning less than \$15,000 is somewhat constant at around 30%. Particularly, the line depicting those individuals earning more than \$30,000 has a steeper slope

between the 6 to 10 year mark and the over 10 year mark. There is a marked correlation between being in the United States for over ten years and earning over \$30,000 per year.



Remittance Practices and Preferences

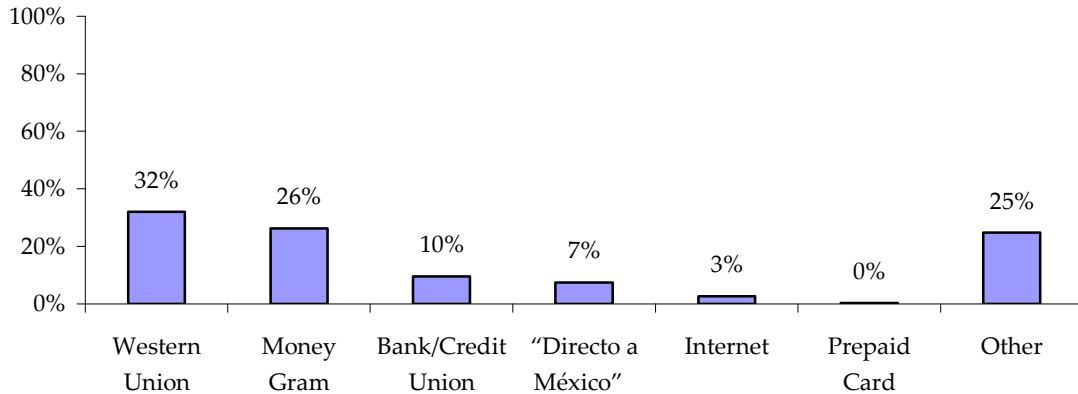
The respondents were asked to indicate the frequency of their remittances to Mexico. Overall, approximately half of the respondents send money once or twice per month. This pattern is representative of a pattern of saving money and is consistent for both respondents with and without a bank account.

Only nine percent of respondents never send money to Mexico. Of these individuals, 68% have lived in the United States for more than ten years, 16% have lived in the United States between six and ten years, and 13% have lived in the United States between one and five years. The data show a trend of reduced remittance transactions over time living in the United States, which is a highly documented pattern. Most interestingly, when analyzing *Frequency of Remittances* against *Annual Household Income*, the respondents earning less than \$30,000 send money to Mexico more often than the higher income brackets.

The 294 respondents sending money to Mexico were asked to specify the remittance service(s) they use from a predetermined list or write in the name of the remittance service they use if it was not listed in the questionnaire. The predetermined service options were *Bank/Credit Union*, *Directo a México*, *Internet*, *MoneyGram*, *Prepaid Card*, and *Western Union*. Of these choices, the

most well-known and branded services are the most utilized services as they received the highest responses: namely, Western Union (32%) and MoneyGram (26%). Other remittance services most commonly identified by respondents include Dolex, México Express, Order Express, Ria Envía, and Vigo.

Remittance Service Used



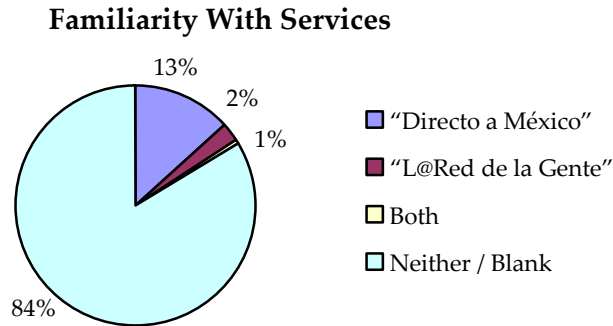
Note: Percentages are calculated based on the 294 respondents who send money to Mexico. Respondents were able to choose multiple responses for this question; therefore, percentages do not add to 100%.

The respondents were asked to indicate their awareness of the financial services/networks Directo a México² and L@Red de la Gente³. Eighty-four percent of the respondents were not familiar with either program while 13% were familiar with Directo a México. Due to the use of remittance services with similar names, some of the respondents may have a false sense of familiarity with Directo a México and the surveyors did not generally offer an explanation of the service. Overall, despite these services having been designed specifically for this audience and their needs, there was a very low recognition of Directo a México and L@Red de la Gente.

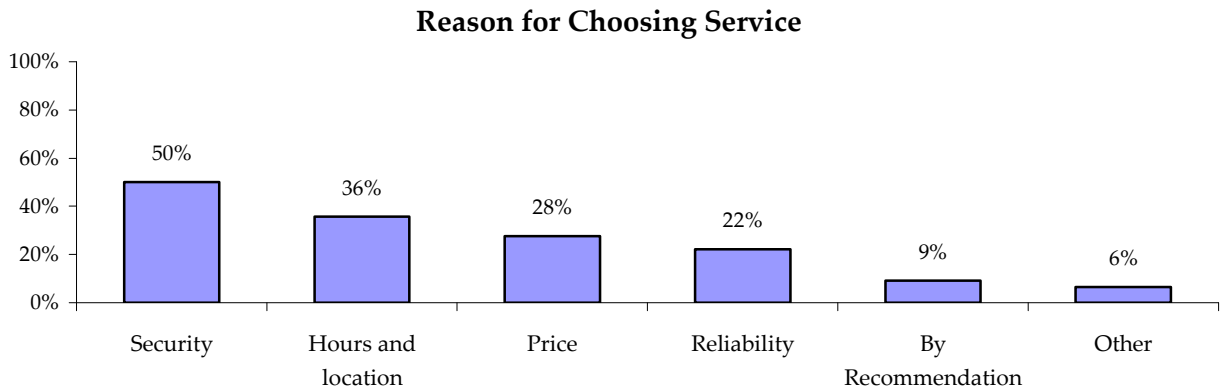
² Directo a México is a program operated by the Federal Reserve and Banco de Mexico, the central banks of the United States and Mexico. The program facilitates account to account FedACH transfers from commercial banks and credit unions in the United States to Mexican financial institutions.

³ La Red de La Gente is a commercial alliance between the savings and loan organizations (Organizaciones de Ahorro y Crédito Populares) and the Mexican development bank, Banco del Ahorro Nacional y Servicios Financieros (BANSEFI) to provide a network of financial services between smaller financial institutions and permits the link of over 500 branches to one platform.

This finding indicates that there are specific practices and considerations to have in mind when launching new products – beyond the design – and may be related to product characteristics or marketing techniques.



When identifying the reasons for selecting the current remittance service used, *Security* was the number one characteristic identified, while *Hours and Location* and *Price* came in second and third, respectively. When comparing these reasons to the remittance service chosen by the respondents, those using Western Union and MoneyGram selected *Hours and Location* as the reason for choosing the services, while the respondents using Banks/Credit Unions and Directo a México often listed their determining factor as *Price*.



Note: Percentages are calculated based on the 294 respondents who send money to Mexico. Respondents were able to choose multiple responses for this question; therefore, percentages do not add to 100%.

Despite the noted importance of pricing in selecting a remittance service, 29% of the 294 respondents who send money to Mexico are not aware of the pricing structure prior to using a

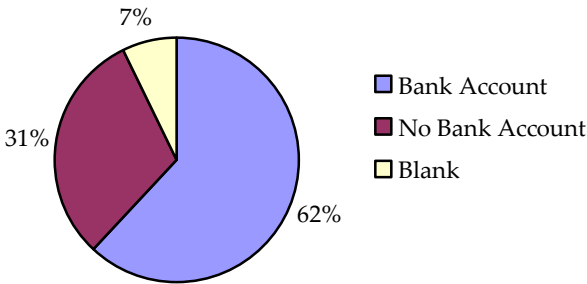
remittance service. The survey responses reveal that 70% of the respondents sending remittances to Mexico are aware of the exchange rate prior to processing the transaction.

Based on this population’s survey results, the Distrito Federal and Michoacán are the two states in Mexico where money is most commonly sent. Approximately 36% of the individuals surveyed who send money to Mexico send to these two states.

Fifty-three percent of the respondents who send money to Mexico send between \$0 and \$200 per transaction. Fifty-nine percent of the individuals sending money reportedly pay between \$6 and \$10 per transaction; however, it should be noted that this reported pricing may only reflect the charge to the customer for the transaction fee and most likely does not include the varying cost of possible exchange rate spreads at the point of service (an additional cost to the consumer, but one that fewer consumers consider when stating the total cost of transactions).

Sixty-two percent of respondents who know the exchange rate have a bank account, compared to 31% who do not have an account. When comparing respondents who are aware of the exchange rate before transacting to respondents who have a bank account in the United States, the data suggest that respondents with a bank account are more likely to know the exchange rate.

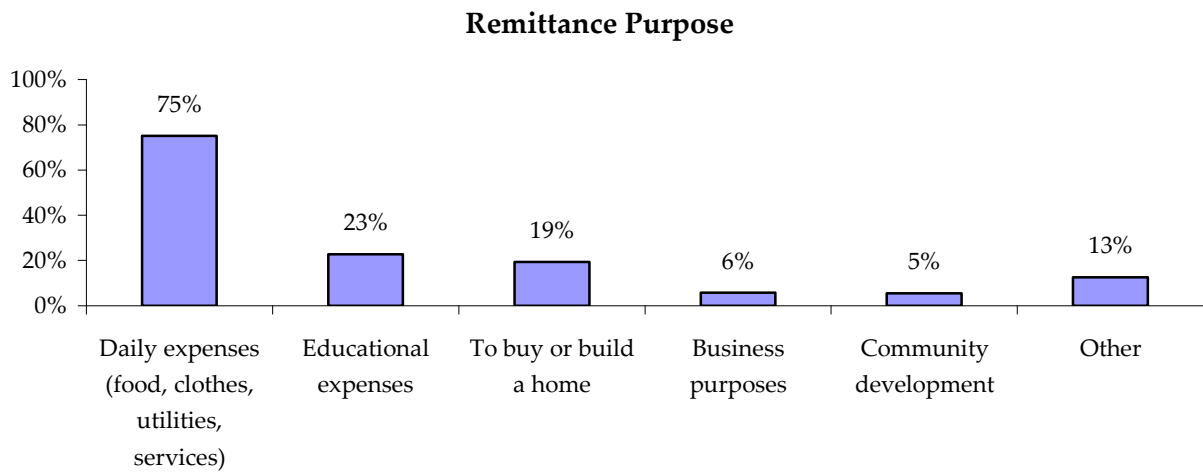
Respondents Aware of the Exchange Rate Compared to Possession of a Bank Account



When comparing *Gender*, *Annual Household Income*, and *Transaction Amount*, the data reveal that females tend to earn less than males and send less money to Mexico. Yet, a shared trend

between the genders is that both men and women in the lower income brackets are more likely to send money to Mexico than those in the \$30,001 to \$50,000 income bracket.

Another survey question asked respondents to indicate reasons why they send money to Mexico. The survey included the following pre-determined answers: *daily expenses (food, clothes, utilities, services, etc)*, *educational expenses*, *to buy or build a home*, *business purposes* and *community development*. Respondents also had the opportunity to write in other reasons.



Note: Percentages are calculated based on the 294 respondents who send money to Mexico. Respondents were able to choose multiple responses for this question; therefore, percentages do not add to 100%.

Daily expenses was the most common reason for sending money to Mexico. Reasons identified within “Other” include Family/General Expenses, Medical Expenses, and Emergencies. The high number of responses to asset building activities or uses (identified for these purposes as *educational expenses*, *to buy or build a home*, *business purposes*, and *community development*) reveals that respondents are also investing in economically productive activities and in their future wellbeing.

Further exemplifying this observation, a comparison of *Remittance Purpose* against *Annual Household Income* reveals that respondents in the two lower income brackets, \$0 to \$15,000 and \$15,001 to \$30,000, are most likely to use their money for asset building activities that assist in creating and planning for a better future.

Directo a México

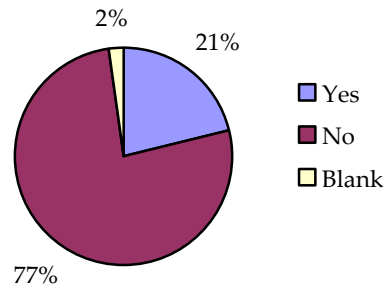
A profile of the 22 respondents currently using Directo a México was created. This profile provides a clearer understanding of the people taking advantage of this remittance service and how future clients can be attracted to this service. The profile appears to fall in line with the greater population of all survey respondents as the majority of users are male (73%), reside in Illinois (91%), have been in the United States for more than ten years (45%) and have an annual household income of less than \$30,000 (73%). Although the Directo a México users fall within the lower income brackets, they continue to send money frequently, with 54% sending one to two times a month. The majority of users (64%) send an average of \$0 to \$200 per transaction and only 45% possess a bank account in the United States. Given that Directo a México is a service centered on account to account transactions, it is likely that responses are not completely accurate and could be influenced by a confusion of product names.

To further define the market of Directo a México clients, a comparison was made regarding the possession of a bank account in Mexico and the Mexican state to which the remittances are sent. Based on the data, Mexico City, D.F., Michoacán, and Jalisco are the states to which money being remitted most regularly by the respondents and where respondents from these states have noted that they and or their family members have bank accounts. This would suggest that the account-based transfer options between Chicago and these states would be highly desirable and yet are underutilized.

Access to Financial Institutions and Consumer Behavior

Of the 328 respondents, only 63% currently possess a bank account in the United States, while 32% do not. Focusing on the population of respondents who possess a bank account, responses to the following questions were compared: *Does your bank offer services to send money to Mexico* and *Do you use this service*. Of the 207 respondents possessing a bank account, there is an equal distribution (46%) of respondents whose banks offer and do not offer remittance services. Of the 46% whose banks offer this service, only 21% are actually taking advantage of this option.

Use of Bank Remittance Services



These results can be further analyzed by looking at responses to additional survey questions. As previously mentioned, *Hours and Location* was the differentiating factor for respondents to favor Western Union and MoneyGram remittance services. From these results, it can be deduced that although respondents feel the prices paid at banks and/or credit unions are acceptable, these institutions' limited hours and locations may be a factor in consumer choice.

The 207 respondents (63%) possessing a bank account were asked to provide reasons for opening this account. Respondents were allowed to provide multiple responses to this question. The majority stated their reason for opening the account as being checking account purposes (56%) and savings purposes (39%). Ten people (5%) said they opened the account to send money to Mexico, but of these respondents, none reported using Directo a México.

The survey respondents were asked whether they and/or the person to whom remittances are sent possess a bank account in Mexico. According to the responses, 41% of respondents or their family members have a bank account in Mexico while 46% do not.

In comparing the relationship between respondents' possession of a bank account in the United States to possession of a bank account in Mexico, 31% of respondents and/or their family members have a bank account in both countries.

In analyzing the survey results, it is important to assess the level of awareness that the Mexican community has regarding their ability to access and receive financial services. The 104 respondents (32%) who do not currently have a bank account were further asked to provide the reasons for not opening an account. The most common responses convey a lack of information

and misunderstanding of the options for accessing and using financial services. Respondents gave reasons such as a lack of documents or identification, not having enough money to save, only making minimum wage, and currently sending what they earn. Financial education and outreach could target these misunderstandings to clarify general account maintenance requirements, budgeting and identification needed to open financial institution accounts.

Necessity of Access to Financial Services

One of the survey questions asked respondents to indicate whether they believed it was necessary for certain insurance products and financial services to be made available to them in the United States and in Mexico. The level of necessity to have these services available to them was ranked as 1 - *Very Necessary*, 2 - *Necessary*, or 3 - *Not Necessary*. Services listed on the survey included: life insurance, health insurance, auto insurance, credit services, and savings accounts, among others. In analyzing the respondents' felt need for these financial services, the results suggest that respondents tend to have limited access to financial services uniformly in both the United States and Mexico. For the most part, the services ranked as *Very Necessary* in the United States were also ranked as *Very Necessary* in Mexico.

Regarding the availability of services in the United States, respondents have the least access to the following services: repatriation insurance (95% have no access), educational insurance⁴ (93%), and credit for a small business (92%). In Mexico, respondents have the least access to credit for a small business and credit to purchase a home (both at 98%), repatriation insurance and educational insurance (both at 97%). Accordingly, the respondents ranked the access to these services as *Very Necessary*.

Responses were found to be similar for both the United States and Mexico in terms of services that respondents do not have access to, and which were ranked most often as either *Very Necessary* or *Necessary*. For both the United States and Mexico, access to health insurance was

⁴ Education insurance is a product offered in Mexico that covers the costs of higher education of individuals that have paid premiums. Product cost and specifications vary among companies.

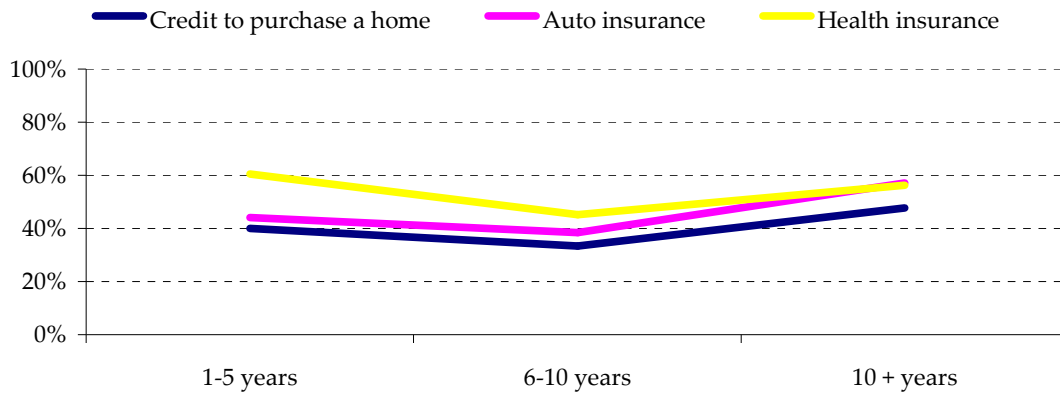
ranked as *Very Necessary* most often, with 53% answering that it was *Very Necessary* in the United States and 34% answering that it was *Very Necessary* in Mexico. Within the United States, services receiving a ranking of *Very Necessary* or *Necessary* most often were health insurance, pharmacy discount card and educational insurance. The services receiving these rankings most often for Mexico were health insurance, pharmacy discount card, and credit for a small business.

Within the United States, respondents currently have the most access to auto insurance (39%), savings accounts (35%) and credit cards (30%). In particular, one of the surveyed respondents directly discussed a need for credit. The respondent wrote, “I do not have credit to own a business, but it is necessary to be able to obtain credit and to have information about credit.” Further emphasizing this point, two of the respondents explicitly mentioned a need for several education-related financial services in the free form question asking them to list any relevant services not addressed in the survey. These responses read: “Credit for college tuition/expenses,” and “Programs for scholarships or more financial programs that will help with buying school books.” The finding that 30% of the respondents have credit cards is of particular interest due to the population’s average low income level.

Unmet Financial Service Needs Based on Years Living in the United States

Unmet financial and insurance needs in both the United States and Mexico were also examined based on how long the respondents have lived in the United States. The results show that respondents living in the United States for one to five years believe that of the services they do not have, health insurance is the most necessary service to have within the United States (61%), followed by auto insurance (44%) and credit to purchase a home (40%). As respondents live in the United States longer, their need for financial services remains similar. Results from the respondents living in the United States for at least ten years showed the same three services receiving the largest percentage of *Very Necessary* responses.

Necessity of Services in the United States Based on Years in the U.S.



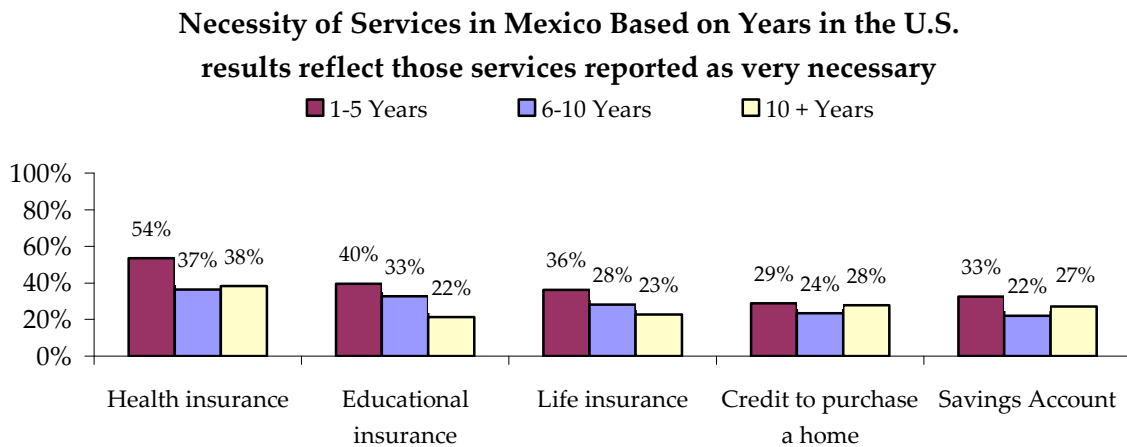
Though the data is not quantified in a true time series, the results of respondents who answered within each of the brackets (regarding the number of years in the United States) suggest that, over time, needs for the listed services actually increase, particularly with financial services concerning credit (purchasing a home or starting a small business).

Regarding access to these services in Mexico, respondents who have lived in the United States for one to five years ranked health insurance (54%) as the most needed service, followed by educational insurance (40%) and life insurance (36%). The service that was ranked with the least necessity by this group was repatriation insurance⁵. The respondents' perceived lack of need for this service could be contextualized by anecdotal information gathered on site. Some respondents explained that they do not plan to stay in the United States in the long run, and in many cases, respondents were not clear what this service is. However, this low perceived need for repatriation insurance could also simply be due to a prioritization of financial needs.

The respondents who have lived in the United States for six to ten years felt that access to health insurance (37%) and educational insurance (33%) in Mexico was *Very Necessary* to them and

⁵ Repatriation insurance covers the cost of transportation for a deceased person to return to their country of choice.

their family members⁶. Respondents who have lived in the United States for more than ten years showed the greatest need for access in Mexico to health insurance (38%), credit to purchase a home (28%), and a savings account (27%). The results also show that the prioritization of access to and the felt need for many of the listed services tends to shift and in some cases diminish over time. Interestingly, credit to purchase a home and access to a savings account remain relatively consistent between the 1-5 year and 1-10 year brackets.



Unmet Financial Services Needs as related to Annual Household Income

When comparing the reported necessity of services to the incomes levels of the respondents, the data results illustrate that health insurance in the United States is the most necessary service to all income groups making less than \$50,000. In each income bracket under \$50,000, access to health insurance was ranked as the most necessary service according to the number of respondents marking it *Very Necessary*. The \$0 to \$15,000 income bracket also reported that access to a savings account, auto insurance, and a pharmacy discount card (38% for all three services) was *Very Necessary* in the United States. The \$15,001 to \$30,000 income bracket rated auto insurance (55%) and credit to purchase a home (53%) to be *Very Necessary* to have access to

⁶ These percentages, and those throughout the section, represent the respondents who do not have these services and feel they would be very necessary to have.

in the United States. Meanwhile, the \$30,001 to \$50,000 group ranked auto insurance (53%) and life insurance (41%) to be *Very Necessary* to them.

Access to health care in Mexico is reportedly *Very Necessary* to the \$0 to \$15,000 income group (36%) and to the \$15,001 to \$30,000 group (40%). The \$0 to \$15,000 group also believed access to educational insurance (34%) and life insurance (32%) in Mexico is *Very Necessary*, while the \$15,001 to \$30,000 group believed access to life insurance (33%) and credit to purchase a home (31%) are *Very Necessary* in Mexico.

The comparison between financial needs and annual household income suggests that regardless of income, there is always a need for basic financial security and investment in protecting health and smaller assets. However, as income increases, so does the desire and ability to acquire larger assets, financial management and asset protection related services. With this comes a corresponding need to access financial services for these assets, including auto insurance and credit to purchase a home.

Conclusions and Market Opportunities

While this survey demonstrates that the bancarization rates of this population are a bit higher than the wider Latino migrant population⁷, the survey respondents' access to the full range of services needed to save, build and protect their assets is limited. This study shows that this population needs and have the potential to afford a wider range of financial products.

Innovations not only in the financial products and services available but also in consumer outreach, education and marketing are necessary to bridge the gap of financial access and asset building. In order to truly climb the economic ladder and achieve greater integration into this society's mainstream, increased access to asset building and protection services targeted for this population is paramount.

The remittance and banking behavior reported indicates that most, if not all, members of the sample are in a position to save money, build their assets and purchase other needed financial services. The community surveyed said they want health care, auto, life and education insurance. Seventy-one percent of the respondents had incomes of \$30,000 or less and 37% were unbanked, yet their remittance patterns indicate that they might nonetheless be able to afford some basic insurance and/or asset-protection products. This population desires and can likely assume minimal costs of basic insurance and/or asset protection products and yet has little access to such services.

Appleseed's report, "**Expanding Immigrant Access to Financial Institutions**" (2006), on the barriers for immigrants in accessing mainstream financial services underscores this contrast: "there still remain a large number of immigrants who are reluctant to use formal financial institutions, feel product offerings do not meet their needs, or face other entry barriers. These issues are compounded by a poor flow of information between immigrant communities and financial institutions, banks' limited access points into the communities, and the absence of

⁷ "Latino Migrants: A Profile on Remittances, Finances, and Health," Manuel Orozco and Nancy Castillo, *Inter-American Dialogue*, April 2008.

protection from predatory financial practices.”⁸ The lack of access this community has to further financial services, beyond basic accounts, stems both from the barriers stated in this 2006 report and due to the lack of appropriate product offerings.

Accordingly, the following conclusions and recommendations propose ways to merge financial institution service and product innovation with immigrant consumers’ interests and needs to ultimately increase bancarization⁹ levels and improve asset building and protection opportunities.

1. Bancarization, financial literacy and access to new products and services will be facilitated by improved awareness and knowledge of the associated benefits. This educational process

is the responsibility of consumers, community-based partners and financial institutions.

Financial institutions and community-based partners can collaborate to support improved financial education and targeted marketing and services for this group of individuals, who could be prime candidates for low-cost formal financial services. Financial institutions must increase involvement within Mexican American and Mexican immigrant communities and make their services well known and more accommodating to these communities to overcome misperceptions of the appropriate use and access possibilities to financial services and products. Such innovation in outreach and financial education is not only applicable to the communities surveyed, but also to the wider immigrant, underbanked and low income audiences.

2. There are many ways that financial institutions can attract immigrant customers. The first step is to make immigrant communities aware of the available financial services. Respondents indicated a generally low awareness level of bank-based remittance services which prevents their use. One of the most common reasons stated for not having a bank was “not having enough money to save”¹⁰. This response is inherently connected to a lack of clarity and understanding of financial institution accounts. Although advocacy organizations and

⁸ “Expanding Immigrant Access to Mainstream Financial Services: Positive Practices and Emerging Opportunities From the Latin American Immigrant Experience,” Applesseed, 2006.

⁹ Bancarization is used in this report to refer to the level of people accessing and using bank services.

¹⁰ This was most frequently written in as “no me alcanza”.

community groups may provide some financial education and tools for educators to use, as Appleseed has done through its series of financial education brochures, both the financial industry and consumers would benefit from financial education campaigns or partnerships with community groups to increase awareness of available services. Financial education components should be incorporated into all levels of service and outreach to ensure knowledge of and satisfaction with current products.

3. Education and service delivery strategies reduce barriers to access and approachability.

Immigrants often have a mistrust of formal financial institutions yet as the survey results reflect, security or trust is the top-rated reason respondents chose to use a given financial institution. In order to foster this trust, financial institutions can make efforts to ensure that information about their services is presented in an understandable and unthreatening manner. These efforts could include providing bilingual staff who can communicate with customers in their first language and bilingual materials, as well as clear posting of transaction fees, exchange rates, and other costs associated with services, as well as guaranteed availability times for money transmitted abroad. The creation of accounts targeted at low income communities with low or no minimum balance and no monthly fee or deposit requirements could assist in reducing the expense of maintaining an account. While this population does prioritize the pricing of financial services, the hours and location of financial institutions is of most importance when making the decision of which services to use. Adapting financial institutions' bricks and mortar orientation and expanding operating hours – as many banks have already done -- would improve the access of this community to financial institutions.

4. In addition to different methods of marketing, service delivery, and financial education, immigrant customers need products tailored to their needs. Despite the necessity of asset protection and credit products, very few respondents have access to these services either in the United States or in Mexico. Respondents lack access to health, auto, education, and repatriation insurance as well as credit. These unmet needs create a real opportunity for financial institutions to expand their customer base by catering to immigrant communities with

innovative products and services suited to the customers' likely usage patterns, preferences and affordability.

Results show that respondents living in the United States for one to five years believe health insurance is the most necessary service (61%) to have within the United States, followed by auto insurance (44%) and credit to purchase a home (40%). As respondents live in the United States longer, their need for financial services remains similar. Results from the respondents living in the United States for at least ten years showed the same three services as being the most necessary. It is clear that whether newly immigrated or long established in the United States, the community surveyed does not have adequate access to the services they need.

5. The data illustrate that gaining access to health insurance in the United States and Mexico is the most necessary service to all income groups making less than \$50,000. In each income bracket under \$50,000, access to health insurance was ranked as the most necessary service according to the number of respondents marking it *Very Necessary*. Additionally, access to health care in Mexico is *Very Necessary* to the \$0 to \$15,000 income group (36%) and to the \$15,001 to \$30,000 group (40%). The comparison between financial needs and annual household income suggests that regardless of income, there is always a need for basic financial security and investment in protecting health and smaller assets.

6. Consumers have an unmet need for bi-national asset building and protection services. When creating access to such products as insurance and credit, the greatest consumer benefit should be a priority, ensuring that their needs are addressed at reasonable costs. Additionally, consumers' financial practices and needs should be taken into account so as to make the products accessible through currently used services. Bundling affordable healthcare coverage (with flexible payment schedules, financial education, cross-border mobility, and a focus on primary and preventative care) with other financial transactions – allowing the purchase and payment at the point of service – could address the consumers' needs and behavior as expressed in the survey. Bundling could potentially occur with remittance products, banks account services, and other services, but more research on the regulatory barriers and market

willingness is needed. This would provide attractive “one-stop shopping” for the financial services that immigrant customers consider to be most important. However, bundling must not lead to higher pricing than if services are purchased individually and basic consumer protections are essential.

The specific cross-border needs of the community should be addressed in the creation of such products so that there is coverage mobility and bi-national applicability such that families who may be divided by a border are able to mutually benefit from services.

7. A large percentage of respondents felt they could not gain access to credit needs. Thin and no credit files could present a barrier to accessing affordable credit and lower insurance premiums for this population as they are underbanked and have little opportunity to build their credit files. Credit scores are increasingly essential to any household seeking financial inclusion in the United States. They affect access to the most affordable insurance rates and to favorably priced credit. Because the most positive credit scores are reserved for those with a strong traditional credit history, and because credit scores do not reflect favorable past performance in areas like payment of rent or utilities, low income and immigrant communities who have not had extensive access to traditional credit can find themselves locked out of the best insurance rates and the most favorably priced loans.¹¹ In order to further facilitate the financial product options available to this community, alternative methods of assessing creditworthiness, such as taking into account the pattern of regular remittance transactions or positive payment history, could be used to determine the creditworthiness of individuals without banking or credit history. Furthermore, the use of thin and no credit files to set the pricing of insurance premiums should be restricted so as to avoid the pricing exclusion of those who most need affordable access to such services and have no true negative history to warrant pricing increases. The consideration of how to build bridges of inclusion for this population through

¹¹ Taken from the still unpublished Applesseed report “The Value of a Credit Score: Developing an Equitable Model for the Use of Credit Histories to Build Assets in Underserved Communities”.

credit score building and reporting could help to provide reasonable and appropriate access a broader range of financial services.

8. Offering clear pre-transaction disclosures for remittance transactions and other financial services would publicly signal that financial institutions are interested in dealing with customers in a forthright manner¹². As the survey results suggest, pricing and trust are two important components in the selection of remittance services. Making products more competitive and focused on building community trust are key components to building a successful product. Transparency in pricing of remittance products is an important component of product development because the exchange rate spread can be a significant portion of the amount paid to process a transaction, while it may not be obvious to consumers. As demonstrated in Appleseed’s 2005 report, “**Creating a Fair Playing Field for Consumers**”, “the exchange rate spread for transmitting money from the U.S. to Mexico comprised, on average, 37 percent of the total transaction cost, with consumers paying an estimated \$350 million in exchange rate fees for 2005.”¹³ Based on the survey results, it is not clear that consumers truly understand the pricing structure of their remittance service prior to using it. Therefore, it is important that the remittance options available to consumers have transparent pricing, not only stating the fee, but also the spread between the current exchange rate and the actual rate used for the transaction. Ideally, of course, consumers seek to know the amount that will actually be available for pick-up. Clear and transparent consumer information will foster trust between consumers and the financial services and money transfer industries.

9. Identification options and regulatory changes would facilitate the process of opening accounts. Identification requirements are perhaps not as difficult as the respondents suggest. One of the top-cited reasons for not having a financial institution account was the lack of proper identification. For a non-United States person, sufficient identification can be obtained through

¹² Appleseed’s Fair Exchange initiative provides further information and guidance on remittance transaction disclosure.

¹³ “Creating a Fair Playing Field for Consumers: The Need for Transparency in the U.S.-Mexico Remittance Market,” Appleseed, 2005.

the individual taxpayer identification number, passport, alien identification card or other government-issued identification with number and country of issuance.¹⁴ A commonly used form of identification, the Mexican Consulate issued *matrícula consular*, is highly accessible to the Mexican population and helps to reduce possible identification-induced barriers to opening financial institution accounts in the United States.

Section 326 of the PATRIOT Act gives banks latitude to accept foreign photo identification, such as the *matrícula consular*, as sufficient to open an account. However, some financial institutions refuse to accept such foreign-issued identification due to the alleged lack of clarity in the regulations or fears of enhanced audit scrutiny. Although the number of institutions accepting the *matrícula consular* and other flexible identification requirements is increasing, institutions should ensure that front-line staff are familiar with their policies on accepting this form of alternative identification as there can be discrepancies between financial institution policy and retail performance.¹⁵

10. Consumer education and protection must be included in any aspect of increased outreach and services. The data indicate that 30% of this survey population has access to a credit card. This raises some concern due to the average low income level of this population. Consumers must fully understand the risk and potential costs associated with such a service. Particularly in the case of access to credit cards, safety nets of education need to be provided to prevent the access to a credit card from contributing to spiral of indebtedness.

Summary Conclusion

The findings from this survey point to the specific unmet financial needs of the Mexican immigrant population in Chicago. The findings indicate clearly that innovation in financial

¹⁴ "Meeting the Financial Service Needs of Mexican Immigrants: A Survey of Texas Financial Institutions," Texas Appleseed, 2004.

¹⁵ "Larger banks have found that some of their branches, unaccustomed to serving immigrants, often are uninformed of flexible identification policies and immigrant-oriented product offerings." Quoted from "Expanding Access to Mainstream Financial Institutions: Positive Practices and Emerging Opportunities From the Latin American Immigrant Experience," Appleseed, 2006.

product creation, service, education, regulation, transparency and marketing are all necessary to begin to fulfill this population's financial asset building and protection needs. Asset building and protection are integral to the process of mainstream inclusion and stability in any society. Financial institution market leaders, nonprofit organizations, and regulators have the challenge of addressing barriers to access so as to expand the options communities have for asset building and community development, supporting the economic integration of Mexican and Latin American immigrants here in the U.S. and in Mexico.

APPENDIX A. Methodology

The Survey

The survey was administered in Spanish and all respondents' answers and data were kept confidential. The respondents were asked their gender, age group, residential zip code, annual income bracket, and how many years they have lived in the United States.

Other questions on the survey asked respondents to indicate their remittance transfer behavior. These questions included:

- how often they transferred monies to Mexico and where in Mexico the monies were transferred;
- what remittance service they used and why;
- what was the cost of the remittance service currently used; and
- why they sent remittances.

Additional questions asked whether or not they held a bank account in the United States and/or in Mexico and why. Furthermore, the necessity of specific financial services was ranked.

The survey was three pages long and consisted of fourteen questions, most of which were multiple choice questions. Of the fourteen questions, five were multi-part questions and two were questions that asked respondents to skip over questions if their response was negative. The last question was reserved for respondents to comment on any other financial needs that were not addressed in the survey. The English version of the survey is attached as Appendix A.

The Survey Process

Associates from Appleseed and consultants from Huron visited the Mexican Consulate in Chicago, Illinois, located at 204 S. Ashland Avenue, to conduct the survey Monday,

January 14 through Wednesday, January 16, 2008. Survey administrators were asked to only speak Spanish while interacting with survey recipients and were asked to ensure that recipients understood the questions and completed the entire survey. Survey administrators arrived at the Consulate at 8 a.m. (the Consulate opens at 7 a.m., Monday through Friday) and distributed three to four surveys at once. The administrators were also provided with a bundle of prepaid phone cards with a value of \$2, which were to be awarded to survey respondents upon completion of the survey. This phone card was also sometimes used to entice the audience to complete the survey.

The administrators had designated locations in which they could conduct surveys. There were two waiting rooms in which they were allowed to distribute the survey:

- a waiting room where individuals waited for their appointment time and where individuals waited for relatives and/or friends who they accompanied to the Consulate; and
- a waiting room for individuals waiting to receive their finalized passports, registration cards, or other documentation.

The completed surveys were filed under the name of the survey administrator until they were entered into an Access database. This was done to ensure organization for proper data entry and to ensure that each administrator was not targeting only one gender/age group. This was also useful when it was necessary to speak with the survey administrator in reference to a specific survey response.

On Day One at the Consulate, there were five survey administrators on location. Four administrators were there for about five hours and one administrator was there for two hours. The five administrators handed out surveys with an emphasis on quantity, and were available to answer respondents' questions regarding the survey. At the end of Day One, 124 surveys were completed.

There were four survey administrators on location for four hours on Day Two. The amount of time that administrators were on location was reduced by one hour from the previous day because of a sharp decrease of potential survey respondents at the Consulate between the hours of 1 p.m. and 2 p.m. Additionally, after experiencing a high number of incomplete surveys from Day One, the administrators handed out surveys with an emphasis on quality and spent more time explaining the survey questions to the recipients. On some occasions, administrators conducted surveys on a one-on-one basis, where the administrator would read the questions to the respondents. At the end of Day Two, 97 surveys were completed.

On Day Three, there were seven survey administrators at the Consulate. Six administrators were there for four hours and one administrator was there for two hours. The increase in the number of survey administrators from Day Two to Day Three was due to a greater availability of administrators for the day and to the need for each administrator to spend more time with respondents. Administrators again conducted surveys with an emphasis on quality and followed the same practices for handing out surveys as they did on Day Two. At the end of Day Three, 107 surveys were completed. A total of 328 surveys were completed over the three days.

The Access Database

The survey results were compiled in a Microsoft Access database. A form was created in Access which mirrored the survey, and the respondents' answers were entered into the database using dropdown menus, containing the survey's multiple choice responses. This format allowed consultants to follow survey responses line-by-line as they entered responses into the database.

Completed surveys were taken from the Consulate to the Huron office every afternoon after the surveys were conducted, and six to eight consultants from Huron worked on data entry. The data was entered by teams: one team of three to four people entered the complete data set into the database, and a second team of three or four different people

entered the same data set into a separate database. This system of team data entry was done to later facilitate the identification and correction of errors in the data entry.

After the data entry was complete, errors and inconsistencies in the data entered into the database were identified and corrected in an Excel file. The main changes were applied to the free form questions and included spelling errors and standardizing the responses. Groups and/or ranges were also created for several of the questions. Once the data was reviewed for accuracy, it was re-imported back into Access.

Data Analysis

Simple queries were created from the dataset to calculate a count of the different survey responses. The counts were then exported into Excel where percentages were calculated and these figures were reported to Appleseed. The Excel report demonstrated how many times an individual response was given by both count and percentage for each survey question.

After the results of the simple queries were reviewed, several cross-tabulation queries were created. The cross-tabulations made the data more meaningful as they combined the results of several questions from the survey into one data point. Following completion of the cross tabulation queries, the results were exported into Excel in similar format to the presentation of the results of the simple queries. The Excel report demonstrated the relationships existing between responses given to various survey questions. Several profiles were also included in the report, such as, profiles of Directo a México users, respondents with a bank account versus respondents without a bank account, and respondents who knew the exchange rate prior to sending money to Mexico. These respondent groups were chosen to be profiled as they were of specific interest to the studies in the Financial Access project. The profiles were comprised of survey questions regarding the basic demographic data including *Gender, Age, Number of Years in the United States, Residential Zip Code, and Annual Household Income*. Data regarding remittances, including *Frequency of Remittances to Mexico, Amount Sent per*

Transaction, Possession of a Bank Account in the United States, Remittance Services Used, and the Necessity of Financial Services was also included in the profiles. The necessity of financial services was also compared to factors such as *Years in the United States* and *Annual Household Income* for the entire survey population.

The results of all the queries and cross-tabulations are attached as Appendix B to this report and include counts, percentages, and graphs. These results were analyzed and noteworthy findings are detailed within this report.

Rankings by Necessity of Financial Services

One of the survey questions asked respondents to indicate whether they believed it was necessary for certain insurance products and financial services to be made available to them in the United States and in Mexico. The level of necessity to have these services available to them was ranked as *1 - Very Necessary, 2 - Necessary, or 3 - Not Necessary*. Services listed on the survey included: life insurance, health insurance, auto insurance, credit services, and savings accounts, among others.

After Day One at the Mexican Consulate, survey administrators discovered a few challenges in regard to this question. Difficulties arose due to the lengthy completion time of the question and the complexity of asking respondents for their opinion. These difficulties led the Huron/Appleseed team to make changes to this question for Days Two and Three of survey distribution. The changes included adding an option to indicate whether the respondents already had access to the listed service. If the respondents already had access to the service, they were instructed not to rank the service by necessity. However, if they did not currently have access to the service, they were asked to rank the necessity of the service.

On Days Two and Three at the Mexican Consulate, administrators distributed surveys with an emphasis on ensuring that respondents understood this question. The methodology used to assure quality in the responses varied among each survey

administrator. Some survey administrators used an interview format to complete the survey, while others explained the questions either up front or as the respondents approached the question. Regardless of which methodology was used, the survey administrators took time with the respondent to thoroughly explain the question and its elements. This new approach was successful as Day Two and Day Three answers were more complete.

Since changes were made to this question, it was determined that Day One answers would fundamentally differ from Day Two and Day Three answers. The data would essentially be skewed as services were ranked even though the respondents from Day One may have already had access to the service. Due to this material difference, Day One responses were excluded from the analysis of this question and any cross tabulations including the results of this question.



ACCESO A INSTITUCIONES FINANCIERAS Y EL USO DE SERVICIOS FINANCIEROS

1. Favor de marcar las respuestas siguientes:

Sexo: M F

Edad: 18-34 35-54 55+

Años viviendo en EE.UU.: 1-5 5-10 10+

Código Postal en el que reside: _____

Ingreso anual familiar en dólares:

\$0-\$15,000 \$15,001-\$30,000 \$30,001-\$50,000 \$50,000 +

2. ¿Con qué frecuencia envía dinero a México?

1 vez al mes 2 veces al mes 1 vez cada 2 o 3 meses
 1 vez cada 6 meses 1 vez al año Solo en emergencias
 Nunca (Pase a la pregunta 9)

3. ¿A qué parte de México envía usted dinero?

Población _____ Estado _____

4. ¿Qué servicio utiliza para enviar dinero a México?

Western Union MoneyGram Banco/Unión de Crédito "Directo a México"
 Internet Tarjeta prepagada Otro _____

5. ¿Conoce usted el tipo de cambio que le ofrecen antes de enviar su dinero a México?

Si No

6. ¿Cuánto dinero, por transacción, envía generalmente a México?

\$0-\$200 \$201-\$400 \$401-\$600 Otra cantidad: _____

¿Cuánto le cuesta enviar esta cantidad? _____

7. Indique los motivos por los cuales envía dinero a México. (Marque todas las respuestas que apliquen.)

- Gastos cotidianos (comida, ropa, utilidades, servicios)
- Gastos para educación
- Para construir o comprar una casa
- Para un negocio
- Para desarrollo de la comunidad
- Otra razón: _____

8. ¿Por qué eligió el servicio que actualmente utiliza para enviar dinero? (Escoja los 3 factores más importantes.)

- Precio
- Seguridad
- Ubicación y horario
- Confianza
- Por recomendación
- Otra razón: _____

9. ¿Tiene cuenta bancaria en los Estados Unidos?

- Si
- No, razón: _____ (Pase a la pregunta 11)

¿Por que razón abrió su cuenta?

- Cuenta de cheques para pagar servicios en EEUU
- Para ahorro
- Por seguridad
- Para enviar dinero a México
- Otra razón: _____

10. ¿Su Banco o Unión de Crédito le ofrece servicio de remesas/envío de dinero a México?

- Si
- No

¿Utiliza usted este servicio?

- Si
- No

11. ¿Usted o su familiar a quien le envía dinero tiene cuenta bancaria en México?

- Si
- No

12. ¿Conoce los siguientes servicios?

- "Directo a México"
- "L@Red de la Gente"

Pase a la próxima página

13. Indique el nivel de necesidad que tiene para Ud. tener acceso a los siguientes servicios en los EE.UU. y en México. (Circule el número apropiado.)

	1 - Muy necesario			2 - Necesario			3 - No tan necesario		
Servicio	EE.UU.						México		
Seguro de vida	1	2	3	1	2	3	1	2	3
Seguro de repatriación	1	2	3	1	2	3	1	2	3
Seguro de salud medica	1	2	3	1	2	3	1	2	3
Seguro de auto	1	2	3	1	2	3	1	2	3
Seguro de educación	1	2	3	1	2	3	1	2	3
Tarjeta de descuentos en farmacias	1	2	3	1	2	3	1	2	3
Crédito para comprar casa	1	2	3	1	2	3	1	2	3
Crédito para negocio	1	2	3	1	2	3	1	2	3
Crédito para comprar otras cosas	1	2	3	1	2	3	1	2	3
Cuenta de ahorro	1	2	3	1	2	3	1	2	3
Tarjeta de crédito	1	2	3	1	2	3	1	2	3
Otro (especifique)	1	2	3	1	2	3	1	2	3

14. ¿Tiene alguna otra necesidad financiera no mencionada en este cuestionario? Por favor explique:

GRACIAS POR SU PARTICIPACIÓN

La información que se obtenga en esta encuesta servirá para la creación de programas y proyectos de desarrollo comunitario de la comunidad mexicana tanto en Estados Unidos como en México y será coordinada por la organización social sin fines de lucro Appleseed. Para más información sobre nuestra organización visite www.appleseednetwork.org.



ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

1. Please answer the following questions:

Gender: M F

Age: 18-34 35-54 55+

How many years have you lived in the United States? 1-5 6-10 10+

Residential Zip Code _____

Annual household income:

\$0-\$15,000 \$15,001-\$30,000 \$30,001-\$50,000 \$50,000 +

2. How often do you send money to Mexico?

Twice a month

Once a month

Once every 2 or 3 months

Once every 6 months

Once a year

Only in case of an emergency

Never (Go on to question 9)

3. Where in Mexico do you send money to?

City _____ State _____

4. What service do you use to send money to Mexico?

Western Union

MoneyGram

Bank / Credit Union

"Directo a México"

Internet

Stored Value Card

Other _____

5. Do you know the currency exchange rate before you process the transaction to Mexico?

Yes

No

6. How much money do you usually send to Mexico per transaction?

\$0-\$200

\$201-\$400

\$401-\$600

Other _____

How much do you usually pay to send this amount? _____ USD\$

7. Indicate the reason(s) for sending money to Mexico. (Check all that apply.)

- Daily expenses (food, clothes, utilities, services)
- Educational expenses
- To buy or build a home
- Business purposes
- Community development
- Other _____

8. Why did you select the service that you currently use to send money to Mexico? (Choose the 3 most important factors.)

- Price Security Hours and location Reliability Recommendation
- Other _____

9. Do you have a bank account in the United States?

- Yes No, reason _____ (Go on to question 11)

Why did you open the bank account?

- Checking purposes Savings purposes Security purposes
- To send money to Mexico Other _____

10. Does your bank or credit union offer services to send money to Mexico?

- Yes No

Do you use this service?

- Yes No

11. Do you or the person you send money to have a bank account in Mexico?

- Yes No

12. Are you familiar with the following services?

- "Directo a México" "L@Red de la Gente"

Turn to the next page

13. How necessary is it to have access to the following services in the United States and Mexico? Please circle the corresponding number.

1 – Very Necessary

2 – Necessary

3 – Not necessary

Service	<u>U.S.</u>			<u>Mexico</u>				
	I have access to this service			I have access to this service				
Life Insurance	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Repatriation Insurance	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Health Insurance	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Auto Insurance	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Educational Insurance	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Pharmacy discount card	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Credit to purchase a home	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Credit for a small business	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Credit to make other purchases	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Savings account	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Credit card	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3
Other (please specify)	<input type="checkbox"/>	1	2	3	<input type="checkbox"/>	1	2	3

14. Do you have any other financial need not addressed in this questionnaire? Please specify.

THANK YOU FOR YOUR PARTICIPATION

The information obtained in this questionnaire will serve to create community development programs within the greater Mexican community of the United States and will be coordinated by Appleseed, a not-for-profit organization. For more information regarding our organization, visit www.appleseednetwork.org.

Appendix D
Queries and Cross-Tabulations

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

Total Number of Respondents	328
Day 1 Respondents	124
Day 2 Respondents	97
Day 3 Respondents	107

General Notes:

- [1] The free form responses were standardized and, where relevant, grouped into ranges.
- [2] The percentages of the "Other" responses are based on the total number of "Other" responses, not on the total number of surveys.
- [3] Counts without percentages next to them indicate that the question allowed for more than one response.
If percentages were to be shown, they would have to be calculated based on the total number of responses.
- [4] Five respondents stated that they did not send money to Mexico; however, they responded to several of the questions regarding remittances. These responses were not considered in the tallies.

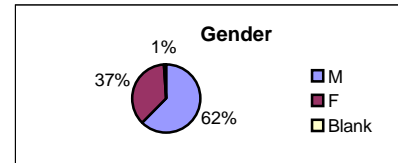
Query Index

1	Demographic information
2a	Distribution of Zip Codes (State and County)
2b	Distribution of Zip Codes (Area Within Cook County)
3	Annual Household Income / Number of Years in the United States
4	How often do you send money to Mexico?
5	Respondents Who Never Send Money to Mexico / Number of Years in the United States
6	Frequency of Remittances / Annual Household Income (USD)
7	What services do you use to send money to Mexico?
8	Are you familiar with the following services?
9	Why did you select the service you currently use to send money to Mexico?
10	Services Used to Send Money to Mexico / Reason for Choosing this Service
11	Do you know the currency exchange rate before you process the transaction to Mexico?
12	Where in Mexico do you send money?
13	Mexican State / Annual Household Income (USD)
14a	How much money do you usually send to Mexico per transaction (USD)?
14b	How much do you usually pay to send this amount (USD)?
15	Gender / Annual Household Income / Transaction Amount
16	Why do you send money to Mexico?
17	Remittance Purpose / Annual Household Income (USD)
18a	Do you have a bank account in the United States?
18b	Why did you open this bank account?
19	Respondents Whose Bank Offers Services to Send Money to Mexico and Those Who Use This Service
20	Do you or the person you send money to have a bank account in Mexico?
21	Possession of a Bank Account in the United States / Possession of a Bank Account in Mexico
22	Mexican State / Possession of Bank Account in Mexico
23	Remittance Purpose / Possession of Bank Account in Mexico
24a	How necessary is it to have access to the following services in the United States and Mexico?
24b	Ranking of Services - Day 1 Responses
24c	Do you currently have the following services in the United States and Mexico? If not, how necessary is it to have access to the following services?
24d	Ranking of Services - Day 2 & 3 Responses
25	Necessity of Financial Services Available in Mexico vs. the United States
26a	Years in the United States / Necessity of Financial Services in the United States
26b	Years in the United States / Necessity of Financial Services in Mexico
27a	Annual Household Income (USD) / Necessity of Financial Services in the United States
27b	Annual Household Income (USD) / Necessity of Financial Services in Mexico
28	Do you have any other financial need not addressed in this questionnaire?
29	Profile of "Directo a México" Users
30	Profile of Respondents Who Know the Currency Exchange Rate Before Sending Money to Mexico
31	Profile of Respondents Possessing a Bank Account v. Respondents Without a Bank Account

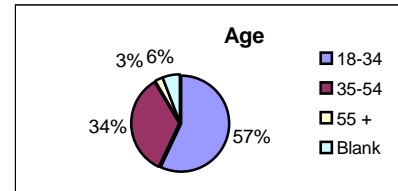
APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

1 - Demographic information

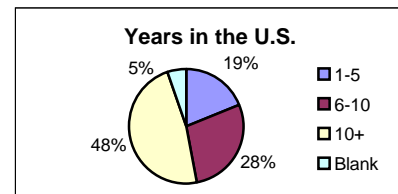
	Count	Percentage
Gender		
M	204	62%
F	120	37%
Blank	4	1%



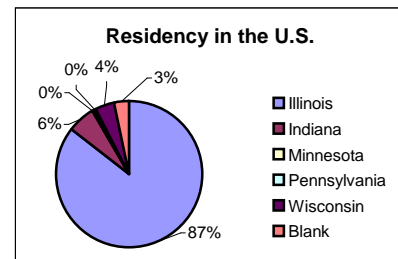
Age		
18-34	187	57%
35-54	113	34%
55 +	9	3%
Blank	19	6%



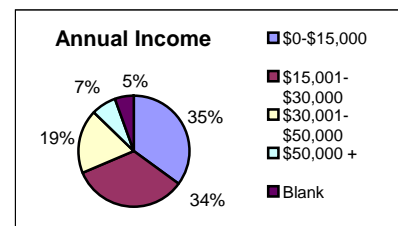
Number of Years in the United States		
1-5	62	19%
6-10	92	28%
10+	157	48%
Blank	17	5%



Residential Zip Code		
Illinois	281	86%
Indiana	20	6%
Minnesota	1	0%
Pennsylvania	1	0%
Wisconsin	14	4%
Blank	11	3%



Annual Household Income (USD)		
\$0-\$15,000	115	35%
\$15,001-\$30,000	110	34%
\$30,001-\$50,000	61	19%
\$50,000 +	24	7%
Blank	18	5%



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

2a - Distribution of Zip Codes (State and County)

	Count	Percentage
State		
Illinois	281	85.7%
Indiana	20	6.1%
Minnesota	1	0.3%
Pennsylvania	1	0.3%
Wisconsin	14	4.3%
Blank	11	3.4%

County in Illinois ¹

Bureau	1	0.4%
Cook	179	63.7%
DuPage	26	9.3%
Kane	30	10.7%
Kankakee	1	0.4%
Kendall	3	1.1%
La Salle	2	0.7%
Lake	21	7.5%
McHenry	5	1.8%
McLean	2	0.7%
Peoria	1	0.4%
Rock Island	2	0.7%
Will	6	2.1%
Winnebago	2	0.7%

[1] The 281 Respondents whose residential zip codes were in Illinois were categorized into the corresponding Illinois counties.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

2b - Distribution of Zip Codes (Area Within Cook County)

	Count	Percentage
Area within Cook County ¹		
Belmont Cragin	11	6.1%
Berkeley	1	0.6%
Berwyn	6	3.4%
Blue Island	1	0.6%
Bridgeview	1	0.6%
Burbank	1	0.6%
Chicago	1	0.6%
Chicago Heights	5	2.8%
Cicero	9	5.0%
Des Plaines	4	2.2%
Edgewater	1	0.6%
Elmwood Park	3	1.7%
Evanston	1	0.6%
Evergreen Park	1	0.6%
Far South Side	7	3.9%
Forest Glen	2	1.1%
Glenview	1	0.6%
Hanover Park	4	2.2%
Hermosa	7	3.9%
Hickory Hills	1	0.6%
Hoffman Estates	4	2.2%
Humboldt Park	2	1.1%
Lansing	1	0.6%
Lincoln Square	1	0.6%
Lyons	1	0.6%
Maywood	1	0.6%
Melrose Park	5	2.8%
Mount Prospect	1	0.6%
Near North Side	1	0.6%
Near West Side	7	3.9%
North Center	9	5.0%
Northbrook	1	0.6%
Oak Forest	3	1.7%
Oak Park	1	0.6%
Orland Park	2	1.1%
Palatine	2	1.1%
Portage Park	6	3.4%
Posen	1	0.6%
Prospect Heights	2	1.1%
Rogers Park	6	3.4%
Rolling Meadows	3	1.7%
Schaumburg	2	1.1%
South Lawndale	3	1.7%
South Side	1	0.6%
Southwest Side	28	15.6%
Streamwood	2	1.1%
Summit Argo	1	0.6%
Uptown	3	1.7%
West Ridge	6	3.4%
West Town	3	1.7%
Westchester	1	0.6%
Wheeling	1	0.6%

[1] The 179 Respondents whose residential zip codes were in Cook County, Illinois were categorized by area within the county.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

3 - Annual Household Income / Number of Years in the United States

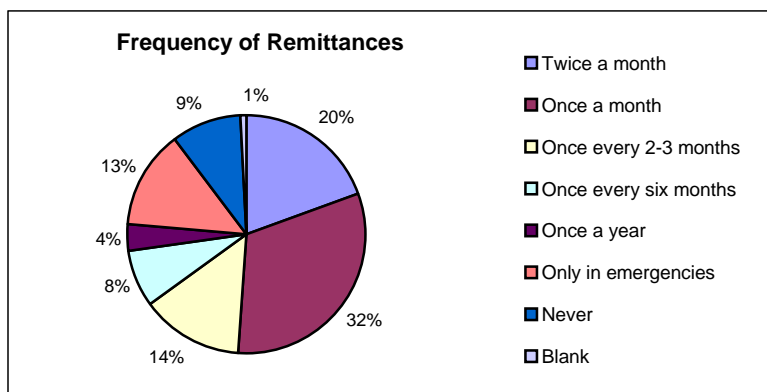
Annual Household Income (USD)	1-5 Years	6-10 Years	10+ Years	Blank
\$0-\$15,000	38	35	37	5
\$15,001-\$30,000	16	38	51	5
\$30,001-\$50,000	1	12	45	3
\$50,000 +	5	2	16	1
Blank	2	5	8	3

Annual Household Income (USD)	1-5 Years	6-10 Years	10+ Years	Blank
\$0-\$15,000	33%	30%	32%	4%
\$15,001-\$30,000	15%	35%	46%	5%
\$30,001-\$50,000	2%	20%	74%	5%
\$50,000 +	21%	8%	67%	4%
Blank	11%	28%	44%	17%

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

4 - How often do you send money to Mexico?

	Count	Percentage
Twice a month	64	20%
Once a month	104	32%
Once every 2-3 months	45	14%
Once every six months	26	8%
Once a year	12	4%
Only in emergencies	43	13%
Never	31	9%
Blank	3	1%



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

5 - Respondents Who Never Send Money to Mexico / Number of Years in the United States

Respondents Who Never Send Remittances

31

Years in the United States

Count

Percentage

1-5 Years	4	13%
6-10 Years	5	16%
10+ Years	21	68%
Blank	1	3%

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

6 - Frequency of Remittances / Annual Household Income (USD)

Frequency	\$0-\$15,000	\$15,001-\$30,000	\$30,001-\$50,000	\$50,000 +	Blank
Twice a month	30	23	7	2	2
Once a month	35	31	23	9	6
Once every 2-3 months	10	18	9	5	3
Once every six months	9	11	3	1	2
Once a year	4	6	1	0	1
Only in emergencies	18	12	9	3	1
Never	7	9	9	4	2
Blank	2	0	0	0	1

Frequency	\$0-\$15,000	\$15,001-\$30,000	\$30,001-\$50,000	\$50,000 +	Blank
Twice a month	47%	36%	11%	3%	3%
Once a month	34%	30%	22%	9%	6%
Once every 2-3 months	22%	40%	20%	11%	7%
Once every six months	35%	42%	12%	4%	8%
Once a year	33%	50%	8%	0%	8%
Only in emergencies	42%	28%	21%	7%	2%
Never	23%	29%	29%	13%	6%
Blank	67%	0%	0%	0%	33%

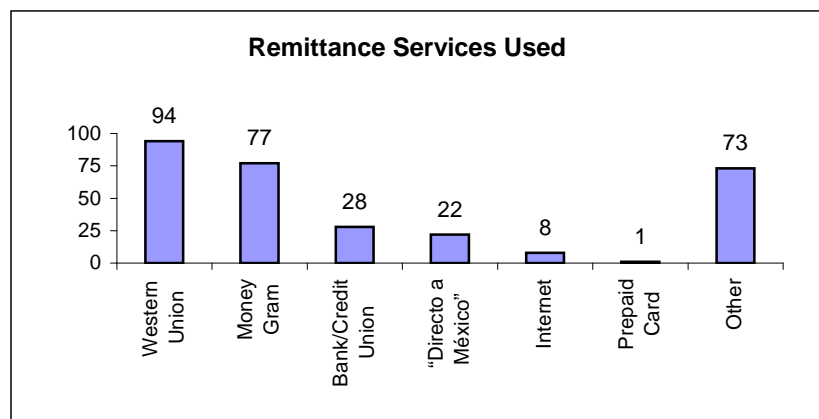
APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

7 - What services do you use to send money to Mexico?

	Count
Western Union	94
Money Gram	77
Bank/Credit Union	28
"Directo a México"	22
Internet	8
Prepaid Card	1
Other	73

Other:

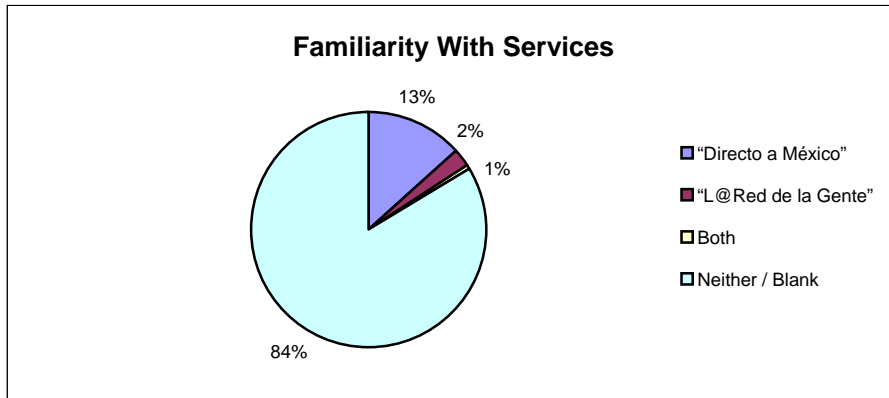
Dolex	9
Order Express	6
México Express	5
Ria Envía	5
Vigo	5
American Transfer	4
Casa de Cambio	3
Money Order	2
Vacio	2
Amigo Latino	1
Bancomex	1
Cheques Personales (personal checks)	1
Cuenta a Cuenta	1
Delgado	1
Dolarmex	1
Orlandi Valuta	1
Via Americas	1
Not Specified	24



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

8 - Are you familiar with the following services?

	Count	Percentage
"Directo a México"	44	13%
"L@Red de la Gente"	8	2%
Both	2	1%
Neither / Blank	274	84%



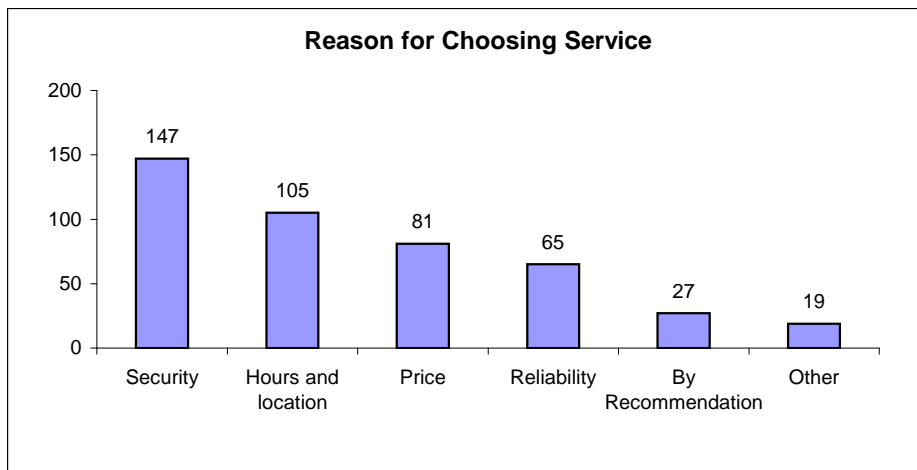
APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

9 - Why did you select the service you currently use to send money to Mexico?

	Count
Security	147
Hours and location	105
Price	81
Reliability	65
By Recommendation	27
Other	19

Other:

Speed	11
This is the only one available	2
Good service	1
Ease	1
Longstanding with service	1
I have an account with the bank	1
Not Specified	2



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

10 - Services Used to Send Money to Mexico / Reason for Choosing this Service

Remittance Service	Reliability	Recommendation	Price	Security	Hours and Location	Other
"Directo a México"	5	2	8	13	3	0
Bank/Credit Union	5	0	8	16	7	4
Internet	1	1	1	6	4	2
MoneyGram	18	2	23	32	34	2
Prepaid Card	0	1	0	0	0	0
Western Union	24	15	20	50	30	5
Other	18	6	25	38	28	7

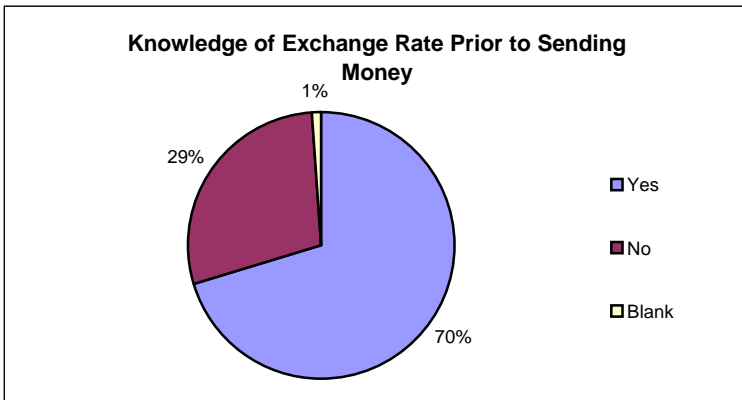
Remittance Service	Reliability	Recommendation	Price	Security	Hours and Location	Other
"Directo a México"	16%	6%	26%	42%	10%	0%
Bank/Credit Union	13%	0%	20%	40%	18%	10%
Internet	7%	7%	7%	40%	27%	13%
MoneyGram	16%	2%	21%	29%	31%	2%
Prepaid Card	0%	100%	0%	0%	0%	0%
Western Union	17%	10%	14%	35%	21%	3%
Other	15%	5%	20%	31%	23%	6%

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

11 - Do you know the currency exchange rate before you process the transaction to Mexico?

Respondents Who Send Remittances ¹ 294

	Count	Percentage
Yes	207	70%
No	84	29%
Blank	3	1%



[1] This count excludes 3 blank responses.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

12 - Where in Mexico do you send money?**Respondents Who Send Remittances ¹****294**

	Count	Percentage
Aguascalientes	6	2.0%
Chihuahua	4	1.4%
Colima	1	0.3%
Durango	23	7.8%
Guanajuato	29	9.9%
Guerrero	21	7.1%
Hidalgo	9	3.1%
Jalisco	31	10.5%
Mexico, D.F.	59	20.1%
Michoacan	48	16.3%
Morelos	14	4.8%
Nuevo Leon	2	0.7%
Oaxaca	3	1.0%
Puebla	13	4.4%
Queretaro	1	0.3%
Quintana Roo	1	0.3%
San Luis Potosi	3	1.0%
Sinaloa	1	0.3%
Sonora	1	0.3%
Tamaulipas	1	0.3%
Tlaxcala	2	0.7%
Toluca	1	0.3%
Veracruz	8	2.7%
Zacatecas	12	4.1%
Blank	0	0.0%

Respondents were asked to provide both city and state.

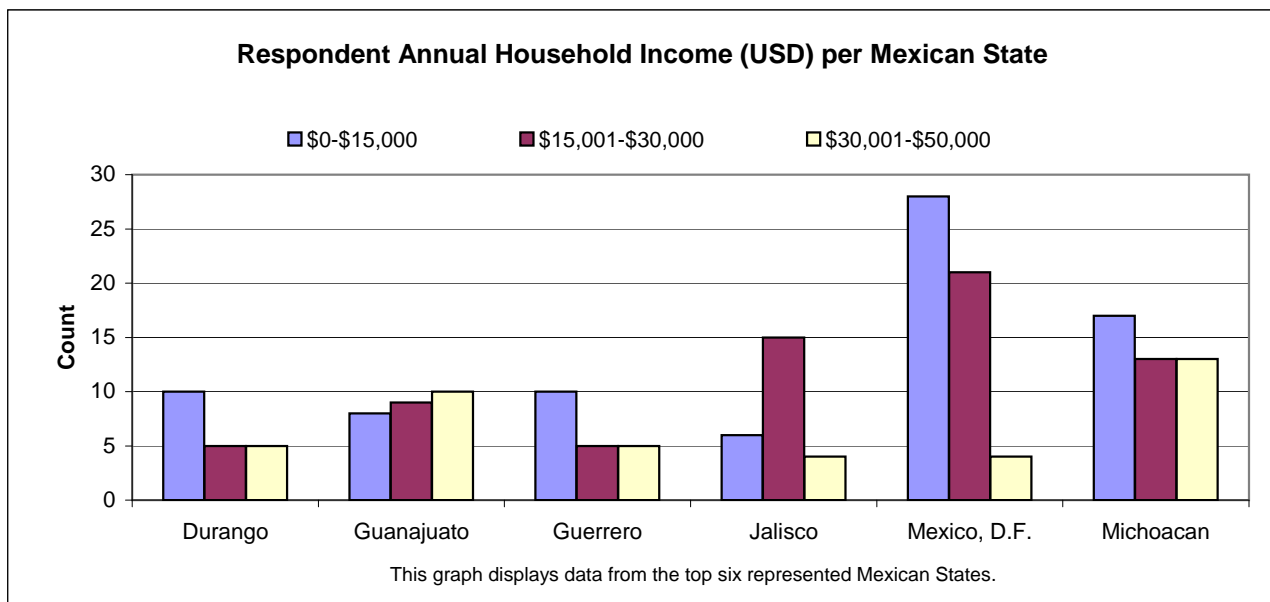
Due to the inconsistency of the responses, only states were considered in this tally.

[1] This count excludes 3 blank responses.

**APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES**

13 - Mexican State / Annual Household Income (USD)

Mexican State	\$0-\$15,000	\$15,001-\$30,000	\$30,001-\$50,000	\$50,000 +	Blank
Aguascalientes	1	1	2	1	1
Chihuahua	3	1	0	0	0
Colima	0	1	0	0	0
Durango	10	5	5	2	1
Guanajuato	8	9	10	2	0
Guerrero	10	5	5	0	1
Hidalgo	5	3	0	1	0
Jalisco	6	15	4	5	1
Mexico, D.F.	28	21	4	3	3
Michoacan	17	13	13	2	3
Morelos	6	4	3	0	1
Nuevo Leon	0	1	1	0	0
Oaxaca	1	0	1	0	1
Puebla	3	6	1	2	1
Queretaro	0	1	0	0	0
Quintana Roo	0	0	1	0	0
San Luis Potosi	3	0	0	0	0
Sinaloa	0	1	0	0	0
Sonora	0	1	0	0	0
Tamaulipas	0	1	0	0	0
Tlaxcala	0	2	0	0	0
Toluca	0	1	0	0	0
Veracruz	2	3	1	1	1
Zacatecas	3	6	1	1	1
Blank	9	9	9	4	3



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

13 - Mexican State / Annual Household Income (USD)

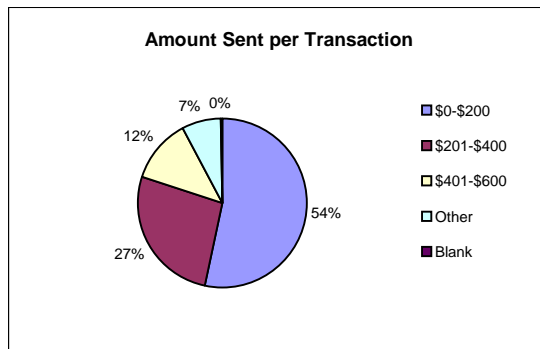
Mexican State	\$0-\$15,000	\$15,001-\$30,000	\$30,001-\$50,000	\$50,000 +	Blank
Aguascalientes	17%	17%	33%	17%	17%
Chihuahua	75%	25%	0%	0%	0%
Colima	0%	100%	0%	0%	0%
Durango	43%	22%	22%	9%	4%
Guanajuato	28%	31%	34%	7%	0%
Guerrero	48%	24%	24%	0%	5%
Hidalgo	56%	33%	0%	11%	0%
Jalisco	19%	48%	13%	16%	3%
Mexico DF	47%	36%	7%	5%	5%
Michoacan	35%	27%	27%	4%	6%
Morelos	43%	29%	21%	0%	7%
Nuevo Leon	0%	50%	50%	0%	0%
Oaxaca	33%	0%	33%	0%	33%
Puebla	23%	46%	8%	15%	8%
Queretaro	0%	100%	0%	0%	0%
Quintana Roo	0%	0%	100%	0%	0%
San Luis Potosi	100%	0%	0%	0%	0%
Sinaloa	0%	100%	0%	0%	0%
Sonora	0%	100%	0%	0%	0%
Tamaulipas	0%	100%	0%	0%	0%
Tlaxcala	0%	100%	0%	0%	0%
Toluca	0%	100%	0%	0%	0%
Veracruz	25%	38%	13%	13%	13%
Zacatecas	25%	50%	8%	8%	8%
Blank	26%	26%	26%	12%	9%

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

14a - How much money do you usually send to Mexico per transaction (USD)?

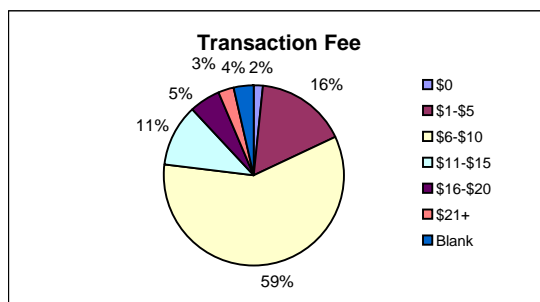
Respondents Who Send Remittances ¹ 294

	Count	Percentage
\$0-\$200	157	53%
\$201-\$400	78	27%
\$401-\$600	36	12%
Other ²	22	7%
\$700-\$999	3	14%
\$1,000	7	32%
\$1,000-\$2,000	2	9%
\$2,000	1	5%
Varies	2	9%
Not Specified	7	32%
Blank	1	0%



14b - How much do you usually pay to send this amount (USD)? ²

	Count	Percentage
\$0	5	2%
\$1-\$5	48	16%
\$6-\$10	173	59%
\$11-\$15	33	11%
\$16-\$20	16	5%
\$21+	8	3%
Blank	11	4%



[1] This count excludes 3 blank responses.

[2] Responses were combined into ranges.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

15 - Gender / Annual Household Income / Transaction Amount

Male Respondents		204				
Annual Household Income (USD)	\$0-\$200	\$201-\$400	\$401-\$600	Other	Blank	
\$0-\$15,000	35	16	8	2	3	
\$15,001-\$30,000	27	27	6	3	6	
\$30,001-\$50,000	13	13	8	5	6	
\$50,000 +	3	1	6	5	3	
Blank	3	2	0	2	1	

Annual Household Income (USD) ¹	\$0-\$200	\$201-\$400	\$401-\$600	Other	Blank
\$0-\$15,000	55%	25%	13%	3%	5%
\$15,001-\$30,000	39%	39%	9%	4%	9%
\$30,001-\$50,000	29%	29%	18%	11%	13%
\$50,000 +	17%	6%	33%	28%	17%
Blank	38%	25%	0%	25%	13%

Annual Household Income (USD) ²	\$0-\$200	\$201-\$400	\$401-\$600	Other	Blank
\$0-\$15,000	17%	8%	4%	1%	1%
\$15,001-\$30,000	13%	13%	3%	1%	3%
\$30,001-\$50,000	6%	6%	4%	2%	3%
\$50,000 +	1%	0%	3%	2%	1%
Blank	1%	1%	0%	1%	0%

Female Respondents		120				
Annual Household Income (USD)	\$0-\$200	\$201-\$400	\$401-\$600	Other	Blank	
\$0-\$15,000	31	7	4	2	6	
\$15,001-\$30,000	24	8	3	1	4	
\$30,001-\$50,000	9	2	0	0	4	
\$50,000 +	2	2	0	1	1	
Blank	7	0	0	1	1	

Annual Household Income (USD) ¹	\$0-\$200	\$201-\$400	\$401-\$600	Other	Blank
\$0-\$15,000	62%	14%	8%	4%	12%
\$15,001-\$30,000	60%	20%	8%	3%	10%
\$30,001-\$50,000	60%	13%	0%	0%	27%
\$50,000 +	33%	33%	0%	17%	17%
Blank	78%	0%	0%	11%	11%

Annual Household Income (USD) ²	\$0-\$200	\$201-\$400	\$401-\$600	Other	Blank
\$0-\$15,000	26%	6%	3%	2%	5%
\$15,001-\$30,000	20%	7%	3%	1%	3%
\$30,001-\$50,000	8%	2%	0%	0%	3%
\$50,000 +	2%	2%	0%	1%	1%
Blank	6%	0%	0%	1%	1%

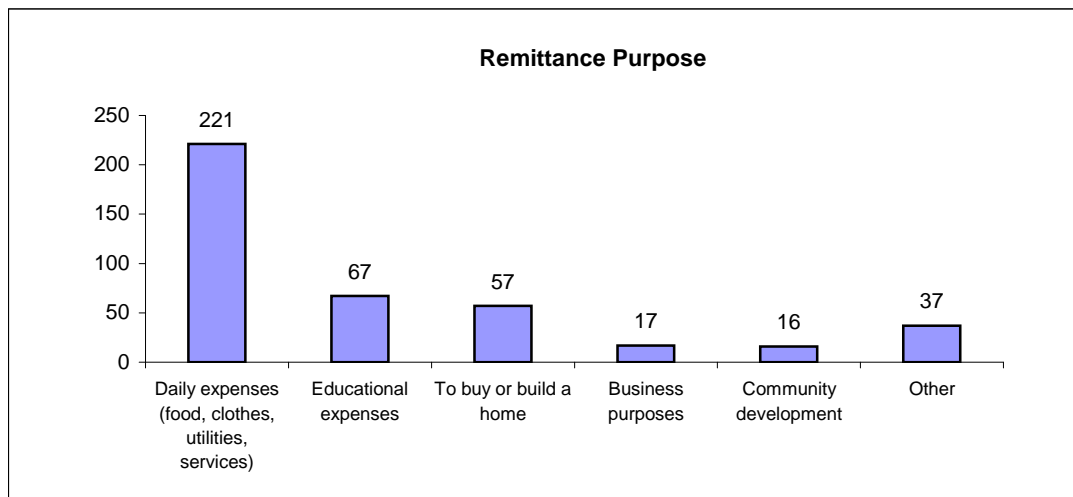
[1] Percentages are based on the total number of responses within the relevant income group.

[2] Percentages are based on the total number of Male/Female respondents.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

16 - Why do you send money to Mexico?

	Count
Daily expenses (food, clothes, utilities, services)	221
Educational expenses	67
To buy or build a home	57
Business purposes	17
Community development	16
Other	37
Family (general expenses)	14
Sickness/medical expenses	7
Emergencies	3
Personal savings	2
Repairs	1
Gifts	1
Not Specified	9



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

17 - Remittance Purpose / Annual Household Income (USD)

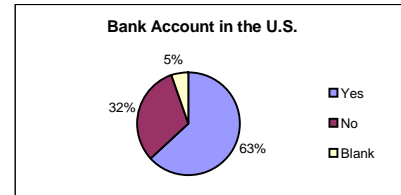
Remittance Purpose	\$0-\$15,000	\$15,001-\$30,000	\$30,001-\$50,000	\$50,000 +	Blank
Daily expenses (food, clothes, utilities, services)	81	76	41	12	11
Educational expenses	33	19	10	2	3
To buy or build a home	20	18	12	6	1
Community development	9	1	5	1	
Business purposes	4	7	4	1	1
Other	11	10	12	3	1
Emergencies	0	2	1	0	0
Family (general expenses)	5	3	3	2	1
Gifts	1	0	0	0	0
Personal savings	1	1	0	0	0
Repairs	0	0	1	0	0
Sickness/medical expenses	2	2	3	0	0
Not Specified	2	2	4	1	0

Remittance Purpose	\$0-\$15,000	\$15,001-\$30,000	\$30,001-\$50,000	\$50,000 +	Blank
Daily expenses (food, clothes, utilities, services)	37%	34%	19%	5%	5%
Educational expenses	49%	28%	15%	3%	4%
To buy or build a home	35%	32%	21%	11%	2%
Community development	56%	6%	31%	6%	0%
Business purposes	24%	41%	24%	6%	6%
Other	30%	27%	32%	8%	3%

**APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES**

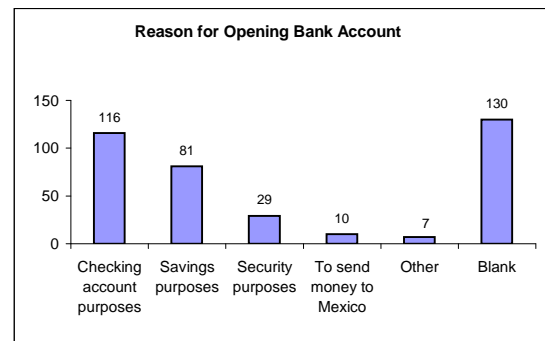
18a - Do you have a bank account in the United States?

	Count	Percentage
Yes	207	63%
No	104	32%
Blank	17	5%
Reason for Not Opening Account ¹		
Not enough money to save	15	14%
Lack of documents	10	10%
Lack of time	5	5%
Not important / Not interested	4	4%
The cost	3	3%
Cancelled account	1	1%
I spend what I earn	1	1%
Under age	1	1%
I do not trust the bank	1	1%
I don't plan on staying here for long	1	1%
Recently arrived	1	1%
I have one in Mexico	1	1%
Not specified	60	58%



18b - Why did you open this bank account?

	Count
Checking account purposes	116
Savings purposes	81
Security purposes	29
To send money to Mexico	10
Other	7
Blank	130
Other Reasons for Opening Account	
To cash checks	2
Business	1
Emergency	1
Gym	1
To obtain documents in the US	1
Not specified	1



[1] Similar responses were grouped together.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

19 - Respondents Whose Bank Offers Services to Send Money to Mexico and Those Who Use This Service

[A] Do you have a bank account in the United States?

Yes	207	63%
No	104	32%
Blank	17	5%

[B] If you have an account, does your bank offer remittance services?

Yes	95	46%
No	96	46%
Blank	16	8%

[C] If your bank offers remittance services, do you use the services?

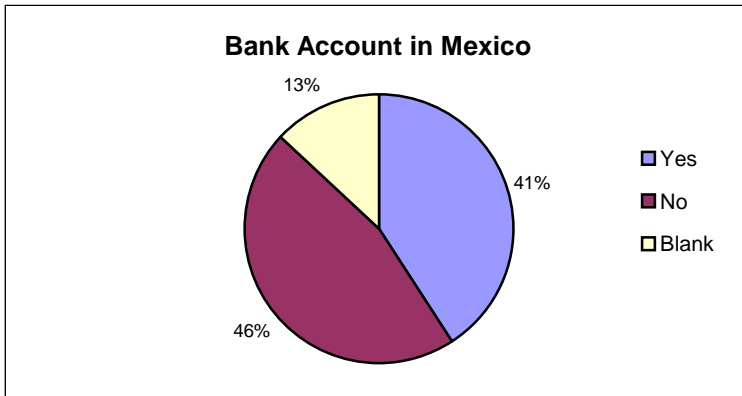
Yes	20	21%
No	73	77%
Blank	2	2%

The responses included in part [B] are comprised of the 207 "Yes" responses in part [A].
The responses included in part [C] are comprised of the 95 "Yes" responses in part [B].

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

20 - Do you or the person you send money to have a bank account in Mexico?

	Count	Percentage
Yes	134	41%
No	151	46%
Blank	43	13%



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

21 - Possession of a Bank Account in the United States / Possession of a Bank Account in Mexico

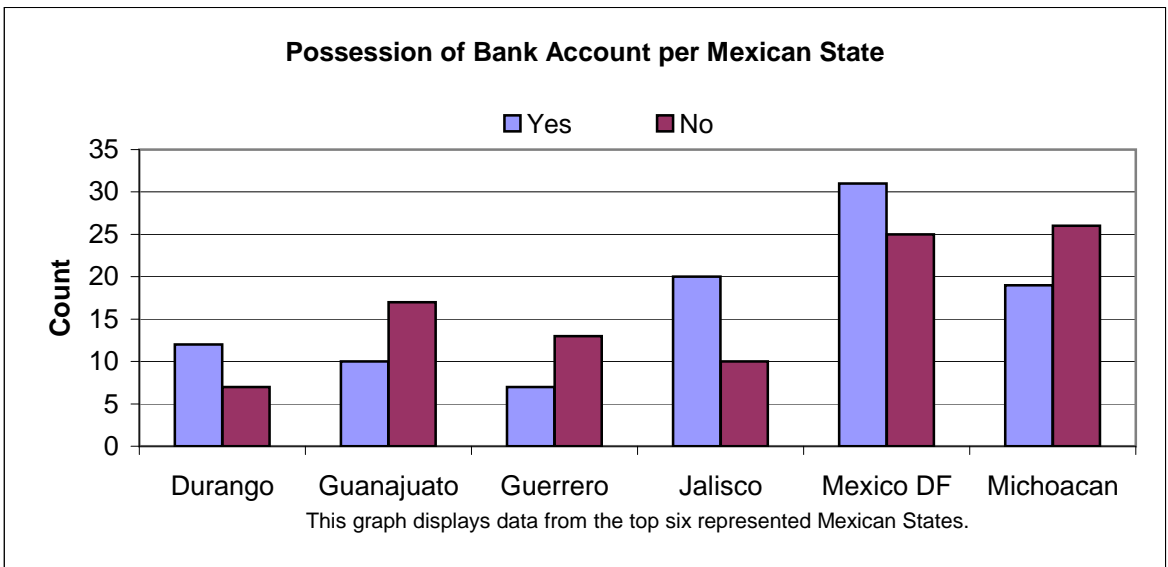
Possession of Bank Account	Yes (Mexico)	No (Mexico)	Blank
Yes (United States)	102	89	16
No (United States)	31	59	14
Blank	1	3	13

Possession of Bank Account	Yes (Mexico)	No (Mexico)	Blank
Yes (United States)	49%	43%	8%
No (United States)	30%	57%	13%
Blank	6%	18%	76%

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

22 - Mexican State / Possession of Bank Account in Mexico

Mexican State	Count			Percentage		
	Yes	No	Blank	Yes	No	Blank
Aguascalientes	3	3	0	50%	50%	0%
Chihuahua	3	1	0	75%	25%	0%
Colima	0	1	0	0%	100%	0%
Durango	12	7	4	52%	30%	17%
Guanajuato	10	17	2	34%	59%	7%
Guerrero	7	13	1	33%	62%	5%
Hidalgo	2	6	1	22%	67%	11%
Jalisco	20	10	1	65%	32%	3%
Mexico DF	31	25	3	53%	42%	5%
Michoacan	19	26	3	40%	54%	6%
Morelos	7	7	0	50%	50%	0%
Nuevo Leon	2	0	0	100%	0%	0%
Oaxaca	1	1	1	33%	33%	33%
Puebla	3	7	3	23%	54%	23%
Queretaro	0	0	1	0%	0%	100%
Quintana Roo	1	0	0	100%	0%	0%
San Luis Potosi	2	1	0	67%	33%	0%
Sinaloa	0	1	0	0%	100%	0%
Sonora	0	1	0	0%	100%	0%
Tamaulipas	0	1	0	0%	100%	0%
Tlaxcala	2	0	0	100%	0%	0%
Toluca	0	1	0	0%	100%	0%
Veracruz	4	3	1	50%	38%	13%
Zacatecas	5	5	2	42%	42%	17%
Blank	0	14	20	0%	41%	59%



APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

23 - Remittance Purpose / Possession of Bank Account in Mexico

Remittance Purpose	Account Possession		
	Yes	No	Blank
Daily expenses (food, clothes, utilities, services)	94	116	11
To buy or build a home	34	23	0
Educational expenses	27	38	2
Business purposes	10	6	1
Community development	8	8	0
Other	18	19	0
Emergencies	2	1	0
Family (general expenses)	8	6	0
Gifts	0	1	0
Personal Savings	2	0	0
Repairs	0	1	0
Sickness/Medical expenses	2	5	0
Not Specified	4	5	0

Remittance Purpose	Yes	No	Blank
Daily expenses (food, clothes, utilities, services)	43%	52%	5%
To buy or build a home	60%	40%	0%
Educational expenses	40%	57%	3%
Business purposes	59%	35%	6%
Community development	50%	50%	0%
Other	49%	51%	0%

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

24a - How necessary is it to have access to the following services in the United States and Mexico?
Day 1 Responses

	Count			Percentage		
	1	2	3	1	2	3
United States:						
Life insurance	50	27	7	60%	32%	8%
Repatriation insurance	32	28	13	44%	38%	18%
Health insurance	65	13	9	75%	15%	10%
Auto insurance	63	16	7	73%	19%	8%
Educational insurance	44	23	11	56%	29%	14%
Pharmacy discount card	47	22	13	57%	27%	16%
Credit to purchase a home	54	13	12	68%	16%	15%
Credit for a small business	35	18	20	48%	25%	27%
Credit to make other purchases	42	19	18	53%	24%	23%
Savings account	53	21	11	62%	25%	13%
Credit card	45	18	16	57%	23%	20%
Other	7	4	6	41%	24%	35%

	Count			Percentage		
	1	2	3	1	2	3
Mexico:						
Life insurance	35	15	14	55%	23%	22%
Repatriation insurance	15	12	25	29%	23%	48%
Health insurance	40	8	15	63%	13%	24%
Auto insurance	24	16	16	43%	29%	29%
Educational insurance	28	20	12	47%	33%	20%
Pharmacy discount card	31	10	18	53%	17%	31%
Credit to purchase a home	22	17	21	37%	28%	35%
Credit for a small business	19	16	20	35%	29%	36%
Credit to make other purchases	17	18	21	30%	32%	38%
Savings account	25	14	16	45%	25%	29%
Credit card	15	15	26	27%	27%	46%
Other	3	3	10	19%	19%	63%

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

24b - Ranking of Services - Day 1 Responses

	1
United States:	
Health insurance	65
Auto insurance	63
Credit to purchase a home	54
Savings account	53
Life insurance	50
Pharmacy discount card	47
Credit card	45
Educational insurance	44
Credit to make other purchases	42
Credit for a small business	35
Repatriation insurance	32
Other	7

	1 & 2
United States:	
Auto insurance	79
Health insurance	78
Life insurance	77
Savings account	74
Pharmacy discount card	69
Credit to purchase a home	67
Educational insurance	67
Credit card	63
Credit to make other purchases	61
Repatriation insurance	60
Credit for a small business	53
Other	11

Mexico:	
Health insurance	40
Life insurance	35
Pharmacy discount card	31
Educational insurance	28
Savings account	25
Auto insurance	24
Credit to purchase a home	22
Credit for a small business	19
Credit to make other purchases	17
Repatriation insurance	15
Credit card	15
Other	3

Mexico:	
Life insurance	50
Health insurance	48
Educational insurance	48
Pharmacy discount card	41
Auto insurance	40
Savings account	39
Credit to purchase a home	39
Credit for a small business	35
Credit to make other purchases	35
Credit card	30
Repatriation insurance	27
Other	6

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary. The financial services are presented here to show the services which had the greatest number of "1" rankings and the greatest number of "1" and "2" rankings.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

24c - Do you currently have the following services in the United States and Mexico?

If not, how necessary is it to have access to the following services?

Day 2 and 3 Responses

	Yes	No	Count				Blanks	Yes	No	Percentage			Blanks
			1	2	3	1				2	3		
United States:													
Life insurance	41	163	65	33	28	37	20%	80%	40%	20%	17%	23%	
Repatriation insurance	10	194	53	43	36	62	5%	95%	27%	22%	19%	32%	
Health insurance	56	148	79	27	13	29	27%	73%	53%	18%	9%	20%	
Auto insurance	79	125	59	24	13	29	39%	61%	47%	19%	10%	23%	
Educational insurance	15	189	62	37	39	51	7%	93%	33%	20%	21%	27%	
Pharmacy discount card	34	170	67	35	24	44	17%	83%	39%	21%	14%	26%	
Credit to purchase a home	47	157	65	30	26	36	23%	77%	41%	19%	17%	23%	
Credit for a small business	16	188	53	39	49	47	8%	92%	28%	21%	26%	25%	
Credit to make other purchases	47	157	48	39	35	35	23%	77%	31%	25%	22%	22%	
Savings account	72	132	45	36	17	34	35%	65%	34%	27%	13%	26%	
Credit card	61	143	32	37	36	38	30%	70%	22%	26%	25%	27%	
Other	4	42	10	3	8	21	9%	91%	24%	7%	19%	50%	

	Yes	No	Count				Blanks	Yes	No	Percentage			Blanks
			1	2	3	1				2	3		
Mexico:													
Life insurance	9	195	52	25	36	82	4%	96%	27%	13%	18%	42%	
Repatriation insurance	6	198	32	22	44	100	3%	97%	16%	11%	22%	51%	
Health insurance	14	190	64	21	20	85	7%	93%	34%	11%	11%	45%	
Auto insurance	9	195	41	31	30	93	4%	96%	21%	16%	15%	48%	
Educational insurance	7	197	55	24	27	91	3%	97%	28%	12%	14%	46%	
Pharmacy discount card	9	195	49	33	23	90	4%	96%	25%	17%	12%	46%	
Credit to purchase a home	5	199	52	24	28	95	2%	98%	26%	12%	14%	48%	
Credit for a small business	4	200	41	41	27	91	2%	98%	21%	21%	14%	46%	
Credit to make other purchases	10	194	34	39	29	92	5%	95%	18%	20%	15%	47%	
Savings account	13	191	50	31	19	91	6%	94%	26%	16%	10%	48%	
Credit card	10	194	32	34	34	94	5%	95%	16%	18%	18%	48%	
Other	2	41	11	5	5	20	5%	95%	27%	12%	12%	49%	

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
 If the response to whether or not the Respondent has the service was "Yes", the necessity ranking was not recorded.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

24d - Ranking of Services - Day 2 & 3 Responses

	1
United States:	
Health insurance	79
Pharmacy discount card	67
Life insurance	65
Credit to purchase a home	65
Educational insurance	62
Auto insurance	59
Repatriation insurance	53
Credit for a small business	53
Credit to make other purchases	48
Savings account	45
Credit card	32
Other	10

Mexico:	
Health insurance	64
Educational insurance	55
Life insurance	52
Credit to purchase a home	52
Savings account	50
Pharmacy discount card	49
Credit for a small business	41
Auto insurance	41
Credit to make other purchases	34
Repatriation insurance	32
Credit card	32
Other	11

	1 & 2
United States:	
Health insurance	106
Pharmacy discount card	102
Educational insurance	99
Life insurance	98
Repatriation insurance	96
Credit to purchase a home	95
Credit for a small business	92
Credit to make other purchases	87
Auto insurance	83
Savings account	81
Credit card	69
Other	14

Mexico:	
Health insurance	85
Pharmacy discount card	82
Credit for a small business	82
Savings account	81
Educational insurance	79
Life insurance	77
Credit to purchase a home	76
Credit to make other purchases	73
Auto insurance	72
Credit card	66
Repatriation insurance	54
Other	16

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
 If the response to whether or not the Respondent has the service was "Yes", the necessity ranking was not recorded.
 If Respondents responded "no" to having the financial services, they ranked the importance of receiving such service.
 The financial services are presented here to show the services which had the greatest number of "1" rankings and the greatest number of "1" and "2" rankings.

**APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES**

25 - Necessity of Financial Services Available in Mexico vs. the United States

Credit to purchase a home

	1	2	3	Blank
1 (Mexico)	41	2	1	1
2 (Mexico)	3	17	2	1
3 (Mexico)	9	2	11	2
Blank	12	9	11	31

Credit to make other purchases

	1	2	3	Blank
1 (Mexico)	27	0	1	1
2 (Mexico)	5	24	5	2
3 (Mexico)	3	3	20	1
Blank	13	11	8	30

Credit for a small business

	1	2	3	Blank
1 (Mexico)	28	1	7	2
2 (Mexico)	5	28	6	2
3 (Mexico)	4	2	18	2
Blank	15	8	18	39

Savings account

	1	2	3	Blank
1 (Mexico)	30	2	0	2
2 (Mexico)	4	20	5	1
3 (Mexico)	3	2	9	1
Blank	7	11	3	28

Auto insurance

	1	2	3	Blank
1 (Mexico)	22	2	0	0
2 (Mexico)	7	17	2	2
3 (Mexico)	11	1	7	2
Blank	19	4	3	23

Educational insurance

	1	2	3	Blank
1 (Mexico)	34	6	9	5
2 (Mexico)	5	14	4	1
3 (Mexico)	7	2	15	1
Blank	13	15	11	42

Repatriation insurance

	1	2	3	Blank
1 (Mexico)	26	0	2	4
2 (Mexico)	2	18	1	1
3 (Mexico)	7	11	25	1
Blank	16	14	8	54

Health insurance

	1	2	3	Blank
1 (Mexico)	47	6	3	1
2 (Mexico)	1	14	1	2
3 (Mexico)	9	0	3	1
Blank	20	7	6	23

Life insurance

	1	2	3	Blank
1 (Mexico)	37	4	3	2
2 (Mexico)	2	16	4	2
3 (Mexico)	9	5	14	0
Blank	16	8	7	31

Credit Card

	1	2	3	Blank
1 (Mexico)	23	1	1	1
2 (Mexico)	3	25	3	2
3 (Mexico)	2	2	22	1
Blank	4	9	10	33

Pharmacy discount card

	1	2	3	Blank
1 (Mexico)	40	1	1	1
2 (Mexico)	5	21	2	1
3 (Mexico)	8	3	9	1
Blank	14	10	12	38

Other

	1	2	3	Blank
1 (Mexico)	4	0	0	2
2 (Mexico)	1	2	1	0
3 (Mexico)	0	0	3	0
Blank	0	0	3	17

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

**APPLEEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES**

25 - Necessity of Financial Services Available in Mexico vs. the United States

Credit to purchase a home				
	1	2	3	Blank
1 (Mexico)	91%	4%	2%	2%
2 (Mexico)	13%	74%	9%	4%
3 (Mexico)	38%	8%	46%	8%
Blank	19%	14%	17%	49%

Credit to make other purchases				
	1	2	3	Blank
1 (Mexico)	93%	0%	3%	3%
2 (Mexico)	14%	67%	14%	6%
3 (Mexico)	11%	11%	74%	4%
Blank	21%	18%	13%	48%

Credit for a small business				
	1	2	3	Blank
1 (Mexico)	74%	3%	18%	5%
2 (Mexico)	12%	68%	15%	5%
3 (Mexico)	15%	8%	69%	8%
Blank	19%	10%	23%	49%

Savings account				
	1	2	3	Blank
1 (Mexico)	88%	6%	0%	6%
2 (Mexico)	13%	67%	17%	3%
3 (Mexico)	20%	13%	60%	7%
Blank	14%	22%	6%	57%

Auto insurance				
	1	2	3	Blank
1 (Mexico)	92%	8%	0%	0%
2 (Mexico)	25%	61%	7%	7%
3 (Mexico)	52%	5%	33%	10%
Blank	39%	8%	6%	47%

Educational insurance				
	1	2	3	Blank
1 (Mexico)	63%	11%	17%	9%
2 (Mexico)	21%	58%	17%	4%
3 (Mexico)	28%	8%	60%	4%
Blank	16%	19%	14%	52%

Repatriation insurance				
	1	2	3	Blank
1 (Mexico)	81%	0%	6%	13%
2 (Mexico)	9%	82%	5%	5%
3 (Mexico)	16%	25%	57%	2%
Blank	17%	15%	9%	59%

Health insurance				
	1	2	3	Blank
1 (Mexico)	82%	11%	5%	2%
2 (Mexico)	6%	78%	6%	11%
3 (Mexico)	69%	0%	23%	8%
Blank	36%	13%	11%	41%

Life insurance				
	1	2	3	Blank
1 (Mexico)	80%	9%	7%	4%
2 (Mexico)	8%	67%	17%	8%
3 (Mexico)	32%	18%	50%	0%
Blank	26%	13%	11%	50%

Credit Card				
	1	2	3	Blank
1 (Mexico)	88%	4%	4%	4%
2 (Mexico)	9%	76%	9%	6%
3 (Mexico)	7%	7%	81%	4%
Blank	7%	16%	18%	59%

Pharmacy discount card				
	1	2	3	Blank
1 (Mexico)	93%	2%	2%	2%
2 (Mexico)	17%	72%	7%	3%
3 (Mexico)	38%	14%	43%	5%
Blank	19%	14%	16%	51%

Other				
	1	2	3	Blank
1 (Mexico)	67%	0%	0%	33%
2 (Mexico)	25%	50%	25%	0%
3 (Mexico)	0%	0%	100%	0%
Blank	0%	0%	15%	85%

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

**APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES**

26a - Years in the United States / Necessity of Financial Services in the United States

Credit to purchase a home	1	2	3	Blank
1-5	16	9	5	10
6-10	16	10	9	13
10+	31	11	11	12
Blank	2	0	1	1

Credit to make other purchases	1	2	3	Blank
1-5	10	10	10	10
6-10	12	9	12	12
10+	25	19	12	13
Blank	1	0	1	1

Credit for a small business	1	2	3	Blank
1-5	12	9	11	13
6-10	11	10	14	18
10+	28	20	22	14
Blank	2	0	2	2

Savings account	1	2	3	Blank
1-5	13	11	6	5
6-10	13	11	5	15
10+	18	14	5	12
Blank	1	0	1	2

Auto insurance	1	2	3	Blank
1-5	15	9	3	7
6-10	15	7	3	14
10+	28	8	6	7
Blank	1	0	1	1

Educational insurance	1	2	3	Blank
1-5	14	11	7	12
6-10	17	10	8	16
10+	30	15	23	20
Blank	1	1	1	3

Repatriation insurance	1	2	3	Blank
1-5	12	10	9	14
6-10	14	11	6	21
10+	25	22	21	23
Blank	2	0	0	4

Health insurance	1	2	3	Blank
1-5	23	8	2	5
6-10	19	7	4	12
10+	36	12	5	11
Blank	1	0	2	1

Life insurance	1	2	3	Blank
1-5	16	10	6	9
6-10	17	8	9	12
10+	31	14	13	13
Blank	1	1	0	3

Credit Card	1	2	3	Blank
1-5	8	12	8	10
6-10	10	9	10	14
10+	14	16	16	12
Blank	0	0	2	2

Pharmacy discount card	1	2	3	Blank
1-5	15	7	9	9
6-10	18	13	2	15
10+	33	15	11	18
Blank	1	0	2	2

Other	1	2	3	Blank
1-5	1	1	2	6
6-10	0	1	2	7
10+	8	1	3	6
Blank	1	0	1	0

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

26a - Years in the United States / Necessity of Financial Services in the United States

Credit to purchase a home				
	1	2	3	Blank
1-5	40%	23%	13%	25%
6-10	33%	21%	19%	27%
10+	48%	17%	17%	18%
Blank	50%	0%	25%	25%

Credit to make other purchases				
	1	2	3	Blank
1-5	25%	25%	25%	25%
6-10	27%	20%	27%	27%
10+	36%	28%	17%	19%
Blank	33%	0%	33%	33%

Credit for a small business				
	1	2	3	Blank
1-5	27%	20%	24%	29%
6-10	21%	19%	26%	34%
10+	33%	24%	26%	17%
Blank	33%	0%	33%	33%

Savings account				
	1	2	3	Blank
1-5	37%	31%	17%	14%
6-10	30%	25%	11%	34%
10+	37%	29%	10%	24%
Blank	25%	0%	25%	50%

Auto insurance				
	1	2	3	Blank
1-5	44%	26%	9%	21%
6-10	38%	18%	8%	36%
10+	57%	16%	12%	14%
Blank	33%	0%	33%	33%

Educational insurance				
	1	2	3	Blank
1-5	32%	25%	16%	27%
6-10	33%	20%	16%	31%
10+	34%	17%	26%	23%
Blank	17%	17%	17%	50%

Repatriation insurance				
	1	2	3	Blank
1-5	27%	22%	20%	31%
6-10	27%	21%	12%	40%
10+	27%	24%	23%	25%
Blank	33%	0%	0%	67%

Health insurance				
	1	2	3	Blank
1-5	61%	21%	5%	13%
6-10	45%	17%	10%	29%
10+	56%	19%	8%	17%
Blank	25%	0%	50%	25%

Life insurance				
	1	2	3	Blank
1-5	39%	24%	15%	22%
6-10	37%	17%	20%	26%
10+	44%	20%	18%	18%
Blank	20%	20%	0%	60%

Credit Card				
	1	2	3	Blank
1-5	21%	32%	21%	26%
6-10	23%	21%	23%	33%
10+	24%	28%	28%	21%
Blank	0%	0%	50%	50%

Pharmacy discount card				
	1	2	3	Blank
1-5	38%	18%	23%	23%
6-10	38%	27%	4%	31%
10+	43%	19%	14%	23%
Blank	20%	0%	40%	40%

Other				
	1	2	3	Blank
1-5	10%	10%	20%	60%
6-10	0%	10%	20%	70%
10+	44%	6%	17%	33%
Blank	50%	0%	50%	0%

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
 Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

**APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES**

26b - Years in the United States / Necessity of Financial Services in Mexico

Credit to purchase a home

	1	2	3	Blank
1-5	13	6	8	18
6-10	13	10	6	26
10+	26	8	14	45
Blank	0	0	0	6

Credit to make other purchases

	1	2	3	Blank
1-5	9	14	5	14
6-10	8	11	10	25
10+	16	14	14	48
Blank	0	0	0	6

Credit for a small business

	1	2	3	Blank
1-5	13	12	5	15
6-10	10	15	4	26
10+	18	14	18	44
Blank	0	0	0	6

Savings account

	1	2	3	Blank
1-5	14	10	3	16
6-10	12	14	4	24
10+	24	7	12	45
Blank	0	0	0	6

Auto insurance

	1	2	3	Blank
1-5	11	10	7	16
6-10	12	10	6	26
10+	18	11	17	45
Blank	0	0	0	6

Educational insurance

	1	2	3	Blank
1-5	17	7	5	14
6-10	18	7	5	25
10+	20	10	17	46
Blank	0	0	0	6

Repatriation insurance

	1	2	3	Blank
1-5	7	5	14	20
6-10	12	8	6	27
10+	13	9	24	47
Blank	0	0	0	6

Health insurance

	1	2	3	Blank
1-5	22	8	2	9
6-10	19	7	4	22
10+	35	12	5	39
Blank	1	0	2	3

Life insurance

	1	2	3	Blank
1-5	16	9	7	12
6-10	15	8	8	22
10+	21	8	21	42
Blank	0	0	0	6

Credit card

	1	2	3	Blank
1-5	9	11	8	17
6-10	9	12	7	26
10+	14	11	19	45
Blank	0	0	0	6

Pharmacy discount card

	1	2	3	Blank
1-5	15	7	5	15
6-10	15	12	2	26
10+	19	14	16	43
Blank	0	0	0	6

Other

	1	2	3	Blank
1-5	1	2	0	7
6-10	4	2	0	7
10+	6	1	5	5
Blank	0	0	0	1

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

**APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES**

26b - Years in the United States / Necessity of Financial Services in Mexico

Credit to purchase a home

	1	2	3	Blank
1-5	29%	13%	18%	40%
6-10	24%	18%	11%	47%
10+	28%	9%	15%	48%
Blank	0%	0%	0%	100%

Credit to make other purchases

	1	2	3	Blank
1-5	21%	33%	12%	33%
6-10	15%	20%	19%	46%
10+	17%	15%	15%	52%
Blank	0%	0%	0%	100%

Credit for a small business

	1	2	3	Blank
1-5	29%	27%	11%	33%
6-10	18%	27%	7%	47%
10+	19%	15%	19%	47%
Blank	0%	0%	0%	100%

Savings account

	1	2	3	Blank
1-5	33%	23%	7%	37%
6-10	22%	26%	7%	44%
10+	27%	8%	14%	51%
Blank	0%	0%	0%	100%

Auto insurance

	1	2	3	Blank
1-5	25%	23%	16%	36%
6-10	22%	19%	11%	48%
10+	20%	12%	19%	49%
Blank	0%	0%	0%	100%

Educational insurance

	1	2	3	Blank
1-5	40%	16%	12%	33%
6-10	33%	13%	9%	45%
10+	22%	11%	18%	49%
Blank	0%	0%	0%	100%

Repatriation insurance

	1	2	3	Blank
1-5	15%	11%	30%	43%
6-10	23%	15%	11%	51%
10+	14%	10%	26%	51%
Blank	0%	0%	0%	100%

Health insurance

	1	2	3	Blank
1-5	54%	20%	5%	22%
6-10	37%	13%	8%	42%
10+	38%	13%	5%	43%
Blank	17%	0%	33%	50%

Life insurance

	1	2	3	Blank
1-5	36%	20%	16%	27%
6-10	28%	15%	15%	42%
10+	23%	9%	23%	46%
Blank	0%	0%	0%	100%

Credit card

	1	2	3	Blank
1-5	20%	24%	18%	38%
6-10	17%	22%	13%	48%
10+	16%	12%	21%	51%
Blank	0%	0%	0%	100%

Pharmacy discount card

	1	2	3	Blank
1-5	36%	17%	12%	36%
6-10	27%	22%	4%	47%
10+	21%	15%	17%	47%
Blank	0%	0%	0%	100%

Other

	1	2	3	Blank
1-5	10%	20%	0%	70%
6-10	31%	15%	0%	54%
10+	35%	6%	29%	29%
Blank	0%	0%	0%	100%

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

27a - Annual Household Income (USD) / Necessity of Financial Services in the United States

Credit to purchase a home	1	2	3	Blank
\$0-\$15,000	24	13	10	20
\$15,001-\$30,000	30	10	6	11
\$30,001-\$50,000	6	3	9	1
\$50,000 +	3	0	0	1
Blank	2	4	1	3

Credit to make other purchases	1	2	3	Blank
\$0-\$15,000	21	13	15	20
\$15,001-\$30,000	18	14	11	8
\$30,001-\$50,000	5	7	7	2
\$50,000 +	2	1	0	2
Blank	2	3	2	4

Credit for a small business	1	2	3	Blank
\$0-\$15,000	18	11	20	24
\$15,001-\$30,000	21	20	11	15
\$30,001-\$50,000	10	3	14	2
\$50,000 +	2	2	1	2
Blank	2	3	3	4

Savings account	1	2	3	Blank
\$0-\$15,000	22	12	7	17
\$15,001-\$30,000	17	16	4	12
\$30,001-\$50,000	4	3	4	2
\$50,000 +	1	1	1	1
Blank	1	4	1	2

Auto insurance	1	2	3	Blank
\$0-\$15,000	21	15	4	15
\$15,001-\$30,000	24	4	3	13
\$30,001-\$50,000	8	2	5	0
\$50,000 +	3	0	0	0
Blank	3	3	1	1

Educational insurance	1	2	3	Blank
\$0-\$15,000	24	14	11	23
\$15,001-\$30,000	24	14	12	16
\$30,001-\$50,000	8	6	12	5
\$50,000 +	3	1	2	3
Blank	3	2	2	4

Repatriation insurance	1	2	3	Blank
\$0-\$15,000	17	18	12	29
\$15,001-\$30,000	22	15	11	19
\$30,001-\$50,000	8	7	8	6
\$50,000 +	2	2	3	4
Blank	4	1	2	4

Health insurance	1	2	3	Blank
\$0-\$15,000	31	14	5	12
\$15,001-\$30,000	30	8	1	11
\$30,001-\$50,000	11	3	4	2
\$50,000 +	2	1	1	2
Blank	5	1	2	2

Life insurance	1	2	3	Blank
\$0-\$15,000	24	15	10	17
\$15,001-\$30,000	30	12	5	13
\$30,001-\$50,000	9	2	8	3
\$50,000 +	1	2	2	1
Blank	1	2	3	3

Credit Card	1	2	3	Blank
\$0-\$15,000	13	18	12	22
\$15,001-\$30,000	12	13	13	11
\$30,001-\$50,000	4	2	8	2
\$50,000 +	2	0	1	1
Blank	1	4	2	2

Pharmacy discount card	1	2	3	Blank
\$0-\$15,000	26	12	9	22
\$15,001-\$30,000	26	14	4	12
\$30,001-\$50,000	11	4	9	4
\$50,000 +	1	1	2	2
Blank	3	4	0	4

Other	1	2	3	Blank
\$0-\$15,000	3	2	1	5
\$15,001-\$30,000	2	0	2	11
\$30,001-\$50,000	3	1	5	2
\$50,000 +	1	0	0	1
Blank	1	0	0	0

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
 Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

27a - Annual Household Income (USD) / Necessity of Financial Services in the United States

Credit to purchase a home				
	1	2	3	Blank
\$0-\$15,000	36%	19%	15%	30%
\$15,001-\$30,000	53%	18%	11%	19%
\$30,001-\$50,000	32%	16%	47%	5%
\$50,000 +	75%	0%	0%	25%
Blank	20%	40%	10%	30%

Credit to make other purchases				
	1	2	3	Blank
\$0-\$15,000	30%	19%	22%	29%
\$15,001-\$30,000	35%	27%	22%	16%
\$30,001-\$50,000	24%	33%	33%	10%
\$50,000 +	40%	20%	0%	40%
Blank	18%	27%	18%	36%

Credit for a small business				
	1	2	3	Blank
\$0-\$15,000	25%	15%	27%	33%
\$15,001-\$30,000	31%	30%	16%	22%
\$30,001-\$50,000	34%	10%	48%	7%
\$50,000 +	29%	29%	14%	29%
Blank	17%	25%	25%	33%

Savings account				
	1	2	3	Blank
\$0-\$15,000	38%	21%	12%	29%
\$15,001-\$30,000	35%	33%	8%	24%
\$30,001-\$50,000	31%	23%	31%	15%
\$50,000 +	25%	25%	25%	25%
Blank	13%	50%	13%	25%

Auto insurance				
	1	2	3	Blank
\$0-\$15,000	38%	27%	7%	27%
\$15,001-\$30,000	55%	9%	7%	30%
\$30,001-\$50,000	53%	13%	33%	0%
\$50,000 +	100%	0%	0%	0%
Blank	38%	38%	13%	13%

Educational insurance				
	1	2	3	Blank
\$0-\$15,000	33%	19%	15%	32%
\$15,001-\$30,000	36%	21%	18%	24%
\$30,001-\$50,000	26%	19%	39%	16%
\$50,000 +	33%	11%	22%	33%
Blank	27%	18%	18%	36%

Repatriation insurance				
	1	2	3	Blank
\$0-\$15,000	22%	24%	16%	38%
\$15,001-\$30,000	33%	22%	16%	28%
\$30,001-\$50,000	28%	24%	28%	21%
\$50,000 +	18%	18%	27%	36%
Blank	36%	9%	18%	36%

Health insurance				
	1	2	3	Blank
\$0-\$15,000	50%	23%	8%	19%
\$15,001-\$30,000	60%	16%	2%	22%
\$30,001-\$50,000	55%	15%	20%	10%
\$50,000 +	33%	17%	17%	33%
Blank	50%	10%	20%	20%

Life insurance				
	1	2	3	Blank
\$0-\$15,000	36%	23%	15%	26%
\$15,001-\$30,000	50%	20%	8%	22%
\$30,001-\$50,000	41%	9%	36%	14%
\$50,000 +	17%	33%	33%	17%
Blank	11%	22%	33%	33%

Credit Card				
	1	2	3	Blank
\$0-\$15,000	20%	28%	18%	34%
\$15,001-\$30,000	24%	27%	27%	22%
\$30,001-\$50,000	25%	13%	50%	13%
\$50,000 +	50%	0%	25%	25%
Blank	11%	44%	22%	22%

Pharmacy discount card				
	1	2	3	Blank
\$0-\$15,000	38%	17%	13%	32%
\$15,001-\$30,000	46%	25%	7%	21%
\$30,001-\$50,000	39%	14%	32%	14%
\$50,000 +	17%	17%	33%	33%
Blank	27%	36%	0%	36%

Other				
	1	2	3	Blank
\$0-\$15,000	27%	18%	9%	45%
\$15,001-\$30,000	13%	0%	13%	73%
\$30,001-\$50,000	27%	9%	45%	18%
\$50,000 +	50%	0%	0%	50%
Blank	100%	0%	0%	0%

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
 Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

27b - Annual Household Income (USD) / Necessity of Financial Services in Mexico

Credit to purchase a home	1	2	3	Blank
\$0-\$15,000	20	7	12	35
\$15,001-\$30,000	22	10	6	32
\$30,001-\$50,000	5	2	8	18
\$50,000 +	3	2	1	5
Blank	2	3	1	5

Credit to make other purchases	1	2	3	Blank
\$0-\$15,000	14	15	10	33
\$15,001-\$30,000	12	15	10	30
\$30,001-\$50,000	4	4	6	19
\$50,000 +	2	1	2	5
Blank	1	4	1	6

Credit for a small business	1	2	3	Blank
\$0-\$15,000	17	14	9	34
\$15,001-\$30,000	17	18	5	30
\$30,001-\$50,000	3	3	9	18
\$50,000 +	3	2	2	4
Blank	1	4	2	5

Savings account	1	2	3	Blank
\$0-\$15,000	22	8	8	34
\$15,001-\$30,000	21	16	1	29
\$30,001-\$50,000	4	2	7	18
\$50,000 +	2	0	3	5
Blank	1	5	0	5

Auto insurance	1	2	3	Blank
\$0-\$15,000	18	11	11	34
\$15,001-\$30,000	15	13	8	32
\$30,001-\$50,000	4	3	9	17
\$50,000 +	2	1	1	5
Blank	2	3	1	5

Educational insurance	1	2	3	Blank
\$0-\$15,000	25	7	9	33
\$15,001-\$30,000	19	13	6	30
\$30,001-\$50,000	4	2	9	18
\$50,000 +	3	1	2	5
Blank	4	1	1	5

Repatriation insurance	1	2	3	Blank
\$0-\$15,000	10	10	16	39
\$15,001-\$30,000	14	6	16	33
\$30,001-\$50,000	3	3	9	17
\$50,000 +	2	2	1	6
Blank	3	1	2	5

Health insurance	1	2	3	Blank
\$0-\$15,000	25	10	6	29
\$15,001-\$30,000	27	7	4	30
\$30,001-\$50,000	3	2	8	17
\$50,000 +	3	2	2	4
Blank	6	0	0	5

Life insurance	1	2	3	Blank
\$0-\$15,000	23	10	10	29
\$15,001-\$30,000	23	10	8	29
\$30,001-\$50,000	4	2	10	16
\$50,000 +	2	1	5	3
Blank	0	2	3	5

Credit card	1	2	3	Blank
\$0-\$15,000	15	14	10	36
\$15,001-\$30,000	13	13	10	30
\$30,001-\$50,000	2	2	10	18
\$50,000 +	2	1	2	5
Blank	0	4	2	5

Pharmacy discount card	1	2	3	Blank
\$0-\$15,000	20	11	8	33
\$15,001-\$30,000	20	12	5	31
\$30,001-\$50,000	5	3	8	17
\$50,000 +	2	3	2	4
Blank	2	4	0	5

Other	1	2	3	Blank
\$0-\$15,000	5	2	1	6
\$15,001-\$30,000	4	3	0	9
\$30,001-\$50,000	1	0	3	4
\$50,000 +	1	0	1	1
Blank	0	0	0	0

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
 Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

27b - Annual Household Income (USD) / Necessity of Financial Services in Mexico

Credit to purchase a home

	1	2	3	Blank
\$0-\$15,000	27%	9%	16%	47%
\$15,001-\$30,000	31%	14%	9%	46%
\$30,001-\$50,000	15%	6%	24%	55%
\$50,000 +	27%	18%	9%	45%
Blank	18%	27%	9%	45%

Credit to make other purchases

	1	2	3	Blank
\$0-\$15,000	19%	21%	14%	46%
\$15,001-\$30,000	18%	22%	15%	45%
\$30,001-\$50,000	12%	12%	18%	58%
\$50,000 +	20%	10%	20%	50%
Blank	8%	33%	8%	50%

Credit for a small business

	1	2	3	Blank
\$0-\$15,000	23%	19%	12%	46%
\$15,001-\$30,000	24%	26%	7%	43%
\$30,001-\$50,000	9%	9%	27%	55%
\$50,000 +	27%	18%	18%	36%
Blank	8%	33%	17%	42%

Savings account

	1	2	3	Blank
\$0-\$15,000	31%	11%	11%	47%
\$15,001-\$30,000	31%	24%	1%	43%
\$30,001-\$50,000	13%	6%	23%	58%
\$50,000 +	20%	0%	30%	50%
Blank	9%	45%	0%	45%

Auto insurance

	1	2	3	Blank
\$0-\$15,000	24%	15%	15%	46%
\$15,001-\$30,000	22%	19%	12%	47%
\$30,001-\$50,000	12%	9%	27%	52%
\$50,000 +	22%	11%	11%	56%
Blank	18%	27%	9%	45%

Educational insurance

	1	2	3	Blank
\$0-\$15,000	34%	9%	12%	45%
\$15,001-\$30,000	28%	19%	9%	44%
\$30,001-\$50,000	12%	6%	27%	55%
\$50,000 +	27%	9%	18%	45%
Blank	36%	9%	9%	45%

Repatriation insurance

	1	2	3	Blank
\$0-\$15,000	13%	13%	21%	52%
\$15,001-\$30,000	20%	9%	23%	48%
\$30,001-\$50,000	9%	9%	28%	53%
\$50,000 +	18%	18%	9%	55%
Blank	27%	9%	18%	45%

Health insurance

	1	2	3	Blank
\$0-\$15,000	36%	14%	9%	41%
\$15,001-\$30,000	40%	10%	6%	44%
\$30,001-\$50,000	10%	7%	27%	57%
\$50,000 +	27%	18%	18%	36%
Blank	55%	0%	0%	45%

Life insurance

	1	2	3	Blank
\$0-\$15,000	32%	14%	14%	40%
\$15,001-\$30,000	33%	14%	11%	41%
\$30,001-\$50,000	13%	6%	31%	50%
\$50,000 +	18%	9%	45%	27%
Blank	0%	20%	30%	50%

Credit card

	1	2	3	Blank
\$0-\$15,000	20%	19%	13%	48%
\$15,001-\$30,000	20%	20%	15%	45%
\$30,001-\$50,000	6%	6%	31%	56%
\$50,000 +	20%	10%	20%	50%
Blank	0%	36%	18%	45%

Pharmacy discount card

	1	2	3	Blank
\$0-\$15,000	28%	15%	11%	46%
\$15,001-\$30,000	29%	18%	7%	46%
\$30,001-\$50,000	15%	9%	24%	52%
\$50,000 +	18%	27%	18%	36%
Blank	18%	36%	0%	45%

Other

	1	2	3	Blank
\$0-\$15,000	36%	14%	7%	43%
\$15,001-\$30,000	25%	19%	0%	56%
\$30,001-\$50,000	13%	0%	38%	50%
\$50,000 +	33%	0%	33%	33%
Blank	0%	0%	0%	0%

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
 Cross tabulation queries using data from #24 only use data from the 204 Day 2 and 3 Respondents.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

28 - Do you have any other financial need not addressed in this questionnaire?

- 1 Financial help in case of a family emergency.
- 2 Credit for college tuition/expenses.
- 3 Help in buying a home with a reasonable mortgage payment which takes into account the homeowner's salary, expenses, and size of their family. To have access to healthcare and medication.
- 4 I do not have credit to own a business, but it is necessary to be able to obtain credit and to have information about credit.
- 5 Because of the lack of Social Security.
- 6 To know the cost of healthcare services in Mexico.
- 7 Programs for scholarships or more financial programs that will help with buying school books.
- 8 Life insurance for me and my family and a driver's license in the United States.
- 9 Social Security for everyone.
- 10 To have a bank account in Mexico that I could open from the United States.
- 11 More police to monitor neighborhood streets because there a lot robberies and violence.
- 12 Affordable housing. Efficient counseling services.

There were 12 surveys with meaningful responses to this question.

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

29 - Profile of "Directo a México" Users

Total Number of "Directo a México" Users **22**

	Count	Percentage
Gender		
M	16	73%
F	6	27%

Age		
18-34	9	41%
35-54	10	45%
Blank	3	14%

Number of Years in the United States		
1-5	3	14%
6-10	5	23%
10+	10	45%
Blank	4	18%

Residential Zip Code		
Illinois	20	91%
Indiana	2	9%

Annual Household Income (USD)		
\$0-\$15,000	10	45%
\$15,001-\$30,000	6	27%
\$30,001-\$50,000	4	18%
\$50,000 +	2	9%

Frequency of Remittance to Mexico		
Twice a month	4	18%
Once a month	8	36%
Once every 2-3 months	2	9%
Once every six months	3	14%
Once a year	2	9%
Only in emergencies	3	14%

Amount Sent per Transaction (USD)		
\$0-\$200	14	64%
\$201-\$400	5	23%
\$401-\$600	2	9%
Other	1	5%

Possession of a bank account in the United States		
Yes	10	45%
No	8	36%
Blank	4	18%

APPLESEED SURVEY
ACCESS TO FINANCIAL INSTITUTIONS AND USE OF FINANCIAL SERVICES

29 - Profile of "Directo a México" Users (Continued)

Respondents Who Currently Do not Have the Following Services and Ranked the Service "1" or "2"
Only Data from Respondents Surveyed on Day 2 and 3 is Considered

Total Number of "Directo a México" Users **13**

	Count	Percentage
United States:		
Life insurance	7	54%
Repatriation insurance	7	54%
Health insurance	9	69%
Auto insurance	5	38%
Educational insurance	9	69%
Pharmacy discount card	5	38%
Credit to purchase a home	6	46%
Credit for a small business	6	46%
Credit to make other purchases	5	38%
Savings account	4	31%
Credit card	3	23%
Other	1	8%

Mexico:		
Life insurance	7	54%
Repatriation insurance	4	31%
Health insurance	7	54%
Auto insurance	5	38%
Educational insurance	5	38%
Pharmacy discount card	5	38%
Credit to purchase a home	3	23%
Credit for a small business	6	46%
Credit to make other purchases	7	54%
Savings account	6	46%
Credit card	4	31%
Other	1	8%

Services were ranked using the following scale: 1 - Very Necessary 2 - Necessary 3 - Not Necessary.
Percentages are calculated based on the population of "Directo a México" users from Day 2 and 3.