

# 2011 FDIC National Survey of Unbanked and Underbanked Households: Focus on Account Types

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CFED Assets Learning Conference

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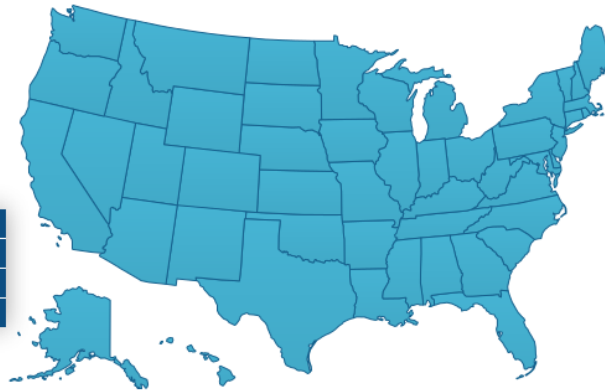
Washington, DC

# Introduction

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- Motivation
  - Economic inclusion
- Primary focus
  - Banking status and alternative financial services use
- Strength in numbers
  - CPS affords detailed state and local results
- New insights
  - Account type & AFS timing

## ECONOMICINCLUSION.GOV



- NATION
- REGION
- STATE
- MSA

### About the 2011 FDIC National Survey of Unbanked and Underbanked Households

To assess the inclusiveness of the banking system, and in partial fulfillment of a statutory responsibility, the FDIC conducts biennial surveys of households to estimate the proportion of households that do not fully participate in the banking system. The second FDIC National Survey of Unbanked and Underbanked Households presents new data and insights on the size of unbanked and underbanked markets at the national, regional, state, and large metropolitan statistical area (MSA) levels.

#### RESEARCH

The FDIC provides research, data, and additional resources for consumers, banks, policymakers, and others regarding issues related to consumer protection, underserved populations, and the use of alternative financial services.

[Learn More →](#)

#### WHAT'S NEW

The FDIC regularly provides news and updates on efforts related to bringing all Americans into the financial mainstream.

[Learn More →](#)

#### INSIDE THE REPORT

Review the complete findings in detail by downloading the 2011 FDIC National Survey of Unbanked and Underbanked Households.

[View Report →](#)

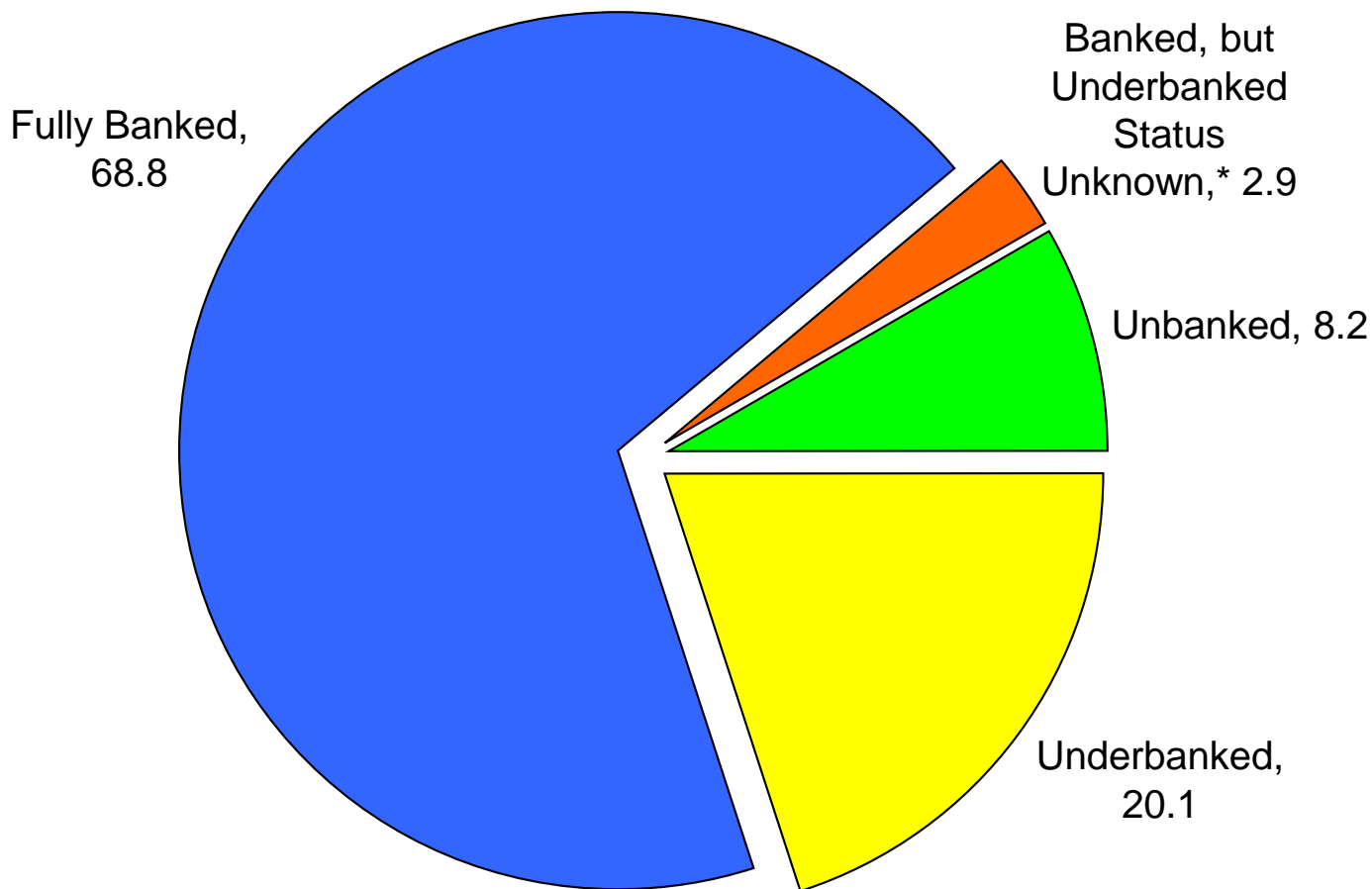
# Overall Results

Banking Status Results

Account Ownership Results

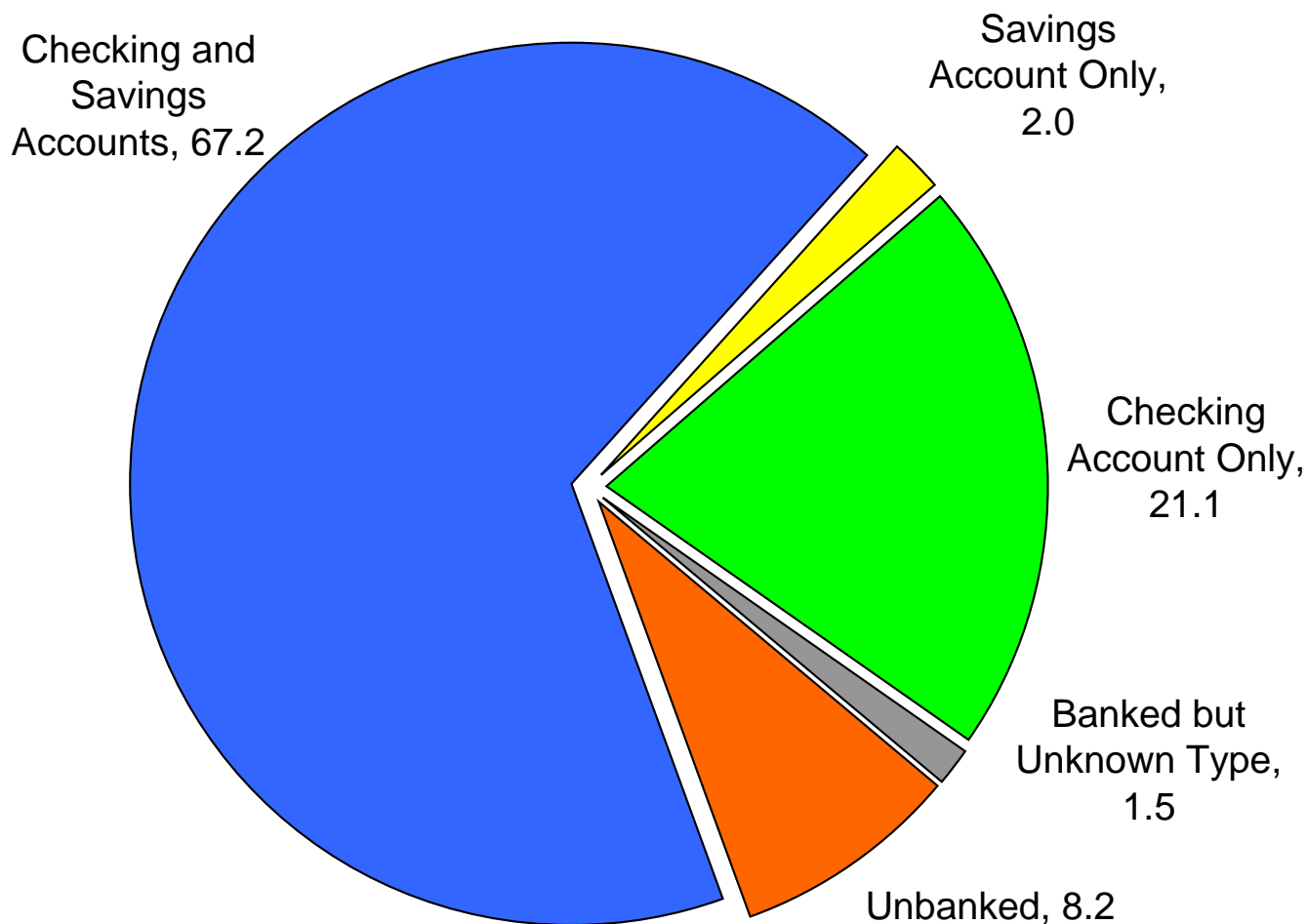
AFS & Prepaid Debit Results

# Banking Status



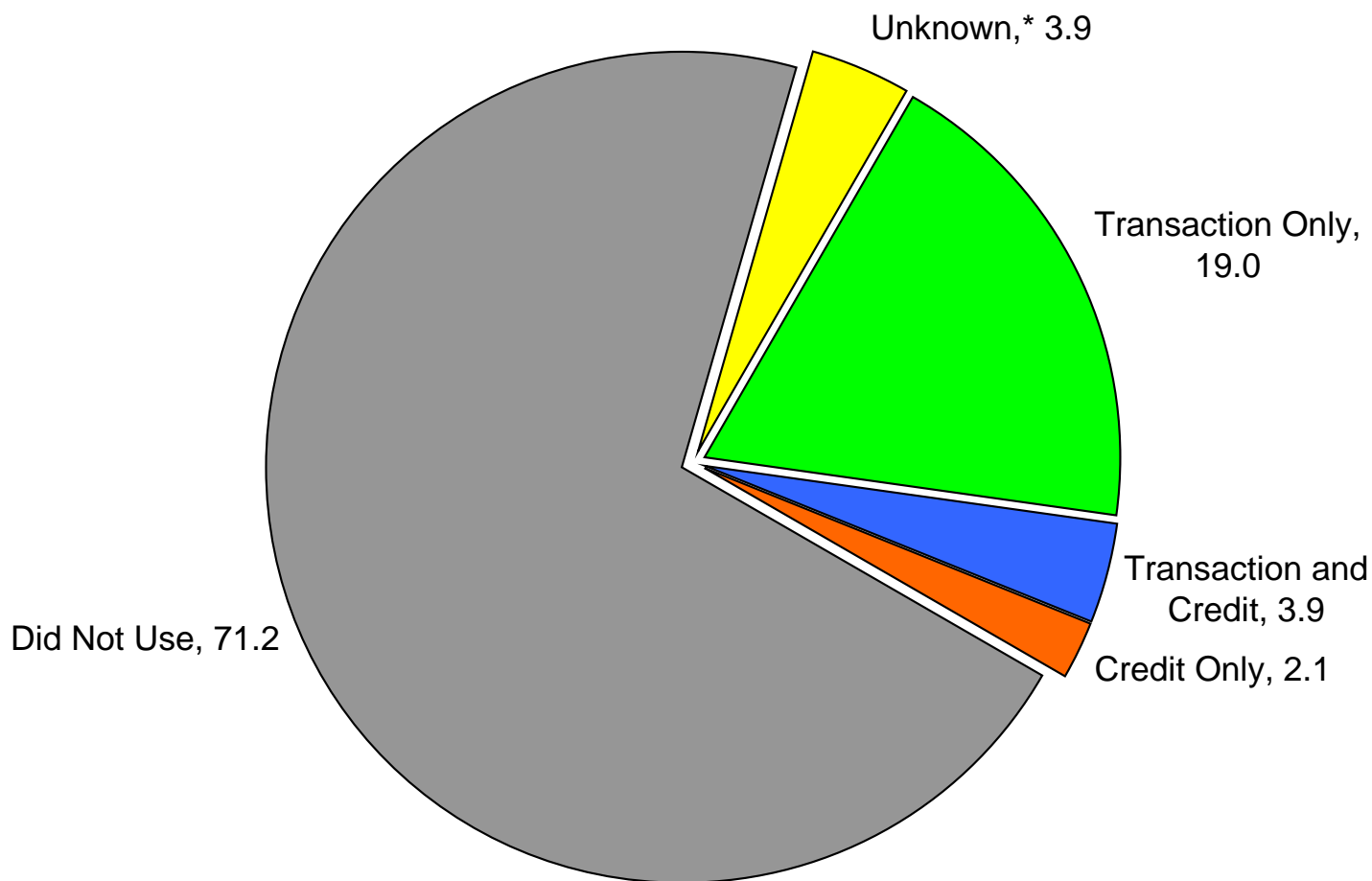
Notes: Percentages are based on 120.4 million U.S. households. Percentages may not sum to 100 because of rounding.  
\* These households are banked, but there is not enough information to determine if they are underbanked.

# Account Ownership



Notes: Percentages are based on 120.4 million U.S. households. Percentages may not sum to 100 because of rounding.

# Prior Year AFS Use



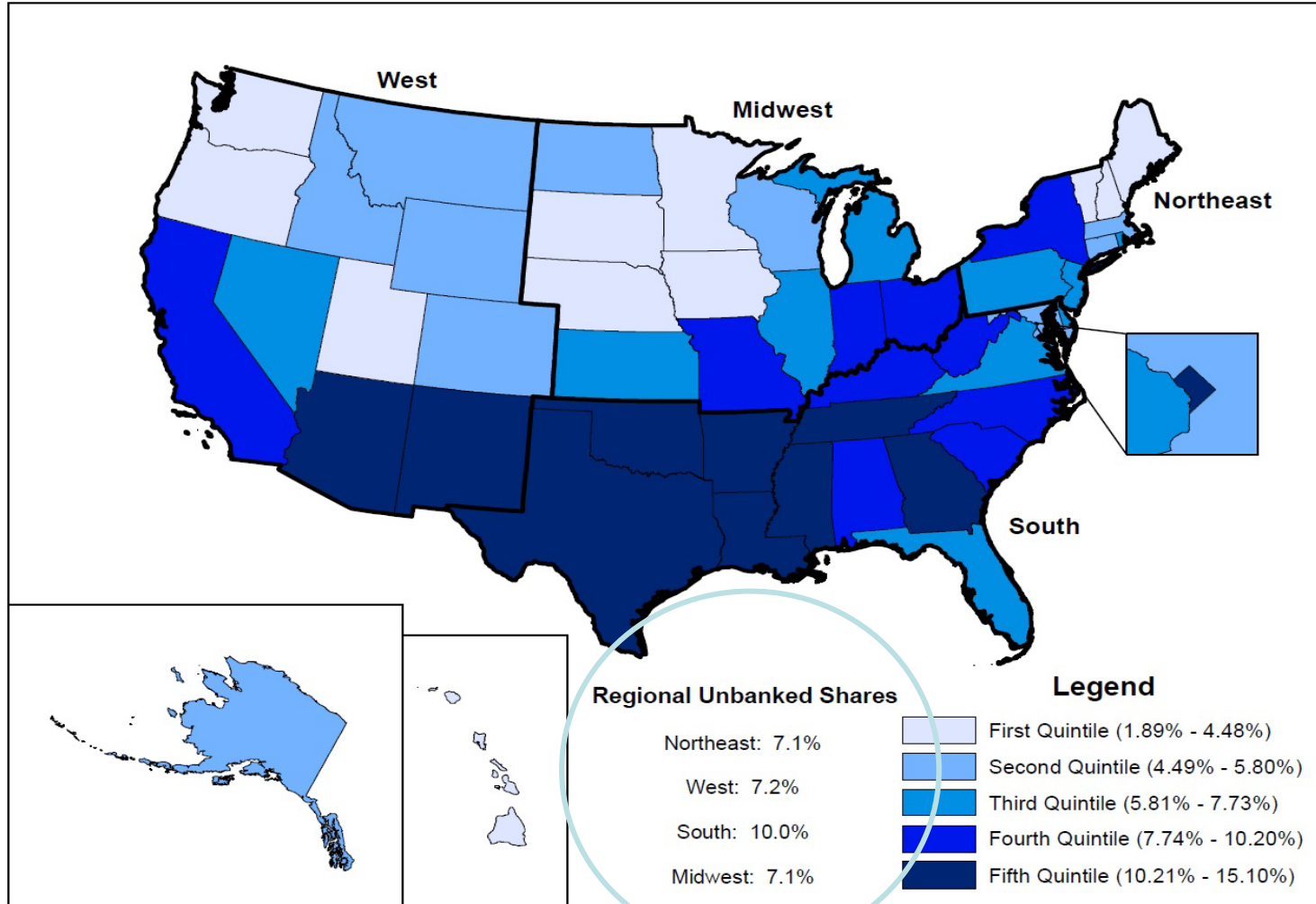
Notes: Percentages are based on 120.4 million households. Percentages may not sum to 100 because of rounding.

\* "Unknown" includes: households where transaction products are used, but credit product use is unknown; households where credit products are used but transaction product use is unknown and households where there is no indication of any AFS use but some responses are missing.

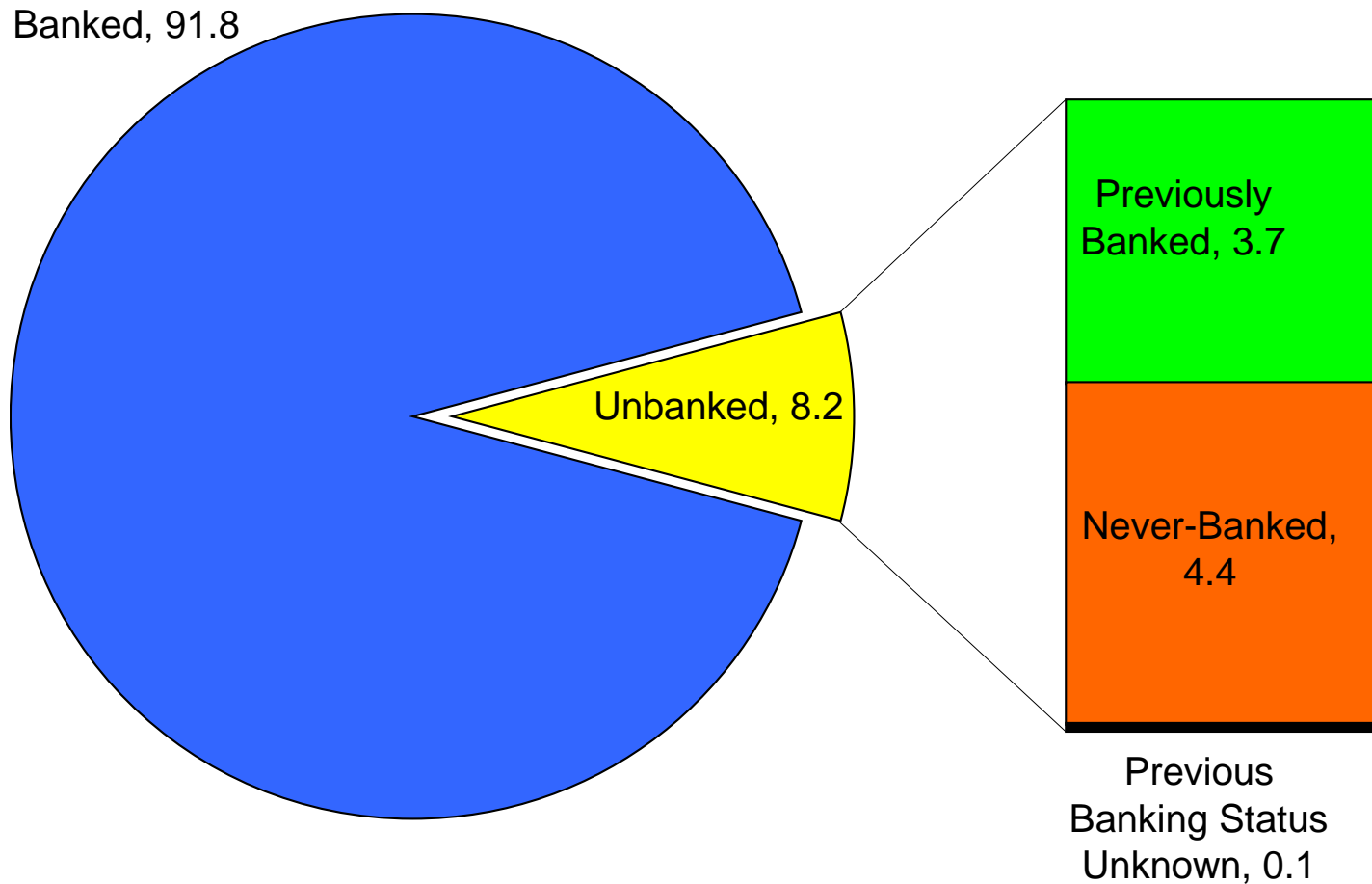
Overall Results  
**Banking Status Results**  
Account Ownership Results  
AFS & Prepaid Debit Results



# Unbanked by State



# Previous Banking Status



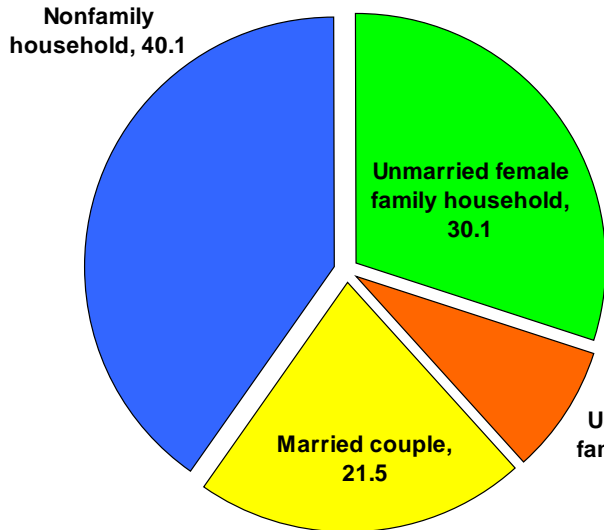
Notes: Percentages are based on 120.4 million U.S. households. Percentages may not sum to 100 because of rounding.

# Banking Status of Select Groups

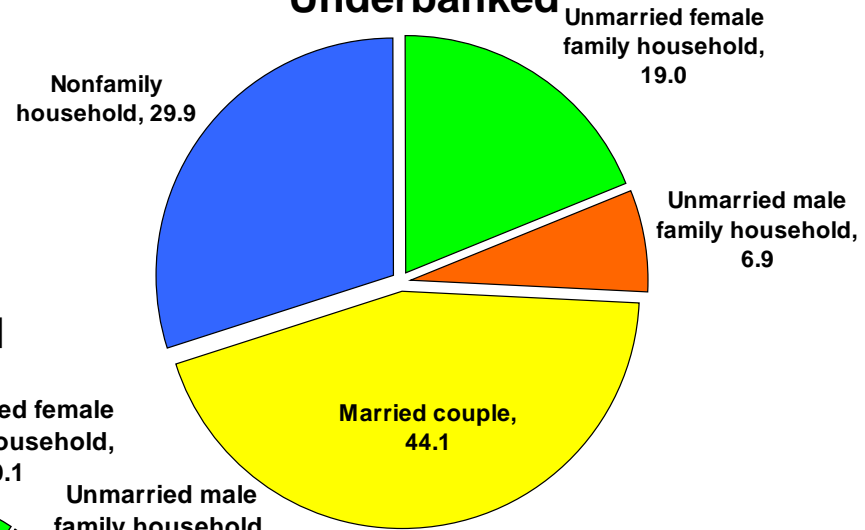
Select Demographic Groups	Percent Unbanked	Percent Underbanked	Percent Fully Banked
All households	8.2	20.1	68.3
Blacks	21.4	33.9	41.6
Hispanics	20.1	28.6	48.7
Foreign-born noncitizens	22.2	28.9	45.8
Unemployed householder	22.5	28.0	47.5
Income below \$15,000	28.2	21.6	47.6
Unmarried female family households	19.1	29.5	48.4
Under age 24 householder	17.4	31.0	49.7

# Household Type

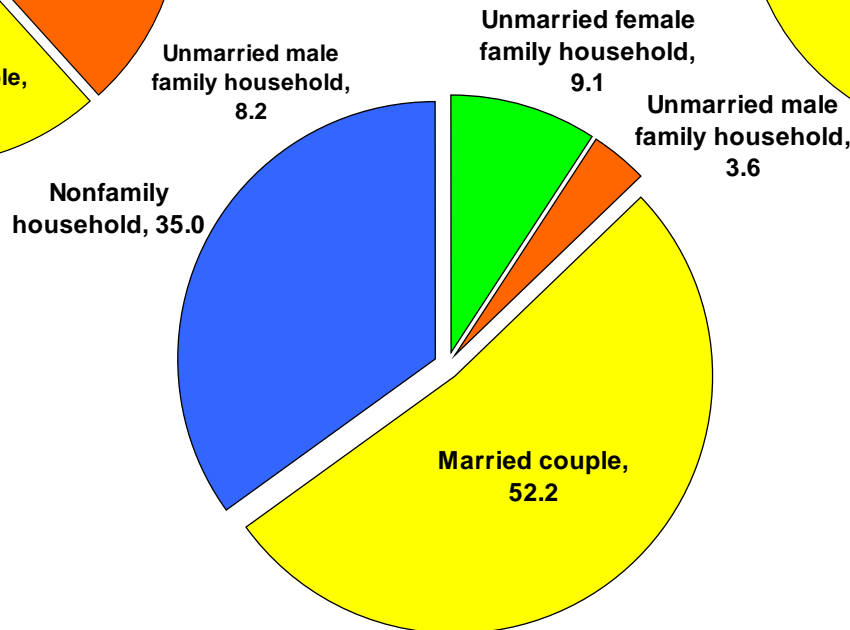
**Unbanked**



**Underbanked**

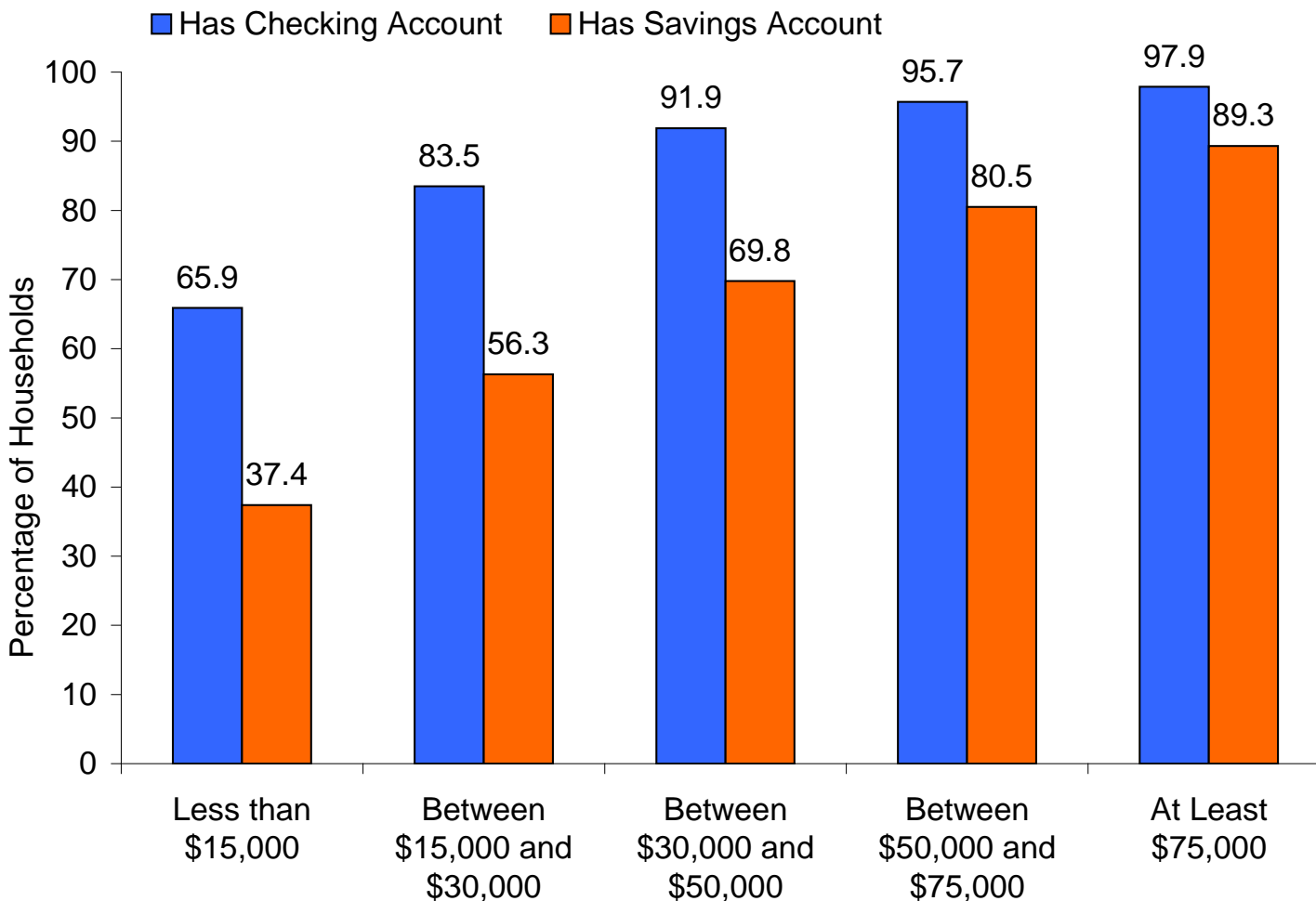


**Fully Banked**

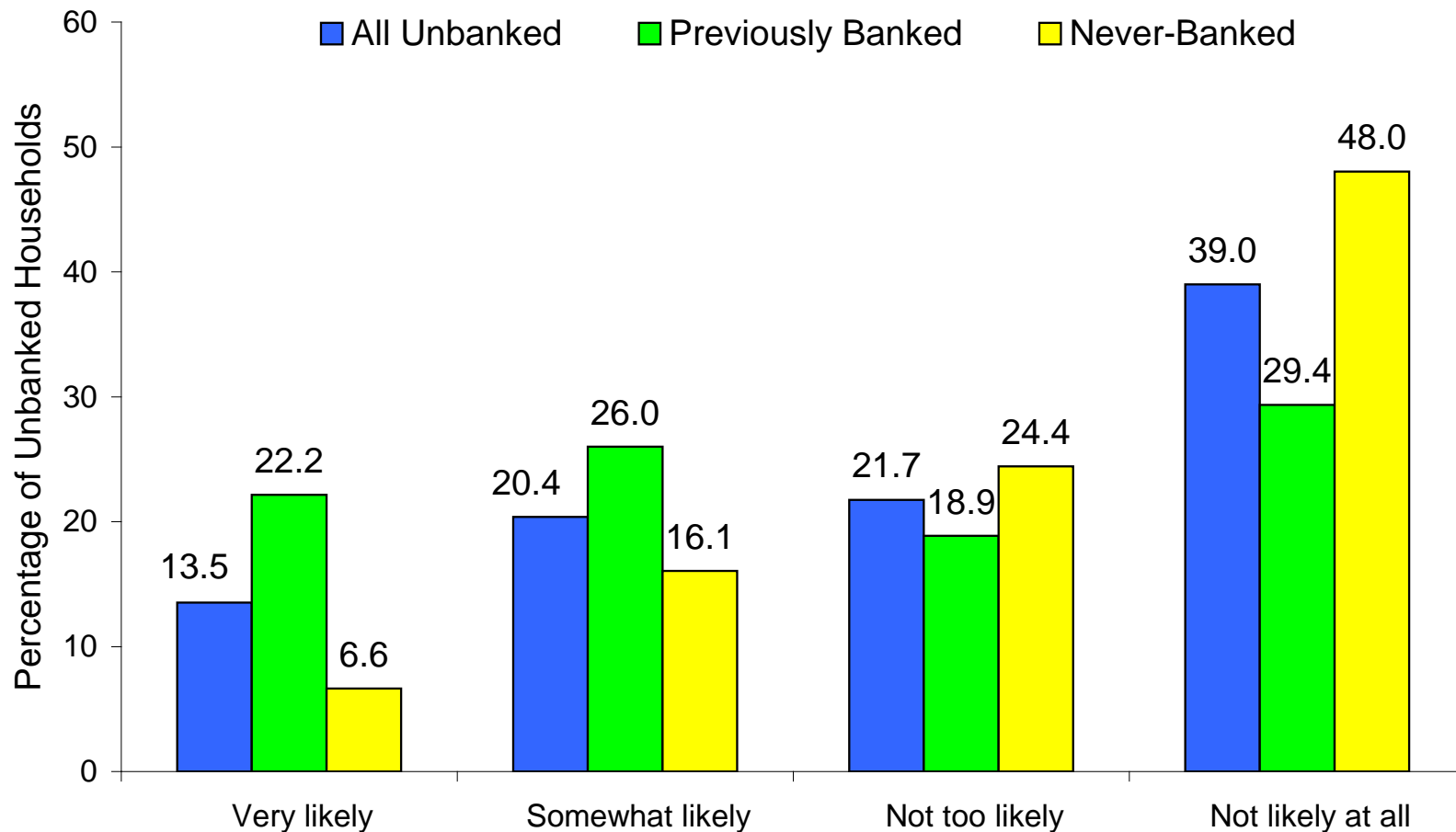


Overall Results  
Banking Status Results  
**Account Ownership Results**  
AFS & Prepaid Debit Results

# Accounts by Income

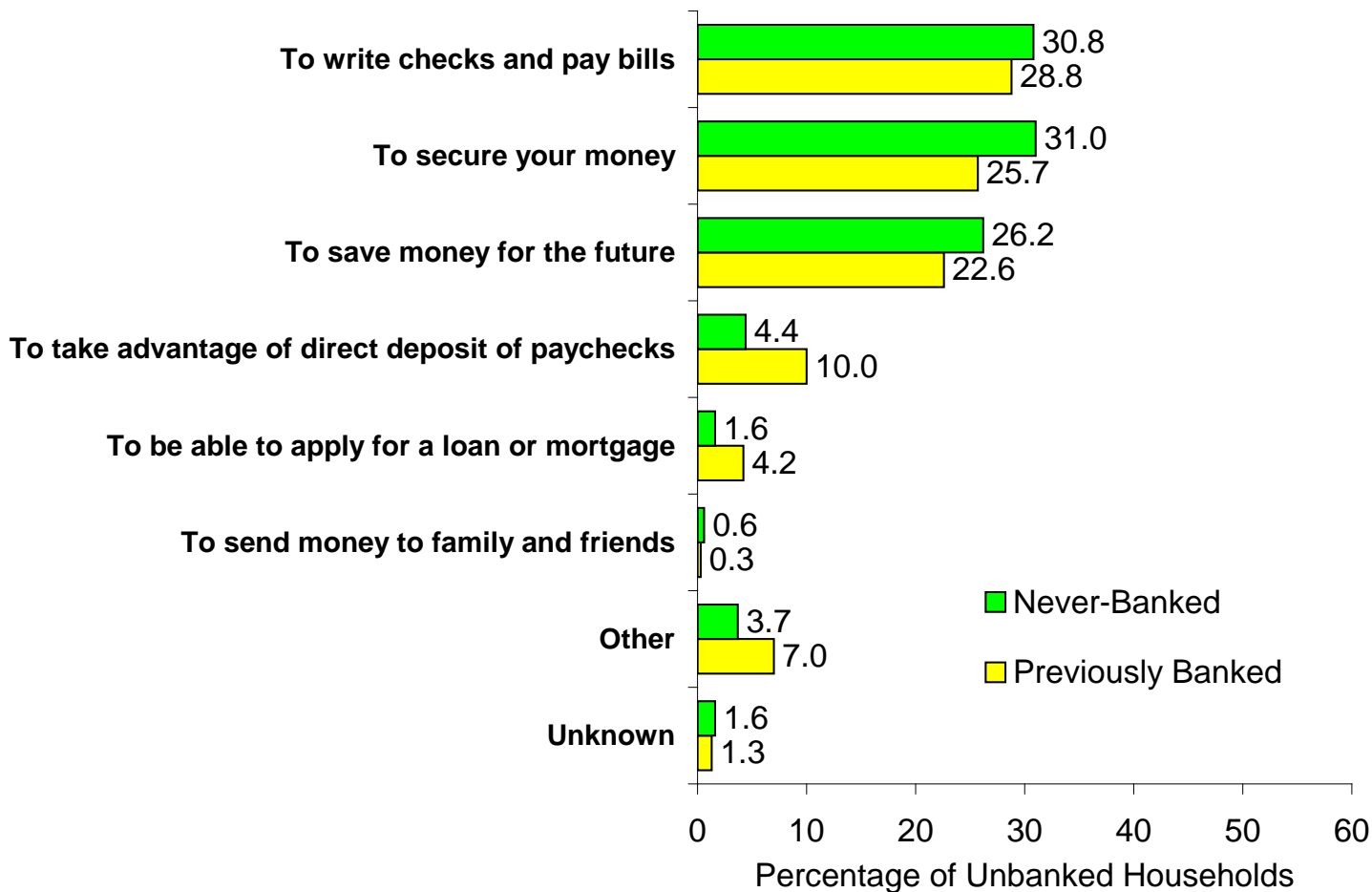


# Unbanked Account Opening Plans



Note: Percentages are based on 9.9 million unbanked households

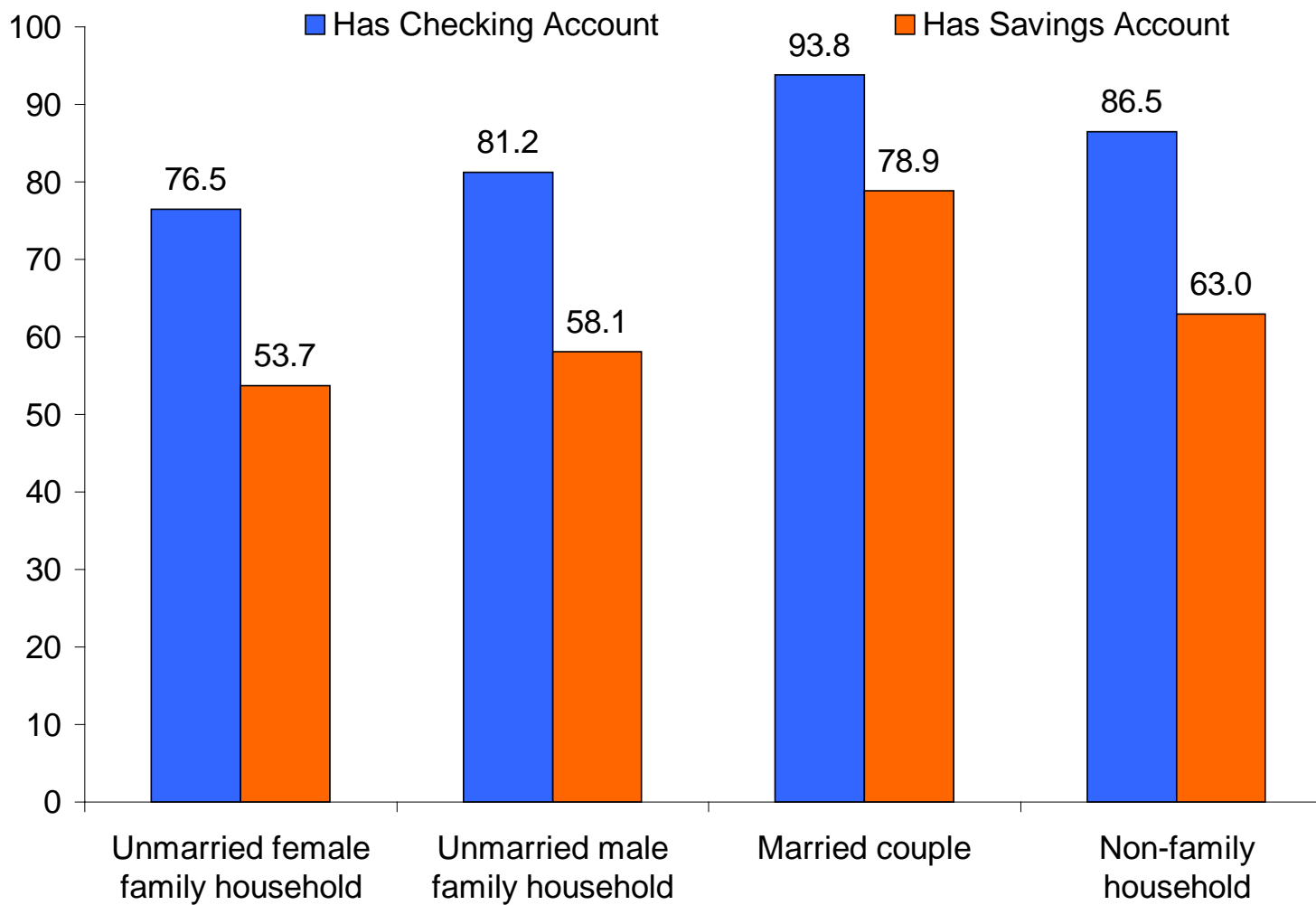
# Account Opening Motivation



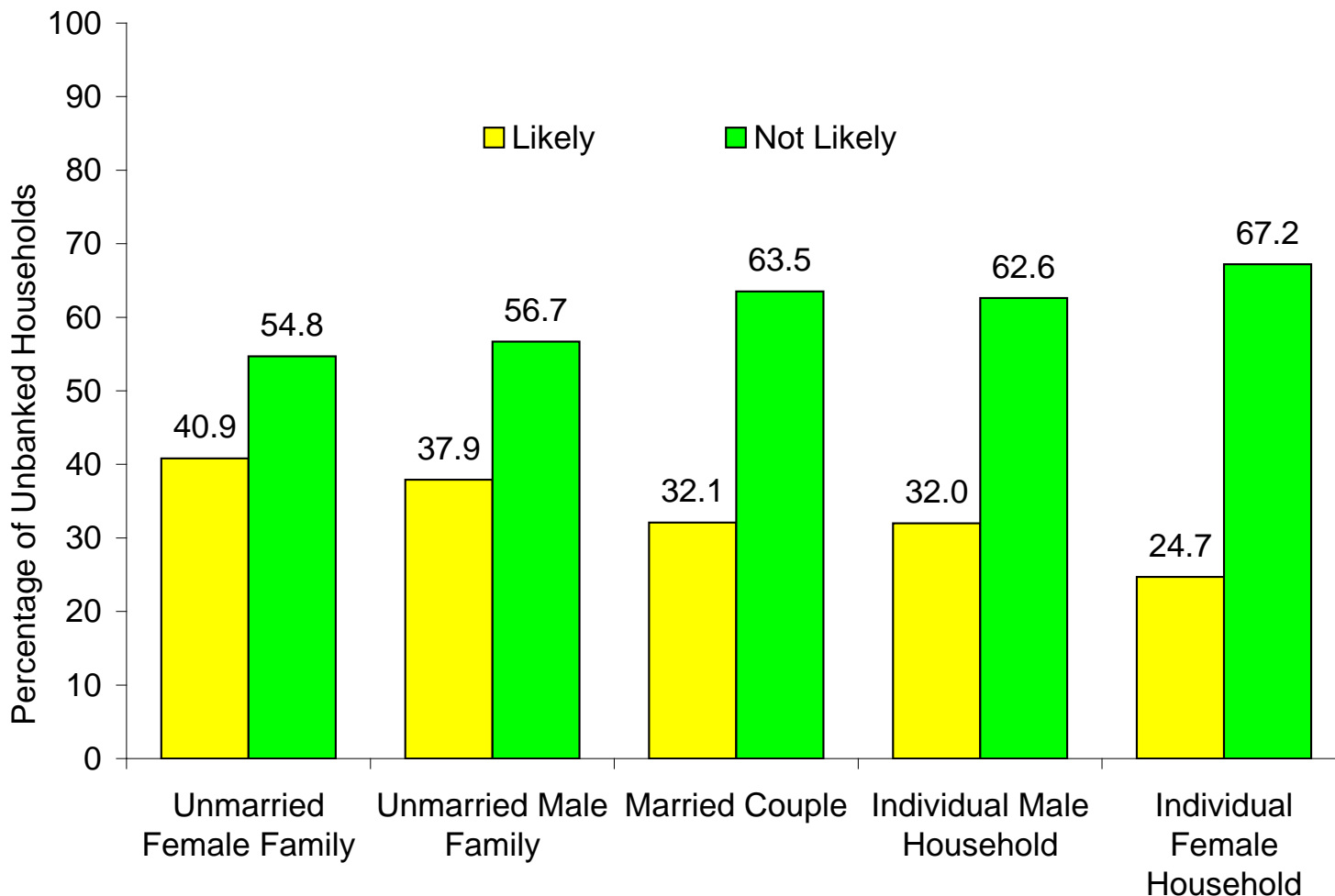
Note: Percentages are based on 5.3 million never-banked and 4.4 million previously-banked households.



# Accounts by Household Type



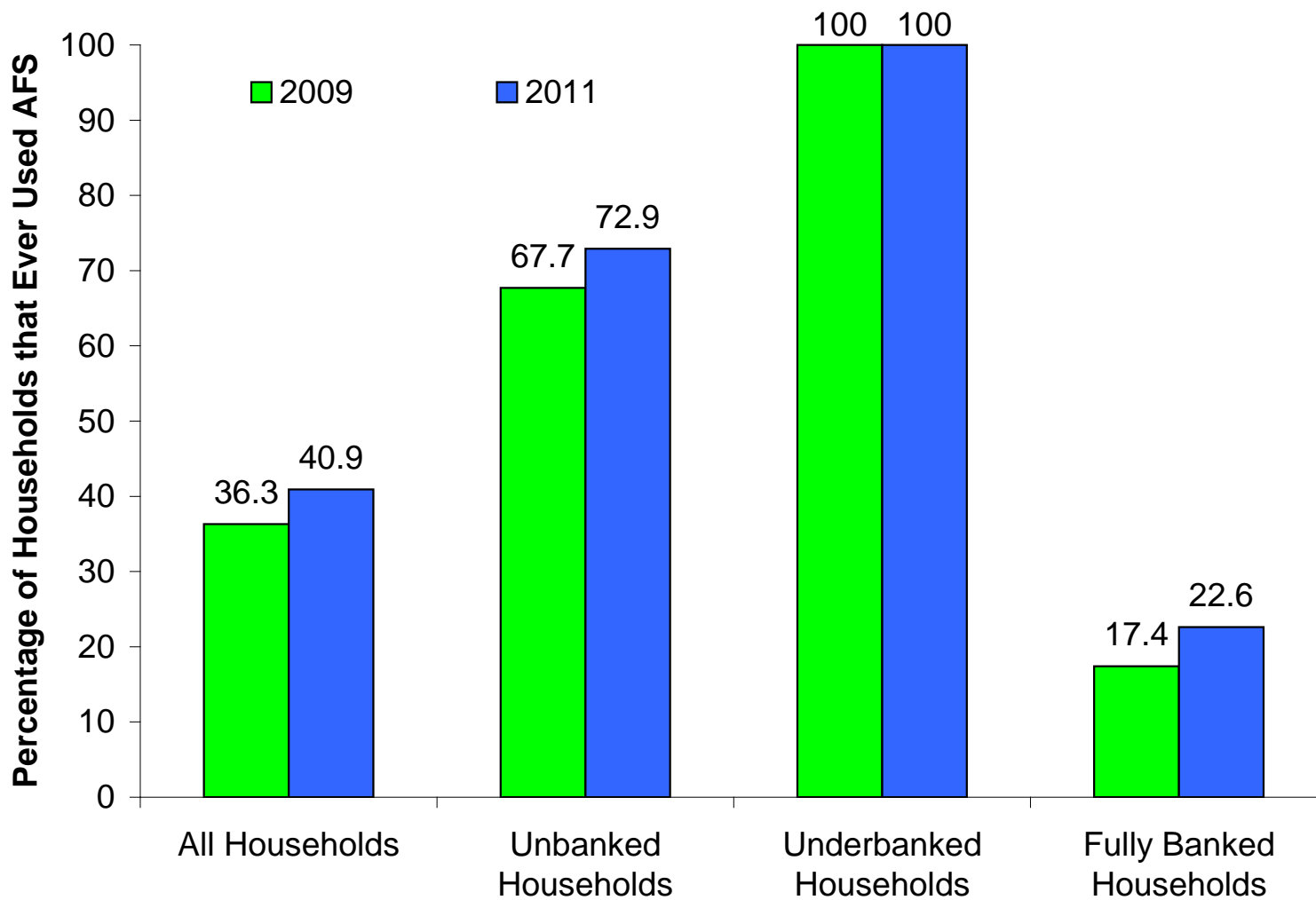
# Account Opening Plans by Household Type



Note: Percentages are based on 9.9 million unbanked households.

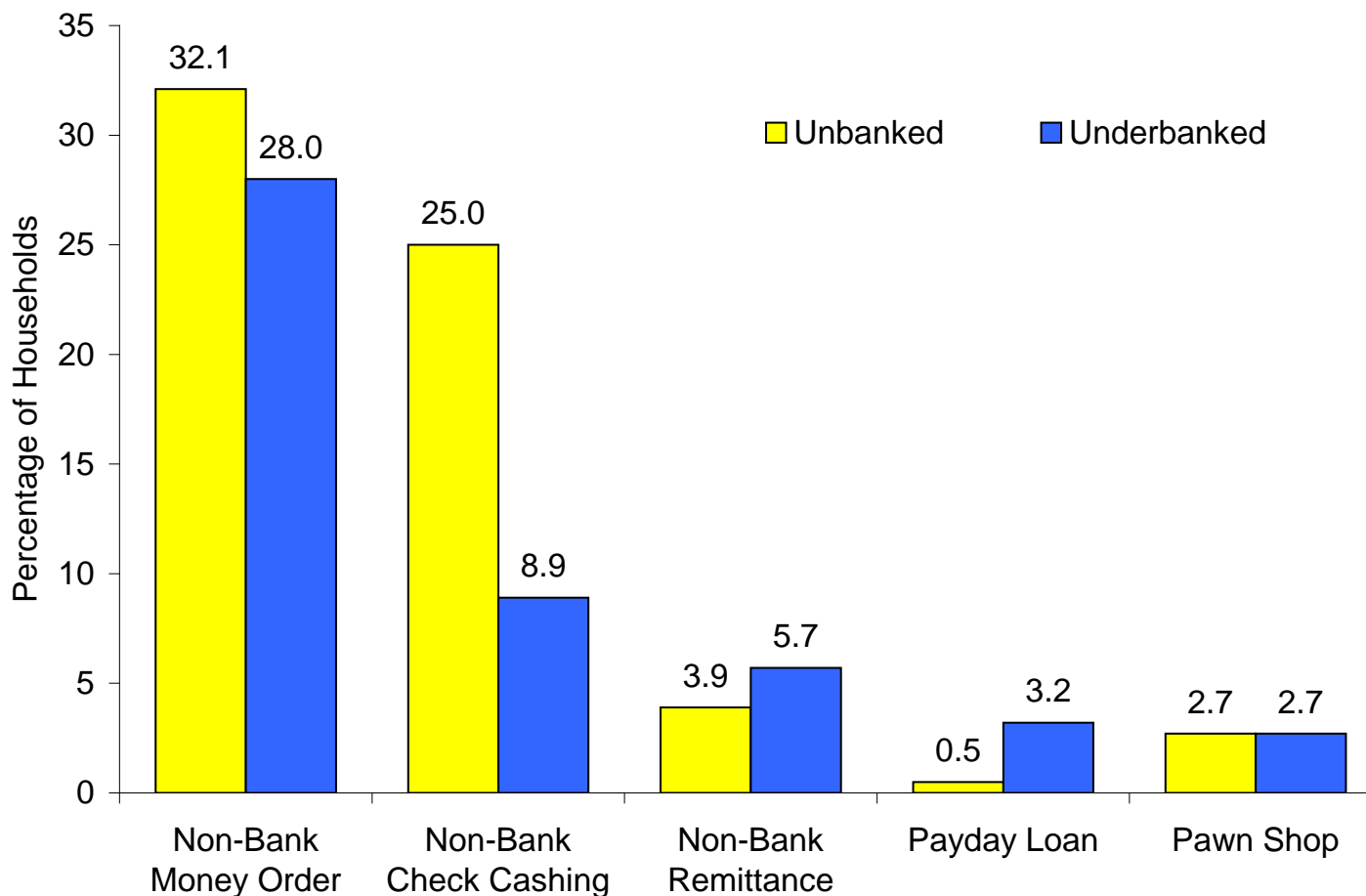
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# Changes in AFS Use



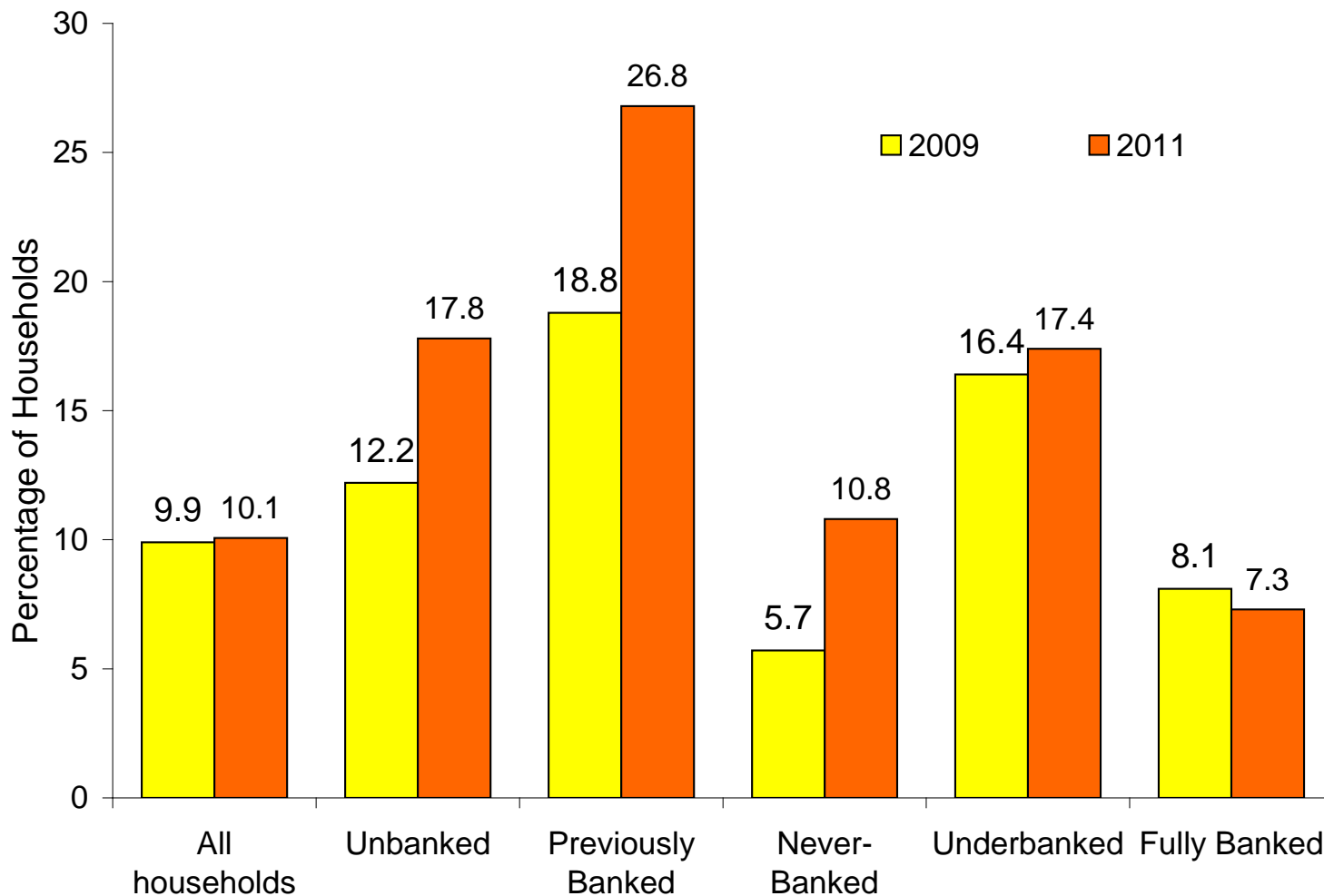
Notes: Non-bank remittances are excluded from this comparison because data on their use is not available for 2009.

# Prior 30 Days AFS Use



Note: Percentages are based on 9.9 million unbanked households and 24.2 million underbanked households.

# Prepaid Debit Use by Banking Status



# Closing Thoughts

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- Understanding segments better might increase the efficacy of economic inclusion strategies
- Having a bank account does not guarantee long term participation in the banking system
  - Deepening existing banking relationships may help retention
- Learn more at [economicinclusion.gov](http://economicinclusion.gov)