

THE
PEW
CHARITABLE TRUSTS

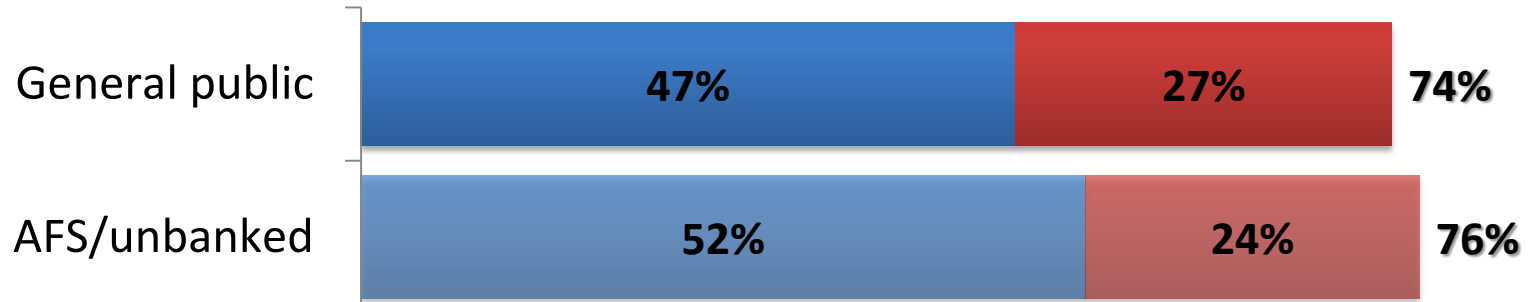
The Post Office and Financial Services

July 16, 2014

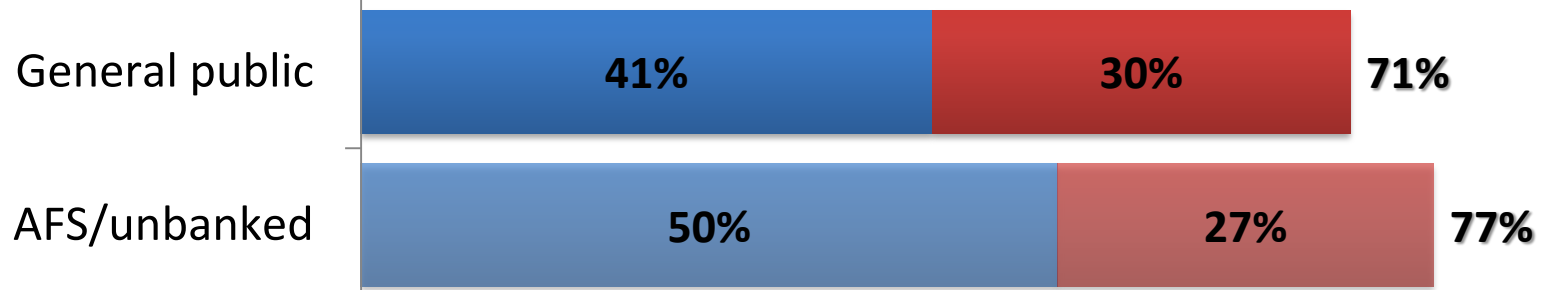
www.pewtrusts.org/money

- Nationally representative survey of 1,626 adults
- Includes an oversample of adults who:
 - Do not have a checking account, or
 - Have a checking account but also have used alternative financial services (AFS, such as nonbank check-cashing, bill-pay, payday loans, or who regularly used prepaid cards) in the past year
 - Are identified as “AFS/unbanked” on slides
- Survey dates: May 28, 2014 – June 18, 2014
- Margin of error: +/- 3.0 percentage points

Your local post office branch



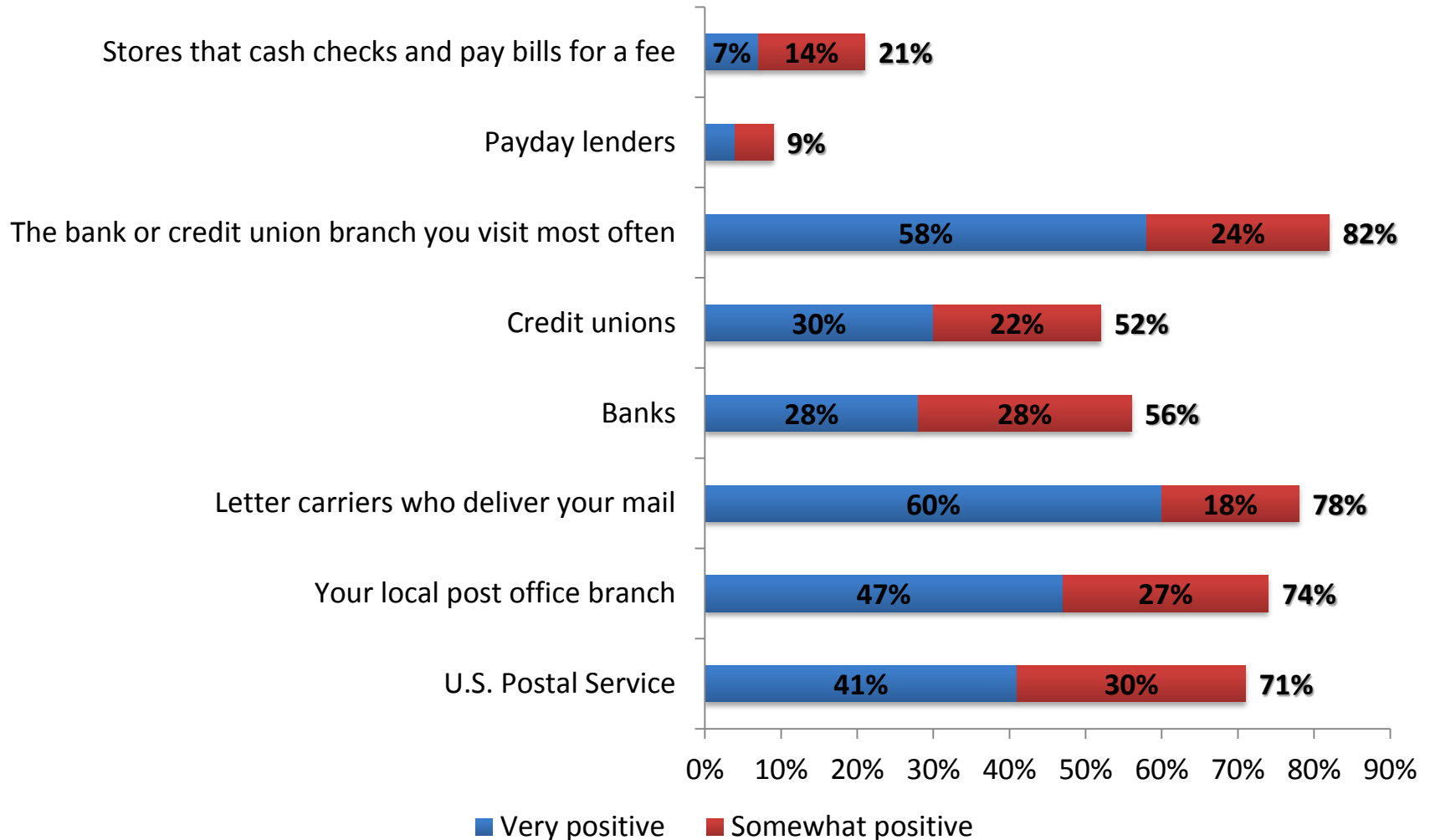
U.S. Postal Service



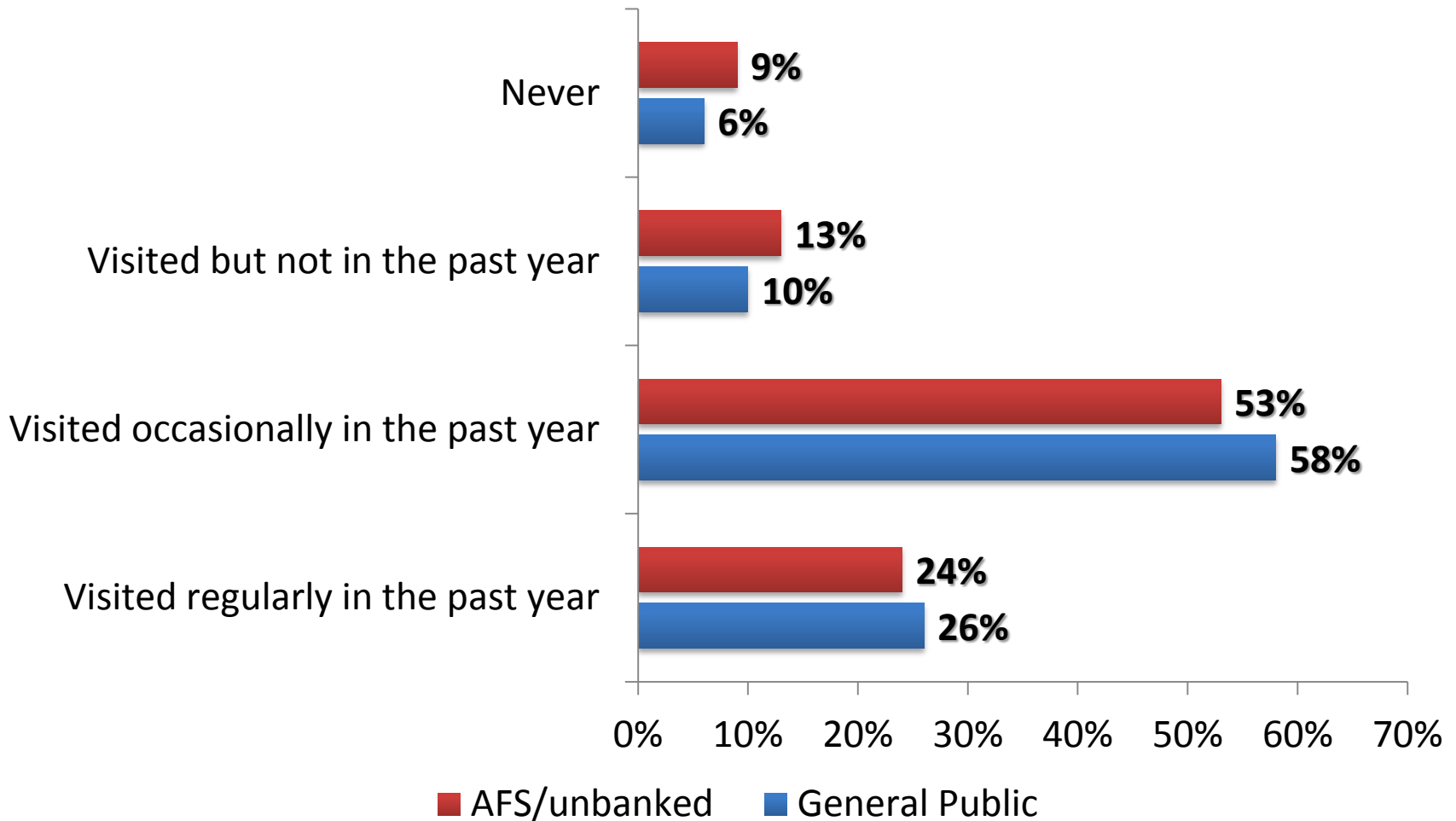
0% 20% 40% 60% 80%

■ Very positive ■ Somewhat positive

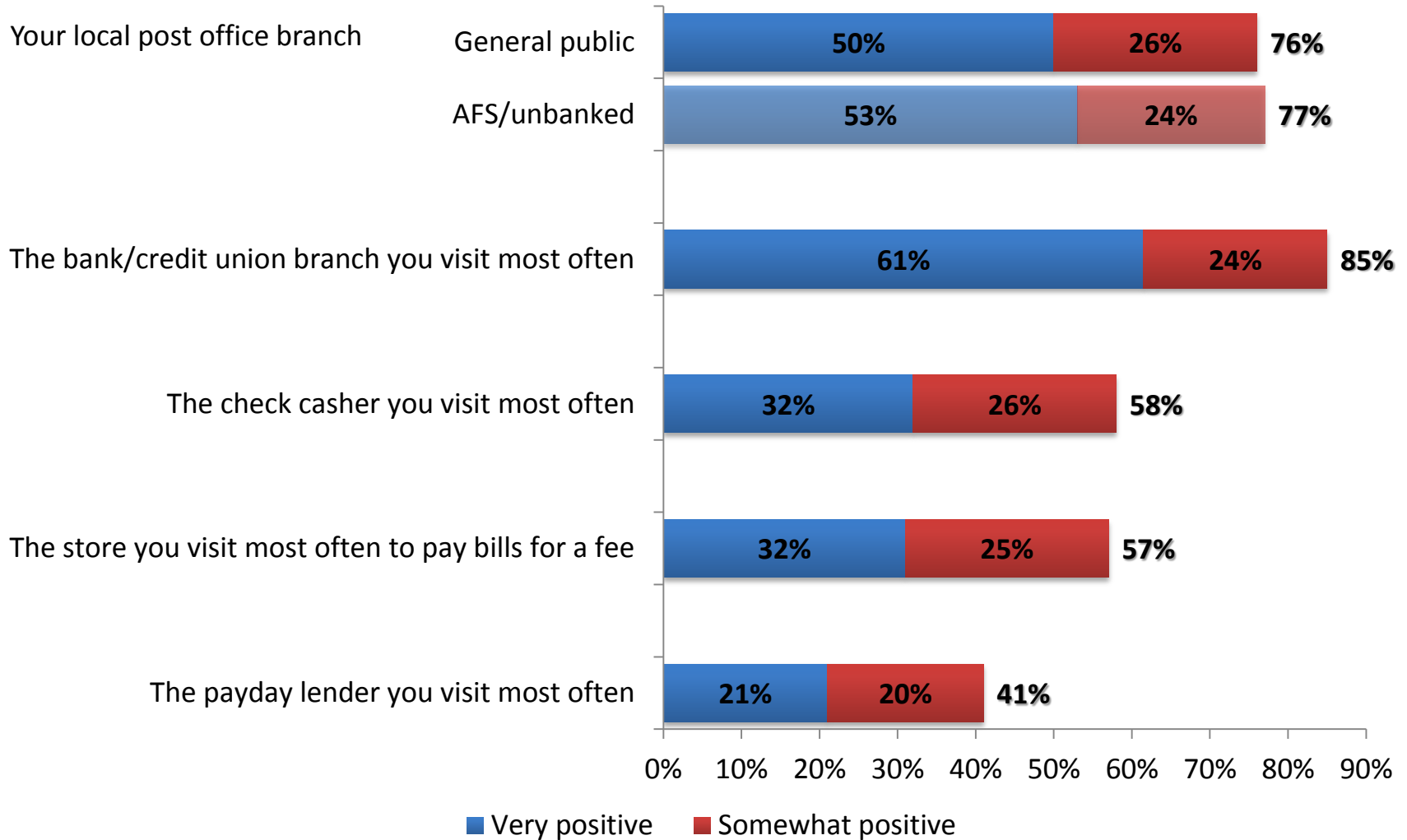
Feelings toward institutions



Most visit a postal branch at least occasionally

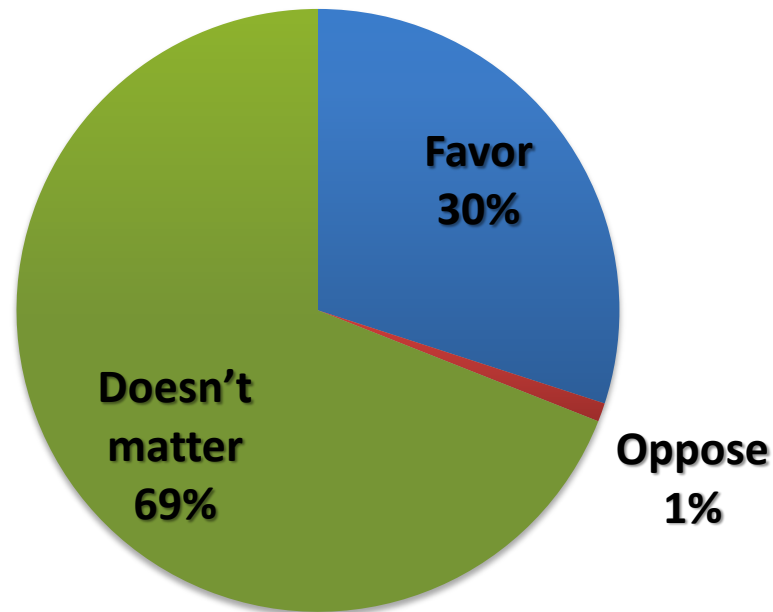


Views of customer service



Note: Asked only of those who use these services

As you may know, the Postal Service offers money orders in branches. Do you favor that, oppose it, or doesn't it matter to you?



If the Postal Service offered prepaid debit cards in branches, where customers could deposit checks or cash onto the cards, use the cards for purchases, or withdraw cash at an ATM, would you favor that, oppose it, or wouldn't it matter to you?

	General public (%)	AFS/ unbanked (%)	Rep (%)	Dem (%)	Ind (%)
Favor	27	38	19	29	28
Oppose	10	9	9	9	11
Wouldn't matter	63	52	71	60	61

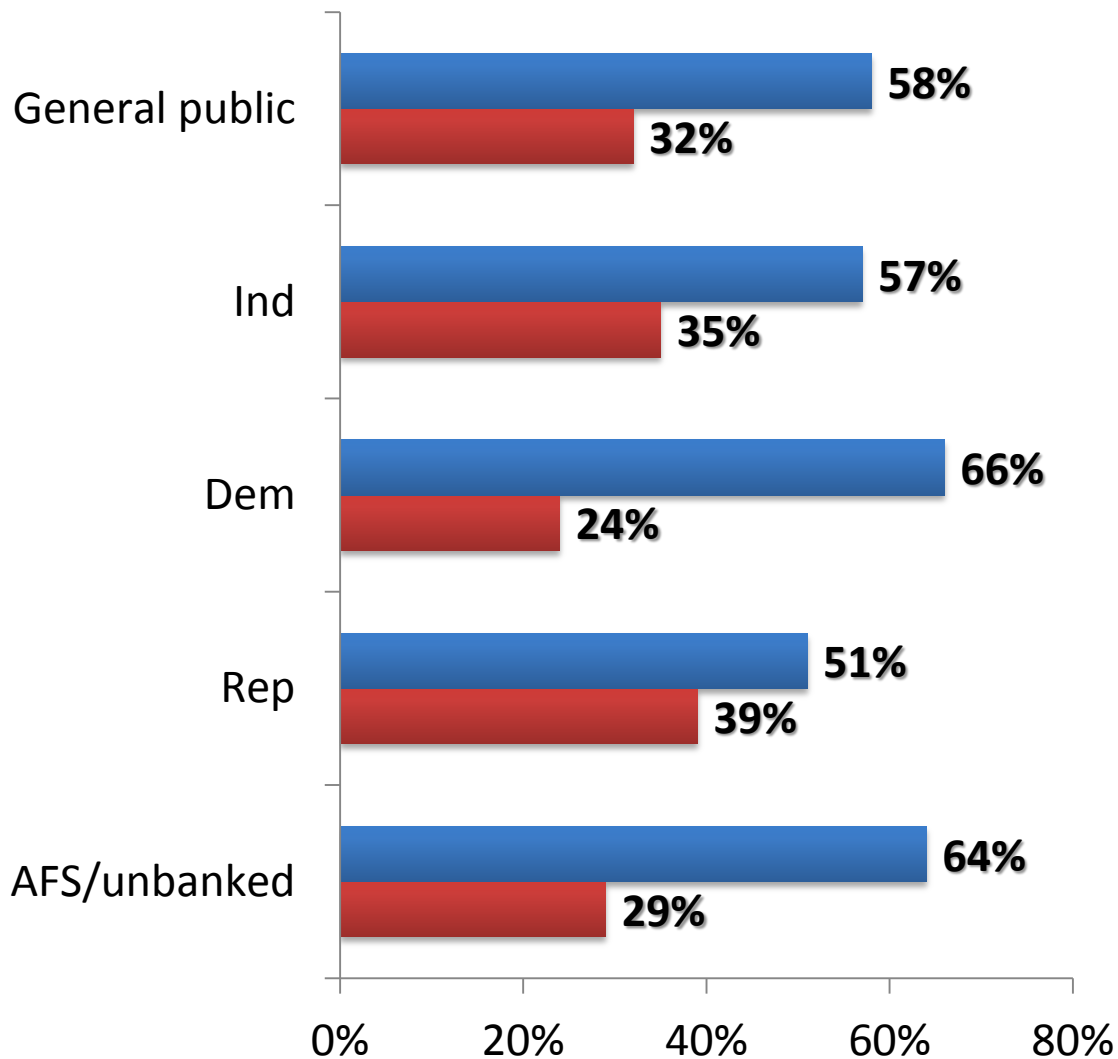
If banks or credit unions began operating a window at post offices, where customers could open or access checking and savings accounts, would you favor that, oppose it, or wouldn't it matter to you?

	General Public (%)	AFS/ Unbanked (%)	Rep (%)	Dem (%)	Ind (%)
Favor	28	33	27	30	25
Oppose	14	10	17	11	14
Wouldn't matter	58	57	56	59	60

If convenience stores offered some postal services, such as weighing packages, postage, and drop-off boxes, would you favor that, oppose that, or wouldn't it matter to you?

	General Public (%)	AFS/ Unbanked (%)	Rep (%)	Dem (%)	Ind (%)
Favor	44	46	48	44	44
Oppose	10	11	9	11	9
Wouldn't matter	46	43	43	45	47

Majority favors arguments for postal financial services

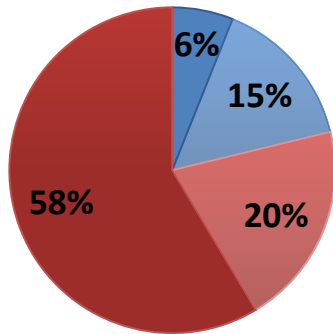


■ Statement A: Providing financial services at Postal Service branches will expand access to safe financial products for low- and middle-income Americans while providing a new source of revenue for the Postal Service.

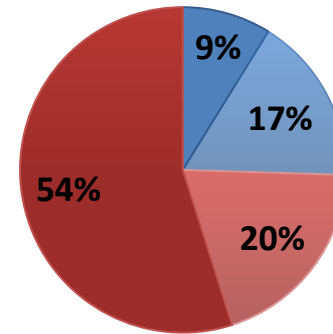
■ Statement B: Providing financial services at Postal Service branches will divert resources from mail delivery and give the government-run Postal Service an unfair advantage over privately-run companies that already offer financial services.

If post office branches offered (service), how likely would you be to use/purchase it?

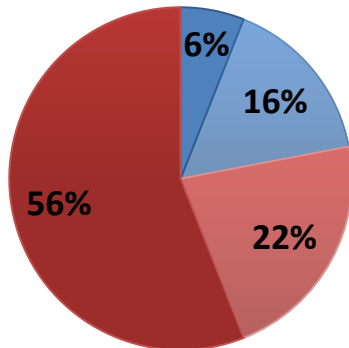
Deposit a Check on a Prepaid Card



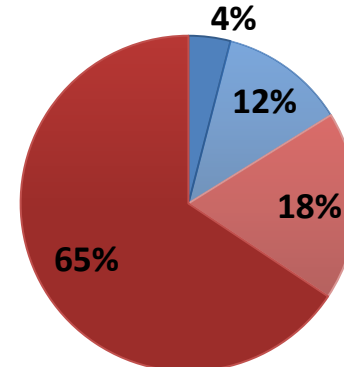
Bill Pay



Prepaid Cards

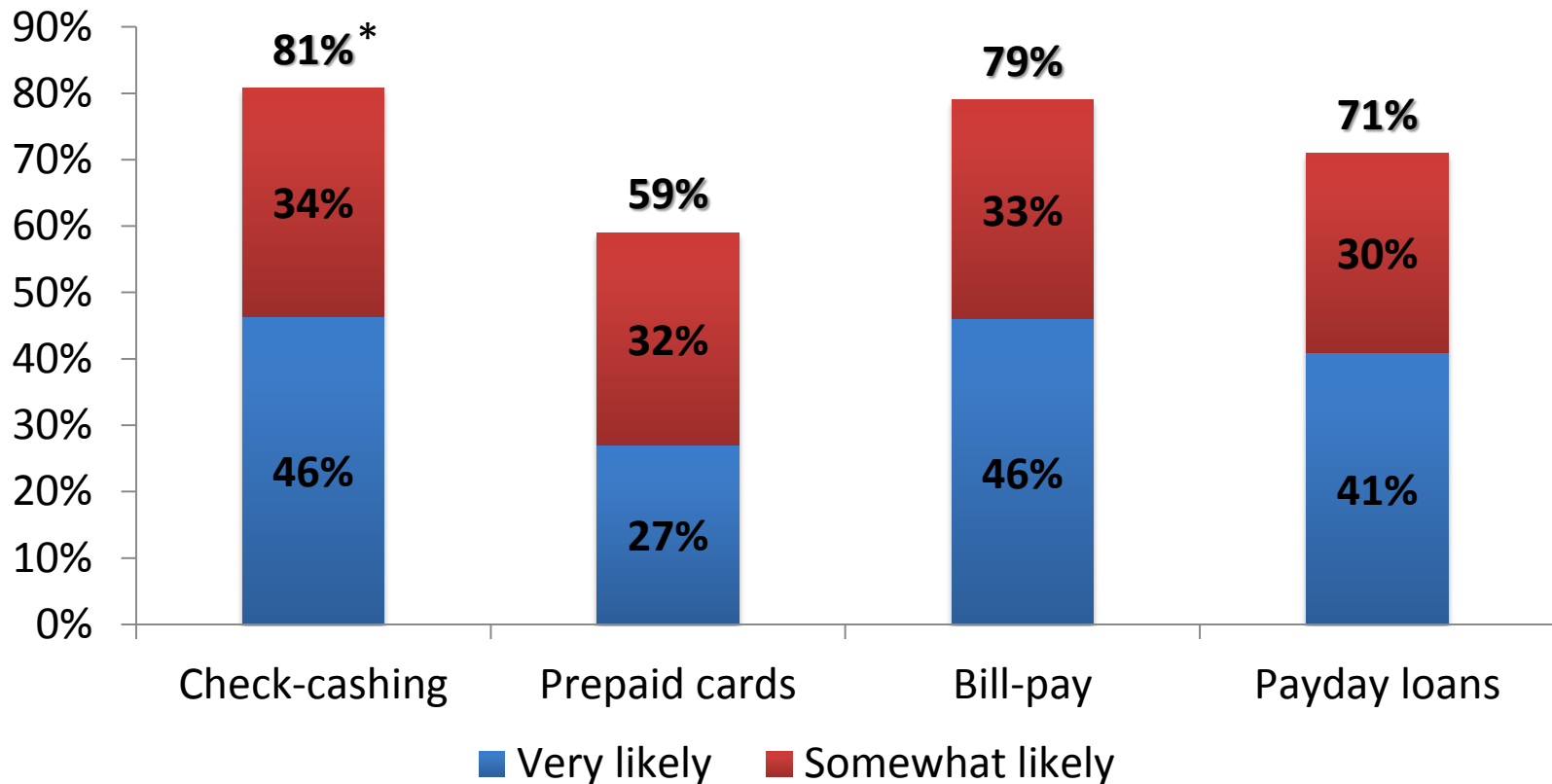


Small-Dollar Loans



■ Very likely ■ Somewhat likely ■ Not that likely ■ Not at all likely

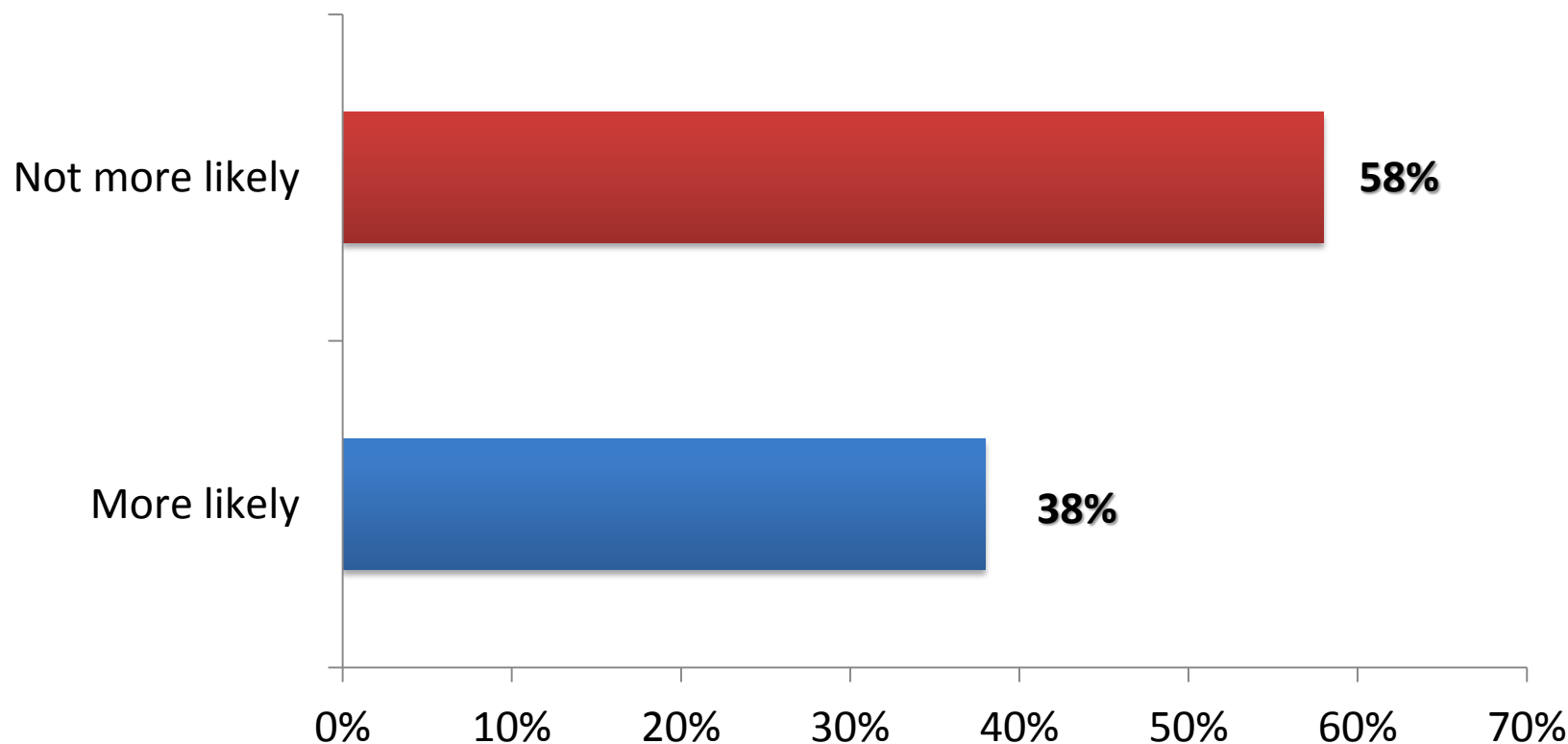
If a post office branch near you offered (service) at a lower price than other providers, how likely would you be to use it?



Note: Asked only of those who already use these nonbank services

*34.4 percent and 46.4 percent are somewhat or very likely, respectively; total rounds to 81 percent

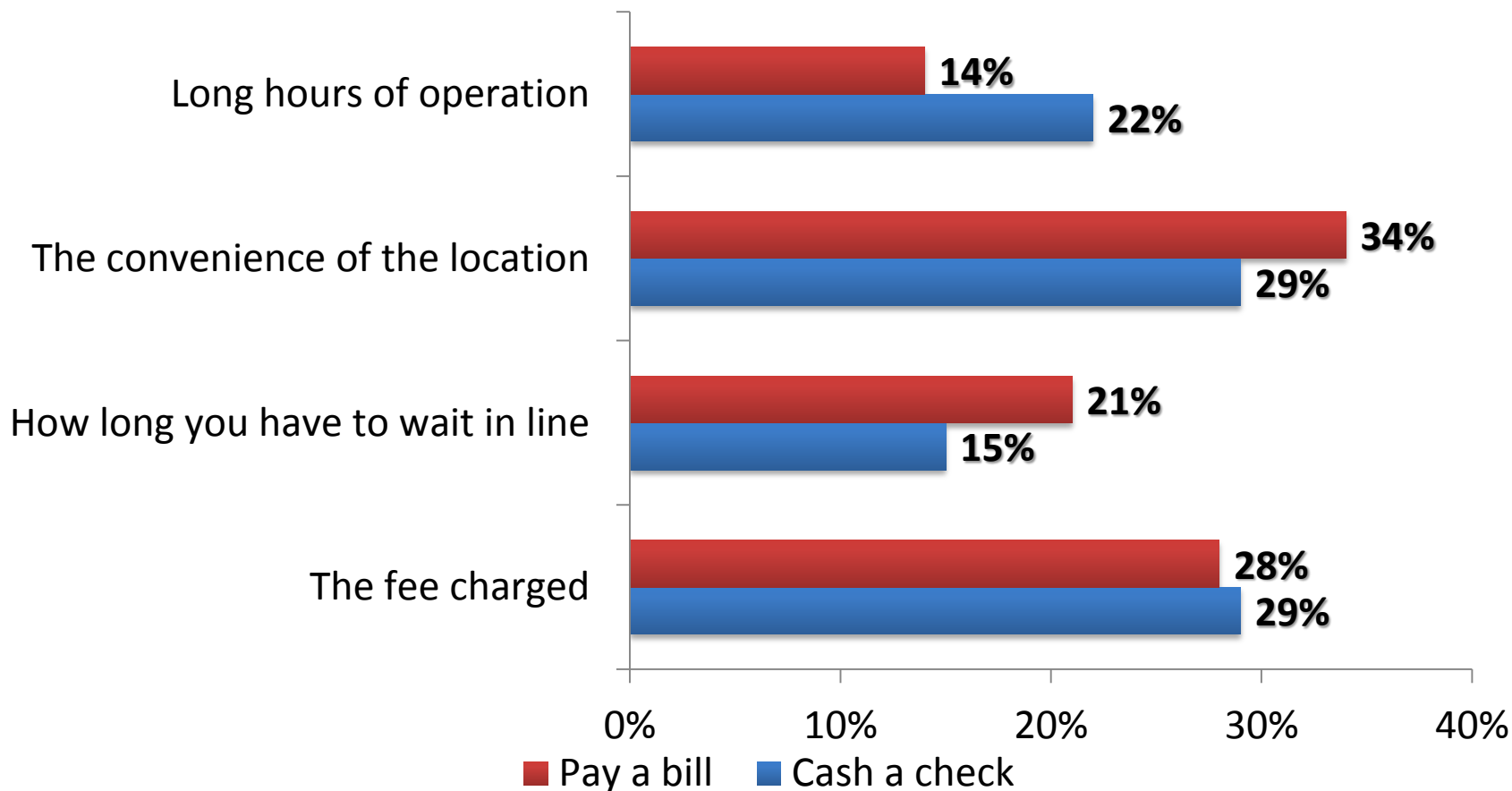
If a bank or credit union had a location at the local post office where you could access bank accounts, would that make you more likely to open a bank account, or not?



Note: Asked only of those who do not have a checking account

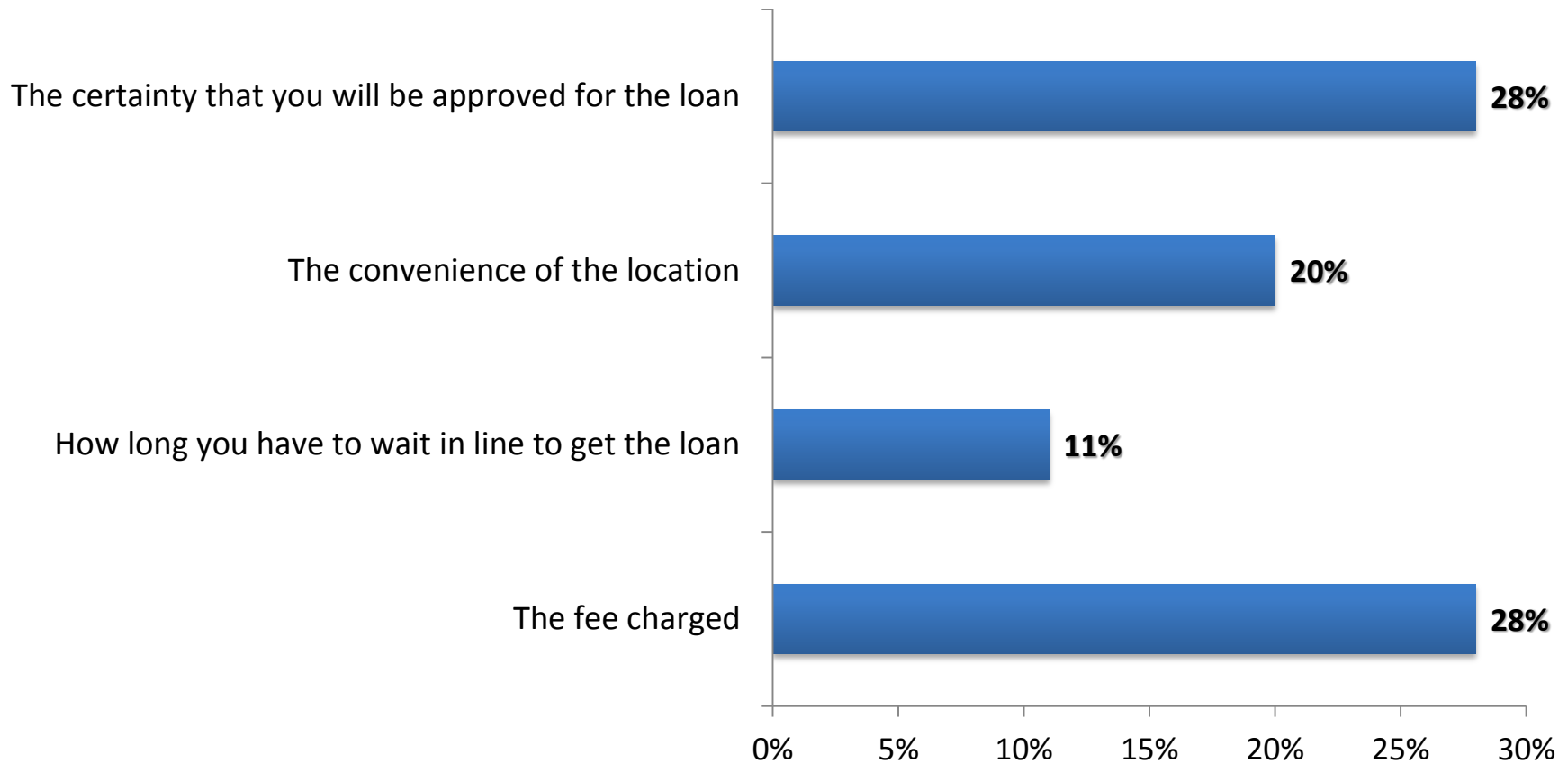
Bill-pay/check-cashing: Just 3 in 10 say cost is most important

In choosing where to pay a bill/cash a check, which is the most important to you?



Note: Asked only of those who use nonbank check cashers or bill-pay services

In choosing where to get a payday loan, which is the most important to you?



Note: Asked only of those who use payday loans

- Postal Service, branches, carriers viewed positively
- Majority do not see postal financial services as mattering to them
- Of those with an opinion, they favor it—true of Republicans, Democrats, Independents, and those who use AFS or are unbanked
- Little interest in postal AFS from general population
- But if lower-priced AFS are offered at postal branches, most current AFS customers say they are likely to use them. Caveat: lower prices alone are unlikely to move them.