

2011 NACHA PayItGreen® Consumer Survey

Direct Deposit via ACH



JAVELIN STRATEGY & RESEARCH

**SYNDICATED RESEARCH
CUSTOM RESEARCH
STRATEGIC CONSULTING**

Methodology

- The survey was conducted online in March 2011 from a random sample panel of 3,502 respondents
- The random sample survey targeted US adults based on representative proportions of geography, gender, age, income, and ethnicity
- Overall margin of sampling error of ± 1.66 percentage points at the 95% confidence level
- The margin of error is larger for subsets of respondents
- “Gen Y” is defined by respondents born in 1979 or later
- “Early adopters” are respondents who consider themselves to be the first to try new technology, “Cautious adopters” are those who wait for their friends to try it before trying it, “Laggards” will only try it after it’s been available for a long time and everyone is using it.



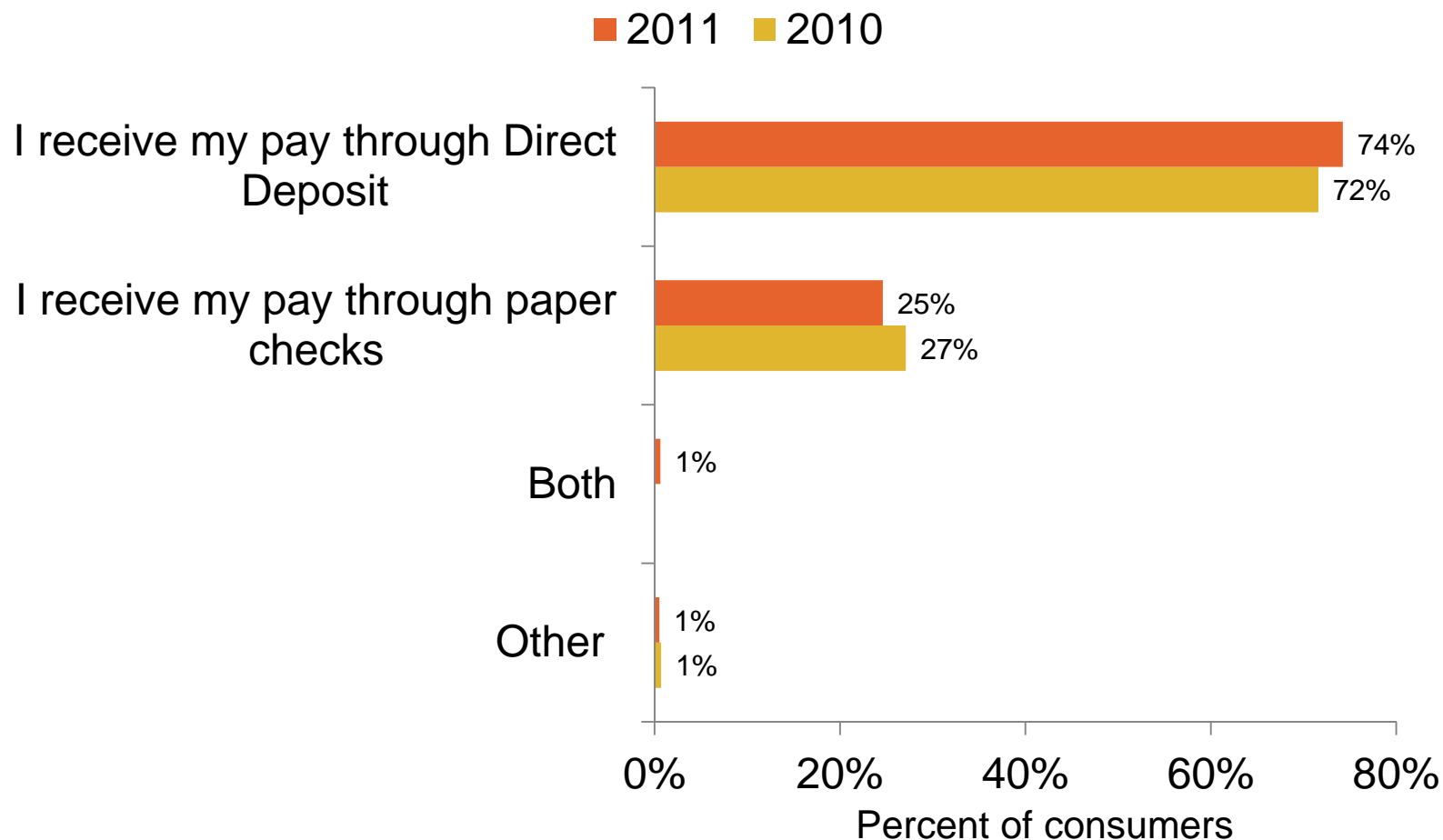
Executive Summary

- 'Convenience' continues to be the main driver for using Direct Deposit through 2010
- Gen Y cites 'reduced clutter' and 'environment' as reasons for Direct Deposit
- *Laggards* more likely to use Direct Deposit because their employers require it



The majority of consumers receive their pay through Direct Deposit

Employed consumers



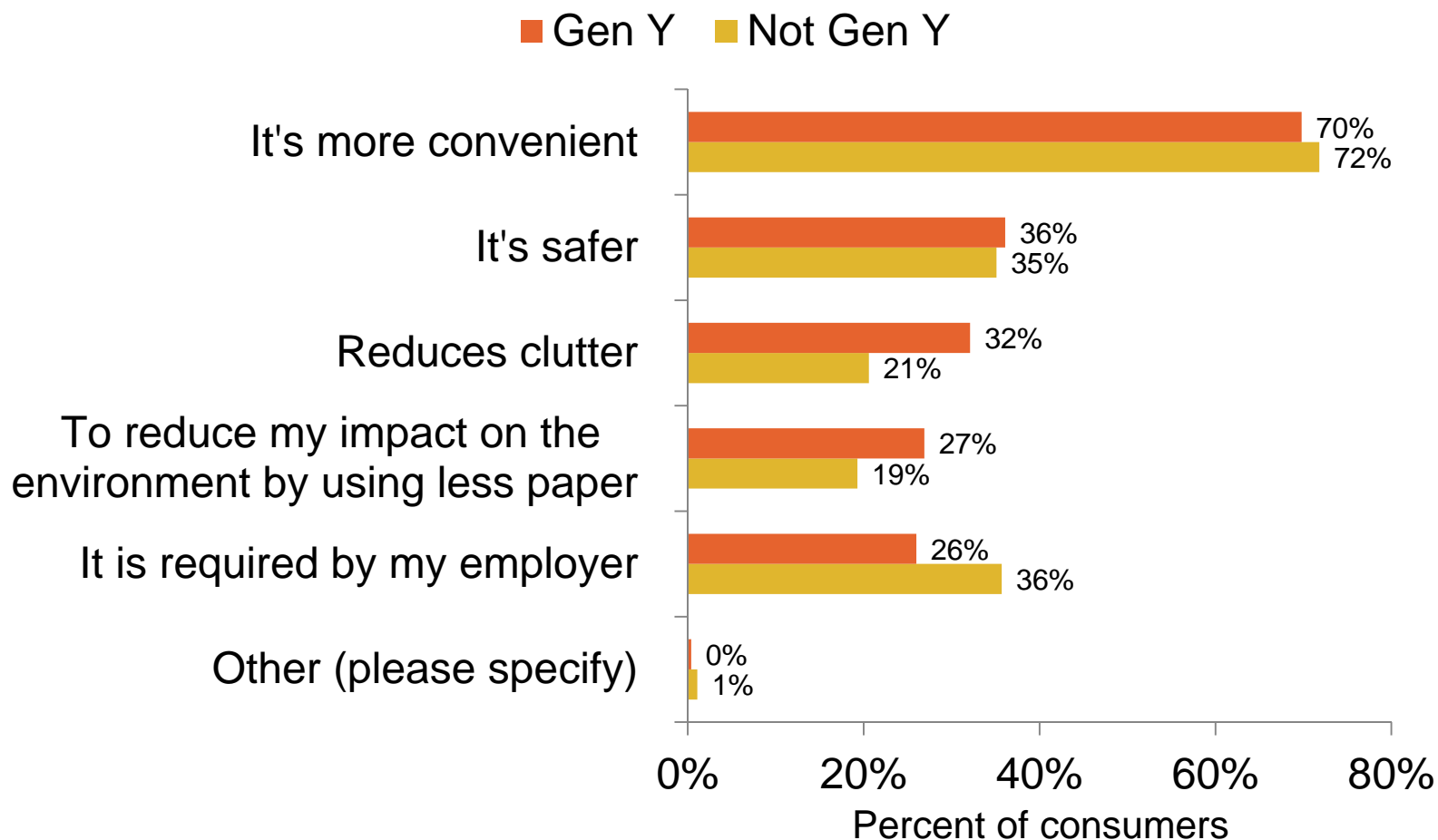
Q34: How do you currently receive your paycheck?

March 2011, April 2010; n = 1899, 4040
 Base = 2011/2010 employed consumers
 © 2011 Javelin Strategy & Research

Gen Y

Reducing clutter and helping the environment are relatively greater priorities for Gen Y

Consumers receiving Direct Deposit split by Generation



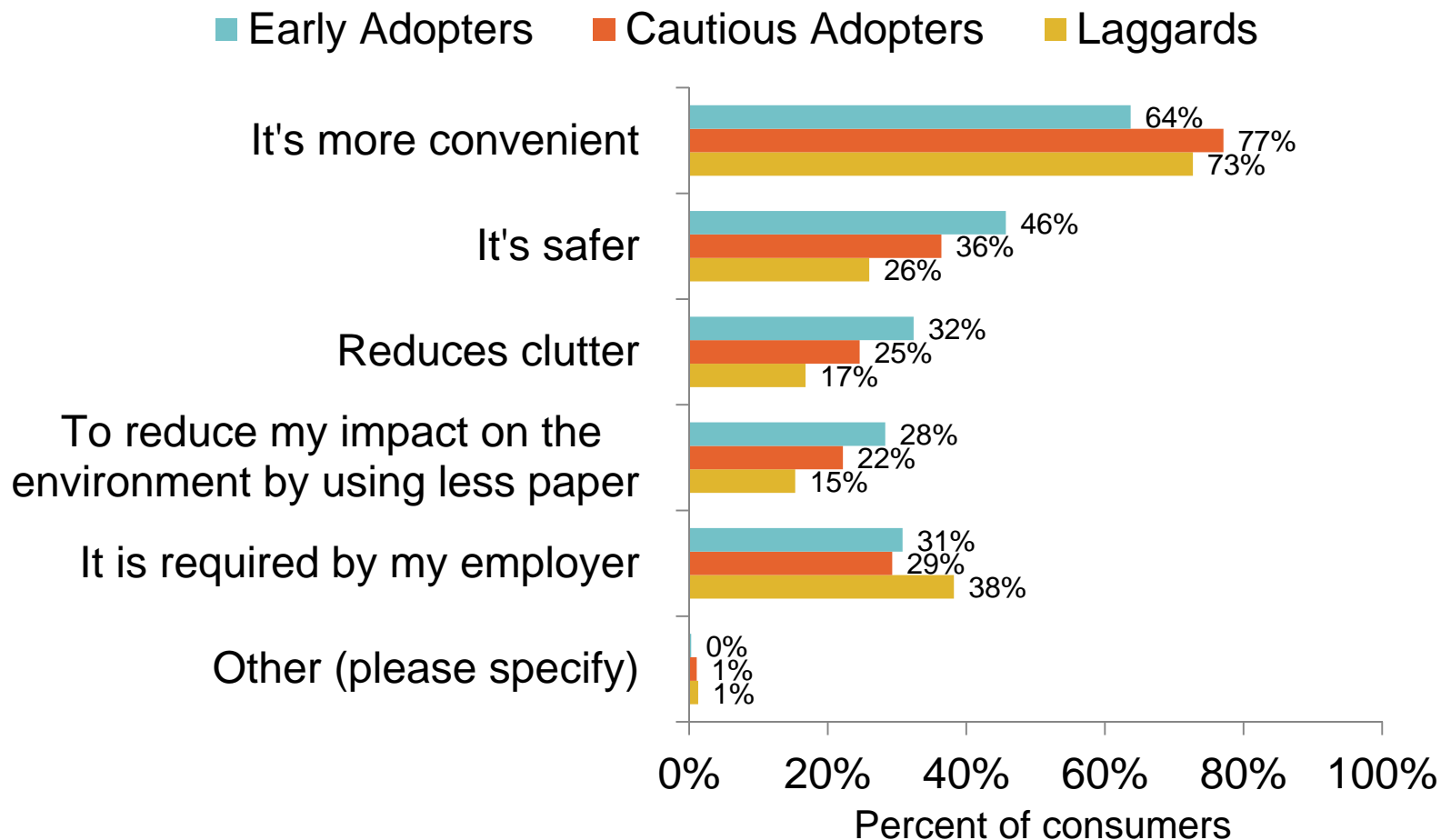
Q35: Please indicate your reasons for receiving your pay through Direct Deposit.

March 2011, n = 390, 1019
 Base = Gen Y/Not Gen Y who receive Direct Deposit
 © 2011 Javelin Strategy & Research

Early Adopters/Laggards

Safety play a significant role in driving *early adopters* to use Direct Deposit

Consumers receiving Direct Deposit split by tech-adoption



Q35: Please indicate your reasons for receiving your pay through Direct Deposit.

March 2011, n = 417, 466, 436
 Base = Gen Y/Not Gen Y who receive Direct Deposit
 © 2011 Javelin Strategy & Research

Thank You

Javelin provides superior direction on key facts and forces that materially determine the success of customer-facing financial services, payments and security initiatives. Our advantages are rigorous process, independent position, and expert people.



**For questions regarding access
to Javelin research please contact:
inquiry@javelinstrategy.com**

© 2011 Javelin Strategy & Research. All rights reserved. This data was provided to accompany a report which was licensed for use by the original subscribing client only. The data and report is protected by copyright and other intellectual property laws. Licensors may display or print the content for their use only, and may not sell, publish, distribute, re-transmit or otherwise provide access to the content of this report without permission.

