

Sample User Profile

Unbanked - Example

- Single male, 22 years old
- Has no bank account (doesn't trust banks)
- Very low income – earns less than 50% of the median income
- Works as a dishwasher and moonlights as a handy man to make ends meet; income consists of payroll checks and cash
- Uses a local check cashing service
- Pays bills with cash or money orders (cable, electricity, water, rent, phone)
- Occasionally, he is forced to wait until the due date of his bill and uses an Express Payment Service
- Relies on public transportation



Total Fees:
\$330

Public Transportation	72	= \$3.00 x 24/yr
Express Pay Fees	20	= \$9.95 x 2/yr
In Person Bill Pay "Convenience" Fees	60	= \$5.00 x 12/yr
Postage	14	= \$0.39 x 36/yr
Money Orders	34	= \$0.95 x 36/yr
Check Cashing Fees	130	= \$5.00 x 26/yr

No Bank Account

Source: Fictional depiction of underserved consumer based on Visa analysis

The Costs of Being Underserved

Check cashing and other payment-related fees are only part of the story

- Check cashing fees
- “Convenience fees” for bills paid in cash
- Money orders, postage fees and cost of associated lead time
- Express Payment Services
- Transportation costs to pick up check(s), get to a check cashing store and pay bills in person
- Late fees that could be avoided paying online, via phone or through recurring bill payment
- Fees to reconnect services when disconnected due to late payment

- Time spent in transit and waiting in line to cash checks and pay bills
- Inability to conduct basic payment transactions like AFDs, bill-payments and travel reservations
- Can’t receive direct deposit
- Risk of carry large amounts of cash
- No access to consumer protections associated with a Visa payment card
- Disruptions in services due to late payments that could have been made by phone or online
- Inability to enjoy the prestige of having a Visa card and feeling “like everyone else”

Source: Visa analysis