Financial Inclusion for Immigrant Consumers Roundtable

Hispanics & Prepaid Cards

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Miriam De Dios, CEO Coopera
Prepaid Reloadable Cards

• Growing interest and use of prepaid reloadable cards
• Consumers want options
Hispanics and Prepaid Cards

• Between 2011 and 2012, Latinos drove all of the growth in prepaid card use.
• Latinos make up 15 percent of all consumers using prepaid debit cards.
• By 2017, the percentage of Latinos using prepaid cards will increase to 16% and the number of Latinos depending on prepaid cards will exceed 6 million.

Source: Packaged Facts, 2012
Hispanic Prepaid Card User Survey

• Most users were attracted to their card because it seemed convenient, in addition:
  – Cheaper than going to a check cashier
  – Prefer a card over cash

• Top four uses:
  – Pay bills
  – Make purchases online
  – Shop for household items
  – Emergency safety net

Source: National Council of La Raza 2011 Perspectives on Pre-Paid Cards from Low-Income Hispanic Tax Filers
Cardholder Benefits

- Safety
- Easy integration and introduction into financial mainstream
- Saves time and money as an alternative to check-cashing, buying money orders, using money transfers
- More access to money with a Visa/MC card
- Convenient use (online usage, loading, secondary cards)
- Budgeting tool
- Bilingual materials and cardholder support
Why Not a Debit Card?

- Some limitations on checking account/debit card access, support and language availability
- Members may not be ready for a checking account and prefer a prepaid option
- Members may want to use their cards for a specific use
- Members may want more convenience
What to Look for in a Partner

- Consumer friendly fees
- Acceptance of alternative forms of ID to open
- Availability of secondary cards to send abroad
- Text message alerts
- Culturally relevant and bilingual experience from end to end
Coopera Resources

• Coopera White Papers
  – Prepaid Cards are not Created Equal
  – Attract the Hispanic Community with Reloadable Prepaid Cards

• Coopera Prepaid Reloadable Card Program

More information at cooperaconsulting.com
THANK YOU!
Contact Coopera

Miriam De Dios
CEO
dedios@cooperaconsulting.com
515-221-6102

1500 NW 118th Street
Des Moines, Iowa 50325
866.518.0214
cooperaconsulting.com
blog.cooperaconsulting.com

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