What Can We Do To Help?

Adopting Age-friendly Banking To Improve Financial Well-Being For Older Adults

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About CCRH
Advocacy & Research on Age-Friendly Banking

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Research Process

- 400 Survey Responses
- Nine Roundtable Conversations with 150 participants
- All low-income seniors living in affordable rental housing
- No demographic data
Resident Survey: Age-Friendly Banking and Elder Financial Abuse

Please answer the following questions. If you need more space, attach an additional page.

BANKING SERVICES AND PRODUCTS
1. What banking services and products have you used within the past year? Please check all that apply.
   [ ] Small business loans
   [ ] Consumer loans
   [ ] Automobile loans
   [ ] Annuities (e.g., insurance, etc.)
   [ ] GO DIRECT card to receive any Social Security benefits electronically
   [ ] Other pre-paid cards
   [ ] Debit cards
   [ ] Credit cards
   [ ] Checking account:
     Service Fee ( ) Required ( ) Not required ( ) Don’t know
     Minimum balance/deposit ( ) Required ( ) Not Required ( ) Don’t know
   [ ] Savings account:
     Service Fee ( ) Required ( ) Not required ( ) Don’t know
     Minimum balance/deposit ( ) Required ( ) Not Required ( ) Don’t know
   [ ] Options for caregiver account access
   [ ] Other, please specify:

2. Within the past year, have you used a non-bank company to cash a check or borrow money?
   Check cashing service: [ ] Yes [ ] No
   Payday loan service: [ ] Yes [ ] No
   Name of service(s) used:

3. If ‘Yes’, were you satisfied with the costs, terms, and conditions of the service you received?
   Check cashing service: [ ] Yes [ ] No
   Payday loan service: [ ] Yes [ ] No
   If not satisfied, please explain why not:

BUDGETING AND MANAGEMENT
Please respond to each of the following statements with either ‘True’ or ‘False’.

4. Within the past year, I have reviewed my expenses such as housing, transportation, food, insurance, prescription drugs, and other daily needs, and created a budget for my future spending.
   [ ] True [ ] False

5. If faced with a significant financial emergency, I feel confident I have adequately planned and saved well enough to weather the emergency for at least three (3) months.
   [ ] True [ ] False, please explain:

FINANCIAL ABUSE
6. Within the past year have you requested a credit report? [ ] Yes [ ] No

7. If ‘Yes’, did you notice a discrepancy in your credit report, such as an unknown address, name, loan, or credit card purchase that is not yours? [ ] Yes [ ] No [ ] Don’t know
   [ ] Yes, please explain:

8. Have you within the past year received a phone call, mail, email, or visit from someone you don’t know asking for personal financial information (e.g. credit card number, banking account numbers, Social Security numbers, Medicare or other personal information)?
   [ ] Yes (Credit card number)
   [ ] Yes (Banking account number)
   [ ] Yes (Social Security number)
   [ ] Yes (Medicare information)
   [ ] Other personal information, please specify:

9. Within the past year, do you feel you have been the victim of financial abuse?
   [ ] Yes [ ] No [ ] Don’t know
   [ ] Yes, please explain who took advantage of you. What happened:

INCOME SUPPORTS
10. Of the following income support programs, please note those you are currently receiving.
   [ ] Supplemental Security Income (SSI)
   [ ] Social Security
   [ ] Social Security Disability Insurance
   [ ] Other
11. Other, please specify:

INFORMATION AND TRAINING NEEDS
12. Please rank in the order of importance the following subjects that you would most like to learn about to improve your financial security, with one (1) being the most important.
   - Preparing a household budget
   - Planning for retirement
   - Using banking services and products
   - Claiming the federal Earned Income Tax Credit
   - Detecting and avoiding financial fraud and identity theft
   - Accessing income support programs
   - Accessing quality, affordable health care
   - Other, please describe:
FINDINGS
#1

Older Adults Want and Need Low-Cost Checking Accounts without Minimum Deposit Requirements

- 90% have Bank Accounts
  - Lower for monolingual Spanish speakers (71%) and extremely low-income people (84%)
- 84% rely on Social Security
- Upset over bank fees, minimum balance requirements, and overdraft consequences
#2
Older Adults Want Low-Interest Lending and Credit Products for Emergency Use

- 27% have Savings Account
- 42% have Credit Cards
- 3% use Payday loans
- 83% support Credit Card with $1,000 maximum balance and >5% interest
#3
Older Adults Need Assistance Accessing Public Benefits and Income Supports

- Significant confusion over *Social Security GoDirect*
- Accountability and Oversight of Representative Payees

- CalFresh Benefits significantly underutilized
  - Only 4% of respondents said they received CalFresh
  - Only 1/3 of eligible older adults receive food benefits
Older Adults Need Help Avoiding Financial Abuse and Fraud and Desire More Educational and Legal Training

- Significant under-reporting of fraud (6%)
- 15% of respondents described “fraud” as unjust bank fees and benefits cuts
- Highest risk – being financially exploited by a trusted individual
#5
Older Adults Want In-Person Costumer Service

- Desire for more personal relationship with their bank
- Concerns over identity theft cited as biggest reason older adults not use online banking
#6
Older Adults Need Early Intervention
Retirement Planning

• “No one wants to be old and broke…but here we are.”

• Only 13% expressed interest in budgeting or retirement assistance

• CCRH success with values-based budgeting discussions
Additional Research
Additional Research

- 41% Latinos and 30% of African Americans do not participate in formal financial sector, compared to only 7% of Whites

- Qualitative analysis allow us to better understand human behavior, reasons why or why not they use financial services, and savings patterns
Recommendations
Recommendations

1. Increase Low-Cost Banking and Provide Financial Products to Help Older Adults Facing Emergency
2. Help Older Adults Access Income Support Programs
3. Prevent Financial Abuse and Fraud
4. Integrate Services for the Elderly through Dedicated Customer Service
5. Provide and Support Early-Intervention Retirement Counseling
CCRH Activities
Financial Literacy
National Neighbors Silver Program

- Place- Based Information & Delivery
- Engaging under-resourced rural and suburban communities
- 100% Low-Income Senior Audience
- Strong Partnerships with Financial Institutions
- Thorough Interpretation of “Consumer Protection”
- Customized Curriculum using MoneySmart
CCRH Bank Partners