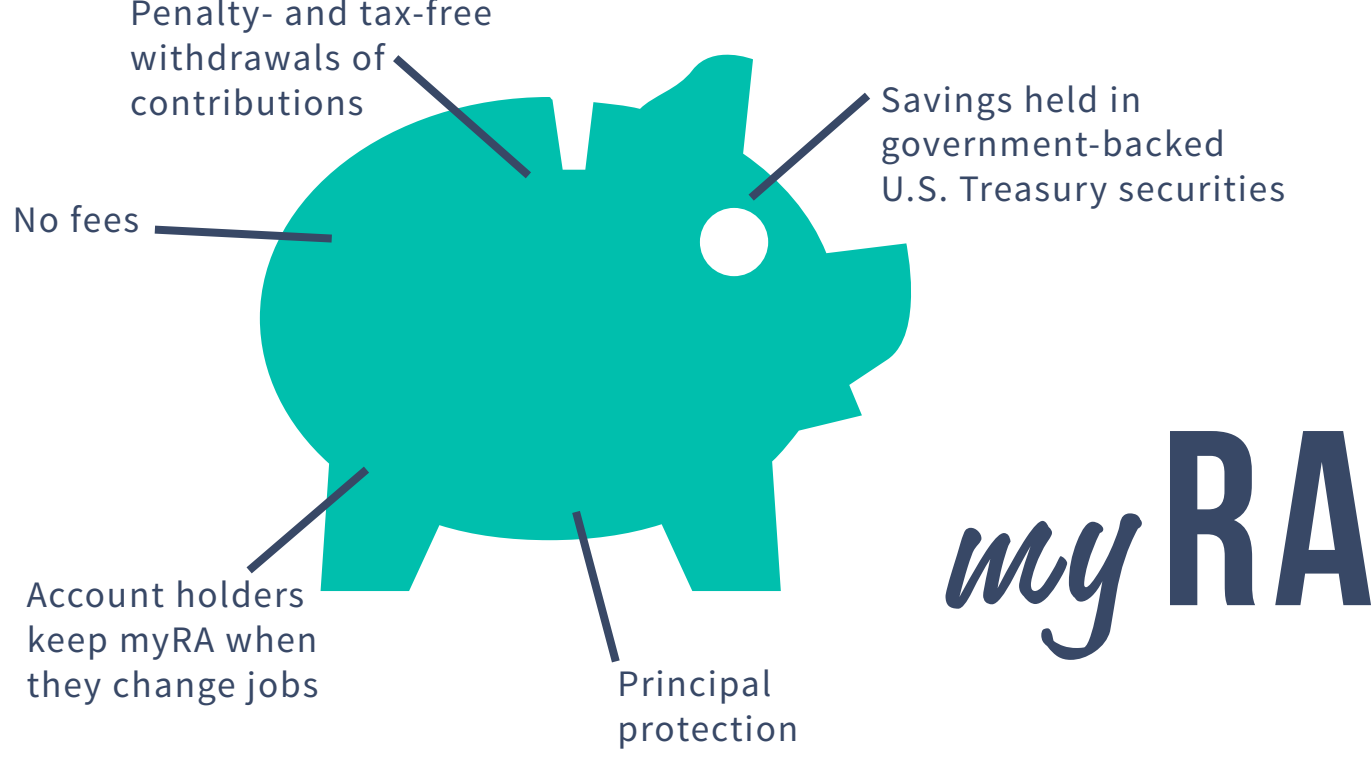


INTRODUCING A NEW PRODUCT FROM THE U.S. TREASURY



THE SURVEY RESULTS ARE IN

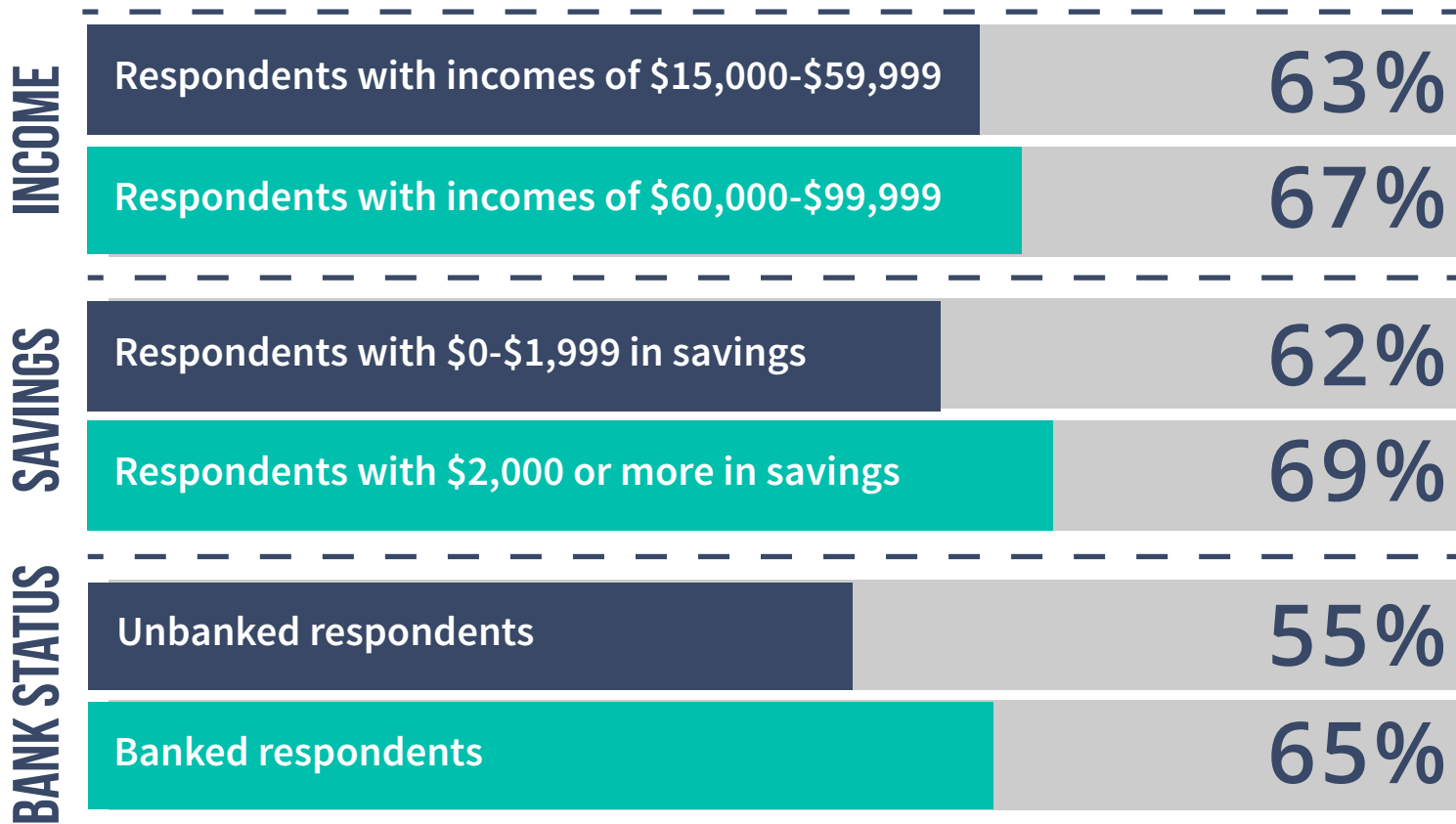
2,530 people were surveyed about whether they would be interested in using a new government-backed savings account similar to myRA



64% of people were interested

FINANCIALLY VULNERABLE RESPONDENTS ARE INTERESTED

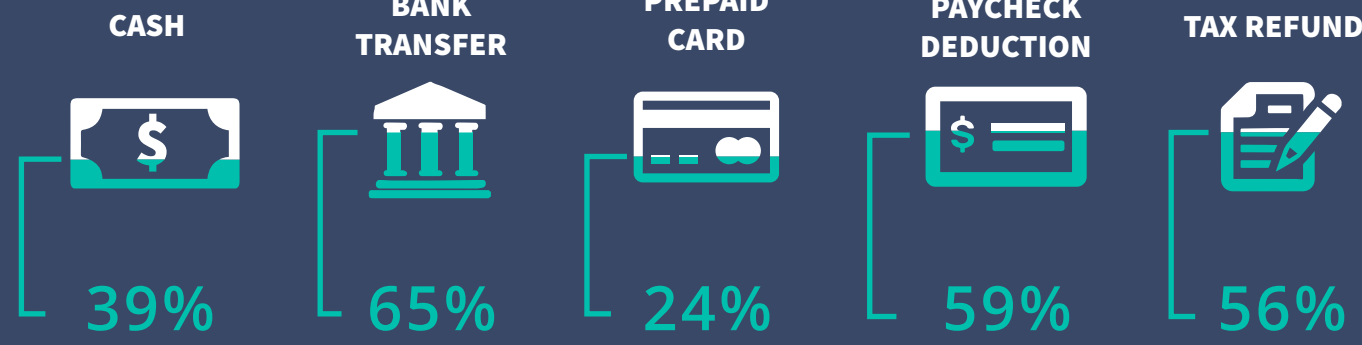
LEVEL OF INTEREST IN myRA BASED ON:



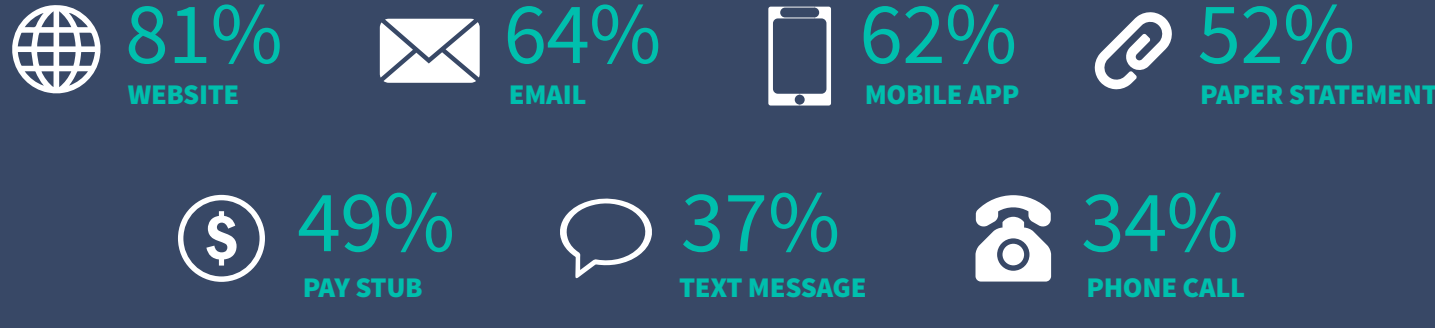
HERE ARE A FEW RECOMMENDATIONS TO MAKE myRA EVEN BETTER

1 PROVIDE SEVERAL DEPOSIT AND ACCOUNT MANAGEMENT OPTIONS

Respondents were interested in making deposits in a variety of ways*:



Though most respondents were interested in managing their accounts online, they also wanted other tools*:



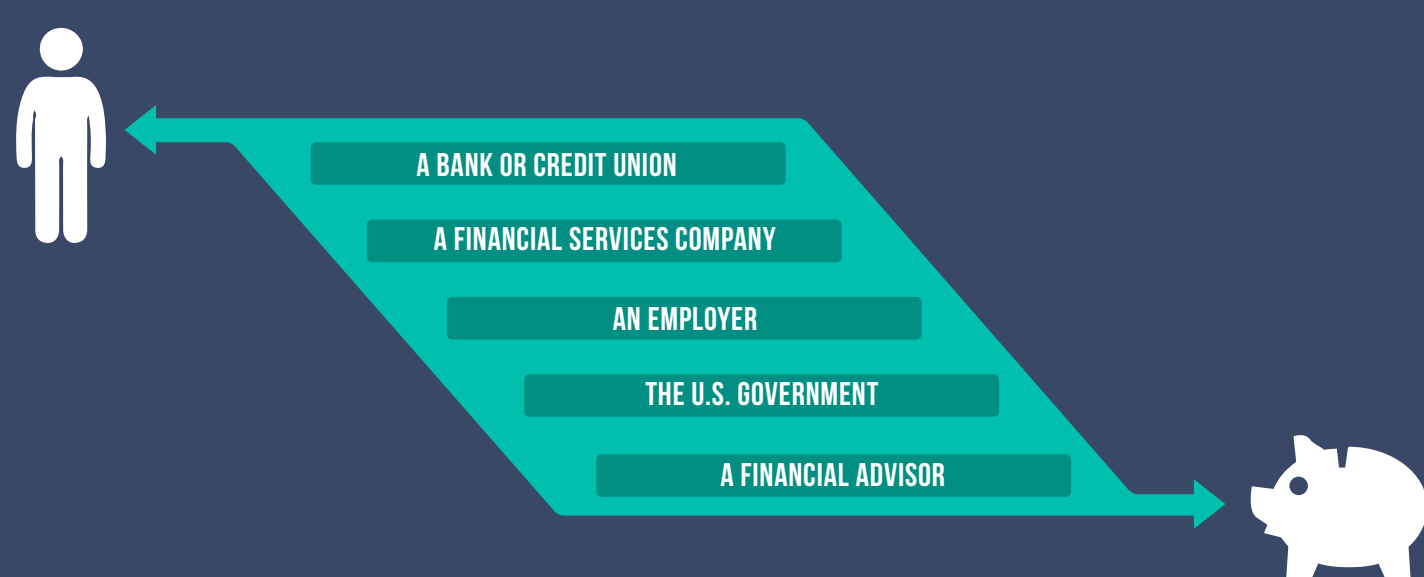
2 HIGHLIGHT THE PROTECTION AND FLEXIBILITY THAT myRA AFFORDS BY MARKETING IT AS A LOW-RISK, GENERAL-PURPOSE SAVINGS OPTION

14% The percentage by which respondents preferred a low-risk, low-reward account to a high-risk, high-reward account



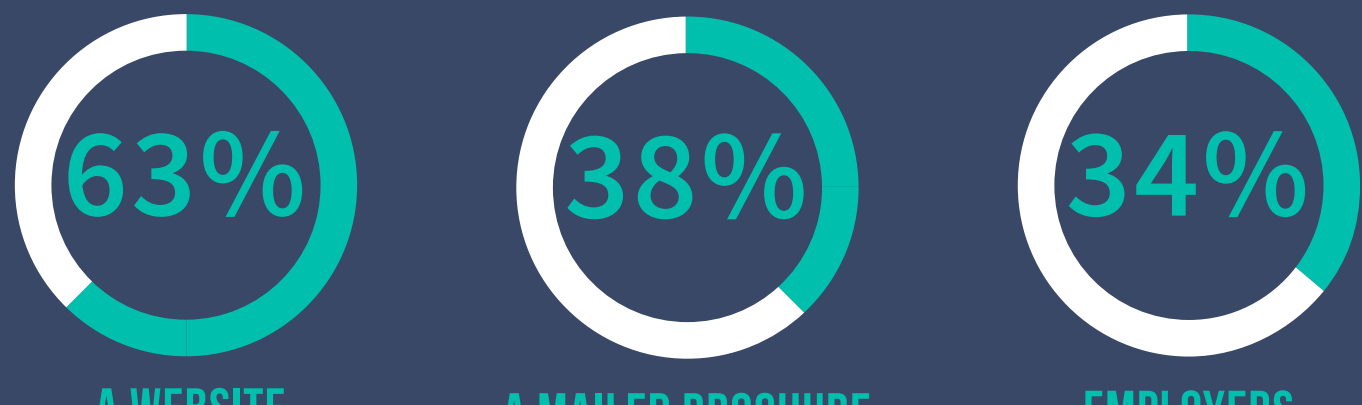
3 OFFER MULTIPLE CHANNELS THROUGH WHICH CONSUMERS CAN OPEN THE ACCOUNT TO MAKE IT MORE ACCESSIBLE

At least 40% of respondents said they were interested in opening the account through each of the following channels*:



4 COMMUNICATE USING A VARIETY OF TACTICS TO INFORM POTENTIAL USERS ABOUT THE ACCOUNT

The top three ways respondents wanted to learn about the account were through*:



ABOUT DOORWAYS TO DREAMS FUND

Doorways to Dreams (D2D) Fund is a national nonprofit headquartered in Boston whose mission is to strengthen the financial opportunity and security of low-to-moderate income consumers by discovering ideas, designing solutions, pilot testing and evaluating designs, and driving innovations to scale. To do this, D2D works with the financial services industry, government agencies, national nonprofit groups, state and local community groups, and public policy organizations. D2D's innovation process has generated solutions including financial capability video games, prize-linked savings products, and tax-time savings opportunities. For more on D2D, go to www.d2dfund.org and follow us on Twitter at [www.twitter.com/d2dfund](https://twitter.com/d2dfund).



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Survey design: Doorways to Dreams (D2D) Fund designed a survey to test consumer preferences for a government-backed savings product. The survey was fielded through Toluna from April to May, 2014, and received 2530 responses. The data has been weighted to be representative of the U.S. population from ages 25-49 according to the 2010 U.S. Census.

Notes: *Respondents were able to select more than one option.