

THE PRIMARY INSTITUTION: WHAT COMMUNITY BANKS CAN DO TO EARN MILLENNIAL LOYALTY

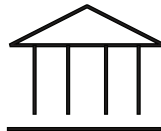
Rewards, convenience, and community are what Millennials look for in a local bank.

UNCERTAIN LOYALTY

48% of Millennials have accounts at more than one type of financial institution.

This could be an opportunity for community banks to turn dormant accounts into primary accounts.

LOCALLY OWNED IS BETTER



46% of Millennials say locally owned (i.e., not a chain) is important when choosing a bank/financial institution for their everyday banking needs.

THE FAMILY THAT BANKS TOGETHER

41%



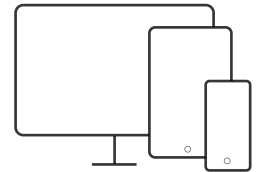
of Millennials say it's important to them to conduct their banking at the same institution as their parents or other family members.

This could indicate a chance for community banks to generate business by asking existing account holders to refer their social networks to your institution.

TECHNOLOGY IS A NECESSARY CONVENIENCE

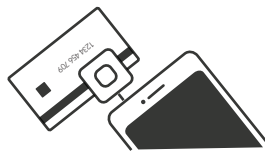
65%

of Millennials would be more open to switching to a community bank if it offered mobile services, such as a mobile app or mobile check deposit.



REWARDS ARE ALWAYS IN SEASON

83%



of Millennials would switch banks if one offered more or better rewards – high interest rate on checking, cash back on purchases, or ATM fee refunds for example – than another.

You've probably heard it before: consumers are on the hunt for great rewards. Will they find them with you?