

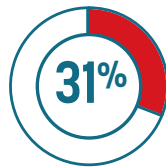
# KASASA

by BancVue®

## Consumers Want Rewards, Not Fees.

When 93% of consumers\* report that few or no fees on checking and savings accounts factor in to where they bank, community financial institutions (CFIs) should take note. And not all fees are equal, according to recent data from the *2015 Consumer Banking Insights Study*.

### Most Hated Bank Fees



monthly service fees



ATM fees



overdraft fees



minimum balance

What might be of special interest to CFIs is that megabank customers\*\* are twice as likely as community bank and credit union account holders\*\*\* to feel scammed by fees. But is this enough to make them switch?



**2 in 5 Americans**

would switch banks for lower fees.

The data shows nearly half of consumers reported they would switch for lower fees. But what about those who don't consider fees a factor?



**51% of consumers reported rewards were important**

when it came to choosing a financial institution.

Consumers want something in return, and rewards fill this need. In fact, 47% reported cash back options were also important when choosing a financial institution. Banks and credit unions that offer consumers rewards will also get something in return: loyal account holders for future growth.