

What Are Consumers Looking for in Their Bank?

Put Your Money Where The Value Is

57%
BANKING SERVICES

More than half of survey respondents feel the money they pay for banking services provides more value than the money they pay for their telephone, television service and financial advice.



5%

FINANCIAL ADVICE



19%

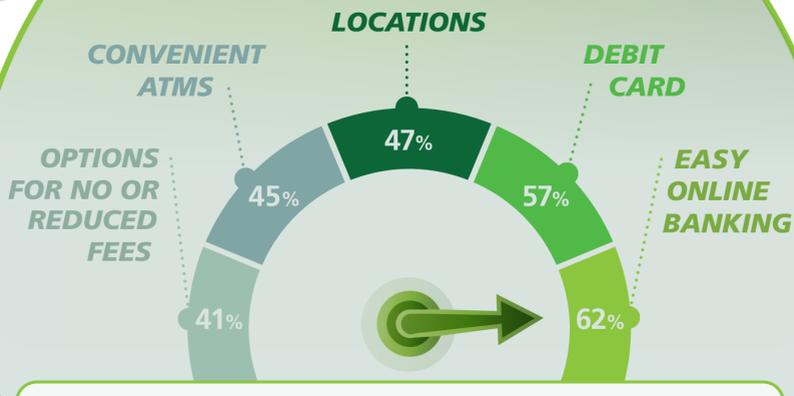
MOBILE SMARTPHONE



19%

TELEVISION SATELLITE

Top 5 Most Valuable Elements When it Comes to Checking Accounts



1 EASY ONLINE BANKING

62% of respondents cited easy online banking as one of the most valuable components of their checking account and day-to-day banking needs.



62%

2 DEBIT CARD

Some banks offer instant issue debit cards, so there is no waiting for the mail man to give you access to your money. Unlike the 71% who say they received their debit card through the mail when first opening a checking account.



57%

3 LOCATIONS

If in-person visits to the bank are important to you, then look for one with a schedule that meets your needs. Some banks offer extended evening and weekend hours at their locations.



47%

4 CONVENIENT ATMs

Having access to a wide network of ATMs with convenient store locations and hours offers great value.



45%

5 OPTIONS FOR NO, OR REDUCED FEES

Despite recent surges of news giving banks flack for fees, less than half (41%) cited options for no, or reduced fees as an element they value the most with their checking account.

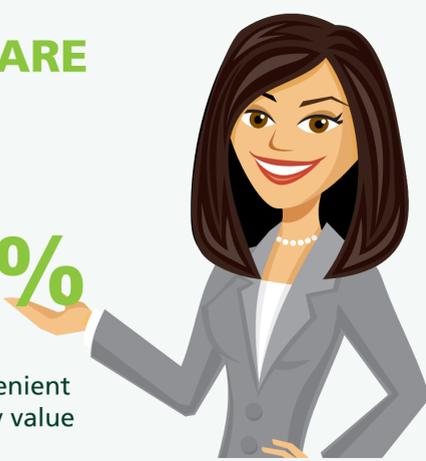


41%

WOMEN ARE OVER

10%

more likely than men to cite convenient locations as a key value in their bank.



However, online banking is the most frequently executed activity with respondents from both sexes...



GOING ONLINE ON AVERAGE 5+TIMES PER MONTH



VISITING THE BANK APPROXIMATELY 2 TIMES PER MONTH

When examining the best or most appreciated thing a bank has done, the number one answer (about one-third of respondents) cited **customer service**, with respondents noting friendly service and helpful service and staff as top considerations.



Get help choosing a checking account at www.tdbank.com/checkingselector/