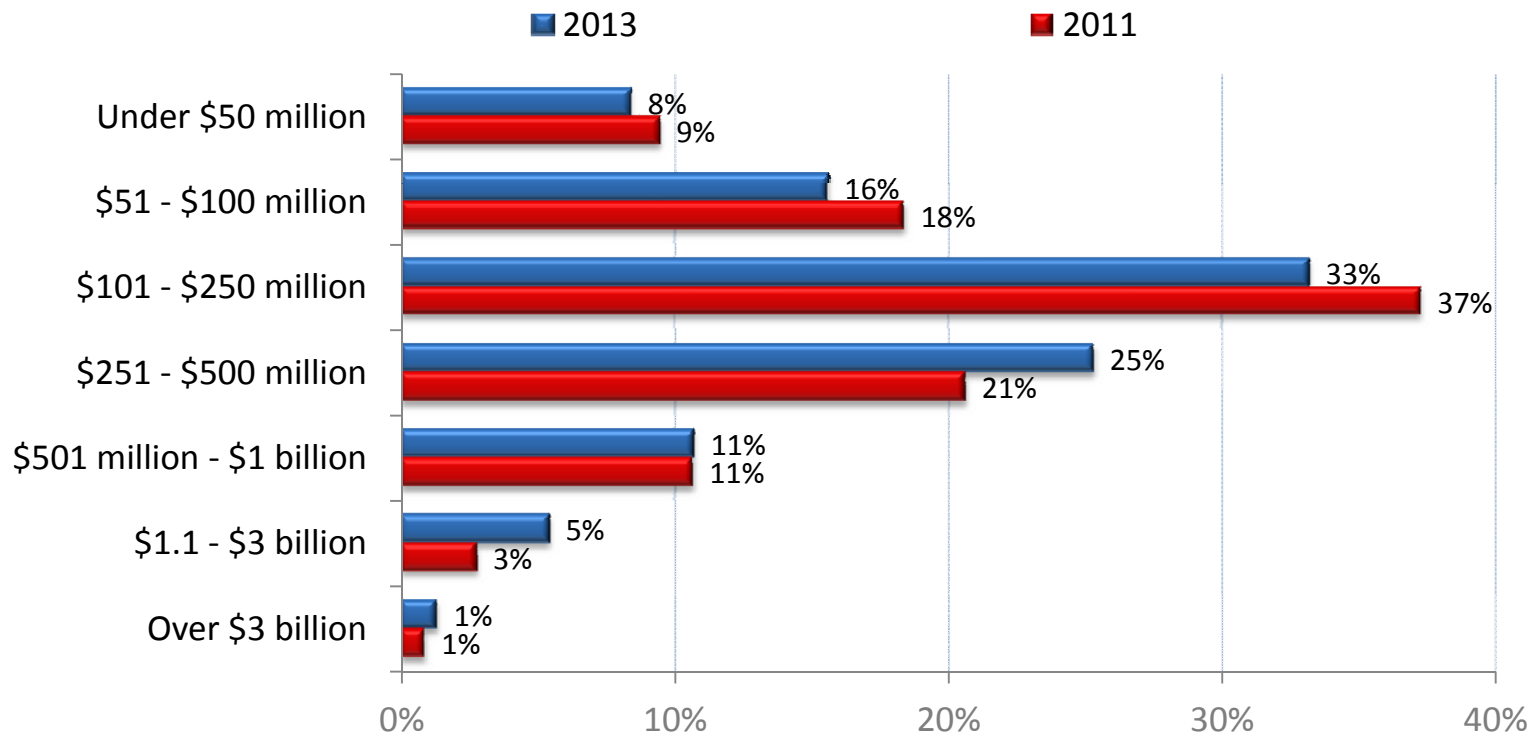


2013 ICBA Community Bank Payments Survey

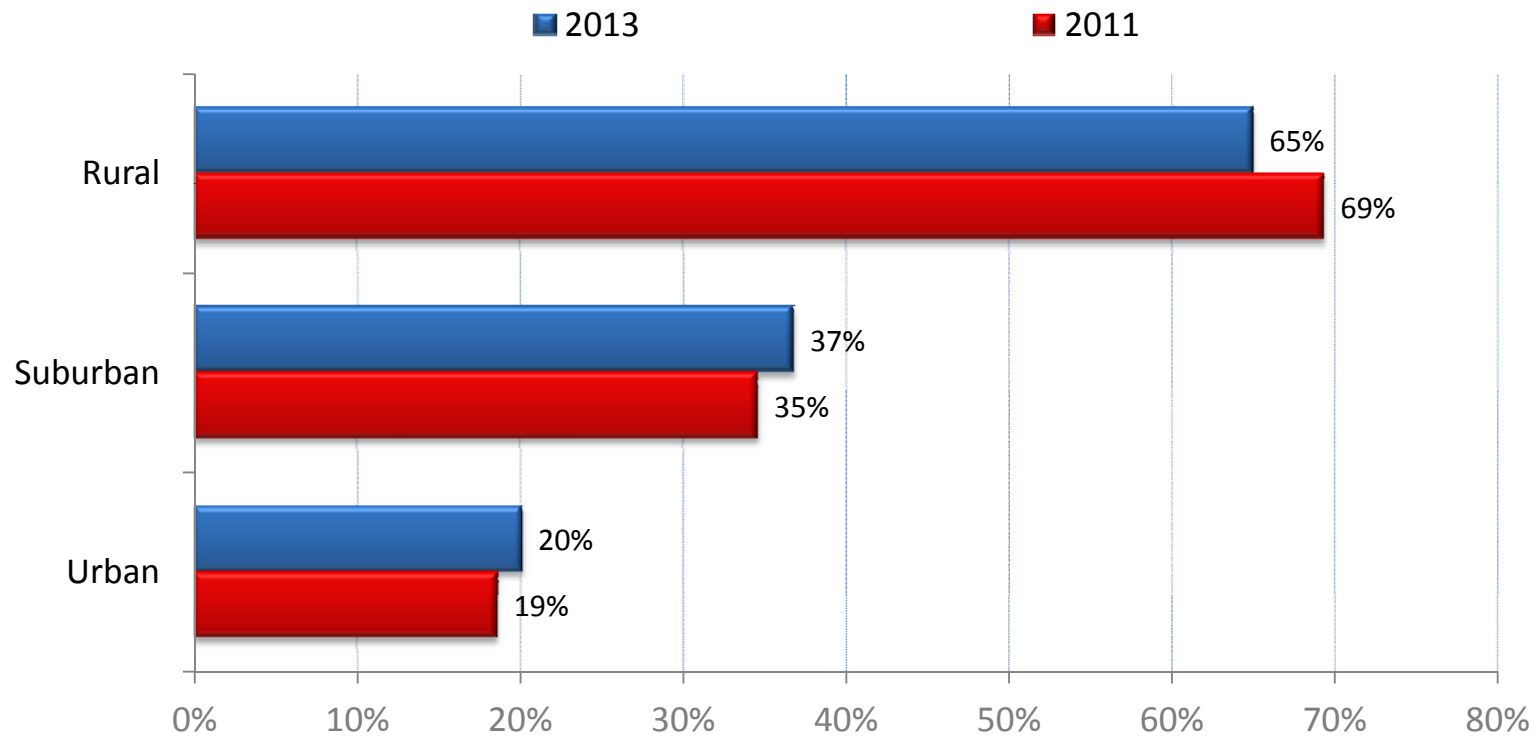
Demographic Data

What is the asset size of your bank/holding company?



Demographic Data

Which of the following BEST describes the geographic areas served by your bank?
(Check all that apply.)

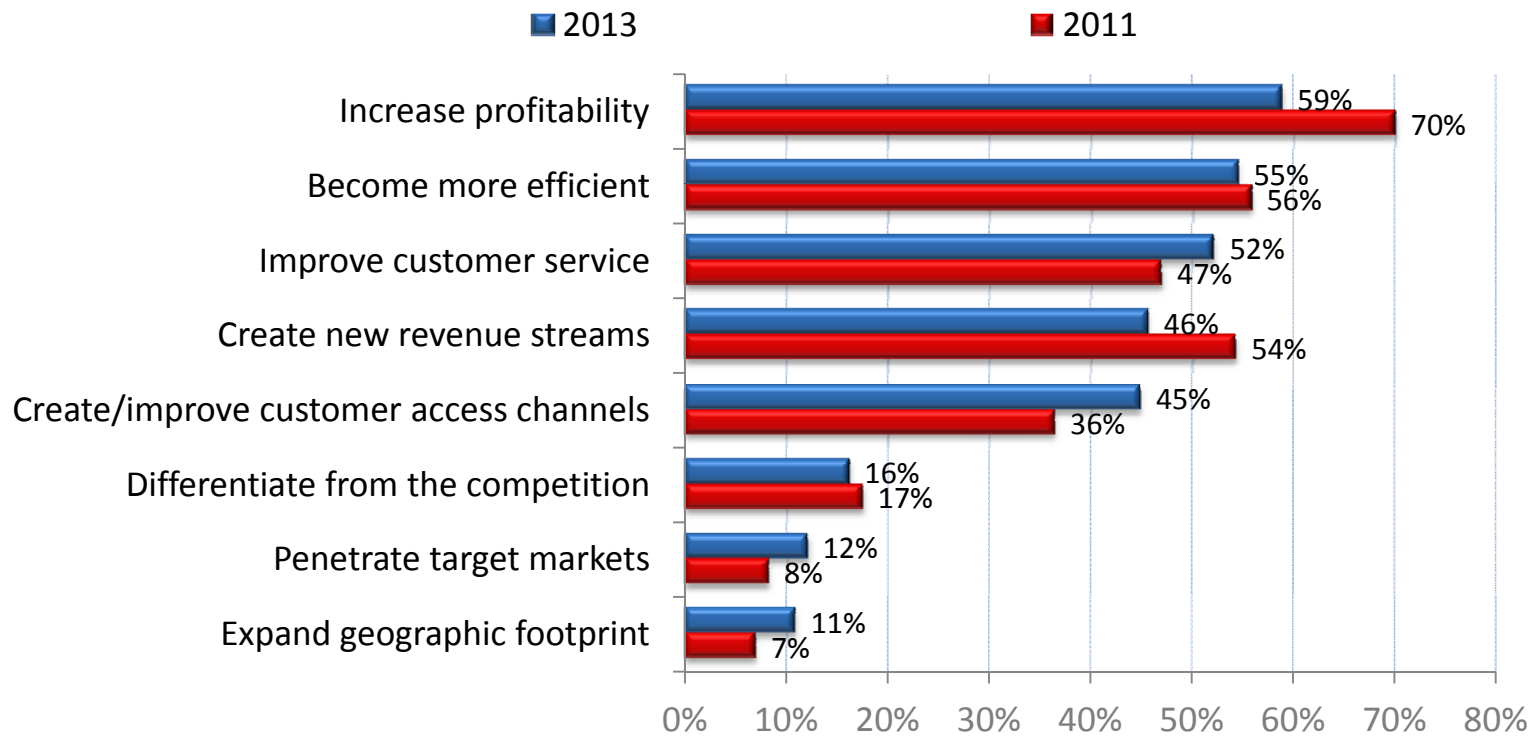


2013 ICBA Community bank Payments Survey

**The evolution of payments:
relationship-builder rather than
revenue source.**

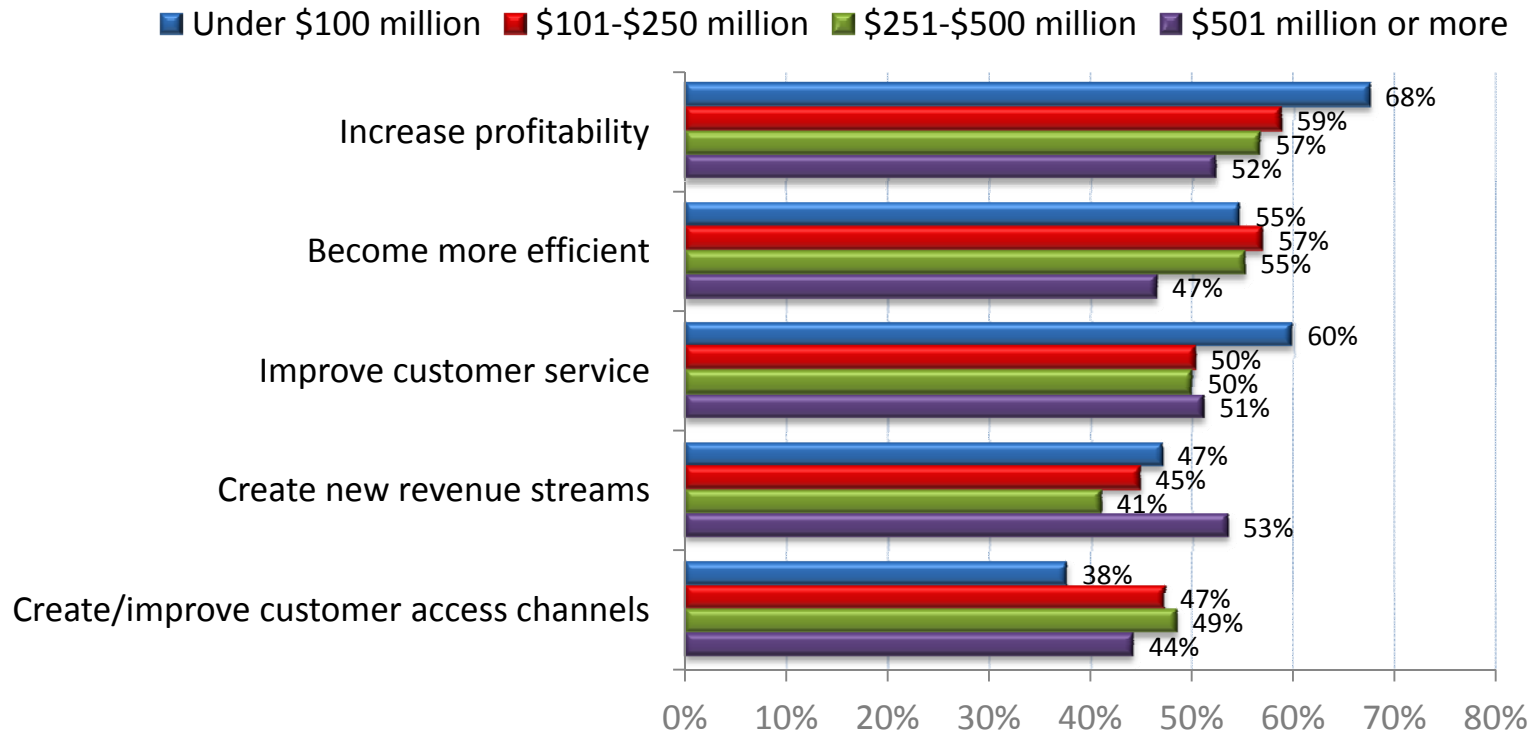
Payments Management and Strategy

Please rank the importance of the following strategies to your bank.
Top 3 - Most important strategies



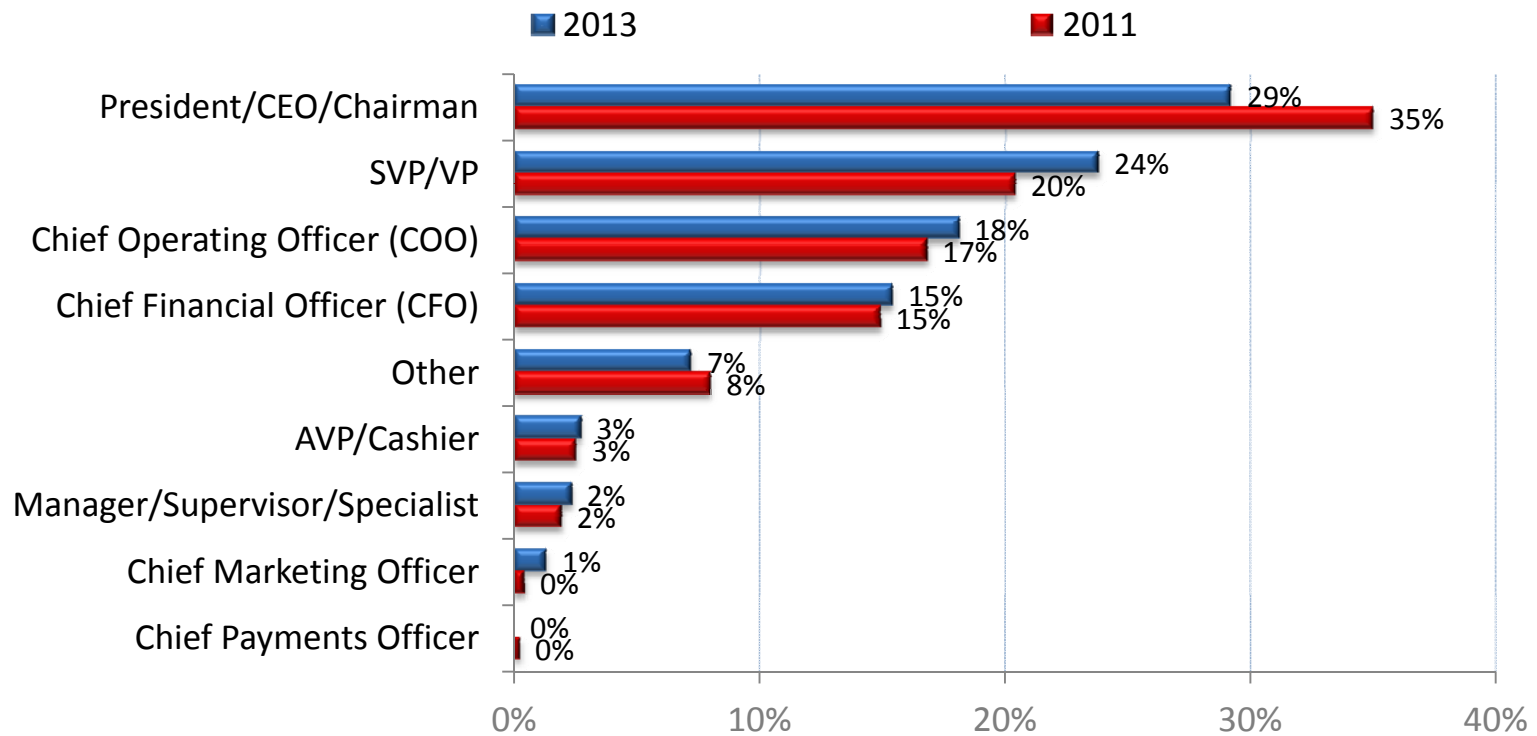
Payments Management and Strategy

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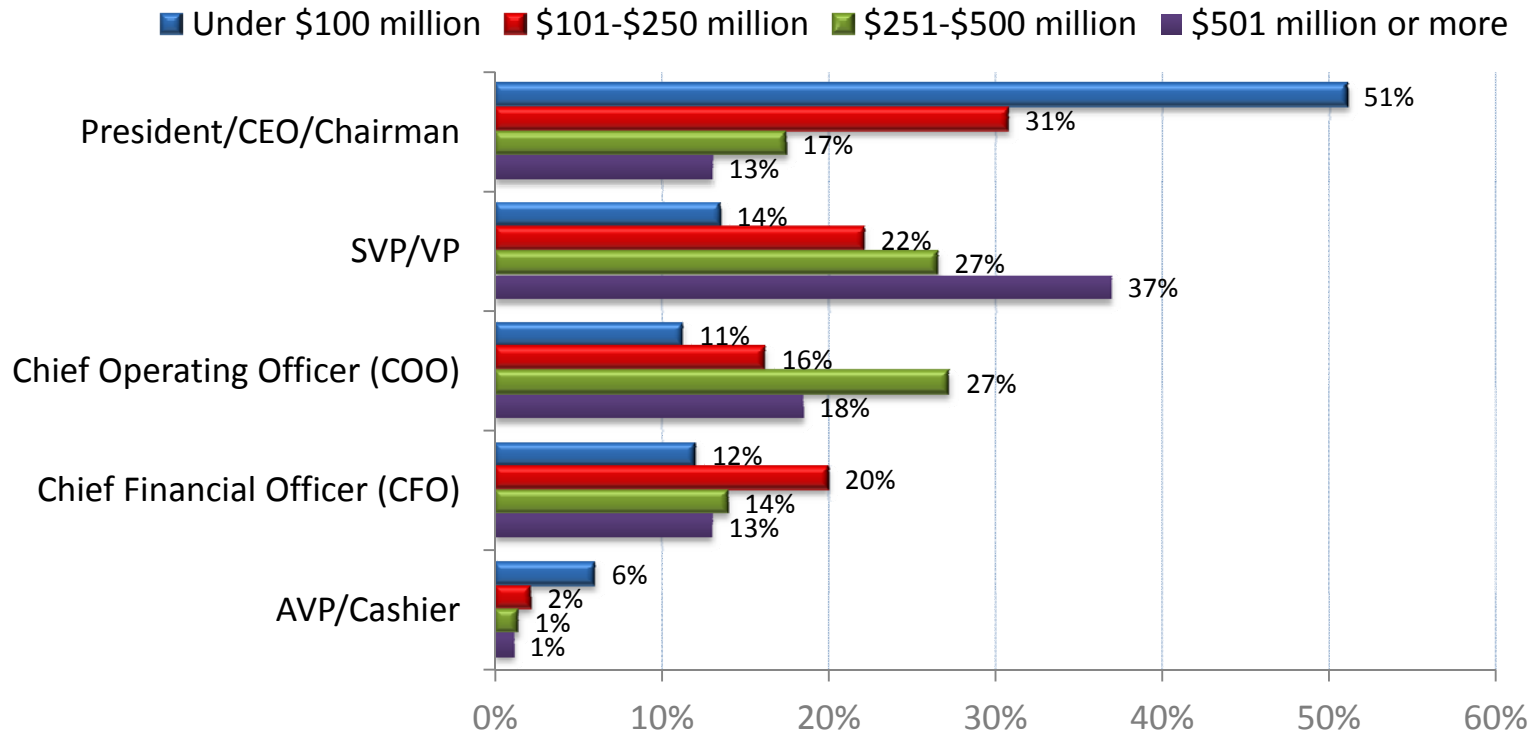
Payments Management and Strategy

What is the title of the person in charge of payments strategy at your bank?



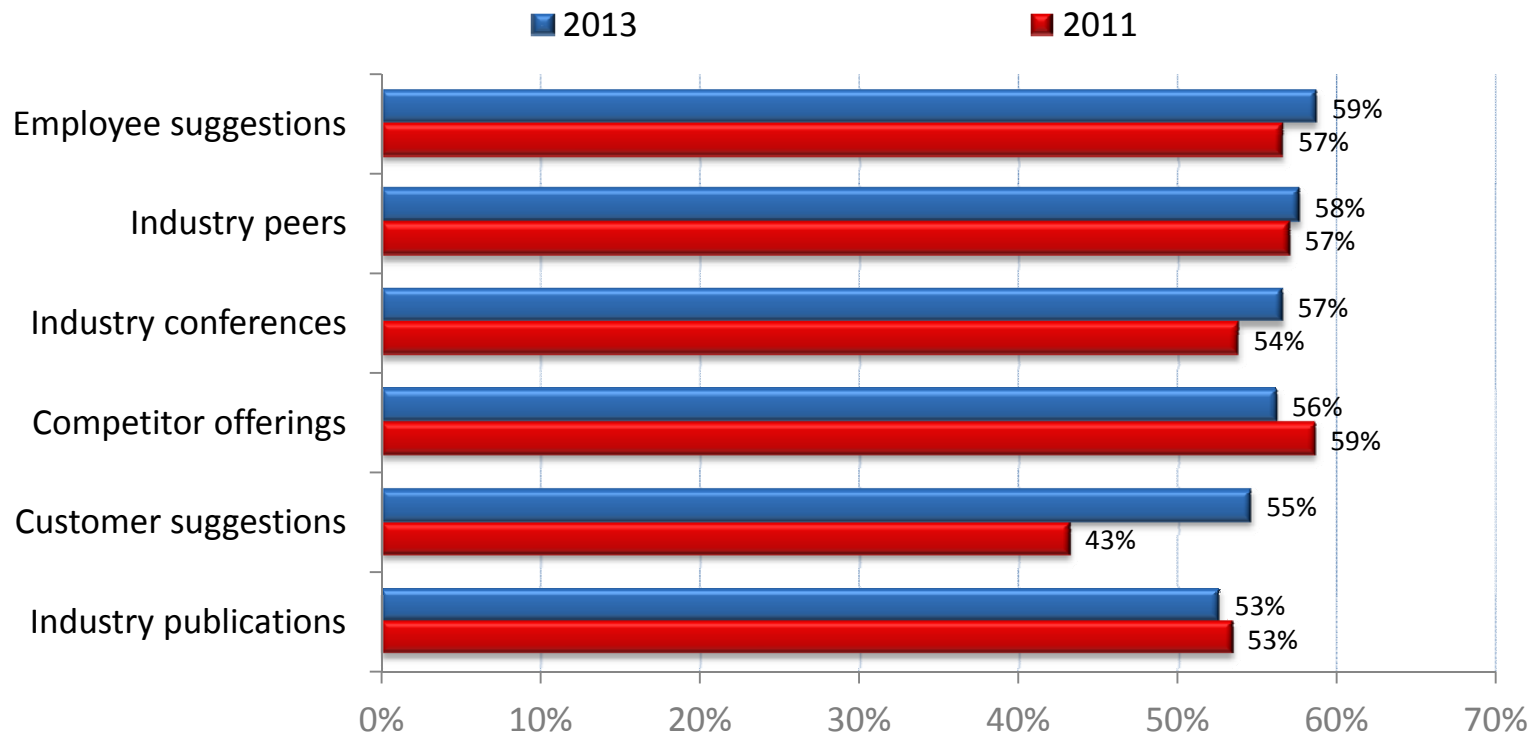
Payments Management and Strategy

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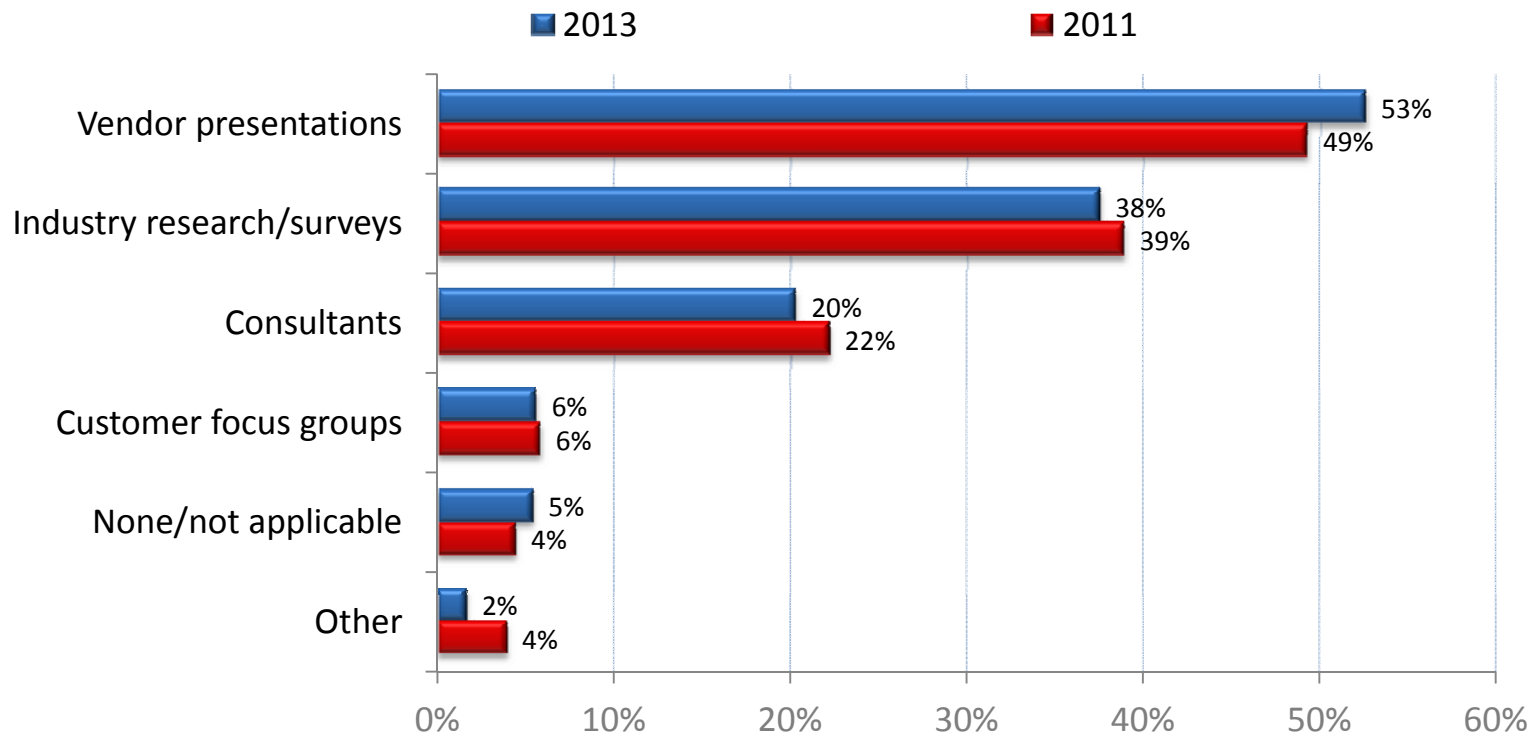
Payments Management and Strategy

What resources does your bank use to develop your payments strategy?(Check all that apply.)



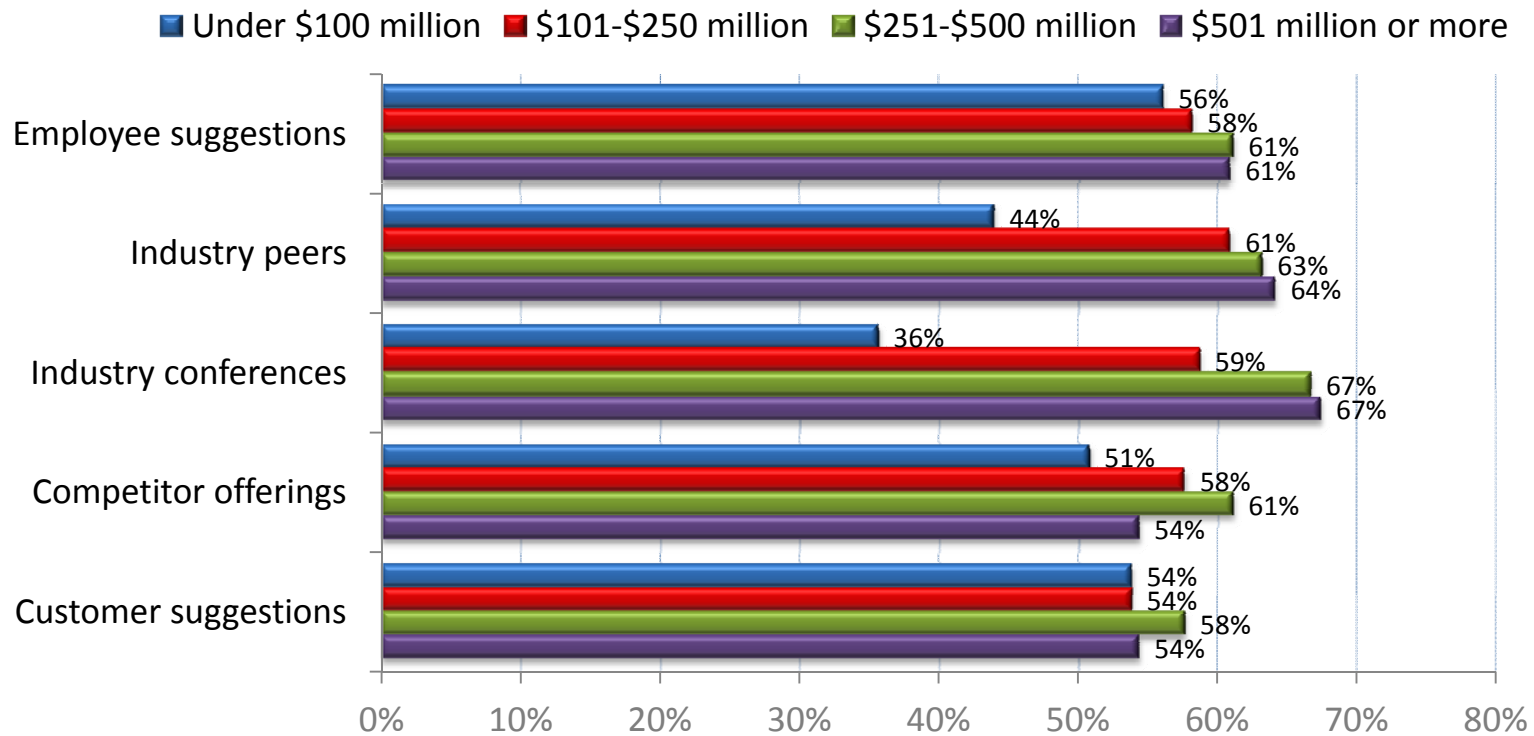
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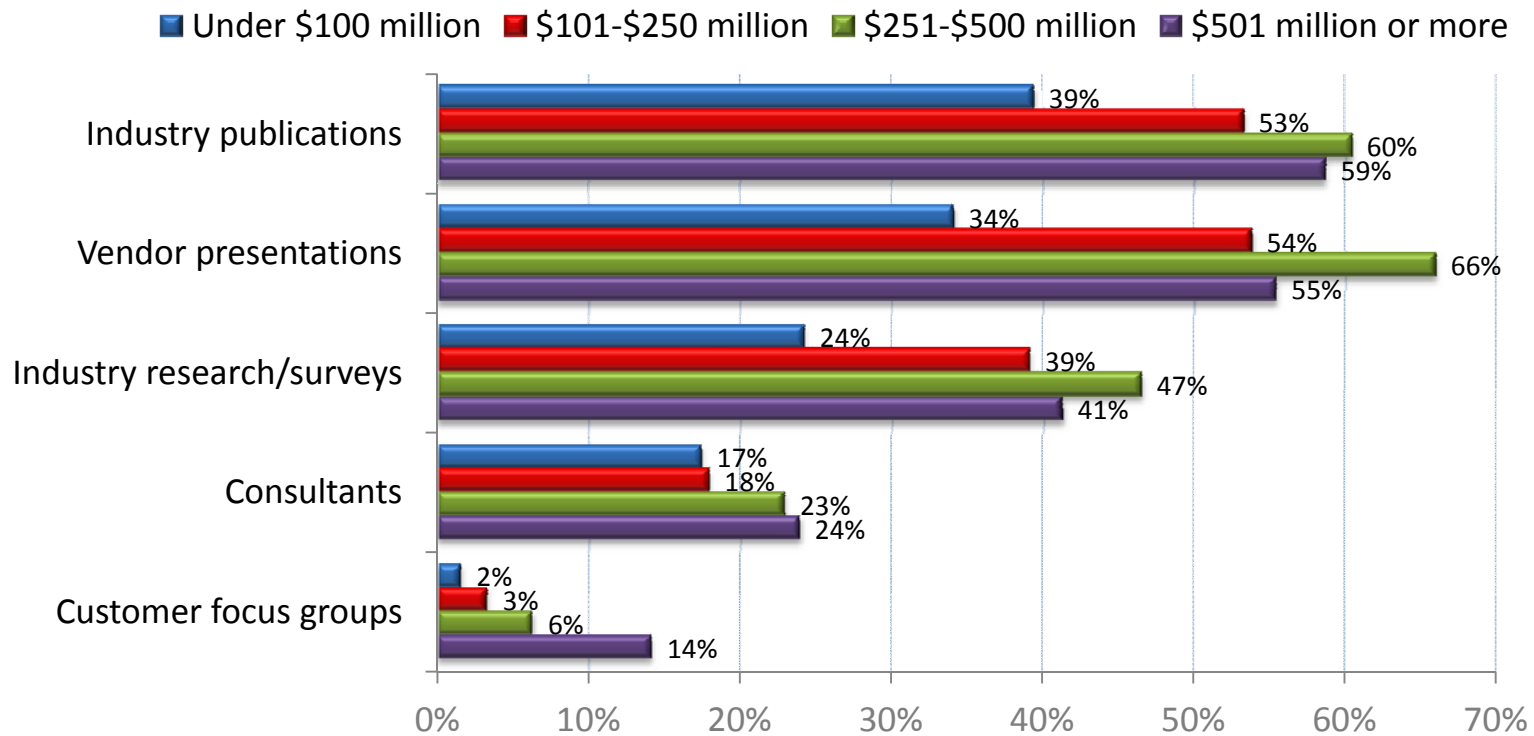
Payments Management and Strategy

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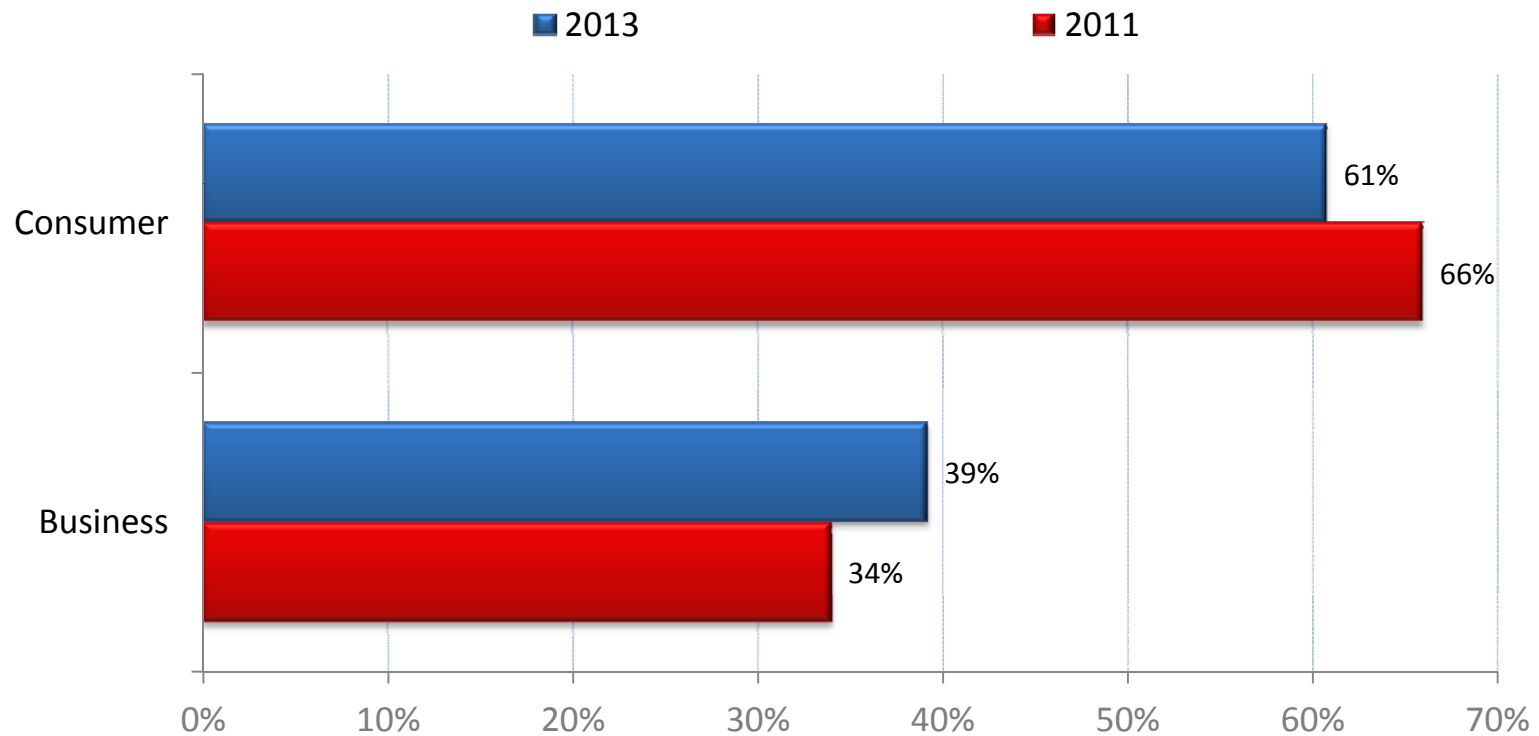
Payments Management and Strategy

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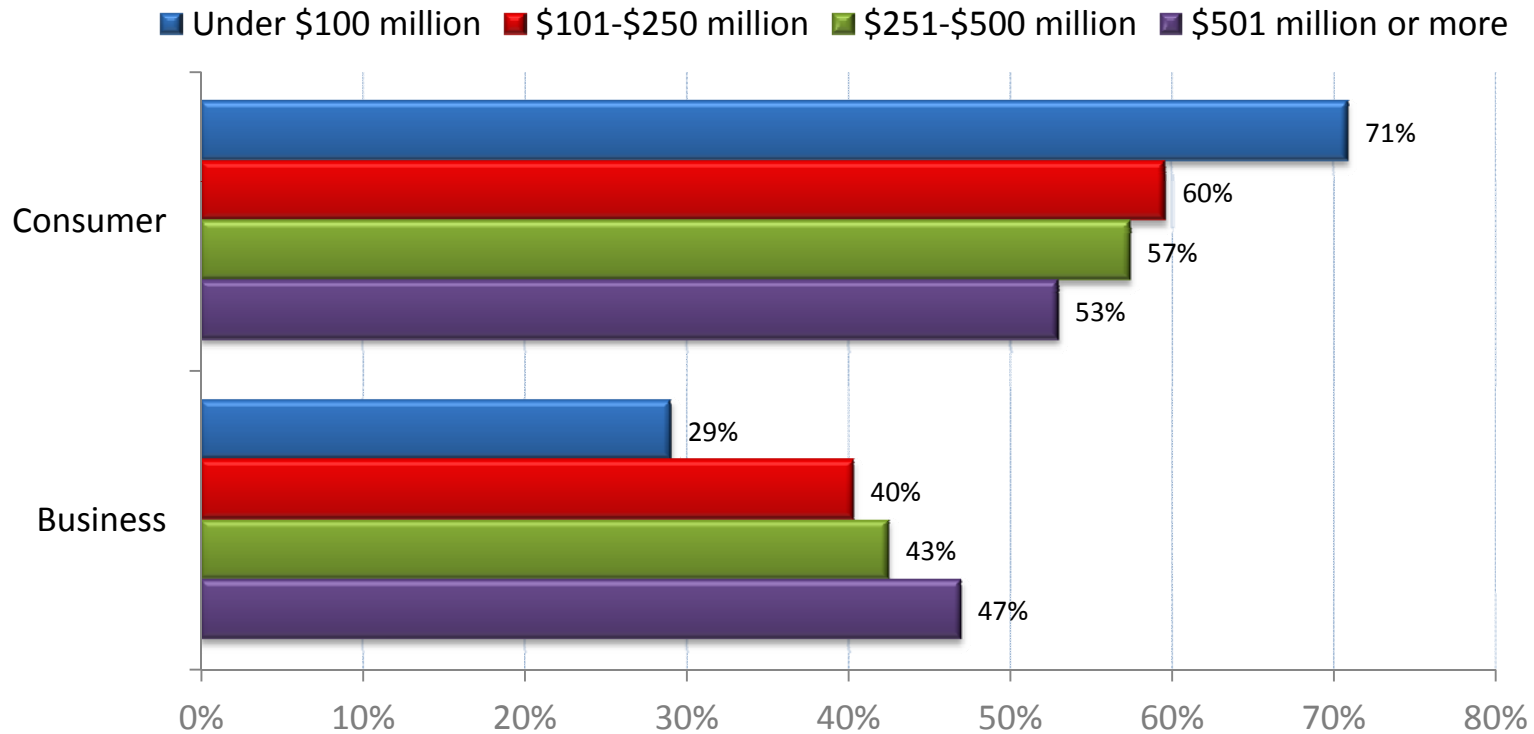
Payments Management and Strategy

Which of the following customer segments is more important to your bank's payments strategy?



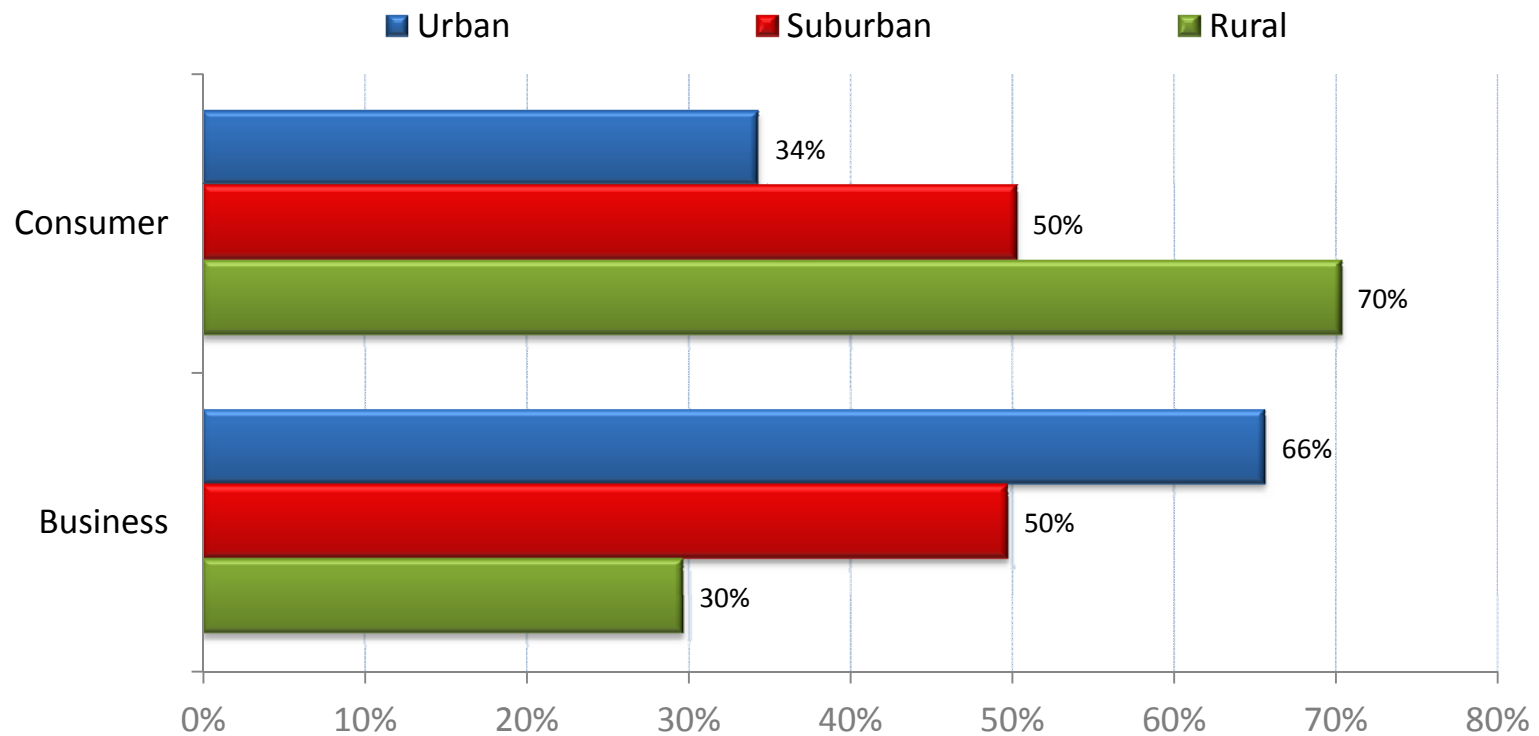
Payments Management and Strategy

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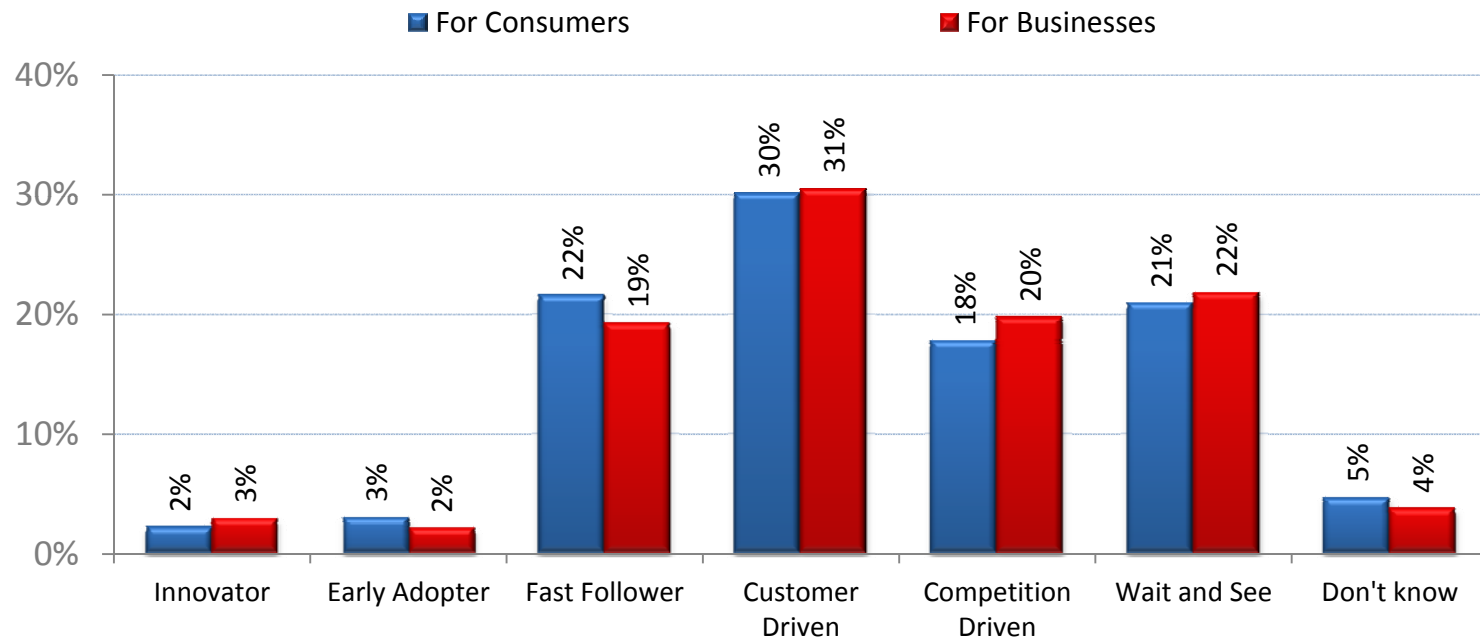
Payments Management and Strategy

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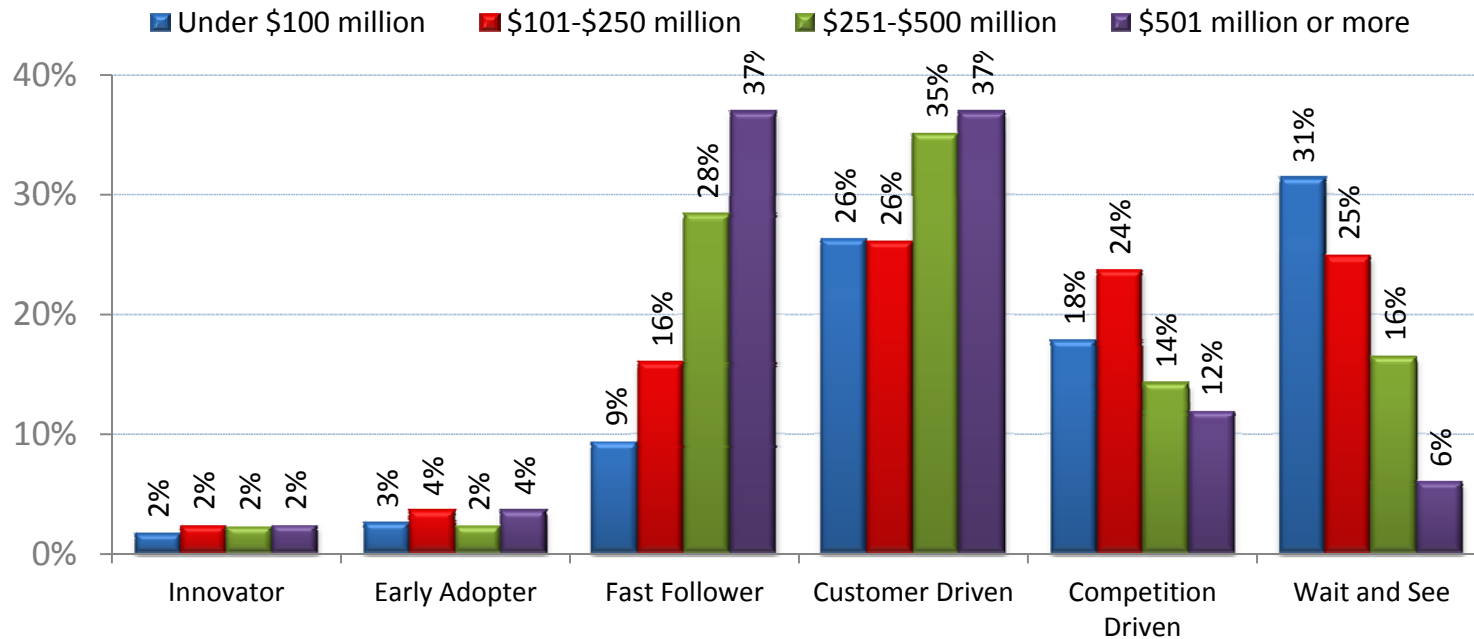
Payments Management and Strategy

Which best describes your bank's approach to investing in payments products and services?



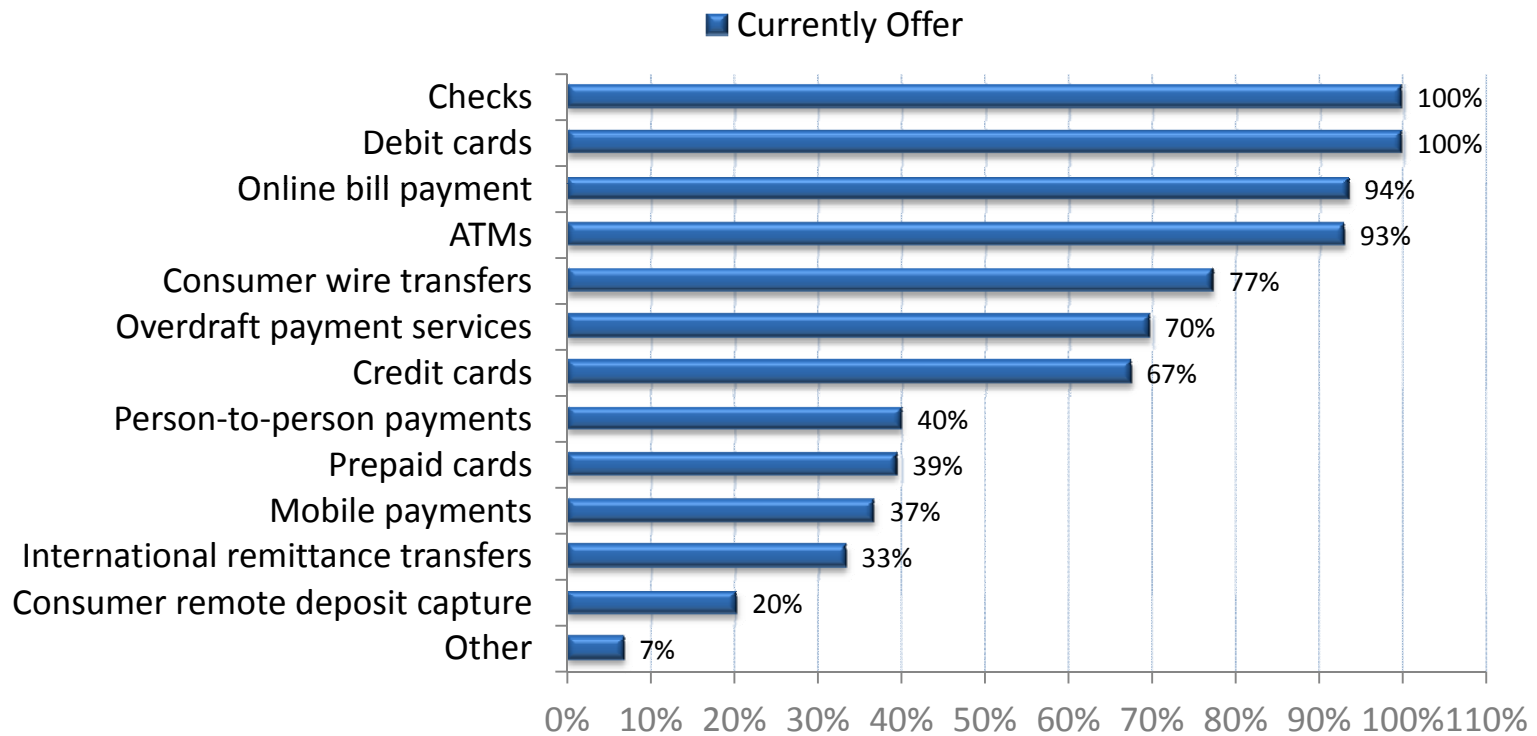
Payments Management and Strategy

Which best describes your bank's approach to investing in payments products and services? **For Consumers**



Consumer Payments Products

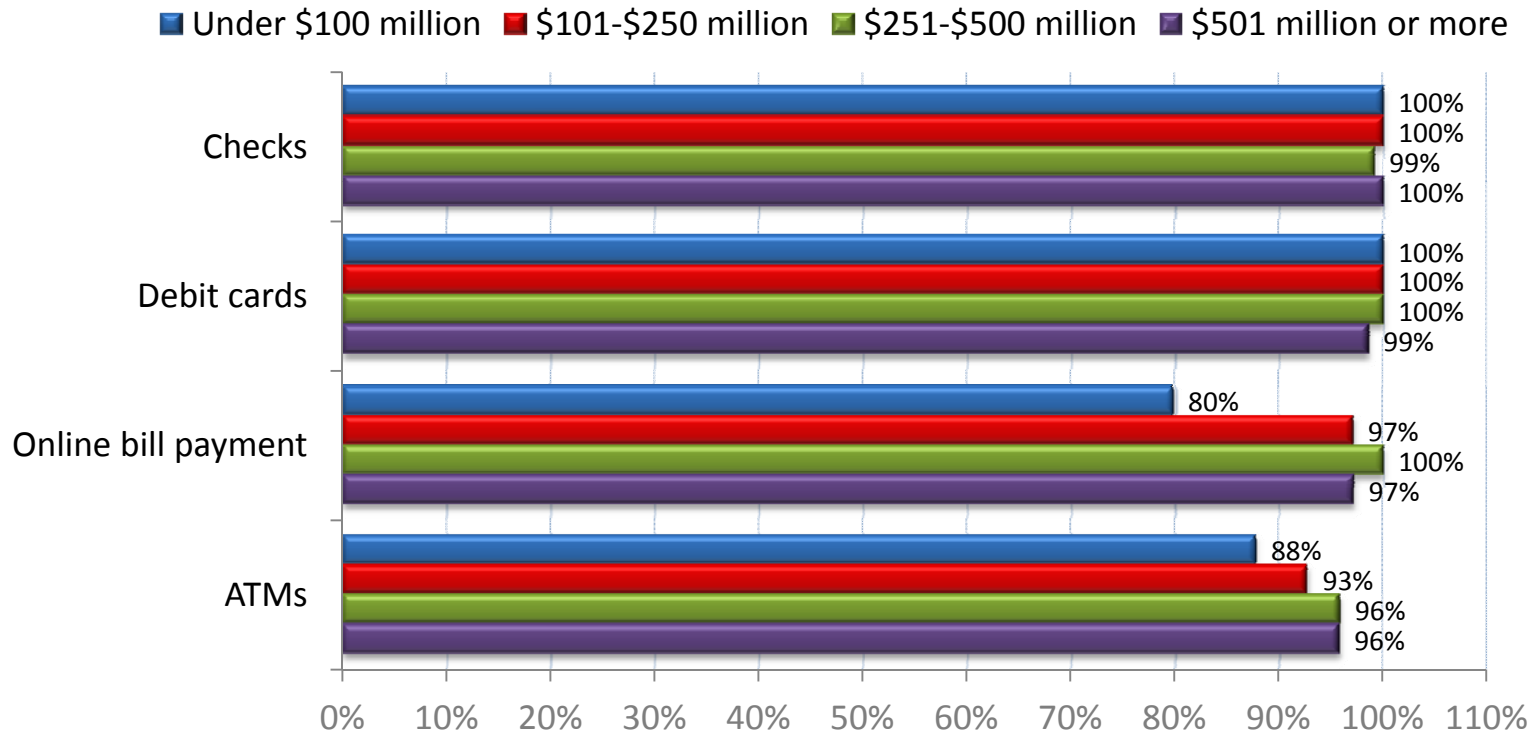
Which of the following consumer payments products does your bank currently offer or plan to offer?



Consumer Payments Products

Which of the following consumer payments products does your bank currently offer or plan to offer?

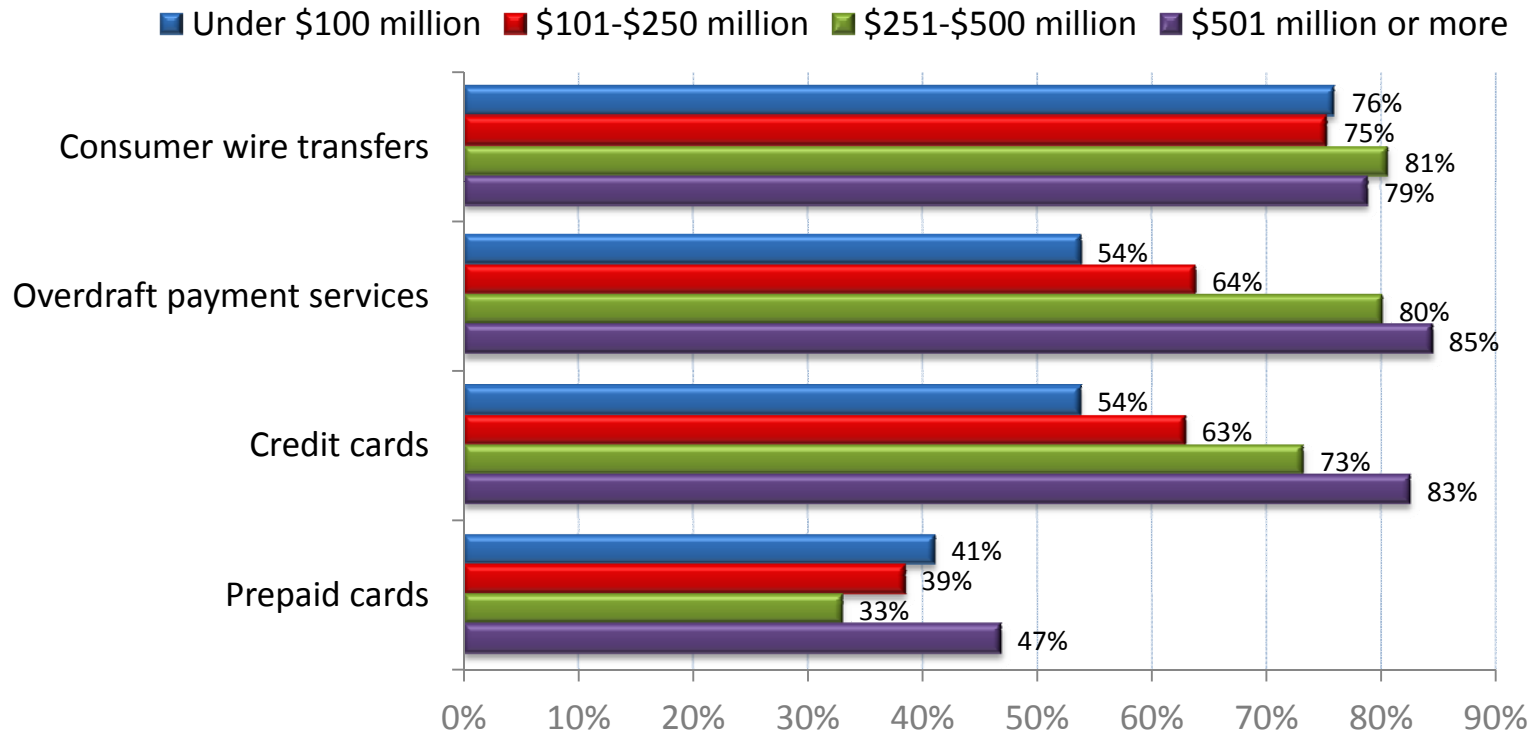
Core Payments Product Suite – Currently Offer



Consumer Payments Products

Which of the following consumer payments products does your bank currently offer or plan to offer?

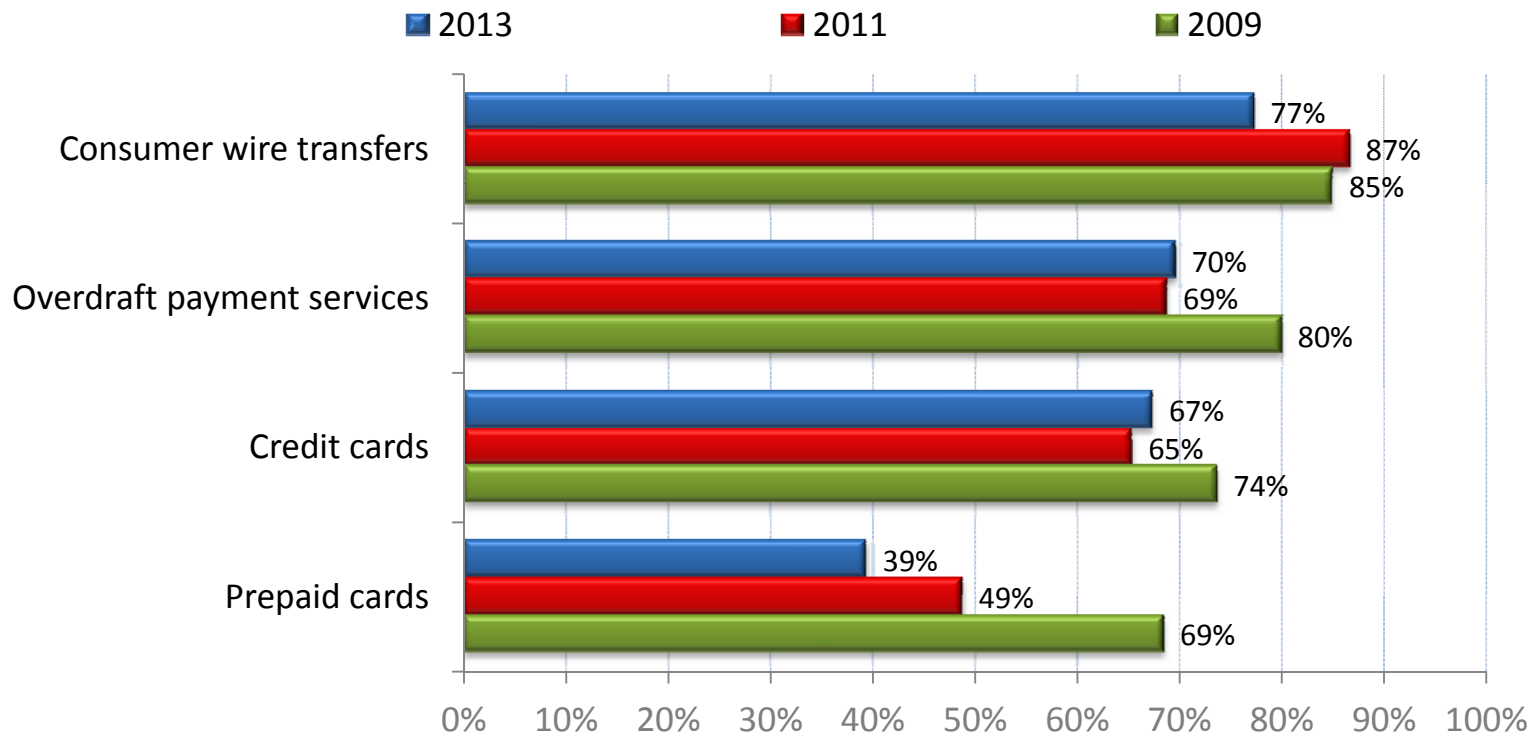
Secondary Payments Product Suite – Currently Offer



Consumer Payments Products

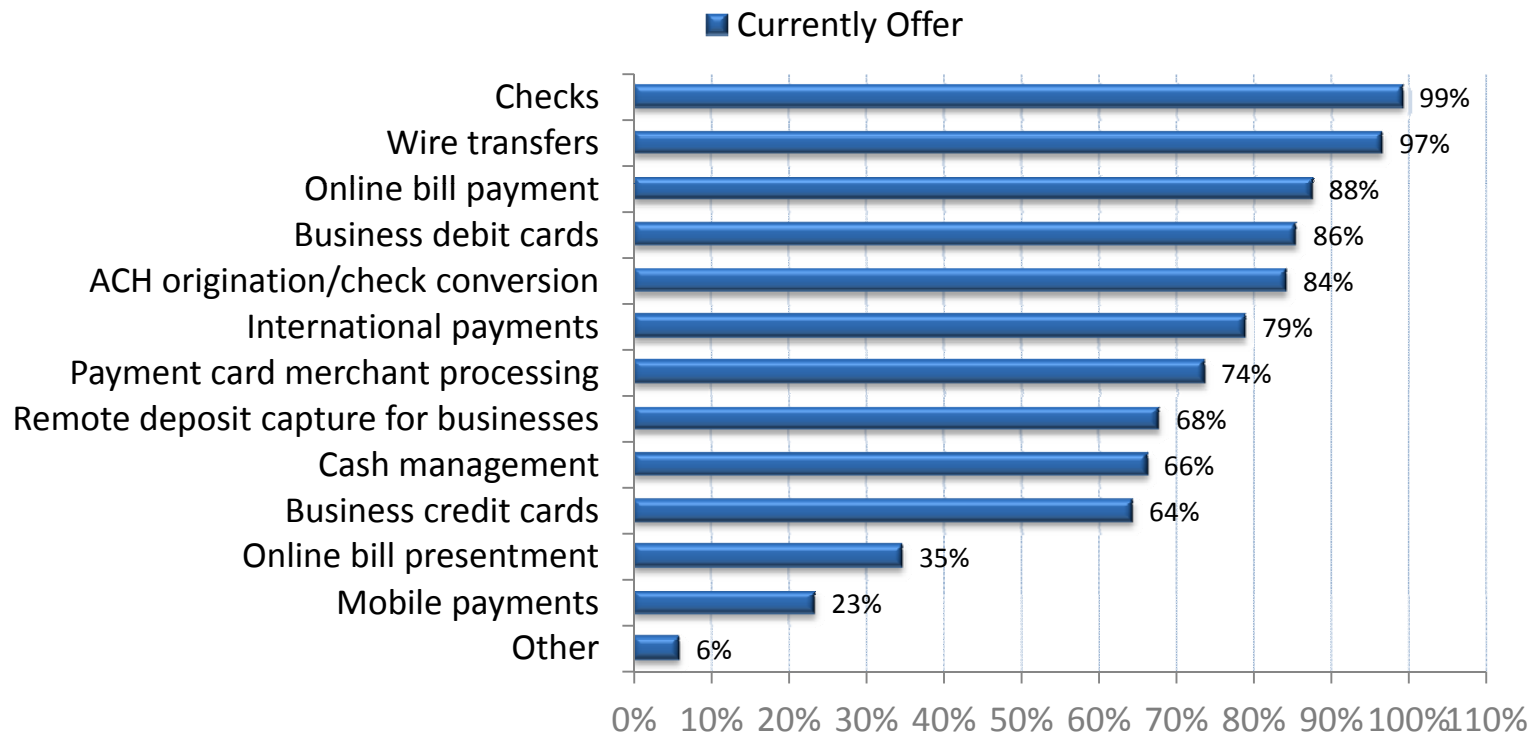
Which of the following consumer payments products does your bank currently offer or plan to offer?

Secondary Payments Product Suite – Currently Offer



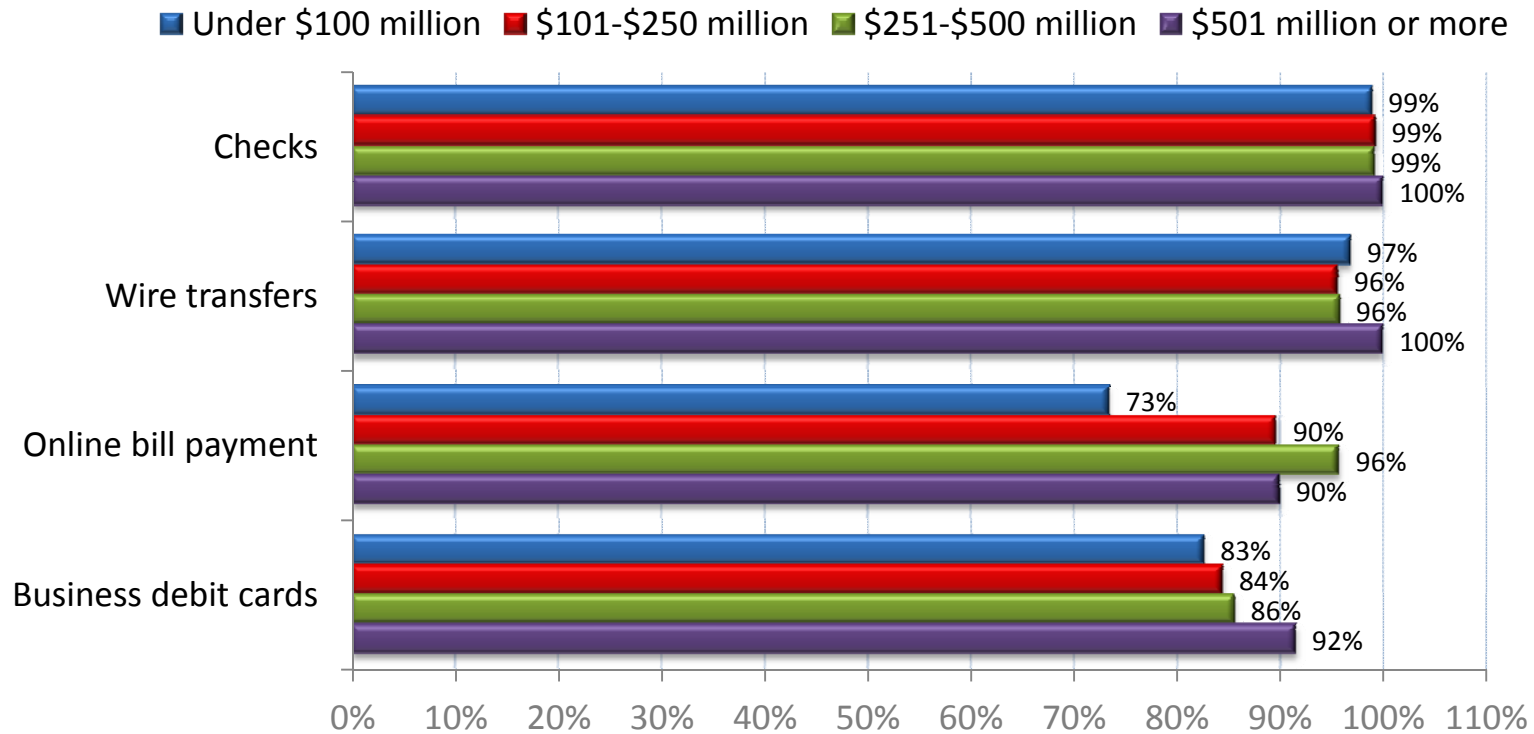
Business Payment Products

Which of the following business payments products does your bank currently offer or plan to offer?



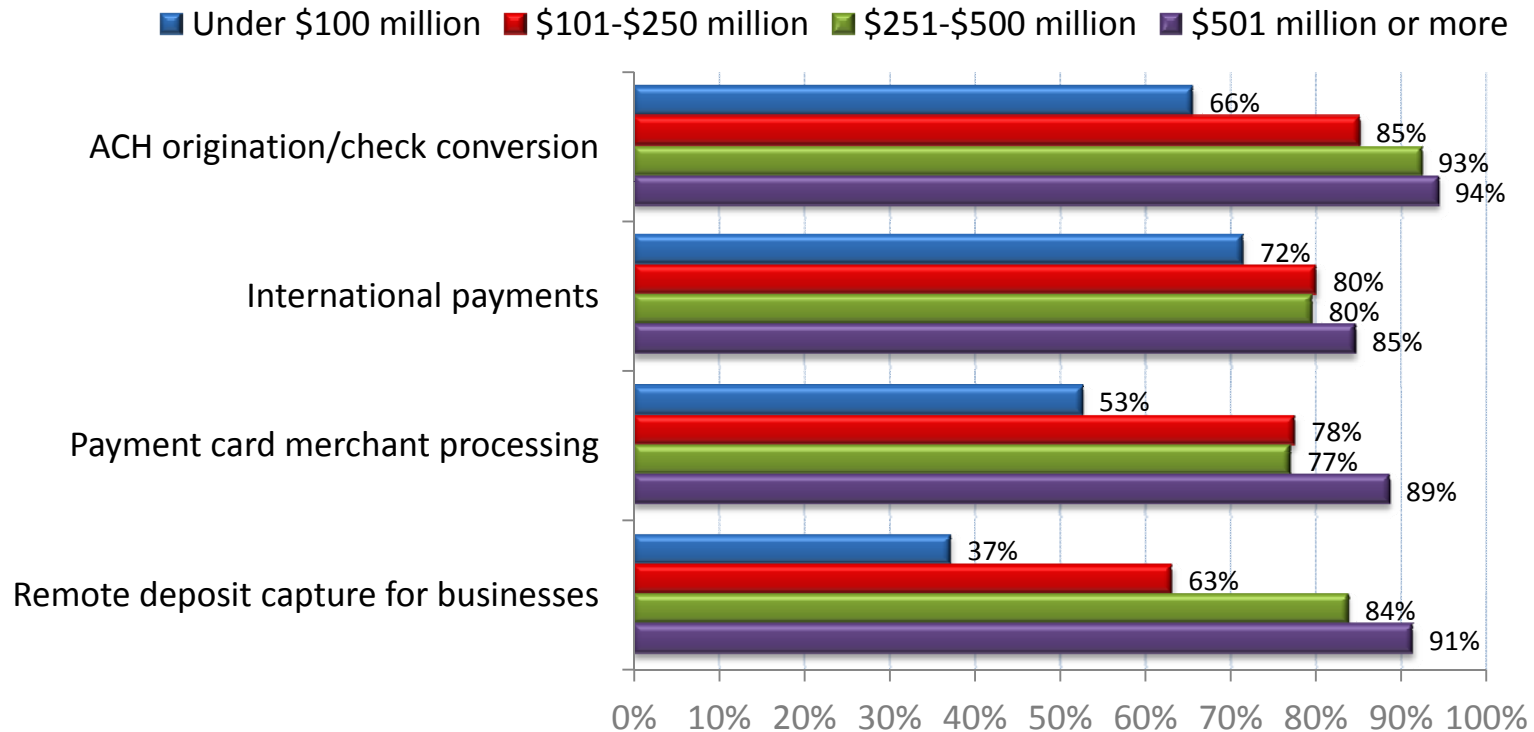
Business Payment Products

Which of the following business payments products does your bank currently offer or plan to offer? Currently offer



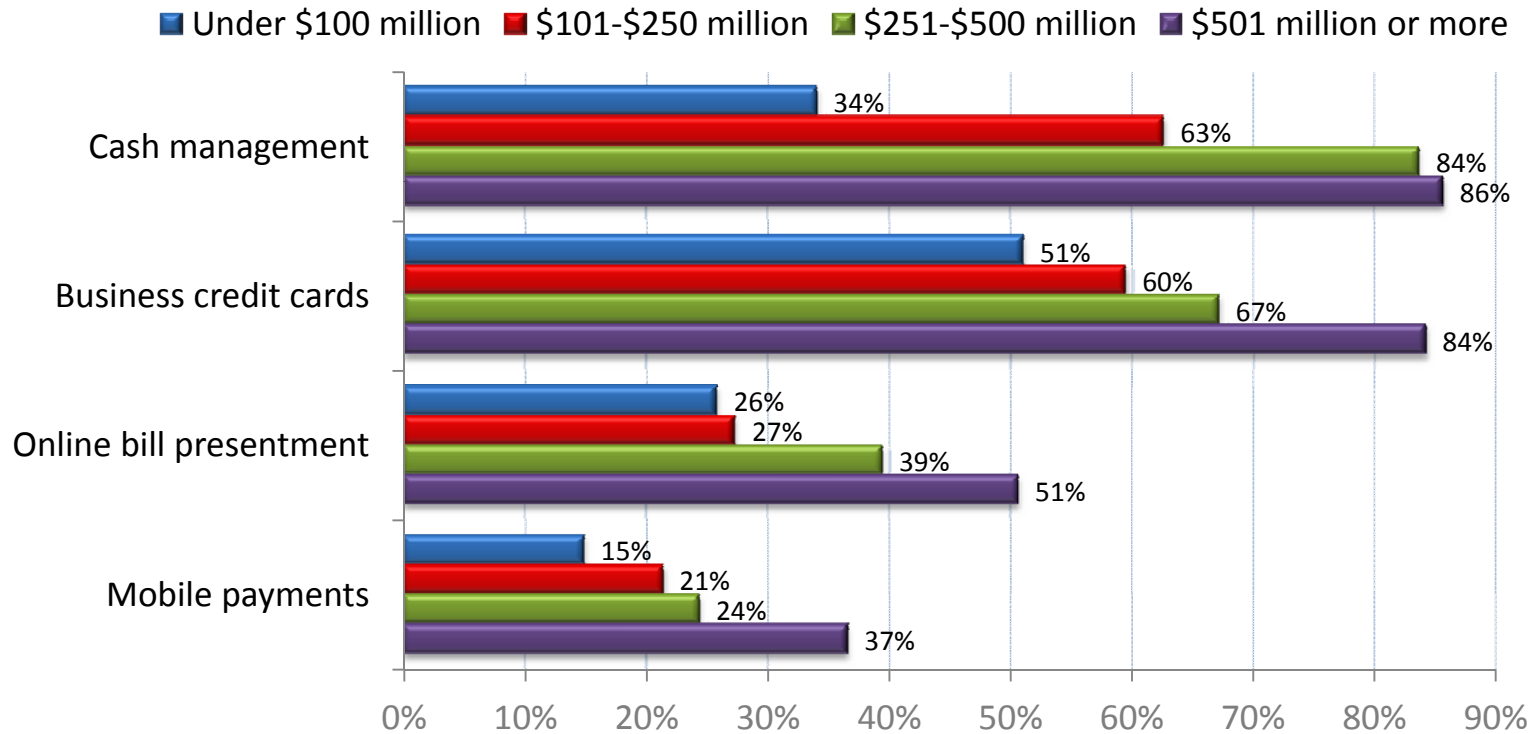
Business Payment Products

Which of the following business payments products does your bank currently offer or plan to offer? Currently offer



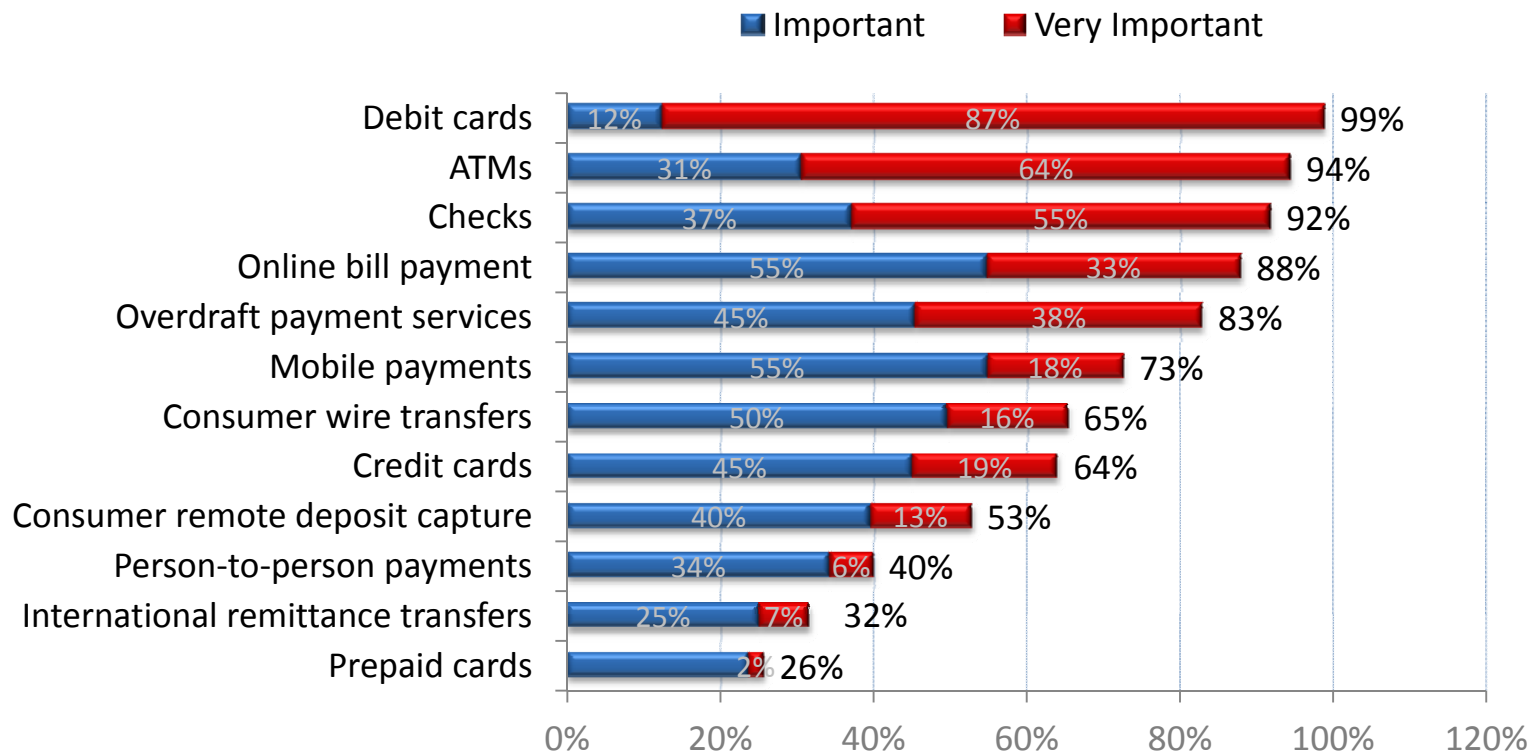
Business Payment Products

Which of the following business payments products does your bank currently offer or plan to offer? Currently offer



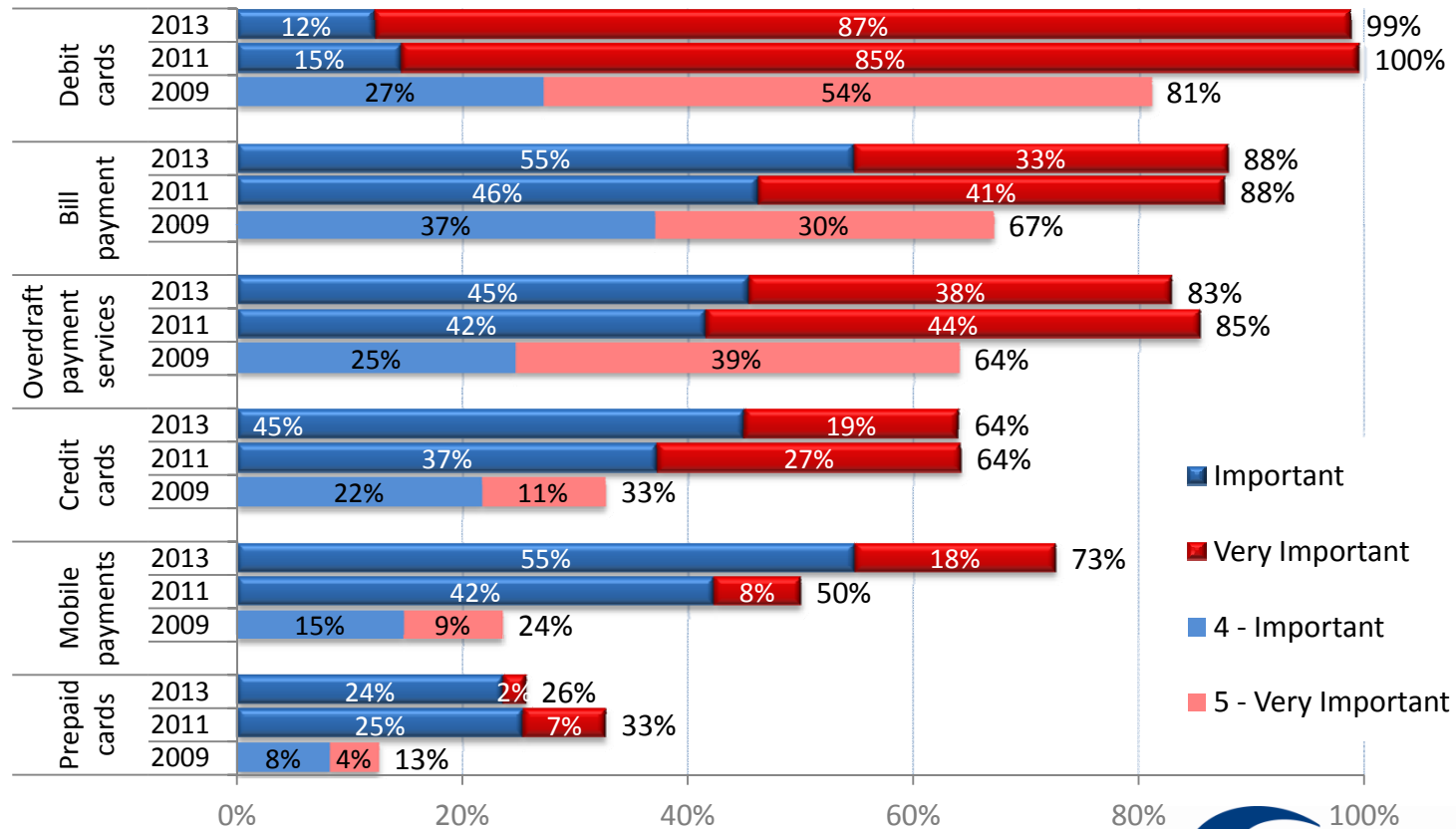
Product Importance

Please rate the importance of the following payments products to your bank's consumer customer relationships.



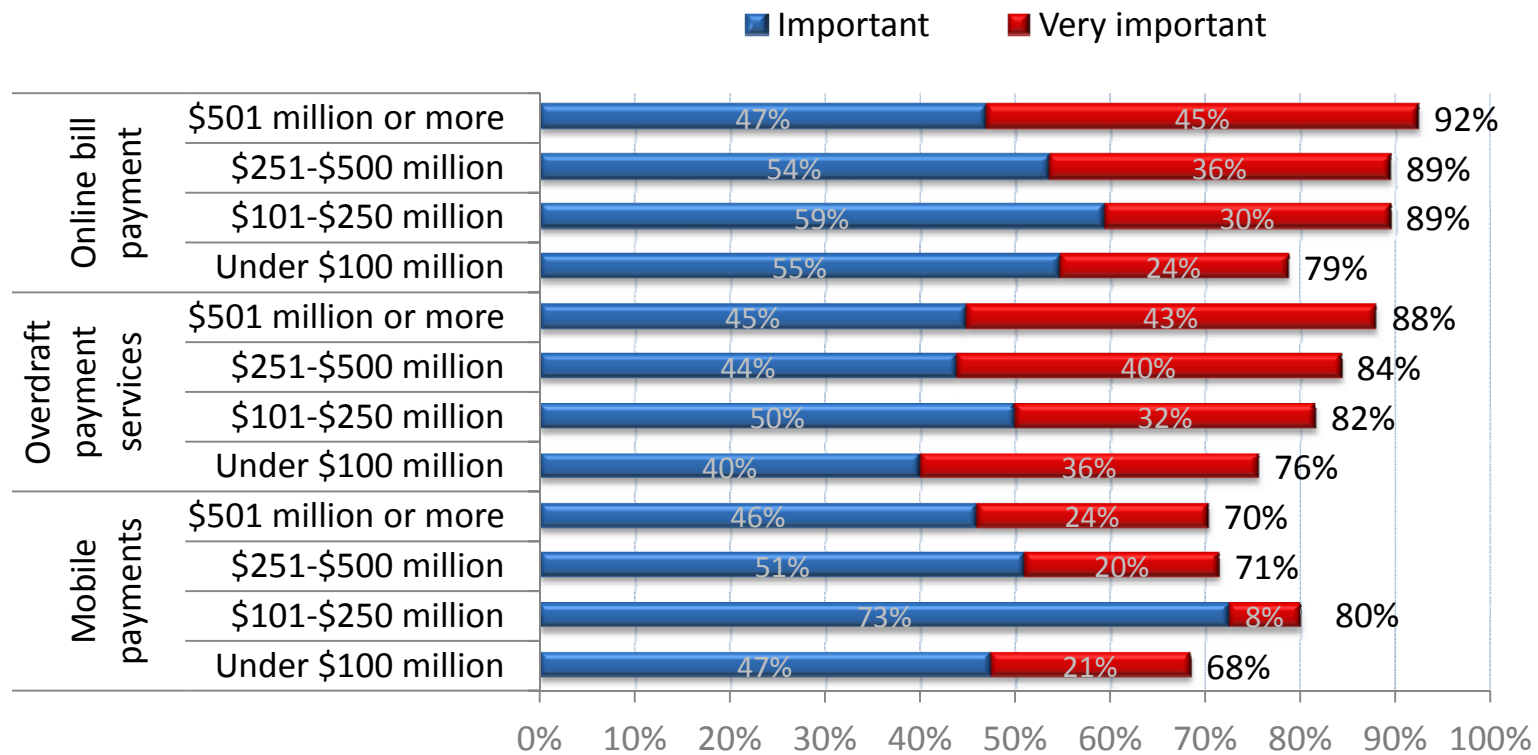
Consumer Payments

Please rate the importance of the following payments products to your bank's consumer payments products offerings.



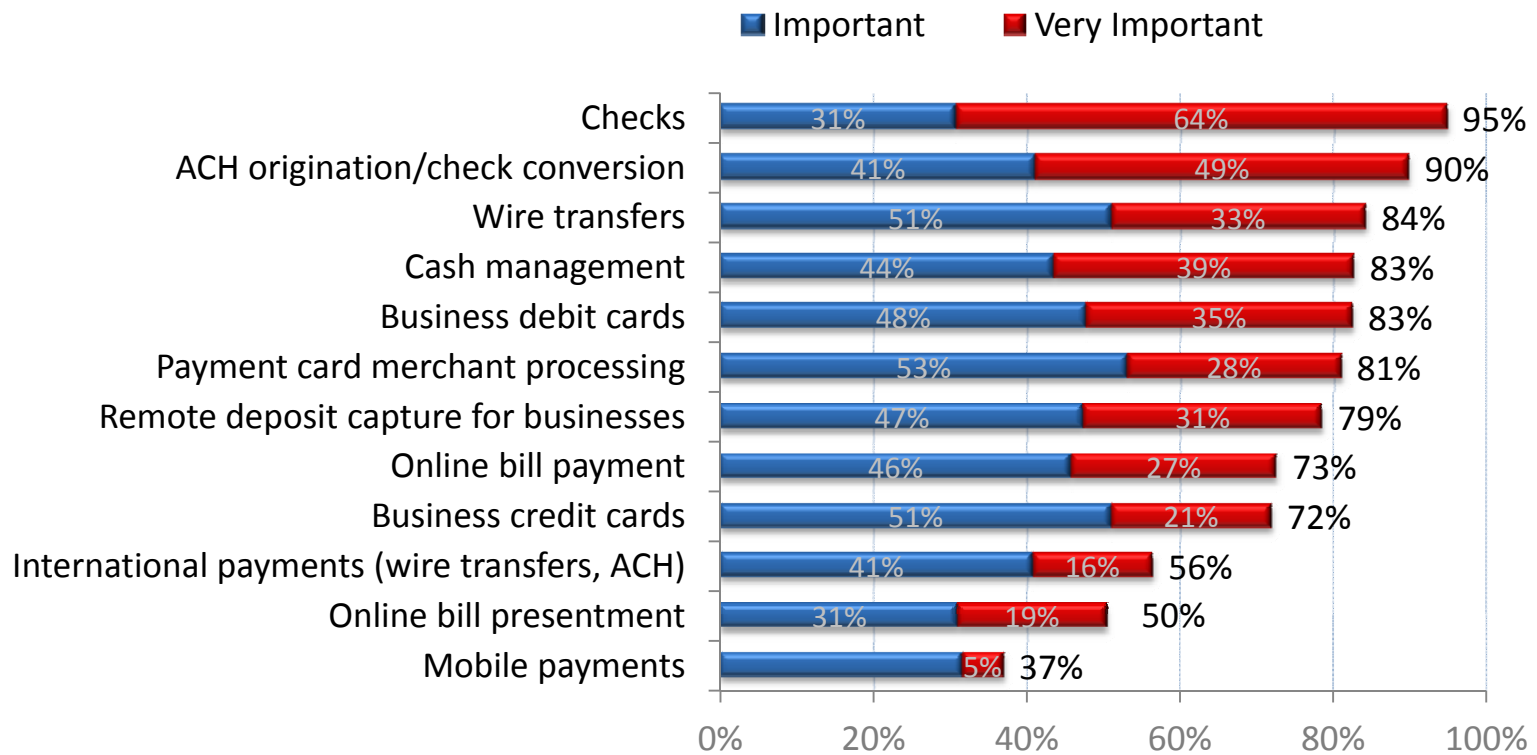
Product Importance

Please rate the importance of the following payments products to your bank's consumer customer relationships.



Product Importance

Please rate the importance of the following payments products to your bank's business customer relationships.



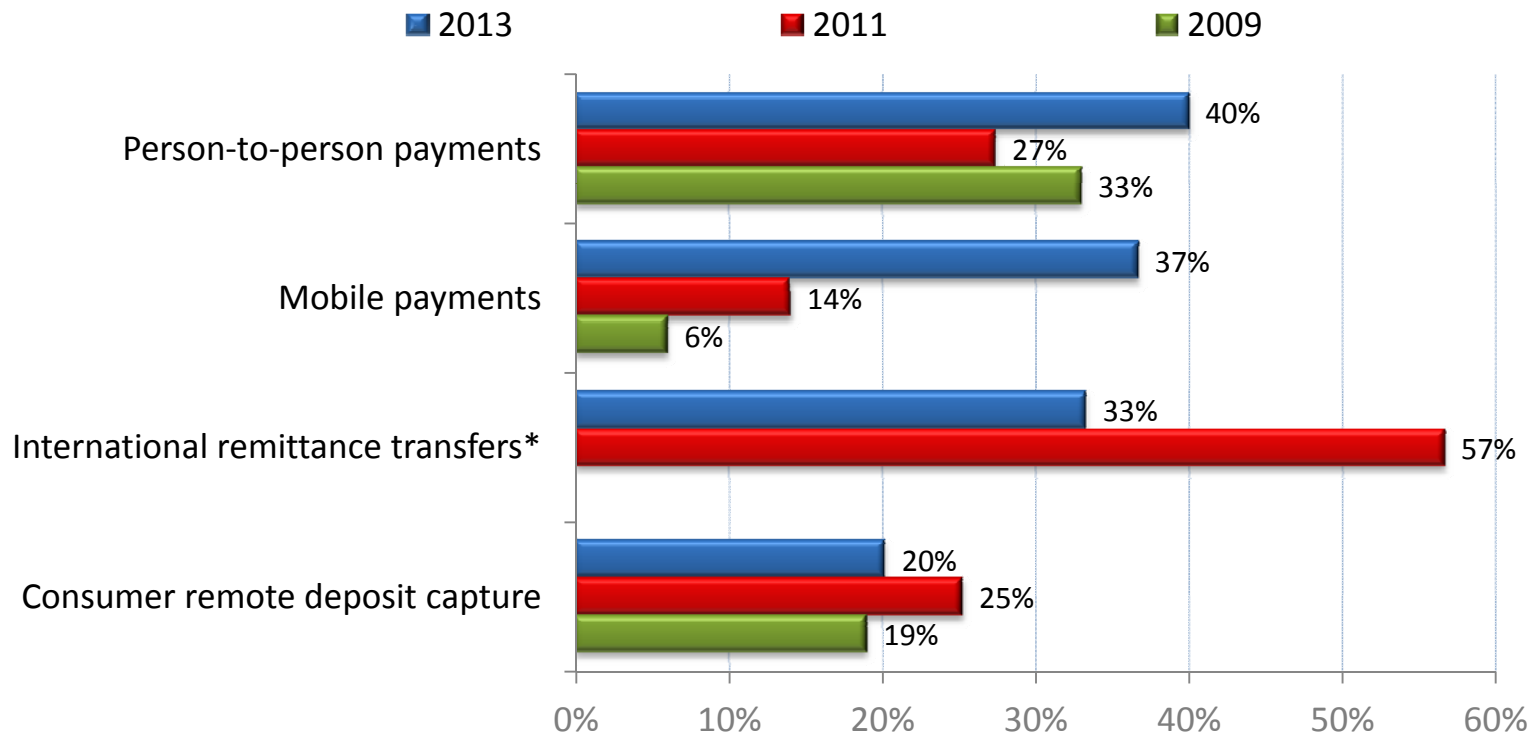
2013 ICBA Community bank Payments Survey

Most community banks have products and plans in place to compete in emerging payments.

Consumer Payments Products

Which of the following consumer payments products does your bank currently offer or plan to offer?

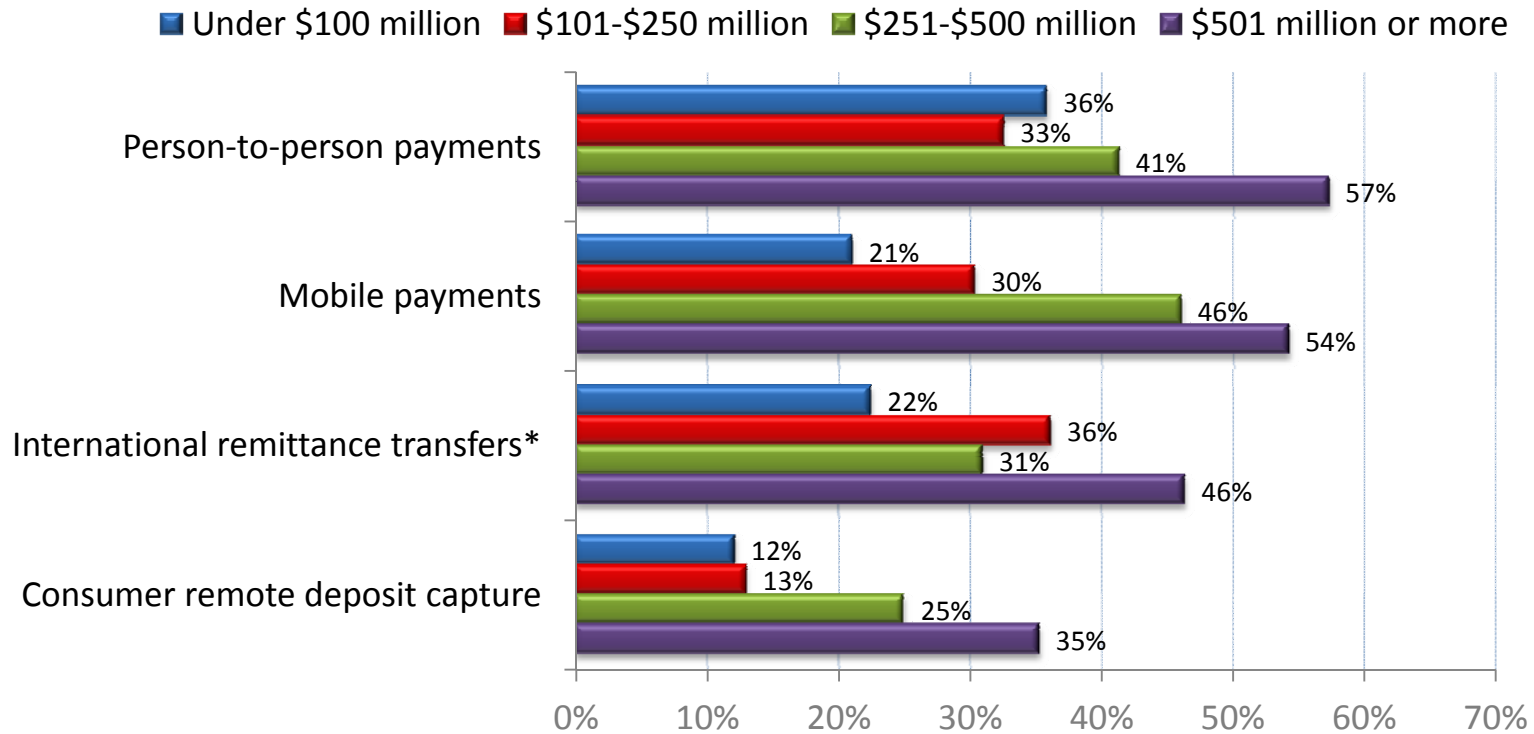
Emerging Payments Product Suite – Currently Offer



Consumer Payments Products

Which of the following consumer payments products does your bank currently offer or plan to offer?

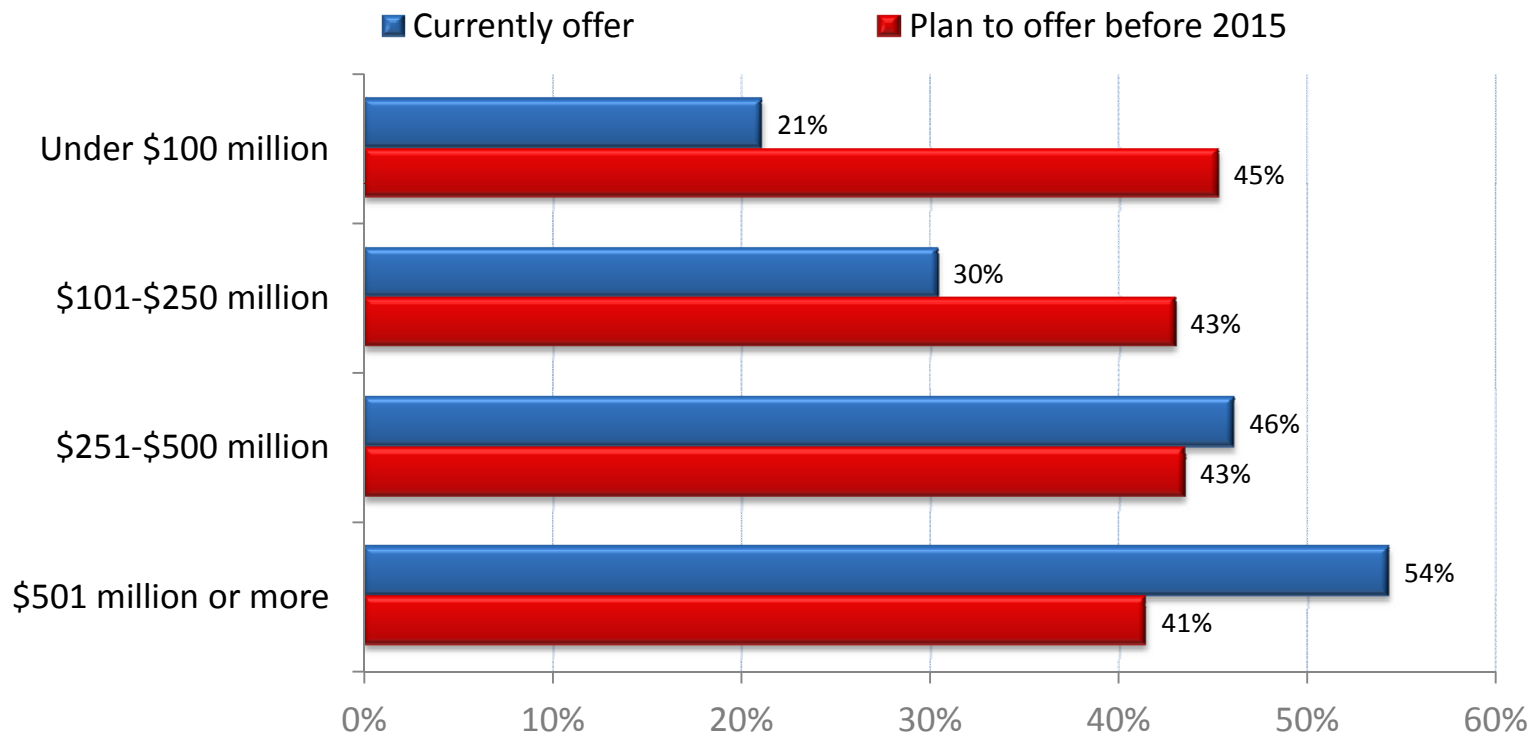
Emerging Payments Product Suite – Currently Offer



Consumer Payments Products

Which of the following consumer payments products does your bank currently offer or plan to offer?

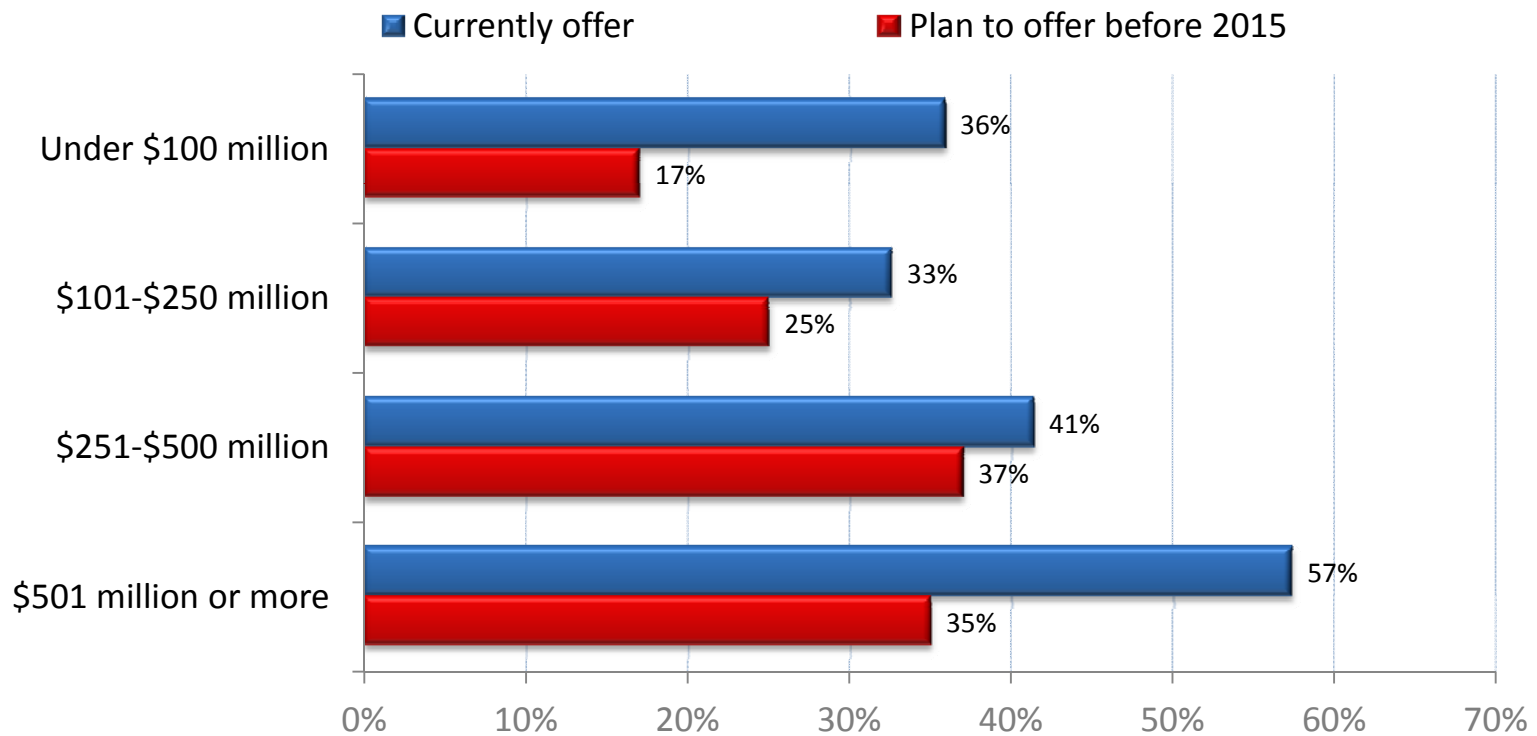
Mobile Payments



Consumer Payments Products

Which of the following consumer payments products does your bank currently offer or plan to offer?

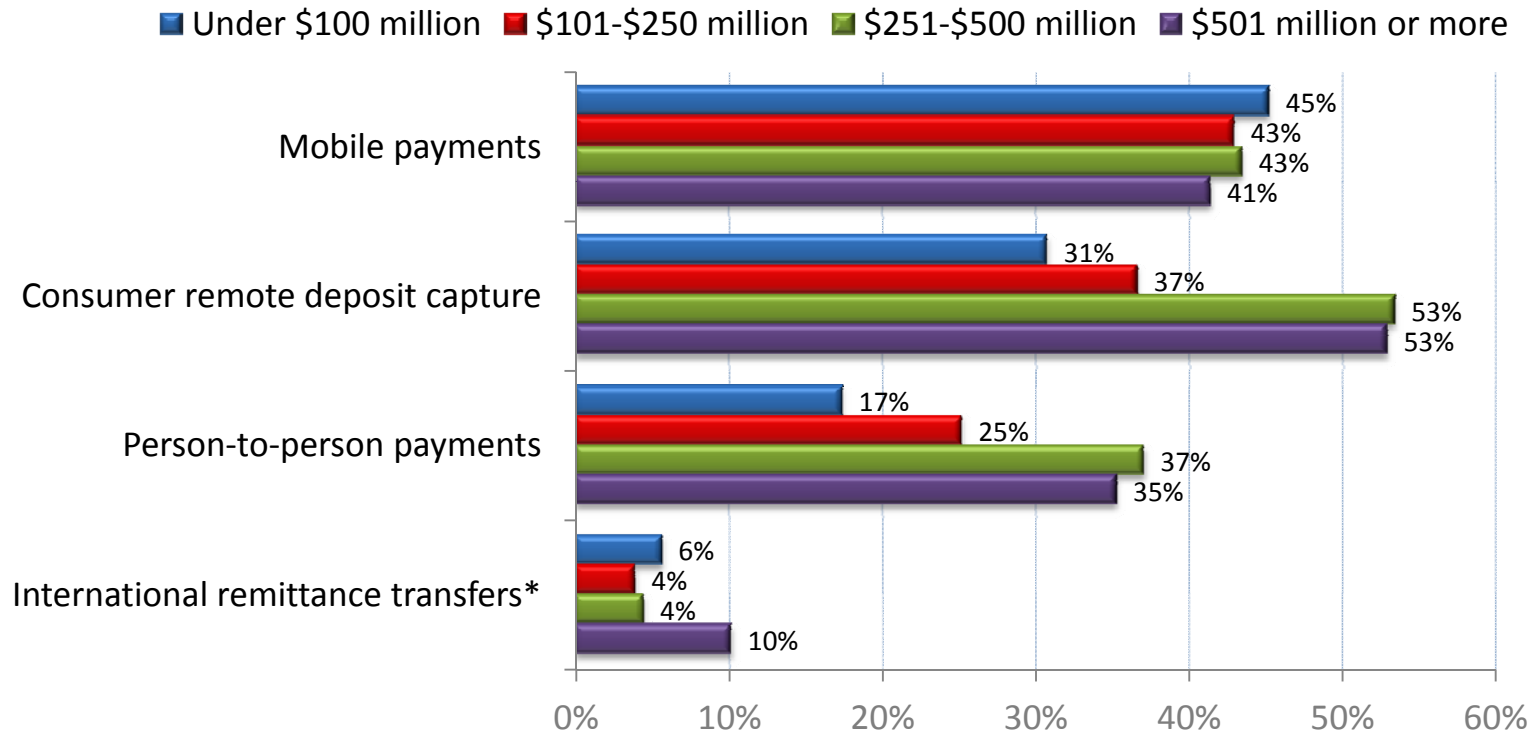
Person-to-person Payments



Consumer Payments Products

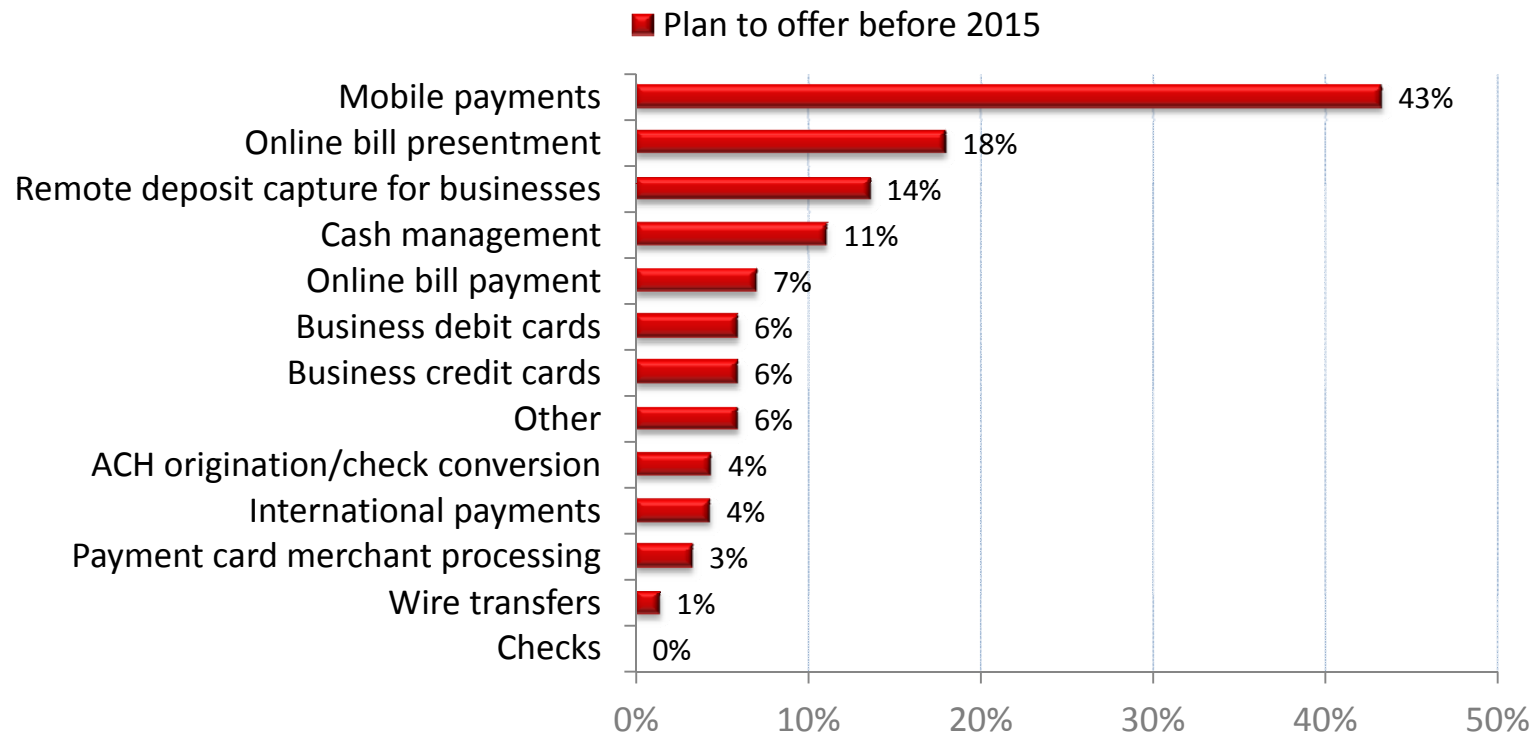
Which of the following consumer payments products does your bank currently offer or plan to offer?

Emerging Payments Product Suite – Plan to Offer before 2015



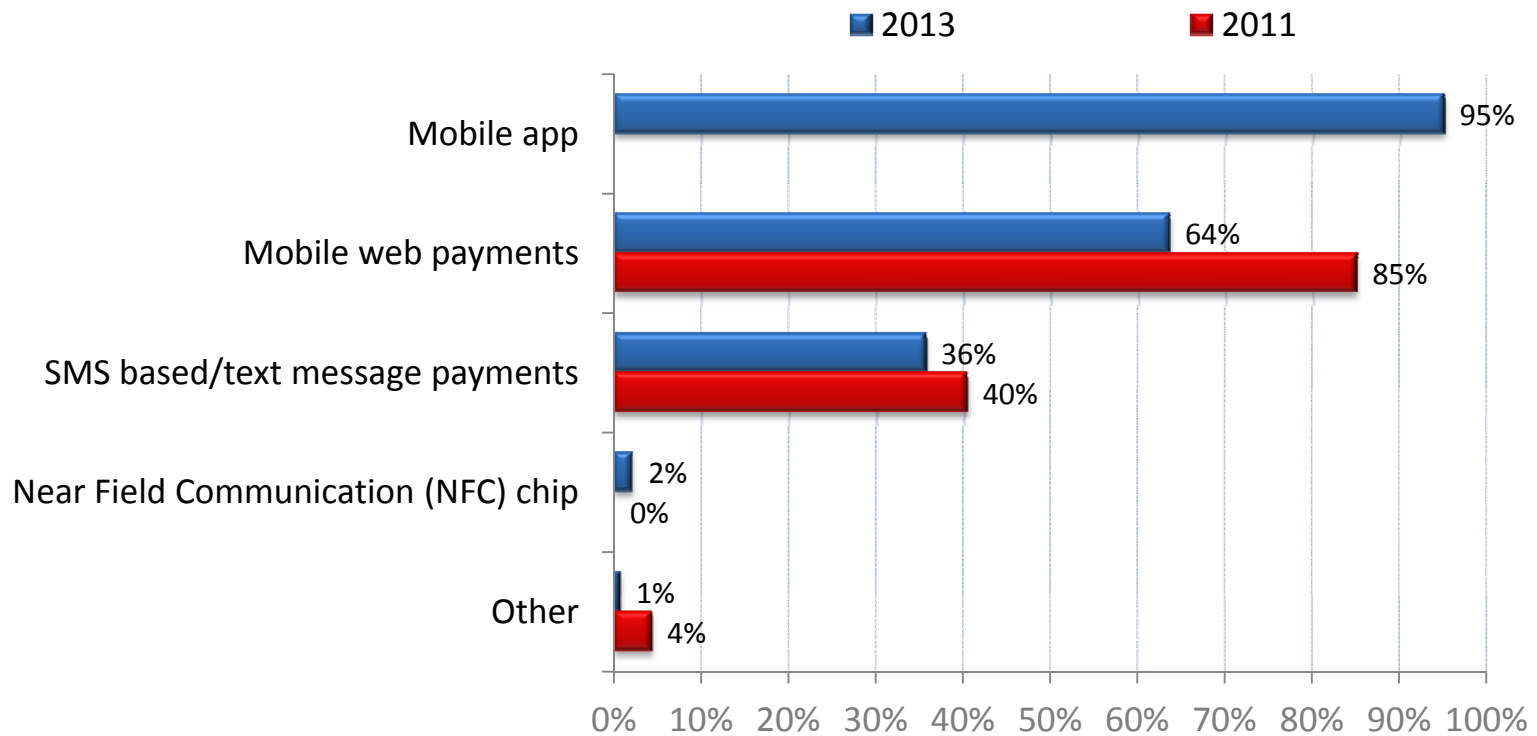
Business Payment Products

Which of the following business payments products does your bank currently offer or plan to offer?



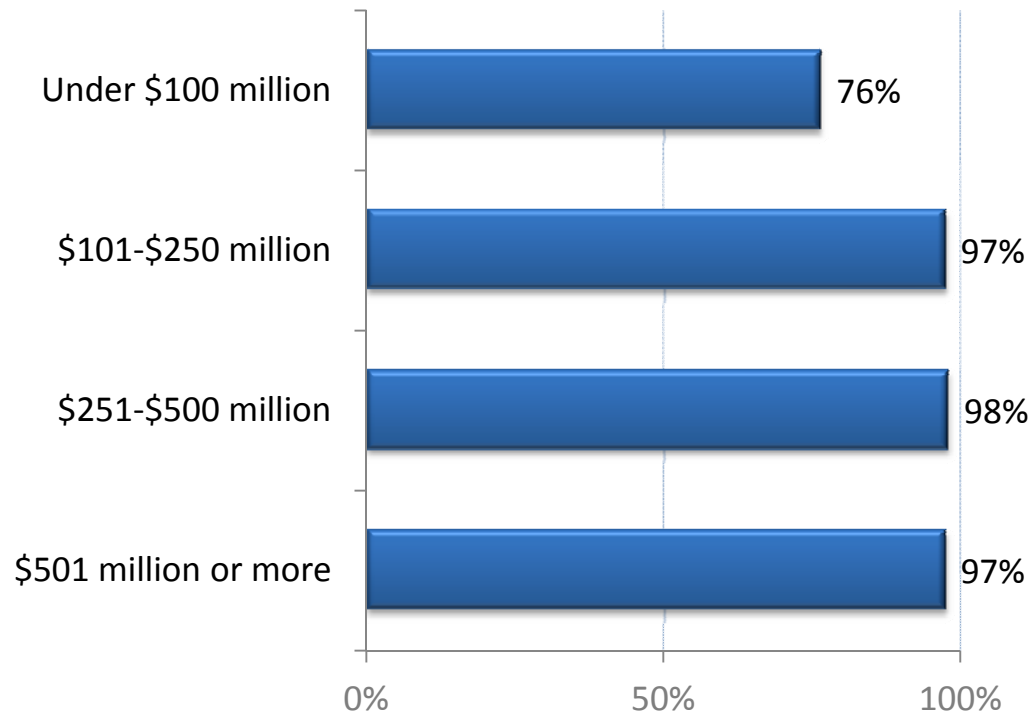
Mobile Payments

What type of mobile payments channels does your bank support?
(Check all that apply.)



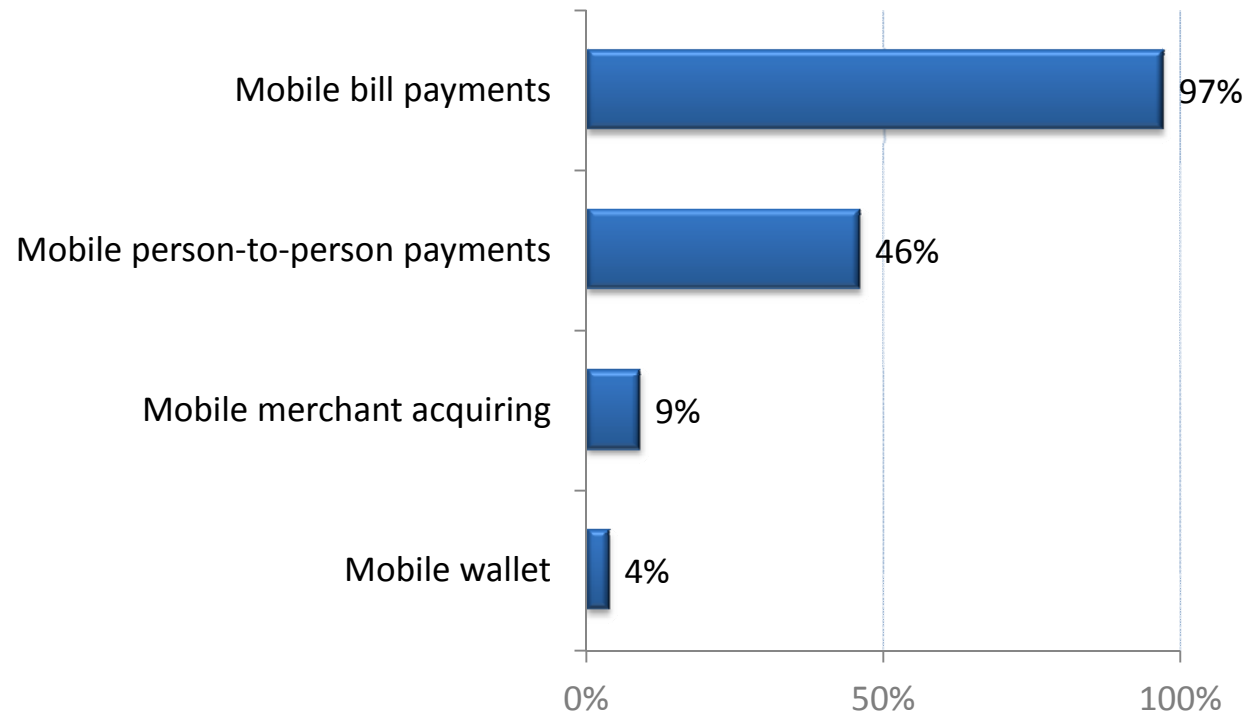
Mobile Payments

What type of mobile payments channels does your bank support?
Mobile App



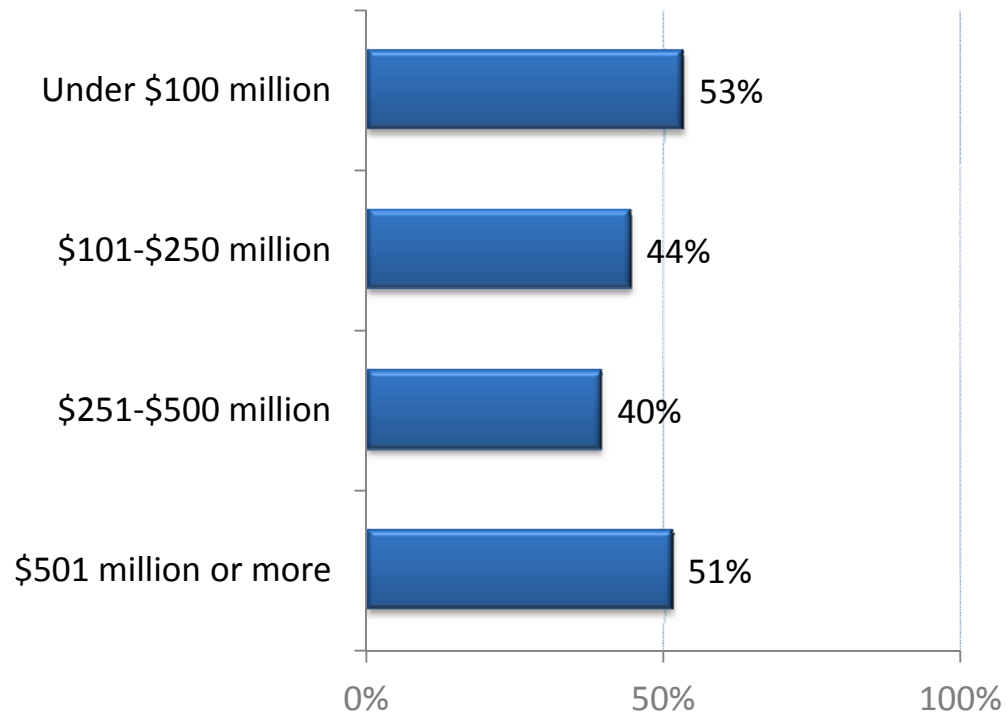
Mobile Payments

Which of the following mobile payments functions does your bank offer? (Check all that apply.)



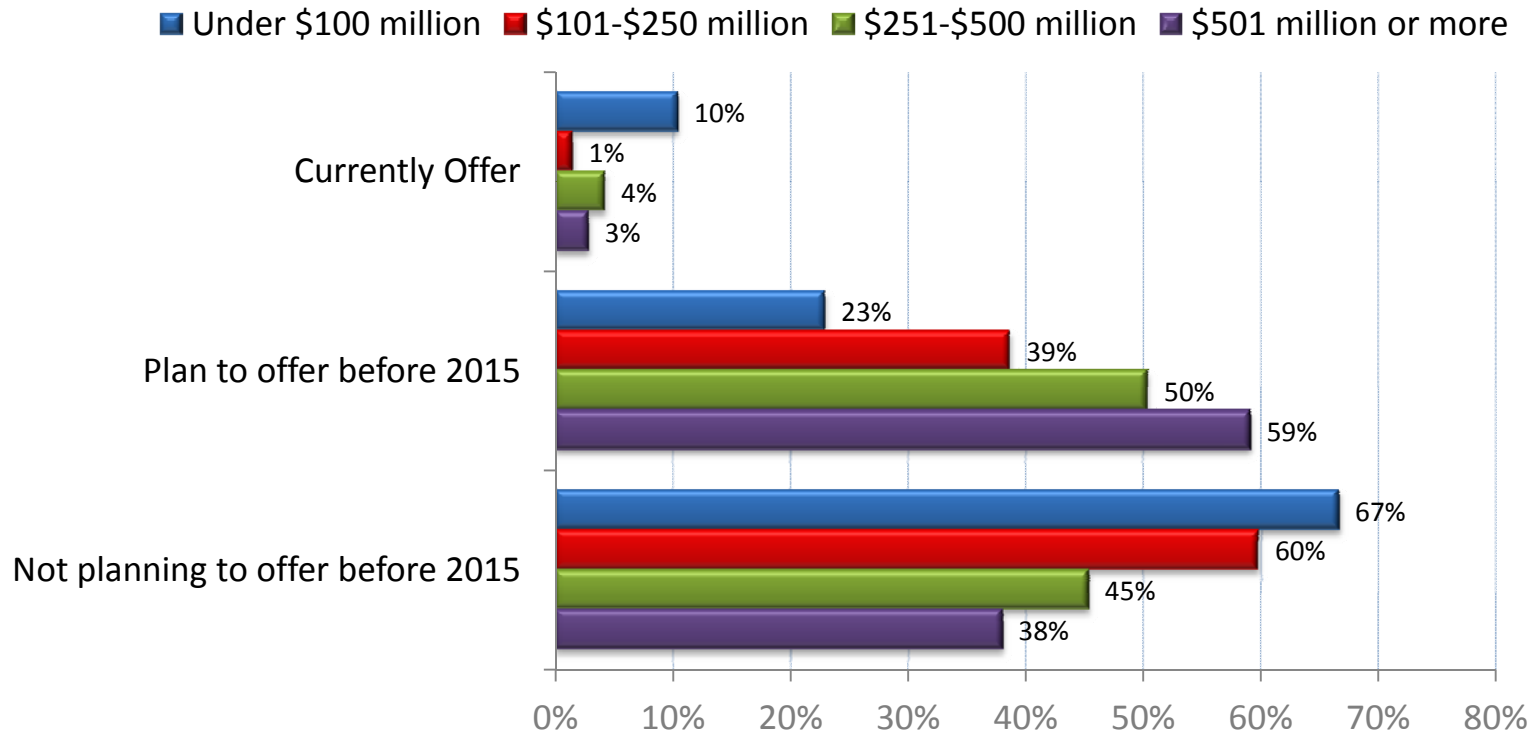
Mobile Payments

Which of the following mobile payments functions does your bank offer? **Mobile person-to-person payments**



EMV Cards and Devices

Does your bank currently offer or plan to offer consumer payment cards and/or devices with EMV chips?
Debit Cards



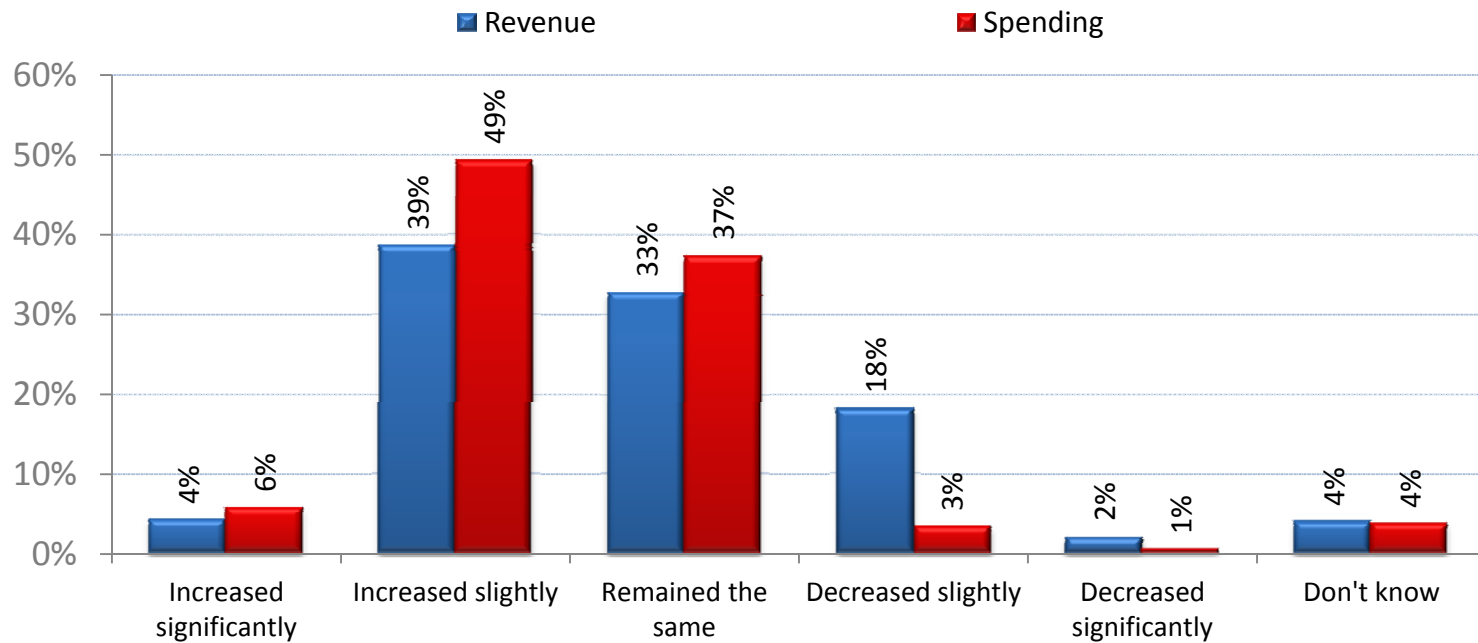
2013 ICBA Community bank Payments Survey

Rising payments costs outpacing payments revenue growth.

Payments-Related Revenue v Spending

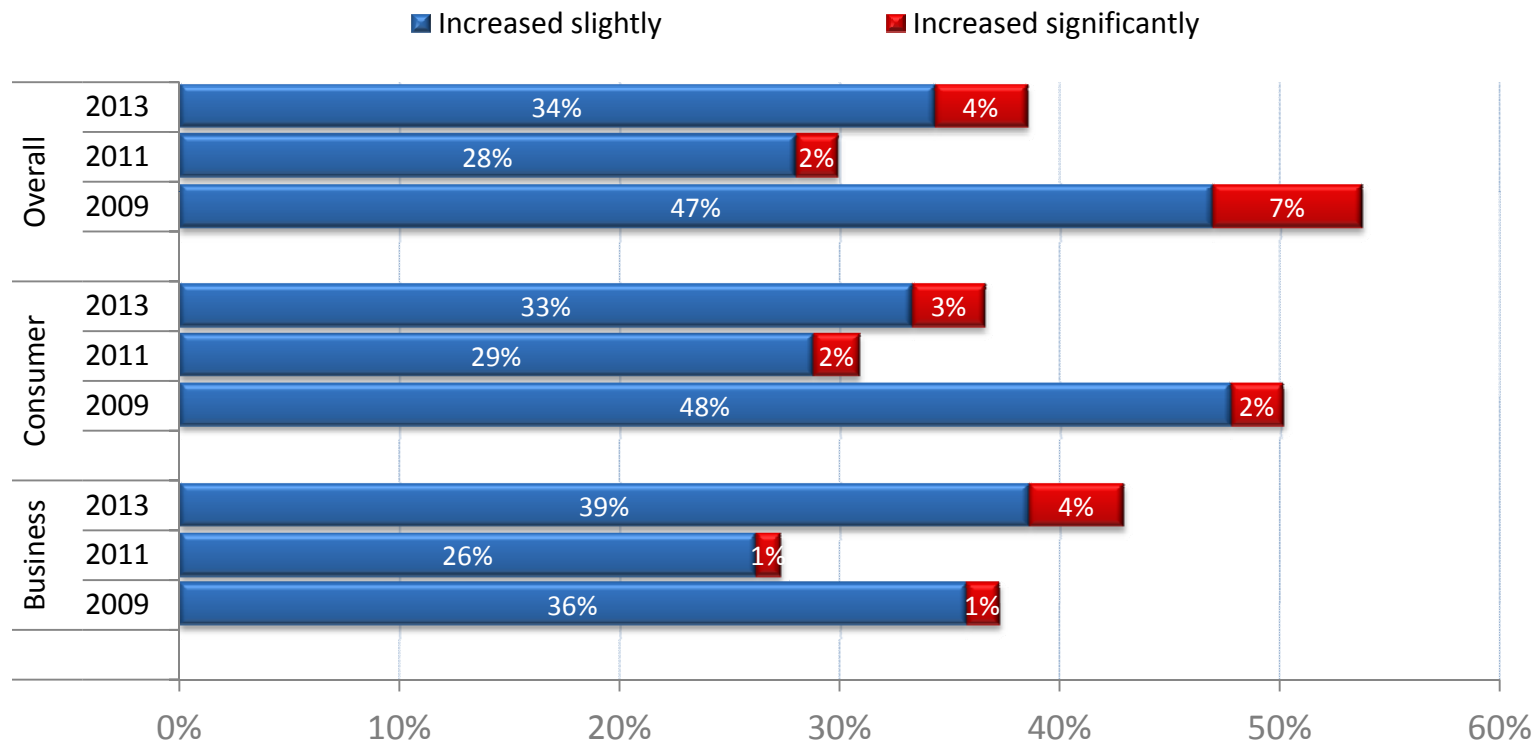
Change in payments revenue vs. change in spending.

Overall



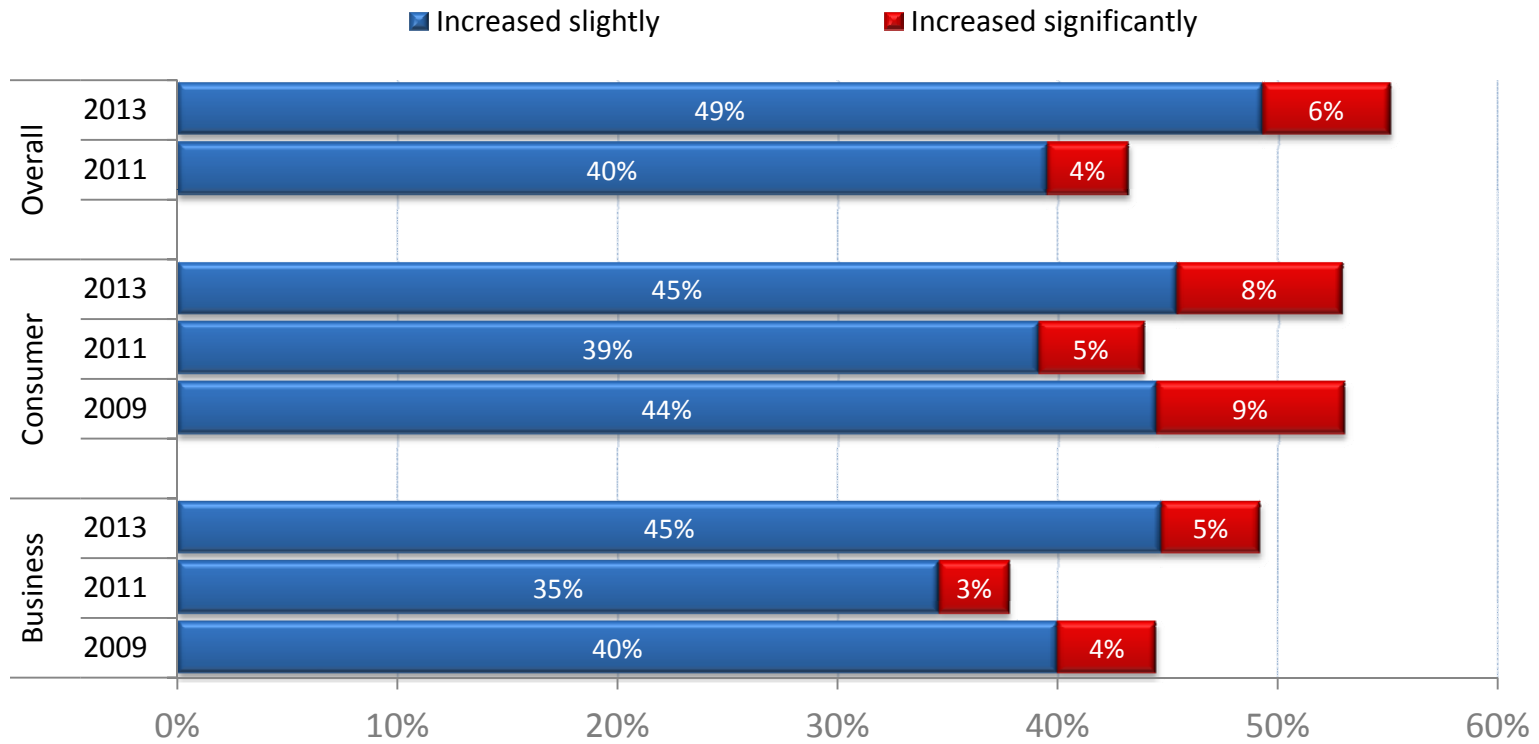
Payments Revenue Trends

Which of the following BEST describes the annual gross revenue of your bank's payments products and services this year as compared with last year?



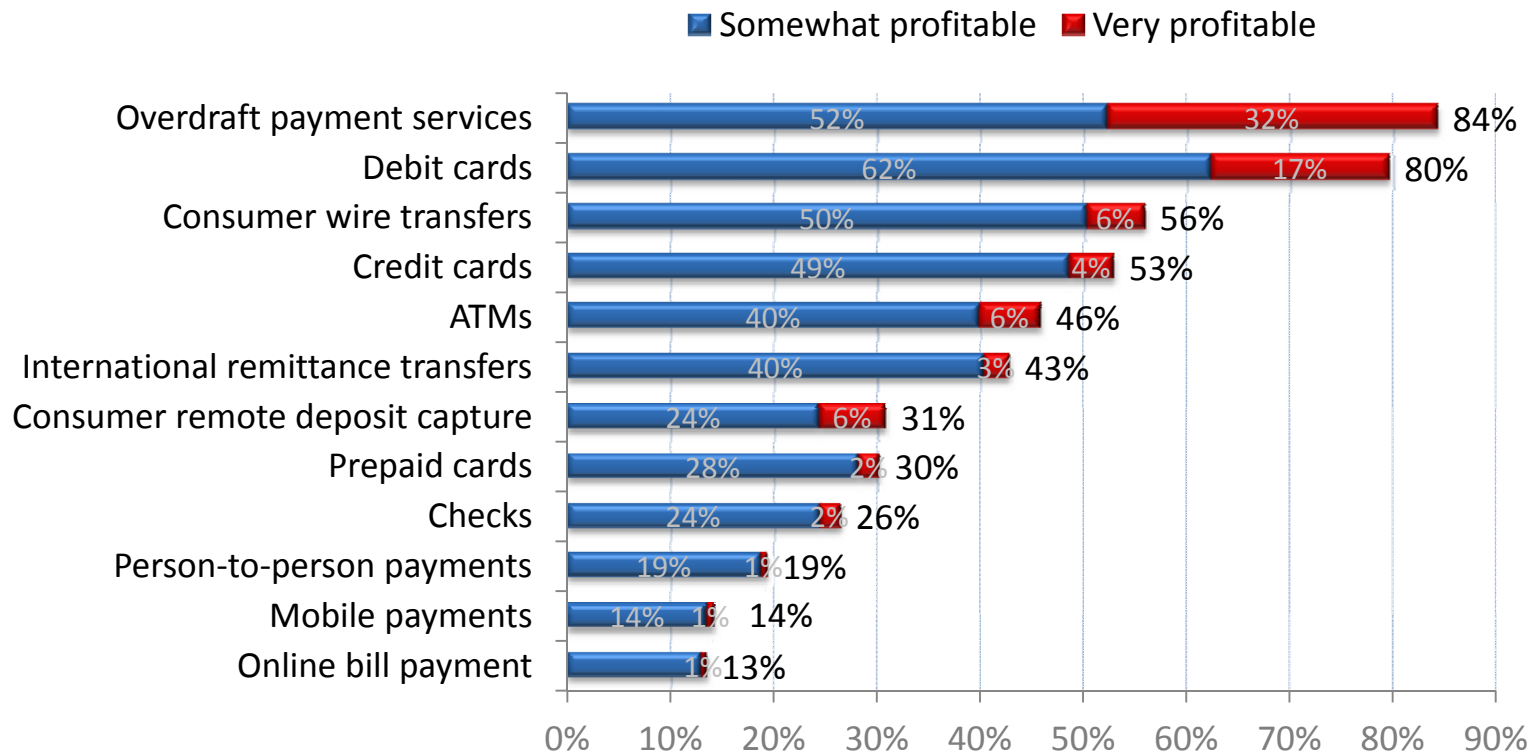
Payments Spending Trends

Which of the following BEST describes your bank's payments-related spending this year as compared with last year?



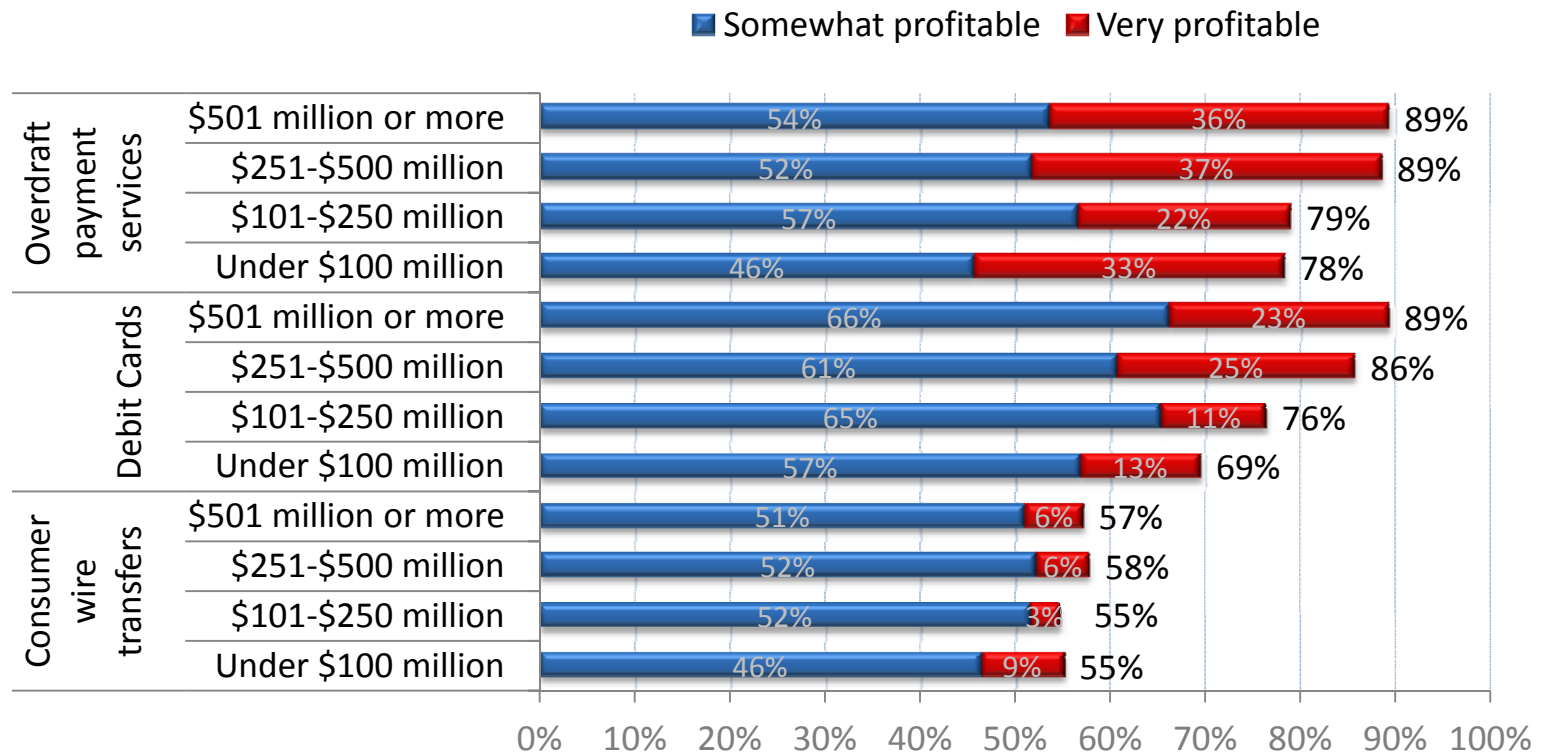
Consumer Payments Product Profitability

Please rate the profitability of your bank's consumer payments product offerings.



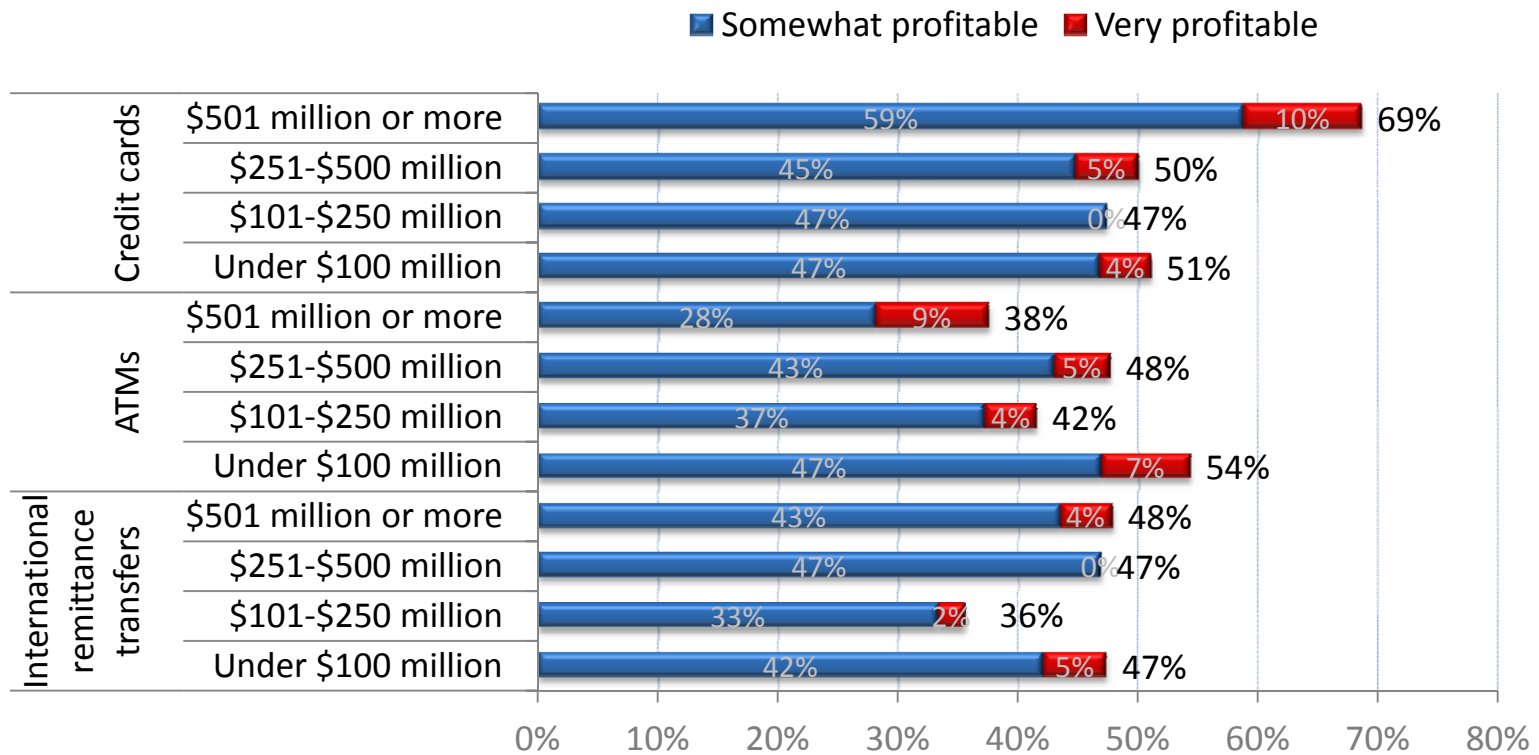
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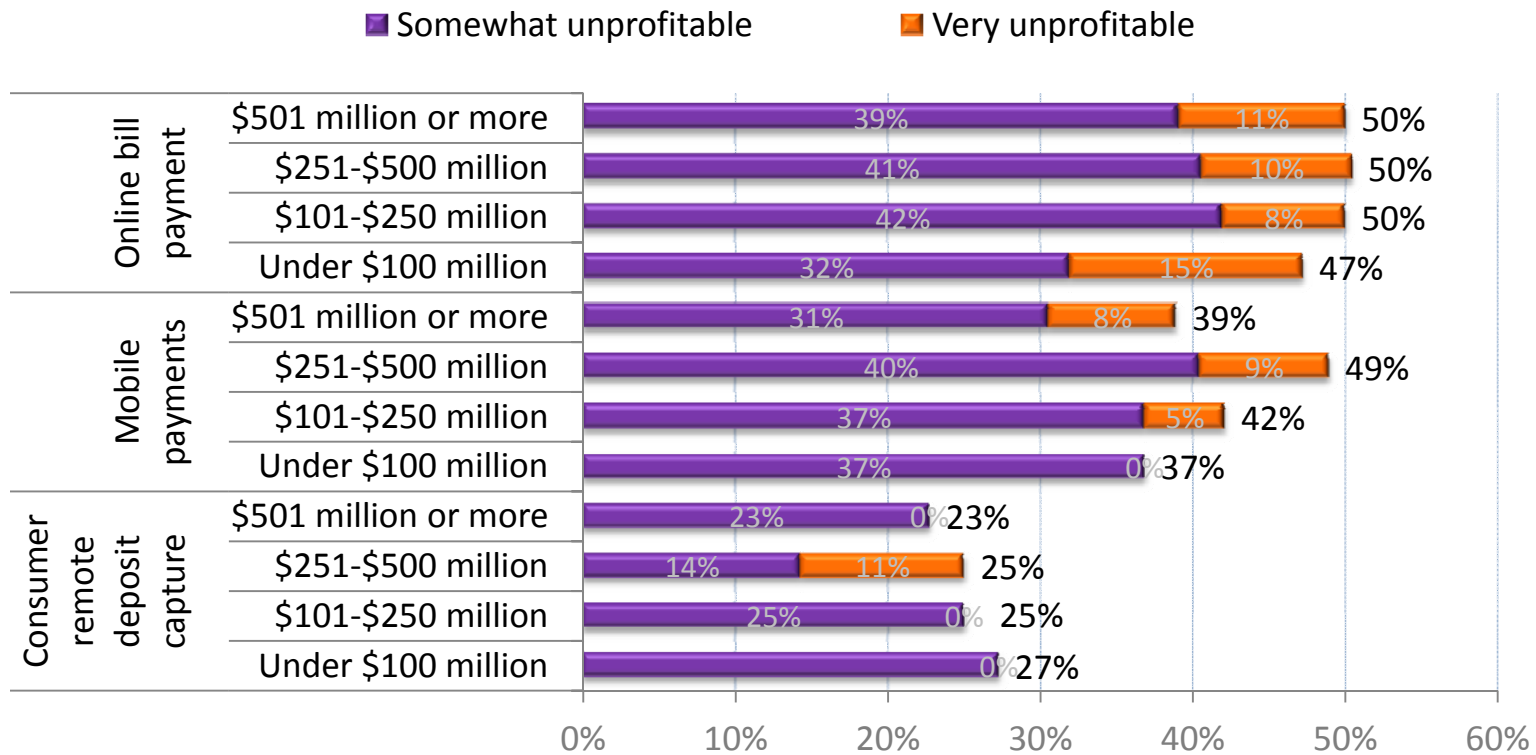
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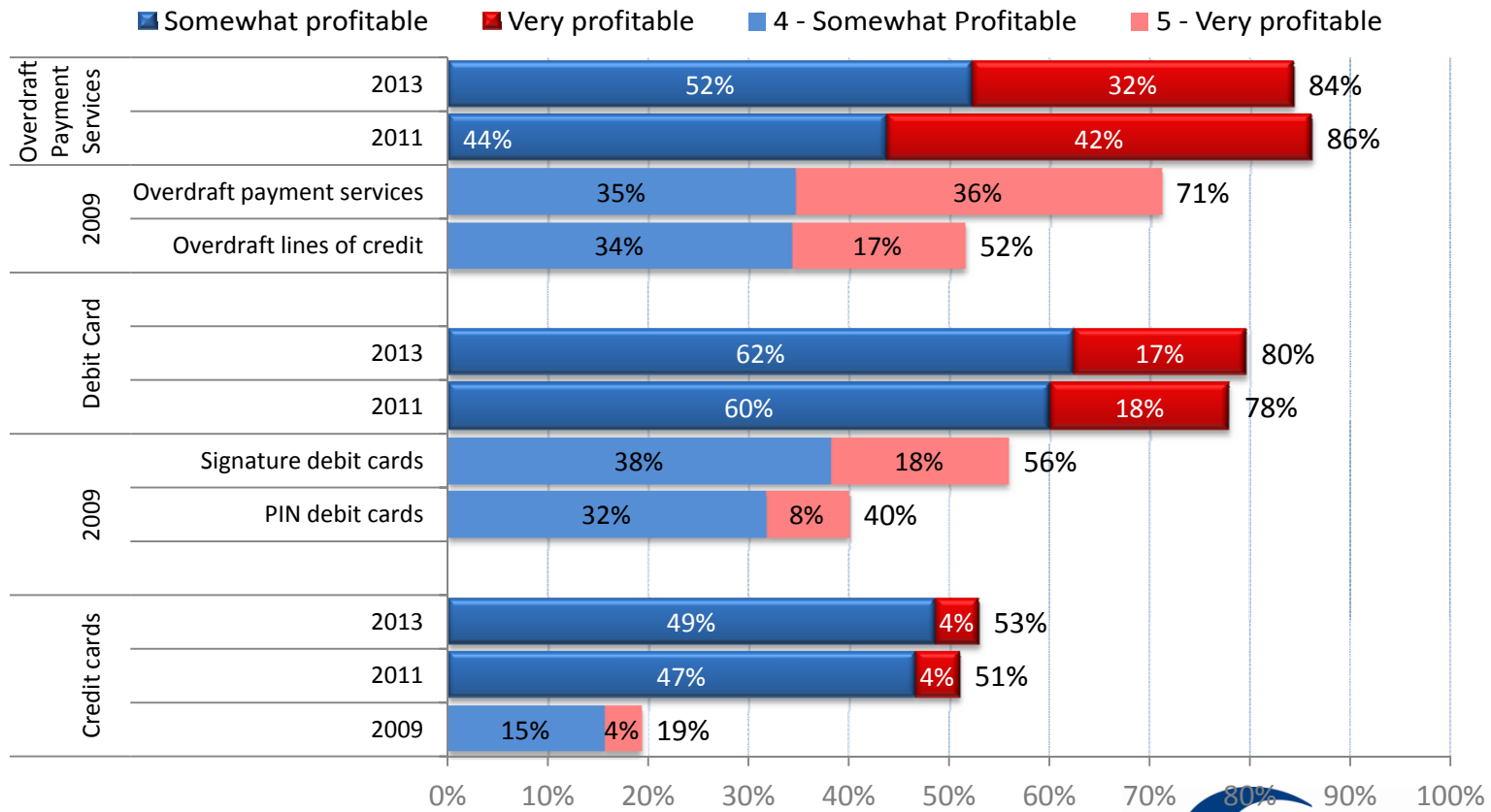
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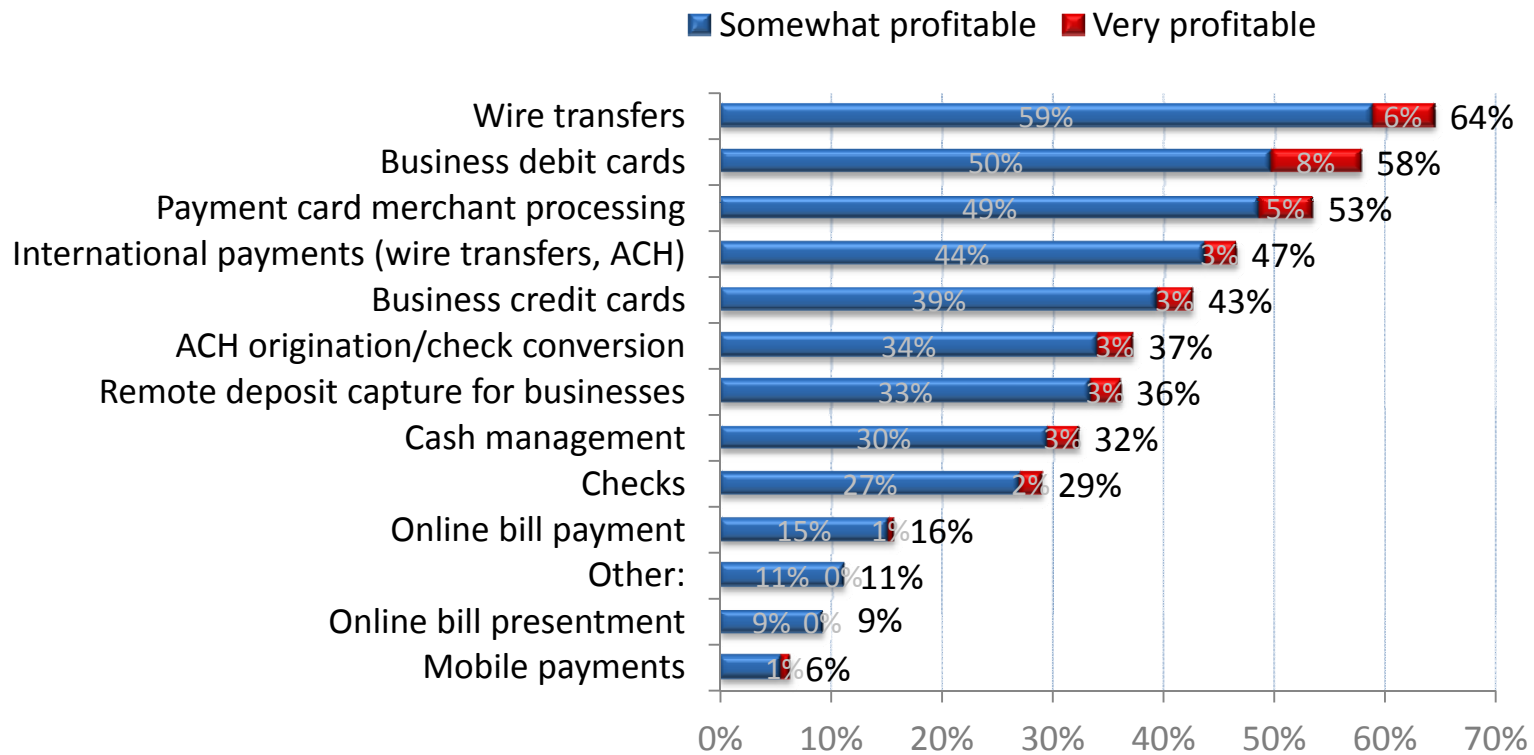
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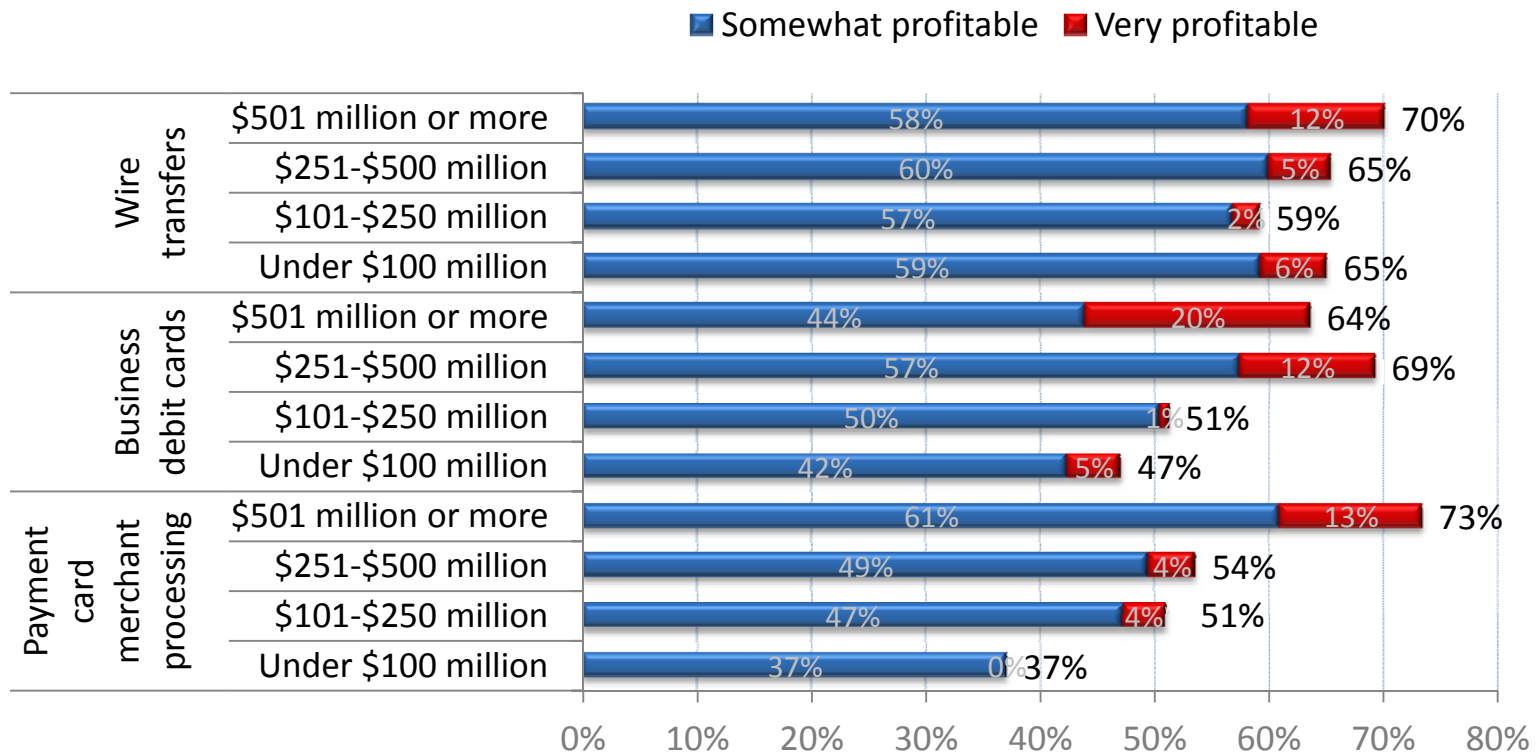
Business Payments Product Profitability

Please rate the profitability of your bank's business payments product offerings.



Business Payments Product Profitability

Please rate the profitability of your bank's business payments product offerings.

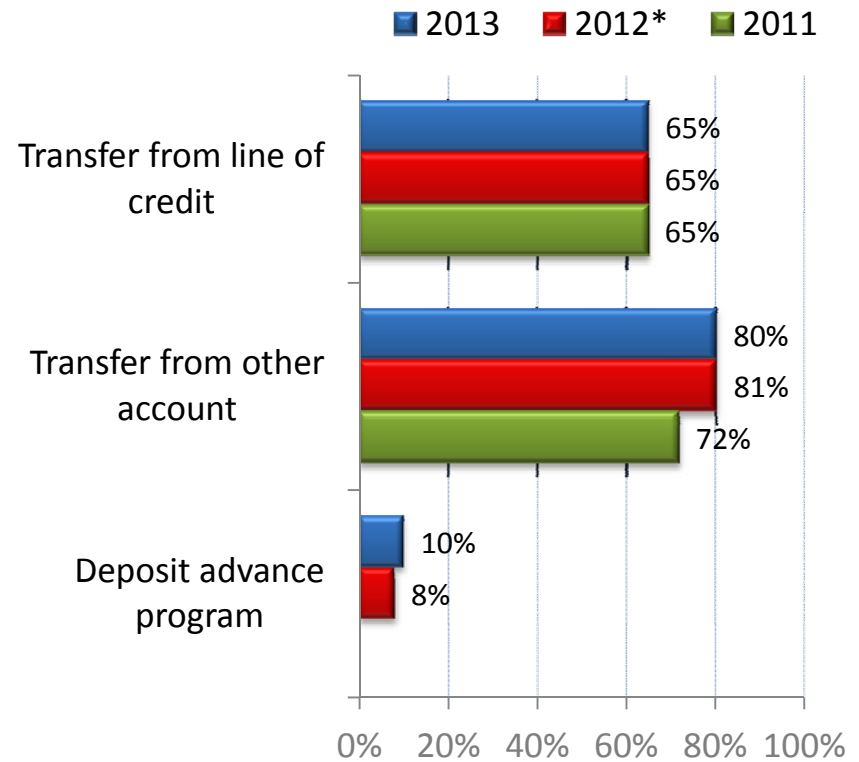
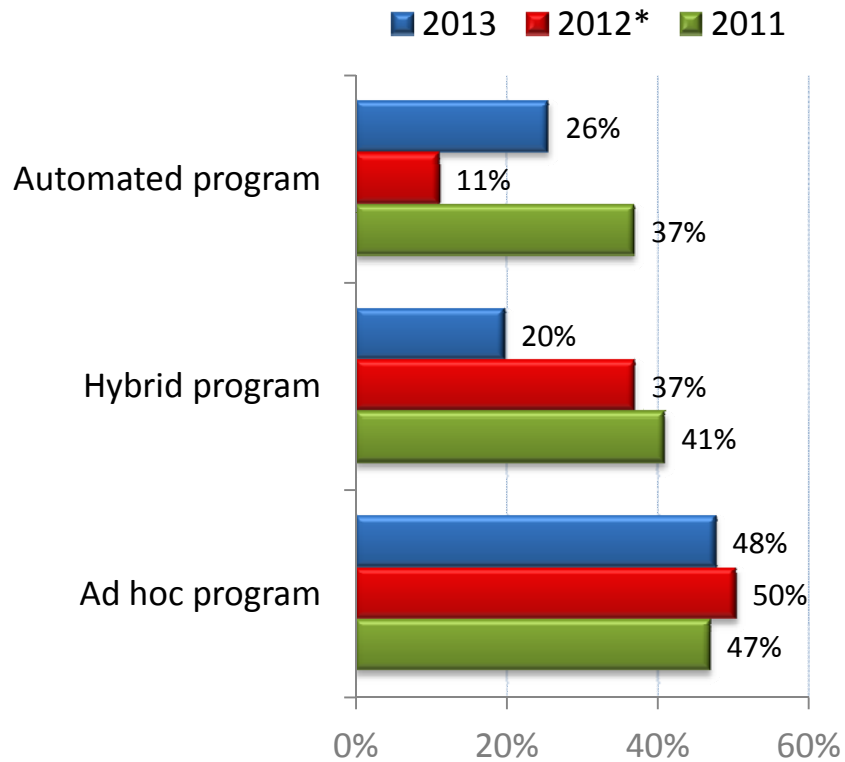


2013 ICBA Community bank Payments Survey

Community banks are responding to their customers' overdraft needs.

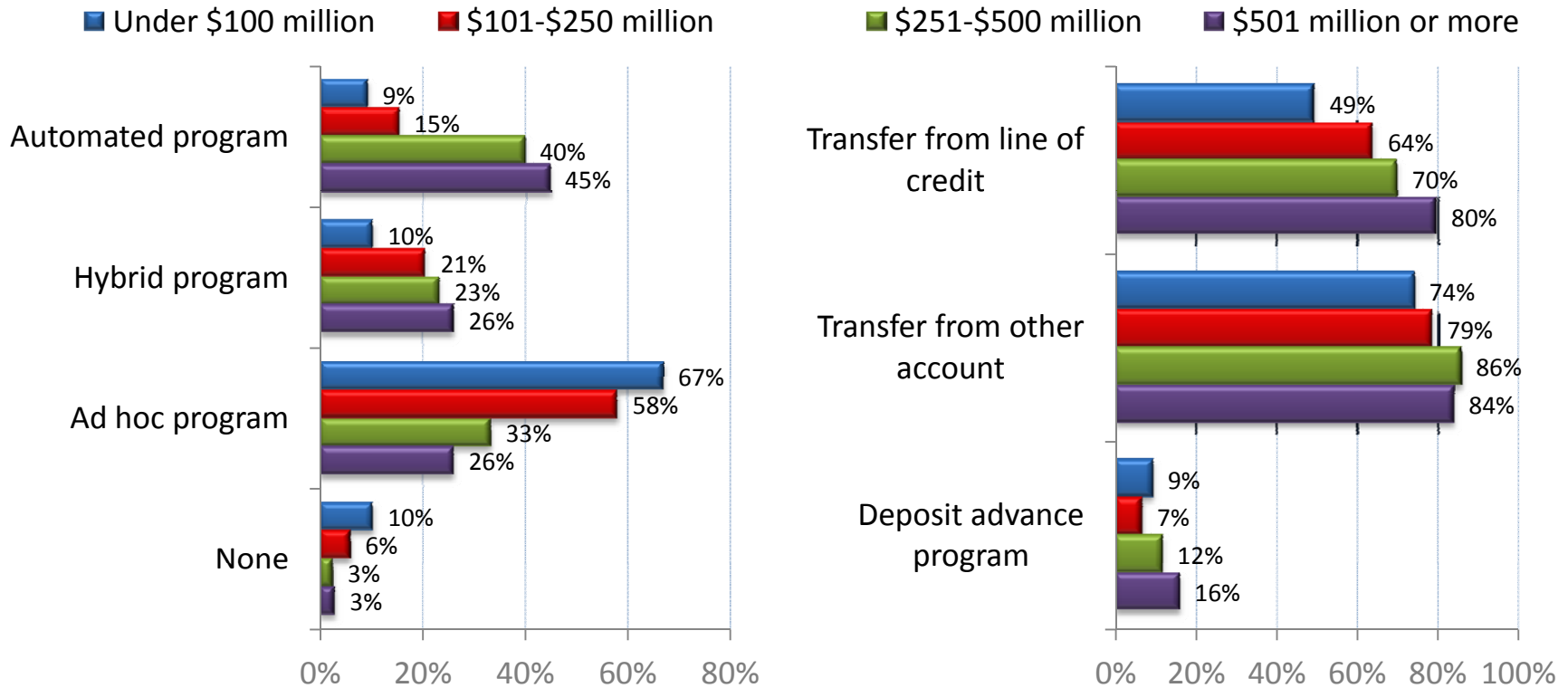
Consumer Overdraft Services

What type of consumer overdraft services does your bank offer?



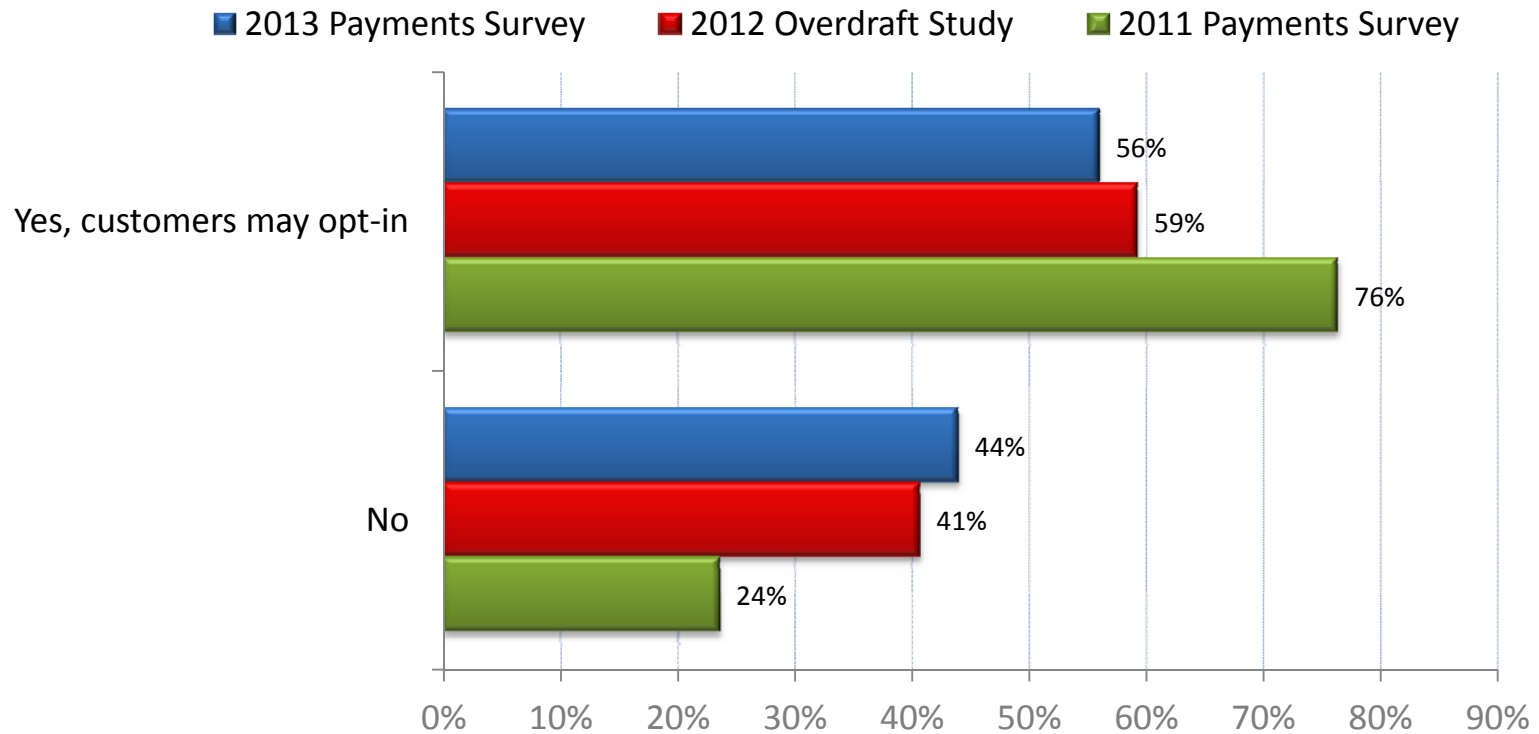
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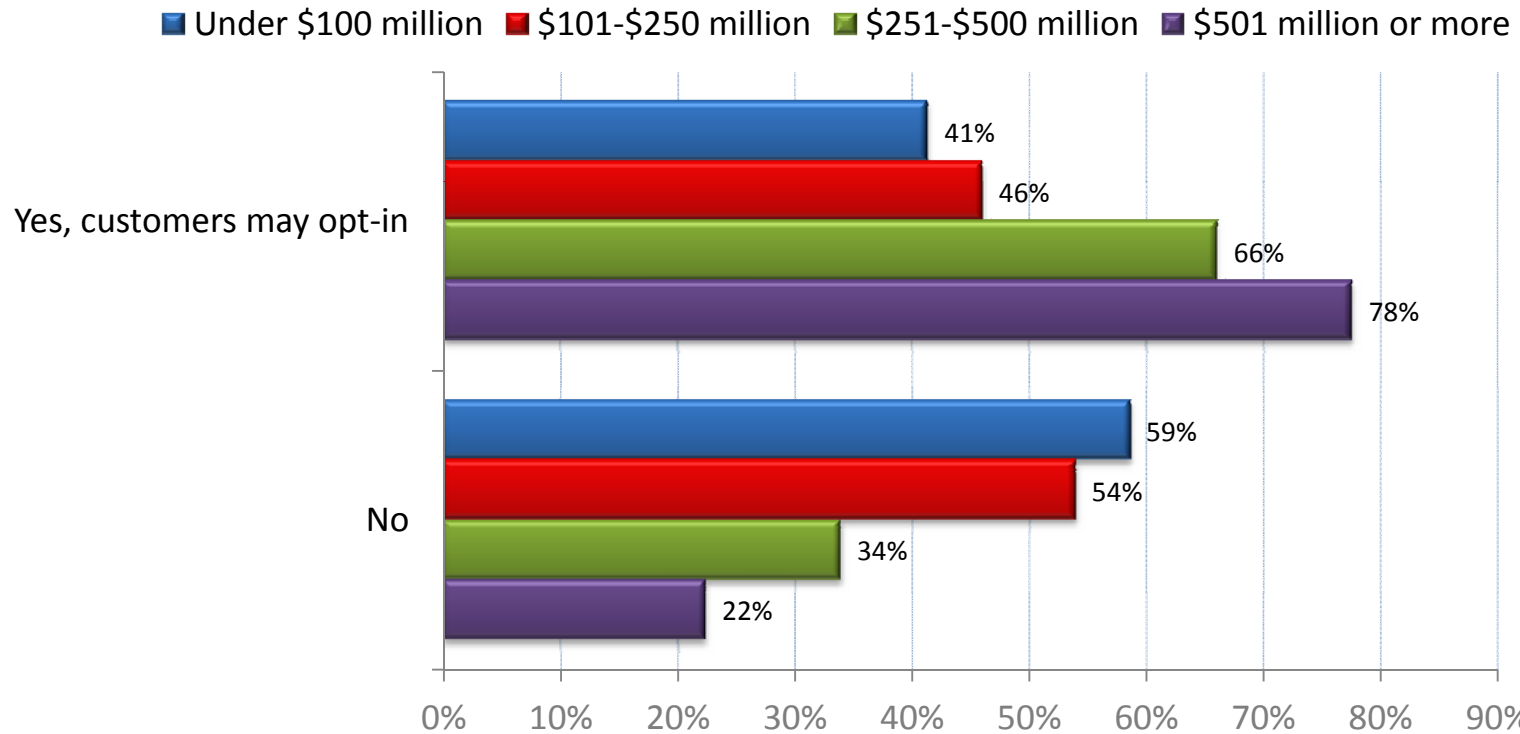
Consumer Overdraft Services

Does your bank offer overdraft coverage for ATM and POS debit card transactions?



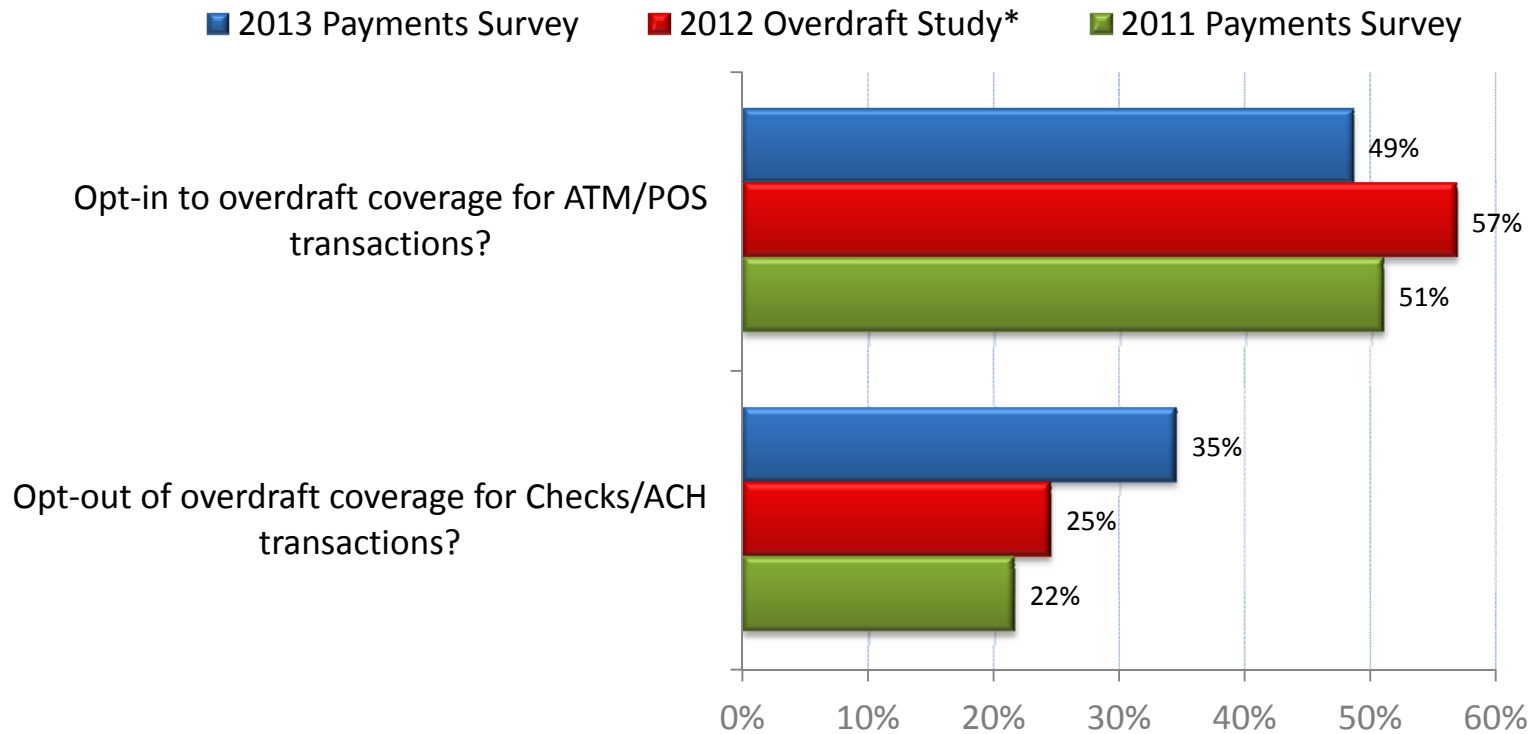
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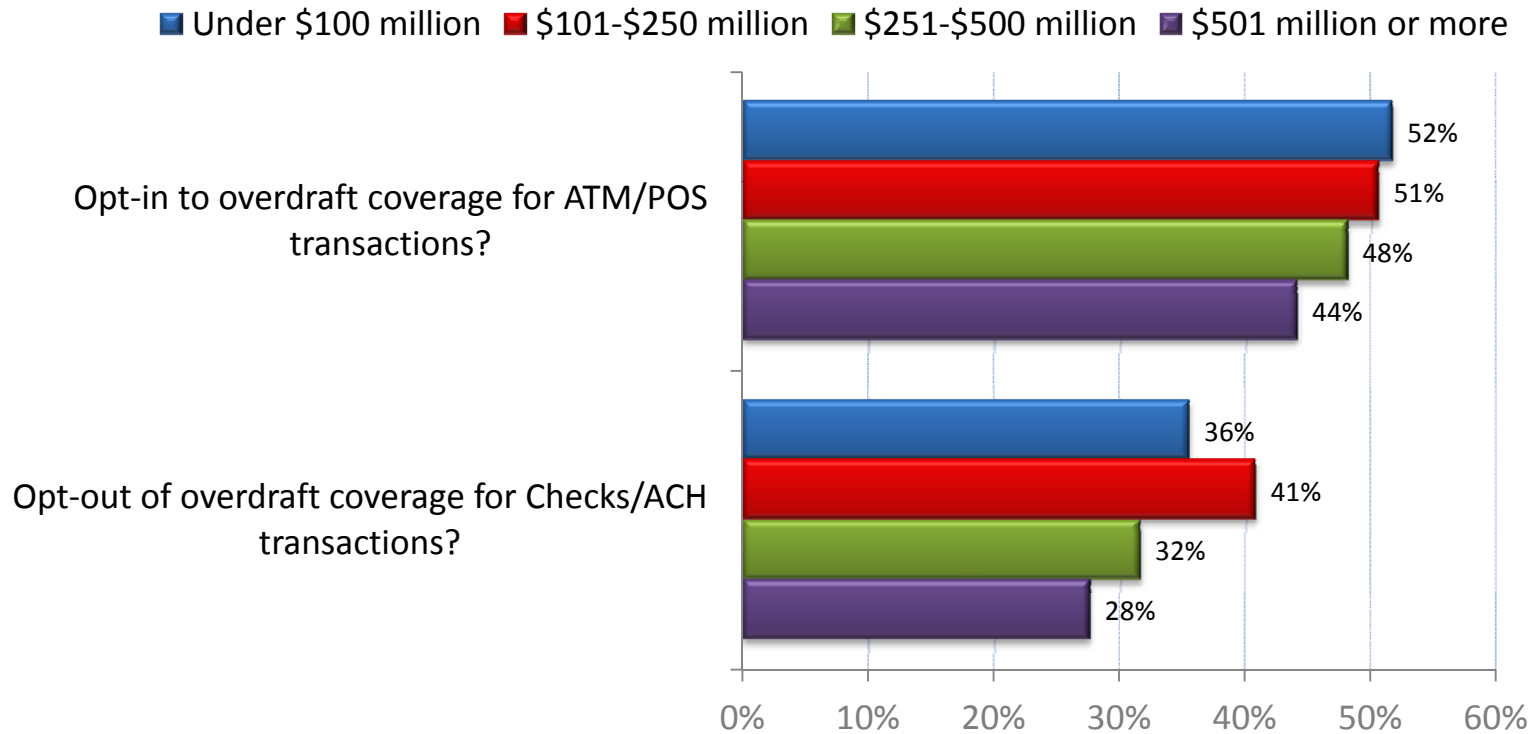
Consumer Overdraft Services

To the best of your knowledge, what percentage of your bank's consumer deposit account customers have elected to:



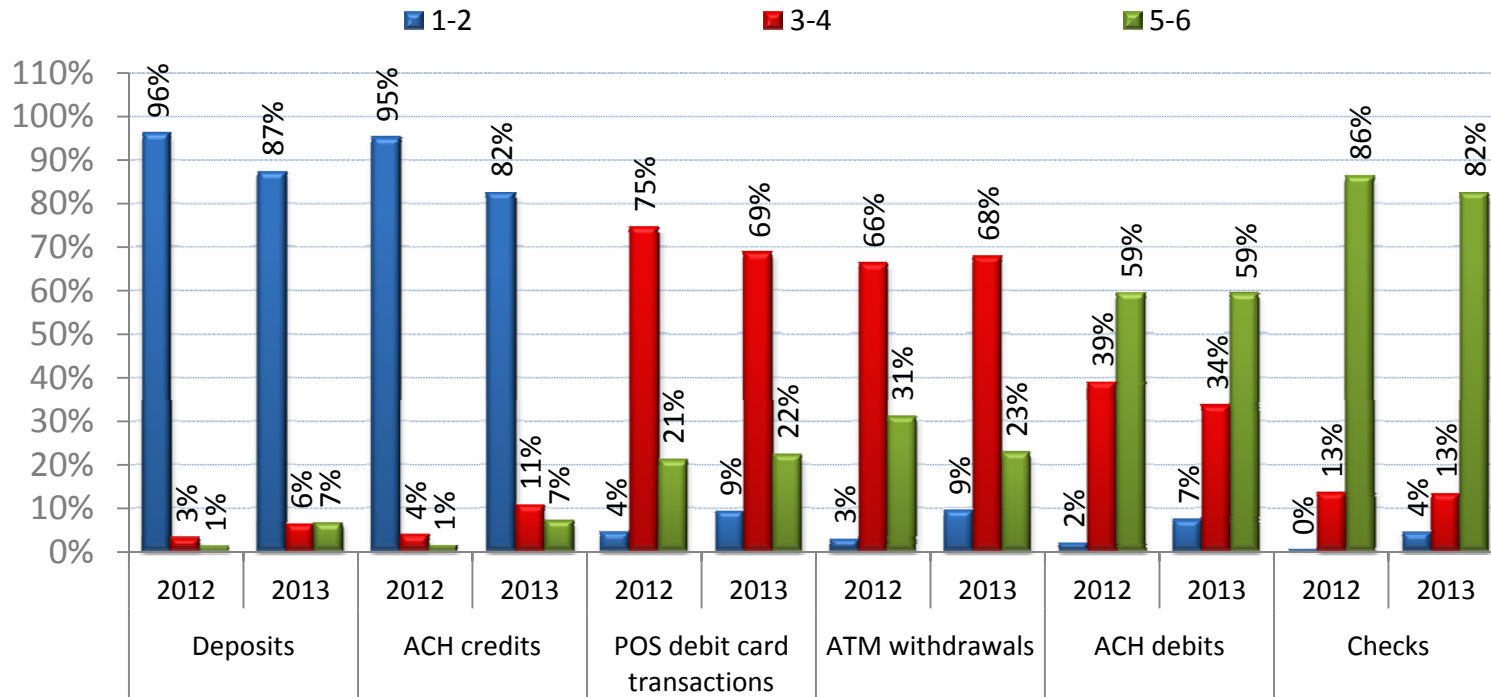
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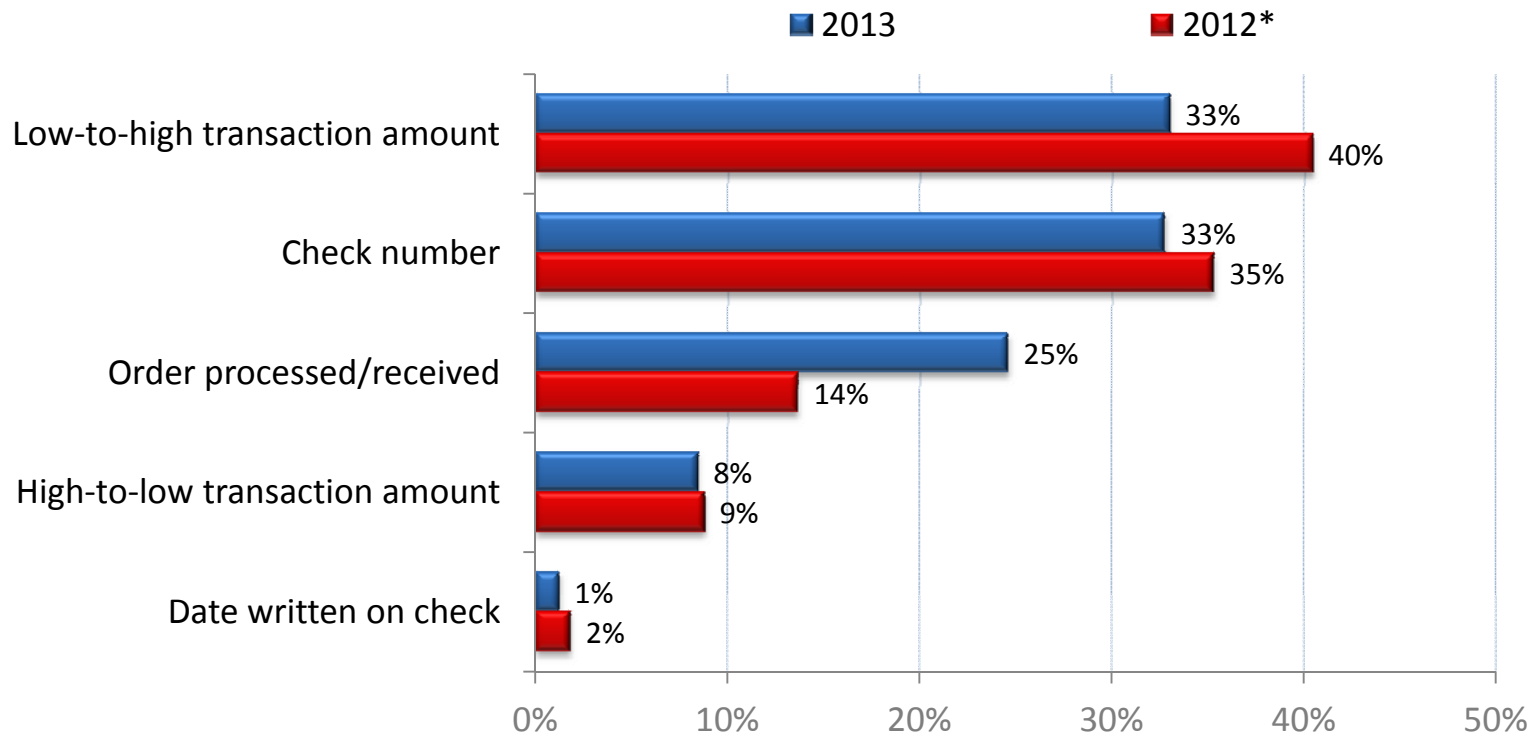
Consumer Overdraft Services

Community Bank Transaction Type Posting Order



Consumer Overdraft Services

In what order does your bank post checks to transaction accounts?

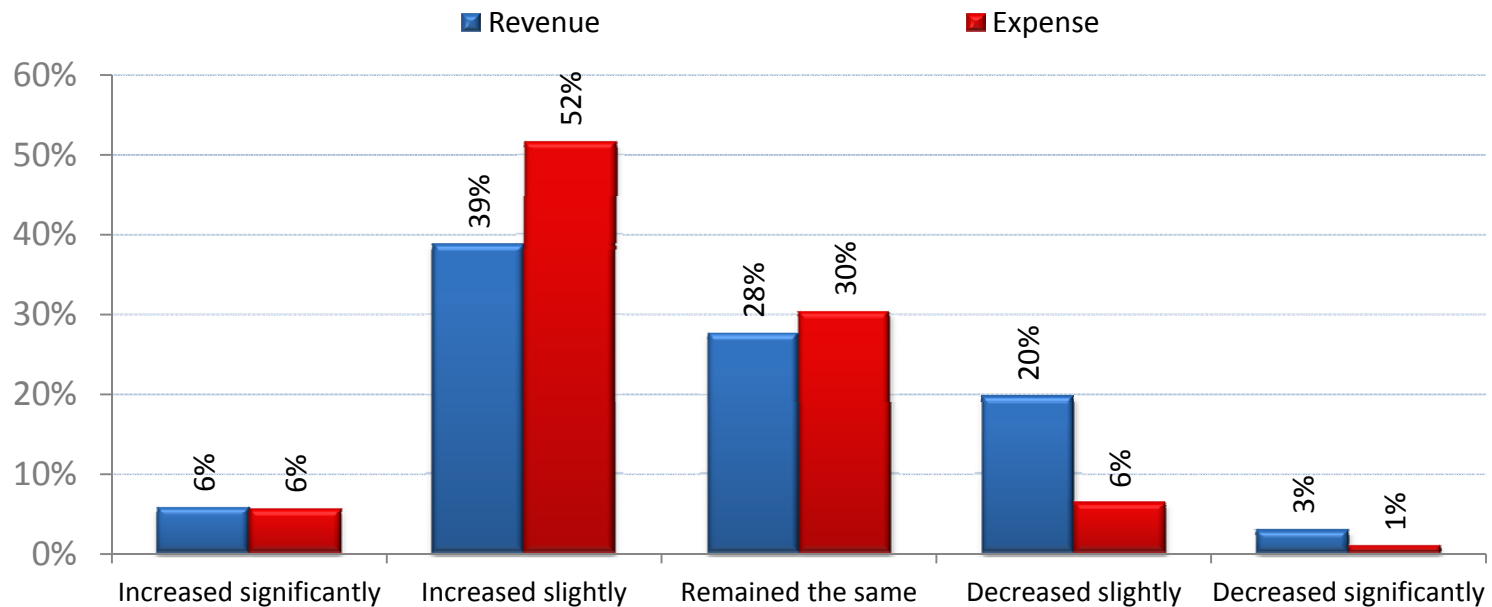


2013 ICBA Community bank Payments Survey

Debit card costs outpace growth in revenue.

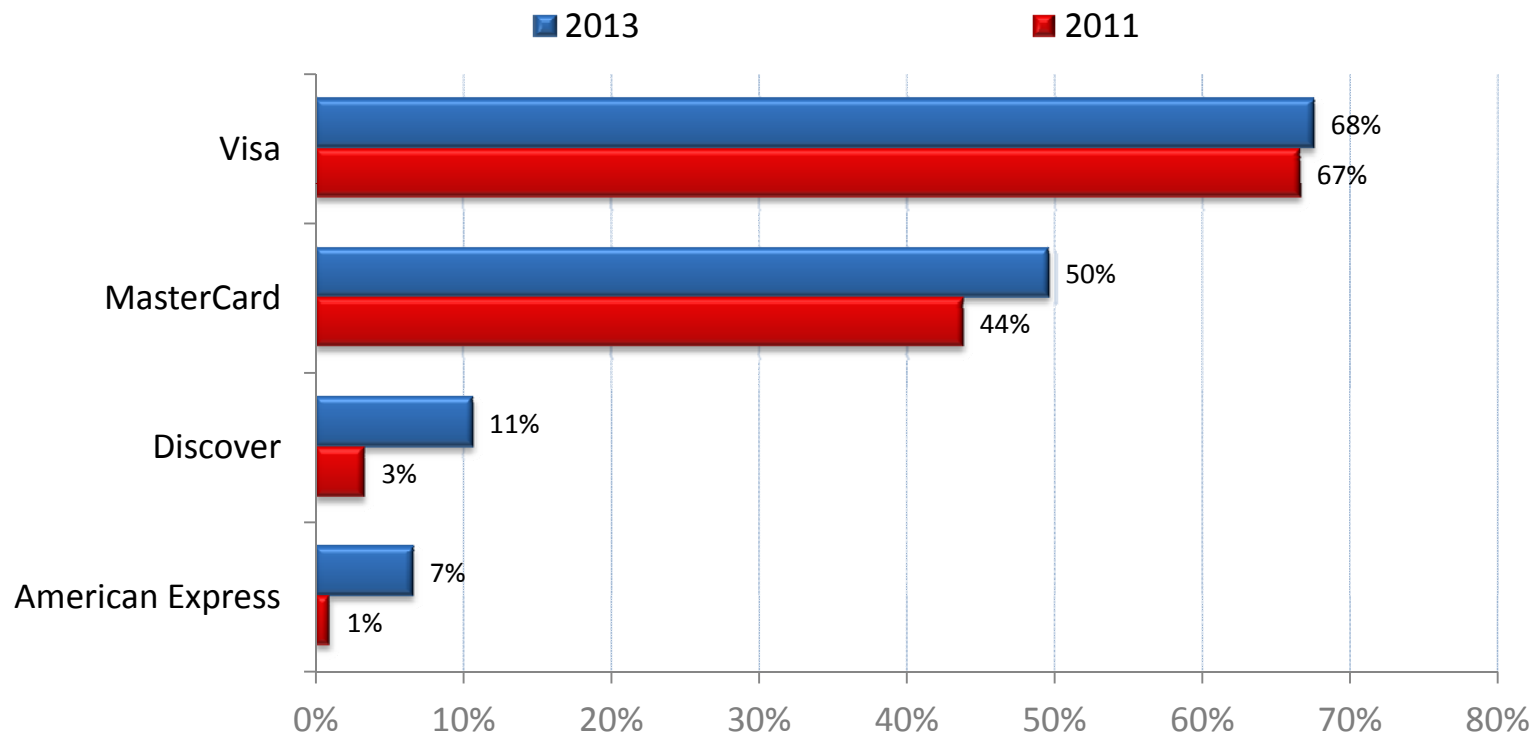
Card Cost-Recovery Outlook

Change in payment card revenue vs. change in expense:
Debit Cards



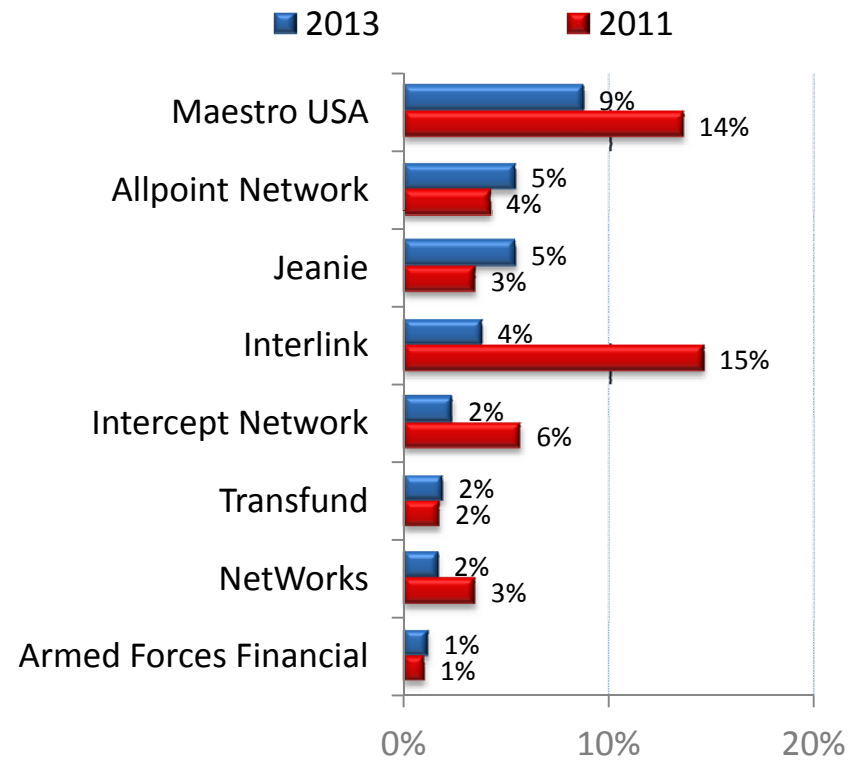
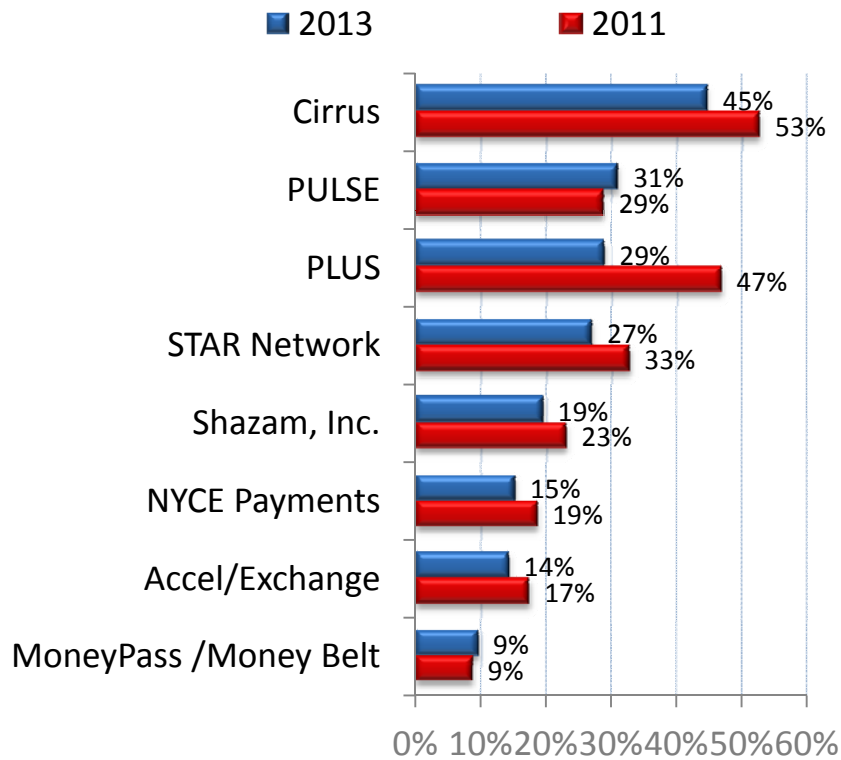
Debit/Prepaid Card Networks

In which debit/prepaid card networks does your bank participate?
(Check all that apply)



Debit/Prepaid Card Networks

In which debit/prepaid card networks does your bank participate?
(Check all that apply)

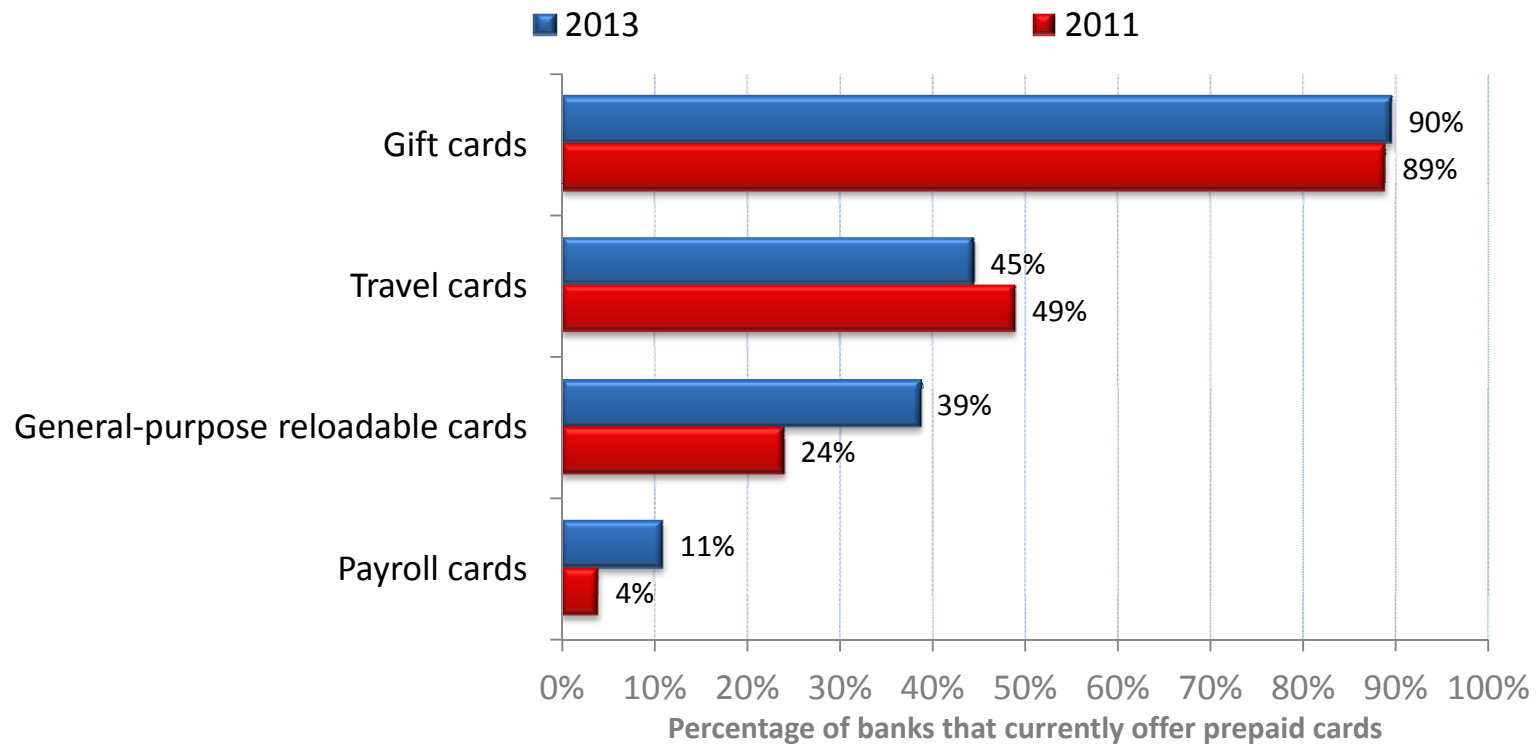


2013 ICBA Community bank Payments Survey

Changes in payment cards: the decline of gift cards marks the rise of GPR prepaid cards.

Prepaid Cards

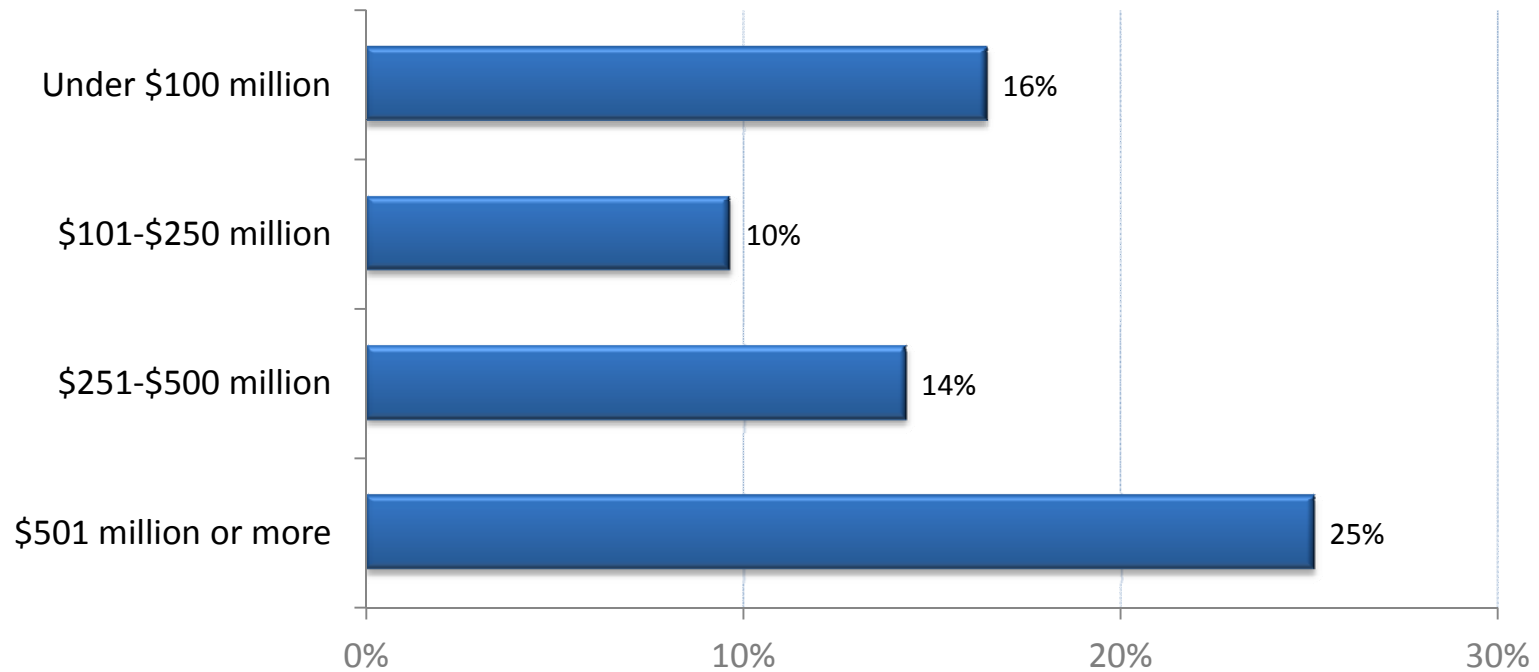
What types of prepaid card products does your bank offer?
(Check all that apply.)



Prepaid Cards

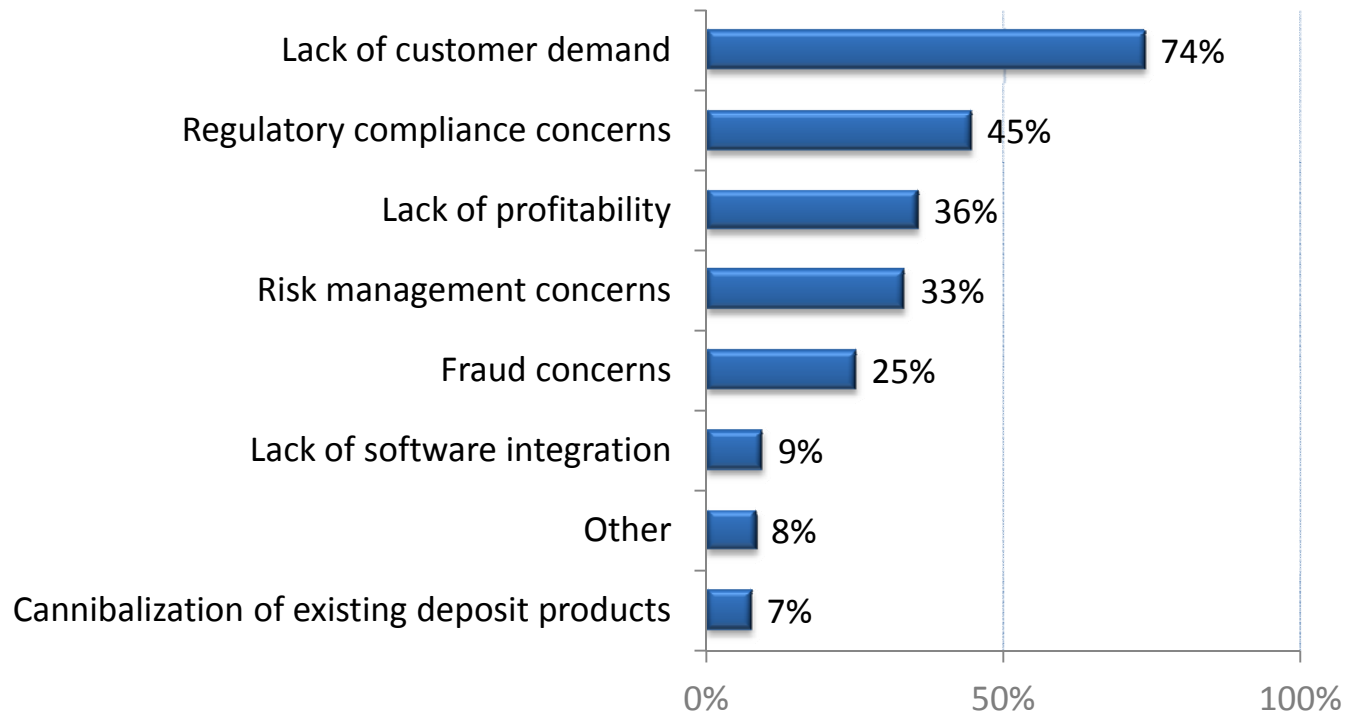
What types of prepaid card products does your bank offer?

General-purpose reloadable prepaid cards – **Currently Offer**



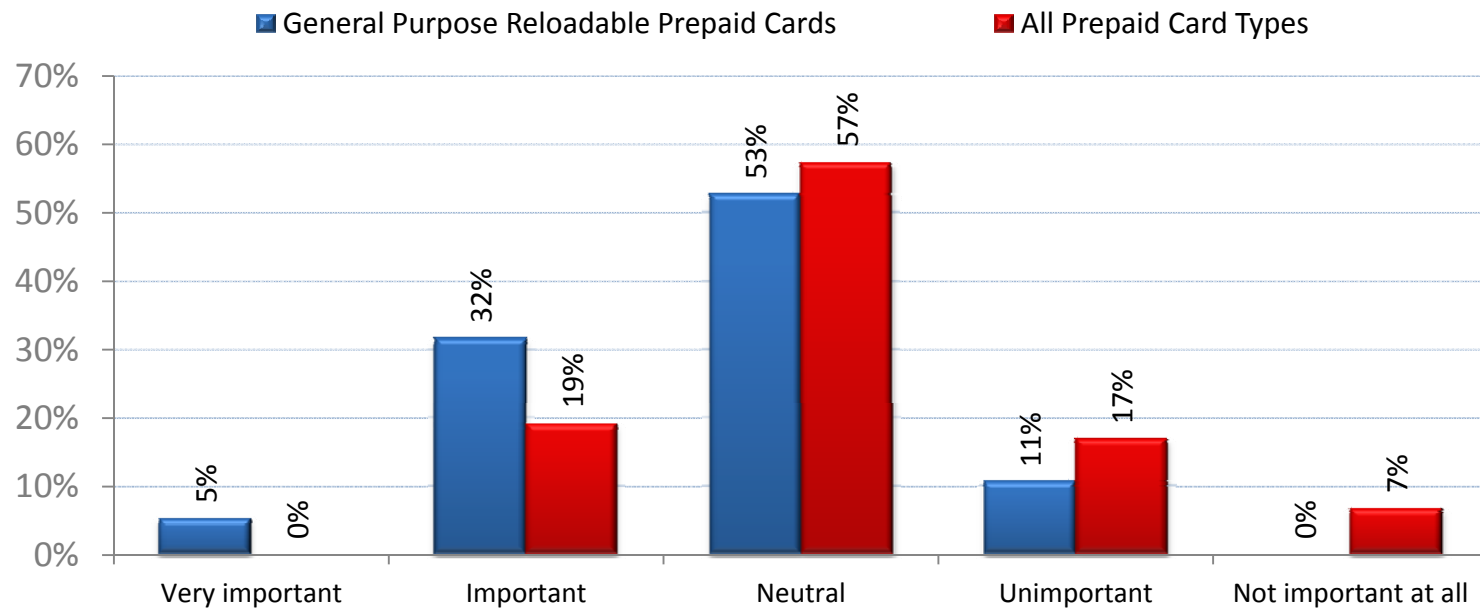
Prepaid Cards

Why does your bank not offer prepaid cards?
(Check all that apply.)



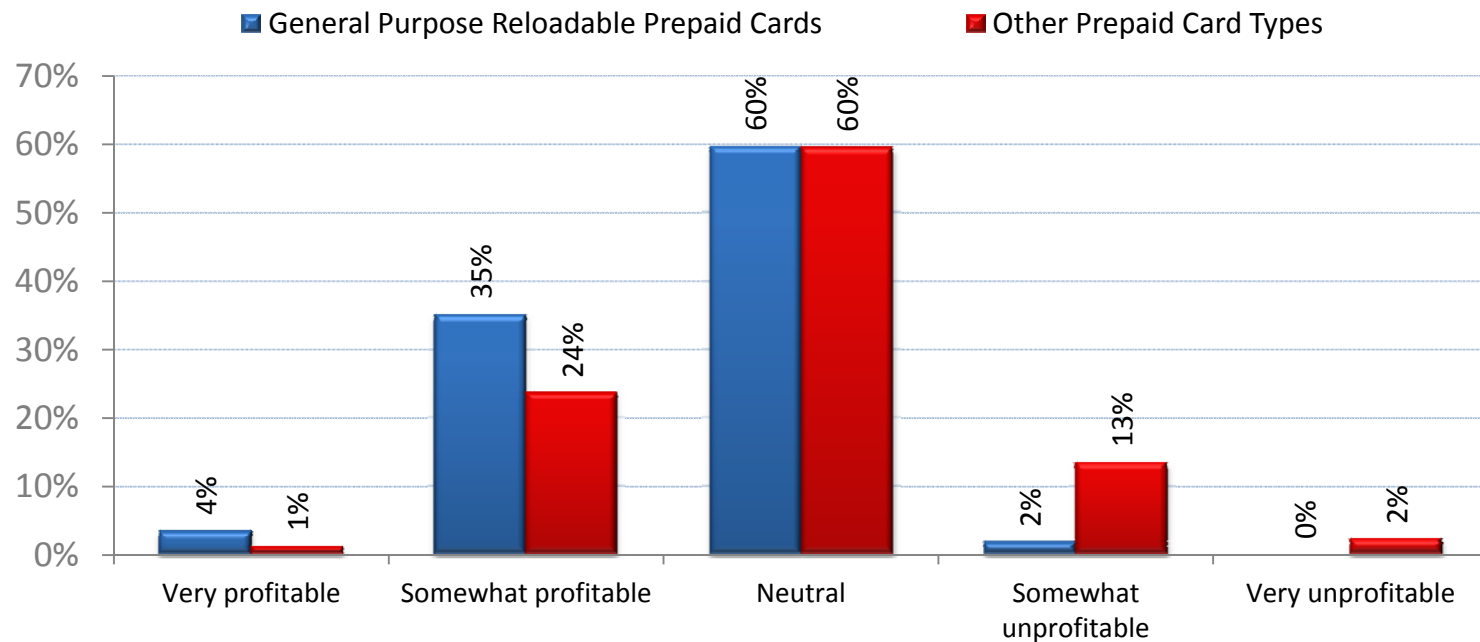
Prepaid Cards

Please rate the importance of the following payments products to your bank's consumer relationships. **Prepaid Cards**



Prepaid Cards

Please rate the profitability of your bank's consumer payments product offerings. **Prepaid Cards**



2013 ICBA Community bank Payments Survey

Other Notable Findings:

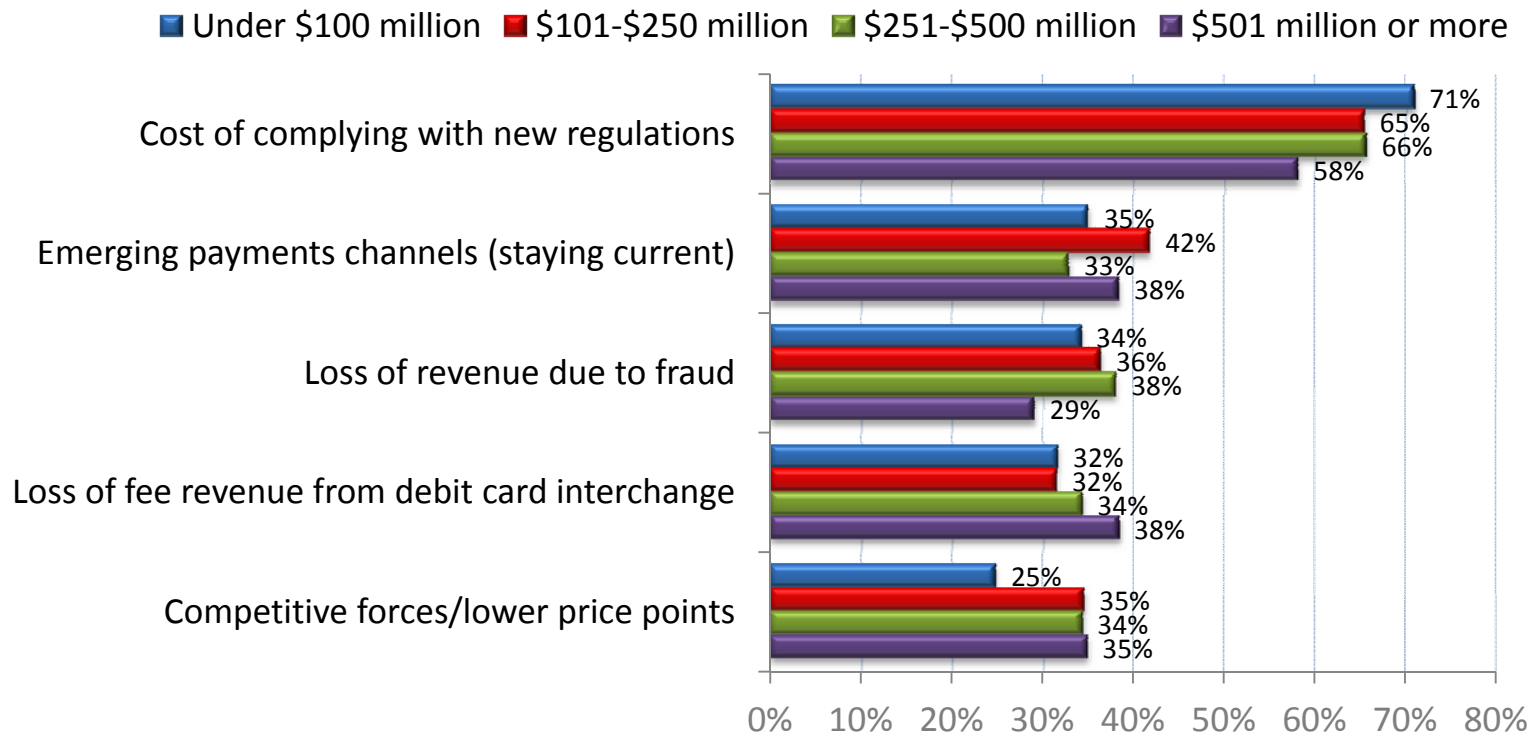
2013 ICBA Community bank Payments Survey

Increased regulation threatens community banks' payments strategies.

Payments Management and Strategy

What are the most important and least important threats to your bank's payments strategy?

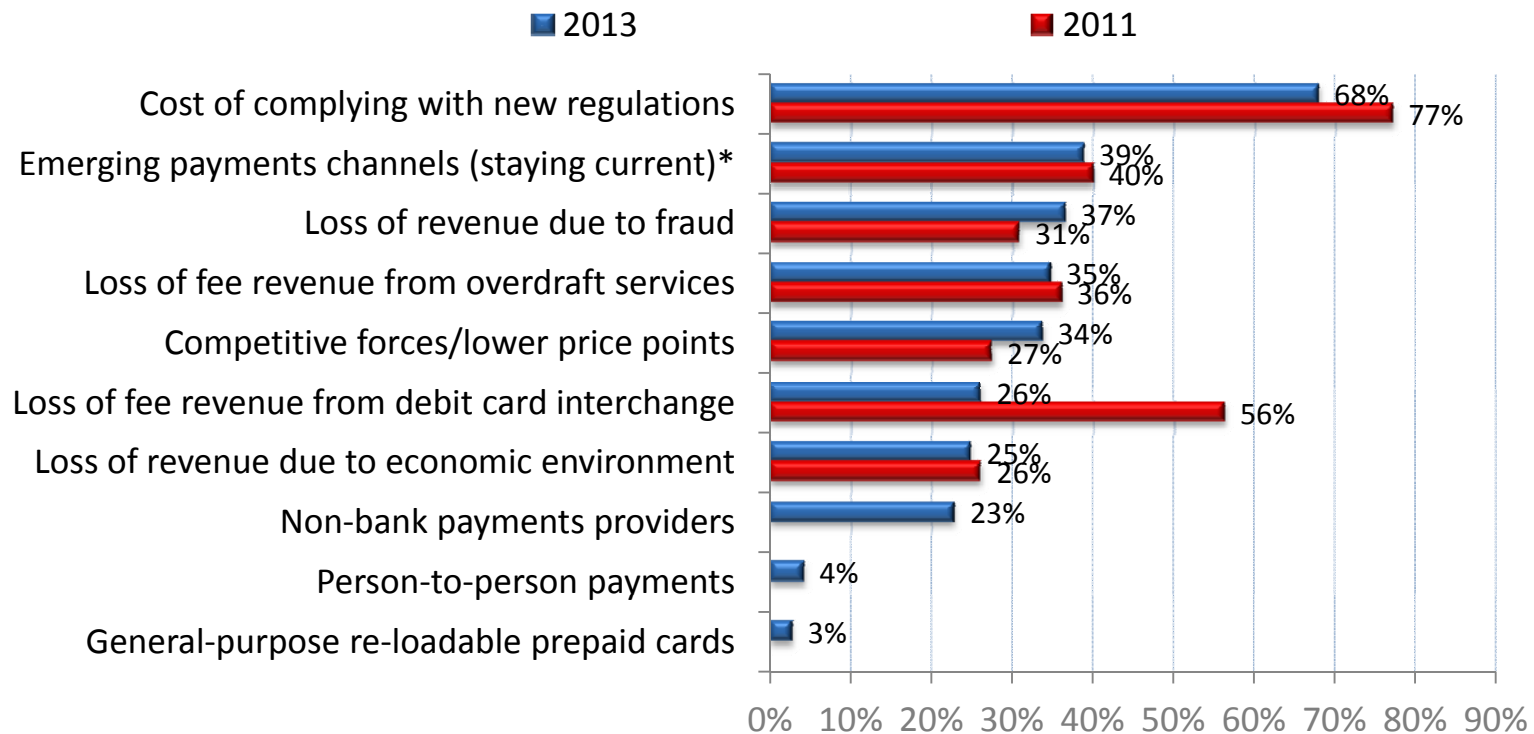
Top 3 – Most Important Threats



Payments Management and Strategy

What are the most important and least important threats to your bank's payments strategy?

Top 3 – Most Important Threats

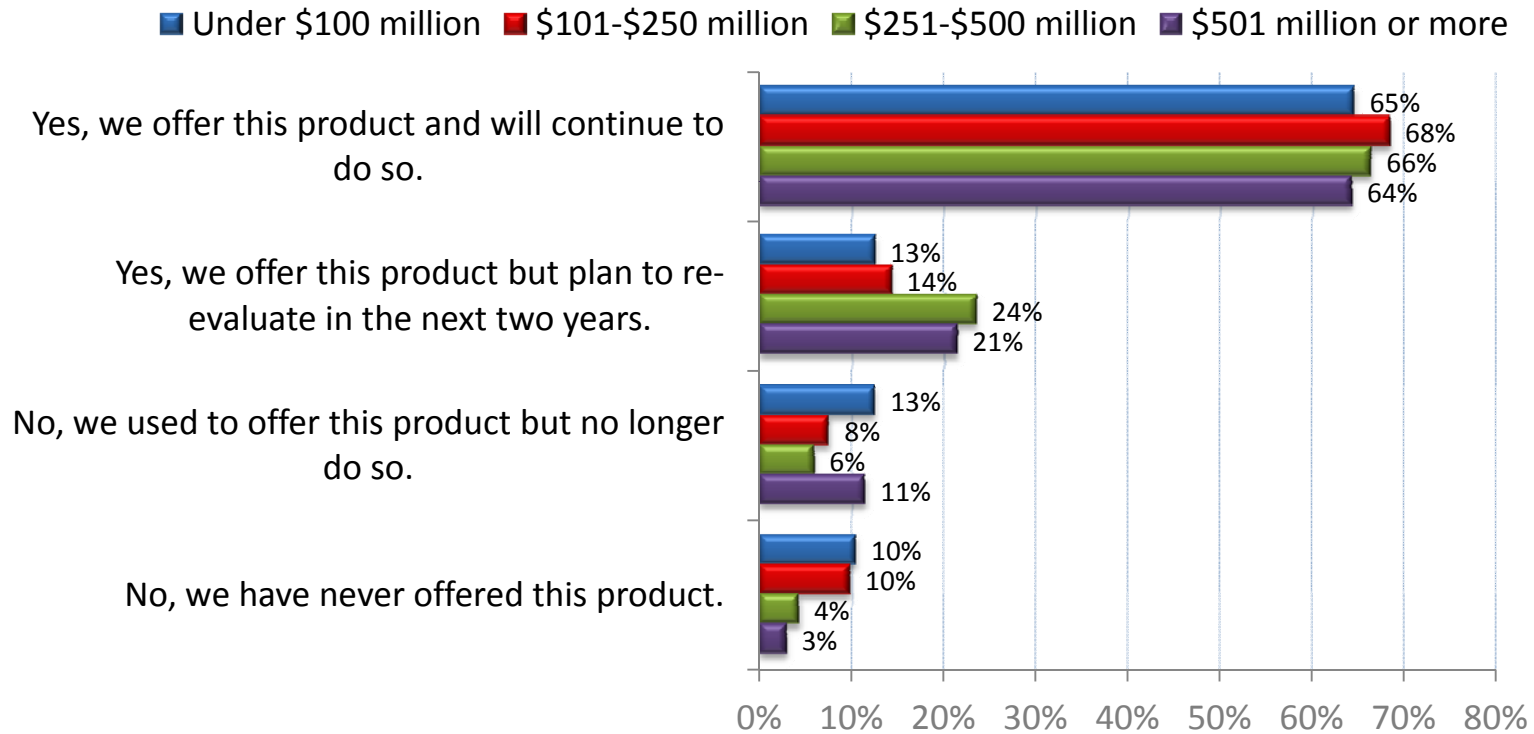


2013 ICBA Community bank Payments Survey

“Free checking” still offered at most community banks, but on the decline.

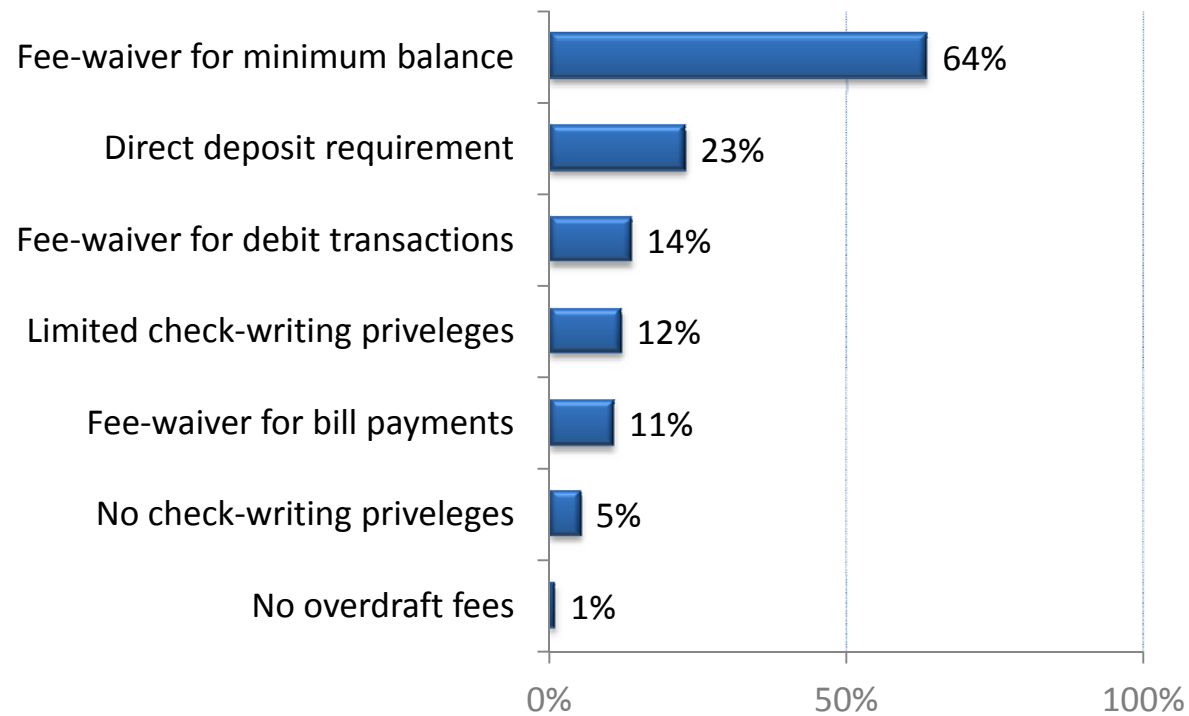
Free Checking

Does your bank offer consumers a basic demand deposit account with no monthly account maintenance fee?



Free Checking Features

What are the features of your bank's basic consumer demand deposit account?(Check all that apply.)

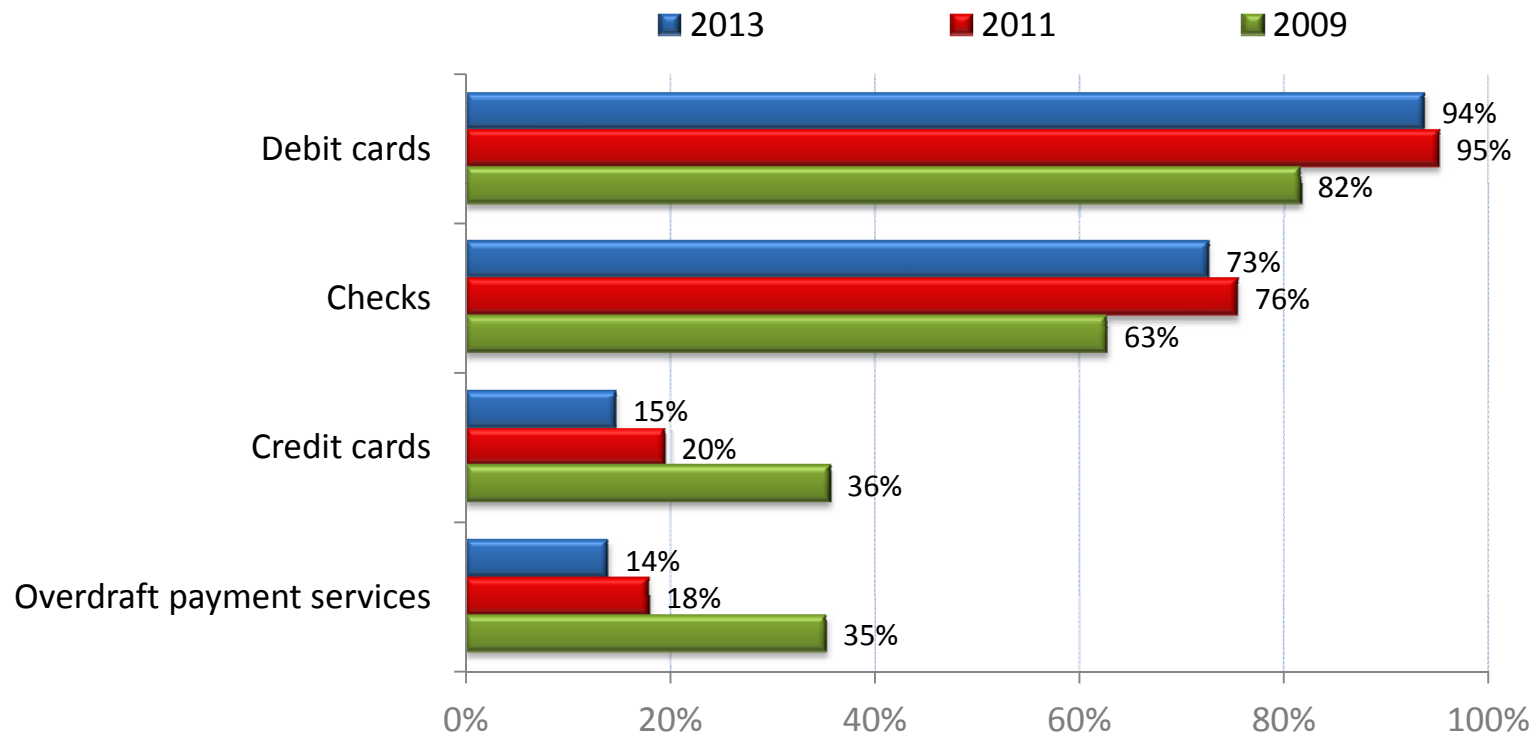


2013 ICBA Community bank Payments Survey

Card/check fraud: an ongoing challenge for community banks.

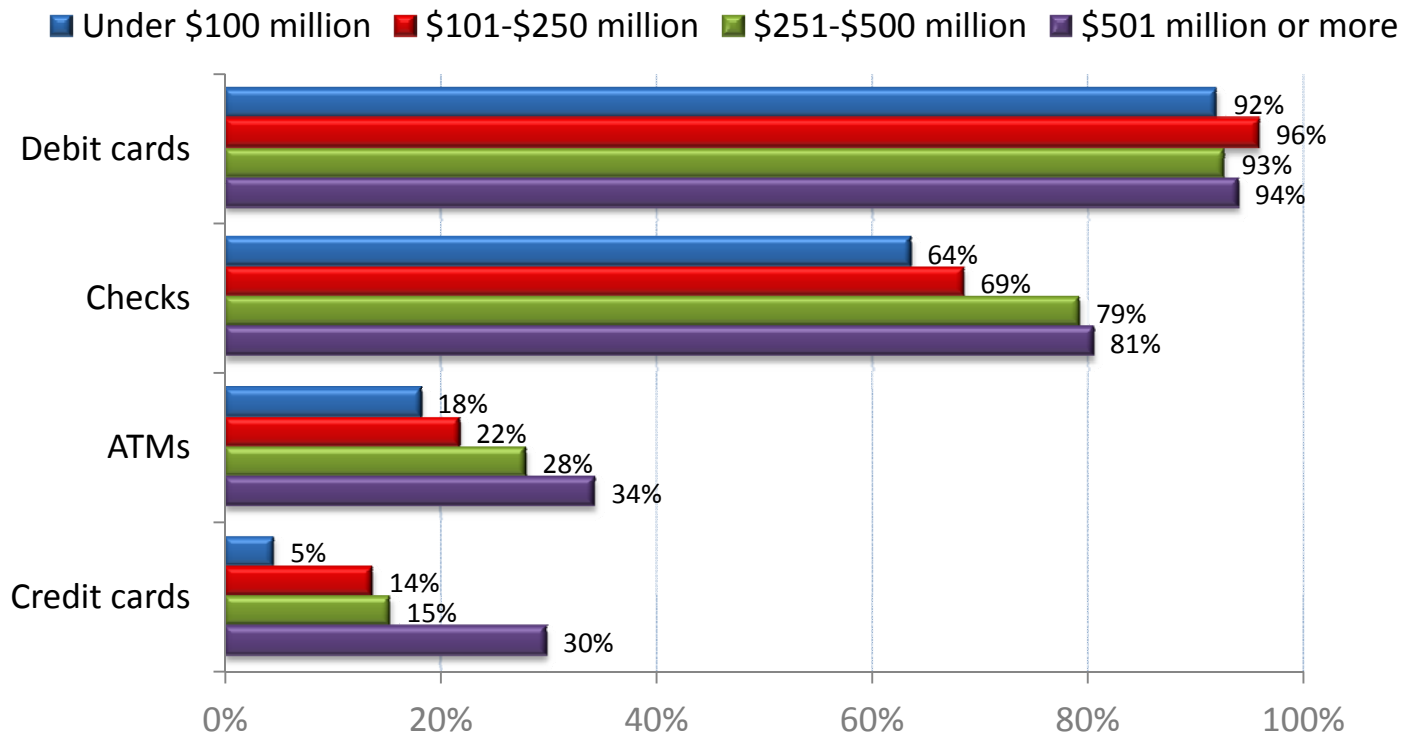
Fraud by Payments Product

For which of the following products has your bank incurred a monetary loss due to fraud?



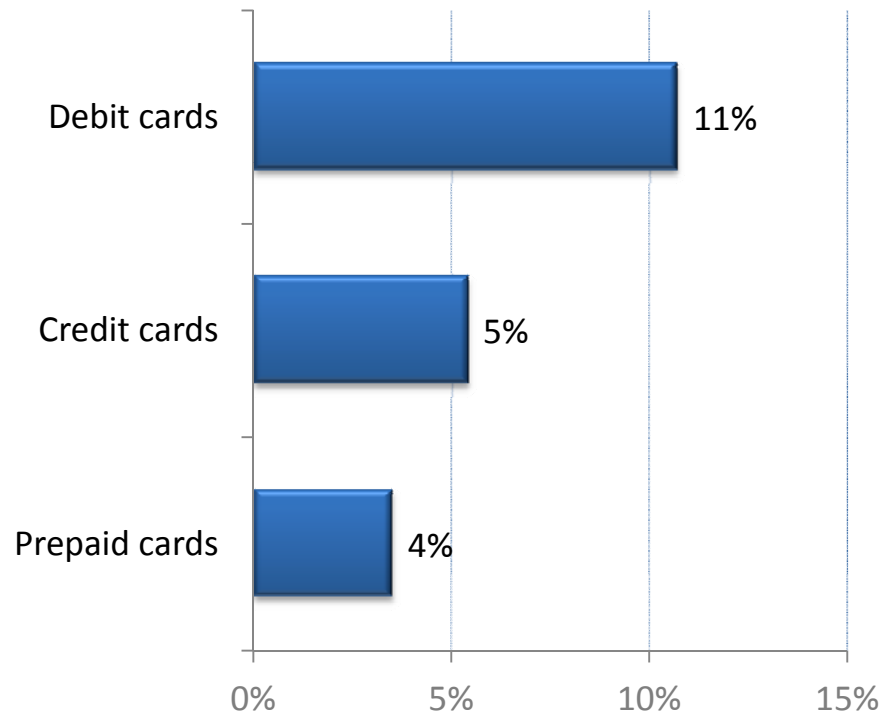
Fraud Losses

For which of the following consumer payments products has your bank incurred a monetary loss due to fraud? (Check all that apply.)



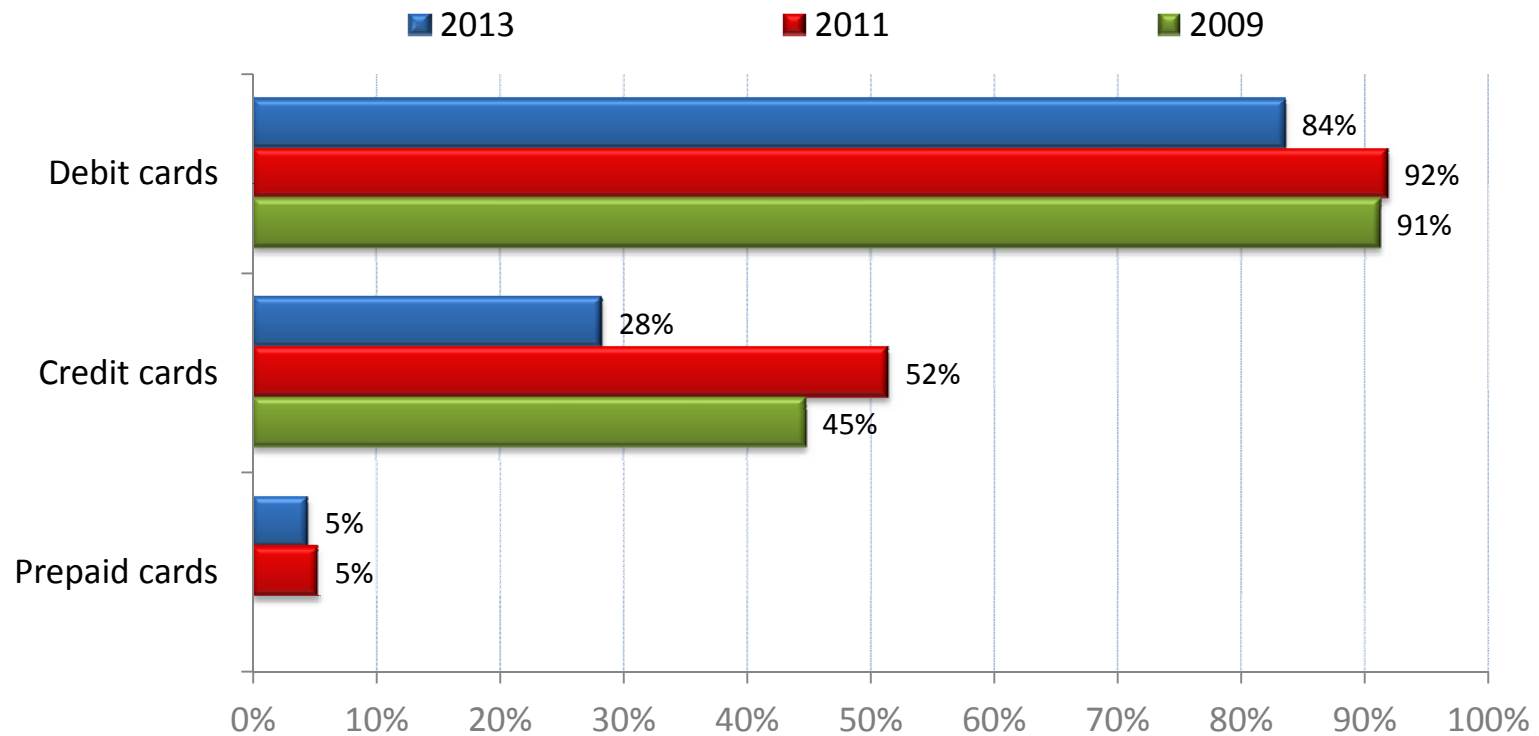
Card Reissues

In the past year, what percentage of your bank's payment cards have been reissued due to fraud?



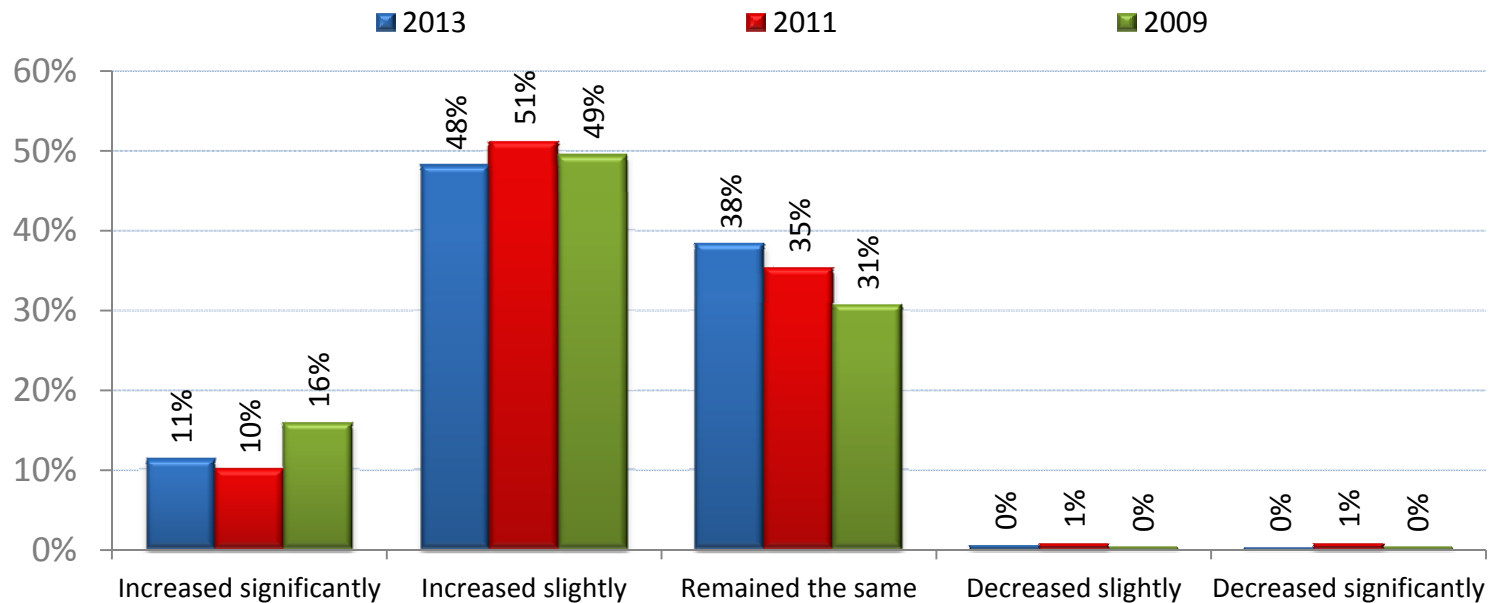
Card Reissues

Percentage of banks reporting re-issued payment cards due to fraud.



Risk and Fraud Spending

Which of the following BEST describes the change in your bank's spending to address payments risk/fraud over the last year?

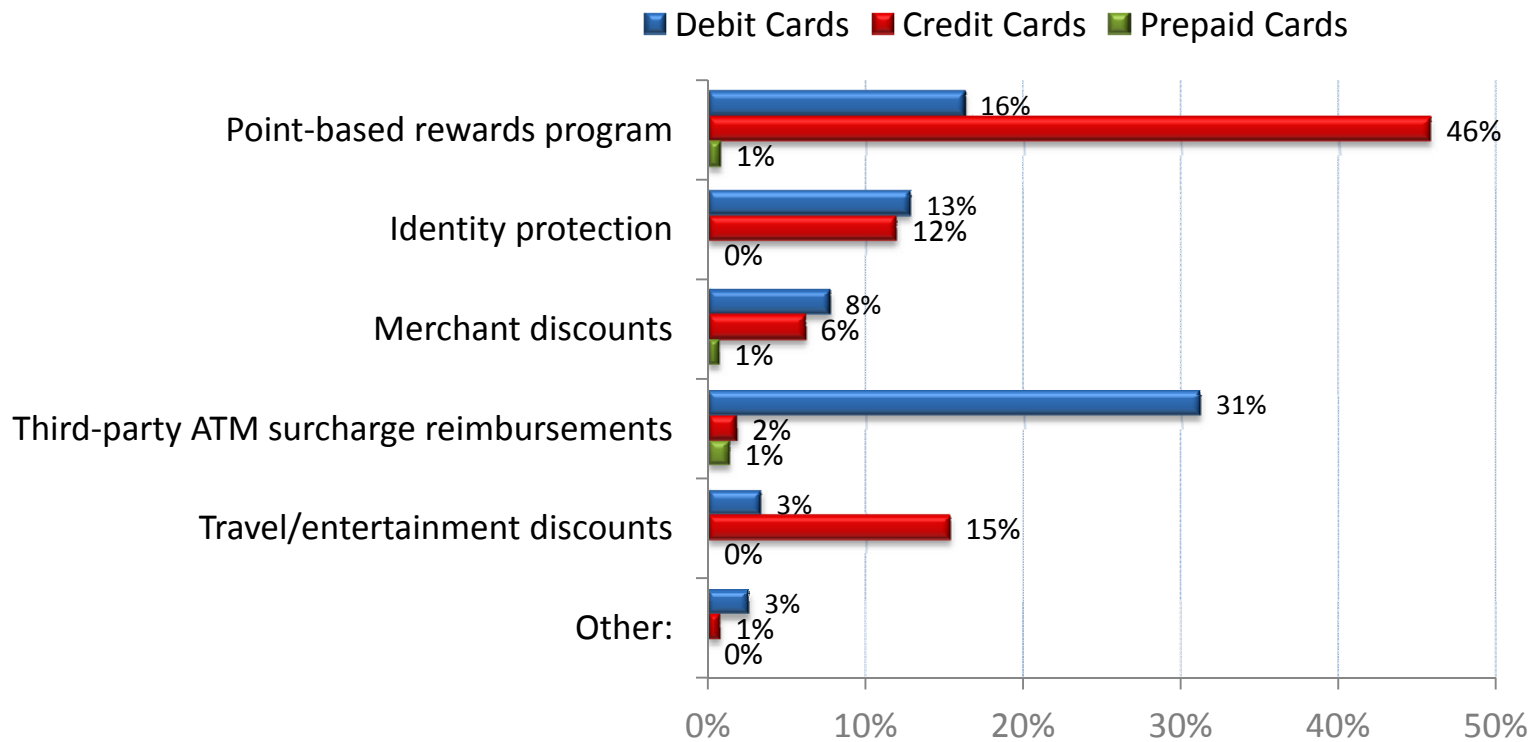


2013 ICBA Community bank Payments Survey

Card rewards and benefits vary by card type.

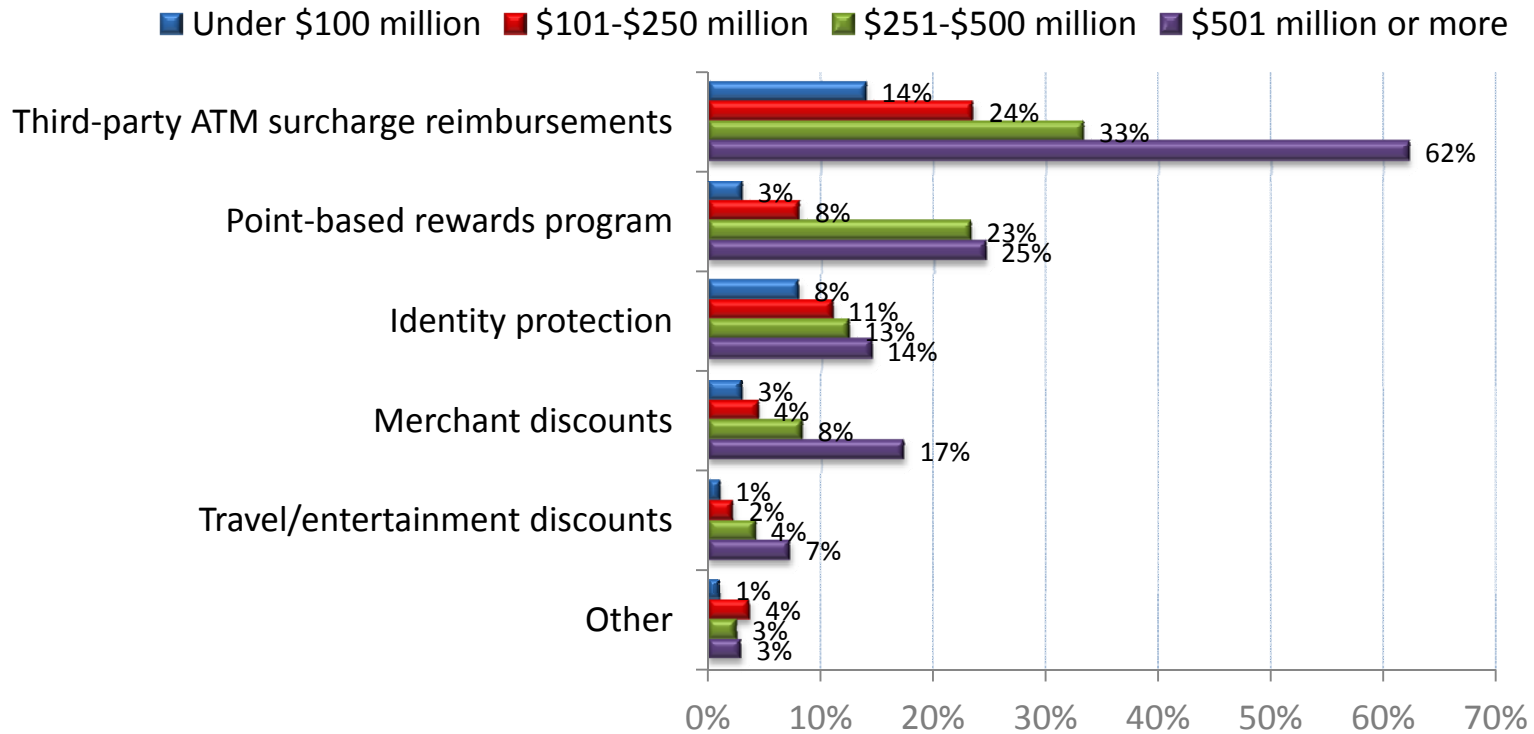
Card Account Benefits

Does your bank offer any of the following additional features to consumer payment cards? (Check all that apply.)



Card Account Benefits

Does your bank offer any of the following additional features to consumer payment cards? (Check all that apply.) **Debit Cards**

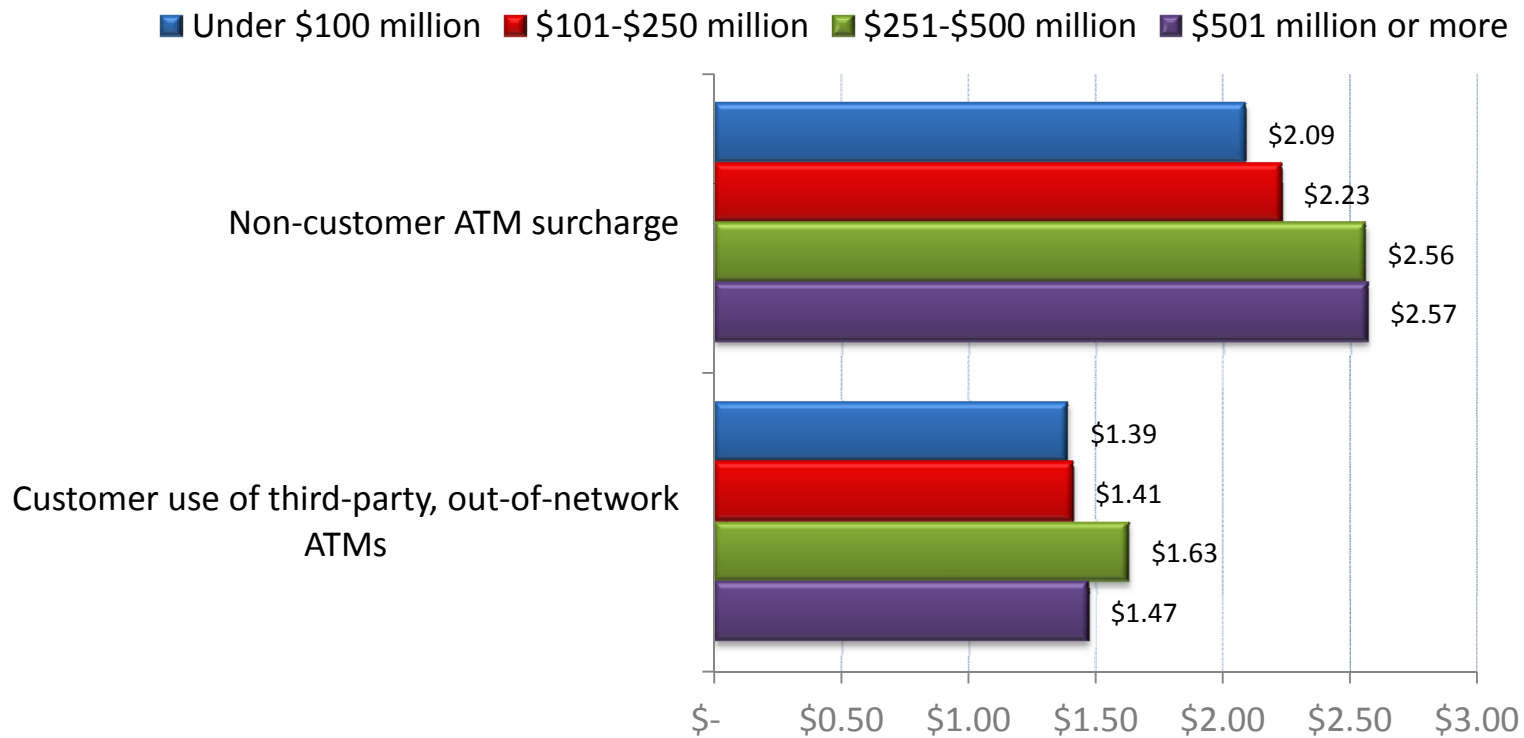


2013 ICBA Community bank Payments Survey

Community banks ease the pain of ATM fees for customers, deploy new ATM technologies.

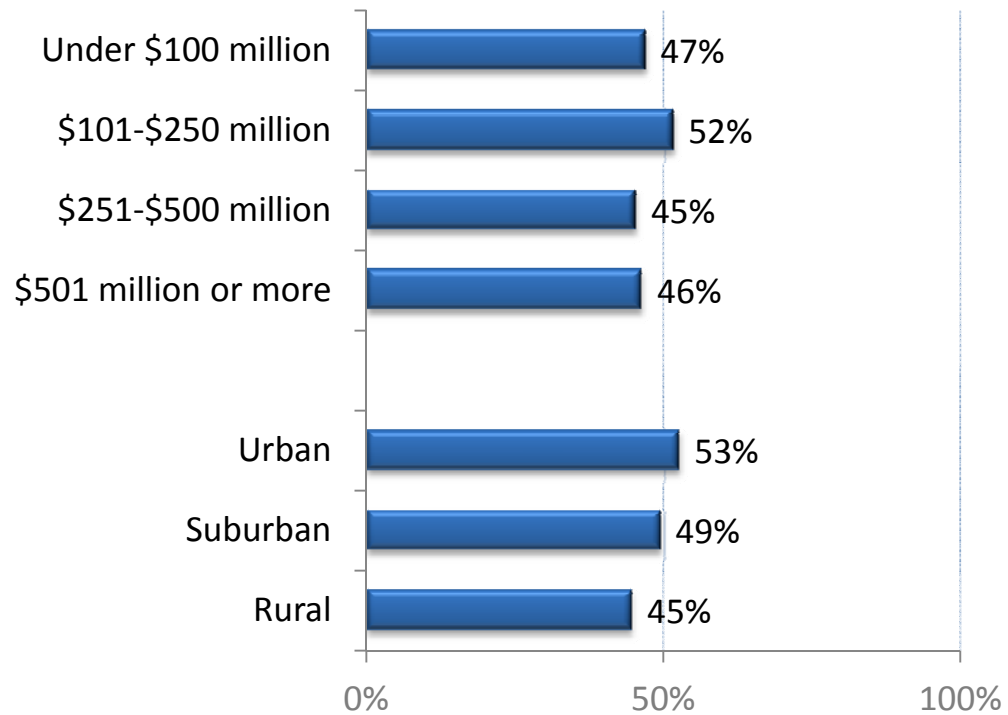
ATMs

What is the average fee amount in dollars charged by your bank for the following?



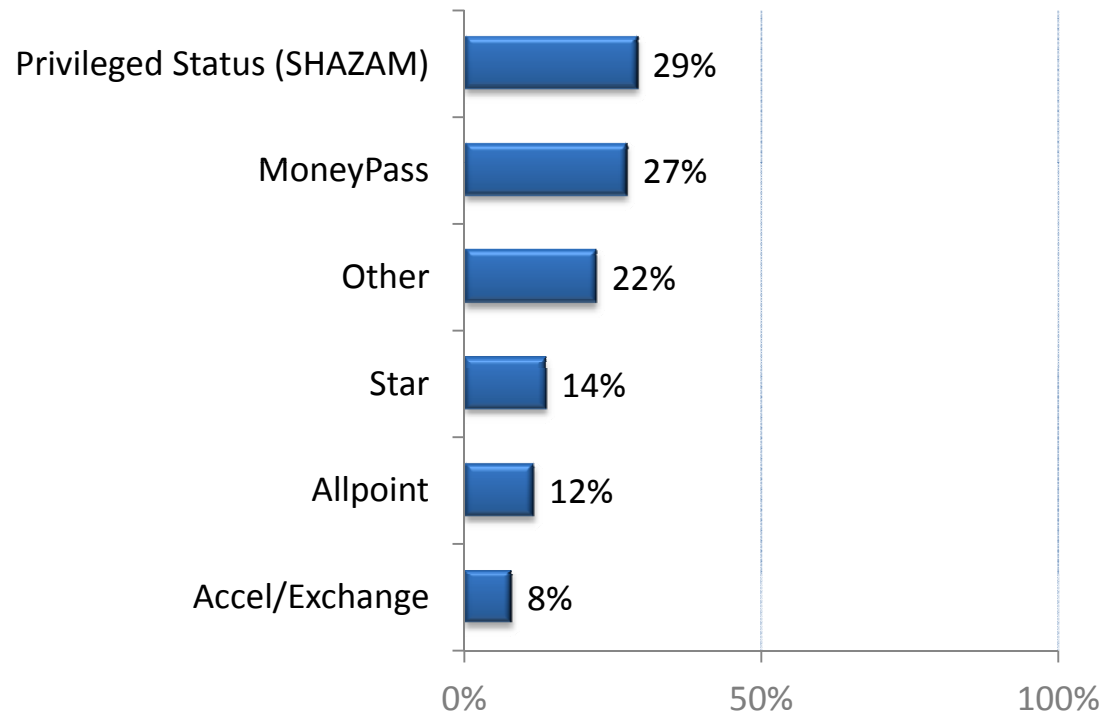
ATMs

Does your bank belong to a fee-free ATM network? **Yes**



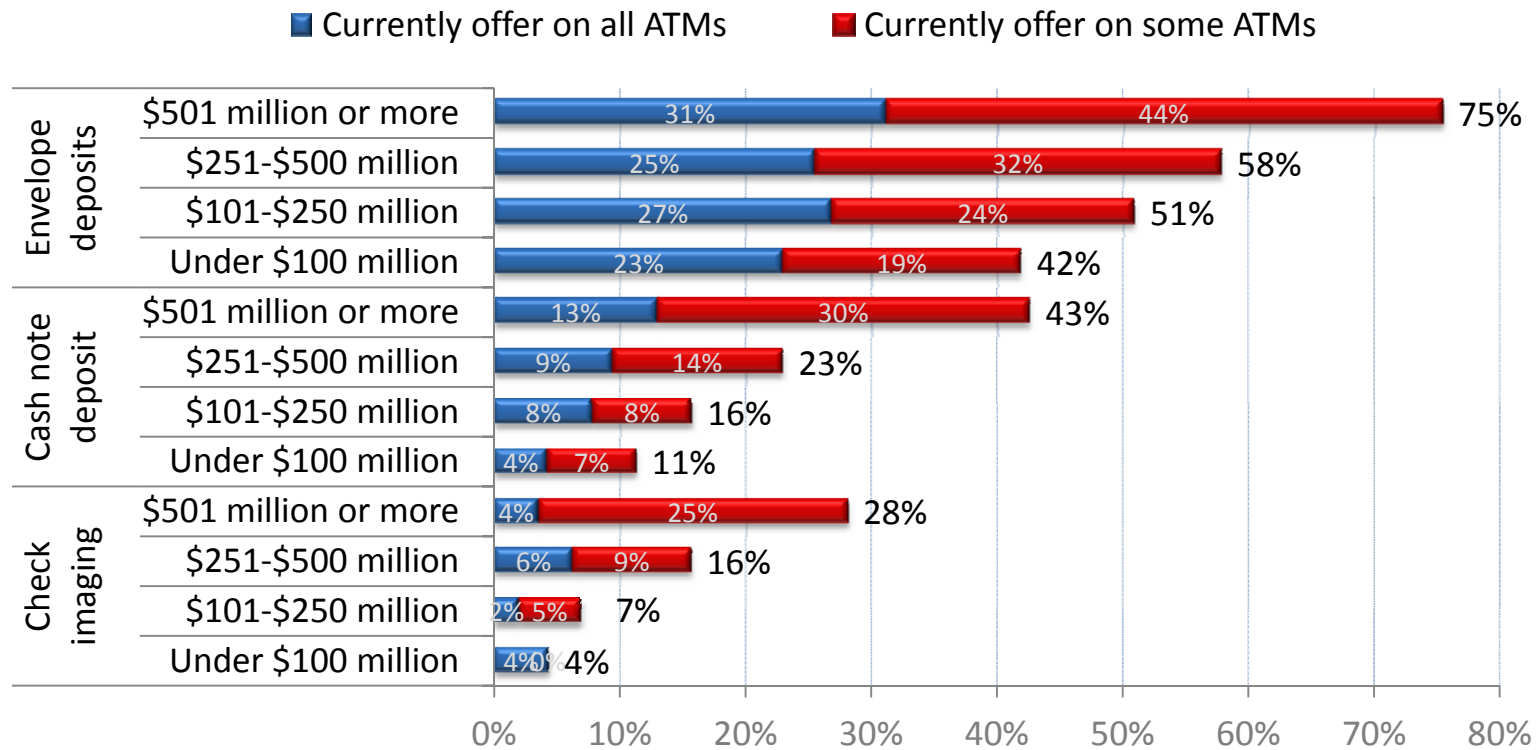
ATMs

To which of the following fee-free ATM networks does your bank belong?(Check all that apply.)



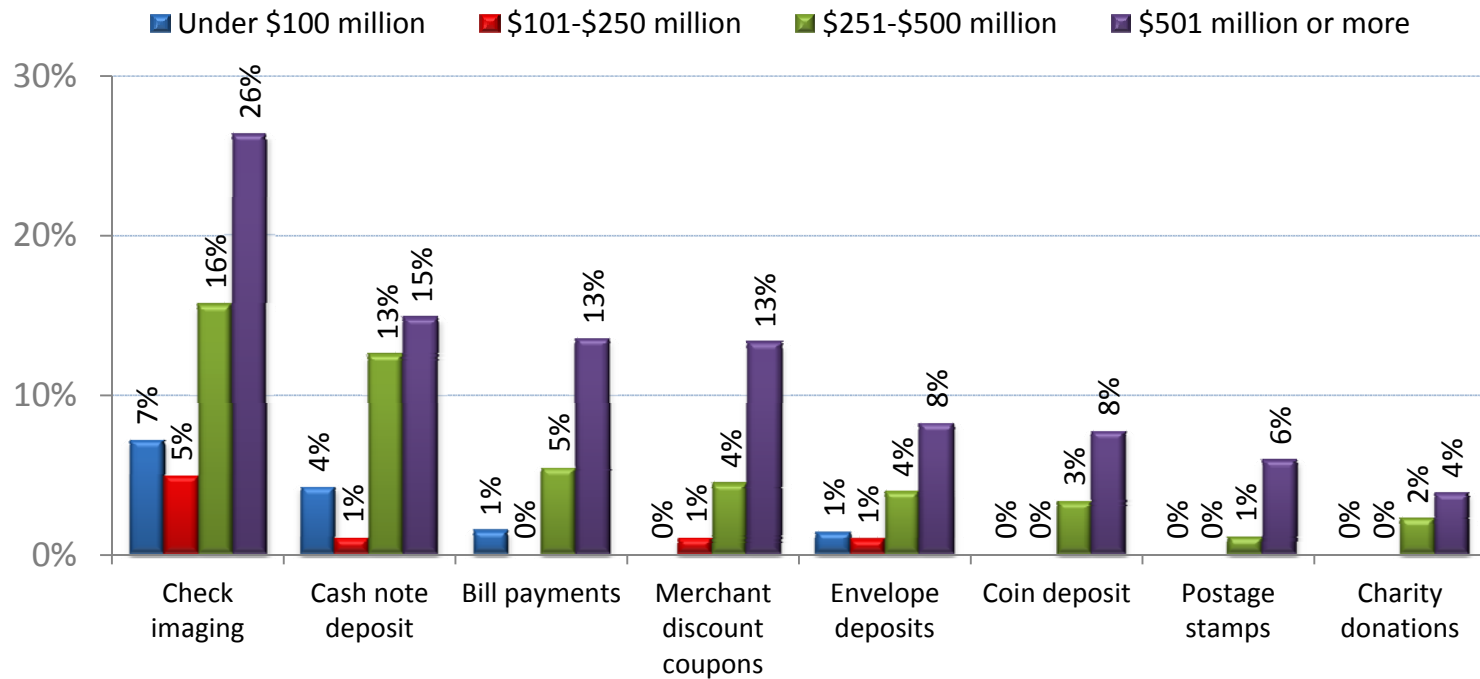
ATM Functionality

What functionality does your bank offer at its ATMs?
(Check all that apply.)



ATM Functionality

What functionality does your bank offer at its ATMs?(Check all that apply.) **Plan to offer before 2015**

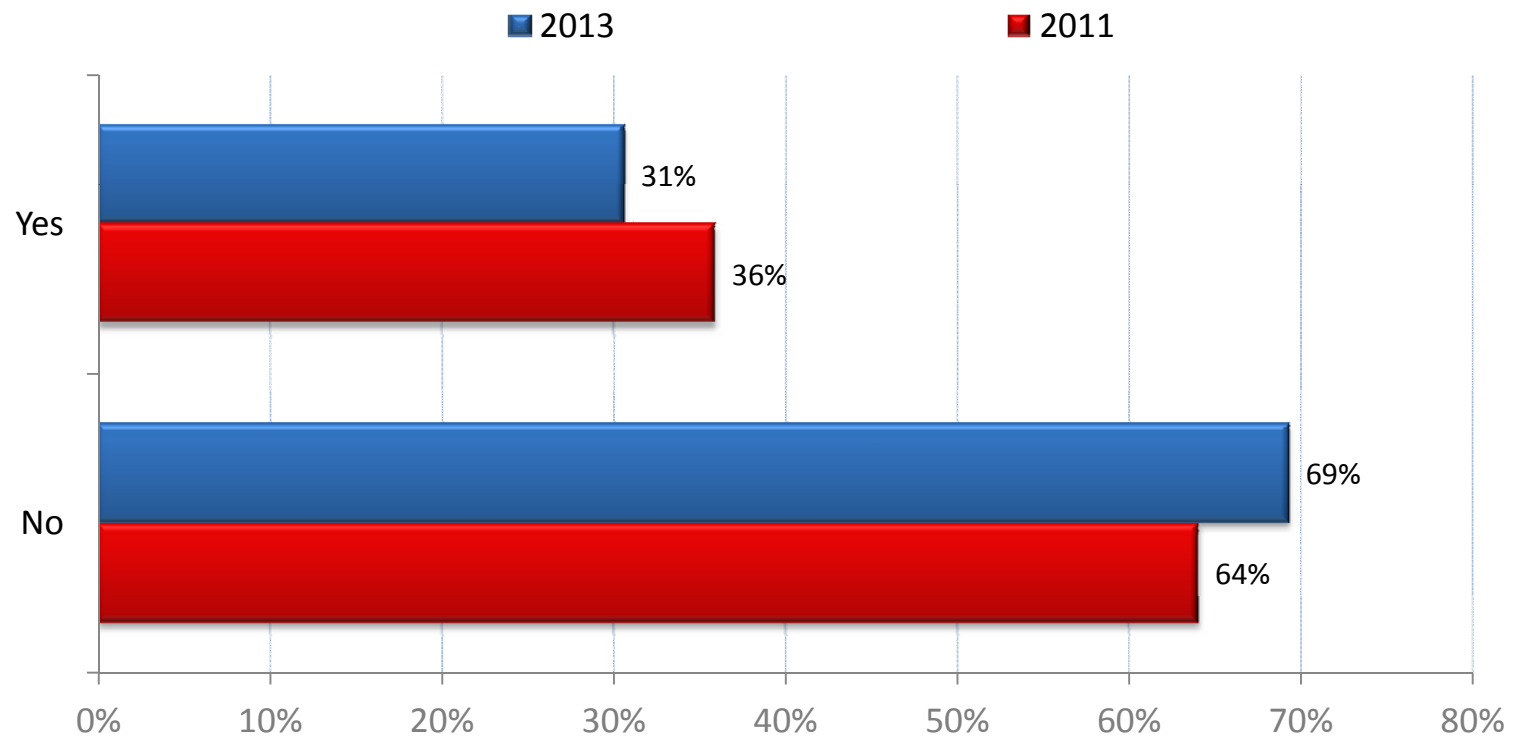


2013 ICBA Community bank Payments Survey

Changes in payment cards: Credit cards – why risk it?

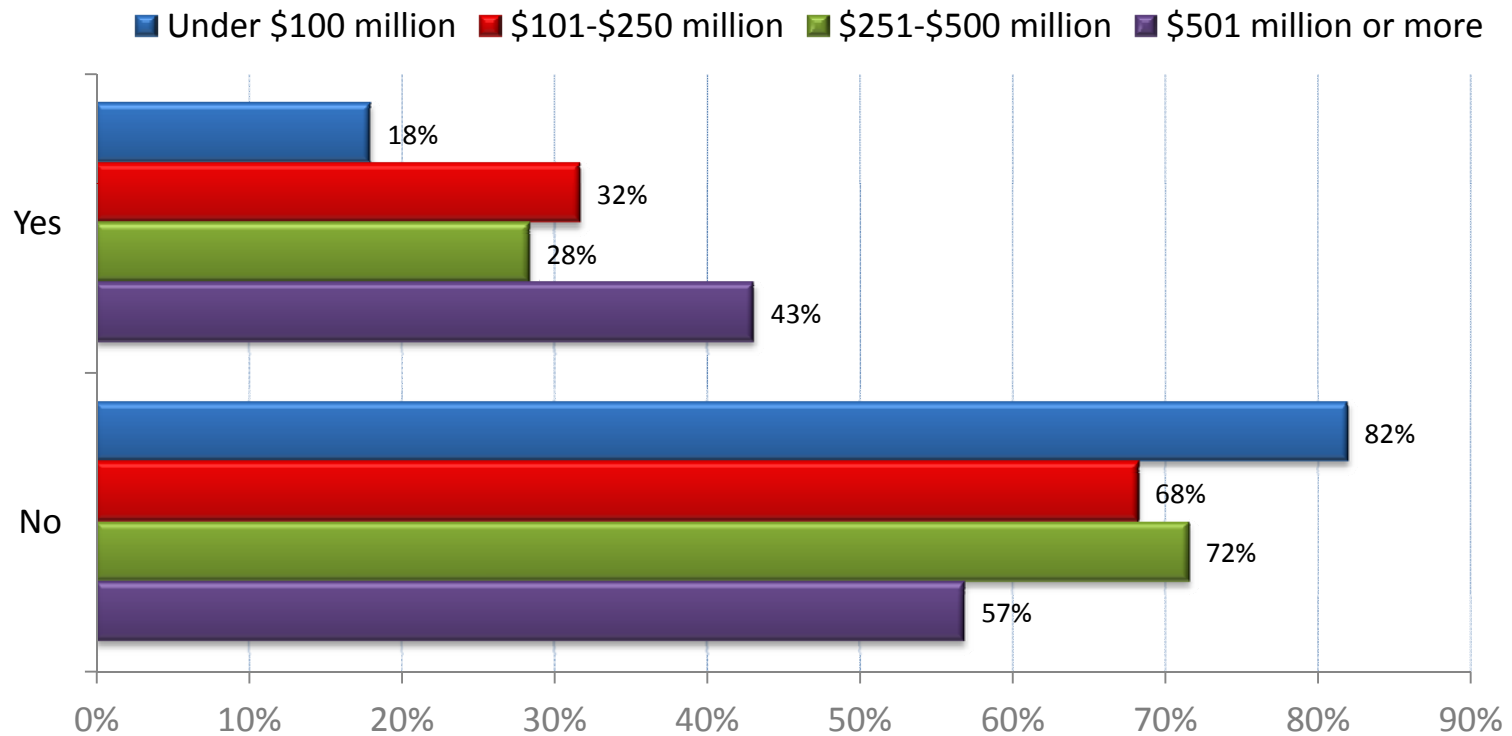
Credit Cards

Does your bank underwrite, fund and assume credit and fraud losses on its credit cards?



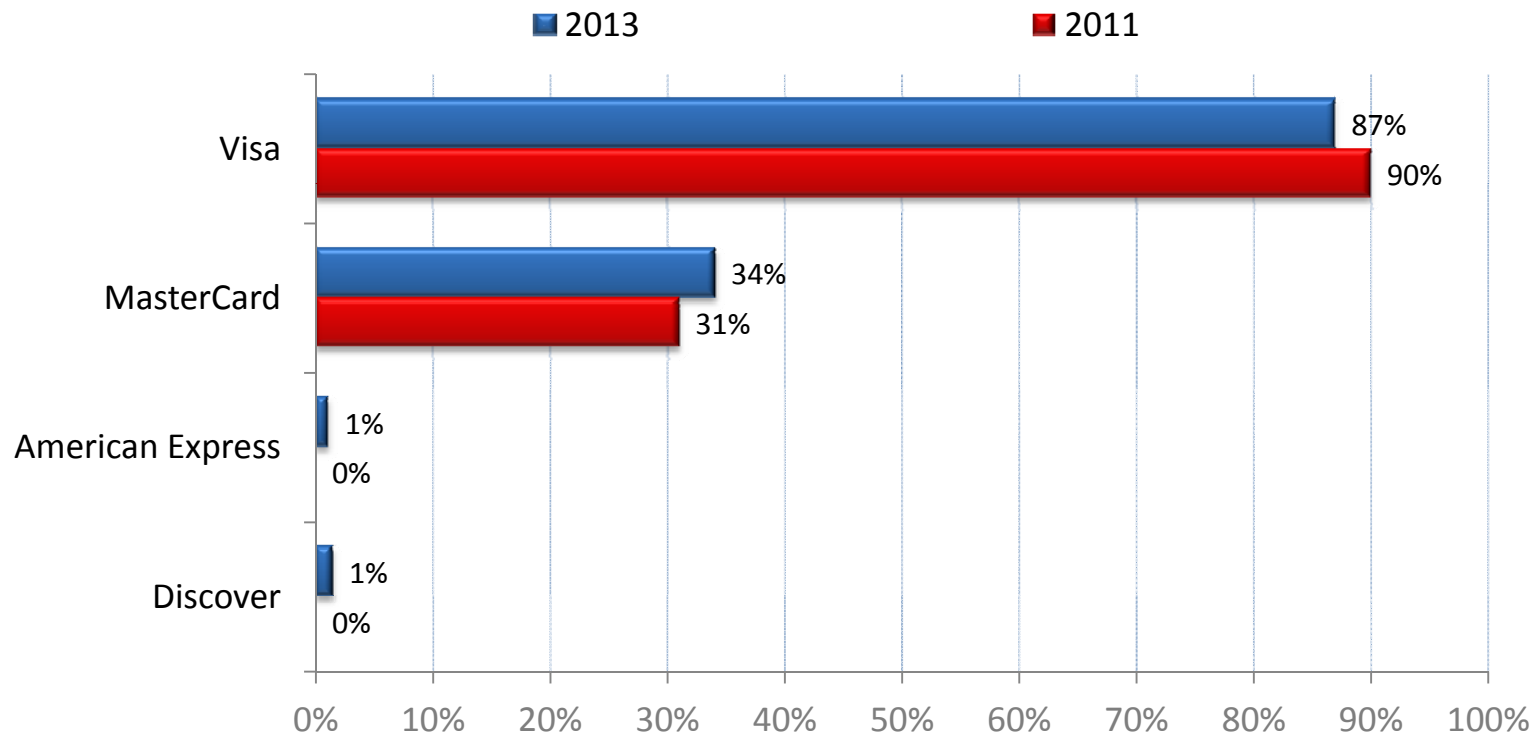
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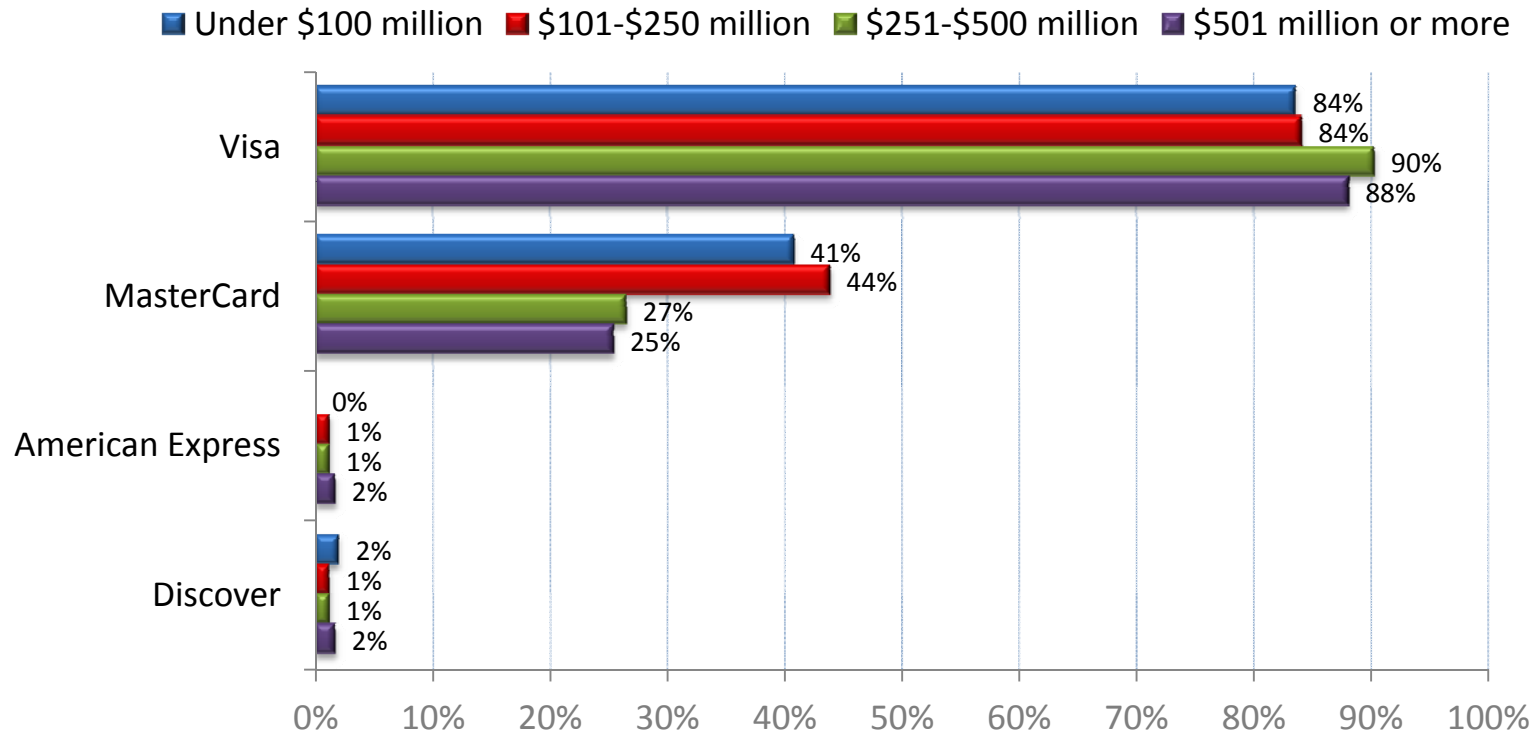
Credit Cards

Which credit card brands does your bank offer?
(Check all that apply.)



Credit Cards

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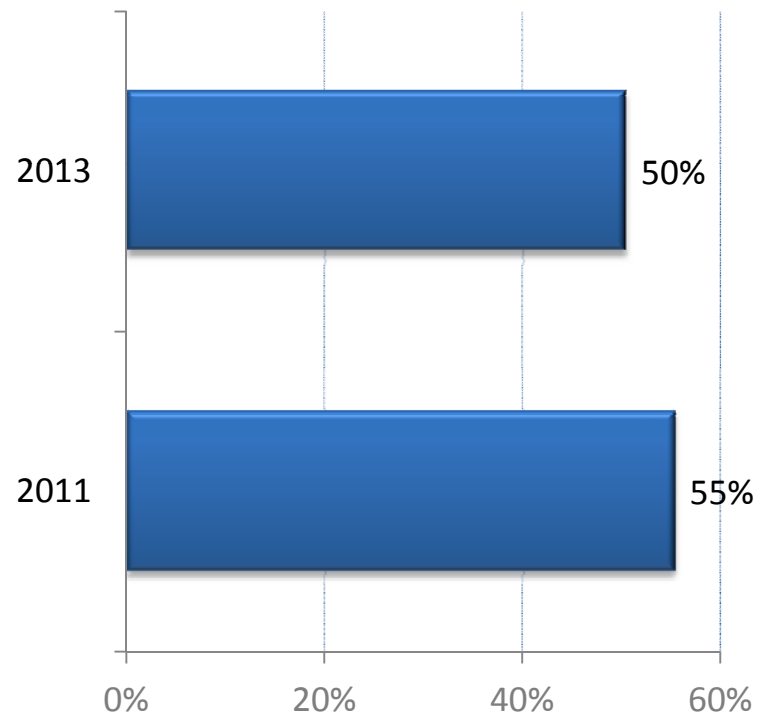


2013 ICBA Community bank Payments Survey

Electronic payments usage continues to eclipse paper checks.

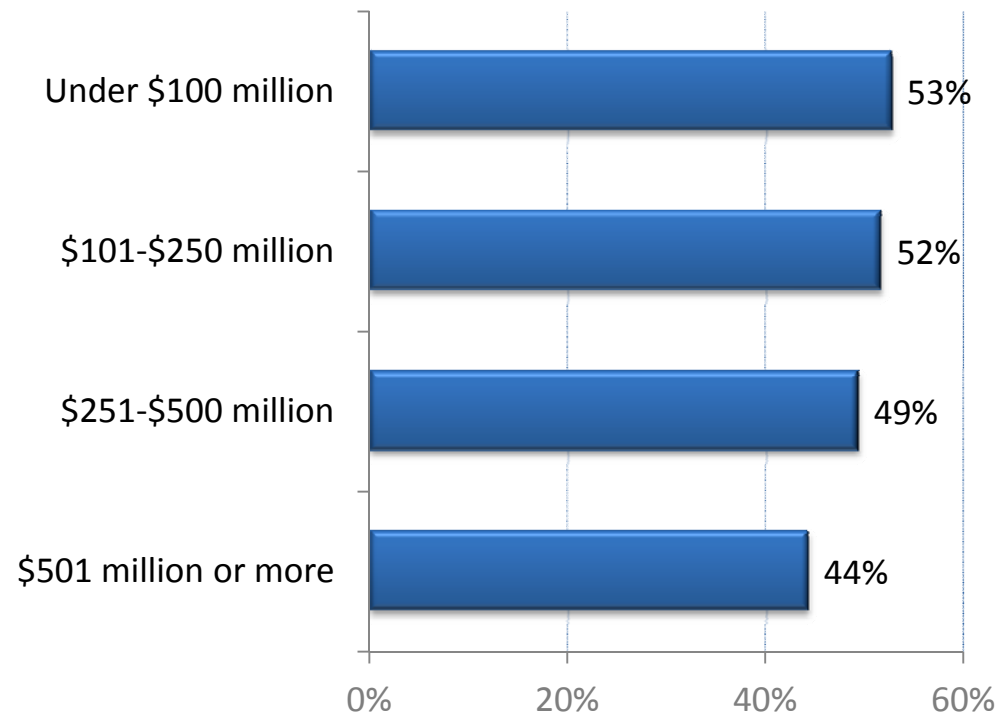
Paper Checks vs. Electronic Transactions

To the best of your knowledge, what percentage of your bank's total transactions are check (paper and imaged)?



Paper Checks vs. Electronic Transactions

To the best of your knowledge, what percentage of your bank's total transactions are check (paper and imaged)?



Paper Checks vs. Electronic Transactions

Paper vs. Electronic Transaction Trends 2005-2013

