

How Do You Stack Up?

How does your financial institution measure up against these 2011 metrics from Harland Clarke's National Banking Industry Database?

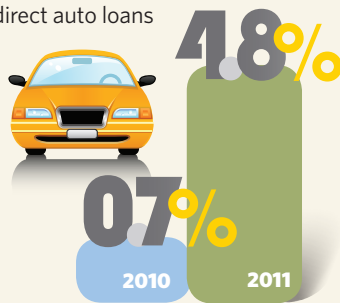


Household attrition among first year customers

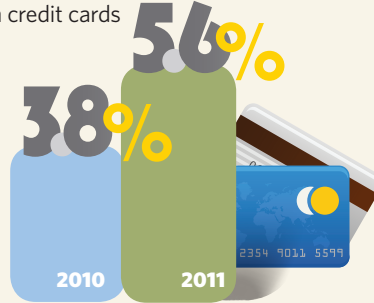


Percentage of cross-sales that occur during the first 90 days after new account is opened

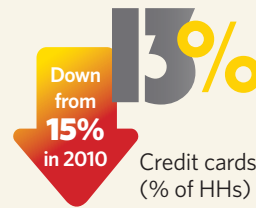
New customers with direct auto loans



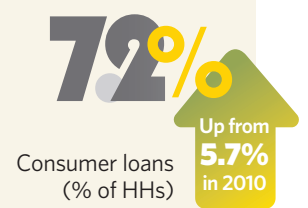
New customers with credit cards



Tenured Customers



Credit cards (% of HHs)



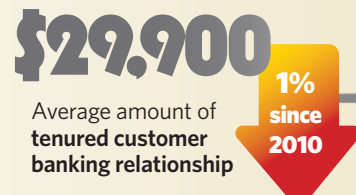
Consumer loans (% of HHs)



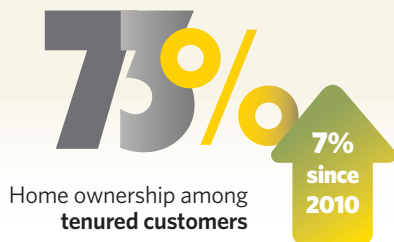
Average amount of new customer banking relationship



Average amount of new customer deposit relationship



Average amount of tenured customer banking relationship



Home ownership among tenured customers



Homeownership among new customers