What are Virginia Millennial and Gen Z Consumers Seeking?

Virginia Bankers Association June 2025

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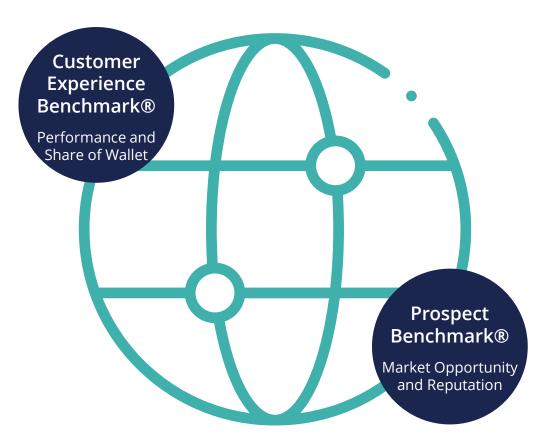


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THE RIVEL BANKING BENCHMARKS®

Largest syndicated banking studies in the world

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Scope, Coverage, Accuracy

200,000

Household and Business interviews



Repeated every six months



Double-blind survey (for accuracy)

5,000+

Financial Institutions across US



Representative by income, ethnicity, age, gender, etc.



Non-sponsored (for objectivity)

Every banking institution and every market in Virginia is covered

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Virginia's Switching Trends

Among 10,500 Interviews of Banking Customers and Members

Prime Targets

Switching Soon

33%

15%



Strategic opportunity:

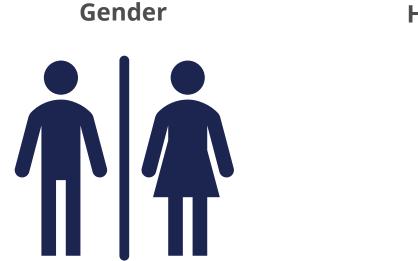
Vulnerable customers/ members at their current bank

Immediate opportunity:

Customers/ members who will leave their bank in the next six months



Prime Targets by Demographics



Household Income



Age

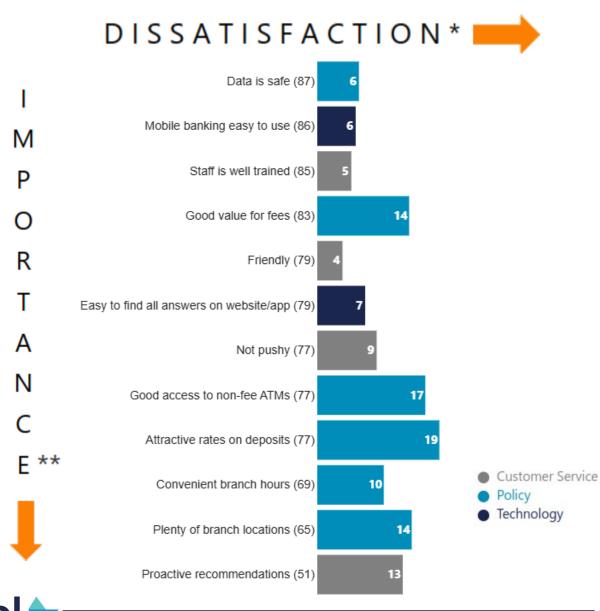


- 31% of Males
- 34% of Females
- 33% of Households Under \$50K
- 32% of Households \$50K-\$100K
- 35% of Households Over \$100K

- 29% of Gen Z
- 37% of Millennials
- 36% of Gen X
- 28% of Baby Boomers



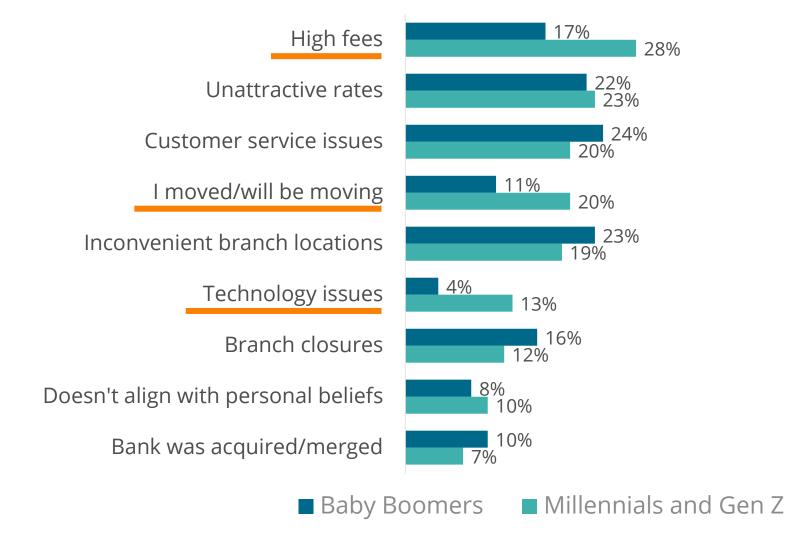
Drivers of Banking Dissatisfaction



- For Millennials and Gen Z, value and return are paramount
- Mobile banking ease of use is more important for this generation
 - Convenient branch hours and number of branch locations are *less important*
- This group needs to be aware of your products and solutions!

Reasons a Customer or Member Might Leave

Percentage of Respondents Indicating Each Item, Who Might Leave, in Virginia



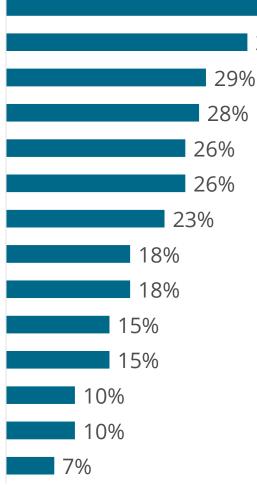
ELEMENTS OF AN IDEAL ONLINE BANKING EXPERIENCE

39%

35%

Percentage of Millennial/Gen Z Respondents Indicating Each Item

Early access to direct deposits Digital wallet services Branch/ATM locator Credit score monitoring Money management/budgeting tools P2P access Can open accounts totally online Can apply for loans totally online Biometric logins for security Subscription managing Can request direct deposit changes Automated investment/retirement accounts Chatbot/Al customer service Cryptocurrency integration

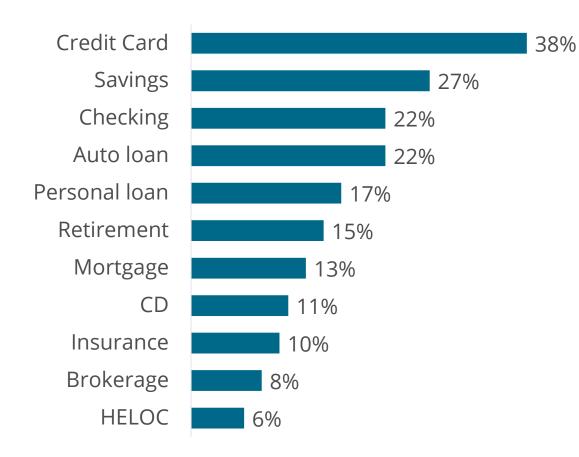


- Don't need cutting edge technology to foster a good online banking experience
- Do the basics well and you're most of the way there



What Products Are They Seeking?

Percentage of Millennial/Gen Z Respondents Indicating Each Item, in Virginia

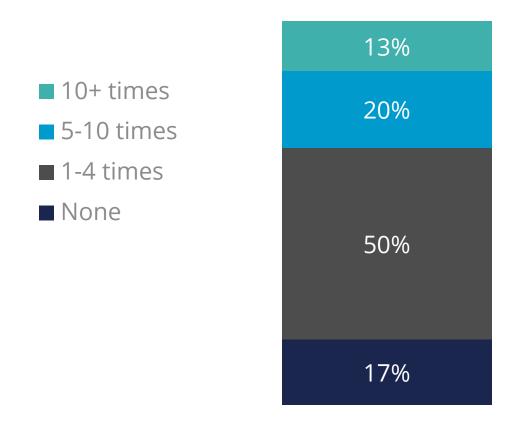


- You can afford to push your products to these customers
- 77% of Millennial and Gen Z consumers are seeking one or more new products in the next year
- Loan products have the most demand out of the basic credit card/checking/savings accounts



How Do Prospects Want to Bank?

Percentage of Millennial/Gen Z Respondents Indicating Each Response, in Virginia

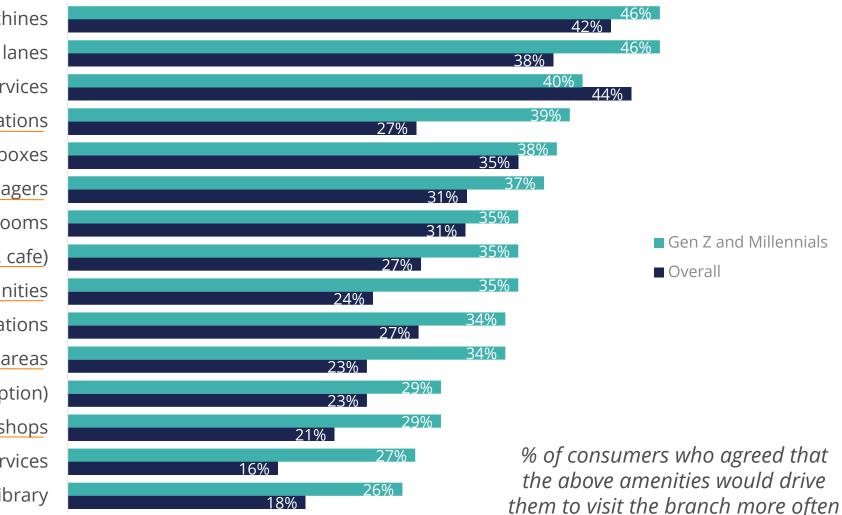


- Branches are not dead!
- The youngest banking generations still use branches, 83% using at least once
- 66% of Millennials and Gen Z indicate a nearby branch is necessary when evaluating a new financial institution



Physical Benefits Push Consumers to the Branch

Rivel Banking Research, Q4 2024

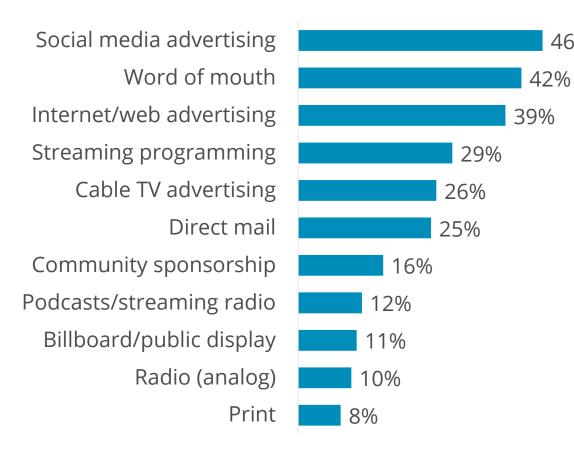


Coin counting machines More ATMs/drive through ATM lanes Notary services Free Wi-Fi/charging stations Safe deposit boxes Additional tellers/relationship managers Private consultation rooms Expanded refreshments options (e.g. cafe) Financial education opportunities Document drop-off stations More open/flexible layout with lounge areas ITMs (ATMs with video option) Community events and workshops Multilingual services Brochure/resource library

How Do Prospects Want to Contacted?

Percentage of Millennial/Gen Z Respondents Indicating Each Response, in Virginia

46%



- Don't waste your marketing \$ on areas where people aren't looking
- Digital communications still reign supreme, but watch out for digital fatigue
- Word of mouth cannot be overlooked: What can you do to get people talking about you?



Prospect Ratings on Important Metrics Differences

Percentage of Respondents Indicating Each Item, in Virginia

Baby Boomers		Millennials and Gen Z
63	Good Technology	53
67	Trustworthy	52
62	Good Customer Service	53
62	Strong Institutional Reputation	51
41	Strong Community Contribution	40
49	Attractive Deposit Rates	48
47	Convenient Locations	47



Strong Banking **Reputation** =

Consideration Among Prospects



Top Consideration Scores in Virginia

Among Prospective Consumers, among institutions with at least 50% of branches in VA

ABNB FCU	Chartway FCU	Powell Valley National Bank
Apple FCU	Dupont Community CU	Roanoke Valley Comm. CU
Arlington Community FCU	Farmers and Miners Bank	The Farmers Bank of Appomattox
Bank of Botetourt	Freedom First CU	TowneBank
Bank of Clarke	Highlands Community Bank	TruPoint Bank
BayPort CU	Langley FCU	Univ. of VA Community CU
Blue Eagle CU	Lee Bank & Trust Co.	URW Comm. FCU
Carter Bank & Trust	Miners Exchange Bank	ValleyStar CU
Central VA FCU	New Peoples Bank	Virginia CU



Questions and Next Steps



We will walk your bank through a look at your historical, local data

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