



## Image and Brand Awareness Research

July 2016

Presented by  
The Design Group



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# Background & Methodology

- » The Design Group (TDG), on behalf of FBT Bank & Mortgage (FBT), executed research to assess brand image and awareness of financial institutions in a four market area in the following counties: Jefferson County (White Hall & Pine Bluff / Watson Chapel), Dallas County (Fordyce), and Cleveland County (Rison).
- » The Design Group commissioned the completion of telephone surveys among the general public across these market regions of the state of Arkansas with the objective of assessing the image and brand of financial institutions in the above mentioned marketplace among consumers of banking products.
- » Interviewing took place between June 21, 2016 and July 8, 2016.
- » The average length of the interviews was 9 minutes. The net effective incidence for the project was 67%. The overall margin of error is +/-5%.
- » It was important to the sampling frame to ensure that a percentage of cell phone users was captured, given that recent data suggest approximately 35% of Arkansas residents are cell phone only users. Therefore, two sets of sample were purchased –1) land line and 2) cell phone records known to be available for assignment to consumers. Therefore, a quota of N=260 for land line users and N=140 for cell phone users was set.

**To conduct the research, the following approach was utilized:**

- » A total of 355 interviews were conducted among the general public located in the defined markets, who confirmed that they had a checking account, savings account and/or a loan with a financial institution. These 355 interviews were targeted to adults ages 18 and over.
- » The questionnaire was designed by The Design Group, who contracted with a reputable data collection vendor to complete the 355 interviews using automated random digit dialing (RDD) for the land line portion (65% of interviews were completed using land line sample).
- » The sample which was purchased for calling cell phones (35%) was dialed manually as required by legislation. Potential respondents were screened to ensure there were no safety hazards involved in taking cell phone calls, such as driving.

This report contains four sections, one for each of the markets: Fordyce, Rison, White Hall, and Pine Bluff / Watson Chapel. The following table shows original targets set for quotas, and actual targets reached.

Market	Land line		Cellular		Total	
	Target	Actual	Target	Actual	Target	Actual
Fordyce	65	65	35	26	100	91
Rison	42	32	23	11	65	43
White Hall	65	65	35	34	100	99
PB/Watson Chapel	88	82	47	40	135	122
	N=260	N=244	N=140	N=111	N=400	N=355

Despite the fact that all available sample was purchased and dialed on numerous times in the Rison market, desired quotas were not able to be met. Given the small populous of Rison, this was not surprising.

# Top Line Summary & Recommendations

## Awareness

- » In the Fordyce and Rison markets, FBT Bank & Mortgage is mentioned most often for top-of-mind awareness (47% and 33% respectively). While positive, awareness would be further increased in these markets through advertisements that emphasize FBT Bank & Mortgage's leading presence as "Everybody's Bank."
- » In comparison, for the White Hall and Pine Bluff markets Simmons Bank is first in terms of top-of-mind awareness while FBT Bank & Mortgage is mentioned by just 5% of respondents in White Hall and 1% in Pine Bluff. Awareness can be increased in these markets in two ways:
  1. Messaging that communicates the potential need of an additional checking or savings account.
  2. Messaging that FBT is the bank for personal and automobile loan services, which are the most often mentioned purposes for secondary banking relationships in these markets, beyond savings and checking accounts.

## Market Share

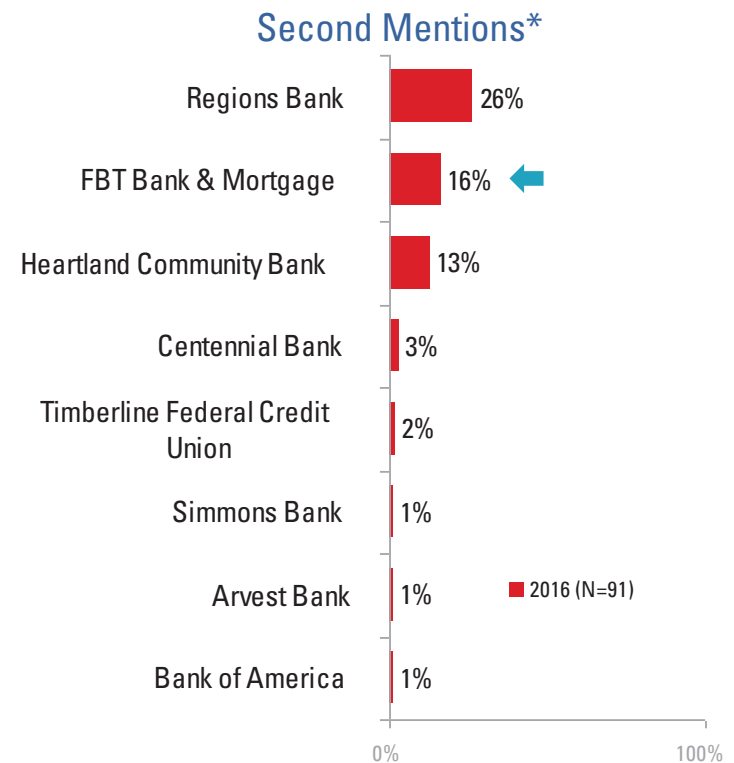
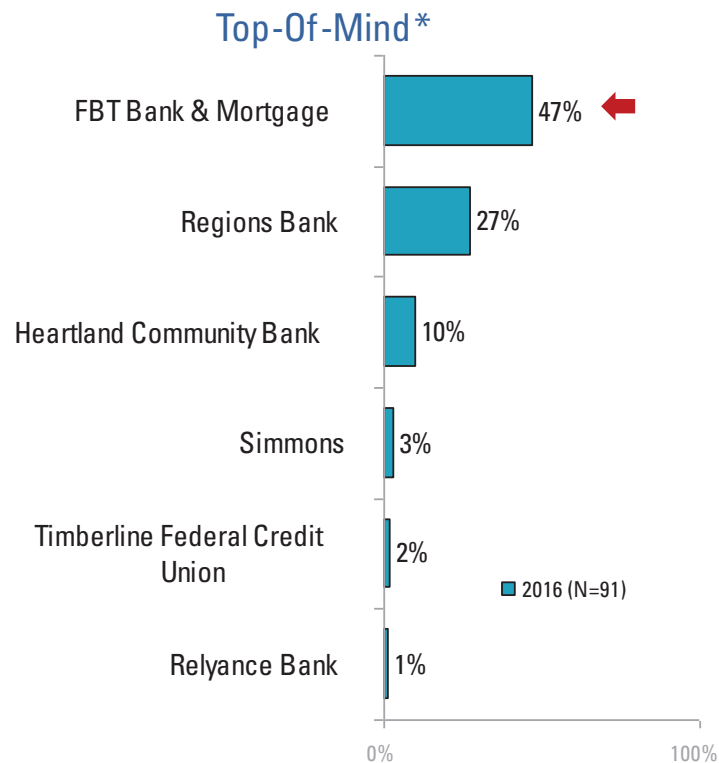
- » In Fordyce and Rison, FBT Bank & Mortgage is the leader in terms of market share (42% and 33% have primary relationships with FBT). People want what everybody else has and the above mentioned message that FBT is "Everybody's Bank" could be used to further increase local market share.
- » Respondents say they chose their primary bank because it is the bank they've always used and ratings of satisfaction vary from 4.4 to 4.7 on a five-point scale across markets. Getting customers to change their primary banking relationships where FBT Bank & Mortgage is not already the market leader would require intensive efforts that may be futile without adding additional brick and mortar locations.
- » In the White Hall and Pine Bluff markets, where FBT Bank & Mortgage has 6% and <1% market share, respectively, a focus on secondary banking is going to be key. Given that secondary banking is more frequently mentioned in these two markets, opportunities to develop secondary relationships through advertising FBT's expertise with loan services and possibly by offering CDs with attractive introductory interest rates exist.



# Detailed Findings: **Awareness**

## TOP-OF-MIND AWARENESS - FORDYCE

In the Fordyce market, FBT Bank & Mortgage is mentioned most often for top-of-mind awareness at 47%, followed by Regions Bank (27%). Heartland Community Bank is mentioned by 10% of respondents. As a second mention, Regions Bank is mentioned most often (26%), followed by FBT at 16%, and Heartland Community Bank at 13%.

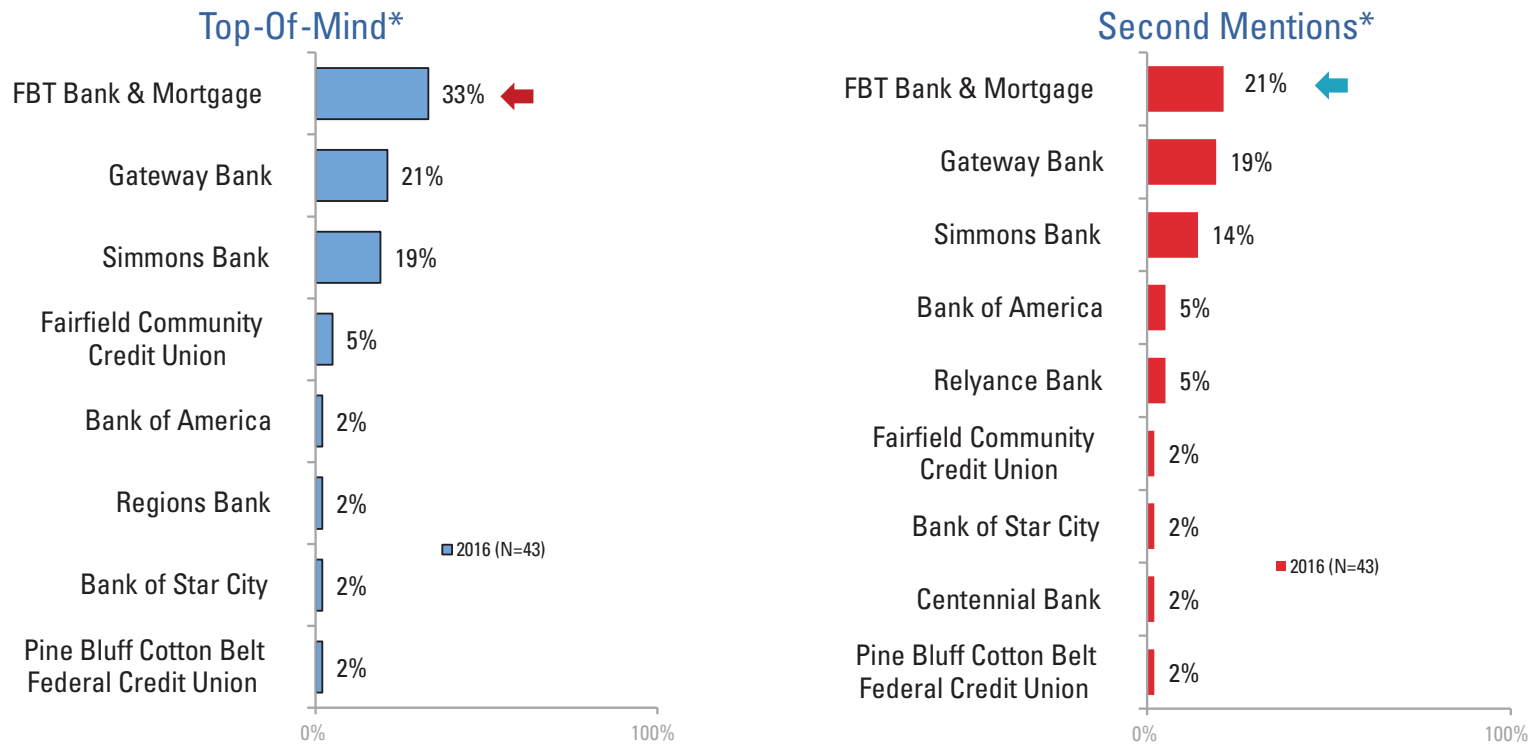


Q1. When you think of banks in your community, which one comes to mind first? In 2016, \*None/Don't know/Refused mentioned by 9%.

Q2. And, what is the name of the second bank that quickly comes to mind? In 2016, \*None/Don't know/Refused mentioned by 32%.

## TOP-OF-MIND AWARENESS - RISON

In the Rison market, FBT Bank & Mortgage is mentioned most often for top-of-mind awareness at 33%, followed by Gateway Bank (21%). Simmons Bank is mentioned by 19% of respondents. As a second mention, FBT Bank and Mortgage is mentioned most often (21%), followed by Gateway Bank at 19%, and Simmons Bank at 14%. Twenty-one percent of respondents said None/Do not know/Refused on second mentions.

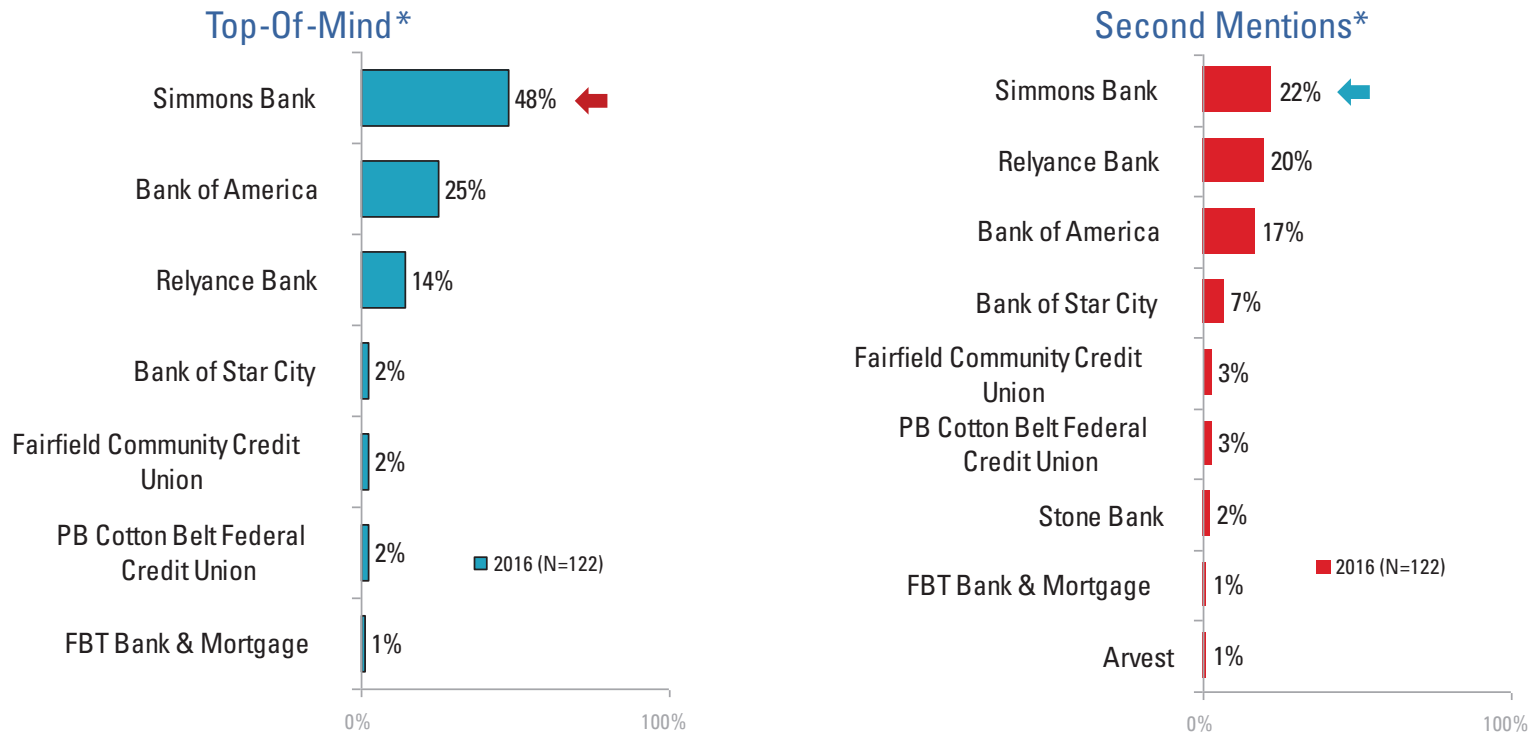


Q1. When you think of banks in your community, which one comes to mind first? In 2016, \*None/Don't know/Refused mentioned by 12%.

Q2. And, what is the name of the second bank that quickly comes to mind? In 2016, \*None/Don't know/Refused mentioned by 21%.

## TOP-OF-MIND AWARENESS - PINE BLUFF/WATSON CHAPEL

In the Pine Bluff/Watson Chapel market, Simmons Bank is mentioned most often for top-of-mind awareness at 48%, followed by Bank of America (25%). Relyance Bank is mentioned by 14% of respondents. As a second mention, Simmons Bank is mentioned most often (22%), followed by Relyance Bank at 20%, and Bank of America at 17%. FBT Bank & Mortgage is mentioned by just 1% of respondents.

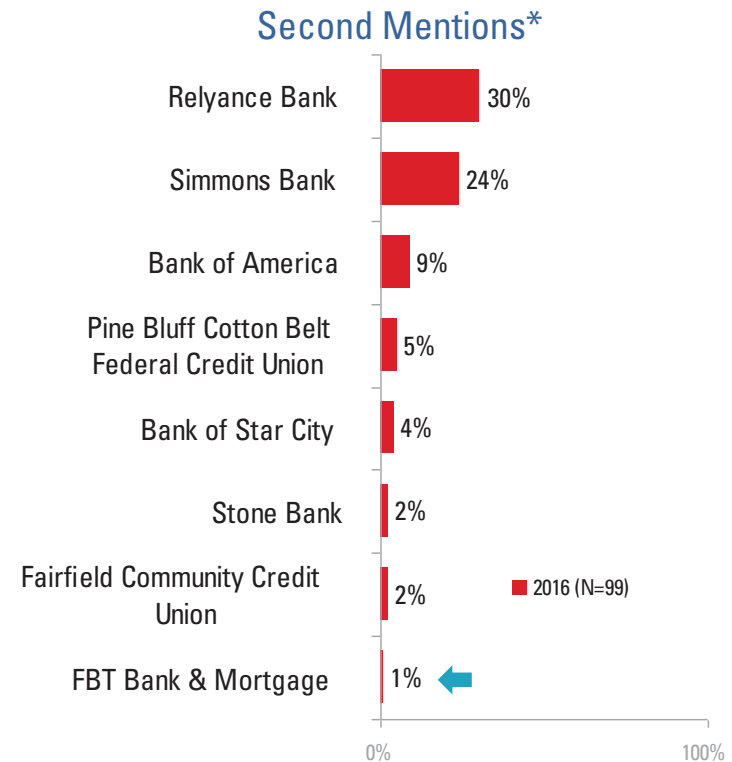
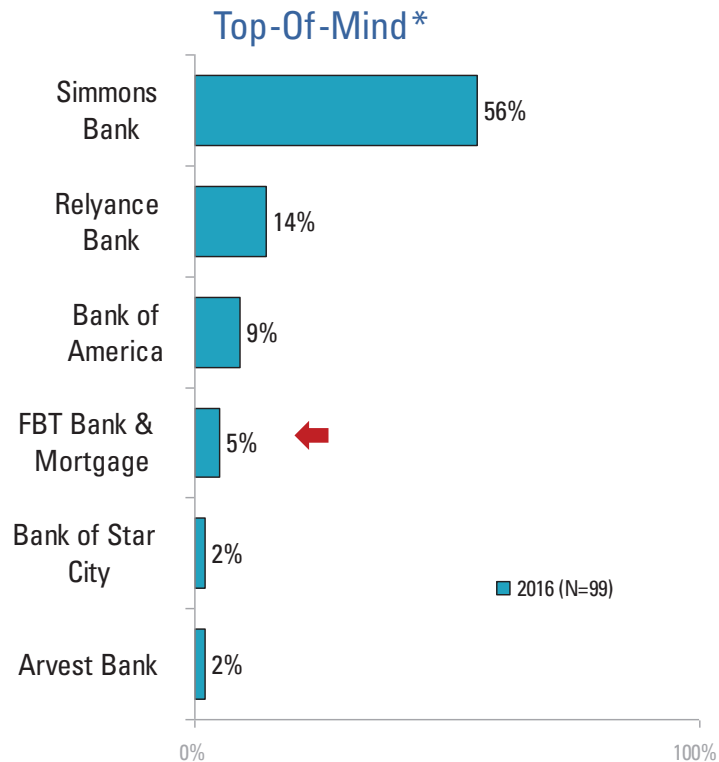


Q1. When you think of banks in your community, which one comes to mind first? In 2016, \*None/Don't know/Refused mentioned by 6%. Other= 1%

Q2. And, what is the name of the second bank that quickly comes to mind? In 2016, \*None/Don't know/Refused mentioned by 19%. Other= 3%

## TOP-OF-MIND AWARENESS - WHITE HALL

In the White Hall market, FBT Bank & Mortgage is mentioned by 5% of respondents for top-of-mind awareness. Simmons Bank was mentioned by a majority of respondents (56%), followed by Relyance Bank (14%) and Bank of America (9%). As a second mention, Relyance Bank is mentioned most often (30%), followed by Simmons Bank at 24%, and Bank of America at 9%.



Q1. When you think of banks in your community, which one comes to mind first? In 2016, \*None/Don't know/Refused" mentioned by 6%. Other= 2%

Q2. And, what is the name of the second bank that quickly comes to mind? In 2016, \*None/Don't know/Refused" mentioned by 16%. Other= 5%

## BANK AWARENESS (FAMILIARITY) - FORDYCE

The table below shows the percentage of consumers who are *familiar* with each bank. The majority (56%) are *very familiar* with FBT Bank & Mortgage, while an additional 19% are *somewhat familiar*. When combining those who are very and somewhat familiar, over seventy percent are familiar with FBT, Regions, and Heartland Community Bank. Residents are least familiar with Timberline Federal Credit Union. Bank at 54%.

Familiarity For Top-Of-Mind Banks (N=43)

Familiarity	FBT Bank & Mortgage	Regions Bank	Heartland Community Bank	Timberline Federal Credit Union
Very familiar	56%	53%	42%	23%
Somewhat familiar	19%	30%	32%	31%
<b>Very and Somewhat familiar combined</b>	<b>75%</b>	<b>73%</b>	<b>74%</b>	<b>54%</b>
Unfamiliar	25%	18%	26%	46%

Q2a. Familiarity with...?

## BANK AWARENESS (FAMILIARITY) - RISON

The table below shows the percentage of consumers who are **familiar** with each bank. Forty-two percent of respondents are **very familiar** with FBT Bank & Mortgage, while an additional 19% are **somewhat familiar**. When combining those who are very and somewhat familiar, over fifty percent are familiar with FBT and Simmons Bank. Residents are less familiar with Gateway Bank, Bank of Star City, and Relyance Bank.

Familiarity For Top-Of-Mind Banks (N=43)

Familiarity	Simmons Bank	FBT Bank & Mortgage	Gateway Bank	Bank of Star City	Relyance Bank
Very familiar	42%	42%	37%	9%	14%
Somewhat familiar	44%	19%	12%	35%	28%
<b>Very and Somewhat familiar combined</b>	<b>86%</b>	<b>61%</b>	<b>49%</b>	<b>44%</b>	<b>42%</b>
Unfamiliar	14%	40%	51%	56%	58%

Q2a. Familiarity with...?

## BANK AWARENESS (FAMILIARITY) - PINE BLUFF/WATSON CHAPEL

The table below shows the percentage of consumers who are *familiar* with each bank. Familiarity is *lowest* for Stone Bank (16%). Around a third (32%) are *familiar* with FBT Bank & Mortgage, with just 5% saying they are *very familiar*. Familiarity is highest for Simmons Bank at 97%, 79% of which are very familiar.

Familiarity For Top-Of-Mind Banks (N=122)

Familiarity	Simmons Bank	Bank of America	Bank of Star City	Fairfield Credit Union	FBT Bank & Mortgage	Stone Bank
Very familiar	79%	63%	22%	22%	5%	4%
Somewhat familiar	18%	23%	59%	39%	27%	12%
<b>Very and Somewhat familiar combined</b>	<b>97%</b>	<b>86%</b>	<b>81%</b>	<b>61%</b>	<b>32%</b>	<b>16%</b>
Unfamiliar	3%	14%	19%	39%	68%	84%

Q2a. Familiarity with...?



## BANK AWARENESS (FAMILIARITY) - WHITE HALL

The table below shows the percentage of consumers who are **familiar** with each bank. The majority (63%) are **unfamiliar** with FBT Bank & Mortgage, while 37% are either **somewhat familiar** or **very familiar**. When combining those who are **very** and **somewhat familiar**, over 70% are familiar with Bank of Star City, Bank of America (BOA), Simmons Bank, Relyance Bank, Fairfield Community Credit Union, and Pine Bluff Cotton Belt Federal Credit Union.

Familiarity For Top-Of-Mind Banks (N=99)

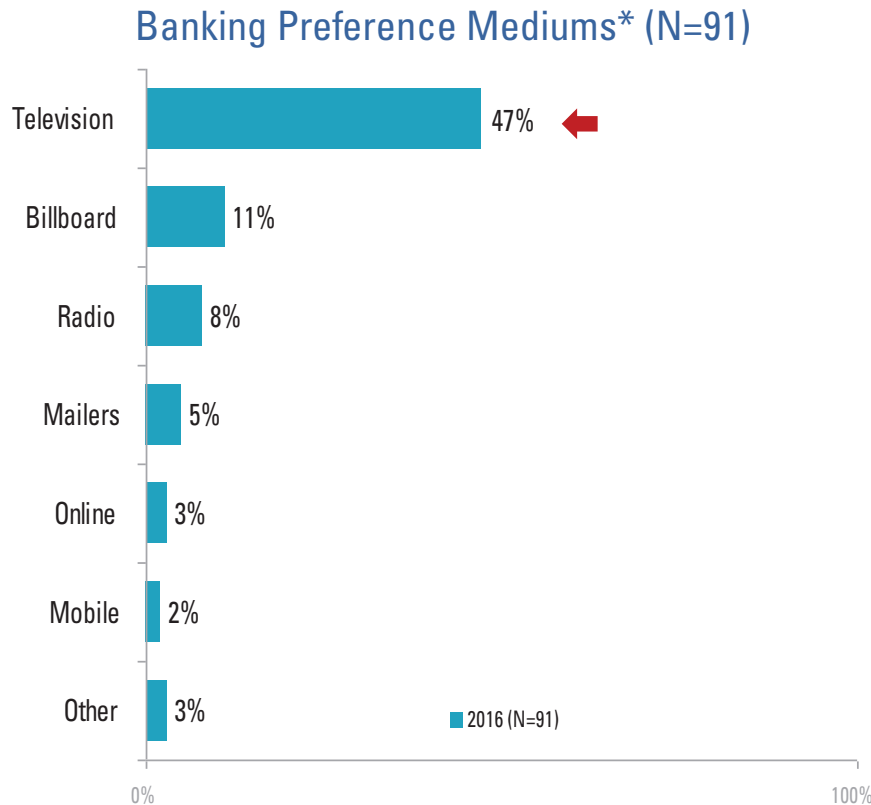
Familiarity	FBT Bank & Mortgage	Stone Bank	Bank of Star City	Bank of America	Simmons Bank	Relyance Bank	Fairfield Community Credit Union	Pine Bluff Federal Credit Union
Very familiar	16%	9%	28%	47%	82%	60%	32%	31%
Somewhat familiar	21%	25%	48%	28%	11%	26%	38%	40%
<b>Very and Somewhat familiar combined</b>	<b>37%</b>	<b>34%</b>	<b>77%</b>	<b>76%</b>	<b>93%</b>	<b>86%</b>	<b>71%</b>	<b>72%</b>
Unfamiliar	63%	66%	23%	24%	7%	14%	29%	28%

Q2a. Familiarity with...?

# Detailed Findings: Advertising

## ADVERTISING PREFERENCES - FORDYCE

The chart below lists the advertising mediums residents of Fordyce prefer to see or hear regarding commercials for banks or banking services.



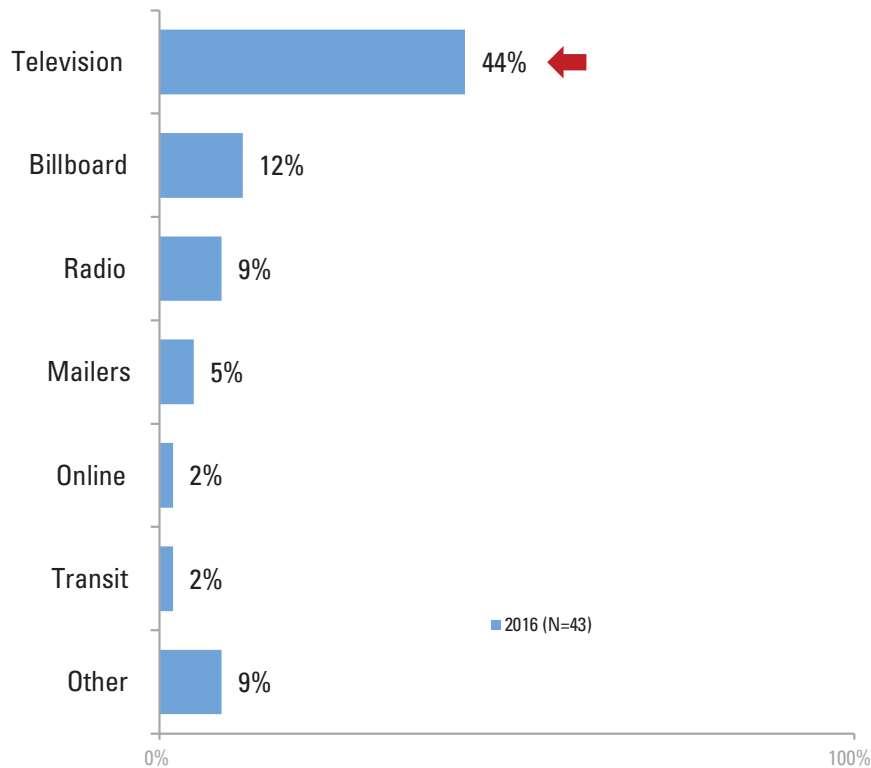
*Television* is the preferred advertising medium among Fordyce residents in terms of seeing or hearing commercials regarding banks or banking services (47%), followed by *Billboard* (11%) and *Radio* (8%).

Q3. When it comes to advertising about banks and banking services, where do you PREFER to see or hear commercials? \*None/ Don't know/ Refused= 20%

## ADVERTISING PREFERENCES - RISON

The chart below lists the advertising mediums residents of Rison prefer to see or hear regarding commercials for banks or banking services.

Banking Preference Mediums\* (N=43)



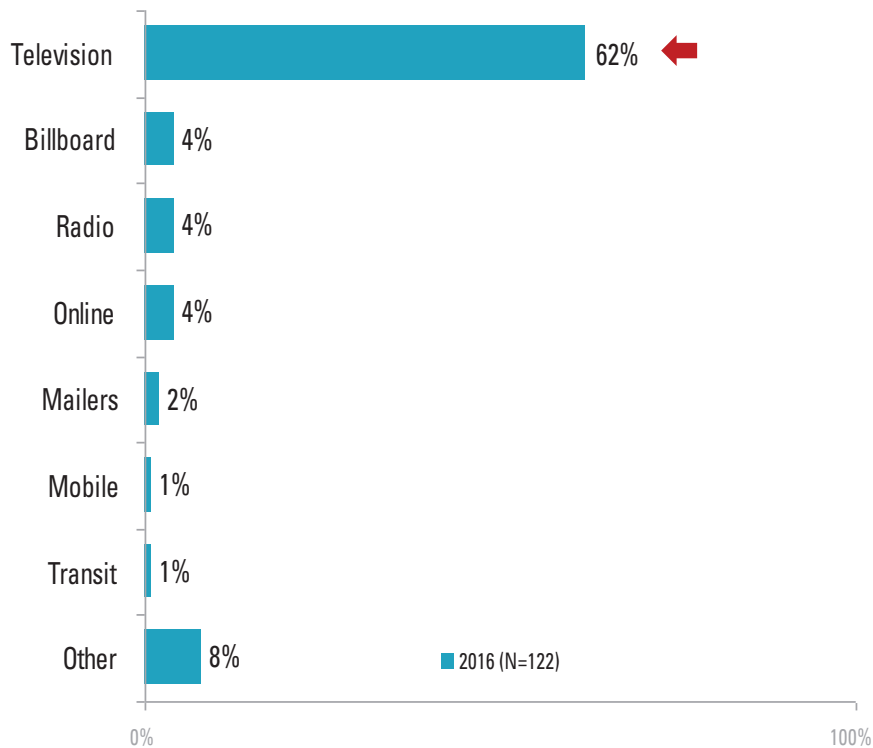
*Television* is the preferred advertising medium among Rison residents in terms of seeing or hearing commercials regarding banks or banking services (44%), followed by *Billboard* (12%) and *Radio* (9%).

Q3. When it comes to advertising about banks and banking services, where do you PREFER to see or hear commercials? \*None/ Don't know/ Refused= 16%

## ADVERTISING PREFERENCES - PINE BLUFF/WATSON CHAPEL

The chart below lists the advertising mediums residents of Pine Bluff/Watson Chapel prefer to see or hear regarding commercials for banks or banking services.

Banking Preference Mediums\* (N=122)



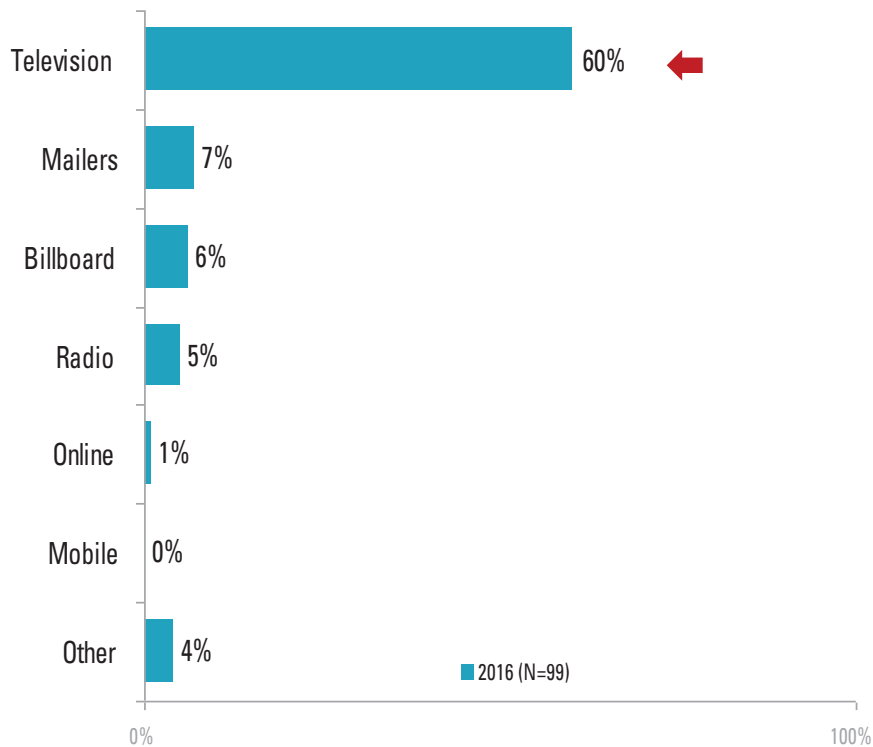
*Television* is the preferred advertising medium among Pine Bluff/Watson Chapel residents in terms of seeing or hearing commercials regarding banks or banking services (62%), followed by *Billboard* (4%), *Radio* (4%), and *Online*.

Q3. When it comes to advertising about banks and banking services, where do you PREFER to see or hear commercials? \*None/ Don't know/ Refused= 14%

## ADVERTISING PREFERENCES - WHITE HALL

The chart below lists the advertising mediums residents of White Hall prefer to see or hear regarding commercials for banks or banking services.

Banking Preference Mediums\* (N=99)

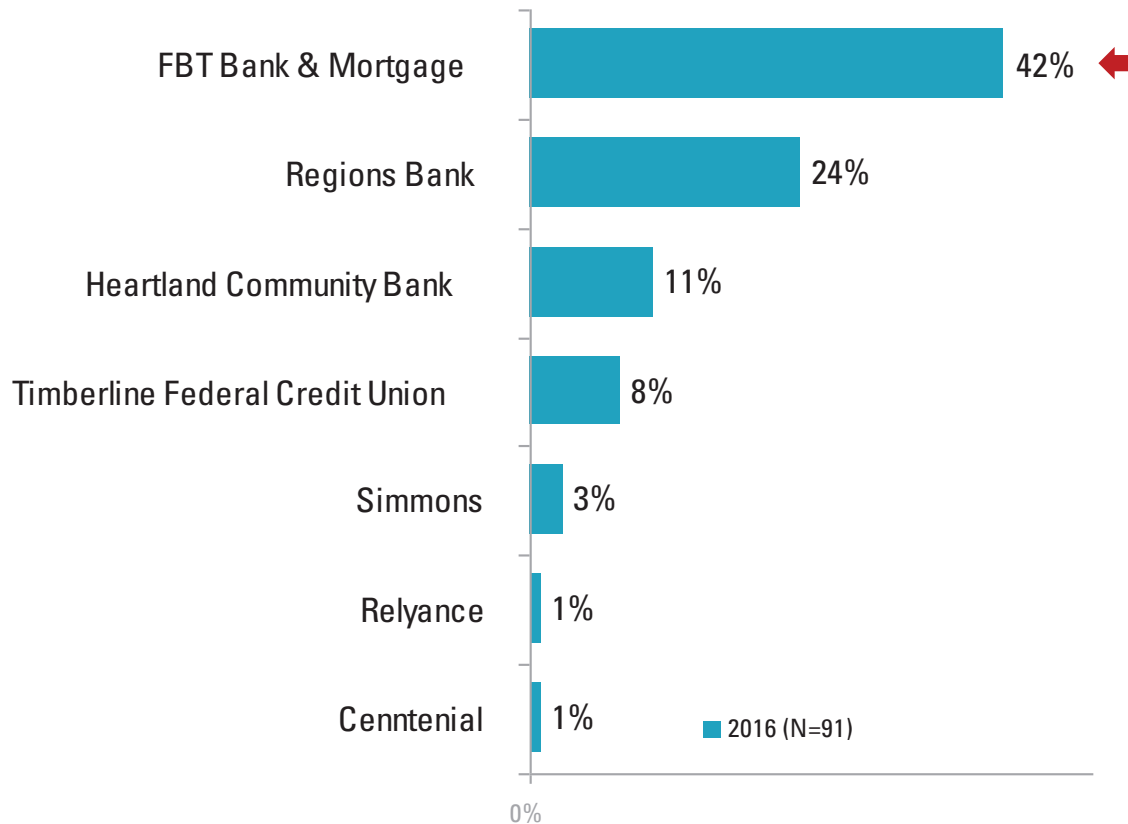


*Television* is the preferred advertising medium among White Hall residents in terms of seeing or hearing commercials regarding banks or banking services (60%), followed by *Mailers* (7%) and *Billboards* (6%).

Q3. When it comes to advertising about banks and banking services, where do you PREFER to see or hear commercials? \*None/ Don't know/ Refused" = 17%

# Detailed Findings: Banking Preferences

## PRIMARY BANKING RELATIONSHIPS - FORDYCE

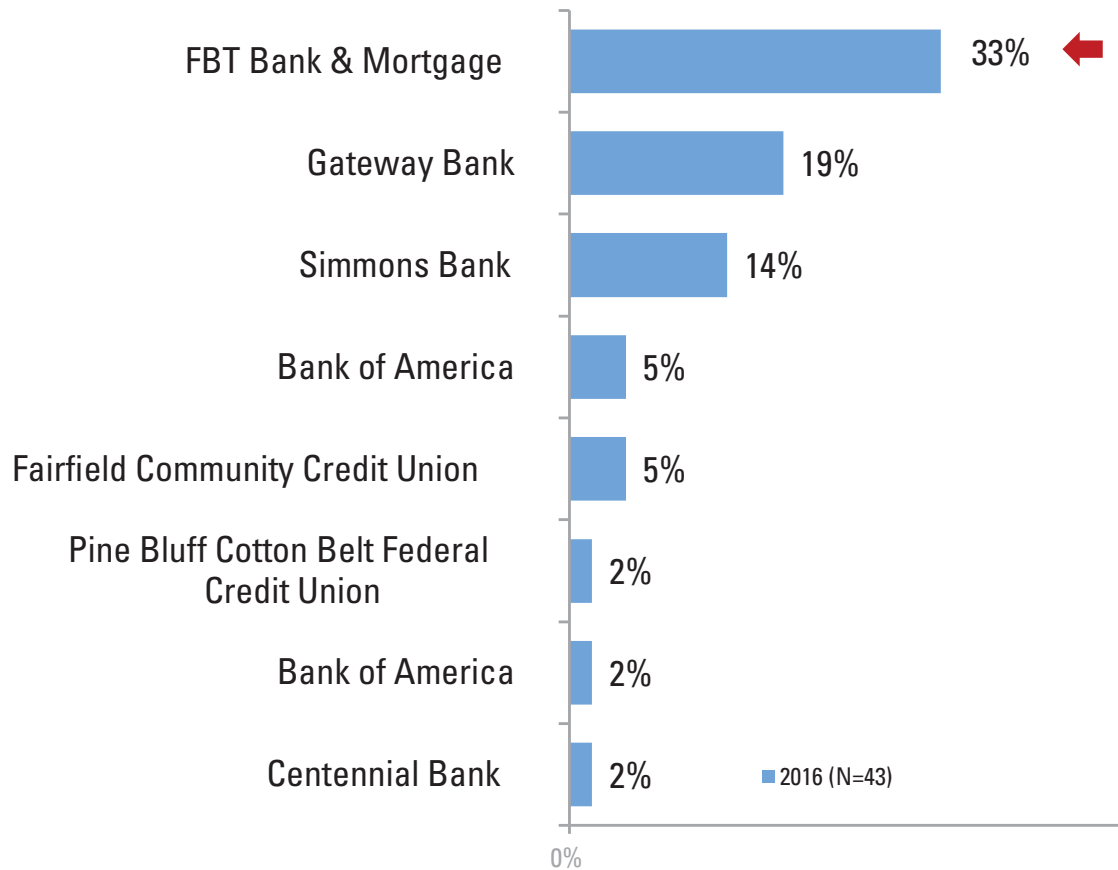


Over two in five respondents (42%) have a primary banking relationship with *FBT Bank & Mortgage* followed by *Regions Bank* at 24%. *Heartland Community Bank* has 11% of the primary market share in the area, followed by *Timberline Federal Credit Union* (8%).

Q4. What bank do you consider to be your primary bank? \*None/ Don't know/ Refused=8% Other= 2%



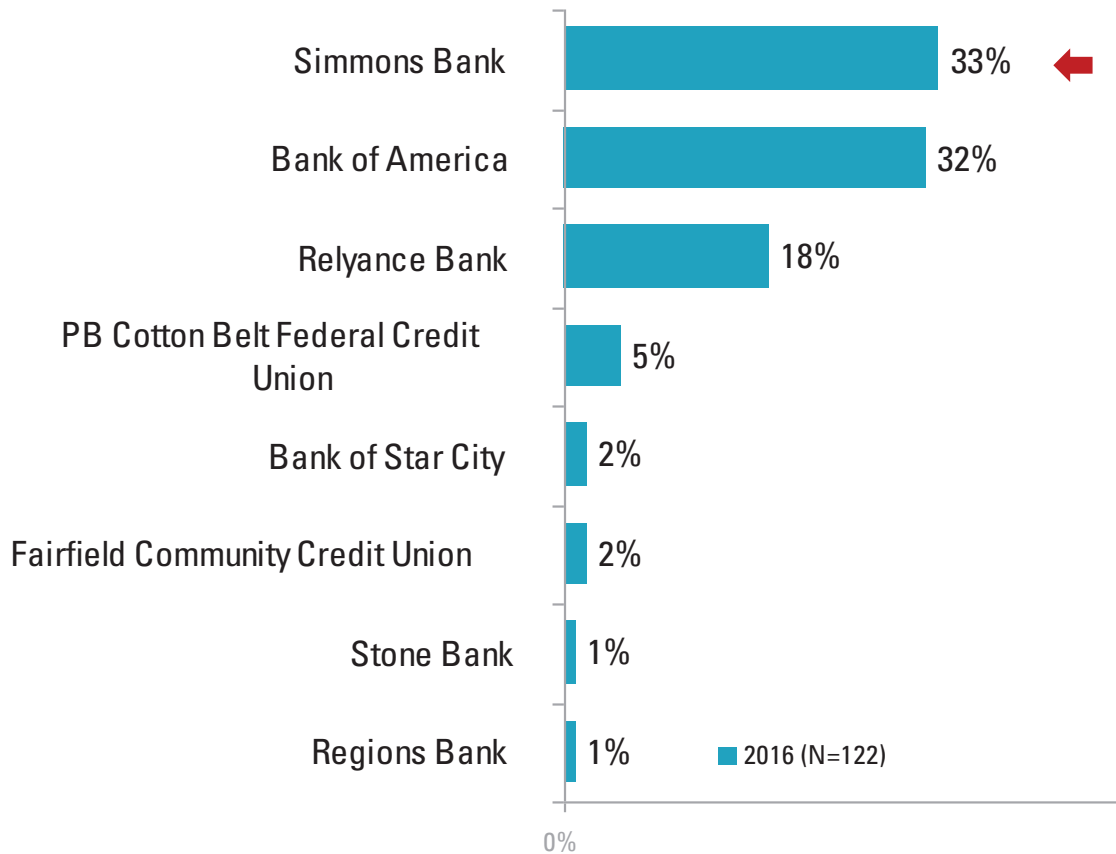
## PRIMARY BANKING RELATIONSHIPS - RISON



A third of respondents (33%) have a primary banking relationship with *FBT Bank & Mortgage* followed by *Gateway Bank* at 19%. *Simmons Bank* has 14% of the primary market share in the area, followed by *Bank of America* and *Fairfield Community Credit Union* (with 5% each).

Q4. What bank do you consider to be your primary bank? \*None/ Don't know/ Refused=9% Other= 5%

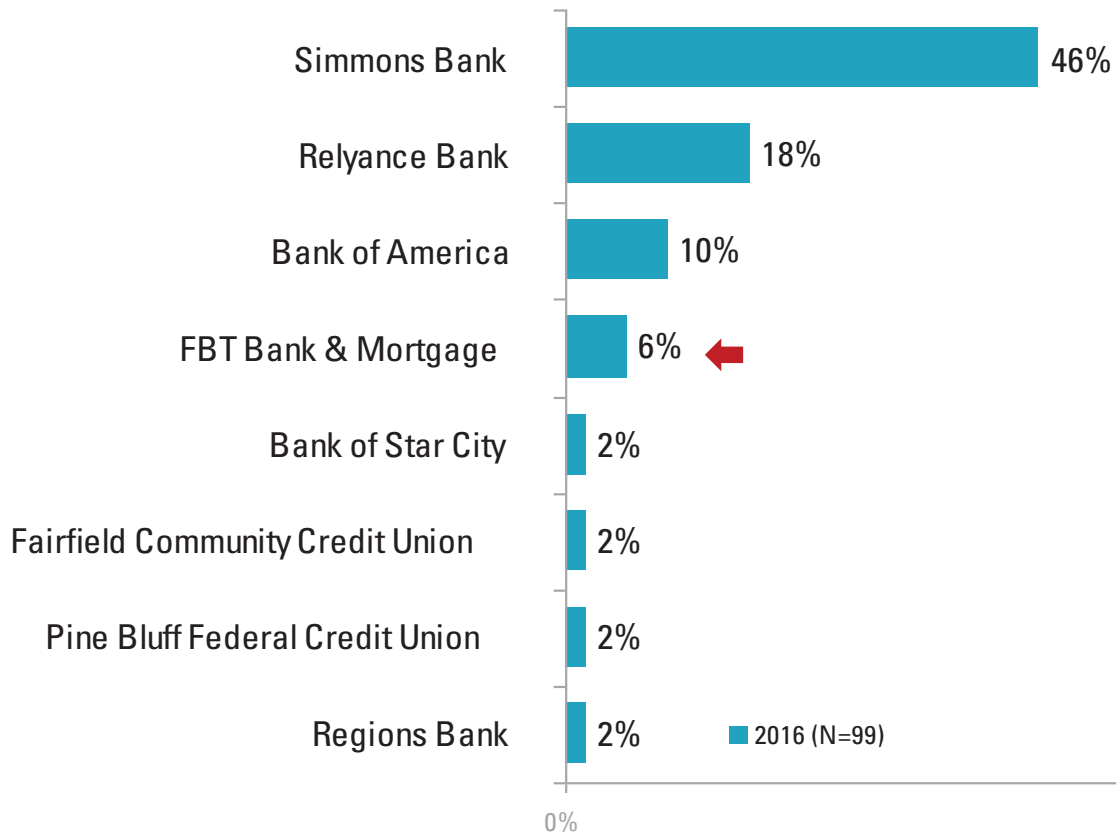
## PRIMARY BANKING RELATIONSHIPS - PINE BLUFF/WATSON CHAPEL



A third of respondents (33%) have a primary banking relationship with *Simmons Bank*, followed by *Bank of America* (32%). *Relyance Bank* has 18% of the primary market share in the area, followed by *Pine Bluff Cotton Belt Federal Credit Union* (5%).

Q4. What bank do you consider to be your primary bank? \*None/ Don't know/ Refused=8% Other= 2%

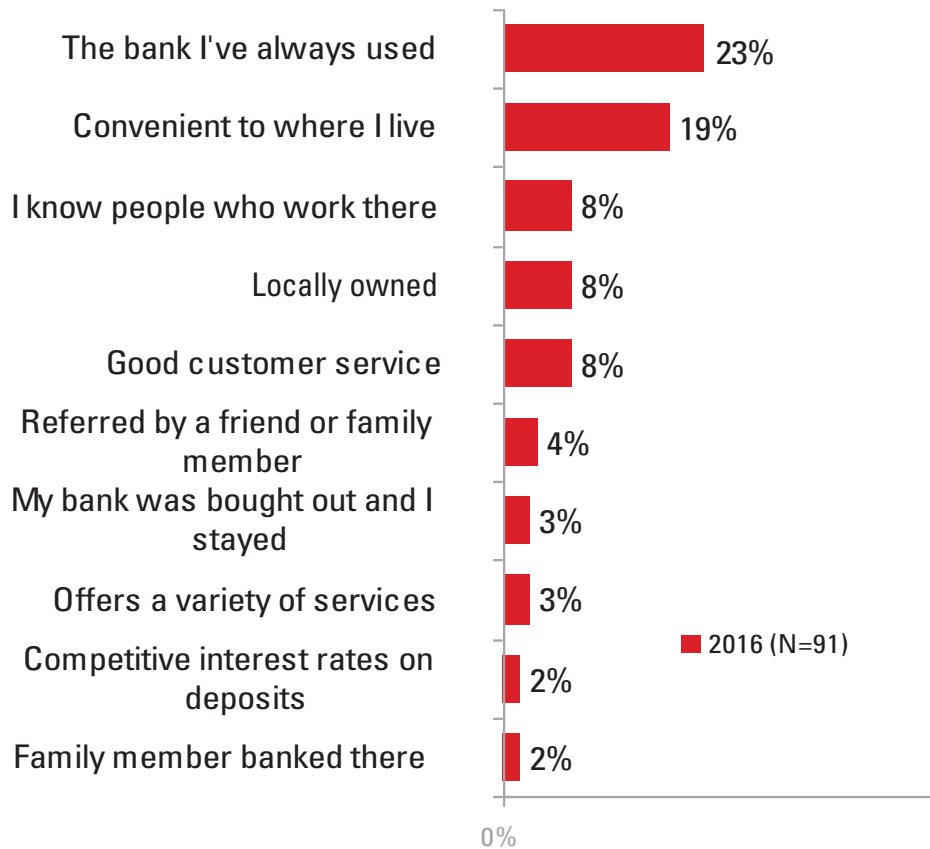
## PRIMARY BANKING RELATIONSHIPS - WHITE HALL



While nearly half of White Hall respondents (46%) have a primary banking relationship with *Simmons Bank*, *FBT Bank & Mortgage* was in the top four with 6% reporting a primary banking relationship with them. Rounding out the top four, *Relyance Bank* was at 18% and *Bank of America* was at 10%.

Q4. What bank do you consider to be your primary bank? \*\*None/ Don't know/ Refused" = 8%. Other= 2%

## PRIMARY BANK CHOICE - FORDYCE



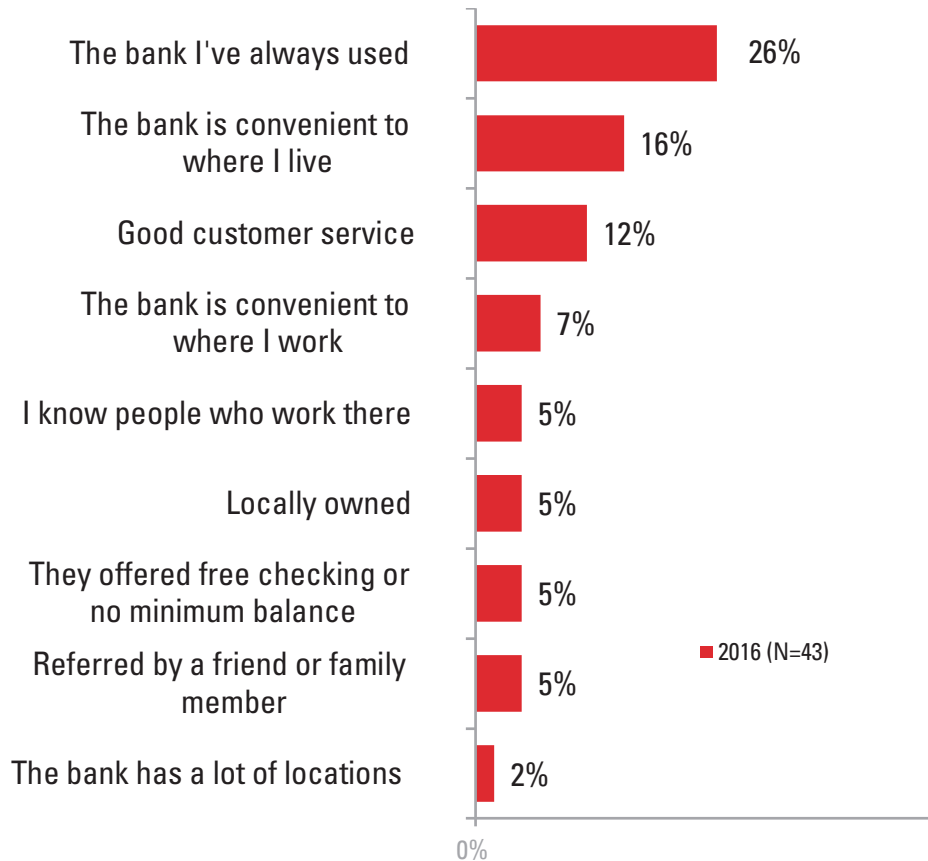
Twenty-three percent say the reason they choose their primary bank is because **it's the bank they've always used**, while about one in five say **the bank is convenient to where they live** (19%). Fourteen percent say **they know people who work there, a family member banks there, or they were referred by a friend or family**. Eight percent say **locally owned**, and 8% mention **good customer service**.

Other reasons were mentioned by just 1% or less, such as:

- » The bank is convenient to where I work.
- » The bank is a large bank
- » I like their online or Internet banking
- » I've used them in the past
- » Convenient (non-specific)

Q4a. What is the main reason you chose your primary banks? \*None/ Don't know/ Refused= 7% Other= 8%

## PRIMARY BANK CHOICE - RISON



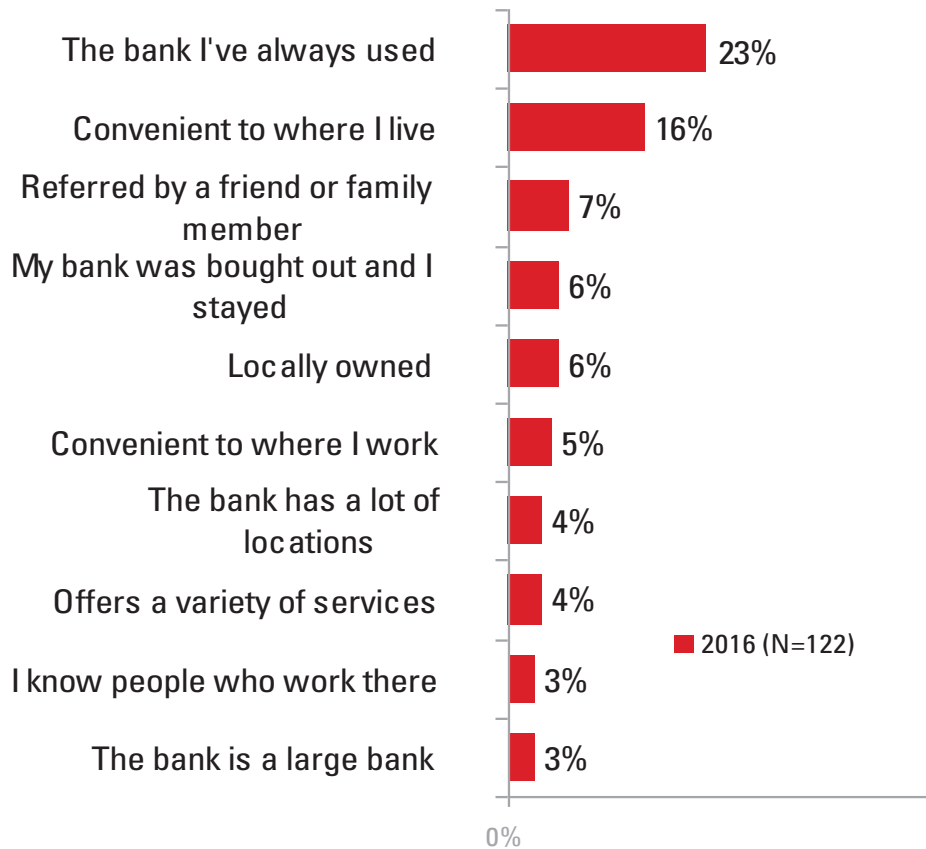
Twenty-six percent say the reason they choose their primary bank is ***it's the bank they've always used***, while about one in six say ***the bank is convenient to where they live*** (16%). Twelve percent say ***good customer service***. Seven percent say ***the bank is convenient to where I work***, and 20% mention ***I know people that work there, locally owned, they offered free checking, or referred by a friend or family member.***

Other reasons were mentioned by just 2%, such as:

- » They have been there a long time
- » The bank has convenient hours
- » They have a lot of locations
- » The bank where I used to bank was bought out and I stayed where I was

Q4a. What is the main reason you chose your primary banks? \*None/ Don't know/ Refused= 2% Other= 9%

## PRIMARY BANK CHOICE - PINE BLUFF/WATSON CHAPEL



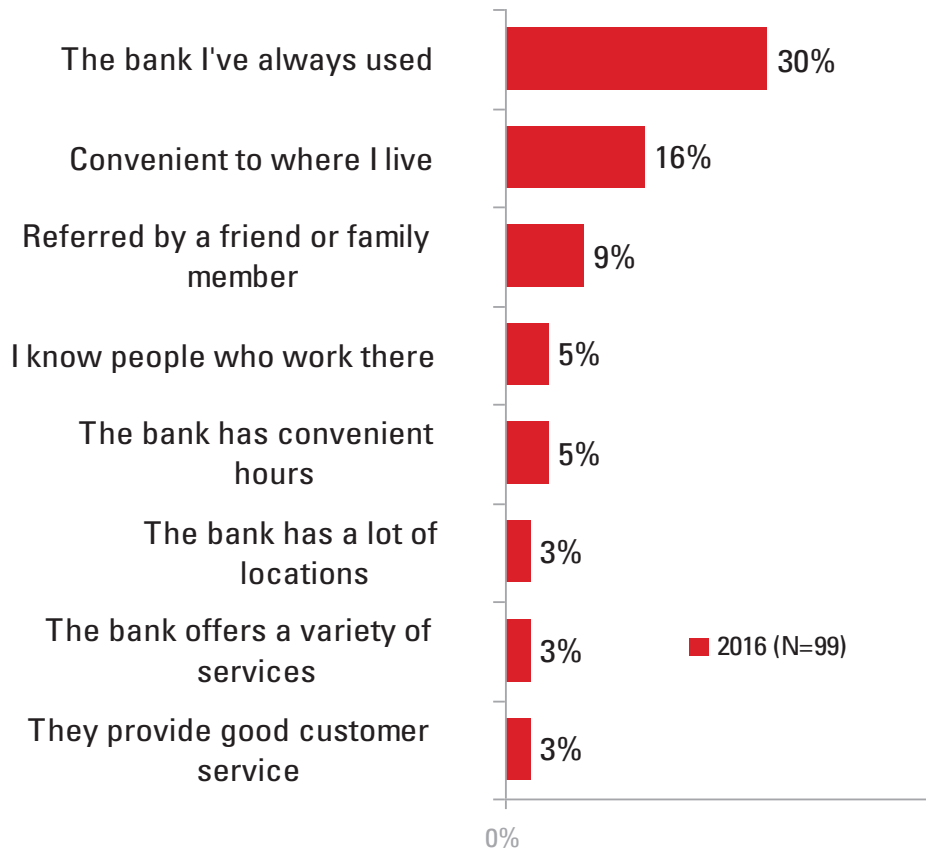
Twenty-three percent say the reason they choose their primary bank is because ***it's the bank they've always used***, while about 16% say ***the bank is convenient to where they live***. Twelve percent say ***they know people who work there, a family member banks there, or they were referred by a friend or family***. Six percent say ***their bank was bought out and they stayed***, and 6% mention ***locally owned***.

Other reasons were mentioned by just 2%, such as:

- » Offered free checking and no minimum balance
- » Provides good customer service
- » Family member banked there

Q4a. What is the main reason you chose your primary banks? \*None/ Don't know/ Refused= 7% Other= 4%

## PRIMARY BANK CHOICE - WHITE HALL



Thirty percent say the reason they choose their primary bank is because ***it's the bank they've always used***, while about one in six say ***the bank is convenient to where they live*** (16%). Nine percent say ***they were referred by a friend or family member***. Five percent ***know people who work there*** or ***the bank has convenient hours***. Three percent say ***a lot of locations, variety of services***, or mention ***good customer service***.

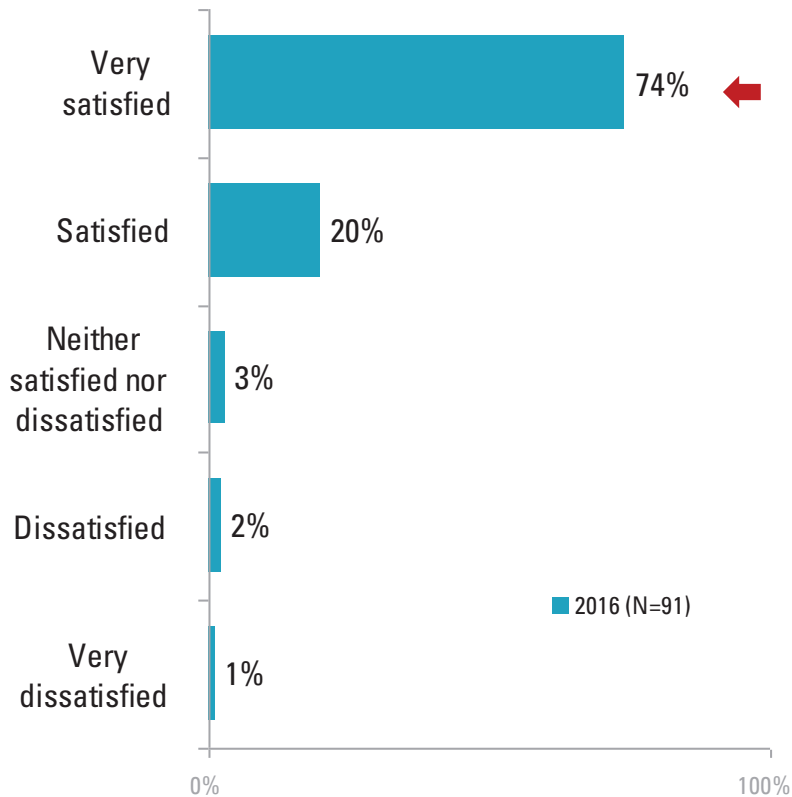
Other reasons were mentioned by just 2%, such as:

- » The bank is locally owned
- » The bank is a large bank
- » I work/worked there
- » The bank is convenient to where I work
- » Convenient (non-specific)

Q4a. What is the main reason you chose your primary banks? \*"None/ Don't know/ Refused" = 10%. Other= 2%

## BANKING PREFERENCES - FORDYCE

### Satisfaction with Primary Bank



Residents in the Fordyce market are either **very satisfied** with their primary bank (74%) or **satisfied** (20%).

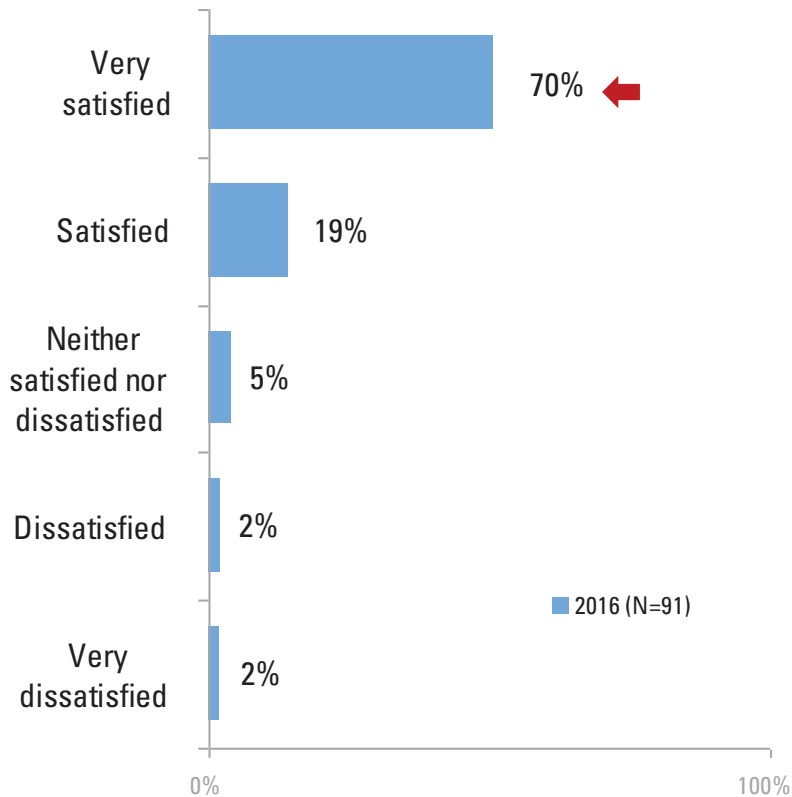
With a mean of 4.6 on a five-point scale, overall satisfaction with banking is high in this market.

Q6. On a scale of 1 to 5, where 5 is very satisfied, and 1 is very dissatisfied, overall, how would you rate your current satisfaction with your primary bank? Would you say you are...?



## BANKING PREFERENCES - RISON

### Satisfaction with Primary Bank



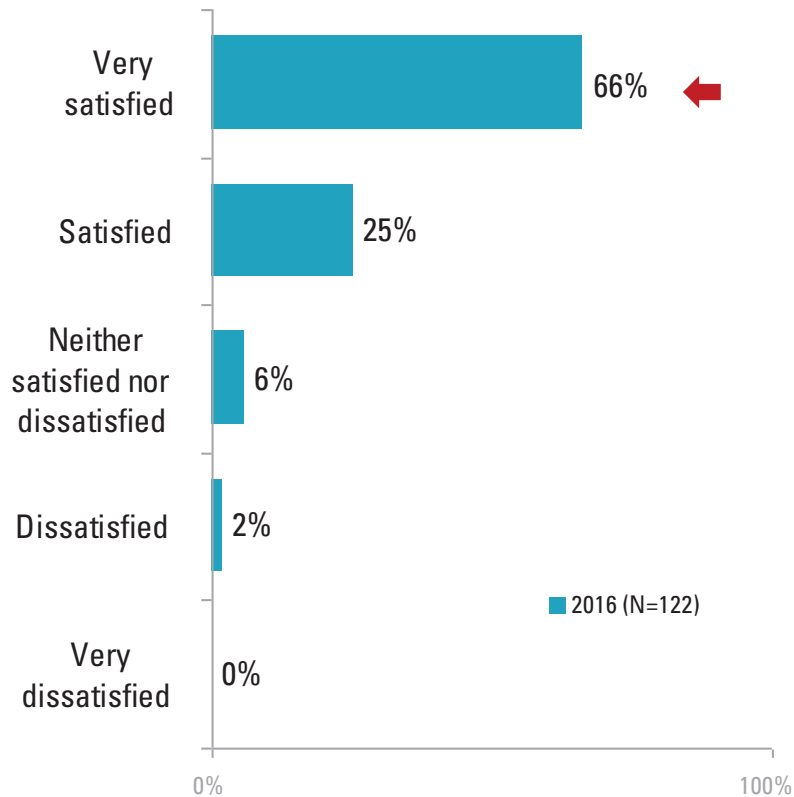
Residents in the Rison market are either **very satisfied** with their primary bank (70%) or **satisfied** (19%).

With a mean of 4.5 on a five-point scale, overall satisfaction with banking is high in this market.

Q6. On a scale of 1 to 5, where 5 is very satisfied, and 1 is very dissatisfied, overall, how would you rate your current satisfaction with your primary bank? Would you say you are...? \*Refused/Don't know= 2%

## BANKING PREFERENCES - PINE BLUFF/WATSON CHAPEL

### Satisfaction with Primary Bank



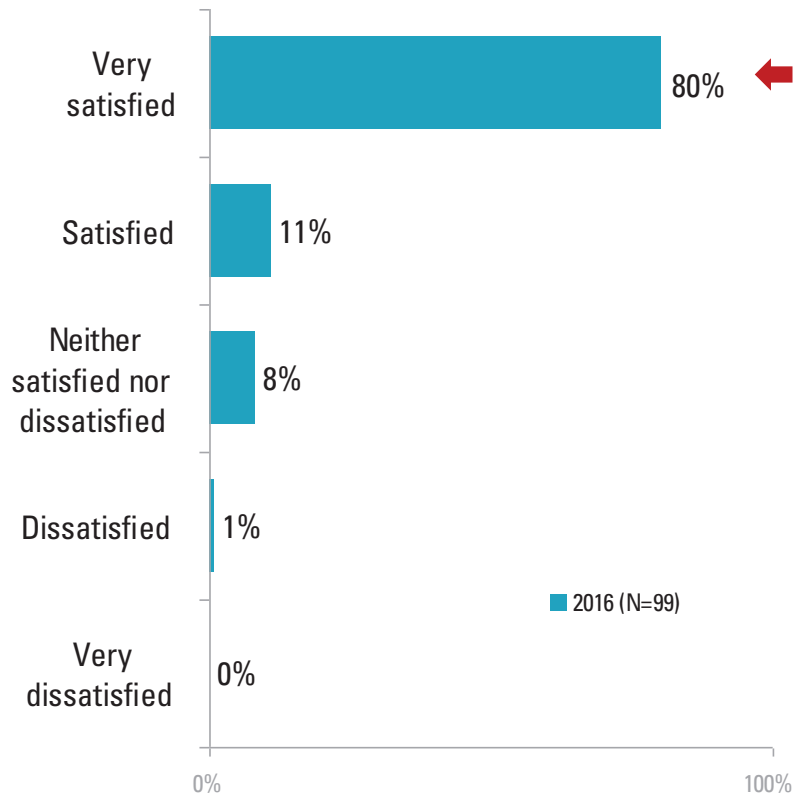
Residents in the Pine Bluff/Watson Chapel market are either **very satisfied** with their primary bank (66%) or **satisfied** (25%).

With a mean of 4.6 on a five-point scale, overall satisfaction with banking is high in this market.

Q6. On a scale of 1 to 5, where 5 is very satisfied, and 1 is very dissatisfied, overall, how would you rate your current satisfaction with your primary bank? Would you say you are...?

## BANKING PREFERENCES - WHITE HALL

### Satisfaction with Primary Bank



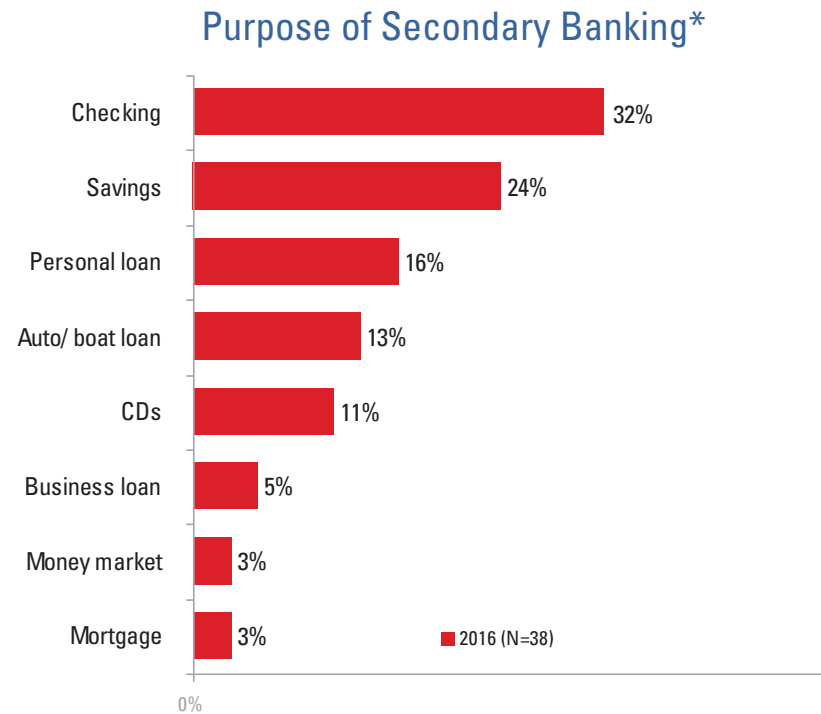
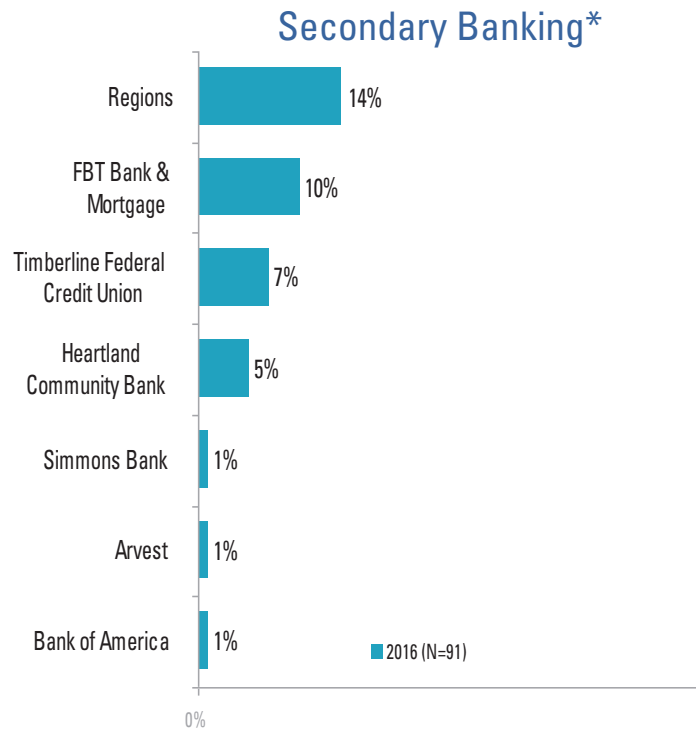
Residents in the White Hall market are either **very satisfied** with their primary bank (80%) or **satisfied** (11%).

With a mean of 4.7 on a five-point scale, overall satisfaction with banking is high in this market.

Q6. On a scale of 1 to 5, where 5 is very satisfied, and 1 is very dissatisfied, overall, how would you rate your current satisfaction with your primary bank? Would you say you are...?

## SECONDARY BANKING RELATIONSHIPS - FORDYCE

It is important to mention that the majority of respondents (58%) said “None/ Don’t know/ Refused” when it came to mentioning a secondary bank. Of those who did mention having a secondary bank 14% have a secondary banking relationship with Regions Bank followed by FBT Bank & Mortgage at 10%. Checking (32%) and Savings (24%) are mentioned most often in terms of the purpose of a secondary banking relationship.

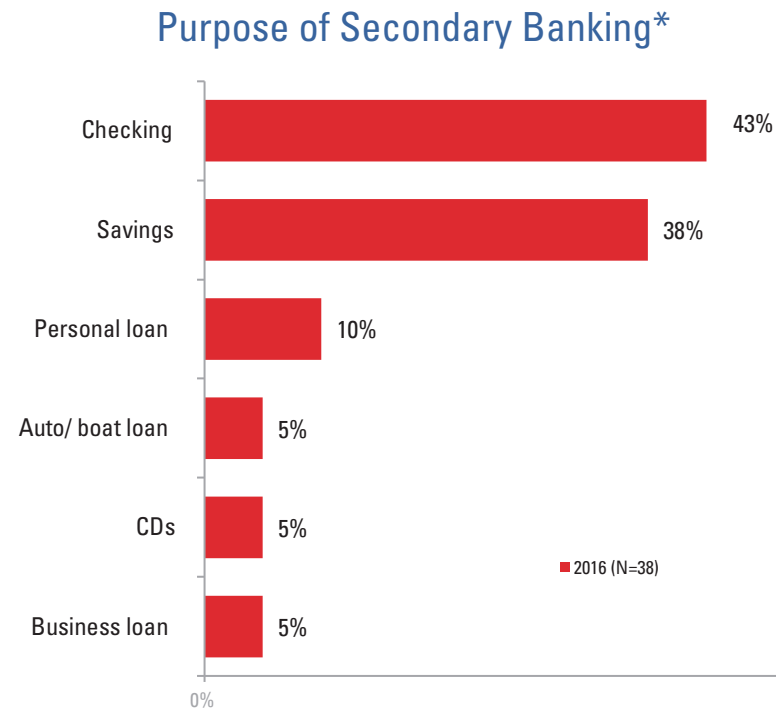
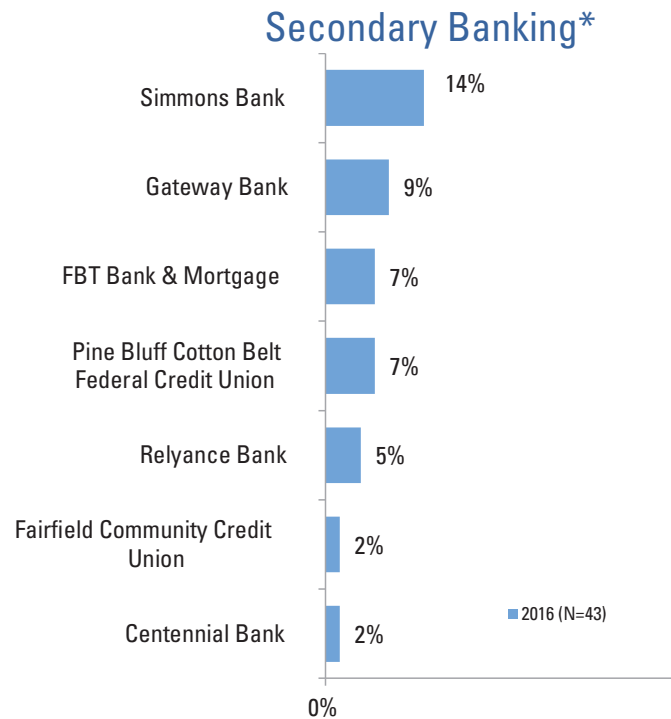


Q5. Which bank, if any, is your secondary bank? \*Other= 2%

Q5a. How are you using your secondary bank? \*None/ Don’t know/ Refused= 12% Other= 3%

## SECONDARY BANKING RELATIONSHIPS - RISON

It is important to mention that the majority of respondents (51%) said “None/ Don’t know/ Refused” when it came to mentioning a secondary bank. Of those who did mention having a secondary bank 14% have a secondary banking relationship with Simmons Bank followed by Gateway Bank at 9% and FBT Bank & Mortgage at 7%. Checking (43%) and Savings (38%) are mentioned most often in terms of the purpose of a secondary banking relationship.

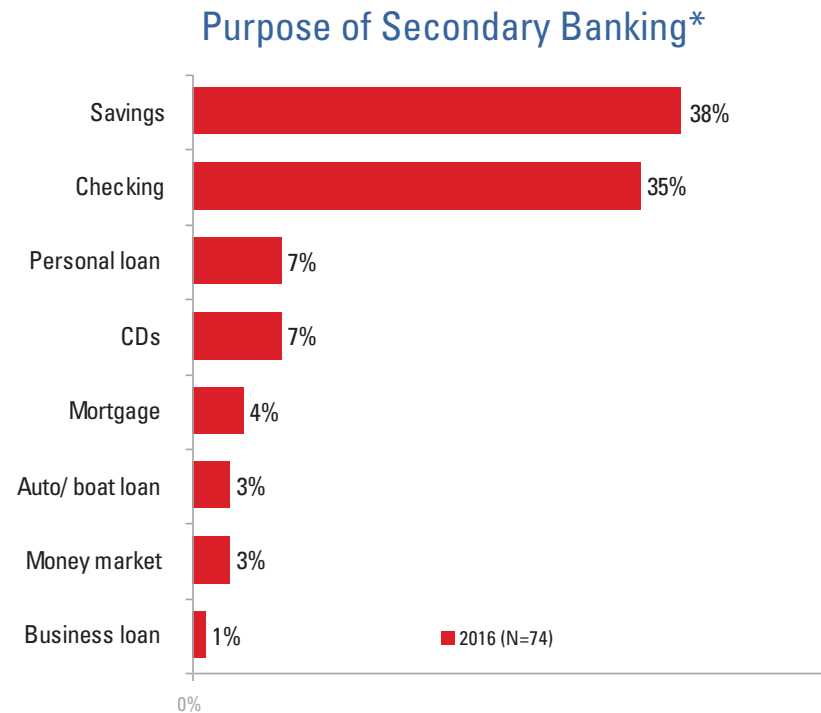
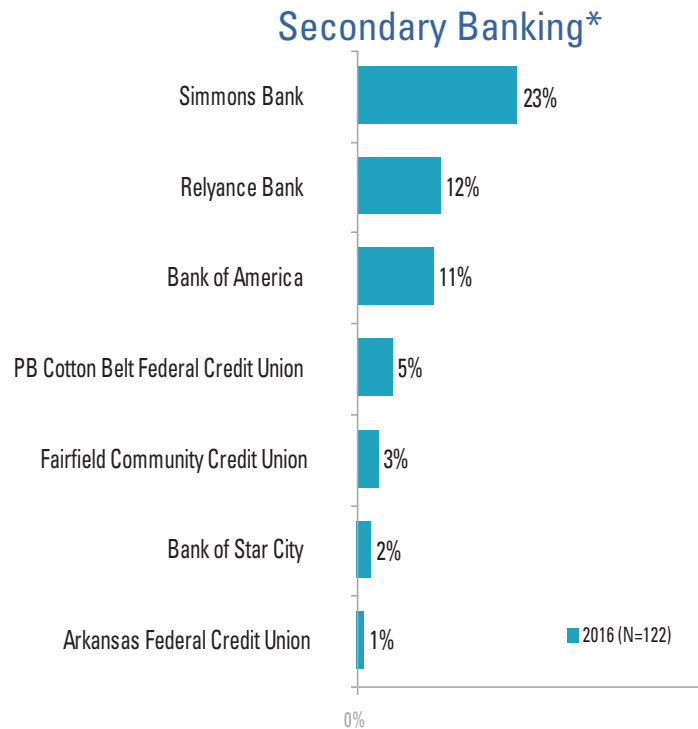


Q5. Which bank, if any, is your secondary bank? \*Other= 2%

Q5a. How are you using your secondary bank? \*None/ Don’t know/ Refused= 19% Other= 5%

## SECONDARY BANKING RELATIONSHIPS - PINE BLUFF/WATSON CHAPEL

It is important to mention that about two out of five respondents (39%) said “None/ Don’t know/ Refused” when it came to mentioning a secondary bank. Of those who did mention having a secondary bank 23% have a secondary banking relationship with Simmons Bank followed by Relyance Bank (12%) and Bank of America (11%). Savings (38%) and Checking (35%) are mentioned most often in terms of the purpose of a secondary banking relationship.

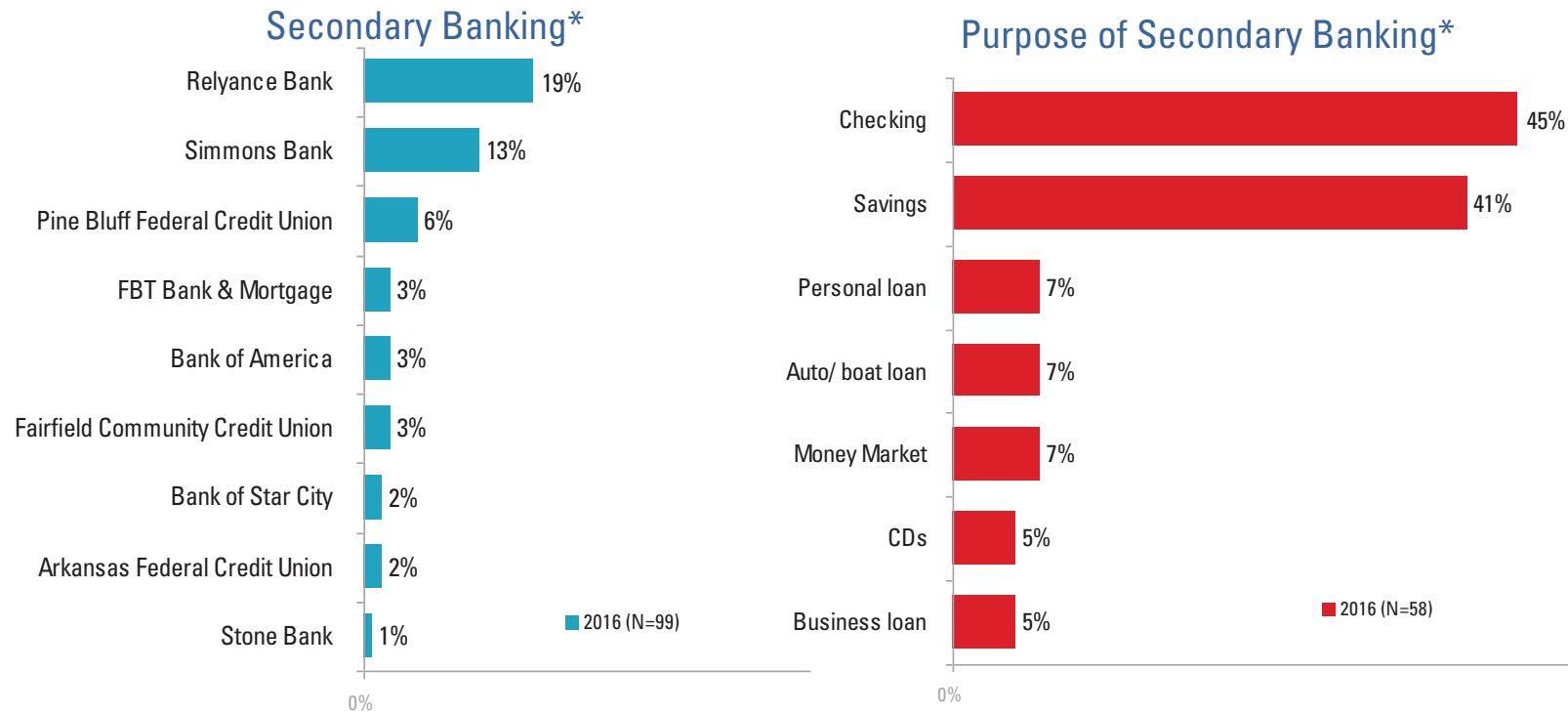


Q5. Which bank, if any, is your secondary bank? \*Other= 4%

Q5a. How are you using your secondary bank? \*None/ Don’t know/ Refused= 12% Other= 5%

## SECONDARY BANKING RELATIONSHIPS - WHITE HALL

It is worth mentioning that many respondents (42%) said “None/ Don’t know/ Refused” when it came to mentioning a secondary bank. Of those who did mention having a secondary bank, 19% have a secondary banking relationship with Relyance Bank, followed by Simmons Bank (13%), and Pine Bluff Federal Credit Union (6%). Checking (45%) and Savings (41%) are mentioned most often in terms of the purpose of a secondary banking relationship.



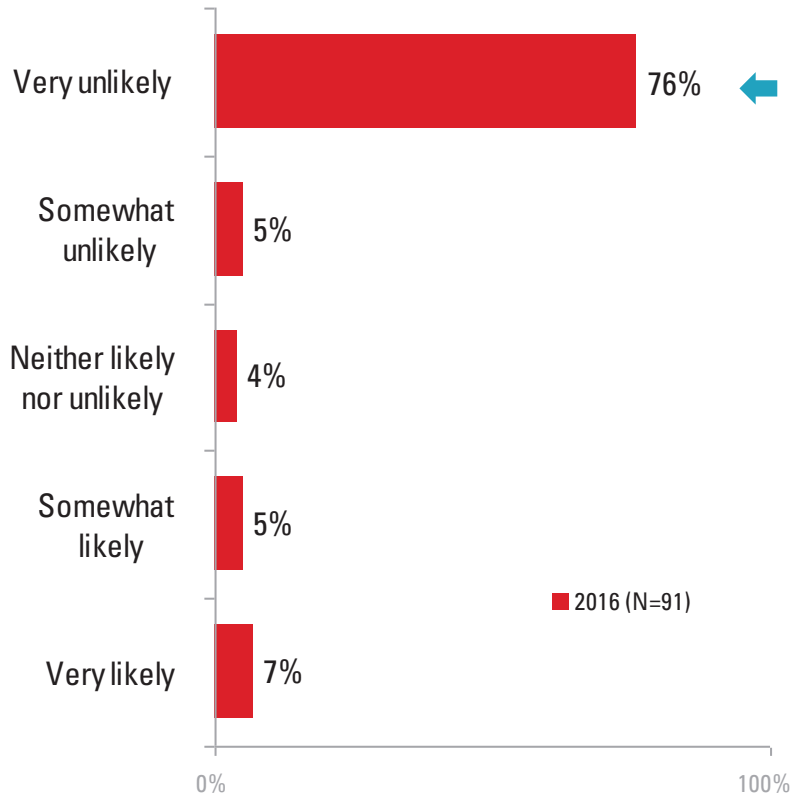
Q5. Which bank, if any, is your secondary bank? \*\*None/ Don’t know/ Refused” = 42%. Other= 5%  
 Q5a. How are you using your secondary bank?

# Detailed Findings: **Bank Utilization**



## BANK UTILIZATION - FORDYCE

Likelihood to switch to a local / community bank\*



Not surprisingly, members of the Fordyce market are **very unlikely to switch** to another bank (76%).

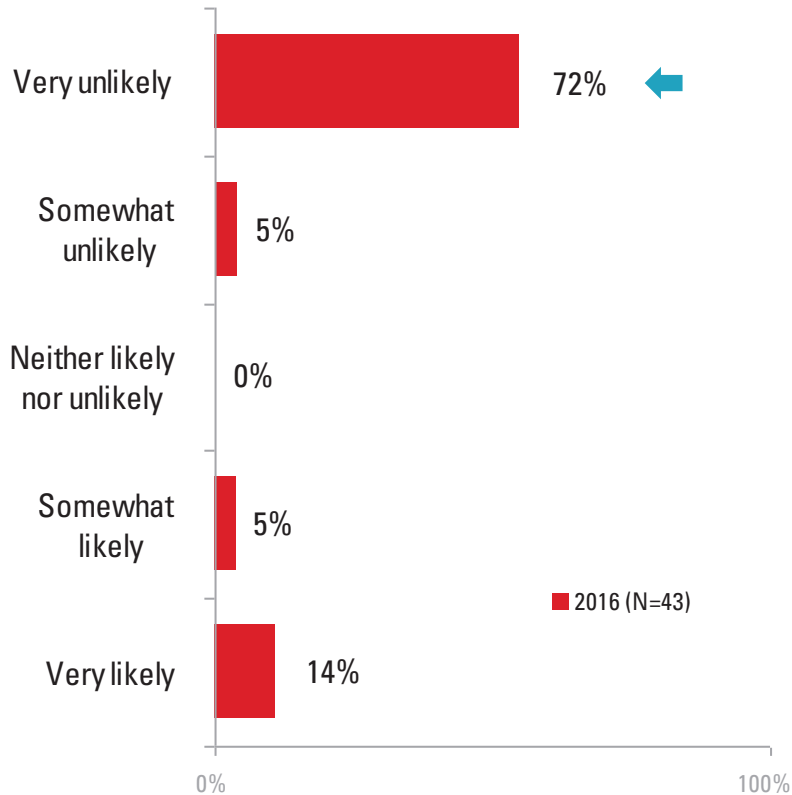
Another 5% say they are **somewhat unlikely to switch**. However, 12% seem **vulnerable to switch** either reporting they are **somewhat likely** (5%) or **very likely** (7%) to switch to a local or community bank.

The mean for this rating equals 1.6 on a five-point scale.

Q7. How likely are you to switch to a local or a community bank? Would you say you are...? \*Refused/ Don't know= 2%

## BANK UTILIZATION - RISON

Likelihood to switch to a local / community bank\*



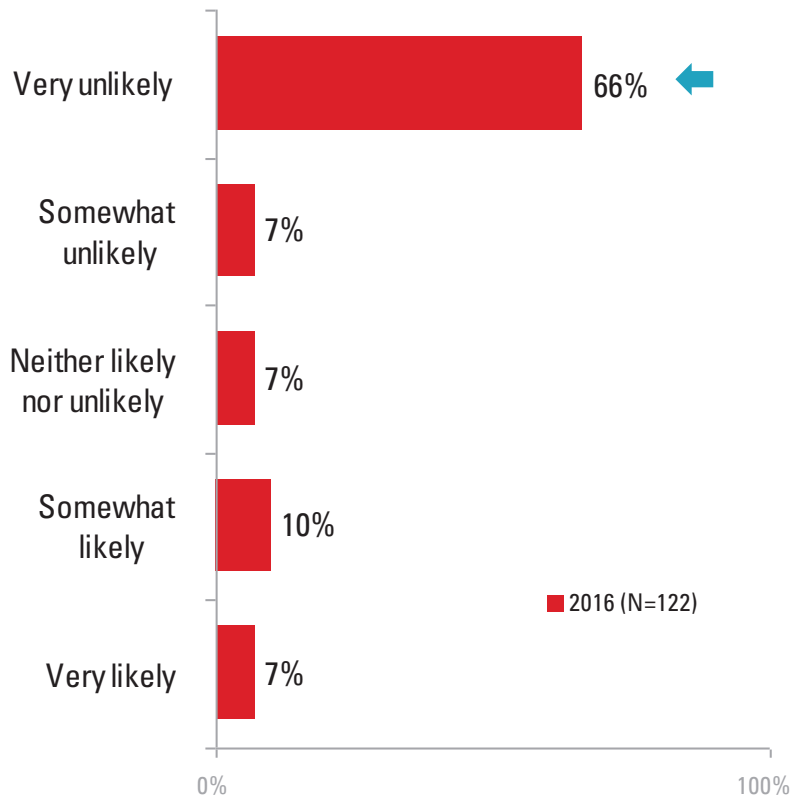
Not surprisingly, members of the Rison market are **very unlikely to switch to another bank** (72%). Another 5% say they are **somewhat unlikely to switch**. However, 19% seem **vulnerable to switch** either reporting they are **somewhat likely** (5%) or **very likely** (14%) to switch to a local or community bank.

The mean for this rating equals 1.8 on a five-point scale in terms of likelihood to switch.

Q7. How likely are you to switch to a local or a community bank? Would you say you are...? \*Refused/ Don't know= 5%

## BANK UTILIZATION - PINE BLUFF/WATSON CHAPEL

Likelihood to switch to a local / community bank\*



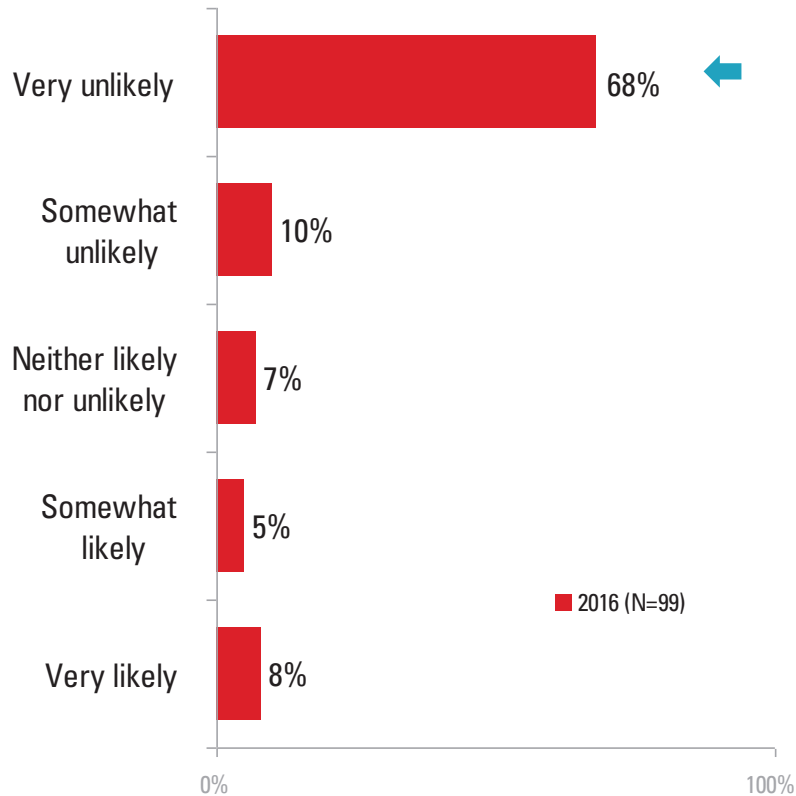
Sixty-six percent of the respondents in the Pine Bluff/Watson Chapel market are **very unlikely to switch** to another bank (66%). Another 7% say they are **somewhat unlikely to switch**. However, 17% seem **vulnerable to switch** either reporting they are **somewhat likely** (10%) or **very likely** (7%) to switch to a local or community bank. This creates an opportunity for FBT Bank & Mortgage to “pull” customers who are vulnerable to switching behavior.

The mean for this rating equals 1.8 on a five-point scale.

Q7. How likely are you to switch to a local or a community bank? Would you say you are...? \*Refused/ Don't know= 2%

## BANK UTILIZATION - WHITE HALL

Likelihood to switch to a local / community bank\*



Not surprisingly, members of the White Hall market are **very unlikely to switch** to another bank (68%). Another 10% say they are **somewhat unlikely to switch**. However, 13% seem **vulnerable to switch** either reporting they are **somewhat likely** (5%) or **very likely** (8%) to switch to a local or community bank.

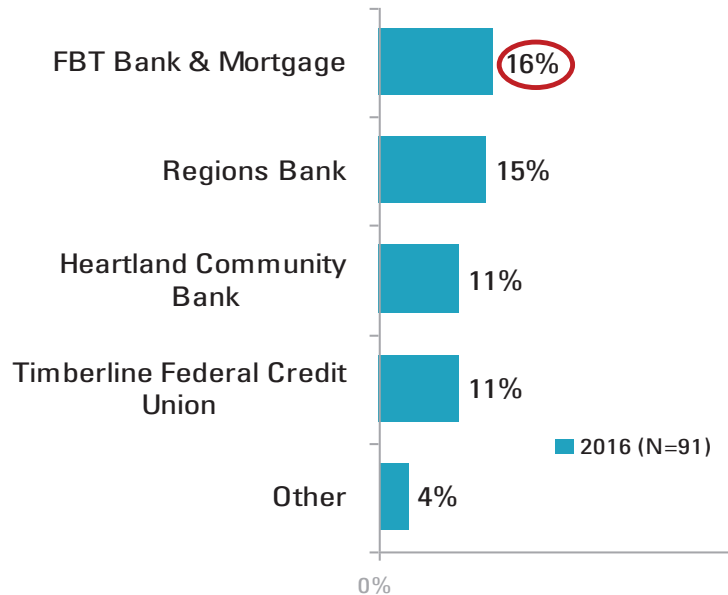
The mean for this rating equals 1.7 on a five-point scale.

Q7. How likely are you to switch to a local or a community bank? Would you say you are...? \*\*Refused/ Don't know"= 2%

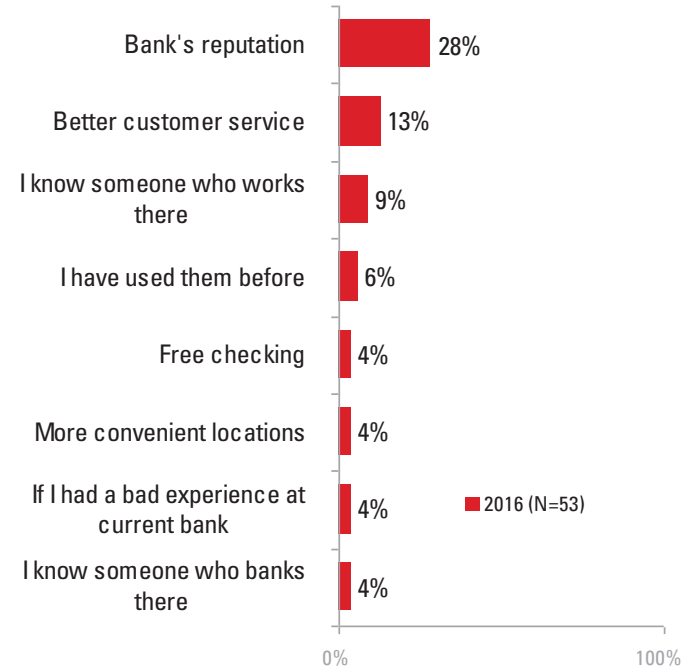
## BANK UTILIZATION (SWITCHING) - FORDYCE

When respondents were asked which bank they would switch to in the next 30 days, around two in five (42%) say they “None/ Don’t know/ Refused” which bank they’d switch to. Of those who answered the question, 16% would switch to FBT, while 15% would switch to Regions. Over a quarter (28%) say they would switch because of the bank’s reputation.

Bank Would Switch To



Primary Reason Would Switch\*



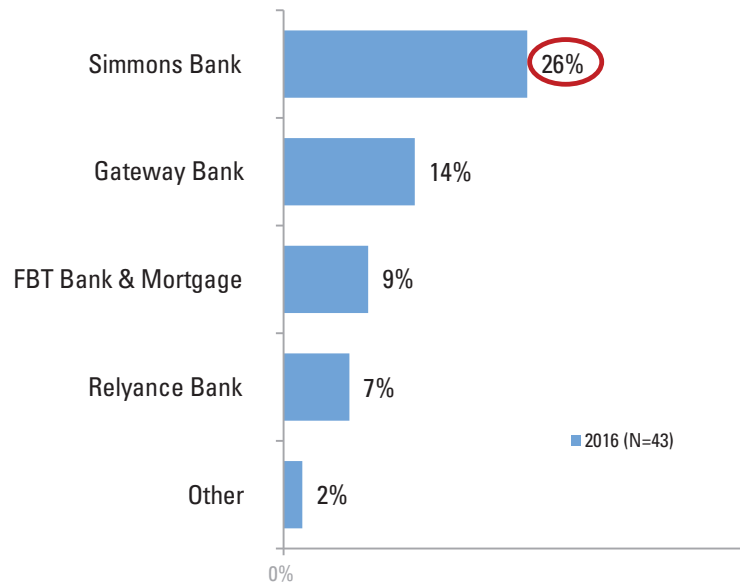
Q8. If you had to switch to a new bank in the next 30 days, where would you go?

Q8a. Please tell me the primary reason you would switch to [insert bank]. \*Others were mentioned by 2% or less. 11% said “none.”

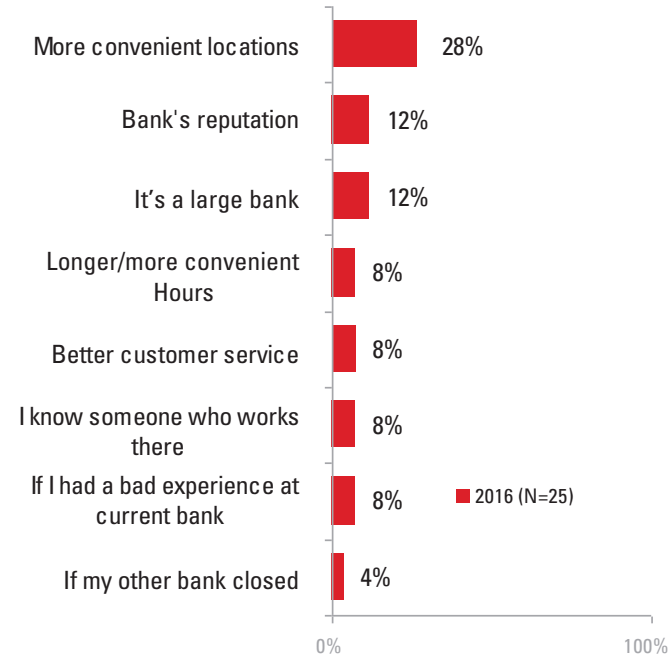
## BANK UTILIZATION (SWITCHING) - RISON

When respondents were asked which bank they would switch to in the next 30 days, around two in five (42%) say “None/ Don’t know/ Refused”. Of those who answered the question, 9% would switch to FBT, while 26% would switch to Simmons Bank and 14% would switch to Gateway Bank. Over a quarter (28%) say they would switch because of more convenient locations.

Bank Would Switch To



Primary Reason Would Switch\*



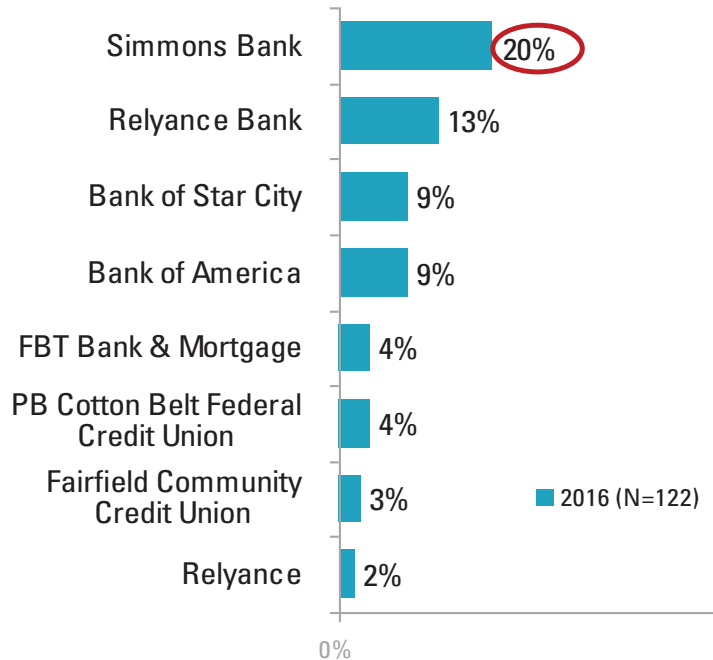
Q8. If you had to switch to a new bank in the next 30 days, where would you go? 2% say “other”

Q8a. Please tell me the primary reason you would switch to [insert bank]. \*Others were mentioned by 4% or less. 4% said “none.”

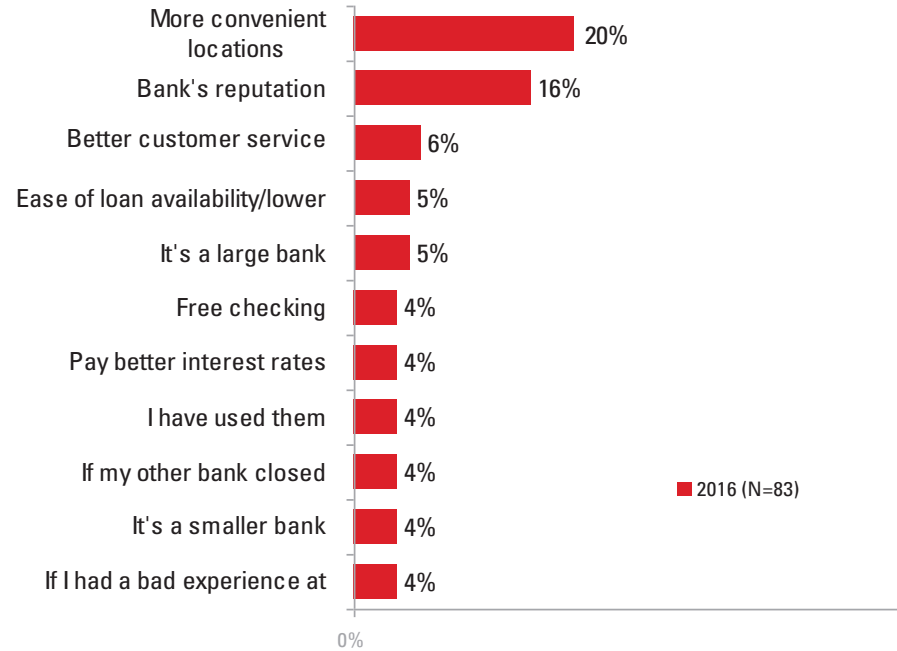
## BANK UTILIZATION (SWITCHING) - PINE BLUFF/WATSON CHAPEL

When respondents were asked which bank they would switch to in the next 30 days, nearly a third (32%) say they “None/Don’t know/ Refused” which bank they’d switch to. Of those who answered the question, 20% would switch to Simmons Bank, while 13% would switch to Relyance Bank. One in five (20%) say they would switch because of more convenient locations, while 16% cite the bank’s reputation.

Bank Would Switch To\*



Primary Reason Would Switch\*

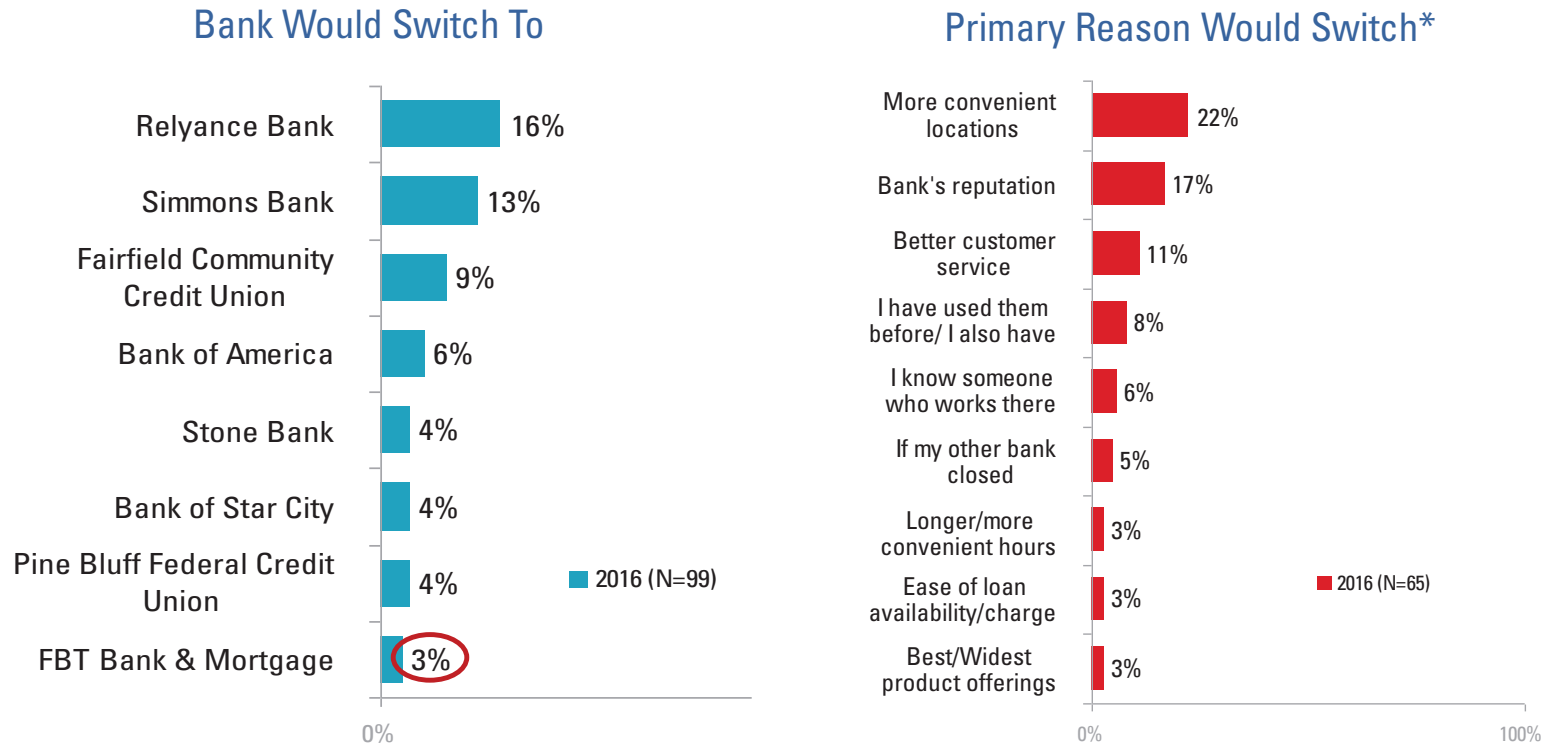


Q8. If you had to switch to a new bank in the next 30 days, where would you go? \*Others were mentioned by 3%.

Q8a. Please tell me the primary reason you would switch to [insert bank]. \*Others were mentioned by 2% or less. 5% said “none.”

## BANK UTILIZATION (SWITCHING) - WHITE HALL

When respondents were asked which bank they would switch to in the next 30 days, around two in five (35%) say they “None/ Don’t know/ Refused” which bank they’d switch to. Of those who answered the question, 16% would switch to Relyance Bank, while 3% would switch to FBT Bank & Mortgage. Over one in five (22%) say they would switch because of more convenient locations.



Q8. If you had to switch to a new bank in the next 30 days, where would you go? \*Others were mentioned by 1% or less. 4% say “other”.

Q8a. Please tell me the primary reason you would switch to [insert bank]. \*Others were mentioned by 2% or less. 3% say “none.” 9% said “other”



# Detailed Findings: **Bank Attributes**

## BANK ATTRIBUTES (SERVICE) - FORDYCE

The table below shows the one thing respondents wish their bank offered that they currently do not offer. Keep in mind, some services may in fact be offered, but customers may be unaware of this. Seventy-seven percent say they “don’t know.” With satisfaction being so high in this market, this response is not surprising.

When isolating just FBT customers, 5% say, “They offer everything I need.” Three percent say they’d like nationwide ATM services. Still, the majority, 89% “don’t know.”

### Service Requested (N=43)

Attributes	Percentage Mentioned
Offer longer / more convenient hours	4%
They offer everything I need	4%
Free checking	2%
Pay better interest rates	2%
Free nationwide ATM	1%
Ease of loan availability / charge lower interest rates	1%
Lower fees on overdrafts	1%
More bank tellers	1%
More ATM locations	1%
Other	4%
Don't know	77%

Q10. Thinking about your current bank, what is the one thing you most wish they offered in the way of service or a product that they currently do not offer?

## BANK ATTRIBUTES (SERVICE) - RISON

The table below shows the one thing respondents wish their bank offered that they currently do not offer. Keep in mind, some services may in fact be offered, but customers may be unaware of this. Sixty-five percent say they “don’t know.” With satisfaction being so high in this market, this response is not surprising.

When isolating just FBT customers, 7% say they’d like more convenient locations. Still, the majority, 71% “don’t know.”

### Service Requested (N=43)

Attributes	Percentage Mentioned
They offer everything I need	5%
Offer longer / more convenient hours	2%
Free checking	2%
Pay better interest rates	2%
Free nationwide ATM	2%
Ease of loan availability / charge lower interest rates	2%
More bank tellers	2%
Lower fees on overdrafts	0%
More ATM locations	0%
Other	14%
Don't know	65%

Q10. Thinking about your current bank, what is the one thing you most wish they offered in the way of service or a product that they currently do not offer?

## BANK ATTRIBUTES (SERVICE) - PINE BLUFF/WATSON CHAPEL

The table below shows the one thing respondents wish their bank offered that they currently do not offer. Keep in mind, some services may in fact be offered, but customers may be unaware of this. Sixty-three percent say they “don’t know.” Although responses varied across the board, more convenient locations garnered the highest percentage of respondents (7%).

Service Requested (N=122)

Attributes	Percentage Mentioned
More convenient locations	7%
They offer everything I need	6%
Free checking	4%
Pay better interest rates	3%
Longer/more convenient hours	2%
More bank tellers	2%
Ease of loan availability / charge lower interest rates	2%
Lower fees on overdrafts	2%
More ATM locations	1%
Other	7%
Don't know	63%

Q10. Thinking about your current bank, what is the one thing you most wish they offered in the way of service or a product that they currently do not offer?

## BANK ATTRIBUTES (SERVICE) - WHITE HALL

The table below shows the one thing respondents wish their bank offered that they currently do not offer. Keep in mind, some services may in fact be offered, but customers may be unaware of this. Seventy-eight percent say they “don’t know.” With satisfaction being so high in this market, this response is not surprising.

When isolating just FBT customers, 17% say, “Pay better interest rates” or “other.” Still, the majority, 67% “don’t know.”

### Service Requested (N=122)

Attributes	Percentage Mentioned
Free checking	4%
Longer/more convenient hours	4%
Pay better interest rates	4%
Overdraft protection	2%
More/more convenient locations	1%
Other	4%
Don't know	78%

Q10. Thinking about your current bank, what is the one thing you most wish they offered in the way of service or a product that they currently do not offer?

## BANK ATTRIBUTES (IMPORTANCE) - FORDYCE

The table below shows the importance respondents place on certain banking attributes. The majority of respondents say it is very important for a bank to **pay better interest rates** (82%, mean 4.6), to **offer better customer service** (80%), and to **have a good reputation** (81%) round out the top three mentions. It is least important that a bank be large (21%, mean 2.6).

Importance Percentage Ratings (N=91)

Attributes	Very Important	Top-2 Box	Not Important	Bottom-2 Box	Mean Rating
Pay better interest rates	82%	92%	5%	5%	4.6
Offer better customer service	80%	90%	4%	5%	4.6
Have a good reputation	81%	88%	7%	8%	4.5
Offer free checking	71%	81%	9%	10%	4.4
Ease of loan availability / charge lower interest rates	60%	75%	11%	12%	4.1
Offer longer / more convenient hours	55%	71%	12%	17%	4.0
Have the most community involvement	53%	67%	12%	20%	3.9
Lower fees on overdrafts	53%	62%	16%	20%	3.8
Offer free, nationwide ATM services	53%	64%	19%	23%	3.7
Offer more convenient locations	47%	63%	19%	22%	3.7
Offer best / widest products	42%	58%	22%	23%	3.5
Be a large bank	21%	32%	37%	51%	2.6

Q13. On a scale of 1 to 5, how important you think it is for banks in your area to:

## BANK ATTRIBUTES (IMPORTANCE) - RISON

The table below shows the importance respondents place on certain banking attributes. The majority of respondents say it is very important for a bank to **have a good reputation** and **pay better interest rates (84%)**, to offer **better customer service** or offer **free checking (74%)**, and to **have a good reputation (84%)**. It is least important that a bank be large (23%, mean 2.77).

Importance Percentage Ratings (N=43)

Attributes	Very Important	Top-2 Box	Not Important	Bottom-2 Box	Mean Rating
Have a good reputation	84%	93%	-	2%	4.7
Pay better interest rates	84%	91%	5%	5%	4.7
Offer free checking	74%	83%	5%	10%	4.4
Offer better customer service	74%	81%	5%	10%	4.4
Have the most community involvement	67%	79%	5%	10%	4.3
Ease of loan availability / charge lower interest rates	70%	77%	7%	12%	4.3
Offer more convenient locations	49%	63%	9%	14%	3.9
Offer best / widest products	49%	65%	12%	14%	3.9
Offer free, nationwide ATM services	49%	72%	16%	21%	3.8
Lower fees on overdrafts	47%	56%	12%	19%	3.7
Offer longer / more convenient hours	51%	63%	23%	23%	3.7
Be a large bank	23%	28%	28%	47%	2.8

Q13. On a scale of 1 to 5, how important you think it is for banks in your area to:

## BANK ATTRIBUTES (IMPORTANCE) - PINE BLUFF/WATSON CHAPEL

The table below shows the importance respondents place on certain banking attributes. It is very important for a bank to **have a good reputation** (84%, mean 4.7), to **offer better customer service** (79%), to **pay better interest rates** (77%), and to **offer free checking** (77%) rounding out the top three mentions. Although it is least important that a bank be large (32%, mean 3.4), still nearly a third say this attribute is very important in this market.

Importance Percentage Ratings (N=122)

Attributes	Very Important	Top-2 Box	Not Important	Bottom-2 Box	Mean Rating
Have a good reputation	84%	92%	2%	2%	4.7
Offer better customer service	79%	90%	2%	3%	4.6
Pay better interest rates	77%	88%	3%	4%	4.6
Offer free checking	77%	87%	4%	5%	4.5
Offer free, nationwide ATM services	75%	81%	7%	9%	4.4
Offer more convenient locations	61%	81%	4%	6%	4.3
Ease of loan availability / charge lower interest rates	66%	78%	9%	3%	4.2
Lower fees on overdrafts	64%	75%	8%	12%	4.2
Have the most community involvement	55%	75%	3%	4%	4.2
Offer best / widest products	48%	73%	4%	9%	4.1
Offer longer / more convenient hours	52%	67%	9%	13%	4.0
Be a large bank	32%	48%	16%	24%	3.4

Q13. On a scale of 1 to 5, how important you think it is for banks in your area to:



## BANK ATTRIBUTES (IMPORTANCE) - WHITE HALL

The table below shows the importance respondents place on certain banking attributes. The majority of respondents say it is very important for a bank to **have a good reputation** (87%, mean 4.7), to **offer free checking** (85%), and to **pay better interest rates** (80%) round out the top three mentions. It is least important that a bank be large (30%, mean 3.35).

Importance Percentage Ratings (N=99)

Attributes	Very Important	Top-2 Box	Not Important	Bottom-2 Box	Mean Rating
Have a good reputation	87%	93%	3%	3%	4.74
Offer free checking	85%	94%	3%	4%	4.72
Pay better interest rates	80%	89%	5%	6%	4.58
Offer better customer service	76%	86%	4%	4%	4.54
Ease of loan availability / charge lower interest rates	60%	78%	6%	7%	4.24
Offer more convenient locations	65%	76%	6%	10%	4.24
Offer best / widest products	57%	76%	5%	6%	4.21
Have the most community involvement	57%	74%	6%	10%	4.14
Offer free, nationwide ATM services	67%	71%	10%	15%	4.12
Offer longer / more convenient hours	53%	66%	8%	12%	3.98
Lower fees on overdrafts	56%	65%	11%	17%	3.92
Be a large bank	30%	44%	20%	27%	3.35

Q13. On a scale of 1 to 5, how important you think it is for banks in your area to:

# Demographic Profile

## DEMOGRAPHIC PROFILE - MARKET WIDE

Age	Fordyce	Rison	PineBluff/ Watson Chapel	White Hall
18-24	1%	9%	3%	1%
25-44	16%	12%	16%	12%
45-64	31%	28%	33%	34%
65 and older	51%	47%	48%	51%
Refused	1%	5%	1%	2%

Ethnicity	Fordyce	Rison	PineBluff/ Watson Chapel	White Hall
Caucasian or White	66%	88%	34%	74%
African American	29%	2%	57%	20%
Latino / Hispanic	1%	0%	1%	2%
Asian	1%	2%	0%	0%
Other	1%	2%	3%	3%
Refused	2%	5%	7%	1%

## DEMOGRAPHIC PROFILE - MARKET WIDE

Income	Fordyce	Rison	PineBluff/ Watson Chapel	White Hall
Less than \$20,000	19%	12%	15%	10%
\$20,000 -< \$35,000	26%	26%	18%	19%
\$35,000 -< \$50,000	15%	12%	17%	17%
\$50,000 -< \$75,000	13%	21%	20%	14%
\$75,000 - or more	11%	21%	14%	31%
Refused/Don't know	15%	9%	16%	8%

Gender	Fordyce	Rison	PineBluff/ Watson Chapel	White Hall
Female	57%	60%	63%	58%
Male	43%	40%	37%	42%

# Recommendations

## The Design Group recommends the development of a Strategic Communications Campaign that:

1. **Launches from the development of a brand positioning statement** (tagline) that clearly communicates the **core value and benefits** of banking with FBT Bank & Mortgage.
2. **Is consistent and sustained.** For messaging to be effective, an ongoing communications initiative should be developed that **builds awareness about FBT Bank & Mortgage and the unique benefits of being a customer.** Such messaging could communicate the ease of adding an additional checking or savings account and communicate that FBT Bank & Mortgage is the bank for personal and automobile loan services (as these are the most often mentioned purposes for secondary banking relationships in these markets, beyond savings and checking accounts).
3. **Takes advantage of the paid media channels identified through the research** as those that are most preferred in receiving banking messages (i.e. television was identified as the main thrust, and billboards as secondary).
4. In addition to paid media, **uses a grassroots outreach campaign** that reintroduces the communities of Fordyce, Rison, Pine Bluff, and White Hall to FBT Bank & Mortgage. Doing so will **increase awareness in markets where FBT has top-of-mind awareness and in opportunity markets** where awareness mentions are as low as 5 percent (White Hall) and 1 percent (Pine Bluff).

- 5. Creates and/or defines a point of differentiation that will set FBT Bank & Mortgage apart from other banks.** Internal research identified the bank's strength at the excellent service that it provides. Across all four markets, convenience was ranked second only to "It's the bank I've always used" as to why respondents chose their bank. When asked what would make them switch banks the number one reason was convenient locations. We can determine from this that **customer service plays a less significant role in the selection of financial relationships with banks than expected.** We will need to define and communicate unique competitive advantages.
- 6. Introduces the concept of a secondary bank.** In the White Hall and Pine Bluff markets, where FBT has awareness levels of six percent and less than one percent respectively, a focus on secondary banking can be a key strategy to increasing banking relationships with FBT. Given that secondary banking is more frequently mentioned in these two markets, **opportunities exist to develop secondary relationships** through FBT's expertise with loan services and possibly offering CD's with attractive introductory interest rates.