



**HILLS BANK**



American Advertising Federation Student Banking Research

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# Goals and Objectives



Gain insight into student's spending habits and financial related trends

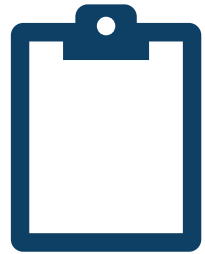


Gain insights on how students interact with banks & credit unions as well as Hills Bank specifically



Learn how to appeal to and capture the interest of UI Students

# Data Collection Methods



## Primary Research

Surveyed 103 University of Iowa Students

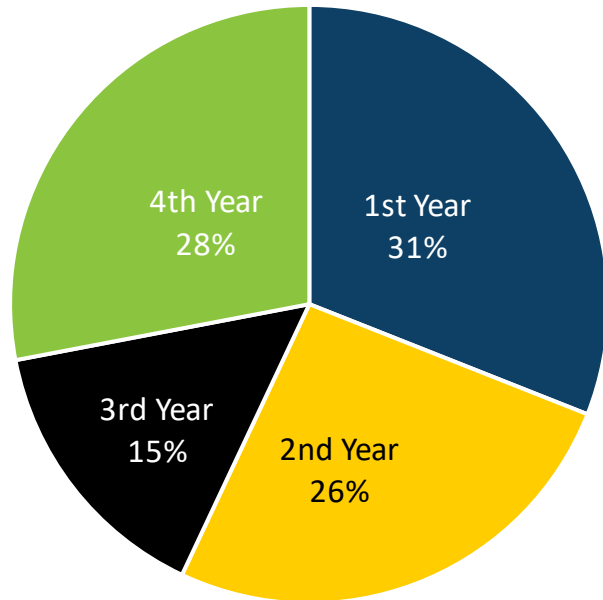


## Secondary Research

Databases: Statista, Mintel, Market Research.com. Etc.

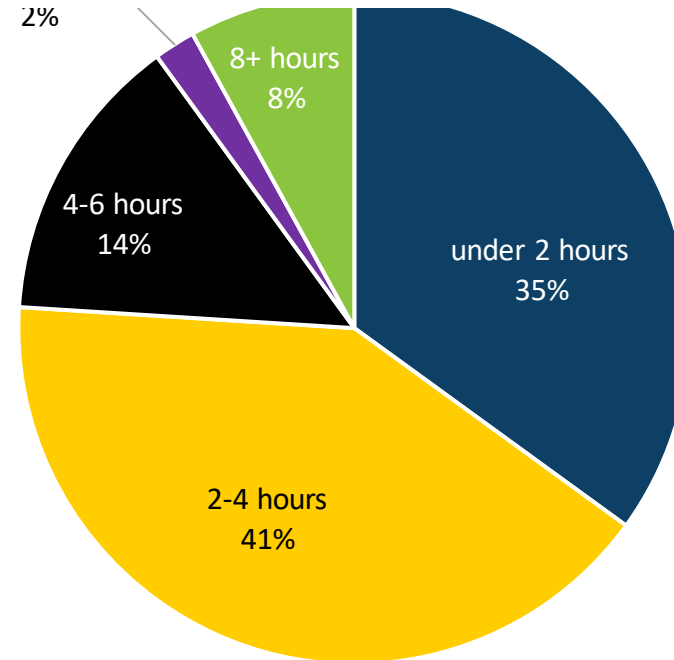
# Survey Respondent Demographics

Year in School



*All undergrad students*

Distance Between Campus and Home (Driving)

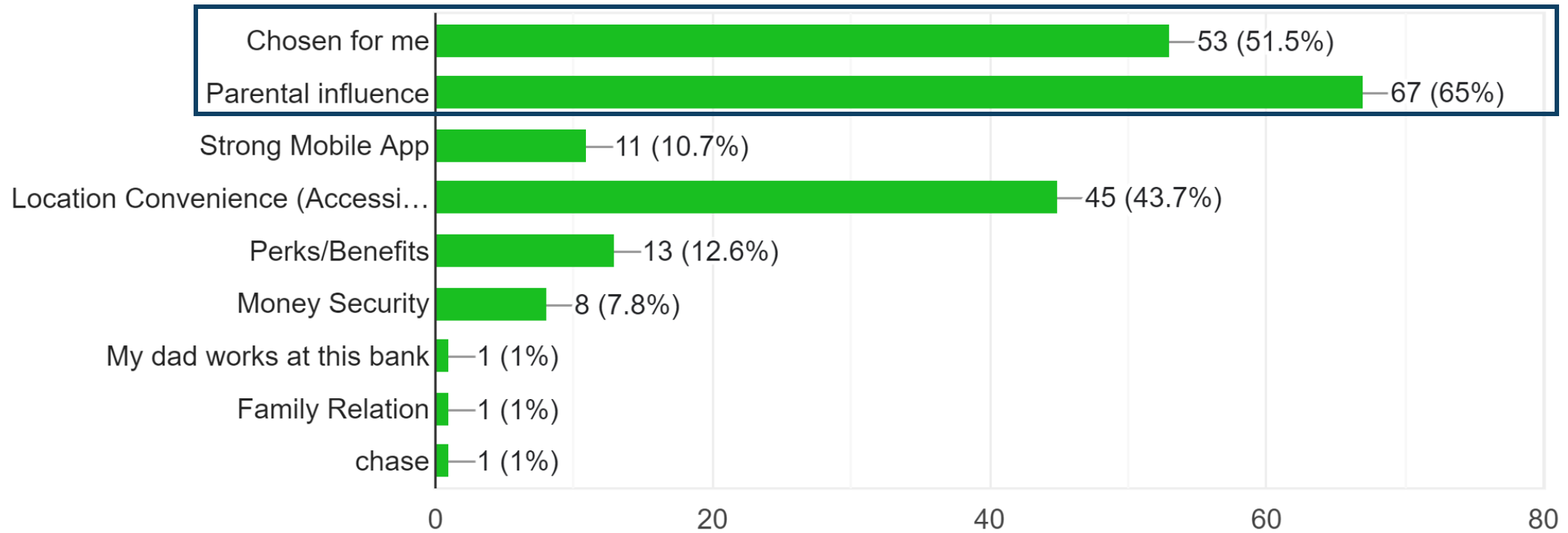


# Three Takeaways

1. Parents have a big influence on students regarding their banking practices
2. Mobile banking apps are crucial, but in-person banking is far from dead
3. Students care about having access to a convenient location

**Takeaway #1:  
Strong Parental Influence on Gen Z  
(double-edged sword?)**

# Why did you choose your current bank?



# Power of Parental Influence

90%

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*Go to their parents/peers with  
financial questions*

85%

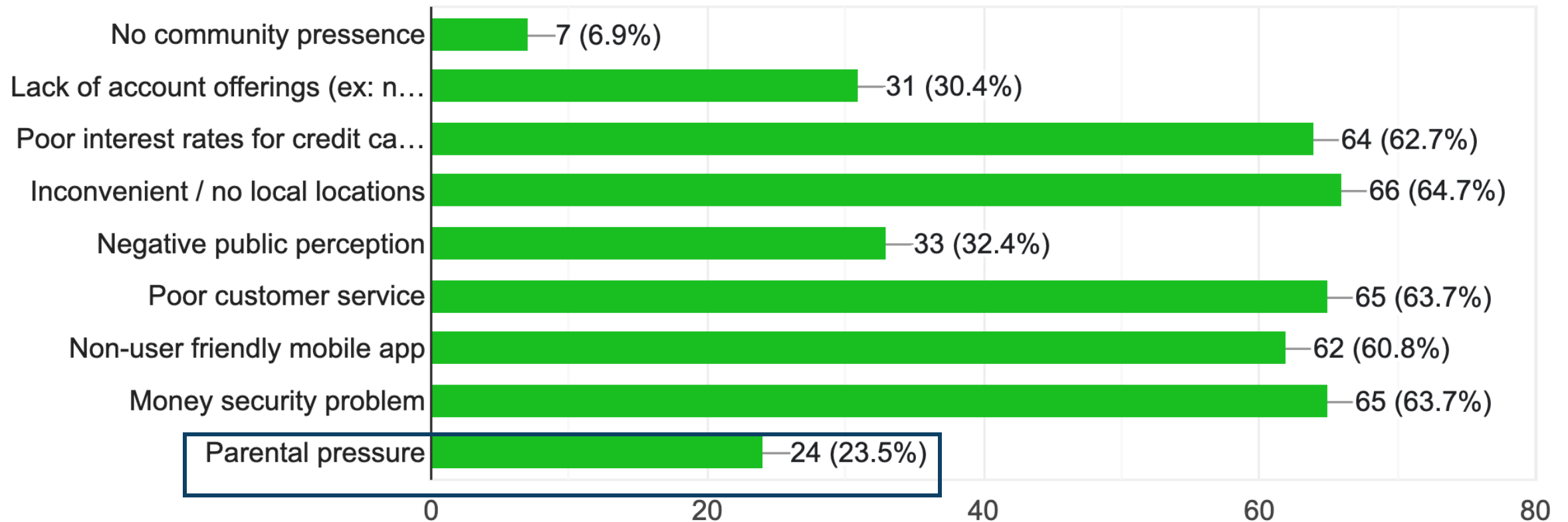
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*Of students' parents assist with paying  
college expenses*



# However, Gen Z Appreciates Independence

*What would cause you to change banks?*



# What Does this Mean?



54% of Gen Z are still reliant on parents financially (Olya, 2023)



As Gen Z become adults, they are prone to explore alternative financial services that cost less and offer rewards (Deines, 2022)



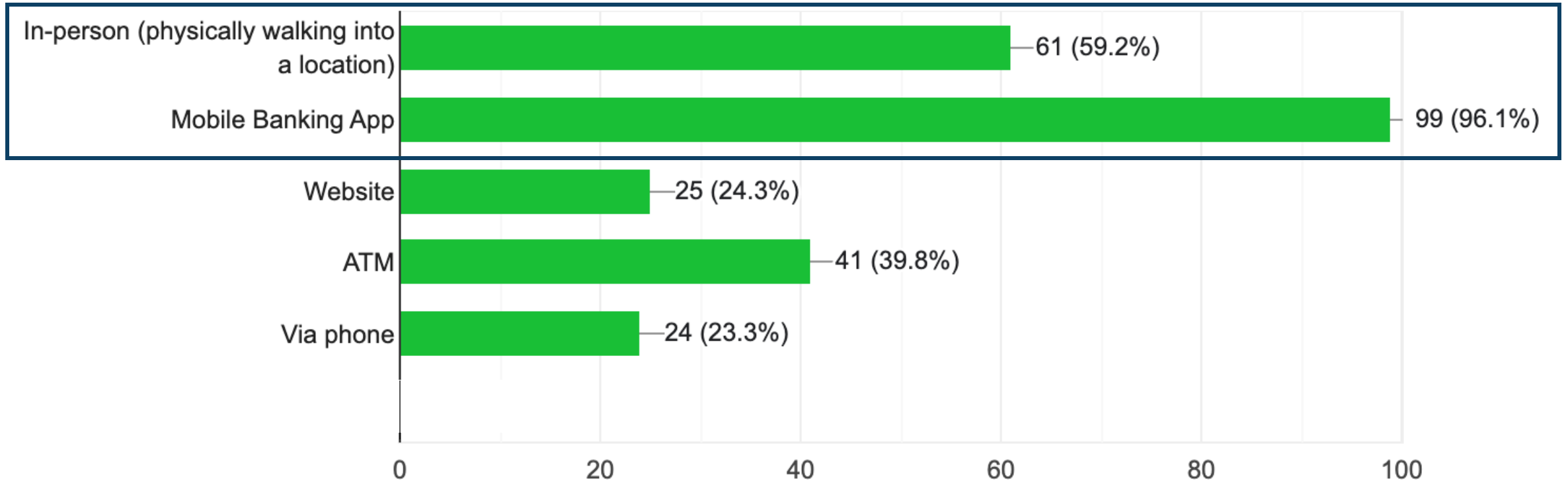
Graduation is a trigger for asserting financial independence by making their own choices regarding where they'll bank (Contributor, 2023)



60% of Gen Z would consider switching banks that their parents chose for them for better digital compatibilities, like mobile apps (Louis, 2022)

**Takeaway #2:**  
**Mobile app is crucial, but in-person banking and  
customer service is still important to Gen Z**

# How do you interact with your bank?



# Importance of Mobile App

84%

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*Said mobile app was one of the most important elements they want from a bank (top answer by 24%)*

61%

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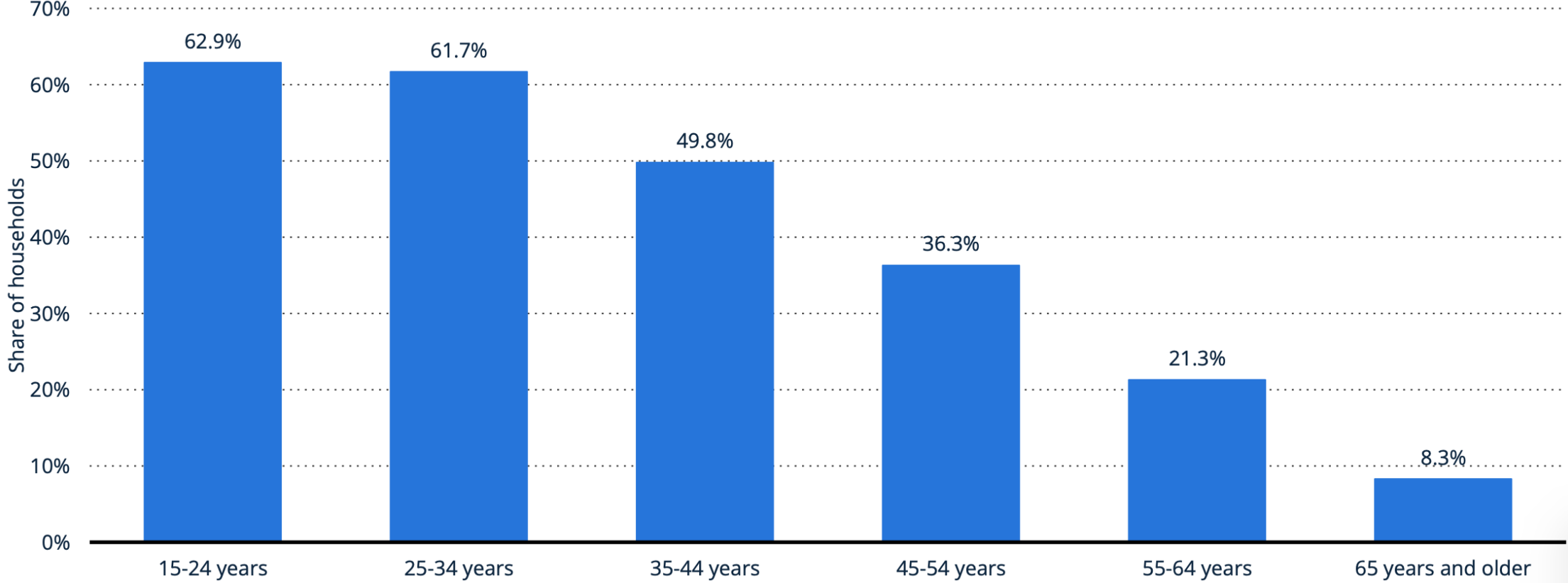
*Said a non-user-friendly mobile app would cause them to switch banks*

42%

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*Said a better mobile app or better customer service would improve their current banking experience (45 open-ended responses)*

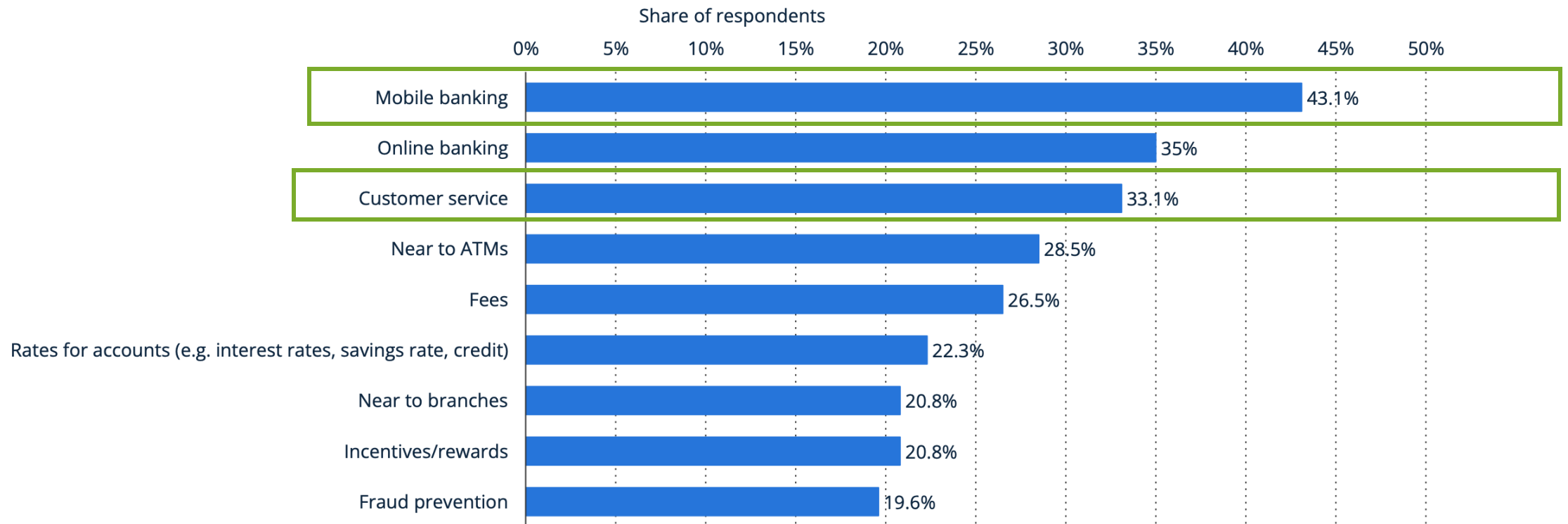
# Use of Mobile Banking as Primary Method to Access in the U.S. 2019



(32,904 households aged 15+, 2019) (Statista, 2022)



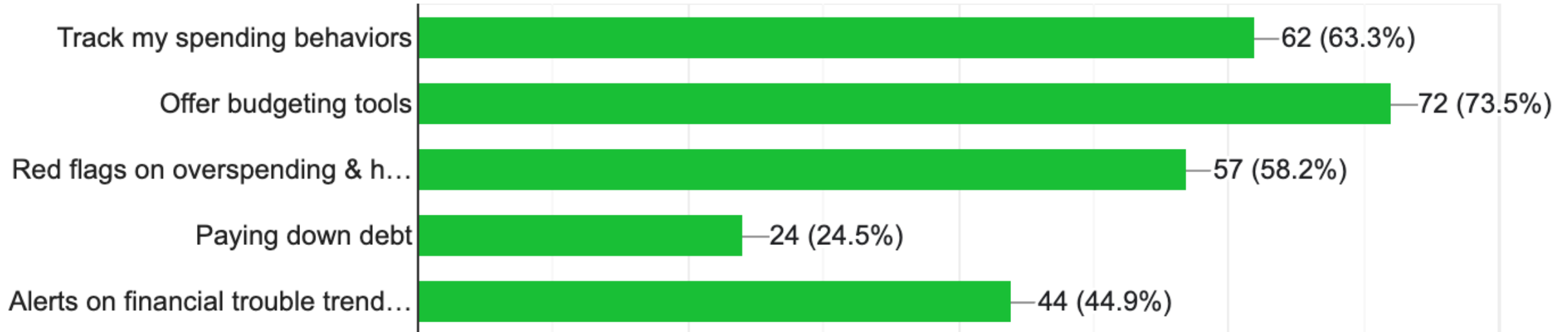
# Main Reasons for Switching Financial Institutions According to Mobile Banking Users in the U.S. as of Sept. 2021



(2,385 respondents) (Statista, 2022)

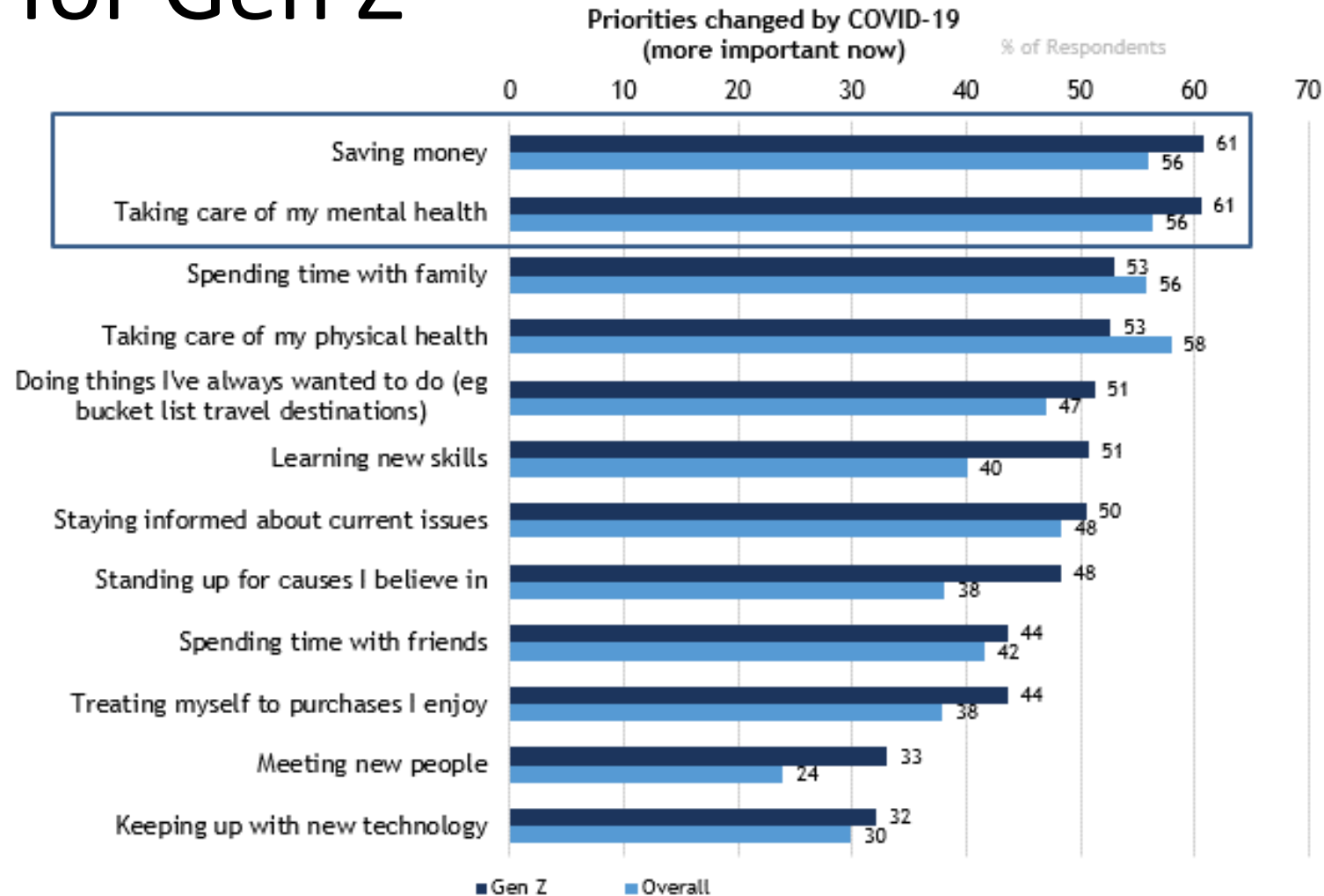
# What Can Your Bank Do to Help You Succeed Financially?

*Features to Include in Mobile App*





# Saving Money is Both a Priority and a Stressor for Gen Z



(Mintel, 2022)

# Importance of Customer Service

90%

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*Identified strong/friendly customer service when asked “If you visit your bank in-person, what features or things do you appreciate most?”*

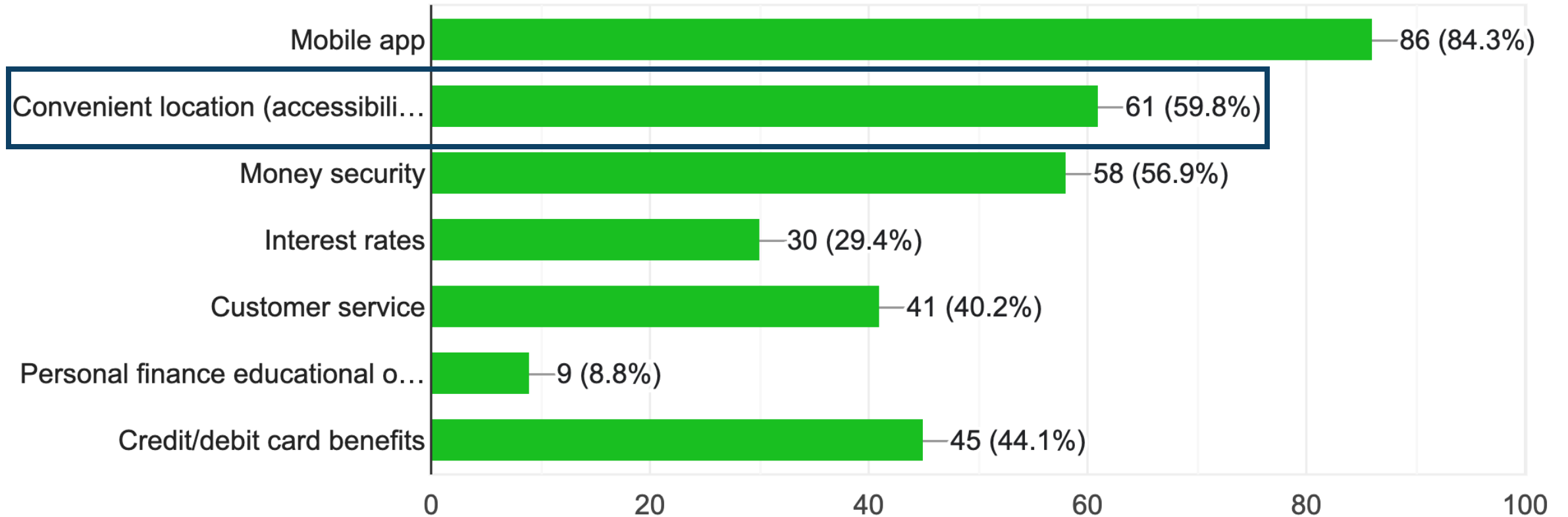
64%

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*Said poor customer service would cause them to switch banks (#2 answer)*

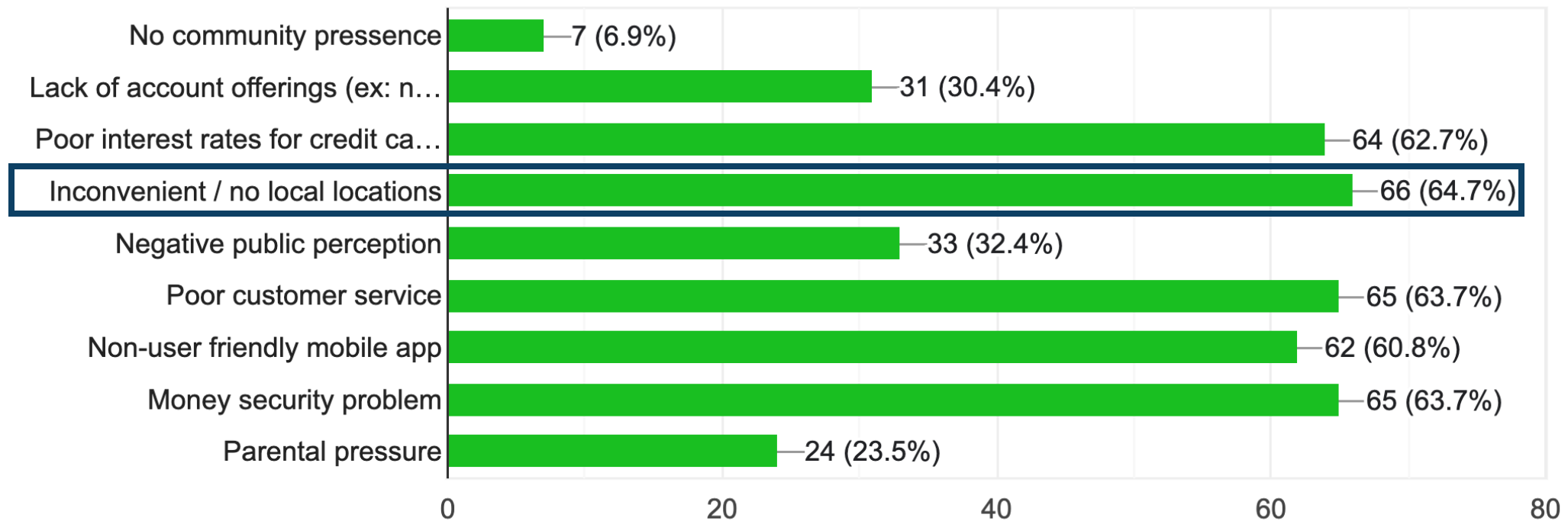
**Takeaway #3:  
Gen Z cares about location convenience**

# What are the Most Important Elements You Want From a Bank?



# Inconvenient Location is Main Pain Point

What would cause you to change banks?



Of the 66 individuals 44 of them (66%) are from 2+ hours outside of Iowa City

Hills Bank

Ad • hillsbank.com  
Your Community Bank Since 1904

**Hills Bank**  
5.0 ★★★★★ (8)  
Financial institution · 200 Hawkins Dr  
Closed · Opens 9 AM Wed · (319) 358-8442

[Website](#) [Directions](#)

[MAKE AN APPOINTMENT](#)

**Hills Bank**  
4.0 ★★★★★ (18)  
Bank · 201 S Clinton St  
Closed · Opens 9 AM Wed · (319) 351-3337

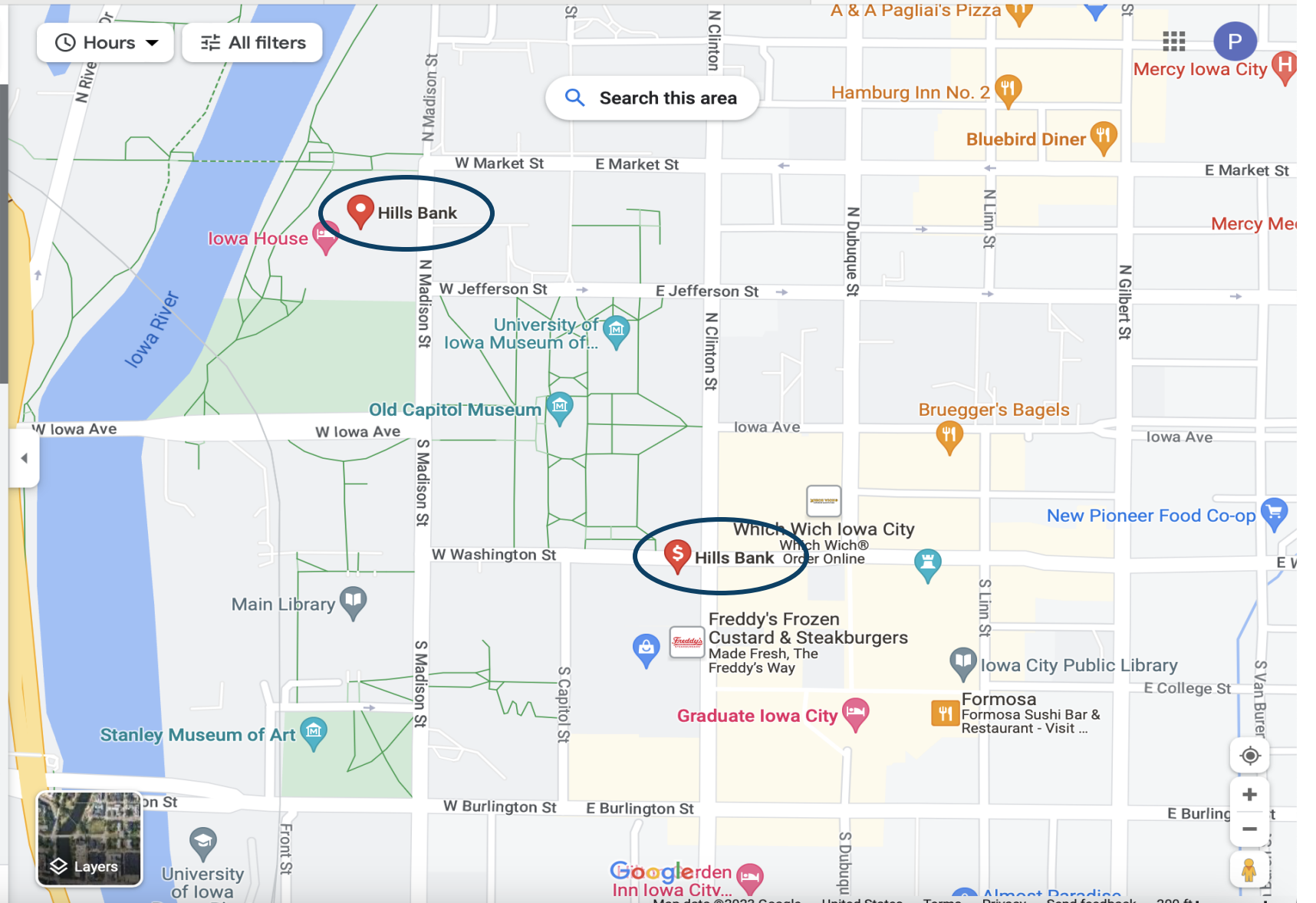
[Website](#) [Directions](#)

**Hills Bank**  
3.5 ★★★★★ (2)  
Financial institution · Iowa Memorial Union, 125 N Madison St  
Closed · Opens 10 AM Wed · (319) 338-4468

[Website](#) [Directions](#)

**Hills Bank**  
5.0 ★★★★★ (8)  
Financial institution · 200 Hawkins Dr

Update results when map moves



# Importance of Convenience

76%

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*Of Gen Z prefer convenience over brand*

60%

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*More likely than the average consumer to hangup phone after 45 seconds (BusinessWire)*

40%

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*Of young consumers who attempted to apply for an online bank account abandoned the process because it was too lengthy (Forbes)*

# Conclusion: Goals and Objectives



Gain insight into student's spending habits and financial related trends



Gain insights on how students interact with banks & credit unions as well as Hills Bank specifically



Learn how to appeal to and capture the interest of UI Students



# Conclusion: Goals and Objectives



Gain insight into student's spending habits and financial related trends

- Large majority are dependent on parents
  - Only 28% spending on tuition
  - Food and social activities were top answers
- Saving money is a stressor
- Debit card

# Conclusion: Goals and Objectives



Gain insights on how students interact with banks & credit unions as well as Hills Bank specifically

- Mobile, mobile, mobile
  - But... in-person still important
- Parents chose or influenced current bank
- Not very aware of Hills Bank

# Conclusion: Goals and Objectives



Learn how to appeal to and capture the interest of UI Students

- Connect with parents
  - But make students feel sense of independence
- Customer service
- Convenience (physically & digitally)
- Budgeting tools

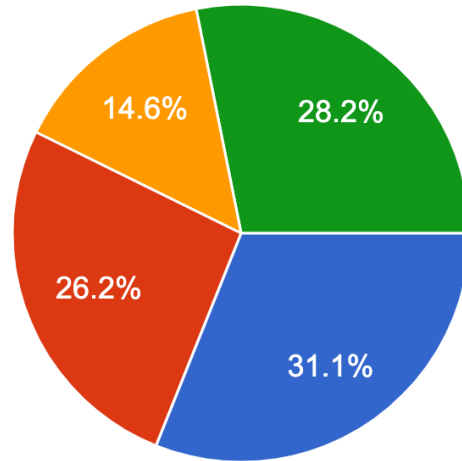
Questions?

# Complete Survey Results

# Demographics Questions

## What is your year in school?

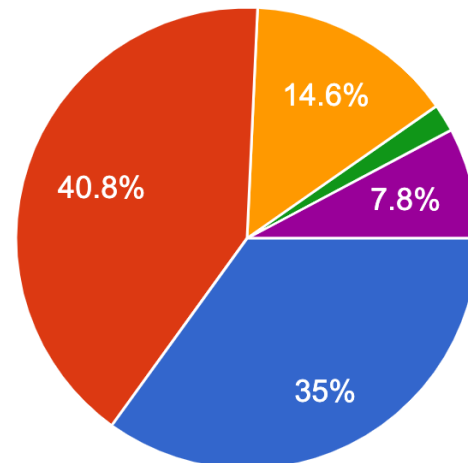
103 responses



- 1st year undergrad
- 2nd year undergrad
- 3rd year undergrad
- 4th year undergrad
- Postgrad
- Other
- Prefer not to say

## How far of a drive from campus is your hometown (where you lived before college)?

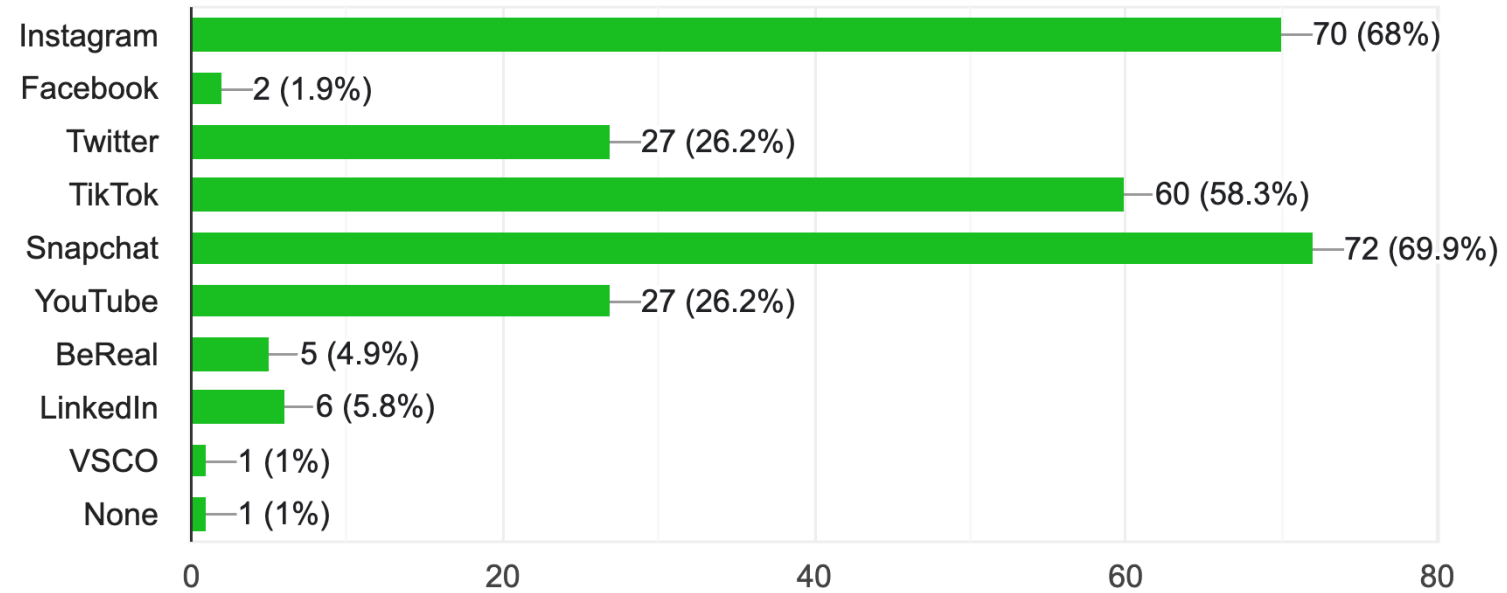
103 responses



- Under 2 hours
- 2-4 hours
- 4-6 hours
- 6-8 hours
- 8+ hours

## What social media site do you spend the most time on? (choose up to 3)

103 responses

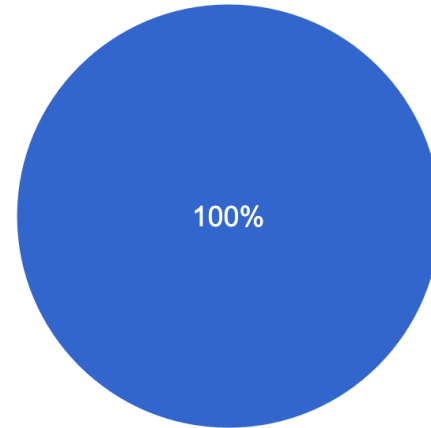




# Background of Banking

## Do you have a bank account?

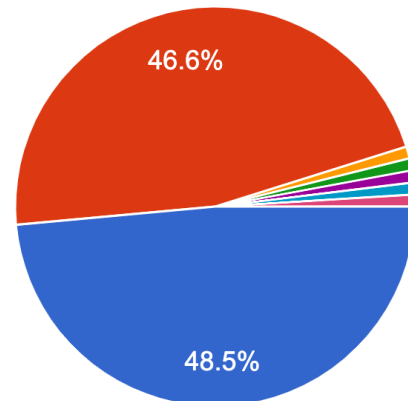
103 responses



- Yes
- No

## What type of bank do you currently use?

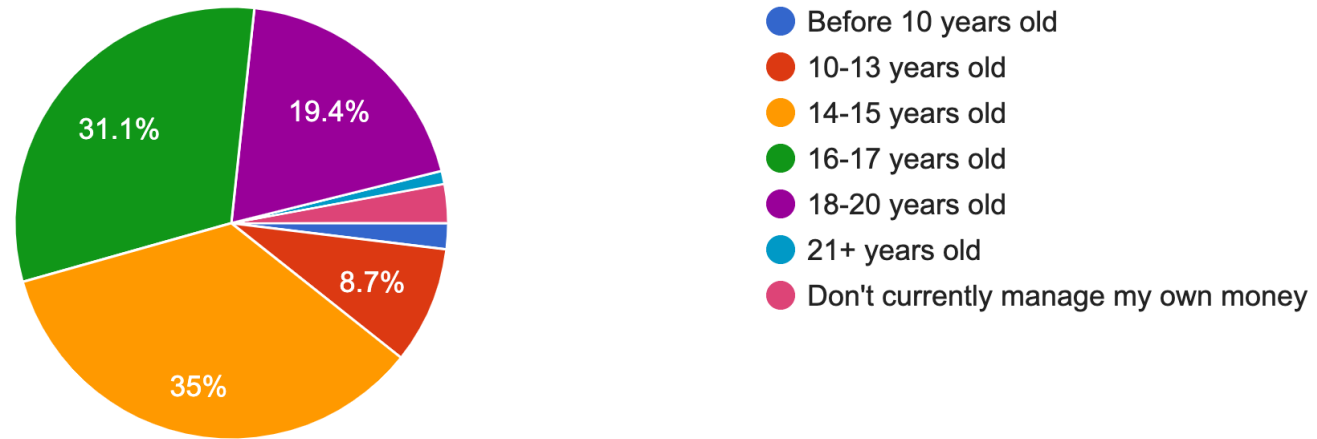
103 responses



- Commercial bank (nation wide bank)
- Credit union/ Local bank
- Have accounts at both
- I have both
- Aspiration Online Banking
- Hometown bank
- Local bank

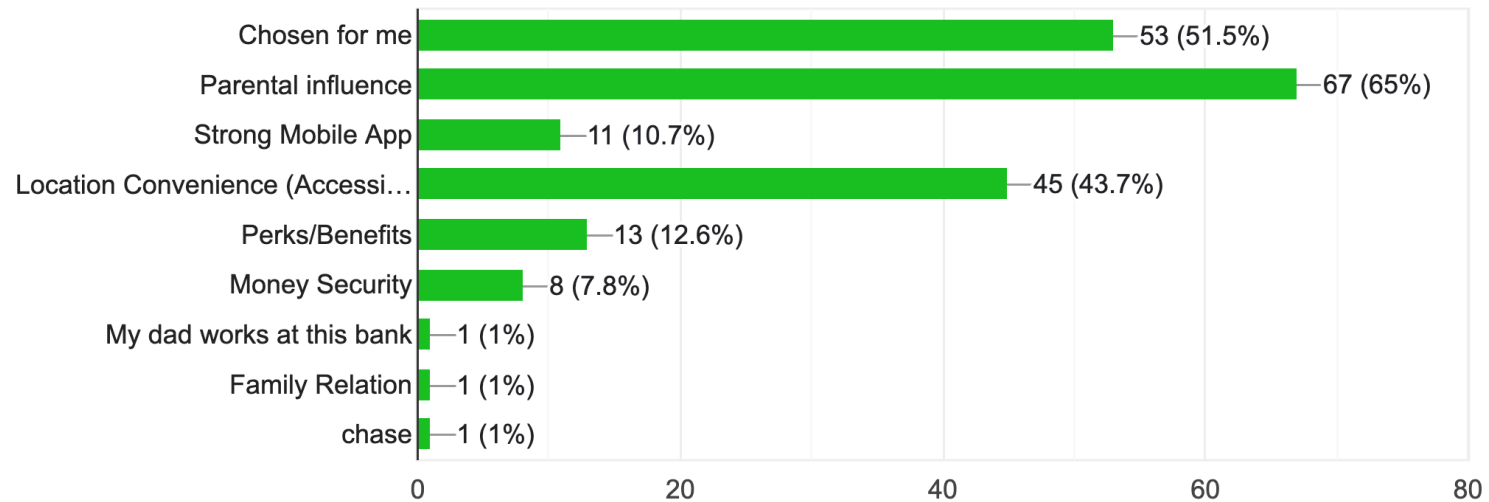
## What age did you become responsible for managing your bank account?

103 responses



## Why did you choose your current bank?

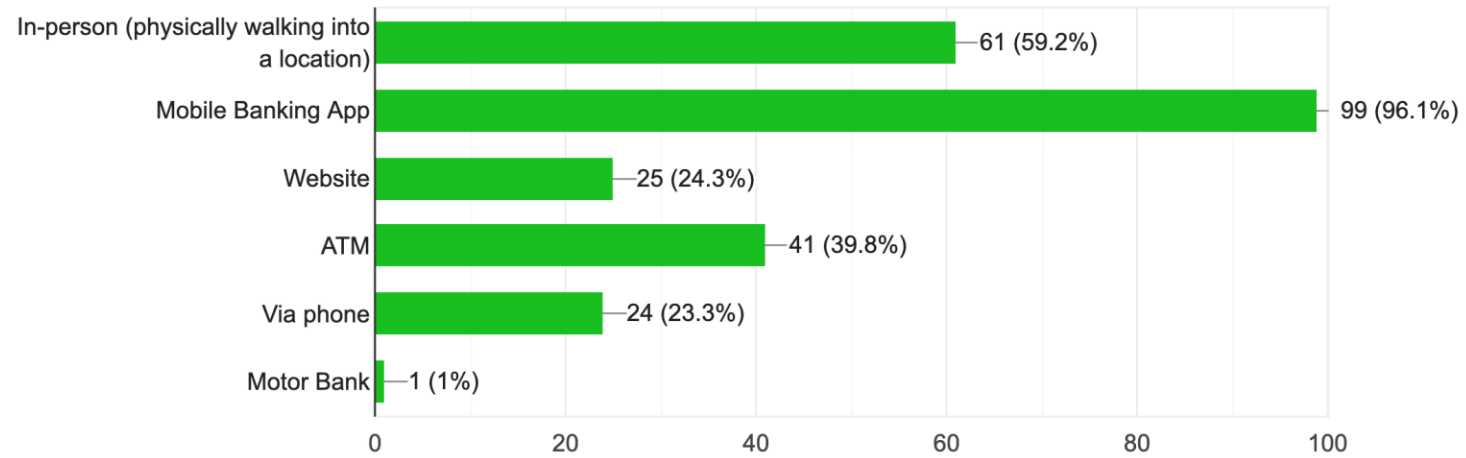
103 responses



# Banking Habits

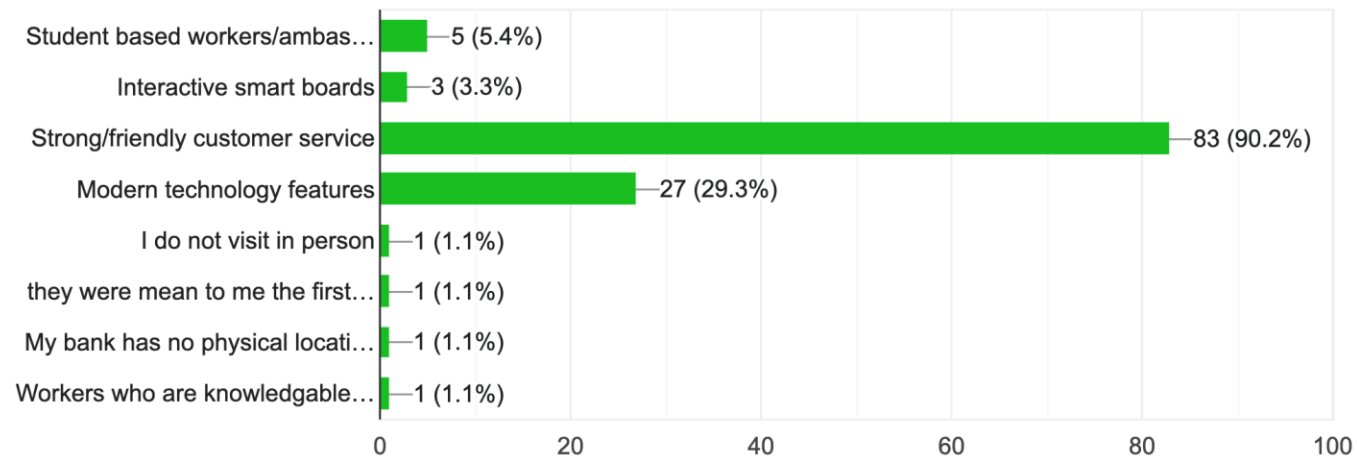
## How do you interact with your bank?

103 responses



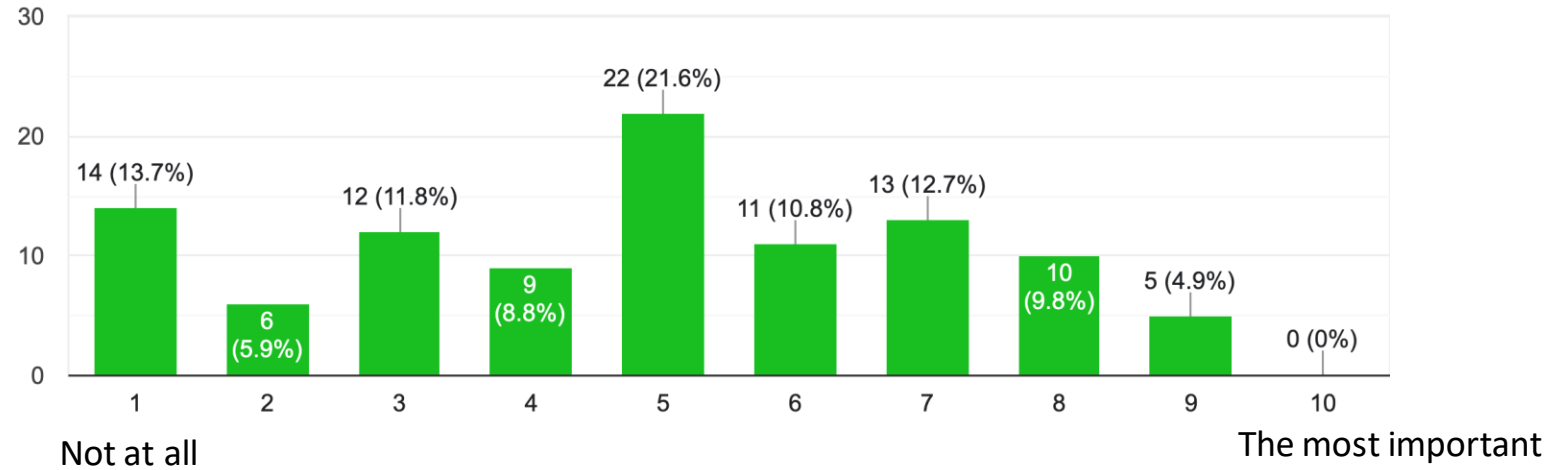
## If you visit your bank in-person, what features or things do you appreciate most?

92 responses



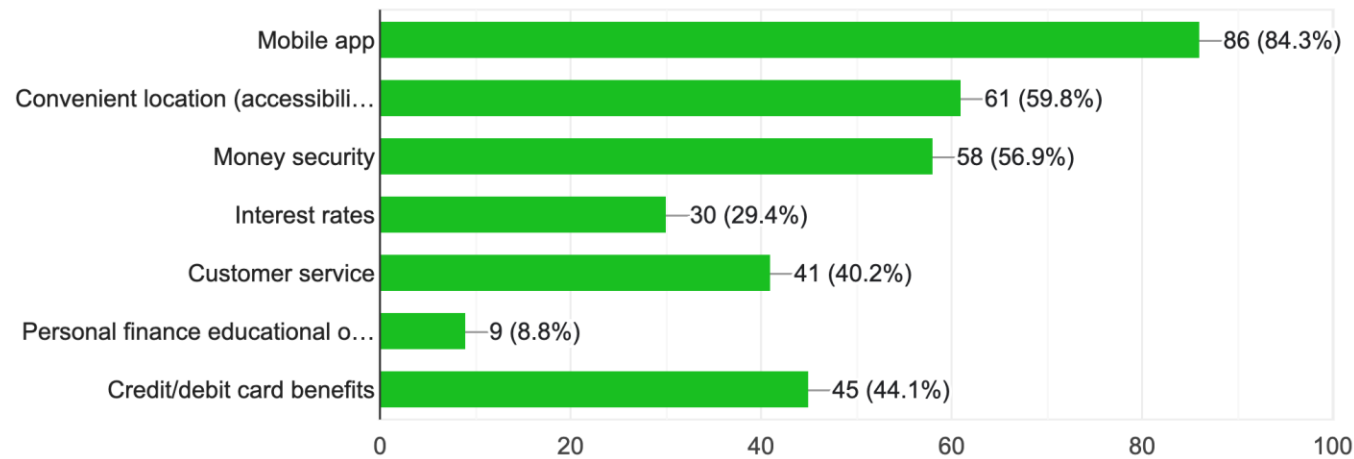
## How important is it to you that your bank is active in the community?

102 responses



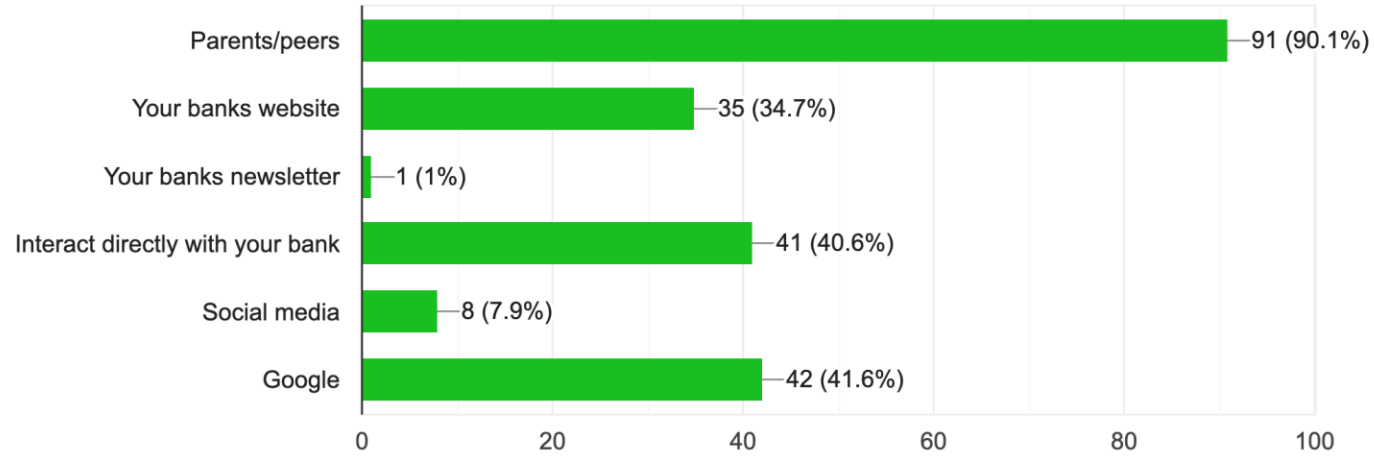
## What are the most important elements you want from a bank? (Choose up to 3)

102 responses



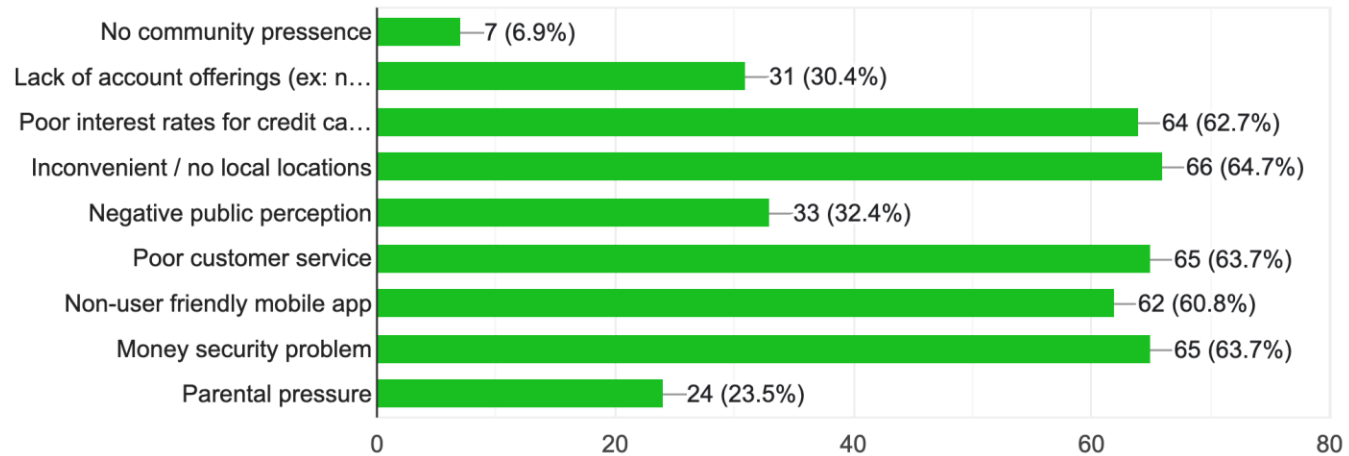
## If you have banking questions, where do you go?

101 responses



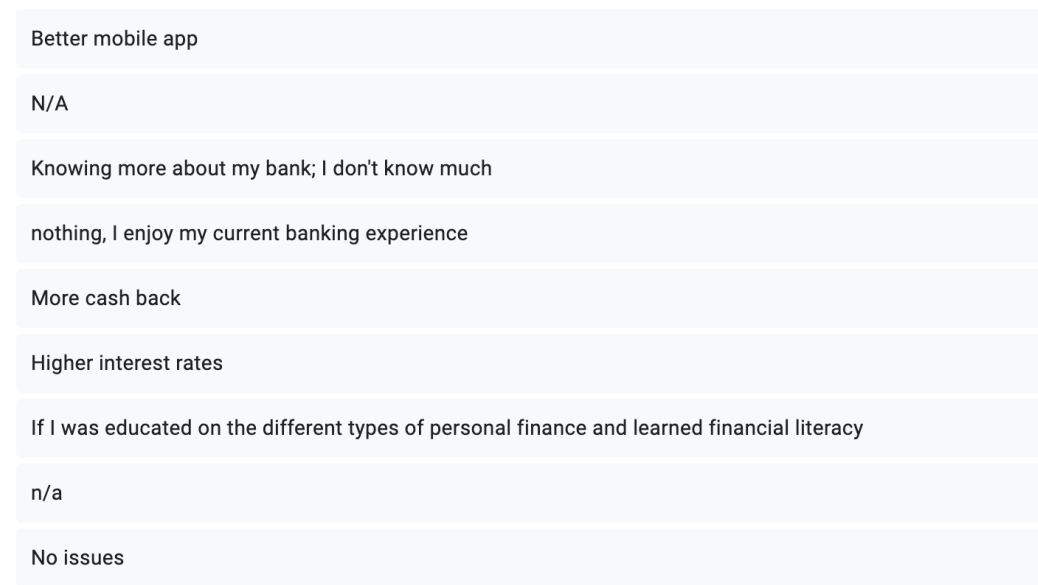
## What would cause you to change banks? (Choose up to 5)

102 responses



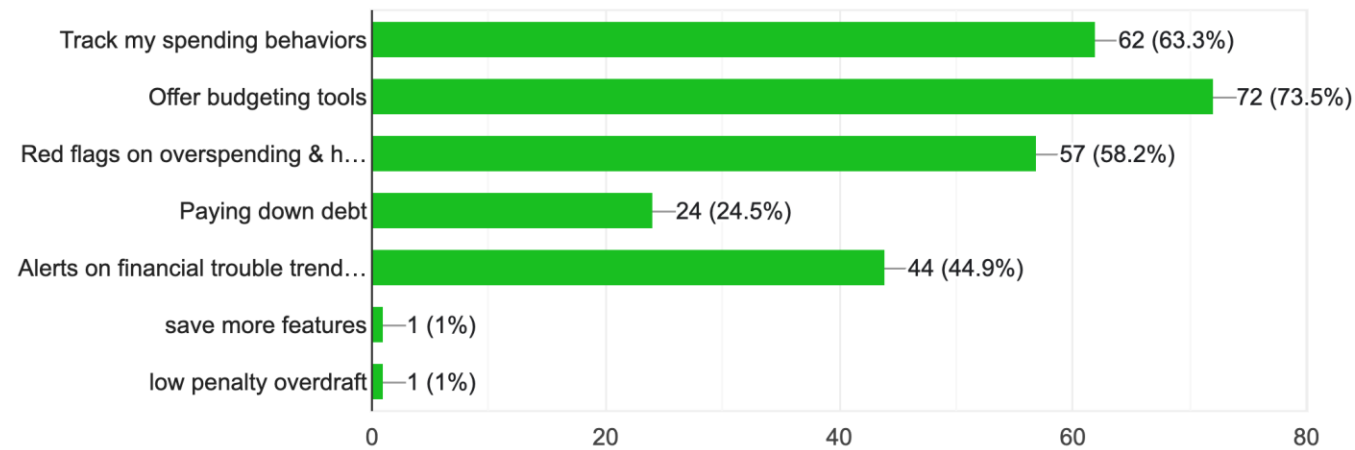
### What would improve your current banking experience?

61 responses



### What can your bank do to help you succeed financially?

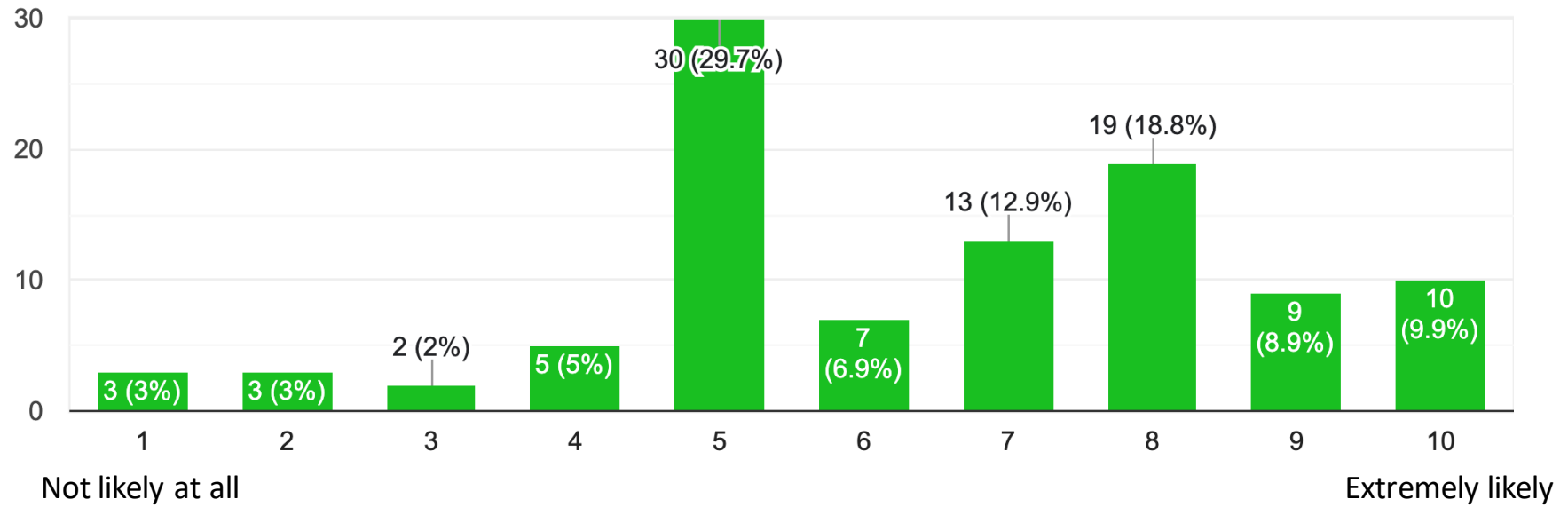
98 responses





## How likely are you to refer your friends to your bank?

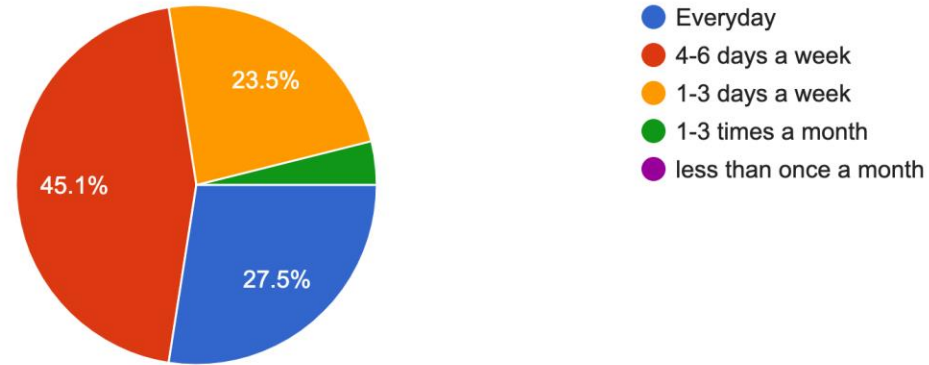
101 responses



# Spending Habits

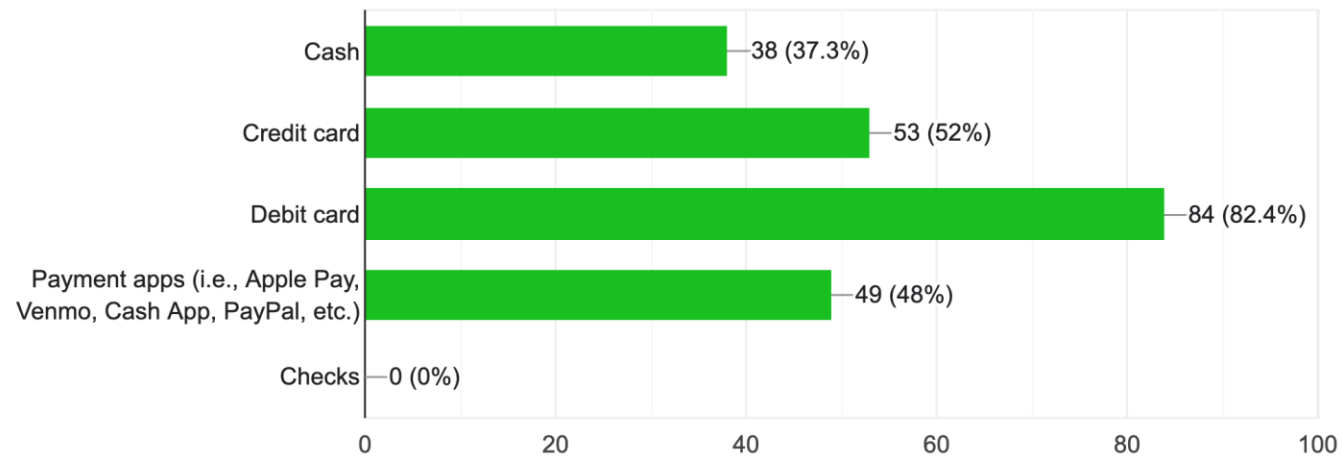
## How often do you spend money?

102 responses



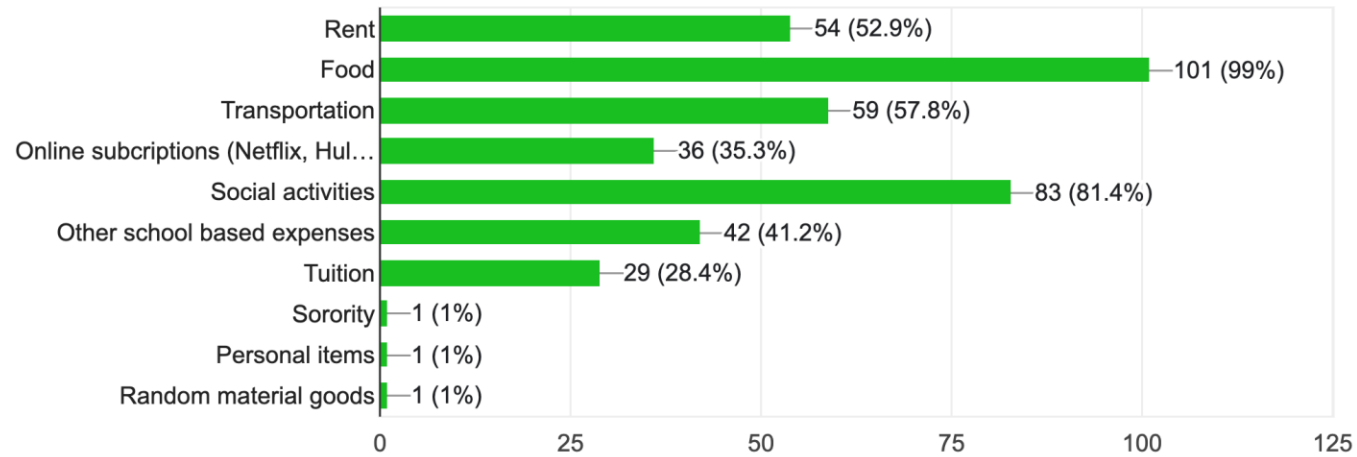
## What are your main methods for paying expenses?

102 responses



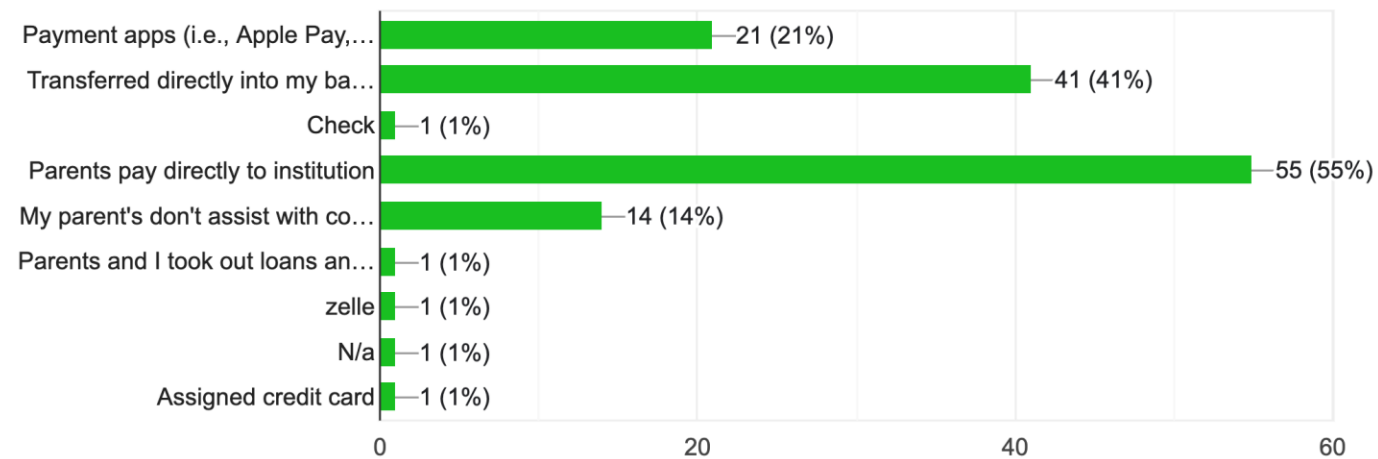
## What do you spend your money on?

102 responses



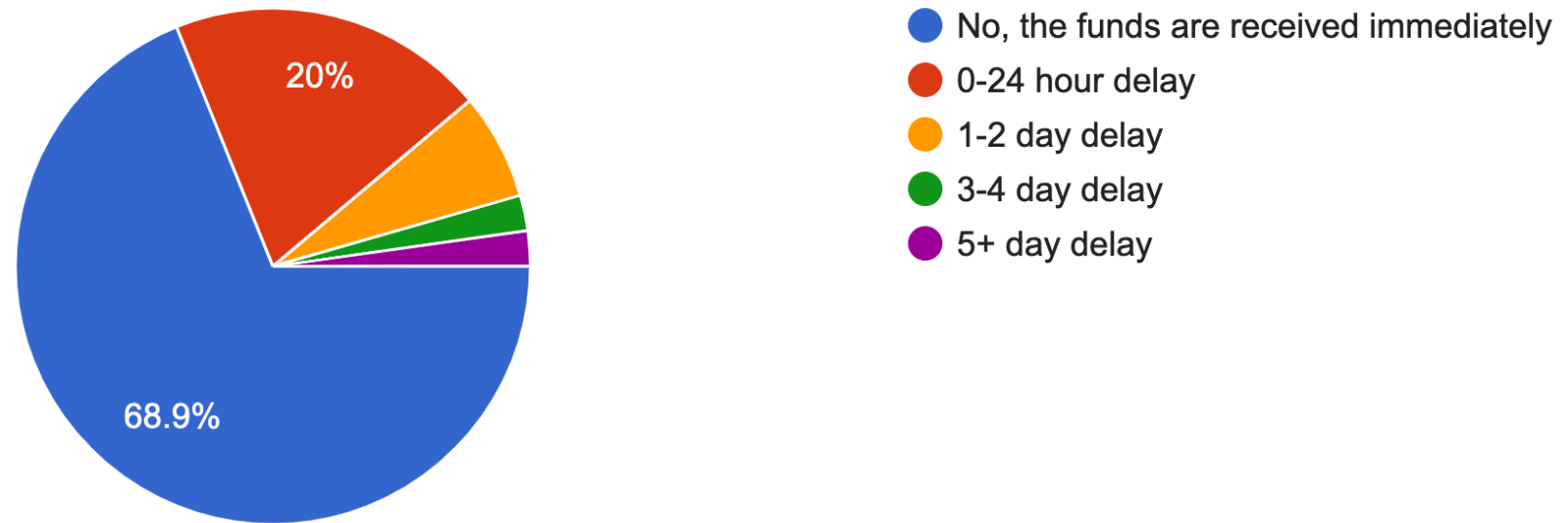
## If your parents assist with college expenses (i.e., tuition, books, etc.) how do you receive those funds from your parents?

100 responses



If your parents assist with college expenses (i.e., tuition, books, etc.), is there a delay in receiving those funds?

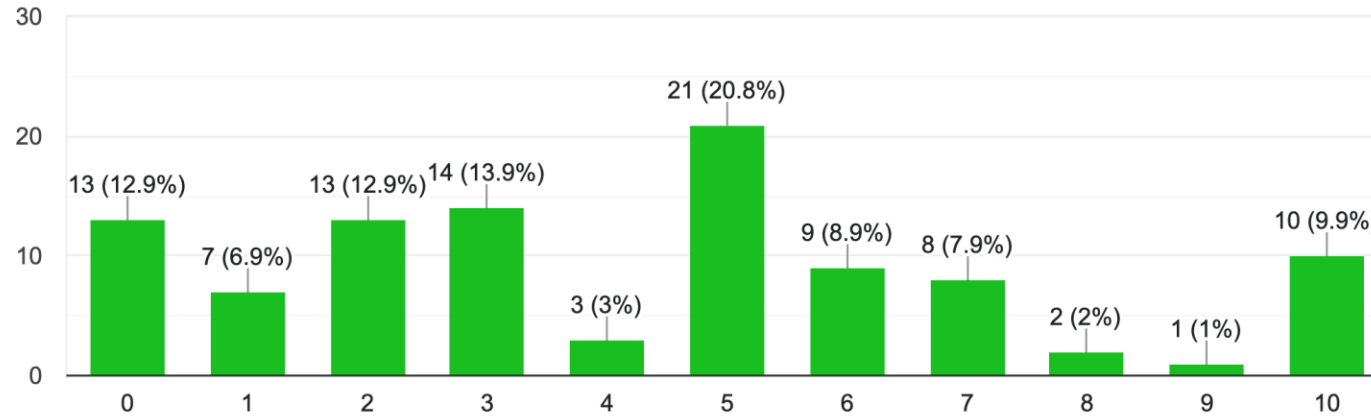
90 responses



Hills Bank

### How aware are you of Hills Bank and what they offer?

101 responses

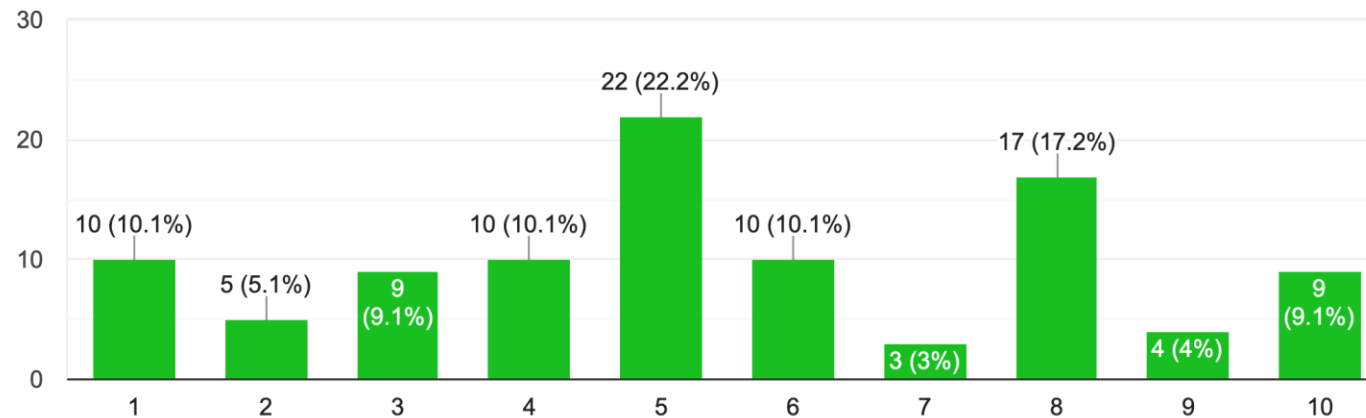


Unaware of Hills Bank

Very familiar with Hills Bank

### Which types of banks would you trust with your money more?

99 responses



Local Banks

National Banks