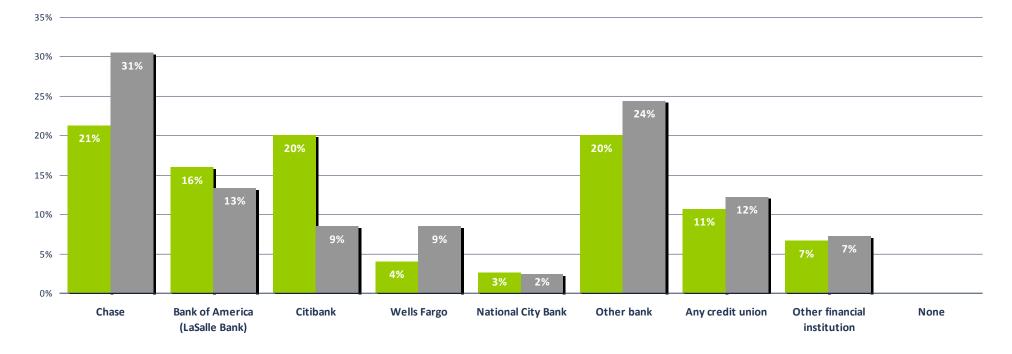
Which one of the following financial institutions, do you or other household members use for primary banking?

Affluent (\$100K) Women

2010 2012



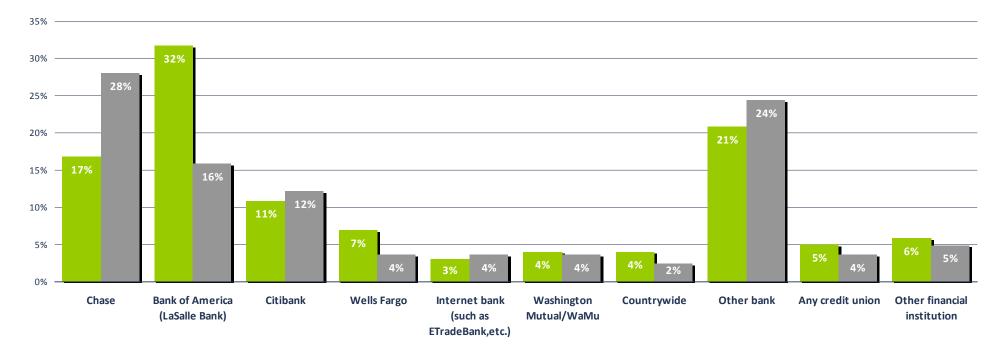




Which one of the following financial institutions, do you or other household members use for primary banking?

Affluent (\$100K+) Men

2010 2012







Which one of the following financial institutions, do you or other household members use for primary banking?

35% 30% 25% 20% 15% 10% 5% 2% 0% **Bank of America** Citibank Wells Fargo Other bank Other financial Chase Washington Any credit union (LaSalle Bank) Mutual/WaMu institution



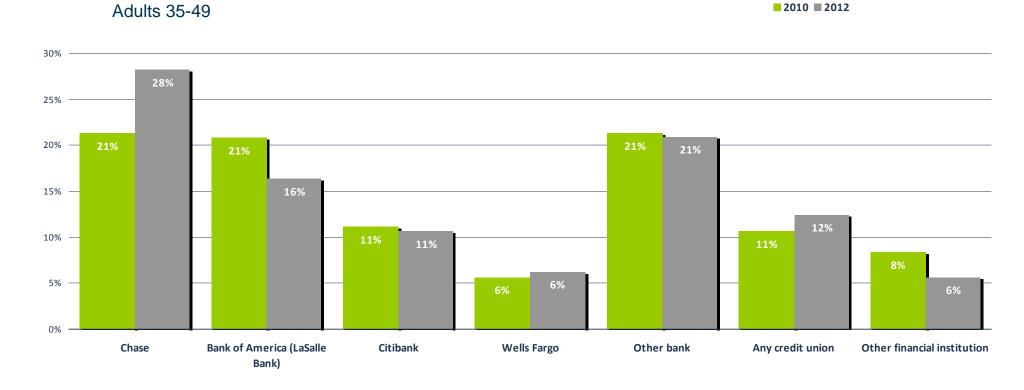
2010 2012

Date: 2012 Universe: Adults with bank



Adults 21-34

Which one of the following financial institutions, do you or other household members use for primary banking?







Which one of the following financial institutions, do you or other household members use for primary banking?

