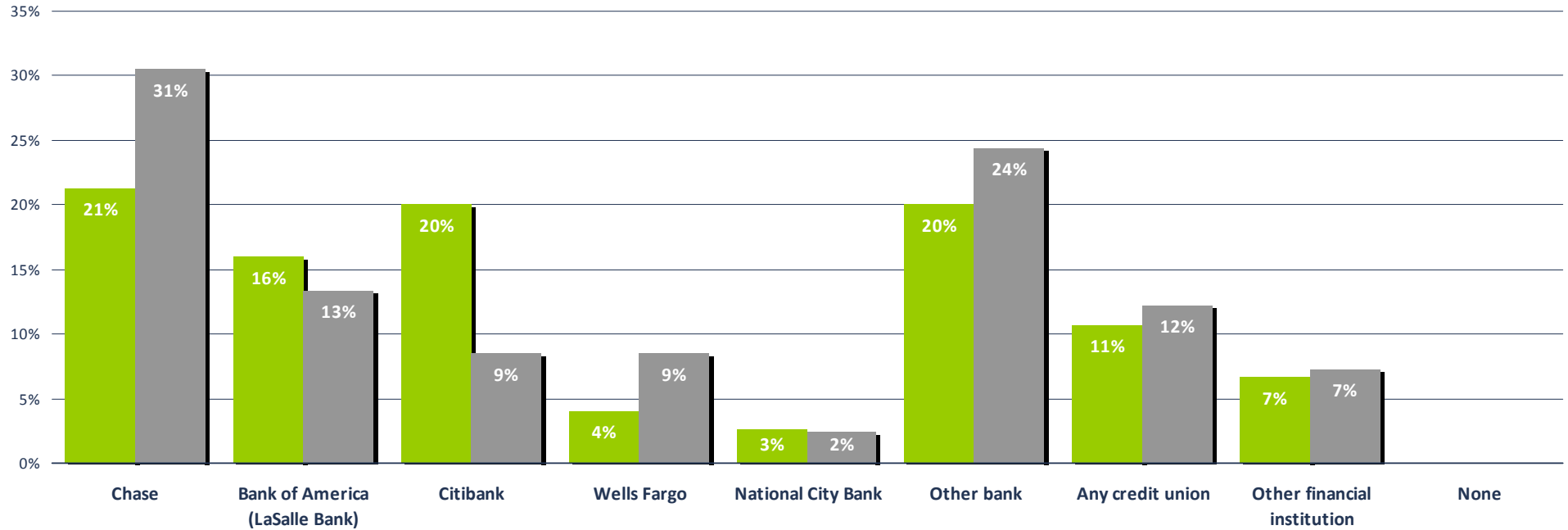


PRIMARY FINANCIAL INSTITUTION

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

Affluent (\$100K) Women

■ 2010 ■ 2012

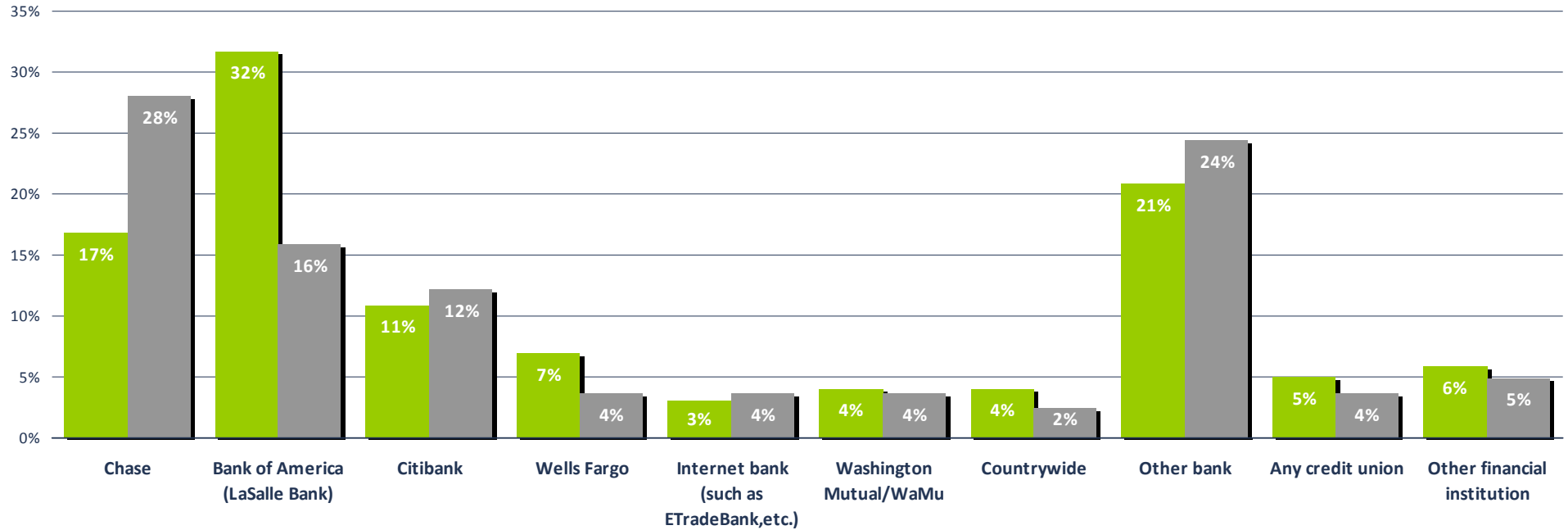


PRIMARY FINANCIAL INSTITUTION

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

Affluent (\$100K+) Men

■ 2010 ■ 2012

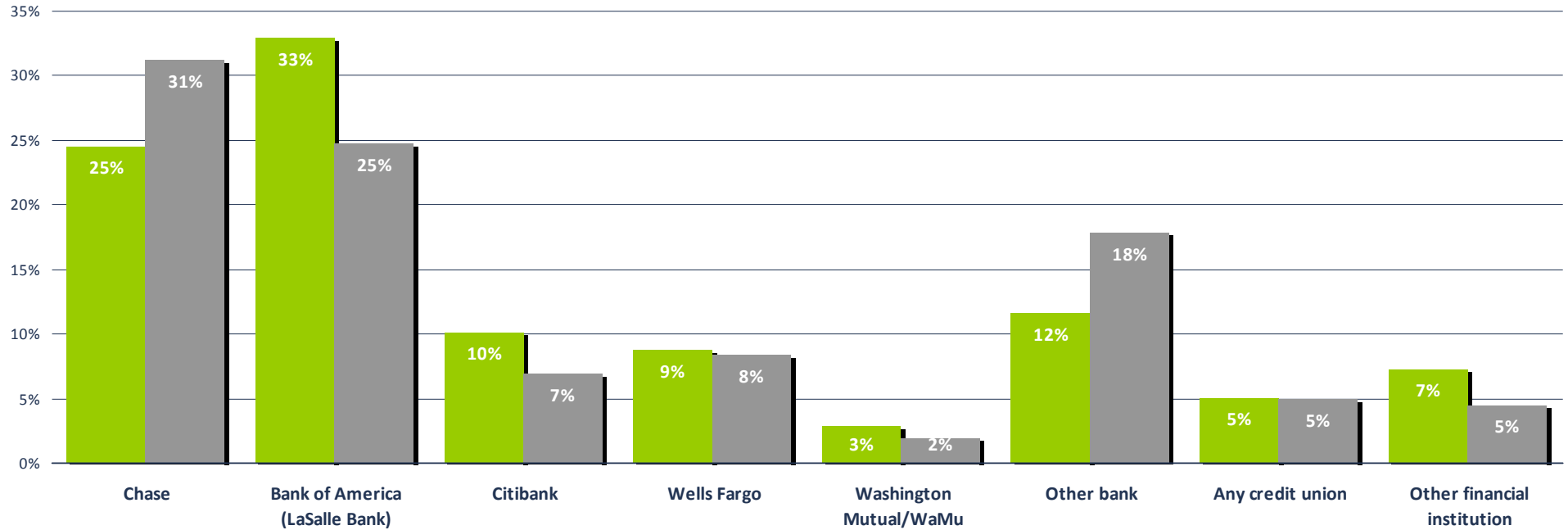


PRIMARY FINANCIAL INSTITUTION

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

Adults 21-34

■ 2010 ■ 2012

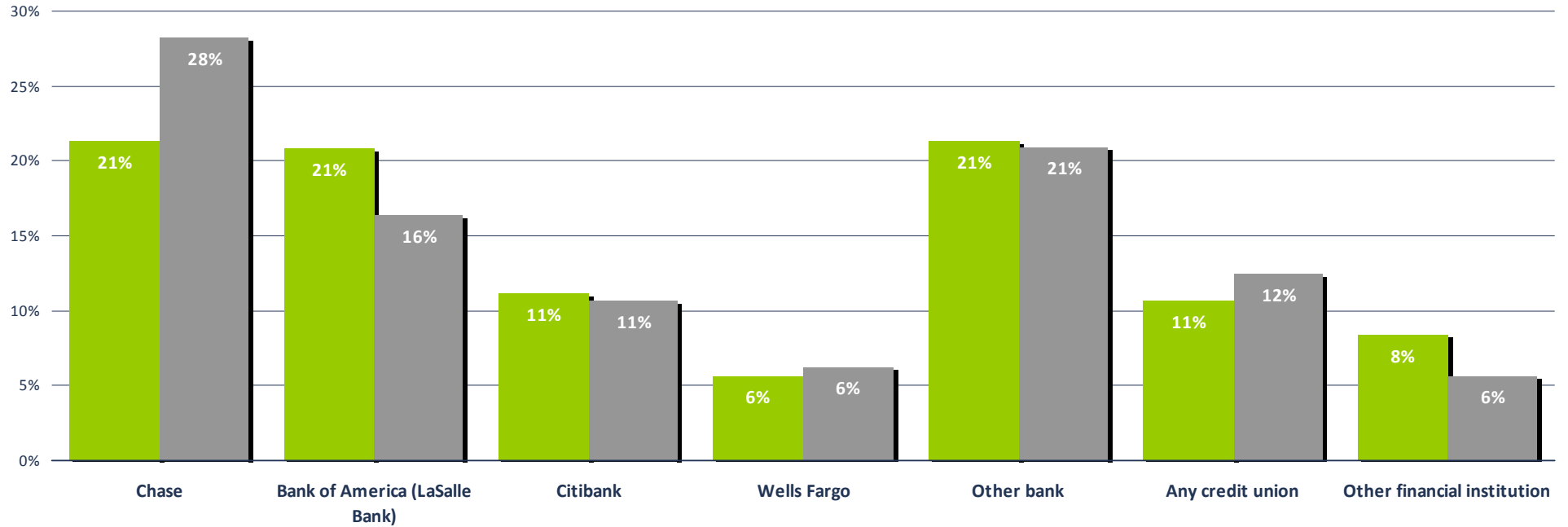


PRIMARY FINANCIAL INSTITUTION

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

Adults 35-49

■ 2010 ■ 2012



PRIMARY FINANCIAL INSTITUTION

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

Adults 50+

2010 2012

