

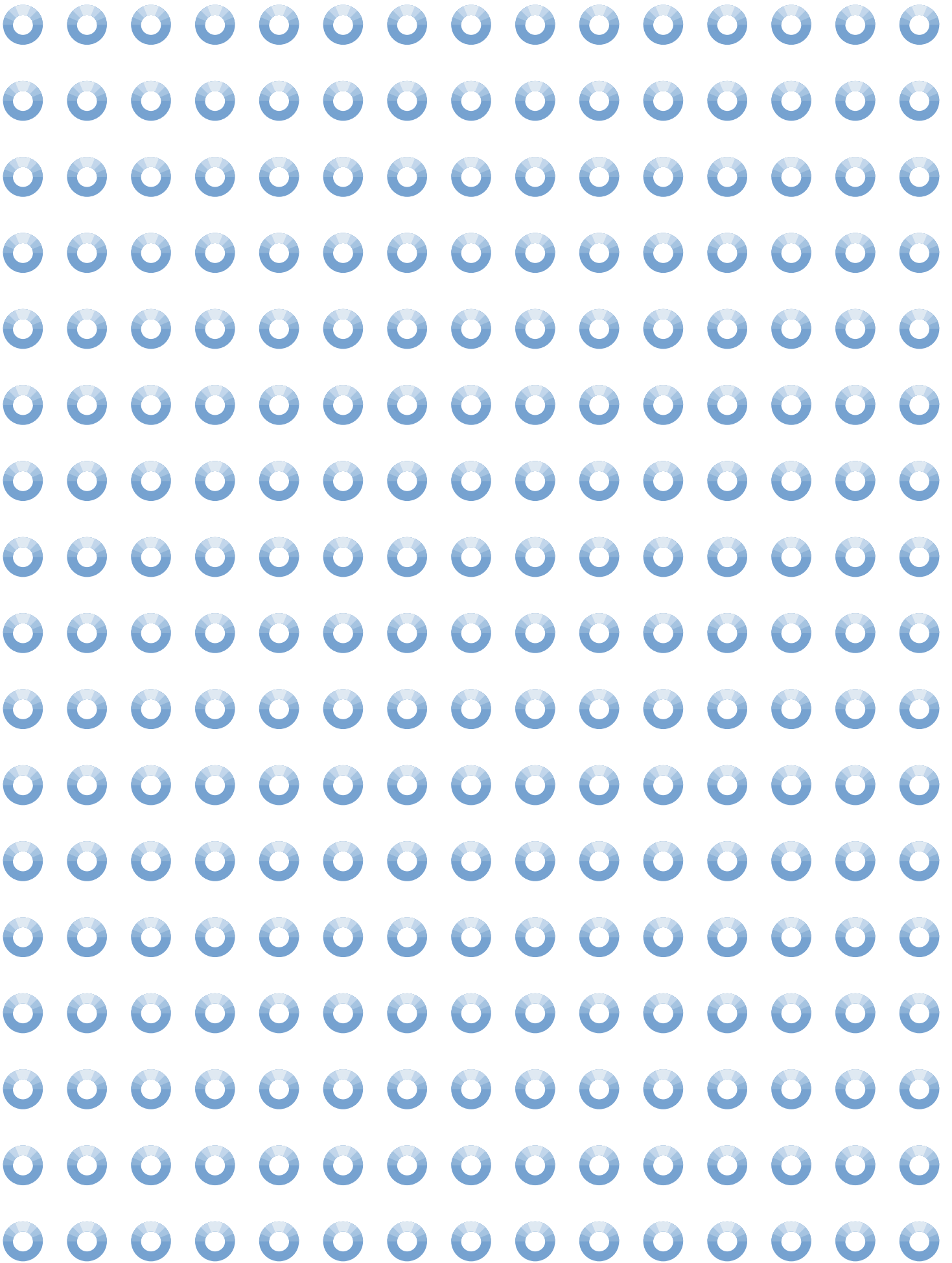


The Bank On National Data Hub:

Findings from the First Year



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A decade after the Great Recession, about a quarter of households in the United States still do not have a savings or checking account; yet, they depend on alternative financial institutions, such as check cashers and payday loan centers for financial services. This statistic is jarring because of the security and cost-savings a banking relationship can provide. Further, a banking relationship can both promote savings and create a pipeline to more mature products and services. While the factors that influence a household's decision to remain unbanked or underbanked are complex, what is clear is a demonstrated need for safe, affordable and accessible financial products and services for American households.

This report discusses one innovation that has emerged to support consumers in developing and continuing a banking relationship with a traditional financial institution: Bank On accounts allow for banking with little to no fees. Banks choosing to offer a certified Bank On account must ensure it meets the National Account Standards, which include low monthly maintenance fees and no overdraft fees. These accounts make use of the infrastructure of traditional financial institutions to bring households into the financial mainstream, but until recently, evidence on their impact was underdeveloped due to inconsistencies in reporting.

With this report, we are pleased to announce the Bank On National Data (BOND) Hub at the Federal Reserve Bank of St. Louis, and share our comprehensive review of certified Bank On account data from 10 financial institutions. For each institution offering a certified Bank On account, the St. Louis Fed asks them to submit their data on an annual basis. This work could not have been possible without the partnership of the financial institutions providing their data, the Cities for Financial Empowerment (CFE) Fund and the BOND Hub Advisory Committee members.

Thank you for your interest in and dedication to creating an inclusive financial system.

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The views expressed in this report are those of the authors and do not necessarily reflect the views of the St. Louis Fed or the Federal Reserve System.

Executive Summary

Since 2009, the FDIC has conducted its National Survey of Unbanked and Underbanked Households to assess the number of U.S. households without a bank account at an insured institution, as well as those who have a bank account, but have accessed alternative financial services in the last 12 months. The estimate of households that are unbanked or underbanked is currently at its lowest point. However, the survey notes that millions of Americans are still operating their households and businesses on the sidelines of the financial mainstream because they feel they either “do not have enough money to keep an account,” “don’t trust banks,” or “bank fees are too high and/or unpredictable.”¹

The purpose of the **Bank On movement** is to improve the financial stability of unbanked and underbanked individuals and families by making safe, low-cost transaction accounts available and accessible to all. A way in which the movement reaches its target markets successfully is by professionalizing banking access efforts for both financial institutions and their customers. Paramount to the professionalization of such efforts, is high-quality data showing the take-up and usage of Bank On certified accounts.

In line with the Federal Reserve’s Bank of St. Louis promotion of inclusive economies, the CFE Fund and the St. Louis Fed launched a pilot study to examine the activity of certified accounts from four institutions (Bank of America, JPMorgan Chase, U.S. Bank and Wells Fargo). In addition, the pilot tested how a centralized Bank On data collection process could operate and ultimately informed the design of a national reporting platform for all financial institutions offering certified Bank On accounts. National Bank On account data reflects the maturation of this movement – standardized, national data, aggregated by a federal regulator, allows stakeholders to better understand the market at national, regional and local levels. The understood impact of Bank On certified accounts, as well as the success of central reporting, led to the St. Louis Fed’s establishment of a national, centralized reporting infrastructure – the Bank on National Data (BOND) Hub.

Building on the foundation set by the pilot study, the St. Louis Fed officially launched the BOND Hub and invited financial institutions with certified accounts to submit their 2018 account data. A total of 10 institutions submitted data to the BOND Hub, including the four pilot banks as well as six community banks (Carrollton Bank, First Commonwealth Bank, IBERIABANK, Old National Bank, Southern Bancorp and The First – A National Banking Association). The institutions were each asked to submit their 2018 account data on 23 metrics related to account openings, account usage and consistency, and online access. Based on the pilot experience, some minor adjustments were made to the 2019 collection procedures.²

With this newly launched national reporting infrastructure, financial institutions can better understand, and benchmark, the performance of Bank On certified products and use this information for regulator examinations of their community services. In addition, products certified as meeting the Bank On National Account Standards support Community Reinvestment Act (CRA) service test examinations. The **CRA Q&A** highlights the availability of low-cost deposit accounts, the extent to which they reduce costs, and the degree to which services are tailored to meet the needs of low- and moderate-income (LMI) individuals as supportive of the regulatory evaluations by examiners. For Bank On coalition partners, this data is invaluable in illustrating their local banking access progress, without requiring multiple requests to financial institution partners for data. Coalitions can further illustrate their impact by coupling account information with additional data that they can collect themselves, such as programmatic banking integrations and improved customer experiences. Finally, for the broader Bank On movement and the banking access field, the data represent the next step in growth and professionalization. The ability to quantify the national impact of Bank On, and how consumers are opening and using safe, affordable transaction accounts, is an important milestone for banking access efforts that demonstrates the robust market for Bank On certified accounts.

¹ FDIC. (2018). 2017 FDIC National Survey of Unbanked and Underbanked Households. Available at <https://www.fdic.gov/householdsurvey/2017/2017report.pdf>

² A key change in the 2018 data from the pilot year was participating financial institutions were asked to submit their certified account data by month, with the exception of the metric capturing the total number of accounts ever opened. Other changes included modifying the monthly end balance metric to reflect average monthly balance to show more accurate activity in the accounts. Additionally, the St. Louis Fed removed the metric regarding frequency of direct deposit since monthly data is available.

KEY TAKEAWAYS

- The demand and use of Bank On accounts is strong and continues to grow. To date, more than 3.4 million Bank On certified accounts have been opened across 10 reporting institutions. Of those offering such accounts, 1,345,252 accounts were open and active in 2018, representing approximately 65% of U.S. ZIP codes.
- Bank On account take-up and opening activity looks different between banks of varying sizes. Certified accounts at large financial institutions appealed more to new customers, whereas those at community financial institutions were more likely to be opened by existing customers. In addition, the highest number of certified accounts were opened in December 2018 at the large financial institutions; for the community financial institutions, the most accounts were opened in April 2018.
- After a successful pilot and first year, the BOND Hub can provide all financial institutions offering certified accounts the opportunity to share their data on an annual basis with a trusted regulator and other partners. Reported benefits of participating include a one-time data submission, potential CRA credit eligibility and the ability to compare performance of Bank On certified products with other institutions at a national level.

Part One — The BOND Hub

OVERVIEW

The St. Louis Fed's BOND Hub, an annual data collection of accounts certified as meeting [Bank On National Account Standards](#), started as a pilot with the CFE Fund and four financial institutions (Bank of America, JPMorgan Chase, U.S. Bank and Wells Fargo). The goals of the pilot were to collect data on Bank On certified account usage at those institutions, as well as to test how a centralized data collection might work.

The CFE Fund worked with its Bank On National Advisory Board and their metrics of success committee to design a quantifiable approach to measuring coalition impact through the formation of a centralized reporting model that captured key account and movement metrics. The pilot was a success – demonstrating the growing professionalization of Bank On efforts, the robust market for Bank On accounts, and the feasibility and value of centralized reporting.³

The BOND Hub is now open to all financial institutions with accounts meeting Bank On National Account Standards, with data aggregated and released annually. In 2019, the first post-pilot year, there were 10 out of 25 financial institutions with certified accounts that reported their 2018 Bank On account data. The 2018 data represents submissions from the following financial institutions: Bank of America, Carrollton Bank, First Commonwealth Bank, IBERIABANK, JPMorgan Chase, Old National Bank, Southern Bancorp, The First – A National Banking Association, U.S. Bank and Wells Fargo.

This national reporting infrastructure represents an important step forward for the Bank On movement and, more broadly, for banking access efforts. Previously, Bank On coalition efforts to collect account usage data from their financial institution partners have been difficult; with financial institutions often fielding divergent data requests from different partners across their footprint. In addition, there were no centrally-agreed upon metrics, so Bank On stakeholders questioned any impact numbers. This made it challenging to characterize the national progress of the Bank On movement, or even the size of the market for Bank On certified accounts; thus, the establishment of the BOND Hub at the St. Louis Fed offers the first real opportunity to rigorously and securely study the accounts.

BACKGROUND

Approximately 63 million adults in the United States, a quarter of the country's households, are unbanked (without a bank account) or underbanked (banked, yet relying on often alternative financial services).⁴ Without a bank account, households face challenges in saving reliably or automatically, or establishing a banking relationship that can lead to accessing affordable credit. Consequently, being unbanked makes it harder to achieve other important financial goals (i.e., saving for retirement or an emergency expense).

The national Bank On movement seeks to expand professional banking access efforts by supporting 90 local Bank On coalitions. This will ultimately increase the availability of safe and affordable banking products that meet Bank On National Account Standards, while connecting unbanked and underbanked people to these products. There are currently 40 financial institutions with accounts meeting these standards, available at more than 22,000 branches across the country. As the Bank On movement grows, a key component of professionalizing these efforts is the availability of reliable and consistent data that demonstrates consumer demand and use of financial products.

³ Federal Reserve Bank of St. Louis. (2018). The Present and Future of Bank On Account Data: Pilot Results and Prospective Data Collection. Available at https://www.stlouisfed.org/-/media/files/pdfs/community-development/bank-on/bankon_data.pdf?la=en

⁴ FDIC. (2018).

The Bank On National Account Standards offer guidance for financial institutions to prioritize account offerings that highlight their commitment to:

- meeting consumers' needs;
- connecting with programmatic banking access opportunities;
- expanding their customer base; and,
- meeting regulatory guidance for community reinvestment.

The CFE Fund provides a public certification seal for transactional consumer accounts offered by financial institutions that meet Bank On National Account Standards. Local coalitions can rely upon these certifications when choosing to highlight accounts available to local residents and when choosing partnership for banking access programs. Additionally, financial institutions market their product-specific national certification seal to highlight that their account meets these standards. The CFE Fund also promotes Bank On certified accounts through inclusion in Bank On marketing materials and in communications with local Bank On coalitions, as well as in its own programming investments.

Bank On certified accounts help financial institutions reach unbanked and underbanked customers by bringing them into the financial mainstream and starting a new banking relationship. This benefits consumers who need accounts with low or minimum-required balances, including those who have left the mainstream banking system due to overdraft issues, those looking for accounts with flexible account screening, or those who were turned off by high or unpredictable fees. Bank On certified accounts aim to provide a safe, affordable and functional banking experience that allows consumers to build or rebuild a relationship with a mainstream financial institution. Financial institutions offering Bank On certified accounts are also poised to attract people entering the banking world for the first time; including young people and students, as they tend to build new, long-term banking relationships.

In addition, products certified as meeting the Bank On National Account Standards (see Appendix A) support CRA service test examinations. [CRA Questions and Answers guidance](#) highlights the availability of low-cost deposit accounts, the extent to which they reduce costs and the degree to which services are tailored to meet the needs of LMI individuals as supportive of the regulatory evaluations by examiners.

DATA COLLECTION DESIGN

The goal of this data collection is to understand the demand for and use of Bank On certified accounts. Results from analyses with a descriptive cross-sectional study design allows us to examine national activity in regard to three categories of metrics: account opening, account usage and consistency, and online access. Further, the design enabled the St. Louis Fed to provide detail on take-up and usage rates based on geographic location, proximity to a Bank On coalition, and unbanked and underbanked rates by developing an interactive [data tool](#).

As the St. Louis Fed used a nonexperimental design, and did not study the outcomes of Bank On accounts for accountholders, this report presents no causal relationship with Bank On account ownership and the effectiveness of the Bank On initiative. We hope that the report's findings will inform financial institutions' decisions to implement certified Bank On account programs and submit their annual data to the St. Louis Fed through its secure online portal.

Data for this study were collected using a quantitative method. The 10 participating financial institutions in the 2019 data were asked to enter into a data sharing agreement with the St. Louis Fed. Upon full execution of the data sharing agreement, each institution was invited to submit their data to the St. Louis Fed over secure email. Once the St. Louis Fed received the data from all participating institutions, the data were compiled, cleaned, aggregated by ZIP codes (with three or more reporting institutions) and combined at the national level.

Participating financial institutions provided data for 289 fields, with a total of 22 metrics reported as by month and one metric (“total number of certified accounts opened”) reported as annual. Monthly figures were used for the majority of the metrics to ensure that seasonal and cyclical trends were apparent. To simplify the data reporting process, it is requested once annually. Understanding that all institutions may not have data to report for all fields, the St. Louis Fed asked participating institutions to provide the available data for each of the metrics.

TABLE 1. Bank On Metrics for 2019 Data

Account Opening	Total number of certified accounts opened
	Number of accounts currently open
	Number of accounts newly opened
	Number of account-opening customers new to institution
	Number of accounts newly closed
Account Usage and Consistency	Number of account holders utilizing direct deposit
	Number of account holders making debit transactions
	Frequency of debit transactions
	Total value of debit transactions
	Number of account holders making withdrawals
	Frequency of withdrawals
	Total value of withdrawals
	Number of account holders making deposits
	Frequency of deposits
	Total value of deposits
Average monthly balance	
Online Access	Total number of account holders using bill pay
	Frequency of online bill pay
	Total value of online bill pay
	Number of accounts using peer-to-peer (P2P) transactions
	Number of P2P transactions
	Value of P2P transactions
	Number of accounts that are digitally active

Part Two — Data Collection Findings

Through data submission to its BOND Hub, the St. Louis Fed tracked activity and usage of banking accounts certified as meeting the Bank On National Account Standards across the data metrics stated in Table 1. Full descriptions of each metric can be found in Appendix B, and Appendix C contains a data dictionary to assist in interpreting the data file.

Across the 10 institutions participating in the 2018 data, the sample of Bank On accounts studied for each metric represents 27,305 ZIP codes throughout the United States and its territories. The St. Louis Fed also aggregated the data by ZIP code with three or more reporting institutions, representing accounts in 11,231 ZIP codes. The data for each metric discussed in this section were calculated based on the combined total of Bank On certified accounts during the 2018 data. All data presented were rounded to the nearest whole dollar or percent, and were calculated using the monthly data.⁵

The aggregated data are publicly available on the St. Louis Fed website at the ZIP code level for areas where three or more participating financial institutions are reporting. The ZIP code identifier is essential to local Bank On coalitions for identifying where markets and coalition activity are strong. The combined data at the national level will be reflected in the interactive data tool produced by the St. Louis Fed at the state and MSA levels.

Similar to findings from the pilot study, the data from the 2018 data shows how robust and responsive the market for Bank On certified accounts is. Across the 10 financial institutions that reported 2018 data, more than 3.4 million Bank On certified accounts have been opened. Of those, 1,345,252 accounts were open and active in 2018, and they represented approximately 65% of ZIP codes nationwide.

Following the data submission, the St. Louis Fed team hosted the BOND Hub Advisory Committee for an in-person meeting to discuss the results. Common themes were identified among the institutions and are included in this section to provide additional context. Due to changes in definitions, calculations, and interpretations in some metrics from the pilot year, the BOND Hub Advisory Committee and St. Louis Fed decided to only highlight data from 2018, with the exception of some account opening metrics. Data findings from 2017 can be found in Appendix D, but should not be used as a full or accurate comparison. In subsequent collections, data will be provided for the current and previous year to allow for comparisons.

ACCOUNT OPENING

Account opening is a key measurement used by both financial institutions and Bank On coalitions to understand the growth and popularity of an account, as well as account attrition. To provide insight into account opening trends across the country, included in the key metrics are the number of:

- total certified accounts ever opened;
- accounts currently open;
- accounts opened during reporting year;
- accounts opened by customers new to the institution; and,
- accounts newly closed.

These data look at account opening in a few ways that offer different measures of demand for products certified as meeting Bank On National Account Standards. The running total of accounts opened over time and number of accounts newly

⁵ For instance, the calculation for getting the number of accounts utilizing the debit functionality was (acct_debit_jan/curr_open_jan)+(acct_debit_feb/curr_open_feb)+, then repeating for each month and dividing the total by 12.

TABLE 2. Bank On Account Opening at Participating Institutions (Combined)

	2018
Total Number of Accounts Ever Opened	3,440,379
Total Number of Accounts Currently Open	1,345,252
Total Number of Accounts Opened during Reporting Year	792,389
Customers New to Financial Institution	75%
Accounts Closed in 2018	31%

opened during the reporting period offer a perspective on growth and momentum, which has and will continue to allow for annual comparisons that show the growth of the marketplace.

The 2018 data reflects an increase of 792,389 accounts ever opened, including the addition of account data from six new financial institutions from the pilot year. The total number of accounts currently open, over 1.3 million, represents the combined total of all participating institutions as of December 31, 2018. The calculation and determination for this metric changed for the 2019 data collection, as we now have monthly data instead of an annual figure for total number of accounts ever opened during the reporting year. The number of customers new to the participating financial institutions, approximately 595,000, and the number of account closures, approximately 417,000, were in line with both financial institutions' expectations and data findings from the pilot year.

TABLE 3. Bank On Account Opening at Large Financial Institutions (Combined)

	2017	2018
Total Number of Accounts Ever Opened	2,647,990 ⁶	3,436,948
Total Number of Accounts Currently Open	1,386,362 ⁷	1,341,898
Total Number of Accounts Opened during Reporting Year	595,286	789,400
Customers New to Financial Institution	72%	75%
Accounts Closed in 2018	25%	31%

Since the four pilot institutions from the 2017 data submission are the same four large institutions in the 2018 data submission, some comparisons can be drawn. As noted, the definitions for the total number of accounts opened and number of accounts currently open changed from the pilot year to the 2018 data. As expected, the large financial institutions comprised the vast majority of the accounts in

the 2019 data collection, thus greatly influencing the final figures.

Per the data from 2018, the month for the highest number of account openings for the large institutions was December 2018, when 105,392 accounts were opened. The month with the lowest number of account openings was April 2018, with 49,089 accounts. The median for monthly account openings was 60,865, and the average for monthly account openings was 65,783.

TABLE 4. Bank On Account Opening at Community Financial Institutions (Combined)

	2018
Total Number of Accounts Ever Opened	3,431
Total Number of Accounts Currently Open	2,802
Total Number of Accounts Opened during Reporting Year	2,989
Customers New to Financial Institution	24%
Accounts Closed in 2018	30%

As expected, the six community financial institutions represented in the 2018 data carried a small fraction of the accounts. Aside from the community financial institutions being smaller in asset size and having local or regional target markets, several of the institutions only began offering their certified account product in 2018. Therefore, the numbers for total number of accounts ever opened, number of accounts currently open, and number of accounts opened during the reporting year vary slightly. The metric that surprisingly, and significantly, varied from the large institutions was the percentage of account holders that were new to the financial institution.

Another notable contrast in the data between the large institutions and the community financial institutions was the patterns in account opening. For the community institutions, April was the month with the most accounts opened in 2018, with 401 account openings – as compared to the larger financial institutions, which saw the most openings in December. This data finding aligns with the beliefs of several of

6 Number of total accounts ever opened updated from 2018 report to due to metric interpretation discrepancy.

7 Number of accounts currently open differed from pilot year, as 2017 data was based on an annual figure representing total accounts open in the reporting year. Figure for 2018 data was based on accounts open as of December 31, 2018.

the reporting institutions as it denotes the end of tax season, and often, outreach by community institutions to open bank accounts to deposit their tax refunds. The month for the lowest number of account openings was January, which is plausible due to several of the institutions not offering their certified account products until later in the year. The median for account openings was 285 per month, with the average per month being 249 account openings.

ACCOUNT USAGE AND CONSISTENCY

Beyond account opening, it's critical to understand how account holders are using Bank On certified accounts for everyday transactions to determine the functionality of the accounts and ability to meet consumer's transactional needs. These metrics also help inform the Bank On National Account Standards by providing quantitative data that demonstrate the usage, and the importance of specific account characteristics. The St. Louis Fed assessed overall account activity around debit, deposit and withdrawal transactions, as well as the average monthly balance of the accounts.

Tracking debit transactions is one key way

TABLE 5. Bank On Account Holders' Debit Transactions at Participating Institutions (Combined)

	2018
Account Holders Making Debit Transactions	76%
Average Number of Debits per account per month	24.5
Average Debit Amount	\$33
Total Debit Transactions	251,756,747
Total Value of All Debit Transactions	\$8,192,010,530

to show how account holders are using Bank On products. The 10 participating financial institutions processed nearly 21 million debit transactions on average per month for their account holders, creating an average of over \$682 million in debit transaction value per month. Overall, the majority of Bank On account holders use debit functionality with 76 percent making debit transactions. These data indicate

account holders value, use and largely rely on this mainstream feature for regular financial transactions.

Direct deposit is a telling indicator of consistent

TABLE 6. Bank On Account Holders' Deposits and Withdrawals at Participating Institutions (Combined)

	2018
Account Holders Using Direct Deposit	24%
Account Holders Making Deposits	71%
Average Number of Deposits per Month	3,567,387
Average Number of Deposits per Month per Account	4.4
Average Value of Deposits	\$269
Total Value of all Deposits	\$11,502,744,381
Account Holders making Withdrawals	83%
Average Number of Withdrawals per Month per Account	26
Average Withdrawal Amount	\$57
Total Value of All Withdrawals	\$16,331,234,017

usage by account holders, as well as an indication that account holders are using different features of the account (e.g. paychecks, tax refunds and public benefits). While a little less than a quarter of Bank On accountholders utilize direct deposit, these rates tend to be low among LMI workers. A survey, sponsored by Nacha, found that nearly 20% of workers did not use direct deposit, with households making less than \$50,000 a year less likely to use direct deposit and more likely to say that their employer did not offer it. Part-time employees were also more likely to not use direct deposit and to say that their employer did not offer it.

Customers are accessing their money using account withdrawal and deposit capabilities, both of which are indicators of safe banking and money management. Among the 10 reporting financial institutions, 71% of all account holders were making non-automatic clearing house (ACH) deposits with an average value of \$269.

A surprising finding within this year's collec-

tion was that the average number of withdrawals doubled from the pilot year – increasing from 13 to 26 times per month. Account holders making withdrawals represented 83% of this year’s collection, averaging \$54 per transaction. Still, the substantial increase in cash withdrawals only represents a small part of how funds were being used, but supports the finding that majority of account holders were actively using their accounts.

The average monthly balance of all accounts is \$265,051,405, which averages to a monthly balance of \$235 per account.

ONLINE ACCESS

Online banking capabilities (e.g., bill pay and online access) serve as trusted and convenient options for paying bills or transferring funds between accounts or to other people, all while keeping funds and customer’s accounts safe.

Nearly 70 percent of account holders were

TABLE 7. Bank On Account Holders’ Online Usage at Participating Institutions

	2018
Account Holders Digitally Active	70%
Average Number of Digitally Active Accounts	787,703
Account Holders Using Bill Pay	2%
Average Number of Bill Pays per Month per Account	3
Average Bill Pay Amount	\$192
Account Holders Using P2P	17%
Average Number of P2P Transactions per Month	989,213
Average Amount of P2P Transaction	\$164

digitally active, which speaks to the appeal and importance of the online banking capabilities that Bank On accounts offer. Bill pay, specifically, is not a feature of every certified account, but the average number of online bill pays more than doubled this year as compared to last year, from one to three. Person-to-person (P2P) payments were used by 17% of account holders, a percentage down from the pilot year, but the number and value of transactions considerably increased. It will be instructive to monitor P2P usage over time as more individuals and even small businesses take advantage of the no-cost transactional feature.

CONCLUSION

Building on the success of the pilot year, the 2018 Bank On data continued to demonstrate the high demand for and widespread use of Bank On certified accounts by 10 financial institutions offering certified accounts. Through an expanded sample of quantitative data from large and community financial institutions, we were able to not only show the vibrancy and usage of Bank On accounts, but also the differences in take-up and opening activity among institutions of different sizes. Finally, with the establishment of the BOND Hub, we can provide the opportunity for all financial institutions offering accounts meeting the Bank On National Account Standards to submit their data to a federal regulator to ensure the reporting process is consistent, accurate and secure. Further, other reported benefits include: participating in a one-time data submission, potential CRA credit eligibility and the ability to compare performance of Bank On certified products with other institutions at a national level. These data are critical to sustain the momentum of the Bank On movement, but more importantly, the availability of safe and affordable banking products. To illustrate the growth of the Bank On market and to support local banking access efforts, the St. Louis Fed has published these data for public use on its website and created an online interactive data tool to geographically display accounts at the ZIP code, MSA and state levels.

ACCOUNT OPENING METRICS

2017-2018 National Account Standards

TERMS	STANDARDS
Core Features	
Transaction Account at Banking Institution	Checking account (including checkless checking); bank- or credit union-offered prepaid
Point of Sale (POS) Capability	Debit card/prepaid card
Minimum Opening Deposit	\$25 or less
	If not waivable: \$5 or less
Monthly Maintenance Fee	If waivable: \$10 or less; offer at least two options to waive fee with a single transaction (e.g. direct deposit with no minimum deposit, online bill pay or debit card purchase)
Overdraft or Non-Sufficient Funds (NSF) Fees	None, structurally not possible (e.g. via checkless checking)
Dormancy or Inactivity Fees	None
Customer Service	
Branch Access	Free and unrestricted
Telephone Banking	Free and unrestricted (including live customer support)
Use of In-Network ATM	Free and unrestricted
Use of Out-of-Network ATM	\$2.50 or less (not including local ATM fee)
Functionality	
Deposit Capability	Free in branch, at ATM, and direct deposit
Bill Pay by Customer	Free
Bill Pay by Financial Institution	Free if available, otherwise at least four free money orders and/or cashier checks per month
Check Cashing for Checks Issued by that Bank	Free
Online and Mobile Banking	Free
Banking Alerts	Free
Monthly Statements	Free paper (or electronic with consumer consent)
Insured Deposits	Insured by FDIC or NCUSIF
Strongly Recommended Features	
New Account Screening (e.g. ChexSystems, Early Warning Services)	Only deny new customers for past incidences of actual fraud
Alternative IDs (Municipal, Consular, etc.)	Accept alternative IDs
Remote Account Opening	Accounts can be opened remotely
Linked Savings Accounts	Free savings accounts and account transfers
Recommended Features	
Mobile Deposits	Available, free
Funds Availability	Immediate availability for known customers cashing government, payroll, or same-bank checks
Money Orders	\$1.60 or less (based on U.S. Postal Service rate)
Remittances (International Wire)	Competitively priced (\$5.00 – \$20.00, depending on country)
Credit-Building Product Offerings	Secured credit card or secured personal loan, e.g.

2018 Bank On Data Metrics

Accounts Opened

This metric refers to the number of Bank On certified accounts opened since the product, in its certified state, was available at the institution. Reporting on the running total of certified accounts opened provides the Bank On community with numbers that support and identify how the movement is scaling its impact through Bank On National Account certification, as well as the general appeal of products that meet the certification standards. Beyond the national movement, this metric also provides data locally and regionally to demonstrate local successes. The number of opened Bank On certified accounts can serve as a benchmark for local coalition efforts to help residents become banked or move to safer, more affordable accounts. Accurate and consistent account opening metrics can also be useful for gaining both government and philanthropic support for banking access efforts, as well as helping coalitions attract new financial institutions and social service partners.

Accounts Newly Opened

This metric refers to the number of Bank On certified accounts opened within the reporting year. Tracking the number of these accounts provides coalitions with data to both assess the impact from their year's efforts, as well as to study how this number varies by city, region or ZIP code.

Number of New Account Customers New to the Institution

This metric is the number of Bank On certified accounts opened by individuals who were not account holders on the day of account opening. This number helps demonstrate to financial institutions how an account is attracting a new customer base, often key to the longer-term sustainability of such accounts. While this metric does not capture whether a customer was unbanked or underbanked prior to opening a Bank On certified account, it may serve as an indicator for previously unbanked and underbanked and/or new customers opening the accounts, data that are otherwise difficult to track.

Number of Accounts Newly Closed

This metric represents the total number of certified accounts closed in the reporting period for any reason. The account attrition rate is a key part of the equation in assessing the vitality of a product. For example, a low closure rate could help demonstrate the vitality and usage of accounts, and financial institutions' internal comparisons of the rate with that of other accounts in their portfolios may prove useful.

Number of Accounts Open (During Reporting Year)

This metric represents the total number of accounts that were open at any point during the reporting year, and captures the entire universe of Bank On certified accounts open during 2018. The number of individual accounts that were open and potentially active at any point during the reporting year is used as the basis for estimating the percentage of account holders using direct deposit and online banking, along with other key metrics. The number of open accounts helps to show a complete picture of account usage across all accounts that were being used during the reporting year.

ACCOUNT USAGE AND CONSISTENCY METRICS

Direct Deposit

This metric represents the total number of accounts with any ACH deposits made in the reporting year. The Bank On National Account Standards require that account holders have free deposit capability at a branch, an ATM or through direct deposit. Understanding direct deposit usage and frequency will help demonstrate the importance of this requirement. These metrics can be used to indicate whether account holders are consistently using the account's full functionality—such as free direct deposit of paychecks—without turning to alternative financial services. Direct deposit usage can also show the continuity of the account, and often indicates that account holders will keep it as they are using it for their main transactions.

Debit Transactions

- Number of account holders making a debit transaction: The number of account holders who make a debit transaction through online or point-of-sale (POS) purchases in the reporting year
- Number of debit transactions per month
- Value of debit transactions per month

These metrics demonstrate how consumers are using products for everyday transactions by quantifying how many accounts are being used to conduct noncash transactions, and how account holders are interacting with the mainstream noncash economy. Tracking this usage also can help financial institutions further identify product sustainability and demand by helping to show the amount of account usage.

These debit metrics represent a primary way that most people use bank accounts. The number of accounts making debit transactions provides information about the spending habits of the account holders, specifically on noncash transactions and purchases. The data also help to illustrate how Bank On account holders are generating interchange revenues for financial institutions.

In addition, cross-referencing the number of accounts making debit transactions and the total number of debit transactions monthly with the dollar value of these transactions can provide more detail on the frequency and value of average debit transactions. These transactions have the potential to show that for some financial institutions, these products are truly profitable and sustainable, while also meeting consumer needs.

Withdrawals

- Number of accounts making withdrawals: The number of accounts used for any form of withdrawal within the reporting year
- Number of withdrawals per month
- Value of withdrawals per month

Tracking withdrawals is critical to understanding account usage and the ways customers access their money using their Bank On certified accounts. Withdrawal types may include ATM usage, teller withdrawal or transfers to another account. The total number of withdrawals made, as well as their value, helps identify the amount of money that customers are regularly obtaining, how often, and how they are withdrawing their money.

Withdrawal behavior is an indicator of safe banking and money management. For example, all certified Bank On accounts are required to offer free, unrestricted in-network ATM and branch withdrawals, with no overdraft or nonsufficient fees (NSF). Thus, account holders could make smaller, regular cash withdrawals as needed, rather than concentrating them into a few large withdrawals to avoid fees. This withdrawal behavior would indicate that account holders are carrying cash in smaller amounts and using their account as a money management tool, rather than a one-time conduit for a lumpsum withdrawal.

Deposits

- Number of account holders making deposits: The number of accounts making any non-ACH deposit by

- check or cash
- Number of deposits per month
- Value of deposits per month

Tracking deposits helps measure a product's effectiveness in helping account holders keep all of their earnings by being able to safely deposit money without fees, and without using a check casher or other alternative financial service.

Similar to withdrawals, deposits are also an indicator of account usage. Additionally, the collective value of these deposits represents the size of the market of people using Bank On certified accounts, which can help make the case for other financial institutions to offer accounts that meet Bank On National Account Standards

ONLINE ACCESS METRICS

Online Bill Pay

- Number of accounts using online bill pay
- Number of online bill pay transactions per month
- Value of online bill pay transactions per month

Online bill pay usage metrics not only display robust account usage, but also help make the case for the importance of this functionality. For example, financial institutions with high money order usage rates and low bill pay take-up might seek to make product changes that meet customer needs and lead to cost savings through greater bill pay capabilities.

Tracking the total number of accounts used for bill pay in the reporting year, as well as the monthly number and value of online bill payments, demonstrates how account holders are managing payments and paying bills. It shows how, and if, customers are fully leveraging the benefits and features their banking product offers.

Peer-to-Peer (P2P) Transactions

- Number of accounts used for P2P transactions

- Number of P2P transactions per month
- Value of P2P transactions per month

Usage of P2P capabilities—which allow customers to transfer and receive money, pay someone and be paid by someone through their accounts—demonstrates how account holders are using the account for their full range of financial needs.

As financial technology advances, P2P capabilities are seen as critical functionality for consumers of all ages and their banking preferences. Additionally, financial institutions often obtain interchange revenue from P2P transactions. Thus, tracking P2P capabilities and their usage also supports further analysis of how payments outside of the checking systems work and benefit financial institutions.

Number of digitally active accounts

The reporting system also documents the total number of customers who are digitally active, as defined by the financial institution, to assess the number of account holders who have online access and use it for transactions. An often articulated concern from financial institutions is that the account holders will have a high demand for in-branch customer assistance. Digitally active accounts indicate that customers have the capability to leverage online functionality, such as to check account balances or deposit checks, which lessens the on-site branch burden. These data can help stakeholders understand the value of, and demand for, online access. Similarly, tracking digitally active accounts provides financial institutions with a high-level view of how customers with Bank On certified products embrace and utilize non-branch features that come with their new banking relationship.

2018 Bank On Data Dictionary

Column	Name	Description	Definition	Data Points Reported
A	Year	Calendar year for reported data (format: yyyy)	Indicates the calendar year reporting period	---
B	rssd_id	Financial institution's RSSD	The institution's assigned RSSD ID number	---
C	zip_code	Zip code (five digit)	All data are based on the zip code of the accountholders	---
D	acct_open	Total number of accounts that have ever been opened at the institution	Total number of accounts that have ever been opened at the institution (running total)	1 number annually
E-P	acct_open_mmm*	Number of accounts opened per month	Total number of accounts opened per month	1 number per month (12 annually)
Q-AB	new_inst_mmm*	Number of accounts opened to individuals who weren't deposit account holders per month	Total number of accounts opened to individuals who weren't deposit account holders (checking, savings or CD) the month before they opened the account (subset of the prior number - only new account openings) per month	1 number per month (12 annually)
AC-AN	curr_open_mmm*	Number of accounts that were open at any point during the month	Total number of accounts that were open at any point during the month	1 number per month (12 annually)
AO-AZ	rep_clsd_mmm*	Number of accounts closed per month	Total number of accounts closed in the month for any reason	1 number per month (12 annually)
BA-BL	use_ach_mmm*	Number of accounts with any ACH deposit per month	Total number of accounts with any Automated Clearing House (ACH) deposit per month	1 number per month (12 annually)
BM-BX	ach_trans_mmm*	Number of ACH deposit transactions per month	Number of Automated Clearing House (ACH) deposit transactions per month	1 number per month (12 annually)
BY-CJ	ach_valu_mmm*	Total dollar value of ACH deposit transactions per month	Total dollar value of all Automated Clearing House (ACH) deposit transactions per month	1 number per month (12 annually)
CK-CV	acct_debit_mmm*	Number of accounts used for any debit transaction per month	Total number of accounts used for any debit transaction (online purchases, point of sale purchases, cash back) per month	1 number per month (12 annually)
CW-DH	dbt_trans_mmm*	Number of debit transactions per month	Total number of account debit transactions per month	1 number per month (12 annually)
DI-DT	dbt_trans_valu_mmm*	Total dollar value of all debit transactions per month	Total dollar value of all account debit transactions per month	1 number per month (12 annually)

* mmm represents the applicable month on the submission template

Column	Name	Description	Definition	Data Points Reported
DU-EF	withdrl_per_acct_mmm*	Number of accounts used for any withdrawal per month	Total number of accounts used for any withdrawal (ATM, teller withdrawal, transfer to another account) per month	1 number per month (12 annually)
EG-ER	withdrls_tot_mmm*	Number of withdrawals per month	Total number of account withdrawals per month	1 number per month (12 annually)
ES-FD	withdrl_valu_mmm*	Total dollar value of all withdrawals per month	Total dollar value of all account withdrawals per month	1 number per month (12 annually)
FE-FP	dep_accts_mmm*	Number of accounts with any non-ACH deposit per month	Total number of accounts with any non-ACH deposit (check or cash deposit) per month	1 number per month (12 annually)
FQ-GB	non_ach_mmm*	Number of non-ACH deposits per month	Total number of account, non-ACH deposits per month	1 number per month (12 annually)
GC-GN	non_ach_valu_mmm*	Total dollar value of all non-ACH deposits per month	Total dollar value of all account, non-ACH deposits per month	1 number per month (12 annually)
GO-GZ	online_billpay_accts_mmm*	Number of accounts using bill pay per month	Total number of accounts using bill pay per month	1 number per month (12 annually)
HA-HL	online_billpay_mmm*	Number of bills paid per month	Total number of bills paid per month for all accounts	1 number per month (12 annually)
HM-HX	online_billpay_valu_mmm*	Total dollar value of all bills paid per month	Total dollar value of all bills paid per month for all accounts	1 number per month (12 annually)
HY-IJ	p2p_accts_mmm*	Number of accounts using Peer to Peer (P2P) functionality	Total number of accounts using Peer to Peer (P2P) functionality per month	1 number per month (12 annually)
IK-IV	p2p_trans_mmm*	Number of P2P transactions per month	Total number of P2P transactions (inflow and outflow) per month for all accounts	1 number per month (12 annually)
IW-JH	p2p_trans_valu_mmm*	Total dollar value of all P2P transactions per month	Total dollar value of all P2P transactions (inflow and outflow) per month for all accounts	1 number per month (12 annually)
JI-JT	avg_accts_bal_mmm*	Sum of average month end balance	Sum of the average month end balance of all accounts currently open in the financial institution	1 number per month (12 annually)
JU-KF	digit_actv_mmm*	Number of customers who are digitally active, as defined by the reporting institution, per month	Number of account customers who are digitally active, as defined by the reporting institution, per month	1 number per month (12 annually)

* mmm represents the applicable month on the submission template

APPENDIX D:

Selected Findings from 2017 Pilot Bank On Data Metrics

		2017
Account Opening	Total Number of Accounts Ever Opened	2,647,990 ⁸
	Total Number of Accounts Currently Open	1,386,362
	Total Number of Accounts Opened during Reporting Year	595,286
	Customers New to Financial Institution	72%
	Accounts Closed in 2017	25%
Account Usage and Consistency	Account Holders Using Direct Deposit	34%
	Direct Depositors with Two or More Direct Deposits per Month	36%
	Account Holders Making Debit Transactions	85%
	Average Number of Debits per Account per Month	12
	Average Debit Amount	\$32
	Total Debit Transactions	194,268,277
	Total Value of All Debit Transactions	\$6,142,508,287
	Account Holders Making Deposits	87%
	Average Number of Deposits per Month	2,455,604
	Average Number of Deposits per Month per Account	2
	Average Value of Deposits	\$277
	Total Value of all Deposits	\$8,165,403,070
	Account Holders making Withdrawals	88%
	Average Number of Withdrawals per Month per Account	13
	Average Withdrawal Amount	\$54
Total Value of All Withdrawals	\$11,783,289,589	
Online Access	Average Number of Bill Pays per Month per Account	1
	Average Bill Pay Amount	\$188
	Account Holders using P2P	18%
	Average number of P2P Transactions per Month	505,887
	Average value of a P2P Transaction	\$70
	Digitally Active Accounts	74%

⁸ Number of total accounts ever opened updated from 2018 report to due to metric interpretation discrepancy.

