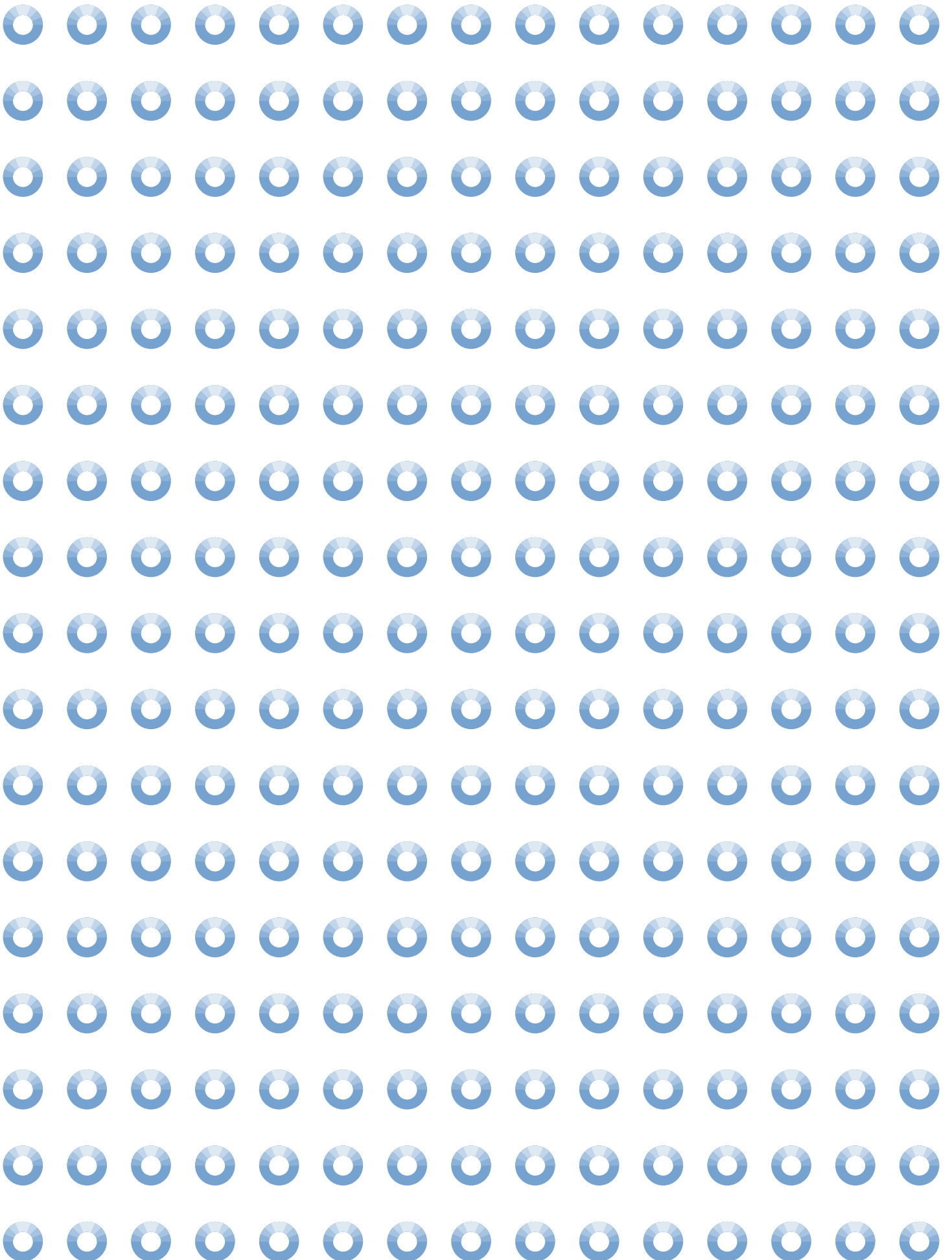


# The Bank On National Data Hub: Findings from 2019



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# Executive Summary

About 5.4% of U.S. households are unbanked, according to the Federal Deposit Insurance Corp. (FDIC), meaning they do not have checking or savings accounts. While this figure represents the lowest rate of unbanked individuals since the FDIC began compiling this type of data in 2009, it means that 7.1 million U.S. households and businesses are still operating on the sidelines of the financial mainstream because they feel:

- They don't have enough money for an account
- They don't trust banks
- Avoiding banks affords more privacy
- Bank fees are too high or unpredictable<sup>1</sup>

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 is by professionalizing, or building a formal structure, for banking access efforts for financial institutions and their customers. Paramount to the professionalization of such efforts are high-quality data showing the take-up, or engagement with and usage of, Bank On-certified accounts.

The St. Louis Fed's Bank On National Data (BOND) Hub serves as a national reporting platform for all financial institutions offering certified Bank On accounts. For this report, 10 financial institutions submitted data to the BOND Hub. The institutions were asked to submit their 2019 account data on 25 metrics related to account openings, usage and consistency, and online access.

These data allow stakeholders to better understand the market nationally, regionally and locally. The BOND Hub also allows financial institutions to benchmark the performance of Bank On-certified products and use this information for regulator examinations of their community services. It helps Bank On coalition partners illustrate their progress in promoting local banking access without requiring multiple data requests. The ability to quantify the national impact of Bank On—and how consumers are opening and using safe, affordable transaction accounts—is an important asset for banking access efforts and demonstrates the market for Bank On-certified accounts.

<sup>1</sup> See the [FDIC National Survey of Unbanked and Underbanked Households](#).

## KEY TAKEAWAYS

- The demand and use of Bank On accounts is strong and continues to grow. To date, more than 5.8 million Bank On-certified accounts have been opened across the 10 reporting institutions. Of those, 2.6 million accounts were open and active in 2019. Bank On accounts have been opened in more than 31,000 ZIP codes, or 75% of all U.S. ZIP codes.
- Bank On account take-up and opening activity look different for banks of varying sizes. Certified accounts at large financial institutions appeal more to new customers, whereas those at community financial institutions are more likely to be opened by existing customers. In addition, the highest number of certified accounts were opened in August 2019 at large financial institutions; for community financial institutions, the most account opening occurred in April 2019.
- Account holders actively use many of the services provided by certified Bank On accounts. Nearly \$23 billion were deposited into Bank On-certified accounts in 2019 and 26% of account holders used direct deposit. The average monthly balance was \$345 per account and 75% of account holders were digitally active.

# Part One — The BOND Hub

## OVERVIEW

Each year, the St. Louis Fed invites all financial institutions with accounts certified as meeting the [Bank On National Account Standards](#) to report data to its BOND Hub. The metrics collected have been determined in consultation with the CFE Fund and its Bank On National Advisory Board. Data are aggregated and released annually. The following financial institutions were part of the 2019 data submission effort:

- 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
- Wells Fargo

## BACKGROUND

Approximately 7.1 million households across the United States are unbanked.<sup>2</sup> 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. The national Bank On movement works to expand professional banking access efforts by supporting local Bank On coalitions. The movement also seeks to 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.

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 on these certifications when choosing to highlight accounts available to local residents and when choosing

partners for banking access programs. Additionally, financial institutions market their product-specific national certification seal to highlight that their accounts meet these standards. The CFE Fund also promotes Bank On-certified accounts by including them in Bank On marketing materials and in communications with local Bank On coalitions, as well as in its own program 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 because of 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 seek 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 Community Reinvestment Act (CRA) service test examinations. Recent [guidance for CRA questions and answers](#) 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 to Moderate Income (LMI) individuals.

<sup>2</sup> [FDIC, 2020](#).

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 banking access opportunities or programs
- Expanding their customer base
- Meeting regulatory requirements for community reinvestment

## 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 allow us to examine national activity for three categories of metrics: account opening, account usage and consistency, and online access. Further, the design enables 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](#).

Since the St. Louis Fed used a non-experimental design, and did not study the outcomes of Bank On accounts for account holders, this report presents no causal relationship with Bank On account ownership and the effectiveness of the Bank On initiative. We hope 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 purely quantitative method. The 10 participating financial institutions in the 2019 data submission 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 securely submit their data to the St. Louis Fed. Once the St. Louis Fed received the data from all participating institutions, the data were compiled, cleaned, aggregated by ZIP code (with three or more reporting institutions) and combined into a national data set.

Participating financial institutions provided data for 289 fields, with 24 metrics reported in monthly increments and one metric (“total number of certified accounts opened”) reported as annual.

Monthly figures were used for most of the metrics to ensure seasonal and cyclical trends were apparent. To simplify the data reporting process, this is completed once a year. Understanding that all institutions may not have data to report for all fields, the St. Louis Fed asked participating institutions to provide the data they could for each of the metrics.

**TABLE 1. Bank On Metrics for 2019 Data**

<b>Account Opening</b>	Total number of certified accounts opened
	Number of accounts currently open (2019)
	Number of accounts newly opened (2019)
	Number of account-opening customers new to institution (2019)
	Number of accounts newly closed (2019)
<b>Account Usage and Consistency</b>	Number of account holders using 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
<b>Online Access</b>	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 2019 data submission, the sample of Bank On accounts studied for each metric represents 31,496 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 15,652 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 2019 data submission. All data presented were rounded to the nearest whole dollar or percent and were calculated using the monthly data.<sup>3</sup>

The aggregated data are publicly available at the ZIP code level on the [St. Louis Fed website](#) 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 are reflected in the interactive data tool produced by the St. Louis Fed at the state and metropolitan statistical area (MSA) levels.

The data from 2019 show the robustness of the market for Bank On-certified accounts. Across the 10 financial institutions participating in the 2019 data submission, more than 5.8 million Bank On-certified accounts were opened. Of those, over 2.6 million accounts were open and active in 2019, and they represented approximately 75% of ZIP codes nationwide.

Following the data submission, the St. Louis Fed team hosted the BOND Hub Advisory Committee to discuss the results. Common themes were identified among the institutions and are included in this section for additional context.

**TABLE 2. ZIP Codes Reporting**

	2018	2019
Total Number of Reported ZIP Codes with Bank On Accounts	27,305 (65% of U.S. ZIP codes)	31,496 (75% of U.S. ZIP codes)
Total Number of Reported ZIP Codes with 3 or More Reporting Institutions	11,321 (27% of U.S. ZIP codes)	15,652 (37% of U.S. ZIP Codes)

### ACCOUNT OPENING

Account opening is a key measurement used by 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
- 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 opened during the reporting period offer a perspective on growth and momentum, which has allowed and will continue to allow for annual comparisons that show the growth of the marketplace.

<sup>3</sup> For instance, the calculation for the number of accounts using 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 3. Bank On Account Opening at Participating Institutions (Combined)**

	2018	2019
Total Number of Accounts Ever Opened	3,440,379	5,849,583
Total Number of Accounts Currently Open	1,345,252	2,634,502
Total Number of Accounts Opened during Reporting Year	792,389	1,921,651
Customers New to Financial Institution	75%	85%
Accounts Closed during Reporting Year	31%	30%

The 2019 data reflect an increase of 2,409,204 accounts ever opened, 70% higher than the previous reporting year. The total number of accounts currently open—over 2.5 million—represents the combined total of all participating institutions as of Dec. 31, 2019, or 51% higher than the previous reporting year. The percentage of customers new to the participating financial institutions—85%—was in line with financial institutions’ expectations that they have seen higher demand from new customers for these accounts than during the previous year, when 75% of customers were new. The percentage of accounts closed—30%—is consistent with the expectation of financial institution and data findings from the previous year.

**TABLE 4. Bank On Account Opening at Large Financial Institutions 2017-2019 (Combined)**

	2017	2018	2019
Total Number of Accounts Ever Opened	2,647,990 <sup>4</sup>	3,436,948	5,844,536
Total Number of Accounts Currently Open	1,386,362 <sup>5</sup>	1,341,898	2,630,509
Total Number of Accounts Opened during Reporting Year	595,286	789,400	1,917,540
Customers New to Financial Institution	72%	75%	85%
Accounts Closed during Reporting Year	25%	31%	30%

Per the 2019 data, the month with the highest number of account openings for the large institutions was August, when 190,922 accounts were opened. The month with the lowest number of account openings was February, with 124,011 accounts. The median for monthly account openings was 159,237, and the average for monthly account openings was 159,795.

**TABLE 5. Bank On Account Opening at Community Financial Institutions (Combined)**

	2018	2019
Total Number of Accounts Ever Opened	3,431	5,047
Total Number of Accounts Currently Open	2,802	3,993
Total Number of Accounts Opened during Reporting Year	2,989	4,111
Customers New to Financial Institution	24%	24%
Accounts Closed during Reporting Year	30%	51%

There is a notable contrast in the data for account openings at large institutions and community financial institutions. At large institutions, 85% of customers were new to the institution compared to 24% at community institutions. For community institutions, April was the month with the most accounts opened in 2019—with 397 account openings—compared to larger financial institutions, which saw the most account openings in August. The month for community institutions with the lowest number of account openings overall was January, at 265. The median for account openings was 346 per month, with the average per month being 343 account openings. The number of accounts closed at community institutions increased by 21% in 2019. As data are collected for future years, we will examine whether this increase is part of a trend or a feature of that particular year.

4 Number of total accounts ever opened updated from 2018 report to because of metric interpretation discrepancy.

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

## ACCOUNT USAGE AND CONSISTENCY

Beyond account openings, 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 consumers' 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 for debit, deposit and withdrawal transactions, as well as the average monthly balance of the accounts.

**TABLE 6. Bank On Account Holders' Debit Transactions at Participating Institutions (Combined)**

	2018	2019
Account Holders Making Debit Transactions	76%	74%
Average Number of Debits per Account per Month	24.5	25.5
Average Debit Amount	\$33	\$32
Total Debit Transactions	251,756,747	466,612,619
Total Value of All Debit Transactions	\$8,192,010,530	\$15,016,793,322

Tracking debit transactions is a key way to show how account holders are using Bank On products. The 10 participating financial institutions processed nearly 38 million debit transactions on average per month for their account holders, creating an average of over \$1.25 billion in debit transaction value per month. Overall, the majority of Bank On account holders use debit functionality, with 74% making debit transactions. These data indicate that account holders value, use and largely rely on this mainstream feature for regular financial transactions.

Direct deposit is a telling indicator of consistent 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 just over a quarter of Bank On

**TABLE 7. Bank On Account Holders' Deposits and Withdrawals at Participating Institutions (Combined)**

	2018	2019
Account Holders Using Direct Deposit	24%	26%
Account Holders Making Deposits	71%	72%
Average Number of Deposits per Month	3,567,387	7,477,667
Average Number of Deposits per Month per Account	4.4	4.96
Average Value of Deposits	\$269	\$258
Total Value of all Deposits	\$11,502,744,381	22,969,251,972
Account Holders making Withdrawals	83%	80%
Average Number of Withdrawals per Month	23,880,706	45,436,123
Average Number of Withdrawals per Month per Account	26	28
Average Withdrawal Amount	\$57	\$57
Total Value of All Withdrawals	\$16,331,234,017	\$31,164,061,614
Average monthly balance per account	\$234	\$345

account holders use direct deposit, these rates tend to be lower among LMI workers.

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, 72% of all account holders were making non-automatic clearing house (ACH) deposits with an average value of \$258.

The average number of withdrawals increased from the previous year—from 26 to 28 times per month. Account holders making withdrawals

represented 80% of the 2019 data, averaging \$57 per transaction. This demonstrates a majority of account holders were actively using their accounts.

The average monthly balance of all accounts is approximately \$718.5 million, which averages to a monthly balance of \$345 per account.

**ONLINE ACCESS**

Online banking capabilities, such as 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 customers’ accounts safe.

**TABLE 8. Bank On Account Holders’ Online Usage at Participating Institutions**

	2018	2019
Account Holders Digitally Active	70%	75%
Average Number of Digitally Active Accounts	787,703	1,546,226
Account Holders Using Bill Pay	2%	2%
Average Number of Bill Pays per Month per Account	3	2.4
Average Bill Pay Amount	\$192	\$214
Account Holders Using P2P	17%	22%
Average Number of P2P Transactions per Month	989,213	2,536,730
Average Amount of P2P Transaction	\$164	\$158

Three-quarters of account holders were digitally active (up from 70% in the previous year), which speaks to the appeal and importance of the online banking capabilities that Bank On accounts offer. P2P payments were used by 22% of account holders, also an increase from the previous year. The average number of P2P transactions per month increased, while the value of transactions decreased slightly. With only 2% of account holders using bill pay,

participating financial institutions noted that it is more common for account holders to pay their bills through debit transactions and withdrawals.

**CONCLUSION**

Overall, the 2019 Bank On data continued to demonstrate the growing demand for and widespread use of Bank On-certified accounts by 10 financial institutions. The geographic coverage of accounts has expanded to 75% of all U.S. ZIP codes. The growth of open accounts from approximately 1.3 million at the end of 2018 to approximately 2.6 million at the end of 2019 shows the increased demand for Bank On-certified accounts over the reporting period.

This data collection also signifies that take-up and opening activity for Bank On-certified accounts looks different for banks of varying sizes. Accounts at large financial institutions continued to appeal 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 August 2019 at large financial institutions; for community financial institutions, the most account openings occurred in April 2019.

The use of Bank On-certified accounts is consistent with the expectations of financial institutions. Nearly \$23 billion was deposited into Bank On-certified accounts in 2019, and 26% of account holders used direct deposit. The average monthly balance was \$345 per account and 75% of account holders were digitally active.

The BOND Hub continues to allow all financial institutions with accounts that meet the national account standards to submit their data to a federal regulator, ensuring the reporting process is consistent, accurate and secure. These data are critical to sustaining the momentum of the Bank On movement, but more important, 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 on its website and created an [online interactive data tool](#) to display accounts at the ZIP code, MSA and state levels.

# 2019 Bank On Data Metrics

## ACCOUNT OPENING METRICS

### Accounts Opened

This metric refers to the number of Bank On-certified accounts opened since the product 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 open accounts or move to safer, more affordable accounts. Accurate and consistent account-opening metrics can also be useful for gaining government and philanthropic support for banking access efforts and 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 assess the impact from their year's efforts and 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. It 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. The percentage of new accounts opened is calculated by dividing the number of accounts opened by individuals who weren't deposit account holders by the total number of accounts opened in the same year.

### Number of Accounts Newly Closed

This metric represents the total number of certified accounts closed for any reason during the reporting period. 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. The percentage of new accounts closed is calculated by dividing number of accounts closed in that year by the total number of accounts that were open by the end of the year.

### Number of Accounts during the Reporting Year

This metric represents the total number of accounts 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 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 helps 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 such as check-cashing businesses that charge high fees. Direct deposit usage can also show the continuity of the account, and often indicates that account holders will keep it, since they are using it for their main transactions. The percentage of account holders using direct deposit is calculated in the report by dividing the total number of accounts with any ACH deposit by the total number of accounts that were open by the end of that year.

### 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 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 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 illustrate how Bank On account holders are generating interchange revenue 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. The percentage of account holders making debit transactions is calculated by dividing the number of accounts used for any debit transaction by the total number of accounts open by the end of that year. The average debit amount is calculated by dividing the total dollar value of all debit transactions by the total number of accounts used for any debit transaction.

### 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 crucial 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 accounts as money management tools, rather than for one-time lump-sum withdrawals. The percentage of account holders making withdrawals is calculated by dividing the number of accounts used for any withdrawal by the total number of accounts open by the end of that year.

### **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 their earnings by being able to 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. In the report, the percentage of account holders making deposits is calculated by dividing the number of accounts with any non-ACH deposit by the total number of accounts open by the end of that year. The average value of deposits is calculated by dividing the total dollar value of all non-ACH deposits by the total number of non-ACH deposits.

### **Average monthly balance**

This metric represents the average monthly balance of all accounts currently open at each financial institution. In addition to account usage, account balances are critical indicators for financial institutions in assessing the behavior of a new account holder. The data can serve as a general indicator of account usage and activity, and also provide insight on the income level of the account's customer base. The average monthly balance per account is calculated by dividing the sum of the average month-end balance by the number of accounts open by the end of that year.

## **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 of their banking product. The percentage of account holders using bill pay is calculated by dividing the number of accounts using bill pay by the total number of accounts open by the end of that year.

### **Peer-to-Peer 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, and pay and be paid by someone through their accounts—demonstrates how they are using the accounts for a full range of financial needs.

As financial technology advances, P2P capabilities are seen as critical functionality for consumers of all ages. 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 the checking systems work and benefit financial institutions. The percentage of account holders using P2P is calculated by dividing the number of accounts using P2P functionality by the total number of accounts open by the end of that year.

### **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 account holders will have a high demand for in-branch customer assistance. Digitally active accounts indicate that customers can leverage online functionality, such as to check account balances or deposit checks, lessening the burden on bank branches. 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 use non-branch features that come with their new banking relationships. This is calculated by dividing the number of customers who are digitally active, as defined by the reporting institution, by the total number of accounts open by the end of that year.



# 2019 Bank On Data Dictionary

Name	Description	Definition	Data Points Reported
Year	Calendar year for reported data (format: yyyy)	Indicates the calendar year reporting period	---
zip_code	ZIP code (five digits)	All data are based on the ZIP code of the account holders	---
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
acct_open_mmm*	Number of accounts opened per month	Total number of accounts opened per month	1 number per month (12 annually)
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)
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)
rep_clsd_mmm*	Number of accounts closed per month	Total number of accounts closed during the month for any reason	1 number per month (12 annually)
use_ach_mmm*	Number of accounts with any ACH deposit per month	Total number of accounts with any ACH deposit per month	1 number per month (12 annually)
ach_trans_mmm*	Number of ACH deposit transactions per month	Number of ACH deposit transactions per month	1 number per month (12 annually)
ach_valu_mmm*	Total dollar value of ACH deposit transactions per month	Total dollar value of all ACH deposit transactions per month	1 number per month (12 annually)
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 or cash back) per month	1 number per month (12 annually)
dbt_trans_mmm*	Number of debit transactions per month	Total number of account debit transactions per month	1 number per month (12 annually)
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)
withdrl_per_acct_mmm*	Number of accounts used for any withdrawal per month	Total number of accounts used for any withdrawal (ATM, teller withdrawal or transfer to another account) per month	1 number per month (12 annually)

\* mmm represents the applicable month on the submission template

	Description	Definition	Data Points Reported
<i>withdrls_tot_mmm*</i>	Number of withdrawals per month	Total number of account withdrawals per month	1 number per month (12 annually)
<i>withdrl_valu_mmm*</i>	Total dollar value of all withdrawals per month	Total dollar value of all account withdrawals per month	1 number per month (12 annually)
<i>dep_accts_mmm*</i>	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)
<i>non_ach_mmm*</i>	Number of non-ACH deposits per month	Total number of account, non-ACH deposits per month	1 number per month (12 annually)
<i>non_ach_valu_mmm*</i>	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)
<i>online_billpay_accts_mmm*</i>	Number of accounts using bill pay per month	Total number of accounts using bill pay per month	1 number per month (12 annually)
<i>online_billpay_mmm*</i>	Number of bills paid per month	Total number of bills paid per month for all accounts	1 number per month (12 annually)
<i>online_billpay_valu_mmm*</i>	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)
<i>p2p_accts_mmm*</i>	Number of accounts using P2P functionality	Total number of accounts using P2P functionality per month	1 number per month (12 annually)
<i>p2p_trans_mmm*</i>	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)
<i>p2p_trans_valu_mmm*</i>	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)
<i>avg_accts_bal_mmm*</i>	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)
<i>dignt_actv_mmm*</i>	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

