

ABA's Partnership With Policymakers for a Strong Banking Industry

American Bankers Association:



The united voice of the nation's **\$23.6 trillion banking industry**.



The only trade association that represents banks of *all* sizes and charters — small, midsize, regional and large banks — and their **2.1 million employees**.

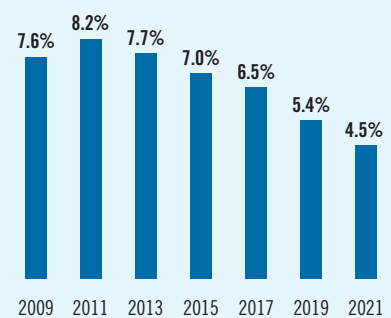
Impact of the Banking Industry:

- Banks help businesses of all sizes grow and invest — **creating jobs** for Americans.
- **94.6% of households** have either a checking or savings account.
- America's banks serve **251 million retail customers** and **55 million small business customers**.
- Banks have driven **the unbanked rate down to a record low** of 4.5% of households in 2021. With **more than 41,000 branches** now offering 350+ low-cost Bank On-certified accounts, ABA will continue working with the Cities for Financial Empowerment Fund to welcome all Americans into the banking system.
- Annually, bank employees **volunteer 12.5 million hours** and **donate \$4.8 billion** to charitable organizations.

Steady Progress Reaching the Unbanked

Unbanked Rate

Source: FDIC



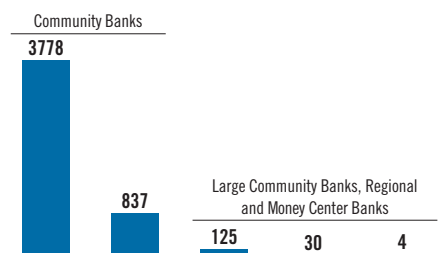
The Vitality of Community Banks:

- Among all banks, 3,778 are community banks with under \$1 billion in assets. Another 837 are community banks with asset sizes between \$1 billion-\$10 billion. Just 159 banks have more than \$10 billion in assets.
- The rapid drop in the number of small community banks should concern policymakers. ABA supports policies that permit banks to serve their customers and strengthen their communities.

America Needs Banks of All Sizes

Number of Banks

Source: FDIC



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Increasing Employment Access:

- The median-sized bank **employs 50 people**.
- The more than **2 million dedicated bank employees** include far more than tellers. They are experts in everything from cybersecurity and technology to marketing and community development — and many more fields.
- A diverse workforce, banking industry employees earn an annual average of **\$121,948 in total compensation and benefits** with **\$252.3 billion in total compensation and benefits**.
- Banks also create more jobs by making loans that support businesses of all sizes.
- But banking isn't insulated from headwinds facing other sectors as well. Challenges like recruiting and retaining talent, rapid technological changes and succession planning are just a few of the issues banks need to address.



High Customer Satisfaction:

- According to a recent ABA/Morning Consult survey, **95% of bank customers rate their bank's customer service as excellent, very good or good**.
- **87% of bank customers are either very satisfied or satisfied with their bank**.
- **95% of customers characterize their overall access to banking services as excellent, very good or good** given the growth of digital and online tools and traditional branches and ATMs.
- **84% of customers agree** that innovation and technology improvements by banks make it **easier for all Americans to have access to financial services**.



Security of Banking Services:

- **89% of bank customers agree that their bank takes proactive steps to protect them from fraud and scams**, and 77% agree that banks do so more than other businesses or industries.
- **\$22.3 billion** in attempted deposit account fraud is **stopped annually by banks**.