

Is there value in having coin counting machines located in bank branches?

Conclusions:

Coin counting machines can add value to banks by attracting non-typical customers and thereby offering new customer acquisition opportunities.

As well, coin counting machines can be utilized as coin handling cost reduction tactic or a customer service improvement tactic if existing customers demonstrate a willingness to use the machines.

Recent data from Morpace suggests that both of these value propositions are feasible.

Our research answered three primary questions:

1. Are coin counting machines attractive to consumers overall?
2. What kinds of customer segments find coin counting machines attractive?
3. What fees are consumers willing to pay for the convenience of using a coin counting machine?

Are coin counting machines attractive to consumers overall?

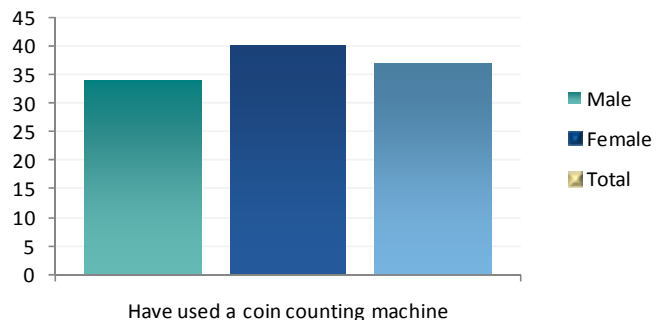
Our research shows that 4 in 10 consumers use coin counting machines.

This level of usage suggests sufficient awareness and usage to benefit a bank that is exploring installation of coin counting machines.

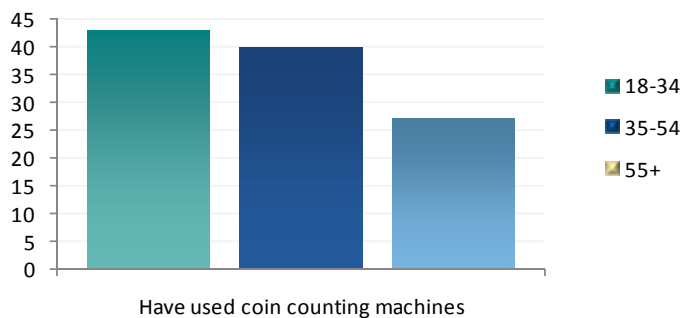
What segments find coin counting machines attractive?

Younger customers tend to use coin counting machines more frequently. This is important because younger customers are a key target for banks as they are less likely to visit bank branches for their customer service and transaction needs.

Use of Coin Counting Machines by Gender



Use of Coin Counting Machines by Age

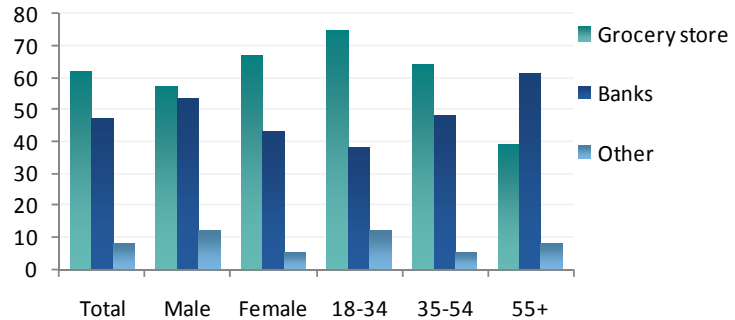


Morpace Omnibus Report

February 2010

Most consumers know that coin counting machines are most readily available in grocery stores and banks. While older consumers use coin counting machines less than younger consumers, they tend to more frequently use machines located in bank branches. This suggests that the machines **can** be used to provide convenience to existing consumers.

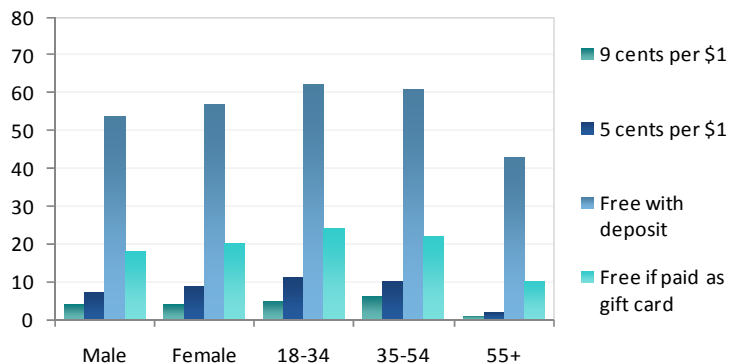
Where and By Whom Coin Counting Machines are Used



What fees are consumers willing to pay?

The amount of fees charged can have a significant impact on coin counting machine usage. Younger consumers are more likely to pay fees but a large majority would be willing to use these machines if the proceeds from the coin counting machine are deposited into a bank account.

Likely to Use at a Bank by Fee Structure



Omnibus Study data from 1,000 households surveyed November 2009

For further insights, or to learn more about our Omnibus Studies, please contact:

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