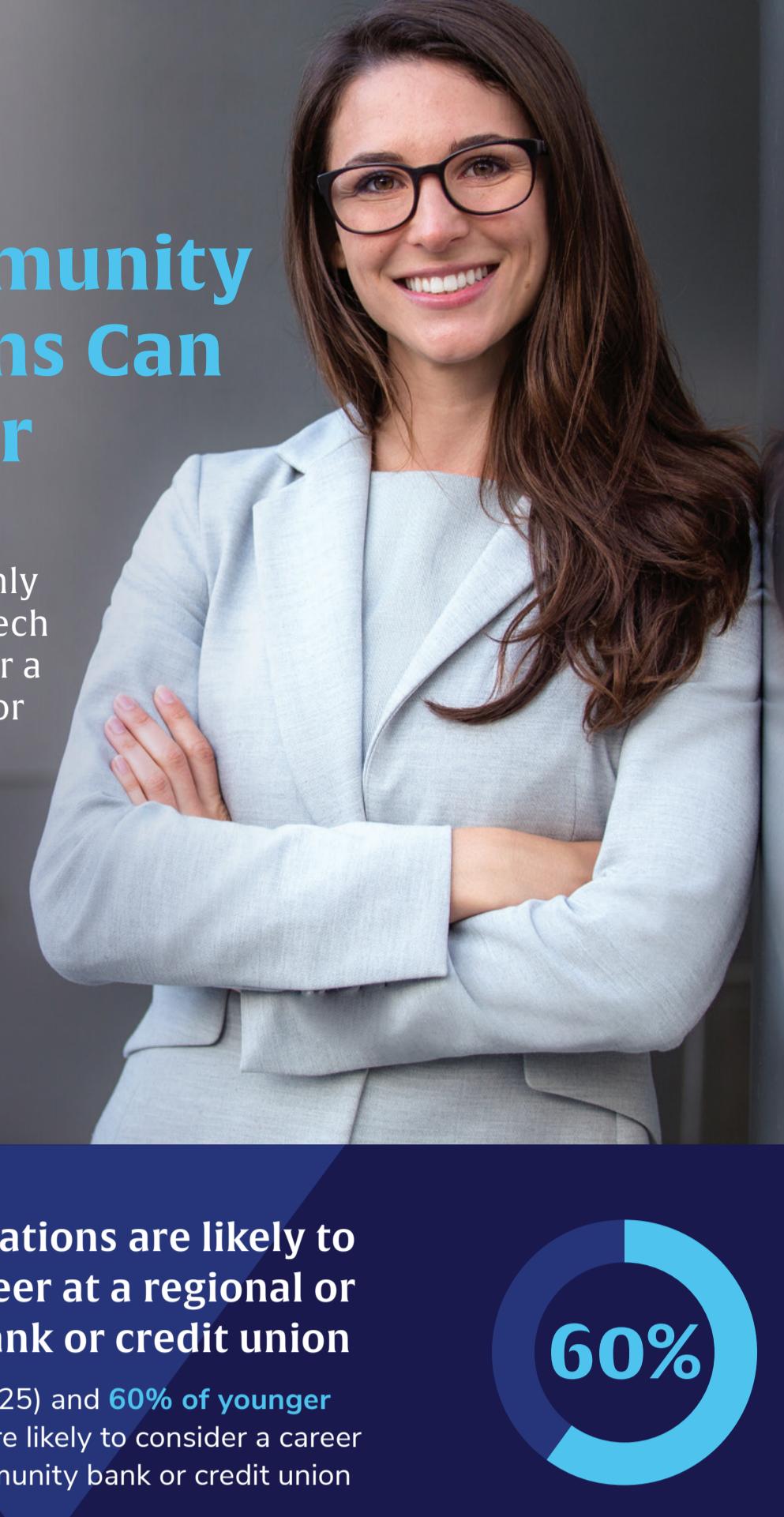


Regional and Community Financial Institutions Can Win the Talent War

Younger generations and those whose primary financial providers are online-only banks, big tech companies, or financial tech companies are the most likely to consider a career at a regional or community bank or credit union.

Americans believe the biggest benefits of working at a regional or community bank or credit union are good benefits.



Younger generations are likely to consider a career at a regional or community bank or credit union

66% of Gen Z (22-25) and 60% of younger Millennials (26-35) are likely to consider a career at a regional or community bank or credit union



Most young people believe getting a job at a bank or credit union is a smart career move

65% of Gen Z (22-25) and 66% of younger Millennials (26-35) believe getting a job at a bank or credit union is a smart career move



Banks and credit unions offer tangible (and intangible) benefits

Americans who are active in digital banking believe the biggest benefits of working at a regional or community bank or credit union are **good benefits** (33%), learning about **money and personal finances** (27%), and the **ability to help people** (25%)

33% Good Benefits

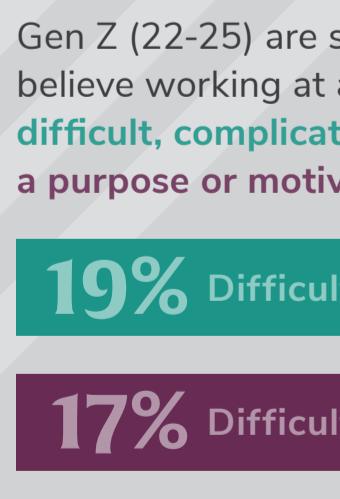
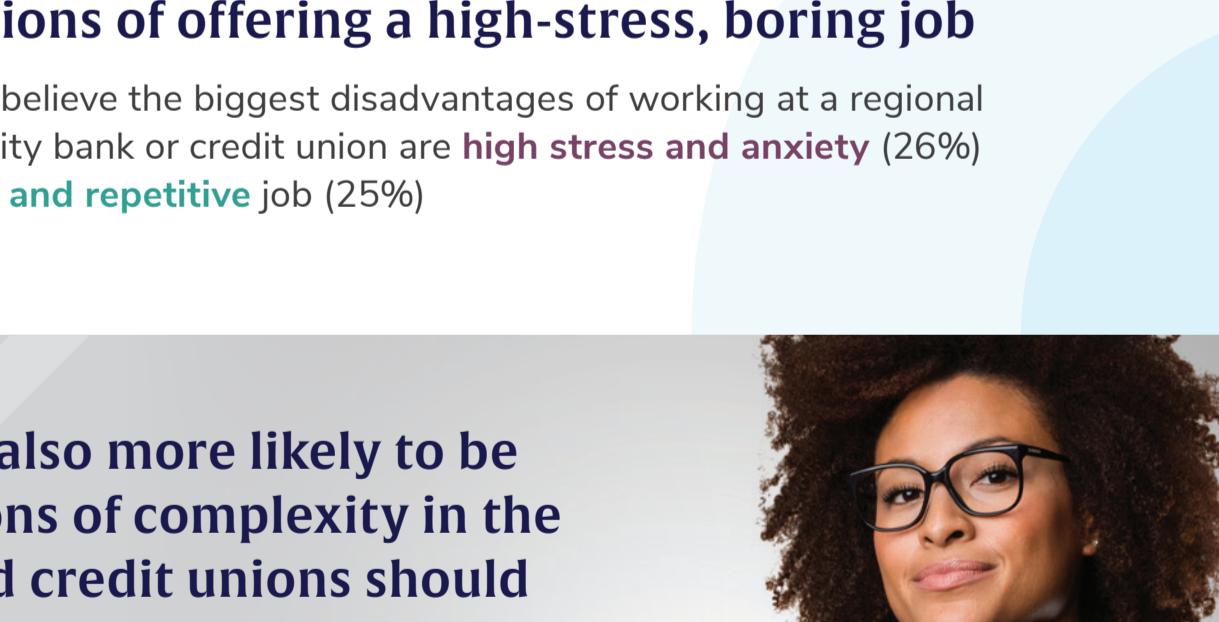
27% Money and Personal Finances

25% Ability to Help People



Younger generations are also attracted to banks and credit unions for their earning potential

21% of Gen Z (22-25) and 16% of younger Millennials (26-35) are attracted to working at regional or community banks or credit unions because they provide high earning potential, significantly higher than older generations



Banks and credit unions must also overcome perceptions of offering a high-stress, boring job

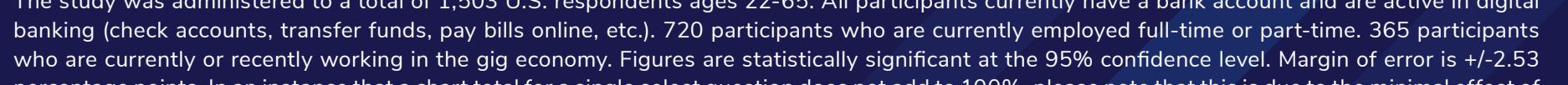
Americans believe the biggest disadvantages of working at a regional or community bank or credit union are **high stress and anxiety** (26%) and **boring and repetitive job** (25%)

19% Difficult, Complicated, or Confusing

17% Difficult to Find a Purpose or Motivation

Younger generations are also more likely to be discouraged by perceptions of complexity in the job, suggesting banks and credit unions should offer and promote training and education

Gen Z (22-25) are significantly more likely than older generations to believe working at a regional or community bank or credit union is **difficult, complicated, or confusing** (19%) and **difficult to find a purpose or motivation** (17%)



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The study was administered to a total of 1,503 U.S. respondents ages 22-65. All participants currently have a bank account and are active in digital banking (check accounts, transfer funds, pay bills online, etc.). 720 participants who are currently employed full-time or part-time. 365 participants who are currently or recently working in the gig economy. Figures are statistically significant at the 95% confidence level. Margin of error is +/-2.5 percentage points. In an instance that a chart total for a single select question does not add to 100%, please note that this is due to the minimal effect of rounding. Weighted to the 2020 U.S. Census for age, region, gender, and ethnicity. Survey was conducted online from March 15, 2022, to April 4, 2022.

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