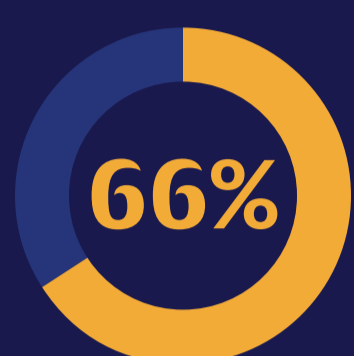


Regional and Community Financial Institutions Can Win the Talent War

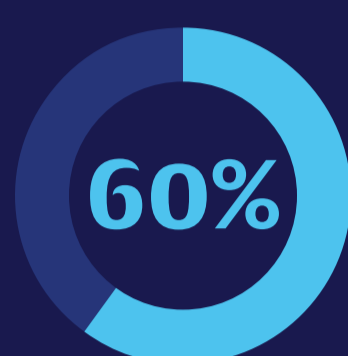
Younger generations and those whose primary financial providers are online-only banks, big tech companies, or financial tech companies are the most likely to consider a career at a regional or community bank or credit union.

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%)



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 need to improve their perception of diversity and inclusion

Only 10% of Americans believe strong diversity, equity, and inclusion is a benefit of working at a regional or community bank or credit union



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%)

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%)

