









Why It Matters

-  The money you put into a community bank stays in your community.
-  You get extra personalized, human, support along with the tech you expect.
-  Community banks recognize the people behind the community.
-  When things get tough, community banks don't leave their community behind - they step up.
-  Community banks support small businesses and are well-established small businesses too.
-  Over 75% of U.S. adults agree that locally based lending decisions are important when determining where to bank.*
-  69% of U.S. adults recognize the importance of banking with a locally based financial institution.*
-  70% of U.S. adults cite the importance of personal banking relationships in choosing where to bank.*

**Reference: Morning Consult / ICBA Polling - April 2022*