



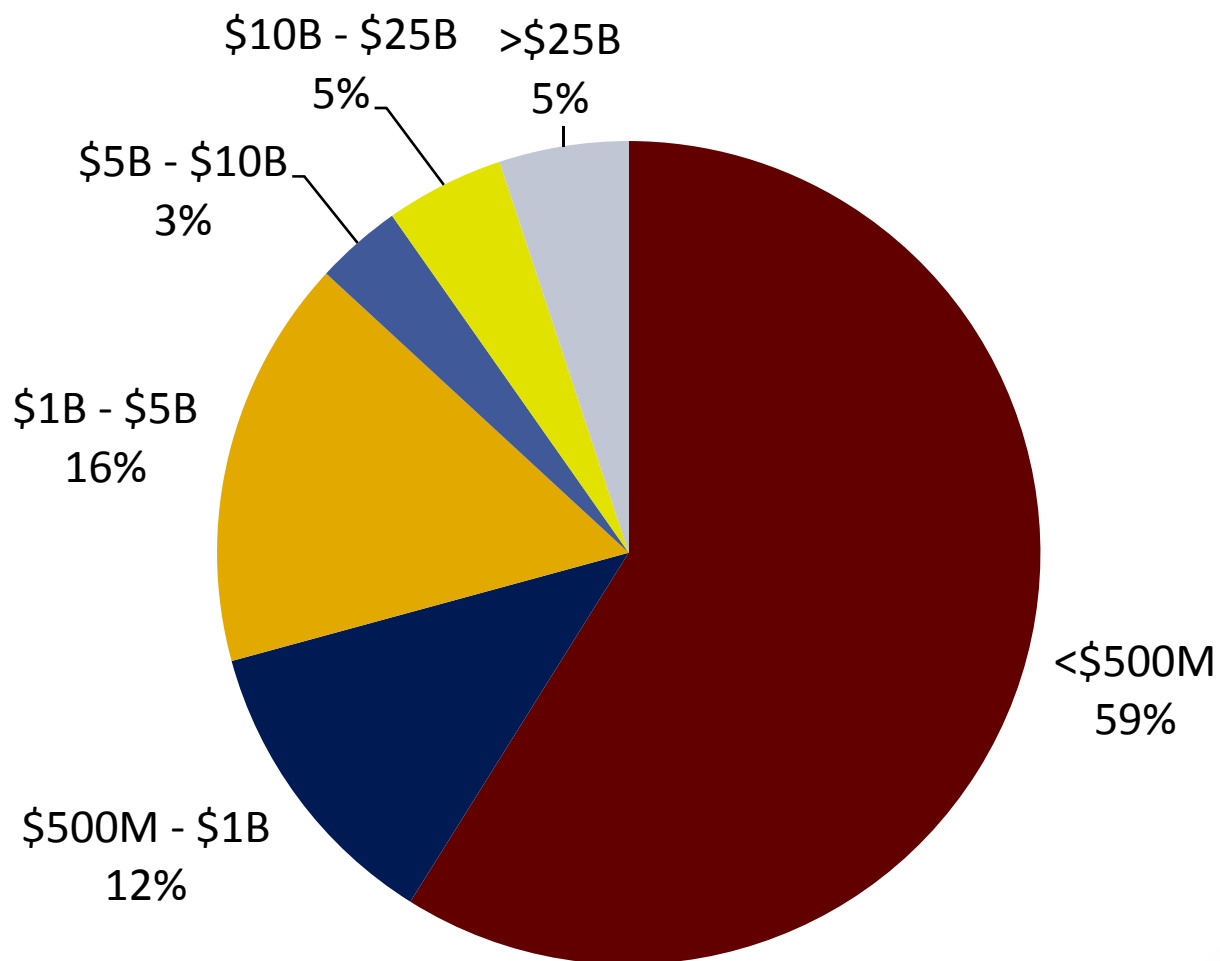
# **2011 Survey of Bank Insurance Strategies**

## ***Summary of Results***

October 2011

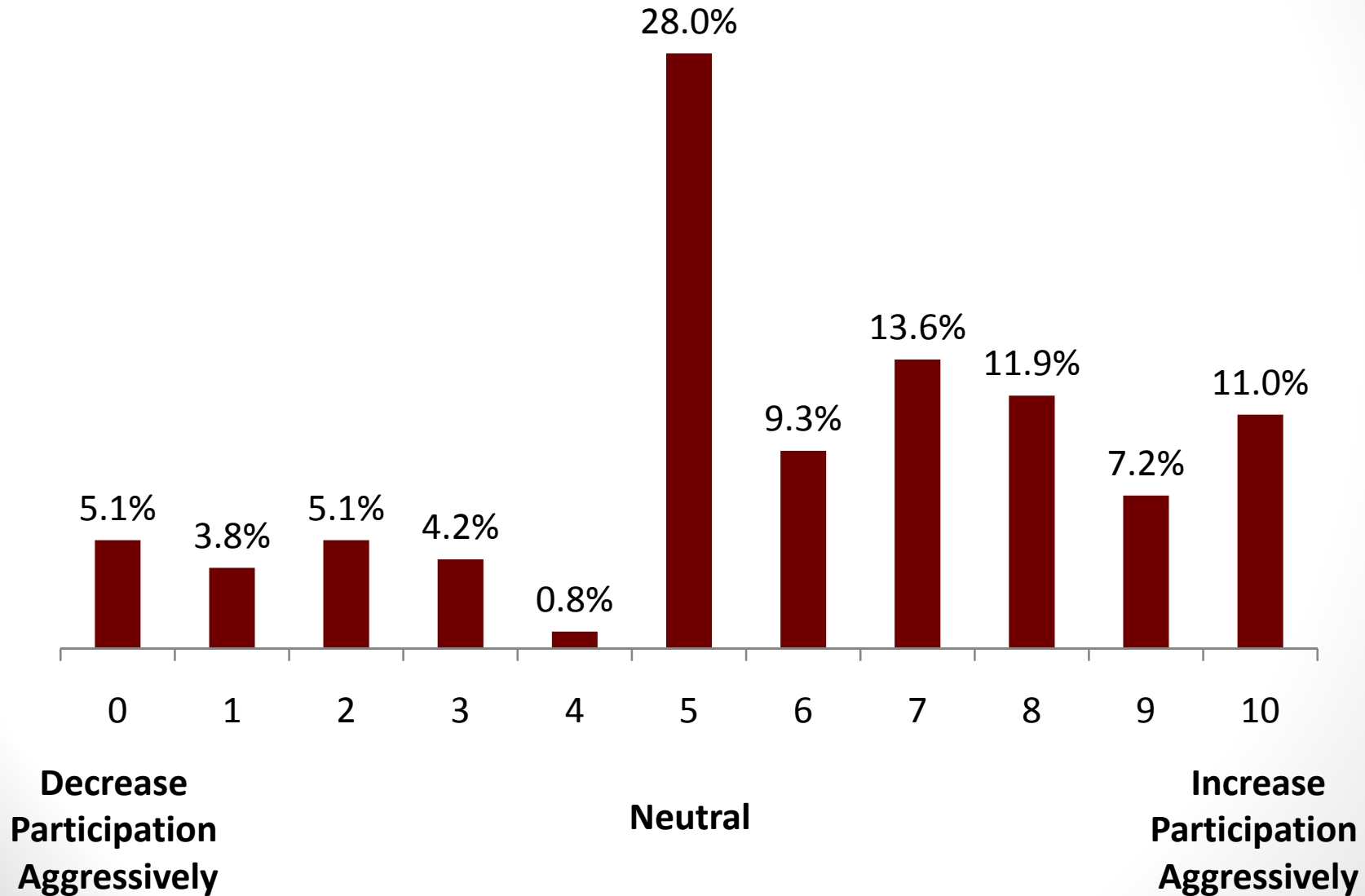
## What is your bank's asset size?

**Note: a total of 236 banks participated**



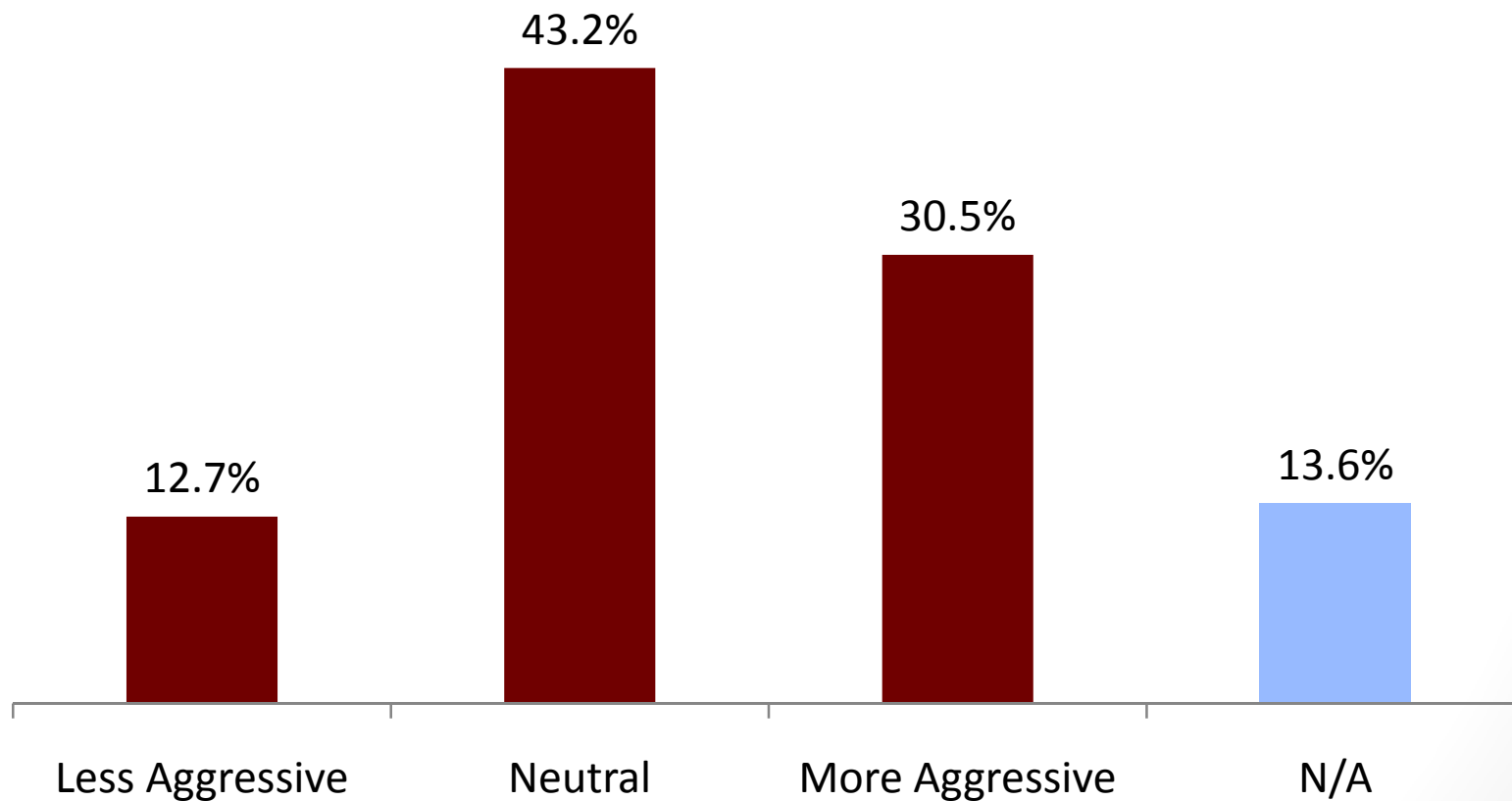


# What are the bank's plans for participating in the insurance brokerage business over the next 24 months?



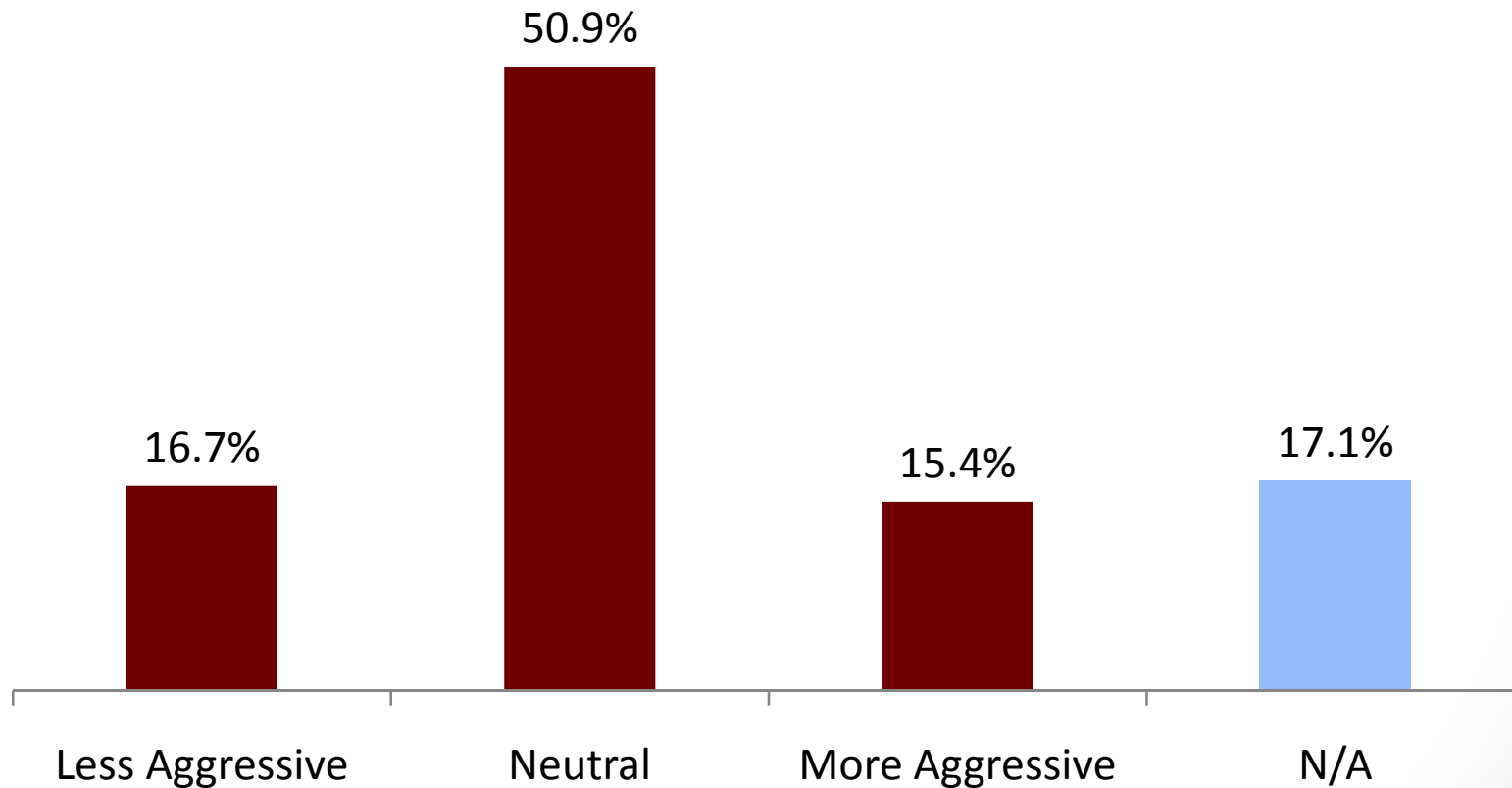
# How have the following factors impacted the bank's insurance strategy for the next 24 months?

## *The economy*



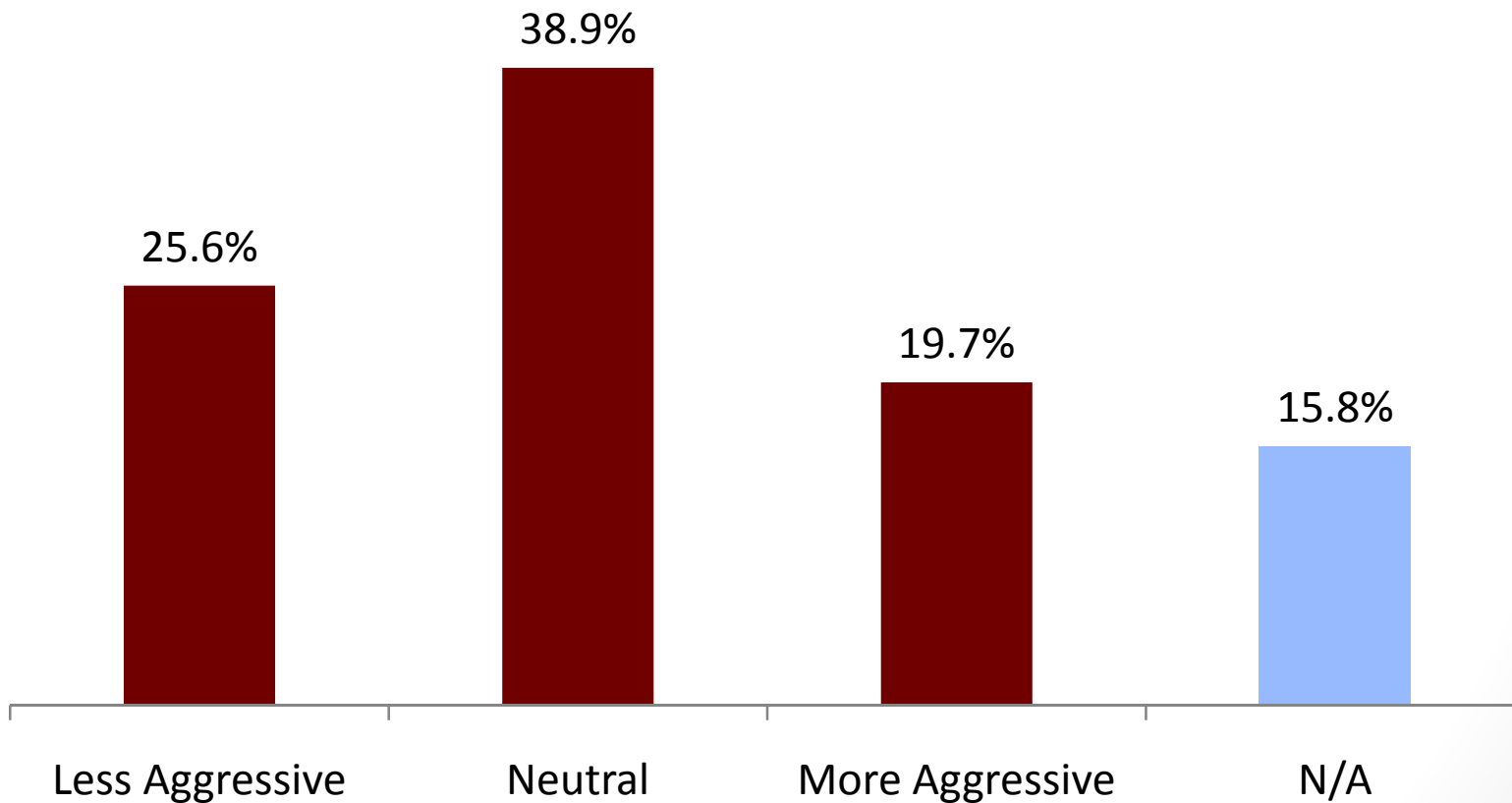
# How have the following factors impacted the bank's insurance strategy for the next 24 months?

## *Capital requirements / constraints*



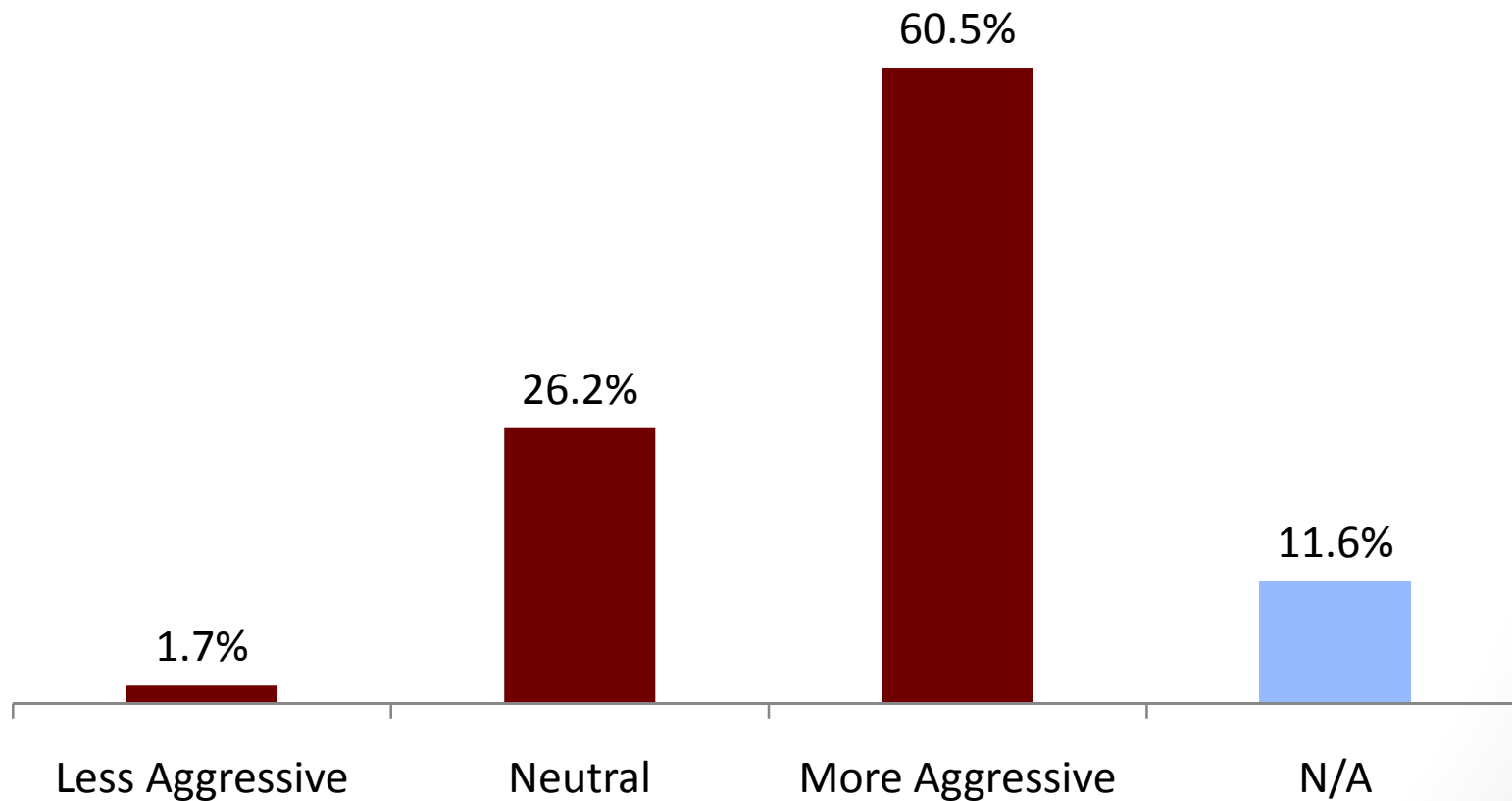
# How have the following factors impacted the bank's insurance strategy for the next 24 months?

## *Regulatory changes in banking*



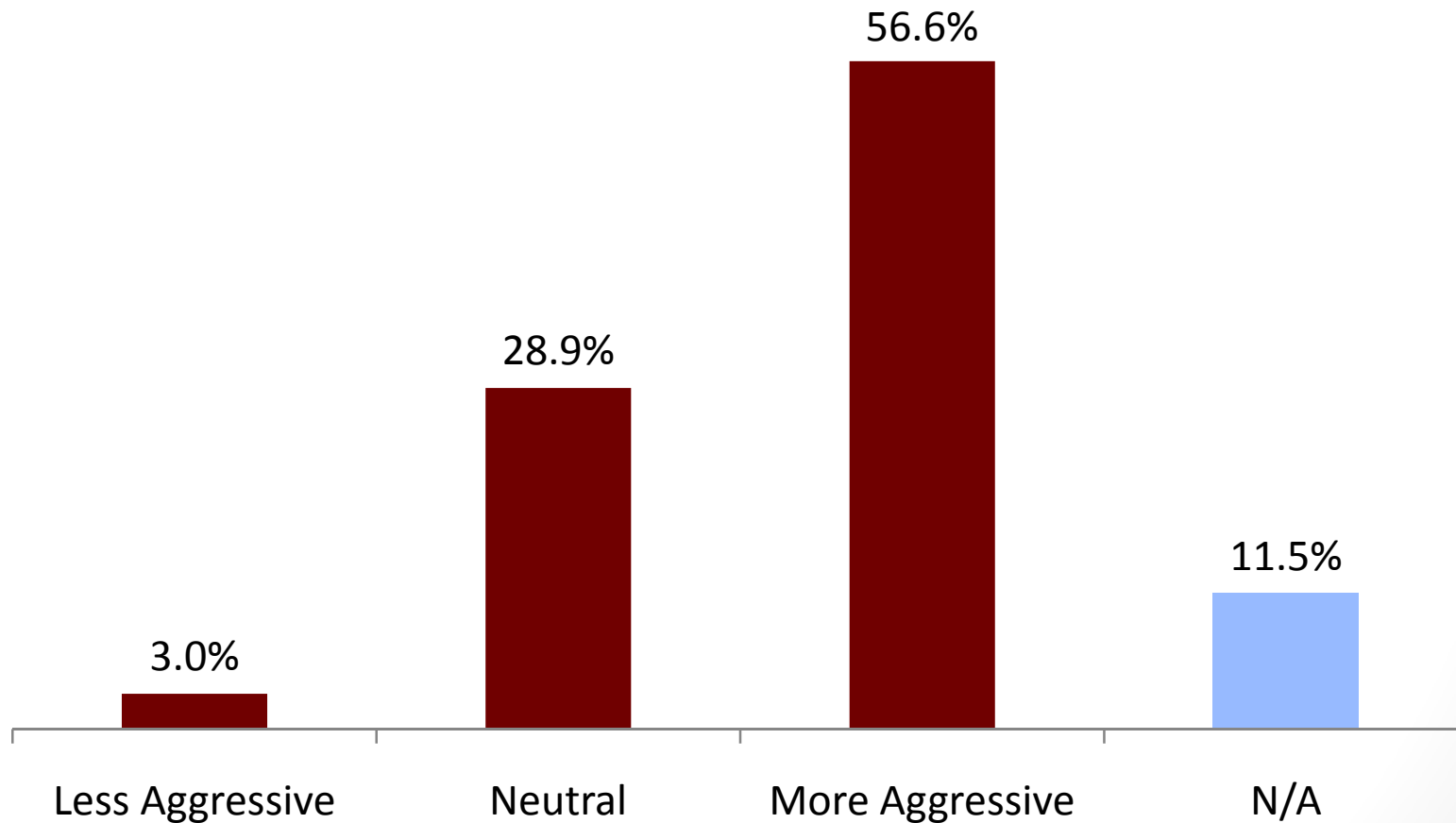
# How have the following factors impacted the bank's insurance strategy for the next 24 months?

***Bank's strategy to increase non-interest income***

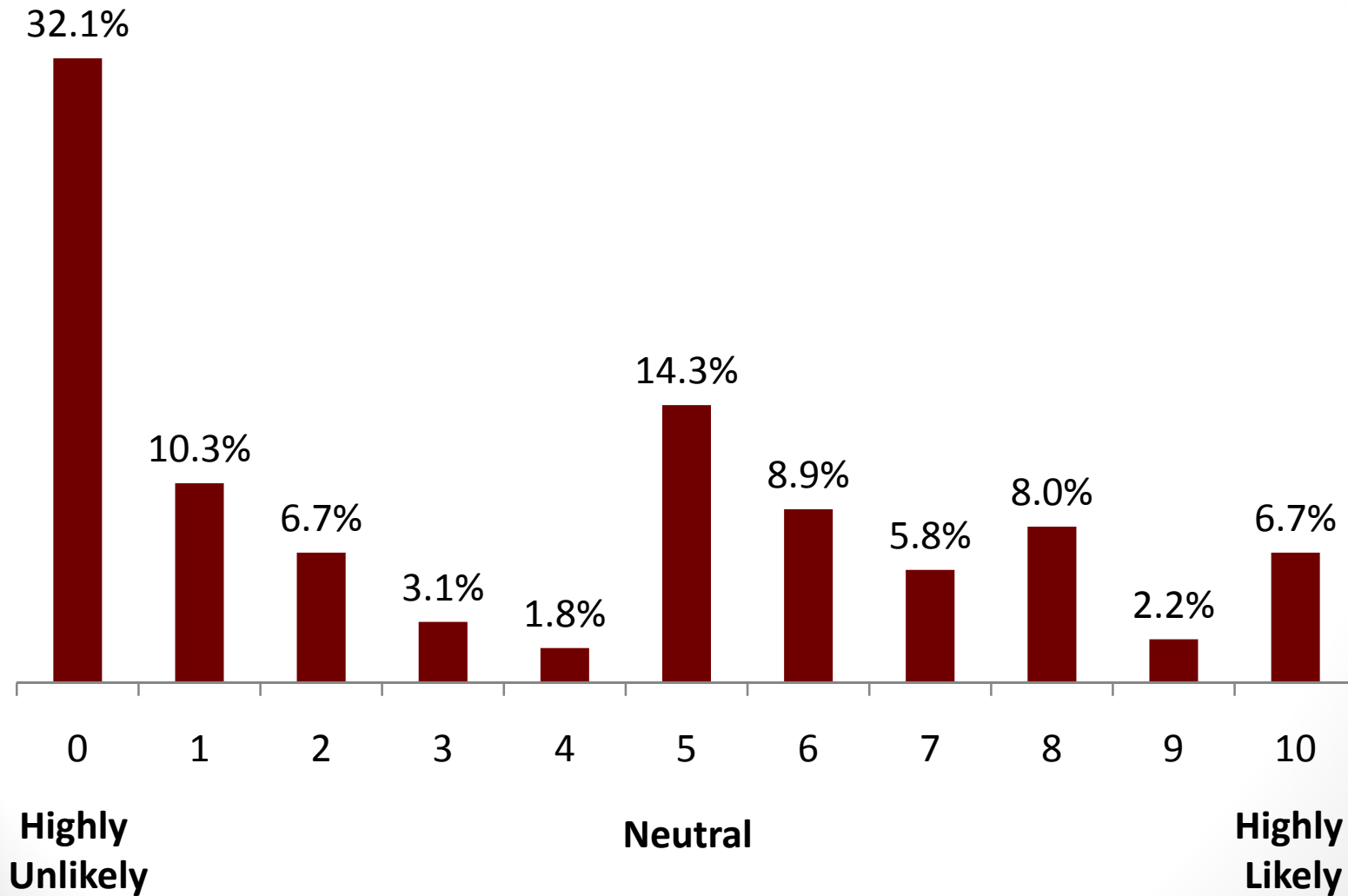


# How have the following factors impacted the bank's insurance strategy for the next 24 months?

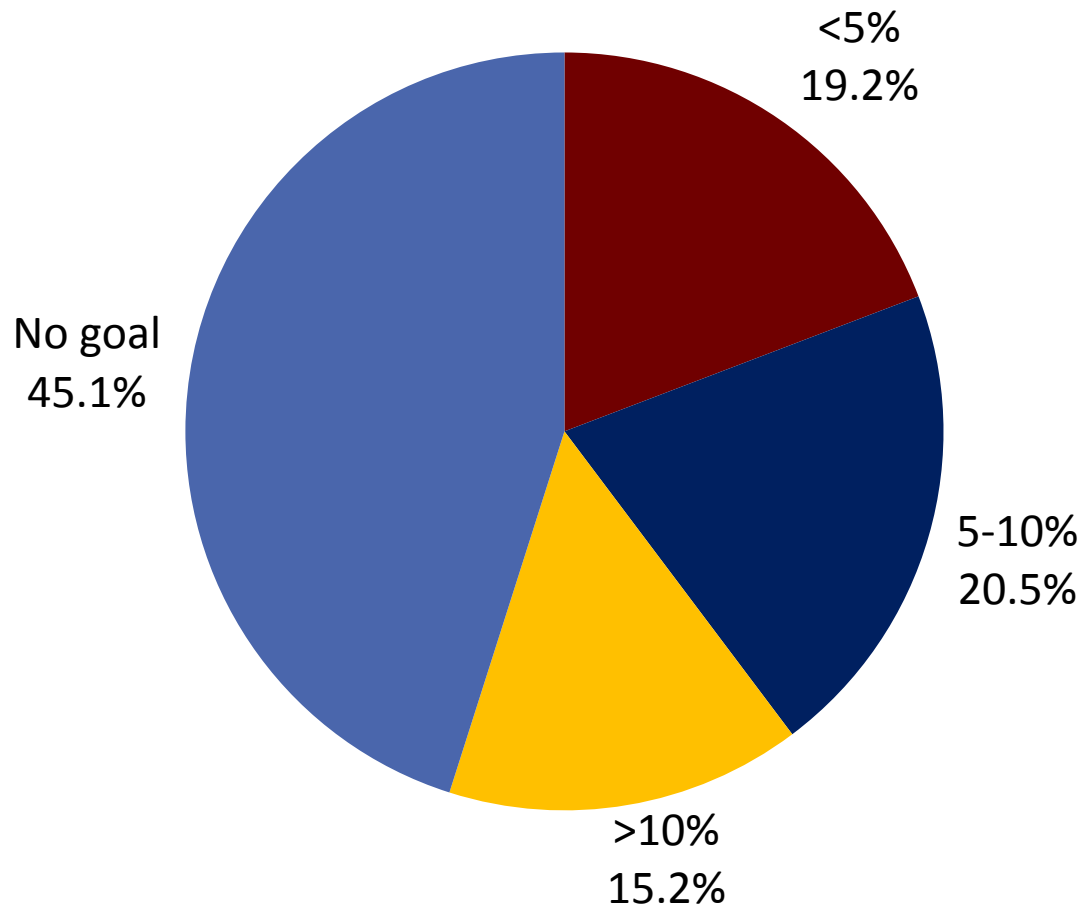
*Bank's strategy to increase earnings*



# How likely is the bank to pursue an insurance agency acquisition over the next 24 months?



# Which of the following best describes the bank's goal for the percentage of total non-interest income to be derived from insurance brokerage?



# Which of the following insurance product lines does the bank currently sell?

