

Cost/Benefit Analysis of Marketing

Efforts In A Bank

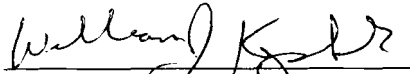
by

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ABSTRACT

Bank of Wausau is a community bank in central Wisconsin with two locations in Wausau, Wisconsin. Locally owned and operated, Bank of Wausau was established in 1999. Like any business, Bank of Wausau is constantly looking for ways to eliminate waste. It was decided that research would focus on Bank of Wausau's current marketing efforts to see if money was being well spent in attracting customers. A survey was mailed to a select number of households in addition to financial information gathered internally. The survey was used as a tool to determine if the advertising was effective and to see if Bank of Wausau was a name that was recognized in the marketplace. Other marketing efforts analyzed was money spent on organizations/clubs attended by bank personnel to see if that was a worthwhile expenditure.

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Chapter I: Introduction

Company Background

Bank of Wausau is a rapidly growing and expanding bank in Central Wisconsin with assets of \$80 million. Bank of Wausau was established on May 25, 1999. Organized by local business people, Bank of Wausau is a locally owned community bank. The bank is independent, with all control and decision-making done right in Wausau, Wisconsin. There are no out of town offices or headquarters, only the main location on Stewart Avenue, and a recently opened Branch located on Bridge Street. Bank of Wausau's motto is "A New Tradition In Banking," which emphasizes their belief in the importance of tradition while also providing the very latest services and new advances. There are currently 27 full and part-time people employed by Bank of Wausau.

Statement of the Problem

The local banking market in Central Wisconsin has been facing shrinking net income margins due to increasing interest rates, higher overhead costs, etc. Bank of Wausau is continuously looking for ways to reduce costs and improve these margins. Current marketing efforts, such as television, newspaper and other print advertisements, as well as community involvement by Bank personnel all have an exact cost associated with them, but unfortunately, the benefits to these efforts are hard to measure.

Purpose of the Study

It is the goal of this research project to determine the costs and benefits of Bank of Wausau's recent and current marketing efforts. The benefits will then be compared to the costs for each campaign/effort to see if the benefits outweigh the costs.

Assumptions of the Study

It is assumed that all of the figures provided relating to current marketing expenses are fully disclosed and accurate.

It is assumed that all survey responses are answered truthfully.

It is assumed that during the length of this Research Project the economic state of the country will remain relatively unchanged. In other words, no major events will take place, such as a world war.

*Definition of Terms**

Balance Sheet: A financial statement showing the nature and amount of a company's assets, liabilities and capital on a given date.

Basis Point: One one-hundredth of a percentage point.

Cash Flow: The amount of money remaining after subtracting cash expenses from income.

Community Bank: A bank that is locally owned and operated, and is not part of a bank holding company.

Customer Identification File (CIF): A computerized central file of information about a bank's customers that includes account and credit information.

Deposit: Money placed in a bank or other financial institution

Federal Deposit Insurance Corporation (FDIC): An agency of the U.S. government that insures deposits at banks and other qualifying financial institutions up to \$100,000 per account.

Federal Funds Rate: The interest rate at which banks and other depository institutions lend money to each other.

Gross Income: All the money received before adjustments, deductions or exemptions.

Household Income: The total income of all members of a household.

Index: A statistical measuring tool expressed in terms of percentages of a base year or years.

Interest Rate: The amount charged per year on a loan or paid on a deposit account.

Net Income: The amount of income left after taxes.

Net Worth: The value of all assets minus all debts.

Online Banking: Access by personal computer or terminal to bank information via the financial institution's website.

Profit Margin: Operating income as a percentage of sales.

Return On Investment: The profit an investment generates, expressed as cash flow divided by equity.

Yield Curve: A graph that shows the relationship between yields and maturity dates.

*All definitions taken from <http://www.bankrate.com/brm/definitions.asp?channelid=30&slid=1>

Limitations of the Study

The findings of this study are specific to the marketing efforts of Bank of Wausau only, and in no way represent all community banks. Furthermore, the findings pertain only to recent marketing efforts, and results should not be generalized for all future efforts. Results will vary depending on the circumstances.

Methodology

Research will begin by determining actual expenses paid for Bank of Wausau's marketing in the past 12 months. Efforts will then be made to associate the actual income derived from these campaigns, such as deposit accounts opened, loans closed, etc. In addition, a survey will be mailed to 400 households asking questions regarding their knowledge of Bank of Wausau and if they have seen any of Bank of Wausau's advertising or know any of the staff. With the feedback of consumers and the financial data, a breakdown of the costs versus benefits of each marketing effort will then be detailed to see if the benefits outweigh the costs, or vice versa.

Chapter II: Literature Review

Banking Trends

Commercial banks have been squeezed by competitive pressures on both the asset side and the liability side of their balance sheets (Thomas, 2000). On the asset side, corporate demand for bank loans has been reduced by the development of the commercial paper market and the advent of junk bonds. And local banks, which used to have a major advantage in local mortgage lending because they were in a superior position to evaluate risk by obtaining information about prospective borrowers, have been hurt by the securitization of mortgages (Thomas, 2000). On the liability side, banks have experienced increasing competition for consumers' funds, as alternatives to checking, saving and time deposits. Inroads were first made by money market mutual funds, and more recently, stock and bond mutual funds have been in vogue (Thomas, 2000). To combat these pressures on their profitability, banks have added new services and have begun to collect fees for those services. Services that provide fee income include trust management, brokerage services, loan syndication services and arrangement of swaps and other forms of sophisticated derivatives for business customers. Some banks have even gone so far as to charge customers a \$3 fee for teller service (Thomas, 2000).

Bank Profitability

Bank profitability is generally measured by a bank's return on assets (ROA) and a bank's return on equity (ROE). ROA is a measure of net income as a percentage of total average assets. It gauges how profitably management is using the bank's assets. ROE is a measure of net income as a percentage of average equity. It indicates to bank analysts and bank stockholders how much the bank is earning on the book value of stockholders'

investments in the bank (Friedman, 1998). To achieve the greatest profitability, a competitive bank should operate at the minimum efficient scale, the point of lowest average cost. Economists have estimated the minimum efficient scale for U.S. banks as being no more than \$125 million in deposits. If significant economies of scale exist, a competitive bank should expand via branching until the minimum efficient scale is reached (Thomas, 2000). Economies of scope exist when services may be produced more efficiently as a group than separately. Banks may also find that many financial products can share the same marketing and distribution network (Thomas, 2000).

Marketing Methods

The marketing plan normally includes an advertising plan, a sales promotion plan, a pricing plan, a distribution plan, a product plan, and a target market plan that addresses objectives and targets by market segment. The marketing plan lies at the heart of a company's revenue-generating activities (McDonald & Keegan, 1997). Marketing methods vary significantly as to how much time, money, and energy they require. Marketing methods also vary as to how quickly they will produce business (Edwards, Edwards & Douglas, 1991). Advertising is a natural extension of your marketing research and planning. It is the means for getting information about your product or service to the buying public. There are a variety of ways to accomplish this. Newspaper advertising usually reaches a large audience, has a short life span, is relatively inexpensive and is quickly and easily changed (Pinson & Jinnett, 1993). Magazines are typically more cost effective than newspapers because they go to a more targeted audience. They are a good choice if you can find a magazine where at least 20 to 30 percent of the readers are prospects (Debelak, 1994). Radio advertising is usually local,

reaches a preselected audience, can be changed frequently, is limited to brief copy, is relatively expensive but can be repeated frequently. Television advertising reaches large marketing areas, is relatively expensive and is limited to brief copy. The most widely used form of advertising is yellow page listings. Every person with a phone has a copy of the yellow pages. You have a captive audience who is looking at the directory because they are interested in what you have to offer. In addition to paid advertising, publicity has been defined as “free advertising.” (Pinson & Jinnett, 1993). Additional forms of advertising are a press release, a news memo, or a Public Service Announcement.

Alternative Marketing

In addition to advertising and publicity, there are other means of getting the message about your business to your customers. Displays may be set up at community-oriented functions such as city fairs, community events and civic meeting. Community involvement can be an effective means of advertising. Membership in civic organizations can pave the way to being a guest speaker. Active membership affords you the opportunity for networking. Participation in trade shows and exhibits allows you to take advantage of promotional campaigns that would be too expensive for a small business to undertake alone. Brochures are essential for any business for which a prospective customer needs detailed information. Brochures can be distributed through the mail, delivered door-to-door, or passed out at fairs, mall events or conventions. Direct mail can be an effective way to deliver specific information in a personal way to large numbers of people. Direct mail can take the form of inexpensive fact sheets, letters, promotional give-aways, contests, discount coupons and brochures. To be cost effective, you must target your market. Telemarketing can be an effective method for reaching

your customers. The telephone can be used to contact new customers, to maintain contact with current customers and to remind slow payers personally. One advantage to telemarketing is that you will get an instant response. Discounts are another way to get additional customers. Everyone likes to think that they are saving money. Promotional gimmicks in the form of T-shirts, pens, key rings, etc. can also get your name in front of the public. The most effective promotional materials are useful items. Marketing on the internet may be a great way to serve your current customers or to attract new ones by developing “home pages” (Pinson & Jinnett, 1993). Billboards are a reminder type of ad medium. Since your goal is to get people to repeatedly see your name so that they remember it, billboards are a good tactic for communicating with customers (Debelak, 1994). According to Phillips & Rasberry (1997), promoting personal recommendations is a superior, yet often overlooked strategy to attract and keep customers. The primary reason is that they are more cost-effective.

Cost/Benefit Analysis

Cost/benefit analysis is the process of analyzing alternative decisions to determine which decision has the greatest expected benefit relative to its costs (Morse & Zimmerman, 1997). Cost-benefit analysis is a logical way of making decisions based upon the probable outcomes of various courses of action. The practical development of cost-benefit analysis came as a result of the impetus provided by the Federal Navigation Act of 1936, which required that the U.S. Corps of Engineers carry out projects for the improvement of the waterway system when the total benefits of a project to whomsoever they accrue exceed the costs of that project (Reinhart, 2000). In America, we spend about \$130 billion a year in advertising. Nearly \$60 billion of it is just for local ads in

hometowns everywhere. Because advertising effectiveness is so difficult to measure, many advertisers just consider it part of the costs of selling and plunge ahead because of advertising's recognized advantages (Trussell, 1993).

Financial Analysis

The most common error in determining the cost of a product or service is the failure to account for all of the costs that are involved in producing a product or in providing a service, and in the general operation of a business. Most business owners mistakenly think that costing involves only those expenses related directly to the product or service and forget to account for shipping expense, office overhead, vehicle costs, commission and salaries, advertising and rent, etc. Determining the cost of a product or service means looking at all of the expenses involved in running your business (Pinson & Jinnett, 1993). If you are selling a product you must first calculate cost of goods to be sold. A business that provides a service generally will not have to consider the cost of goods to be sold. Then you must determine the variable expenses involved, such as advertising, vehicle expense, freight and sales commissions. They are volume related, meaning that as the volume of sales increases, these costs will increase, too. Fixed expenses also need to be considered. These include licenses, office supplies, maintenance, rents, and professional fees (Pinson & Jinnett, 1993).

Customer Service

It costs much more to acquire a new customer through advertising than to retain a current customer through good customer service. Retaining a customer is only $\frac{1}{4}$ the cost to acquire them (Pinson & Jinnett, 1993). Customers are five times more likely to stop doing business with a company because of poor customer service than because of poor

product quality or too high a cost. Successful companies realize that their strongest selling point can be high-quality service. Small businesses which put their emphasis on customer service are more likely to survive and succeed than companies that emphasize the advantages of lower price, convenience, speed of delivery or product performance. While these are important to the consumer, the personal dealings with staff can be what brings that customer back for repeat business (Pinson & Jinnett, 1993). Along these lines, active participation in community organizations and events can help project the identity or image you have chosen. Projecting an image is an integral part of doing business. It is the friendly feelings that people have that draw them to you and your business. It has been said that the best form of advertising is “word of mouth.” The most successful businesses are based upon customer and community loyalty (Pinson & Jinnett, 1993).

Chapter III: Methodology

The local banking market in Central Wisconsin has been facing shrinking net income margins due to increasing interest rates, higher overhead costs, etc. Bank of Wausau is continuously looking for ways to reduce costs and improve these margins. Current marketing efforts, such as television, newspaper and other print advertisements, as well as community involvement by Bank personnel all have an exact cost associated with them, but unfortunately, the benefits to these efforts are hard to measure. The research methodology used for this field problem was to gather specific cost figures for the current fiscal years marketing expenses at Bank of Wausau and try to associate the resulting benefits from each of those marketing efforts. Also, data was gathered in the form of a mail survey that addressed the consumer's knowledge of Bank of Wausau and their current bank relationships along with demographic information for informational purposes. The survey data was then analyzed to try to determine a cost/benefit trade-off between the marketing campaigns to see in general whether they were effective in reaching the intended audiences.

Subject Selection and Description

Subjects were selected at random out of the Wausau phone book. Essentially, a dart (pencil) was thrown at each page approximately 3 times and whatever name the point landed on, that household was mailed a survey. Four hundred people were chosen this way to send the survey to. The target population was the greater Wausau area, which includes Wausau, Athens, Edgar, Hatley, Marathon, Mosinee, Rothschild, Schofield and Weston.

Instrumentation

The survey used asked some basic demographic questions and then asked questions pertaining to the consumer's knowledge of Bank of Wausau and whether they had seen any of Bank of Wausau's advertisements or know any bank personnel through community involvement, etc.

Data Collection Procedures

A thirteen question survey was administered to the subject group. Data was compiled from the surveys that were returned.

Data Analysis

The data was analyzed by preparing graphs of the survey results. Also, budget information was analyzed to see how the marketing budget was allocated and then compared to the results of the survey. Finally, 2005 year end and 2006 year to date profit and loss statements were reviewed to determine loan and deposit growth.

Limitations

The results were limited to the survey responses received. Out of four hundred households surveyed, only 80 replied (20%).

Summary

The findings indicate that people in the community do indeed know who Bank of Wausau is, although not too many of these people are current Bank of Wausau customers. The advertising seems to be reaching the desired population, however, a large proportion of responses indicated that they had seen none of Bank of Wausau's advertisements. Additionally, very few people responded that they knew any of the lenders or customer service employees who work at Bank of Wausau, which would indicate that more ads

focusing on individual lenders need to be created, as well as possibly reconsidering putting money into community involvement activities/organizations for employees as it does not appear to be creating community awareness of Bank of Wausau.

Chapter IV: Results

The purpose of the study was to determine the cost and benefits of Bank of Wausau's marketing efforts and to see if people were aware of who Bank of Wausau is and if they know any of the employees. To achieve this, actual budget information as well as balance sheet and profit and loss statements were analyzed to determine the actual costs of our marketing efforts. Additionally, a survey was mailed to four hundred area households.

Marketing Budget Analysis

From discussions with Bank of Wausau's Marketing Director, it was discovered that \$20,600 was paid for 1 year of television advertising, \$1,420 was spent advertising in the newspaper, \$125 for the Families First publication, \$95 for the Buyers' Guide, \$110 for printing, and \$2,568 for the Real Estate Guide (monthly publication). The television advertising consists of one recurring advertisement that airs at varying times on one local channel. Current specials, announcements, etc. can periodically be inserted to run on the bottom of the ad. All of the other forms of advertisements change monthly.

Loan and Deposit Growth Analysis

Comparing the profit and loss statements from December 31st, 2005 and July 31st, 2006 showed that loans have increased \$10,232,508, or 15%. Deposits have grown \$5,826,607, or 28%.

Survey Results

What age range best describes you?

The majority of responses were from 55-64 year olds (29%), with 26% from the 45-54 age range, 20% from 35-44 age range, 14% from the 65+ age

range, 9% from 25-34 year olds, and 1% each from under 18 and 18-24 year olds. As my survey was intended for those who live on their own -- presumably over 18, I can only assume that some mother or father allowed their child to fill out the survey instead of filling it out themselves. As our marketing does not focus on any age group, this question was for informational purposes only.

What is your household's current annual gross income?

The majority of responses were from households in the \$50,000-\$74,999 Range (28%). The next highest response was the \$20,000-\$34,999 range (23%), followed by \$105,000+ (13%). \$75,000-\$89,999 had 10% and \$35,000-\$49,999 had 9% of the responses. 7% of the responses were from those in the \$90,000-\$104,999 range. 6% of the survey responses were left blank, and the least popular response was less than \$20,000. This question was also just for demographic sampling purposes.

What is your current employment status?

The majority of the responses said that they were employed full-time (63%). The second highest response was from those that were retired (20%), which makes sense since 43% of the responses were from those aged 55 or older. Employed part-time had 7% of the responses, with unemployed coming in at 4%. Two surveys were filled out by full-time homemakers, and the other 3 responses were combinations of the choices. This question was just for informational purposes.

Are you a homeowner?

87% said that “yes” they were homeowners, while 13% did not own a home. This question was for informational purposes, although some of our marketing efforts do focus on homeowners or first time homebuyers (ex. Construction loans, home equity loans, etc.).

Have you heard of Bank of Wausau?

88% replied that they had indeed heard of Bank of Wausau, although there still is the chance that they were confusing us with Bank of America, or some other bank. 12% of the survey respondents said that they had not heard of Bank of Wausau, which is a little disheartening but not totally unexpected. We are a fairly new bank (7 years old), and there are a lot of banks in the local market.

If yes, are you currently a customer of Bank of Wausau?

Of the 70 people who said that they had heard of Bank of Wausau, only 5 were current Bank of Wausau customers (7%). Although I have not seen any reports showing our market share, this number seems possible considering our size and length of time in the market.

If you aren't currently a Bank of Wausau customer, at what type of institution do you currently do your banking?

40% of the 65 people who were not Bank of Wausau customers do use a bank for their financial services/transactions. 22% are at credit unions, 19% a customers of a bank and a credit union, and only 5% were at a savings and loan. The rest of the responses were either left blank, other, or a combination. As a bank was most common answer, it tells me that we just have a lot of competitors

to deal with, but that we could possibly steal these customers by convincing them of the benefits Bank of Wausau can offer.

What financial services do you currently use?

Checking, savings and or money market accounts (demand deposits) were the most popular answer, with 68 people saying that they had these. 44 people have loans, 12 have CDs and 7 said they have other financial services. This question was not limited to one responses, so some people had more than one checked. This question shows what services are most commonly used.

What is your primary motivation when choosing a financial service?

Rate was the most popular answer (45%), with service at 32%. Some people picked both rate and service (10%), with 9% saying they are motivated by something other than rate or service.

How do you perceive Bank of Wausau?

59% said that they see Bank of Wausau as a consumer bank. Commercial bank was the next frequent choice at 16%. 12% said other, 7% left the question blank, 4% said investment bank, and the remaining responses were combinations of the choices.

Have you seen/heard any ads for Bank of Wausau?

This question was probably the most important question in the entire survey. 34 people responded that they had seen our ad in the Wausau Daily Herald (newspaper). The same number of people responded that they had seen our ad on WAOW TV 9 as people who had seen no Bank of Wausau ads whatsoever (22). 13 people saw our ad in the Real Estate Guide. 9 saw our ad in

the Buyers' Guide. 7 saw an other form of advertisement, which from one response written in I can only assume is our sign at our Bridge Street location that advertises CD specials, etc. The Central Wisconsin Shopper and Home Buyers' Guide each had 3 people say they saw the ads. 2 people saw our ad in the Tribune/Record Review. 2 survey responses were left blank, which could probably be viewed as 'None' or that they were not sure if they had seen ads or not. According to the survey results, no one has seen our ads in Our Town or Families First.

Do you know any of the lenders/customer service members that work at Bank of Wausau?

94% of the responses indicated that they did not know any of our lenders or customer service members, which probably directly corresponds to the 5 people who were Bank of Wausau customers. If that is the case, no one who is not a customer knows any of our employees.

If yes, how do you know them?

Two of the 'yes' answers said that they deal with a lender or customer service member at the Bank of Wausau, and four of the responses were other.

Chapter V: Discussion

The purpose of the research was to determine if the benefits outweighed the costs of marketing efforts at Bank of Wausau. Marketing efforts include our local advertising in newspapers, television, etc., as well as our lenders and other employee involvement in organizations/clubs that the Bank would pay for. As actual association of loans or deposit accounts opened per a specific advertisement is very hard to analyze, a survey was mailed to see if people were seeing our ads and hearing our name in the community.

Limitations

The findings of this study are specific to the marketing efforts of Bank of Wausau only, and in no way represent all community banks. Furthermore, the findings pertain only to marketing efforts since the beginning of 2006, and results should not be generalized for all future efforts. Results will vary depending on the circumstances. The survey findings/results are limited to those households that mailed their responses back. This number represents 20% of the entire group that the survey was mailed to.

Conclusions

Although a direct cost/benefit analysis could not be done pertaining to each marketing effort, it can be concluded that our marketing dollars are being put to good use. People are starting to become more and more aware of who Bank of Wausau is and are seeing quite a few of our advertisements. The survey results indicate this, as well as the growth in our loans and deposits. We do not have a huge market share in the community, and quite a large percent of the population have not seen any ads for Bank of Wausau or do not know any of our lenders or customer service staff, but I feel that this will improve as time goes by.

Recommendations

I would propose that senior management and the marketing department review and reallocate funds for next year's budget, eliminating ads placed in Our Town and Families First, as they are not being noticed. More money should be allocated to creating ads that feature lenders and/or customer service representatives. The majority of the marketing budget was spent on a television ad, yet there was not a proportional number of survey responses that indicated that they had seen this ad. A suggestion would be to purchase a billboard advertisement instead that features some or all of our lenders/customer service staff.

Also, even though it appears that it is not a significant source of expense on the profit and loss statement, I would propose that money not be spent on membership dues, since it does not appear to be helping people recognize our staff and bringing in business like might be expected.

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Bank of Wausau

2010 Stewart Ave. and 210 E. Bridge St. • 715-845-8680

July 7, 2006

As a financial institution, Bank of Wausau is committed to meeting the needs of current and potential customers. We pride ourselves in being responsive to community needs, supportive of community functions and understanding of local issues. In order to achieve a higher level of service, we are gathering data that will allow us to evaluate our current and future marketing efforts.

Your household is one of a small number in which people are being asked to give some of their demographic information as well as answer a few simple questions regarding their familiarity with Bank of Wausau and their current banking practices. It was drawn in a random sample of the greater Wausau Area. In order that the results will truly represent the thinking of people of Wausau, it is important that each questionnaire be completed and returned within 10 days of the date of this letter.

You may be assured of complete confidentiality. The questionnaire has an identification number for mailing and prize drawing purposes only. This is so that we may check your name off of the mailing list when your questionnaire is returned, and if your entry form is drawn for a prize, we will use the identification number so that we can mail you your prize. Also, you may be assured that your responses will not initiate further solicitation from us.

The results of this research will help Bank of Wausau to better meet the needs of people in the community. As mentioned above, as thanks for your participation, when we receive your completed survey, you will be entered into a drawing to win one of eight \$50 savings bonds. The survey number on the entry form will allow us to later match your name and address from the initial mailing list we used to mail the survey.

If any questions arise, please feel free to contact me at (715) 845-8680 or Sue Foxwell at (715) 232-2477.

Thank you for your assistance.

Sincerely,

Connie L Vachowiak

Connie L. Vachowiak
Project Director

Consent to Participate in UW-Stout Approved Research

Title:

Cost/Benefit Analysis of Marketing Efforts
in a Bank of Wausau

Investigator:

Connie Vachowiak
2010 Stewart Avenue
Wausau, WI 54401

Description:

The research being performed will be used to try to determine the cost/benefit trade-off for the marketing efforts currently being conducted at Bank of Wausau. Part of the research involves the use of a survey mailed to randomly selected individuals in the greater Wausau area to get their feedback on questions relating to knowledge about our Bank including our advertising and employees. The survey will be used to get a general idea of how successful each marketing effort is, with the ultimate goal being to improve profits/margins and provide the products/services that the consumer finds valuable.

Risks and Benefits:

There are no risks involved with completing this survey. Response is completely voluntary. The benefits to completing the survey and returning it to us will be that you get entered for a chance to win one of eight \$50 savings bonds. Additionally, the information you provide will help Bank of Wausau become a Bank that is more responsive to consumers' wants and needs.

Time Commitment and Payment:

The survey is estimated to take 5 minutes to complete. Following the survey deadline, eight winners will be drawn randomly and mailed their \$50 savings bond.

Confidentiality:

Your name will not be included on any documents. We do not believe that you can be identified from any of this information. This informed consent will not be kept with any of the other documents completed with this project.

Right to Withdraw:

Your participation in this study is entirely voluntary. You may choose not to participate without any adverse consequences to you. Should you choose to participate and later wish to withdraw from the study, you may discontinue your participation at this time without incurring adverse consequences.

IRB Approval:

This study has been reviewed and approved by The University of Wisconsin-Stout's Institutional Review Board (IRB). The IRB has determined that this study meets the ethical obligations required by federal law and University policies. If you have questions or concerns regarding this study please contact the Investigator or Advisor. If you have any questions, concerns, or reports regarding your rights as a research subject, please contact the IRB Administrator.

Investigator:

Connie Vachowiak
2010 Stewart Avenue
Wausau, WI 54401
(715) 845-8680

IRB Administrator:

Sue Foxwell, Director, Research Services
152 Vocational Rehabilitation Bldg.
UW-Stout
Menomonie, WI 54751
(715-0232-2477)

Advisor:

Bill Kryshak
257 Tech Wing
UW-Stout Menomonie, WI 54751
(715-232-1190
kryshakb@uwstout.edu

Statement of Consent:

By completing the following survey, you agree to participate in the project entitled, "Cost/Benefit Analysis of Marketing Efforts In A Bank."

SURVEY

This research has been approved by the UW-Stout IRB as required by the Code of Federal Regulation Title 45 Part 46.



1. What age range best describes you?

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65+

2. What is your household's current annual gross income?

- ☐ Less than \$20,000
- ☐ \$20,000 - \$34,999
- ☐ \$35,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$89,999
- ☐ \$90,000 - \$104,999
- ☐ \$105,000+

3. What is your current employment status?

- ☐ Employed Full Time
- ☐ Employed Part-Time
- ☐ Unemployed
- ☐ Retired
- ☐ Full-Time Homemaker

4. Are you a homeowner?

- ☐ No
- ☐ Yes

5. Have you heard of Bank of Wausau?

- ☐ No
- ☐ Yes

6. If yes, are you currently a customer of Bank of Wausau?

- ☐ No
- ☐ Yes

7. If you aren't currently a Bank of Wausau customer, at what type of institution do you currently do your banking?

- ☐ Bank
- ☐ Credit Union
- ☐ Savings and Loan
- ☐ Other

8. What financial services do you currently use?

- ☐ Loan
- ☐ Checking, Savings and/or Money Market
- ☐ CD
- ☐ Other

9. What is your primary motivation when choosing a financial service?

- ☐ Rate
- ☐ Service
- ☐ Other

10. How do you perceive Bank of Wausau?

- ☐ Consumer Bank
- ☐ Commercial Bank
- ☐ Investment Bank
- ☐ Other

11. Have you seen/heard any ads for Bank of Wausau?

- Mark all that apply.
- ☐ Wausau Daily Herald
 - ☐ Real Estate Guide
 - ☐ Central Wisconsin Shopper
 - ☐ Buyers' Guide
 - ☐ Tribune/Record Review
 - ☐ Our Town
 - ☐ Families First
 - ☐ Home Buyers' Guide
 - ☐ WAOW TV 9
 - ☐ None
 - ☐ Other

12. Do you know any of the lenders/customer service members that work at Bank of Wausau?

- ☐ No
- ☐ Yes

13. If yes, how do you know them?

- ☐ Deal with them at the Bank
- ☐ Saw them in an ad
- ☐ Met them at a social function
- ☐ Met them at a conference/seminar
- ☐ Met them at a club/organization
- ☐ Other

Prize Drawing Entry Form

Survey # 249

Prizes: 8 - \$50 Savings Bonds

1. What age range best describes you?

Under 18	1	count	69
18-24	1	%	17.25%
25-34	6		
35-44	14		
45-54	18		
55-64	19		
65+	10		

2. What is your household's current annual gross income?

Less than \$20,000	3		
\$20,000-\$34,999	16		
\$35,000-\$49,999	6		
\$50,000-\$74,999	19	69	
\$75,000-\$89,999	7		
\$90,000-\$104,999	5		
\$105,000+	9		
Left Blank	4		

3. What is your current employment status?

Employed Full-Time	43		
Employed Part-Time	5		
Unemployed	3		
Retired	13	69	
Full-Time Homemaker	2		
Retired and Employed Part-Time	1		
Retired and Employed Full-Time	1		
Employed both Full and Part-Time	1		

4. Are you a homeowner?

No	9		
Yes	60	69	

5. Have you heard of Bank of Wausau?

No	8		
Yes	61	69	

6. If yes, are you currently a customer of Bank of Wausau?

No	57		
Yes	4	61	

7. If you aren't currently a Bank of Wausau customer, at what type of institution do you currently do your banking?

Bank	27		
Credit Union	15		
Savings and Loan	3		
Other	1		
Bank and Credit Union	13		
Credit Union and Savings & Loan	2	66	
Bank and Savings & Loan	1		
Bank, Credit Union and Savings & Loan	1		

Left Blank	3	
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8. What financial services do you currently use?

Loan	44	
Checking, Savings and/or Money Market	68	
CD	12	
Other	7	

9. What is your primary motivation when choosing a financial service?

Rate	31	
Service	22	
Other	6	
Rate and Service	7	69
Service and Other	2	
Left Blank	1	

10. How do you perceive Bank of Wausau?

Consumer Bank	40	
Commercial Bank	11	
Investment Bank	3	
Other	8	
Consumer and Investment	1	69
Consumer and Commercial	1	
Left Blank	5	

11. Have you seen/heard any ads for Bank of Wausau? Mark all that apply.

Wausau Daily Herald	34	
Real Estate Guide	13	
Central Wisconsin Shopper	3	
Buyers' Guide	9	
Tribune/Record Review	2	
Our Town	0	
Families First	0	93
Home Buyers' Guide	3	
WAOW TV 9	22	
None	22	
Other	7	
Left Blank	2	

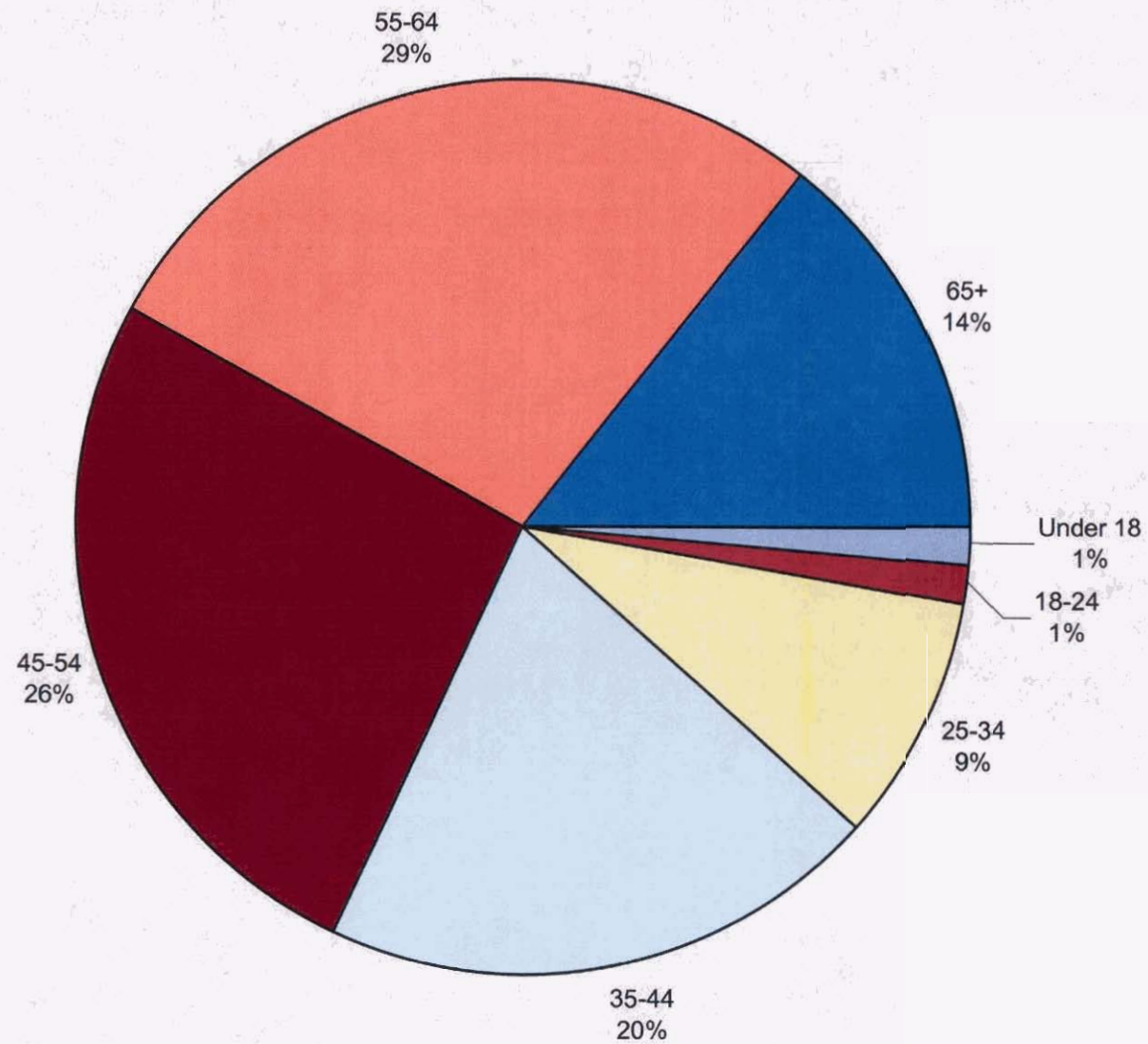
12. Do you know any of the lenders/customer service members that work at Bank of Wausau?

No	65	
Yes	4	69

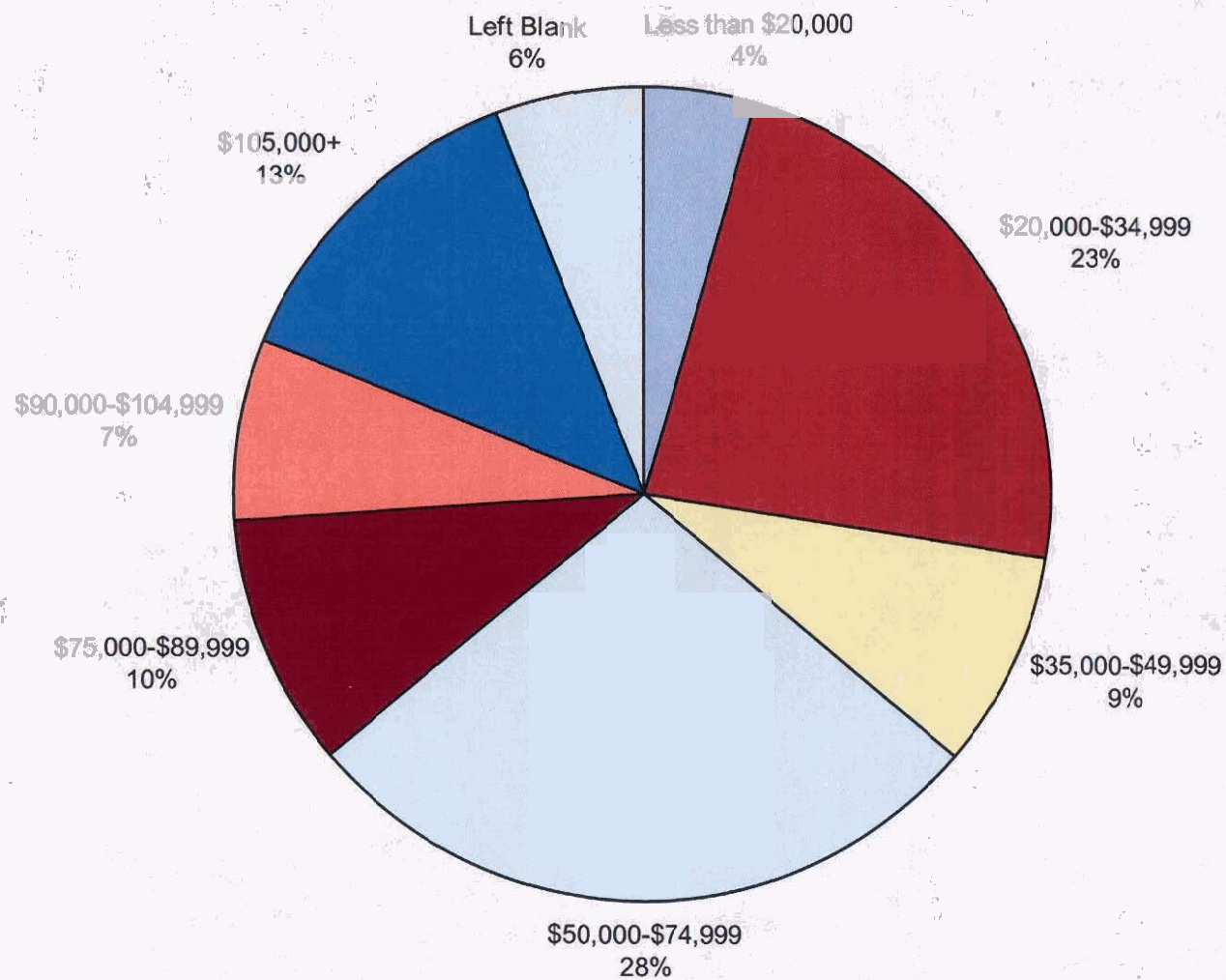
13. If yes, how do you know them?

Deal with them at the Bank	2	
Saw them in an ad	0	
Met them at a social function	0	
Met them at a conference/seminar	0	
Met them at a club/organization	0	
Other	4	

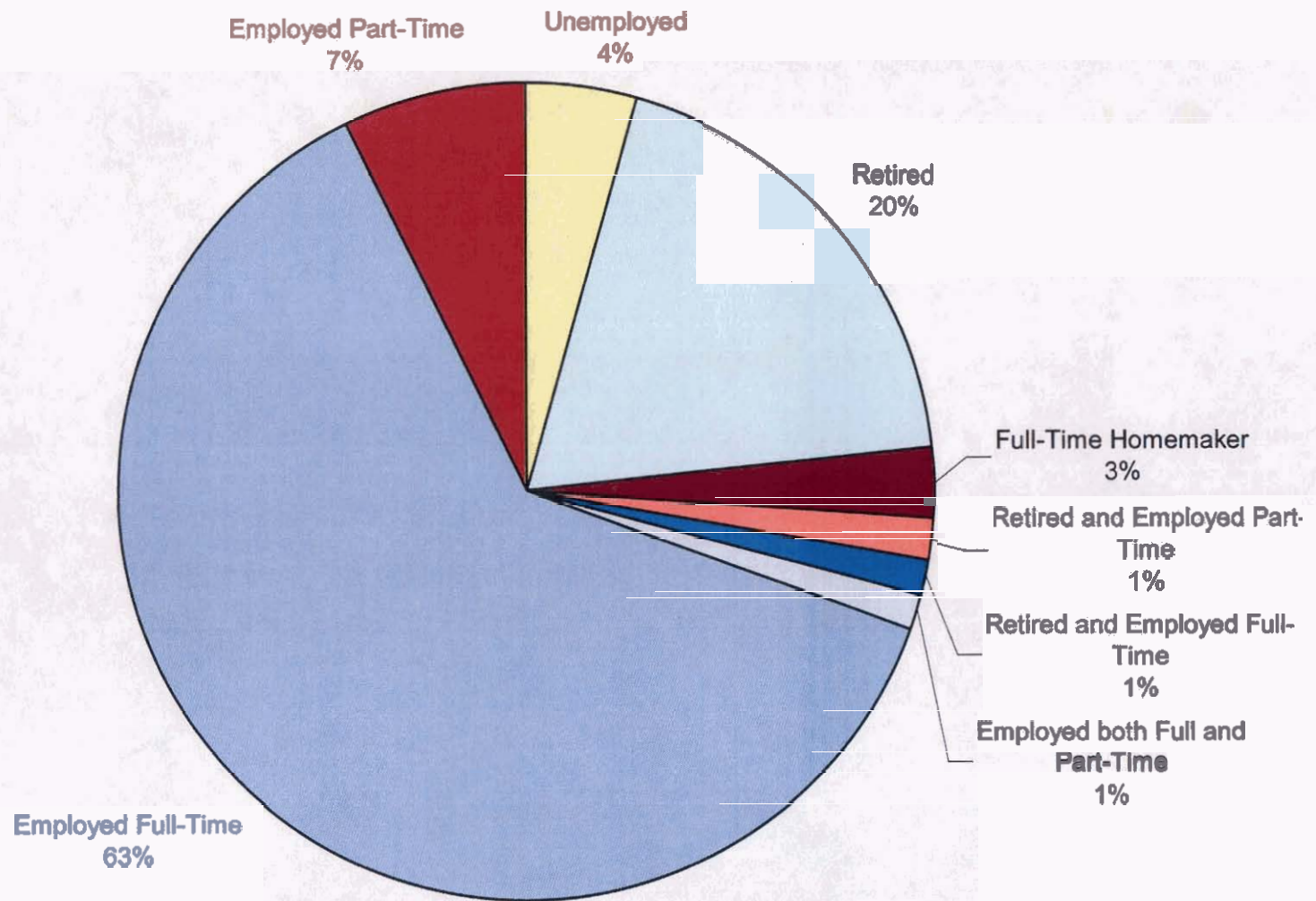
What age range best describes you?



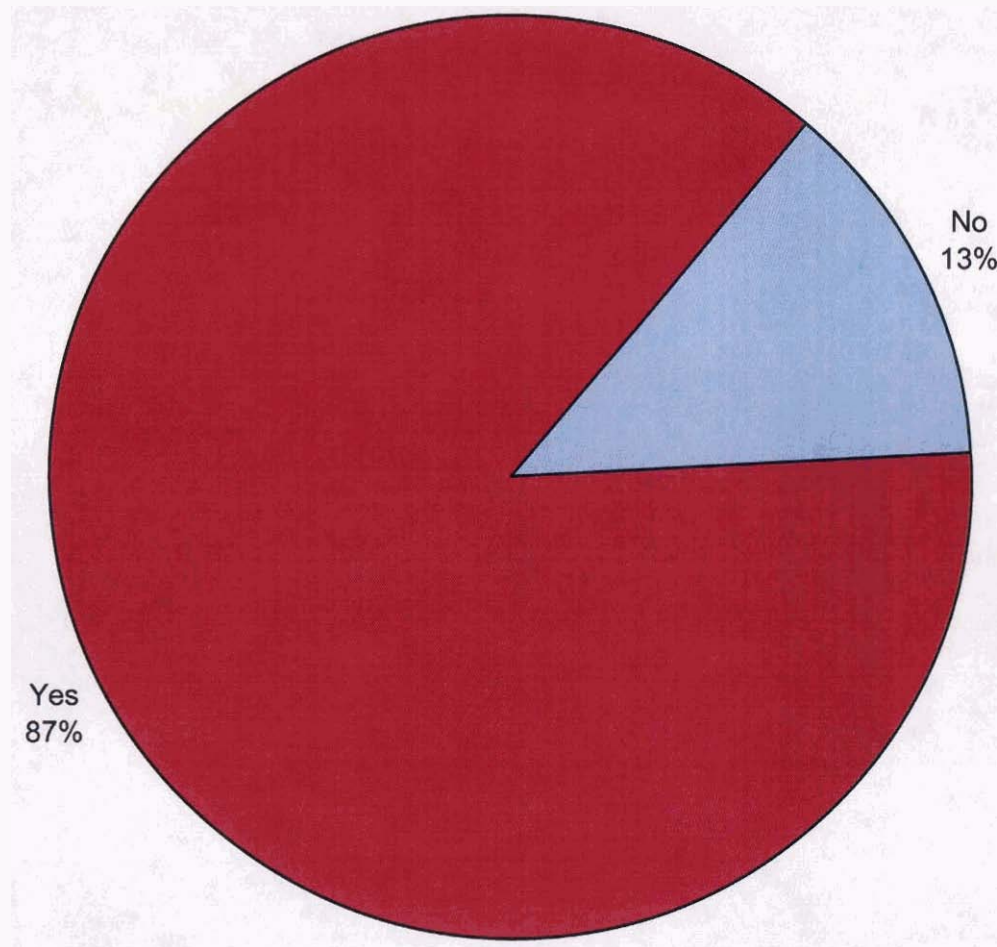
What is your household's current annual gross income?



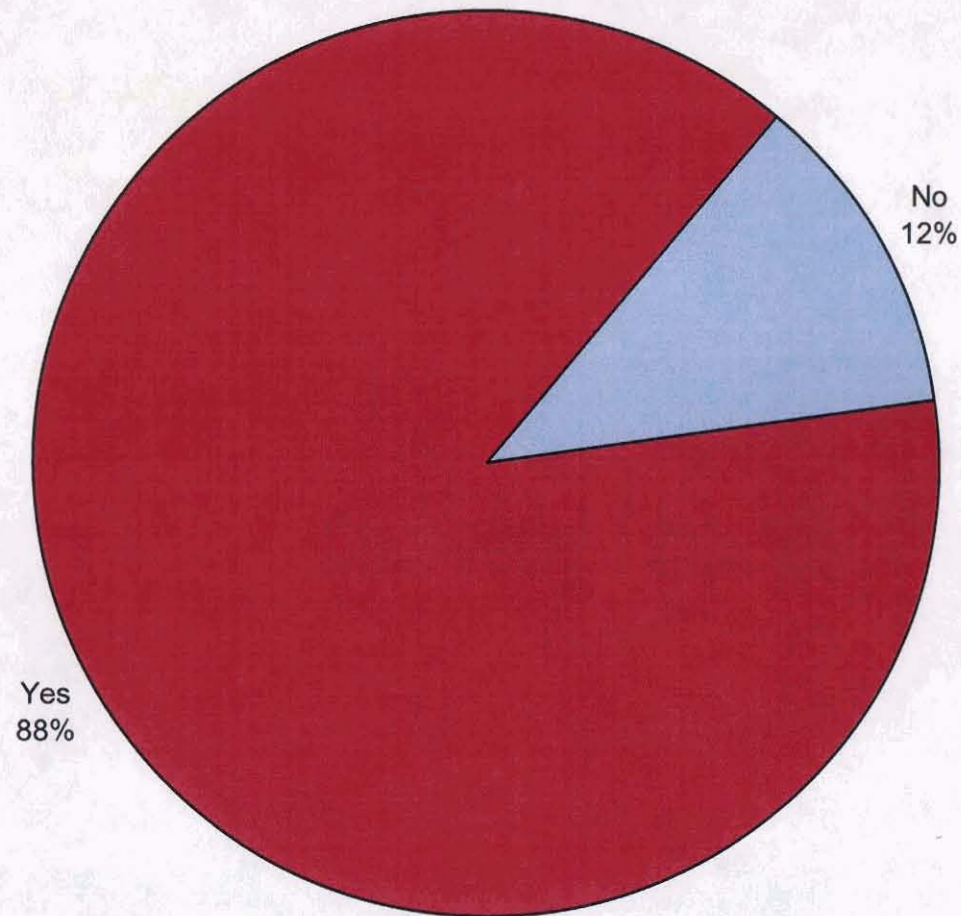
What is your current employment status?



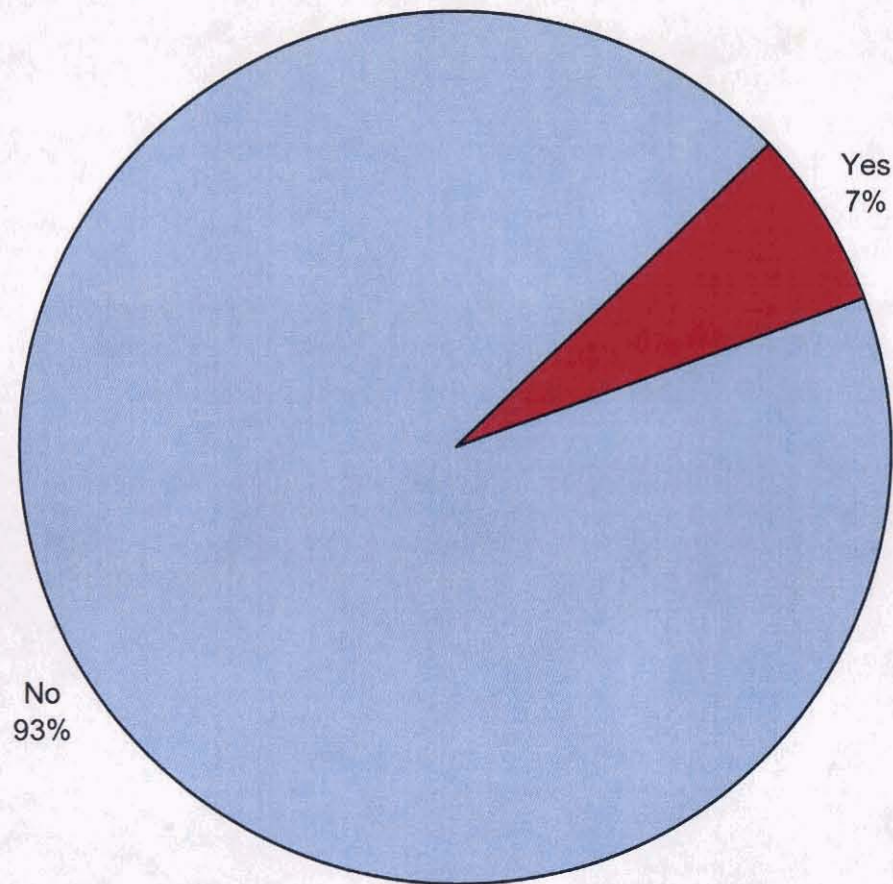
Are you a homeowner?



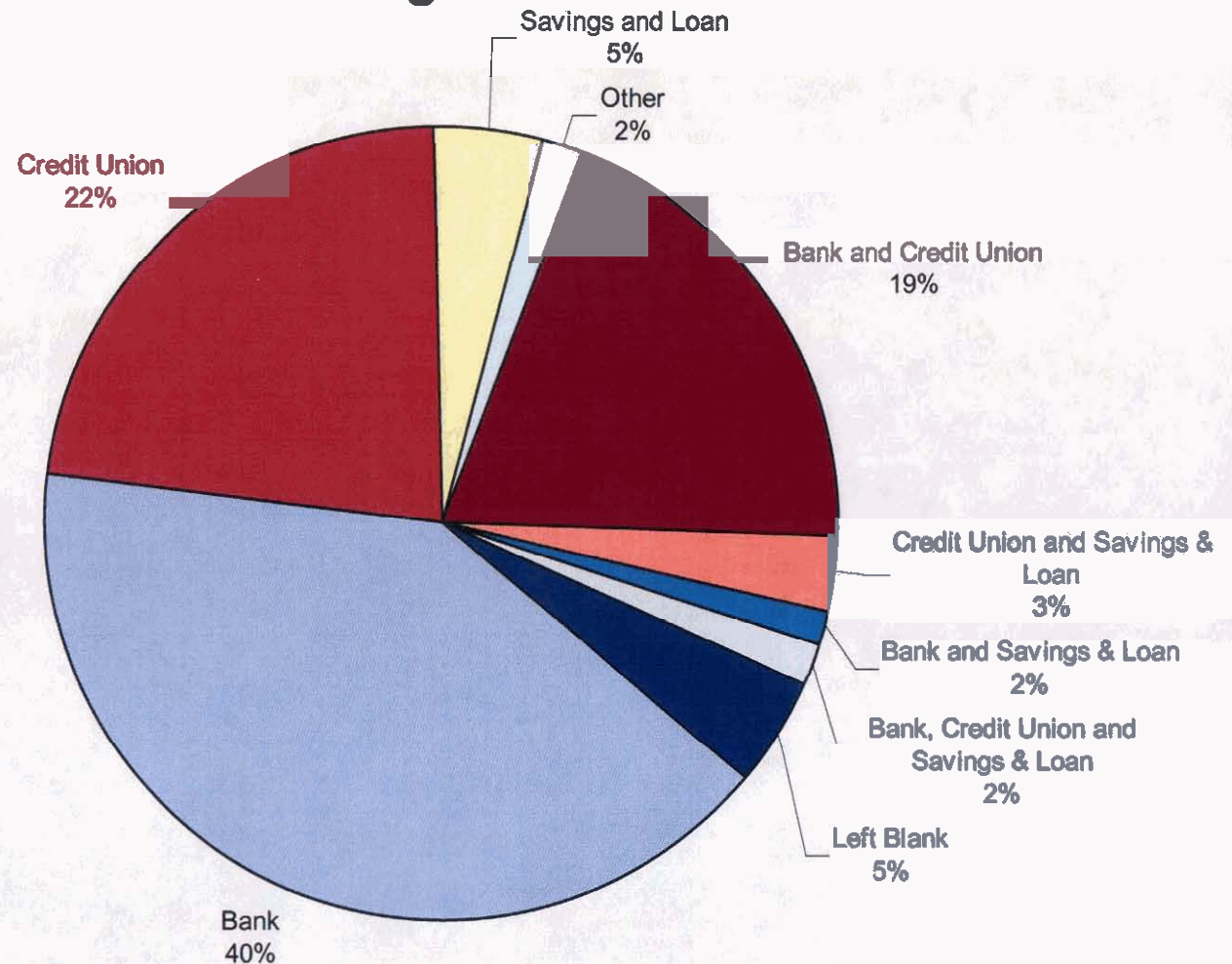
Have you heard of Bank of Wausau?



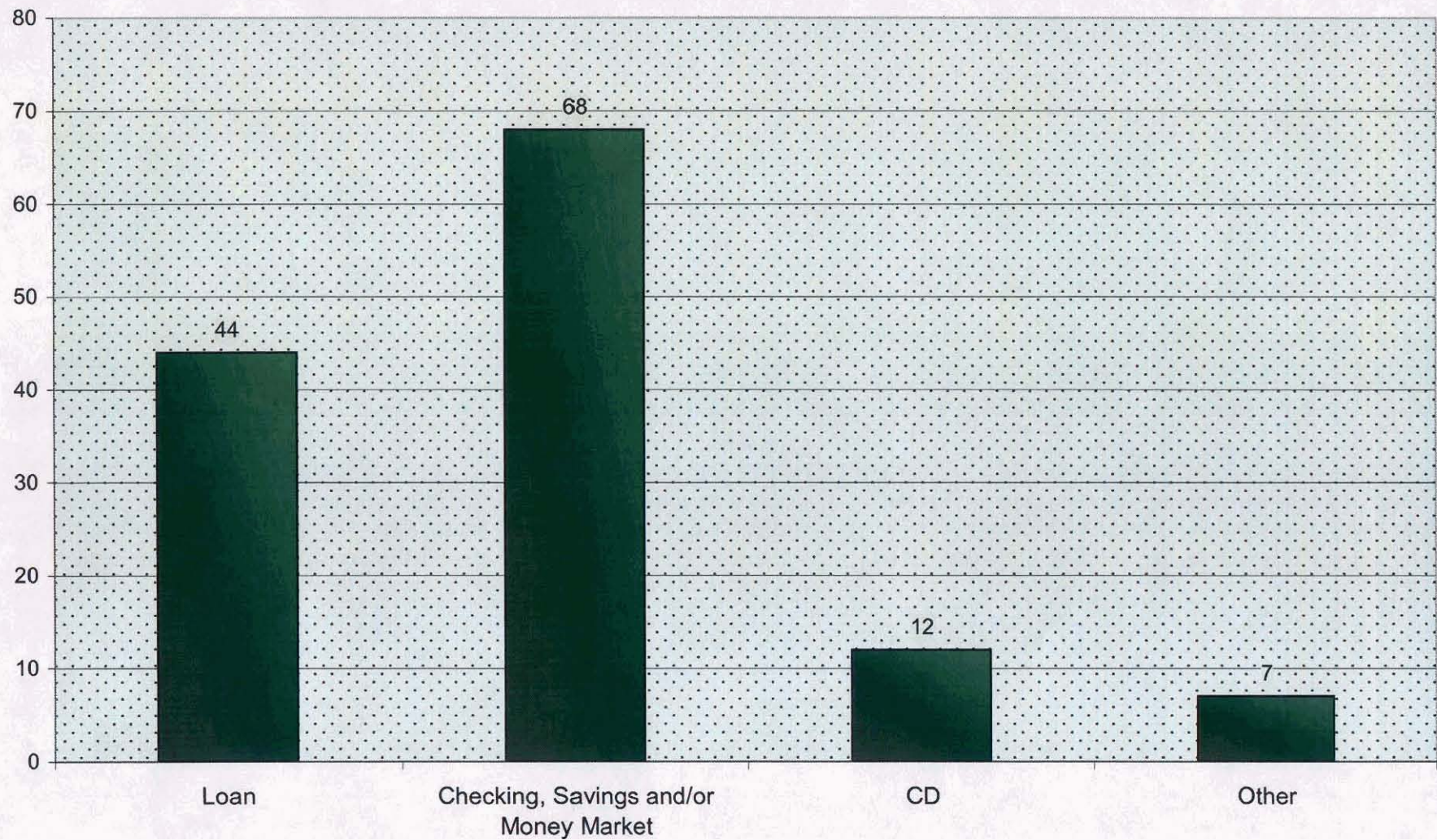
If yes, are you currently a customer of Bank of Wausau?



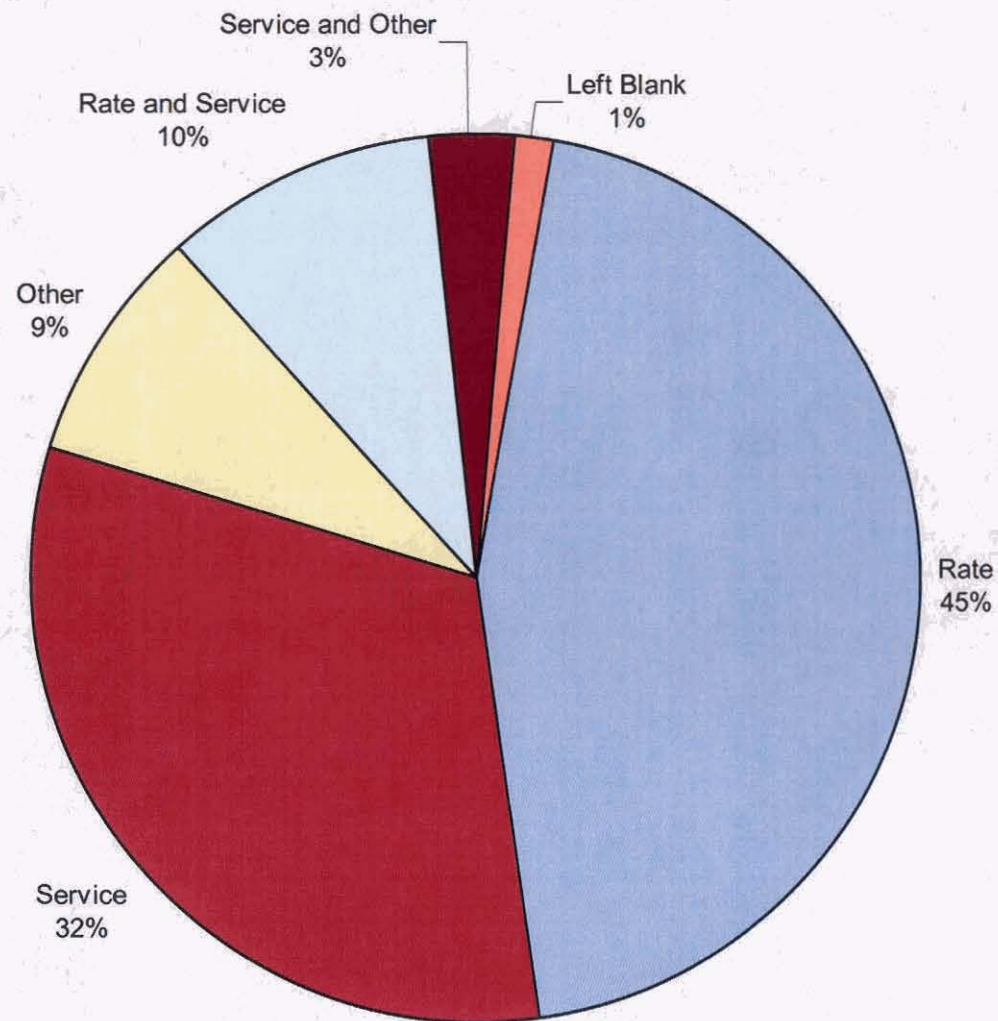
If you aren't currently a Bank of Wausau customer, at what type of institution do you currently do your banking?



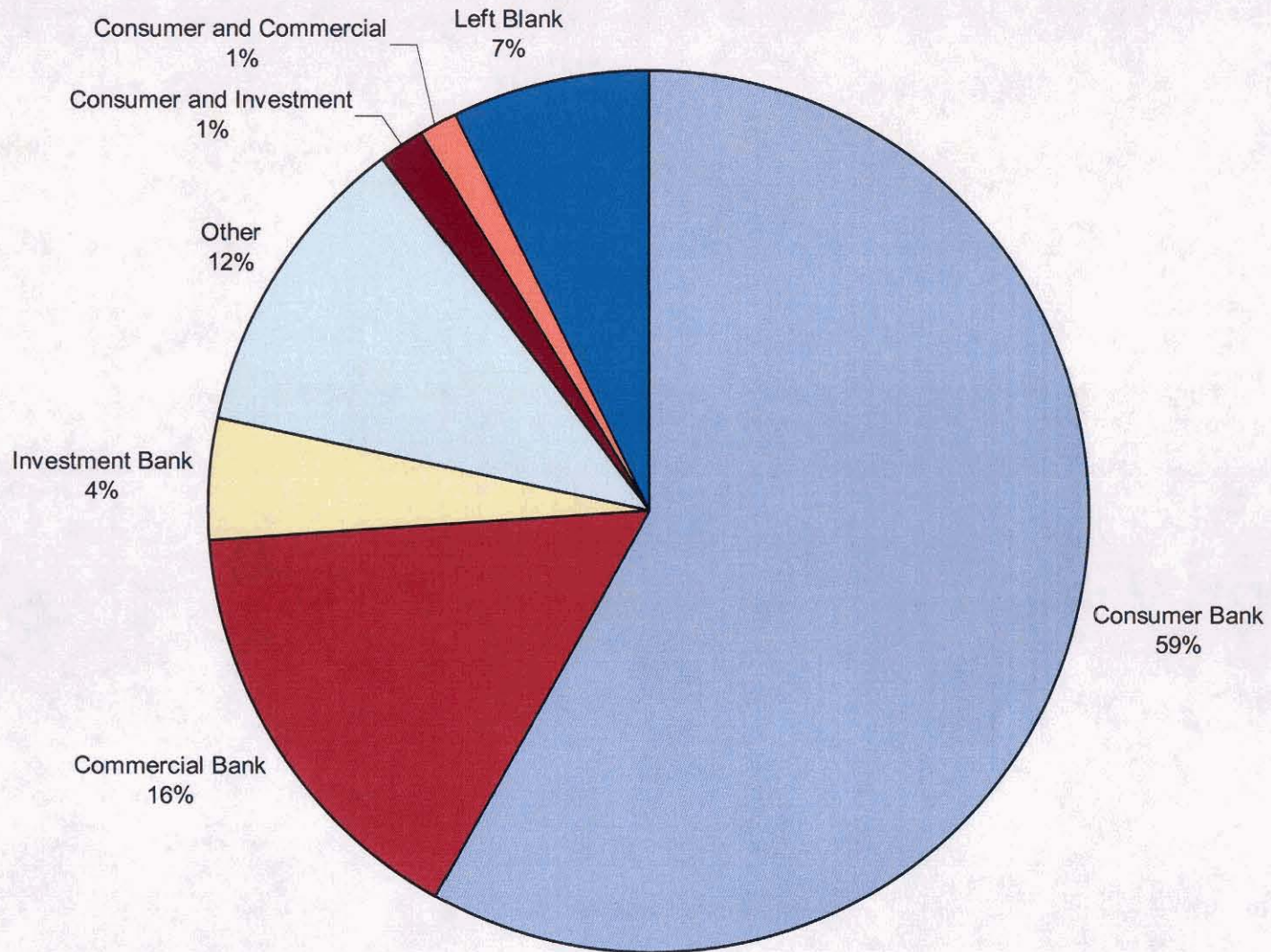
What financial services do you currently use?



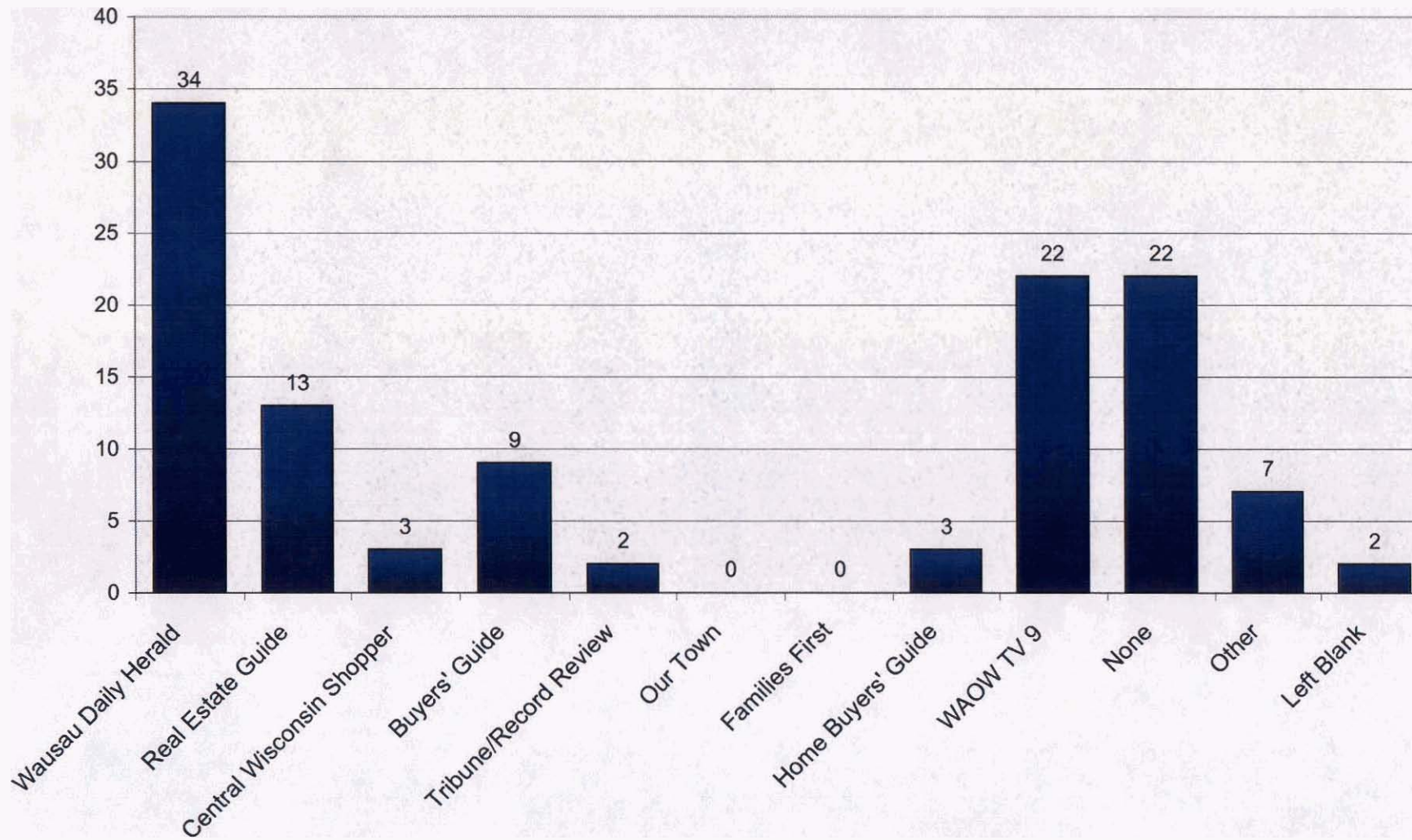
What is your primary motivation when choosing a financial service?



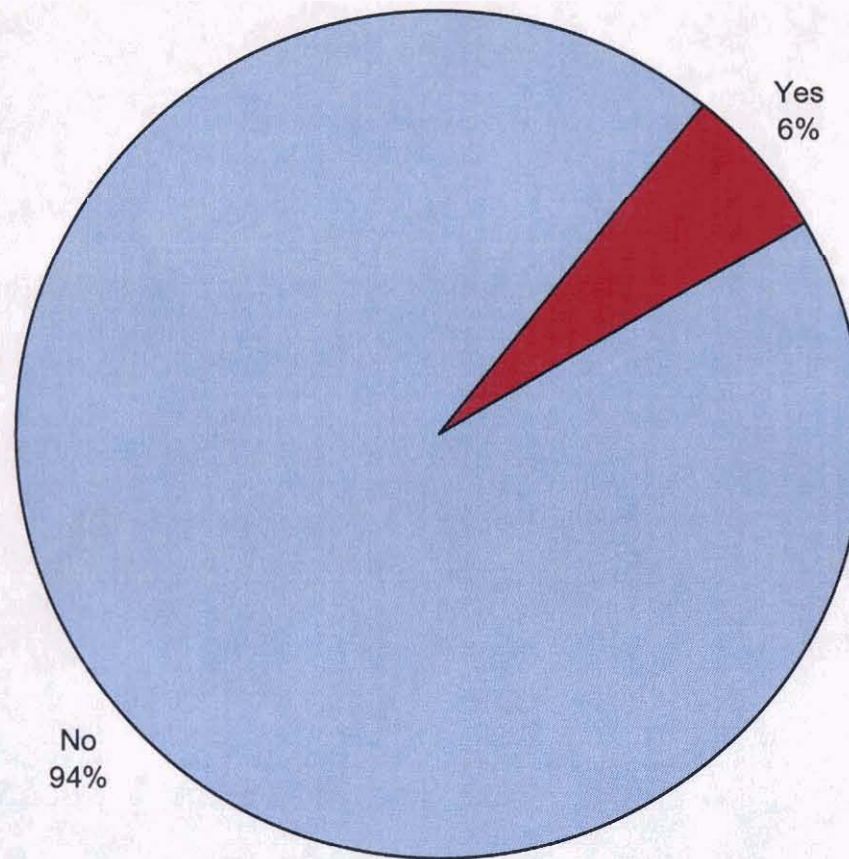
How do you perceive Bank of Wausau?



Have you seen/heard any ads for Bank of Wausau?



Do you know any of the lenders/customer service members that work at Bank of Wausau?



If yes, how do you know them?

