

Online Banking

REPORT

Strategies for the Internet

SINCE 1994, THE EXCLUSIVE MONTHLY REPORT ON INTERNET BANKING PRODUCTS & MARKETS

OBR 194 & 195

Family Banking: Tweens, Teens, & The Parents

In a remote banking world, your most-promising prospects aren't even driving yet!

Author: Jim Bruene, Editor & Founder, Online Banking Report

Published: July 15, 2011

Cost: Individual report: \$495 single-user; \$995 enterprise-wide license or get this report now for no charge with your [annual subscription](#)

Size: 52 pages; 10,000 words; 51 Figures, 7 Tables

Format: Printed, PDF, Word

Ordering: [Online](#), [email](#), or (206) 517-5021

Abstract: In this report, we look at ways to develop online/mobile banking and card-based services for the youth market, which numbers more than 100 million in the U.S. alone.

Banks typically get serious about younger consumers when they are college-bound and are expected to walk into a branch near campus and open an account.

But that's a holdover from the branch banking paradigm that few 18-year-olds recognize any more.

Tomorrow's college freshman will arrive on campus with bank accounts and cards already hooked to their parents' bank via online/mobile connections. The students will continue those relationships because it's less hassle and easier for mom and dad to maintain an uninterrupted flow of funds.

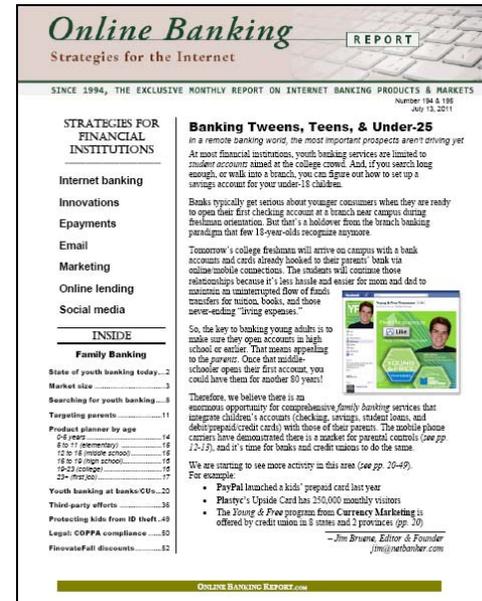


Table of Contents

State of youth banking today	2
Market size	3
Searching for youth banking	8
Targeting parents	11
Product planner by age	
0-5 years	14
5 to 11 (elementary)	15
12 to 15 (middle school)	15
15 to 19 (high school)	16
19-23 (college)	16
23+ (first job)	17
Youth banking at banks/CUs	20
Third-party efforts	36
Protecting kids from ID theft	49
Legal: COPPA compliance	50
FinovateFall NYC Sep 20/21	52

So, the key to banking young adults is to make sure they open accounts in high school or earlier. That means appealing to the parents. Once that middle-schooler opens their first account, you could have them for another 80 years!

Therefore, we believe there is an enormous opportunity for comprehensive family banking services that integrate children's accounts (checking, savings, student loans, and debit/prepaid/credit cards) with those of their parents.

And how will those services be delivered?

- Online
- Mobile
- Facebook

The report lays out a product plan for meeting this need.

In addition, guest authors outline why you need to pay attention to:

- Children's Online Privacy Protection Act (COPPA) compliance by Justin Hosie of Chambliss, Bahner, & Stophel PC
- Child Identity Theft Monitoring by Matt Cullina of Identity Theft 911

Companies Mentioned: AT&T Wireless, BancVue (Money Island), Bank of America, BillMyParents, Bobber Interactive, Bunting Software (Kids Bank), Citibank, Citizens Bank, Currency Marketing (Canada), Discover, Equitable Savings & Loan, Facebook, FamZoo, ING Direct, Kiboo, MatchFund, Our Doughmain, Patelco Credit Union, PayPal, PNC, Schwab, Sprint, Texas Trust Credit Union, Thwakk, Tile Financial, Twitter, Union Bank, U.S. Bancorp, USAA, Vantage Credit Union, Verizon, Virgin Money, Visions Federal Credit Union, Wells Fargo, Zions Bank

Table of Tables

Num	Title
1	Online youth banking services at the top-10 U.S. banks
2	U.S. Population by age range
3	Organic search results for various youth banking terms
4	Youth banking products and features
5	Transaction accounts offered by Young & Free credit union participants
6	Website traffic at youth-oriented financial sites
7	Manual online allowance tracking tools