

Who's Planning to Switch Banks This Year & Why

13.6 Million
Likely to switch banks in the next 12 months

2.4 Million
Confirmed Switchers

11.2 Million
Persuadable

WHO ARE THE 13.6 MILLION BANK SWITCHERS?

54%
are men

57%
have children

53%
are married

29%
are ages 25-34

33%
have attended some college

Top 3 Hobbies

- #1** Eating high-protein foods
- #2** Enjoying music
- #3** Playing video games

Daily Routine

- Participate in teams and classes
- Value athletic accomplishments
- Make prayer an important part of the day

TOP 5 REASONS PEOPLE ARE SWITCHING

#1 Lower rates and fees

#2 Better online and mobile banking

#3 More convenient locations

#4 Better customer service

#5 Recommendation from friends and family

AT-RISK BANKS

These banks might lose customers

#1 **FIFTH THIRD BANK**

#2 **CITI**

#3 **ALLY**

#4 **TD BANK**

#5 **PNC BANK**

BANKS TO WIN

These banks could acquire new customers

#1 **CAPITAL ONE**

#2 **CHASE**

#3 **BANK OF AMERICA**

#4 **WELLS FARGO**

#5 **OTHER**

Where You Can Find Them

ONLINE & OFFLINE

TOP TV NETWORKS

MeTV, Oxygen, Adult Swim

HOW THEY WATCH TV

Smart TV, Streaming Box, Laptop

FAVORITE STREAMING SUBSCRIPTIONS

Discovery+, Disney+, HBO Max

SOCIAL MEDIA

Twitch, TikTok, Reddit

FAVORITE NEWSPAPERS

Washington Post, New York Times, Chicago Tribune

FAVORITE MAGAZINES

National Geographic, Food Network Magazine, AAA Living

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