Who’s Planning to Switch Banks This Year & Why

WHO ARE THE 13.6 MILLION BANK SWITCHERS?

54% are men
53% have children
29% are ages 25-34

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

FIFTH THIRD BANK
CITI
TD BANK

AT-RISK BANKS
These banks might lose customers

BANKS TO WIN
These banks could acquire new customers

CAPITAL ONE
WELLS FARGO

OTHER
CHASE
ALLY BANK OF AMERICA

WHO ARE THE 13.6 MILLION BANK SWITCHERS?

33% have attended some college
53% are married

TOP TV SHOWS
Law & Order: SVU, Family Guy, The Masked Singer

MeTV, Oxygen, Adult Swim

FAVORITE STREAMING SUBSCRIPTIONS
Discovery+, Disney+, HBO Max

FAVORITE NEWSPAPERS
Washington Post, New York Times, Chicago Tribune

FAVORITE MAGAZINES
National Geographic, Food Network Magazine, AAA Living

Top 3 Hobbies
Daily Routine
#1 Enjoying music
#2 Playing video games
#3 Eating high-protein foods

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

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