


EXPENSE / 支出	BALANCE / 残高	NOTE
Interest	15,000	
850	4,200	
	570	
	1,000	
	15,000	
	10,230	
	9,230	
	10,080	

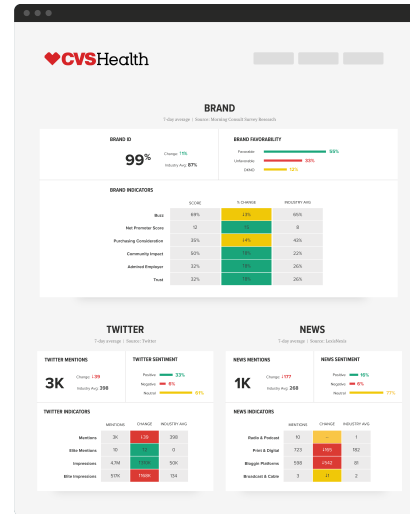


CONSUMER VIEWS ON RETAIL BANKING — AND — PERSONAL FINANCE



 MORNING CONSULT

About Morning Consult



What consumers **THINK**

Collecting over 3 million market research interviews



What consumers **SAY**

Evaluating over 100 million social media posts



What consumers **SEE**

Analyzing over 85,000 news media outlets

Currently Tracking **1,500+** Brands (200 interviews per day, per brand)



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Content

Methodology: This poll was conducted from March 30 - April 01, 2018, among a national sample of 2,201 Adults with a margin of error of plus or minus 2 percentage points.



Primary Bank Considerations and Wallet Share



Online and Physical Banking Preferences



Personal Financial Health



Tracking Financial Elites

Throughout the report, look for this section to provide data on Financial Elites - defined as adults with at least \$75,000 in annual household income and \$50,000 invested in the stock market.

Key Insights

A quick glance at
some of the most
important findings

1. Americans love their primary bank

Overall, 85 percent of Americans are satisfied with their primary bank, including 57 percent who are “very” satisfied. Additionally, most see their primary bank as friendly, trustworthy, and reliable.

2. Online options are important, but few ready to bank entirely online

Seventy-six percent of Americans say it’s important for their bank to have physical branches. Sixty-two percent say that, even if they were able to accomplish all of their banking needs online, they would continue to visit physical locations.

3. Many concerned about retirement, adequate tools for saving

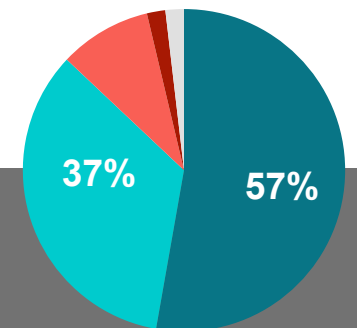
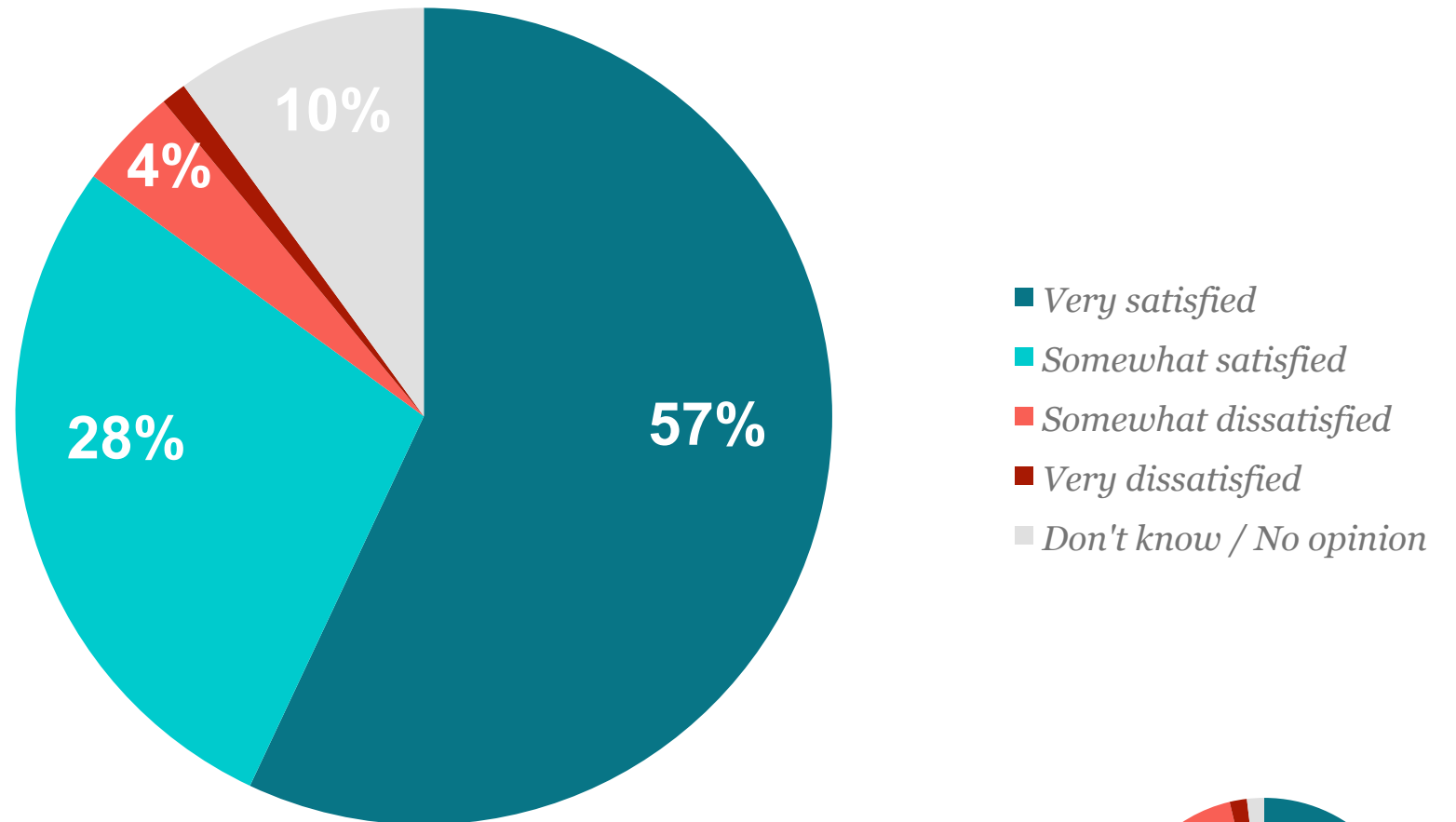
Just 16 percent of Americans are very confident they will have enough saved for retirement. Furthermore, less than half of Americans say they have sufficient tools or resources to save for retirement.



**PRIMARY BANK AND
WALLET SHARE
CONSIDERATIONS**

Most Americans love their primary bank

How satisfied are you with the bank you consider to be your primary bank?

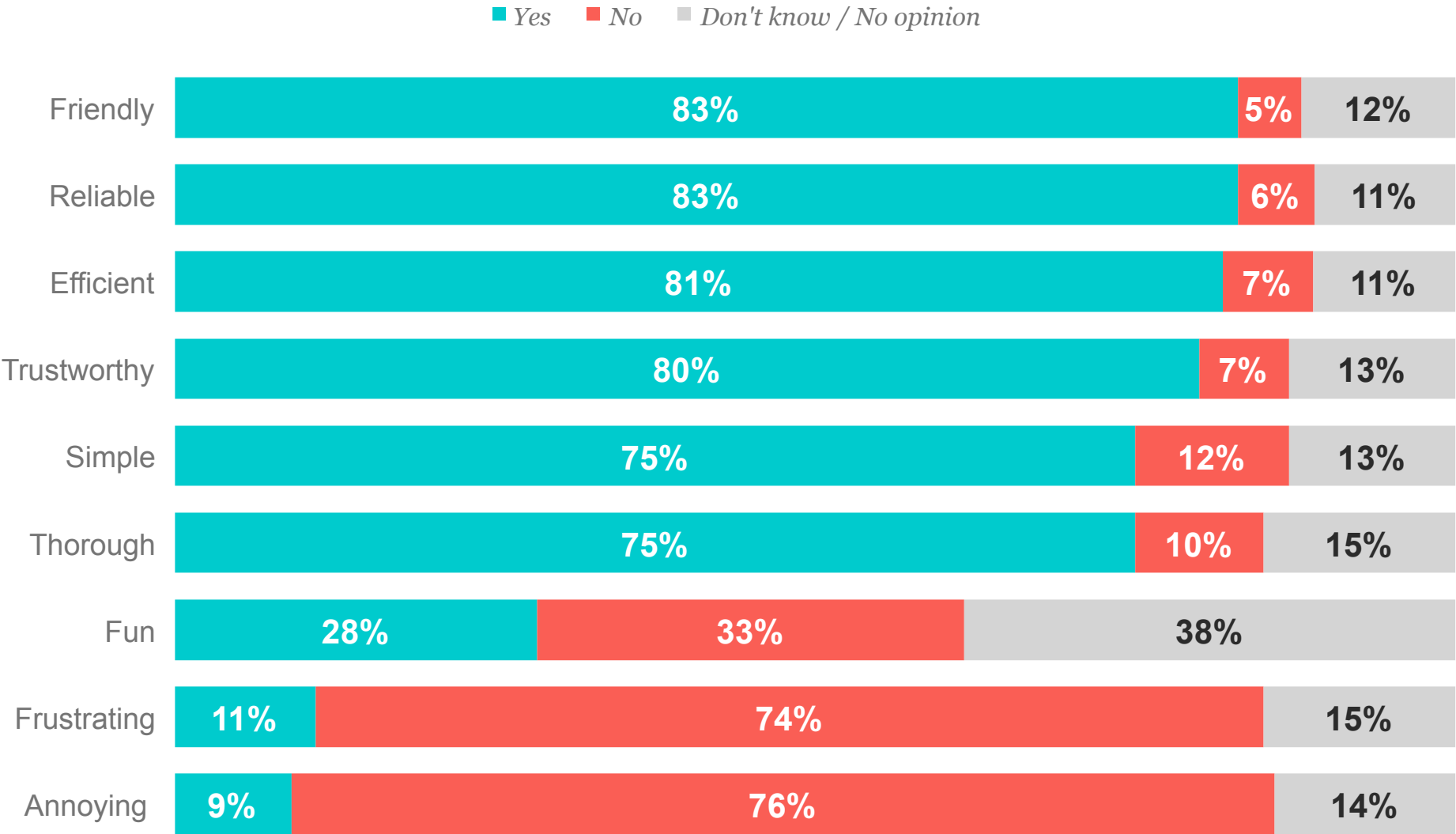


Financial Elites are particularly satisfied

94% of financial elites are satisfied, compared to 85% of all adults

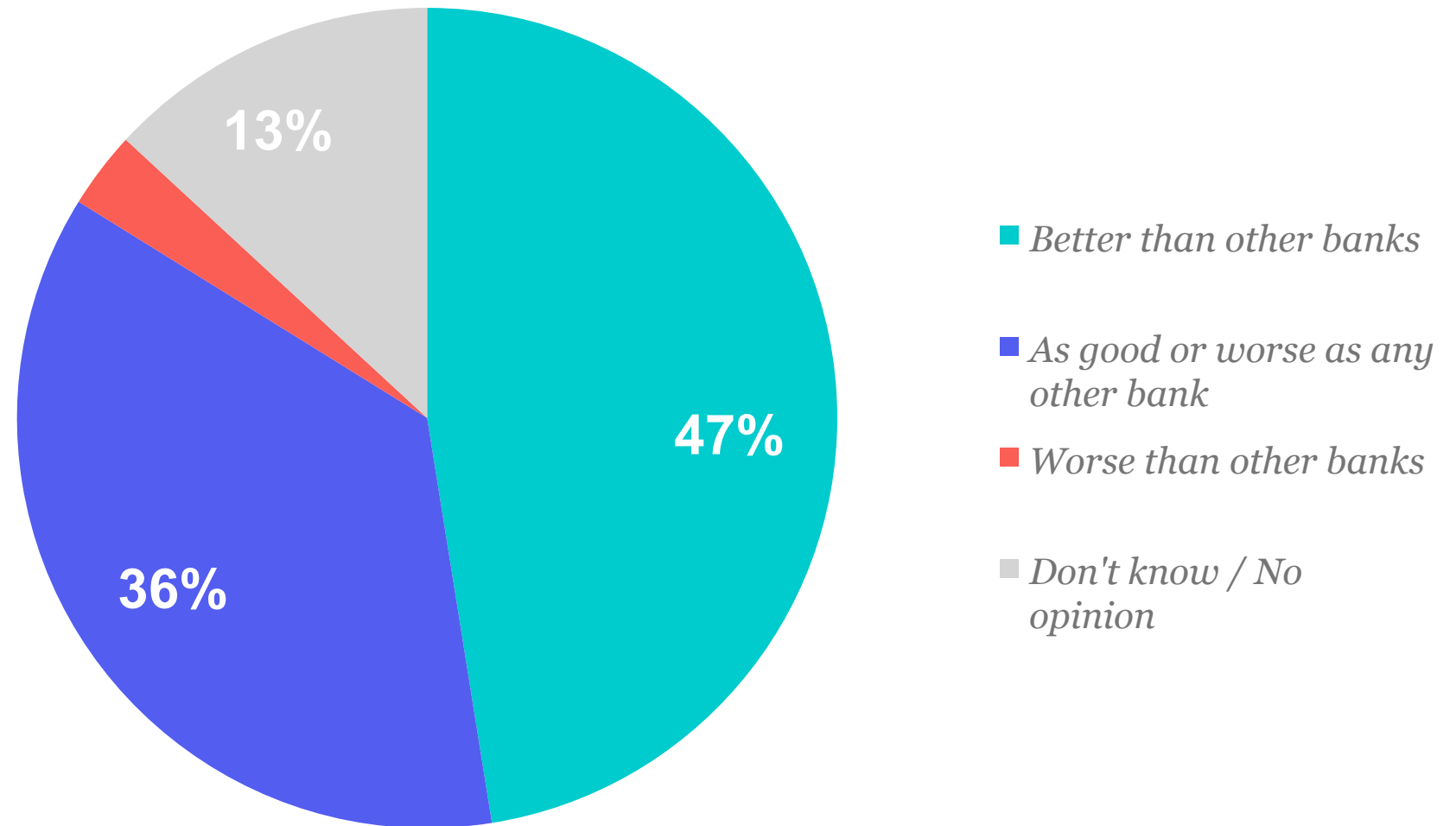
Banks seen
as friendly,
reliable, and
trustworthy

Do the following describe the overall interactions you have with your primary bank?



**Less than
half say
their bank
is better
than the
competition,
but few think
it's worse**

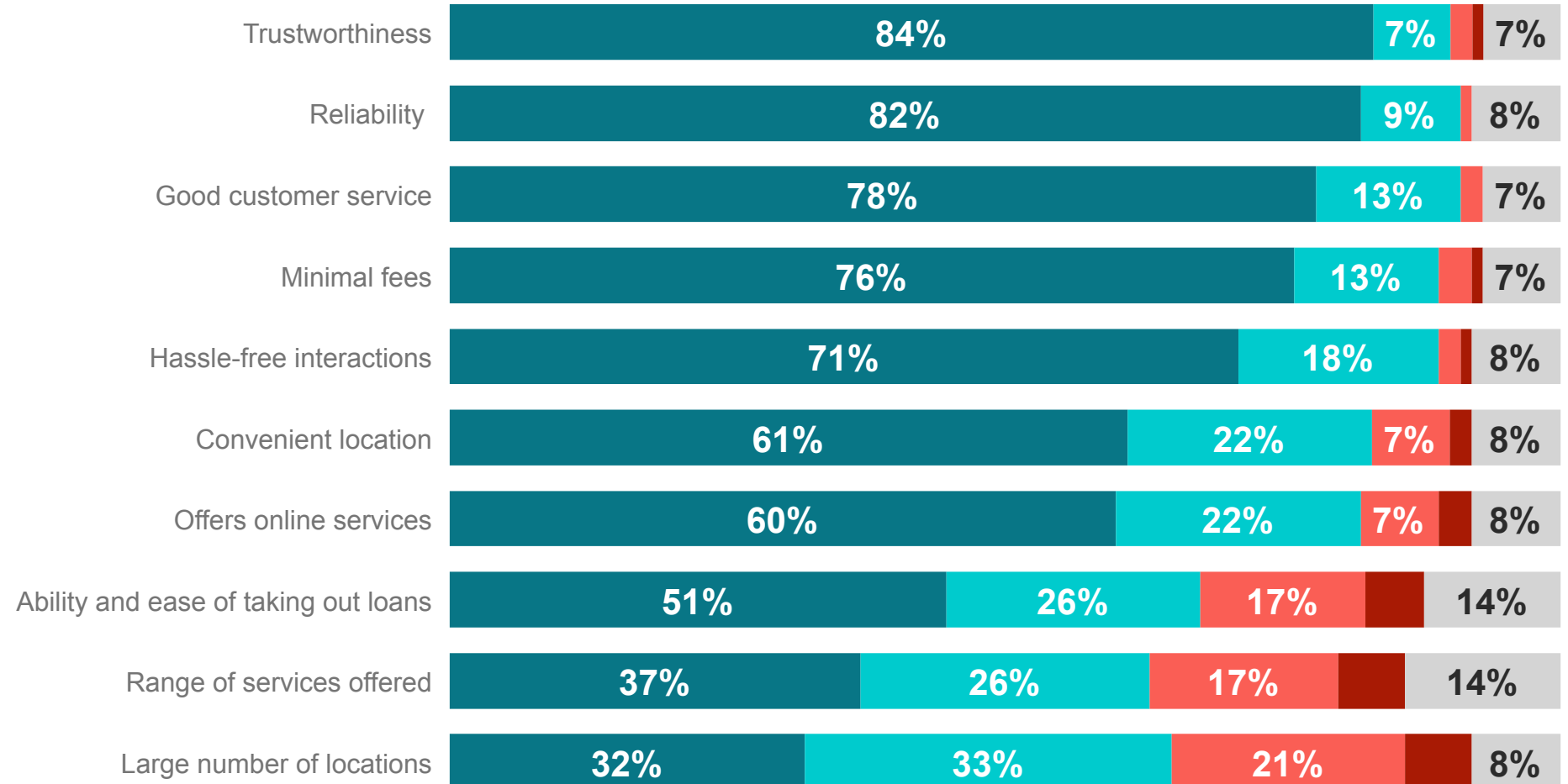
Would you say your primary bank is...



Trustworthiness most important factor for determining loyalty

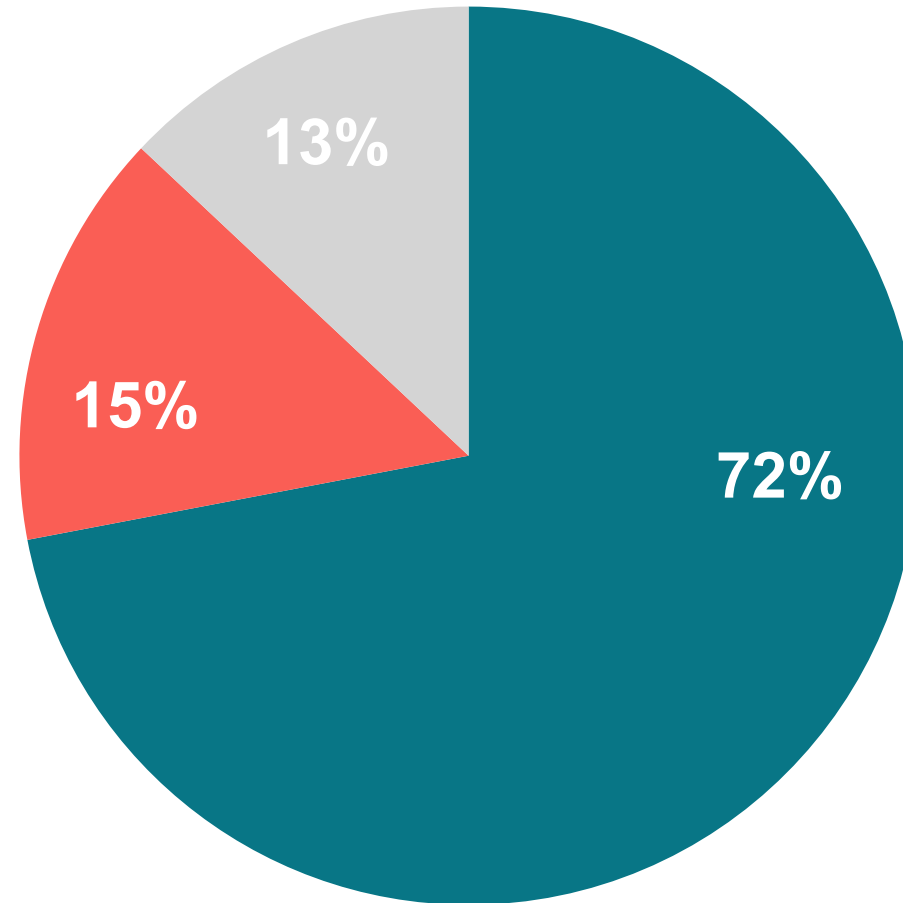
How important are each of the following in determining your loyalty to a bank?

■ *Very important* ■ *Somewhat important* ■ *Not too important* ■ *Not at all important* ■ *Don't know / No opinion*

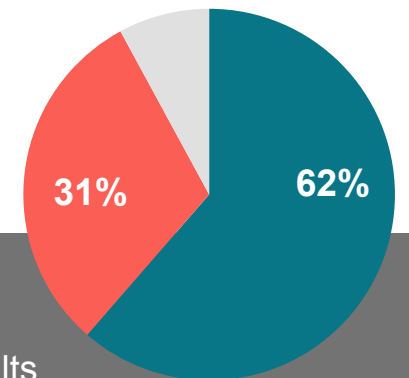


Most would rather avoid having multiple bank accounts

Which of the following is closest to your view,
even if neither is exactly right?



- *I prefer to handle as many of my financial needs as I can with one bank*
- *I prefer to diversify my accounts across multiple banks*
- *Don't know / No opinion*

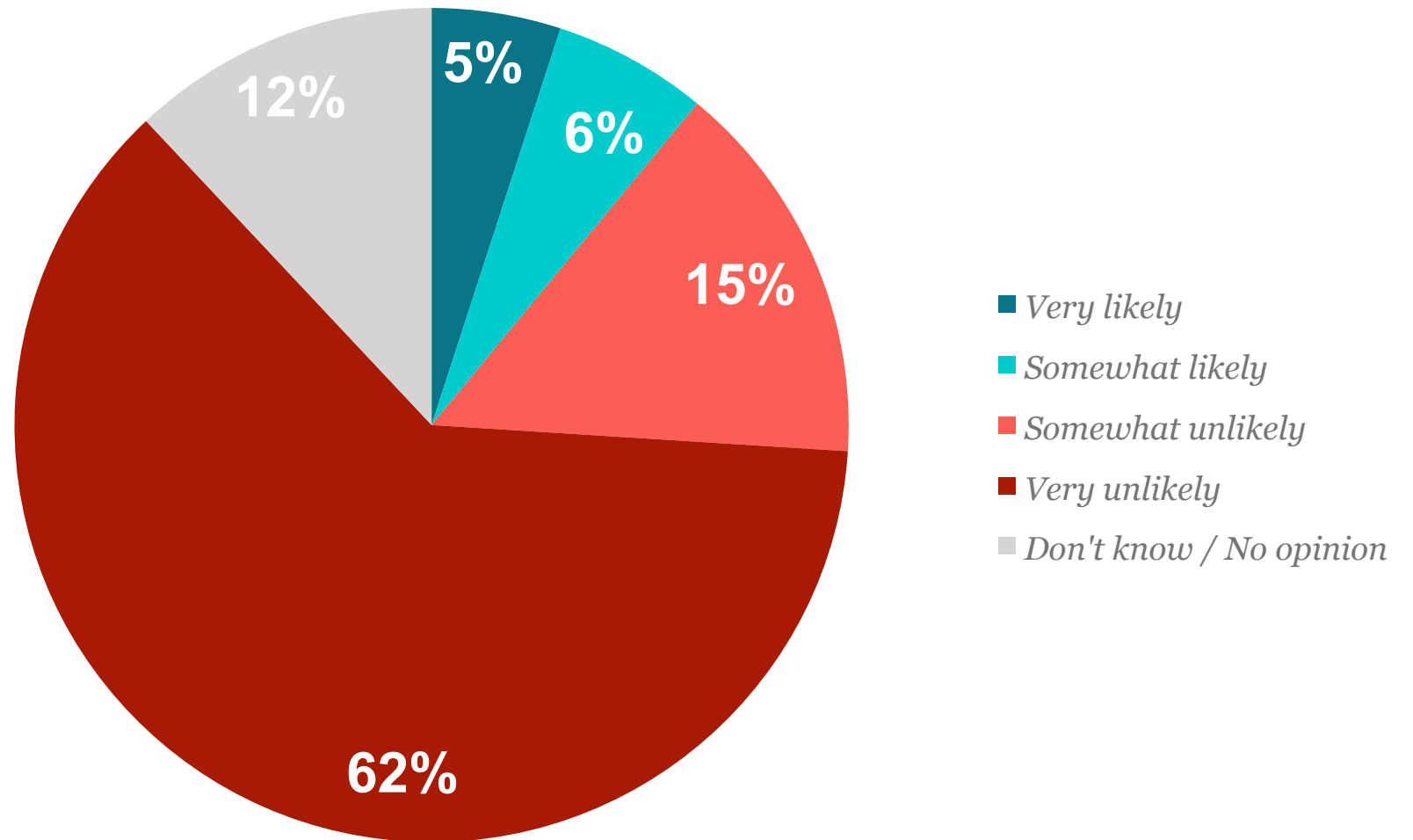


Financial Elites twice as likely to prefer diversifying

31% of financial elites say that's their preference, compared to 15% of all adults

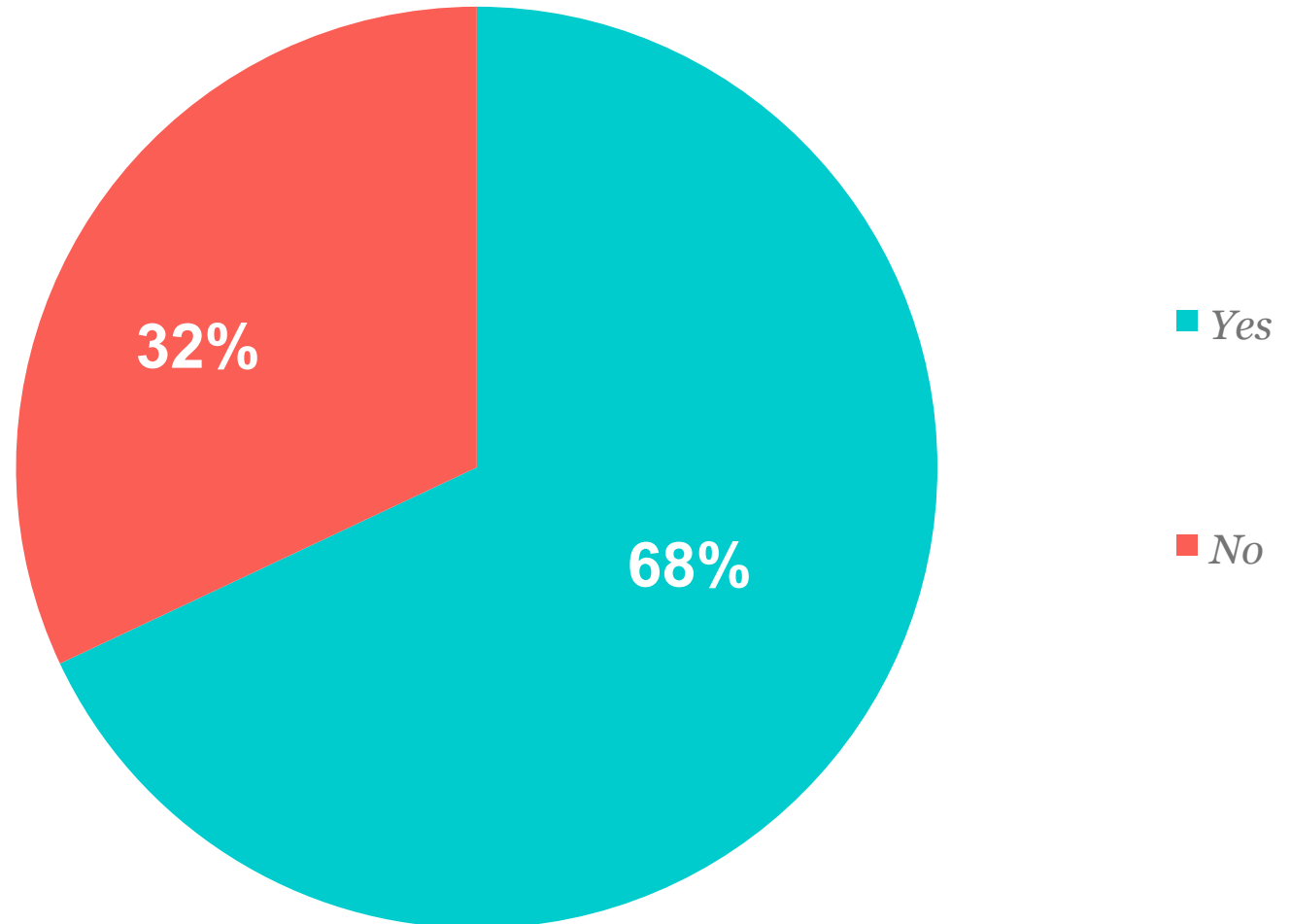
Few Americans anticipate switching banks

How likely are you to switch primary banks within the next year?



**Among
Americans
with
business
accounts,
most use the
same bank
as their
personal one**

Is the primary bank you use for commercial or business banking the same as the primary bank you use for personal banking?

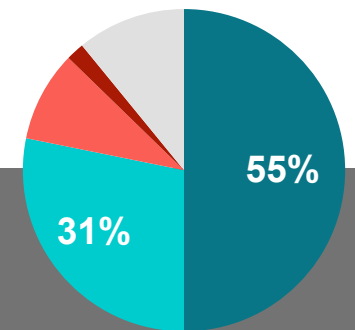
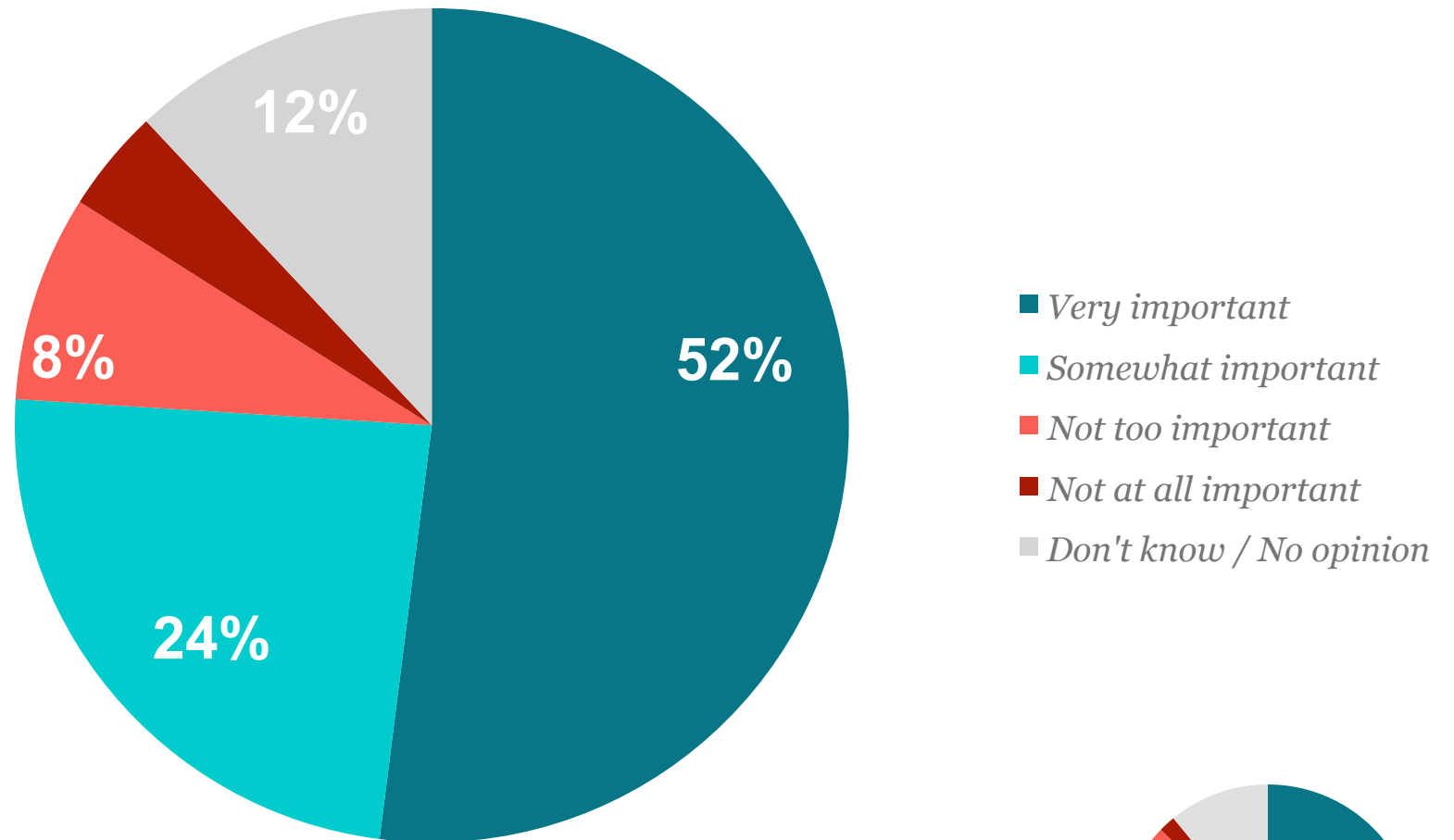




**ONLINE AND PHYSICAL
BANKING
PREFERENCES**

Few Americans are ready for a fully-online banking experience

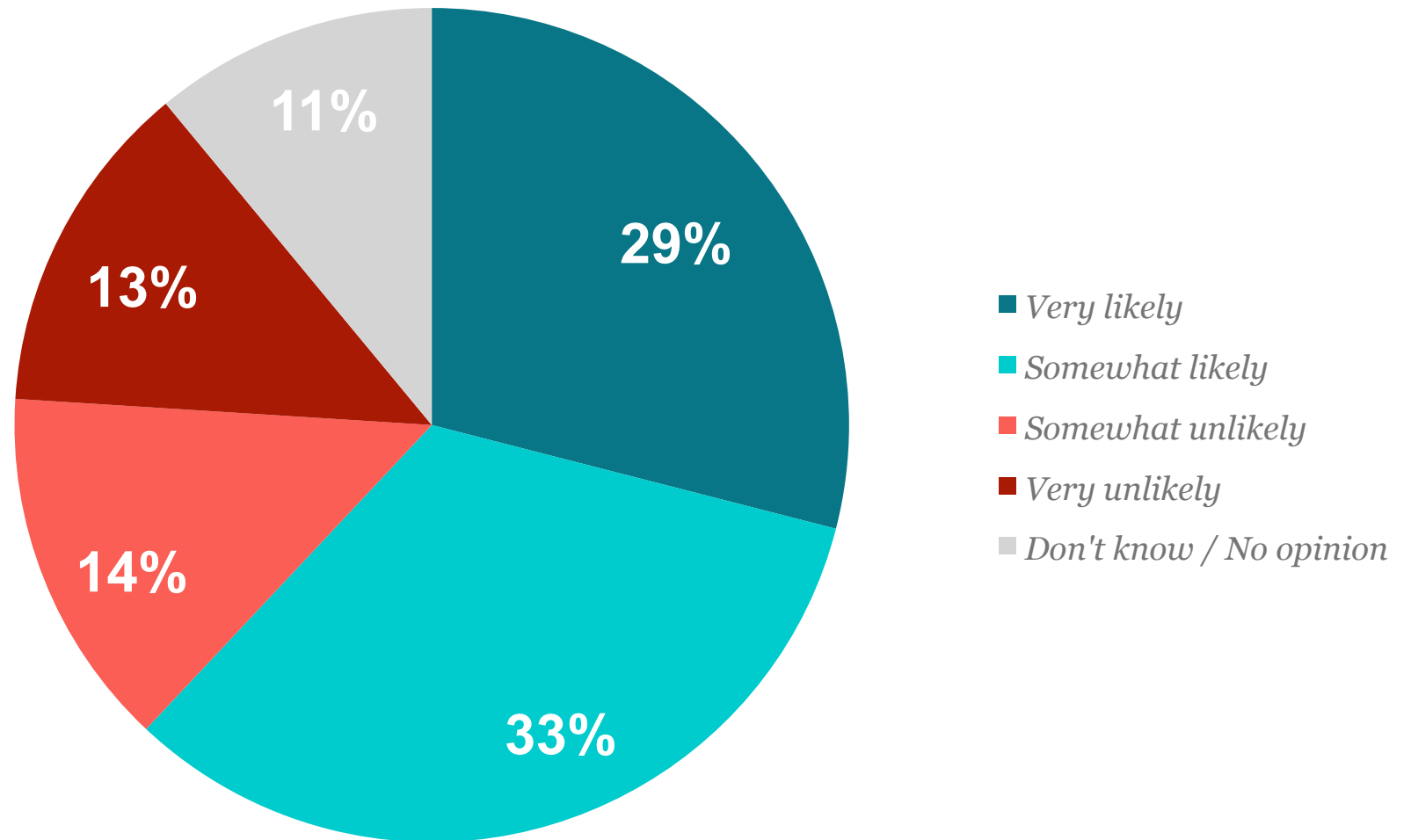
How important is it for your primary bank to have physical branches?



Physical branches especially important among Financial Elites
86% of financial elites say it's important, compared to 76% of all adults

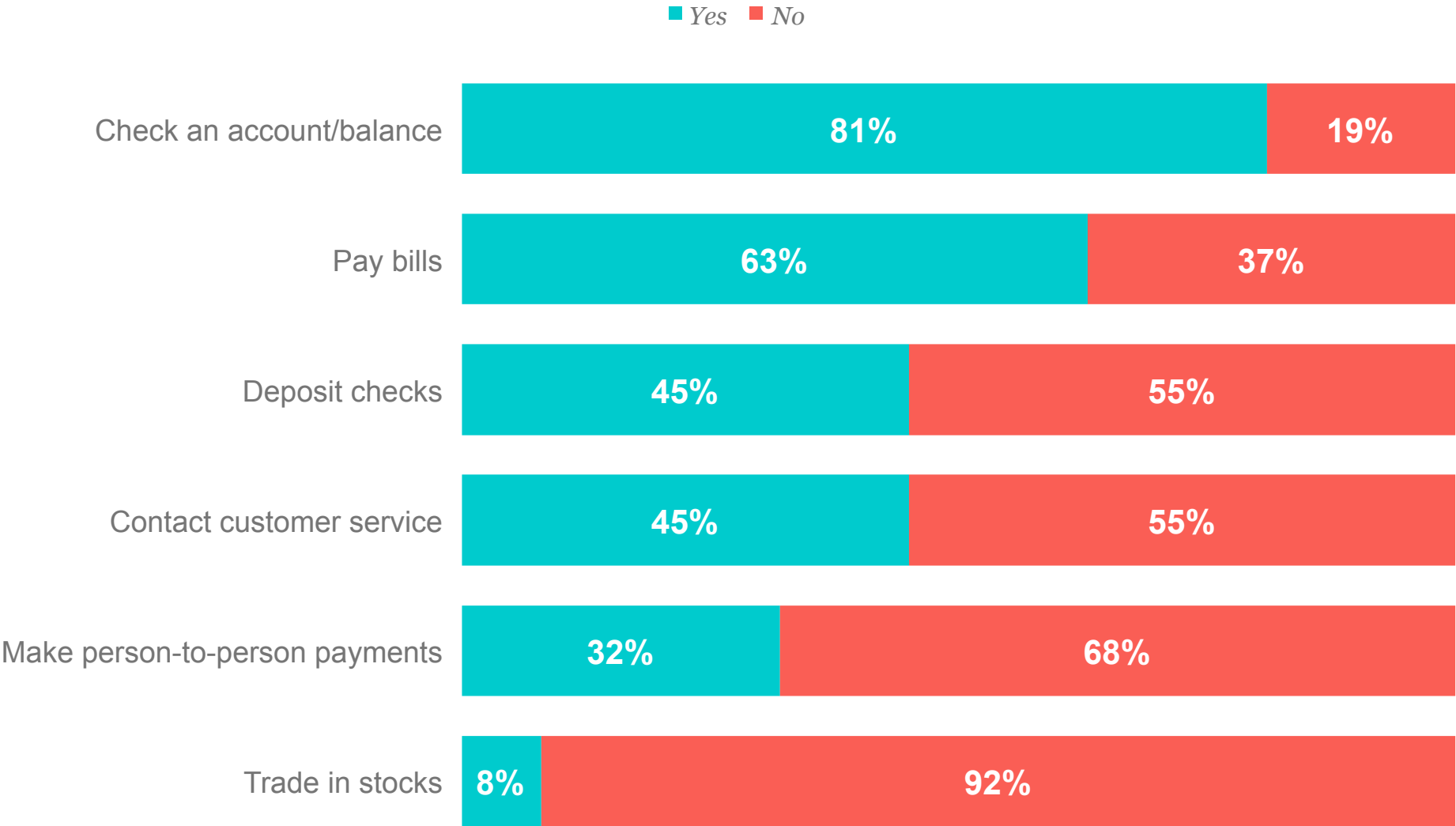
Even if they
were able to
handle all
their needs
online, many
would still
want to visit
banks in-
person

Assuming you could accomplish all of your banking needs online, how likely are you to visit a physical branch of your primary bank?



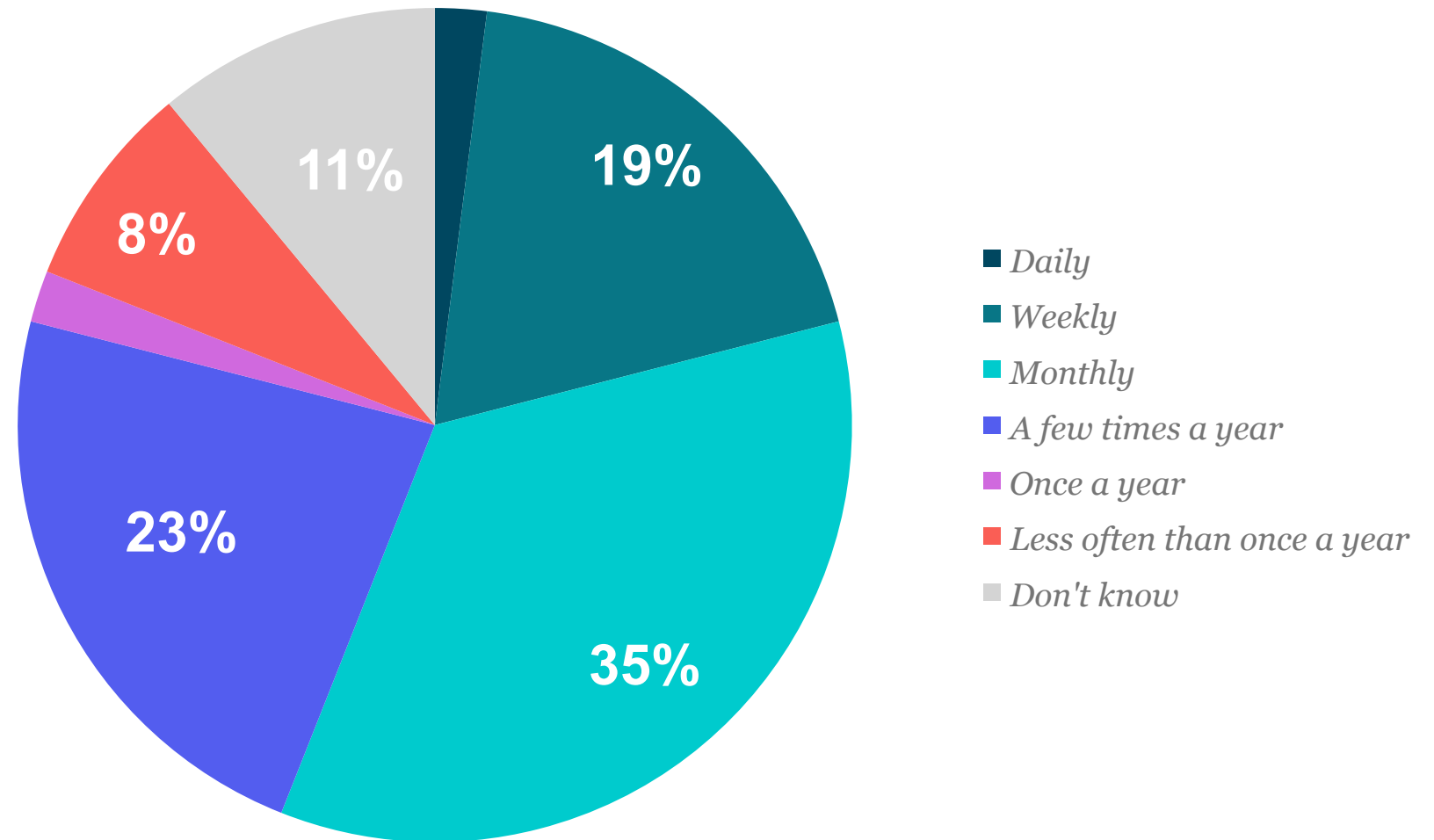
What online
services
Americans
take
advantage of

Do you do any of the following online with your primary bank?



**56% of
Americans
visit their
bank at least
once a
month**

How often do you visit a physical branch of your primary bank?

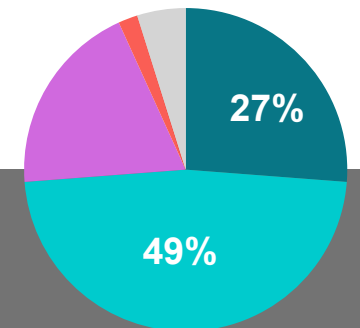
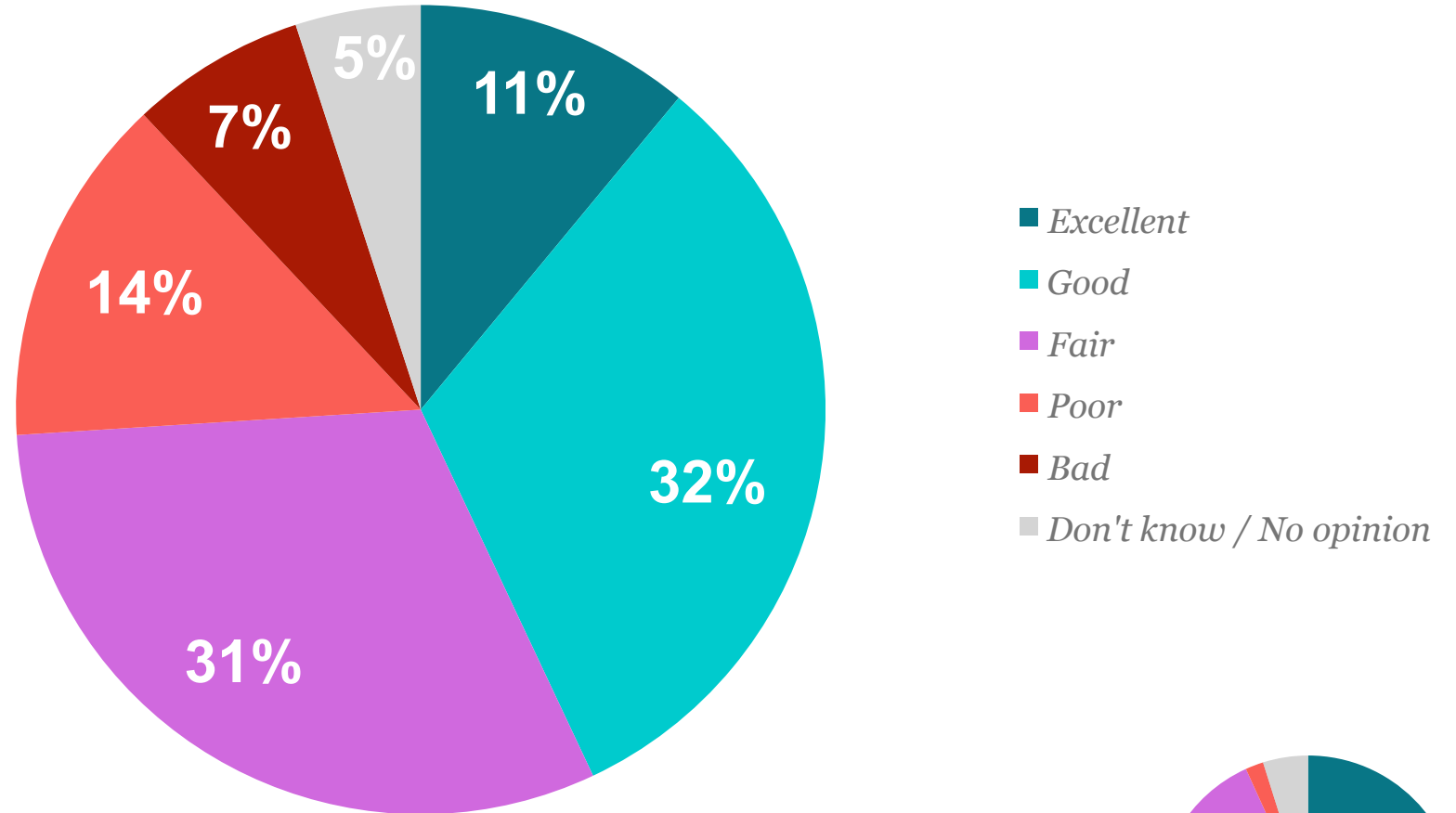




PERSONAL FINANCIAL
HEALTH

Just 11% of Americans consider their financial health to be excellent

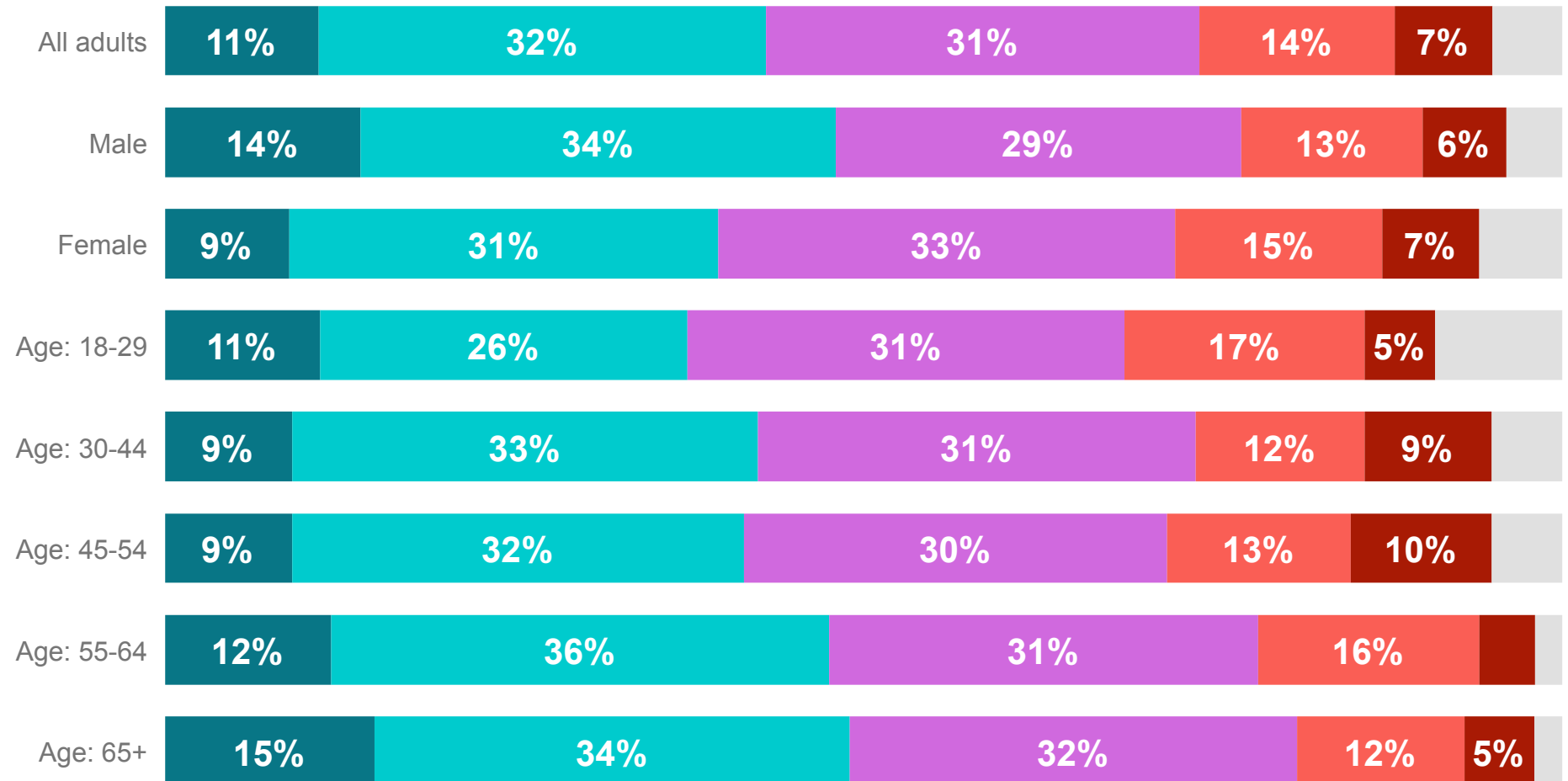
Generally, how would you rate your own financial health?



Financial Elites more confident, but only a quarter say excellent
76% of financial elites say their financial health is good or excellent

Generally, how would you rate your own financial health?

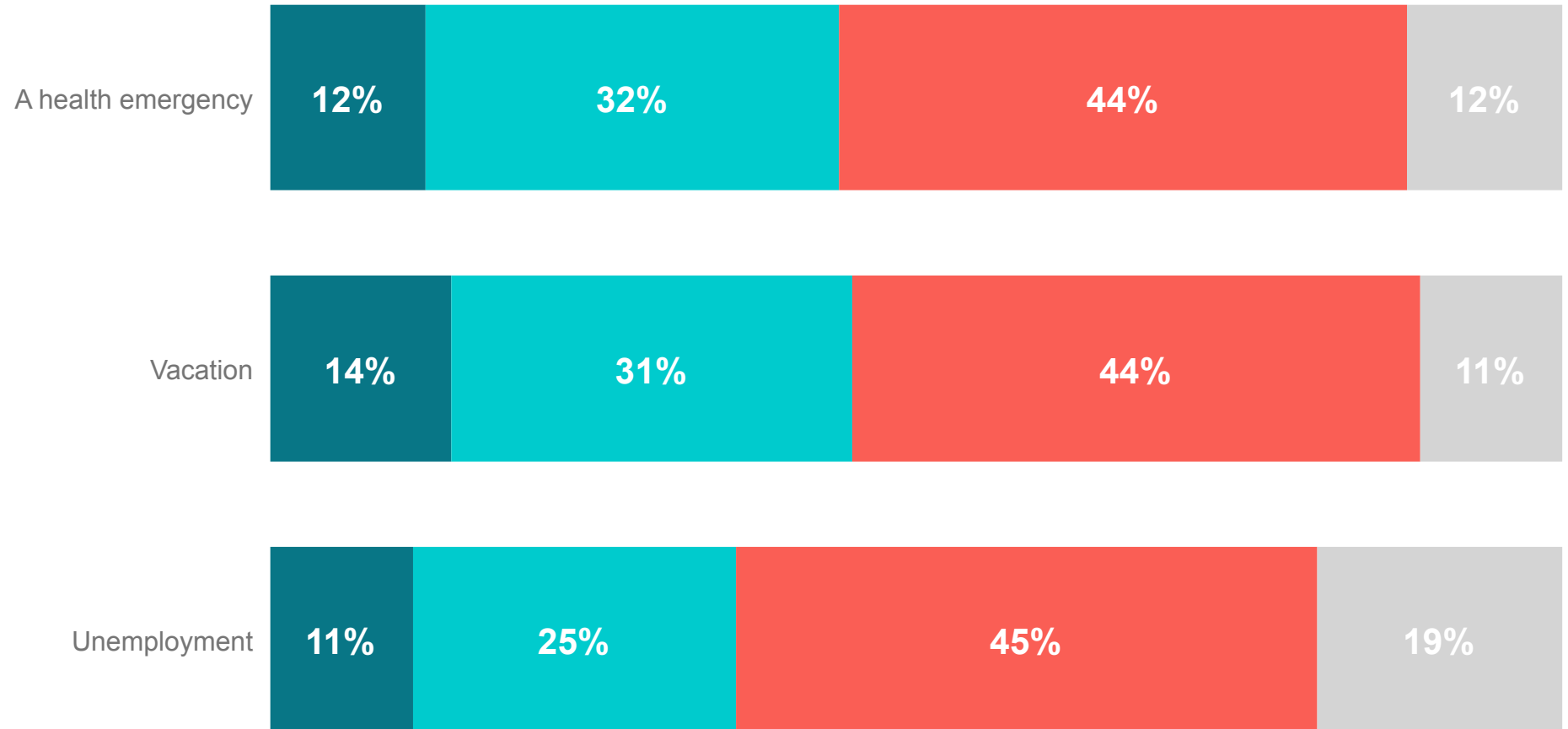
■ Excellent ■ Good ■ Fair ■ Poor ■ Bad ■ Don't know / No opinion



Men, older Americans more likely to rate their financial health positively

To the best of your knowledge, do you have enough or not enough money saved for each of the following events?

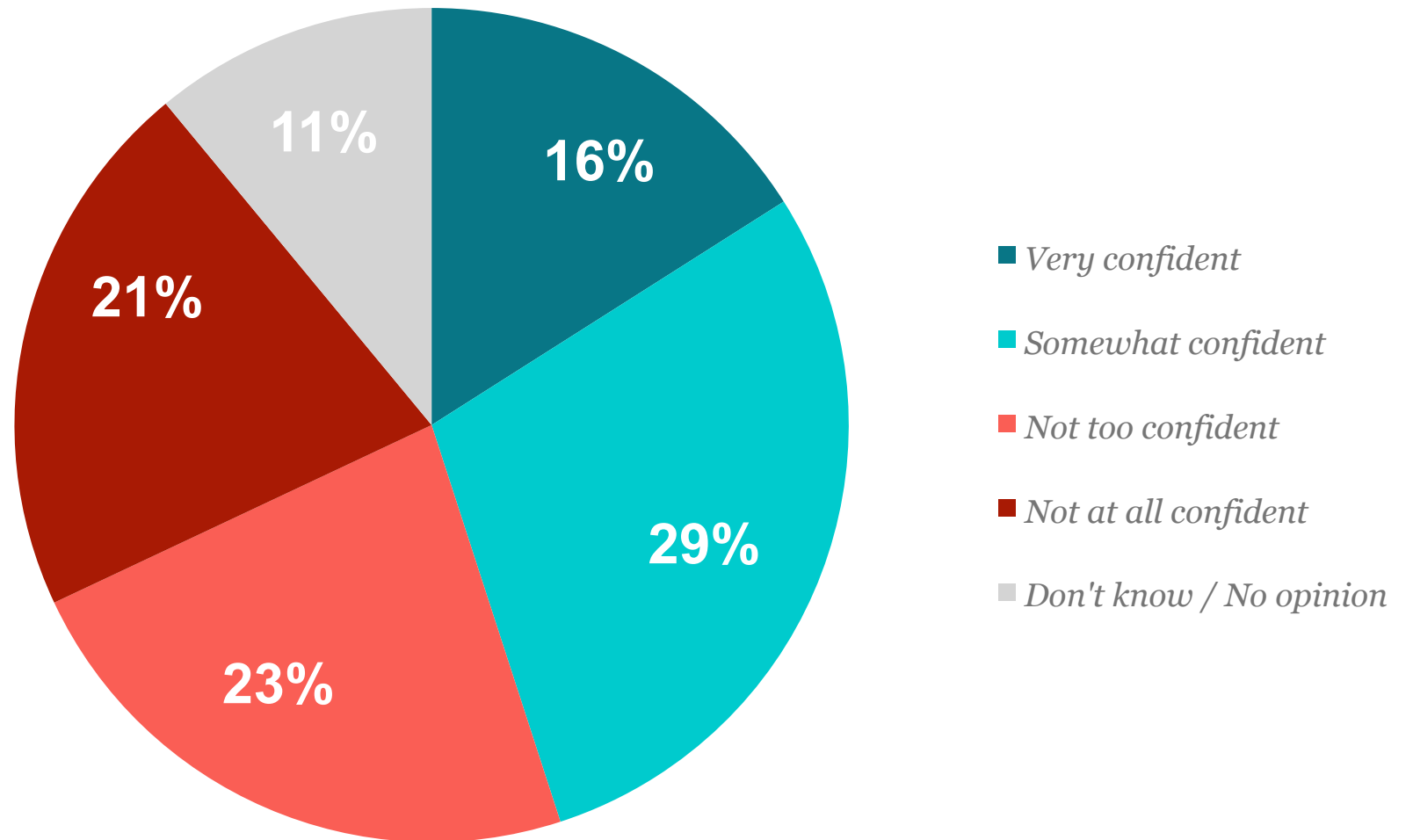
■ *More than enough* ■ *Enough saved* ■ *Not enough saved* ■ *Don't Know/No Opinion*



Many Americans are unprepared for high-cost needs

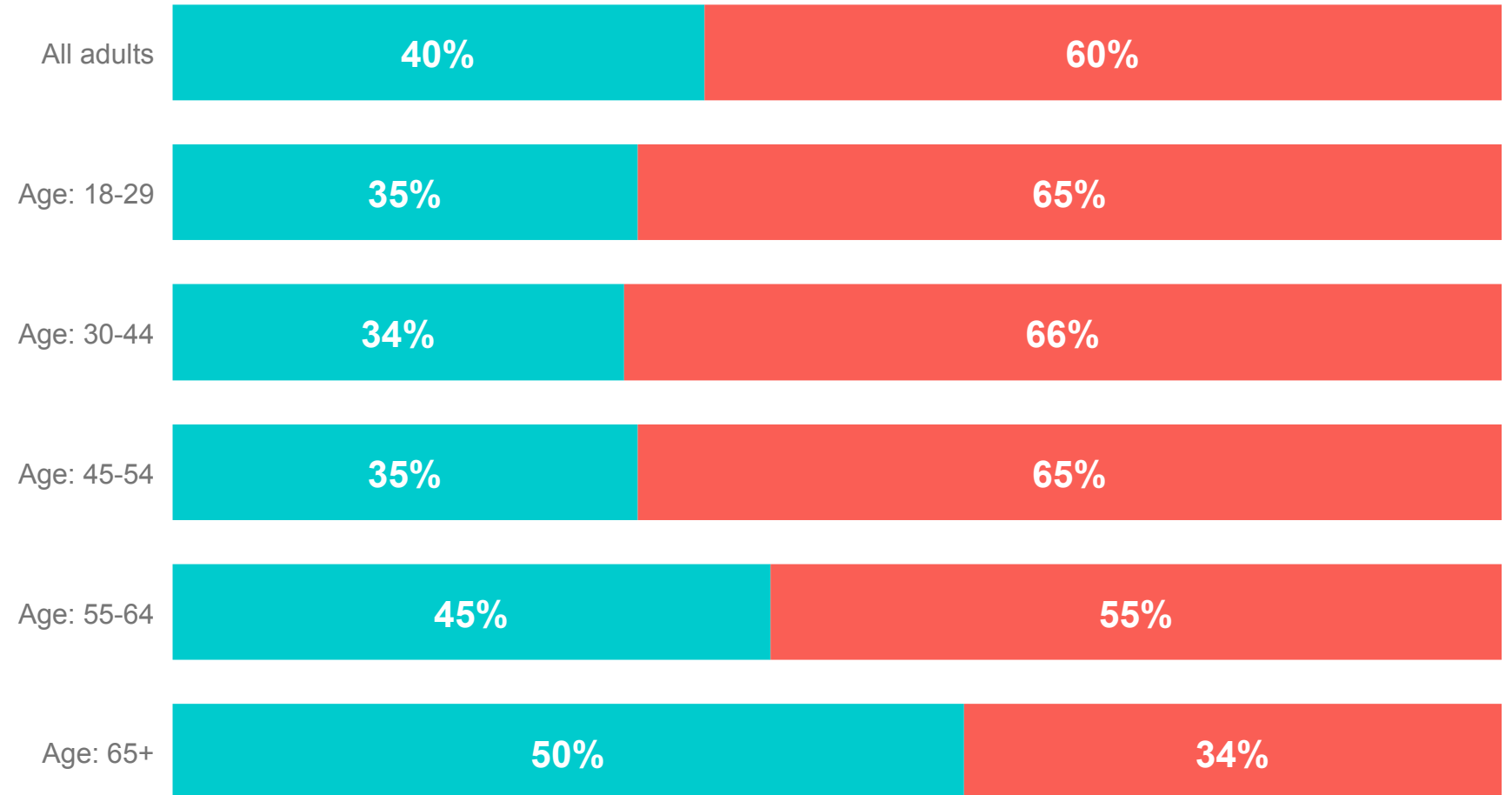
**Less than
half of
Americans
are confident
about
retirement
savings**

How confident are you that you will have enough money saved for retirement?



Do you know how much money you, yourself, need to have saved by the time you retire in order to retire comfortably

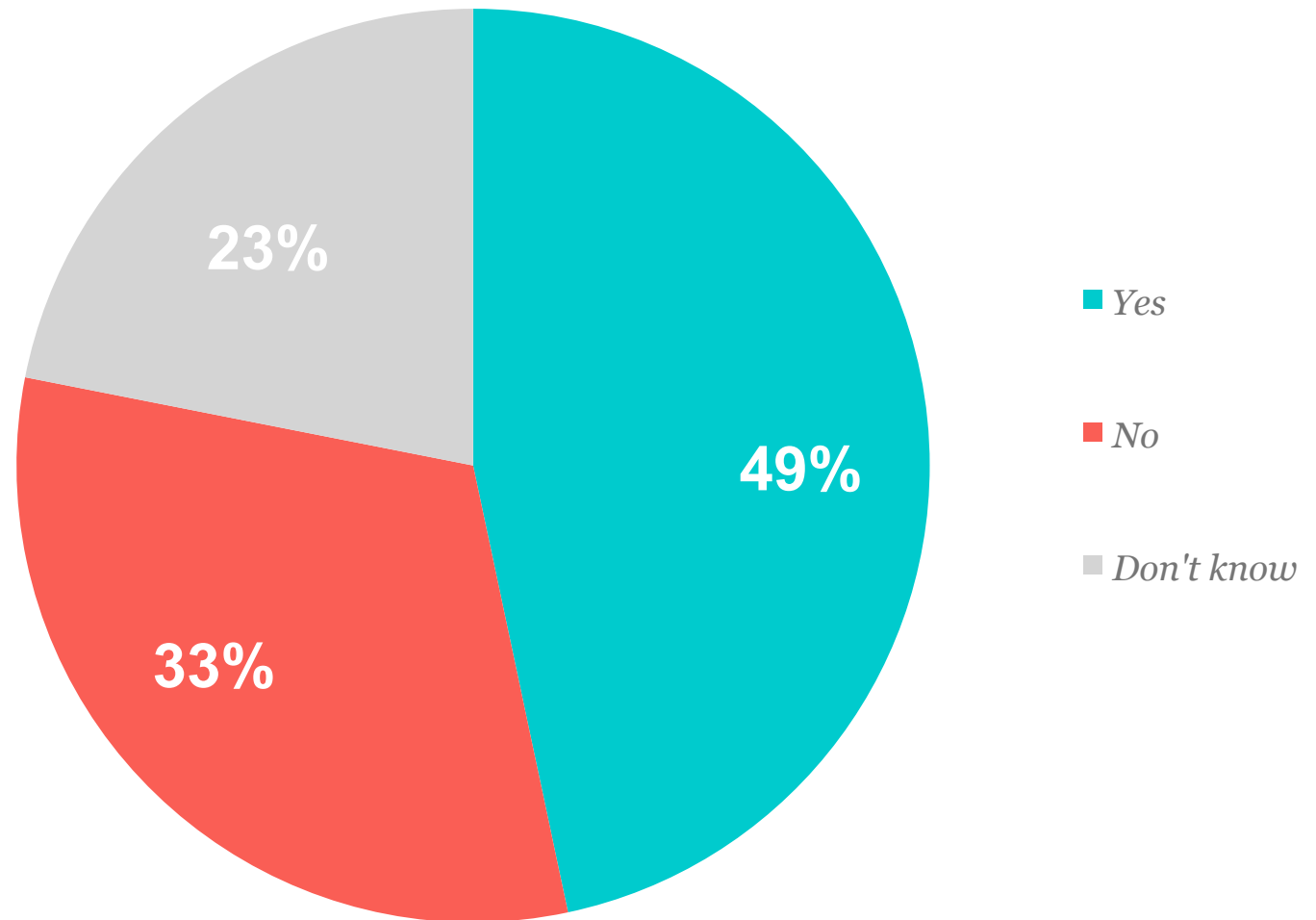
■ Yes ■ No




Even among older generations, Americans lack clarity on retirement needs

Many Americans say they lack tools to save for retirement

Do you feel that you have access to sufficient tools or resources to save for retirement?



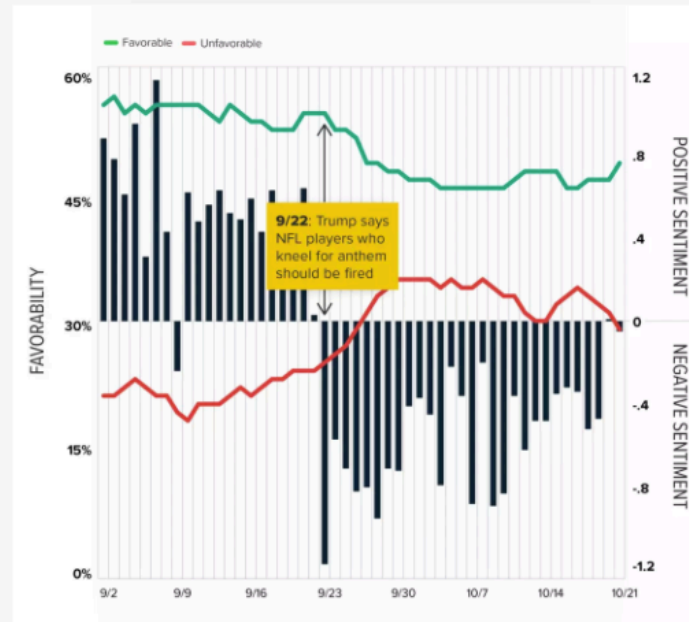


*Understand what consumers
think about your brand with*

Morning Consult Brand Intelligence

A 360-degree view of your
brand, in one screen. Every
day.

+ NATIONAL FOOTBALL LEAGUE
Favorability vs. Twitter Sentiment
September - November, 2017



WHAT CONSUMERS *think*

Collecting over 3 million market research
interviews



WHAT CONSUMERS *say*

Evaluating over 100 million social media
posts

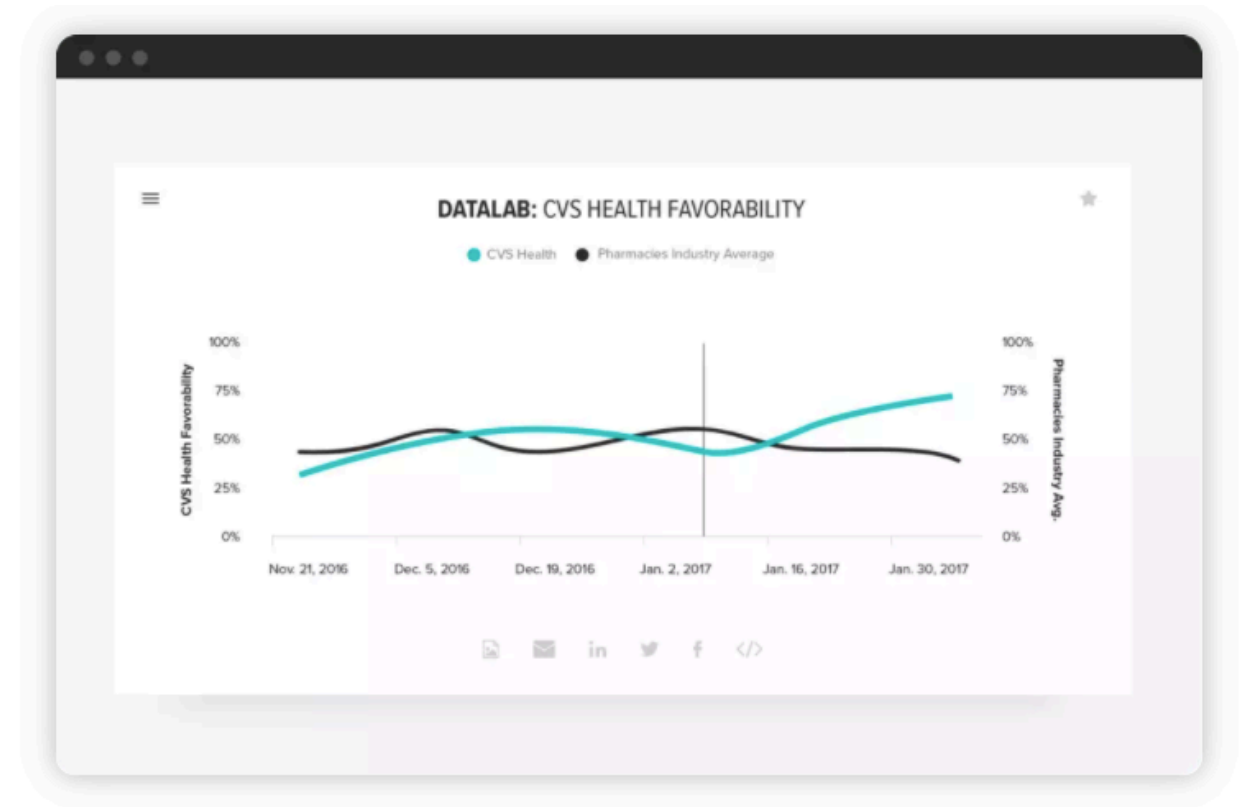


WHAT CONSUMERS *see*

Analyzing over 85,000 news media outlets

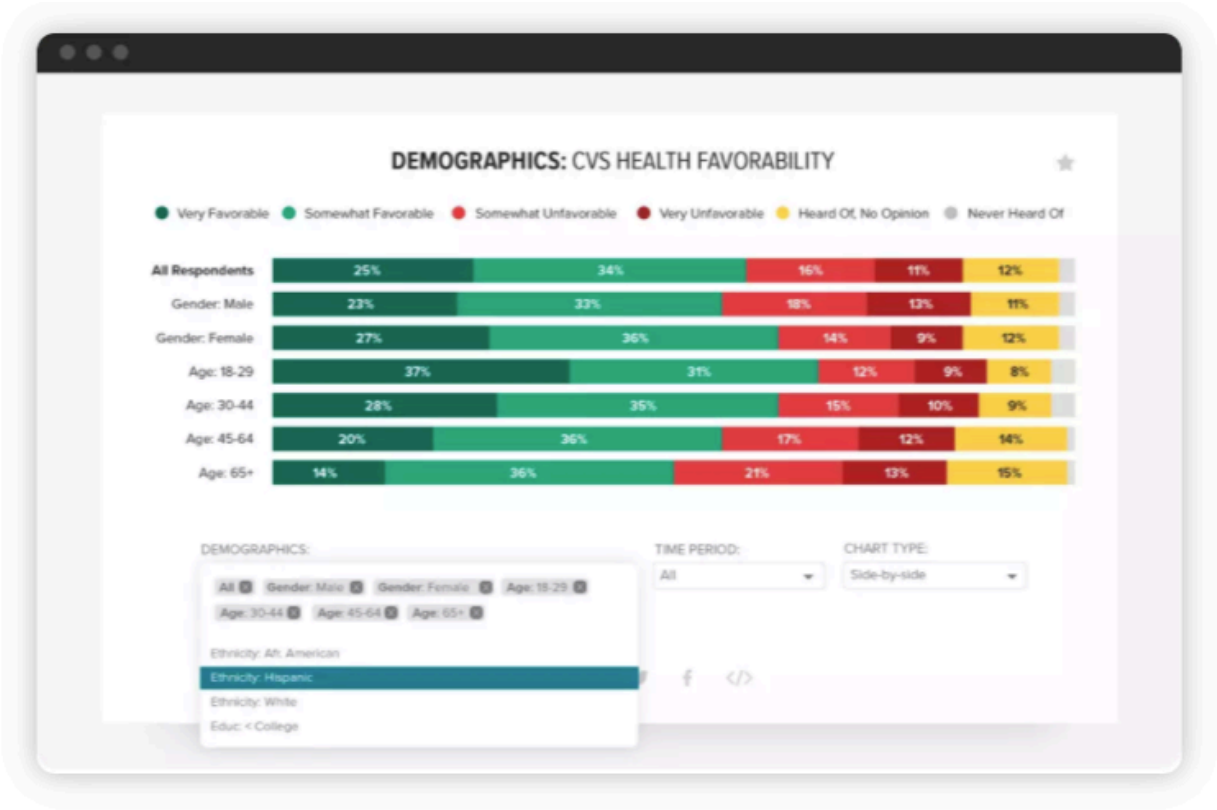
Benchmark Brand Performance

Use the DataLab to compare your brand's performance with competitors across survey, economic, social media, and news media metrics.



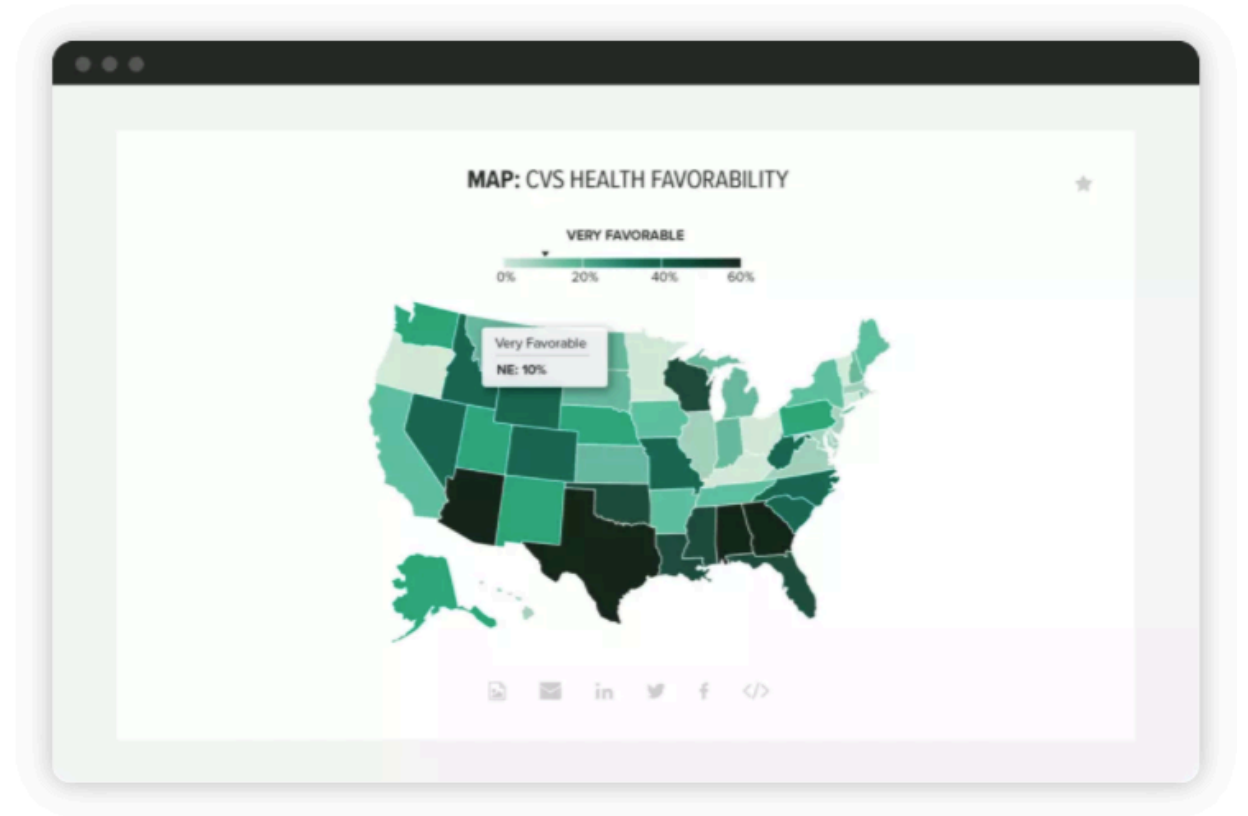
Identify Demographic Targets

Over 60,000 consumer interviews per brand allow executives to identify key targets across 35 demographic variables, including gender, age, and ethnicity.



Evaluate Geographic Trends

Data tracking down to the zip-code allows you to understand how your brand performs state-by-state, and DMA-by-DMA.



Use Cases



DAILY MONITORING

Track brand perception in real-time with the Brand Intelligence dashboard in your inbox



STRATEGIC PLANNING

Identify demographic targets and geographic trends to customize communication & marketing campaigns



CRISIS RESPONSE

Evaluate the magnitude of a crisis and track the effectiveness of your response

“ This kind of real-time brand tracking has become a necessity.

- WIRED

Contact



To request more info about Brand Intelligence
or Morning Consult's research capabilities

EMAIL

Sales@MorningConsult.com

VISIT

www.MorningConsult.com