

**BESPOKE MARKET INTELLIGENCE**

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# **US Banking Survey**

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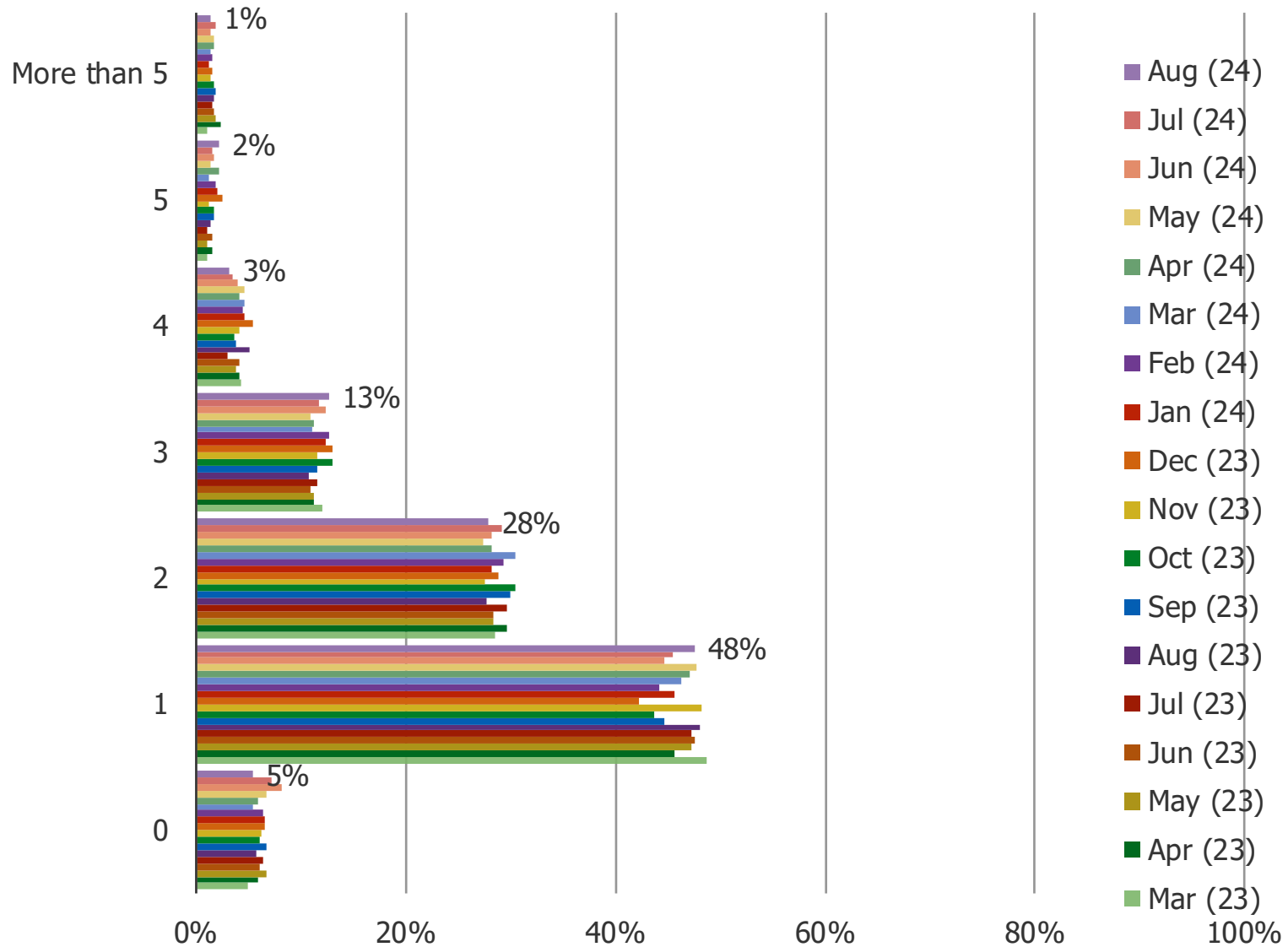
**1,500 US Consumers Balanced To Census, Tracked Monthly**

**August 2024**

# Banking Survey

## How many banks in total do you currently have relationships/accounts with?

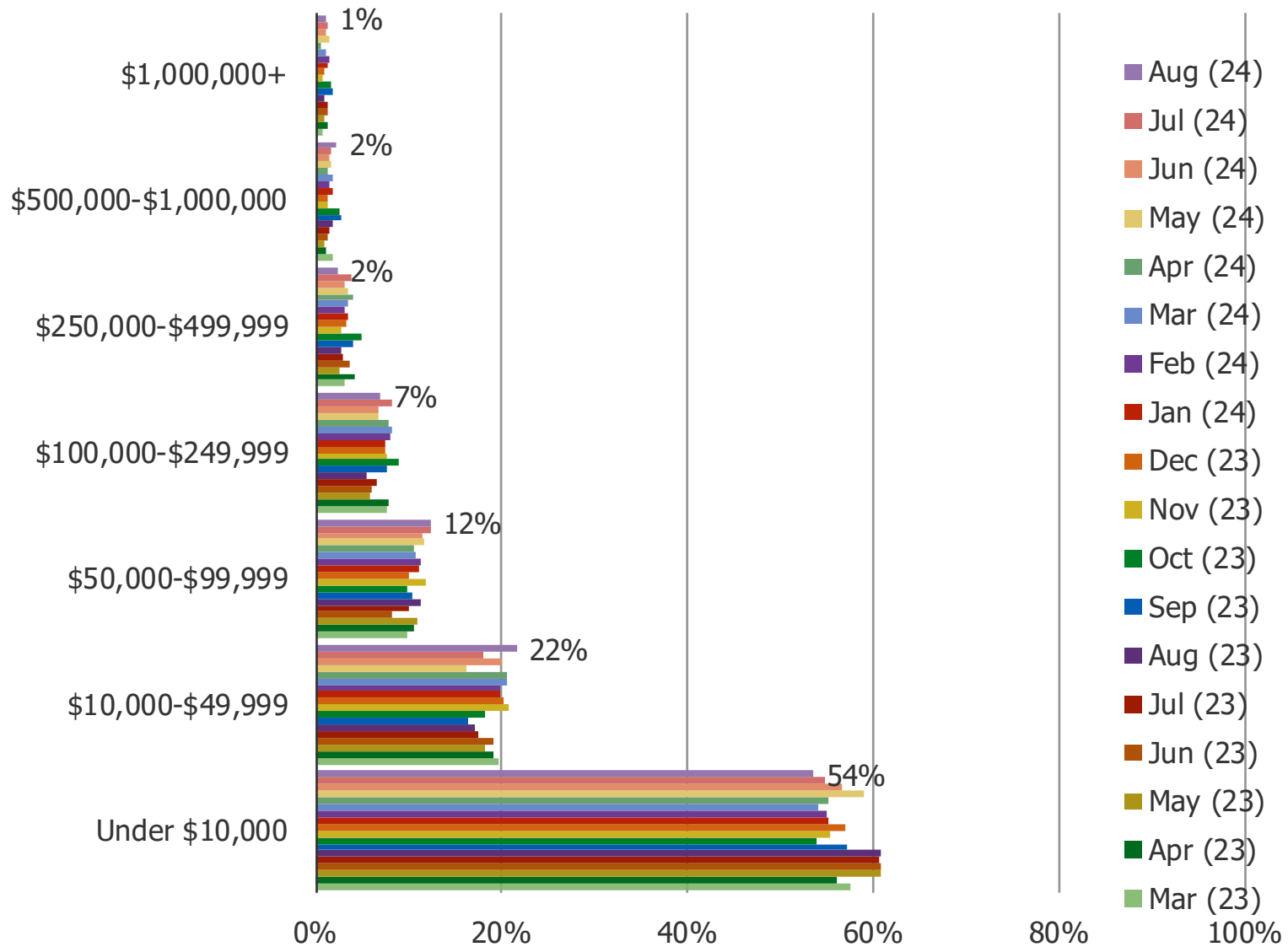
Posed to all respondents. (N=1502)



# Banking Survey

## How much money do you currently have sitting in checking/savings accounts across ALL of the banks you have money with?

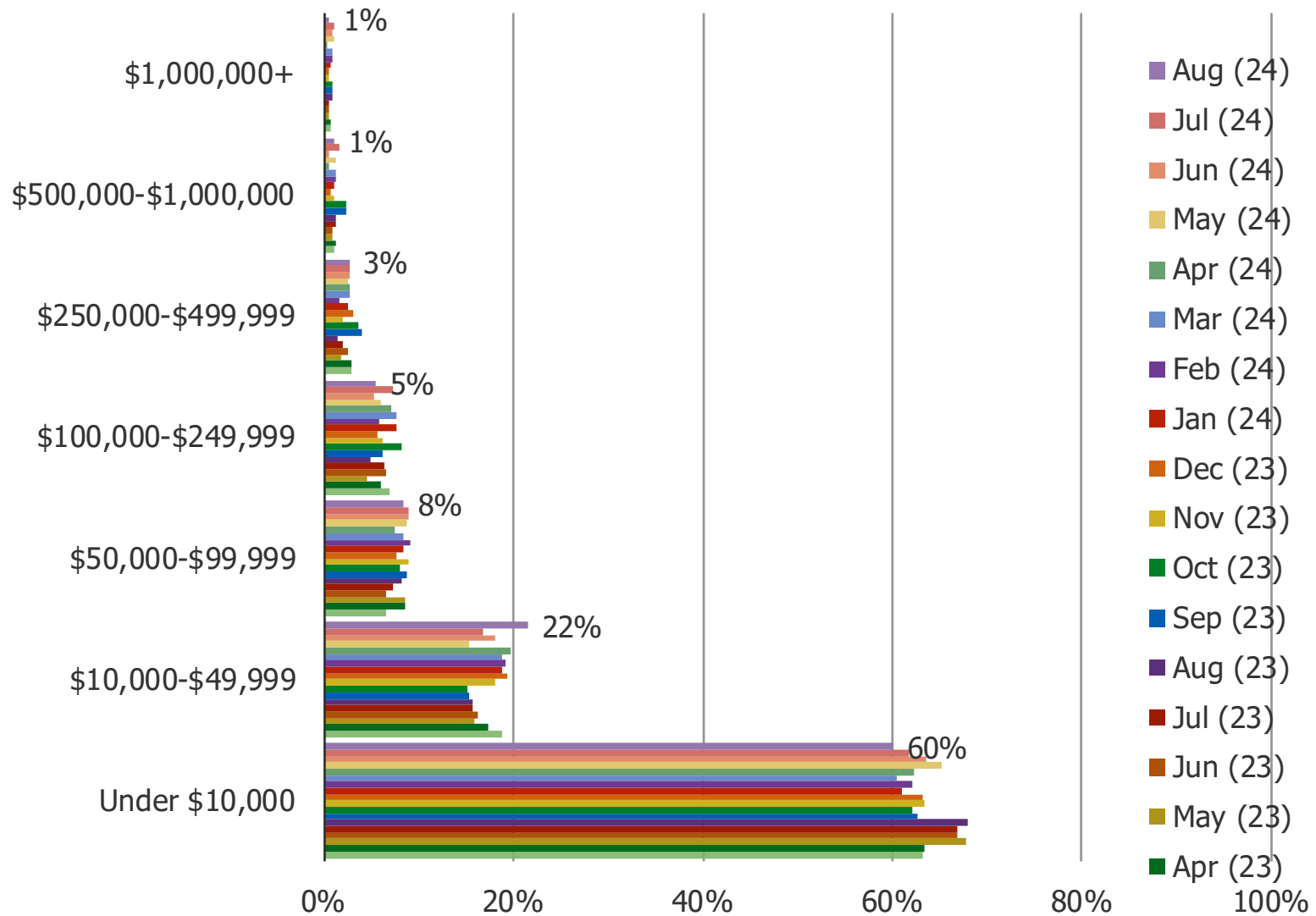
Posed to respondents who have one or more banking relationships (N=1422)



# Banking Survey

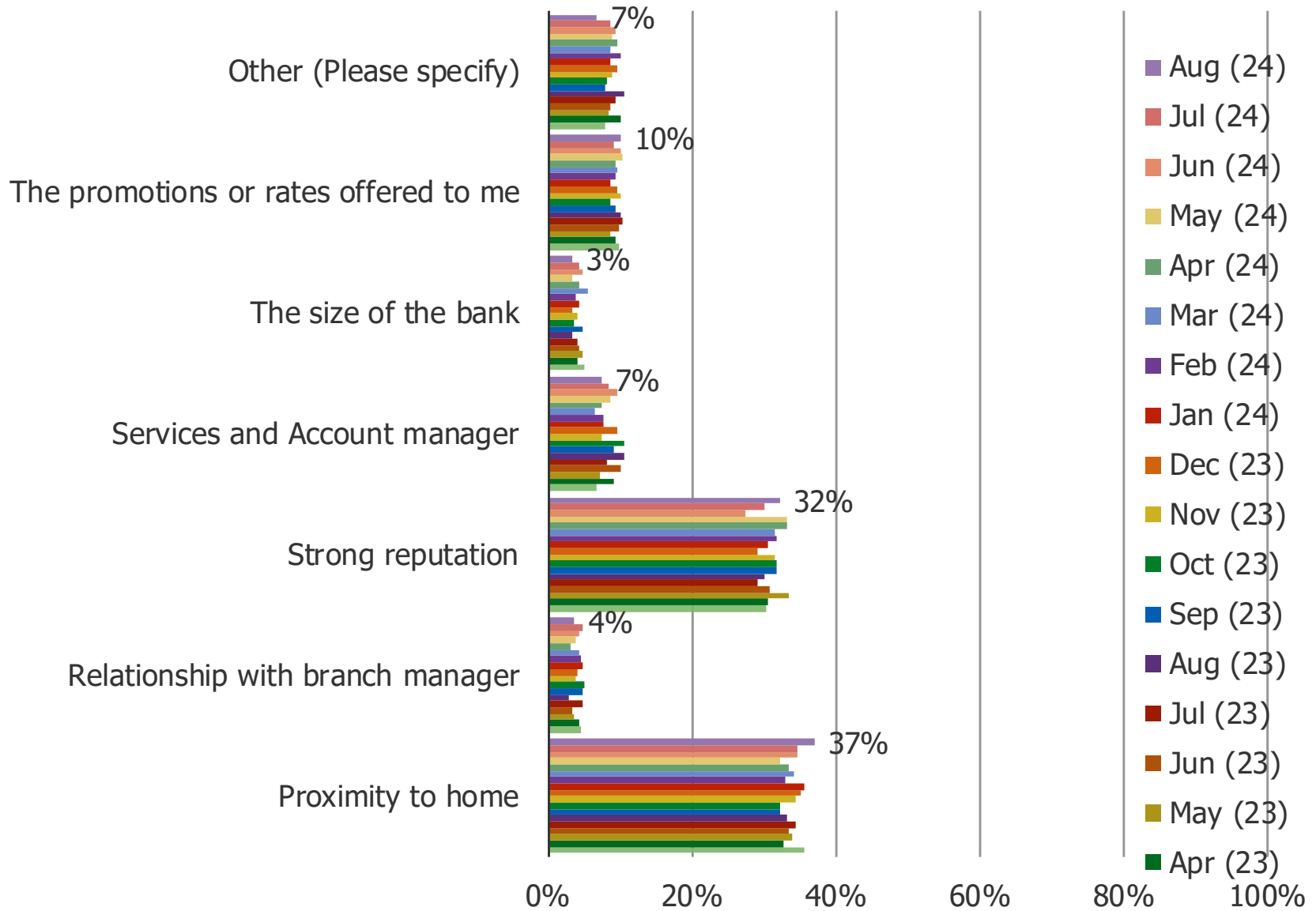
## What is the largest amount of money that you currently have sitting in checking/savings accounts within ONE individual bank?

Posed to respondents who have one or more banking relationships (N=1422)



## What is the primary reason that you like your current bank?

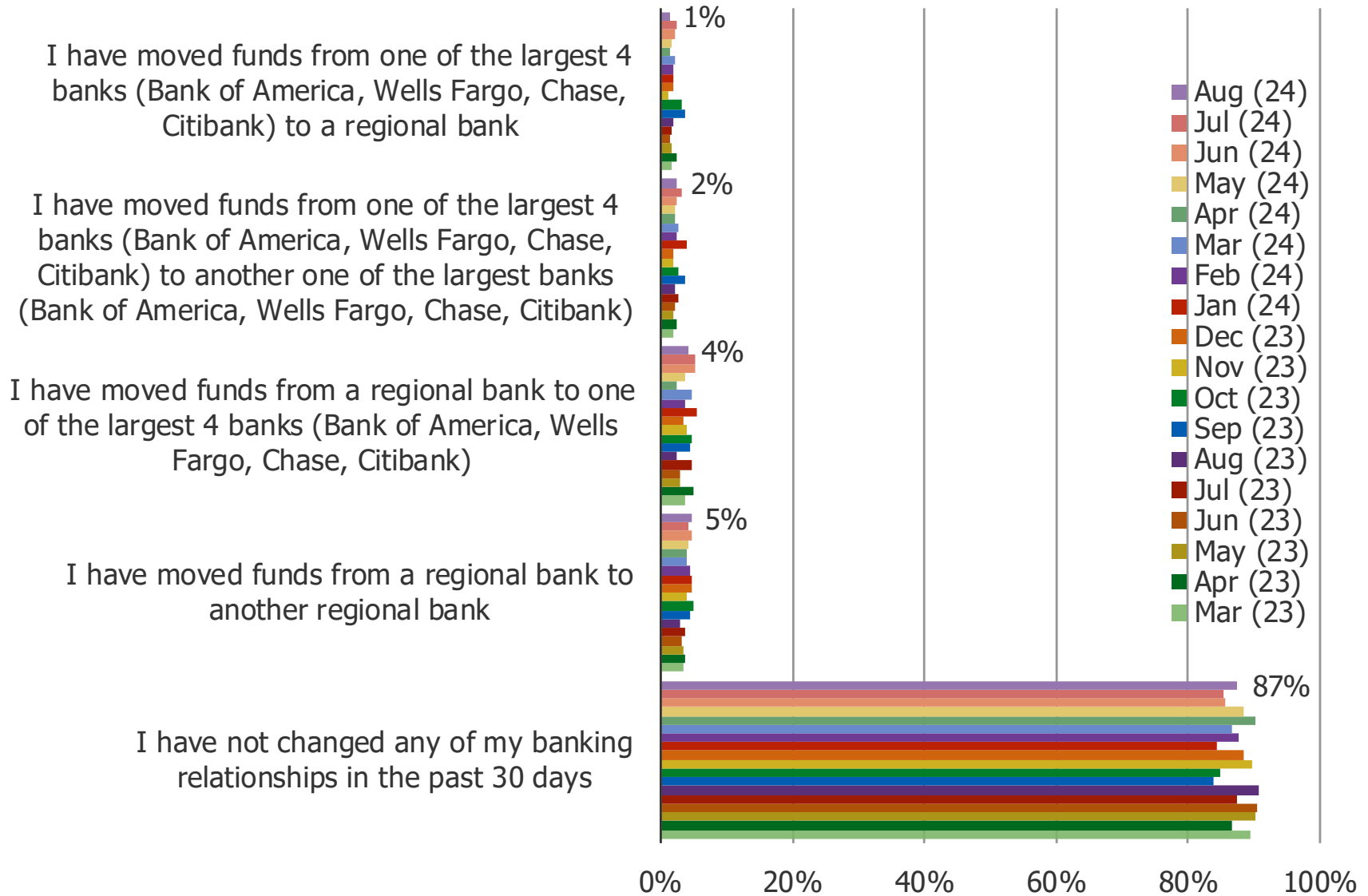
Posed to respondents who have one or more banking relationships (N=1422)



# Banking Survey

## Thinking about the past 30 days, which of the following best describes you?

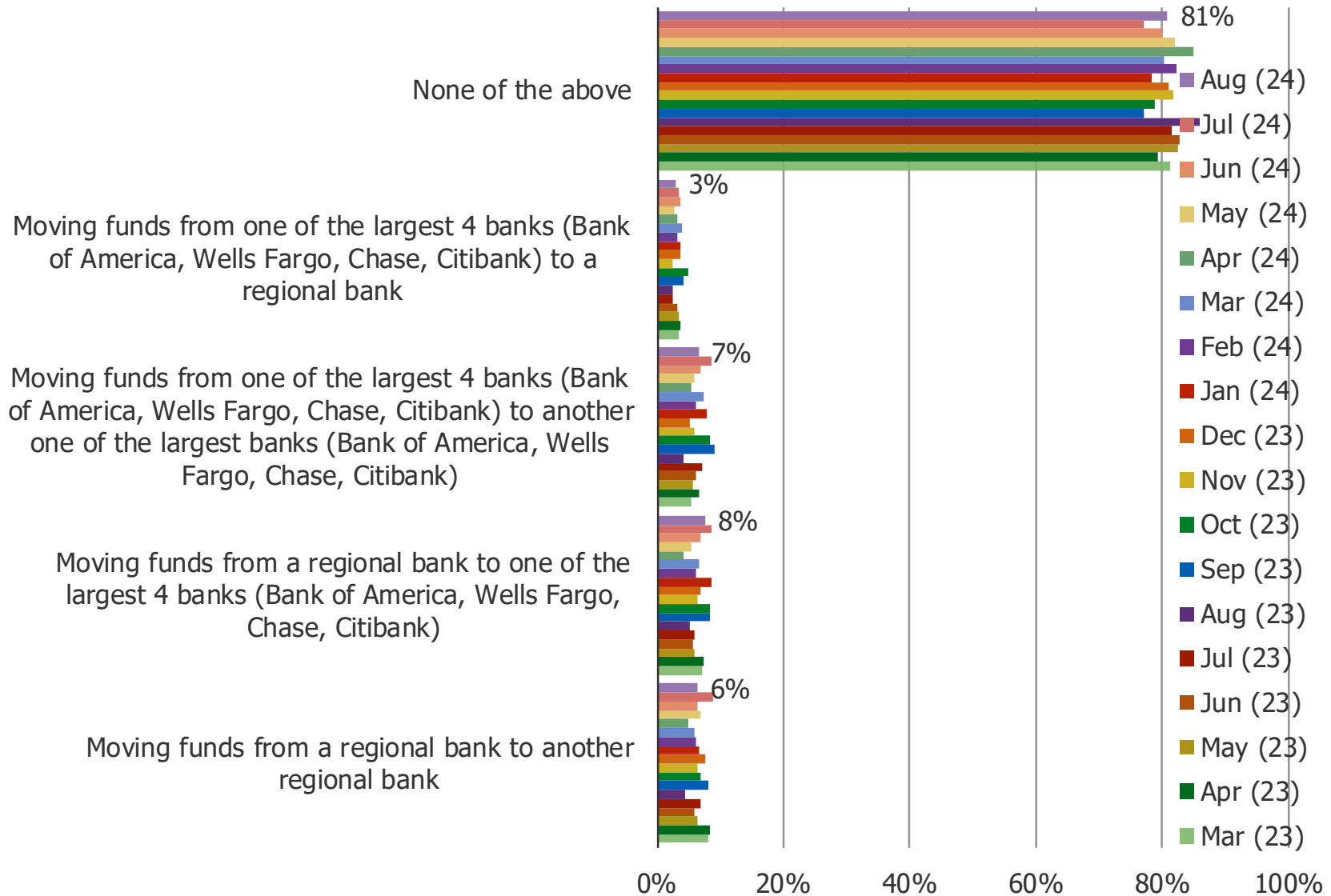
Posed to respondents who have one or more banking relationships (N=1422)



# Banking Survey

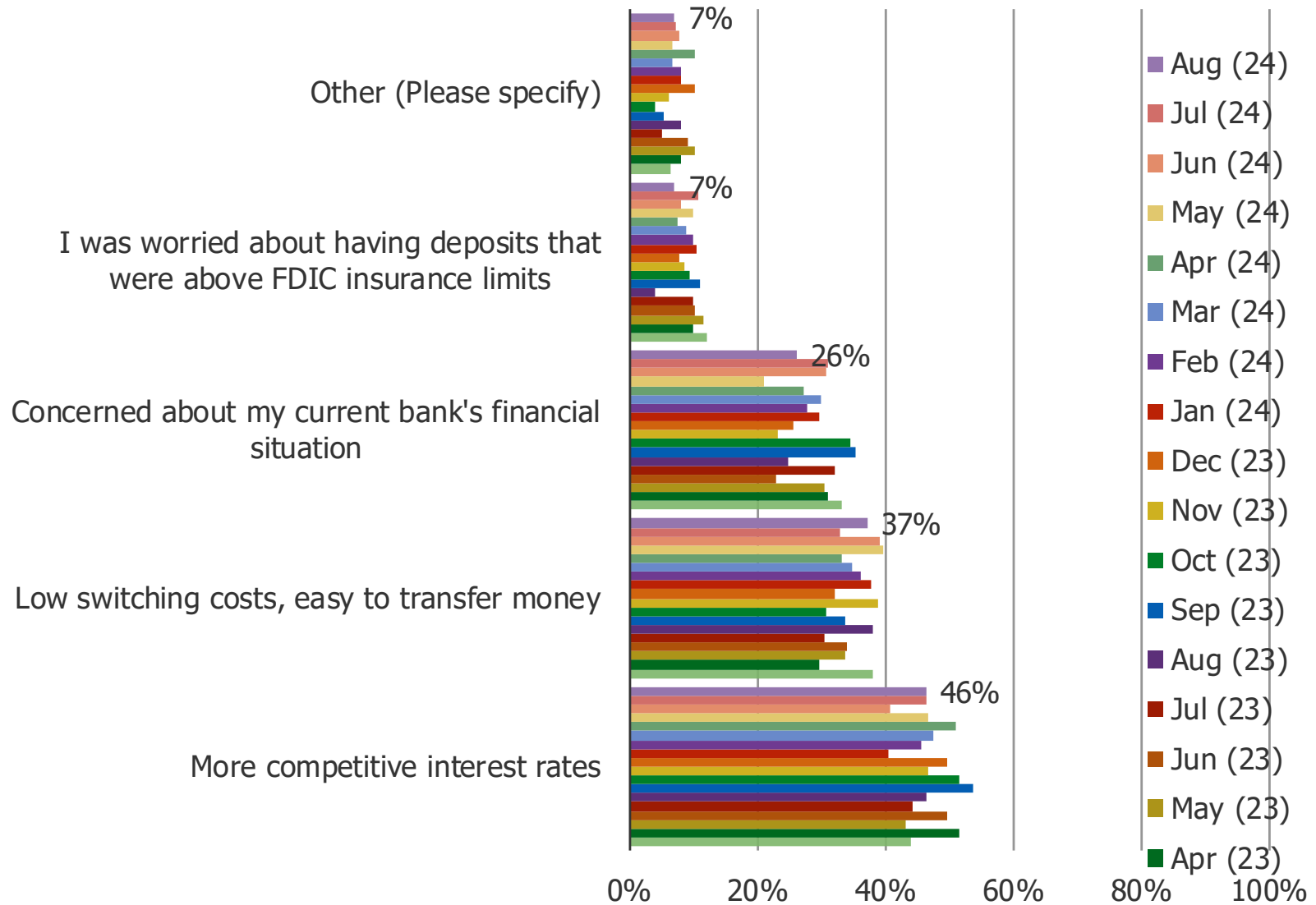
## In the next 6 months, are you considering...

Posed to respondents who have one or more banking relationships (N=1422)



## What are the reasons for changing banks or moving funds?

Posed to all respondents who are considering changing banks or moving funds. (N=272)

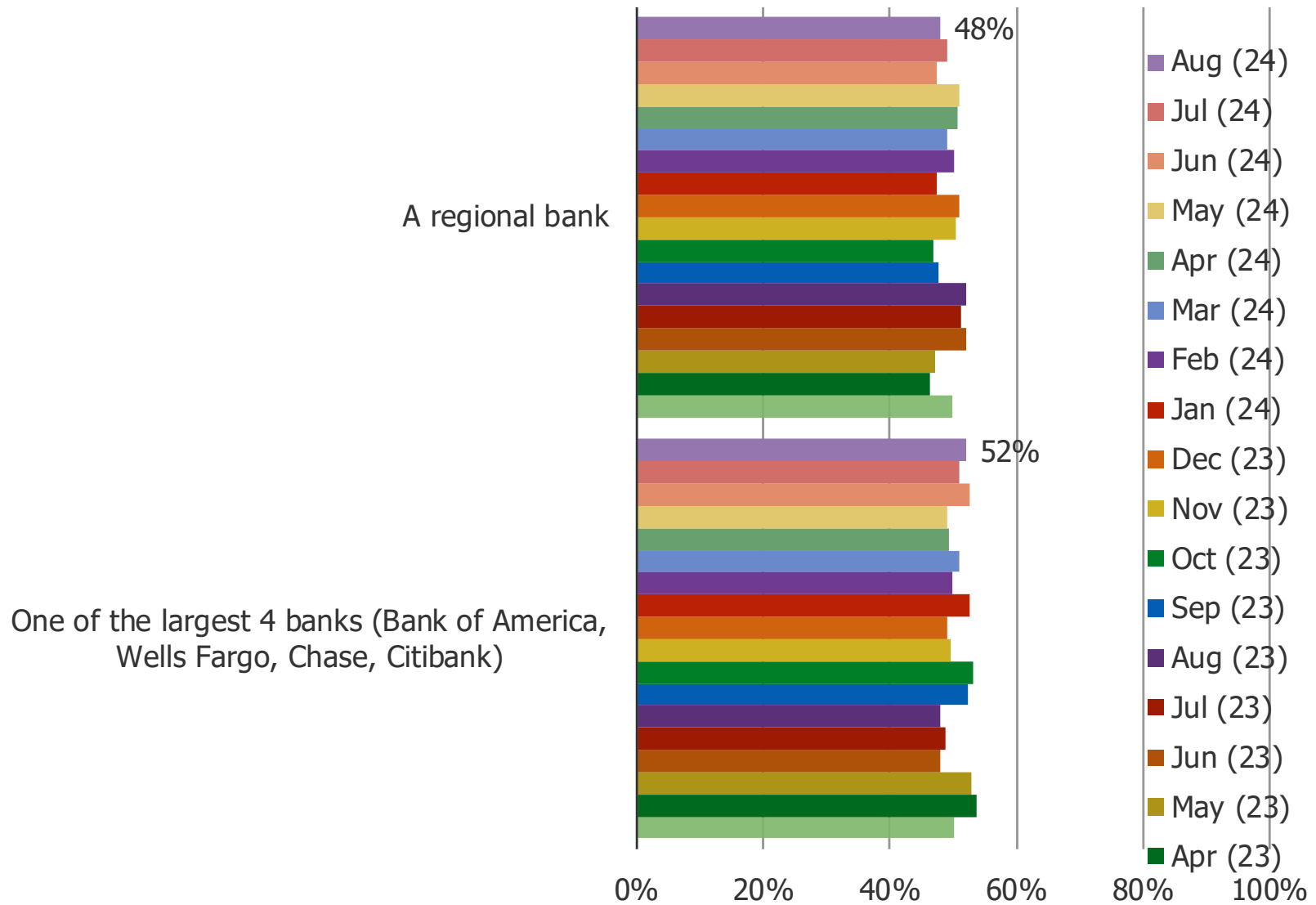




# Banking Survey

## Which would you prefer for banking needs?

Posed to respondents who have one or more banking relationships (N=1422)

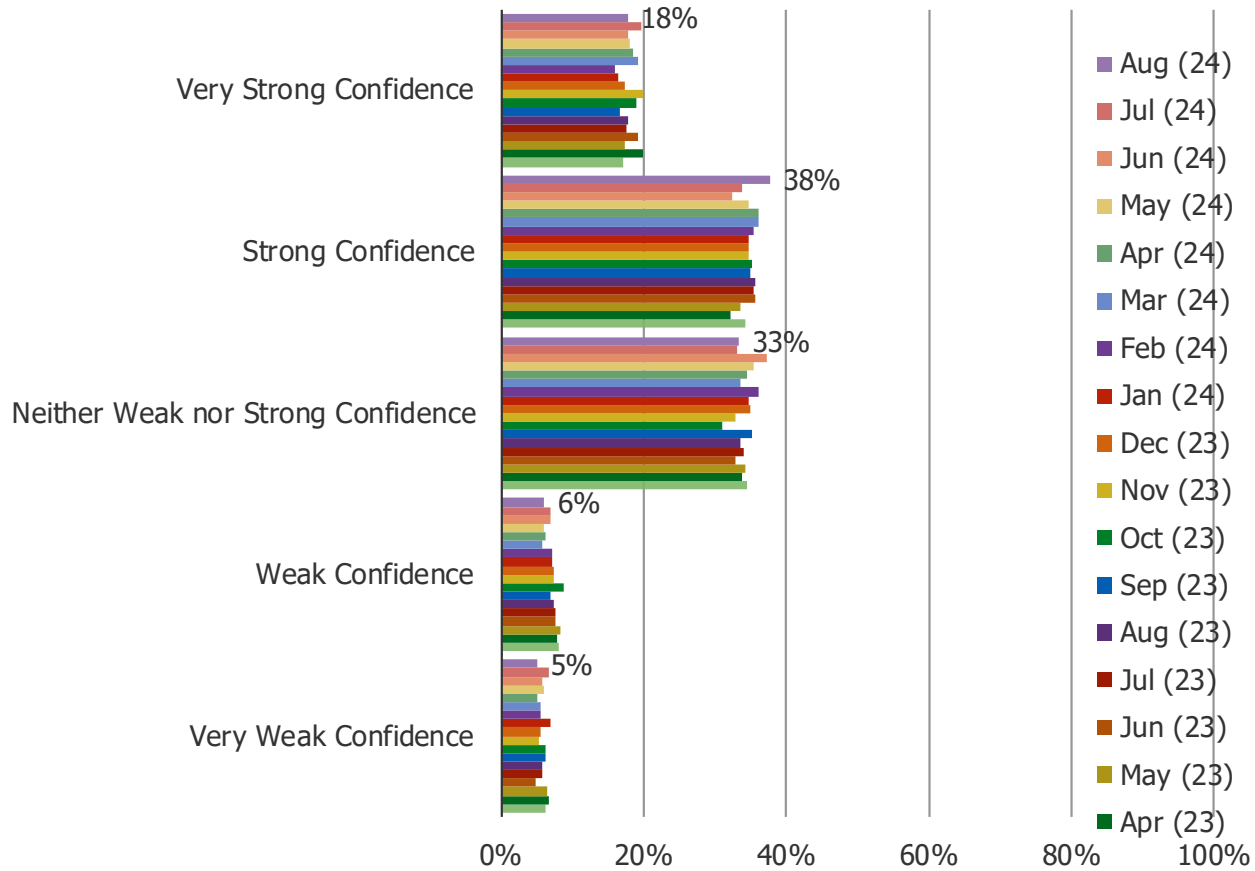


# Banking Survey

## How much confidence would you currently have in placing money into the following...

Posed to all respondents. (N=1502)

Checking/Savings account at a regional bank

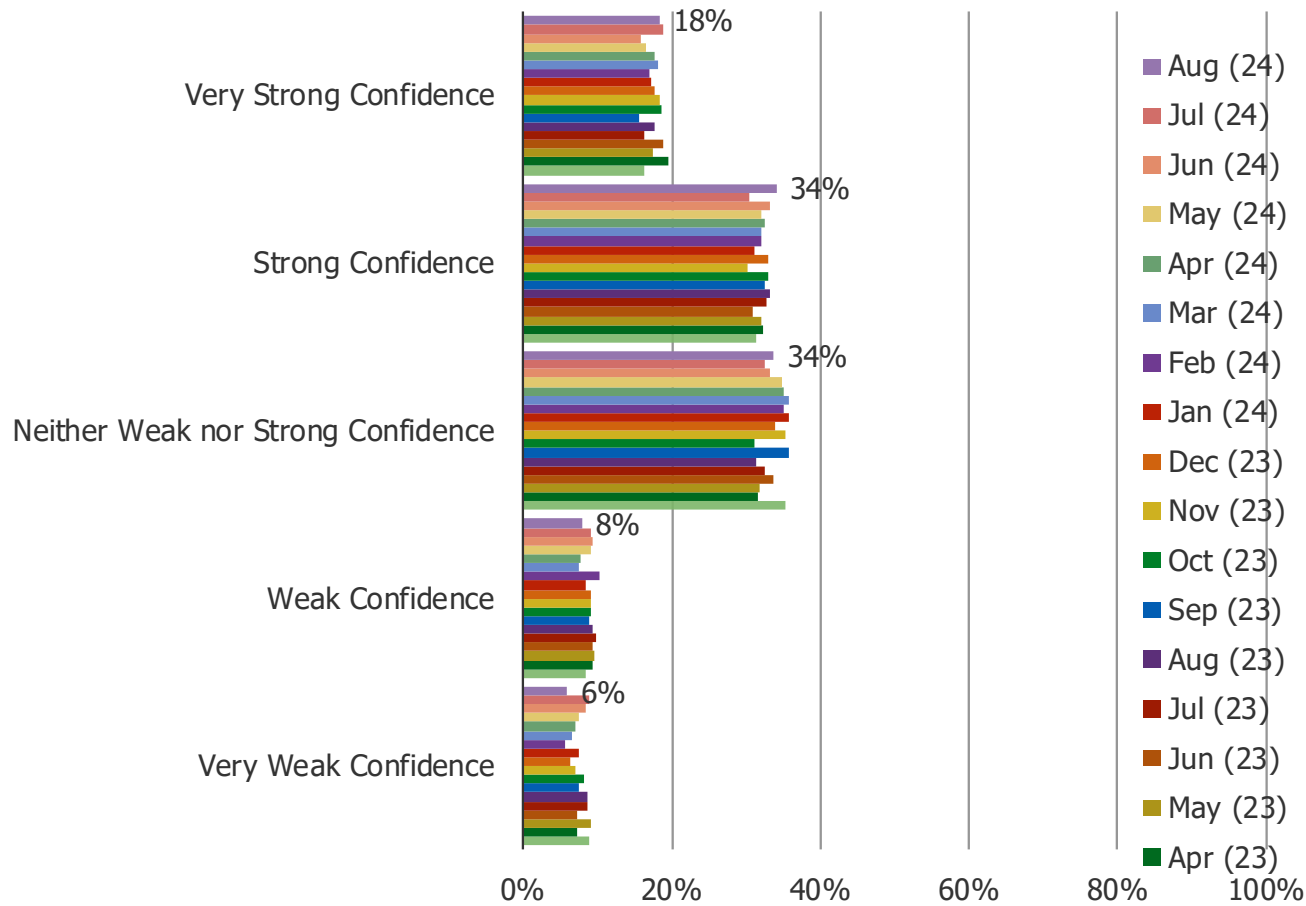


# Banking Survey

## How much confidence would you currently have in placing money into the following...

Posed to all respondents. (N=1502)

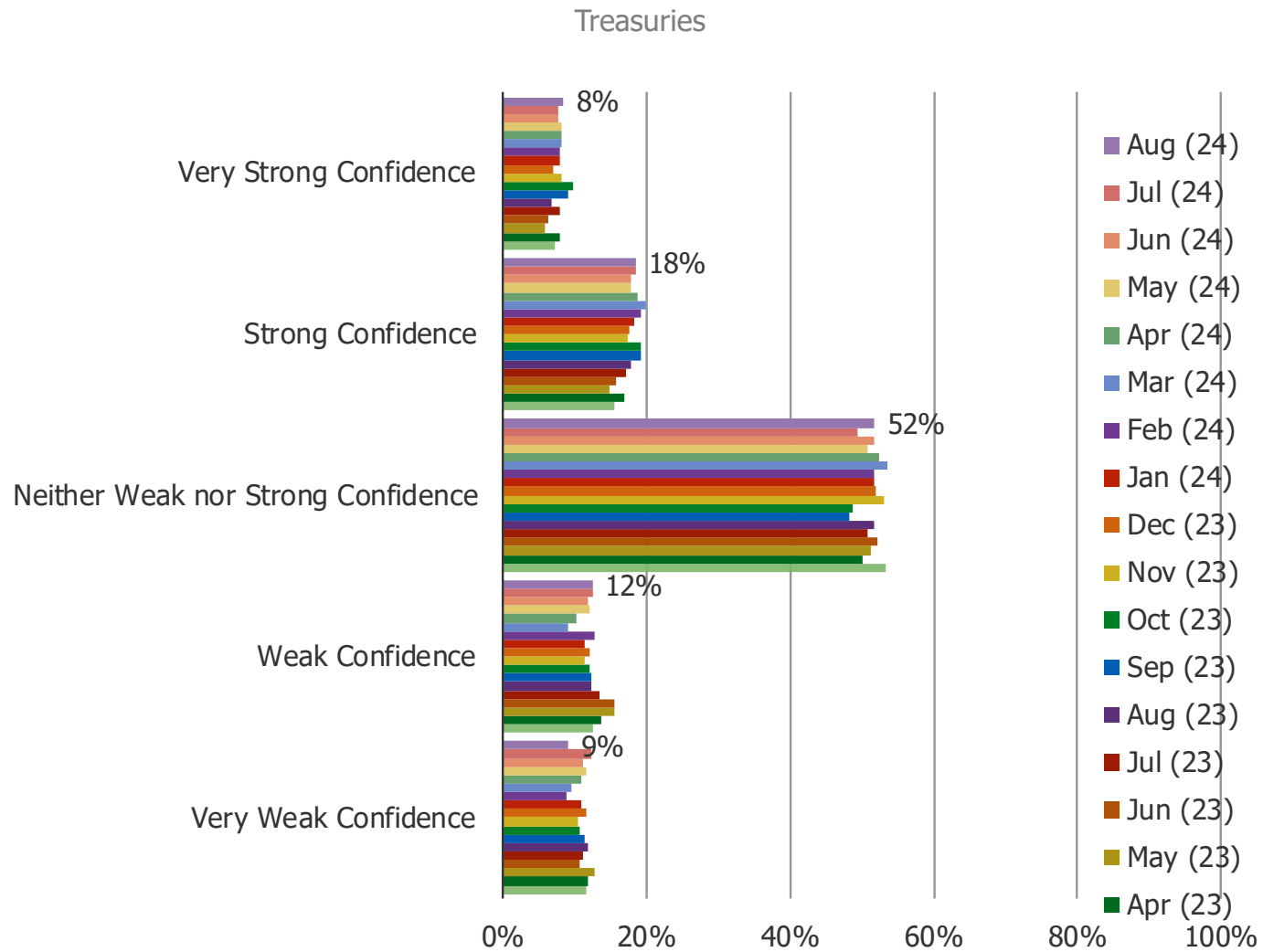
Checking/Savings account at one of the largest 4 banks (Bank of America, Wells Fargo, Chase, Citibank)



# Banking Survey

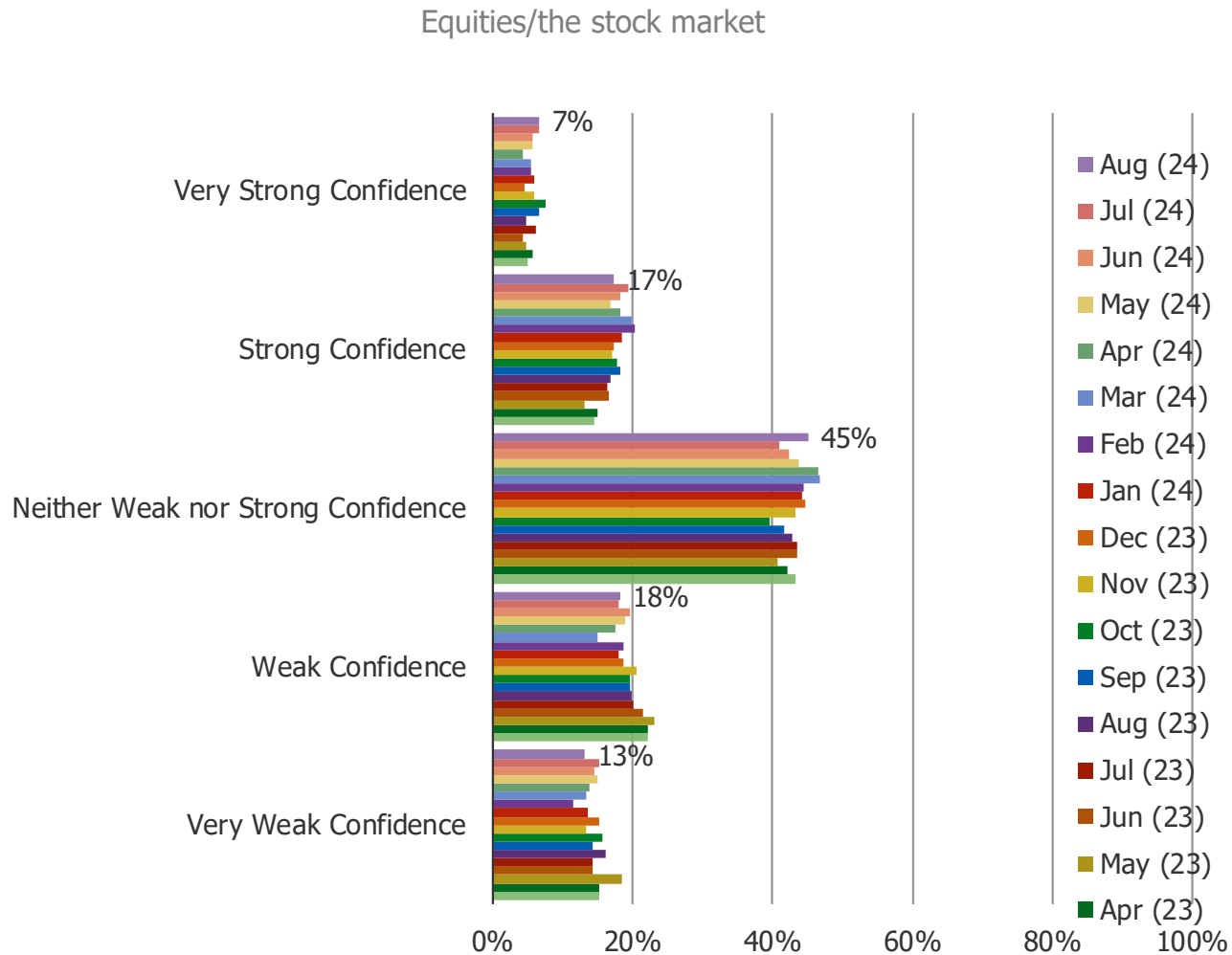
## How much confidence would you currently have in placing money into the following...

Posed to all respondents. (N=1502)



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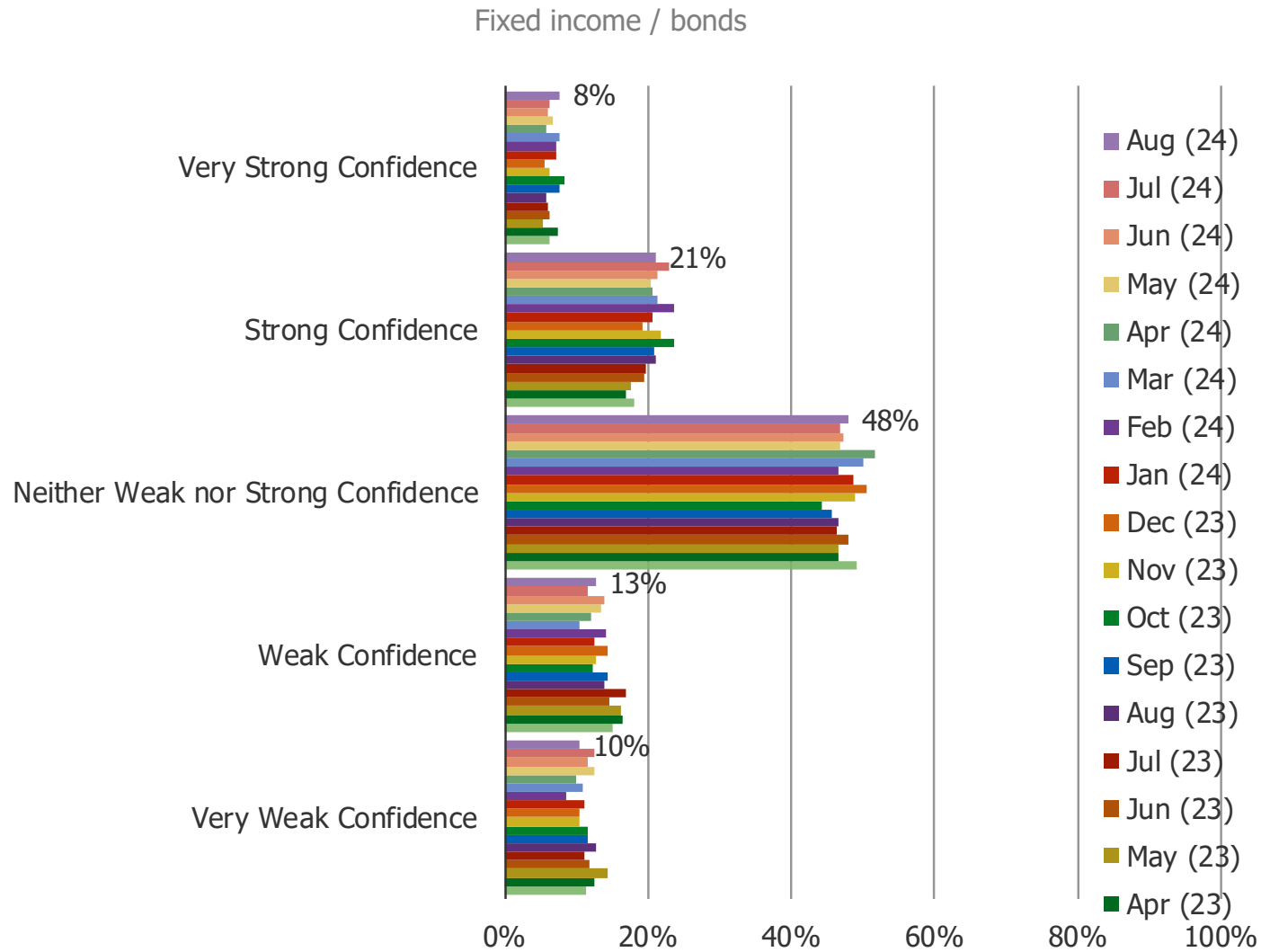
Posed to all respondents. (N=1502)



# Banking Survey

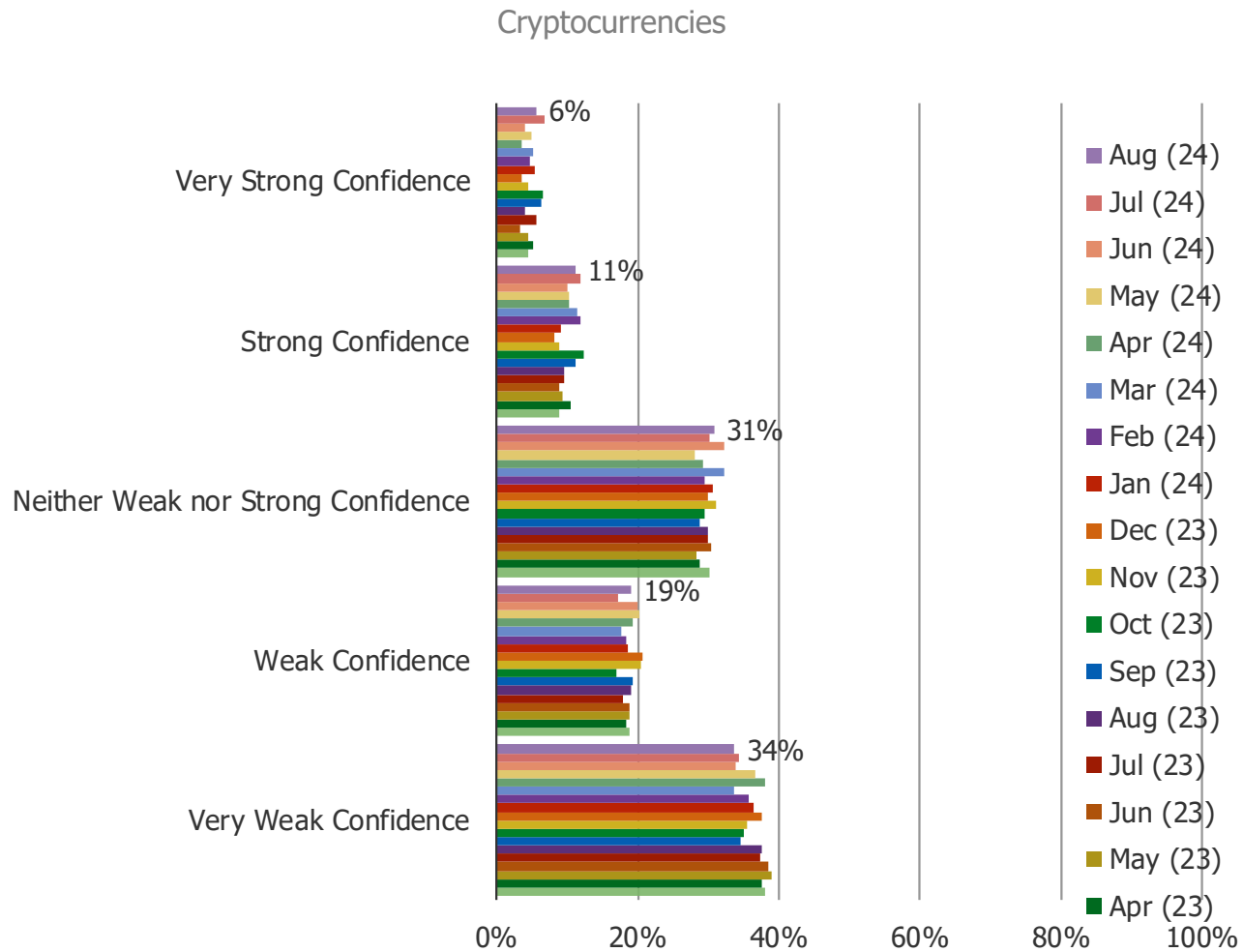
## How much confidence would you currently have in placing money into the following...

Posed to all respondents. (N=1502)



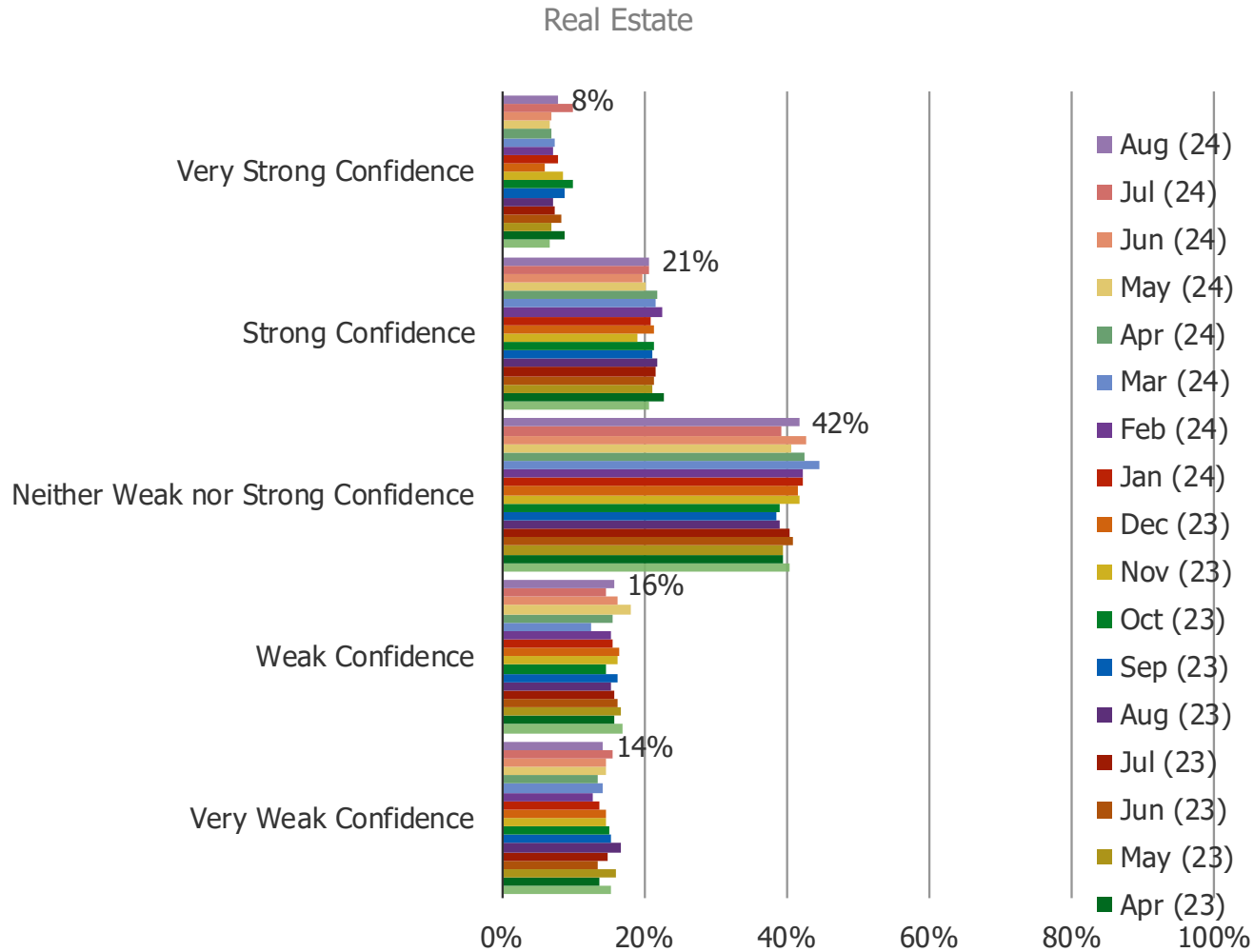
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Posed to all respondents. (N=1502)



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Posed to all respondents. (N=1502)



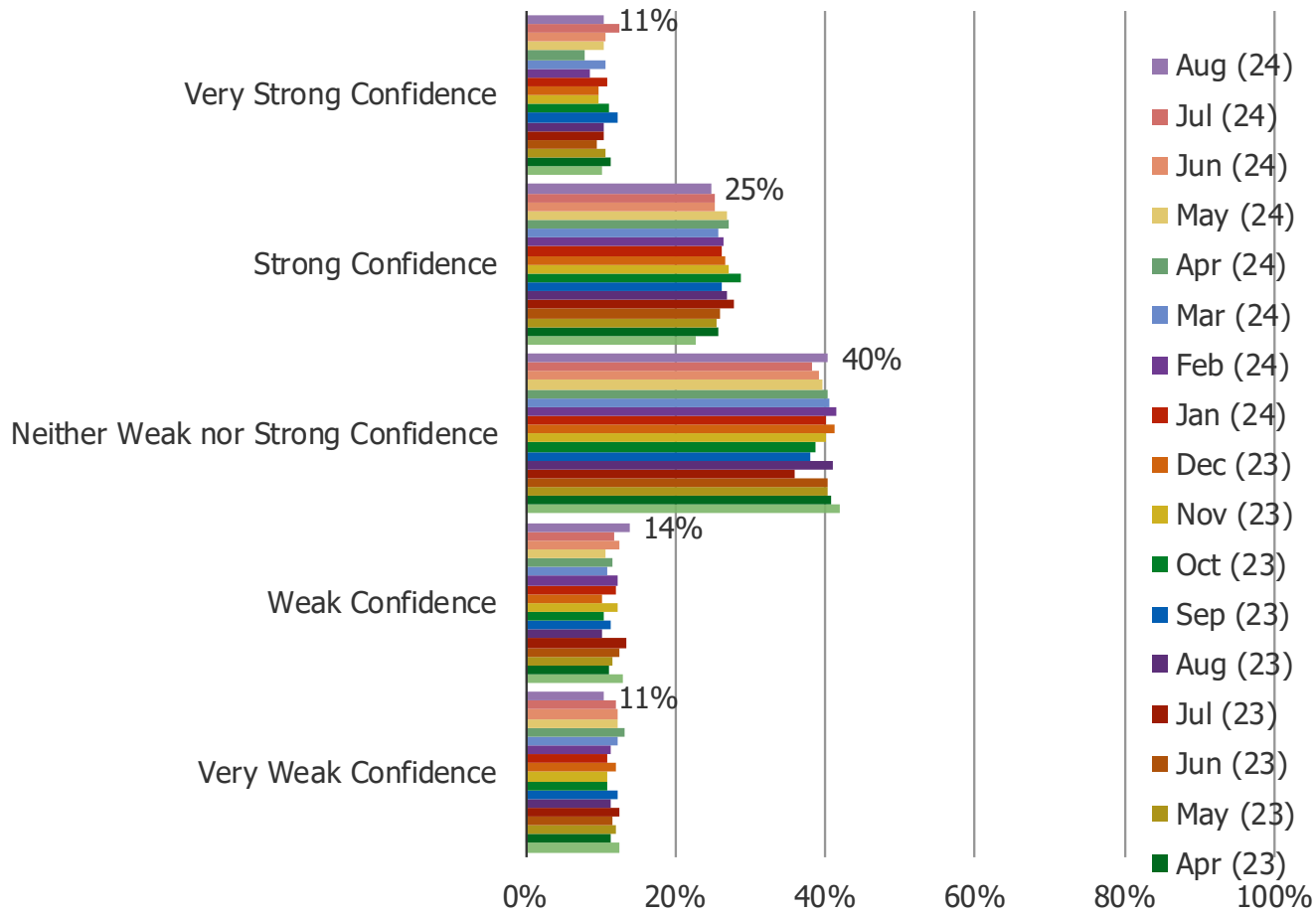


# Banking Survey

## How much confidence would you currently have in placing money into the following...

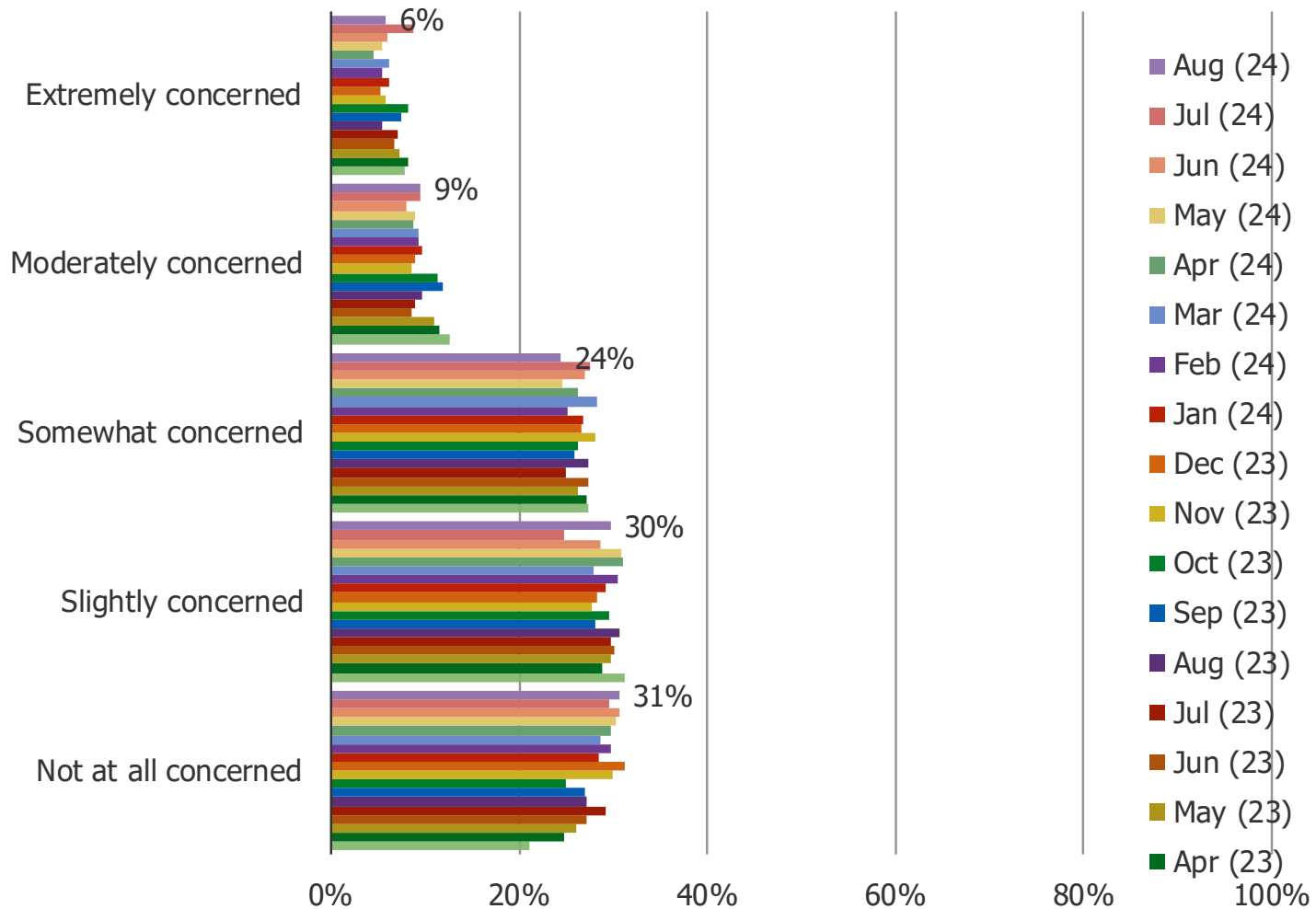
Posed to all respondents. (N=1502)

Mobile Payments Apps (ie, Cash App, Venmo, etc)



## Do you have any level of concern about the health of regional banks in the US?

Posed to all respondents. (N=1502)



# Banking Survey

## Do you have any level of concern about the health of the biggest four banks in the US (Bank of America, Wells Fargo, Chase, Citibank)?

Posed to all respondents. (N=1502)

