

BESPOKE MARKET INTELLIGENCE

US Banking Survey

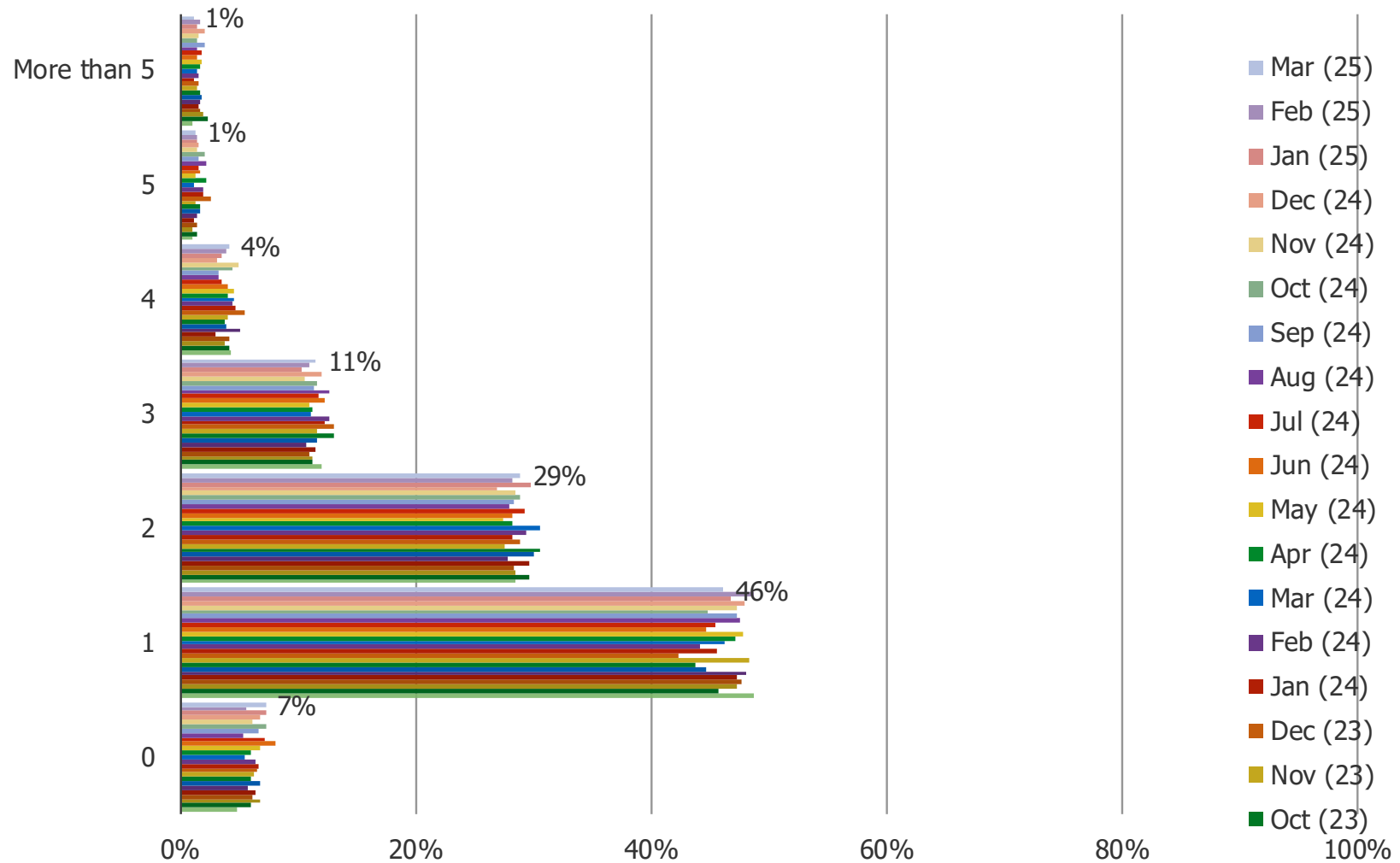
1,500 US Consumers Balanced To Census, Tracked Monthly

March 2025

Banking Survey

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

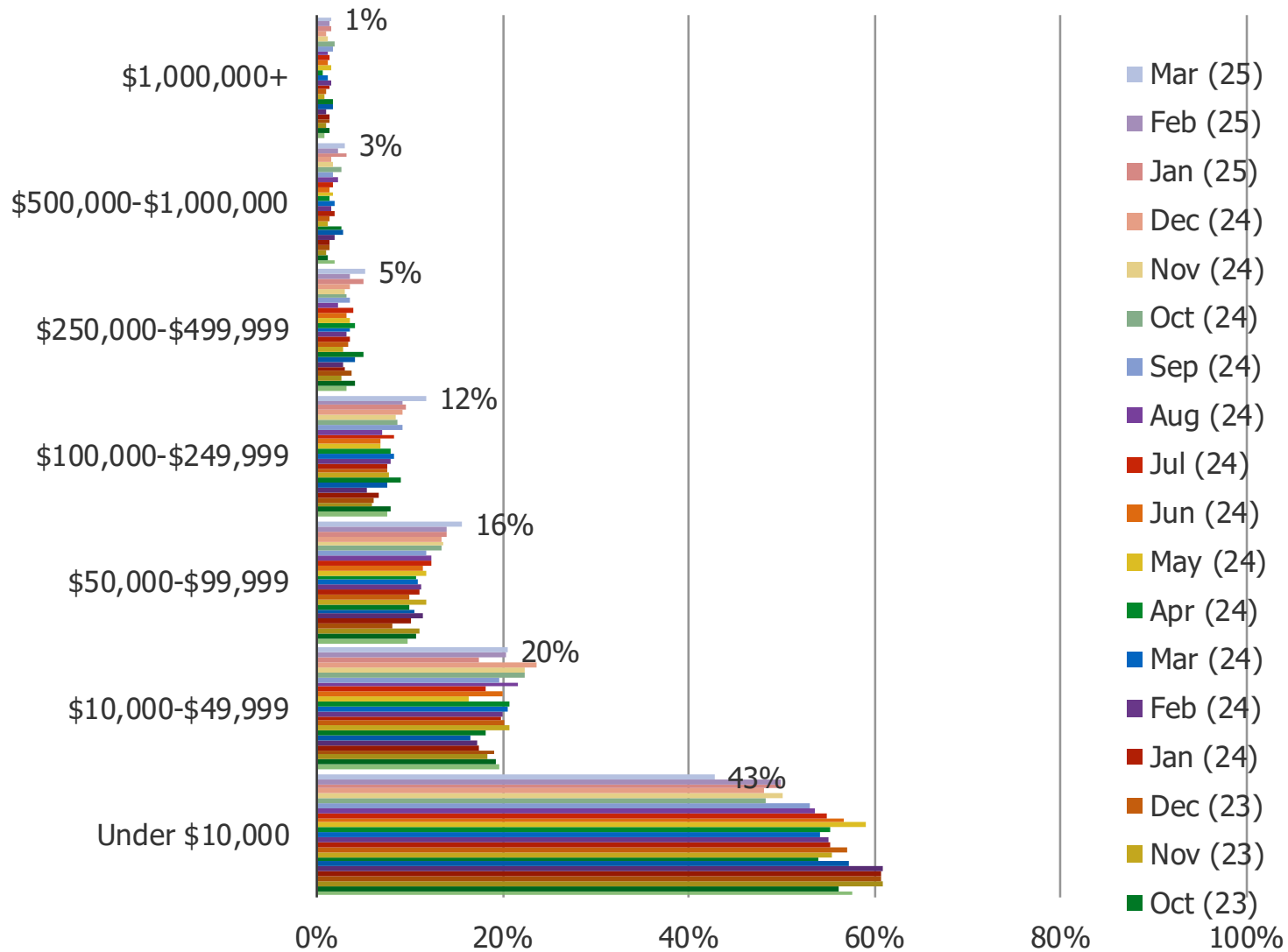
Posed to all respondents. (N=1501)



Banking Survey

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

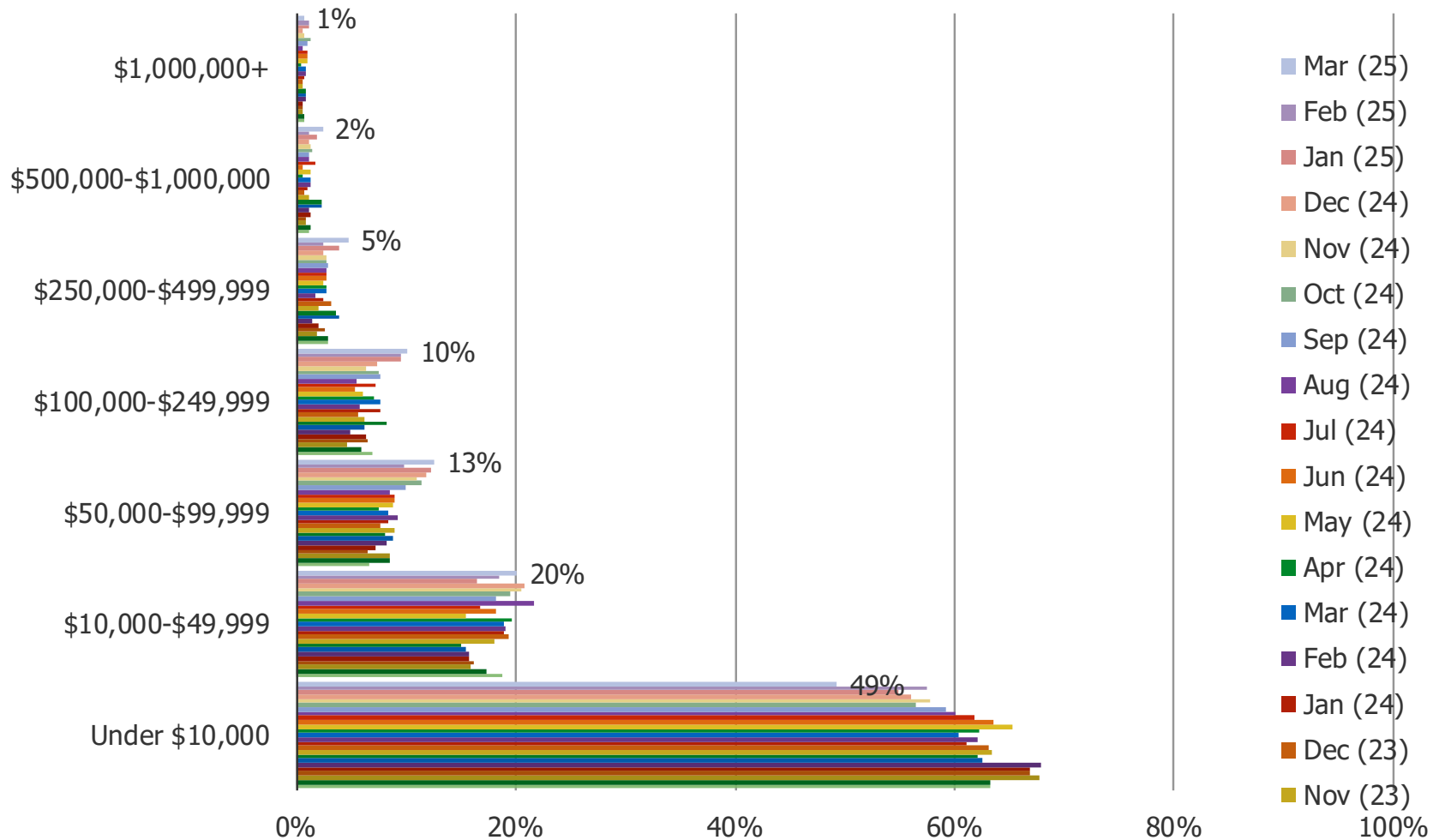
Posed to respondents who have one or more banking relationships (N=1393)



Banking Survey

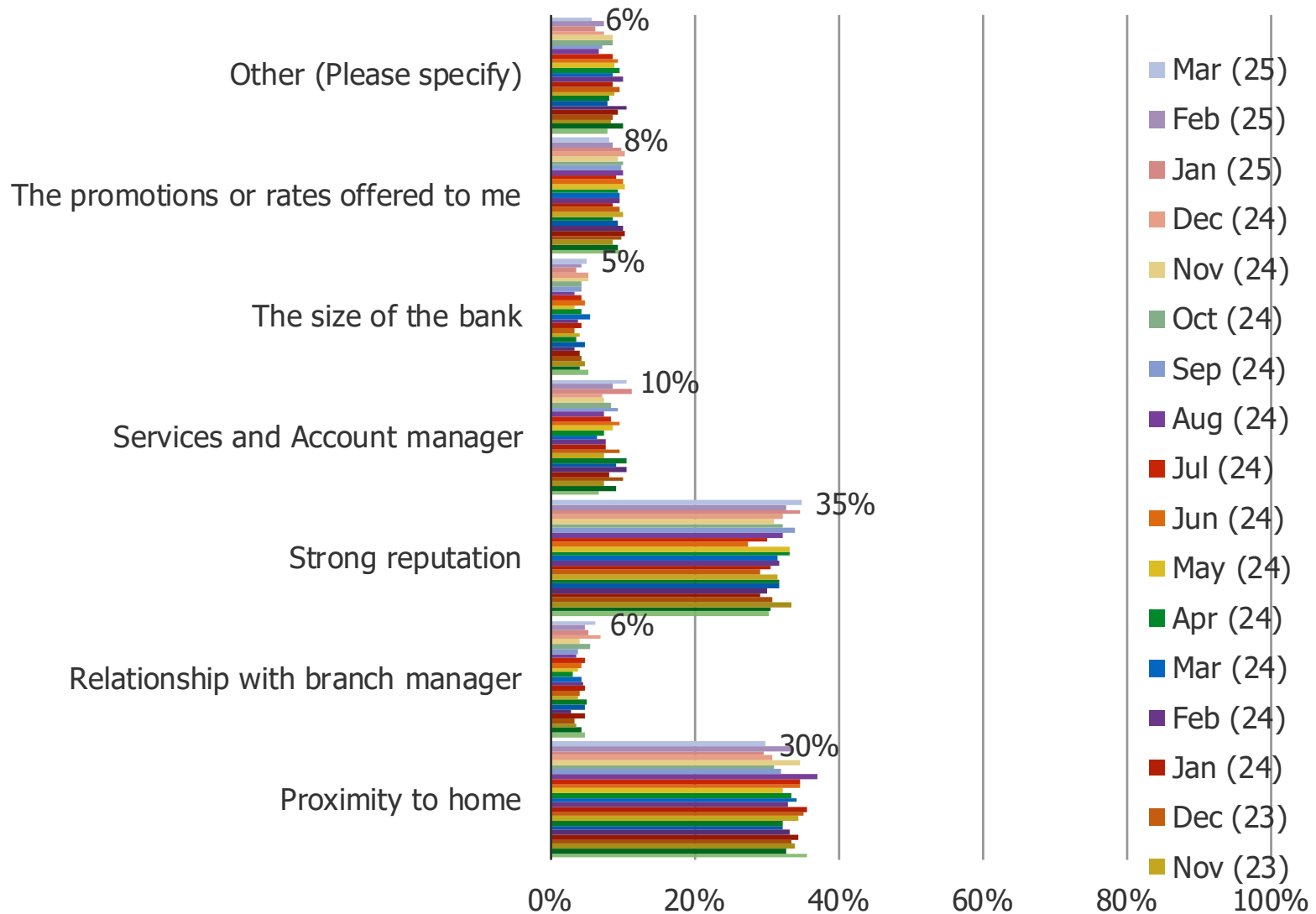
What is the largest amount of money that you currently have sitting in checking/savings accounts within ONE individual bank?

Posed to respondents who have one or more banking relationships (N= 1393)



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

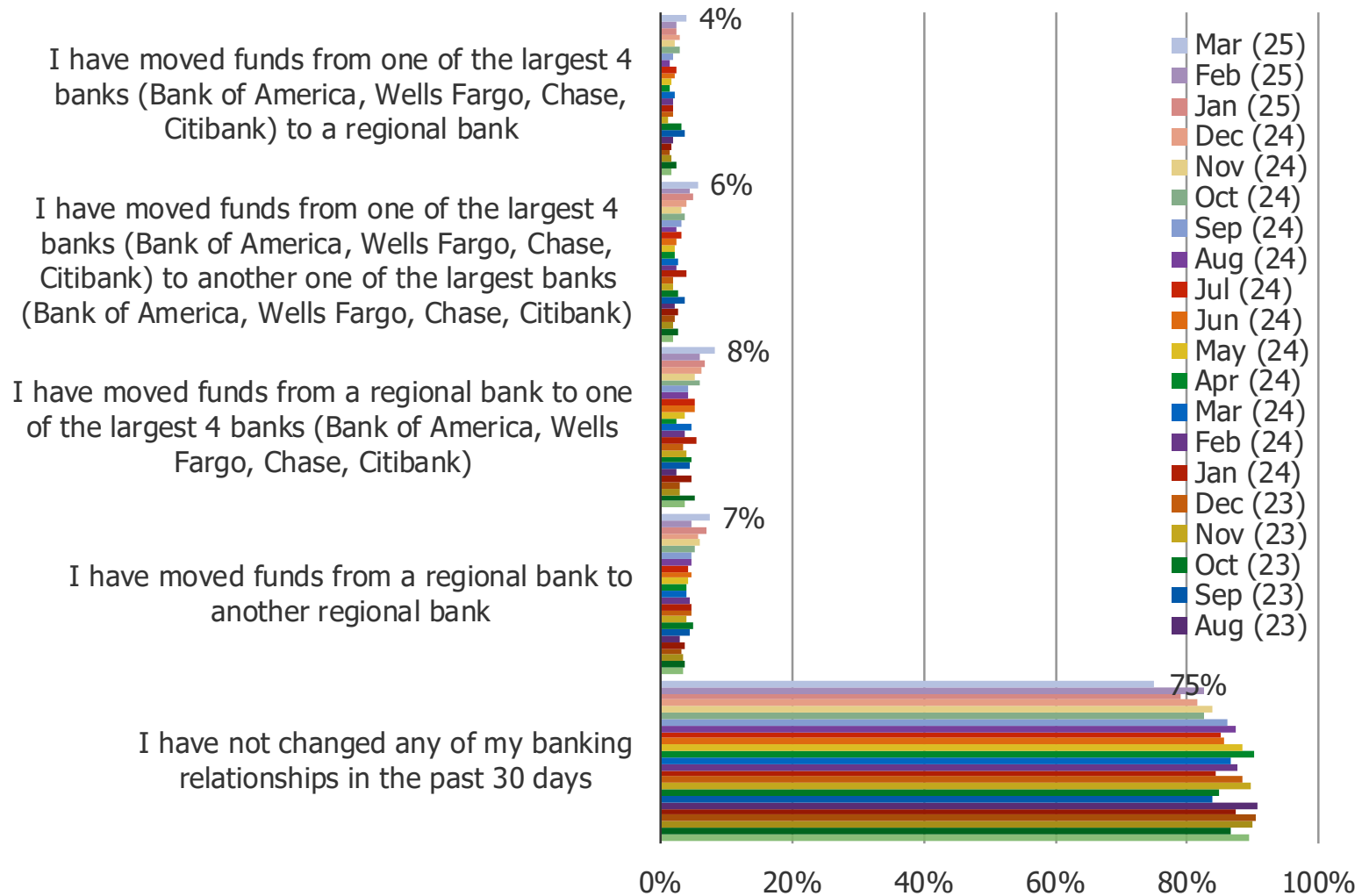
Posed to respondents who have one or more banking relationships (N=1393)



Banking Survey

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

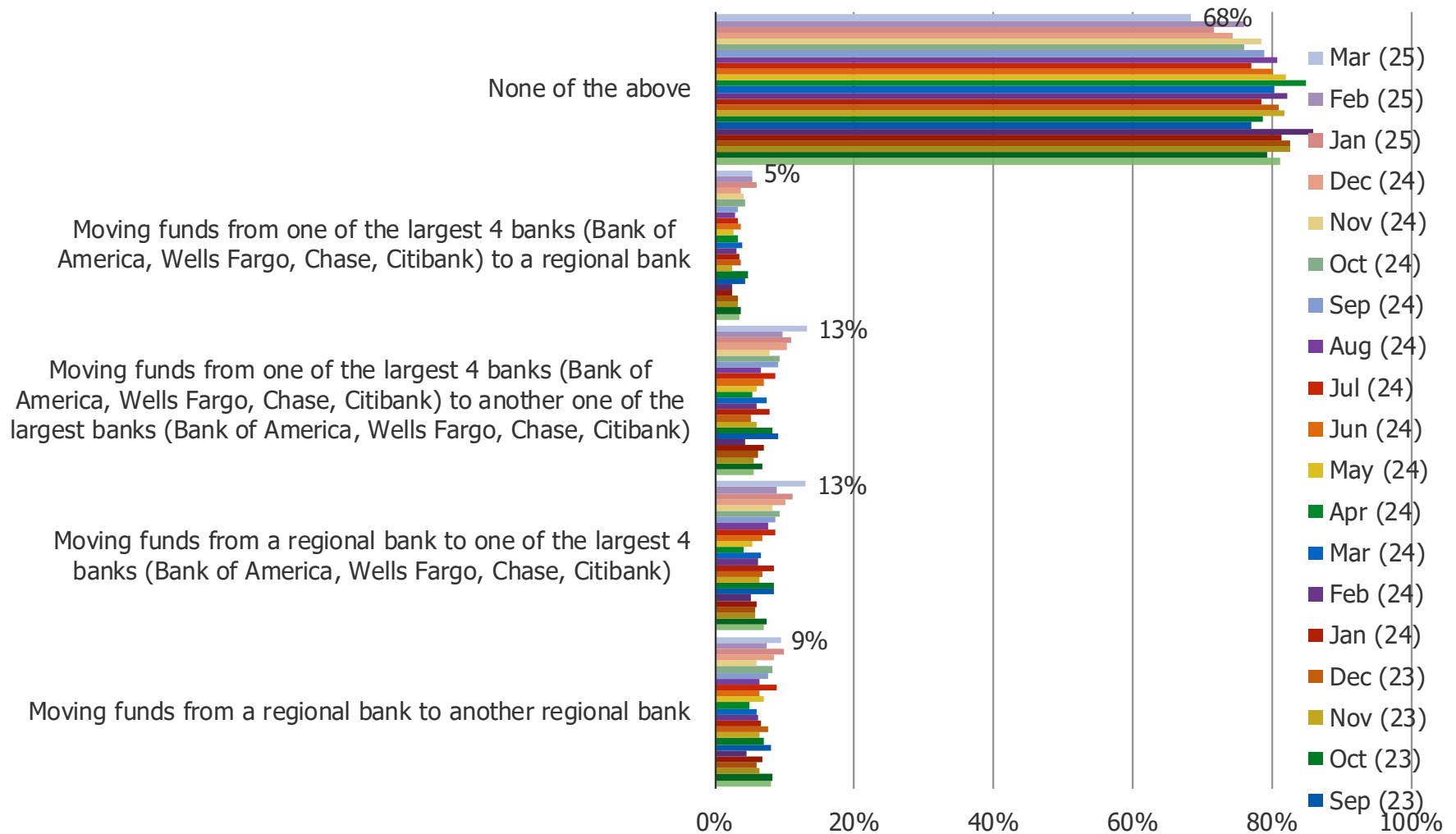
Posed to respondents who have one or more banking relationships (N=1393)



Banking Survey

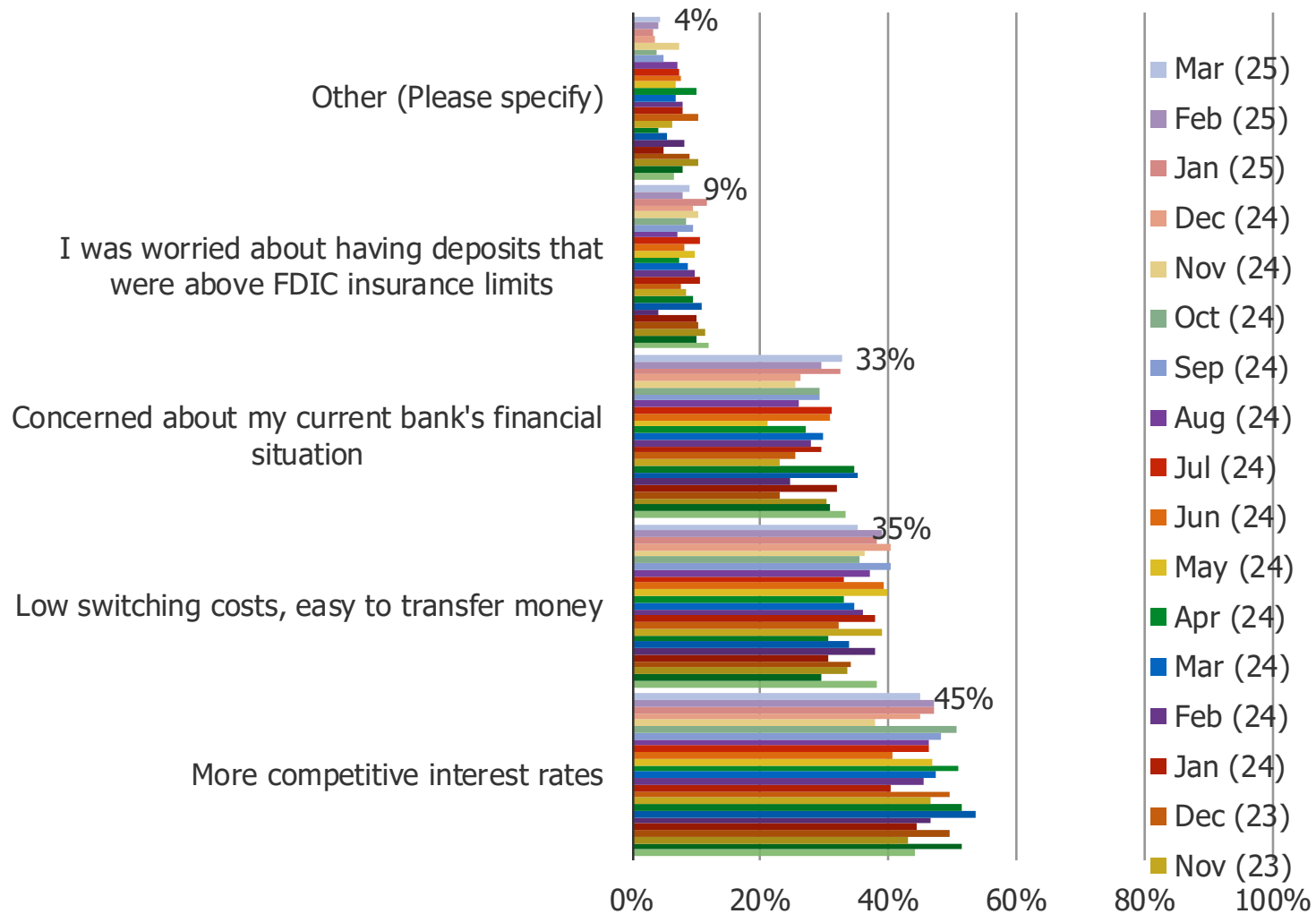
In the next 6 months, are you considering...

Posed to respondents who have one or more banking relationships (N=1393)



What are the reasons for changing banks or moving funds?

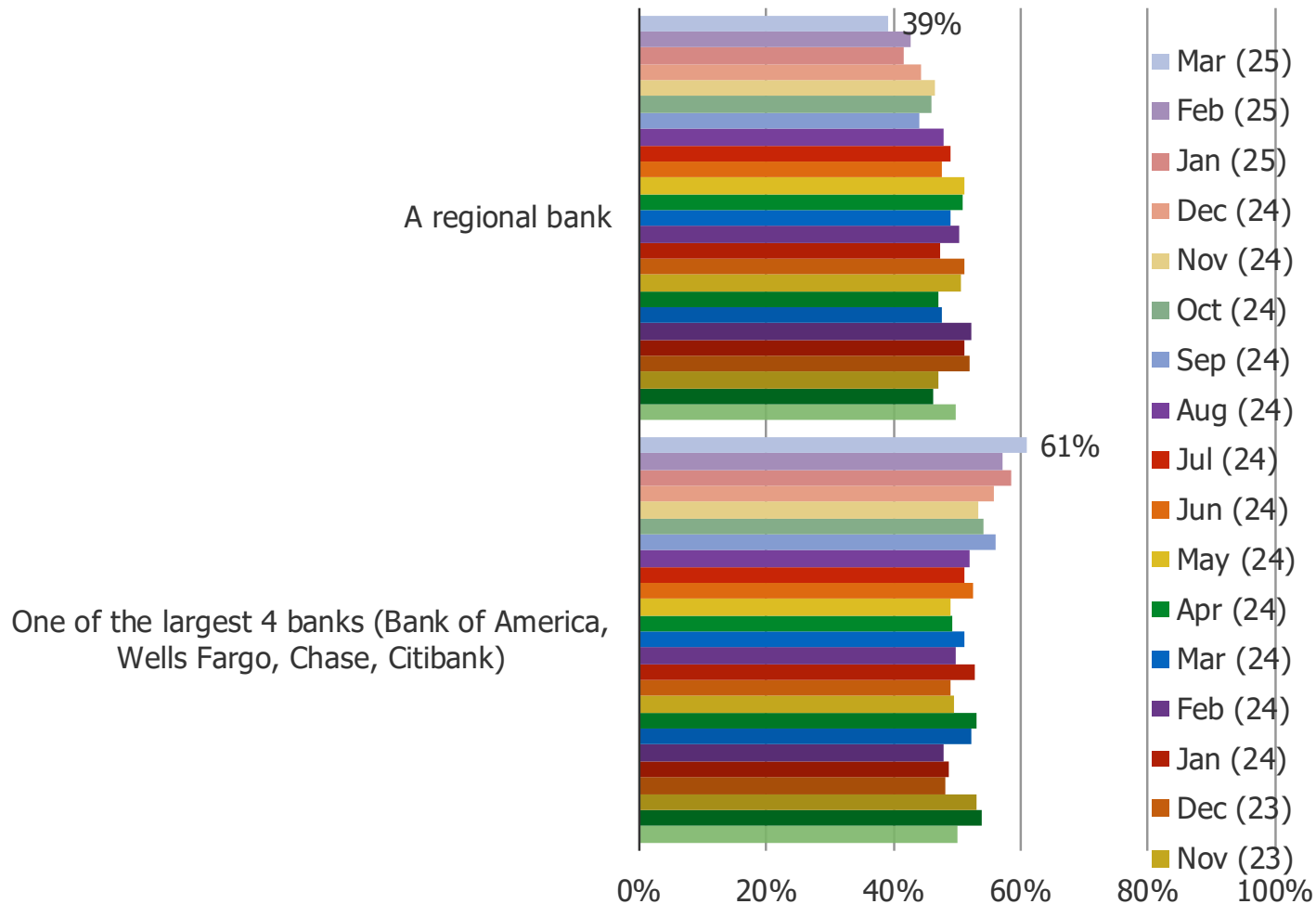
Posed to all respondents who are considering changing banks or moving funds. (N=441)



Banking Survey

Which would you prefer for banking needs?

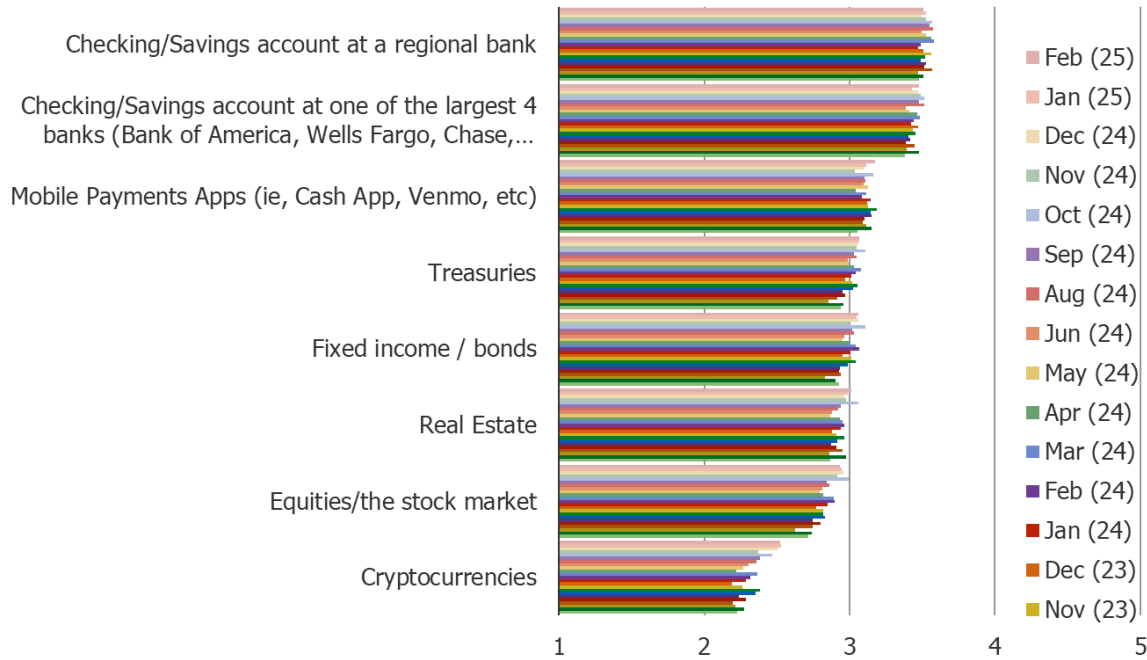
Posed to respondents who have one or more banking relationships (N=1393)



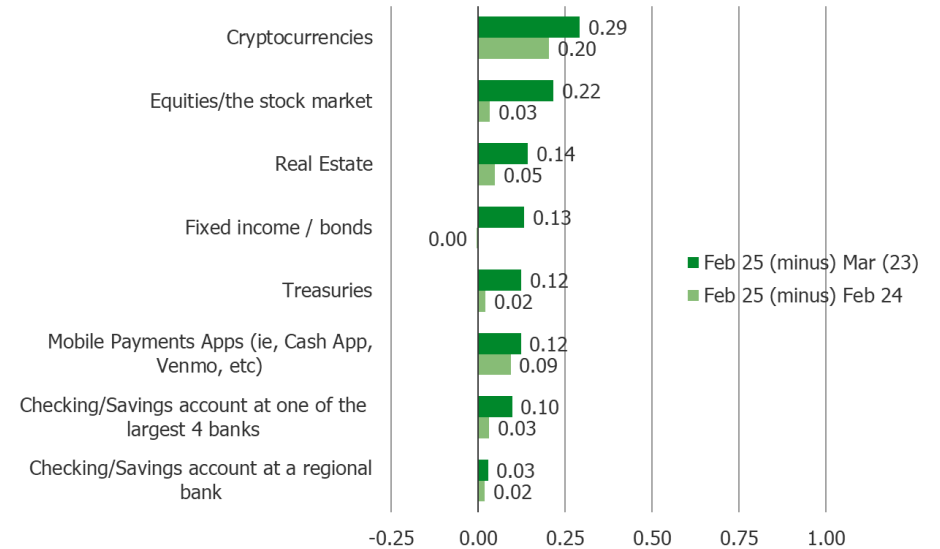
Banking Survey

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

Posed to all respondents. (N=1501)



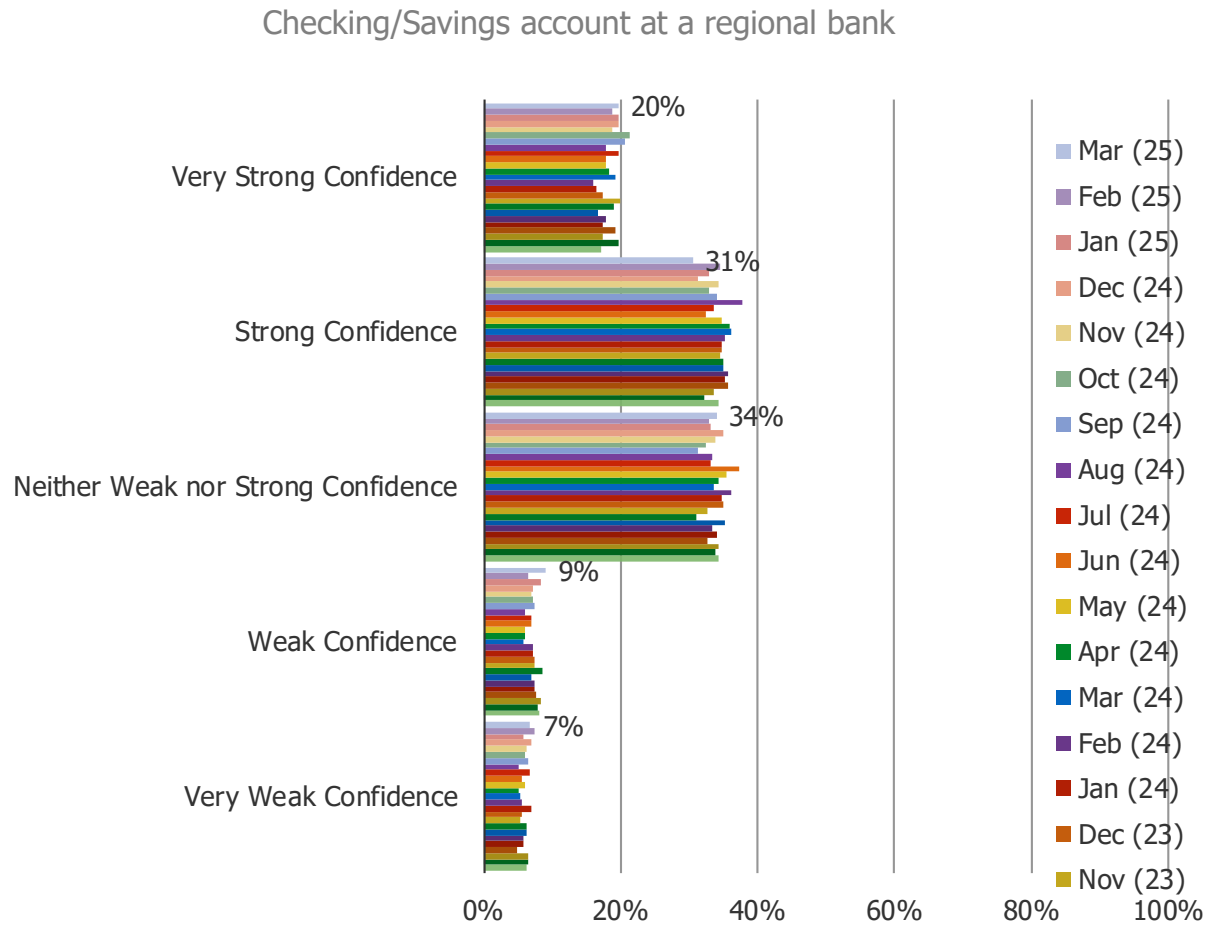
- 1 = Very Weak Confidence
- 2 = Weak Confidence
- 3 = Neither Weak nor Strong
- 4 = Strong Confidence
- 5 = Very Strong Confidence



Banking Survey

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

Posed to all respondents. (N=1501)

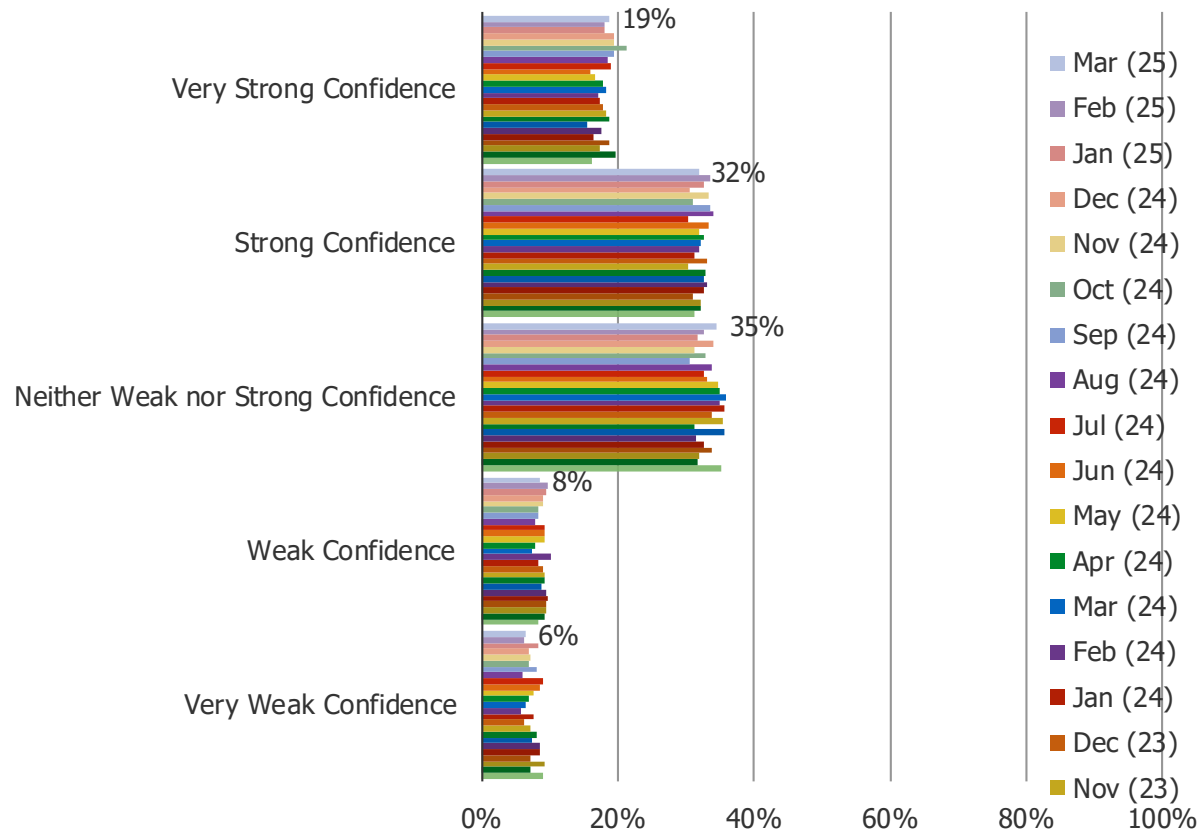


Banking Survey

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

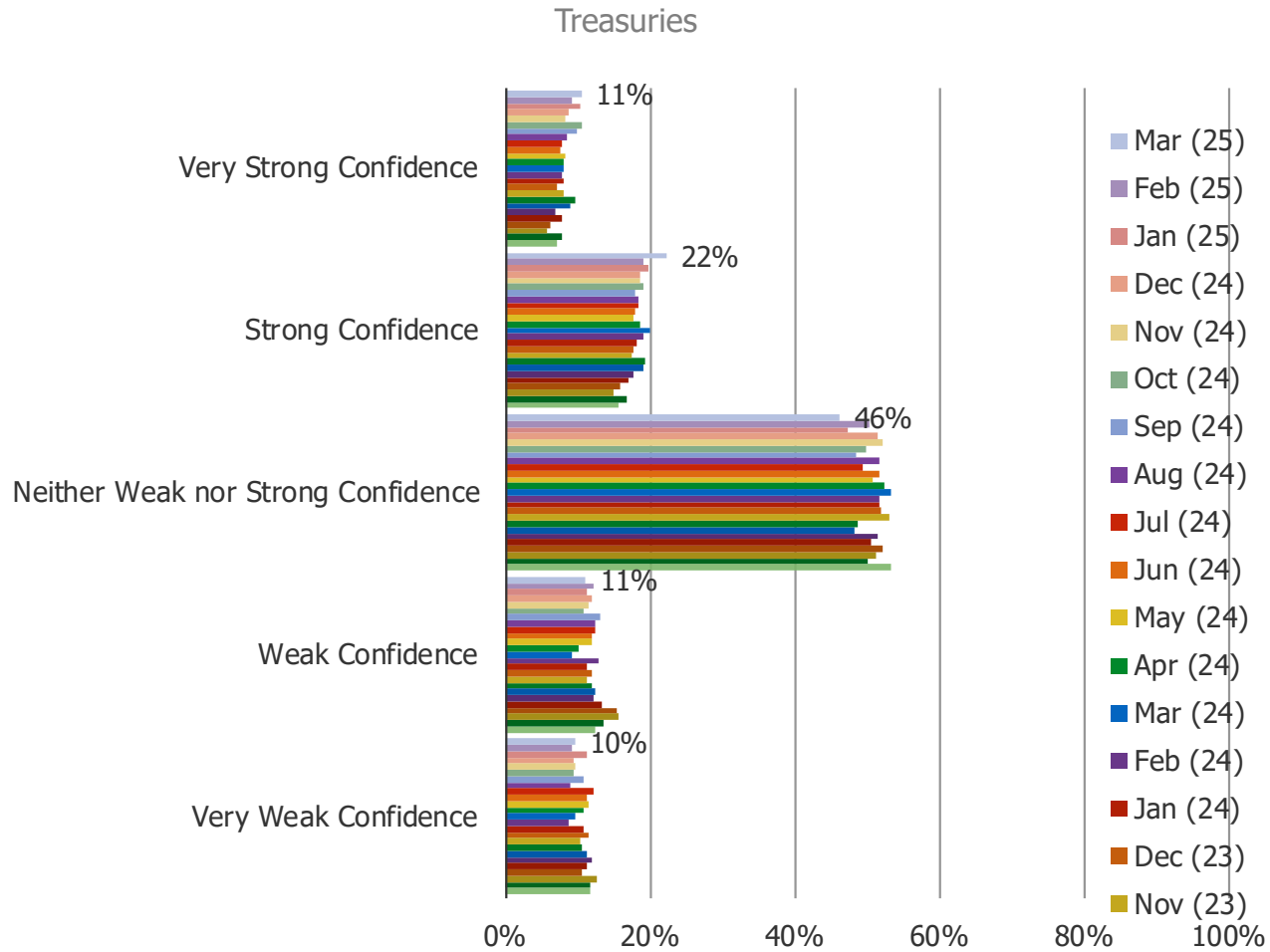
Posed to all respondents. (N=1501)

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



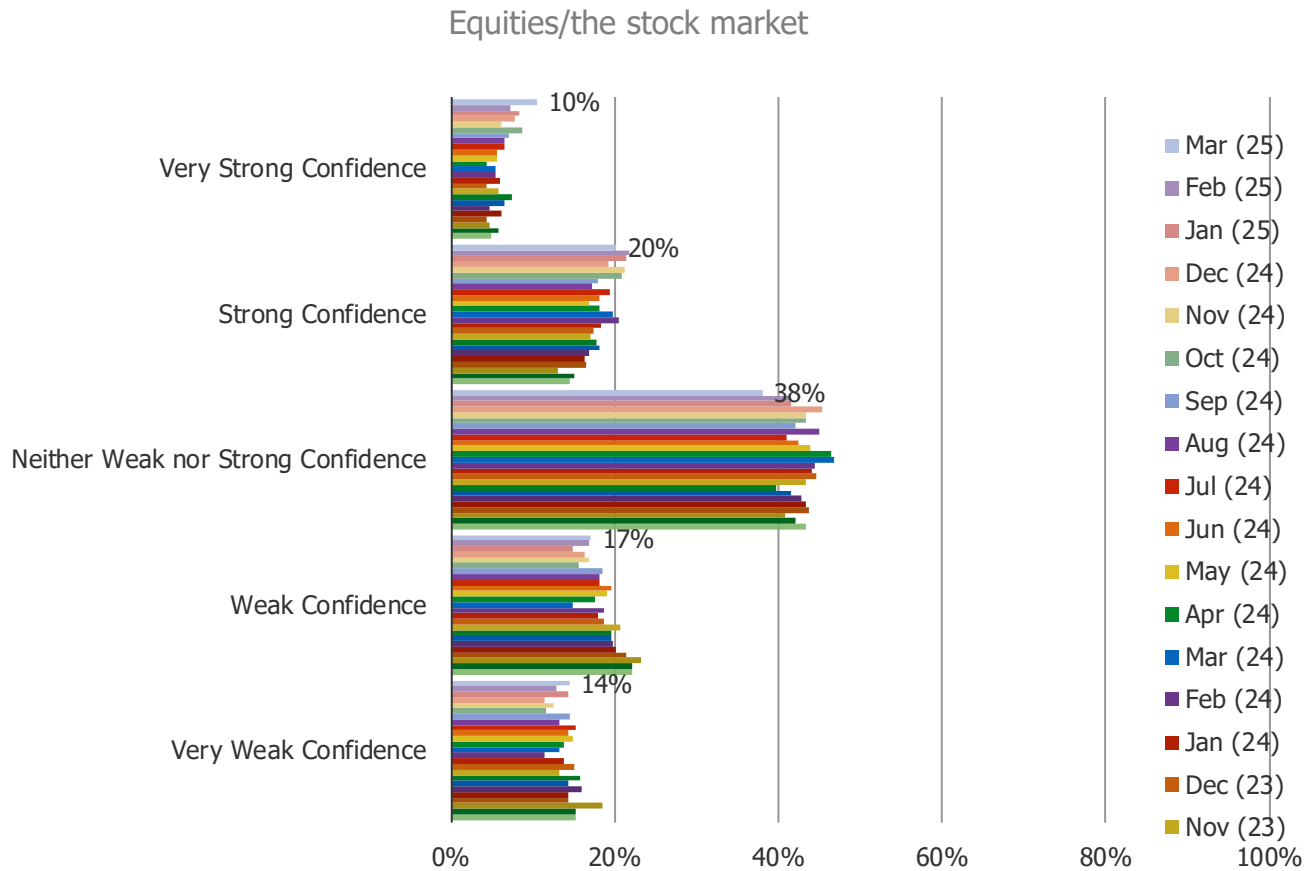
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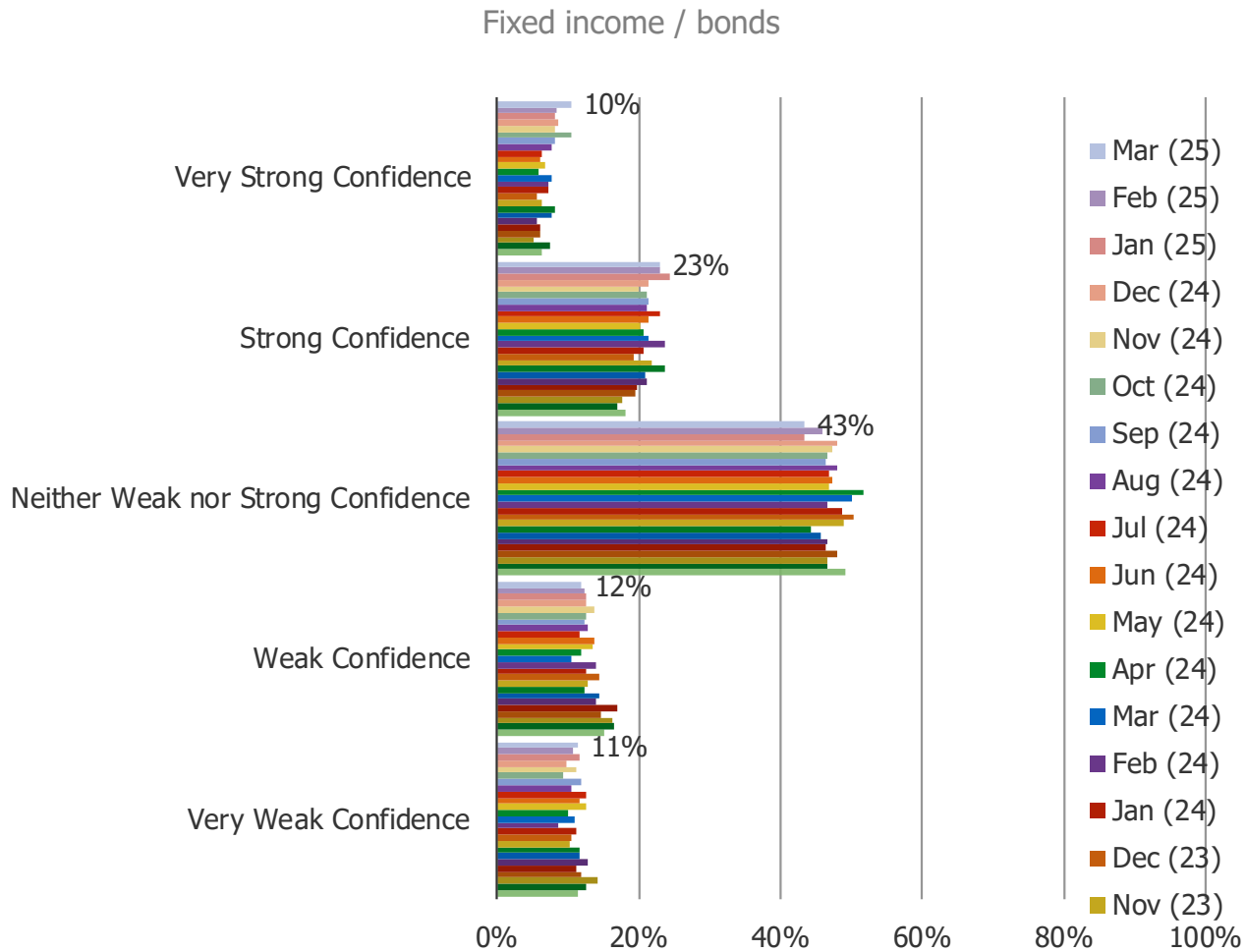
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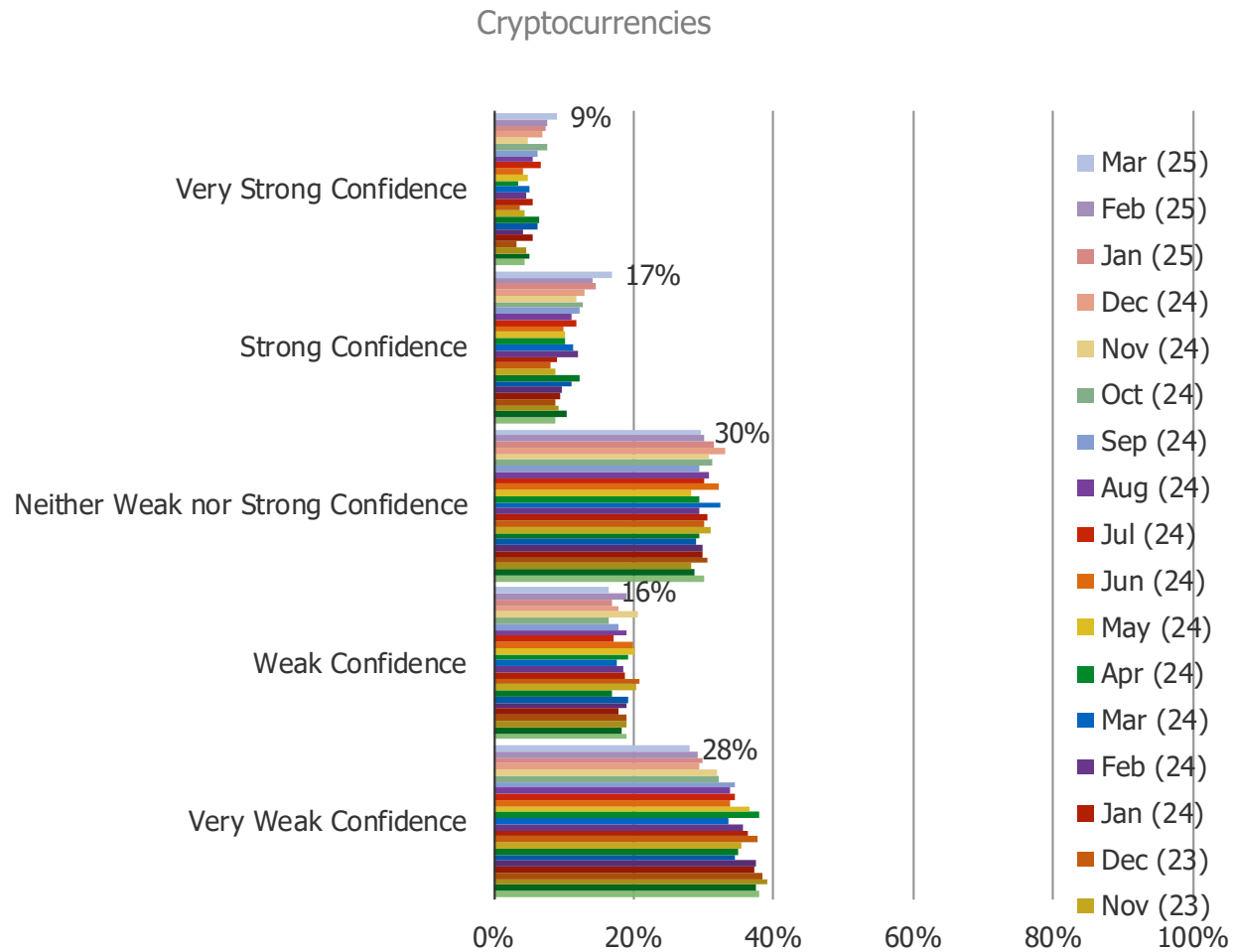
How much confidence would you currently have in placing money into the following...

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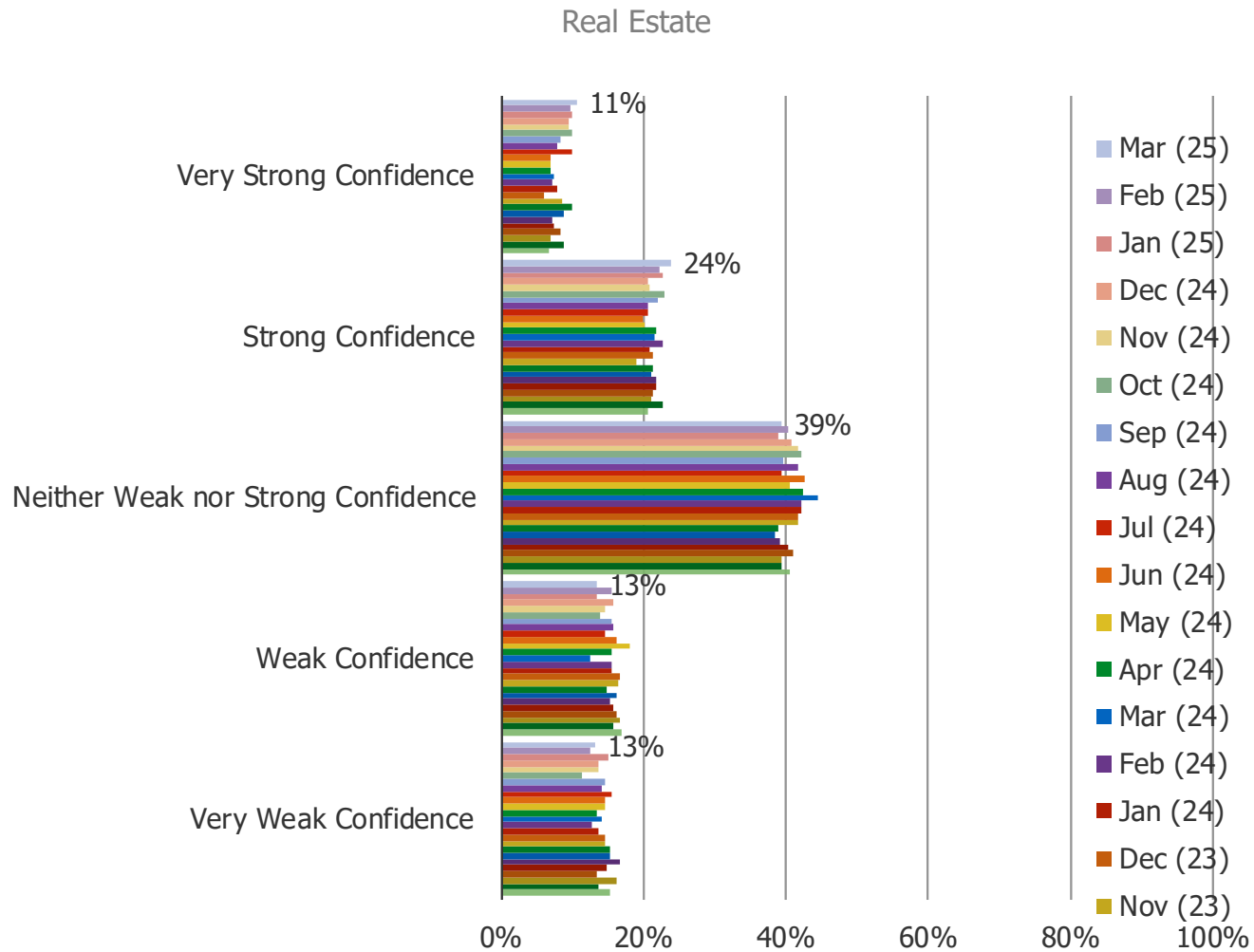
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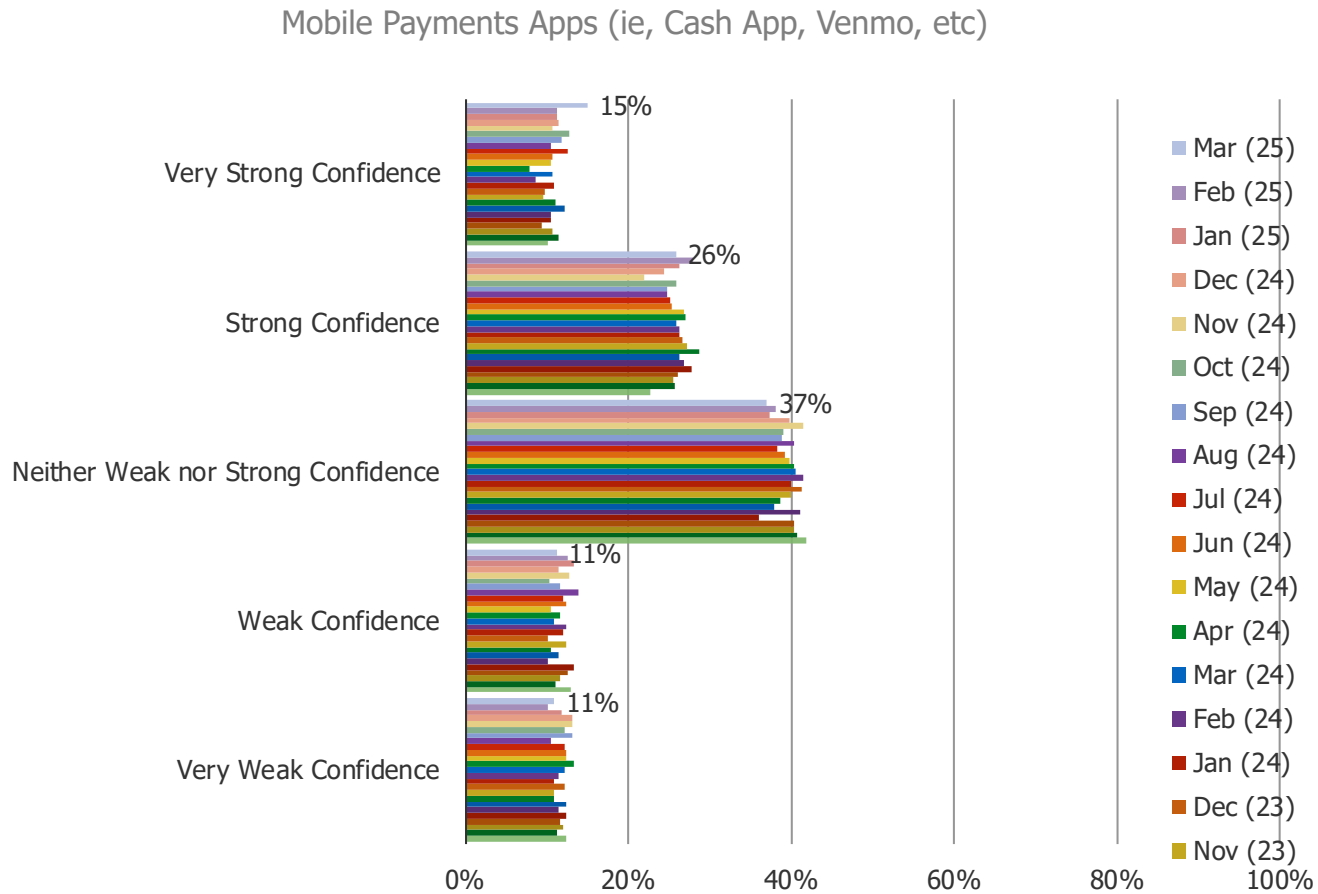
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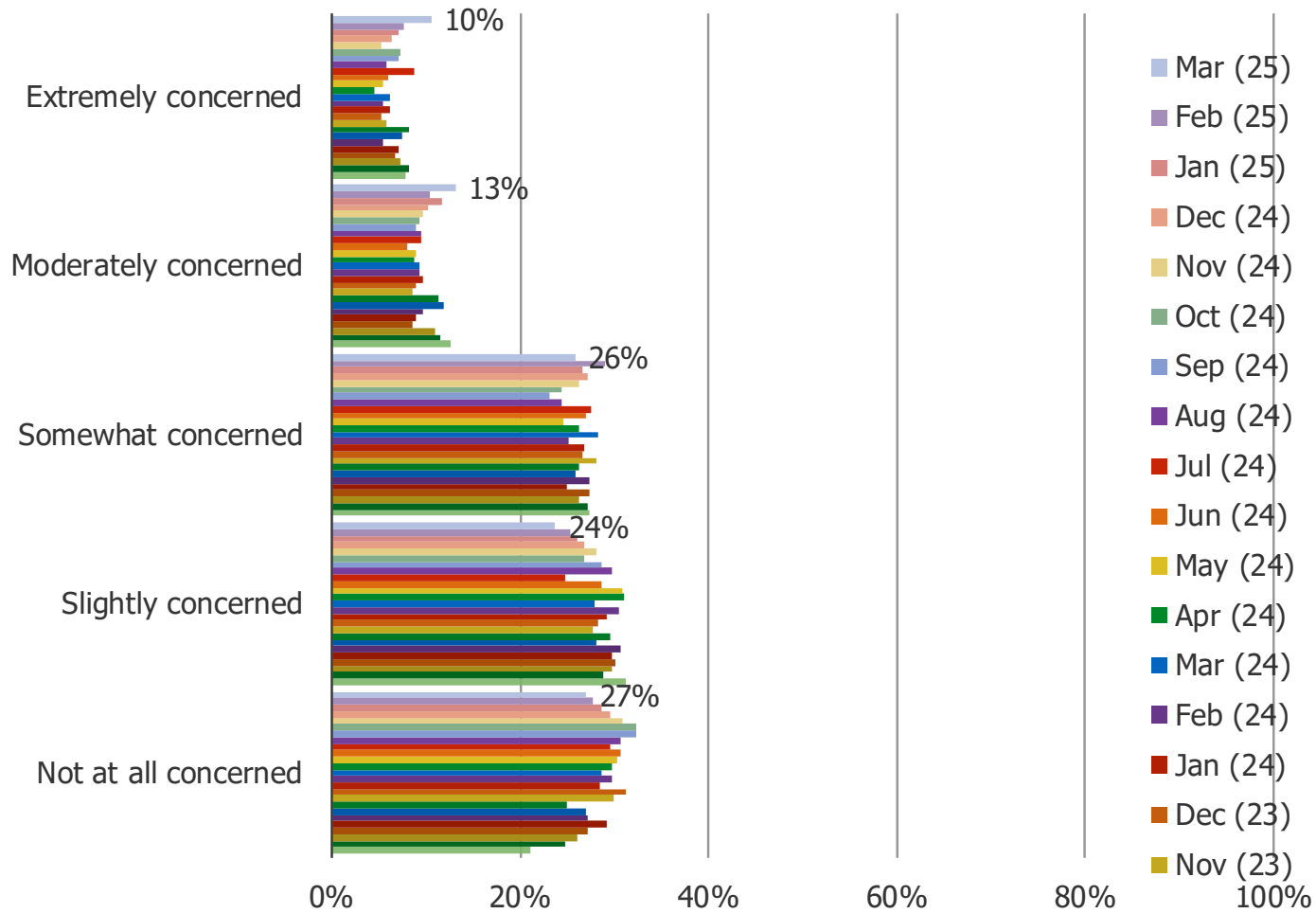
How much confidence would you currently have in placing money into the following...

Posed to all respondents. (N=1501)



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

Posed to all respondents. (N=1501)



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=1501)

