

BANKING ON

LOYAL CUSTOMERS?

Rich consumer data reveals: 30% don't feel much loyalty to their bank - and could be swayed to switch. Figures are even higher for certain audiences, such as affluents and millennial parents. Zero in on changes and differences in today's Dynamic Shoppers, who combine in-person, online and mobile app banking and are greatly influenced by advertising. Our research may help you spin and personalize your campaigns to inspire loyalty and new customer acquisition.

IN THE NEXT YEAR

Nearly 10% of consumers are planning to switch banks >>



Taking out loans:



TOP 5 FACTORS FOR LOAN TAKERS when choosing a bank for their loan*



Other decision influencers



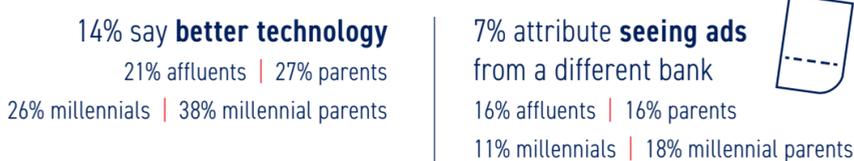
*Among respondents who took out a loan in the past two years

WHAT INSPIRES SWITCHING FROM PRIMARY BANK

Surprise - it's not just a change in family status, size or location



Other factors



RESEARCHING THE BEST MOVE TO MAKE*

Nearly 80% or more do some research

Top researched decisions

- 93% say opening a CD/money market account
- 91% say switching banks

Quick research (a few days): For 39% of consumers when opening a new checking or savings account

Lengthy research (several weeks or months): For 75% of consumers when taking out a mortgage/home improvement loan; 67% when switching banks



Top 3 resources among switchers (past and future)

*Base = respondents who did any of these banking actions in the past 2 years

- 40% say family & friends
- 30% say online ads
- 21% say print ads

CROSS-CHANNEL MEDIA ENGAGEMENT & ACTION

Print ads from banks...

...prompt them to visit website for more information

- 30% of consumers agree
- 48% affluents | 52% parents
- 45% millennials | 61% millennial parents

...help them select a financial provider for loan or opening a new account

- 32% of consumers agree
- 48% affluents | 56% parents
- 45% millennials | 64% millennial parents

Search online for financial information

50% of consumers agree

- 65% affluents | 68% parents | 69% millennials | 78% millennial parents

Source: The Valassis Awareness-to-Activation Study; survey fielded 7/27/18 to 9/28/18 to over 1,700 respondents, balanced by age and gender to U.S. Census demographic profiles. All respondents do some form of personal banking. Parent = has child under age 18 in HH; Affluent = \$100K+ HH income; Millennial = born between the years 1982 - 1999