

# Who's Planning to Switch Banks This Year & Why

**13.6**

**Million**  
Likely to switch banks in the next 12 months

**2.4**

**Million**  
Confirmed Switchers

**11.2**

**Million**  
Persuadable

## WHO ARE THE 13.6 MILLION BANK SWITCHERS?

**54%**  
are men

**57%**  
have children

**53%**  
are married

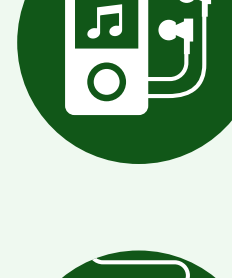
**29%**  
are ages 25-34

**33%**  
have attended some college

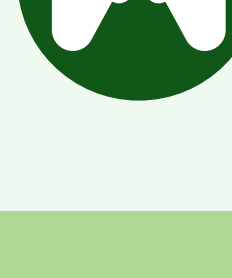
### Top 3 Hobbies



**#1**  
Eating high-protein foods



**#2**  
Enjoying music

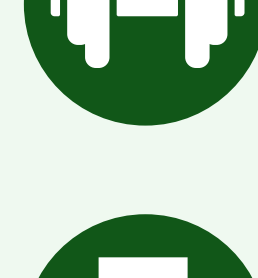


**#3**  
Playing video games

### Daily Routine



**Participate in teams and classes**



**Value athletic accomplishments**

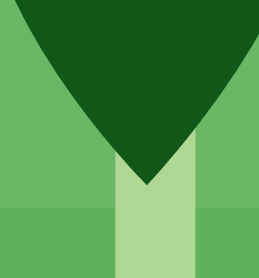


**Make prayer an important part of the day**

## 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**

### AT-RISK BANKS

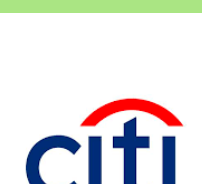
These banks might lose customers

**#1**



**FIFTH THIRD BANK**

**#2**



**CITI**

**#3**



**ALLY**

**#4**



**TD BANK**

**#5**



**PNC BANK**

### BANKS TO WIN

These banks could acquire new customers

**#1**



**CAPITAL ONE**

**#2**



**CHASE**

**#3**



**BANK OF AMERICA**

**#4**



**WELLS FARGO**

**#5**



**OTHER**

### Where You Can Find Them

**ONLINE & OFFLINE**



**TOP TV NETWORKS**

MeTV, Oxygen, Adult Swim



**HOW THEY WATCH TV**

Smart TV, Streaming Box, Laptop



**FAVORITE STREAMING SUBSCRIPTIONS**

Discovery+, Disney+, HBO Max



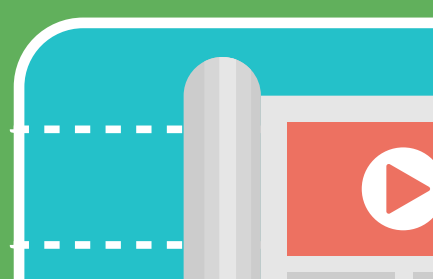
**SOCIAL MEDIA**

Twitch, TikTok, Reddit



**FAVORITE NEWSPAPERS**

Washington Post, New York Times, Chicago Tribune



**FAVORITE MAGAZINES**

National Geographic, Food Network Magazine, AAA Living

Want to learn more?

**GET A DEMO**



## ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 14,000 fresh, relevant data points that describe more than 250 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by ZMC. For more information, please visit [www.resonate.com](http://www.resonate.com).

