

Top banking trends in the U.S.

GWI.

The U.S. banking landscape

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Younger consumers are the top financial product buyers

% in each age group who plan to do any of the following in the next six months



The number of Americans using PayPal has increased by 16% since Q2 2020



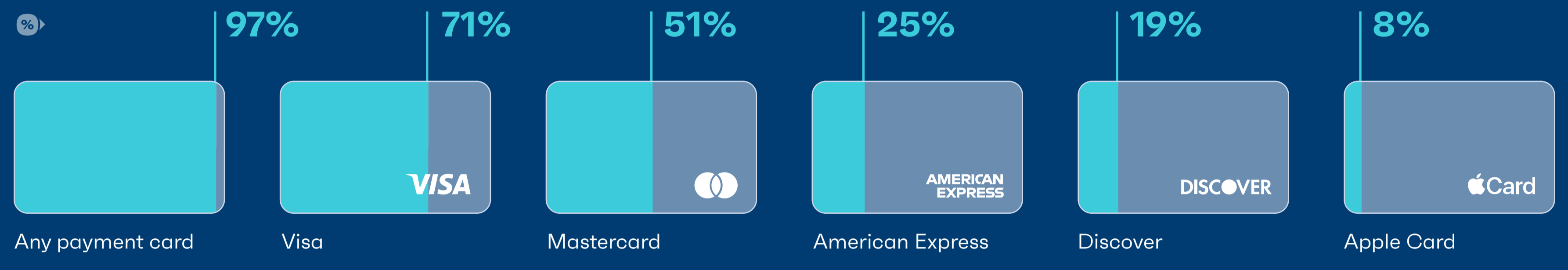
Topping the charts, it's 18 points ahead of the next competitor – Venmo



Over half of Visa users also have a Mastercard payment card

The majority rely on one or more payment cards

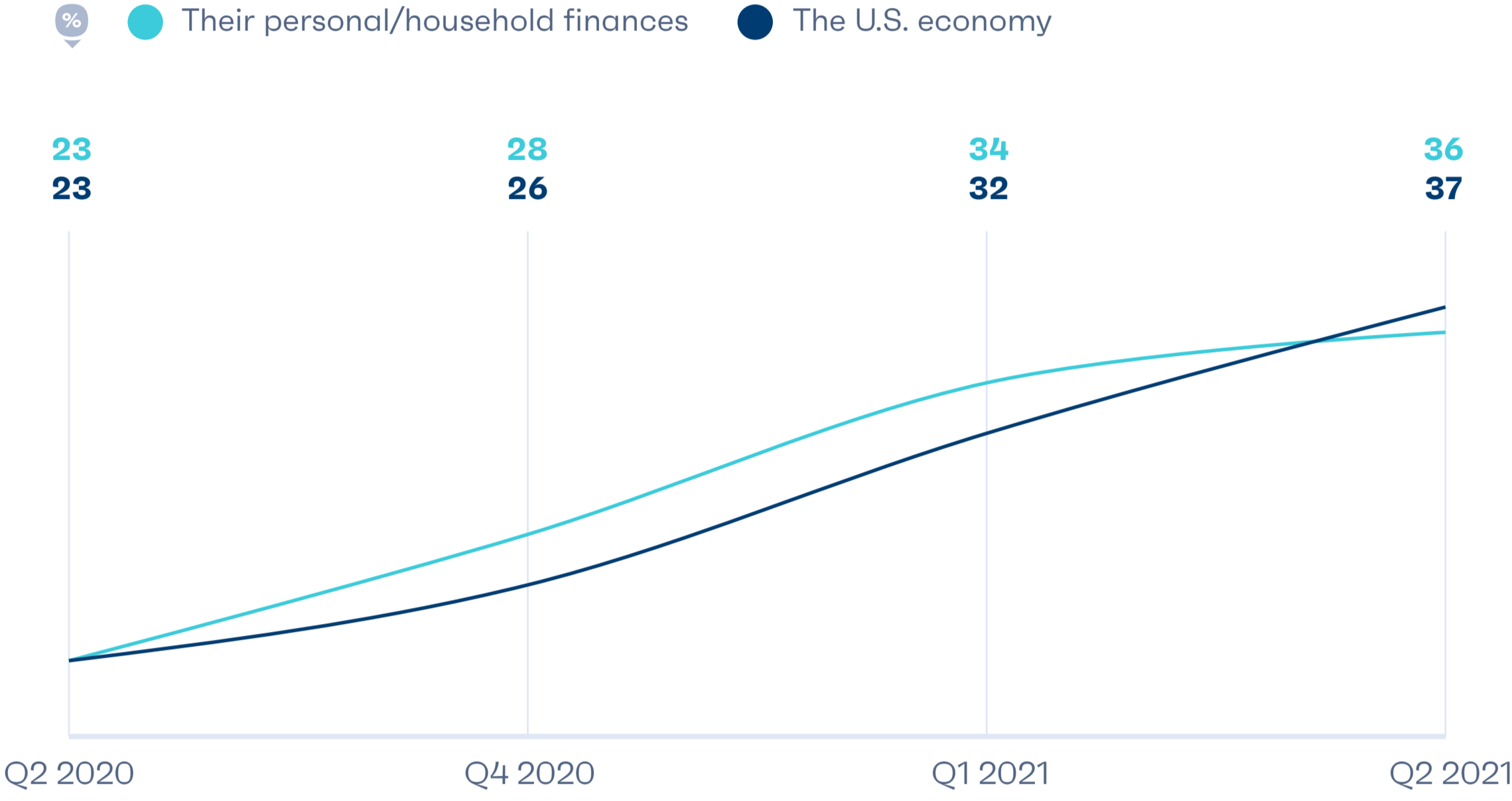
% of U.S. internet users who say they have the following payment cards



COVID-19: the road to recovery

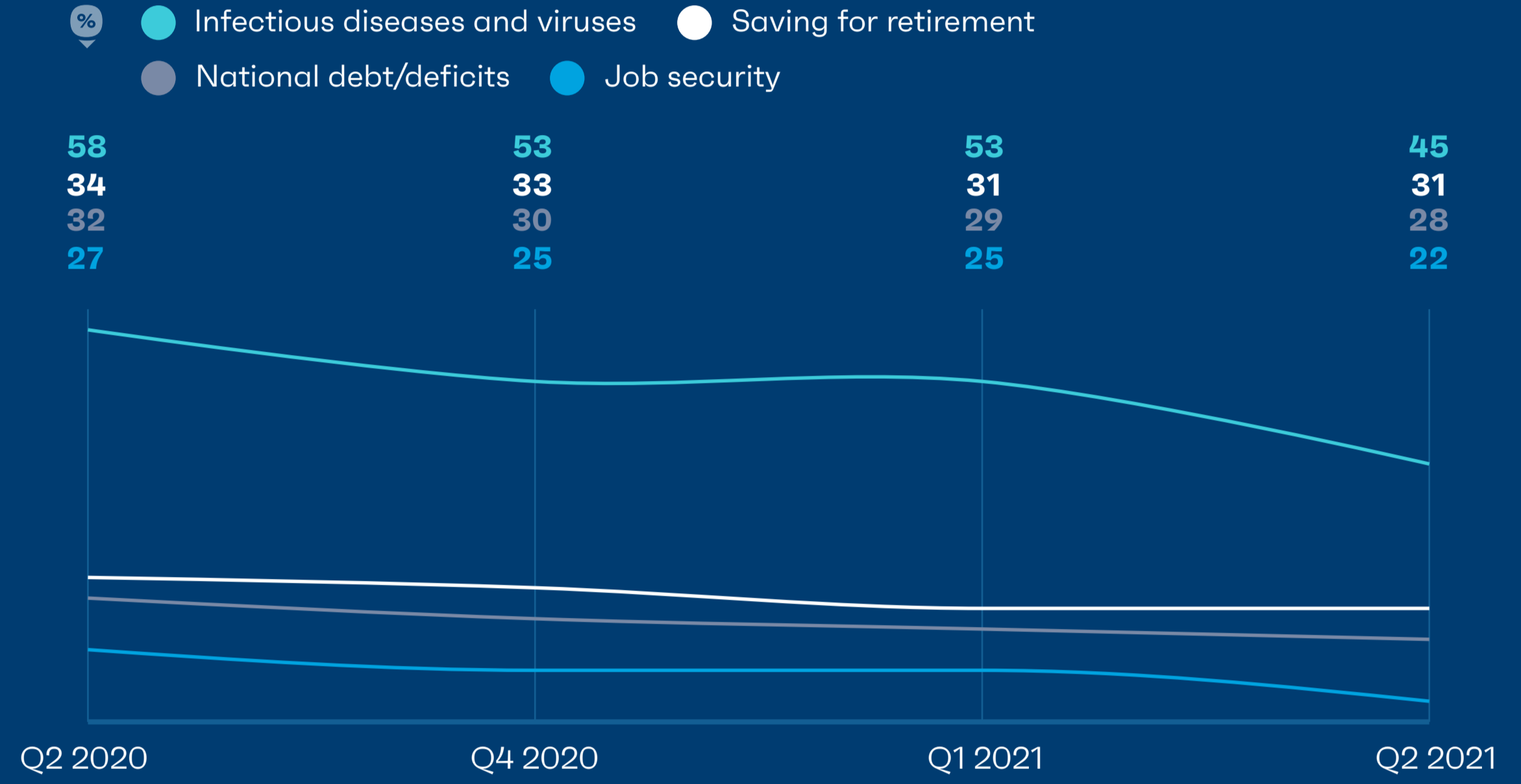
Financial optimism is back on the up

% of U.S. internet users who expect the following to get better in the next 6 months



Concern about the nation's deficit is generally down

% of U.S. internet users who say they worry about the following



12% ↑ Since Q2 2020, there's been a 12% increase in the number of U.S. consumers saying they trust banks 'completely' or 'a lot'

35% ↑ Compared to last year, interest in investment is up 35% among millennials

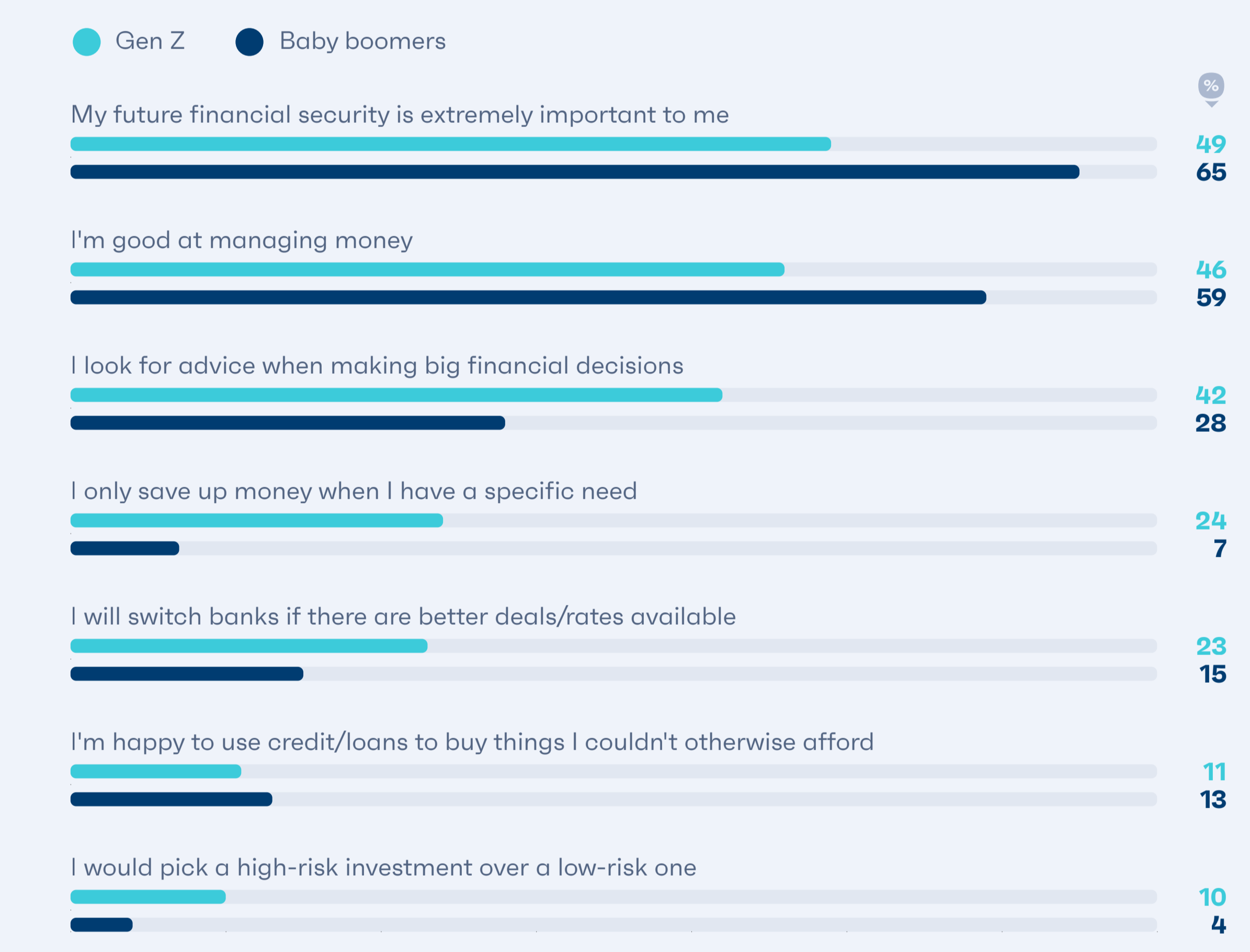
Financial attitudes across generations

Gen Zs are the least likely generation to cite being financially secure as a top aspiration and the most likely to prioritize being rich



Gen Zs are less focused on saving for the future than older generations

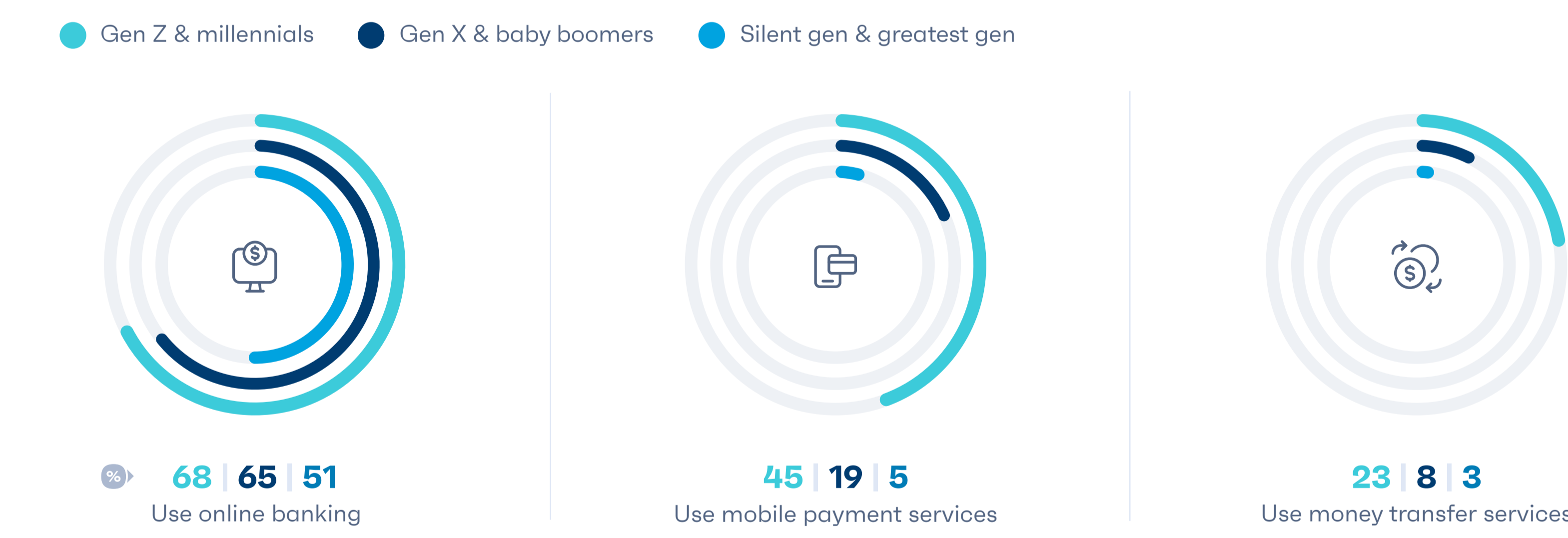
% of U.S. Gen Z/baby boomers who agree with the following statements



The state of digital banking

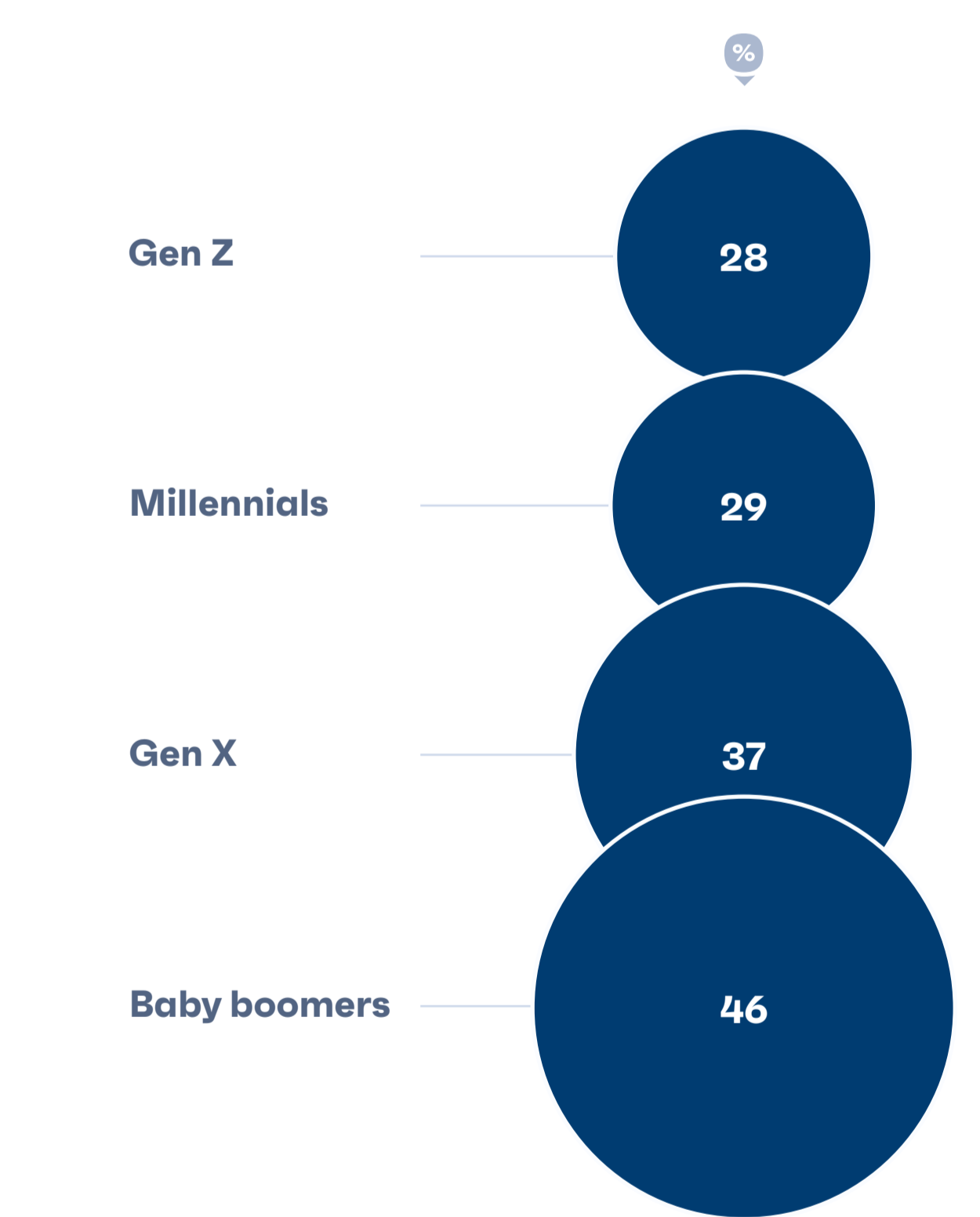
Online banking needs to cater to all demographics

% of U.S. consumers in each age group who use the following at least weekly



Older bankers worry more about data privacy

% of online bankers* in each age group who worry about data security/loss of privacy



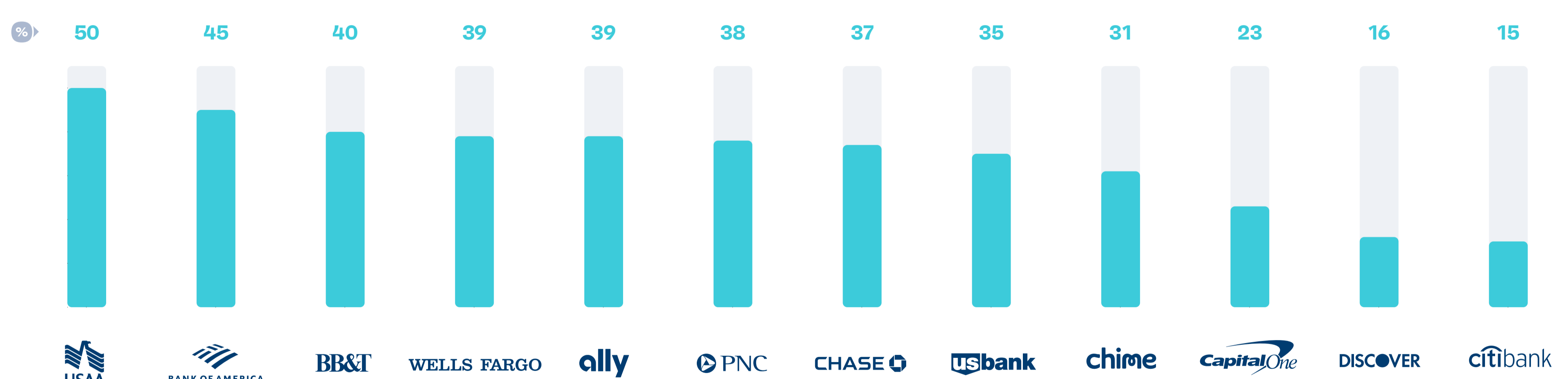
Among Gen Zs, weekly usage of money transfer services has dropped 21% over the last year, but risen significantly for Gen X

The challenge of building loyalty

22% plan on opening a new account in the next 6 months; were they all to follow through, their selections could reshuffle the market

The majority will consider another bank rather than swear loyalty

% of users of the following banks who say their current provider would be their top choice were they to open a new account tomorrow



Potential switchers tend to be more CSR-focused and tech-savvy

% of potential switchers** who agree with the following



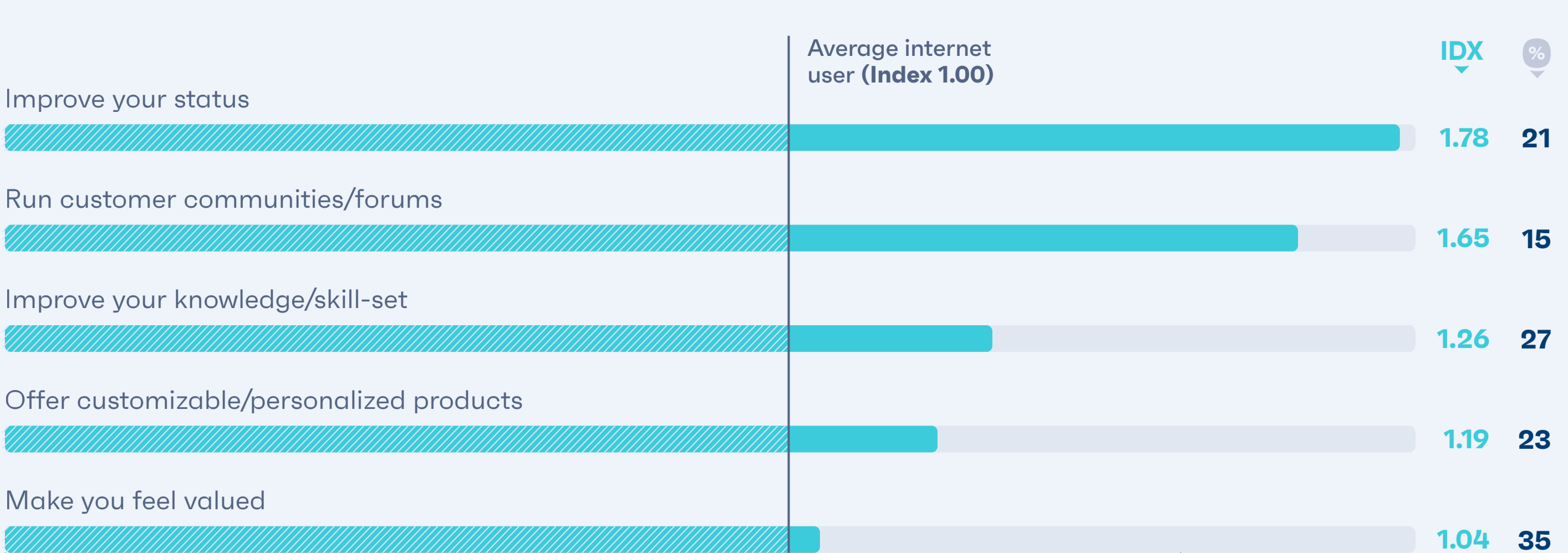
A third of potential switchers say they're incentivized by better deals/rates – a sign financial rewards



As physical branches become less prominent, providers need to work harder to build brand image and keep up with the agility of fintech

They place extra focus on status and community

% of potential switchers who most want brands to do the following (sorted by over-index)



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* internet users who use online banking services at least weekly
** internet users who are planning to open a checking/savings account in the next six months

Methodology: All figures in this infographic are taken from our Q2 2021 GWI USA dataset of 20,068 U.S. internet users aged 16+