



AN UNCOMMON SENSE  
OF THE CONSUMER™

# DISCOVER WHICH BANKING CHANNELS CONSUMERS UTILIZE AND WHY

with the Nielsen Consumer Intelligence Series—Multi-Channel Banking Report

## WHAT IS IT?

In a series of quarterly reports, Nielsen will explore significant topics impacting the financial industry. The second edition in this series focuses on Multi-Channel Consumer Banking.

This report explores how consumers bank, their preferred channels, and the reasons for their channel preferences.

Nielsen segmented the U.S. banking population into distinct consumer segments who look demographically similar and share similar banking channel preferences and motivators.

The five unique segments reported, along with their channel preferences, are:

- **Established:** Branch and Online
- **Sophisticates:** Mobile and ATM
- **Traditionalist:** Branch
- **Connected:** Mobile and Call Center
- **Practical:** Online and Call Center

These five segments can be further examined via custom studies to explore other unique segment characteristics, including media preferences, or linked to your existing custom consumer segments.

The insights in this report are based on over 2,500 online interviews, conducted in November 2013.

## WHAT IS THE OPPORTUNITY?

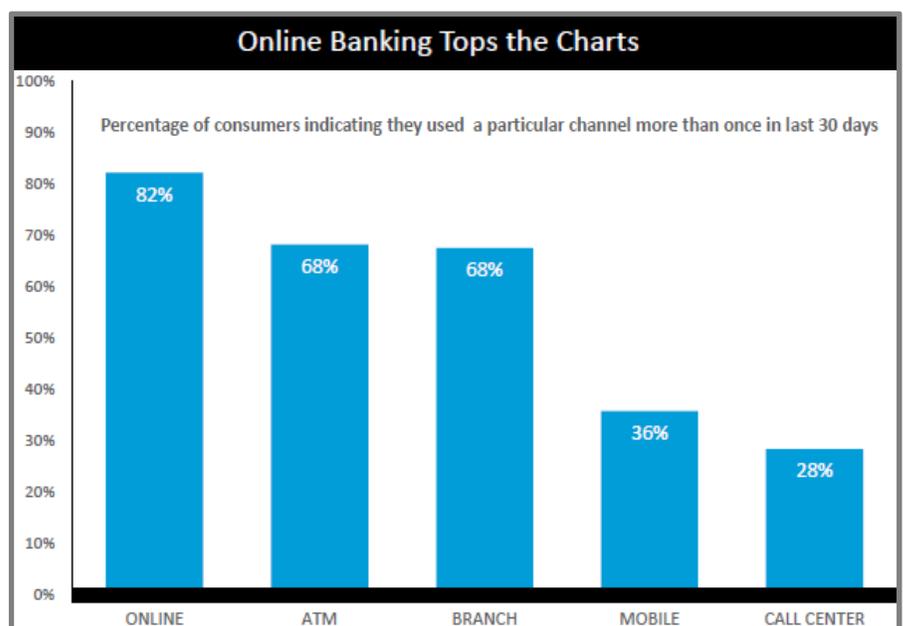
Consumers have more channel options than ever before to manage their finances. Understanding channel preferences and the reasons for channel preferences is critical to retaining existing customers and new customer acquisition efforts.

Financial institutions who understand the drivers and barriers of channel engagement can better develop strategies to best serve existing customers and acquire new customers.

## WHAT WILL YOU LEARN?

Areas of focus include:

- Channels Used Past 30 Days
- Channel Preference by Bank Activity
- Percent of Mobile Banking Population Using Smartphone vs. Tablet by Activity
- Distinct Multi-Channel Segments
  - Channel Usage by Segment
  - Demographics
  - Preferred Banking Channel
  - Drivers of Channel Preference
  - Barriers to Channel Use
  - Top Markets



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