"While the amount of total deposits held at US banks and credit unions continues to grow, the number of companies controlling the industry has steadily shrunk. Nonetheless, consumer satisfaction and demand for a physical presence remains high. While consumers are eager to utilize the latest technological advancements, trust and inertia continue to be the primary drivers of loyalty."

- Chris Shadle, Financial Services Analyst

This report looks at the following areas:

- Young consumers are not checking their deposit accounts regularly
- Inertia and trust drive loyalty
- Black consumers use debit, not credit

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market
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