



## Banking & Financial



**#47:** My colleagues think I'm psychic.

**< COUNT THE WAYS**

I can identify consumer trends ahead of market, but I'm not psychic. I simply use Scarborough to pinpoint trends my company needs to evaluate.

### INSTITUTION USED/ PRIMARY BANK\*

#### SERVICES USED/ PRIMARY BANK\*

- ATM Card
- Auto Loan
- Certificate of Deposit (CD)
- Checking Account
- Debit Card
- Home Equity Loan
- Home Improvement Loan
- Home Mortgage
- IRA
- Money Market Account
- Online Banking
- Online Bill Pay
- Personal Loan
- Refinance Home Mortgage
- Savings Account
- 401k Plan
- 529 Plan/College Savings Plan

### CREDIT CARD BRAND USED PAST 3 MONTHS

### TYPES OF ORGANIZATIONS CONTRIBUTED TO IN THE PAST 12 MONTHS\*

#### INVESTMENTS\*

- Bonds
- Money Market Funds
- Mutual Funds
- Second Home/  
Real Estate Property
- Stocks/Stock Options
- Other Securities & Investments

### SERVICES USED PAST 12 MONTHS\*

- Accountant
- Attorney
  - Bankruptcy
  - Personal Injury
  - Other
- Check Cashing
- Financial Planner
- Funeral Pre-Planning
- Online Investing/Stock Trading
- Real Estate Agent
  - Buy/Rent/Sell
- Stockbroker
  - Discount
  - Full-Service
- Travel Agent
- Tutoring Service
- Wire Transfer

#### INSURANCE

- Auto\*
  - Provider
- Health
  - Provider
- Homeowners/Renters\*
  - Provider
- Life

#### COMPANY PURCHASE DECISION PARTICIPANT

- Overnight Delivery Services
- Office Equipment/Office Supplies

\* Household Measurements