

Free Report



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The Media Audit

Top 15 Consumer Banks Used by Adults 18+

Target	# Customers	Percent of Adults 18+
CUSTOMER--BANK OF AMERICA	26,454,104	17.7
CUSTOMER--ALL CREDIT UNIONS [NET]	12,431,151	8.3
CUSTOMER--WELLS FARGO BANK	11,634,358	7.8
CUSTOMER--CHASE BANK	11,016,736	7.4
CUSTOMER--WASHINGTON MUTUAL BANK	10,757,454	7.2
CUSTOMER--WACHOVIA BANK	8,939,080	6.0
CUSTOMER--CITIBANK	4,961,083	3.3
CUSTOMER--US BANK	3,628,049	2.4
CUSTOMER--SUNTRUST BANK	2,529,770	1.7
CUSTOMER--NATIONAL CITY BANK	2,363,196	1.6
CUSTOMER--FIFTH THIRD BANK	2,075,323	1.4
CUSTOMER--PNC BANK	1,561,868	1.0
CUSTOMER--USAA FEDERAL SAVINGS BANK	1,558,907	1.0
CUSTOMER--REGIONS BANK	1,533,876	1.0
CUSTOMER--BRANCH BANKING & TRUST (BB&T)	1,283,797	0.9

(Percentages are read Vertically)

Source: The Media Audit 2008 National 88-Market Aggregate Report

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Top 15 Consumer Banks Profile

Targets (Percentages read Vertically)	Bank of America	Any Credit Union	Wells Fargo Bank	Chase Bank	Washington Mutual Bank	Wachovia Bank	Citibank	US Bank	Suntrust Bank	National City Bank	Fifth Third Bank	PNC Bank	USAA Federal Savings Bank	Regions Bank	Branch Banking & Trust
MEN--18+	50.2	51.0	50.9	51.2	49.1	49.8	55.6	50.3	46.9	47.7	51.3	50.1	57	50.1	50.2
WOMEN--18+	49.8	49.0	49.1	48.8	50.9	50.2	44.4	49.7	53.1	52.3	48.7	49.9	43	49.9	49.8
ANNUAL HOUSEHOLD INCOME--UNDER \$25,000	10.8	6.7	8.5	9.0	9.7	9.2	7.6	10.6	9.2	12.2	11.2	9.7	3.1	12.1	10.6
ANNUAL HOUSEHOLD INCOME--UNDER \$50,000	40.5	32.9	37.0	38.2	41.8	37.9	33.7	42.1	39.4	45.3	42.5	38.2	24.3	46.3	41.3
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	59.5	67.1	63.0	61.8	58.2	62.1	66.3	57.9	60.6	54.7	57.5	61.8	75.7	53.7	58.7
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	40.7	45.2	42.4	42.5	37.8	41.7	48.5	37.2	41.2	34.4	35.5	42.2	54.2	36	39.2
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	27.4	28.4	27.2	28.7	23.1	27.0	34.7	22.0	27.1	20.3	21.2	26.3	37.7	22.5	25
ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE	13.1	11.3	12.5	14.3	10.4	12.9	19.2	9.4	13.4	8.1	8.1	12.5	14.1	9.7	10.2
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	6.7	5.7	6.1	6.5	6.2	5.2	8.9	6.0	3.8	6.1	7.7	7.6	12.1	5.5	4.9
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	7.3	8.9	8.3	8.3	6.5	7.3	10.7	8.2	6.1	7.3	9.8	8.4	16.4	7.1	6.9
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	15.7	19.6	17.3	16.5	15.0	20.3	19.0	16.9	20.6	17.6	16.7	19.3	13.5	18.8	21.2
AFFLUENT FULL NESTERS--\$75K +/KIDS AT HOME	21.1	25.4	23.4	22.4	19.6	21.8	24.6	20.5	19.9	17.4	17.5	24.5	31.4	17.1	19.2
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	19.0	24.8	20.5	19.9	17.6	24.3	22.6	19.2	24.1	20.9	19.2	26.4	17.2	21.4	24.4
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	12.3	15.3	14.0	12.2	12.0	12.3	13.8	11.6	12.4	11.9	10.7	12.2	16.2	11.1	10.7
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	4.6	6.9	4.9	5.0	5.3	4.6	4.8	4.9	4.8	6.0	4.8	4.8	4.6	4.7	5.5
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	18.5	19.4	18.2	19.6	15.4	17.6	24.0	15.0	18.0	13.4	14.9	18.3	26.5	14.6	14.6
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	7.8	5.9	6.5	7.6	6.2	6.8	8.2	5.5	5.5	4.8	5.7	6.1	9.9	5.6	5.6
ADULTS--AGE 18-24	14.4	7.0	12.3	11.9	11.9	11.4	9.3	11.4	9.8	10.7	10.1	10.6	11.3	9.2	13.5
ADULTS--AGE 25-34	19.4	18.6	18.9	19.4	22.5	15.2	18.6	20.0	13.8	16.2	20.1	16.7	29.1	17.3	13.2
ADULTS--AGE 35-44	20.8	22.1	23.1	21.0	21.1	18.0	22.2	20.0	20.4	18.5	19.6	15.1	29.2	20.2	16.7
ADULTS--AGE 45-54	18.3	22.3	19.7	19.5	19.5	19.8	20.7	20.2	19.3	19.8	19.7	21.4	12.5	19	19.7
ADULTS--AGE 55-64	13.1	17.1	13.8	14.2	13.7	15.8	15.3	14.1	17.6	17.1	14.1	16.8	10.1	17.7	17.7
ADULTS--AGE 65-74	8.0	8.7	7.6	8.2	7.1	11.1	8.0	8.6	11.1	9.9	9.7	10.8	4.8	9.9	12
ADULTS--AGE 75 PLUS	6.0	4.3	4.7	5.9	4.2	8.7	5.9	5.7	8.1	7.9	6.7	8.5	3	6.7	7.3
OCCUPATION--PROFESSIONAL,TECHNICAL	15.0	18.5	15.2	15.5	14.3	14.6	19.7	12.9	12.8	14.2	15.8	14.7	24	16	15.4
OCCUPATION--PROPRIETORS,MANAGERS	16.7	15.7	16.7	17.6	15.6	16.6	20.6	17.2	17.8	16.5	16.4	18.9	17.5	14.2	15.8
OCCUPATION--CLERICAL/SALES WORKER	14.7	14.8	16.1	14.6	16.9	13.5	13.2	15.2	14.9	13.5	15	13.9	12.5	13.6	13.5

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Top 15 Consumer Banks Profile

Targets (Percentages read Vertically)	Bank of America	Any Credit Union	Wells Fargo Bank	Chase Bank	Washington Mutual Bank	Wachovia Bank	Citibank	US Bank	Suntrust Bank	National City Bank	Fifth Third Bank	PNC Bank	USAA Federal Savings Bank	Regions Bank	Branch Banking & Trust
OCCUPATION--WHITE COLLAR WORKERS	46.4	49.0	48.1	47.7	46.8	44.7	53.5	45.4	45.4	44.2	47.2	47.5	54	43.8	44.8
OCCUPATION--BLUE COLLAR WORKERS	14.9	17.0	16.4	14.9	16.0	13.9	12.6	17.0	13.8	17.7	17.9	15	10.9	13.8	14.2
OCCUPATION--RETIRED	16.3	16.8	14.6	16.4	14.4	22.7	15.7	16.6	22.8	20.3	19.9	21.4	10.7	20.6	21.2
OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER	7.8	5.5	7.4	7.7	7.6	8.3	10.1	7.5	9.8	7.5	7.5	8.4	6.2	8.4	8
EDUCATION--COLLEGE GRADUATE [ONE DEGREE]	26.2	26.5	26.6	27.5	24.8	27.9	29.8	25.3	26.2	24.7	25.1	25.6	36.8	26.1	27.2
EDUCATION--ADVANCED COLLEGE DEGREE	15.9	16.6	14.2	17.8	13.2	16.4	24.7	14.3	16.3	14.5	14.4	17.9	26.6	13.6	14
INFLUENCE BUSINESS BANKING DECISIONS	9.7	7.0	9.8	10.0	10.0	10.3	11.6	9.2	10.5	8.7	8.7	9.6	8.3	9.4	11.8
OPINION LEADER	4.2	4.0	4.1	4.9	3.7	4.7	7.6	3.6	5.3	4.6	4.1	4.4	5	4.6	5.4
FINANCIAL OPTIMIST--BETTER OFF 6-MOS. FROM NOW	38.9	38.9	39.7	38.1	43.1	40.1	33.4	38.5	40.2	35.3	36.9	32.7	47.6	41.8	39.1
TWO INCOME FAMILY	28.5	34.5	32.3	30.4	29.0	29.0	31.5	32.0	30.8	31.3	36	31.9	40.1	28.5	31.1
DUAL INCOME NO CHILD	10.2	11.9	11.3	10.2	9.8	10.0	11.4	9.9	13.7	12.4	13.3	9.9	13.9	10.8	13.1
MARITAL STATUS--MARRIED	56.9	63.6	61.2	57.7	56.3	57.9	60.1	58.0	62.6	59.2	63.9	58.5	72.6	60.9	61
MARITAL STATUS--NEVER MARRIED	25.3	17.9	21.6	23.8	26.3	20.1	24.5	21.5	16.7	19.6	17.9	24.7	15.7	16.7	19.3
PLAN BUY--NEW CAR/VAN/TRUCK/SUV	8.0	7.4	7.7	9.0	8.0	9.0	9.9	7.2	8.4	7.7	6.7	9	7.7	7.4	5.1
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	4.4	3.5	4.1	4.4	4.2	4.7	5.7	3.0	4.1	3.2	2.4	5.9	4.8	3.3	2.6
PLAN TO REMODEL HOME NEXT 12 MONTHS	22.5	25.4	22.9	24.6	21.3	23.8	22.4	23.7	24.1	25.3	24.7	23.6	26.9	25	23.4
PLAN TO BUY A HOME DURING NEXT 2 YEARS	13.8	14.0	14.3	13.4	15.3	13.5	10.7	11.2	14.3	9.8	9.2	11.3	13.6	15.1	11.6
HAVE IRA/KEOGH ACCOUNT	42.2	49.8	44.5	45.7	40.6	48.3	50.3	45.7	49.0	46.9	45.5	50	65.5	41.3	45.3
HAVE CD'S/SAVINGS CERTIFICATES	35.7	35.5	31.4	34.3	33.6	39.9	41.7	30.4	36.3	38.3	33.7	36.1	34.5	36.3	39
HAVE A 401K ACCOUNT	45.0	54.9	48.8	47.6	42.7	46.5	51.9	46.4	48.4	46.8	47.8	45.9	54.7	45.6	46.7
HAVE CAR LOAN	29.3	40.6	32.1	30.9	29.8	30.4	25.1	30.5	34.8	33.5	36.9	31.5	53.5	31.8	33.6
HAVE HOME EQUITY LOAN	24.7	27.7	28.7	26.3	24.7	27.2	32.1	27.1	30.3	31.2	32.7	26.7	31.2	25.5	27.5
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS	28.3	30.5	28.4	31.1	25.3	34.0	36.1	27.2	35.8	28.0	28.7	32.3	28.9	29.9	32.8
STAGE IN LIFE CYCLE--SINGLE,U/35,NO CHILDREN	13.1	8.4	10.2	10.8	13.7	9.9	12.7	10.2	6.8	8.4	11	12.6	9.8	9.7	7.7
STAGE IN LIFE CYCLE--MARRIED,U/35,NO CHILDREN	3.5	2.7	3.4	2.8	3.3	2.7	2.6	2.3	3.9	3.1	3.1	1.5	8.1	1.8	4
STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE	45.6	47.3	48.2	47.0	47.1	41.9	44.1	46.9	41.0	42.3	42.4	42.7	54.7	41.9	41.1
STAGE IN LIFE CYCLE--MARRIED,35+,NO CHILD AT HOME	20.6	23.9	20.8	20.2	18.8	24.9	21.7	21.1	29.2	25.3	26.9	24.2	16.9	27.3	27.5

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STAGE IN LIFE CYCLE--SINGLE,35+,NO CHILD AT HOME	15.6	16.1	15.2	17.1	15.3	18.9	17.3	17.7	17.6	18.6	14.4	18.1	9.1	17	16.9
HEAVY EXPOSURE RADIO--180+ MINUTES AVG. DAY	20.1	22.6	20.5	20.2	23.2	20.9	16.5	22.6	19.9	22.5	21.3	21.8	18.7	20.5	21.3
HEAVY EXPOSURE TELEVISION--300+ MINUTES AVG. DAY	21.3	21.3	19.1	20.7	20.6	23.7	19.8	21.0	25.3	22.3	19.1	22.2	15.3	24.5	21.3
HEAVY EXPOSURE NEWSPAPER--60+ MINUTES AVG. DAY	14.9	15.3	13.0	17.5	13.3	18.8	21.3	13.4	16.4	16.4	13.4	17.5	11.8	14.7	17.2
HEAVY EXPOSURE OUTDOOR--200+ MILES AVG. WEEK	34.7	39.6	36.4	34.2	34.9	35.4	30.7	35.8	35.3	37.3	39	30.3	42.4	41.9	41.4
HEAVY EXPOSURE DIRECT MAIL--75%+ READ WEEKLY	18.0	17.7	16.2	18.8	19.7	18.5	15.0	16.2	17.7	18.1	18.2	17.5	13.5	17.4	17
HEAVY EXPOSURE INTERNET--180+ MINUTES TYP. DAY	42.7	40.9	40.6	41.0	42.3	40.8	46.6	37.3	41.1	32.5	33.5	37.2	55.9	37.5	34.4