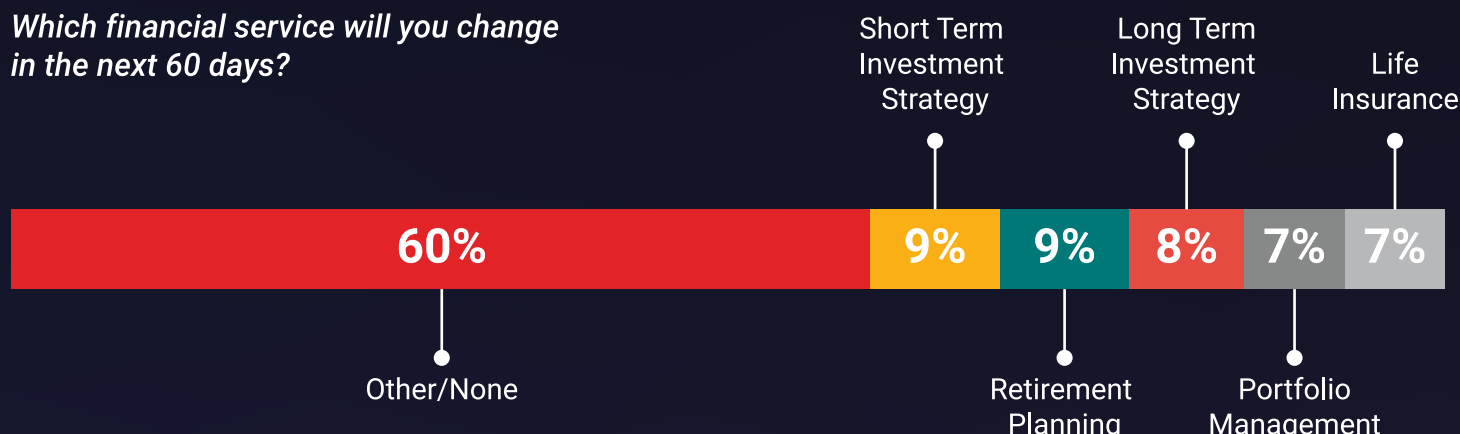


LoopMe Consumer Snapshot: Finance

In this week's consumer behavior study, LoopMe surveyed 3,180 US consumers on May 22-24, 2020 to understand financial services intent during COVID-19. We also analyzed which credit card features consumers value most and their preferred credit card provider.

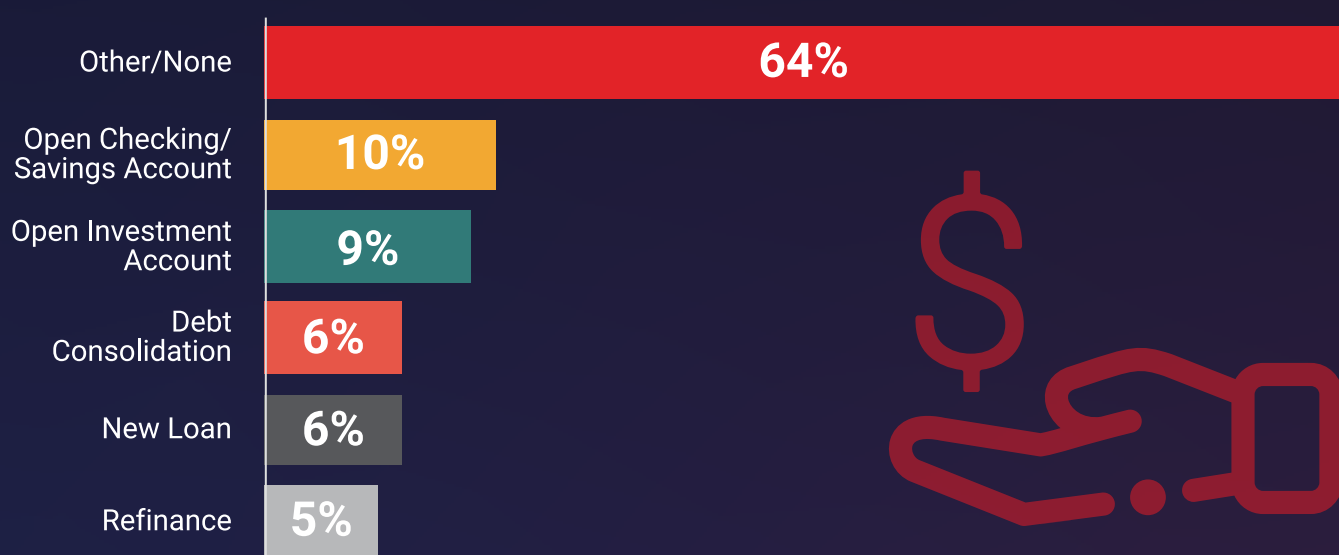
Which financial service will you change in the next 60 days?



Nearly **1 in 10** consumers (9%) will change their **Short Term Investment Strategy** in the next 60 days.

9% of consumers will change their **Retirement Planning** in the next 60 days.

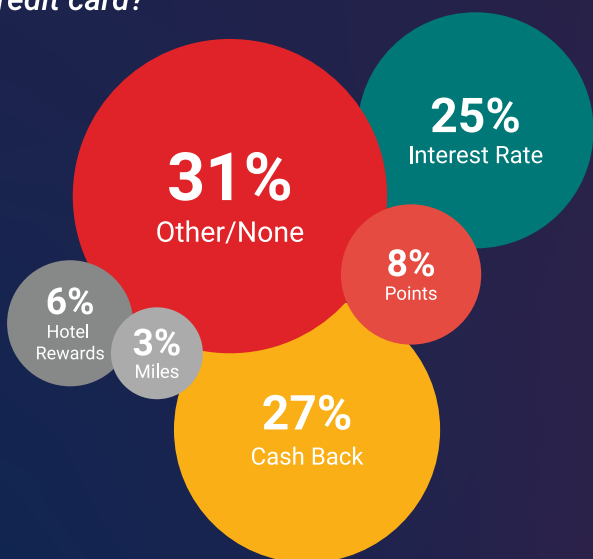
Which financial service will you consider in the next 60 days?



19% of consumers are considering opening a new **Checking/Savings Account (10%)** or **Investment Account (9%)** in the next 60 days.

1 in 10 consumers are considering opening a new **Checking/Savings Account** in the next 60 days.

Which feature do you value most on a credit card?

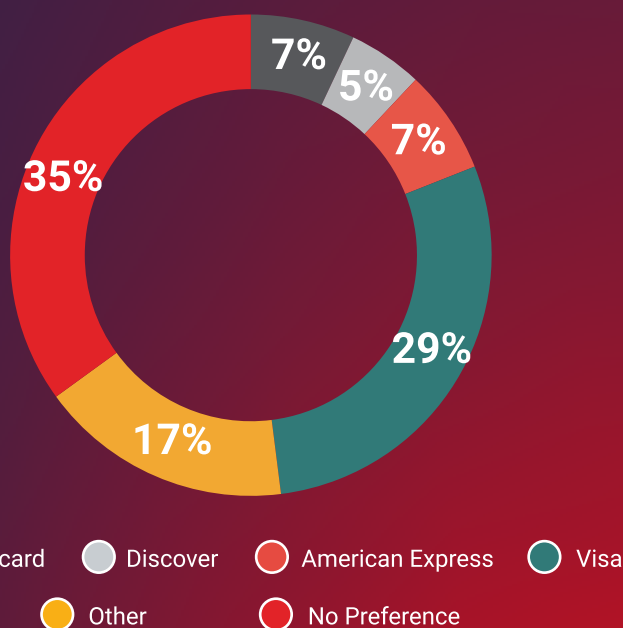


27% of consumers value **Cash Back** as the key feature on their credit card.

1 in 4 consumers value the **Interest Rate** on their credit card as the most important feature.

29% of consumers chose **Visa** as their preferred credit card provider.

Do you have a preferred credit card provider?



35% of consumers do not have a preferred credit card provider.