

### December 2021

#### Loyalty in Financial Services - US

“As new competition emerges in the financial services space, loyalty continues to be a concept that is strongly challenged for traditional FIs. Consumers have more choice than ever when it comes to their banking endeavors, and while legacy FIs have the competitive advantage of trust, non-traditional providers are encroaching on ...

#### Financial Needs of Mass Affluent Consumers - US

“The mass affluent hold a unique set of attitudes that straddle the line between the mass market and the affluent, creating a consumer group that can be of particular value to financial services brands. Their motivations in selecting new products often align with those of the mass market, demonstrating that ...

### November 2021

#### Consumer Attitudes toward Fintech - US

“The pandemic has highlighted the various ways fintech has infiltrated the lives of many, from the shift to contactless payments to providing those that lack credit scores with credit and offering flexible financing options during an economic downturn – just a few ways financial services have continued to evolve due ...

### October 2021

#### Payment Preferences - US

“The COVID-19 pandemic accelerated many of the shifts that were already occurring within the payment landscape, driving widespread adoption of mobile payment alternatives and broadening the number of payment types that consumers interact with in their daily lives. This sudden leap in digital payment usage has intensified competition to gain ...

#### Health Insurance - US

“The pandemic has transformed how providers deliver care to patients, as seen with the proliferation of virtual care and self-service digital solutions. As consumers continue to expect the same level of on-demand care going forward, providers should continue looking for ways to provide more value so customers obtain better health ...

#### Credit Cards and Credit Card Rewards - US

“In the aftermath of COVID-19, consumers altered spend tendencies, electing to pay down existing balances and shift credit card spend away from travel and entertainment categories towards everyday goods and services. Credit card issuers were forced to adapt, introducing new rewards categories to appeal to a pandemic-affected audience and increasing ...

### September 2021

### Role of Trust in Financial Services - US

“The pandemic has shown that the financial services sector has learned from the previous recession when it comes to building trust with its customers. Supportive messaging and financial relief programs have all aided consumers during the economic fallout, leading to an increase in trust within the industry. How providers are ...

### July 2021

### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

### May 2021

### Secured Lending - US

“Despite the pandemic, the secured lending industry still experienced mass demand due to historically low interest rates. The result was consumer interest in secured loan products such as mortgages increased throughout COVID-19. With a growing economy and improving consumer outlook, demand for secured loans currently sits in a healthy position ...

### April 2021

### Property & Casualty Insurance - US

“The P&C industry currently sits in a promising spot. What with mass vaccinations underway and states easing restrictions, traffic volume has been increasing again. Home prices have also risen due to significant demand despite the financial impact of the pandemic. As consumers become more confident, a return to the spending ...

### Home Purchasing - US

“Throughout the pandemic, the increase in remote work, desire for more personal space, and low mortgage rates have all fueled the surge in housing demand. While consumers have been eager to take advantage of the low rates, supply constraints and inventory shortages have caused an imbalance between demand and supply ...

### Insurance Purchase Process - US

“Physical location closures and social distancing has resulted in increased usage for digital and mobile tools. Consumers are now going through online channels more than before when buying and researching insurance. Insurers and agents had to adapt and provide consumers with the digital tools they needed to account for the ...

### Consumers and Taxes - US

“Taxes are due every year, even in a pandemic. Software dominates the DIY market, while accountants dominate the professional. For an industry that does not seem to change, tax preparers need to highlight how their strategies can prove most efficient and profitable for consumers.”

– Jennifer White Boehm, Associate ...

### The Banking Experience - US

“Banks were considered essential and kept open during the peak of the COVID-19 pandemic, but no one was really visiting their local branch out of concerns for virus exposure. Although vaccinations are becoming more widespread, the accelerated adoption of digital banking by a number of banking customers over the past ...

## March 2021

### Gig Economy - US

“The gig economy has grown in popularity over the past few years, as people keep looking for alternative ways to make money on their own time. During the pandemic, delivery services were in high demand, as consumers feared contracting COVID-19. The gig workers delivering these essential services were among the ...

### Financial Needs of Emerging Affluent and Affluent: Incl Impact of COVID-19 - US

“Having already achieved many financial goals often missed or delayed among lower-income demographics, emerging affluent and affluent adults are a target that needs to be approached with more finesse than the standard finance consumer. They frequently look to professional financial advisors when seeking out finance information, but well over half ...

### Innovations in Insurance - US

“The immediate effects of the COVID-19 pandemic on the insurance industry have been mainly technological. Consumers are increasingly comfortable with the digitization of healthcare, but have been slower to adopt technology offered by insurance providers. Younger consumers are more willing to allow their data to be tracked, but insurers have ...

### Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...