



Report Overview

The Money Movement Insight Module report provides a bottoms-up empirical framework to connect consumer behaviors and wants to specific consumer transactions. Hearts & Wallets measures transactions by action phase (done, considering, done and considering more), type (cashout, rollover, transfer excluding rollover, new deposits), source and destination firm plus whether it's a trial or existing relationship. The study also reports on transaction timing and motivating factors behind consumer decisions. Money Movement is drawn from the IQ Database – the broadest and deepest single dataset of consumer financial behaviors and attitudes with over 35,000 U.S. households.

Select Key Findings

- The average household moving money considers 4 to 5 transactions, and ultimately completes 2 transactions.
- About \$3.6T has moved in the past 3 years, while \$1.2T is considered for movement in the next 12 months.
- Over the past 3 years, the biggest factors to motivate rollovers were “consolidate for better retirement planning” and “simplify my finances.”

How This Research Helps

- Study the \$12T Money Movement market and track transactions by type, timing and motivating factors.
- Understand what motivates consumers to move money to new and existing providers.
- Determine how to capitalize on households displaying latent potential due to dissatisfaction with current providers.

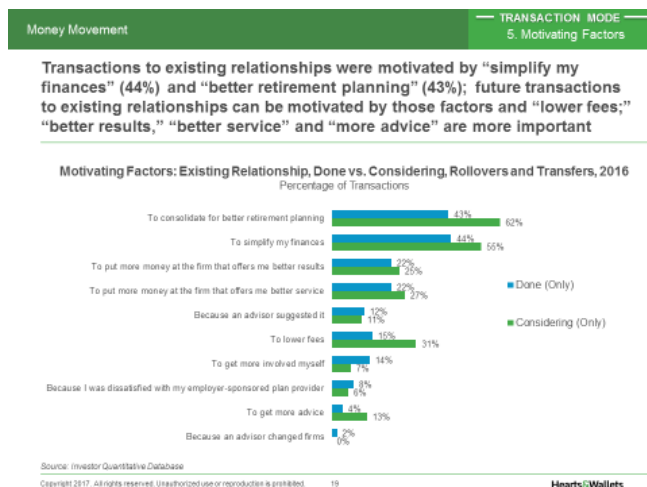




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About the Investor Quantitative Database™

The Hearts & Wallets IQ Database is the most comprehensive resource for understanding and analyzing behaviors and attitudes of retail savers and investors. With over 1,000 fields and derived variables, the breadth and depth of topics covered is designed with decades of hands-on experience in the marketing, product, service and research functions it serves. It covers consumers of all age and wealth segments, with more than 5,000 annual responses to an online survey fielded mid-year since 2010. Consequently, its large sample size of 35,000 U.S. households permits sizing and profiling of virtually any demographic, behavioral or attitudinal definition for consumer groups. Its national weighting methodology allows for comparisons across years and customer/shareholder bases of leading firms.

About Hearts & Wallets

Hearts & Wallets is the resource for retail investor data and insights. Combining a consumer marketing framework with financial services operating experience, the company has a mission to be a catalyst for consumer-driven innovation in retail investing and saving. Hearts & Wallets data and insights are used by leading financial services firms to improve the effectiveness of their marketing communications, solution design and service delivery for retail investors.



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