



FINANCIAL SERVICES CHURN DATA & ANALYTICS

Quarter 1 2026 Topline Industry Summary

APRIL 2026

THIS SUMMARY REFLECTS CONSUMER SURVEYS CONDUCTED BETWEEN
JANUARY 1 AND MARCH 31, 2026

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What Does the Churn Program Measure?

Metrics can be analyzed by geographic region or various consumer demographic segments



Consideration Rate

- What percent of consumers considered you for the new account?
- Reasons customer first become interested in brand (recommendations, etc.)



Selection Rate

- What percent of consumers selected you for the new account?
- Reasons customer selected brand (convenience, recommendations, promotion, reputation, etc.)



Conversion Rate

- What percentage of "considerations" were ultimately turned into "selections"?



New to Market Rate

- How frequently do new to market customers choose you for their first account?



Full Attrition (Hard Churn)

- Customers that completely close their prior account and move their business to another institution.
- Reasons for leaving (poor service, security/fraud, etc.), reasons for choosing the new provider (convenience, fees, etc.)



Soft Attrition (Soft Churn)

- Customers that keep their existing account open but open a similar account at another institution.
- Reasons for opening new account (need additional account for budgeting, etc.), reasons for choosing the new provider (convenience, fees, etc.)



CHECKING

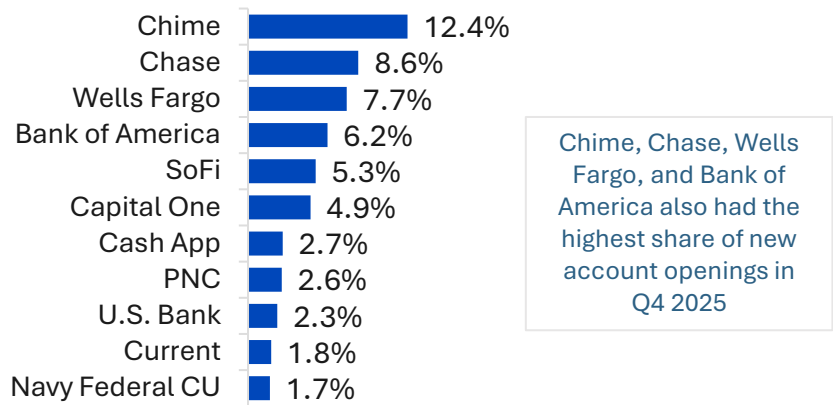
Results collected from 12,440 consumer surveys conducted between 1/1/2026 and 3/31/2026

Respondents must have opened a new checking account within the previous 90 days to participate

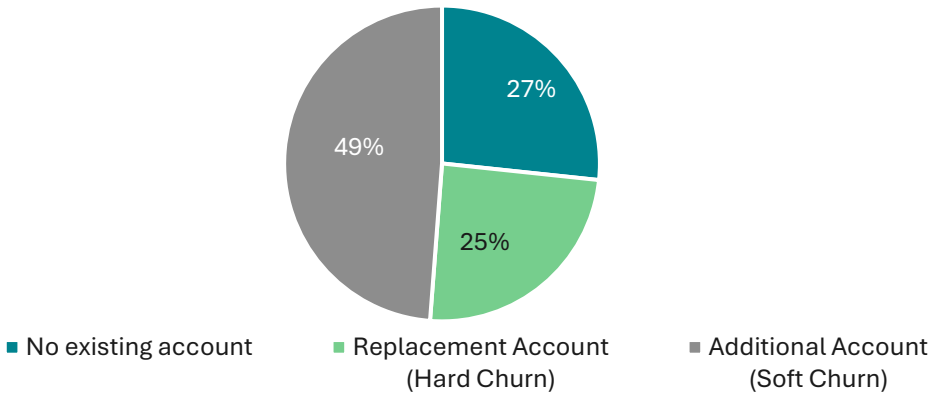
Who is Acquiring the Most New Accounts?

Chime leads new checking account acquisition, while Chase and Wells Fargo have the highest consideration rates.

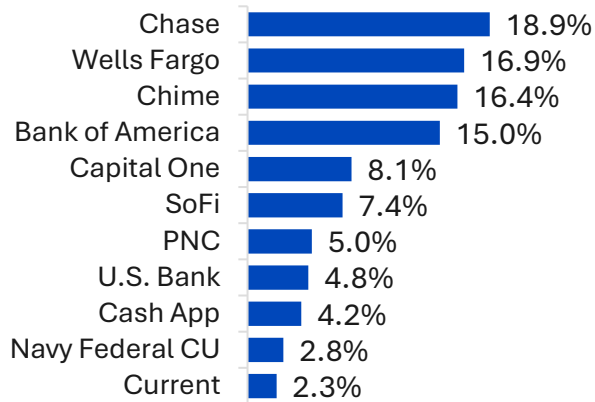
Share of Checking Account Openings



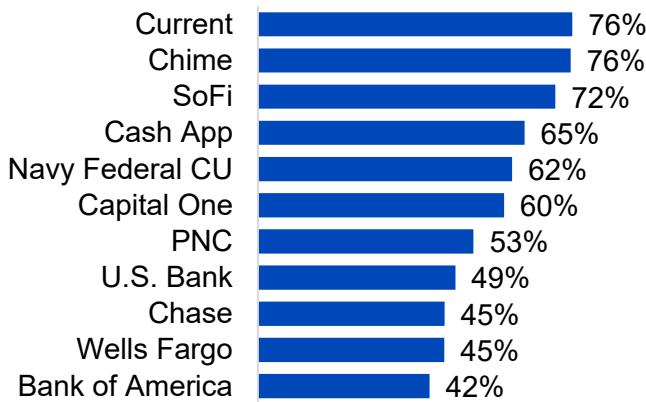
Source of Checking Account Openings



Banks Considered (Inclusive of bank selected)



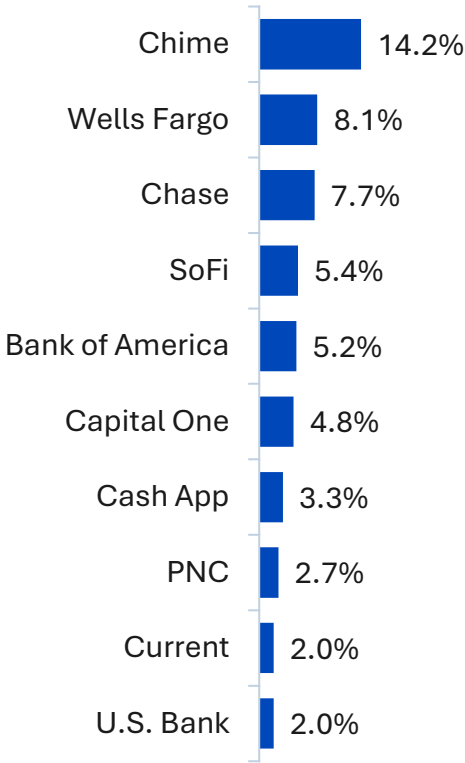
Checking Account Conversion Rate



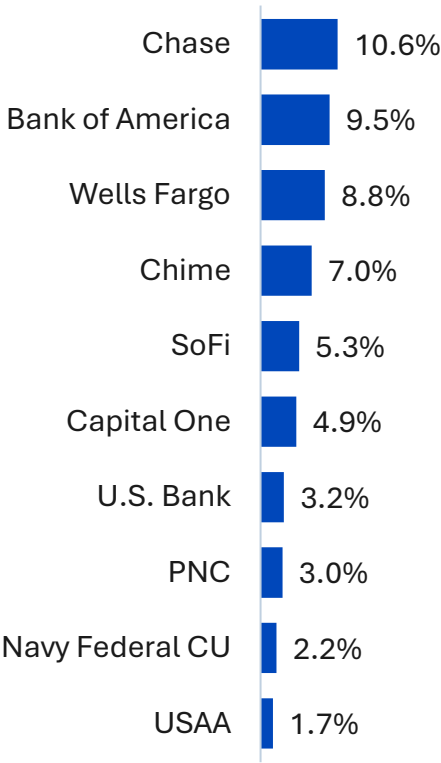
Do Those Open Rates Hold True by Affluency?

Chime maintains its leadership among the Mass Market segment, but Chase captures the highest percentage of new accounts among Affluent and Mass Affluent consumers.

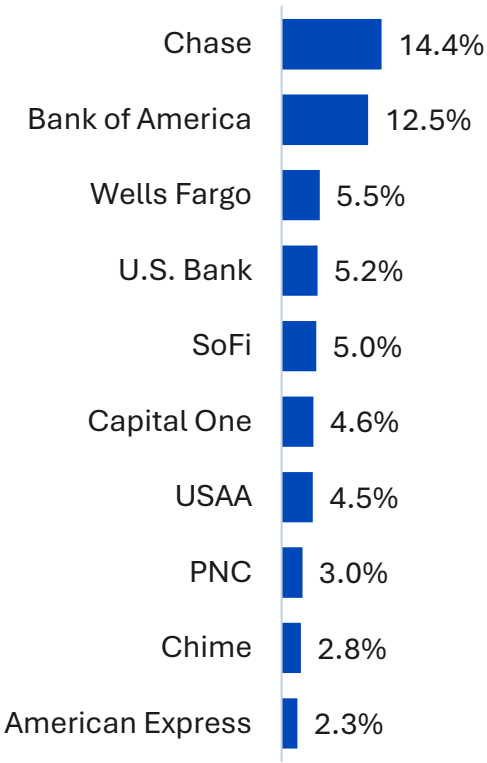
Mass Market



Mass Affluent



Affluent





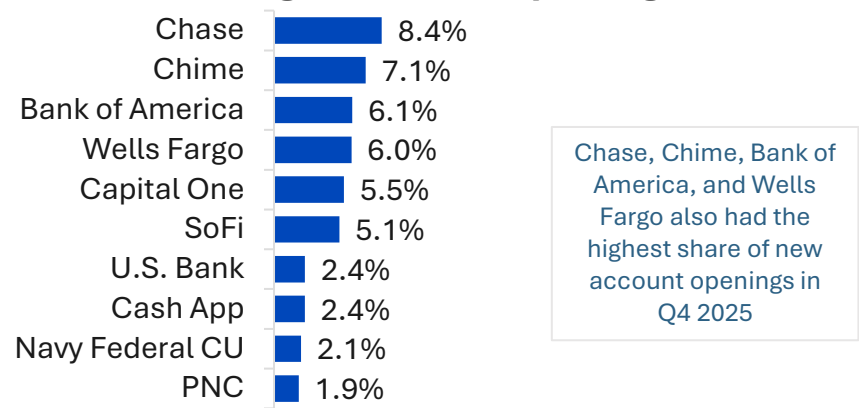
SAVINGS

Results collected from 8,291 consumer surveys conducted between 1/1/2026 and 3/31/2026
Respondents must have opened a new savings account within the previous 90 days to participate

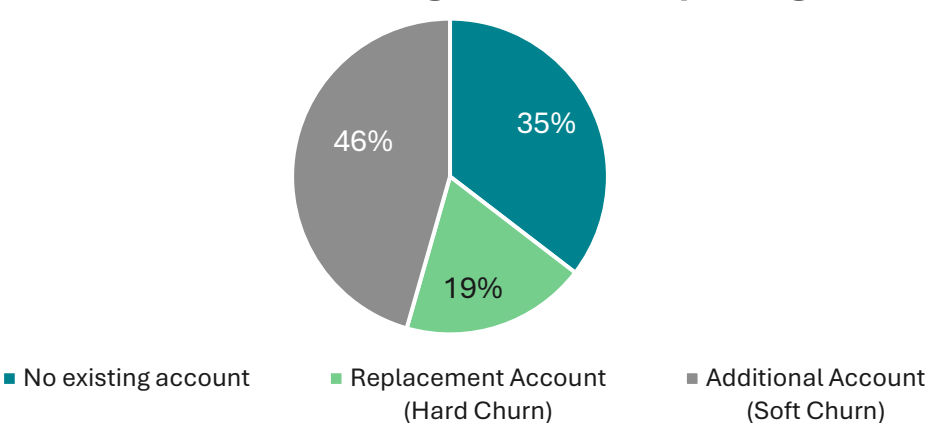
Who is Acquiring the Most New Accounts?

Chase leads new savings account acquisition, while conversion strength varies across brands.

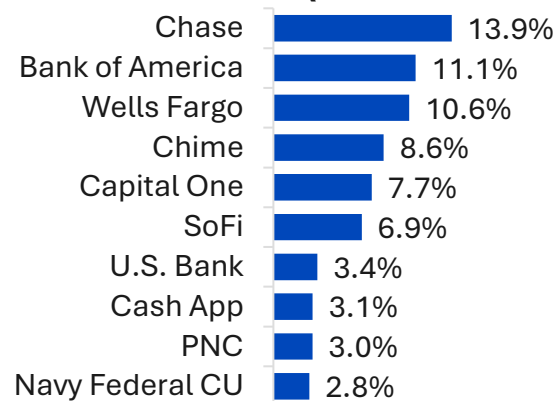
Share of Savings Account Openings



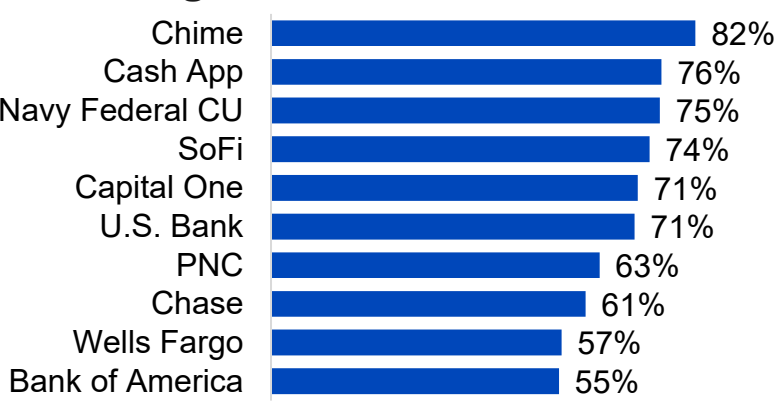
Source of Savings Account Openings



Banks Considered (Inclusive of bank selected)



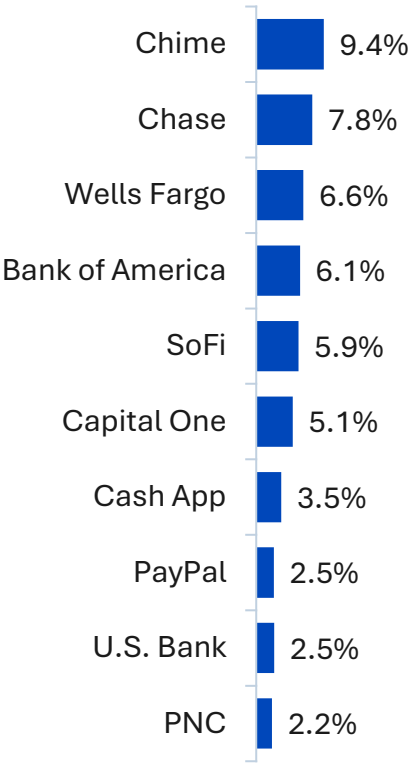
Savings Account Conversion Rate



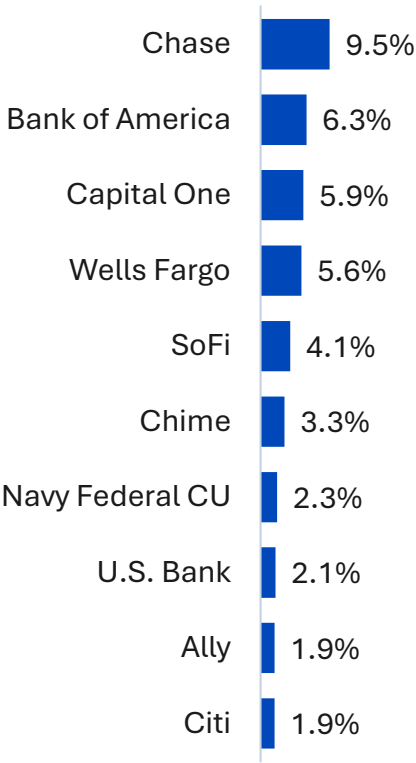
Do Those Open Rates Hold True by Affluency?

Chime leads in savings account openings within the Mass Market segment, but Chase and Bank of America win the most Mass Affluent and Affluent new savings accounts.

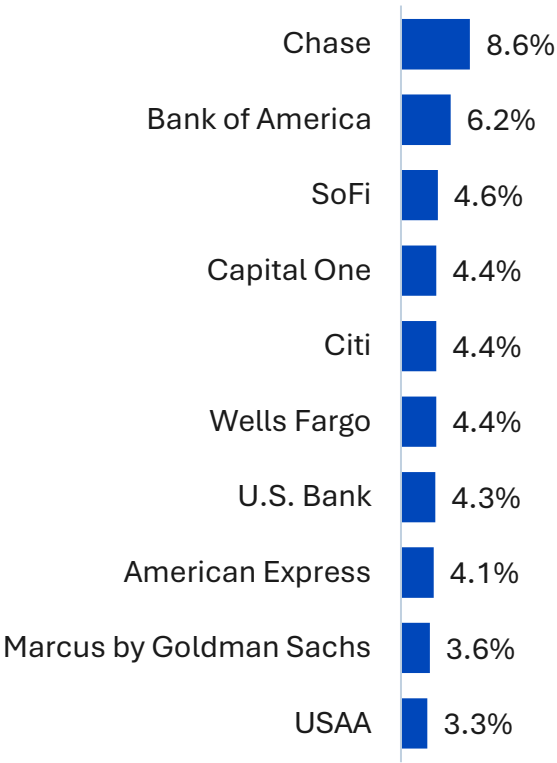
Mass Market



Mass Affluent



Affluent





INVESTMENT

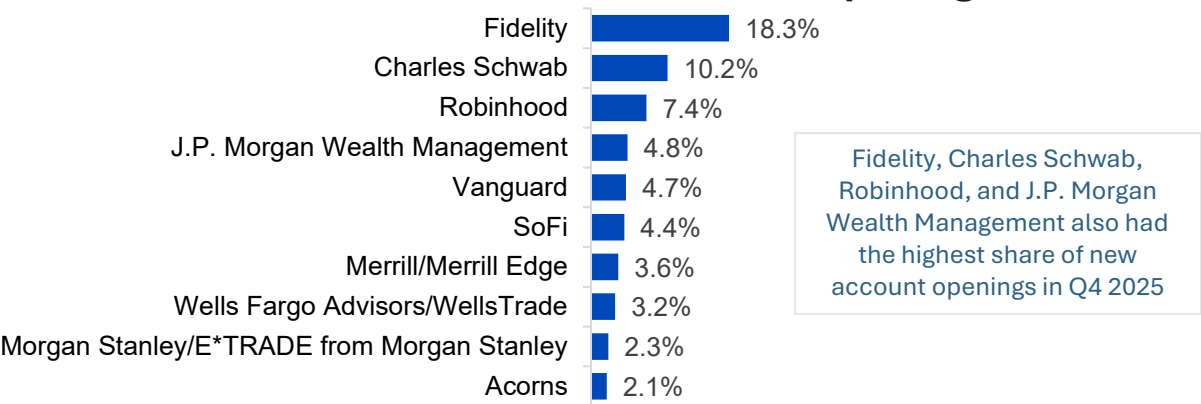
Results collected from 3,415 consumer surveys conducted between 1/1/2026 and 3/31/2026

Respondents must have opened a new investment account within the previous 90 days to participate

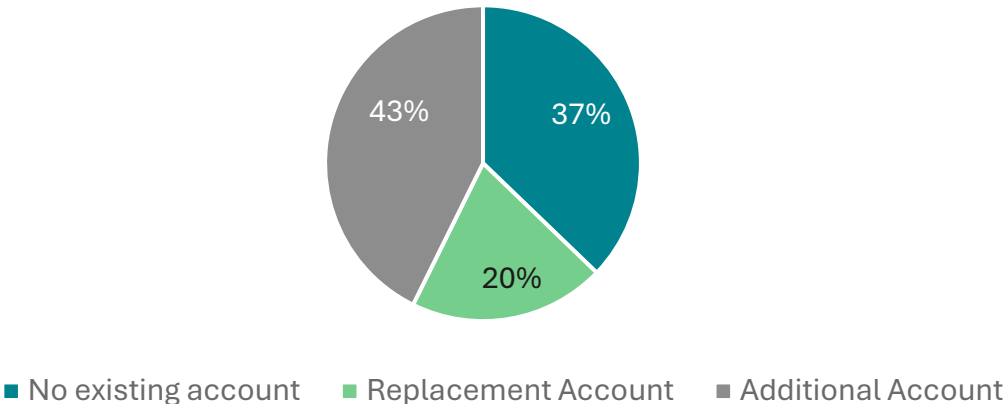
Who is Acquiring the Most New Accounts?

Fidelity has the highest new investment account opening rate and converts a high percentage of considerations into account openings.

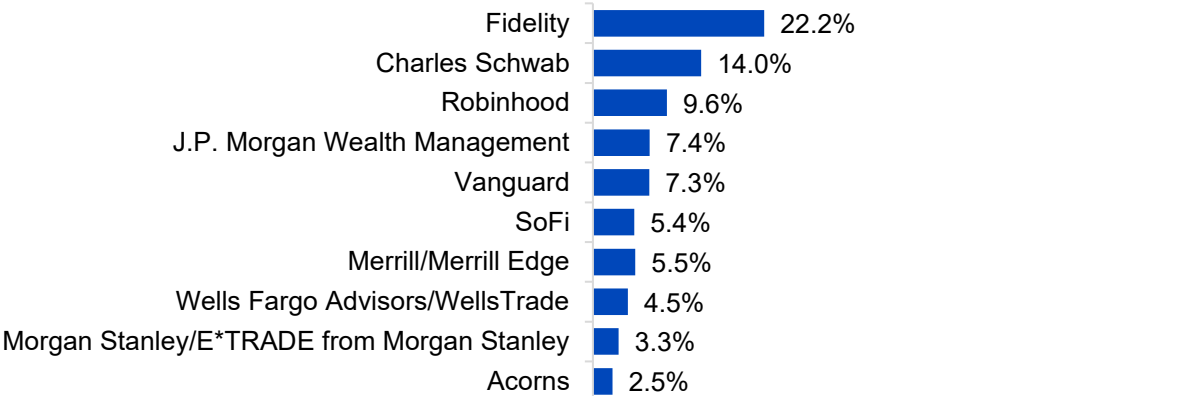
Share of Investment Account Openings



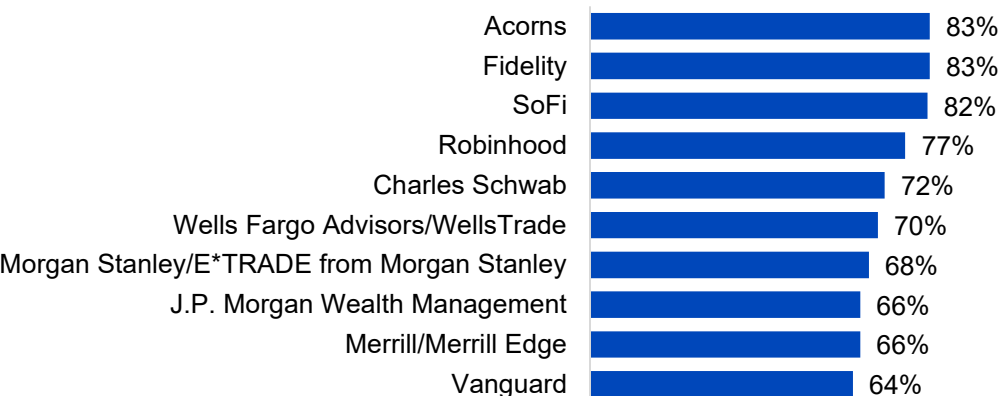
Source of Investment Account Openings



Firms Considered (Inclusive of firm selected)



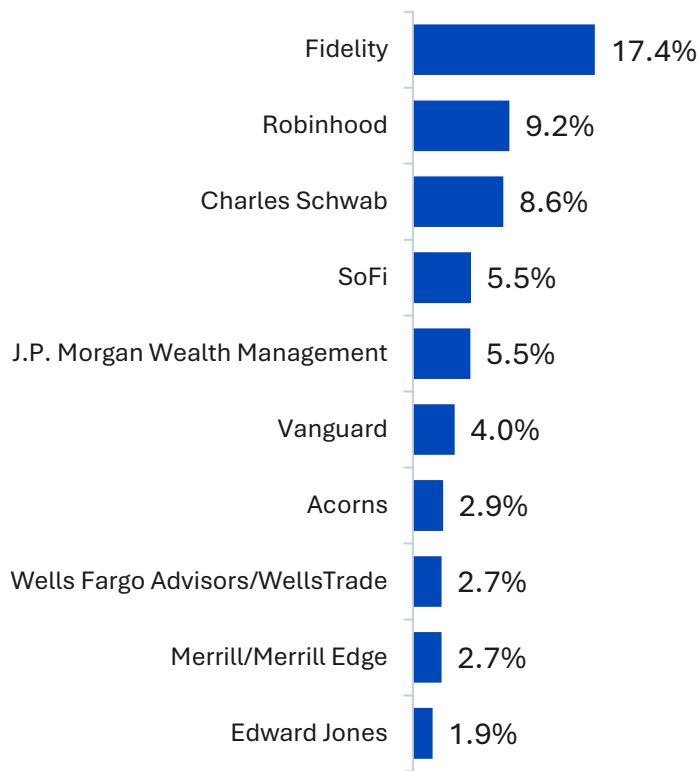
Investment Account Conversion Rate



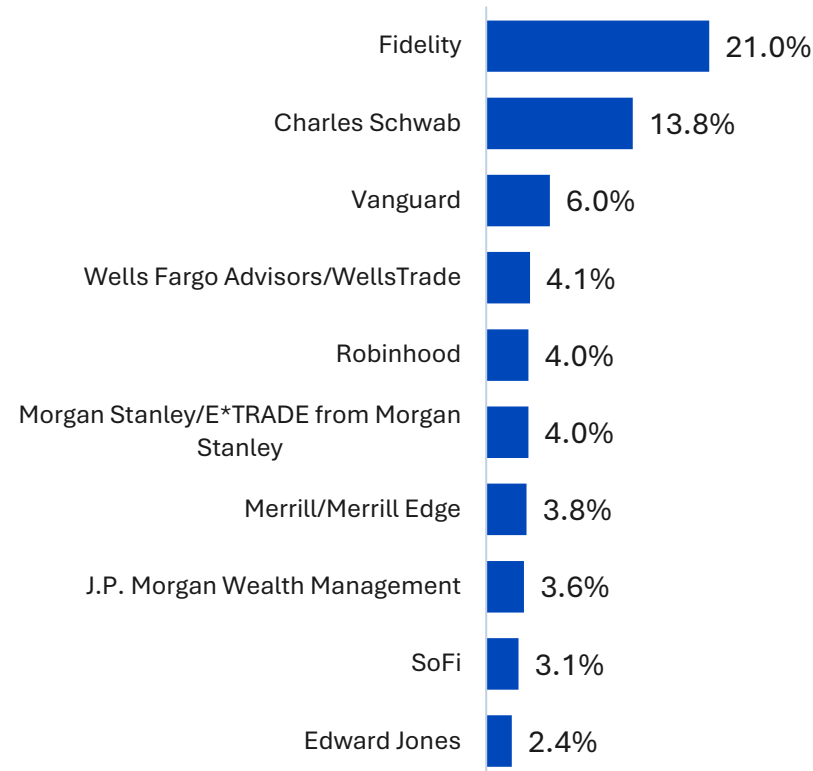
Do Those Open Rates Hold True by Asset Group?

Fidelity leads across all wealth segments, while fintech share generally declines as wealth increases.

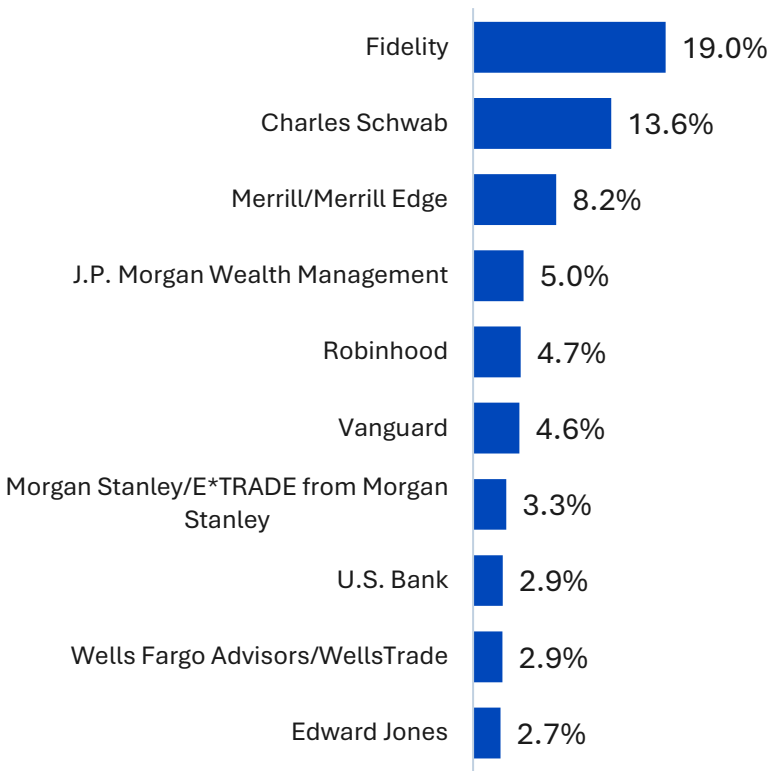
<\$250K in Household Investments



\$250K to <\$1M in Household Investments



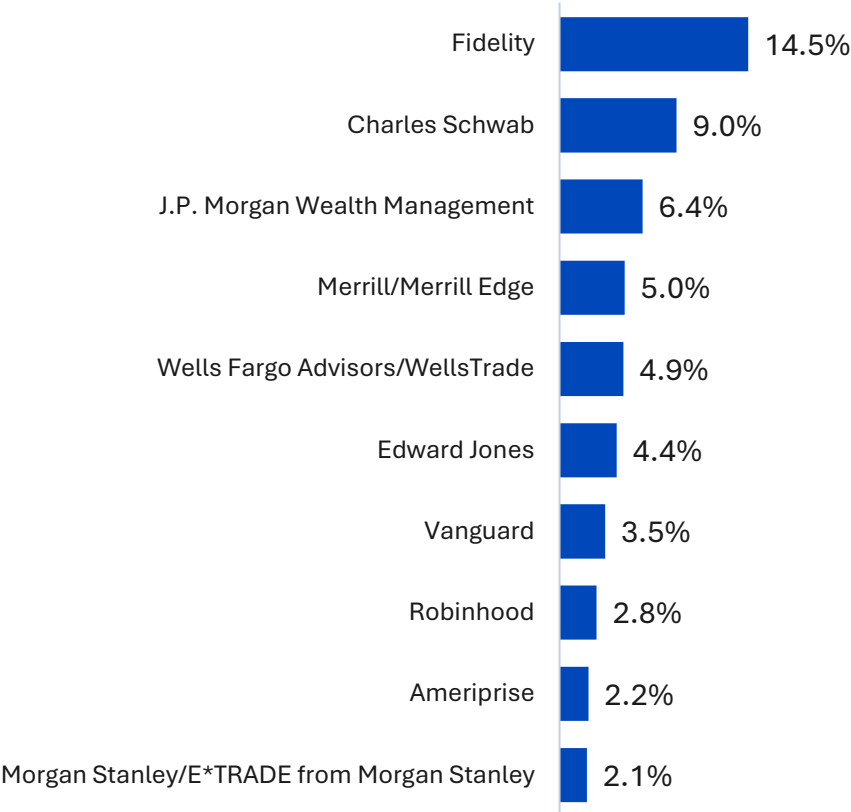
\$1M+ in Household Investments



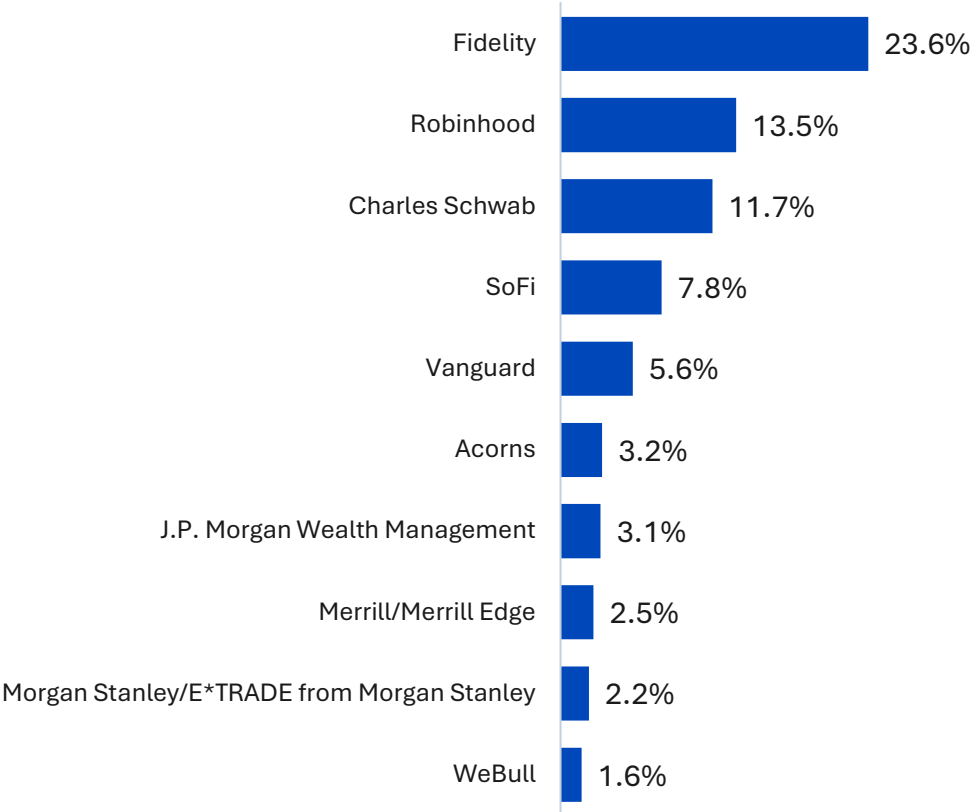
Do Open Rates Hold True by Investor Type?

Several fintech brands rank among the top 10 choices for DIY investors, while advised investors are more likely to select traditional wealth management firms.

Advised Investors



DIY Investors





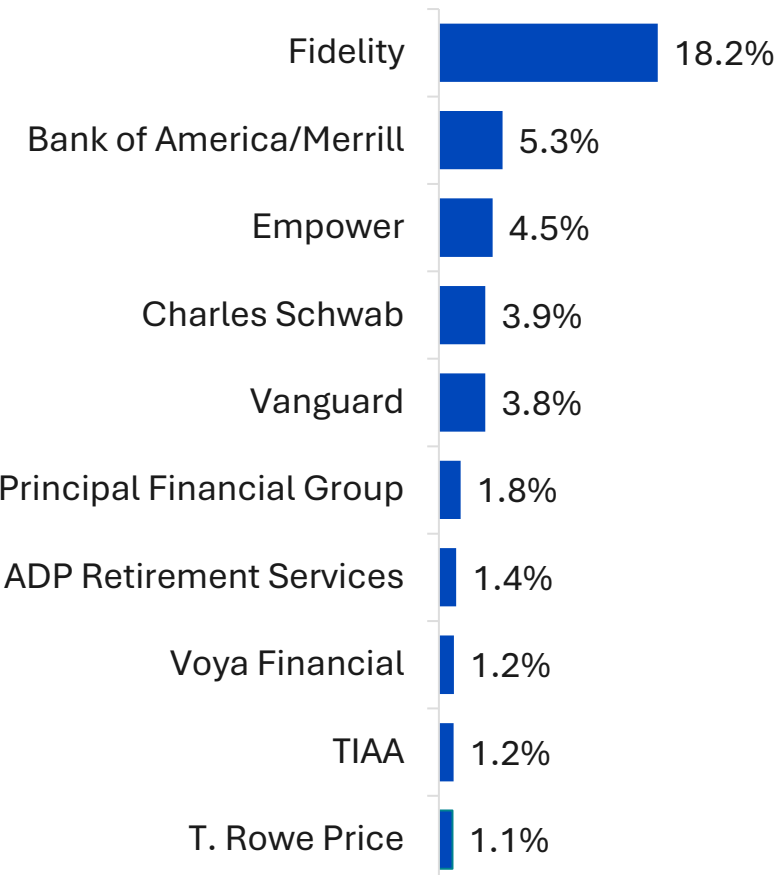
RETIREMENT

Results collected from 3,200 consumer surveys conducted between 1/1/2026 and 3/31/2026
Respondents must have opened a new retirement account within the previous 90 days to participate

Who is Acquiring the Most New Accounts?

Fidelity captures the highest share of new retirement account openings by a large margin.

Share of Retirement Account Openings





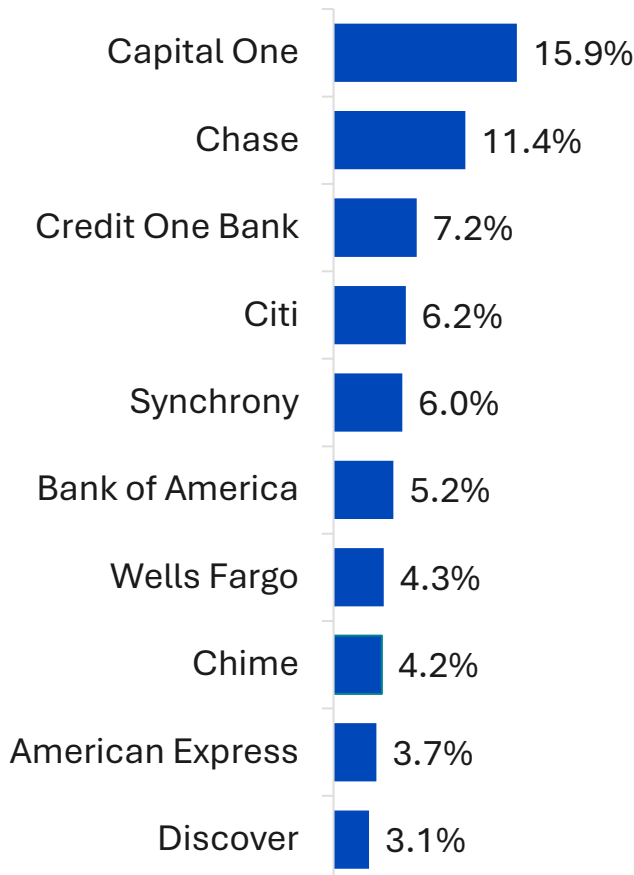
CREDIT CARDS

Results collected from 20,088 consumer surveys conducted between 1/1/2026 and 3/31/2026
Respondents must have opened a new credit card within the previous 90 days to participate

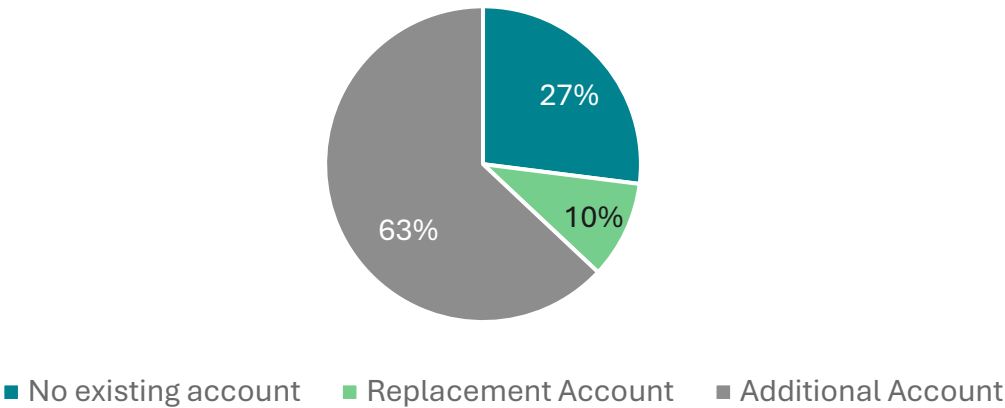
Who is Acquiring the Most New Accounts?

Capital One has the highest share of new credit card openings, followed by Chase.

Share of Credit Card Account Openings



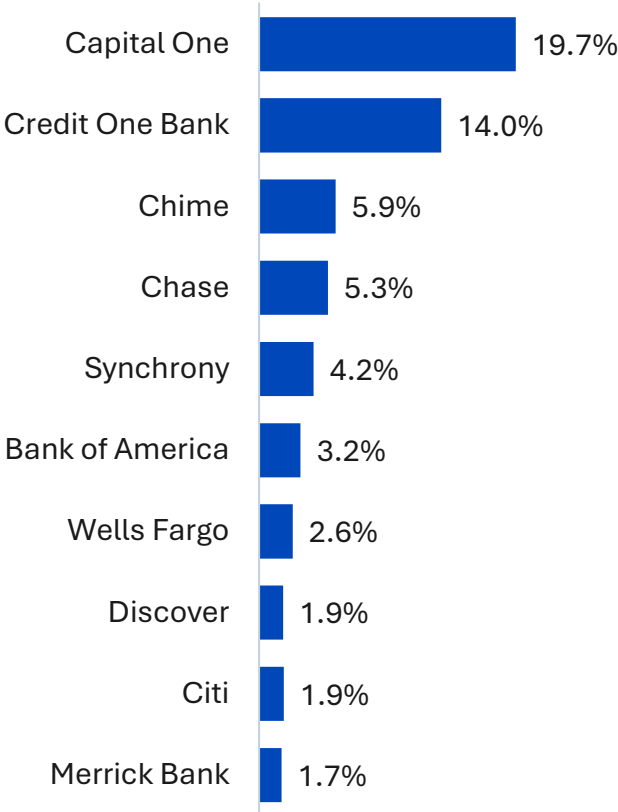
Source of Credit Card Openings



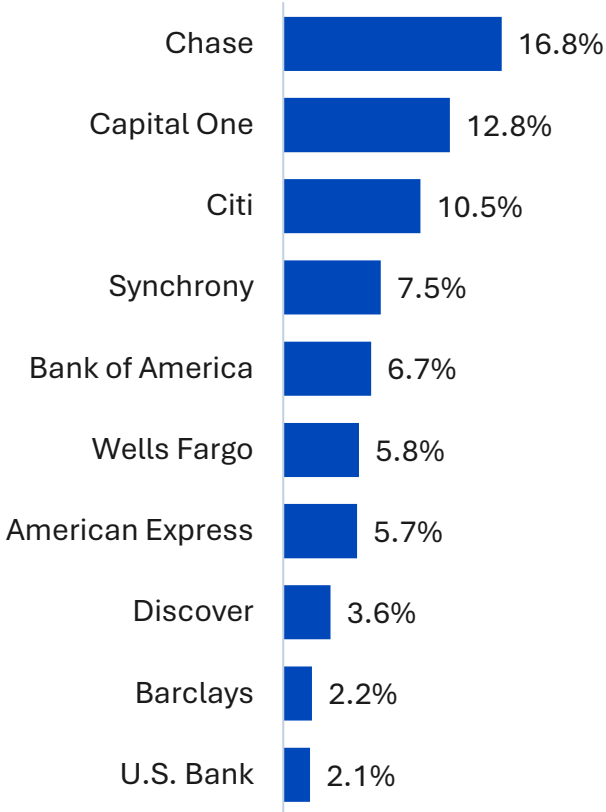
Does the Selection Rate Hold True by Credit Score?

Among consumers with stronger credit, Chase has the highest proportion of new accounts.

Credit Score 400-659



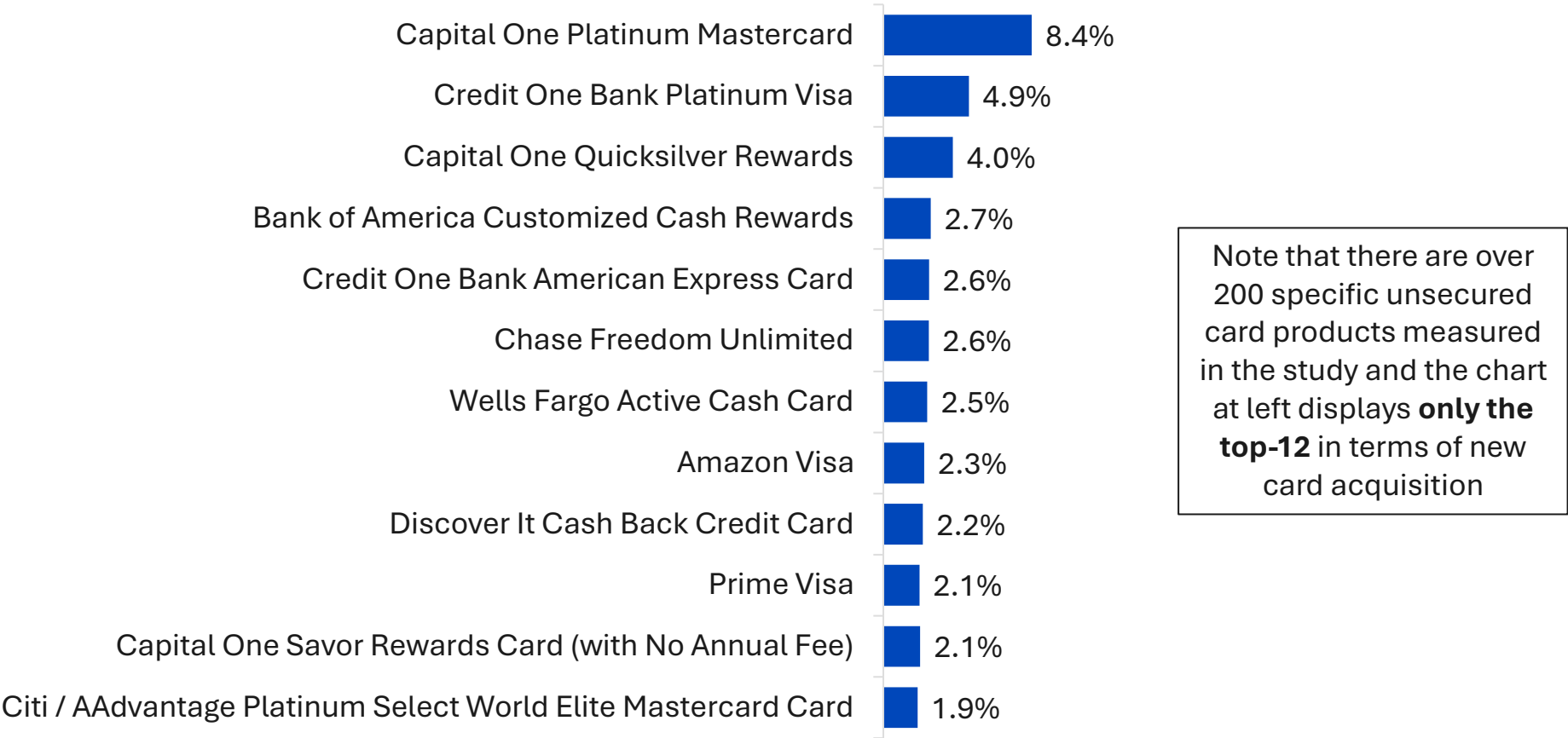
Credit Score 660 and Above



What is the Most Common Card Product Opened?

The Capital One Platinum Mastercard is the most opened card product by a considerable margin; additionally, Capital One Quicksilver Rewards is the 3rd most opened card product.

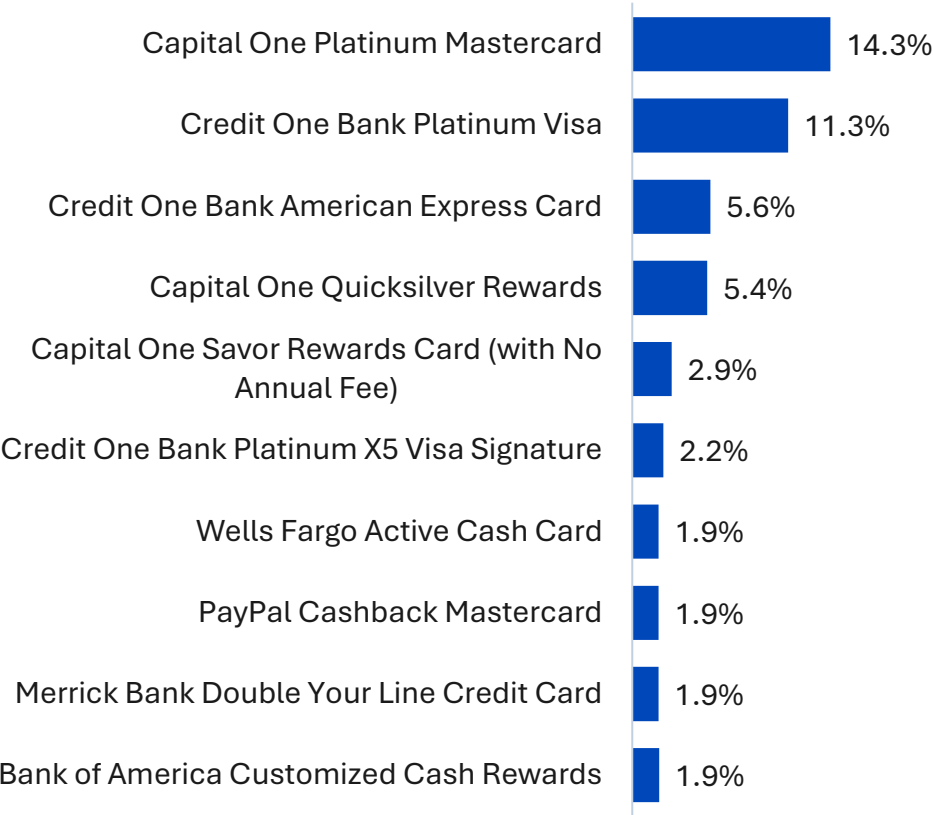
Share of Credit Card Account Openings (Unsecured Card Products Only)



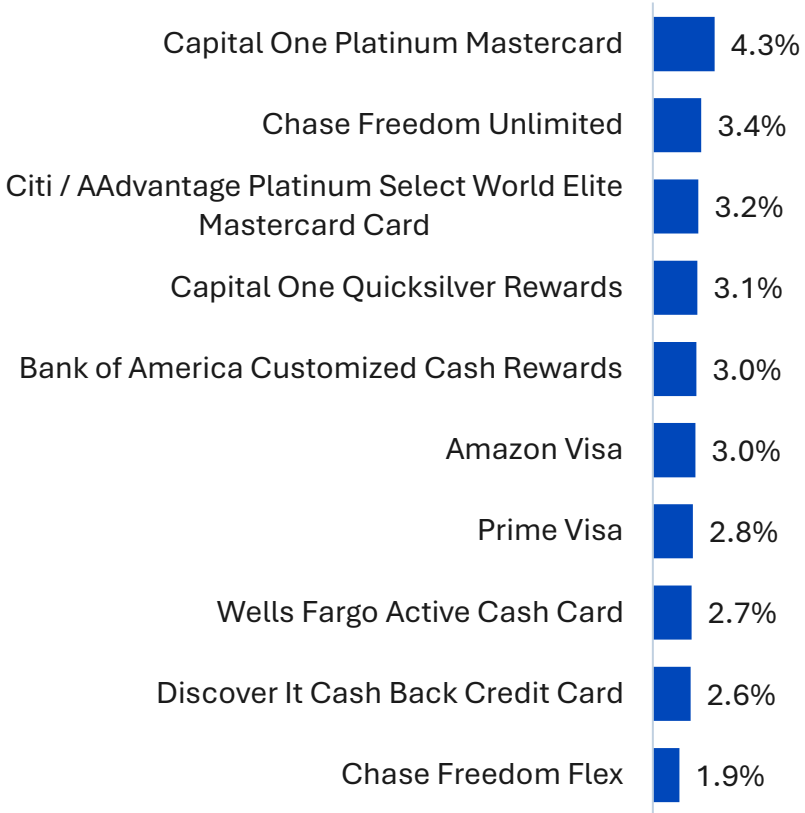
Does the Selection Rate Hold True by Credit Score?

Card product selection varies considerably by credit score.

Credit Score 400-659



Credit Score 660 and Above





REFERENCE MATERIALS

FINANCIAL SERVICES CHURN DATA AND ANALYTICS REPORT OCTOBER 2025

20 October 2025

The following is based on data gathered through the JD Power Churn Data and Analytics 2025 third-quarter report. Review insights on this quarter's results in the latest industry briefing: [Customers are Opening New Accounts and Quietly Making them their Primary Relationships](#)

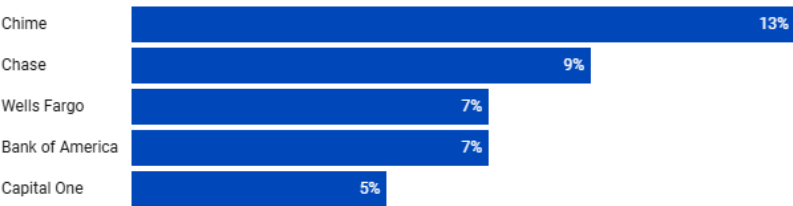
View churn by account type:

[Checking Accounts](#), [Savings Accounts](#), [Investment Accounts](#)

CHECKING ACCOUNTS

Results collected from 4,158 consumer surveys conducted between 8/19/2025 and 9/30/2025. Respondents must have opened a new checking account within the previous 90 days to participate.

Share of Checking Account Openings



Media Alert Timeline



Each release consists of an industry update media alert combined with a JD Power article/insight post

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THANK YOU