

Moneyhawks Influence Mobile Banking Trends

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Within the next three years, commercial banking customers will rely more frequently on mobile banking than brick-and-mortar branches.

This shift reflects increased comfort levels with digital capabilities and changes in service channel preferences among young and affluent individuals, including *Moneyhawks*.

[Read our paper to learn more.](#)

Moneyhawks Demographics

MONEYHAWKS REPRESENT:



13%
of the
U.S. adult population



YET THEY CONTROL:



41%
of deposits



33%
of assets

THEY ARE:

2.8x
more likely to
be at risk of
switching banks



MONEYHAWKS CONTROL:

72%
of deposits
held by potential
switchers

71%
of investable
assets

Source: Javelin Strategy & Research 2015

Bottom Line

Moneyhawks are a small, but influential segment of the highly profitable retail banking customers. They are early adopters of technology and are known for their frequent use of digital channels.

Since *Moneyhawks* are also the decision-makers for the companies they run, it makes sense that small businesses and mid-sized companies would start to reflect their habits and preferences in retail.

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