



Americans' Shadow Financial Lives



Shadow Financial Lives (noun)

1: financial accounts and behaviors that evade the observation of the legacy financial institutions with which consumers do business.

34%

of American consumers have at least one shadow financial account or engage in a shadow financial activity.

That percentage jumps up to

47% for Millennials.

What, exactly, does this shadow financial activity consist of?

35%

of consumers have more than one checking account, led by the

42%

of Millennials who have two or more accounts.

Across mobile wallets, merchant mobile apps, buy now pay later loans, and cryptocurrency transactions, a quarter of a trillion dollars –

\$252 billion – are estimated to be shadow payments.

Consumers save – above and beyond their existing level of savings – on average, between **\$475** and **\$1,000** a year using automated savings tools provided by fintech companies.



But why do consumers choose shadow financial services providers? How satisfied are they with these providers? And what can banks do to win back their business?

For the answers to these questions (and many more), download the full report at [FICO.com/market-research](https://www.fico.com/market-research)



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