## New Banking Products

Which of the following types of financial/banking services have you signed up for in the past year?

11%

20%

20%

Online Total

Credit card

5% 15%

Checking account

Investment account

3%

Insurance 3%

Mortgage 3% 10%

Home equity loan

Automobile loan

4% 12%

Savings account
4%

Base: 1,000 American adults

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