



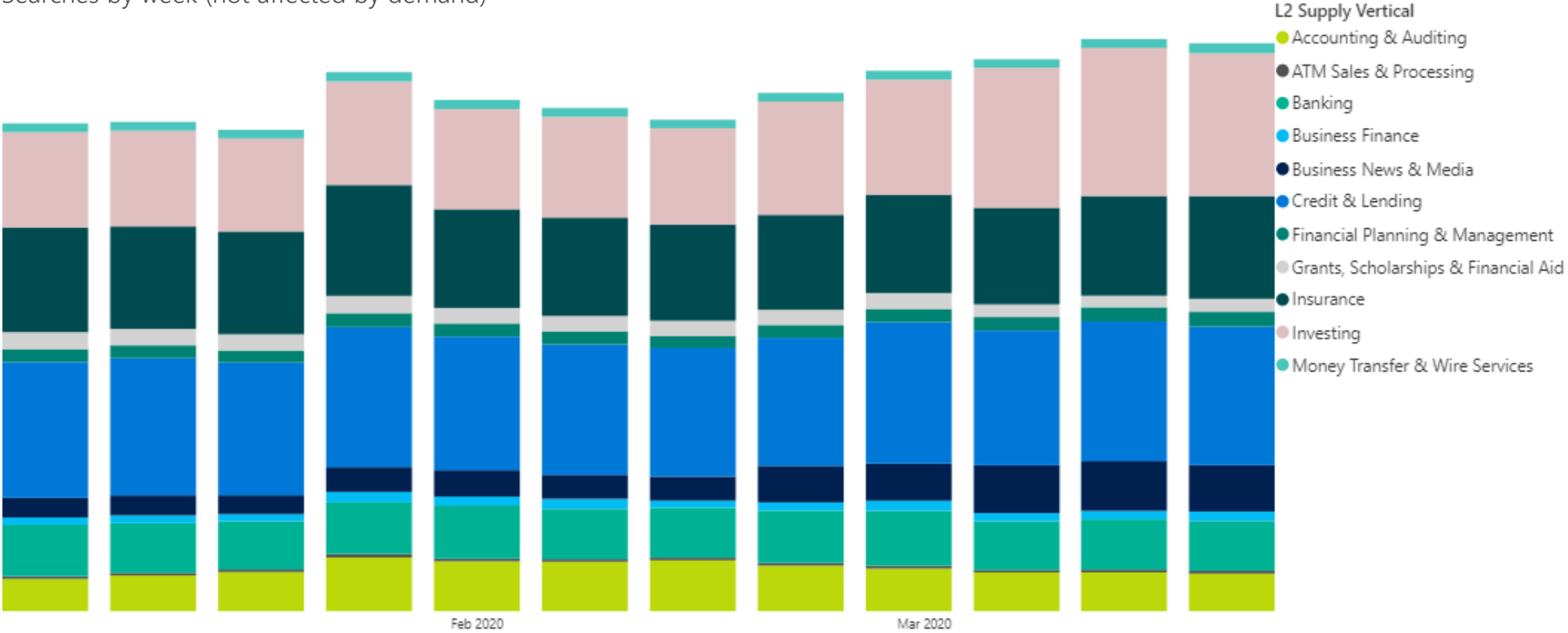
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# COVID-19 impact on Financial Services (U.S.)

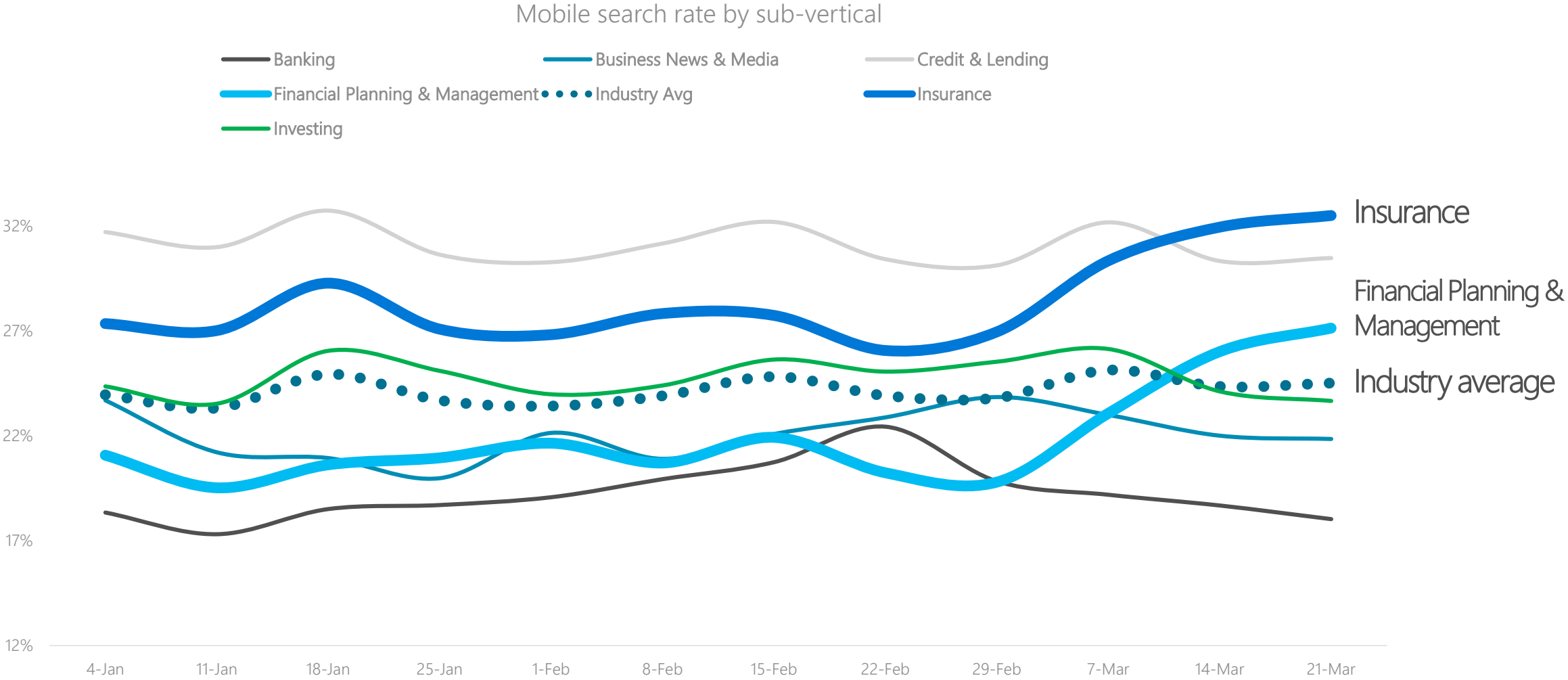
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# Search volume is largely driven by Investing and Credit & Lending

Searches by week (not affected by demand)



# Insurance and Financial Planning & Management have had growth in mobile search share



Microsoft Internal, search volume index based on query category, 2020

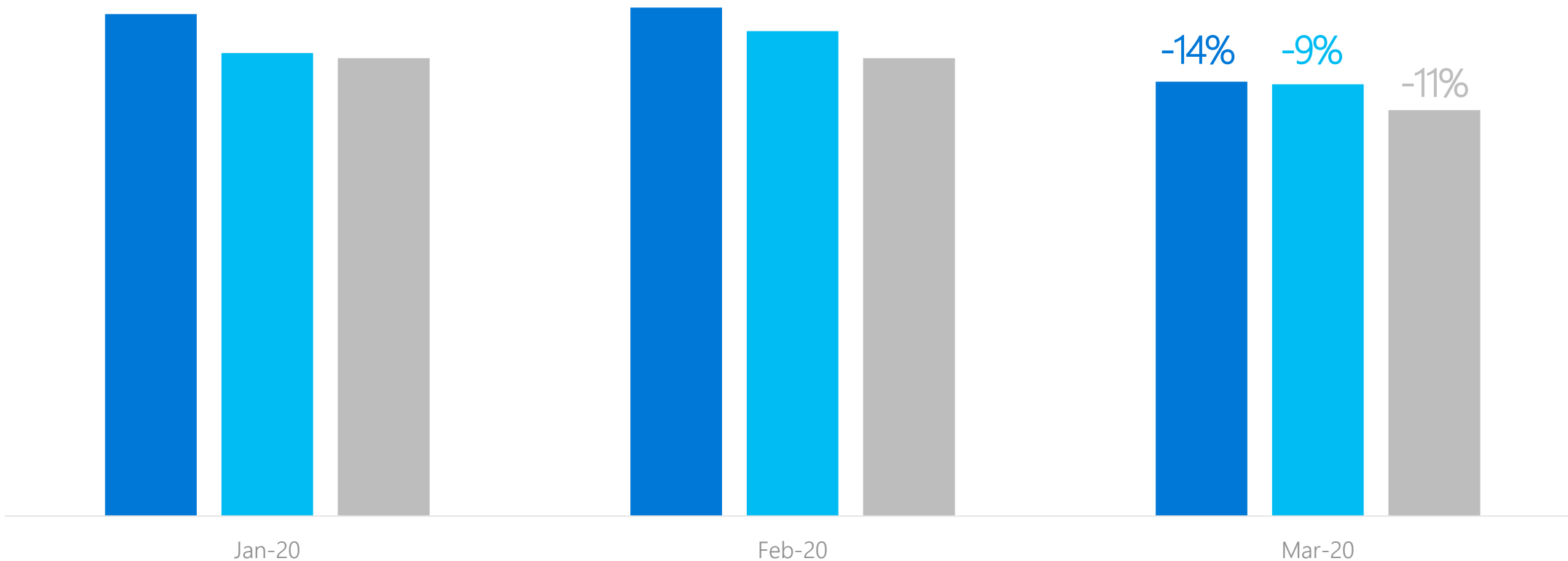
# Retail banking at a glance

**Checking Accounts** took the biggest hit in March due to store closures (e.g. lockdowns)

Search volume index by product

■ Checking Account ■ Saving Account ■ Credit Card

Month-over-month (MoM) changes



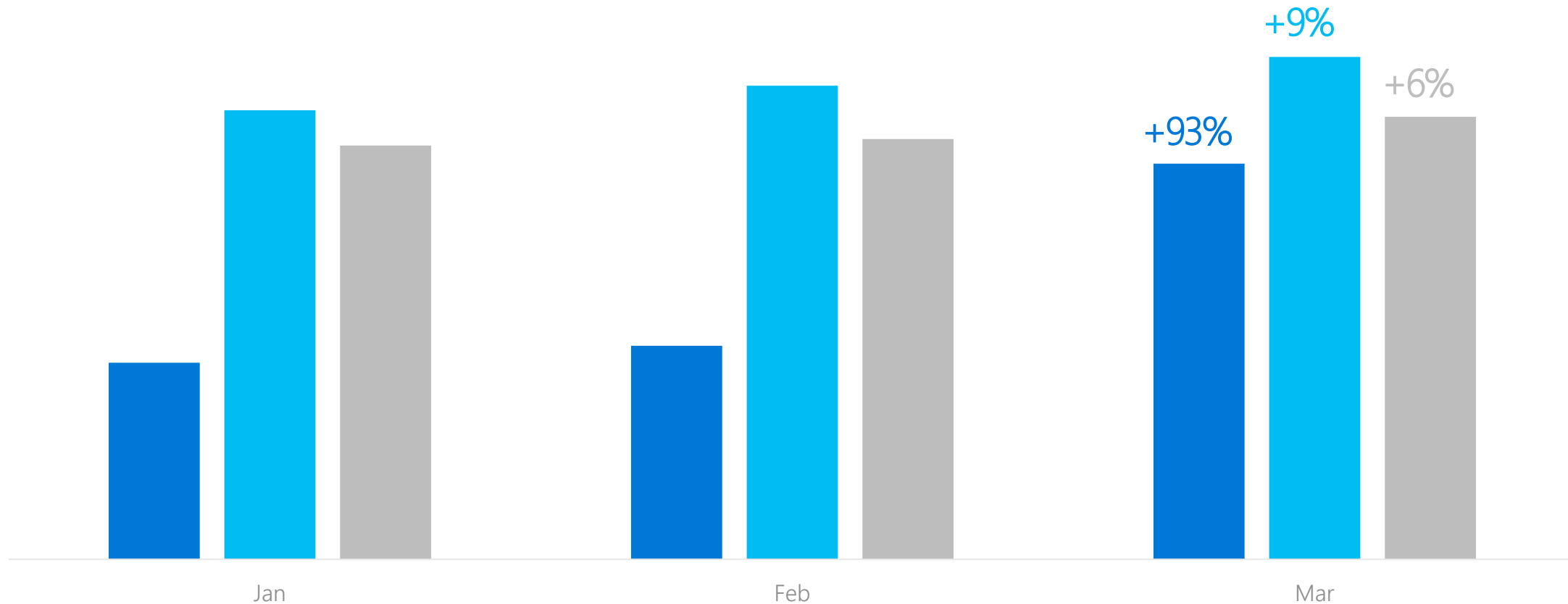
# Retail banking at a glance (continued)

**Mortgages** and **Investments** are the new hotspots for consumers

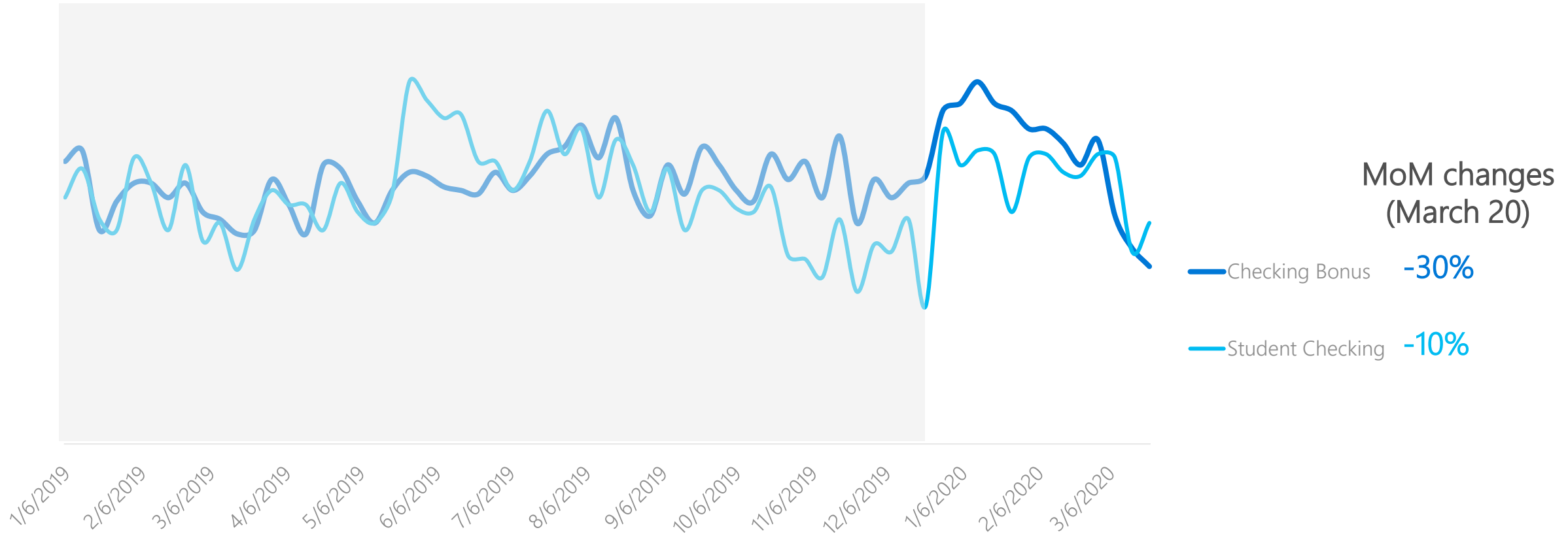
Search volume index by product

■ Mortgage ■ Investment ■ Personal Loans

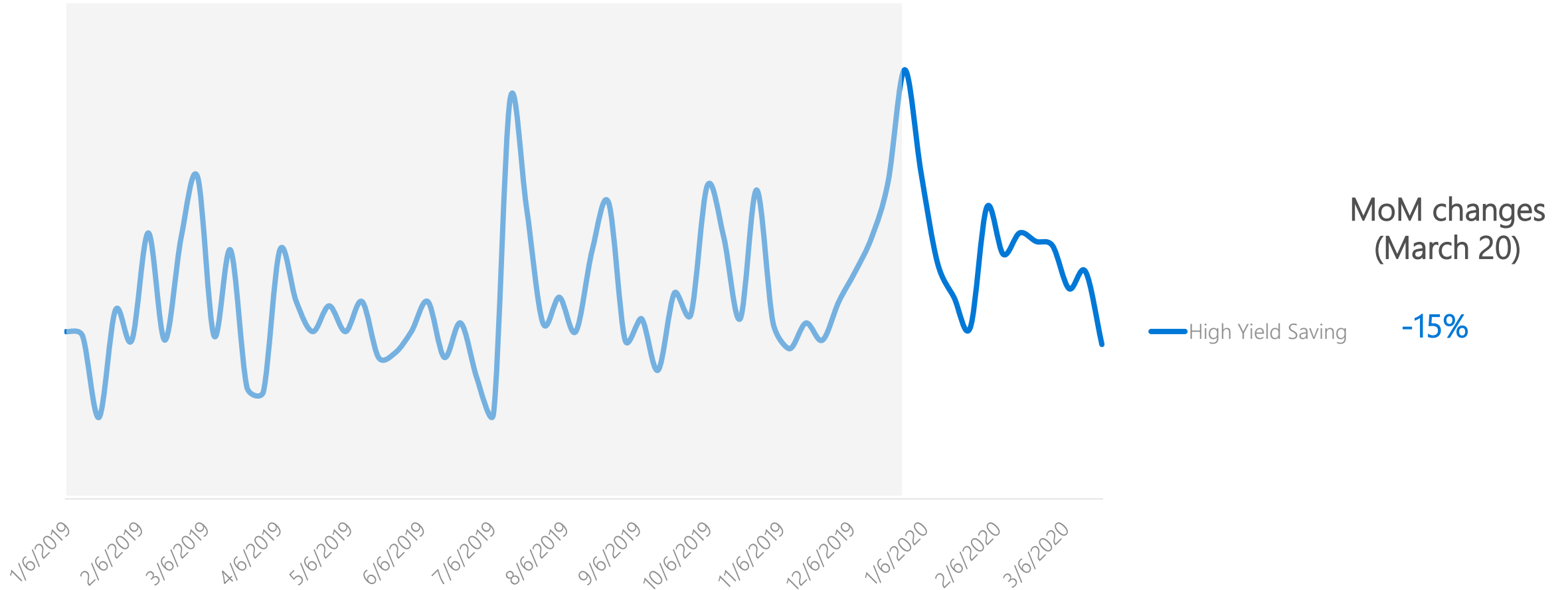
MoM changes



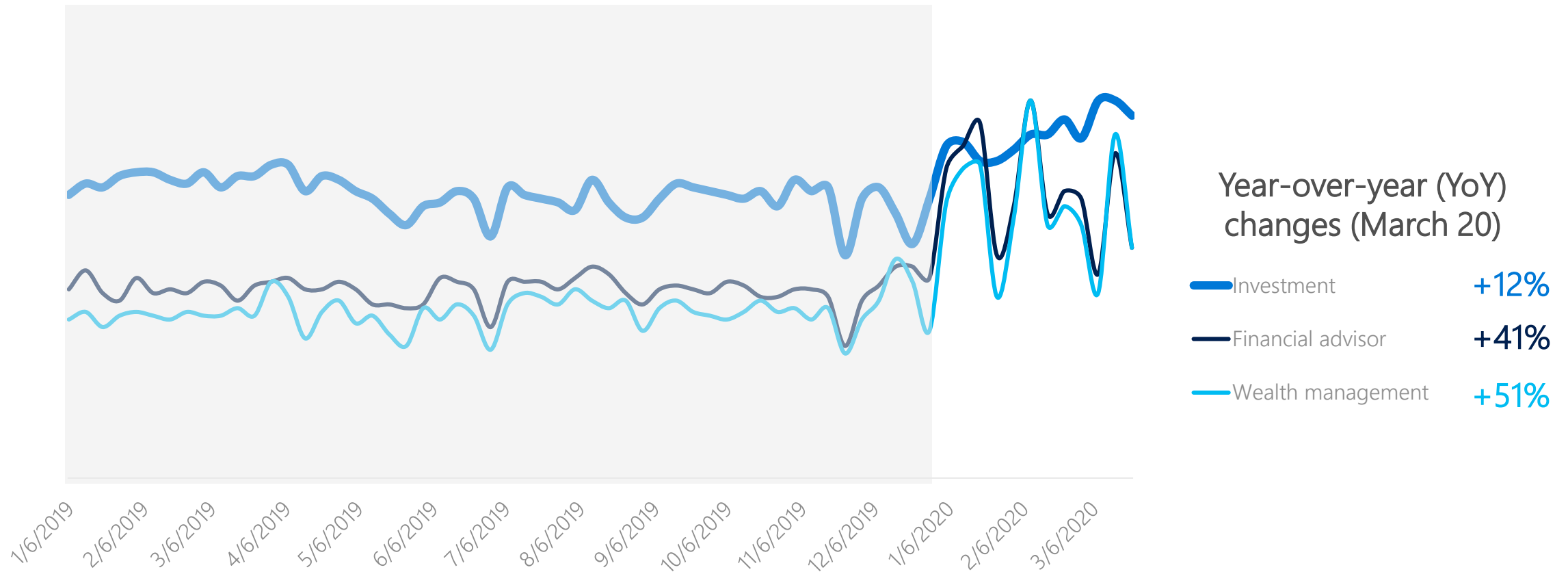
# Checking: Demand for checking account bonuses and student checking are both down



# Saving: High yield saving follows the same trend

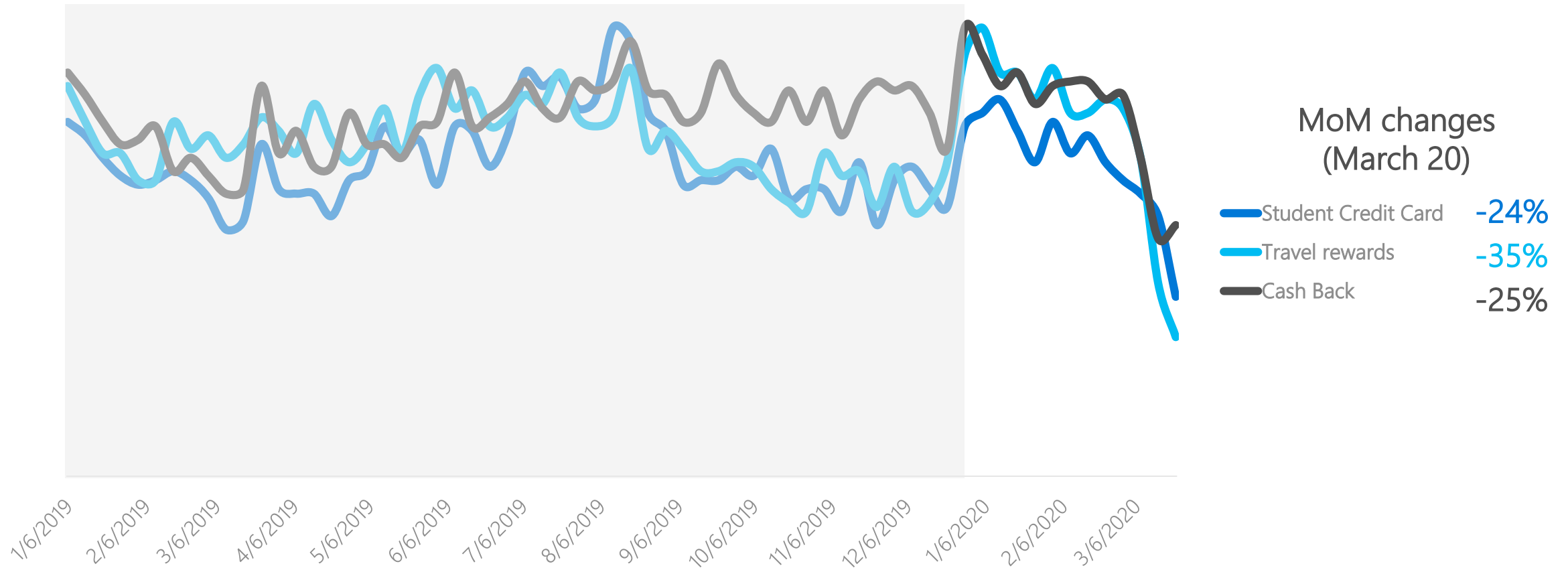


**Investment:** Investment searches are up as consumers are looking for experts and trying to build wealth

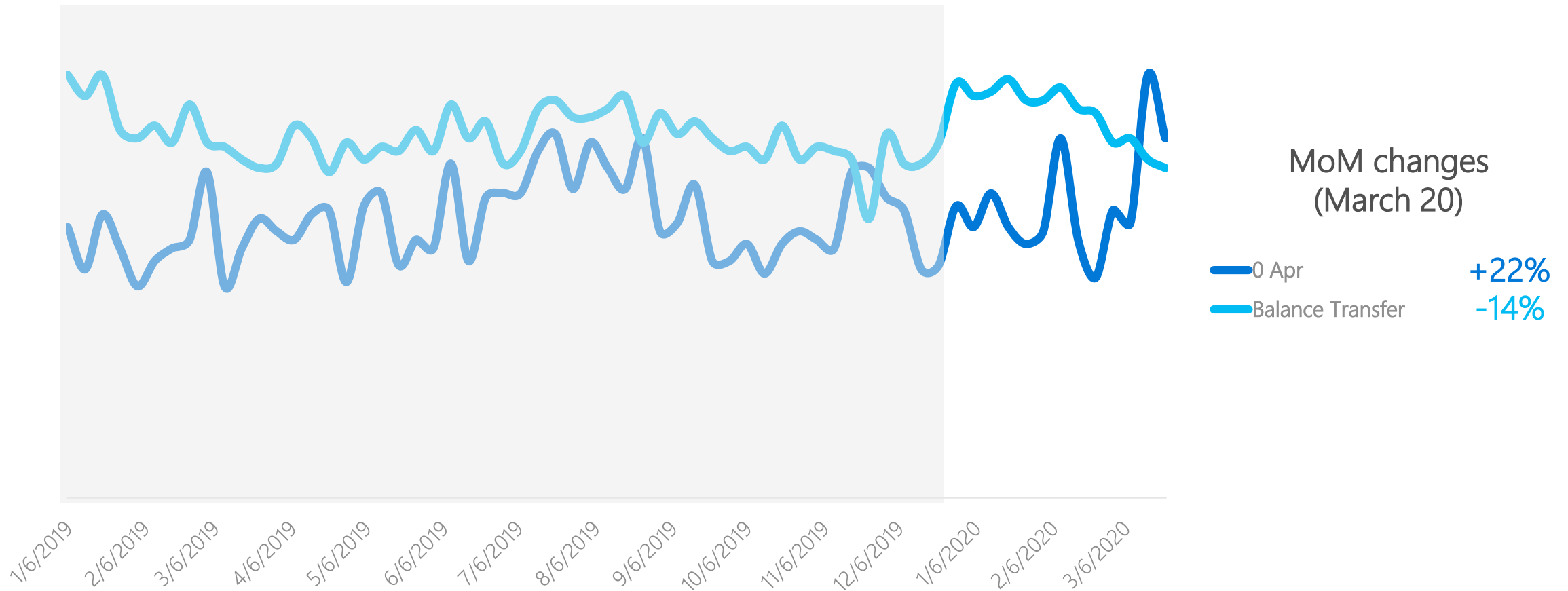




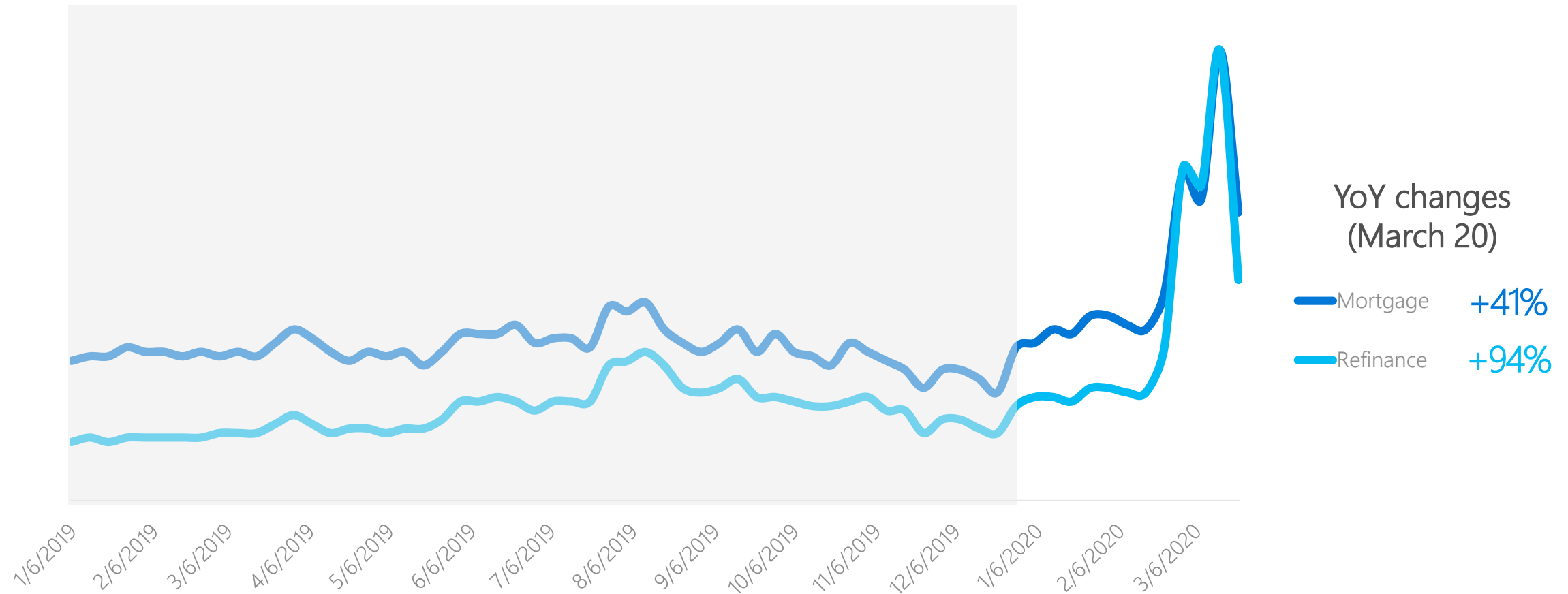
# Credit Cards: Travel rewards cards have dropped steeply with the implementation of travel restrictions



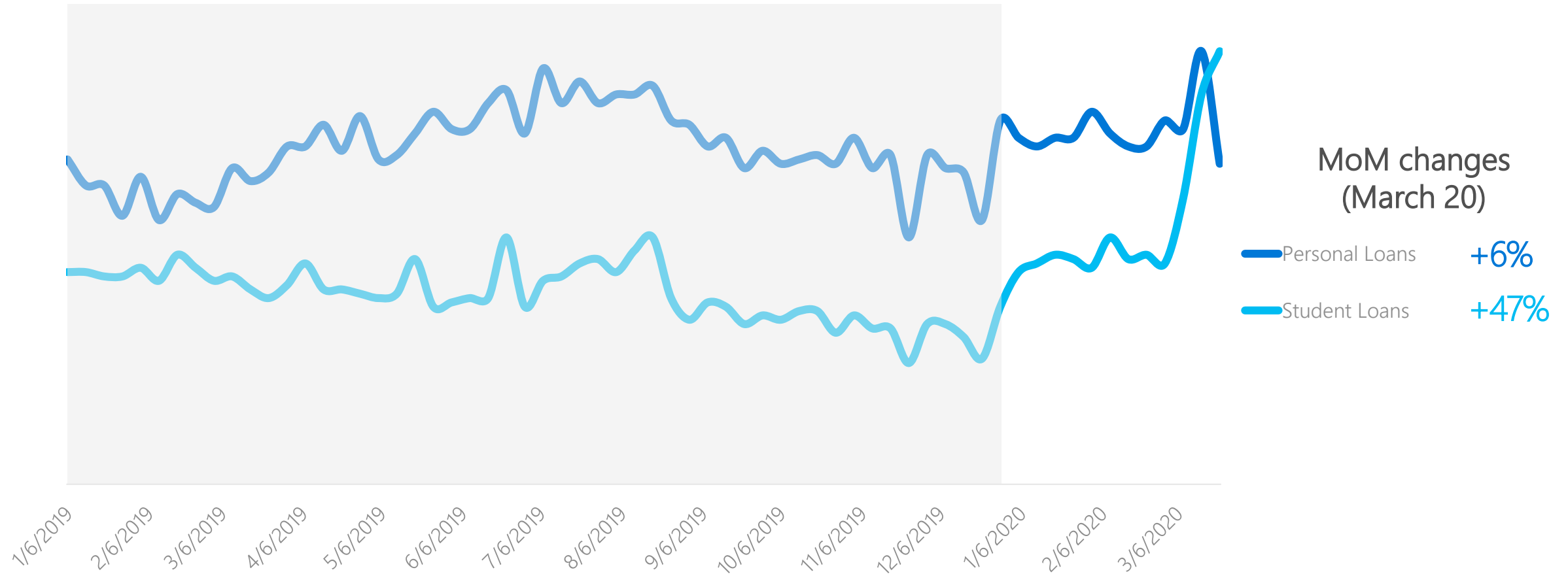
# Credit Cards: There has been a big search uptick for "0 APR" cards



**Mortgages** – There was a large WoW drop in refinance searches, though the trendline remains positive overall



# Loans – Student loan searches have spiked WoW





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