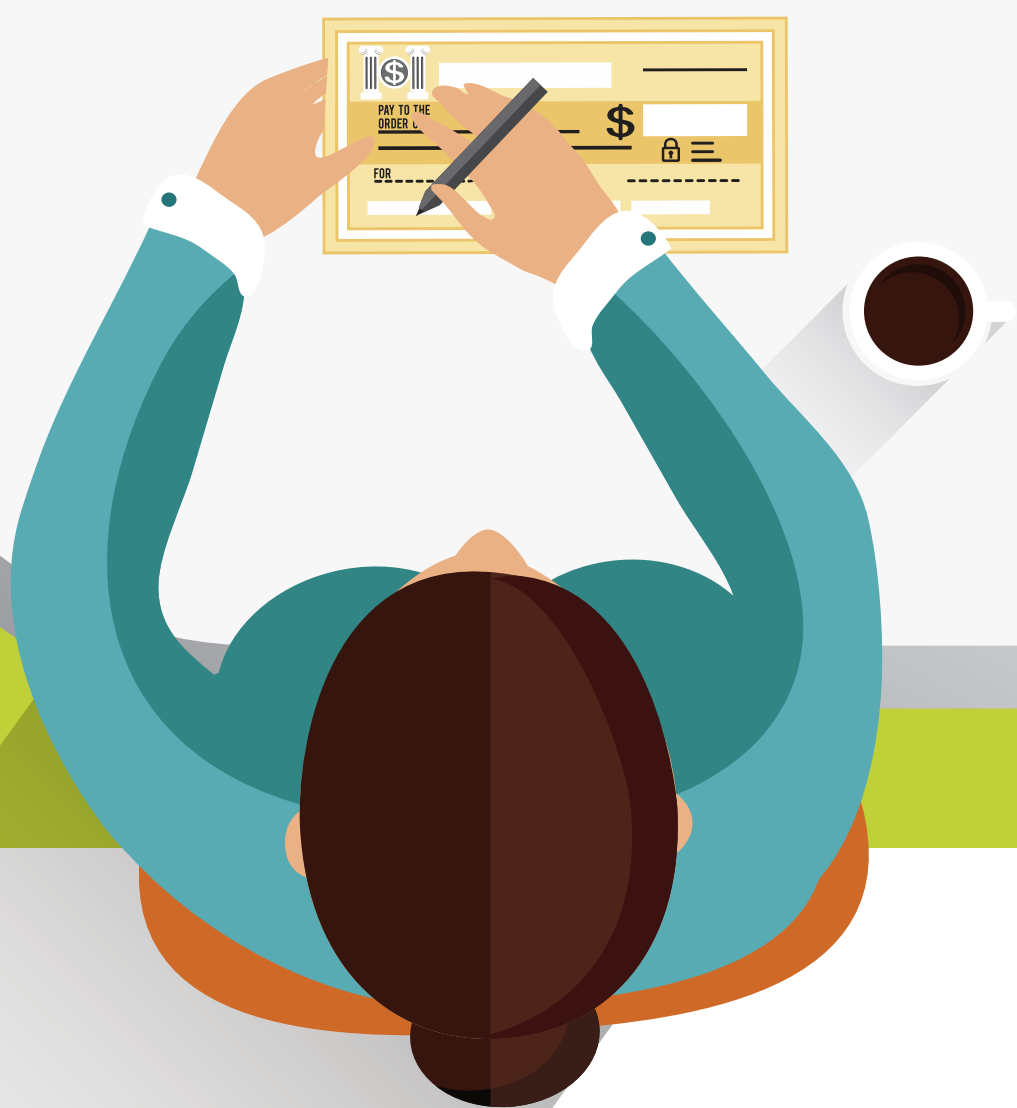
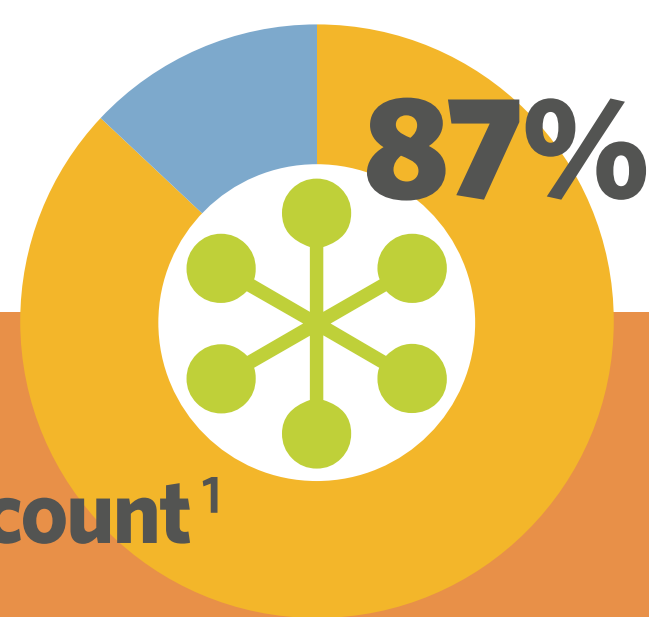


# Check Writers



Check writers are critical to financial institutions. In fact, check writers can be considered the most important account holders when it comes to *driving profitability.*



87% write checks on **their primary account**<sup>1</sup>

**Acquire 2 more** financial products / services than non-check writers<sup>2</sup>



**Loyal**



**Carry higher balances**



**Have more products**

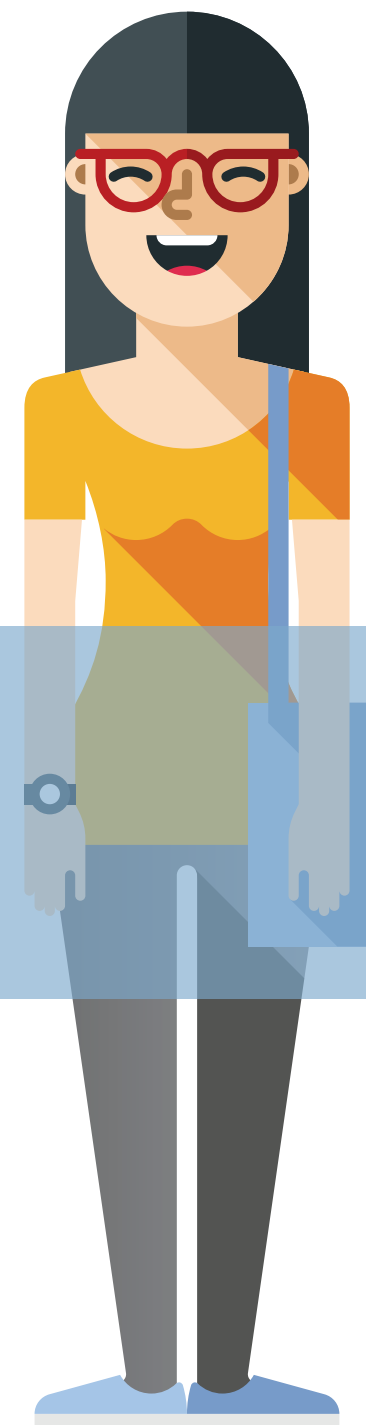


**Have more investable assets**

- **Affluence** is more highly correlated to check writing than to age
- Regardless of age, **as income increases**, so does check utilization



**18.3 billion checks** are written each year



Learn more by reading our white paper ["Don't Take Check Writers for Granted."](#)

<sup>1</sup> Nielsen / Harland Clarke Check Behavior Study, 2014

<sup>2</sup> Harland Clarke / Nielsen, *Why You Shouldn't Write Off Check Writers*, 2015