

1 in 5 UK banking customers perceive a **digital-only** banking proposition as **too risky**



UK respondents



US respondents



AUS respondents



1/2

of all banking customers search for **information** on banking products even when they are not considering taking out a new product

45% of Australian banking customers perceive traditional banking propositions as trustworthy



TRADITIONAL

DIGITAL-ONLY



33%

15%



35%

17%



45%

23%



How many people view local branches as the most important factor when choosing a bank?



33%

of US respondents use finance apps for personal banking or budgeting



28% of UK respondents



35% of AUS respondents

1 in 4

US respondents



1 in 5

UK respondents



1 in 8

AUS respondents

