



1 IN 5 
UK BANKING CUSTOMERS PERCEIVE A **DIGITAL-ONLY** BANKING PROPOSITION AS TOO RISKY

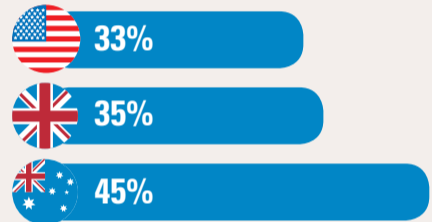


OF ALL BANKING CUSTOMERS **SEARCH FOR INFORMATION** ON BANKING PRODUCTS EVEN WHEN THEY ARE NOT CONSIDERING TAKING OUT A NEW PRODUCT

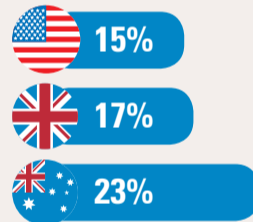
45% 

OF AUSTRALIAN BANKING CUSTOMERS PERCEIVE **TRADITIONAL** BANKING PROPOSITIONS AS **TRUSTWORTHY**

TRADITIONAL

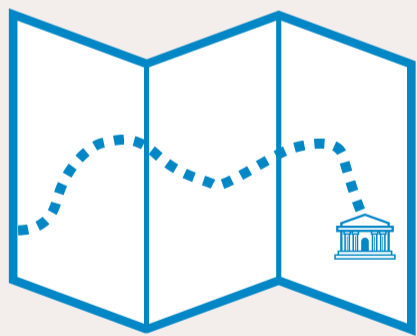
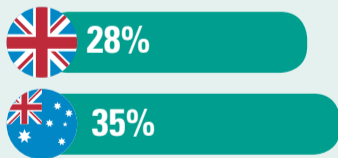


DIGITAL-ONLY



33%

OF US RESPONDENTS USE FINANCE APPS FOR **PERSONAL BANKING OR BUDGETING**



HOW MANY PEOPLE VIEW **LOCAL BRANCHES** AS THE MOST IMPORTANT FACTOR WHEN CHOOSING A BANK?

