



The Great Bank Switch

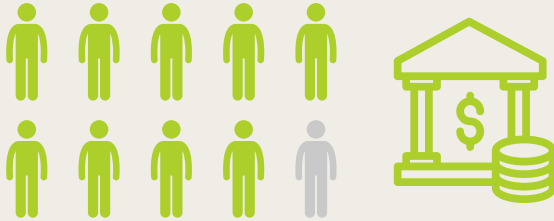
**WHY 50% OF
BRICK-AND-
MORTAR USERS
WOULD CHANGE
PROVIDERS**



1

9 out of 10

of brick-and-mortar bank users find it important that their bank helps them achieve their financial goals.



But only

2 out of 10

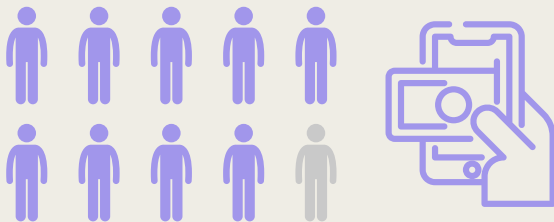
are confident in their banks' ability to do that.



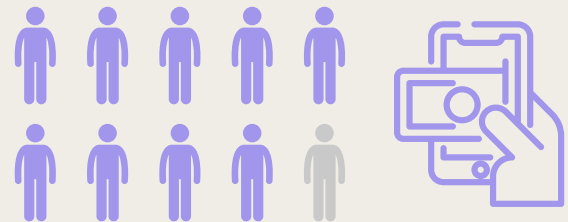
2

9 out of 10

of digital bank users care about good customer experience and privacy protection.



And almost the same amount are confident that their bank will fulfill these tasks.



3

Brick-and-mortar users find it easy to open an account with their bank and they also value safety and reliability.

95%



Easy to open an account

94%



Safe choice

93%



Reliable

4 Similarly, digital users think their banks are safe, protective of their privacy and easy to open an account with.

95%



Safe choice

94%



Protects my privacy

93%



Easy to open an account

5

5 out of 10



brick-and-mortar users would switch to another banking provider.



The top reasons for switching are high fees and lack of convenience.



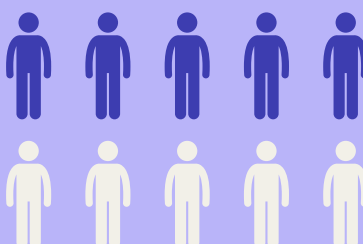
6

Likewise,

5 out of 10



digital users would use a different banking provider.



They'd do that to get a better sign-up promotion and to use the same provider as their friends and family.

