

Deep Dive Results

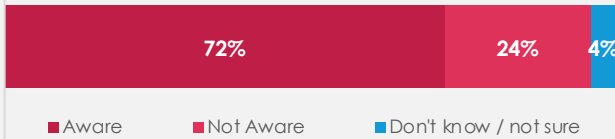
Digital Banking

In **November 2019** we asked our urban community in Northern Ireland all about the latest trend in banking... digital banking. Here's a snapshot of what they told us. For the full results please contact us on **028 9032 2333**.



Digital-only banking awareness

Prior to this survey **24%** of urbanites were unaware of the concept of digital-only banks with **4%** unsure.



Banking habits and activities

33%

Like to 'multi-bank' and use a range of banks for different products and services

72%

Say a mobile banking app is essential for them to manage their finances

15%

Have switched current account provider in the past 3 years due to better incentives elsewhere

Digital-only banking benefit appeal

68% Real-time updates & notifications

41% Reporting and forecasting

56% 24/7 in-app customer support

69% Commission free spending abroad

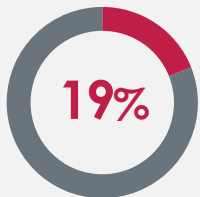
Digital-only banking safety

64%

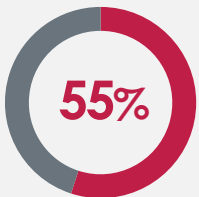
Think digital-only banks are safe and secure rising to **72%** once they learned of their enhanced security features.



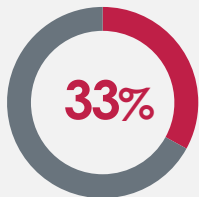
Digital-only banking future adoption



Would consider replacing their traditional bank with digital-only bank



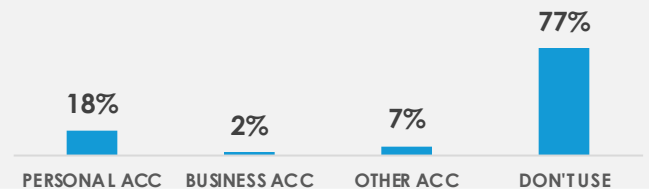
Would consider using a combination of traditional and digital-only bank



Are interested in digital-only bank accounts but want more information

Digital-only bank current usage

Current usage of digital-only banking services is low amongst our Urbanites but expected to grow...



GROW IN POPULARITY

63% Believe digital-only banks will grow in popularity in the future

LOSS IN BANKING TRUST

44% Say their trust in traditional banks has declined in recent years

MORE INNOVATION

50% Feel traditional banks need to innovate more to compete