

Views On Digital Banking In KSA

October - 2021

GAME CHANGERS





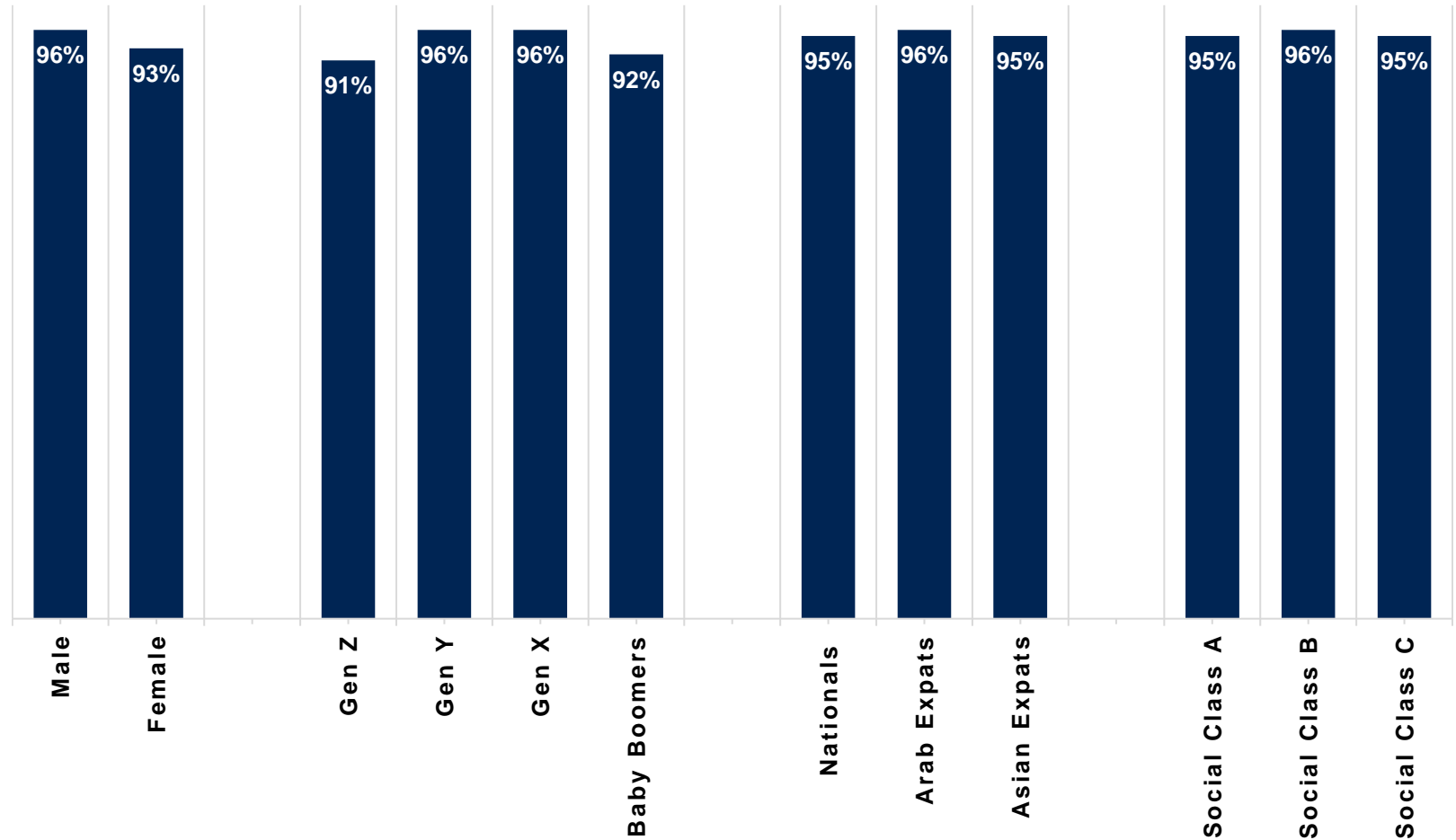
Usage of Digital Banking

Usage Of Digital Banking Channels

% Use – By Demographics

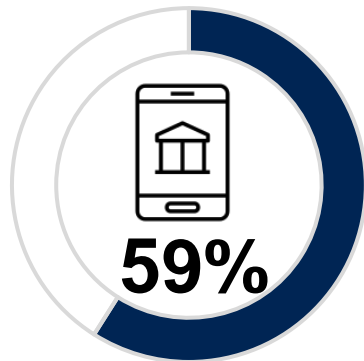


Have Used Digital Banking Channels

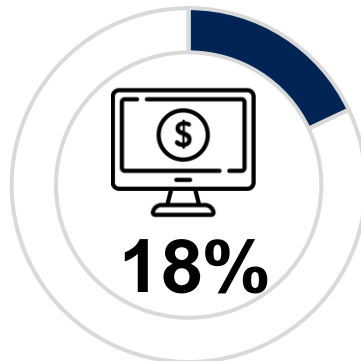


Most Preferred Banking Channel

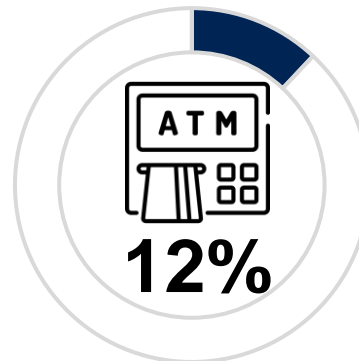
% Prefer



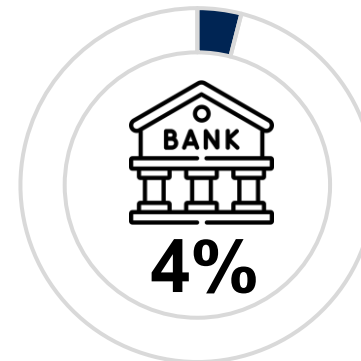
**Mobile Banking
Application**



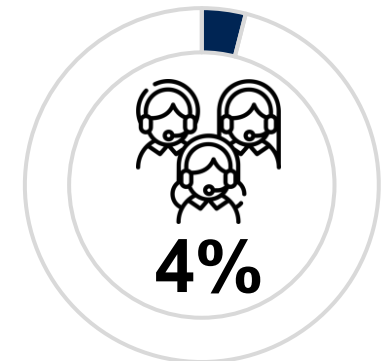
**Online Banking
Website**



ATM



**Visit Bank
Branch**



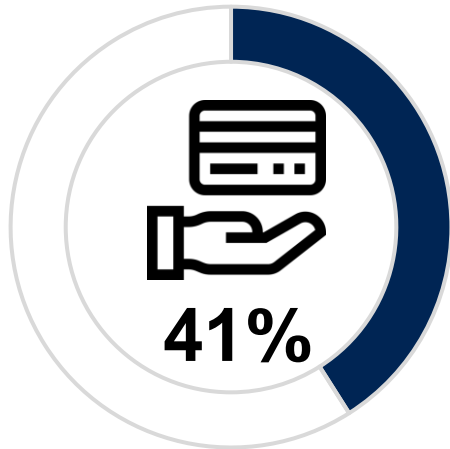
Call Centre



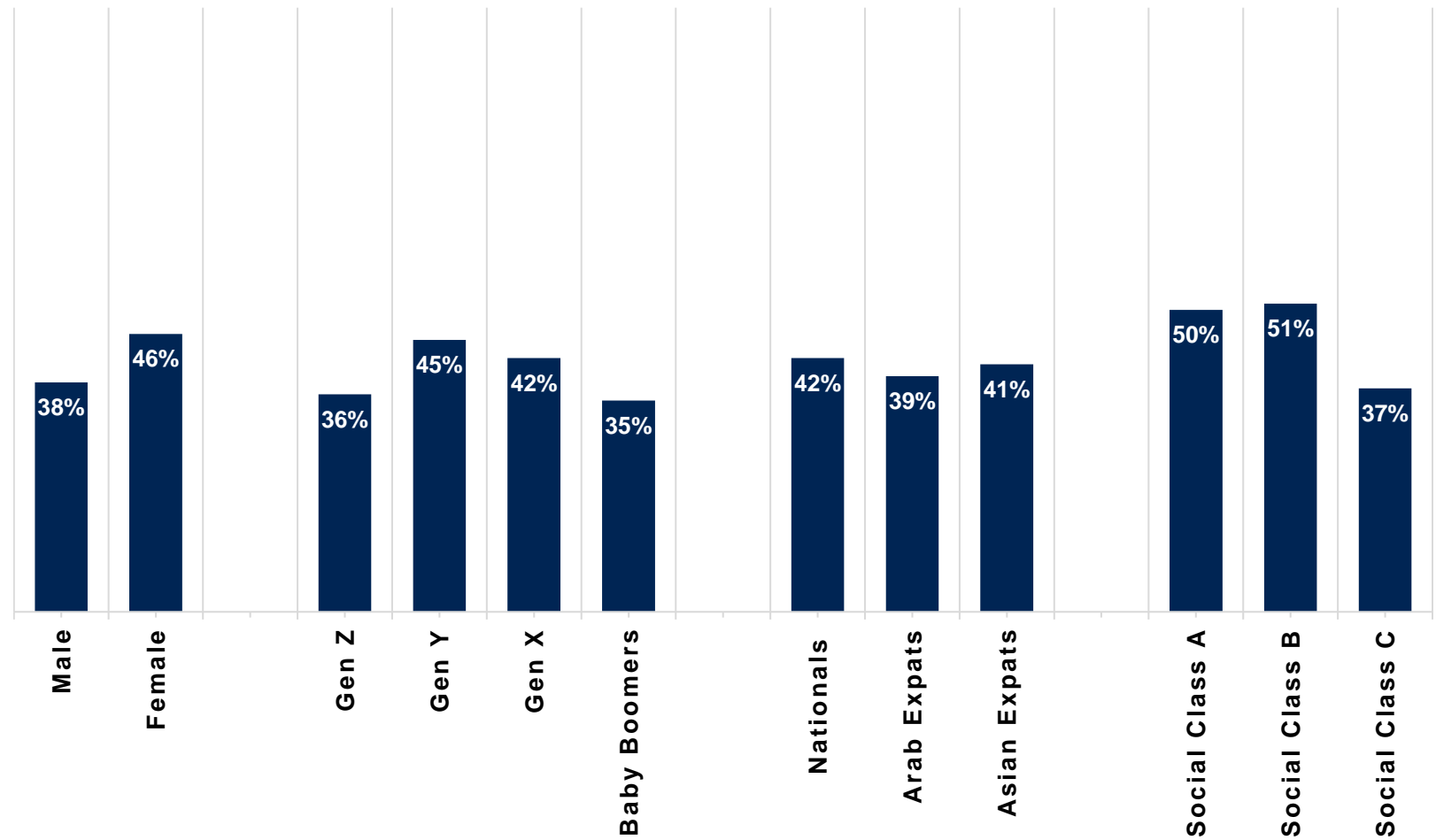
Attitudes Towards Financial Services Providers

Attitudes Towards Non-Traditional Financial Services Providers

% Agree – By Demographics

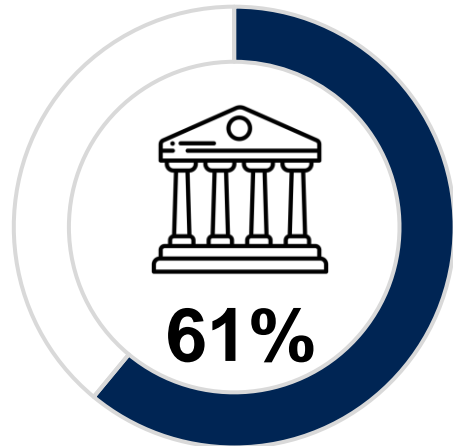


Non-traditional financial services providers will be the future of finance

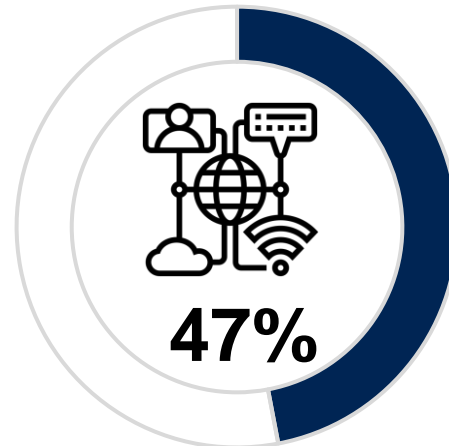


Trust Levels Towards Different Service Providers For Financial Transactions

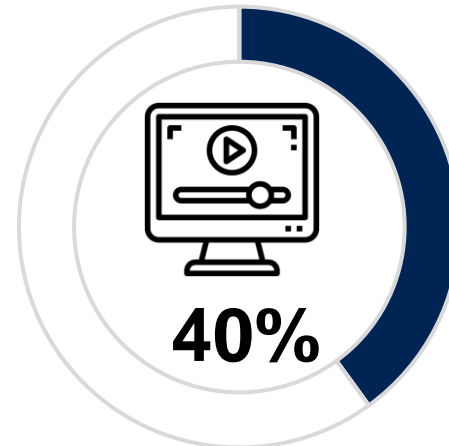
% Trust



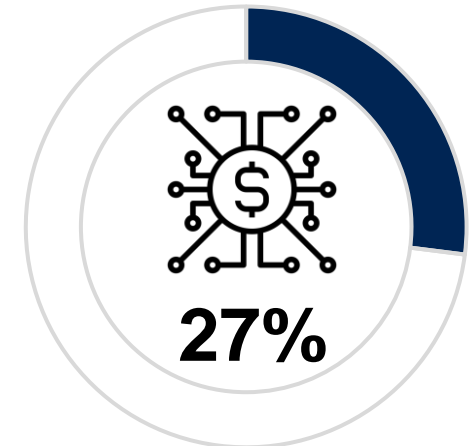
Traditional Banks



Mobile Service Providers



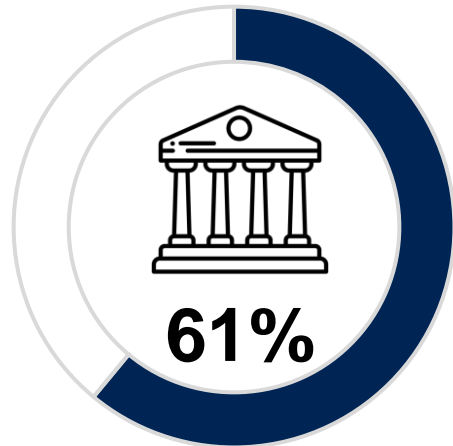
Well-Known Digital Brands



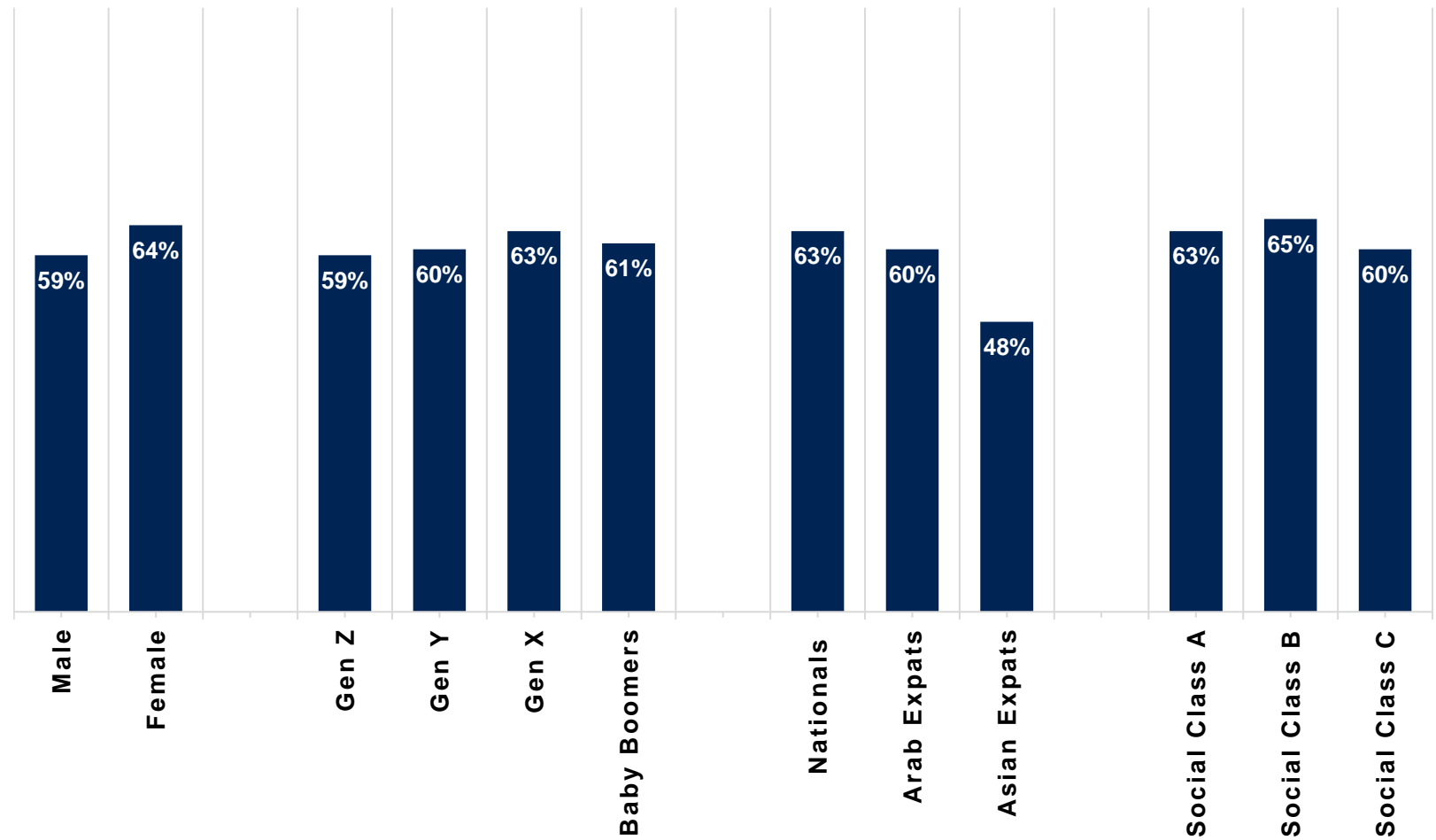
Online-Only Banks

Trust In Traditional Banks

% Trust – By Demographics

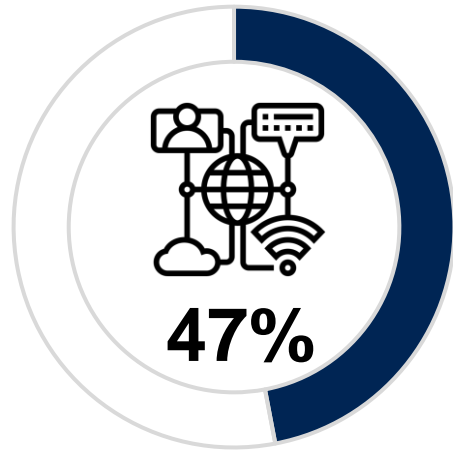


Traditional Banks

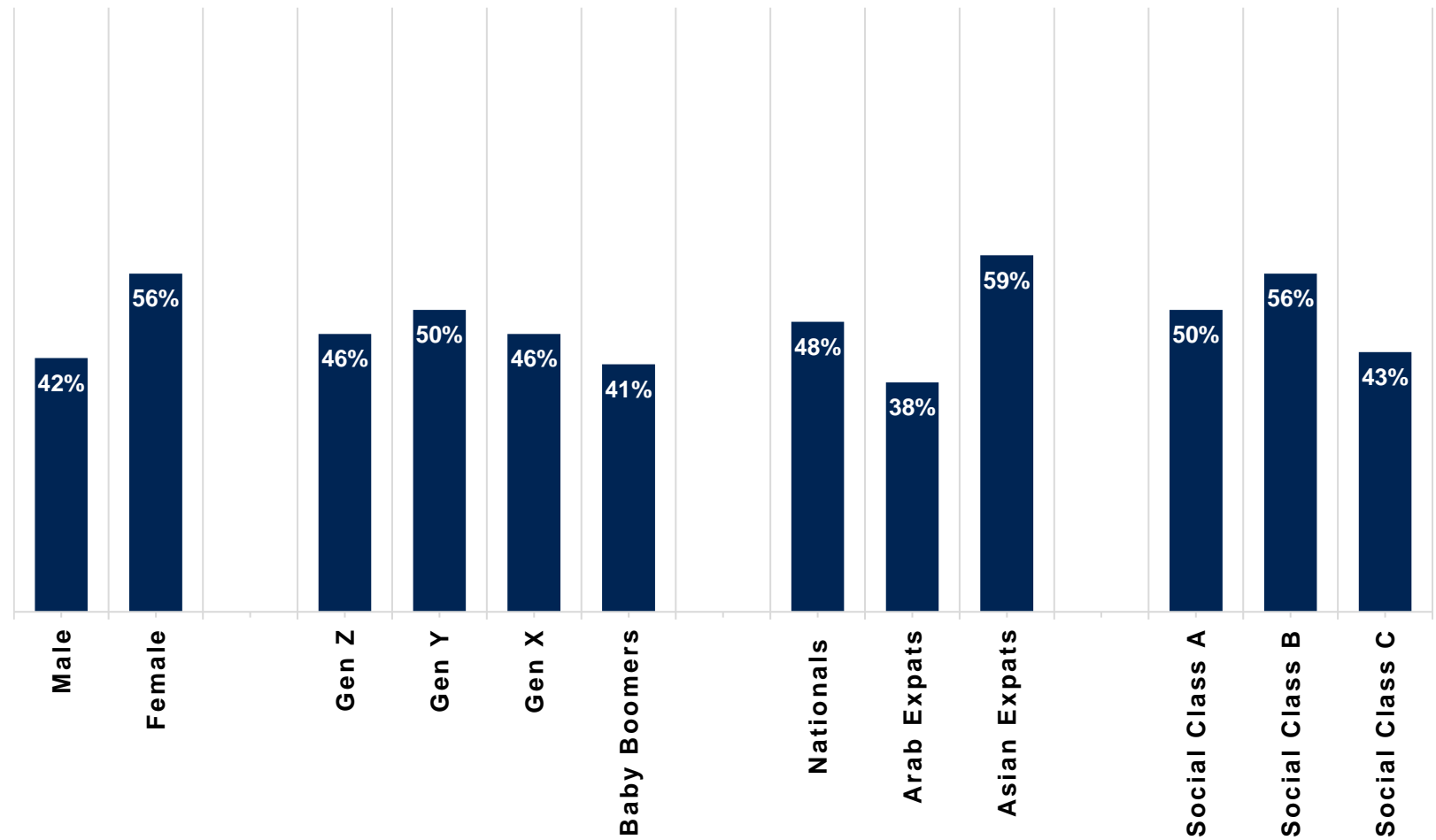


Trust In Mobile Service Providers

% Trust – By Demographics

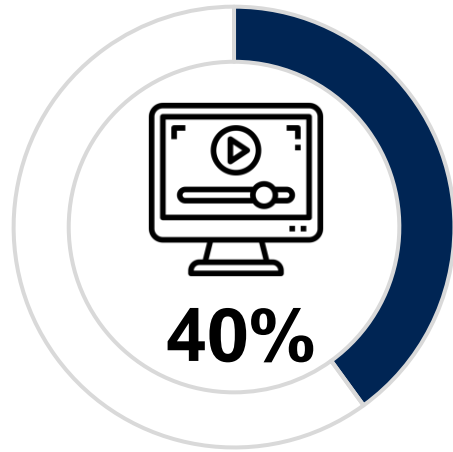


Mobile Service Providers

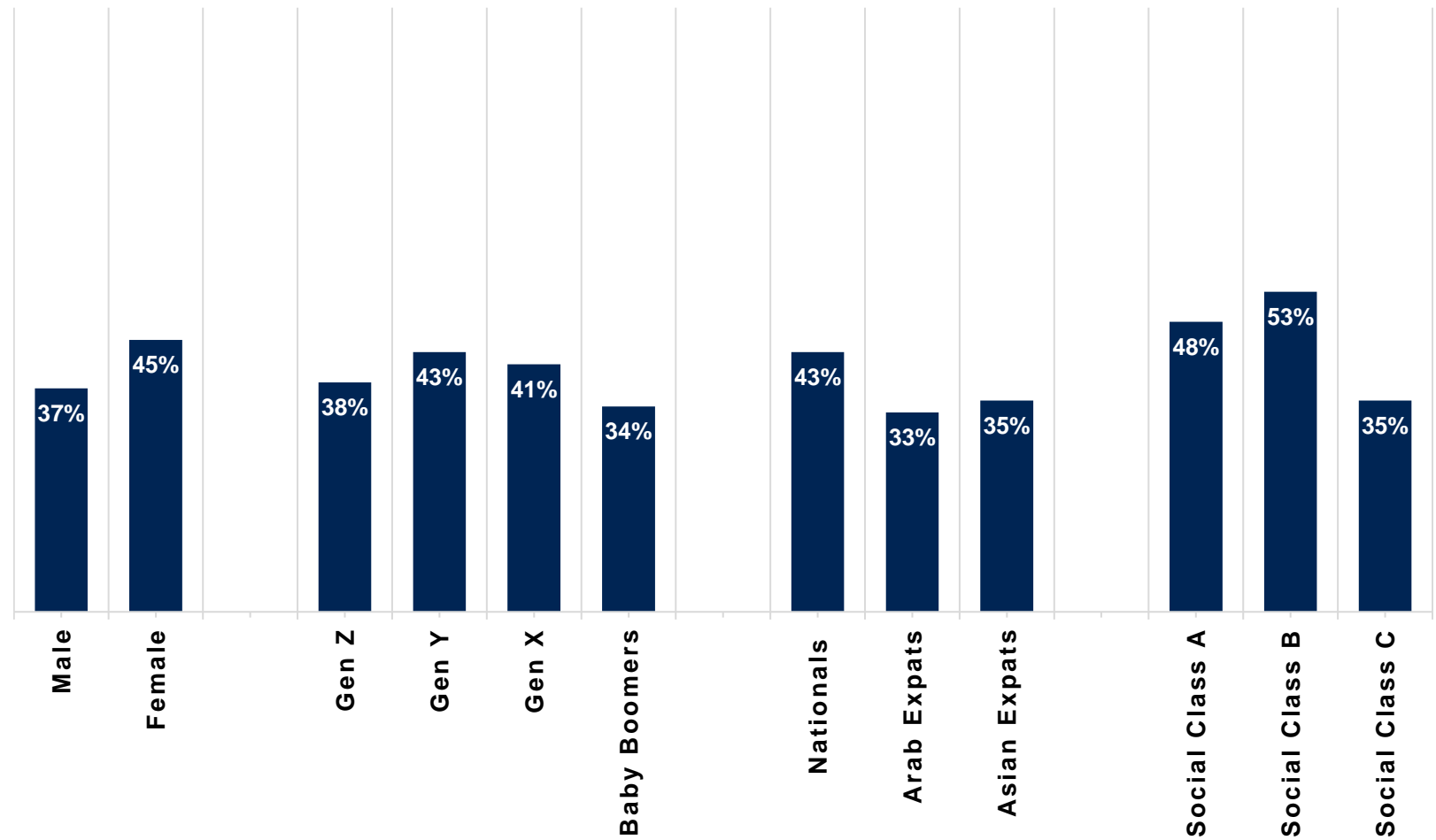


Trust In Digital Brands

% Trust – By Demographics

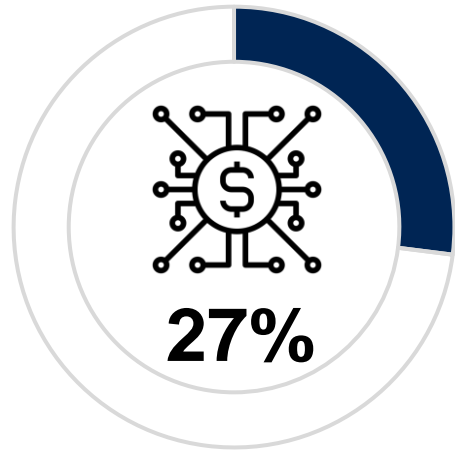


Well-Known Digital Brands

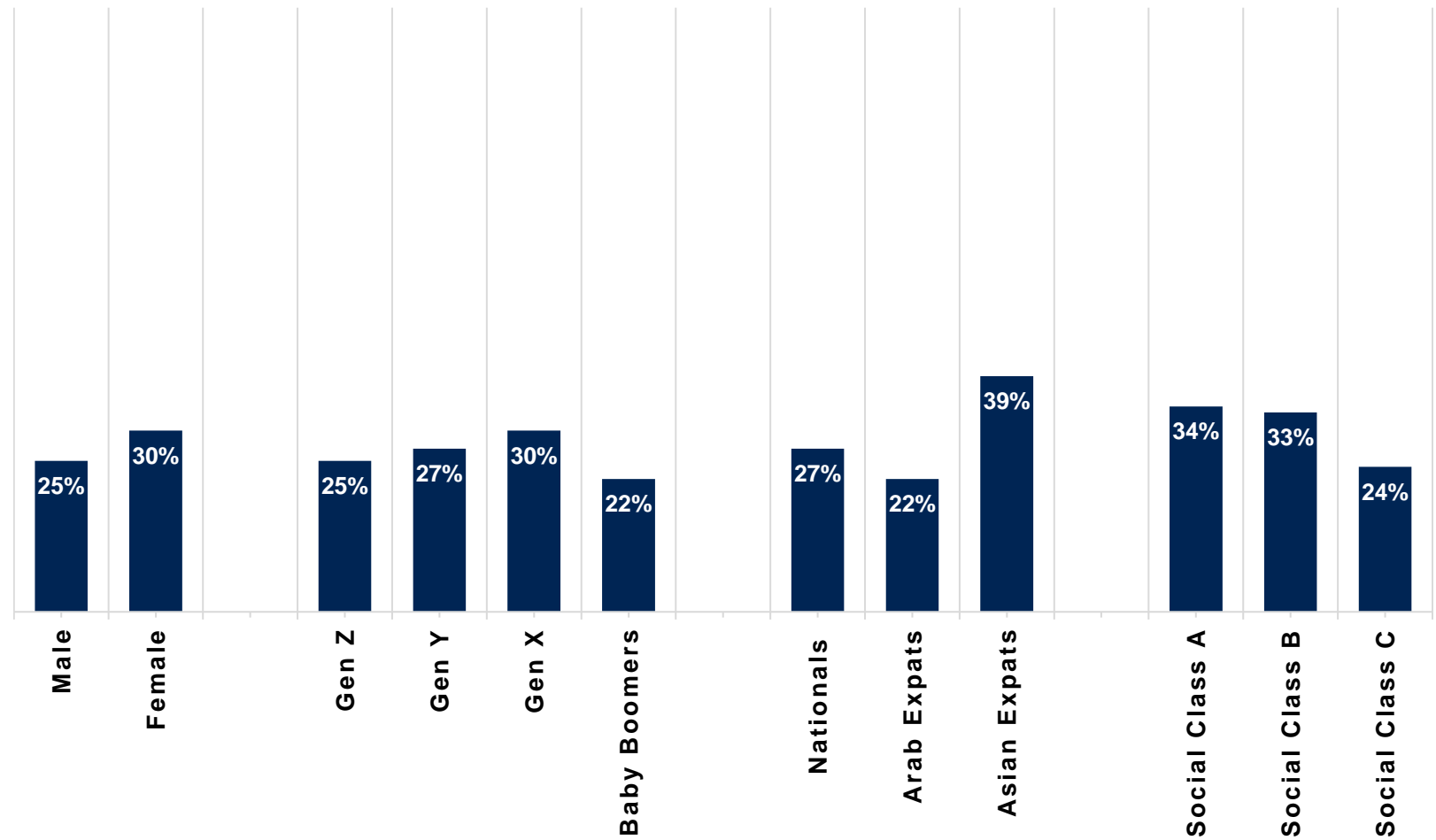


Trust In Online-Only Banks

% Trust – By Demographics



Online-Only Banks

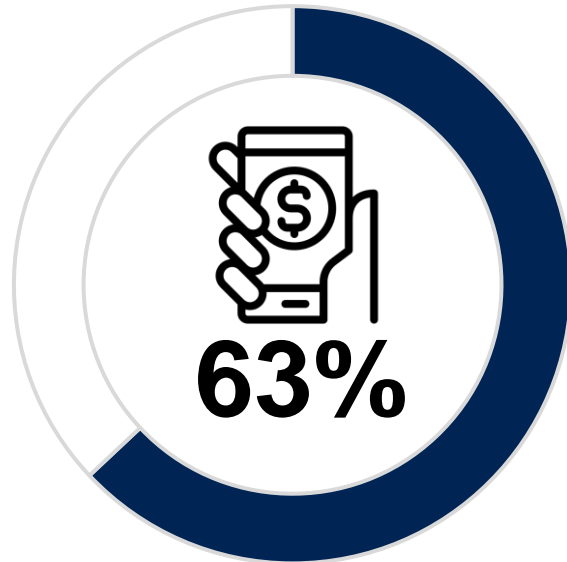




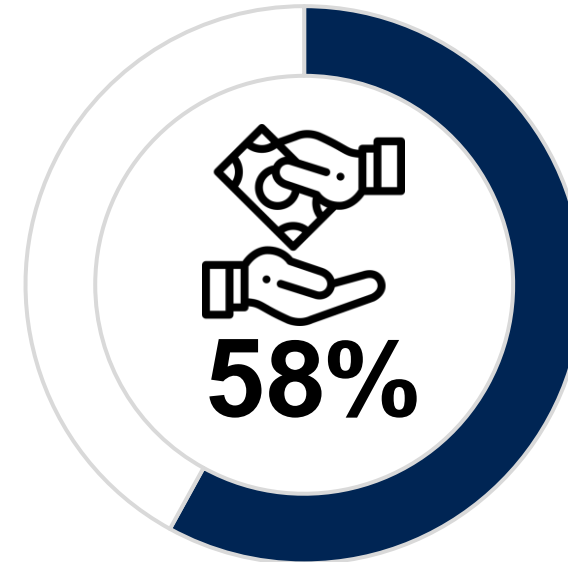
Future Outlook Towards Financial Services

Attitudes Towards New Financial Services

% Agree



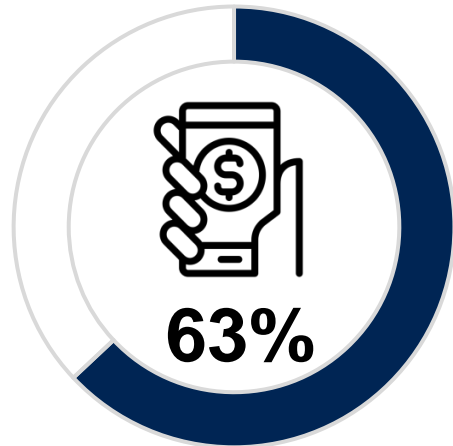
I will be doing all my financial transactions through digital banking in the future



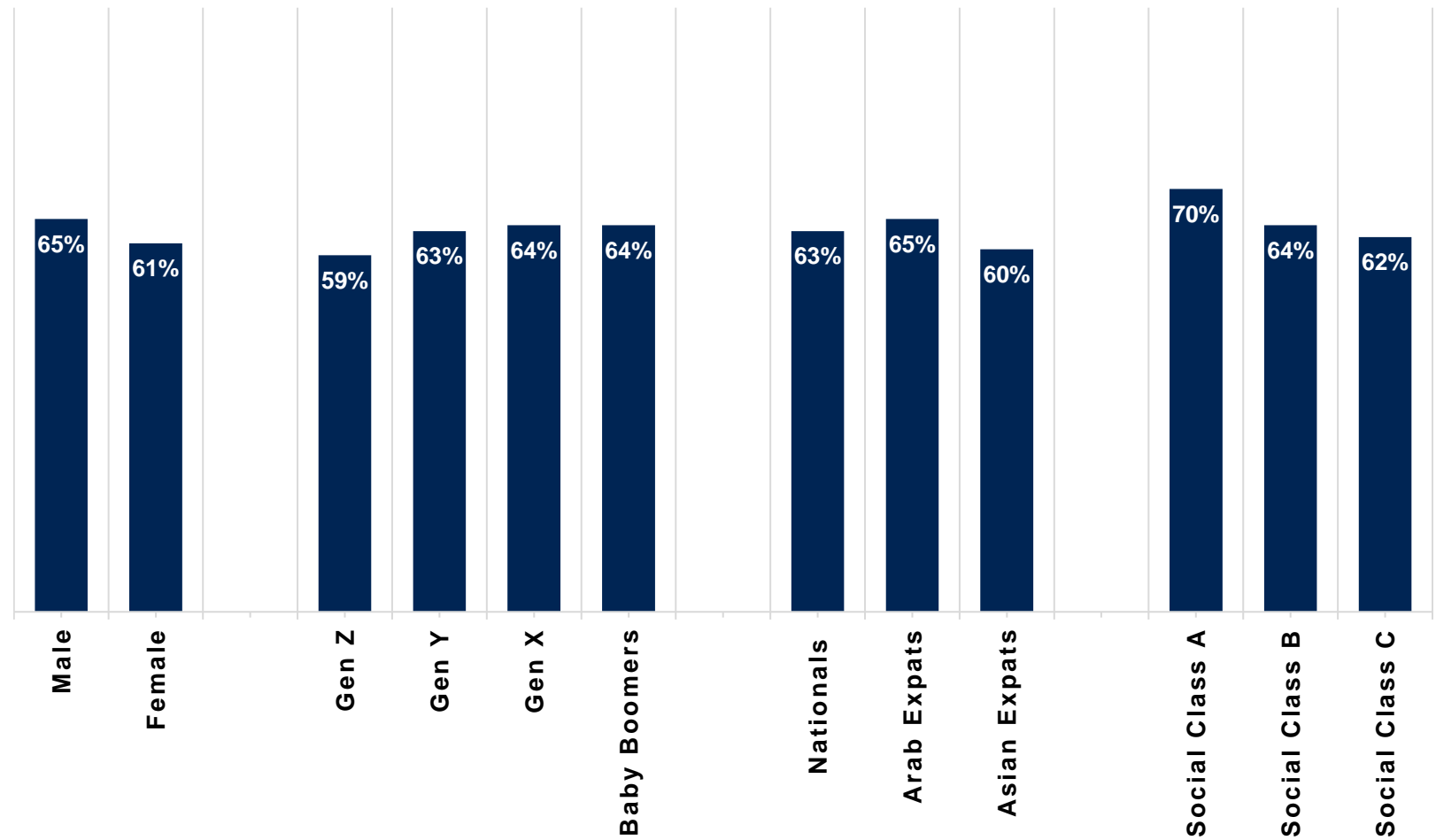
In the future, people will no longer use cash as a method of payment

Digital Banking Future Usage Intentions

% Agree – By Demographics

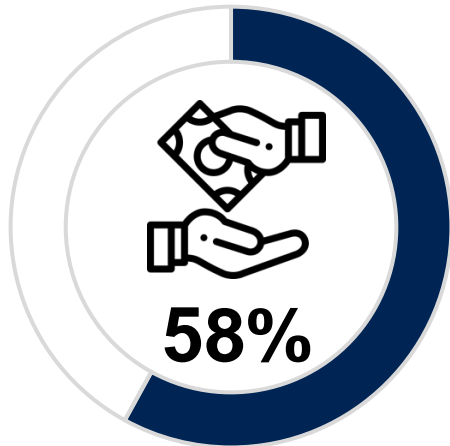


I will be doing all my financial transactions through digital banking in the future

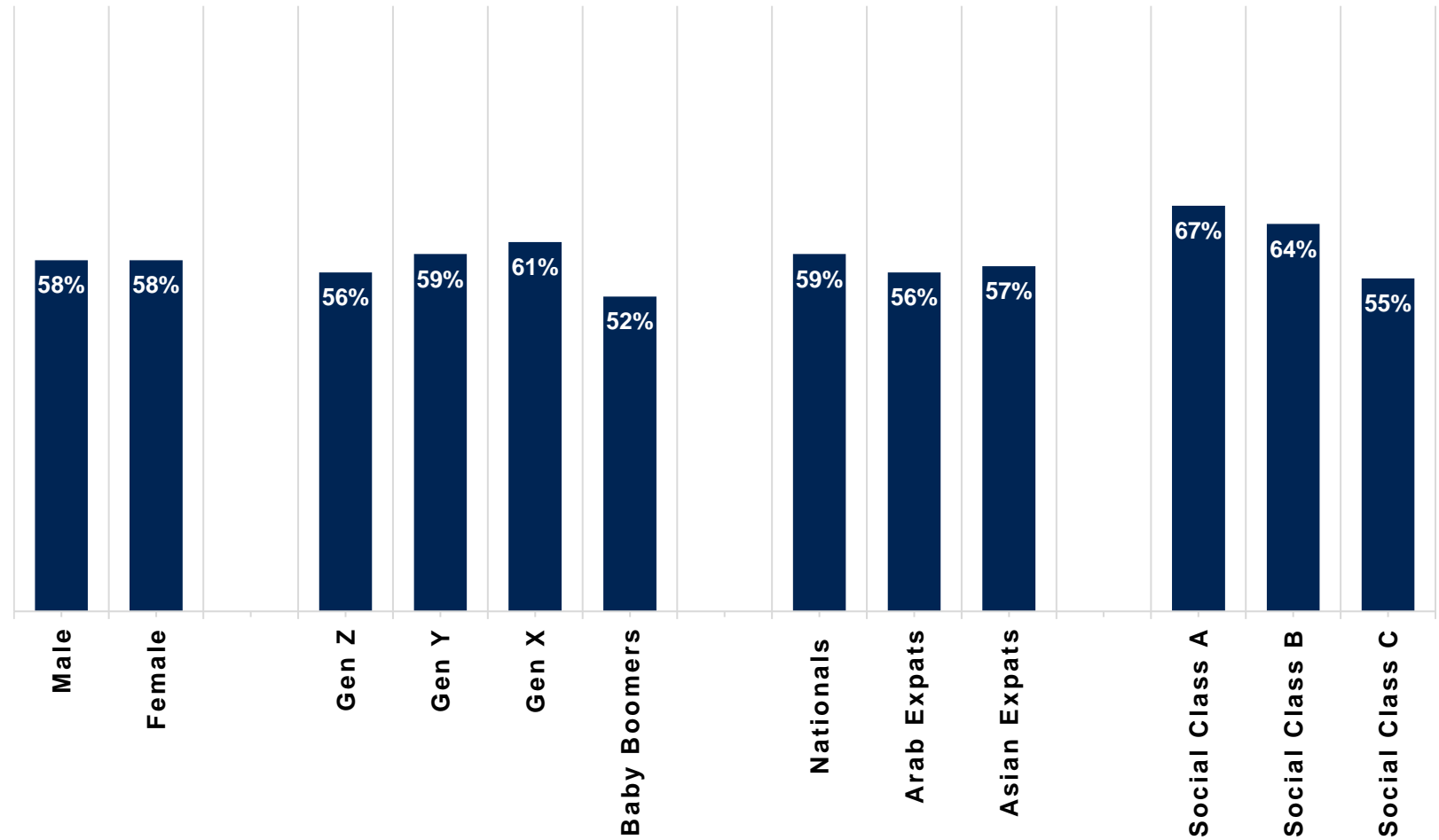


Views On The Future Of Cash

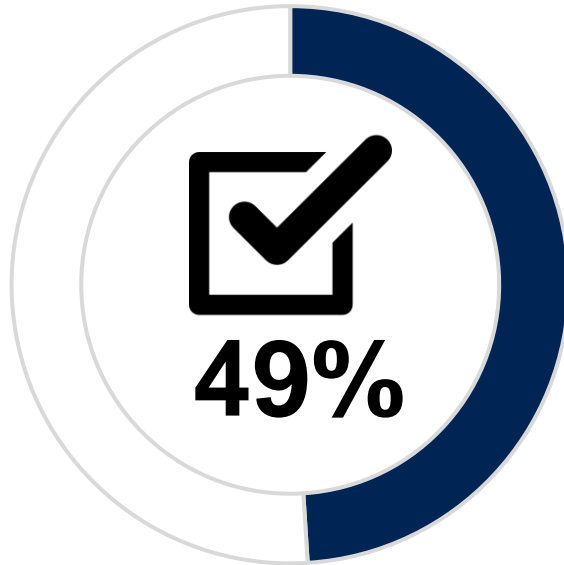
% Agree – By Demographics



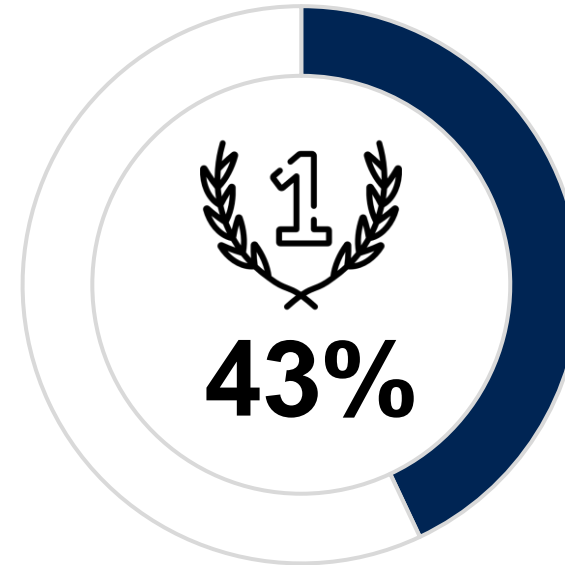
In the future, people will no longer use cash as a method of payment



Willingness To Adopt New Financial Services



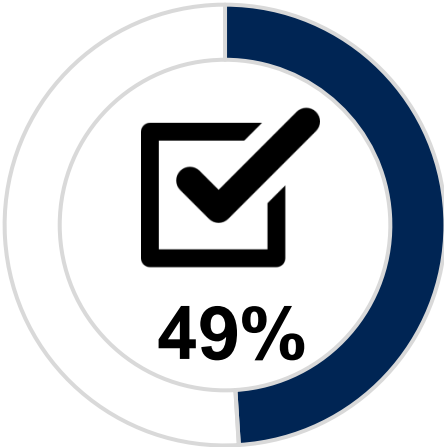
I am willing to try new financial services and payment methods



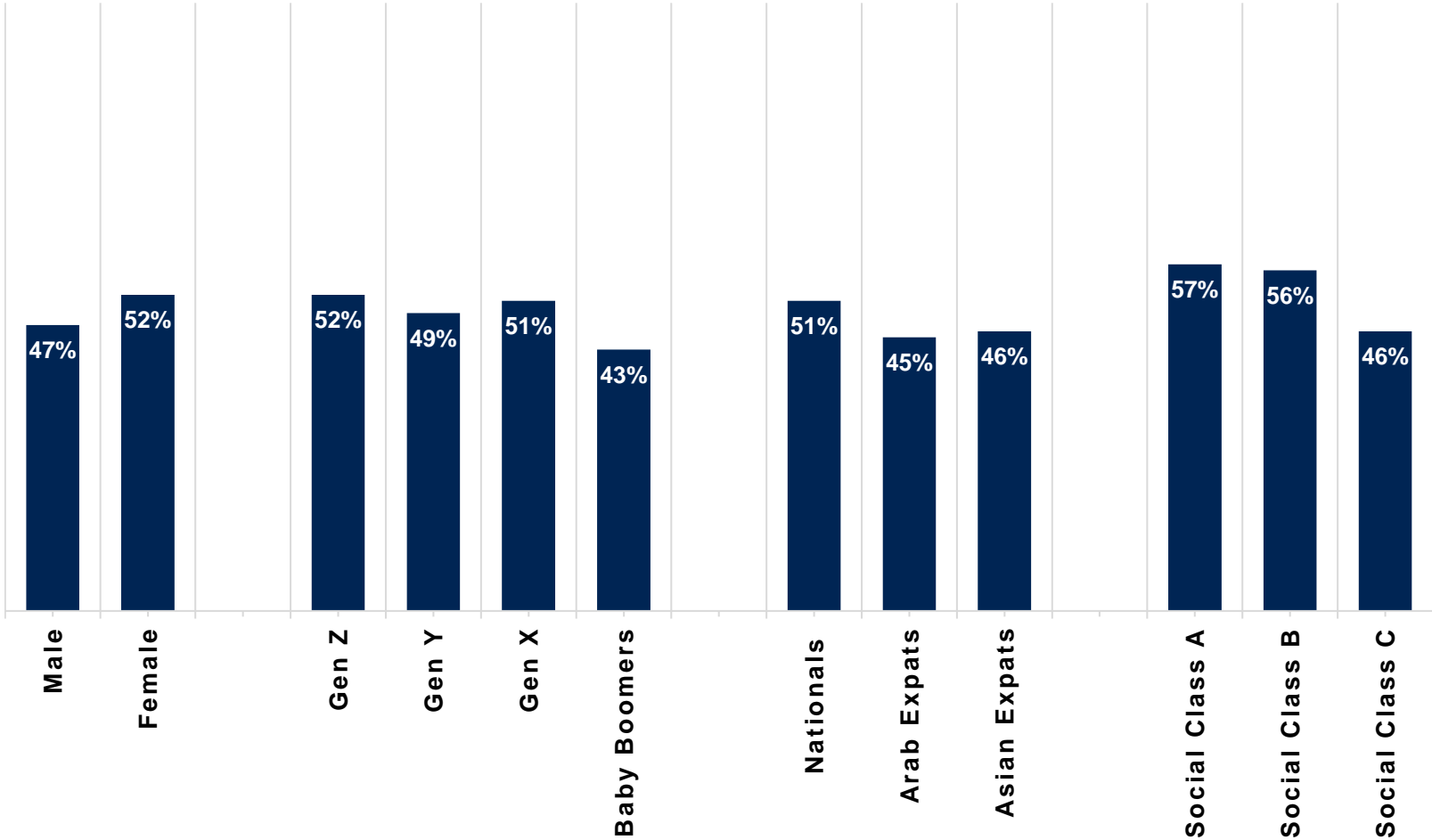
I am always one of the first to adopt new digital financial services

Willingness To Try New Financial Services

% Agree – By Demographics

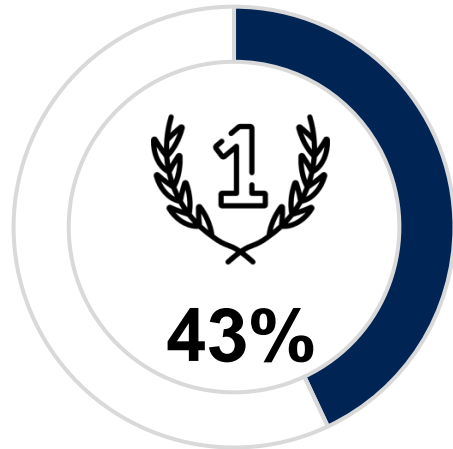


I am willing to try new financial services and payment methods

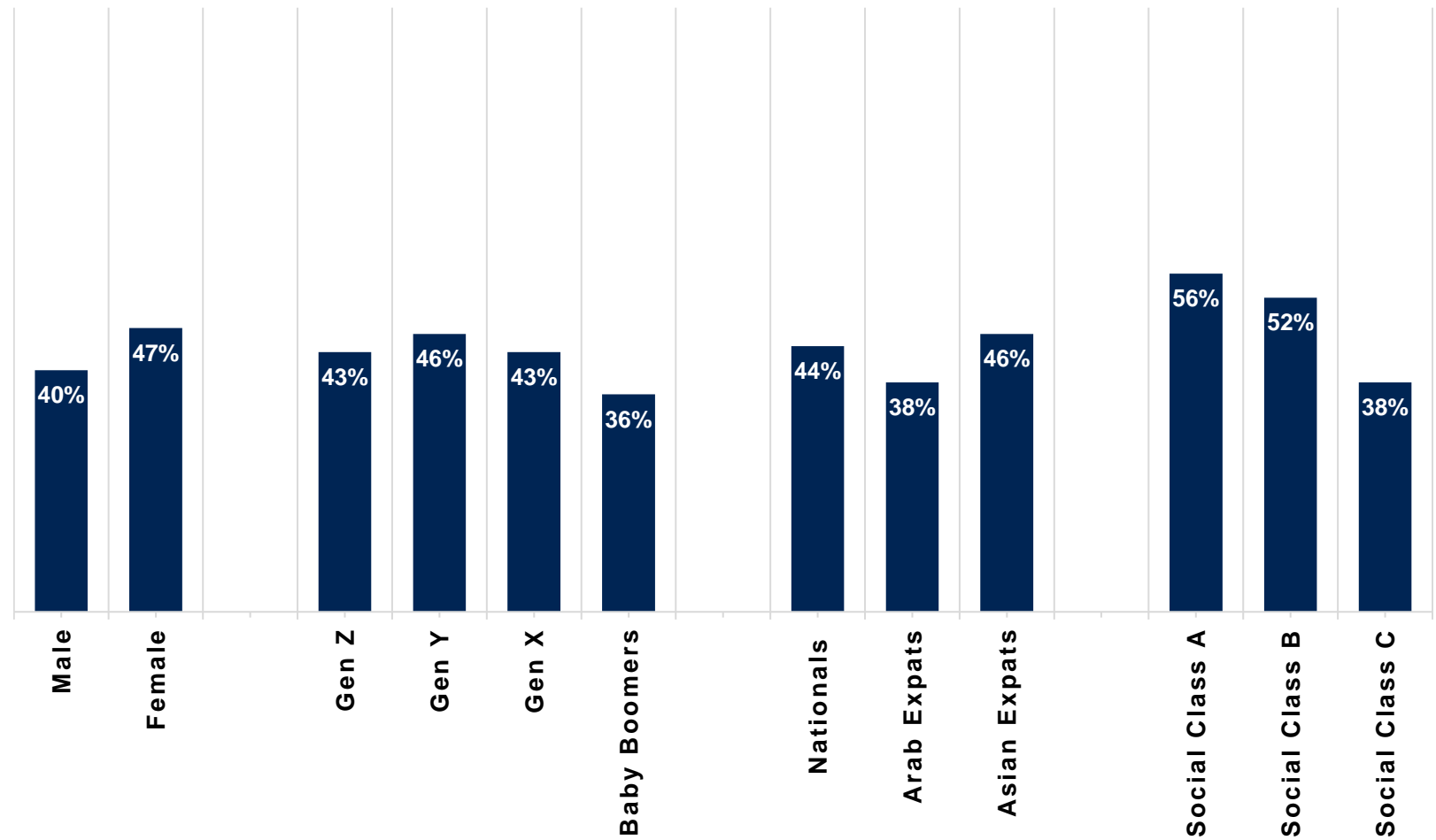


Early Adoption Of New Digital Financial Services

% Agree – By Demographics



I am always one of the first to adopt new digital financial services



Methodology



Sample Size

1000 Respondents



Sample Criteria

The Survey Covered **Nationals & Expats aged 18 years old and above, Males and Females, Socio-Economic Class C & above, and have an active bank account**



Methodology

The Survey Was Conducted Via The Ipsos Online Panel as part of the syndicated "**BankScape**" study conducted by Ipsos in KSA



Geographical Coverage

Conducted in Saudi Arabia, Across The Kingdom

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GAME CHANGERS

