

# Views On Digital Banking In Qatar

January - 2022

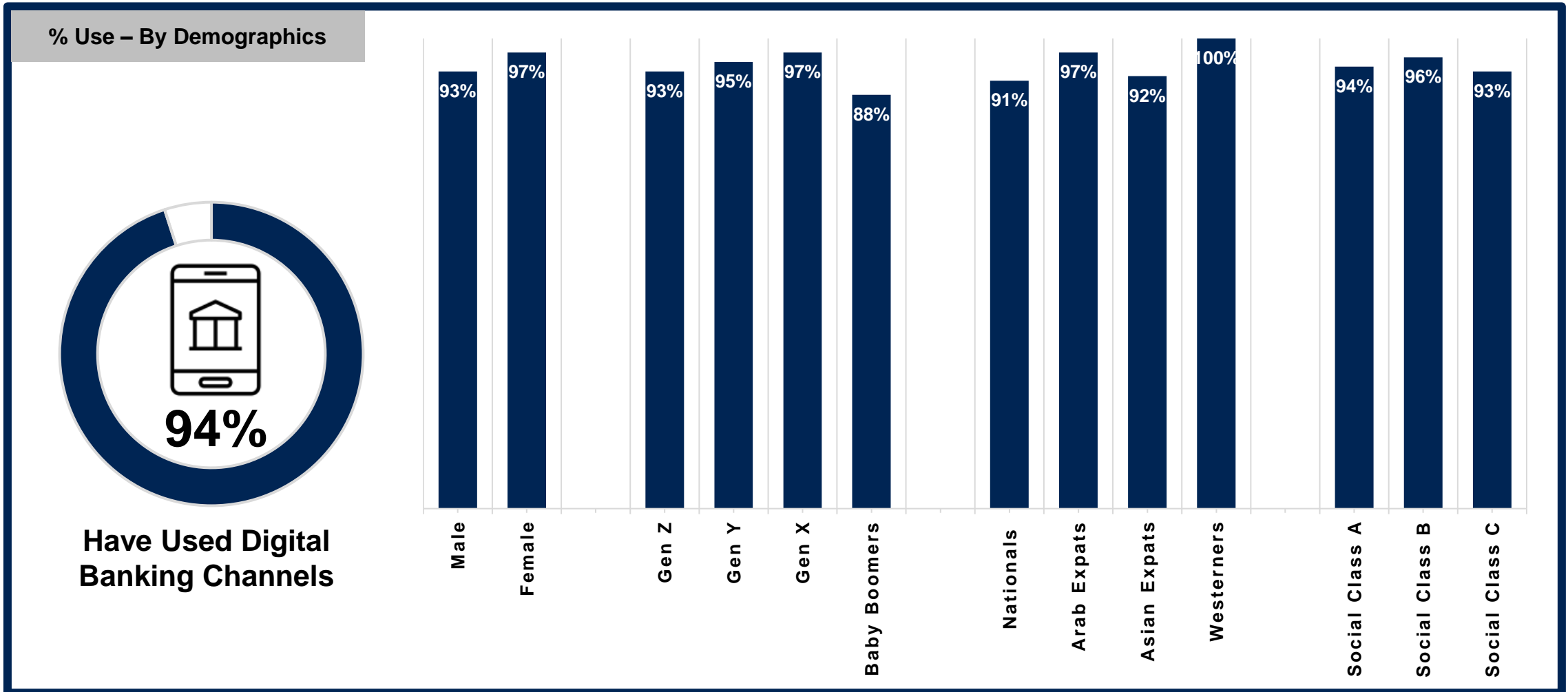
GAME CHANGERS





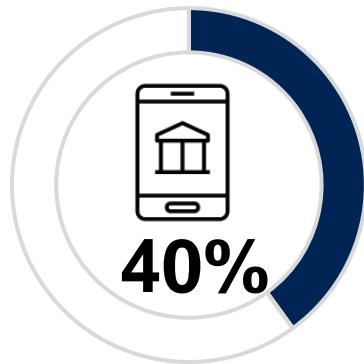
# Usage of Digital Banking

# Usage Of Digital Banking Channels

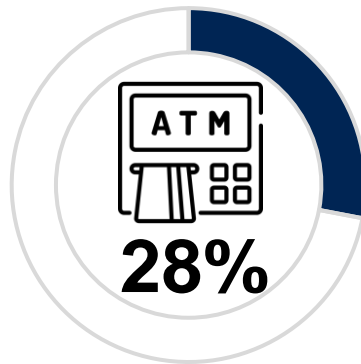


# Most Preferred Banking Channel

% Prefer



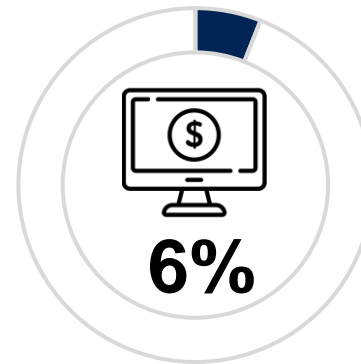
**Mobile Banking  
Application**



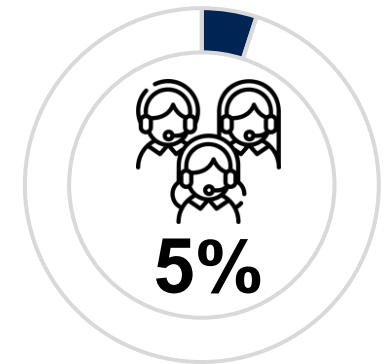
**ATM**



**Visit Bank Branch**



**Online Banking  
Website**



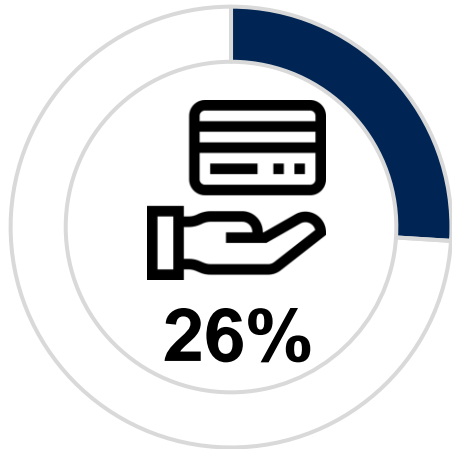
**Call Centre**



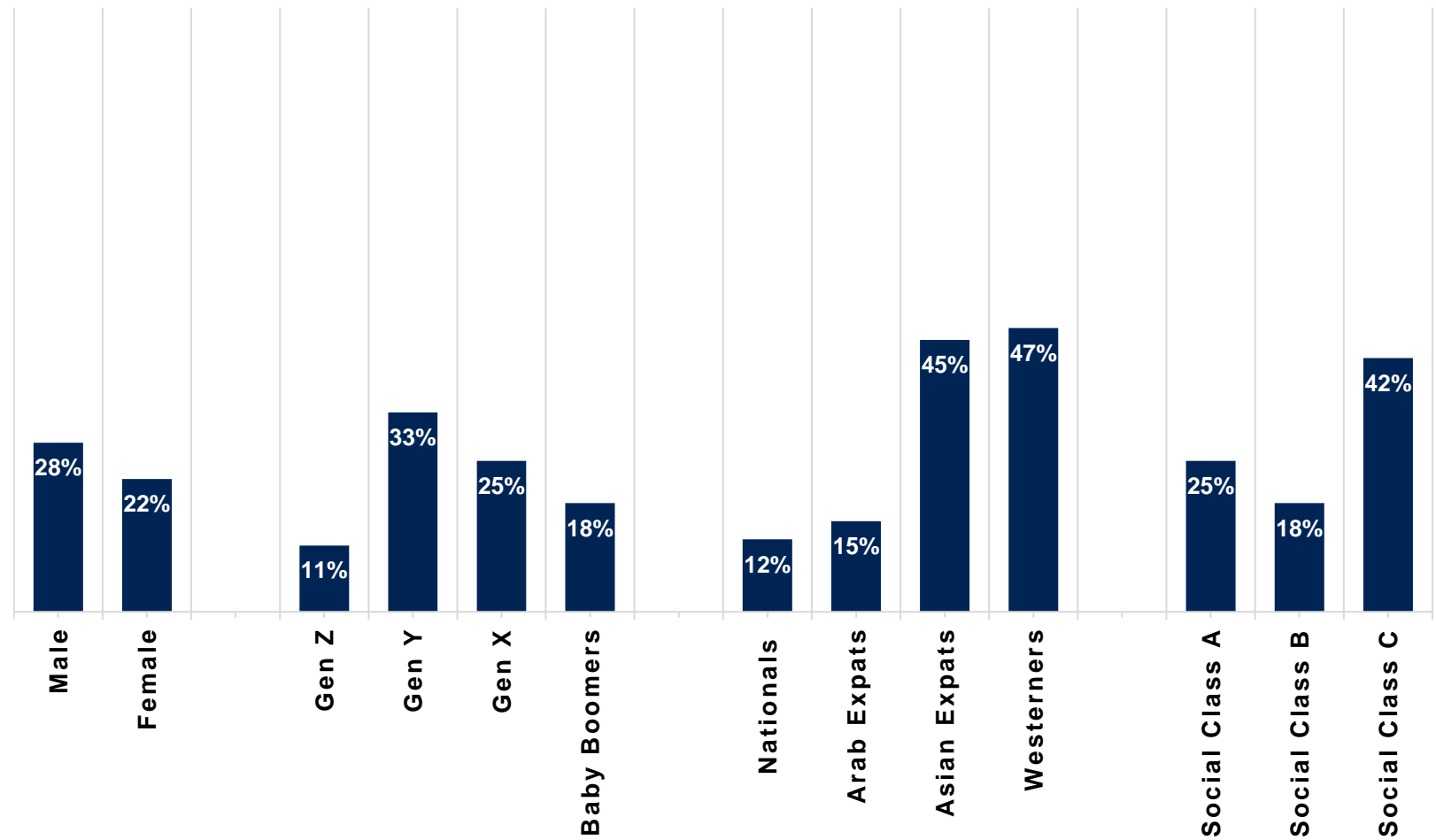
# **Attitudes Towards Financial Services Providers**

# Attitudes Towards Non-Traditional Financial Services Providers

% Agree – By Demographics

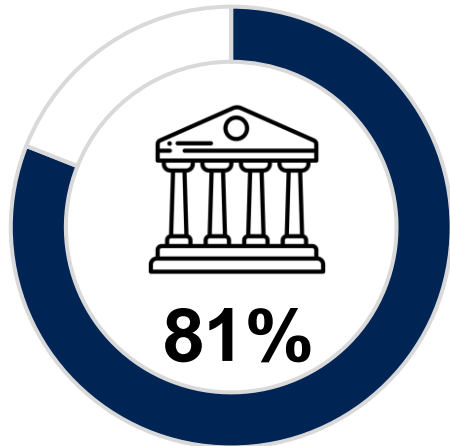


Non-traditional financial services providers will be the future of finance

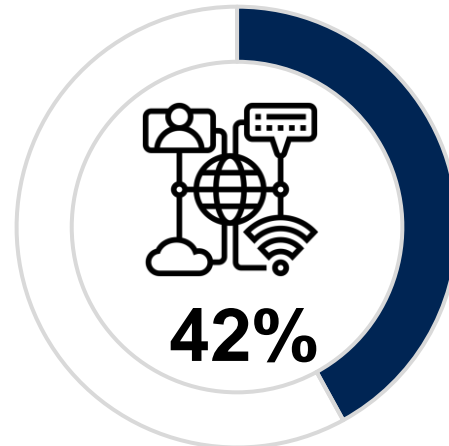


# Trust Levels Towards Different Service Providers For Financial Transactions

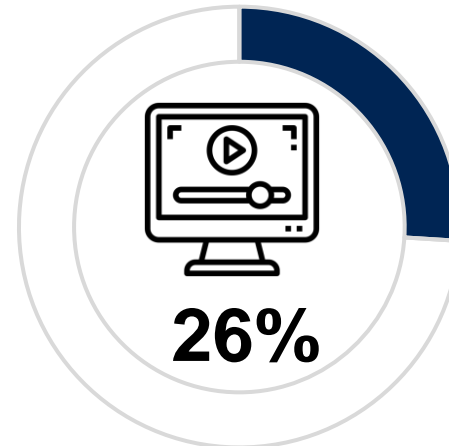
% Trust



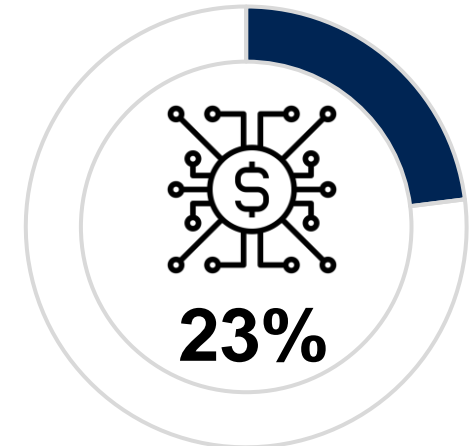
**Traditional Banks**



**Mobile Service Providers**



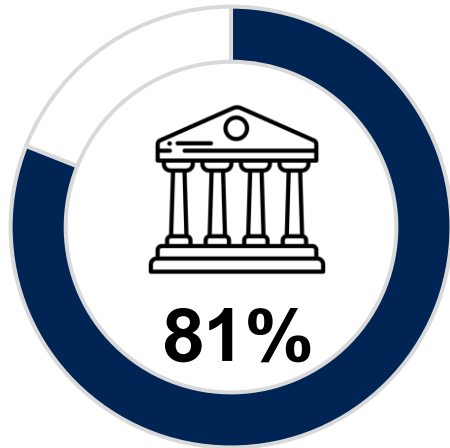
**Well-Known Digital Brands**



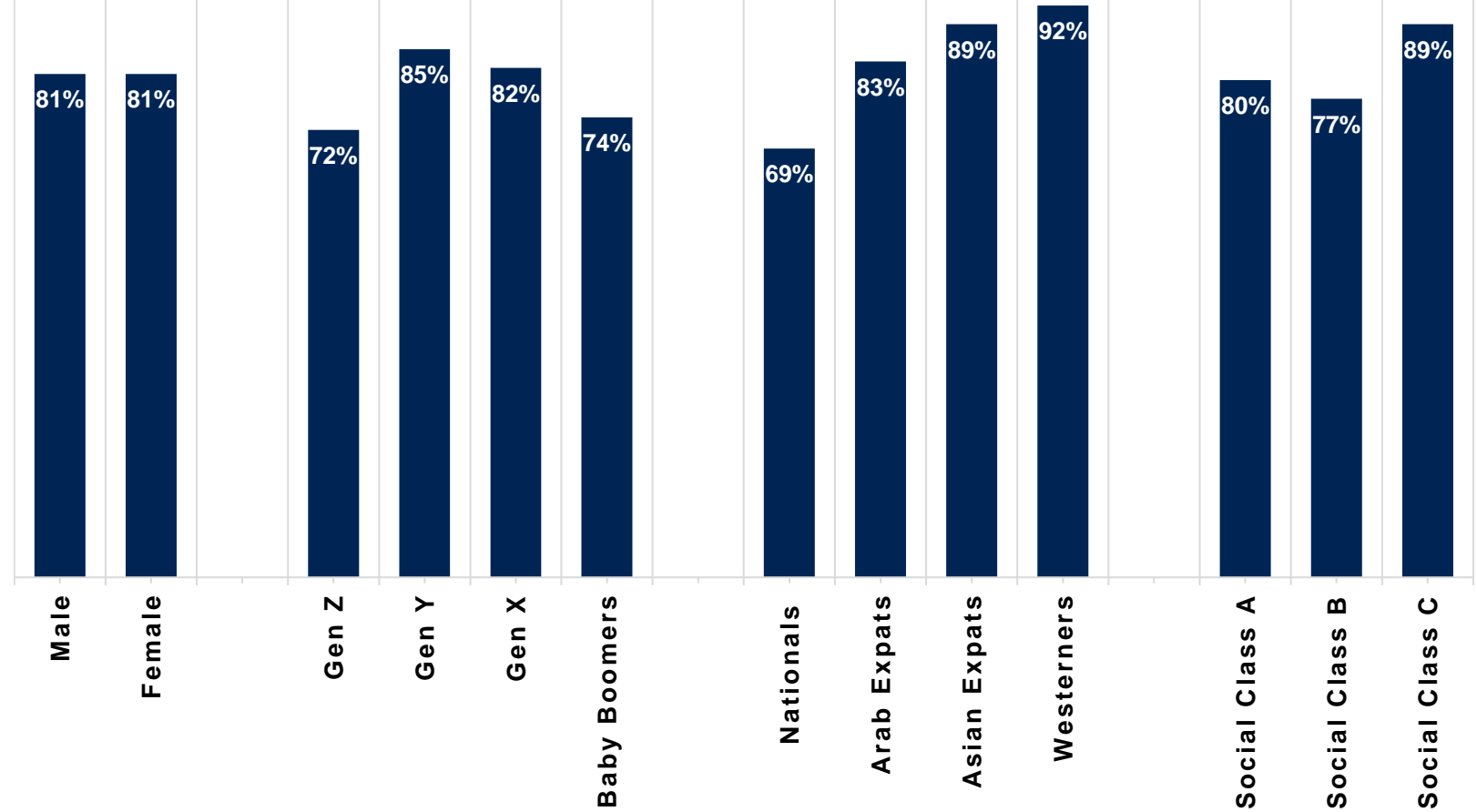
**Online-Only Banks**

# Trust In Traditional Banks

% Trust – By Demographics



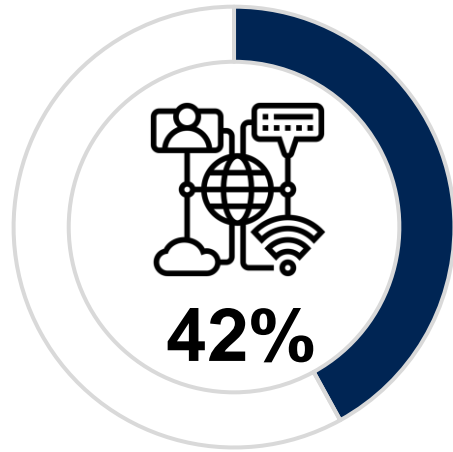
Traditional Banks



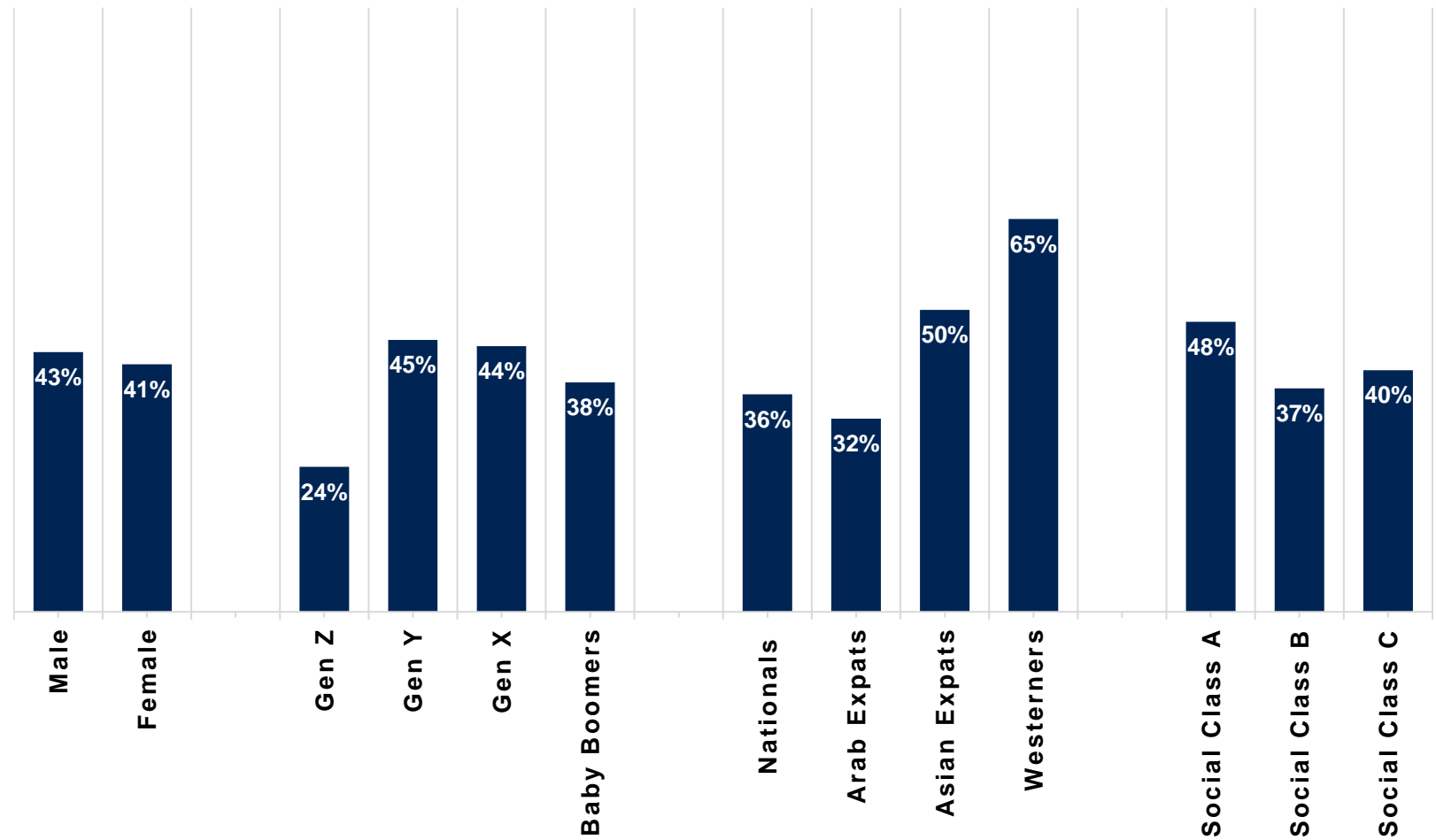


# Trust In Mobile Service Providers

% Trust – By Demographics

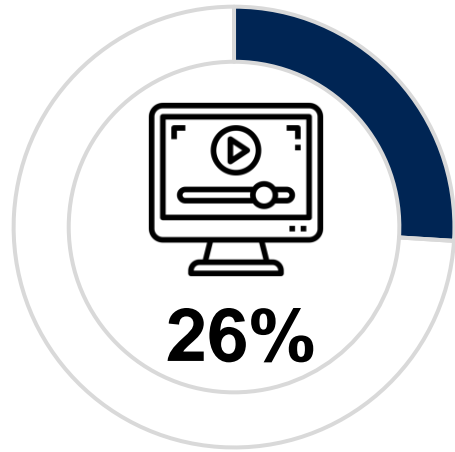


Mobile Service Providers

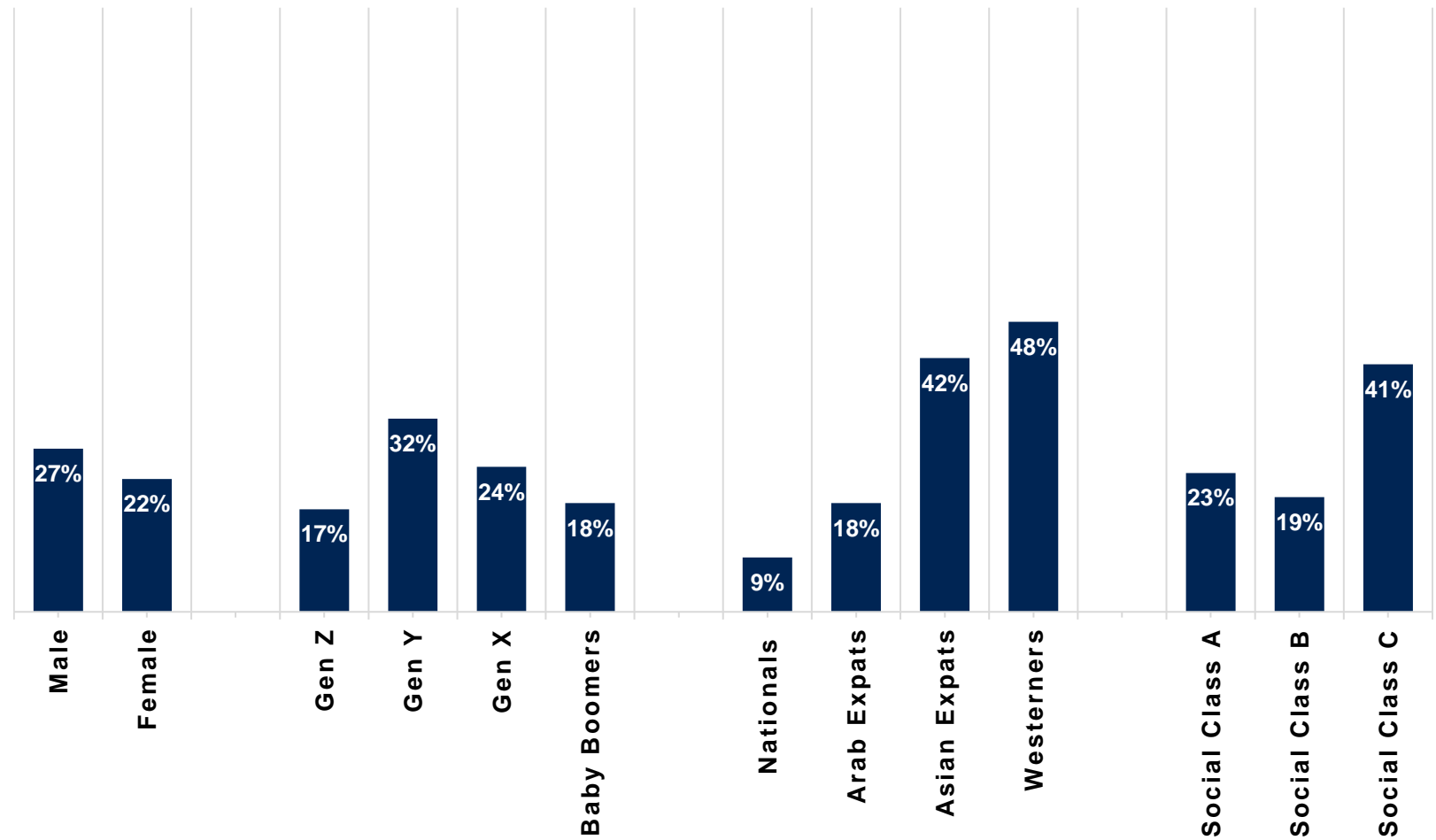


# Trust In Digital Brands

% Trust – By Demographics

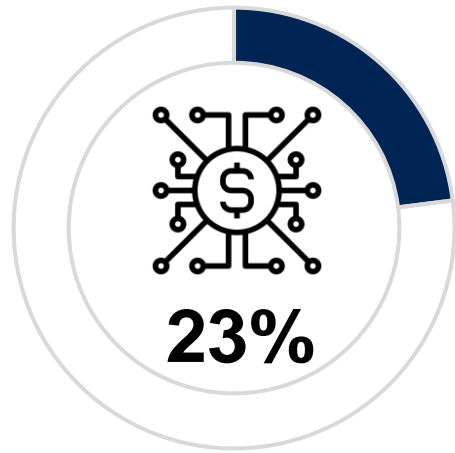


Well-Known Digital Brands

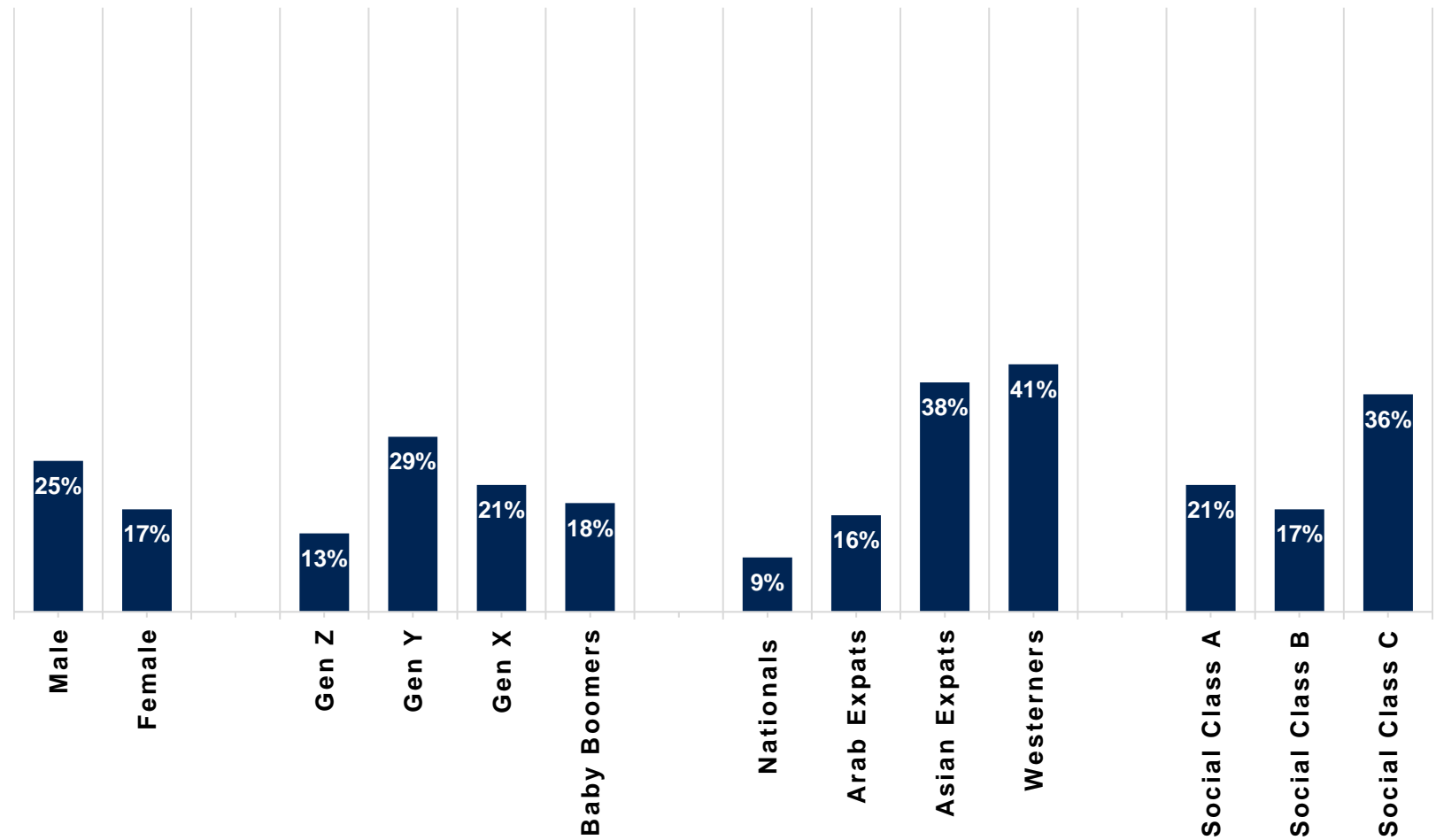


# Trust In Online-Only Banks

% Trust – By Demographics



Online-Only Banks

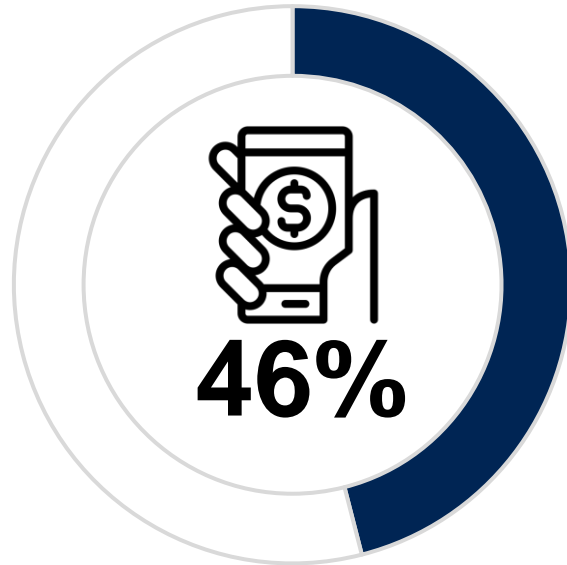




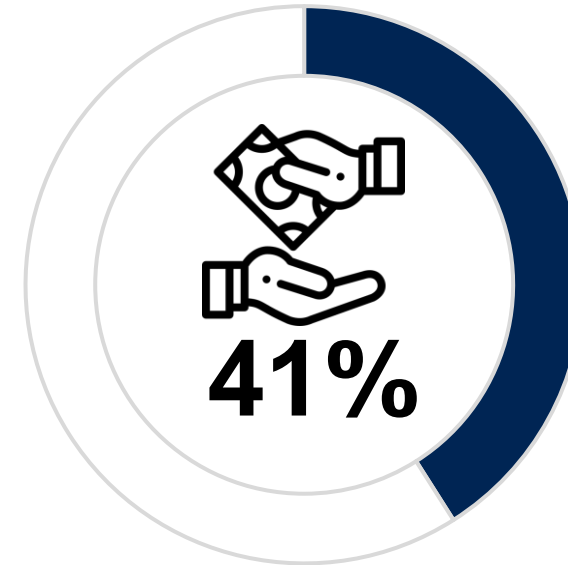
# **Future Outlook Towards Financial Services**

# Attitudes Towards New Financial Services

% Agree



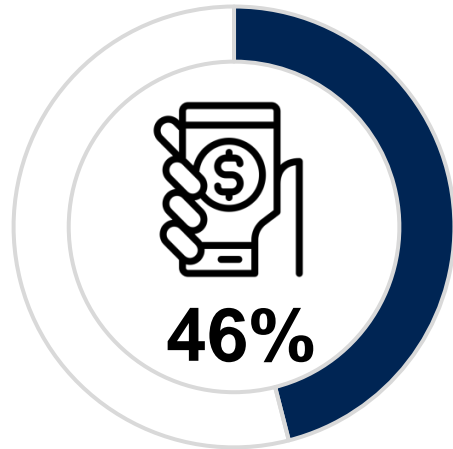
**I will be doing all my financial transactions through digital banking in the future**



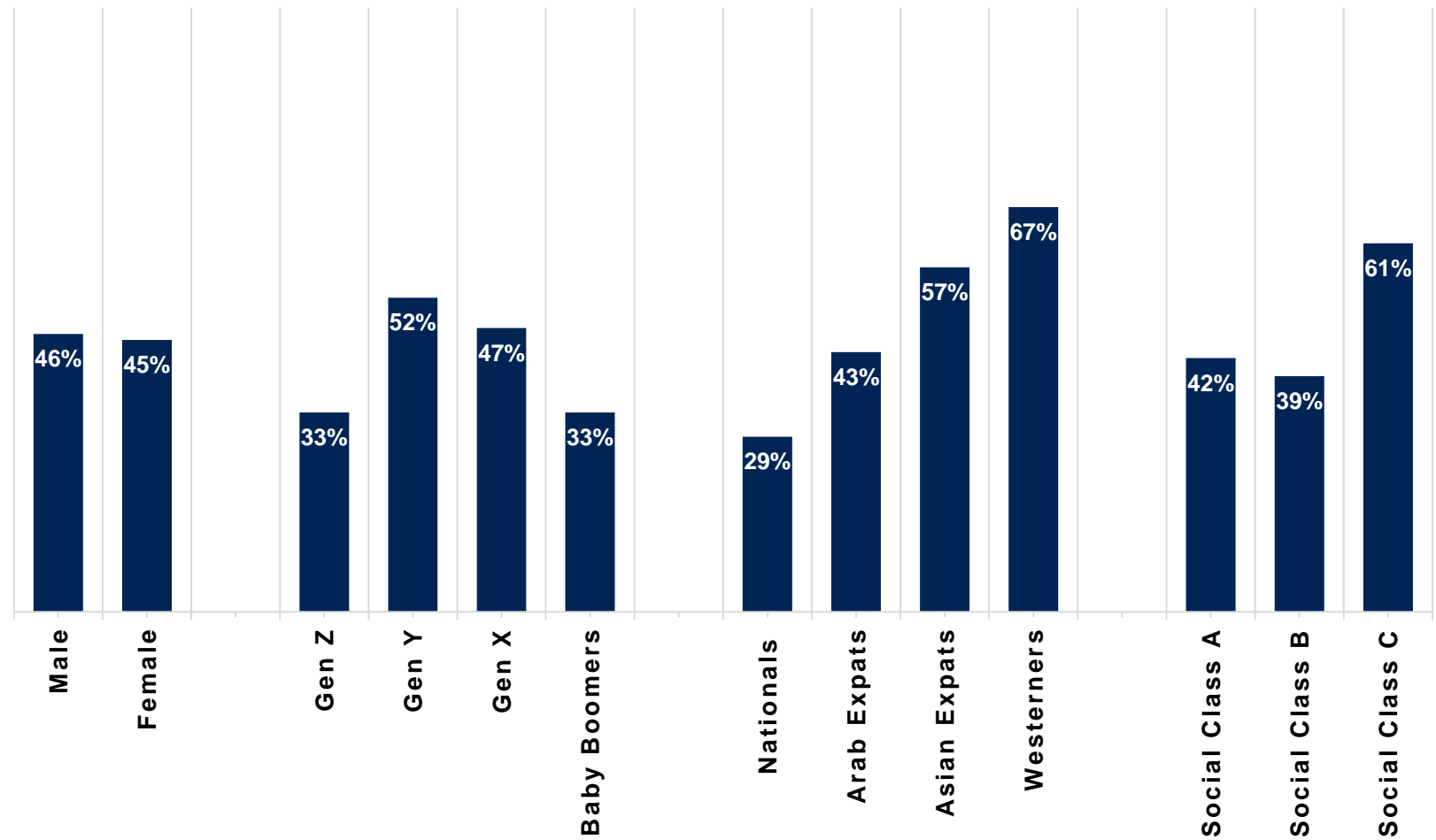
**In the future, people will no longer use cash as a method of payment**

# Digital Banking Future Usage Intentions

% Agree – By Demographics

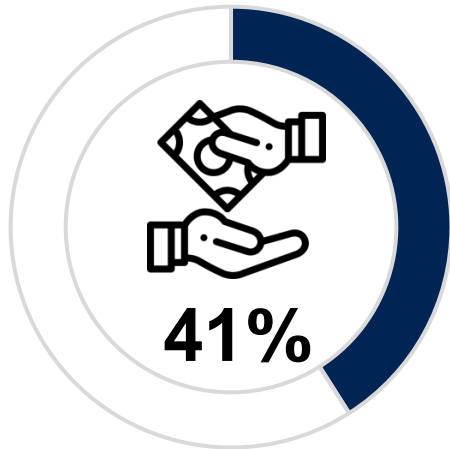


I will be doing all my financial transactions through digital banking in the future

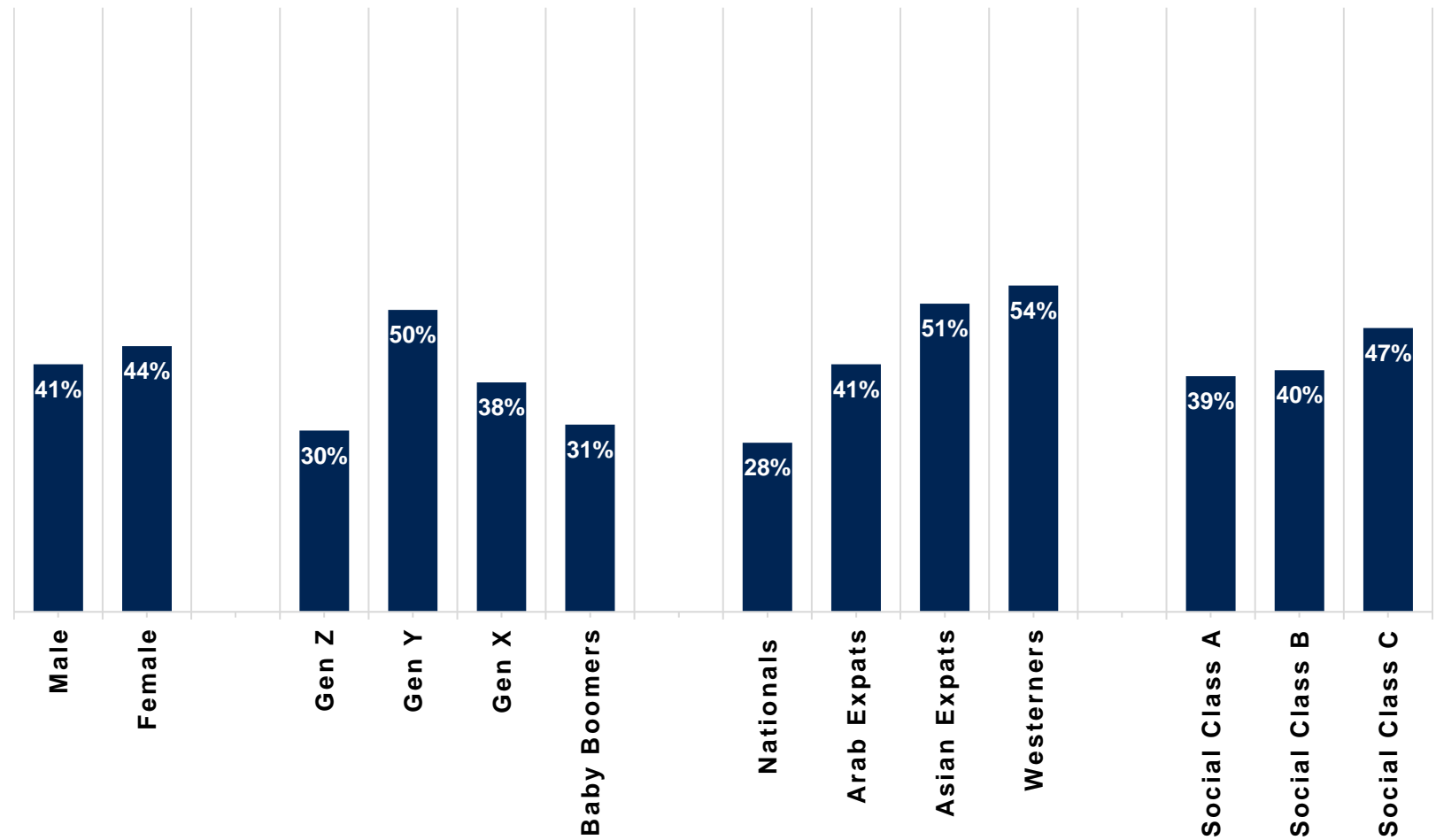


# Views On The Future Of Cash

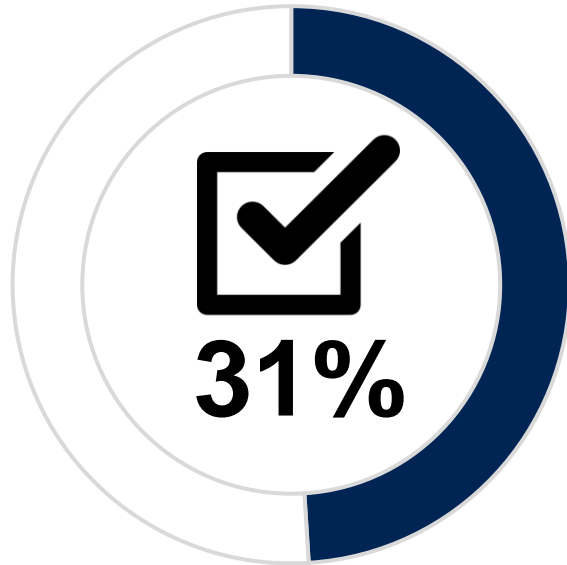
% Agree – By Demographics



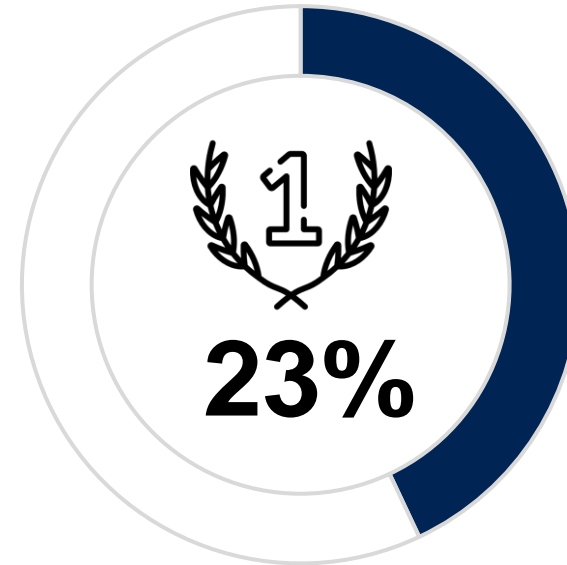
In the future, people will no longer use cash as a method of payment



# Willingness To Adopt New Financial Services



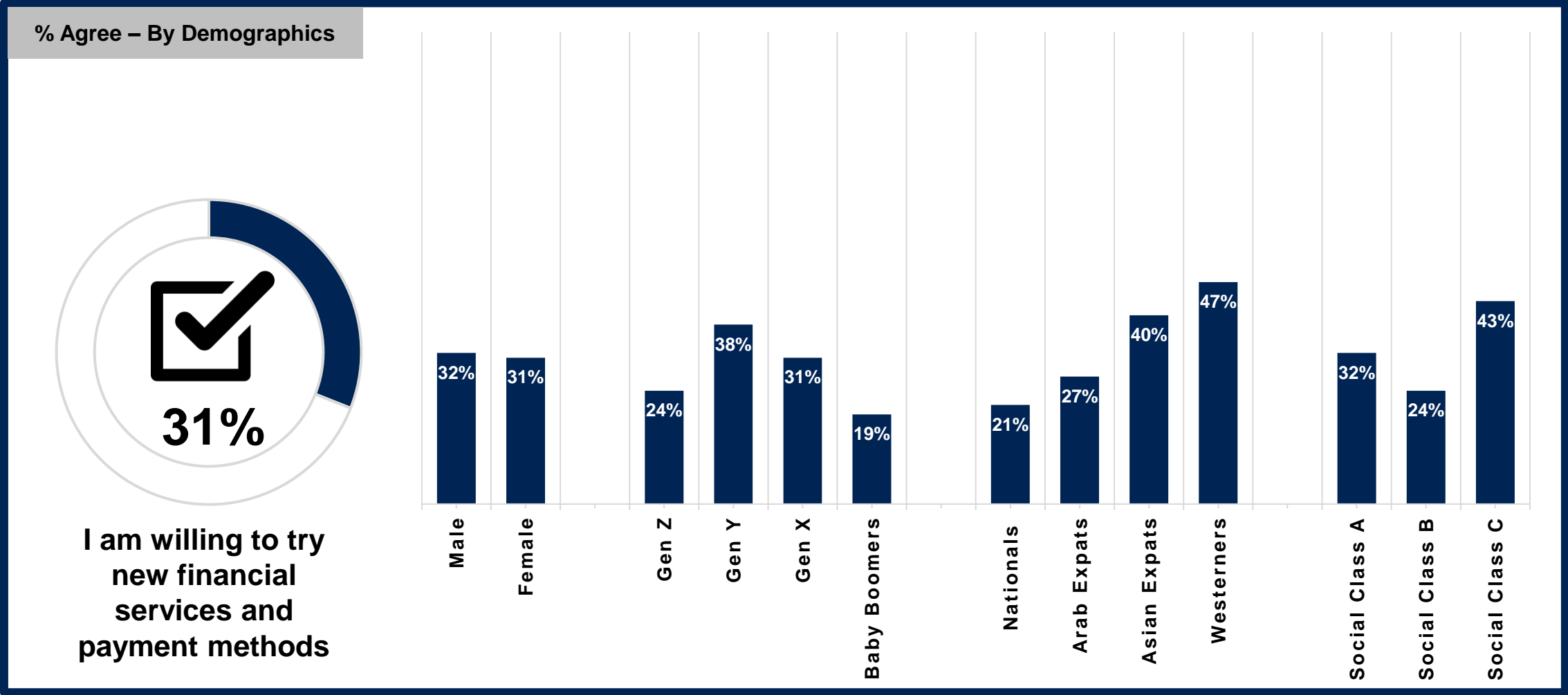
**I am willing to try new financial services and payment methods**



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

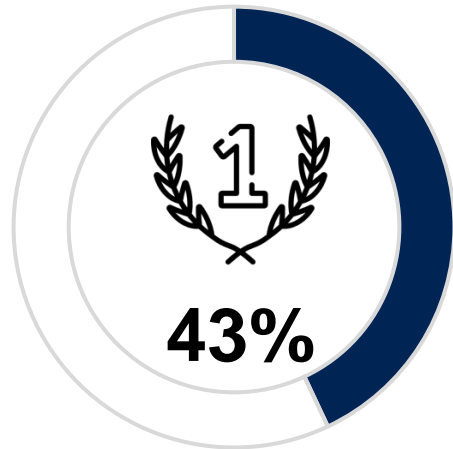


# Willingness To Try New Financial Services

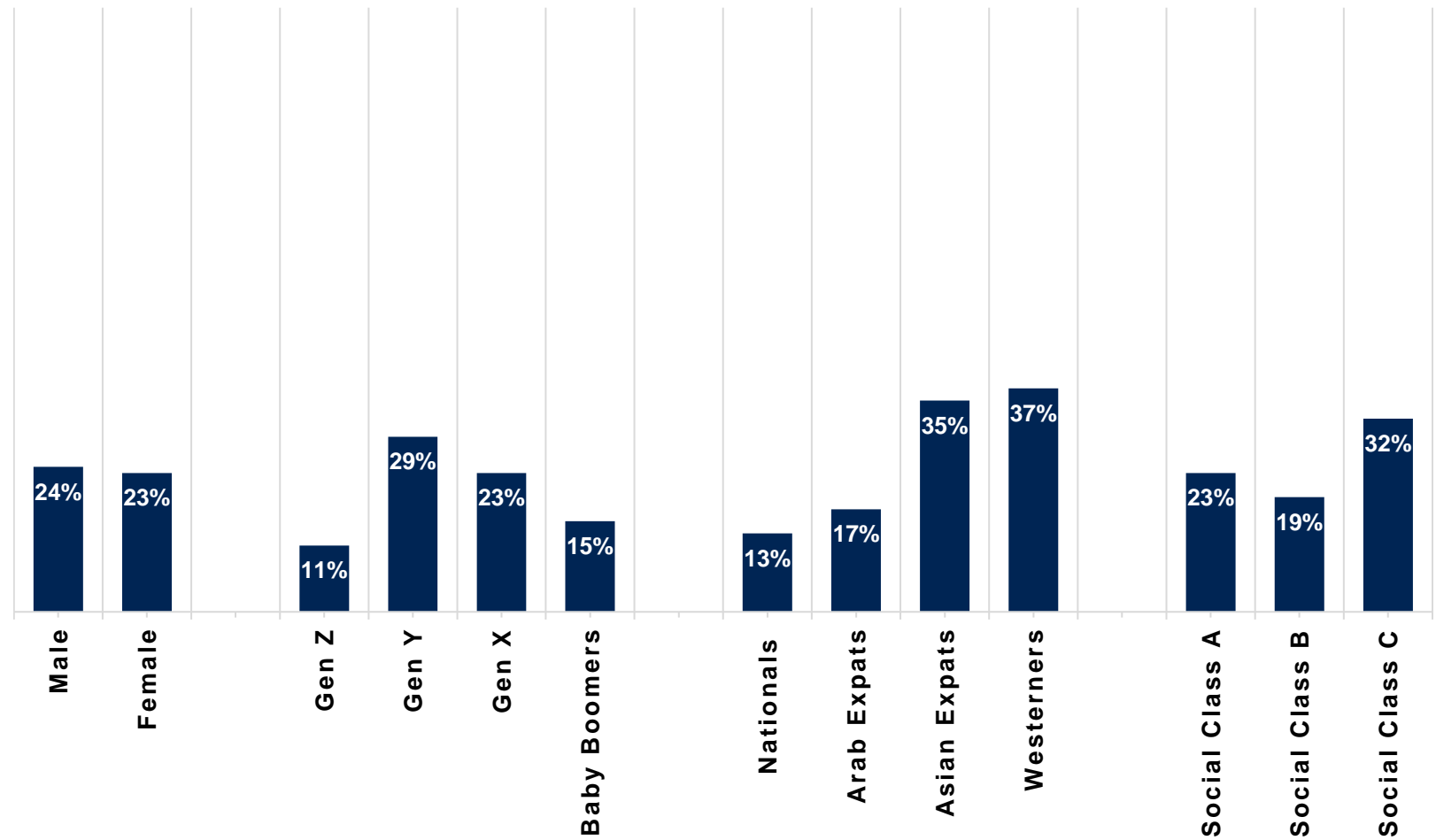


# Early Adoption Of New Digital Financial Services

% Agree – By Demographics



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



# Methodology



## Sample Size

800 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 Computer Assisted Personal Interviews (face to face) as part of the syndicated "**BankScape**" study conducted by Ipsos in Qatar



## Geographical Coverage

Conducted in Qatar, Across The Country

## For More Information:

Ayyaz Tanveer  
Accounts Manager  
IPSOS in Qatar  
Email: [Ayyaz.Tanveer@Ipsos.com](mailto:Ayyaz.Tanveer@Ipsos.com)

Aftab Ellahi  
Managing Director  
IPSOS in Qatar  
Email: [Aftab.Ellahi@Ipsos.com](mailto:Aftab.Ellahi@Ipsos.com)

**GAME CHANGERS**

