Views On Digital Banking In Jordan

July - 2023

GAME CHANGERS
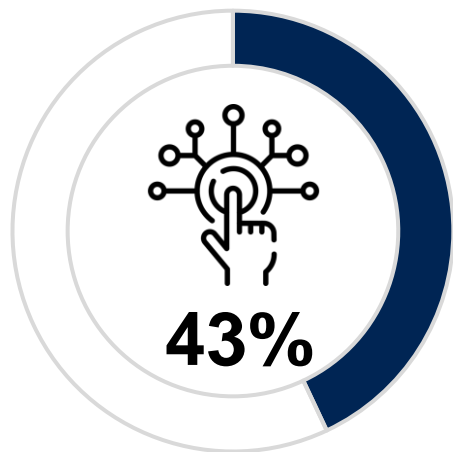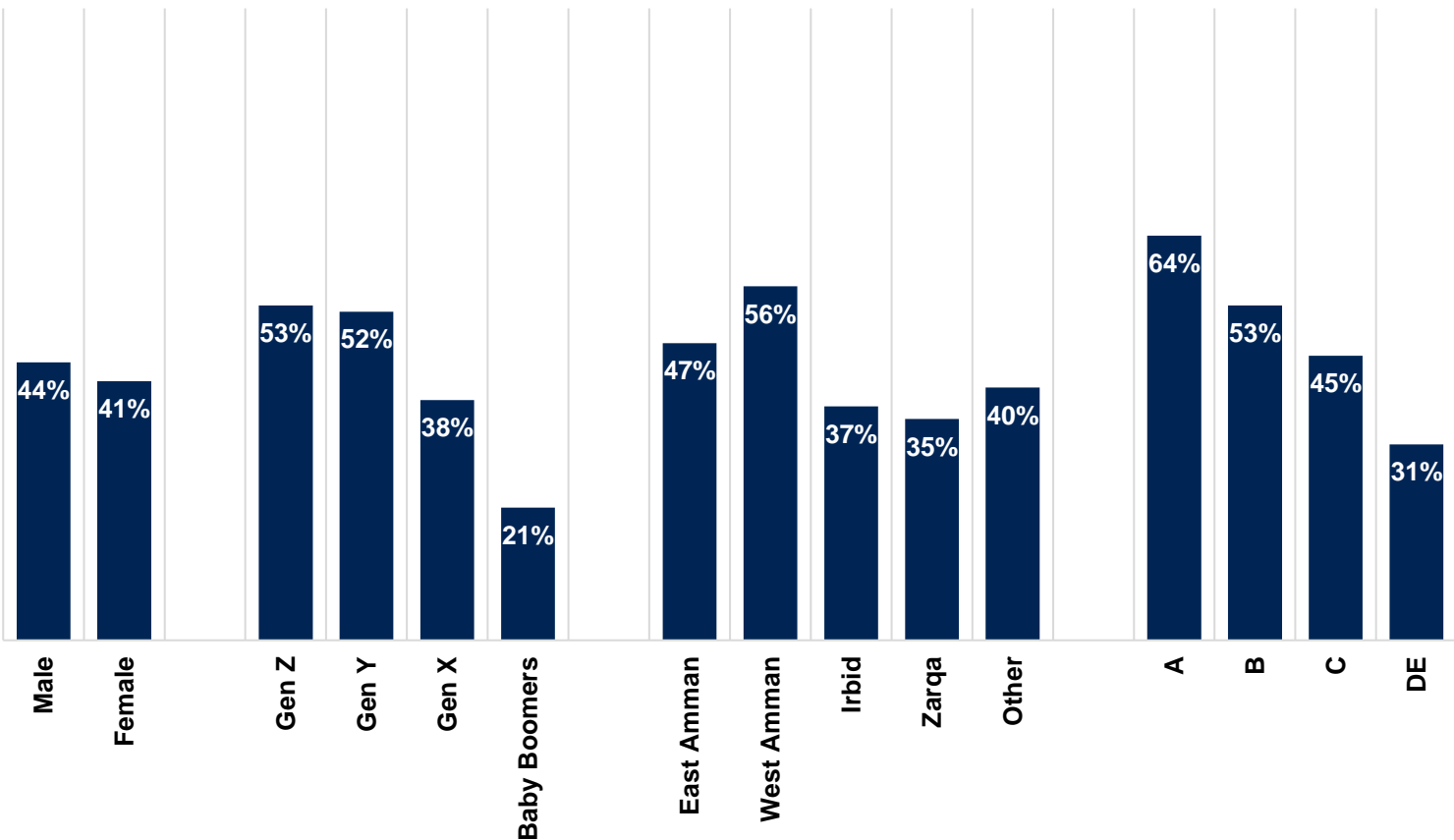
Ipsos

Usage of Digital Banking

Usage Of Digital Banking Channels
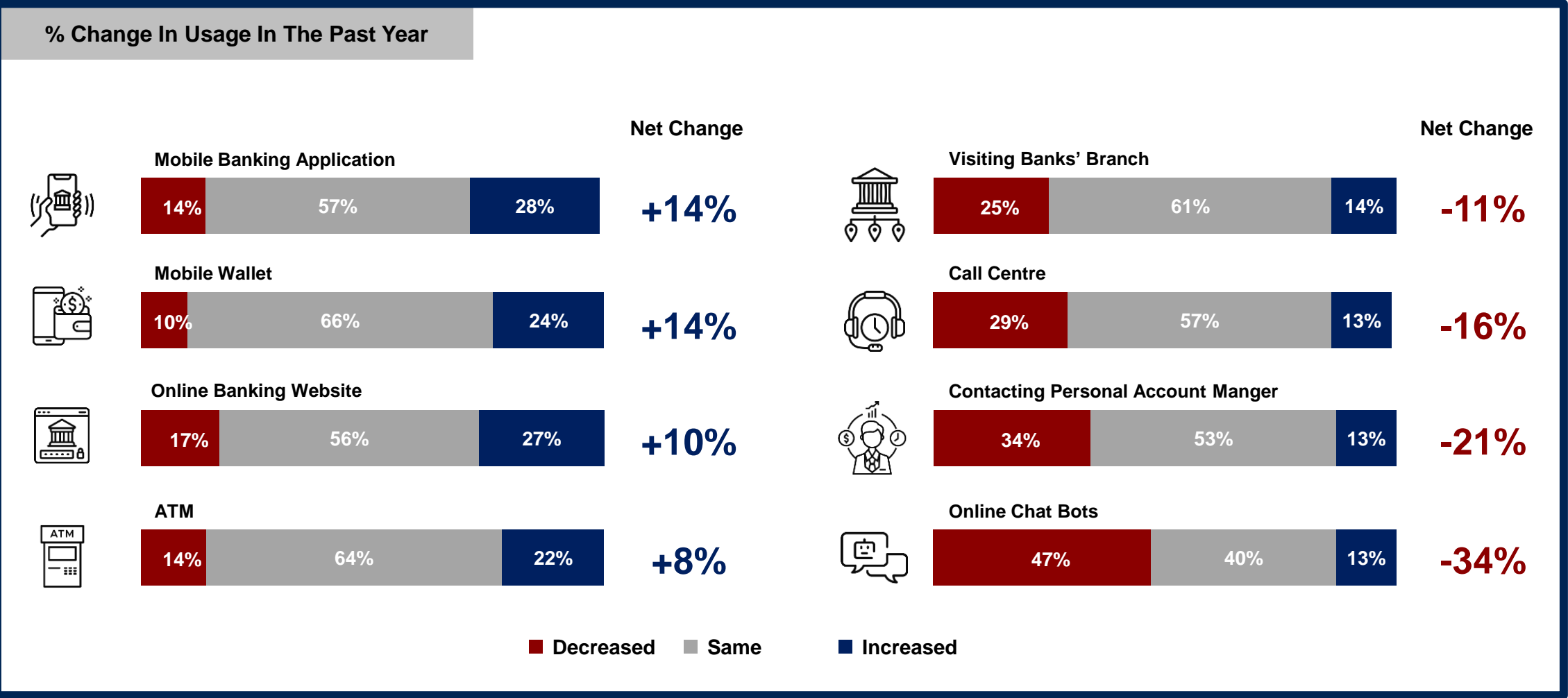
% Use – By Demographics

43%

Have Used Digital Banking Channels

Male	Female	Gen Z	Gen Y	Gen X	Baby Boomers	East Amman	West Amman	Irbid	Zarqa	Other	A	B	C	DE
44%	41%	53%	52%	38%	21%	47%	56%	37%	35%	40%	64%	53%	45%	31%

Change In Usage Of Banking Channels

% Change In Usage In The Past Year

Net Change

Mobile Banking Application

Decreased	Same	Increased
14%	57%	28%

+14%

Mobile Wallet

Decreased	Same	Increased
10%	66%	24%

+14%

Online Banking Website

Decreased	Same	Increased
17%	56%	27%

+10%

ATM

Decreased	Same	Increased
14%	64%	22%

+8%

Net Change

Visiting Banks' Branch

Decreased	Same	Increased
25%	61%	14%

-11%

Call Centre

Decreased	Same	Increased
29%	57%	13%

-16%

Contacting Personal Account Manger

Decreased	Same	Increased
34%	53%	13%

-21%

Online Chat Bots

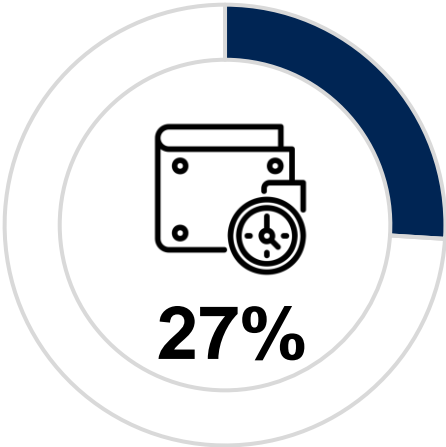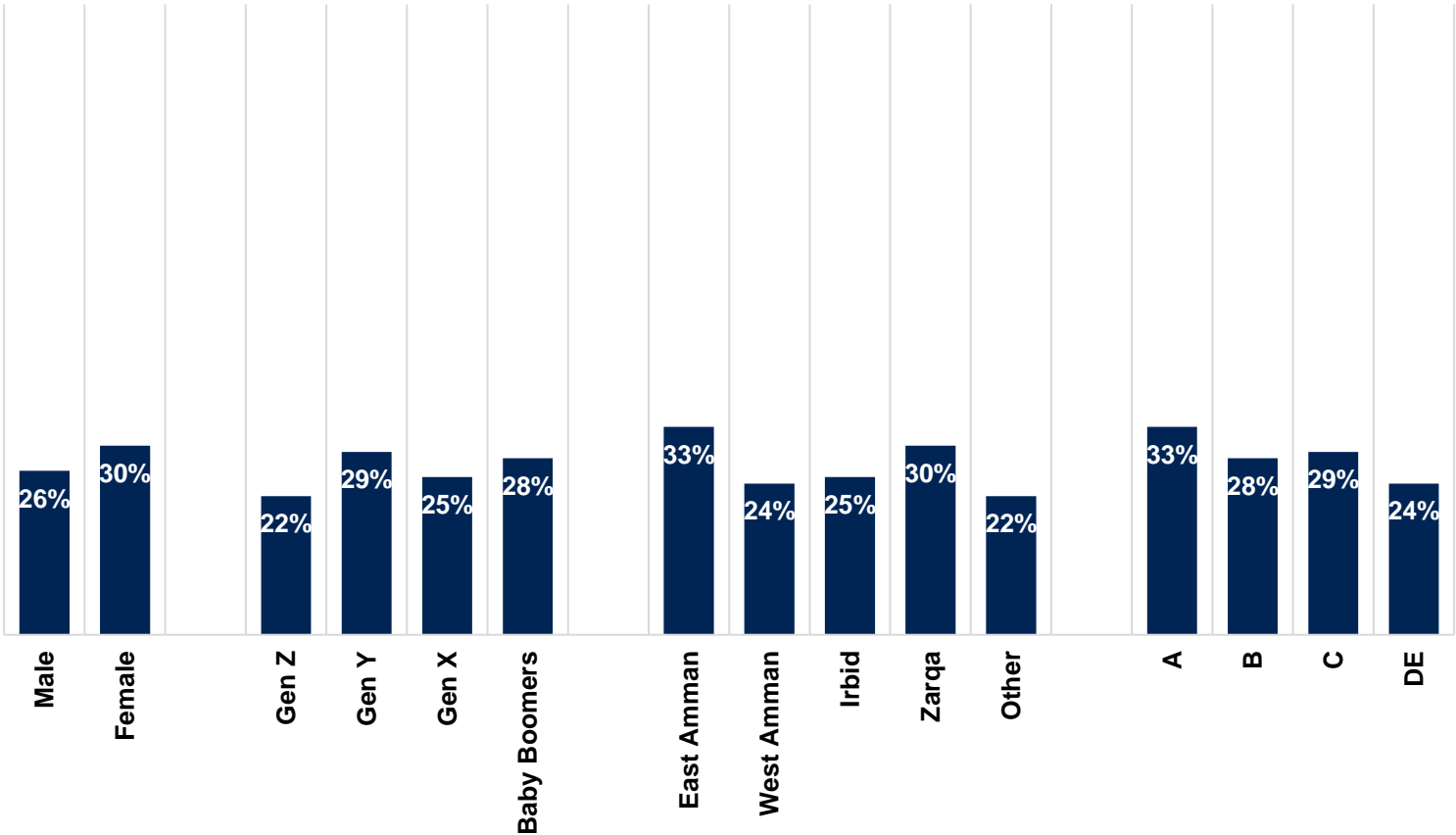| Decreased	Same	Increased
47%	40%	13%

-34%

■ Decreased   ■ Same   ■ Increased

Ipsos

Attitudes Towards Financial Services Providers

Attitudes Towards Non-Traditional Financial Services Providers
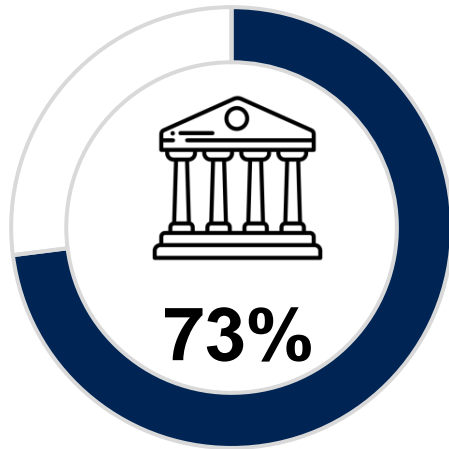
% Agree – By Demographics

27%

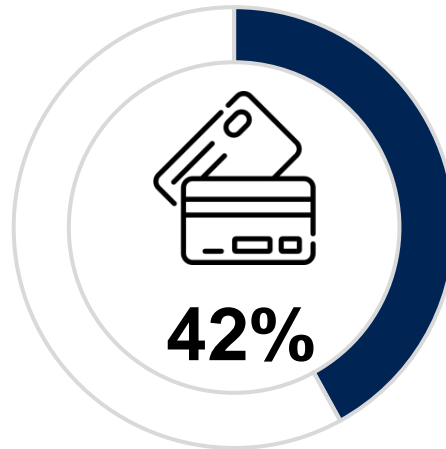**Non-traditional Financial Services Providers Will Be The Future Of Finance**

Male	Female	Gen Z	Gen Y	Gen X	Baby Boomers	East Amman	West Amman	Irbid	Zarqa	Other	A	B	C	DE
26%	30%	22%	29%	25%	28%	33%	24%	25%	30%	22%	33%	28%	29%	24%

Ipsos

Trust Levels Towards Different Service Providers For Financial Transactions
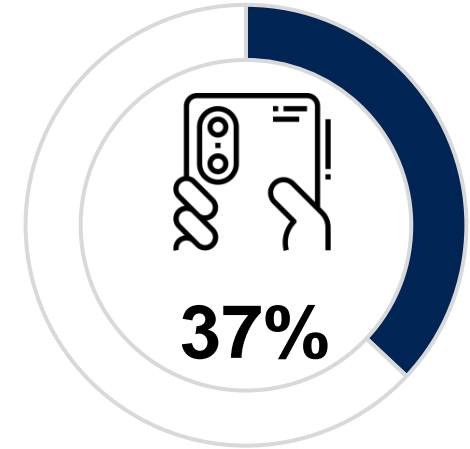

% Trust

73% — **Traditional Banks**
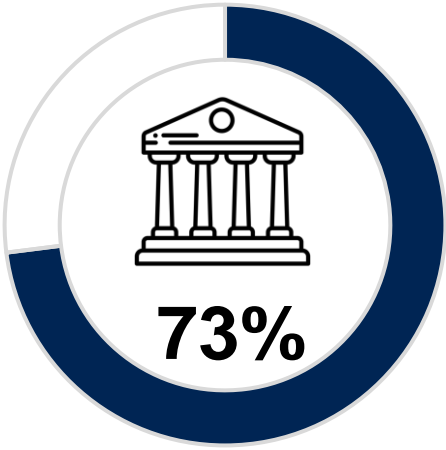
42% — **Payment Processing Companies**
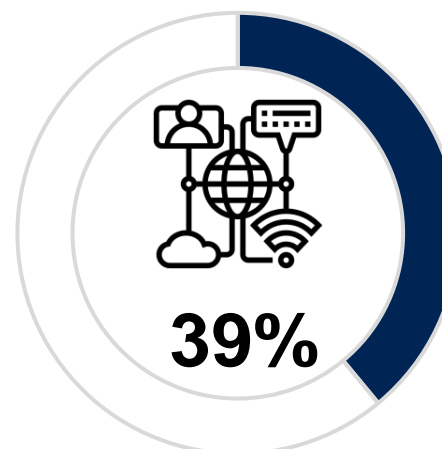
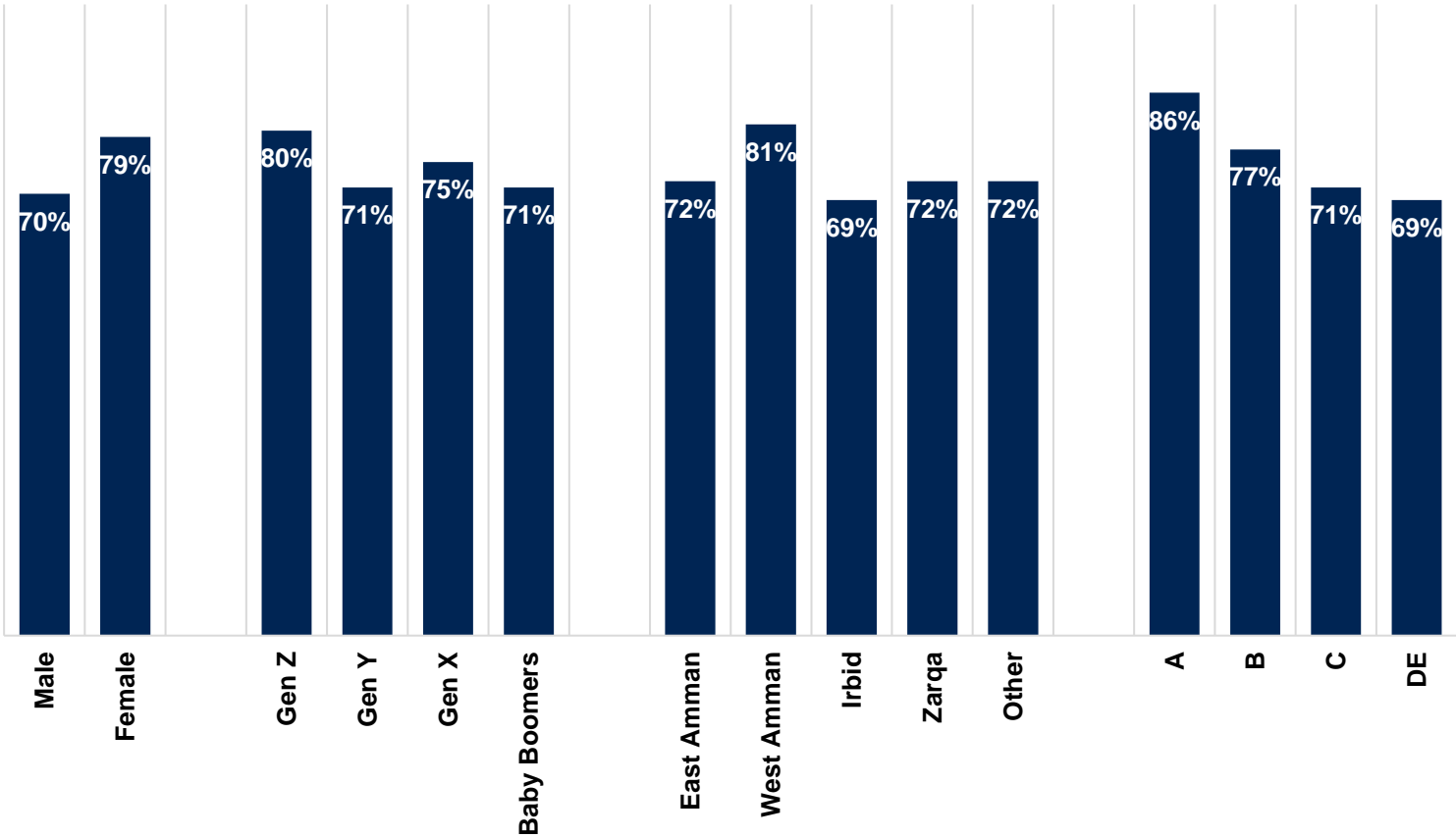39% — **Mobile Service Providers**

37% — **Mobile Technology Companies**
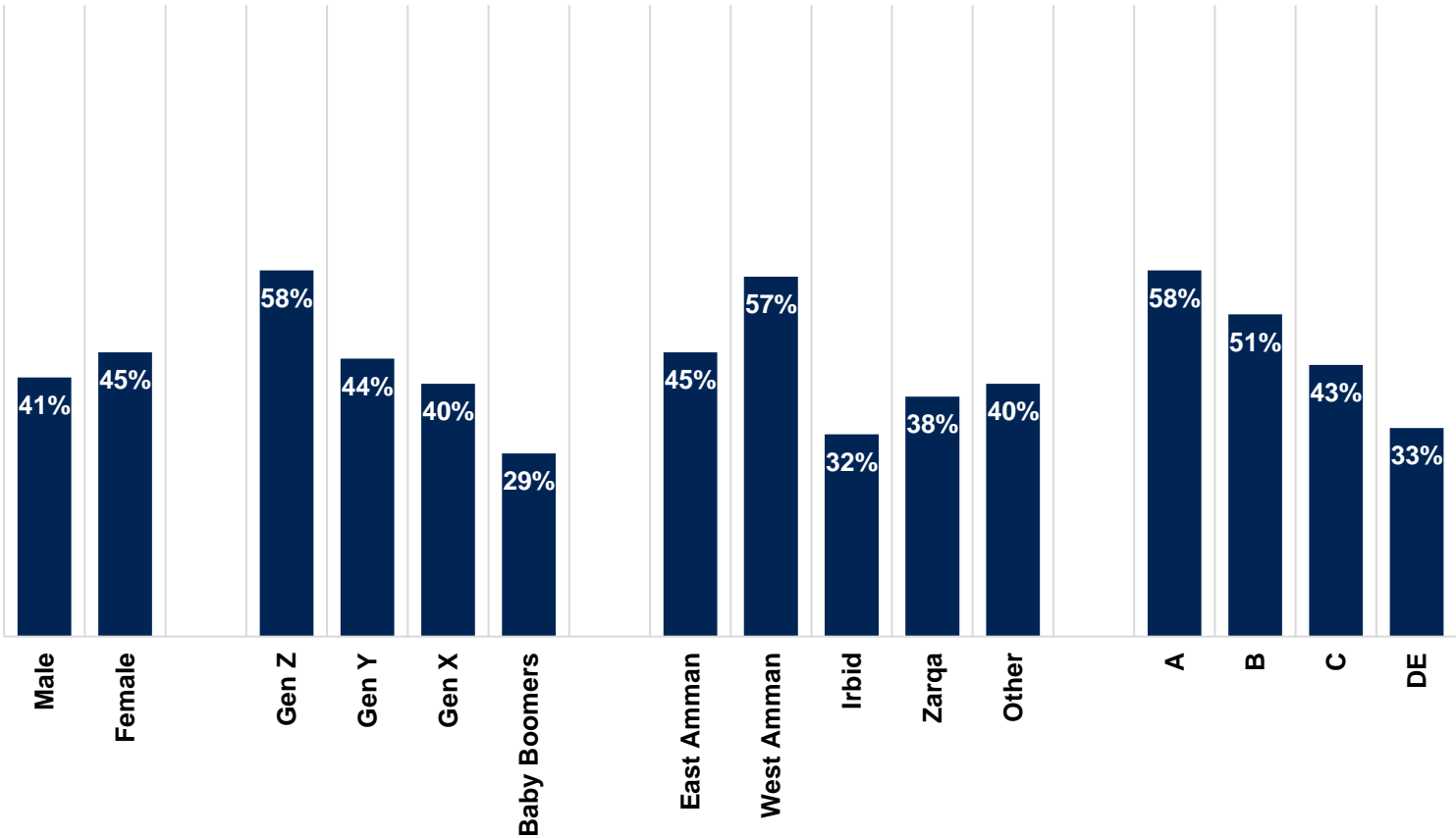
Trust In Traditional Banks

% Trust – By Demographics

73%
Traditional Banks
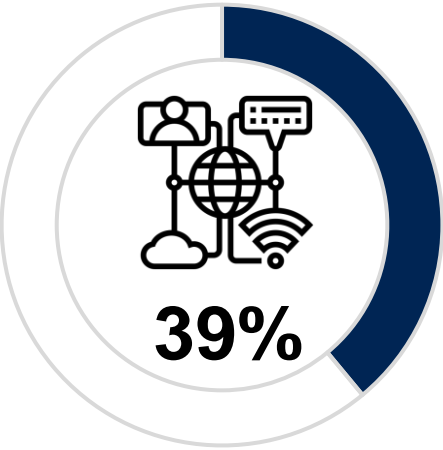
Demographic	%
Male	70%
Female	79%
Gen Z	80%
Gen Y	71%
Gen X	75%
Baby Boomers	71%
East Amman	72%
West Amman	81%
Irbid	69%
Zarqa	72%
Other	72%
A	86%
B	77%
C	71%
DE	69%

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Trust In Payment Processing Companies

% Trust – By Demographics

42%

Payment Processing Companies

Demographic	% Trust
Male	41%
Female	45%
Gen Z	58%
Gen Y	44%
Gen X	40%
Baby Boomers	29%
East Amman	45%
West Amman	57%
Irbid	32%
Zarqa	38%
Other	40%
A	58%
B	51%
C	43%
DE	33%

Ipsos
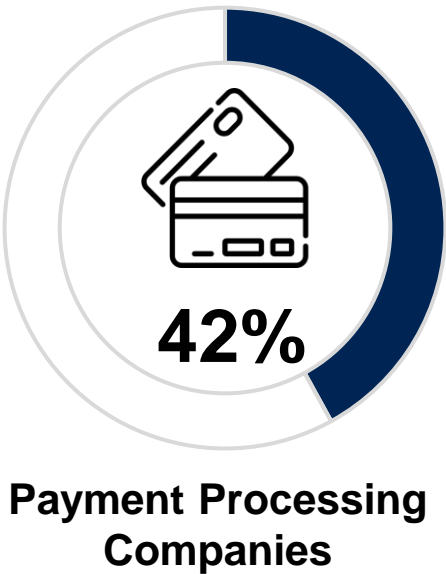
Trust In Mobile Service Providers

% Trust – By Demographics

39%

Mobile Service Providers

Male	Female		Gen Z	Gen Y	Gen X	Baby Boomers		East Amman	West Amman	Irbid	Zarqa	Other		A	B	C	DE
38%	40%		55%	42%	35%	24%		44%	45%	36%	41%	33%		51%	48%	39%	31%
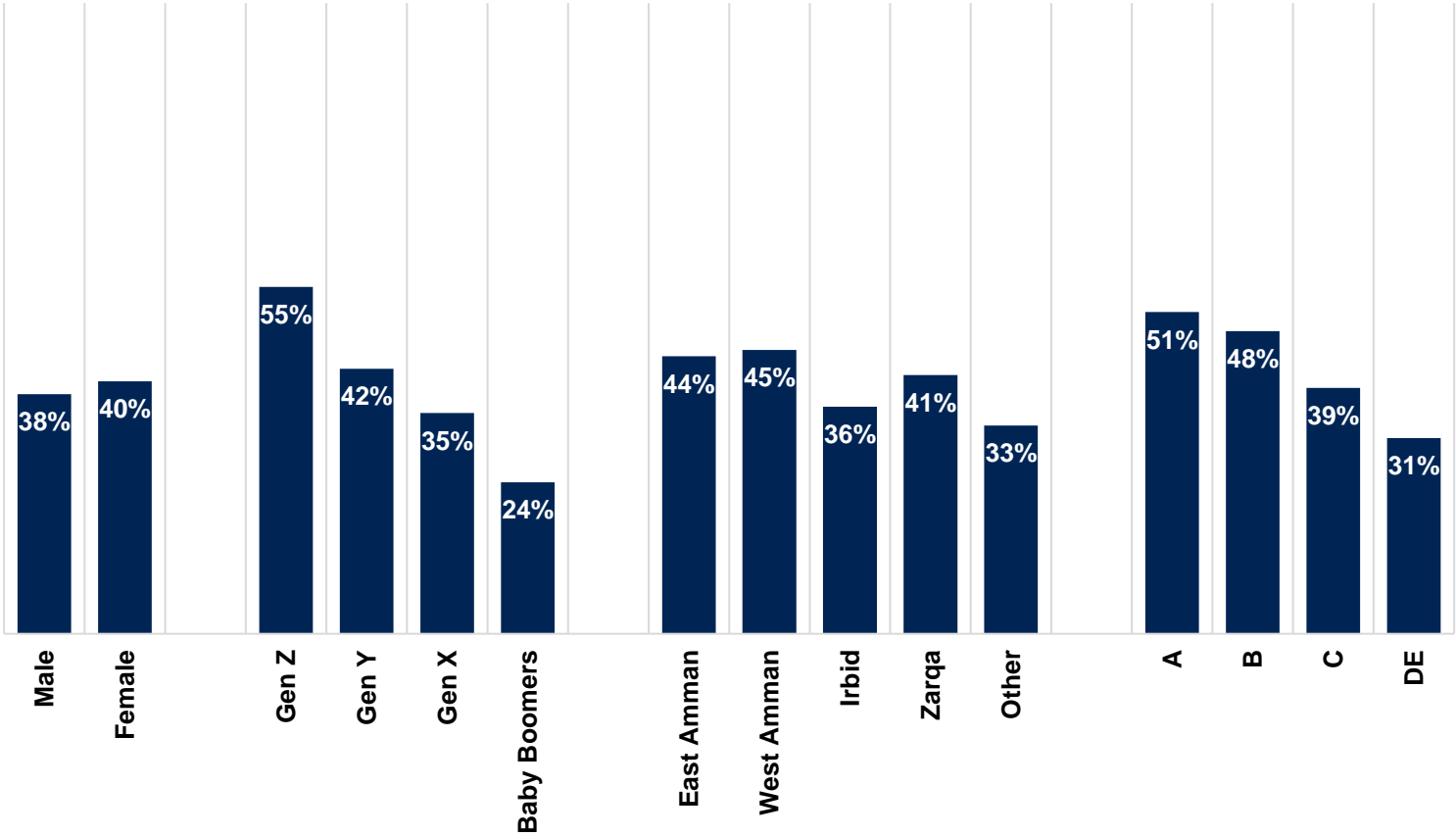
Trust In Mobile Technology Companies

% Trust – By Demographics

37%

Mobile Technology Companies

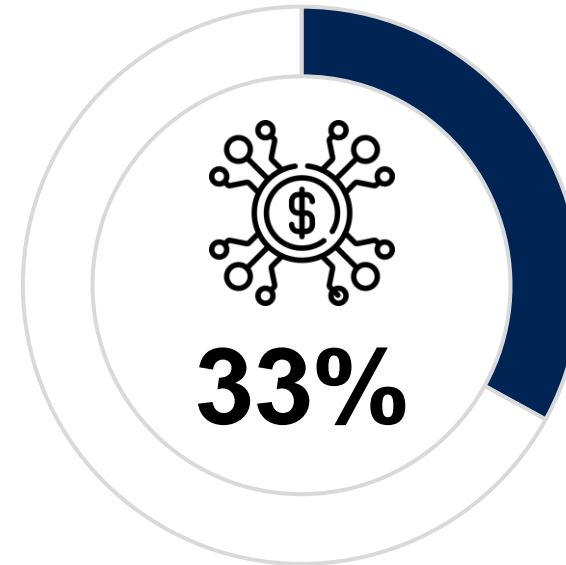|	%
Male	37%
Female	37%
Gen Z	55%
Gen Y	41%
Gen X	33%
Baby Boomers	20%
East Amman	41%
West Amman	44%
Irbid	33%
Zarqa	38%
Other	31%
A	55%
B	46%
C	33%
DE	30%

Ipsos
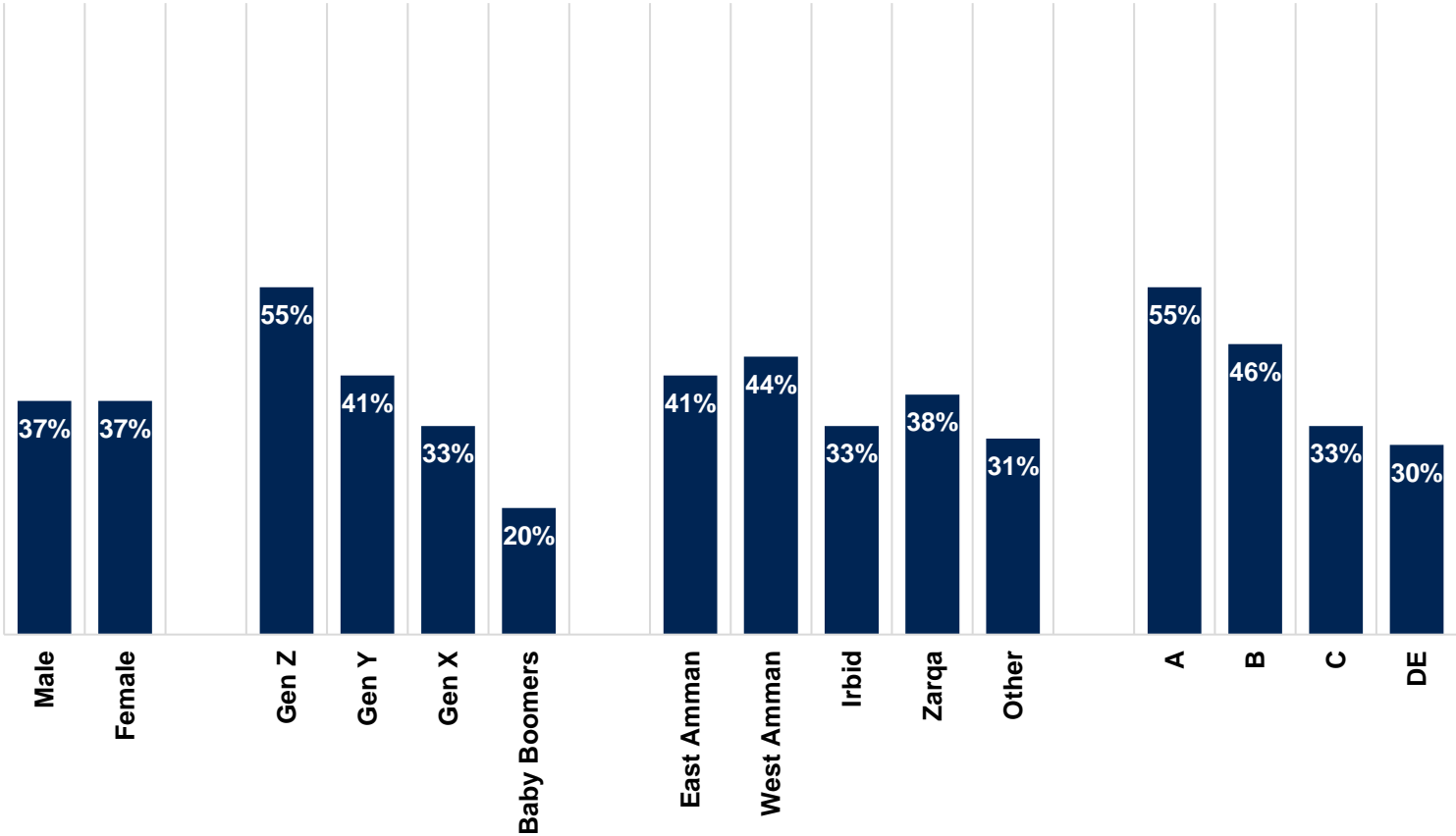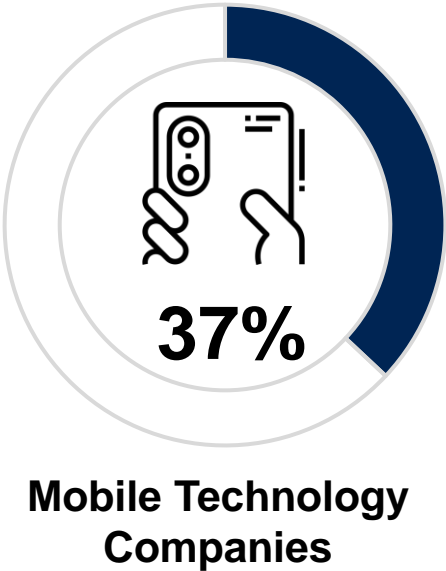
Future
Outlook Towards Financial Services

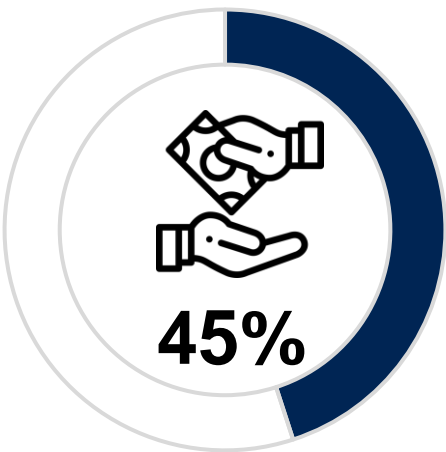# Attitudes Towards New Financial Services
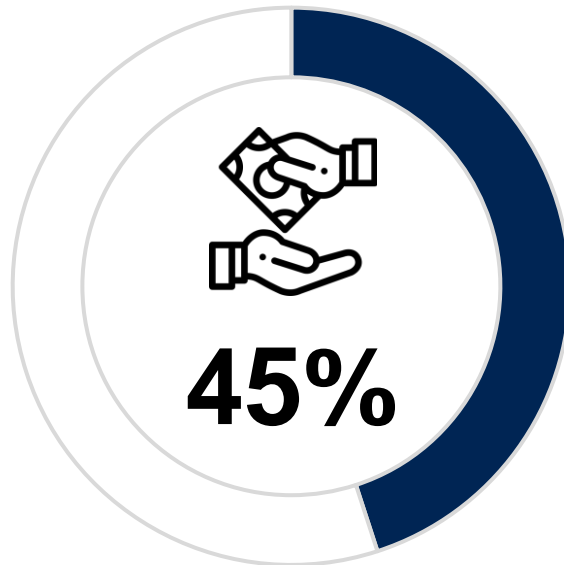
45%

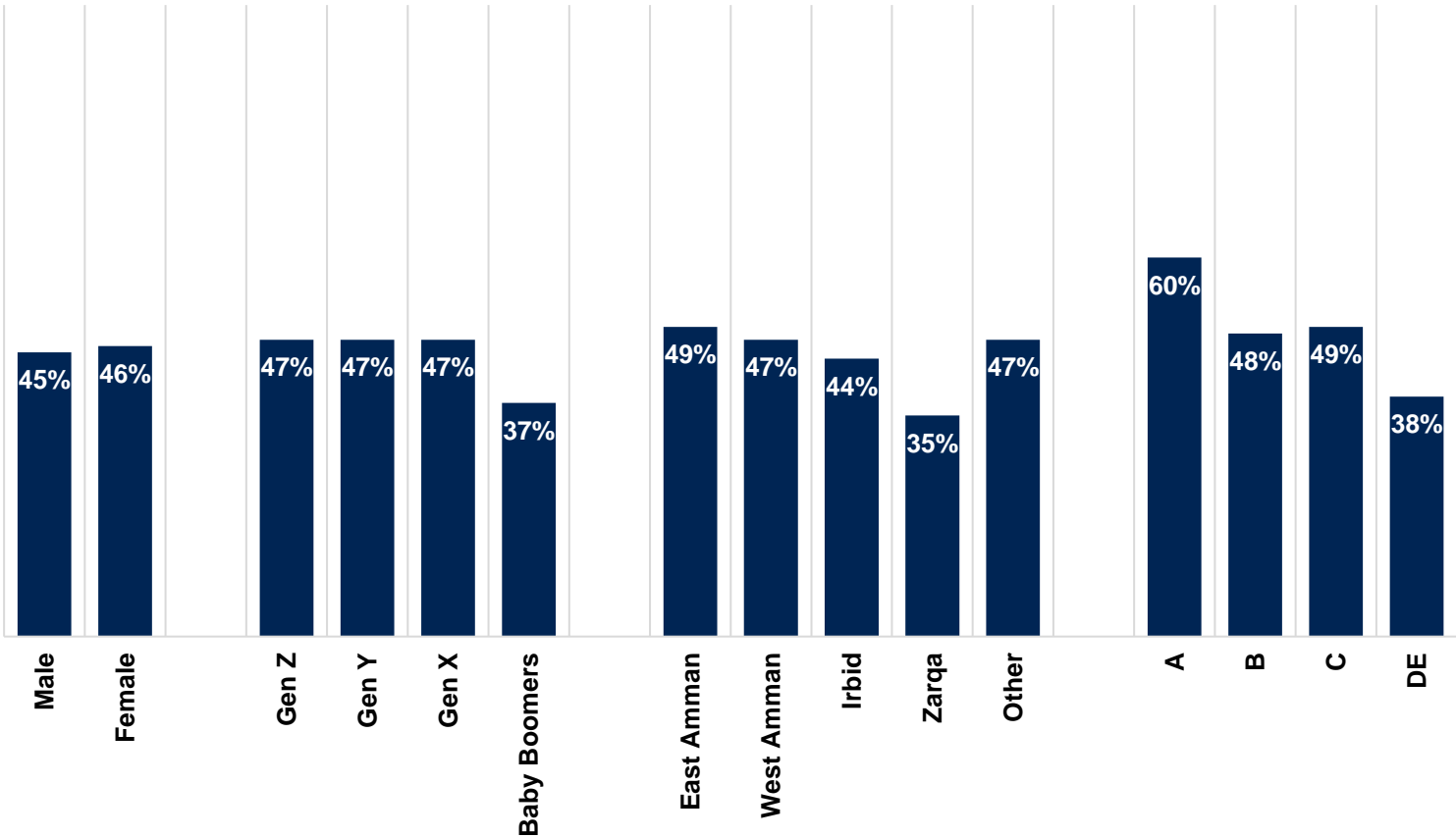**In The Future, People Will No Longer Use Cash As A Method Of Payment**

33%

Will Be Doing All Financial Transactions Through Digital Banking In The Future
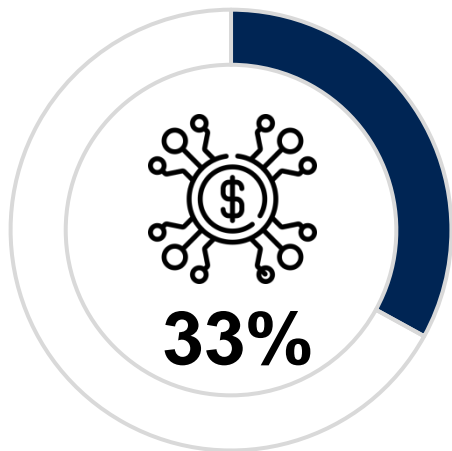
Views On The Future Of Cash

45%

In The Future, People Will No Longer Use Cash As a Method Of Payment

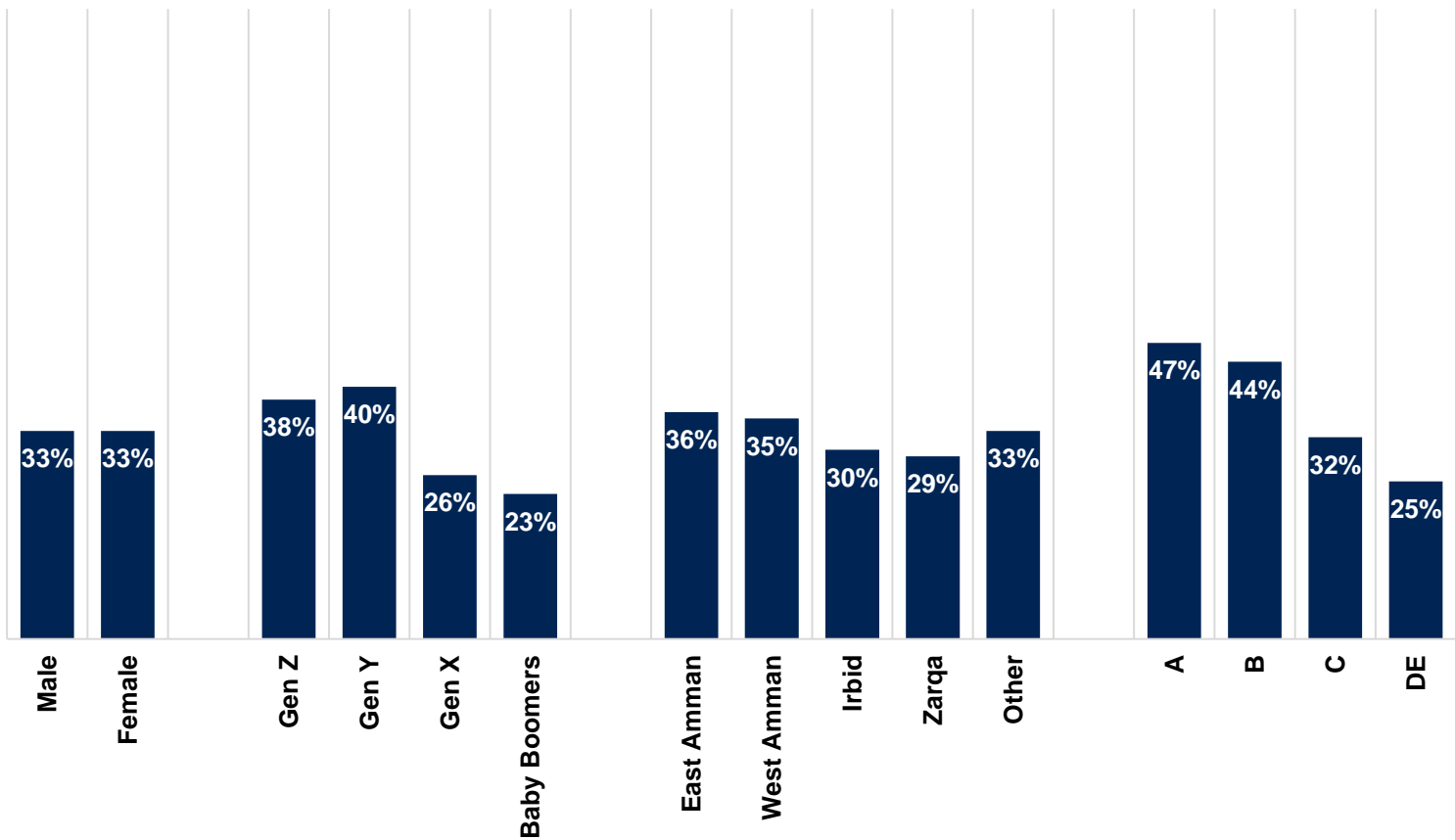| Male	Female	Gen Z	Gen Y	Gen X	Baby Boomers	East Amman	West Amman	Irbid	Zarqa	Other	A	B	C	DE
45%	46%	47%	47%	47%	37%	49%	47%	44%	35%	47%	60%	48%	49%	38%

Ipsos

Digital Banking Future Usage Intentions

33%

**Will Be Doing All Financial Transactions Through Digital Banking In The Future**

Male	Female	Gen Z	Gen Y	Gen X	Baby Boomers	East Amman	West Amman	Irbid	Zarqa	Other	A	B	C	DE
33%	33%	38%	40%	26%	23%	36%	35%	30%	29%	33%	47%	44%	32%	25%

Ipsos

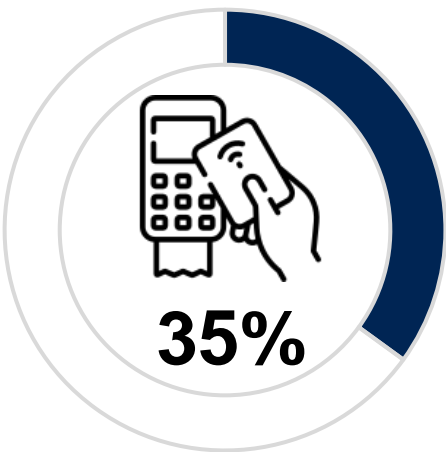# Willingness To Adopt New Financial Services
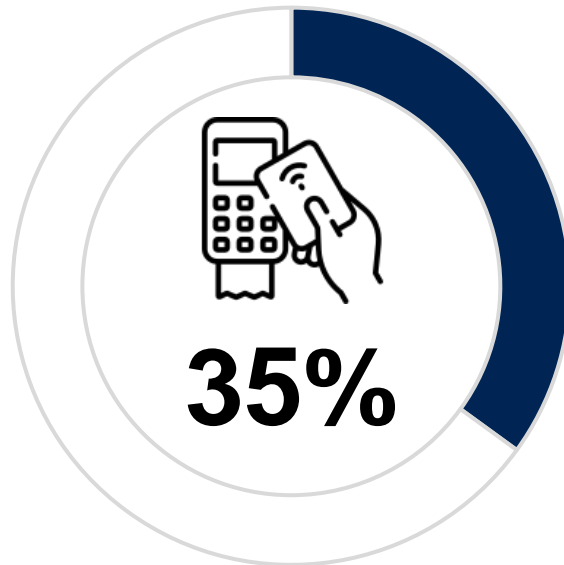
% Agree

35%

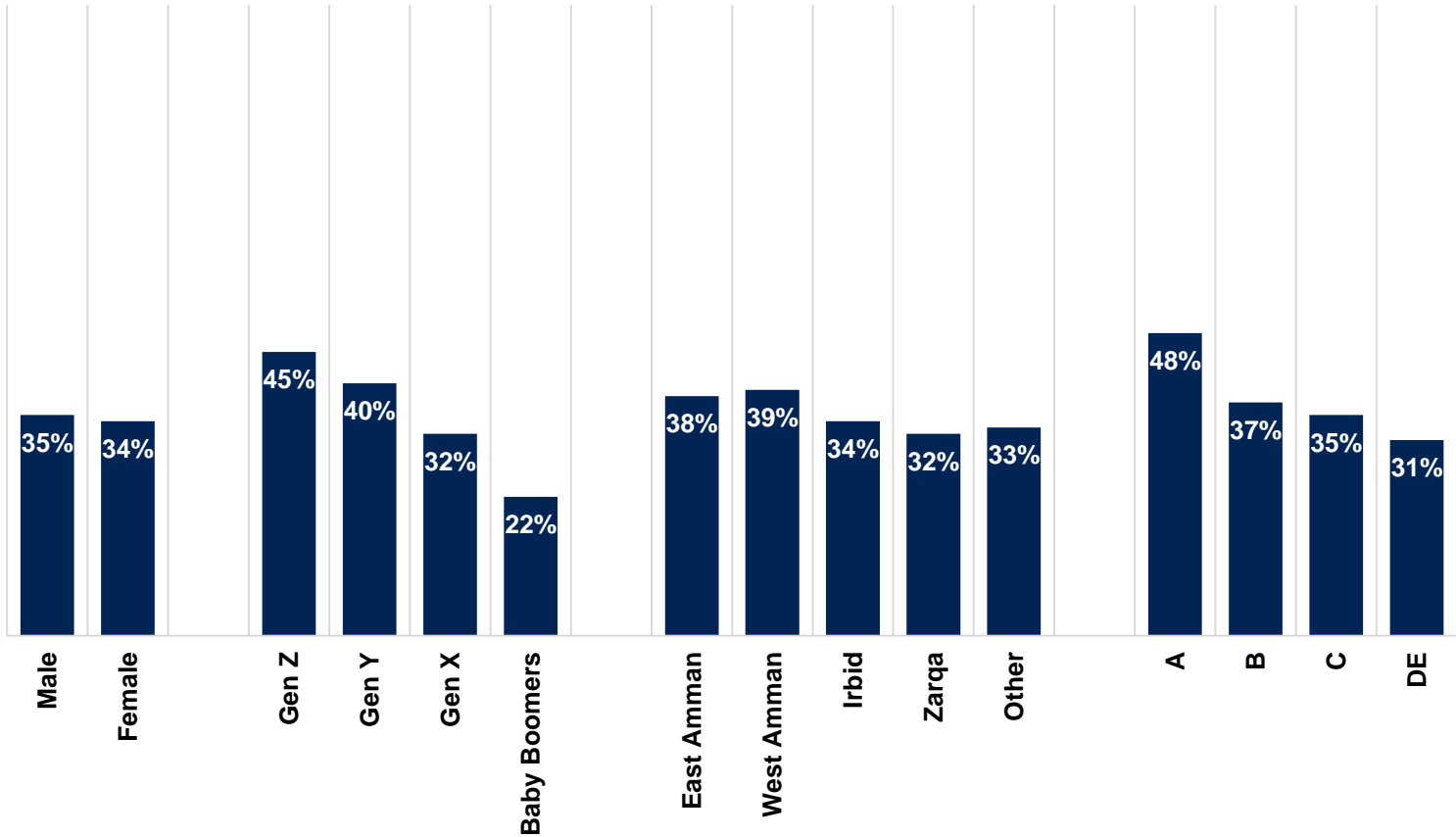**Are Willing To Try New Financial Services And Payment Methods**

33%

Will Use New Digital Financial Services When Adopted By Many People

Ipsos
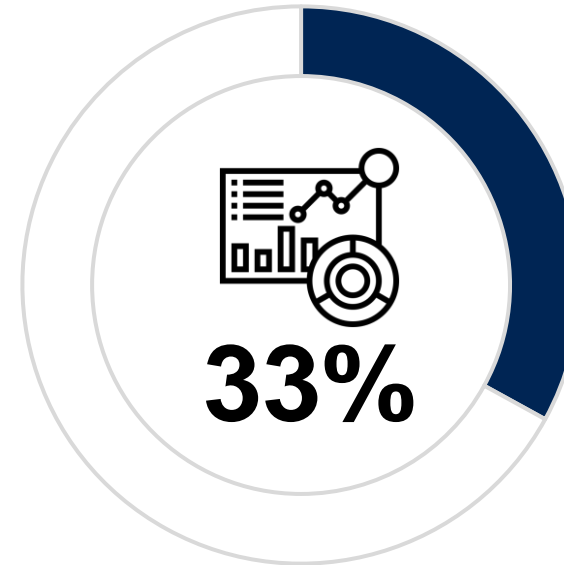
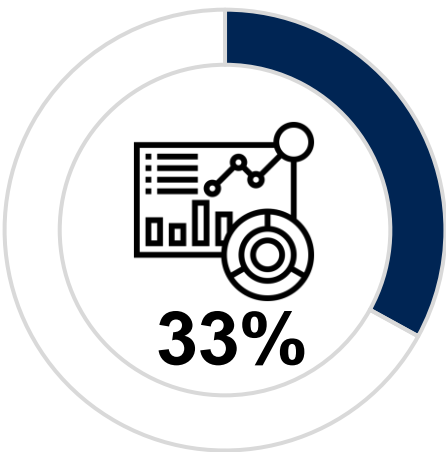# Willingness To Try New Financial Services

% Agree – By Demographics

35%

Are Willing To Try New Financial Services And Payment Methods

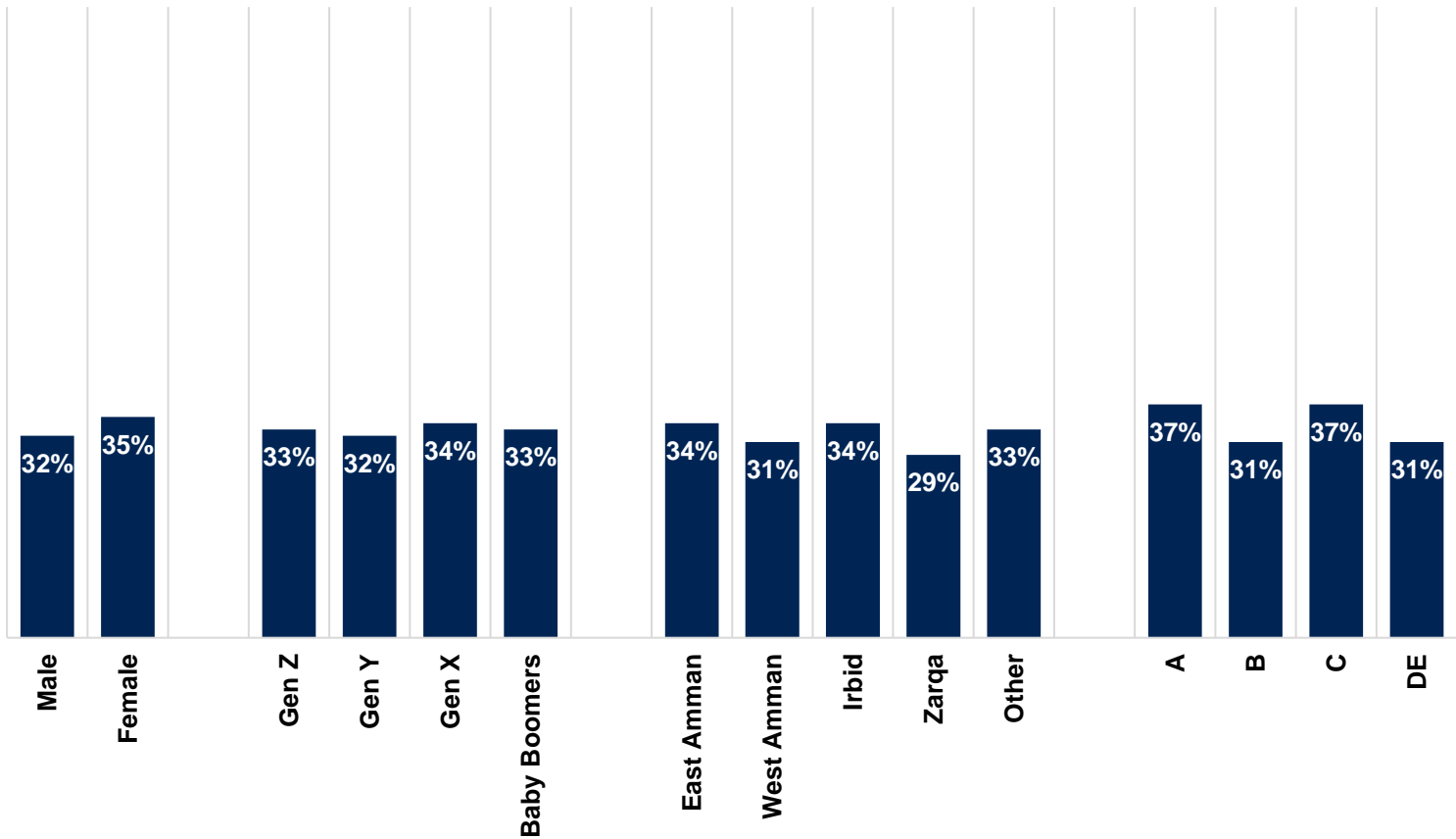| Category	%
Male	35%
Female	34%
Gen Z	45%
Gen Y	40%
Gen X	32%
Baby Boomers	22%
East Amman	38%
West Amman	39%
Irbid	34%
Zarqa	32%
Other	33%
A	48%
B	37%
C	35%
DE	31%

Ipsos

Willingness To Try New Digital Financial Services

% Agree – By Demographics

33%

Will Use New Digital Financial Services When Adopted By Many People

Male	Female	Gen Z	Gen Y	Gen X	Baby Boomers	East Amman	West Amman	Irbid	Zarqa	Other	A	B	C	DE
32%	35%	33%	32%	34%	33%	34%	31%	34%	29%	33%	37%	31%	37%	31%

Methodology

Sample Size

1000 Respondents

Sample Criteria

The Survey Covered **ages 18 years old and above**, **Males** and **Females, All Socio-Economic Classes**, 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 Jordan

Geographical Coverage

Conducted in Jordan, Nationwide Coverage

Ipsos

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GAME CHANGERS

Ipsos