

# Views On Digital Banking In Morocco

February - 2024

GAME CHANGERS

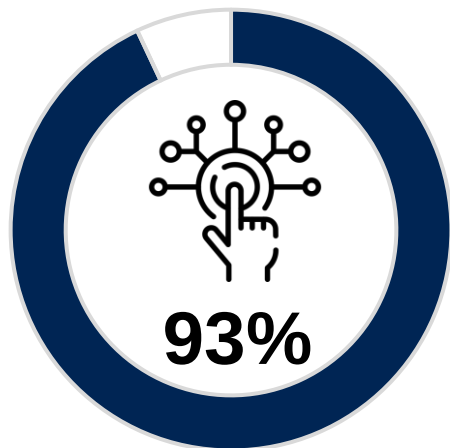




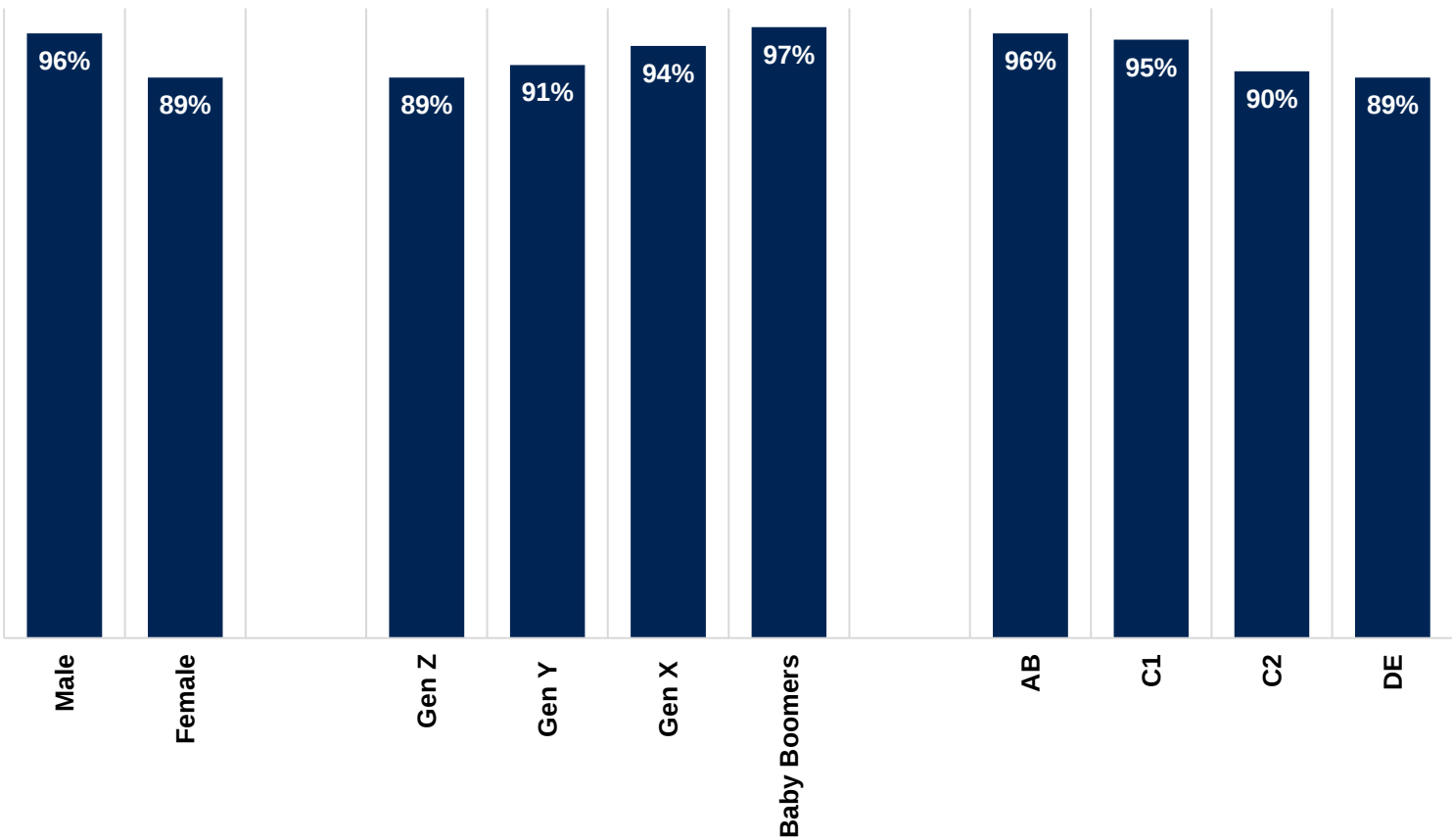
# Usage of Digital Banking

# Usage Of Digital Banking Channels

% Use – By Demographics

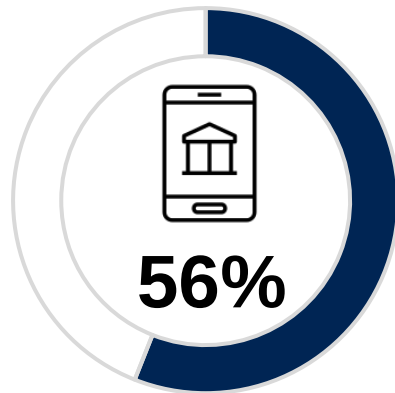


Have Used Digital  
Banking Channels

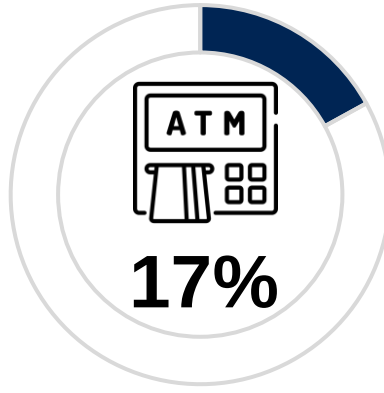


# Most Preferred Banking Channel

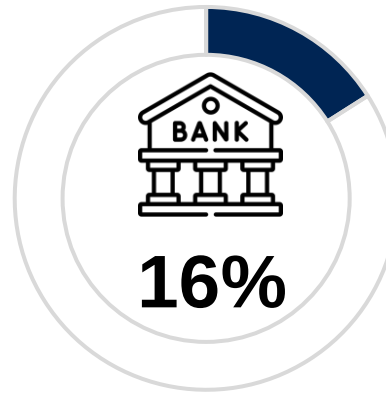
% Prefer



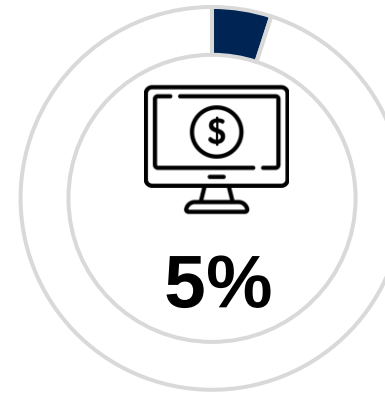
**Mobile Banking  
Application**



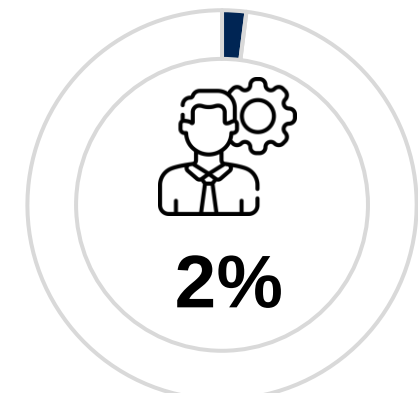
**ATM**



**Visit Bank Branch**



**Online Banking  
Website**



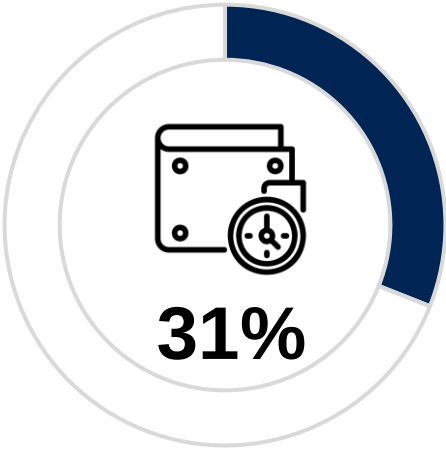
**Contacting  
Personal Account  
Manager**



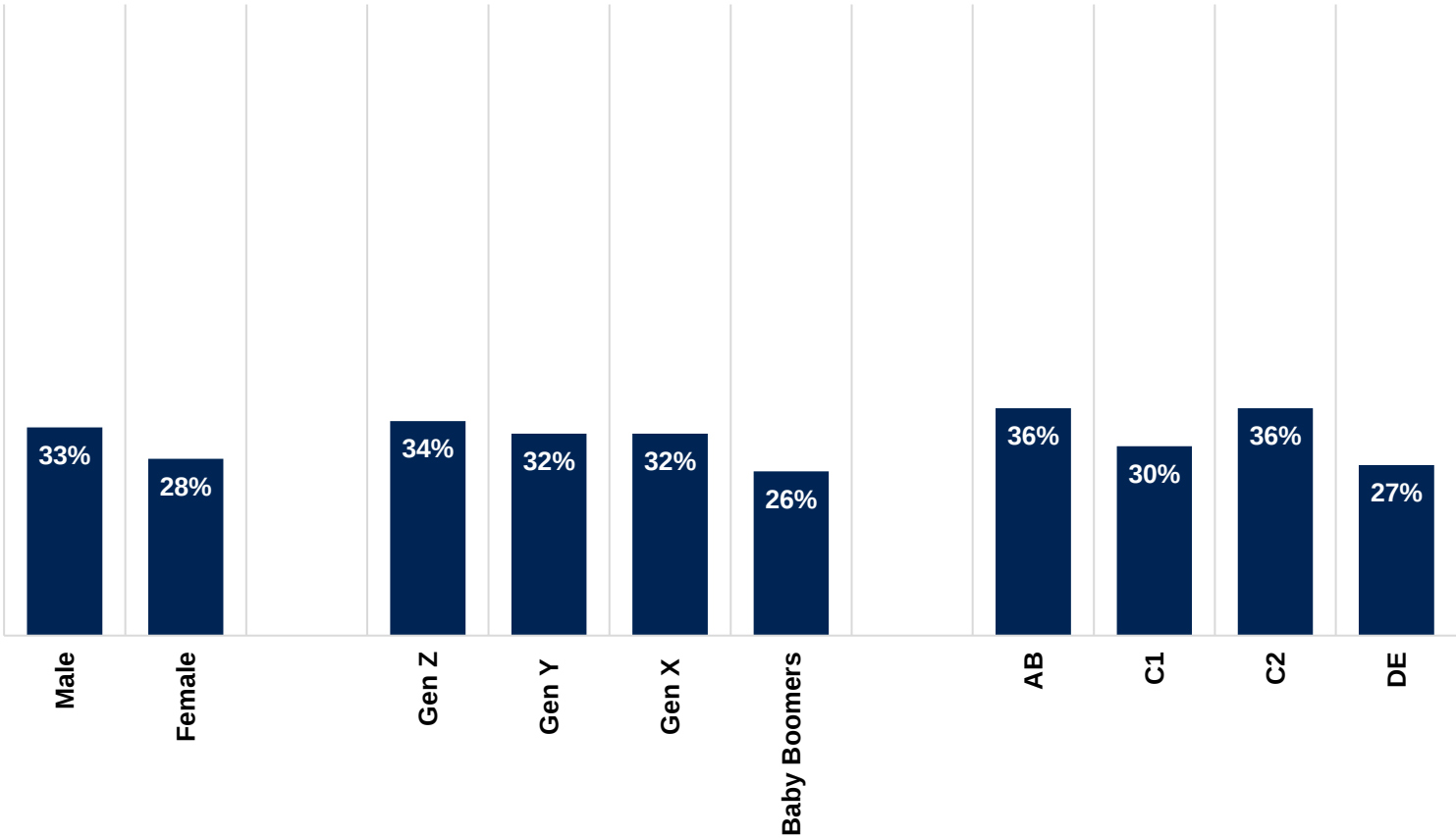
# **Attitudes Towards Financial Services Providers**

# Attitudes Towards Non-Traditional Financial Services Providers

% Agree – By Demographics

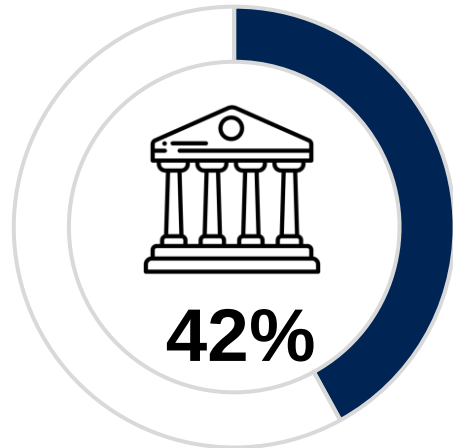


Non-traditional  
Financial Services  
Providers Will Be The  
Future Of Finance

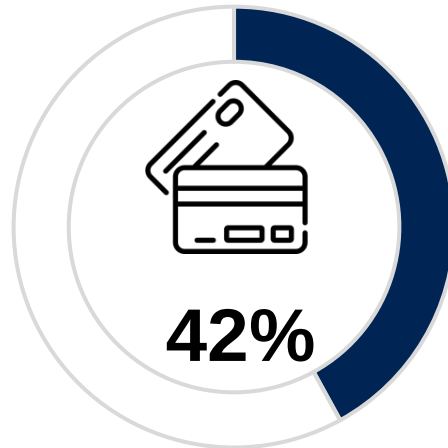


# Trust Levels Towards Different Service Providers For Financial Transactions

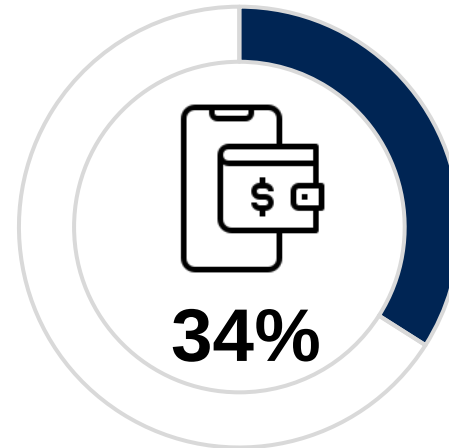
% Trust



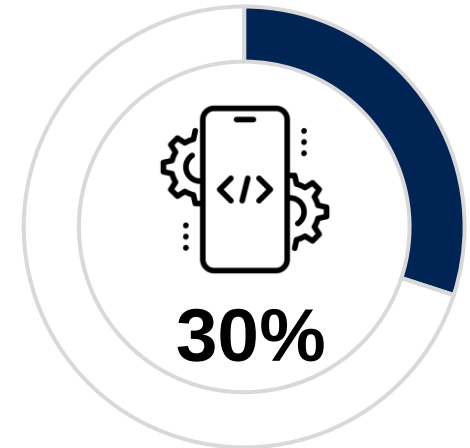
Traditional Banks



Payment Processing Companies



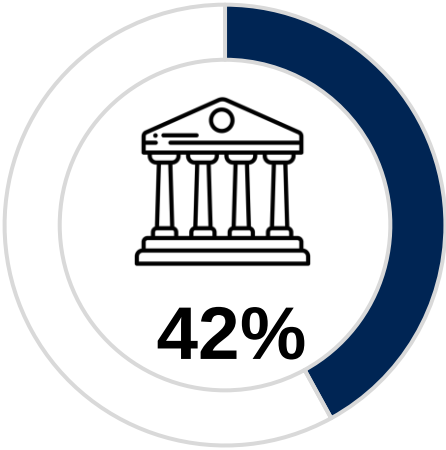
Digital Payment Companies



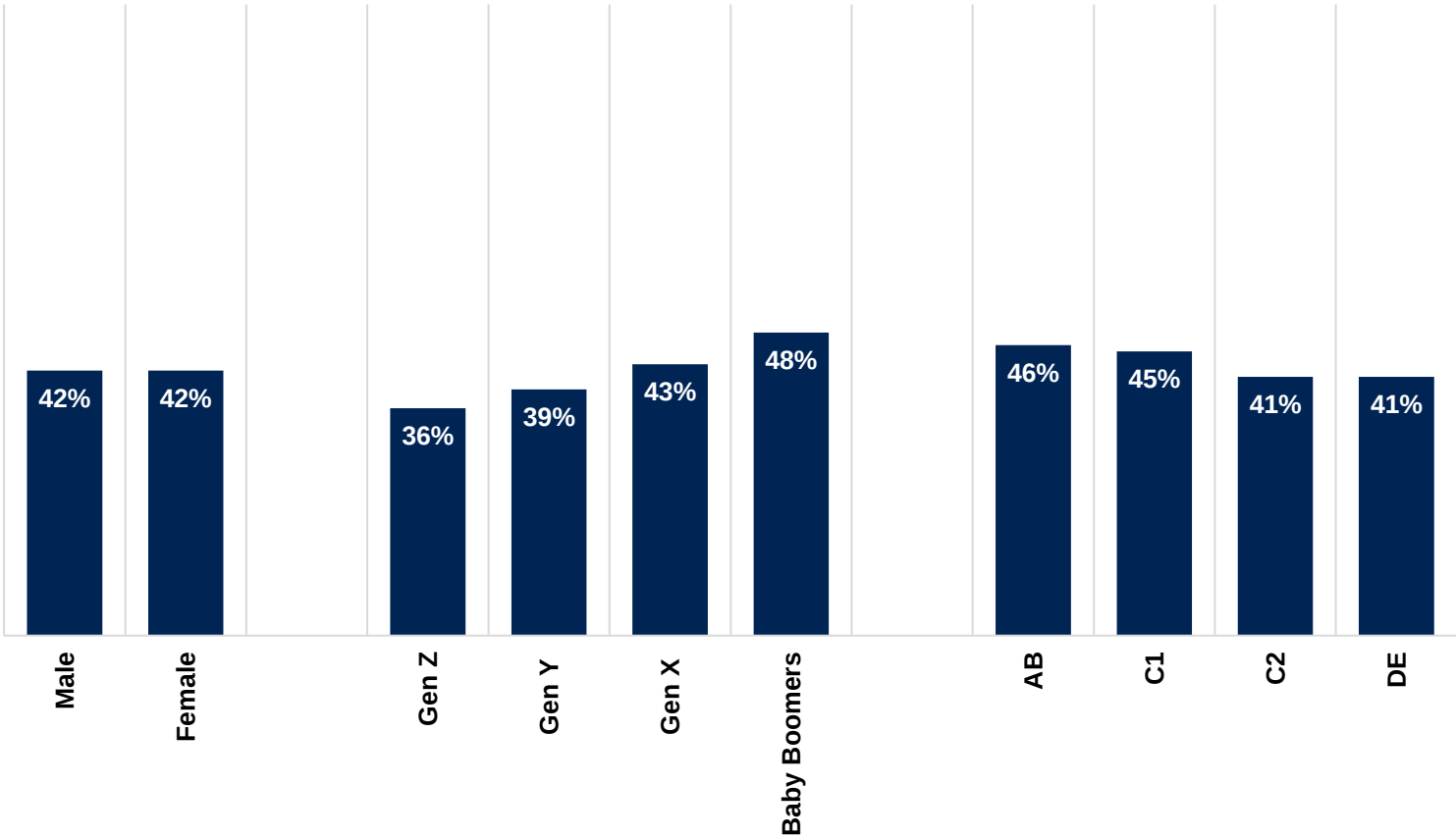
Mobile Technology Companies

# Trust In Traditional Banks

% Trust – By Demographics

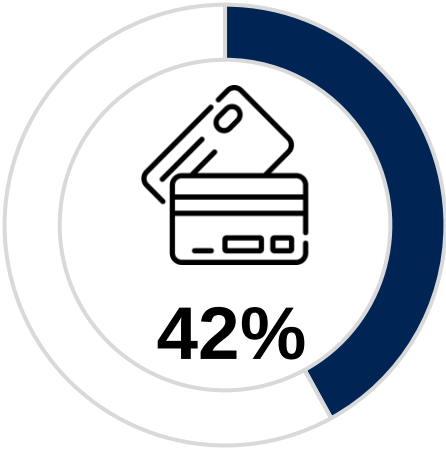


Traditional Banks

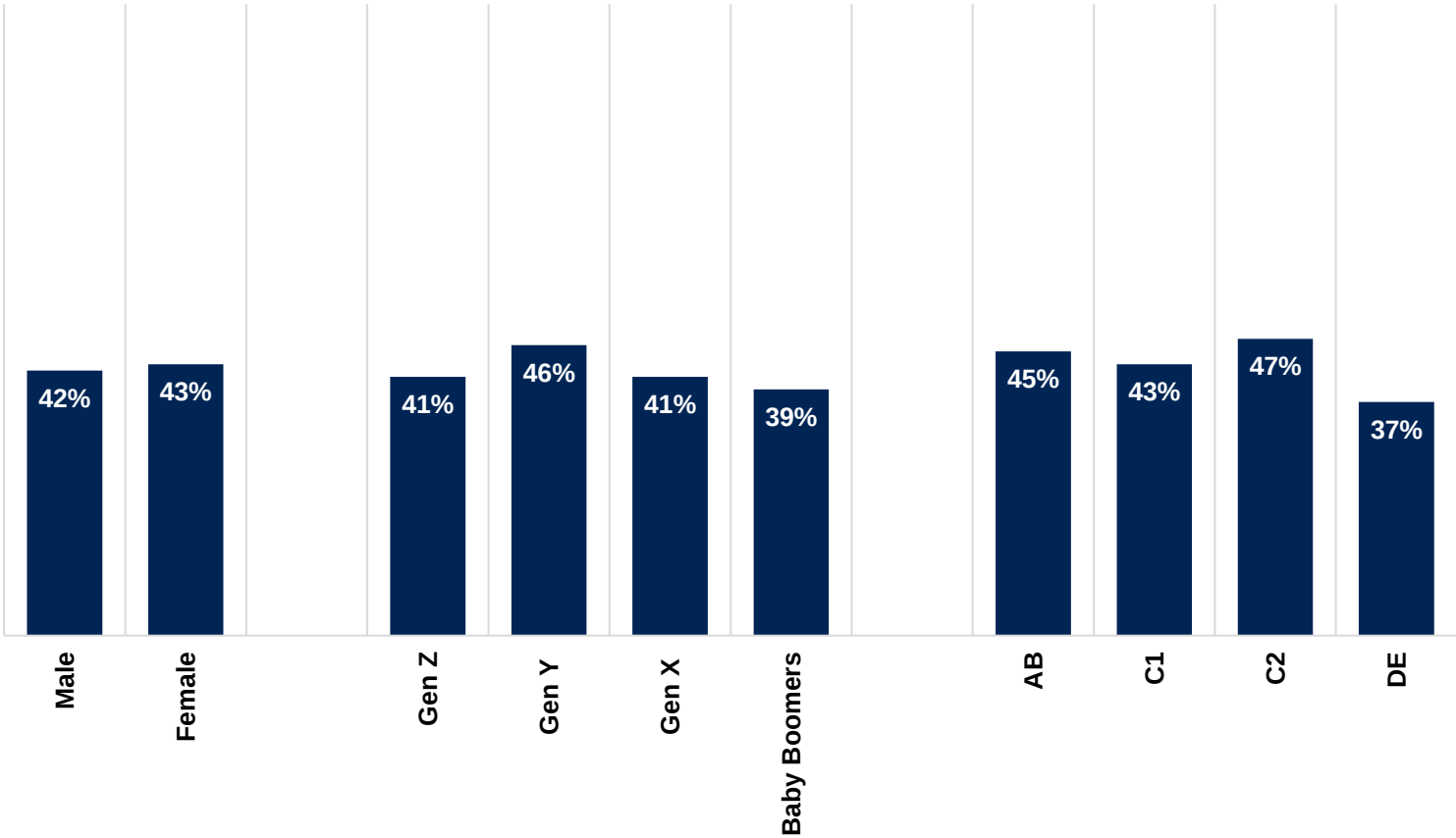


# Trust In Payment Processing Companies

% Trust – By Demographics

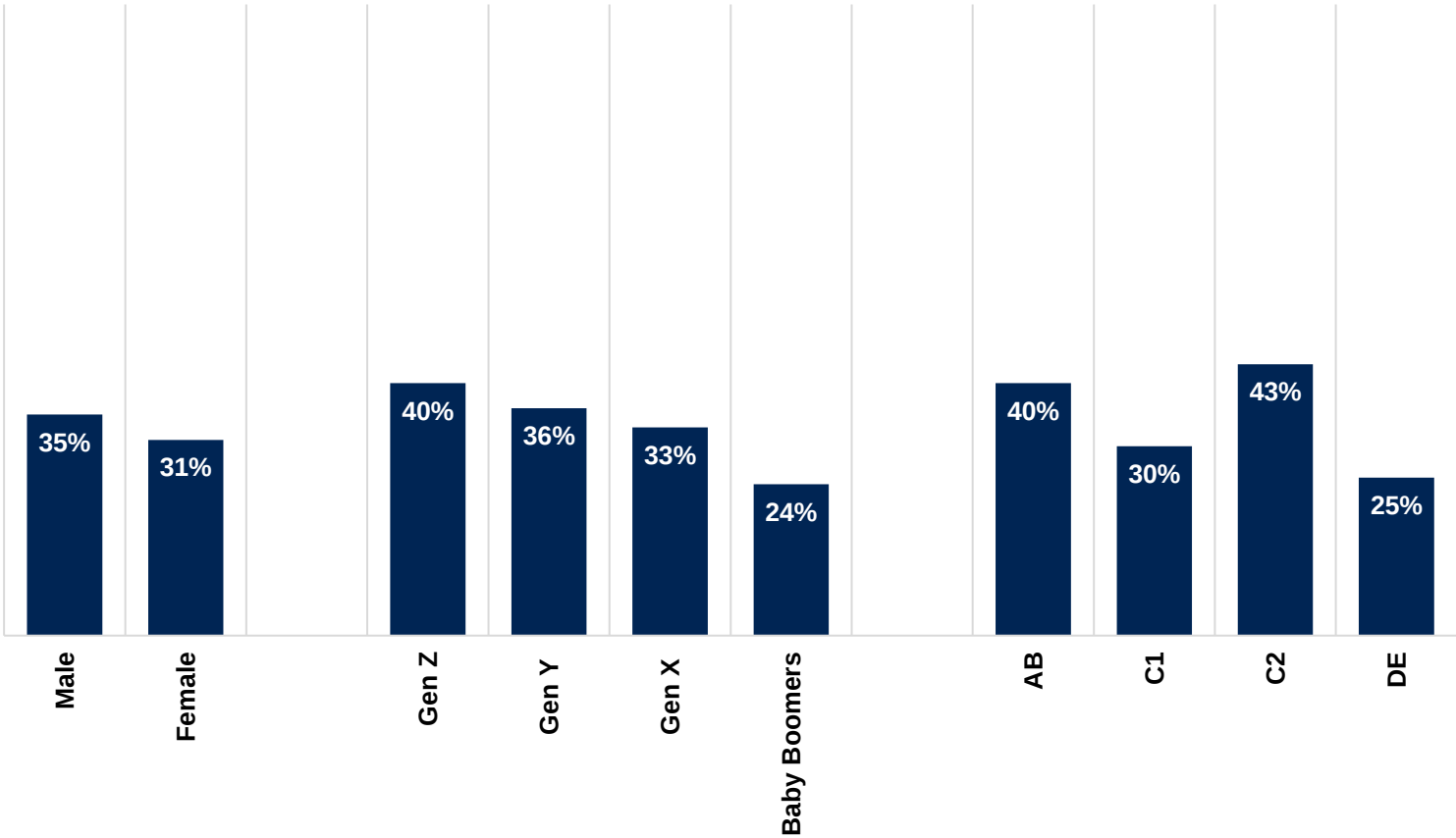
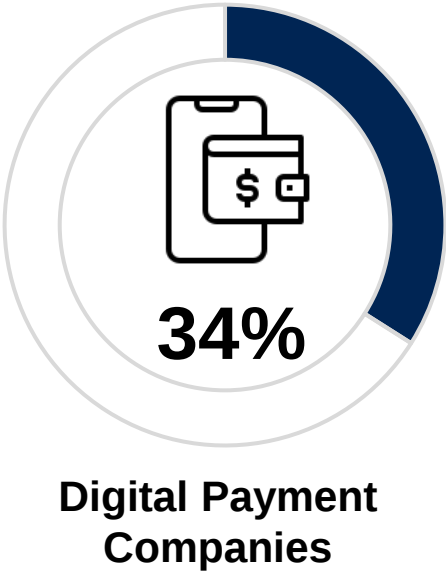


Payment Processing Companies



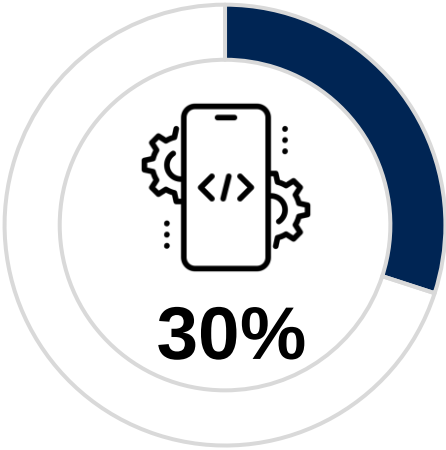
# Trust In Digital Payment Companies

% Trust – By Demographics

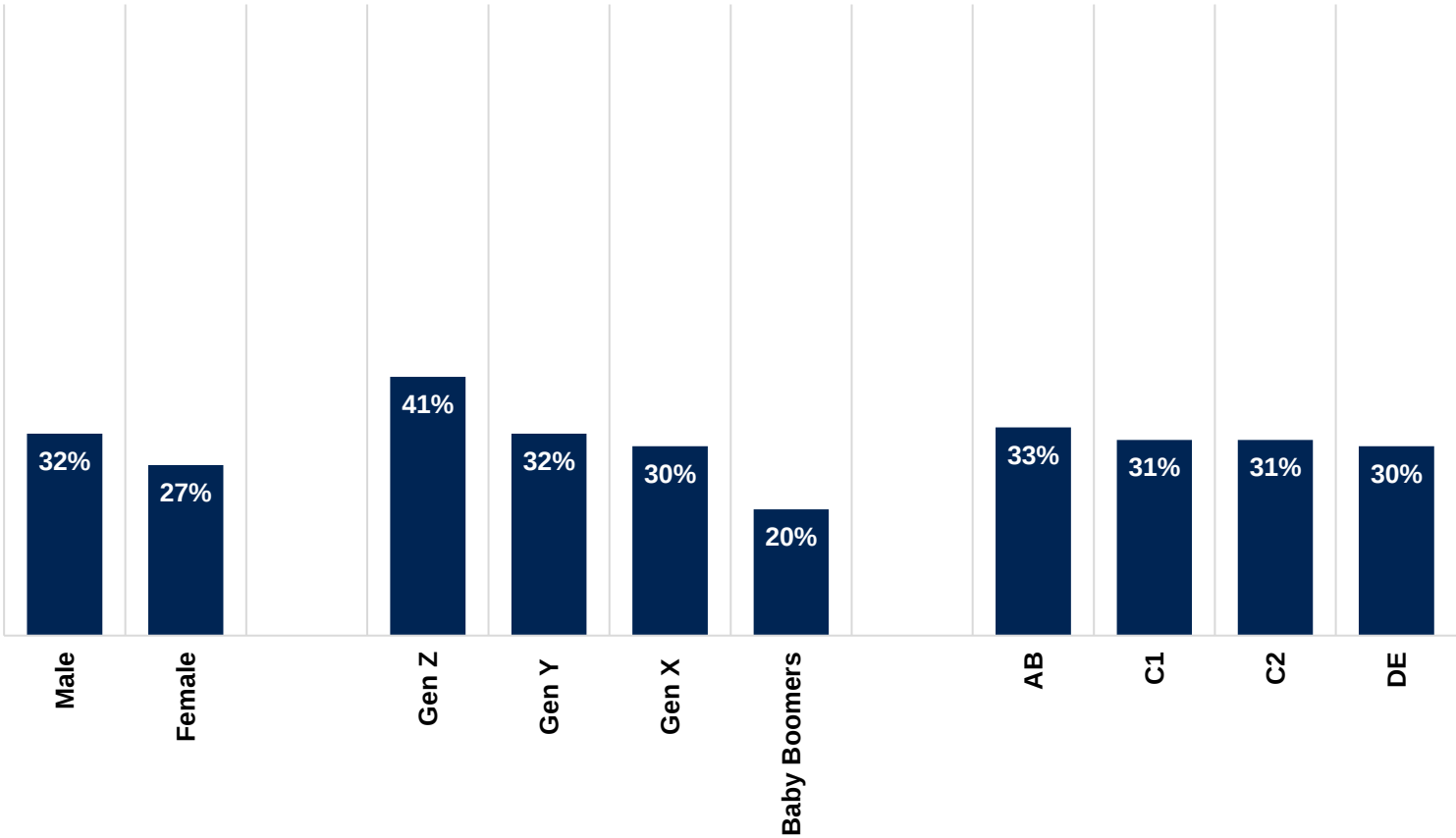


# Trust In Mobile Technology Companies

% Trust – By Demographics



Mobile Technology  
Companies

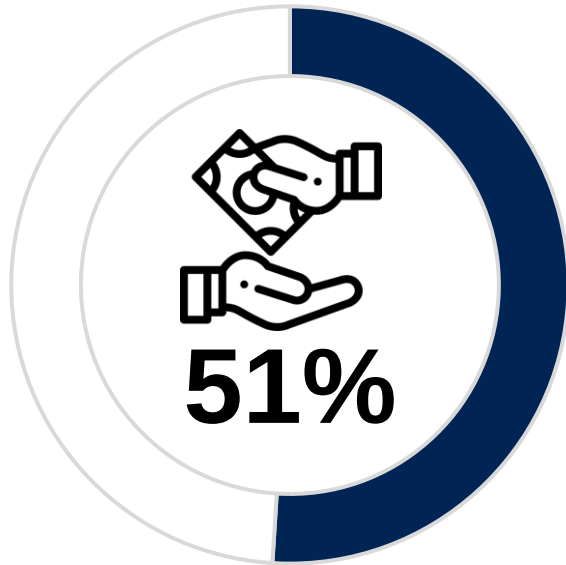




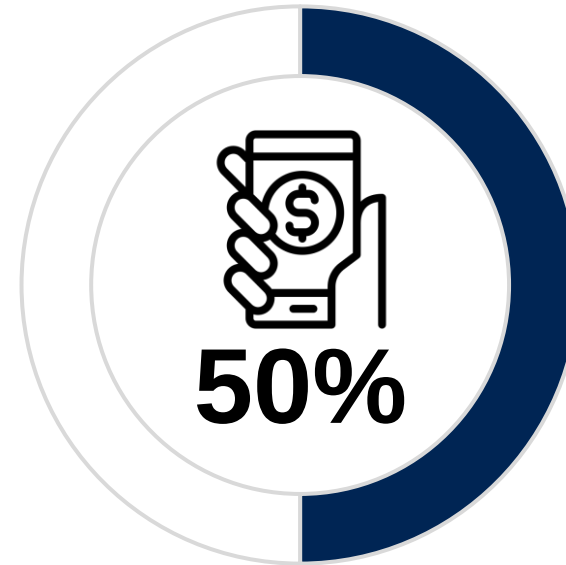
# **Future Outlook Towards Financial Services**

# Attitudes Towards New Financial Services

% Agree



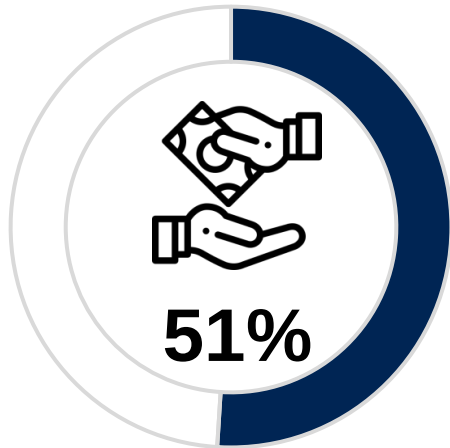
**In The Future, People Will No Longer Use Cash As A Method Of Payment**



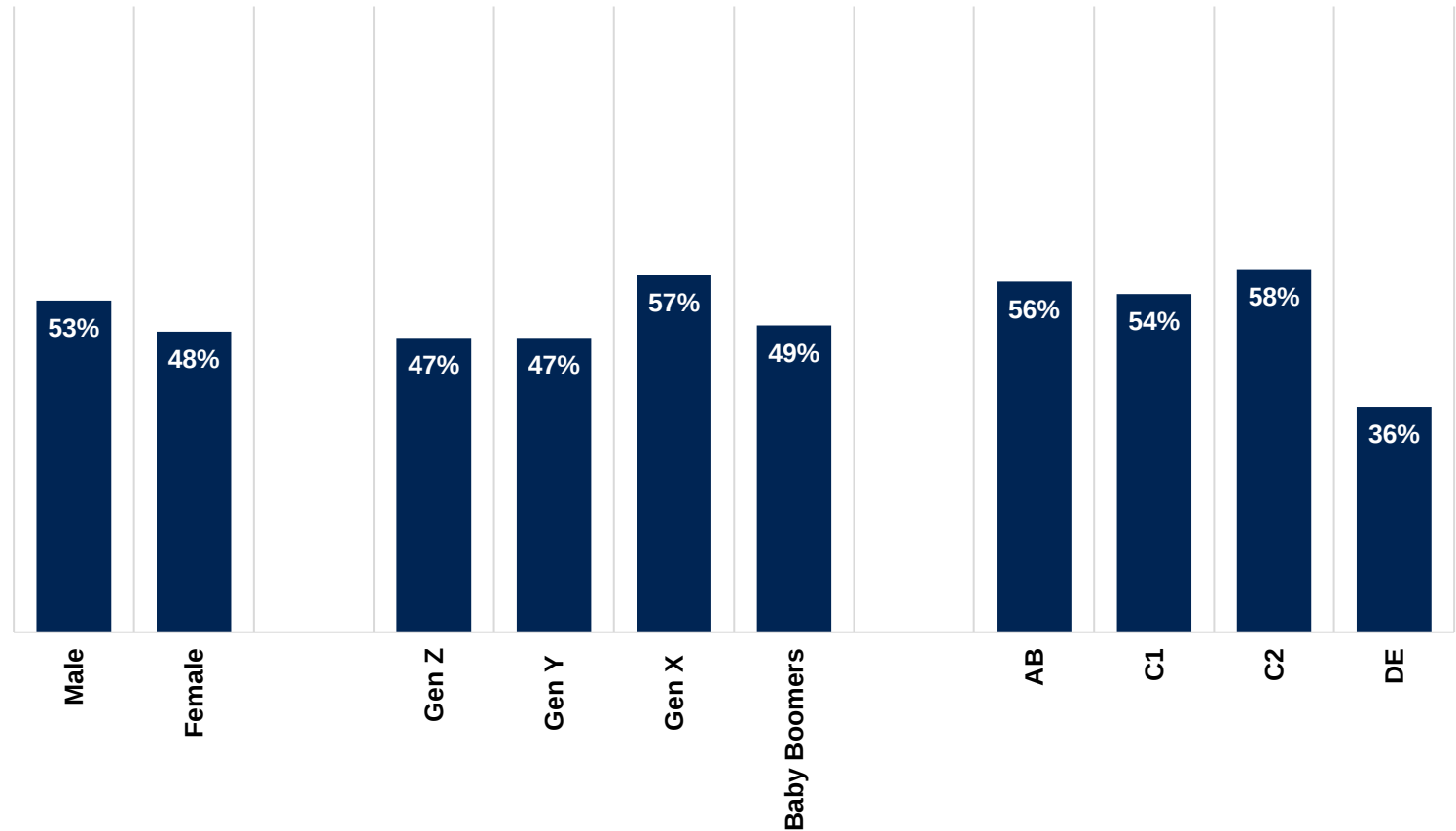
**I Will Be Doing All Financial Transactions Through Digital Banking In The Future**

# Views On The Future Of Cash

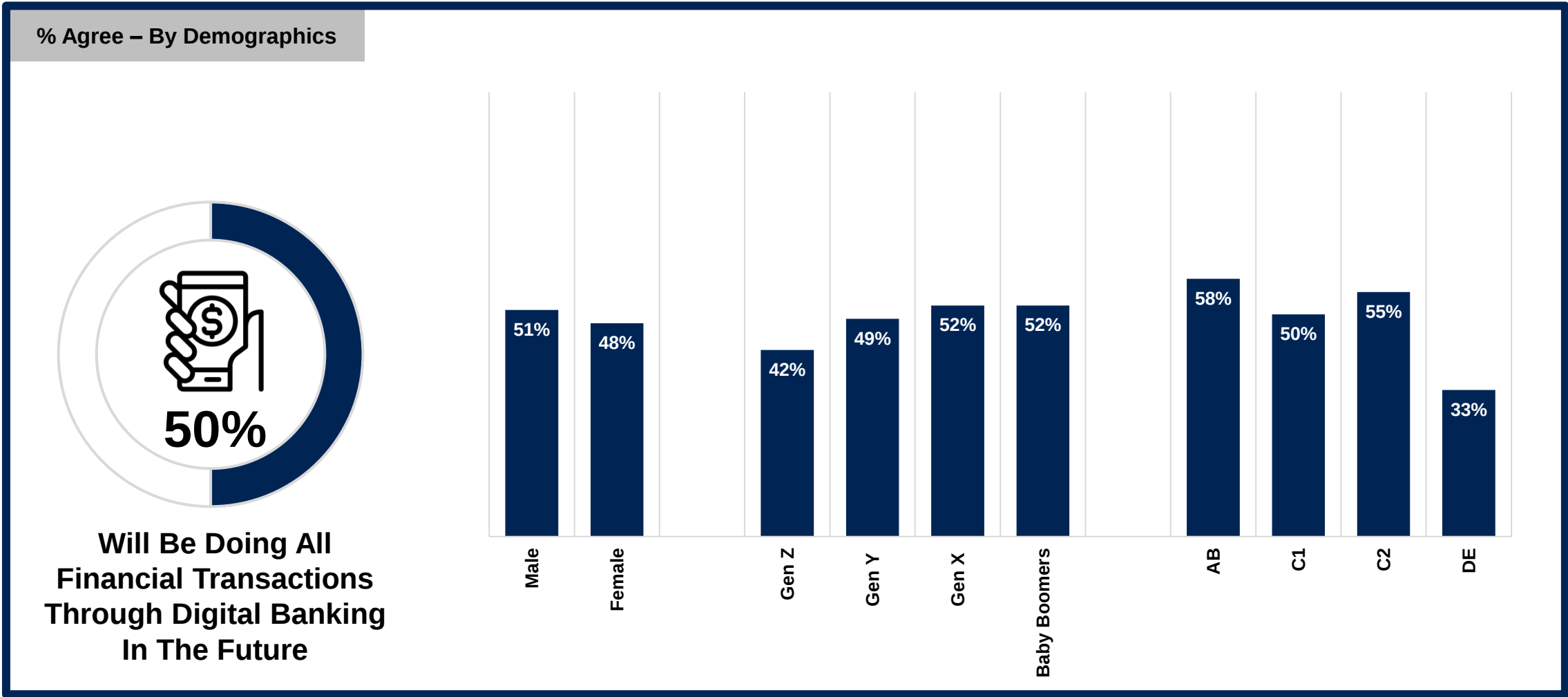
% Agree – By Demographics



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

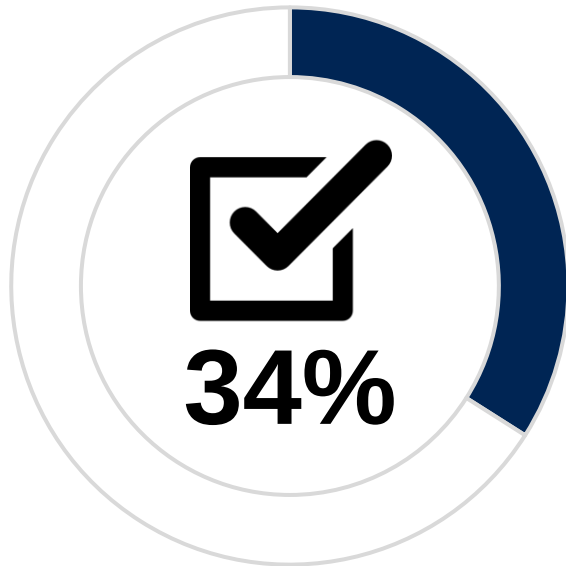


# Digital Banking Future Usage Intentions

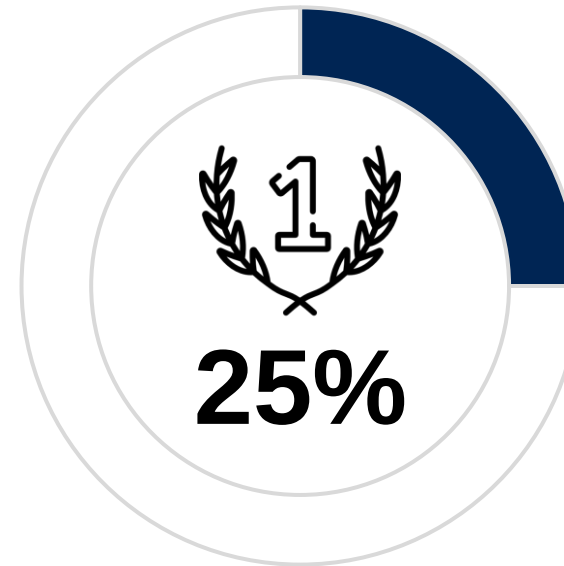


# Willingness To Adopt New Financial Services

% Agree

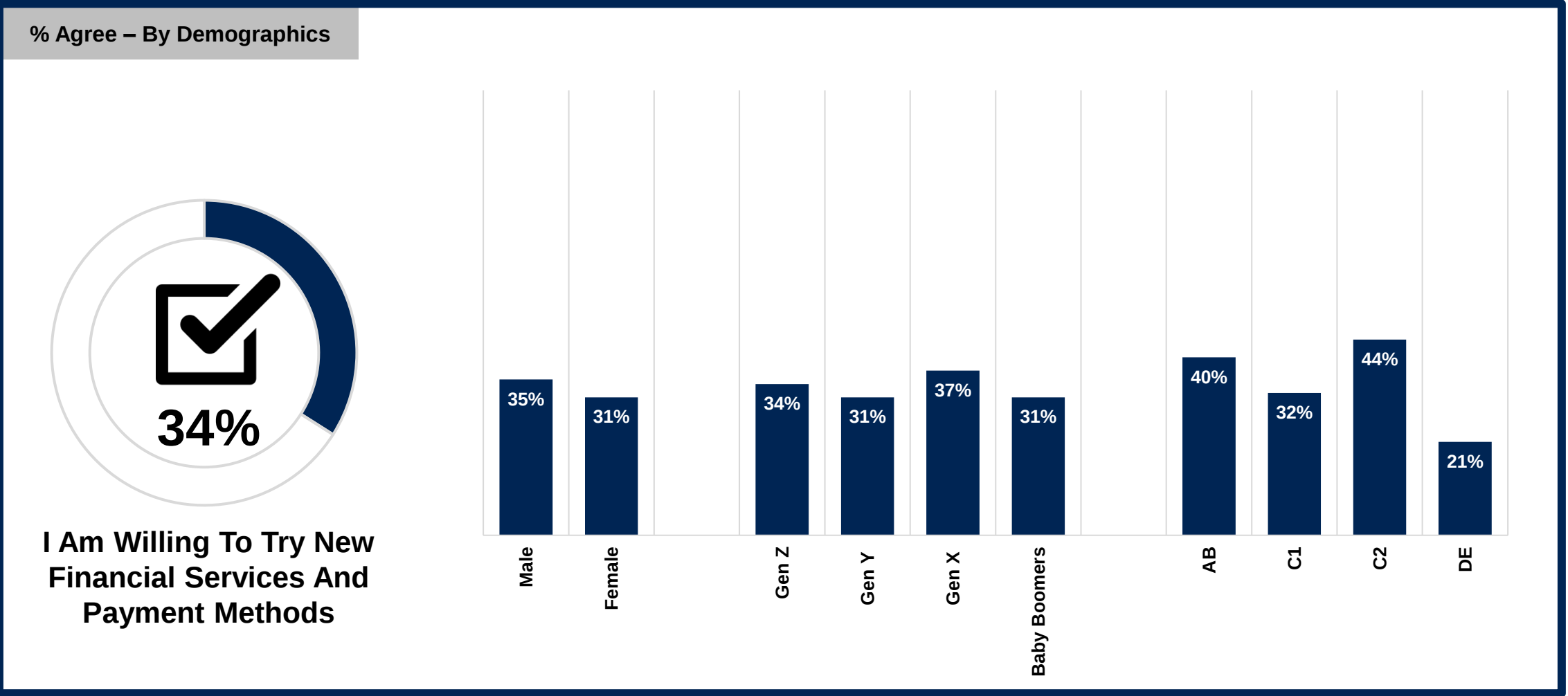


**I Am Willing To Try New  
Financial Services And  
Payment Methods**

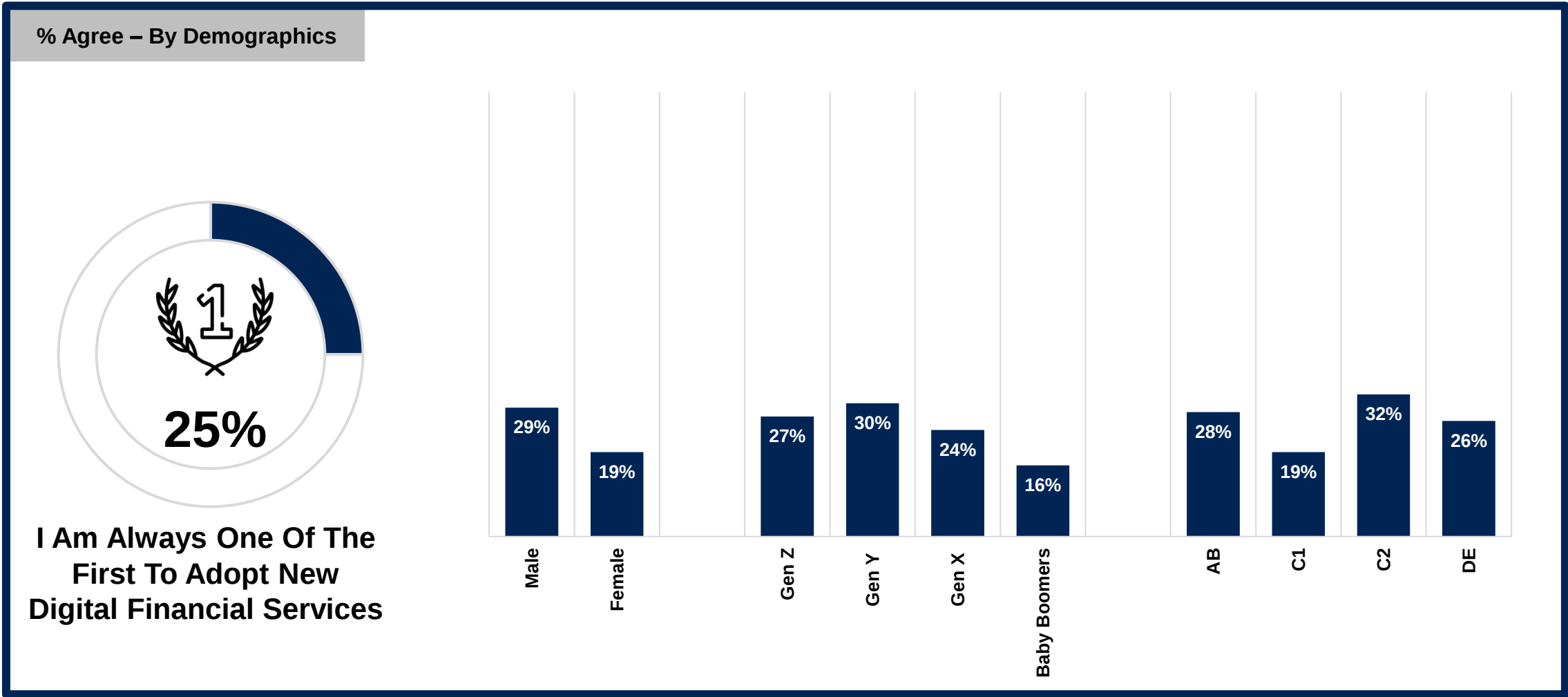


**I Am Always One Of The First  
To Adopt New Digital  
Financial Services**

# Willingness To Try New Financial Services



# Early Adoption Of New Digital Financial Services



# Methodology



## Sample Size

1000 Respondents



## Sample Criteria

The survey covered people **aged 18 years old and above, males and females, all socio-economic classes, and have an active bank account**



## Methodology

The Survey Was Conducted through online interviews as part of the syndicated "**BankScape**" study conducted by Ipsos in Morocco



## Geographical Coverage

Conducted in Morocco,  
Across The Country

## For More Information:

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**GAME CHANGERS**

