

THE CHECK IS IN... CYBERSPACE!

56%
BANK ONLINE

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Fifty-six percent of us are handling our banking online. Anyone who has paid a bill or set up a recurring payment or validated a payment online knows how easy it is . . . and how habit-forming. The big reveal here, though, is that more than half the online population is comfortable banking online, even in the face of news about hacking and security theft. We believe that as a larger demographic of those who were raised with smart technology in their hands reach banking age, the 56% will climb, more so as security technology becomes even more sophisticated. In fact, we think you can bank on it.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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