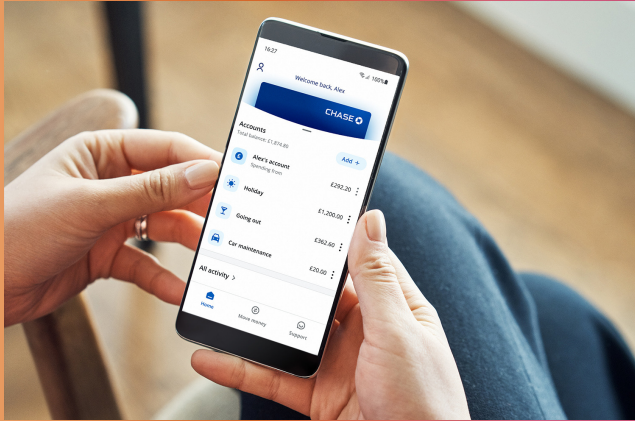




DIGITAL BANKING

This month we revisited the topic of banking & digital banking. With finances important to all of us, and in an everchanging world, your views on banking providers are interesting and useful. From thoughts on digital-only banks and bank branch closures. Here's a snapshot of what you told us...

FOCUSED ON FINANCES

73% say they always pay attention to their finances

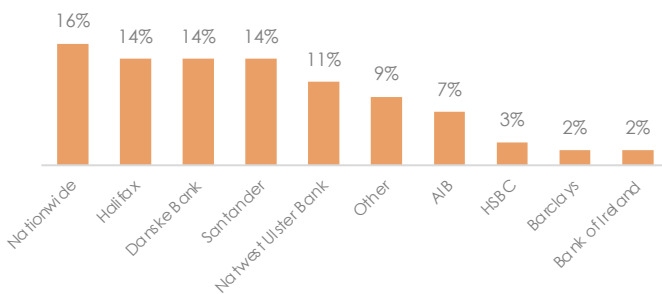
MORE LIKELY TO MULTI-BANK

28% like to 'multi-bank' using different providers for different things

MAKING MORE OF THEIR MONEY

44% have tried to take better care of their finances this year

Main current account providers



Bank account satisfaction

88%

say they are satisfied with their main bank account provider with **56%** very satisfied. Just **4%** are unsatisfied.

76%

are likely to recommend their main bank account provider to others with **47%** very likely to do so.

57%

have a banking current account with another provider who is not their main current account provider.

Important factors in a banking provider

70%

Look for a provider with **great customer service**

69%

Look for a provider who makes it easy to **speak to a member of staff**

65%

Look for a provider who has a **great mobile banking offering**.

59%

Look for a provider with **branches in Northern Ireland**

Digital only banking

51%

use a digital only bank for which is up from 23% in 2019 and 42% in 2024.



Digital only bank reasons

25%

Use a digital only bank for everyday spending

31%

Use a digital only bank for holidays and travel

25%

Use a digital only bank for saving

Top 5 digital only bank awareness

