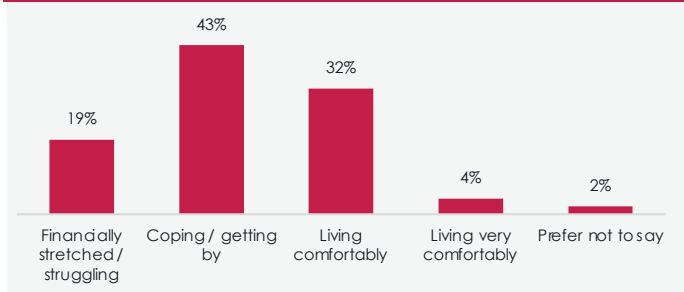


Banking & Personal Finance

This month, we asked our Northern Ireland audience community all about banking and personal finance. We explore our community's outlook their financial situation in general, but also specific habits including online banking and the growth in digital only banking. Here's a snapshot of what they told us...

Current financial situation



Finance statements

- 22%** expect their financial situation to get worse in the next 12 months whilst **45%** think it will stay the same and only **16%** think it will get better.
- 26%** say they always pay attention to their finances with **18%** saying they are confident at managing their own finances.
- 14%** are more likely to save than borrow with almost **1 in 10** looking out for financial products that offer additional incentives.

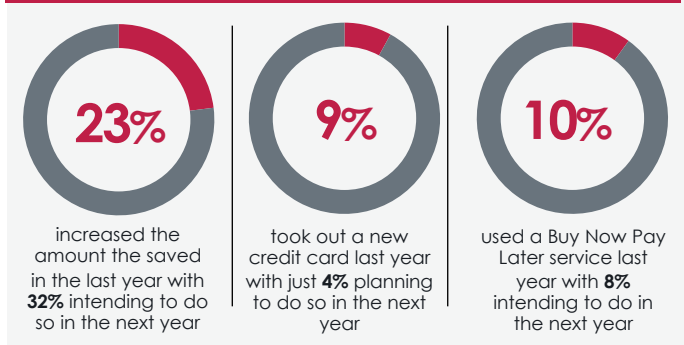
Mood of the nation

- 40%** Currently feel optimistic about their **job security**
- 83%** Currently feel pessimistic about **utility bills**
- 67%** Currently feel pessimistic about the **economy in general**
- 28%** Currently feel optimistic about their **house value**

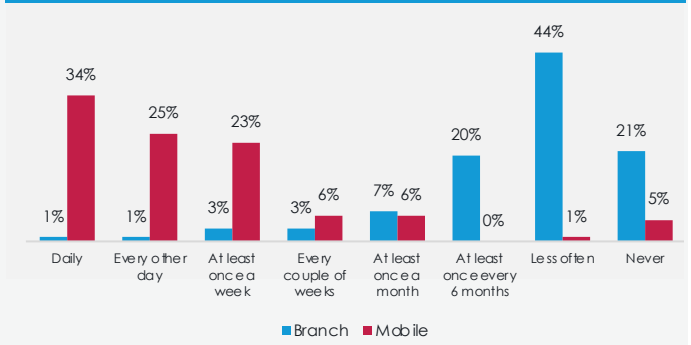
Digital-only banking

42% currently use a 'challenger bank' or 'digital-only bank' which is up from 23% in 2019

Financial activities last & next 12 months



Branch visit vs. mobile banking frequency



CONTACTLESS OVER CASH!

79% make payments via a means other than cash including bank cards, mobile and smartwatches

CURRENT ACCOUNT CONTENTMENT.

78% are happy with their current account provider with 38% being very happy.

A MULTI-BANK MOVEMENT?

16% opened an additional current account in the past year with 24% doing so in the last 2 years

For more insights and opinions visit: