

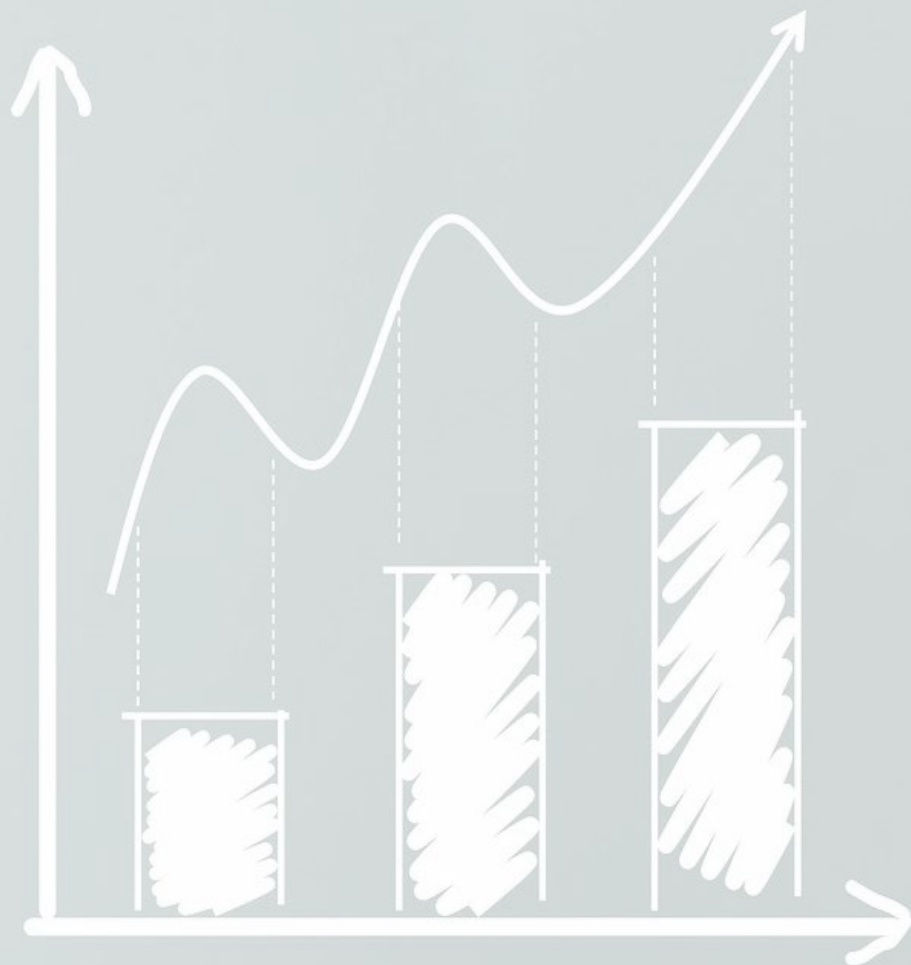
# The French, their banking, their expectations

(Study No. 2)



FÉDÉRATION  
BANCAIRE  
FRANÇAISE

2 FEBRUARY 2021

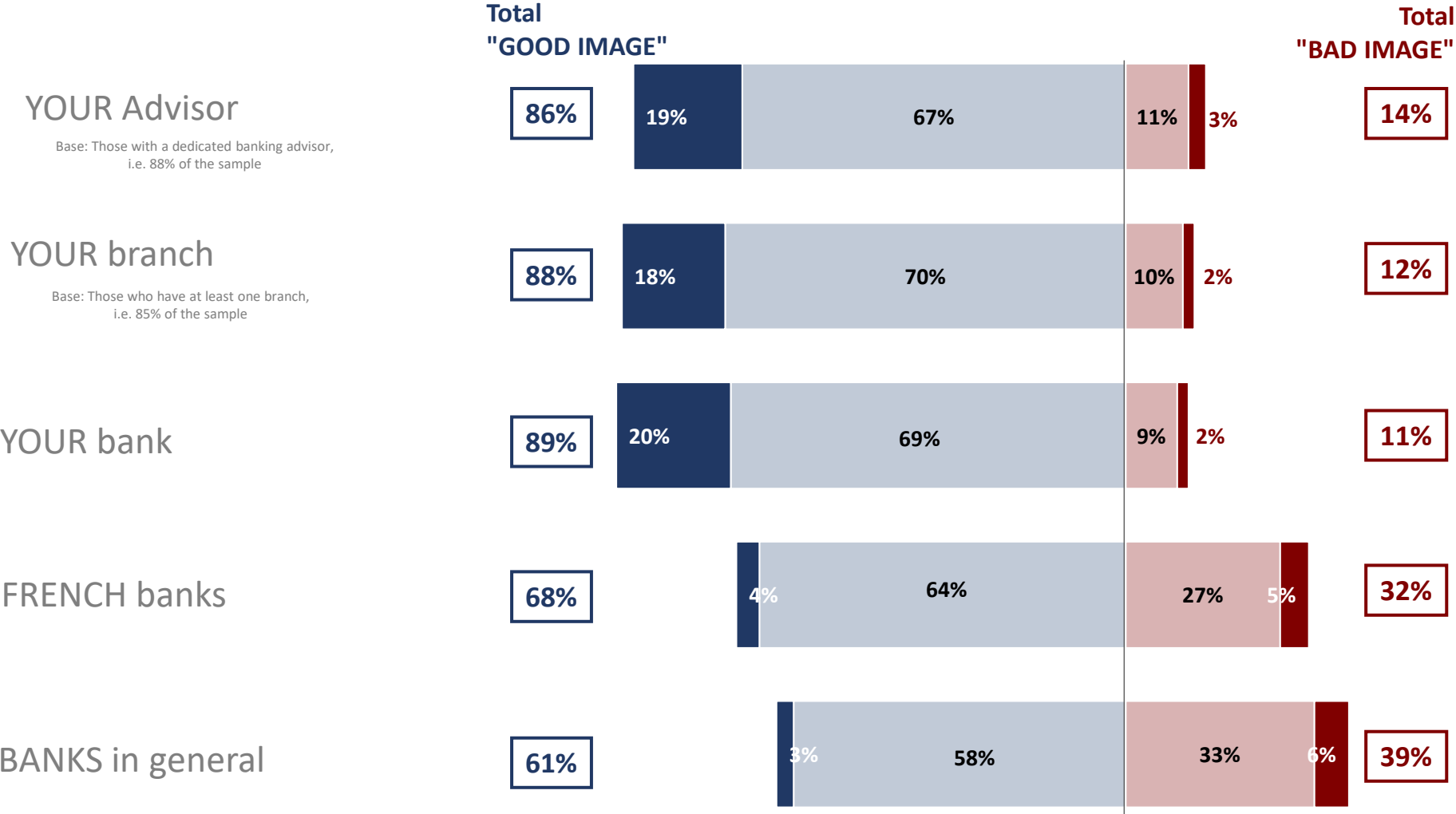


# *Survey results*

# A ► *Verdict on banks*

# The French testify to having an excellent image of their advisor, their bank branch and their bank (more than 85%) and all French banks (almost 70%)

Question: Would you say that you have a very good, quite good, quite bad or very bad image of ...?

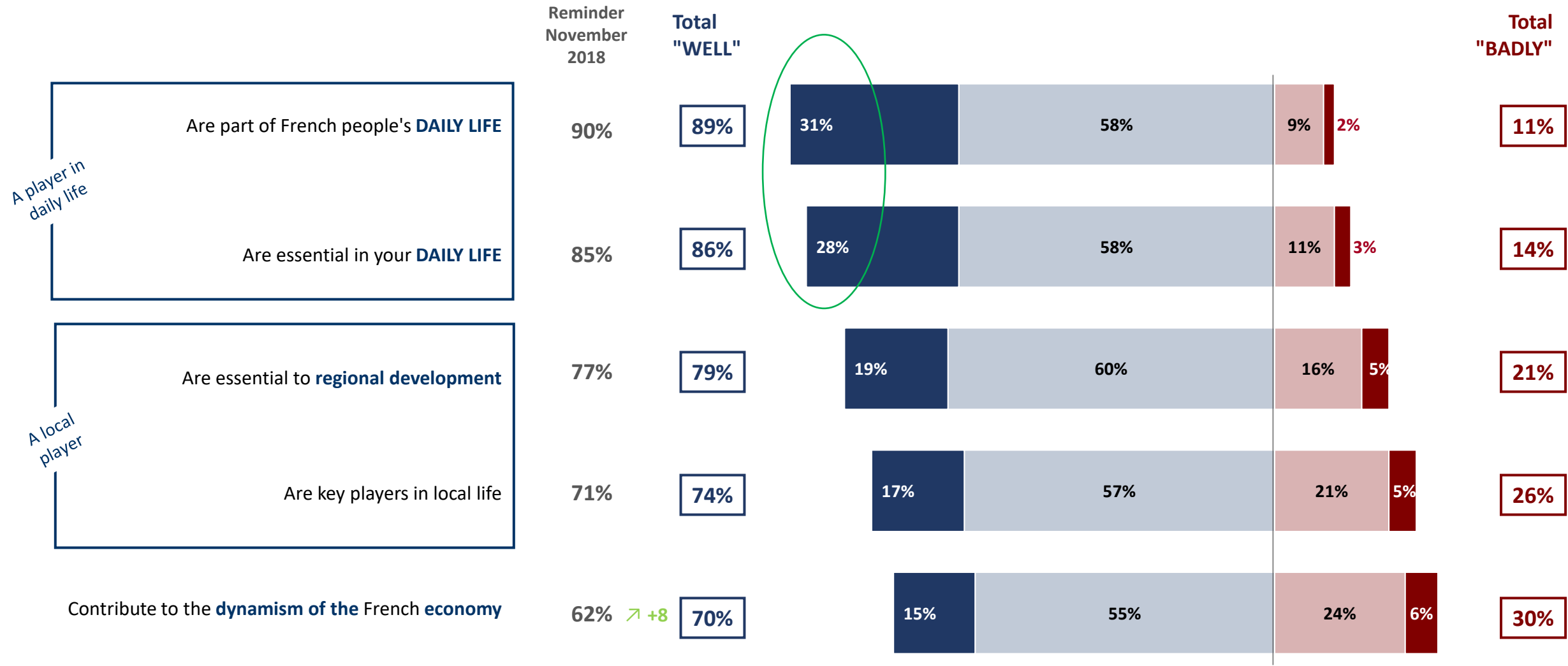


CHANGE  
"Total GOOD IMAGE"



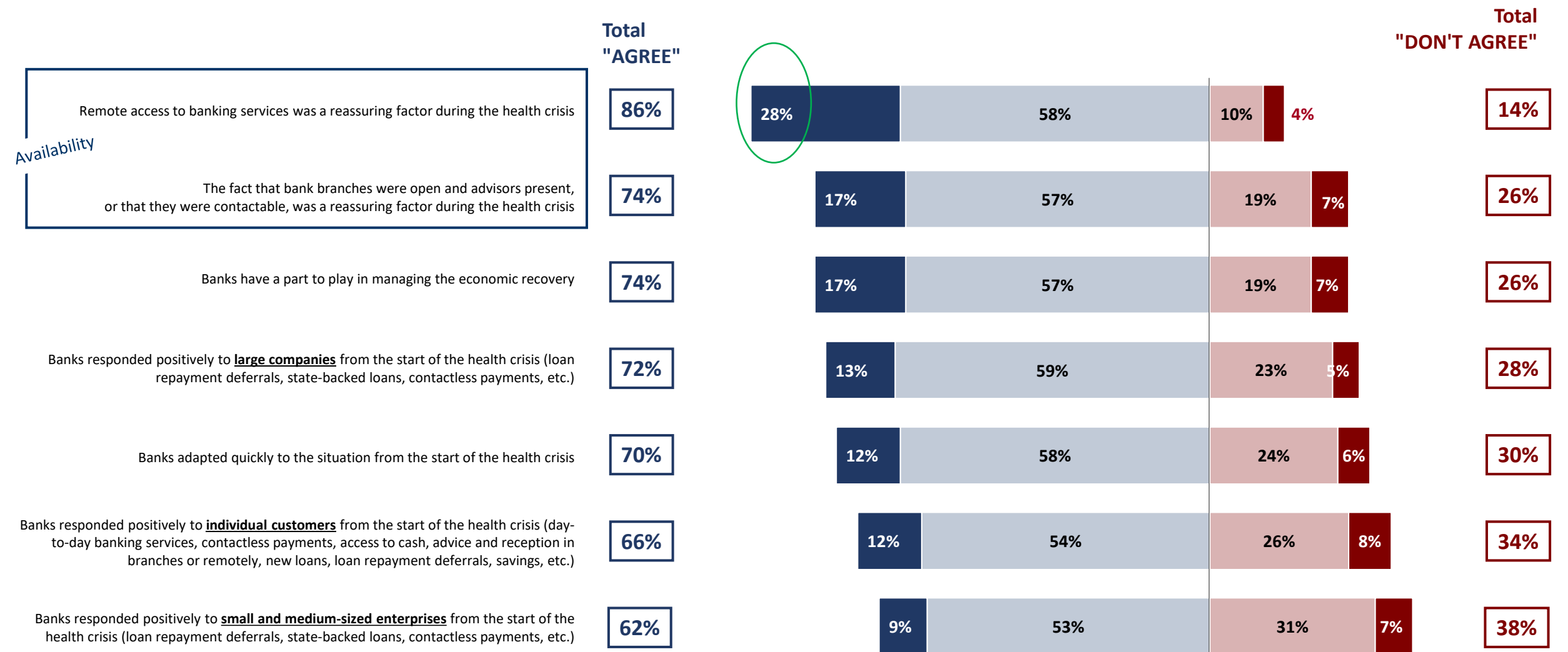
# As in 2018, French people agree on the role of banks as players in daily and local life.

Question: For each of the following characteristics, would you say that it applies very well, quite well, badly or very badly to today's banks?  
Banks today in France...



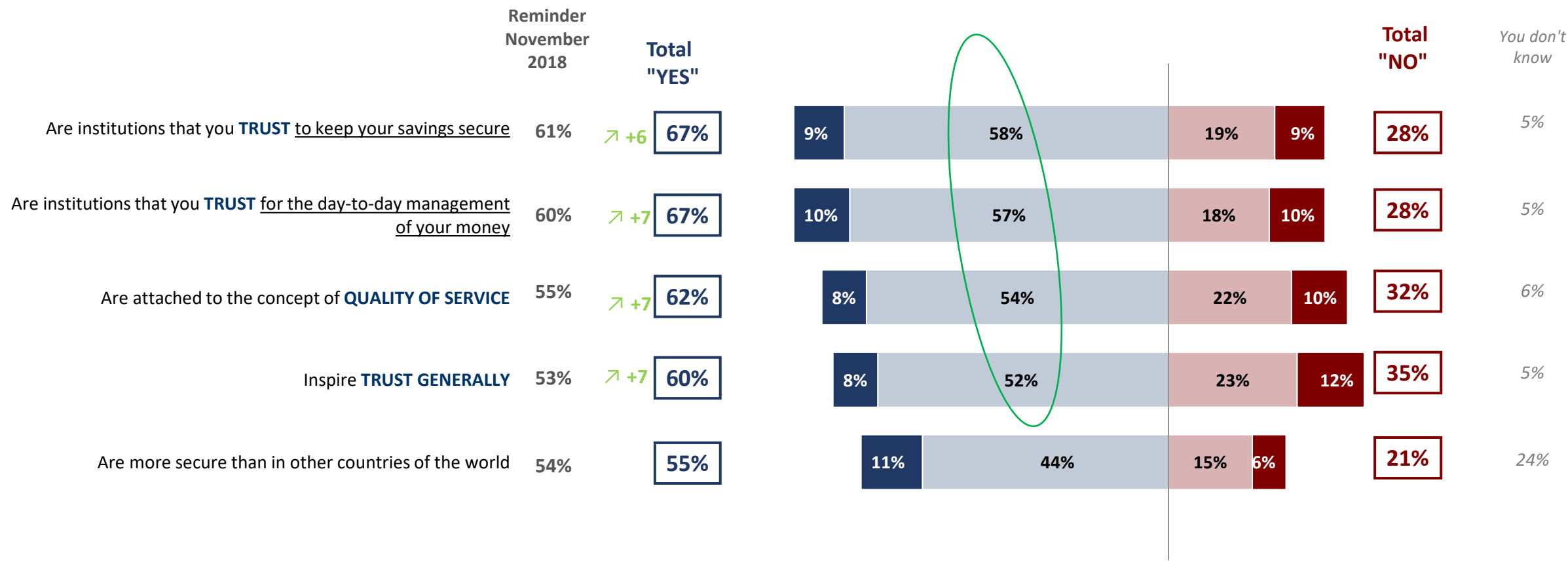
# The French are satisfied with the actions of banks during the health crisis, welcoming their availability and giving them a role to play in the economic recovery.

Question: For each of the following sentences, please say whether you completely agree, somewhat agree, do not much agree or do not agree at all.



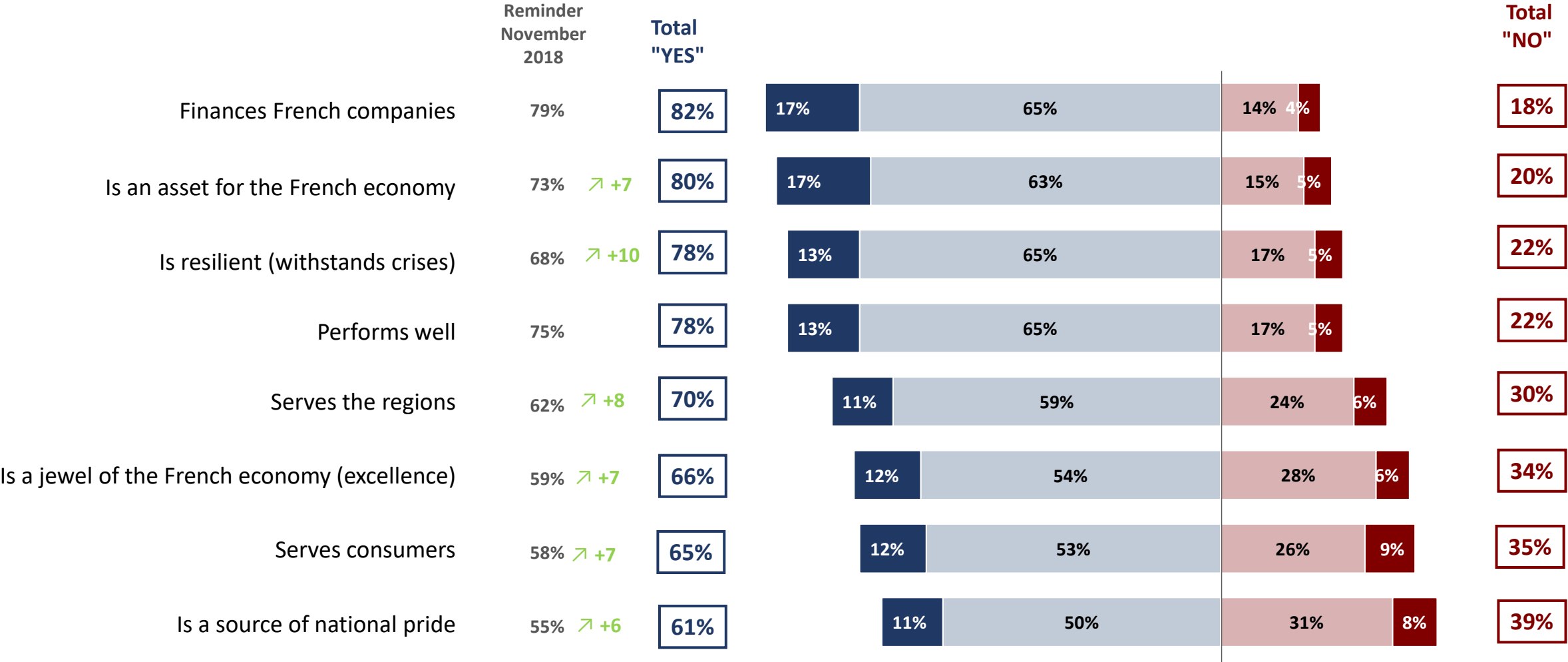
# Trust indicators are improving significantly, as a result of the perceived good management of the crisis.

Question: And would you say that French banks today ... ?



# The French banking industry is emerging from the current crisis with its image strengthened as a result of its actions (financing, support, service) and its resilience.

Question: For each of the following descriptions, would you say that it applies well or not to the banking sector and the banking industry in France?  
For you, the French banking industry...

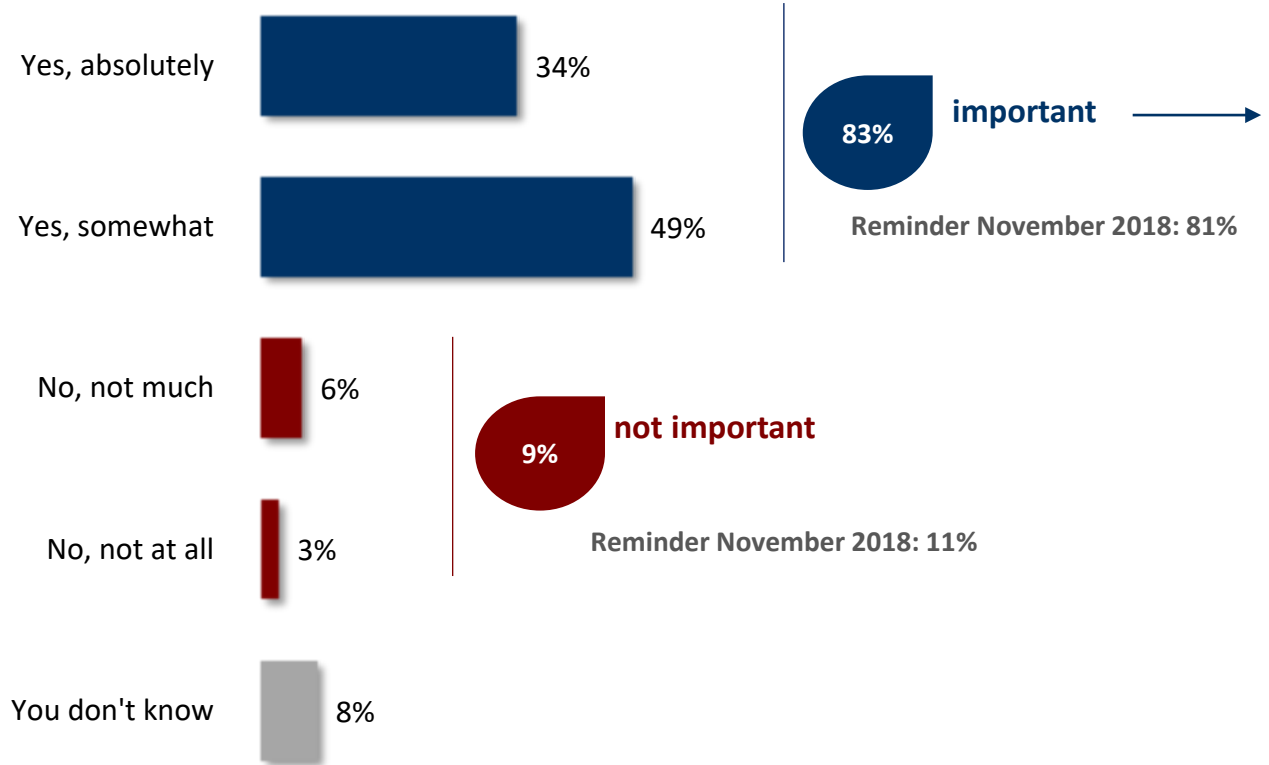


■ Yes, absolutely
■ Yes, somewhat
■ No, not much
■ No, not at all

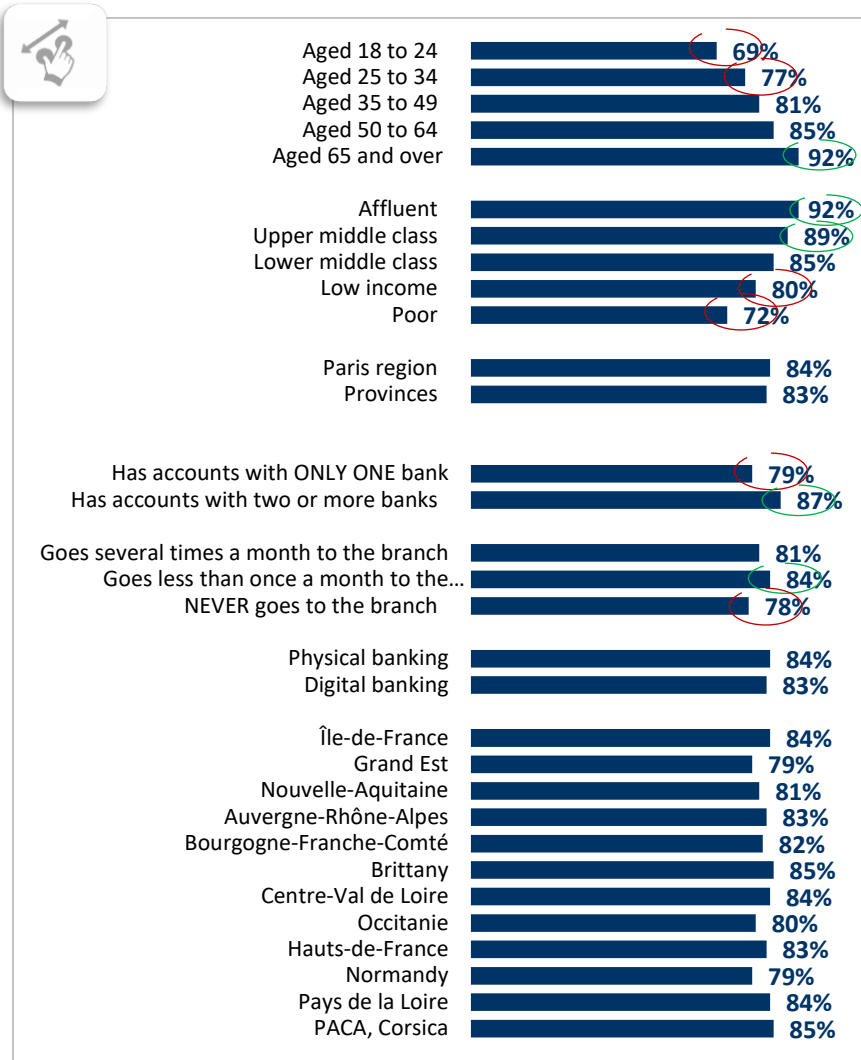


# The French consider it important to have a powerful national banking industry.

Question: In order to finance the French economy, do you think it is important to have a powerful national banking industry?

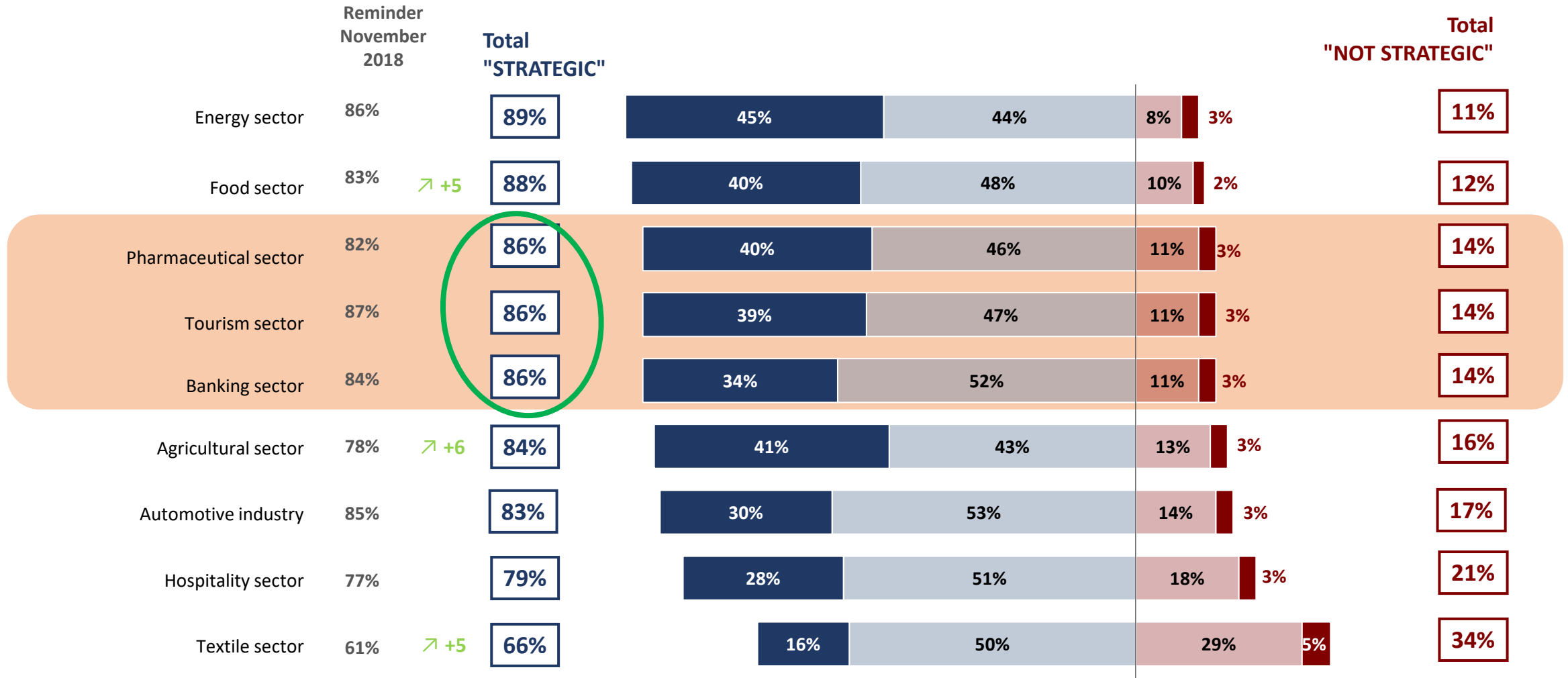


Who are these French people who consider it important to have a powerful national banking industry?



# Banks are among the top three sectors deemed most strategic by the French.

Question: For each of the following sectors, would you say that it is very, quite, not very or not at all strategic for the French economy?



■ Very strategic ■ Quite strategic ■ Not very strategic ■ Not at all strategic

B

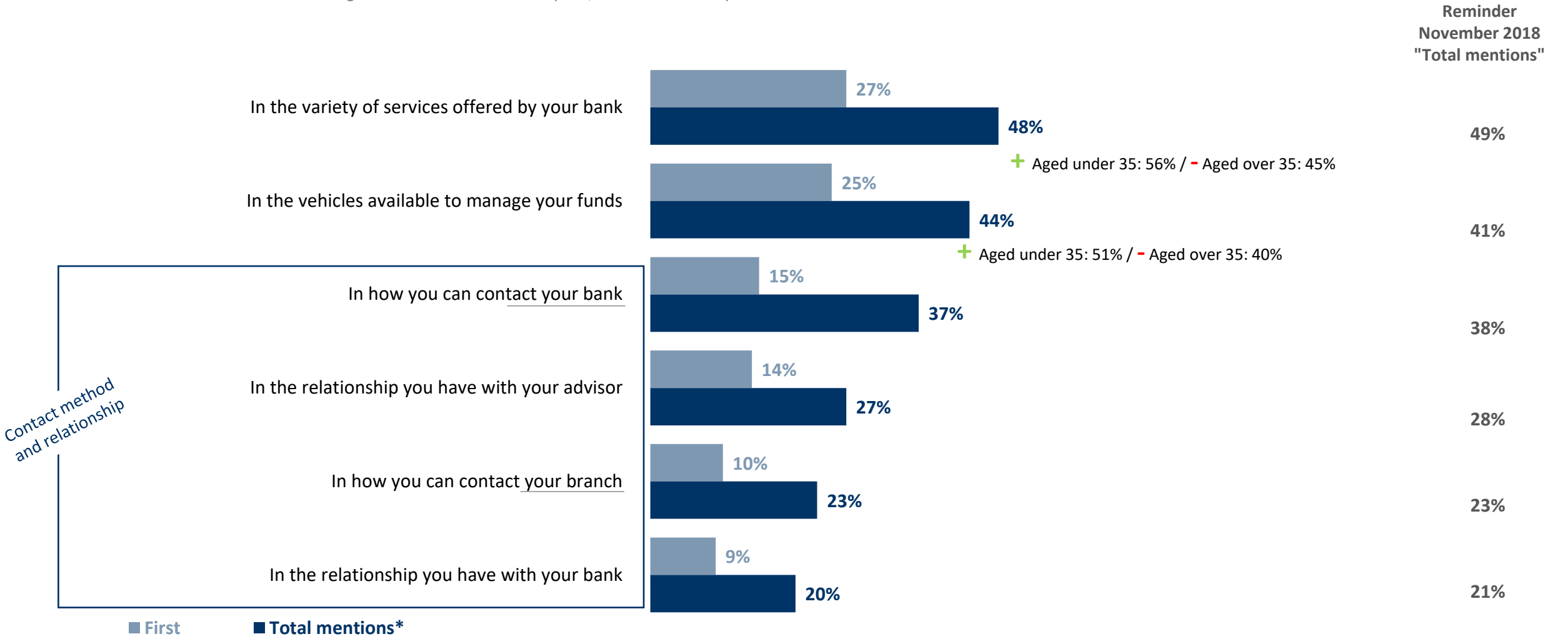


*Perception of changes and  
innovations*

# As in 2018, the changes observed within banking are varied and mainly concern the services offered

Question: What kind of changes have you observed?

Base: Those who have noticed changes in their bank in the last 10 years, i.e. 76% of the sample

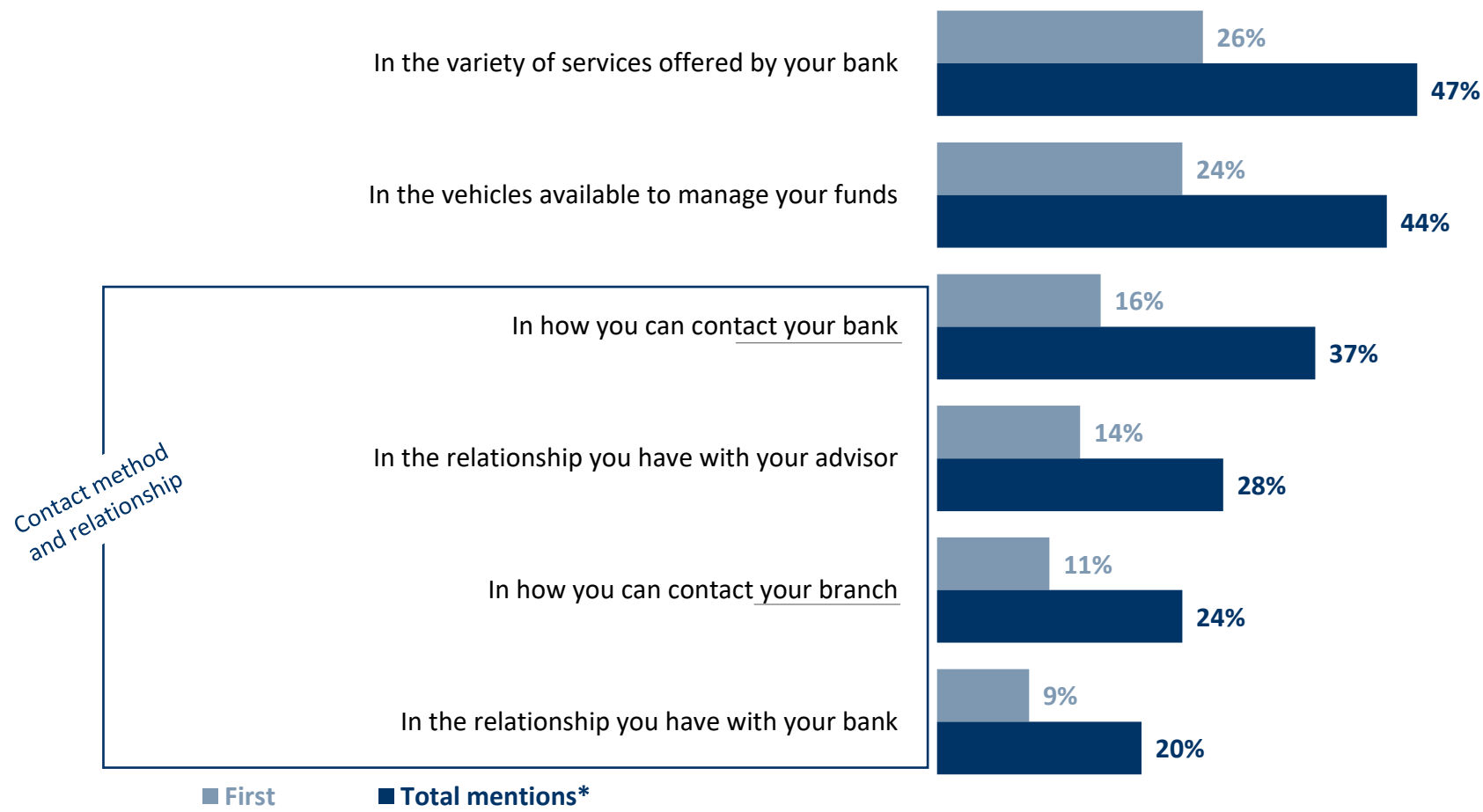


(\*) Total more than 100%, as interviewees could give two answers

# Nature of the changes noticed

Question: What kind of changes have you observed?

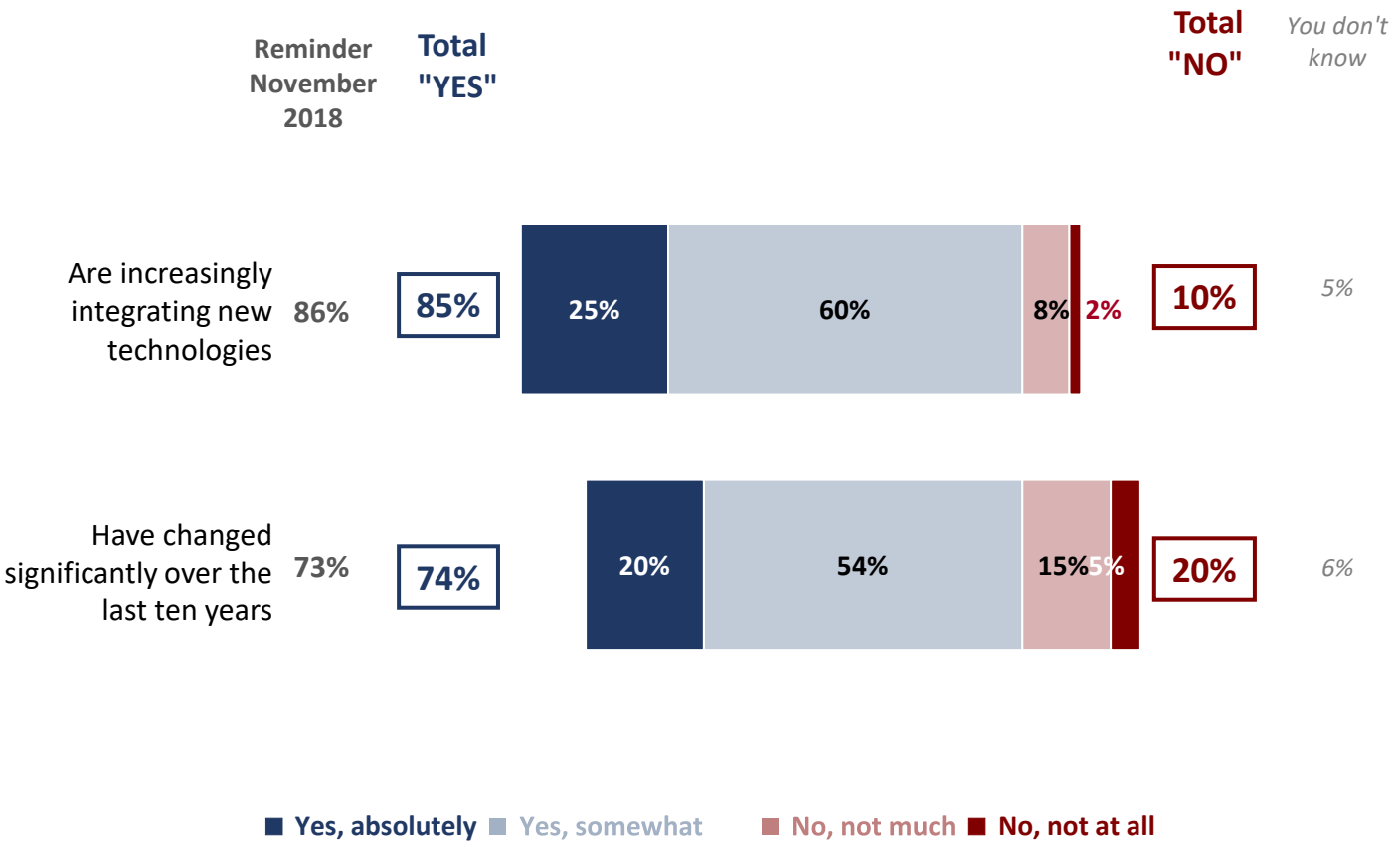
Base: Those aged over 25 who have noticed changes in their bank in the last 10 years, i.e. 69% of the sample



(\*) Total more than 100%, as interviewees could give two answers

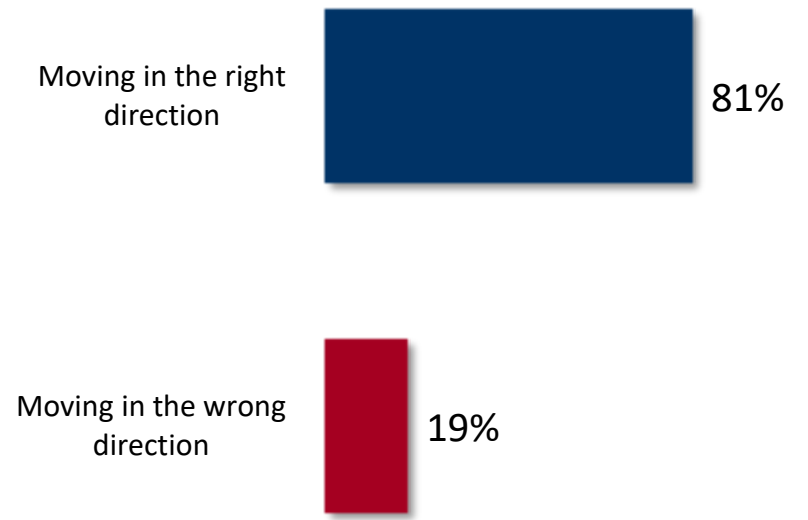
# More than 4 out of 5 French people acknowledge the innovative nature of banks, and the vast majority consider that this is moving in the right direction.

Question: According to the image you have of French banks today, would you say that they ... ?



Question: Compared to all these new services made available to consumers, would you say that these changes ... ?

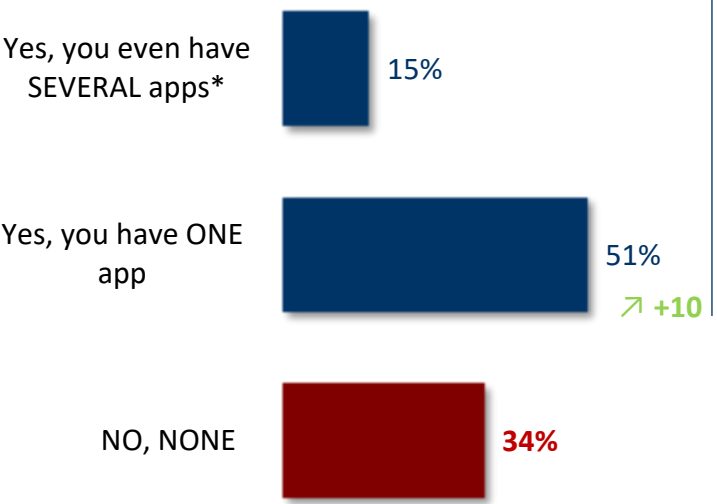
Base: Those aged over 25 who have noticed changes in their bank in the last 10 years, i.e. 69% of the sample



In a context where 96% of French people now use digital technologies, consulting bank websites seems to have become a well-established habit and the use of banking apps is becoming more common (especially among young people).



Question: Have you downloaded your bank's (or banks') smartphone app(s) so that you can manage your accounts remotely?

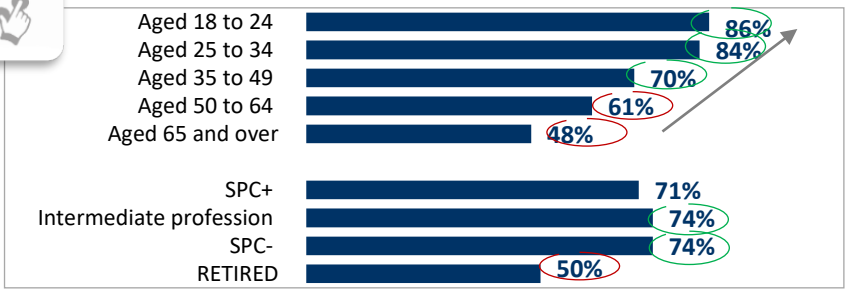


66% have downloaded at least one app

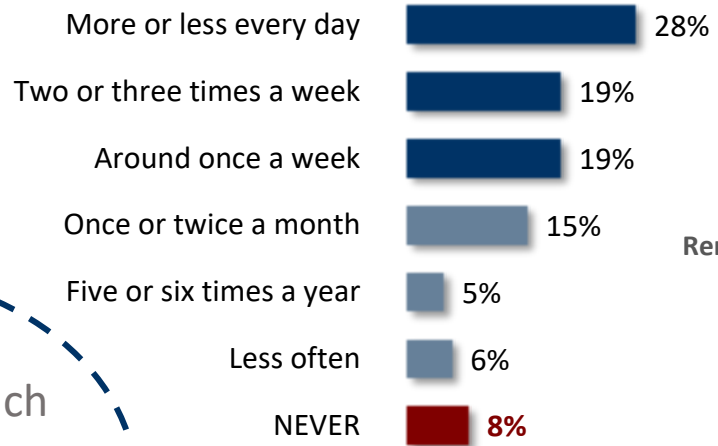
Reminder November 2018: 55%

↗ +10

Who are these French people who have downloaded their bank's app?



Question: How often do you personally consult your bank's (or banks') website?

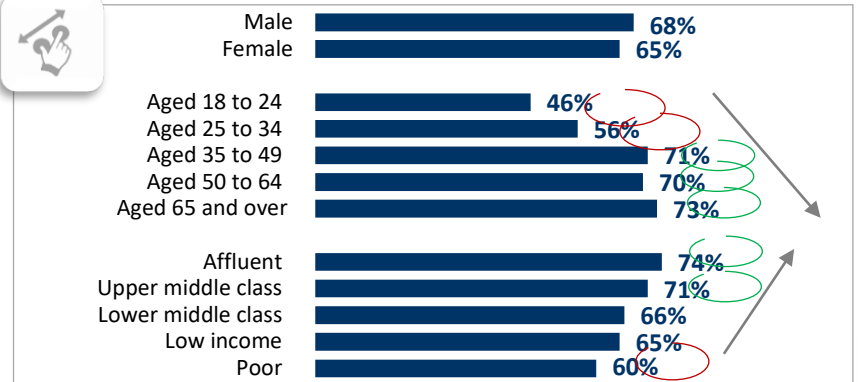


66% at least once a week

Reminder November 2018: 67%

96% of French people consult their bank's website or use its app

Who are these French people who consult their bank's website at least once a week?



\*in November 2018, the item heading was: You even have SEVERAL apps (because you have accounts with several banks)

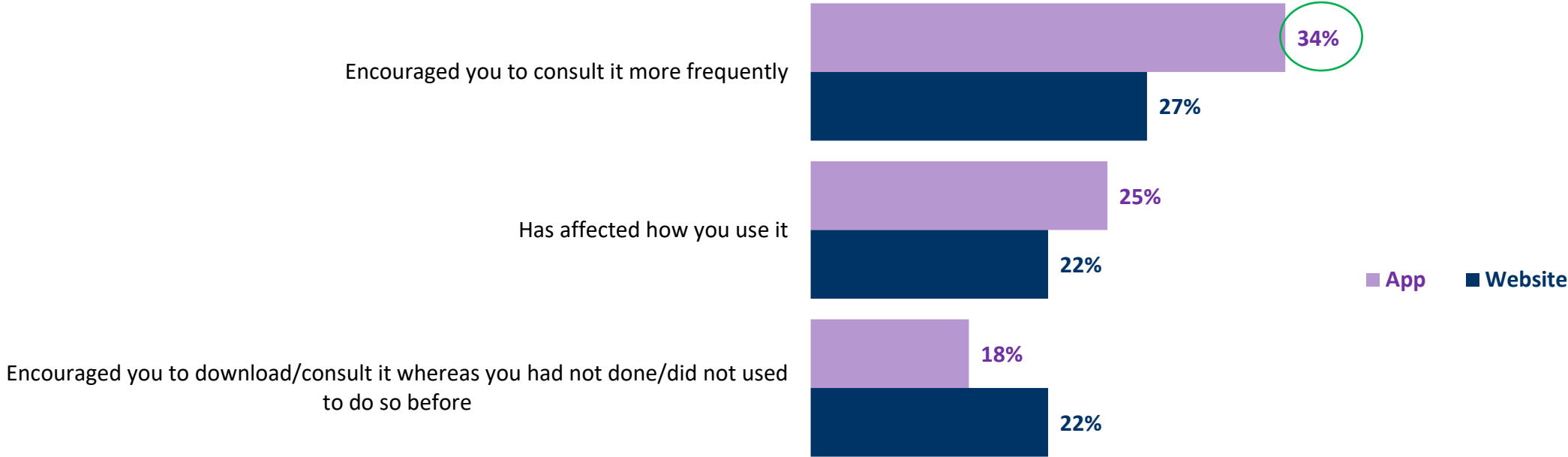
# The Covid-19 crisis has, quite reasonably, led to increased use of digital tools, particularly apps.



Question: Would you say that the Covid-19 crisis...?

Base: Those who have downloaded at least one app, i.e. 66% of the sample

Base: Those who use their bank's website, i.e. 92% of the sample



In total, 39% of people who have downloaded an app say that their use of banking apps has changed as a result of the Covid-19 crisis.

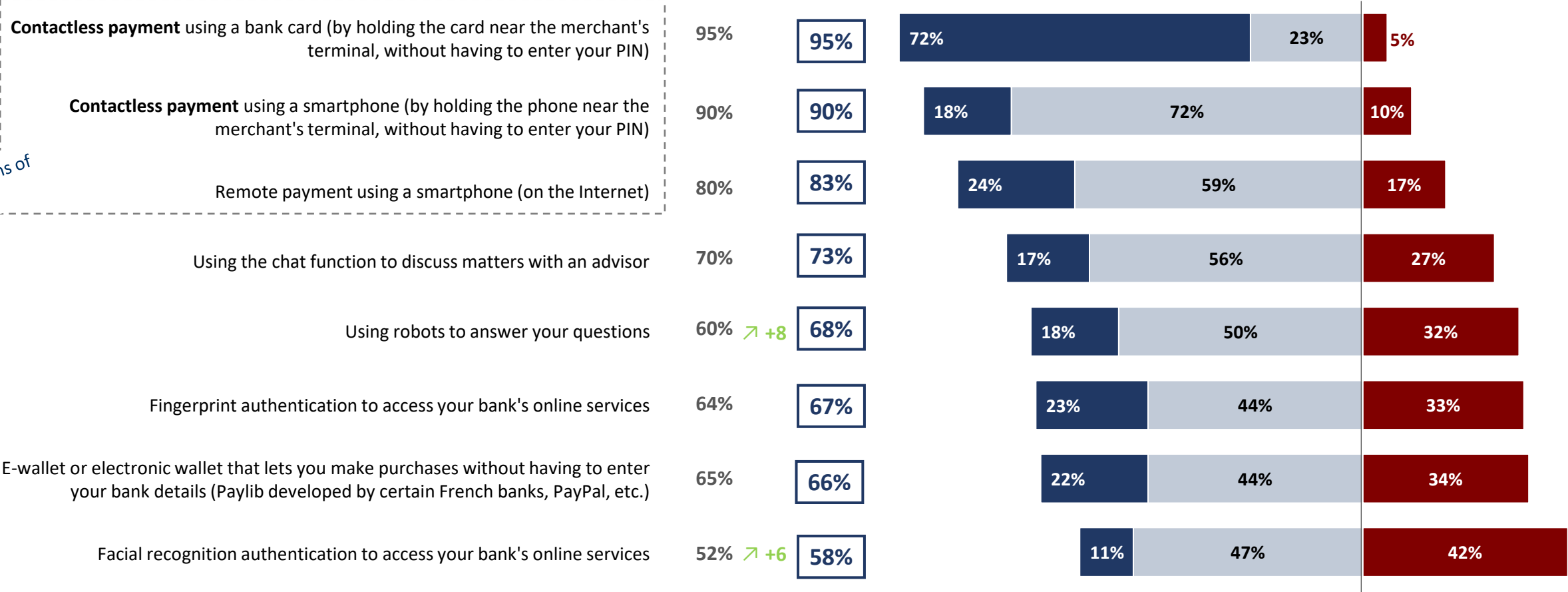
In total, 32% of French people who consult their bank's website say that their use of the site has changed as a result of the Covid-19 crisis.



# As in 2018, the French consider that new means of payment are the most well-known services developed by banks.

Question: For each of the following services, would you say that ... ?

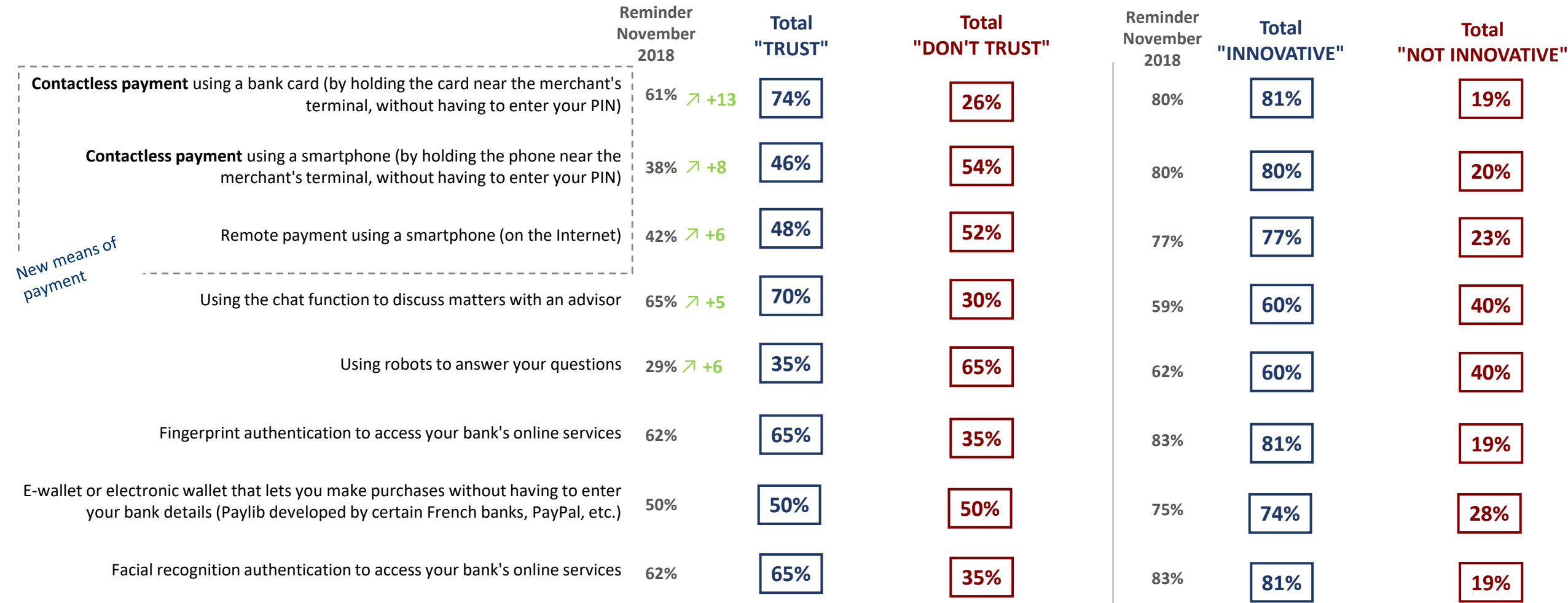
New means of payment



■ You know of it and use it already ■ You've heard of it ■ You've never heard of it

# French people increasingly trust the new services offered by banks and find them highly innovative.

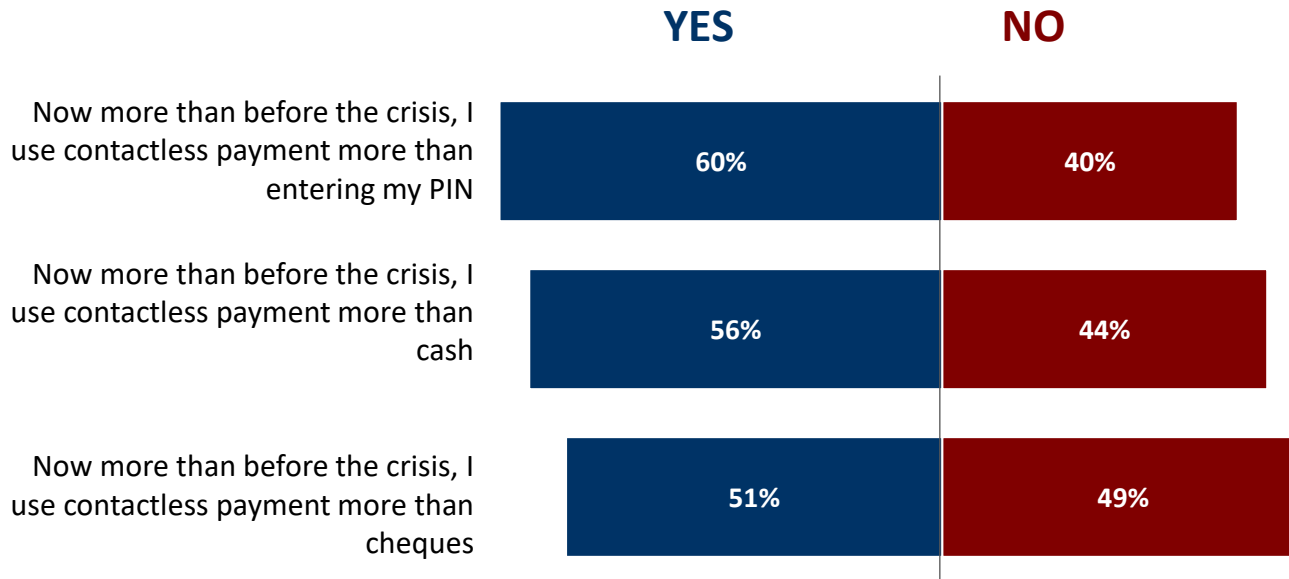
Question: For each of these new services, would you say it is a service or a technology that you ... ?



■ Trust completely ■ Trust somewhat ■ Don't trust much ■ Don't trust at all

# The Covid-19 crisis has accelerated the use of contactless payment, often in an ongoing way

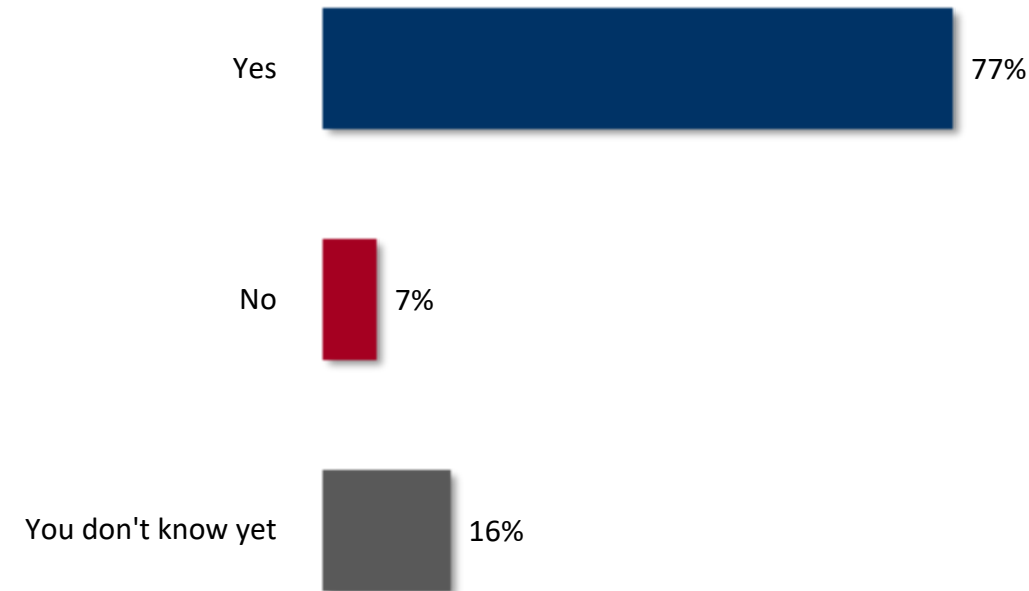
Question: Did the increase in the contactless limit to 50 euros change your payment habits?



71% of French people use contactless payment more than before the crisis

Question: Do you think that your more frequent use of contactless payment will continue?

Base: Those who are using contactless payment more, i.e. 71% of the sample



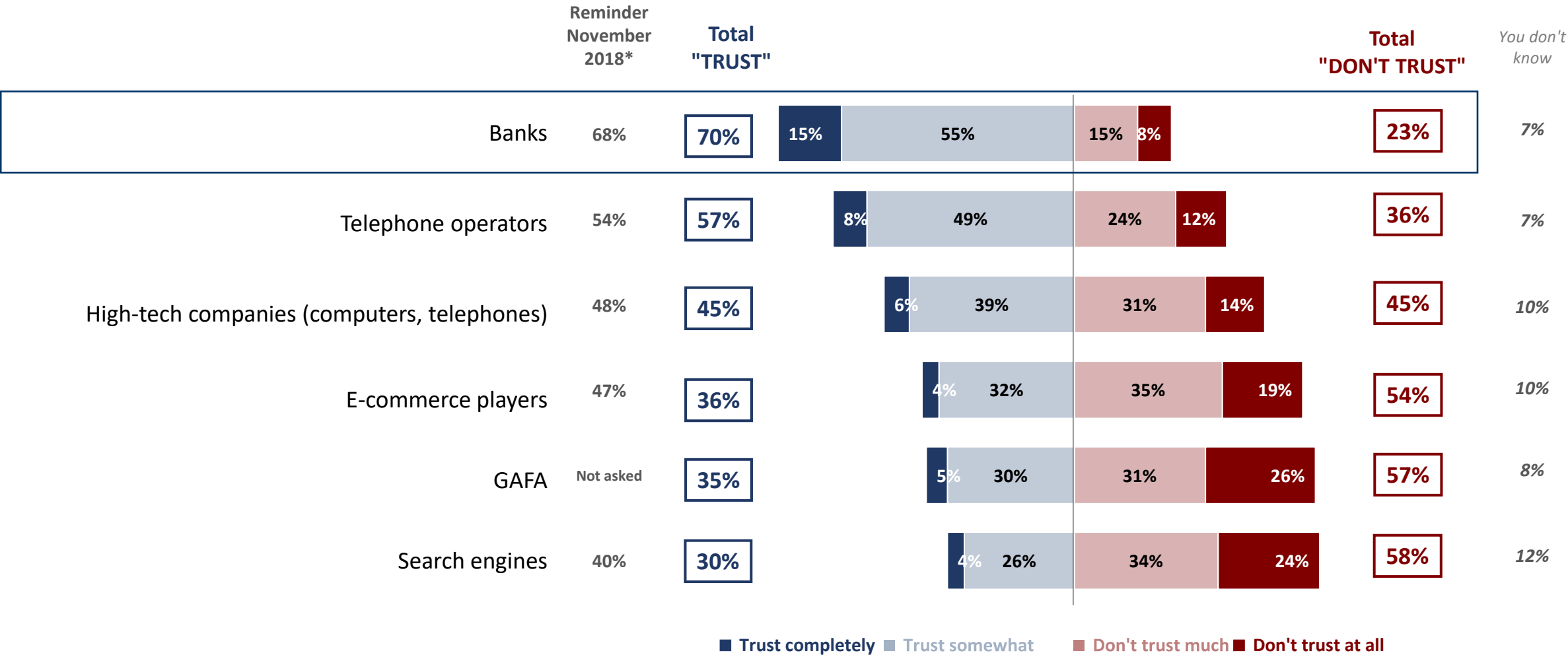
C



*Focus on data security/protection  
and risky practices*

# The French place their greatest trust, by far, in banks when it comes to personal data security.

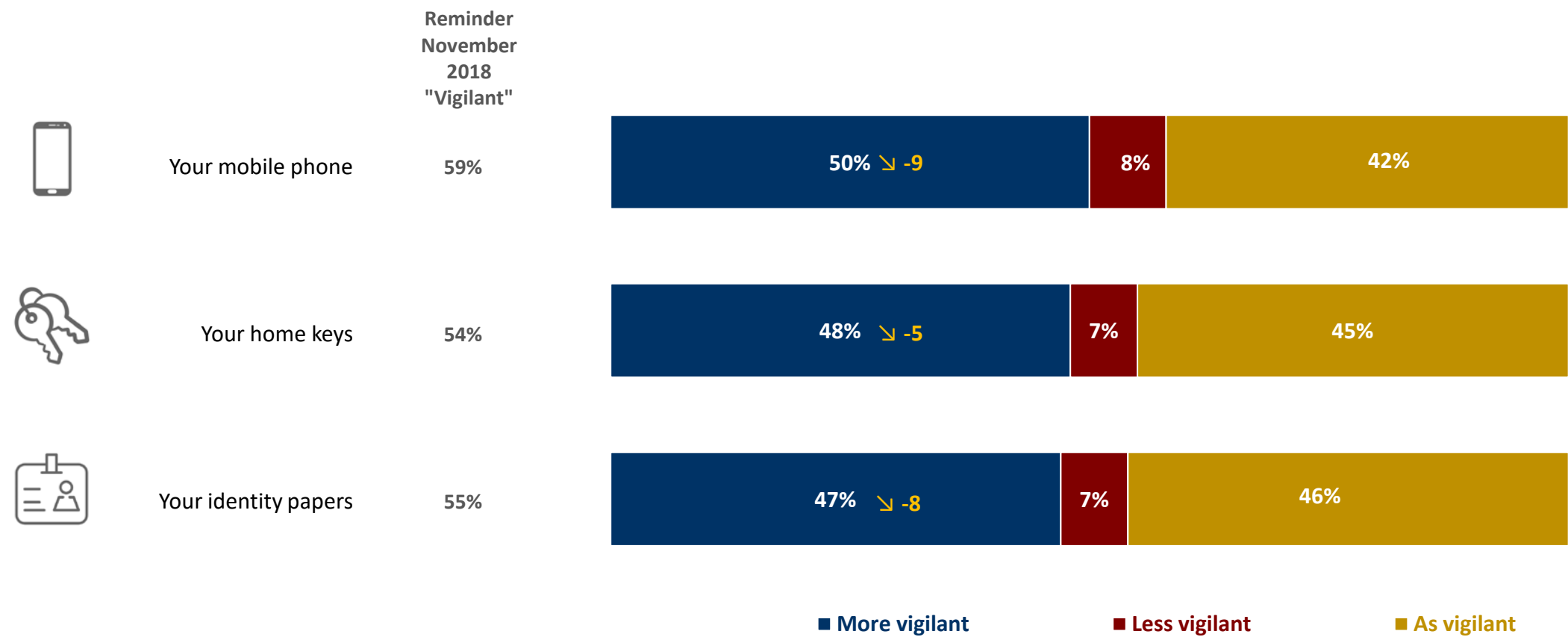
Question: For each of the following players, would you say that you trust it or not in terms of personal data security?



# Vigilance with regard to bank details is similar to that given to essential elements of our daily life: mobile phones, keys or identity papers

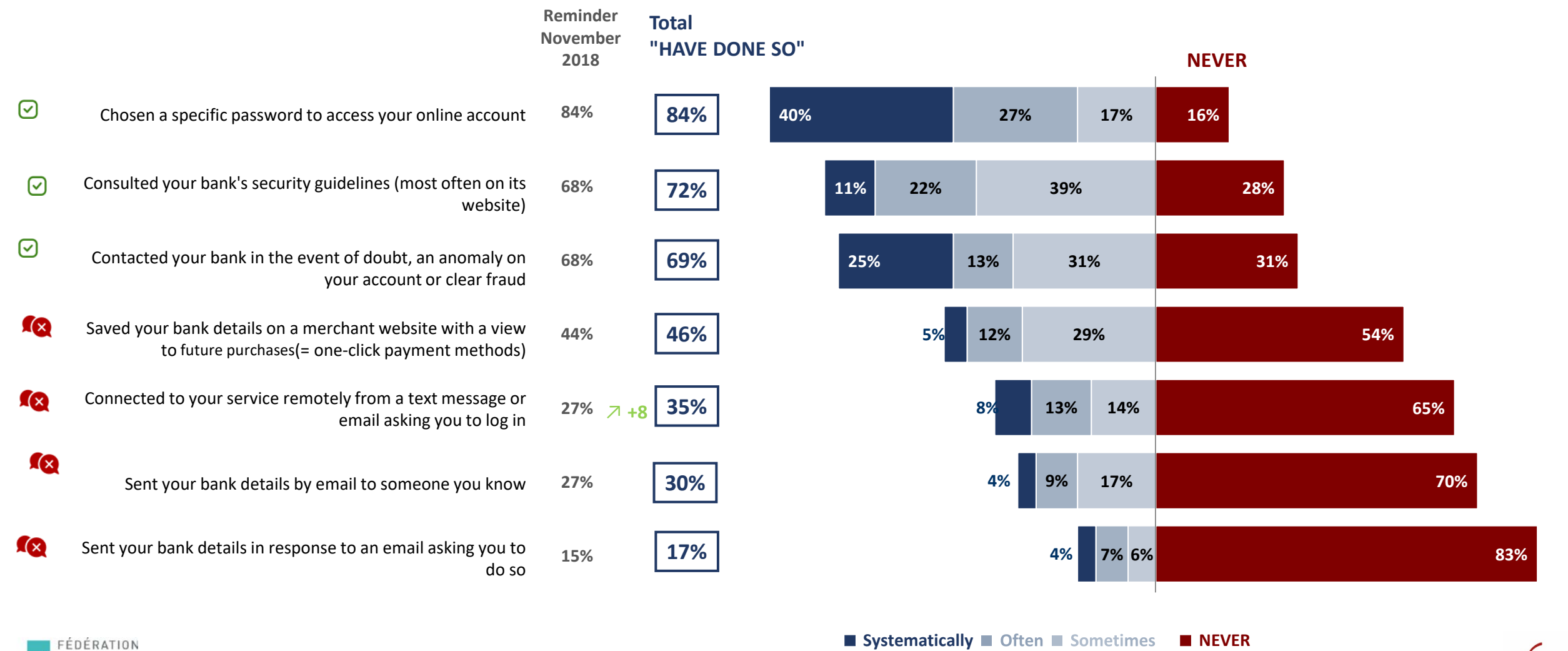
**Update:** personal banking data refers to your account number, credit card details and card PIN

**Question:** Regarding your personal banking data (account number, card details, PIN, etc.), would you say you are more or less vigilant than or as vigilant as for ... ?



# A majority of French people now seem to follow best practices in terms of sharing and communicating their personal data, but there is still a way to go.

Question: Among the following practices, have you ever ... ?



D

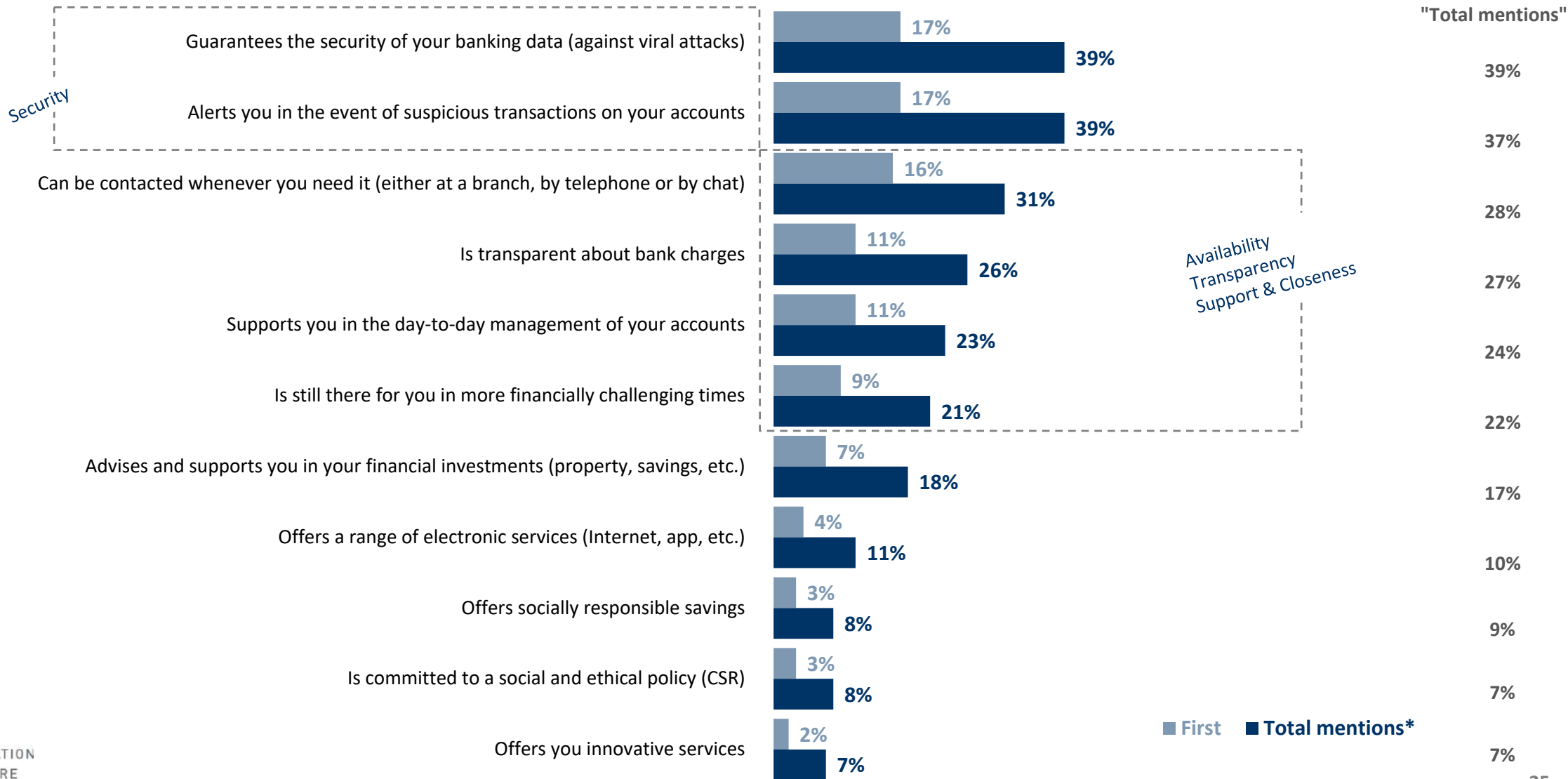


*What next? What I expect from my bank!*



# Expectations about what constitutes the Ideal bank remain the same, particularly in terms of their diversity.

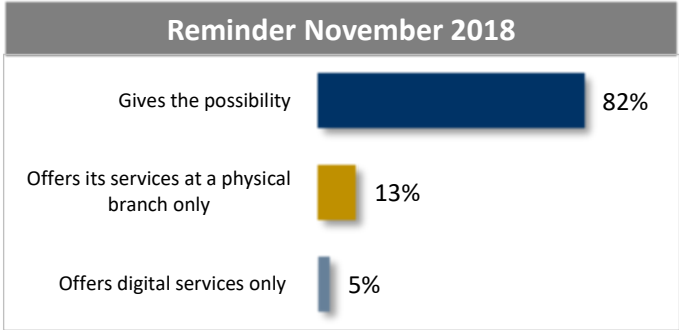
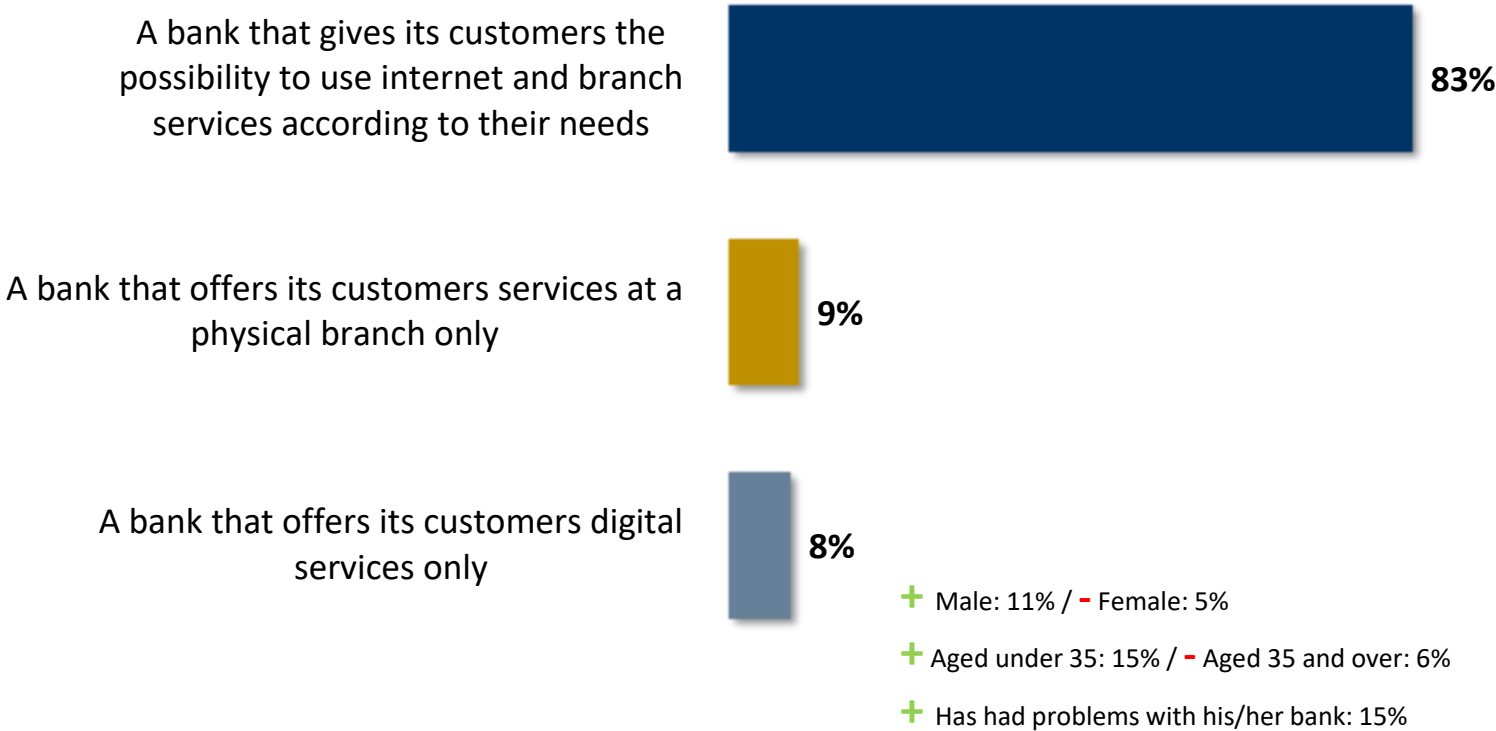
Question: For you the ideal bank today is one that ... ? First? And then?



(\*) Total more than 100%, as interviewees could give three answers

# More than eight out of ten French people believe that the ideal bank should let people choose between digital services and branches based on their needs.

Question: And finally, for you, the ideal bank is ... ?



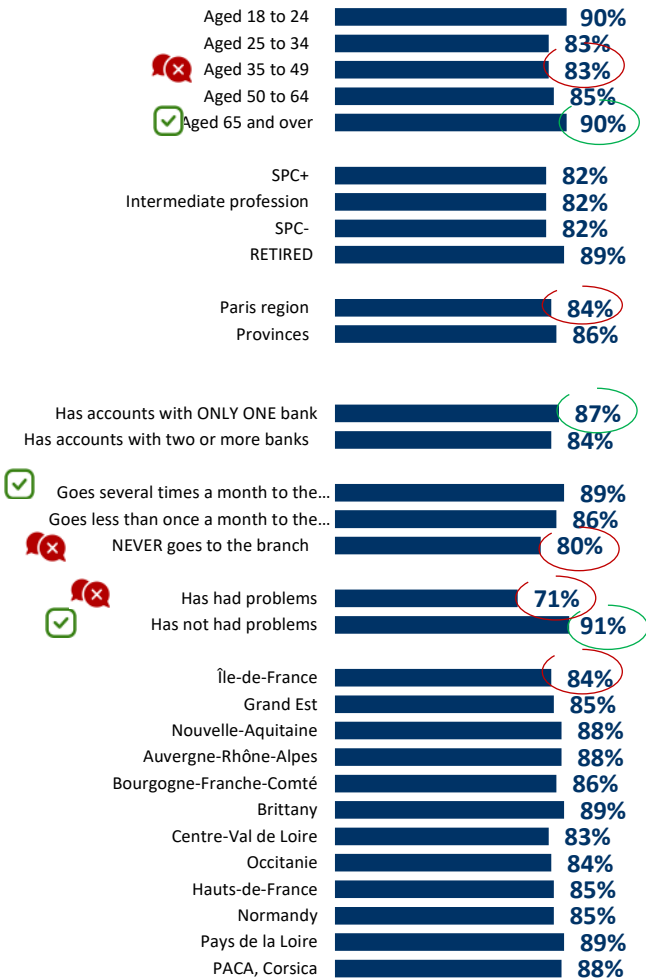
# E ► *Appendices*



*Breakdown of perceptions:  
Perceptions that prove to be consistent.*

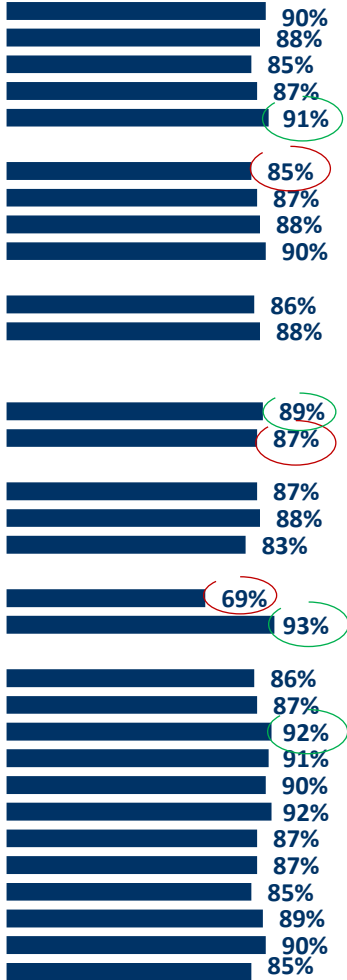
**YOUR Advisor**

Good image = **86%**



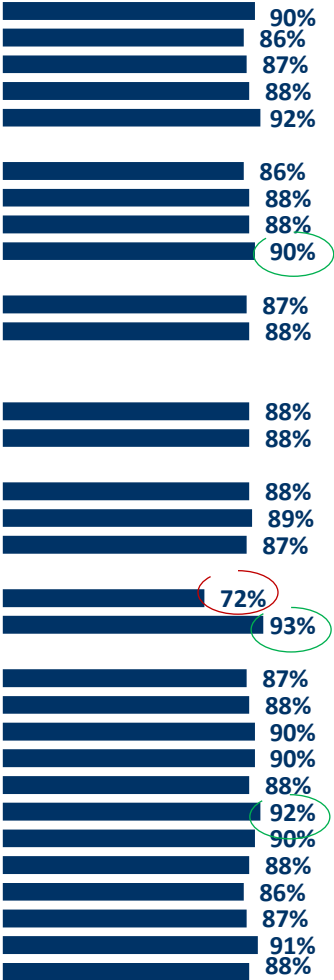
**YOUR branch**

Good image = **88%**



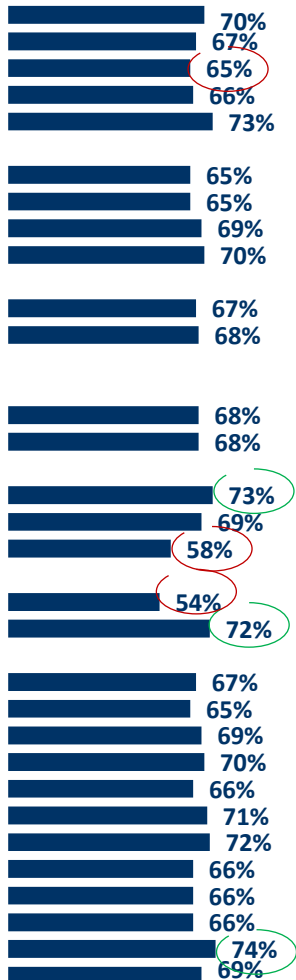
**YOUR bank**

Good image = **89%**



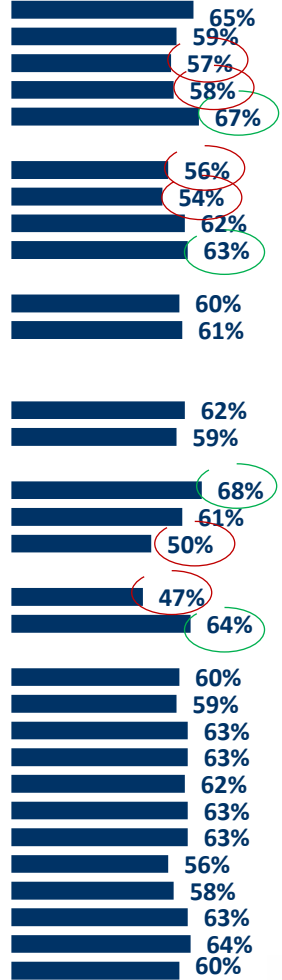
**French banks**

Good image = **68%**



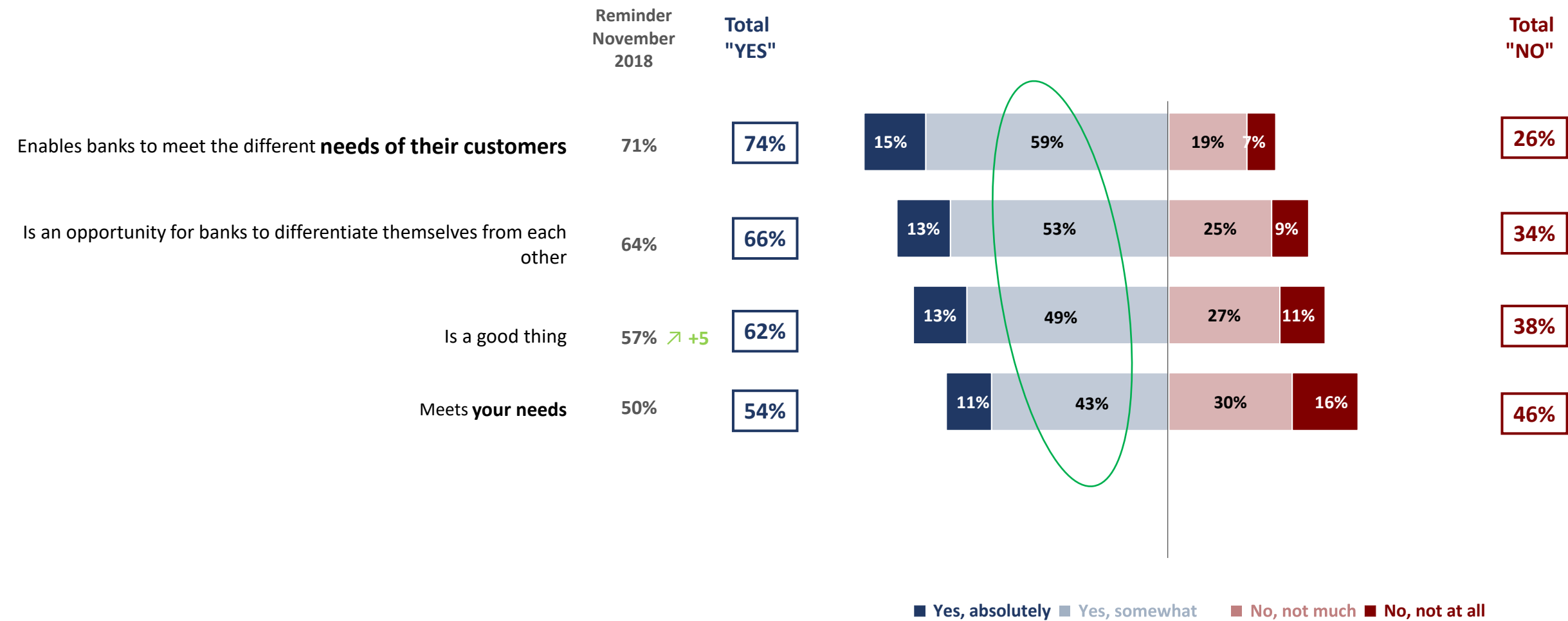
**Banks in general**

Good image = **61%**



# French people seem a little more in favour of developments in insurance services and products than two years ago.

Question: Apart from banking services, banks offer their customers other insurance-related services and products (health, property, car, telephone, etc.)?  
Would you say that the existence of this range of services ... ?

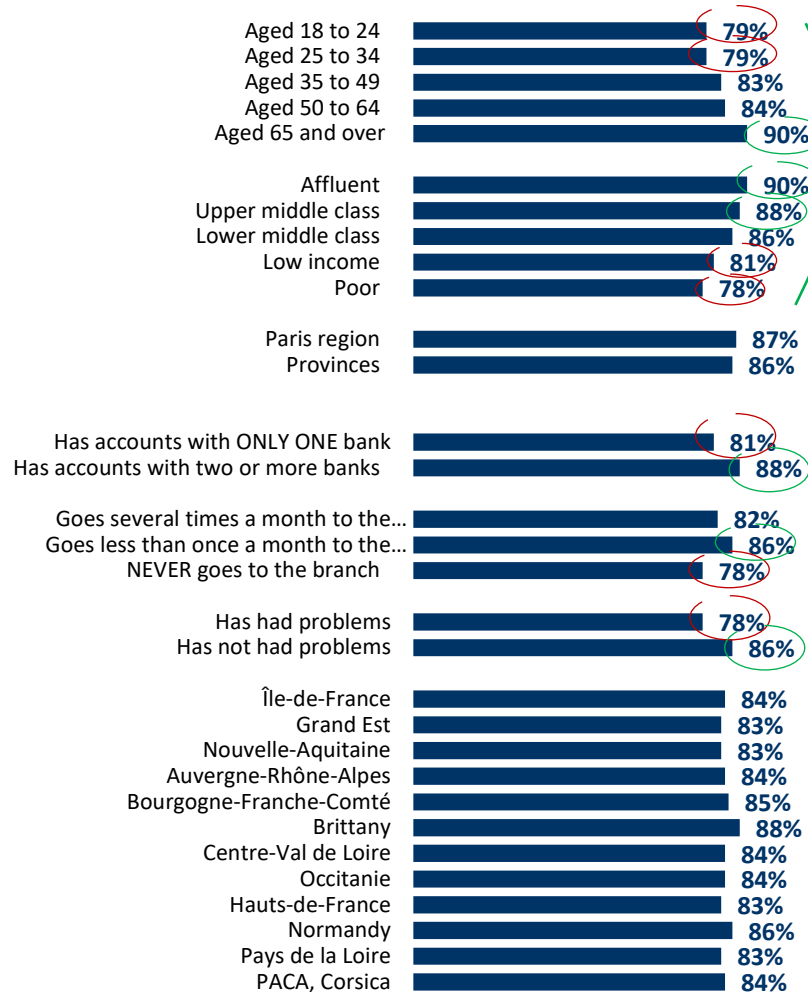




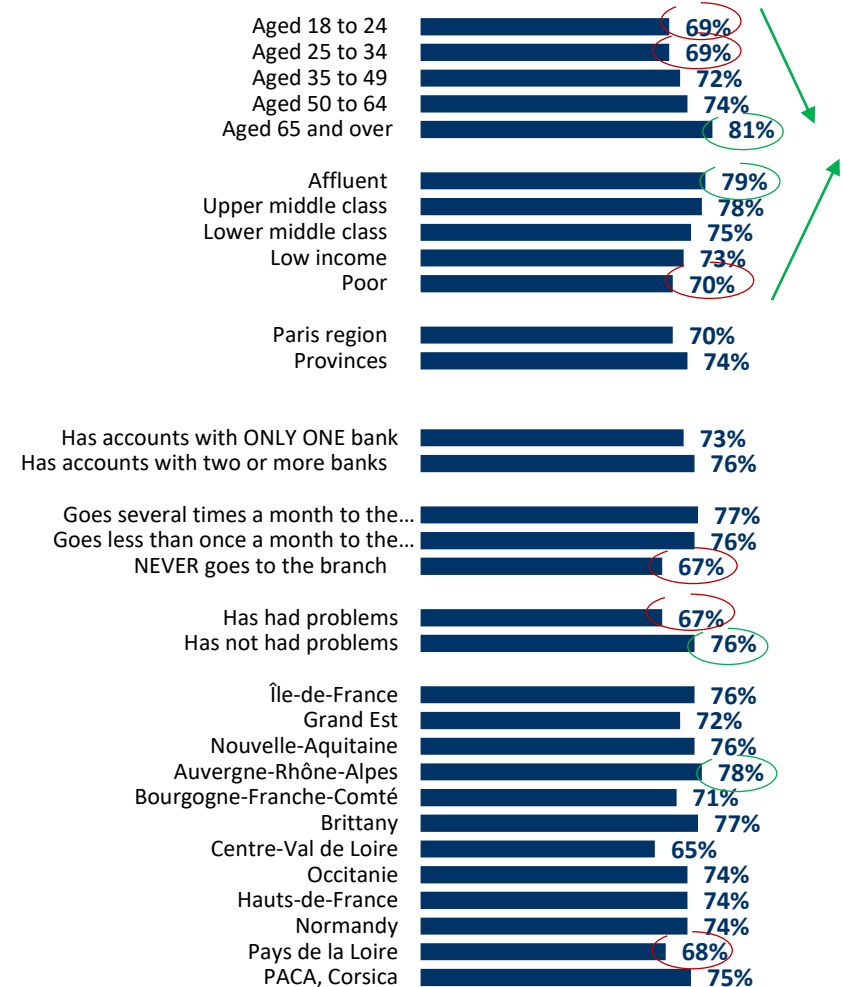
## Breakdown of perceptions:

Innovations and changes noticed by all French people, especially those aged 65 and over

Are increasingly  
integrating new  
technologies: **85%**

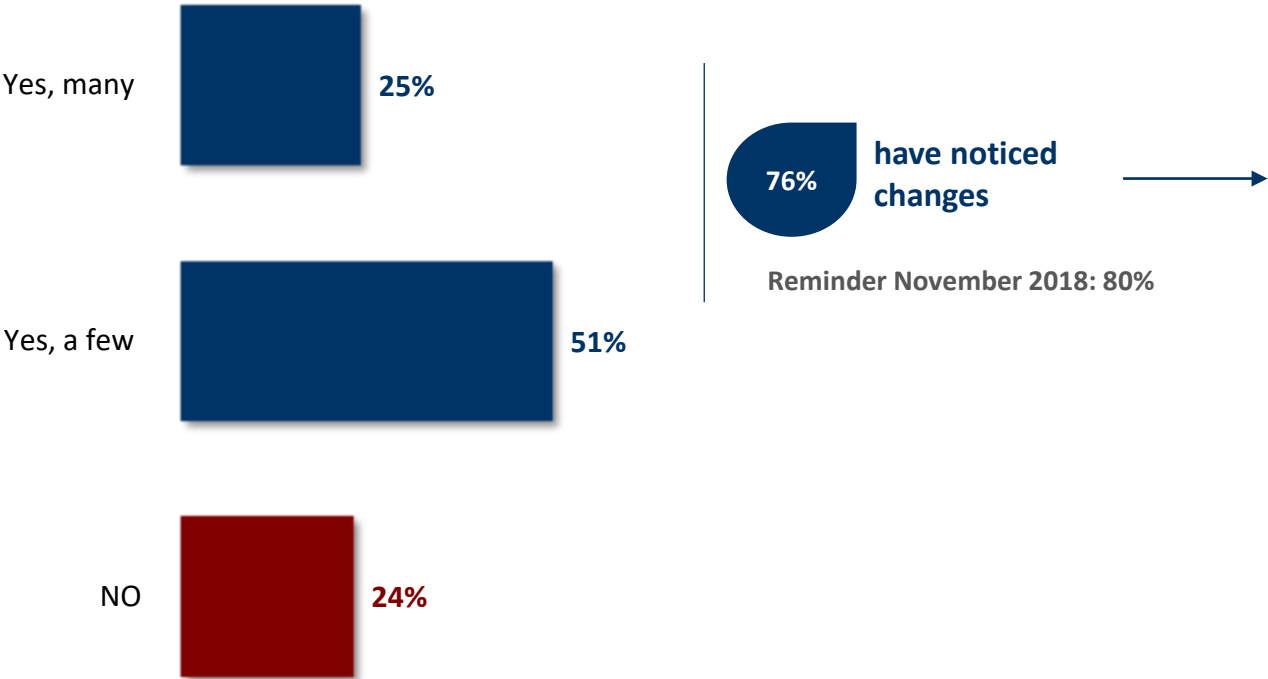


Have changed  
significantly over the last  
ten years: **74%**

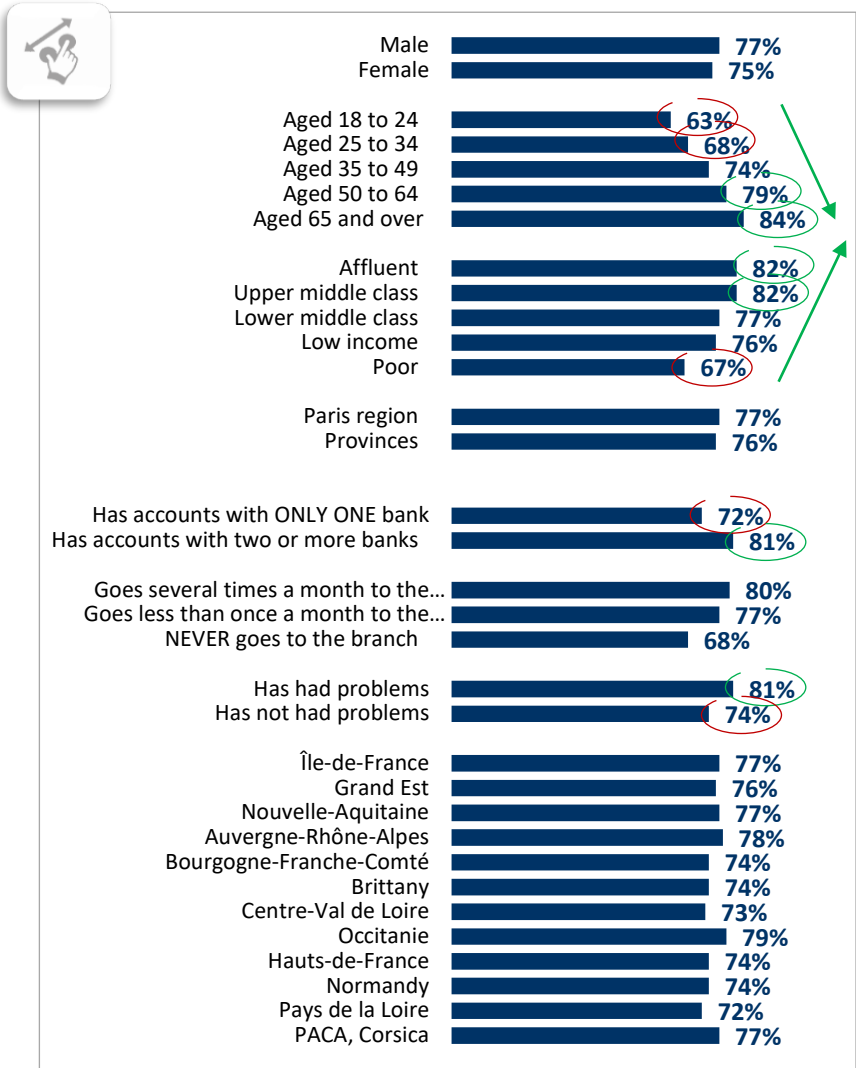


# The same proportion of French people have noticed changes in the services offered by their bank over the last 10 years, particularly the elderly and the wealthy.

Question: Have you noticed any changes in the services offered by YOUR bank over the last 10 years?



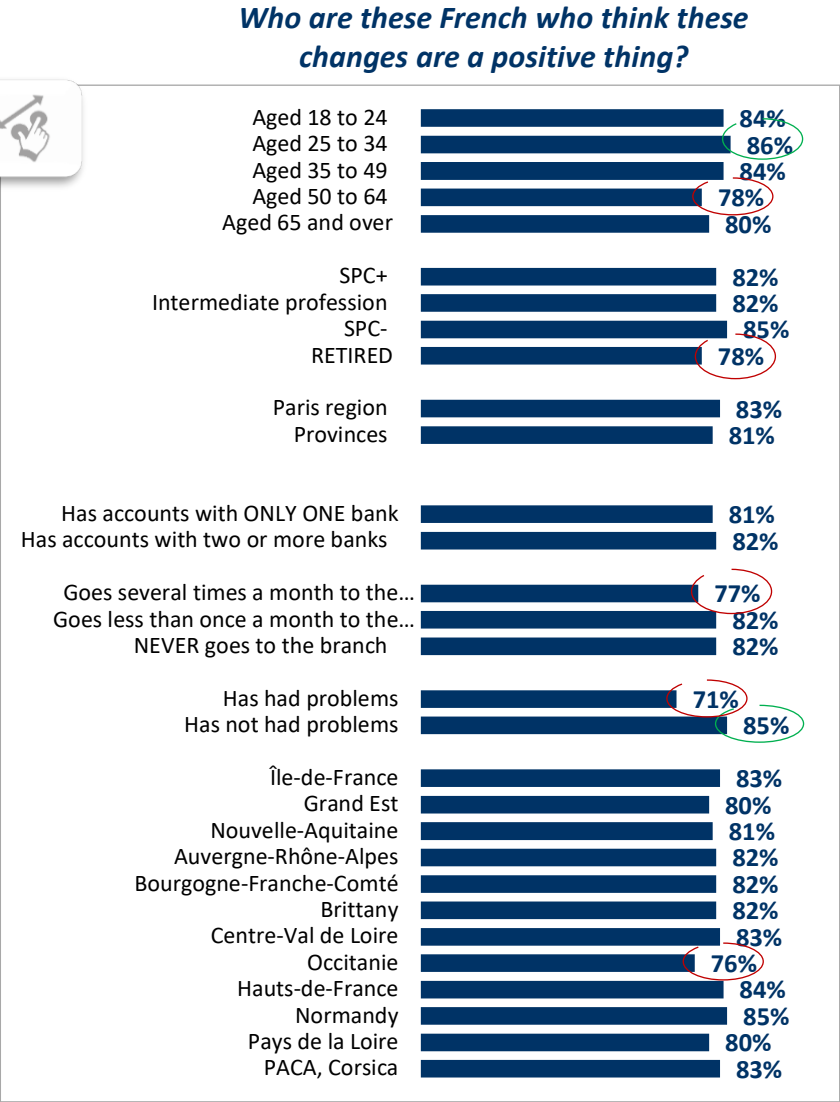
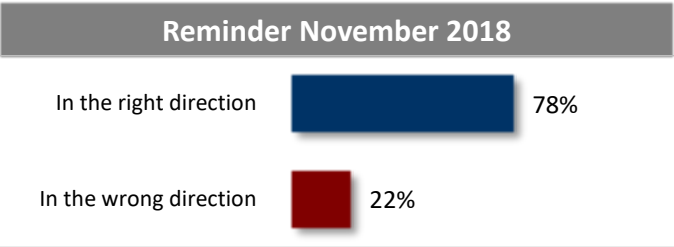
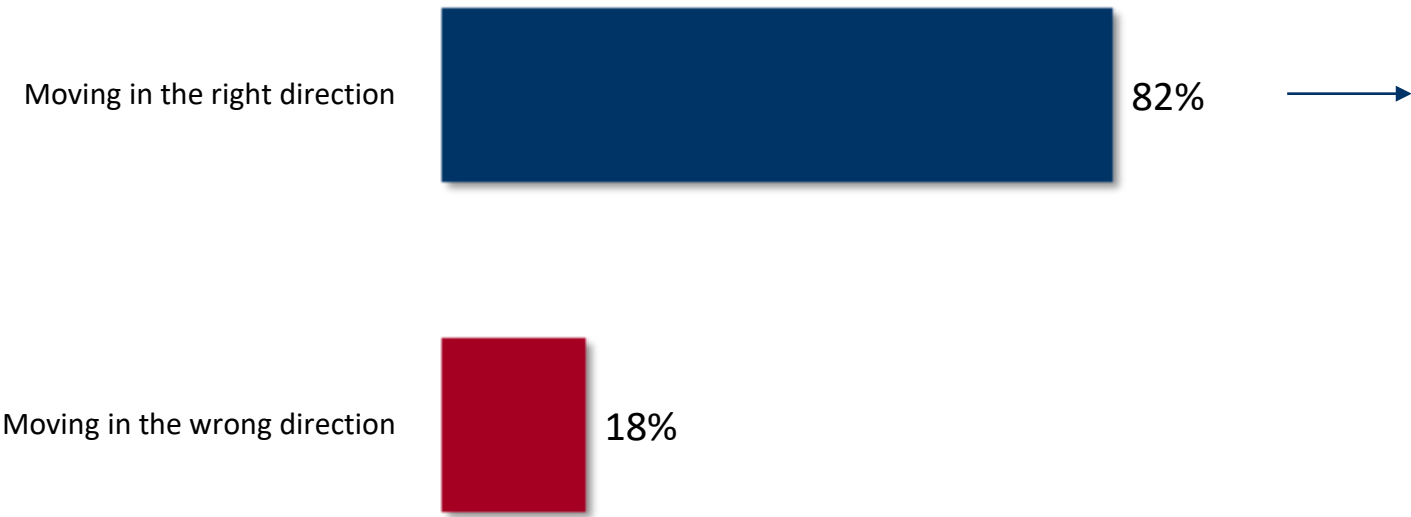
## Who are these French who have noticed changes?



# For more than eight out of ten French people, and especially the youngest, the change to services offered by banks is a positive thing.

Question: Compared to all these new services made available to consumers, would you say that these changes ... ?

Base: Those who have noticed changes in their bank in the last 10 years, i.e. 76% of the sample

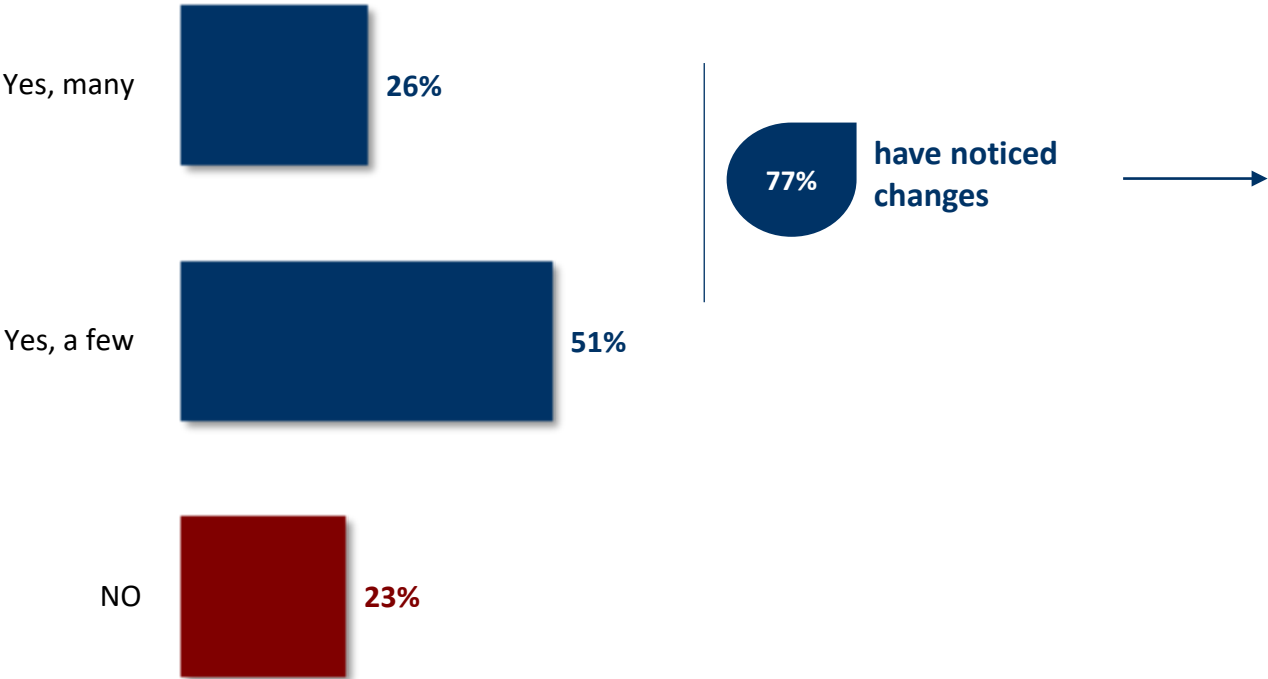




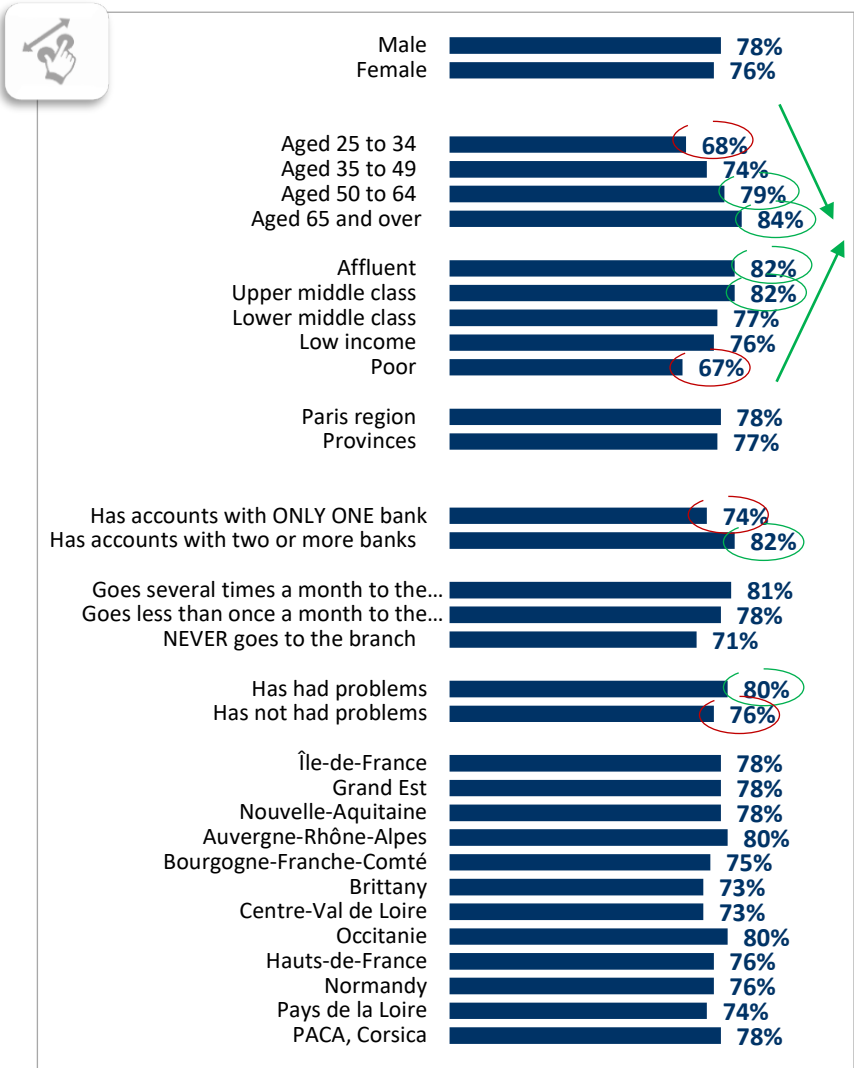
# Perception of changes to the services offered by their bank - Focus on those aged over 25

Question: Have you noticed any changes in the services offered by YOUR bank over the last 10 years?

Base: Those aged over 25, i.e. 90% of the sample



## Who are these French who have noticed changes?



# Assessment of these changes - Focus on those aged over 25

Question: Compared to all these new services made available to consumers, would you say that these changes ... ?

Base: Those aged over 25 who have noticed changes in their bank in the last 10 years, i.e. 69% of the sample

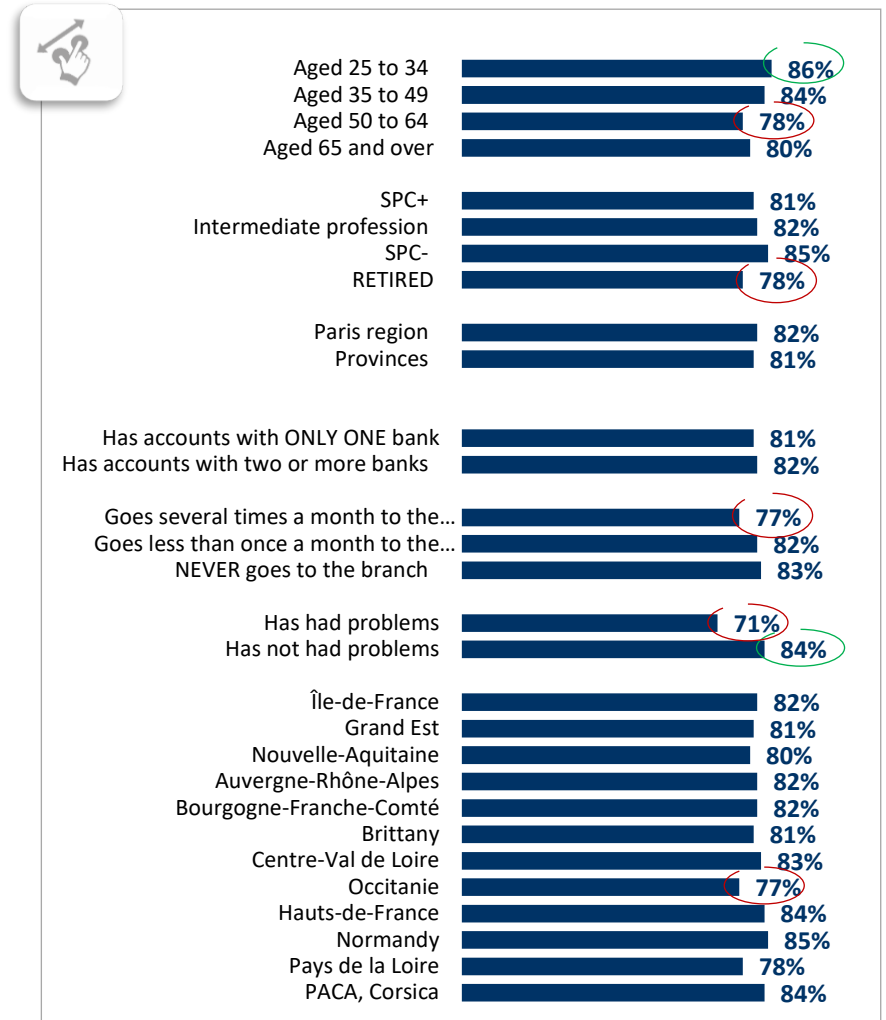
Moving in the right direction

81%

Moving in the wrong direction

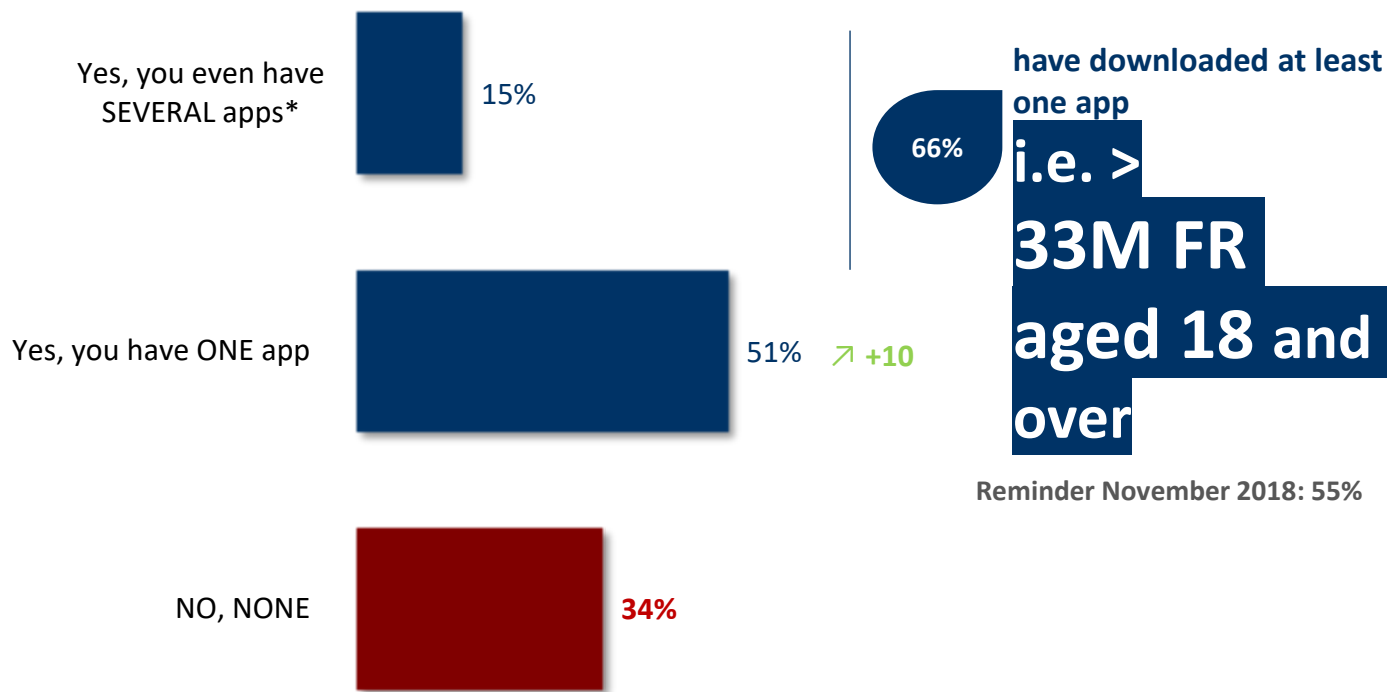
19%

## Who are these French who think these changes are a positive thing?

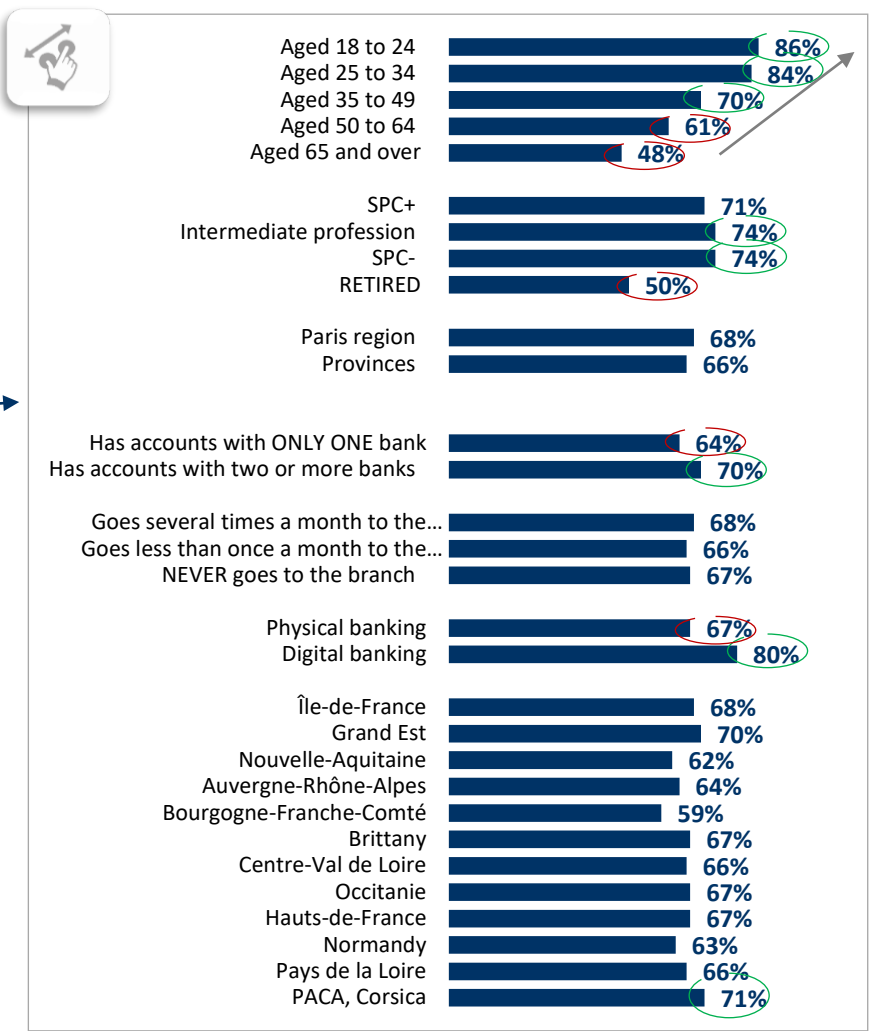


The French are gradually using banking apps more and more, even though this varies very much depending on age: twice as many of the youngest have downloaded an app compared to older people.

Question: Have you downloaded your bank's (or banks') smartphone app(s) so that you can manage your accounts remotely?

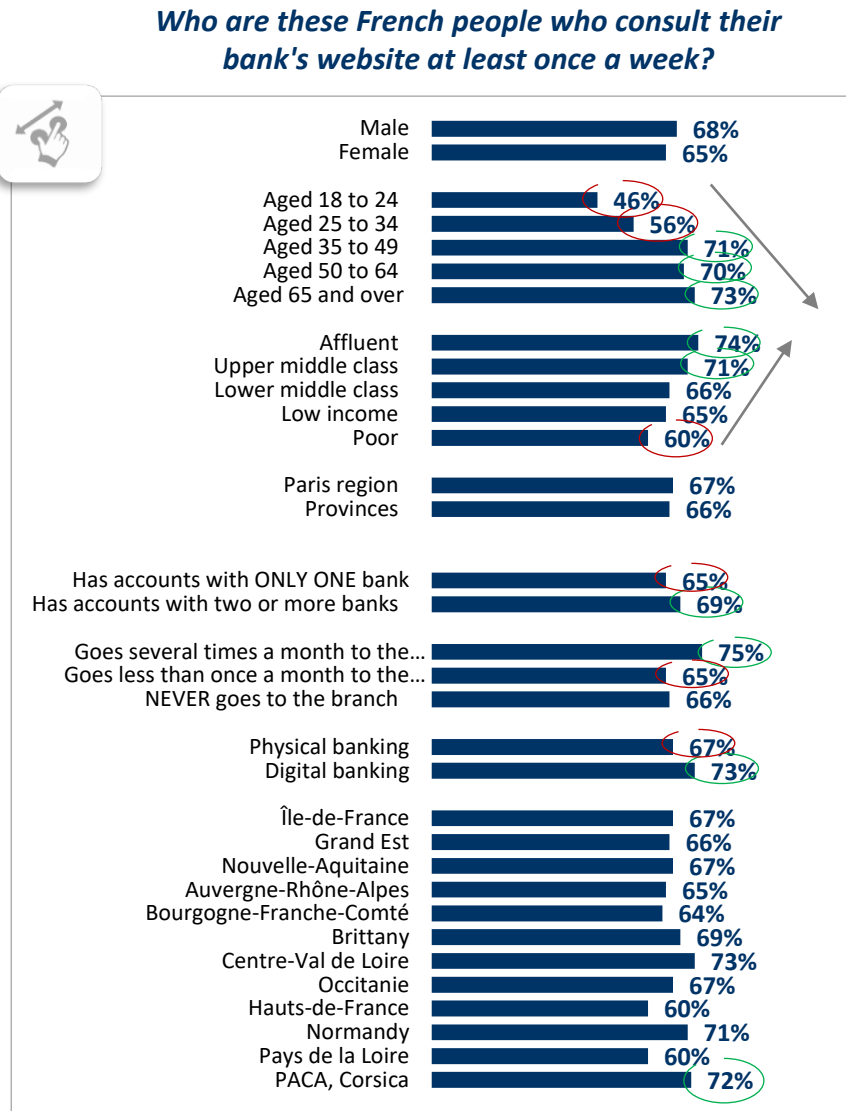
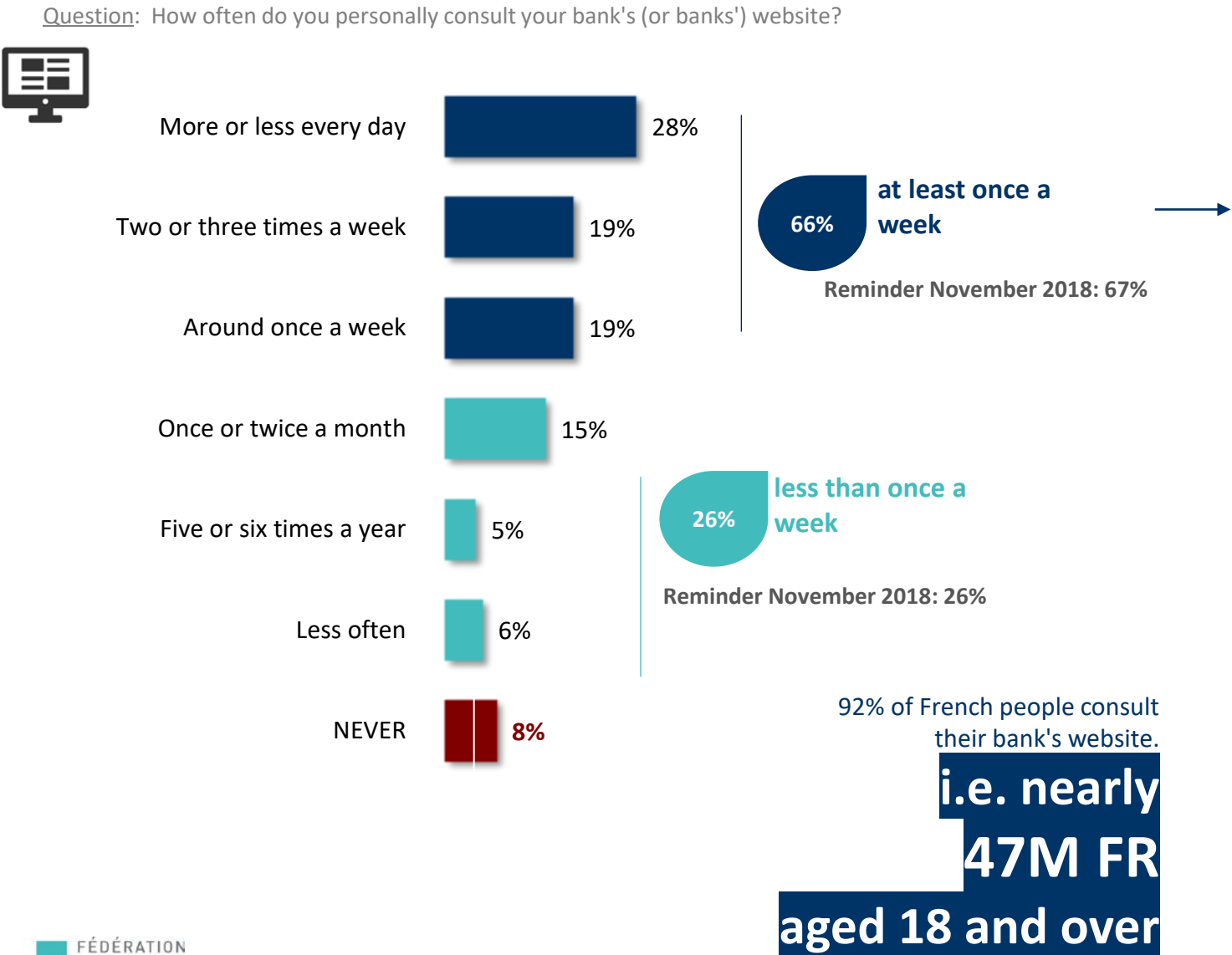


Who are these French people who have downloaded their bank's app?



\*in November 2018, the item heading was: You even have SEVERAL apps (because you have accounts with several banks)

Two-thirds of French people consult their bank's website at least once a week, particularly those aged 35 and over who clearly prefer it to apps (the opposite to those younger than them). Wealthy people are also more connected and use apps more.



# Users use apps and websites in similar ways: they use them primarily to track their budget (though apps are also used to validate online payments).



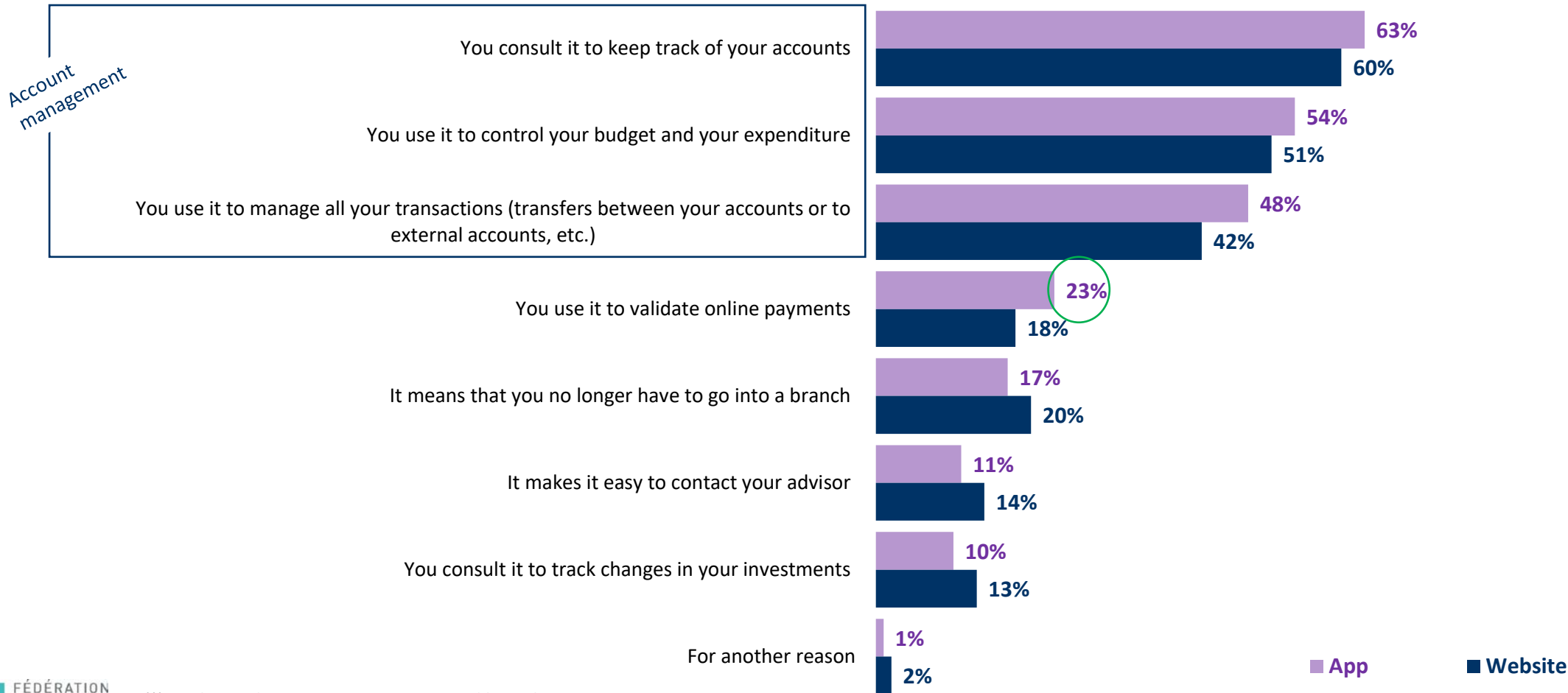
Question: How do you use this app/these apps in general? First? And then?

Base: Those who have downloaded at least one app, i.e. 66% of the sample



Question: For what main reasons do you consult your bank's (your banks') website(s)? First? And then?

Base: Those who use their bank's website, i.e. 92% of the sample

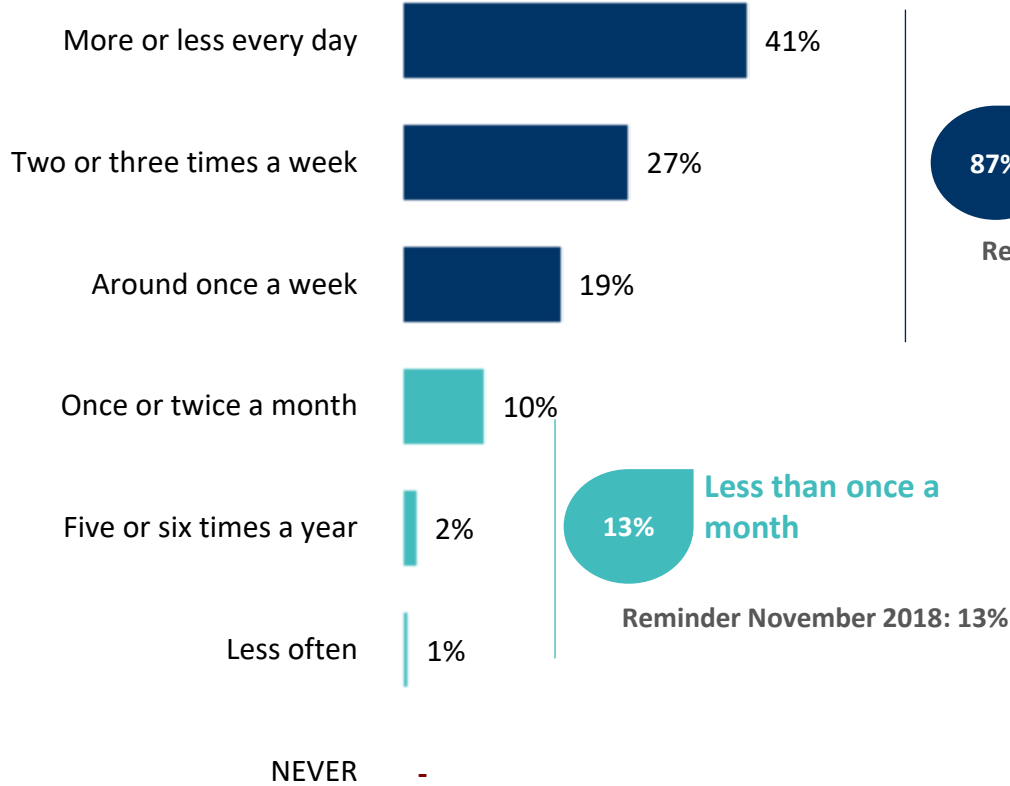


(\*) Total more than 100%, as interviewees could give three answers

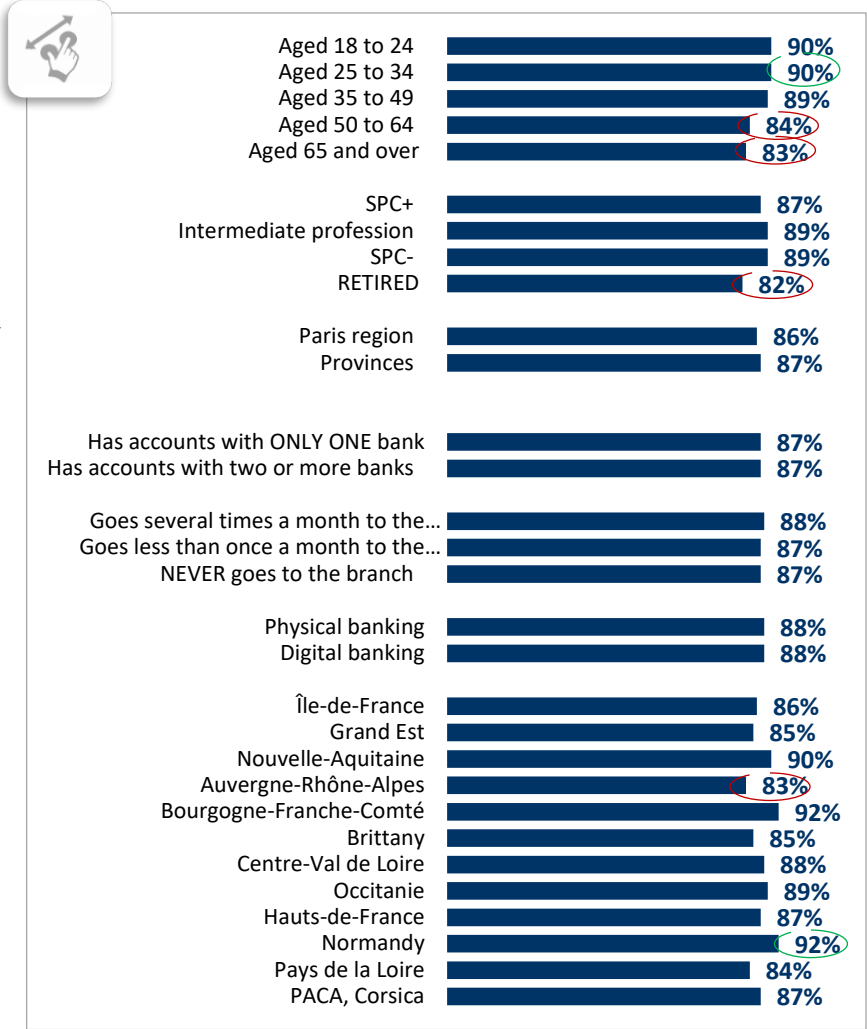
# Once downloaded, the usefulness of banking apps does not seem questioned and nearly 9 users out of 10 use them at least once a week.

Question: How often do you personally consult your banking app(s)?

Base: Those who have downloaded at least one app, i.e. 66% of the sample



## Who are these French people who use their bank's app at least once a week?



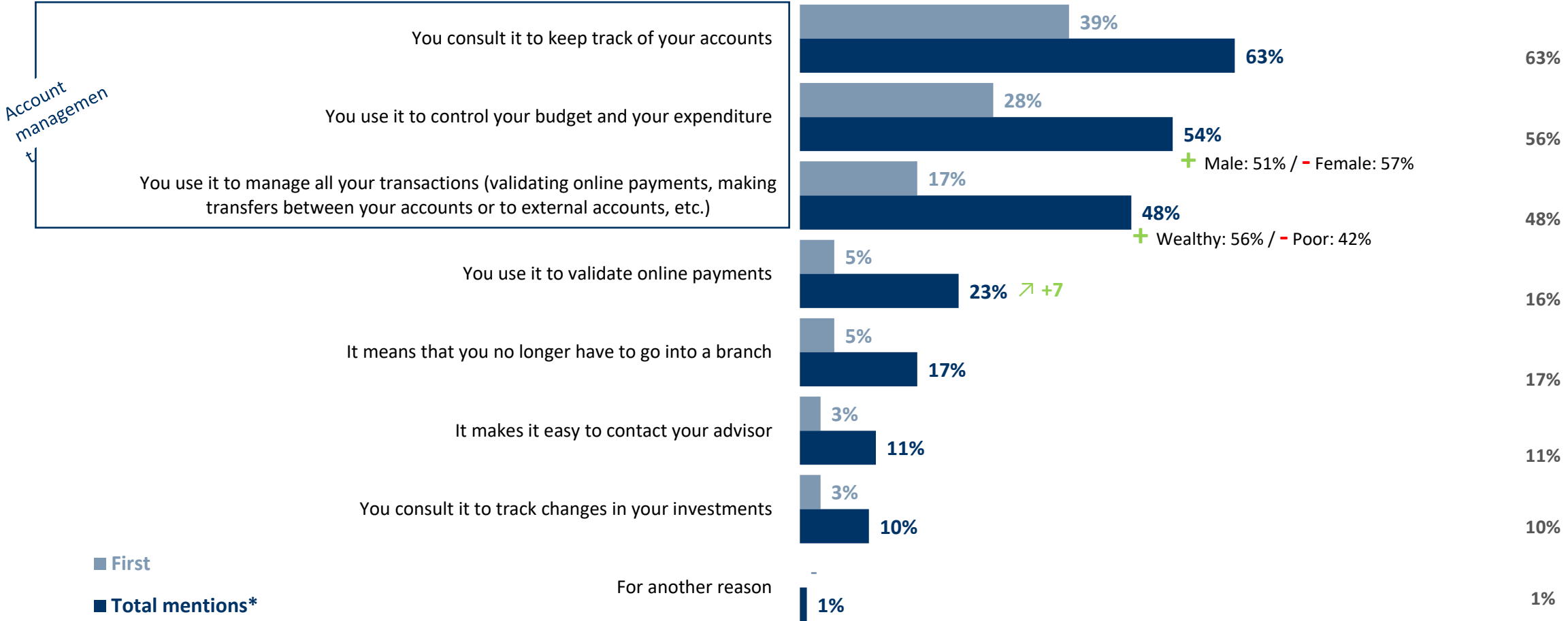
# Bank apps are mainly used to track account movements, manage budgets and various transactions, but they also seem to be used more and more to validate online payments.

Question: How do you use this app/these apps in general? First? And then?

Base: Those who have downloaded at least one app, i.e. 66% of the sample



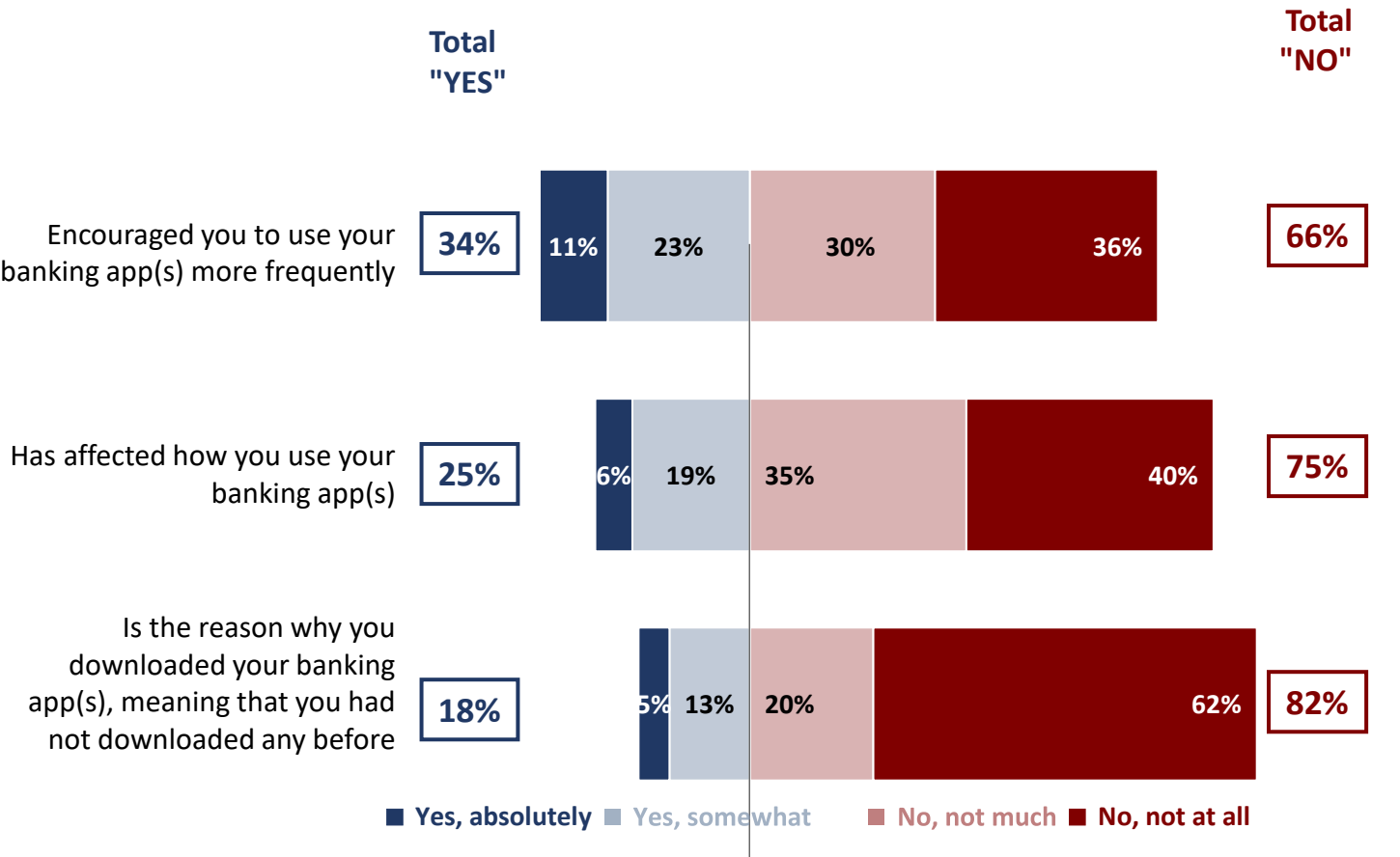
Reminder  
November 2018  
"Total mentions"



# A quarter of French people say that the Covid-19 crisis has altered how they use banking apps, and two-thirds of them expect to continue with this change in usage.

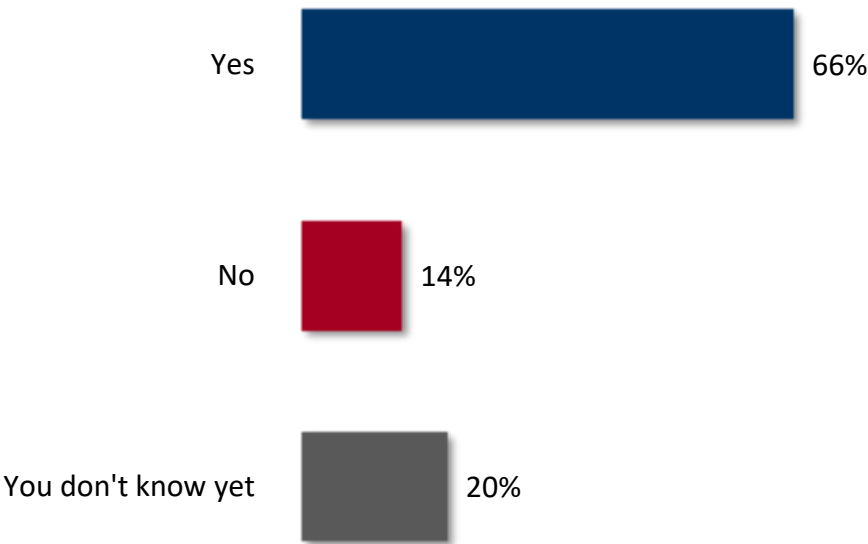
Question: Would you say that the Covid-19 crisis...?

Base: Those who have downloaded at least one app, i.e. 66% of the sample



Question: And do you think that the change in how you use the app will continue?

Base: Those for whom Covid-19 has affected how they use apps, i.e. 26% of the sample

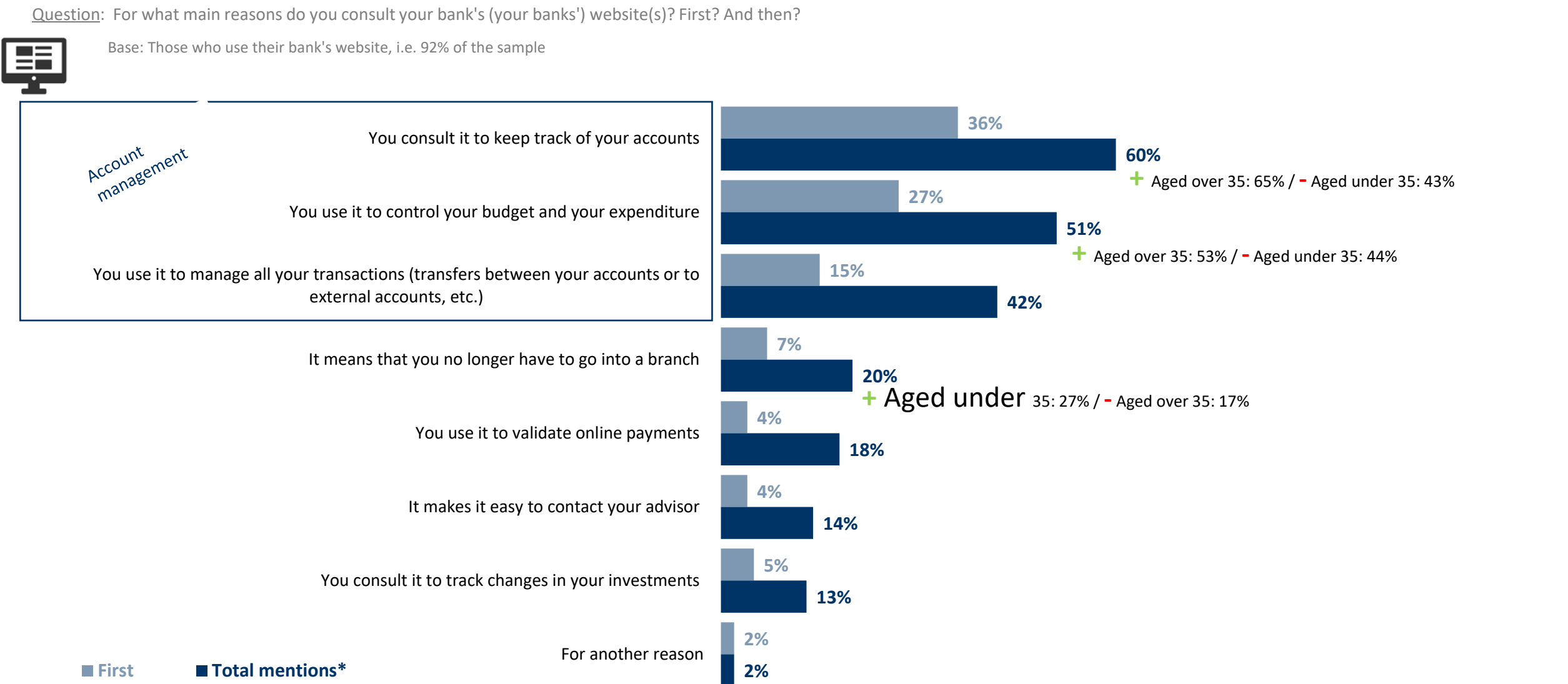


26% of French people say that their use of banking apps has changed as a result of the Covid-19 crisis,  
**i.e. > 13M FR aged 18 and over**

Of these 26%, 66% say that this change in their use will continue,  
**i.e. > 8.5M FR aged 18 and over**



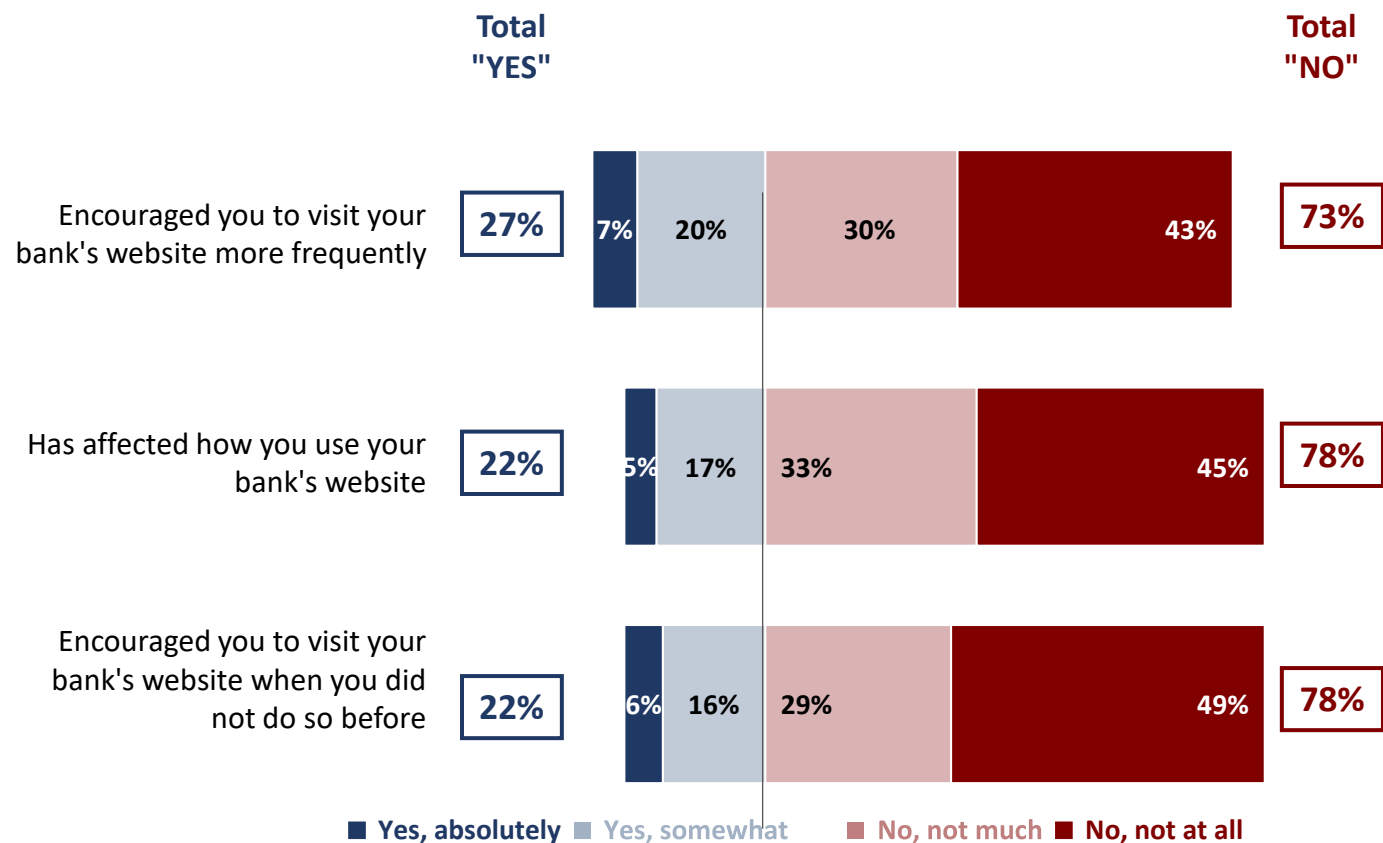
# The most common reasons for using bank websites are similar to those for using apps and mainly concern account management (especially for those aged over 35).



As with banking apps, a quarter of French people say that the Covid-19 crisis has altered how they use their bank's website, and this change in usage is expected to continue for 6/10 of them.

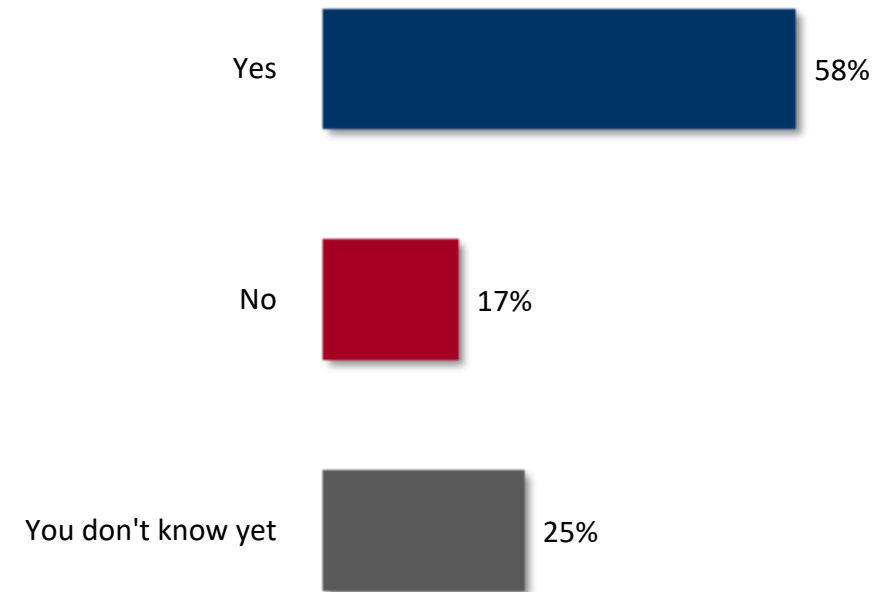
Question: Would you say that the Covid-19 crisis...?

Base: Those who use their bank's website, i.e. 92% of the sample



Question: Do you think that the change in how you use your bank's website will continue?

Base: Those for whom Covid-19 has affected how they use the website, i.e. 29% of the sample



29% of French people say that their use of their bank's website has changed as a result of the Covid-19 crisis, i.e. nearly 15M FR aged 18 and over


Of these 29%, 58% say that this change in their usage will continue, i.e. >8.6M FR aged 18 and over




# New banking services - SUMMARY: Innovation, Reputation, Trust

Question: For each of the following services, would you say that ... ? / For each of these new services, would you say it is a service or technology that you ...  
Beyond the level of trust that you place in these different technologies, would you say for each of them that for you today it is... ?

Fingerprint authentication to access your bank's online services


 Facial recognition authentication to access your bank's online services

Contactless payment using bank card

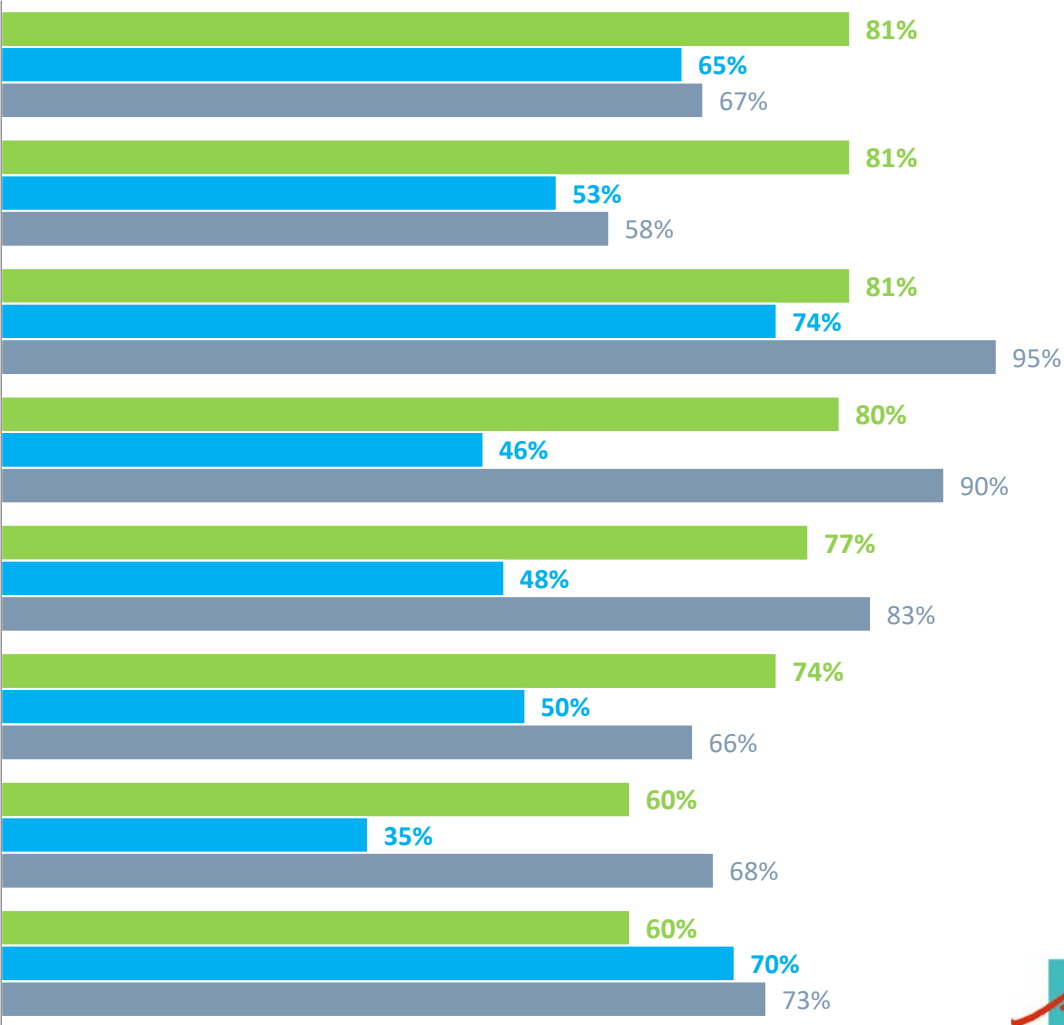
 **Innovative but trust still to be won**  
Contactless payment using a smartphone

Remote payment using a smartphone (on the Internet)

E-wallet or electronic wallet that lets you make purchases without having to enter your bank details

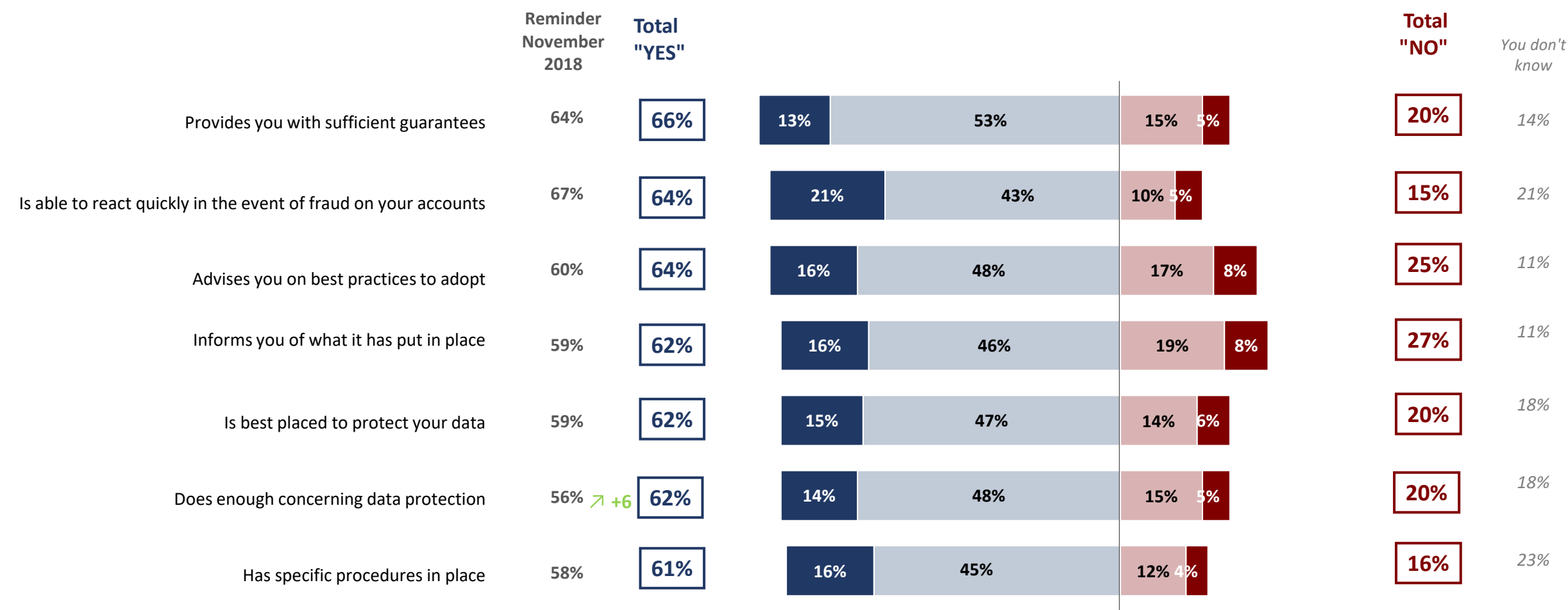
 Using robots to answer your questions

**The least innovative but inspires the most trust**  
Using the chat function to discuss matters with an advisor



More French people have an opinion about how their bank manages personal data, even though a significant proportion of respondents do not know what position to take on this subject.

Question: In terms of the security and protection of your personal banking data, would you say that today your bank ... ?





# *Reminder of methodology*

# Methodology

Who?

The survey was conducted on a sample of **4009** people, representative of the **French population aged 18 and over**.

The representativeness of the sample was ensured by the quota method (sex, age, occupation of interviewee) after stratification by region and urban unit category.

How?

Interviews were conducted by an online self-administered questionnaire

When?

Study from 27 October to 4 November 2020.

*Reminder November 2018: Ifop study for the FBF conducted on a sample of 2014 people, representative of the French population aged 18 and over, by an online self-administered questionnaire from 23 to 29 November 2018 using the quota method.*

*Note: The "standard of living" variable is the household's disposable income divided by the number of consumer units (or "CU"), which is based on the number of adults and children making up the household. It is calculated in accordance with the method used by INSEE and the OECD.*

Reading notes:



Denotes gaps significantly above or below the average. When the results are not circled, this means that they do not differ significantly (confidence threshold at 95%) from the average.



Denotes changes significantly higher or lower than in 2018.