

The French, their banking, their expectations

(Part 3)



Ifop contacts

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Methodology

Who?

The survey was conducted on a sample of **4,000** 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 the interviewee) after stratification by region and urban unit category.

How?

Interviews were conducted by an online self-administered questionnaire

When?

Study from 1 to 13 December 2021.

Reminder November 2020: Ifop study for the FBF conducted on a sample of 4,009 people, representative of the French population aged 18 and over, by an online self-administered questionnaire from 27 October to 4 November 2020 using the quota method.

Reminder November 2018: Ifop study for the FBF conducted on a sample of 2,014 people, representative of the French population aged 18 and over, by an online self-administered questionnaire from 23 October 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.

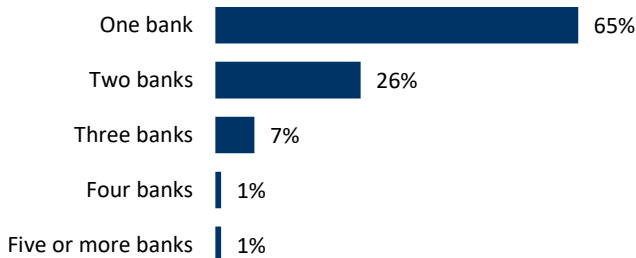


Denotes significant increases/decreases compared to previous years.

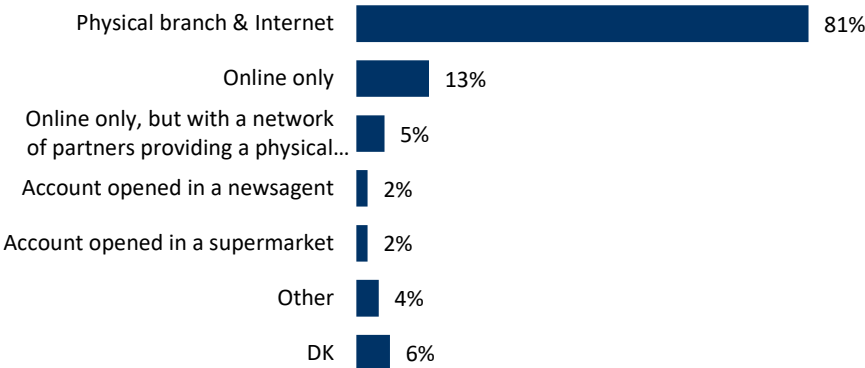
Focus on customer practices

Snapshot of French customers in 2021

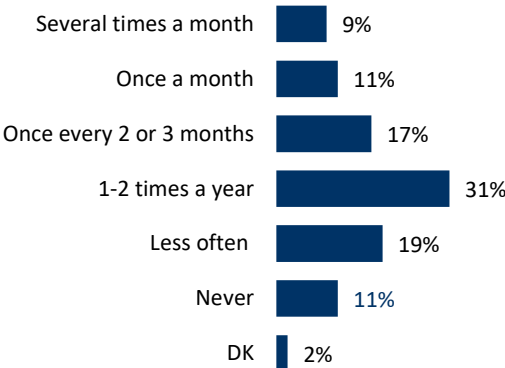
Number of banks



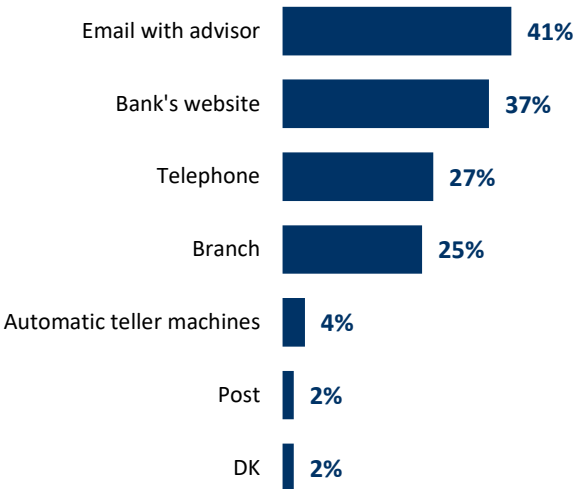
Type of bank



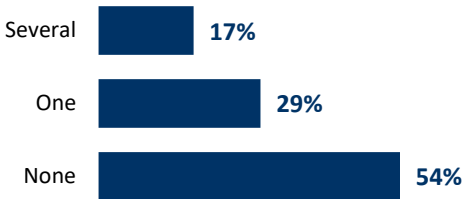
Frequency of branch visits



Preferred method of contact



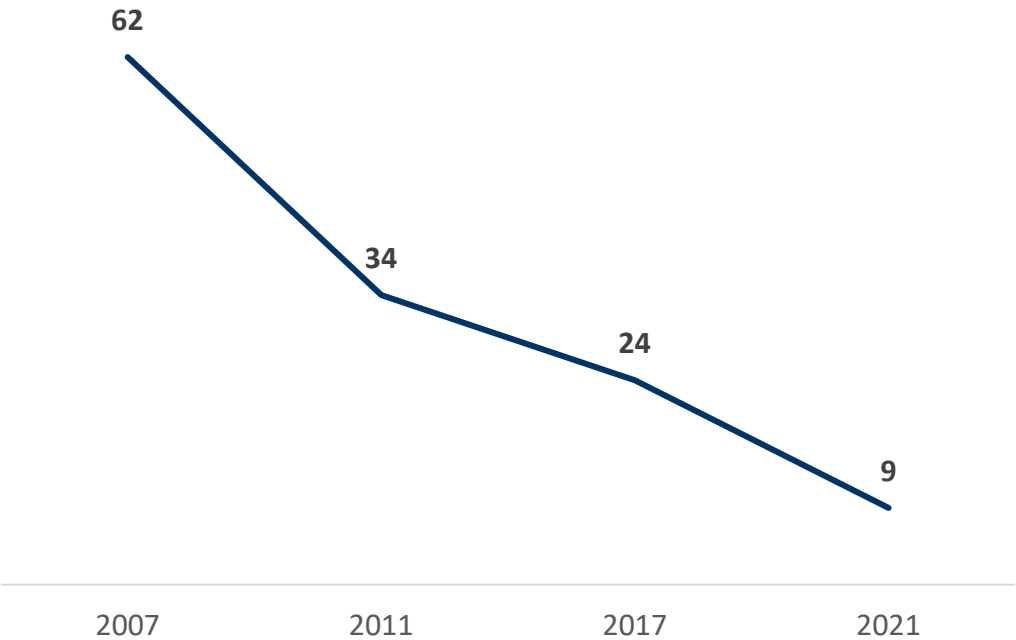
Have taken out a loan or loans



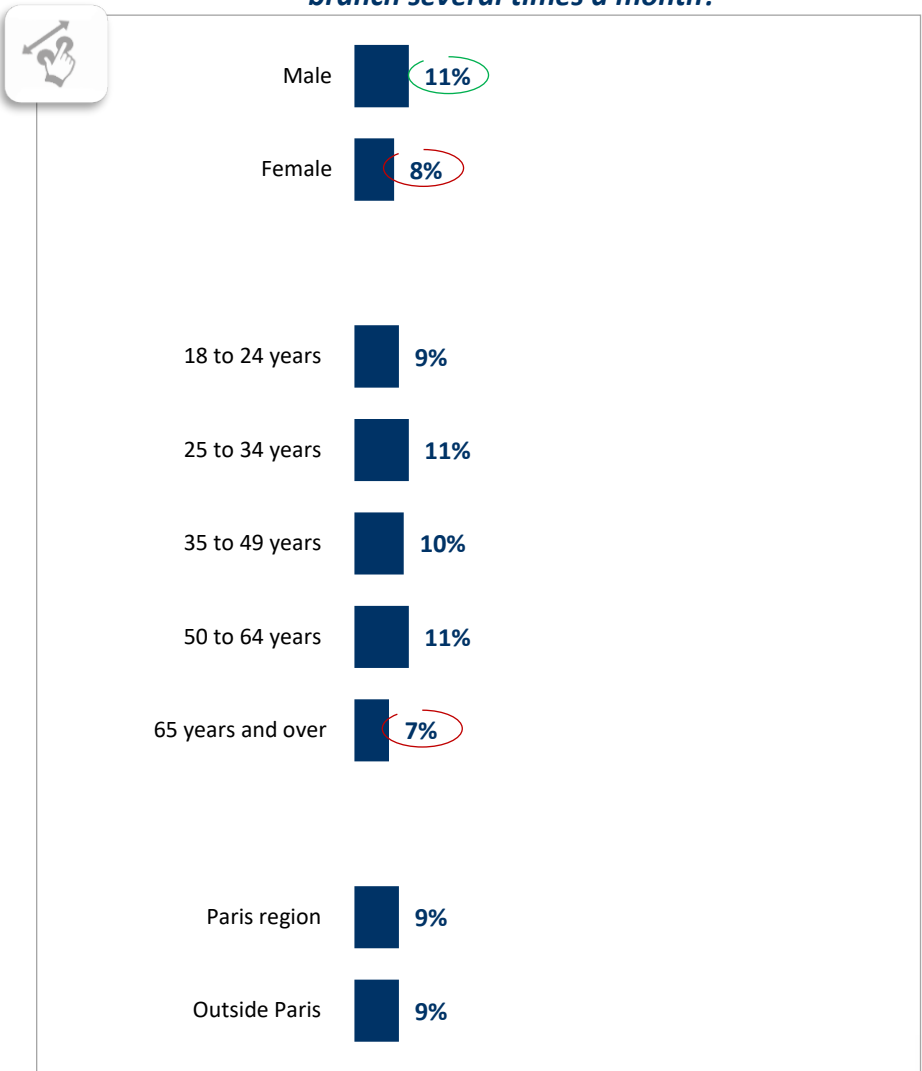
Change in monthly frequency of visits to bank branches

Question: How often do you personally visit your bank branch?

CHANGE (%)
“Several times a month”



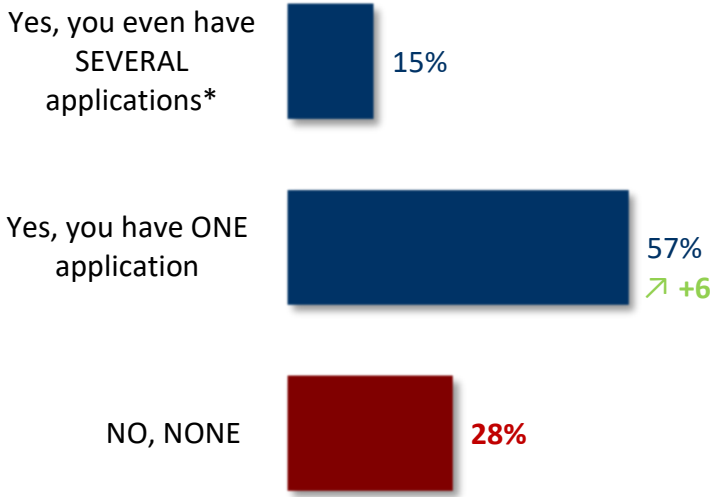
How many French people visit their branch several times a month?



95% of French people use one of the digital tools provided by their bank: the website by the over 35s while the app is favoured by the under 35s



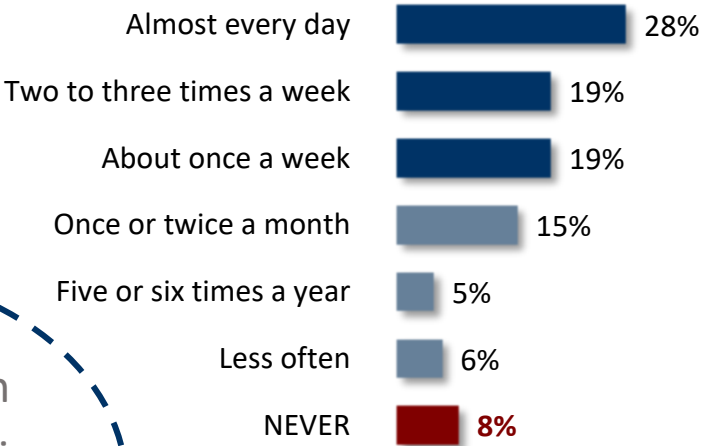
Question: Have you downloaded the smartphone application of your bank(s), allowing you to manage your accounts remotely?



72% downloaded at least one application
↗ +6
↗ +17 points since 2018
Reminder November 2020: 66%
Reminder November 2018: 55%



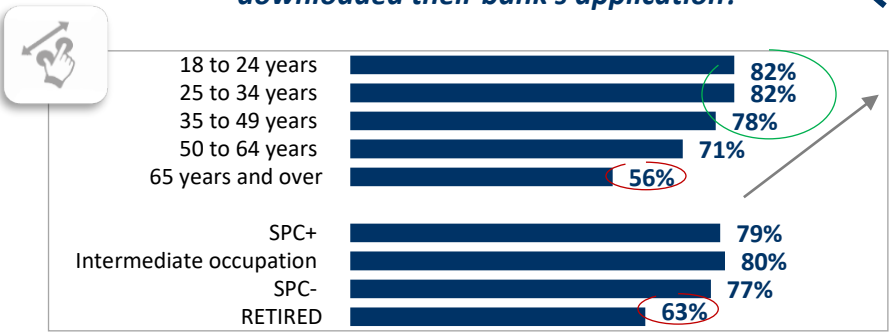
Question: How often do you personally consult the website of your bank(s)?



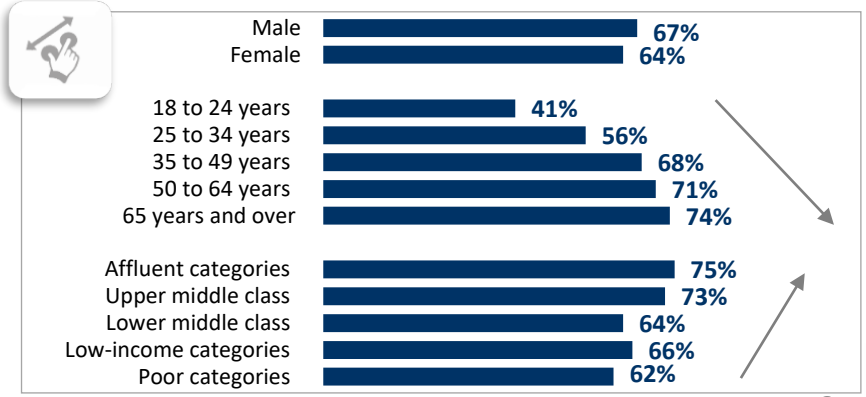
66% At least once a week
Reminder November 2020: 66%
Reminder November 2018: 67%

95% of French people consult their bank's website or use its application (96% in 2020)

How many French people have downloaded their bank's application?



How many French people consult their bank's website at least once a week?



Customers use the application and the website for similar reasons: primarily to monitor their budget (with the application they also use the transactions or payments functions)



Question: How do you use the application(s) generally? Firstly? And then?

Basis: To those who have downloaded at least one application, i.e. 72% of the sample



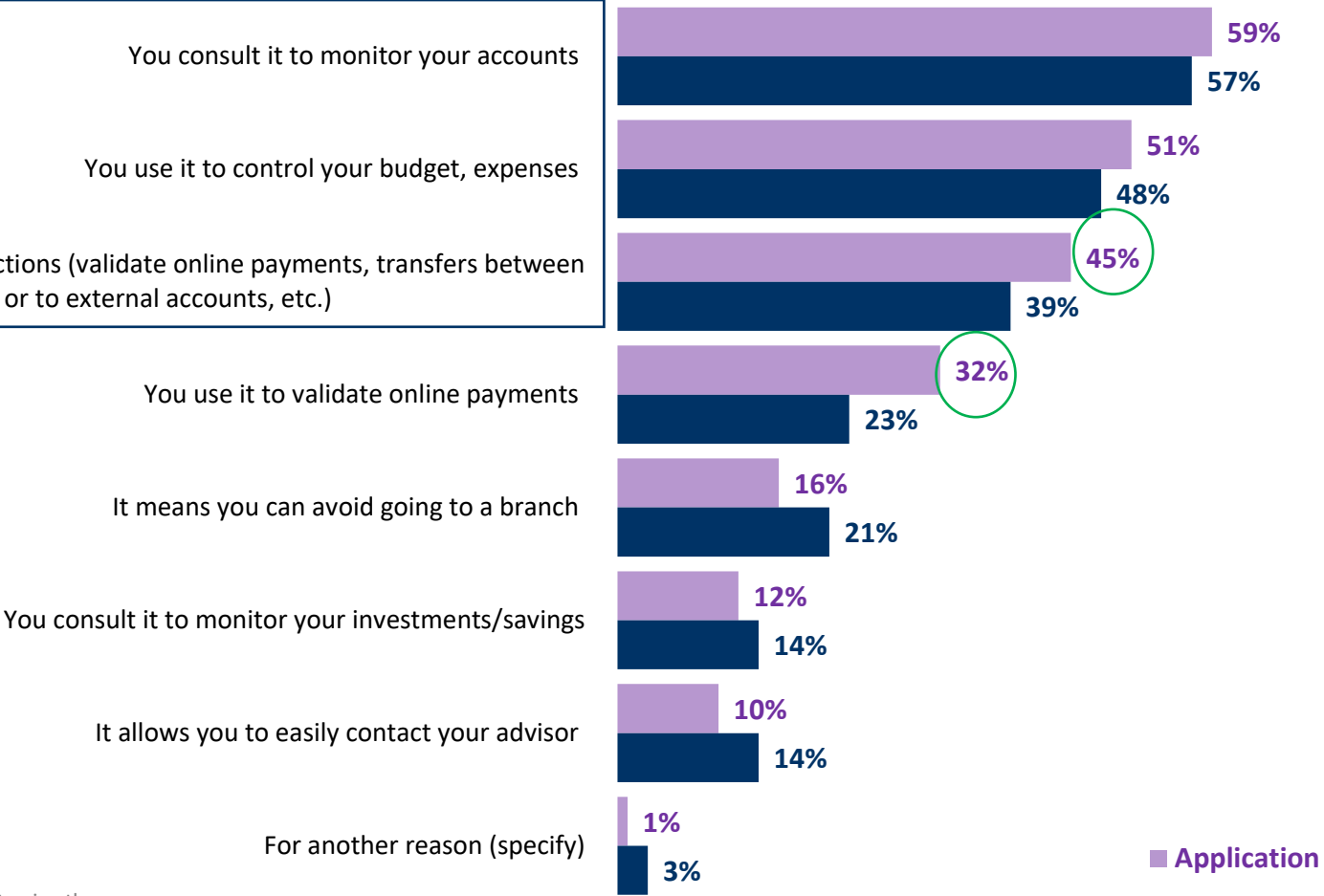
Question: What are the main reasons that you consult the website of your bank(s)? Firstly? And then?

Basis: To those who visit their bank's website, i.e. 92% of the sample

Account management

- You consult it to monitor your accounts
- You use it to control your budget, expenses
- You use it to manage all your transactions (validate online payments, transfers between your accounts or to external accounts, etc.)

“Total quotes” comparison



(*) Total greater than 100%, as respondents were able to give three answers

The impact of the health crisis on behaviour

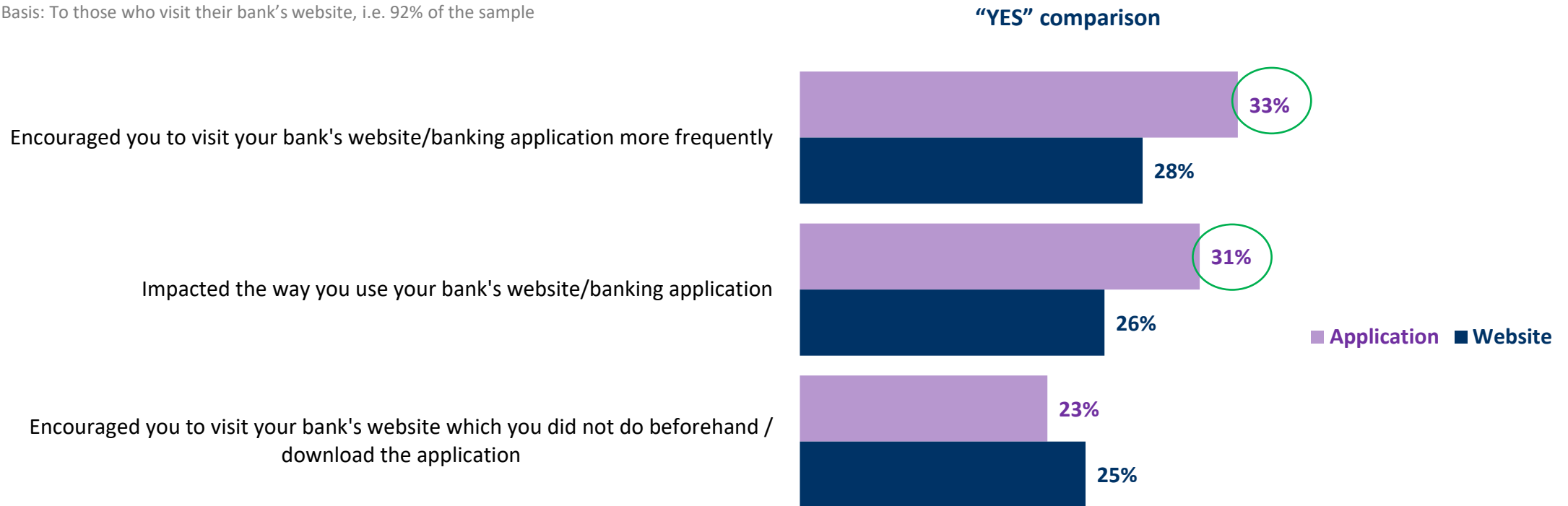
The Covid-19 crisis led to an increase in the use of digital tools, in particular the app



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

Basis: To those who have downloaded at least one application, i.e. 72% of the sample

Basis: To those who visit their bank's website, i.e. 92% of the sample

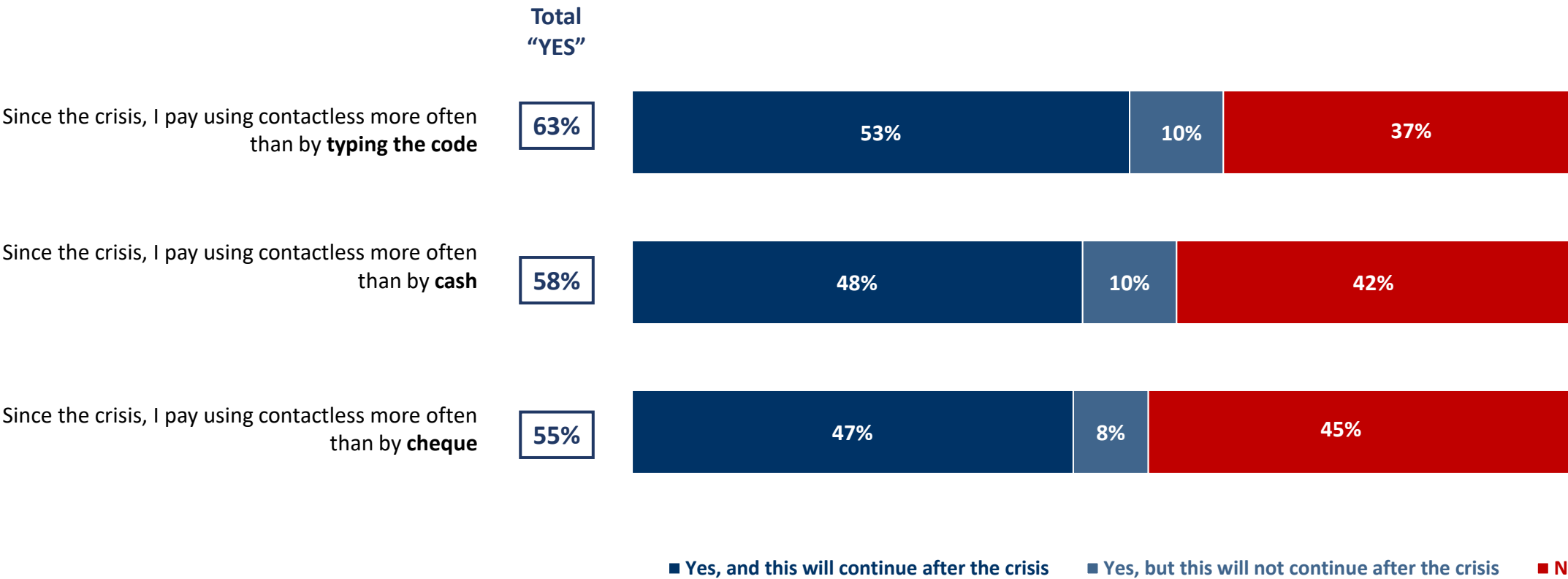


A total of 28% of those who have downloaded an app say that their use of banking apps changed as a result of the Covid-19 crisis. 24% believe this will be a lasting effect.

A total of 30% of French people who consult their bank's website say that their use of the website changed as a result of the Covid-19 crisis. 24% believe this will be a lasting effect.

The Covid-19 crisis has accelerated the use of contactless payments, often in a sustainable way

Question: Has the increase in the contactless limit to 50 euros changed your payment habits?

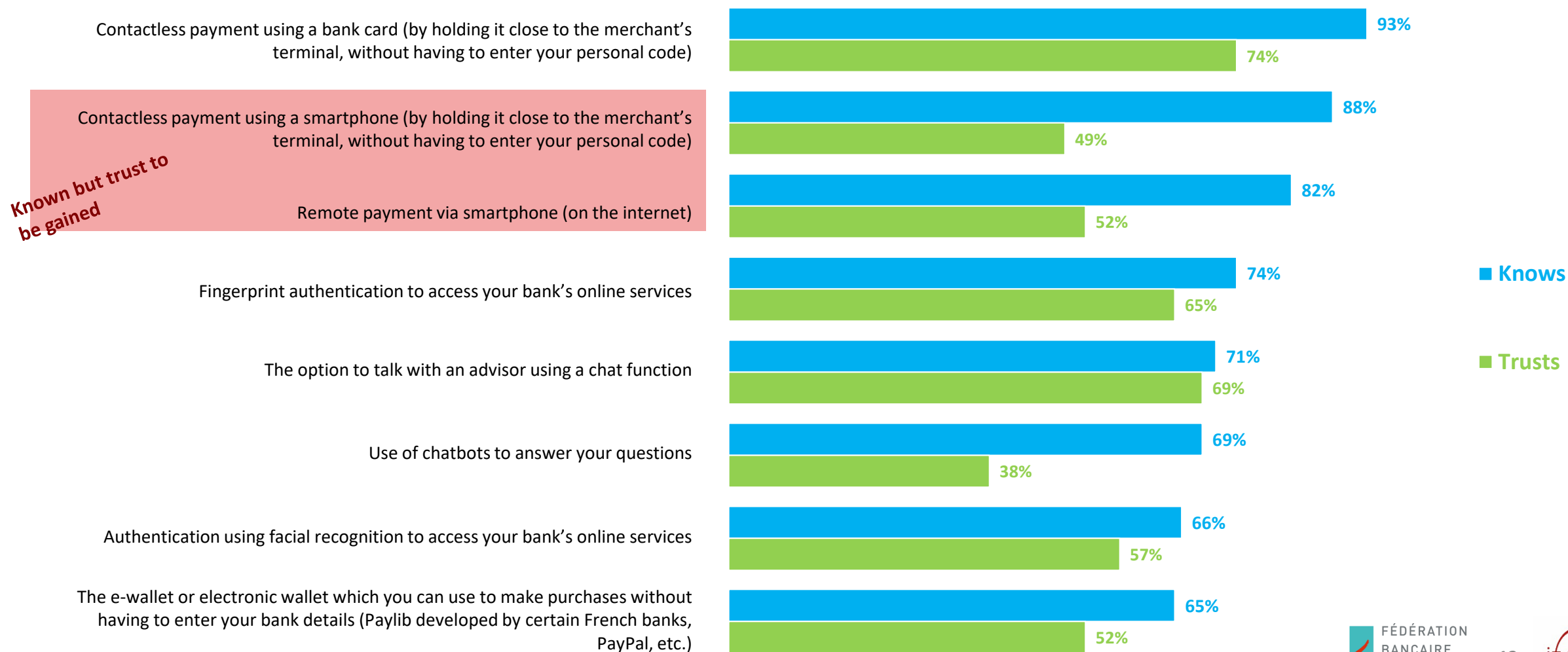


French people's perceptions of innovation/change



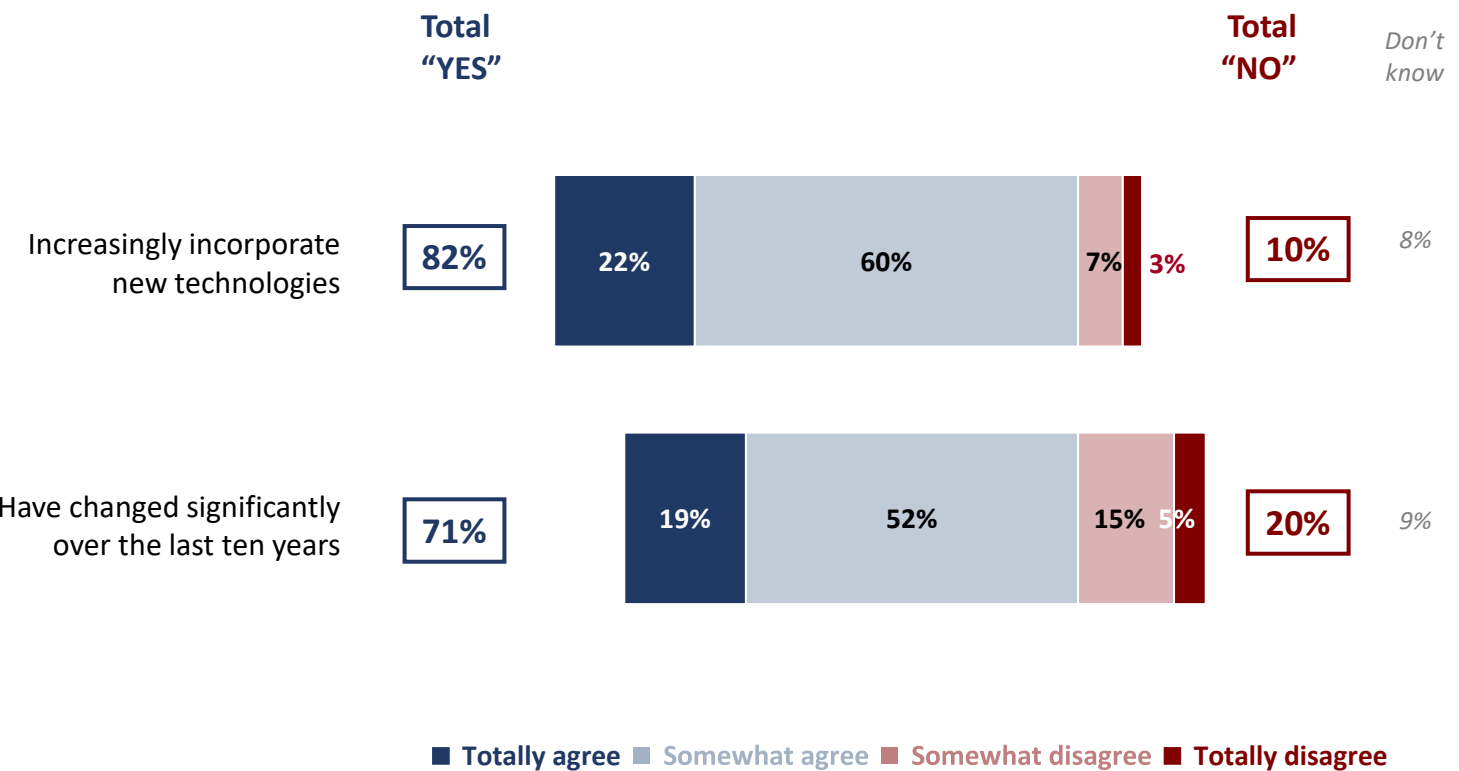
New banking services - Recognition, Trust

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



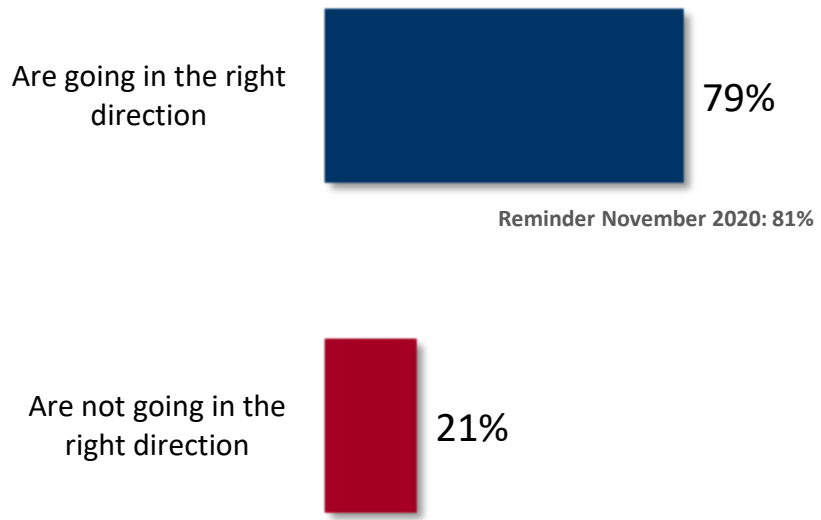
8 out of 10 French people recognise the innovative nature of banks and encourage them to continue in this direction..

Question: And based on your view of French banks today, would you say that they ...?



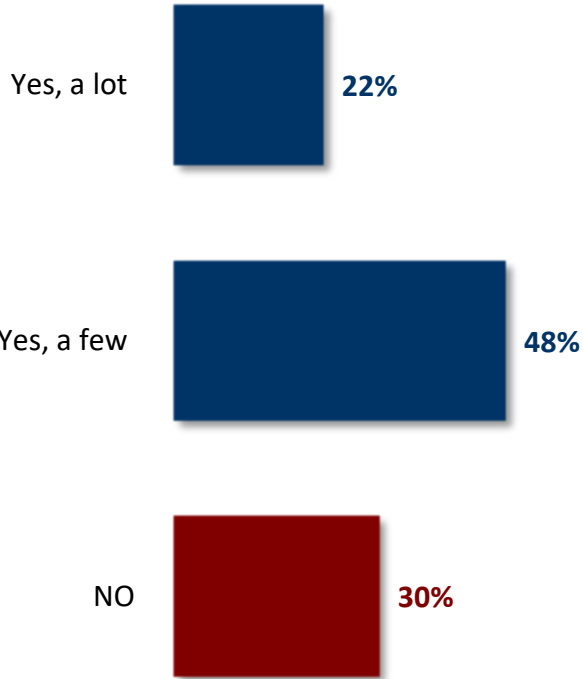
Question: In relation to all these new services made available to consumers, would you say that these changes ...?

Basis: To over 25s who have perceived changes in their bank over the last 10 years, i.e. 70% of the sample

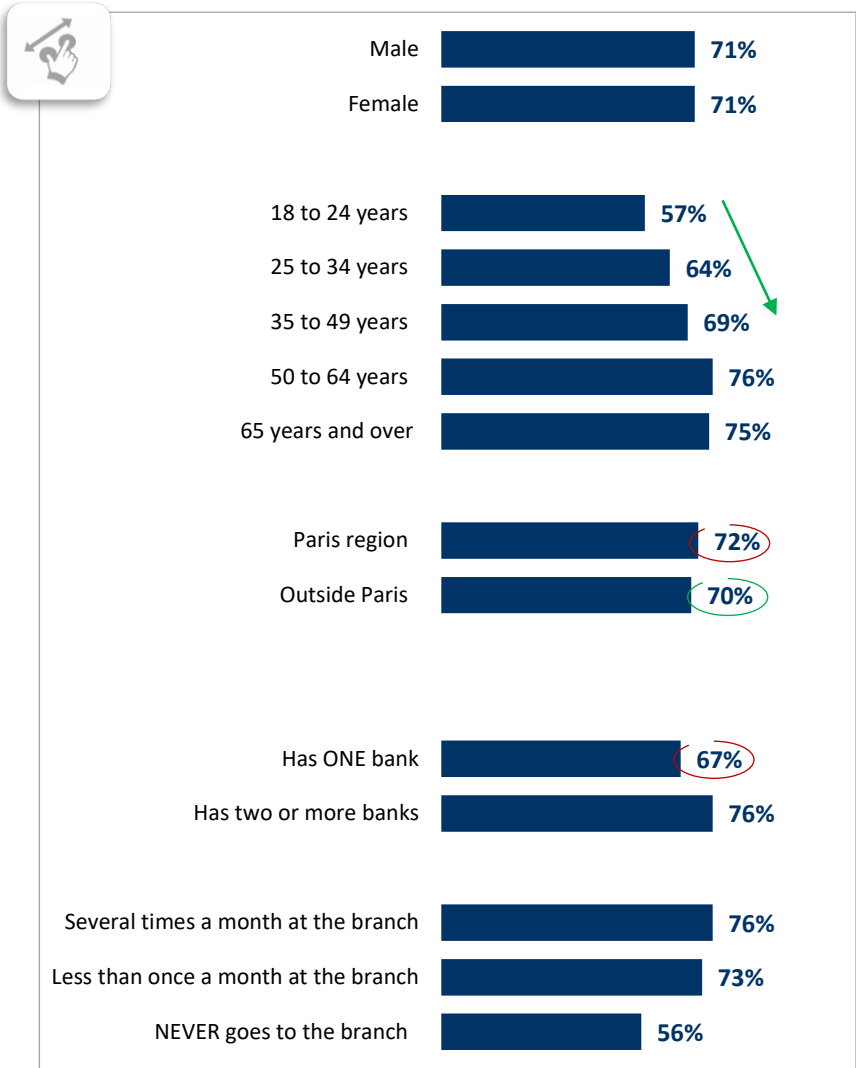


...however, slightly fewer have noticed changes in the services offered by their bank over the last 10 years (having probably assimilated them)

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



How many French people have noticed changes?



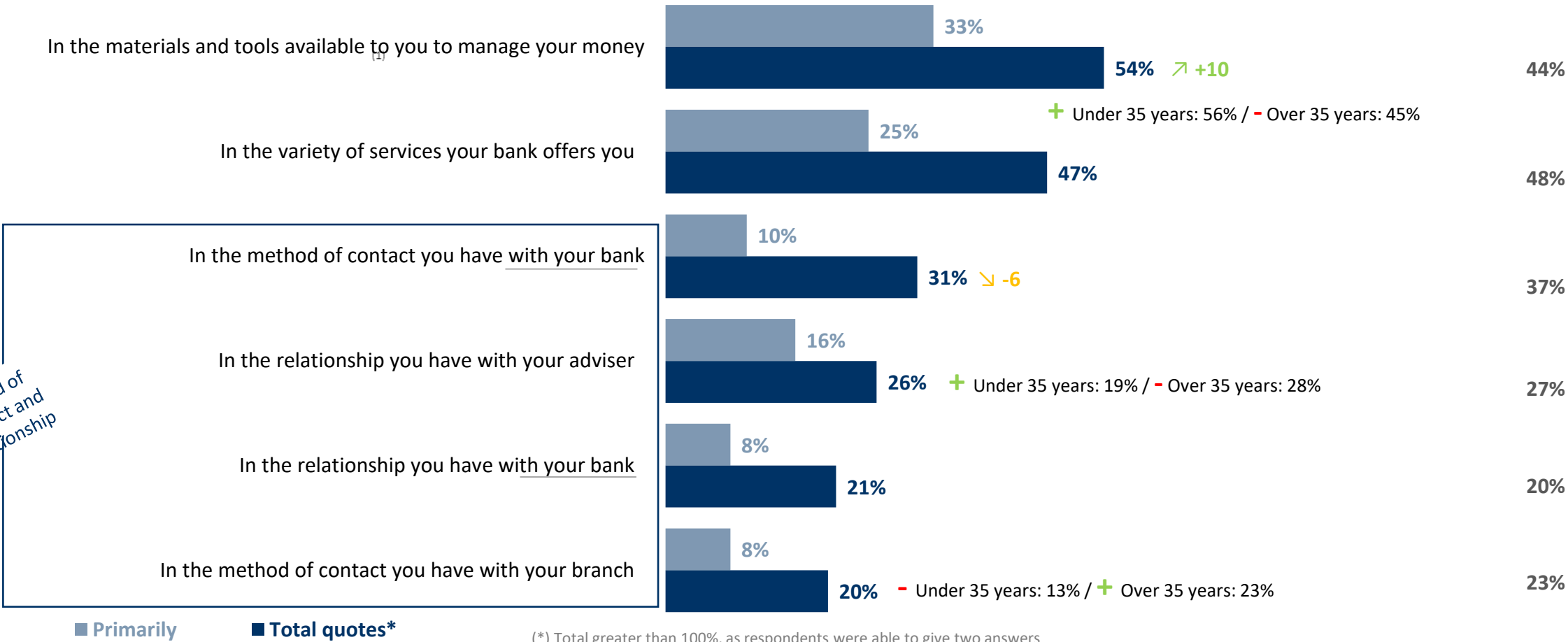
As in 2018, the changes observed within the bank vary and primarily concern the service offer

Question: What type of changes you have observed?

Basis: To those who have noticed changes in their bank over the last 10 years, i.e. 70% of the sample

Reminder
"Total quotes"
November 2020

Method of
contact and
relationship



(1) In 2020, the item was "In the materials and tools available to you to manage your funds". Comparisons should therefore be interpreted with caution.

The desired speed of change

Question: And in light of these changes, would you like your bank to ...?

Basis: To those who have noticed changes in the services offered by their bank, i.e. 70% of the sample

