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**FBF-IFOP 2023 survey “The French, their banking, their expectations”
Relationship banking recognised by the French**

The French Banking Federation (FBF) and the French Public Opinion Institute (IFOP) are unveiling the results of their fourth “The French, their banking, their expectations” survey. Conducted with more than 4,000 French people¹, the study provides a snapshot of French banking customers and sheds light on their perception of banks in France and the way they use them, notably in terms of innovations and the impact of the COVID crisis.

1. Snapshot of banking customers in France

63% of French people have one bank account and 46% have one or more loans. They visit their branch once to twice a year (31% of the sample). **9% visit their bank several times a month, compared with 62% in 2007.**

For 83%, banking is both physical and digital, with numerous contact methods: email for 38% of respondents, the bank’s website (34%), telephone (26%) and branch visits (25%).

2. The French recognise the strong support provided by relationship banking

When asked about the image they have of the bank, French people stress the intimate link between closeness and satisfaction, **89% of them saying they have a good image of their branch, 88% of them a good image of their bank, and 86% a good image of their advisor.**

The French also recognise the contribution of banks to daily and local life, an aspect considered as vital, with 88% of respondents (stable compared with last year) saying that banks are part of the daily lives of the French population. For 84%, banks are an essential part of daily life. The survey shows that French banks are widely regarded as vital to regional development and essential to local life.

Closeness is also important to French people, with 80% of French people saying that an ideal bank should give customers the possibility of using services on the internet and in branches, according to their needs.

3. Customer behaviour impacted by the crisis on a lasting basis

96% of French people visit their bank’s website or use its app, mainly to check their accounts, control their budget and spending, and manage transactions. Today, 74% of the population have downloaded at least one banking app, an increase of 19 points since 2018.

¹ FBF-IFOP survey administered between 6 and 15 December 2022 with a sample of 4,005 people representative of the French population aged 18 and over. 12 regional versions are also available.

The health crisis encouraged 36% of French people to check their bank's website or app more frequently than before. The use of contactless technology is more frequent than before the crisis for 62%.

These uses have remained stable since 2021 after accelerating during the health crisis.

4. The perception of innovation

More than 8 out of 10 French people recognise the innovative nature of banks and believe that this is a step in the right direction.

They are highly familiar with contactless payments with a bank card (94%) and also trust such payments (74%). They are broadly aware of other recent developments such as contactless payments via smartphone (90%), remote payments via smartphone (84%), and fingerprint authentication for accessing online services (75%). The most significant trend in 2022 was the increased familiarity of the French population with the possibility to dialogue with their bank via chats and robots (76% and 73%, respectively).

5. Banking is a strategic sector for France

The image of the French banking industry has been further strengthened through the actions taken by banks during the health crisis and their resilience. **81% of French people consider that banks finance French companies, 78% that they are an asset for the country's economy, and 77% that they are efficient.** In addition, **82% say that the banking sector is strategic**, ranking it third behind food and energy and equal with farming, tourism and the pharmaceutical industry.

Commenting, Maya Atig, Chief Executive Officer of the FBF, said: *"The new FBF-IFOP study confirms that the French have robust knowledge of the various banking services and that a substantial majority of them recognise the constant investment made by our banks and their 350,000 employees to serve their individual and corporate customers. Customer-focused innovation is central and a source of trust. The strong regional roots of banks are highlighted by their recognised contribution to regional development. Each of these ongoing trends proves the usefulness of our profession."*

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