



The French, their banking, their expectations



Wave 4 | December 2022

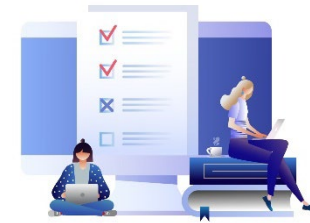
Methodology



WHO?

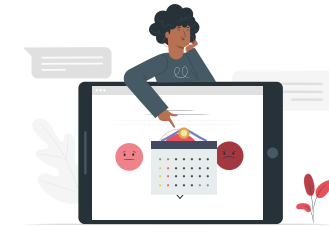
The survey was conducted on a sample of **4,005** people representative of the **French population aged 18 and over**.

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



HOW?

The interviews were conducted via a **self-administered online questionnaire**.



WHEN?

Field study from **6 to 15 December 2022**.

Recap of the methodology of previous waves

December 2021: Ifop survey of a sample of 4,000 people representative of the French population aged 18 and over, based on the quota method by self-administered online questionnaire from 1 to 13 December 2021.



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



November 2018: Ifop survey for the FBF conducted with a sample of 2,014 people representative of the French population aged 18 and over, via self-administered online 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 consumption units (or “CUs”), which is based on the number of adults and children making up the household). It is calculated here in accordance with the method used by INSEE and the OECD.

NB: Note: the order in which the results are presented in this document does not follow the order of the questions in the questionnaire

Reading notes:

  Denotes significant deviations from the average. Non-circled results do not differ significantly (confidence threshold) from the average.

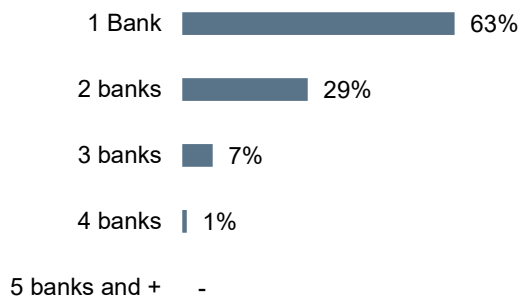
 **+XX**  **-XX** Denotes significant increases/decreases compared with previous years.



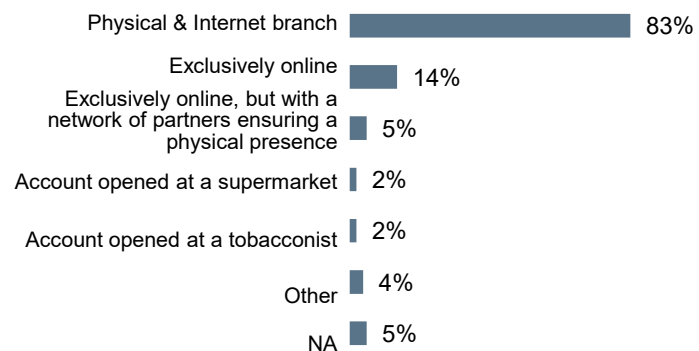
Snapshot of French customers in 2022



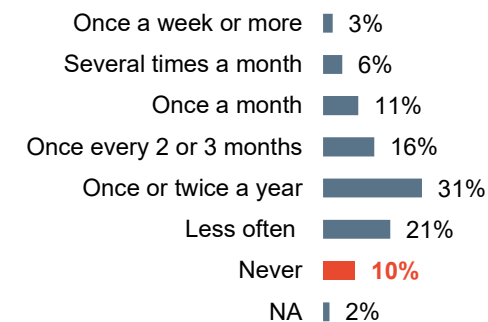
Number of banks per customer



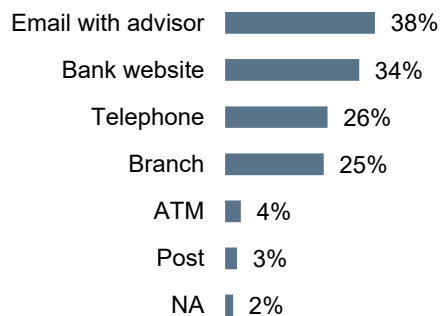
Type of bank



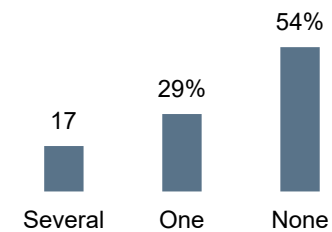
Frequency of branch visits



Preferred contact method



Have taken out a loan or loans

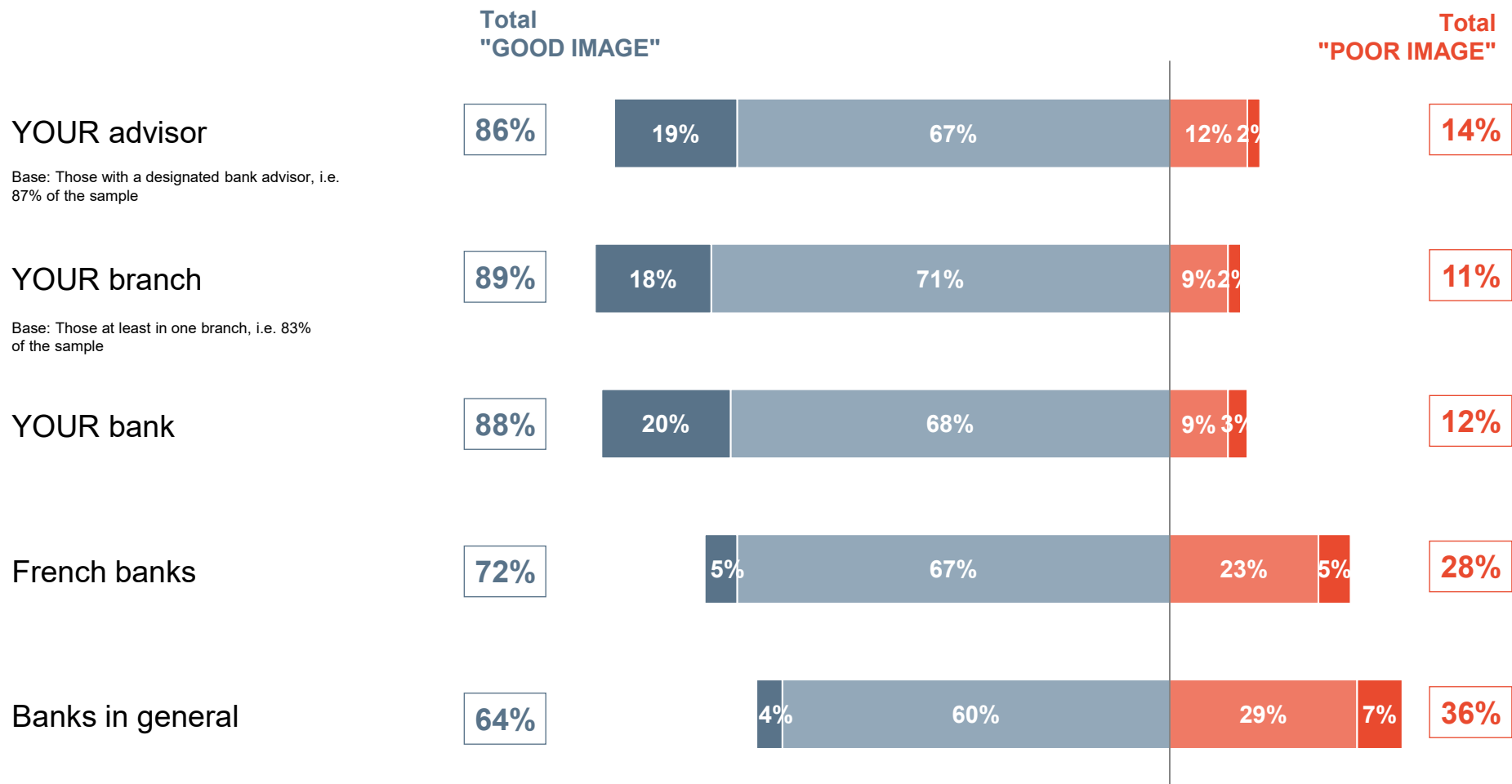




The banking sector: a good image, strong confidence

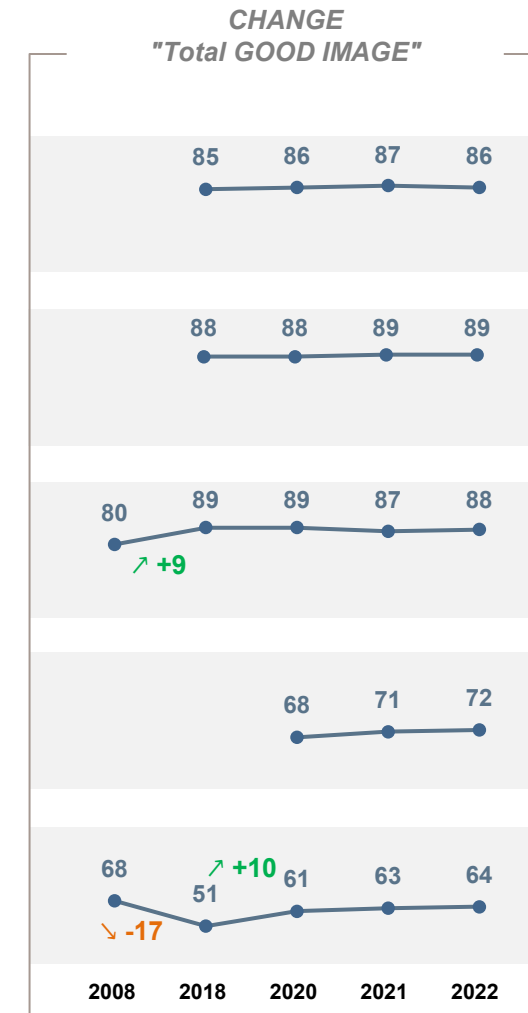
As in previous years, French people say they have a good image of their advisor, their bank branch and their bank (over 86%)

Question: Would you say that you have a very good, rather good, rather poor, very poor image of...?



Base: Those with a designated bank advisor, i.e. 87% of the sample

Base: Those at least in one branch, i.e. 83% of the sample



The banking sector is constantly recognised as a player in the daily lives of French people and local life

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

A player in everyday life

Are part of the **DAILY LIFE** of French people

Are essential in your **DAILY LIFE**

Are essential to **regional development**

Are key players in local life

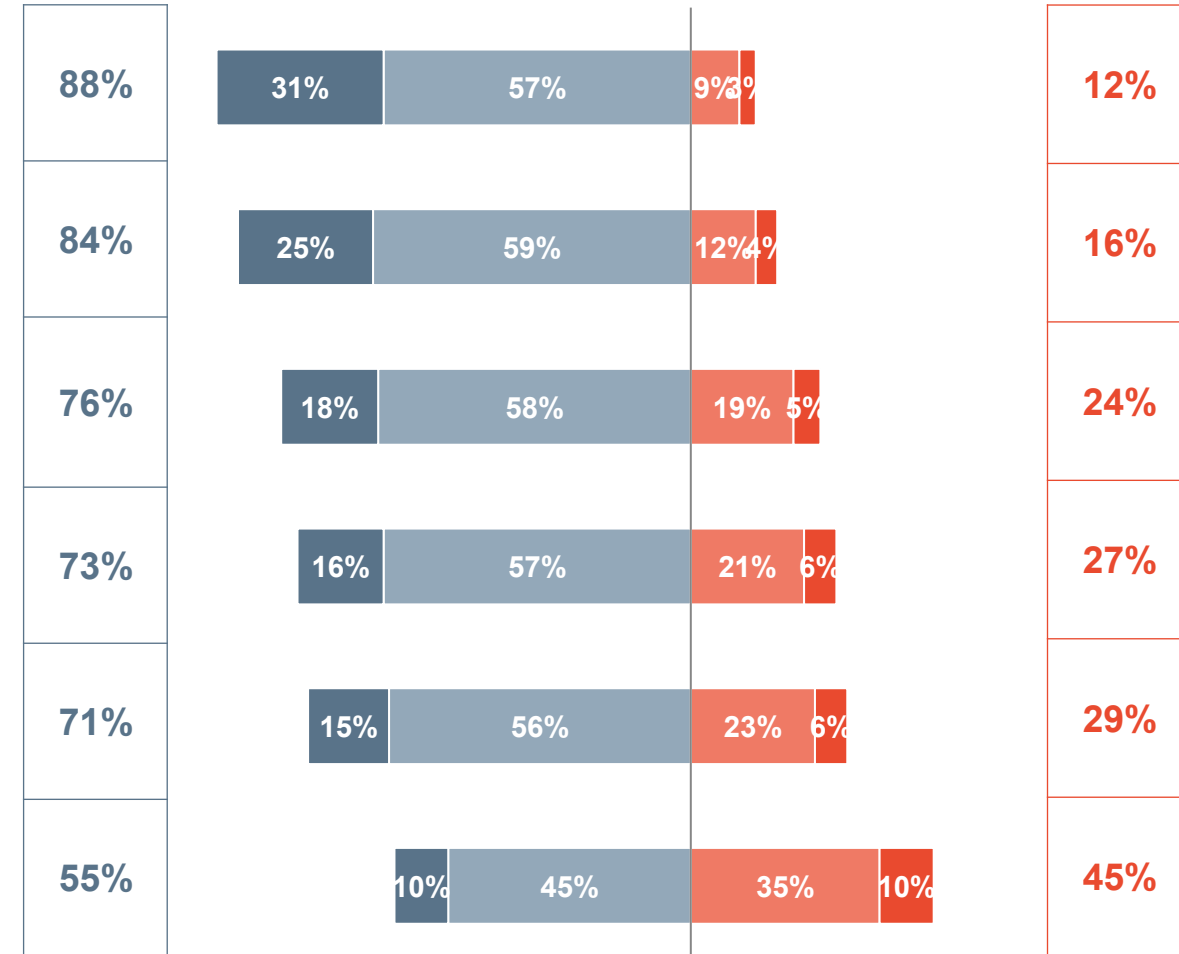
Contribute to the **vitality of the French economy**

Are major players in financing the ecological transition¹

Reminder November 2018 Reminder November 2020 Reminder December 2021

Total "WELL"

Total "BADLY"



¹ In 2020, the wording was "Are leading players in the ecological transition". Changes should therefore be interpreted with caution.

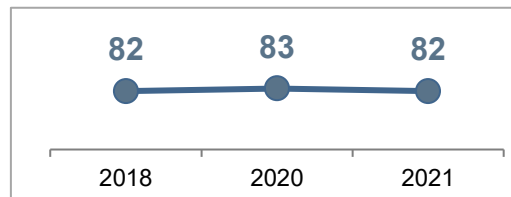
People still have a very clear preference banks that allow their customers to choose between digital services and branches according to their needs

Question: Lastly, in your opinion, the ideal bank is... ?



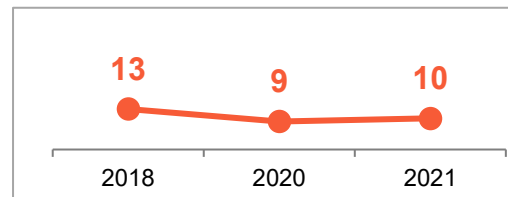
A bank that allows its customers to use online and branch services according to their needs

80%



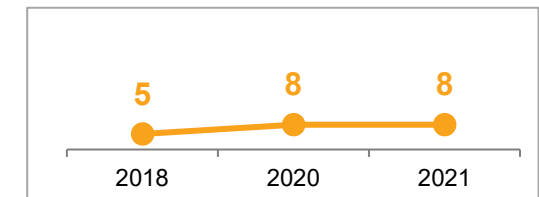
A bank that provides services to customers solely at physical branches

12%



A bank that provides its customers solely with digital services

8%



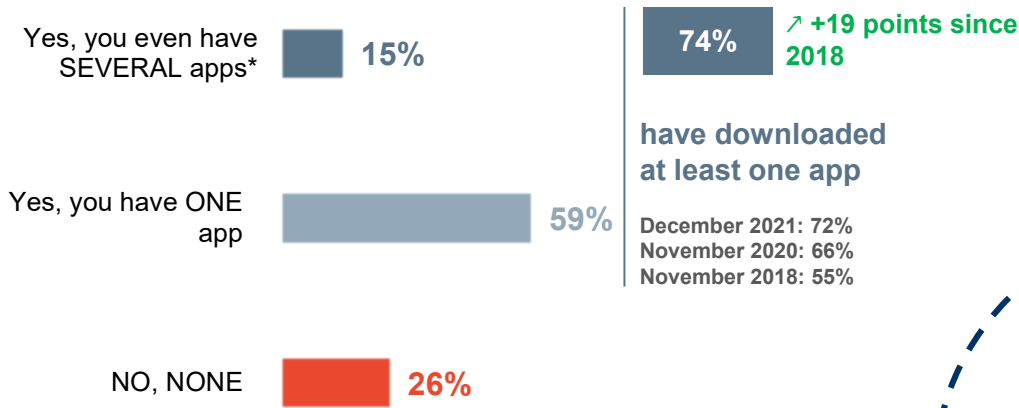
+ Under 35: 14% / - 35 and older: 6%



Customer practices

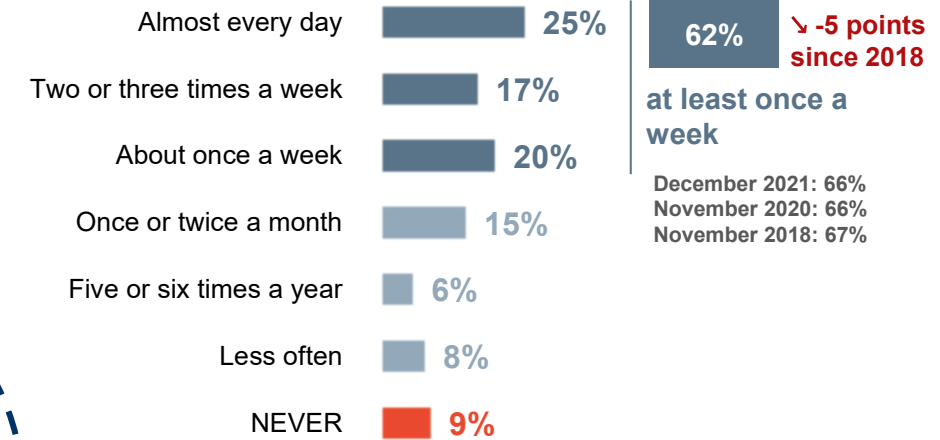
96% of French people use one of the digital tools made available to them by their bank. Website traffic has declined since 2018 in favour of apps, downloads of which continue to increase

Question: Have you downloaded the smartphone app from your bank(s) to manage your accounts electronically?



74% ↑ +19 points since 2018
have downloaded at least one app
 December 2021: 72%
 November 2020: 66%
 November 2018: 55%

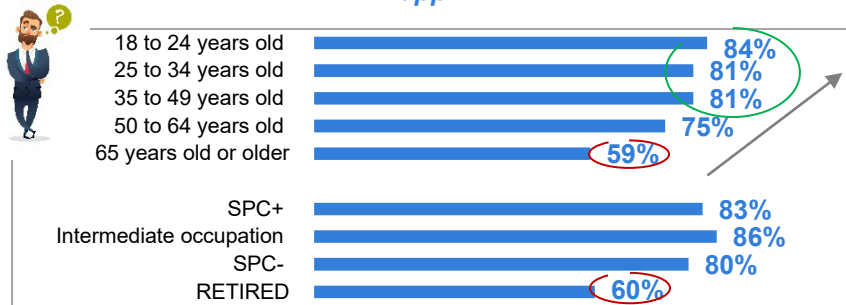
Question: How often do you visit the website of your bank(s)?



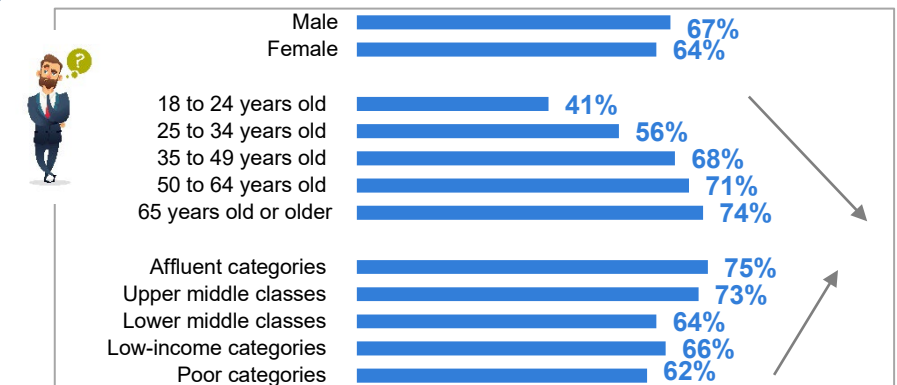
62% ↘ -5 points since 2018
at least once a week
 December 2021: 66%
 November 2020: 66%
 November 2018: 67%

96% of French people visit the website or use the bank's app (95% in 2021 / 96% in 2020)

Which French people have downloaded their bank's app?



Which French people visit their bank's website at least once a week?



People use the app and the website in much the same way

"Total quotes" comparison



Question: How do you generally use this (these) app(s)?
Primarily? Secondly?

Base: Those having downloaded at least one app, i.e. 74% of the sample



Question: For what main reasons do you visit the website of your bank(s)? Primarily? Secondly?

Base: Those who visit their bank's website, i.e. 91% of the sample

Account management

		Reminder December 2021	Reminder December 2021
You use them to monitor your accounts	57%	59%	55% 57%
You use them to manage your budget and spending	50%	51%	48% 48%
You use them to manage all your transactions (validate online payments, transfers between your accounts or to external accounts, etc.)	47%	45%	38% 39%
You use them to validate online payments	36%	32%	23% 23%
They mean that you can avoid going to a branch	15%	16%	21% 21%
You use them to monitor your investments/savings	13%	12%	17% 14%
They allow you to contact your advisor easily	9%	10%	15% 14%
For another reason (specify)	1%	1%	4% 3%

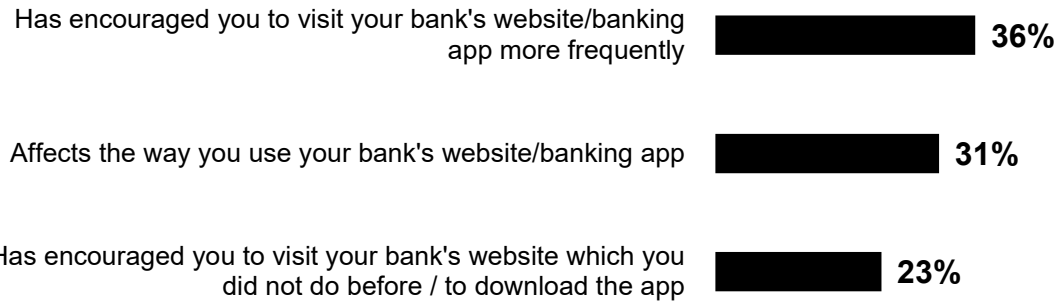
The COVID crisis has changed the way people use apps, sites and contactless payments

Comparison "YES"

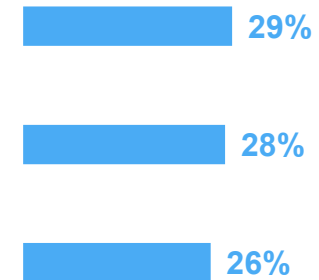


Question: Would you say that the COVID-19 crisis...?

Base: Those having downloaded at least one app, i.e. 74% of the sample



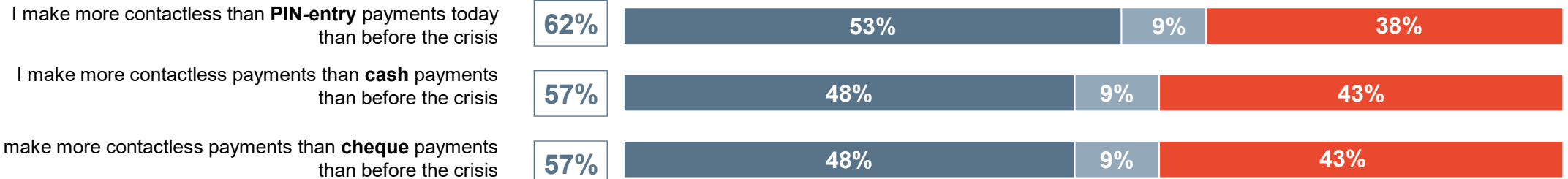
Base: Those who visit their bank's website, i.e. 91% of the sample



In total, 42% of people having downloaded an app say that the COVID-19 crisis has changed the way they use bank apps
For 35%, this change will last.

In total, 34% of French people who visit their bank website say that the COVID-19 crisis has changed the way they use their bank website
For 27%, this change will last.

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



■ Yes, and this will continue after the crisis ■ Yes, but it won't continue after the crisis ■ NO



Perception of changes

New banking services - RECAP: awareness, confidence

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

Reminder
December 2021

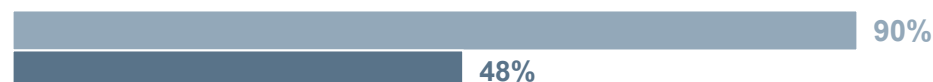


Contactless payment with a bank card (by holding your card over the merchant's terminal, without having to enter your PIN)



93%
74%

Contactless payment via the smartphone (by holding your phone over the merchant's terminal, without having to enter your PIN)



88%
49%

Remote payment via smartphone (on the web)



82%
52%

The possibility of talking with an advisor via chat



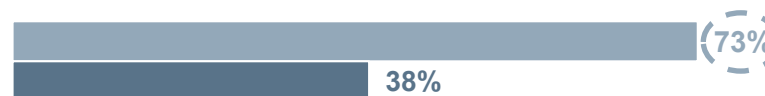
71%
69%

Fingerprint authentication to access your bank's online services



74%
65%

The use of robots to answer your questions



69%
38%

E-wallet for making purchases without having to enter your bank details (Paylib developed by some French banks, PayPal, etc.)



65%
52%

Facial recognition authentication to access your bank's online services



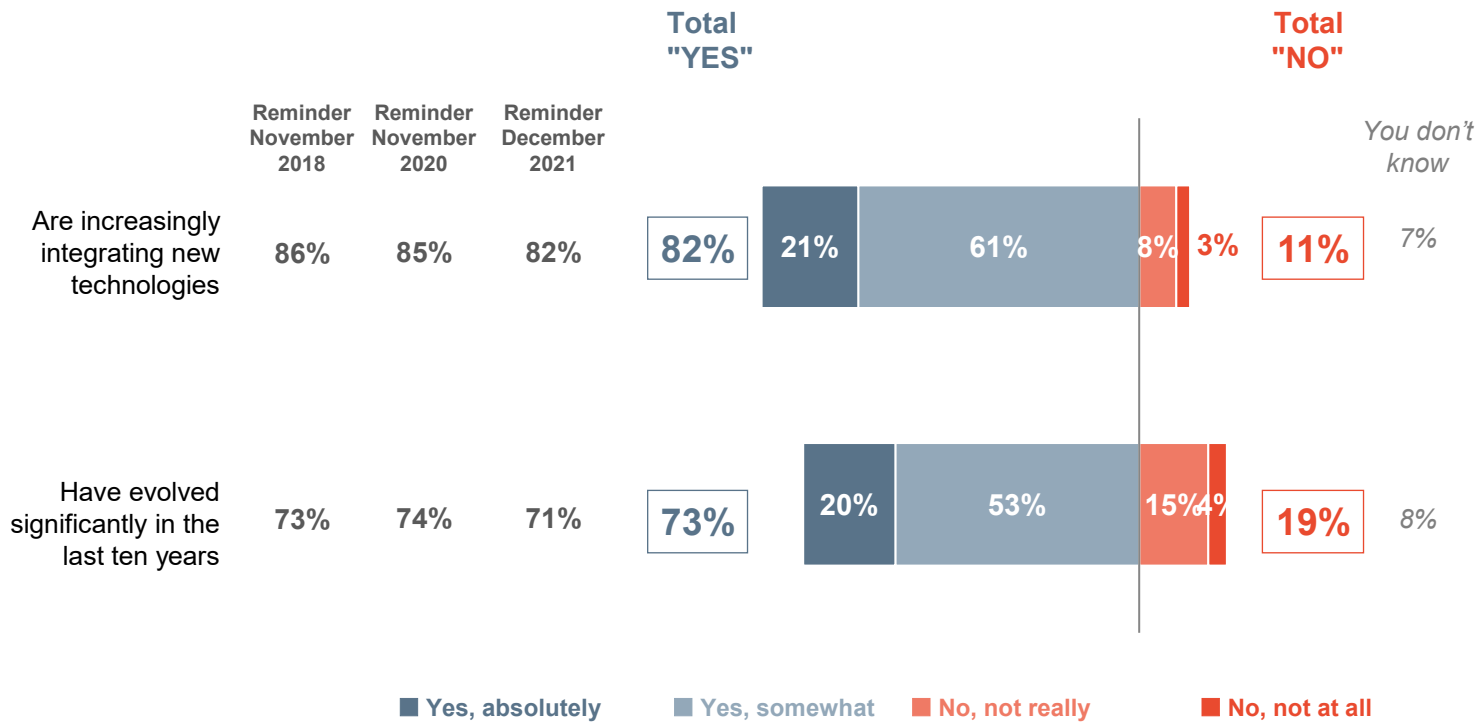
66%
57%

■ Aware
■ Confident

Well known, but
still not fully
trusted

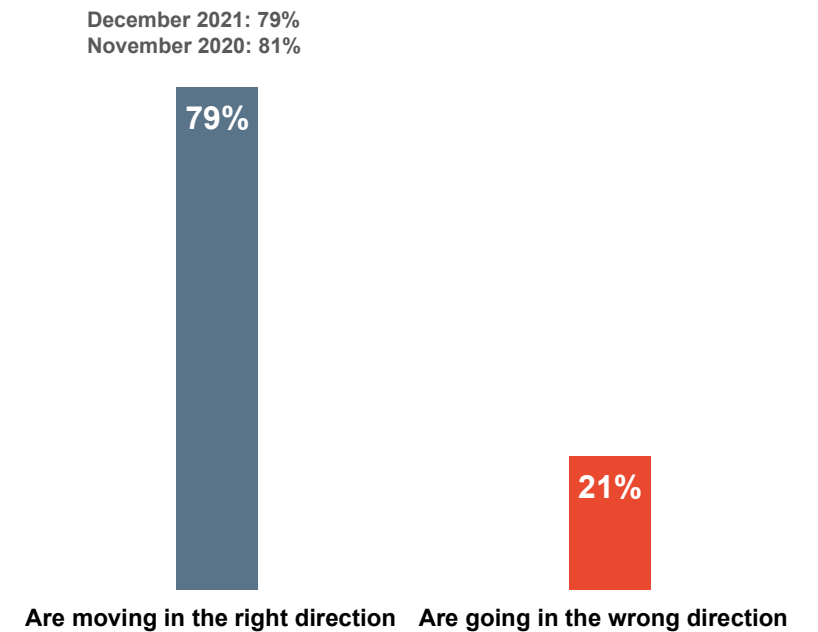
82% of French people recognise the innovative nature of banks and consider that these innovations are moving "in the right direction"

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



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

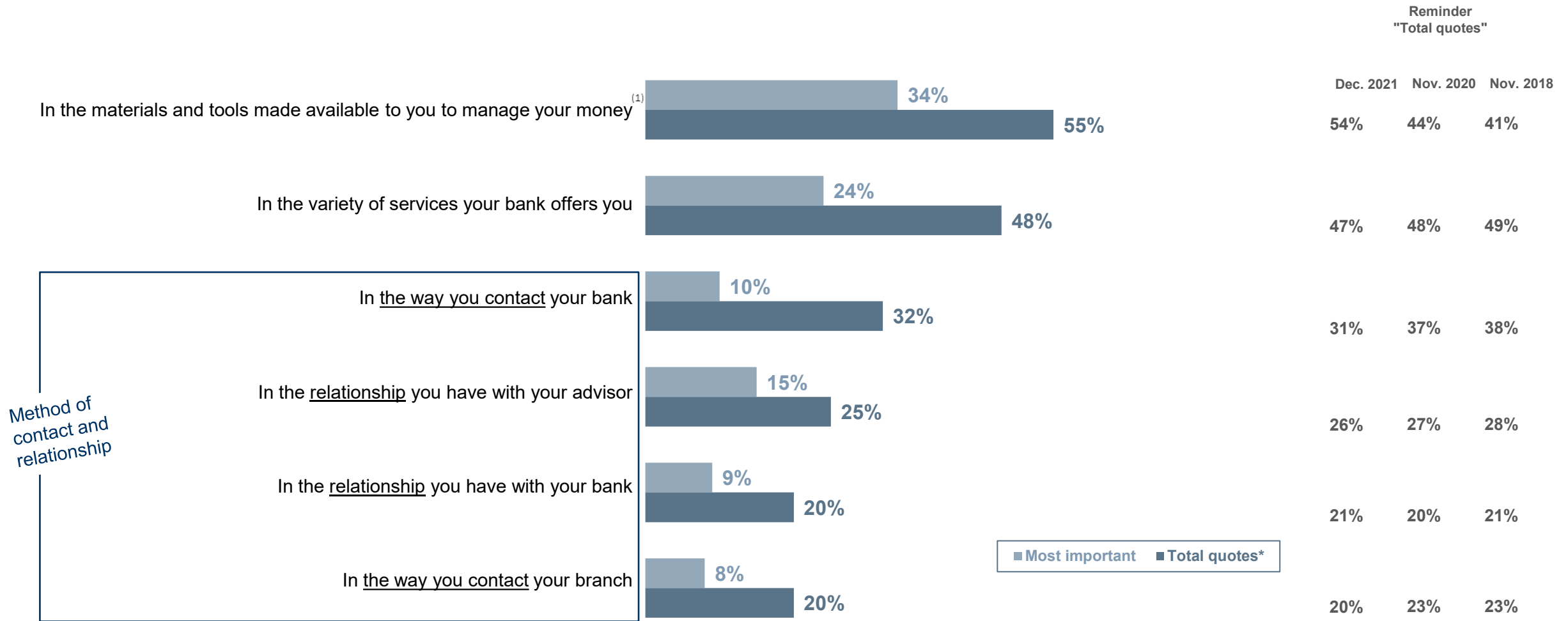
Base: Individuals aged over 25 having perceived changes in their bank in the last 10 years, i.e. 70% of the sample



Once again this year, the changes observed at banks mainly concern support and services

Question: What kind of changes have you observed?

Base: Those having noticed changes in their bank in the last 10 years, i.e. 72% of the sample



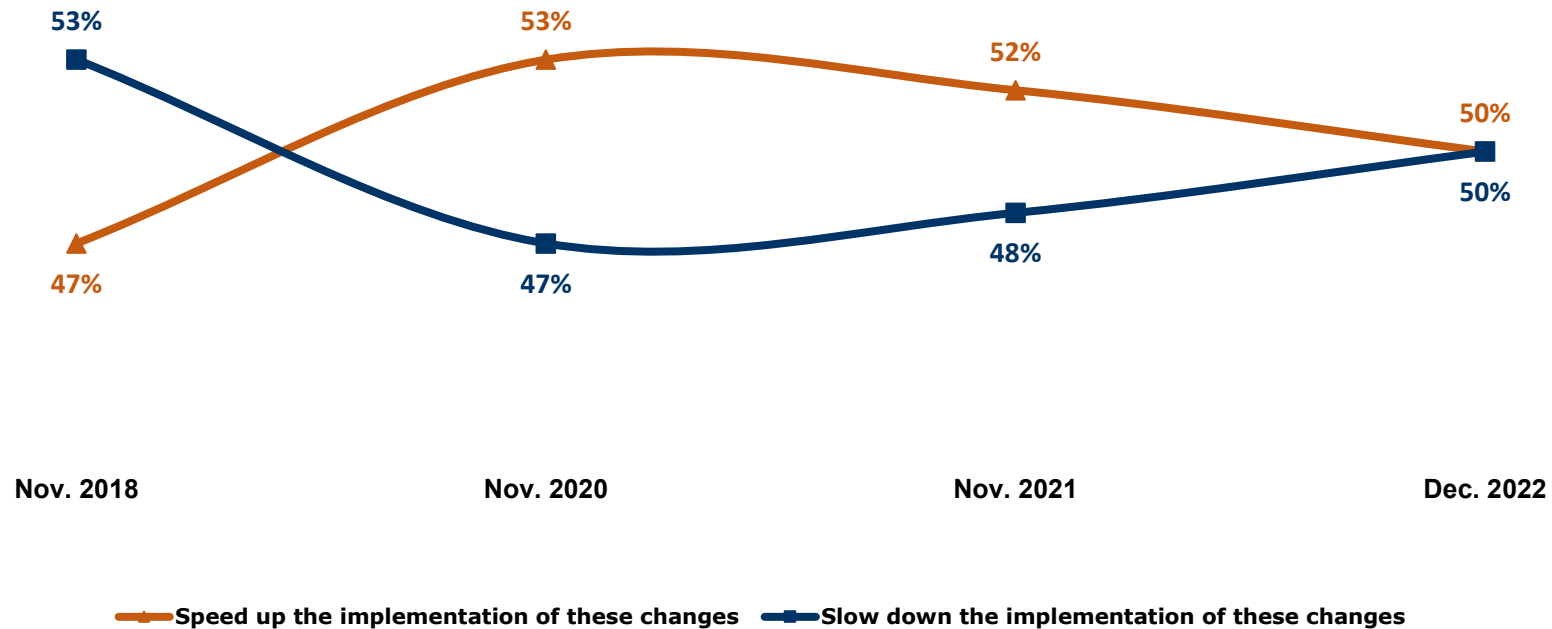
(* Total of more than 100%, as respondents were able to give two answers

¹ In 2020, the wording was "In the resources made available to you to manage your funds". Comparisons should therefore be interpreted with caution.

Customers having observed changes in the services offered by their banks are divided concerning the pace of implementation

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

Base: Those having observed changes in the services offered by their bank, i.e. 72% of the sample



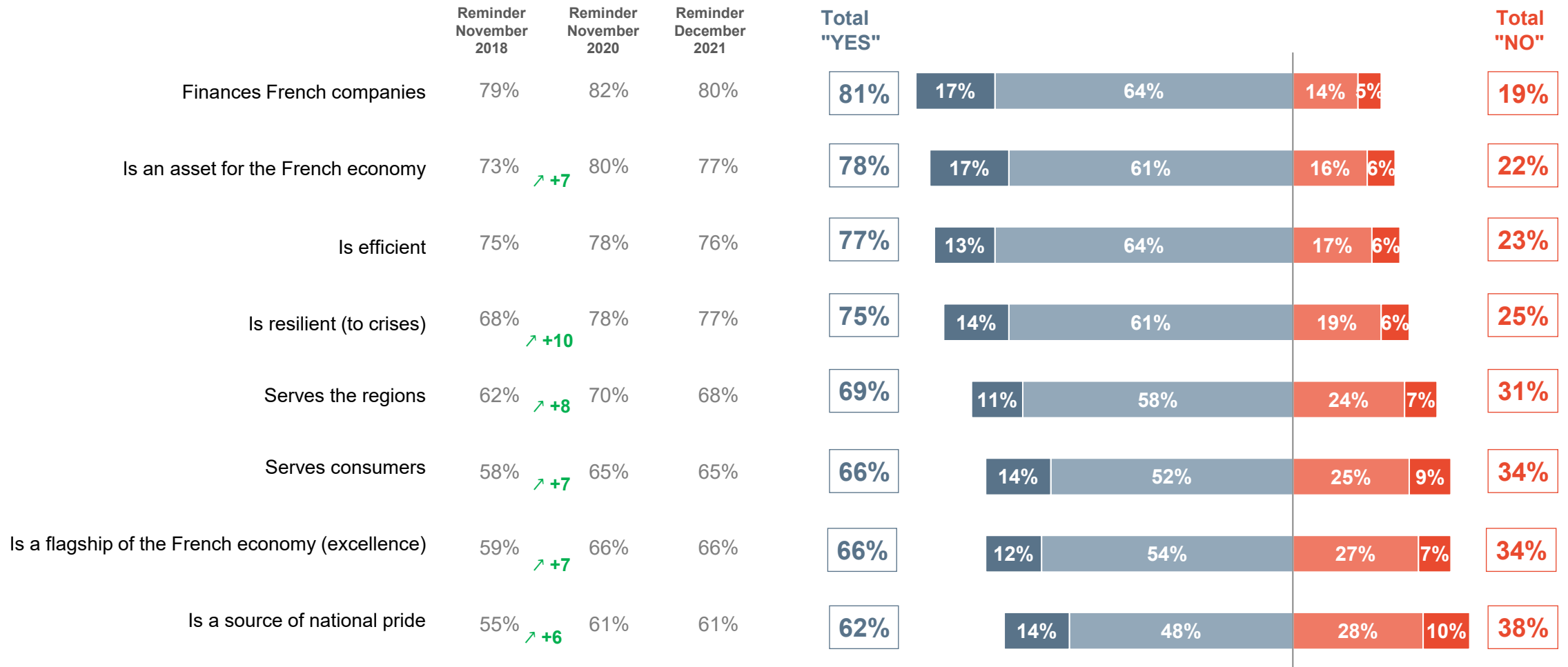


The banking sector, a recognised asset for France

The image of the French banking industry has been strengthened by the actions taken and the resilience demonstrated during the health crisis

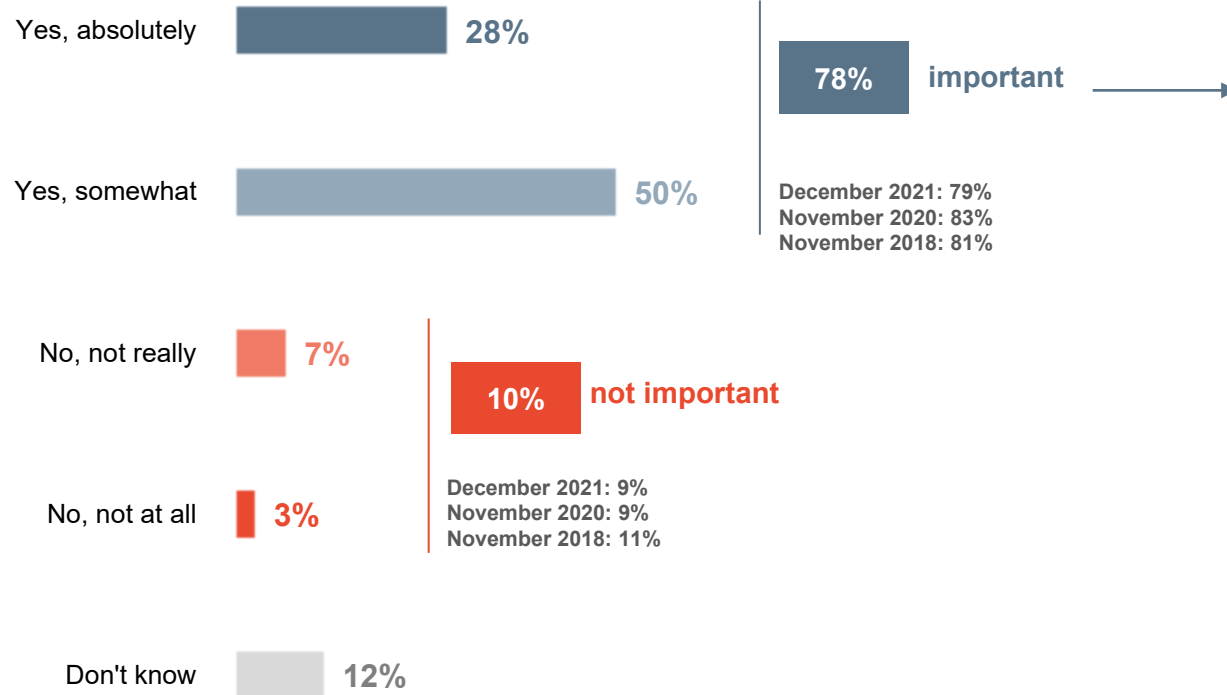
Question: For each of the following qualifiers, would you say that it applies to the banking sector and the banking industry in France or not?

In your opinion, the French banking industry...

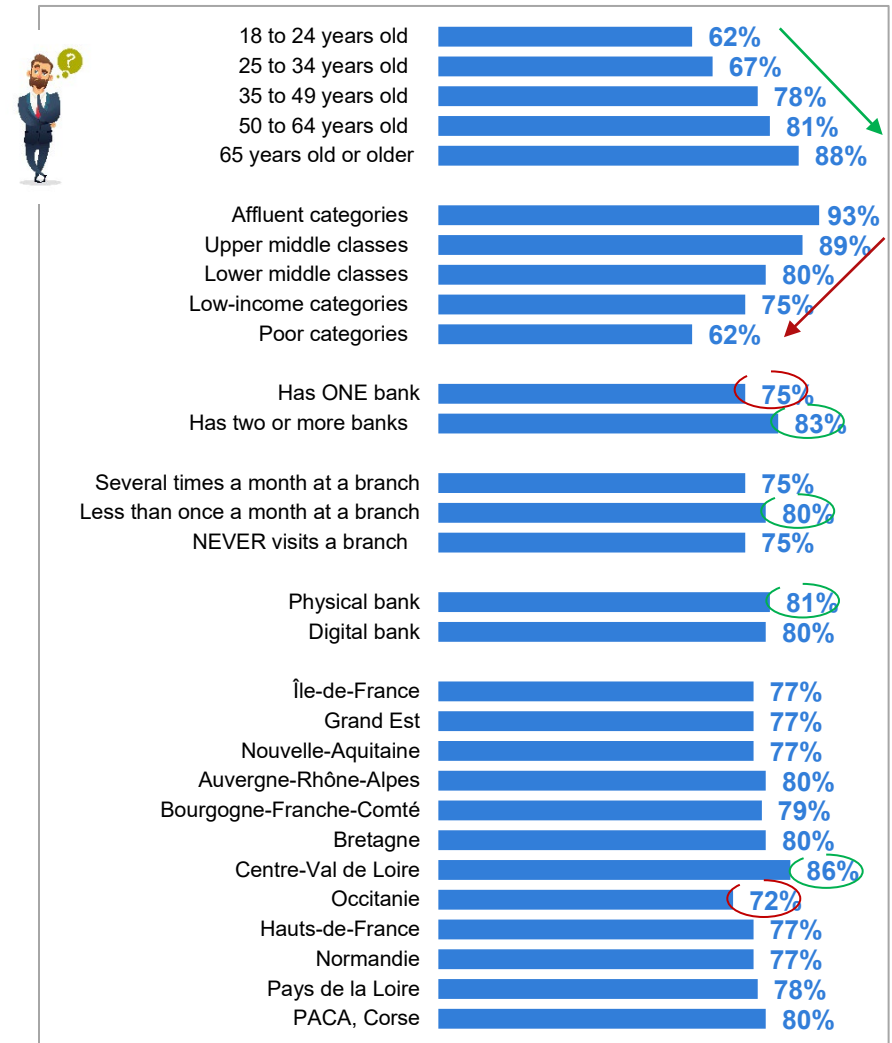


The need to have a powerful banking industry to finance the French economy is widely accepted, but this acceptance has slowed slightly in the last 2 years

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

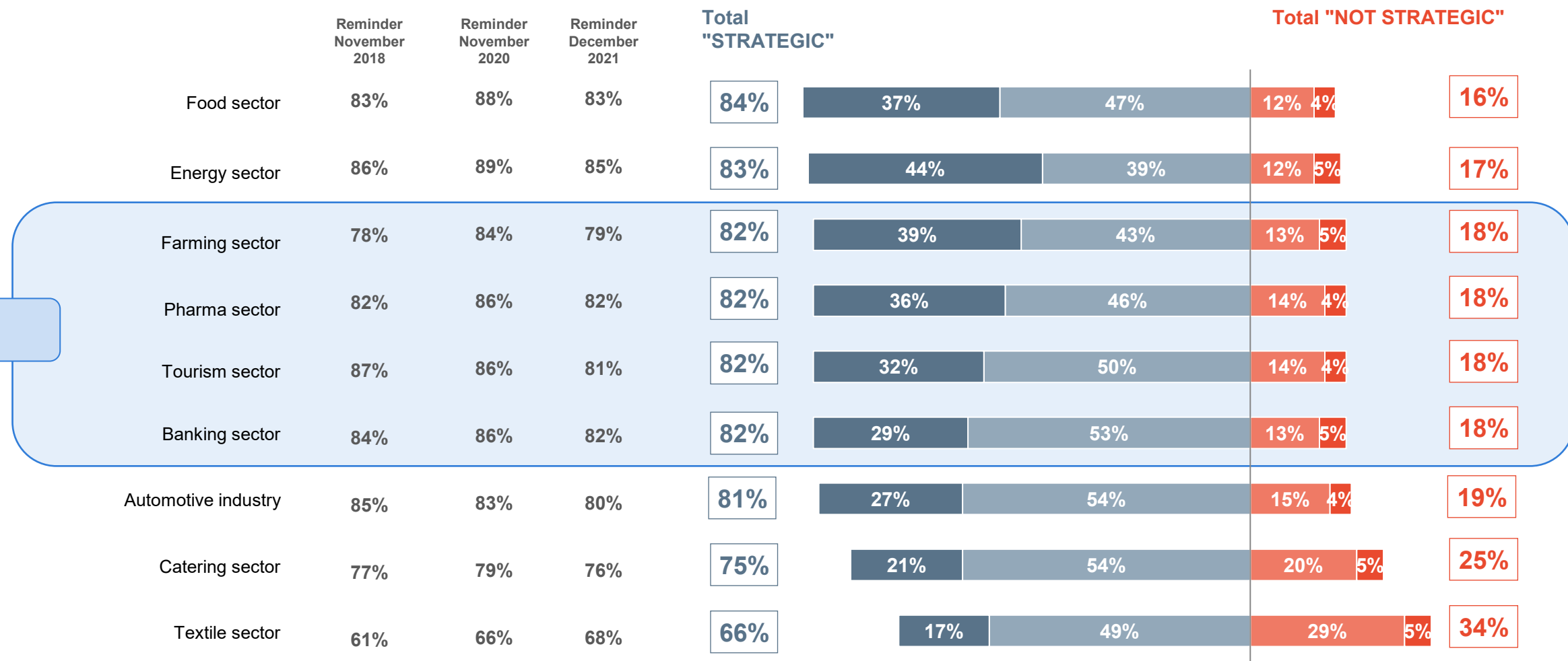


Which French people consider it important to have a powerful national banking industry?



French people continue to recognise the strategic role of the banking sector

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



3rd

■ Very strategic ■ Somewhat strategic ■ Not really strategic ■ Not at all strategic