



# The French, their banking and their expectations



Wave 5 | February 2024

# Methodology



## WHO?

The survey was conducted on a sample of **4008** 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.

### Reminder of the methodology used in previous waves

**December 2022:** Survey by Ifop conducted on a sample of 4005 people, representative of the French population aged 18 and over, by an online self-administered questionnaire from 6 to 15 December 2022 using the quota method.

**December 2021:** Survey by Ifop conducted on a sample of 4000 people, representative of the French population aged 18 and over, by an online self-administered questionnaire from 1 to 13 December 2021 using the quota method.

**November 2020:** Ifop survey 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.

**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.

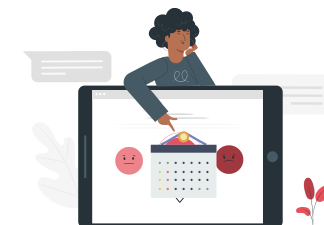
*Note: The "standard of living" variable is the household's disposable income divided by the number of consumer units (or "CU"), which is based on the number of adults and children making up the household. It is calculated in accordance with the method used by INSEE and the OECD.*

N.B. N.B. The order in which the results are presented in this document does not follow the order of the questions in the questionnaire.



## HOW?



Interviews were conducted by an online **self-administered questionnaire**.





## WHEN?

Study from **17 to 27 November 2023**.

### Note to readers:

  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.

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

● A ●

## Snapshot of French customers



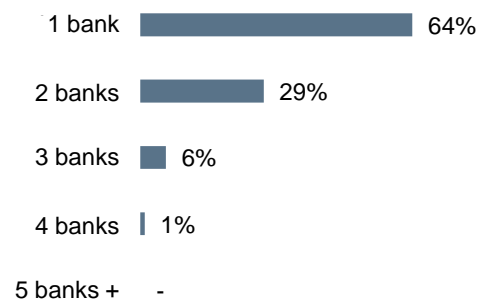




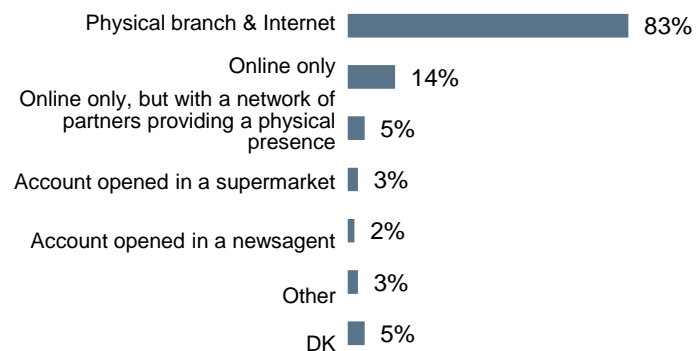
# Snapshot of French customers in 2023



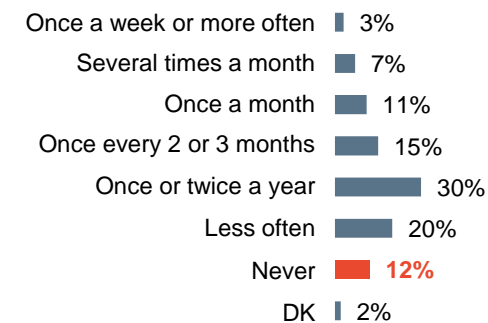
## Number of banks



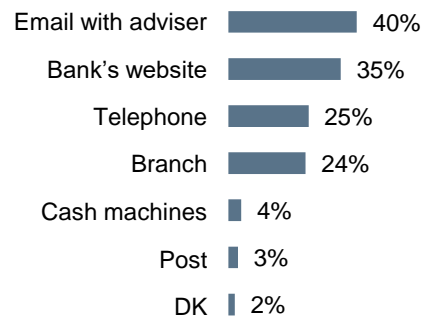
## Type of banks



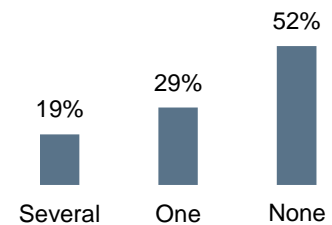
## Frequency of branch visits



## Preferred method of contact



## Have taken out a loan or loans



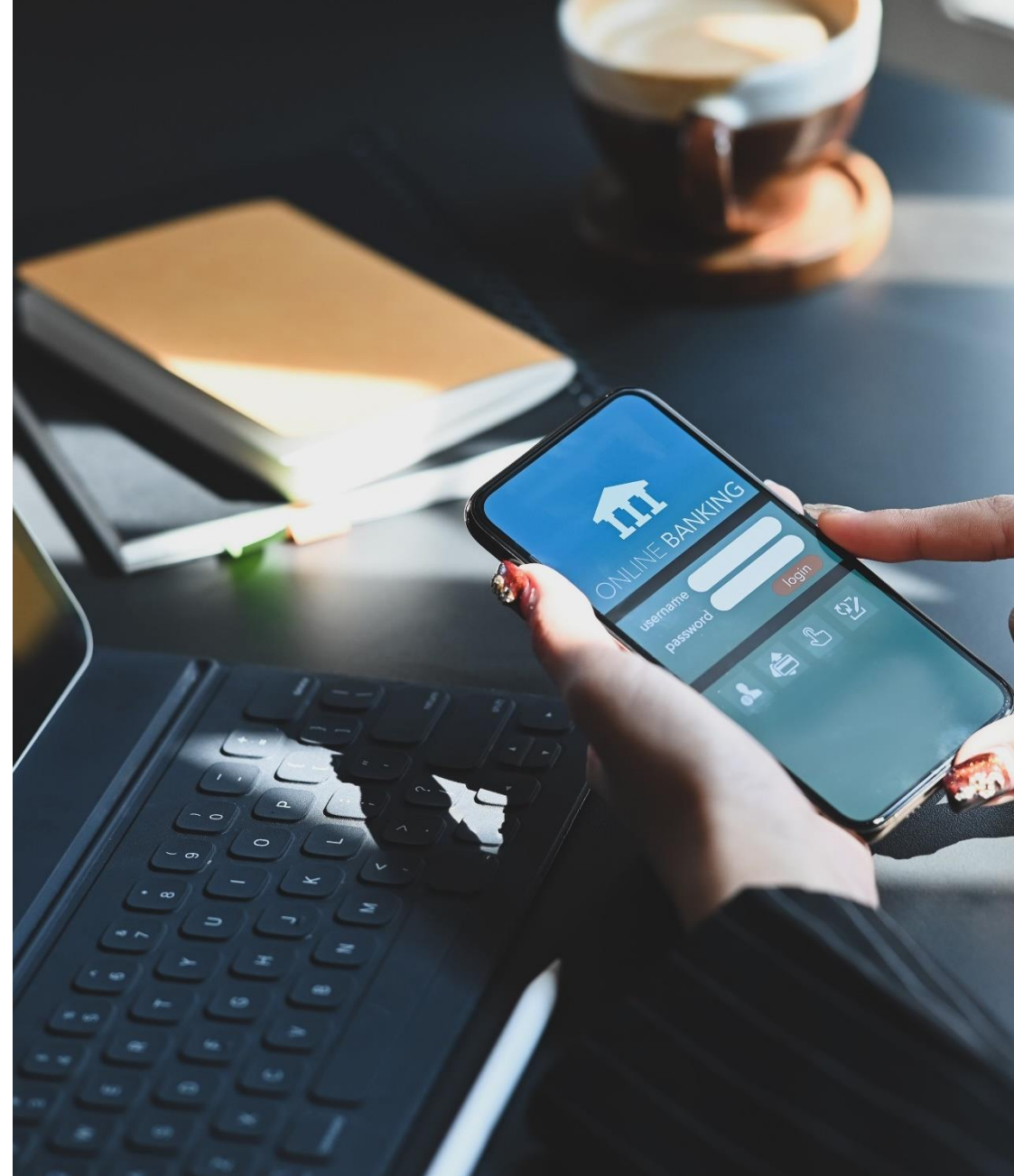
# Change in quarterly frequency of visits to bank branches since 2020

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



# ● B ●

## Customers' expectations



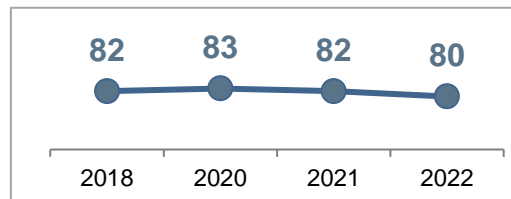
# The hybrid approach is still just as popular: 80% of French people prefer to choose their preferred channel depending on their needs

Question: And, finally, your ideal bank would be... ?



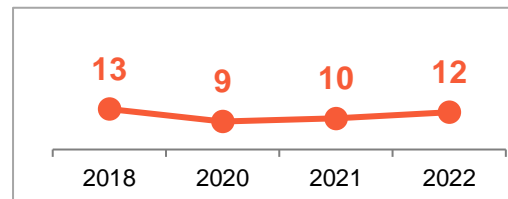
A bank which allows its customers to use online or in-branch services depending on their needs

**80%**



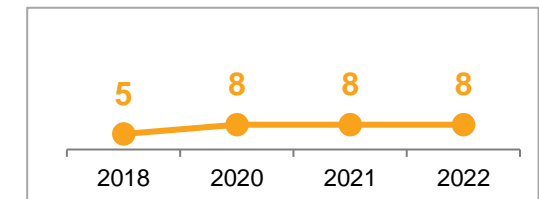
A bank which only offers its customers services in a physical branch

**12%**



A bank which only offers its customers digital services

**8%**



+ Aged under 35: 15%/- 35 and older: 6%

# Guaranteeing bank account security is the priority feature of an ideal bank according to the French, ahead of innovation and social engagement

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

Security

Notifies you in the event of suspicious transactions on your account



Ensures the security of your banking data (against viral attacks)



Is available whenever you need it (either in branch, by phone or via chat)



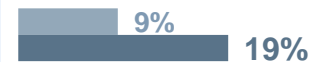
Is transparent regarding banking fees



Supports you in the daily management of your accounts



Continues to support you if you are experiencing financial difficulties



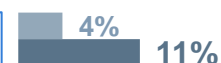
Provides advice and assistance with your financial investments (property, savings, etc.)



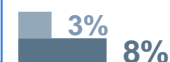
Availability  
Transparency  
Support & Proximity

Innovation & digitalisation

Offers a range of digital services (internet, app, etc.)

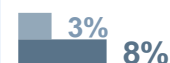


Offers innovative services

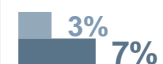


■ Primarily  
■ Total quotes\*

Offers socially-responsible and solidarity-based savings



Is committed to fighting climate change



Is committed to a social and ethical policy (CSR)



Social commitment

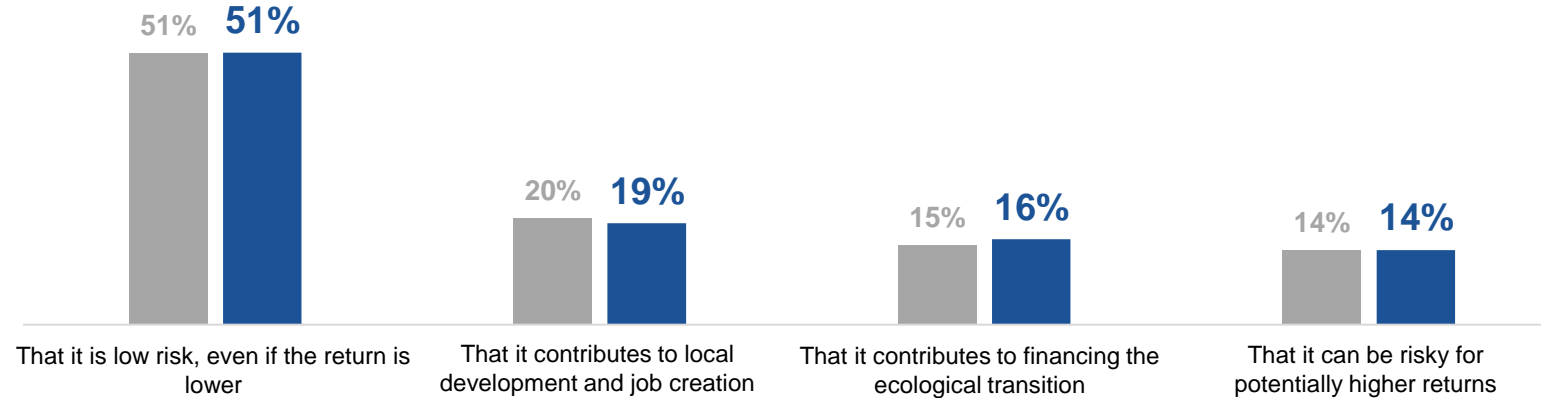
(\*) Total greater than 100%, as respondents were able to give three answers

<sup>1</sup>Due to the addition of an item in 2021, changes should be interpreted with caution.



# The French above all expect a savings product to be low risk

Question: Personally, as a customer, what do you prioritise when it comes to a savings product?



■ Reminder of 2022  
■ December 2023



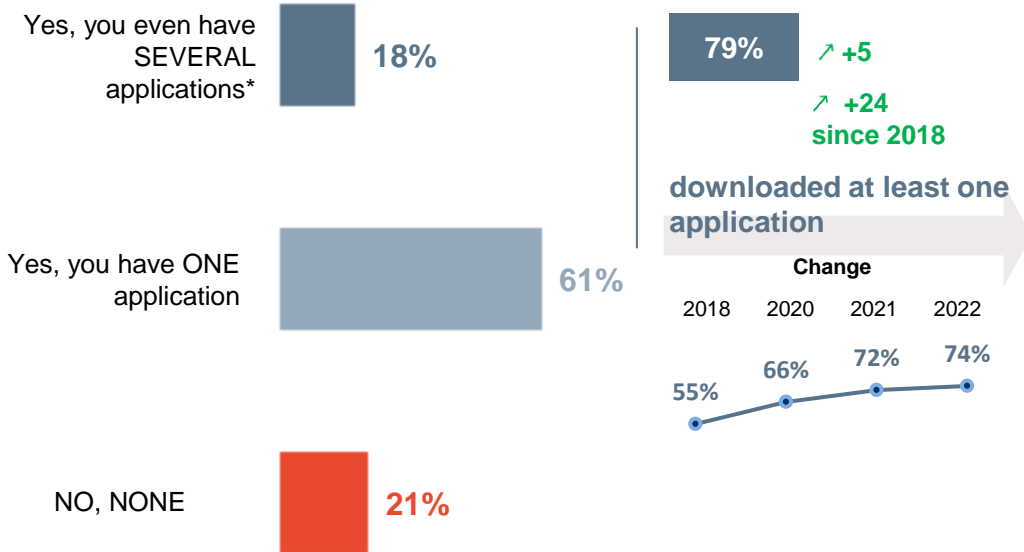


## Customer practices



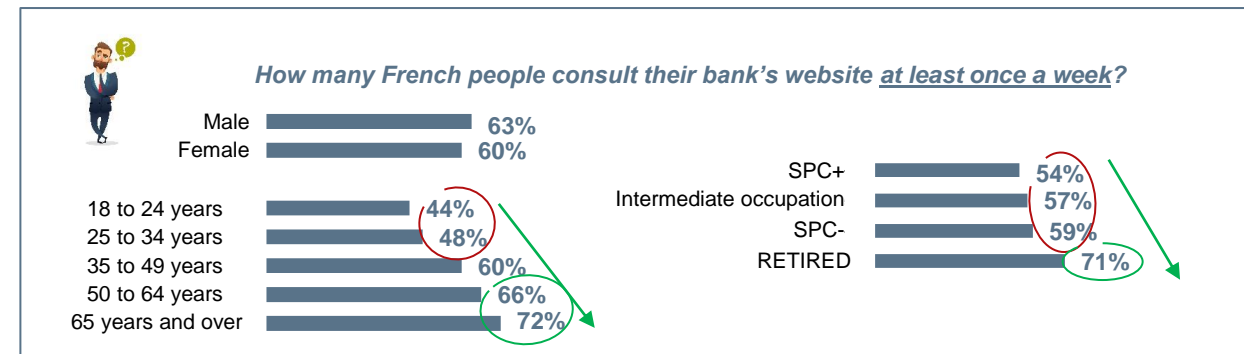
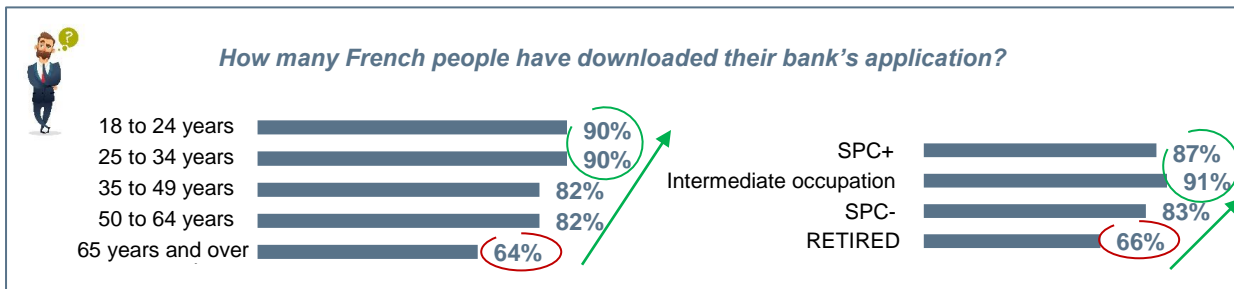
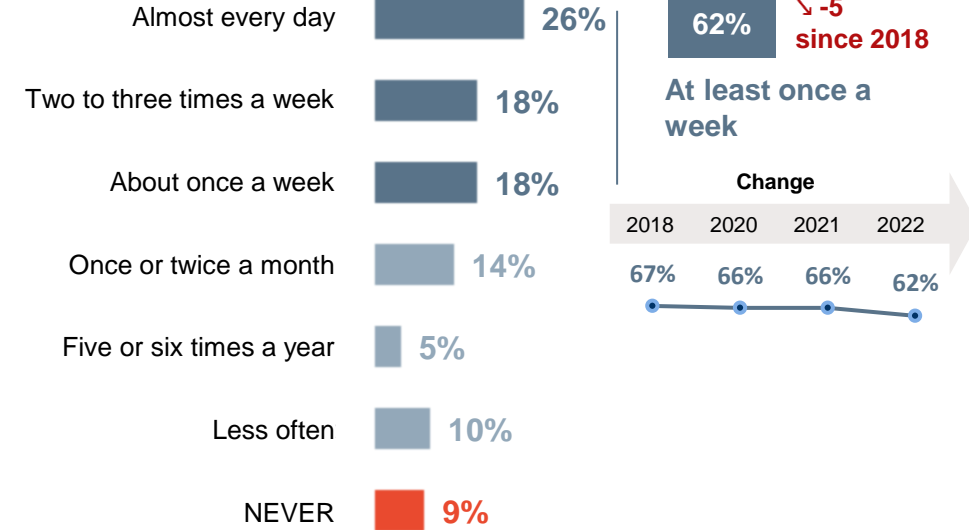
The vast majority of French people use the website on a weekly basis, although the proportion is falling... in favour of the use of apps, driven by the younger generations.

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



**94%** of French people visit their bank's website or use its app  
(96% in 2022 / 95% in 2021 / 96% in 2020)

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



\*In November 2018, the title of the item was: "You even have SEVERAL applications (because you have several banks)"

# Use of the app and the website are similar overall, although apps are more commonly used to manage transactions and authorise online payments

## “Total quotes” comparison



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

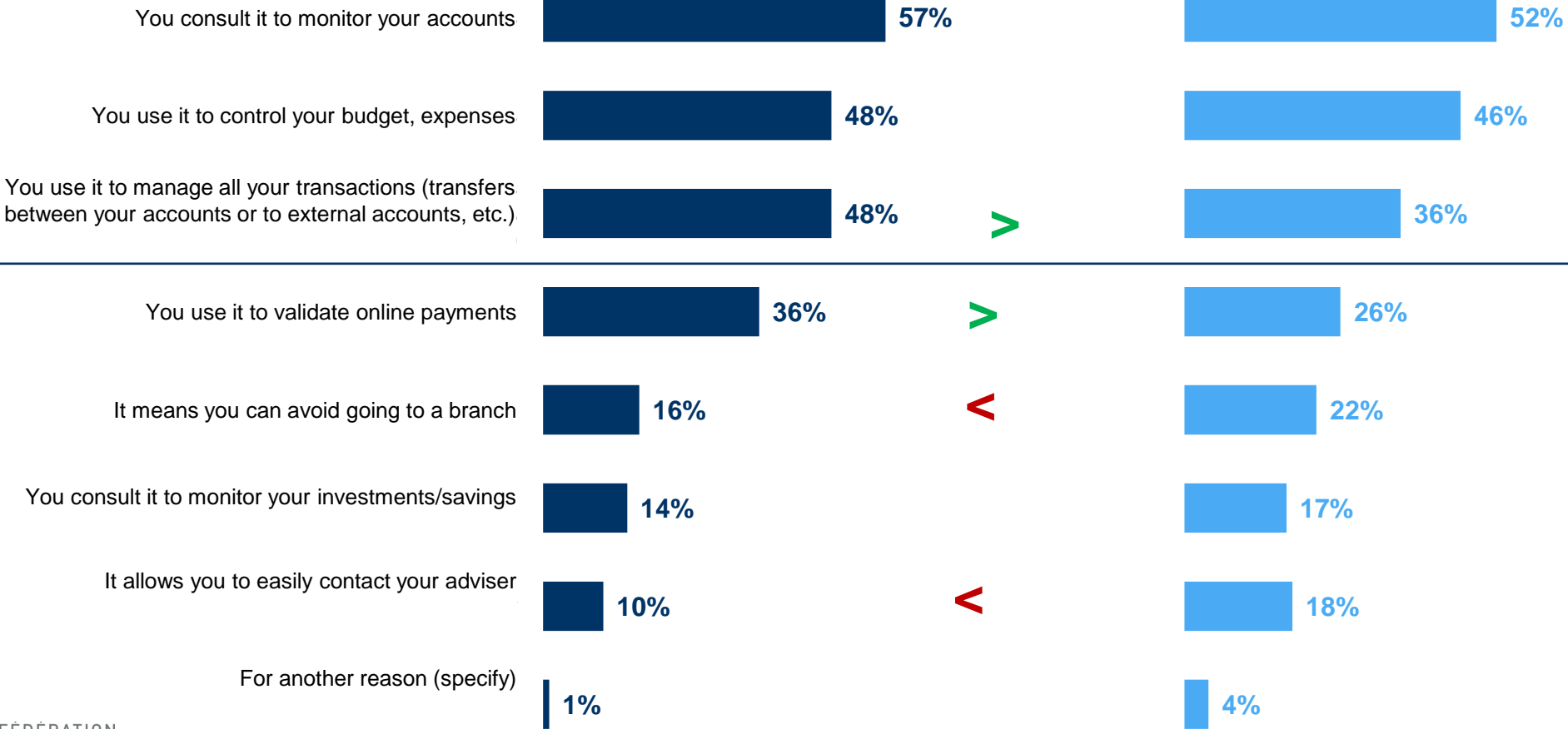
Basis: To those who have downloaded at least one application, i.e. 79% of the sample



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. 91% of the sample

Account management



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

# Changes in the use of the app and website are generally similar – Changes

## “Total quotes” comparison



**Question:** How do you generally use the app(s)?  
Main use? And other uses?

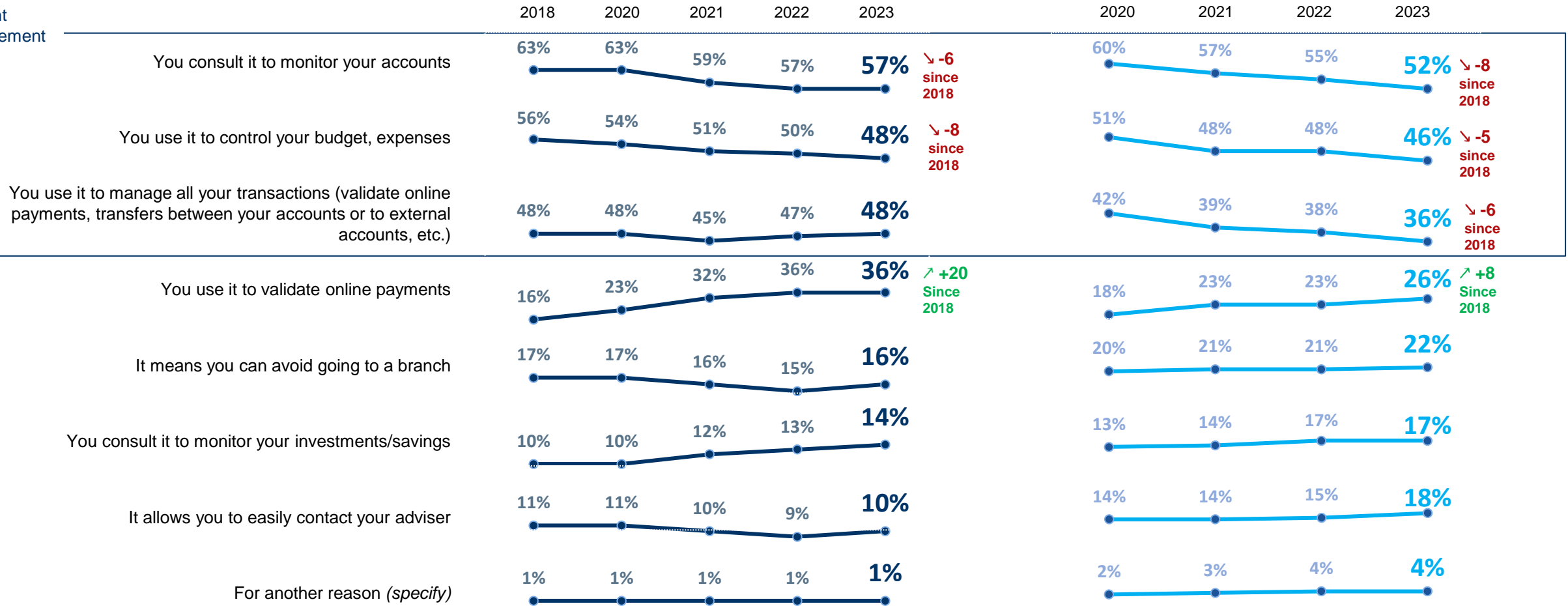
**Basis:** To those who have downloaded at least one application, i.e. 79% of the sample



**Question:** What are the main reasons that you consult the website of your bank(s)? Main reason? And other reasons?

**Basis:** To those who visit their bank's website, i.e. 91% of the sample

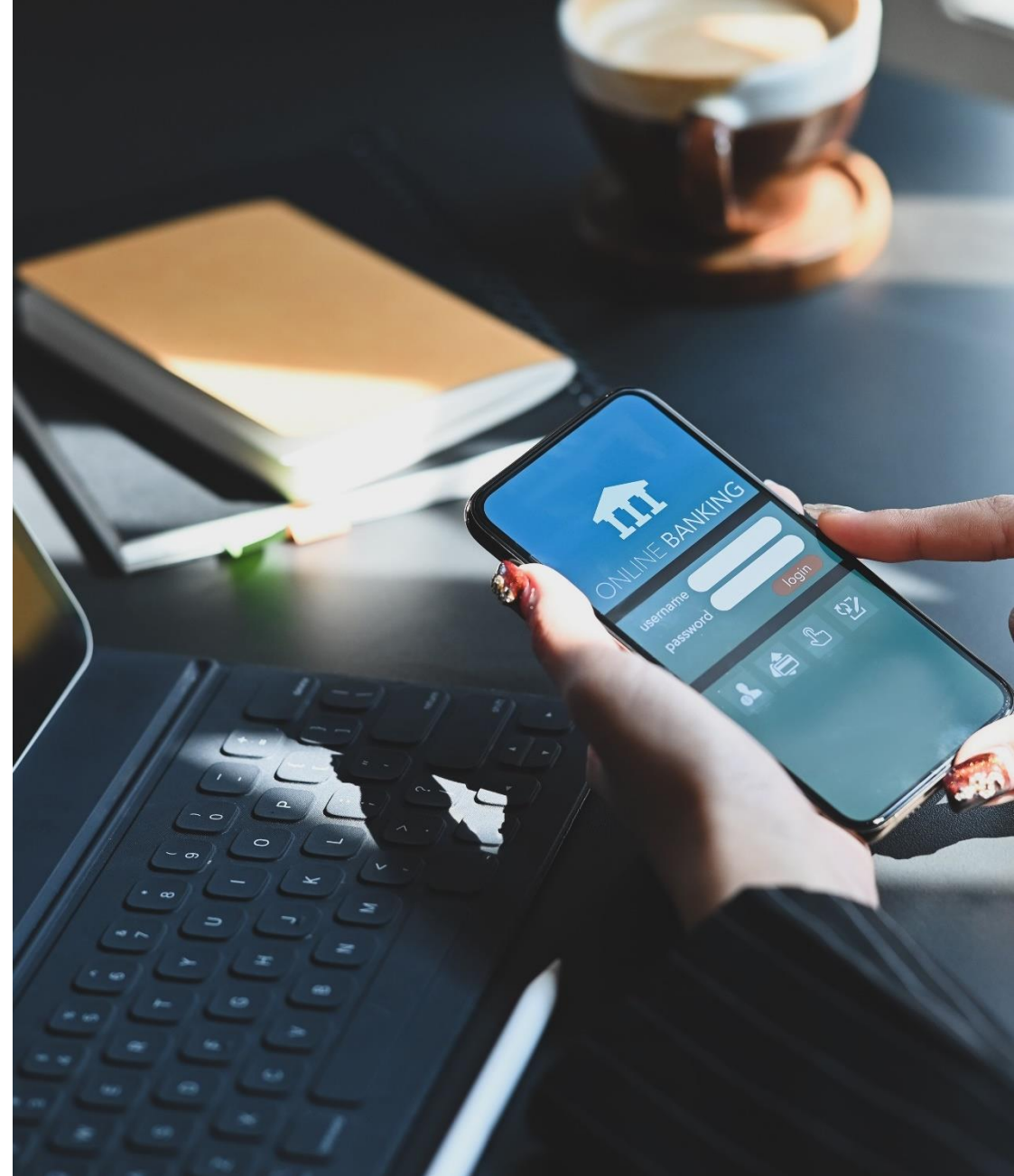
### Account management





● D ●

## Perception of changes



# Methods of payment via smartphone are the innovations where the gap between awareness and trust indicators is greatest.

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

Reminder December 2021    Reminder December 2022

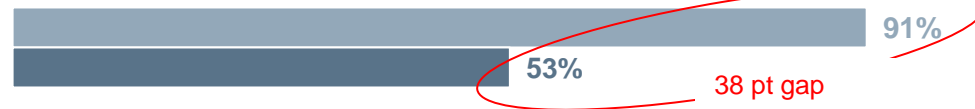


**Contactless payment** using a bank card (by holding it close to the merchant's terminal, without having to enter your personal code)



93% 94%  
74% 74%

**Contactless payment** using a smartphone (by holding it close to the merchant's terminal, without having to enter your personal code)



88% 90%  
49% 48%

**Remote payment** via smartphone (on the internet)



82% 84%  
52% 53%

Known but trust still needs to be gained

Fingerprint authentication to access your bank's online services



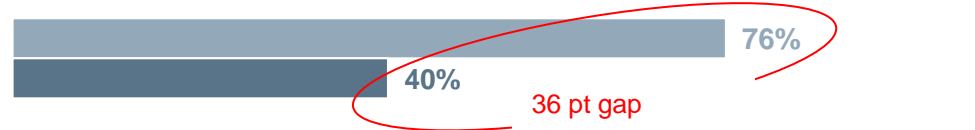
74% 75%  
57% 65%

The option to talk with an adviser using a chat function



71% 76%  
69% 68%

Use of chatbots to answer your questions



69% 73%  
38% 38%

Authentication using facial recognition to access your bank's online services



66% 67%  
57% 56%

The e-wallet or electronic wallet which you can use to make purchases without having to enter your bank details (Paylib developed by certain French banks, PayPal, etc.)



65% 68%  
52% 50%

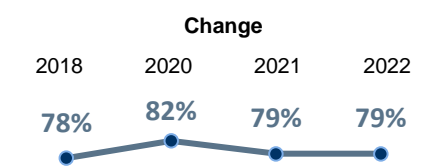
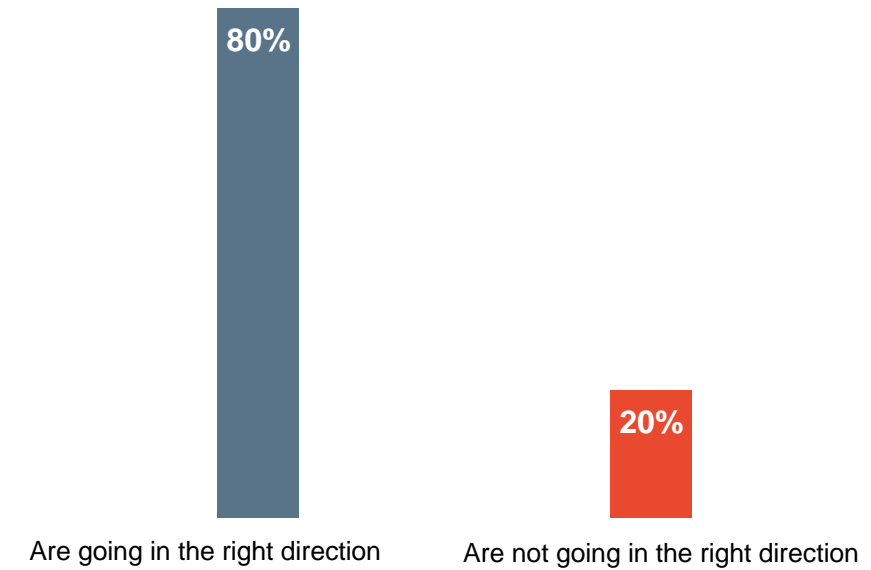
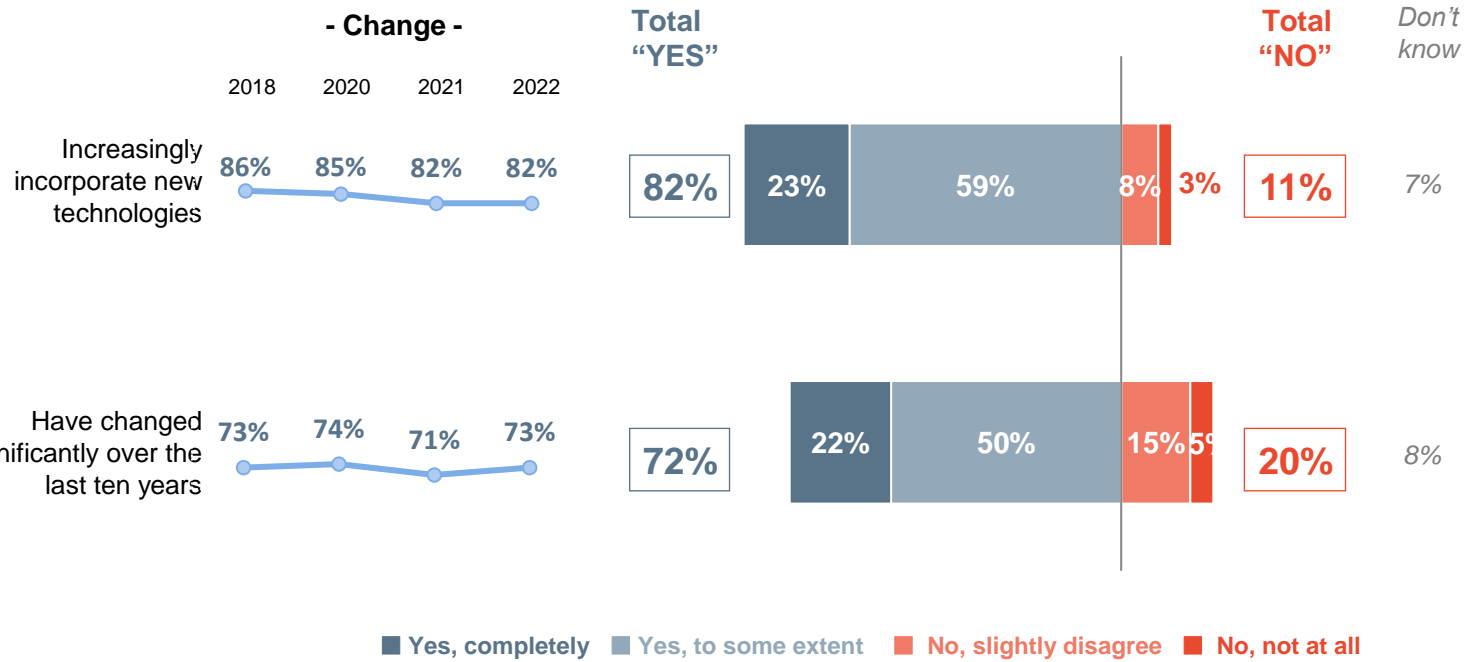
■ Knows  
■ Trusts

# The French continue to be very aware of banking innovation and changes and 4 out of 5 respondents consider that they are moving in the right 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 ...? ?

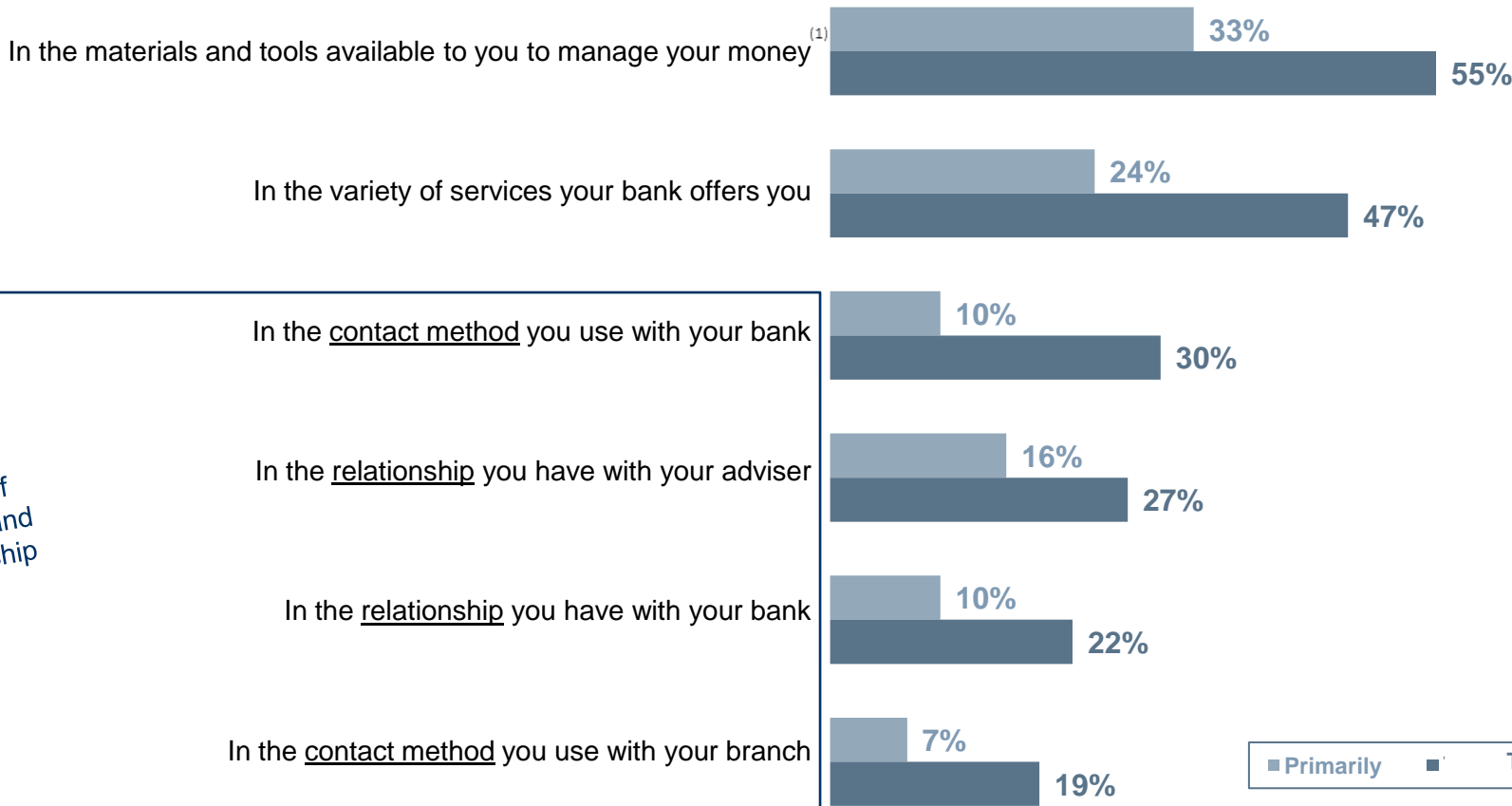
Basis: To those who have noticed changes in their bank over the last 10 years, i.e. 71% of the sample



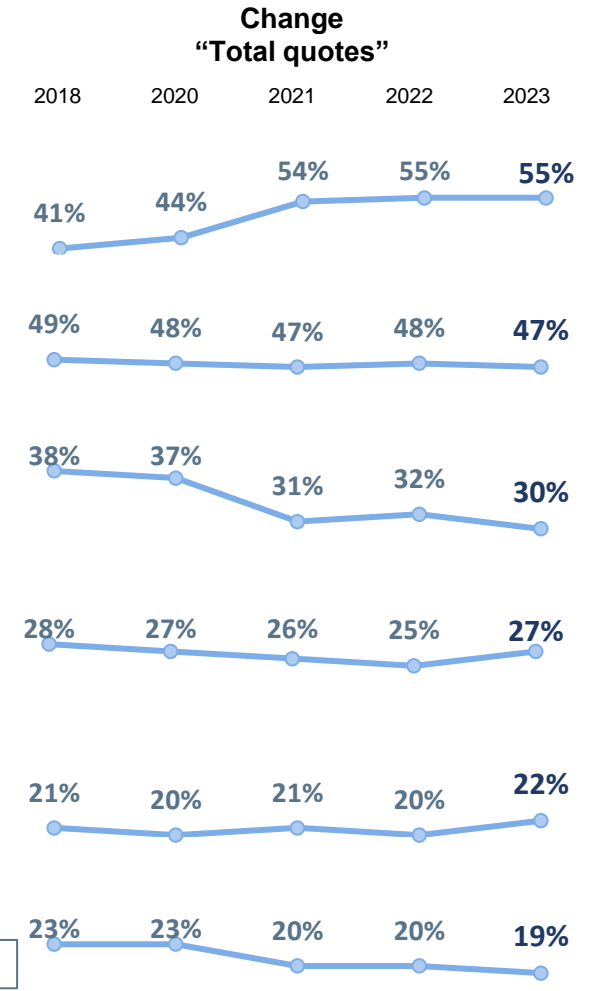
# The changes of which the French are most aware continue to be tools and variety of services, more than changes relating to contact method or relationship

Question: What type of changes have you observed?

Basis: To those who have noticed changes in their bank over the last 10 years, i.e. 71% of the sample



Method of contact and relationship



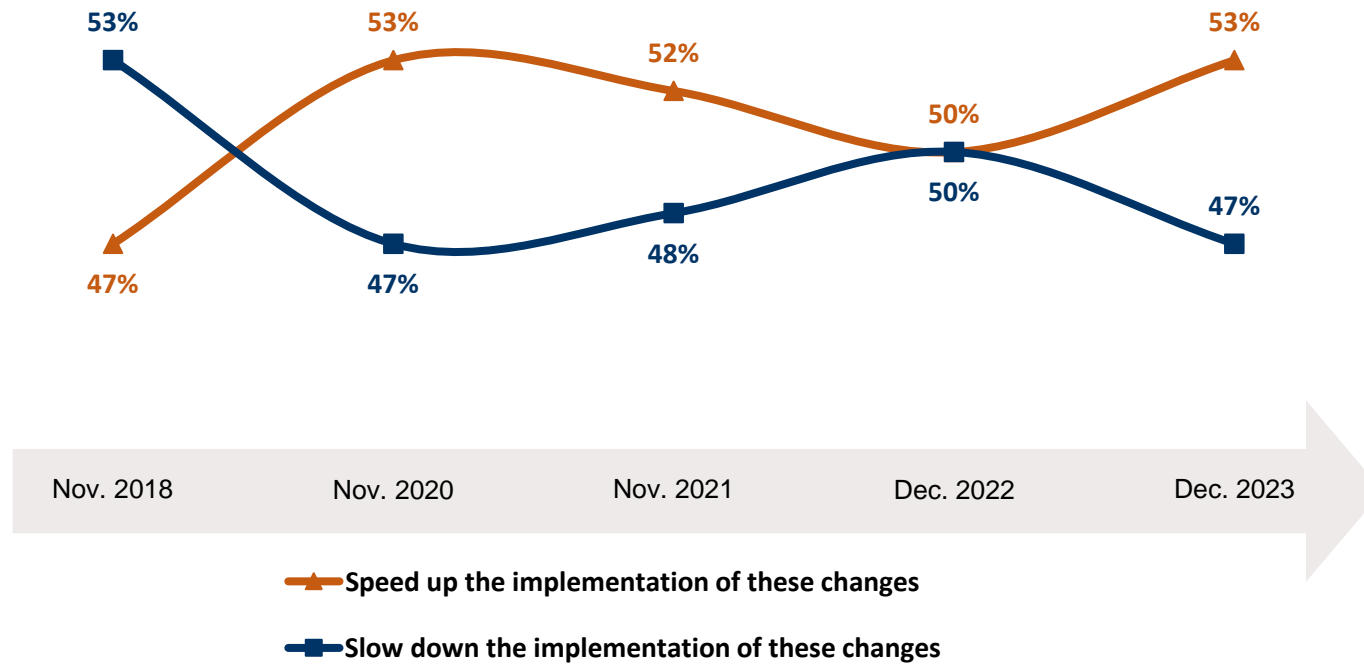
(\* Total greater than 100%, as respondents were able to give two answers)

<sup>1</sup> In 2020, the item was "In the materials and tools available to you to manage your money". Comparisons should therefore be interpreted with caution.

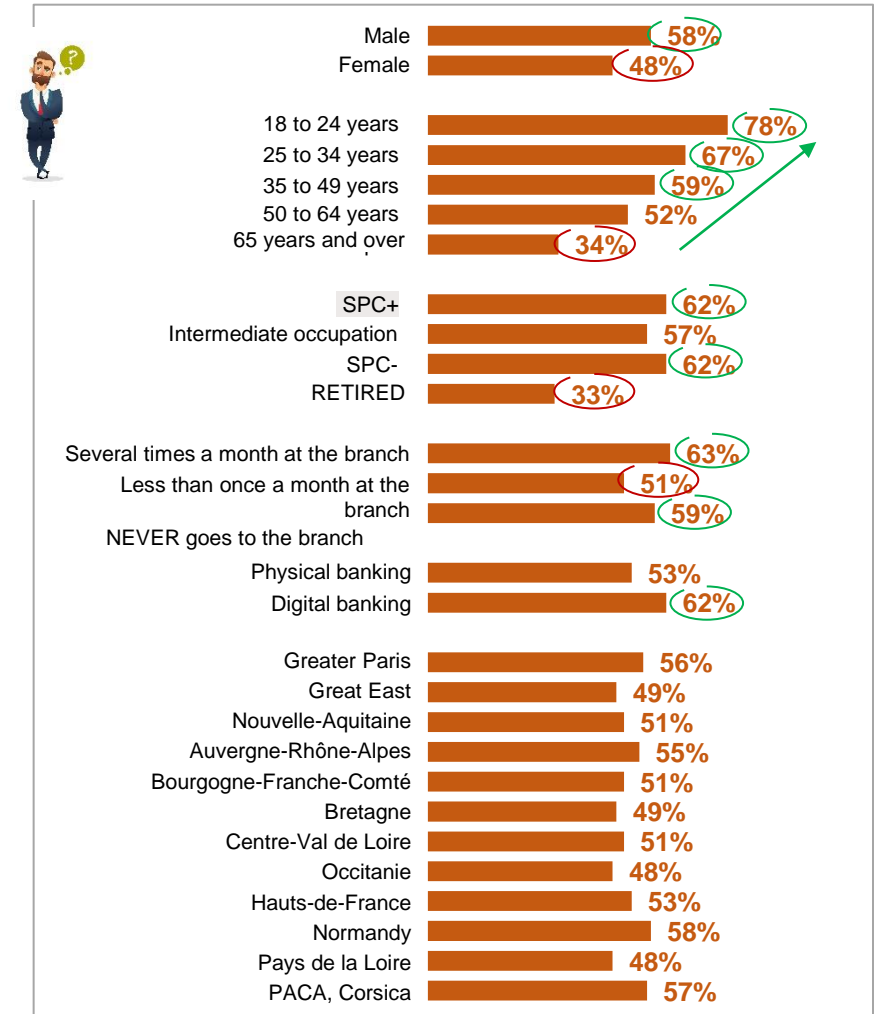
# Customers who have noticed changes to the services offered by their bank remain divided as to their implementation speed, with twice the number of under-35s encouraging acceleration as over-35s

**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. 71% of the sample



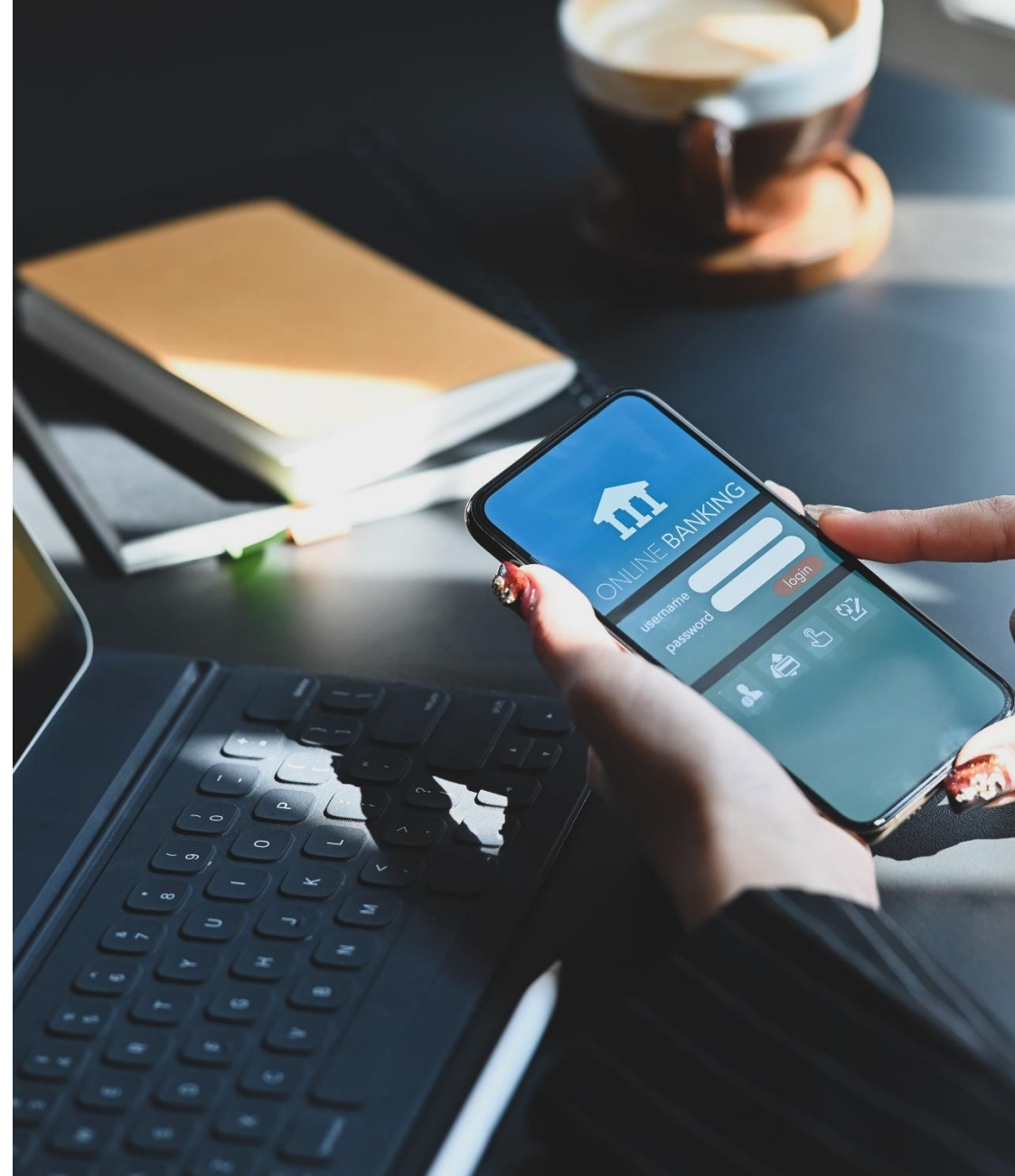
## How many French people would like their bank to go faster in implementing changes?





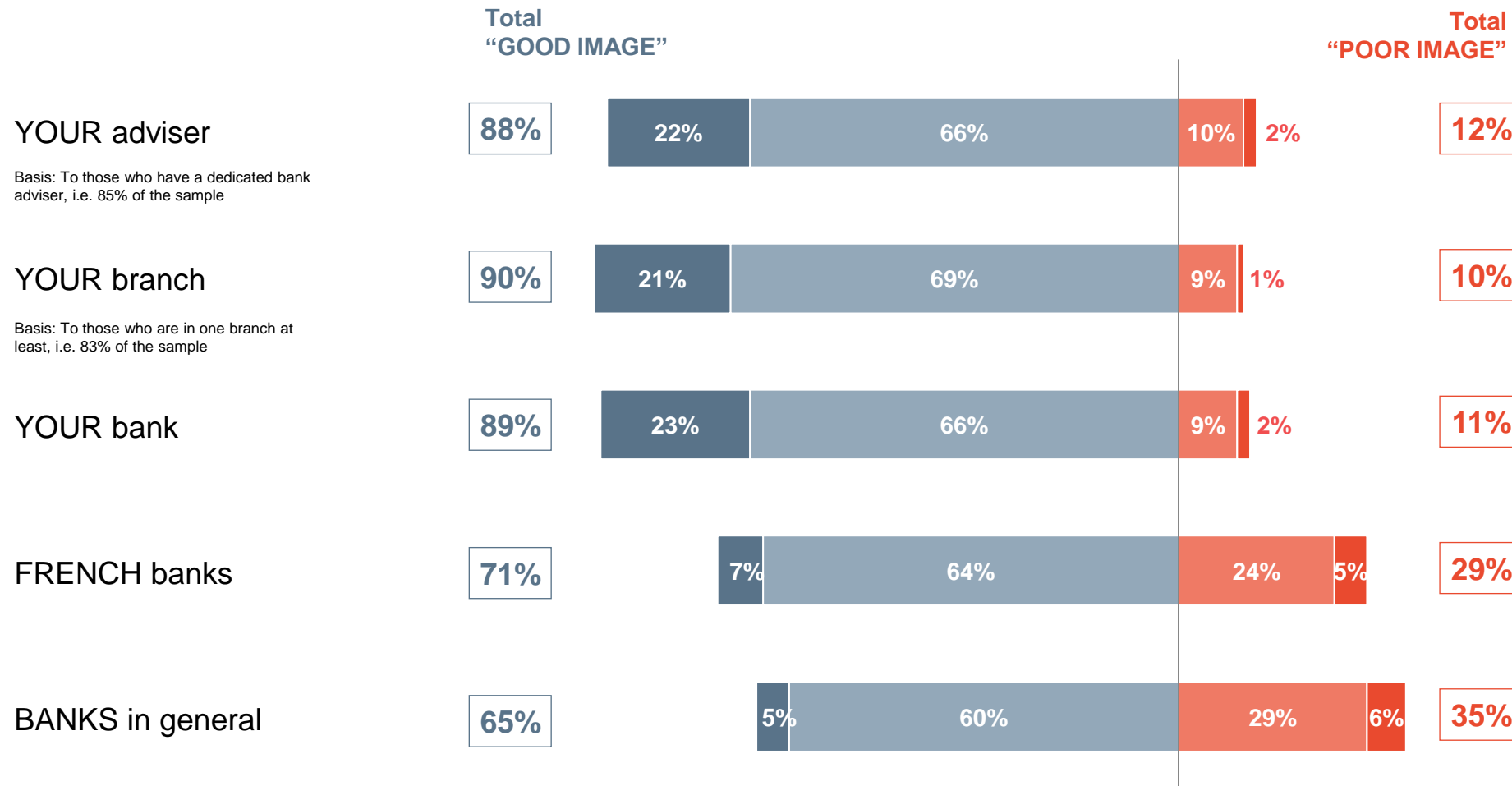


**The banking sector:  
a good image and strong trust**



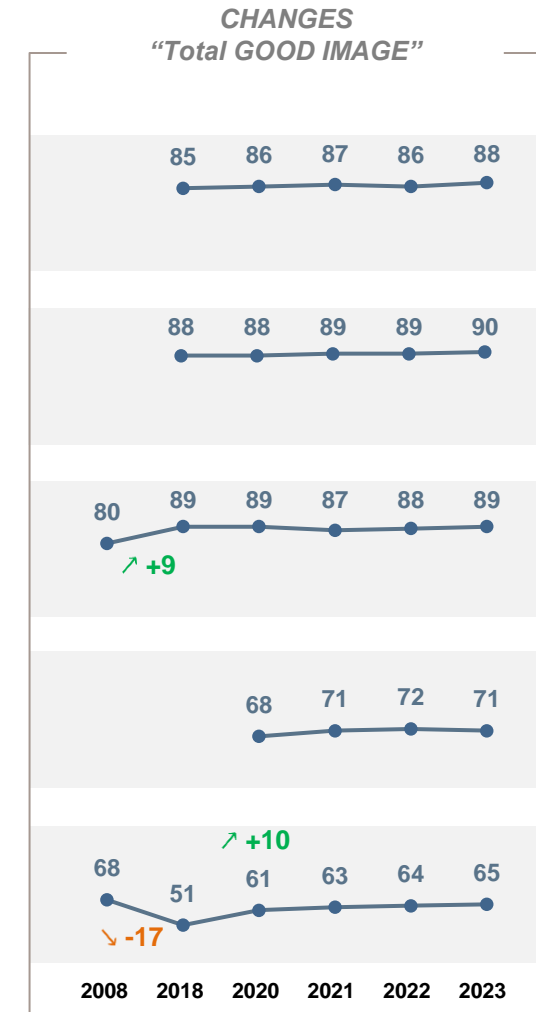
# 9 out of 10 French people have a good image of their branch, their bank and their adviser, confirming the positive perceptions from previous years.

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



Basis: To those who have a dedicated bank adviser, i.e. 85% of the sample

Basis: To those who are in one branch at least, i.e. 83% of the sample



# For the French, banks are seen as local players: they provide assistance in their daily lives and must therefore have a local presence

Question: For each of the following characteristics, would you say it is very applicable, quite applicable, quite inapplicable or very inapplicable to today's banks?  
**Banks today in France...**

*A player in everyday life*

Are part of French people's **DAILY LIVES**

Are essential in your **DAILY LIFE**

*A local player*

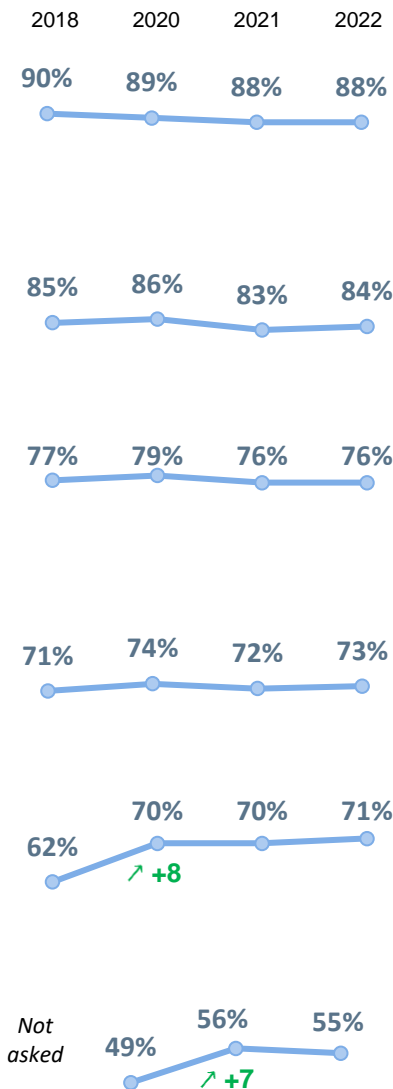
Are vital to **regional development**

Are essential players in local life

Contribute to the **dynamism of the French economy**

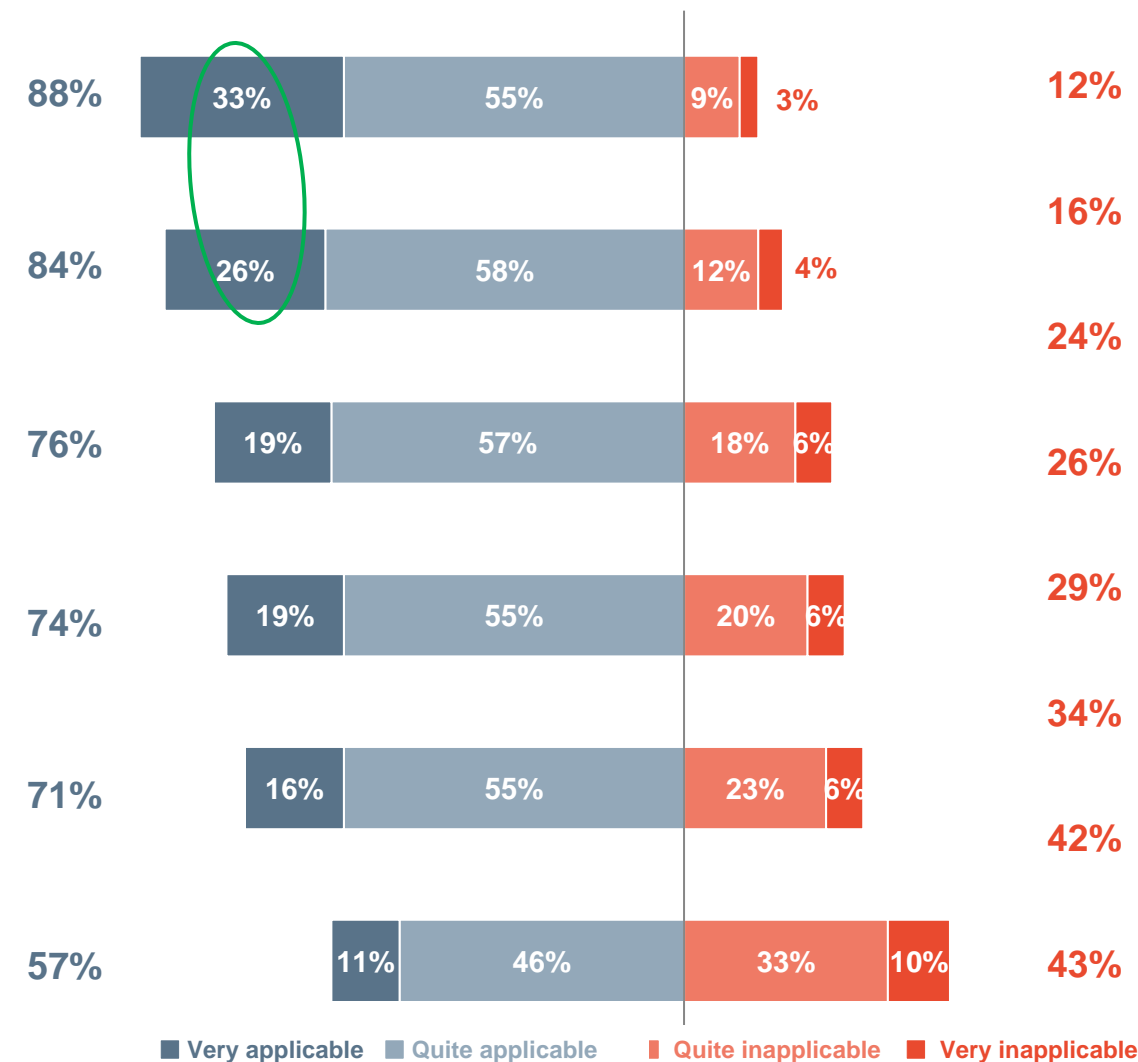
Are important players in financing the ecological transition<sup>1</sup>

## - Change -



## Total APPLICABLE

## Total INAPPLICABLE



<sup>1</sup> In 2020, the item was "Are leading players in the ecological transition". Changes should therefore be interpreted with caution.



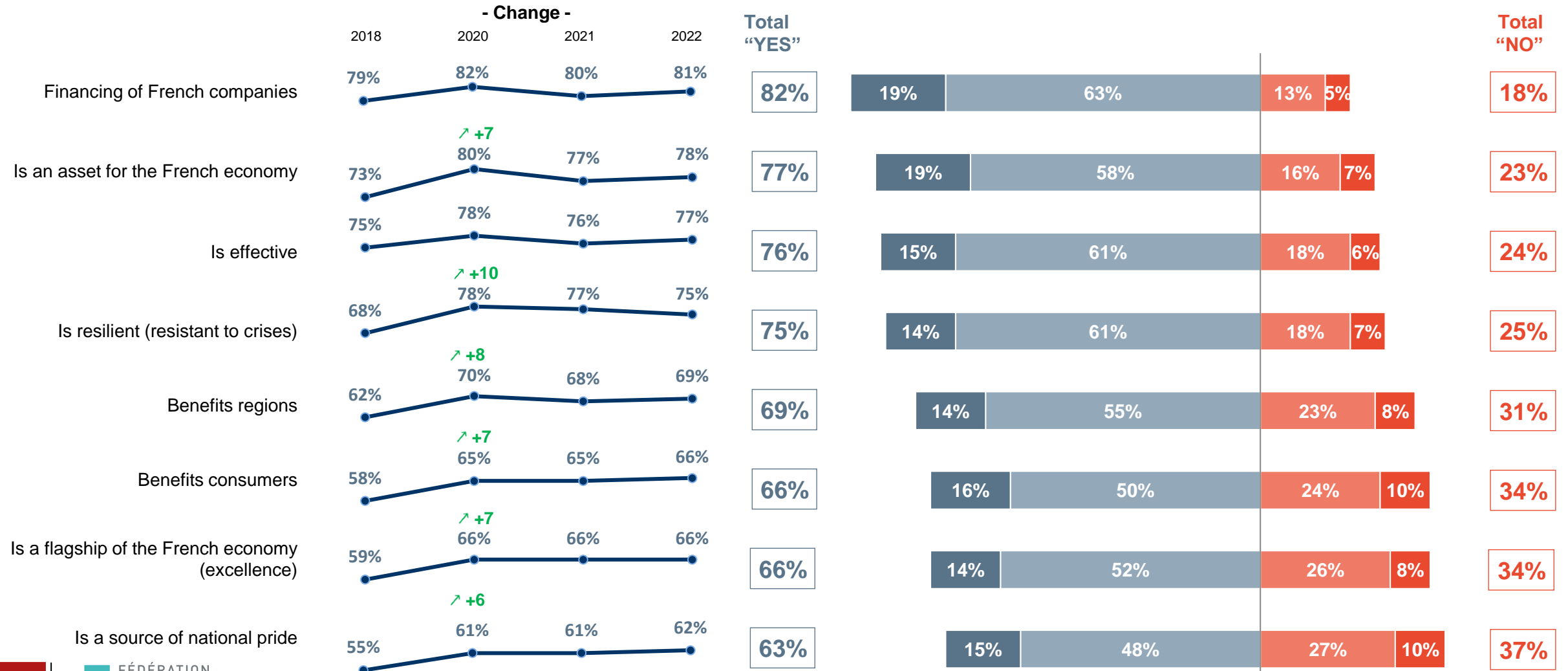
**The banking sector –  
a recognised asset for France**



# French people associate the banking industry with the performance of companies and the French economy more broadly

Question: For each of the following descriptions, would you say it is applicable or inapplicable to the banking sector, to the banking industry in France?

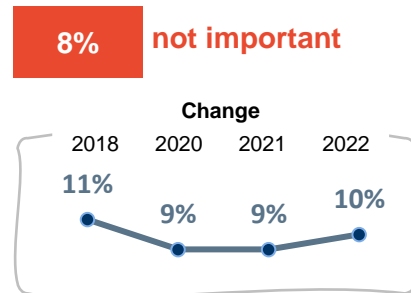
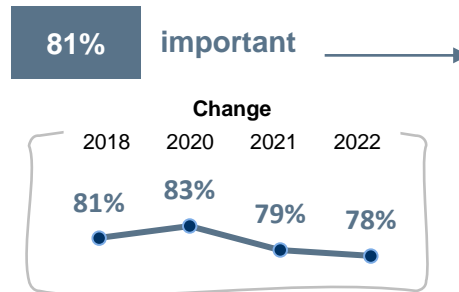
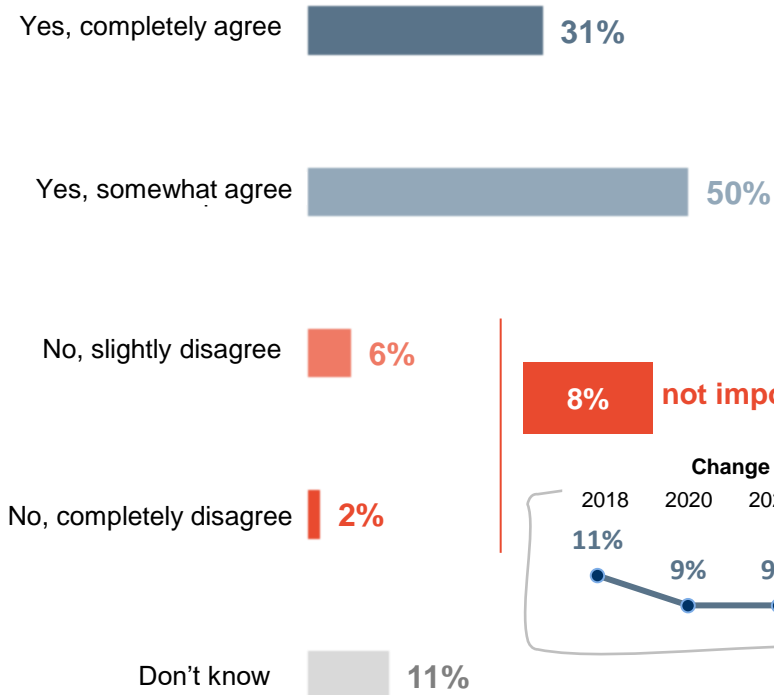
For you, the French banking industry...



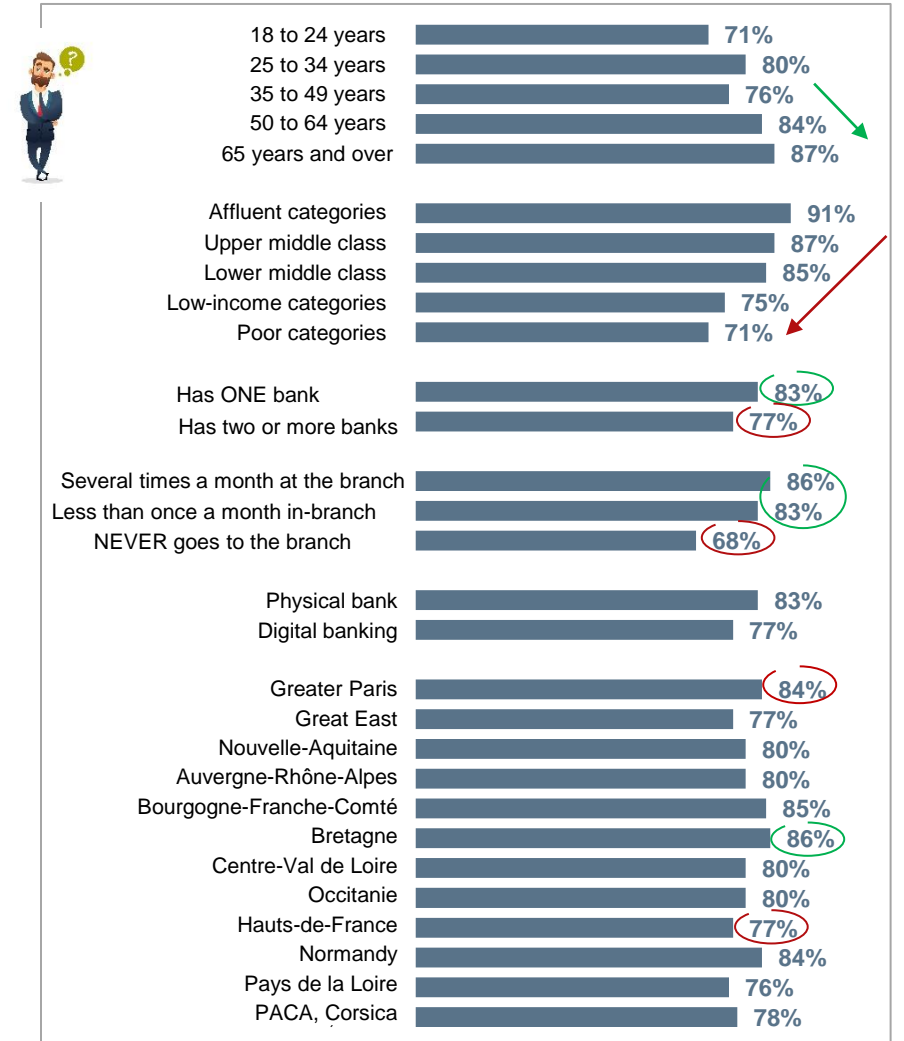


# The need for a strong banking industry to finance the French economy is widely acknowledged and has returned to its 2018 level.

Question: Do you think it is important to have a strong national banking industry to finance the French economy?



## How many French people consider it important to have a strong national banking industry?



# The strategic importance of the banking sector is undeniable: banking is a leading sector.

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

