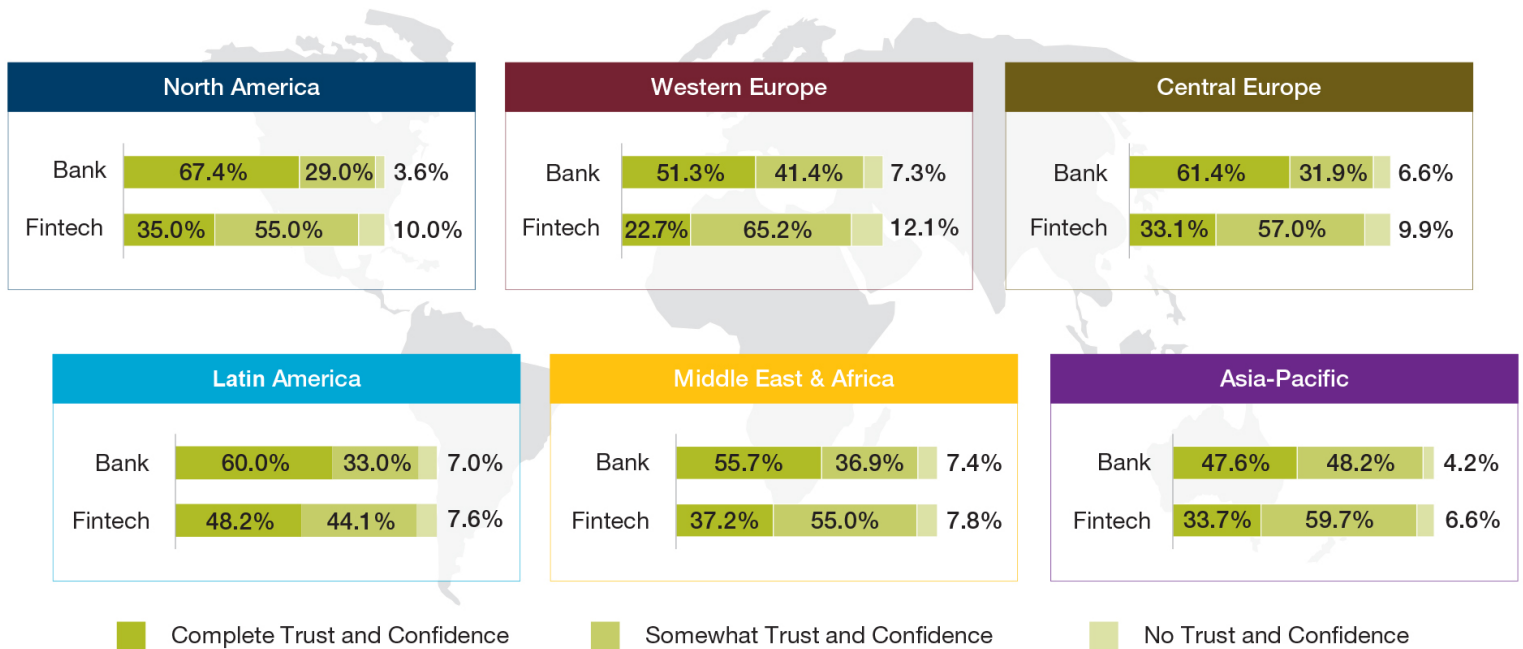


Figure 2.3: Customers' Trust and Confidence in their Primary Bank vs. Fintech Firms, by Region (%), 2016



Note: Country boundaries on diagram are approximate and representative only; The percentages refer to customers who have given a rating of 1, 2 for No Trust and Confidence, 3, 4, or 5 for Somewhat Trust and Confidence, and 6 or 7 for Complete Trust and Confidence on a scale of 1–7

Question: Please rate the following statements. (Please rate each criterion on a scale of 1–7, 7 being strongly agree and 1 being strongly disagree): i) "I have complete trust and confidence in my primary bank"; ii) "I have complete trust and confidence in Internet/technology firms, such as Google, Apple, Amazon, Facebook, Alibaba, Lending Club, PayPal, Paytm, Prosper, Stripe, Square, Zopa etc. when using banking products/services offered by them"

Source: Capgemini Financial Services Analysis, 2016; 2016 Retail Banking Voice of the Customer Survey, Capgemini Global Financial Services