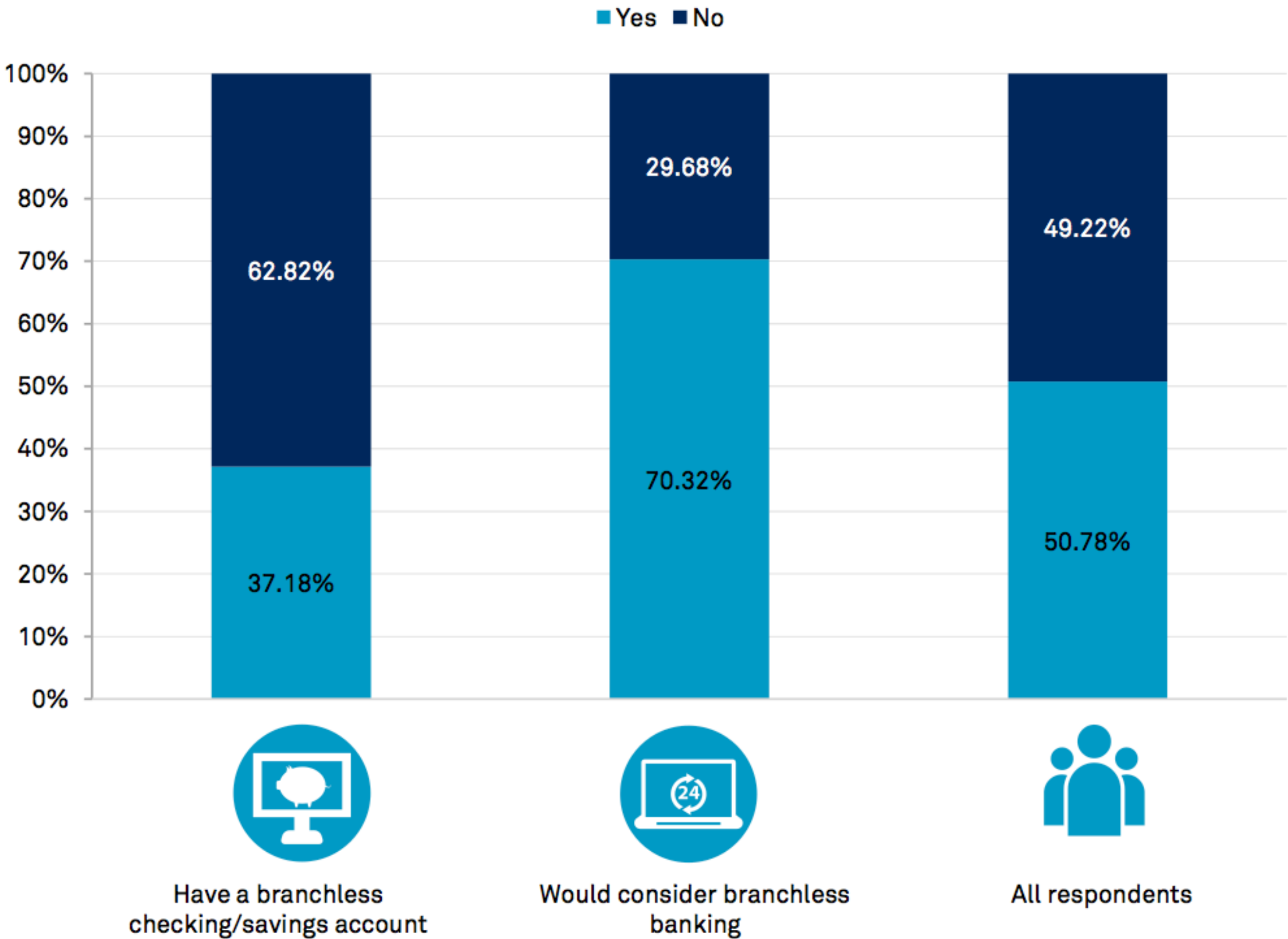


Would you be interested in switching to a bank with better app features?



Data compiled Oct. 31, 2017.
 Based on responses to the original question: "Would you be interested in switching from your current bank to a bank that offered the bank app features you said were missing in the previous question?" The previous question was: "What features are not offered on your bank app that you would like to use?"
 N = 243 for those with a branchless checking/savings account; N = 1,861 for those who would consider branchless banking; and N = 3,272 for all respondents.
 In each case, N signifies the number of survey respondents meeting that criterion who had indicated that certain desirable features were missing from their bank apps. Branchless banking interest was based on responses to the following question: "Would you consider opening a checking or savings account with a 'branchless bank' that has no physical building/office locations?"
 Based on results of a survey fielded between Jan. 26 and Feb. 1, 2017, that S&P Global Market Intelligence commissioned, the results of which are weighted to be nationally representative.
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