

Views On Digital Banking In Kuwait

June - 2023

GAME CHANGERS

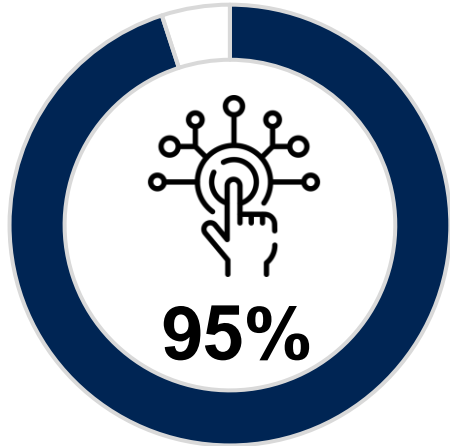




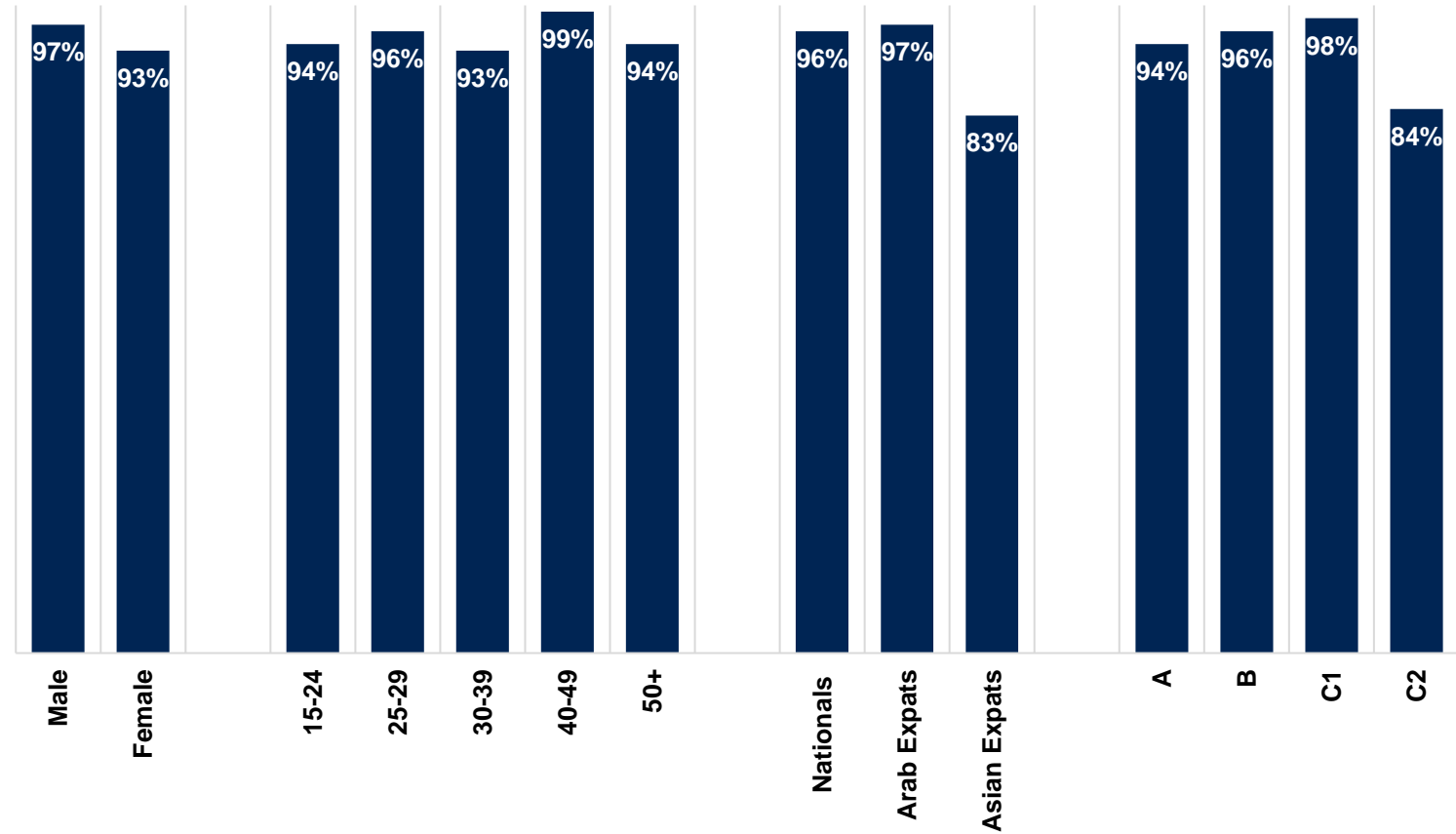
Usage of Digital Banking

Usage Of Digital Banking Channels

% Use – By Demographics

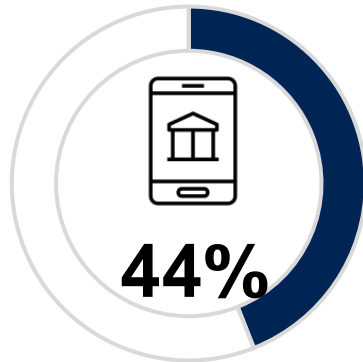


Have Used Digital Banking Channels

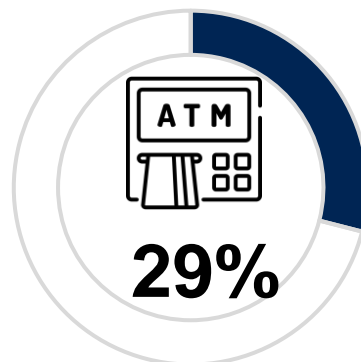


Most Preferred Banking Channel

% Prefer



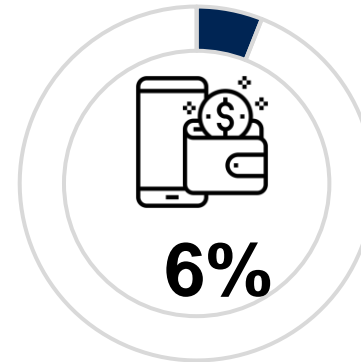
**Mobile Banking
Application**



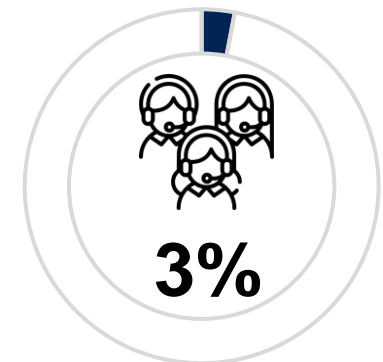
ATM



**Visit Bank
Branch**



Mobile Wallet



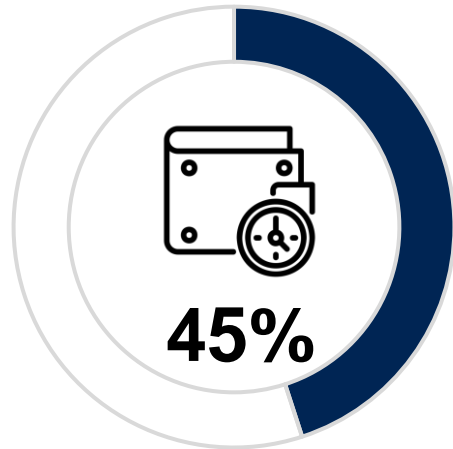
Call Centre



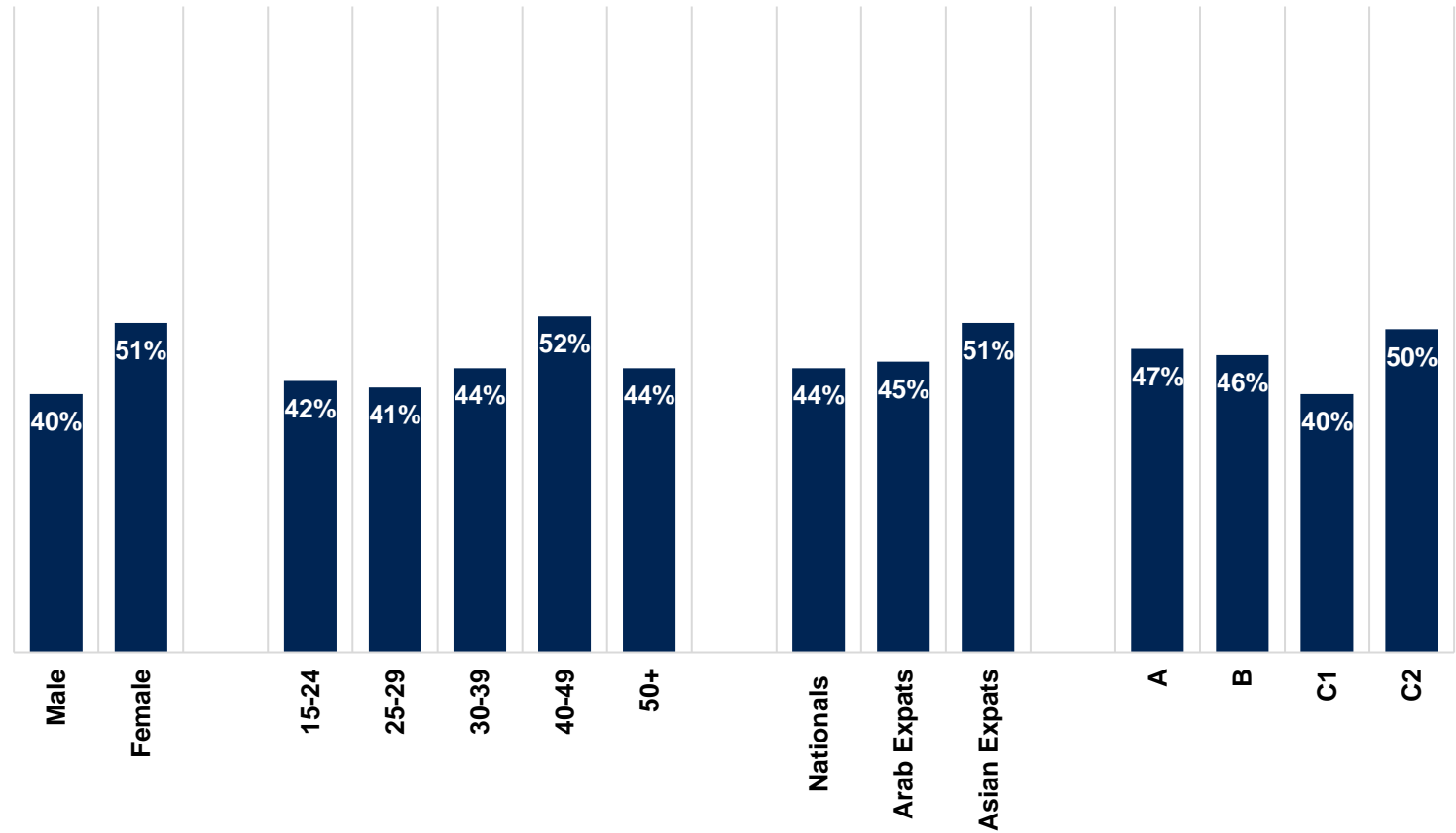
Attitudes Towards Financial Services Providers

Attitudes Towards Non-Traditional Financial Services Providers

% Agree – By Demographics

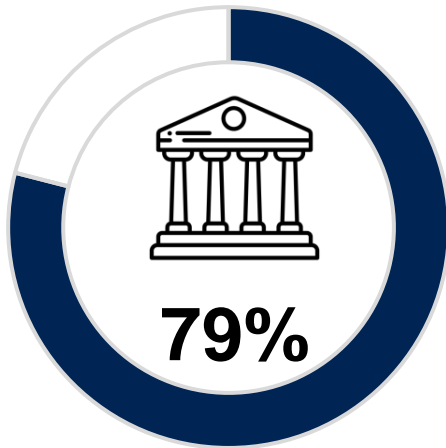


**Non-traditional
Financial Services
Providers Will Be The
Future Of Finance**

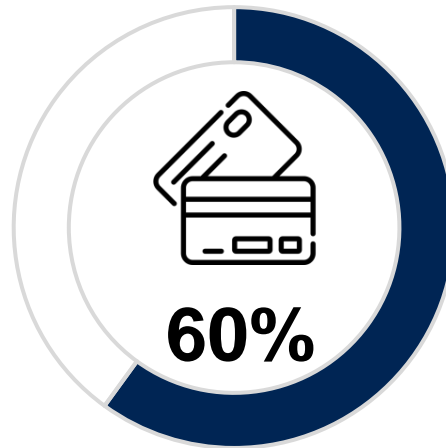


Trust Levels Towards Different Service Providers For Financial Transactions

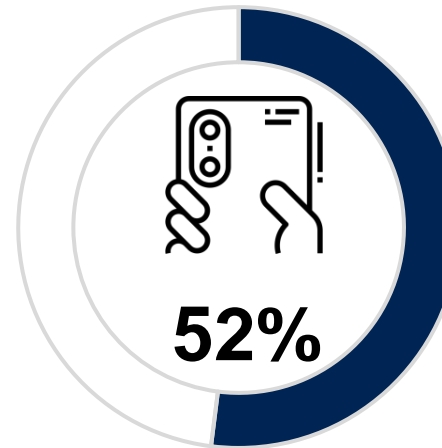
% Trust



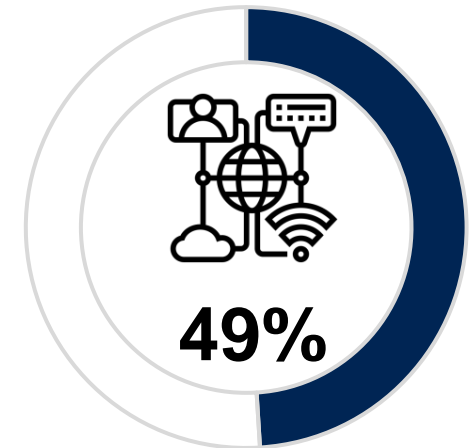
Traditional Banks



**Payment Processing
Companies**



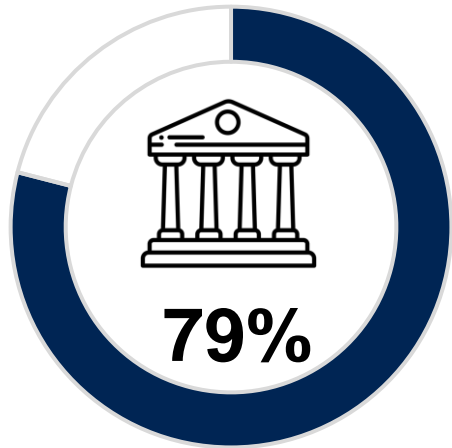
**Mobile Technology
Companies**



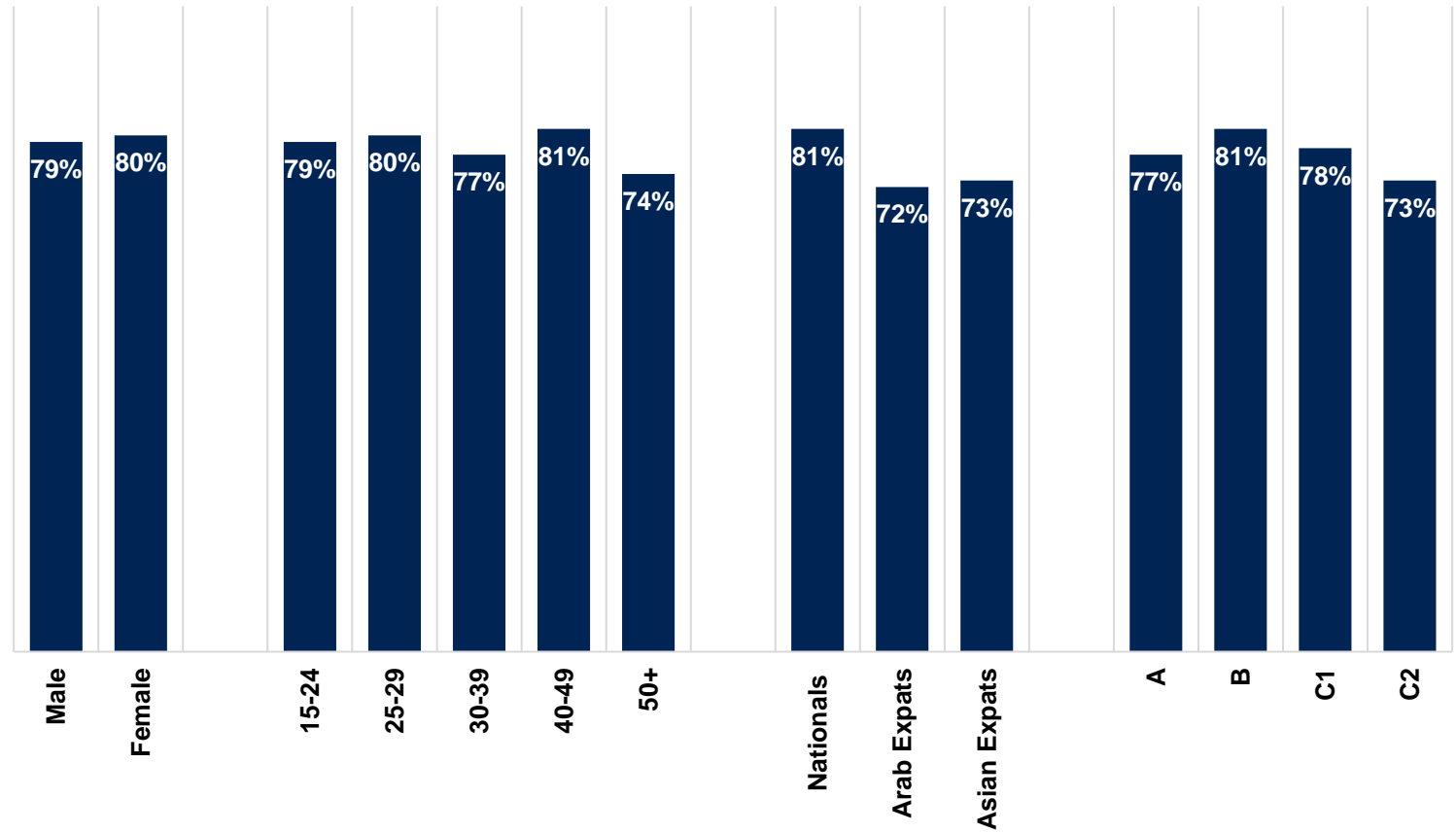
**Mobile Service
Providers**

Trust In Traditional Banks

% Trust – By Demographics

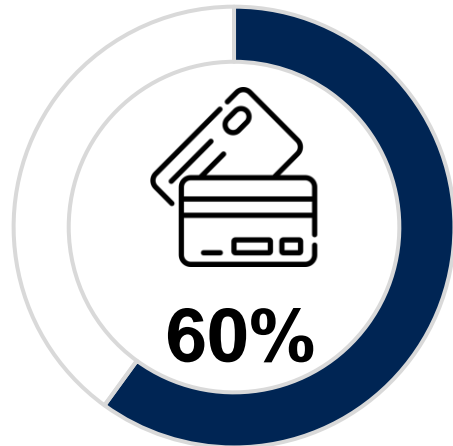


Traditional Banks

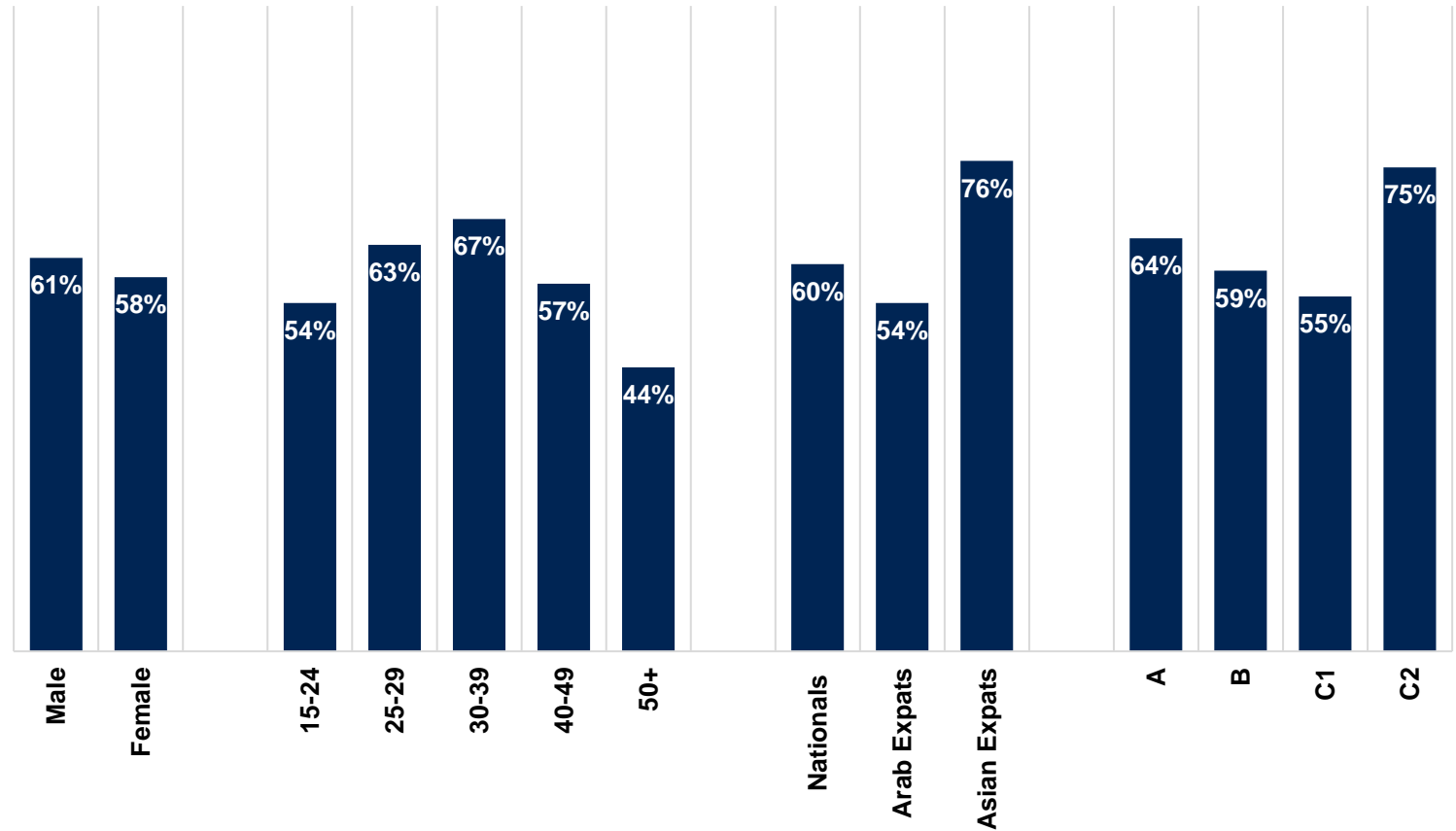


Trust In Payment Processing Companies

% Trust – By Demographics

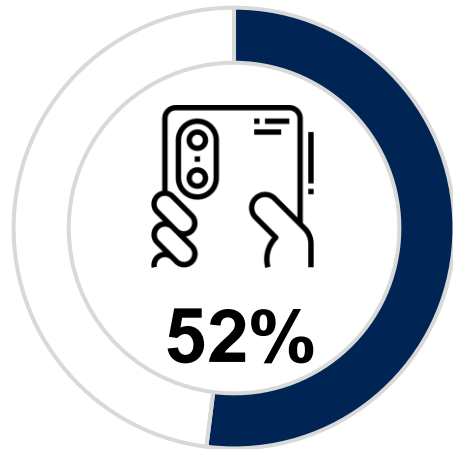


Payment Processing Companies

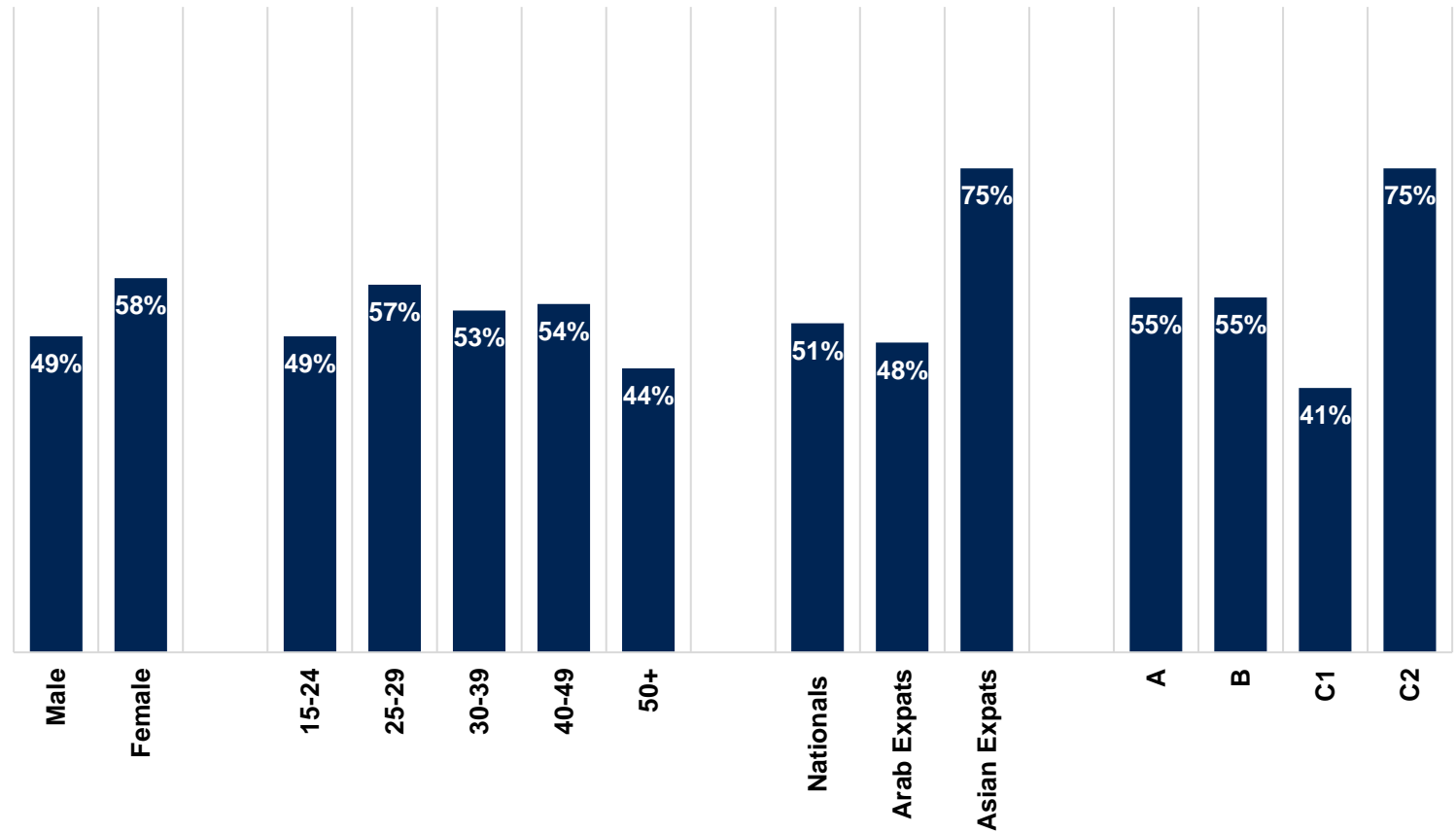


Trust In Mobile Technology Companies

% Trust – By Demographics

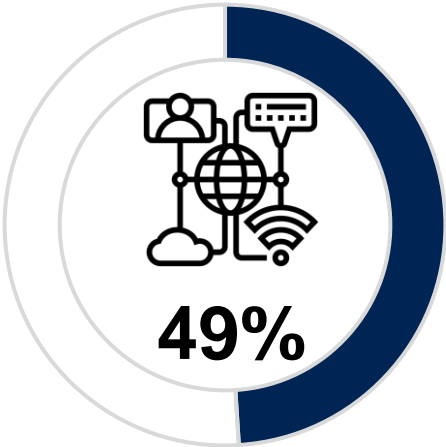


Mobile Technology
Companies

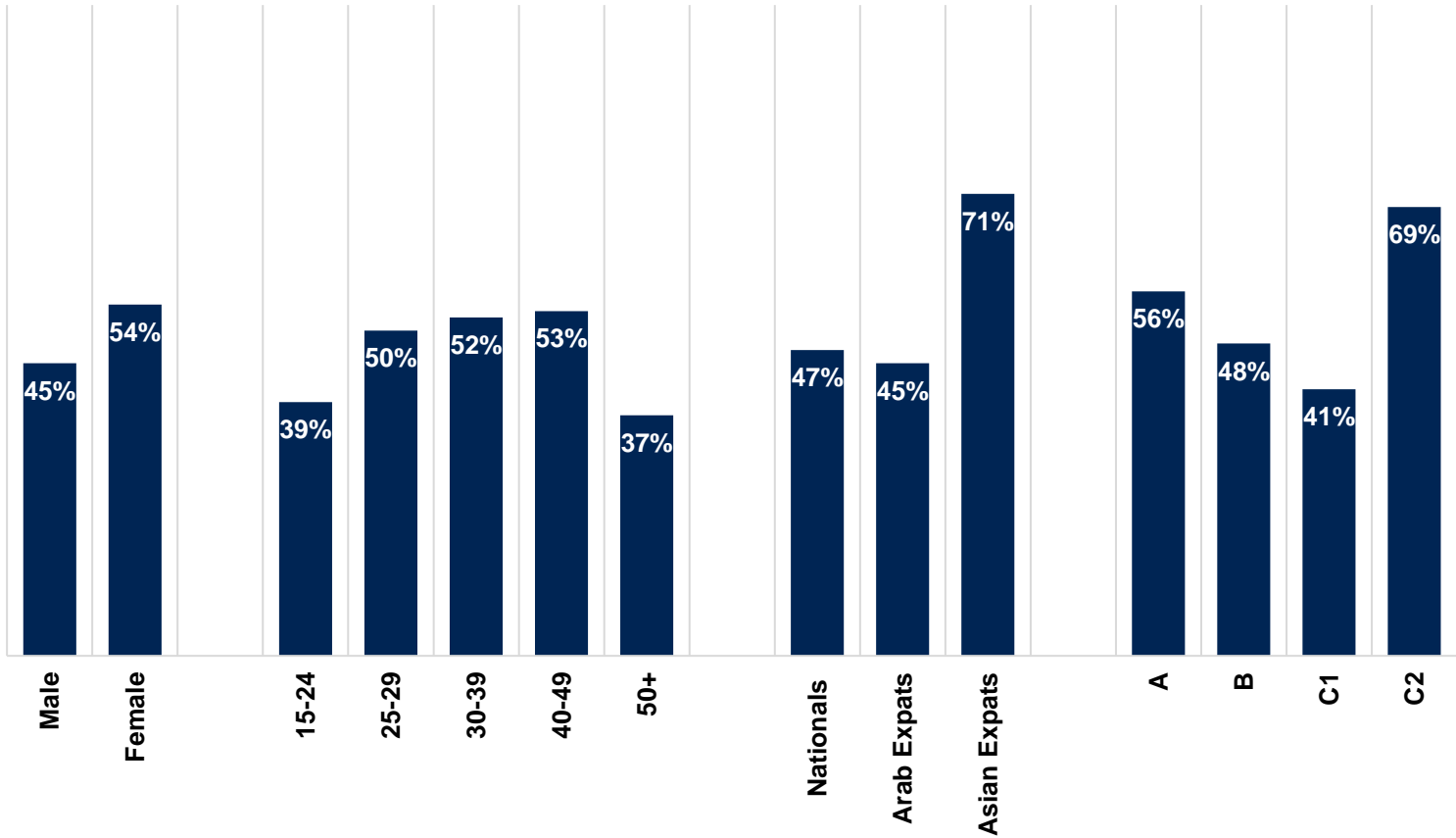


Trust In Mobile Service Providers

% Trust – By Demographics



Mobile Service Providers

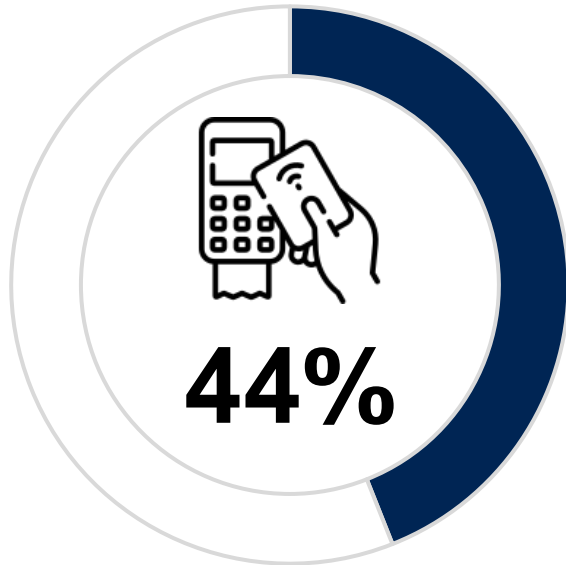




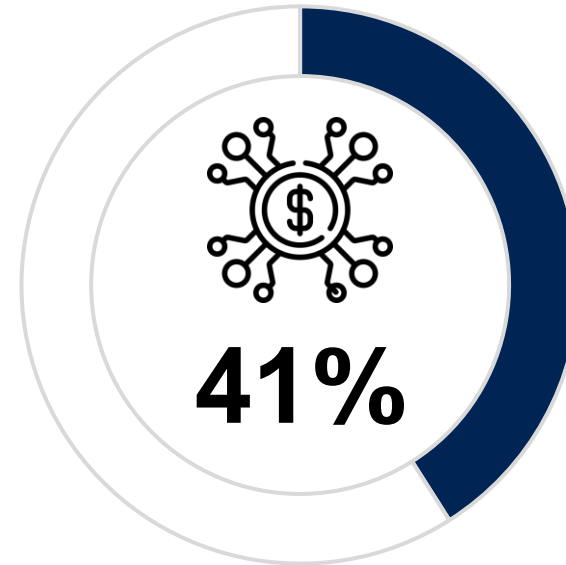
Future Outlook Towards Financial Services

Attitudes Towards New Financial Services

% Agree



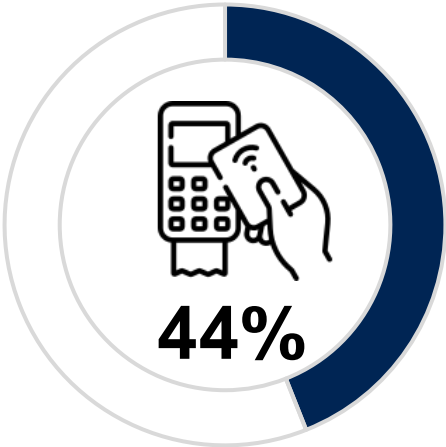
**Are Willing To Try New
Payment Methods**



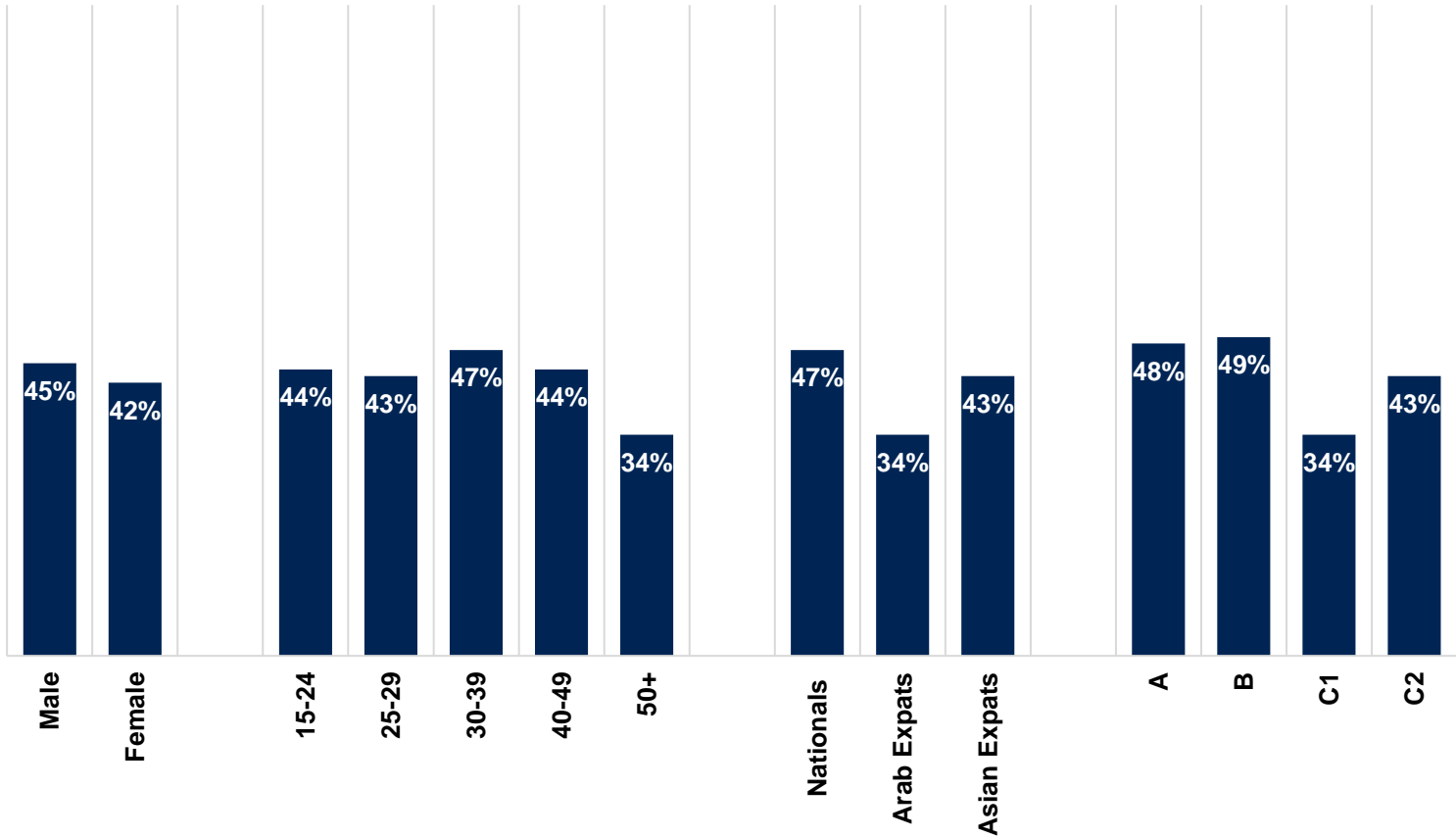
**Will Be Doing All
Financial Transactions
Through Digital Banking
In The Future**

Willingness To Try New Financial Services

% Agree – By Demographics

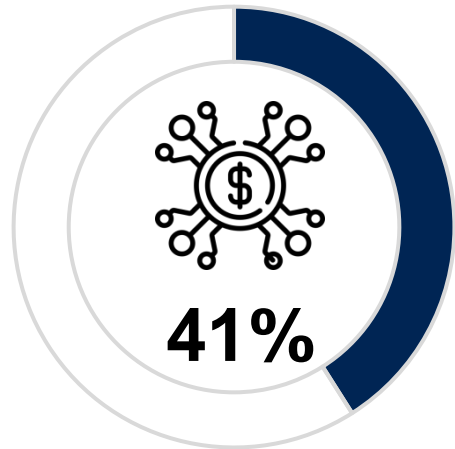


Are Willing To Try New Payment Methods

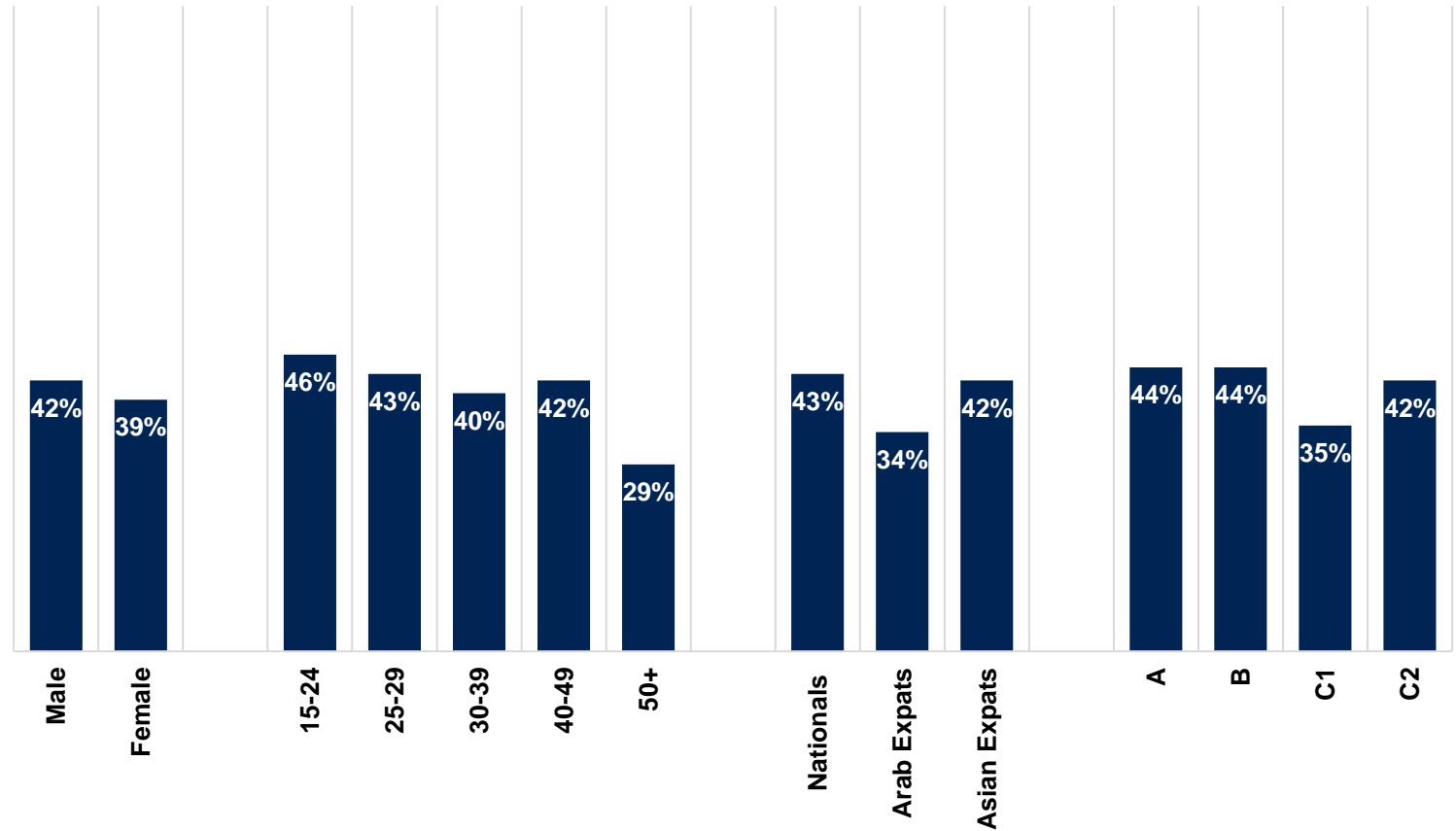


Digital Banking Future Usage Intentions

% Agree – By Demographics



**Will Be Doing All
Financial Transactions
Through Digital Banking
In The Future**



Methodology



Sample Size

800 Respondents



Sample Criteria

The Survey Covered **Nationals & Expats aged 15 years old and above, Males and Females, Socio-Economic Class C2 & above, and have an active bank account**



Methodology

The Survey Was Conducted Via face to face interviews as part of the syndicated "**BankScape**" study conducted by Ipsos in Kuwait



Geographical Coverage

Conducted in Kuwait, Nationwide Coverage

For More Information:

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GAME CHANGERS

