

Mobile Banking - US - September 2016

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"Consumers increasingly use their mobile devices – especially their phones – to manage every aspect of their lives. However, this reliance has not transferred completely to banking. This Report will examine some of the reasons why this is so and the steps financial institutions can take to increase interest, and ultimately, usage in mobile banking apps."

- Robyn Kaiserman, Senior Financial Services

This report looks at the following areas:

- Security is still a major concern
- Half of those who tried a mobile app don't understand it

For the purposes of this Report, Mintel has used the following definitions:

Mobile banking is banking conducted on any mobile device, including smartphones and/or tablets. It does not include banking conducted on any type of computer, including laptops. The Report covers:

- Downloading and usage of mobile banking apps
- Types of transactions conducted via different banking channels
- How institutions can encourage consumers to increase mobile banking usage

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Security is still a major concern

Figure 1: Reasons for not downloading or using mobile banking app, June 2016

Half of those who tried a mobile app don't understand it

Figure 2: Mobile banking behavior, by generation, June 2016

The opportunities

Expand benefits of mobile banking

Figure 3: Reasons for not downloading or using mobile banking app, June 2016

Make it easy to open accounts via mobile app

Figure 4: Preference for banking channels, by channel, June 2016

What it means

The Market – What You Need to Know

The challenge of non-banks

Mobile phone sales growth

US demographics will help mobile banking growth

Market Perspective

The challenge of non-banks

Figure 5: Attitudes toward FinTech innovations, by demographic segment, March 2016

Market Factors

Mobile phone sales growth is slowing

Figure 6: Total US volume sales and fan chart forecast for mobile phone sales, 2010 -20

Changing US demographics will help mobile banking growth

The Hispanic population is young and growing

Figure 7: Hispanic population, by generation, 2016

Growth of younger generations

Figure 8: Percentage of US population by generation, 2011, 2016, 2021

Key Players – What You Need to Know

Banks focus on mobile experience

Mobile apps still not as widely used as expected

Location-based technology

Biometric authentication

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In-app marketing

What's Working?

Banks focus on mobile experience

Figure 9: Reasons to increase mobile banking usage, by demographics, June 2016

Biometric authentication

Security – or impression of security – is improving

What's Struggling?

Mobile apps still not as widely used as expected

Usage by customers of smaller banks is especially low

Figure 10: Mobile banking downloads and use, by type of bank where primary account is held, June 2016

Institutions need to communicate better

Figure 11: Mobile banking behavior, by generation, June 2016

What's Next?

Location-based technology

In-app marketing

The Consumer – What You Need to Know

Checking accounts more popular than savings accounts

Half have not downloaded any mobile banking apps

Smaller banks lag in usage

Security is less of an issue for Millennials

Most consumers need more help with the apps

Branches and computers preferred for some transactions

Security is largest concern, but consumers are looking for help

Location of Accounts

Checking accounts more popular than savings accounts

Figure 12: Location of primary account, June 2016

Hispanics more likely than non-Hispanics to prefer national banks for checking

Figure 13: Location of primary account, checking, by Hispanic origin, June 2016

Mobile Banking App Usage

Half have not downloaded any mobile banking apps

Figure 14: Mobile banking downloads and use, June 2016

Millennials are heaviest users

Figure 15: Mobile banking downloads and use, by generation, June 2016

Young men use mobile banking more than others

Figure 16: Mobile banking downloads and use, by age and gender, June 2016

Mobile banking popular among Hispanics

Figure 17: Mobile banking downloads and use, by Hispanic origin, June 2016

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Smaller banks lag in usage

Figure 18: Mobile banking downloads and use, June 2016

Reasons for Not Downloading Apps

Security is less of an issue for Millennials

Figure 19: Reasons for not downloading mobile banking apps, by generation, June 2016

Women more concerned with security

Figure 20: Reasons for not downloading mobile banking apps, by gender, June 2016

Distrust of security increases with income

Figure 21: Reasons for not downloading mobile banking apps, by household income, June 2016

Challenges for institutions trying to increase usage

Mobile Banking Behavior

Most consumers need more help with the apps

Figure 22: Mobile banking behavior, June 2016

Hispanics are less likely to understand their institution's app

Figure 23: Mobile banking behavior, by Hispanic origin, June 2016

Blacks are more comfortable with apps than are Whites

Figure 24: Mobile banking behavior, by race, June 2016

Phones are preferred to tablets

Figure 25: Mobile banking behavior, by generation, June 2016

Mobile banking usage is increasing

Figure 26: Increase in mobile banking usage, by generation, June 2016

Banking Channel Preferences

Branches and computers preferred for some transactions

Figure 27: Preference for banking channel methods, by channel, June 2016

Hispanics more likely than non-Hispanics to use apps

Figure 28: Preference for banking channel methods, by Hispanic origin, June 2016

Apps are preferred over mobile web

Figure 29: Preference for banking channel methods, by channel, June 2016

How mobile banking is used

Large banks focus on transactions

Figure 30: Bank of America and Wells Fargo mobile banking emails, 2016

Reasons to Increase Usage

Security is largest concern

Figure 31: Reasons to increase use of mobile banking, June 2016

Most older consumers won't ever use mobile banking

Figure 32: Reasons to increase use of mobile banking, by generation, June 2016

Thoughts about security

Mobile banking as a money management tool

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Figure 33: Reasons to increase use of mobile banking, by generation, June 2016

Blacks want texts to help track banking activity

Figure 34: Reasons to increase use of mobile banking, by generation, June 2016

Incentives are important

Figure 35: St. Mary's credit union online mobile app ad, 2016

Figure 36: Everbank direct mail mobile app ad, 2016

TURF Analysis

Better security most likely to increase usage

Figure 37: TURF analysis – Reason to increase use of mobile banking, June 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations

Abbreviations

Appendix – TURF Analysis

Methodology

Figure 38: Table - TURF analysis – Reason to increase use of mobile banking, June 2016

Appendix – Market

Figure 39: Population by Hispanic origin, 2011, 2016, 2021

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