

Consumer Attitudes toward Fintech - US - September 2018

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"Financial technology has undergone a radical transformation in the past decade. In response to the growth in online banking and smartphone ownership, financial brands have come up with new, innovative technologies that make the consumer's financial experience faster and more secure."

- Jennifer White Boehm, Associate Director - Financial Services

This report looks at the following areas:

- Trust in the financial services industry remains below 50%
- 45-54 demographic is the least engaged with financial services providers
- Consumers not ready to embrace future

The vast majority of consumers have some sort of financial account. Mobile device ownership is near ubiquitous as well and consumers are open to new financial technology. They struggle to predict the future of fintech but are willing to use new tools once exposed to them.

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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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