

Consumer Attitudes Toward FinTech - US - May 2016

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FinTech start-ups are fundamentally altering how consumers interact with financial services by delivering these services faster and by factoring in an ever-growing volume and variety of data for assessing the value of potential customers. Traditional finance brands are also leveraging the innovations that have emerged from the FinTech scene. Mobile services currently lead the charge, but there are many more opportunities to explore.

This report looks at the following areas:

- Consumer awareness for new financial tech is low
- Majority of consumers satisfied with current financial services
- Traditional touchpoints most preferred for engaging with financial services
- Consumers trust traditional finance, but security threats are growing

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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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