

# The Westpac Mobile Banking Report

18 November 2013

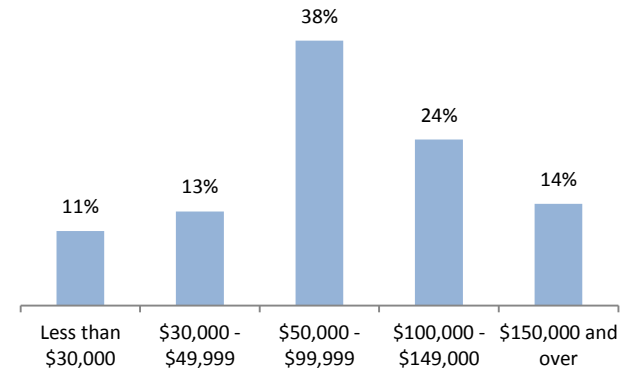


# Methodology

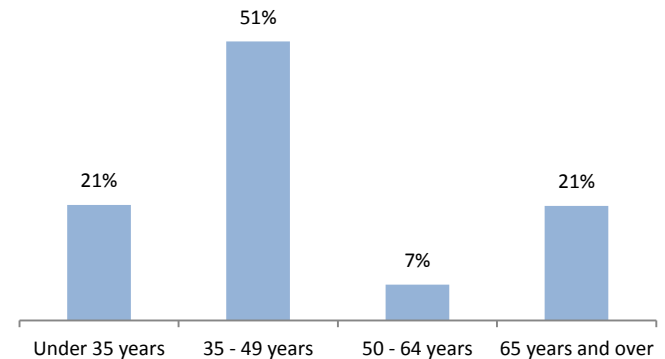
## Online survey of 843 New Zealanders:

- People aged 18 and over
- 48% female, 52% male
- 68% from North Island
- 32% from South Island
- Survey conducted during October 2013
- 3% margin of error

### Household Income



### Age



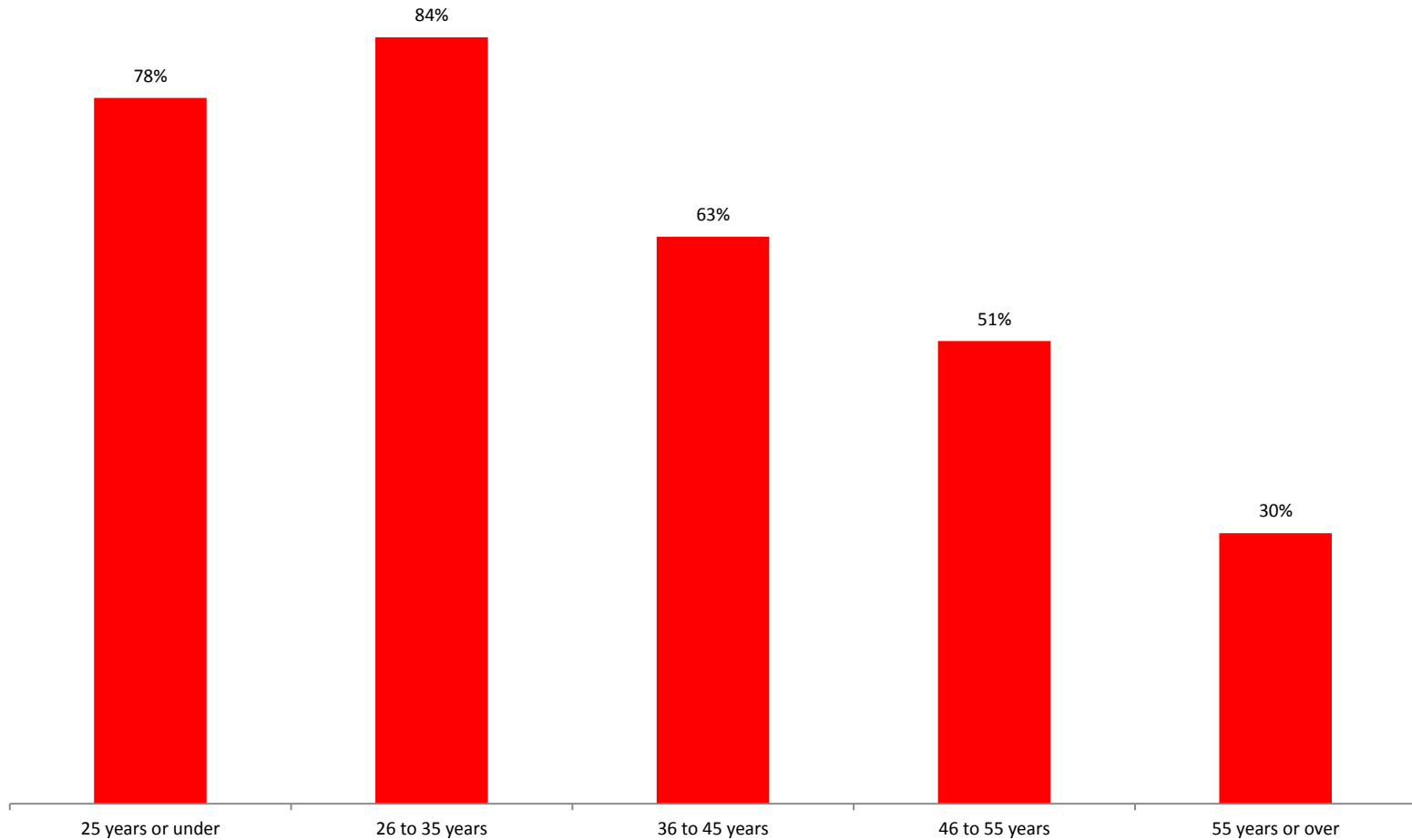
# Key findings

- 64% believe mobile banking has created better awareness of their finances
- Over 50% feel more in control of their finances, and nearly one in four are overdrawn less
- 41% believe mobile banking will be the main way of banking within three years,
- 66% believe that will occur within five years
- Top five mobile banking activities are:
  - Check balances (94%)
  - Transfer funds (83%)
  - Look at previous transactions (68%)
  - Pay bills (64%)
  - Pay to friends & family (48%)
  - 54% said there was no banking activity they wouldn't consider doing via a mobile device.

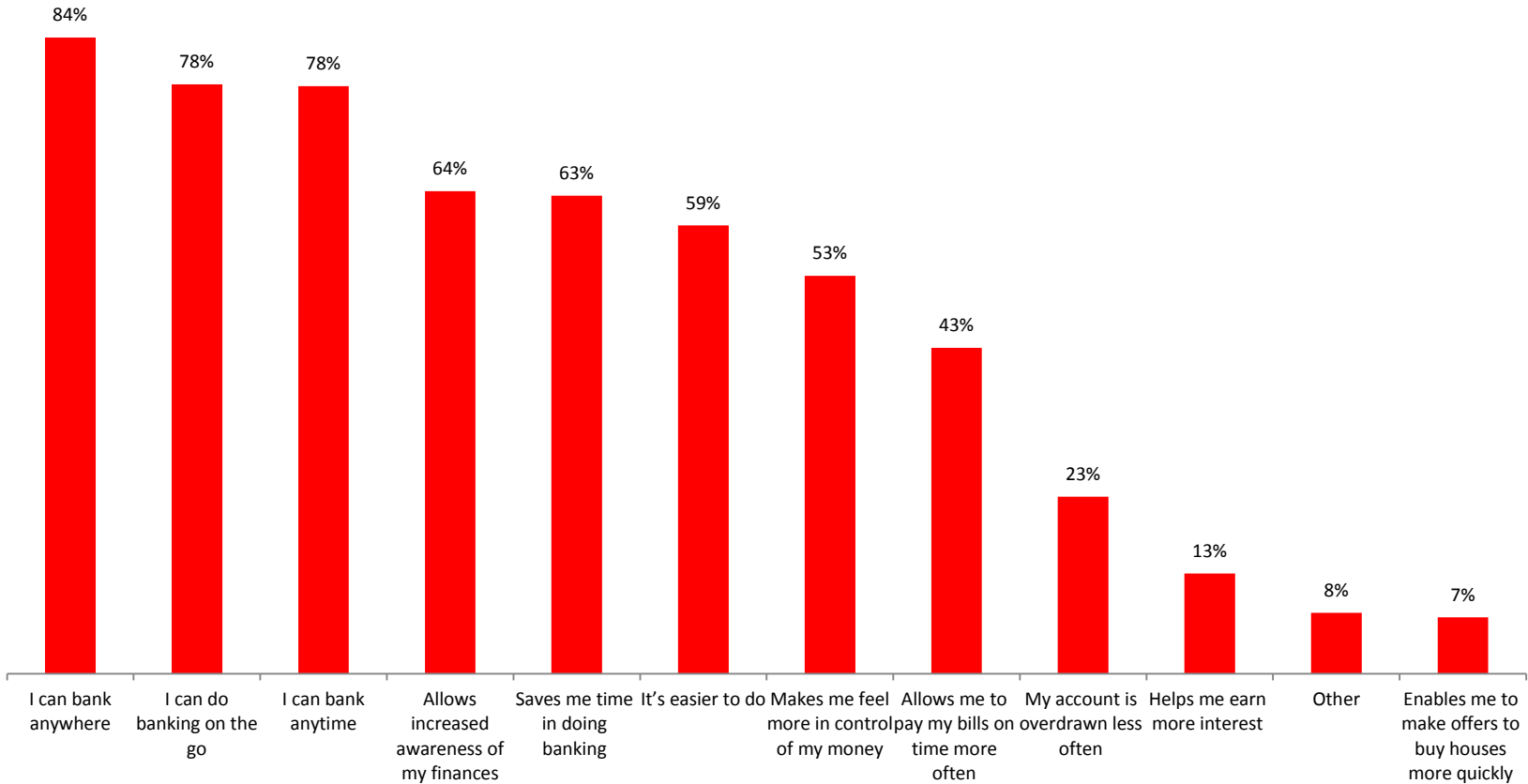


# Ages of people mobile banking

Age (percentage of age group mobile banking)



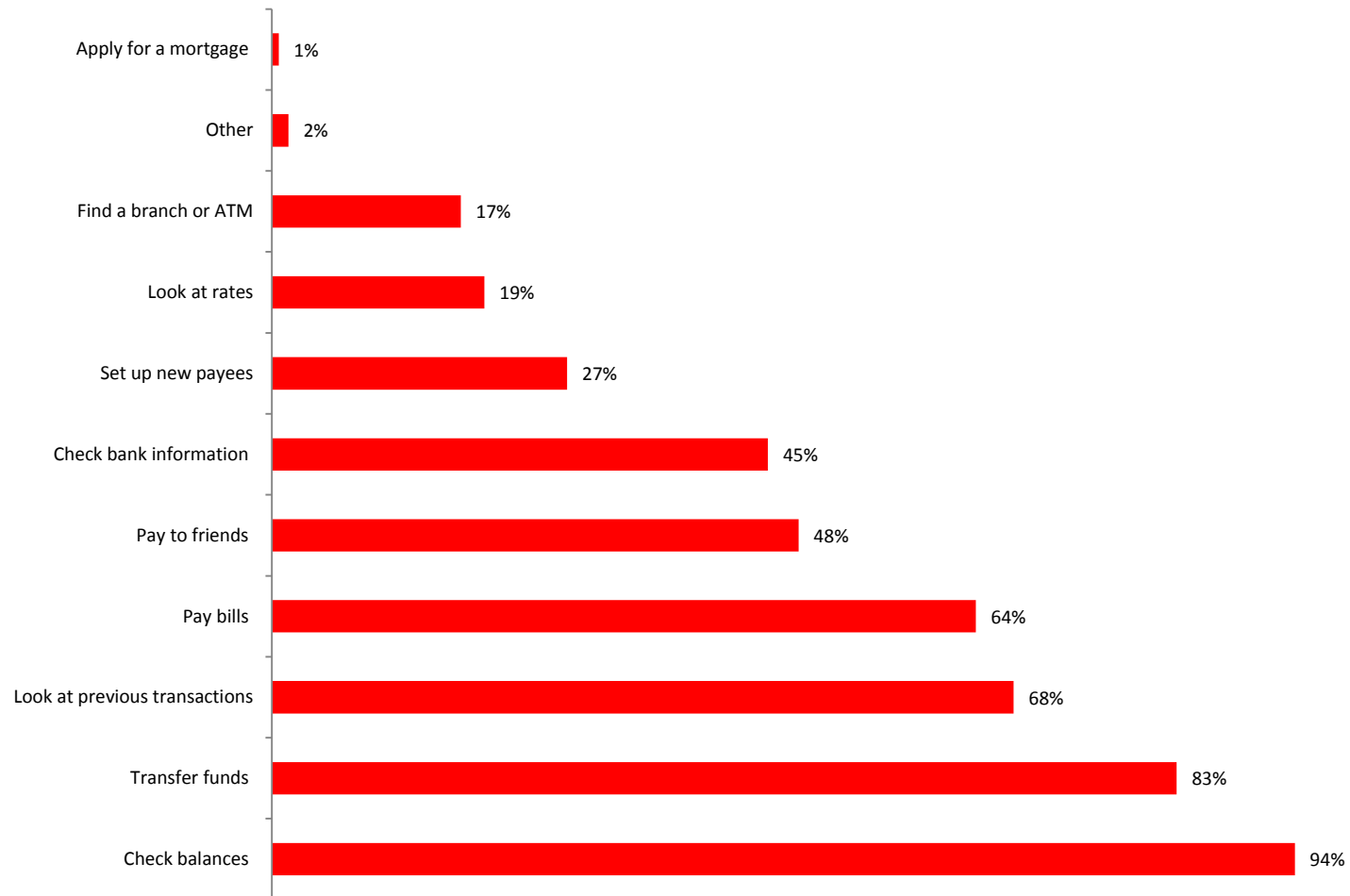
# Perceived advantages of mobile banking



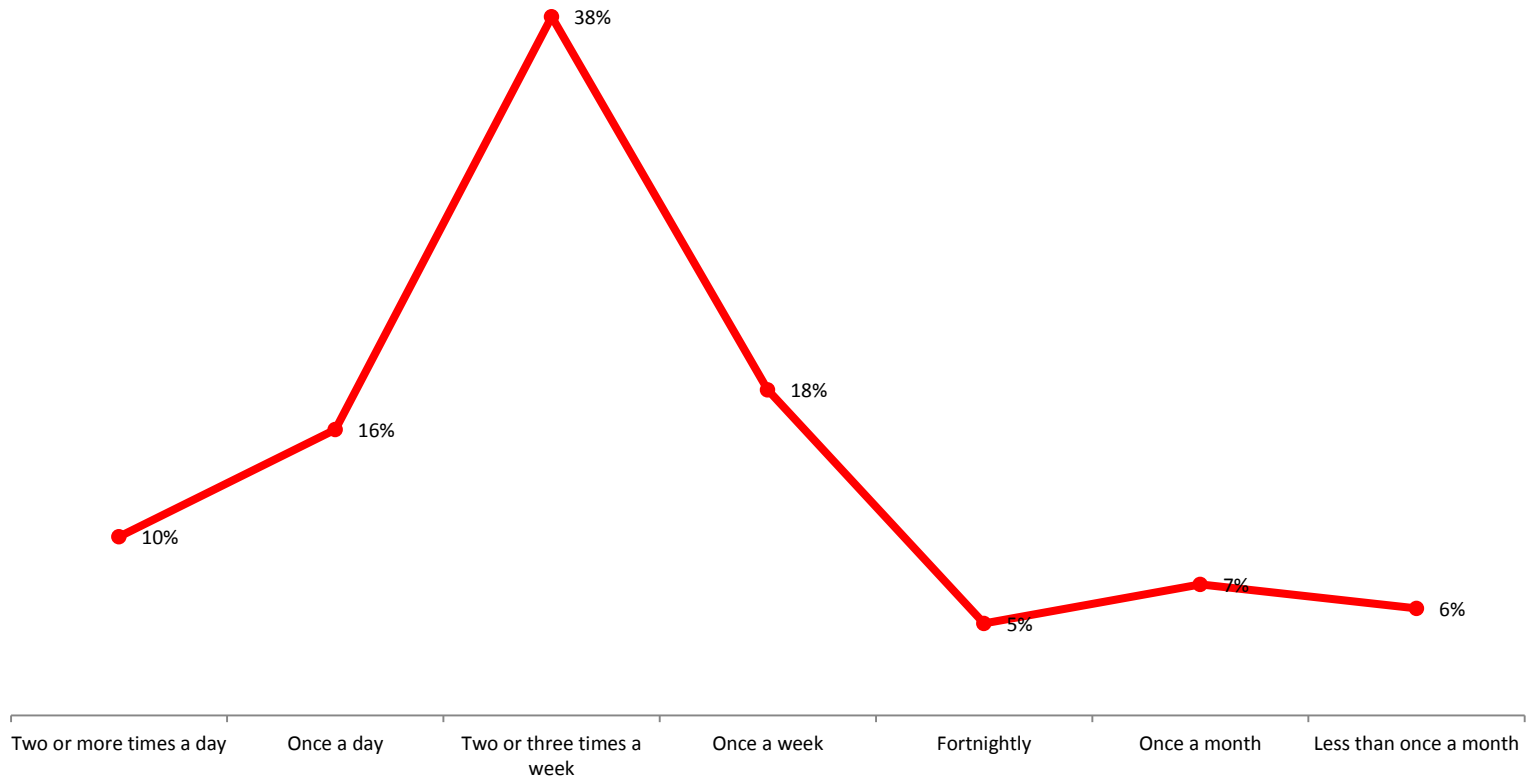
\*percentage of those mobile banking



# Mobile banking activities\*



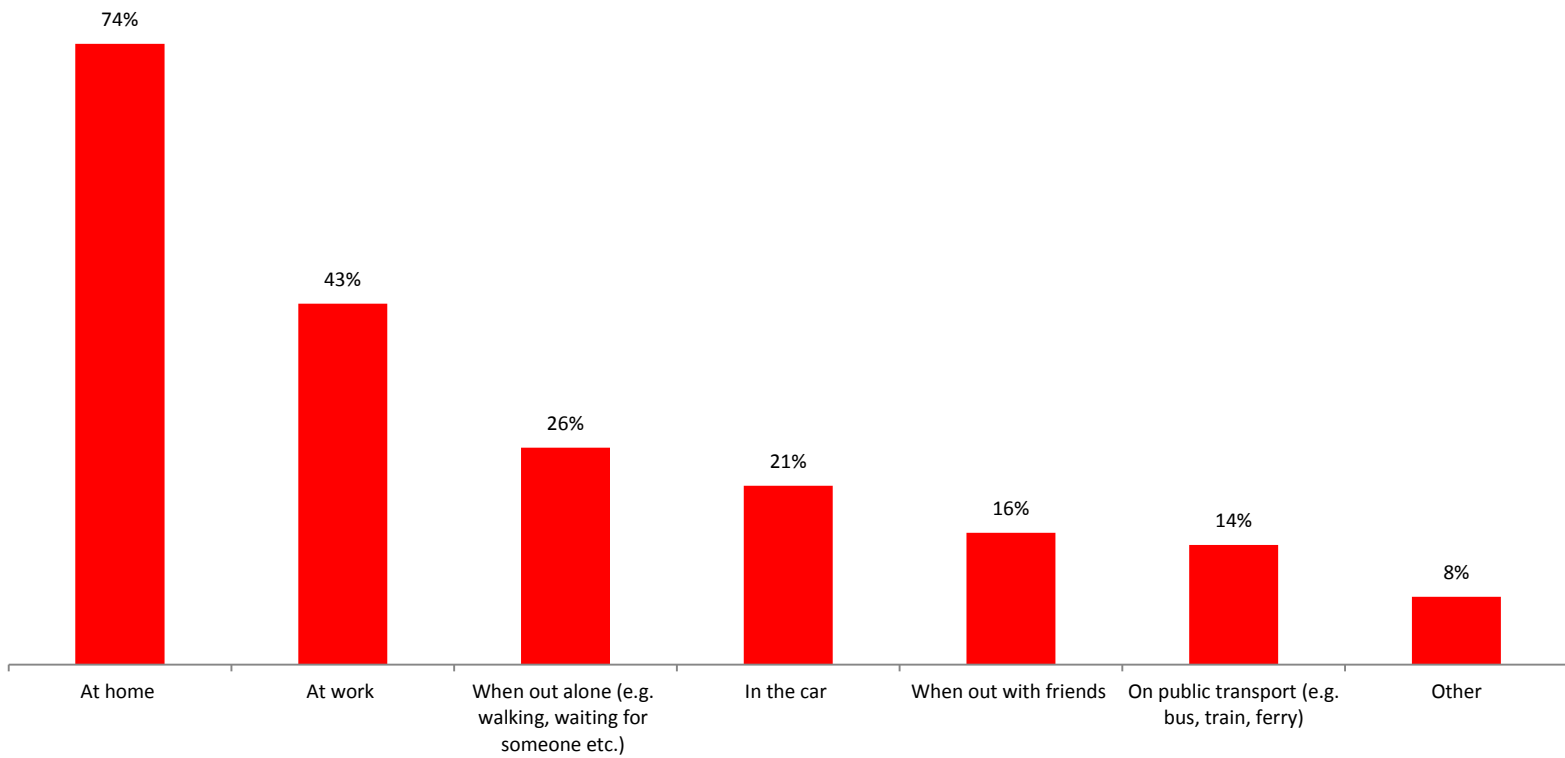
# Frequency of use



\*percentage of those mobile banking



# Where people mobile bank



\*percentage of those mobile banking





# Wish-list

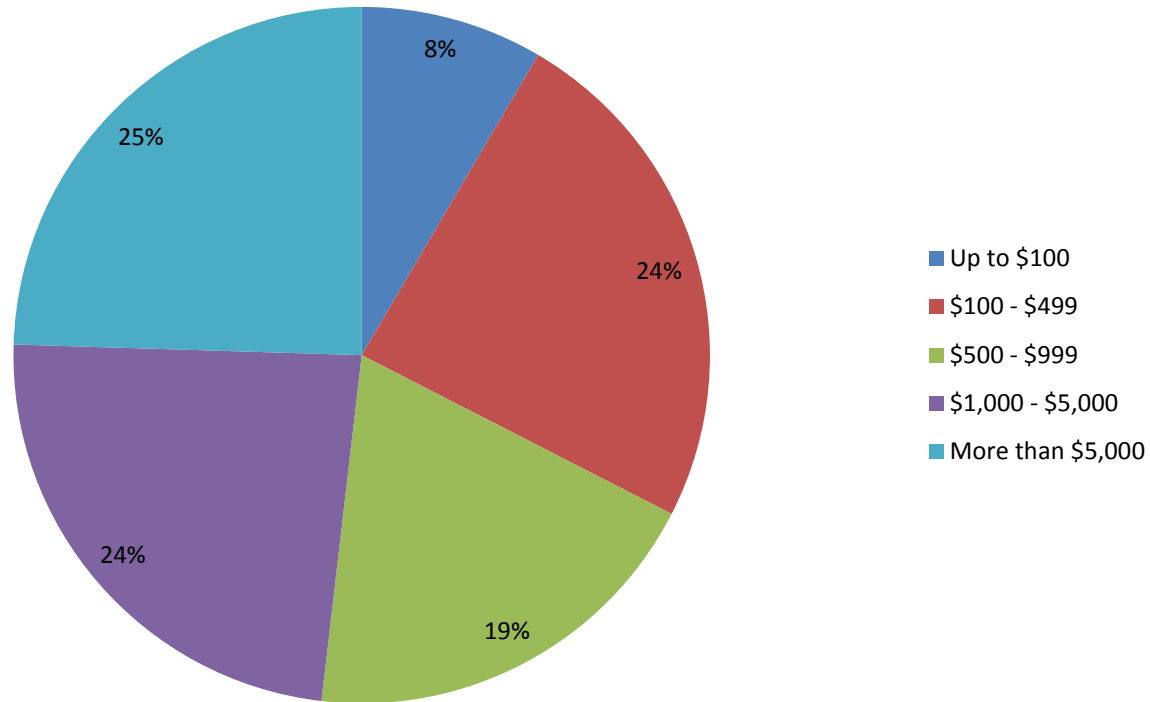
## Top 5 Wish-list of services and processes via mobile:

- 71% want to do everything on a mobile device that is possible using a personal computer
- 60% want to look at payments over time (both history of previous payments and predicted future payments)
- 46% would like to use a mobile device for contactless payment situations, such as receiving cash from an ATM
- 44% want to top up mortgages, roll over term deposits and increase credit card limits
- 44% want to be able to deposit cheques via mobile (e.g. photograph cheque with phone)

\*percentage of those mobile banking



# Amounts people comfortable mobile banking with



\*percentage of those mobile banking



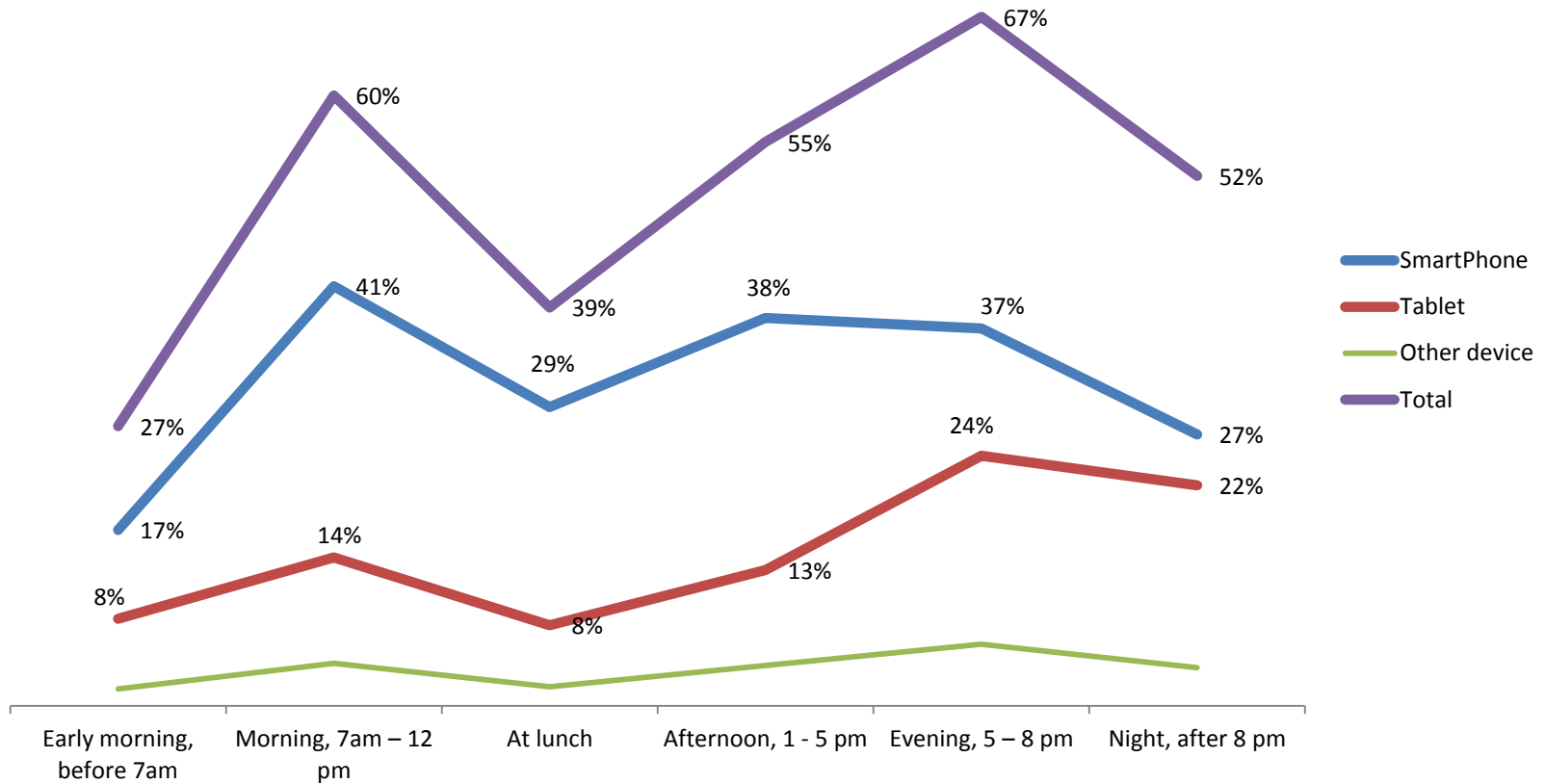
# Smartphone v tablet

- The smartphone is the preferred mobile device for mobile banking (69%)
- The tablet is the second most popular mobile device at 33%
- Mobile banking is emerging as part of the 'second screen' phenomenon
- Smartphone used most for mobile banking between 7am-12pm
- Tablet is used most for mobile banking after 7pm

\*percentage of those mobile banking



# Time of use of devices



\*percentage of those mobile banking



Thank you