

# MOBILE BANKING

is **THE** way to bank



Smartphones let you carry your bank in your pocket. Your bank app allows you to do almost all your banking by phone. The only thing your bank app can't do is put cash in your pocket.

## The Popularity of Banking Apps

- 70%** of Americans<sup>1</sup> use their smartphones for banking each month
- 63%** of smartphone users<sup>2</sup> have at least one financial app
- 90%** of Americans rank their banking apps as "good" to "excellent"

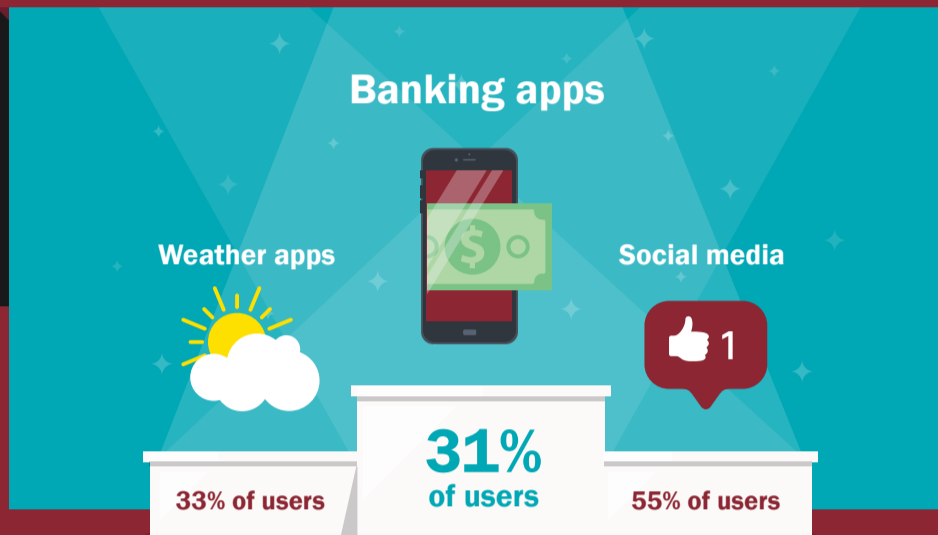
## Favorite Uses for Banking Apps

- 40%** use peer-to-peer payments
- 17%** use their phone for budgeting
- 17%** use their phone to manage investments



## Most Popular Smartphone Apps

Banking apps are the third-most regularly used apps among smartphone users.<sup>3</sup>



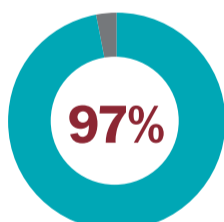
**46%** of smartphone users have increased their banking app usage in the last year



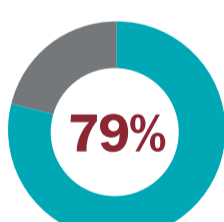
## HOW CUSTOMERS USE THEIR BANKING APPS<sup>4</sup>



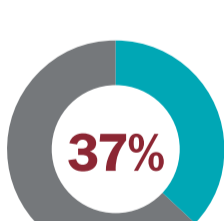
- 40%** use apps to check account balances
- 24%** receive banking alerts on their smartphones
- 15%** use a smartphone when they need to locate an ATM
- 25%** use banking apps to transfer money
- 20%** use banking apps to pay bills
- 21%** use banking apps to deposit checks
- 7%** use banking apps to send money to or receive money from friends and family



are satisfied with banking app services<sup>5</sup>



use self-service for payments



of millennials use voice-activated smartphone apps<sup>6</sup>

## CONSUMERS AGREE: BANKING APPS MAKE LIFE EASIER



## MANAGE YOUR MONEY ON THE GO

Open a First State Community Bank account and take advantage of **on-the-go banking**, FSCB style.

**Get Started**

**Footnotes**

- American Bankers Association - <https://www.aba.com/Tools/Infographics/Pages/Infographic-Mobile-Banking.aspx>
- Bankrate - <https://www.bankrate.com/personal-finance/smart-money/americans-and-financial-apps-survey-0218/>
- Citi Mobile Banking Study - <https://www.pnwswire.com/news-releases/mobile-banking-one-of-top-three-most-used-apps-by-americans-2018-citi-mobile-banking-study-reveals-300636938.html>
- United States Federal Reserve - <https://www.federalreserve.gov/econres/notes/feds-notes/mobile-banking-a-closer-look-at-survey-measures-20180327.htm>
- FICO - <https://visual.ly/community/infographic/technology/mobile-banking-revolution>
- Credit Union National Association - <https://news.cuna.org/articles/113330-the-stats-on-voice-banking>