

Moving on up – the world is going mobile

Do you do it online or by using one of the new breeds of mobile app? We asked almost 15,000 people in 15 countries about their choices around mobile banking, mobile shopping and mobile payments. The findings confirm the rising popularity of ways of living and working that are facilitated by mobile technology.

47%

are banking on the go



47% of mobile device owners in Europe are banking by mobile - another 16% expect to do so in the next 12 months.



71% of mobile bankers across Europe say it helps them manage their money better - with benefits rising over time.

71%

say it helps them manage money



85% of those using physical cash less today expect to go on reducing its use. Across Europe, 53% already use less cash.



66% of mobile device owners in Europe have used it to buy something in the last 12 months - up from 58% in 2015.

85%

expect to continue to use cash less

66%

shopped by mobile in the last 12 months

