GENERATION M-BANKING:
An international study of youth attitudes to mobile banking services

These youths are crazy about mobile
Most respondents spend more than 5 hours a day using their mobile devices

More than 5 HOURS 38%
4-5 HOURS 15%
3-4 HOURS 18%
2-3 HOURS 15%
1-2 HOURS 10%
Less than 1 HOUR 4%

Nearly all of them own at least one mobile device

38% I own both
5% I own a smartphone
15% I own neither

27% would rather go without a bank account than go without a phone

They are embracing mobile banking services
Devices commonly used by respondents for banking

45% phone only
32% do not use mBanking services
14% phone & tablet
9% tablet only

They regularly use a variety of banking services

View balance and statements 40%
Apply for credit and loans 26%
Domestic transfers 17%
International transfers 9%
Do not use 4%
Other 2%