I Can See Clearly Now: How Mobile Banking Improves Financial Awareness and Wellness

Mobile banking does more than provide consumers with a simpler, streamlined experience; regular engagement also helps boost financial awareness and confidence. According to Citi’s 2018 Mobile Banking Survey:

- 82% of mobile banking users believe banks can improve their financial wellness, compared to 62% of non-mobile banking users.

When asked about the benefits of mobile banking, Americans cited:

- 62% A greater awareness of their financial situation
- 41% Fewer concerns about managing their finances
- 38% More knowledgeable of the services offered by their bank
- 34% More confident in their abilities to make sound financial decisions

- 95% of mobile banking customers are confident that they know the exact balance of their bank account right now vs. 85% of non-mobile banking customers

Source: The Citi Mobile Banking Survey was conducted by Wakefield Research among 2,000 nationally representative U.S. adults ages 18+, between February 22 and February 28, 2018, using an email invitation and an online survey.