

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.