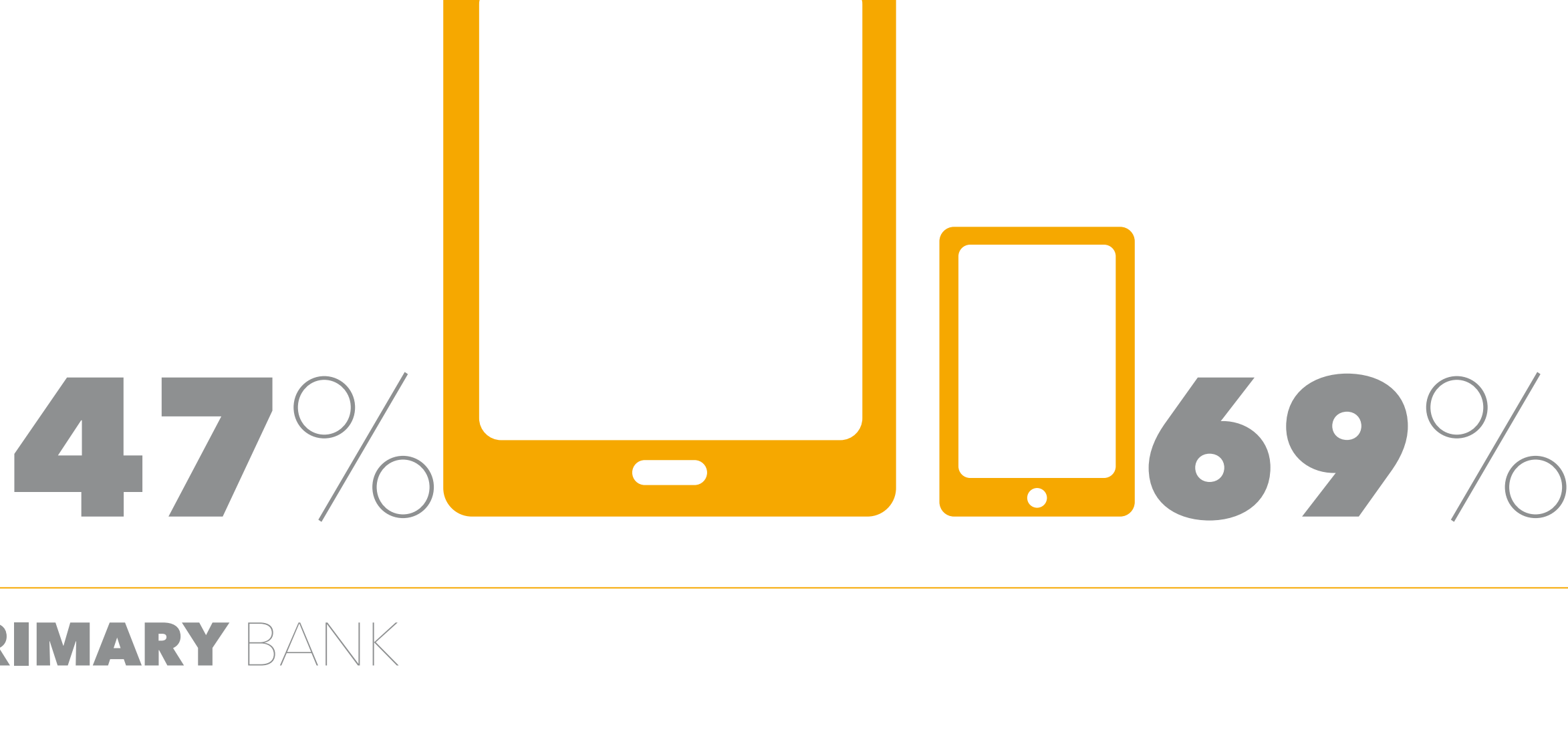


2012 HISPANIC MOBILE BANKING SURVEY

MOBILE BANKING USAGE ON **TABLET** OR **SMARTPHONE**



PRIMARY BANK

Bank of America  **29%**

"DO NOT HAVE A
PRIMARY BANK"

8%

JPMORGAN

8%

**WELLS
FARGO**

17%

CHASE 

4%

**CREDIT UNIONS
(VARIOUS)**

4%

citi

6%

usbank

2%

SUNTRUST

2%

Capital One

3%

UnionBank

1%

PNC

2%

USAA

2%

BB&T

1%

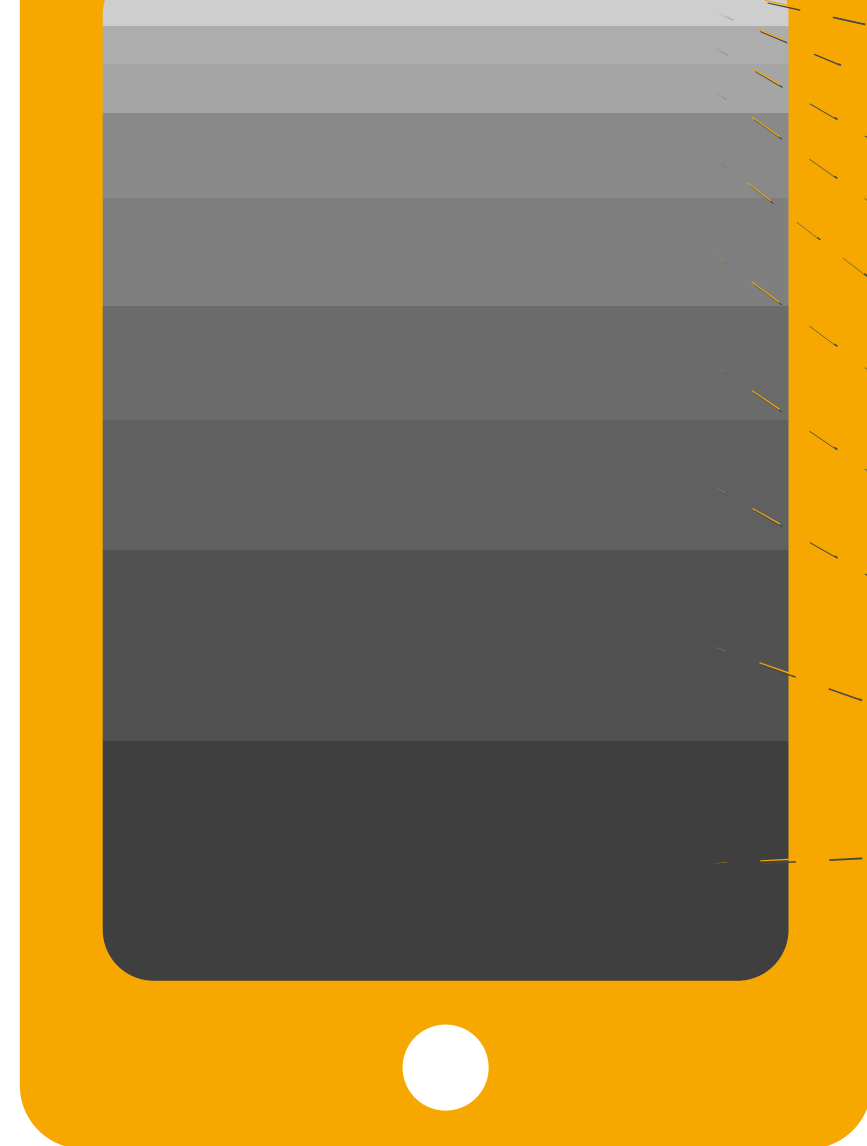
BBVA Compass

1%

REGIONS

1%

MOBILE BANKING ACTIVITIES ON A SMARTPHONE



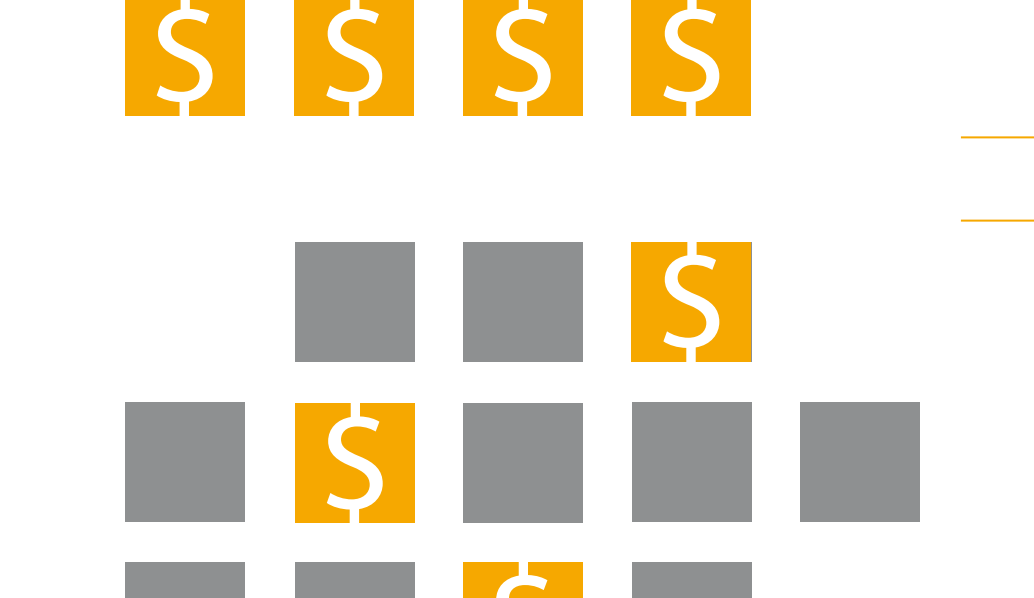
- APPLYING FOR LOAN/CREDIT CARD, **4%**
- MANAGING INVESTMENTS, **6%**
- EDITING ACCOUNT PREFERENCES, **9%**
- ASKING FOR CUSTOMER SERVICE, **12%**
- DEPOSITING CHECKS REMOTELY, **6%**
- FINDING NEAREST BANK/ATM, **28%**
- PAYING BILLS, **36%**
- TRANSFERRING MONEY, **37%**
- RECEIVING BANK ALERTS, **43%**
- VIEWING TRANSACTIONS, **62%**
- CHECKING MY BALANCE, **80%**

MOBILE BANKING ACTIVITIES ON A TABLET



- APPLYING FOR LOAN/CREDIT CARD, **4%**
- ASKING FOR CUSTOMER SERVICE, **10%**
- MANAGING INVESTMENTS, **11%**
- DEPOSITING CHECKS REMOTELY, **11%**
- EDITING ACCOUNT PREFERENCES, **14%**
- FINDING NEAREST BANK/ATM, **30%**
- RECEIVING BANK ALERTS, **38%**
- PAYING BILLS, **46%**
- TRANSFERRING MONEY, **46%**
- VIEWING TRANSACTIONS, **66%**
- CHECKING MY BALANCE, **74%**

MOBILE BANKING FREQUENCY



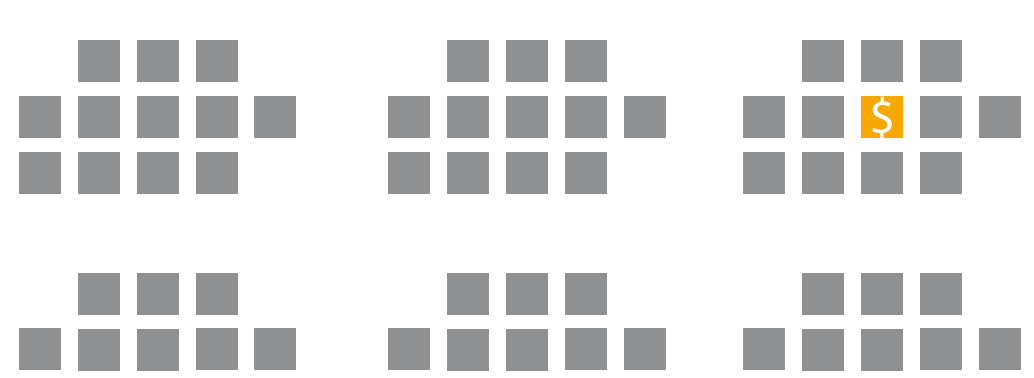
1/DAY **35%**



1/WEEK **50%**

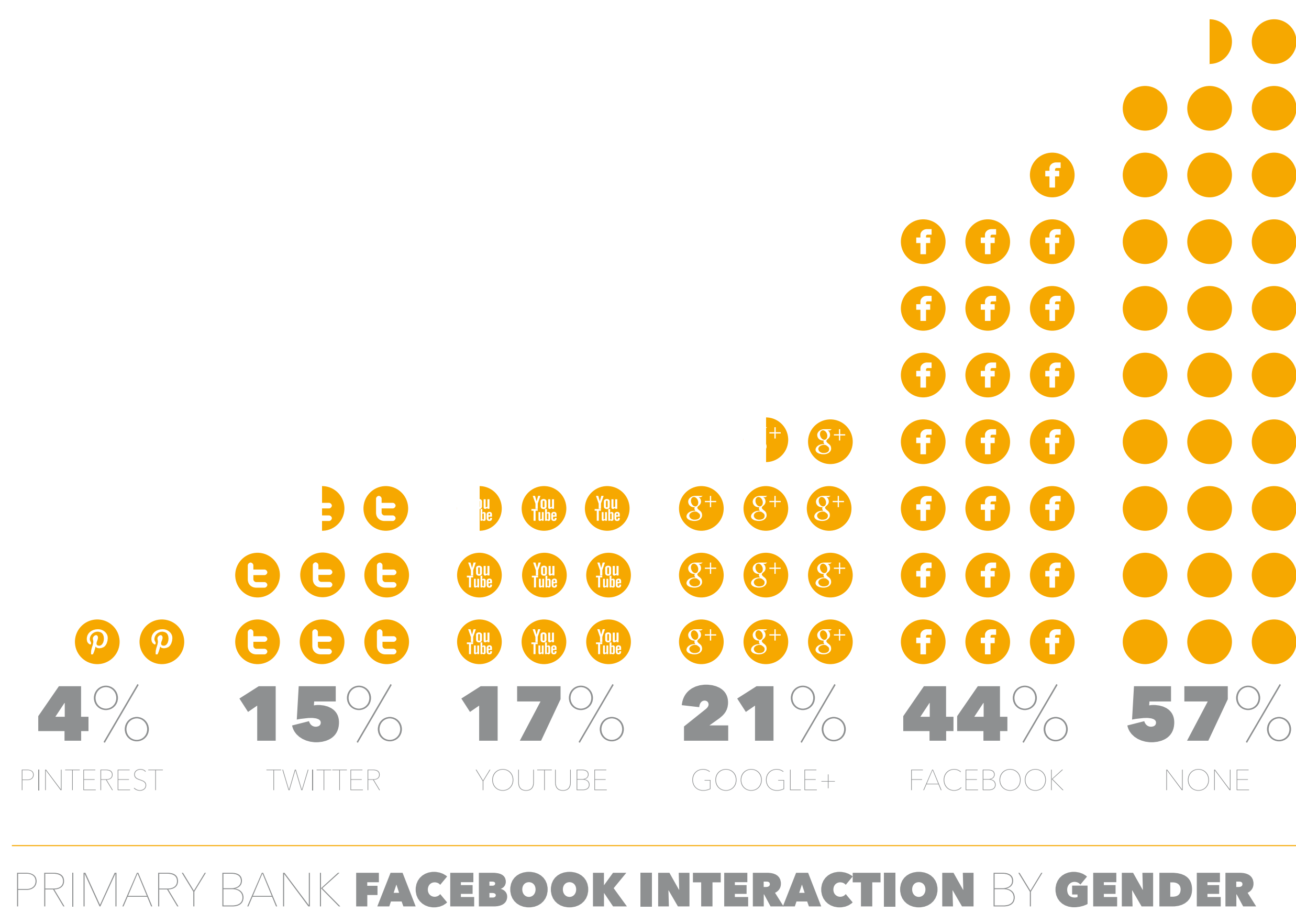


1/MONTH **13%**

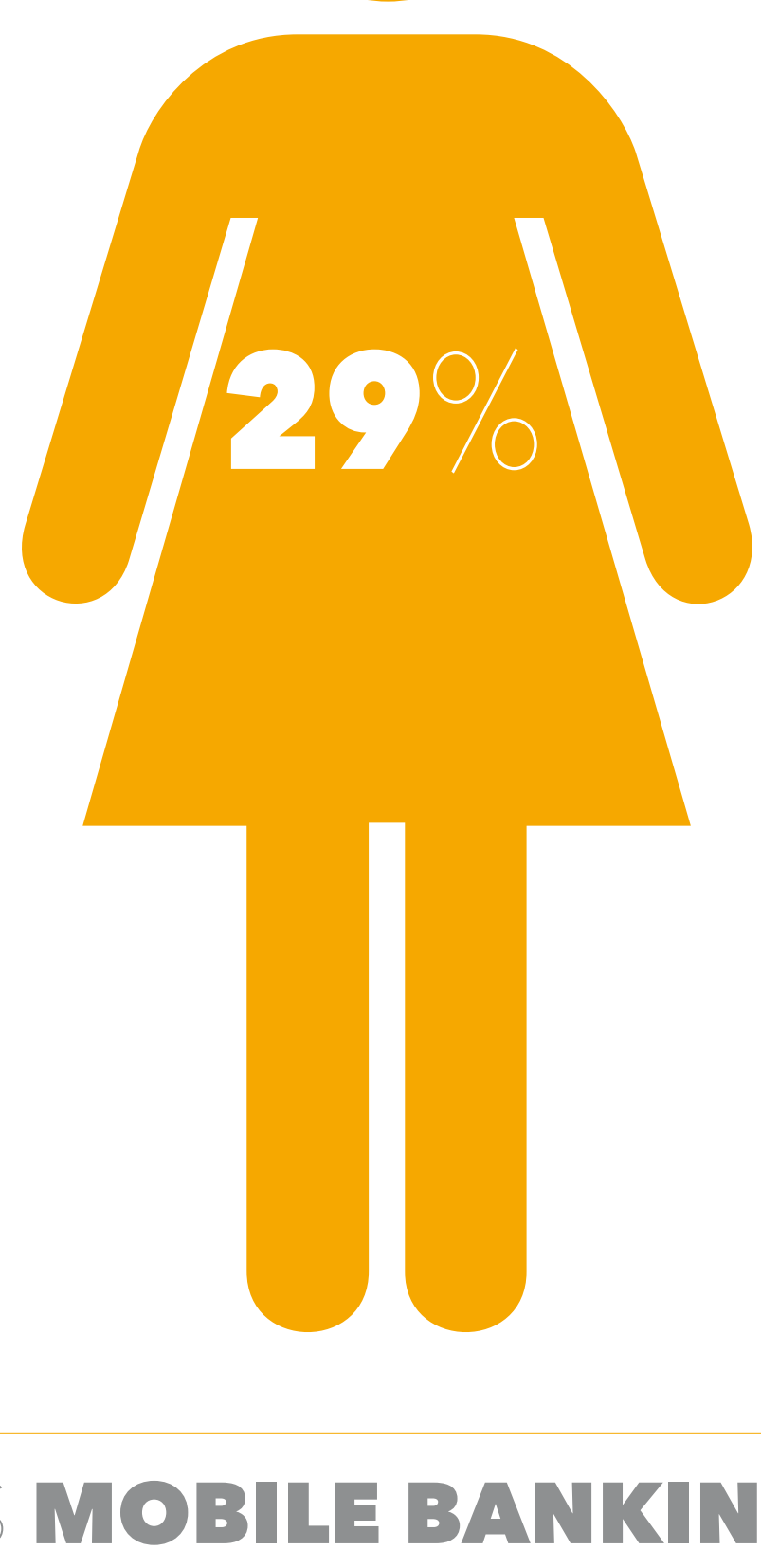


1/6 MONTHS **1%**

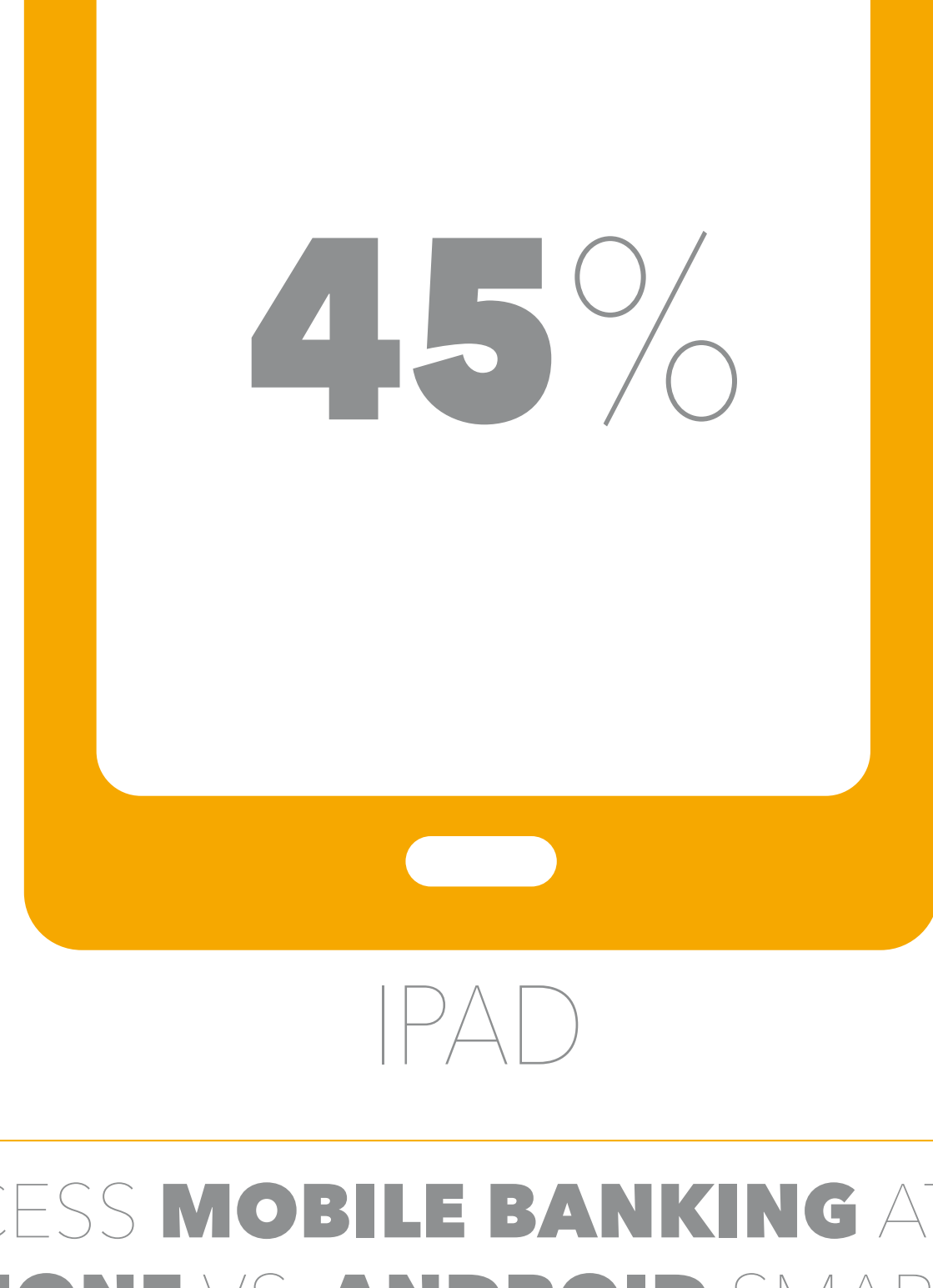
INTERACTION WITH PRIMARY BANK SOCIAL MEDIA PAGE OVER THE PAST YEAR



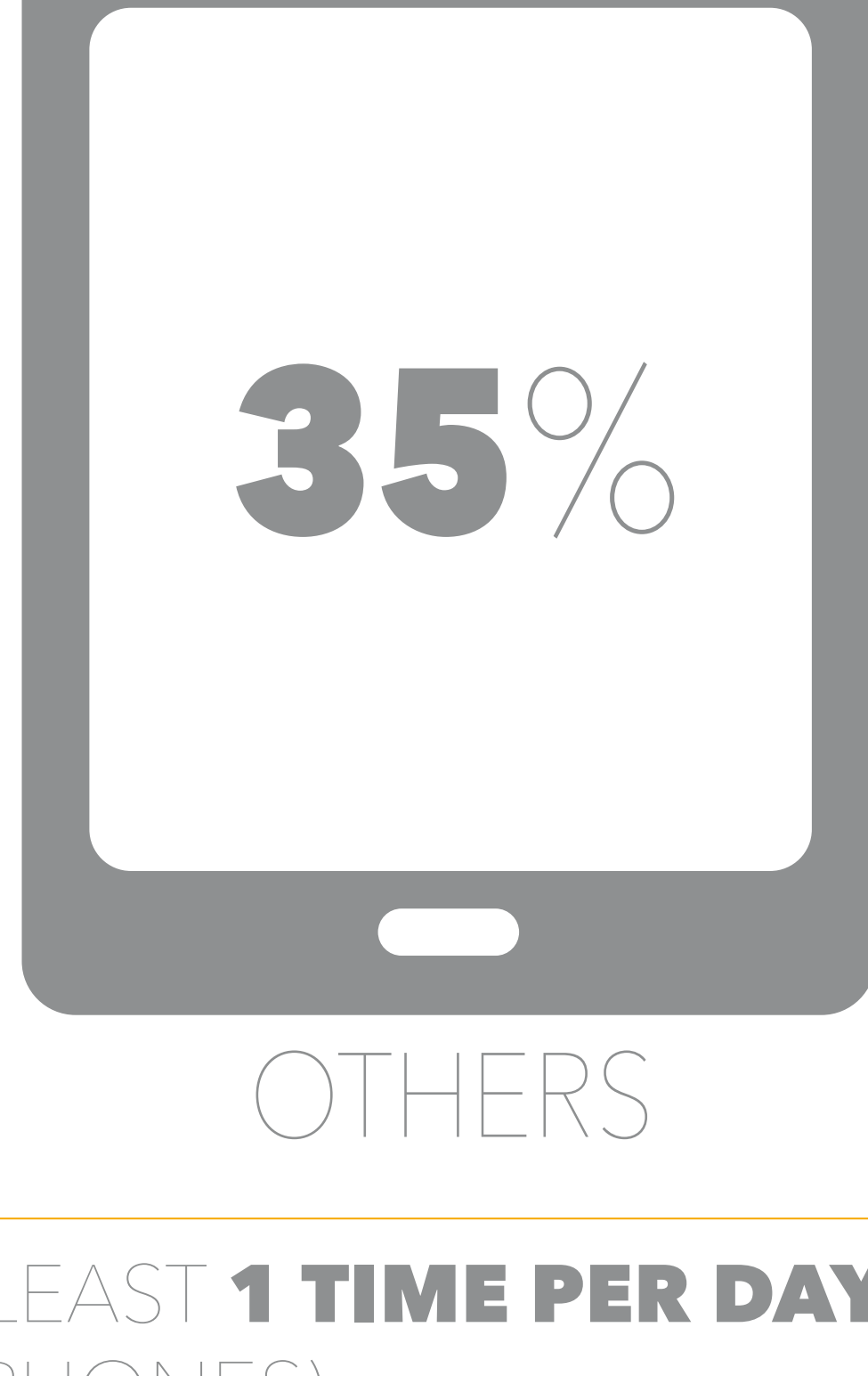
PRIMARY BANK FACEBOOK INTERACTION BY GENDER



ACCESS MOBILE BANKING AT LEAST 1 TIME PER DAY (IPAD VS. ALL OTHER TABLETS)



IPAD



OTHERS

ACCESS MOBILE BANKING AT LEAST 1 TIME PER DAY (IPHONE VS. ANDROID SMARTPHONES)



IPHONE



ANDROID
PHONES

MAIN REASONS FOR NOT USING MOBILE BANKING

