

What Consumers Want: Transaction Accounts and Savings in Australia 2010

<https://marketpublishers.com/r/W3DB7DC3BB5EN.html>

Date: October 2010

Pages: 71

Price: US\$ 1,295.00 (Single User License)

ID: W3DB7DC3BB5EN

Abstracts

Introduction

This slide deck provides direct answers to the important questions regarding consumer behaviour towards Financial Services products. This series of reports provides country specific data, set against a global backdrop, to ensure the reader knows What Consumers Want in their area of Financial Services.

Features and benefits

The brief highlights the key findings of Datamonitor's FS Consumer Insight survey for transaction and savings accounts in Australia

Answers to key questions are provided such as product penetration, channel of choice, reasons for product & provider choice and important attributes

The slide deck also presents data across income and age groups to strengthen and deepen insight; ensuring analysis is relevant to every sector.

Highlights

Transaction account holding in Australia is well above the global average at 92%.

The proportion of consumers opening an account in branch increases with age. The youngest consumers are most likely to open a Transaction account online, with 22% opening their account in this way.

Domestic banks are most popular among the youngest consumers, with 89% of 18–24 year olds choosing this type of competitor. Other types of provider, such as regional banks and building society/cooperatives, become more popular with age.

Your key questions answered

This slide pack provides data essential for FS providers wishing to better understand the needs and demands of their customers.

Uncover white space opportunities across geographies, product sectors, channels and technologies

Better understand the “size of the prize” dictated by consumer choice and verify or challenge internal assumptions via an independent source

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