

Royal Bank of Scotland Mobile Microleisure Report

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Introducing the Royal Bank of Scotland Mobile Microleisure Report

2018 is set to be one of the most interesting and potentially transformative years for the banking industry, with advancements such as facial and voice biometric technology set to change the way we all bank forever.

At Royal Bank of Scotland, we are constantly reviewing, assessing, and developing new products and features to make banking both easier and safer for our customers.

The Royal Bank of Scotland wants to help our customers navigate this ever-evolving landscape and empower them with the right knowledge and tools. So, while it's important for us to invest in innovation-led technologies, it's equally important to ensure that our customers feel confident in managing their finances with that technology.

That's why we've introduced our Royal Bank Mobile Microleisure Report, our most in-depth study yet. It examines just how much Scots have embraced mobile technology and really drills into the way we all use apps on the go to take care of personal admin, or to indulge in small amounts of leisure time in an 'always-on' world.

Our report shows the extent to which the nation is adopting and benefiting from emerging technologies, with 87% of Scots adults online now owning a mobile phone and 98% of those who regularly use mobile apps, use apps at least once a day.

Our findings also show how mobile apps have become integral to our daily lives, particularly banking; and while the majority of people who regularly use mobile apps the most common benefit is cited as improving their social lives (43%), just under a third also believe a mobile app had helped them improve their finances (31%). The key is for banks and customers working together to investigate how we can improve the management of our finances whilst also remaining safe and secure.

It's an exciting time for banking with incredible opportunities. We are really looking forward to moving into the future of banking with our customers and developing new products and services that help us to better serve their needs.

Mobile Microleisure:

A look into the nation's relationship with technology

In today's 'always-on' world, with the widespread adoption of mobile technology and an omnipresent social profile, the way we work and, more importantly, the way we play and relax has completely evolved.

This report reveals that smartphones are now an integral part of everyday life across all age groups with the majority of Scottish adults who own a mobile phone saying the mobile phone they use most often is a smartphone (89%).

Whilst two in three Scottish adults own a laptop (67%) and over a third a desktop computer (35%), the main technology used to browse the internet the most is the smartphone (32%) and then the laptop (29%).

How much time do we spend on microleisure?

The amount of time spent on smartphones does vary between the generations, with those aged 18 to 24 unsurprisingly spending the most time indulging in microleisure moments via their smartphones.

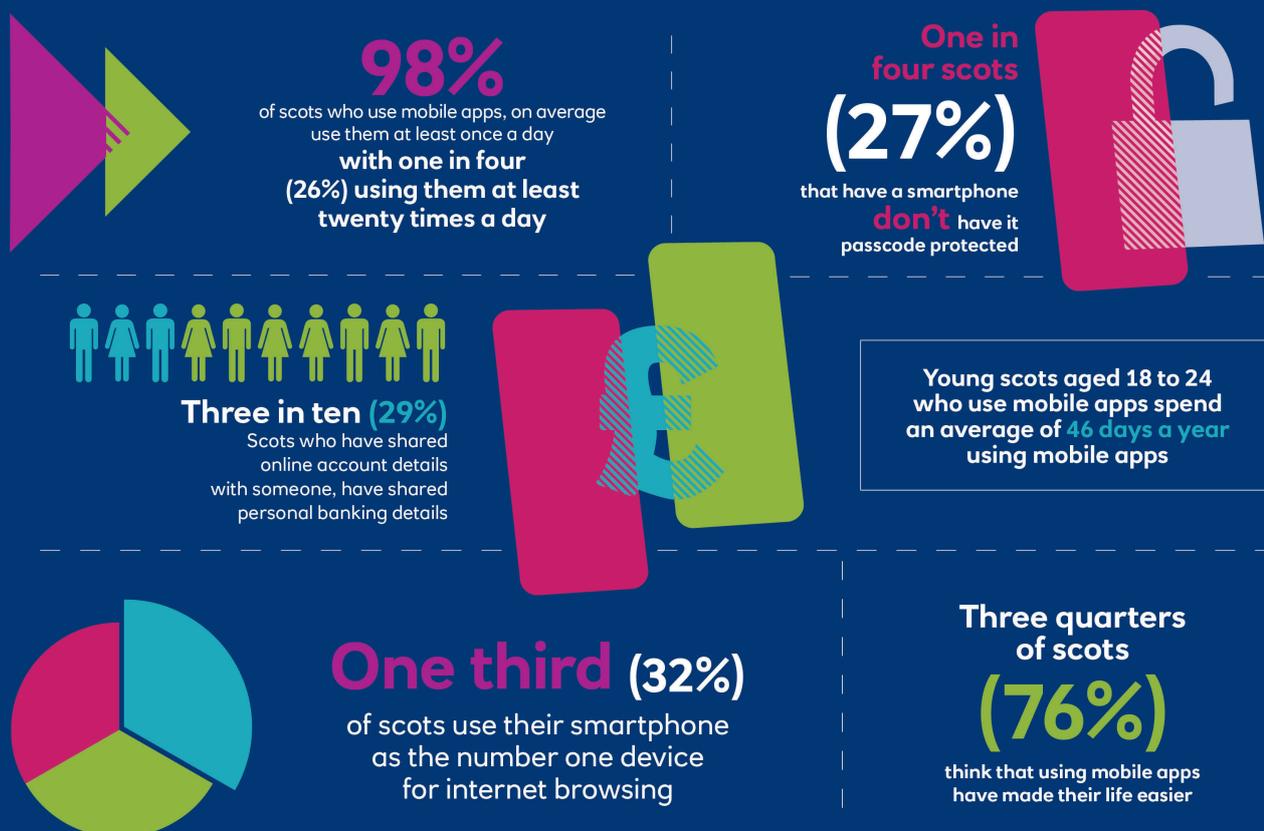
- Of Scots who use mobile apps, on average 98% regularly use them at least once a day with one in four (26%) using them at least twenty times a day
- One in four Scots (27%) that have a smartphone don't have it password protected
- Just under three in ten (29%) Scots online who have shared online account details with someone, have shared personal banking details
- Young Scots online (aged 18 to 24) who use mobile apps spend an average of 46 days a year on them*
- Just under one third (32%) of Scots online use their smartphone as the device they use most for internet browsing
- Three quarters of Scots online who regularly use mobile apps (76%) think that using mobile apps has made their life easier

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How are we using apps for microleisure?

Easy to download and often free, mobile apps are naturally becoming part of everyday life among all age groups with social media and banking ranked as the top most used applications. The top five most common lifestyle uses included:



1. Social media apps e.g. Twitter, Facebook, Instagram (66%)
2. Mobile banking apps e.g. Natwest, Santander, Royal Bank of Scotland (47%)
3. News apps e.g. BBC News, Daily Mail, The Telegraph (41%)
4. Gaming apps e.g. Angry Birds, Candy Crush (41%)
5. Music apps e.g. Spotify, Shazam, Deezer (35%)

While there was no real disparity between men and women in the report it did show of all Scots online who have ever used apps that women were more likely to regularly use social media apps (72% vs 60%) and gaming apps (31% vs 19%). The different age groups were also very similar, although those aged 55 and above were more likely to have used apps for news (36%) over mobile banking (28%).

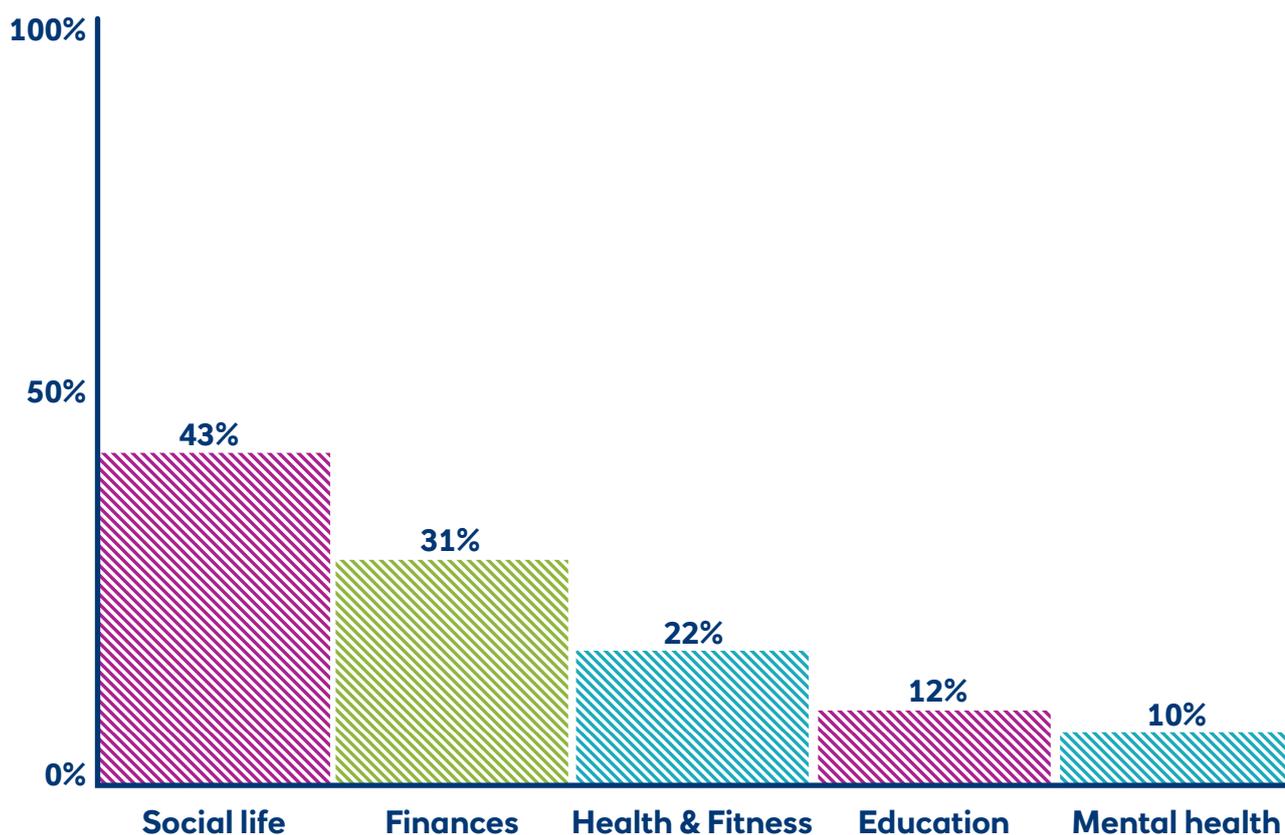
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The app-driven life – is it helping us?

Smartphone apps are becoming the North Star for millions of Scots who use them to navigate through life – shopping, playing, reading, dating, and learning but are they really helping us? A quarter of Scottish adults online who regularly use mobile apps seems to think so, with 25% claiming it had made them more productive and 9% highlighting that it had made their productivity 'much better.'

Nearly half (43%) of respondents who regularly use mobile apps revealed that they felt mobile apps had improved their lives by helping them connect with friends with 70% of those aged 18 to 24 believing it had helped them to meet up and connect with friends. The top areas believed to be improved by the implementation of mobile apps included:



Those aged 25 to 34 were the most conscious of the role of mobile apps for banking with 45% stating it had helped improve their lives compared with those aged 55 and above (22%).

Cyber Security and the personal information we share

What we now need to do is help our customers understand how to use that technology in the best way possible to make banking easier, more convenient and match their needs and requirements without any compromise to safety and security.

28% of people

aged 55+ who have ever used mobile apps say they regularly use mobile banking apps but 47% of them regularly use social media apps

Almost 4 in 10

(39%) of those aged 55+ online who have shared log in details to one of their online accounts with someone say they have shared their bank password

14% of Scots

who own a smartphone don't have either a password/ passcode, fingerprint recognition, facial recognition or voice recognition software on their phones.

2/3 of Scots

(66%) believe security on social media apps is very important, a figure supported by the fact that only 28% of Scots who have shared their login details to one of their online accounts with someone report that they have shared their social media log in details.

Mobile Microleisure:

The future of safe and secure banking

Technology integration in banking is nothing new – in fact, many innovations that are now a normal part of banking were once seen as a threat to the institution. The implementation of automated teller machines (ATMs) was one of the first major examples of a disruptive technological advancement that found its place as an innovative tool after originally seen as a threat to traditional banking.

Technology has continued to change banking through widely used online services and apps and Royal Bank is at the forefront of this new technology and how it can help individuals stay safe and secure. An example is the focus on increasingly sophisticated security functions on the Royal Bank of Scotland's award-winning app, such as fingerprint login and Face ID – making it one of the safest ways to bank.

Millennials are digital natives; they have grown up online, from getting the perfect Instagram filter to coding their own blogs. They know how to block trolls and spot a catfish. Royal Bank of Scotland's latest technologies have been inspired and developed for digital life. Consumers should make their apps are secure as Fort Knox, by staying safe, being savvy and swiping right for security.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1031 adults. Fieldwork was undertaken between 25th - 29th January 2018. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

*For the stat: Young Scots aged 18 to 24 who use mobile apps spend an average of 46 days a year using mobile apps we multiplied the mean of 3 hours per day by 365 and divided by 24 to give us 45.6 days.