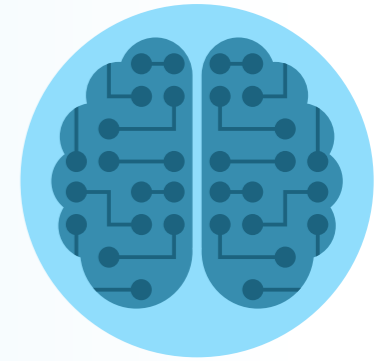


Better Banking: Well-being impact

How has COVID-19 affected customers' wellbeing, and social and environmental concerns?

The pandemic has hit financial and emotional wellbeing, with women harmed more



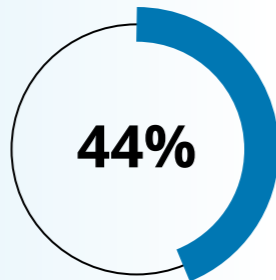
*have less disposable income, borrowed money, taken out an additional loan/credit or took a payment holiday

The pandemic heightens social and environmental concerns

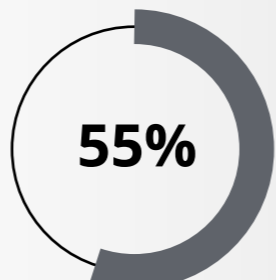


Respondents that would like to be given the option by their bank to **donate a portion** of their earned interest to a cause they support

Pre-COVID 19



During COVID-19



Social responsibility has taken precedence over environmental responsibility as a consequence of COVID-19



52% feel that social responsibility is more important



46% feel that environmental responsibility is more important

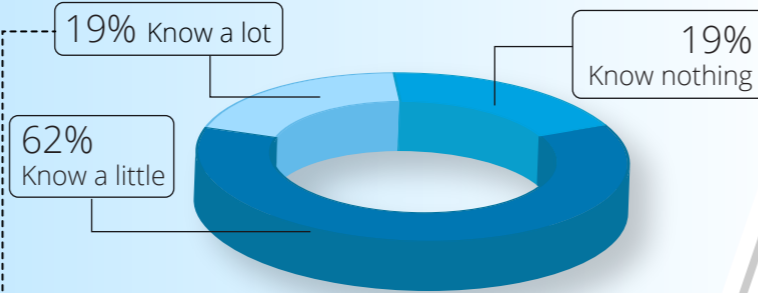
Better Banking: Awareness

What do consumers know about their bank's social and environmental efforts? And what do they think?

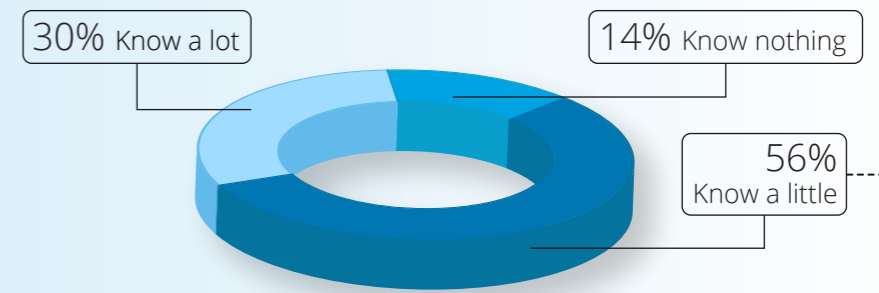
Level of awareness

The pandemic has increased both the proportion and level of customer understanding of banks' social and environmental impact

Pre-COVID-19



During COVID-19



Respondents agreed that...

But just **6%** of those aged over **54+** say they know a lot

Out of these only **6%** of those earning **£125,000 and above** feel that they do not have a good understanding of their bank's social and environmental purpose

Pre-COVID-19

Customers have a good understanding of their bank's social and environmental purpose

43%

Their bank is transparent about its social and environmental impact

38%

Their bank is strongly committed to making a positive social and environmental impact

34%

During COVID-19

Customers have a good understanding of their bank's social and environmental purpose

63%

Their bank is transparent about its social and environmental impact

60%

Their bank is strongly committed to making a positive social and environmental impact

62%

Perception of banks' top priorities

Pre-COVID-19

During COVID-19

Financial inclusion:

Making banking products accessible and affordable for everyone who needs them

47%



47%

Equality/Diversity/Inclusion:

Creating and enabling equal opportunities and inclusive environments

31%



35%

Education and skills for future jobs:

Equipping people with skills to secure decent employment

38%

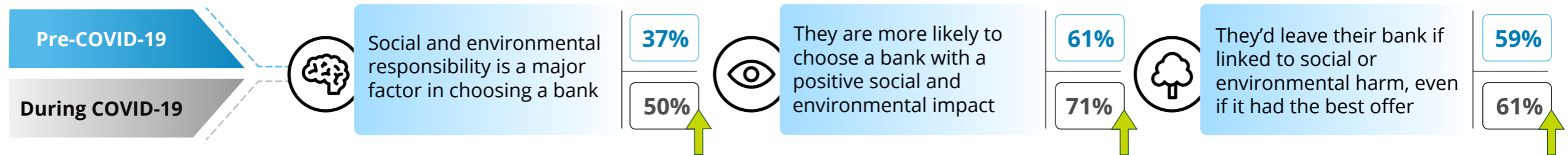


33%

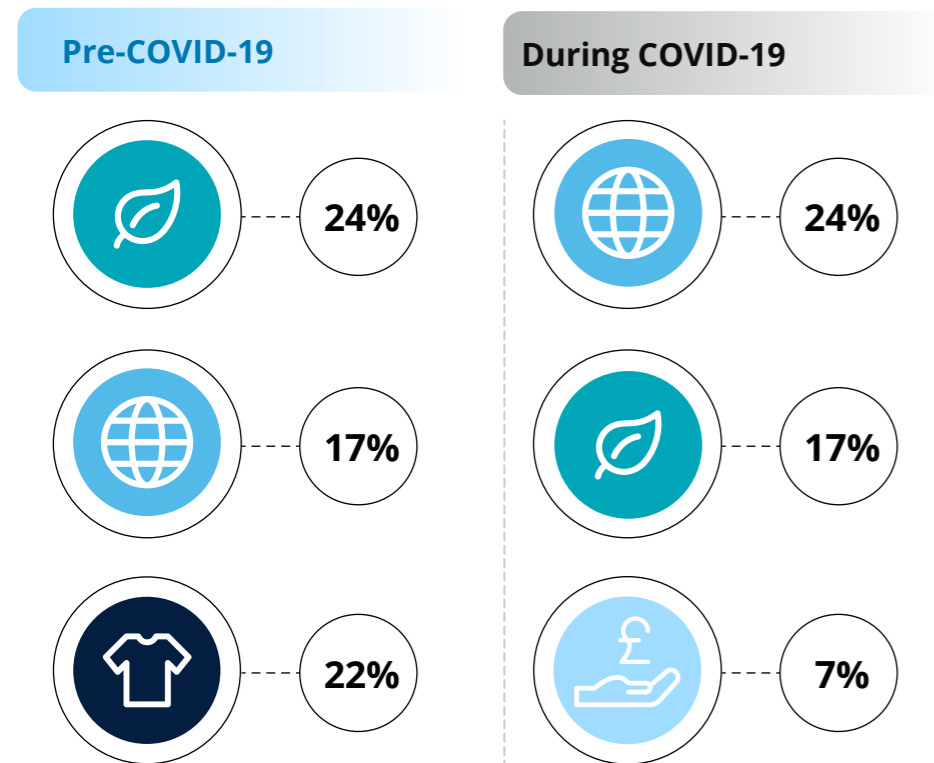
Better Banking: Decision-making

How important are social and environmental factors when choosing a bank?

Respondents agreed that...



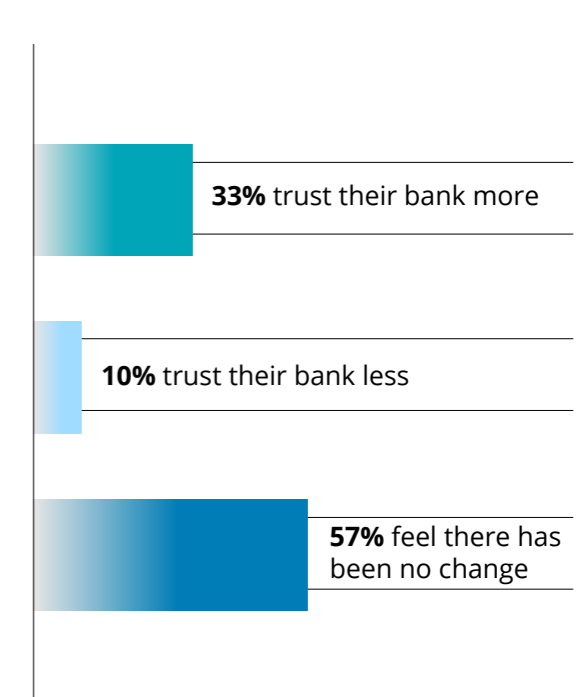
Climate action dominated factors affecting bank choice ahead of the pandemic, and concerns spread more broadly during the pandemic



During the pandemic, education and re-skilling has risen up the list of factors customers want their banks to prioritise



Customers trust their banks more as a result of their response to COVID-19



- Climate action:** minimising emissions, slowing global warming and rising sea levels
- Life on our planet:** protecting and restoring ecosystems on land and in water
- Poverty, hunger and homelessness:** making food, water and housing accessible and affordable for all
- Financial inclusion:** making banking products accessible and affordable for everyone who needs them
- Education and skills for future jobs:** equipping people with skills to secure decent employment