

Banking on trust: Confidence in data security is declining

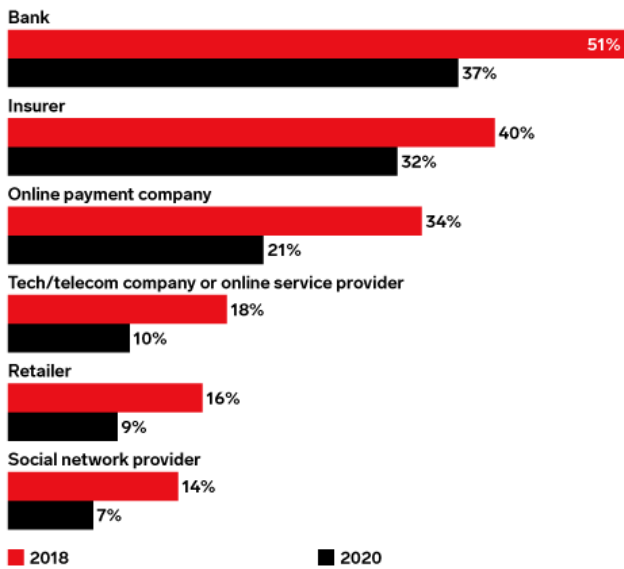
Article

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Consumer trust in banks' ability to keep data secure plunged from 51% to 37% over the past two years—but even with such a drop off, banks are still the most trusted service providers, while social networks ranked dead last.

Trust in Service Providers' Data Security According to Consumers Worldwide, by Type, 2018 & 2020

% of respondents



Source: Accenture, "2020 Accenture Global Banking Consumer Study: Making Digital Banking More Human," Dec 8, 2020

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