



Cheque &  
Credit  
Clearing  
Company

# CHEQUE IMAGING AWARENESS: MARKET RESEARCH SEPTEMBER 2017

September 2017

# INTRODUCTION

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Image Awareness Research – repeated questions



## **Business research**

- 500 UK-wide businesses surveyed via telephone omnibus carried out by BDRC



## **Consumer research**

- 2,000 UK-wide consumers surveyed via face-to-face omnibus carried out by Kantar TNS



## **Charity research**

- 500 UK-wide charities surveyed by telephone survey carried out by Ipsos MORI



# BUSINESS USE OF CHEQUES AND AWARENESS

## BUSINESS USE OF CHEQUES\*

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- **38%** of UK businesses said that they had made payments by cheque in the past month



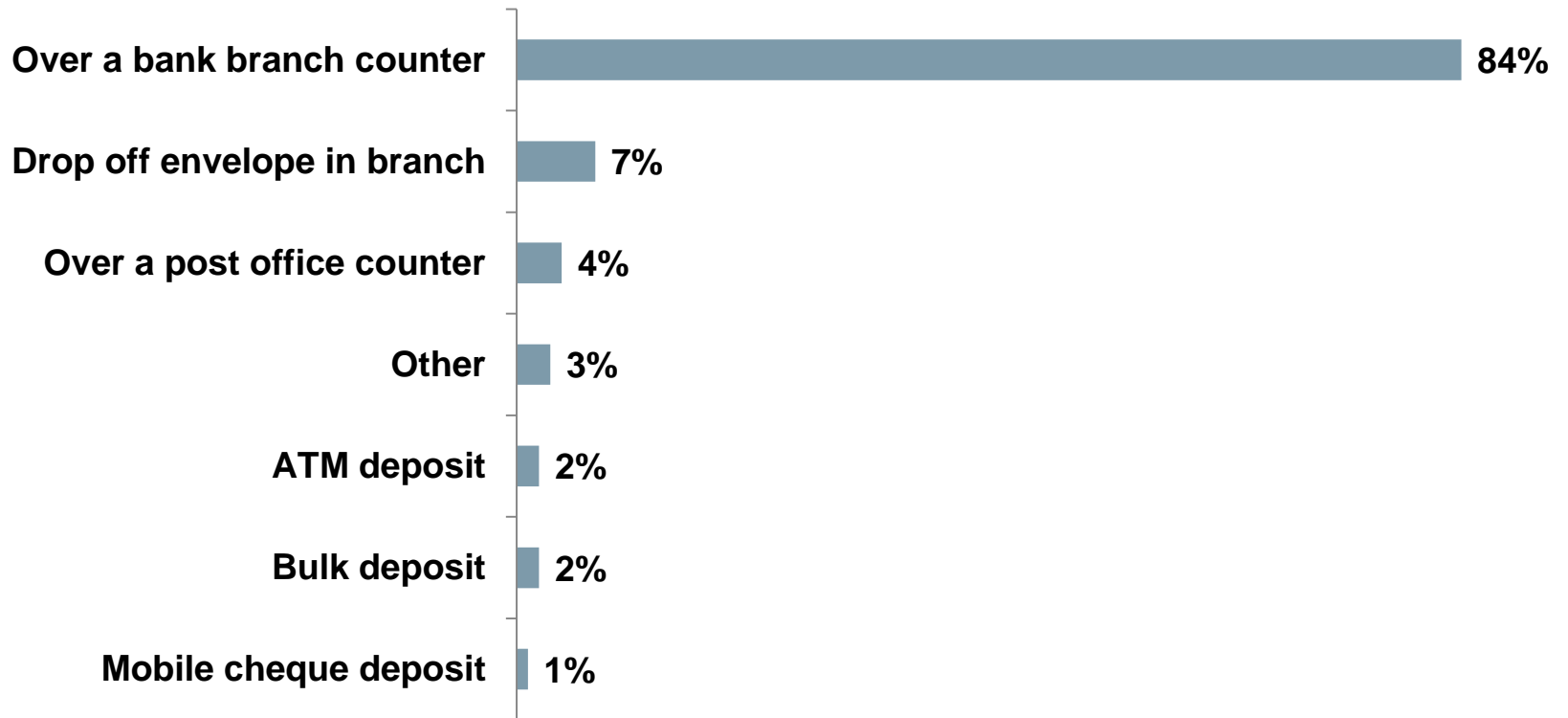
- **48%** of UK businesses said that they had received payments by cheque in the past month

\*telephone omnibus survey carried out by BDRC

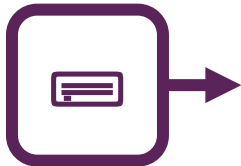
# CHEQUES RECEIVED BY BUSINESSES



Method used to deposit cheques into the business bank account

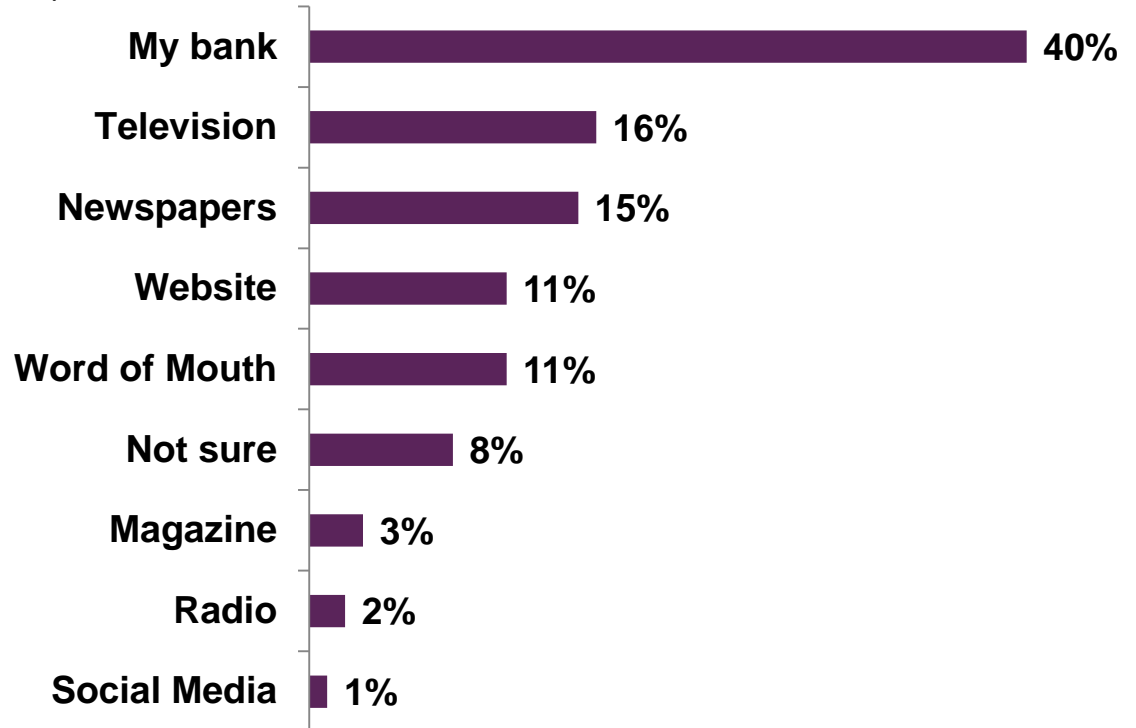


# CHEQUE IMAGING

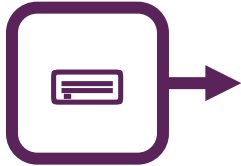


**40% of businesses are aware that the Banking industry is planning to introduce cheque imaging, which will make the cheque clearing process faster – this is a significant increase from Q1-2017 (20%).**

Where did you hear about cheque imaging?

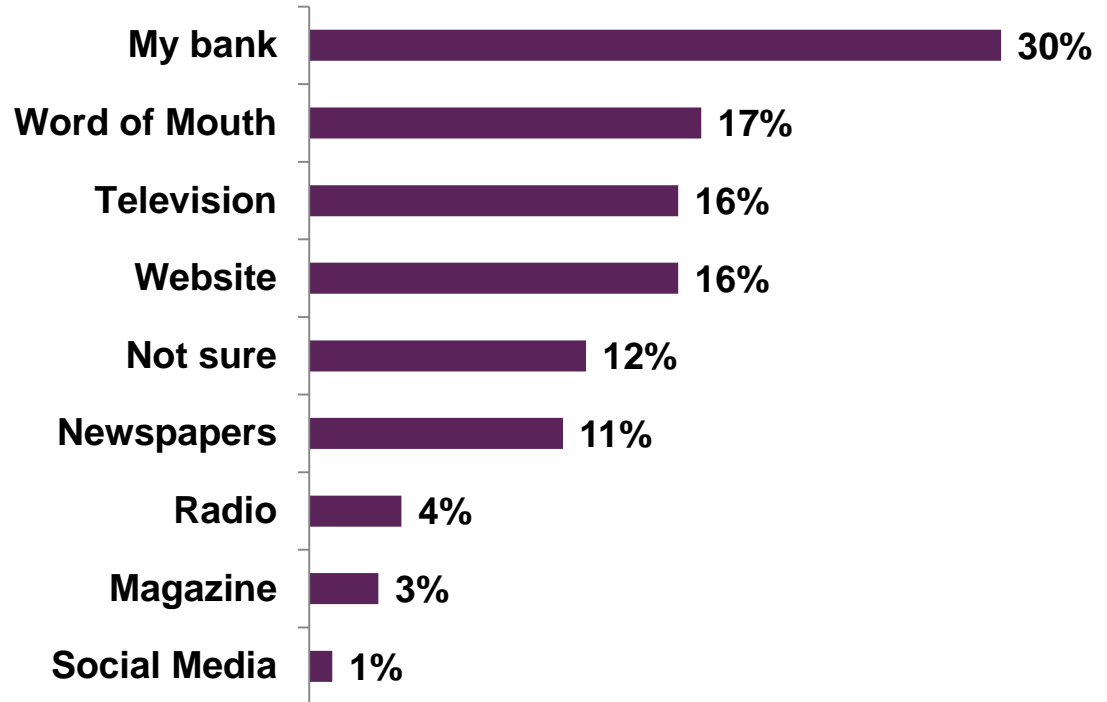


# CHEQUE IMAGING



**26% of businesses are aware that the Banking industry is planning to introduce cheque imaging, which will allow people to pay in cheques by taking a photo via their smartphone or desktop scanner to deposit cheques – this is a significant increase from Q1-2017 (11%).**

Where did you hear about cheque imaging on your mobile?





# CONSUMER USE OF CHEQUES AND AWARENESS



## CONSUMER USE OF CHEQUES\*

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- **95%** of those questioned have a personal account with a bank or building society



- **33%** of UK account holders make payments by cheque



- **32%** of UK account holders received payments by cheque

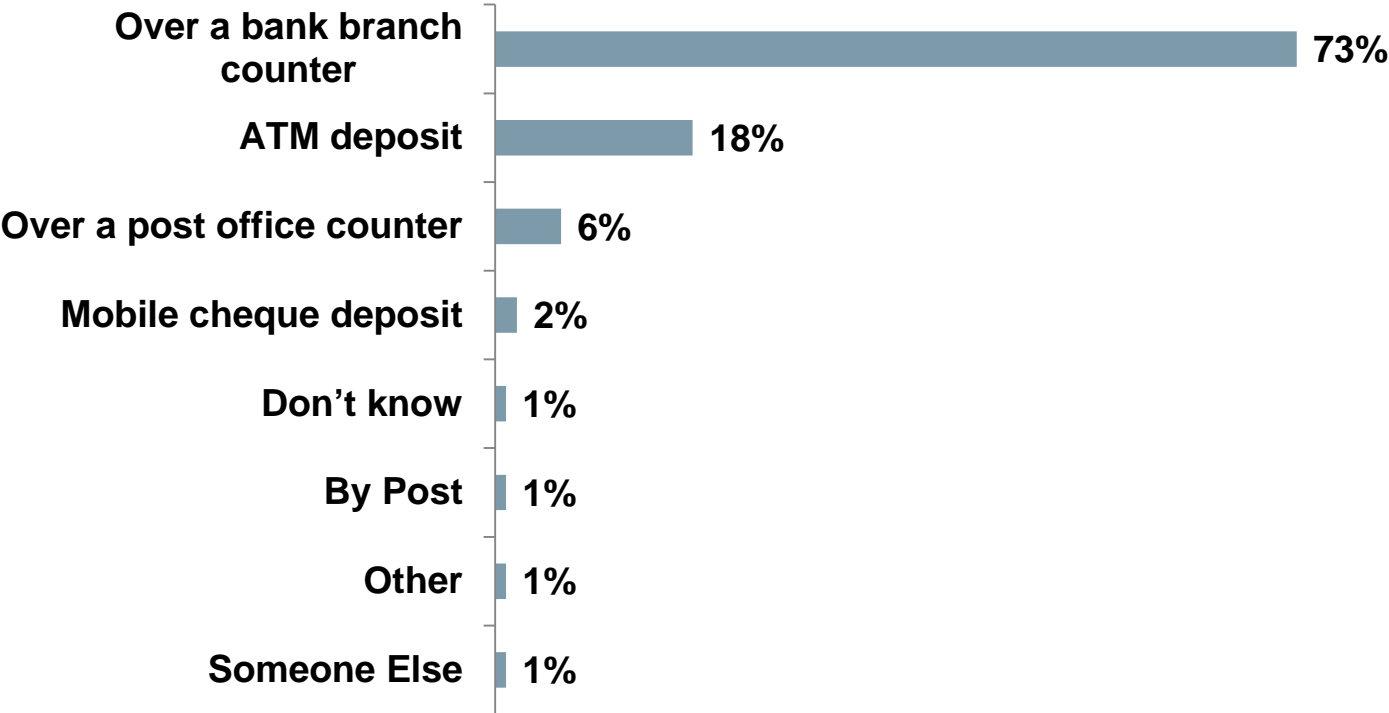
\*face-to-face omnibus survey carried out by TNS



# CHEQUES RECEIVED BY CONSUMERS



Method used to deposit cheques into their bank account



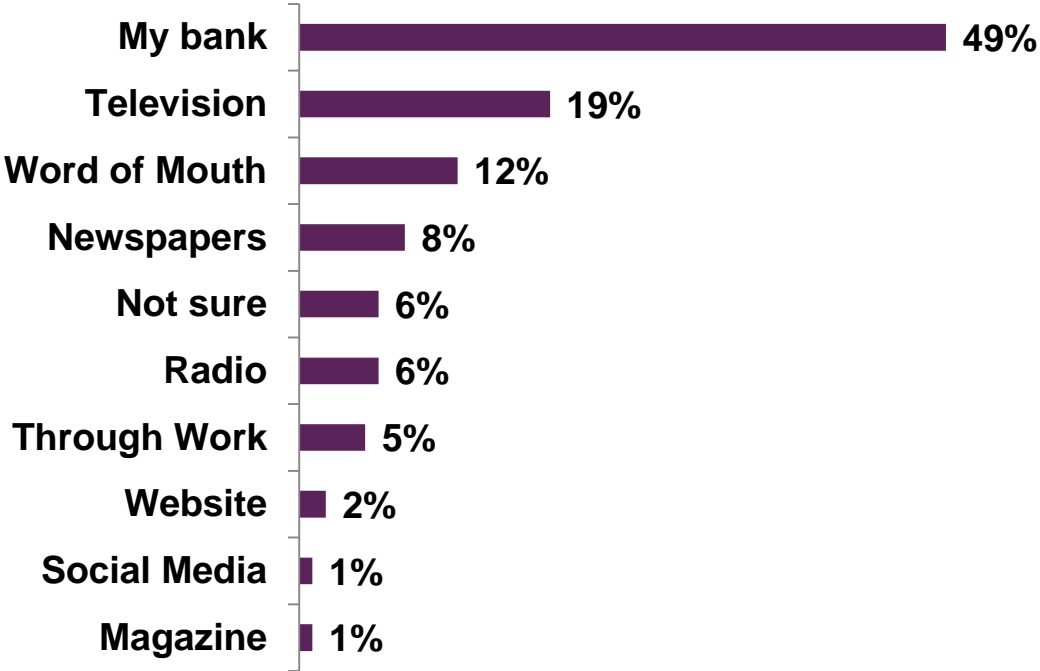


# CHEQUE IMAGING

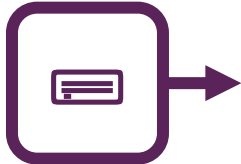


**21% of consumers are aware that the Banking industry is planning to introduce cheque imaging, which will make the cheque clearing process faster– this is a significant increase from Q1-2017 (15%).**

Where did you hear about cheque imaging?

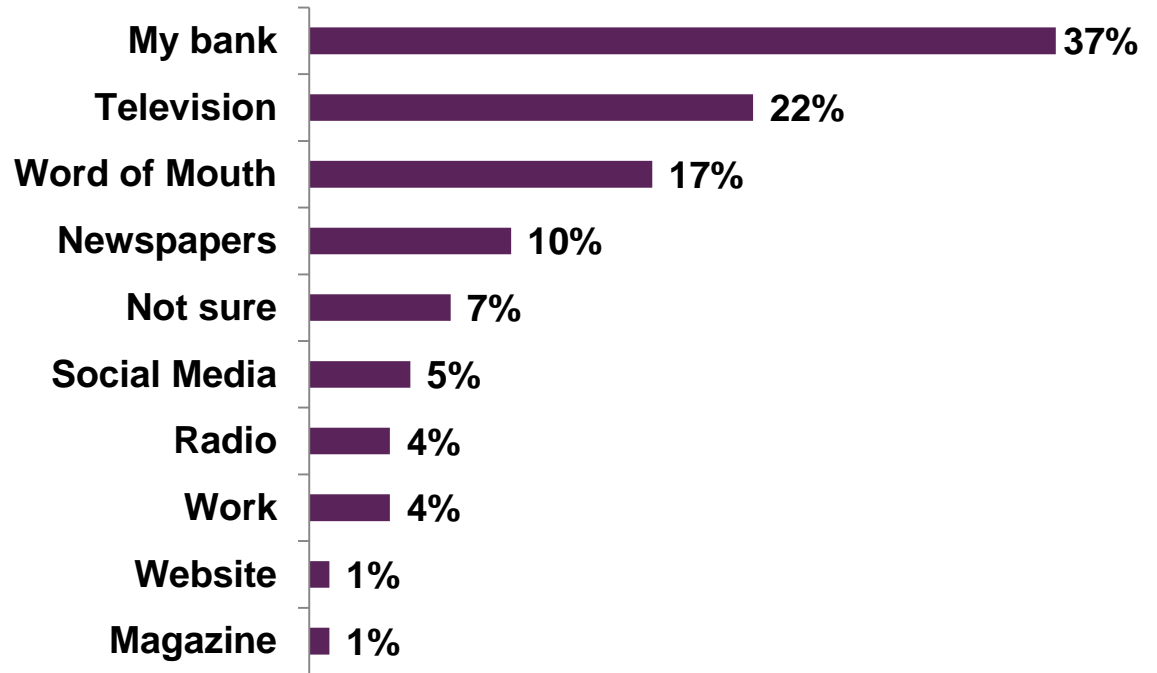


# CHEQUE IMAGING



**14% of consumers are aware that the Banking industry is planning to introduce cheque imaging, which may allow people to pay in cheques by taking images via their mobile banking app– this is broadly similar to Q1-2017 (12%).**

**Where did you hear about cheque imaging on your mobile?**





# CHARITY USE OF CHEQUES AND AWARENESS

## CHARITIES USE OF CHEQUES\*

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- **53%** of UK charities said that they had made payments by cheque in the past month



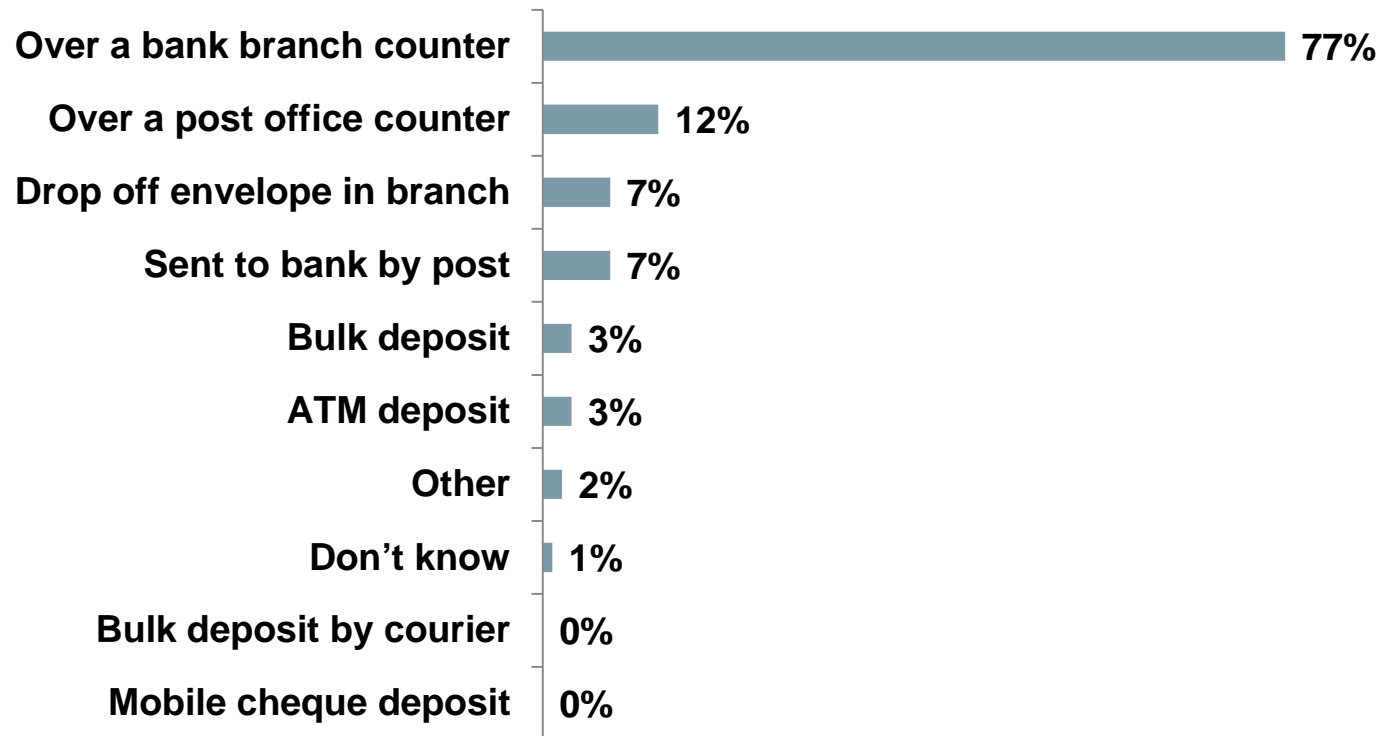
- **70%** of UK charities said that they had received payments by cheque in the past month

\*Telephone survey carried out by Ipsos MORI

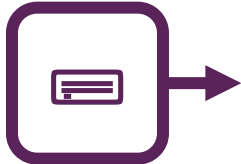
# CHEQUES RECEIVED BY CHARITIES



Method used to deposit cheques into their bank account

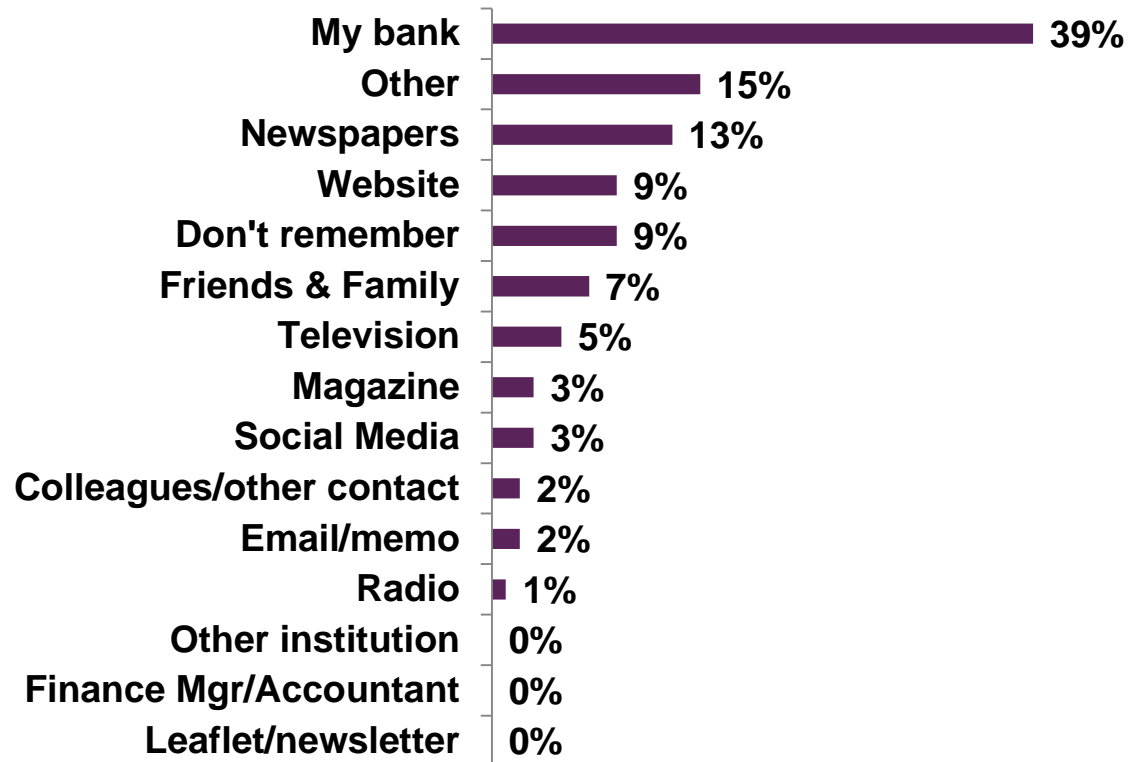


# CHEQUE IMAGING



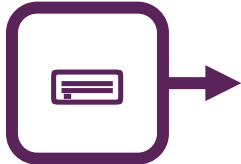
**30% of charities are aware that the Banking industry is planning to introduce cheque imaging, which will make the cheque clearing process faster– this is the same as Q1-2017 (30%).**

Where did you hear about cheque imaging?



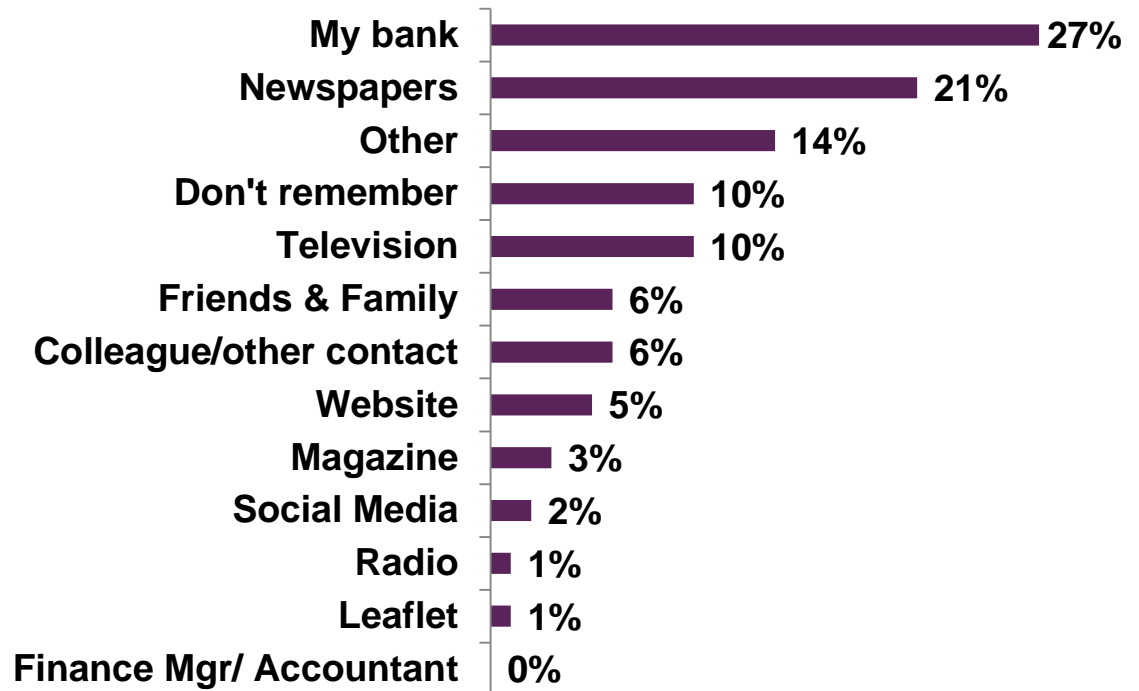


# CHEQUE IMAGING



**18% of charities are aware that the Banking industry is planning to introduce cheque imaging, which may allow people to pay in cheques by taking a photo via their smartphone or desktop scanner to deposit cheques— this is broadly similar to Q1-2017 (21%).**

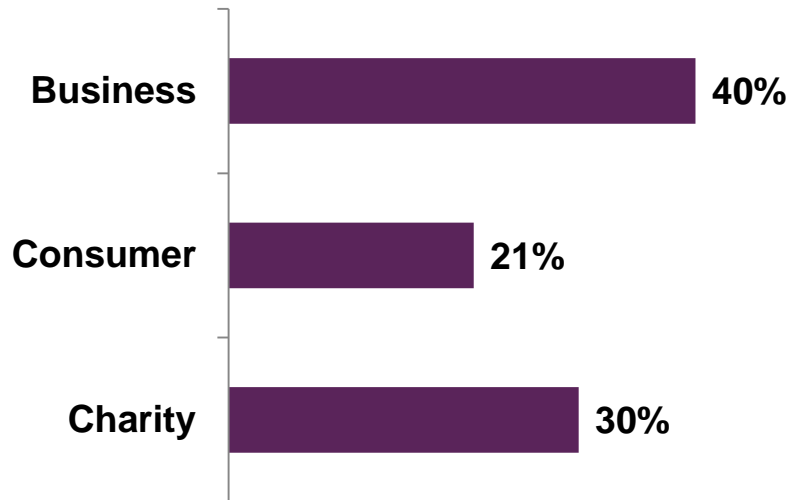
Where did you hear about cheque imaging on your mobile?



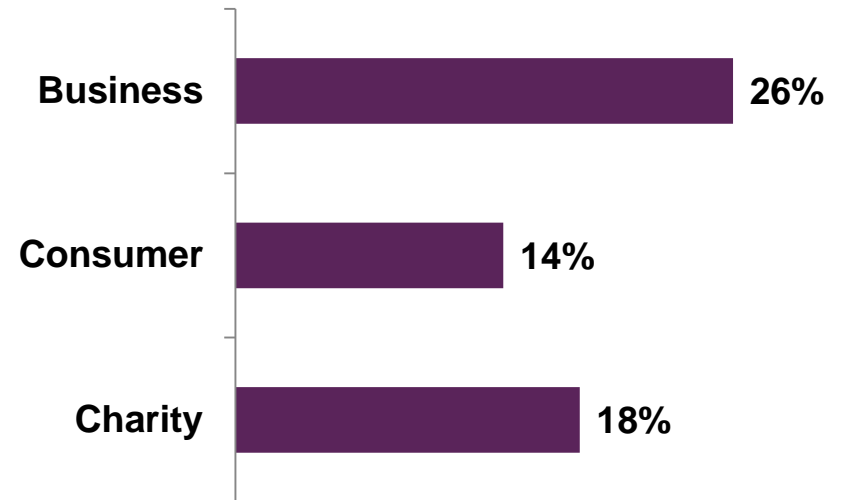
# Summary

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Awareness of cheque imaging which will make the clearing process faster - **greatest among businesses**



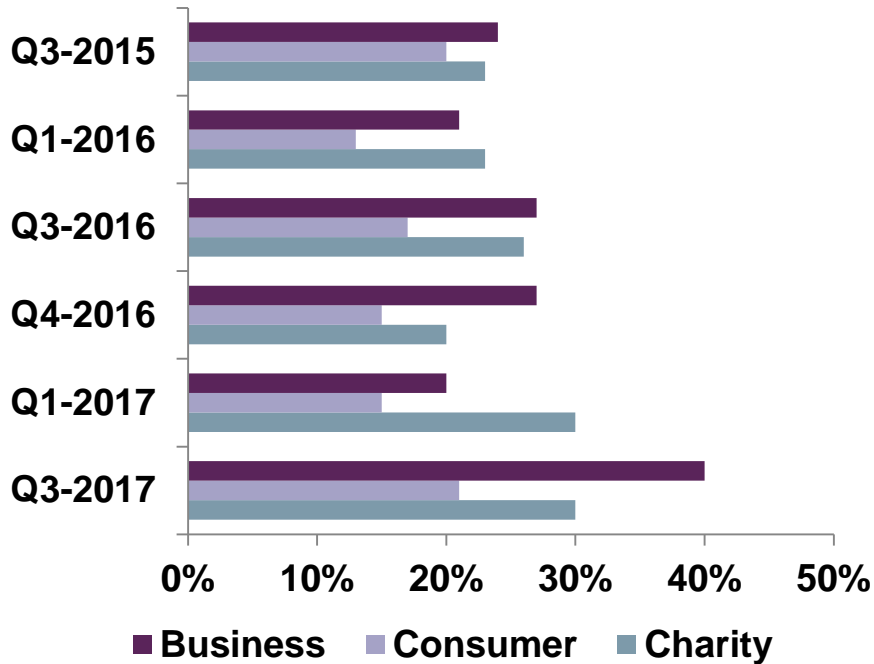
Awareness of cheque imaging which may allow people to pay in cheques through a mobile app – **greatest amongst businesses**



# Summary

## Awareness of cheque imaging

Change since Q3-2015



## Awareness of a mobile app

Change since Q3-2015

