

2 E-Banking in Spain: generational approach

E-banking in Spain by age and education

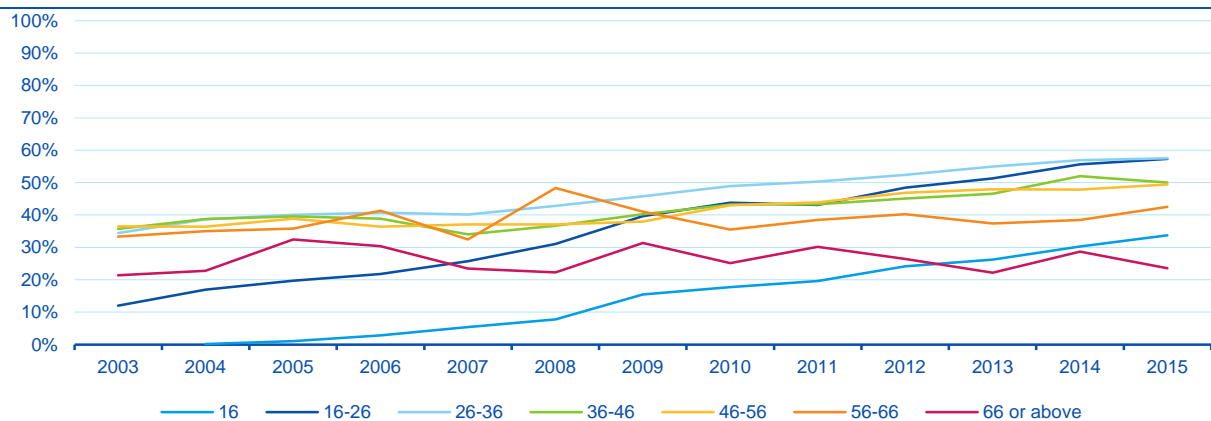
E-banking is a clear indicator reflecting the approach of the financial system to the ICT sector in order to provide a new communication platform for banking users. E-banking has spread in Spain between 2003 and 2015, but irregularly by age and educational level of the Internet user. These results suggest the need for greater effort regarding those who least use it: the less well-educated and older people.

User generations

Through the Survey on Equipment and Use of Information and Communications Technologies in Households (ICT-H) of INE between 2003 and 2015, groups of people aged over 15 in 2003 were generated, at ten-year intervals except for people aged over 65. From this classification, these groups are sorted by generation of Internet user. They show the evolution in the behavior of these groups in the use of e-banking services. Figure 1.1 shows the evolution of responses to the question of whether the person, who has used the Internet, has also used these services in the last three months from the date of being surveyed.

Figure 2.1

Age distribution of Internet users for e-banking (%), 2003-2015



Source: BBVA Research based on ICT-H (INE)

The results confirm a dichotomy in the evolution of e-banking use between 2003 and 2015: the percentage use of e-banking increases for people below 56 years old and remains stable for users aged over 56. Not all age ranges showed a similar situation in 2003. The lowest use of e-banking in younger groups is associated with reduced levels of income. In the case of older Internet users, they are traditionally more reluctant to use ICT and these types of services. The other ranges show little differences, each group being around 35%. The growth rate was different between intervals, generating changes in the relative position of the age groups. Over time, people below 26 years old enter the labour market en masse, so that the largest increase is observed in the use of e-banking. The population of average age is active in the labour market right through the period of study, and its growth would be lower due to the diffusion process of e-banking, reaching over 50%. The population groups of over 56 year olds are leaving the labour market and show stagnation, conditioned by their respective past history of e-banking use.

Education and e-banking

The results in Figure 1.2 confirm that the level of education (partly related to income level) is a relevant variable. Three levels are considered: Primary or lower Education, Secondary Education and University education.

Figure 2.2
Age distribution of Internet users for e-banking (%), 2003-2015



Source: BBVA Research based on ICT-H (INE)

There is a positive relationship between educational level and the percentage of Internet users who use online banking services. This effect is greater when younger users are considered. People with a university education reach percentages, which are close to 80% in under 36 year olds excluding the youngest group. However, the group does not exceed 25% in those with primary studies. Dispersion by age clearly grows with educational level, especially when compared to the group that is between 17 and 36 years old in 2003, except for the population above 65 years old.

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