

# Global Insights

## Do people want to switch to digital?



We are seeing a global trend of banks, utilities, telcos and governments urging a switch to online spaces. This has often meant charging consumers who wish to receive paper-based communication or removing their choice to do so. However, this move to digital is not always welcome by consumers. Let's take a world tour of discontent.


### IN THE US:

- 78% of American consumers want the right to choose how they receive their bills and statements
- 67% believe they should not be charged more for choosing a paper bill or statement
- 57% believe companies environmental arguments to switch to digital are misleading and really about reducing cost
- 64% are increasingly concerned that personal information held electronically is at risk of being hacked, stolen, lost, or damaged

### IN THE U.K.:

- 88% of consumers in the United Kingdom believe they should have the right to choose how they receive communications from their service providers.
- 73% believe they should not be charged more for choosing paper bills or statements
- 41% would consider changing providers if forced to go digital-only.
- 69% keep hard copies of important documents filed at home as they believe this is the safest way to store information.
- 29% of United Kingdom consumers prefer printed statements, and 56% prefer to receive bills and financial statements through a combination of both online and on paper.





**82% of Canadians believe they should have the right to choose how they receive communications and that number jumps to 89% for those 55 and over.**

## IN CANADA:

- 82% of Canadians believe they should have the right to choose how they receive communications and that number jumps to 89% for those 55 and over.
- 66% believe they should not be charged more for choosing a paper bill or statement.
- 80% believe they should have the right to revert to paper options after choosing digital products or services.
- 49% find it easier to manage their finances when printed on paper.
- 67% keep hard copies of important documents filed at home as they believe this is the safest and most secure way of storing their information.

## IN EUROPE:

- 74% want the right to choose how they receive their bills and statements.
- 54% believe they should not be charged more for choosing a paper bill or statement.
- 49% believe companies' environmental arguments to switch to digital are misleading and about reducing cost.
- 55% are increasingly concerned that personal information held electronically is at risk of being hacked, stolen, lost, or damaged.

## IN BRAZIL:

- 61% of Brazilian consumers prefer their energy and utility bills in print.

Sources: Two Sides and Toluna, 2017-2021.