



Customers still trust their primary bank

Conducted on behalf of the Swiss Bankers Association – Swiss Banking

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Management summary

INTEREST IN AND ATTITUDE TOWARDS THE SWISS BANKING CENTRE



- Interest in economic issues hit a new high of 82% in 2025. Banks are perceived as the most important sector of the economy by 93%, on a par with pharmaceuticals.
- The positive attitude towards Swiss banks has diminished from its peak at 75% in 2021, with 53% viewing banks positively in 2025. Trust has thus returned to the level seen before the financial crisis in 2008.
- Older people as well as German and Italian speakers and conservative voters have a much more positive opinion of banks than younger people, French speakers and those who vote for left-wing parties and the Greens.
- Banks are seen as key employers (89%) with a good international reputation (87%) and a central role in financing small and medium-sized enterprises (82%), while 75% are critical of the fact that excessive profit-seeking takes precedence over social responsibility. Added to this are continuing links to scandals (61%) and a poor perception of banks' commitment to sustainability (35%).
- Meanwhile, 83% view their own bank positively. Security, reliability and trustworthiness are almost universally confirmed, while sustainability is seen less and less as a strength.

INTERNATIONAL COMPETITIVENESS



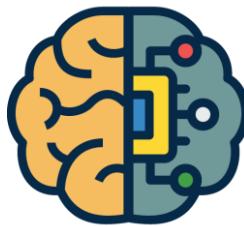
- The Swiss financial centre's international competitiveness remains either very important or fairly important for 91% of the population.
- At the same time, people's view of its current competitive position has worsened markedly: only 27% now believe that Swiss banks are more competitive than their international rivals.
- Political and economic stability, education and protection of financial privacy are still seen as vital advantages for Switzerland. Service quality and sustainability, however, have lost some of their shine.
- A majority do not expect competitiveness to improve in the next five years, instead anticipating a continuation of the current situation.

ECOLOGICAL SUSTAINABILITY



- Perception of Swiss banks' commitment to sustainability has worsened considerably. The agreement figures have clearly fallen across all aspects covered by the survey.
- A narrow majority believe that banks are now more sustainable than they were five years ago – down 15 percentage points compared with 2022/2023.
- Sustainability is increasingly turning from an image factor to an essential aspect of how banks are perceived, contributing measurably to a more critical overall view of banks.

DIGITAL TRANSFORMATION



- The digital transformation in the financial sector continues to be seen as an opportunity by a majority (65%), albeit with much less enthusiasm.
- The use of artificial intelligence is a polarising factor: overall, the risks and opportunities are balancing each other out, but older people are particularly sceptical.
- The population expects efficiency gains but sees growing risks due to the loss of personal contact, cyber crime and job losses.
- Education and skills are seen as the keys to a successful digital transformation. Mathematical, IT, natural science and technology (MINT) skills are thought to be vital here.

1 Introduction

The Banking Monitor survey was conducted on behalf of the Swiss Bankers Association for the 18th time. In addition to perception of the Swiss banks' image and opinions on various aspects of the financial centre, the topics of sustainability and artificial intelligence (AI) were also in focus in autumn 2025.

1.1 Random-sample survey

Some 1,005 Swiss voters were surveyed, 502 of them by phone and 503 via gfs.bern's proprietary online panel "polittrends". All data are reported with a confidence level of 95% and an error margin of ± 3.1 percentage points.

The technical parameters of the survey are summarised below:

Table 1: Methodology

Client	Swiss Bankers Association – Swiss Banking
Population	People who are eligible to vote in Switzerland and speak one of the country's three main languages
Data collection	Mixed mode (online and phone) <ul style="list-style-type: none"> Online: proprietary online panel "polittrends" for voters Phone: computer-assisted telephone interviewing with random-digit dialling
Survey duration	9 October to 31 October 2025
Sample size	Total surveyed N = 1,005 No. of German speakers (n DCH) = 696 No. of French speakers (n FCH) = 241 No. of Italian speakers (n ICH) = 68
Sampling error	± 3.1 percentage points at 50/50 and 95% confidence level
Weighting	Dual-frame weighting, age/gender by language, language, settlement type, education, political preference

In order to reflect the sociodemographic make-up of the electorate accurately, the data have been weighted according to age and gender by language, language, settlement type, education and political preference.

In a random sample, two factors determine the quality of subsequent statements. The first is the sampling error, which indicates the probability and size of errors in statistical statements. Most surveys employ a confidence level of 95%, i.e. a 5% probability of errors (where a stated statistical relationship does not actually exist in the population) is accepted. Statistical statements, meanwhile, are subject to a sampling error that depends on the sample size and the distribution of variables within the population. The larger the sample, the smaller the error.

When analysing subgroups, a particular subgroup may comprise fewer than 50 respondents, making a meaningful interpretation almost impossible with a sampling error of ± 14 percentage points. For this reason, we do not carry out any subgroup analyses with fewer than 50 respondents.

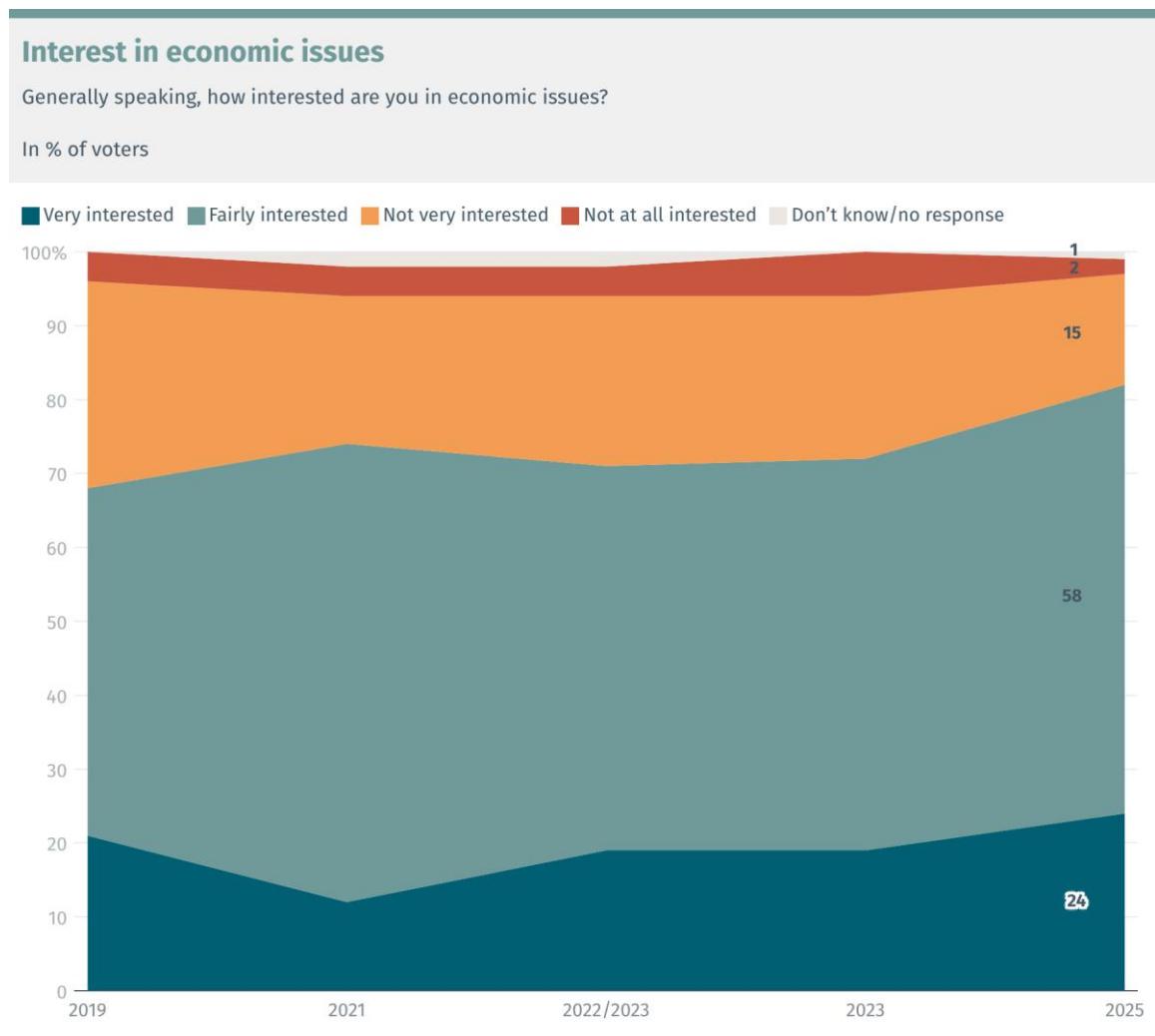
The other factor ensuring a high-quality analysis is representativeness. This simply means that every person in the population must have exactly the same chance of taking part in the survey. If specific groups are systematically excluded from the sample, the survey is not representative.

2 Findings

2.1 Interest in and attitude towards the Swiss banking centre

Interest in economic issues has been rising noticeably since 2019, especially against the backdrop of international economic trends. Whereas 68% stated that they were very or fairly interested in economic issues in 2019, the figure had risen to 82% in 2025. This underscores the fact that the economy has always been important in the eyes of the population and has become more so amid the current international tensions.

Chart 1



The banks and the pharmaceuticals industry are seen as especially important to the overall economy, each rated as very or fairly important by 93% of voters. This points to a dynamic economic context in which banks are part of a larger transformation. All sectors included in the survey apart from food and retail have seen their relevance increase again since 2023. This homogeneous trend is probably due in part to the greater attention being paid to economic issues. The significantly increased interest in the watch industry in particular fits in with this picture (78%, up 7 percentage points [pp]).

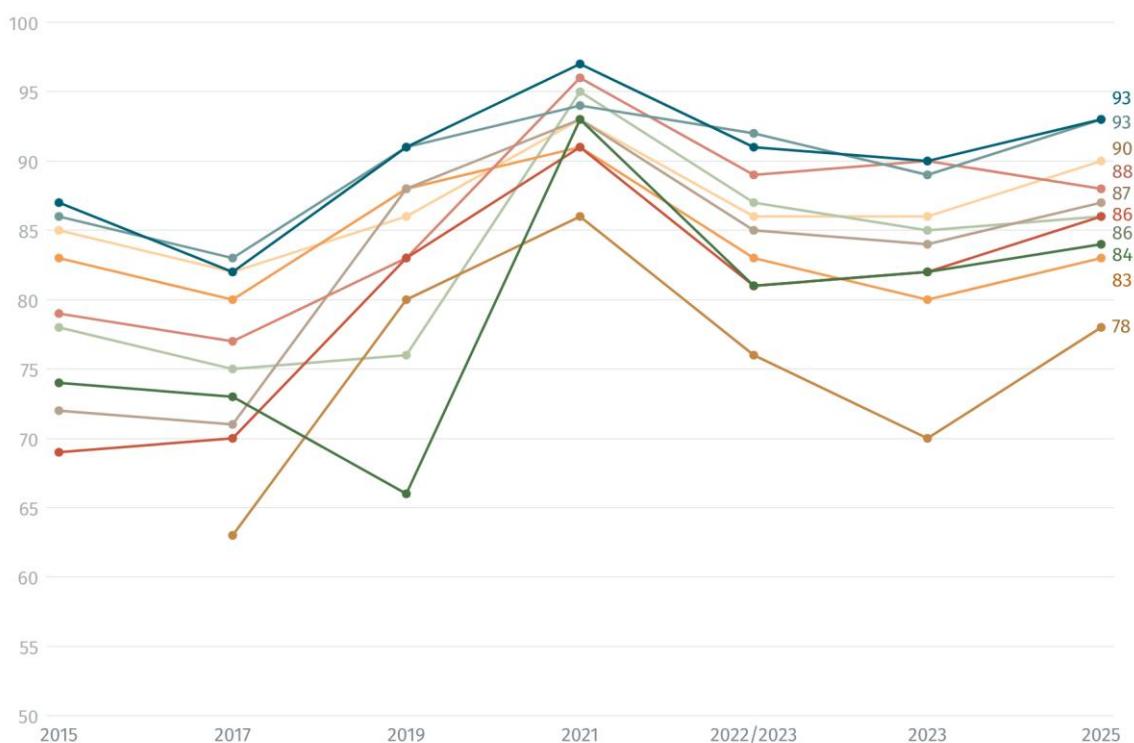
Chart 2

Importance of sectors for the overall economy

In your view, how important is the contribution made by the following sectors to the overall economy?

% of voters responding "very important" or "fairly important"

— Banks — Chemicals and pharmaceuticals — Machinery/electrical engineering — Food — Information technology and telecommunications — Insurance — Retail — Farming — Tourism — Watchmaking



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 * Y-axis shortened

The electorate's view of Swiss banks is clearly influenced by external economic events, among other things. The positive perception increased steadily from 2002 to 2007, for example, before returning to the 2002 level when the global financial crisis hit in 2008. It then started rising again in 2015, peaking at a new high of 75% (highly positive/positive) in 2021. This much more positive rating of banks, even by normally more critical left-leaning voters, can be explained first and foremost by the positive perception of their role in the COVID-19 credit programme.

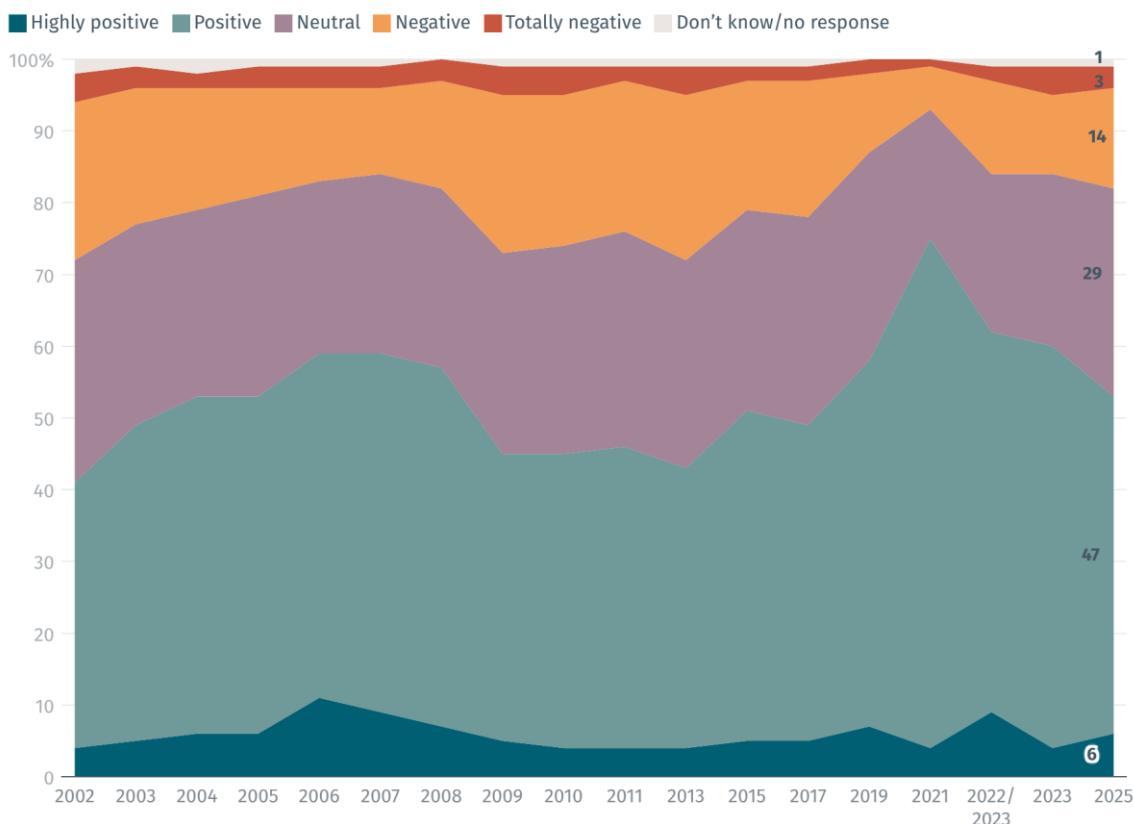
The positive view has gradually declined since 2021 and was at 53% in 2025, in line with the level seen before the 2008 financial crisis. This trend, particularly compared with the previous survey, may indicate that banks are increasingly seen as under pressure.

Chart 3

Personal opinions on Swiss banks

How would you describe your opinion of Swiss banks in general?

In % of voters



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Personal opinions on Swiss banks are heavily dependent on sociodemographic characteristics and affinity with political parties. For instance, the positive perception of banks increases with age. While 42% of 18-39-year-olds say that they have a positive view of Swiss banks, the figure rises to 52% in the 40-64 age group and as much as 69% among the over-65s. There are also differences across linguistic boundaries. A majority of 57% take a positive view of Swiss banks in German and Italian-speaking Switzerland, compared with a minority of 41% in French-speaking Switzerland.

The differences are particularly marked when it comes to political preference. Voters who choose left-wing and environmentalist parties like the Greens, the Social Democratic Party (SP) and the Green Liberal Party (GLP) have a much less positive view of Swiss banking than those who favour the Centre, the Liberals (FDP) and the Swiss People's Party (SVP).

Chart 4

Personal opinions on Swiss banks by subgroup

Below are a number of questions about political and financial topics. How would you describe your opinion on Swiss banks in general?

In % of voters

● (Highly) positive

Total

Total



Language

German

French

Italian



Age

18-39

40-64

65 and over



Party

Greens

SP

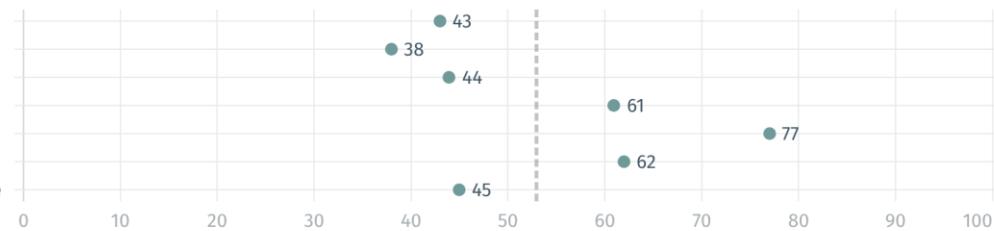
GLP

Centre

FDP

SVP

No preference



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As with the trend in personal opinions on Swiss banks, perceived public opinion also reached a new high in 2021 at 73% (highly positive/positive) and has since declined. In 2025, only 44% assumed that the banks are viewed positively by the population at large. This is the first time since 2017 that the figure has been below 50%. This discrepancy between personal opinions and perception of public opinion reached nine percentage points in 2025, potentially increasing sensitivity to banking issues.

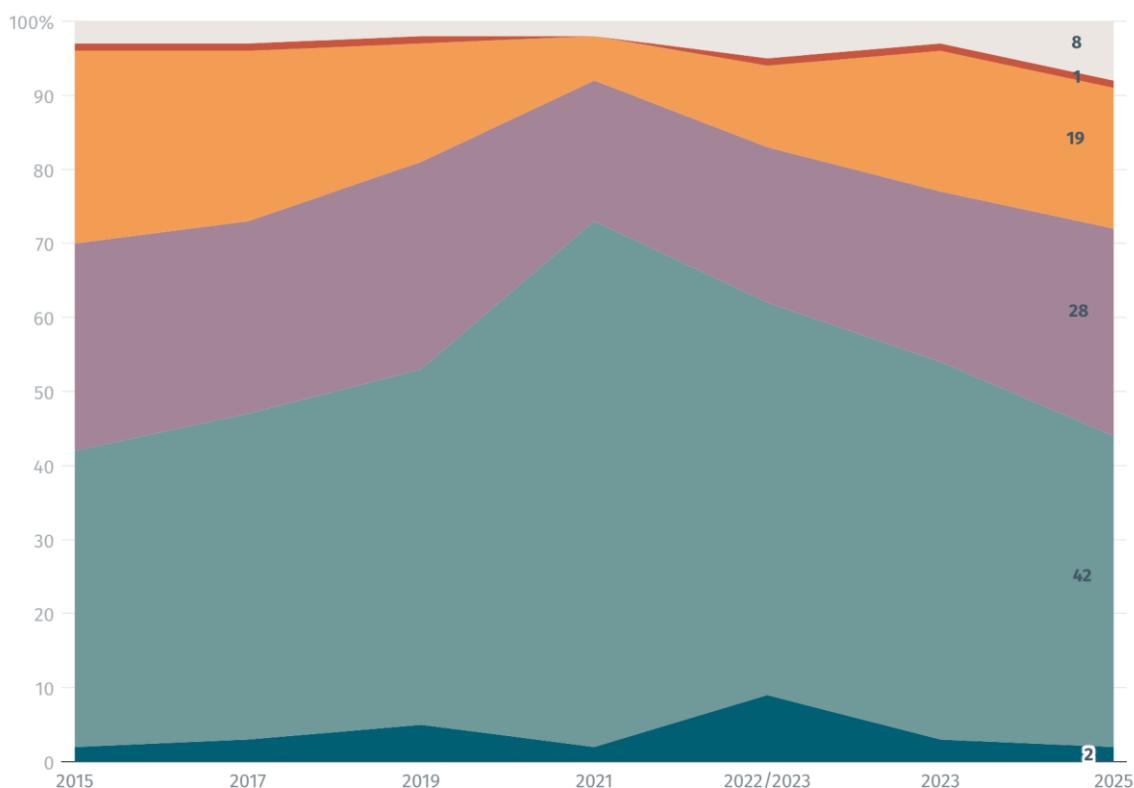
Chart 5

Perception of public opinion on Swiss banks

What opinion do you think most Swiss people have of the banks?

In % of voters

Highly positive Positive Neutral Negative Totally negative Don't know/no response



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A look at the responses to various statements about banks reveals an ambivalent picture in which positive overall opinions intermingle with growing criticism.

Positive statements still have widespread acceptance. In 2025, for example, a large majority of respondents stated that the Swiss banking centre's reliability is prized around the world. There was also a lot of agreement with the statements that banks play a central role as employers (89%), enjoy a good international reputation (87%) and provide vital support for small and medium-sized enterprise (SME) financing (82%). These figures are lower than those recorded in 2021, but they show that fundamental trust in the economic importance of banks remains stable. At the same time, the critical view that banks prioritise their own profit too heavily relative to social responsibility is gaining traction. The proportion of people agreeing with this statement rose to 75% in 2025. The association with money laundering and financial scandals also remains relevant, with around 60% in agreement. The perception of sustainability, on the other hand, has clearly declined. Only 35% believed in 2025 that banks are committed to environmental and climate protection – a further fall compared with previous years.

Overall, therefore, the picture is mixed, with trust in the economic role of banks still intact but tempered by increasing criticism centred on the view that profits and social responsibility are not being weighed up fairly.

Chart 6

General statements about banks (1/2)

Below are some general statements about banks. Please state for each statement whether you believe that it is totally true, somewhat true, somewhat false or totally false.

% of voters responding "totally true" or "somewhat true"

— The Swiss banking centre's reliability is prized around the world — The banks play a central role as employers in Switzerland — The Swiss financial centre enjoys a good professional reputation internationally — The Swiss banks provide vital support for the financing of SMEs and commerce — The banks make an important financial contribution to cultural, sporting and social projects in Switzerland — The Swiss banks are important taxpaying

100

95

90

85

80

75

70

65

60

55

50

45

40

35

30

25

20

15

10

5

0

2013

2015

2017

2019

2021

2022/2023

2023

2025

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* Y-axis shortened

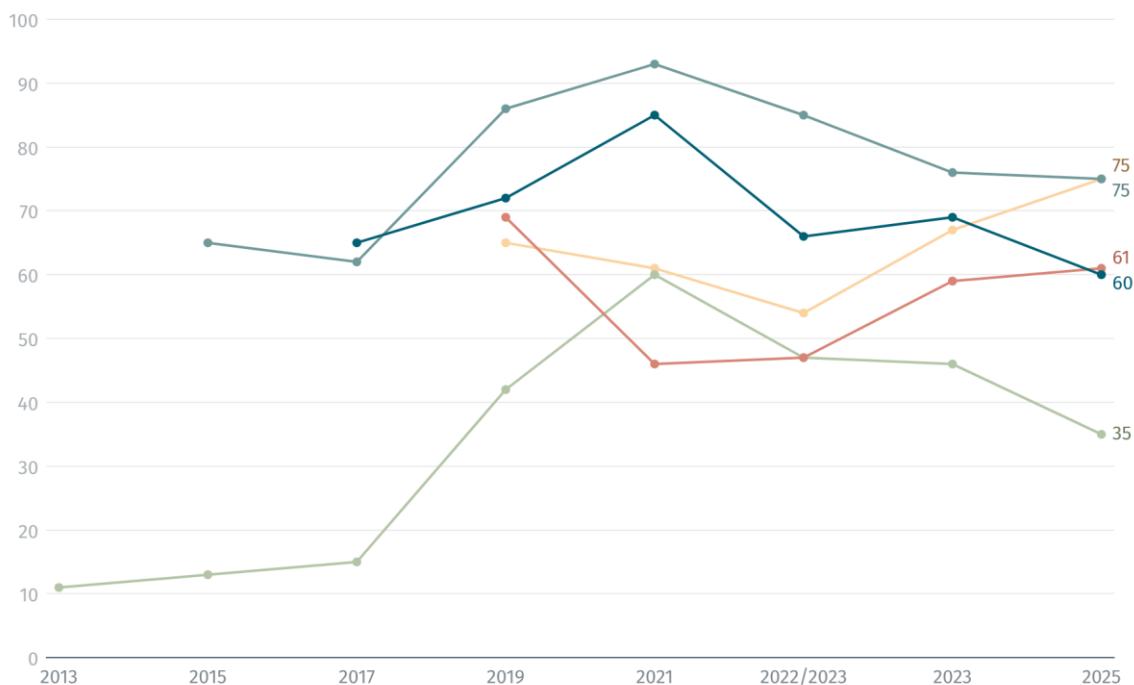
Chart 7

General statements about banks (2/2)

Below are some general statements about banks. Please state for each statement whether you believe that it is totally true, somewhat true, somewhat false or totally false.

% of voters responding "totally true" or "somewhat true"

— The Swiss banks are financially sound and economically secure — The Swiss banks prioritise their own profit over social responsibility — The Swiss banks are repeatedly implicated in money laundering and financial scandals — The Swiss banks are technical innovators* — The banks are committed to environmental protection and ecological sustainability



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 * Until 2017: "...and well prepared for the digital transformation in the financial sector"

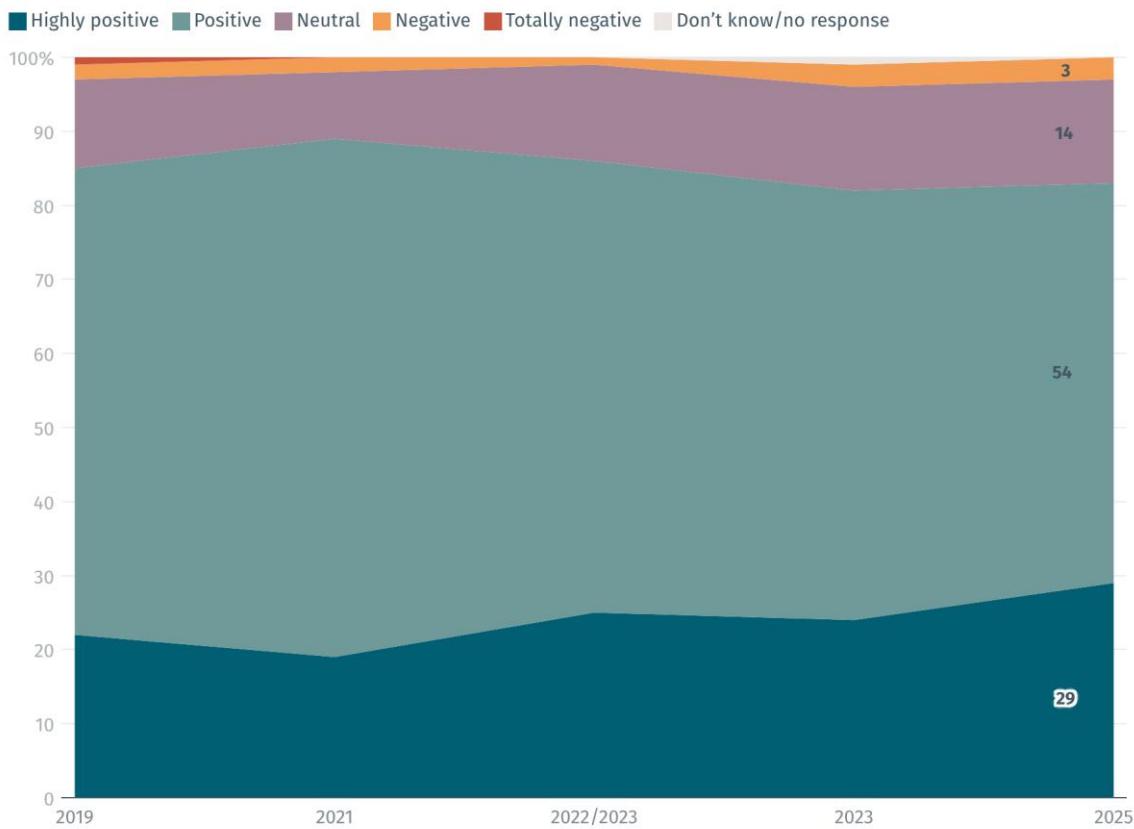
Relative to their views on banking in general, respondents gave a much more positive assessment of their own bank. A large majority of 83% view their bank positively – this figure has remained high and very stable over the years. Criticism of banks is thus aimed more at Swiss banking in general than the individual's own primary bank.

Chart 8

People's opinions on their own bank

How would you describe your general opinion of the bank you use most often?

In % of voters who named a bank or responded "Don't know/no response"



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People's perception of their own bank remained clearly positive in 2025, especially in the key aspects of services and trust. A large majority attested to their bank's solidity and reliability (96%) as well as its trustworthiness (93%). Data and wealth protection also continue to be viewed positively (92%). Service-related aspects such as satisfaction with digital services (90%), competent staff (86%), an attractive corporate identity (84%) and transparent communication (81%) also scored highly. Forward-looking characteristics were also viewed positively by a majority. Clearly in the majority, albeit a somewhat smaller one, were those who see their own bank as both innovative and dynamic (75%) and those who think it takes an interest in all customers (72%). However, respondents were once again critical of environmental and sustainability aspects. Only 58% claimed that their bank is environmentally conscious or committed to sustainability. This figure has been falling sharply since 2021 and is the lowest among all of the aspects covered by the survey.

People have a very positive view of their own bank in terms of security, reliability and performance, while environmental aspects remain a recurring point of criticism in this question too.

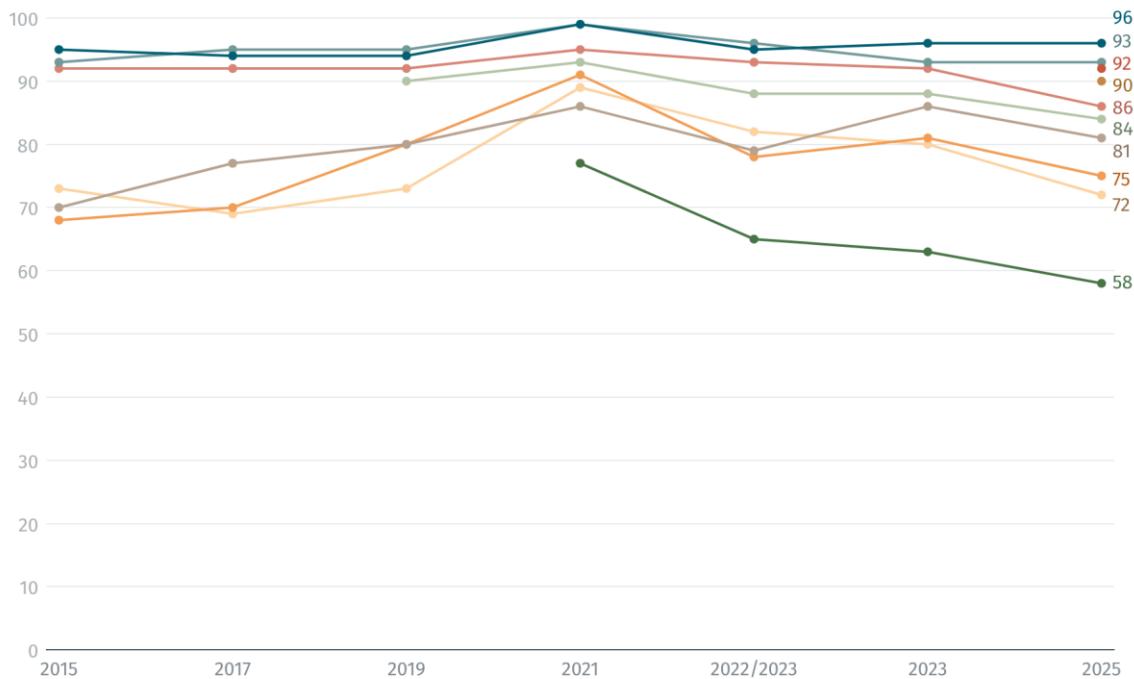
Chart 9

Statements on people's main bank

Below are some statements about the bank you currently use most often. Please state for each statement whether you believe that it is totally true, somewhat true, somewhat false or totally false.

In % of voters who named a bank or responded "Don't know/no response", proportion responding "totally true" or "somewhat true"

— Solid and reliable — trustworthy — data and wealth protection — satisfaction with digital services — competent staff — attractive corporate identity and communication — informs transparently — innovative and dynamic — takes an interest in all customers — environmentally conscious/sustainable business conduct



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2.2 International competitiveness

The survey highlights a broad-based view of the role international competitiveness plays for the Swiss financial centre that has been stable for many years. Regardless of economic or political shifts, it is seen as important across the board.

Some 91% of voters rated international competitiveness as very or fairly important in 2025. While the proportion of those responding "very important" has fallen slightly from the highs recorded in the late 2000s and the early 2010s (up to 68%), this has been offset by an increase in those responding "fairly important" in recent years. The overall rating thus remains high.

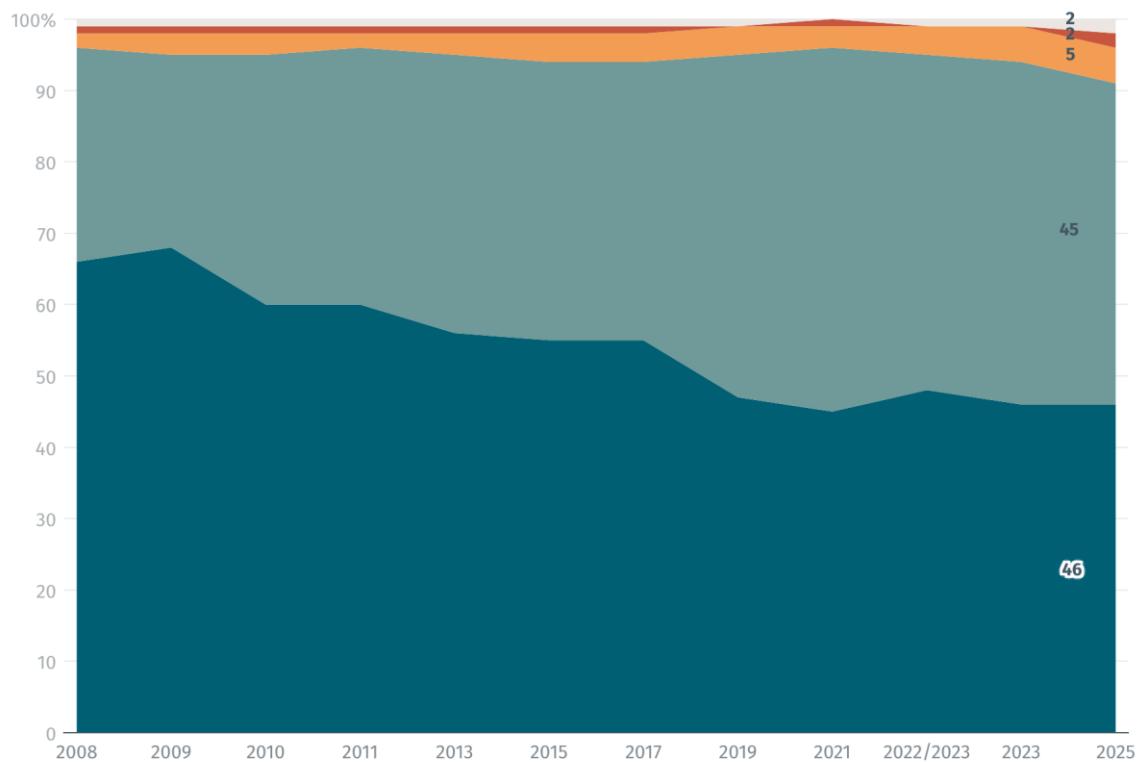
Chart 10

Importance of international competitiveness

In your view, how important is the international competitiveness of the Swiss banks and the financial centre for the Swiss economy?

In % of voters

■ Very important ■ Fairly important ■ Fairly unimportant ■ Not at all important ■ Don't know/no response



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Respondents' view of the Swiss financial centre's current international competitiveness, however, has worsened markedly over the past few years. Whereas 54% saw Swiss banks and the financial centre as more competitive than their rivals back in 2015, the figure had fallen to 27% in 2025. This was a full 19 pp lower than in the last survey, mainly due to an increase in the proportion of "no change" responses.

This suggests that people are tending to perceive the Swiss financial centre not as a clear leader but as a player in an environment of closer international competition. This shift away from a view of superior competitiveness is probably linked to the current economic tensions, global uncertainty and the trend towards deregulation in other countries.

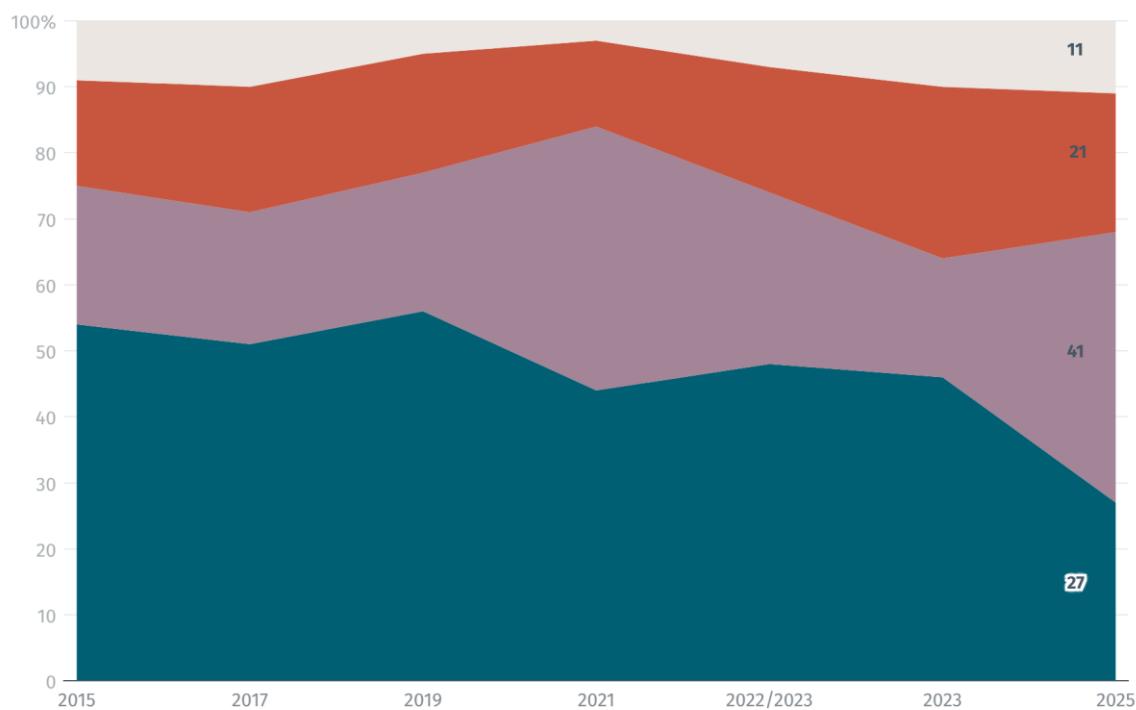
Chart 11

Assessment of international competitiveness

The international competitiveness of the banks and the Swiss financial centre gets mentioned a lot. Do you think they are more competitive or less competitive than their rivals in other countries such as the UK, Singapore, Luxembourg and the US?

In % of voters

■ Swiss banks/financial centre more competitive ■ Equally competitive ■ Swiss banks/financial centre less competitive ■ Don't know/no response



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The statements on Switzerland's international competitiveness show a high degree of stability overall in the fundamental success factors. Central elements such as political and economic stability were once again seen as competitive advantages by a vast majority (95%) in 2025. The importance of good banking education (87%) and protection of customers' financial privacy (86%) also remains firmly established. There has been a slight weakening, however, as regards customer service on an international comparison. While this is still viewed positively by a majority, the agreement figure of 73% in 2025 falls short of the highs seen in prior years. The view that focusing on sustainability brings competitive advantages is still shared by a majority, but the agreement level fell to 68% in 2025.

Overall, the results reflect existing general trends: people continue to see the main pillars of competitiveness as stable, but they have become more critical of individual performance and service aspects.

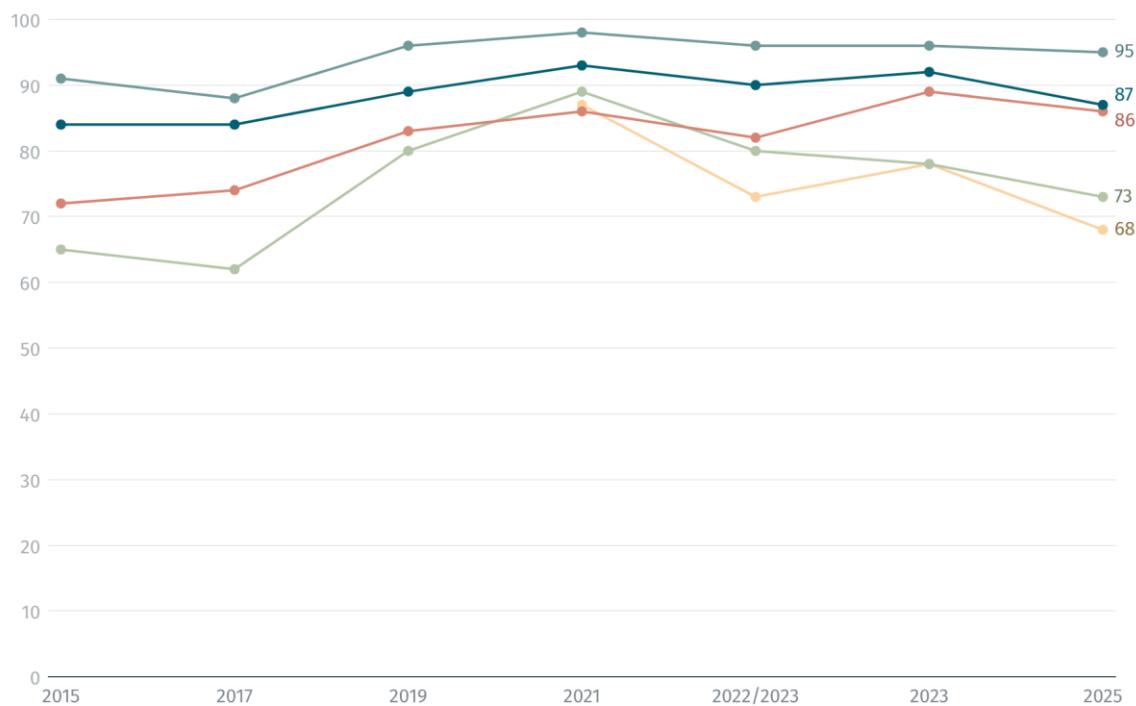
Chart 12

Statements on Switzerland's competitiveness

Below are a few statements relating to international competitiveness. Please state for each statement whether you believe that it is totally true, somewhat true, somewhat false or totally false.

% of voters responding "totally true" or "somewhat true"

— Political and economic stability are competitive advantages — Banking education should be promoted — It is important to protect customers' financial privacy — Customer service is especially good by international standards — Focusing on sustainability brings competitive advantages



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Expectations regarding the Swiss financial centre's future international competitiveness are cautious overall. A clear majority (53%) expect no improvement in the next five years, instead anticipating a continuation of the current situation. Meanwhile, only 19% expect an improvement, with 18% actually expecting competitiveness to get worse. The proportion of undecided respondents remains relatively small at 10%.

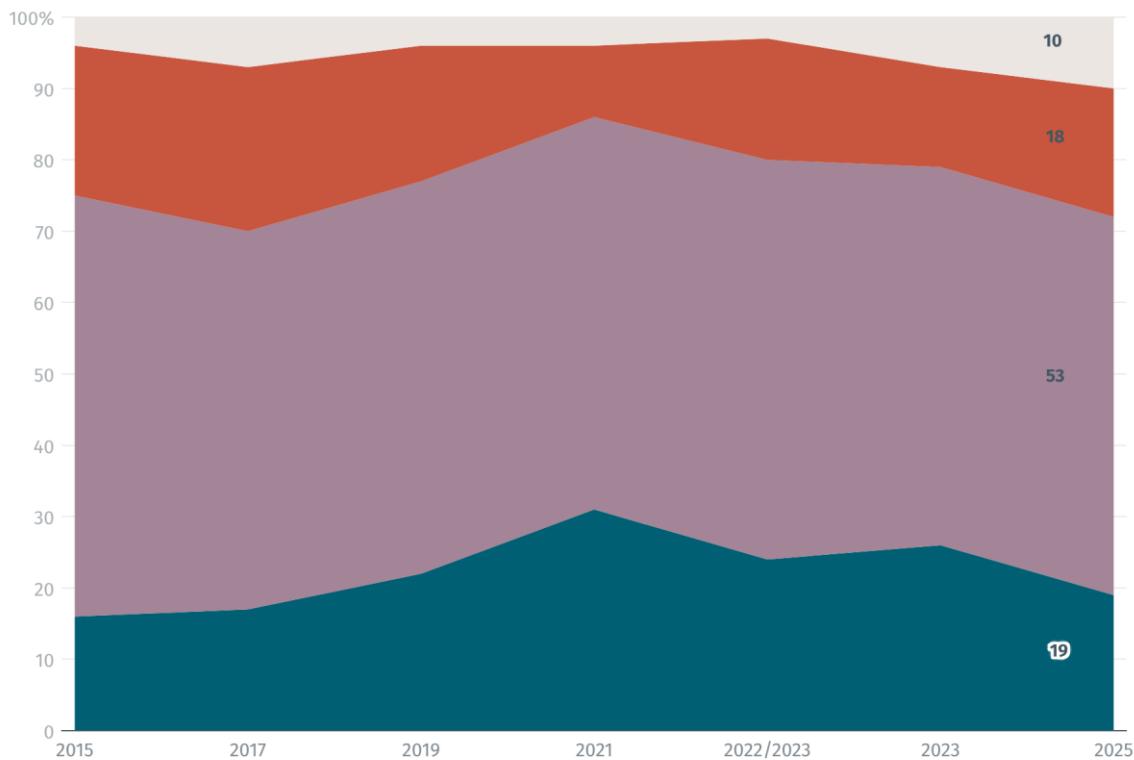
Chart 13

Trend in international competitiveness

How do you think the situation will develop over the next five years? Will the international competitiveness of the Swiss banks and the Swiss financial centre improve, get worse or stay the same?

In % of voters

■ Improve ■ Stay the same ■ Get worse ■ Don't know/no response



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2.3 Ecological sustainability

Swiss banks failed to score as well with voters in terms of ecological sustainability as they had in previous years. While a broad and consistent weakening in agreement was observed across all aspects covered by the survey, individual sustainability aspects were still mostly approved. The weakening is thus the result of an increasingly critical and differentiated perspective rather than a trend reversal. Between 2022/2023 and 2025, for example, the proportion of respondents agreeing that the banks offer a wide range of sustainable investment and financial products dropped from around 80% to 60%. Only 55%, meanwhile, believed that banks were lending enough to ecological innovators in 2025. The scores for ecological mortgage offerings (52%), expert support for sustainable investment decisions (50%) and banks practising ecological sustainability in their own day-to-day business (49%) were also lower. The decline thus affects not only product-related aspects of banks' sustainability efforts, but also structural and cultural ones.

This more critical view is also reflected in opinions on how behaviour has changed over the past five years. Whereas 67% of the population believed that Swiss banks were acting clearly or somewhat more sustainably than before in 2022/2023, the figure had fallen by

15 pp to 52% in 2025. This gives the impression that the population is increasingly sceptical about the banks' commitment to sustainability.

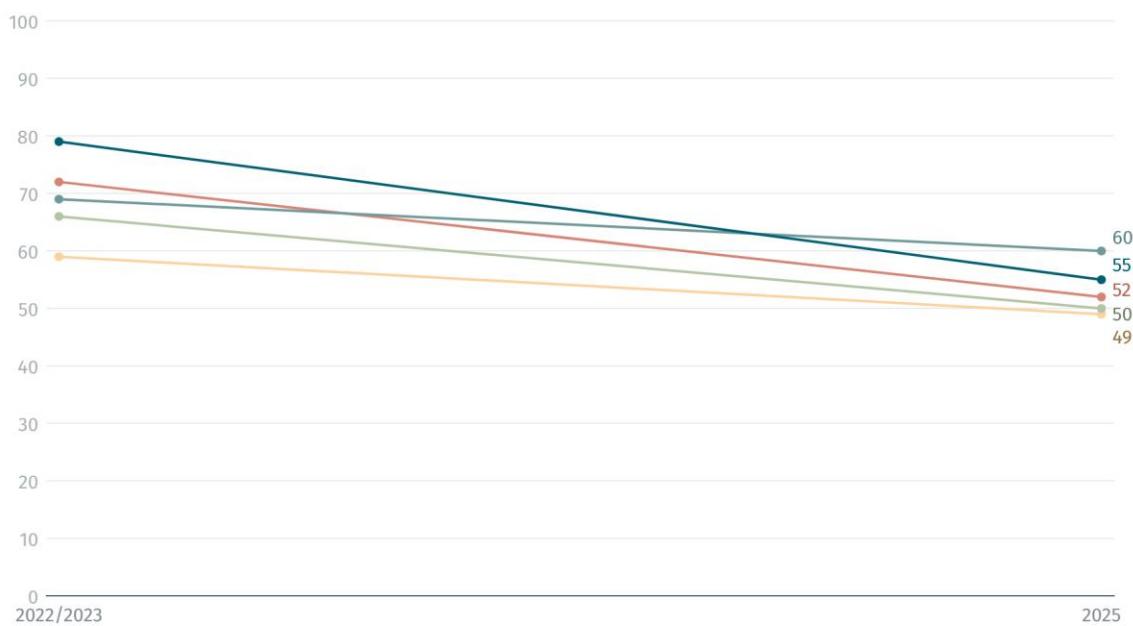
Chart 14

Statements on the banks' commitment to sustainability

Banks are already committed to sustainability on a number of levels. Below are a few statements about this commitment. Please state for each statement whether you believe that it is totally true, somewhat true, somewhat false or totally false with regard to banks in Switzerland.

In % of voters

— Banks offer a wide and varied range of sustainable investments and financial products — Banks support companies working towards ecologically sustainable production by lending to them — Banks offer attractive services and mortgages for ecological construction — Banks support sustainable investment decisions with client advisors who are well trained and know about sustainability — Banks practise ecological sustainability in their own day-to-day business (for example through energy-efficient buildings)



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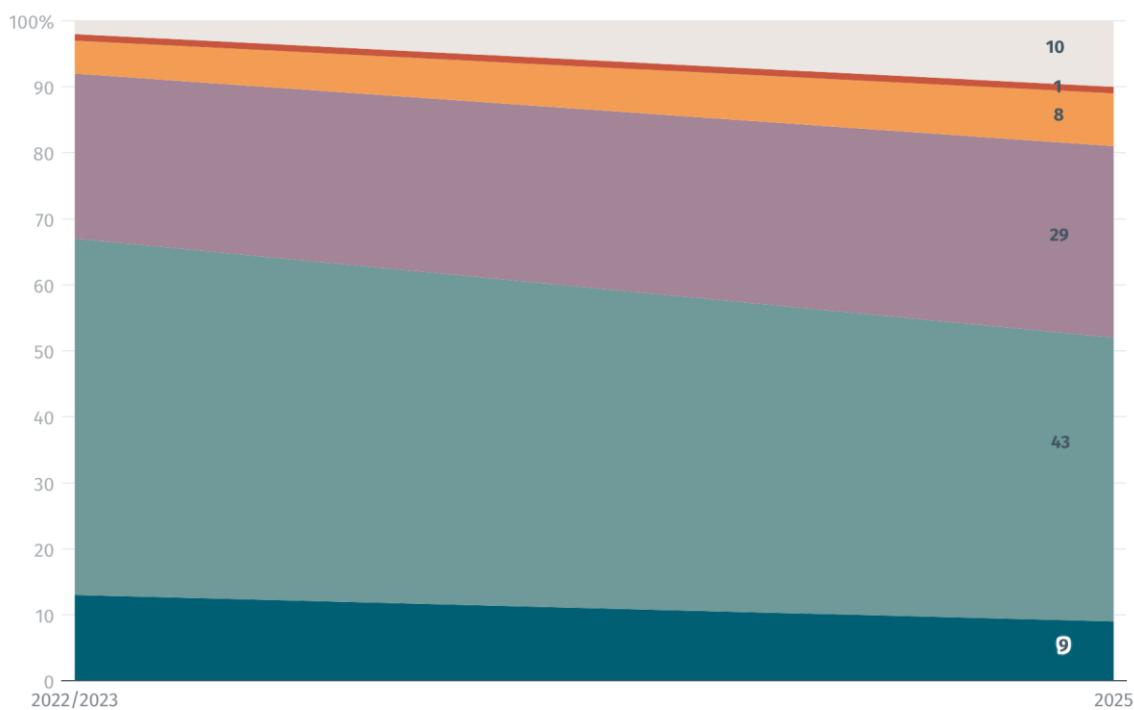
Chart 15

Assessment of changes in behaviour with regard to ecological sustainability

How do you think the behaviour of Swiss banks with regard to ecological sustainability has changed over the past five years? Are they clearly more sustainable, somewhat more sustainable, equally sustainable, somewhat less sustainable or clearly less sustainable?

In % of voters

■ Clearly more sustainable ■ Somewhat more sustainable ■ Just as sustainable as 5 years ago ■ Somewhat less sustainable ■ Clearly less sustainable ■ Don't know/no response



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2.4 Digital transformation

Opinions on the digital transformation in the financial sector remain predominantly positive but have fallen back to prior levels after hitting a temporary peak. After it was perceived especially strongly as an opportunity in 2022/2023, 2025 brought the return of a more sober but stable general view comparable to the results seen in 2021. In 2025, 65% of respondents saw the digital transformation clearly or somewhat as an opportunity, well below the high of 75% from 2022/2023. In parallel with this, scepticism is on the rise again, with 29% seeing the digital transformation as a risk (either somewhat or strongly) in 2025.

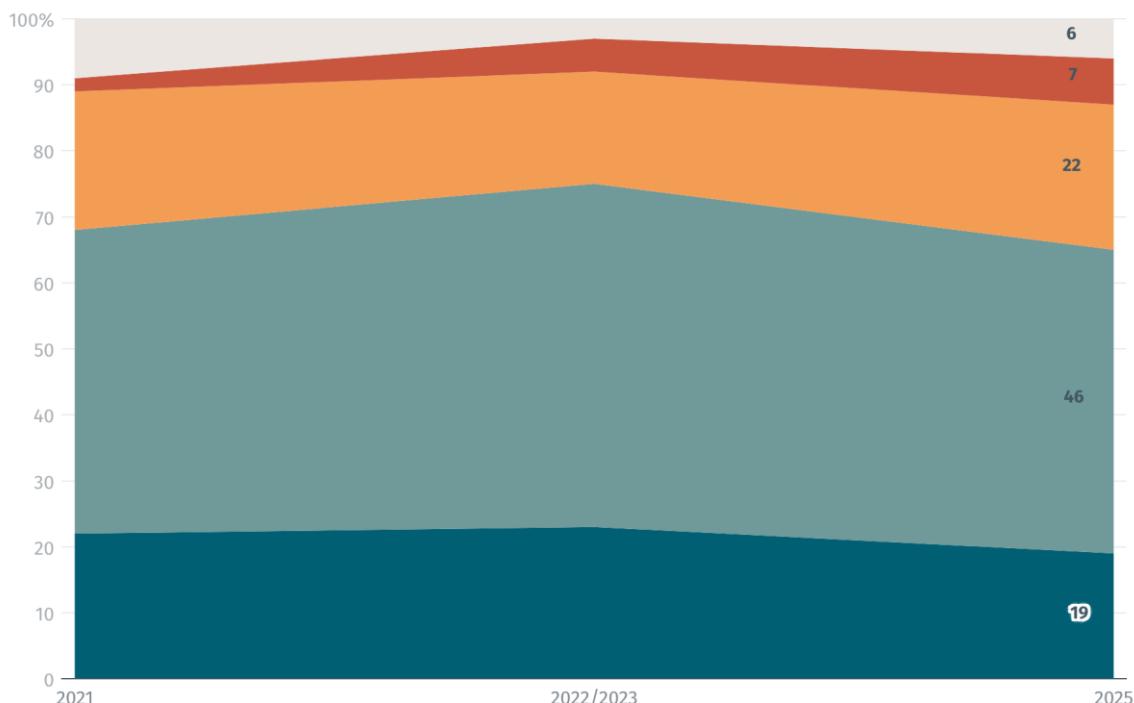
Chart 16

Opinions on the digital transformation

The financial sector, like other industries, is expected to make increasing use of digital technologies. Generally speaking, what is your spontaneous impression: do you view the digital transformation strongly as an opportunity for the Swiss financial sector, somewhat as an opportunity, somewhat as a risk or strongly as a risk?

In % of voters

■ Strongly as an opportunity ■ Somewhat as an opportunity ■ Somewhat as a risk ■ Strongly as a risk ■ Don't know/no response



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Looking specifically at the use of AI in the financial sector rather than the digital transformation as a whole, we see a much more mixed picture. While a significant share of the population regard AI as an opportunity, risks are also clearly perceived. A total of 44% see the use of AI as an opportunity, while 47% view it as more of a risk. The risk view is thus slightly more prevalent. A further 9% are undecided.

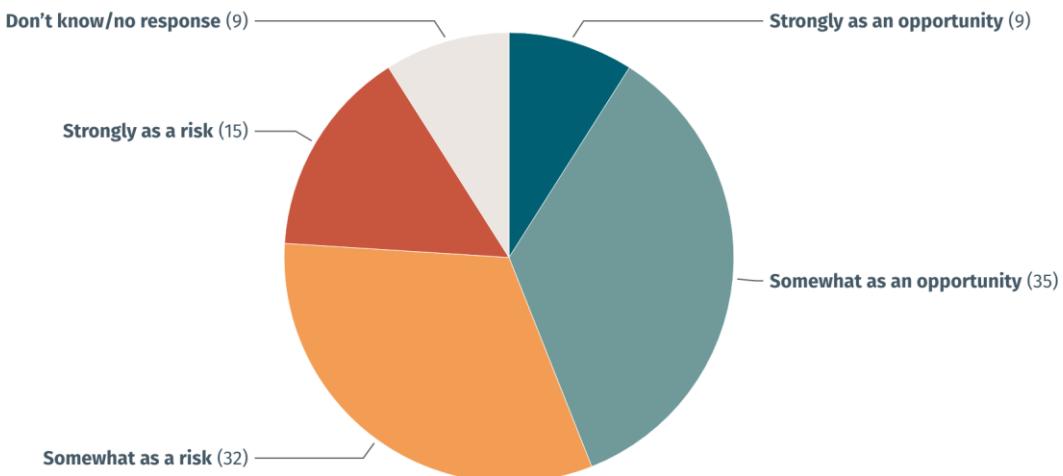
If we examine the subgroups, we find that older people (65+) are much more sceptical about the use of AI in the financial sector than younger people, with 53% seeing a risk and only 32% an opportunity. Younger age groups are more open but by no means unanimously positive. The opportunity and risk views almost balance each other out among 18-39-year-olds and 40-64-year-olds.

Chart 17

Use of AI in the financial sector

AI, for example ChatGPT, also has the potential to change the way banks work dramatically. Generally speaking, what is your spontaneous impression: do you view increasing use of AI strongly as an opportunity for the Swiss financial sector, somewhat as an opportunity, some-what as a risk or strongly as a risk?

In % of voters



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Views on the opportunities the digital transformation presents for the Swiss financial sector are still positive overall but increasingly cautious. Across all aspects, probabilities were rated lower in 2025 compared with prior years.

People continue to see a high likelihood of efficiency gains thanks to digital technology, but a clear decline is discernible here as well: in 2025, only 89% saw it as likely that payments will become faster and more efficient (down from 94% in 2021). The drop is more pronounced for the view that the financial sector, a key pillar of the Swiss economy, is readying itself for the future (78%, down from 92% in 2021). There is an especially marked decline when it comes to service and customer-related topics. The score for new digital business models arising that reflect consumers' day-to-day lives more accurately has fallen to 64% (from 78% in 2021 and 2022/2023). Respondents were also cautious with regard to the use of AI for better alignment with customer needs (59%) as well as the expectation that all bank customers will benefit from the digital transformation (58%, down from 72% in 2022/2023). They were most sceptical about the impact on the job market: only 19% expect the digital transformation to create a lot of new jobs in the banking industry.

Overall, we can see that the fundamental acknowledgement of digital opportunities remains intact, although promises regarding services and benefits are losing traction and being increasingly played down.

Chart 18

Opportunities arising from the digital transformation

The digital transformation is giving rise to various risks and opportunities for the Swiss financial sector. Do you see the following opportunities and risks as very likely, fairly likely, fairly unlikely or very unlikely?

% of voters responding "very likely" or "fairly likely"

■ 2021 ■ 2022/2023 ■ 2025

Payments will become faster and more efficient



The financial sector, a key pillar of the Swiss economy, is readying itself for the future



New business models are being developed that reflect consumers' day-to-day lives more accurately



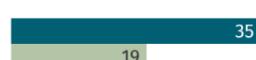
Swiss banks can use AI to align their services more closely with customers' needs



All bank customers will benefit from the digital transformation



The digital transformation will create a lot of new jobs in the banking industry



© gfs.bern, Banking Monitor, October 2025 (N = 1,000 in each case)

If we compare the agreement figures for the opportunities arising from the digital transformation with those for the risks, we see that there has been a trend towards perceiving more risks than opportunities over the years, which matches the trend described above with regard to the spread of digital technology. The population sees the risks associated with the digital transformation as more likely to be borne out. A number of risk aspects achieved high agreement figures in 2025, in some cases gaining importance compared with previous years.

The most deeply held concern is that banks are losing more and more personal contact with their customers. In 2025, 91% saw this as very or fairly likely, making it the biggest risk (up 14 pp since the last survey). Other major concerns are that banking infrastructure is becoming increasingly vulnerable to crime (82%, up 14 pp) and that automation is destroying jobs (81%).

Individual security concerns also play a key role: 80% see an increased risk of cyber crime due to online banking, and 65% doubt that data protection can be guaranteed to the same extent as the digital transformation takes hold (up 8 pp). On top of this, 65% fear that AI models are increasingly influencing decisions on loans and mortgages, while 54% see a potential loss of international competitiveness.

Chart 19

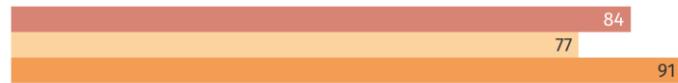
Risks arising from the digital transformation

The digital transformation is giving rise to various risks and opportunities for the Swiss financial sector. Do you see the following opportunities and risks as very likely, fairly likely, fairly unlikely or very unlikely?

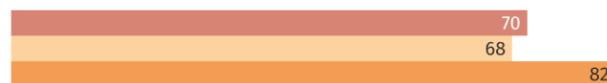
% of voters responding "very likely" or "fairly likely"

■ 2021 ■ 2022/2023 ■ 2025

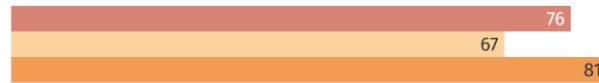
Banks are losing more and more personal contact with their customers



Swiss banking infrastructure is becoming increasingly vulnerable to crime



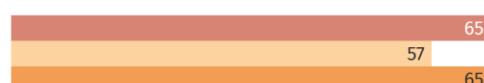
Automation is destroying thousands of jobs



Online banking and other digital bank services are increasing my vulnerability to cyber crime



Data protection cannot be guaranteed to the same extent



AI models, not people, are increasingly deciding who gets a loan or a mortgage



Swiss banks are at risk of losing international competitiveness



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Education is seen as an essential prerequisite for a successful digital transformation in the banking industry. It is especially clear that information technology (IT) skills are increasingly seen as a vital success factor.

A stronger focus on IT at vocational colleges and middle schools as well as universities was rated as very or fairly important by 90% of respondents in 2025 (up 1 pp compared with 2022/2023). The perceived importance of better education in mathematics and natural sciences has grown particularly sharply (78%, up 19 pp). A clear majority saw introducing programming classes as part of compulsory schooling as important in 2025 (70%, up 16 pp). This figure had been much lower in prior years.

Besides education, structural frameworks also play a part, albeit as a somewhat lower priority. Relaxed legislation on setting up digital technology companies was seen as important by 69% in 2025, while attracting qualified IT specialists from abroad achieved a score of 55%.

The results thus underscore the fact that mathematical, IT, natural science and technology (MINT) skills are increasingly regarded as vital for ensuring that Swiss banks can profit from the digital transformation.

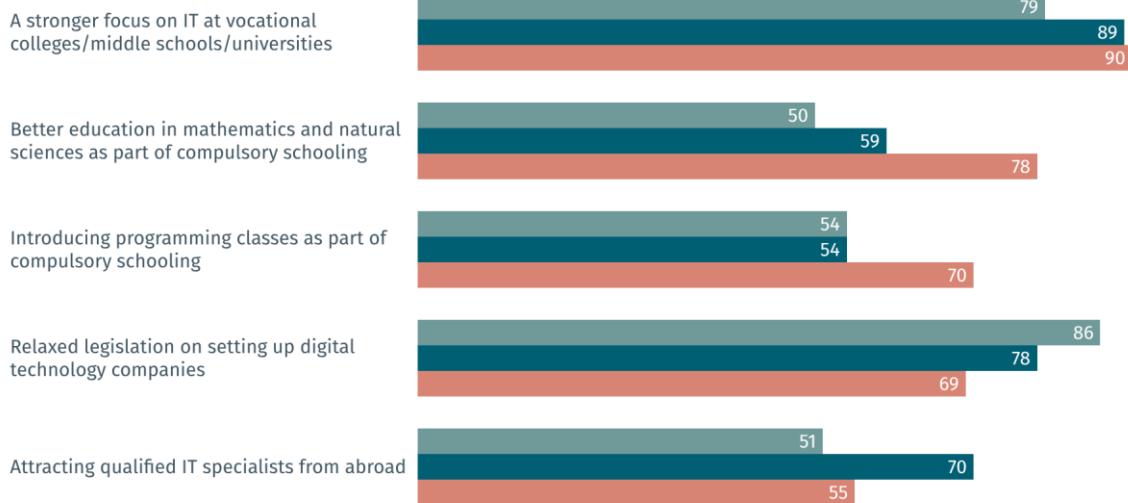
Chart 20

Prerequisites for the digital transformation

Switzerland can play a key role in the success of the digital transformation. In your view, how important are the following aspects for ensuring that Swiss banks profit from the digital transformation – are they very important, fairly important, fairly unimportant or not at all important?

% of voters responding “very important” or “fairly important”

■ 2021 ■ 2022/2023 ■ 2025



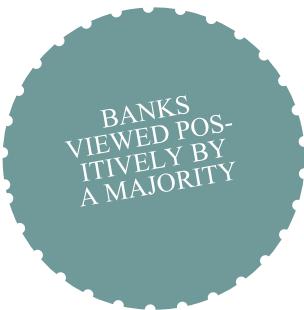
© gfs.bern, Banking Monitor, October 2025 (N = 1,000 in each case)

3 Conclusions

We have drawn the following conclusions from our findings:



Public attention is focused much more strongly on economic issues than it was in the last survey as international economic relations are being reshaped. The population perceives the emergence of a new global order not as an abstract process but as a concrete challenge for key Swiss industries. Banking and pharmaceuticals are almost unanimously viewed as pillars of the Swiss economy. At the same time, there is a clear expectation that the changing geopolitical and economic backdrop will not be without consequences for the banking centre. This is not thought to be improving the banks' international competitiveness – instead, the dominant view is that global pressure is mounting, and Switzerland's established advantages will be harder to defend.



The population's opinion of Swiss banking remains fundamentally positive. The banks' contribution to the economy and prosperity and their role in ensuring stability are clearly acknowledged. However, there are aspects that detract from this positive image, notably the perception that banks prioritise their own profit over social responsibility. Doubts about their actual commitment to sustainability cloud the overall picture further.



People's assessment of their own bank, meanwhile, is much more positive and stable. They remain exceptionally well disposed towards their bank over time, and this relationship is largely unaffected by their more critical view of the banking centre as a whole. Services, reliability, trustworthiness and security are still seen as important qualities. Respondents' criticism regarding excessive profit-seeking, sustainability or past misconduct is aimed primarily at the banking centre as an abstract concept rather than their primary bank. This gives rise to a clear distinction: while the banking centre is assessed in a more sober and distanced manner, the primary bank continues to function as a trusted partner in people's day-to-day lives.



The digital transformation in the financial sector continues to be seen more as an opportunity by voters, albeit with increasing reservations. Efficiency gains and improved services are acknowledged, but at the same time there are mounting concerns about security risks, job losses and the loss of personal contact with customers. The use of artificial intelligence is exacerbating this ambivalence: while it is seen as an opportunity for innovation to some extent, fears of a loss of control and automated decisions hold sway. The digital transformation is thus still accepted, but ever more conditionally. Aspects viewed as essential include building up skills, high security standards and clear rules to secure trust over the long term.

4 Appendix

4.1 The gfs.bern team

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