

# Trust in digital offerings is growing

Potential investors do not yet see BigTech companies as an alternative.



**82%**  
Established  
financial  
institutions

**54%**  
Fintech  
companies

**29%**  
BigTech  
companies

## Information about the study

- Conducted from:  
May 20 to June 3, 2020
- Data collected by the  
LINK Institute
- Methodology: survey of  
over 1,200 Swiss citizens
- Analysis conducted by the  
Institute of Financial  
Services IFZ of the Lucerne  
University of Applied  
Sciences and Arts