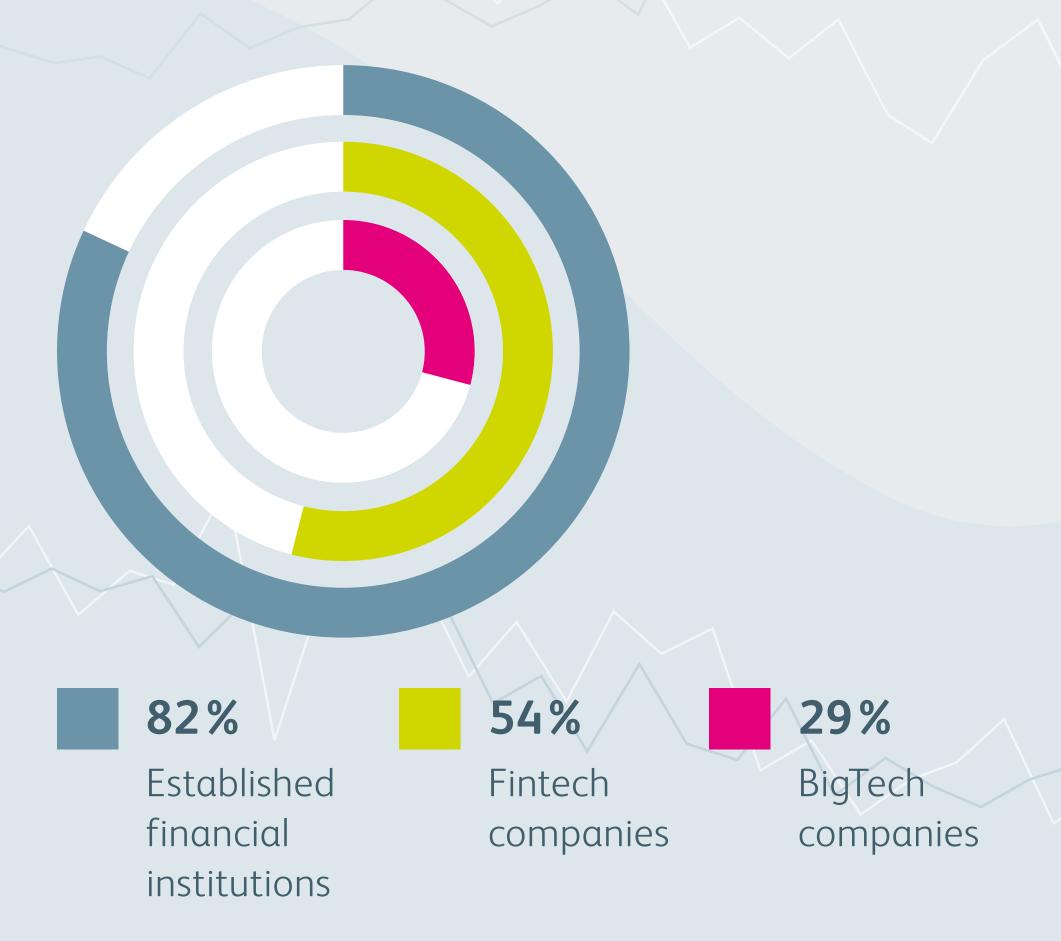
## Trust in digital offerings is growing

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



Lucerne University of Applied Sciences and Arts

## HOCHSCHULE LUZERN

Wirtschaft
Institut für Finanzdienstleistungen Zug

## RAIFFEISEN Vontobel

## 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