

Discover the **Banking in 2035:** global banking survey

Sponsored by



SAS-sponsored global survey of banking executives by Economist Impact shows an industry preparing for post-digitalization, purpose driven banking by 2035

500

decision makers reflected
in the insights

With global
corporate, commercial,
retail and digital
banks

What is the financial services industry's role in promoting social good?

76%

of respondents believe the industry "has strong obligation" to address societal needs and issues

79%

think that the industry should be "more engaged" in addressing societal challenges

82%

believe that banks can simultaneously better society while pursuing profit

Risks & opportunities abound, but **analytics paves a path forward**

Curious about how you can participate in better banking?
Explore the survey results, full report and more.