

Banks and Video Surveillance

The vast majority of U.S. consumers expect and want to see video surveillance cameras at their local banking branch. It makes them feel safer and even influences where they choose to bank.

98% 
feel secure conducting a transaction at their local banking branch, compared to:

93% when conducting transactions online and
83% using a mobile phone

94%
feel more secure when they see video surveillance in their bank or credit union

93%
would choose

a bank with video surveillance over one without, all other things being equal

50%
decided not to use an ATM because someone was loitering in the vestibule

96%
agree that it's important for banks and credit unions to have video surveillance cameras so that crimes (even if rare) are solved quickly and bank customers are protected

91%
think visible surveillance cameras help deter crime



The *Consumer Banking Habits and Security 2018* survey was conducted in January 2018 by Ipsos Public Affairs on behalf of March Networks. March Networks is a leading provider of video surveillance and video-based business intelligence solutions used by more than 500 financial institutions worldwide to enhance security, combat fraudulent losses, mitigate risks, and improve customer service and operations. marchnetworks.com