



Banking Online, Spending Online

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Heavy US online banking users spend a third more when buying online than those who do not bank online, according to a MODASolutions-commissioned study. The results of the study, conducted by J.C. Williams Group, were released in June 2007. Those who banked online had spent an average of \$1,060 online during the previous six months. That was more than double the \$488 spent online by respondents in a general J.C. Williams survey of online buyers.

The study also found that heavy bill payers had spent \$1,423 online during the previous six months, which was over a third more than the average online banking respondent. Eight in 10 respondents said that the most important factor to them when shopping online was the availability of "a safe and secure online payment option." The study was conducted among US online buyers over 20 years old. Over three-quarters of respondents were 25 to 54 years old, and two-thirds had annual household incomes over \$49,999.