



Net's the Place for Banking and Brokerage Info

29 September 2000: The internet is now second only to newspapers among media sources for retail banking customers seeking financial information, according to a recent survey by Harris Interactive. Following websites in popularity are television programs and magazines. Brokerage customers are even more likely to be regular users of websites, preferring them to newspapers.

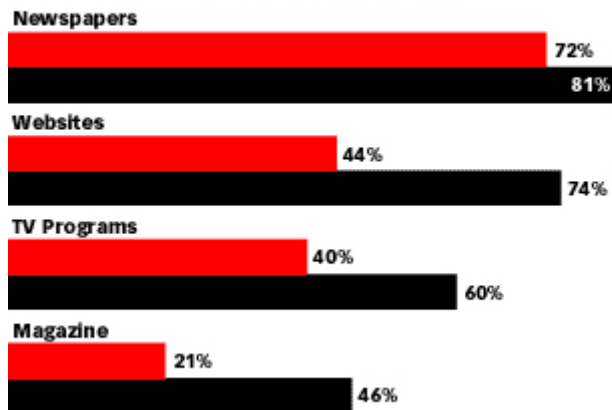
The [Harris Interactive Financial Landscape](#) study was fielded online among 11,699 retail banking customers and 2,089 brokerage customers.

Affluence of the customer was an important variable -- those with annual incomes over \$100,000 annually were consistently more likely than the total customer base to use the web as a financial information source. This was particularly noticeable among retail banking customers -- 74% of affluent customers, versus 44% of the overall market, regularly seek information on the web.

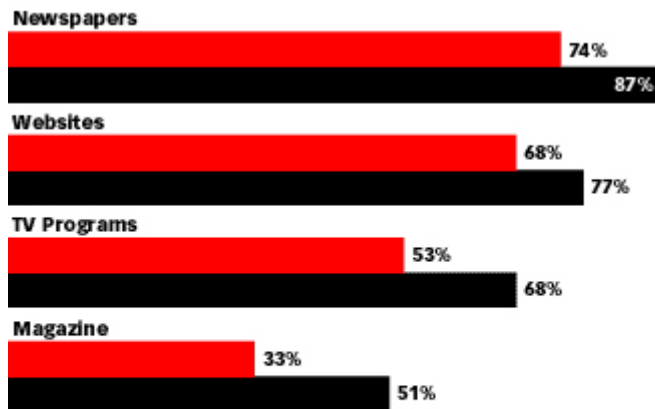
Harris also reports that 60% of banking and brokerage customers click on financial banner ads for additional information on products. Credit cards are the top product purchased through banner advertisements by both groups. Stocks and bonds ranked second for brokerage customers and auto insurance was a distant second for banking customers.

Regular Sources of Financial Information among Internet Users

Retail Banking Customers



Brokerage Customers



■ All Consumers ■ Affluent Consumers*

*Note: Consumers with \$100,000+ annual incomes.
Source: Harris Interactive, 2000