

CashEdge 2009 Consumer Online Banking Survey

Executive Summary

CashEdge Inc., a division of Fiserv, is the leading provider of Intelligent Money Movement™ services for banks, credit unions and wealth management firms, and has commissioned its fourth annual Consumer Online Banking Survey to examine the online banking behavior and preferences of consumers. The survey focuses on:

- Consumer interest in and demand for online banking services;
- Interest in new services, including person-to-person payment capabilities and mobile banking services; and
- Preference for type of provider for new payment services.

The survey polled more than 850 consumers nationwide aged 18 years and older who use online banking capabilities. These respondents described themselves as bank customers (76 percent), credit union members (22 percent) and customers of “direct/virtual banks” (two percent). The margin of error for the survey is three percent.

Conducted by the independent research firm Zoomerang, the national study was administered online in June 2009.

Key Findings

In CashEdge’s fourth annual Consumer Online Banking Survey, respondents indicated an increasing use of online money movement services and a growing interest in person-to-person (P2P) payments.

Online Banking Usage Remains Strong

According to the survey, online banking has become a mainstream application for consumers, with 81 percent of respondents currently accessing their financial institution online at least four times per month. And, while consumers are using online banking to conduct a variety of banking functions, including online bill pay and funds transfers, an overwhelming majority – 89 percent – expressed a desire to ultimately move all banking and financial transactions online.

Eighty-two percent of consumers polled are using more than one financial institution to meet their various banking needs, which is contributing to the demand for online funds transfer services.

Additionally, 64 percent of those polled are interested or extremely interested in funds transfers between their accounts housed at different institutions, and 41 percent currently conduct account to account transfers.

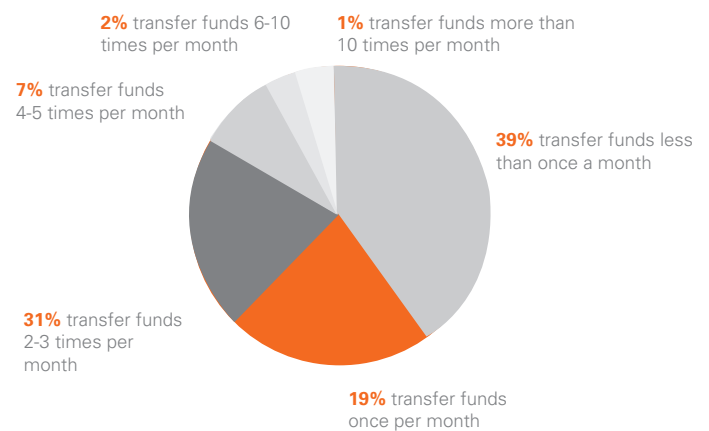
Consumer Interest for Bank-Sponsored P2P Payment Services Growing

Spurred by the growing use of online banking, including online account opening, bill pay and online funds transfers, consumers are seeking additional online money movement services, including the ability to transfer funds to their friends and family in a simple and secure way.

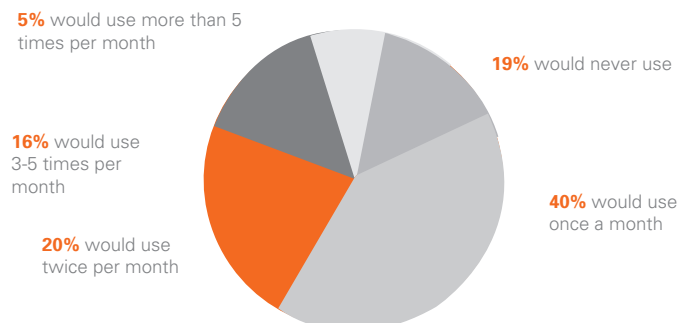
According to the 2009 survey:

81 percent of respondents would use a P2P service at least once a month, if offered by their financial institution.

How often do you transfer funds online between accounts housed at different institutions?



If your bank offered an online P2P payments service, how often would you use it?

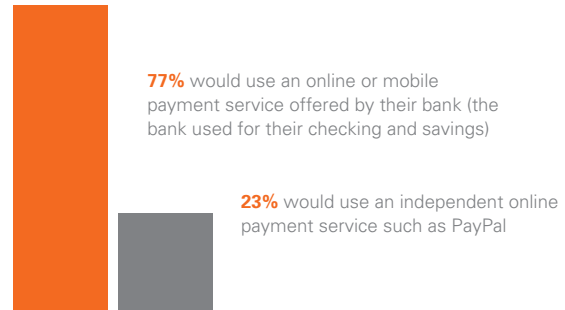


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Additionally, the survey found that:

- 77 percent of respondents would prefer to use a P2P service offered by their bank, over an independent online P2P service
- 73 percent of respondents felt that a P2P service offered through their bank would be more secure than an independent P2P service
- 69 percent of respondents felt that a P2P service offered through their bank would be more convenient than an independent P2P service

If you were to use an online P2P payments service, would you prefer to use a service offered through your bank or an independent service?

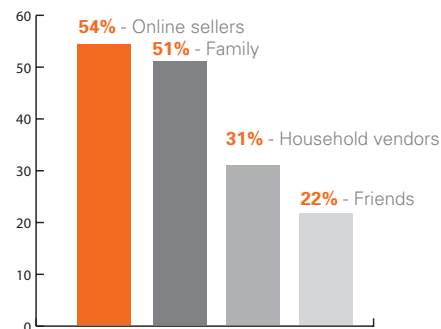


When asked to rank the importance of benefits of a bank-sponsored P2P payments service, consumers ranked the following as the most important:

- Security and privacy of a bank I trust
- Ability to manage my money in one place
- The convenience of setting up payments from anywhere

When consumers were asked who they would send money to if they were to use a bank-sponsored P2P payments service, respondents selected online sellers, family and household vendors as their top choices.

If your bank offered a P2P payments service, who do you think you would send money to online?

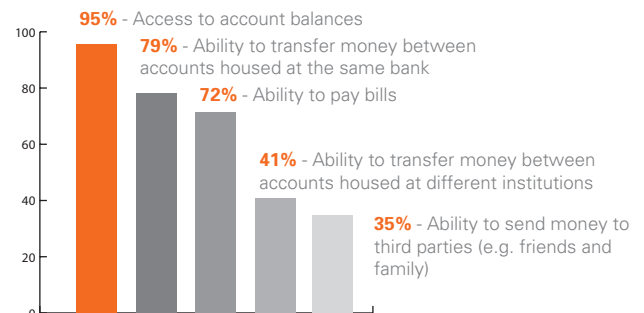


Consumers Desire Mobility

This year's survey demonstrates that consumers are interested in mobile banking and would use it to conduct a variety of banking functions.

More than 32 percent of respondents would use mobile banking technology if offered by their bank. These respondents were interested in a variety of mobile banking capabilities.

What capabilities would you like to see offered through a mobile banking application?



About CashEdge

CashEdge, a division of Fiserv, is the leading provider of innovative payments and aggregation solutions to financial institutions. These include Popmoney® person-to-person (P2P) payments, account transfers, account opening and funding, small business invoicing and payments, and financial account aggregation.

The Company is headquartered in New York City with offices in Silicon Valley and India. For more information, visit www.cashedge.com or www.popmoney.com.