

Meet the mobile banker

Mobile banking allows people to manage their money on the go. But what types of people use it most? In the ING International Survey on Mobile Banking, Social Media and Financial Behaviour 2014, we asked more than 12,000 people in Europe if they use mobile banking and found almost 5,000 who did.

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Mobile bankers are...



young & wealthy

Mobile banking is most popular among people aged 25-to-34 years. The average income of mobile bankers is about €200 a month more than people who don't use mobile banking.

well connected on social media



Mobile bankers are more than twice as likely to read financial blogs and contribute to online forums about money matters.

impulse shoppers



Four-in-ten mobile bankers admit to regularly buying something on impulse, compared with 28% of others. Does ready access to their bank balance give them a sense of financial security to "buy now"?

on top of their money matters



Almost a quarter of mobile bankers say "since using mobile banking, I have never missed a payment".

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Source: ING International Survey on Mobile Banking, Social Media and Financial Behaviour 2014. Read more on www.ezonomics.com/iis