Mature Australian consumers' adoption and consumption of self-service banking technologies

Abstract

The slow diffusion of self-service banking technologies (SSBTs) into the mature consumer market necessitates research to better understand this growing section of the population and the diversity that exists within this market. This research analyses the 50+ market through a segmentation approach based on the level of use of SSBTs. Three segments were identified: non-users, low users and medium-to-high users of SSBTs, and are profiled by frequency of use and demographic variables. Members of the medium-to-high user segment embrace a range of SSBTs and use credit card to facilitate their financial activities. Non-users and some low users prefer the customary way of conducting transactions and enjoy the personal interaction with the bank employee. These two segments do, however, have a moderate level of credit card use. Finally, a low level of replacement and disenchantment discontinuance was evident among the participants in this study.

INTRODUCTION

With the adoption of technologically enhanced service delivery methods, financial institutions have modified their approach to doing business with the consumer market. There has been a move away from the traditional interpersonal service model towards a situation where consumers are able to interact directly with different forms of self-service banking technologies (SSBTs). These technologies allow consumers to produce a service in their own time and independent of direct service employee involvement. [1, 2] A large and growing number of consumers are using these SSBTs that include Electronic Funds Transfer at the Point of Sale (EFTPOS), Automatic Teller Machines (ATMs), telephone banking, and Internet banking.

Not all consumers have adopted SSBTs with quite the same level of enthusiasm, with the mature consumer market (over 50 years of age) being the least likely to use SSBT. [3, 4] This paper investigates the mature consumer market, examining the level of adoption of SSBTs, the frequency of use of SSBTs and credit cards, and banking and payment methods used for selected financial activities. The research builds on a small number of studies in the Australian context [5,6,7] by providing a more detailed analysis of the market through segmentation and profiling techniques.

This paper commences with an overview of the structure of the mature Australian market. The diffusion of self-service technologies in the retail banking sector is then briefly addressed. In the next section the research design and method are outlined and the findings are reported. In the final section of the paper, a discussion of the survey results, limitations and future research directions are addressed.

AGEING AUSTRALIAN POPULATION

The population of the Western World is ageing. Australia has until recently had a relatively younger age profile than many other comparable countries. However, significant demographic changes are occurring due to low fertility rate and reduced mortality rates. The proportion of the Australian population aged 50 years and over will increase from 29% (5.7 million) in June 2002 to between 46%-50% (11.5 million to 14.3 million) in 2051.[8] Consequently the structure of the Australian population will change, with a greater concentration of people aged 50 years and above and a lower proportion of younger people. The greatest population growth in the 2001-2002 period occurred among persons aged 85 years and over with a 5.7% increase. Some 9.2% of the population is aged over 70 years, with a further 7.8% in the age bracket 60-69 and 12% in the 50-59 age range.[9]

The selection of a specific age as the official transition point to being designated as a mature consumer is recognised to be arbitrary.[10] Within Australia, Access Economics use 55 years as the age transition point, while Australian Bureau of Statistics uses 65. The largest not-for-profit organization in Australia, the National Seniors' Association, accepts members over 50 years of age. Further, research conducted by Carrigan [11] and Szmigin and Carrigan [12] has focused on mature consumers aged 50 years and over, while Mathur and Moschis [13] and Moschis, Bellenger and Folkman Curasi [14] define older consumers as individuals aged over 50 or 55 years. However, Moschis, Lee and Mathur [15] emphasized the limitations of using age as the main segmentation variable in research and thus, for this research, the primary segmentation variable is level of use of SSBTs while employing age as a secondary segmentation variable.

DIFFUSION OF SELF-SERVICE TECHNOLOGIES IN RETAIL BANKING

There are four key self-service technologies (SSTs) that have affected the traditional face-to-face delivery of banking services: ATMs, which were introduced in the late 70s; EFTPOS, introduced in the early 80s; telephone banking in the mid 90s; and Internet banking, which emerged in the late 90s. As we move into the 21st century, SSTs play an increasingly important role in the delivery of many core banking services. However, the adoption of these SSBTs by the mature consumer market has been slow as these services are less communicable, less divisible, more complex, and less compatible with the existing values and behaviours of mature consumers.[16, 17]

The rate of diffusion of SSBTs is therefore determined more by customer acceptance than by seller offerings.[18] Some customers perceive greater benefits from SSBTs, while other customers perceive greater benefits from face-to-face banking or a combination of both. Furthermore, a SSBT innovation may be rejected at any stage in the adoption process. Some consumers may reject the SSBT after the evaluation stage or after trialling a specific banking technology.

Rejection of SSBTs can also occur after adopting the banking technology; a situation referred to as 'discontinuance'.[17] Two types of discontinuance have been identified by Rogers [17]: replacement and disenchantment. The first type refers to ceasing to use one form of SSBT and then adopting another technology that is more suited to the consumer's needs. Disenchantment discontinuance occurs when a consumer ceases to use a specific SSBT and reverts to his or her previous behaviour. Prendergast and Marr [16] investigated disenchantment discontinuance in a New Zealand study that focused on three SSBTs namely, EFTPOS, ATM, and phone banking. Findings indicated that 5% of consumers over the age of 18 intended to discontinue use of ATMs and telephone banking and that 14% would not continue to use EFTPOS.

The present study will examine the two forms of discontinuance in relation to the four types of SSBTs adopted by mature consumers. Further, the paper will report on consumers' resistance [19] to SSBT innovations and also the level of adoption of SSBTs by the mature consumer market. Finally, credit card use will be examined in relation to the mature consumer, along with banking methods and payment approaches which mature consumers use to deal with a range of financial needs.

METHOD

A survey methodology was selected to address these research aims. Based on the type of information that was required, the wide dispersion of respondents across the region of interest (State of Queensland, Australia), and confidentiality and privacy issues, a mail self-administered questionnaire was considered most appropriate. In the preliminary research stages, sixteen in-depth interviews (ten non-users and six users of SSBTs) and four focus groups (two groups with non-users and two groups with users of SSBTs) were conducted to gain an understanding of the population of interest in relation to the context of this study. Participants ranged in age from 50 to 80+; both genders were equally represented; and a range of education levels, occupations and income levels provided a representative sample for these two research stages.

Based on the findings from the qualitative research stages and a review of the literature, a questionnaire was developed to profile the banking practices of mature consumers. Areas covered by the questionnaire included current and previous use of SSBTs, number of years of use for each SSBT, relative proportion of use for each method (including face-to-face banking) based on a fixed sum scale, frequency of use of banking methods and credit cards using a 6 point scale ranging from never (1) to more than 4 times a week (6), type of banking/payment methods used for a range of financial activities and household accounts, and various

demographic questions (see Table 1). Pre-testing of the questionnaire was first conducted with university academic and administrative staff over 50 years of age. A second pre-test was conducted with 20 mature consumer respondents from the local community. Minor changes were made to the wording and format of the questionnaire on the basis of feedback received during these trials. The questionnaire was supported with a covering letter from the CEO of the Seniors' association, reply-paid envelope and a tea bag as an inducement. No pre-notification of the survey or reminder letter was communicated to the potential respondents. The data were collected during late 2001 over a period of six weeks.

The sampling frame consisted of mature consumers over 50 years of age registered in a large Queensland Seniors database. A probability random sample of 600 member names was drawn from eight age categories: 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80-84 and 85+. For each age group, names were selected at random from the database in proportion to the size of the state's population in the corresponding age bracket. The response rate for the study was 35 % (208 responses). To check the representativeness of the sample, a Chi-square goodness of fit test was conducted on two key variables, age and usage level of each SSBT by age categories. The Australian Bureau of Statistics data were compared with respondent data on these dimensions and no significant differences were identified at the 0.05 level.

RESULTS

Profile of Respondents

Respondents ranged in age from 50 to 85+ years with an average age of 63 years. The 50-59 age group contained 40% (83) of respondents and is referred to as the 'young old', 32% (66) of respondents were in the 60-69 group, to be known as the 'mature old' group, and 24% (51) of respondents were in the 'old old' 70+ group.

The response rate in terms of gender resulted in 36% (75) male and 64% (133) female respondents. Marital status was dominated by the married category 67% (141) followed by 12% (25) widowed. Some 62% (129) of respondents lived in a 2-person household. Annual gross household income (before tax) varied from less than $19,999 to greater than $60,000, with 33% (69) of respondents in the $20,000 to $39,000 category. The highest level of education achieved ranged from 20% (42) primary/secondary (7-9 years of school) to 15% (30) degree/postgraduate qualification, with 27% (56) of respondents completing junior (10 years of school). Only 16% (33) of respondents were employed full time, with 48% (100) of respondents retired. More than 50% (107) of respondents were currently or previously employed in a professional or management position. Respondents who completed the questionnaire lived in regional and rural areas of the State of Queensland, with the greatest number living in the capital city (Brisbane) area 49% (103). Further details are provided in Table 1, with the demographic profile provided on an aggregate basis and broken down for each level of use of SSBT, namely non-users, low users, and medium-to-high users.

Profile of Banking Practices

To measure the level of use of SSBTs, an index was created for respondents based on the proportion of their normal banking practices attributed to each SSBT, including face-to-face banking. Using a fixed-sum scale, respondents reported their behaviour across five categories that summed to 100. The level of use of SSBTs varied across the sample with 19% (40) non-users (that is, they used only face-to-face services); 19% (40) low users (that is, less than 55% of their banking transactions involved using SSBTs) and 62% (128) medium-to-high users (that is, greater than 55% of their banking transactions involved SSBTs). The split in respondents between low versus medium-to-high usage level was based on the 25th percentile and a ten-point gap existing in the data points.

Table 1 shows the various demographic characteristics listed under their respective headings in the first column. The second column reports the number and corresponding percentages for each of these demographic categories in this sample of 208. The remaining three columns show the numbers within each demographic category falling into the non-user, low user, and medium-to-high user groups. The percentages to the right of each of these figures are based on the group number indicated at the head of each of the last four columns. Thus, the table shows that 5 'young old' rated themselves as non-users of SSBT, which represents 12.5% of the non-users group (5/40). By comparing each of the percentages in the last three columns with the percentage shown in the second column, it is possible to see whether or not members of each of the demographic categories are spread evenly over the different user groups. To complete the example started above, 40% (83) of the sample were in the 50-59 age category, but we can see looking at the percentages across the row that they were not evenly distributed among the three user categories. A very low percentage (12.5%) described themselves as non-users. The same visual checking process can be used for other rows to gain an intuitive understanding of the trends in these data.

At a more formal level, Chi-square goodness of fit tests were used to test for differences between observed and expected frequencies within each demographic category. Results indicated that there was a significant effect for Age: χ^2 (4) = 25.13, $p < .01$. Follow-up tests showed that the discrepancy was due to the <u>low</u> proportion of the 'young old' group describing themselves as non-users and also to the <u>high</u> proportion of the 'old old' group that fell into this category. There was also a significant effect for Household: χ^2 (4) = 9.99, $p < .05$. In this case,

the effect was due to the high proportion of 1-person households falling into the non-user category. There were no other differences but several trends were evident that just failed to reach significance: users of SSBT tend to be better educated, still working, and to have higher incomes. These findings support Kwan [5] and Marshall and Heslop [20] who found that users of ATMs tend to be younger olds, better educated and to have held professional jobs in the past. Further, Zeithaml and Gilly [21] concluded that in relation to ATMs and EFTPOS, elderly consumers were more likely to prefer the customary way of conducting transactions and enjoyed the personal interaction with the bank employee.

The preceding analyses dealt with the characteristics of users and non-users in relation to SSBT. Turning our attention to the different types of SSBT technologies, we can also differentiate between the low user and the medium-to-high user groups in terms of the technologies they prefer. For the purposes of this comparison, we have included face-to-face banking. Table 2 contains this information.

INSERT 'TABLE 2' HERE

Overall the usage levels of individual SSBTs were as follows: EFTPOS was used by 56% (118) of the sample; ATM, 67% (141); telephone banking, 41% (86); internet banking, 15% (31); and face-to-face banking was used by 94% (196) of the respondents. Based on further analysis, data indicate that usage level of EFTPOS, ATMs, and telephone banking of respondents for people under 65 years of age is double that of the respondents aged 65 years and above. However, for Internet banking, only 3 of the 31 respondents using this method were over the age of 65.

In terms of the number of years mature consumers reported using the various SSBTs, for EFTPOS, low and medium-to-high users range of use was from 1 to 20 years with a median of 6

years; for ATMs, 1 to 25 years with a median of 10 years for both groups; telephone banking, 1-6 years with a median of 2 years for low users and 0.8 to 15 years with a median of 3 years for medium-to-high users, and finally for Internet banking, for low users 1-3 years with a median of 1 year and 0.5 to 4 years with a median of 1.5 years for medium-to-high users. These findings indicate that the diffusion of the banking methods into the mature consumer market have occurred over the length of time that these SSBTs have been available in Australia. Further, based on the findings reported in Table 2, medium-to-high users have a higher median percentage usage rate of all SSBTs when compared to low users.

To examine the usage level in further depth, we collected data on the frequency of usage for each of the banking methods. These results are outlined in Table 3 with the highest frequency category (apart from non-user) for each method shaded. Medium-to-high users of SSBTs tend to rarely use face-to-face banking, with most low users or non-users of SSBTs tending to use this method a little more regularly. Most respondents in the low use category use EFTPOS rarely or a few times a month, while medium to high users of SSBTs indicated they are more frequent uses of EFTPOS. The results for ATMs and telephone banking for each segment are the same as for EFTPOS. Respondents who had adopted Internet banking tend to be highest users of SSBTs. These users were mostly from the 'young old' or 'mature old' age groups.

INSERT 'TABLE 3' HERE

Discontinuance – replacement and disenchantment

In order to identify the potential for discontinuance, respondents were asked to indicate the number of years they have currently used each SSBT. They were then asked if they had previously used one or more SSBTs and to indicate the number of years they had previously

used the method. The process used to identify disenchantment discontinuance in this study

differed from the approach taken by Prendergast and Marr [16] who asked respondents (18 years

or over) to indicate whether they intended to continue to use SSBT. Further, Prendergast and

Marr [16] focused on disenchantment, whereas this study measured both types of discontinuance.

We did not collect data on why people changed their banking practices.

Replacement discontinuance is exhibited by respondents when they cease to use a SSBT and

replace it with another SSBT not currently being used. Findings presented in Table 4 in relation

to EFTPOS indicate that 3.3% (4) respondents had discontinued this method with three

respondents replacing it with telephone banking and one with Internet banking. Three of the

respondents also continued to use ATMs. A further 2% (3) respondents ceased to use ATMs,

with two respondents replacing it with EFTPOS and one respondent selecting Internet banking

and continued use of telephone phone banking. In terms of telephone banking, 2.3% (2)

respondents ceased to use this method and replaced it with Internet banking. Both respondents

continued to use EFTPOS and ATMs. There are no research data on replacement discontinuance

against which to compare these findings.

INSERT 'TABLE 4' HERE

Disenchantment discontinuance occurs when respondents cease to use a SSBT and do not

replace it with another SSBT. In terms of EFTPOS, one respondent (.8%) in her mid 50's ceased

using this method after 10 years and now uses only face-to-face banking. Prendergast and Marr

[16] reported in their study 14.4% of respondents ceasing to use EFTPOS, however this was due to

the bank withdrawing the EFTPOS scheme and thus the cause did not relate to the respondent.

For ATMs, only one respondent (.7%) in her late 50's ceased using this method after 15 years

and reverted to face-to-face banking. This low percentage is similar to the 5% disenchantment discontinuance reported by Prendergast and Marr.[16] Regarding telephone banking, in the current study a further two people (2.3%) reported ceasing to use this method. One female respondent in her mid 80's stopped using this method after one year and uses only face-to-face banking. The second respondent in his late 50s ceased using telephone banking after 8 years, but continues to use EFTPOS and ATMs. These findings are comparable with those reported by Prendergast and Marr [16] who found that 5% of their respondents did not intend to use this method in future. Finally, in relation to Internet banking, one respondent (3%) in her late 50s ceased using this method after 6 months, but continued to use EFTPOS and ATMs.

Frequency of credit card use and situation

The purpose of examining credit card use in the context of this study was to determine if non-users of SSBTs used credit cards such as Visa, Mastercard and Bankcard as a possible substitute for SSBTs. Use of credit cards is another approach to managing one's financial affairs and for the mature consumers it further reduces the amount of cash they need to withdraw and handle, thus reducing personal risk. Previous research has stressed that frequency of credit card use is a more accurate measure than just the number of cards one holds.[13] It is also important to consider the situation in which credit cards are used. Findings presented in Table 5 indicate that 70% of non-users of SSBTs make use of credit cards for in-store purchases, while 35% of this segment use credit cards for payments by telephone. Frequency of use for in-store purchases was mostly only 'a few times a month'. Janelle, not sure what you mean. In-store credit card users are from across all age categories with half of the users in the 70+ age bracket. They are mostly retired and half of the credit card users in this segment have a household income of <$30,000. The profile of respondents using a credit card over the telephone is similar to the in-store usage profile.

The low-user group indicated a high level of in-store credit card use (80%), and as before the frequency of use was mostly 'a few times a month'. The medium-to-high group exhibited a similar level of adoption to that of lower users (86%) with frequency of use being shared between 'a few times a month' and '2-3 times a week'. This group also reported a moderate level of credit card use by telephone (65%) and much lower use by Internet (19%). Only 35% of the low-use group use credit cards over the phone and 2.5% over the Internet. From these results, we can infer that users of SSBTs prefer to have a range of banking and payment options available to them to suit the situation as it arises.

INSERT 'TABLE 5' HERE

Further analysis was conducted to determine if there was a relationship between using a credit card and age of respondent, frequency of using a credit and age of respondent, and frequency of using a credit card for each SSBT segment and age of respondent. The results from a series of Chi square tests indicated that the relationships were not significant. These findings are contrary to those reported by Mathur and Moschis [13], where they found that credit card use is inversely related to age. Mathur and Moschis [13], however, tested if there were differences between respondents under 50 years of age against those 75+. Our research focused on three age groups in the 50+ market and this could account for the different outcomes. Their research was also conducted a decade ago when usage rates for SSBTs were likely to have been lower across all age groups.

Banking and payment methods used for selected financial activities

In this final section, we report findings relating to how the different groups in our sample prefer to handle their daily financial transactions. To elicit this information, the questionnaire

contained a table where respondents were required to tick the main banking/payment method they used. In terms of *withdrawing money*, non-users and low users mostly use face-to-face banking, while medium-to-high users show a much strong tendency to withdraw money from ATMs. The majority of older consumers *deposit money* during a face-to-face service encounter at a bank, with a small percentage of medium-to-high users (6%) depositing money through an ATM or at the Australia Post Office (13%). On average about 60% of mature consumers *check their account balance*, with non-users doing this during face-to-face banking, low users using the same method or telephone banking, and medium-to-high users mostly using ATMs and telephone banking and some Internet banking. Mature consumers normally receive by mail a monthly bank account statement, thus reducing the need for this activity. Finally, in relation to the *transfer of funds between accounts*, non-users rely solely on face-to-face banking, low users employ the same method or use telephone banking. Medium-to-high users of SSBTs use a variety of methods including (in order of preference) telephone banking, face-to-face banking, Internet banking, ATMs, and cheque.

Two further financial activities were selected that all mature consumers would need to deal with at least a couple of times per month. Firstly, *paying for groceries*, where non-users indicated that their main payment method was cash, with some using a credit card and a very few paying by cheque. Low users equally use cash or credit card with a small number reporting using EFTPOS, while medium-to-heavy users mostly use EFTPOS, followed by equal use of a credit card or cash.

Payment of the *main household accounts* - for example electricity, gas, rates and telephone - are dealt with by all segments in a variety of ways. Non-users mostly use cheque, followed by credit card (Visa, Mastercard or Bankcard as specified by the service provider), Australia Post Office,

and then cash. Low users indicated that their main payment method was cheque, followed by credit card and Australia Post Office. Finally, medium-to-heavy users reported using a credit card as their main payment method followed very closely by telephone banking (BPAY – bill payment, whereby individuals can contact their bank and make a direct withdrawal from a select bank account to the service provider), then cheque, EFTPOS, Australia Post Office, Internet banking (using another variant of BPAY) and, lastly, cash.

DISCUSSION AND CONCLUSION

The present study was designed to address questions concerning the level of diffusion of SSBTs and the frequency with which these services are consumed by the mature consumer market. To gain a more comprehensive understanding of this market, we also investigated the level of consumer resistance to using SSBTs and how credit card use facilitates mature consumers in managing their financial affairs.

A major finding that emerges from the segmentation analysis is that there is a substantial group of mature consumers across all age groups using a variety of SSBTs. In the medium-to-high user segment, the diffusion of SSBTs includes all adoption categories namely innovators, early adopters, early majority, late majority and laggards. This segment does not appear to exhibit the technophobia that is so often associated with mature consumers. Even though they have not grown up with the various forms of SSBTs, they use them quite readily.

The non-user segment, and to some degree the low user segment, displayed a level of innovation resistance to some or all SSBTs. For these innovations to be adopted, consumers will have to make considerable changes to their long-established banking habits. Consumers are required to make an investment in time and effort to learn about the new banking methods. However, for

this to occur they need to perceive that the benefits or value from adopting a SSBT are greater then the costs they would incur. Improving our understanding of the main sources of consumer resistance exhibited by the non-user segment will enable financial providers to more closely tailor offerings to suit the needs of this market segment.

Discontinuance was evident in this study in both forms, with more cases of replacement, thus indicating that there are mature consumers willing to change to more innovative SSBTs like telephone banking and Internet banking. However, there are other mature consumers who stopped using a SSBT and did not adopt any other form of SSBT. These findings extend the work of Prendergast and Marr [16] on disenchantment discontinuance and highlight replacement discontinuance as an area that requires further investigation in relation to SSBTs.

A key finding that emerged from the analysis of the use of credit cards was the high level of in-store use by non-users of SSBTs. This market would appear to use a credit card to supplement their cash payment methods. In the medium-to-high user segment, credit card use is relatively high, giving consumers another option for dealing with financial matters.

Trends in terms of banking and payment methods used for selected financial activities by the medium-to-high user segment show strong evidence that electronic banking is a central part of the lifestyle of many older consumers. However, non-users and some low users have not embraced these new methods and thus approach their financial matters in a more traditional manner preferring personal interaction. Diversity in approaches to dealing with financial activities is truly evident across all ages of the mature consumer market.

One of the limitations of this research is that it was based on a sample taken from a private Seniors' database. It could be argued that data collected from such a database does not reflect the views and attitudes of the population at large. We cannot say that this criticism is unwarranted but we do point out that our findings are for the most part consistent with those reported by other researchers in this field. We observed that non-users were mostly older consumers living on their own. We were not able to replicate other findings indicating that education and professional background are factors that should also be considered. There were some trends in our data that lent a degree of support to these earlier findings, but the trends were not strong enough to be regarded as statistically significant. A broader sample with less restriction on variables such as age, income, and education would yield more reliable findings regarding the influence of these variables.

Evidence of replacement and disenchantment discontinuance was identified in a small section of the mature consumer market however we were unable to specify specific reasons for this reported behaviour. Possible reasons include interruption to the availability of services, changes in lifestyle, and changes in personal circumstances. As noted earlier, other researchers have reported higher levels of discontinuance and our own finding of low levels of discontinuance needs to be replicated. We recommend further research this area and stress the importance of collecting data on reasons for discontinuance.

To conclude, segmenting the mature consumer market by level of use of SSBTs has enriched our understanding of the financial behaviour of mature consumers. Additional descriptive data relating to credit card usage and preferred methods of dealing with daily financial transactions have provided further insights into the ways in which mature consumers handle this aspect of their lives. To advance the state of knowledge in this area, there is a strong need to gain a more

informed understanding of the beliefs and attitudes mature consumers have towards using SSBTs. Such an understanding will require analysis not just of consumer behaviors but also the antecedent factors that shape attitudes and intentions. Factors that require further investigation are those from the diffusion of innovation (e.g. perceived compatibility), service encounter (e.g. personal contact, technology discomfort), and technology acceptance (e.g. perceived usefulness, perceived ease of use) literatures. When we have this knowledge, we will be better placed to serve the needs of this growing section of the population.

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Table 1 Demographic profile

		All = 208[1]	Non-Users of SSBT: 40 (used 0%)	Low Users of SSBT: 40 (used <55%)	Med - High Users of SSBT: 128 (used > 55%)
		No. (%)	No. (%)	No. (%)	No. (%)
Official Age:	50-59 "young old"	83 (40)	5 (12.5)	18 (45)	60 (47)
	60-69 "mature old"	66 (32)	13 (32.5)	14 (35)	39 (30)
	70+ "old old"	51 (24)	21 (52.5)	8 (20)	22 (17)
	Not stated	8 (4)	1 (2.5)	-	7 (6)
Gender:	Male	75 (36)	17 (42)	18 (45)	40 (31)
	Female	133 (64)	23 (58)	22 (55)	88 (69)
Marital Status:					
	Never Married	17 (8)	2 (5)	6 (15)	9 (7)
	Married	141 (67)	27 (67)	24 (60)	90 (71)
	Divorced/Separated	25 (12)	4 (10)	5 (12.5)	16 (13)
	Widowed	25 (12)	7 (18)	5 (12.5)	13 (10)
Household:	1 Person	58 (28)	19 (47)	10 (25)	29 (22)
	2 Persons	129 (62)	19 (47)	25 (62)	85 (67)
	3+ Persons	21 (10)	2 (5)	5 (12)	14 (12)
Income: Australian $ <19,999		64 (31)	17 (43)	12 (30)	35 (28)
	20,000 – 39,999	69 (33)	10 (25)	15 (38)	44 (34)
	40,000 – 59,999	33 (16)	6 (17)	6 (15)	21 (16)
	>60,000	28 (13)	1 (2)	6 (15)	21 (16)
	Not stated	14 (7)	6 (15)	1 (2)	7 (6)
Education:	Primary/Secondary	42 (20)	10 (26)	6 (15)	26 (21)
	Completed Junior	56 (27)	16 (40)	9 (23)	31 (24)
	Completed Senior	34 (16)	5 (12)	8 (20)	21 (16)
	Skill Vocational	31 (15)	4 (10)	5 (12)	22 (17)
	Diploma	15 (7)	2 (5)	3 (7)	10 (8)
	Degree/Postgrad	30 (15)	3 (7)	9 (23)	18 (14)
Employment:	Full time	33 (16)	4 (10)	11 (27)	18 (14)
	Part time	38 (18)	5 (12)	4 (10)	29 (23)
	Retired	100 (48)	25 (64)	18 (45)	57 (45)
	Home duties	22 (11)	4 (10)	4 (10)	14 (11)
	Other	15 (7)	2 (2)	3 (7)	10 (7)
Occupation:	Management	43 (21)	8 (20)	10 (25)	25 (20)
	Professional	64 (31)	8 (20)	14 (35)	42 (33)
	Clerical	53 (25)	12 (30)	8 (20)	33 (26)
	Trade/Labourer	24 (12)	7 (17)	4 (10)	13 (10)
	Home duties	21 (10)	3 (8)	4 (10)	14 (10.5)
	Other	3 (1)	2 (5)	-	1 (0.5)

Notes:
1. Some areas have a small amount of missing data.
2. The percentages given in brackets are based on column totals

Table 2 Level of use of banking methods

		All = 208	Non-Users of SSBT: 40 (used 0%)	Low Users of SSBT: 40 (used <55%)	Med - High Users of SSBT: 128 (used > 55%)
Face-to-Face Banking:	No of Users	**196 (94%)**	40	40	116*
	Median %	20	100	65	10
	Minimum use %	1	100	25	1
	Maximum use %	100	100	99	40
EFTPOS:	No of Users	**118 (56%)**	-	18	100
	Median %	35	-	20	40
	Minimum use %	1	-	2	1
	Maximum use %	99	-	50	99
ATMs:	No of Users	**141 (67%)**	-	25	116
	Median %	35	-	25	40
	Minimum use %	1	-	1	1
	Maximum use %	100	-	50	100
Telephone Banking:	No of Users	**86 (41%)**	-	16	70
	Median %	10	-	7.5	18
	Minimum use %	1	-	1	1
	Maximum use %	89	-	50	89
Internet Banking:	No of Users	**31 (15%)**	-	5	26
	Median %	10	-	10	12.5
	Minimum use %	1	-	1	2
	Maximum use %	80	-	30	80

* 12 respondents reported not using face-to-face banking

Table 3 Frequency of use of banking methods

Frequency of use	Banking Methods				
	Face-to-face No.	EFTPOS No.	ATMs No.	Telephone No.	Internet No.
Never use	12	90	67	122	177
Rarely	89	24	30	29	8
Few times a month	77	26	45	39	12
Once a week	30	26	43	11	2
2-3 times a week	6	33	20	6	6
> 4 times a week	0	9	3	1	3

Table 5 Mature consumers' replacement and disenchantment discontinuance of SSBTs

	EFTPOS	ATMs	Telephone Banking	Internet Banking
No. using SSBT	118	141	86	31
Replacement	4 (3.3%)	3 (2%)	2 (2.3%)	-
Disenchantment	1 (0.8%)	1 (0.7%)	2 (2.3%)	1 (3%)

Table 5 Frequency of credit card use by situation

	All = 208	Non-Users of SSBT: 40 (used 0%)	Low Users of SSBT: 40 (used <55%)	Med - High Users of SSBT: 128 (used > 55%)
Credit Card - In store: Users	170	28 (70%)	32 (80%)	110 (86%)
Never use	38	12	8	18
Rarely	40	9	8	23
Few times a month	56	14	10	32
Once a week	10	1	2	7
2-3 times a week	43	3	9	31
> 4 times a week	21	1	3	17
Credit Card – Telephone: Users	111	14 (35%)	14 (35%)	83 (65%)
Never use	97		26	45
Rarely	58	9	9	40
Few times a month	38	4	4	30
Once a week	8	0	0	8
2-3 times a week	6	0	1	5
> 4 times a week	1	1	-	-
Credit Card – Internet: Users	25	-	1 (2.5%)	24 (19%)
Never use	183	-	39	104
Rarely	16	-	1	15
Few times a month	4	-	-	4
Once a week	4	-	-	4
2-3 times a week	1	-	-	1