

Canada Leads World in Online Banking Usage

Bank of Montreal Sites Achieves Fastest Visitor Growth during Past Year

TORONTO, July 10, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a report on the Canadian online banking sector showing that Canada is one of the world's most developed markets for online banking. "Canadians are typically very savvy Internet users, a fact that is underscored by their heavy usage of online banking," said Brent Bernie, president of comScore Media Metrix, comScore Canada. "But because the Canadian online banking sector is so developed and competition already so fierce, banks need to closely examine how they are meeting the needs of their consumers online if they are to achieve customer growth and retention through this increasingly important channel."

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

Some key facts that highlight Canadians' heavy usage of online banking:

-- Of the 37 global markets individually-reported by comScore, Canada ranked number one in adoption of online banking, with 67.1 of Canadian Internet users banking online in April 2008. Other English-speaking countries had significantly lower penetration, including the U.K. (49.5 percent), U.S. (44.4 percent), and Australia (41.7 percent).

-- Canadians also led the world in online banking frequency, with an average of 8 usage days and 10.5 online banking visits per visitor in April.

-- Canadians spent an average of 46 minutes on banking sites in April, viewing approximately 121 pages per visitor.

Bank of Montreal Sites Sees Strong Gains

Of the nearly 24 million Canadian Internet users, 15.5 million visited a banking site in April. RBC Financial group led the category with 4.6 million visitors, followed by TD Bank Financial Group with 4.5 million visitors and Bank of Montreal Sites with 3 million visitors. Among those banks in the top 10, Bank of Montreal Sites experienced the greatest increase in visitation during the past year, growing 22 percent.

Top Online Banking Sites
 April 2008 vs. April 2007
 Total Canada - Home and Work Locations*
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Apr-07	Apr-08	% Change
Total Internet: Total Audience	23,026	23,947	4
Banking	15,138	15,468	2
RBC Financial Group	4,646	4,564	-2
TD Bank Financial Group	4,459	4,527	2
Bank of Montreal Sites	2,474	3,020	22
Canadian Imperial Bank of Commerce	2,807	2,873	2
Desjardins Group	2,870	2,722	-5
Scotiabank Group	2,642	2,348	-11
PCFINANCIAL.CA	1,150	1,039	-10
BNC.CA	923	975	6
ING Group	901	817	-9

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

45-54 Year Olds are Heaviest Online Bankers

A demographic profile of the visitors to the online banking category reveals that while the percent of consumers using online banking services is generally higher among younger age segments, the frequency of usage is slightly higher among older age segments. Highlighting the generational gap that exists among users of online banking, approximately 74 percent of those between the ages of 25-44 use online banking services compared to 63 percent among those age 55 and older.

As an age group that often confronts financial challenges, including retirement planning and paying for their kids' university education, 45-54 year olds represent a particularly important age segment for online banking. The segment shows both high penetration (73 percent) and the heaviest frequency in usage (12 visits and 157 pages per visitor per month).

Banking Category Demographics
April 2008
Total Canada - Home and Work Locations*
Source: comScore Media Metrix

	% Reach	Average Pages per Visitor	Average Visits per Visitor
Total Audience:			
Banking	64.6	121	10.2
Persons - Age			
Persons: 18-24	65.3	126	9.9
Persons: 25-34	75.6	115	10.4
Persons: 35-44	73.9	122	10.5
Persons: 45-54	73.3	157	12.1
Persons: 55-64	66.0	129	11.0
Persons: 65+	58.6	109	10.3

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs

Reaching Light Users of Online Banking Services

Light users of online banking accounted for 32.3 percent of Canada's online population in April, according to the comScore Segment Metrix H/M/L service, which provides analysis of online activity by heavy, medium and light users of the Internet and specific site categories. Light online bankers represent an opportune target for banks seeking new customers since they may be more easily enticed to switch brands through incentive offers than heavier users who are more highly engaged in their banks' sites and theoretically, more brand loyal.

For a marketer to efficiently reach their desired target audience when allocating online advertising dollars, comScore Segment Metrix helps identify sites on the Internet where the marketer can find higher than normal concentrations of their desired target. Categories of sites that attract a higher than normal concentration of light online bankers include car rental sites which have a composition of 37.4 percent of light online banking users versus the overall Internet composition of 32.3 percent, followed by personal finance sites (36.6 percent), and gay/lesbian sites (36.1 percent).

Site Categories with Highest Concentration of Light Bankers*
April 2008
Total Canada - Home and Work Locations**
Source: comScore Segment Metrix H/M/L

	% Composition Unique Visitors
Total Online Banking - Light	32.3
Car Rental	37.4
Personal Finance	36.6

Gay/Lesbian	36.1
Online Trading	35.9
Career - Training and Education	35.2
Jewelry/Luxury Goods/Accessories	34.7
Auto Manufacturer	34.0
Personals	33.6
Travel - Ground/Cruise	32.9

*Light bankers are defined as the lightest 50 percent of users based on time spent at banking sites

**Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>

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