



ATM Industry Statistics

- The typical ATM customer will spend 20-25% more than a non-ATM customer in your location
- 60% of Americans between the ages of 25 and 34 and 51% between 35 and 49, use ATMs eight (8) times a month
- The typical ATM user visits an ATM an average of 7.4 times per month
- The average amount of money withdrawn is \$60.00 with \$20 being the most common withdrawal
- The most popular day for ATM usage is Friday
- Americans cite 24-hour access as the most beneficial feature for ATM usage
- Half of all adult Americans use ATMs regularly, with younger Americans and those with high incomes using them most often
- Overall, 60% of those making over \$40,000 a year use ATMs, while only 30% of Americans making less than \$20,000 a year use them

