

# HOW CANADIANS BANK

WINTER 2018 - SURVEY OF 4000 CANADIANS  
FOR THE CANADIAN BANKERS ASSOCIATION

ASSOCIATION  
DES BANQUIERS  
CANADIENS **b** CANADIAN  
BANKERS  
ASSOCIATION

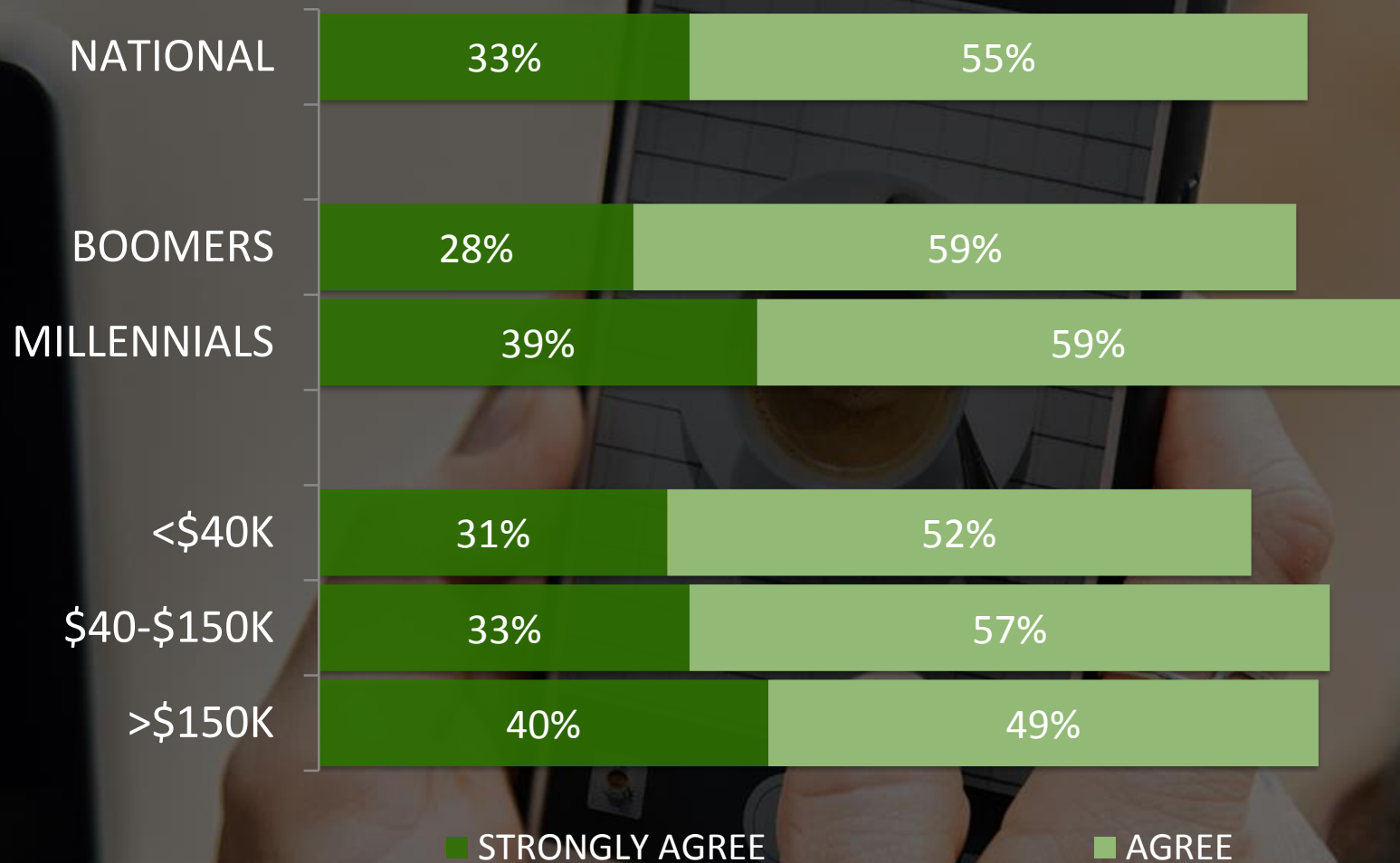
ABACUS DATA

# METHODOLOGY

Survey conducted online with 4,000 Canadians aged 18+ December, 2018. The margin of error for a comparable probability-based random sample is +/- 1.8%, 19 times out of 20.

The data were weighted according to census to ensure sample matched Canada's population according to age, gender, education, region.

# MY BANK HAS BEEN IMPROVING SERVICE FOR ME THROUGH NEW TECHNOLOGIES



Please indicate if you strongly agree, agree, disagree or strongly disagree with the following:

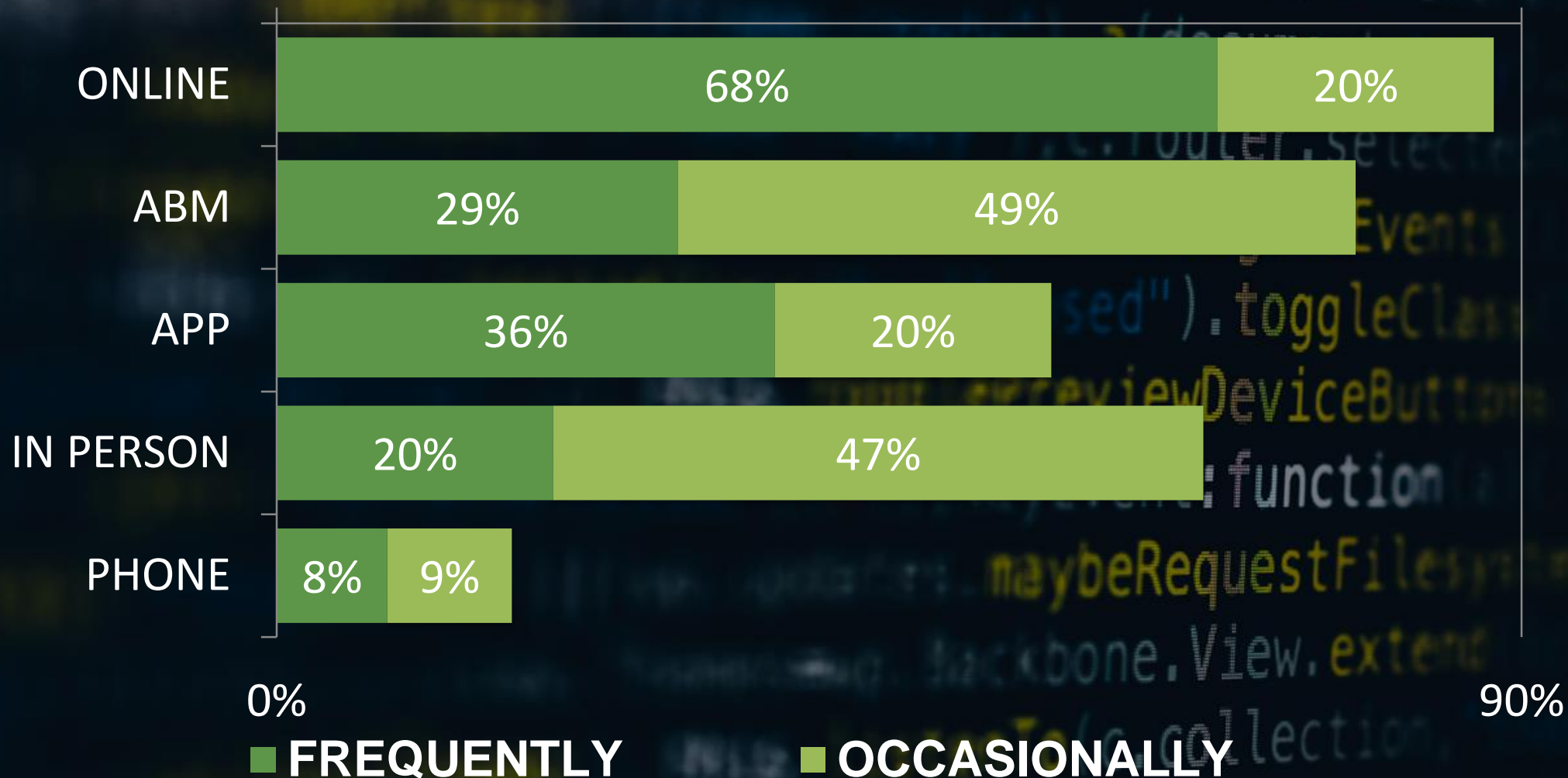


# 88%

**"I TRUST MY BANK WHEN IT  
COMES TO THE SECURITY OF  
DIGITAL BANKING SERVICES"**

Please indicate if you strongly agree, agree, disagree or strongly disagree with the following:

# METHODS OF BANKING USED IN LAST YEAR



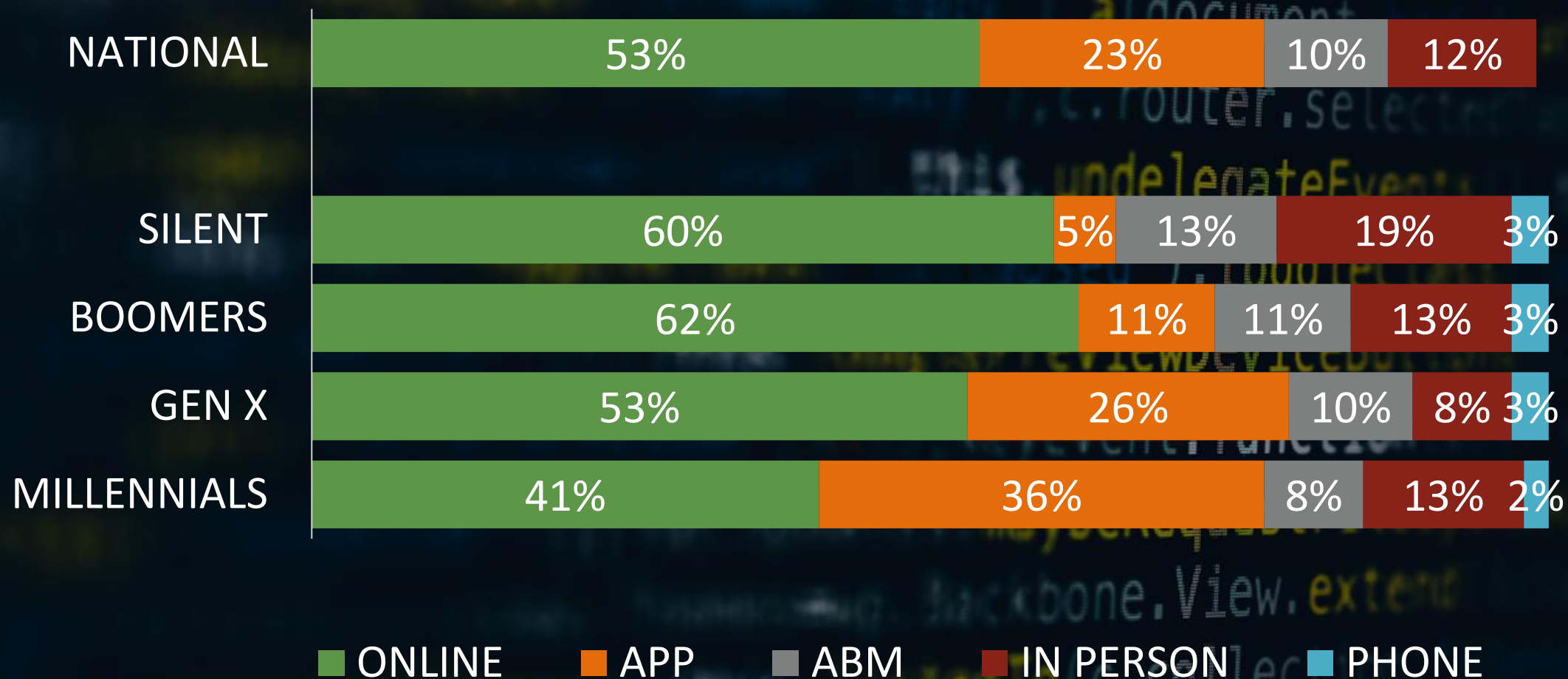
Have you used each of the following methods to conduct banking in the last year frequently, occasionally, almost never or not at all?

# SATISFACTION WITH BANKING METHODS



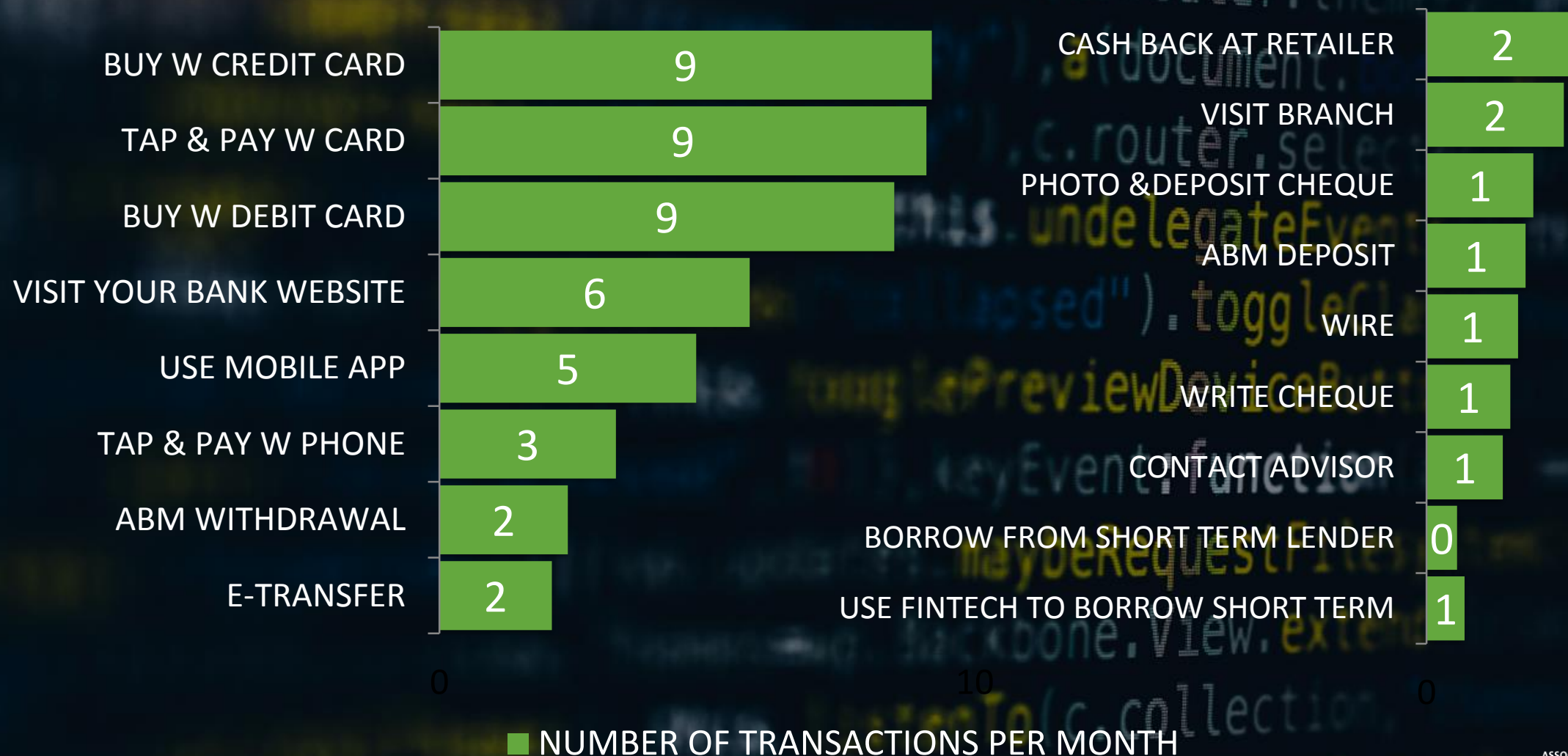
How satisfied are you with each of those methods of banking?

# MOST USED BANKING METHOD BY GENERATION



Which do you use to conduct most of your banking transactions?

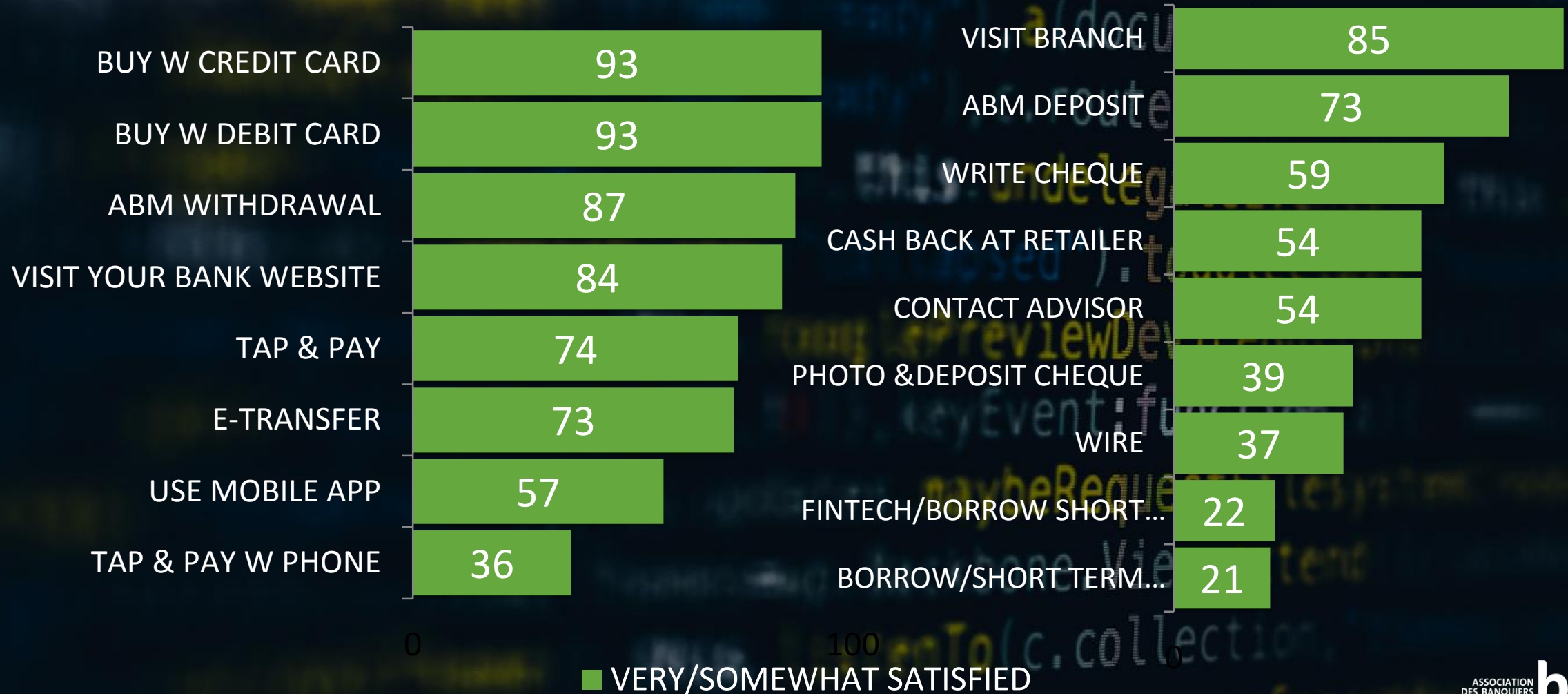
# TRANSACTIONS IN A TYPICAL MONTH



For each would you say that your use of these methods for banking has been increasing, decreasing or staying about the same?

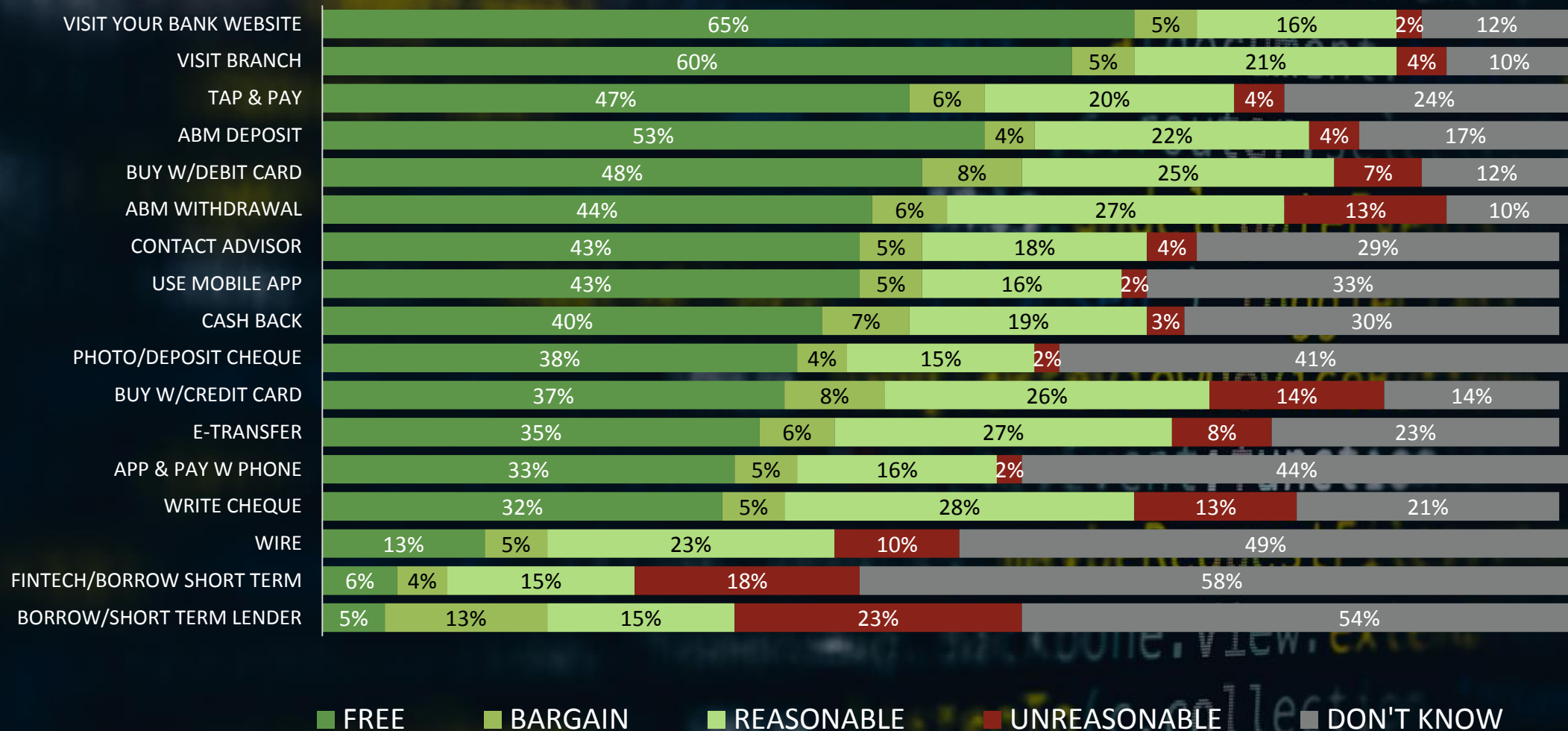


# SATISFACTION WITH TRANSACTION TYPE



How satisfied would you say you are with each of these ways of doing financial transactions?

# FEELING ABOUT COST OF SERVICE



For each of these ways of doing banking transactions, please indicate if you think the cost or any fee you are charged for this is a bargain, reasonable, or unreasonably expensive?

32%

PROPORTION OF MY FINANCIAL TRANSACTIONS I DO WITH MOBILE DEVICE

41%

EXPECTED PROPORTION IN FIVE YEARS

What percentage of your financial transactions would you say you currently conduct using your mobile device?/ In five years time, what percentage do you think you will conduct using your mobile device?

16%

PROPORTION OF **BOOMERS** FINANCIAL TRANSACTIONS DONE WITH MOBILE DEVICE

49%

PROPORTION OF **MILLENNIALS** FINANCIAL TRANSACTIONS DONE WITH MOBILE DEVICE

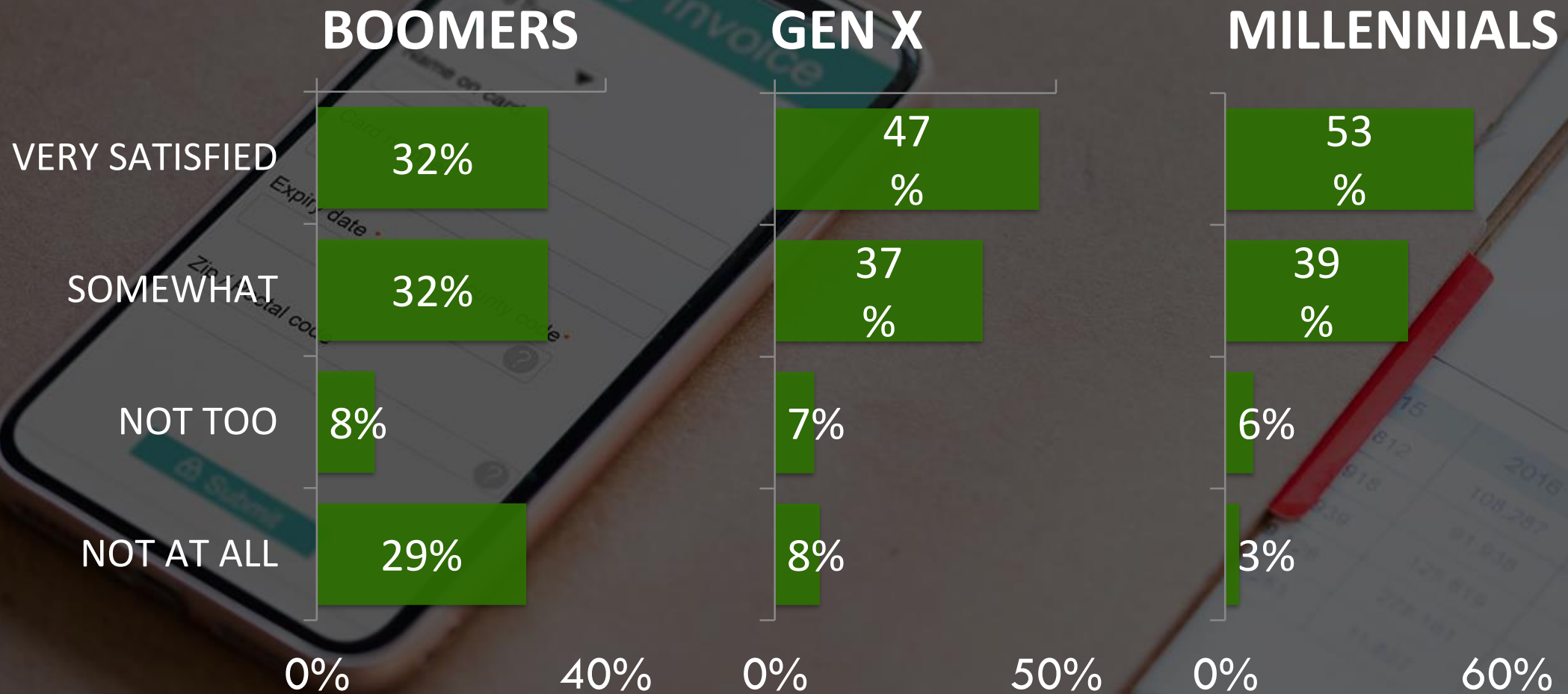
What percentage of your financial transactions would you say you currently conduct using your mobile device?

# SATISFACTION WITH MOBILE BANKING EXPERIENCE



Thinking about your mobile device and the different transactions you can conduct with it, please indicate whether you are satisfied or dissatisfied with the following?

# SATISFACTION WITH “EASE OF USE” WITH MOBILE BANKING



How easy it is to use my device for banking and related transactions: Thinking about your mobile device and the different transactions you can conduct with it, please indicate whether you are satisfied or dissatisfied with the following?

**\$91**

**AMOUNT OF CASH I CARRY TODAY**

**\$77**

**AMOUNT I EXPECT TO CARRY IN FIVE YEARS**

Generally speaking how much cash would you say you carry with you on a typical day? / Five years from now, how much cash do you think you will be carrying with you on a typical day?

\$69

AMOUNT OF CASH **BOOMERS** CARRY ON A TYPICAL DAY

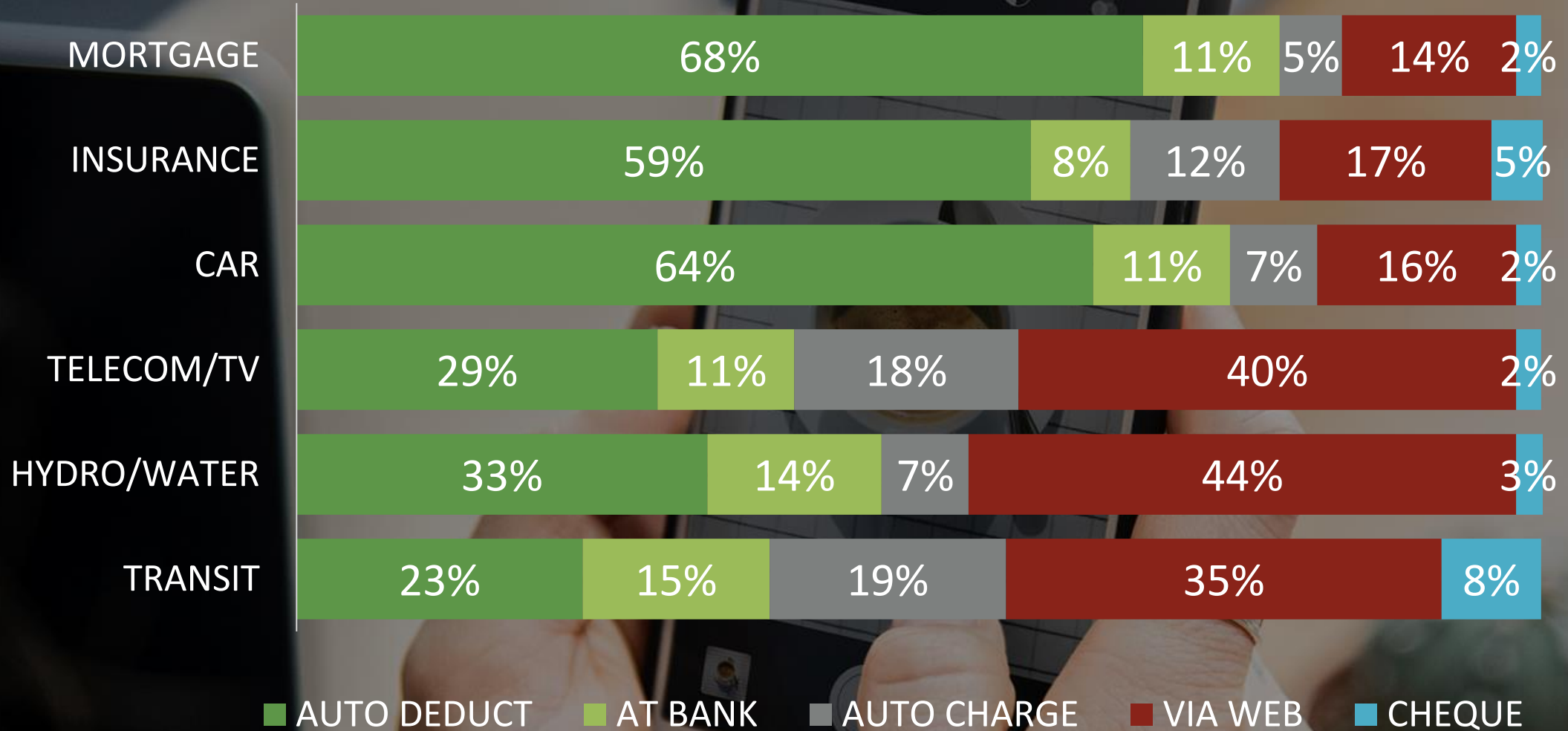
\$117

AMOUNT **MILLENNIALS** CARRY

Generally speaking how much cash would you say you carry with you on a typical day?



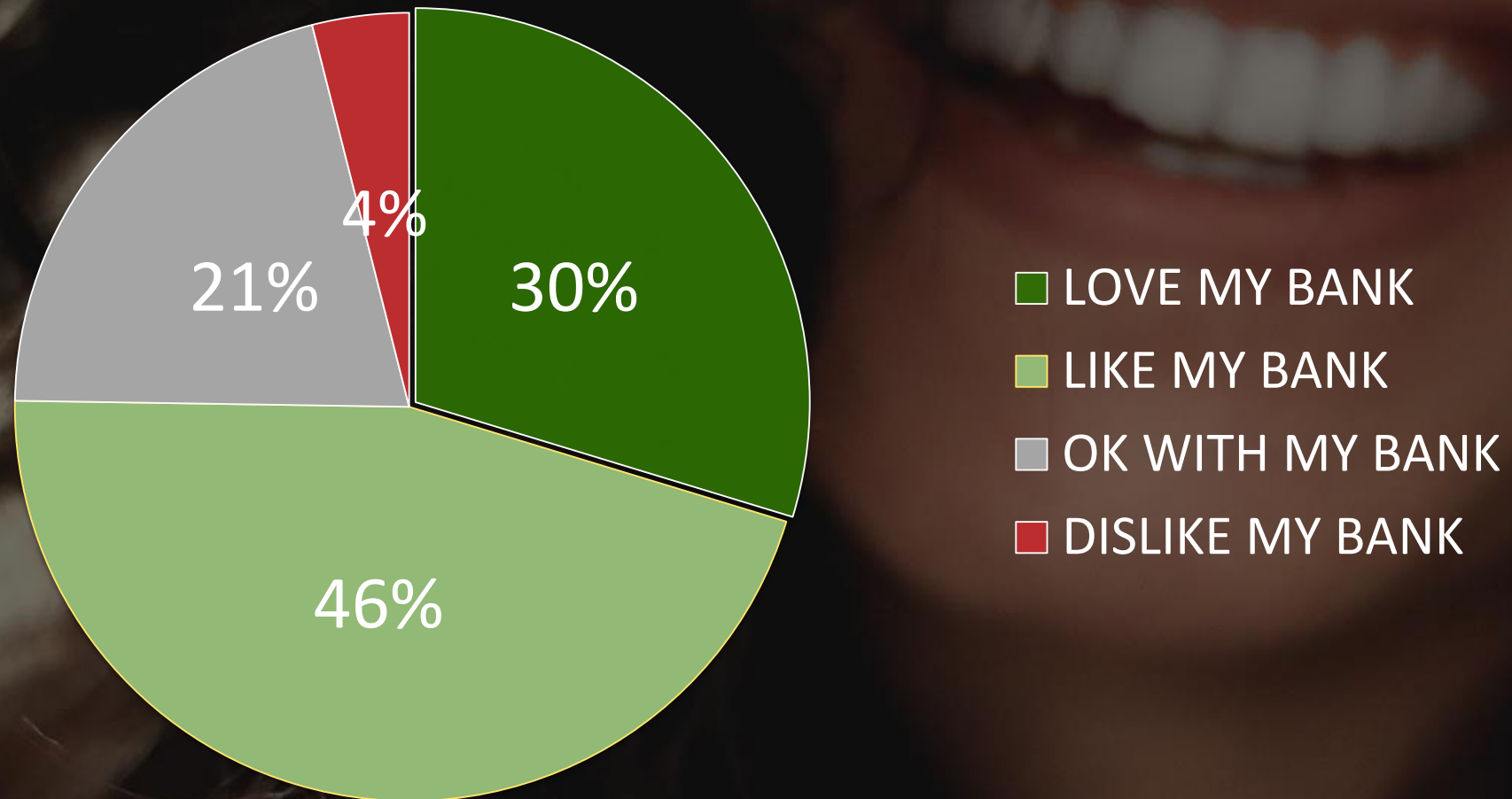
# HOW I PAY BILLS



■ AUTO DEDUCT ■ AT BANK ■ AUTO CHARGE ■ VIA WEB ■ CHEQUE

For each of the follow regular charges that people have in their lives, please indicate how you pay these bills?

# HOW DO YOU FEEL ABOUT YOUR BANK?



Would you say you love your bank, like your bank, dislike your bank or really dislike your bank?

# IMPORTANT BENEFITS OF NEW BANKING TECHNOLOGIES



When you think about the benefits for you of new banking technologies, how important are each of the following?