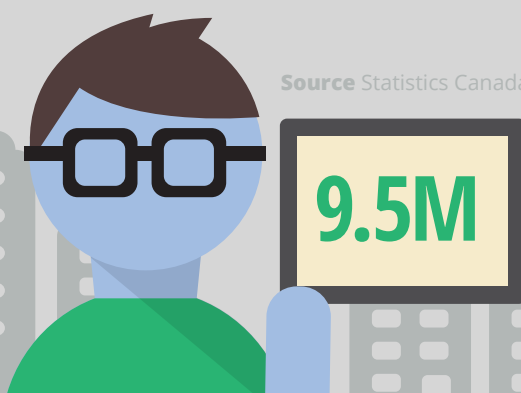


# RETAIL BANKING IN CANADA

Source: Statistics Canada 2013



**GENERAL POPULATION**



**MILLENNIALS**

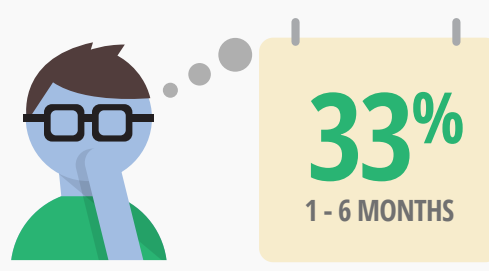
## HOW OFTEN DO THEY CHANGE BANKS

**14%** changed banks in the past year

**22%** have or are planning to change banks

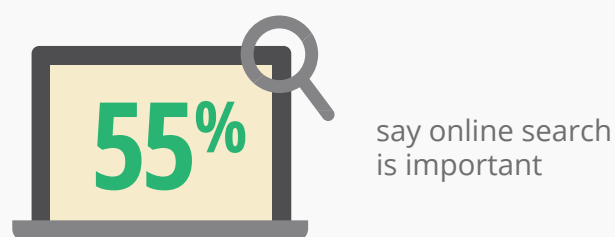
! Millennials are 1.5x more likely to change banks

## HOW LONG THEY TAKE TO CONSIDER CHANGING BANKS



! 14% of Millennials would make up their mind within a week

## HOW ONLINE INFLUENCES THEIR DECISIONS



! 22% of Millennials say online reviews are an influential source

## WHAT THEY ARE RESEARCHING ONLINE

\$ TRANSACTION FEES **43%**

\$ TRANSACTION FEES **50%**

🎁 REWARDS PROGRAMS **24%**

🎁 REWARDS PROGRAMS **39%**

! Millennials are less likely to visit a local branch

## HOW DO THEY LIKE TO GET ADVICE/INFORMATION

💻 WEBSITE **26%**

💻 WEBSITE **26%**

📱 MOBILE SITE/APP **13%**

📱 MOBILE SITE/APP **20%**

! Millennials are more likely to seek advice through mobile websites and apps

## HOW THEY USE MOBILE & APPS

**33%** researched bank accounts using their mobile phones

**48%** have downloaded their bank's app

**41%** researched bank accounts using their mobile phones

**53%** have downloaded their bank's app

! 47% of Millennials say they would switch banks to gain a better mobile banking experience

**1 IN 2** CANADIANS HAVE DOWNLOADED THEIR BANK'S APP

All Sources: Google Consumer Survey, April 21, 2014.