



DOLLARS, CENTS AND DATA: THE MTM EXAMINES HOW ONLINE CANADIANS BANK

January 18, 2018 – January 18, 2018 – The availability and prominence of Internet-connected devices has had a significant impact on the daily lives of Canadians. A major convenience is the ability to bank online. Paying bills, accessing statements, transferring funds, investing and more are all possible on a wide range of devices. This report looks at how online Canadians are banking, both online banking and in person, including who is most likely to take advantage of these services and what makes the users of specific banks different from the general online population.

Some of the highlights from the [How Online Canadians Bank](#) report include:

- Online banking is now more common than banking in person among online Canadians* with 4 in 5 online Canadians* banking online. With 4 in 5 online Canadians managing their finances online, it is one of the most popular online activities only surpassed by checking the weather (87%) and emailing (84%) and it is on par with instant messaging (80%);
- Banking online is most common among the wealthiest households (over 85% among households with 100K\$+) and its youngest residents (83% of 18-27 year-olds, 88% of 28-36 year olds);
- Online Canadians who bank online are heavy adopters of technology. They surpass other online Canadians in ownership of smartphones, tablets, laptop and desktop computers and many other devices.

The results are based on a Spring 2017 mixed-methodology survey (telephone and follow-up online surveys) of 4,168 Canadian respondents across the country. For more information on the MTM, please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999