

# ONLINE INVESTORS

## Empowering Canadians in the Evolving Online Investment Landscape

This study explores the growing trend of Canadians opting for online investment platforms. It delves into these online investors' demographics and investment behaviours, analyzing the strengths and weaknesses of major online brokerage firms in Canada and comparing them to traditional providers. The study aims to help online brokerage firms understand how to attract new investors and provides insights on converting clients who currently use both online and traditional investment channels.

### How It's Used

Financial institutions can use the study data and results to understand Canada's current online investment landscape. The information can also help them tailor their products, services, and marketing strategies to attract and retain these investors.

By understanding their competitors' strengths and weaknesses, financial institutions can also identify areas for improvement and differentiation.

### How We Do It

Conducted annually (July)

2,500 Canadians aged 18 or more with \$1,000 or more in investable assets and an online brokerage account

### We Provide



Comprehensive report and set of tables



Bank of analysis hours for report customization and to address business questions

### Survey Content

#### General Aspects

- Perception of leading online brokerage firms in terms of their ability to meet investment needs, quality of the trading platform, fees/cost, customer service and reputation
- Attitudes and behaviour toward investing and risk

#### Online Brokerage Account Usage

- Online brokerage account ownership by financial institutions
- Primary online brokerage account. Reasons for choosing the primary online brokerage account
- Likelihood of recommending primary online brokerage account
- Satisfaction level with the primary online brokerage account
- Evaluation of service features offered by the primary online brokerage account

#### Online Brokerage Account Switching

- Ever switched online brokerage account. Reasons to switch.
- Accounts switched away from

- Intention to switch in the next 12 months. Most likely firm to move to

#### Traditional Brokerage Accounts Used by Online Investors

- Companies used for investing
- Primary investing company
- Investment companies with a financial advisor
- Primary financial advisor company
- Share of investments
- Intention to switch investment companies in the next 12 months
- Reasons for using different types of investment companies

#### Demographics

- Gender and age
- Household financial assets
- Household liabilities
- Household income
- Employment
- Tenure in Canada; Ethnicity