

How often do you do the following things: - Bank online or through a mobile app

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2002	246	206	206	726	413	205	527	326	578	330	521	1481
Base: All Respondents (wtd)	2002	272	224	130	769	471	136	615	350	539	245	487	1515
Top 2 Box (Net)	505 25%	81 30%	45 20%	31 24%	177 23%	140 30%	30 22%	152 25%	79 23%	153 28%	83 34%	182 38%	322 21%
Multiple times a day	107 5%	24 9%	11 5%	8 6%	27 3%	32 7%	6 4%	34 6%	15 4%	34 6%	19 8%	44 9%	63 4%
Daily	398 20%	57 21%	34 15%	24 18%	151 20%	109 23%	24 17%	118 19%	64 18%	119 22%	64 26%	139 29%	259 17%
Weekly	753 38%	93 34%	79 35%	43 33%	283 37%	194 41%	61 45%	187 30%	148 42%	233 43%	98 40%	193 40%	560 37%
Monthly	250 12%	35 13%	22 10%	20 15%	96 12%	61 13%	15 11%	95 16%	44 12%	57 11%	31 13%	48 10%	202 13%
Bottom 2 Box (Net)	495 25%	63 23%	78 35%	37 28%	212 28%	75 16%	31 22%	181 29%	80 23%	96 18%	32 13%	63 13%	432 28%
Rarely	157 8%	17 6%	29 13%	9 7%	63 8%	31 7%	7 5%	56 9%	27 8%	33 6%	9 4%	36 7%	121 8%
Never	338 17%	45 17%	49 22%	27 21%	149 19%	44 9%	24 17%	125 20%	52 15%	62 12%	23 10%	27 6%	311 21%
Sigma	2002 100%	272 100%	224 100%	130 100%	769 100%	471 100%	136 100%	615 100%	350 100%	539 100%	245 100%	487 100%	1515 100%

Why do you check your finances online or through an app?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	1707	214	170	166	608	378	171	429	285	515	300	496	1211
Base: All Answering (wtd)	1664	227	175	103	619	427	113	490	297	476	221	460	1204
I want to keep up to date on my investments	351	55	33	24	127	97	15	61	55	137	71	108	243
	21%	24%	19%	23%	21%	23%	14%	12%	18%	29%	32%	24%	20%
		F		F		F				GH	GH		
I want to see how much is in my account	949	150	103	62	359	215	59	296	142	285	124	289	660
	57%	66%	59%	60%	58%	50%	53%	60%	48%	60%	56%	63%	55%
		EF			E			H		H		L	
I want to check on my spending habits	528	75	51	34	180	159	27	165	71	165	77	202	326
	32%	33%	29%	33%	29%	37%	24%	34%	24%	35%	35%	44%	27%
						DF		H		H	H	L	
It's a habit	504	71	45	26	182	150	31	132	93	153	82	173	331
	30%	31%	25%	25%	29%	35%	28%	27%	31%	32%	37%	38%	28%
						BC					G	L	
I want to ensure my deposits (i.e. my pay) and bill payments were processed	938	142	96	65	369	206	61	249	160	308	131	260	678
	56%	62%	55%	63%	60%	48%	54%	51%	54%	65%	59%	57%	56%
		E		E	E					GH	G		
I like to watch my wealth grow	218	32	26	13	71	67	9	43	33	79	42	68	150
	13%	14%	15%	13%	11%	16%	8%	9%	11%	16%	19%	15%	12%
						F				G	GH		
Other	77	6	17	2	31	13	8	18	15	13	7	17	61
	5%	3%	10%	2%	5%	3%	7%	4%	5%	3%	3%	4%	5%
			ACDE				E						
Sigma	3566	531	371	227	1319	907	212	963	570	1140	534	1118	2449
	214%	234%	212%	220%	213%	213%	188%	197%	192%	239%	241%	243%	203%

Why do you not check in on your finances online or through an app very often?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	1191	138	127	116	427	253	130	294	209	351	195	300	891
Base: All Answering (wtd)	1159	146	130	72	442	287	83	338	219	323	138	277	882
I prefer to go in to a bank branch for this info	173	20	18	16	68	39	12	62	29	45	13	52	121
	15%	14%	13%	23%	15%	14%	15%	18%	13%	14%	9%	19%	14%
			*	E*				J					
I can keep track in my head without going online / using an app	502	73	51	33	199	104	43	148	86	152	64	120	382
	43%	50%	39%	46%	45%	36%	51%	44%	39%	47%	46%	43%	43%
		E	*	*	E		E						
I am not really interested	221	23	32	12	67	76	11	61	39	62	28	59	162
	19%	16%	24%	17%	15%	27%	13%	18%	18%	19%	20%	21%	18%
			DF*	*		ADF							
I'm concerned about the safety of online and mobile banking	348	40	45	17	144	83	19	90	73	103	41	81	267
	30%	28%	35%	23%	33%	29%	23%	26%	33%	32%	30%	29%	30%
			*	*									
Sigma	1244	156	146	79	478	301	85	360	228	362	145	312	932
	107%	107%	112%	110%	108%	105%	102%	107%	104%	112%	105%	113%	106%

To what extent do you agree or disagree with the following statements: - My mobile banking app is one of the most useful and valuable applications on my phone

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Base: All Answering (unwtd)	1707	214	170	166	608	378	171	429	285	515	300	496	1211
Base: All Answering (wtd)	1664	227	175	103	619	427	113	490	297	476	221	460	1204
Top 2 Box (Net)	1052 63%	151 67%	107 61%	70 68%	398 64%	258 60%	68 60%	317 65%	173 58%	321 67%	149 67%	357 78%	695 58%
Strongly agree	473 28%	78 34%	54 31%	24 24%	172 28%	114 27%	31 27%	147 30%	84 28%	139 29%	75 34%	167 36%	306 25%
Somewhat agree	578 35%	73 32%	53 30%	45 44%	226 36%	144 34%	37 33%	170 35%	89 30%	182 38%	74 33%	190 41%	389 32%
Bottom 2 Box (Net)	612 37%	75 33%	68 39%	33 32%	221 36%	169 40%	45 40%	173 35%	125 42%	155 33%	73 33%	103 22%	509 42%
Somewhat disagree	314 19%	46 20%	29 17%	16 15%	108 17%	93 22%	23 20%	81 16%	66 22%	85 18%	39 18%	76 17%	238 20%
Strongly disagree	298 18%	30 13%	39 22%	17 17%	114 18%	76 18%	22 19%	92 19%	58 20%	70 15%	34 15%	27 6%	272 23%
Sigma	1664 100%	227 100%	175 100%	103 100%	619 100%	427 100%	113 100%	490 100%	297 100%	476 100%	221 100%	460 100%	1204 100%

To what extent do you agree or disagree with the following statements: - The weather app on my phone is one of the most useful and valuable applications on my phone

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Base: All Answering (unwtd)	1707	214	170	166	608	378	171	429	285	515	300	496	1211
Base: All Answering (wtd)	1664	227	175	103	619	427	113	490	297	476	221	460	1204
Top 2 Box (Net)	994 60%	129 57%	104 60%	60 58%	404 65%	230 54%	68 60%	289 59%	170 57%	299 63%	144 65%	321 70%	674 56%
Strongly agree	341 20%	44 19%	33 19%	21 21%	141 23%	83 19%	19 17%	128 26%	53 18%	88 18%	57 26%	129 28%	212 18%
Somewhat agree	653 39%	85 38%	71 40%	39 37%	263 42%	147 34%	49 44%	161 33%	117 39%	212 44%	87 39%	192 42%	462 38%
Bottom 2 Box (Net)	669 40%	97 43%	71 40%	43 42%	216 35%	197 46%	45 40%	202 41%	127 43%	177 37%	77 35%	139 30%	530 44%
Somewhat disagree	410 25%	63 28%	38 22%	26 25%	130 21%	128 30%	25 22%	120 24%	70 23%	118 25%	51 23%	111 24%	298 25%
Strongly disagree	260 16%	35 15%	33 19%	17 17%	86 14%	69 16%	20 18%	82 17%	58 19%	59 12%	26 12%	28 6%	232 19%
Sigma	1664 100%	227 100%	175 100%	103 100%	619 100%	427 100%	113 100%	490 100%	297 100%	476 100%	221 100%	460 100%	1204 100%