

ONLINE BROKERAGE 2020



The Online Brokerage Report 2020 is the tenth annual report focusing on investors' choice of and loyalty to specific online brokerages. We also explore investor use and provide a competitive analysis of Canada's largest online brokerages.

THE BIG PICTURE

This report identifies what motivates investors to use an online brokerage service after the account is created. We measure how online brokerage accounts are evaluated and how they fit into clients' overall wealth management strategies.

KEY TOPICS

What drives activity for online brokerage?

1 How do investors choose a platform, what is the impact of fees, and association with financial institutions when deciding where to open an online brokerage account?

Nest egg or play money?

2 Two-thirds of online brokerage clients have other investment accounts. What determines the "core" relationship and how can you win share of wallet?

Robo-Advisors

3 Are robo-advisors a growing business? We track awareness, usage, and identify main service providers. We also seek to determine the proportion of investments that respondents are managing through robo-advisors, whether robo-advisors are drawing assets from other brokerage accounts, and the financial institutions from which funds were transferred.

Multi-Year Trends

4 Satisfaction, LTR, switching behavior, attitudes about advice

COMPETITIVE PROFILES

User profiles* and the perceived strengths and weaknesses of:

- BMO InvestorLine
- CIBC Investor's Edge
- RBC Direct Investing
- Scotia iTrade
- TD Direct Investing

**Additional profiling, dependent on sufficient sample)*

For more information, please contact Heidi Wilson at Heidi.Wilson@Ipsos.com or your Ipsos representative.



SURVEY QUALIFIERS

- Respondents are current online brokerage users
- Minimum \$25,000 in investable assets
- 2,000 online brokerage users



DELIVERABLES

- Report with key insights and recommended actions
- A comprehensive set of tables including trending and competitive profiles
- Presentation via MS Teams



TIMING

- Field date for this study is October 2020 with reporting in December 2020



COST

\$50,000 CDN
exclusive of applicable taxes

For an additional cost, subscribers may choose to:

- Add proprietary questions to the survey questionnaire (available to early subscribers and subject to interview length constraint)
- Add an over-sample of client customers for a proprietary analysis
- Conduct other proprietary analyses
- Access to the 2020 SPSS data file