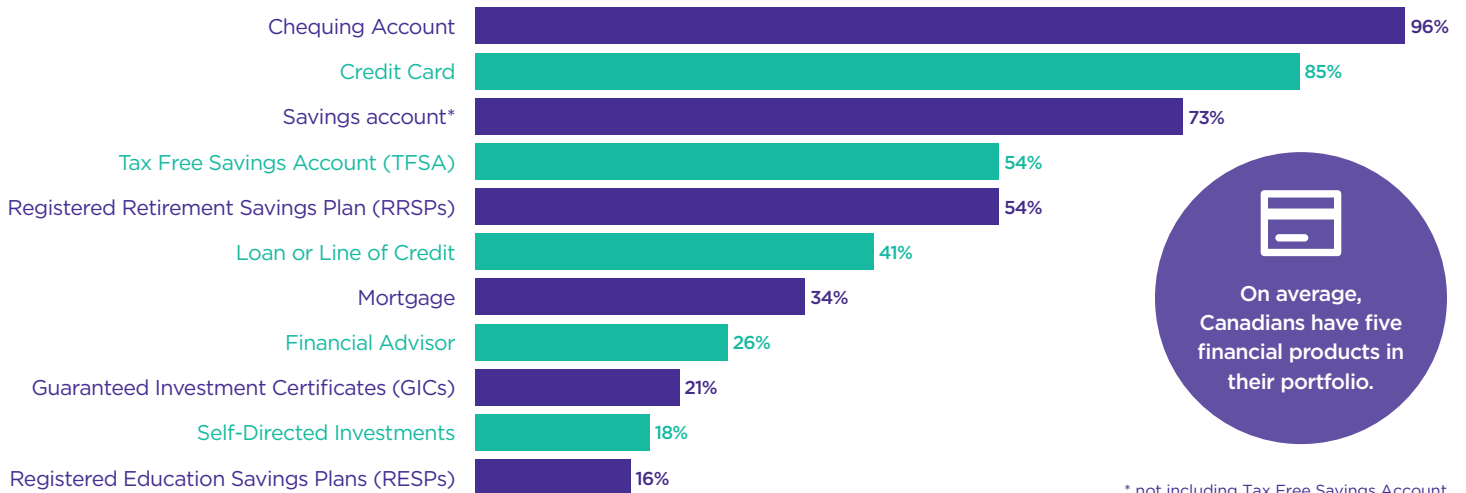


Yahoo recently conducted a consumer finance study to better understand Canadians' perceptions of the banking industry across six key banking audiences: **students, new Canadians, millennials, parents, boomers** and **self directed investors**. Utilizing the motivations and trends impacting consumer loyalty and investment will enable Canadian banks to better position themselves to attract and retain customers.

Profile of a Canadian banking consumer

Financial products and services Canadians have in their own name or jointly with someone else:



On average, Canadians have five financial products in their portfolio.

* not including Tax Free Savings Account

Loyalty of a banking consumer

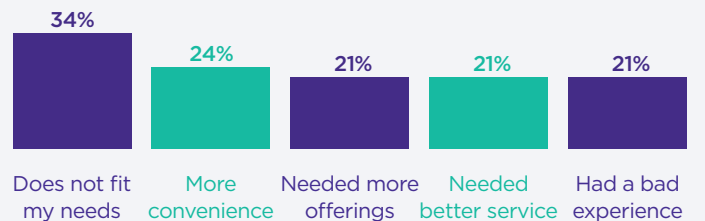


19% of **Canadians** reported they switched banking providers in the last five years. It's even higher for **Millennials (29%)** and double for **New Canadians (39%)**.

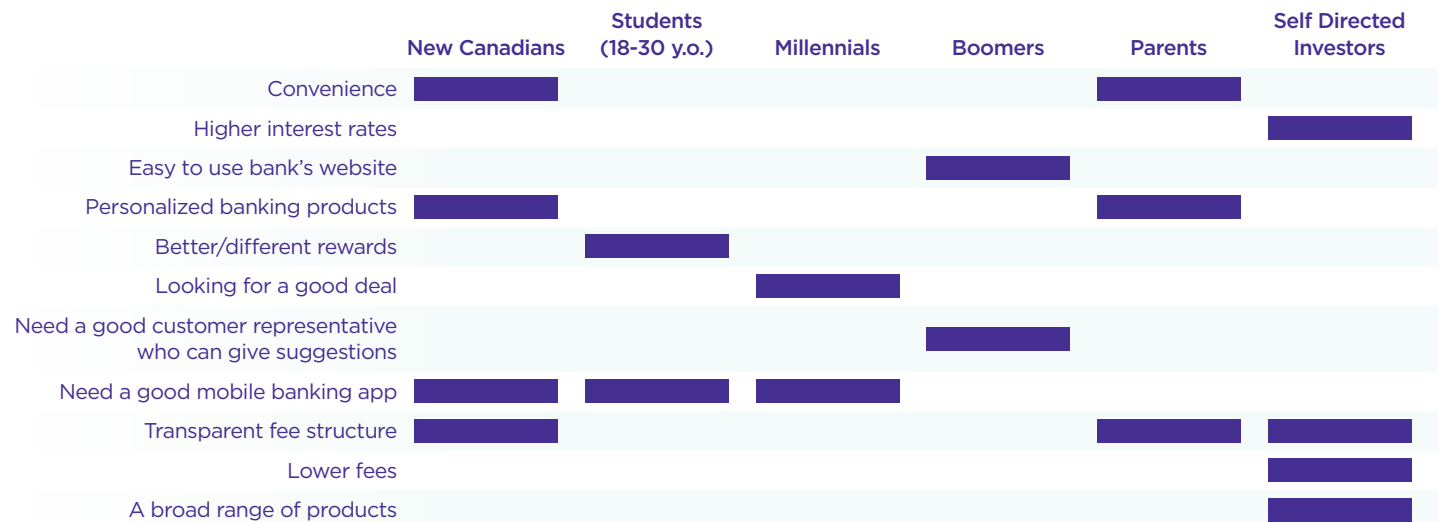


Almost half of all **Canadians (48%)** would switch to a new bank if they saw an opportunity for better service or more savings. **66% of New Canadians** said they'd make a switch for a better opportunity.

Reasons customers leave their main bank

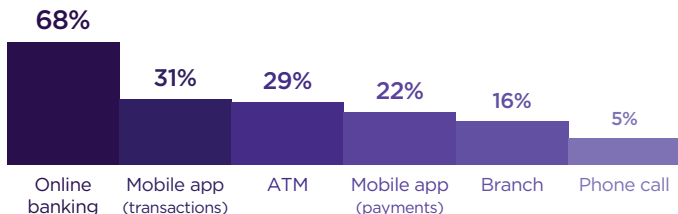


Motivations for seeking new banking services and providers varies by audience



Banking methods and interaction

Online and mobile banking is preferred over other methods of interaction. Banking methods used at least once a week:



Almost half of **Boomers** say it's important they have the "ability to do all the activities I want on the bank's website".



It is more important that "my primary bank has a good mobile banking app" for **Students** and **New Canadians**.



Millennials, Students and **New Canadians** are more likely to insist on a variety of functions in a mobile banking app and for the app to have an easy-to-use interface.

Learning about financial offerings

Acquiring a financial product or service is not an impulse decision. People spend weeks researching the best offer.



82% did research before acquiring a new financial product/service. It increases to **96%** for **New Canadians**.



2 weeks to 1 month, this is how far in advance the majority of consumers started researching.

Overall, 'online content' is as important as 'visiting the branch' and has an edge over 'bank websites' as a valuable research resource and purchase influencer.



Every second Canadian looks for information that can help them manage their money better:

45% "I often look for information that will help me manage my money better"

36% "I have an interest in financial news and keep myself informed"



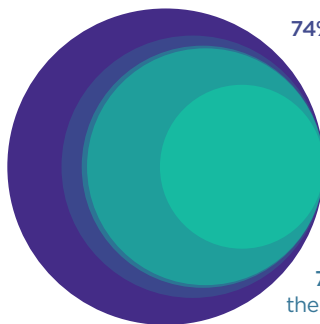
And every second Canadian prefers doing it online:

47% "I like doing my research online before trying new financial services"

New Canadians and **Millennials** trust digital sources of information on financial topics more than other consumers (almost 50% increase when compared to the general population).

Yahoo Finance audience

Reaching over 6.6 million Canadians each month, Yahoo Finance provides detailed financial news, advice, commentary and analysis. Compared to the general population, the Yahoo Finance audience has greater interest in keeping informed, looking for information that will help them manage their money better and doing research online before trying new financial services.



74% would recommend their primary bank to friends and family

72% often look for information that will help them manage their money better

45% of users tend to stay on track with financial news through their mobile device

70% like doing research online before trying new financial services

72% have an interest in financial news and keep themselves informed

Recommendations

Understand your audience's needs and banking preferences. Educate Canadians on how your products and service will better fit their unique needs.

Remember Canadians are constantly searching for better banking opportunities and they will switch their main banking provider if they find one. Use an always on strategy to stay top of mind.

The vast majority of Canadians do research before acquiring a new financial service/product. **Be present during the research phase** and know that Canadians' top three influential sources are tellers, digital, and word of mouth.

Pay attention to your mobile app offering and ensure consumers know about its utilitarian offering.

Source: Talking Finance, Yahoo Canada, 2016.