



# **Dollars, Cents and Data: How Online Canadians Bank**

**Analysis of the Canadian Market**

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# Introduction



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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.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the online portion of the survey unless otherwise noted.\*

*\*Data in this report coming from the phone portion of the survey will be identified with this symbol †.*