

## Consumer Attitudes towards FinTech - Canada - June 2017

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“Awareness of some of the newer digital products is still fairly low so companies offering these products need to explain to Canadians how these products can simplify their financial lives.”

-  
**Sanjay Sharma, Senior Financial Services Analyst**

This report looks at the following areas:

- **Women are not as prolific in digital finance tool usage**
- **Consumers are not overly enthusiastic about mobile payment adoption**
- **Men are more optimistic about the positive impact of technology**
- **Canadians are fairly satisfied with current providers**
- **Around three in 10 Canadians are interested in using technology to improve decision-making**

Fintech, or financial technology, refers to the ways in which technology is influencing financial services or more specifically consumer financial services. This includes payments, loans, investments, financial management tools, etc. This digital revolution has the potential to transform the role of traditional financial institutions while also helping them create better, faster, cheaper services that make them an even more essential part of everyday life. At the same time, technology companies are eager to gain a foothold in the profitable retail financial services landscape by leveraging their strengths in innovative uses of technology.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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