

Consumer Banking Attitudes - Canada - May 2021

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This report looks at the following areas:

- Consumer attitudes and behaviour related to consumer banking in Canada.
- The impact of COVID-19 on banking behaviour, switching intention of consumers, factors that influence switching, branch visits, impact of digital banking, importance of bank branch features and general attitudes related to banking.



“Foot traffic in branches has fallen due to COVID-19 related safety concerns and this will lead to optimization in branch networks and a shift to a more advice centred branch format. But branches themselves will remain an important marketing space as they offer a sense of stability and reliability to current and future customers.”

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

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- **Walmart (US) files Fintech patent**
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- **Poor customer service and fee increases are the top switching triggers**
- **A physical presence is important to most customers**
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