

A stack of coins is shown in the background, overlaid with a glowing blue network of lines and nodes, suggesting a digital or financial theme.

# J.D. POWER

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## Canada Financial Services COVID-19 Pulse Survey

September 30 – October 4, 2020

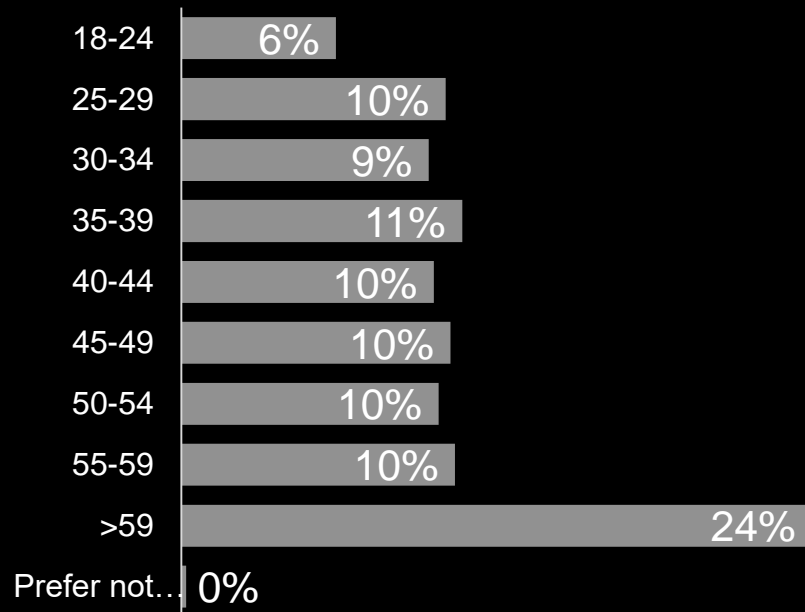
Jim Miller – Vice President, Banking and Payments Intelligence  
[James.Miller@jdpa.com](mailto:James.Miller@jdpa.com)

October 6, 2020

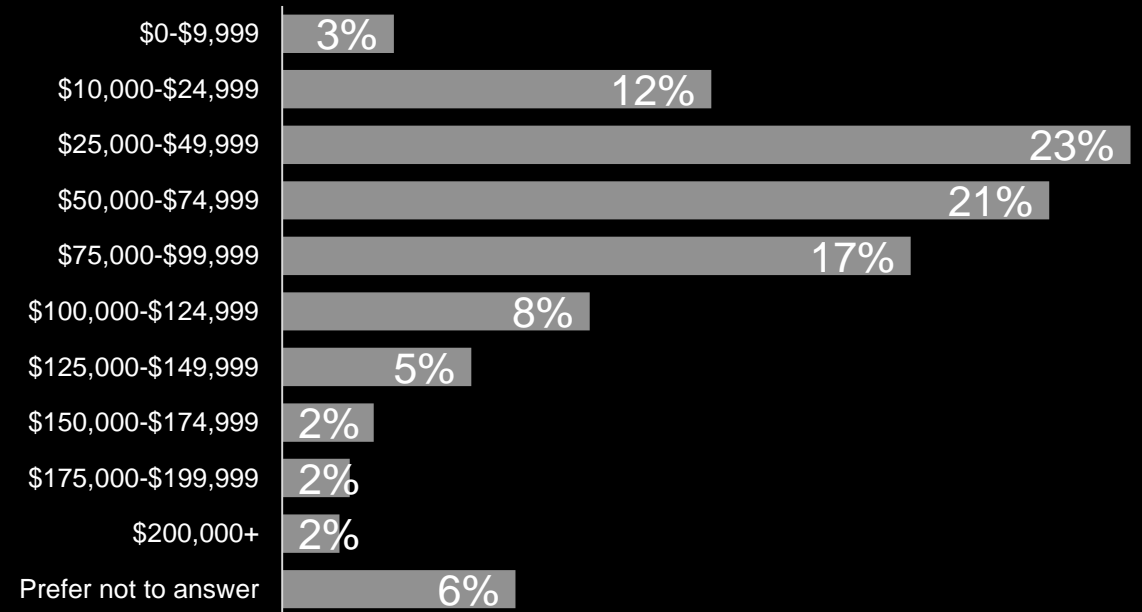
# Survey Methodology

- Surveys were conducted online among Canadian consumers aged 18 and older
- Fielded September 30 - October 4: n=1,133 (46% male, 53% female, 1% prefer not to answer)

### Distribution by Age

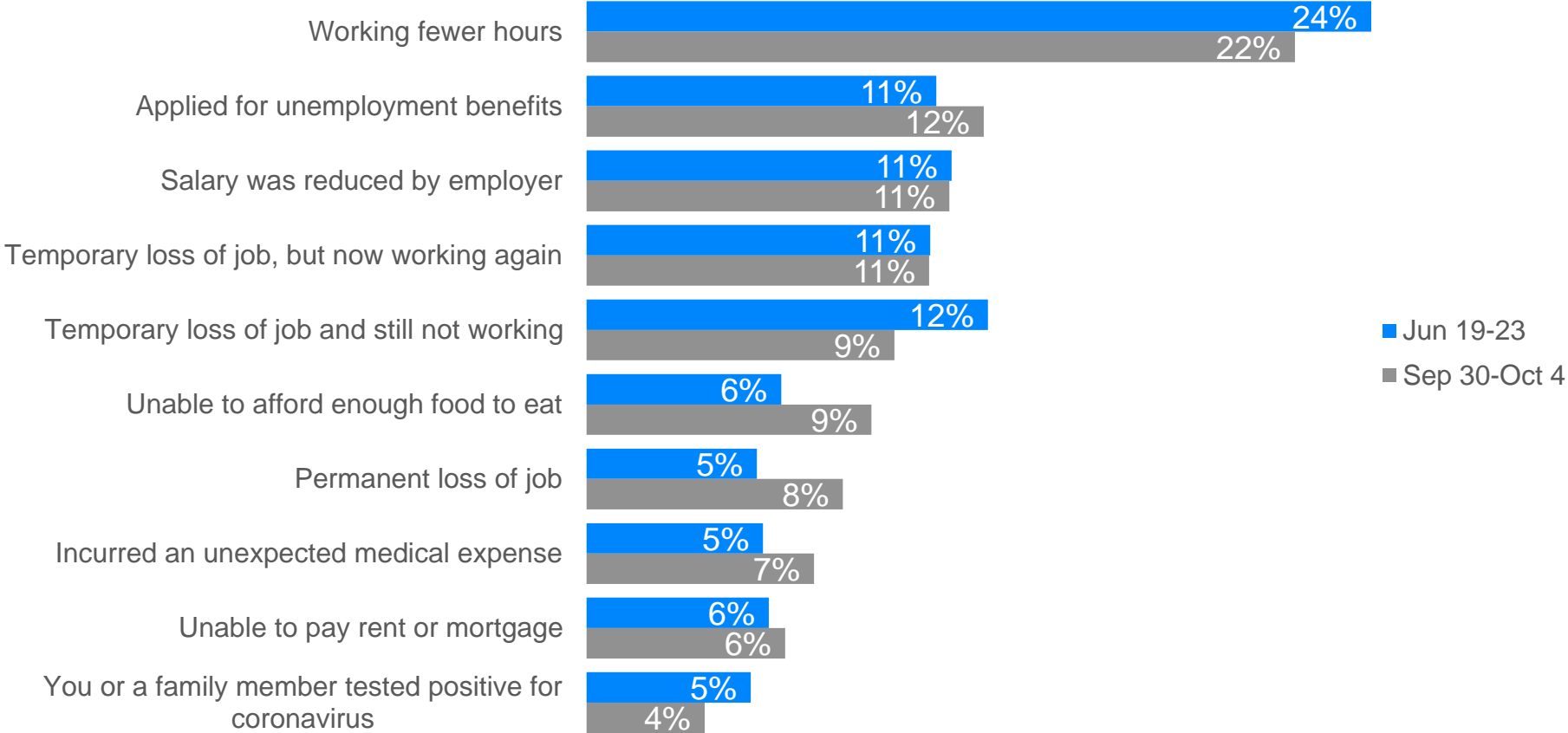


### Distribution by Income

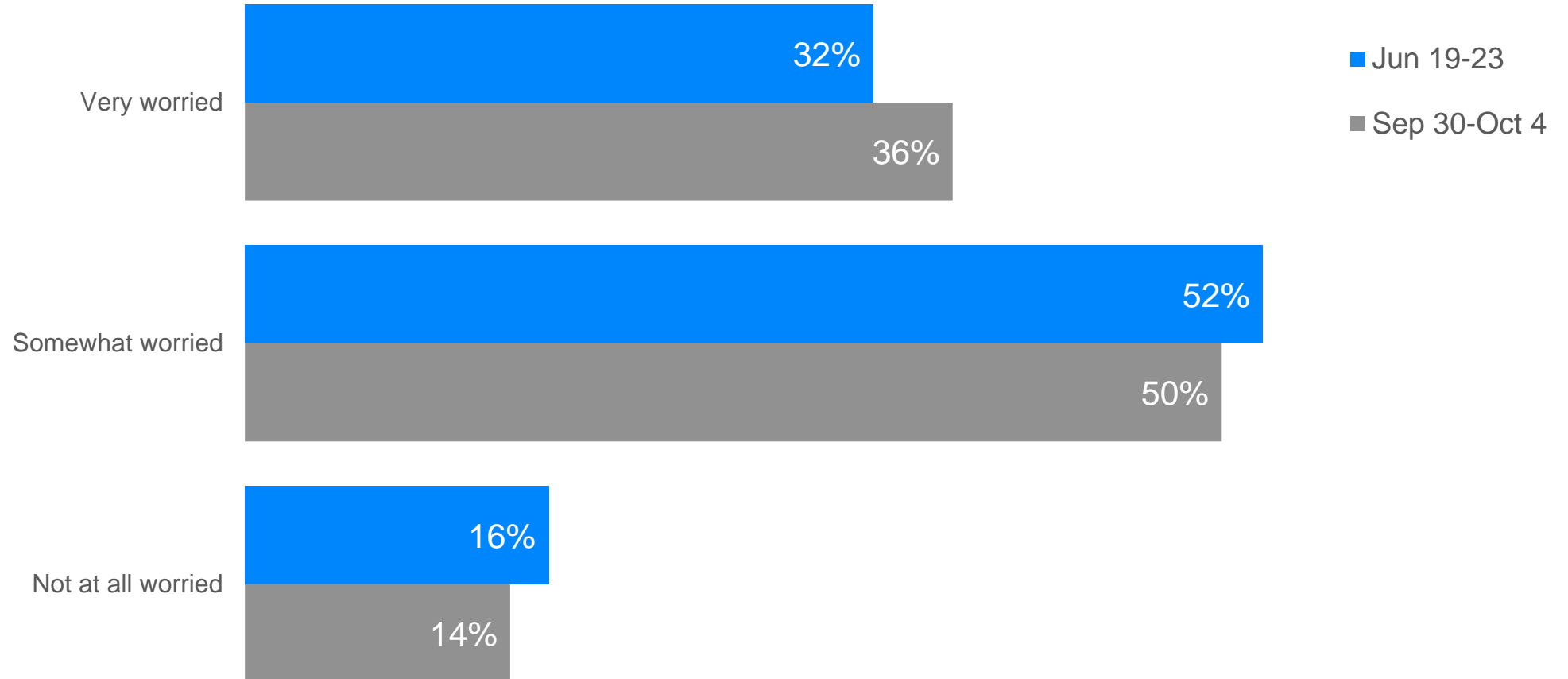


# General Perceptions of Canadian Adults

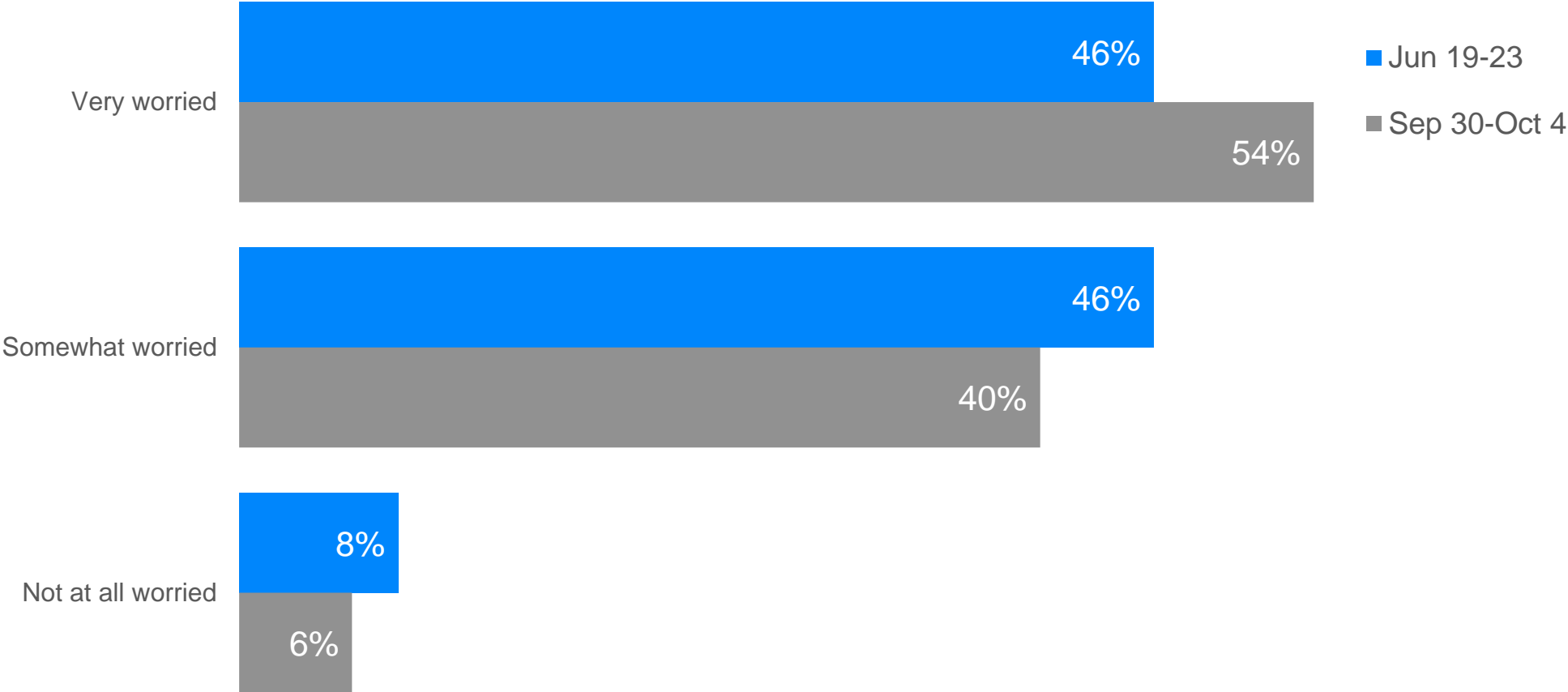
# Which of the following impacts from the coronavirus crisis have you already experienced?



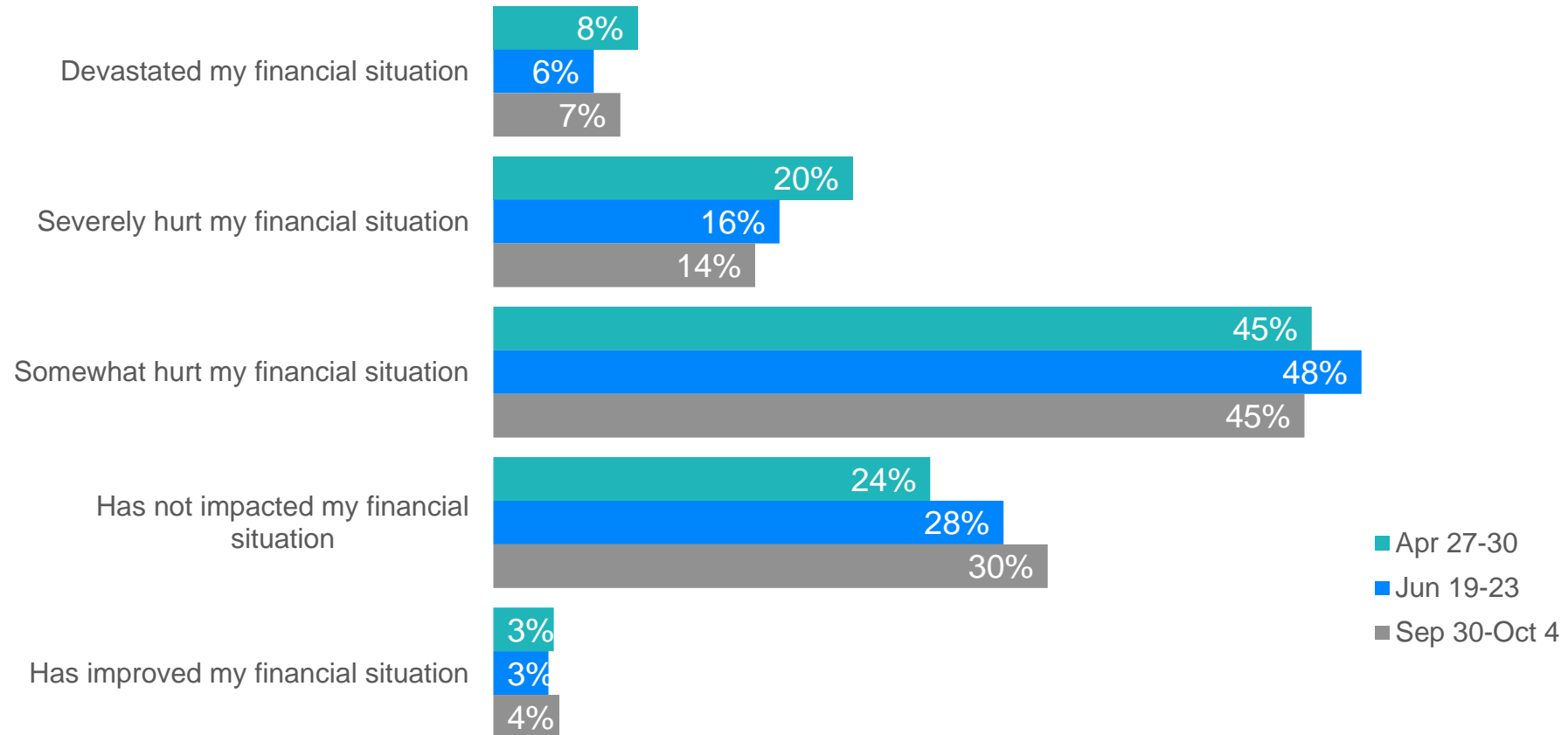
# How worried are you that you or someone in your family will get sick from the coronavirus?



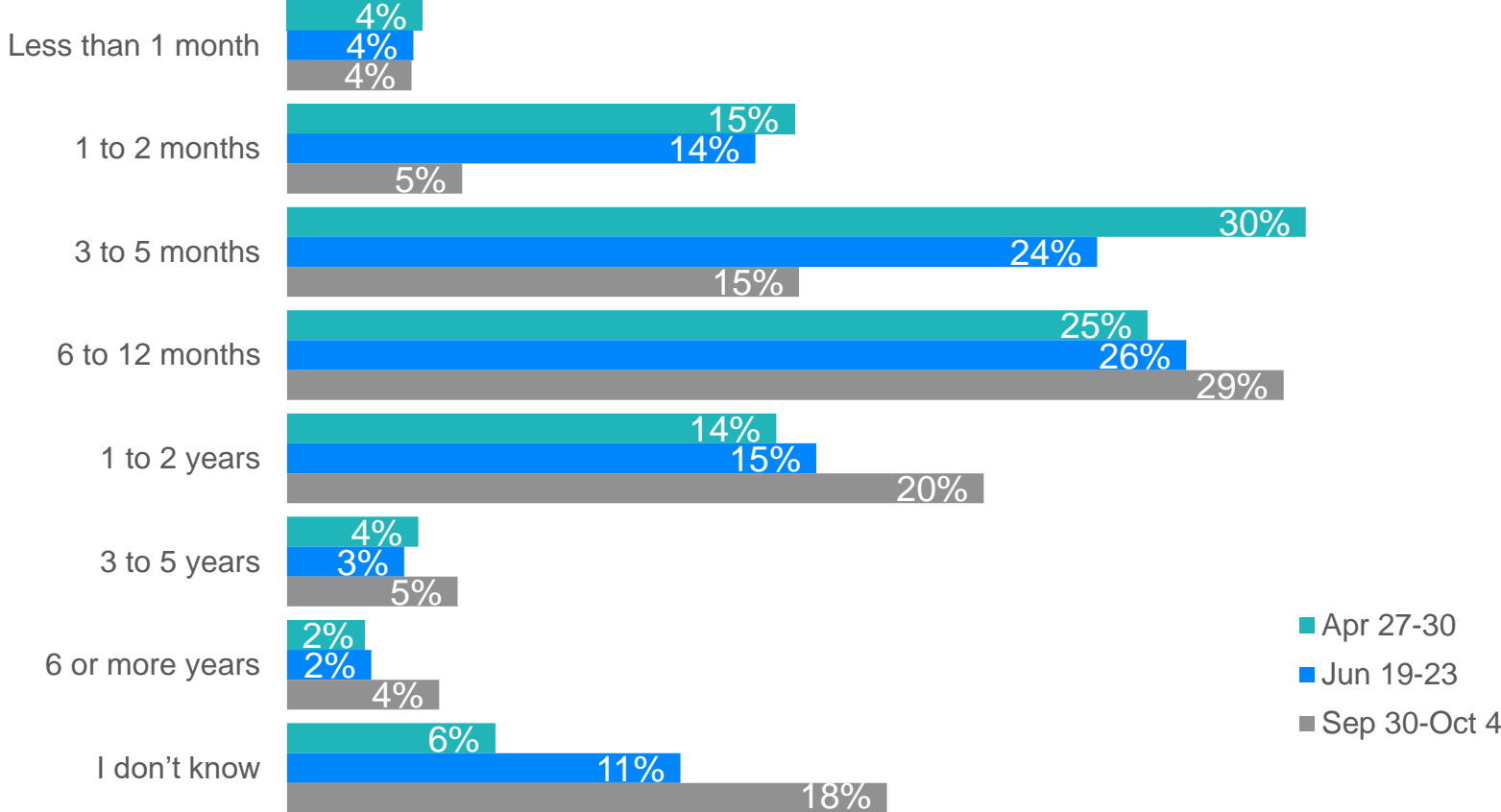
# How worried are you that there will be a second wave of the coronavirus in the fall or winter?



# How has the coronavirus crisis impacted your personal financial situation?



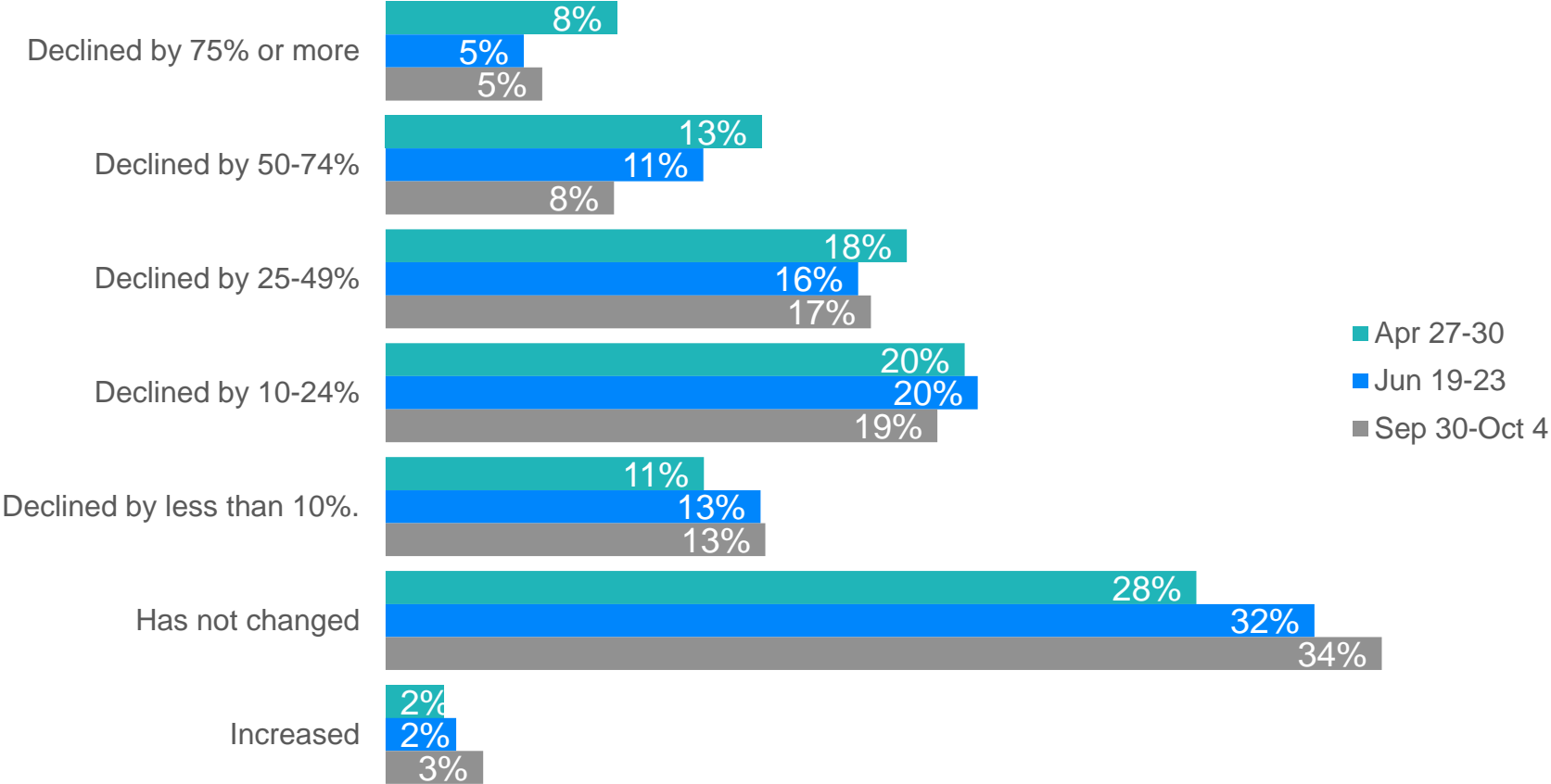
# How long do you expect that your financial situation will be worse due to the coronavirus?



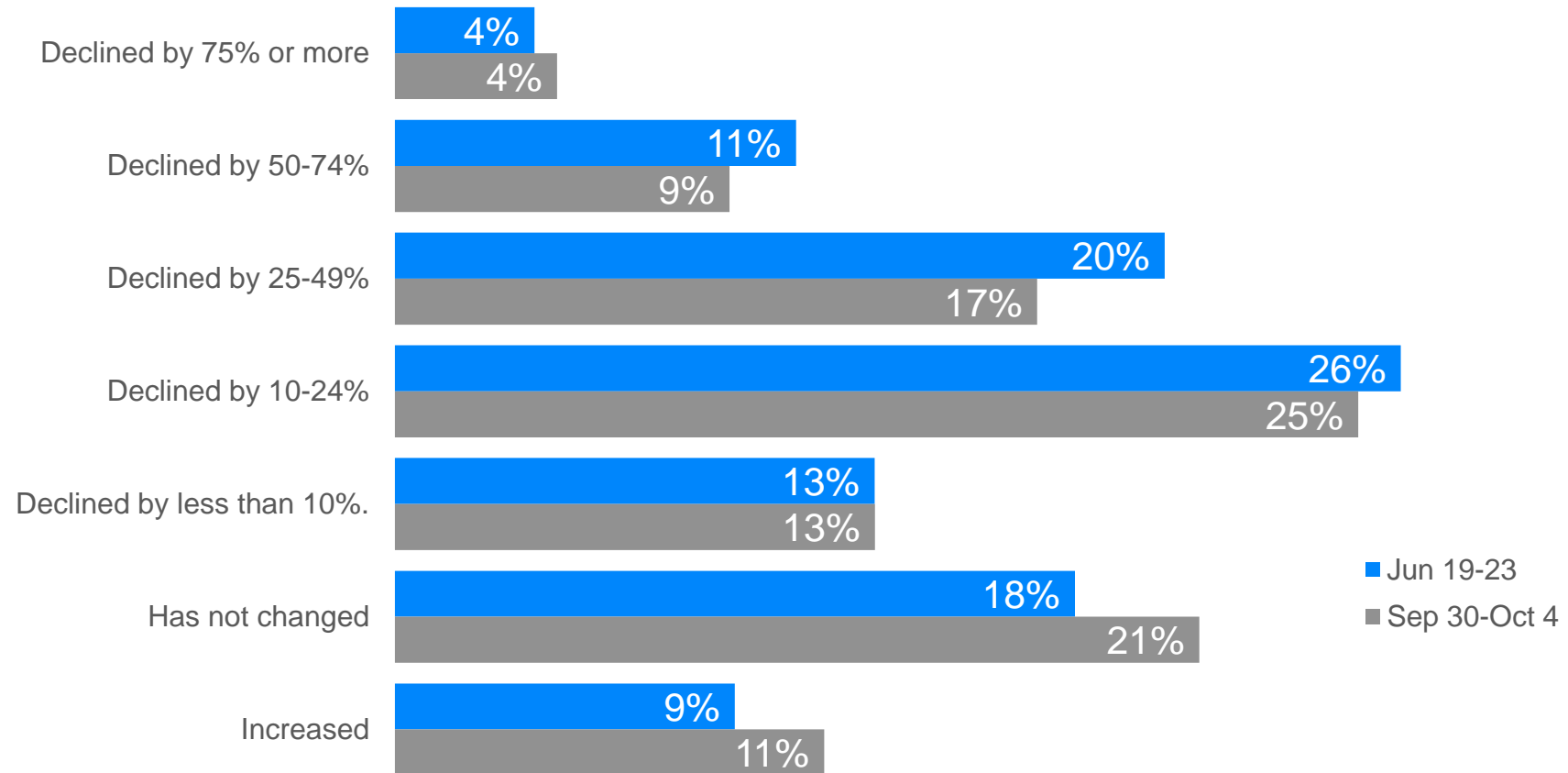
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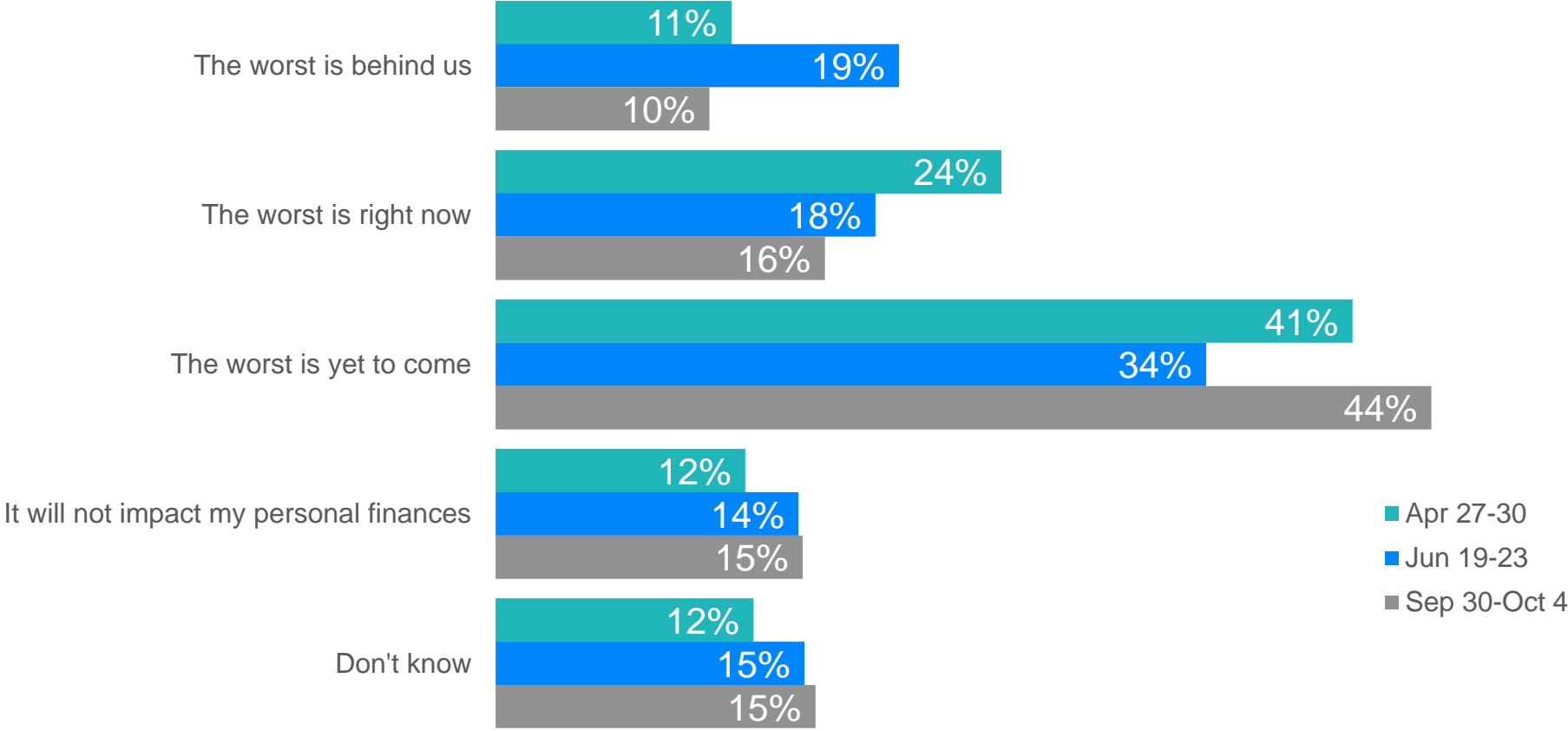
# How has your family's income changed since the coronavirus crisis began?



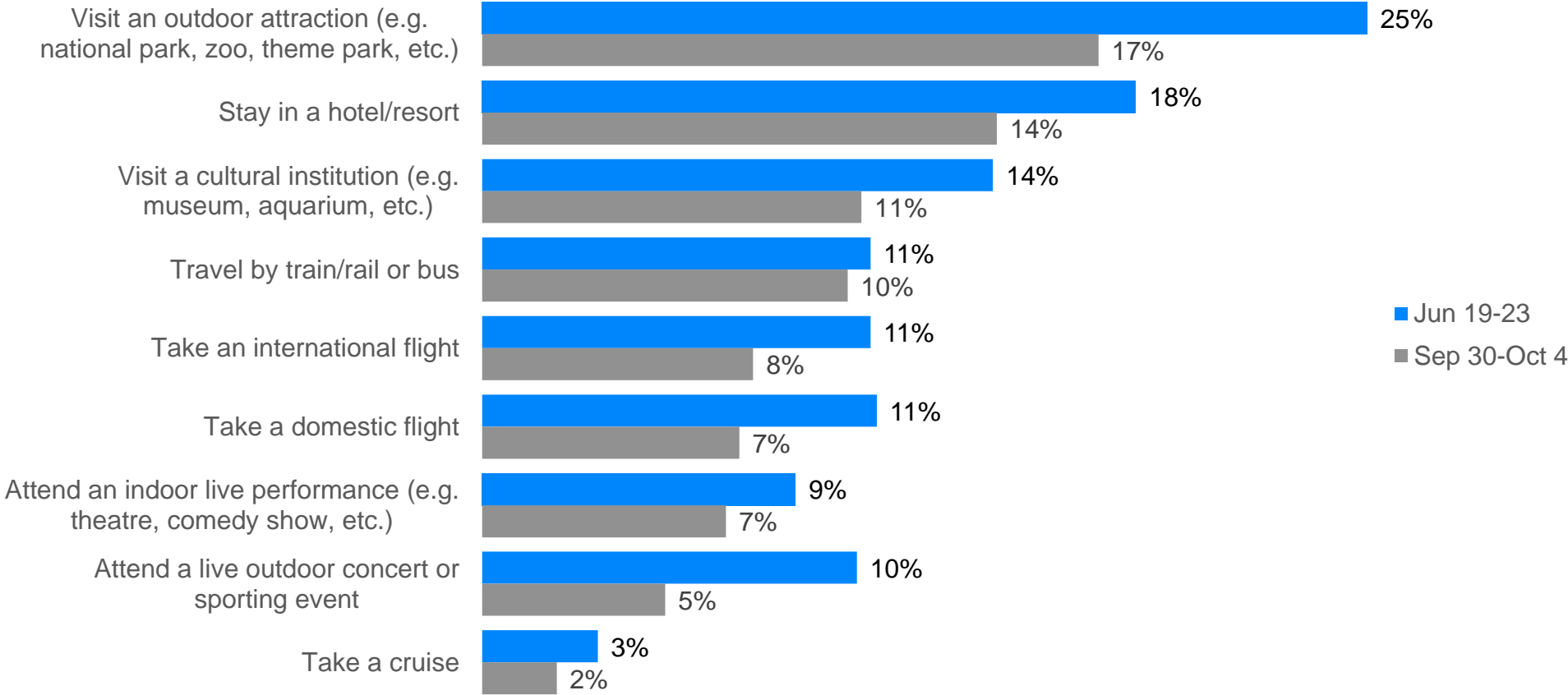
# How has your family's spending changed since the coronavirus crisis began?



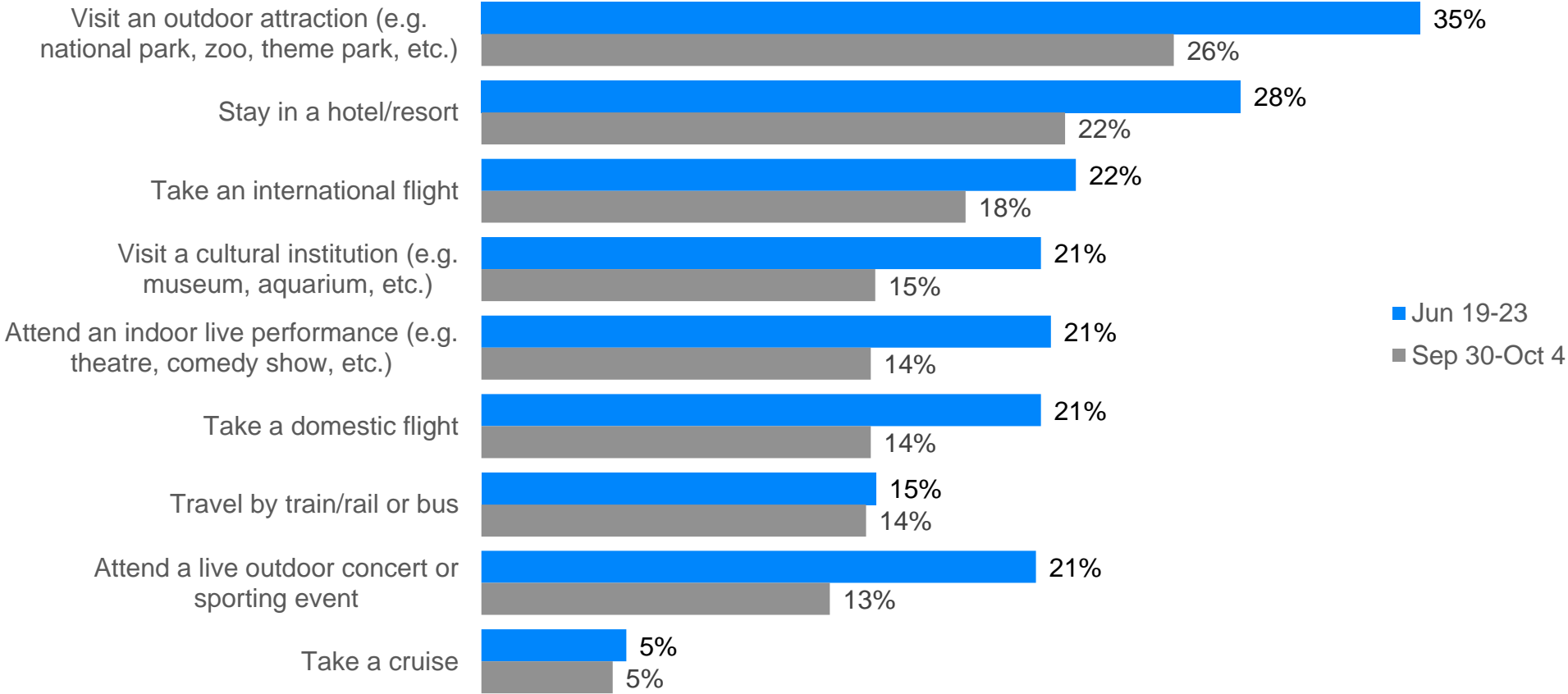
# Which statement comes closest to your view about the impact of the coronavirus crisis on your personal finances?



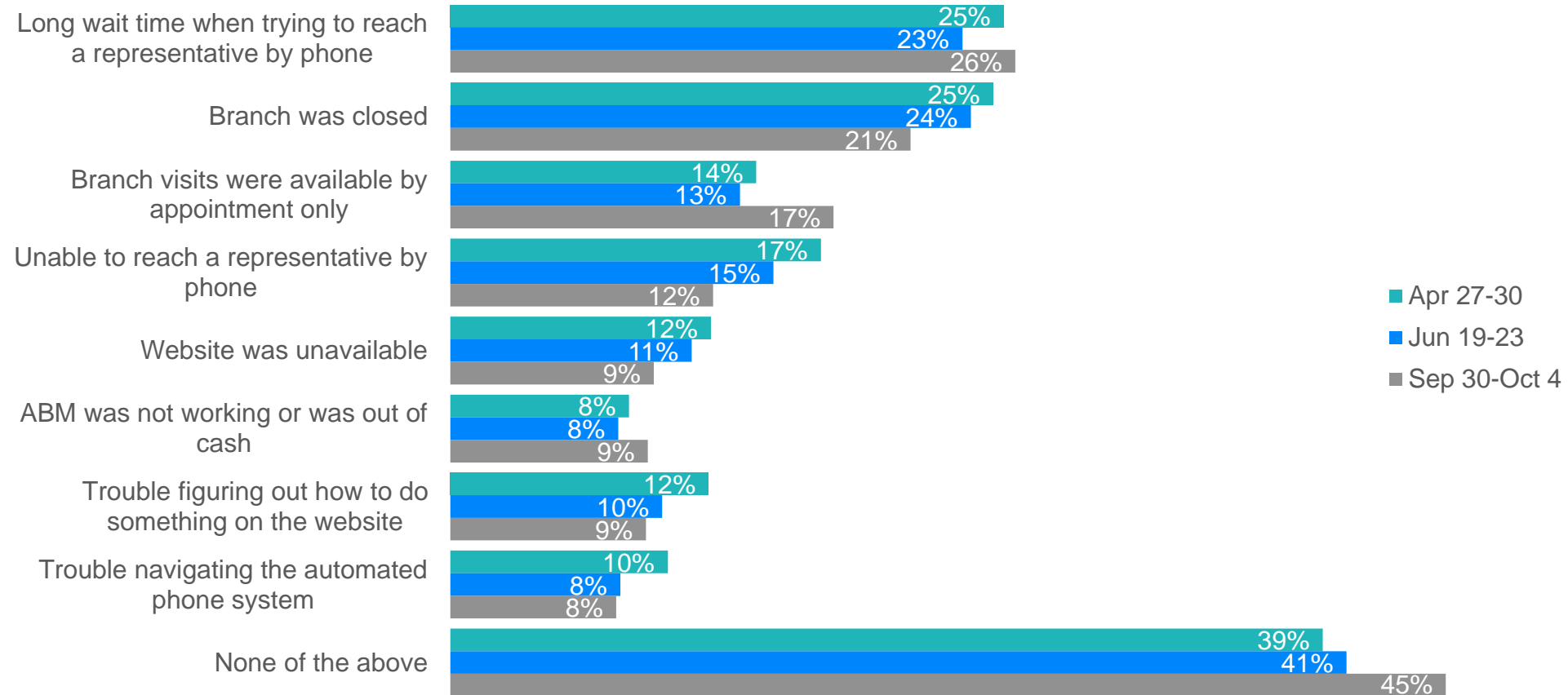
# Which of the following do you plan to do in the next 6 months?



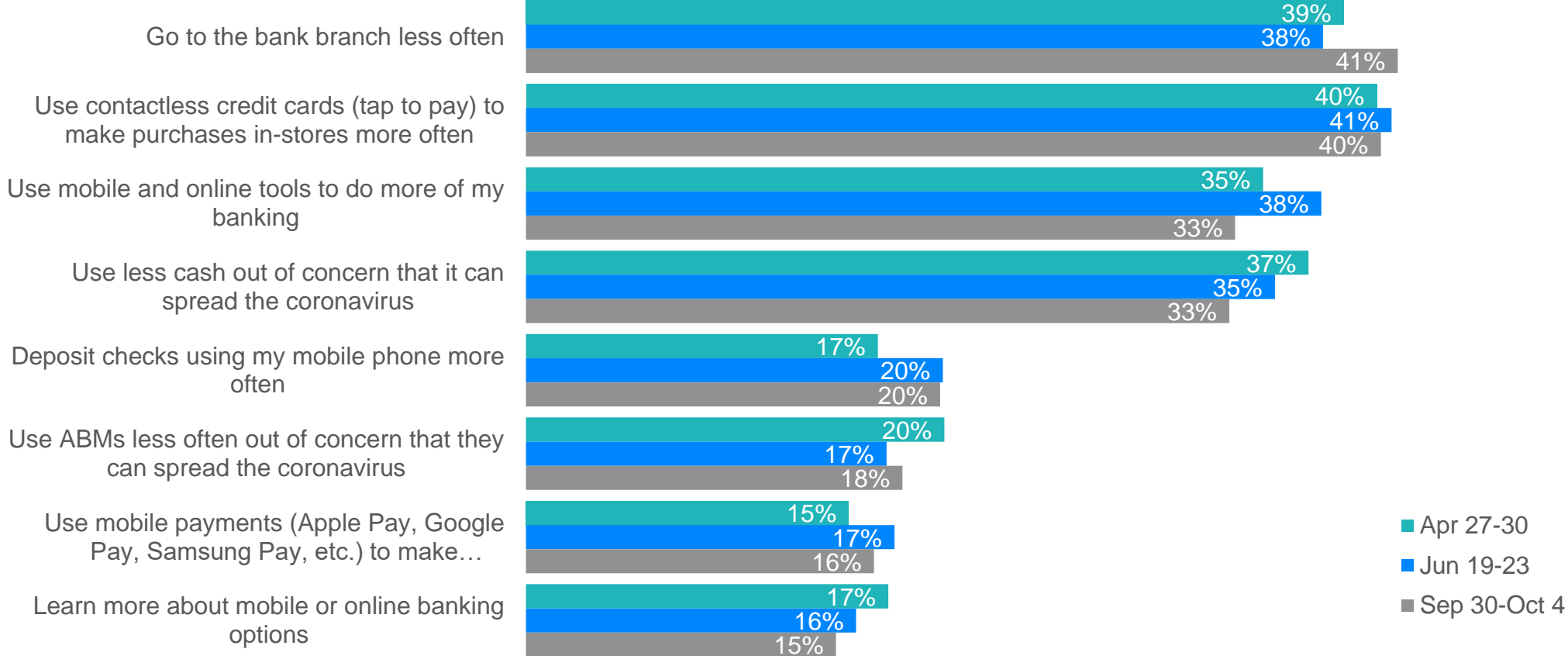
# Which of the following do you plan to do in 2021?



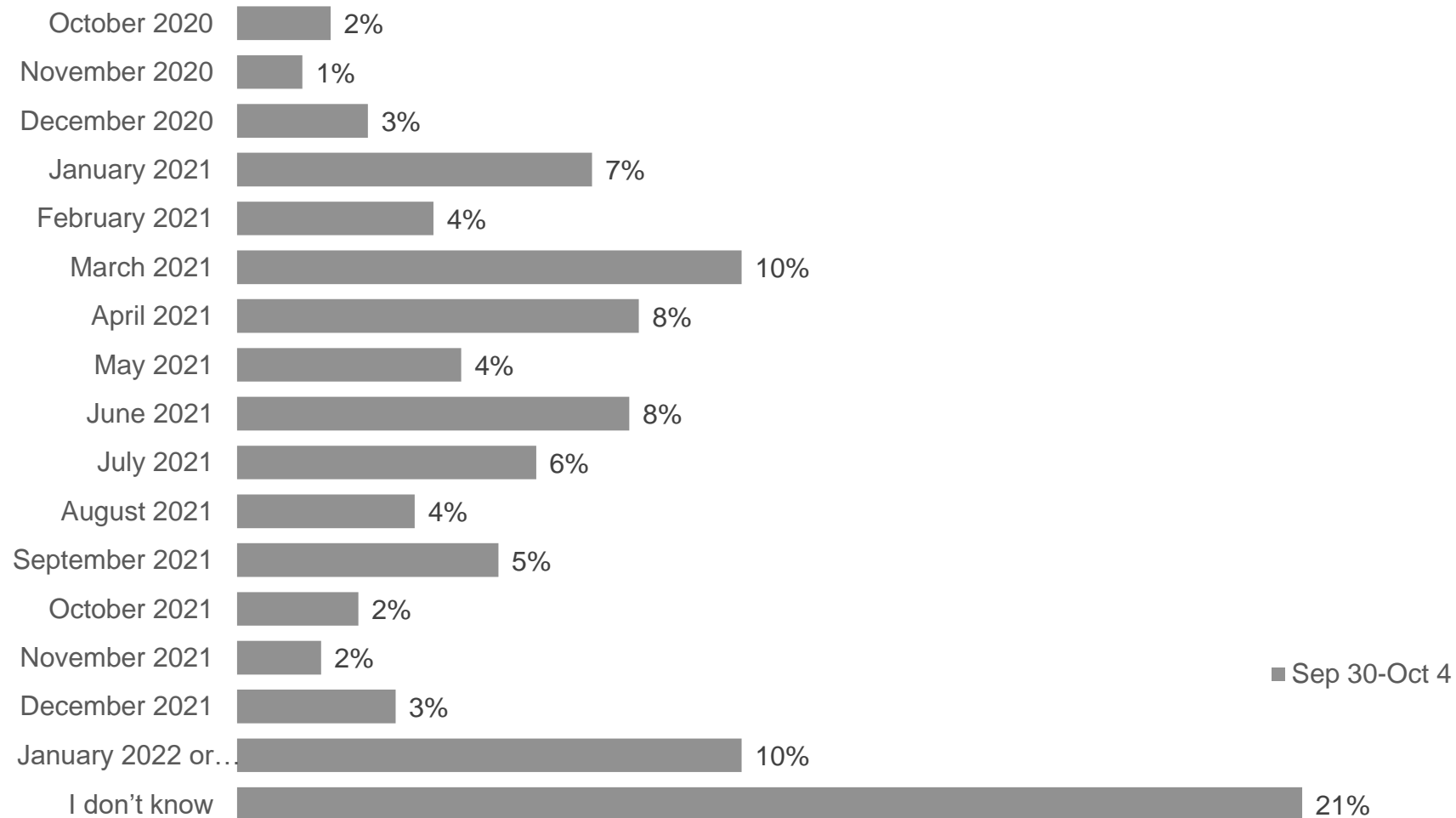
# Which of the following have you recently experienced with a financial institution?



# Which of the following changes to how you bank and make payments have you made or plan to make due to the coronavirus crisis?

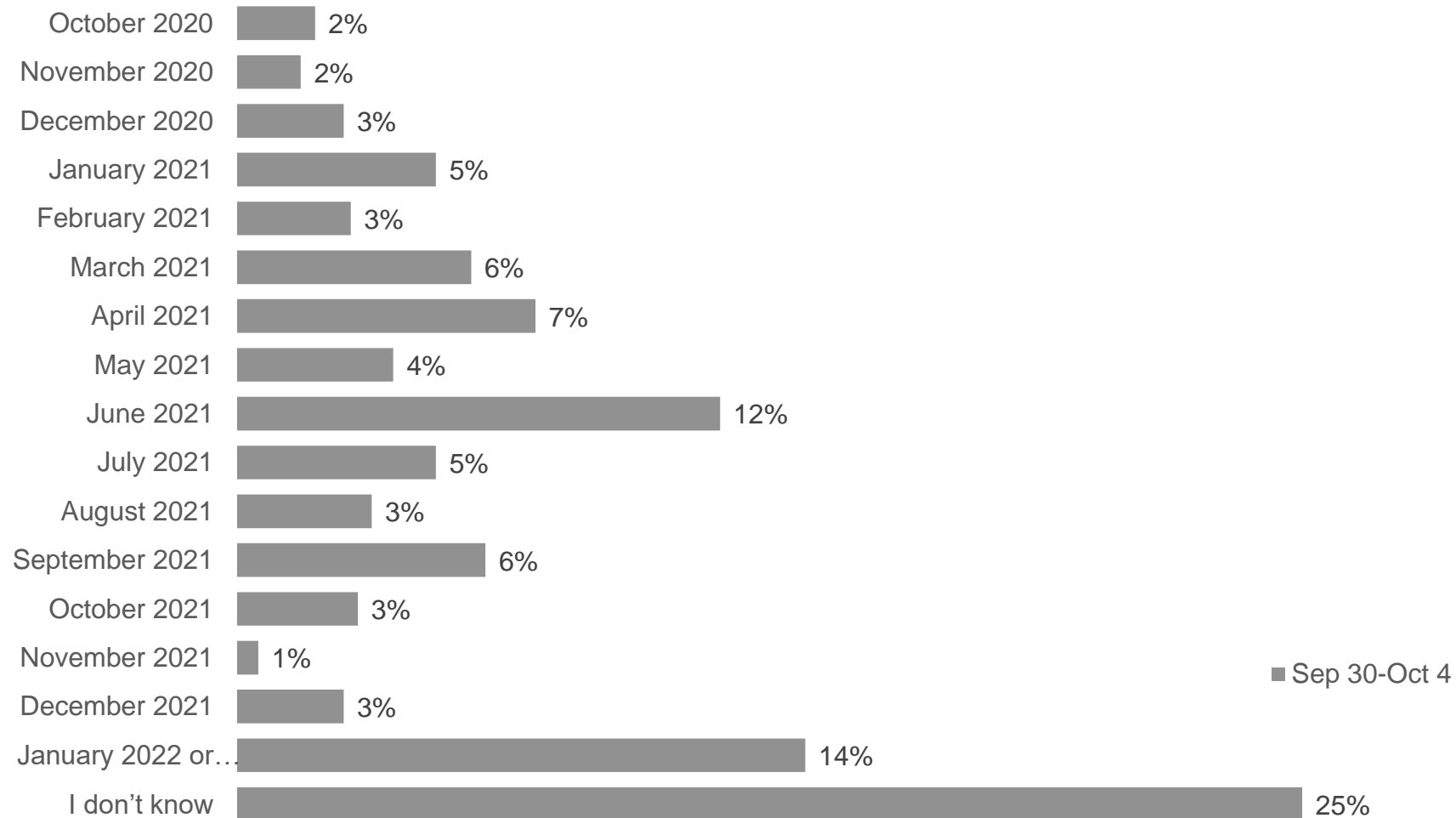


# When do you expect that a coronavirus vaccine to be widely available in Canada?



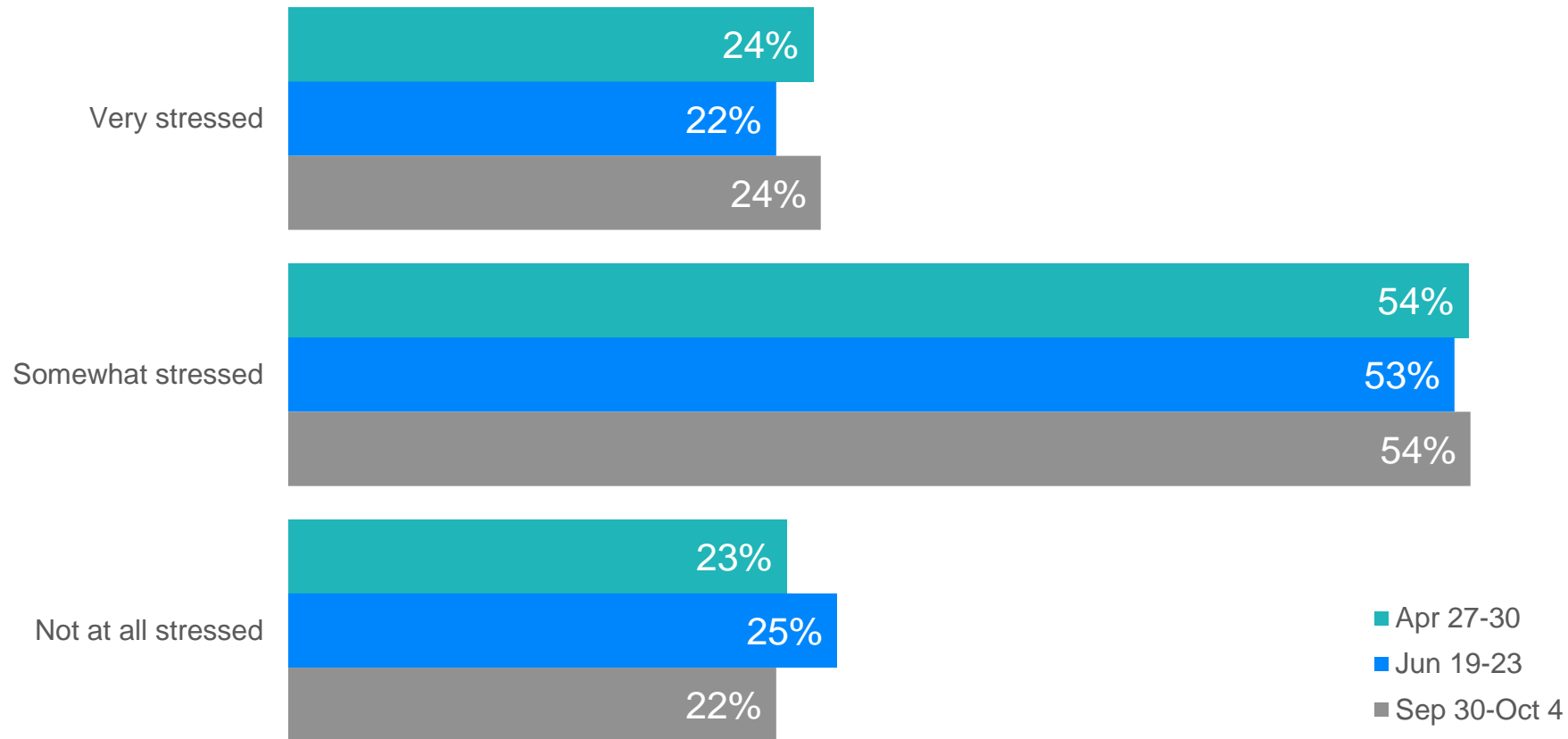


# When do you expect that your typical activities return to normal (work, school, travel, dining, entertainment, church, sports, etc.)?

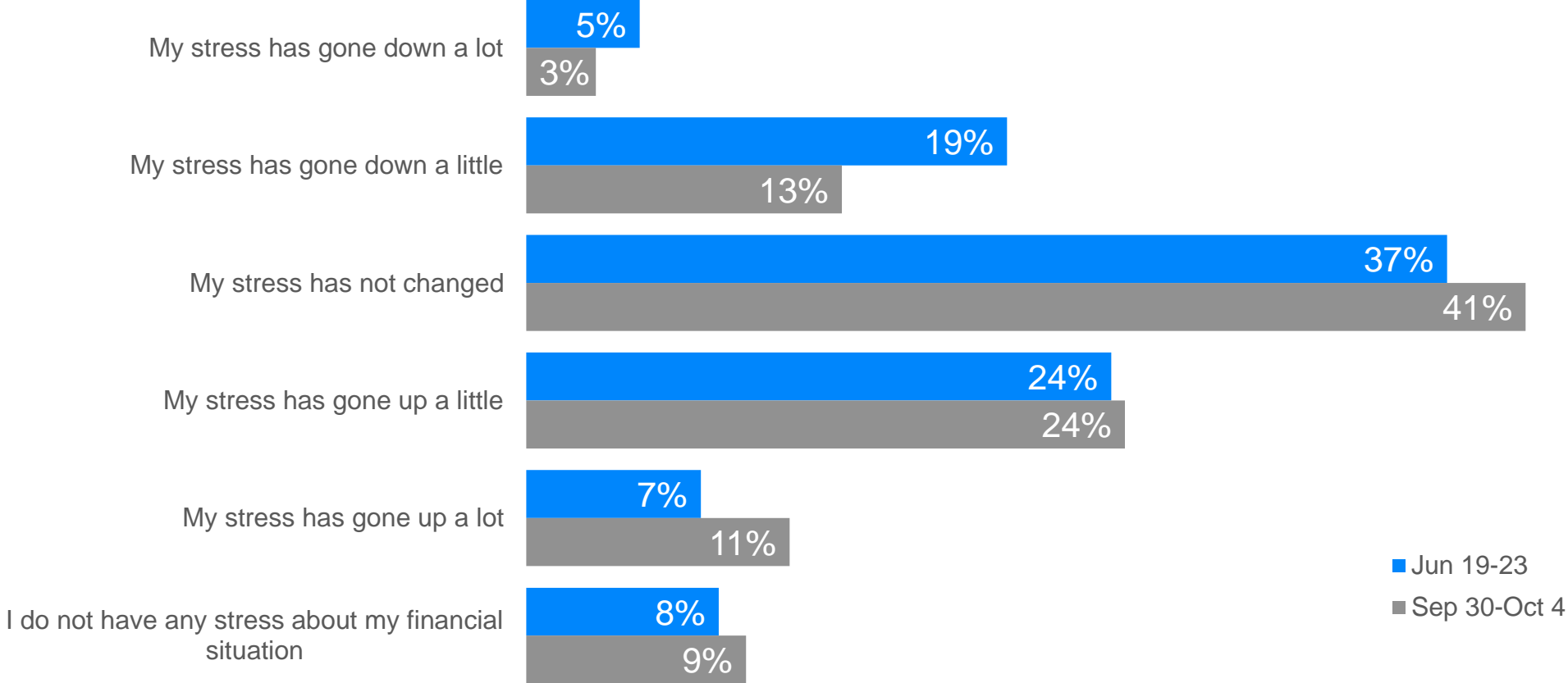


# Financial Health

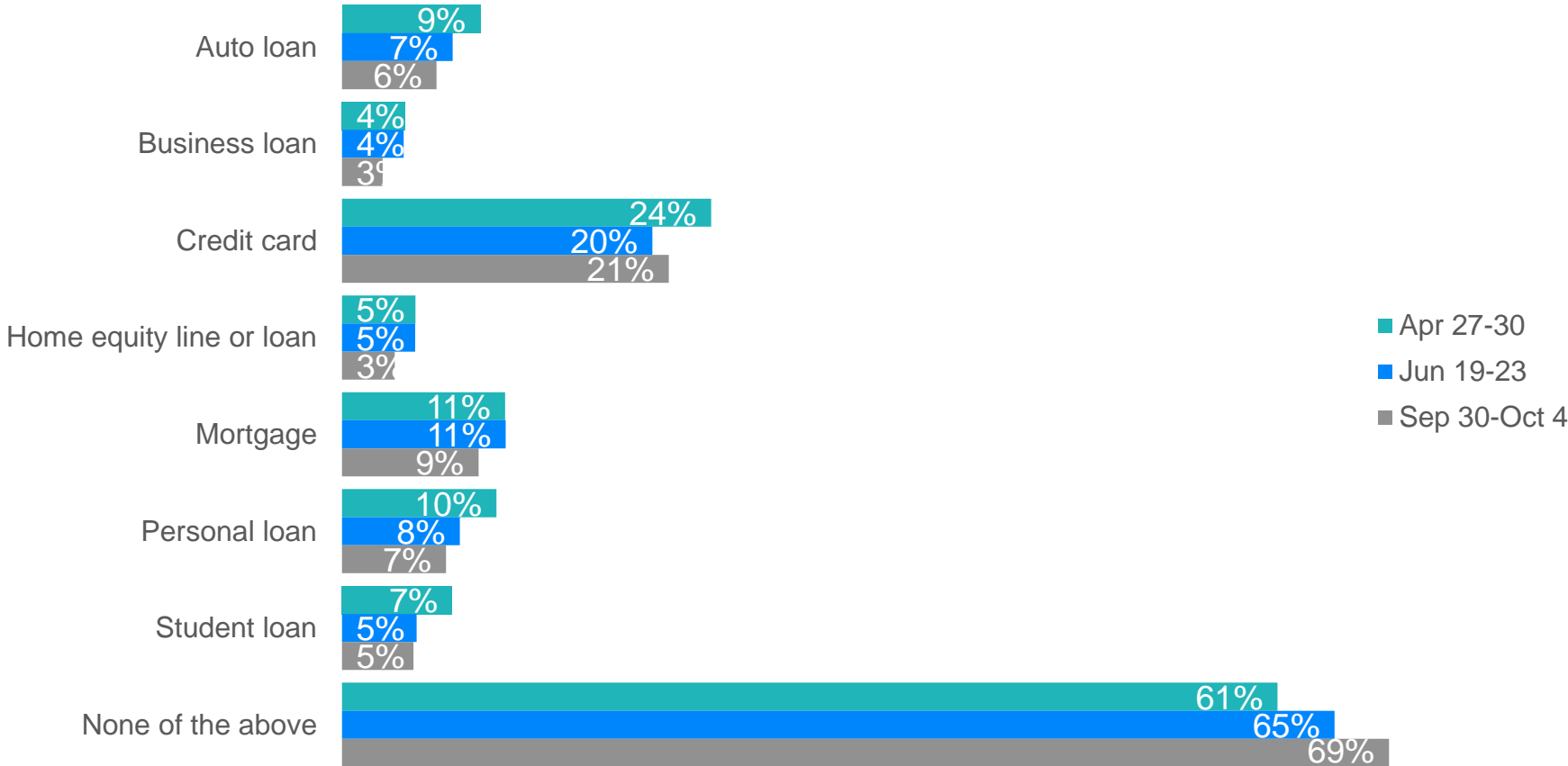
# Please rate your current level of stress about your overall financial situation.



# In the past several weeks, how has the level of stress about your financial situation changed?

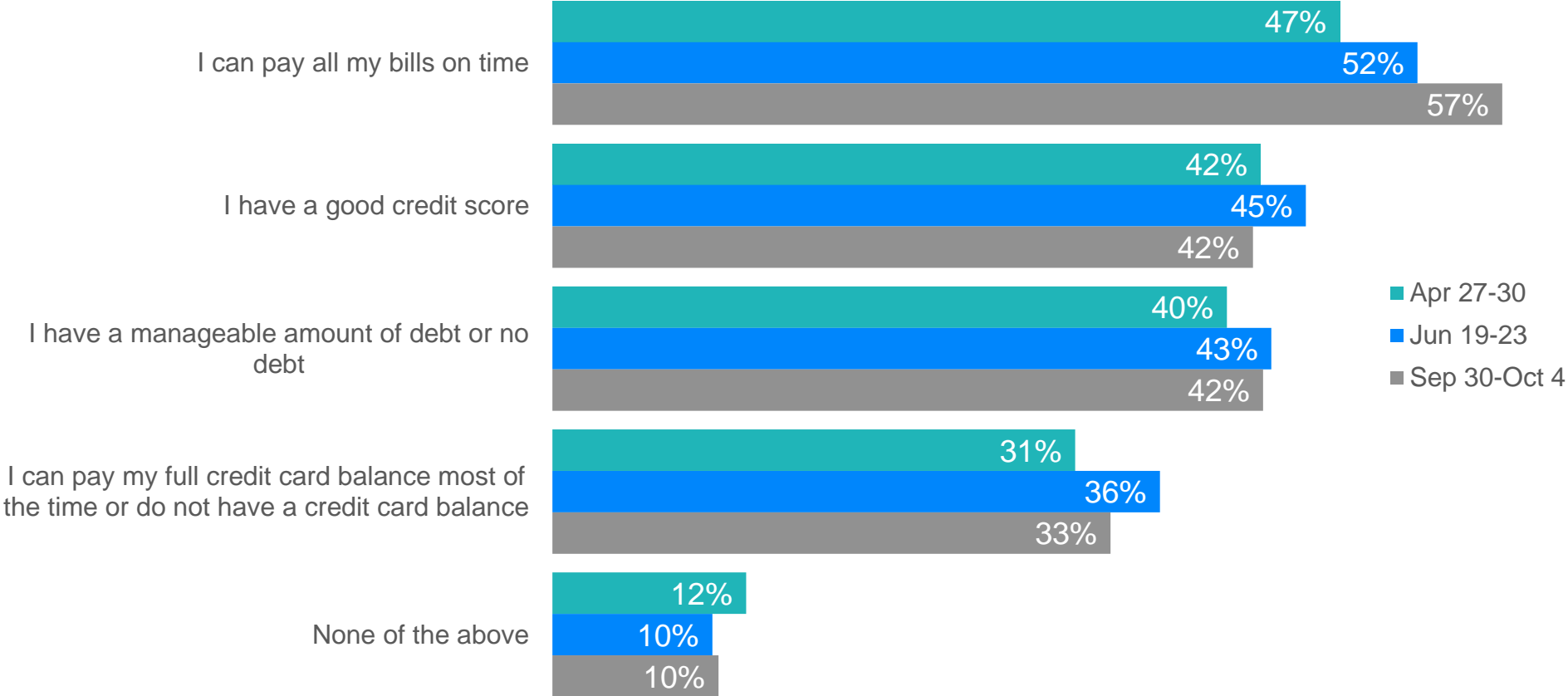


# Since the coronavirus crisis began, have you been unable to make the minimum monthly payment for any of these?

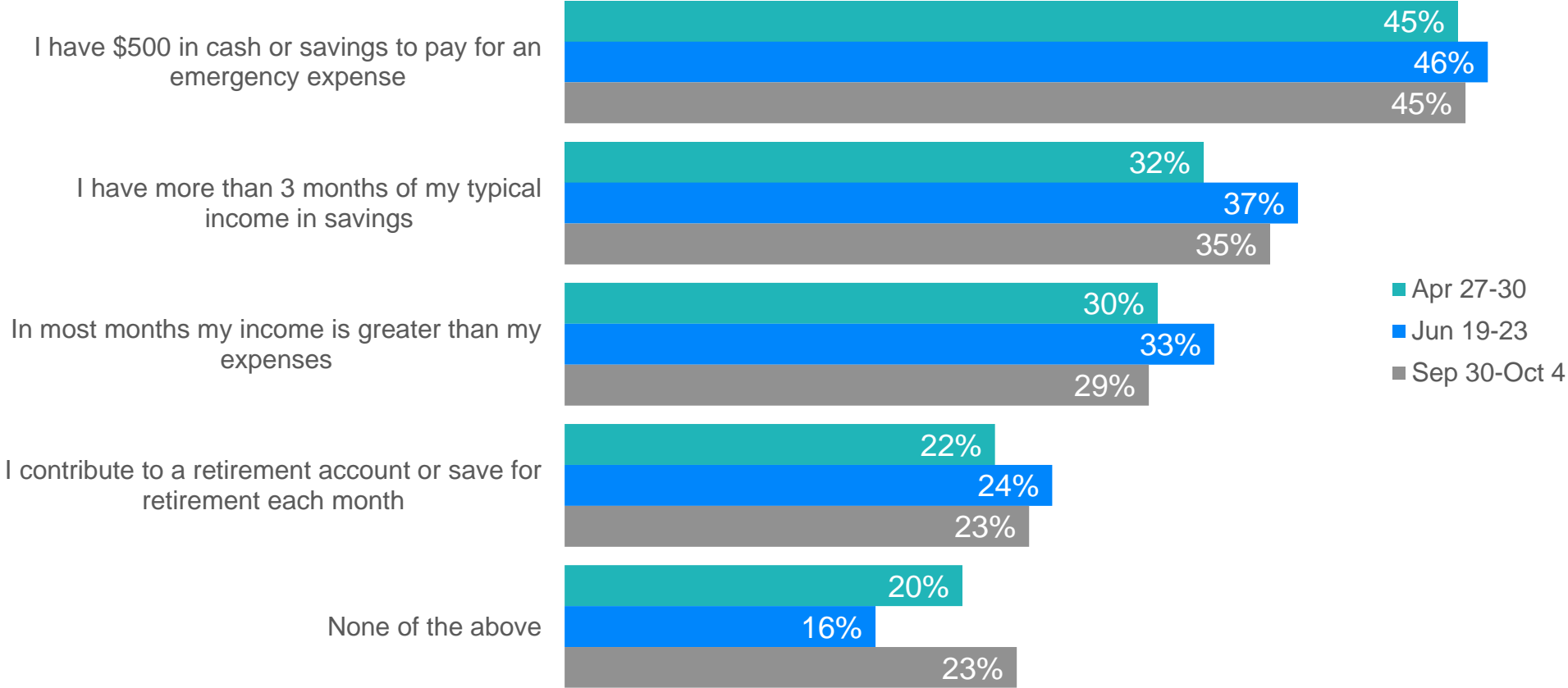


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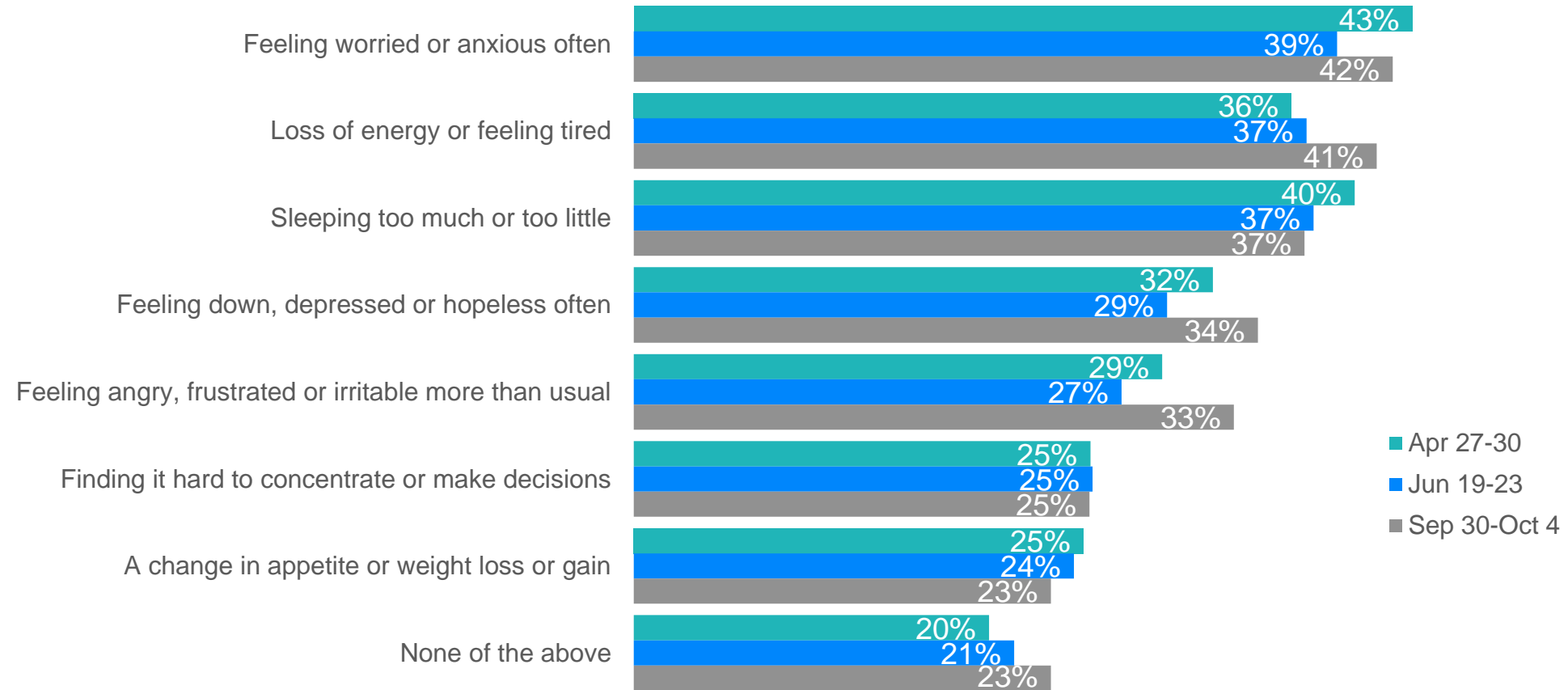
# Which of the following describe your borrowing situation?



# Which of the following describe your savings situation?



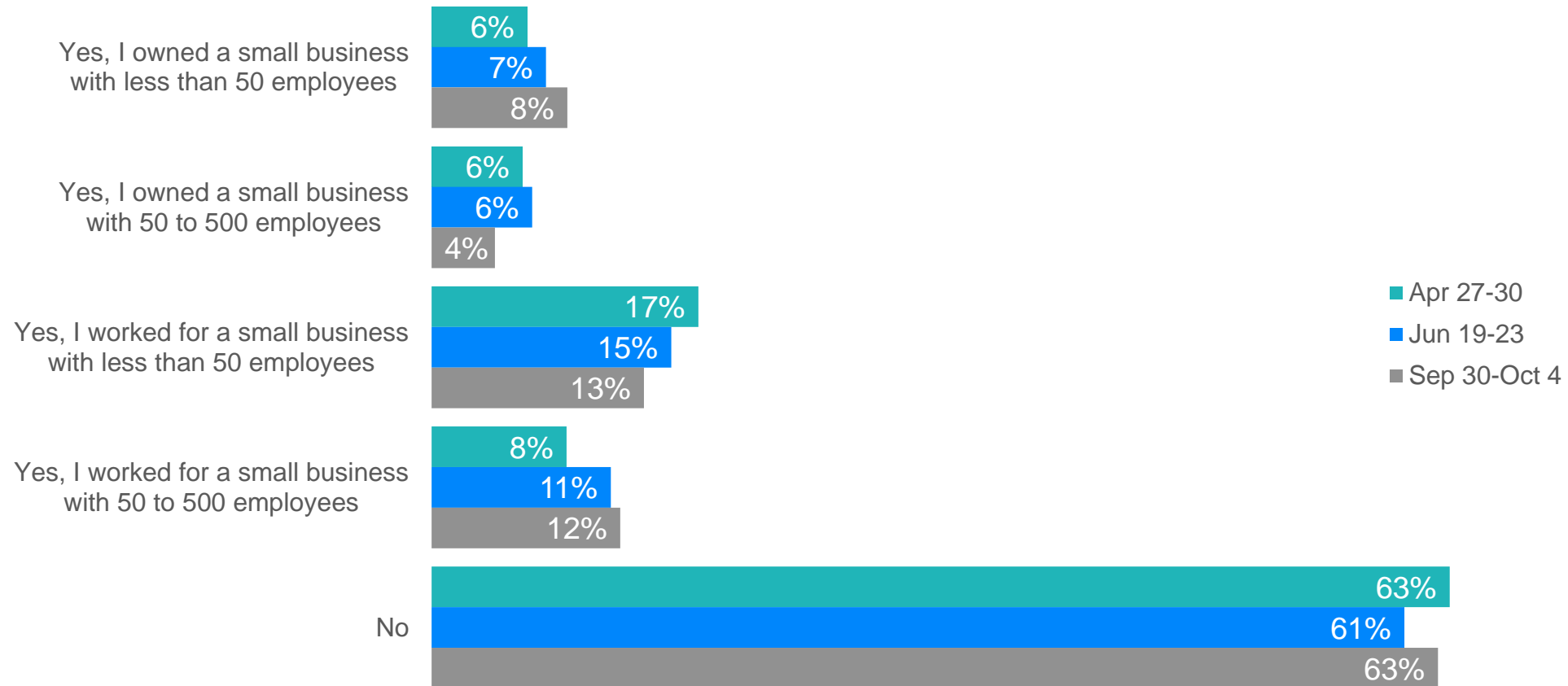
# Have you experienced any of the following for longer than two weeks since the beginning of the coronavirus crisis?



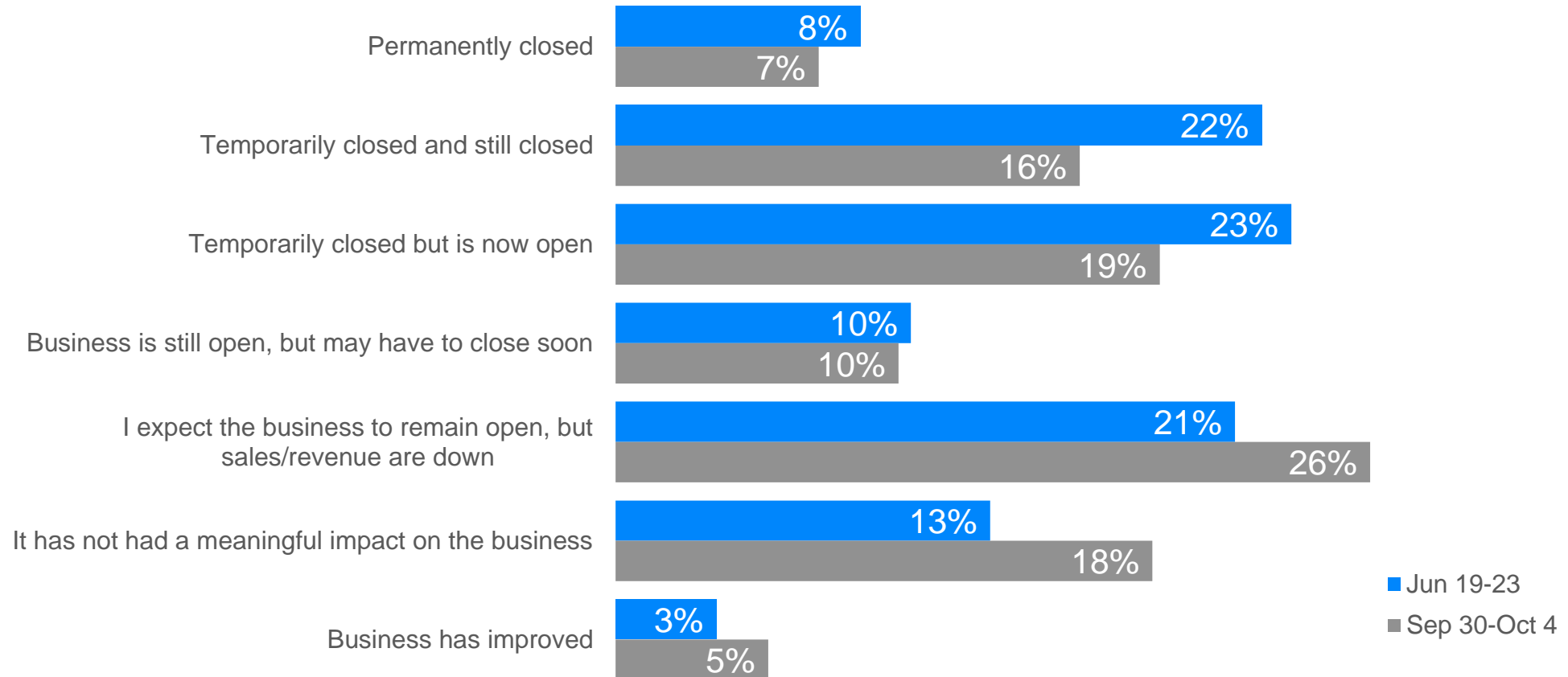


# Small Business

# As of January 2020, before the coronavirus crisis, did you own or work for a small business with 500 or fewer employees?

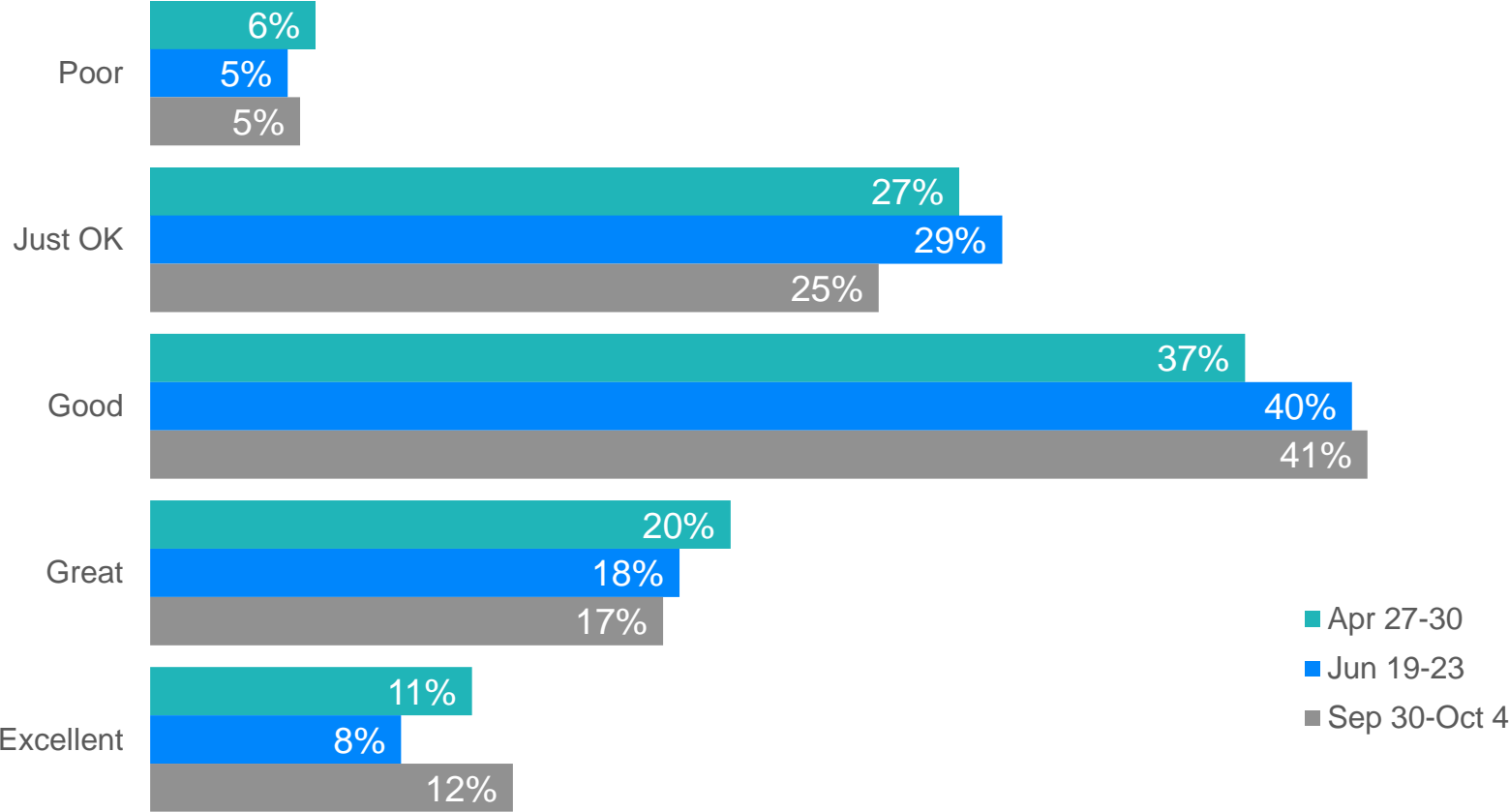


# How has the coronavirus crisis impacted the small business you owned or worked for before the crisis?

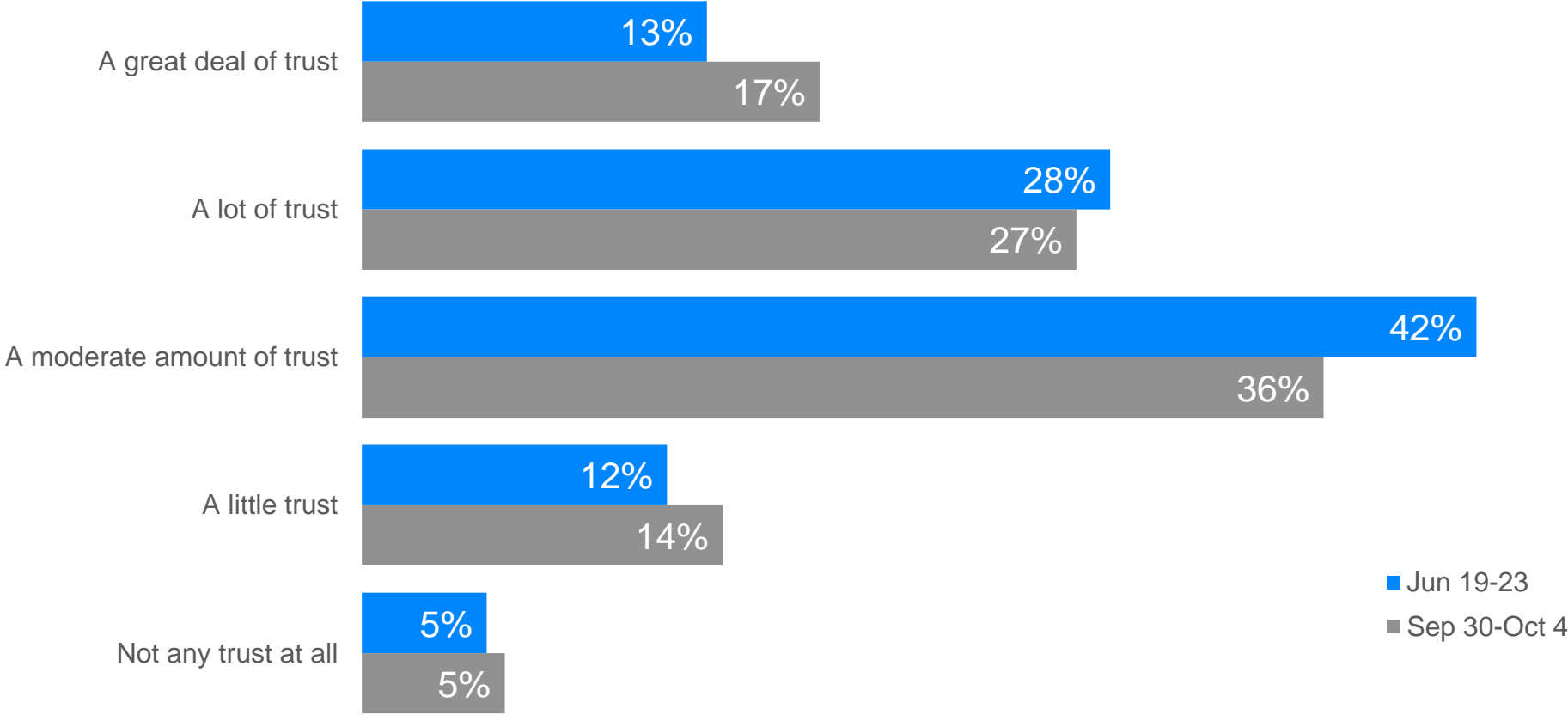


# Perceptions of Primary Bank

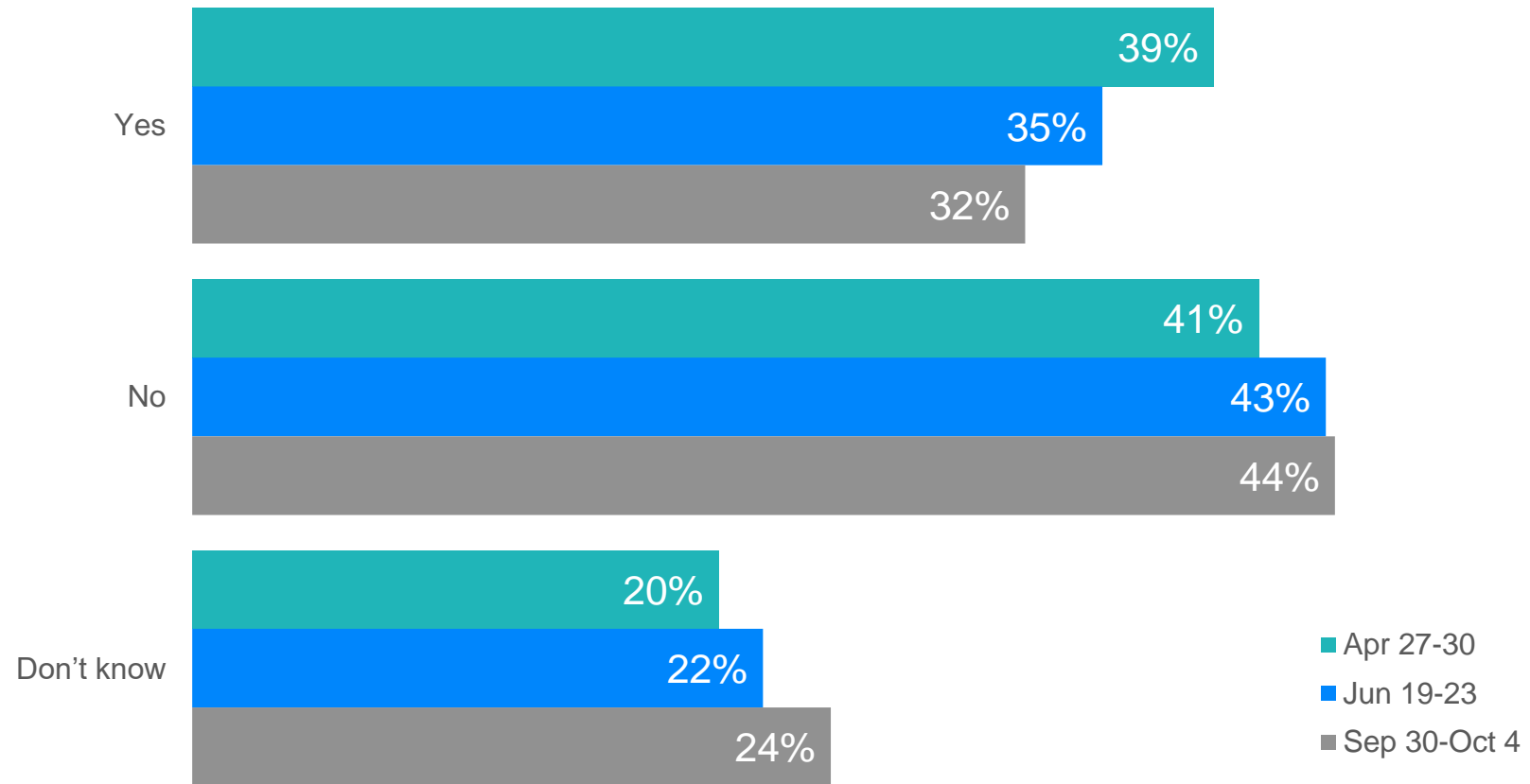
# Please rate your primary bank on how well it is supporting its customers during the coronavirus crisis



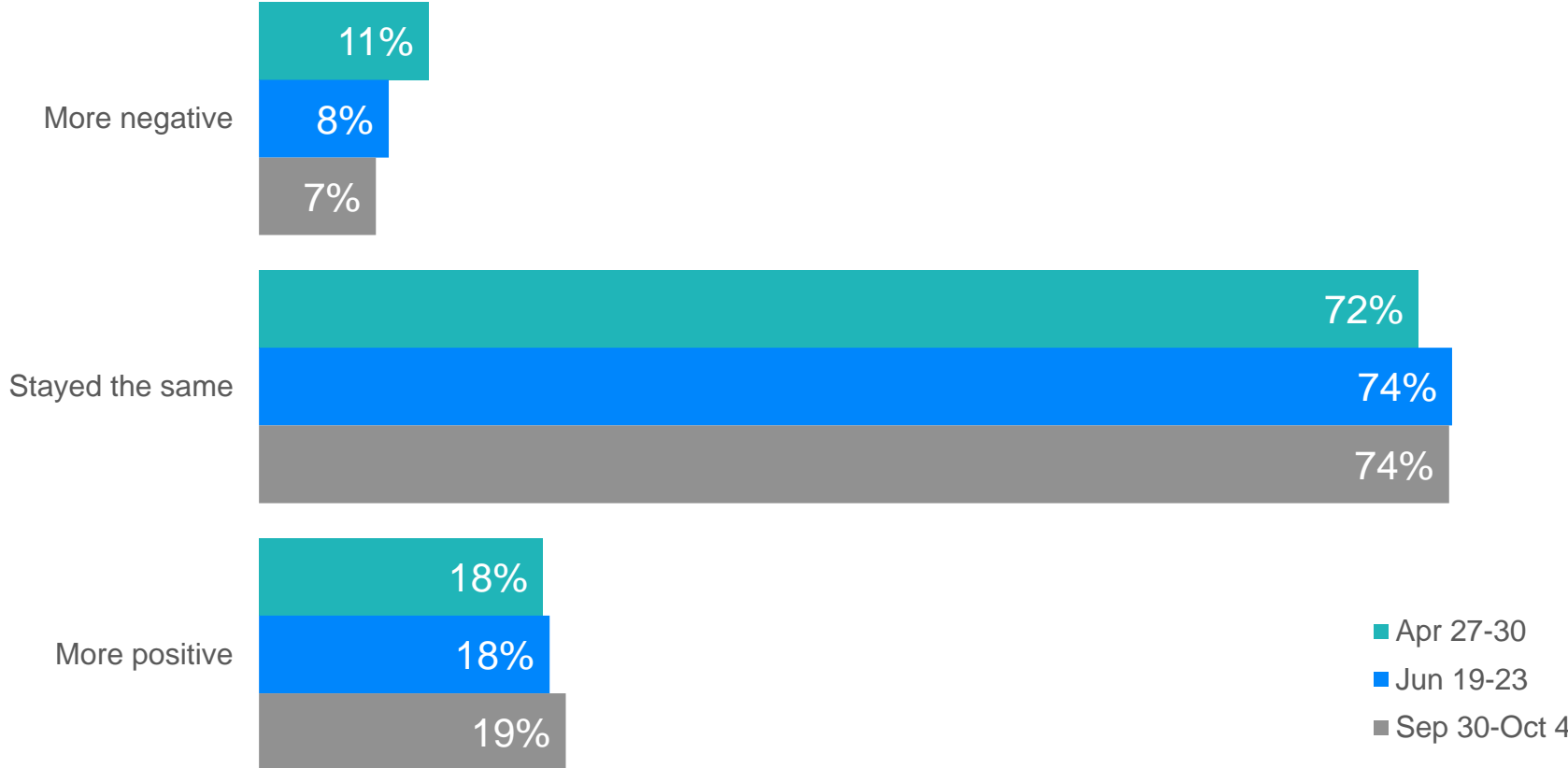
# How much trust do you have that your primary bank will do what is in your best interest?



# Has your primary bank shown concern for your personal financial situation during the coronavirus crisis?



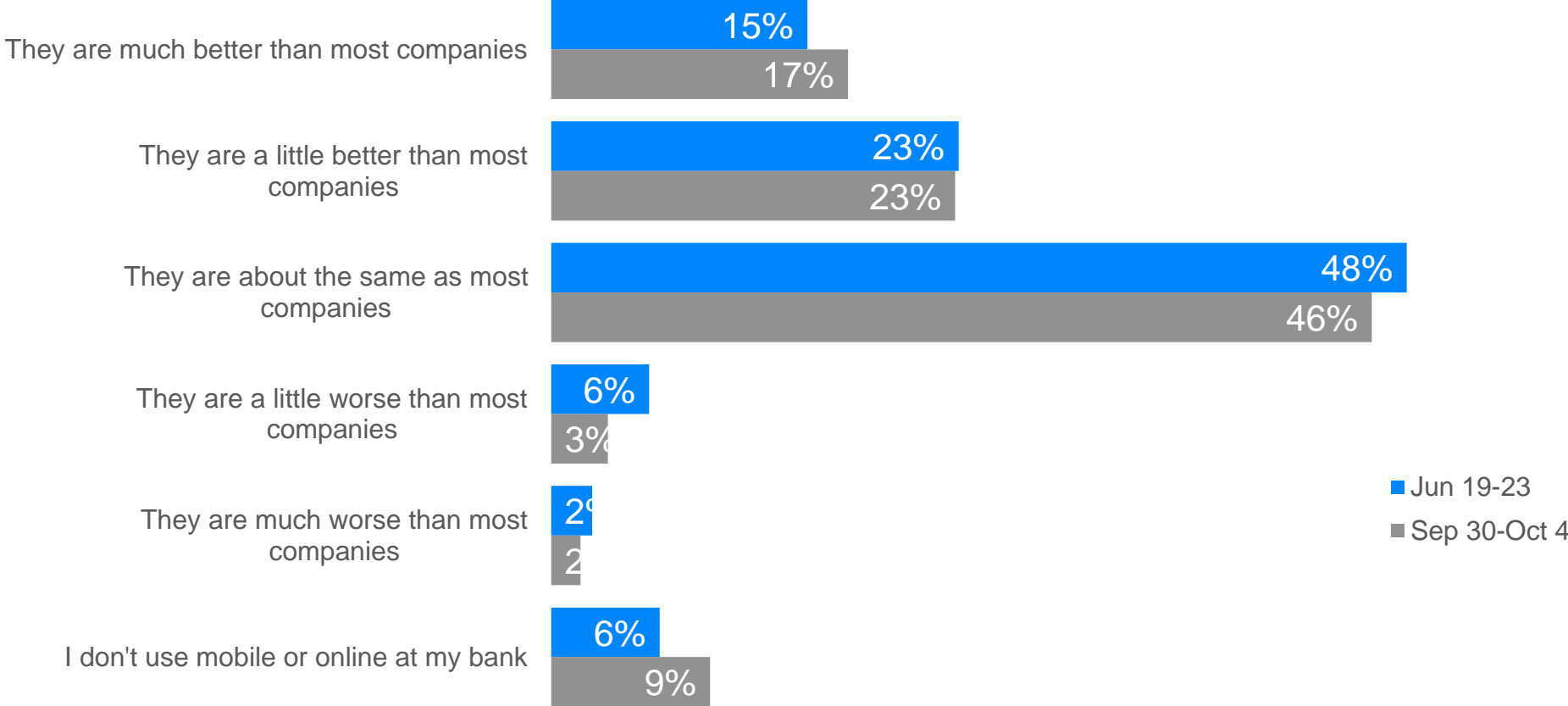
# How has the response from your primary bank to the coronavirus outbreak changed your impression of them?



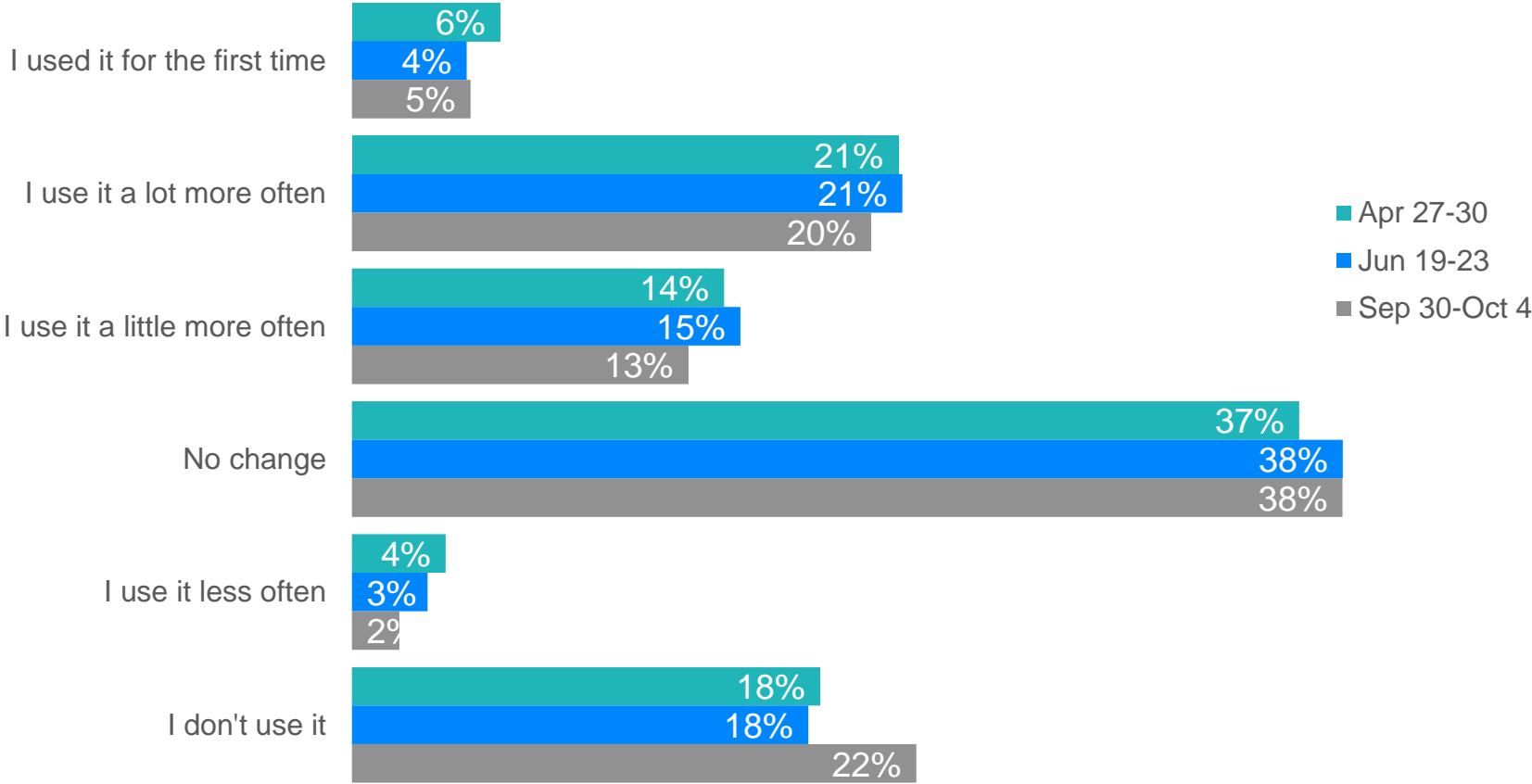
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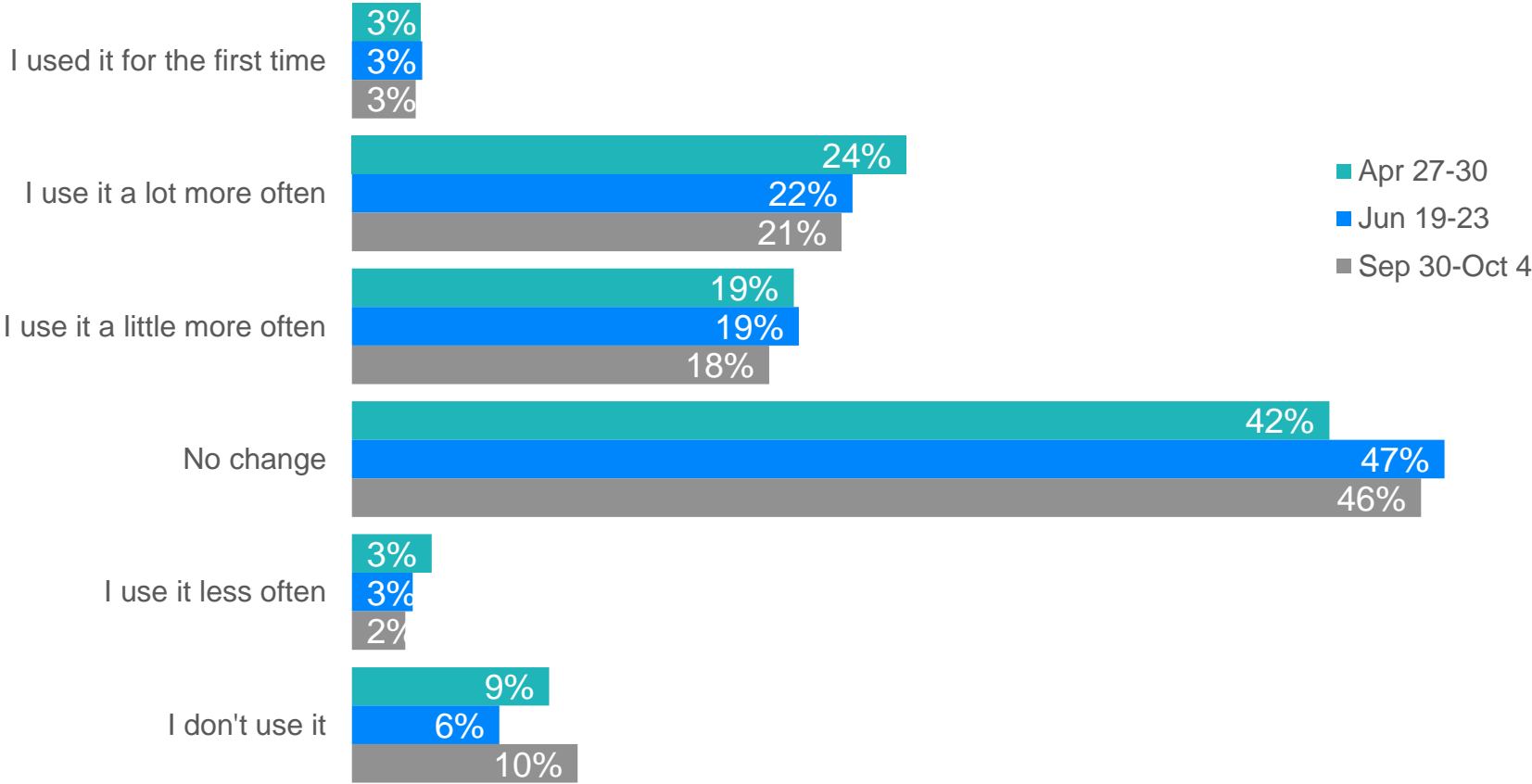
# How does your primary bank's mobile and online offerings compare to other companies you deal with?



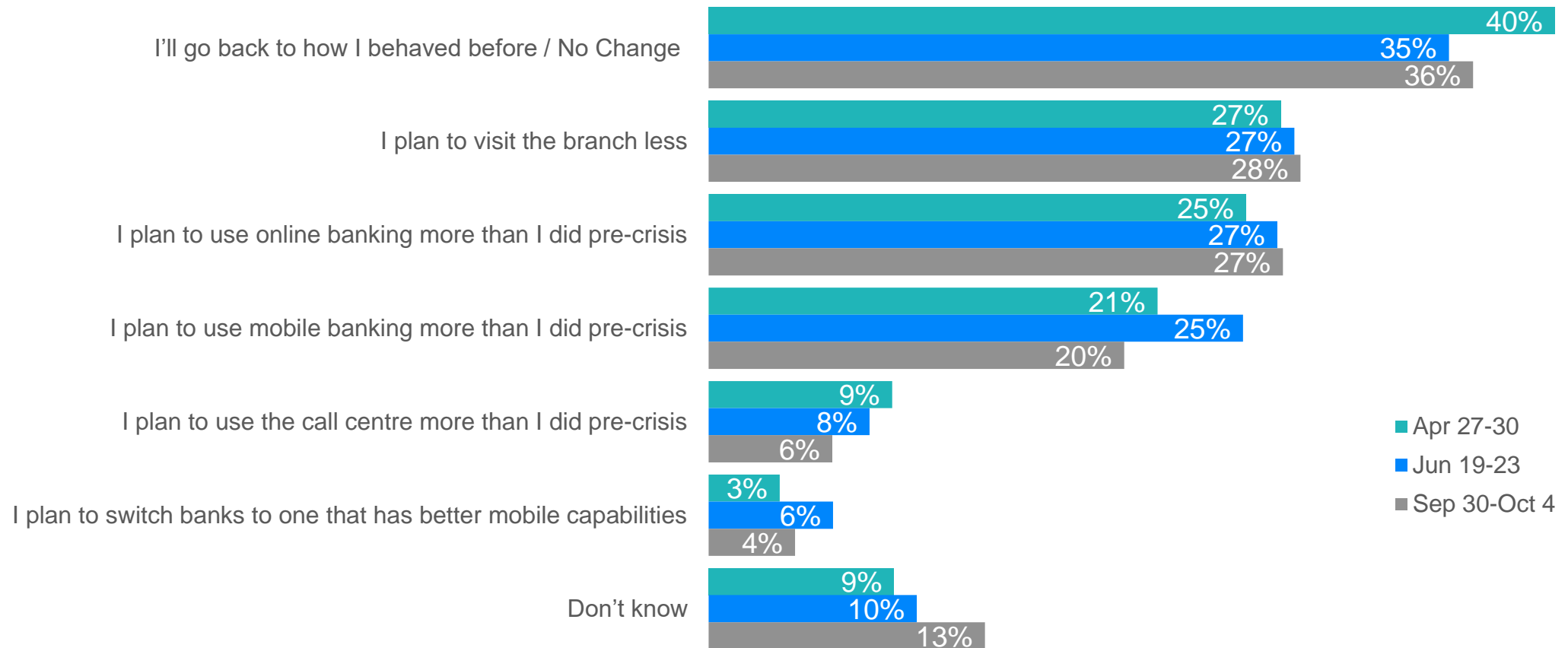
# Since the coronavirus crisis began, how has your usage of your primary bank's mobile app changed?



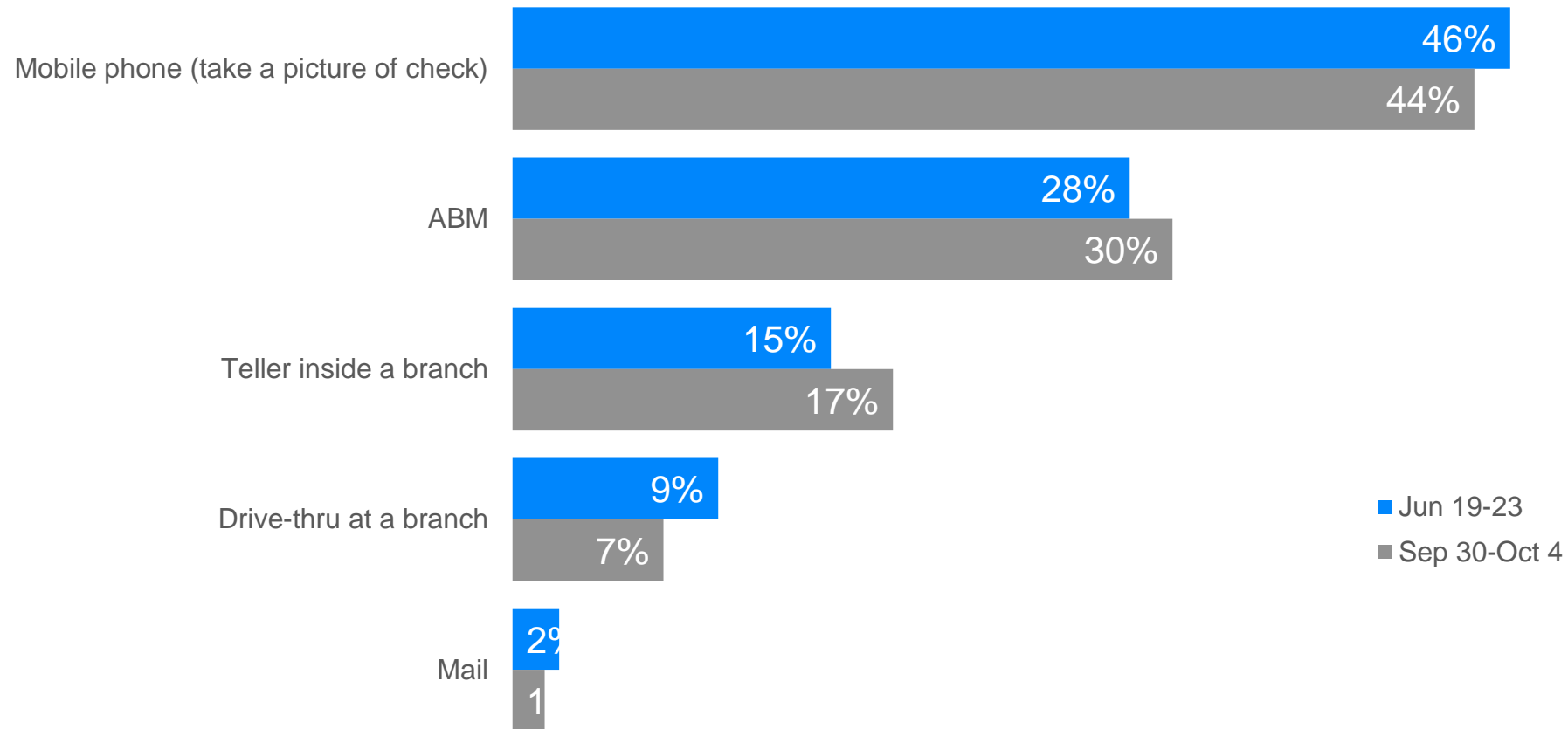
# Since the coronavirus crisis began, how has your usage of online banking on a laptop or PC with your primary bank changed?



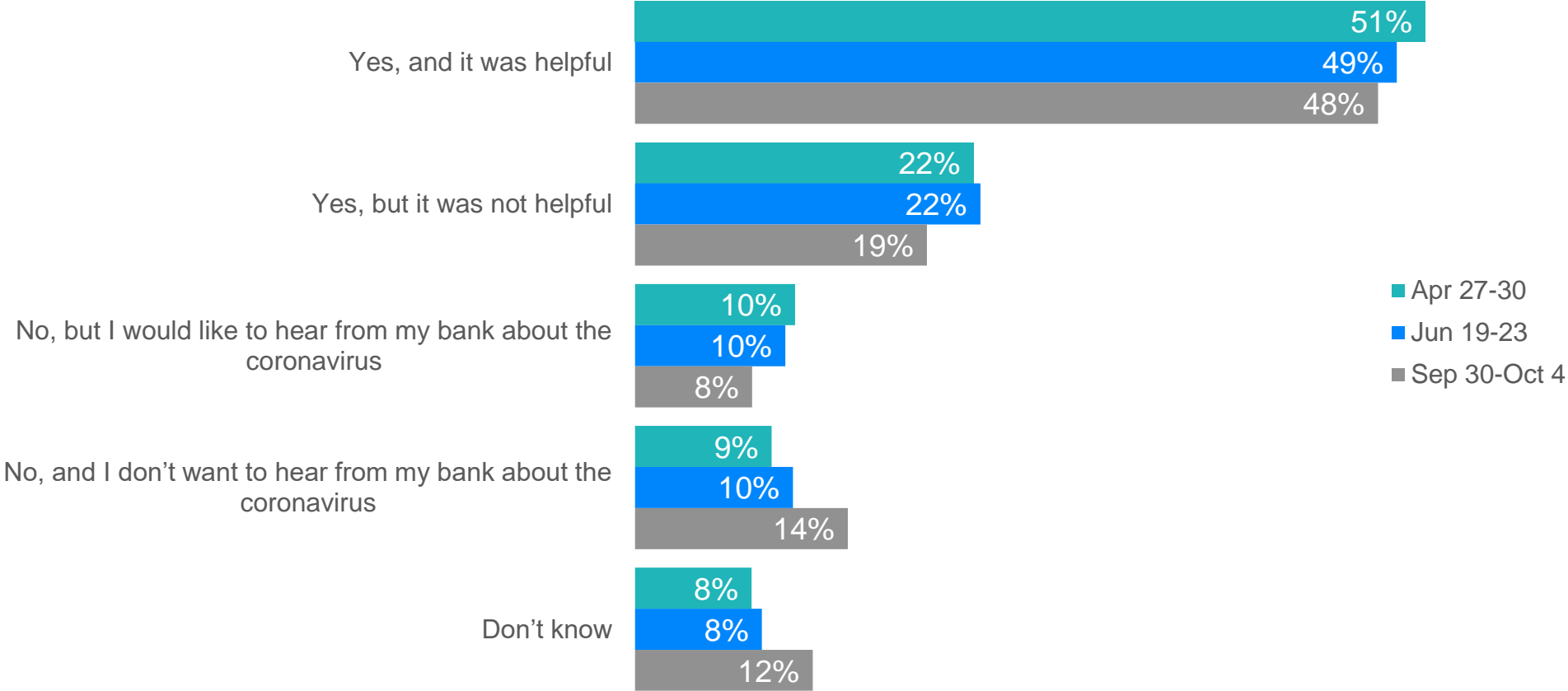
# After the crisis is over and it is safe to have in-person interactions, what are your plans for interacting with your primary bank compared to before the crisis?



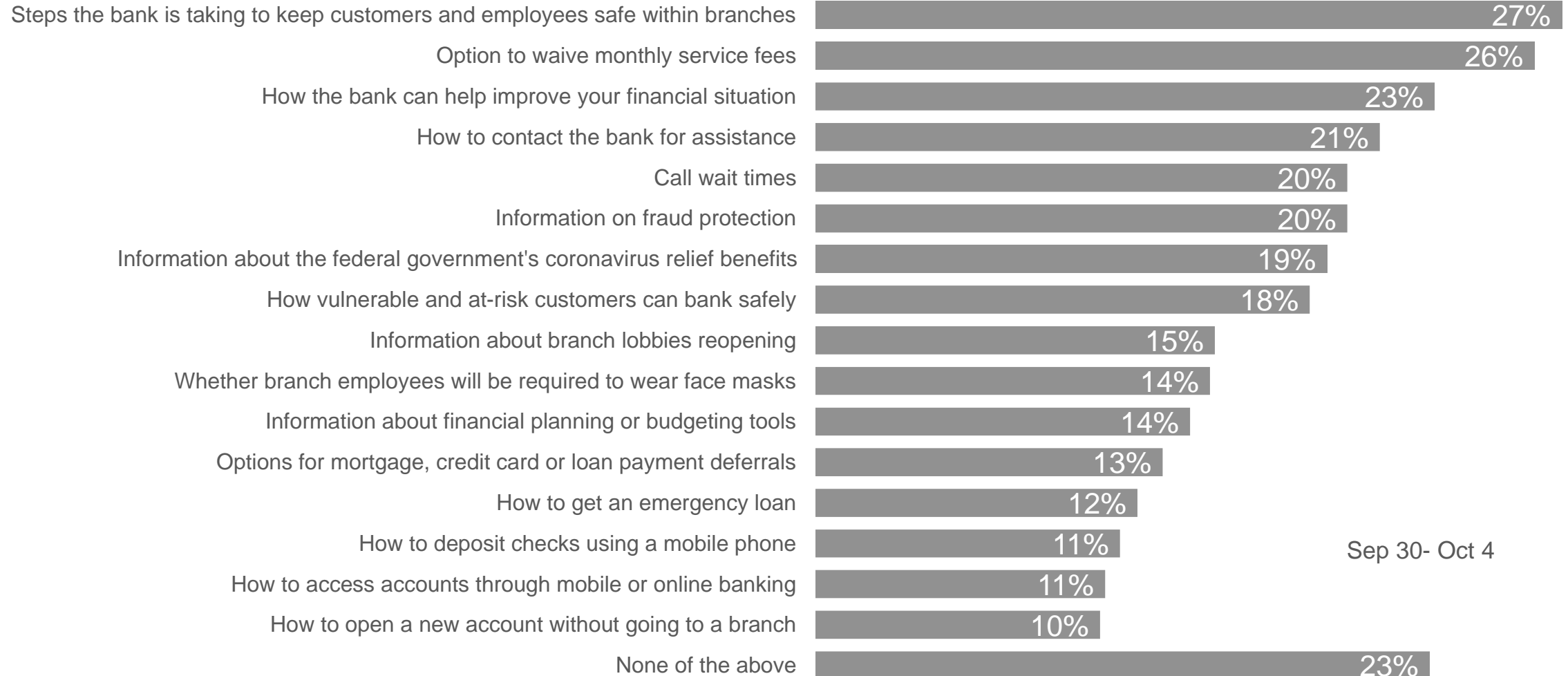
# Assuming you needed to deposit a check at your primary bank, which method would you choose?



# Have you received communication from your primary bank regarding the coronavirus?

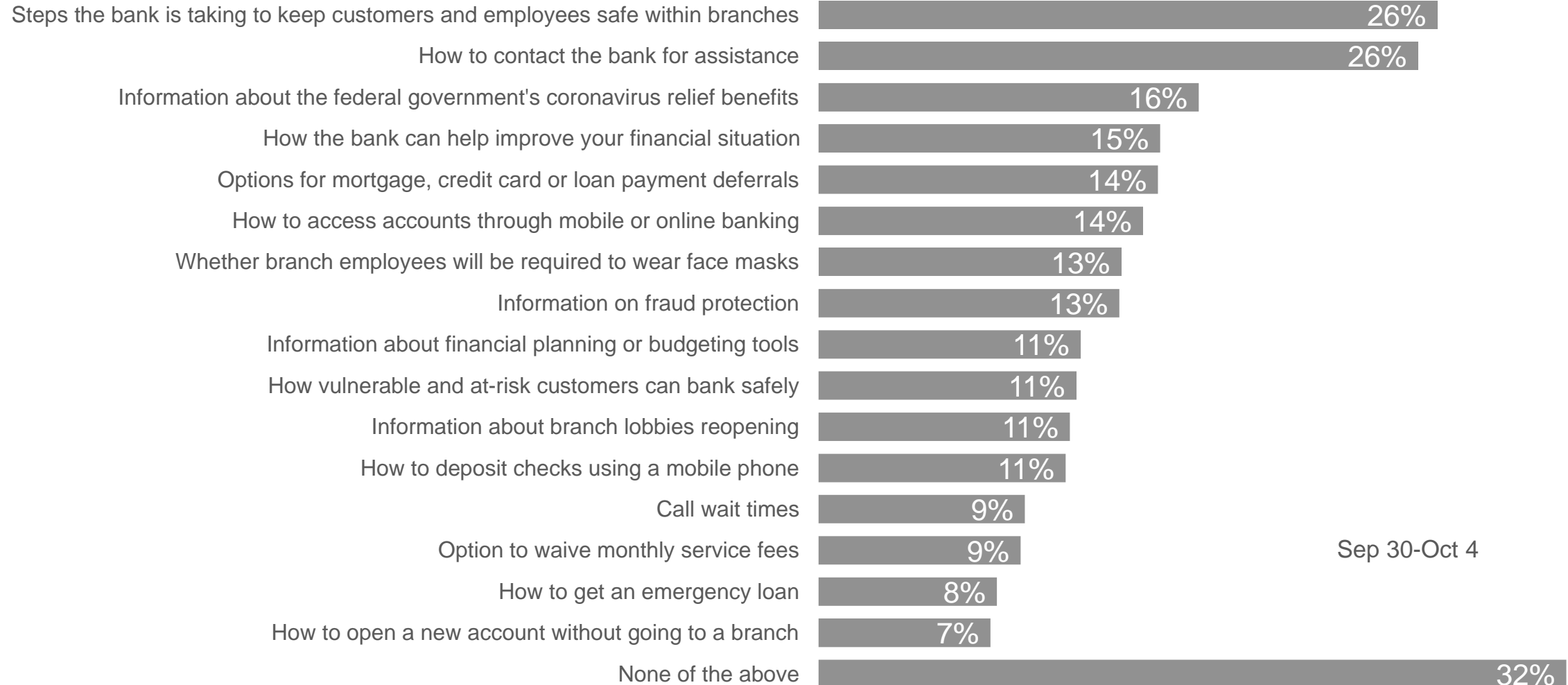


# What information about the coronavirus crisis would you like to receive from your primary bank?



Sep 30- Oct 4

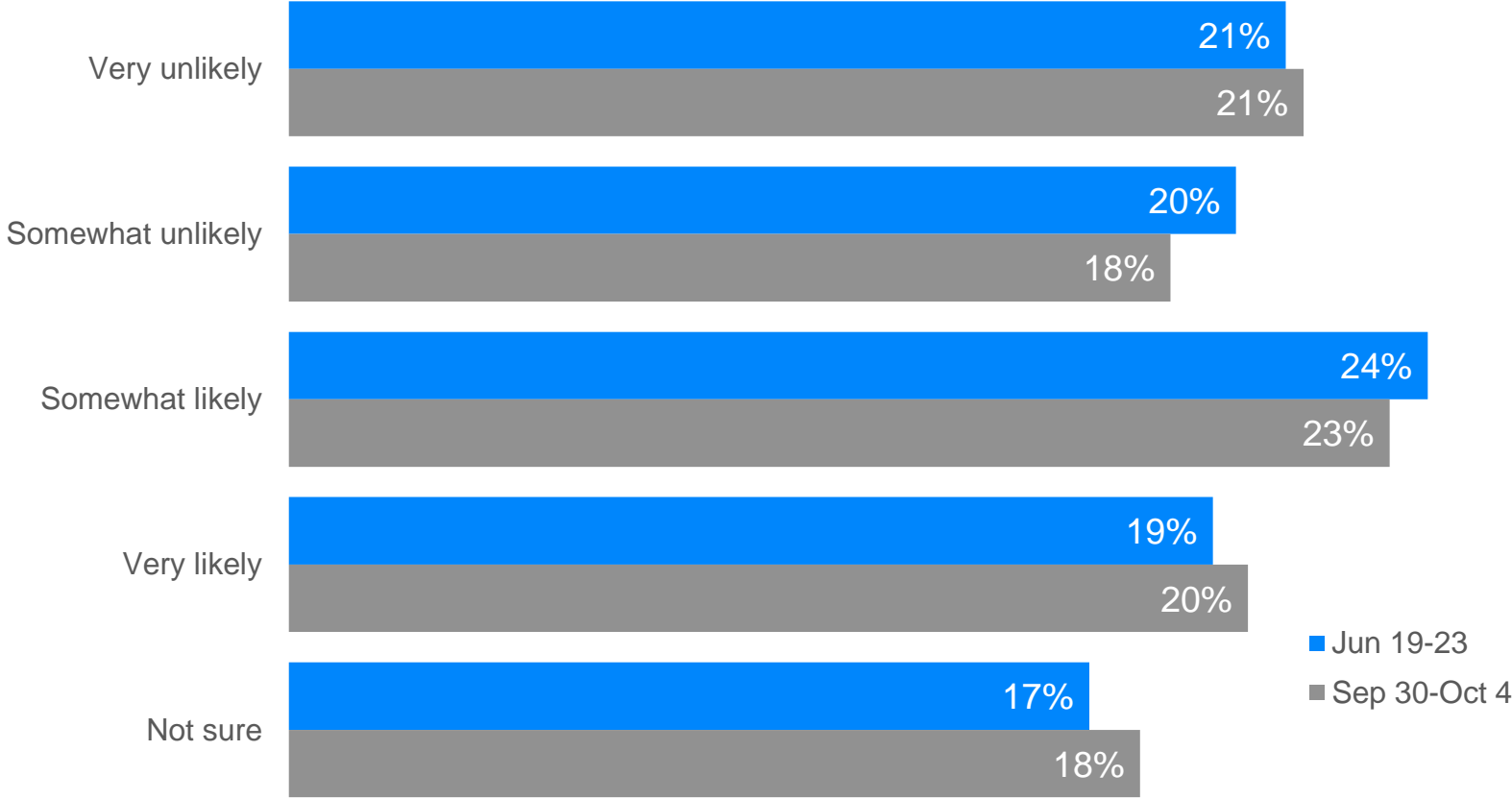
# What information about the coronavirus crisis have you received from your primary bank?



Sep 30-Oct 4



# For your next checking, savings, or money market account, how likely are you to select an online bank without branches?



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