

October 2012**Canadian Banks and Credit Unions - US**

“The retail banking industry in Canada is strong and the banking system is rated as the safest in the world. However, the global economic climate is troubled and Canadians are concerned. People are starting to hunker down and concentrate on spending less and saving more. Banks and credit unions/caisses ...

August 2012**Brand Perceptions of Canadian Financial Institutions - US**

Canadian financial institutions generally have good reputations, and Canadian financial banking and insurance companies are regarded as some of the safest in the world. However, Canadian banking and insurance consumers have varying opinions about financial services brands and the customer experiences they provide. This report takes a closer look at ...

May 2012**Canadian Mobile Payments - US**

The Canadian mobile payments market has been relatively slow to develop compared to other developed countries. To date, mobile payments, broadly defined, have been mainly centered around contactless credit and debit cards using near-field communications (NFC), although the technology is slowly migrating to mobile phones. This migration is likely to ...

April 2012**Canadian Lifestage Financial Services Marketing - US**

The Canadian consumer is currently facing considerable challenges. Unemployment is high, people are worried about being able to save enough to enjoy a comfortable retirement, and household debt is approaching levels that may indicate they are about to face their own credit crisis.