

Younger generations and their repayment preferences

6 REVEALING FACTS



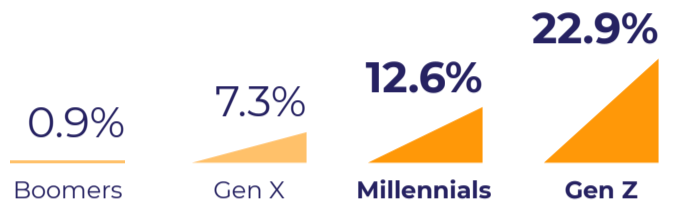
Younger generations (Millennials & Gen Z) are playing a critical role in the Canadian consumer debt market.



41%

of all consumers in Canada are aged between 15 and 39

High debt increase for younger generations



Non-mortgage debt increases from 2017 to 2018 in Canada

What incentivizes younger generations to pay their outstanding accounts?

56%

rank payment & contact methods as the most important factors of a **good customer experience**



25%

Payment agreement options



19%

Contact methods



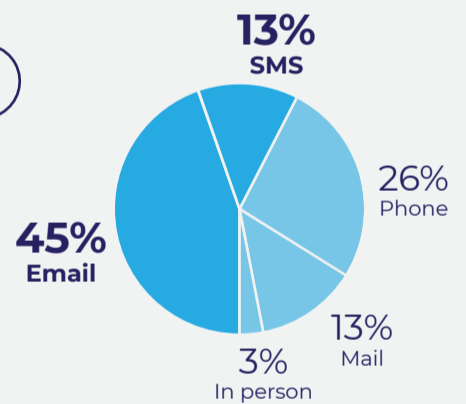
11%

Payment methods



58%

prefer to be reached via digital **contact methods**



72%

would choose a **payment agreement** to pay a past-due balance of \$1,000

Monthly

51%

Pay in full

28%

Bi-weekly

13%

Weekly

8%



68%

prefer to pay using online **payment methods**



38%
Online Debit



30%
Online Credit



24%
At the bank



5%
By phone