

INSIGHTS

Fear of Checking

Customers with lower credit scores check their score less frequently.

Credit Sesame

1 in 5 people believe that checking their credit score will lower it.

Financial Post

Low Urgency, Low Importance

Many customers do not feel the need to check until it is time to apply for a loan.

Loans Canada

How might we **provide guidance that reduces financial anxieties** by encouraging members and providing tools to reach their goals?