

## 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?