


CANADIAN FINANCIAL MONITOR

A Definite Source for Understanding the Financial Behavior of Canadians

CFM 
CANADIAN
FINANCIAL
MONITOR
SYNDICATED

The Canadian Financial Monitor (CFM) study is a robust and trusted study that has been a cornerstone of the Canadian financial landscape for over 25 years. It delves into a wide array of areas, including Canadians' banking habits, product holdings, financial health, financial literacy, and attitudes toward finances. This comprehensive coverage provides a detailed understanding of financial institutions' competitive landscape.

How It's Used

The CFM provides financial institutions with valuable information that can be directly applied to understand their competitive landscape. This includes insights on market share, penetration, average customer value, and share of wallet at a total level or by business units, offering practical guidance for strategic decision-making.

Financial institutions also find value in using the TIBC, a loyalty metric that indicates the proportion of clients that have a transactional financial product (e.g., checking or savings accounts), an investment product (e.g., mutual funds or stocks), a borrowing product (e.g., line of credit or personal loan), and a credit card, all combined, with a specific financial institution. This metric is a powerful tool for measuring and improving customer loyalty.

The CFM provides financial institutions with insights into how to customize initiatives to attract and retain Canadian clients.

Survey Content

- Attitudes towards finances
- Main financial institution for personal banking. Tenure, satisfaction and reasons why it is chosen.
- Financial products ownership (chequing account, savings account, GICs, bonds stocks, mutual funds, ETFs, credit card, mortgage, personal loan, lines of credit)
- Financial institutions used for each financial product. Customer value.
- Channels usage (ABM, branch, live chat, mobile banking, online banking, telephone banking). Transactions made.
- New Canadians. Financial goals and behaviour.
- Financial literacy: 10 questions to measure Canadians' finance understanding.
- Payment methods used in the past week
- Demographics: Gender, age, Household financial assets, Household liabilities, Household income, Employment, Tenure in Canada; Ethnicity

How We Do It

Conducted monthly	Annual sample of 18,000 respondents with a bank account or financial product
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The sample is distributed proportionally across Canada and weighted to represent the population.

We Provide



Quarterly deliverables customized to clients' needs.



Annual Report



Bank of analysis hours for report customization and to address business questions

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