

# CANADIAN MORTGAGE MONITOR

## Navigating the Canadian Mortgage Market for Success

The Canadian Mortgage Monitor (CMM) study rigorously analyzes the Canadian mortgage market, emphasizing housing affordability, lender and broker performance, and consumer satisfaction. It delves into the challenges Canadians face when purchasing a home and securing a mortgage, their satisfaction levels with lenders and brokers, and the decisive factors impacting their choice to utilize mortgage brokers.

The study also monitors non-homeowners interest in purchasing residential property and examines the obstacles they encounter in acquiring it.

### How It's Used

Mortgage lenders can utilize the study's data and insights to understand Canadian mortgage holders' needs and preferences. This information can help them customize their mortgage products, services, and marketing strategies to attract and retain customers.

By understanding the competitive landscape, lenders can identify areas for improvement and distinguish themselves from others.

Additionally, the study's insights into housing affordability can assist lenders in refining their risk assessment models and developing more relevant products.

### Survey Content

#### General Aspects

- Sentiment about long-term investment in real estate
- Assets held in real estate

#### Competitive Landscape of Mortgage Lenders

- Market share, penetration, customer value, and capture rate
- Top reasons to choose a mortgage lender
- Overall satisfaction with the mortgage lender and services features evaluation

#### Mortgage Characteristics

- Mortgage terms
- Mortgage amortization period
- Outstanding mortgage amount
- Average mortgage rate and monthly payment
- Current vs. future mortgage rate type

#### Switching Behaviour

- Intention to switch lenders
- Reasons for switching lenders

#### Mortgage Brokers

- Profile of mortgage broker users
- Reasons for using a mortgage broker
- Average interest rate for those who used a mortgage broker compared to those who did not
- Overall satisfaction with mortgage brokers

#### Non-Homeowners Behaviour

- Intention to purchase a residential property
- Reasons for not owning a residential property
- Average monthly rental payment
- Intention to open a first-time home saving account (FHSA)

#### Demographics

- Gender and age
- Household financial assets
- Household liabilities
- Household income
- Employment
- Tenure in Canada; Ethnicity

### How We Do It

Every three months  
(January, April, July, October)

Annual sample of 12,000 respondents, about 4,000 of whom are mortgage holders

The sample is distributed proportionally across Canada and weighted to represent the population

### We Provide



Quarterly reports



Comprehensive annual report and set of tables



Report presentation



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

#### For more information, please contact:

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