

CANADIAN FINANCIAL ADVICE REPORT 2020 (W2)

CANADIANS
AND
FINANCIAL
ADVICE
SYNDICATED

Exploring Canadian Attitudes Towards Financial Advice

EXPLORING CANADIAN ATTITUDES TOWARDS FINANCIAL ADVICE

Financial Advice has never been so important. This study is one of a series of reports focusing on Canadians' perspective, attitudes and engagement with financial advice and its related advisory channels. The study provides a comprehensive set of insights pertaining to investors' use of advice related products and services, investment behaviours and attitudes, switching behavior, drivers of choice, and service models. New in 2020, Ipsos has added an additional wave of CFA, to address the unique circumstances that have impacted Canadians' financial portfolios at this unprecedented time. Understand the mindset of Canadian consumers pre-coronavirus and see how it differs as we approach the end of government stimulus.

INTERGENERATIONAL WEALTH TRANSFER

The Great Wealth Transfer will occur within the next 20 years. Are you prepared? Are you in tune with benefactors and beneficiaries needs? What actions can you take to influence the process of this multi-generational transfer of wealth? Are your advisors involved in the process, and do they know when and how to engage?



DIGITAL ADVICE TRANSFORMATION

Omnichannel investment and communication platforms designed to accommodate the digital needs of younger investors have, without question, changed the market. As Millennials and Gen X mature, do their evolving needs and the complexities of life heighten the need for advice beyond online investing and robo-advisors?



STILL TRYING TO FIGURE OUT FEMALE INVESTORS?

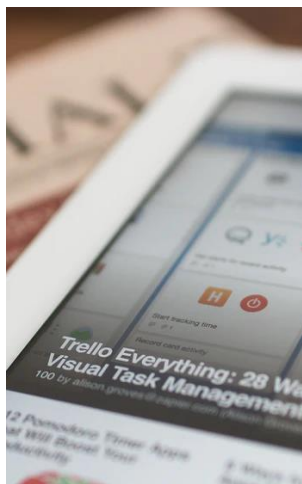
Many Canadians believe there is a fundamental lack of understanding by Canada's financial institutions of the gender and generational differences that exist among Canadian women investors. How do your growth and retention strategies match up against the needs and preferences of the different segments within this influential market?

THE NEW INVESTOR MODEL – WHERE AI AND IA CONVERGE

One thing is certain – having a clear understanding of the investment goals and needs of Canadians can make the difference between winning or losing with key client segments in a market that is fraught with uncertainty.

While that in itself is critical, communication with clients delivered in a seamless, personal and interactive way, while leveraging data and insights with technologies, has become an even more important strategy to differentiate yourself from the com-

petition. This study will deliver actionable insights helping FIs better understand these areas where artificial intelligence and investment advice converge to meet Canadians' needs.



2020, W2 SPECIAL FOCUS REPORT

In addition to multi-wave tracking, the W2, 2020 study will include special focus on the following topics:

The impact of Covid-19 – A special look at the impact of the pandemic. Are Canadians looking to their investments to manage liquidity? Are they taking on additional debt, postponing retirement, or are they treating this time as an opportunity to build their investment portfolio? Has this experience pushed them to trying different service models, or leaning on their professional advisor more than ever?

Small Business – Many Canadians who run their own SMB have been hit hard in 2020. We identify those who have had to draw on their investments, take on additional debt, and who may have leveraged government stimulus. What is the short-term and long-term impact for SB owners?

Intergenerational Wealth Transfer – An in-depth review of the anticipated impact of giving and inheriting wealth across generations of Canadians, preparedness of benefactors and heirs to initiate, educate and guide wealth transference, levels of financial literacy and confidence among those who give and those who receive. What do these investors do to build and protect wealth, and what is their approach to acquiring financial knowledge to ensure successful generational wealth?

This study is structured to allow us to look at results for different asset groups.

DELIVERABLES

Deliverables for each group includes:

- A comprehensive report with key insights and recommended actions
- A set of support charts and tables including trending and competitive profiles
- One formal presentation of findings in Toronto
- The field date is October/November 2020 with reporting in January 2021.

OPTIONS AND COST

Options and pricing are as follows:

- 1 CFA 2020, W2.** The cost of this report is \$65,000 CDN, exclusive of applicable taxes.
- 2 CFA Affluent 2020, W2.** The cost of this report is \$75,000 CDN, exclusive of applicable taxes.
- 3 Combined offer of Both above Reports.** For both reports, the cost is \$120,000 CDN, exclusive of applicable taxes.
 - Options 1 and 2 come with 10 analysis hours.
 - Option 3 comes with a bank of 20 analysis hours.
- 4 CFA HNW, W2.** Please email for pricing and other information

For an additional cost, subscribers may choose to:

- Add proprietary questions to the survey questionnaire (available to early subscribers and subject to interview length constraint)
- Add an oversample of customers for a proprietary analysis
- Decisions on both to the above must be made before October 1st, 2020



WHO WE TALK TO

The survey is conducted online, with respondents selected from Ipsos' national online panel of Canadian households.

- 1. CFA Mass 2020, W2** minimum of \$25,000+ investable assets. 3,000 Canadians 18+ years of age.
- 2. CFA Affluent 2020, W2** minimum of \$500,000+ investable assets. 1,500 Canadians 18+
- 3. CFA HNW, 2020** minimum of \$1,000,000+ IA. ~500 Canadians 18+

Contact Information

Heidi Wilson

Vice President, Syndicated Financial, Ipsos
416.371.3746 | heidi.wilson@ipsos.com

CANADIAN FINANCIAL ADVICE REPORT 2020, W2

Please complete this subscription form and return to heidi.wilson@ipsos.com

- OPTION 1: CFA 2020, W2
- OPTION 2: CFA Affluent 2020, W2
- OPTION 3: Both above reports
- OPTION 4: CFA HNW, W2

Name: _____

Title: _____

Company: _____

Mail Address: _____

Postal Code: _____

Phone: _____

E-mail: _____