



CFM can help you answer business issues like these.

How is the financial health of my customers?

What is my position within the competitive landscape? What are my strength and weaknesses?

Who is picking my pockets?

What products do my customers have with competitors?

How do my customers bank?



## What is CFM?

CFM is a large syndicated study designed to monitor the banking habits, product holdings, financial health, financial literacy and attitudes of Canadians.

- Information is collected monthly from a large and representative sample of 1,500 Canadians per month or 18,000 per year.
- Respondents have the choice to complete the survey online or using their smartphone.
- Share of wallet, depth of customer relationship, penetration, product capture rate are just some of the key metrics available from the CFM.
- CFM deliverables are highly customized in terms of both content and frequency.

For more information about CFM,  
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