

MONEYMATTERS

POWERED BY CANADIAN FINANCIAL MONITOR

RELEASE NOTES

PRODUCT VINTAGE

2023

BASE LEVEL GEOGRAPHY

Postal Code

SAMPLE SIZE

~16,000

SURVEY COLLECTION

2021 Q1 to 2022 Q4

VARIABLES

1,255

To view the complete list of variables please visit:

environicsanalytics.com/variables

WHAT IT IS

MoneyMatters Powered by Canadian Financial Monitor (CFM) is a major source of household financial characteristics in Canada. It's based on a large national sample survey of about 16,000 respondents and developed with input from some of the nation's largest financial institutions. The MoneyMatters database provides competitive insights, channel preferences, and financial behaviour measured by the survey at the six-digit, postal code level (FSALDU). With national coverage of over 1,200 variables, the MoneyMatters database is a vital source of consumer information on personal banking, investments, credit, and insurance. MoneyMatters data also can be linked to PRIZM, providing segment-based analysis for answering diverse financial questions—an invaluable resource for C-suite executives and frontline managers for customer profiling, strategic planning, trade area analysis, and target marketing. MoneyMatters helps financial companies, such as banks, insurance companies, and brokerage firms, to promote their services, evaluate potential branch locations and cross-sell products to their key customer segments.

WHAT'S NEW

The 2023 vintage update of MoneyMatters Powered by Canadian Financial Monitor includes over 30 new variables. These new variables include data on a number of named institutions in the stocks and ETFs categories, including popular online investment platforms and online brokers.

Also, this year, 80 variables are no longer available due to the questions being phased out of the CFM survey. All variables belong to the banking category including banking activities and branchless banks attitudinal variables.

HOW IT'S USED



Insurance companies can use the MoneyMatters to analyze their trade areas to identify the various financial institutions from which households are buying life, health, and auto insurance. The database helps them gain a better understanding of the competitive landscape in the areas they do business.



Banks can determine which of their customers are more likely to carry another bank's credit card. This information can help marketers target product promotions and identify cross-selling opportunities to key customers.



Linking MoneyMatters data to the PRIZM segments of a credit union's customer base provides a more effective customer acquisition strategy by enabling users to profile their best customers and locate look-alike prospects in new or underserved markets.

SAMPLE QUESTIONS IT CAN ANSWER

- What is the preferred banking channel for my customers? How does it differ from the channel used by customers at competing banks?
- How do the investment profiles of my customers differ between my trade areas?
- Which banking institutions do my target groups tend to favour?
- Do households in my trade area tend to have shorter- or longer-term mortgages? Are those fixed-rate or variable loan products?
- What financial institutions are my customers using for insurance?