



**TNS Syndicated Financial Research**  
*How Canadians Bank*

# Show me the money...

## *How Canadians Bank* — our syndicated study

### A detailed examination of the ways Canadians conduct their day-to-day financial transactions.

Since 1994, TNS Canadian Facts has been tracking how Canadians conduct their financial transactions, through our syndicated *How Canadians Bank* study. Of interest to financial institutions, providers of financial services, information technology companies and retailers, *How Canadians Bank* is an indispensable research resource, providing insightful analysis into Canadians' preferences for handling their finances.

#### Intelligence for strategic decision-making

*How Canadians Bank* helps you develop actionable business and marketing plans based on up-to-date information on trends in service delivery preferences. Our report places the current market activity in historical context with detailed trends. Research topics include:

##### Channel usage:

- Main and secondary financial institutions used
- Incidence of past month usage of branches, ABMs, telephone banking and online banking
- Frequency of usage of each channel and number of times various types of transactions conducted in past month
- Incidence of registration for online and telephone banking at specific financial institutions
- Intent to register among non-users and reasons for negative intent
- Current and intended usage of electronic bill presentment
- Channels used for acquisition of new financial products in past 12 months
- Incidence of registration for and usage of online trading

##### Other Financial Management:

- Ownership and frequency of use of credit and debit cards
- Number of personal cheques written in past month
- Number of pre-authorized debits made per month
- Access to Internet at home/elsewhere/through wireless communications device
- Types of Web sites offering financial information visited in past six months
- Sources of information about financial products/services

#### Study Methodology

*How Canadians Bank* surveys a nationally representative sample of adults 18 years and over from our Canadian Family Opinion panel. A self-administered questionnaire is completed by 2,000 Canadians.

#### Subscription Fee

Basic subscription fee is \$22,000. Proprietary questions are invited from subscribers:

- \$2,000 per closed ended question
- \$3,500 per open ended question

#### Deliverables

Study findings are extensively cross-tabbed by 6 banners including demographic segments, channel usage, product usage, financial institution affiliation. Additional custom tabulations can be purchased at \$800 per banner.

The subscription fee includes an electronic copy of the report and tabulations. The report includes comparisons to previous waves. One hard copy is available upon request.

#### 2008 Study Schedule

Proprietary questions due:	September 17
Fieldwork completed:	mid November
Report available:	early January 2009

**For more information, contact your TNS Canadian Facts account representative or:**

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