



Ipsos Reid



The Market Now! Report

Understanding Customers in Turbulent Times



What are your customers thinking, and doing?

There are messages that you want to send to your customers. But what do they want to hear? Do they believe you? Do they trust you? Do they continue to have faith in your expertise? And what are they doing, or contemplating doing?

You cannot afford to guess. You cannot afford to 'believe' based on past experience. You need to know now, based on current data, because during this period of unprecedented market volatility you need to stay close to your customers and clients with credible and relevant messaging which reflects their anxieties and worries, their anger and frustration, their level of engagement, optimism or pessimism. Or, you risk losing them.

So that you can know now, and take action, Ipsos Reid is proposing to launch the *Market Now! Report*, a new syndicated study. The *Market Now!* will report monthly Canadians' current attitudes and behaviours with respect to financial services and provide critical information for shaping your customer communications.

A Resource for Turbulent Times

Many organizations already rely on Ipsos Reid and its *Canadian Financial Monitor* (CFM) to provide extensive tracking of changes in the financial health and sentiment of Canadians. The *Market Now! Report*, published

by the CFM team, will provide supplementary information to help you stay on top of customer opinion in these unsettled times.

Survey Topics

Each month, for an initial planned twelve-month run, an online panel of 1,000 representative Canadian adults will lend their viewpoints to a series of timely financial topics. For example:

- Compared to three months ago, the level of trust I have in the financial institutions that I deal with is... (higher or lower)
- I am confident that the financial institutions I deal with have the financial strength to survive in the current financial climate
- I have changed my investment mix by putting more into guaranteed investments like savings accounts, money market or GICs, and less into investments like stocks and equity mutual funds
- My financial advisor has provided guidance to help me cope with the current turmoil in the financial markets.

Benefits

In periods of rapid change, time is of the essence. And good communication is essential to maintain a positive and healthy relationship with your customers and clients. The *Market Now! Report* will provide the information you need to ensure that your organization's messaging remains current and relevant to your key stakeholders.

Methodology

The *Market Now! Report* shows the findings of an Ipsos Reid poll conducted in a two-week period each wave. This online survey of (n=1,000) individuals is conducted via Opinions Forum, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted, probability sample of this size, with 100% response rate would have an estimated margin of error of ± 3 percentage points, 19 times out of 20.

Pricing & Deliverables

Annual subscription for twelve monthly reports: \$4,900.

Reports and analysis are done by Ipsos researchers and the Canadian Financial Monitor team, delivered electronically.

The *Market Now! Report* will proceed only if there is sufficient subscriber interest. Final timing is to be confirmed.



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The Market Now! Report

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