

1_1. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I am familiar with Seg Funds

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
Top 2 Box (Net)	269	42	19	14	121	67	7	183	86	27	242
	27%	31%	22%	22%	32%	26%	8%	25%	33%	42%	26%
		F*	*	*	F	F	*			J*	
Strongly agree	38	6	3	4	19	6	1	23	16	5	33
	4%	4%	3%	6%	5%	2%	1%	3%	6%	9%	4%
		*	*	*			*			J*	
Somewhat agree	231	36	16	10	102	60	6	161	70	21	209
	23%	26%	18%	16%	27%	23%	7%	22%	27%	33%	22%
		F*	*	*	F	F	*			J*	
Bottom 2 Box (Net)	604	83	51	44	214	156	56	460	144	34	570
	60%	61%	59%	68%	57%	61%	69%	62%	56%	53%	61%
		*	*	*			*			*	
Somewhat disagree	180	21	9	6	58	64	21	133	47	13	167
	18%	15%	11%	10%	15%	25%	26%	18%	18%	21%	18%
		*	*	*		BCD	B*			*	
Strongly disagree	425	62	42	37	156	92	34	327	98	21	404
	42%	45%	48%	58%	42%	36%	42%	44%	38%	32%	43%
		*	*	E*			*			*	
Don't know	129	12	17	6	40	34	19	99	29	3	125
	13%	9%	20%	10%	11%	13%	23%	13%	11%	5%	13%
		*	AD*	*			AD*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I would like to have an investment product that guarantees my principal while providing opportunities to grow

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
Top 2 Box (Net)	868	117	81	50	323	227	69	636	232	53	815
	87%	85%	93%	78%	86%	89%	85%	86%	90%	82%	87%
		*	C*	*			*			*	
Strongly agree	330	29	30	17	142	78	34	233	97	19	311
	33%	21%	35%	27%	38%	31%	41%	31%	38%	30%	33%
		*	A*	*	A		A*			*	
Somewhat agree	538	88	50	32	182	149	36	403	135	34	504
	54%	64%	58%	51%	48%	58%	44%	54%	52%	52%	54%
		DF*	*	*			*			*	
Bottom 2 Box (Net)	101	16	4	13	36	26	7	80	21	9	92
	10%	12%	4%	20%	10%	10%	8%	11%	8%	14%	10%
		*	*	B*			*			*	
Somewhat disagree	55	11	3	4	24	7	6	44	11	6	49
	6%	8%	3%	7%	6%	3%	7%	6%	4%	10%	5%
		*	*	*			*			*	
Strongly disagree	46	5	1	8	12	18	1	37	9	3	43
	5%	4%	1%	13%	3%	7%	1%	5%	4%	5%	5%
		*	*	BDF*			*			*	
Don't know	33	4	2	2	16	4	5	26	7	2	31
	3%	3%	3%	2%	4%	1%	6%	4%	3%	3%	3%
		*	*	*			*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I wouldn't mind paying a higher fee for the added protection that Seg funds offer over mutual funds, such as having my principal guaranteed at death for beneficiaries

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
Top 2 Box (Net)	335	42	24	16	128	101	25	245	90	24	311
	33%	31%	27%	24%	34%	39%	31%	33%	35%	38%	33%
		*	*	*			*			*	
Strongly agree	44	5	4	2	11	21	1	36	8	3	41
	4%	3%	4%	3%	3%	8%	1%	5%	3%	5%	4%
		*	*	*		D	*			*	
Somewhat agree	292	38	20	14	117	79	24	209	82	21	270
	29%	27%	23%	21%	31%	31%	30%	28%	32%	33%	29%
		*	*	*			*			*	
Bottom 2 Box (Net)	473	69	42	41	182	110	30	350	123	32	442
	47%	50%	48%	63%	48%	43%	37%	47%	48%	49%	47%
		*	*	EF*			*			*	
Somewhat disagree	284	39	27	30	96	74	17	201	83	18	266
	28%	29%	32%	46%	26%	29%	21%	27%	32%	27%	28%
		*	*	DEF*			*			*	
Strongly disagree	190	30	14	11	86	36	13	149	40	14	176
	19%	22%	16%	17%	23%	14%	16%	20%	16%	22%	19%
		*	*	*	E		*			*	
Don't know	193	26	22	8	65	46	26	147	46	8	185
	19%	19%	25%	12%	17%	18%	32%	20%	18%	13%	20%
		*	*	*			CDE*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I am actively exploring or utilizing Seg Funds as part of my investment or retirement plan

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
Top 2 Box (Net)	170	20	5	8	54	79	6	120	50	23	147
	17%	14%	5%	12%	14%	31%	8%	16%	19%	36%	16%
		*	*	*	B	ABCDF	*			J*	
Strongly agree	27	2	3	-	10	11	1	22	5	3	24
	3%	1%	3%	-	3%	4%	2%	3%	2%	5%	3%
		*	*	*			*			*	
Somewhat agree	143	18	2	8	44	67	5	98	45	20	124
	14%	13%	2%	12%	12%	26%	6%	13%	17%	31%	13%
		B*	*	B*	B	ABDF	*			J*	
Bottom 2 Box (Net)	675	103	64	48	279	128	53	505	170	33	642
	67%	75%	74%	75%	74%	50%	65%	68%	65%	51%	68%
		E*	E*	E*	E		*			*	I
Somewhat disagree	215	27	11	8	103	60	7	162	53	14	201
	21%	19%	13%	12%	27%	23%	9%	22%	21%	22%	21%
		*	*	*	BCF	F	*			*	
Strongly disagree	460	76	53	41	177	68	46	344	116	18	441
	46%	55%	61%	63%	47%	26%	56%	46%	45%	29%	47%
		E*	DE*	E*	E		E*			*	I
Don't know	157	15	18	8	43	50	23	117	40	9	148
	16%	11%	21%	13%	11%	19%	28%	16%	15%	14%	16%
		*	D*	*		D	AD*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - Estate planning is important to me

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
Top 2 Box (Net)	828	108	73	55	308	220	64	603	225	54	775
	83%	79%	84%	86%	82%	86%	78%	81%	87%	83%	83%
		*	*	*			*			*	
Strongly agree	290	32	22	23	128	66	20	195	95	15	275
	29%	23%	25%	36%	34%	26%	24%	26%	37%	24%	29%
		*	*	*	A		*		G	*	
Somewhat agree	538	76	51	32	180	155	44	408	130	38	499
	54%	56%	59%	51%	48%	60%	54%	55%	50%	60%	53%
		*	*	*		D	*			*	
Bottom 2 Box (Net)	149	27	12	6	58	31	15	122	28	9	141
	15%	20%	14%	10%	15%	12%	18%	16%	11%	14%	15%
		*	*	*			*			*	
Somewhat disagree	111	22	10	5	44	22	9	93	19	6	106
	11%	16%	11%	8%	12%	9%	11%	12%	7%	9%	11%
		*	*	*			*			*	
Strongly disagree	38	5	2	2	14	9	6	29	9	3	35
	4%	4%	3%	2%	4%	3%	7%	4%	3%	5%	4%
		*	*	*			*			*	
Don't know	25	2	2	2	9	6	3	18	7	2	23
	2%	2%	2%	4%	2%	2%	3%	2%	3%	3%	2%
		*	*	*			*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - My investment portfolio is adequately diverse

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
Top 2 Box (Net)	797	110	68	51	307	194	67	570	227	46	751
	80%	80%	78%	79%	82%	76%	82%	77%	88%	72%	80%
		*	*	*			*		G	*	
Strongly agree	249	29	20	20	102	51	25	171	77	13	236
	25%	21%	24%	31%	27%	20%	31%	23%	30%	20%	25%
		*	*	*			*			*	
Somewhat agree	549	81	48	31	205	143	42	399	150	34	515
	55%	59%	55%	48%	55%	56%	51%	54%	58%	52%	55%
		*	*	*			*			*	
Bottom 2 Box (Net)	135	15	13	10	42	48	7	115	20	13	122
	13%	11%	15%	15%	11%	19%	9%	15%	8%	20%	13%
		*	*	*		D	*	H		*	
Somewhat disagree	85	10	8	7	30	25	6	71	14	8	77
	8%	7%	9%	11%	8%	10%	7%	10%	5%	13%	8%
		*	*	*			*			*	
Strongly disagree	50	5	5	3	12	24	2	44	6	4	46
	5%	4%	6%	4%	3%	9%	2%	6%	2%	7%	5%
		*	*	*		D	*			*	
Don't know	70	12	6	4	27	15	7	58	12	5	65
	7%	9%	7%	6%	7%	6%	9%	8%	5%	8%	7%
		*	*	*			*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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1. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - Top 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
I would like to have an investment product that guarantees my principal while providing opportunities to grow	868	117	81	50	323	227	69	636	232	53	815
	87%	85%	93%	78%	86%	89%	85%	86%	90%	82%	87%
		*	C*	*			*			*	
Estate planning is important to me	828	108	73	55	308	220	64	603	225	54	775
	83%	79%	84%	86%	82%	86%	78%	81%	87%	83%	83%
		*	*	*			*			*	
My investment portfolio is adequately diverse	797	110	68	51	307	194	67	570	227	46	751
	80%	80%	78%	79%	82%	76%	82%	77%	88%	72%	80%
		*	*	*			*		G	*	
I wouldn't mind paying a higher fee for the added protection that Seg funds offer over mutual funds, such as having my principal	335	42	24	16	128	101	25	245	90	24	311
I am familiar with Seg Funds	33%	31%	27%	24%	34%	39%	31%	33%	35%	38%	33%
		*	*	*			*			*	
	269	42	19	14	121	67	7	183	86	27	242
	27%	31%	22%	22%	32%	26%	8%	25%	33%	42%	26%
		F*	*	*	F	F	*			J*	
I am actively exploring or utilizing Seg Funds as part of my investment or retirement plan	170	20	5	8	54	79	6	120	50	23	147
	17%	14%	5%	12%	14%	31%	8%	16%	19%	36%	16%
		*	*	*	B	ABCDF	*			J*	

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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1. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - Bottom 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
I am actively exploring or utilizing Seg Funds as part of my investment or retirement plan	675	103	64	48	279	128	53	505	170	33	642
	67%	75%	74%	75%	74%	50%	65%	68%	65%	51%	68%
		E*	E*	E*	E		*			*	I
I am familiar with Seg Funds	604	83	51	44	214	156	56	460	144	34	570
	60%	61%	59%	68%	57%	61%	69%	62%	56%	53%	61%
		*	*	*			*			*	
I wouldn't mind paying a higher fee for the added protection that Seg funds offer over mutual funds, such as having my principal Estate planning is important to me	473	69	42	41	182	110	30	350	123	32	442
	47%	50%	48%	63%	48%	43%	37%	47%	48%	49%	47%
		*	*	EF*			*			*	
My investment portfolio is adequately diverse	149	27	12	6	58	31	15	122	28	9	141
	15%	20%	14%	10%	15%	12%	18%	16%	11%	14%	15%
		*	*	*			*			*	
I would like to have an investment product that guarantees my principal while providing opportunities to grow	135	15	13	10	42	48	7	115	20	13	122
	13%	11%	15%	15%	11%	19%	9%	15%	8%	20%	13%
		*	*	*		D	*	H		*	
I would like to have an investment product that guarantees my principal while providing opportunities to grow	101	16	4	13	36	26	7	80	21	9	92
	10%	12%	4%	20%	10%	10%	8%	11%	8%	14%	10%
		*	*	B*			*			*	

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2_1. Please indicate whether you believe each of the following is either true or false: - You have to be 65 to invest in Seg Funds

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
TRUE	14	2	2	1	1	8	1	12	2	1	12
	1%	1%	2%	2%	*	3%	1%	2%	1%	2%	1%
		*	*	*		D	*			*	
FALSE	390	48	23	18	158	121	22	293	97	36	354
	39%	35%	26%	28%	42%	47%	28%	39%	37%	56%	38%
		*	*	*	B	BCF	*			J*	
Don't know	598	88	63	45	217	128	58	438	161	27	571
	60%	64%	72%	70%	58%	50%	71%	59%	62%	42%	61%
		E*	DE*	E*			E*			*	I
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2_2. Please indicate whether you believe each of the following is either true or false: - I need a life licenced advisor to buy a Seg Fund

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
TRUE	159	25	10	11	65	39	8	119	39	13	146
	16%	18%	12%	18%	17%	15%	9%	16%	15%	20%	16%
		*	*	*			*			*	
FALSE	212	18	13	7	74	89	10	157	55	19	193
	21%	13%	14%	11%	20%	35%	13%	21%	21%	29%	21%
		*	*	*		ABCDF	*			*	
Don't know	632	94	64	46	236	129	63	467	165	33	599
	63%	68%	74%	71%	63%	50%	78%	63%	64%	51%	64%
		E*	E*	E*	E		E*			*	I
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2_3. Please indicate whether you believe each of the following is either true or false: - You can have Seg Funds in both registered (i.e. TFSA, RRSP) and non-registered account

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
TRUE	380	45	23	15	144	117	37	270	110	35	346
	38%	33%	26%	23%	38%	46%	45%	36%	42%	54%	37%
		*	*	*		BC	BC*			J*	
FALSE	32	8	3	3	12	6	-	24	8	3	29
	3%	6%	3%	5%	3%	2%	-	3%	3%	5%	3%
		*	*	*			*			*	
Don't know	590	85	62	46	219	134	45	448	142	26	563
	59%	62%	71%	72%	58%	52%	55%	60%	55%	41%	60%
		*	E*	E*			*			*	I
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2_4. Please indicate whether you believe each of the following is either true or false: - Seg Funds have unique estate planning benefits such as the ability to avoid probate

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
TRUE	224	26	14	13	98	51	22	166	58	24	200
	22%	19%	16%	20%	26%	20%	28%	22%	22%	37%	21%
		*	*	*			*			J*	
FALSE	57	9	4	1	30	9	4	31	25	2	55
	6%	6%	4%	2%	8%	3%	5%	4%	10%	3%	6%
		*	*	*			*		G	*	
Don't know	721	103	69	50	247	197	55	545	176	39	682
	72%	75%	80%	78%	66%	77%	67%	73%	68%	61%	73%
		*	D*	*		D	*			*	I
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2_5. Please indicate whether you believe each of the following is either true or false: - You can invest in a RBC Insurance Seg Fund for as little as \$50 per month

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
TRUE	257	32	17	13	106	55	33	189	68	21	236
	26%	24%	20%	21%	28%	21%	41%	25%	26%	33%	25%
		*	*	*			ABCE*			*	
FALSE	19	5	-	-	7	7	-	10	9	1	18
	2%	3%	-	-	2%	3%	-	1%	3%	2%	2%
		*	*	*			*			*	
Don't know	726	100	70	51	262	195	48	544	182	42	684
	72%	73%	80%	79%	70%	76%	59%	73%	70%	65%	73%
		*	F*	F*		F	*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2_6. Please indicate whether you believe each of the following is either true or false: - With Seg Funds, my money is locked in

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
TRUE	111	11	6	4	59	24	8	86	25	14	98
	11%	8%	7%	6%	16%	9%	10%	12%	10%	21%	10%
		*	*	*	B		*			J*	
FALSE	215	26	13	7	89	70	10	159	56	15	200
	21%	19%	15%	11%	24%	27%	12%	21%	22%	24%	21%
		*	*	*		BCF	*			*	
Don't know	676	101	68	53	227	163	63	497	179	35	640
	67%	73%	78%	83%	61%	64%	78%	67%	69%	55%	68%
		D*	DE*	DE*			D*			*	I
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Please indicate whether you believe each of the following is either true or false:

	Total	REGION						HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	\$100K - <\$150K	\$150K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1002	121	127	70	431	189	64	750	252	73	929
Base: All Respondents (wtd)	1002	137	87	64	375	257	81	742	260	64	938
4 Or More Being A Pass	199	25	11	10	92	50	11	150	49	19	180
	20%	18%	12%	16%	24%	20%	13%	20%	19%	29%	19%
		*	*	*	B		*			*	
3 Or Less Being A Fail	803	112	76	54	284	207	70	593	211	45	758
	80%	82%	88%	84%	76%	80%	87%	80%	81%	71%	81%
		*	D*	*			*			*	
Sigma	1002	137	87	64	375	257	81	742	260	64	938
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H,I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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