

# Detailed Tables

Would you say this criteria is very important, somewhat important or not important in your decisions about shopping for mortgages? - TOP2BOX SUMMARY [IMPORTANT]

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Personally involved in decisions about mortgages	900	103	89	88	328	208	84	424	476	229	514	151
Weighted	885	113	90*	62*	336	218	67*	439	445	229	481	169
The mortgage lender offers a competitive rate of interest	861	108	87	60	332	209	65	428	433	223	470	163
	97%	96%	97%	98%	99% AE	96%	97%	97%	97%	97%	98%	97%
The mortgage lender is recommended by my friends or family	509	63	53	35	201	112	46	227	282	161	257	90
	58%	56%	59%	56%	60%	51%	68% E	52%	63% G	70% JK	53%	53%
The mortgage lender offers a competitive rate and bonus points redeemable towards travel	374	56	38	28	137	75	41	174	200	120	202	46
	42%	50% E	42%	45%	41%	34%	61% BCDE	40%	45%	52% JK	42% K	27%
The mortgage lender offers a competitive rate and bonus points redeemable towards retail items such as appliances, TVs or grocery purchases	369	46	42	27	153	66	36	179	190	123	199	42
	42%	40%	46% E	44% E	45% E	30%	54% E	41%	43%	54% JK	41% K	25%

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Personally involved in decisions about mortgages	900	42	167	351	334	98	284	422
Weighted	885	43*	164	341	330	95*	280	416
The mortgage lender offers a competitive rate of interest	861	41	157	334	322	90	274	411
	97%	96%	96%	98%	98%	95%	98%	99% E
The mortgage lender is recommended by my friends or family	509	26	93	204	182	63	178	219
	58%	61%	57%	60%	55%	66% G	64% G	53%
The mortgage lender offers a competitive rate and bonus points redeemable towards travel	374	17	62	143	148	38	119	180
	42%	40%	37%	42%	45%	40%	43%	43%
The mortgage lender offers a competitive rate and bonus points redeemable towards retail items such as appliances, TVs or grocery purchases	369	19	70	141	137	43	124	171
	42%	43%	42%	41%	42%	45%	44%	41%

# Detailed Tables

Would you say this criteria is very important, somewhat important or not important in your decisions about shopping for mortgages? - LOWBOX SUMMARY [NOT IMPORTANT]

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Personally involved in decisions about mortgages	900	103	89	88	328	208	84	424	476	229	514	151
Weighted	885	113	90*	62*	336	218	67*	439	445	229	481	169
The mortgage lender offers a competitive rate and bonus points redeemable towards retail items such as appliances, TVs or grocery purchases	512	66	48	33	182	151	31	260	252	106	280	124
	58%	59%	54%	54%	54%	69% BCDF	46%	59%	57%	46%	58% I	74% IJ
The mortgage lender offers a competitive rate and bonus points redeemable towards travel	507	57	52	33	197	143	26	264	244	109	278	120
	57%	50%	58% F	54% F	59% F	66% AF	38%	60%	55%	48%	58% I	71% IJ
The mortgage lender is recommended by my friends or family	376	50	37	27	135	106	21	212	164	68	225	78
	42%	44%	41%	44%	40%	49% F	32%	48% H	37%	30%	47% I	47% I
The mortgage lender offers a competitive rate of interest	24	5	3	1	4	9	2	11	12	6	12	6
	3%	4% D	3%	2%	1%	4% D	3%	3%	3%	3%	2%	3%

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Personally involved in decisions about mortgages	900	42	167	351	334	98	284	422
Weighted	885	43*	164	341	330	95*	280	416
The mortgage lender offers a competitive rate and bonus points redeemable towards retail items such as appliances, TVs or grocery purchases	512	24	94	199	191	50	154	245
	58%	55%	57%	58%	58%	53%	55%	59%
The mortgage lender offers a competitive rate and bonus points redeemable towards travel	507	25	102	197	181	56	159	236
	57%	58%	62%	58%	55%	59%	57%	57%
The mortgage lender is recommended by my friends or family	376	17	71	137	148	32	102	198
	42%	39%	43%	40%	45%	34%	36%	47% EF
The mortgage lender offers a competitive rate of interest	24	2	7	7	8	5	6	6
	3%	4%	4%	2%	2%	5% G	2%	1%

# Detailed Tables

If a mortgage lender offered a competitive rate of interest and the opportunity to earn bonus points, which one of the following types of bonus points would you be most interested in? - TOP 2 CHOICE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Personally involved in decisions about mortgages	900	103	89	88	328	208	84	424	476	229	514	151
Weighted	885	113	90*	62*	336	218	67*	439	445	229	481	169
Bonus points that can be used towards free household goods	621	83	50	46	236	157	50	309	312	173	336	106
	70%	74% B	56%	74% B	70% B	72% B	74% B	70%	70%	76% K	70%	63%
Bonus points that can be used towards free groceries	559	68	57	40	209	144	42	254	305	142	314	100
	63%	60%	64%	65%	62%	66%	62%	58%	69% G	62%	65%	59%
Bonus points that can be used towards free travel	462	68	51	31	180	94	37	228	234	131	241	86
	52%	60% E	57% E	51%	54% E	43%	55%	52%	52%	57%	50%	51%
None of these	62 7%	3 3%	10 11% A	3 4%	22 7%	21 10% A	3 4%	43 10% H	19 4%	5 2%	35 7% I	22 13% IJ
(DK/NS)	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	1 0	1 0	0 -	2 0	0 -

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Personally involved in decisions about mortgages	900	42	167	351	334	98	284	422
Weighted	885	43*	164	341	330	95*	280	416
Bonus points that can be used towards free household goods	621	26	116	243	232	69	213	280
	70%	61%	70%	71%	70%	72%	76% G	67%
Bonus points that can be used towards free groceries	559	31	112	226	185	69	191	240
	63%	73%	68%	66%	56%	73% G	68% G	58%
Bonus points that can be used towards free travel	462	18	72	174	195	42	118	253
	52%	42%	44%	51%	59%	44%	42%	61% EF
None of these	62 7%	5 12%	15 9%	18 5%	24 7%	5 5%	17 6%	30 7%
(DK/NS)	2 0	0 -	0 -	2 1%	0 -	0 -	0 -	1 0

# Detailed Tables

If a mortgage lender offered a competitive rate of interest and the opportunity to earn bonus points, which one of the following types of bonus points would you be most interested in? - LAST CHOICE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Personally involved in decisions about mortgages Weighted	900	103	89	88	328	208	84	424	476	229	514	151
	885	113	90*	62*	336	218	67*	439	445	229	481	169
Bonus points that can be used towards free travel	359	41	27	28	131	103	28	168	191	92	205	59
	41%	37%	30%	45%	39%	47% B	42%	38%	43%	40%	43%	35%
Bonus points that can be used towards free groceries	259	42	22	18	103	53	22	140	119	81	131	45
	29%	37% E	24%	30%	31%	24%	32%	32%	27%	35% J	27%	26%
Bonus points that can be used towards free household goods	199	27	30	12	77	40	14	86	114	49	108	41
	23%	24%	33% E	20%	23%	18%	20%	19%	26% G	22%	23%	24%
(DK/NS)	67 8%	3 3%	11 12% A	3 6%	24 7%	21 10% A	4 6%	46 10% H	21 5%	6 3%	37 8% I	24 14% IJ

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Personally involved in decisions about mortgages Weighted	900	42	167	351	334	98	284	422
	885	43*	164	341	330	95*	280	416
Bonus points that can be used towards free travel	359	20	77	147	112	48	143	134
	41%	46%	47%	43%	34%	50% G	51% G	32%
Bonus points that can be used towards free groceries	259	6	37	96	119	21	69	144
	29%	15%	23%	28%	36%	22%	25%	35% EF
Bonus points that can be used towards free household goods	199	12	34	79	73	21	49	105
	23%	27%	21%	23%	22%	22%	17%	25% F
(DK/NS)	67 8%	5 12%	15 9%	19 6%	27 8%	5 5%	19 7%	33 8%

# Detailed Tables

Are you personally involved in any decisions about mortgages that your household currently has, or might take out in the next year or so?

Proportions/Mean: Columns Tested  
(5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used.

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	2108	264	200	201	764	478	201	970	1138	615	894	564
	2108	279	204	143	799	520	163	1019	1089	618	837	619
Yes, I am personally involved in decisions about mortgages	885	113	90	62	336	218	67	439	445	229	481	169
	42%	40%	44%	43%	42%	42%	41%	43%	41%	37% K	57% IK	27%
No, I am not personally involved in decisions about mortgages	772	121	74	45	324	152	55	371	401	271	225	255
	37%	43% CEF	36%	32%	41% CE	29%	34%	36%	37%	44% J	27%	41% J
Not applicable/do not have a mortgage/do not expect to take out a mortgage	439	43	39	35	132	149	40	204	235	115	129	191
	21%	16%	19%	24% AD	17%	29% ABD	24% AD	20%	22%	19%	15%	31% IJ
(DK/NS)	12 1%	2 1%	1 0	1 1%	6 1%	1 0	1 0	4 0	8 1%	3 0	2 0	4 1%

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	2108	210	483	756	637	480	672	683
	2108	216	481	749	641	483	670	681
Yes, I am personally invdved in decisions about mortgages	885	43	164	341	330	95	280	416
	42%	20%	34% A	46% AB	52%	20%	42% E	61% EF
No, I am not personally involved in decisions about mortgages	772	93	212	274	184	246	247	169
	37%	43%	44% C	37%	29%	51% FG	37% G	25%
Not applicable/do not have a mortgage/do not expect to take out a mortgage	439	80	102	132	120	141	142	95
	21%	37% BC	21%	18%	19%	29% FG	21% G	14%
(DK/NS)	12 1%	0 -	4 1%	2 0	7 1%	1 0	1 0	1 0