

A SURVEY OF CALGARY AND KITCHENER-WATERLOO RESIDENTS ON FINANCIAL SERVICES

*Non-Traditional Financial Service Providers Deemed Important;
Most Interested In Such Institutions*

*What Would They Do With The Money They'd Save At A Non-
Traditional Bank...?*



Ipsos Reid

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Toronto, ON – Canadian Tire Financial Services will soon be offering new financial services and products in two test markets--Calgary, Alberta and Kitchener-Waterloo, Ontario. A new Ipsos Reid survey of adult residents of Calgary and Kitchener-Waterloo adults finds that residents think it's important that Canadians are not limited to just traditional banks (89% in Calgary and 90% in Kitchener-Waterloo). Moreover, most would be interested in obtaining financial services and products at an institution other than a traditional bank (63% in Calgary and 69% in Kitchener-Waterloo).

A non-traditional bank often offers more in the way of savings. So, what would those in Calgary/Kitchener-Waterloo do with the extra money they would have if they switched to a non-traditional financial service provider? Would they spend it or would they save it? Likely both! Some of the more common responses are save it (23% Calgary and 24% Kitchener-Waterloo); invest it (19% and 25%); pay off debt (18% and 19%); spend it on something unspecified (10% and 6%); take a trip (10% and 6%); home improvements (3% and 6%); and purchase/save for a house (2% and 6%).



These are the findings of an Ipsos Reid/Canadian Tire Financial Services poll conducted from September 28 to October 3, 2006. For the study, a representative randomly selected sample of 546 adult residents of Calgary, Alberta and 414 adult residents of Kitchener-Waterloo, Ontario were surveyed online. With samples of this size, the margin of error is $\pm 4.2\%$ in Calgary and $\pm 4.8\%$ in Kitchener-Waterloo. The margin of error will be larger within other sub-groupings of the survey population. These data were weighted to Census data.

-30-

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