

# THE RBC CORE ACCOUNTS SURVEY

*Banking Canadians Deem Value, Simplicity, And Convenience Important In Their Daily Lives; Though, Value Appears To Be The Governing Principal*



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## THE RBC CORE ACCOUNTS SURVEY

### *Banking Canadians Deem Value, Simplicity, And Convenience Important In Their Daily Lives; Though, Value Appears To Be The Governing Principal*

**Toronto, ON** – A new RBC survey finds that Value (80%), Simplicity (66%), and Convenience (64%) are important to Canadians with a bank account, though it's Value that is of most importance in their everyday lives (55% vs. Convenience at 24% and Simplicity at 21%).

- The three principals are all of greater importance to women and older Canadians.
- Simplicity and Convenience are valued more by Quebecers.

Value is the most important principal when it comes to buying a home (77%), buying a car (71%), investing (62%), retirement planning (56%), and vacationing (44%). Convenience is equally important to value for grocery shopping (45% Convenience, 41% Value) and rules for banking (46%). Nearly equal proportions rank value (34%) and simplicity (36%) as most important for visits with friends and families.

- Simplicity and Convenience pop for Quebecers again.

Attitudinal measures also indicate the importance of the three principals to banking Canadians.

Though Simplicity is not the governing principle, most (57%) have done something to simplify their life recently and half (50%) have done something specifically to simplify their life financially.

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Finally, an overwhelming majority of bankers are interested in banking features measured, such as no hidden charges (98%) and rewards (94%).

*These are some of the findings of an Ipsos Reid/RBC online poll conducted from April 5-10, 2007. For the study, a representative sample of 2,270 adult Canadians with a bank account was surveyed. With a sample of this size, the results are considered accurate to within  $\pm 2.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian banking population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

*Please refer to the data tables and charts for further survey results.*

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