

Green Fin. Decision Maker by Gender/Age/Region (60-6772-07)

Detailed tables

qs1_5. (Environment) There are several issues that Canadian leaders are currently facing. How important do you consider each of the following issues to be? Please use a scale from 1 to 10, where 1 means 'not at all important' and 10 means 'extremely important'.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E

	TOTAL	REGION				
		BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E
Base: All respondents	2280	360	344	850	599	127
Weighted	2280	301	381	873	556	169
10 extremely important	912 40.0%	128 42.6%	124 32.6%	342 39.2%	235 42.3%	83 49.0%
9	404 17.7%	43 14.3%	68 17.7%	154 17.6%	118 21.3%	22 13.1%
8	382 16.7%	48 16.0%	65 17.0%	154 17.7%	99 17.9%	15 9.1%
7	258 11.3%	38 12.5%	48 12.6%	98 11.2%	48 8.7%	26 15.6%
6	120 5.3%	19 6.4%	31 8.2%	33 3.8%	29 5.3%	8 4.5%
5	103 4.5%	14 4.6%	24 6.2%	44 5.0%	16 2.8%	7 3.9%
4	38 1.7%	4 1.4%	11 2.8%	18 2.1%	3 0.5%	1 0.8%
3	23 1.0%	4 1.3%	6 1.5%	8 1.0%	3 0.5%	2 1.3%
2	14 0.6%	2 0.7%	1 0.2%	8 0.9%	1 0.2%	2 1.0%
1 not at all important	25 1.1%	1 0.3%	4 1.2%	14 1.6%	3 0.5%	3 1.7%
Summary						
Top3Box [8-10]	1699 74.5%	219 72.9%	256 67.3%	650 74.5%	453 81.4%	120 71.2%
Low3Box [1-3]	62 2.7%	7 2.3%	11 2.9%	30 3.4%	7 1.3%	7 3.9%
Mean	8.4	8.4 B	8.1	8.3 B	8.7 ABC	8.5

q7. Imagine that one of the financial institutions you deal with began offering a variety of 'green' financial products and services. How interested would you be in learning more about these 'green' products and services?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E

		REGION				
	TOTAL	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E
Base: Valid respondents	2280	360	344	850	599	127
Weighted	2280	301	381	873	556	169
Very interested	682 29.9%	89 29.7%	109 28.7%	272 31.2%	162 29.1%	49 29.1%
Somewhat interested	1156 50.7%	146 48.6%	184 48.4%	427 48.9%	305 54.8%	93 55.2%
Not very interested	322 14.1%	53 17.7%	63 16.5%	126 14.4%	63 11.3%	18 10.4%
Not at all interested	120 5.3%	12 4.0%	25 6.5%	48 5.5%	27 4.8%	9 5.3%
Summary						
Top2Box	1838 80.6%	236 78.3%	293 77.1%	699 80.1%	467 84.0%	142 84.3%
Bottom2Box	442 19.4%	65 21.7%	87 22.9%	174 19.9%	89 16.0%	27 15.7%
Mean	3.1	3.0	3.0	3.1	3.1	3.1