



Ipsos Reid



Green Financial Products and Services

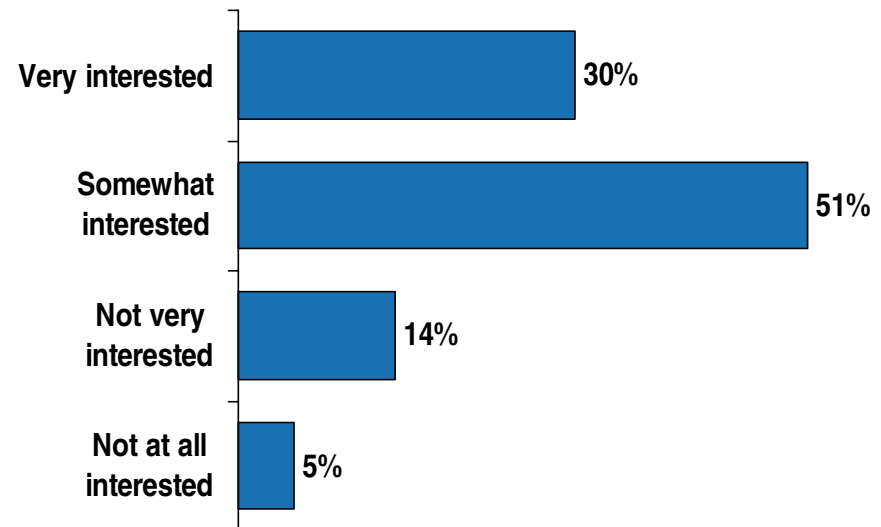
a syndicated research study by Ipsos Reid



New Research Highlights Opportunity

- Canadians are currently offered very few “Green” financial products and services.
- Our research indicates consumers are interested in learning more about these products.

How interested would you be in learning more about 'green' financial products and services if one of your FIs began offering them?¹



- **There is an opportunity for Canadian FIs to grow their business by offering “Green” products & services.**

¹ Findings from the 2008 Green Financial Products and Services syndicated study among n=2,280 Canadian adults



Key Research Objectives

Determine the potential of “green” financial products

- Awareness & attitudes towards FIs and “green” financial products
- Expected adoption of specific “green” products
- Impact on FIs image by offering “green” products and services
 - Legitimate concern or greenwashing

Target specific customer profiles with “green” initiatives

- Segmentation analysis will help FIs understand consumers:
 - Attitudes toward the environment & corporate responsibility
 - Willingness to spend on “green”
 - General green-related behaviours
 - Motivations in life, and day-to-day values

Overall Goal: Provide guidance to support “Green” business plans.



Timing

- **The Green Financial Products and Services Report will be available at the end of July 2008.**

- **For more information:**
 - Contact Rick Lempera, Senior Research Manager, Ipsos Reid, Toronto office
 - (416) 324-2296
 - rick.lempera@ipsos.com

 - Click on the link below for study details
 - http://www.ipsos.ca/pdf/IpsosReid_GreenFinancialProductsandServices.pdf