

1_1. [Are linked to equity/stock market performance in a way that your principal is guaranteed but the return potential is linked to the equity or stock markets.] How interested would you be in GICs that...?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have owned/ currently own/ might consider owning GIC	1001	192	119	97	378	135	80	245	212	314	217	86	915
Weighted	981	144	108	73*	411	168	76*	234	211	312	210	83*	898
Are linked to equity/stock market performance in a way that your principal is guaranteed but the return potential is linked to the equity or stock markets.													
Very interested	153	19	18	8	76	17	15	33	31	50	36	13	140
	16%	13%	16%	11%	18%	10%	20%	14%	15%	16%	17%	16%	16%
Somewhat interested					E		E						
	486	77	60	41	186	86	35	106	105	157	111	38	448
	50%	53%	56%	57%	45%	51%	46%	45%	50%	50%	53%	46%	50%
Not very interested			D	D									
	242	34	25	16	104	44	20	63	53	74	49	27	215
	25%	23%	23%	22%	25%	26%	26%	27%	25%	24%	23%	32%	24%
Not at all interested													
	100	14	6	7	45	21	7	31	22	30	15	5	95
	10%	10%	5%	10%	11%	12%	9%	13%	10%	10%	7%	6%	11%
Summary													
Top2Box (Very/ Somewhat interested)	639	96	78	49	262	103	50	139	136	208	147	52	587
	65%	67%	72%	68%	64%	61%	66%	60%	65%	66%	70%	62%	65%
											G		
Low2Box (Not very/ Not at all interested)	342	48	30	23	149	65	26	95	75	105	63	31	311
	35%	33%	28%	32%	36%	39%	34%	40%	35%	34%	30%	38%	35%
								J					

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

1_2. [Allow you to elect a regularly scheduled amount to be paid out] How interested would you be in GICs that...?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have owned/ currently own/ might consider owning GIC	1001	192	119	97	378	135	80	245	212	314	217	86	915
Weighted	981	144	108	73*	411	168	76*	234	211	312	210	83*	898
Allow you to elect a regularly scheduled amount to be paid out													
Very interested	143	17	14	10	58	30	13	37	31	45	28	9	134
	15%	12%	13%	14%	14%	18%	17%	16%	15%	14%	13%	11%	15%
Somewhat interested	540	89	66	43	217	84	41	121	117	181	114	46	494
	55%	62%	61%	58%	53%	50%	54%	52%	55%	58%	54%	56%	55%
Not very interested	223	27	21	16	99	45	16	51	44	70	55	19	204
	23%	18%	19%	22%	24%	27%	20%	22%	21%	22%	26%	23%	23%
Not at all interested	75	11	7	4	36	9	7	25	19	16	13	9	66
	8%	8%	7%	6%	9%	5%	9%	11%	9%	5%	6%	11%	7%
Summary													
Top2Box (Very/ Somewhat interested)	683	106	80	53	276	114	54	158	148	226	142	55	628
	70%	74%	74%	72%	67%	68%	71%	67%	70%	72%	67%	66%	70%
Low2Box (Not very/ Not at all interested)	298	38	28	20	135	54	22	76	63	86	68	28	270
	30%	26%	26%	28%	33%	32%	29%	33%	30%	28%	33%	34%	30%

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

1_3. [Will guarantee a rate of interest that increases each year (e.g. 1.2% in the first year, 1.6% in the second year, then 2.5% in the third year)] How interested would you be in GICs that...?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have owned/ currently own/ might consider owning GIC	1001	192	119	97	378	135	80	245	212	314	217	86	915
Weighted	981	144	108	73*	411	168	76*	234	211	312	210	83*	898
Will guarantee a rate of interest that increases each year (e.g. 1.2% in the first year, 1.6% in the second year, then 2.5% in the third year)													
Very interested	243	34	21	14	112	39	24	60	53	82	43	21	222
	25%	23%	20%	19%	27%	23%	31%	26%	25%	26%	21%	25%	25%
Somewhat interested	541	82	57	46	220	100	35	122	114	175	122	45	495
	55%	57%	53%	64%	53%	60%	46%	52%	54%	56%	58%	55%	55%
Not very interested				F									
	140	23	23	11	53	20	11	38	24	40	37	14	126
	14%	16%	22%	15%	13%	12%	14%	16%	11%	13%	17%	17%	14%
Not at all interested			DE										
	57	6	6	2	27	9	7	13	19	15	8	3	54
	6%	4%	6%	3%	6%	5%	9%	6%	9%	5%	4%	3%	6%
Summary													
Top2Box (Very/ Somewhat interested)	784	116	79	60	331	139	59	183	168	257	165	66	718
	80%	80%	73%	83%	81%	83%	77%	78%	80%	82%	79%	80%	80%
Low2Box (Not very/ Not at all interested)													
	197	29	30	13	79	29	17	51	43	55	45	17	180
	20%	20%	27%	17%	19%	17%	23%	22%	20%	18%	21%	20%	20%

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

1. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT INTERESTED)] How interested would you be in GICs that...?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have owned/ currently own/ might consider owning GIC	1001	192	119	97	378	135	80	245	212	314	217	86	915
Weighted	981	144	108	73*	411	168	76*	234	211	312	210	83*	898
Will guarantee a rate of interest that increases each year (e.g. 1.2% in the first year, 1.6% in the second year, then 2.5% in the third year)	784	116	79	60	331	139	59	183	168	257	165	66	718
	80%	80%	73%	83%	81%	83%	77%	78%	80%	82%	79%	80%	80%
Allow you to elect a regularly scheduled amount to be paid out	683	106	80	53	276	114	54	158	148	226	142	55	628
	70%	74%	74%	72%	67%	68%	71%	67%	70%	72%	67%	66%	70%
Are linked to equity/stock market performance in a way that your principal is guaranteed but the return potential is linked to the equity or stock markets.	639	96	78	49	262	103	50	139	136	208	147	52	587
	65%	67%	72%	68%	64%	61%	66%	60%	65%	66%	70%	62%	65%
											G		

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

1. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL INTERESTED)] How interested would you be in GICs that...?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have owned/ currently own/ might consider owning GIC	1001	192	119	97	378	135	80	245	212	314	217	86	915
Weighted	981	144	108	73*	411	168	76*	234	211	312	210	83*	898
Are linked to equity/stock market performance in a way that your principal is guaranteed but the return potential is linked to the equity or stock markets.	342	48	30	23	149	65	26	95	75	105	63	31	311
	35%	33%	28%	32%	36%	39%	34%	40%	35%	34%	30%	38%	35%
								J					
Allow you to elect a regularly scheduled amount to be paid out	298	38	28	20	135	54	22	76	63	86	68	28	270
	30%	26%	26%	28%	33%	32%	29%	33%	30%	28%	33%	34%	30%
Will guarantee a rate of interest that increases each year (e.g. 1.2% in the first year, 1.6% in the second year, then 2.5% in the third year)	197	29	30	13	79	29	17	51	43	55	45	17	180
	20%	20%	27%	17%	19%	17%	23%	22%	20%	18%	21%	20%	20%

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

2_1. [Most important] When deciding whether or not to buy a GIC, which of the following is/would be the most important to you and which would be the least important?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have owned/ currently own/ might consider owning GIC	1001	192	119	97	378	135	80	245	212	314	217	86	915
Weighted	981	144	108	73*	411	168	76*	234	211	312	210	83*	898
Guaranteed principal (the safety of my investment)	434	67	51	29	172	85	30	106	93	148	78	38	396
	44%	46%	47%	39%	42%	51%	40%	46%	44%	47%	37%	46%	44%
Getting the best/highest interest rate	319	43	37	29	146	34	30	69	78	93	79	22	296
	32%	30%	34%	39%	36%	20%	39%	30%	37%	30%	37%	27%	33%
		E	E	E	E		E						
Certainty of what the return will be (the rate is guaranteed)	153	22	12	13	63	30	12	44	28	44	36	16	137
	16%	15%	11%	18%	15%	18%	16%	19%	13%	14%	17%	19%	15%
Liquidity (the flexibility to cash in the GIC before the maturity date)	76	13	8	2	30	19	4	14	13	27	18	7	68
	8%	9%	7%	3%	7%	11%	5%	6%	6%	9%	9%	9%	8%
						C							

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

2_2. [Least important] When deciding whether or not to buy a GIC, which of the following is/would be the most important to you and which would be the least important?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have owned/ currently own/ might consider owning GIC	1001	192	119	97	378	135	80	245	212	314	217	86	915
Weighted	981	144	108	73*	411	168	76*	234	211	312	210	83*	898
Liquidity (the flexibility to cash in the GIC before the maturity date)	640	88	76	57	262	101	56	145	141	217	130	54	586
	65%	61%	70%	78%	64%	60%	74%	62%	67%	69%	62%	65%	65%
				ADE			E						
Certainty of what the return will be (the rate is guaranteed)	177	31	18	10	76	31	12	41	44	48	40	11	165
	18%	21%	17%	13%	18%	18%	15%	18%	21%	16%	19%	14%	18%
Getting the best/highest interest rate	107	17	8	5	50	24	4	35	16	31	23	10	97
	11%	12%	7%	7%	12%	14%	5%	15%	7%	10%	11%	12%	11%
						F		H					
Guaranteed principal (the safety of my investment)	57	9	7	1	23	13	5	13	10	16	18	8	49
	6%	6%	6%	2%	6%	7%	6%	5%	5%	5%	9%	9%	6%

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