

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...?

		CURRENTLY OWN					
	Total	GICs	Mutual funds	Savings account/ High interest SA	Canada Savings Bonds	Other Bonds	Individual stocks
		A	B	C	D	E	F
Base: Have owned/ currently own/ might consider owning GIC	1001	578	563	722	130	141	330
Weighted	981	567	548	704	132	140	325
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	98	93	107	24	23	56
	16%	17%	17%	15%	18%	17%	17%
Somewhat interested	486	276	311	356	66	66	177
	50%	49%	57%	51%	50%	47%	55%
			ACE				A
Not very interested	242	138	116	171	34	33	67
	25%	24%	21%	24%	26%	24%	21%
		B		B			
Not at all interested	100	55	27	69	9	17	24
	10%	10%	5%	10%	7%	12%	7%
		B		B		BF	B
Summary							
Top2Box (Very/ Somewhat interested)	639	373	405	464	90	89	234
	65%	66%	74%	66%	68%	64%	72%
			ACE				ACE
Low2Box (Not very/ Not at all interested)	342	193	143	241	43	50	91
	35%	34%	26%	34%	32%	36%	28%
		BF		BF		BF	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

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

		CURRENTLY OWN					
	Total	GICs	Mutual funds	Savings account/ High interest SA	Canada Savings Bonds	Other Bonds	Individual stocks
		A	B	C	D	E	F
Base: Have owned/ currently own/ might consider owning GIC	1001	578	563	722	130	141	330
Weighted	981	567	548	704	132	140	325
Allow you to elect a regularly scheduled amount to be paid out							
Very interested	143	91	78	95	19	22	47
	15%	16%	14%	13%	14%	16%	15%
		C					
Somewhat interested	540	297	315	391	79	73	166
	55%	52%	58%	56%	59%	53%	51%
			AF	A			
Not very interested	223	142	132	167	28	35	88
	23%	25%	24%	24%	21%	25%	27%
Not at all interested	75	37	23	52	6	9	22
	8%	7%	4%	7%	5%	7%	7%
		B		B			B
Summary							
Top2Box (Very/ Somewhat interested)	683	387	393	486	98	95	214
	70%	68%	72%	69%	74%	68%	66%
			AF				
Low2Box (Not very/ Not at all interested)	298	179	155	219	35	44	111
	30%	32%	28%	31%	26%	32%	34%
		B					B

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

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...?

		CURRENTLY OWN					
	Total	GICs	Mutual funds	Savings account/ High interest SA	Canada Savings Bonds	Other Bonds	Individual stocks
		A	B	C	D	E	F
Base: Have owned/ currently own/ might consider owning GIC	1001	578	563	722	130	141	330
Weighted	981	567	548	704	132	140	325
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	153	127	161	39	33	65
	25%	27%	23%	23%	30%	23%	20%
		BCF			F		
Somewhat interested	541	315	323	407	74	72	175
	55%	56%	59%	58%	56%	52%	54%
			F				
Not very interested	140	75	78	99	16	27	63
	14%	13%	14%	14%	12%	19%	20%
						A	ABCD
Not at all interested	57	24	19	37	3	8	21
	6%	4%	4%	5%	2%	6%	6%
				B			BD
Summary							
Top2Box (Very/ Somewhat interested)	784	468	451	568	113	105	240
	80%	83%	82%	81%	85%	75%	74%
		EF	EF	F	EF		
Low2Box (Not very/ Not at all interested)	197	99	97	136	19	35	84
	20%	17%	18%	19%	15%	25%	26%
						ABD	ABCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

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

		CURRENTLY OWN					
	Total	GICs	Mutual funds	Savings account/ High interest SA	Canada Savings Bonds	Other Bonds	Individual stocks
		A	B	C	D	E	F
Base: Have owned/ currently own/ might consider owning GIC	1001	578	563	722	130	141	330
Weighted	981	567	548	704	132	140	325
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	468	451	568	113	105	240
	80%	83%	82%	81%	85%	75%	74%
		EF	EF	F	EF		
Allow you to elect a regularly scheduled amount to be paid out	683	387	393	486	98	95	214
	70%	68%	72%	69%	74%	68%	66%
			AF				
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	373	405	464	90	89	234
	65%	66%	74%	66%	68%	64%	72%
			ACE				ACE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

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

		CURRENTLY OWN					
	Total	GICs	Mutual funds	Savings account/ High interest SA	Canada Savings Bonds	Other Bonds	Individual stocks
		A	B	C	D	E	F
Base: Have owned/ currently own/ might consider owning GIC	1001	578	563	722	130	141	330
Weighted	981	567	548	704	132	140	325
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	193	143	241	43	50	91
	35%	34%	26%	34%	32%	36%	28%
		BF		BF		BF	
Allow you to elect a regularly scheduled amount to be paid out	298	179	155	219	35	44	111
	30%	32%	28%	31%	26%	32%	34%
		B					B
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	99	97	136	19	35	84
	20%	17%	18%	19%	15%	25%	26%
						ABD	ABCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

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?

		CURRENTLY OWN					
	Total	GICs	Mutual funds	Savings account/ High interest SA	Canada Savings Bonds	Other Bonds	Individual stocks
		A	B	C	D	E	F
Base: Have owned/ currently own/ might consider owning GIC	1001	578	563	722	130	141	330
Weighted	981	567	548	704	132	140	325
Guaranteed principal (the safety of my investment)	434	248	228	316	56	63	129
	44%	44%	42%	45%	42%	45%	40%
				BF			
Getting the best/highest interest rate	319	185	188	233	34	44	127
	32%	33%	34%	33%	25%	31%	39%
			D				ABCDE
Certainty of what the return will be (the rate is guaranteed)	153	97	94	105	25	22	44
	16%	17%	17%	15%	19%	15%	13%
		F	F				
Liquidity (the flexibility to cash in the GIC before the maturity date)	76	37	38	50	17	11	25
	8%	6%	7%	7%	13%	8%	8%
					ABCF		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.

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?

		CURRENTLY OWN					
	Total	GICs	Mutual funds	Savings account/ High interest SA	Canada Savings Bonds	Other Bonds	Individual stocks
		A	B	C	D	E	F
Base: Have owned/ currently own/ might consider owning GIC	1001	578	563	722	130	141	330
Weighted	981	567	548	704	132	140	325
Liquidity (the flexibility to cash in the GIC before the maturity date)	640	398	377	474	75	90	207
	65%	70%	69%	67%	57%	64%	64%
		CDF	DF	D			
Certainty of what the return will be (the rate is guaranteed)	177	91	87	117	28	27	67
	18%	16%	16%	17%	21%	20%	21%
							ABC
Getting the best/highest interest rate	107	51	55	71	23	16	31
	11%	9%	10%	10%	17%	11%	9%
					ABCF		
Guaranteed principal (the safety of my investment)	57	26	30	42	6	7	20
	6%	5%	5%	6%	5%	5%	6%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F Overlap formulae used.