Q1. Overall Outlook

Q1. Overall, how bearish or bullish would you say you are about capital markets between now and December 31st, 2013?

			Reg	gion		Out	look		Licens	е Туре			Affi	liation				Book of	Business			
	TOTAL	East	Quebec	Ontario	West	Bullish	Bearish	MFDA Only	IIROC Only	IIROC + Both	Both	Total Affiliated	Bank Affiliated	Insurance Affiliated	Financial Services Affiliated	<10m	10-24m	25-49m	50-99m	>100m	Prefer not to answer	
	Α	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	T	U	
Base: All respondents answering	345	90*	59*	139	116	187	71*	177	159	168	9**	318	167	87*	58*	64*	60*	58*	67*	55*	41*	
	22	8	7	6	8	0	22	7	14	15	1	19	15	3	0	1	3	2	5	8	3	
(2) Very bearish	6.4%	8.9%	11.9%	4.3%	6.9%	-	31.0%	4.0%	8.8%	8.9%	11.1%	6.0%	9.0%	3.4%	-	1.6%	5.0%	3.4%	7.5%	14.5%	7.3%	
							F						LO							PR		
	49	9	6	24	16	0	49	26	22	23	1	43	24	14	4	7	17	10	7	6	2	
(1) Somewhat bearish	14.2%	10.0%	10.2%	17.3%	13.8%	-	69.0% F	14.7%	13.8%	13.7%	11.1%	13.5%	14.4%	16.1%	6.9%	10.9%	28.3% PSTU	17.2%	10.4%	10.9%	4.9%	
	84	21	13	35	28	0	0	42	41	42	1	75	45	16	14	23	12	11	16	15	7	
(0) Neutral	24.3%	23.3%	22.0%	25.2%	24.1%	-	-	23.7%	25.8%	25.0%	11.1%	23.6%	26.9%	18.4%	24.1%	35.9%	20.0%	19.0%	23.9%	27.3%	17.1%	
																RU						
	133	36	24	56	41	133	0	75	56	58	2	128	55	40	29	23	17	26	28	18	21	
(-1) Somewhat bullish	38.6%	40.0%	40.7%	40.3%	35.3%	71.1%	-	42.4%	35.2%	34.5%	22.2%	40.3%	32.9%	46.0%	50.0%	35.9%	28.3%	44.8%	41.8%	32.7%	51.2%	
		40	8	40	00	G 54	0	05	26	00	3	M	28	M	M q	q	0	q	11	8	Q 8	
(-2) Very bullish	54 15.7%	13 14.4%	13.6%	18 12.9%	23 19.8%	28.9%	-	25 14.1%	16.4%	29 17.3%	33.3%	50 15.7%	16.8%	13 14.9%	15.5%	14.1%	15.0%	15.5%	16.4%	14.5%	19.5%	
(-2) very bullism	15.7%	14.470	13.0%	12.9%	19.0%	20.9% G	-	14.176	10.476	17.3%	33.3%	15.7%	10.0%	14.9%	15.5%	14.176	15.0%	15.5%	10.4%	14.5%	19.5%	
	3	3	1	0	0	0	0	2	0	1	1	3	0	1	2	1	2	0	0	0	0	
Don't know/not sure	0.9%	3.3%	1.7%	-	-	-	-	1.1%	-	0.6%	11.1%	0.9%	-	1.1%	3.4%	1.6%	3.3%	-	-	-	-	
		DE													M							
Summary	407	40				407		400				470						0.5			4	
Top 2 Box (Bullish)	187	49	32	74	64	187	0	100	82	87	5	178	83	53	38	32	26	35	39	26	29 70.7%	
TOP 2 BOX (BulliSII)	54.2%	54.4%	54.2%	53.2%	55.2%	100.0% G	-	56.5%	51.6%	51.8%	55.6%	56.0% M	49.7%	60.9%	65.5% M	50.0%	43.3%	60.3%	58.2%	47.3%	PQT	
	71	17	13	30	24	0	71	33	36	38	2	62	39	17	4	8	20	12	12	14	5	
Bottom 2 Box (Bearish)	20.6%	18.9%	22.0%	21.6%	20.7%	-	100.0%	18.6%	22.6%	22.6%	22.2%	19.5%	23.4%	19.5%	6.9%	12.5%	33.3%	20.7%	17.9%	25.5%	12.2%	
, , , ,	20.070	10.070	22.070	21.070	20.770		F	10.070	22.070	22.070	22.270	0	0	0	0.070	12.070	PSU	20.770	17.070	20.070	12.270	
Man	-0.43	-0.43	-0.34	-0.4	-0.47	-1.29	1.31	-0.49	-0.36	-0.38	-0.63	-0.47	-0.34	-0.53	-0.77	-0.51	-0.21	-0.52	-0.49	-0.22	-0.71	
Mean							F					0	LO				U			U		
Standard Deviation	1.11	1.15	1.21	1.05	1.16	0.45	0.47	1.04	1.17	1.19	1.51	1.1	1.18	1.05	0.81	0.93	1.18	1.06	1.12	1.26	1.08	
Standard Error	0.06	0.12	0.16	0.09	0.11	0.03	0.06	0.08	0.09	0.09	0.53	0.06	0.09	0.11	0.11	0.12	0.16	0.14	0.14	0.17	0.17	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I/J/K - L/M/N/O - P/Q/R/S/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos North America - Loyalty 2 of 36

Q2a. Specific Outlook - S&P/TSX Composite Index (Canadian stocks)

Q2a. Please tell me if you are very bearish, somewhat bearish, neutral, somewhat bullish, or very bullish for each.

			Re	gion		Out	look		Licens	е Туре			Affi	liation		Book of Business						
	TOTAL	East	Quebec	Ontario	West	Bullish	Bearish	MFDA Only	IIROC Only	IIROC + Both	Both	Total Affiliated	Bank Affiliated	Insurance Affiliated	Financial Services Affiliated	<10m	10-24m	25-49m	50-99m	>100m	Prefer not to answer	
	Α	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	T	U	
Base: All respondents	345	90*	59*	139	116	187	71*	177	159	168	9**	318	167	87*	58*	64*	60*	58*	67*	55*	41*	
S&P/TSX Composite Index (Canadian stocks)																						
	14	4	3	5	5	3	10	2	11	12	1	13	10	2	0	0	1	2	4	4	3	
(2) Very bearish	4.1%	4.4%	5.1%	3.6%	4.3%	1.6%	14.1%	1.1%	6.9%	7.1%	11.1%	4.1%	6.0%	2.3%	-	-	1.7%	3.4%	6.0%	7.3%	7.3%	
							F		Н	Н									_	Р	P	
400 141 14	63	13	8	31	19	20	31	29	34	34	0	55	33	12	8	11	16	13	7	11	5	
(1) Somewhat bearish	18.3%	14.4%	13.6%	22.3%	16.4%	10.7%	43.7%	16.4%	21.4%	20.2%	-	17.3%	19.8%	13.8%	13.8%	17.2%	26.7%	22.4%	10.4%	20.0%	12.2%	
	130	35	22	54	41	60	F 17	63	65	67	2	120	60	32	26	23	S 24	22	28	19	14	
(0) Neutral	37.7%	38.9%	37.3%	38.8%	35.3%	32.1%	23.9%	35.6%	40.9%	39.9%	22.2%	37.7%	35.9%	36.8%	44.8%	23 35.9%	40.0%	37.9%	41.8%	34.5%	34.1%	
(0) Neutral	31.1%	38.9%	37.3%	38.8%	35.3%	32.1%	23.9%	35.6%	40.9%	39.9%	22.2%	31.1%	35.9%	36.8%	44.8%	35.9%	40.0%	37.9%	41.8%	34.5%	34.1%	
	111	29	20	40	42	83	11	66	41	45	4	105	52	34	18	21	16	19	20	19	16	
(-1) Somewhat bullish	32.2%	32.2%	33.9%	28.8%	36.2%	44.4%	15.5%	37.3%	25.8%	26.8%	44.4%	33.0%	31.1%	39.1%	31.0%	32.8%	26.7%	32.8%	29.9%	34.5%	39.0%	
(-1) Contewnat Bullion	32.276	32.270	33.576	20.076	30.2 /6	G G	13.576	37.3%	23.076	20.076	44.470	33.076	31.170	35.176	31.076	32.076	20.776	32.076	25.576	34.376	35.076	
	24	7	5	9	8	21	1	15	8	9	1	23	12	6	5	8	2	2	7	2	3	
(-2) Very bullish	7.0%	7.8%	8.5%	6.5%	6.9%	11.2%	1.4%	8.5%	5.0%	5.4%	11.1%	7.2%	7.2%	6.9%	8.6%	12.5%	3.3%	3.4%	10.4%	3.6%	7.3%	
` ′ *			0.077	0.07.0		G	,.						11272				0.071			0.070		
	3	2	1	0	1	0	1	2	0	1	1	2	0	1	1	1	1	0	1	0	0	
Don't know/not sure	0.9%	2.2%	1.7%	-	0.9%	-	1.4%	1.1%	-	0.6%	11.1%	0.6%	-	1.1%	1.7%	1.6%	1.7%	-	1.5%	-	-	
Summary																						
	135	36	25	49	50	104	12	81	49	54	5	128	64	40	23	29	18	21	27	21	19	
Top 2 Box (Bullish)	39.1%	40.0%	42.4%	35.3%	43.1%	55.6%	16.9%	45.8%	30.8%	32.1%	55.6%	40.3%	38.3%	46.0%	39.7%	45.3%	30.0%	36.2%	40.3%	38.2%	46.3%	
						G		IJ														
B. W. B. B. W. L. L.	77	17	11	36	24	23	41	31	45	46	1	68	43	14	8	11	17	15	11	15	8	
Bottom 2 Box (Bearish)	22.3%	18.9%	18.6%	25.9%	20.7%	12.3%	57.7%	17.5%	28.3%	27.4%	11.1%	21.4%	25.7%	16.1%	13.8%	17.2%	28.3%	25.9%	16.4%	27.3%	19.5%	
		0.05	0.00	0.40	0.05	0.50	F 0.54	0.00	H	H	0.5	0.00	0.44	0.05	0.05	0.44	0.00	0.4	0.00	0.07	0.07	
Mean	-0.2	-0.25	-0.28	-0.12	-0.25	-0.53	0.54 F	-0.36	-0.01 H	-0.03 H	-0.5	-0.22	-0.14	-0.35	-0.35	-0.41	-0.03 P	-0.1	-0.29	-0.07	-0.27	
Standard Deviation	0.96	0.96	0.99	0.95	0.96	0.89	0.97	0.9	0.98	0.99	1.2	0.96	1.01	0.89	0.83	0.93	0.87	0.91	1	-1	1.03	
Standard Error	0.96	0.96	0.99	0.95	0.90	0.09	0.97	0.9	0.98	0.99	0.42	0.96	0.08	0.69	0.63	0.93	0.07	0.12	0.12	0.13	0.16	
Stational Citol	0.05	0.1	0.13	0.08	0.09	0.06	0.12	0.07	0.08	0.08	0.42	0.05	0.08	0.1	0.11	0.12	0.11	0.12	0.12	0.13	0.16	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/IJ/IK - L/M/N/O - P/C/R/S/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos North America - Loyalty 3 of 36

Q2b. Specific Outlook - 30-year U.S. Government Bond

Q2b. Please tell me if you are very bearish, somewhat bearish, neutral, somewhat bullish, or very bullish for each.

			Reg	gion		Out	look		Licens	е Туре			Affi	liation		Book of Business						
	TOTAL	East	Quebec	Ontario	West	Bullish	Bearish	MFDA Only	IIROC Only	IIROC + Both	Both	Total Affiliated	Bank Affiliated	Insurance Affiliated	Financial Services Affiliated	<10m	10-24m	25-49m	50-99m	>100m	Prefer not to answer	
	A	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	Р	Q	R	S	T	U	
Base: All respondents	345	90*	59*	139	116	187	71*	177	159	168	9**	318	167	87*	58*	64*	60*	58*	67*	55*	41*	
30-year U.S. Government Bond																						
	114	33	21	37	44	67	23	57	56	57	1	105	59	27	17	23	18	25	18	17	13	
(2) Very bearish	33.0%	36.7%	35.6%	26.6%	37.9%	35.8%	32.4%	32.2%	35.2%	33.9%	11.1%	33.0%	35.3%	31.0%	29.3%	35.9%	30.0%	43.1%	26.9%	30.9%	31.7%	
` ' '																						
	106	20	13	49	37	68	16	51	53	55	2	100	56	21	21	17	17	17	22	19	14	
(1) Somewhat bearish	30.7%	22.2%	22.0%	35.3%	31.9%	36.4%	22.5%	28.8%	33.3%	32.7%	22.2%	31.4%	33.5%	24.1%	36.2%	26.6%	28.3%	29.3%	32.8%	34.5%	34.1%	
				В		G																
	73	24	18	26	23	31	12	42	28	31	3	67	36	18	11	9	13	7	19	14	11	
(0) Neutral	21.2%	26.7%	30.5%	18.7%	19.8%	16.6%	16.9%	23.7%	17.6%	18.5%	33.3%	21.1%	21.6%	20.7%	19.0%	14.1%	21.7%	12.1%	28.4%	25.5%	26.8%	
																			PR			
	24	5	2	15	4	9	11	12	11	12	1	22	8	10	4	8	5	5	2	3	1	
(-1) Somewhat bullish	7.0%	5.6%	3.4%	10.8%	3.4%	4.8%	15.5%	6.8%	6.9%	7.1%	11.1%	6.9%	4.8%	11.5%	6.9%	12.5%	8.3%	8.6%	3.0%	5.5%	2.4%	
				E			F							M		S						
	12	4	3	6	2	6	5	5	6	7	1	12	5	5	2	2	2	4	1	2	1	
(-2) Very bullish	3.5%	4.4%	5.1%	4.3%	1.7%	3.2%	7.0%	2.8%	3.8%	4.2%	11.1%	3.8%	3.0%	5.7%	3.4%	3.1%	3.3%	6.9%	1.5%	3.6%	2.4%	
	16	4	2	6	6	6	4	10	5	6	1	12	3	6	3	5	5	0	5	0	1	
Don't know/not sure	4.6%	4.4%	3.4%	4.3%	5.2%	3.2%	5.6%	5.6%	3.1%	3.6%	11.1%	3.8%	1.8%	6.9%	5.2%	7.8%	8.3%	-	7.5%	-	2.4%	
												M		M		RT	RT		RT			
Summary																						
	36	9	5	21	6	15	16	17	17	19	2	34	13	15	6	10	7	9	3	5	2	
Top 2 Box (Bullish)	10.4%	10.0%	8.5%	15.1%	5.2%	8.0%	22.5%	9.6%	10.7%	11.3%	22.2%	10.7%	7.8%	17.2%	10.3%	15.6%	11.7%	15.5%	4.5%	9.1%	4.9%	
				E			F							LM		S		S				
	220	53	34	86	81	135	39	108	109	112	3	205	115	48	38	40	35	42	40	36	27	
Bottom 2 Box (Bearish)	63.8%	58.9%	57.6%	61.9%	69.8%	72.2%	54.9%	61.0%	68.6%	66.7%	33.3%	64.5%	68.9%	55.2%	65.5%	62.5%	58.3%	72.4%	59.7%	65.5%	65.9%	
						G			J			N	N									
Mean	0.87	0.85	0.82	0.72	1.06	1	0.61	0.86	0.92	0.88	0.13	0.86	0.95	0.68	0.85	0.86	0.8	0.93	0.87	0.84	0.93	
					D	G			J													
Standard Deviation	1.08	1.14	1.14	1.12	0.96	1.02	1.31	1.07	1.09	1.11	1.25	1.09	1.03	1.23	1.06	1.18	1.11	1.24	0.93	1.05	0.97	
Standard Error	0.06	0.12	0.15	0.1	0.09	0.08	0.16	0.08	0.09	0.09	0.44	0.06	0.08	0.14	0.14	0.15	0.15	0.16	0.12	0.14	0.15	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I/J/K - L/M/N/O - P/Q/R/S/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos North America - Loyalty

Q2c. Specific Outlook - 10-year Canadian Governmet Bond

Q2c. Please tell me if you are very bearish, somewhat bearish, neutral, somewhat bullish, or very bullish for each.

			Re	gion		Out	look		Licens	е Туре			Affil	liation		Book of Business						
	TOTAL	East	Quebec	Ontario	West	Bullish	Bearish	MFDA Only	IIROC Only	IIROC + Both	Both	Total Affiliated	Bank Affiliated	Insurance Affiliated	Financial Services Affiliated	<10m	10-24m	25-49m	50-99m	>100m	Prefer not to answer	
	A	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	T	U	
Base: All respondents	345	90*	59*	139	116	187	71*	177	159	168	9**	318	167	87*	58*	64*	60*	58*	67*	55*	41*	
10-year Canadian Governmet Bond																						
(2) Very bearish	84 24.3%	28 31.1% D	17 28.8%	26 18.7%	30 25.9%	57 30.5% G	12 16.9%	44 24.9%	40 25.2%	40 23.8%	0 -	77 24.2%	43 25.7%	21 24.1%	10 17.2%	15 23.4%	14 23.3%	18 31.0%	14 20.9%	13 23.6%	10 24.4%	
(1) Somewhat bearish	130 37.7%	23 25.6%	16 27.1%	63 45.3% BC	44 37.9%	72 38.5%	29 40.8%	66 37.3%	62 39.0%	64 38.1%	2 22.2%	121 38.1%	68 40.7%	27 31.0%	24 41.4%	24 37.5%	20 33.3%	21 36.2%	25 37.3%	22 40.0%	18 43.9%	
(0) Neutral	87 25.2%	27 30.0%	20 33.9%	31 22.3%	29 25.0%	38 20.3%	15 21.1%	44 24.9%	38 23.9%	43 25.6%	5 55.6%	80 25.2%	39 23.4%	23 26.4%	17 29.3%	15 23.4%	16 26.7%	11 19.0%	21 31.3%	15 27.3%	9 22.0%	
(-1) Somewhat bullish	28 8.1%	8 8.9%	4 6.8%	14 10.1%	6 5.2%	12 6.4%	11 15.5% F	15 8.5%	13 8.2%	13 7.7%	-	27 8.5%	11 6.6%	10 11.5%	6 10.3%	6 9.4%	6 10.0%	5 8.6%	5 7.5%	3 5.5%	3 7.3%	
(-2) Very bullish	6 1.7%	2 2.2%	1 1.7%	0 -	4 3.4% D	4 2.1%	2 2.8%	1.1%	3 1.9%	4 2.4%	1 11.1%	6 1.9%	4 2.4%	2 2.3%	0 -	0 -	0 -	3 5.2%	1 1.5%	3.6%	0 -	
Don't know/not sure	10 2.9%	2.2%	1.7%	5 3.6%	3 2.6%	4 2.1%	2 2.8%	6 3.4%	3 1.9%	4 2.4%	1 11.1%	7 2.2%	1.2%	4 4.6%	1 1.7%	4 6.3%	4 6.7% R	0 -	1 1.5%	-	2.4%	
Summary																						
Top 2 Box (Bullish)	34 9.9%	10 11.1%	5 8.5%	14 10.1%	10 8.6%	16 8.6%	13 18.3% F	17 9.6%	16 10.1%	17 10.1%	1 11.1%	33 10.4%	15 9.0%	12 13.8%	6 10.3%	6 9.4%	6 10.0%	8 13.8%	6 9.0%	5 9.1%	3 7.3%	
Bottom 2 Box (Bearish)	214 62.0%	51 56.7%	33 55.9%	89 64.0%	74 63.8%	129 69.0%	41 57.7%	110 62.1%	102 64.2% J	104 61.9%	2 22.2%	198 62.3%	111 66.5%	48 55.2%	34 58.6%	39 60.9%	34 56.7%	39 67.2%	39 58.2%	35 63.6%	28 68.3%	
Mean	0.77	0.76	0.76	0.75	0.8	0.91 G	0.55	0.79	0.79 J	0.75	0	0.76	0.82	0.66	0.67	0.8	0.75	0.79	0.7	0.75	0.88	
Standard Deviation Standard Error	0.98 0.05	1.07 0.11	1.01 0.13	0.89	1.01 0.1	0.99 0.07	1.05 0.13	0.97 0.07	0.98	0.99 0.08	0.93 0.33	0.99 0.06	0.98	1.06 0.12	0.89 0.12	0.94 0.12	0.96 0.13	1.14 0.15	0.94 0.12	1 0.14	0.88 0.14	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I/J/K - L/M/N/O - P/Q/R/S/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos North America - Loyalty

Q3. Gross Domestic Product

Q3. On December 31st, 2013, how much do you believe Canada's Gross Domestic Product will have changed from it's current level?

			Reg	gion		Out	look		Licens	е Туре			Affi	liation			Book of Business						
															Financial								
										IIROC +		Total	Bank	Insurance	Services						Prefer not to		
	TOTAL	East B	Quebec C	Ontario D	West	Bullish	Bearish	MFDA Only	IIROC Only	Both	Both K	Affiliated	Affiliated M	Affiliated	Affiliated	<10m	10-24m Q	25-49m	50-99m	>100m	answer U		
Base: All respondents	A 345	90*	59*	139	116	187	G 71*	177	159	J 168	9**	318	167	N 87*	O 58*	64*	60*	R 58*	S 67*	55*	41*		
	1	0	0	1	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	0	0		
Declined more than -4%	0.3%	-	-	0.7%	-	-	-	-	0.6%	0.6%	-	0.3%	-	-	1.7%	-	-	1.7%	-		-		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
-4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
20%	1	0	0	1	0	0	1	0	1	1	0	1	1	0	0	0	0	0	0	0	1		
-3%	0.3%	-	-	0.7%	-	-	1.4%	-	0.6%	0.6%	-	0.3%	0.6%	-	-	-	-	-	-	-	2.4%		
	2	1	1	0	1	0	1	1	1	1	0	2	1	1	0	0	0	0	0	2	0		
-2%	0.6%	1.1%	1.7%	-	0.9%	-	1.4%	0.6%	0.6%	0.6%	-	0.6%	0.6%	1.1%	-	-	-		-	3.6%	-		
	29	4	3	11	14	13	11	17	12	12	0	26	15	8	2	5	3	6	7	4	4		
-1%	8.4%	4.4%	5.1%	7.9%	12.1%	7.0%	15.5%	9.6%	7.5%	7.1%	-	8.2%	9.0%	9.2%	3.4%	7.8%	5.0%	10.3%	10.4%	7.3%	9.8%		
							F																
0% (unchanged)	151	41 45.6%	26 44.1%	65	45	72	34 47.9%	69	78 49.1%	82	44.4%	139	79 47.3%	32	23	29	28	18	31 46.3%	25	20		
0% (unchanged)	43.8%	45.6%	44.1%	46.8%	38.8%	38.5%	47.9%	39.0%	49.1%	48.8%	44.4%	43.7%	47.3%	36.8%	39.7%	45.3%	46.7%	31.0%	46.3%	45.5%	48.8%		
	103	28	18	34	41	66	12	57	44	46	2	94	50	27	17	20	17	22	18	16	10		
+1%	29.9%	31.1%	30.5%	24.5%	35.3%	35.3%	16.9%	32.2%	27.7%	27.4%	22.2%	29.6%	29.9%	31.0%	29.3%	31.3%	28.3%	37.9%	26.9%	29.1%	24.4%		
	41	11	8	20	10	G 27	9	24	15	17	2	40	14	16	10	6	10	8	8	4	5		
+2%	11.9%	12.2%	13.6%	14.4%	8.6%	14.4%	12.7%	13.6%	9.4%	10.1%	22.2%	12.6%	8.4%	18.4%	17.2%	9.4%	16.7%	13.8%	11.9%	7.3%	12.2%		
												M		М									
+3%	2.3%	3.3%	1.7%	3 2.2%	1.7%	6 3.2%	0 -	3 1.7%	5 3.1%	5 3.0%	0 -	8 2.5%	2.4%	1.1%	3 5.2%	2 3.1%	-	1.7%	3.0%	3 5.5%	-		
-570	2.570	0.070	1.770	2.270	1.770	J.270		1.770	3.170	3.070		2.570	2.470	1.170	0.270	3.170		1.770	3.070	3.370	+		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
+4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	1	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	1	0	0		
Increased by more than +4%	0.3%	-	-	-	0.9%	-	-	0.6%	-	-	-	0.3%	-	-	1.7%	-	-		1.5%		-		
	8	2	2	4	2	3	3	5	2	3	1	6	3	2	1	2	2	2	0	1	1		
Don't know/Not sure	2.3%	2.2%	3.4%	2.9%	1.7%	1.6%	4.2%	2.8%	1.3%	1.8%	11.1%	1.9%	1.8%	2.3%	1.7%	3.1%	3.3%	3.4%	-	1.8%	2.4%		
				,	,					I	,-			,	,	511,75	5.570						
Summary																							
Top 5 (Positive) (Increased from 1% to more than	153	42	27	57	54	99	21	85	64	68	4	143	68	44	31	28	27	31	29	23	15		
4%)	44.3%	46.7%	45.8%	41.0%	46.6%	52.9%	29.6%	48.0%	40.3%	40.5%	44.4%	45.0%	40.7%	50.6%	53.4%	43.8%	45.0%	53.4%	43.3%	41.8%	36.6%		
						G	-		-	-					-						+		
Bottom 5 (Negative) (Declined -1% to more than -	33	5	4	13	15	13	13	18	15	15	0	30	17	9	3	5	3	7	7	6	5		
4%)	9.6%	5.6%	6.8%	9.4%	12.9%	7.0%	18.3%	10.2%	9.4%	8.9%	-	9.4%	10.2%	10.3%	5.2%	7.8%	5.0%	12.1%	10.4%	10.9%	12.2%		
	0.51	0.6	0.56	0.47	0.49	0.68	F 0.21	0.58	0.43	0.44	0.75	0.53	0.43	0.61	0.77	0.53	0.59	0.54	0.57	0.46	0.32		
Mean	0.01	0.0	0.50	0.47	0.40	0.66 G	0.21	0.00	0.40	0.44	0.73	0.55	0.40	0.01	M.77	0.00	0.05	0.54	0.01	0.40	0.52		
Standard Deviation	1.02	0.93	0.93	1.08	1.01	0.92	1.02	0.99	1.05	1.04	0.89	1.03	0.93	0.98	1.35	0.9	0.84	1.19	1.09	1.06	1		
Standard Error Proportions/Means: Columns Tested (5% risk level) -	0.06	0.1	0.12	0.09	0.09	0.07	0.12	0.08	0.08	0.08	0.31	0.06	0.07	0.11	0.18	0.11	0.11	0.16	0.13	0.14	0.16		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I/J/K - L/M/N/O - P/Q/R/S/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos North America - Loyalty 24 of 36