Canada Finance Brands

[M]

In the past 12 months, which of the following financial brands have you used?

- ❑ RBC
- ❑ BMO
- ❑ CIBC
- ❑ ING Direct
- ❑ Scotiabank
- ❑ Fidelity
- ❑ Manulife
- ❑ Dundee
- ❑ Franklin Templeton
- ❑ American Express
- ❑ Trimark
- ❑ Visa
- ❑ TD
- ❑ Mastercard
- ❑ None of the above **[Exclusive]**

[M]

In the next 12 months, which of the following financial brands are you considering using?

- ❑ RBC
- ❑ BMO
- ❑ CIBC
- ❑ ING Direct
- ❑ Scotiabank
- ❑ Fidelity
- ❑ Manulife
- ❑ Dundee
- ❑ Franklin Templeton
- ❑ American Express
- ❑ Trimark
- ❑ Visa
- ❑ TD
- ❑ Mastercard
- ❑ None of the above **[Exclusive]**

What are the most likely reasons to use or recommend the following brands?

	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand
RBC	❍	❍	❍	❍	❍	❍	❍	❍
BMO	❍	❍	❍	❍	❍	❍	❍	❍
CIBC	❍	❍	❍	❍	❍	❍	❍	❍
ING Direct	❍	❍	❍	❍	❍	❍	❍	❍
Scotiabank	❍	❍	❍	❍	❍	❍	❍	❍

Fidelity	❍	❍	❍	❍	❍	❍	❍	❍
Manulife	❍	❍	❍	❍	❍	❍	❍	❍
Dundee	❍	❍	❍	❍	❍	❍	❍	❍
Franklin Templeton	❍	❍	❍	❍	❍	❍	❍	❍
American Express	❍	❍	❍	❍	❍	❍	❍	❍
Trimark	❍	❍	❍	❍	❍	❍	❍	❍
Visa	❍	❍	❍	❍	❍	❍	❍	❍
TD	❍	❍	❍	❍	❍	❍	❍	❍
Mastercard	❍	❍	❍	❍	❍	❍	❍	❍

You have completed 50% of the survey Based on everything you know / heard or experienced, how would you rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
RBC	❍	❍	❍	❍	❍	❍
BMO	❍	❍	❍	❍	❍	❍
CIBC	❍	❍	❍	❍	❍	❍
ING Direct	❍	❍	❍	❍	❍	❍
Scotiabank	❍	❍	❍	❍	❍	❍
Fidelity	❍	❍	❍	❍	❍	❍
Manulife	❍	❍	❍	❍	❍	❍
Dundee	❍	❍	❍	❍	❍	❍
Franklin Templeton	❍	❍	❍	❍	❍	❍
American Express	❍	❍	❍	❍	❍	❍
Trimark	❍	❍	❍	❍	❍	❍
Visa	❍	❍	❍	❍	❍	❍
TD	❍	❍	❍	❍	❍	❍
Mastercard	❍	❍	❍	❍	❍	❍