

Canada Finance Brands

								[M]
In the past 12 months, which of the fo	llowing fina	ncial brai	nds have yo	ou used?				
RBC BMO CIBC ING Direct Scotiabank Fidelity Manulife Dundee Franklin Templeton American Express Trimark Visa TD Mastercard None of the above [Exclusive	÷]							
In the next 12 months, which of the fo	llowing fina	ncial hra	nds are voi	L considering using?				[M]
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 us	se or recom	mend the	e following	brands?				
	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand
RBC	0	0	0	0	0	0	0	0
ВМО	0	\circ	0	0	0	0	0	0
CIRC								

ING Direct

Scotiabank

Fidelity	\circ	0	\circ	\circ	0	\circ		\circ
Manulife	0	0	0	0	0		\circ	0
Dundee	•	0	0	\circ	0		\circ	0
Franklin Templeton	0	0	0	O	0		0	0
American Express	•	0	0	\circ	\circ		\circ	0
Trimark	0	0	0	O	0		0	0
Visa	•	0	•	O	0		\circ	0
TD	0	0	0	0	0		0	0
Mastercard				O				

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

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	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
RBC	0		0		0	0
BMO	0		0		\circ	0
CIBC	0	0	0		0	0
ING Direct	0	\circ	0		0	0
Scotiabank	0	0	0		0	0
Fidelity	0		0		0	0
Manulife	0	0	0		0	0
Dundee	0	\circ	0		0	0
Franklin Templeton	0	0	0	0	0	0
American Express	0	\circ	0		0	0
Trimark	0	0	0		0	0
Visa	0		0	0	0	0
TD	0	0	0	0	0	0
Mastercard	0		0		0	0