

NEWS RELEASE



FOR IMMEDIATE RELEASE

Happiest bank customers in Canada don't know how good they have it

National Bank and Scotiabank tops in customer satisfaction

TORONTO MAY 7th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1521 Canadians 18 years of age and older, one fifth claimed TD Canada Trust as their primary bank (19%), along with just fewer who claim RBC is their main bank (17%). Following these two are CIBC and Caisse Populaire D sjudians (13% each) and Scotiabank (11%). BMO claims just under a tenth of the market (9%) while the National Bank is the least used of the 7 major financial institutions in terms of consumer use (4%). One tenth uses some other financial institution (13%).

TD is especially present in Ontario (26%) while RBC (22%) and Scotiabank (26%) have higher market presence in Atlantic Canada. CIBC is common in Ontario (18%) and the Caisse is, of course, primarily a Quebec institution (48%). Residents of the Prairies are especially likely to use other banks (18%) or credit unions (14%), while BC residents are especially likely to use Vancity (6%).

Banks trusted more than health care system, less than other institutions

In a ranking of trust in Canadian institutions, universities lead, with an average score of 6.4 out of 10, and more than a tenth who give them a score of 10 (13%). The Canadian military is similarly well-rated for trust, at an average score of 6.3 and one fifth who give it a 10 (20%). The RCMP ranks in the middle of this group (6.0 and 17%), while Canadian banks (5.8, 14%) and the health care system (5.7, 9%) trail on this measure.

National Bank, Scotiabank tops in customer service

Overall, well more than half of those who bank at the National Bank (64%) or Scotiabank (59%) say they are satisfied with the service they receive. Just more than half say this of TD (55%) or CIBC (52%), which lie at the average for all banks (52%), but other institutions fall below one half on this measure (BMO - 49%, RBC - 46%, Caisse - 39%). On specific attributes of customer service, National Bank is very highly rated for personalized service (58% very satisfied), responsiveness at solving problems (58%) and valuing the respondent as a customer (50%). Scotiabank does well on having the right products and services (48%), valuing the respondent's custom (48%) and, by far above other banks, having the best rates and fees (37%). The Caisse trails on all customer satisfaction measures, as well as trailing overall.

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TORONTO

May 7th, 2014

HIGHLIGHTS:

- One fifth claimed TD Canada Trust as their primary bank (19%), along with just fewer who claim RBC is their main bank (17%).
- In a ranking of trust in Canadian institutions, universities lead, with an average score of 6.4 out of 10, and more than a tenth who give them a score of 10 (13%).
- Overall, well more than half of those who bank at the National Bank (64%) or Scotiabank (59%) say they are satisfied with the service they receive.

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HIGHLIGHTS:

- Fully 8-in-10 agree Canadian banks are more stable than their US counterparts (82%).
- Two thirds of Canadians think their banks go out of their way to make customers happy (64%).
- More than half agree that Canadian banks act with the best interests of the country (58%).
- Customers of TD Canada Trust or Scotiabank are the most likely to think their bank is better at customer service than other banks (56%).
- More than half say Canadian banks are appropriately regulated (53%), while one quarter finds them under-regulated (24%) and less than half this proportion thinks them over-regulated (9%).

Overwhelming agreement Canadian banks more stable than US banks

Fully 8-in-10 agree Canadian banks are more stable than their US counterparts (82%), and more than half use the strongest descriptor ("agree strongly" - 53%). Strong agreement is especially characteristic of the oldest (60%), the wealthiest (64%), customers of BMO (66%), Conservative supporters (62%) and those in Ontario (62%), but not in Quebec (40%).

Two thirds agree Canadian banks try to please customers

Two thirds of Canadians think their banks go out of their way to make customers happy (64%), but just one sixth agree strongly (17%). Strong agreement is characteristic of Gen Y (35 to 44 - 21%), the least wealthy (26%), customers of the National Bank (27%) and, to a lesser extent, Scotiabank (23%) and in the prairies (22%), where credit unions are more common.

Majority agree banks act with national interest in mind

More than half agree that Canadian banks act with the best interests of the country (58%), although few espouse the strongest view ("agree strongly" - 15%). Strong agreement is common to the least wealthy (21%), customers of the Caisse (22%) and RBC (20%) and in Quebec (19%).

Customers think TD, Scotiabank best; National worst

Customers of TD Canada Trust or Scotiabank are the most likely to think their bank is better at customer service than other banks (56% each), although when strong agreement is examined, TD leads (34%) Scotiabank (30%). In a very counterintuitive finding, customers of the National Bank, which scores highest overall and for specific customer service attributes, is least likely to be seen by its customers as offering better customer service than other banks (11% agree strongly).

Majority think Canadian banks well-regulated

More than half say Canadian banks are appropriately regulated (53%), while one quarter finds them under-regulated (24%) and less than half this proportion thinks them over-regulated (9%). A belief Canadian banks need more regulation is common to males (28%), customers of CIBC (29%) and residents of Alberta (29%) and BC (30%).

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"While TD is the leading bank in consumer usage in the country, and, probably as a result, scores the highest overall, when we look at specific attributes of service, the National Bank is the clear winner, along with Scotiabank. Yet National Bank customers are especially unlikely to think their bank excels when compared to others. Either their expectations are very high, or they have less experience with other Canadian banks," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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HIGHLIGHTS:

- "While TD is the leading bank in consumer usage in the country, and, probably as a result, scores the highest overall, when we look at specific attributes of service, the National Bank is the clear winner, along with Scotiabank. Yet National Bank customers are especially unlikely to think their bank excels when compared to others. Either their expectations are very high, or they have less experience with other Canadian banks," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1521 randomly selected Canadians 18 years of age and older. The poll was conducted on May 4th, 2014.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Trust in Institutions – Summary Table

%	Average out of 10	Trust a great deal
Canadian Universities	6.4	13%
Canadian Military	6.3	20%
RCMP	6.0	17%
Canadian Banks	5.8	14%
Health Care	5.7	9%

Primary Bank: Satisfaction (Very Satisfied %) – Summary Table

%	Overall Satisfaction	Financial Products	Rates and Fees	Personalized Service	Problem Solving	Valuing Customers
National	64	43	31	58	58	50
Scotiabank	59	48	37	53	51	48
TD	55	40	18	55	52	41
BMO	49	47	17	49	47	37
RBC	46	46	23	46	49	39
Caisse Populaire Desjardins	39	30	20	36	38	31
CIBC	25	44	27	47	49	30

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Primary Bank

[Which of the following banks do you consider your main or primary bank?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
TD Canada Trust	19	16	19	22	20	21	19	19
RBC, or the Royal Bank	17	11	19	19	18	21	16	18
BMO (Bee-Mo) or Bank of Montreal	9	7	11	9	9	11	9	9
Scotiabank or Bank of Nova Scotia	11	15	7	11	11	11	12	11
CIBC or Bank of Commerce	13	18	9	10	13	13	14	12
National Bank	4	2	7	5	5	3	4	4
Caisse Populaire Desjardins	13	18	15	11	9	7	10	15
ING or Tangerine Bank	0	0	1	0	0	0	0	0
President's Choice Bank	2	1	3	4	1	0	2	2
Duca Credit Union	0	0	0	0	1	1	0	0
Van City Credit Union	1	1	0	0	2	1	1	1
Some other bank	6	8	6	5	7	5	7	6
Some other credit union	3	2	4	3	4	5	4	2
Somewhere else	0	0	0	0	0	0	0	0

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
TD Canada Trust	19	15	22	16	23	20	19	11
RBC, or the Royal Bank	17	13	15	20	13	18	23	10
BMO (Bee-Mo) or Bank of Montreal	9	3	9	8	13	11	9	12
Scotiabank or Bank of Nova Scotia	11	15	12	10	8	7	14	15
CIBC or Bank of Commerce	13	16	11	17	10	16	10	14
National Bank	4	6	5	5	3	4	5	3
Caisse Populaire Desjardins	13	19	18	13	12	9	6	25
ING or Tangerine Bank	0	0	1	0	0	1	0	0
President's Choice Bank	2	0	1	2	2	2	4	0
Duca Credit Union	0	0	1	0	0	1	0	0
Van City Credit Union	1	0	0	0	3	1	0	0
Some other bank	6	9	4	6	8	5	4	10
Some other credit union	3	2	1	2	4	5	6	0
Somewhere else	0	0	1	0	0	1	0	0

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Trust in Institutions

%	Total	Canadian Banks	RCMP	Canadian health care system	Canadian military	Canadian universities
Sample	1521	725	744	585	766	769
TD Canada Trust	19	20	22	22	23	19
RBC, or the Royal Bank	17	20	16	18	16	17
BMO (Bee-Mo) or Bank of Montreal	9	10	9	11	11	10
Scotiabank or Bank of Nova Scotia	11	12	13	13	12	11
CIBC or Bank of Commerce	13	12	13	12	13	12
National Bank	4	4	4	3	5	6
Caisse Populaire Desjardins	13	13	11	10	9	13
ING or Tangerine Bank	0	0	1	0	0	1
President's Choice Bank	2	2	2	1	2	2
Duca Credit Union	0	0	0	0	0	0
Van City Credit Union	1	0	0	0	0	1
Some other bank	6	4	6	5	6	6
Some other credit union	3	2	2	3	3	3
Somewhere else	0	0	0	0	0	0

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
TD Canada Trust	19	23	21	18	15	1	16
RBC, or the Royal Bank	17	19	20	16	27	7	16
BMO (Bee-Mo) or Bank of Montreal	9	8	12	8	9	3	7
Scotiabank or Bank of Nova Scotia	11	13	11	10	4	13	13
CIBC or Bank of Commerce	13	13	15	9	14	15	9
National Bank	4	3	3	6	7	13	3
Caisse Populaire Desjardins	13	3	11	15	8	43	19
ING or Tangerine Bank	0	0	0	1	0	0	0
President's Choice Bank	2	3	1	1	6	0	0
Duca Credit Union	0	1	0	0	0	0	0
Van City Credit Union	1	2	0	1	1	0	0
Some other bank	6	9	3	6	4	6	14
Some other credit union	3	3	2	8	5	0	1
Somewhere else	0	0	0	0	0	0	1

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Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
TD Canada Trust	19	12	7	29	29	17	18
RBC, or the Royal Bank	17	22	11	17	13	25	21
BMO (Bee-Mo) or Bank of Montreal	9	14	6	11	3	9	8
Scotiabank or Bank of Nova Scotia	11	26	3	13	8	17	11
CIBC or Bank of Commerce	13	15	6	18	10	8	15
National Bank	4	1	14	1	2	1	0
Caisse Populaire Desjardins	13	3	48	2	1	0	1
ING or Tangerine Bank	0	0	1	0	0	0	0
President's Choice Bank	2	0	0	3	2	2	3
Duca Credit Union	0	0	0	1	0	0	1
Van City Credit Union	1	0	0	0	0	0	6
Some other bank	6	2	3	4	18	14	11
Some other credit union	3	5	0	2	14	5	5
Somewhere else	0	0	0	0	0	1	0

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Primary Bank: Overall Satisfaction

[How satisfied are you overall with the service you receive from your primary bank?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	88	86	90	87	89	92	90	87
NET: BTM2	12	14	10	13	11	8	10	13
Very satisfied	52	55	51	45	52	59	52	53
Somewhat satisfied	36	31	39	42	37	33	37	35
Not very satisfied	10	12	8	11	9	6	9	10
Not at all satisfied	2	2	2	2	2	2	1	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	88	86	93	88	89	88	88	79
NET: BTM2	12	14	7	12	11	12	12	21
Very satisfied	52	62	55	49	57	45	49	30
Somewhat satisfied	36	24	38	39	32	44	39	49
Not very satisfied	10	12	6	9	10	9	10	15
Not at all satisfied	2	2	1	3	1	3	2	5

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	88	89	89	84	89	89	93	86	88
NET: BTM2	12	11	11	16	11	11	7	14	12
Very satisfied	52	55	46	49	59	52	64	39	63
Somewhat satisfied	36	35	43	35	29	37	28	47	25
Not very satisfied	10	8	9	12	10	9	2	13	10
Not at all satisfied	2	2	2	4	1	2	5	1	1

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	88	91	91	90	89	85	83
NET: BTM2	12	9	9	10	11	15	17
Very satisfied	52	55	52	54	59	49	47
Somewhat satisfied	36	35	39	35	29	36	35
Not very satisfied	10	7	7	10	11	12	15
Not at all satisfied	2	2	2	1	1	3	2

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	88	92	87	89	89	91	85
NET: BTM2	12	8	13	11	11	9	15
Very satisfied	52	60	44	54	56	57	53
Somewhat satisfied	36	32	43	35	32	34	32
Not very satisfied	10	8	10	8	11	6	14
Not at all satisfied	2	0	3	2	0	3	1

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Trust in Canadian Banks

[I'm going to mention some Canadian institutions. I want you tell me how much you trust each, using a scale from 1 to 9, where 1 means you don't trust this institution at all and 9 means you trust it very much. You can use any number between 1 and 9 to express your opinion. If you don't know, press 0. The first institution is Canadian Banks]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP3	45	40	47	43	46	52	46	44
NET: BTM3	19	27	12	20	17	16	20	19
1 - Don't trust this institution at all	10	15	5	8	8	9	10	9
2	6	9	5	7	5	4	7	6
3	4	3	2	5	5	3	2	5
4	6	5	5	9	7	3	6	6
5	14	10	18	14	14	14	15	12
6	11	11	14	11	12	8	10	12
7	17	19	17	16	17	15	19	15
8	14	12	13	13	16	17	15	13
9 - Trust it very much	14	9	17	14	14	20	12	16
Don't Know	5	7	4	3	2	8	3	7
Mean	5.8	5.2	6.1	5.7	5.9	6.2	5.7	5.8

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP3	45	31	50	49	45	44	52	47
NET: BTM3	19	23	12	20	22	22	14	43
1 - Don't trust this institution at all	10	13	6	10	8	15	7	21
2	6	5	3	5	12	6	6	12
3	4	4	3	5	2	2	2	10
4	6	4	5	5	9	5	8	0
5	14	11	18	12	10	17	14	4
6	11	17	9	11	13	10	10	5
7	17	11	16	20	15	25	21	9
8	14	6	21	9	15	7	22	22
9 - Trust it very much	14	13	13	20	15	13	10	15
Don't Know	5	15	5	2	1	1	1	2
Mean	5.8	5.4	6.2	5.9	5.7	5.5	6.0	5.1

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP3	45	47	52	50	48	41	45	46	29
NET: BTM3	19	21	19	23	10	23	12	18	23
1 - Don't trust this institution at all	10	7	13	10	5	12	3	10	13
2	6	9	3	11	3	7	6	4	9
3	4	5	3	2	3	4	3	4	2
4	6	4	5	4	4	9	9	3	11
5	14	14	12	11	19	8	15	13	19
6	11	10	9	10	12	12	8	13	13
7	17	14	20	20	18	18	13	17	15
8	14	16	18	16	15	10	20	12	6
9 - Trust it very much	14	18	14	14	15	14	12	17	8
Don't Know	5	4	3	1	7	6	12	7	5
Mean	5.8	5.9	5.9	5.8	6.3	5.5	6.1	5.9	5.0

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP3	45	52	46	41	28	48	40
NET: BTM3	19	16	15	19	36	11	28
1 - Don't trust this institution at all	10	8	7	5	27	5	19
2	6	6	4	9	3	5	5
3	4	2	4	4	7	2	3
4	6	6	5	8	5	7	3
5	14	11	16	14	21	19	15
6	11	12	12	13	9	7	9
7	17	19	18	18	15	7	12
8	14	18	13	14	8	15	13
9 - Trust it very much	14	15	15	9	5	25	16
Don't Know	5	3	5	6	1	8	5
Mean	5.8	6.1	6.0	5.7	4.5	6.3	5.3

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP3	45	43	48	46	30	46	44
NET: BTM3	19	12	16	21	25	20	21
1 - Don't trust this institution at all	10	6	8	10	13	10	12
2	6	4	5	7	9	9	4
3	4	2	3	5	3	1	5
4	6	6	6	5	5	5	9
5	14	16	14	13	24	11	11
6	11	14	10	11	13	13	10
7	17	7	18	18	9	26	15
8	14	19	15	13	11	8	17
9 - Trust it very much	14	16	15	16	10	12	12
Don't Know	5	9	6	4	2	4	6
Mean	5.8	6.2	6.0	5.8	5.1	5.7	5.6

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MEDIA INQUIRIES:

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TORONTO

May 7th, 2014

Trust in RCMP

[Please tell me how much you trust ... The RCMP]

[All Respondents]

Age / Gender

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		1521	111	164	269	419	558	678	843
NET: TOP3		48	38	60	49	52	45	47	48
NET: BTM3		18	25	17	16	13	15	21	15
1 - Don't trust this institution at all		8	12	10	5	4	7	9	7
2		4	5	3	5	3	4	5	3
3		6	8	5	5	5	4	7	5
4		4	3	3	5	6	5	5	4
5		15	20	9	12	14	16	14	16
6		8	5	6	12	10	10	9	7
7		16	12	18	18	19	14	18	13
8		15	9	23	13	18	13	12	17
9 - Trust it very much		17	16	19	18	14	18	17	17
Don't Know		7	10	4	6	6	10	4	10
Mean		6.0	5.4	6.3	6.2	6.2	6.1	5.8	6.2

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TORONTO

May 7th, 2014

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP3	48	38	48	59	44	51	56	42
NET: BTM3	18	22	16	14	18	15	17	35
1 - Don't trust this institution at all	8	16	8	5	6	3	5	29
2	4	2	5	1	4	6	4	2
3	6	4	3	9	8	6	8	5
4	4	1	7	5	5	3	4	6
5	15	22	14	10	14	18	11	11
6	8	5	5	9	15	10	7	0
7	16	7	19	16	15	23	20	14
8	15	12	12	17	12	16	17	20
9 - Trust it very much	17	19	17	26	16	12	19	9
Don't Know	7	11	12	3	5	3	4	6
Mean	6.0	5.6	6.0	6.6	6.0	6.1	6.3	4.9

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP3	48	55	46	48	53	45	45	42	42
NET: BTM3	18	18	18	16	15	24	11	14	22
1 - Don't trust this institution at all	8	9	9	5	9	6	9	9	9
2	4	5	3	5	2	9	1	3	4
3	6	5	7	5	4	9	2	2	9
4	4	3	3	3	8	3	7	6	4
5	15	10	17	15	12	19	13	16	17
6	8	7	11	10	6	6	6	7	9
7	16	20	14	18	14	15	17	10	17
8	15	17	13	14	11	12	19	19	15
9 - Trust it very much	17	17	19	17	29	18	9	14	10
Don't Know	7	8	5	7	5	4	18	14	5
Mean	6.0	6.2	6.0	6.1	6.3	5.8	6.0	6.0	5.6

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP3	48	59	53	41	44	32	39
NET: BTM3	18	12	11	25	17	17	31
1 - Don't trust this institution at all	8	5	7	7	8	8	23
2	4	3	3	5	2	5	4
3	6	4	2	13	7	5	5
4	4	4	4	6	2	3	7
5	15	12	14	16	24	37	12
6	8	9	12	6	5	4	6
7	16	22	18	13	17	7	16
8	15	17	19	16	15	8	14
9 - Trust it very much	17	21	17	12	12	17	9
Don't Know	7	5	6	6	8	7	5
Mean	6.0	6.5	6.4	5.6	5.9	5.5	5.0

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May 7th, 2014

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP3	48	53	46	49	52	54	37
NET: BTM3	18	13	13	19	18	17	27
1 - Don't trust this institution at all	8	8	7	9	9	8	8
2	4	3	4	5	0	2	7
3	6	2	3	6	8	6	11
4	4	5	5	4	2	4	3
5	15	9	15	12	20	16	21
6	8	14	8	8	6	6	6
7	16	12	15	15	20	20	17
8	15	13	16	17	17	13	8
9 - Trust it very much	17	28	15	17	15	21	12
Don't Know	7	6	13	7	1	3	5
Mean	6.0	6.5	6.1	6.0	6.0	6.2	5.3

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Trust in the Canadian Health Care System

[Please tell me how much you trust ... The Canadian Health Care System]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP3	38	39	35	39	39	40	41	36
NET: BTM3	18	18	20	16	17	19	17	19
1 - Don't trust this institution at all	8	9	10	8	6	8	7	9
2	4	4	3	3	5	5	4	4
3	6	5	7	5	6	6	5	6
4	6	4	9	5	6	5	5	6
5	17	13	16	19	21	17	16	18
6	17	21	18	17	15	13	18	17
7	17	19	17	16	18	17	20	15
8	12	12	10	12	13	12	13	10
9 - Trust it very much	9	9	9	11	7	11	8	11
Don't Know	4	6	2	4	3	5	3	5
Mean	5.7	5.7	5.5	5.8	5.6	5.7	5.7	5.6

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP3	38	34	40	36	32	44	48	33
NET: BTM3	18	20	18	14	22	13	16	27
1 - Don't trust this institution at all	8	13	10	4	11	4	7	23
2	4	3	2	3	7	3	5	2
3	6	4	6	6	4	7	3	2
4	6	7	6	9	1	1	6	5
5	17	13	15	18	19	21	16	13
6	17	14	17	21	26	21	11	20
7	17	12	14	17	16	16	26	18
8	12	8	19	10	9	17	14	9
9 - Trust it very much	9	15	7	10	7	10	9	7
Don't Know	4	13	3	2	1	1	3	2
Mean	5.7	5.5	5.7	5.7	5.4	6.1	5.8	5.0

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP3	38	45	41	46	44	35	28	31	30
NET: BTM3	18	19	17	15	20	16	10	15	24
1 - Don't trust this institution at all	8	10	9	7	10	4	2	8	12
2	4	5	1	6	4	5	4	4	3
3	6	5	7	3	5	7	3	4	8
4	6	6	7	2	3	5	7	10	3
5	17	15	14	22	12	19	19	13	24
6	17	12	18	11	20	21	26	20	17
7	17	18	19	15	20	17	14	14	17
8	12	19	9	20	8	10	8	8	9
9 - Trust it very much	9	7	13	12	17	8	6	9	4
Don't Know	4	3	3	4	1	3	10	10	3
Mean	5.7	5.7	5.8	6.0	5.8	5.7	5.7	5.5	5.2

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP3	38	38	43	39	42	41	27
NET: BTM3	18	19	14	10	11	12	32
1 - Don't trust this institution at all	8	7	6	5	2	8	18
2	4	5	4	1	4	0	3
3	6	6	5	3	5	4	12
4	6	5	7	6	5	5	6
5	17	21	14	20	15	14	19
6	17	16	17	23	21	18	12
7	17	16	23	21	25	10	11
8	12	12	12	11	8	16	8
9 - Trust it very much	9	11	9	7	9	16	8
Don't Know	4	1	4	3	7	10	3
Mean	5.7	5.7	5.8	5.9	6.0	6.1	4.8

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May 7th, 2014

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP3	38	37	35	39	46	42	37
NET: BTM3	18	19	16	18	17	22	19
1 - Don't trust this institution at all	8	5	7	8	10	13	10
2	4	5	4	5	2	5	2
3	6	9	5	5	6	5	8
4	6	2	8	5	7	4	6
5	17	15	15	18	16	12	22
6	17	21	21	17	11	19	12
7	17	21	16	19	22	15	14
8	12	6	10	12	16	16	14
9 - Trust it very much	9	10	9	9	9	11	9
Don't Know	4	6	6	3	3	1	4
Mean	5.7	5.7	5.7	5.7	5.8	5.6	5.5

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Trust in the Canadian Military

[Please tell me how much you trust ... The Canadian Military]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP3	49	38	59	56	53	47	54	46
NET: BTM3	14	22	10	10	10	13	16	12
1 - Don't trust this institution at all	7	14	3	5	4	8	9	6
2	4	6	4	3	3	3	5	3
3	2	2	3	2	4	2	2	3
4	4	3	8	3	4	4	5	3
5	11	11	8	13	14	11	8	14
6	10	13	8	9	9	8	9	11
7	16	11	24	16	20	12	17	15
8	14	8	13	18	15	15	15	12
9 - Trust it very much	20	19	22	21	19	20	22	18
Don't Know	11	13	7	10	9	17	7	15
Mean	6.3	5.6	6.6	6.6	6.5	6.3	6.2	6.3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP3	49	35	47	49	54	67	60	54
NET: BTM3	14	13	16	19	16	3	7	39
1 - Don't trust this institution at all	7	7	9	11	8	1	2	19
2	4	5	4	5	4	1	5	5
3	2	1	3	3	5	1	0	16
4	4	5	3	5	4	11	2	0
5	11	16	9	7	10	10	15	2
6	10	9	12	10	13	4	11	4
7	16	10	12	15	16	24	22	34
8	14	7	15	17	13	17	18	4
9 - Trust it very much	20	17	20	17	26	25	19	16
Don't Know	11	22	14	10	3	5	5	1
Mean	6.3	5.9	6.2	6.0	6.3	7.0	6.7	5.3

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP3	49	58	47	59	51	47	53	37	45
NET: BTM3	14	10	17	10	14	15	9	16	16
1 - Don't trust this institution at all	7	5	10	1	8	8	6	10	9
2	4	3	5	3	2	6	1	5	4
3	2	2	2	6	4	1	2	2	3
4	4	2	5	2	1	2	6	8	9
5	11	10	12	11	12	8	10	16	10
6	10	7	7	8	11	11	8	14	14
7	16	21	11	17	11	17	23	15	17
8	14	17	15	19	16	10	14	8	10
9 - Trust it very much	20	20	21	23	25	21	16	14	18
Don't Know	11	14	11	10	10	17	14	8	6
Mean	6.3	6.7	6.0	6.8	6.5	6.2	6.4	5.6	5.9

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP3	49	64	52	46	45	42	42
NET: BTM3	14	8	10	17	24	10	27
1 - Don't trust this institution at all	7	5	7	7	12	5	16
2	4	1	2	5	10	3	8
3	2	2	2	4	2	2	3
4	4	4	3	8	1	3	5
5	11	9	11	8	15	22	11
6	10	7	12	14	2	15	6
7	16	18	21	17	10	17	16
8	14	16	15	13	22	6	11
9 - Trust it very much	20	30	16	17	13	18	14
Don't Know	11	8	12	7	13	8	9
Mean	6.3	6.9	6.4	6.0	5.7	6.1	5.3

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Region

	%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample		1521	107	387	582	104	158	183
NET: TOP3		49	53	42	55	41	58	43
NET: BTM3		14	15	17	12	27	8	12
1 - Don't trust this institution at all		7	9	9	6	19	2	5
2		4	3	5	4	5	1	6
3		2	3	2	2	4	5	1
4		4	1	6	3	1	7	4
5		11	10	14	10	12	9	13
6		10	8	12	7	11	8	16
7		16	11	15	18	10	19	17
8		14	16	14	15	13	11	9
9 - Trust it very much		20	26	13	22	18	29	17
Don't Know		11	12	10	13	8	10	12
Mean		6.3	6.5	5.8	6.5	5.5	6.8	6.2

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Trust in Canadian Universities

[Please tell me how much you trust ... Canadian Universities]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP3	52	48	63	50	52	45	52	51
NET: BTM3	10	11	10	7	11	12	11	10
1 - Don't trust this institution at all	5	7	3	4	4	5	5	5
2	3	3	3	2	3	3	4	2
3	3	1	5	2	4	3	3	3
4	4	7	4	4	3	3	5	4
5	12	9	11	14	12	12	10	13
6	10	12	6	11	10	11	12	8
7	20	20	28	15	22	15	20	20
8	19	19	18	22	17	18	20	18
9 - Trust it very much	13	9	17	13	12	12	13	12
Don't Know	12	12	5	14	13	17	10	15
Mean	6.4	6.1	6.6	6.5	6.4	6.3	6.4	6.4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP3	52	36	51	49	52	66	59	54
NET: BTM3	10	11	10	12	8	11	11	14
1 - Don't trust this institution at all	5	7	4	5	5	2	3	10
2	3	1	2	6	1	5	3	0
3	3	3	4	1	2	4	5	3
4	4	5	6	2	7	2	4	5
5	12	15	7	10	14	4	16	18
6	10	8	15	12	9	11	8	7
7	20	13	17	20	23	27	22	17
8	19	8	23	20	18	22	26	23
9 - Trust it very much	13	15	11	9	10	17	11	15
Don't Know	12	24	10	15	10	5	3	2
Mean	6.4	6.0	6.4	6.2	6.3	6.8	6.4	6.2

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP3	52	50	52	53	49	48	70	54	49
NET: BTM3	10	7	12	9	14	12	5	5	16
1 - Don't trust this institution at all	5	4	6	3	8	5	2	3	6
2	3	1	3	3	2	3	0	1	7
3	3	2	3	2	4	4	3	1	3
4	4	7	2	7	8	4	1	1	3
5	12	13	13	13	7	13	8	10	11
6	10	11	9	9	11	7	3	18	7
7	20	16	21	25	15	19	32	17	25
8	19	23	15	18	19	17	27	21	17
9 - Trust it very much	13	12	17	10	14	11	11	16	7
Don't Know	12	12	11	8	11	16	14	13	13
Mean	6.4	6.5	6.4	6.3	6.1	6.2	7.1	6.8	5.9

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May 7th, 2014

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP3	52	50	53	57	55	57	36
NET: BTM3	10	10	8	12	7	7	21
1 - Don't trust this institution at all	5	4	4	7	4	5	9
2	3	3	2	2	1	1	8
3	3	3	2	3	2	2	4
4	4	5	5	6	0	1	6
5	12	13	11	8	15	10	12
6	10	10	11	10	11	13	10
7	20	22	22	24	17	20	17
8	19	16	18	21	19	22	11
9 - Trust it very much	13	12	13	12	20	15	8
Don't Know	12	11	12	8	11	13	15
Mean	6.4	6.3	6.5	6.3	6.7	6.8	5.4

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Region

	%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample		1521	107	387	582	104	158	183
NET: TOP3		52	48	60	49	35	57	50
NET: BTM3		10	7	5	12	17	13	13
1 - Don't trust this institution at all		5	2	2	5	12	9	3
2		3	1	2	2	0	4	7
3		3	4	1	4	5	1	3
4		4	10	3	3	13	4	4
5		12	6	10	13	11	10	16
6		10	13	12	9	13	8	7
7		20	15	25	18	13	23	21
8		19	19	19	20	16	21	17
9 - Trust it very much		13	13	17	11	5	13	13
Don't Know		12	17	10	15	12	9	8
Mean		6.4	6.5	6.8	6.3	5.4	6.3	6.2

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TORONTO

May 7th, 2014

Primary Bank: Satisfied with Financial Products and Investments

[How satisfied are you with your primary bank for having the financial products and investments you need?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	84	80	84	84	87	89	84	84
NET: BTM2	16	20	16	16	13	11	16	16
Very satisfied	44	45	45	38	40	50	45	42
Somewhat satisfied	40	35	39	46	46	38	38	42
Not very satisfied	13	18	11	13	10	9	13	13
Not at all satisfied	3	3	4	3	3	2	3	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	84	84	86	85	87	81	85	41
NET: BTM2	16	16	14	15	13	19	15	59
Very satisfied	44	46	45	48	37	42	41	18
Somewhat satisfied	40	38	42	37	50	39	44	23
Not very satisfied	13	13	11	13	12	18	11	36
Not at all satisfied	3	3	2	2	1	1	4	23

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TORONTO
May 7th, 2014

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	84	87	83	84	87	82	87	77	87
NET: BTM2	16	13	17	16	13	18	13	23	13
Very satisfied	44	40	46	47	48	44	43	30	52
Somewhat satisfied	40	46	37	37	39	38	44	47	35
Not very satisfied	13	11	13	12	10	14	9	20	12
Not at all satisfied	3	2	5	3	2	4	4	3	2

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	84	86	81	85	91	81	81
NET: BTM2	16	14	19	15	9	19	19
Very satisfied	44	48	45	39	51	32	45
Somewhat satisfied	40	39	36	46	41	49	36
Not very satisfied	13	12	15	13	9	12	14
Not at all satisfied	3	2	4	2	0	7	5

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	84	86	79	86	84	87	85
NET: BTM2	16	14	21	14	16	13	15
Very satisfied	44	47	32	50	47	43	44
Somewhat satisfied	40	39	47	36	37	44	41
Not very satisfied	13	11	16	12	14	11	13
Not at all satisfied	3	3	5	3	2	2	3

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Primary Bank: Satisfaction with Rates and Fees

[How satisfied are you with your primary bank for its rates and fees?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	64	60	66	57	65	74	64	63
NET: BTM2	36	40	34	43	35	26	36	37
Very satisfied	27	33	25	20	23	30	29	25
Somewhat satisfied	37	26	41	38	42	43	35	38
Not very satisfied	26	28	21	32	28	21	25	27
Not at all satisfied	10	12	13	11	8	5	11	9

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	64	66	66	63	60	65	66	38
NET: BTM2	36	34	34	37	40	35	34	62
Very satisfied	27	38	28	28	26	22	21	21
Somewhat satisfied	37	28	39	35	35	43	45	17
Not very satisfied	26	22	25	30	32	26	25	29
Not at all satisfied	10	11	9	7	8	9	9	33

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	64	57	63	59	73	65	67	54	76
NET: BTM2	36	43	37	41	27	35	33	46	24
Very satisfied	27	18	23	17	37	27	31	20	50
Somewhat satisfied	37	40	40	42	36	38	36	34	27
Not very satisfied	26	27	25	26	22	25	32	38	18
Not at all satisfied	10	16	12	14	5	10	1	8	6

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	64	68	60	67	69	55	66
NET: BTM2	36	32	40	33	31	45	34
Very satisfied	27	28	21	25	39	23	34
Somewhat satisfied	37	40	39	42	30	33	33
Not very satisfied	26	24	29	26	20	29	22
Not at all satisfied	10	8	11	8	11	16	12

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	64	73	56	64	63	71	65
NET: BTM2	36	27	44	36	37	29	35
Very satisfied	27	29	19	28	37	31	29
Somewhat satisfied	37	44	37	37	26	40	36
Not very satisfied	26	19	33	25	28	24	23
Not at all satisfied	10	8	11	11	9	5	12

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Primary Bank: Satisfaction with Personalized Service

[How satisfied are you with your primary bank for its personalized service?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	86	79	84	89	90	93	85	87
NET: BTM2	14	21	16	11	10	7	15	13
Very satisfied	50	50	45	43	48	63	48	51
Somewhat satisfied	36	29	39	45	41	30	37	36
Not very satisfied	11	19	11	9	8	6	12	10
Not at all satisfied	3	2	5	2	3	1	3	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	86	87	87	88	86	85	89	62
NET: BTM2	14	13	13	12	14	15	11	38
Very satisfied	50	58	52	48	52	40	42	45
Somewhat satisfied	36	28	35	40	34	45	46	16
Not very satisfied	11	10	12	10	11	12	9	23
Not at all satisfied	3	3	1	2	3	3	3	15

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	86	87	90	79	89	89	88	78	87
NET: BTM2	14	13	10	21	11	11	12	22	13
Very satisfied	50	55	46	49	53	49	58	36	55
Somewhat satisfied	36	32	43	30	36	40	30	42	32
Not very satisfied	11	9	8	16	10	10	10	18	11
Not at all satisfied	3	3	2	5	2	1	2	4	2

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	86	90	85	90	86	80	82
NET: BTM2	14	10	15	10	14	20	18
Very satisfied	50	54	45	49	54	53	50
Somewhat satisfied	36	36	40	40	32	28	32
Not very satisfied	11	8	14	9	11	17	15
Not at all satisfied	3	2	2	2	3	3	3

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	86	87	84	86	87	91	88
NET: BTM2	14	13	16	14	13	9	12
Very satisfied	50	49	44	51	62	58	46
Somewhat satisfied	36	38	40	35	26	33	42
Not very satisfied	11	13	13	11	12	7	12
Not at all satisfied	3	0	4	4	1	2	1

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Primary Bank: Satisfaction with Problem Solving

[How satisfied are you with your primary bank for being responsive and solving your problems quickly?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	87	86	87	84	88	92	85	88
NET: BTM2	13	14	13	16	12	8	15	12
Very satisfied	50	56	44	45	46	55	50	50
Somewhat satisfied	37	30	43	39	42	36	36	38
Not very satisfied	10	11	8	13	9	7	11	8
Not at all satisfied	3	3	5	3	3	1	3	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	87	90	91	88	87	81	87	55
NET: BTM2	13	10	9	12	13	19	13	45
Very satisfied	50	55	56	54	48	42	42	39
Somewhat satisfied	37	34	35	34	38	39	44	17
Not very satisfied	10	7	7	8	8	16	10	24
Not at all satisfied	3	3	2	4	5	3	3	20

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May 7th, 2014

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	87	90	88	82	85	86	92	82	89
NET: BTM2	13	10	12	18	15	14	8	18	11
Very satisfied	50	52	49	47	51	49	58	38	56
Somewhat satisfied	37	38	39	34	34	37	34	44	32
Not very satisfied	10	6	8	11	12	11	8	15	9
Not at all satisfied	3	4	4	7	3	2	0	2	2

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	87	90	84	91	91	85	81
NET: BTM2	13	10	16	9	9	15	19
Very satisfied	50	53	45	49	62	44	46
Somewhat satisfied	37	37	39	41	29	40	35
Not very satisfied	10	8	14	6	9	9	15
Not at all satisfied	3	3	2	3	0	6	5

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	87	89	86	87	88	87	86
NET: BTM2	13	11	14	13	12	13	14
Very satisfied	50	56	41	53	53	54	50
Somewhat satisfied	37	33	45	35	35	33	37
Not very satisfied	10	9	11	10	11	5	11
Not at all satisfied	3	2	4	3	1	8	2

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Primary Bank: Satisfaction with Valuing Customers

[How satisfied are you with your primary bank for genuinely valuing you as a customer?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	79	73	80	78	82	89	79	80
NET: BTM2	21	27	20	22	18	11	21	20
Very satisfied	41	40	37	37	39	50	39	42
Somewhat satisfied	39	32	43	41	43	39	40	38
Not very satisfied	15	20	12	17	14	9	15	15
Not at all satisfied	6	8	8	5	4	2	6	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	79	78	87	75	84	77	77	67
NET: BTM2	21	22	13	25	16	23	23	33
Very satisfied	41	52	46	40	35	30	33	27
Somewhat satisfied	39	27	41	35	49	47	44	40
Not very satisfied	15	15	11	19	13	18	15	17
Not at all satisfied	6	6	2	6	2	5	8	17

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	79	79	80	76	85	79	86	73	83
NET: BTM2	21	21	20	24	15	21	14	27	17
Very satisfied	41	41	39	37	48	30	50	31	56
Somewhat satisfied	39	38	41	39	37	48	36	42	26
Not very satisfied	15	15	13	15	10	13	14	25	14
Not at all satisfied	6	6	7	9	5	9	0	2	4

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	79	86	77	82	75	73	74
NET: BTM2	21	14	23	18	25	27	26
Very satisfied	41	44	37	37	41	38	40
Somewhat satisfied	39	42	40	46	33	35	34
Not very satisfied	15	12	14	11	22	24	17
Not at all satisfied	6	3	9	7	3	3	9

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	79	81	79	78	81	83	79
NET: BTM2	21	19	21	22	19	17	21
Very satisfied	41	45	37	42	42	43	39
Somewhat satisfied	39	36	42	37	39	40	40
Not very satisfied	15	14	17	15	18	12	12
Not at all satisfied	6	5	4	7	1	5	8

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Stability of Canadian Banking System

[Do you agree or disagree the Canadian banking system is more stable than the US banking system?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	82	69	88	86	88	86	84	81
NET: BTM2	8	14	7	5	5	4	9	7
Agree strongly	53	45	55	52	59	60	56	50
Agree	29	24	33	34	29	26	28	30
Disagree	6	10	6	3	4	3	5	7
Disagree strongly	2	4	1	2	1	1	4	0
Don't know	10	17	5	9	6	10	8	12

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	82	67	83	83	87	83	92	78
NET: BTM2	8	14	6	9	9	7	5	13
Agree strongly	53	43	54	54	49	52	64	49
Agree	29	23	28	29	38	31	28	29
Disagree	6	12	4	9	4	5	3	8
Disagree strongly	2	3	2	0	5	2	2	5
Don't know	10	19	11	8	4	10	3	9

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	82	82	86	88	86	82	72	72	82
NET: BTM2	8	5	6	5	3	5	8	17	14
Agree strongly	53	58	59	66	58	51	43	42	40
Agree	29	24	27	22	28	31	29	30	42
Disagree	6	2	5	4	1	5	7	13	12
Disagree strongly	2	3	1	1	2	1	1	5	2
Don't know	10	13	8	7	11	13	20	11	3

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	82	90	88	84	85	75	70
NET: BTM2	8	3	4	8	14	13	20
Agree strongly	53	62	56	54	58	40	41
Agree	29	28	31	30	27	35	29
Disagree	6	3	4	8	6	8	11
Disagree strongly	2	1	0	1	8	4	9
Don't know	10	6	8	8	2	12	10

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	82	87	73	87	84	79	84
NET: BTM2	8	4	14	5	8	10	7
Agree strongly	53	48	40	62	52	57	50
Agree	29	39	33	25	33	22	33
Disagree	6	4	12	3	8	7	4
Disagree strongly	2	0	2	2	0	3	3
Don't know	10	9	13	8	8	12	10

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Canadians Banks Making Customers Happy

[Do you agree or disagree Canadian banks go out of their way to make their customers happy?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	64	56	68	63	65	74	61	67
NET: BTM2	31	37	31	33	32	21	36	28
Agree strongly	17	17	21	15	13	19	16	19
Agree	47	39	47	48	52	55	46	48
Disagree	23	24	20	24	25	19	25	20
Disagree strongly	9	13	11	9	7	2	10	8
Don't know	4	7	2	4	3	5	3	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	64	65	77	66	62	58	61	39
NET: BTM2	31	26	21	31	35	39	38	58
Agree strongly	17	26	22	14	13	11	12	8
Agree	47	39	55	53	49	47	49	32
Disagree	23	16	16	29	28	26	26	27
Disagree strongly	9	9	5	2	7	13	12	31
Don't know	4	9	3	2	3	3	1	3

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	64	68	70	68	70	65	65	65	43
NET: BTM2	31	27	25	27	27	33	25	29	56
Agree strongly	17	16	18	16	23	16	27	17	12
Agree	47	52	51	51	47	49	38	48	31
Disagree	23	21	17	18	20	29	21	22	33
Disagree strongly	9	7	9	9	7	4	5	7	23
Don't know	4	5	5	5	3	3	9	6	1

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	64	68	67	59	57	58	58
NET: BTM2	31	28	31	38	36	39	39
Agree strongly	17	16	17	14	18	18	21
Agree	47	52	50	45	39	40	37
Disagree	23	23	23	25	25	15	22
Disagree strongly	9	6	7	13	11	24	17
Don't know	4	3	3	3	7	3	3

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	64	74	68	64	61	62	56
NET: BTM2	31	22	28	30	37	34	42
Agree strongly	17	15	19	17	22	13	14
Agree	47	59	49	46	40	49	42
Disagree	23	20	20	22	26	23	29
Disagree strongly	9	2	8	9	11	11	13
Don't know	4	4	4	6	2	4	2

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TORONTO

May 7th, 2014

Canadian Banks Have Best Interest of Canada

[Do you agree or disagree Canadian banks act with the best interests of the nation in mind?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	58	60	55	54	55	64	56	60
NET: BTM2	36	35	40	40	40	26	41	32
Agree strongly	15	17	16	14	11	16	14	16
Agree	43	43	39	40	45	48	41	44
Disagree	25	20	27	29	31	23	28	23
Disagree strongly	11	15	13	11	8	4	13	9
Don't know	6	5	4	6	5	9	3	8

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	58	61	66	56	54	63	50	46
NET: BTM2	36	30	29	40	39	34	48	54
Agree strongly	15	21	17	17	14	13	9	16
Agree	43	40	49	39	40	49	41	30
Disagree	25	14	24	32	29	24	33	17
Disagree strongly	11	15	6	9	11	10	15	37
Don't know	6	9	4	3	7	4	1	0

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May 7th, 2014

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	58	60	61	59	68	60	55	61	39
NET: BTM2	36	34	32	37	28	32	33	35	57
Agree strongly	15	9	20	17	19	17	19	22	4
Agree	43	50	40	42	49	43	36	39	36
Disagree	25	26	20	28	17	22	29	28	36
Disagree strongly	11	8	11	10	11	10	4	7	21
Don't know	6	6	7	4	3	8	12	4	4

Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	58	61	58	52	45	53	51
NET: BTM2	36	33	35	44	52	46	42
Agree strongly	15	16	17	10	18	15	16
Agree	43	44	41	43	27	38	36
Disagree	25	22	30	30	38	26	26
Disagree strongly	11	11	5	14	14	21	16
Don't know	6	7	7	4	3	1	7

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
NET: TOP2	58	65	60	55	59	66	54
NET: BTM2	36	29	35	38	37	29	42
Agree strongly	15	16	19	15	14	12	11
Agree	43	49	40	40	45	54	43
Disagree	25	27	24	29	28	15	24
Disagree strongly	11	3	11	9	9	14	18
Don't know	6	5	5	7	4	5	4

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May 7th, 2014

Services Offered at Banks

[How good is the customer service offered by your primary bank when compared to other Canadian banks?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
NET: TOP2	49	53	50	47	44	47	52	46
NET: BTM2	25	27	25	27	26	21	23	28
The best	24	26	25	22	19	26	26	22
Much better than others	25	27	26	26	25	21	26	24
Better than others	14	9	17	15	19	17	15	14
The same as others	22	23	20	23	22	20	19	24
Worse than others	4	4	4	4	4	1	4	4
Don't know	11	11	8	11	11	14	10	12

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
NET: TOP2	49	61	54	43	51	47	44	25
NET: BTM2	25	20	20	27	20	29	30	47
The best	24	37	23	17	26	21	19	12
Much better than others	25	24	31	26	25	26	25	13
Better than others	14	12	16	17	12	8	19	15
The same as others	22	19	18	25	19	24	24	41
Worse than others	4	1	2	1	1	5	6	6
Don't know	11	7	10	13	17	16	7	13

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Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
NET: TOP2	49	56	44	32	56	40	38	46	68
NET: BTM2	25	18	32	32	20	30	29	33	15
The best	24	22	22	16	26	22	27	20	37
Much better than others	25	34	21	16	30	18	11	26	31
Better than others	14	16	14	17	17	14	17	11	12
The same as others	22	14	29	23	17	28	23	29	13
Worse than others	4	4	3	9	2	2	6	5	2
Don't know	11	10	10	20	6	16	16	10	5

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
NET: TOP2	49	53	47	50	50	49	52
NET: BTM2	25	23	28	27	30	26	31
The best	24	25	23	19	27	27	27
Much better than others	25	29	23	31	23	21	25
Better than others	14	16	14	14	10	16	8
The same as others	22	20	23	23	29	21	26
Worse than others	4	3	5	4	1	5	5
Don't know	11	8	11	9	10	9	10

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May 7th, 2014

Region

	%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample		1521	107	387	582	104	158	183
NET: TOP2		49	57	41	50	61	55	48
NET: BTM2		25	21	35	24	22	19	22
The best		24	38	19	25	26	22	22
Much better than others		25	19	22	24	35	33	26
Better than others		14	14	13	16	11	12	17
The same as others		22	18	33	18	20	15	20
Worse than others		4	3	3	6	2	3	2
Don't know		11	8	11	11	6	15	12

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May 7th, 2014

Canadian Banks Regulations

[Do you think Canadian banks are over-regulated, under-regulated, or are they appropriately regulated?]

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1521	111	164	269	419	558	678	843
Over-regulated	9	11	9	9	6	8	10	7
Under-regulated	24	32	25	23	22	14	28	21
Regulated appropriately	53	42	54	55	59	60	53	52
Don't know	14	15	12	13	13	17	8	19

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1521	198	296	230	170	143	201	25
Over-regulated	9	16	11	8	7	7	3	5
Under-regulated	24	30	15	30	32	23	23	41
Regulated appropriately	53	38	58	52	51	53	65	43
Don't know	14	17	16	10	10	17	10	11

Primary Bank

%	Total	TD	RBC	BMO	Scotiabank	CIBC	National	Caisse Populaire Desjardins	Other
Sample	1521	296	286	145	156	182	79	183	194
Over-regulated	9	13	8	9	13	2	7	9	7
Under-regulated	24	21	22	15	13	29	24	25	42
Regulated appropriately	53	52	55	64	58	46	55	54	42
Don't know	14	13	14	13	16	23	14	12	9

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Past Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	1521	457	372	245	65	71	144
Over-regulated	9	7	6	8	21	9	8
Under-regulated	24	18	23	25	33	43	34
Regulated appropriately	53	61	57	56	36	45	38
Don't know	14	14	14	11	10	2	20

Region

%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1521	107	387	582	104	158	183
Over-regulated	9	6	7	12	8	6	7
Under-regulated	24	20	24	22	25	29	30
Regulated appropriately	53	58	55	52	56	47	49
Don't know	14	16	14	14	11	18	13

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