

	Total	Region									Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213	

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received. *Indicates small sample size

Q10. How would you describe the amount of savings you currently have?

	Total	Region									Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
A lot of savings – at or above my personal goal	12%	11%	13%	6%	5%	7%	12%	14%	8%	16%	8%	12%	7%	16%	18%	8%	21%	6%	6%	12%	5%	14%	18%	11%	10%	15%	17%	11%	9%	
Significant, but not as much as I would like	34%	35%	42%	30%	31%	30%	36%	28%	25%	36%	31%	31%	31%	38%	37%	35%	37%	24%	27%	39%	24%	36%	42%	28%	34%	42%	38%	37%	30%	
Not much savings – just a small amount	35%	40%	34%	39%	37%	41%	32%	33%	47%	30%	40%	35%	40%	31%	26%	37%	27%	46%	42%	35%	40%	35%	30%	35%	39%	32%	32%	41%		
No savings at all	19%	15%	10%	24%	27%	22%	20%	25%	20%	18%	21%	22%	23%	15%	19%	20%	15%	24%	26%	14%	31%	15%	10%	26%	18%	12%	13%	20%	20%	
Top2box	45%	45%	55%	37%	36%	37%	48%	42%	33%	52%	39%	43%	37%	54%	54%	43%	58%	30%	32%	51%	30%	50%	60%	39%	44%	57%	55%	48%	39%	
Bottom2box	55%	55%	45%	63%	64%	63%	52%	58%	67%	48%	61%	57%	63%	46%	46%	57%	42%	70%	68%	49%	70%	50%	40%	61%	56%	43%	45%	52%	61%	

	Has savings	Region									Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Sample size	1208	175	135	158	78	80	392	260	104	602	606	332	399	477	184	196	221	148	202	255	399	385	424	459	390	359	359	355	170	

Q12. And which of the following savings and investment products, if any, do you hold?

	Total	Region									Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Chequing account(s)	67%	63%	67%	69%	76%	62%	72%	67%	56%	67%	67%	64%	70%	67%	61%	74%	67%	68%	67%	67%	71%	65%	65%	65%	68%	70%	68%	73%	68%	
Savings account(s)	60%	61%	72%	69%	72%	66%	60%	52%	57%	63%	57%	63%	54%	63%	64%	58%	68%	63%	51%	58%	56%	62%	62%	57%	58%	67%	63%	62%	55%	
Retirement Savings Plan (either RRSP or employer pension plan)	55%	50%	60%	63%	63%	63%	54%	57%	48%	57%	53%	43%	62%	57%	43%	61%	65%	43%	64%	50%	36%	64%	64%	45%	62%	61%	61%	56%		
Tax-Free Savings Account (TFSA)	54%	50%	68%	42%	47%	39%	56%	52%	41%	56%	51%	57%	48%	56%	60%	48%	60%	53%	48%	53%	47%	56%	58%	48%	51%	65%	62%	53%	51%	
Your home's equity	42%	41%	49%	47%	52%	42%	44%	37%	35%	45%	39%	20%	45%	55%	26%	46%	61%	13%	43%	51%	26%	46%	54%	44%	44%	38%	53%	43%	40%	
Other investment/brokerage account(s)	22%	23%	32%	19%	24%	15%	21%	18%	20%	25%	19%	14%	22%	27%	21%	22%	32%	7%	23%	23%	13%	24%	29%	19%	25%	23%	34%	22%	14%	
GIC's	16%	13%	19%	10%	6%	14%	20%	12%	13%	17%	16%	10%	16%	20%	11%	13%	24%	9%	19%	16%	10%	18%	20%	16%	15%	17%	19%	16%		
Registered Education Savings Plan(s) (RESPs)	14%	13%	20%	14%	22%	7%	16%	12%	7%	16%	13%	16%	24%	5%	19%	25%	5%	13%	23%	5%	7%	13%	23%	7%	19%	18%	15%	17%	16%	
Government savings bonds	5%	3%	5%	3%	4%	2%	5%	5%	5%	5%	4%	7%	4%	3%	9%	3%	3%	4%	5%	4%	3%	3%	7%	4%	4%	7%	4%	6%	6%	
Other	6%	8%	4%	4%	7%	2%	8%	4%	5%	6%	7%	4%	6%	8%	2%	6%	8%	6%	5%	8%	7%	7%	4%	5%	7%	7%	6%	6%	9%	
None of these	2%	2%	1%	1%	1%	2%	1%	4%	2%	1%	1%	2%	2%	2%	3%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%		
Prefer not to say	4%	3%	2%	1%	1%	4%	5%	5%	2%	6%	2%	4%	5%	2%	1%	4%	1%	3%	4%	2%	3%	3%	7%	5%	3%	3%	4%	1%	3%	

	Total	Region									Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213	

Q12. And which of the following savings and investment products, if any, do you hold?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Chequing account(s)	54%	53%	60%	52%	56%	48%	58%	50%	45%	55%	53%	52%	50%	60%	54%	48%	63%	51%	51%	57%	46%	60%	58%	48%	56%	62%	59%	59%	55%
Savings account(s)	48%	52%	64%	52%	53%	51%	48%	39%	45%	52%	45%	49%	42%	54%	51%	46%	58%	47%	38%	50%	39%	53%	55%	42%	47%	59%	55%	50%	44%
Retirement Savings Plan (either RRRSP or employer pension plan)	44%	43%	54%	48%	46%	49%	43%	43%	38%	47%	42%	34%	48%	49%	34%	49%	55%	33%	47%	43%	25%	55%	57%	33%	51%	54%	53%	49%	45%
Tax-Free Savings Account (TFSA)	43%	43%	61%	32%	34%	30%	45%	39%	33%	46%	41%	45%	37%	48%	48%	39%	51%	40%	36%	45%	33%	48%	52%	35%	42%	57%	54%	43%	41%
Your home's equity	34%	35%	44%	35%	38%	33%	36%	28%	28%	37%	31%	16%	34%	47%	21%	37%	52%	10%	32%	44%	18%	39%	49%	32%	36%	34%	46%	35%	32%
Other investment/brokerage account(s)	18%	20%	29%	14%	18%	11%	17%	13%	16%	21%	15%	11%	17%	23%	17%	17%	27%	5%	17%	19%	9%	20%	26%	14%	20%	21%	30%	17%	11%
GIC's	13%	11%	17%	8%	4%	11%	16%	9%	10%	14%	12%	8%	12%	17%	9%	10%	21%	7%	14%	14%	7%	15%	18%	12%	12%	15%	15%	15%	13%
Registered Education Savings Plan(s) (RESPs)	12%	11%	18%	11%	16%	5%	13%	9%	6%	13%	10%	13%	19%	4%	15%	20%	5%	10%	17%	4%	5%	11%	20%	5%	16%	16%	13%	13%	13%
Government savings bonds	4%	2%	4%	2%	3%	1%	4%	4%	4%	4%	3%	5%	3%	3%	7%	3%	3%	3%	4%	3%	2%	3%	6%	3%	3%	6%	3%	5%	5%
Other	5%	6%	4%	3%	5%	1%	6%	3%	4%	5%	5%	3%	4%	7%	2%	5%	6%	4%	4%	7%	5%	6%	4%	4%	6%	6%	5%	5%	7%
None of these	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	3%	3%	2%	1%	1%	1%	3%	3%	4%	1%	4%	1%	3%	4%	1%	3%	1%	2%	3%	7%	2%	1%	6%	3%	3%	3%	3%	1%	2%
No savings at all	19%	15%	10%	24%	27%	22%	20%	25%	20%	18%	21%	22%	23%	15%	19%	20%	15%	24%	26%	14%	31%	15%	10%	26%	18%	12%	13%	20%	20%

	Has savings	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1208	175	135	158	78	80	392	260	104	602	606	332	399	477	184	196	221	148	202	255	399	385	424	459	390	359	359	355	170

Q13. Do you own any stocks, bonds, or mutual funds either as part of a registered plan or not?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Yes	49%	51%	62%	43%	48%	38%	51%	45%	35%	57%	41%	47%	50%	49%	58%	55%	60%	33%	46%	41%	29%	53%	63%	39%	51%	60%	58%	56%	44%
No	43%	41%	32%	52%	48%	55%	43%	44%	58%	37%	49%	45%	41%	43%	36%	39%	35%	56%	43%	50%	62%	40%	28%	53%	40%	34%	35%	39%	49%
Don't know/not sure	8%	8%	6%	5%	3%	7%	7%	12%	7%	6%	10%	8%	8%	7%	6%	6%	5%	11%	10%	9%	9%	6%	8%	9%	9%	6%	7%	6%	7%

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213

Q13. Do you own any stocks, bonds, or mutual funds either as part of a registered plan or not?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Yes	39%	43%	55%	32%	35%	30%	41%	34%	28%	47%	32%	37%	39%	42%	46%	44%	51%	25%	34%	35%	20%	45%	57%	29%	42%	53%	50%	45%	35%
No	35%	35%	29%	39%	35%	43%	34%	33%	47%	30%	39%	35%	32%	37%	29%	31%	30%	43%	32%	43%	43%	34%	25%	39%	33%	30%	30%	31%	39%
Don't know/not sure	6%	7%	6%	4%	2%	5%	9%	6%	5%	8%	6%	6%	6%	6%	5%	5%	4%	8%	8%	8%	6%	5%	8%	6%	7%	5%	6%	4%	5%
No savings at all	19%	15%	10%	24%	27%	22%	20%	25%	20%	18%	21%	22%	23%	15%	19%	20%	15%	24%	26%	14%	31%	15%	10%	26%	18%	12%	13%	20%	20%

	Owns stocks/ bonds/mutual funds	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	592	96	80	74	41	33	215	115	41	346	246	155	201	236	106	107	132	49	94	104	117	206	268	177	199	216	207	198	75

Q14. Thinking about how you most often buy these types of products, do you usually:

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Buy from an advisor, such as a financial planner or broker you have a relationship with	55%	54%	47%	59%	62%	56%	59%	54%	45%	52%	58%	48%	55%	59%	51%	49%	56%	41%	61%	63%	51%	54%	56%	56%	58%	50%	59%	50%	62%
Buy from a bank or brokerage's customer service representative that you don't know, as a "one-off"	18%	17%	17%	23%	15%	32%	19%	15%	25%	15%	22%	15%	18%	20%	8%	17%	19%	29%	20%	21%	20%	19%	16%	21%	16%	17%	14%	24%	14%
Buy online	22%	21%	27%	11%	14%	7%	19%	26%	22%	27%	14%	35%	21%	13%	41%	27%	16%	24%	14%	9%	23%	22%	21%	15%	19%	29%	21%	22%	18%
Don't know/not sure	6%	8%	10%	7%	9%	5%	3%	5%	8%	6%	6%	2%	6%	8%	7%	9%	6%	5%	6%	6%	5%	6%	8%	7%	3%	6%	4%	6%	

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213

Q14. Thinking about how you most often buy these types of products, do you usually:

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Buy from an advisor, such as a financial planner or broker you have a relationship with	22%	23%	26%	19%	22%	17%	24%	18%	12%	25%	19%	17%	21%	25%	24%	21%	28%	10%	21%	22%	10%	25%	32%	16%	24%	27%	29%	22%	22%
Buy from a bank or brokerage's customer service representative that you don't know, as a "one-off"	7%	7%	9%	8%	5%	9%	8%	5%	7%	7%	7%	5%	7%	8%	4%	7%	10%	7%	7%	4%	9%	9%	6%	7%	9%	7%	11%	5%	
Buy online	9%	9%	15%	3%	5%	2%	8%	9%	6%	13%	5%	13%	8%	5%	19%	12%	8%	6%	5%	3%	5%	10%	12%	4%	8%	16%	11%	10%	6%
Don't know/not sure	2%	3%	5%	2%	3%	1%	1%	2%	2%	3%	2%	1%	2%	3%	3%	5%	2%	2%	2%	1%	2%	4%	2%	2%	3%	2%	3%	2%	2%
Do not own bonds or mutual funds	61%	57%	45%	68%	65%	70%	59%	66%	72%	53%	68%	63%	61%	58%	54%	56%	49%	75%	66%	65%	80%	55%	43%	71%	58%	47%	50%	55%	65%

	Owns stocks/ bonds/mutual funds	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	592	96	80	74	41	33	215	115	41	346	246	155	201	236	106	107	132	49	94	104	117	206	268	177	199	216	207	198	75

Q15. And regardless of how you usually buy your investment products, which statement best describes you?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
I have only one advisor who provides me with advice and guidance on my investments	44%	43%	36%	50%	41%	59%	48%	46%	32%	43%	47%	31%	45%	53%	37%	41%	48%	16%	50%	58%	51%	41%	44%	49%	46%	38%	45%	43%	52%
I have more than one advisor who provides me with advice and guidance on my investments	14%	17%	15%	11%	11%	11%	16%	11%	11%	11%	19%	19%	15%	11%	13%	13%	8%	32%	17%	15%	13%	16%	14%	15%	12%	16%	12%	14%	20%
I have some investments with advisors and I have some I manage myself	13%	13%	20%	11%	16%	7%	10%	11%	17%	13%	11%	11%	11%	15%	12%	9%	18%	9%	14%	11%	9%	12%	15%	11%	12%	14%	13%	10%	11%
I mostly manage my own investments	16%	13%	15%	19%	22%	15%	14%	19%	25%	19%	12%	19%	17%	12%	19%	22%	15%	20%	11%	8%	14%	17%	15%	11%	18%	18%	16%	19%	6%
I don't have an advisor – I manage all of my investments myself	13%	15%	14%	9%	9%	8%	12%	13%	15%	14%	11%	20%	12%	9%	19%	15%	10%	22%	8%	9%	13%	14%	13%	12%	14%	14%	13%	11%	
Net: Use FI advisor	71%	73%	71%	72%	68%	77%	74%	68%	60%	67%	77%	61%	71%	78%	62%	63%	75%	58%	80%	83%	74%	69%	72%	76%	70%	69%	70%	68%	83%

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213

Q15. And regardless of how you usually buy your investment products, which statement best describes you?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
I have only one advisor who provides me with advice and guidance on my investments	17%	19%	20%	16%	15%	18%	20%	15%	9%	20%	15%	11%	18%	22%	17%	18%	25%	4%	17%	20%	10%	19%	25%	14%	19%	20%	23%	19%	18%
I have more than one advisor who provides me with advice and guidance on my investments	6%	7%	8%	4%	4%	3%	6%	4%	3%	5%	6%	7%	6%	5%	6%	6%	4%	8%	6%	5%	3%	7%	8%	4%	5%	9%	6%	6%	7%
I have some investments with advisors and I have some I manage myself	5%	5%	11%	4%	6%	2%	4%	4%	5%	6%	4%	4%	4%	6%	5%	4%	9%	2%	5%	4%	2%	5%	8%	3%	5%	7%	6%	5%	4%
I mostly manage my own investments	6%	5%	8%	6%	8%	5%	6%	6%	7%	9%	4%	7%	7%	5%	9%	10%	8%	5%	4%	3%	3%	8%	9%	3%	7%	9%	8%	8%	2%
I don't have an advisor – I manage all of my investments myself	5%	6%	8%	3%	3%	2%	5%	4%	4%	7%	4%	7%	5%	4%	9%	7%	5%	6%	3%	3%	3%	6%	7%	4%	5%	7%	7%	6%	4%
Don't own bonds	61%	57%	45%	68%	65%	70%	59%	66%	72%	53%	68%	63%	61%	58%	54%	56%	49%	75%	66%	65%	80%	55%	43%	71%	58%	47%	50%	55%	65%
Net: Use FI advisor	28%	31%	39%	23%	24%	23%	30%	23%	17%	32%	25%	22%	27%	33%	29%	27%	38%	14%	28%	29%	15%	31%	41%	22%	29%	37%	35%	30%	29%

	Has financial advisor(s)	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	421	71	58	54	27	27	164	79	25	232	190	94	142	185	66	67	99	28	75	86	86	141	194	134	139	148	145	135	62

Q16. [Top2box] Agreement with statements

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Teach	University+	CPC	Liberal	NDP
I have a strong handle on the fees I pay – I know exactly what they're for	64%	61%	52%	55%	49%	61%	72%	67%	47%	66%	63%	57%	62%	69%	59%	67%	70%	54%	58%	69%	58%	68%	64%	68%	63%	62%	69%	65%	61%
I don't really trust my advisor to give me sound, unbiased advice	22%	20%	12%	20%	11%	29%	24%	29%	19%	26%	17%	36%	18%	18%	40%	20%	22%	26%	17%	15%	21%	23%	22%	21%	17%	28%	19%	23%	27%
The fees I pay are good value for the investment advice I receive	67%	62%	60%	61%	59%	62%	73%	65%	81%	68%	66%	65%	70%	66%	70%	69%	66%	53%	71%	66%	72%	65%	67%	69%	67%	65%	73%	66%	60%
My advisor doesn't pay enough attention to my individual needs and portfolio	32%	28%	24%	30%	21%	38%	32%	41%	33%	37%	26%	49%	31%	24%	50%	35%	30%	46%	28%	17%	27%	33%	33%	24%	32%	39%	25%	37%	37%

Q16. [Bottom2box] Agreement with statements

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Teach	University+	CPC	Liberal	NDP
I have a strong handle on the fees I pay – I know exactly what they're for	27%	32%	28%	39%	43%	35%	21%	27%	37%	26%	27%	28%	30%	23%	26%	30%	23%	31%	30%	24%	29%	27%	25%	22%	27%	31%	21%	29%	30%
I don't really trust my advisor to give me sound, unbiased advice	73%	73%	77%	71%	79%	64%	74%	69%	77%	70%	77%	60%	77%	78%	59%	73%	76%	61%	81%	79%	71%	75%	73%	74%	79%	68%	77%	74%	64%
The fees I pay are good value for the investment advice I receive	23%	26%	23%	23%	14%	31%	20%	32%	10%	24%	22%	24%	19%	26%	19%	26%	27%	34%	14%	26%	18%	28%	23%	20%	25%	25%	20%	26%	26%
My advisor doesn't pay enough attention to my individual needs and portfolio	61%	59%	66%	59%	63%	56%	62%	57%	64%	58%	66%	43%	60%	71%	46%	57%	66%	37%	63%	78%	63%	62%	60%	70%	63%	52%	69%	59%	51%

Q16. agreement - I have a strong handle on the fees I pay - I know exactly what they're for

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Teach	University+	CPC	Liberal	NDP
Agree strongly	23%	20%	16%	24%	31%	17%	22%	30%	28%	23%	22%	19%	17%	29%	20%	23%	26%	18%	12%	33%	14%	26%	24%	28%	21%	20%	25%	23%	23%
Agree moderately	41%	41%	36%	31%	18%	44%	50%	37%	19%	42%	40%	38%	45%	41%	39%	43%	44%	35%	47%	36%	44%	41%	40%	40%	42%	43%	42%	38%	
Disagree moderately	20%	25%	22%	23%	29%	17%	17%	20%	23%	20%	20%	19%	24%	17%	19%	25%	18%	19%	23%	17%	21%	19%	21%	15%	23%	17%	22%	21%	
Disagree strongly	7%	7%	5%	16%	13%	18%	5%	7%	14%	6%	8%	9%	6%	6%	8%	4%	5%	12%	7%	7%	8%	5%	7%	3%	9%	4%	7%	9%	
Not sure/Can't say	9%	8%	21%	6%	8%	4%	7%	5%	15%	8%	10%	15%	8%	7%	14%	4%	7%	15%	11%	7%	12%	5%	10%	10%	7%	10%	6%	9%	
Top2box	64%	61%	52%	55%	49%	61%	72%	67%	47%	66%	63%	57%	62%	69%	59%	67%	70%	54%	58%	69%	58%	64%	64%	63%	62%	69%	65%	61%	
Bottom2box	27%	32%	28%	39%	43%	35%	21%	27%	37%	26%	27%	28%	30%	23%	26%	30%	23%	31%	30%	24%	29%	27%	25%	22%	27%	31%	21%	29%	30%

Q16. agreement - I don't really trust my advisor to give me sound, unbiased advise

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015			
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Agree strongly	5%	3%	3%	10%	3%	16%	7%	4%	7%	6%	3%	14%	3%	2%	14%	4%	3%	13%	4%	1%	2%	1%	4%	7%	3%	2%	9%	3%	8%	5%
Agree moderately	17%	17%	10%	11%	8%	14%	17%	26%	13%	20%	14%	22%	16%	16%	26%	16%	19%	12%	15%	13%	20%	18%	15%	18%	15%	18%	16%	15%	22%	
Disagree moderately	29%	34%	30%	29%	28%	30%	30%	24%	36%	32%	27%	33%	34%	24%	33%	36%	28%	34%	32%	20%	23%	34%	29%	21%	34%	33%	27%	32%	32%	
Disagree strongly	44%	38%	47%	42%	51%	34%	45%	45%	41%	39%	51%	27%	43%	54%	26%	36%	48%	27%	48%	60%	48%	41%	44%	53%	45%	35%	50%	42%	33%	
Not sure/Can't say	4%	7%	11%	8%	10%	6%	2%	2%	3%	3%	6%	5%	5%	4%	1%	7%	2%	14%	3%	6%	8%	2%	5%	5%	4%	4%	5%	3%	9%	
Top2box	22%	20%	12%	20%	11%	29%	24%	29%	19%	26%	17%	36%	18%	18%	40%	20%	22%	26%	17%	15%	23%	22%	21%	17%	28%	19%	23%	27%		
Bottom2box	73%	73%	77%	71%	79%	64%	74%	69%	77%	70%	77%	60%	77%	78%	59%	73%	76%	61%	81%	79%	71%	75%	73%	74%	79%	68%	77%	74%	64%	

Q16. agreement - The fees I pay are good value for the investment advice I receive

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	25%	25%	16%	20%	24%	17%	26%	28%	32%	21%	30%	26%	20%	27%	27%	12%	23%	26%	28%	32%	28%	18%	28%	29%	24%	21%	28%	26%	18%
Agree moderately	42%	37%	44%	40%	36%	45%	46%	36%	49%	47%	37%	39%	50%	39%	43%	57%	43%	27%	43%	33%	44%	47%	39%	40%	43%	44%	45%	40%	42%
Disagree moderately	18%	24%	16%	23%	14%	31%	16%	20%	10%	18%	18%	15%	17%	20%	11%	23%	19%	26%	12%	12%	21%	19%	15%	22%	18%	16%	21%	21%	
Disagree strongly	5%	1%	7%							6%	4%	8%	3%	6%	8%	3%	7%	9%	3%	5%	6%	7%	4%	5%	4%	8%	4%	5%	5%
Not sure/Can't say	9%	12%	17%	16%	26%	7%	7%	4%	9%	7%	12%	11%	10%	8%	11%	5%	7%	12%	15%	8%	10%	8%	10%	7%	9%	7%	8%	14%	
Top2box	67%	62%	60%	61%	59%	62%	73%	65%	81%	68%	66%	65%	70%	66%	70%	69%	66%	53%	71%	66%	72%	65%	67%	69%	67%	65%	73%	66%	60%
Bottom2box	23%	26%	23%	23%	14%	31%	20%	32%	10%	24%	22%	24%	19%	26%	19%	26%	27%	34%	14%	26%	18%	28%	23%	20%	25%	25%	20%	26%	26%

Q16. agreement - My advisor doesn't pay enough attention to my individual needs and portfolio

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	10%	8%	10%	11%	6%	15%	10%	12%	6%	11%	8%	21%	9%	5%	20%	11%	5%	21%	8%	5%	6%	14%	9%	5%	13%	12%	5%	15%	12%
Agree moderately	22%	19%	14%	19%	15%	23%	22%	29%	26%	26%	17%	29%	22%	18%	30%	24%	24%	25%	21%	12%	20%	19%	25%	19%	19%	27%	20%	23%	25%
Disagree moderately	30%	34%	44%	23%	23%	23%	30%	18%	23%	32%	27%	25%	34%	29%	31%	36%	31%	11%	33%	27%	28%	35%	27%	31%	32%	27%	33%	27%	33%
Disagree strongly	31%	26%	22%	36%	39%	32%	32%	39%	41%	25%	39%	18%	26%	42%	15%	22%	35%	26%	30%	51%	36%	27%	33%	39%	31%	25%	36%	32%	18%
Not sure/Can't say	7%	13%	10%	11%	16%	6%	5%	2%	3%	5%	9%	8%	5%	4%	8%	4%	17%	9%	6%	10%	5%	7%	6%	6%	6%	8%	6%	4%	12%
Top2box	32%	28%	24%	30%	21%	38%	32%	41%	33%	37%	26%	49%	31%	24%	50%	35%	30%	46%	28%	17%	27%	33%	33%	24%	32%	39%	25%	37%	37%
Bottom2box	61%	59%	66%	59%	63%	56%	62%	57%	64%	58%	66%	43%	60%	71%	46%	57%	66%	37%	63%	78%	63%	62%	60%	70%	63%	52%	69%	59%	51%

	Owns stocks/ bonds/mutual funds	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	592	96	80	74	41	33	215	115	41	346	246	155	201	236	106	107	132	49	94	104	117	206	268	177	199	216	207	198	75

Q17. How likely are you to try out the services of a robo-advisor?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Definitely going to try	4%	4%	4%	4%	4%	4%	9%	9%	5%	4%	10%	4%	1%	11%	4%	4%	9%	3%	2%	3%	4%	5%	2%	2%	8%	3%	5%	8%	
Likely to try	17%	10%	12%	17%	19%	15%	19%	21%	22%	20%	32%	18%	7%	32%	19%	12%	33%	16%	2%	18%	18%	17%	13%	15%	23%	13%	18%	18%	
Unlikely to try	34%	41%	41%	30%	31%	28%	35%	24%	31%	33%	35%	38%	38%	28%	35%	34%	29%	43%	42%	27%	28%	38%	33%	28%	36%	37%	32%	33%	39%
Definitely not going to try	41%	45%	41%	49%	48%	50%	38%	42%	45%	38%	46%	12%	39%	63%	12%	41%	58%	12%	37%	69%	50%	35%	43%	55%	45%	27%	51%	40%	29%
I've already had advice from or bought investments using a robo-advisor	3%	4%	2%	5%	2%	8%	3%	4%	2%	4%	2%	8%	2%	10%	2%	1%	4%	2%		2%	5%	3%	1%	2%	6%	1%	4%	7%	
Top2box	22%	10%	16%	17%	19%	15%	24%	30%	22%	25%	17%	43%	21%	8%	43%	23%	12%	42%	19%	4%	21%	22%	22%	15%	18%	30%	16%	24%	25%
Top2box/Already had advice using a robo-advisor	25%	14%	18%	22%	21%	23%	27%	34%	24%	29%	19%	51%	23%	9%	53%	25%	12%	45%	22%	4%	23%	26%	24%	17%	19%	36%	17%	28%	32%
Bottom2box	75%	86%	82%	78%	79%	77%	73%	66%	76%	71%	81%	49%	77%	91%	47%	75%	88%	55%	78%	96%	77%	74%	76%	83%	81%	64%	83%	72%	68%

	Do not have stocks/bonds/mutual funds	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	908	104	70	126	59	67	260	235	84	388	520	269	317	322	122	139	127	147	179	194	458	247	203	444	275	190	205	244	138

Q18. Thinking about how you would buy these types of products, would you plan to:

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Buy from an advisor, such as a financial planner or broker you have a relationship with	26%	28%	9%	28%	26%	30%	26%	31%	23%	30%	23%	28%	26%	24%	32%	26%	31%	25%	26%	20%	22%	29%	30%	23%	27%	33%	29%	25%	24%
Buy from a bank or brokerage's customer service representative that you don't know, as a "one-off"	14%	13%	15%	14%	14%	13%	14%	14%	17%	15%	13%	14%	14%	15%	15%	16%	14%	13%	12%	15%	14%	16%	12%	13%	15%	17%	15%	19%	15%
Buy online	7%	13%	11%	5%	6%	4%	7%	3%	5%	9%	4%	12%	6%	3%	17%	8%	4%	8%	4%	2%	4%	8%	11%	3%	6%	17%	5%	9%	5%
Don't know/not sure	53%	46%	65%	53%	54%	53%	53%	52%	55%	46%	59%	46%	54%	59%	36%	50%	51%	54%	58%	63%	59%	47%	47%	62%	53%	33%	50%	47%	56%

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213

Q18. Thinking about how you would buy these types of products, would you plan to:

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Buy from an advisor, such as a financial planner or broker you have a relationship with	16%	16%	4%	19%	17%	21%	15%	21%	16%	16%	16%	18%	16%	14%	17%	15%	15%	19%	17%	13%	18%	16%	13%	16%	16%	15%	15%	14%	16%
Buy from a bank or brokerage's customer service representative that you don't know, as a "one-off"	9%	7%	7%	9%	9%	9%	8%	9%	12%	8%	9%	9%	9%	8%	8%	9%	7%	10%	8%	10%	11%	9%	5%	9%	9%	8%	8%	11%	9%
Buy online	4%	7%	5%	3%	4%	3%	4%	2%	4%	5%	3%	8%	4%	1%	9%	4%	2%	6%	3%	1%	3%	4%	5%	2%	3%	8%	2%	5%	3%
Don't know/not sure	32%	26%	29%	36%	35%	37%	32%	34%	40%	24%	40%	29%	33%	34%	19%	28%	25%	40%	38%	41%	47%	26%	20%	44%	30%	16%	25%	26%	36%
has stocks/bonds/mutual funds	39%	43%	55%	32%	35%	30%	41%	34%	28%	47%	32%	37%	39%	42%	46%	44%	51%	25%	34%	35%	20%	45%	57%	29%	42%	53%	50%	45%	35%

	Do not have stocks/bonds/mutual funds	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	908	104	70	126	59	67	260	235	84	388	520	269	317	322	122	139	127	147	179	194	458	247	203	444	275	190	205	244	138

Q19. Assuming you were to invest in such products one day, which statement best describes the approach you would take?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
I would have only one advisor who provides me with advice and guidance on my investments	38%	31%	31%	37%	34%	39%	40%	40%	39%	32%	42%	32%	40%	40%	25%	36%	36%	39%	43%	43%	37%	39%	39%	39%	38%	34%	35%	40%	35%
I would have more than one advisor who provides me with advice and guidance on my investments	15%	17%	10%	14%	11%	17%	13%	19%	17%	17%	13%	19%	15%	11%	20%	19%	12%	19%	12%	11%	15%	14%	16%	13%	18%	16%	18%	15%	16%
I would have some investments with advisors and I have some I manage myself	15%	19%	17%	16%	18%	15%	14%	15%	10%	16%	14%	20%	15%	12%	24%	14%	11%	16%	16%	12%	14%	18%	15%	10%	18%	23%	16%	14%	20%
I would mostly manage my own investments	18%	19%	26%	16%	22%	12%	18%	12%	23%	18%	17%	17%	16%	20%	21%	17%	17%	14%	15%	22%	16%	19%	20%	18%	15%	20%	17%	18%	14%
I would manage all of my investments myself	14%	13%	16%	16%	15%	17%	15%	14%	11%	16%	13%	11%	14%	17%	10%	14%	24%	12%	14%	12%	18%	10%	11%	19%	11%	8%	14%	13%	15%

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213

Q19. Assuming you were to invest in such products one day, which statement best describes the approach you would take?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
I would have only one advisor who provides me with advice and guidance on my investments	23%	18%	14%	25%	22%	27%	24%	26%	28%	17%	28%	21%	24%	23%	13%	20%	18%	29%	28%	28%	29%	21%	17%	28%	22%	16%	18%	22%	22%
I would have more than one advisor who provides me with advice and guidance on my investments	9%	10%	5%	10%	7%	12%	8%	12%	12%	9%	9%	12%	9%	7%	11%	11%	6%	14%	8%	7%	12%	8%	7%	9%	11%	7%	9%	8%	10%
I would have some investments with advisors and I have some I manage myself	9%	11%	8%	11%	12%	10%	9%	10%	7%	9%	10%	12%	9%	7%	13%	8%	6%	12%	11%	8%	11%	10%	6%	7%	11%	11%	8%	8%	13%
I would mostly manage my own investments	11%	11%	12%	11%	14%	9%	11%	8%	17%	10%	12%	11%	10%	12%	11%	10%	8%	11%	10%	14%	13%	10%	9%	13%	9%	9%	10%	9%	
I would manage all of my investments myself	9%	8%	7%	11%	10%	12%	9%	9%	8%	8%	9%	7%	9%	10%	5%	8%	12%	9%	9%	8%	15%	5%	5%	14%	6%	4%	7%	7%	10%
Have stock/bonds/mutual funds	39%	43%	55%	32%	35%	30%	41%	34%	28%	47%	32%	37%	39%	42%	46%	44%	51%	25%	34%	35%	20%	45%	57%	29%	42%	53%	50%	45%	35%

Will use an advisor	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	618	70	42	86	39	47	169	173	57	256	361	192	223	203	85	96	76	108	127	127	301	176	141	277	204	137	142	170	98

Q20. [Top2box] Agreement with statements

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
I have a strong handle on the fees I'd pay – I know exactly what they're for	43%	44%	43%	38%	41%	37%	46%	38%	45%	46%	40%	35%	43%	49%	38%	45%	55%	33%	41%	45%	38%	49%	45%	43%	45%	39%	53%	35%	43%
I wouldn't really trust my advisor to give me sound, unbiased advice	36%	36%	46%	24%	24%	23%	41%	35%	16%	40%	33%	37%	41%	29%	37%	40%	42%	37%	41%	21%	35%	35%	38%	36%	35%	37%	41%	36%	37%
The fees I'd pay would be good value for the investment advice I'd receive	60%	50%	49%	59%	68%	54%	63%	65%	56%	63%	58%	57%	60%	64%	55%	66%	68%	58%	56%	61%	62%	57%	59%	62%	63%	53%	73%	52%	60%
My advisor wouldn't pay enough attention to my individual needs and portfolio	34%	32%	34%	35%	42%	30%	34%	34%	32%	37%	31%	38%	35%	28%	38%	42%	30%	39%	30%	27%	33%	38%	29%	29%	38%	37%	38%	34%	33%

Q20. [Bottom2box] Agreement with statements

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
I have a strong handle on the fees I'd pay – I know exactly what they're for	38%	28%	32%	39%	47%	32%	40%	44%	32%	38%	38%	44%	39%	32%	42%	40%	32%	45%	39%	32%	43%	34%	33%	34%	41%	44%	37%	45%	41%	
I wouldn't really trust my advisor to give me sound, unbiased advice	49%	46%	35%	52%	56%	49%	46%	53%	63%	49%	49%	47%	45%	55%	46%	50%	50%	48%	42%	58%	49%	46%	46%	53%	49%	52%	48%	49%		
The fees I'd pay would be good value for the investment advice I'd receive	19%	20%	32%	12%	7%	16%	21%	15%	22%	19%	19%	20%	22%	16%	21%	19%	18%	19%	24%	15%	17%	25%	18%	16%	18%	28%	16%	25%	20%	
My advisor wouldn't pay enough attention to my individual needs and portfolio	44%	37%	35%	38%	38%	38%	47%	46%	47%	44%	44%	38%	42%	53%	35%	41%	59%	40%	43%	44%	42%	48%	43%	44%	47%	46%	46%	46%		

Q20 - I have a strong handle on the fees I'd pay - I know exactly what they're for

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Agree strongly	15%	16%	6%	14%	14%	14%	19%	13%	12%	13%	17%	14%	13%	19%	9%	15%	15%	19%	11%	21%	14%	14%	19%	14%	19%	13%	18%	12%	10%	
Agree moderately	27%	27%	37%	24%	27%	23%	26%	25%	34%	33%	24%	21%	30%	30%	29%	30%	40%	14%	30%	25%	24%	35%	26%	29%	26%	35%	23%	32%		
Disagree moderately	23%	17%	18%	28%	32%	26%	25%	22%	21%	26%	20%	28%	23%	17%	33%	26%	19%	24%	20%	16%	23%	21%	22%	21%	21%	28%	23%	28%	25%	
Disagree strongly	16%	12%	14%	10%	15%	7%	15%	21%	12%	12%	18%	16%	17%	15%	9%	14%	14%	21%	19%	16%	20%	13%	11%	12%	20%	16%	14%	17%	16%	
Not sure/Can't say	19%	28%	25%	23%	12%	31%	14%	19%	22%	16%	21%	21%	18%	19%	20%	15%	13%	22%	20%	22%	19%	17%	22%	23%	15%	18%	10%	20%	17%	
Top2box	43%	44%	43%	38%	41%	37%	46%	38%	45%	46%	40%	35%	43%	49%	38%	45%	55%	33%	41%	45%	38%	49%	45%	43%	45%	39%	53%	35%	43%	
Bottom2box	38%	28%	32%	39%	47%	32%	40%	44%	32%	38%	38%	44%	39%	32%	42%	40%	32%	45%	39%	32%	43%	34%	33%	34%	41%	44%	37%	45%	41%	

Q20 - I wouldn't really trust my advisor to give me sound, unbiased advice

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Agree strongly	8%	6%	10%	4%	7%	2%	9%	9%	4%	12%	5%	10%	7%	7%	10%	10%	15%	9%	6%	2%	9%	6%	8%	7%	9%	8%	11%	9%	3%	
Agree moderately	28%	30%	36%	19%	17%	21%	32%	26%	12%	28%	28%	27%	33%	22%	26%	30%	27%	28%	36%	20%	26%	30%	30%	29%	26%	29%	30%	27%	34%	
Disagree moderately	34%	38%	29%	38%	37%	38%	28%	37%	47%	36%	33%	39%	30%	34%	38%	34%	37%	40%	27%	32%	35%	33%	33%	28%	41%	36%	36%	34%	39%	
Disagree strongly	15%	8%	6%	14%	19%	11%	18%	16%	16%	12%	17%	8%	15%	21%	7%	16%	13%	9%	15%	26%	14%	18%	13%	19%	11%	13%	16%	14%	11%	
Not sure/Can't say	15%	18%	20%	24%	20%	27%	13%	12%	21%	12%	17%	16%	14%	16%	18%	10%	8%	14%	17%	20%	16%	13%	16%	18%	13%	14%	7%	16%	14%	
Top2box	36%	36%	46%	24%	24%	23%	41%	35%	16%	40%	33%	37%	41%	29%	37%	40%	42%	37%	41%	21%	35%	35%	38%	36%	35%	37%	41%	36%	37%	
Bottom2box	49%	46%	35%	52%	56%	49%	46%	53%	63%	49%	49%	47%	45%	55%	46%	50%	50%	48%	42%	58%	49%	51%	46%	46%	53%	49%	52%	48%	49%	

Q20 - The fees I'd pay would be good value for the investment advice I'd receive

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Agree strongly	15%	12%	15%	17%	15%	19%	13%	21%	9%	18%	13%	12%	18%	15%	11%	21%	23%	13%	16%	11%	18%	10%	17%	17%	16%	12%	19%	12%	11%	
Agree moderately	45%	38%	33%	42%	53%	35%	50%	44%	47%	44%	45%	45%	42%	48%	44%	45%	45%	45%	40%	50%	44%	47%	42%	45%	47%	41%	54%	40%	49%	
Disagree moderately	15%	16%	26%	10%	7%	11%	17%	11%	17%	16%	15%	17%	15%	12%	19%	14%	14%	16%	17%	12%	13%	17%	17%	13%	22%	12%	19%	15%		
Disagree strongly	4%	4%	3%	3%	5%	4%	5%	4%	4%	5%	3%	6%	4%	1%	5%	4%	4%	7%	4%	4%	7%	4%	4%	3%	5%	6%	4%	6%	4%	
Not sure/Can't say	21%	30%	20%	28%	25%	30%	16%	20%	22%	18%	22%	23%	19%	20%	24%	16%	14%	22%	21%	24%	21%	18%	24%	23%	19%	19%	11%	23%	20%	
Top2box	60%	50%	49%	59%	68%	54%	63%	65%	56%	63%	58%	57%	60%	64%	55%	66%	68%	52%	56%	61%	62%	57%	62%	63%	53%	73%	52%	60%		
Bottom2box	19%	20%	32%	12%	7%	16%	21%	15%	22%	19%	19%	20%	22%	16%	21%	19%	18%	19%	24%	15%	17%	25%	18%	16%	18%	28%	16%	25%	20%	

Q20 - My advisor wouldn't pay enough attention to my individual needs and portfolio

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	9%	7%	12%	4%	9%	1%	8%	10%	7%	13%	6%	10%	11%	5%	12%	18%	7%	8%	6%	4%	10%	7%	7%	6%	12%	9%	10%	10%	7%
Agree moderately	25%	26%	22%	30%	33%	29%	26%	24%	25%	24%	26%	28%	24%	23%	25%	24%	23%	31%	24%	23%	23%	31%	22%	23%	26%	27%	28%	25%	26%
Disagree moderately	31%	29%	34%	30%	30%	30%	30%	33%	29%	34%	29%	30%	29%	34%	31%	33%	39%	29%	26%	32%	31%	29%	33%	26%	32%	38%	31%	33%	34%
Disagree strongly	13%	8%	1%	8%	8%	8%	17%	13%	18%	10%	15%	8%	13%	18%	4%	8%	20%	11%	17%	17%	13%	13%	15%	17%	12%	9%	15%	12%	12%
Not sure/Can't say	22%	31%	31%	27%	20%	32%	19%	20%	21%	19%	25%	24%	23%	19%	27%	17%	11%	22%	27%	24%	23%	20%	23%	28%	18%	17%	15%	20%	22%
Top2box	34%	32%	34%	35%	42%	30%	34%	32%	37%	31%	38%	35%	28%	38%	42%	30%	39%	30%	27%	33%	38%	29%	29%	38%	37%	38%	34%	33%	
Bottom2box	44%	37%	35%	38%	38%	38%	47%	46%	47%	44%	44%	38%	42%	53%	35%	41%	59%	40%	43%	49%	44%	42%	48%	43%	44%	47%	46%	46%	46%

	Do not have stocks/bonds/mutual funds	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	908	104	70	126	59	67	260	235	84	388	520	269	317	322	122	139	127	147	179	194	458	247	203	444	275	190	205	244	138

Q21. How likely are you to try out the services of a robo-advisor?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Definitely going to try	3%	4%	5%	3%	2%	3%	4%	2%	1%	4%	2%	7%	2%	1%	10%	3%	1%	4%	1%	2%	5%	2%	1%	3%	2%	5%	3%	3%	3%
Likely to try	22%	24%	16%	17%	15%	19%	23%	25%	13%	23%	21%	40%	22%	7%	40%	22%	8%	39%	22%	7%	20%	25%	24%	15%	24%	35%	11%	27%	26%
Unlikely to try	32%	38%	35%	40%	42%	39%	27%	31%	37%	34%	31%	31%	36%	30%	31%	43%	29%	32%	30%	30%	29%	40%	30%	36%	32%	35%	30%	24%	
Definitely not going to try	43%	34%	44%	40%	40%	39%	45%	42%	49%	38%	46%	22%	41%	62%	19%	33%	63%	25%	47%	61%	47%	33%	45%	52%	38%	28%	51%	40%	47%
Top2box	25%	27%	21%	20%	18%	22%	27%	27%	14%	27%	23%	46%	23%	9%	50%	24%	9%	43%	23%	9%	24%	27%	25%	18%	26%	40%	14%	30%	29%
Bottom2box	75%	73%	79%	80%	82%	78%	73%	73%	86%	73%	77%	54%	77%	91%	50%	76%	91%	57%	77%	91%	76%	73%	75%	82%	74%	60%	86%	70%	71%

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	228	246	260	196	273	298	576	453	472	621	473	406	413	442	213

Q17/Q21. How likely are you to try out the services of a robo-advisor?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Definitely going to try	4%	2%	5%	2%	2%	4%	5%	1%	5%	3%	8%	3%	1%	11%	3%	1%	5%	2%	4%	3%	3%	3%	3%	7%	3%	4%	4%	5%	
Likely to try	20%	18%	14%	17%	17%	22%	24%	16%	22%	19%	37%	20%	7%	36%	20%	10%	37%	20%	5%	19%	22%	20%	14%	20%	28%	12%	23%	23%	
Unlikely to try	33%	39%	38%	37%	38%	36%	31%	29%	35%	34%	32%	34%	36%	29%	33%	39%	29%	35%	34%	29%	28%	40%	32%	29%	36%	35%	34%	31%	29%
Definitely not going to try	42%	39%	42%	43%	43%	42%	42%	48%	38%	46%	18%	40%	62%	15%	36%	61%	22%	44%	64%	48%	34%	44%	53%	41%	27%	51%	40%	41%	
I've already had advice from or bought investments using a robo-advisor	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	1%	5%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	2%	
Top2box	24%	20%	19%	19%	18%	20%	26%	28%	17%	26%	21%	45%	23%	9%	47%	24%	10%	43%	22%	7%	24%	25%	23%	17%	22%	35%	15%	27%	28%
Top2box/Already had advice using a robo-advisor	25%	21%	20%	21%	19%	22%	27%	29%	17%	28%	22%	48%	23%	9%	52%	25%	10%	44%	22%	7%	24%	27%	24%	18%	23%	38%	16%	29%	30%
Bottom2box	75%	79%	80%	79%	81%	78%	73%	71%	83%	72%	78%	52%	77%	91%	48%	75%	90%	56%	78%	93%	76%	73%	76%	82%	77%	62%	84%	71%	70%