

The Reputation of Canada's Banks

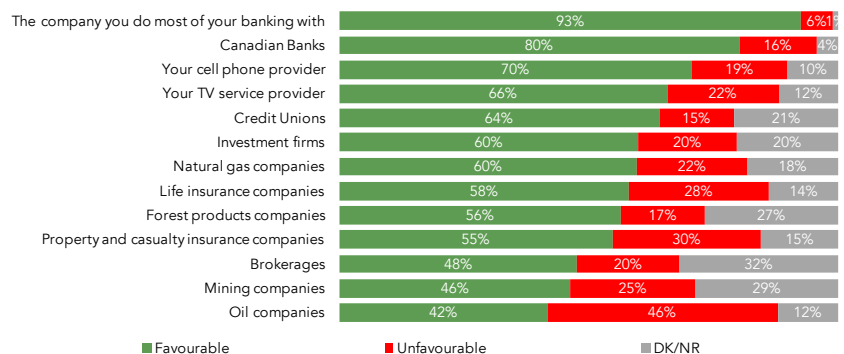
By: Bruce Anderson, Chairman, Abacus Data.

Abacus Data conducted a nationwide survey on behalf of the Canadian Bankers Association to measure the reputation of banks and other sectors and to track changes in how Canadians bank and interact with their financial institutions. The survey was conducted by telephone with 1,000 adult Canadians from December 16 to 29, 2015.

STRONG FAVOURABLE IMPRESSION OF BANKS

Today, the very large majority of Canadian consumers (84%) have a favourable view of Canada's banks. Even more (93%) say they have a favourable view of the bank they deal with personally.

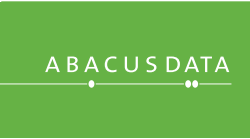
IMPRESSIONS OF DIFFERENT SECTORS



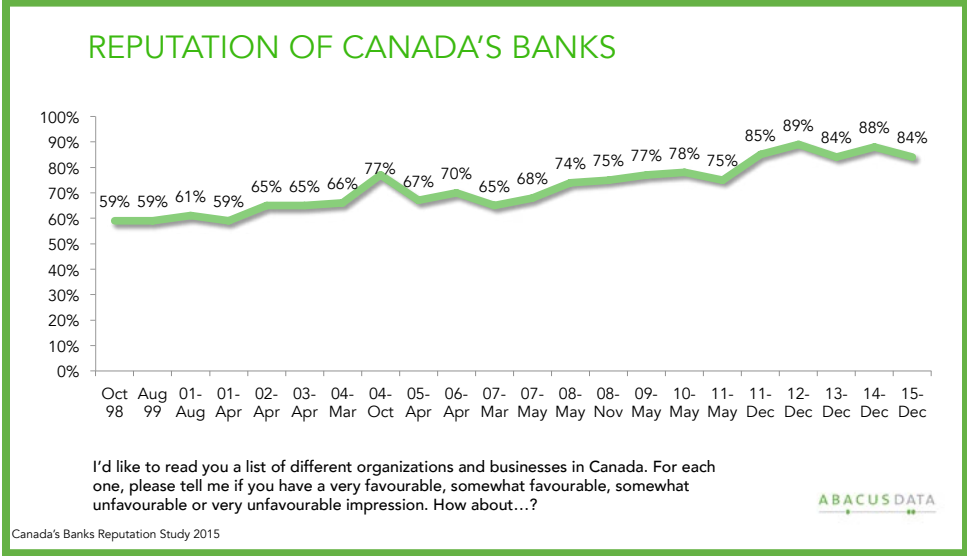
I'd like to read you a list of different organizations and businesses in Canada. For each one, please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression. How about...?



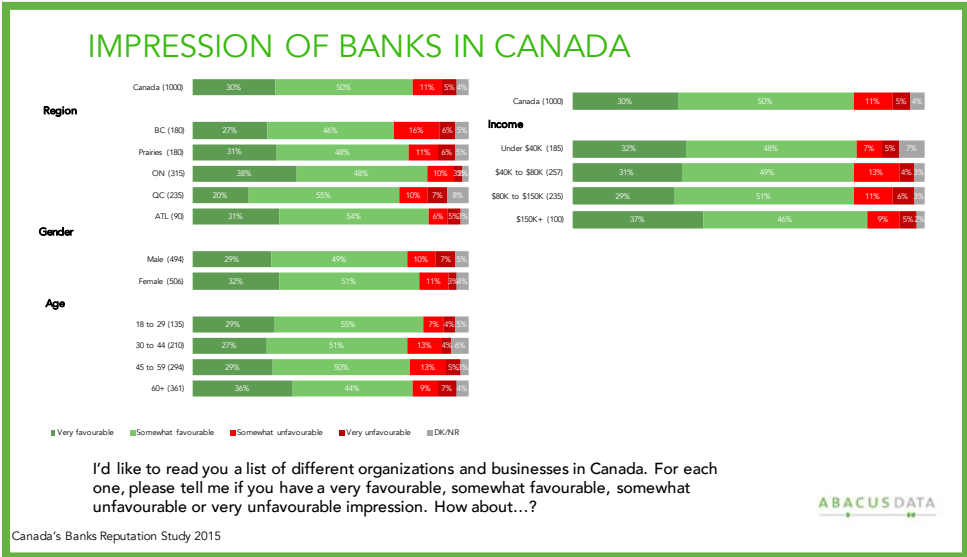
Canada's Banks Reputation Study 2015



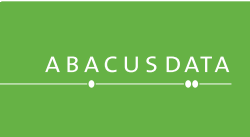
Over fifteen years, tracking studies show a roughly 15 point gain in public regard for the banking industry. We note a slight softening of favourability in the last year, and given that we have seen similar patterns for every other sector, believe this is likely to do with a weakening of the economic mood of the country. There is no other evidence that suggests a weakened reputation for the sector.



Positive feelings about banks are the norm in all regions and across all demographic groups.

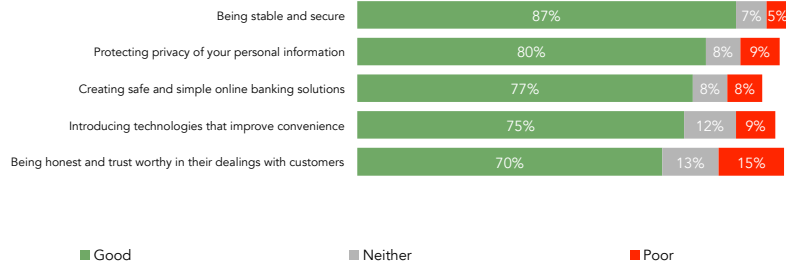


The positive reputation of the industry is anchored by positive consumer assessments of how banks are serving their needs and making a useful contribution to the economy as well.



By wide margins people give banks positive marks for being stable and secure, introducing convenient technologies, being accountable and trustworthy, helping people make wise money choices and making a useful contribution to the Canadian economy.

RATING BANKS' PERFORMANCE



Canada's Banks Reputation Study 2015

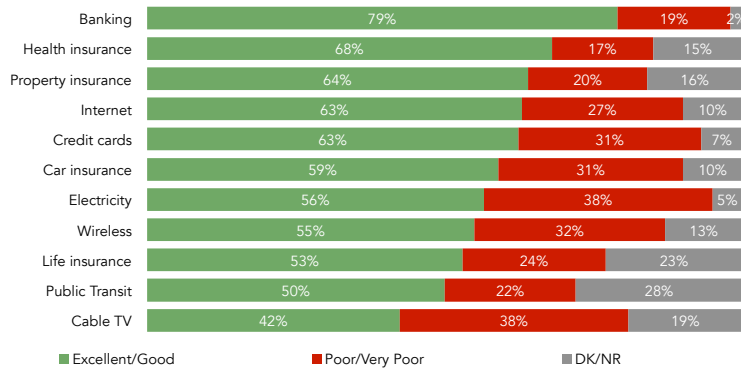


VALUE FOR MONEY

Banks rate very well compared to a wide range of other services consumers use regularly, when it comes to consumer assessments of value for money.

Fully 79% say they feel the fees they pay for banking services represent excellent or good value, more than 10 percentage points higher than all other industries in the survey.

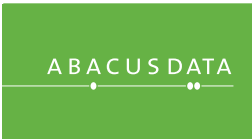
VALUE FOR MONEY



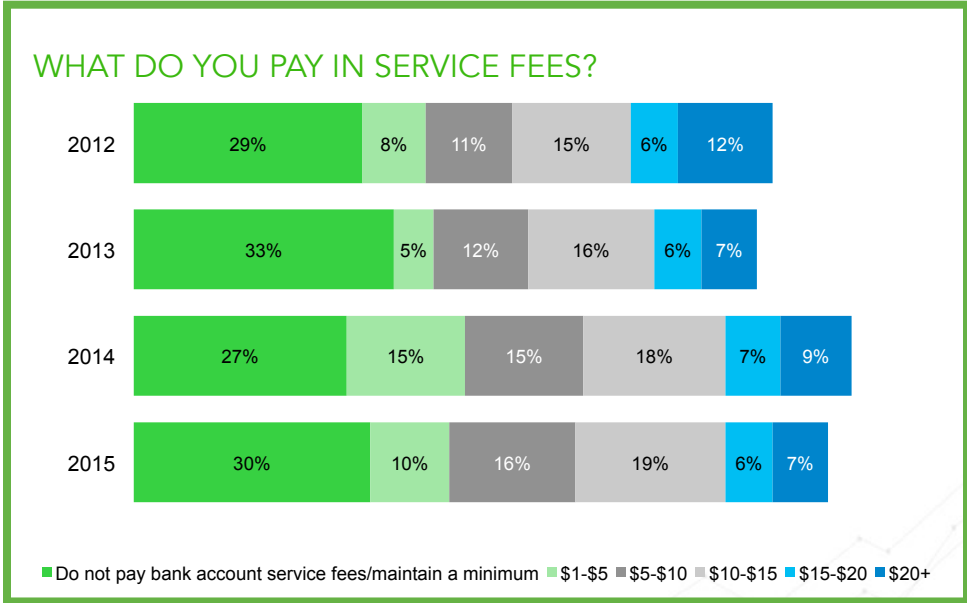
When you think about the fees you pay for the service you receive, please tell me if you feel you get excellent, good, poor, or very poor value.

Canada's Banks Reputation Study 2015





Forty per cent of people pay less than \$5 a month in service fees for their primary bank account, including 30% who pay nothing at all. Since the first time we asked this question, in 2012, the number of people who report paying more than \$15 has dropped from 18% to 13%.



AMPLE CHOICE IN BANKING SERVICES

The large majority of people say they have enough choice or more than enough choice when it comes to companies that they can do their banking with.

Just under one in five have actually switched their bank account from one financial institution to another in the past three years and of those, 79% found that it was easy to do. A total of 32% say at one time or another they have switched banks in order to find a more attractive fee for their service arrangements.



CONCLUSIONS

This year's survey results show continued strength in the reputation of Canada's banks, considerably higher than the levels seen a decade ago.

Most people see Canada's banks as providing valuable services at reasonable fees, improving convenience, and making a useful contribution to the economy. The fact that our banks have proven to be stable through difficult economic conditions adds to the confidence they enjoy in public opinion terms.

Given the rising use of online and remote banking technologies, for many people, the physical bank branch is not as important a part of the service arrangements as was the case in the past. On the whole, banks seem to be meeting the evolving service expectations of Canadians.

METHODOLOGY

The analysis in this report is based on telephone interviews conducted from December 16 to 29, 2015 among a national sample of 1,000 adults, 18 years of age or older. The margin of error for this study is +/- 3.1%, 19 times out of 20.

Interviews were conducted in English and French. The data was weighted to match Canada's population based on age, gender, and region.