pollara strategic insights

Q1 - Do any of the following apply to you?
[YES SUMMARY TABLE]

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Total Respondents													
Unweighted Base	2403	383	509	611	200	300	397	1144	1259	584	630	574	615
Weighted Base	2403	167	487	961	160	276	350	1172	1231	556	676	597	574
AT LEAST 1 INVESTMENT	99%	99%	100%	100%	99%	99%	100%	99%	100%	99%	99%	100%	100%
I have an account with a bank	93%	93%	89%	95%	94%	95%	94%	94%	93%	92%	95%	94%	93%
I have a credit card	85%	80%	90%	86%	76%	83%	84%	85%	85%	78%	83%	84%	96%
I have a Tax Free Savings Account (TFSA)	59%	53%	61%	59%	53%	60%	62%	63%	56%	60%	59%	53%	65%
I have a Registered Retirement Savings Plan (RRSP)	48%	41%	53%	47%	46%	47%	47%	52%	44%	46%	54%	51%	38%
I have an account with a bank-owned investment arm (e.g. TD Direct Investing, RBC Dominion Securities, BMO InvestorLine)	41%	37%	30%	47%	34%	43%	44%	45%	37%	52%	42%	40%	31%
I speak regularly with a financial advisor about my investments	33%	32%	38%	34%	31%	32%	29%	35%	32%	31%	27%	33%	43%
I have an account with a financial technology company (e.g. Wealthsimple, Questrade, KOHO)	29%	27%	18%	33%	29%	37%	29%	33%	25%	48%	38%	20%	9%
I have an account with a credit union	20%	16%	21%	16%	29%	18%	30%	21%	19%	21%	22%	17%	22%
I have a Registered Retirement Income Fund (RRIF)	18%	20%	21%	19%	18%	17%	14%	19%	18%	16%	10%	13%	36%
I have a Registered Education Savings Plan (RESP)	17%	11%	16%	19%	17%	20%	15%	17%	18%	23%	26%	14%	5%

Q2 - Do you own or invest in any of the following?

[YES SUMMARY TABLE]

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Total Respondents													
Unweighted Base	2403	383	509	611	200	300	397	1144	1259	584	630	574	615
Weighted Base	2403	167	487	961	160	276	350	1172	1231	556	676	597	574
AT LEAST 1 INVESTMENT	82%	80%	78%	82%	77%	87%	85%	85%	79%	83%	79%	80%	85%
I have a bank savings account that gets interest	69%	69%	57%	72%	68%	76%	72%	71%	67%	70%	66%	68%	73%
I own mutual funds	36%	31%	39%	36%	28%	36%	36%	40%	32%	31%	34%	36%	42%
I own Guaranteed Investment Certificates (GICs)	30%	24%	31%	29%	23%	32%	34%	32%	28%	27%	28%	29%	36%
I own individual stocks	29%	25%	23%	30%	21%	35%	34%	36%	22%	35%	33%	25%	21%
I own Exchange-Traded Funds (ETFs)	22%	17%	20%	23%	17%	27%	22%	27%	17%	29%	27%	17%	14%
I have other types of investments not listed above	17%	16%	16%	17%	20%	17%	18%	20%	14%	19%	19%	14%	16%
I own digital assets like cryptocurrency (crypto)	16%	14%	9%	18%	14%	19%	16%	23%	9%	26%	23%	11%	2%
I own bonds	13%	9%	15%	13%	11%	14%	11%	15%	11%	15%	16%	11%	11%
I own structured notes	6%	4%	8%	7%	4%	6%	6%	8%	5%	12%	8%	2%	4%

Q3 - Would you support or oppose the creation of a Maple Investment TFSA?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Total Respondents													
Unweighted Base	2403	383	509	611	200	300	397	1144	1259	584	630	574	615
Weighted Base	2403	167	487	961	160	276	350	1172	1231	556	676	597	574
TOTAL SUPPORT [NET]	**78%**	**73%**	**75%**	**81%**	**74%**	**80%**	**77%**	**81%**	**76%**	**77%**	**81%**	**76%**	**77%**
Strongly support	38%	37%	31%	41%	38%	38%	41%	40%	36%	35%	43%	38%	36%
Somewhat support	40%	35%	44%	40%	36%	42%	36%	40%	39%	41%	38%	39%	41%
TOTAL OPPOSE [NET]	**6%**	**7%**	**9%**	**5%**	**4%**	**7%**	**5%**	**7%**	**6%**	**9%**	**5%**	**5%**	**6%**
Somewhat oppose	4%	5%	6%	3%	3%	4%	4%	4%	4%	7%	4%	3%	3%
Strongly oppose	2%	2%	3%	2%	2%	3%	2%	3%	2%	2%	1%	2%	3%
Not sure	16%	20%	16%	14%	21%	14%	18%	13%	19%	15%	13%	18%	17%
NET	72%	65%	66%	76%	70%	73%	71%	74%	70%	68%	76%	71%	71%

Q4a - Based on these details, would you support or oppose the creation of a Maple Investment TFSA?

[The Government of Canada would contribute an amount equal to the first $1,000 you invest. So if you invest $1,000 in your TFSA, the government would contribute an additional $1,000 to your TFSA.]

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents qualifies for First Way													
Unweighted Base	803	124	165	223	48	113	129	401	402	195	221	185	202
Weighted Base	823	54	160	344	42	106	117	435	388	187	241	200	196
TOTAL SUPPORT [NET]	79%	74%	75%	82%	81%	82%	76%	80%	77%	79%	85%	71%	79%
Strongly support	38%	39%	38%	39%	33%	37%	39%	39%	37%	34%	43%	35%	40%
Somewhat support	41%	34%	37%	43%	48%	45%	37%	41%	40%	45%	42%	36%	39%
TOTAL OPPOSE [NET]	8%	14%	9%	7%	11%	7%	8%	11%	6%	10%	6%	12%	7%
Somewhat oppose	5%	8%	6%	4%	6%	6%	5%	7%	3%	8%	5%	6%	2%
Strongly oppose	3%	6%	3%	4%	5%	1%	3%	3%	3%	1%	2%	5%	5%
Not sure	13%	12%	16%	11%	8%	11%	16%	9%	17%	11%	9%	17%	14%
NET	71%	60%	65%	74%	70%	74%	68%	70%	71%	69%	79%	60%	73%

Q4b - Based on these details, would you support or oppose the creation of a Maple Investment TFSA?

***[The Government of Canada would contribute an amount equal to 50% of the first $1,000 you invest.
So if you invest $1,000 in your TFSA, the government would contribute an additional $500 to your TFSA.]***

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents qualifies for Second Way													
Unweighted Base	800	117	177	183	90	95	137	367	433	184	210	198	208
Weighted Base	799	53	171	295	69	92	118	381	418	182	221	209	186
TOTAL SUPPORT [NET]	79%	63%	82%	80%	76%	81%	77%	80%	77%	78%	80%	81%	75%
Strongly support	39%	29%	35%	43%	40%	32%	42%	41%	36%	33%	47%	37%	35%
Somewhat support	40%	34%	47%	37%	35%	49%	35%	38%	41%	45%	33%	43%	40%
TOTAL OPPOSE [NET]	8%	12%	8%	7%	6%	5%	9%	9%	7%	10%	8%	6%	8%
Somewhat oppose	4%	7%	5%	4%	2%	2%	7%	5%	4%	8%	5%	3%	3%
Strongly oppose	3%	4%	3%	4%	3%	3%	2%	4%	3%	2%	3%	3%	5%
Not sure	14%	26%	9%	13%	19%	13%	14%	11%	16%	12%	12%	14%	17%
NET	71%	51%	74%	72%	70%	76%	67%	71%	70%	69%	72%	75%	67%

Q4c - Based on these details, would you support or oppose the creation of a Maple Investment TFSA?

***[The Government of Canada would contribute an amount equal to 20% of the first $1,000 you invest.
So if you invest $1,000 in your TFSA, the government would contribute an additional $200 to your TFSA.]***

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents qualifies for Third Way													
Unweighted Base	800	142	167	205	62	92	131	376	424	205	199	191	205
Weighted Base	781	60	156	322	49	78	115	356	425	187	214	188	192
TOTAL SUPPORT [NET]	76%	79%	74%	77%	81%	77%	70%	76%	75%	72%	79%	78%	73%
Strongly support	36%	39%	26%	40%	30%	45%	33%	38%	35%	34%	31%	40%	40%
Somewhat support	39%	39%	48%	36%	51%	31%	37%	38%	41%	38%	49%	38%	32%
TOTAL OPPOSE [NET]	10%	10%	9%	9%	4%	10%	14%	13%	8%	16%	6%	7%	11%
Somewhat oppose	6%	8%	6%	5%	3%	4%	10%	7%	5%	11%	3%	3%	7%
Strongly oppose	4%	3%	3%	5%	1%	6%	4%	5%	3%	5%	3%	3%	5%
Not sure	14%	11%	16%	14%	15%	13%	16%	11%	17%	12%	15%	15%	16%
NET	66%	68%	65%	67%	77%	66%	56%	63%	68%	56%	73%	71%	61%

Q4-merged - Based on these details, would you support or oppose the creation of a Maple Investment TFSA?

[Merged]

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Total Respondents													
Unweighted Base	2403	383	509	611	200	300	397	1144	1259	584	630	574	615
Weighted Base	2403	167	487	961	160	276	350	1172	1231	556	676	597	574
TOTAL SUPPORT [NET]	78%	72%	77%	79%	79%	80%	74%	79%	77%	76%	82%	77%	76%
Strongly support	38%	36%	33%	41%	35%	38%	38%	40%	36%	34%	41%	37%	39%
Somewhat support	40%	36%	44%	39%	43%	43%	36%	39%	41%	43%	41%	39%	37%
TOTAL OPPOSE [NET]	9%	12%	9%	8%	7%	8%	10%	11%	7%	12%	7%	8%	9%
Somewhat oppose	5%	8%	6%	4%	4%	4%	8%	7%	4%	9%	4%	4%	4%
Strongly oppose	3%	4%	3%	4%	3%	3%	3%	4%	3%	3%	3%	4%	5%
Not sure	14%	16%	14%	13%	15%	12%	15%	10%	16%	12%	12%	15%	16%
NET	69%	60%	68%	71%	72%	73%	64%	68%	70%	65%	75%	69%	67%

Q5 - If the Maple Investment TFSA was created, how likely would you be to switch some of your TFSA investments from foreign to Canadian investments?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents have TFSA and income less than $90k													
Unweighted Base	766	102	170	198	60	98	138	359	407	176	174	160	256
Weighted Base	792	46	161	319	49	95	123	389	404	185	201	161	245
TOTAL LIKELY [NET]	66%	63%	64%	65%	69%	74%	64%	66%	66%	73%	72%	69%	55%
Very likely	27%	35%	23%	30%	28%	20%	24%	26%	27%	21%	25%	29%	30%
Somewhat likely	39%	28%	41%	35%	41%	54%	40%	39%	39%	51%	47%	39%	24%
TOTAL UNLIKELY [NET]	18%	13%	24%	20%	22%	13%	12%	23%	14%	19%	15%	15%	22%
Not very likely	12%	8%	18%	12%	18%	9%	8%	17%	8%	15%	10%	10%	14%
Not at all likely	6%	5%	6%	8%	4%	4%	3%	6%	6%	4%	5%	5%	8%
Not sure	16%	23%	12%	15%	9%	13%	24%	12%	20%	8%	13%	16%	23%

Q6 - What is your best estimate of the total dollar figure amount you would switch from foreign investments to Canadian investments?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents likely to switch some of their TFSA investments from foreign to Canadian investments													
Unweighted Base	503	68	105	131	42	69	88	235	268	128	128	106	141
Weighted Base	523	29	104	208	33	70	79	255	268	134	144	111	134
0-$1000	19%	14%	19%	19%	17%	24%	16%	20%	17%	30%	23%	12%	7%
$1001 - $5000	17%	13%	13%	19%	10%	22%	14%	19%	15%	20%	17%	12%	17%
$5001 – $10K	7%	8%	8%	5%	5%	8%	11%	8%	6%	6%	6%	6%	10%
More than $10K	18%	16%	20%	20%	21%	16%	14%	21%	16%	16%	18%	24%	17%
Not sure	39%	48%	40%	37%	46%	30%	46%	33%	45%	28%	35%	45%	49%
Mean	18311.4	14404.3	19379.9	18922	15824.1	18367.9	17205.2	17795.2	18906	9779.3	17599.1	31517.7	19576.1
Median	5000	5000	5000	5000	5000	5000	5000	5000	5000	2000	5000	10000	10000

Q7 - If the Maple Investment TFSA was created, how likely would you be to invest additional money in your TFSA in the next year?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents have TFSA and income less than $90k													
Unweighted Base	766	102	170	198	60	98	138	359	407	176	174	160	256
Weighted Base	792	46	161	319	49	95	123	389	404	185	201	161	245
TOTAL LIKELY [NET]	68%	72%	66%	66%	69%	77%	67%	71%	66%	77%	73%	73%	54%
Very likely	28%	34%	25%	27%	33%	27%	32%	30%	26%	27%	29%	29%	28%
Somewhat likely	40%	38%	41%	39%	35%	50%	35%	40%	40%	50%	44%	44%	27%
TOTAL UNLIKELY [NET]	18%	15%	25%	19%	22%	12%	12%	19%	17%	17%	14%	14%	25%
Not very likely	12%	9%	20%	12%	17%	7%	9%	14%	11%	15%	9%	8%	16%
Not at all likely	6%	6%	5%	7%	6%	5%	4%	6%	6%	2%	5%	6%	9%
Not sure	14%	12%	10%	15%	9%	11%	20%	10%	17%	7%	12%	13%	20%

Q8 - If the Maple Investment TFSA was created, how likely would you be to make Canadian investments in your TFSA in the next year?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents do not have TFSA and income less than $90k													
Unweighted Base	666	119	122	169	67	79	109	268	398	152	173	191	150
Weighted Base	730	58	131	301	60	76	104	312	418	159	195	223	153
TOTAL LIKELY [NET]	54%	47%	46%	58%	58%	45%	58%	54%	53%	65%	61%	49%	40%
Very likely	15%	15%	9%	17%	8%	16%	17%	16%	14%	14%	15%	18%	11%
Somewhat likely	39%	33%	37%	40%	50%	29%	41%	38%	40%	51%	46%	31%	29%
TOTAL UNLIKELY [NET]	25%	30%	34%	18%	21%	33%	24%	27%	23%	20%	20%	23%	37%
Not very likely	12%	18%	19%	8%	8%	15%	13%	15%	10%	15%	11%	10%	15%
Not at all likely	12%	12%	14%	11%	13%	18%	11%	12%	12%	5%	9%	13%	22%
Not sure	22%	22%	20%	24%	21%	21%	18%	19%	24%	15%	19%	28%	23%

Q9 - When someone sells an investment for a profit, they usually have to pay tax on what is called a capital gain. A capital gain is the profit they made from the investment. Currently, in some circumstances, when an investor sells units of an ETF, part of the capital gain can be assigned to other investors who still hold the same ETF. This means investors who did not sell their ETF may have to pay tax on a capital gain they did not trigger. Is this something you knew before?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Total Respondents													
Unweighted Base	2403	383	509	611	200	300	397	1144	1259	584	630	574	615
Weighted Base	2403	167	487	961	160	276	350	1172	1231	556	676	597	574
Yes, I knew this was the case	20%	19%	18%	23%	15%	17%	18%	24%	15%	31%	23%	16%	10%
No, I thought the capital gain on ETF sales was only assigned to the investor who sells the ETF	30%	28%	33%	28%	31%	35%	28%	33%	27%	31%	34%	29%	26%
I didn’t know much about this topic before	50%	54%	48%	49%	53%	48%	54%	42%	57%	39%	43%	55%	64%

Q10 - Some have proposed changing the tax rules so that when an investor sells ETF units, any capital gains are assigned to the seller, and not to the other investors who still hold the ETF. Would you support or oppose this change?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Total Respondents													
Unweighted Base	2403	383	509	611	200	300	397	1144	1259	584	630	574	615
Weighted Base	2403	167	487	961	160	276	350	1172	1231	556	676	597	574
TOTAL SUPPORT [NET]	**61%**	**58%**	**56%**	**63%**	**61%**	**64%**	**62%**	**69%**	**53%**	**69%**	**65%**	**55%**	**55%**
Strongly support	26%	27%	20%	28%	29%	27%	28%	31%	22%	26%	29%	24%	25%
Somewhat support	35%	31%	36%	35%	32%	36%	34%	38%	31%	42%	36%	31%	30%
TOTAL OPPOSE [NET]	**9%**	**8%**	**9%**	**9%**	**10%**	**10%**	**9%**	**9%**	**9%**	**12%**	**9%**	**8%**	**8%**
Somewhat oppose	7%	6%	8%	7%	8%	8%	7%	7%	7%	10%	7%	6%	5%
Strongly oppose	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Not sure	30%	35%	34%	28%	29%	26%	29%	22%	37%	19%	26%	37%	38%
NET	52%	50%	47%	54%	51%	53%	54%	60%	44%	57%	56%	47%	47%

Q11 - Thinking about this, would you support or oppose changing tax rules so that Canadian and American ETFs have the same tax rules?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Total Respondents													
Unweighted Base	2403	383	509	611	200	300	397	1144	1259	584	630	574	615
Weighted Base	2403	167	487	961	160	276	350	1172	1231	556	676	597	574
TOTAL SUPPORT [NET]	61%	60%	53%	63%	61%	65%	61%	68%	53%	68%	63%	56%	56%
Strongly support	27%	30%	18%	30%	24%	32%	30%	33%	22%	27%	27%	27%	28%
Somewhat support	33%	30%	35%	34%	36%	32%	31%	36%	31%	40%	36%	29%	28%
TOTAL OPPOSE [NET]	11%	11%	10%	12%	13%	11%	11%	11%	12%	12%	11%	12%	9%
Somewhat oppose	9%	8%	7%	10%	9%	7%	8%	8%	9%	11%	8%	9%	6%
Strongly oppose	3%	3%	3%	2%	5%	4%	4%	3%	3%	1%	3%	3%	4%
Not sure	28%	30%	37%	25%	26%	25%	28%	21%	35%	20%	26%	32%	35%
NET	50%	49%	44%	52%	47%	54%	50%	58%	42%	55%	52%	44%	47%

Q12 - If these changes to tax rules around ETFs were made, how likely would you be to switch some of your investments from foreign investments to Canadian investments?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents own or invests in ETFs													
Unweighted Base	585	82	115	168	41	81	97	340	245	192	183	111	99
Weighted Base	526	28	99	218	27	75	78	311	214	162	183	99	82
TOTAL LIKELY [NET]	62%	66%	52%	70%	69%	69%	42%	66%	57%	67%	70%	55%	45%
Very likely	24%	29%	13%	34%	11%	18%	18%	28%	18%	23%	29%	19%	20%
Somewhat likely	38%	36%	39%	37%	58%	52%	23%	38%	39%	44%	41%	36%	25%
TOTAL UNLIKELY [NET]	21%	14%	34%	16%	19%	21%	18%	20%	21%	16%	20%	26%	24%
Not very likely	17%	12%	34%	13%	14%	14%	11%	17%	17%	14%	15%	23%	20%
Not at all likely	4%	2%	0	3%	5%	7%	7%	3%	4%	3%	5%	3%	4%
Not sure	10%	13%	8%	9%	12%	5%	20%	7%	14%	9%	6%	11%	21%
My ETF investments are already all Canadian	7%	7%	6%	4%	-	5%	20%	6%	8%	8%	4%	8%	11%

Q13 - If these changes to tax rules around ETFs were made, how likely would you be to invest additional money in Canadian ETFs in the next year?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents own or invests in ETFs													
Unweighted Base	585	82	115	168	41	81	97	340	245	192	183	111	99
Weighted Base	526	28	99	218	27	75	78	311	214	162	183	99	82
TOTAL LIKELY [NET]	74%	78%	68%	78%	78%	69%	69%	78%	68%	77%	80%	70%	59%
Very likely	30%	37%	28%	35%	23%	31%	17%	35%	22%	29%	33%	26%	27%
Somewhat likely	44%	41%	40%	44%	56%	38%	52%	43%	46%	47%	47%	43%	32%
TOTAL UNLIKELY [NET]	16%	13%	21%	14%	8%	18%	14%	15%	16%	14%	14%	17%	20%
Not very likely	14%	12%	20%	12%	6%	15%	10%	13%	14%	13%	12%	13%	18%
Not at all likely	2%	1%	1%	2%	2%	3%	4%	2%	2%	1%	2%	3%	2%
Not sure	11%	10%	11%	7%	13%	13%	18%	7%	16%	9%	6%	14%	21%

Q14 - If these changes to tax rules around ETFs were made, how likely would you be to invest money in Canadian ETFs in the next year?

	Total	Province						Gender		Age			
		Atlantic	Quebec	Ontario	MB + SK	Alberta	BC	Men	Women	18-34	35-49	50-64	65+
Base: Respondents do not own or invests in ETFs													
Unweighted Base	1818	301	394	443	159	219	300	804	1014	392	447	463	516
Weighted Base	1877	139	388	743	133	201	272	860	1017	394	493	498	492
TOTAL LIKELY [NET]	46%	48%	40%	49%	50%	46%	47%	49%	44%	54%	54%	45%	35%
Very likely	12%	15%	7%	14%	10%	10%	12%	13%	11%	15%	12%	11%	9%
Somewhat likely	35%	33%	33%	35%	41%	36%	34%	36%	34%	39%	42%	33%	26%
TOTAL UNLIKELY [NET]	28%	25%	36%	26%	29%	25%	24%	32%	24%	24%	25%	26%	34%
Not very likely	17%	13%	22%	17%	16%	15%	13%	20%	14%	18%	17%	14%	18%
Not at all likely	11%	12%	15%	9%	13%	10%	10%	12%	10%	6%	8%	12%	16%
Not sure	26%	27%	23%	26%	21%	29%	30%	19%	32%	22%	21%	29%	30%