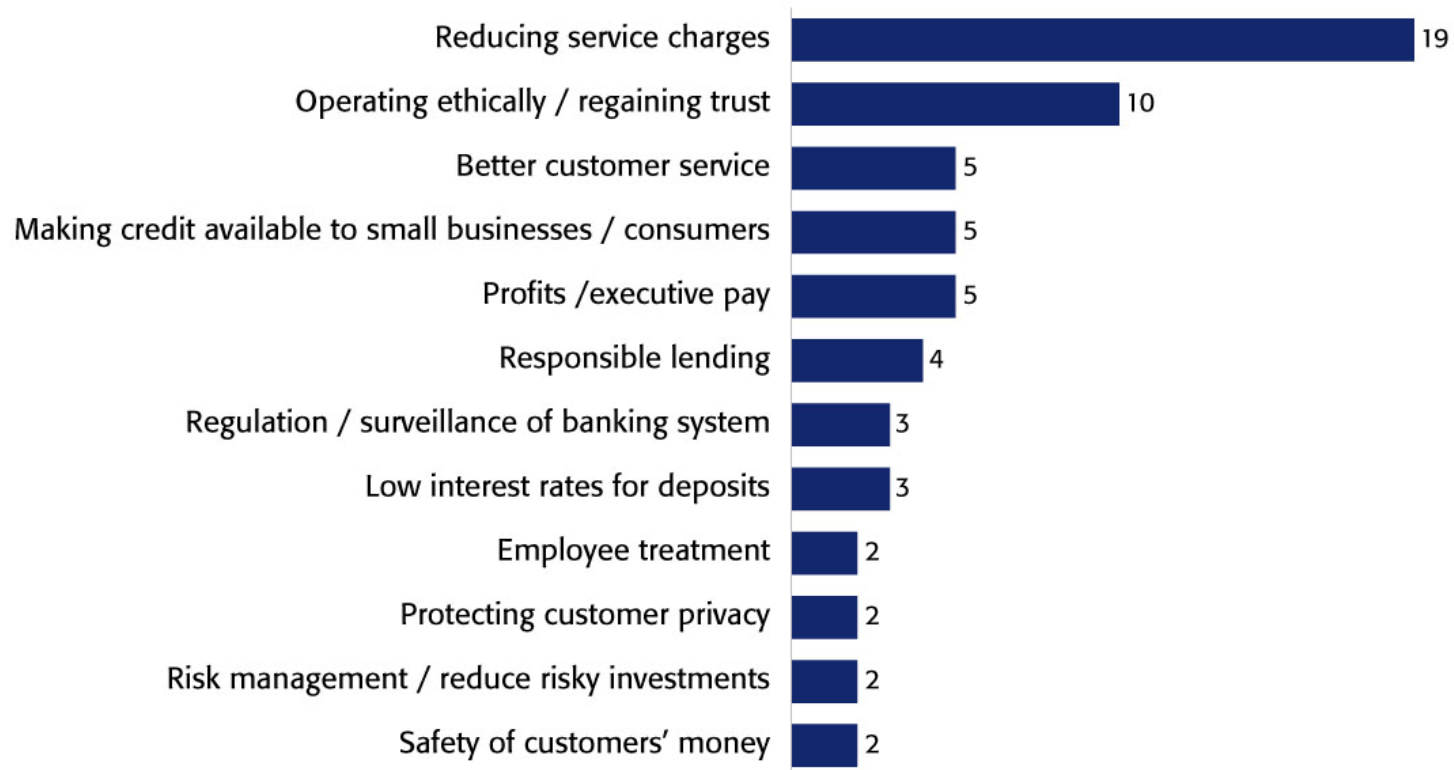


Canadians are calling on banking/financial services industry to reduce services charges; operating ethically and regaining trust are also priorities



Most Important Issue the Banks / Financial Services Industry Needs to Address

Unprompted, Canada, 2012



R12W2_17a_Can

Q17. And what about the Banking/Financial Services industry—what is the most important issue it needs to address?



evidence and ideas. **applied**

For twenty-five years, GlobeScan has helped clients measure and build value-generating relationships with their stakeholders, and to work collaboratively in delivering a sustainable and equitable future.

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