

Table: 25

QA3. [SUMMARY - RANK 1-3] The statements below are a list of different financial priorities that you might have.

	Total	Age		
	All respondents	18-24	25-34	35+
	A	B	C	D
<b>Base: All Respondents</b>	<b>2000</b>	<b>200</b>	<b>360</b>	<b>1440</b>
Retirement savings	1075 54%	57 28%	165 46%	853 59%
			B	BC
General savings for a rainy day	944 47%	90 45%	158 44%	696 48%
Regular payments to reduce or eliminate debt	857 43%	98 49%	169 47%	590 41%
		D	D	
Just trying to keep my head above water	591 30%	87 44%	91 25%	413 29%
		CD		
Savings for a large self-rewarding purchase (vacation, etc.)	571 29%	73 36%	94 26%	404 28%
		CD		
Home ownership	556 28%	86 43%	172 48%	298 21%
		D	D	
Building an investment portfolio	481 24%	36 18%	85 24%	360 25%
				B

Home renovation	351	13	41	297
	18%	6%	11%	21%
				BC
Saving for children or grandchildren's education	339	24	64	251
	17%	12%	18%	17%
Supporting aging parents	158	34	38	86
	8%	17%	11%	6%
		CD	D	

Overlap formula used

- Column Proportions:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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A4NEW. Which of these priorities have you put money towards within the past 12 months?

	Total	Age		
	All respondents	18-24	25-34	35+
	A	B	C	D
<b>Base: All Respondents</b>	<b>2000</b>	<b>200</b>	<b>360</b>	<b>1440</b>
Regular payments to reduce or eliminate debt	859	93	183	583
	43%	46%	51%	40%
			D	
General savings for a rainy day	852	103	153	596
	43%	52%	42%	41%
		CD		
Retirement savings	828	28	135	665
	41%	14%	38%	46%
			B	BC
Just trying to keep your head above water	567	92	120	355
	28%	46%	33%	25%
		CD	D	
Savings for a large self-rewarding purchase (vacation, etc.)	564	75	106	383
	28%	38%	29%	27%
		D		
Building an investment portfolio	432	30	79	323
	22%	15%	22%	22%
			B	B
Home renovation	432	12	66	354
	22%	6%	18%	25%
			B	BC

Home ownership	399	40	101	258
	20%	20%	28%	18%
			BD	
Saving for children or grandchildren's education	272	7	57	208
	14%	4%	16%	14%
			B	B
Supporting aging parents	109	16	22	71
	5%	8%	6%	5%
None	119	11	15	93
	6%	6%	4%	6%
Sigma	5433	507	1037	3889
	272%	254%	288%	270%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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QC1. Do you currently have any Registered Retirement Savings Plans or RRSPs?

	Total	Age		
	All respondents	18-24	25-34	35+
	A	B	C	D
<b>Base: All Respondents</b>	<b>2000</b>	<b>200</b>	<b>360</b>	<b>1440</b>
Yes	1059	26	181	852
	53%	13%	50%	59%
			B	BC
Did have an RRSP; now have a RRIF	172	10	12	150
	9%	5%	3%	10%
				BC
No	690	137	147	406
	34%	68%	41%	28%
		CD	D	
Don't know	79	27	20	32
	4%	14%	6%	2%
		CD	D	
Sigma	2000	200	360	1440
	100%	100%	100%	100%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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QE1anew2013. If you could afford to put money into only one type of plan, either an RRSP or a TFSA, which would you be most likely to put money into?

	Total	Age		
	All respondents	18-24	25-34	35+
	A	B	C	D
<b>Base: All Respondents</b>	<b>2000</b>	<b>200</b>	<b>360</b>	<b>1440</b>
RRSP	519	41	108	370
	26%	20%	30%	26%
			B	
TFSA	999	86	171	742
	50%	43%	48%	52%
				B
Don't know	482	73	81	328
	24%	36%	22%	23%
		CD		
Sigma	2000	200	360	1440
	100%	100%	100%	100%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A, B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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