

	Region										Investable Assets					Household Income				
	Total	BC	Alberta	Man/Sask	Manitoba	Saskatchewan	Ontario	Quebec	Atlantic		<\$25K	\$25K to <\$50K	\$50K to <\$100K	\$100K to <\$200K	\$200K to <\$500K	\$500K+	<\$50k	\$50k- <\$100k	\$100k- <\$150k	\$150k+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: Total Answering - Non-retired	1451	196	169	118	64	54	465	375	128	601	237	134	225	152	102	437	547	234	110	
Base: Total Answering - Non-retired (wtd)	1477	190	156	82	41	40	591	368	90	630	238	131	223	150	104	461	548	231	112	
0	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
1	57	4	2	2	1	1	11	37	2	37	11	6	3	-	-	28	17	5	1	
2	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	
3	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	
5	4	-	-	-	-	-	-	4	-	4	1	-	-	-	-	3	1	-	-	
6	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	
7	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	
8	2	-	-	-	-	-	-	2	-	1	1	-	-	-	-	2	-	-	-	
9	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	
10	12	2	-	1	1	-	3	7	-	8	3	-	1	1	-	4	4	2	-	
15	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	
20	2	1	-	-	-	-	-	1	2	-	-	-	-	-	-	2	-	-	-	
30	3	-	-	-	-	-	1	1	1	2	1	-	-	-	-	2	1	-	-	
35	2	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	
40	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	
50	8	-	1	-	-	-	1	6	-	5	3	-	-	-	-	2	2	3	-	
60	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	
70	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	
75	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	
80	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	
100	11	-	2	-	-	-	1	7	1	8	2	1	1	-	-	7	4	1	-	
200	3	-	-	-	-	-	1	2	-	1	-	2	-	-	-	1	2	-	-	
300	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	2	-	-	-	
400	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	
500	10	1	-	1	-	1	3	3	1	2	1	4	1	2	-	2	7	-	1	
800	4	-	-	-	-	-	2	1	1	1	2	-	-	1	-	1	2	1	-	
900	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	
998	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	
1000	23	5	4	-	-	-	7	5	2	11	1	2	7	3	-	5	8	4	2	
1123	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	
1300	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	
1500	8	1	1	1	1	-	3	1	2	4	1	1	1	1	-	6	-	1	-	
1734	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	
2000	11	-	2	1	1	1	5	3	-	4	1	-	5	1	-	4	5	1	-	

2150	1	-	-	-	B	*	B*	1	-	-	-	-	-	-	JK	1	*	-	1	-	-
	*	-	-	-	-	*	*	*	-	-	-	-	-	-	-	1%	*	-	*	-	-
	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	J	*	-	1	-	-
2200	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-
	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	*	-	-	-	-
	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-
2300	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	*	-	1	-	-
	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-
	3	-	-	1	-	-	1	2	-	-	1	1	-	-	-	1	-	1	2	-	-
2500	*	-	-	1%	-	-	2%	*	-	-	*	1%	-	-	-	1%	-	*	*	-	-
	1	-	-	H	-	-	BCH*	-	-	-	1	-	-	-	-	-	*	-	1	-	-
	*	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-	*	-	-
2600	9	-	1	1	-	-	1	5	2	1	3	2	-	-	3	1	-	2	3	2	1
3000	1%	-	1%	1%	-	-	2%	1%	1%	1%	*	1%	-	-	1%	*	-	1%	*	1%	1%
	5	-	1	-	-	-	-	4	-	-	2	-	-	-	2	1	-	3	1	1	1
3500	*	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%	1%	-	1%	*	1%	1%
	2	-	-	-	-	-	-	2	-	-	-	-	-	-	1	1	-	1	-	-	1
4000	*	-	-	-	-	-	-	*	-	-	-	-	-	-	1%	1%	-	*	*	-	1%
	2	-	1	-	-	-	-	1	-	-	2	-	-	-	-	-	*	-	1	-	1
4500	*	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-	-	-	1%
	11	2	2	-	-	-	2	4	1	7	2	3	-	-	-	*	-	6	6	-	-
5000	1%	1%	1%	-	-	-	*	1%	1%	1%	1%	1%	2%	-	-	-	1%	1%	1%	-	-
	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	*	-	2	-	-
5888	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-
	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	*	-	1	-	-
6000	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-
	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	*	-	1	-	-
7800	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-
	30	2	3	2	1	1	12	9	3	20	5	4	1	-	-	-	17	7	1	1	1
10000	2%	1%	2%	2%	3%	2%	2%	2%	3%	3%	2%	3%	*	-	-	-	4%	1%	*	1%	1%
	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	*	QR	1	1	-
12000	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-
	6	-	-	-	-	-	6	1	-	4	-	-	1	1	-	-	4	1	1	-	-
15000	*	-	-	-	-	-	1%	*	-	1%	-	-	1%	1%	-	-	1%	*	1%	-	-
	17	1	1	1	1	1	9	4	2	11	3	-	1	2	-	-	10	3	1	-	-
20000	1%	*	1%	1%	2%	-	2%	1%	2%	2%	1%	-	*	1%	-	-	2%	*	1%	-	-
	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	*	Q	1	-	-
21000	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-
	1	-	-	-	-	-	-	1	1	-	-	1	1	-	-	-	1	1	-	-	-
24000	*	-	-	-	-	-	-	*	1%	-	-	*	*	-	-	-	*	*	-	-	-
	8	1	1	-	-	-	1	6	-	5	3	-	-	-	-	1	6	2	1	-	-
25000	1%	*	1%	-	-	-	*	2%	-	1%	1%	-	-	-	-	1%	1%	*	*	-	-
	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	2	-	-
27000	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-
	9	-	1	1	-	-	1	2	5	1	4	2	1	2	-	-	5	4	-	-	-
30000	1%	-	1%	1%	-	-	2%	*	1%	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	-
	3	1	-	-	-	-	1	1	-	1	2	-	-	-	-	-	-	1	-	-	-
35000	*	*	-	-	-	-	*	*	-	*	1%	-	-	-	-	-	-	*	*	-	-
	9	2	-	-	-	-	4	3	1	6	2	-	-	-	-	2	4	3	1	-	-
40000	1%	1%	-	-	-	-	1%	1%	1%	1%	1%	-	-	-	-	2%	1%	1%	*	-	-
	3	-	-	-	-	-	1	2	-	1	-	1	-	-	-	1	-	-	1	-	1
45000	*	-	-	-	-	-	*	*	-	*	-	1%	-	-	-	1%	-	-	*	1%	PQ
	67	9	7	2	2	1	25	19	4	40	13	6	5	2	1	32	26	7	-	-	-
50000	5%	5%	5%	3%	4%	2%	4%	5%	5%	MNO	6%	6%	4%	2%	1%	1%	7%	5%	3%	-	-
	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-
55000	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-
	11	1	-	1	1	-	5	5	-	7	1	1	-	-	-	1	2	7	2	-	-
60000	1%	*	-	1%	1%	-	1%	1%	-	1%	*	1%	-	-	-	1%	*	1%	1%	-	-
	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	2
65000	*	-	-	-	-	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%
	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	2	-	-	1	-	-
70000	*	-	-	-	-	-	-	*	1%	-	-	-	-	-	-	1%	-	*	-	-	-
	9	1	1	-	-	-	2	5	-	6	2	1	1	-	-	2	7	-	-	-	-
75000	1%	1%	1%	-	-	-	*	1%	-	1%	1%	1%	*	-	-	*	1%	-	-	-	-
	3	-	-	1	1	-	1	1	-	2	1	-	-	-	-	-	2	-	1	-	-
80000	*	-	-	1%	1%	-	*	*	-	*	*	-	-	-	-	-	*	-	*	-	-
	2	-	2	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-
90000	*	-	1%	-	-	-	-	-	-	*	-	1%	-	-	-	-	-	*	-	-	-
	140	17	13	7	6	1	55	41	7	87	28	11	14	-	1	56	46	21	4	-	-
100000	10%	9%	8%	9%	14%	3%	9%	11%	8%	14%	12%	8%	6%	-	1%	12%	8%	9%	4%	-	-
	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-
123456	*	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	*	-	-	-
	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-
124000	*	1%	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-
	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
125000	*	-	-	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	-	-	1%

					*	*									*				Q
130000	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-
					*	*								*			*		
140000	2	-	-	1	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1
	*	-	-	1%	2%	*	*	-	-	*	-	-	-	*	-	-	*	-	*
					BGH*	*								*			*		
150000	16	2	-	1	1	1	6	4	3	7	4	3	3	-	-	7	4	3	1
	1%	1%	-	2%	2%	2%	1%	1%	3%	1%	1%	2%	1%	-	-	1%	1%	1%	1%
					*	*				C				*			*		
199999	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	*	-	-	-	-	1%	-	-	-	-	-	1%
					*	*							J			*			Q
200000	68	8	5	3	2	1	31	17	4	36	13	5	10	4	-	26	26	7	7
	5%	4%	3%	3%	4%	2%	5%	5%	4%	6%	5%	4%	4%	3%	-	6%	5%	3%	7%
					*	*				O	O	O	O	*					
215000	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-
	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-
					*	*								*			*		
250000	55	6	5	6	3	3	19	12	7	24	10	3	10	6	1	20	20	10	3
	4%	3%	4%	7%	7%	8%	3%	3%	8%	4%	4%	3%	5%	4%	1%	4%	4%	4%	2%
					GH	*				GH				*			*		
270000	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	-
					*	*								*			*		
300000	56	9	9	4	1	3	11	18	5	23	13	2	9	9	1	16	31	5	2
	4%	5%	6%	5%	3%	2%	2%	5%	6%	4%	6%	1%	4%	6%	1%	3%	6%	2%	2%
					G	*	G*		G	G		O		O	*		R		
350000	7	1	1	-	-	-	4	2	-	1	-	-	4	1	1	2	-	2	2
	1%	*	1%	-	-	-	1%	1%	-	*	-	-	2%	1%	1%	*	-	1%	2%
					*	*							J	*			Q		Q
400000	28	5	1	2	1	1	14	3	3	8	2	4	4	7	1	7	14	6	-
	2%	3%	1%	2%	3%	2%	2%	1%	3%	1%	1%	3%	2%	5%	1%	1%	2%	3%	-
					*	*								JK	*				
401000	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-
					*	*								*			*		
450000	4	1	1	1	1	-	-	1	-	1	-	-	1	2	-	1	3	-	-
	*	1%	1%	2%	3%	-	-	*	-	*	-	-	*	1%	-	*	1%	-	-
					G	GH*	*						J	*			*		
475000	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	-	1%	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-
					*	*							*				*		
500000	178	27	28	13	5	8	69	31	9	62	26	14	38	28	11	43	72	30	18
	12%	14%	18%	16%	13%	20%	12%	8%	10%	10%	11%	10%	17%	19%	10%	9%	13%	13%	16%
		H	GH	H	*	H*							J	JK	*				
500001	2	-	-	-	-	-	1	1	-	2	-	-	-	-	-	2	-	-	-
	*	-	-	-	-	-	*	*	-	*	-	-	-	-	-	*	-	-	-
					*	*							*				*		
550000	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	-	-	1%	2%	-	-	-	-	-	-	-	-	*	-	-	-	*	-
					G	BGH*	*							*			*		
600000	19	-	2	1	1	-	9	7	1	4	5	3	3	4	1	3	10	1	1
	1%	-	1%	1%	1%	-	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	*	1%
					*	*								*			*		
625000	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	1%	-	-	-
					*	*								*			*		
680000	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-
					*	*								*			*		
700000	17	3	1	2	-	2	10	1	1	7	2	-	1	4	4	4	6	6	-
	1%	1%	1%	2%	-	4%	2%	*	1%	1%	1%	-	*	3%	3%	1%	1%	3%	-
		H	*	H*										LM*					
750000	18	4	1	1	1	1	11	1	-	5	4	1	1	5	3	3	10	4	1
	1%	2%	1%	2%	2%	2%	2%	*	-	1%	2%	1%	*	3%	2%	1%	2%	2%	1%
		H			*	H							JM	*					
800000	17	1	1	3	1	2	10	2	-	6	2	-	4	2	3	6	7	-	1
	1%	*	1%	4%	3%	4%	2%	1%	-	1%	1%	-	2%	1%	3%	1%	1%	-	1%
				BHI	I*	BHI*							*						
850000	5	1	-	-	-	-	3	1	-	-	1	-	2	-	2	-	3	1	1
	*	1%	-	-	-	-	1%	*	-	*	-	-	1%	-	2%	-	*	*	1%
					*	*							J	*	J*				P
900000	5	-	-	-	-	-	2	3	-	3	-	-	1	-	1	1	3	-	-
	*	-	-	-	-	-	*	1%	-	*	-	-	*	-	1%	*	*	-	-
					*	*							*				*		
999999	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-
					*	*							*				*		
1000000	213	34	28	11	5	6	93	39	10	69	29	24	43	21	27	48	84	42	16
	14%	18%	18%	13%	12%	14%	16%	11%	11%	11%	12%	18%	19%	14%	26%	11%	15%	18%	15%
		H	H	*	*	H						J	JK	*	JKN*	P	P		
1000001	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-
					*	*							*				*		
1100000	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	-
					*	*							*				*		
1111111	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	*	-	-	*	-	-	-	1%	-	-	-	-	-
					*	*							*				*		
1200000	7	1	1	-	-	-	5	-	-	2	-	-	1	-	2	1	1	2	1
	*	*	1%	-	-	-	1%	-	-	*	-	-	1%	-	2%	*	*	1%	1%
					*	*													
1234444	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-
					*	*							*				*		
1250000	3	-	1	-	-	-	1	1	1	1	1	1	-	1	-	1	1	-	1
	*	-	1%	-	-	-	*	*	1%	*	*	*	-	1%	-	*	*	-	1%
					*	*								*			*		
1300000	2	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1
	*	-	-	1%	-	2%	*	-	-	-	-	-	1%	-	1%	-	*	-	1%
					H	BCGH*								J*			P		P
1400000	2	-	-	-	-	-	-	2	-	2	-	-	-	-	-	2	-	-	-
	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-
					*	*							*			*			
1500000	35	5	3	3	1	1	23	1	1	7	5	5	4	9	6	3	14	14	3
	2%	2%	2%	3%	3%	3%	4%	*	1%	1%	2%	3%	2%	6%	6%	1%	3%	6%	3%
		H	H	H	H*	H*	H							JKM	J*	P	PQ	P	P
1700000	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-



Do you have a financial plan (either formal or informal)?

	Total		Region							Investable Assets						Household Income			
	Total	BC	Alberta	Man/Sask	Manitoba	Saskatche wan	Ontario	Quebec	Atlantic	<\$25K	\$25K to <\$50K	\$50K to <\$100K	\$100K to <\$200K	\$200K to <\$500K	\$500K+	<\$50k	\$50k- <\$100k	\$100k- <\$150k	\$150k+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
<b>Base: All Respondents</b>	<b>2000</b>	<b>283</b>	<b>240</b>	<b>186</b>	<b>93</b>	<b>93</b>	<b>607</b>	<b>489</b>	<b>195</b>	<b>746</b>	<b>299</b>	<b>182</b>	<b>300</b>	<b>264</b>	<b>209</b>	<b>650</b>	<b>729</b>	<b>287</b>	<b>129</b>
<b>Base: All Respondents (wtd)</b>	<b>2000</b>	<b>271</b>	<b>224</b>	<b>130</b>	<b>60</b>	<b>70</b>	<b>768</b>	<b>471</b>	<b>137</b>	<b>762</b>	<b>297</b>	<b>176</b>	<b>291</b>	<b>263</b>	<b>211</b>	<b>657</b>	<b>723</b>	<b>284</b>	<b>132</b>
Yes	1079	153	121	82	35	48	438	221	63	261	157	101	196	205	160	257	424	188	97
	54%	57%	54%	63%	58%	68%	57%	47%	46%	34%	53%	57%	67%	78%	76%	39%	59%	66%	74%
		HI		HI	*	CGHI*	HI				J	J	JKL	JKLM	JKLM		P	PQ	PQ
No	921	118	103	48	25	22	329	250	73	502	140	75	95	58	51	400	299	96	35
	46%	43%	46%	37%	42%	32%	43%	53%	54%	66%	47%	43%	33%	22%	24%	61%	41%	34%	26%
			F		*	*	F	BDFG	BDFG	KLMNO	MNO	MNO	NO			QRS	RS		
Sigma	2000	271	224	130	60	70	768	471	137	762	297	176	291	263	211	657	723	284	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A,B/C/D/E/F/G/H/I, J/K/L/M/N/O, P/Q/R/S

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

- Column Means:

Columns Tested (5%): A,B/C/D/E/F/G/H/I, J/K/L/M/N/O, P/Q/R/S

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

In what format is your financial plan?

	Total		Region							Investable Assets						Household Income			
	Total	BC	Alberta	Man/Sask	Manitoba	Saskatche wan	Ontario	Quebec	Atlantic	<\$25K	\$25K to <\$50K	\$50K to <\$100K	\$100K to <\$200K	\$200K to <\$500K	\$500K+	<\$50k	\$50k- <\$100k	\$100k- <\$150k	\$150k+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
<b>Base: Have A Financial Plan</b>	<b>1078</b>	<b>164</b>	<b>129</b>	<b>117</b>	<b>54</b>	<b>63</b>	<b>347</b>	<b>230</b>	<b>91</b>	<b>251</b>	<b>154</b>	<b>104</b>	<b>203</b>	<b>205</b>	<b>161</b>	<b>250</b>	<b>429</b>	<b>189</b>	<b>95</b>
<b>Base: Have A Financial Plan (wtd)</b>	<b>1079</b>	<b>153</b>	<b>121</b>	<b>82</b>	<b>35</b>	<b>48</b>	<b>438</b>	<b>221</b>	<b>63</b>	<b>261</b>	<b>157</b>	<b>101</b>	<b>196</b>	<b>205</b>	<b>160</b>	<b>257</b>	<b>424</b>	<b>188</b>	<b>97</b>
In my head	343	49	43	22	9	13	130	76	23	114	58	44	57	40	31	91	137	66	25
	32%	32%	35%	27%	26%	27%	30%	34%	37%	44%	37%	44%	29%	19%	19%	35%	32%	35%	25%
					*	*			*	MNO	NO	MNO*	NO						*
Electronic	341	54	38	17	8	10	153	65	14	78	45	31	62	73	52	74	118	68	49
	32%	35%	31%	21%	23%	20%	35%	29%	22%	30%	28%	31%	32%	35%	33%	29%	28%	36%	51%
		DFI			*	*	DFI		*		*								PQR*
On paper	341	38	35	37	16	21	137	70	23	57	48	24	63	81	68	75	153	48	22
	32%	25%	29%	45%	46%	45%	31%	32%	37%	22%	31%	23%	32%	40%	42%	29%	36%	26%	23%
				BCGH	BCG*	BCG*			B*		*	J	JL	JKL		RS			*
Other	54	12	5	6	2	4	19	10	3	11	6	2	14	12	9	17	16	6	1
	5%	8%	4%	7%	5%	8%	4%	5%	4%	4%	4%	2%	7%	6%	6%	7%	4%	3%	1%
					*	*			*		*					S			*
Sigma	1079	153	121	82	35	48	438	221	63	261	157	101	196	205	160	257	424	188	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A,B/C/D/E/F/G/H/I,J/K/L/M/N/O, P/Q/R/S

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

- Column Means:

Columns Tested (5%): A,B/C/D/E/F/G/H/I,J/K/L/M/N/O, P/Q/R/S

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

How confident are you that you will be able to save the amount you have in mind for your nest egg to ensure a comfortable financial future?

	Total		Region							Investable Assets						Household Income			
	Total	BC	Alberta	Man/Sask	Manitoba	Saskatche wan	Ontario	Quebec	Atlantic	<\$25K	\$25K to <\$50K	\$50K to <\$100K	\$100K to <\$200K	\$200K to <\$500K	\$500K+	<\$50k	\$50k- <\$100k	\$100k- <\$150k	\$150k+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
<b>Base: EMP01#7</b>	<b>1451</b>	<b>196</b>	<b>169</b>	<b>118</b>	<b>64</b>	<b>54</b>	<b>465</b>	<b>375</b>	<b>128</b>	<b>601</b>	<b>237</b>	<b>134</b>	<b>225</b>	<b>152</b>	<b>102</b>	<b>437</b>	<b>547</b>	<b>234</b>	<b>110</b>
<b>Base: EMP01#7 (wtd)</b>	<b>1477</b>	<b>190</b>	<b>156</b>	<b>82</b>	<b>41</b>	<b>40</b>	<b>591</b>	<b>368</b>	<b>90</b>	<b>630</b>	<b>238</b>	<b>131</b>	<b>223</b>	<b>150</b>	<b>104</b>	<b>461</b>	<b>548</b>	<b>231</b>	<b>112</b>
Very confident	237	31	22	10	6	4	109	52	13	48	37	21	50	31	48	45	94	47	40
	16%	16%	14%	12%	15%	9%	19%	14%	14%	8%	16%	16%	22%	21%	46%	10%	17%	20%	36%
Somewhat confident	663	63	64	33	16	16	294	174	35	233	115	65	109	92	48	167	259	126	57
	45%	33%	41%	40%	40%	41%	50%	47%	39%	37%	48%	49%	49%	61%	46%	36%	47%	55%	51%
I will never build up a big enough nest egg for a comfortable financial future	577	96	70	39	19	20	187	143	43	349	86	45	64	27	7	249	194	57	15
	39%	51%	45%	47%	45%	50%	32%	39%	47%	55%	36%	34%	29%	18%	7%	54%	35%	25%	13%
Sigma	1477	190	156	82	41	40	591	368	90	630	238	131	223	150	104	461	548	231	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A,B/C/D/E/F/G/H/I,J/K/L/M/N/O, P/Q/R/S

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

- Column Means:

Columns Tested (5%): A,B/C/D/E/F/G/H/I,J/K/L/M/N/O, P/Q/R/S

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

[SUMMARY - RANK 1-3] Which three items in the list below are most motivating to you when it comes to building your own financial nest egg?

	Total	Region									Investable Assets						Household Income			
	Total	BC	Alberta	Man/Sask	Manitoba	Saskatche wan	Ontario	Quebec	Atlantic		<\$25K	\$25K to <\$50K	\$50K to <\$100K	\$100K to <\$200K	\$200K to <\$500K	\$500K+	<\$50k	\$50k- <\$100k	\$100k- <\$150k	\$150k+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: EMP01>7	1451	196	169	118	64	54	465	375	128	601	237	134	225	152	102	437	547	234	110	
Base: EMP01>7 (wtd)	1477	190	156	82	41	40	591	368	90	630	238	131	223	150	104	461	548	231	112	
Being debt free	969	131	103	55	30	25	355	259	66	490	141	80	134	75	48	320	355	133	74	
	66%	69%	66%	67%	72%	62%	60%	70%	74%	78%	59%	61%	60%	50%	46%	69%	65%	58%	65%	
		G			*	*		G	G	KLMNO	O	O	O		*	R				
Having the things I want to make my life more comfortable	688	91	82	47	25	22	290	136	41	292	97	56	103	82	58	242	229	115	45	
	47%	48%	52%	58%	60%	55%	49%	37%	46%	46%	41%	43%	46%	55%	56%	52%	42%	50%	40%	
		H	H	H	H*	H*	H								K	KL*	OS			
Having money to take part in the experiences I want (e.g. entertainment, dining out, sporting events, movies, shows, etc.)	574	59	64	31	15	16	229	152	38	237	88	56	85	67	41	176	207	94	54	
	39%	31%	41%	38%	36%	39%	39%	41%	42%	38%	37%	43%	38%	45%	40%	38%	38%	41%	48%	
					*	*		B	B						*					
Having money to travel where I want	525	80	69	31	12	20	200	118	26	181	86	43	80	72	62	116	205	103	56	
	36%	42%	44%	38%	28%	49%	34%	32%	29%	29%	36%	33%	36%	48%	60%	25%	37%	45%	50%	
		HI	EGHI	E	*	DEGHI*				J	J	J	J	JKLM	JKLM*	P	P	PQ		
Having money to spend on family	474	60	42	26	16	10	217	102	27	203	88	42	70	40	31	135	189	71	44	
	32%	31%	27%	32%	38%	26%	37%	28%	30%	32%	37%	32%	32%	27%	30%	29%	35%	31%	39%	
					*	*	CH			N					*					
Retiring early	351	39	36	20	7	13	139	97	21	92	67	37	62	55	38	85	138	64	35	
	24%	21%	23%	25%	17%	32%	23%	26%	23%	15%	28%	28%	28%	37%	36%	19%	25%	28%	31%	
				E	*	*				J	J	J	J	J*		P	P	P		
Having money to buy the stuff I want (e.g. material items)	337	36	29	15	8	7	121	115	20	143	53	32	51	37	21	127	123	46	14	
	23%	19%	19%	19%	20%	18%	20%	31%	22%	23%	22%	24%	23%	25%	20%	28%	22%	20%	13%	
					*	*		BCDFG							*	RS	S			
Buying a house	297	53	29	7	5	2	135	60	14	159	58	22	43	13	2	109	117	34	8	
	20%	28%	19%	8%	13%	4%	23%	16%	16%	25%	24%	17%	19%	9%	2%	24%	21%	15%	7%	
		CDEFHI	DF		*	*	DFH	DF	F	LNO	NO	O	NO	O	*	RS	RS			
Having money to invest in my home	217	20	14	13	7	6	88	65	17	94	35	27	41	9	10	71	80	34	8	
	15%	11%	9%	15%	16%	15%	15%	18%	19%	15%	15%	20%	18%	6%	10%	15%	15%	15%	7%	
					*	*		BC	BC	N	N	NO	N		*	S	S			

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A,B/C/D/E/F/G/H/I, J/K/L/M/N/O, P/Q/R/S

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

- Column Means:

Columns Tested (5%): A,B/C/D/E/F/G/H/I, J/K/L/M/N/O, P/Q/R/S

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

Which of the following would you do in order to save enough to reach your financial goals/build your nest egg?

	Total	Region									Investable Assets					Household Income			
	Total	BC	Alberta	Man/Sask	Manitoba	Saskatchewan	Ontario	Quebec	Atlantic		<\$25K	\$25K to <\$50K	\$50K to <\$100K	\$100K to <\$200K	\$200K to <\$500K	\$500K+	<\$50k	\$50k-<\$100k	\$100k-<\$150k
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
<b>Base: EMP01#7</b>	<b>1451</b>	<b>196</b>	<b>169</b>	<b>118</b>	<b>64</b>	<b>54</b>	<b>465</b>	<b>375</b>	<b>128</b>	<b>601</b>	<b>237</b>	<b>134</b>	<b>225</b>	<b>152</b>	<b>102</b>	<b>437</b>	<b>547</b>	<b>234</b>	<b>110</b>
<b>Base: EMP01#7 (wtd)</b>	<b>1477</b>	<b>190</b>	<b>156</b>	<b>82</b>	<b>41</b>	<b>40</b>	<b>591</b>	<b>368</b>	<b>90</b>	<b>630</b>	<b>238</b>	<b>131</b>	<b>223</b>	<b>150</b>	<b>104</b>	<b>461</b>	<b>548</b>	<b>231</b>	<b>112</b>
Cut back on travel	500	71	68	36	14	21	203	92	31	214	86	50	77	44	28	152	212	62	35
	34%	37%	43%	44%	35%	52%	34%	25%	34%	34%	36%	38%	35%	29%	27%	33%	39%	27%	31%
		H	GH	EH	*	BGHI*	H								*	R			
Miss out on experiences with family or friends	270	48	34	19	11	8	112	44	13	122	45	28	45	18	11	86	98	36	19
	18%	25%	21%	23%	26%	20%	19%	12%	14%	19%	19%	22%	20%	12%	11%	19%	18%	16%	17%
		HI	H	H	HI*	*	H			N		NO	N		*				
Eat out less	877	118	97	53	27	26	367	195	47	404	149	77	121	74	53	267	328	136	63
	59%	62%	62%	64%	65%	64%	62%	53%	53%	64%	62%	59%	54%	49%	51%	58%	60%	59%	56%
		H		H	*	*	H			MNO	N				*				
Buy or rent a less expensive home	404	63	52	20	12	7	164	79	28	189	61	32	58	44	19	147	151	58	24
	27%	33%	33%	24%	30%	18%	28%	21%	31%	30%	26%	24%	26%	29%	18%	32%	28%	25%	21%
		FH	FH		*	*	H			H	O				O	*	S		
Postpone major purchases	662	98	85	45	22	23	267	122	46	294	108	68	83	69	39	208	252	91	52
	45%	52%	54%	55%	54%	57%	45%	33%	51%	47%	46%	52%	37%	46%	38%	45%	46%	39%	46%
		H	GH	H	H*	H*	H			H	M		MO		*				
Spend less on non-essential purchases	1087	142	120	66	30	35	437	264	57	467	171	90	163	122	74	310	414	176	88
	74%	75%	77%	80%	73%	87%	74%	72%	64%	74%	72%	69%	73%	81%	71%	67%	76%	76%	78%
		I	I	I	*	GHI*	I								KL	*	P	P	P
I wouldn't be open to doing anything in order to save enough to reach my financial goals/build my nest egg	144	18	15	4	2	2	45	44	17	67	17	12	21	11	17	61	39	21	12
	10%	10%	10%	5%	4%	6%	8%	12%	19%	11%	7%	9%	9%	7%	16%	13%	7%	9%	11%
					*	*		DG	BCDEFGH						KN*	Q			
	3944	558	469	242	119	123	1595	840	239	1757	638	357	568	382	242	1231	1494	581	294
Sigma	267%	294%	301%	296%	288%	304%	270%	228%	265%	279%	268%	272%	255%	254%	233%	267%	273%	251%	261%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A,B/C/D/E/F/G/H/I,J/K/L/M/N/O, P/Q/R/S

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

- Column Means:

Columns Tested (5%): A,B/C/D/E/F/G/H/I,J/K/L/M/N/O, P/Q/R/S

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