

Detailed tables

QA3. [SUMMARY - RANK 1-3] The statements below are a list of different financial priorities that you might have. Please select up to three that are the most important priorities to you right now. Put the them in order of importance, by placing a '1' next to the one that is most important to you, a '2' next to the second most important and a '3' next to the third most important.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K - L/M/N/O/P/Q - R/S
Overlap formulae used. * small base

	Total	Age											Region						Gender	
		18-34	35-54	55+	55-69	70+	<45	45-59	60-64	65+	50-59	60-69	BC	Alberta	Man/ Sask	Ontari o	Quebe c	Atlanti c	Male	Femal e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All Respondents Weighted	1272	308	540	424	334	90	576	381	80	235	251	225	186	109	97	499	285	96	622	650
	1272	355	504	413	324	89*	606	359	78*	229	239	218	169	130	83*	487	309	94*	614	658
Regular payments to reduce or eliminate debt	655	193	280	181	150	32	343	180	42	89	124	99	92	61	45	237	168	52	307	348
	51%	54% CDEIK	56% CDEGI K	44% I	46% I	36%	57% CDEIK	50% CEI	53% EI	39%	52% CEI	46% I	55%	47%	54%	49%	54%	55%	50%	53%
Retirement savings	561 44%	114 32%	263 52% ACEFI K	184 45% AFI	152 47% AFIK	32 37%	228 38% A	210 59% ABCD EFIK	37 48% A	86 38%	143 60% ABCD EFIK	91 42% A	74 44%	63 48%	39 47%	222 45%	125 41%	39 41%	286 47%	275 42%
	501 39%	115 32%	181 36%	206 50% ABFG J	155 48% ABFG J	51 57% ABFG J	202 33%	129 36%	39 50% ABFG J	132 58% ABCD FGJ	79 33%	119 55% ABCD FGJ	72 43%	50 39%	33 40%	200 41%	112 36%	35 37%	224 36%	277 42% R
Just trying to keep your head above water	473 37%	112 31%	200 40% AF	161 39% A	122 38% A	39 44% A	213 35% A	133 37%	28 36%	98 43% AF	84 35%	88 40% A	67 39%	41 32%	27 33%	184 38%	112 36%	41 44%	235 38%	237 36%
	419 33%	185 52% BCDE FGHIJ K	151 30% CDIK	83 20% IK	61 19%	21 24% I	264 44% BCDE GHIJK	98 27% CDIK	19 25% K	38 16%	61 26% CDIK	36 16%	60 35%	49 38% P	25 30%	169 35% P	84 27%	32 34%	201 33%	218 33%
Savings for a large self rewarding purchase	397	128	125	144	114	30	184	104	22	88	68	80	46	36	21	138	128	28	188	209
	31%	36% BFG	25%	35% BGJ	35% BGJ	34%	30% B	29% B	28%	38% BFGJ	28%	37% BGH	27%	28%	25%	28%	41% LMNO	30%	31%	32%
Saving for children or grandchildren's education	285	110	119	56	41	15	176	64	7	38	36	30	36	31	24	109	68	18	126	160
	22%	31% BCDE GHIJK	24% CDGH IJK	14%	13%	17%	29% BCDE GHIJK	18% DHJ	9%	17%	15%	14%	21%	24%	29%	22%	22%	19%	20%	24%
Home renovation	255 20%	45 13%	93 18% AF	117 28% ABFG	94 29% ABFG	22 25% AF	90 15%	81 23% ABF	26 33% ABF	58 25% ABF	62 26% ABFG	61 28% ABF	31 19%	19 15%	16 19%	100 20%	64 21%	24 26%	119 19%	135 21%
	219 17%	44 12%	84 17%	92 22% ABFG	72 22% ABFG	20 23% A	90 15%	62 17%	15 19%	53 23% ABF	46 19% A	47 22% AF	26 15%	34 26% LOQ	16 20%	79 16%	55 18%	10 10%	128 21% S	92 14%
Supporting aging parents	51 4%	21 6% HK	17 3%	14 3% K	11 3% K	3 3%	30 5% HK	15 4%	0 -	6 3%	13 6% HK	3 1%	4 2%	5 4%	3 3%	25 5%	11 3%	4 4%	28 5%	23 3%

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QE5. Have you heard of the new Tax Free Savings Account (TFSA) that the government announced would be available in January 2009?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K - L/M/N/O/P/Q - R/S
Overlap formulae used. * small base

	Total	Age											Region						Gender	
		18-34	35-54	55+	55-69	70+	<45	45-59	60-64	65+	50-59	60-69	BC	Alberta	Man/ Sask	Ontari o	Quebe c	Atlanti c	Male	Femal e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All Respondents	1272	308	540	424	334	90	576	381	80	235	251	225	186	109	97	499	285	96	622	650
Weighted	1272	355	504	413	324	89*	606	359	78*	229	239	218	169	130	83*	487	309	94*	614	658
Yes	498 39%	97 27%	189 38%	212 51%	166 51%	45 51%	187 31%	140 39%	46 59%	125 54%	95 40%	125 57%	72 43%	48 37%	34 41%	207 43%	109 35%	28 29%	266 43%	232 35%
		AF	ABFG	ABFG	ABFG	ABFG	A	AF	ABFG	ABFG	AF	ABCD FGJ	Q			PQ			S	
No	700 55%	232 65%	290 58%	178 43%	138 42%	40 46%	380 63%	199 55%	29 38%	92 40%	131 55%	81 37%	90 53%	71 55%	40 49%	251 52%	185 60%	62 66%	306 50%	394 60%
		BCDE GHIJK	CDEHI K	K	K		BCDE GHIJK	CDHIK			CDHIK					O	LNO		R	
Don't know/not sure	74 6%	26 7%	25 5%	23 6%	20 6%	3 3%	39 6%	20 6%	3 3%	13 5%	13 5%	12 6%	7 4%	11 8%	8 10%	29 6%	15 5%	4 5%	42 7%	32 5%

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QE6. Are you planning to open and put money in a TFSA?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K - L/M/N/O/P/Q - R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Age											Region						Gender	
		18-34	35-54	55+	55-69	70+	<45	45-59	60-64	65+	50-59	60-69	BC	Alberta	Man/ Sask	Ontari o	Quebe c	Atlanti c	Male	Femal e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Have heard of TFSA Weighted	507	85	204	218	171	47	182	150	47	128	101	128	81	41	40	215	101	29	273	234
	498	97*	189	212	166	45*	187	140	46*	125	95	125	72*	48*	34*	207	109	28**	266	232
Yes	233	45	81	107	83	24	80	70	27	56	51	59	34	27	15	94	54	9	121	113
	47%	47%	43%	51%	50%	53%	43%	50%	59%	45%	53%	47%	47%	56%	45%	45%	49%	34%	45%	49%
No	98	11	42	45	31	14	32	29	8	29	18	23	12	9	5	40	23	7	69	29
	20%	12%	22%	21%	19%	31%	17%	21%	17%	24%	19%	19%	17%	20%	16%	19%	21%	27%	26%	13%
Don't know/not sure	167	40	67	60	52	7	75	41	11	40	27	43	26	12	13	73	32	11	77	90
	33%	42%	35%	28%	31%	17%	40%	29%	24%	32%	28%	34%	36%	25%	39%	35%	29%	40%	29%	39%
		CEH	E	E	E		CEGH J			E		CE							R	

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QE7. Which of the following best describes what you are planning to do?

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Have heard of TFSA and plan to open one Weighted	236	39	87	110	85	25	77	74	28	57	53	60	39	23	18	97	49	10	123	113
	233	45*	81*	107	83*	24**	80*	70*	27**	56*	51*	59*	34*	27**	15**	94*	54*	9**	121	113
	70	16	32	21	19	2	29	26	7	8	17	13	10	6	7	20	23	4	38	32
Still put as much money as I was planning in my RRSP and also put money in a TFSA	30%	36% CI	40% CDIK	20%	23%	8%	36% CI	37% CDI	27%	14%	34% CI	23%	30%	22%	45%	22%	43% O	40%	32%	28%
	19	1	9	9	9	0	3	11	4	1	8	5	4	2	2	8	0	2	12	6
	8%	2%	11% F	8% I	11% I	-	3%	15% AFI	15%	2%	16% AFI	9% I	11% P	9%	16%	9% P	-	20%	10%	5%
Reduce my RRSP contribution and put money into a TFSA instead	36	7	12	17	12	5	13	9	4	11	7	9	5	2	2	18	9	0	21	16
	16%	15%	15%	16%	14%	23%	16%	12%	14%	19%	13%	15%	16%	8%	12%	19%	17%	-	17%	14%
	30	5	11	14	10	4	12	6	4	8	5	8	5	6	1	16	2	0	12	18
Reduce the amount I was planning to put in other savings and put money in a TFSA instead	13%	10%	14%	13%	12%	17%	15%	8%	14%	14%	10%	13%	15%	22%	5%	17% P	4%	-	10%	16%
	54	8	7	40	29	11	10	13	8	23	11	21	7	6	3	25	12	1	31	23
	23%	17%	8%	37% ABFG J	35% ABFG J	44%	12%	19% B	30%	42% ABFG J	22% B	35% BFG	21%	22%	23%	27%	22%	10%	26%	21%
Move money from existing non-registered savings into a TFSA	24	8	10	6	4	2	13	6	0	5	2	3	3	5	0	6	8	3	7	18
	10%	19% CDJK	12% J	5%	5%	8%	17% CDJK	8% J	-	9%	4%	5%	8%	18%	-	7%	15%	30%	5%	16% R
Don't know/Not sure																				