

Q5. Have you heard of the new Tax Free Savings Account (TFSA) that became available to Canadians in January 2009?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base

		Age						Region						Gender	
	Total	18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: ALL Respondents Weighted	1231	374	494	363	197	255	191	170	103	87	477	292	102	624	607
	1231	369	517	345	188	258	182	161	119	84*	465	305	96	598	633
Yes	879	221	377	280	158	203	152	124	95	64	333	207	57	451	427
	71%	60%	73%	81%	84%	79%	83%	77%	79%	77%	72%	68%	59%	75%	68%
No		A	AB	AB	AB	A	AB	KL	KL	L	L			N	
	273	118	110	46	18	41	22	31	20	14	101	80	27	108	165
Don't know/Not sure	22%	32%	21%	13%	9%	16%	12%	19%	17%	16%	22%	26%	28%	18%	26%
		BCDEF	CDF										H	M	
	79	30	30	19	12	14	8	7	5	6	31	19	12	39	41
	6%	8%	6%	6%	6%	5%	5%	4%	4%	7%	7%	6%	13%	6%	6%
													GHJK		

Q6. Do you wish you knew more about the TFSA or understood the TFSA better?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base

		Age						Region						Gender	
	Total	18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Have heard of TFSA Weighted	881	226	360	295	166	201	159	130	82	67	343	199	60	470	411
	879	221	377	280	158	203	152	124	95*	64*	333	207	57*	451	427
Yes	362	121	151	89	43	84	45	53	37	24	139	84	24	172	190
	41%	55% BCDEF	40% CDF	32%	27%	41% CDF	30%	43%	40%	38%	42%	41%	42%	38%	44%
No	441	88	189	164	101	100	90	57	52	36	162	105	29	242	199
	50%	40% A	50% ABE	59% ABE	64% ABE	49%	59% A	47%	55%	57%	49%	51%	51%	54% N	47%
Don't care	76	12	37	27	14	19	16	13	5	4	33	18	4	38	38
	9%	5%	10%	10%	9%	9%	11%	10%	5%	6%	10%	9%	7%	8%	9%

Q7. Have you opened 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

* small base

		Age						Region						Gender	
	Total	18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Have heard of TFSA Weighted	881	226	360	295	166	201	159	130	82	67	343	199	60	470	411
	879	221	377	280	158	203	152	124	95*	64*	333	207	57*	451	427
Yes, I have opened a TFSA	258	72	86	99	65	55	50	44	22	12	93	68	18	125	133
	29%	33% B	23%	35% B	41% BE	27%	33% B	36% I	24%	19%	28%	33% I	32%	28%	31%
Yes, I have opened a TFSA but I have not put money in yet	32	18	10	5	2	5	4	3	1	4	20	5	0	24	8
	4%	8% BCDEF	3%	2%	1%	2%	2%	2%	1%	6%	6%	2%	-	5% N	2%
No, I have not opened a TFSA	578	126	277	175	90	141	98	76	71	47	213	133	38	297	282
	66%	57%	73% ACDF	63%	57%	69% AD	65%	62%	75% G	73%	64%	64%	67%	66%	66%
Don't know/Not sure	10	5	4	1	1	2	0	0	0	1	7	1	1	5	5
	1%	2% C	1%	0	1%	1%	-	-	-	2%	2%	0	2%	1%	1%

Q7. Have you opened and put money in a TFSA? (Based on ALL Respondents)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base

	Total	Age						Region						Gender	
		18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: ALL Respondents	1231	374	494	363	197	255	191	170	103	87	477	292	102	624	607
Weighted	1231	369	517	345	188	258	182	161	119	84*	465	305	96	598	633
Yes, I have opened a TFSA	258 21%	72 20%	86 17%	99 29% ABE	65 35% ABE	55 21%	50 27% AB	44 28% IJ	22 19%	12 15%	93 20%	68 22%	18 19%	125 21%	133 21%
Yes, I have opened a TFSA but I have not put money in yet	32 3%	18 5% BCD	10 2%	5 1%	2 1%	5 2%	4 2%	3 2%	1 1%	4 4% L	20 4% KL	5 2%	0 -	24 4% N	8 1%
No, I have not opened a TFSA	578 47%	126 34% A	277 54% A	175 51% A	90 48% A	141 55% A	98 54% A	76 47% JKL	71 59% KL	47 56%	213 46%	133 43%	38 39%	297 50%	282 44%
Don't know/Not sure	10 1%	5 1%	4 1%	1 0	1 0	2 1%	0 -	0 -	0 -	1 1%	7 1%	1 0	1 1%	5 1%	5 1%
Haven't heard of TFSAs	352 29%	147 40% BCDEF	140 27% CDF	65 19%	30 16%	55 21%	30 17%	38 23%	25 21%	19 23%	132 28%	99 32% GH	40 41% GHIJ	147 25%	205 32% M

Q8. What will you use your TFSA for?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Age						Region						Gender	
		18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Have heard of and opened a TFSA Weighted	295	93	93	109	70	60	56	50	21	17	117	71	19	159	136
	290	90*	97*	104	67*	60*	54*	47*	23**	16**	113	73*	18**	150	141
Savings for an emergency	104 36%	41 46% BCEF	30 31%	32 31%	21 31%	17 28%	13 24%	22 46%	4 19%	4 23%	39 35%	30 41%	5 25%	53 35%	51 36%
Shelter savings from taxes	90 31%	21 24%	25 26%	43 42% AB	32 47% AB	19 31%	20 37%	20 42% K	6 27%	6 35%	41 36% K	14 19%	4 21%	47 32%	42 30%
Long term savings for my retirement	88 30%	32 36% D	24 25%	32 30%	13 19%	25 42% BD	16 29%	17 36%	5 23%	2 11%	34 30%	26 35%	5 25%	48 32%	40 28%
Everyday savings	73 25%	28 31% BE	18 18%	27 26% E	18 28% E	7 11%	17 32% E	19 40% JK	11 48%	4 24%	25 22%	12 17%	2 10%	38 25%	34 24%
Saving for a large or special purchase	68 24%	30 33% CDEF	26 27% CDF	13 12%	7 10%	9 15%	6 11%	14 30%	6 24%	5 30%	24 21%	18 25%	2 11%	32 22%	36 26%
Greater flexibility for withdrawals	38 13%	14 15%	7 7%	18 17% BE	15 22% BE	3 5%	10 19% BE	11 24%	4 19%	0 -	14 12%	9 13%	0 -	15 10%	23 16%
Saving to purchase a home	31 11%	22 24% BCDEF	7 7% DF	2 2%	0 -	2 3%	0 -	7 14%	1 5%	1 6%	9 8%	10 14%	3 16%	14 9%	17 12%
Saving for education fund	23 8%	14 15% CDF	7 7% F	3 3%	2 3%	3 5%	0 -	7 14%	0 -	1 6%	7 7%	8 11%	0 -	13 9%	11 8%
Estate planning	23 8%	9 10% E	3 3%	11 10% BE	11 16% BE	0 -	4 7% E	5 12%	2 10%	0 -	10 9%	4 6%	1 5%	14 10%	8 6%
Saving to renovate my home	17 6%	9 10% CD	4 4%	3 3%	1 2%	4 7%	2 4%	2 4%	0 -	1 5%	5 4%	9 12% J	0 -	9 6%	7 5%
Saving to start my own business	12 4%	9 10% CDEF	3 3%	0 -	0 -	1 2%	0 -	3 6%	0 -	1 5%	4 3%	4 5%	1 5%	10 7% N	2 1%
Other	17 6%	7 8%	4 4%	6 5%	4 5%	2 3%	3 5%	3 6%	2 9%	2 11%	6 5%	3 4%	1 6%	8 5%	9 7%
Don't know	15 5%	3 3%	8 8%	4 4%	3 4%	4 7%	4 7%	1 2%	0 -	1 6%	8 7%	3 4%	2 11%	12 8% N	3 2%

Q9. How much money have you contributed to your TFSA so far?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Age						Region						Gender	
		18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Have heard of and opened a TFSA Weighted	295	93	93	109	70	60	56	50	21	17	117	71	19	159	136
	290	90*	97*	104	67*	60*	54*	47*	23**	16**	113	73*	18**	150	141
\$0	18 6%	4 4%	9 9%	6 5%	2 3%	5 8%	4 7%	3 6%	1 5%	2 12%	8 7%	3 4%	2 11%	13 9%	5 4%
\$1-\$1000	79 27%	39 43% CDEF	28 29% CDF	12 12%	7 10%	12 20%	6 11%	9 20%	5 21%	3 22%	32 28%	25 34%	5 27%	45 30%	34 24%
\$1001-\$2000	29 10%	7 8%	14 14% F	9 9%	5 7%	8 14%	2 4%	5 10%	3 14%	1 6%	10 9%	10 14%	0 -	13 8%	17 12%
\$2001-\$3000	11 4%	6 6% D	3 3%	3 3%	0 -	2 3%	3 5%	2 4%	1 4%	0 -	5 4%	2 3%	2 10%	7 5%	4 3%
\$3001-\$4000	6 2%	4 4% C	2 2%	0 -	0 -	1 2%	0 -	1 2%	1 5%	0 -	3 3%	1 1%	0 -	5 3%	1 1%
\$4001-\$5000	132 45%	25 28%	37 39%	70 67% ABE	51 76% ABE	30 50% A	38 71% ABE	24 50%	9 39%	9 53%	53 47%	31 43%	7 37%	54 36%	78 56% M
\$5001+	14 5%	6 7%	3 3%	5 4%	3 4%	2 3%	1 2%	4 8%	3 13%	1 6%	3 2%	1 1%	3 15%	12 8%	2 1%
Summary (NETS)															
\$0	18 6%	4 4%	9 9%	6 5%	2 3%	5 8%	4 7%	3 6%	1 5%	2 12%	8 7%	3 4%	2 11%	13 9%	5 4%
\$1-4999	131 45%	57 63% CDEF	48 50% CDF	26 25%	14 20%	24 40% CDF	12 22%	19 40%	11 48%	5 28%	50 45%	39 53%	7 36%	74 50%	57 40%
\$5000 or more	141 49%	30 33%	39 41%	72 69% ABE	52 77% ABE	31 52% A	38 71% ABE	26 54%	11 47%	10 59%	54 48%	31 43%	9 53%	62 42%	79 56% M
Summary															
Mean (Incl. 0)	2997.6	2421.8	2628.3	3832.9 ABE	4186.7 ABE	3135.0	3966.3 ABE	3234.8	3439.5	3103.1	2941.1	2760.4	3091.6	2699.4	3295.7 M
Standard Deviation	2155.9	2181.1	2086.3	1950.6	1782.2	2066.0	1962.5	2056.8	2397.7	2304.1	2134.4	2059.9	2640.2	2159.3	2118.4
Standard Error	128.2	232.5	219.9	190.4	216.1	271.3	262.2	303.3	536.1	576.0	199.9	246.2	640.3	177.5	182.3
Median	3618.9	1089.2	1810.0	4927.3	4935.3	4500.6	4930.8	4600.5	3951.8	2358.4	3197.2	1819.6	2775.3	1912.0	4642.0
Mean (Excl. 0)	3209.0	2531.6	2913.5	4057.0 ABE	4309.4 ABE	3419.1 A	4260.2 ABE	3440.4	3610.3	3579.2	3166.5	2877.6	3518.2	2986.4	3417.6
Std.Dev	2072.7	2166.6	1997.4	1763.8	1653.4	1916.5	1692.6	1944.4	2324.1	2084.6	2046.3	2020.8	2528.0	2073.2	2058.0
Std.Err	127.6	236.4	221.9	177.3	203.5	263.3	234.7	296.5	533.2	557.1	198.8	246.9	652.7	179.1	180.5
Median	4936.4	1411.7	2057.8	4931.4	4937.2	4542.1	4935.8	4624.4	4253.8	2709.7	4901.3	1959.8	3177.5	2678.5	4655.0

Q10. What type of investments do you have in your TFSA?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Age						Region						Gender	
		18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Have heard of and opened a TFSA Weighted	276	89	84	103	68	55	52	47	20	15	109	68	17	145	131
	272	86*	87*	98	65*	55*	50*	45*	22**	14**	105	70*	16**	136	136
Savings accounts	90 33%	32 37%	26 29%	33 34%	20 31%	19 35%	17 33%	12 28%	9 39%	4 27%	38 37%	20 29%	7 42%	45 33%	45 33%
Cash	54 20%	20 23% CF	22 25% CF	12 12%	9 13%	11 20%	4 8%	14 32% K	7 31%	3 21%	20 19%	8 12%	2 12%	30 22%	24 18%
GICs or term deposits	49 18%	13 16%	7 8%	28 29% AB	17 26% B	11 19%	12 24% B	12 27%	4 19%	2 13%	14 14%	14 20%	3 17%	28 21%	21 15%
Mutual funds	45 17%	22 26% BCE	11 13%	11 12%	9 13%	6 11%	9 19%	7 15%	4 16%	2 13%	21 20%	9 13%	3 18%	25 19%	20 15%
Stocks	28 10%	15 17% BCD	6 7%	7 7%	4 6%	6 11%	4 8%	5 12%	2 10%	2 14%	7 7%	9 13%	2 12%	18 13%	10 8%
Canada Savings Bonds	13 5%	12 14% BCDEF	0 -	1 1%	0 -	1 2%	0 -	3 6%	0 -	2 13%	5 4%	4 5%	0 -	11 8% N	2 1%
Money market funds	11 4%	8 9% BE	1 1%	3 3%	3 4%	0 -	1 2%	3 6%	0 -	2 14%	3 3%	3 4%	1 6%	7 5%	4 3%
Bonds	10 4%	9 11% BCDEF	1 1%	0 -	0 -	0 -	0 -	3 6%	0 -	0 -	2 2%	6 9% J	0 -	8 6%	2 2%
Exchange traded funds	10 4%	7 9% BCF	1 1%	2 2%	1 1%	1 2%	0 -	2 4%	0 -	1 7%	2 2%	5 7%	1 6%	8 6% N	2 1%
Pension plan	9 3%	8 10% BCDE	0 -	1 1%	1 2%	0 -	1 2%	2 4%	0 -	0 -	4 4%	4 6%	0 -	7 5%	2 2%
Income trusts	8 3%	7 9% BCE	0 -	1 1%	1 1%	0 -	1 2%	2 4%	0 -	0 -	3 3%	4 6%	0 -	7 5% N	1 1%
Managed account or pooled funds	8 3%	5 5%	2 2%	1 1%	1 1%	0 -	0 -	2 4%	0 -	0 -	3 3%	3 4%	0 -	6 5% N	1 1%
Hedge funds	7 2%	7 8% BCDEF	0 -	0 -	0 -	0 -	0 -	2 4%	0 -	0 -	1 1%	4 6%	0 -	6 4%	1 1%
Principal protected notes	5 2%	5 6% BC	0 -	0 -	0 -	0 -	0 -	2 4% J	0 -	0 -	0 -	3 4% J	0 -	4 3%	1 1%

Q10. What type of investments do you have in your TFSA?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Age						Region						Gender	
		18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sa sk	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Other	6 2%	2 2%	3 3%	1 1%	1 2%	1 2%	1 2%	2 4%	0 -	0 -	3 3%	1 2%	0 -	2 1%	4 3%
None	6 2%	2 2%	3 4%	1 1%	1 2%	2 4%	1 2%	0 -	0 -	0 -	3 3%	3 5%	0 -	3 2%	3 2%
Don't know/My advisor handles these investments	37 14%	9 10%	16 18%	12 13%	8 12%	7 12%	6 12%	4 9%	0 -	2 12%	15 14%	15 21%	2 11%	16 12%	21 15%

Q11. What is the main reason why you don't have a TFSA?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J/K/L - M/N

* small base

		Age						Region						Gender	
	Total	18-34	35-54	55+	65+	50-59	60-69	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Have heard of TFSA but have not opened one	576	128	263	185	95	139	103	80	61	49	219	127	40	306	270
Weighted	578	126	277	175	90*	141	98	76*	71*	47*	213	133	38*	297	282
Don't have the money to invest	296 51%	62 49%	147 53%	87 50%	48 53%	64 46%	53 54%	40 52%	38 53%	21 45%	115 54%	58 43%	24 63% K	150 51%	145 52%
Don't fully understand how a TFSA works	128 22%	36 29% CDF	62 22%	30 17%	12 14%	34 24%	15 15%	17 23%	17 23%	8 16%	47 22%	32 24%	7 20%	54 18%	73 26% M
Don't want to invest in a TFSA	77 13%	16 13%	34 12%	27 15%	14 16%	19 14%	16 16%	9 12%	11 15%	8 18%	22 10%	23 17%	4 10%	43 15%	34 12%
I don't qualify under the current rules	17 3%	2 2%	4 2%	10 6% B	7 8% AB	5 4%	4 4%	1 1%	2 3%	2 4%	7 3%	5 4%	0 -	11 4%	5 2%
Other	61 11%	9 7%	31 11%	21 12%	8 9%	18 13%	11 11%	9 12%	4 5%	8 17% H	22 10%	16 12%	3 7%	38 13%	24 8%