Q1a. Overall, would you consider yourself to be great, fair, poor or terrible at tax planning?

	Total	Gender		Age		Region						Education				Income			
		Male	Female	18-25	26-30	B.C.	Alberta	Man/ Sask	Ontario	Quebec	Atlantic	Attending college	Attending university	Completed college	Completed university	<$30k	$30k - <$60k	$60k - <$100k	$100k+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents	503	227	276	264	239	58*	48*	33*	184	140	40*	95*	132	154	122	104	152	140	107
Great	42	27	15	24	18	5	3	3	18	11	2	5	17	8	12	10	7	11	14
	8.3%	11.9% B	5.4%	9.1%	7.5%	8.6%	6.3%	9.1%	9.8%	7.9%	5.0%	5.3%	12.9% M	5.2%	9.8%	9.6%	4.6%	7.9%	13.1% P
Fair	304	147	157	153	151	29	30	25	113	80	27	60	74	93	77	58	95	87	64
	60.4%	64.8%	56.9%	58.0%	63.2%	50.0%	62.5%	75.8% E	61.4%	57.1%	67.5%	63.2%	56.1%	60.4%	63.1%	55.8%	62.5%	62.1%	59.8%
Poor	124	44	80	68	56	18	11	4	43	37	11	23	37	37	27	27	41	33	23
	24.7%	19.4%	29.0% A	25.8%	23.4%	31.0% G	22.9%	12.1%	23.4%	26.4%	27.5%	24.2%	28.0%	24.0%	22.1%	26.0%	27.0%	23.6%	21.5%
Terrible	33	9	24	19	14	6	4	1	10	12	0	7	4	16	6	9	9	9	6
	6.6%	4.0%	8.7% A	7.2%	5.9%	10.3% J	8.3%	3.0%	5.4%	8.6%	-	7.4%	3.0%	10.4% L	4.9%	8.7%	5.9%	6.4%	5.6%
Summary																			
Top2Box	346	174	172	177	169	34	33	28	131	91	29	65	91	101	89	68	102	98	78
	68.8%	76.7% B	62.3%	67.0%	70.7%	58.6%	68.8%	84.8% EI	71.2%	65.0%	72.5%	68.4%	68.9%	65.6%	73.0%	65.4%	67.1%	70.0%	72.9%
Low2Box	157	53	104	87	70	24	15	5	53	49	11	30	41	53	33	36	50	42	29
	31.2%	23.3%	37.7% A	33.0%	29.3%	41.4% G	31.3%	15.2%	28.8%	35.0% G	27.5%	31.6%	31.1%	34.4%	27.0%	34.6%	32.9%	30.0%	27.1%

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 * small base

Q2. Would you be interested in learning more about the tax saving strategies available to you as a young professional?

	Total	Gender		Age		Region						Education				Income			
		Male	Female	18-25	26-30	B.C.	Alberta	Man/ Sask	Ontario	Quebec	Atlantic	Attending college	Attending university	Completed college	Completed university	<$30k	$30k - <$60k	$60k - <$100k	$100k+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents	503	227	276	264	239	58*	48*	33*	184	140	40*	95*	132	154	122	104	152	140	107
Yes, it is very important to me	169	87	82	84	85	18	16	10	70	40	15	27	48	46	48	40	39	44	46
	33.6%	38.3%	29.7%	31.8%	35.6%	31.0%	33.3%	30.3%	38.0%	28.6%	37.5%	28.4%	36.4%	29.9%	39.3%	38.5%	25.7%	31.4%	43.0%
		B														P			P
Probably, it is somewhat important to me	233	105	128	123	110	26	28	16	80	65	18	43	63	68	59	49	79	65	40
	46.3%	46.3%	46.4%	46.6%	46.0%	44.8%	58.3%	48.5%	43.5%	46.4%	45.0%	45.3%	47.7%	44.2%	48.4%	47.1%	52.0%	46.4%	37.4%
																	R		
Probably not, it is not very important to me	67	24	43	40	27	8	4	5	22	23	5	19	15	23	10	10	21	22	14
	13.3%	10.6%	15.6%	15.2%	11.3%	13.8%	8.3%	15.2%	12.0%	16.4%	12.5%	20.0%	11.4%	14.9%	8.2%	9.6%	13.8%	15.7%	13.1%
												N							
I can't be bothered, it is not important to me at all	34	11	23	17	17	6	0	2	12	12	2	6	6	17	5	5	13	9	7
	6.8%	4.8%	8.3%	6.4%	7.1%	10.3%	-	6.1%	6.5%	8.6%	5.0%	6.3%	4.5%	11.0%	4.1%	4.8%	8.6%	6.4%	6.5%
						F				F				LN					
Summary																			
Top2Box	402	192	210	207	195	44	44	26	150	105	33	70	111	114	107	89	118	109	86
	79.9%	84.6%	76.1%	78.4%	81.6%	75.9%	91.7%	78.8%	81.5%	75.0%	82.5%	73.7%	84.1%	74.0%	87.7%	85.6%	77.6%	77.9%	80.4%
		B					EI						M		KM				
Low2Box	101	35	66	57	44	14	4	7	34	35	7	25	21	40	15	15	34	31	21
	20.1%	15.4%	23.9%	21.6%	18.4%	24.1%	8.3%	21.2%	18.5%	25.0%	17.5%	26.3%	15.9%	26.0%	12.3%	14.4%	22.4%	22.1%	19.6%
			A			F				F		N		LN					

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 * small base

Q3. Even though retirement seems far off, given the growth benefits of investing early, do you feel the need to start investing today for your retirement?

	Total	Gender		Age		Region						Education				Income			
		Male	Female	18-25	26-30	B.C.	Alberta	Man/ Sask	Ontario	Quebec	Atlantic	Attending college	Attending university	Completed college	Completed university	<$30k	$30k - <$60k	$60k - <$100k	$100k+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents	503	227	276	264	239	58*	48*	33*	184	140	40*	95*	132	154	122	104	152	140	107
Yes	382	176	206	181	201	42	36	28	148	97	31	64	96	115	107	79	103	108	92
	75.9%	77.5%	74.6%	68.6%	84.1%	72.4%	75.0%	84.8%	80.4%	69.3%	77.5%	67.4%	72.7%	74.7%	87.7%	76.0%	67.8%	77.1%	86.0%
					C				I						KLM				P
No	121	51	70	83	38	16	12	5	36	43	9	31	36	39	15	25	49	32	15
	24.1%	22.5%	25.4%	31.4%	15.9%	27.6%	25.0%	15.2%	19.6%	30.7%	22.5%	32.6%	27.3%	25.3%	12.3%	24.0%	32.2%	22.9%	14.0%
				D						H		N	N	N			R		

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 * small base

Q4. Why do you say you do not feel the need to start investing today?

		Gender		Age		Region						Education				Income			
	Total	**Male**	**Female**	**18-25**	**26-30**	**B.C.**	**Alberta**	**Man/ Sask**	**Ontario**	**Quebec**	**Atlantic**	**Attending college**	**Attending university**	**Completed college**	**Completed university**	**<$30k**	**$30k - <$60k**	**$60k - <$100k**	**$100k+**
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Respondents who do not feel the need to start investing today for retirement	121	51*	70*	83*	38*	16**	12**	5**	36*	43*	9**	31*	36*	39*	15**	25**	49*	32*	15**
I would like to but I can't, given my current economic situation	64 52.9%	22 43.1%	42 60.0%	46 55.4%	18 47.4%	11 68.8%	4 33.3%	3 60.0%	20 55.6%	23 53.5%	3 33.3%	19 61.3%	18 50.0%	21 53.8%	6 40.0%	13 52.0%	30 61.2%	17 53.1%	4 26.7%
I don't understand the benefits and importance of investing early	12 9.9%	7 13.7%	5 7.1%	8 9.6%	4 10.5%	1 6.3%	3 25.0%	1 20.0%	2 5.6%	4 9.3%	1 11.1%	2 6.5%	2 5.6%	4 10.3%	4 26.7%	2 8.0%	6 12.2%	2 6.3%	2 13.3%
I don't feel I need to focus on retirement planning right now	45 37.2%	24 47.1%	21 30.0%	33 39.8%	12 31.6%	4 25.0%	4 33.3%	2 40.0%	11 30.6%	18 41.9%	6 66.7%	14 45.2%	16 44.4%	12 30.8%	3 20.0%	7 28.0%	18 36.7%	14 43.8%	6 40.0%
I don't see any need to start investing	19 15.7%	12 23.5% B	7 10.0%	13 15.7%	6 15.8%	2 12.5%	1 8.3%	2 40.0%	8 22.2%	6 14.0%	0 -	6 19.4%	6 16.7%	3 7.7%	4 26.7%	5 20.0%	7 14.3%	4 12.5%	3 20.0%

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