

# **Canada's Future Leaders Admit They're Not Good at Tax Planning, Looking for More Knowledge**

*Only One in Ten (8%) Young Professionals Say they're Great at  
Tax Planning, Eight in Ten (80%) Believe Learning about Tax-  
Saving Strategies is Important*

**Public Release Date: Thursday, February 18, 2010, 6:00 AM EST**



**Ipsos Reid**

*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca)*

***For copies of other news releases, please visit  
<http://www.ipsos-na.com/news/>***

---

© Ipsos Reid

*Washington ∙ New York ∙ Chicago ∙ Minneapolis ∙ Seattle ∙ San Francisco  
Vancouver ∙ Edmonton ∙ Calgary ∙ Winnipeg ∙ Toronto ∙ Ottawa ∙ Montreal*



# **Canada's Future Leaders Admit They're Not Good at Tax Planning, Looking for More Knowledge**

## ***Only One in Ten (8%) Young Professionals Say they're Great at Tax Planning, Eight in Ten (80%) Believe Learning about Tax-Saving Strategies is Important***

**Toronto, ON** - Just one in ten (8%) young Canadian professionals (aged 18 to 30 who are currently attending or have completed college or university) feel they are "great" at tax planning, according to a new Ipsos Reid poll conducted on behalf of RBC. While six in ten (60%) say their skill at tax planning is "fair", one in three admit their tax-planning skills are "poor" (25%) or even "terrible" (7%).

In spite of this finding, eight in ten (80%) say that learning more about the tax-saving strategies available to them as young professionals is "important" (34% very/46% somewhat) to them. Just two in ten (20%) say it's "not important" (13% not very/7% not at all) to them.

The data also revealed that three quarters (76%) of these young professionals feel they need to start investing today for their retirement, a feeling that is particularly strong among those who expressed an interest in learning about tax-saving opportunities (82%). Among the 24% who don't feel they need to start now, one half (53%) says they'd like to start, but they can't afford it due to their current economic situation.



*These are some of the findings of an Ipsos Reid poll conducted between January 29 and February 5, 2010, on behalf of RBC. For this survey, a national sample of 503 young Canadian Professionals (defined as aged 18 to 30 who have completed or are currently attending college or university) from Ipsos' Canadian online panel was interviewed online. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 4.4 percentage points 19 times out of 20 of what the results would have been had the entire population of young adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

-30-

**For more information on this news release, please contact:**

*Sean Simpson  
Research Manager  
Ipsos Reid  
Public Affairs  
(416) 572-4474*

*For full tabular results, please visit our website at [www.ipsos.ca](http://www.ipsos.ca). News Releases are available at: <http://www.ipsos-na.com/news/>*