



25TH ANNUAL RBC RRSP POLL

Financial priorities in 2014

	Total (n=3205)	Gender	
		Male (n=1506)	Female (n=1699)
Regular payments to reduce or eliminate debt	43%	40%	46%
General savings for a rainy day	40%	39%	40%
Retirement savings	39%	41%	36%
Just trying to keep your head above water	29%	24%	33%
Savings for a large self rewarding purchase, e.g. vacation, etc.	26%	24%	28%
Home renovation	22%	21%	23%
Building an investment portfolio	22%	25%	18%
Home ownership	21%	20%	21%
Saving for children or grandchildren's education	15%	14%	16%
Supporting aging parents	4%	4%	4%
None	7%	8%	7%



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Retirement expectations and concerns

Top 2 Box

	Total (n=3205)	Gender	
		Males (n=1506)	Females (n=1699)
It is important to be intellectually stimulated in retirement	93%	92%	94%
I deserve 'me time' in retirement	91%	91%	91%
I just want to look good for my age	65%	64%	66%
I expect to use my retirement years to realize my life dreams.	65%	64%	65%
If I live to be 100 years old, I will run out of money	61%	58%	63%
It will be difficult to part with my money in retirement	53%	51%	55%
I would like to have a plan that allows me to spend all my money in retirement	50%	51%	49%
Saving for my children's education has impacted/will impact my ability to save for retirement	34%	31%	37%
I am concerned that caring for my aging parents has impacted/will impact my ability to save for retirement	28%	27%	30%
I will never retire	34%	37%	32%

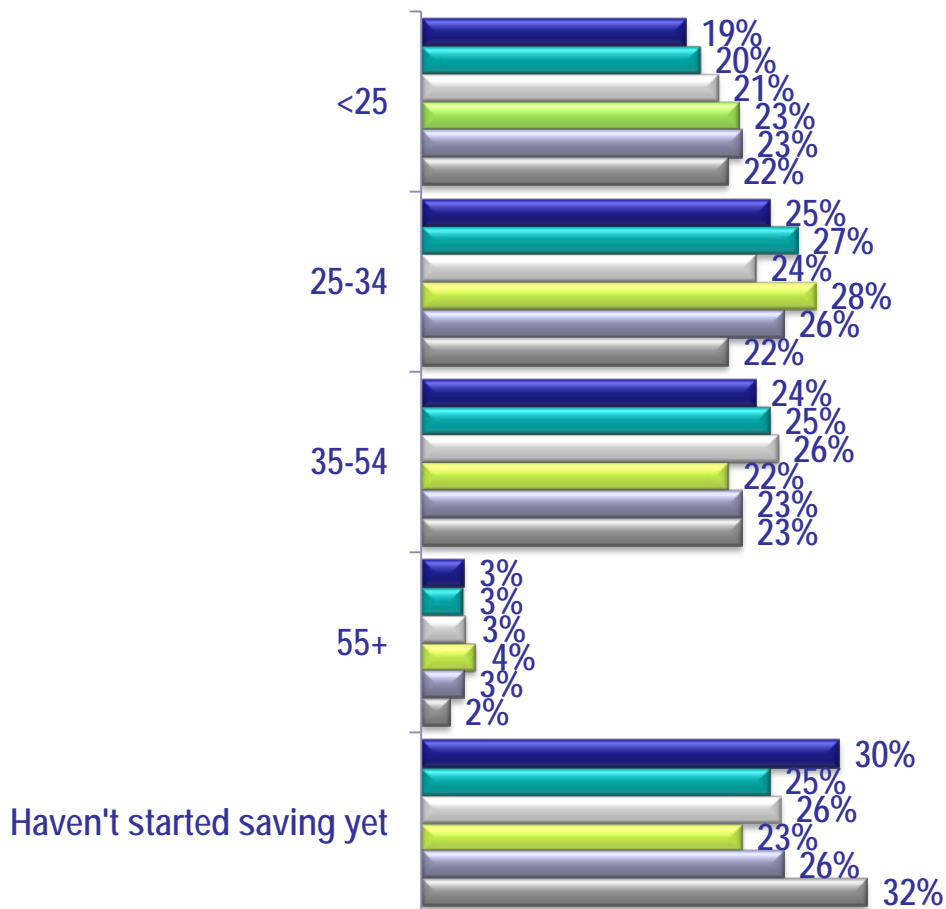
QK2 The following are some attitudes that people have expressed about retirement. For each one, please state if you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Base: All respondents



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One-in-three Canadians hasn't started saving for retirement yet



	2009	2010	2011	2012	2013	2014
Females	37%	31%	28%	32%	30%	37%
Males	31%	21%	18%	20%	21%	23%