

TFSA/RRSP Study

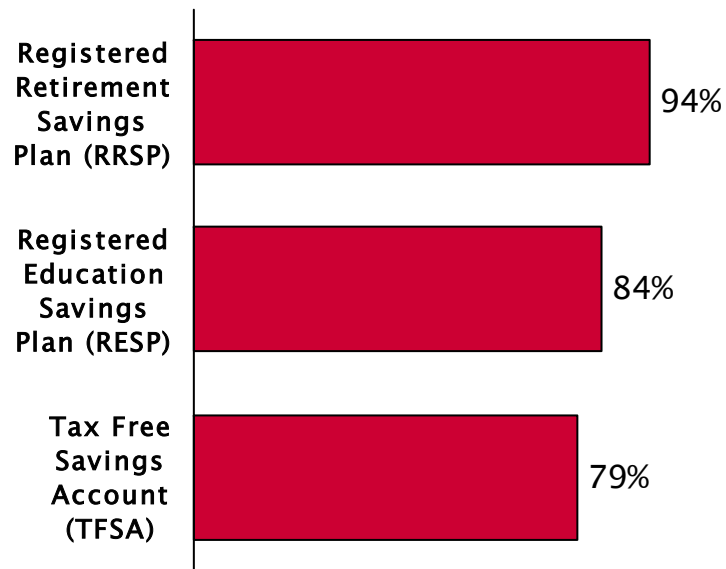
February
2009



TFSA/RRSP Study

- Conducted on TNS Canadian Facts' Express Telephone Shared Cost omnibus survey.
- Nationally representative survey of 1,016 Canadians aged 18 and over.
- Interviewing conducted February 2nd to February 5th, 2009.
- Margin of sampling error is ± 3.1 percentage points, 19 times out of 20.

Awareness of Government Sponsored Savings and Investment Products

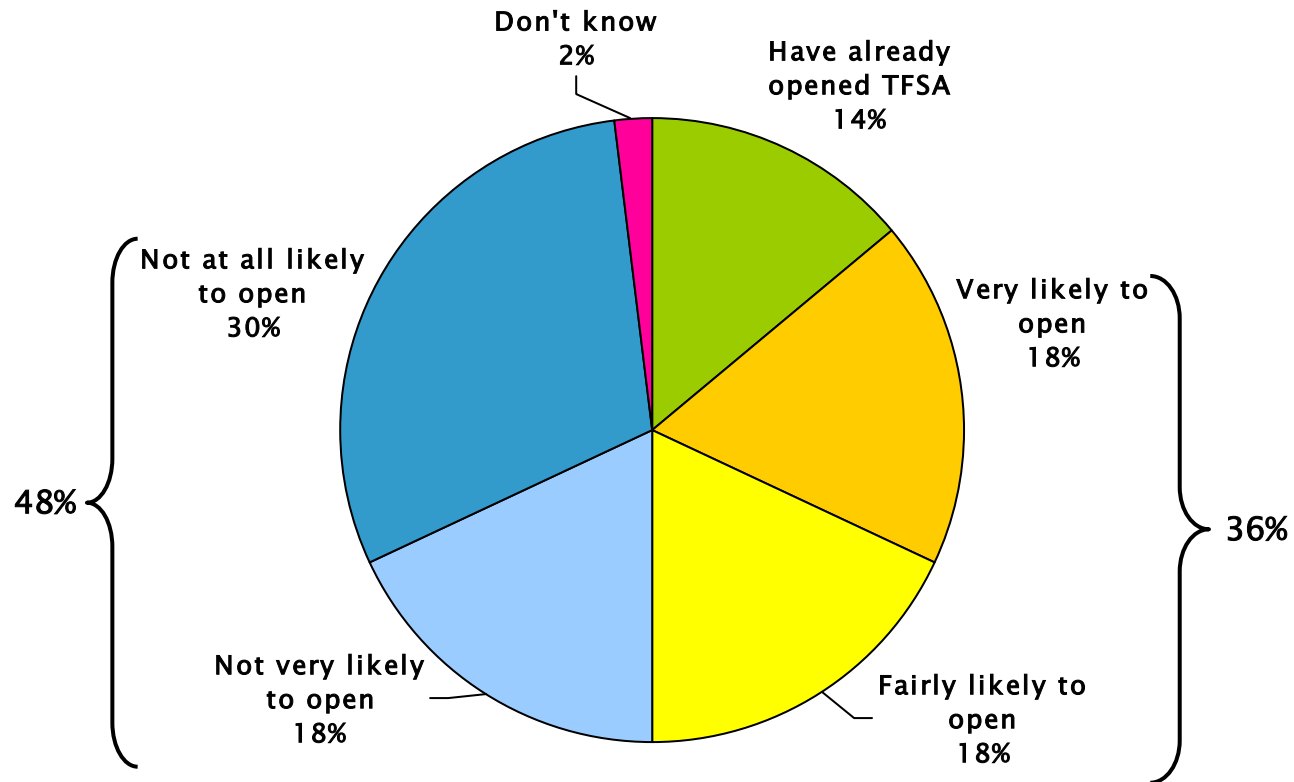


	Atlantic (105)	Quebec (247)	Ontario (335)	Prairies (177)	BC (152)
	%	%	%	%	%
Registered Retirement Savings Plan (RRSP)	94	88	99	96	86
Registered Education Savings Plan (RESP)	79	73	91	91	73
Tax Free Savings Account (TFSA)	63	73	81	89	81

Q1 Have you ever heard of the following types of savings and investment products?
 Base: Total Canadians (n=1016)



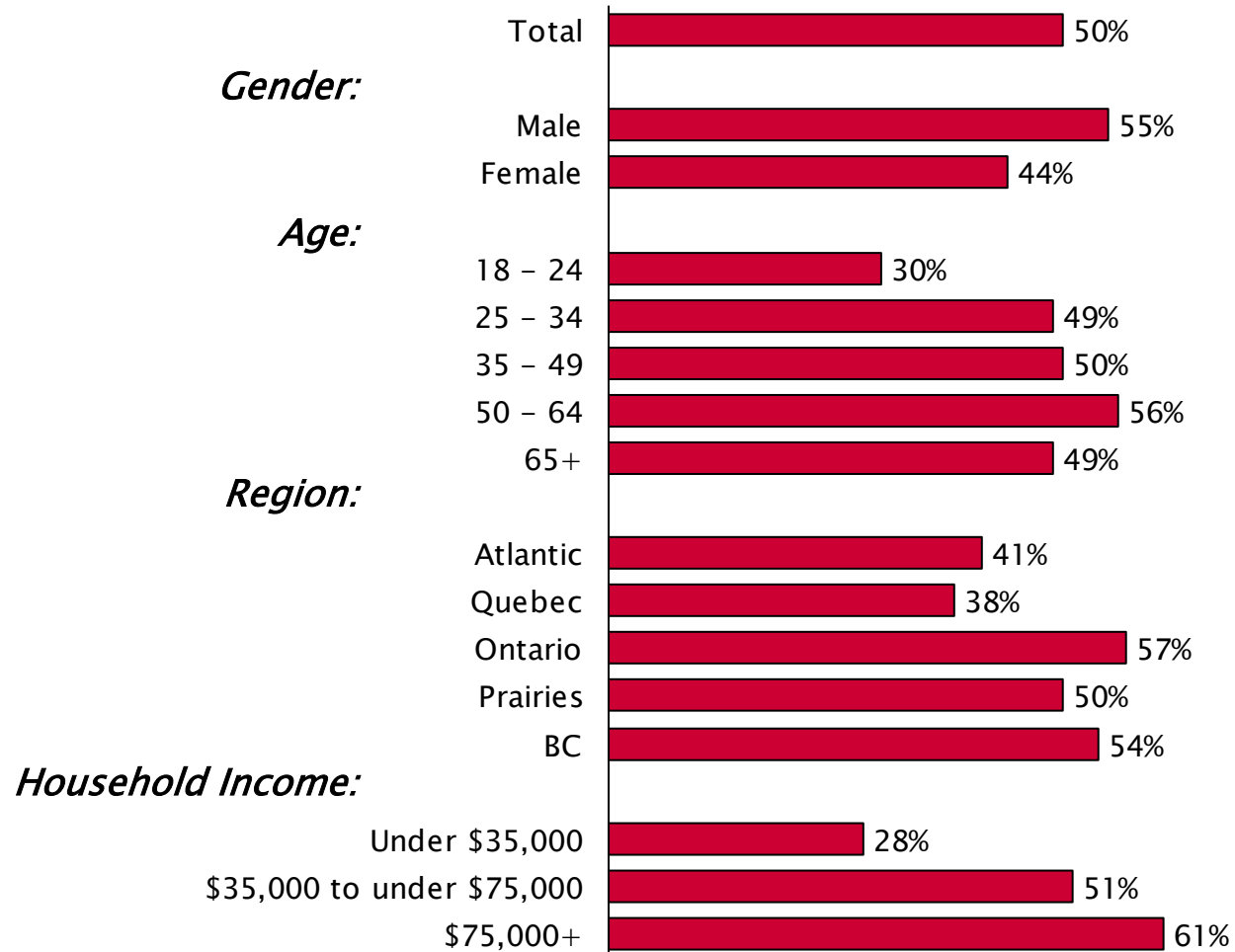
2009 TFSA Openings



Q2 Have you opened a Tax Free Savings Account yet?
Q3 How likely are you to open a TFSA in 2009?
Base: Total Canadians (n=1016)



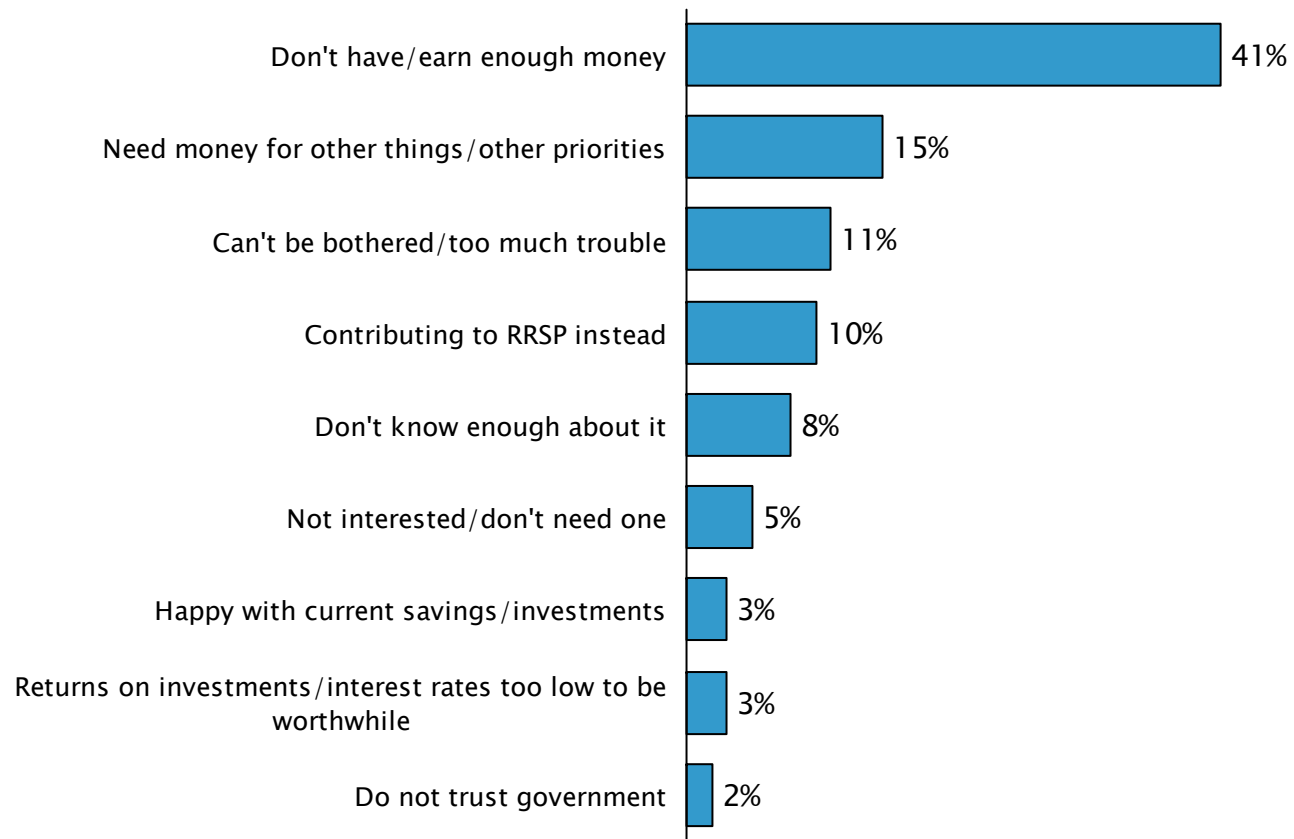
Have Opened or Plan to Open TFSA in 2009



Base: Total Canadians (n=1016)

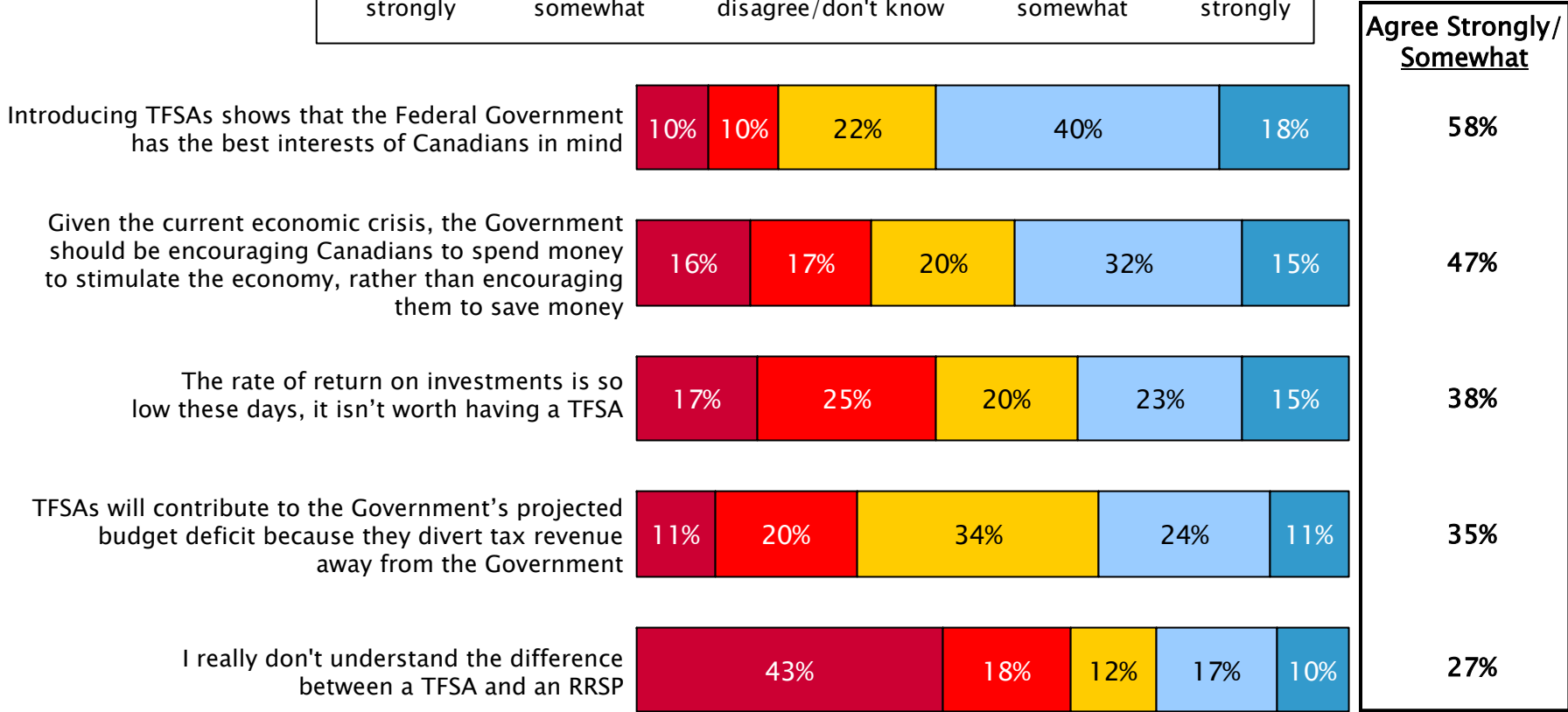
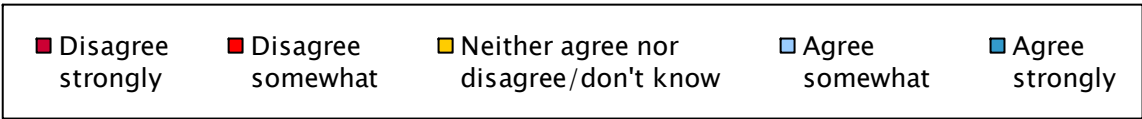


Reasons Why Unlikely To Open TFSA in 2009



Q4 Why do you say that you are [not very likely /not at all likely] to open a TFSA in 2009?
Base: Total not very/not at all likely to open TFSA in 2009 (n=503).

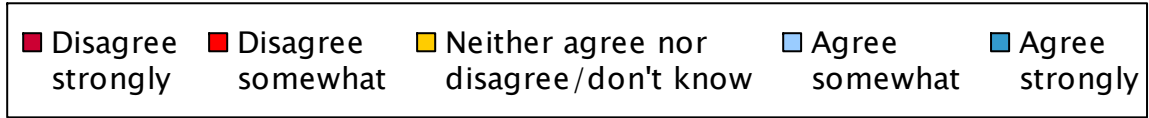
Level of Agreement with Statements about TFSAs



Q5A We would like to know the extent to which you agree or disagree with some statements about TFSAs. For each statement, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly.
 Base: Total Canadians (n=1016).

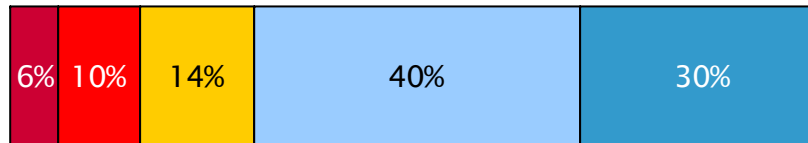


How TFSAs Should Be Used

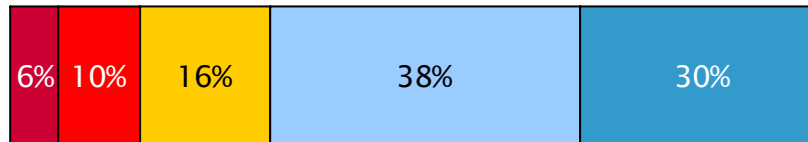


TFSAs should be used ...

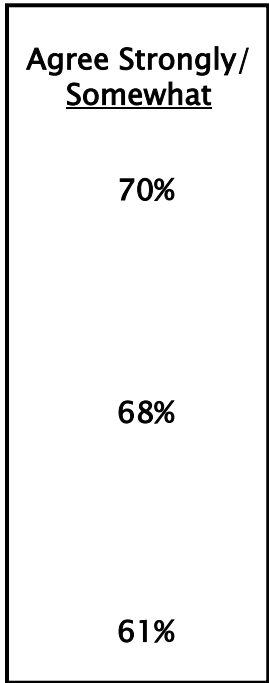
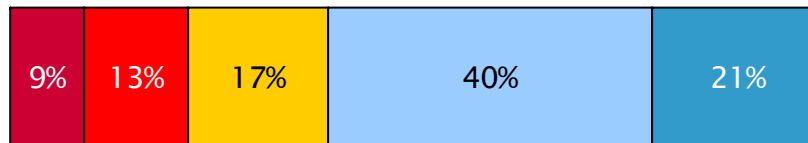
As a source of emergency funds to help meet living expenses in the event of a job loss or other unforeseen setback



As part of a long-term strategy to help finance a secure retirement



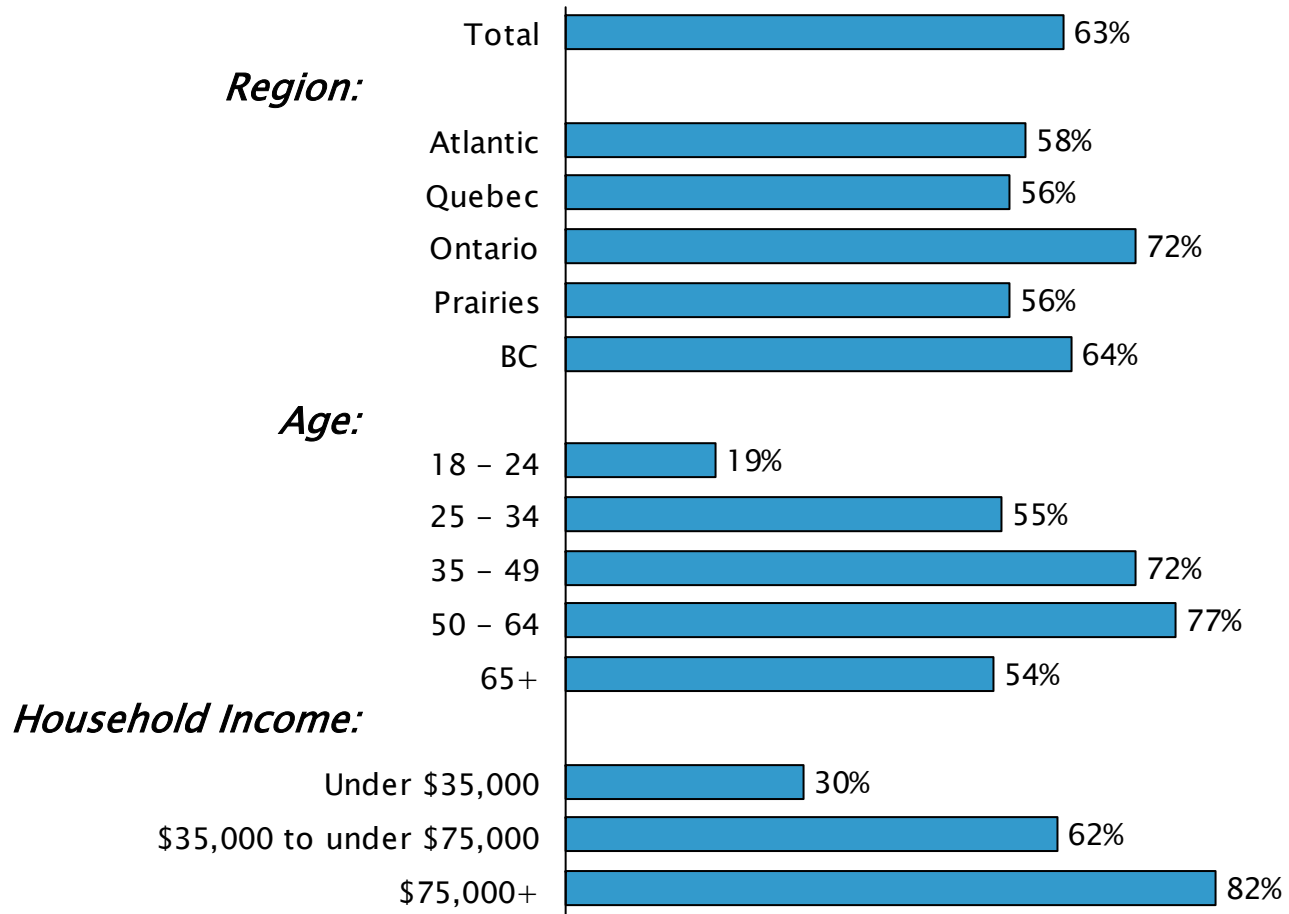
For meeting short and medium term savings goals such as buying a car or house, making home improvements or taking a family vacation



Q5A We would like to know the extent to which you agree or disagree with some statements about TFSAs. For each statement, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly.
 Base: Total Canadians (n=1016).



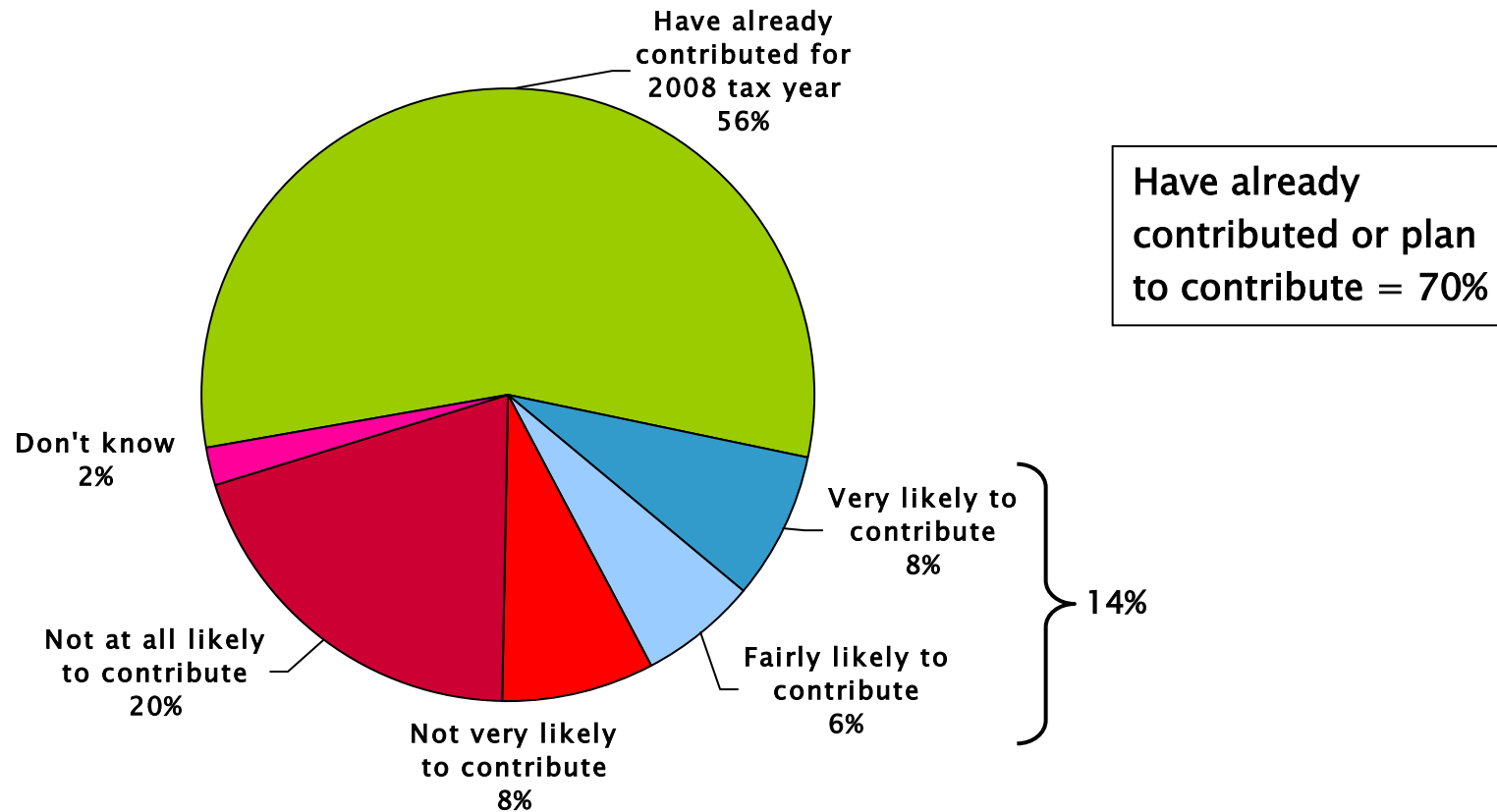
Incidence of Having an RRSP



Q6 Do you have an RRSP?
Base: Total Canadians (n=1016).



2008 Tax Year RRSP Contributions (By March 2, 2009 Deadline) – Among RRSP Holders

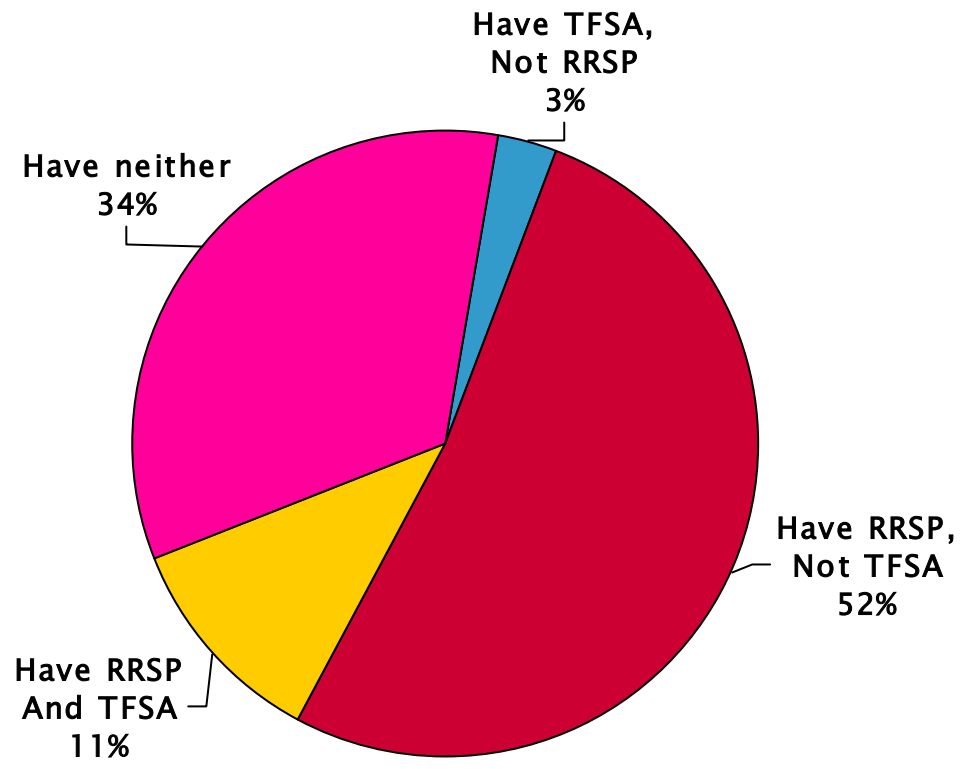


Q8 The deadline to contribute to an RRSP for the 2008 tax year is March 2nd 2009. Have you made a contribution to your RRSP yet for the 2008 tax year?

Q9 How likely are you to contribute to your RRSP for the 2008 tax year before the March 2nd 2009 deadline? Are you...?

Base: Total with an RRSP (n=654)

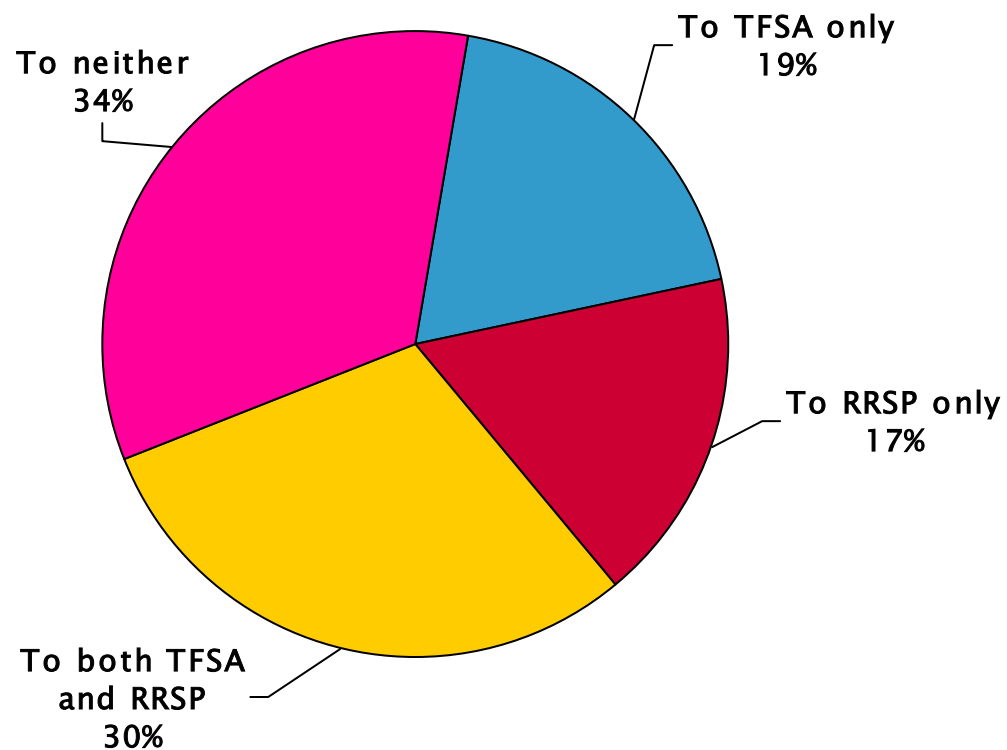
TFSA and RRSP Ownership



Base: Total Canadians (n=1016)



Have Made or Plan to Make TFSA and RRSP Contributions in 2009



Base: Total Canadians (n=1016)
To TFSA: In 2009
To RRSP: For 2008 tax year, by March 2, 2009 deadline.

