

**Investor Education Survey: *Ontarians not planning for their financial future*****Table of Contents**

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**PO1. Do you or have you had a financial plan to save for:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
 Overlap formulae used.

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E
Base: All respondents	905	132	257	516	258	647
Weighted	905	146	267	492	291	614
Your children's education	171 19%	17 12%	34 13%	119 24% AB	121 42% E	50 8%
Retirement	489 54%	32 22%	126 47%	332 67% AB	150 52%	339 55%
Buying a home	106 12%	14 9%	27 10%	66 13%	47 16% E	59 10%
None of the above	352 39%	94 65% BC	123 46% C	135 27%	103 35%	249 41%

**PO2. Do you have the following?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
 Overlap formulae used.

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E
Base: All respondents	905	132	257	516	258	647
Weighted	905	146	267	492	291	614
<b>Financial investments (excluding a home in which you live)</b>						
Yes	546 60%	41 28%	130 49%	375 76%	163 56%	383 62%
No	359 40%	105 72%	137 51%	117 24%	128 44%	231 38%
<b>A financial advisor</b>						
Yes	330 36%	21 14%	76 28%	233 47%	92 32%	238 39%
No	575 64%	125 86%	192 72%	259 53%	199 68%	376 61%
<b>A stock broker</b>						
Yes	85 9%	6 4%	25 9%	54 11%	15 5%	69 11%
No	820 91%	140 96%	243 91%	438 89%	276 95%	545 89%

**PO2. [Yes Summary] Do you have the following?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
 Overlap formulae used.

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E
Base: All respondents	905	132	257	516	258	647
Weighted	905	146	267	492	291	614
Financial investments (excluding a home in which you live)	546	41	130	375	163	383
	60%	28%	49%	76%	56%	62%
A financial advisor	330	21	76	233	92	238
	36%	14%	28%	47%	32%	39%
A stock broker	85	6	25	54	15	69
	9%	4%	9%	11%	5%	11%
				A		D

**PO3. Which of the following best represents how often you typically speak with your financial advisor/ broker about the performance of your portfolio of investments?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E
Base: Have investments and a financial advisor or stock broker	392	23	89	280	94	298
Weighted	331	19**	78*	234	90*	241
At least once a month	37 11%	2 12%	11 15%	23 10%	8 9%	29 12%
A few times a year	189 57%	11 55%	47 60%	131 56%	49 55%	139 58%
Once a year	63 19%	2 8%	10 13%	51 22%	21 23%	43 18%
Less than once a year	26 8%	1 6%	8 10%	17 7%	6 7%	20 8%
We never discuss the performance of the entire portfolio	16 5%	4 19%	2 2%	11 5%	6 7%	10 4%

**PO4. Which of the following statements most closely characterizes the discussions you typically have with your advisor/ broker?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E
Base: Have investments and a financial advisor or stock broker	392	23	89	280	94	298
Weighted	331	19**	78*	234	90*	241
I ask questions about the investments he/she is recommending	251	13	58	180	66	184
	76%	65%	74%	77%	73%	77%
I don't ask questions because I lack the confidence to do so	7	0	2	5	3	4
	2%	-	2%	2%	3%	2%
I don't ask questions because I don't know what questions to ask	18	1	6	11	7	11
	5%	5%	8%	5%	8%	4%
I don't ask questions because I don't understand the terminology my advisor uses when he/she recommends investments	3	0	0	3	0	3
	1%	-	-	1%	-	1%
I don't ask a lot of questions (for other reasons)	53	6	12	35	14	39
	16%	30%	15%	15%	15%	16%

**PO5. Which of the following best describes how accurately you would be able to cite the long term (5+ year) performance of your investment portfolio as a percentage gain or loss?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E
Base: Have investments and a financial advisor or stock broker	392	23	89	280	94	298
Weighted	331	19**	78*	234	90*	241
I can give a precise number	19 6%	1 7%	3 4%	15 6%	4 5%	15 6%
I would be accurate within a few percentage points	97 29%	2 11%	23 30%	72 31%	24 27%	73 30%
I could give a ballpark estimate	142 43%	11 55%	33 43%	98 42%	39 44%	103 43%
I do not have a good idea of the long-term investment performance of my portfolio	73 22%	5 26%	19 24%	49 21%	22 25%	50 21%

**PO6. How do you assess how well your portfolio performs every year?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E
Base: Have investments and a financial advisor or stock broker	392	23	89	280	94	298
Weighted	331	19**	78*	234	90*	241
I don't assess it personally- every year my broker tells me how my portfolio performed	115	9	25	81	26	89
	35%	45%	33%	35%	29%	37%
I compare my portfolio growth with the growth of the market	96	4	22	69	22	73
	29%	23%	28%	30%	25%	30%
I compare my portfolio growth with the growth of a similar portfolio of financial products	57	1	13	43	16	41
	17%	7%	16%	18%	18%	17%
I use another method to assess how it did	57	7	13	37	14	43
	17%	37%	17%	16%	16%	18%
I don't assess the performance of my portfolio every year	54	3	12	39	23	30
	16%	14%	15%	17%	26% E	13%