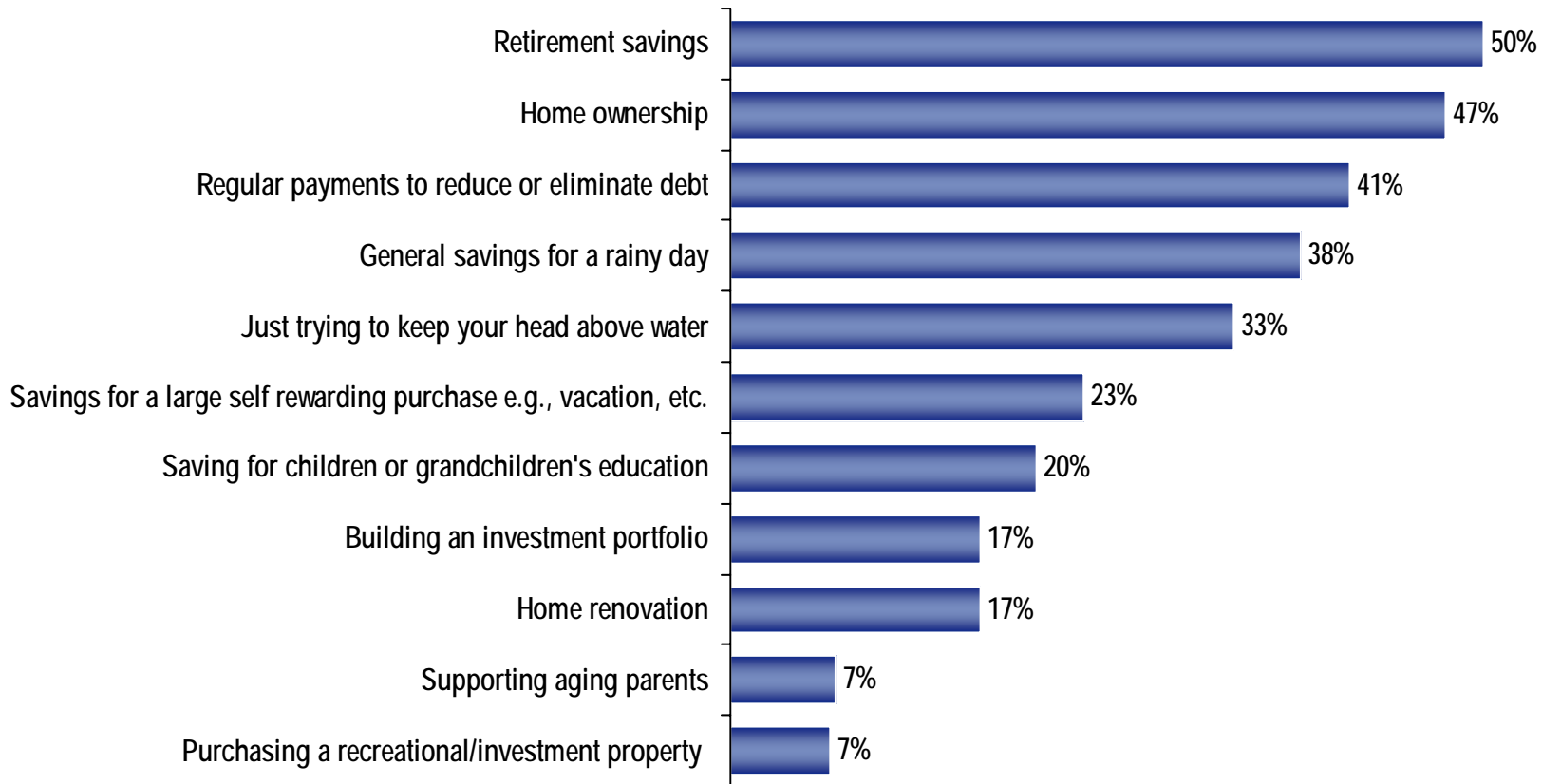


Financial priorities

Rank 1-3



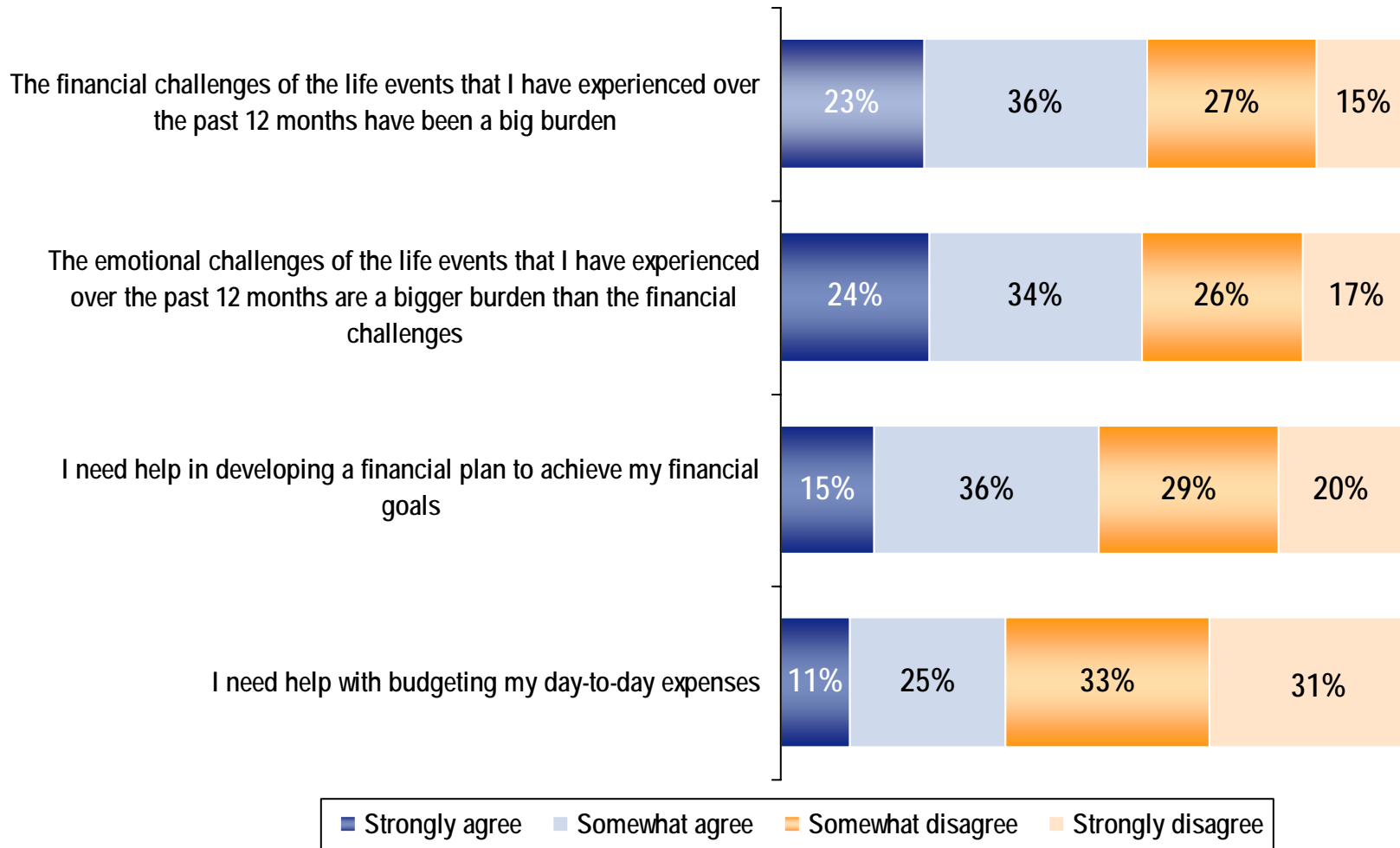
Q.1 The statements below are a list of different financial priorities that you might have. Please select up to three that are the most important priorities to you right now. Put them in order of importance, by placing a '1' next to the one that is most important to you, a '2' next to the second most important and a '3' next to the third most important.
 Base: All respondents (n=1231)

Financial Priorities Trended by Age Group

	Total		Ages 18-34		Ages 35-54		Ages 55+	
	2008 (n=1272) %	2009 (n=1231) %	2008 (n=308) %	2009 (n=374) %	2008 (n=540) %	2009 (n=494) %	2008 (n=424) %	2009 (n=363) %
Retirement savings	44	50 ↑	32	34	52	56	45	58 ↑
Home ownership	33	47 ↑	52	55	30	44 ↑	20	44 ↑
Regular payments to reduce or eliminate debt	52	41 ↓	54	40 ↓	56	45 ↓	44	37 ↓
General savings for a rainy day	39	38	32	33	36	34	50	49
Just trying to keep your head above water	37	33	31	35	40	35	39	30
Savings for a large self rewarding purchase e.g., vacation, etc.	31	23	36	28	25	21	35	22
Saving for children or grandchildren's education	22	20	31	27	24	22	14	10
Building an investment portfolio	17	17	12	16	17	13	22	22
Home renovation	20	17	13	12	18	17	28	21
Supporting aging parents	4	7	6	13	3	6	3	3
Purchasing a recreational/investment property	n/a	7	n/a	7	n/a	7	n/a	5

Q.1 The statements below are a list of different financial priorities that you might have. Please select up to three that are the most important priorities to you right now. Put them in order of importance, by placing a '1' next to the one that is most important to you, a '2' next to the second most important and a '3' next to the third most important.
2008 RBC RRSP Poll; 2009 RBC TFSA Poll

Financial and emotional challenges; Planning and budgeting



Q.21 To what extent do you agree with the following statements?
 Base: All respondents (n=1231)