



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%

QA4new2010. Which of these priorities have you put money towards within the past 12 months?
Base: All respondents