



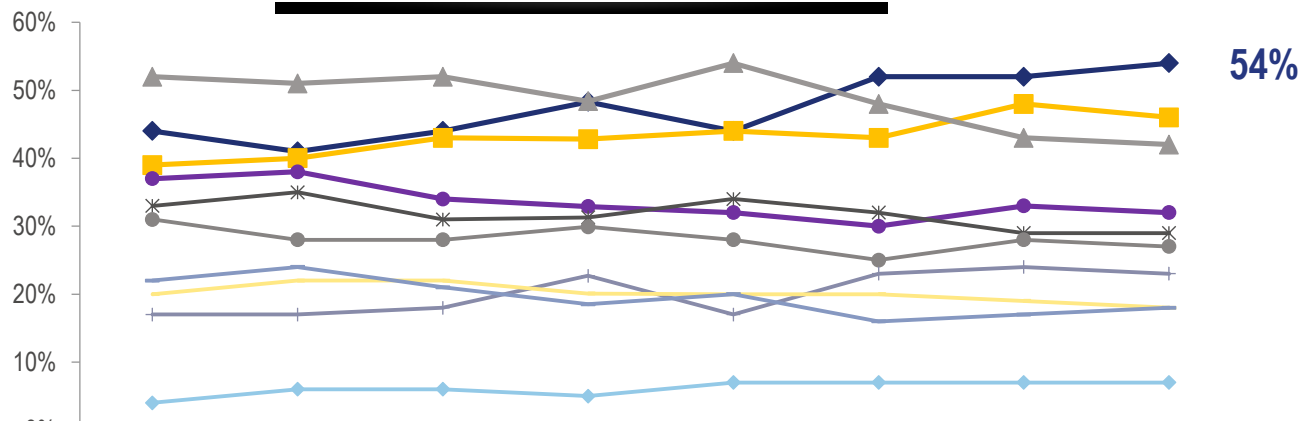
# RBC 2015 FINANCIAL INDEPENDENCE IN RETIREMENT POLL

## Retirement savings No. 1 financial priority for Canadians for past three years

**54%**

**Retirement savings**

Financial Priorities: Ranked 1-3



	2008 (n=1272)	2009 (n=1457)	2010 (n=1295)	2011 (n=1224)	2012 (n=1225)	2013 (n=2062)	2014 (n=3205)	2015 (n=2217)
◆ Retirement savings	44%	41%	44%	48%	44%	52%	52%	54%
■ General savings for a rainy day	39%	40%	43%	43%	44%	43%	48%	46%
▲ Regular payments to reduce or eliminate debt	52%	51%	52%	48%	54%	48%	43%	42%
● Just trying to keep your head above water	37%	38%	34%	33%	32%	30%	33%	32%
* Home ownership	33%	35%	31%	31%	34%	32%	29%	29%
● Savings for a large self-rewarding purchase	31%	28%	28%	30%	28%	25%	28%	27%
+ Building an investment portfolio	17%	17%	18%	23%	17%	23%	24%	23%
◆ Home renovation	20%	22%	22%	20%	20%	20%	19%	18%
— Saving for children or grandchildren's education	22%	24%	21%	19%	20%	16%	17%	18%
◆ Supporting aging parents	4%	6%	6%	5%	7%	7%	7%	7%

Q.A3 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 the 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