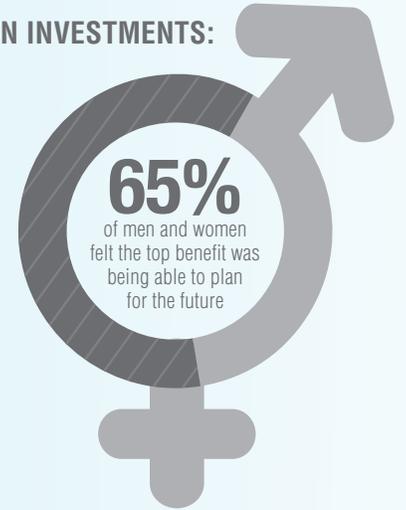
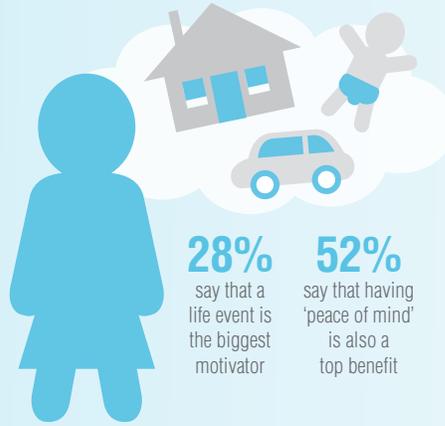
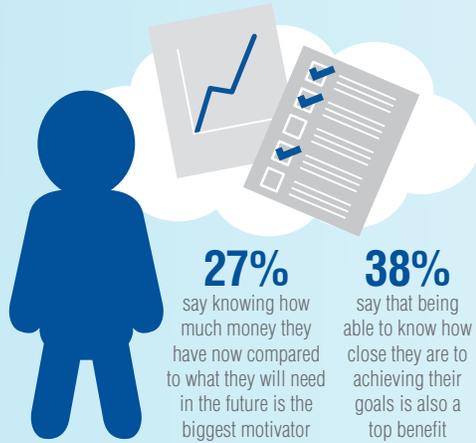




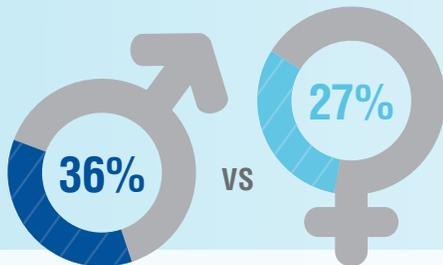
# RBC DIRECT INVESTING™ POLL SUMMER 2012

## MAIN MOTIVATORS & BENEFITS FOR BEING INVOLVED IN MANAGING ONE'S OWN INVESTMENTS:

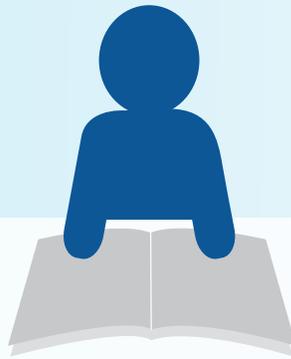


**WOMEN TELL US THEIR ENGAGEMENT IS ROOTED IN THE FUTURE USE OF THE INVESTMENT SUCH AS SAVING FOR A CHILD'S EDUCATION OR RETIREMENT; MEN ON THE OTHER HAND ARE MORE DRIVEN BY ACHIEVING THE TARGET AMOUNT THEY HAVE SET FOR THEMSELVES.**

MICHAEL MACDONALD, Vice-President, Strategy, RBC Direct Investing



Men are more likely to read everything they can about a topic when learning new things about managing investments.

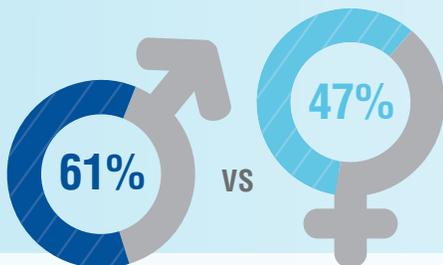


According to a recent RBC Direct Investing survey, both men and women are hands-on when it comes to investing but they differ in what keeps them interested. The key motivator for each gender differs, but both recognize the importance of being knowledgeable and involved.

"Confidence can be increased through practice and repetition and by establishing a plan to follow," said MacDonald. "That's why we have resources like Practice Accounts that provide a no-risk way for investors to develop their skills and tools to help them create goals, build portfolios and visualize and track their progress."

### ABOUT THE RBC DIRECT INVESTING POLL SUMMER 2012

This survey was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel from June 6-11, 2012. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of 1020, with 100% per cent response rate, would have an estimated margin of error of  $\pm 3$  per cent, 19 times out of 20. The margin of error within subgroups of the sample will be higher.



Confidence continues to be a divergent factor between the sexes, with less than half of women agreeing that they are good investors compared to a majority of men.

