



22ND Annual RBC RRSP Poll

Top financial priorities

Rank 1-3

	Total (n=1224)	Age		
		18-34 (n=285)	35-54 (n=500)	55+ (n=439)
Regular payments to reduce or eliminate debt	48% ↓	48% ↓	53% ↓	43%
Retirement savings	48% ↑	35% ↑	56%	51%
General savings for a rainy day	43%	39% ↓	39% ↑	52%
Just trying to keep your head above water	33%	32%	33%	35% ↑
Home ownership	31%	49% ↑	30%	17%
Savings for a large self rewarding purchase	30%	34% ↑	23%	35%
Building an investment portfolio	23%	19%	23%	27%
Home renovation	20%	17%	19%	25%
Saving for children or grandchildren's education	19%	21% ↓	21%	13%
Supporting aging parents	5%	7% ↓	4%	4%

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

↓ ↑ = significant difference compared to 2010.

○ = Statistically significant difference