



Investing As We Age

Prepared for:

Investor Office

Ontario Securities Commission
20 Queen Street West, 22nd Floor
Toronto, ON M5H 3S8



ONTARIO
SECURITIES
COMMISSION

Research Approach

Overview

Understanding the knowledge, attitudes, and behaviour of Ontario investors is critical to the Ontario Securities Commission's (OSC) evidence-based approach to effective policy development.

In this study, the OSC Investor Office has engaged Innovative Research Group (INNOVATIVE) to provide further meaningful insights regarding pre- and post-retirement planning among Ontarians aged 45 and older and provide information to help support the development of the OSC's Seniors Strategy.

Methodology

This survey was conducted online among a representative sample of 1,516 Ontarians, 45 years or older, between May 9th and 16th, 2017.

The sample has been weighted down to n=1,500 by age, gender and region using the latest Statistics Canada Census data to reflect the actual demographic composition of the adult population 45+ residing in Ontario.

Since the online survey was not a random probability based sample, a margin of error cannot be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels. However, a random probability based sample of this size would have an estimated margin of error of $\pm 2.5\%$, 19 times out of 20. The estimated margin of error would be larger within each sub-grouping of the sample.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

Key Highlights

Financial Concerns of Ontarians 45+

- **Retirement issues are top of mind concerns for Ontarians 45+;** 1-in-4 say retirement in some form is their top financial concern, including 14% who cite concerns about having enough money, 7% who are worried about planning and saving, and 4% who say they are concerned about maintaining their quality of life.
- Many are also concerned about having enough for essentials (13%) and managing debt (10%), while others worry about their investment performance and growth (9%) and unstable markets, the economy, and inflation (4%).
- **Top concerns vary by age and gender.** Retirement planning is of greater concern to pre-retirees and younger Ontarians, women are twice as likely to be most concerned about paying for day to day costs and men are nearly twice as likely to be concerned about the performance of their investments.

House & Home: *the new retirement savings plan?*

- **Ontarians 45+ are relying heavily on an increase in the value of their home for retirement.** Among the three-quarters (76%) who own their home, 4-in-10 are relying on an increase in home equity to finance their retirement.
- Homeownership is replacing retirement planning for some – more than half (53%) of those without a retirement plan are reliant on higher home equity.
- Heavy reliance on one's home in place of retirement planning is highest among those who have yet to retire (45%), Toronto homeowners (43%), non-investors (43%) and investors with smaller portfolios (47%).

Key Highlights (continued)

- Those who worry about running out of money during retirement are more reliant on home equity gains (58%) than those who are not (14%). The same is true of those who have high stress related to their retirement planning: 70% say they are relying on higher home prices compared to fewer than 1-in-4 (24%) of those with low stress.

Retirement Ready? Measuring financial knowledge, behaviour, and stress

- 39% Ontarians 45+ report good or excellent knowledge, but the results vary by gender: **half as many women (27%) as men (51%) report good or excellent knowledge of investing.**
- **Overall, 22% of pre-retired Ontarians 45+ report having high stress.** Stress is higher among women; pre-retiree women over 55 are 10 percentage points more likely to report having high stress about retirement than men the same age (between 13% and 27% of women and just 3% to 16% of men).
- Women are more likely to use and rely on financial advisors. Nearly 7-in-10 women use a financial advisor, slightly more than the 6-in-10 of men. Women are also more reliant on their advisors; women are more likely to agree (45%) that they “need to use an advisor to plan for retirement” than are men (39%).
- When it comes to conducting their own research on an investment, 50% of Ontarians 45+ say they do so “often” or “always”, but men are 16 percentage points more likely to do so than women.
- Women are between 8 and 10 percentage points more likely to rely on the value of their home and are more likely to have not started saving for retirement. This gender gap is particularly large among those 45-54, where nearly one-in-five women have no investments (19%) compared to just one-in-ten men.

Research Overview

What is the financial profile of the average Ontarian 45+ (e.g. debt level, investments, portfolio size, home ownership, private pension income, etc.)?

- 43% of Ontarians 45+ do not carry any non-mortgage debt; 31% have credit card debt; 31% have a line of credit.
- Among those who carry non-mortgage debt, a majority (56%) have less than \$15k; 46% have no mortgage, most owe less than \$100k.
- RRSPs (58%) and TFSAs (57%) are the most common savings tool. 12% have no savings.
- Mutual funds are the most commonly held investment products (61% of those with investments/savings have mutual funds).
- Not including their home, 23% of investors' portfolios are worth \$500k or more.
- 37% of Ontarians 45+ are relying on the value of their home for retirement. This goes up to 45% when looking at those who are not yet retired.
- 44% of those who are not yet retired have a company pension plan (theirs or their spouse's).

How do Ontarians 45+ invest (financial advisor vs. DIY)? What role do discount brokers and DIY tools play with their investments?

- 65% of investors consult at least one type of investment professional, while 15% used to consult with a professional but no longer do and 17% have never worked with an investment professional.
- Most Ontarians 45+ (60%) have not purchased investments through an online discount brokerage.

Where do Ontarians 45+ get investment advice?

- Half of investors do their own research to decide if an investment is suitable, and 42% ask their advisor questions. Consulting third parties or friends and family are the least common steps taken.
- Banks (52%) and financial advisors (47%) are the most common sources of information for Ontarians 45+, followed by general internet searches (23%). Only 1-in-20 never look for information.
- Vast majority (80%+) of respondents rarely or never respond to messages, attend presentations or order free information. Younger men (45 to 54) are most likely to do so.

Research Overview (continued)

What are the behaviours, attitudes and knowledge related to saving and investing?

- The majority of Ontarians 45+ (58%) reported knowing little or nothing about investment products and don't follow financial markets.
- Those who do not use an investment professional are often confident in managing their investments (50%) and are concerned about fees / costs of service (43%).
- Investments that gain value and don't lose value were equally important to investors (58%).
- In the event of a major decline in the market (down 30% of its value over the last few months), 37% would do nothing, while 34% would seek advice.
- Saving for retirement and identifying frauds and scams were the top two important financial issues. Saving for retirement was more important for pre-retirees, while frauds and scams were the most important for those who are retired.
- Ontarians 45+ tend to favour steady investments over ones that vary widely in value (71%).
- Just under half of respondents (48%) are worried they will run out of money during their retirement, with pre-retirees being more concerned about this than those already retired.
- 15% of respondents expect to require financial support from their children or family at some point in retirement.

Do Ontarians 45+ have a retirement plan?

- Majority (54%) of pre-retirees have no plan for retirement (including 10% who say they don't need one). Two-thirds of pre-retirees have an accurate or rough idea of the amount they need in order to retire. Of those who have one, three-in-four are on track or ahead of their plan.
- Among retirees, 31% have no plan for their retirement, while 64% do. Employer pensions, CPP and OAS were the most prevalent sources of income.
- Almost one-third of pre-retirees expect their standard of living to worsen when they retire, and 22% report high or very high stress regarding their retirement planning. 16% of retirees report a worse standard of living than before retirement, 30% say it is better.

Key Findings

House & Home: *The new retirement savings plan?*



House & Home: 4-in-10 are relying on their home increasing in value to finance their retirement ⁸

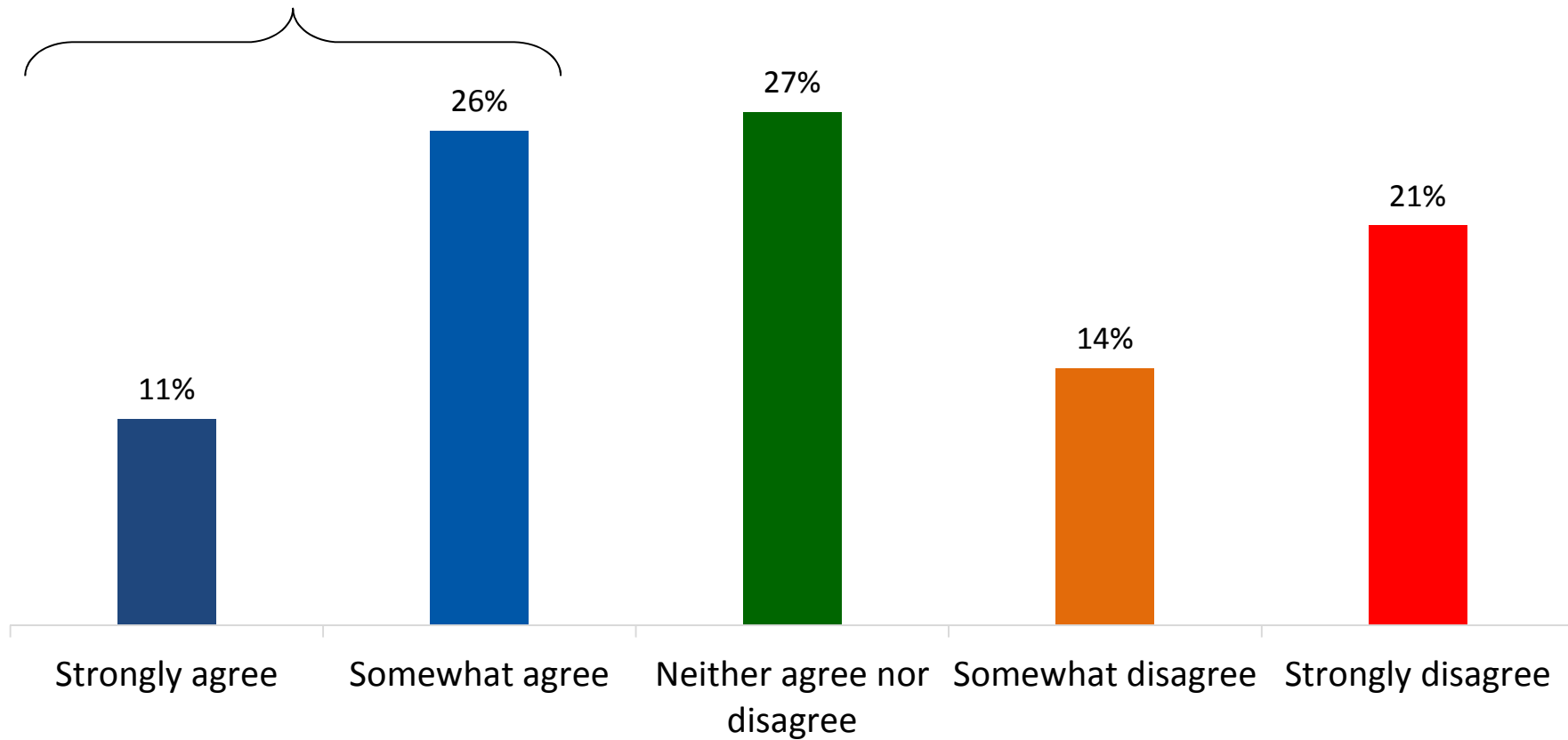


Agree/Disagree:

I am relying on the value of my home increasing to provide for my retirement.

[asked of Ontario homeowners 45+; n=1,134]

37% are relying on an increase in the value of their home



House & Home: Reliance on increase in home value higher among pre-retirees & non/smaller investors

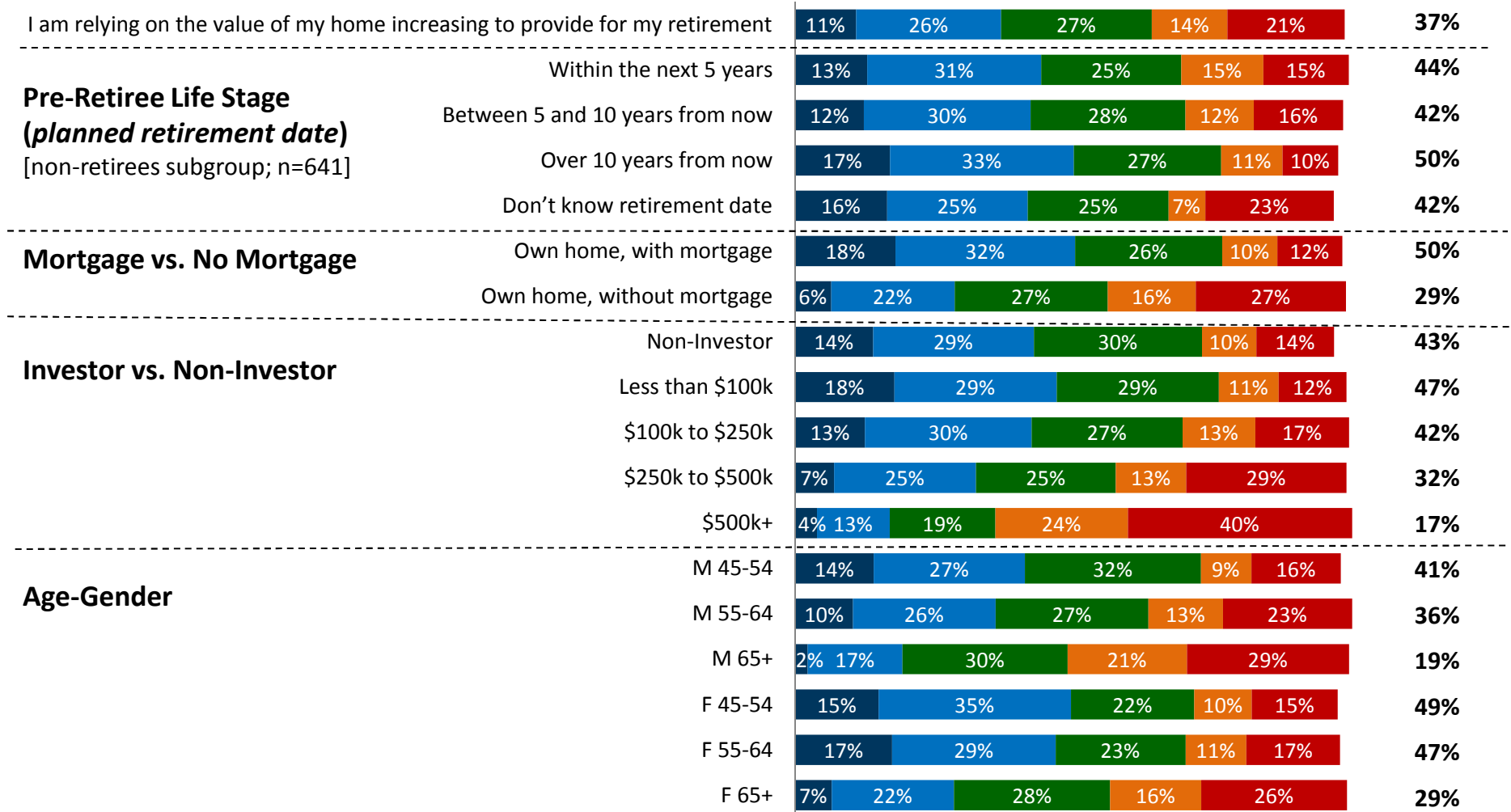


Agree/Disagree:

I am relying on the value of my home increasing to provide for my retirement.

[asked of Ontario homeowners 45+; n=1,134]

TOTAL AGREEMENT



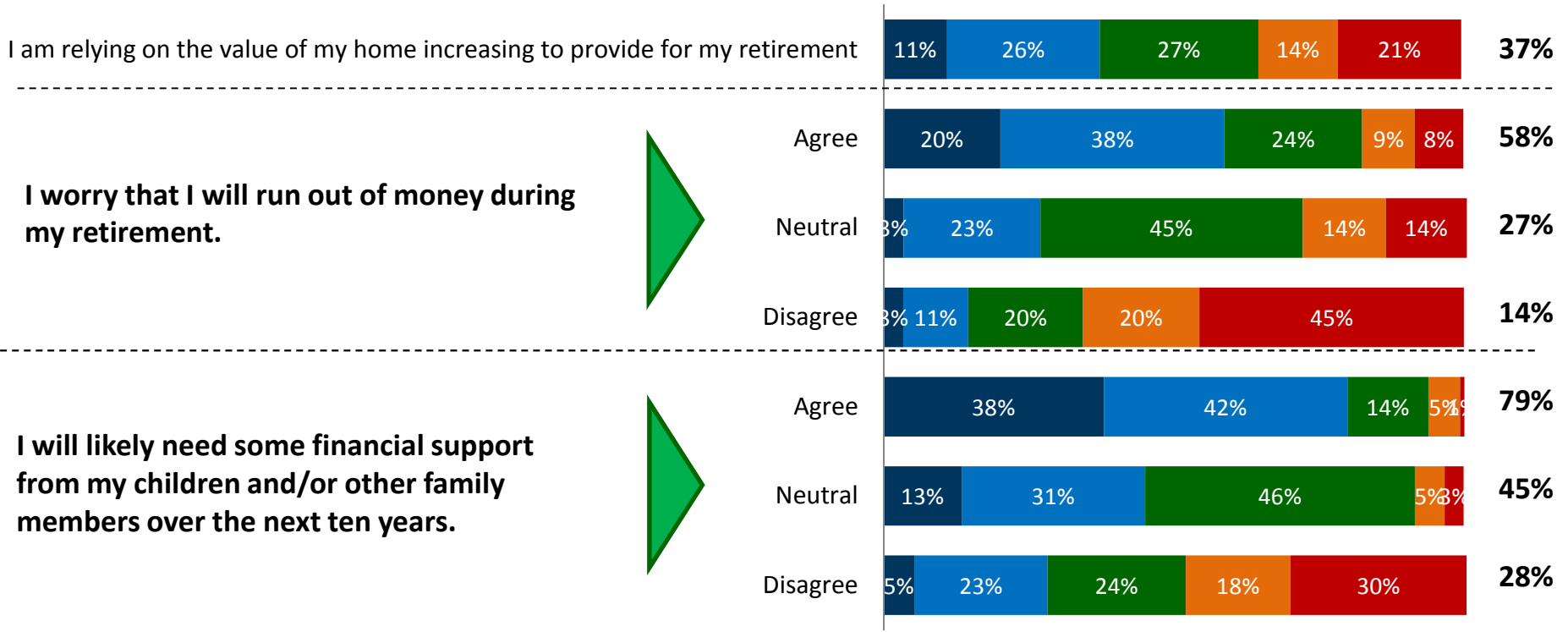
■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

Those worried about running out of money or who will need financial support are more reliant on home value



I am relying on the value of my home increasing to provide for my retirement.
[asked of Ontario homeowners 45+; n=1,134]

TOTAL AGREEMENT



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

Don't know (1%-3%) not shown

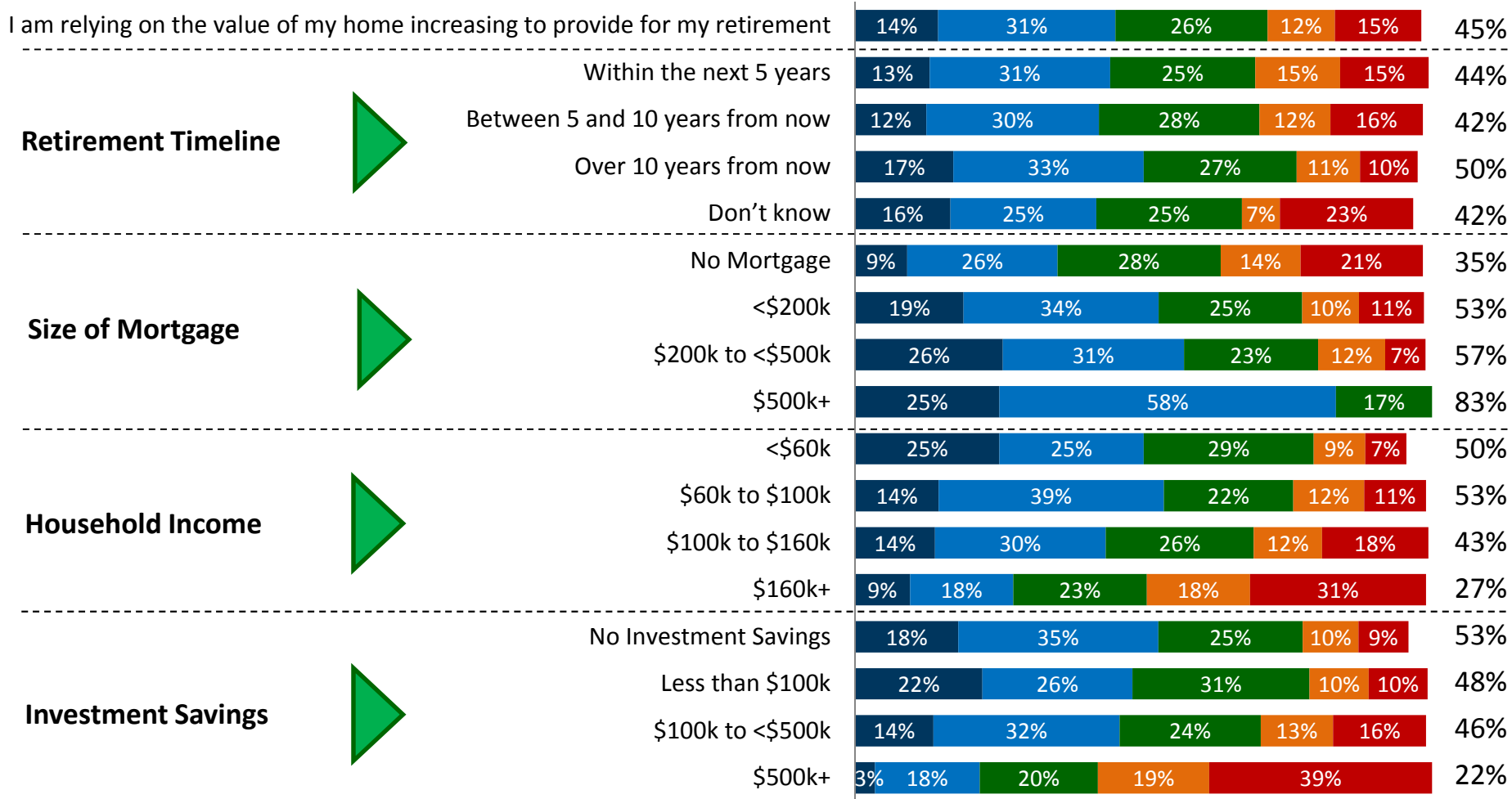


Pre-retirees: Almost half (45%) of pre-retirees are relying on increased home value, including 83% with mortgage \$500k+ ¹¹



I am relying on the value of my home increasing to provide for my retirement.
 [asked of pre-retired Ontario homeowners 45+; n=641]

TOTAL AGREEMENT



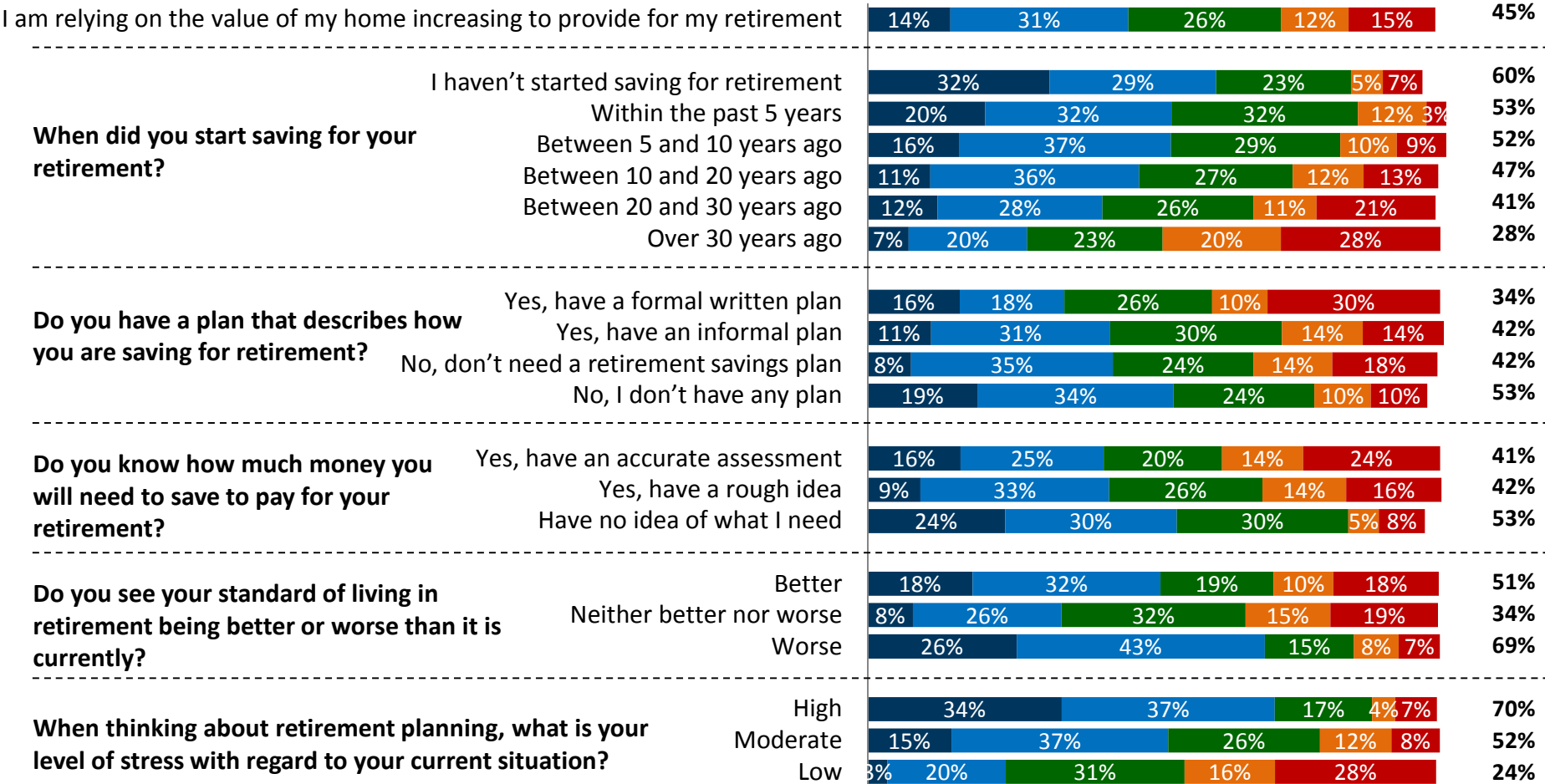
■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

Pre-retirees: Those least prepared are more likely to rely on increased home equity, including 60% who are not yet saving



I am relying on the value of my home increasing to provide for my retirement.
 [asked of pre-retired Ontario homeowners 45+; n=641]

TOTAL AGREEMENT



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

Don't know (1%-3%) not shown

Key Findings

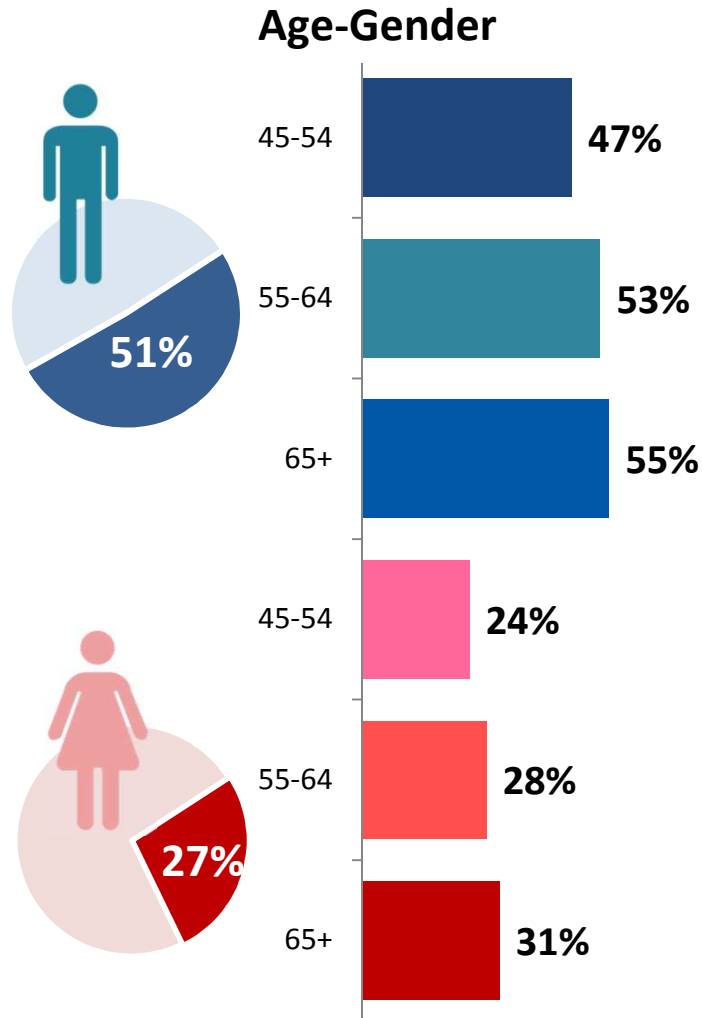
Retirement Ready? Measuring financial knowledge, behaviour, and stress



Knowledge Gap: Women less likely to report a good grasp of investing, more likely to have no idea what they need to save¹⁴

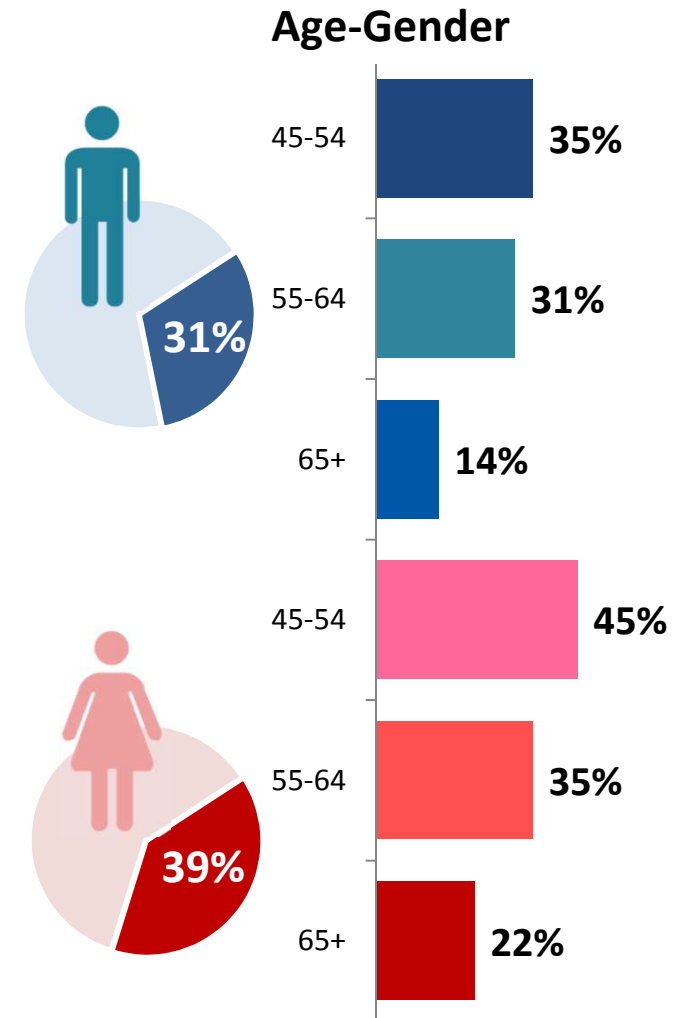
Segmentation ▶▶

Respondents who say they have a “good” or “excellent” understanding of investing.



Segmentation ▶▶

Respondents who say they have “No idea” what they need to save for retirement



Stress Gap: Women are more stressed, more concerned about ¹⁵ running out of money & say retirement savings are important

	Men 45-54	Men 55-64	Men 65+	Women 45-54	Women 55-64	Women 65+
<i>Respondents who say their stress is high or very high.</i>	24%	16%	3%	23%	27%	13%
Total Importance: <i>Retirement savings.</i>	76%	76%	71%	76%	85%	74%
Total Agree: <i>I worry that I will run out of money during my retirement.</i>	55%	44%	38%	63%	53%	40%

Behaviour Gap: Women more likely to use and rely on financial advisor for advice, retirement planning

Total Agree:

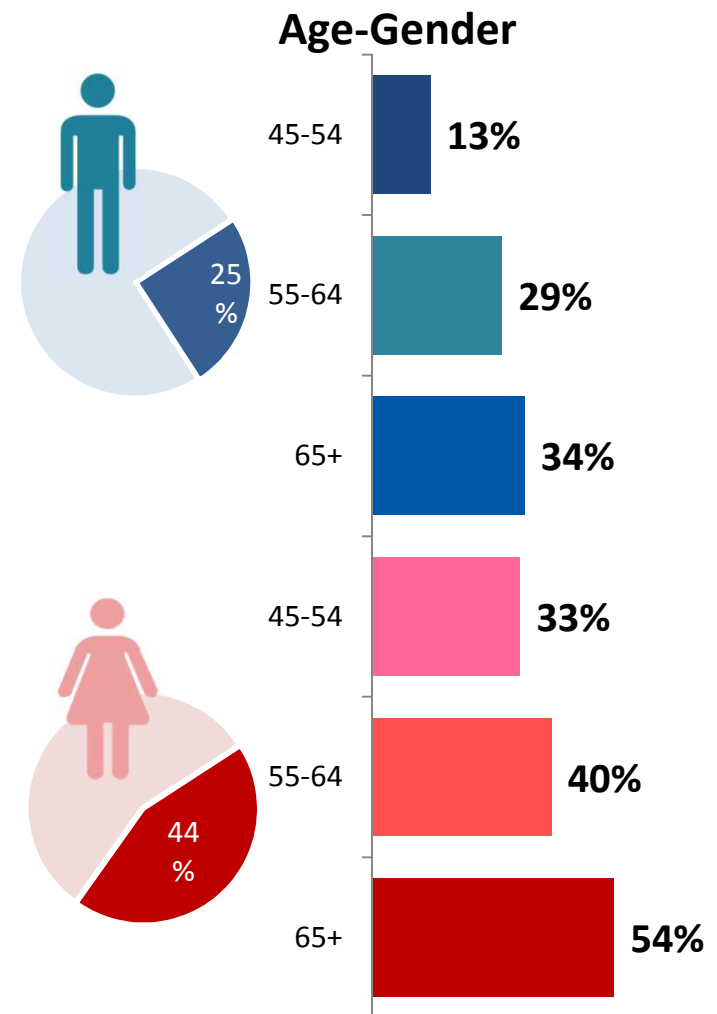
"I need to use a financial advisor to plan for my retirement"

Men 45-54	43%
Men 55-64	38%
Men 65+	35%
Women 45-54	49%
Women 55-64	45%
Women 65+	41%

Note: Total agree = (Strongly + Somewhat Agree)

Segmentation ▶▶

Respondents who say they would "seek advice from financial advisor" when asked to imagine "that over the last few months, the stock market has lost 30% of its value. An individual stock you own also lost 30% of its value."



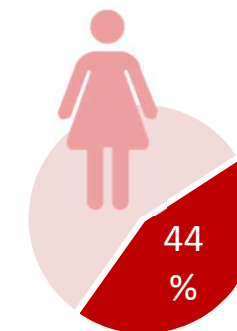
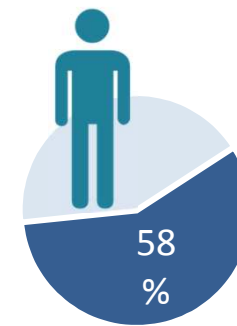
Behaviour Gap: Men more likely to use online discount brokerage and to do their own research

Percent who use an online discount brokerage

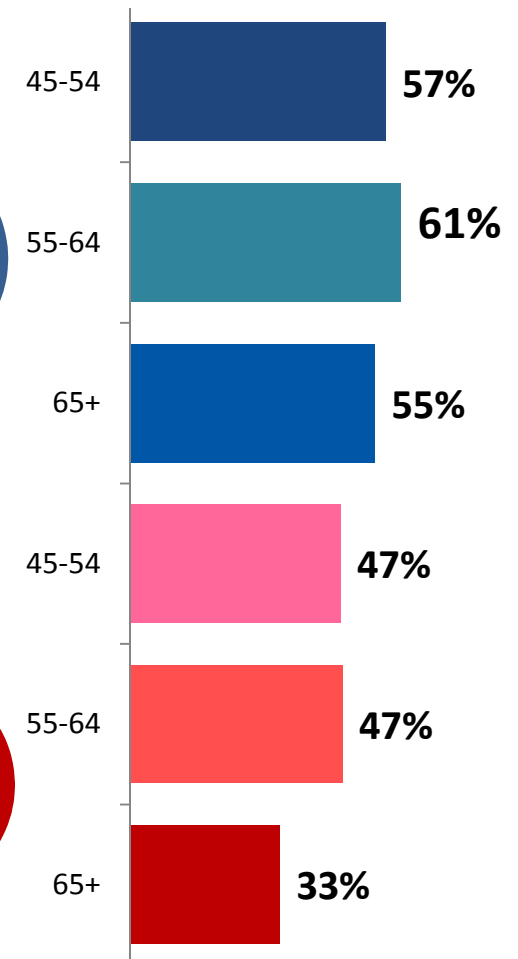
Men 45-54	36%
Men 55-64	32%
Men 65+	27%
Women 45-54	21%
Women 55-64	19%
Women 65+	13%

Segmentation ▶▶

Respondents who say they often or always do their own research.



Age-Gender

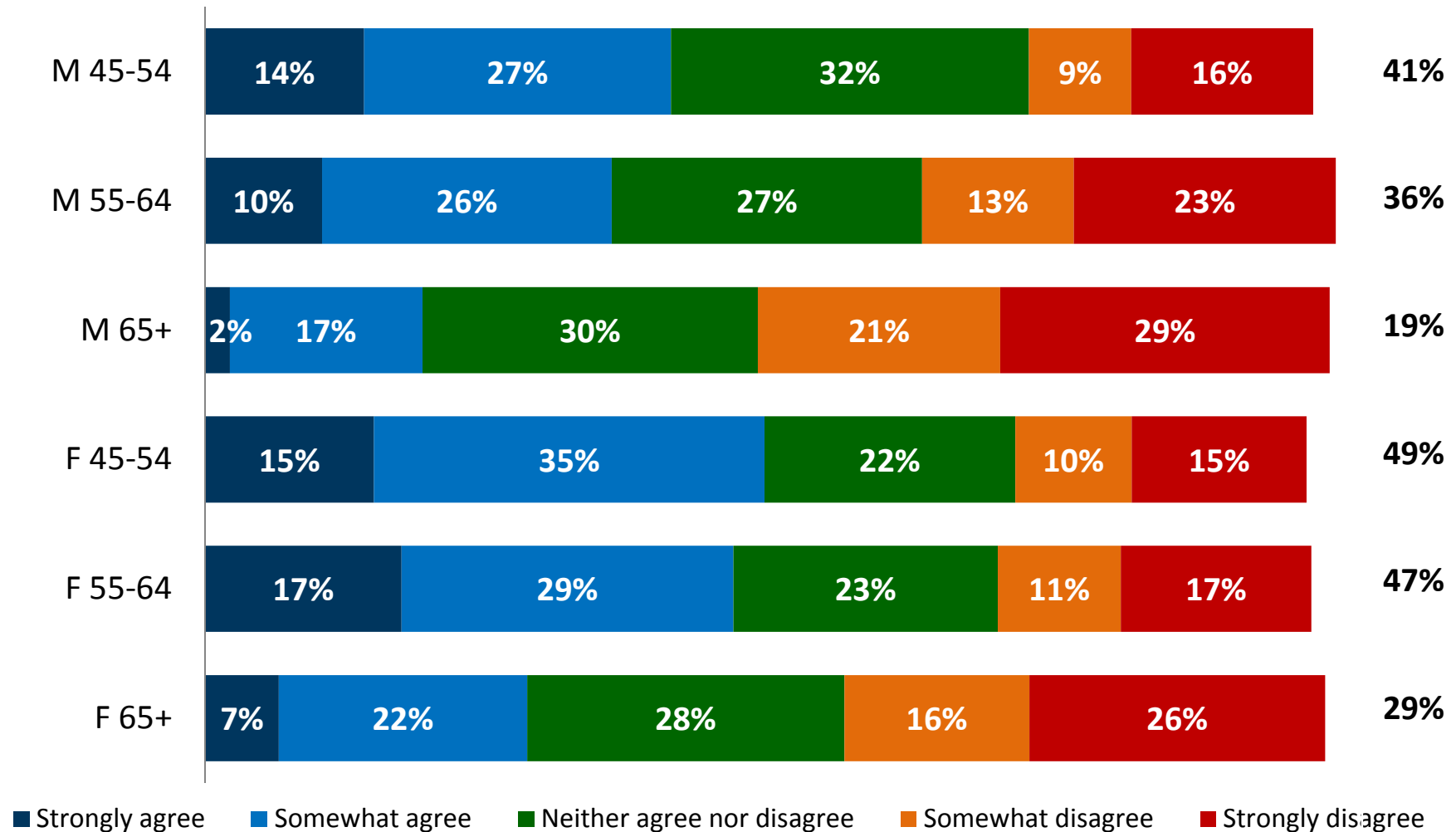


Susceptibility to housing market: Women are more likely than men to rely on value of home increasing for retirement



Agree/Disagree: I am relying on the value of my home increasing to provide for my retirement.
 [asked of Ontario homeowners; n=1,134]

TOTAL AGREEMENT



Susceptibility to Fraud: Younger men more likely to respond to messages, attend sales presentations, order free info

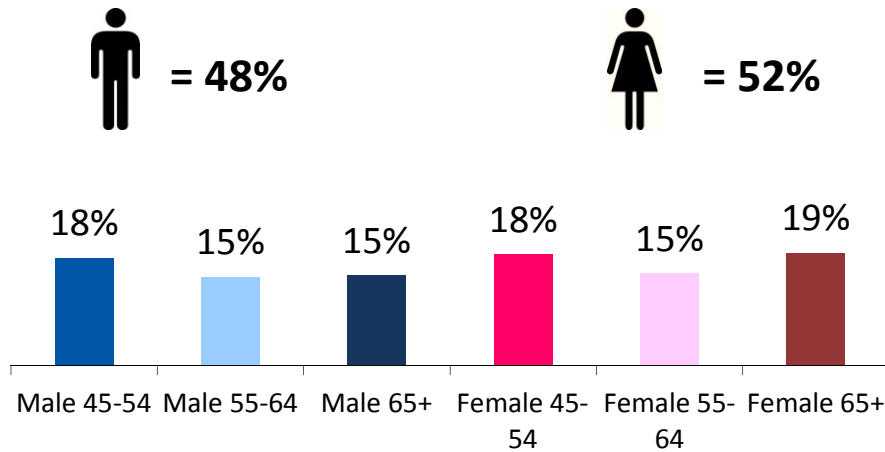
% who...	Men 45-54	Men 55-64	Men 65+	Women 45-54	Women 55-64	Women 65+
Often/always hang up on sales pitch	52%	58%	72%	60%	62%	72%
Rarely/never respond to unsolicited email or social media messages.	79%	85%	94%	90%	93%	95%
Rarely/never attend sales presentation.	77%	84%	92%	90%	90%	93%
Rarely/never order free information	74%	84%	86%	85%	84%	91%



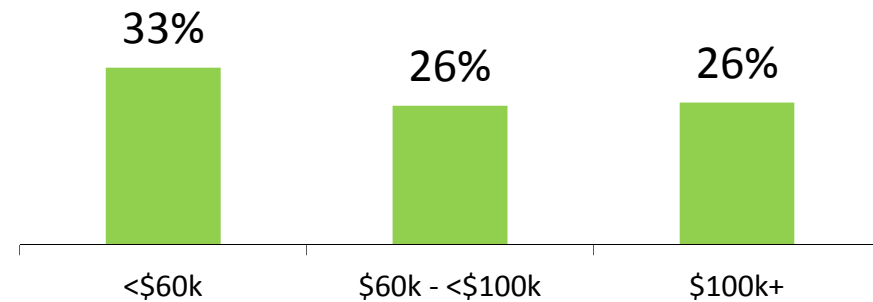
Demographics

Demographics: Respondent Profile

Gender and Age

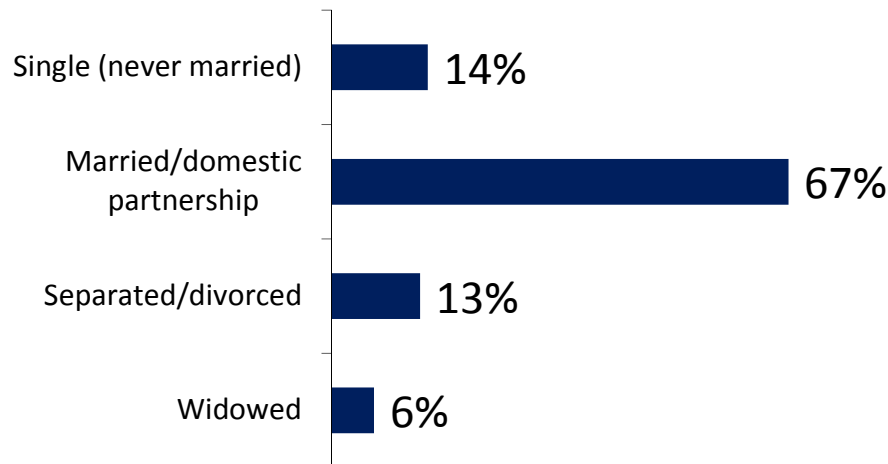


Household Income

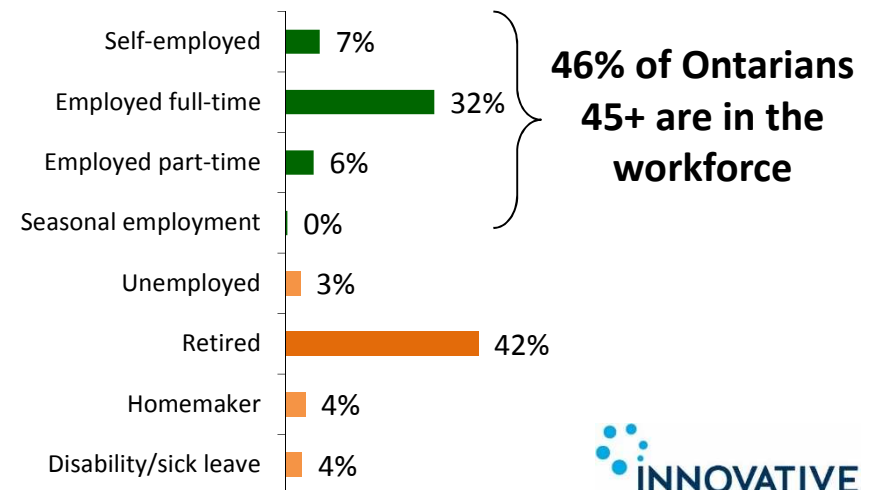


Note: 'Prefer not to say' (15%) not shown

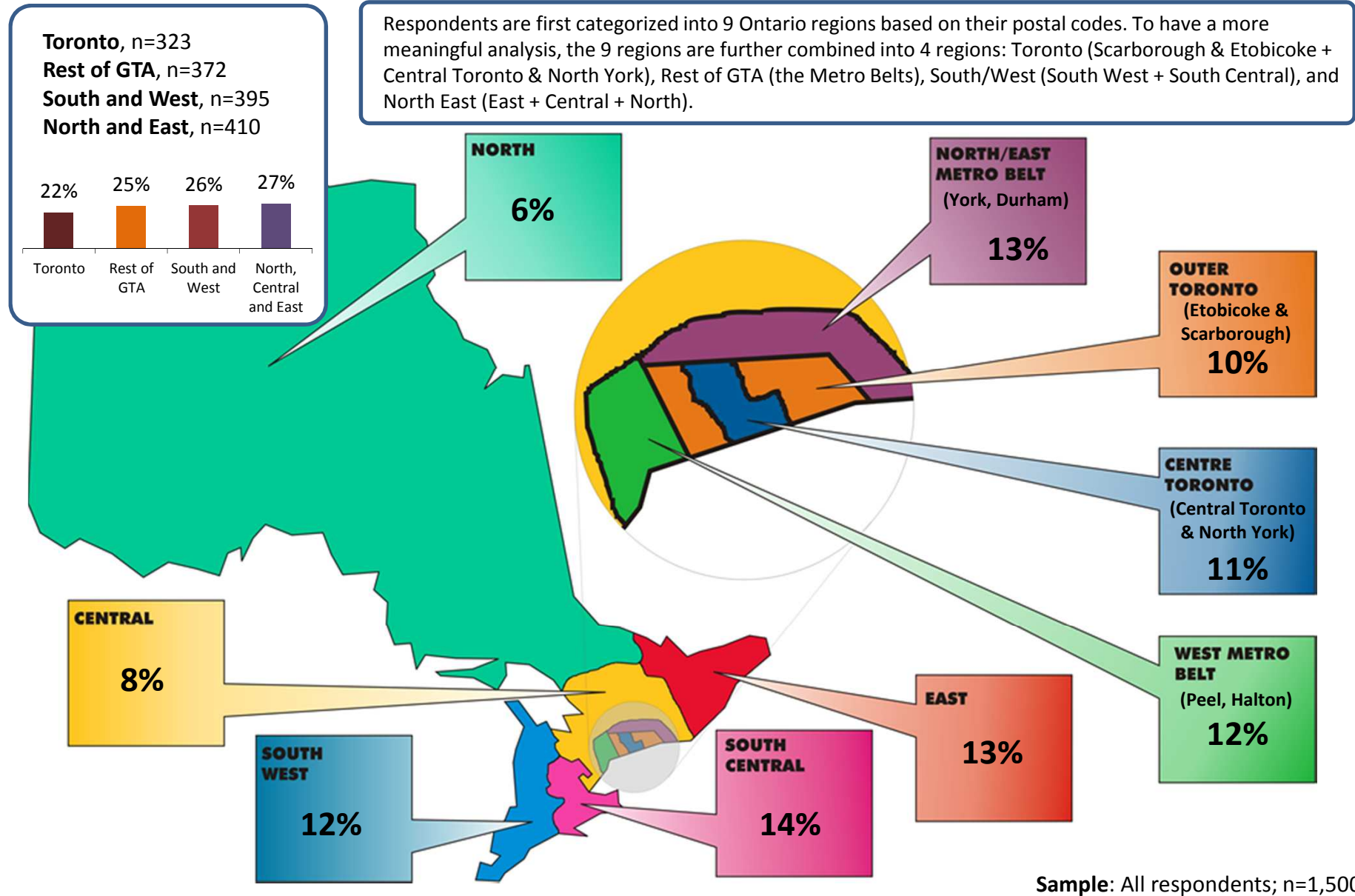
Current Marital Status



Employment Status

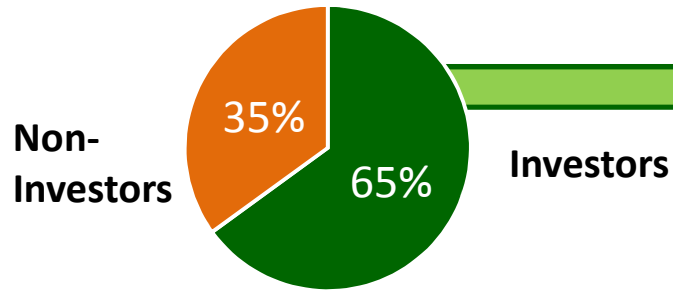


Demographics: Regional Segmentation (Ontarians 45+)

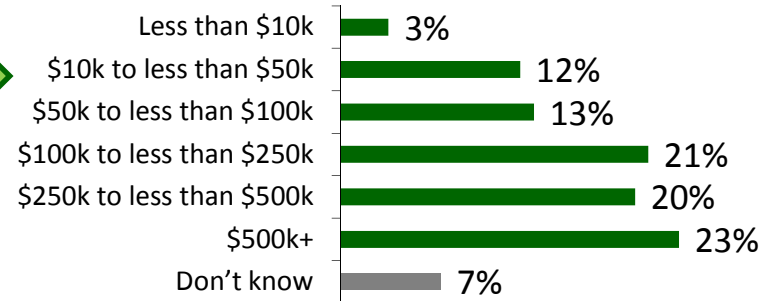


Demographics: Investor Profile of Ontarians 45+

Investor vs. Non-Investor



Investor Portfolio Size

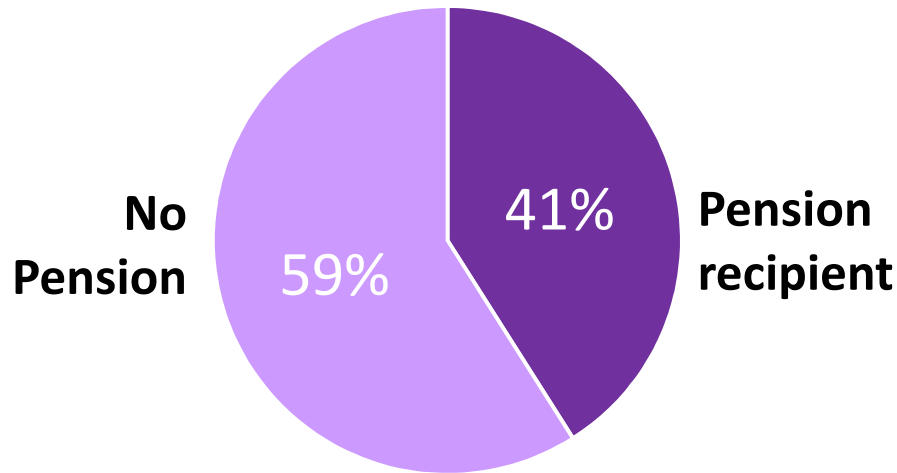


	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Male	Female
Investor	62%	70%	69%	70%	74%	49%	64%	68%	71%	60%
Non-Investor	38%	30%	31%	30%	26%	51%	36%	32%	29%	40%

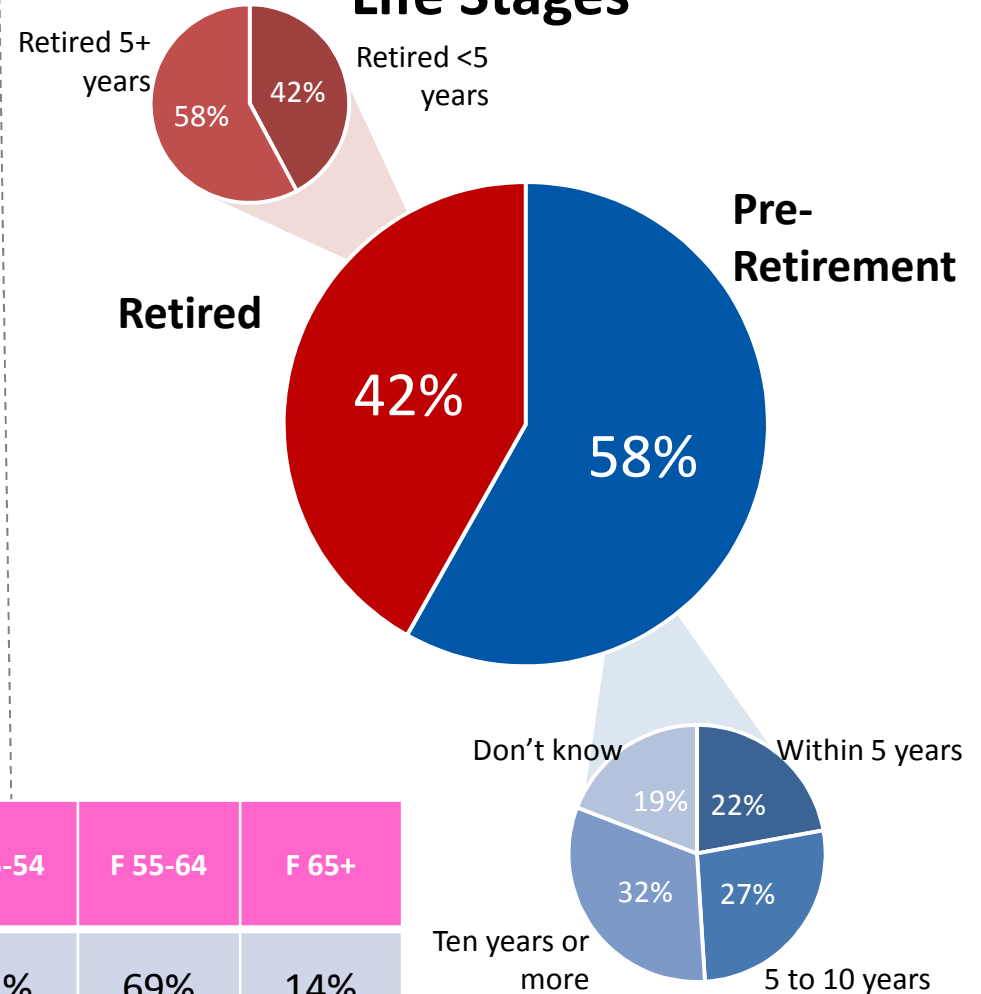
	Region				Pension		Income			Home Ownership		
	Toronto	GTA	South West	Central-North-East	Pension	No Pension	<\$60k	\$60-\$100k	\$100k+	Don't own	Own, w/ mortgage	Own, w/o mortgage
Investor	71%	69%	60%	62%	56%	78%	48%	72%	83%	41%	61%	81%
Non-Investor	29%	31%	40%	38%	44%	22%	52%	28%	17%	59%	39%	19%

Demographics: Pensions, life stages, and retirement

Pensions



Life Stages



Pre-retired vs. Retired

Ontarians 45+	Total	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+
Pre-retirement	58%	88%	68%	16%	92%	69%	14%
Retired	42%	12%	32%	84%	8%	31%	86%



Investor and Asset Profile

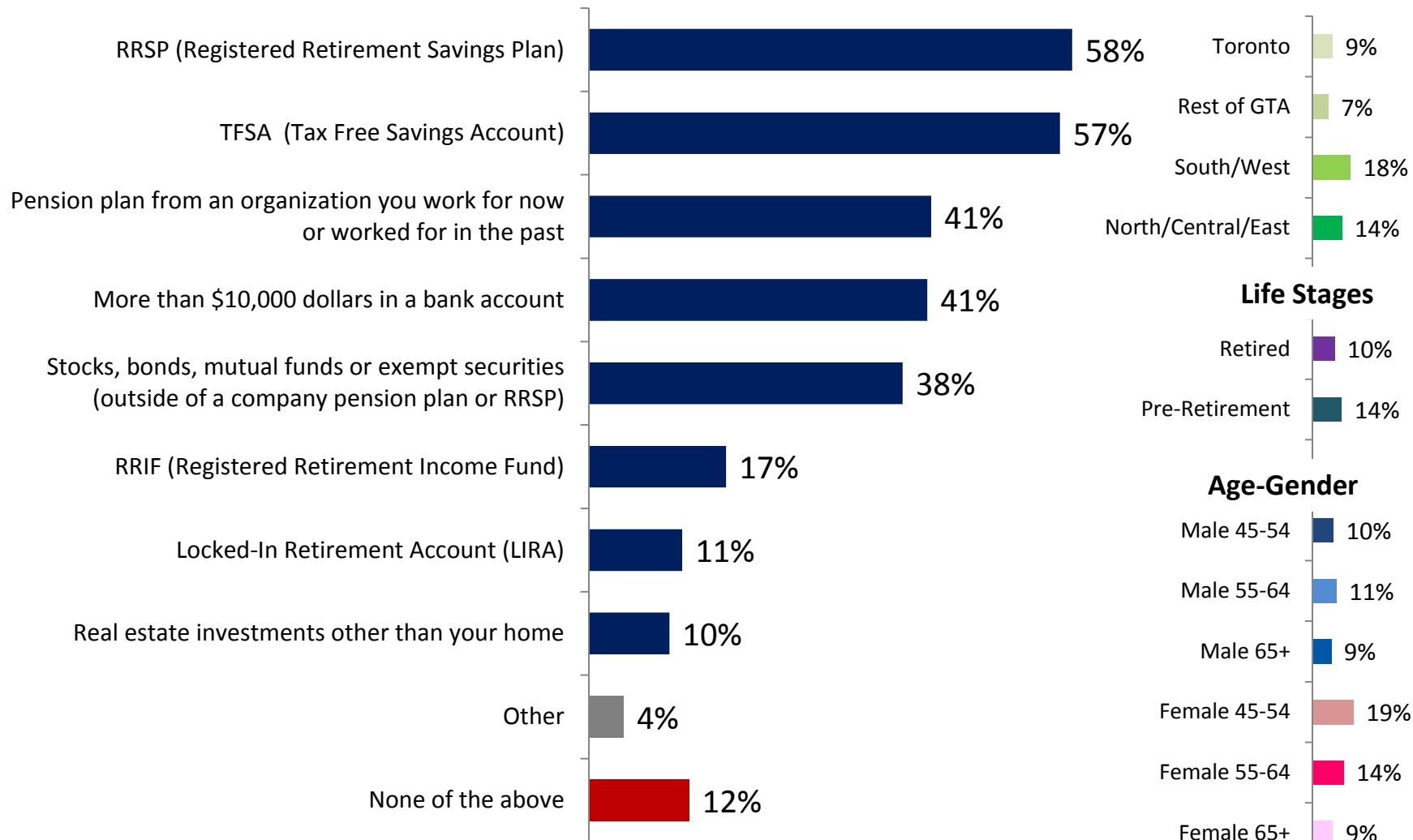
Investments and Savings: RRSPs, TFSAs most common; 12% have no savings, highest among women 45-54 (19%)



To the best of your knowledge, do you have any of the following type of investments or savings?
[select all that apply, asked of all respondents]

Segmentation ▶▶

Respondents who have no investment or savings.



Note: 'Don't know' (3%) not shown.

Savings and Investments: RRSPs more common among pre-retirees; TFSAs, pensions, outside investments among retirees

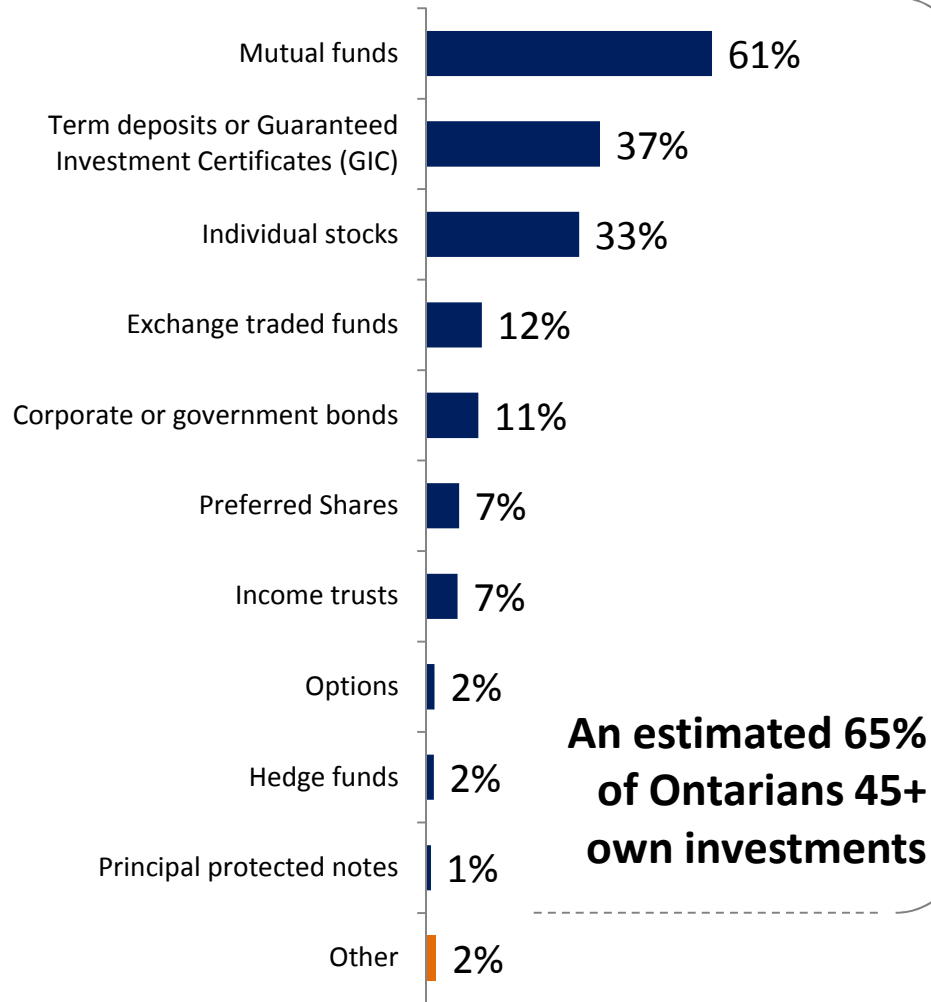


To the best of your knowledge, do you have any of the following type of investments or savings?
[asked of all respondents; multiple mention]

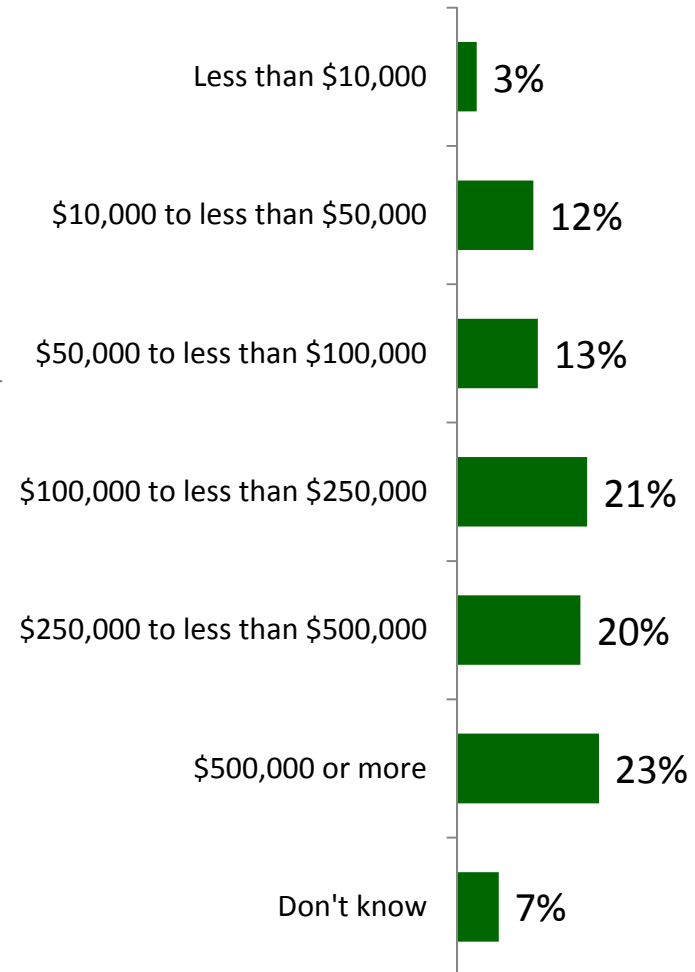
Investments	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+
RRSP (Registered Retirement Savings Plan)	58%	50%	64%	69%	71%	49%	60%	61%	41%
TFSA (Tax Free Savings Account)	57%	63%	52%	54%	56%	64%	48%	57%	63%
Pension plan from an organization you work for now or worked for in the past	41%	48%	36%	37%	40%	55%	35%	42%	40%
More than \$10,000 dollars in a bank account	41%	48%	37%	43%	48%	52%	27%	34%	42%
Stocks, bonds, mutual funds or exempt securities (outside of a company pension plan or RRSP)	38%	44%	33%	40%	41%	46%	22%	38%	42%
RRIF (Registered Retirement Income Fund)	17%	33%	5%	3%	9%	40%	5%	7%	36%
Locked-In Retirement Account (LIRA)	11%	11%	9%	13%	14%	11%	14%	10%	6%
Real estate investments other than your home	10%	10%	12%	8%	15%	9%	6%	11%	11%
Other	4%	5%	4%	2%	5%	6%	2%	2%	8%
No savings or investments	12%	10%	14%	10%	11%	9%	19%	14%	9%

Investments and Savings: Mutual funds are the most commonly held investment products among Ontarians 45+

Q Which of the following products do you have?
 [asked of those with investments or savings n=1,192; multiple mention]



Q What is the total value of your **investment portfolio**; that is, the value of all your investment products? If you are a homeowner, do not include the value of your principal residence when selecting one of the categories below.
 [asked of all investors n=979]

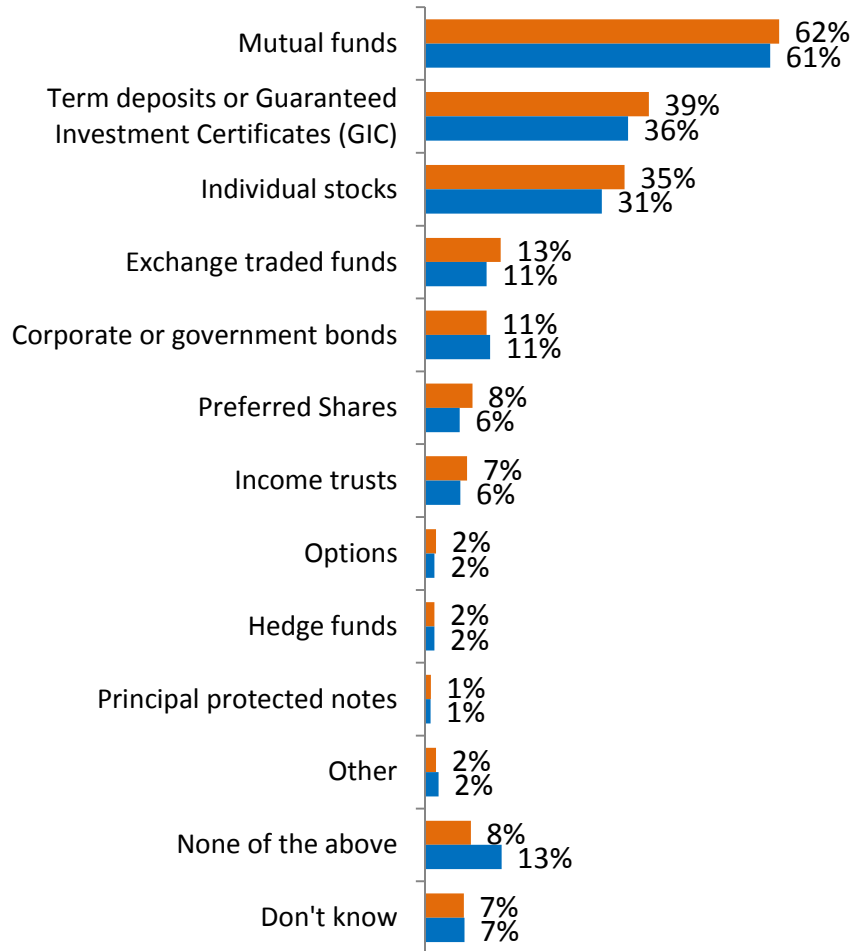


Note: 'Don't know' (7%) not shown.

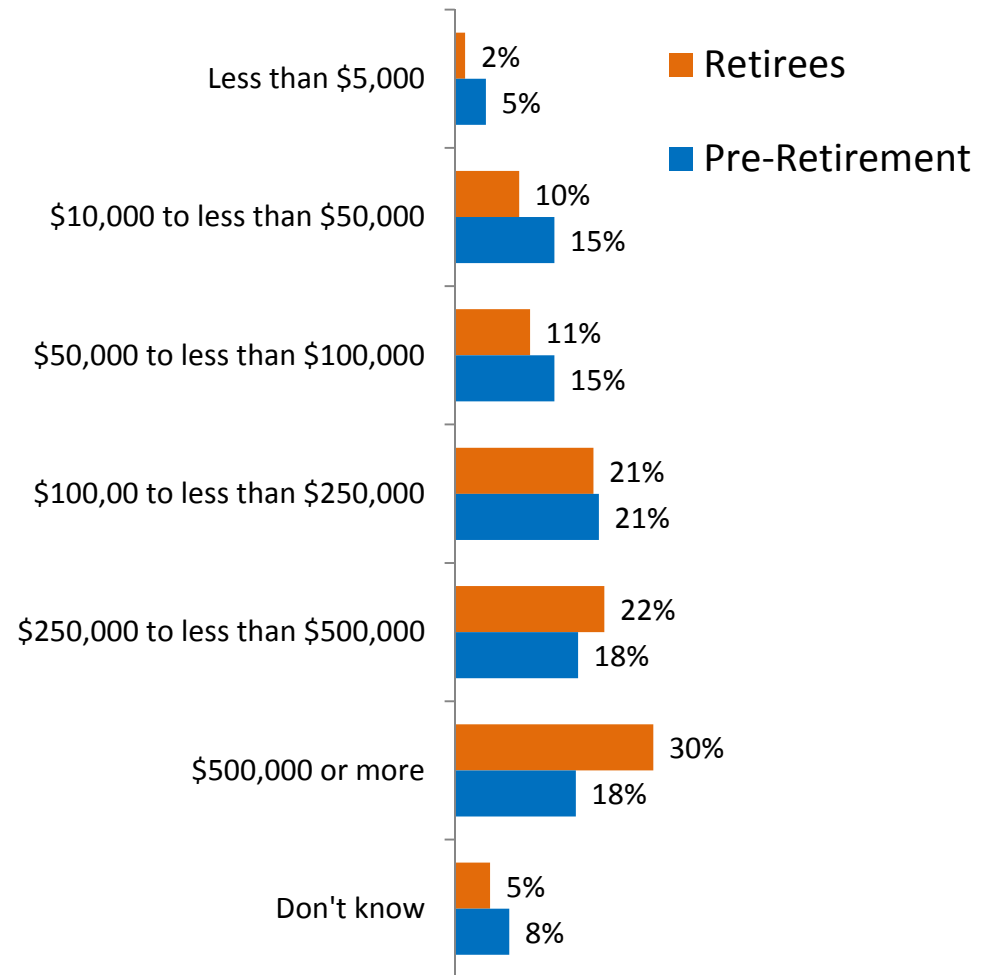
Investments: Retirees more likely to have investments, and substantially more likely to have portfolios of \$500k or more



Which of the following products do you have?
[asked of those with investments or savings n=1,192]



What is the total value of your **investment portfolio**; that is, the value of all your investment products? If you are a homeowner, do not include the value of your principal residence when selecting one of the categories below.
[asked of all investors n=979]



Investments: Mutual funds are most commonly held product;³¹ women less likely to hold all products, especially stocks



Which of the following products do you have?

[asked of those with investments or savings, n=1,192; multiple mention, percentage will not total to a 100%]

Investments	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+
Mutual funds	61%	62%	61%	65%	67%	69%	51%	58%	57%
Term deposits or Guaranteed Investment Certificates (GIC)	37%	39%	36%	30%	44%	43%	31%	38%	39%
Individual stocks	33%	35%	31%	36%	38%	45%	20%	27%	30%
Exchange traded funds (ETFs)	12%	13%	11%	16%	13%	16%	6%	10%	10%
Corporate or government bonds	11%	11%	11%	9%	13%	14%	8%	12%	11%
Preferred Shares	7%	8%	6%	6%	5%	12%	4%	7%	9%
Income trusts	7%	7%	6%	8%	7%	11%	3%	6%	6%
Options	2%	2%	2%	3%	1%	2%	1%	2%	2%
Hedge funds	2%	2%	2%	1%	3%	2%	2%	1%	1%
Principal protected notes	1%	1%	1%	2%	--	1%	--	1%	2%
Other	2%	2%	2%	2%	2%	2%	2%	3%	3%
Don't know	7%	7%	7%	5%	3%	4%	12%	7%	10%

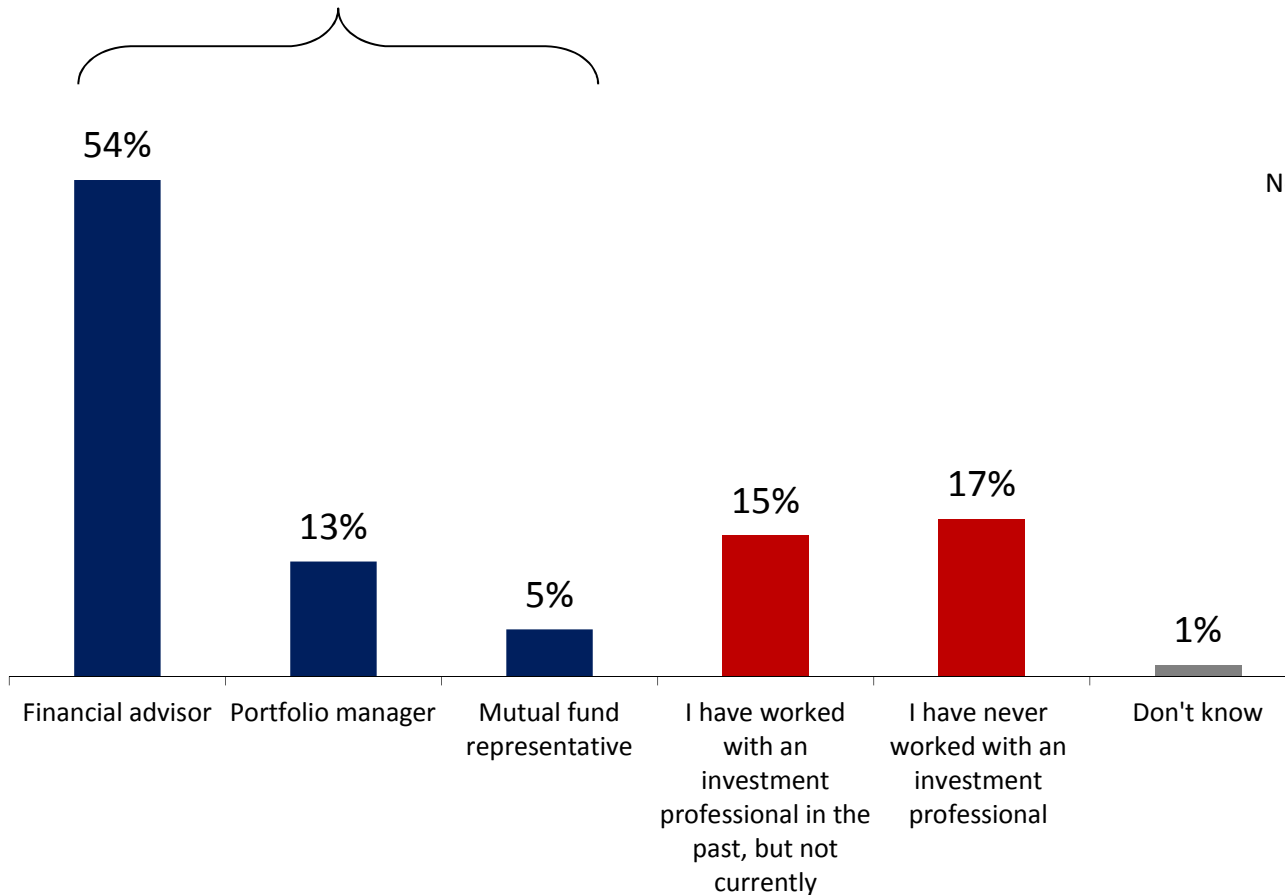
Investment Professionals: Retirees (70%) and women (69%)³² are more likely to work with an investment professional



Do you currently work with any **investment professionals** to help manage your investments? (select all)

[asked of investors n=979]

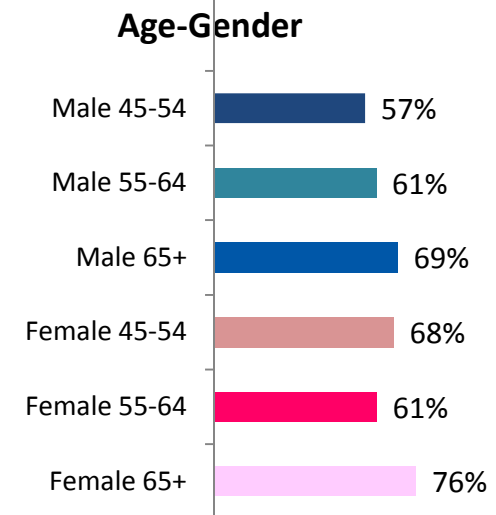
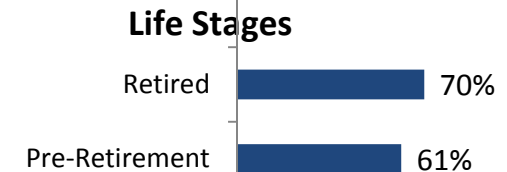
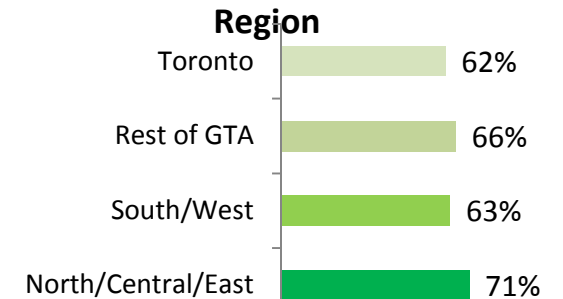
65% Use an investment professional



Note: 'Other' (1%) not shown

Segmentation ▶▶

Respondents who use an investment professional.



62%

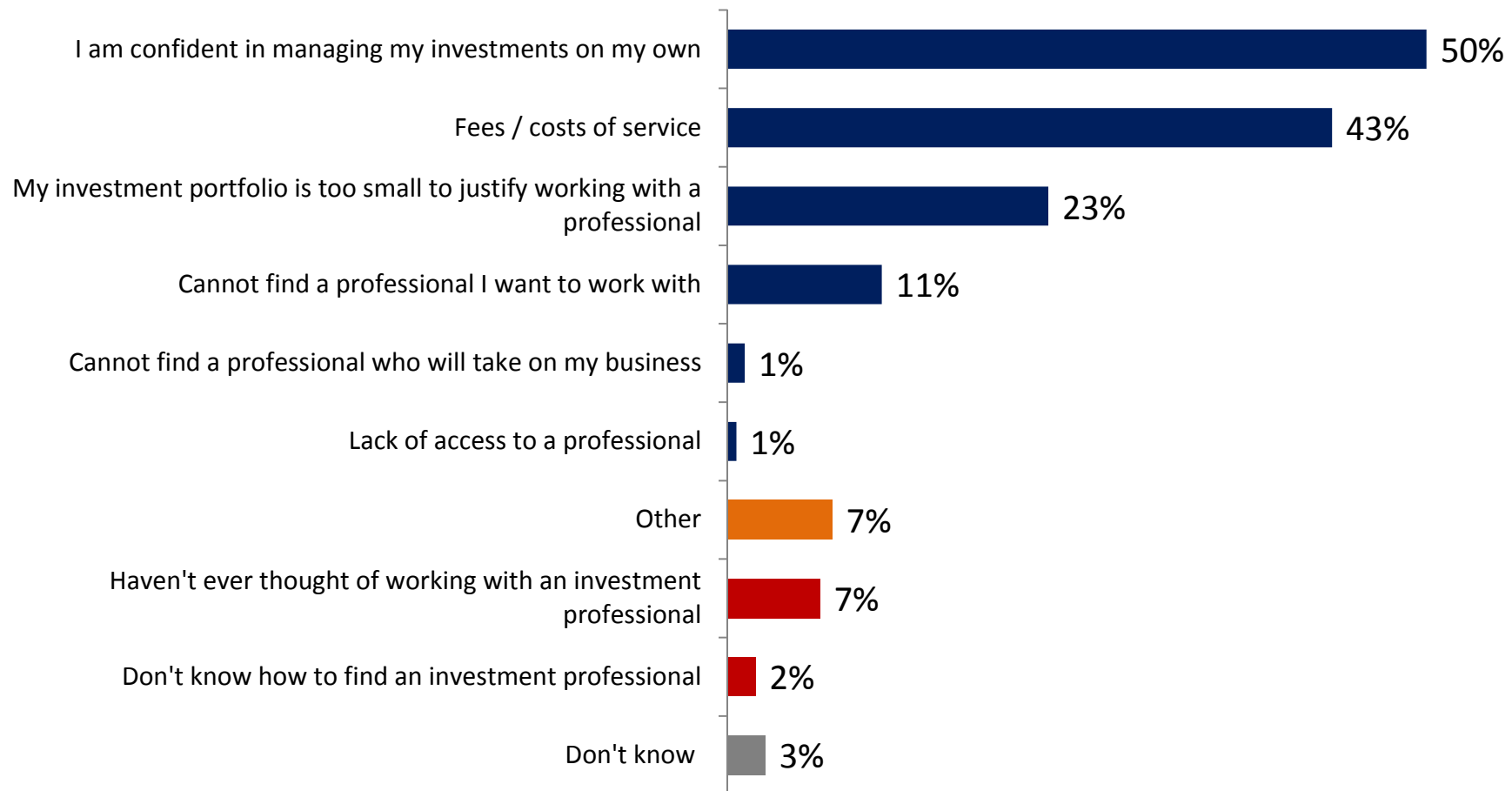
69%

Investment Professionals: Self-confidence (50%) and fees (43%) main reasons for not using an investment professional



Why don't you use an **investment professional** to help manage your investments?

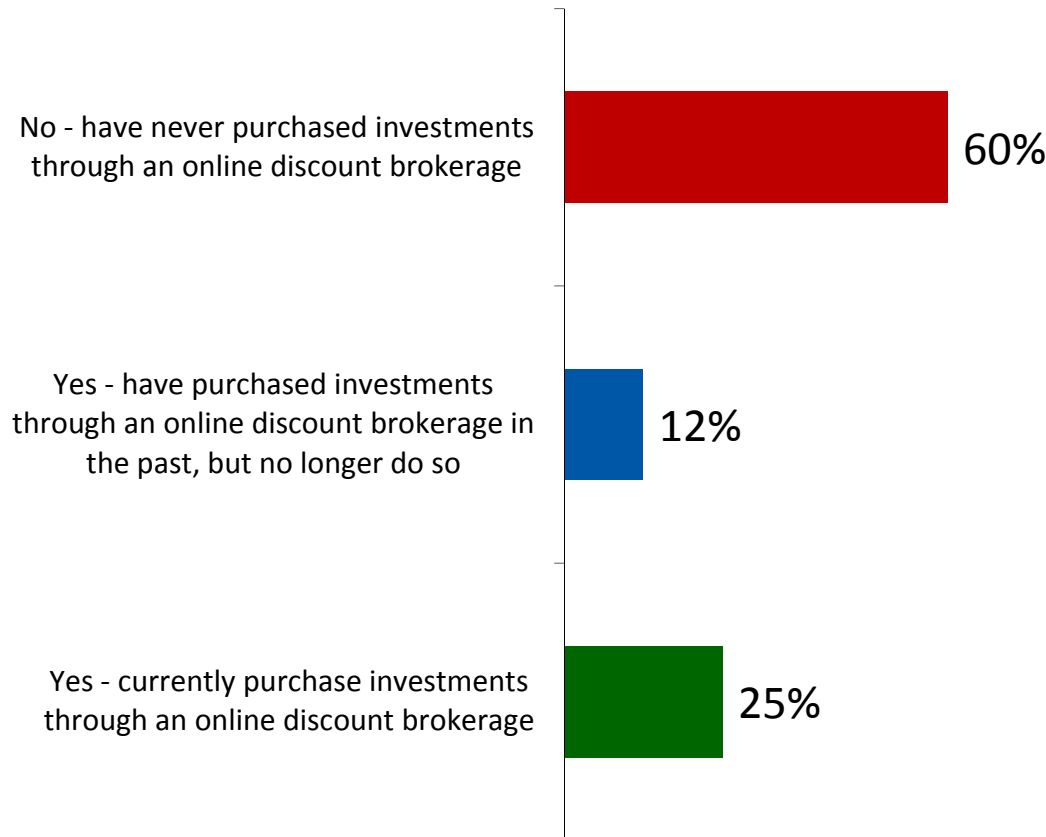
[select all that apply; asked of investors who do not currently use an investment professional n=320]



Discount Brokerages: Majority (60%) have never purchased investment products through discount brokerages

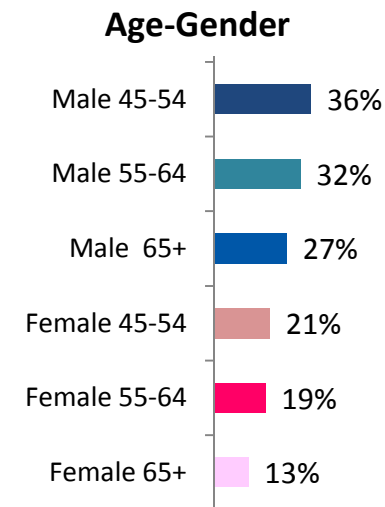
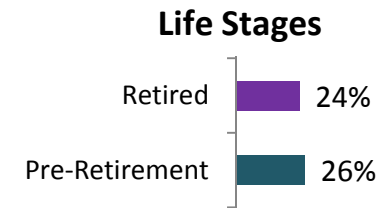
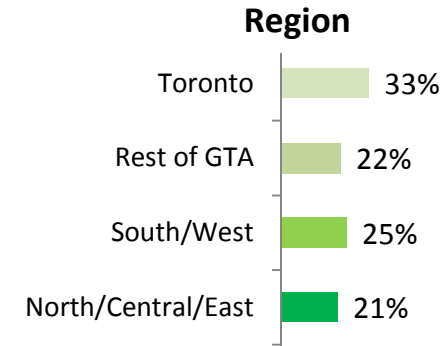


Have you ever purchased investments on your own through your bank or investment firm's online trading platform (i.e. a discount brokerage?) [asked of all investors n=979]



Segmentation ▶▶

Those who currently purchase through online discount brokerage



32%

17%

Note: 'Don't know' (2%) not shown

Discount Brokerages: Among investors, men – particularly younger men – most likely to use online discount brokerages



Have you ever purchased investments on your own through your bank or investment firm’s online trading platform (i.e. a discount brokerage?)
 [asked of all investors n=979]

Discount Brokerage Usage	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Male	Female
Yes - currently purchase investments through an online discount brokerage	25%	24%	26%	36%	32%	27%	21%	19%	13%	32%	17%
Yes - have purchased investments through an online discount brokerage in the past, but no longer do so	12%	10%	14%	19%	14%	11%	11%	9%	10%	15%	10%
No - have never purchased investments through an online discount brokerage	60%	64%	57%	41%	52%	61%	67%	70%	74%	51%	71%
Don't know	2%	2%	2%	4%	2%	1%	1%	1%	4%	2%	2%

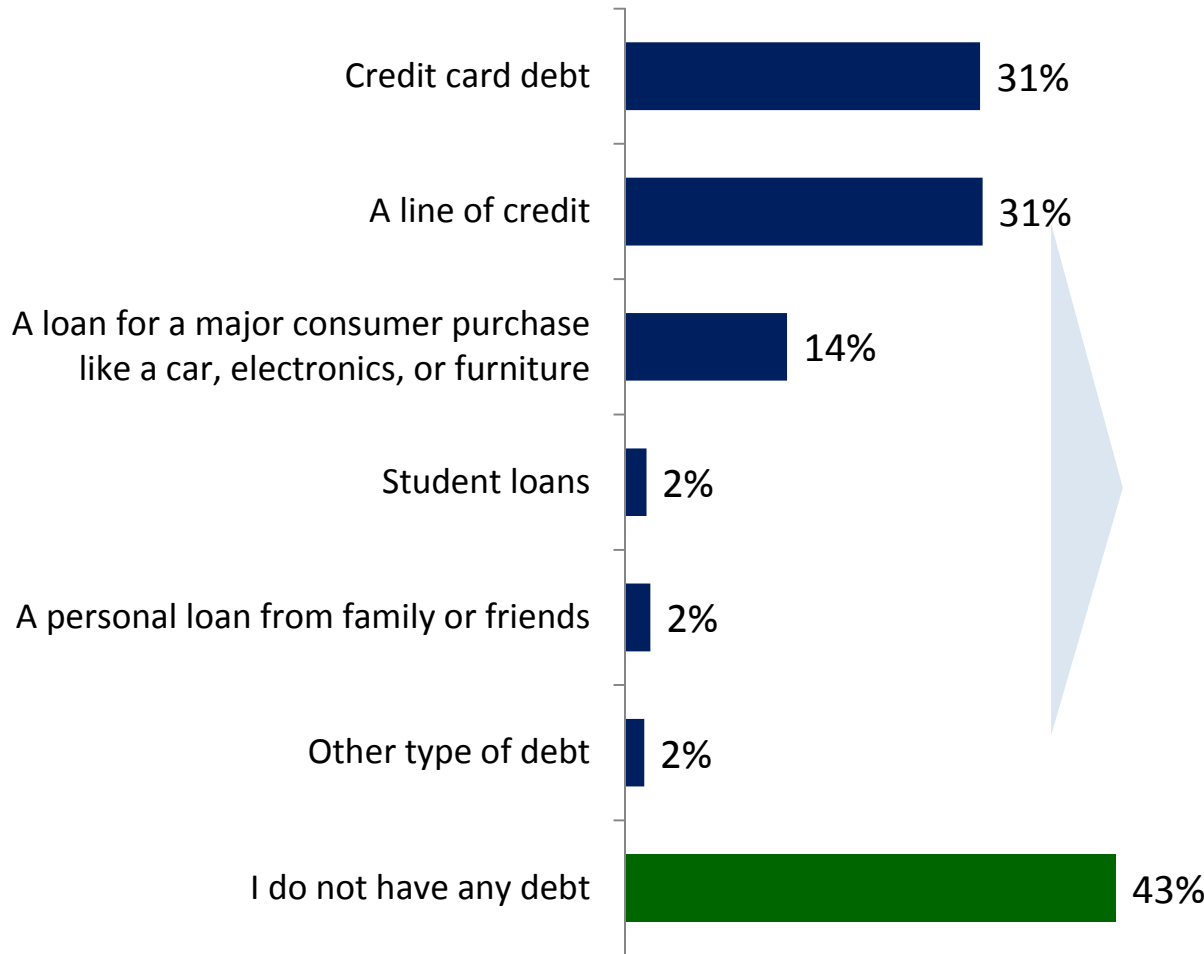


Financial Liabilities

Financial Liabilities: Plurality have no debt (43%), higher in Toronto and among retirees, investors, older Ontarians



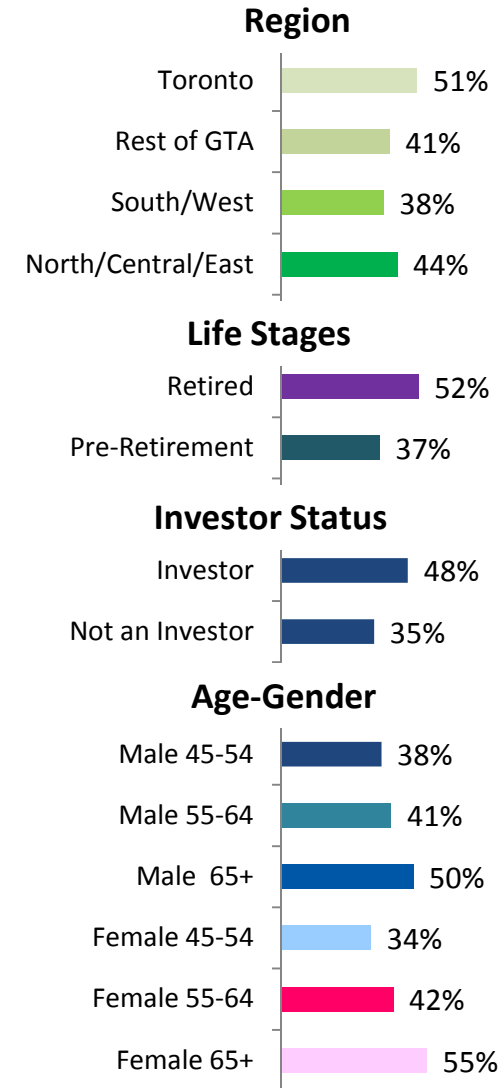
Do you have any of the following types of debt (not including mortgages?)
[asked of all respondents]



Note: 'Don't know' (1%) not shown

Segmentation ▶▶

Respondents who have no debt

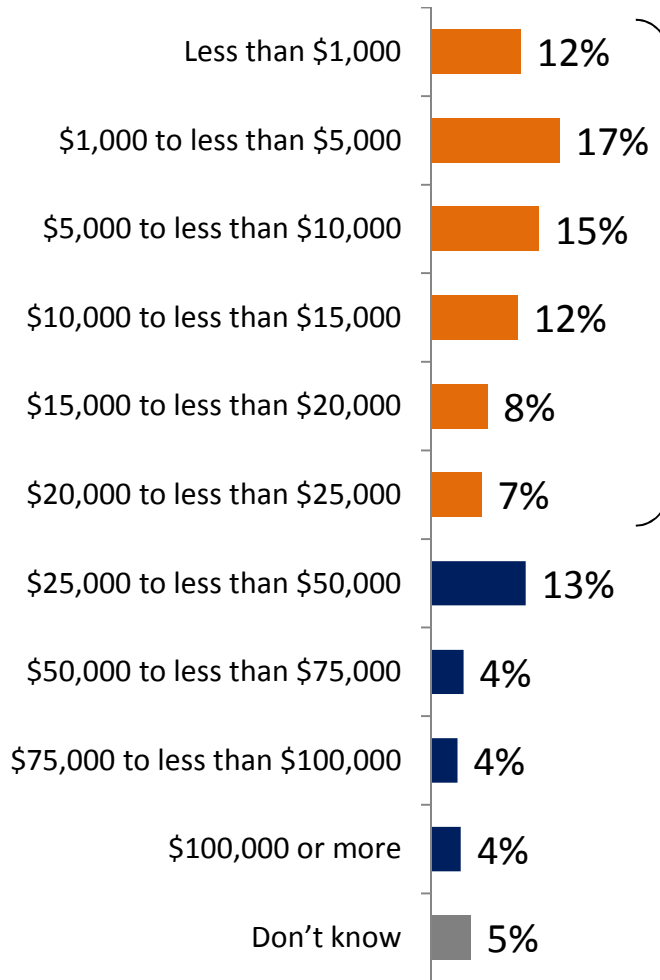


43%

44%

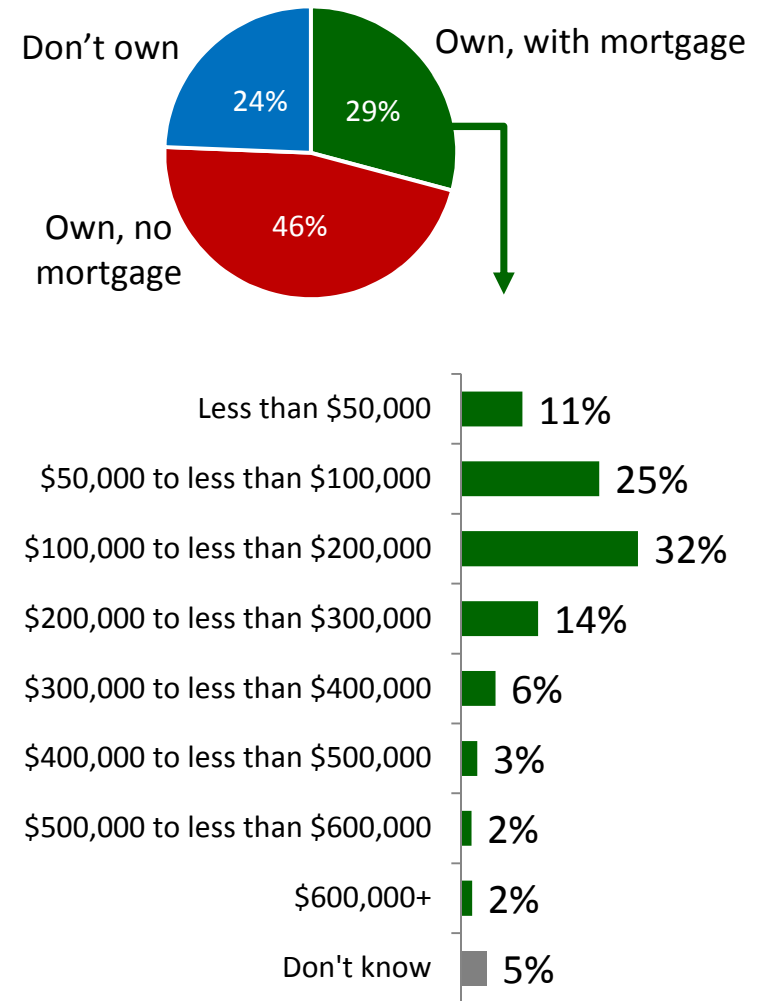
Debt: Majority of those with debt (70%) owe less than \$25k;³⁸ 29% have a mortgage, but most (67%) owe less than \$200k

Q Please indicate which of the following categories best describes the total amount of **personal non-mortgage debt** you currently owe.
[asked of all of those with debt n=834]



Among Ontarians 45+ with personal debt, 70% owe less than \$25k

Q Please indicate which of the following categories best represents the current size of your home mortgage (i.e. your principal residence). [asked of all homeowners with a mortgage n=437]



Mortgage: Majority of retirees and 65+ own their homes without a mortgage; only 17% of retirees have a mortgage

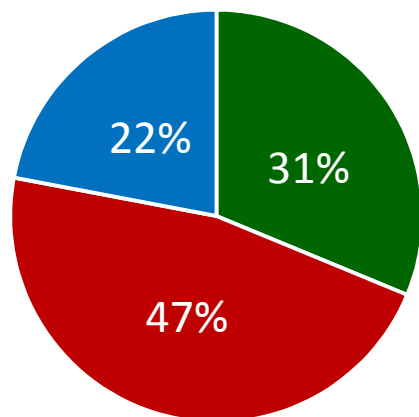


Do you own or rent your home?
[asked of all respondents]

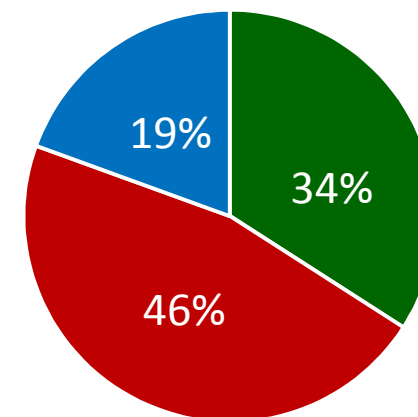
Home Ownership	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Pension	No Pension
Own, with mortgage	29%	17%	38%	43%	27%	16%	42%	29%	15%	29%	29%
Own, without mortgage	46%	61%	36%	31%	47%	64%	28%	51%	61%	55%	40%
Don't own home (either rent or someone else provides housing for me)	24%	21%	27%	26%	26%	19%	30%	20%	24%	16%	30%

Mortgage by Region: Ontarians 45+ living in Toronto least likely to own their home (69% vs. 76% provincial average)

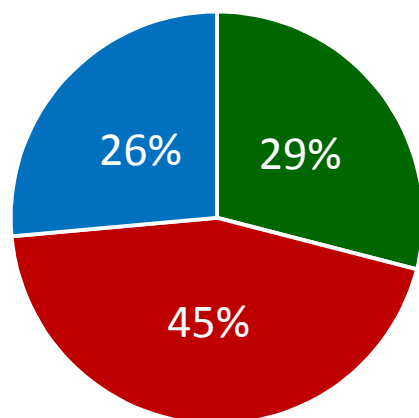
North/Central/East



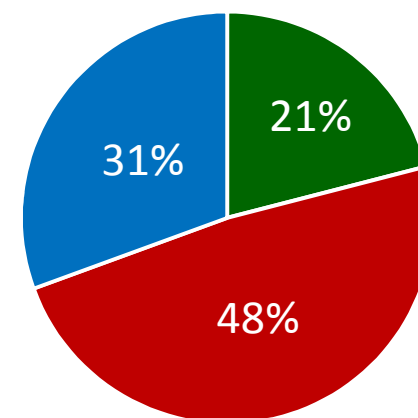
Rest of GTA



South/West



Toronto



- Own, with mortgage
- Own, without mortgage
- Don't own home



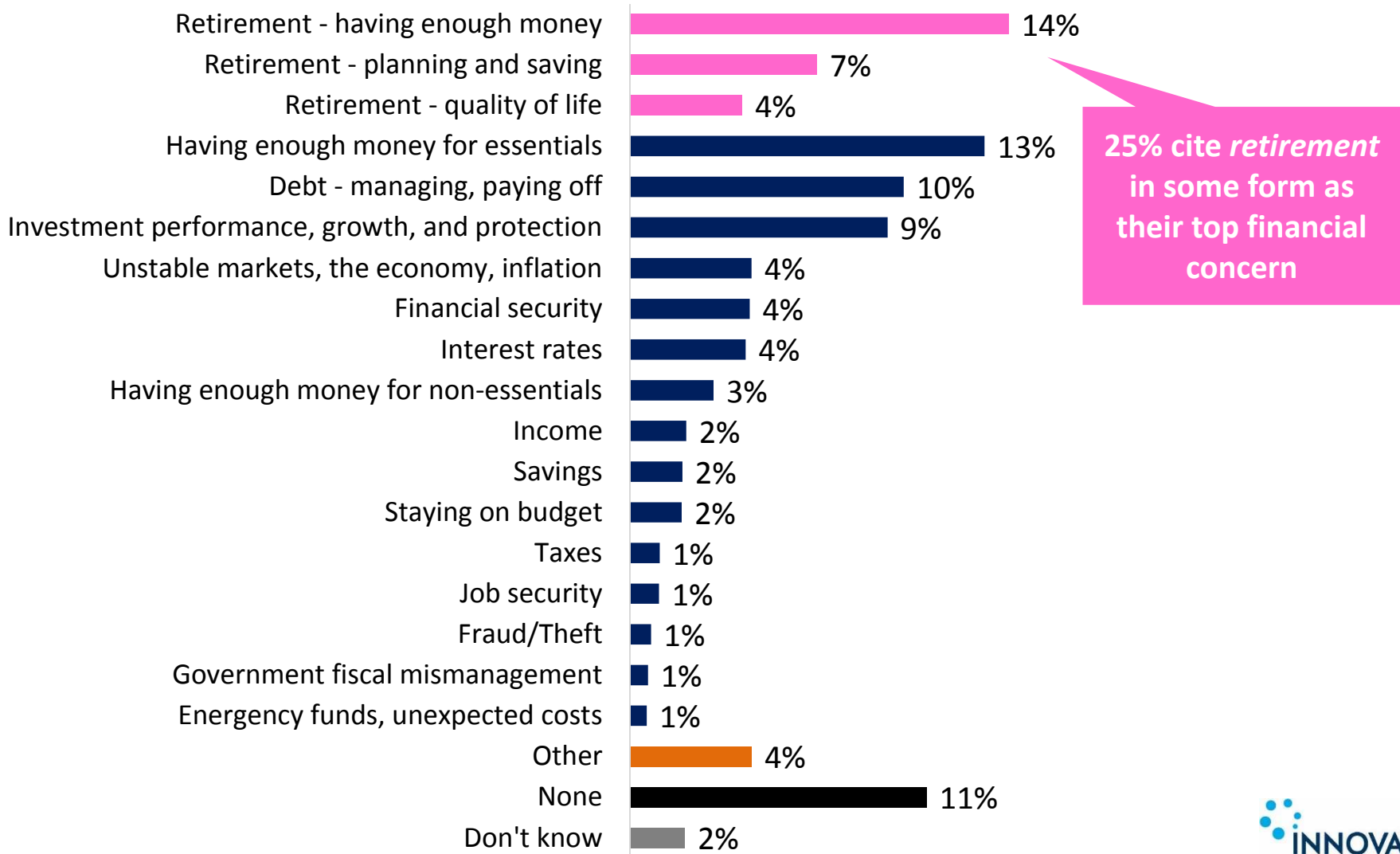
Top of Mind Financial Concerns

Unaided Concerns: Retirement savings the top concern among Ontarians 45+



When it comes to your personal finances, what are your top concerns?

[asked of all of all respondents, n=1,500]



Concerns by segments: concerns with retirement lessen highest among pre-retirees; lessen in actual retirement



When it comes to your personal finances, what are your top concerns?

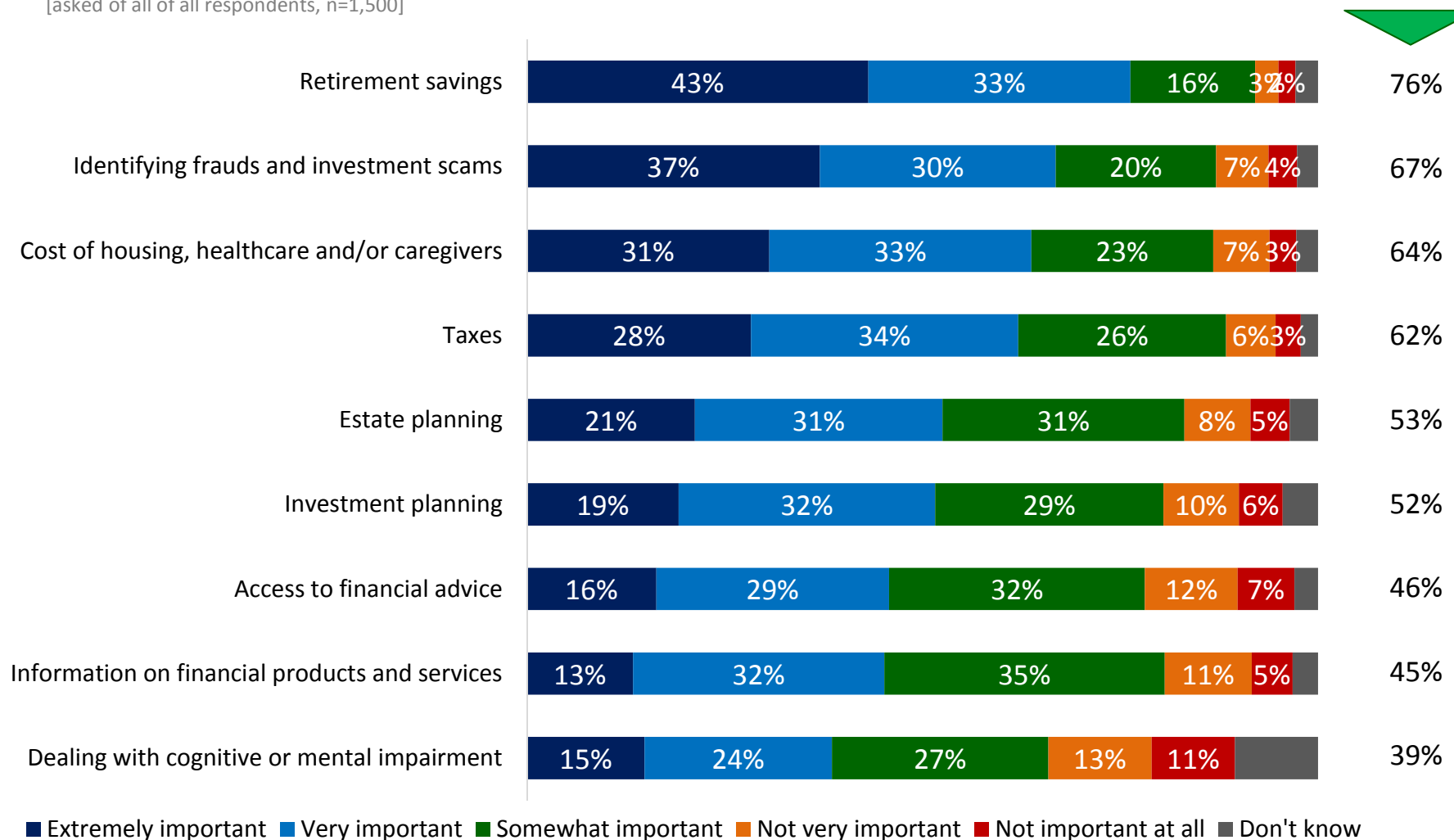
[asked of all of all respondents, n=1,500]

Top Financial Concerns	Total	Pre-retired	Retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+
Retirement - having enough money	14%	15%	12%	13%	13%	14%	13%	17%	14%
Retirement - planning and saving	7%	10%	2%	11%	9%	2%	9%	7%	3%
Retirement - quality of life	4%	4%	4%	3%	4%	3%	5%	5%	5%
Overall Retirement Related Issues	25%	30%	18%	26%	25%	19%	27%	30%	21%
Having enough money for essentials	13%	13%	13%	12%	10%	11%	17%	11%	15%
Debt - managing, paying off	10%	12%	7%	8%	7%	4%	18%	14%	8%
Investment performance, growth, protection	9%	8%	12%	10%	13%	16%	4%	8%	8%
Unstable markets, the economy, inflation	4%	3%	6%	3%	5%	8%	3%	3%	6%
Financial security	4%	3%	6%	4%	4%	9%	2%	4%	4%
Interest rates	4%	3%	6%	3%	4%	5%	3%	5%	6%
Having enough money for non-essentials	3%	3%	4%	3%	3%	3%	1%	4%	5%
Income	2%	3%	1%	2%	4%	2%	3%	1%	--
Savings	2%	3%	1%	4%	2%	0%	3%	1%	--
Staying on budget	2%	2%	2%	3%	--	2%	2%	2%	2%
Taxes	1%	1%	1%	1%	--	1%	1%	--	2%
Employment security	1%	2%	--	2%	--	--	2%	1%	--
Fraud/Theft	1%	1%	1%	--	1%	--	1%	1%	1%
Government fiscal mismanagement	1%	1%	1%	--	2%	1%	1%	--	--
Emergency funds, unexpected costs	1%	--	1%	--	--	--	1%	--	2%
Health concerns	--	--	--	1%	--	--	--	--	1%
Other	4%	3%	5%	6%	4%	4%	3%	2%	5%
None	11%	8%	14%	8%	13%	14%	9%	9%	14%
Don't know	2%	2%	1%	3%	2%	1%	1%	--	1%

Aided Concerns: Saving for retirement (76%) and identifying ⁴⁴frauds and investment scams (67%) seen as most important

Q Below is a list of financial issues. Thinking about yourself (i.e. not your family members), please indicate how important each of these financial issues are to you personally:
[asked of all of all respondents, n=1,500]

TOTAL IMPORTANCE
(Extremely + Very Important)



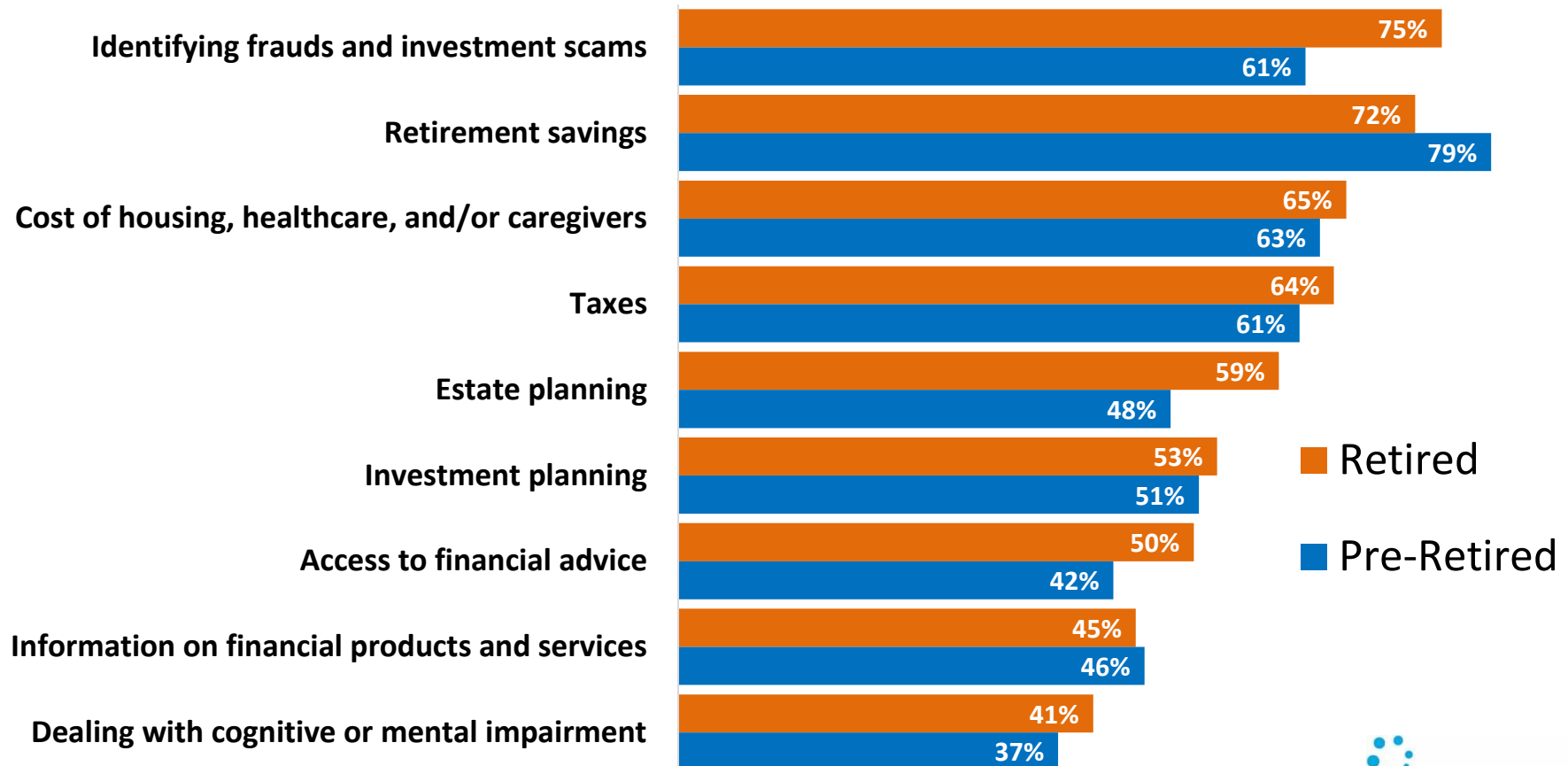
Aided Concerns: Retirement savings more important to pre-retirees; identifying scams most important to retirees



Below is a list of financial issues. Thinking about yourself (i.e. not your family members), please indicate how important each of these financial issues are to you personally:

[asked of all of all respondents, n=1,500]

Aided Concerns by Total Importance



Note: 'Don't know' not shown

Aided Concerns: Retirement savings a greater concern for pre-retirees and women aged 55-64



Below is a list of financial issues. Thinking about yourself (i.e. not your family members), please indicate how important each of the financial issues are to you personally:

[asked of all of all respondents]

Females 55-64 most concerned about their retirement savings

Total Importance	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+
Retirement savings	76%	72%	79%	76%	76%	71%	76%	85%	74%
Identifying frauds and investment scams	67%	75%	61%	56%	63%	74%	63%	72%	75%
Cost of housing, healthcare, and/or caregivers	64%	65%	63%	58%	54%	62%	64%	73%	71%
Taxes	62%	64%	61%	63%	61%	65%	55%	66%	65%
Estate planning	53%	59%	48%	40%	45%	55%	50%	61%	64%
Investment planning	52%	53%	51%	55%	51%	52%	47%	58%	49%
Access to financial advice	46%	50%	42%	40%	38%	47%	41%	53%	55%
Information on financial products and services	45%	45%	46%	46%	44%	47%	43%	51%	42%
Dealing with cognitive or mental impairment	39%	41%	37%	35%	35%	37%	36%	46%	42%

Note: 'Don't know' not shown

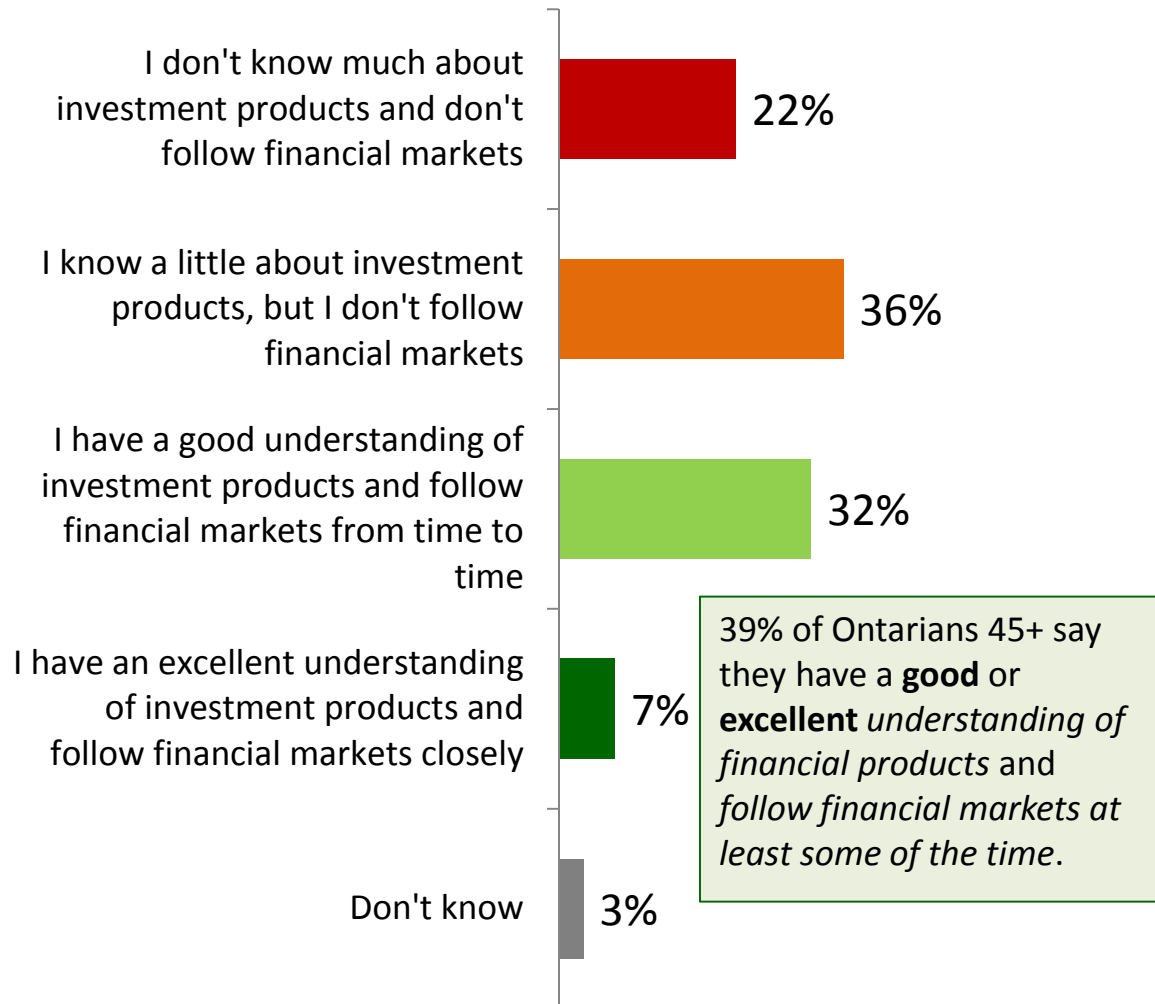


Behaviours, Attitudes, and Knowledge

Investment Knowledge: Majority (58%) know little or nothing; reported knowledge highest among men and investors (51%) ⁴⁸

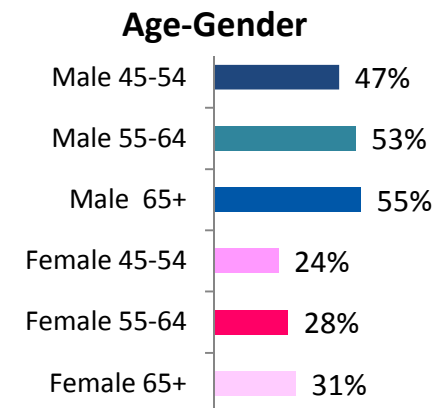
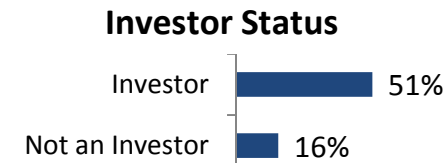
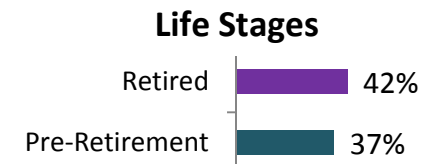
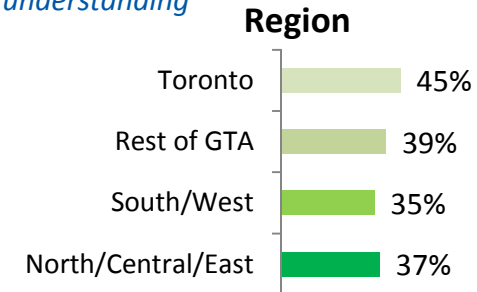


Please indicate which of the following statements best describes your knowledge of investing:
[asked of all respondents]



Segmentation ▶▶

Respondents who have a good or excellent understanding



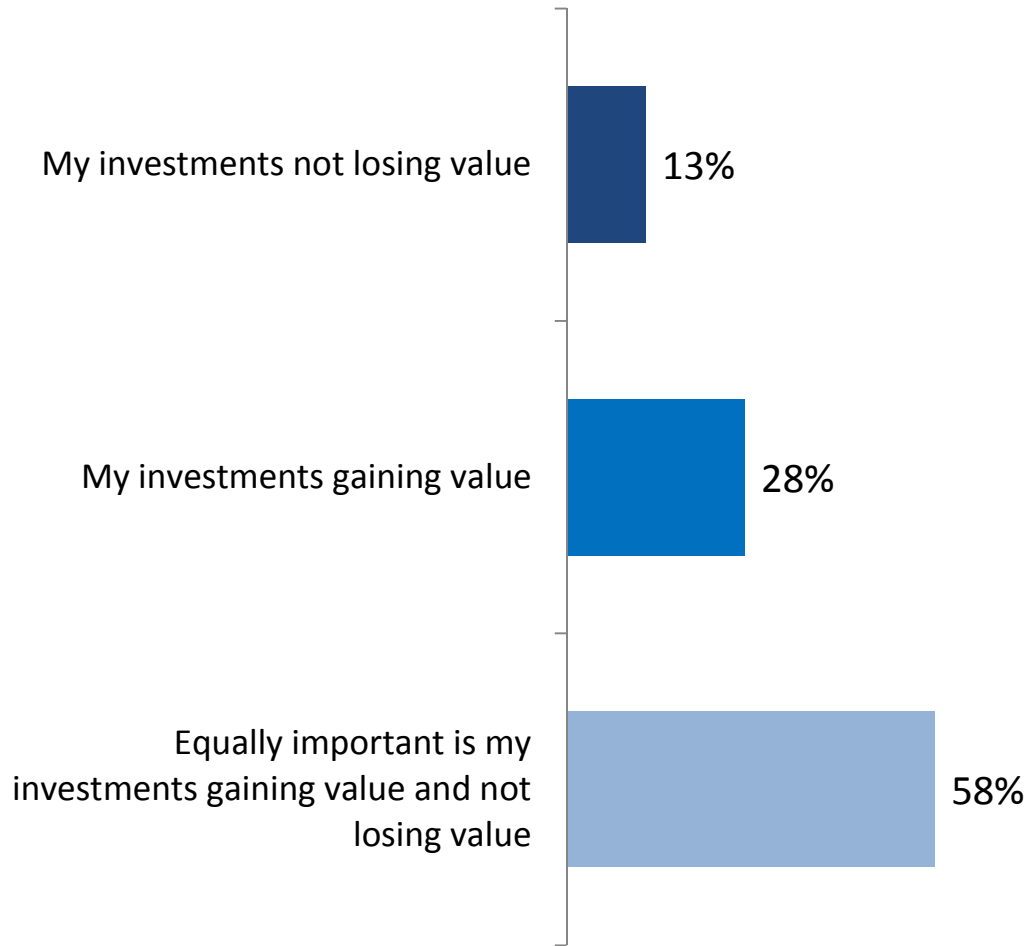
51%

27%

Investment priorities: Gaining and not losing value equally important for most (57%), especially women and retirees

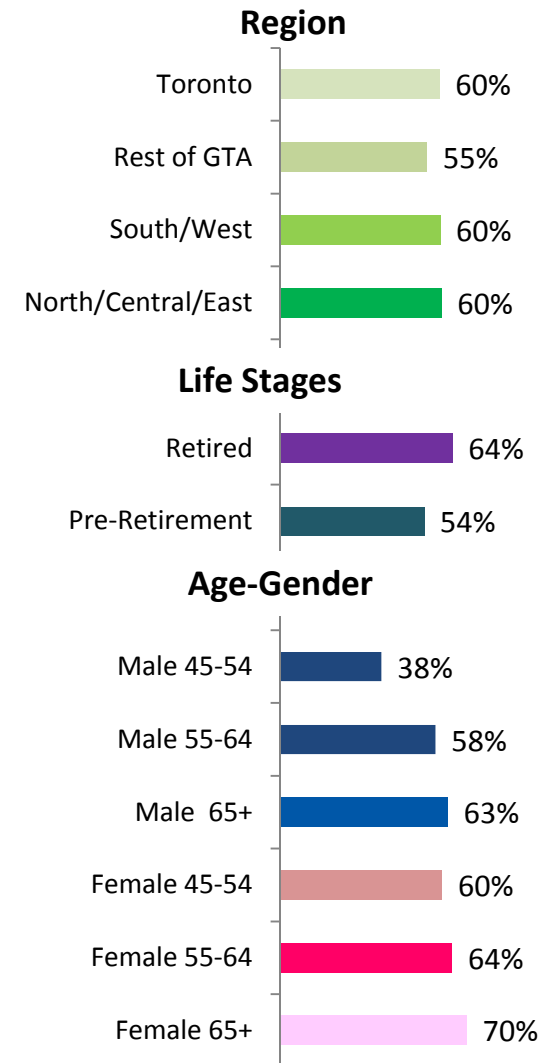


When I invest my money, what is most important to me is:
[asked of investors n=979]



Segmentation ▶▶

Respondents who say "Equally important"



52%

65%

Note: 'Don't know' (1%) not shown

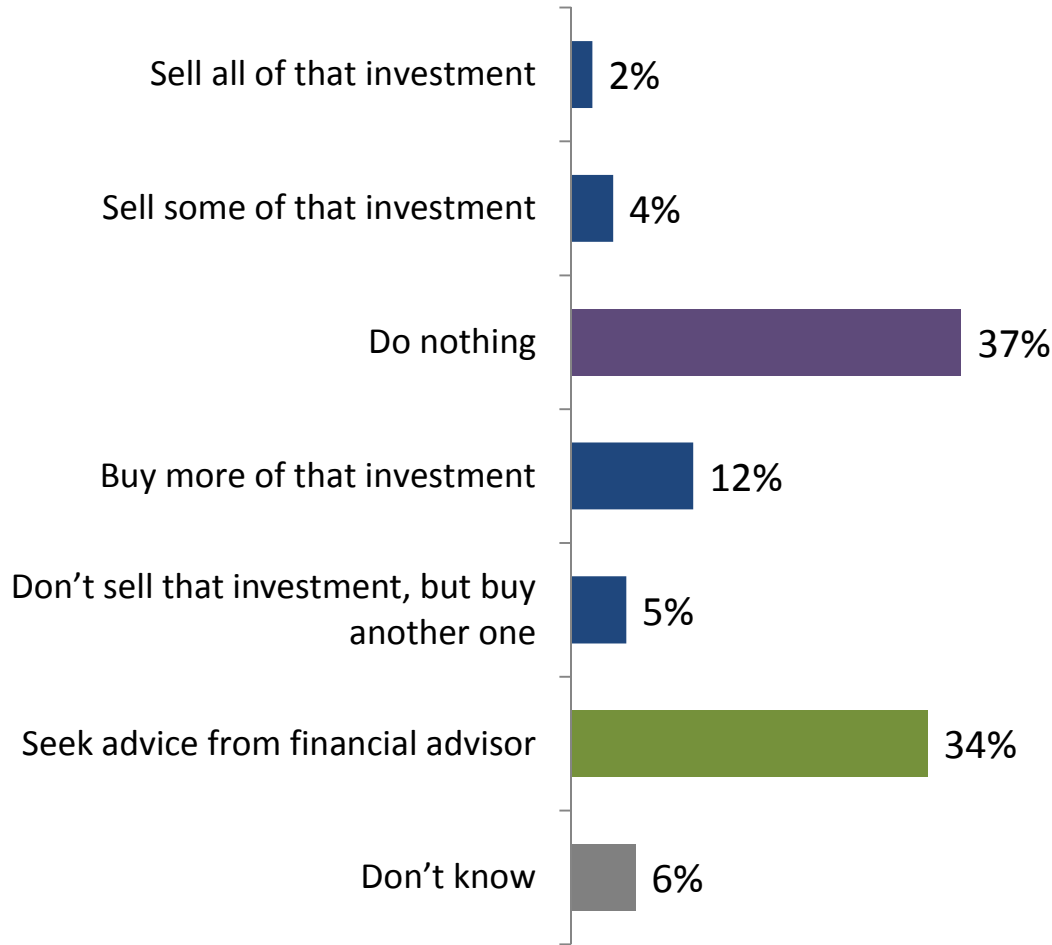
Buy, sell, or hold: 71% would do nothing (37%) or seek advice (34%); women and retirees most likely to seek advice



Imagine that over the last few months, the stock market has lost 30% of its value. An individual stock you own also lost 30% of its value.

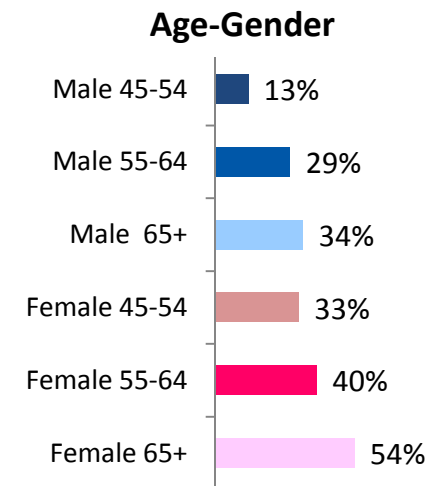
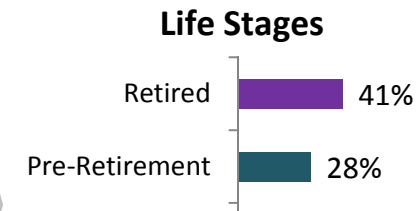
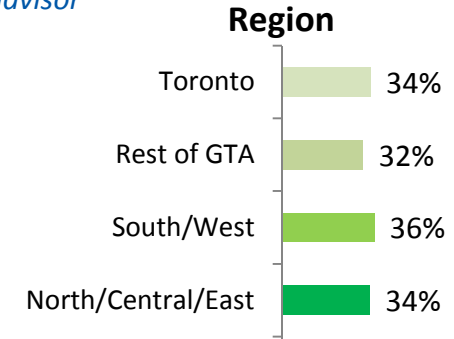
Would you:

[asked of investors n=979]



Segmentation ▶▶

Respondents who say "Seek advice from financial advisor"



25%

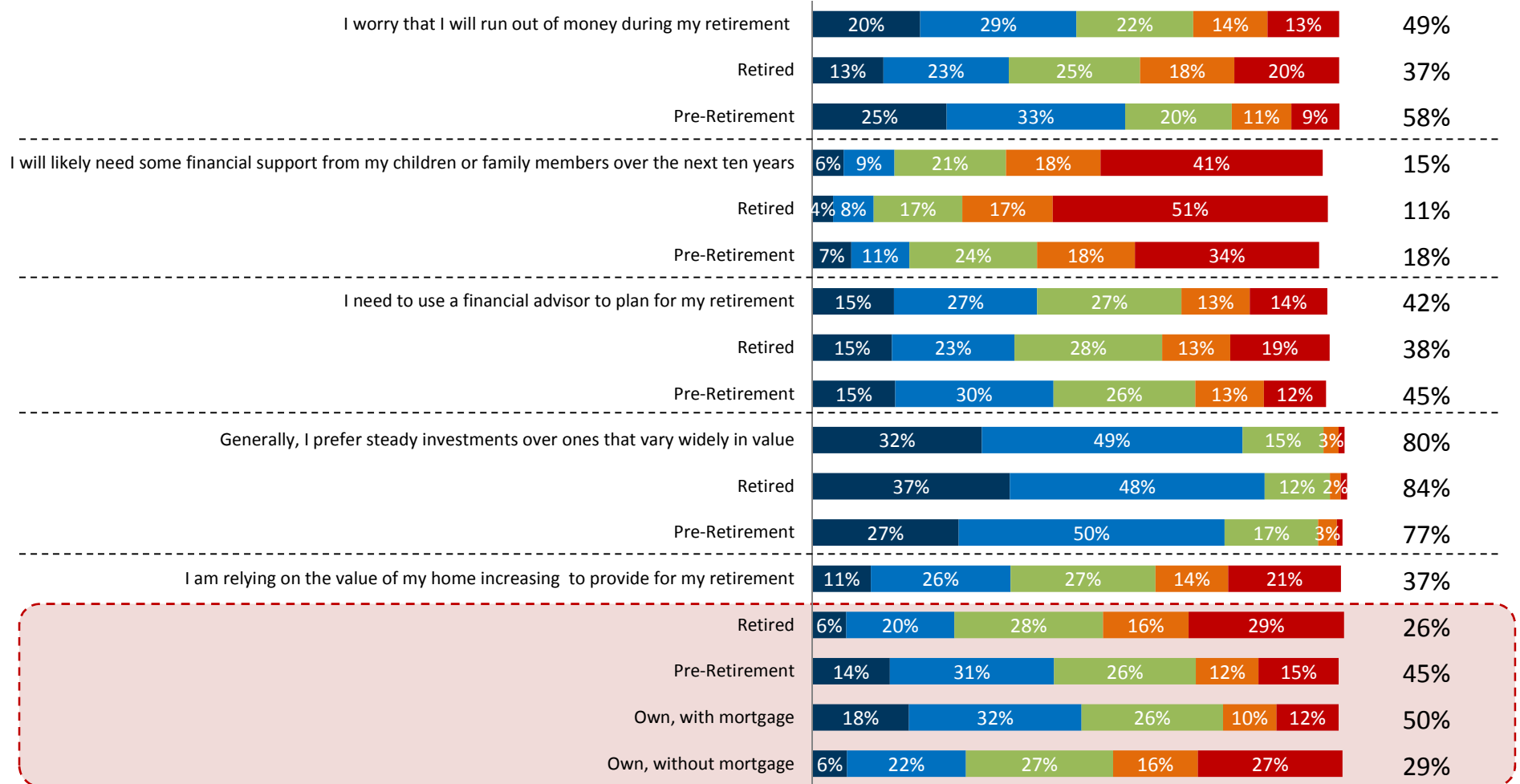
44%

Concerns: Pre-retirees, those with mortgages more likely to say they'll rely on value of home for retirement



Please indicate if you agree or disagree with the following statements? [asked of all respondents]

TOTAL AGREEMENT
(Strongly + Somewhat Agree)



Strongly agree
 Somewhat agree
 Neither agree nor disagree
 Somewhat disagree
 Strongly disagree

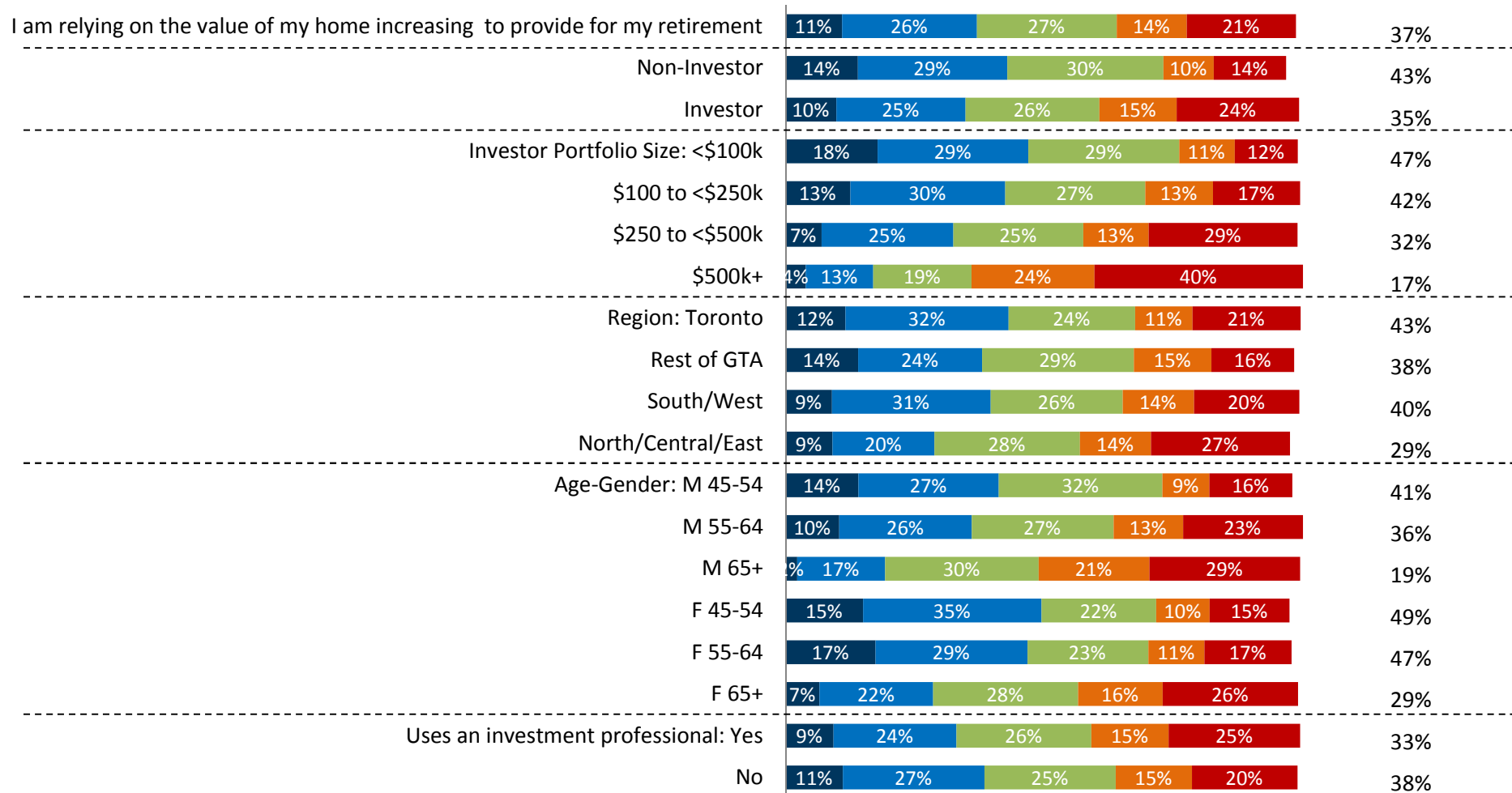
Note: 'Don't know' (1%-5%) not shown

Concerns: Non-investors, those with smaller portfolios, TO residents, age 45-54, most likely to rely on value of home



Agree/Disagree: I am relying on the value of my home increasing to provide for my retirement. [asked of home owners]

TOTAL AGREEMENT
(Strongly + Somewhat Agree)



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

Note: 'Don't know' (1%-5%) not shown

Concerns & Attitudes: Pension, use of investment professional, and age-gender show striking differences

Total Agreement	Region				Age-Gender						Investor		Uses a Professional		Pension	
	Toronto	GTA	South West	Central-North-East	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Investor	Not an investor	No	Yes	No Pension	Pension
...worry that I will run out of money.	51%	51%	49%	47%	55%	44%	38%	63%	53%	40%	45%	57%	7%	17%	56%	40%
...likely need some financial support from family.	18%	18%	16%	11%	21%	14%	7%	24%	15%	9%	11%	24%	10%	11%	19%	10%
... need to use a financial advisor to plan for retirement.	43%	38%	35%	49%	45%	41%	47%	32%	43%	38%	35%	49%	19%	63%	40%	45%
...prefer steady investments over ones that vary widely.	84%	80%	74%	83%	68%	77%	84%	82%	85%	87%	80%	68%	6%	3%	5%	3%
...relying on the value of my home for retirement	43%	38%	40%	29%	41%	36%	19%	50%	47%	29%	35%	43%	38%	33%	41%	32%

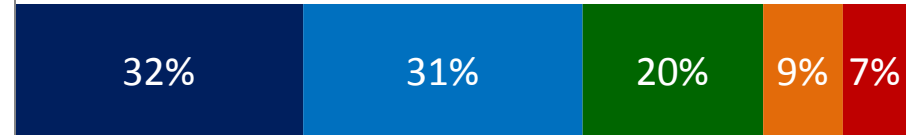
Susceptibility to Fraud: Vast majority (80%+) rarely or never respond to messages, attend presentations, order free info.⁵⁴



The following questions are about how you access information on investment opportunities. Please answer how frequently you do the following?

[asked of all respondents]

When someone calls you to see you something, how often do you hang up the telephone before the caller completes his or her sales pitch?



When someone you don't know sends you an unsolicited message by email or social media, how frequently do you respond?



How often do you attend sales presentations for investment opportunities where you are offered a free meal or a special gift in return?



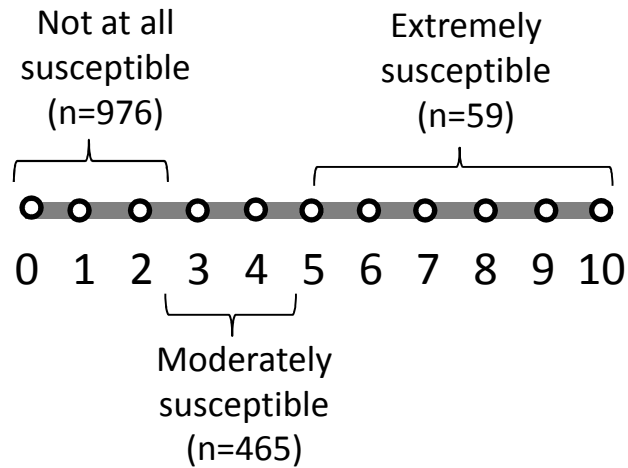
How often do you call toll-free numbers, mail away, or go online to order free info, CDs, books, or other promotional materials you see or hear advertised?



■ Always ■ Often ■ Sometimes ■ Rarely ■ Never

Note: 'Don't know' (1%) not shown

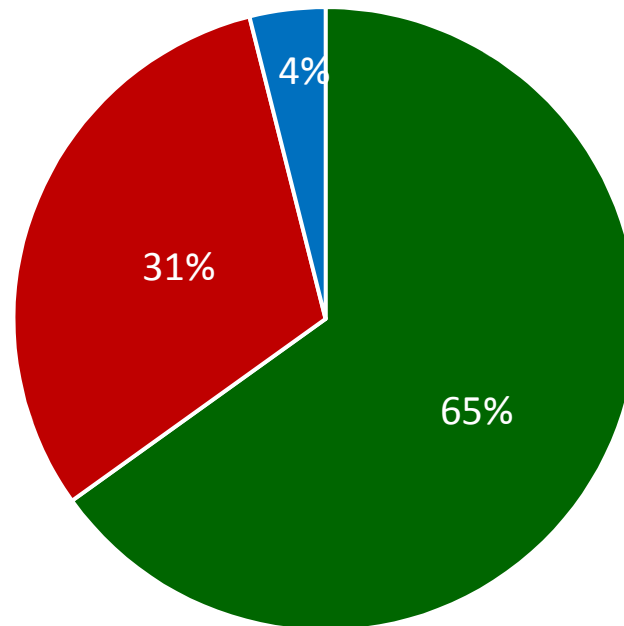
Fraud Susceptibility Index: Just 4% answer often/always to all 4 questions, 65% not susceptible to fraud



Fraud Susceptibility Index:

Each of the four previous statements were added together and scaled from 0 to 10, with 10 being those who answer “always” in each of the four susceptibility questions and 0 being those who answer “never”.

- Not at all susceptible
- Moderately susceptible
- Extremely susceptible



Younger men more likely to respond to messages, attend sales presentations, order free info

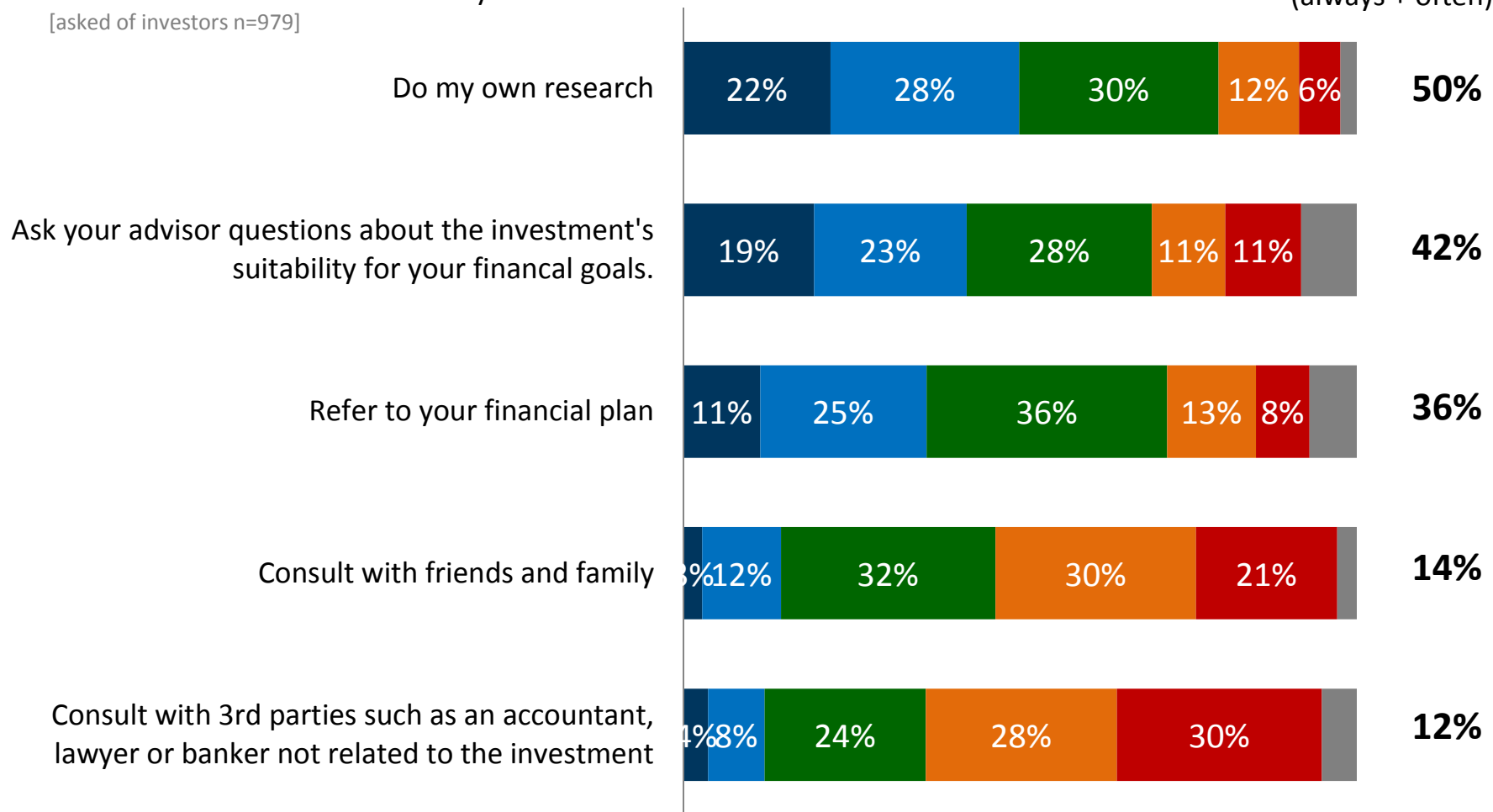
% who...	Region				Age-Gender						Investor		Uses a Professional		Retired	
	Toronto	GTA	South West	Central-North-East	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Investor	Not an investor	No	Yes	Retired	Pre-Retired
Often/always hang up on sales pitch	60%	59%	64%	66%	52%	58%	72%	60%	62%	72%	66%	57%	60%	69%	69%	58%
Rarely/never respond to unsolicited email or social media messages	88%	88%	89%	91%	79%	85%	94%	90%	93%	95%	90%	88%	89%	90%	91%	88%
Rarely/never attend sales presentations	86%	86%	88%	91%	77%	84%	92%	90%	90%	93%	88%	88%	89%	87%	90%	86%
Rarely/never order free information	83%	81%	85%	86%	74%	84%	86%	85%	84%	91%	85%	82%	85%	85%	87%	82%

Due Diligence: Most investors do own research (50% often),⁵⁷ least likely to consult with family/friends and 3rd parties



How often do you take the following steps to determine that an investment is suitable for you?
[asked of investors n=979]

% OFTEN
(always + often)



■ Always
 ■ Often
 ■ Sometimes
 ■ Rarely
 ■ Never
 ■ Don't know

Due diligence: Older women (33%) much less likely to do their own due diligence on their investments

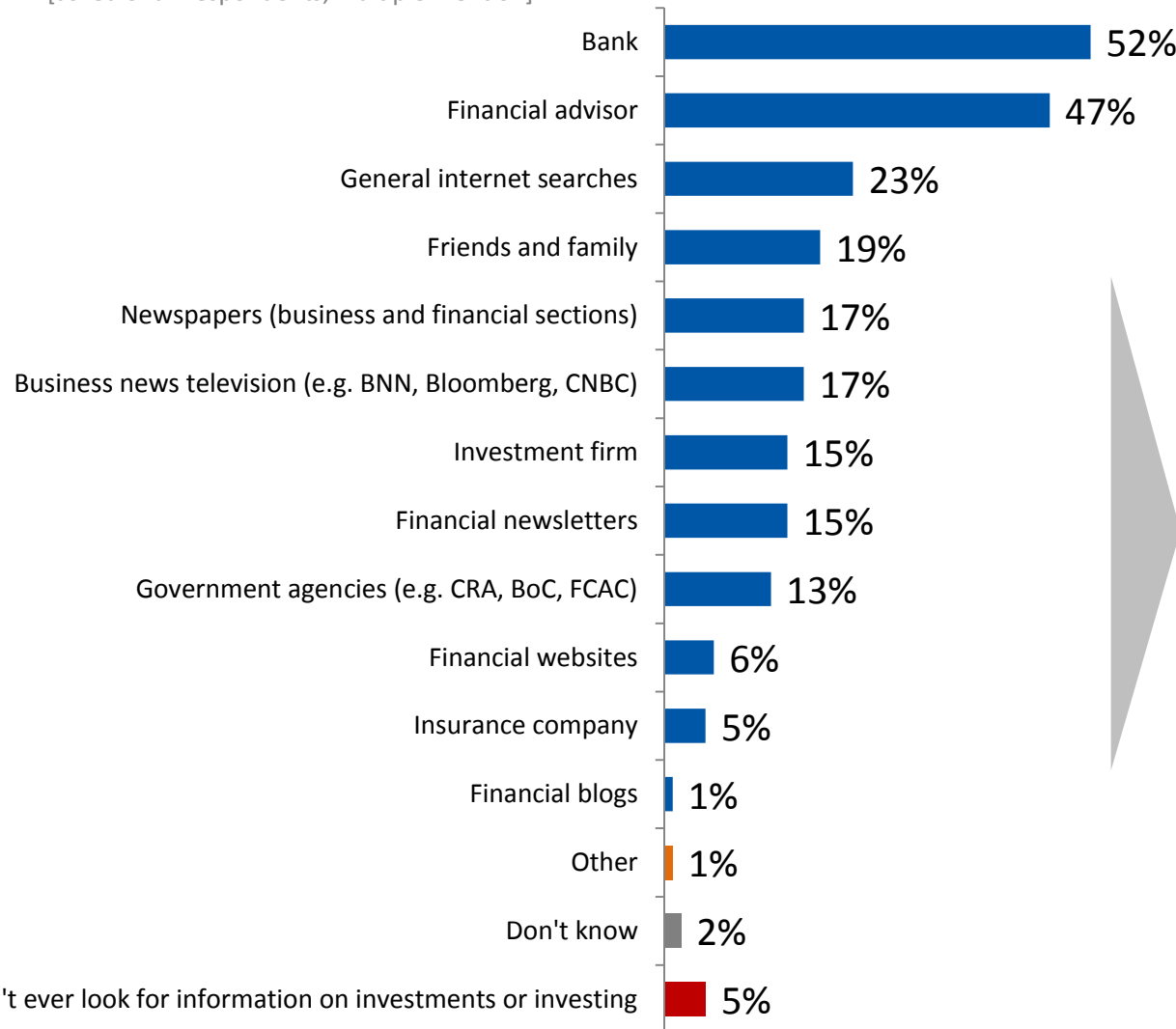
% who always or often...	Region				Age-Gender						Uses a Professional		Retired		Pension	
	Toronto	GTA	South West	Central-North-East	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	No	Yes	Retired	Pre-Retired	Pension	No Pension
... ask advisor about suitability of investments.	43%	39%	39%	47%	35%	35%	47%	42%	39%	53%	9%	60%	47%	38%	40%	44%
...refer to financial plan.	34%	32%	34%	44%	34%	37%	47%	31%	29%	37%	26%	41%	40%	33%	33%	39%
...consult family and friends.	17%	14%	14%	13%	22%	12%	9%	20%	14%	11%	16%	14%	12%	16%	13%	16%
... consult third parties.	13%	13%	11%	11%	15%	9%	10%	14%	12%	12%	8%	15%	12%	12%	13%	11%
...do research	52%	46%	50%	52%	57%	61%	55%	47%	47%	33%	67%	40%	48%	51%	48%	52%

Looking for information: Banks and financial advisors most common sources of information, only 1-in-20 don't look



If you were looking for information on **investment and investing**, where would you look?

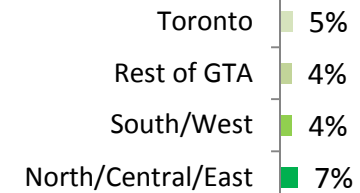
[asked of all respondents; multiple mention]



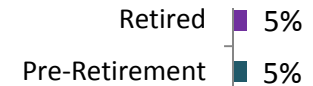
Segmentation ▶▶

Respondents who say they "Don't ever look for financial information"

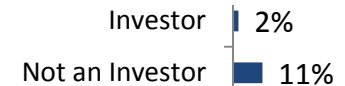
Region



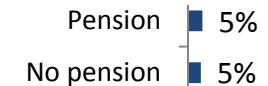
Life Stages



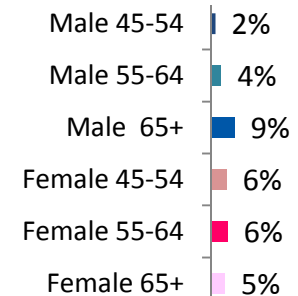
Investor Status



Pension



Age-Gender



Financial Information Sources: Investors and Ontarians 65+⁶⁰ most likely to get financial information from advisors



If you were looking for information on **investment and investing**, where would you look?

[asked of all respondents; multiple mention]

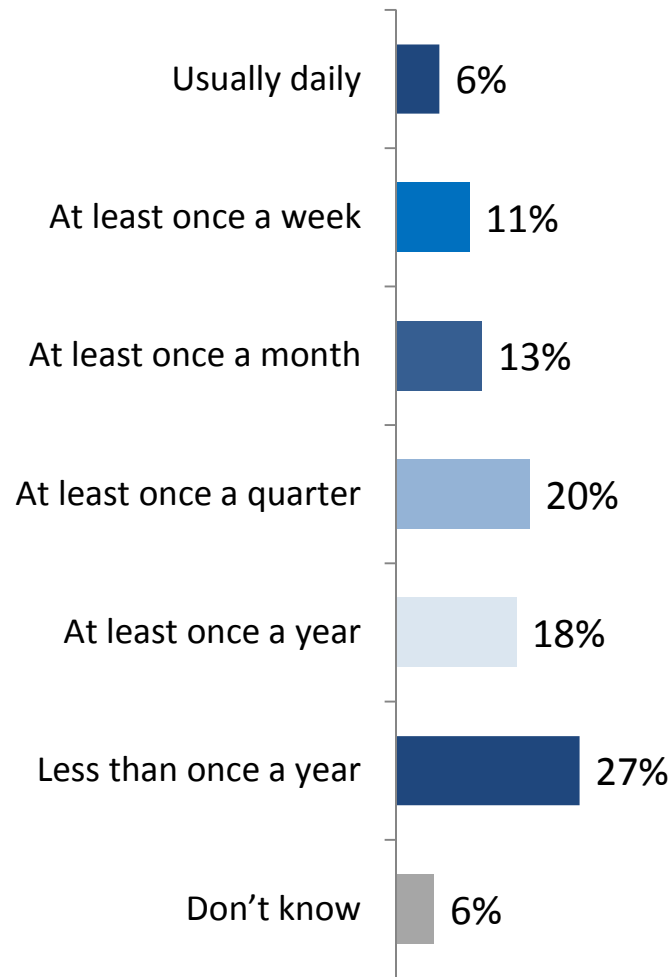
Information Sources	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Investor	Non-Investor
Bank	52%	50%	54%	60%	52%	43%	60%	52%	46%	49%	60%
Financial advisor	47%	50%	46%	40%	46%	53%	45%	46%	55%	55%	33%
General internet searches	23%	19%	25%	24%	29%	27%	20%	23%	15%	26%	16%
Friends and family	19%	14%	23%	24%	13%	9%	25%	28%	16%	18%	22%
Newspapers (business and financial sections)	17%	18%	16%	18%	18%	27%	12%	13%	15%	23%	5%
Business news television (e.g. BNN, Bloomberg, CNBC, etc.)	17%	18%	16%	19%	20%	24%	10%	14%	14%	23%	4%
Investment firm	15%	13%	17%	18%	18%	16%	17%	11%	10%	16%	13%
Financial newsletters	15%	16%	13%	15%	17%	23%	11%	13%	11%	21%	4%
Government agencies and departments	13%	13%	13%	15%	17%	14%	8%	15%	9%	14%	10%
Financial websites	6%	5%	6%	6%	8%	9%	4%	3%	4%	7%	2%
Insurance company	5%	5%	5%	6%	6%	6%	3%	5%	5%	6%	4%
Financial blogs	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	2%	2%	2%	3%	4%	1%	3%	1%	2%	1%	4%
Don't ever look for information on investments or investing	5%	5%	5%	2%	4%	9%	6%	6%	5%	2%	11%

Looking for information: Plurality (27%) look for information less than once a year ⁶¹



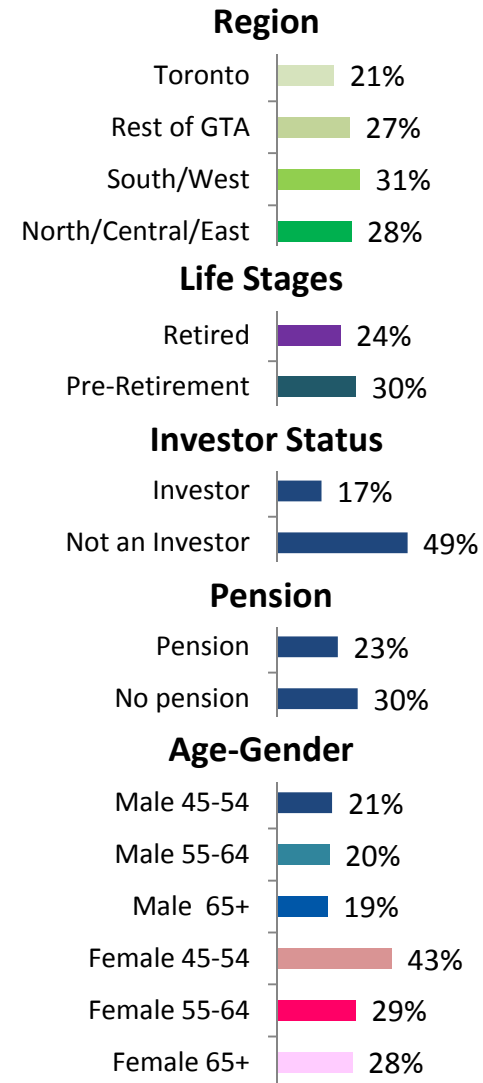
Which of the following best describes how frequently you seek out information on **investments and investing**?

[asked of respondents who seek out financial information, n=1424]



Segmentation ▶▶

Respondents who say "Less than once a year"



20%

34%



Pre-Retirement Planning

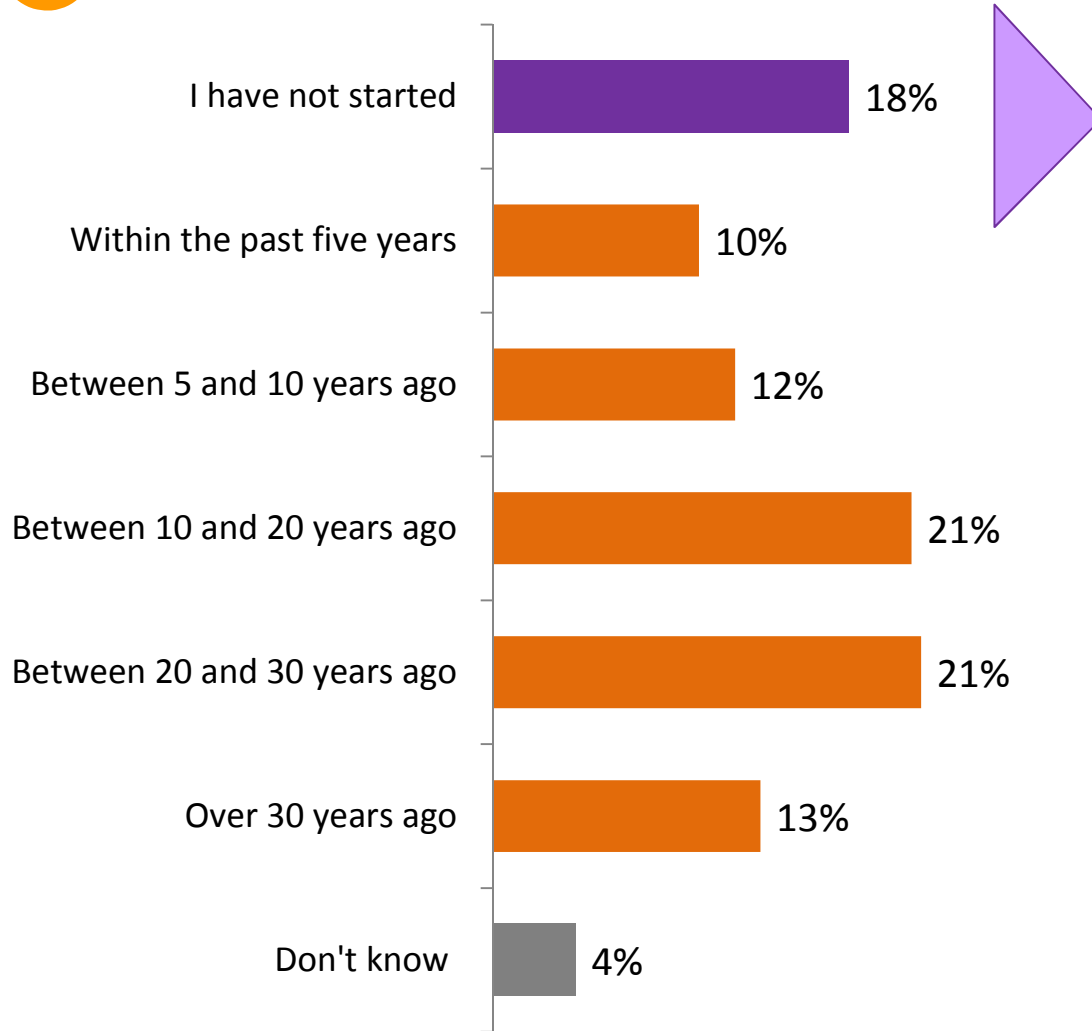
Those who completed this section of the survey are not yet retired. Questions in this section deal with events leading up to retirement and expectations about the future.

Saving for retirement: 18% have not started; higher among women (21%) and highest among non-investors (41%) ⁶³



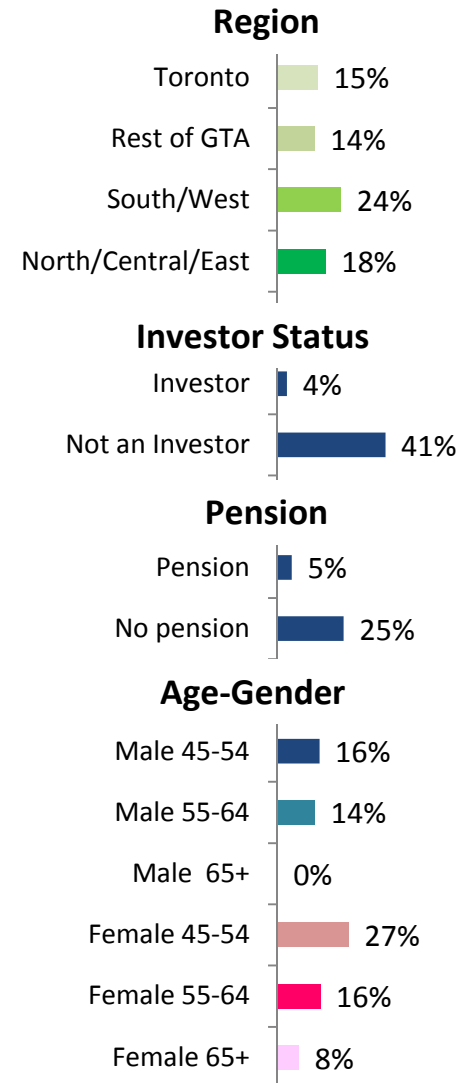
When did you start saving for your retirement?

[asked of all respondents who have yet to retired n=872]



Segmentation ▶▶

Respondents who say "I have not started"



14%

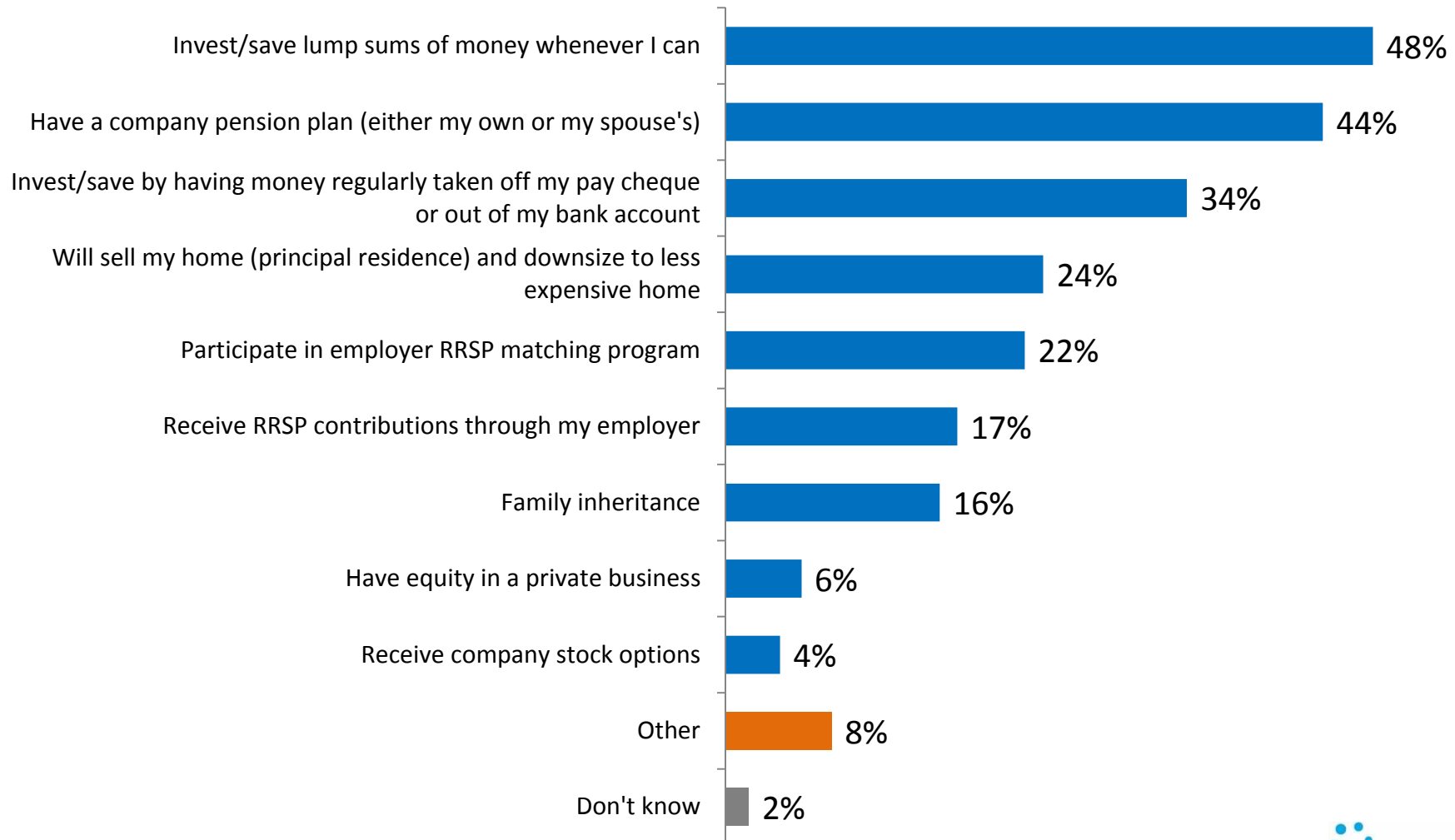
21%

Saving for retirement: Investing / saving lump sums when possible is the most common tactic for retirement saving



How are you saving for retirement?

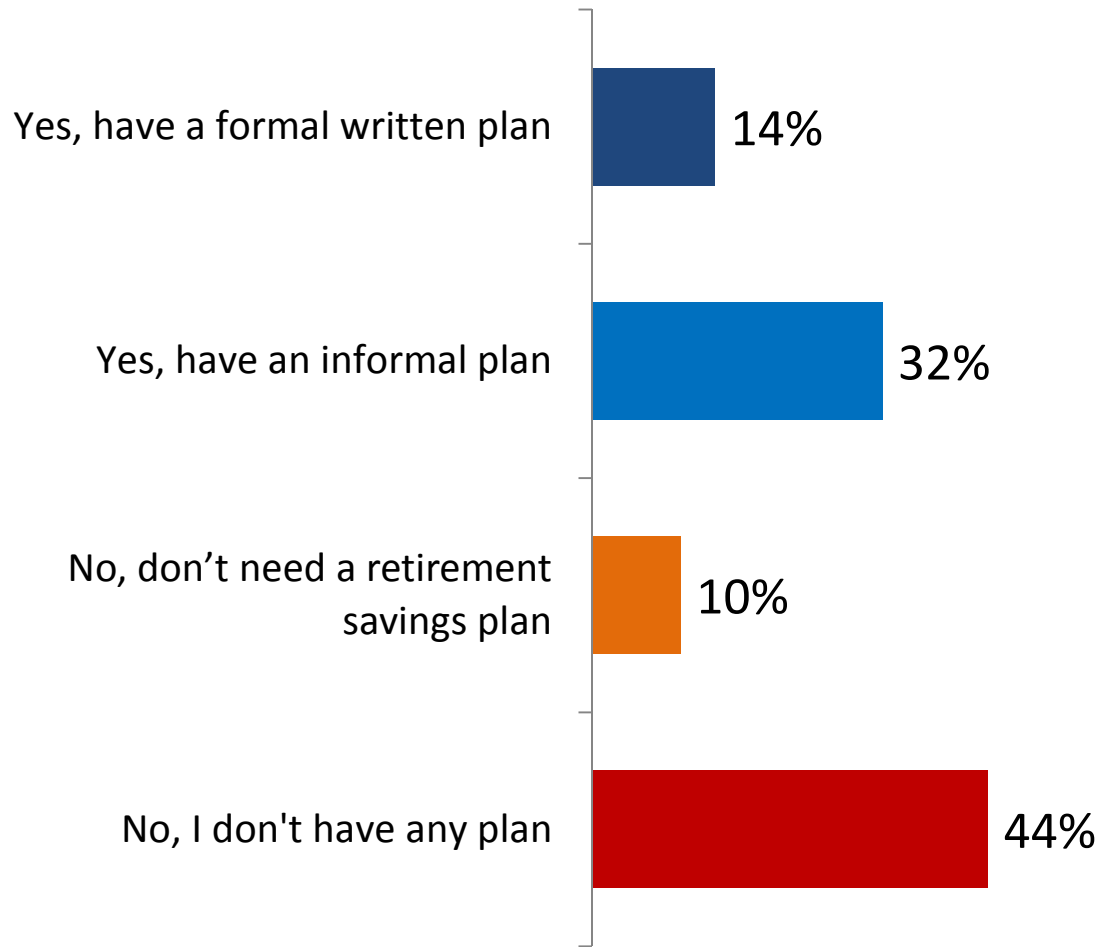
[asked of respondents who have yet to retire AND have started saving for retirement=681; multiple mention]



Retirement Plan: Majority (54%) have no plan for retirement; only 14% have a formal written retirement plan

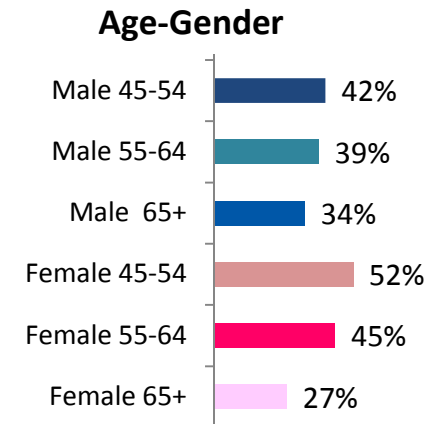
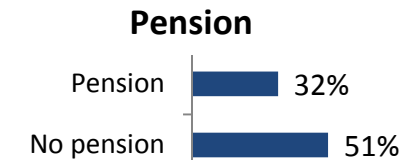
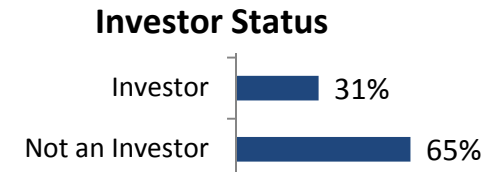
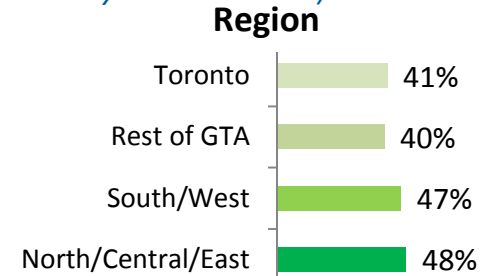


Do you have a plan that describes how you are saving for retirement?
 [asked of all respondents who have yet to retire, n=872]



Segmentation ▶▶

Respondents who say they have no plan (but not that they don't need one)



40%

48%

Retirement Plan: those approaching retirement in the next 10 years far more likely to have a plan (58% vs. 35%)



Do you have a plan that describes how you are saving for retirement?

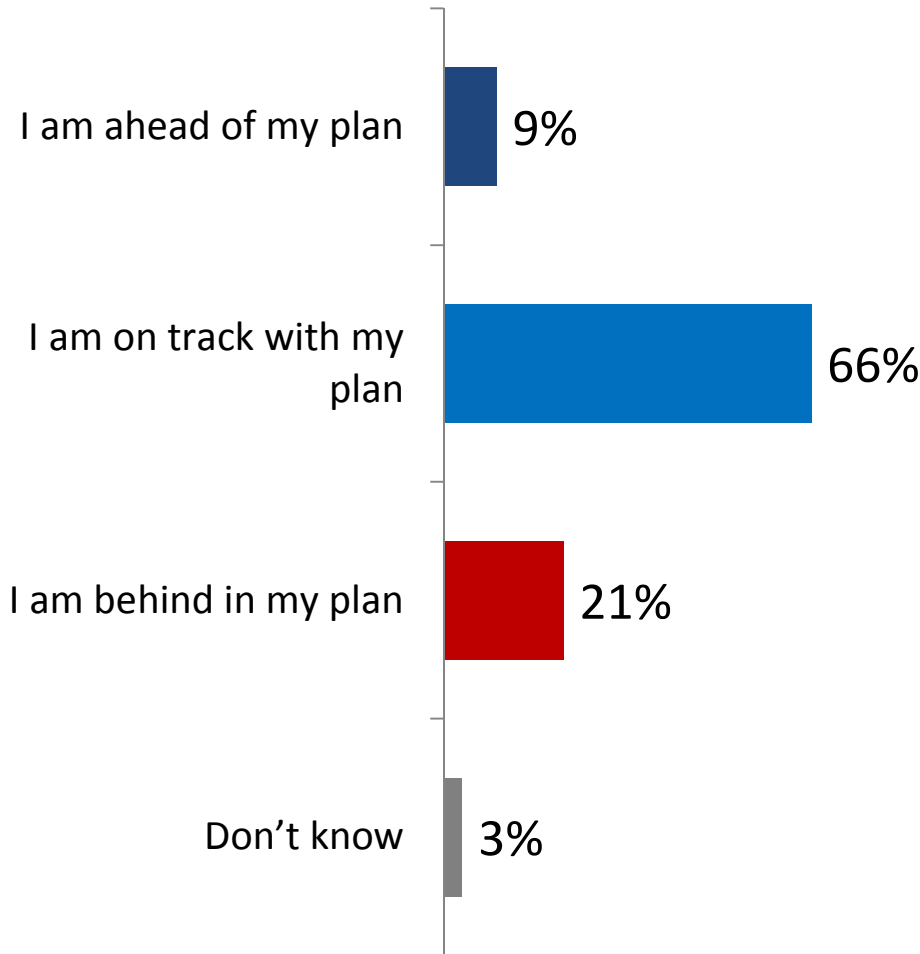
[asked of all respondents who have yet to retire, n=872]

	Retirement			Age-Gender						Investor		Pension	
	Total	Within next 10 years	10+ years	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Investor	Not an investor	No Pension	Pension
Yes, have a formal written plan	14%	18%	10%	14%	12%	26%	11%	14%	22%	17%	9%	12%	16%
Yes, have an informal plan	32%	40%	25%	32%	39%	34%	28%	34%	27%	42%	17%	27%	41%
No, don't need a retirement savings plan	10%	9%	11%	12%	9%	6%	9%	6%	24%	10%	9%	10%	10%
No, I don't have any plan	44%	33%	55%	42%	39%	34%	52%	45%	27%	31%	65%	51%	32%
Some form of retirement plan	46%	58%	35%	46%	51%	60%	39%	48%	49%	59%	26%	39%	57%
No Retirement Plan	54%	42%	66%	54%	48%	40%	61%	51%	51%	41%	74%	61%	42%

State of retirement planning: 75% with a retirement plan say they are on track with or ahead of their plan

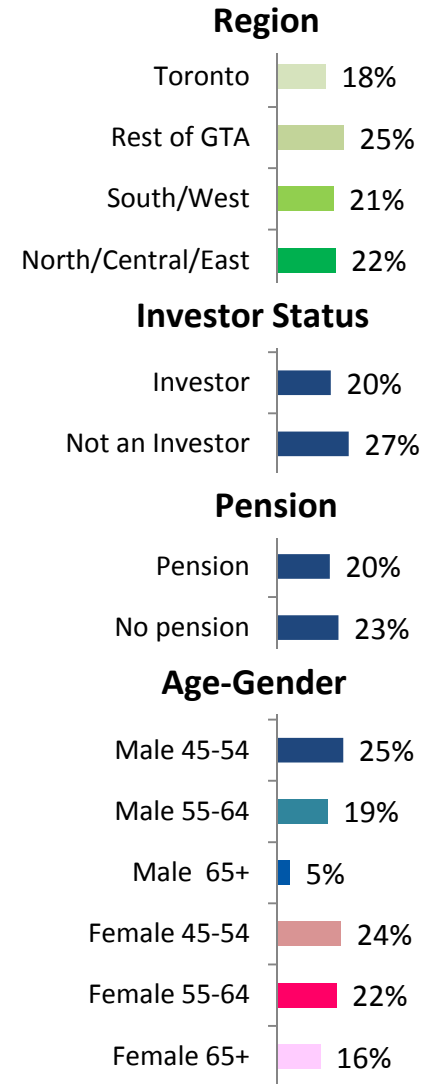


When you think of your retirement savings plan, would you say:
 [asked of those who have yet to retire and have a retirement plan; n=402]



Segmentation ▶▶

Respondents who say "Behind":



21%

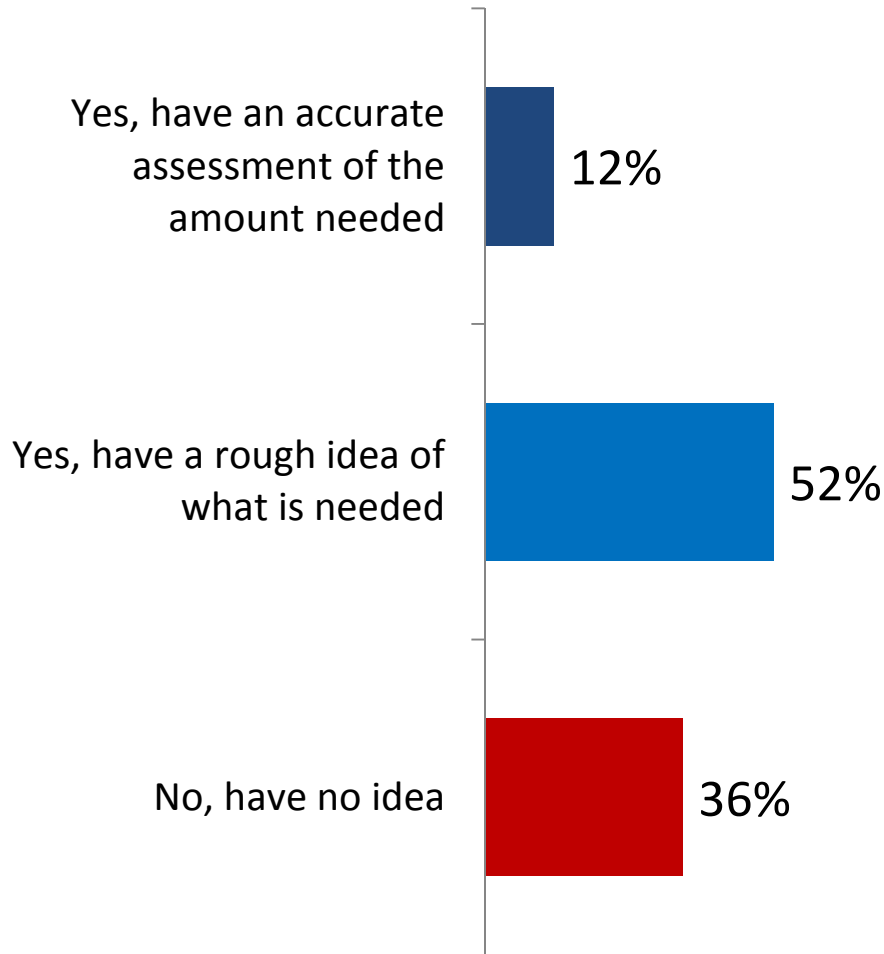
22%

How much needed retirement: Two-in-three have either an accurate or rough idea of the amount needed to retire ⁶⁸



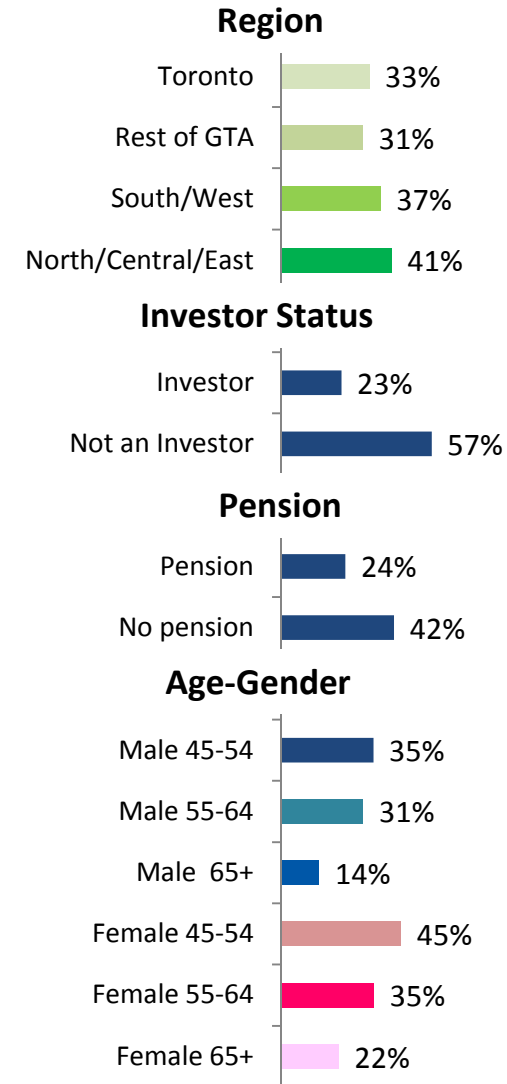
Do you know how much money you will need to save to pay for your retirement:

[asked of those who have yet to retire; n=872]



Segmentation ▶▶

Respondents who say "No idea":



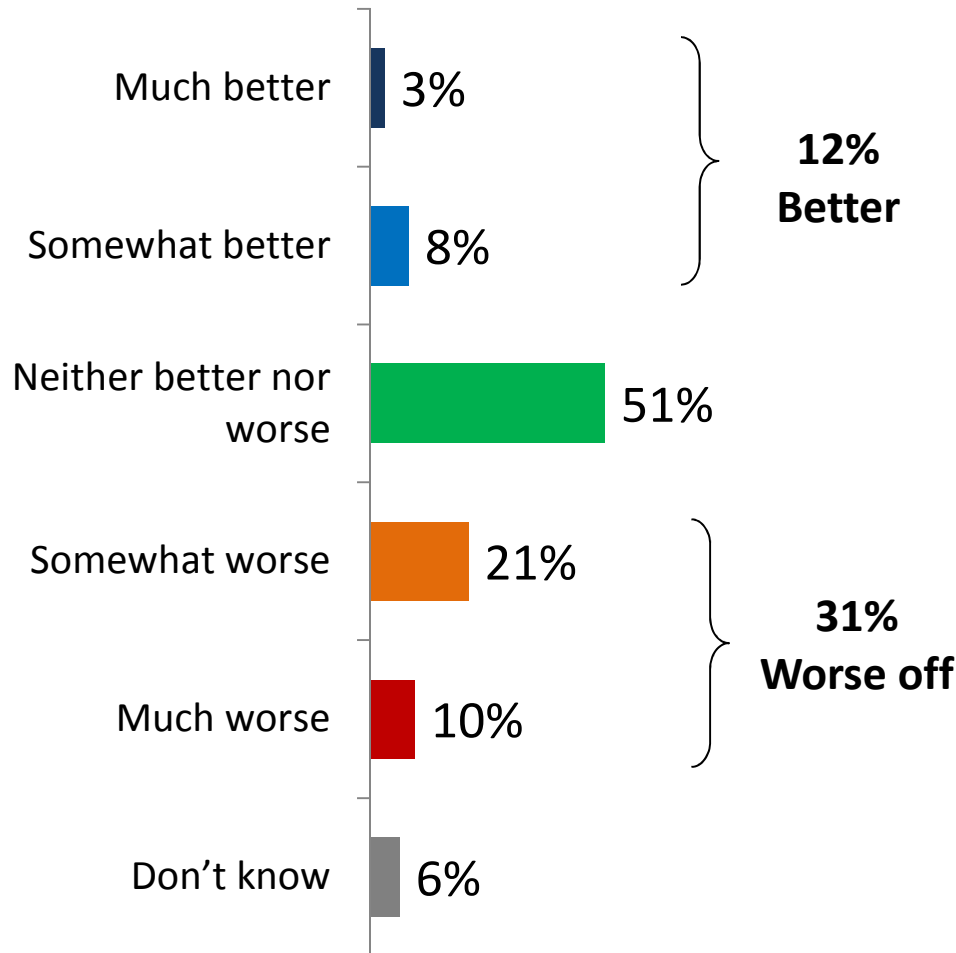
31%

39%

Standard of Living: Almost a third (31%) of pre-retirees expect to see their standard of living worsen when they retire

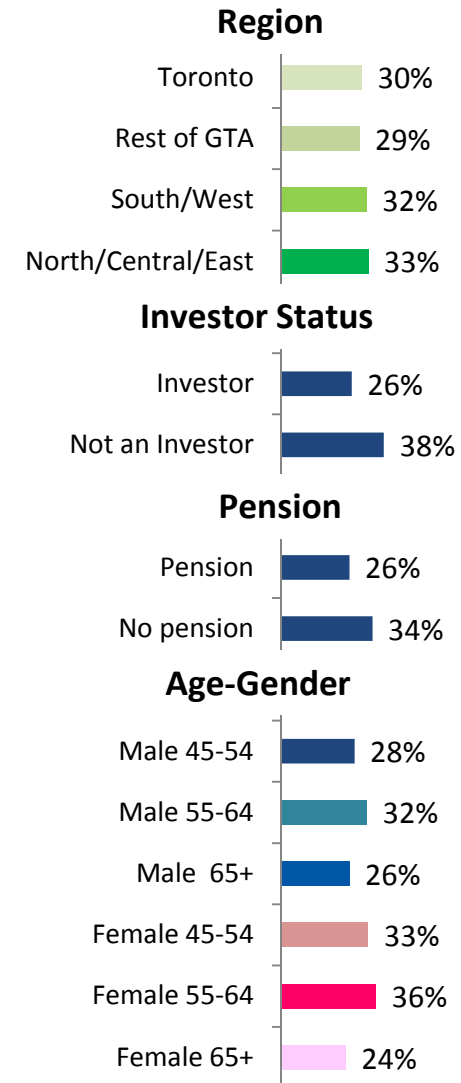
Q Thinking about your standard of living when you retire, do you see your standard of living in retirement being better or worse than it is currently?

[asked of those who have yet to retire; n=872]



Segmentation ▶▶

Respondents who say "Worse":

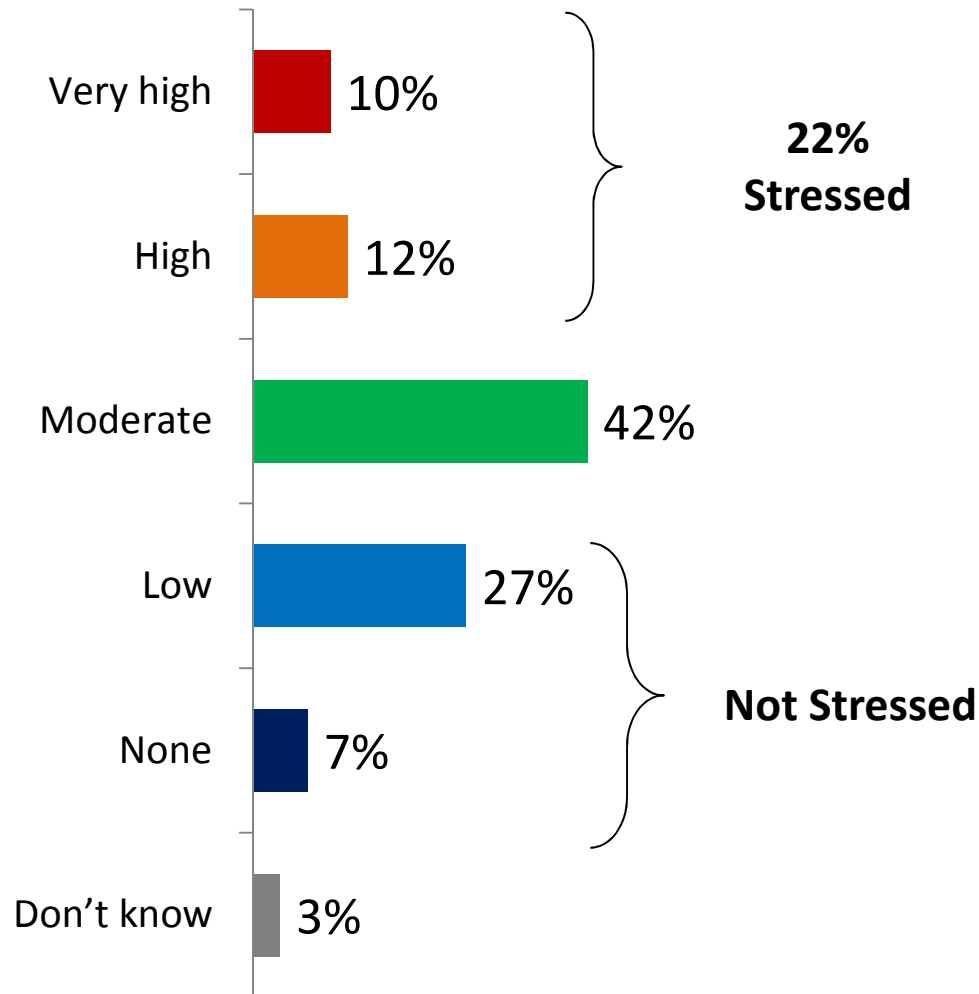


Planning Stress: Two-in-ten (22%) pre-retirees report high or very high stress regarding their retirement planning ⁷⁰



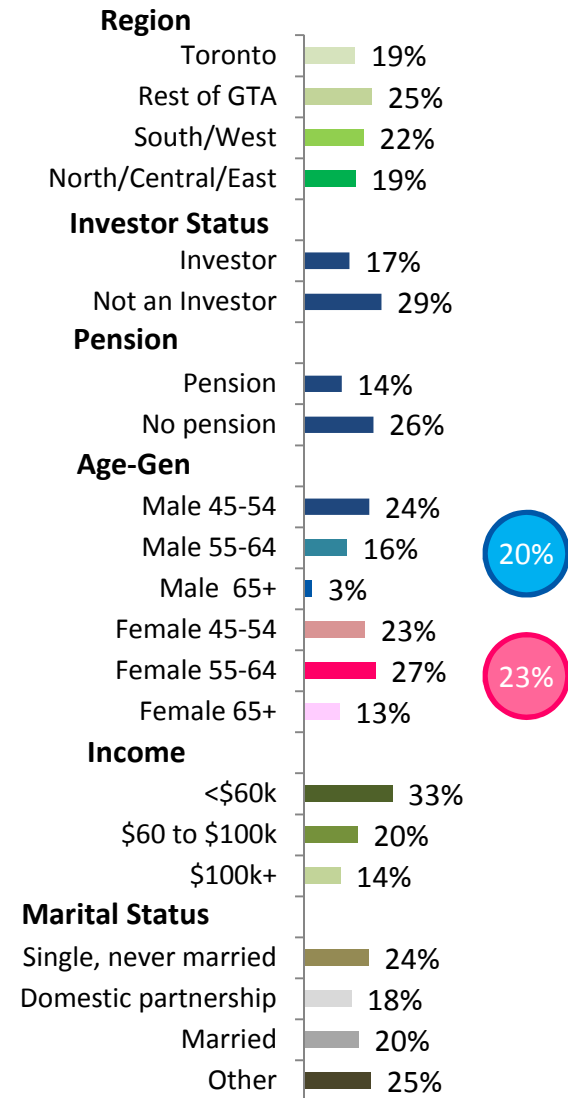
When thinking about retirement planning, what is your level of stress with regard to your current situation?

[asked of those who have yet to retire; n=872]



Segmentation ▶▶

Respondents who say "High" or "Very high":





Post-Retirement

Those who completed this section of the survey are not yet retired. Questions in this section deal with respondents' retirement and the preparation they made up to this point.

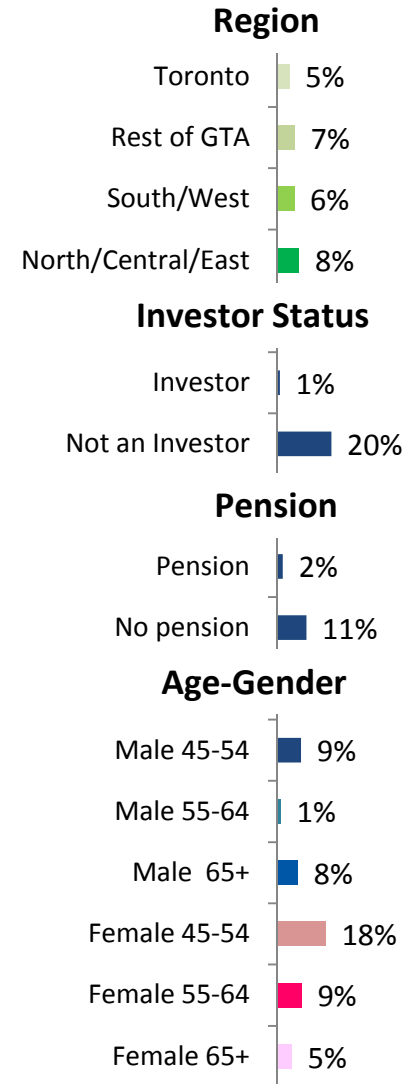
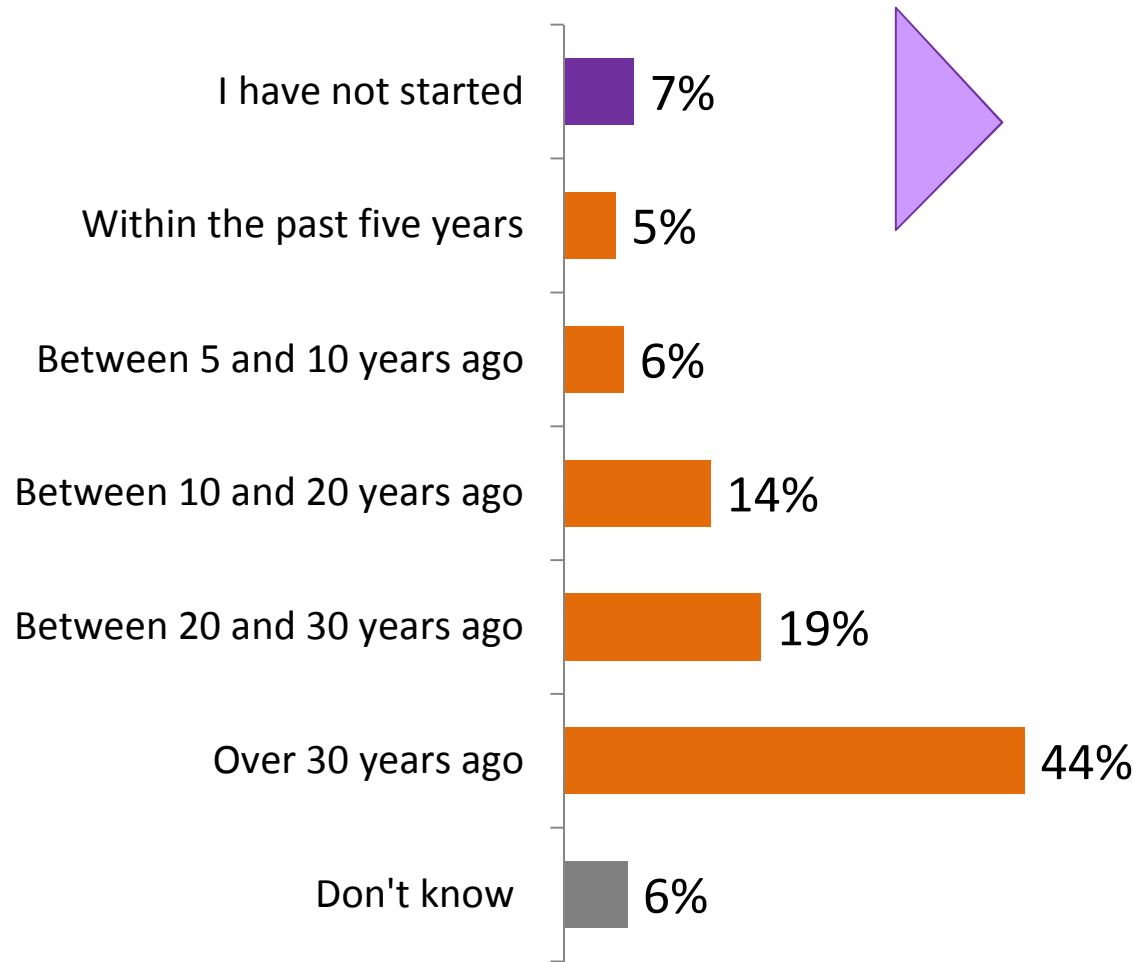
Saving for retirement (Retirees): 7% report having not saved; plurality (44%) started saving over 30 years ago



When did you start saving for your retirement?
[asked of all retirees; n=628]

Segmentation ▶▶

Respondents who say "I have not started"



6%

7%

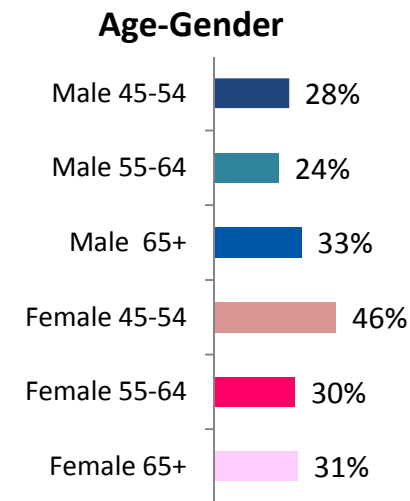
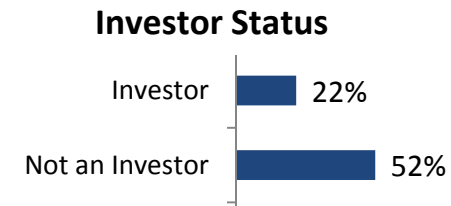
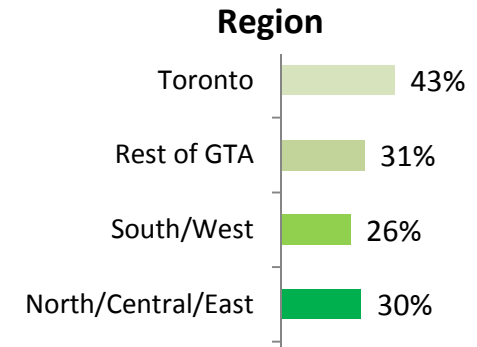
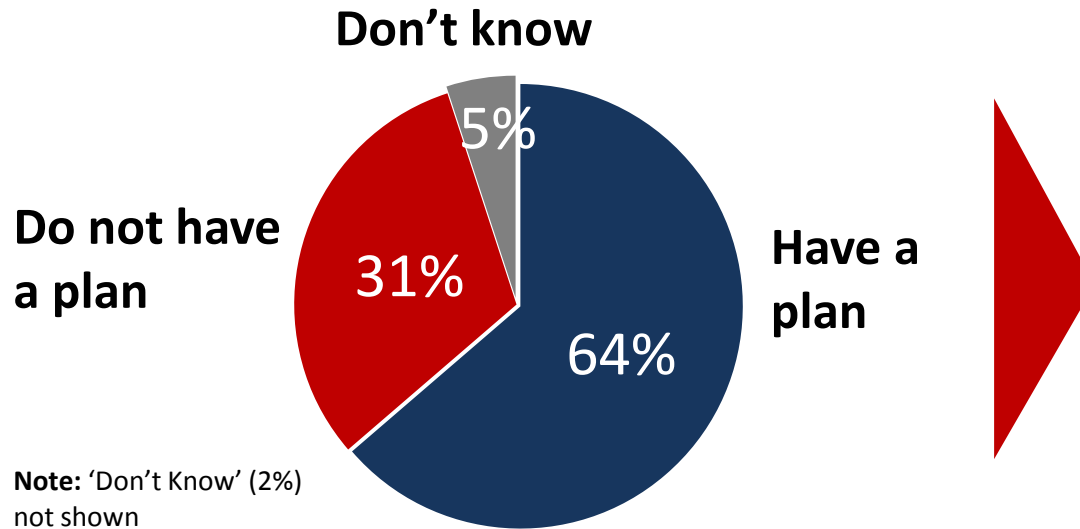
Financial Planning (Retirees): Almost two-thirds (64%) have a financial plan for their retirement ⁷³



Do you have a financial plan for your retirement?
[asked of all retirees; n=628]

Segmentation ▶▶

Respondents who say "No Plan":



30%

32%

Retirees without a pension are less likely to have a plan for their retirement

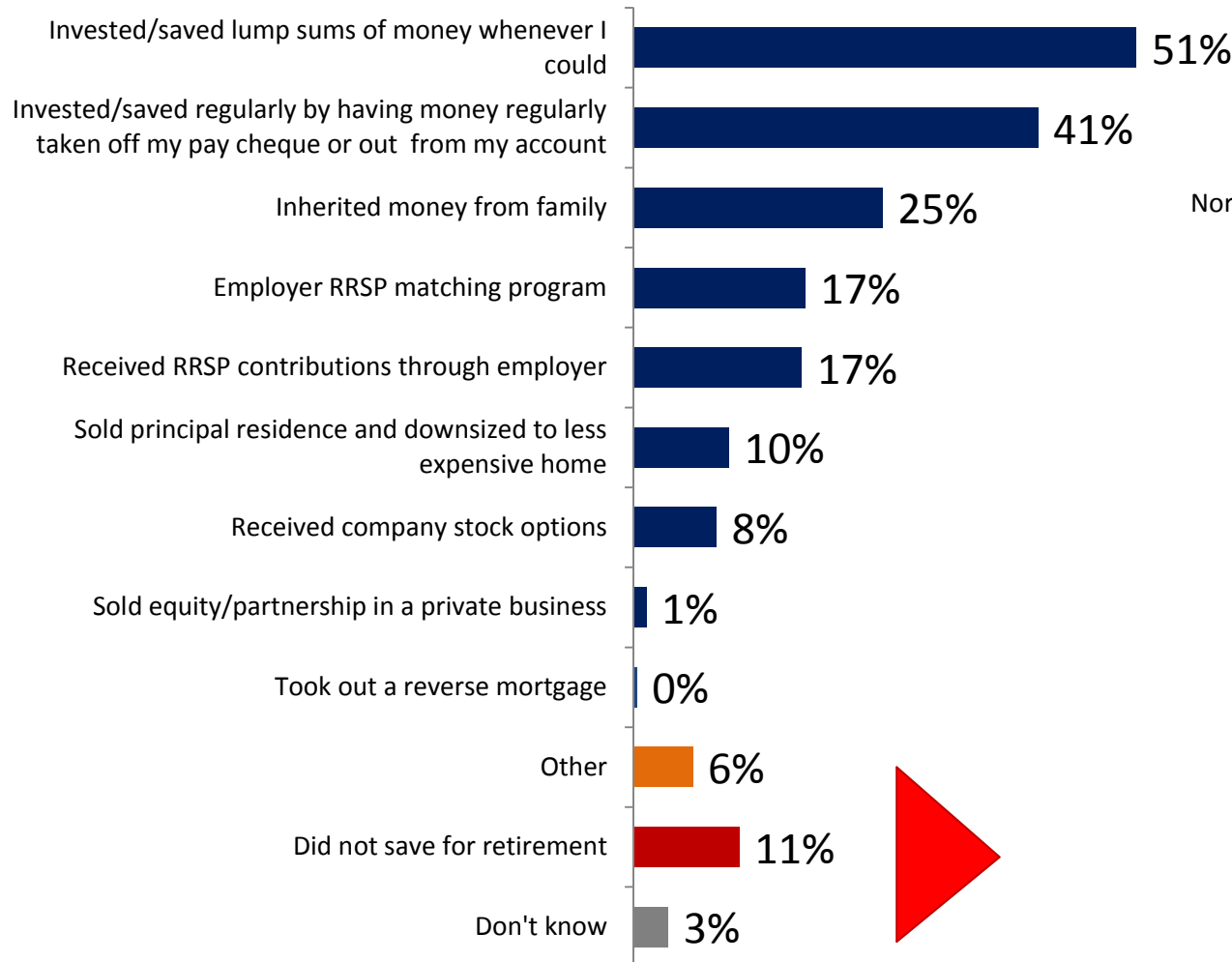
	Pension Recipients	No Pension
Have a plan	75%	53%
Do not have a plan	22%	40%
Don't know	3%	7%

Retirement Savings Profile (Retirees): Majority (51%) invested / saved lump sums when possible



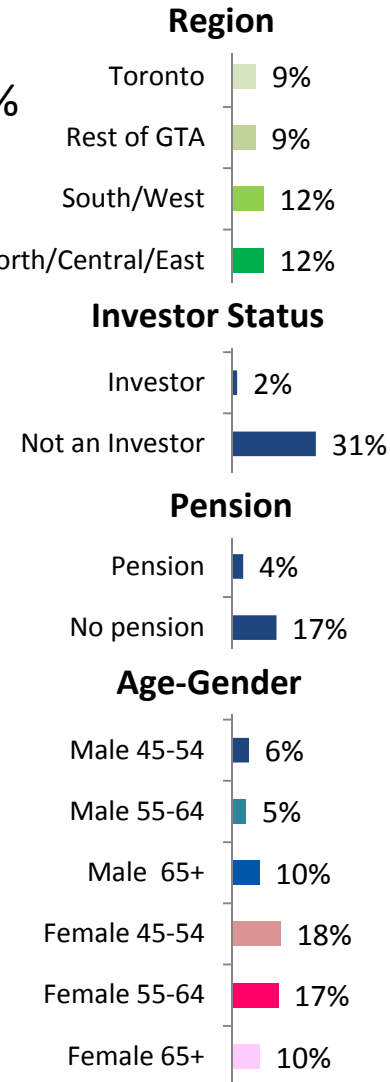
Aside from any pension plans you may have, how did you save for your retirement?

[Select all that apply; asked of all retirees; n=628]



Segmentation ▶▶

Respondents who say "Did not Save":



9%

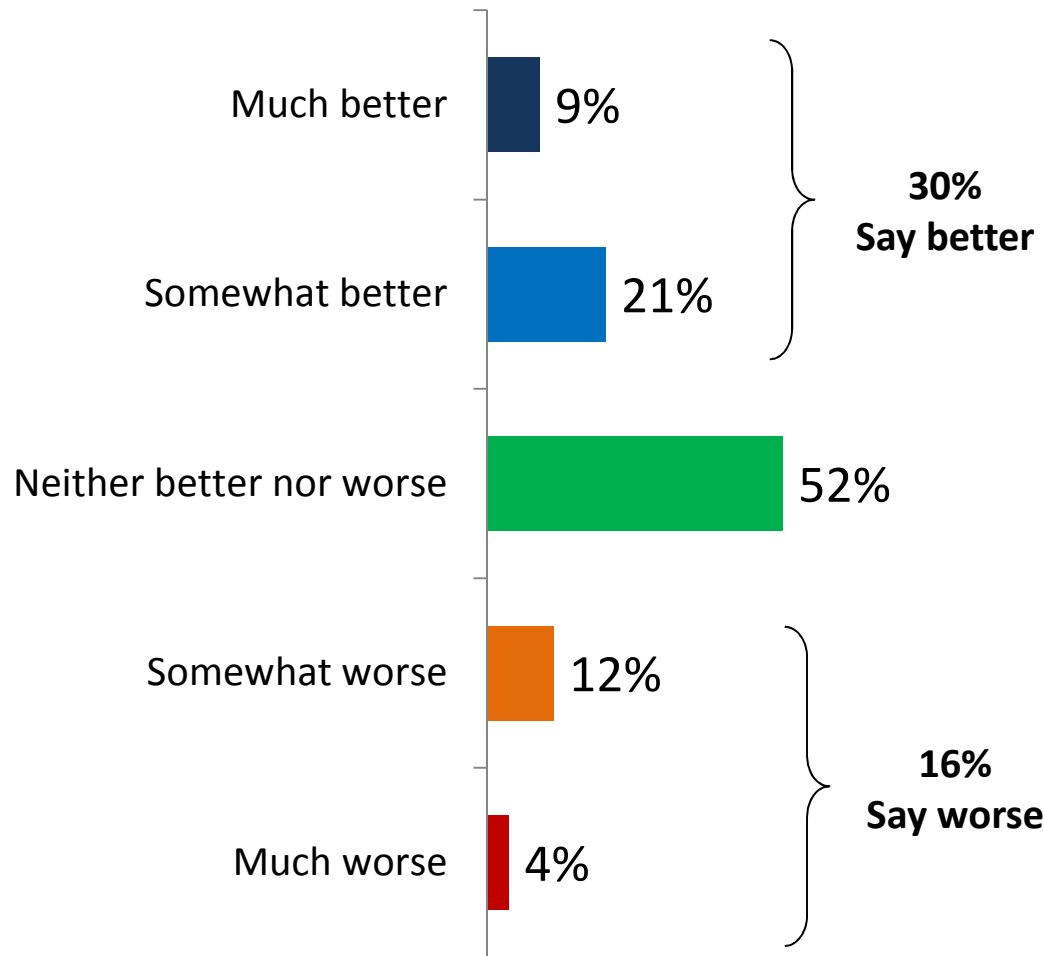
12%

Standard of Living (Retirees): One-in-six (16%) retirees report a worse standard of living, 30% say it is better



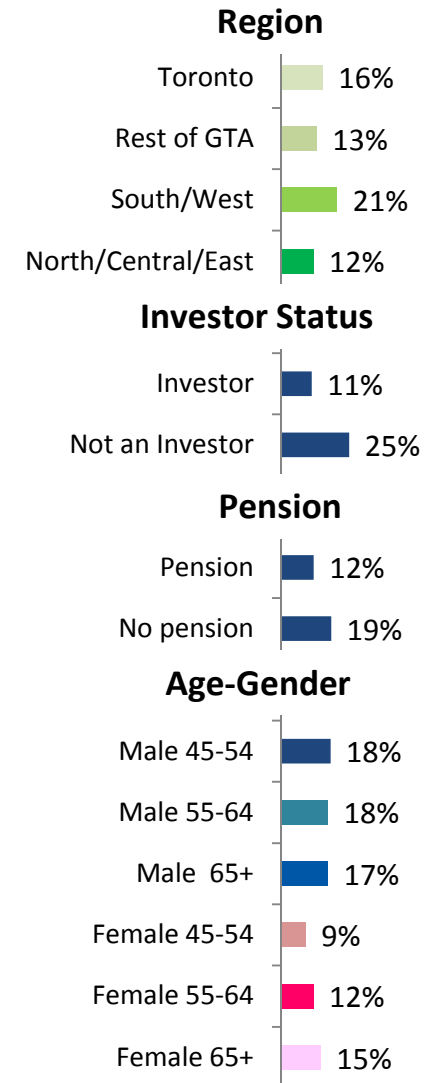
Thinking about your standard of living, is it better or worse than it was before retirement?

[asked of all retirees; n=628]



Segmentation ▶▶

Respondents who say "Worse":



18%

14%

Standard of Living: Retirees more likely to report a better standard of living in retirement than pre-retirees expect

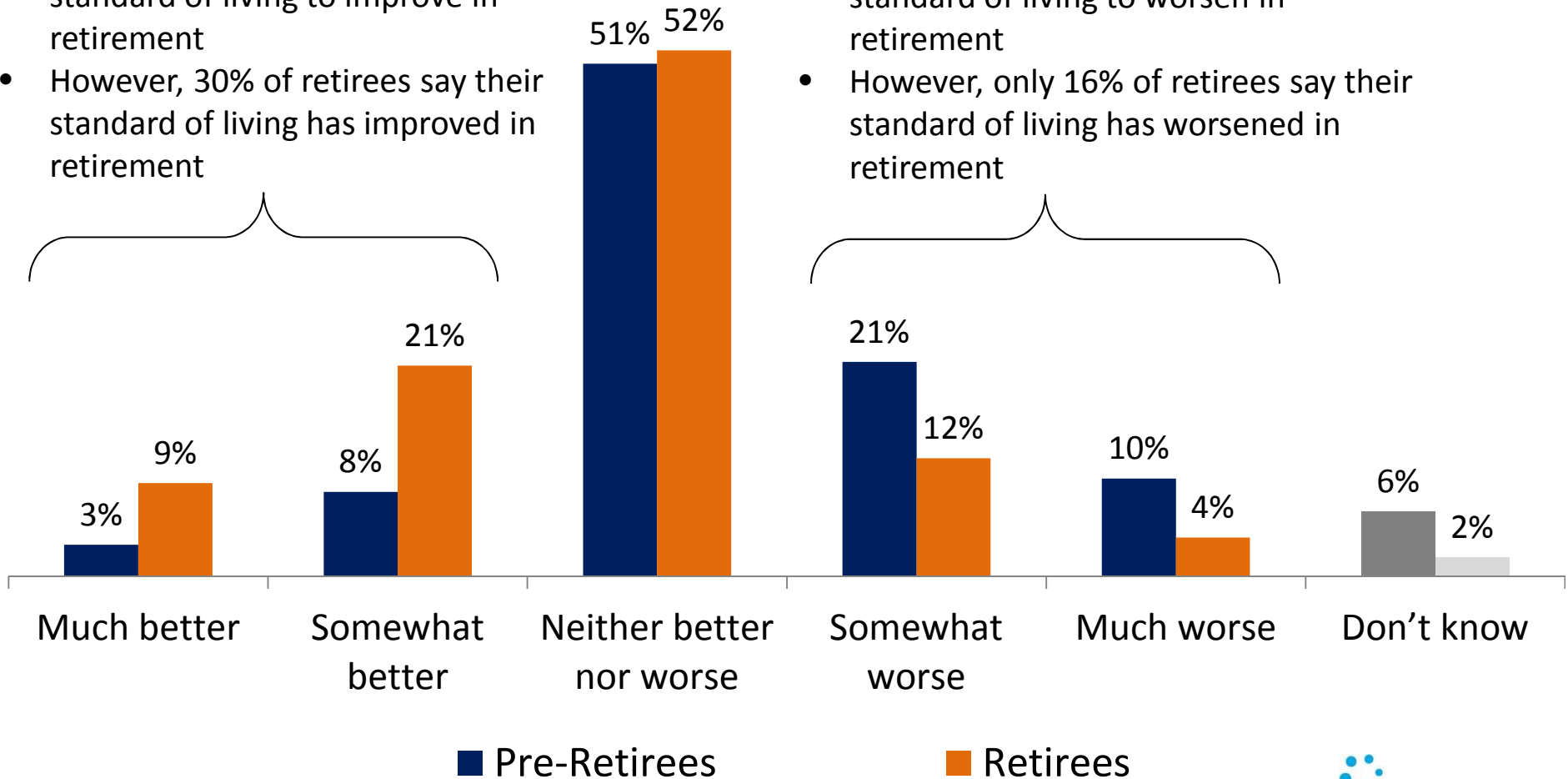


Thinking about your standard of living, is it better or worse than it was before retirement?

[asked of all retirees (n=628) and pre-retirees (n=872)]

- 11% of pre-retirees expect their standard of living to improve in retirement
- However, 30% of retirees say their standard of living has improved in retirement

- 31% of pre-retirees expect their standard of living to worsen in retirement
- However, only 16% of retirees say their standard of living has worsened in retirement



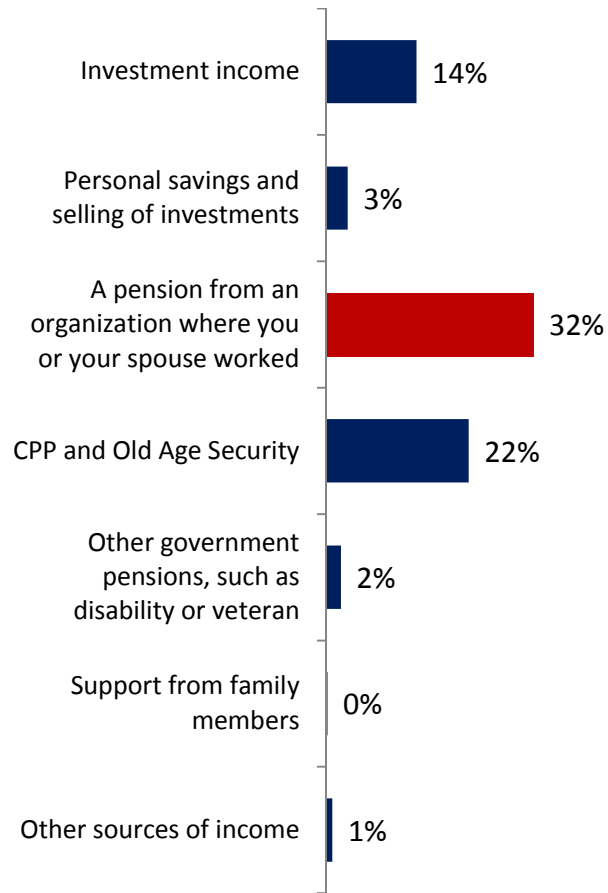
Sources of Income (Retirees): Employer pension, CPP and OAS are the most prevalent sources of income for retirees



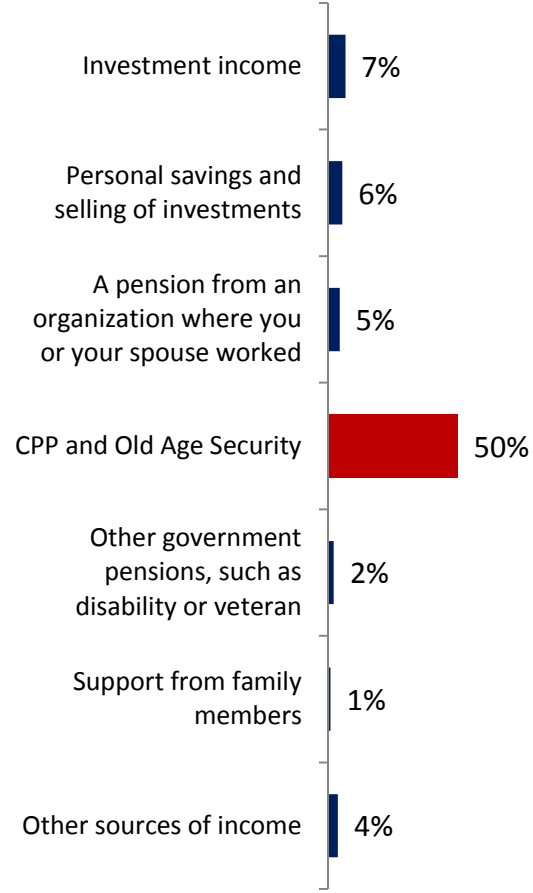
Thinking about the money you have to live on in an average month, from which of the following categories do you receive the most amount of your income?

[asked of all retirees; n=628]

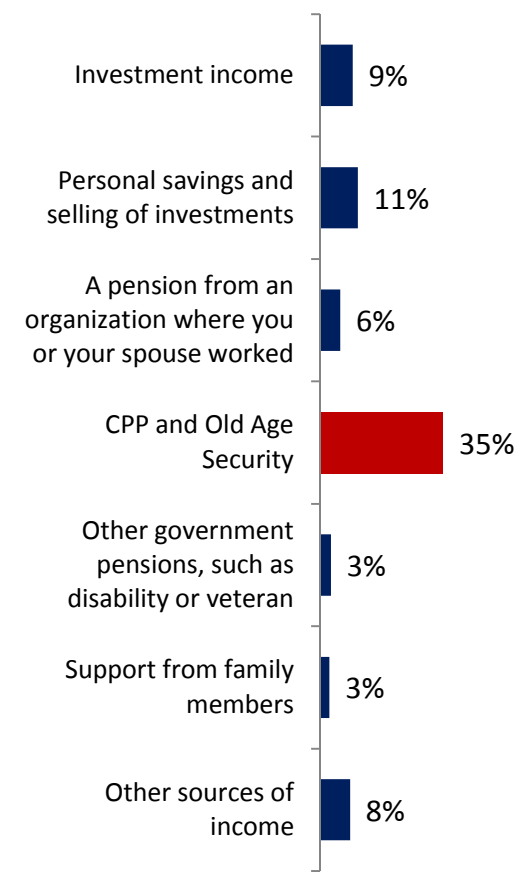
Largest Source



Second Largest Source



Third Largest Source



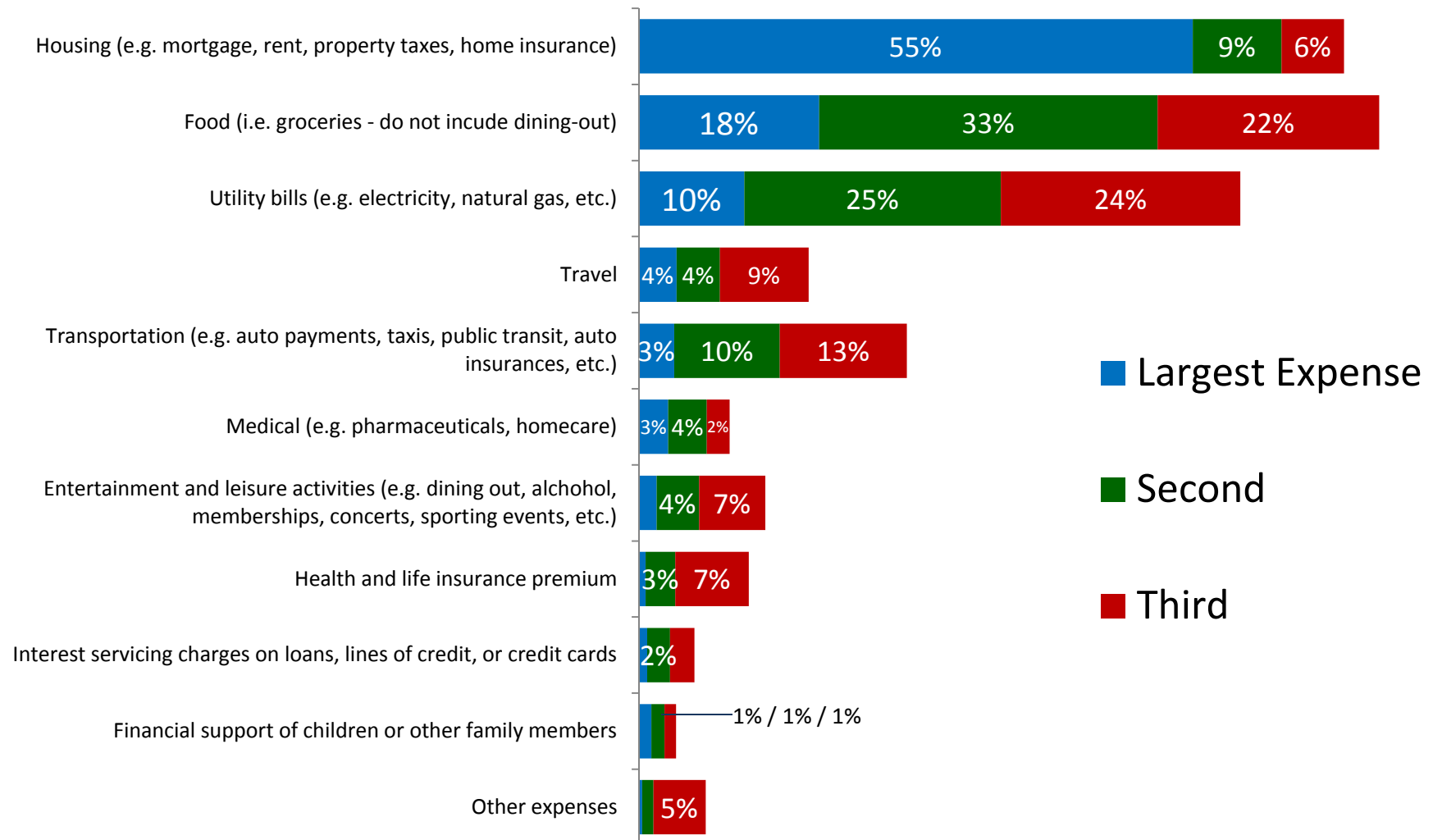
Note: 'Don't know' not shown.

Cost of Living (Retirees): Housing, food and utilities are the largest expenses for retirees 78



Thinking about your **cost of living** for an **average month**, which of the following categories represents your largest monthly expenses?

[asked of all retirees; n=628]



Note: 'Don't know' not shown

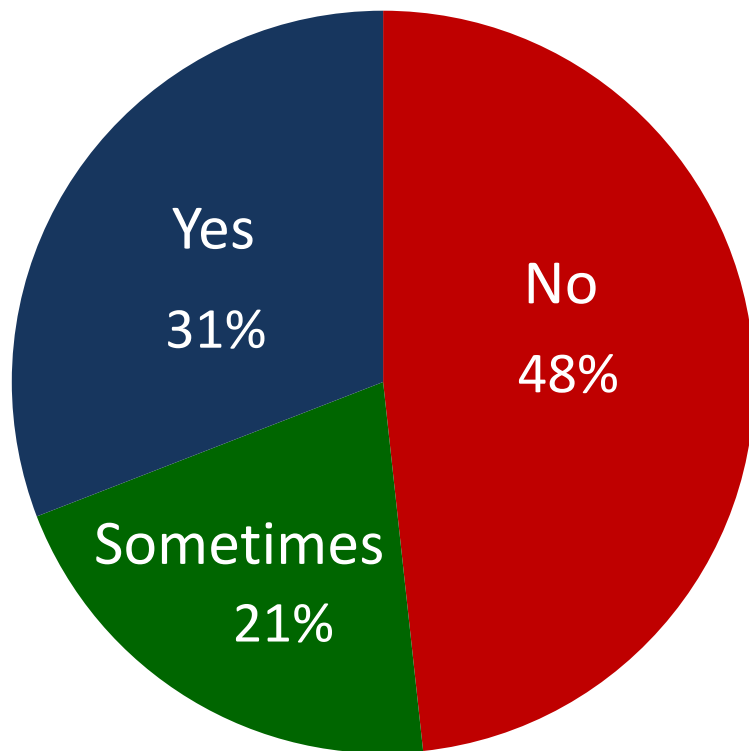


What Defines a “Senior”?

Identifying as a Senior: 48% of respondents do not consider themselves “seniors”; including more than 84% of those <55 ⁸⁰



Do you consider yourself a “senior”?
[asked of all respondents]

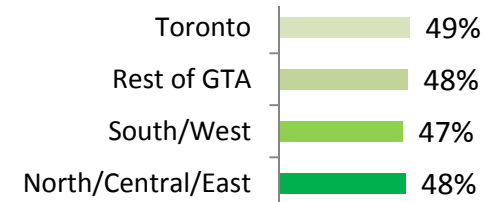


Note: ‘Don’t know’ (1%) not shown.

Segmentation ▶▶

Respondents who say “No”

Region



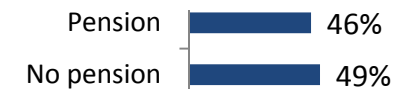
Life Stages



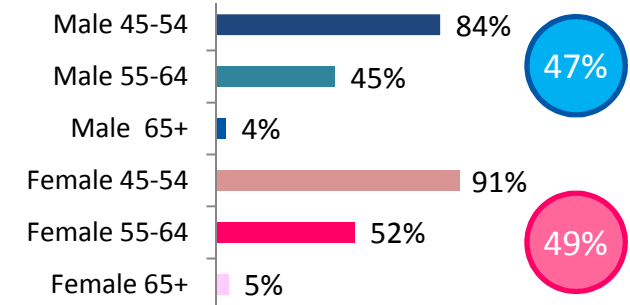
Investor Status



Pension



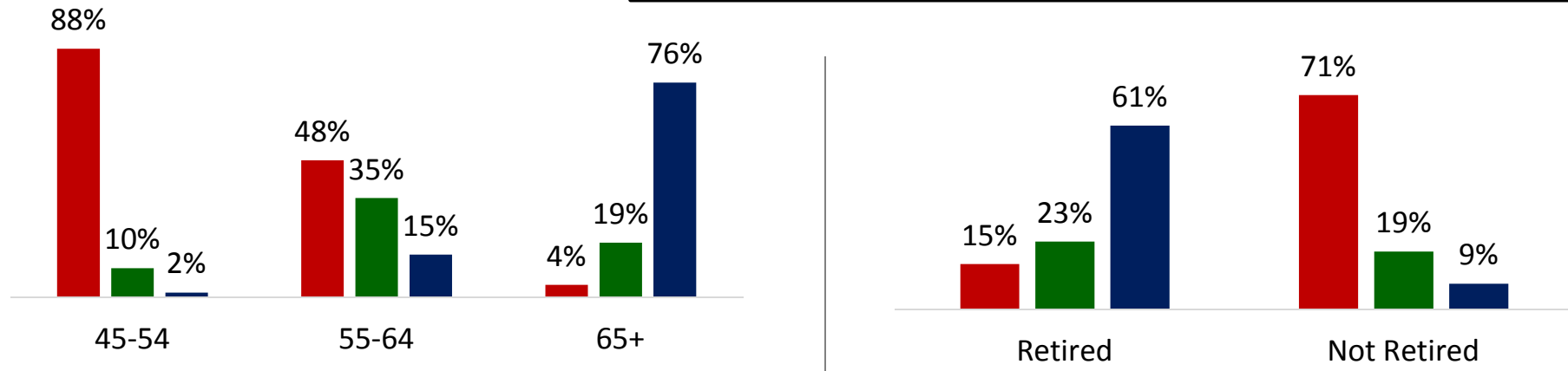
Age-Gender



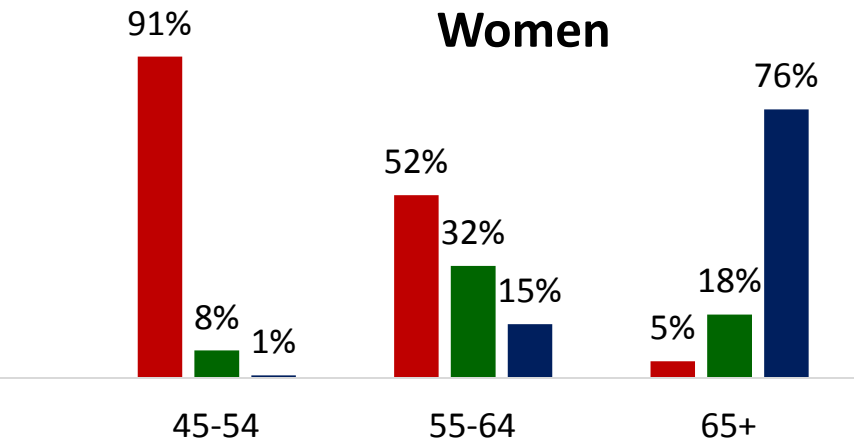
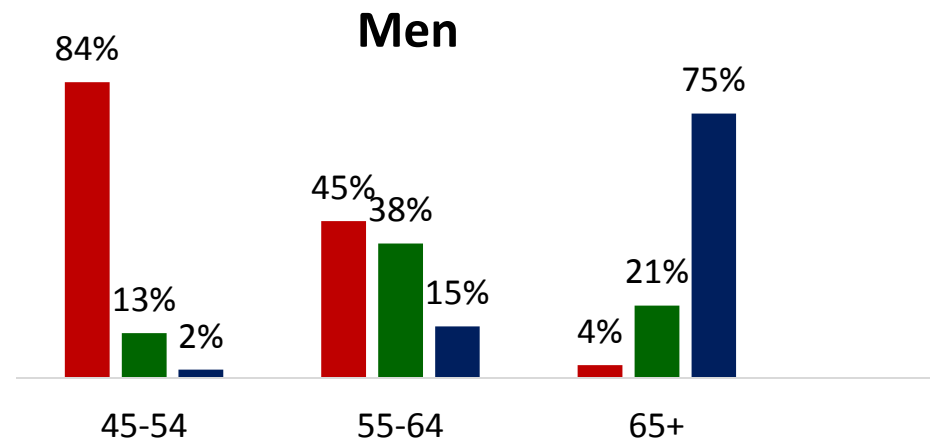
Senior Identity by Age & Gender: 76% of Ontarians 65+ identify as “senior”; far fewer identify as such under 65



Do you consider yourself a “senior”?
[asked of all respondents]



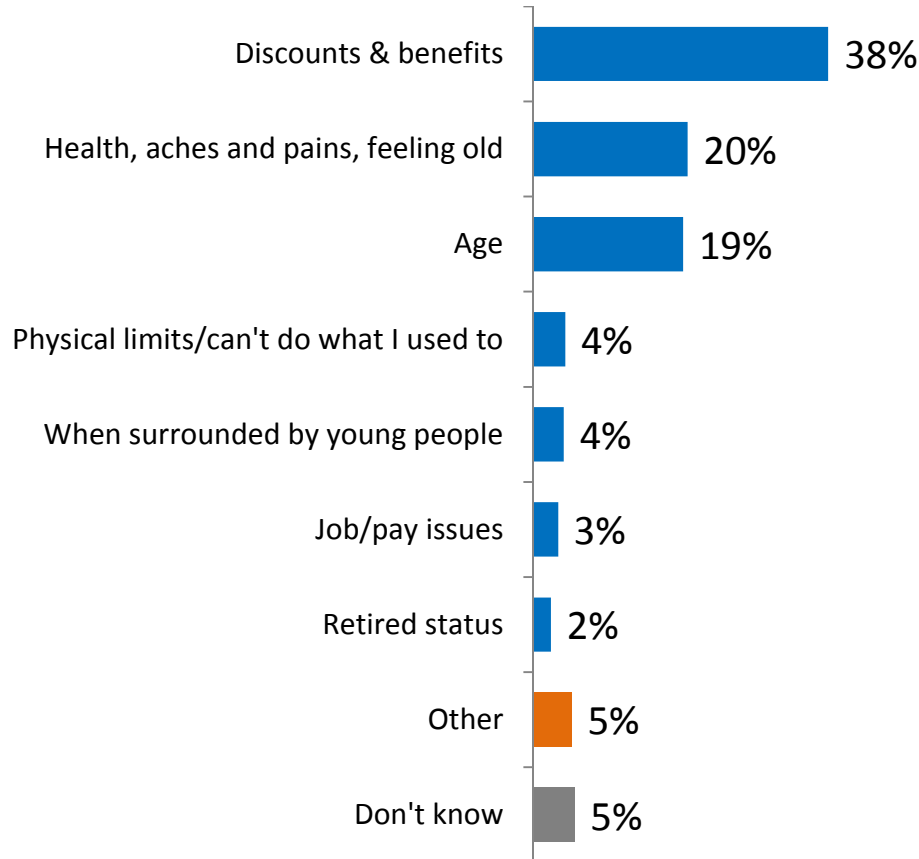
Age appears to play a more dominant role than life stage (i.e. retirement) in defining “senior”



Senior Identity: Why do some Ontarians see themselves as a “senior” regularly or only sometimes?

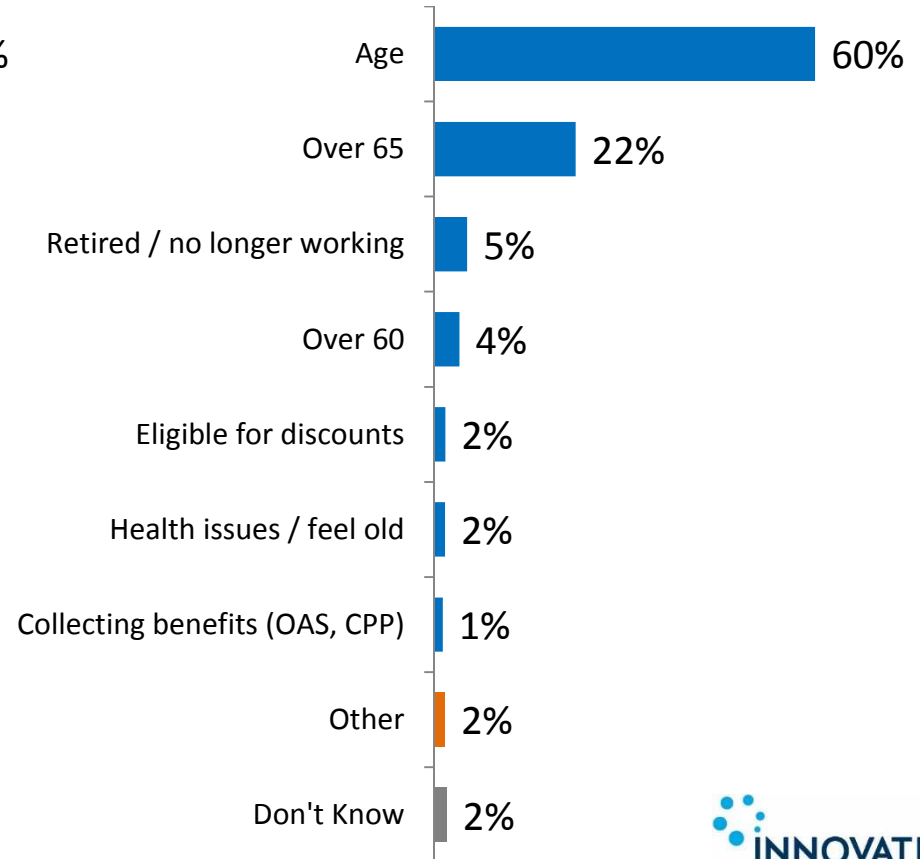
Q In what circumstances do you consider yourself as a “senior”?
 [asked of those who sometimes consider themselves a “senior”; n=310]

Those who identify as a “senior” sometimes do so most commonly to get *discounts and benefits*.



Q Why do you consider yourself to be a “senior”?
 [asked of those who consider themselves a “senior”; n=460]

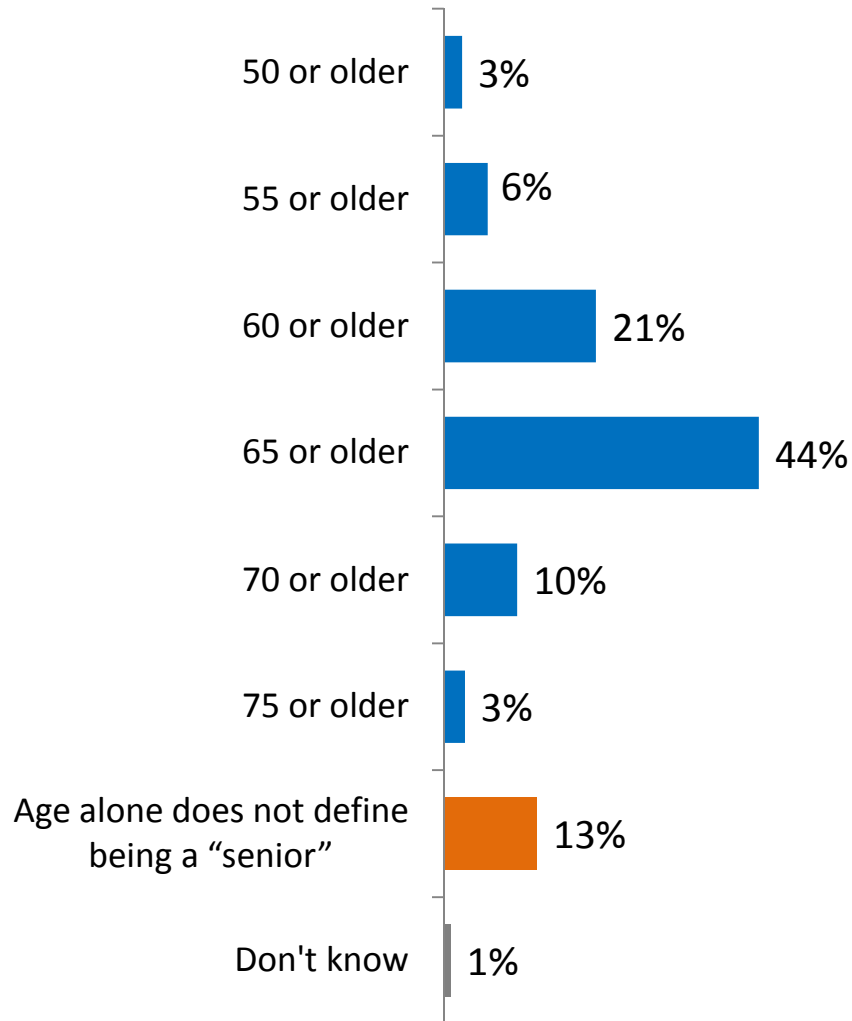
Those who regularly identify as a “senior” do so largely because of their age, as opposed to their work or retirement status.



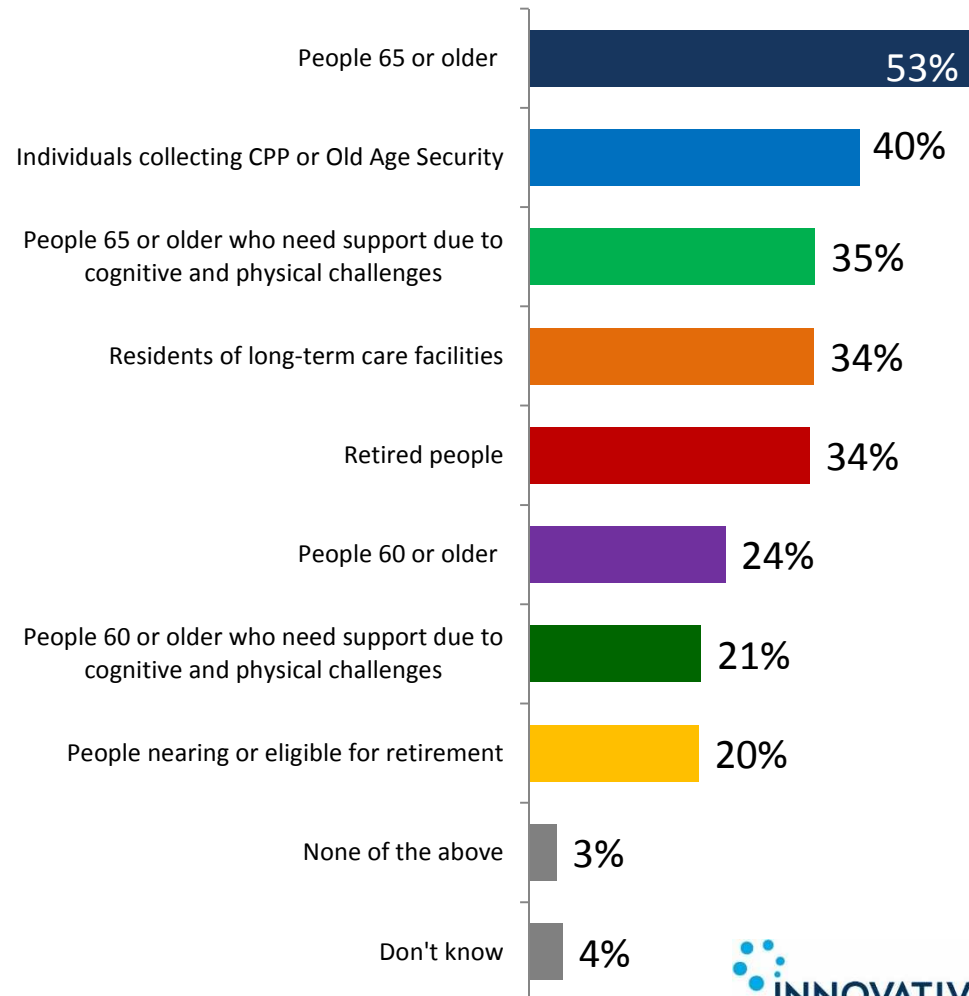
Defining “Seniors”: 65 years old is the predominant definition⁸³ of a senior (53%), less than 9% say it starts at 55 or earlier



At what age do you think someone is a “senior”?
[of all respondents]



Which of the following groups do you feel fit the definition of “senior”?
[select all; asked of all respondents]

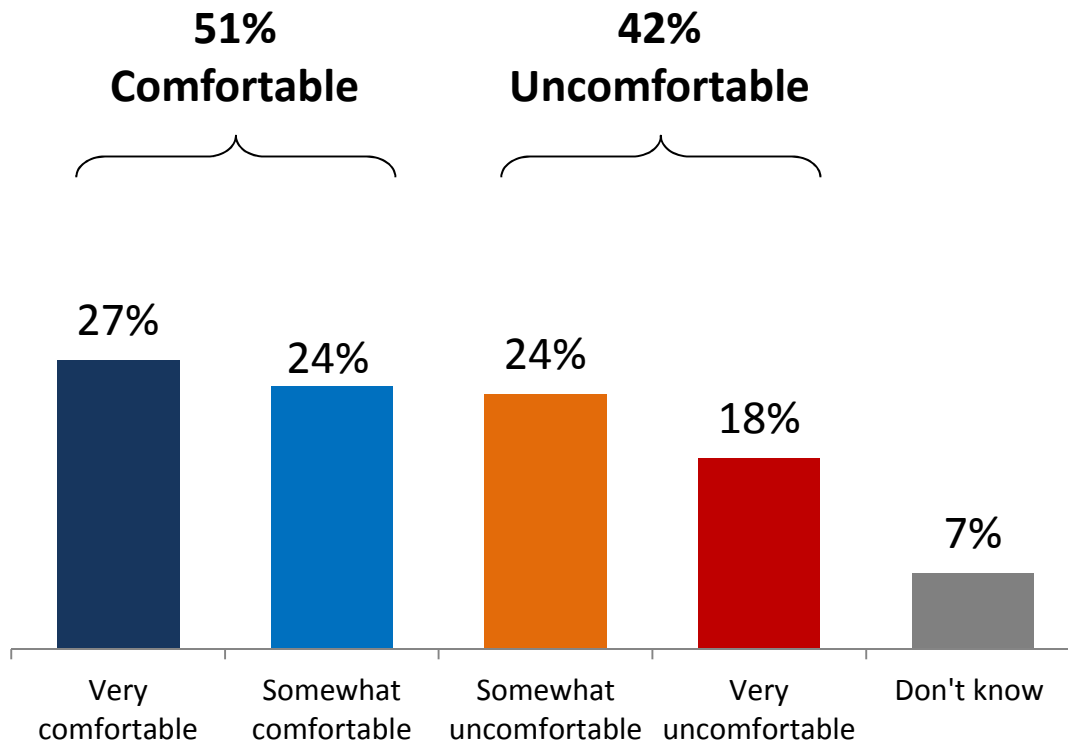


Identifying as a “Senior”: Four-in-ten (42%) are uncomfortable being referred to as a “senior”



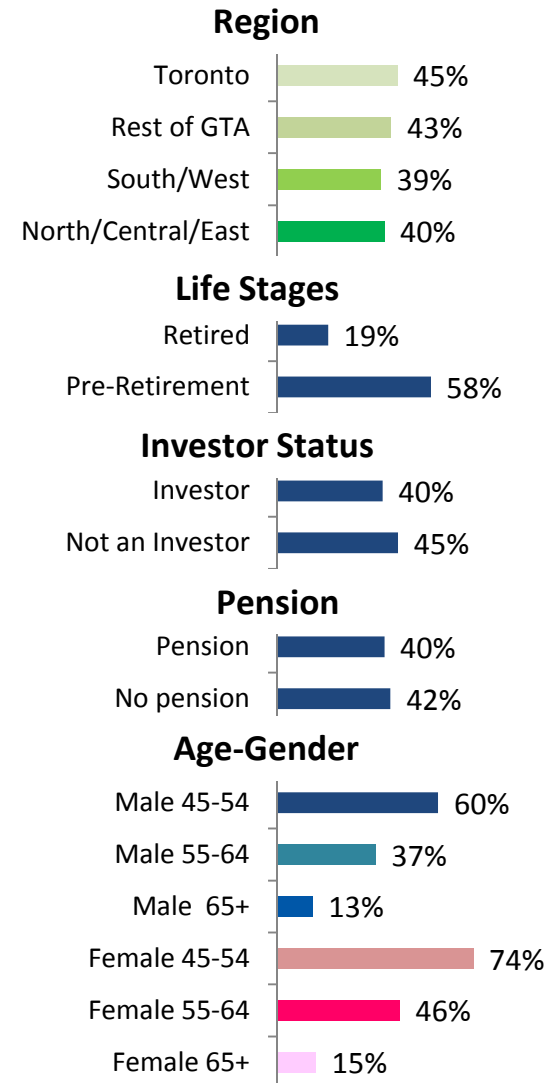
How comfortable or uncomfortable would you feel if someone referred to you as a “senior”?

[asked of all respondents]



Segmentation ▶▶

Respondents who say “Uncomfortable”



Identifying as a “Senior”:

A majority of Ontarians 65+ are very comfortable being referred to as a “senior”



How comfortable or uncomfortable would you feel if someone referred to you as a “senior”?
[asked of all respondents]

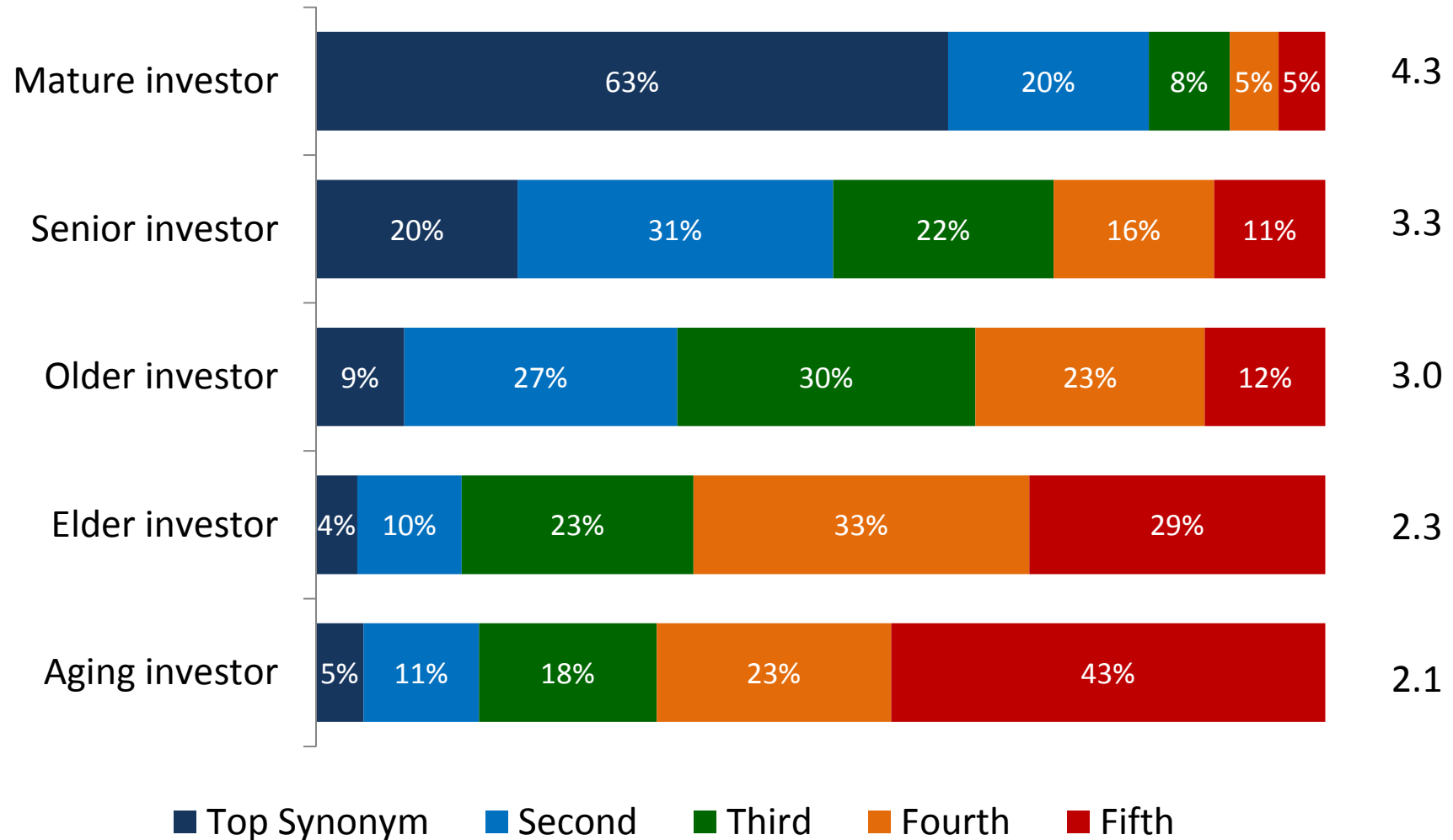
Comfort Level	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+
Very comfortable	27%	48%	12%	10%	22%	57%	6%	15%	53%
Somewhat comfortable	24%	29%	21%	17%	29%	28%	11%	34%	30%
Somewhat uncomfortable	24%	14%	31%	33%	31%	11%	25%	31%	12%
Very uncomfortable	18%	6%	27%	27%	6%	2%	48%	15%	2%
Don't know	7%	4%	10%	12%	12%	1%	9%	5%	3%
TOTAL COMFORTABLE	51%	77%	33%	28%	51%	85%	17%	49%	83%
TOTAL UNCOMFORTABLE	42%	19%	58%	60%	37%	13%	74%	46%	15%

Terminology Preference: “Mature investor” top choice of language for the majority (62%) of respondents



In terms of describing an investor who is retired or nearing retirement, which of the following synonyms do you prefer?
[asked of all respondents]

Weighted Ranking
(bound between 5 and 0)



Terminology Segmentation: Language preferences universal across all sub-groups of Ontarians 45+



In terms of describing an investor who is retired or nearing retirement, which of the following synonyms do you prefer?

[asked of all respondents]

Weighted Rankings – values bound between 5 and 0

A value of “5” would indicate that all respondents (and sub-groups) ranked the respective synonym as their most preferred term, whereas a value of “0” would indicate that all respondents ranked the respective synonym as their least preferred term.

Preferred Terminology	Total	Retired	Pre-retired	M 45-54	M 55-64	M 65+	F 45-54	F 55-64	F 65+	Investor	Non-Investor
Mature investor	4.3	4.3	4.3	4.2	4.3	4.2	4.4	4.3	4.3	4.4	4.2
Senior investor	3.3	3.6	3.2	3.2	3.2	3.7	3.1	3.2	3.7	3.4	3.2
Older investor	3.0	2.9	3.0	2.9	3.0	3.0	2.9	3.1	3.0	3.0	3.0
Elder investor	2.3	2.3	2.3	2.4	2.3	2.2	2.3	2.2	2.2	2.2	2.4
Aging investor	2.1	1.9	2.2	2.4	2.2	1.8	2.3	2.2	1.8	2.0	2.2



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