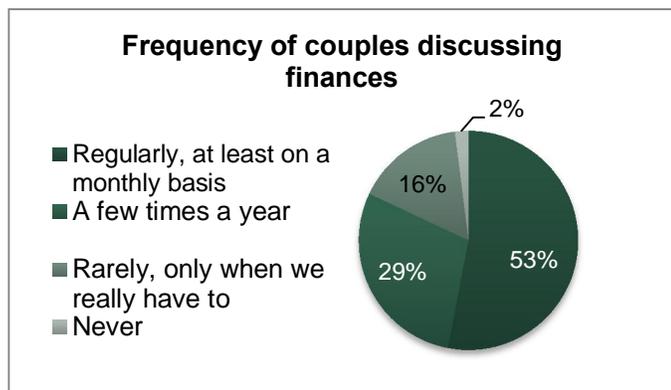


# 2012 TD Women Investor Poll Report

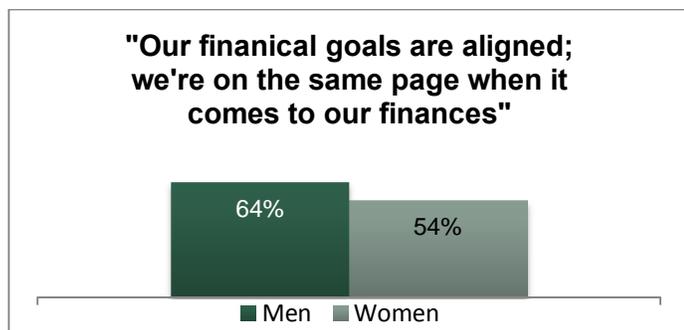
The information below is based on the 12<sup>th</sup> annual TD Women Investor Poll which surveyed Canadian investors to reveal their attitudes and habits about investment topics.

## Managing money in relationships

The majority of Canadian couples **discuss their finances** on at least a monthly basis (53%).



When thinking of their financial future, men are more likely than women to say that their **financial goals are aligned** with their spouses (64% vs. 54% respectively).



### Tips for achieving financial success:

- ✓ Define your goals
- ✓ Create and follow a financial plan
- ✓ Think long-term and plan for retirement

## Who does what?

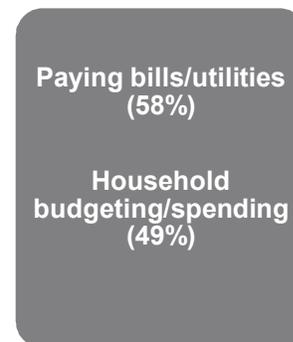
Among Canadian couples where responsibilities are divided, women are more likely to handle **day-to-day financial responsibilities**, while men are more likely to handle **investing and retirement planning**. Fewer women than men said they are responsible for **managing investments** (32% vs. 49% respectively), **dealing with financial professionals** (33% vs. 44% respectively) and **planning for retirement** (30% vs. 38% respectively).

## Who is responsible for household finances?

**Men:**

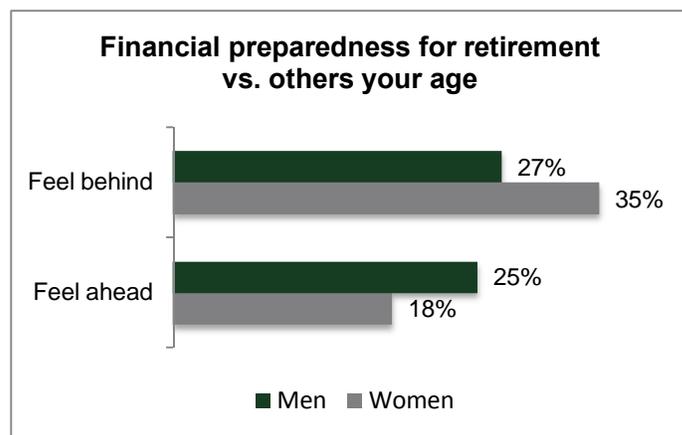


**Women:**



## Focus: Saving for retirement

Both women (80%) and men (74%) define financial success as "having enough money saved to have a comfortable retirement." However, only 27% of women and 34% of men feel "very well prepared."



60% of women **felt financially successful or on track to reach financial success** (vs. 68% of men); less than half (44%) of women **have a financial plan** (vs. 49% of men).

