



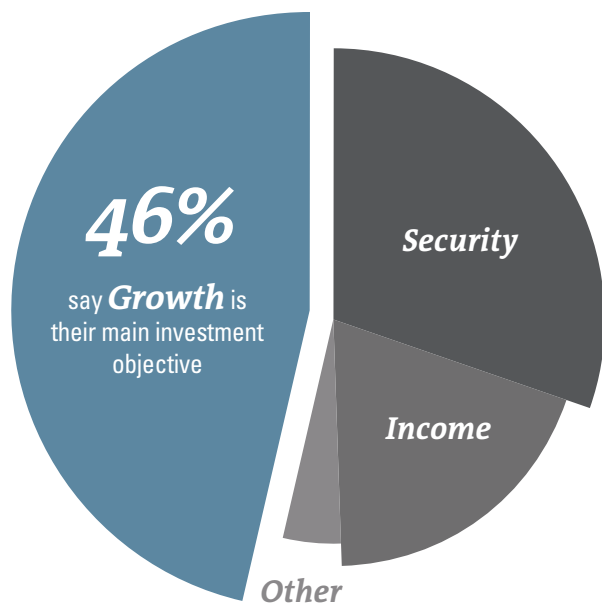
*The Great
Disconnect:
Return Expectations
vs.
Portfolio Realities*

2015 Investor Survey Results



Canadians expect more than their portfolios can deliver

Canadians say they're investing for growth...



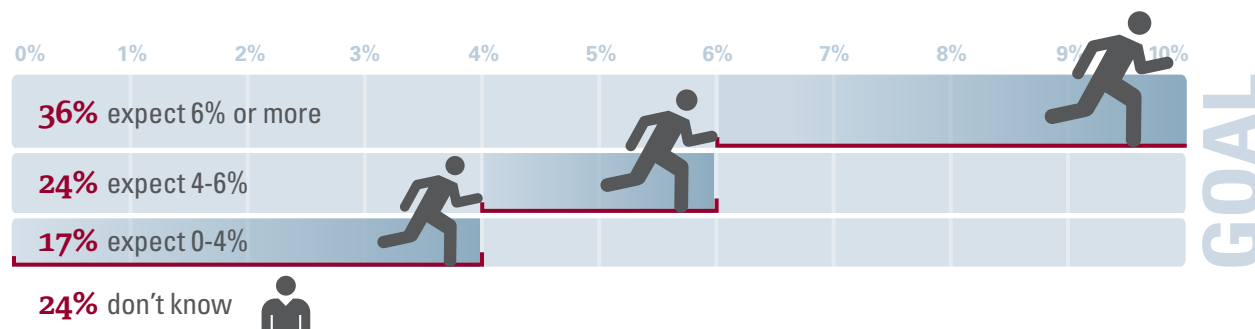
...but many are invested in low-interest solutions



More than **4** out of **10**

42% of Canadian investors are primarily investing in GICs, savings accounts and other guaranteed investments

What annual returns do investors expect?



The disconnect...



40% of those choosing low-yielding, guaranteed investments estimate they need annual returns of **4% or more** to meet investment goals

Canadians investing conservatively because they are fearful and unaware

Afraid to take that first step



of investors who aren't considering higher-return investments are *afraid* of losing their original investment

Staying close to home



of those primarily investing in stocks in the future, over two thirds (**69%**) plan to invest in Canadian stocks

Not aware of investment options



27% of investors aged 25-34 years are *unaware* of investment solutions that offer the potential for higher returns

However...not all Canadian investors think the same

Women are more conservative



52% vs. **32%**

Invest in GICs, savings accounts and other guaranteed investments



65% vs. **47%**

Say recent market volatility will make them take a more conservative approach



35% vs. **52%**

Are planning to invest primarily in stocks

Provincial preferences

