

Make better investment choices by understanding and reducing bias

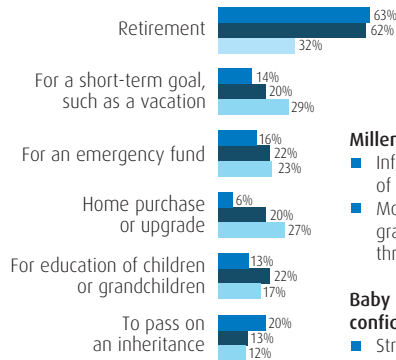
Investors are often subject to behavioural biases that can lead to flawed decisions and choices. Being aware of these biases – and understanding how they arise from your background and life experiences – can help you make better investing decisions and achieve your financial goals.

BOOMERS

GEN-XERS

MILLENNIALS

What goal is each generation investing for?



Millennials ruled by caution

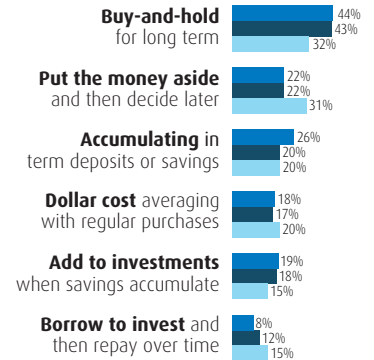
- Influenced by Financial Crisis of 2007-2008
- More in common with grandparents, who lived through Great Depression

Baby Boomers are more confident in their investments

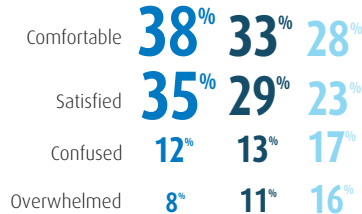
- Strong average returns have helped Boomers prepare for retirement



Buy-and-hold isn't for everyone Millennials skew to short-term timeframes & goals



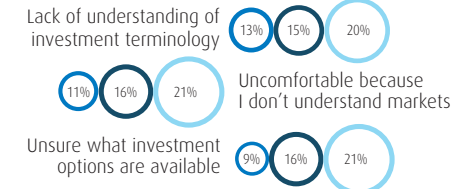
What are each generation's feelings about investing?



† Respondents in the survey may have selected more than one response, and so the percentages do not total 100%.

“Overall the majority of Canadians surveyed had positive feelings about their investing experiences.”
All generations can benefit from greater financial knowledge and a personalized wealth plan. Talking to a financial professional can help.

Need for greater financial literacy



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