

2012 International TD Women Investor Poll

The information below is based on the first-ever 2012 International TD Women Investor Poll, for which TD Waterhouse (Canada), and TD Ameritrade (U.S.) and TD Direct Investing (U.K.) teamed up to survey women investors in Canada, the U.S., and U.K., to reveal their thoughts and attitudes about investment topics.

SELF-DIRECTED INVESTING

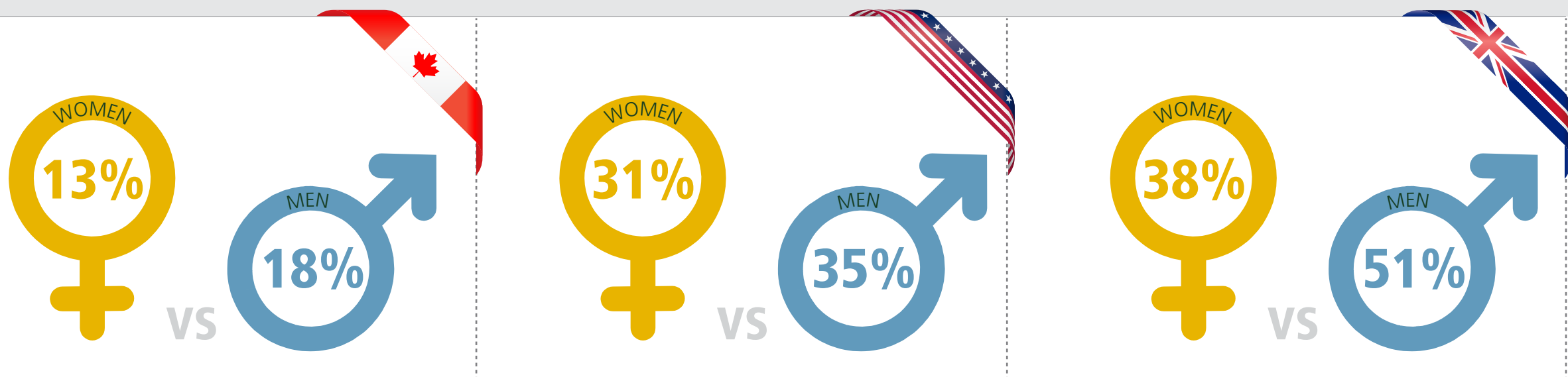
Performance success vs. stock market over the past two years

The majority of women self-directed investors say they're very or somewhat successful in relation to the stock market over the past two years.



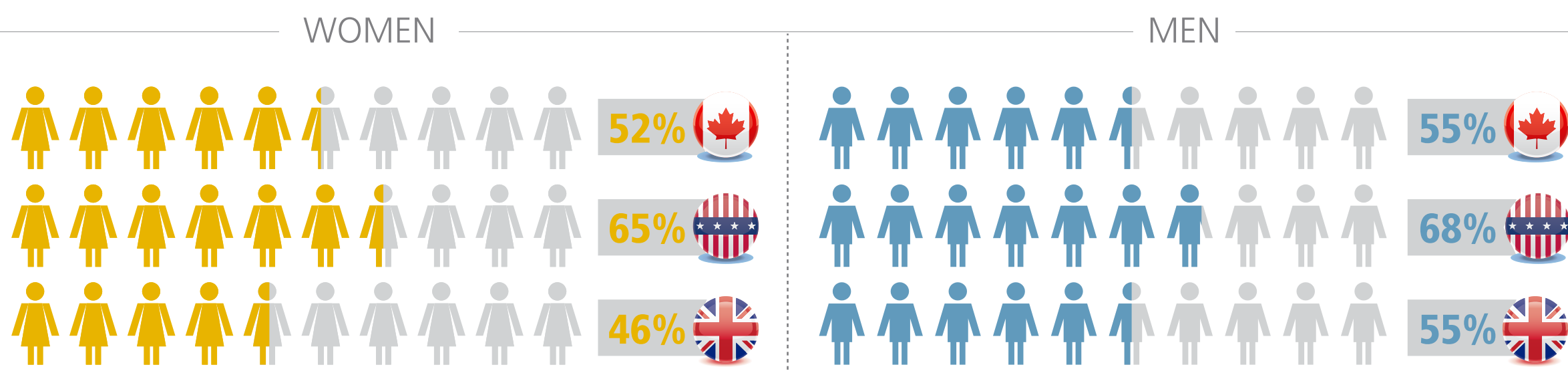
Investors who buy/sell through self-directed account

More than twice as many women in the U.S. and U.K. manage their investments online compared with their Canadian counterparts.



Managing investments online for 6+ years

More women self-directed investors in the U.S. have been managing their investments online for six years or more, compared to their Canadian and U.K. counterparts.



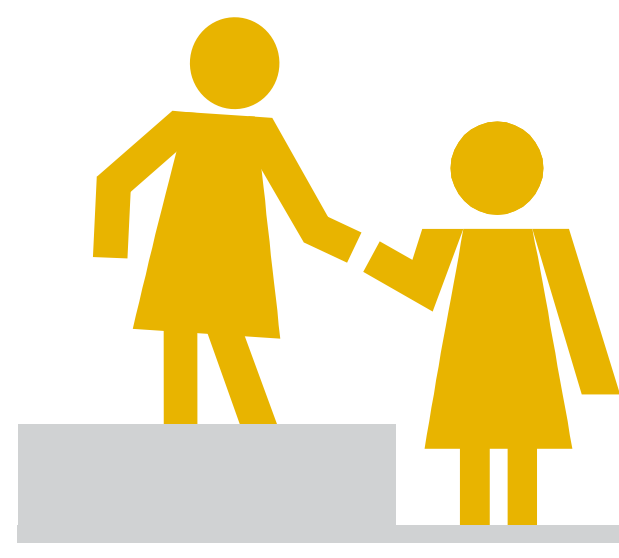
Top advice

The most important advice women self-directed investors would give to others who are thinking of becoming self-directed investors.



TIP 1: Do your research - understand the economy and markets

TIP 2: Start small and work your way up once you are comfortable



TIP 3: Don't be afraid to ask for help, you don't have to do it alone

State of mind as a self-directed investor

FINDING:

Majority of women self-directed investors in all three countries say they are **quite confident** or **level-headed** about managing their portfolio

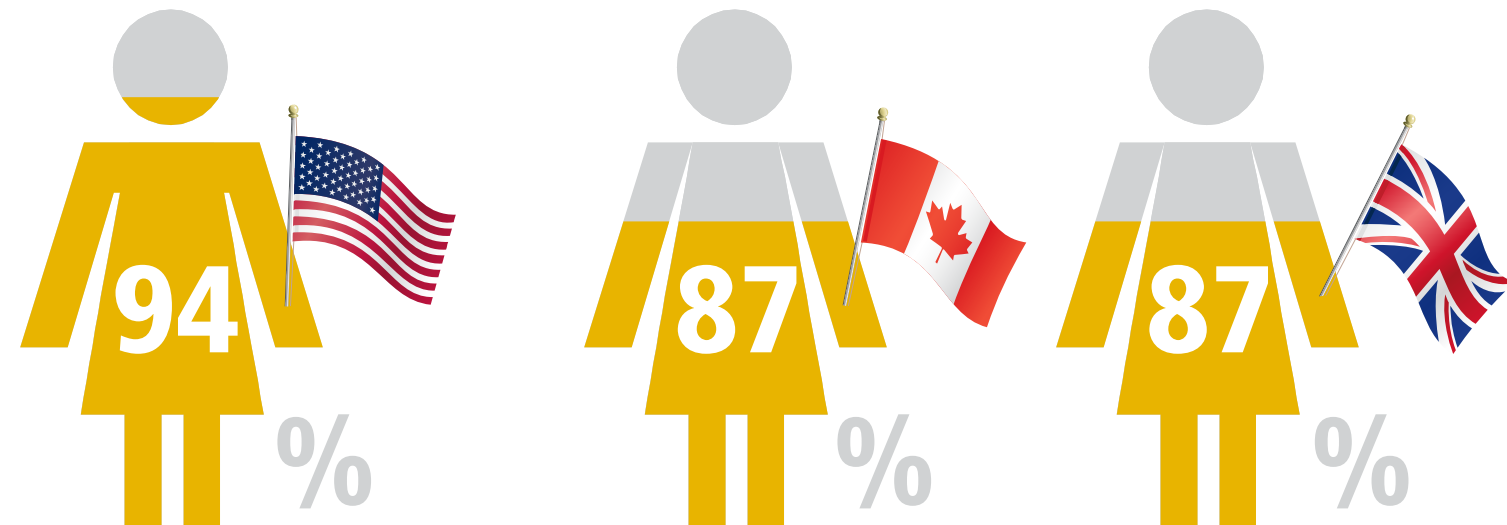
QUITE CONFIDENT

I do my research and I always feel confident in my decisions.

OR

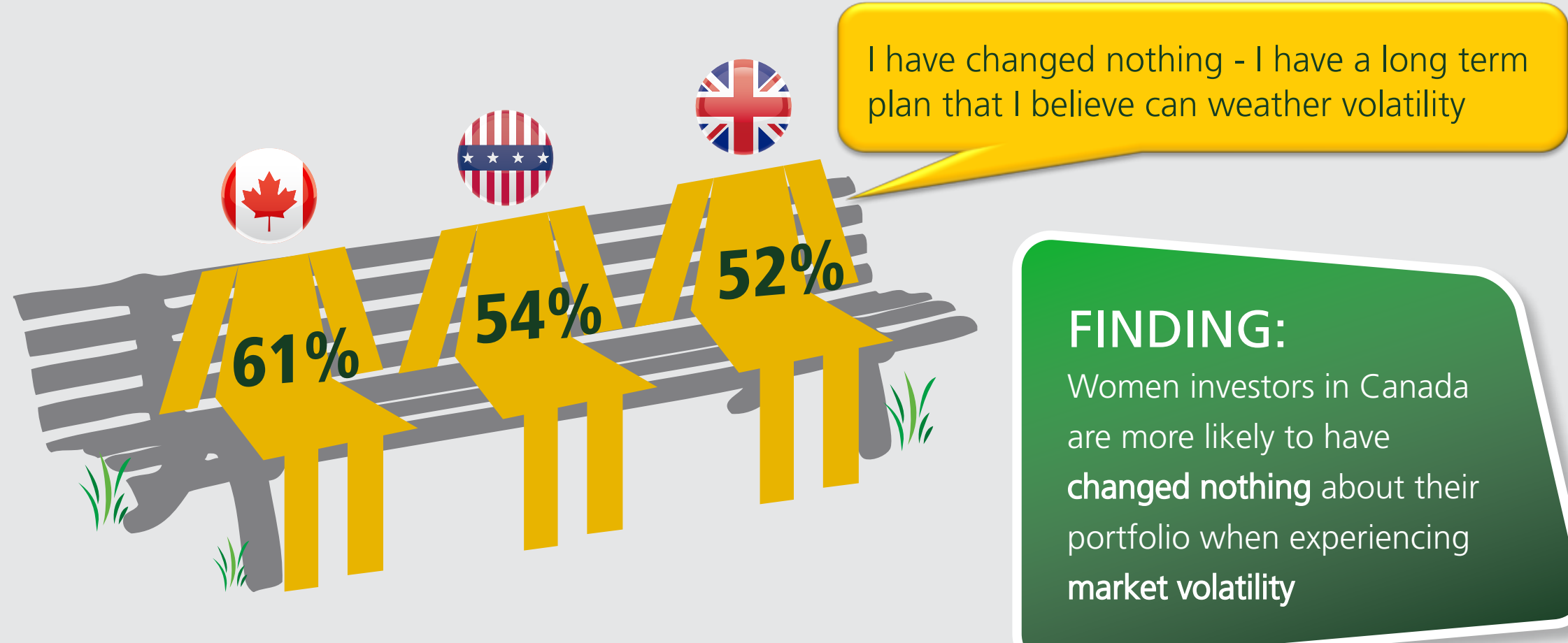
LEVEL-HEADED

I understand that having second thoughts is common, but overall I don't let my nerves get the better of me.



RISK & MARKET VOLATILITY

When experiencing market volatility



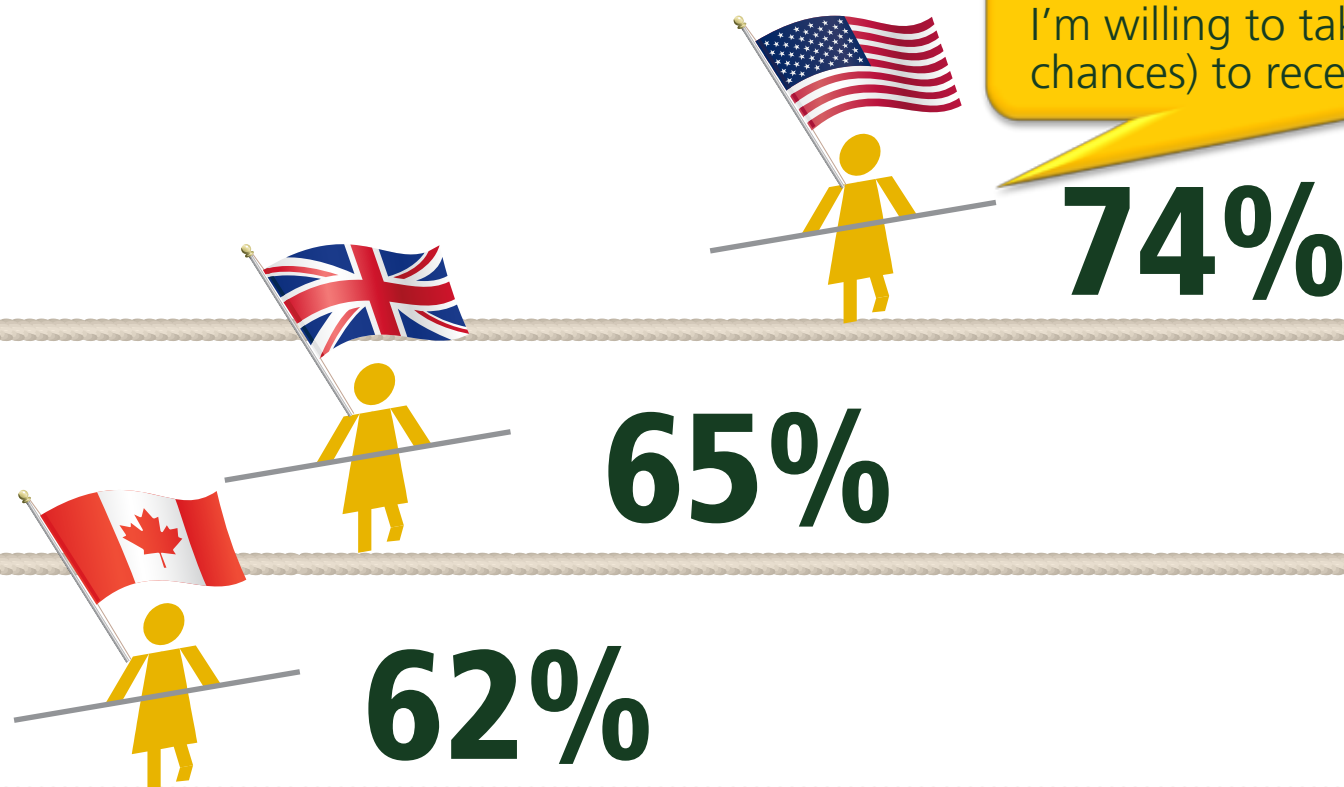
FINDING:

Women investors in Canada are more likely to have **changed nothing** about their portfolio when experiencing market volatility

Personal risk tolerance as an investor

Medium/High Risk Tolerance

I'm willing to take chances (or small chances) to receive a better return



About the 2012 International TD Women Investor Poll Report

TD Bank Group commissioned Environics Research Group to conduct an online custom survey of 2,014 men and women in Canada, 1,003 in the U.S. and 1,006 in the United Kingdom. All respondents have investable assets and sole or shared responsibility of the household financial planning or investment decisions. Responses were collected between August 24 and August 30, 2012.

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