

A Behavioural Perspective on Risk

Key findings from TD Wealth
Behavioural Finance Industry Report 2021

- 1 Having a goal-based financial plan with a professional advisor may help mitigate risky decisions during market downturns

Less than half of affluent CDNs had a goal-based plan. However, those with a plan were...

2.0x

more likely to stick with their plan during a market crisis if that plan is made with a financial advisor¹

- 2 Higher self-assessed investment knowledge and experience may signal an inclination for higher volatility portfolios

Those who claimed to be knowledgeable & confident investors were...

3.5x

more likely to prefer a volatile portfolio²

- 3 Career choice may impact riskier portfolio selection and influence impressions of retirement readiness

Those who had a volatile income or worked in a volatile industry were...

2.5x

more likely to select a volatile portfolio³

4.0x

less likely to say they were very satisfied with their readiness for retirement³

¹vs those who did not have a plan created by a professional advisor
²vs those who did not have high self-assessed investment knowledge
³vs those who did not have a volatile income

Visit the [Behavioural Finance](#) website to read the full report



TD Wealth

Ready to help you
move forward

