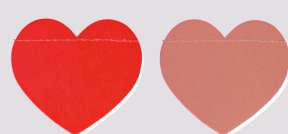


Love and Money

Is it easier to find true love or achieve financial success?

New survey by TD explores North Americans' financial behaviours.

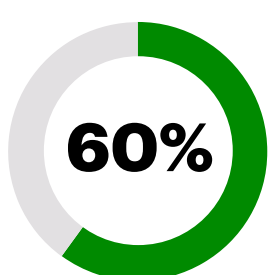


1 in 2 Canadians surveyed say it's easier to find true love than financial success.

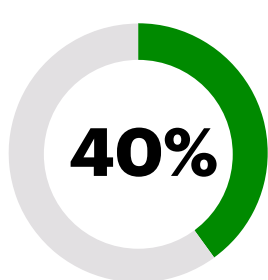
2 in 5 Canadians believe they have found their soulmate.



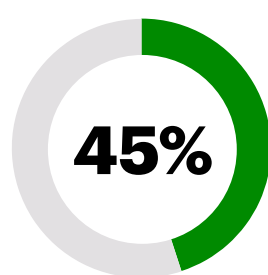
The impact of COVID-19 on financial health



60% of Canadian couples surveyed report having trouble meeting their financial goals during the pandemic.



40% of Canadian millennials surveyed say they are delaying buying a home during the pandemic. More than any other age group.

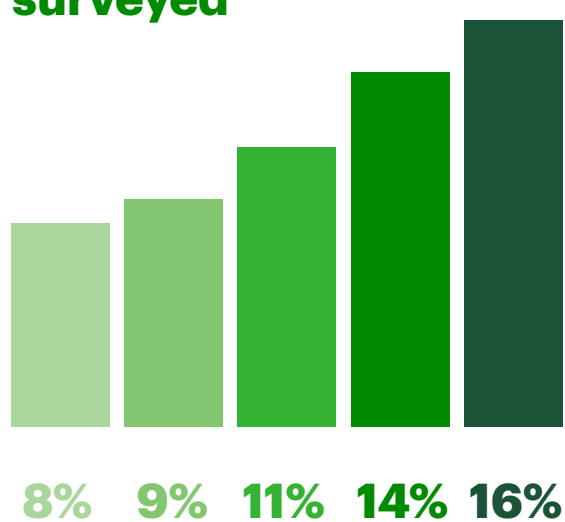


45% of Canadian couples surveyed say it has been easy to talk about money during the pandemic.

Financial fears

The TD Love and Money survey reveals that the greatest financial concern amongst Canadians surveyed is not being able to retire.

Biggest financial fear among Canadians surveyed



- 'not being able to provide for our family'
- 'loss of employment'
- 'not being able to pay off debt'
- 'not being able to afford my current lifestyle'
- 'not being able to retire'



Tying the knot: Insights from both sides of the border

53% of Millennial respondents in Canada think it's okay to take financial risks when planning a wedding

versus **63%** in the U.S.

49% of married Canadian respondents spent less than \$5,000 on their wedding and 31% spent between \$5,000 and \$15,000

versus **49%** and **21%** respectively in the U.S.

46% of Canadian respondents say the couple should pay for all wedding expenses

versus **35%** in the U.S.

14% of married and engaged Canadian respondents did not buy an engagement ring nor see it as necessary

versus **11%** in the U.S.

TD is helping many Canadians with their finances during these uncertain times through personalized financial advice and everyday banking capabilities via online tools.

Visit [TD Ready Advice](#) for financial information, articles and tips.

