



Placements 

# **Les nouvelles réalités de la retraite - et comment elles vous affectent**

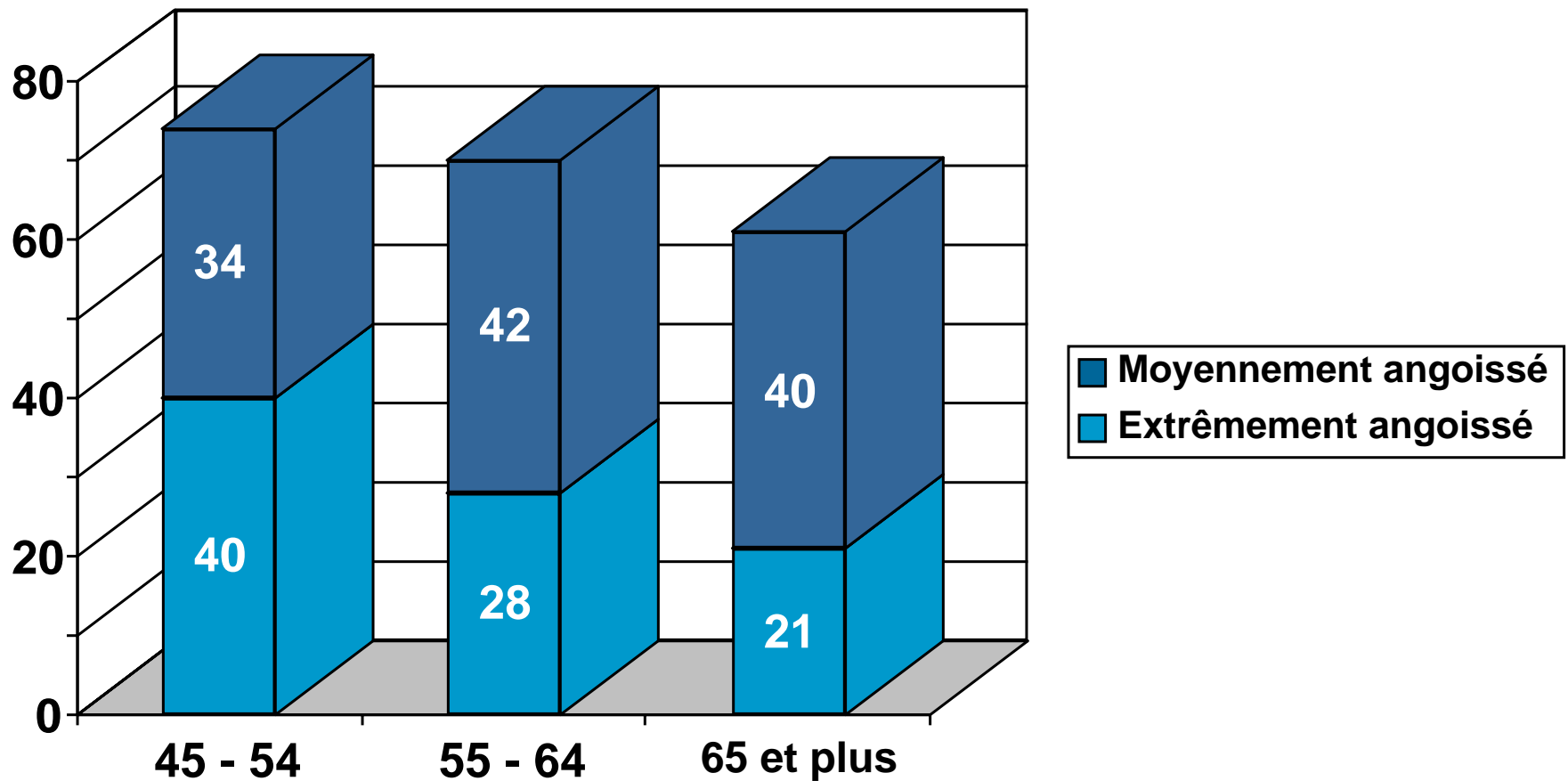
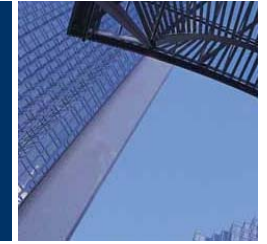
Nous redéfinirons la « retraite »



- Ça sera : **DISPARAÎTRE**
  - un processus et NON PAS un événement
  - une expédition et NON PAS une destination



# Anxiété élevée



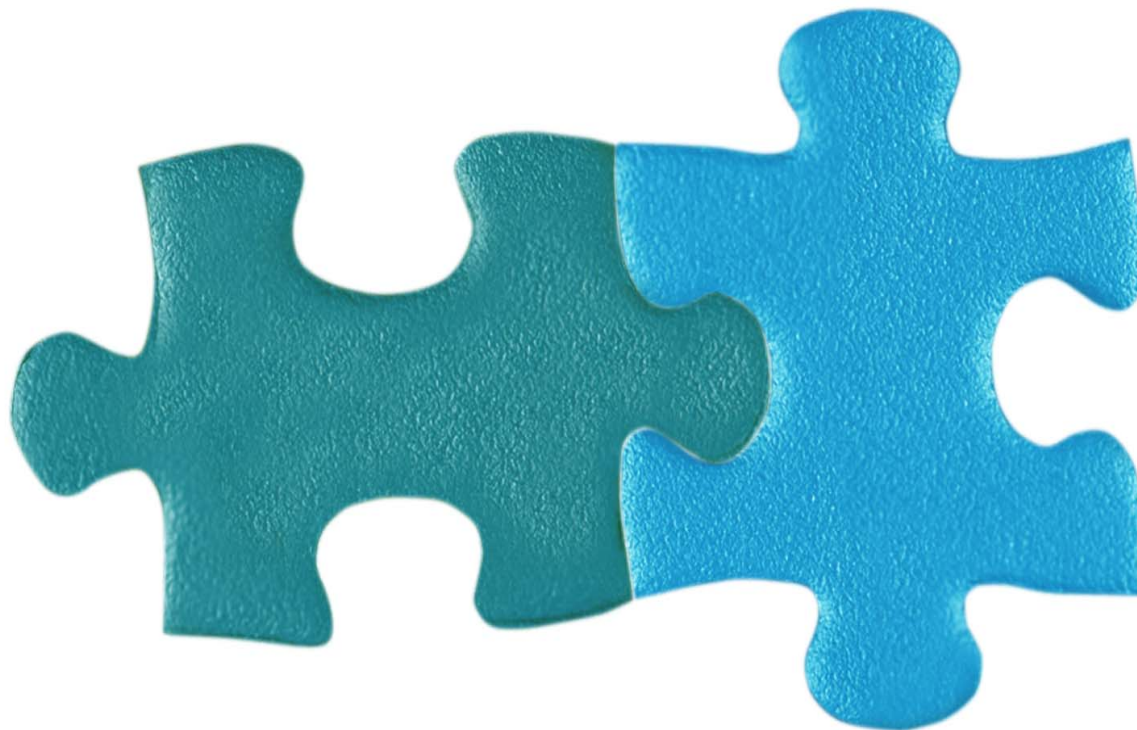
Source: Kshirsagar, Alok. *Capturing the Retirement Opportunity*. January 27, 2006. McKinsey & Company.

# Repenser la planification de la retraite



**Calcul  
de la retraite<sup>1</sup>**

**Étude sociales  
de la retraite**



Source: <sup>1</sup> Adapted from: Milevsky, Moshe Arye. *Calculus of retirement income financial models for pension annuities and life insurance*. Cambridge: Cambridge UP, 2006. Print.



## Calcul de la retraite



- Risque lié à la longévité
- Risque lié à l'inflation
- Risque lié marché

# Risque lié à la longévité



La probabilité qu'un Canadien moyen de 65 ans vivra jusqu'à...

Âge	Hommes	Femmes	Joint
70	89,13%	93,94%	99,34%
75	73,99%	84,90%	96,07%
80	54,76%	71,42%	87,07%
85	33,44%	52,61%	68,46%
90	15,14%	30,60%	41,11%
95	4,34%	12,03%	15,85%

# Comment vivre plus longtemps



**Les deux sexes**



**Parents de 75 ans et  
+ Actifs mentalement**

**Hommes**



**Mariés**

**Femmes**



**Célibataires  
ou divorcées**

# Risque lié à la longévité



## Les individus vieillissent



## La population vieillit



## La famille vieillit

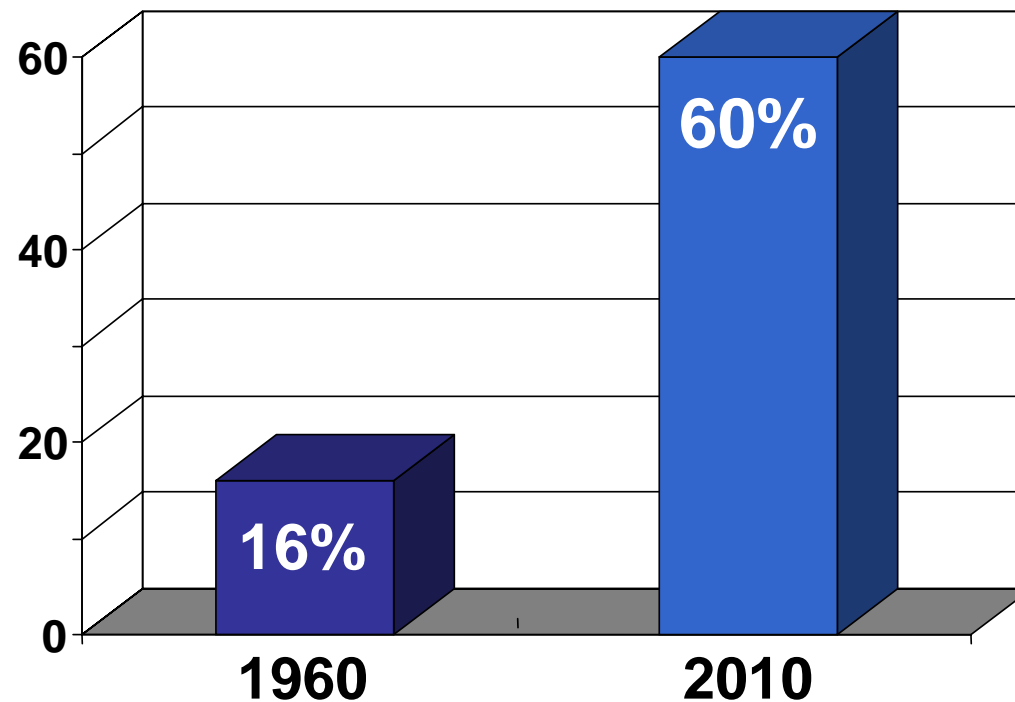




# L'enfant de cinquante ans



## L'impact de la longévité sur la structure familiale – Âgé de 50 ans avec un parent vivant



Source: The Certified General Accountants Association of Canada.

*Growing Up: The Social and Economic Implications of an Aging Population*. Part 3, Pg. 44, Rep. Jan. 2005.

Web. <[http://www.cga-canada.org/en-ca/ResearchAndAdvocacy/AreasofInterest/AgingPopulation/Pages/ca\\_aging\\_report.aspx](http://www.cga-canada.org/en-ca/ResearchAndAdvocacy/AreasofInterest/AgingPopulation/Pages/ca_aging_report.aspx)>.

# La famille vieillit



## La génération sandwich



**Nid vide : Beaucoup  
de revenu disponible**



**Génération sandwich:  
\$ pour les parents & pour les  
enfants**

## La famille vieillit



**La plupart des individus d'âge moyen ont plus de parents qu'ils n'ont d'enfants.**



# Risque lié à l'inflation



**Inflation : Que pouvez-vous vraiment acheter avec 1 000 \$?**

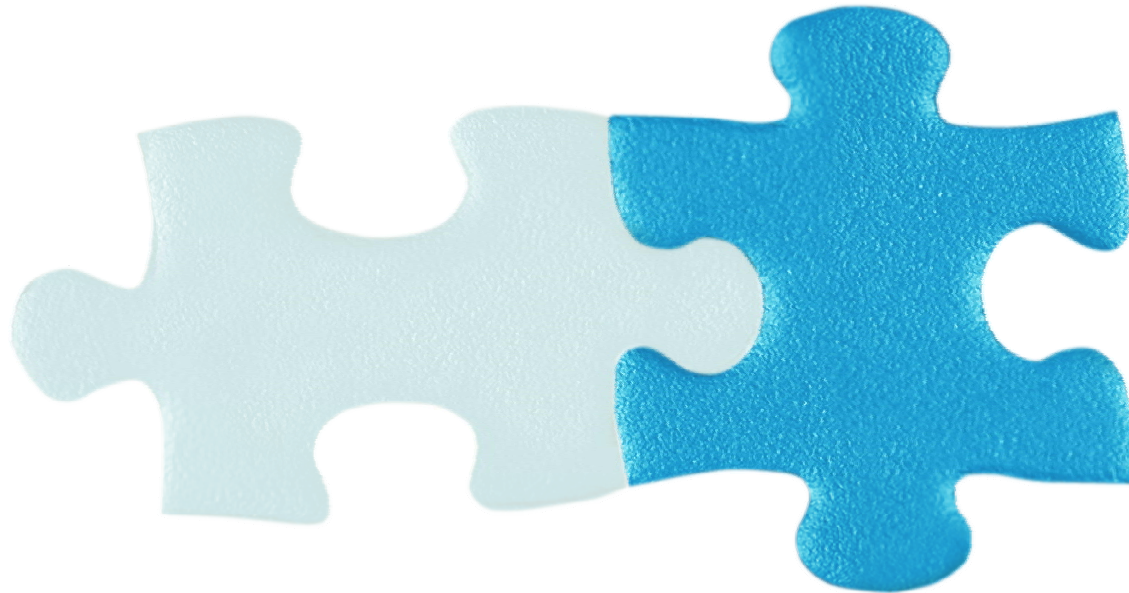
Year #	0%	1%	2%	4%
1	\$1,000	\$990	\$980	\$962
5	\$1,000	\$952	\$906	\$822
10	\$1,000	\$905	\$820	\$676
15	\$1,000	\$861	\$743	\$555
20	\$1,000	\$820	\$673	\$456
25	\$1,000	\$780	\$610	\$375
30	\$1,000	\$742	\$552	\$308
35	\$1,000	\$706	\$500	\$253

# Repenser la planification de la retraite



Calcul  
de la retraite

Étude sociales  
de la retraite





## Étude sociales de la retraite



- Les Canadiens et la retraite
- Qui sommes-nous - les boomers?
- Une solution

# Marché canadien de la retraite



- D'ici 2014, les Canadiens de 55 ans et plus contrôleront près de 72 % des actifs à investir<sup>1</sup>

# Placements des marchés larges et à mauvais rendement



- D'importants actifs sont détenus dans des placements qui ne sont pas avantageux sur le plan fiscal, tels que :
  - 647 milliards de dollars en dépôts quasi-espèces auprès des banques à charte<sup>1</sup>
  - 71,2 milliards de dollars en fonds communs à revenu fixe<sup>2</sup>
  - 12,1 milliards de dollars en OEC (obligations d'épargne du Canada)<sup>3</sup>





# Marché canadien de la retraite



- D'ici 2014, les Canadiens de 55 ans et plus contrôleront près de 72 % des actifs à investir<sup>1</sup>
- 51% des retraités canadiens disent qu'ils n'ont aucune idée quant à ce qu'ils veulent pour leur retraite<sup>2</sup>

Source: 1 Investor Economics Household Balance Sheet, 2003 and 2005 edition.

<sup>2</sup> *Common vision lacking among retired couples: survey.* Transcontinental Media Inc., 2010.

Web. <<http://www.investmentexecutive.com/client/en/News/DetailNews.asp?id=52213&idsection=3&cat=3>>.

# Marché canadien de la retraite



## L'augmentation de la prise de conscience des dangers de la retraite soulève d'importantes questions (% de consentement)

**Je me demande s'il existe des produits qui pourraient m'aider à protéger/gérer les pertes**

76%

**Je dois repenser le niveau de dynamisme et de prudence de mon portefeuille**

66%

**Je me demande si j'ai assez épargné et si je suis prêt pour la retraite**

62%

**Je me demande si je reçois les meilleurs conseils**

54%

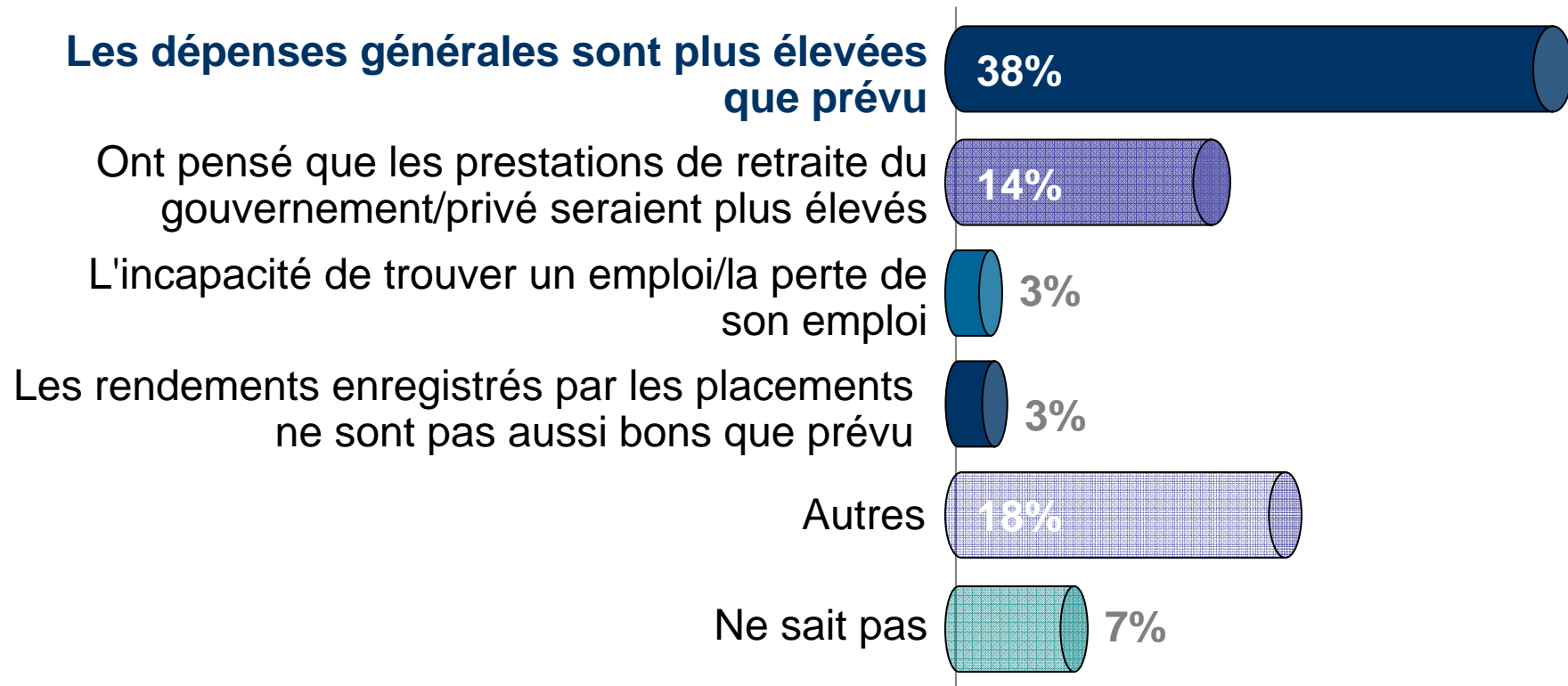
# Marché canadien de la retraite



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- 51% des retraités canadiens disent qu'ils n'ont aucune idée quant à ce qu'ils veulent pour leur retraite<sup>2</sup>
- Parmi les Canadiens âgés entre 35 et 55 ans qui ne sont pas à la retraite, 52 % ne croient pas que leur situation financière durant la retraite sera suffisante<sup>3</sup>



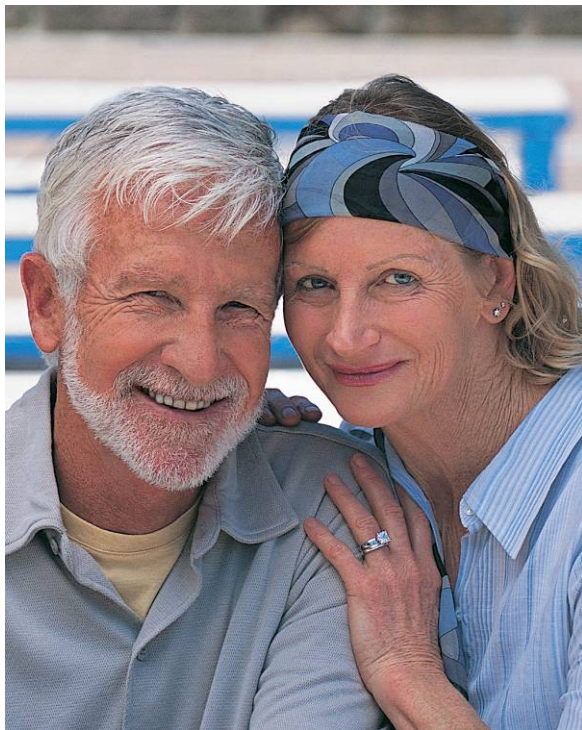
## Les raisons habituelles qui font que la vie soit pire que prévue à la retraite



# Quand faut-il « y » penser?



# À quel âge est-on vieux?

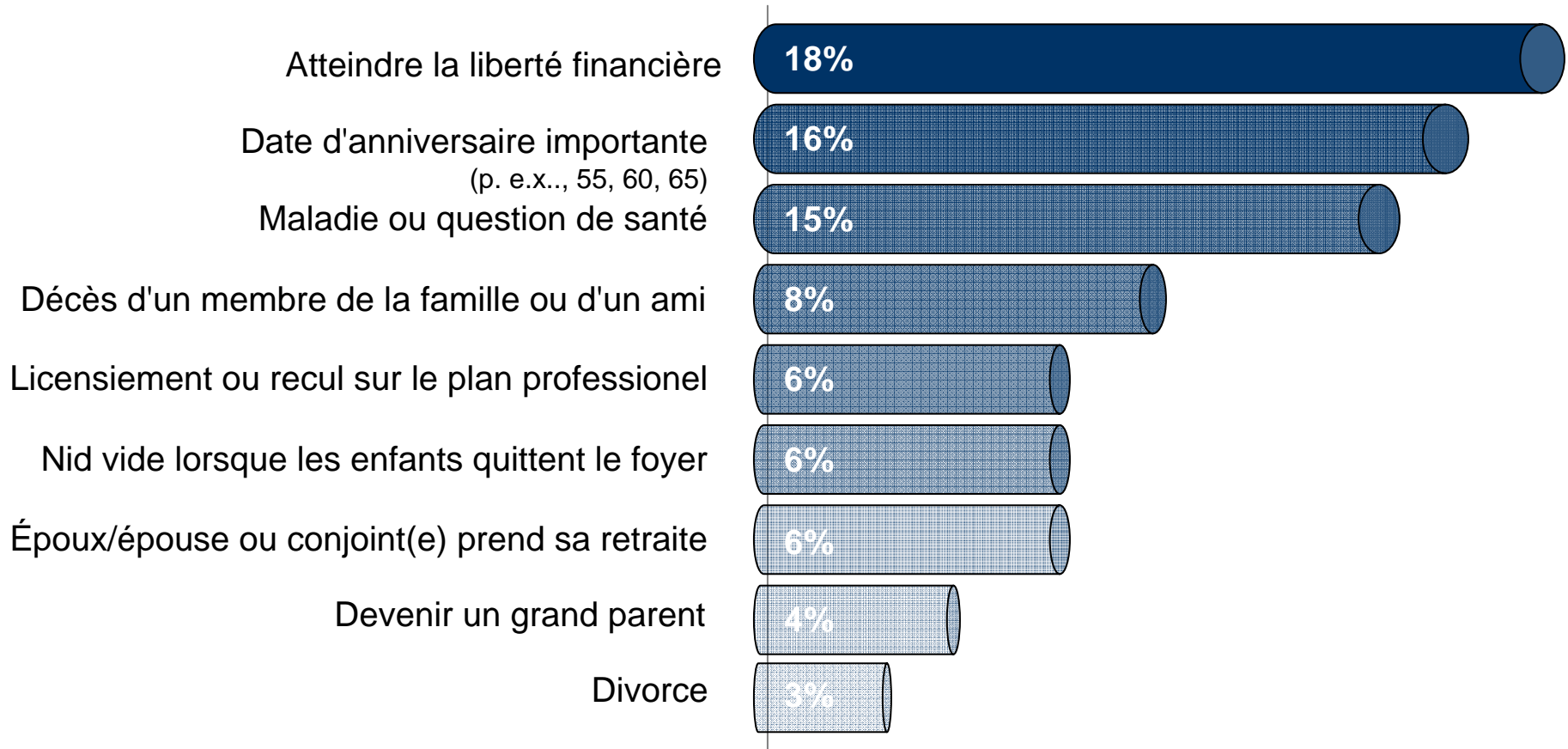


CARP	50
Tim Horton's	60
Zellers	55
Cinémas	65
Banque Royale	60
Gouvernement Cdn.	55
Les « baby-boomers »	76

# Qu'est-ce qui pousse les gens à accepter la retraite?

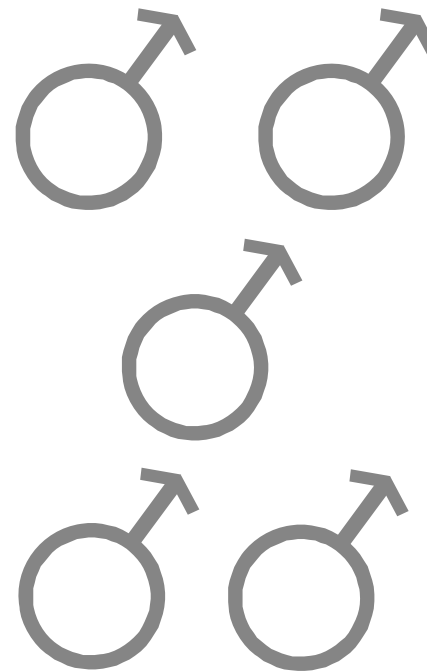
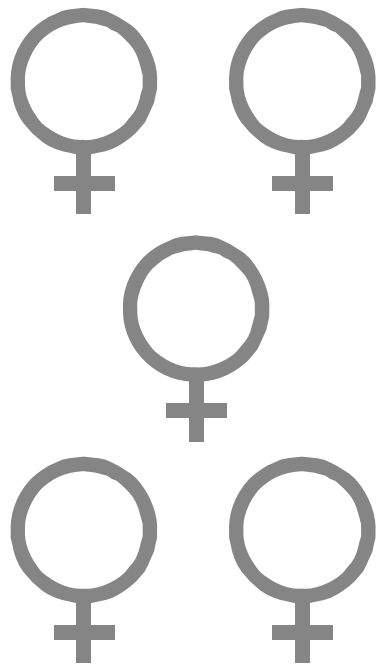


(% effectuant le choix)



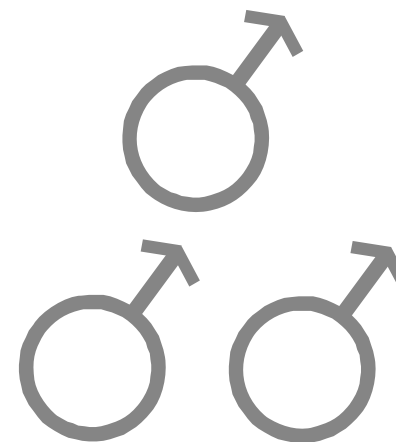
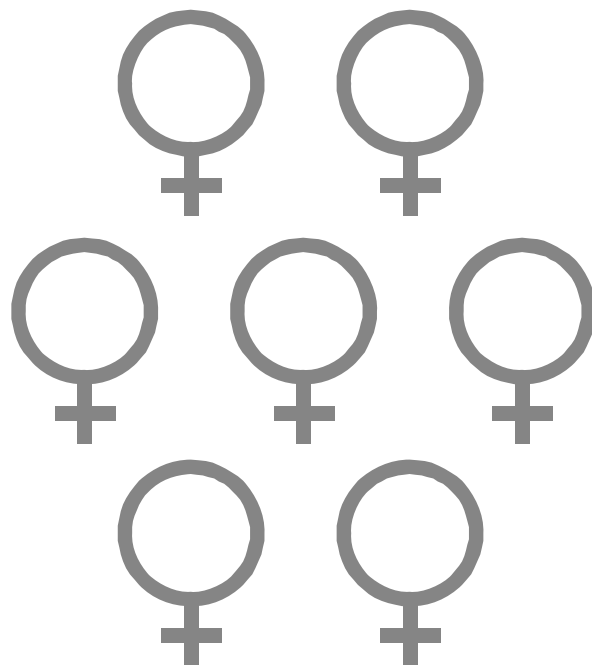
Source: Ameriprise Financial, Age Wave, Ken Dychtwald, Ph.D. Harris Interactive, Inc., *The New Retirement Mindscape*. Ameriprise Financial Services Inc., January 2006.

# La survie des ~~plus forts~~ femmes

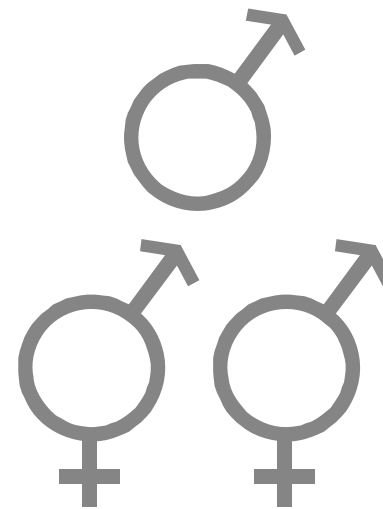
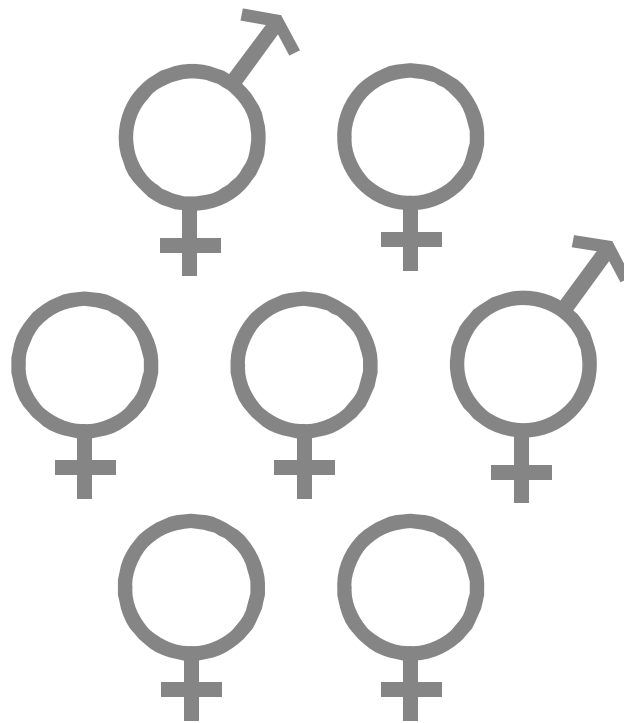




# La survie des femmes



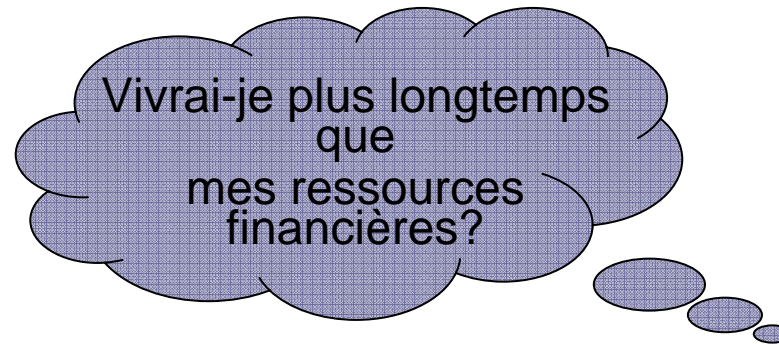
# Cerveau gauche – Cerveau droit



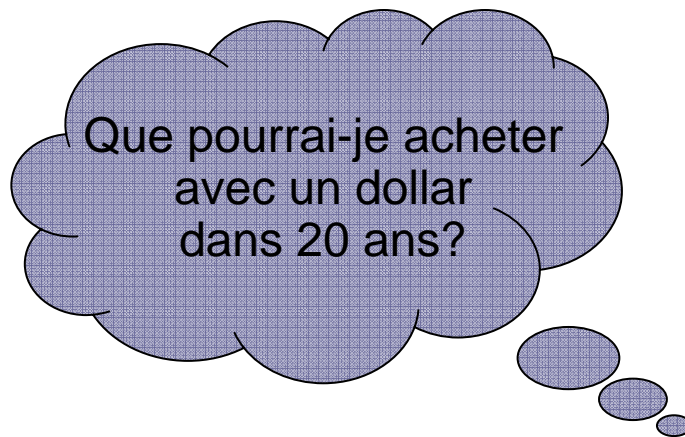
# Les risques liés à la retraite



## Risque lié à la longévité :



## Risque lié à l'inflation :



## Risque lié au marché:





## Risque lié à la longévité :

Vivrai-je plus longtemps que mes ressources financières?

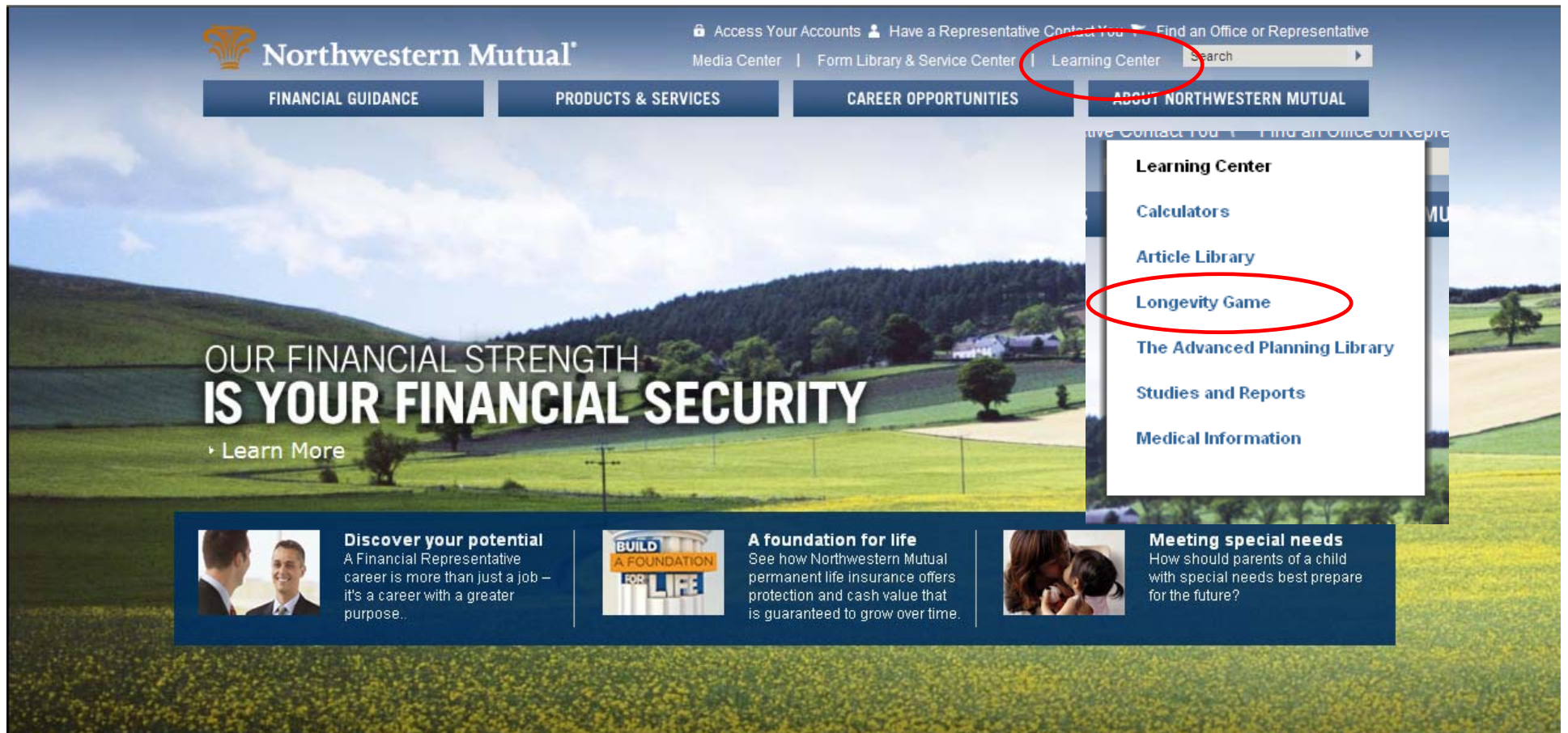
## Risque lié à la longévité



- Moyenne
- Faites-en une affaire personnelle
- [www.livingto100.com](http://www.livingto100.com)
- [www.nmfn.com](http://www.nmfn.com)

LIVING TO  
**93**

# Jeu de la longévité : [www.nmfn.com](http://www.nmfn.com)



The image is a screenshot of the Northwestern Mutual website. At the top left is the Northwestern Mutual logo. To the right of the logo are navigation links: "Access Your Accounts", "Have a Representative Contact You", and "Find an Office or Representative". Below these are "Media Center", "Form Library & Service Center", and "Learning Center". The "Learning Center" link is circled in red. A dropdown menu is open from "Learning Center", listing several options: "Learning Center", "Calculators", "Article Library", "Longevity Game" (circled in red), "The Advanced Planning Library", "Studies and Reports", and "Medical Information". Below the navigation is a main banner with a landscape image and the text "OUR FINANCIAL STRENGTH IS YOUR FINANCIAL SECURITY" and a "Learn More" link. At the bottom, there are three promotional boxes: "Discover your potential" (with a photo of two men), "A foundation for life" (with a "BUILD A FOUNDATION FOR LIFE" logo), and "Meeting special needs" (with a photo of a woman and child).

Source: The Northwestern Mutual Life Insurance Company/Northwestern Mutual, [www.nwmf.com](http://www.nwmf.com), 2007.

# Bienvenu au jeu de la longévité

Northwestern Mutual  
FINANCIAL NETWORK\*

ACCESS YOUR ACCOUNTS **GO**

OFFICE LOCATOR **GO** SEARCH  **GO**

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

## The Longevity Game

### Age and Gender

How long you have already lived is one of the best predictors of how long you may live. Life expectancy has been increasing for years thanks to growing awareness of personal health maintenance and medical care that keeps on improving. Ever since records have been kept, women have outlived men.

Enter your age and gender.

Age   Male  Female

**Age Tabulator**  
74

Backtrack **NEXT ▶**

01 02 03 04 05 06 07 08 09 10 11 12

Something to Think About

Source: The Northwestern Mutual Life Insurance Company/Northwestern Mutual, [www.nwmf.com](http://www.nwmf.com), 2007.

# Un homme de 75 ans



Northwestern Mutual  
FINANCIAL NETWORK®

ACCESS YOUR ACCOUNTS

OFFICE LOCATOR  SEARCH

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**Enter your age and gender.**

Age   Male  Female

**Age Tabulator**  
82

**Backtrack**  01  02  03  04  05  06  07  08  09  10  11  12

**Next**

Something to Think About

Source: The Northwestern Mutual Life Insurance Company/Northwestern Mutual, [www.nwmf.com](http://www.nwmf.com), 2007.



# Un homme de 55 ans



Northwestern Mutual  
FINANCIAL NETWORK\*

ACCESS YOUR ACCOUNTS

OFFICE LOCATOR  SEARCH

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

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**Enter your age and gender.**

Age   Male  Female

Backtrack 01 02 03 04 05 06 07 08 09 10 11 12

Something to Think About

Age Tabulator 77

Source: The Northwestern Mutual Life Insurance Company/Northwestern Mutual, [www.nwmf.com](http://www.nwmf.com), 2007.

# Un homme de 55 ans



Northwestern Mutual FINANCIAL NETWORK\*

ACCESS YOUR ACCOUNTS

OFFICE LOCATOR  SEARCH

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

### The Longevity Game

#### Height & Weight

Weight problems and obesity are epidemic in the USA in both kids and adults. They can lead to serious medical problems, including diabetes, heart disease, and some cancers. Knowing your Body Mass Index (BMI) puts it all in perspective. Here's how the Centers for Disease Control assesses BMI values: normal 19-24, overweight 25-29, obese 30+.

Enter your height and weight below

Ft  In  Lbs

Your BMI = 38

Backtrack

01 02 03 04 05 06 07 08 09 10 11 12

Wisdom to Weigh

### Age Tabulator

74

Source: The Northwestern Mutual Life Insurance Company/Northwestern Mutual, [www.nwmf.com](http://www.nwmf.com), 2007.

# Un homme de 55 ans



Northwestern Mutual FINANCIAL NETWORK®

ACCESS YOUR ACCOUNTS

OFFICE LOCATOR  SEARCH

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

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Enter your height and weight below.

Ft  In  Lbs

Your BMI = 24.4

Backtrack

01 02 03 04 05 06 07 08 09 10 11 12

Wisdom to Weigh

### Age Tabulator

78

# Un homme de 55 ans



Northwestern Mutual  
FINANCIAL NETWORK®

ACCESS YOUR ACCOUNTS **GO**

OFFICE LOCATOR **GO** SEARCH  **GO**

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

## The Longevity Game

### Exercise

An active lifestyle can be good insurance against heart disease and cancer, both common causes of death. Do you have a job that requires physical activity? Or do you make physical activity or sports a regular part of your day?

**Now get moving and rate your level of exercise.**

- Daily vigorous exercise**
- Walk a minimum 30 minutes 4 days per week
- Somewhat active
- Not active

**Backtrack** **NEXT**

01 02 03 04 05 06 07 08 09 10 11 12

Fitness Facts

**Age Tabulator**  
80

# Un homme de 55 ans



Northwestern Mutual FINANCIAL NETWORK®

ACCESS YOUR ACCOUNTS **GO**

OFFICE LOCATOR **GO** SEARCH  **GO**

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

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Backtrack **NEXT**

01 02 03 04 05 06 07 08 09 10 11 12

Fitness Facts

Age Tabulator 74

# Un homme de 55 ans



Northwestern Mutual FINANCIAL NETWORK\*

ACCESS YOUR ACCOUNTS **GO**

OFFICE LOCATOR **GO** SEARCH  **GO**

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

### The Longevity Game

#### Diet

A good diet is key to good health. Follow this daily goal:

- 5 or more servings of colorful fruits and vegetables
- limit the amount of red meat and saturated fats

Red meats & junk food raise cholesterol and contribute to heart disease. Vegetables, fruits, whole-grain breads and cereals don't contain cholesterol or saturated fats, and have cancer and heart disease-fighting nutrients.

**Choose your eating habits**

- Eat more than 5 portions of fruits and vegetables
- Average
- Eat fast or processed food regularly, and minimal vegetables

Backtrack **NEXT**

01 02 03 04 05 06 07 08 09 10 11 12

Food for Thought

**Age Tabulator**  
77

# Un homme de 55 ans

The screenshot shows the Northwestern Mutual Financial Network website. At the top, there is a navigation bar with links for 'ABOUT US', 'NETWORK SERVICES', 'INSURANCE PRODUCTS', 'INVESTMENT PRODUCTS', 'ADVISORY SERVICES', 'LEARNING CENTER', 'ABOUT THE NETWORK', 'CUSTOMER CENTER', and 'CAREERS'. There are also utility links for 'OFFICE LOCATOR' and 'ACCESS YOUR ACCOUNTS'. The main content area is divided into two sections. The left section is titled 'The Longevity Game' and features a 'Diet' section with a list of goals. The right section is titled 'Age Tabulator' and shows a cartoon character with a calculator and a question mark on a board. The 'Age Tabulator' section has a red circle around the number '72' in a box. The 'Diet' section has a red circle around the option 'Eat fast or processed food regularly, and minimal vegetables'. At the bottom of the 'Diet' section, there is a 'Backtrack' section with a timeline from 01 to 12, and a 'NEXT' button.

Northwestern Mutual  
FINANCIAL NETWORK\*

ACCESS YOUR ACCOUNTS GO

OFFICE LOCATOR GO SEARCH GO

ABOUT US NETWORK SERVICES INSURANCE PRODUCTS INVESTMENT PRODUCTS ADVISORY SERVICES LEARNING CENTER ABOUT THE NETWORK CUSTOMER CENTER CAREERS

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Backtrack

01 02 03 04 05 06 07 08 09 10 11 12

Food for Thought

Age Tabulator

72

NEXT ▶

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# Inflation et risque lié au marché



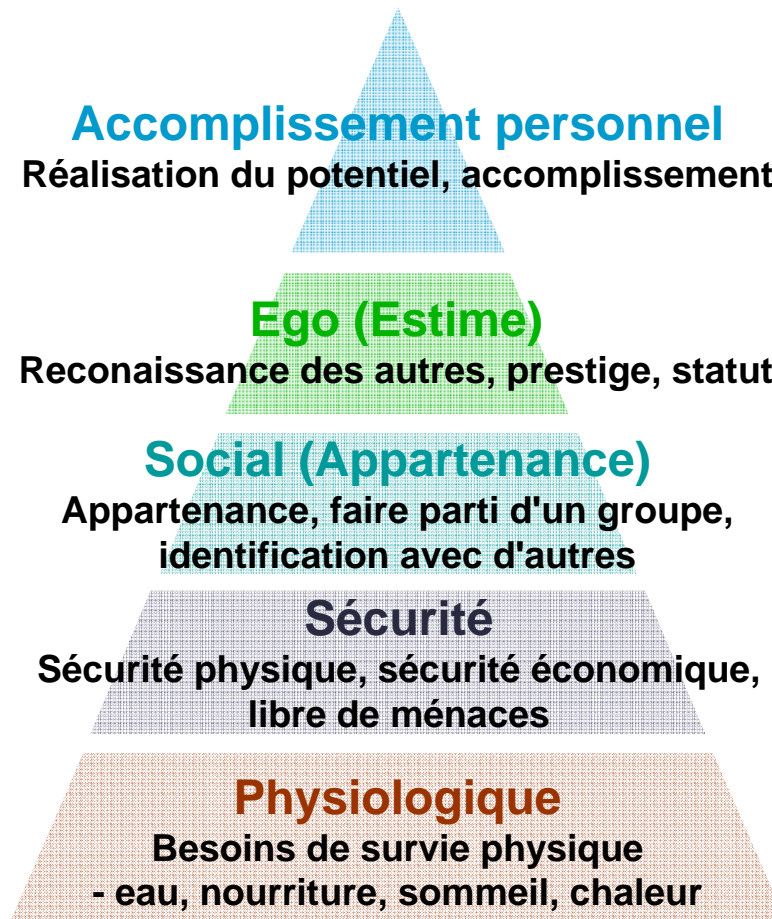
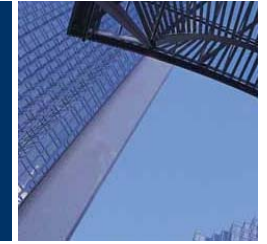
- Risque lié à l'inflation – impact massif au fil du temps
- Risque lié au marché – séquence des rendements
- Parlez avec votre conseiller financier



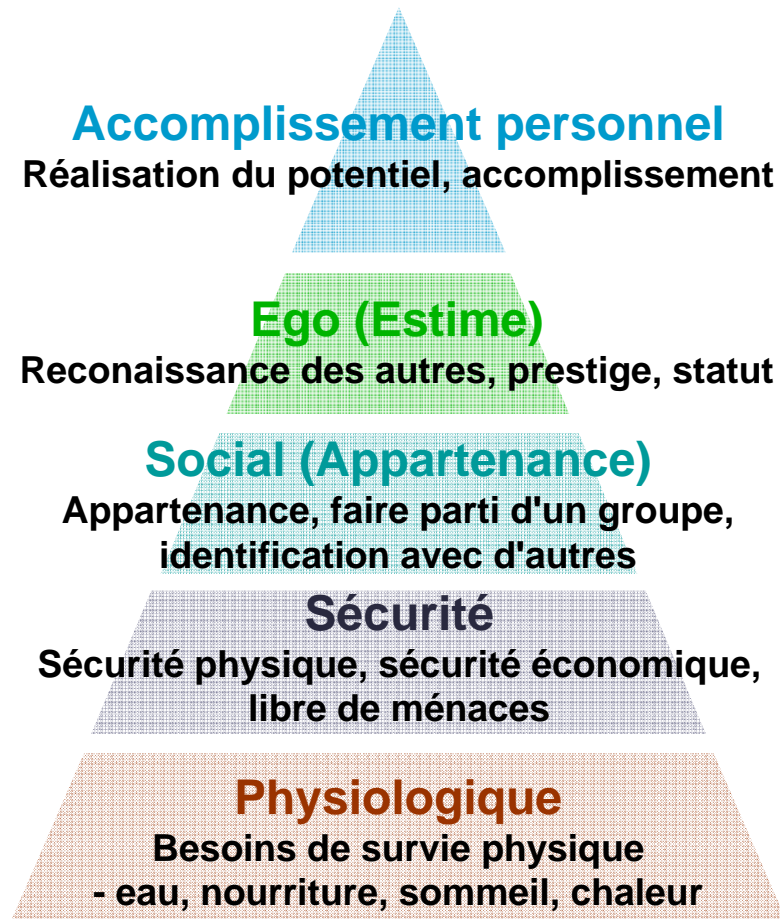
Une solution :



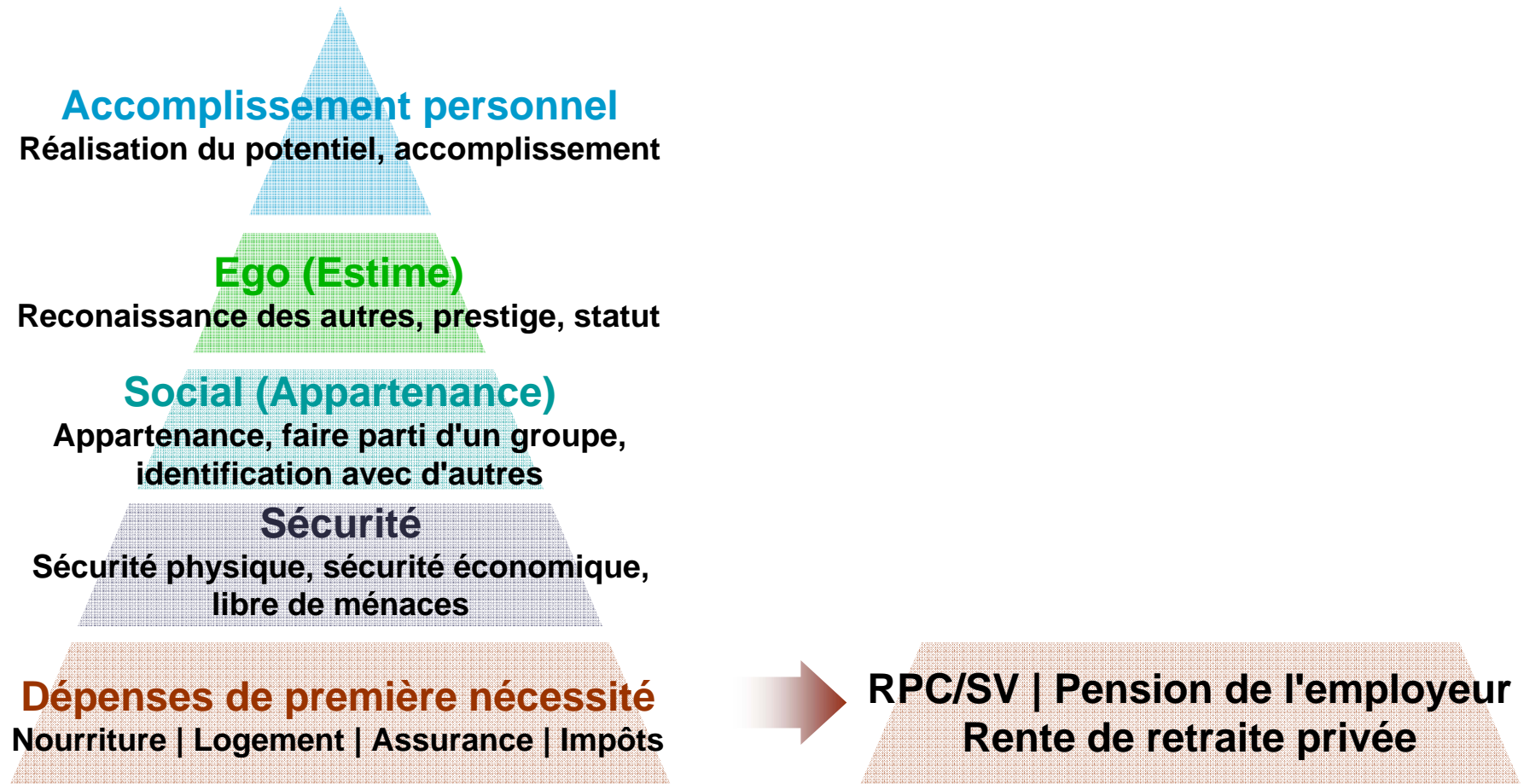
# Hiérarchie des besoins de Maslow



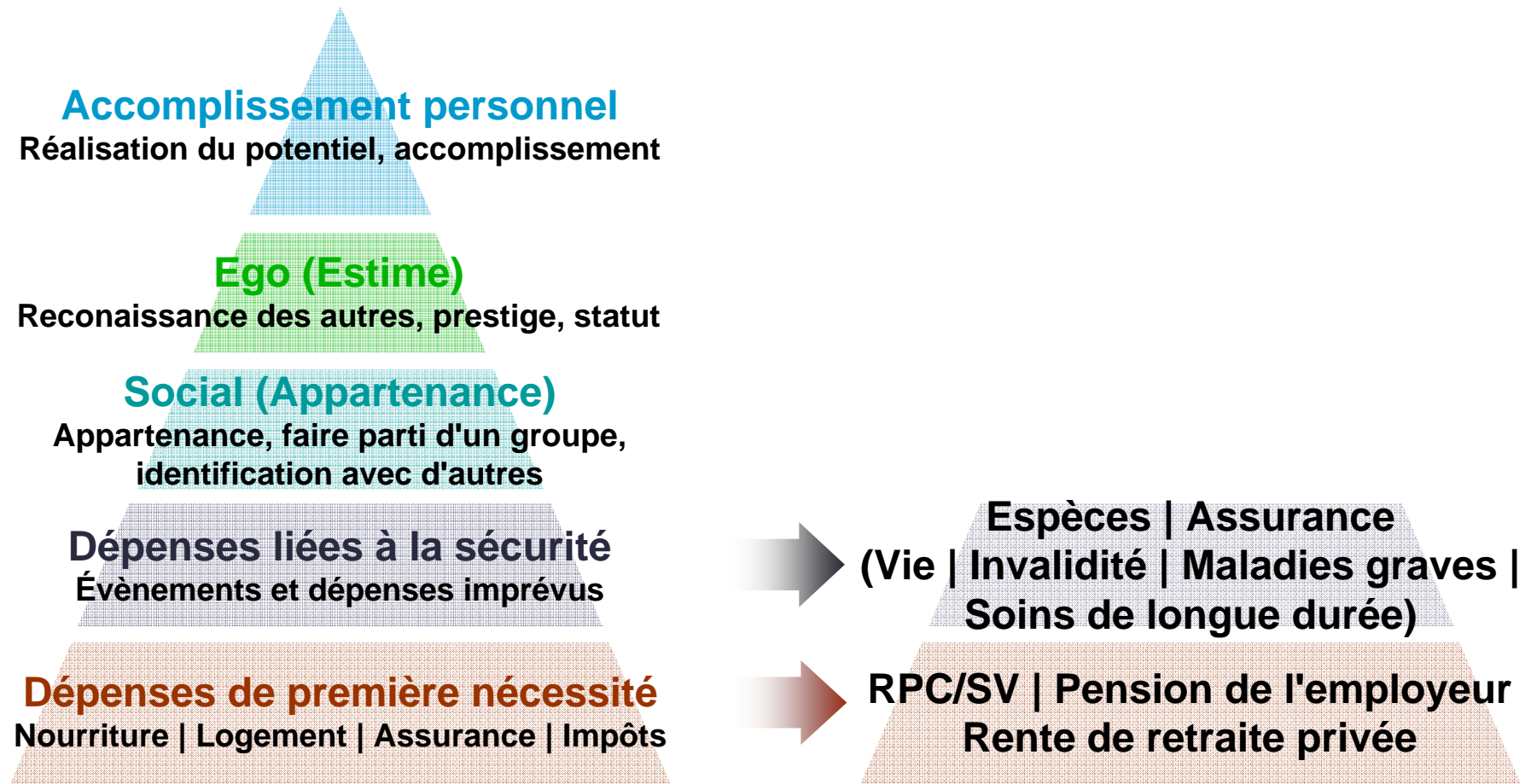
# Pyramide des solutions en matière de revenu de retraite



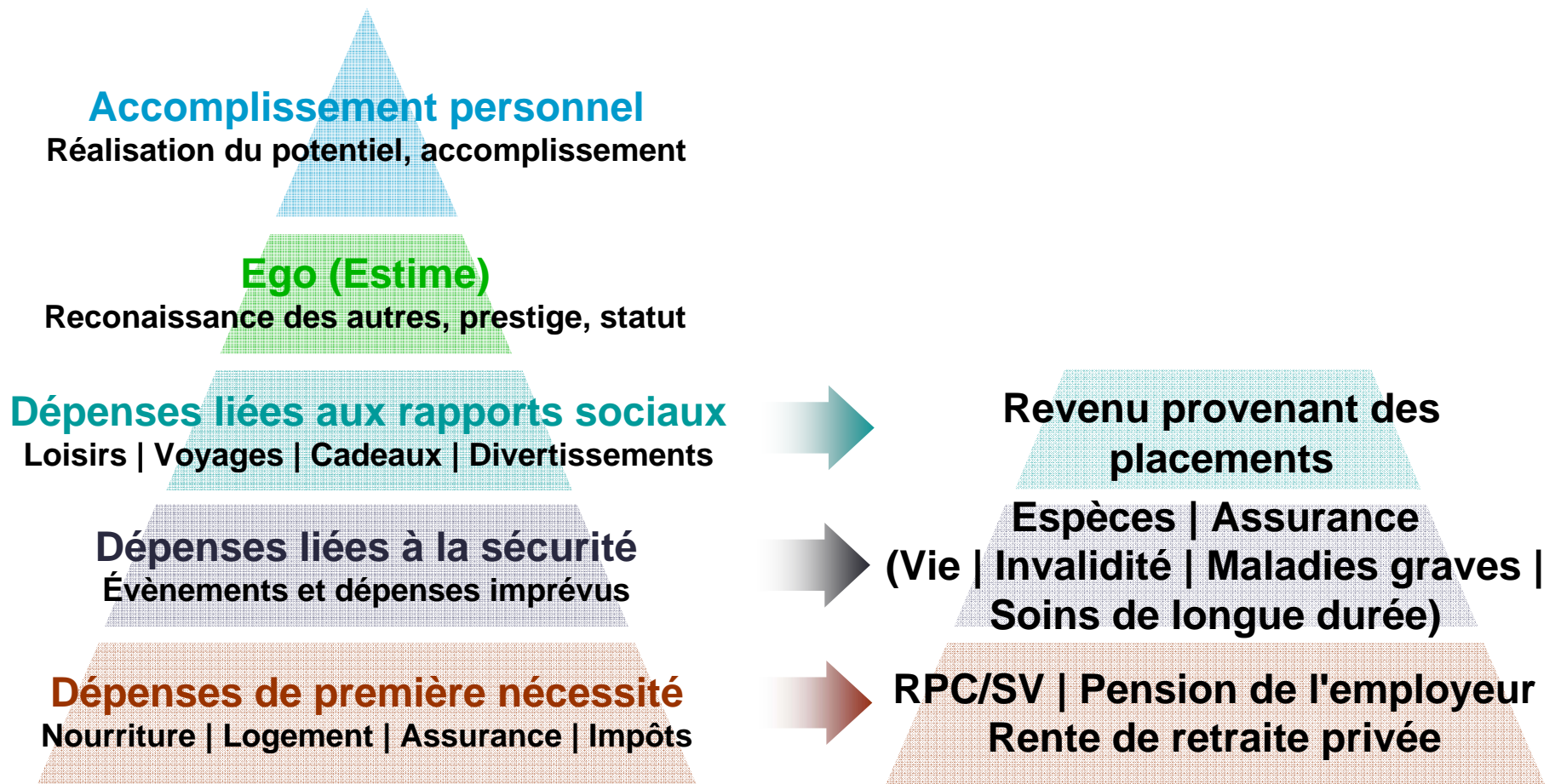
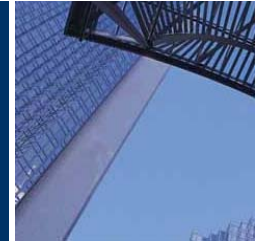
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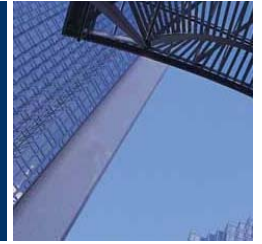


# Pyramide des solutions en matière de revenu de retraite





# Pyramide des solutions en matière de revenu de retraite





**« Un voyage de milles lieues  
commence par un pas »  
- Lao Tau**



## Avis de non-responsabilité

Tous les tableaux et illustrations contenus dans ce guide sont présentés à titre indicatif seulement. Ils n'ont pas été conçus pour prévoir ou prédire le rendement des placements.

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