

The Power of Visualization

TD wanted to find out if envisioning goals makes it easier to achieve them. We conducted an online survey of 1,127 consumers and 501 Small Business Owners across the country to find out if a picture really is worth a thousand words. The results speak for themselves.

SOURCE: TD Bank



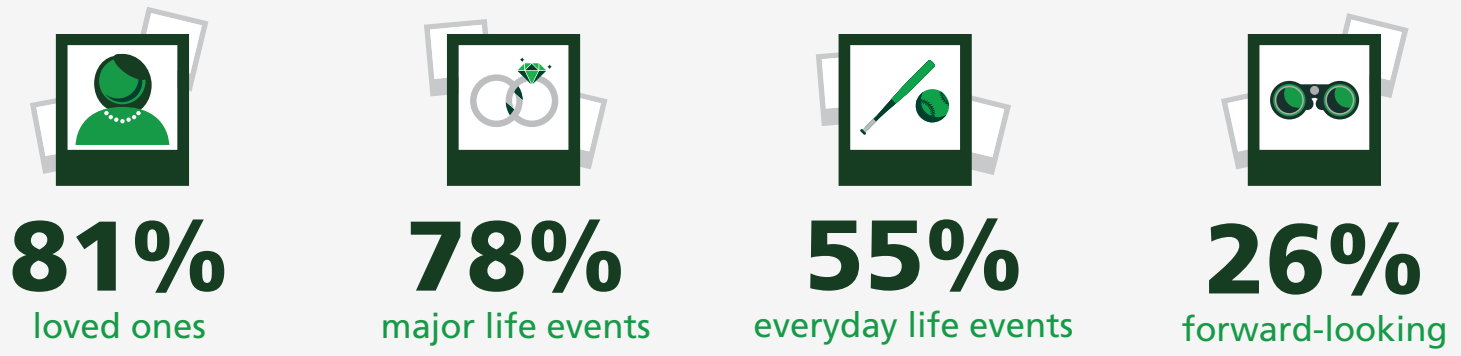
People who keep images of their goals are

almost 2x

as confident that they will achieve their future financial goals than those who don't



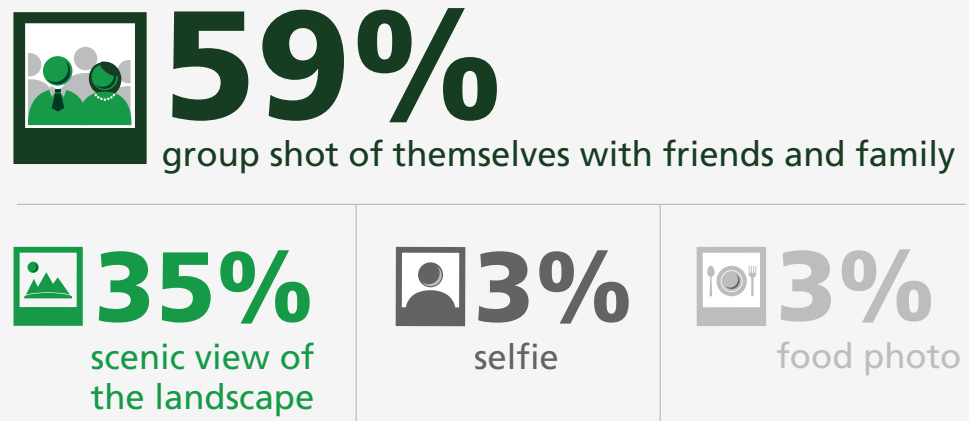
The most rewarding life situations to capture with photos/video:



Why do people visualize and/or keep images of goals and achievements?



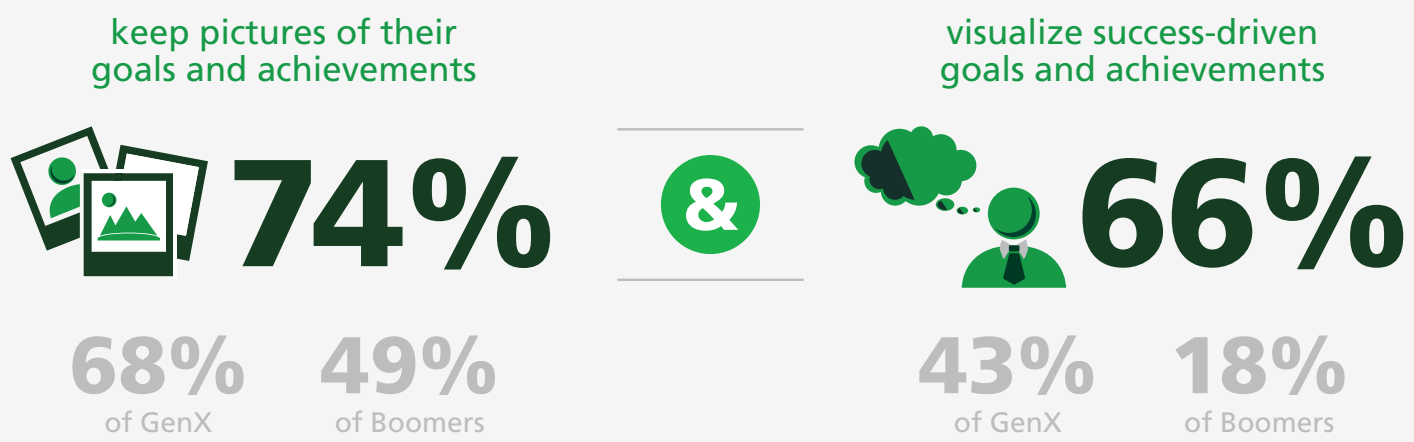
If consumers could take only one photo they would take a...



67% of respondents feel that visualizing a New Year's Resolution will improve their odds of success.



Millennials are more likely to...



Nearly 2^{OUT} OF 3

Small Business Owners believe that visualizing helps map and develop their business plans

Visualization is most common among young entrepreneurs

