

JOHN HANCOCK TAX-ADVANTAGED DIVIDEND INCOME FUND
Form N-Q
September 28, 2015

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM N-Q

**QUARTERLY SCHEDULE OF PORTFOLIO HOLDINGS OF REGISTERED
MANAGEMENT INVESTMENT COMPANIES**

Investment Company Act file number 811-21416

John Hancock Tax-Advantaged Dividend Income Fund
(Exact name of registrant as specified in charter)

601 Congress Street, Boston, Massachusetts 02210
(Address of principal executive offices) (Zip code)

Salvatore Schiavone, Treasurer

601 Congress Street

Boston, Massachusetts 02210
(Name and address of agent for service)

Registrant's telephone number, including area code: 617-663-4497

Date of fiscal year end: October 31

Date of reporting period: July 31, 2015

ITEM 1. SCHEDULE OF INVESTMENTS

John Hancock

Tax-Advantaged Dividend Income Fund

Quarterly portfolio holdings 7/31/15

Fund's investments Tax-Advantaged Dividend Income Fund

As of 7-31-15 (unaudited)

	Shares	Value
Common stocks 72.1% (47.8% of Total investments) (Cost \$456,634,057)		\$603,117,888
Energy 13.6%		113,712,306
Oil, gas and consumable fuels 13.6%		
BP PLC, ADR	187,500	6,931,875
Chevron Corp. (Z)	40,000	3,539,200
Columbia Pipeline Group, Inc.	770,000	22,468,600
ConocoPhillips Kinder Morgan, Inc. (Z)	195,000	9,816,300
ONEOK, Inc. (Z)	134,345	4,653,711
Royal Dutch Shell PLC, ADR, Class A	530,000	20,028,700
Spectra Energy Corp. (Z)	264,000	15,174,720
Total SA, ADR	930,000	28,141,800
Materials 0.1%	60,000	2,957,400
Metals and mining 0.1%		763,750
Freeport-McMoRan Inc.	65,000	763,750
Telecommunication services 3.8%		31,880,746
Diversified telecommunication services 2.8%		
AT&T, Inc. (Z)	390,000	13,548,600
Verizon Communication Inc. (Z)	214,160	10,020,546
Wireless telecommunication services 1.0%		
	220,000	8,311,600

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Vodafone Group PLC, ADR (Z)		
Utilities 54.6%		456,761,086
Electric utilities 23.4%		
American Electric Power Company, Inc.	590,000	33,376,300
Duke Energy Corp. (Z)	320,000	23,750,400
Eversource Energy (Z)	657,500	32,690,900
FirstEnergy Corp. (Z)	582,500	19,781,700
OGE Energy Corp. (C)	540,000	16,070,400
Pinnacle West Capital Corp. (Z)	50,000	3,085,500
PPL Corp.	500,000	15,905,000
The Southern Company (Z)	375,000	16,773,750
UIL Holdings Corp. (C)	425,000	20,374,500
Xcel Energy, Inc. (Z)	405,000	14,041,350
Gas utilities 5.9%		
AGL Resources, Inc. (Z)	125,000	6,010,000
Atmos Energy Corp. (Z)	570,000	31,521,000
Northwest Natural Gas Company (Z)	75,000	3,246,750
ONE Gas, Inc.	180,000	8,105,400
Independent power and renewable electricity producers 0.1%		
Talen Energy Corp. (I)	62,453	982,386
Multi-utilities 25.2%		
Alliant Energy Corp. (Z)	195,000	11,994,450
Ameren Corp. (Z)	540,000	22,183,200

Black Hills Corp.	440,000	18,330,400
CenterPoint Energy, Inc. (Z)	945,000	18,276,300
Dominion Resources, Inc. (Z)	400,000	28,680,000
DTE Energy Company (Z)	250,000	20,115,000
National Grid PLC, ADR	255,000	16,988,100
NiSource, Inc.	770,000	13,444,200

2SEE NOTES TO FUND'S INVESTMENTS

Tax-Advantaged Dividend Income Fund

	Shares	Value
Utilities (continued)		
Multi-utilities (continued)		
Public Service Enterprise Group, Inc. (Z)	70,000	\$2,916,900
TECO Energy, Inc. (Z)	760,000	16,811,200
Vectren Corp. (Z)	760,000	31,996,000
WEC Energy Group, Inc.	190,000	9,310,000
Preferred securities		
77.2% (51.1% of Total investments) (Cost \$613,710,476)		\$645,432,133
Financials 52.0%		434,332,177
Banks 34.2%		
Bank of America Corp., 6.375% (Z)	139,000	3,561,180
Bank of America Corp., 6.500%	120,000	3,105,600
Bank of America Corp., 6.625% (Z)	355,000	9,169,650
Bank of America Corp., Depository Shares, Series D, 6.204%	230,000	5,860,400
Barclays Bank PLC, Series 5, 8.125% (Z)	505,000	13,261,300

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BB&T Corp., 5.625% (Z)	606,000	15,028,800
BB&T Corp. (Callable 11-1-17), 5.200%	263,900	6,357,351
BB&T Corp. (Callable 6-1-18), 5.200%	485,000	11,630,300
Citigroup, Inc. (6.875% to 11-15-23, then 3 month LIBOR + 4.130%)	20,000	548,400
Citigroup, Inc., Depository Shares, Series AA, 8.125% (Z)	270,400	8,011,952
HSBC Finance Corp., Depository Shares, Series B, 6.360% (Z)	700,000	17,794,000
HSBC Holdings PLC, 8.000% (C)	325,000	8,463,000
HSBC Holdings PLC, 8.125% (Z)	50,000	1,313,500
HSBC USA, Inc., 6.500% (Z)	19,500	498,420
ING Groep	109,100	2,804,961

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NV, 6.200% (Z) ING Groep NV,	150,000	3,882,000
7.050% (Z) JPMorgan Chase & Co.,	245,000	5,919,200
5.450% (Z) JPMorgan Chase & Co.,	987,500	23,897,500
5.500% (Z) JPMorgan Chase & Co.,	510,000	12,663,300
6.100% JPMorgan Chase & Co.,	98,888	2,470,222
6.125% JPMorgan Chase & Co.,	30,000	793,500
6.700% (Z) RBS Capital Funding Trust	983,000	24,516,020
VII, 6.080% (Z) Royal Bank of Scotland Group PLC,	820,000	20,090,000
Series L, 5.750% (Z) Santander Holdings USA, Inc.,	110,000	2,873,200
Series C, 7.300% (Z)		

The PNC Financial Services Group, Inc., 5.375% (C)	480,000	11,908,800
The PNC Financial Services Group, Inc. (6.125% to 5-1-22, then 3 month LIBOR + 4.067%) (Z)	40,000	1,102,000
U.S. Bancorp, 5.150% (C)	795,000	19,691,355
U.S. Bancorp (6.500% to 1-15-22, then 3 month LIBOR + 4.468%) (Z)	296,000	8,486,320
Wells Fargo & Company, 6.000% (Z)	215,000	5,499,700
Wells Fargo & Company, 8.000% (Z)	1,200,000	34,200,000
Capital markets 16.8%		
Deutsche Bank Contingent Capital	310,000	8,314,200

month
LIBOR
+
3.108%)
The
Bank
of
New
York
Mellon
Corp.,
5.200% (Z)
The
Goldman
Sachs
Group,
Inc.,
5.950% (C)

425,000 10,497,500

950,000 23,788,000

SEE NOTES TO FUND'S INVESTMENTS3

Tax-Advantaged Dividend Income Fund

	Shares	Value
Financials (continued)		
Capital markets (continued)		
The Goldman Sachs Group, Inc., Series B, 6.200% (Z)	215,000	\$5,480,350
Consumer finance 0.4%		
SLM Corp., Series A, 6.970% (Z)	74,000	3,563,840
Insurance 0.4%		
Aegon NV, 6.500%	96,512	2,481,324
Prudential Financial, Inc., 5.750%	40,000	1,019,600
Real estate investment trusts 0.2%		
Ventas Realty LP, 5.450% (Z)	57,591	1,457,628
Thriffs and mortgage finance 0.0%		
Federal National Mortgage Association, Series S, 8.250% (I)	60,000	294,000
Industrials 0.4%		3,216,250
Machinery 0.4%		
Stanley Black & Decker, Inc., 5.750% (Z)	125,000	3,216,250
Telecommunication services 5.8%		48,837,510
Diversified telecommunication services 3.9%	730,000	18,359,500

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Qwest Corp., 6.125% (Z)		
Qwest Corp., 7.375% (Z)	366,000	9,530,640
Qwest Corp., 7.500% (Z)	120,000	3,175,200
Verizon Communications Inc., 5.900% (Z)	73,000	1,892,890
Wireless telecommunication services 1.9%		
Telephone & Data Systems, Inc., 5.875%	340,000	8,173,600
Telephone & Data Systems, Inc., 6.625% (Z)	30,000	760,500
Telephone & Data Systems, Inc., 6.875% (Z)	243,000	6,186,780
United States Cellular Corp., 6.950% (Z)	30,000	758,400
Utilities 19.0%		159,046,196
Electric utilities 16.5%		
Duke Energy Corp., 5.125% (Z)	215,000	5,383,600
Entergy Arkansas, Inc., 4.560%	9,388	885,993
Entergy Arkansas, Inc.,	135,000	3,408,750

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6.450%		
Entergy		
Mississippi,	8,190	812,090
Inc.,		
4.920%		
Entergy		
Mississippi,	197,500	4,937,500
Inc.,		
6.250% (C)		
Gulf		
Power	99,005	10,000,178
Company,		
5.600%		
Interstate		
Power		
&	1,460,000	36,675,200
Light		
Company,		
5.100%		
Mississippi		
Power	267,500	6,823,925
Company,		
5.250%		
NextEra		
Energy		
Capital	110,000	2,597,100
Holdings,		
Inc.,		
5.000% (Z)		
NextEra		
Energy		
Capital	25,000	603,250
Holdings,		
Inc.,		
5.125% (Z)		
NextEra		
Energy		
Capital	225,000	5,690,250
Holdings,		
Inc.,		
5.700% (Z)		
PPL		
Capital	1,010,000	25,946,900
Funding,		
Inc.,		
5.900% (Z)		
SCE		
Trust	150,000	3,742,500
I,		
5.625%	1,275,000	30,625,500

SCE
 Trust
 II,
 5.100%
 Multi-utilities 2.5%
 BGE
 Capital
 Trust 247,000 6,429,410
 II,
 6.200% (Z)
 DTE
 Energy 175,000 4,697,000
 Company,
 6.500% (Z)
 DTE
 Energy 165,000 3,984,750
 Company,
 5.250%
 Integrys
 Energy
 Group,
 Inc.
 (6.000%
 to
 8-1-23, 210,000 5,802,300
 then
 3
 month
 LIBOR
 +
 3.220%) (Z)

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Tax-Advantaged Dividend Income Fund

Rate (%)	Maturity date	Par value^	Value
Corporate bonds 0.4% (0.3% of Total investments) (Cost \$3,000,000)			\$3,311,250
Utilities 0.4%			3,311,250
Electric utilities 0.4%			
Southern California Edison Company (6.250% to 2-1-22 then 3 month LIBOR + 4.199%) (Q)	02-01-22	3,000,000	3,311,250
Short-term investments 1.2% (0.8% of Total investments) (Cost \$9,932,000)			\$9,932,000
Repurchase agreement with State Street Corp. dated 7-31-15 at 0.000% to be repurchased at \$9,932,000 on 8-3-15, collateralized by \$10,075,000 U.S. Treasury Notes, 0.625% - 2.125% due		9,932,000	9,932,000

4-30-18 to
12-31-21
(valued at
\$10,137,444,
including
interest)

Total investments (Cost \$1,083,276,533) 150.9%	\$1,261,793,271
Other assets and liabilities, net (50.9%)	(\$425,835,601)
Total net assets 100.0%	\$835,957,670

The percentage shown
for each investment
category is the total
value of the category as
a percentage of the net
assets of the fund.

^All par values are
denominated in U.S.
dollars unless
otherwise indicated.

Key to Security

Abbreviations and

Legend

ADR	American Depository Receipts London
LIBOR	Interbank Offered Rate
(C)	All or a portion of this security is segregated as collateral for options. Total collateral value at 7-31-15 was \$107,257,901.
(I)	Non-income producing security. Perpetual bonds have no stated maturity date.
(Q)	Date shown as maturity date is next call date.
(Z)	A portion of this security is

segregated as collateral pursuant to the Committed Facility Agreement. Total collateral value at 7-31-15 was \$745,583,369. At 7-31-15, the aggregate cost of investment securities for federal income tax purposes was \$1,090,090,502. Net unrealized appreciation aggregated \$171,702,769, of which \$192,865,988 related to appreciated investment securities and \$21,163,219 related to depreciated investment securities.

SEE NOTES TO FUND'S INVESTMENTS5

Notes to Fund's investments

Security valuation. Investments are stated at value as of the close of regular trading on the New York Stock Exchange (NYSE), normally at 4:00 p.m., Eastern Time. In order to value the securities, the fund uses the following valuation techniques: Equity securities held by the fund are valued at the last sale price or official closing price on the exchange where the security was acquired or most likely will be sold. In the event there were no sales during the day or closing prices are not available, the securities are valued using the last available bid price. Debt obligations are valued based on the evaluated prices provided by an independent pricing vendor or from broker-dealers. Independent pricing vendors utilize matrix pricing which takes into account factors such as institutional-size trading in similar groups of securities, yield, quality, coupon rate, maturity, type of issue, trading characteristics and other market data, as well as broker supplied prices. Options listed on an exchange are valued at the mean of the most recent bid and ask prices from the exchange where the option was acquired or most likely will be sold. Swaps are valued using evaluated prices obtained from an independent pricing vendor. Futures contracts are valued at settlement prices, which are the official closing prices published by the exchange on which they trade. Securities that trade only in the over-the-counter (OTC) market are valued using bid prices. Other portfolio securities and assets, for which reliable market quotations are not readily available, are valued at fair value as determined in good faith by the fund's Pricing Committee following procedures established by the Board of Trustees. The frequency with which these fair valuation procedures are used cannot be predicted and fair value of securities may differ significantly from the value that would have been used had a ready market for such securities existed.

The fund uses a three-tier hierarchy to prioritize the pricing assumptions, referred to as inputs, used in valuation techniques to measure fair value. Level 1 includes securities valued using quoted prices in active markets for identical securities. Level 2 includes securities valued using other significant observable inputs. Observable inputs may include quoted prices for similar securities, interest rates, prepayment speeds and credit risk. Prices for securities valued using these inputs are received from independent pricing vendors and brokers and are based on an evaluation of the inputs described. Level 3 includes securities valued using significant unobservable inputs when market prices are not readily available or reliable, including the fund's own assumptions in determining the fair value of investments. Factors used in determining value may include market or issuer specific events or trends, changes in interest rates and credit quality. The inputs or methodology used for valuing securities are not necessarily an indication of the risks associated with investing in those securities. Changes in valuation techniques and related inputs may result in transfers into or out of an assigned level within the disclosure hierarchy.

The following is a summary of the values by input classification of the fund's investments as of July 31, 2015, by major security category or type:

	Total value at 7-31-15	Level 1 quoted price	Level 2 significant observable inputs	Level 3 significant unobservable inputs
Common stocks				
Energy	\$113,712,306	\$113,712,306		
Materials	763,750	763,750		
Telecommunication services	31,880,746	31,880,746		
Utilities	456,761,086	456,761,086		
Preferred securities				
Financials	434,332,177	434,332,177		
Industrials	3,216,250	3,216,250		
Telecommunication services	48,837,510	46,944,620	\$1,892,890	
Utilities	159,046,196	139,001,685	20,044,511	
Corporate bonds	3,311,250		3,311,250	

Short-term investments	9,932,000		9,932,000
Total investments in securities	\$1,261,793,271	\$1,226,612,620	\$35,180,651
Other financial instruments:			
Futures	(\$163,094) (\$163,094)
Written options	(1,412,775) (1,412,775)
Interest rate swaps	(1,372,594)	(\$1,372,594)

Repurchase agreements. The fund may enter into repurchase agreements. When the fund enters into a repurchase agreement, it receives collateral that is held in a segregated account by the fund's custodian. The collateral amount is marked-to-market and monitored on a daily basis to ensure that the collateral held is in an amount not less than the principal amount of the repurchase agreement plus any accrued interest. Collateral received by the fund for repurchase agreements is disclosed in the Fund's investments as part of the caption related to the repurchase agreement.

Repurchase agreements are typically governed by the terms and conditions of the Master Repurchase Agreement and/or Global Master Repurchase Agreement (collectively, MRA). Upon an event of default, the non-defaulting party may close out all transactions traded under the MRA and net amounts owed. Absent an event of default, assets and liabilities resulting from repurchase agreements are not offset. In the event of a default by the counterparty, realization of the collateral proceeds could be delayed, during which time the collateral value may decline or the counterparty may have insufficient assets to pay back claims resulting from close-out of the transactions.

Derivative instruments. The fund may invest in derivatives in order to meet its investment objectives. Derivatives include a variety of different instruments that may be traded in the OTC market, on a regulated exchange or through a clearing facility. The risks in using derivatives vary depending upon the structure of the instruments,

including the use of leverage, optionality, the liquidity or lack of liquidity of the contract, the creditworthiness of the counterparty or clearing organization and the volatility of the position. Some derivatives involve risks that are potentially greater than the risks associated with investing directly in the referenced securities or other referenced underlying instrument. Specifically, the fund is exposed to the risk that the counterparty to an OTC derivatives contract will be unable or unwilling to make timely settlement payments or otherwise honor its obligations. OTC derivatives transactions typically can only be closed out with the other party to the transaction.

Futures. A futures contract is a contractual agreement to buy or sell a particular currency or financial instrument at a pre-determined price in the future. Risks related to the use of futures contracts include possible illiquidity of the futures markets and contract prices that can be highly volatile and imperfectly correlated to movements in the underlying financial instrument. Use of long futures contracts subjects the funds to the risk of loss up to the notional value of the futures contracts. Use of short futures contracts subjects the funds to unlimited risk of loss.

During the period ended July 31, 2015, the fund used futures contracts in anticipation of rising interest rates. The following table summarizes the contracts held at July 31, 2015.

Open contracts	Number of contracts	Position	Expiration date	Notional basis	Notional value	Unrealized appreciation (depreciation)
10-Year U.S. Treasury Note Futures	980	Short	Sep 2015	(\$124,725,656)	(\$124,888,750)	(\$163,094)
						(\$163,094)

Notional basis refers to the contractual amount agreed upon at inception of open contracts; notional value represents the current value of the open contract.

Options. There are two types of options, put options and call options. Options are traded either OTC or on an exchange. A call option gives the purchaser of the option the right to buy (and the seller the obligation to sell) the underlying instrument at the exercise price. A put option gives the purchaser of the option the right to sell (and the writer the obligation to buy) the underlying instrument at the exercise price. Writing puts and buying calls may increase the fund's exposure to changes in the value of the underlying instrument. Buying puts and writing calls may decrease the fund's exposure to such changes. Risks related to the use of options include the loss of premiums, possible illiquidity of the options markets, trading restrictions imposed by an exchange and movements in underlying security values. In addition, OTC options are subject to the risks of all OTC derivatives contracts.

When the fund purchases an option, the premium paid by the fund is included in the portfolio of investments and subsequently "marked-to-market" to reflect current market value. When the fund writes an option, the premium received is included as a liability and subsequently "marked-to-market" to reflect current market value of the option written.

During the period ended July 31, 2015 the fund wrote option contracts to hedge against anticipated changes in securities markets and to generate potential income. The following tables summarize the fund's written options activities during the period ended July 31, 2015 and the contracts held at July 31, 2015.

	Number of contracts	Premiums received
Outstanding, beginning of period	770	\$2,517,393
Options written	5,505	15,657,996
Option closed	(5,370)	(15,948,154)

Options expired	(295)	(302,403)
Outstanding, end of period	610		\$1,924,832	

Name of issuer	Exercise price	Expiration date	Number of contracts	Premium	Value
Calls					
S&P 500 Index	\$2,300	Sep 2015	210	\$29,812	(\$8,400)
S&P 500 Index	2,320	Oct 2015	5	221	(150)
S&P 500 Index	2,120	Oct 2015	395	1,894,799	(1,404,225)
			610	\$1,924,832	(\$1,412,775)

Interest rate swaps. Interest rate swaps represent an agreement between the fund and a counterparty to exchange cash flows based on the difference between two interest rates applied to a notional amount. The payment flows are usually netted against each other, with the difference being paid by one party to the other. The fund settles accrued net interest receivable or payable under the swap contracts at specified, future intervals. Swap agreements are privately negotiated in the OTC market or may be executed on a registered commodities exchange (centrally cleared swaps). Swaps are marked-to-market daily and the change in value is recorded as unrealized appreciation/depreciation of swap contracts. A termination payment by the counterparty or the fund is recorded as realized gain or loss, as well as the net periodic payments received or paid by the fund. The value of the swap will typically impose collateral posting obligations on the party that is considered out-of-the-money on the swap.

During the period ended July 31, 2015, the fund used interest rate swaps in anticipation of rising interest rates. The following table summarizes the interest rate swap contracts held as of July 31, 2015.

Counterparty	USD notional amount	Payments made by fund	Payments received by fund	Termination date	Market value
Morgan Stanley Capital Services	\$86,000,000	Fixed 1.4625%	3-Month LIBOR (a)	Aug 2016	(\$1,349,034)

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Counterparty	USD notional amount	Payments made by fund	Payments received by fund	Termination date	Market value
Morgan Stanley Capital Services	86,000,000	Fixed 0.8750%	3-Month LIBOR (a)	Jul 2017	(23,560)
	\$172,000,000				(\$1,372,594)

(a) At 7-31-15, the 3-Month LIBOR rate was 0.30860%

For additional information on the fund's significant accounting policies, please refer to the fund's most recent semiannual or annual shareholder report.

More information

How to contact us

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24-hour automated information **800-843-0090**

TDD line **800-231-5469**

P13Q307/15

This report is for the information of the shareholders of John Hancock Tax-Advantaged Dividend Income Fund.

9/15

ITEM 2. CONTROLS AND PROCEDURES.

(a) Based upon their evaluation of the registrant's disclosure controls and procedures as conducted within 90 days of the filing date of this Form N-Q, the registrant's principal executive officer and principal accounting officer have concluded that those disclosure controls and procedures provide reasonable assurance that the material information required to be disclosed by the registrant on this report is recorded, processed, summarized and reported within the time periods specified in the Securities and Exchange Commission's rules and forms.

(b) There were no changes in the registrant's internal control over financial reporting that occurred during the registrant's last fiscal quarter that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting.

ITEM 3. EXHIBITS.

Separate certifications for the registrant's principal executive officer and principal accounting officer, as required by Rule 30a-2(a) under the Investment Company Act of 1940, are attached.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934 and the Investment Company Act of 1940, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

John Hancock Tax-Advantaged Dividend Income Fund

By: /s/ Andrew Arnott
Andrew Arnott
President

Date: September 21, 2015

Pursuant to the requirements of the Securities Exchange Act of 1934 and the Investment Company Act of 1940, this report has been signed below by the following persons on behalf of the registrant and in the capacities and on the dates indicated.

By: /s/ Andrew Arnott
Andrew Arnott
President

Date: September 21, 2015

By: /s/ Charles A. Rizzo
Charles A. Rizzo

Date: September 21, 2015
