

JOHN HANCOCK TAX-ADVANTAGED DIVIDEND INCOME FUND

Form N-Q

March 29, 2012

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: January 31, 2012

ITEM 1. SCHEDULE OF INVESTMENTS

Tax-Advantaged Dividend Income Fund

As of 1-31-12 (Unaudited)

| | Shares | Value |
|---|-----------|----------------------|
| Common Stocks 86.82% (58.51% of Total Investments) | | \$613,053,805 |
| <hr/> | | |
| (Cost \$529,634,499) | | |
| Energy 11.35% | | 80,133,975 |
| <hr/> | | |
| Oil, Gas & Consumable Fuels 11.35% | | |
| BP PLC, ADR (L)(Z) | 187,500 | 8,608,125 |
| Chevron Corp. (Z) | 92,000 | 9,483,360 |
| ConocoPhillips (C)(Z) | 142,500 | 9,719,925 |
| Royal Dutch Shell PLC, ADR | 69,000 | 4,923,840 |
| Spectra Energy Corp. (L)(Z) | 1,030,000 | 32,434,700 |
| Total SA, ADR (L)(Z) | 282,500 | 14,964,025 |
| Industrials 1.22% | | 8,606,600 |
| <hr/> | | |
| Industrial Conglomerates 1.22% | | |
| General Electric Company (L)(Z) | 460,000 | 8,606,600 |
| Materials 0.54% | | 3,789,220 |
| <hr/> | | |
| Metals & Mining 0.54% | | |
| Freeport-McMoRan Copper & Gold, Inc. | 82,000 | 3,789,220 |
| Telecommunication Services 4.71% | | 33,275,390 |
| <hr/> | | |
| Diversified Telecommunication Services 2.98% | | |
| Alaska Communications Systems Group, Inc. (Z) | 55,000 | 149,600 |
| AT&T, Inc. (Z) | 410,000 | 12,058,100 |
| Verizon Communications, Inc. (L)(Z) | 235,000 | 8,850,100 |
| Wireless Telecommunication Services 1.73% | | |

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| | | |
|--------------------------------|---------|------------|
| Vodafone Group PLC, ADR (L)(Z) | 451,000 | 12,217,590 |
|--------------------------------|---------|------------|

| | | |
|-------------------------|--|--------------------|
| Utilities 69.00% | | 487,248,620 |
|-------------------------|--|--------------------|

Electric Utilities 20.62%

| | | |
|--|---------|------------|
| American Electric Power Company, Inc. (L)(Z) | 595,000 | 23,538,200 |
| Duke Energy Corp. (L)(Z) | 760,000 | 16,195,600 |
| Entergy Corp. (Z) | 192,500 | 13,355,650 |
| FirstEnergy Corp. (Z) | 530,000 | 22,376,600 |
| NV Energy, Inc. | 40,000 | 648,000 |
| PNM Resources, Inc. (Z) | 58,000 | 1,032,980 |
| Progress Energy, Inc. (L)(Z) | 565,000 | 30,696,450 |
| Southern Company (Z) | 441,867 | 20,131,460 |
| UIL Holdings Corp. | 510,000 | 17,635,800 |

Gas Utilities 8.37%

| | | |
|-----------------------------------|---------|------------|
| AGL Resources, Inc. | 15,000 | 622,650 |
| Atmos Energy Corp. (L)(Z) | 725,000 | 23,497,250 |
| Northwest Natural Gas Company (Z) | 132,500 | 6,300,375 |
| ONEOK, Inc. (Z) | 345,000 | 28,690,200 |

Multi-Utilities 40.01%

| | | |
|------------------------------------|---------|------------|
| Ameren Corp. (L)(Z) | 555,000 | 17,560,200 |
| Black Hills Corp. (L)(Z) | 602,500 | 20,340,400 |
| CH Energy Group, Inc. (C)(Z) | 458,000 | 26,051,040 |
| Dominion Resources, Inc. (L)(Z) | 420,000 | 21,016,800 |
| DTE Energy Company (L)(Z) | 500,000 | 26,605,000 |
| Integrus Energy Group, Inc. (L)(Z) | 555,000 | 28,810,050 |
| National Grid PLC, ADR | 200,000 | 9,978,000 |
| NiSource, Inc. (Z) | 790,500 | 17,968,065 |
| NSTAR (C)(Z) | 575,000 | 25,834,750 |

Tax-Advantaged Dividend Income Fund
As of 1-31-12 (Unaudited)

| | | |
|--|---------------|--------------|
| | Shares | Value |
|--|---------------|--------------|

Utilities (continued)

| | | |
|--|---------|--------------|
| OGE Energy Corp. | 610,000 | \$32,244,600 |
| Public Service Enterprise Group, Inc. (L)(Z) | 360,000 | 10,922,400 |
| Vectren Corp. (L)(Z) | 790,000 | 22,586,100 |
| Xcel Energy, Inc. (L)(Z) | 850,000 | 22,610,000 |

Preferred Securities 61.15% (41.20% of Total Investments) \$431,751,512

(Cost \$439,888,508)

Energy 4.27% 30,107,822**Oil, Gas & Consumable Fuels 4.27%**

| | | |
|--------------------------------|---------|------------|
| Apache Corp., Series D, 6.000% | 125,000 | 7,178,750 |
| Nexen, Inc., 7.350% (C)(Z) | 901,300 | 22,929,072 |

Financials 35.13% 248,075,064**Capital Markets 0.42%**

| | | |
|---|---------|-----------|
| Lehman Brothers Holdings, Inc., Depositary Shares, Series C, 5.940% (I) | 274,760 | 2,748 |
| Lehman Brothers Holdings, Inc., Depositary Shares, Series D, 5.670% (I) | 65,000 | 845 |
| Lehman Brothers Holdings, Inc., Depositary Shares, Series F, 6.500% (I) | 219,300 | 22 |
| The Goldman Sachs Group, Inc., Series B, 6.200% | 123,000 | 2,996,280 |

Commercial Banks 12.64%

| | | |
|--|---------|------------|
| Barclays Bank PLC, Series 3, 7.100% | 30,000 | 703,800 |
| Barclays Bank PLC, Series 5, 8.125% (L)(Z) | 515,000 | 12,952,250 |
| HSBC Holdings PLC, 8.125% (Z) | 50,000 | 1,312,500 |
| HSBC Holdings PLC, 8.000% (C)(Z) | 325,000 | 8,781,500 |
| Royal Bank of Scotland Group PLC, Series L, 5.750% (L)(Z) | 858,500 | 14,362,705 |
| Santander Finance Preferred SA Unipersonal, Series 10, 10.500% | 277,000 | 7,556,560 |
| Santander Finance Preferred SA, Series 1, 6.410% | 15,500 | 325,500 |
| Santander Holdings USA, Inc., Series C, 7.300% | 111,610 | 2,794,714 |

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| | | |
|--|-----------|------------|
| US Bancorp (6.500% to 1-15-22, then 3 month LIBOR + 4.468%) | 204,500 | 5,214,750 |
| Wells Fargo & Company, 8.000% (L)(Z) | 1,207,000 | 35,220,260 |
| Consumer Finance 1.01% | | |
| HSBC Finance Corp., Depository Shares, Series B, 6.360% (Z) | 167,574 | 3,921,231 |
| SLM Corp., Series A, 6.970% (Z) | 74,000 | 3,237,500 |
| Diversified Financial Services 17.45% | | |
| Bank of America Corp., 6.700% (Z) | 500,000 | 11,065,000 |
| Bank of America Corp., 6.375% (Z) | 139,000 | 2,981,550 |
| Bank of America Corp., 6.625% (Z) | 355,000 | 7,948,450 |
| Bank of America Corp., 8.200% (L)(Z) | 135,000 | 3,339,900 |
| Bank of America Corp., Depository Shares, Series D, 6.204% (Z) | 240,000 | 5,316,000 |
| Bank of America Corp., Series MER, 8.625% (C)(Z) | 652,800 | 16,411,392 |
| Citigroup Capital VIII, 6.950% (Z) | 540,000 | 13,386,600 |
| Citigroup Capital XIII (7.875% to 10-30-15, then 3 month LIBOR + 6.370%) | 27,100 | 730,074 |
| Citigroup, Inc., 8.125% | 270,400 | 7,417,072 |
| Deutsche Bank Capital Funding Trust VIII, 6.375% (Z) | 282,000 | 6,006,600 |
| Deutsche Bank Contingent Capital Trust II, 6.550% (Z) | 310,000 | 6,913,000 |
| Deutsche Bank Contingent Capital Trust III, 7.600% (Z) | 797,893 | 19,747,852 |

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Tax-Advantaged Dividend Income Fund

As of 1-31-12 (Unaudited)

| | Shares | Value |
|---------------------------------------|---------|-------------|
| Financials (continued) | | |
| ING Groep NV, 7.050% (Z) | 140,000 | \$2,993,200 |
| ING Groep NV, 6.200% (Z) | 109,100 | 2,060,899 |
| JPMorgan Chase & Company, 8.625% (Z) | 140,000 | 3,808,000 |
| RBS Capital Funding Trust VII, 6.080% | 983,000 | 13,054,240 |
| Insurance 3.60% | | |
| MetLife, Inc., Series B, 6.500% (Z) | 995,500 | 25,425,070 |

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Thriffs & Mortgage Finance 0.01%

| | | |
|---|--------|--------|
| Federal National Mortgage Association, Series S, 7.750% (I) | 60,000 | 87,000 |
|---|--------|--------|

Telecommunication Services 2.85%

20,093,212

Diversified Telecommunication Services 1.82%

| | | |
|---------------------|---------|-----------|
| Qwest Corp., 7.375% | 366,000 | 9,673,380 |
| Qwest Corp., 7.500% | 120,000 | 3,177,600 |

Wireless Telecommunication Services 1.03%

| | | |
|--|---------|-----------|
| Telephone & Data Systems, Inc., 6.875% | 243,000 | 6,388,470 |
| United States Cellular Corp., 6.950% | 32,181 | 853,762 |

Utilities 18.90%

133,475,414

Electric Utilities 13.91%

| | | |
|---|---------|------------|
| Alabama Power Company, Class A, 5.300% | 186,780 | 4,850,677 |
| Carolina Power & Light Company, 5.440% (Z) | 111,493 | 11,313,061 |
| Duquesne Light Company, 6.500% (Z) | 427,000 | 21,083,125 |
| Entergy Arkansas, Inc., 4.560% (Z) | 9,388 | 887,460 |
| Entergy Arkansas, Inc., 6.450% (Z) | 110,000 | 2,750,000 |
| Entergy Mississippi, Inc., 4.920% (Z) | 8,190 | 815,673 |
| Entergy Mississippi, Inc., 6.250% (Z) | 197,500 | 4,949,844 |
| FPC Capital I, Series A, 7.100% (Z) | 40,000 | 1,025,600 |
| Mississippi Power Company, 5.250% | 262,500 | 6,814,500 |
| PPL Corp., 9.500% | 285,000 | 15,447,000 |
| PPL Electric Utilities Corp., Depositary Shares, 6.250% (Z) | 600,000 | 15,180,000 |
| Southern California Edison Company, 6.125% (Z) | 50,000 | 4,995,315 |
| Southern California Edison Company, Series C, 6.000% (Z) | 82,000 | 8,094,942 |

Independent Power Producers & Energy Traders 2.30%

| | | |
|--|---------|------------|
| Constellation Energy Group, Inc., Series A, 8.625% (Z) | 600,000 | 16,242,000 |
|--|---------|------------|

Multi-Utilities 2.69%

| | | |
|---|---------|-----------|
| BGE Capital Trust II, 6.200% (Z) | 160,500 | 4,087,935 |
| Consolidated Edison Company of New York, Inc., Series A, 5.000% | 25,180 | 2,588,756 |
| Consolidated Edison Company of New York, Inc., Series C, 4.650% | 16,400 | 1,649,020 |
| Consolidated Edison Company of New York, Inc., Series D, 4.650% | 5,000 | 501,562 |
| DTE Energy Company, 6.500% | 130,000 | 3,505,944 |
| Interstate Power & Light Company, Series B, 8.375% (Z) | 230,000 | 6,693,000 |

| | |
|---|--------------------|
| Corporate Bonds 0.43% (0.29% of Total Investments) | \$3,055,740 |
|---|--------------------|

(Cost \$3,000,000)

| | |
|------------------------|------------------|
| Utilities 0.43% | 3,055,740 |
|------------------------|------------------|

| | | |
|---|-----------|-----------|
| Southern California Edison Company (6.25% to 2-1-22, then 3 month LIBOR + 4.199%) | 3,000,000 | 3,055,740 |
|---|-----------|-----------|

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Tax-Advantaged Dividend Income Fund

As of 1-31-12 (Unaudited)

| | |
|--|------------------------|
| Total investments (Cost \$972,523,007)† 148.40% | \$1,047,861,057 |
|--|------------------------|

| | |
|---|------------------------|
| Other assets and liabilities, net (48.40%) | (\$341,757,272) |
|---|------------------------|

| | |
|---------------------------------|----------------------|
| Total net assets 100.00% | \$706,103,785 |
|---------------------------------|----------------------|

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

ADR American Depositary Receipts

LIBOR London Interbank Offered Rate

(C) A portion of this security is segregated as collateral for options. Total collateral value at 1-31-12 was \$109,727,679.

(I) Non-income producing security.

(L) A portion of this security is a Lent Security as of 1-31-12, and is part of segregated collateral pursuant to the Committed Facility Agreement. Total value of Lent Securities at 1-31-12 was \$290,178,957. (See footnote Z below).

(Z) A portion of this security is segregated as collateral pursuant to the Committed Facility Agreement. Total collateral value at 1-31-12 was \$722,069,144.

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† At 1-31-12, the aggregate cost of investment securities for federal income tax purposes was \$982,657,675. Net unrealized appreciation aggregated \$65,203,382, of which \$132,229,486 related to appreciated investment securities and \$67,026,104 related to depreciated investment securities.

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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. 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 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, 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.

The following is a summary of the values by input classification of the Fund's investments as of January 31, 2012, by major security category or type:

| | Total Market | | | Level 3 Significant |
|--|------------------------|-----------------------|----------------------------|----------------------------|
| | Value at | Level 1 Quoted | Level 2 Significant | Unobservable |
| | 01/31/12 | Price | Observable Inputs | Inputs |
| Common Stocks | | | | |
| Energy | \$80,133,975 | \$80,133,975 | — | — |
| Industrials | 8,606,600 | 8,606,600 | — | — |
| Materials | 3,789,220 | 3,789,220 | — | — |
| Telecommunication Services | 33,275,390 | 33,275,390 | — | — |
| Utilities | 487,248,620 | 487,248,620 | — | — |
| Preferred Securities | | | | |
| Energy | 30,107,822 | 30,107,822 | — | — |
| Financials | 248,075,064 | 248,072,316 | \$2,748 | — |
| Telecommunication Services | 20,093,212 | 20,093,212 | — | — |
| Utilities | 133,475,414 | 74,578,488 | 58,896,926 | — |
| Corporate Bonds | | | | |
| Utilities | 3,055,740 | — | 3,055,740 | — |
| Total Investments in Securities | \$1,047,861,057 | \$985,905,643 | \$61,955,414 | — |
| Other Financial Instruments: | | | | |
| Written Options | (\$750,400) | (\$750,400) | | |
| Interest Rate Swaps | (\$2,215,885) | | (\$2,215,885) | |

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Changes in valuation techniques may result in transfers into or out of an assigned level within the disclosure hierarchy. During the period ended January 31, 2012, there were no significant transfers into or out of Level 1, Level 2, or Level 3.

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 principal securities exchange on which they trade. In the event there were no sales during the day or closing prices are not available, then securities are valued using the last quoted bid or evaluated price. Foreign securities and currencies are valued in U.S. dollars, based on foreign currency exchange rates supplied by an independent pricing service. Certain securities traded only in the over-the-counter market are valued at the last bid price quoted by brokers making markets in the securities at the close of trading. Certain short-term securities are valued at amortized cost. Other portfolio securities and assets, where 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.

Options. There are two types of options, a put option and a call option. 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 the premium, possible illiquidity of the options markets, trading restrictions imposed by an exchange and movements in underlying security values.

Options are traded either over-the-counter or on an exchange. Options listed on an exchange are valued at their closing price. If no closing price is available, then they are valued at the mean between the last bid and ask prices from the exchange on which they are principally traded. For options not listed on an exchange, an independent pricing source is used to value the options at the mean between the last bid and ask prices. 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 January 31, 2012, the Fund wrote option contracts to hedge against changes in securities markets and to generate potential income. The following tables summarize the Fund's written options activities during the period ended January 31, 2012 and the contracts held at January 31, 2012.

| | Number of Contracts | Premiums Received (Paid) |
|---------------------------------|---------------------|--------------------------|
| Outstanding, beginning of year | 2,045 | \$1,828,449 |
| Options written | 5,930 | 8,651,358 |
| Options closed | (1,355) | (3,990,254) |
| Options expired | (4,825) | (5,156,295) |
| Outstanding, end of year | 1,795 | \$1,333,258 |

| NAME OF ISSUER | EXERCISE PRICE | EXPIRATION DATE | NUMBER OF CONTRACTS | PREMIUM | VALUE |
|----------------------|-------------------|--------------------|------------------------|-----------|-------------|
| CALLS | | | | | |
| S&P 100 Index | \$600 | Feb 2012 | 1,095 | \$796,038 | (\$459,900) |
| S&P 400 MidCap Index | 940 | Feb 2012 | 50 | 69,961 | (59,750) |

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| | | | | | |
|---------------|-------|----------|--------------|--------------------|--------------------|
| S&P 500 Index | 1,350 | Feb 2012 | 650 | 467,259 | (230,750) |
| Total | | | 1,795 | \$1,333,258 | (\$750,400) |

Interest rate swaps. Interest rate swaps represent an agreement between a Fund and 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. Upfront payments made/received by the Fund are amortized/accreted for financial reporting purposes. Swaps are marked-to-market daily based upon values from third party vendors or broker quotations, 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 a Fund.

During the period ended January 31, 2012, the Fund used interest rate swaps in anticipation of rising interest rates. The following table summarizes the interest rate swap contracts held as of January 31, 2012.

| COUNTERPARTY | USD NOTIONAL AMOUNT | PAYMENTS MADE BY FUND | PAYMENTS RECEIVED BY FUND | MATURITY DATE | MARKET VALUE |
|------------------------------------|------------------------------------|--------------------------------------|--|--------------------------|-------------------------|
| Morgan Stanley Capital Services | \$86,000,000 | Fixed 1.4625% | 3 Month LIBOR (a) | Aug 2016 | (\$2,215,885) |

(a) At January 31, 2012, the 3 month LIBOR rate was 0.5424%.

Interest rate swap positions at January 31, 2012 were entered into on August 5, 2011. No interest rate swap position activity occurred during the period ended January 31, 2012.

Fair value of derivative instruments by risk category

The table below summarizes the fair value of derivatives held by the Fund at January 31, 2012 by risk category:

| RISK | FINANCIAL INSTRUMENTS LOCATION | ASSET DERIVATIVES FAIR VALUE | LIABILITY DERIVATIVES FAIR VALUE |
|-------------------------|---|---|---|
| Equity Contracts | Written Options | — | (\$750,400) |
| Interest rate contracts | Interest rate swaps | — | (\$2,215,885) |
| TOTALS | | — | (\$2,966,285) |

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

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/ Keith F. Hartstein

Keith F. Hartstein
President and Chief Executive Officer

Date: March 26, 2012

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/ Keith F. Hartstein

Keith F. Hartstein
President and Chief Executive Officer

Date: March 26, 2012

By: /s/ Charles A. Rizzo

Charles A. Rizzo
Chief Financial Officer

Date: March 26, 2012