

JOHN HANCOCK TAX-ADVANTAGED DIVIDEND INCOME FUND
Form N-Q
September 28, 2011

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, 2011

ITEM 1. SCHEDULE OF INVESTMENTS

Tax-Advantaged Dividend Income Fund

As of 7-31-11 (Unaudited)

| | Shares | Value |
|---|-----------|----------------------|
| Common Stocks 87.81% (58.83% of Total Investments) | | \$582,528,245 |
| <hr/> | | |
| (Cost \$528,429,228) | | |
| Energy 9.93% | | 65,883,280 |
| <hr/> | | |
| Oil, Gas & Consumable Fuels 9.93% | | |
| BP PLC, ADR (L)(Z) | 187,500 | 8,520,000 |
| Chevron Corp. (L)(Z) | 90,000 | 9,361,800 |
| ConocoPhillips | 97,500 | 7,019,025 |
| Kinder Morgan, Inc. | 11,000 | 310,530 |
| Spectra Energy Corp. (L)(Z) | 1,050,000 | 28,371,000 |
| Total SA, ADR (L)(Z) | 227,500 | 12,300,925 |
| Industrials 1.24% | | 8,238,600 |
| <hr/> | | |
| Industrial Conglomerates 1.24% | | |
| General Electric Company (L)(Z) | 460,000 | 8,238,600 |
| Telecommunication Services 5.00% | | 33,138,150 |
| <hr/> | | |
| Diversified Telecommunication Services 3.08% | | |
| Alaska Communications Systems Group, Inc. (Z) | 55,000 | 397,650 |
| AT&T, Inc. (Z) | 400,000 | 11,704,000 |
| Verizon Communications, Inc. (L)(Z) | 235,000 | 8,293,150 |
| Wireless Telecommunication Services 1.92% | | |
| Vodafone Group PLC, ADR (L)(Z) | 453,500 | 12,743,350 |
| Utilities 71.64% | | 475,268,215 |
| <hr/> | | |

Electric Utilities 19.79%

| | | |
|--|---------|------------|
| American Electric Power Company, Inc. (L)(Z) | 595,000 | 21,931,700 |
| Duke Energy Corp. (L)(Z) | 765,000 | 14,229,000 |
| Entergy Corp. (L)(Z) | 145,000 | 9,686,000 |
| FirstEnergy Corp. (Z) | 510,000 | 22,771,500 |
| PNM Resources, Inc. (Z) | 58,000 | 871,160 |
| Progress Energy, Inc. (L)(Z) | 600,000 | 28,044,000 |
| Southern Company (Z) | 441,867 | 17,471,421 |
| UIL Holdings Corp. | 510,000 | 16,284,300 |

Gas Utilities 9.37%

| | | |
|-----------------------------------|---------|------------|
| Atmos Energy Corp. (L)(Z) | 725,000 | 24,236,750 |
| Northwest Natural Gas Company (Z) | 132,500 | 5,910,825 |
| ONEOK, Inc. (Z) | 440,000 | 32,027,600 |

Multi-Utilities 42.48%

| | | |
|--|---------|------------|
| Ameren Corp. (L)(Z) | 555,000 | 15,995,100 |
| Black Hills Corp. (L)(Z) | 600,000 | 17,928,000 |
| CH Energy Group, Inc. (Z) | 457,000 | 23,338,990 |
| Consolidated Edison, Inc. (L)(Z) | 265,000 | 13,939,000 |
| Dominion Resources, Inc. (L)(Z) | 420,000 | 20,349,000 |
| DTE Energy Company (L)(Z) | 543,100 | 27,068,104 |
| Integrus Energy Group, Inc. (L)(Z) | 555,000 | 27,866,550 |
| National Grid PLC, ADR | 200,000 | 9,838,000 |
| NiSource, Inc. (Z) | 790,500 | 15,912,765 |
| NSTAR | 575,000 | 25,489,750 |
| OGE Energy Corp. | 620,000 | 31,024,800 |
| Public Service Enterprise Group, Inc. (L)(Z) | 360,000 | 11,790,000 |
| Vectren Corp. (L)(Z) | 790,000 | 20,863,900 |
| Xcel Energy, Inc. (L)(Z) | 850,000 | 20,400,000 |

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Tax-Advantaged Dividend Income Fund
As of 7-31-11 (Unaudited)

Shares

Value

Preferred Securities 61.26% (41.05% of Total Investments) \$406,450,343

(Cost \$414,802,260)

Consumer Discretionary 0.47% 3,131,580**Media 0.47%**

Comcast Corp., 7.000% (Z) 123,000 3,131,580

Energy 3.35% 22,201,540**Oil, Gas & Consumable Fuels 3.35%**

Nexen, Inc., 7.350% (C) 882,765 22,201,540

Financials 35.75% 237,198,448**Capital Markets 0.00%**Lehman Brothers Holdings, Inc., Depositary Shares, Series C,
5.940% (I) 274,760 2,748Lehman Brothers Holdings, Inc., Depositary Shares, Series D,
5.670% (I) 65,000 4,550Lehman Brothers Holdings, Inc., Depositary Shares, Series F,
6.500% (I) 219,300 2,193**Commercial Banks 12.02%**

Barclays Bank PLC, Series 5, 8.125% (L)(Z) 460,078 11,653,776

HSBC Holdings PLC, 8.000% (C) 325,000 8,872,500

HSBC Holdings PLC, 8.125% (Z) 50,000 1,329,500

Royal Bank of Scotland Group PLC, Series L, 5.750% (L)(Z) 858,500 14,920,730

Santander Finance Preferred SA Unipersonal, Series 10, 10.500% 242,000 6,742,120

Santander Finance Preferred SA, Series 1, 6.410% 15,500 356,500

Santander Holdings USA, Inc., Series C, 7.300% 40,000 1,002,000

USB Capital VIII, Series 1, 6.350% 55,000 1,373,350

Wells Fargo & Company, 8.000% (L)(Z) 1,207,000 33,494,250

Consumer Finance 1.04%

HSBC Finance Corp., Depositary Shares, Series B, 6.360% (Z) 150,000 3,588,000

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| | | |
|--|---------|------------|
| SLM Corp., Series A, 6.970% (Z) | 74,000 | 3,330,000 |
| Diversified Financial Services 18.99% | | |
| Bank of America Corp., 6.700% (Z) | 500,000 | 11,675,000 |
| Bank of America Corp., 6.375% (Z) | 139,000 | 3,032,980 |
| Bank of America Corp., 6.625% (L)(Z) | 355,000 | 8,147,250 |
| Bank of America Corp., 8.200% (Z) | 135,000 | 3,379,050 |
| Bank of America Corp., Depository Shares, Series D, 6.204% (Z) | 240,000 | 5,289,600 |
| Bank of America Corp., Series MER, 8.625% (C) | 652,800 | 16,672,512 |
| Citigroup Capital VIII, 6.950% (L)(Z) | 540,000 | 13,370,400 |
| Citigroup Capital XIII (7.875% to 10/30/2015, then 3 month LIBOR + 6.370%), 7.875% | 27,100 | 733,597 |
| Citigroup, Inc., 8.125% | 270,400 | 7,287,280 |
| Deutsche Bank Capital Funding Trust VIII, 6.375% (Z) | 282,000 | 6,463,440 |
| Deutsche Bank Contingent Capital Trust II, 6.550% (Z) | 310,000 | 7,309,800 |
| Deutsche Bank Contingent Capital Trust III, 7.600% (L)(Z) | 797,893 | 20,138,819 |
| ING Groep NV, 7.050% (Z) | 140,000 | 3,138,800 |
| ING Groep NV, 6.200% (Z) | 109,100 | 2,242,005 |
| JPMorgan Chase & Company, 8.625% (Z) | 140,000 | 3,822,000 |
| RBS Capital Funding Trust VII, 6.080% | 983,000 | 13,260,670 |
| Insurance 3.68% | | |
| MetLife, Inc., Series B, 6.500% (L)(Z) | 977,200 | 24,420,228 |

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Tax-Advantaged Dividend Income Fund

As of 7-31-11 (Unaudited)

| | Shares | Value |
|---|--------|---------|
| Financials (continued) | | |
| Thriffs & Mortgage Finance 0.02% | | |
| Federal National Mortgage Association, Series S, 7.750% | 60,000 | 142,800 |

| | | |
|--|---------|--------------------|
| Telecommunication Services 2.28% | | 15,155,584 |
| <hr/> | | |
| Diversified Telecommunication Services 1.25% | | |
| Qwest Corp., 7.375% | 320,000 | 8,304,000 |
| Wireless Telecommunication Services 1.03% | | |
| Telephone & Data Systems, Inc., 6.875% | 240,176 | 6,033,221 |
| United States Cellular Corp., 6.950% | 32,181 | 818,363 |
| Utilities 19.41% | | 128,763,191 |
| <hr/> | | |
| Electric Utilities 13.63% | | |
| Alabama Power Company, Class A, 5.300% (Z) | 193,200 | 4,830,000 |
| Carolina Power & Light Company, 5.440% (Z) | 111,493 | 10,853,152 |
| Duquesne Light Company, 6.500% (L)(Z) | 427,000 | 21,203,240 |
| Entergy Arkansas, Inc., 4.560% (Z) | 9,388 | 784,192 |
| Entergy Arkansas, Inc., 6.450% (Z) | 110,000 | 2,701,875 |
| Entergy Mississippi, Inc., 4.920% (Z) | 8,190 | 772,931 |
| Entergy Mississippi, Inc., 6.250% (Z) | 197,500 | 4,962,188 |
| FPC Capital I, Series A, 7.100% (Z) | 55,000 | 1,402,500 |
| Mississippi Power Company, 5.250% | 262,500 | 6,591,375 |
| PPL Corp., 9.500% | 285,000 | 15,985,650 |
| PPL Electric Utilities Corp., Depositary Shares, 6.250% (Z) | 500,000 | 12,540,000 |
| Southern California Edison Company, 6.125% (Z) | 50,000 | 4,842,190 |
| Southern California Edison Company, Series C, 6.000% (Z) | 30,000 | 2,923,125 |
| Independent Power Producers & Energy Traders 2.44% | | |
| Constellation Energy Group, Inc., Series A, 8.625% (L)(Z) | 597,483 | 16,185,814 |
| Multi-Utilities 3.34% | | |
| BGE Capital Trust II, 6.200% (Z) | 160,500 | 4,015,710 |
| Consolidated Edison Company of New York, Inc., Series A, 5.000% | 25,180 | 2,452,532 |
| Consolidated Edison Company of New York, Inc., Series C, 4.650% | 16,400 | 1,492,400 |
| Consolidated Edison Company of New York, Inc., Series D, 4.650% | 5,000 | 422,764 |
| Interstate Power & Light Company, Series B, 8.375% (Z) | 230,000 | 6,596,400 |
| Xcel Energy, Inc., Series G, 4.560% (Z) | 77,350 | 7,205,153 |
| Short-Term Investments 0.19% (0.13% of Total Investments) | | \$1,248,000 |

(Cost \$1,248,000)

| | Shares | Value |
|--|-----------|------------------------|
| Repurchase Agreement 0.19% | | 1,248,000 |
| <hr/> | | |
| Repurchase Agreement with State Street Corp. dated 7-29-11 at 0.010% to be repurchased at \$1,248,000 on 7-1-11, collateralized by \$1,160,000 Federal Home Loan Mortgage Corp., 0.515% due 11-26-12 (valued at \$1,164,350) and \$110,000 U.S. Treasury Notes, 2.375% due 6-30-18 (valued at \$112,063, including interest) | 1,248,000 | 1,248,000 |
| Total investments (Cost \$944,479,488)† 149.26% | | \$990,226,588 |
| <hr/> | | |
| Other assets and liabilities, net (49.26%) | | (\$326,821,211) |
| <hr/> | | |
| Total net assets 100.00% | | \$663,405,377 |
| <hr/> | | |

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

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Tax-Advantaged Dividend Income Fund

As of 7-31-11 (Unaudited)

ADR American Depositary Receipts

LIBOR London Interbank Offered Rate

(C) All or a portion of this security is segregated at the custodian as collateral for options. Total collateral value at 7-31-11 was \$50,792,187.

(I) Non-income producing security.

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(L) All or a portion of this security is on loan as of 7-31-11, and is part of segregated collateral pursuant to the Committed Facility Agreement. Total value of securities on loan at 7-31-11 was \$300,504,253.

(Z) All or a portion of this security is segregated as collateral pursuant to the Committed Facility Agreement. Total collateral value at 7-31-11 was \$647,078,892.

† At 7-31-11, the aggregate cost of investment securities for federal income tax purposes was \$956,607,347. Net unrealized appreciation aggregated \$33,619,241, of which \$103,922,756 related to appreciated investment securities and \$70,303,515 related to depreciated investment securities.

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Notes to the Schedule of Investments (Unaudited)

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 risk associated with investing in those securities.

The following is a summary of the values by input classification of the Fund's investments as of July 31, 2011, by major security category or type:

| | Total Market Value at 7/31/2011 | Level 1 Quoted Price | Level 2 Significant Observable Inputs | Level 3 Significant Unobservable Inputs |
|-----------------------------|--|-------------------------------------|--|--|
| Common Stocks | | | | |
| Energy | \$65,883,280 | \$65,883,280 | - | - |
| Industrials | 8,238,600 | 8,238,600 | - | - |
| Telecommunication Services | 33,138,150 | 33,138,150 | - | - |
| Utilities | 475,268,215 | 475,268,215 | - | - |
| Preferred Securities | | | | |
| Consumer Discretionary | 3,131,580 | 3,131,580 | - | - |
| Energy | 22,201,540 | 22,201,540 | - | - |
| Financials | 237,198,448 | 237,195,700 | \$2,748 | - |
| Telecommunication Services | 15,155,584 | 15,155,584 | - | - |
| Utilities | 128,763,191 | 79,297,534 | 49,465,657 | - |

| | | | | |
|--|--------------------------|--------------------------|---------------------|---|
| Short-Term Investments | 1,248,000 | - | 1,248,000 | - |
| Total investments in Securities | \$990,226,588 | \$939,510,183 | \$50,716,405 | - |
| Other Financial Instruments: | | | | |
| Written Options | (\$1,038,225) | (\$1,038,225) | - | - |

Changes in valuation techniques may result in transfers in or out of an assigned level within the disclosure hierarchy. During the nine-month period ended July 31, 2011, there were no significant transfers in or out of Level 1 or Level 2 assets.

In order to value the securities, the Fund uses the following valuation techniques. Equity securities, including exchange-traded funds, 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, including forward foreign currency contracts, are valued in U.S. dollars, based on foreign currency exchange rates supplied by an independent pricing service. Certain securities and forward foreign currency contracts 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.

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Repurchase agreements. The Fund may enter into repurchase agreements. When the Fund enters into a repurchase agreement, it receives collateral which 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. 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.

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 nine months ended July 31, 2011, the Fund wrote option contracts to generate income and reduce overall volatility of the portfolio. The following tables summarize the Fund's written options activities during the nine months ended July 31, 2011 and the contracts held at July 31, 2011.

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| | NUMBER OF CONTRACTS | PREMIUMS RECEIVED (PAID) |
|-----------------------------------|------------------------|-----------------------------|
| Outstanding, beginning of period | 2,519 | \$2,370,329 |
| Options written | 19,149 | 24,739,679 |
| Options closed | (15,538) | (23,825,133) |
| Options expired | (4,315) | (1,459,639) |
| Outstanding, end of period | 1,815 | \$1,825,236 |

| NAME OF ISSUER | EXERCISE PRICE | EXPIRATION DATE | NUMBER OF CONTRACTS | PREMIUM | VALUE |
|-------------------------------|-------------------|--------------------|------------------------|--------------------|----------------------|
| CALLS | | | | | |
| Morgan Stanley Cyclical Index | \$1,080 | Aug 2011 | 70 | \$164,288 | (\$32,900) |
| Russell 2000 Index | 835 | Aug 2011 | 90 | 160,131 | (50,400) |
| S&P 100 Index | 590 | Aug 2011 | 865 | 845,086 | (622,800) |
| S&P 400 MidCap Index | 980 | Aug 2011 | 80 | 150,958 | (59,200) |
| S&P 500 Index | 1,355 | Aug 2011 | 540 | 430,368 | (253,800) |
| S&P 600 MidCap Index | 460 | Aug 2011 | 170 | 74,405 | (19,125) |
| Total | | | 1,815 | \$1,825,236 | (\$1,038,225) |

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Fair value of derivative instruments by risk category

The table below summarizes the fair value of derivatives held by the Fund at July 31, 2011 by risk category:

| Risk | Financial instruments location | Asset Derivatives Fair Value | Liability Derivatives Fair Value |
|------------------|--------------------------------|---------------------------------|-------------------------------------|
| Equity contracts | Written options | - | (\$1,038,225) |

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

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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: September 20, 2011

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: September 20, 2011

By: /s/ Charles A. Rizzo

Charles A. Rizzo
Chief Financial Officer

Date: September 20, 2011
