

Background Document August 4, 2022

Methodology



SUMMARY

These are the findings of an Ipsos survey conducted on behalf of the Chartered Professional Accountants of Canada.



METHOD AND TIMING

The online survey was hosted by Ipsos. Fieldwork was conducted between March 24 and April 4, 2022.



SAMPLE

A total of n=2,000 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' online omnibus.

The combined data has been weighted by age, gender, education and region to ensure the sample composition reflects the Canadian population.



PRECISION AND ACCURACY

The precision of Ipsos online surveys is calculated via a credibility interval. In this case, the sample is considered accurate to within +/- 2.5 percentage points had all Canadians aged 18+ been surveyed.

Note: where totals do not add to 100% it is either due to rounding or respondents were permitted to offer more than one response.



REPORTING CONVENTIONS

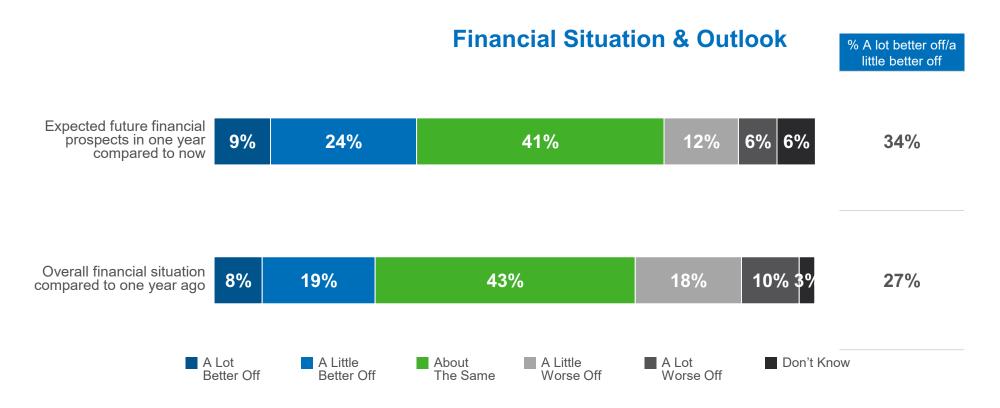
In the subgroup tables, significant differences between subgroups are denoted by stat testing letters where figures with letters identify when one demographic group is statistically higher than the other.



Key Findings



• Overall, roughly one-in-four Canadians (27 per cent) feel worse off financially than they did a year ago, meanwhile just over one-in-three (34 per cent) are optimistic that they'll be better off financially a year from now.



Base: All respondents (n=2000)

NEW1. Thinking about your overall financial situation, would you say you are a lot better off, a little better off, about the same, a little worse off or a lot worse off as compared to 1 year ago?

NEW1A. Thinking about your expected future financial prospects from now, would you say you expect to be a lot better off, a little better off, about the same, a little worse off or a lot worse off in one year compared to now?



• Money-related stress remains high, with almost two-thirds (65 per cent) of Canadians agreeing that they worry about money.

Financial Behaviours & Attitudes



Somewhat Agree

Somewhat Disagree

% Strongly/ somewhat agree

65%

Base: All respondents (n=2000)

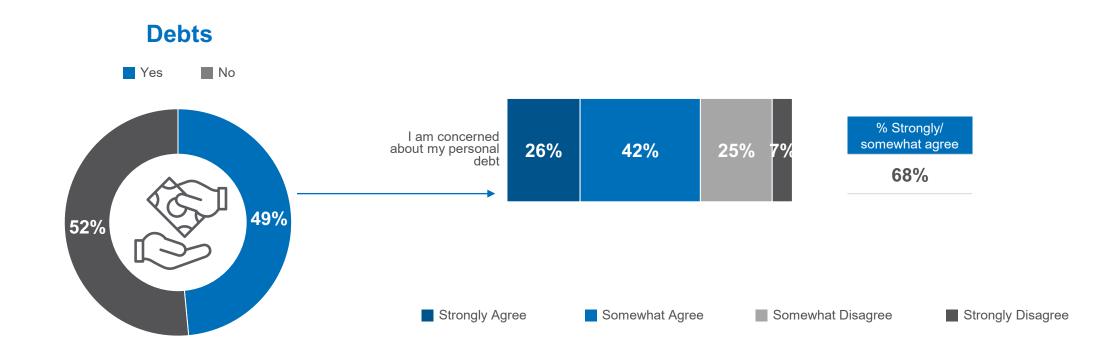
13. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree. Note: The data for the entire list of these statements can be found on pages 18 & 19.

Strongly Agree

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Strongly Disagree

• Almost half (49 per cent) of Canadians have debt, and roughly two thirds (68 per cent) of those with debt are "concerned" about it.



Left side graph: DEBT. [show if MORTGAGE=yes: Aside from your mortgage, do you have any other debts?] [show all other respondents: Do you have any debts?] Base: All respondents (n=2000)

Right side graph: 13. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

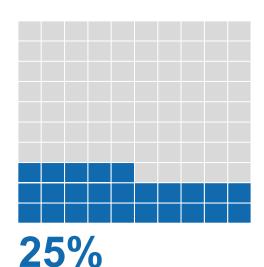
Base: Respondents with debt (n=938)

Note: The data for the entire list of these statements can be found on pages 18 & 19.

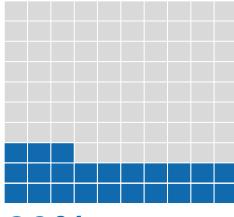


• One-in-four Canadians have carried forward a credit card balance in the past year and a similar proportion (23 per cent) plan to do this over the next month.

Carrying Forward Credit Card Balance



Carried Forward Credit Card Balance In Past 12 Months



23%

Plan To Carry Over Credit Card Balance Over Next Month

Base: All respondents (n=2000)

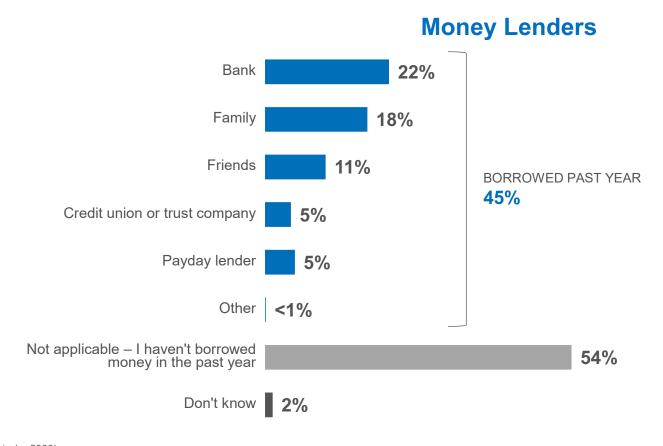
A4A. Have you carried forward a balance on a credit card in the past 12 months?

Base: All respondents (n=2000)

A4B. Do you plan to carry over a balance on a credit card, over the next month?



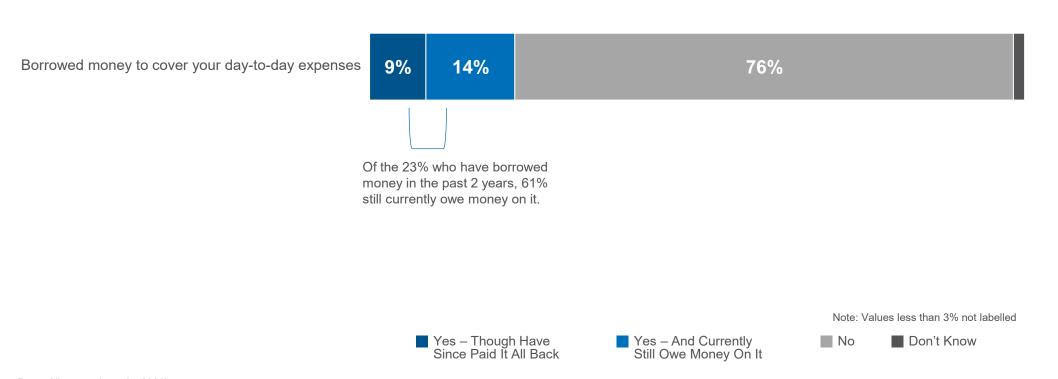
• Nearly half (45%) of Canadians indicate that they have borrowed at least some money, over the past year, with this group most commonly citing banks (22%) and family (18%) as the lender.





More than half of Canadians (61 per cent) who have borrowed money to cover day-to-day expenses over the last two years have yet to pay
it back.

Financial Activity in Past 2 Years



Base: All respondents (n=2000)

A3. For each of the following, which have you done in the past two years. NOTE: Borrowing could include increasing the amount you have borrowed on an unsecured line of credit or a Home Equity Line of Credit (HELOC).

Note: The data for the entire list of these statements is on page 17.



YES %

23%

• A whopping three-in-five of those who are under the age of 65 and have a mortgage or other debts don't think it will be paid off by the time they turn 65.

Financial Behaviours & Attitudes

Somewhat Agree

I expect that I will be paying off my debt and/or a mortgage after I turn 65



Somewhat Disagree

% Strongly/ Somewhat agree 58%

Base: All respondents (n=2000)

13. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree. Note: The data for the entire list of these statements can be found on pages 18 & 19.

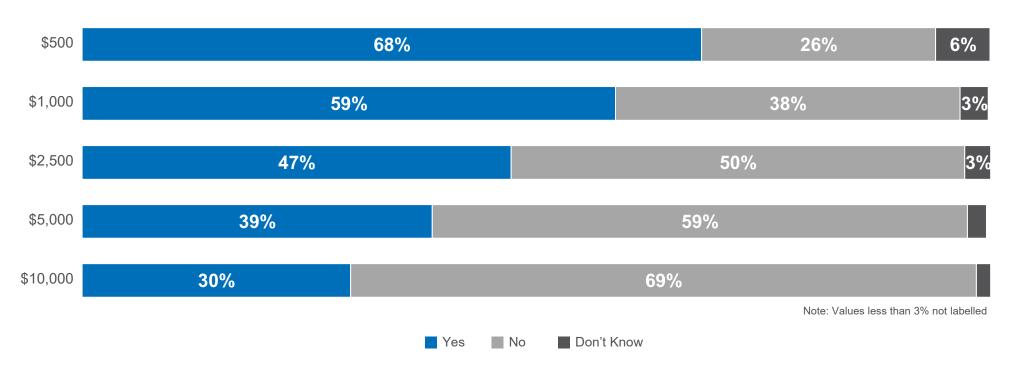
Strongly Agree



Strongly Disagree

• Half of the country would not be able to come up with \$2,500 in a pinch. Almost two in five (38 per cent) can't come up with \$1,000 and about one-in-four (26 per cent) can't even come up with \$500 during an emergency without borrowing or selling something.

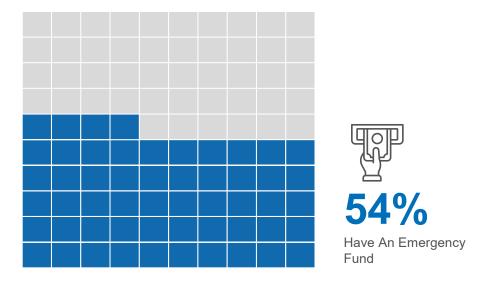
Liquid Capital Available





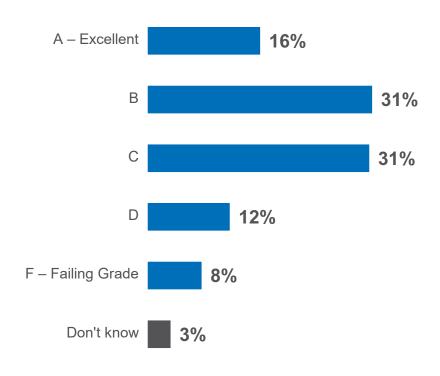
• Only a little over half of Canadians (54 per cent) say they have an emergency fund stashed away.

Emergency Fund



• Seventy-eight per cent of Canadians graded themselves an 'A' 'B' or 'C' on their financial report cards and feel confident they have the knowledge and skills needed to make the right choices when it comes to saving, managing debt, investing and budgeting.

Self-Assessed Personal Financial Skills

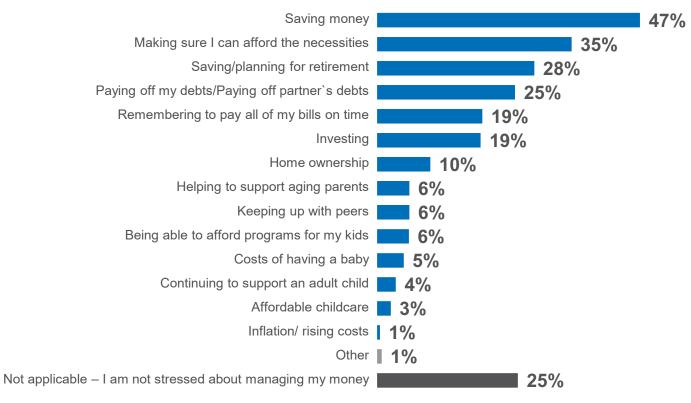


Base: All respondents (n=2000)

H1. If you were to give yourself a letter grade from A to F where A is "excellent" and F is a "failing grade", what would you give yourself when it comes to your overall skills in the area of personal finance, Note: Values less than 3% not shown including saving, managing debt, investing and budgeting?

Saving money was mentioned most often as a cause of financial stress for 47 per cent of Canadians.



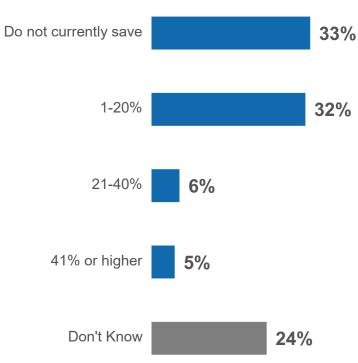


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Note: Values less than 1% not shown

• Respondents cited they are saving 10 per cent of their after-tax income on average and as many as one third of Canadians are not saving anything after taxes.





MEAN AFTER-TAX SAVINGS: 10%

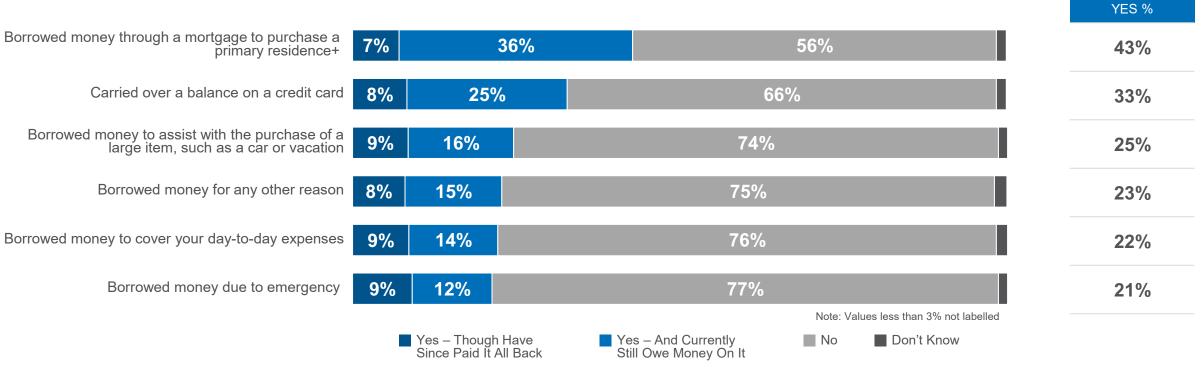
Base: All respondents (n=2000)

E14. Thinking about your monthly after-tax household income, what percentage would you say you save each month? Note: Data on employment status can be found on page 25.



Additional Data

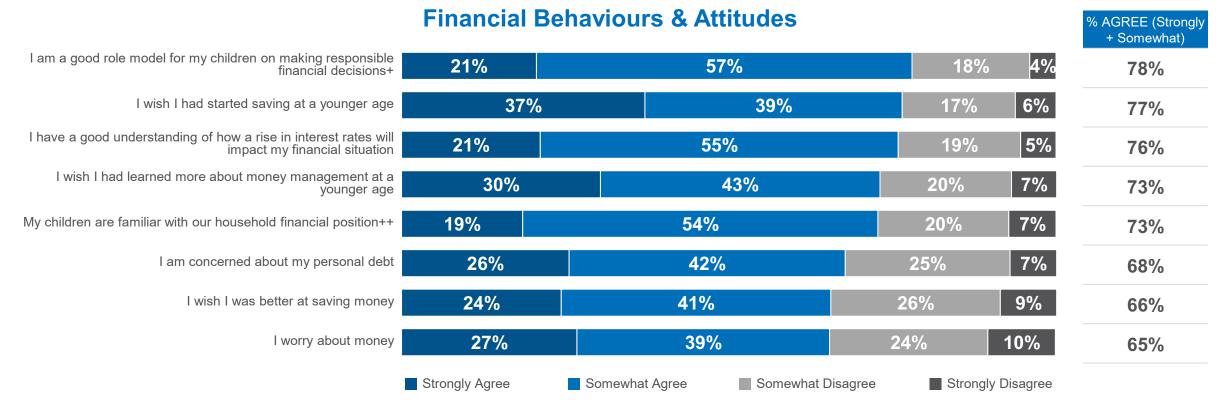
Financial Activity in Past 2 Years



⁺ Pay a mortgage on home (n=577) Base: All respondents (n=2000)



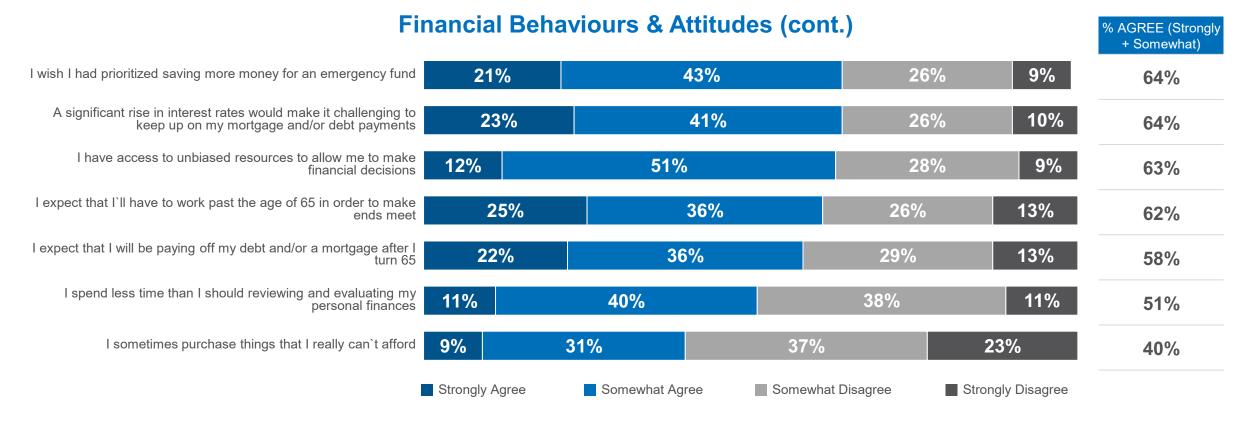
A3. For each of the following, which have you done in the past two years. NOTE: Borrowing could include increasing the amount you have borrowed on an unsecured line of credit or a Home Equity Line of Credit (HELOC).



⁺ Base: Have kids aged 5+; ++ Have kids aged 12+ Base: All respondents (n=2000)



^{13.} For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.



Base: All respondents (n=2000)

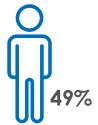


^{13.} For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

Demographics



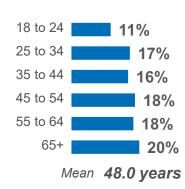






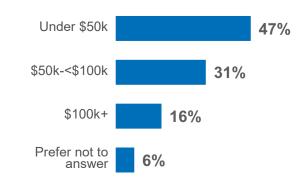


Age

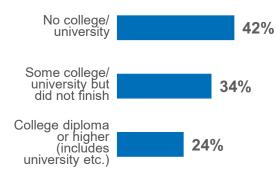




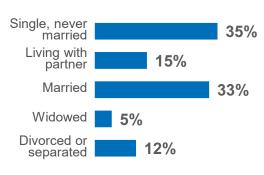
Income



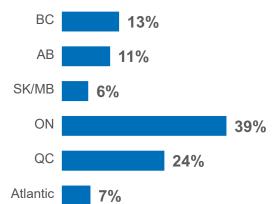












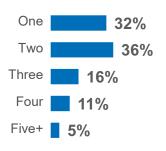


Children In HH

21% Have children under 18 in the household



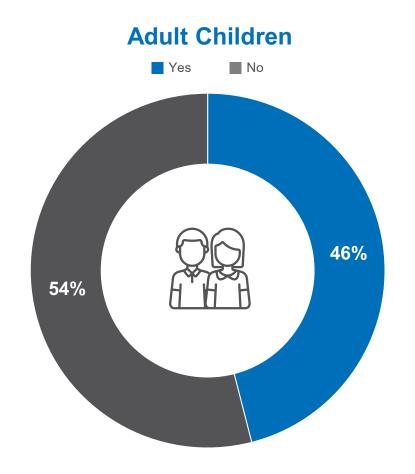
Household Size





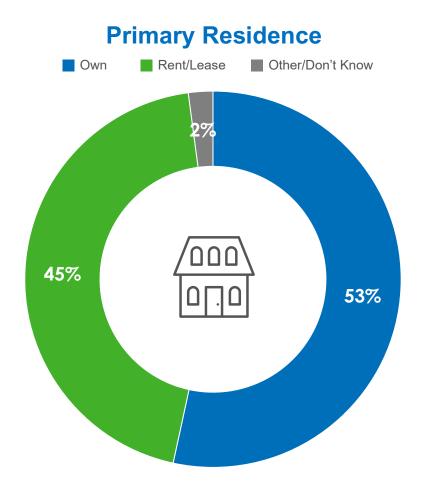


• Nearly half (46%) of Canadians aged 33+ report having adult children who are 18 years of age or older.



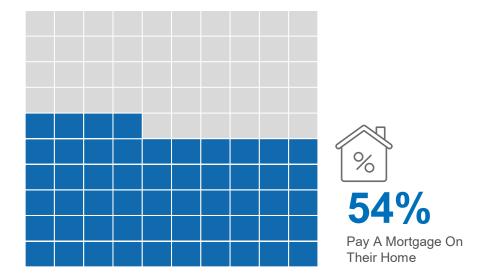


• Only a small majority (53%) of Canadians report that they currently own their primary residence. Nearly half (45%) are renters.



• A majority (54%) of Canadian homeowners are carrying a mortgage.

Mortgage





• As many as one in four (26%) Canadians are currently retired.

Employment Status

