



**Credit Canada**  
Debt Solutions



**FPSC** FINANCIAL  
PLANNING  
STANDARDS  
COUNCIL®

# ***The 2019 Household Debt Survey***

Canadians and their daily financial concerns

**Leger**





DETAILED RESULTS

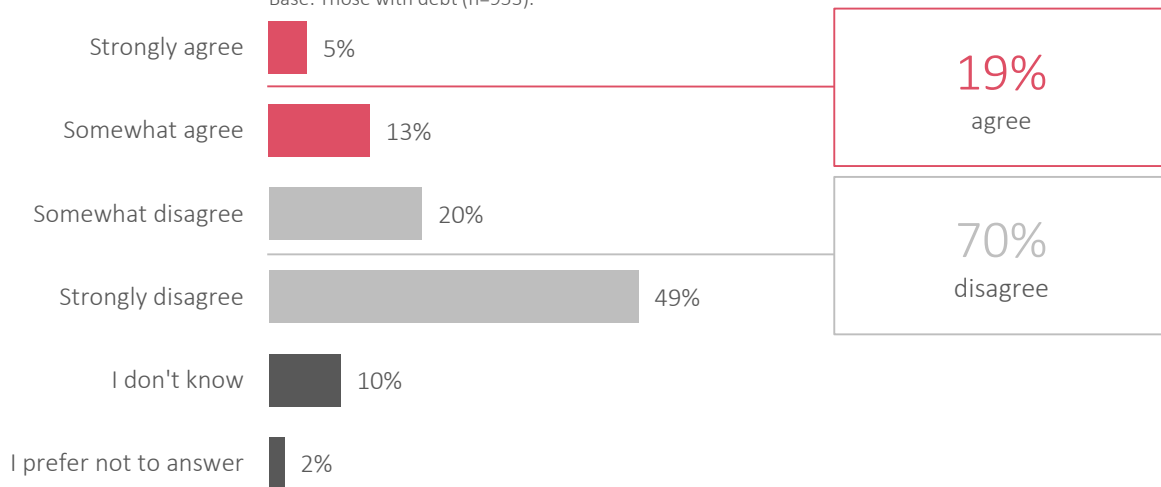
# 2-IN-10 WITH DEBT SAY THEY WILL NEED TO LIQUIDATE ASSETS TO HELP PAY OFF, OR PAY DOWN, THEIR DEBT THIS YEAR

Two-in-ten (19%) Canadians, who currently have debt, say they will need to liquidate assets (e.g. cash in RRSPs, get a second mortgage, sell a vehicle, etc.) to help pay off, or pay down, their debt in 2019. This is significantly higher among males (24% vs. 14% females) and those with children under 18 (23% vs. 16% without children).

0003 To what extent do you agree or disagree with the following statement?

"I will need to liquidate assets (e.g., cash in RRSPs, get a second mortgage, sell a vehicle, etc.) to help pay off, or pay down, my debt in 2019."

Base: Those with debt (n=953).



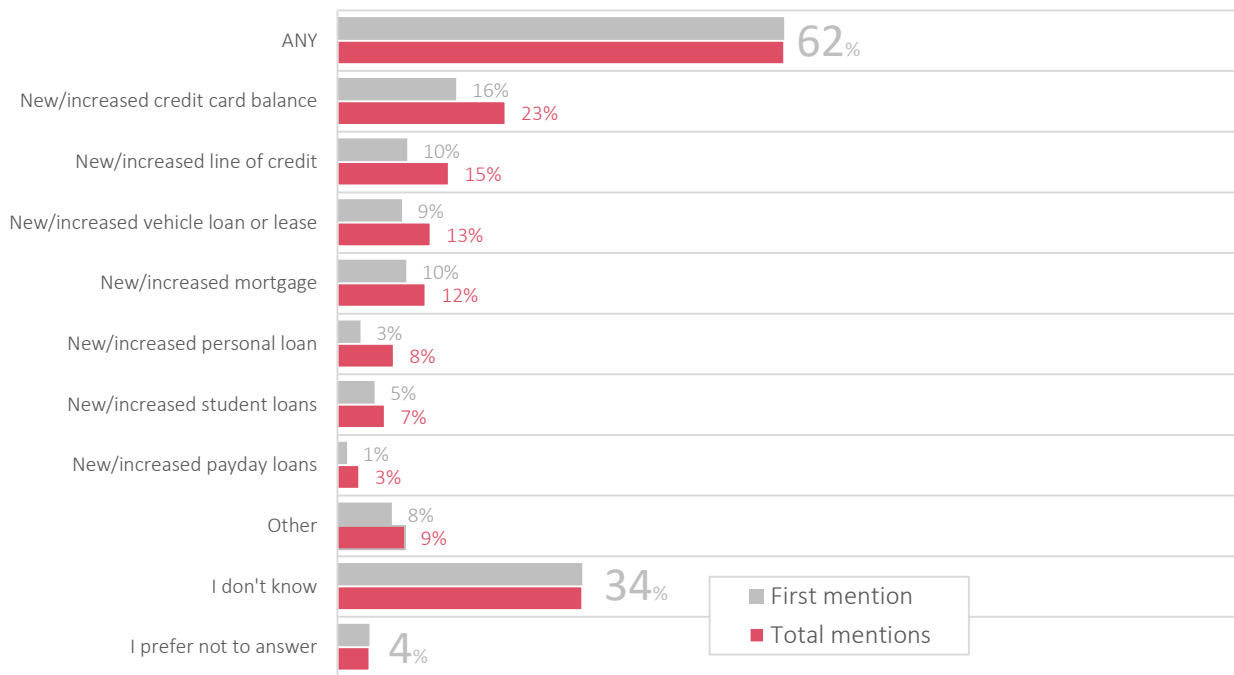
# ALMOST TWO-THIRDS ANTICIPATE NEW FORMS OF DEBT IN 2019

Of those who currently have debt or plan to take on debt this year, 62% anticipate new forms of debt in 2019. Within this group, those under 55 years of age are significantly more likely anticipate new forms of debt this year (67% vs. 50% age 55 and older). 23% anticipate new/increased credit card balance. Other forms of anticipated new debt include new/increased line of credit (15%), new/increased vehicle loan or lease (13%), and new/increased mortgage (12%).

0004 What type of new debt do you most anticipate in 2019?

Are you anticipating any other forms of debt in 2019?

Base: Everyone except those who don't have any debt AND who don't plan to take on any debt this year (n=1094).



# METHODOLOGY

## QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1515 Canadians was completed between January 4 and January 7, 2019, using Leger's online panel.

The margin of error for this study was +/-2.5%, 19 times out of 20.

## ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

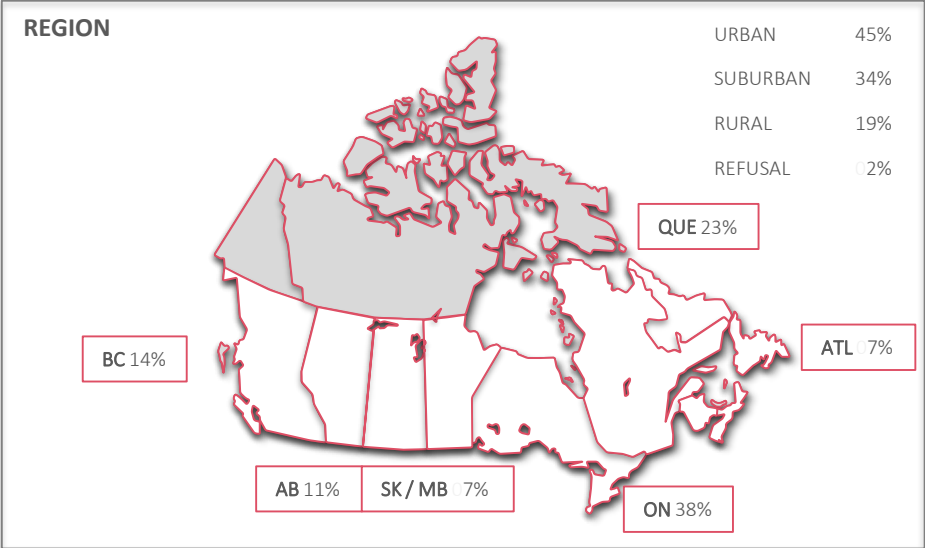
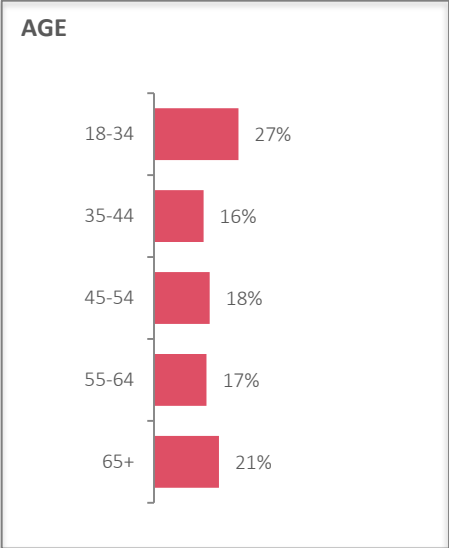
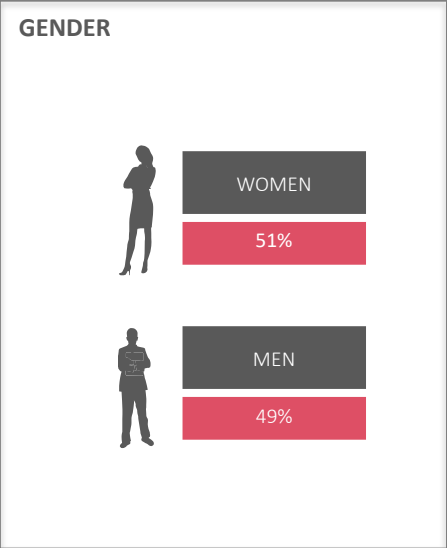
## QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

# RESPONDENT PROFILE

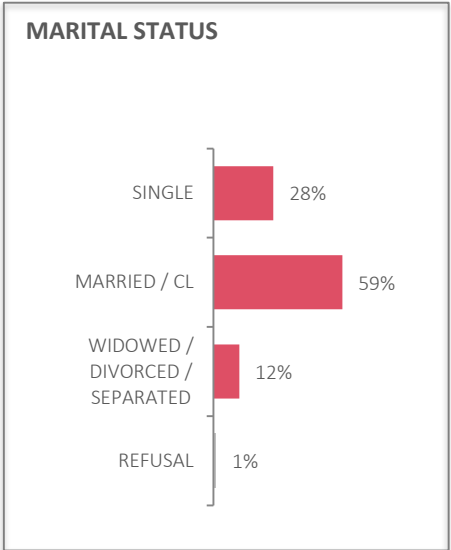
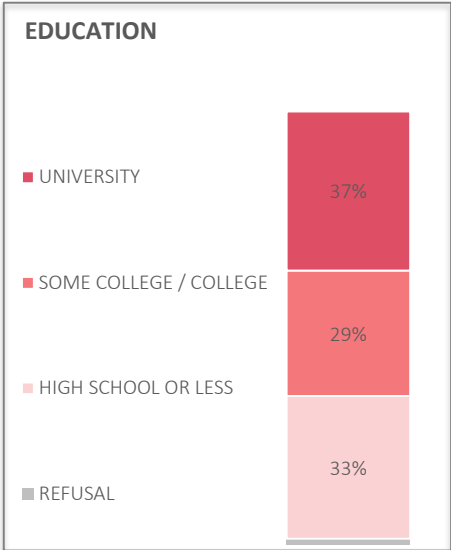
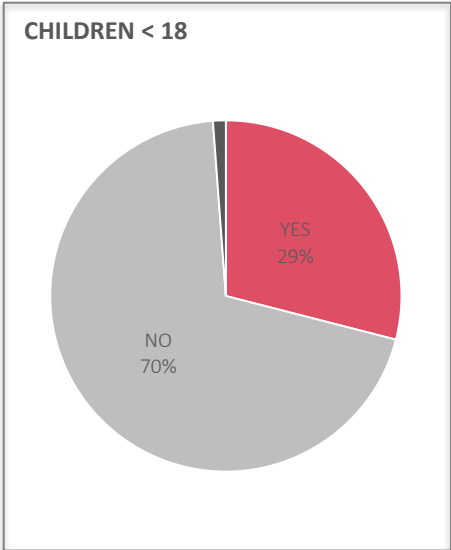
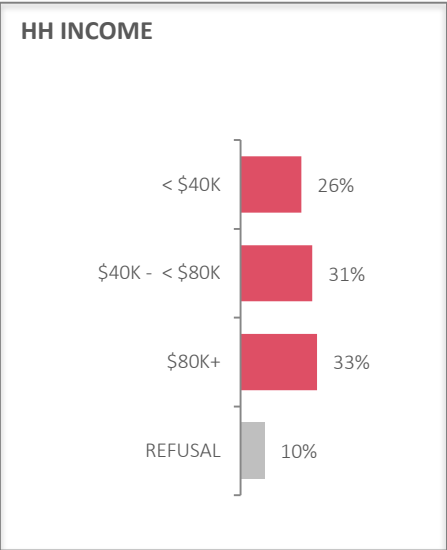
# RESPONDENT PROFILE

Base: All (n=1515).



# RESPONDENT PROFILE

Base: All (n=1515).







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