

VALENTINE'S DAY 2020

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**Credit Canada**  
Debt Solutions

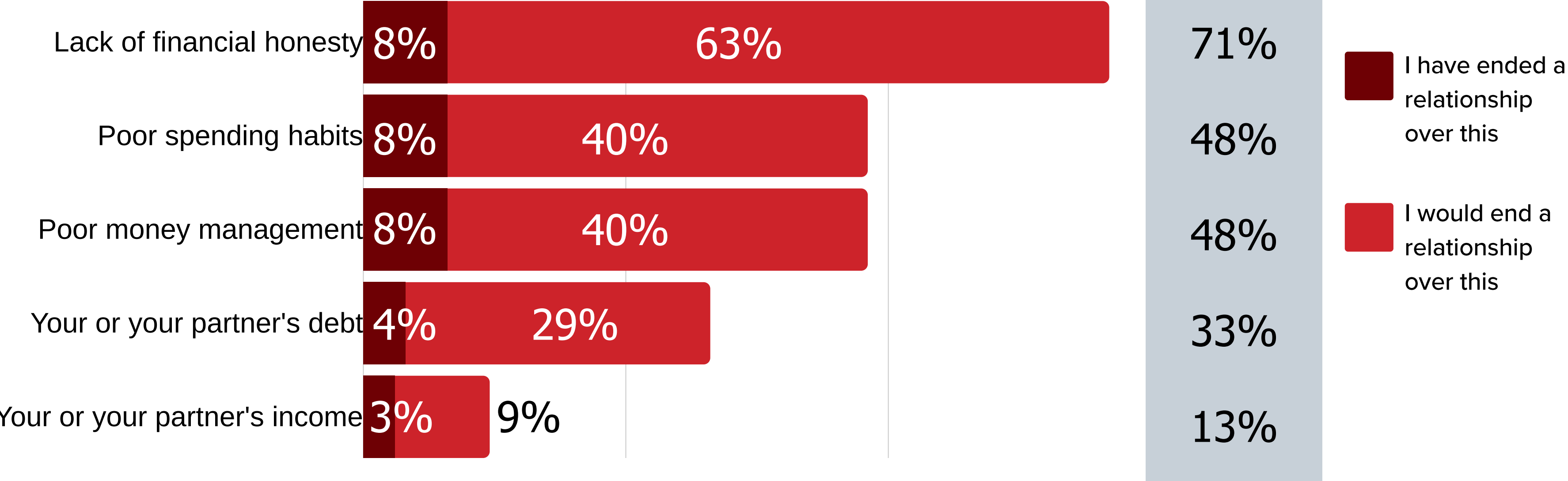
# BREAK UP WITH DEBT 2020

## CREDIT CANADA

ANGUS REID 

Canadians are most likely to end a relationship (either they have already or would) due to a lack of financial honesty, followed by poor spending habits and poor money management.

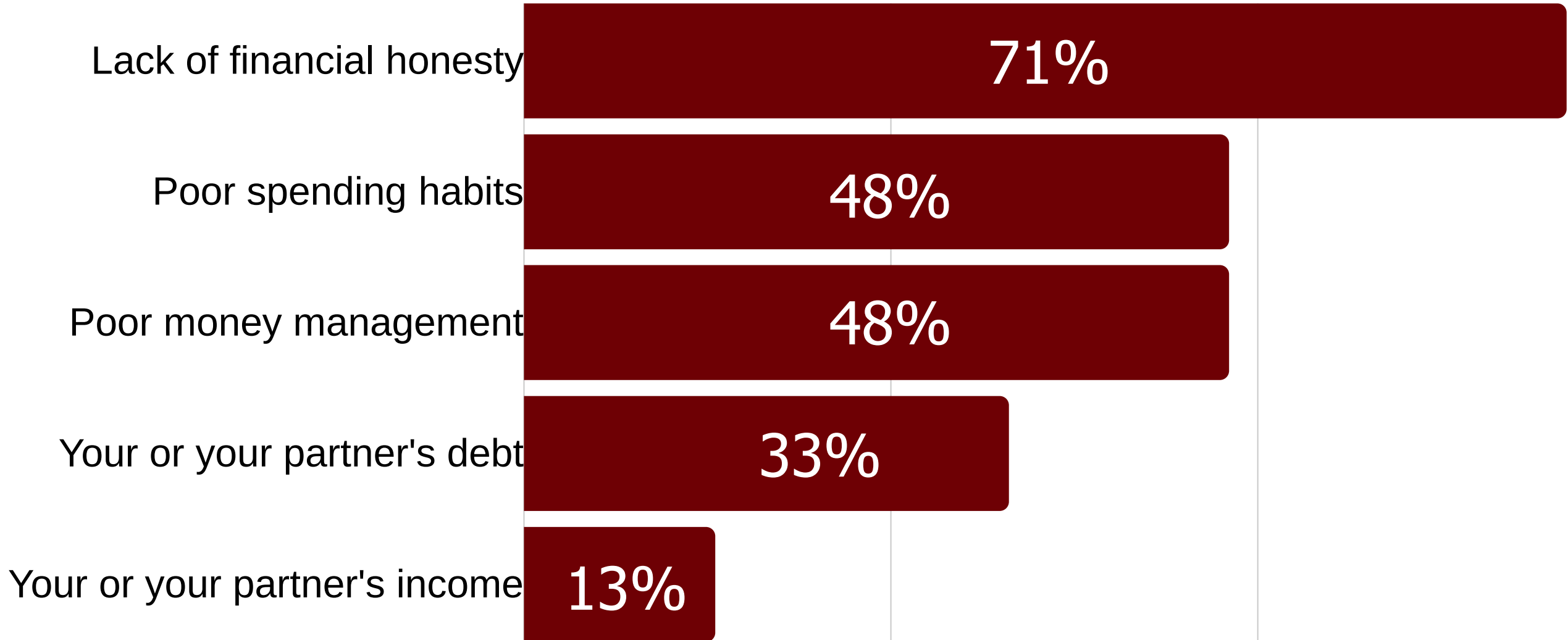
REASONS TO END A RELATIONSHIP










Base: All respondents (n=1502)  
Q1. Have you ever ended a relationship because of the following, or would you?

In all financial scenarios, women are significantly more likely than men to have broken up with their partner or say they would break up with their partner.

REASONS TO END A RELATIONSHIP -  
GENDER DIFFERENCES



	
65%	76% 
44%	52% 
44%	52% 
29%	36% 
11%	15% 

Base: All respondents (n=1552)  
Q1. Have you ever ended a relationship because of the following, or would you?

Canadians cite numerous ways that debt has an impact on them, but debt is most likely to cause feelings of frustration, depression, and a loss of sleep.

## WAYS DEBT IMPACTS CANADIANS



**46%**  
Frustration



**34%**  
Loss of sleep



**31%**  
Embarrassment/  
ashamed



**39%**  
Depression



**32%**  
Avoiding social  
gatherings



**19%**  
Lack of  
motivation

Base: All respondents (n=1552)

Q2. Has your debt impacted you in any of the following ways?



Sixteen per cent of Canadians say debt is keeping them from celebrating Valentine's Day, but this number is higher in Atlantic Canada and Alberta, and among Canadians under 55 and women.

IS DEBT KEEPING YOU FROM  
CELEBRATING VALENTINE'S DAY?



WHO IS MOST LIKELY TO  
SAY THEIR DEBT IS KEEPING  
THEM FROM CELEBRATING  
VALENTINE'S DAY?

- ➔ 23% Atlantic Canadians
- ➔ 21% Albertans
- ➔ 20% Canadians under 55
- ➔ 18% Women

Base: All respondents (n=1552)

Q3. Is your debt keeping you from celebrating Valentine's Day, or has your debt ever kept you from celebrating Valentine's Day?

Canadians that have had their debt keep them from celebrating Valentine's Day are most likely to have used the excuses that they don't believe in Valentine's Day, they have to work late, or they are sick.

EXCUSES USED NOT TO CELEBRATE VALENTINE'S DAY



Base: Debt has kept you from celebrating Valentine's Day (n=244)  
Q4. What excuse have you used to not celebrate Valentine's Day?

# Methodology.

From January 29th to January 30th, 2020 an online survey was conducted among a representative sample of 1,552 Canadians who are members of the Angus Reid Forum. For comparison purposes only, the sample plan would carry a margin of error of +/- 2.5 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding.





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THANK YOU!

