

# CREDIT CANADA SADD INDEX

Seasonal Affective Debt Disorder

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CANADIANS' PERSONAL FINANCIAL OUTLOOK FOR 2020



**Credit Canada**  
Debt Solutions

**ANGUS REID** 

# Five things you should know.

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## 1. MORE THAN THREE QUARTERS OF CANADIANS ARE LOOKING FOR WAYS TO SAVE MONEY THIS WINTER.

The most common ways are by eating more budget-friendly meals, keeping the lights and heat low, and staying in and watching TV.

## 2. DESPITE TRYING TO SAVE MONEY, MANY ARE SPENDING MONEY IN ORDER TO GET THROUGH THE WINTER MONTHS.

This includes going out to restaurants, going shopping, or indulging in takeout.

## 3. YOUNG CANADIANS AGED 18-34 ARE THE BIGGEST SPENDERS AND SAVERS.

They are the most likely to plan to save money this winter, but are also the most likely to spend money on the items/activities listed in the survey.

## 4. THE MAJORITY FEEL THEIR FINANCIAL SITUATION WILL STAY THE SAME BETWEEN NOW AND SPRING 2020.

Three-in-five feel their financial situation will stay the same, and a further one-third feel their financial situation will improve.

## 5. FINANCIAL OUTLOOK BY SPRING 2020 VARIES WITH AGE.

Canadians aged 18-34 are the most likely to feel their financial situation will improve, while those 55+ are most likely to feel their financial situation will stay the same.



This winter, Canadians are planning to save money by eating more budget-friendly meals, keeping the lights and heat as low as possible, and staying home.

WAYS TO SAVE MONEY THIS WINTER



44%

Eat more budget-friendly meals



42%

Keep the lights and heat as low as possible



39%

Watch a lot of TV



37%

Staycation



23%

Satisfied with current debt level

•Base: All respondents (n=1502)  
•M1. Please tell us which of the following things you plan to do this winter to save some money.

While nearly half want to save money by eating more budget-friendly meals, many Canadians are likely to go out to restaurants or indulge in takeout in order to get through the winter months.

WAYS TO SPEND MONEY IN ORDER TO GET THROUGH THE WINTER



•Base: All respondents (n=1502)  
•M2. Now thinking about spending money to get through the winter months, which of the following are you likely to do?



Canadians aged 18-34 are the most likely age group to plan to save money, but also the most likely age group to spend money during the winter months.

YOUNG CANADIANS AGED 18-34



MOST LIKELY AGE GROUP TO  
SAVE MONEY BY:

- ✓ Eating more budget-friendly meals
- ✓ Watching TV rather than going out
- ✓ Taking a staycation

MOST LIKELY AGE GROUP TO  
SPEND MONEY BY:

- ✓ Going out to restaurants
- ✓ Going shopping/online shopping
- ✓ Indulging on takeout

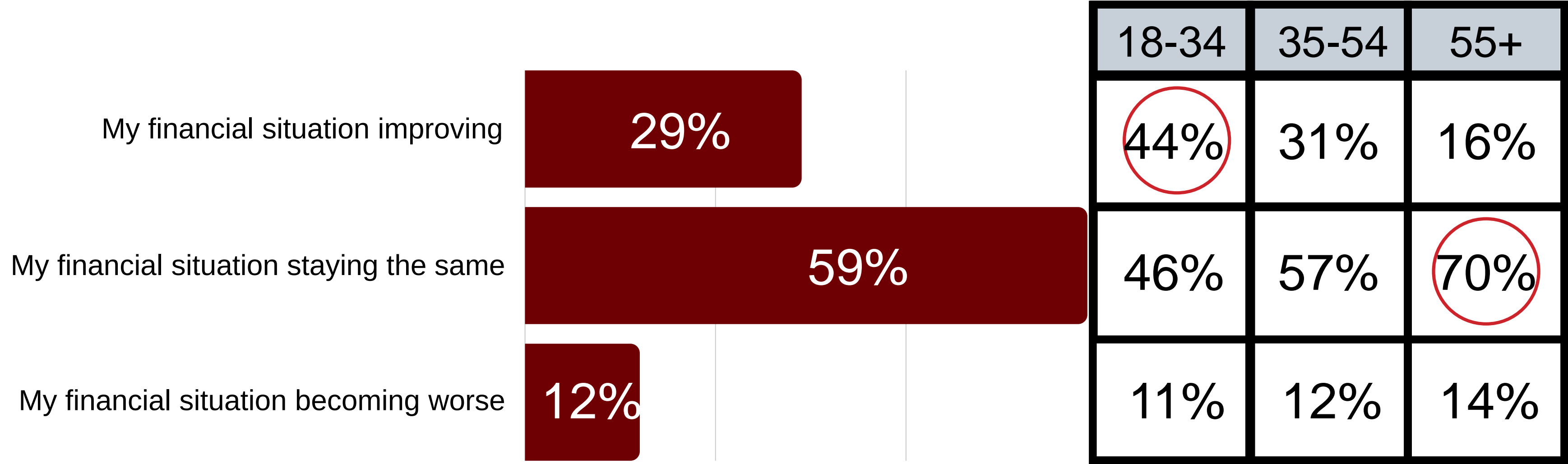
LEAST LIKELY AGE GROUP TO:

- ✗ Save money by keeping the lights and heat as low as possible
- ✗ Spend money this winter by taking a vacation away from home

•Base: All respondents (n=1502)  
•M1. Please tell us which of the following things you plan to do this winter to save some money.  
•M2. Now thinking about spending money to get through the winter months, which of the following are you likely to do?

While the majority feel their financial situation will stay the same between now and spring 2020, younger Canadians aged 18-34 are the most likely to feel their financial situation will improve, and Canadians 55+ are the most likely to feel their financial situation will stay the same.

FINANCIAL FORECAST FOR WINTER 2020



•Base: All respondents (n=1502)  
•M3. All things considered, between now and spring do you foresee...

# Methodology.

From January 9th to January 12th, 2020 an online survey was conducted among a representative sample of 1,502 Canadians. Respondents 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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# ANGUS REID

THANK YOU!