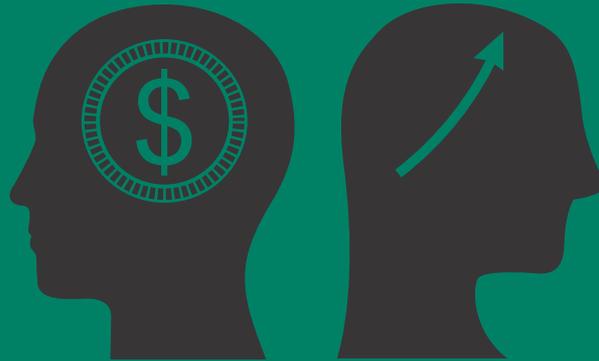


REPORT

The *Debt Awareness Survey*



Credit Canada
Debt Solutions

METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1,517 Canadian residents was completed between July 27th to July 31st, 2018, using Leger's online panel. A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally and has a retention rate of 90%.

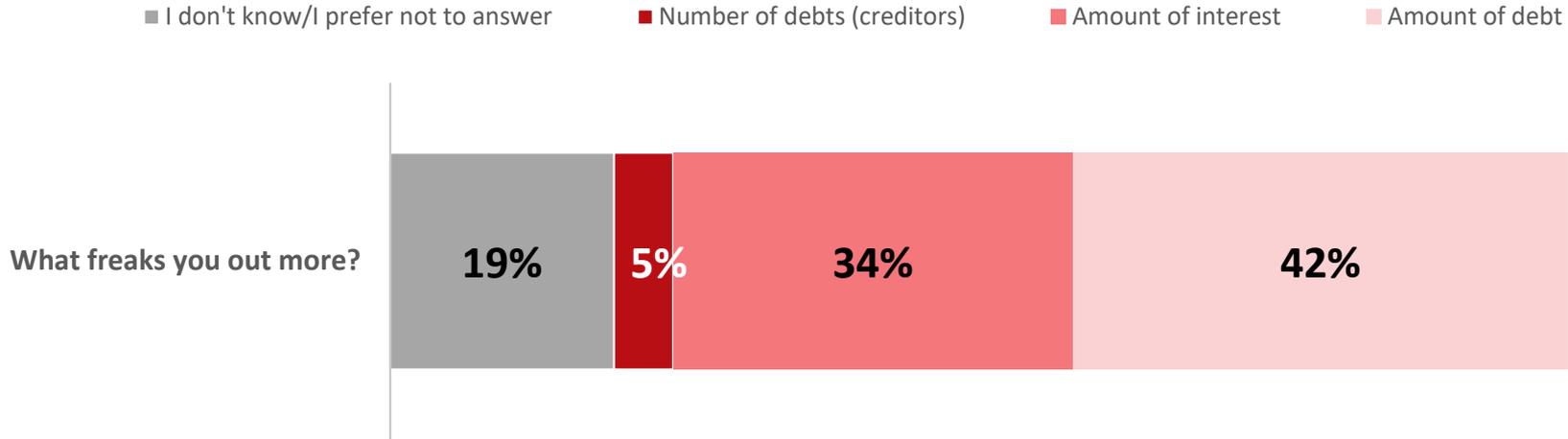
QUALITY CONTROL

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.

DETAILED RESULTS

DEBT PRINCIPAL FREAKS MOST OUT SLIGHTLY EDGING INTEREST AMOUNT

Interestingly, as age increases the higher the likelihood debtors are freaked out by interest rather than principal.



Q3: Thinking about your debt, what freaks you out more?

Base: Canadians with debt (n=1080)

DEMOGRAPHIC BREAKDOWN

	TOTAL	ATL	QC	ON	MB/SK	AB	BC
n=	1080	81	230	426	72	114	156
Amount of debt	42%	39%	37%	43%	50%	50%	41%
Amount of interest	34%	36%	36%	34%	19%	31%	40%
Number of debts (creditors)	5%	4%	5%	4%	17%	5%	4%
DK/ I prefer not to answer	19%	21%	22%	20%	15%	14%	15%

	TOTAL	18-34	35-44	45-54	55-64	65+
n=	1080	319	204	229	161	166
Amount of debt	42%	50%	45%	42%	38%	29%
Amount of interest	34%	26%	31%	39%	36%	42%
Number of debts (creditors)	5%	8%	5%	4%	4%	2%
DK/ I prefer not to answer	19%	16%	18%	15%	22%	27%

Q3: Thinking about your debt, what freaks you out more?

Base: Canadians with debt (n=1080)

DEMOGRAPHIC BREAKDOWN

	TOTAL	SINGLE	MARRIED	DVORCD/ WID/SEP
n=	1080	298	615	153
Amount of debt	42%	47%	41%	40%
Amount of interest	34%	29%	37%	35%
Number of debts (creditors)	5%	7%	4%	7%
DK/ I prefer not to answer	19%	17%	18%	18%

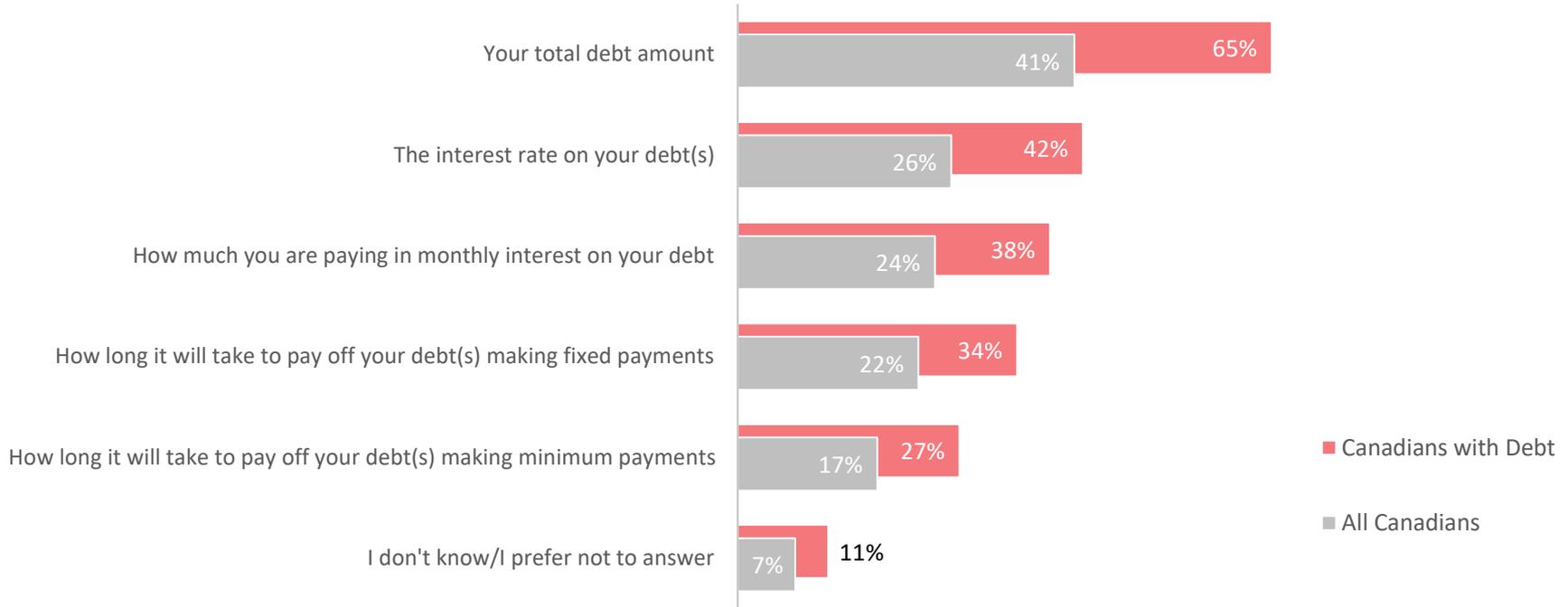
	TOTAL	<\$40K	\$40K- \$79K	\$80K+
n=	1080	260	358	350
Amount of debt	42%	50%	44%	37%
Amount of interest	34%	28%	32%	41%
Number of debts (creditors)	5%	7%	6%	4%
DK/ I prefer not to answer	19%	15%	18%	17%

Q3: Thinking about your debt, what freaks you out more?

Base: Canadians with debt (n=1080)

ONLY TWO-THIRDS OF CANADIANS WITH DEBT ARE CONFIDENT THEY KNOW THE TOTAL AMOUNT THEY OWE

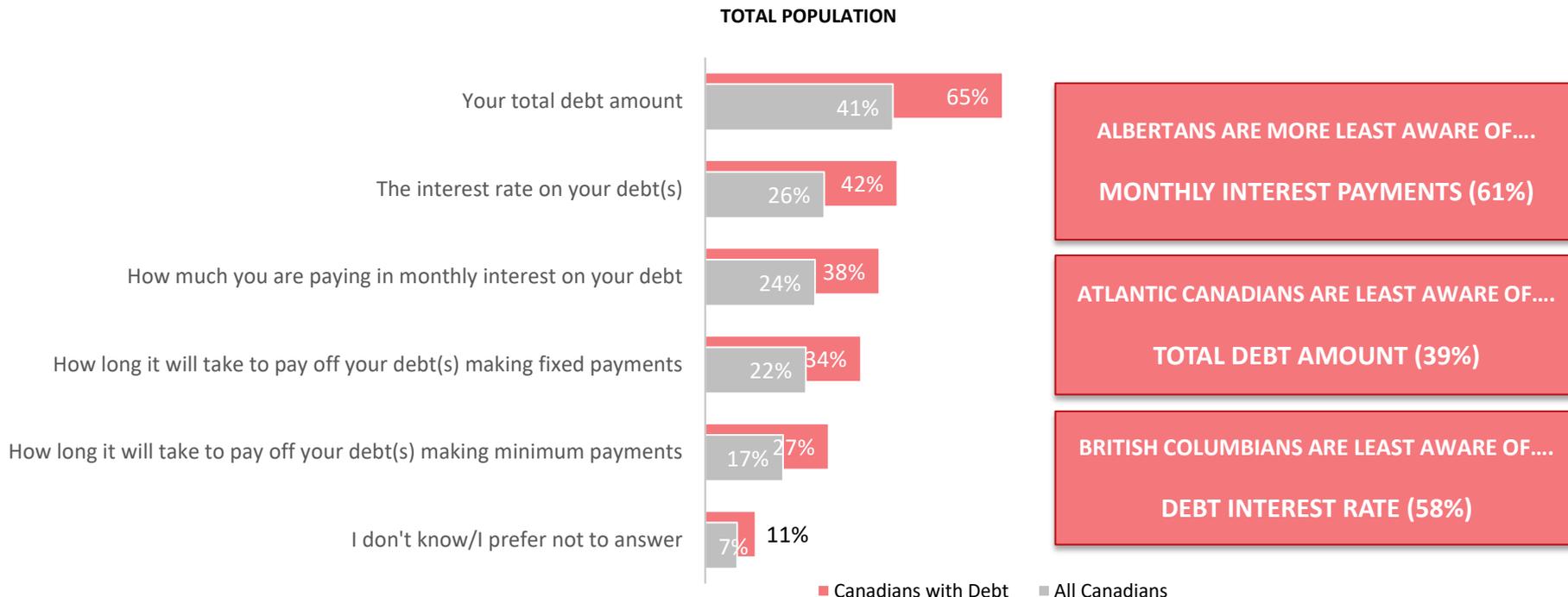
Confidence dips with more specific aspects of debt, such as monthly interest payments and payment schedule.



Q5: Thinking about your debt (excluding mortgages and car loans), which of the following would you say you are confidently aware of?

Base: All respondents (n=1517)

ONLY TWO-THIRDS OF CANADIANS WITH DEBT ARE CONFIDENT THEY KNOW THE TOTAL AMOUNT THEY OWE



Q5: Thinking about your debt (excluding mortgages and car loans), which of the following would you say you are confidently aware of?

Base: All respondents (n=1517)

DEMOGRAPHIC BREAKDOWN (Canadians with debt)

	TOTAL	ATL	QC	ON	MB/SK	AB	BC
n=	950	72	196	370	69	105	137
Your total debt amount	65%	61%	62%	66%	58%	71%	66%
The interest rate on your debt(s)	42%	44%	44%	42%	29%	46%	41%
How long it will take to pay off your debt(s) making minimum payments	27%	26%	23%	28%	27%	28%	31%
How long it will take to pay off your debt(s) making fixed payments	34%	37%	34%	31%	42%	46%	28%
How much you are paying in monthly interest on your debt	38%	43%	32%	39%	32%	39%	42%
DK/I prefer not to answer	11%	7%	13%	13%	11%	6%	5%

	TOTAL	18-34	35-44	45-54	55-64	65+
n=	950	293	177	200	146	134
Your total debt amount	65%	58%	68%	64%	65%	75%
The interest rate on your debt(s)	42%	30%	48%	42%	47%	55%
How long it will take to pay off your debt(s) making minimum payments	27%	25%	34%	32%	23%	21%
How long it will take to pay off your debt(s) making fixed payments	34%	30%	32%	36%	38%	39%
How much you are paying in monthly interest on your debt	38%	29%	42%	42%	40%	45%
DK/I prefer not to answer	11%	14%	12%	10%	9%	5%

Q5: Thinking about your debt (excluding mortgages and car loans), which of the following would you say you are confidently aware of?

Base: Excludes those saying 'I don't have any debt' (n=950)

DEMOGRAPHIC BREAKDOWN (Canadians with debt)

	TOTAL	SINGLE	MARRIED	DVORCD/ WID/SEP
n=	950	261	543	137
Your total debt amount	65%	64%	67%	61%
The interest rate on your debt(s)	42%	35%	46%	41%
How long it will take to pay off your debt(s) making minimum payments	27%	29%	27%	24%
How long it will take to pay off your debt(s) making fixed payments	34%	34%	35%	36%
How much you are paying in monthly interest on your debt	38%	29%	42%	40%
DK/I prefer not to answer	11%	13%	9%	8%

	TOTAL	<\$40K	\$40K- \$79K	\$80K+
n=	950	245	308	298
Your total debt amount	65%	60%	63%	74%
The interest rate on your debt(s)	42%	31%	45%	50%
How long it will take to pay off your debt(s) making minimum payments	27%	26%	25%	32%
How long it will take to pay off your debt(s) making fixed payments	34%	35%	36%	36%
How much you are paying in monthly interest on your debt	38%	31%	39%	47%
DK/I prefer not to answer	11%	12%	9%	7%

Q5: Thinking about your debt (excluding mortgages and car loans), which of the following would you say you are confidently aware of?

Base: Excludes those saying 'I don't have any debt' (n=950)

DEMOGRAPHIC BREAKDOWN (Canadians with debt).

	TOTAL	<=HIGH SCHOOL	COLLEGE	UNIV.
n=	950	306	286	335
Your total debt amount	65%	59%	68%	68%
The interest rate on your debt(s)	42%	32%	49%	47%
How long it will take to pay off your debt(s) making minimum payments	27%	22%	25%	34%
How long it will take to pay off your debt(s) making fixed payments	34%	31%	38%	36%
How much you are paying in monthly interest on your debt	38%	28%	41%	45%
DK/I prefer not to answer	11%	16%	8%	6%

	TOTAL	WORKING	HOMEMAKER	STUDENT	RETIRED	UNEMPLOYED
n=	950	562	47	65	168	44
Your total debt amount	65%	65%	46%	61%	74%	61%
The interest rate on your debt(s)	42%	45%	31%	21%	53%	25%
How long it will take to pay off your debt(s) making minimum payments	27%	30%	28%	18%	20%	25%
How long it will take to pay off your debt(s) making fixed payments	34%	36%	26%	26%	40%	28%
How much you are paying in monthly interest on your debt	38%	44%	25%	10%	42%	20%
DK/I prefer not to answer	11%	8%	29%	16%	7%	20%

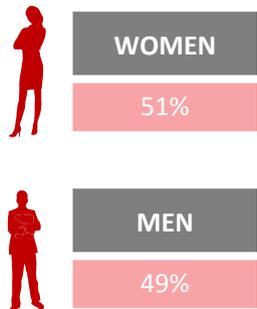
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Base: Excludes those saying 'I don't have any debt' (n=950)

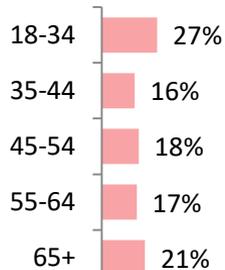
RESPONDENT PROFILE

RESPONDENT PROFILE

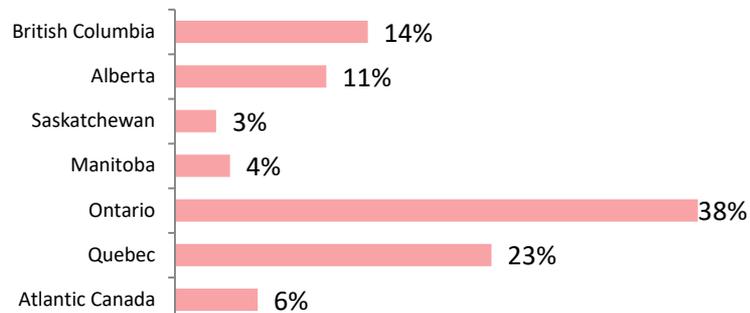
GENDER



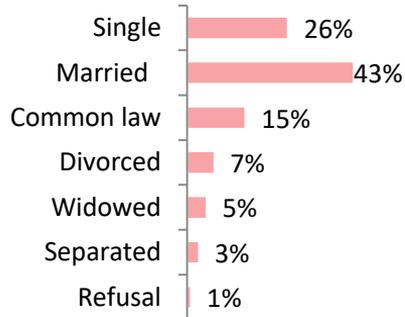
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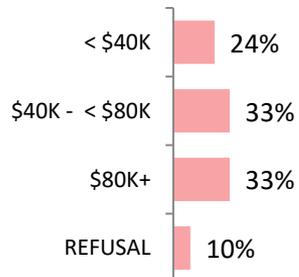
REGION



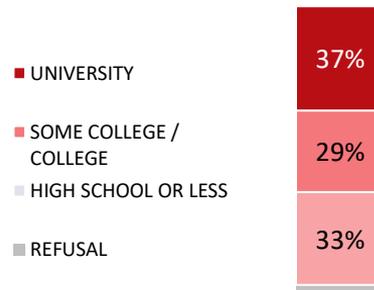
STATUS



HH INCOME



EDUCATION



PROFESSION

