

Report

## DYSFUNCTIONAL DEBT SURVEY



Credit Canada®

DATE 2018-08-01 PROJECT NUMBER 81595-009



# METHODOLOGY

## QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1,517 Canadian residents was completed between July 27<sup>th</sup> to July 31<sup>st</sup>, 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

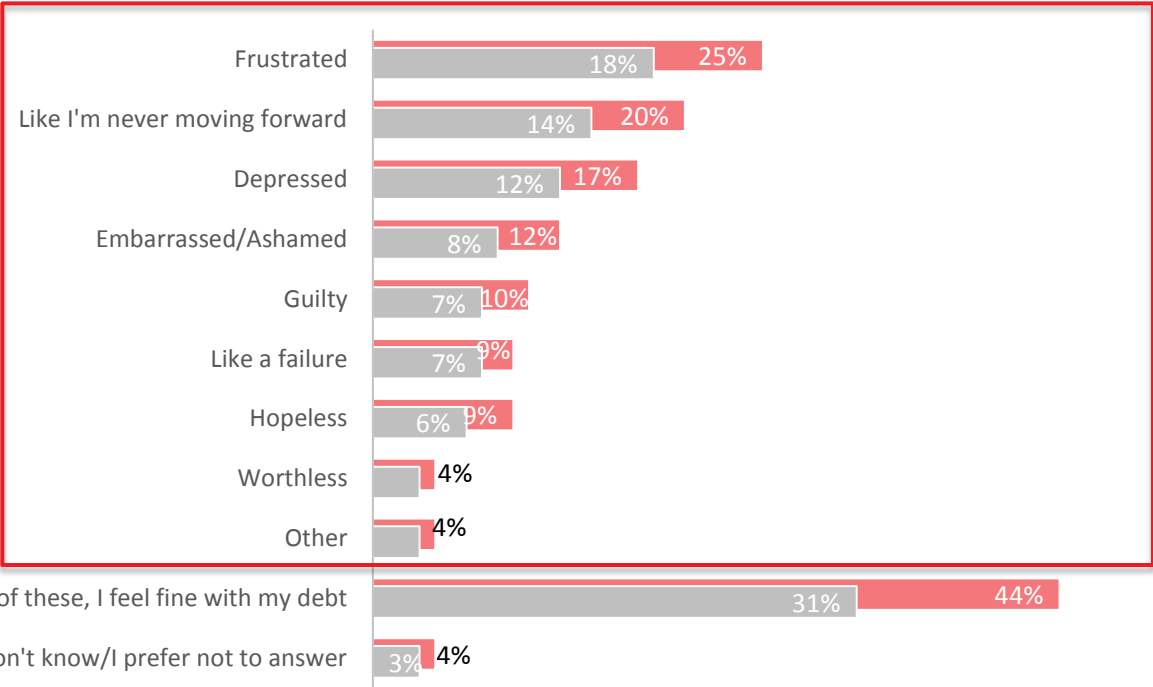
Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: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

# DETAILED RESULTS

# MORE CANADIANS HAVE NEGATIVE FEELINGS TOWARDS THEIR DEBT THAN FEEL AT EASE WITH IT



Groups with particularly negative feelings towards their debt include parents (54%) and millennials (50%).



NEGATIVE FEELING (ALL)  
**37%**

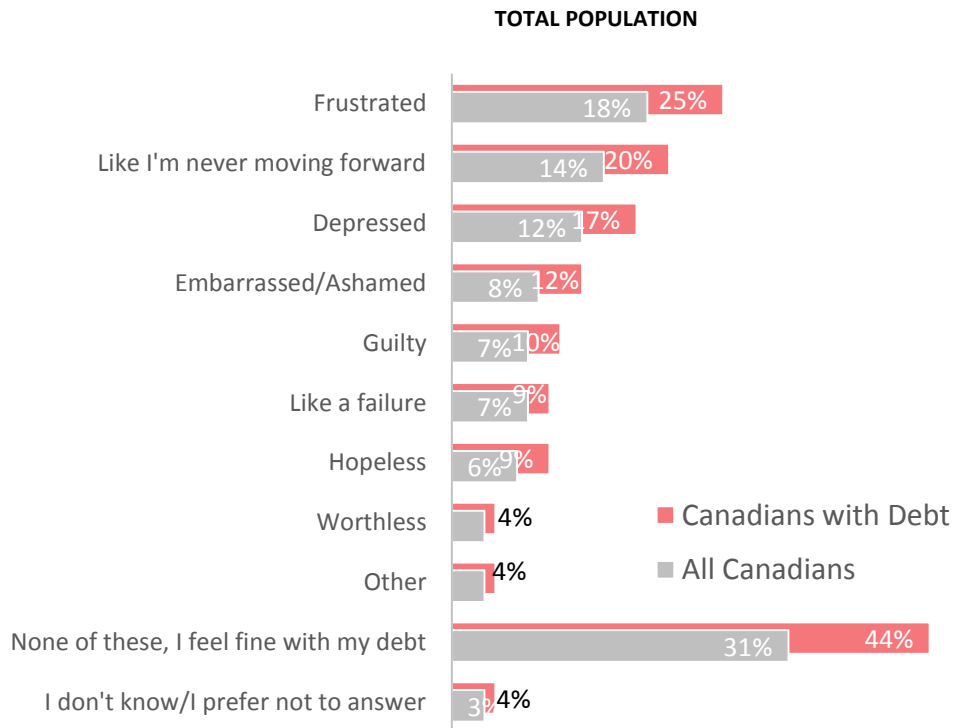
NEGATIVE FEELING (DEBTORS)  
**53%**

- Canadians with Debt
- All Canadians

Q1: How does your current debt level make you feel?

Base: All respondents (n=1517)

# ALBERTANS WITH DEBT (65%) ARE MORE LIKELY TO HAVE NEGATIVE FEELINGS THAN THOSE IN ATLANTIC CANADA (58%) AND BRITISH COLUMBIA (56%)



ALBERTANS ARE MORE LIKELY TO FEEL....

**FRUSTRATED (39%)**  
**EMBARRASSED (18%)**  
**GUILTY (14%)**

ATLANTIC CANADIANS ARE MORE LIKELY TO FEEL....

**WORTHLESS (6%)**

BRITISH COLUMBIANS ARE MORE LIKELY TO FEEL....

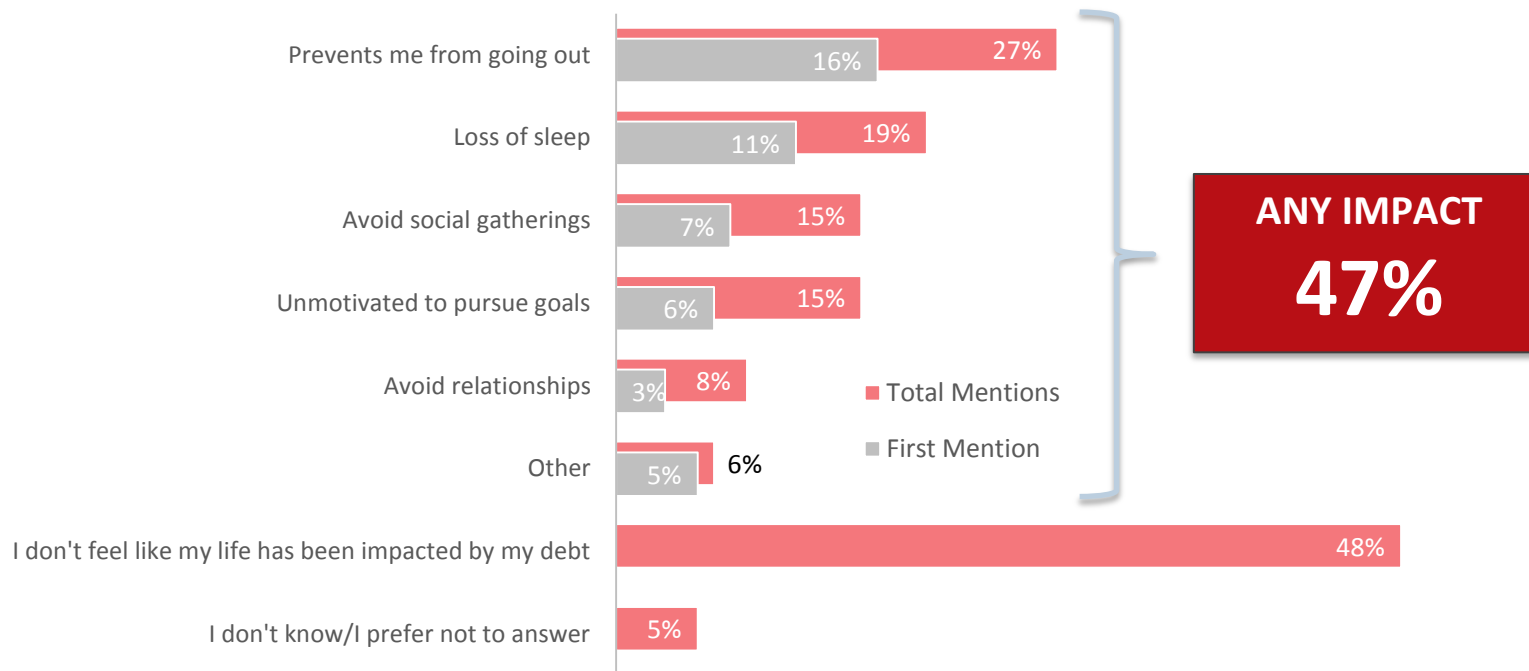
**DEPRESSED (23%)**

Q1: How does your current debt level make you feel?

Base: All respondents (n=1517)

# HALF OF THOSE WITH DEBT SEE IT IMPACTING THEIR LIVES NEGATIVELY

Those more willing to indicate that debt has had some negative impact on their lives are millennials (61%), lower income earners (60%), parents (59%), and those living in urban areas (53%).



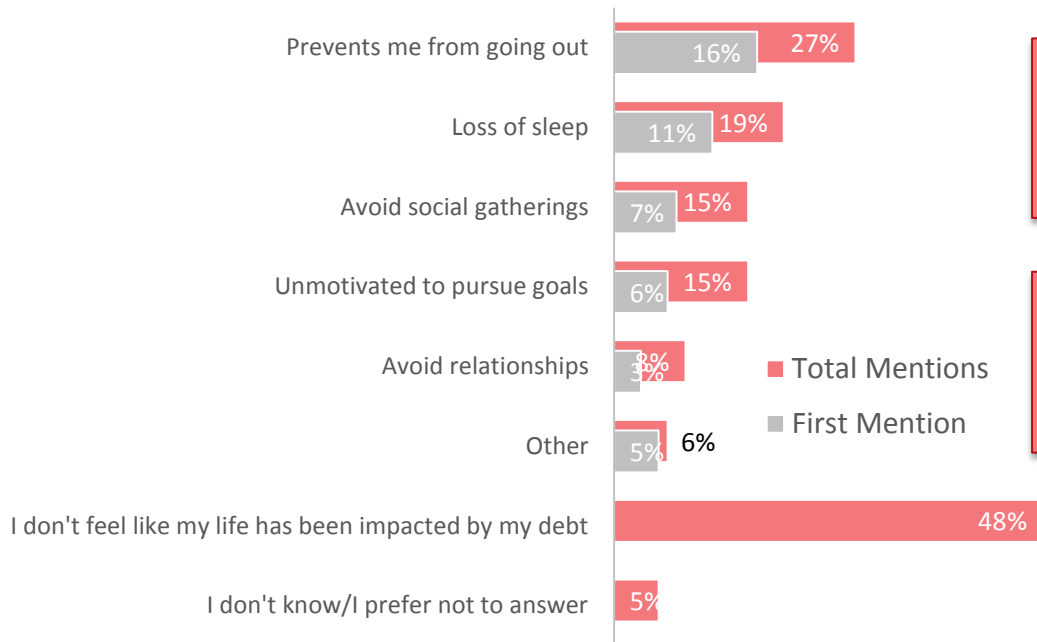
Q2: Has your debt impacted your life in any of the following ways?

Base: Canadians with debt (n=1080)

# ALBERTANS (54%) ARE MORE LIKELY TO HAVE BEEN IMPACTED BY THEIR DEBT THAN BRITISH COLUMBIANS (49%) AND ATLANTIC CANADIANS (41%)



## TOTAL POPULATION



ALBERTANS ARE MORE LIKELY TO IMPACTED WITH....  
 PREVENTS THEM FROM GOING OUT (34%)  
 LOSS OF SLEEP (25%)

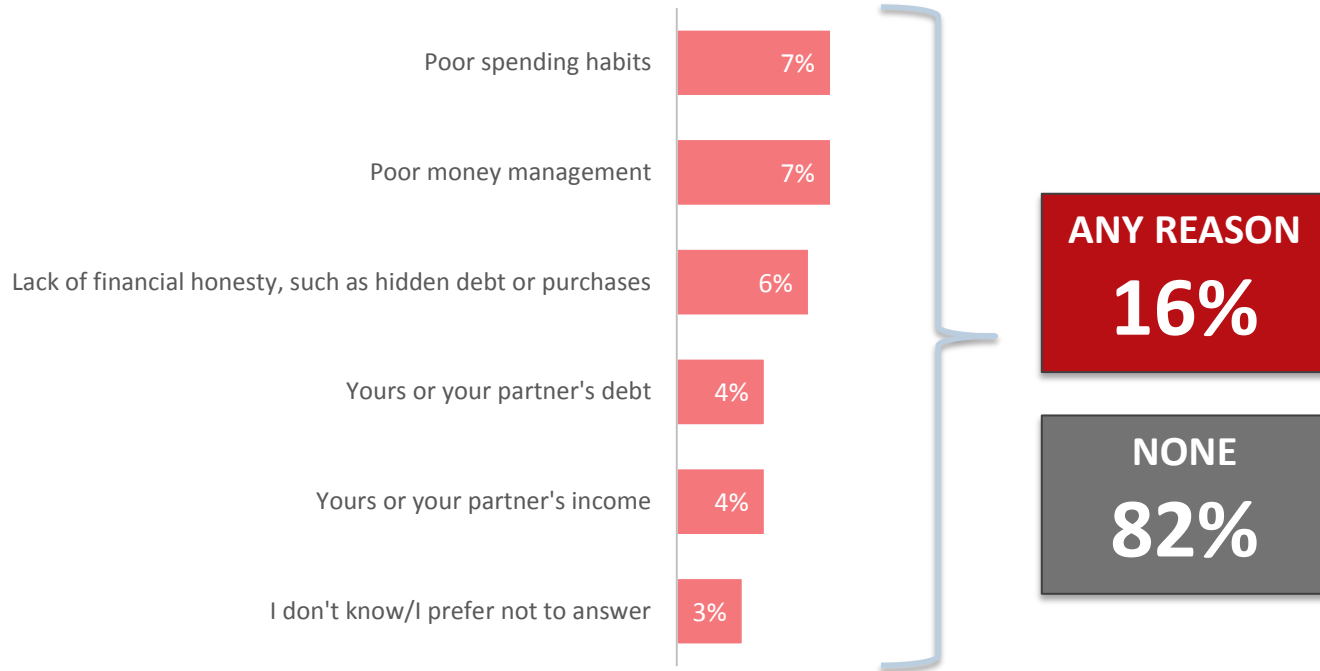
BRITISH COLUMBIANS ARE MORE LIKELY TO BE IMPACTED WITH....  
 UNMOTIVATED TO PURSUE GOALS (22%)  
 AVOID SOCIAL GATHERINGS (20%)

Q2: Has your debt impacted your life in any of the following ways?

Base: Canadians with debt (n=1080)

# ONE IN FIVE CANADIANS HAVE ENDED A RELATIONSHIP DUE TO FINANCIAL ISSUES

This is most likely to occur among parents (28%), millennials (26%), lower income earners (24%), and men (19%). Those with negative feelings toward their debt (28%) or have had debt negatively impact their life in some way (31%) are twice as likely to have ended a relationship due to financial reasons.

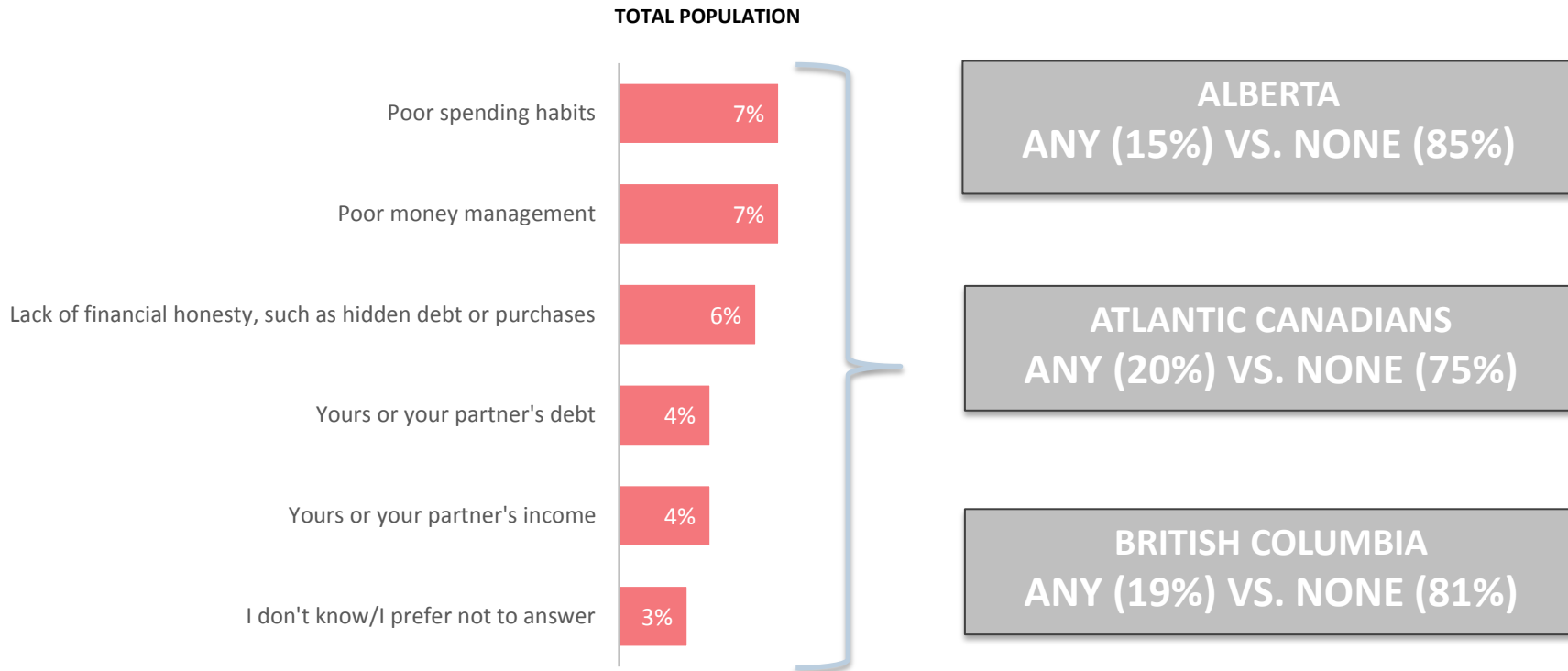


Q4: **Have you ever ended a relationship because of the following?**

Base: All respondents (n=1517)



# ALBERTANS ARE LEAST LIKELY TO HAVE ENDED A RELATIONSHIP BECAUSE OF FINANCIAL OR DEBT ISSUES



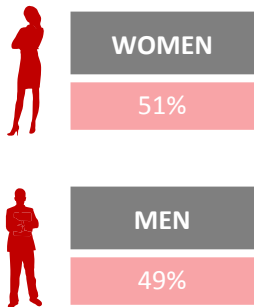
Q4: **Have you ever ended a relationship because of the following?**

Base: All respondents (n=1517)

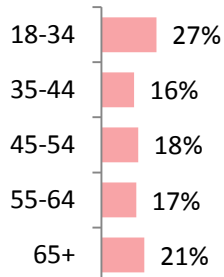
# RESPONDENT PROFILE

# RESPONDENT PROFILE

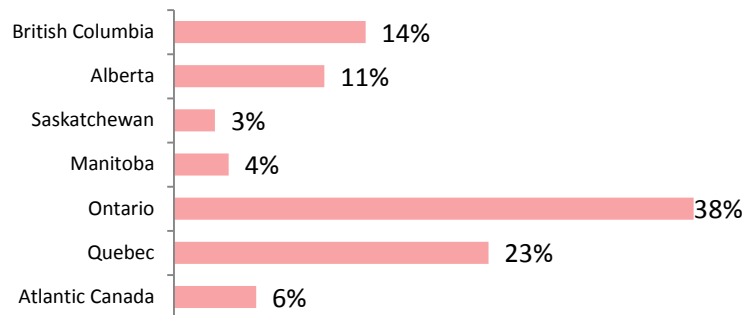
## GENDER



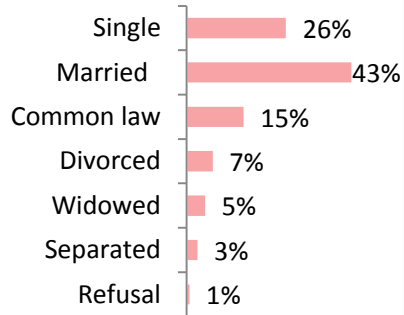
## AGE



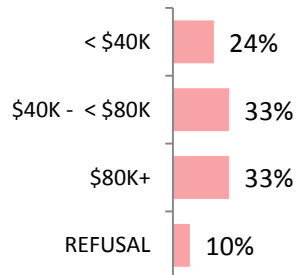
## REGION



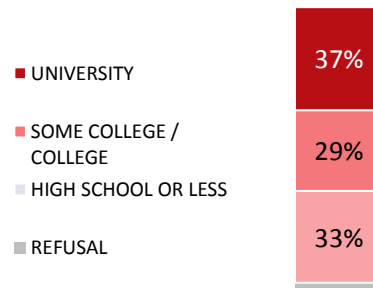
## STATUS



## HH INCOME



## EDUCATION



## PROFESSION

