

# Financial Stress Survey



**FP Canada**<sup>TM</sup>  
*Advancing Professional  
Financial Planning*

A Survey By **Leger**

# Methodology

## QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1,510 Canadians was completed between May 21-23, 2020, using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20. Where applicable: results were compared to 2018 and 2014 questions. Note: 2014 results are among Canadians (excluding Quebecers).

## 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.

# ONE-THIRD WORK WITH A FINANCIAL PROFESSIONAL; 12% WORK WITH A FINANCIAL PLANNER.

One-third (34%) of Canadians say they work with a financial professional, with 12% working with a financial planner such as a CFP® professional or QAFP™ professional. Those aged 35+ (vs. under age 35), and those in Québec (vs. the rest of Canada) are significantly more likely to be working with a financial planner (and, in fact, any financial professional).

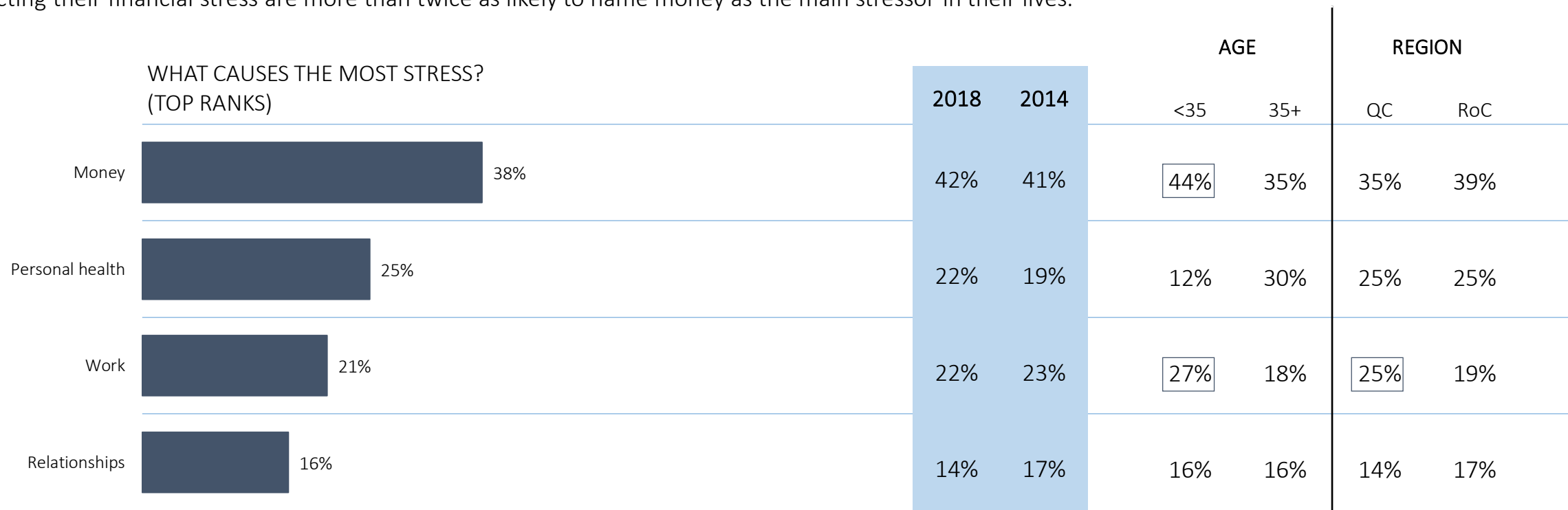
WORK WITH FINANCIAL PROFESSIONAL:		AGE		REGION	
		<35	35+	QC	RoC
WORK WITH PROFESSIONAL	34%	23%	<input type="checkbox"/> 38%	<input type="checkbox"/> 40%	33%
Financial planner such as CFP or QAFP professional	12%	6%	<input type="checkbox"/> 14%	<input type="checkbox"/> 15%	11%
Investment advisor	18%	9%	<input type="checkbox"/> 21%	19%	17%
Insurance agent	14%	11%	<input type="checkbox"/> 15%	<input type="checkbox"/> 18%	13%
A different type of financial professional	4%	5%	3%	5%	3%
I don't work with a financial professional	60%	<input type="checkbox"/> 69%	56%	55%	<input type="checkbox"/> 61%
DK / I prefer not to answer	6%	7%	5%	5%	6%

Q1. Do you work with one of the following financial professionals? Base: All (n=1510).

Significantly higher

# CANADIANS ARE MOST STRESSED ABOUT MONEY.

Canadians say money causes them the most stress in their life, with 38% saying it's their number one worry. Younger Canadians (<35 vs. 35+), and those without a financial planner (vs. use a financial planner) are significantly more likely to say money causes stress in their lives. Those who say the COVID-19 pandemic is impacting their financial stress are more than twice as likely to name money as the main stressor in their lives.

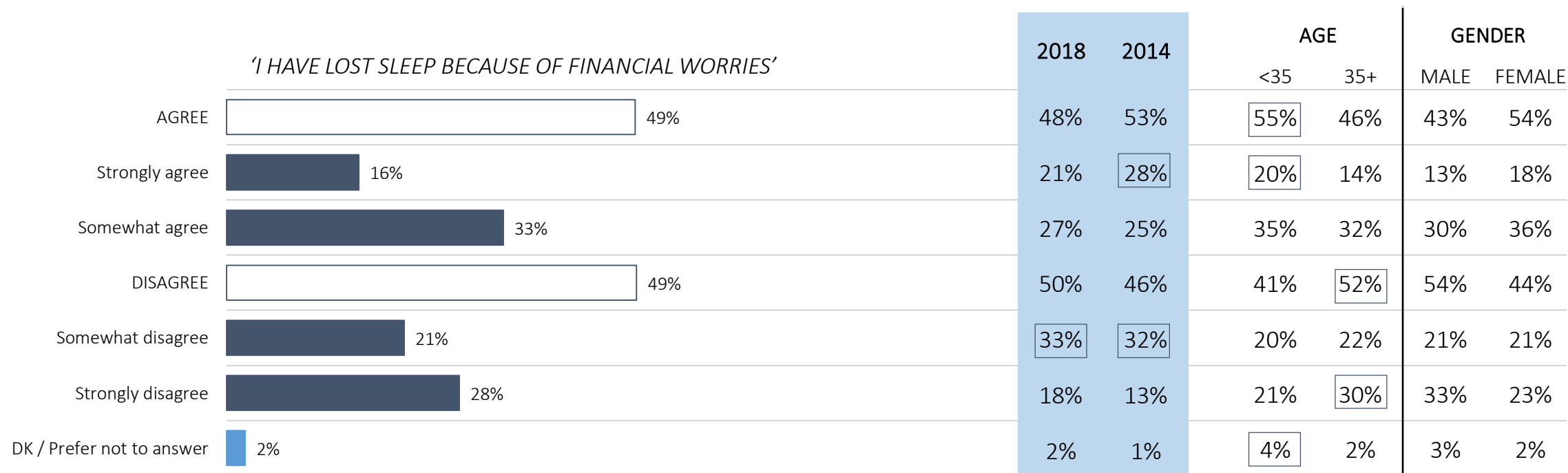


Q2. In general, what tends to cause you the most stress in your life? Base: All (n=1510). 2018: Base: 1530. 2014: Base: 1005 (Canadians excluding Quebec)

Significantly higher

# HALF HAVE LOST SLEEP BECAUSE OF FINANCIAL WORRIES.

Half (49%) say they have lost sleep because of financial worries, with younger Canadians, women, those without a financial planner, and those who say the COVID-19 pandemic has financially impacted them significantly, more likely to say they have lost sleep. When compared to previous waves, a similar number are losing sleep over finances.



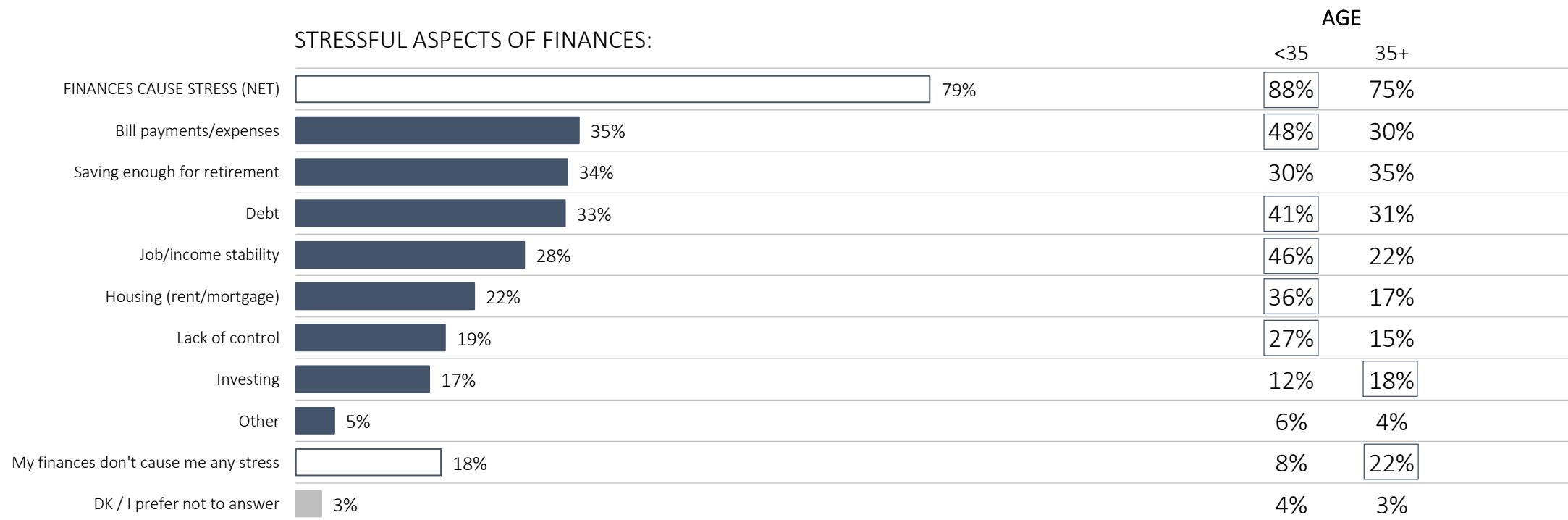
Q3. How much do you agree, or disagree, with the following statement: I have lost sleep because of financial worries.

Base: All (n=1510). 2018: Base: 1530. 2014: Base: 1005 (Canadians excluding Québec)

  Significantly higher

# EIGHT-IN-TEN SAY THAT THERE IS AT LEAST ONE ASPECT OF THEIR FINANCES THAT CAUSES THEM STRESS.

Eight-in-ten (79%) say at least one aspect of their finances cause stress, with younger Canadians, those without a financial planner, and those who say the COVID-19 pandemic has impacted their financial stress significantly more likely to say so. Those who have lost sleep over financial matters are significantly more likely to say all these aspects have caused stress (96% vs. 63% have not lost sleep).



Q4. Which of the following aspects of your finances cause you stress? Base: All (n=1510).

Significantly higher

# FOUR-IN-TEN BELIEVE THAT IF THEY PAY DOWN DEBT, THEIR FINANCIAL STRESS WILL BE REDUCED.

Four-in-ten (38%) believe that paying down debt would reduce financial stress, and a similar number (36%) say that saving more would go a long way to alleviating financial worries. Younger Canadians, those without a financial planner, and those saying COVID-19 has impacted their financial stress are significantly more likely to agree with both these actions. Just over one-in-ten (13%) say that getting financial advice from a professional could help reduce stress, especially those under age 35 and those who already use a financial planner.

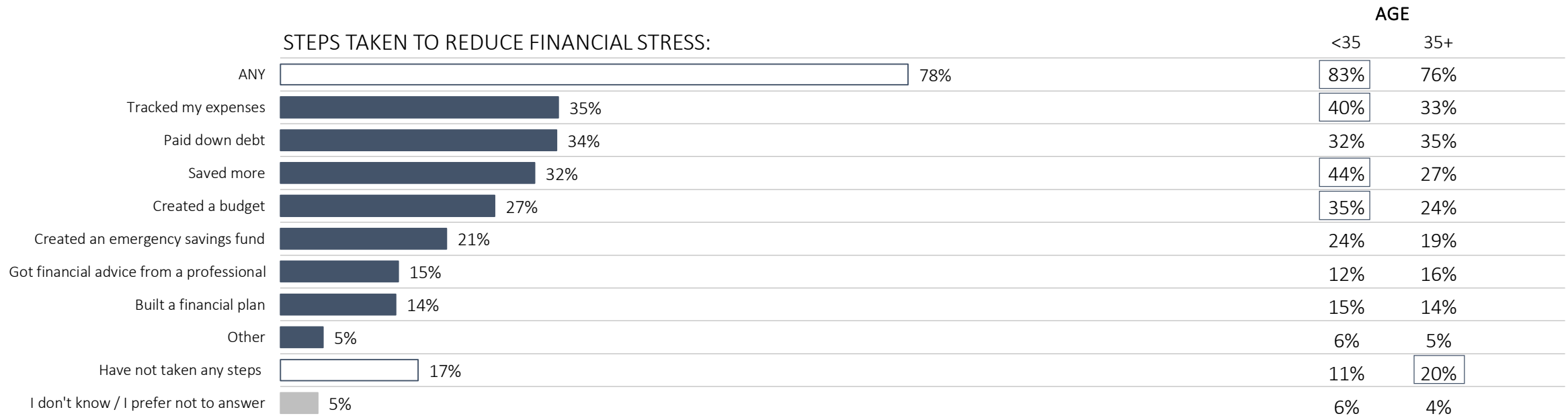
ACTIONS COULD REDUCE FINANCIAL STRESS:		AGE	
		<35	35+
CAN REDUCE FINANCIAL STRESS (NET)	78%	86%	75%
Paying down debt	38%	44%	36%
Save more	36%	53%	30%
Having an emergency savings fund	32%	37%	30%
Creating a budget	25%	43%	18%
Building a financial plan	20%	32%	15%
Understanding my expenses	19%	28%	15%
Getting financial advice from a professional	13%	17%	11%
Other	8%	6%	9%
Nothing can reduce my financial stress	12%	7%	14%
DK / I prefer not to answer	10%	7%	11%

Q5. Which of the following actions do you believe will help to reduce financial stress? Base: All (n=1510).

Significantly higher

# EIGHT-IN-TEN HAVE TAKEN SOME STEPS TO REDUCE FINANCIAL STRESS.

Eight-in-ten (78%) Canadians have taken at least one step to reduce their financial stress, with those under age 35 and those who are experiencing financial stress due to the COVID-19 pandemic significantly more likely to have taken some steps. One-third have tracked their expenses (35%), paid down debt (34%), and saved more (32%). Those who have a financial planner (vs. those who do not) are significantly more likely to say they created an emergency savings fund, got professional advice, and built a financial plan.



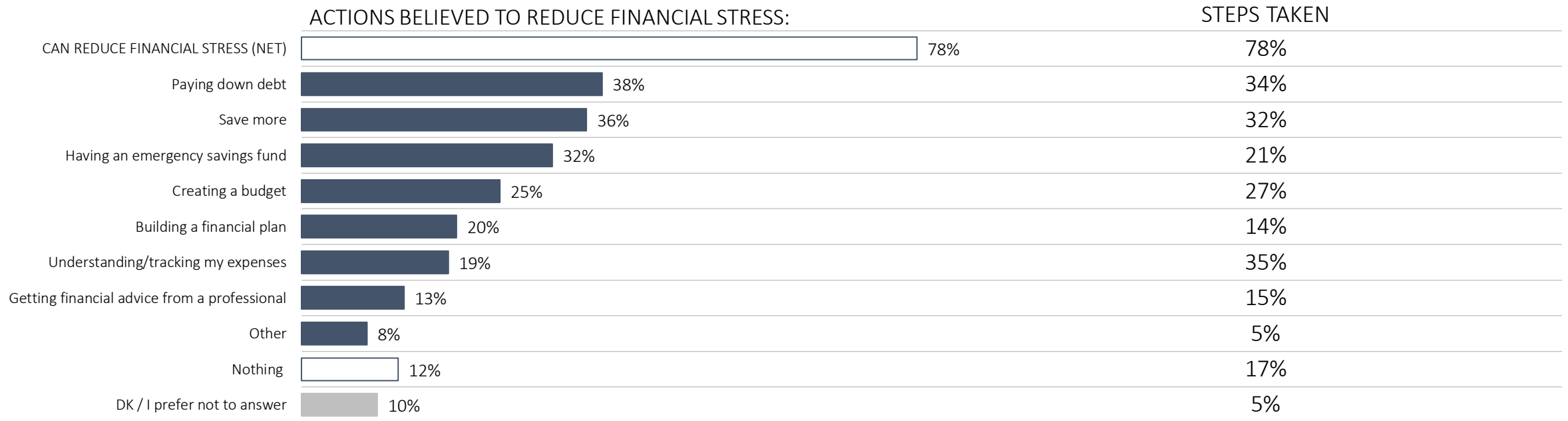
Q6. Which of the following steps have you taken (if any) to reduce your financial stress? Base: All (n=1510).

Significantly higher



# TWO-IN-TEN THOUGHT UNDERSTANDING/TRACKING THEIR EXPENSES COULD REDUCE FINANCIAL STRESS; ONE-THIRD IMPLEMENTED THIS.

A similar number who believed paying down debt, saving more, and creating a budget could reduce financial stress, actually implemented these steps. However, although 32% believe having an emergency savings fund might help reduce financial stress, just 21% took steps to build one. While just 19% felt that understanding/tracking their expenses could help, 35% took steps to do this in order to reduce their financial stress.



Q5. Which of the following actions do you believe will help to reduce financial stress? Base: All (n=1510).

Q6. Which of the following steps have you taken (if any) to reduce your financial stress? Base: All (n=1510).

# HALF SAY THAT FINANCIAL STRESS IMPACTS THEIR LIFE AT LEAST ONE WAY.

Half (50%) of Canadians say that financial stress has impacted their life in at least one way, with health issues (18%), marriage/relationship problems (15%), distractions and reduced productivity at work (14%), and family disputes (13%) the most common ways stress affects them. Four-in-ten (38%) say that financial stress doesn't impact their lives at all, with those aged 35+, Quebecers, Canadians who have a financial planner, and those who say the COVID-19 pandemic has not impacted their financial stress significantly more likely to say this.

FINANCIAL STRESS IMPACTED YOUR LIFE:		AGE		REGION	
		<35	35+	QC	RoC
FINANCIAL STRESS HAS IMPACT (NET)	50%	59%	46%	44%	52%
Health issues	18%	17%	19%	13%	20%
Marriage/relationship problems	15%	20%	13%	9%	17%
Distracted at work/reduced productivity	14%	22%	11%	11%	15%
Family disputes	13%	17%	12%	14%	13%
Substance abuse/mental health challenges	10%	14%	8%	7%	10%
Other	9%	8%	10%	10%	9%
No impact on my life	38%	30%	41%	44%	36%
DK/ Prefer not to answer	12%	11%	13%	12%	12%

Q7. How has financial stress impacted your life? Base: All (n=1510).

  Significantly higher

# EIGHT-IN-TEN HAVE AT LEAST 1 FINANCIAL REGRET, WITH SAVING MONEY BEING THE TOP REGRET

Four-in-ten (42%) Canadians say they would have saved more money and started saving earlier. Another 34% wish they'd started investing more/earlier/wiser, while 29% regret not spending less. Younger Canadians, those without a financial planner and those who say COVID-19 has impacted their financial stress are significantly more likely to say they wish they'd spent less.

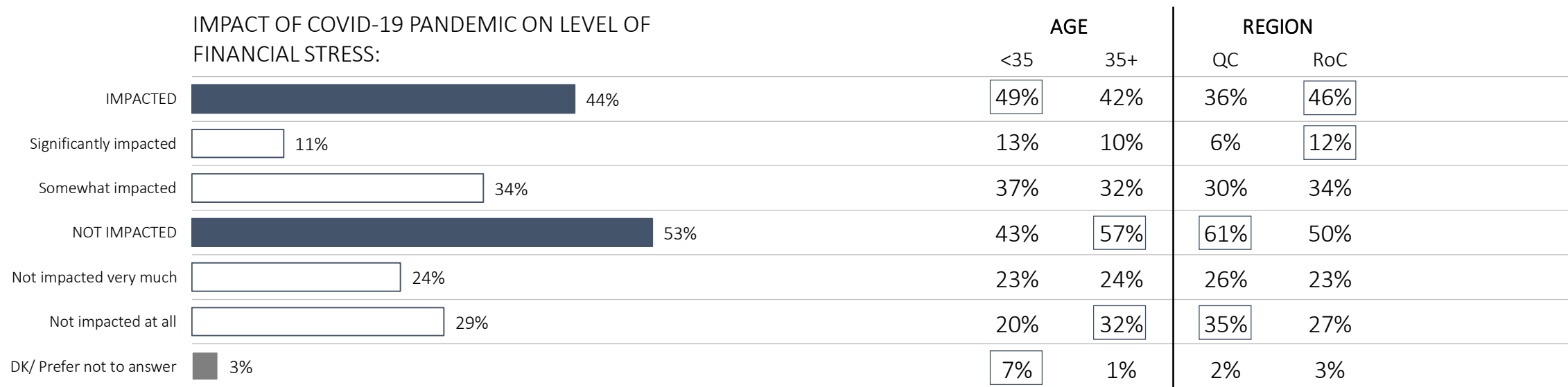
GREATEST FINANCIAL REGRET:	AGE	
	<35	35+
HAVE AT LEAST ONE REGRET (NET)	85%	79%
Save more money /start saving earlier	43%	41%
Invest more / earlier / wiser	29%	35%
Spend less	43%	25%
Acquired a better education	18%	22%
Obtained a better job / better paying job	25%	19%
Bought a house / condo / property	12%	10%
Better salary negotiation	9%	7%
Got advice from a financial professional	9%	6%
Other	6%	6%
I don't have any regrets	9%	18%
I don't know / I prefer not to answer	6%	3%

Q9. What is your greatest financial regret - that is, if you could go back in time and do things differently, what would that be? Base: All (n=1510).

Significantly higher

# 44% SAY THAT THE COVID-19 PANDEMIC HAS IMPACTED THEIR LEVEL OF FINANCIAL STRESS.

Four-in-ten (44%) say the COVID-19 pandemic has had some impact on their level of financial stress, with 11% saying it has significantly impacted their stress level. Younger Canadians, those outside of Québec (vs. Quebecers), those who have lost sleep due to financial worries, are significantly more likely to say they have been impacted by COVID-19 when it comes to levels of financial stress, while those who do not have a financial planner are more likely to say they've been significantly impacted (vs. those with a planner). Just over half, however, say the pandemic has not impacted their level of financial stress.



Q10. What impact has the COVID-19 pandemic had on your level of financial stress? Base: All (n=1510).

 Significantly higher

# Leger



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