

# MNP DEBT INDEX

Wave 30

September 2024

© 2022 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

**MNP** LTD



# Methodology



- These are findings of an Ipsos poll conducted on behalf of MNP.
- For this survey, a sample of **2,001 Canadians** from the Ipsos i-Say panel was interviewed from **Sept 6 – Sept 11, 2024**.
- Quotas and weighting were employed to ensure that the sample's composition **reflects the overall population** according to the latest Canadian census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are **accurate to within  $\pm 2.5$  percentage points**, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.
- Due to rounding, not all percentages will add up to 100%.

# Executive Summary

The Bank of Canada's key interest rate is currently 4.25%, following a series of declines over the summer. On the heels of these cuts, the MNP Consumer Debt Index has climbed to 89 points, demonstrating some life alongside the volatility. Canadians have more money in their pockets at the end of the month, and they're feeling a little better about their debt given the breathing room.

## Insolvency Risk Drops Significantly

Fewer Canadians are teetering on the brink of financial insolvency, with the number dipping to its lowest point since September 2018. Currently, 42% of Canadians are just \$200 or less away from insolvency each month. This decrease is attributed to a decline in the number of individuals who report already being insolvent, which now sits at 26%.

While the overall numbers are down, women are still disproportionately at risk of insolvency, and the gap is widening. Concerningly, almost half of Canadians who share living expenses and bills with someone are at risk of insolvency.

## Month-End Finances at All-time High

On average, Canadians have \$937 left at month-end after covering bills and essential expenses, a significant increase of \$155. This is the highest average amount recorded since the study commenced.

While most demographics have seen improvements, older Canadians (55+) and those with household incomes under \$40K report having less money at month-end this quarter.

## Current Debt Perception Steady but Optimistic for the Future

Current debt perceptions have been steady after significant dip last quarter.

When asked to look back to one year ago, a minor shift in Canadians perceive their current debt situation to be much better (24%, +1) as opposed to worse (18%, -1).

Looking ahead to one year from now, 3 in 10 Canadians expect their debt situation to improve (31%, +2), and much fewer believes it will worsen (12%, -4).

# Executive Summary

## Further Decline in Interest Rates Shows Relief

Canadians are beginning to see some relief with the pace of interest rates declining. Their perceptions of their ability to absorb additional interest rate increases has improved after taking a hit last quarter.

When asked their ability to absorb an interest rate increase of 1 percentage point, one quarter (24%, +3 ) say they are much better equipped to absorb this increase than they used to be, while another quarter (24% , -1) say their ability to deal with this increase has worsened.

When the 1% was phrased as an extra \$130 in interest rates increases, more (22% , +3) say their ability to absorb this increase is much better, while fewer (33% , -2) say it is much worse.

## How are Canadians Saving Money?

Half of Canadians (51%) are saving money by grocery shopping more strategically. Slightly fewer are avoiding impulse purchases (46%) and reducing restaurant or take-out meals (44%). About 30% resort to bill splitting, such as moving in with someone to share expenses, which is more common among Canadians aged 18-34 (53%), British Columbians, and Albertans.

Cohabitation, which includes moving in with someone, is less common (13%), but more frequent among younger Canadians (30%), British Columbians, and those with lower incomes.

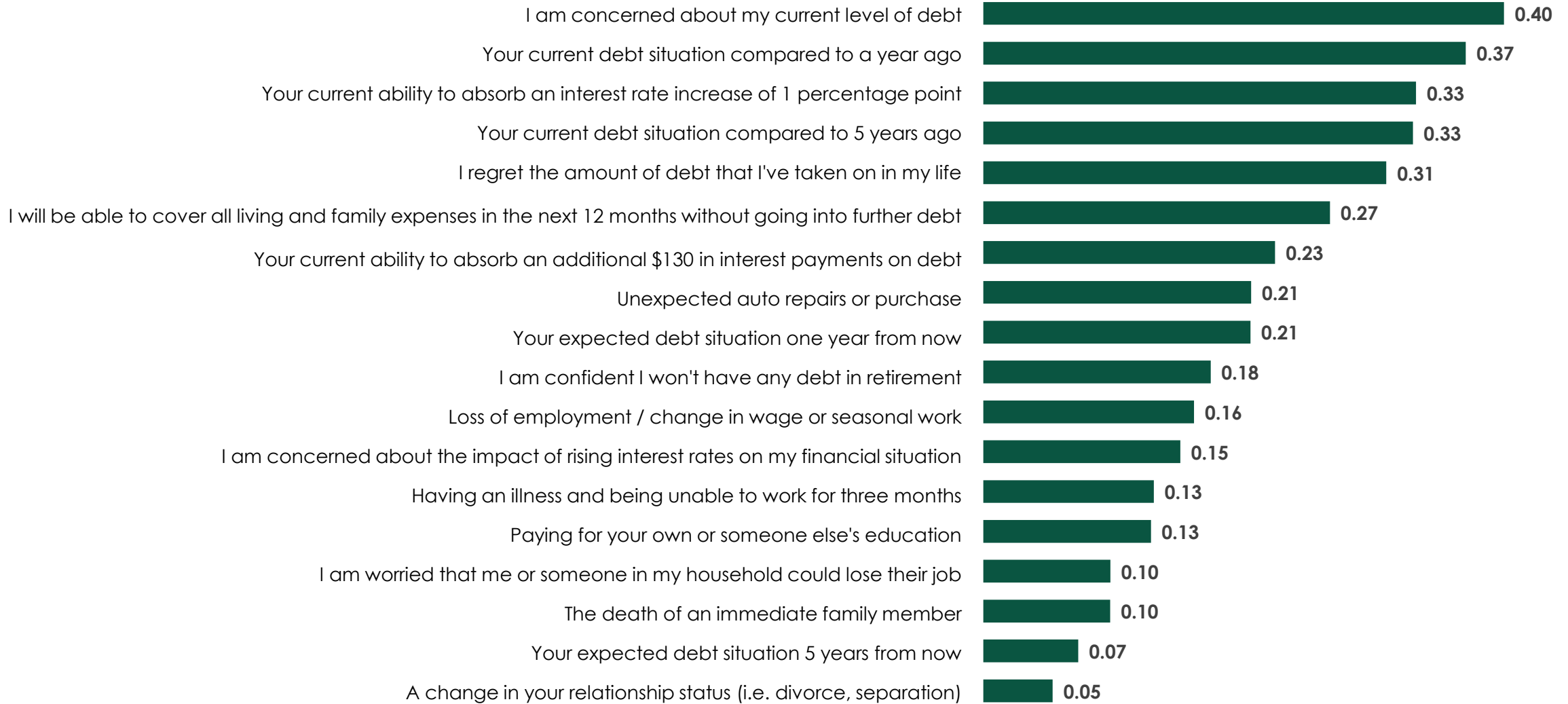
## What are Canadians Willing to do to Save Money?

Bill splitting (27%) is the top way Canadians are willing to save money in the next 12 months, including 14% who would consider co-habitation. Other methods include creating a budget (14%), cancelling subscriptions, reducing dining out, avoiding impulse purchases, and lowering utility consumption.

Younger Canadians and British Columbians are more likely to consider co-habitation.

# THE DEBT INDEX

# Debt-Index Inputs

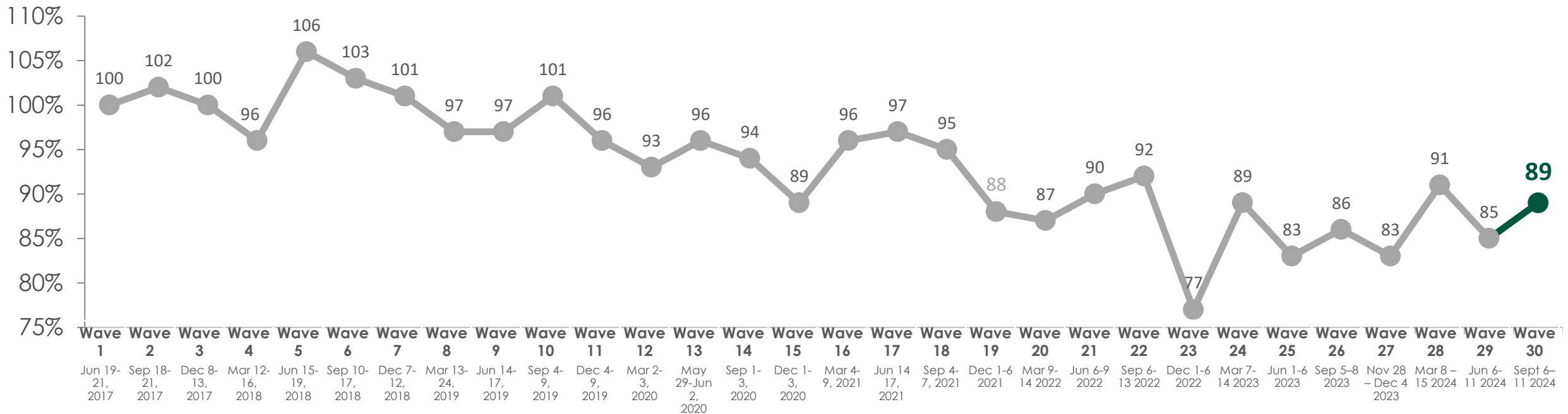


# Debt-Index Inputs (Tracking)

Q#	Measure	Score	% (Top/Bottom 3 Box)																											Δ vs. Jun 2024			
			Sep 2017	Dec 2017	Mar 2018	Jun 2018	Sep 2018	Dec 2018	Mar 2019	Jun 2019	Sep 2019	Dec 2019	Mar 2020	Jun 2020	Sep 2020	Dec 2020	Mar 2021	Jun 2021	Sep 2021	Dec 2021	Mar 2022	Jun 2022	Sep 2022	Dec 2022	Mar 2023	Jun 2023	Sep 2023	Dec 2023	Mar 2024		Jun 2024	Sep 2024	
5_1	% Disagree I am concerned about my current level of debt	0.40	39%	41%	38%	40%	38%	35%	38%	38%	38%	38%	31%	37%	33%	34%	36%	37%	36%	34%	33%	35%	37%	30%	30%	30%	34%	30%	37%	36%	34%	-2	
3_1	% Better Your current debt situation compared to a year ago	0.37	26%	25%	24%	27%	28%	27%	24%	24%	27%	23%	26%	27%	26%	22%	26%	25%	24%	24%	23%	22%	23%	21%	25%	24%	24%	22%	27%	23%	24%	+1	
3_3	% Better Your current ability to absorb an interest rate increase of 1 percentage point	0.33	28%	28%	27%	30%	30%	28%	26%	26%	28%	27%	26%	28%	28%	25%	26%	28%	26%	24%	21%	22%	25%	20%	24%	22%	23%	22%	25%	21%	24%	+3	
3_2	% Better Your current debt situation compared to 5 years ago	0.33	33%	32%	32%	35%	35%	33%	31%	33%	35%	32%	34%	35%	33%	31%	35%	33%	35%	33%	33%	31%	31%	28%	32%	29%	28%	27%	30%	29%	30%	+1	
5_2	% Disagree I regret the amount of debt that I've taken on in my life	0.31	38%	40%	35%	38%	34%	35%	36%	36%	37%	35%	31%	36%	32%	31%	33%	36%	33%	30%	33%	34%	35%	26%	31%	28%	34%	31%	34%	31%	31%	0	
5_6	% Agree I will be able to cover all living and family expenses in the next 12 months without going into further debt	0.27	38%	35%	35%	38%	37%	38%	37%	35%	37%	34%	35%	37%	37%	34%	37%	36%	38%	33%	35%	36%	37%	30%	34%	33%	33%	33%	35%	32%	33%	+1	
3_4	% Better Your current ability to absorb an additional \$130 in interest payments on debt	0.23	25%	23%	22%	26%	28%	25%	22%	22%	24%	23%	22%	23%	22%	20%	21%	23%	23%	19%	19%	19%	21%	16%	21%	19%	19%	19%	19%	24%	19%	22%	+3
4_3	% Confident Unexpected auto repairs or purchase	0.21	31%	31%	28%	35%	33%	31%	30%	30%	29%	29%	27%	27%	28%	28%	30%	27%	27%	24%	23%	27%	26%	22%	26%	24%	25%	24%	25%	23%	25%	+2	
3_5	% Better Your expected debt situation one year from now	0.21	35%	35%	33%	38%	39%	36%	35%	36%	39%	36%	36%	33%	33%	30%	34%	35%	34%	32%	30%	30%	30%	28%	31%	30%	28%	28%	30%	29%	31%	+2	
5_5	% Agree I am confident I won't have any debt in retirement	0.18	33%	30%	31%	34%	32%	33%	32%	32%	33%	34%	33%	33%	34%	33%	34%	34%	34%	31%	32%	32%	34%	29%	36%	32%	32%	32%	33%	33%	33%	0	
4_6	% Confident Loss of employment/change in wage or seasonal work	0.16	28%	27%	26%	29%	29%	30%	27%	27%	27%	27%	26%	24%	26%	25%	27%	27%	24%	23%	24%	26%	27%	21%	26%	23%	26%	25%	24%	23%	27%	+4	
5_3	% Disagree I am concerned about the impact of rising interest rates on my financial situation	0.15	29%	28%	26%	26%	26%	25%	27%	28%	27%	27%	22%	22%	23%	22%	23%	26%	23%	21%	19%	21%	18%	16%	19%	18%	18%	18%	18%	18%	20%	+2	
4_2	% Confident Having an illness and being unable to work for three months	0.13	30%	29%	28%	31%	31%	33%	29%	28%	29%	27%	28%	26%	27%	28%	28%	30%	29%	25%	25%	27%	27%	21%	26%	23%	26%	26%	25%	25%	28%	+3	
4_1	% Confident Paying for your own or someone else's education	0.13	26%	25%	24%	28%	27%	29%	24%	25%	24%	24%	22%	24%	24%	23%	22%	23%	24%	21%	22%	25%	24%	20%	23%	24%	22%	21%	22%	21%	24%	+3	
5_4	% Disagree I am worried that me or someone in my household could lose their job	0.10	46%	45%	44%	47%	44%	43%	44%	44%	47%	43%	41%	38%	39%	38%	38%	42%	44%	41%	42%	43%	43%	39%	40%	37%	38%	39%	41%	40%	42%	+2	
4_4	% Confident The death of an immediate family member	0.10	27%	26%	26%	29%	30%	30%	25%	26%	26%	26%	25%	25%	26%	23%	26%	26%	25%	22%	23%	25%	26%	21%	24%	22%	22%	23%	24%	22%	26%	+4	
3_6	% Better Your expected debt situation 5 years from now	0.07	47%	44%	47%	50%	50%	47%	45%	47%	50%	46%	48%	42%	44%	42%	46%	44%	46%	45%	42%	37%	40%	39%	40%	37%	35%	38%	37%	39%	41%	+2	
4_5	% Confident A change in your relationship status (i.e., divorce, separation)	0.05	33%	31%	32%	36%	32%	36%	33%	34%	31%	33%	33%	30%	32%	29%	30%	29%	28%	27%	30%	30%	30%	27%	29%	27%	29%	28%	26%	28%	30%	+2	

# Debt-Index Tracking

The MNP Consumer Debt Index **climbed back up to 89 points, demonstrating volatility and uncertainty** as the Bank of Canada has dropped key interest rates to 4.25%, another 50 basis points since June. Canadians have shown improvements in their personal finances and we as interest rates continue to decline, we can expect more Canadians to feel positively about their current personal finances. Attitudes typically deteriorate going into the winter, but declining rates may be just the ticket to avoid it.



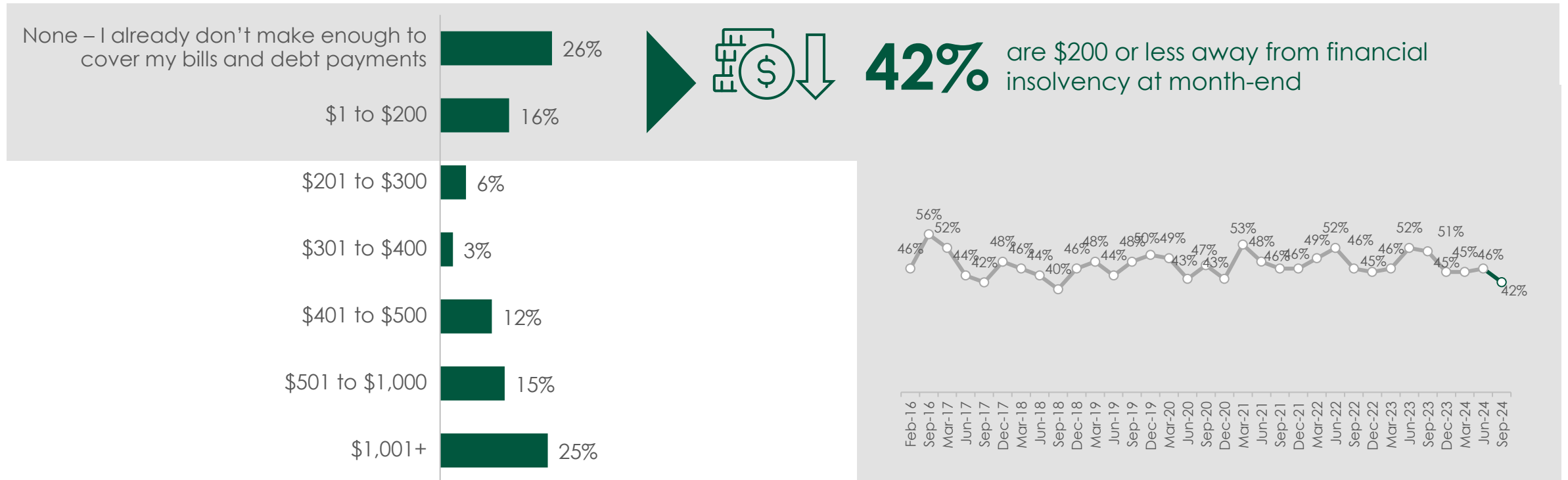
*Note on interpretation: A high debt index score means that Canadians feel positive towards their personal finances, as well as confident in their ability to cope with unexpected financial situations. A low index score describes the opposite – negative feelings and low confidence.*



# EVALUATING PERSONAL FINANCES

# Finances at Month-End

Just over four in 10 (42%, -4) are **\$200 or less away each month from financial insolvency**, this is the lowest recorded proportion since September 2018 (40%). This movement is a result of fewer stating they are already insolvent (26%, -3).

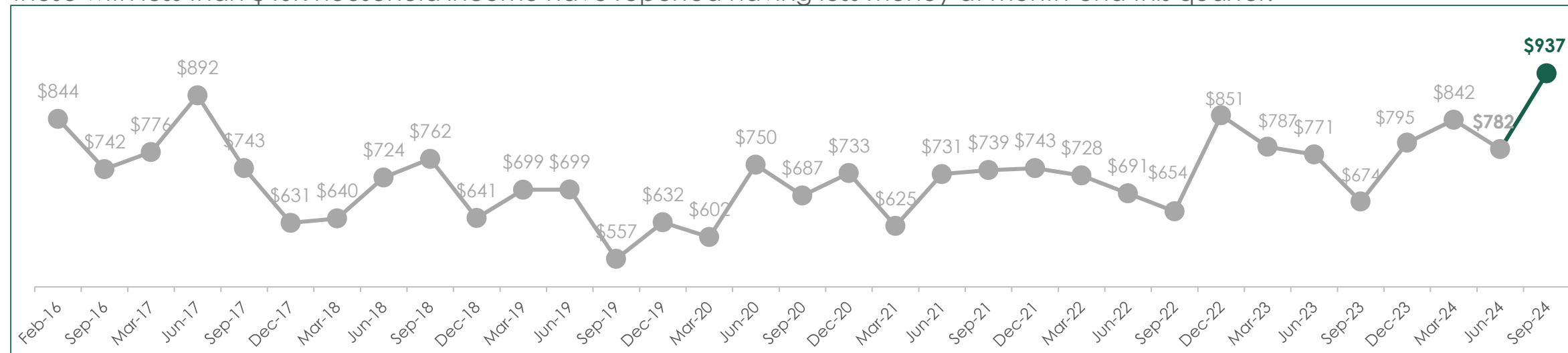


Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?

Base: All Respondents (unweighted) n=2000

# Average Finances Left at Month-End

After all bills and essential expenses are settled, on average, **Canadians are left with \$937 at month-end**, up significantly by \$155. This is the greatest amount of money Canadians have had on average at month-end since the study began. Most Canadians across various demographics have seen a notable improvement in month-end finances, However, older Canadians (55+) and those with less than \$40K household income have reported having less money at month-end this quarter.



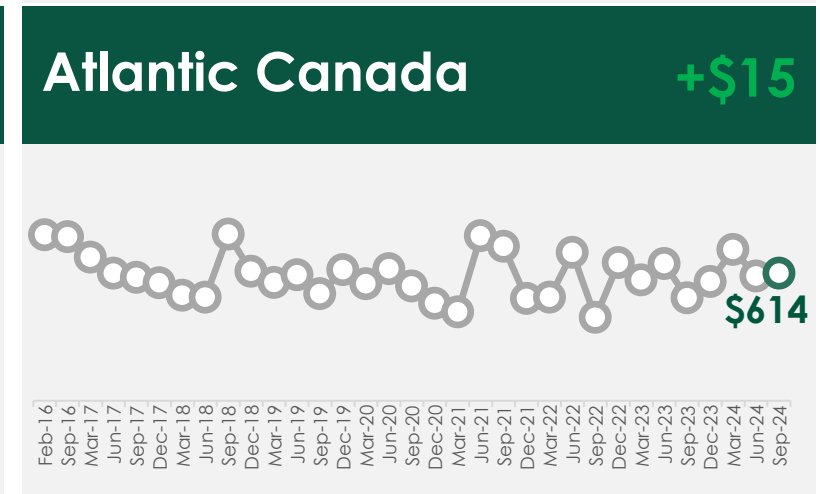
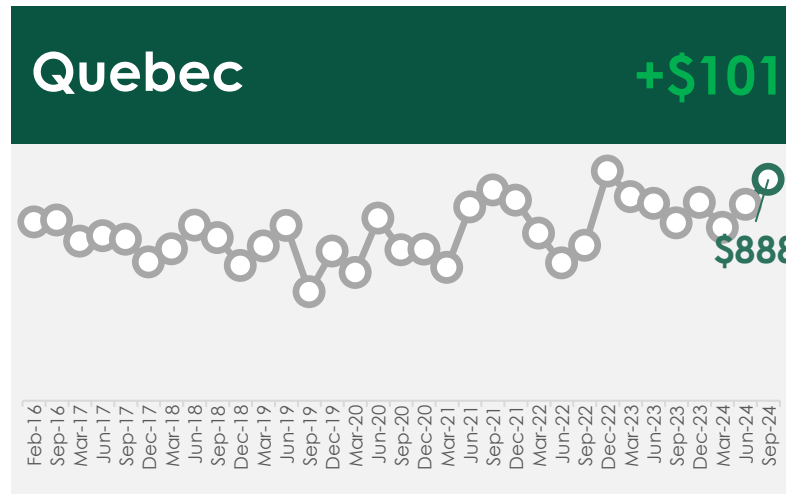
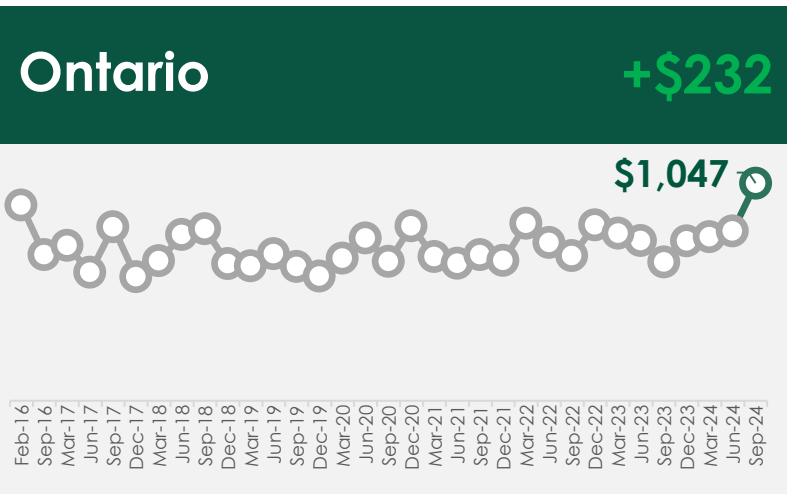
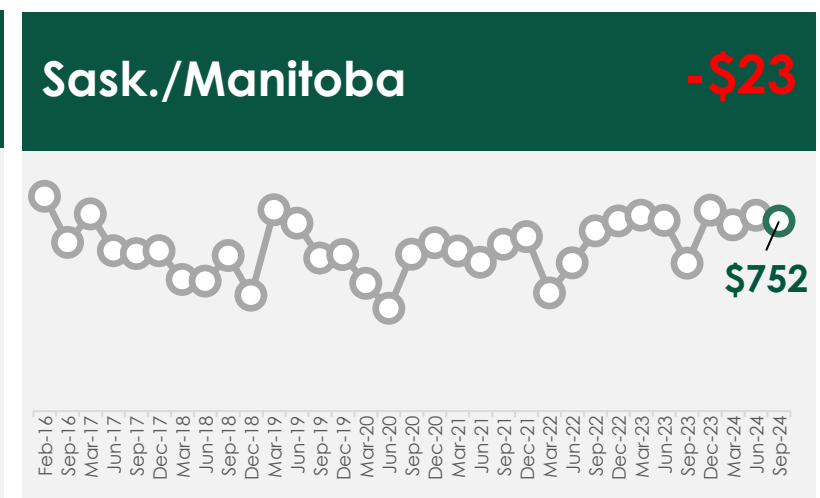
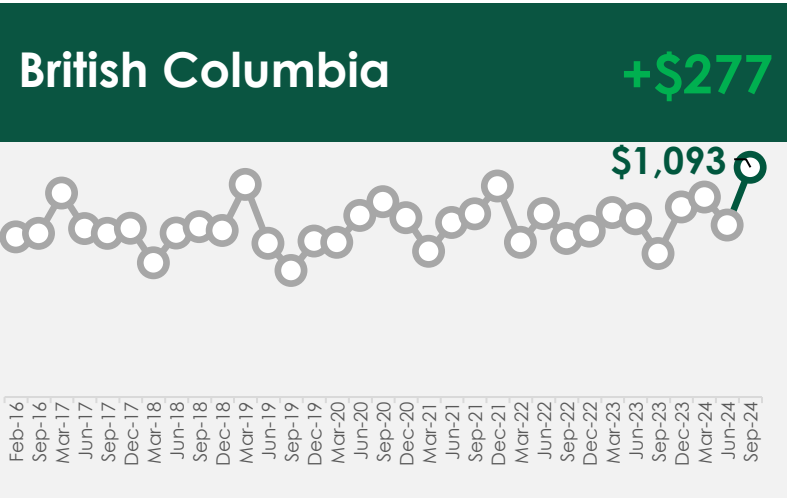
**Average Finances Left at Month-End**

	Mean (incl. 0)	Gender		Age			Household Income			
		Male A	Female B	18-34 C	35-54 D	55+ E	<\$40K G	\$40K to <\$60K H	\$60K to <\$100K I	\$100K+ J
Current wave (Sept 2024)	\$937	\$1231 <b>B</b>	\$662	\$1047 <b>E</b>	\$956	\$842	\$495	\$787 <b>G</b>	\$944 <b>G</b>	\$1764 <b>GHI</b>
Change since last wave (June 2024)	+\$155	+\$314	+\$2	+\$313	+\$250	-\$41	-\$55	+\$219	+\$149	+\$385

Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?

Base: All Respondents (unweighted) n=2000

# Average Finances Left at Month-End (Regional View)



Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?

Base: All Respondents (unweighted) n=2000, BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).

# Finances at Month-End – % \$200 or less from insolvency

Canadians who report being \$200 or less away from insolvency continue to be women with the gender gap widening. However, fewer Canadians are at risk of insolvency across almost all demographics. Almost half of Canadians who are co-habiting (46%) or are currently bill-splitting (44%) are at risk of insolvency.

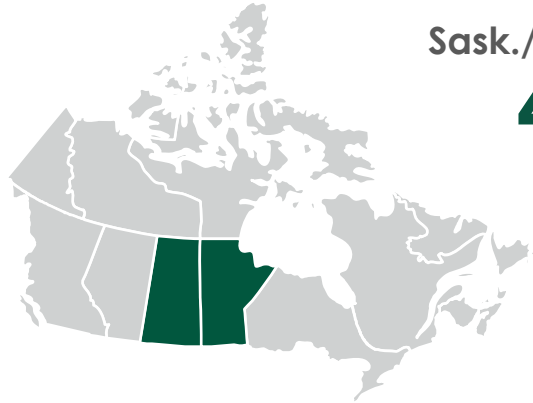
**31%** **51%**

-10 pts

+1 pts



Women are significantly more likely to be insolvent at month-end.



Sask./Manitoba

**45%**  
-2 pt

Followed by residents of:

- Alberta (**44%**, -3)
- Ontario (**43%**, -2)
- Quebec (**40%**, -5)
- Atlantic Canada (**40%**, -8)
- British Columbia (**37%**, -10)

Currently Co-habiting or Bill Splitting

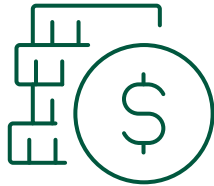


Co-habiting

**46%**

Bill-splitting

**44%**



<\$40K

**55%**  
-4 pts

vs. \$40K to \$60K (**42%**, -3),  
\$60K to <\$100K (**37%**, -6),  
and \$100K+ (**22%**, -5).



Gen X

**48%**  
-4 pts

vs. Gen Z (**44%**, -10), Millennial (**43%**, -5) and Boomer (**33%**, -2).

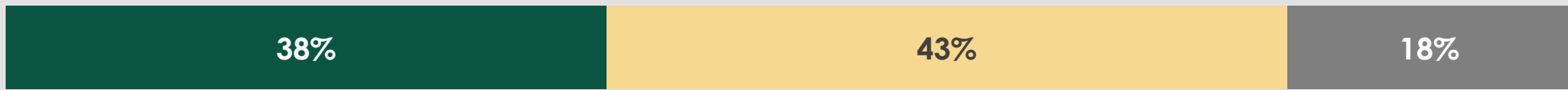
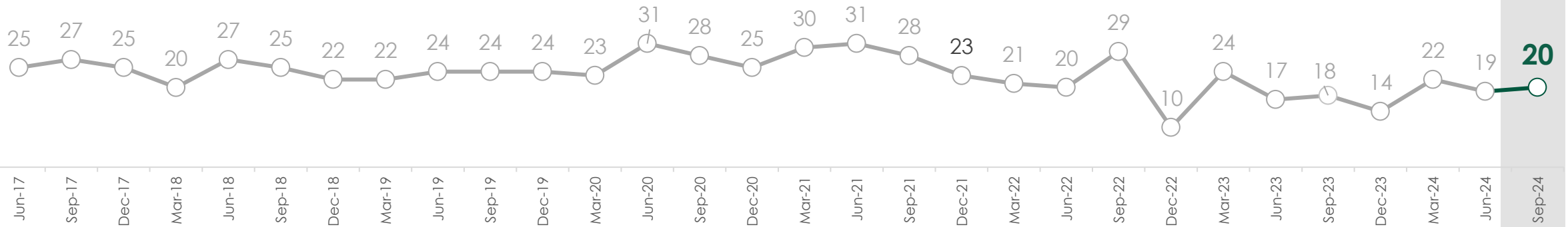
Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?

Base: All Respondents (unweighted n=2000, BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192), <\$40K (n=437); \$40K - <\$60K (n=336); \$60K - <\$100K (n=543); \$100K+ (n=542).

# Personal Debt Rating

Canadians' **net personal debt rating has remained consistent with a slight bump of 1 point to 20%**, as those who stated their debt situation is terrible is down 1 point.

Net Rating (Excellent minus Terrible)



■ Excellent (8-10) ■ Neutral (4-7) ■ Terrible (1-3)

Q2. On a scale of 1 to 10, where 1 is 'terrible' and 10 is 'excellent', how would you rate your personal debt situation?  
Base: All Respondents (unweighted) n=2,000

# Excellent Personal Debt Self-Assessment

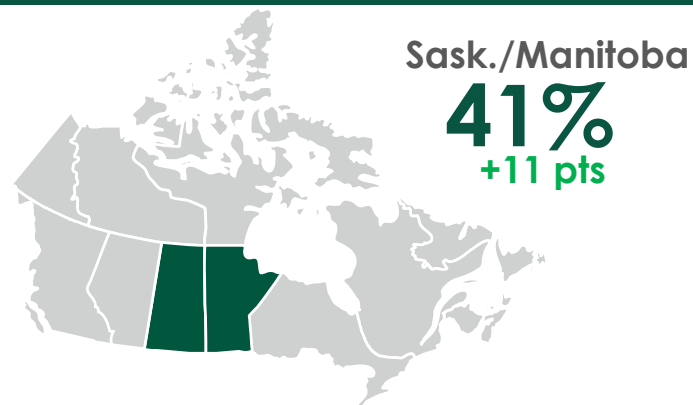
Who is more likely to rate their personal debt situation as 'good'? Assessments are up for those in Sask./Manitoba, Canadians with \$100K+ income, and boomers.

**39%**  
-1 pts

**37%**  
+1 pts



Women are more likely to say that they are either already insolvent or \$200 or less away from insolvency,



Followed by residents of:

- Ontario (**41%**, -2)
- Alberta (**39%**, +3)
- British Columbia (**37%**, -6)
- Quebec (**33%**, +3)
- Atlantic Canada (**32%**, -8)



**\$100K+ Income**  
**47%**  
+4 pts

vs. \$60K to <\$100K (**40%**, 0),  
\$40K to \$60K (**35%**, -4), and  
<\$40K (**29%**, -3).



**Boomers**  
**60%**  
+3 pts

vs. Gen Z (**30%**, -2), Gen X (**28%**, -3), and  
Millennial (**26%**, -1).

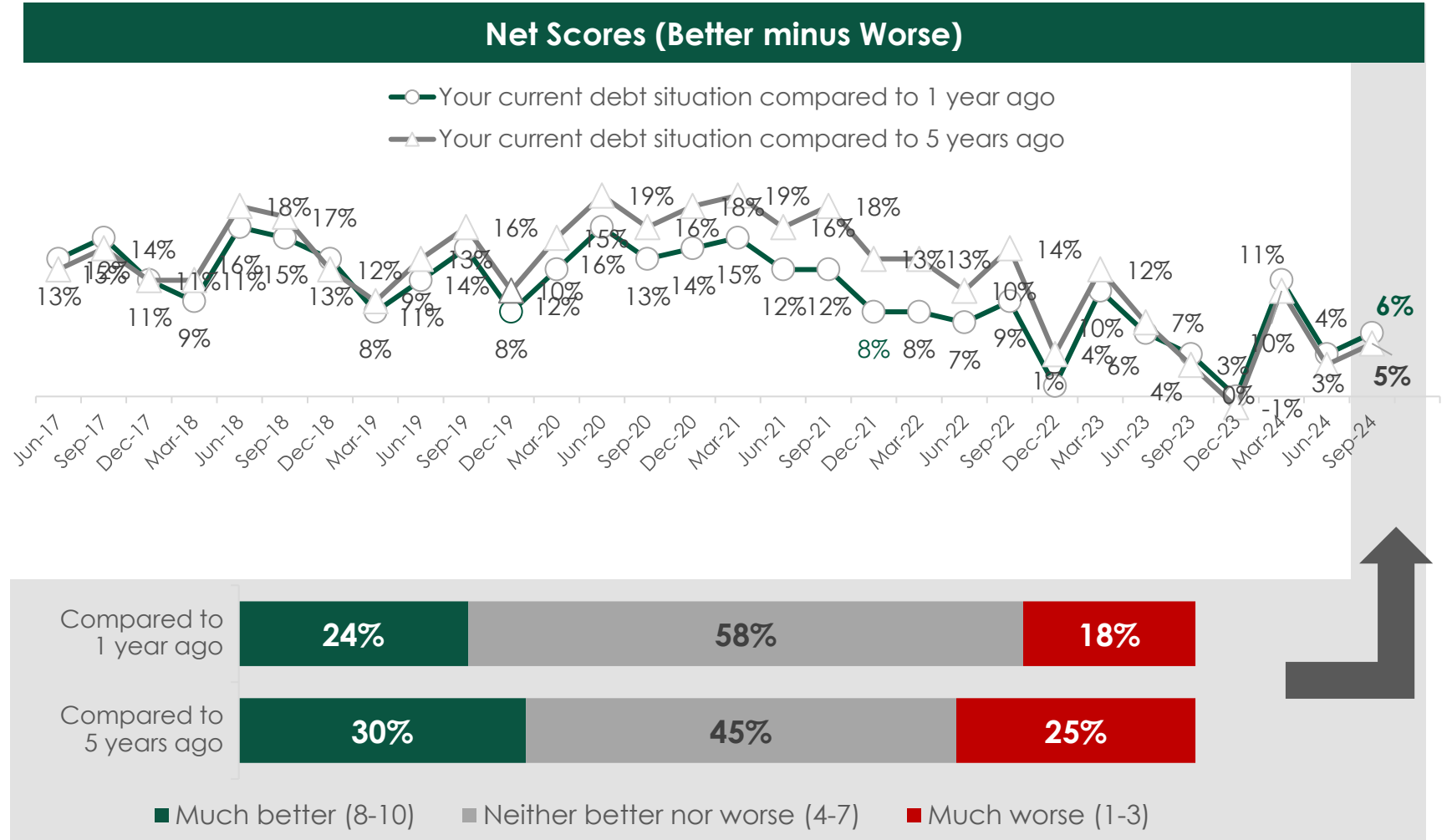
Q2. On a scale of 1 to 10, where 1 is 'terrible' and 10 is 'excellent', how would you rate your personal debt situation? Top three box responses.  
Base: All Respondents (unweighted) (unweighted n=2000, BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192)

# Current Debt Situation

Current debt perceptions have improved slightly after significant dip last quarter.

When asked to **look back to one year ago**, Canadians perceive their current debt situation to be much better (24%, +1) as opposed to much worse (18%, -1).

**Looking back to five years ago**, similar observations can be made as looking back to one year where the proportion saying it is much better is up one point and those saying its worse is down one point.



Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...?  
 Base: All Respondents (unweighted) n=2,000



# Current Debt Situation: **Worse**

## Your current debt situation compared to 1 year ago



<\$40K Income

**23%**  
-1 pts

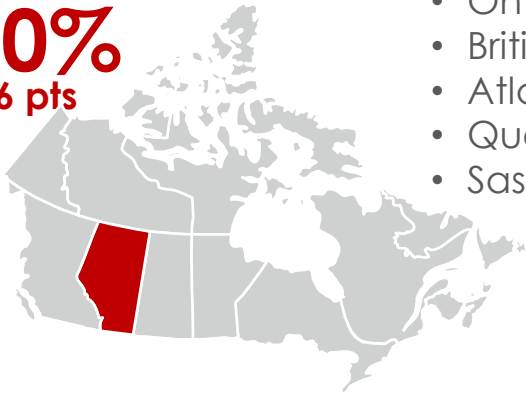
vs. \$40K to <\$60K (**18%**, -1)  
\$60K to <\$100K (**17%**, -3), and  
\$100K+ (**14%**, unch.).



Gen X  
**24%**  
unchanged

Gen Z (**20%**, -2),  
Vs. Millennials (**19%**, -4), and  
Baby Boomers (**9%**, -1).

Alberta  
**20%**  
+6 pts



Followed by residents of:

- Ontario (**20%**, +1)
- British Columbia (**18%**, -3)
- Atlantic Canada (**17%**, -1)
- Quebec (**14%**, -5)
- Sask./Manitoba (**14%**, -9)

## Your current debt situation compared to 5 years ago

<\$40K Income



**31%**  
+4pts

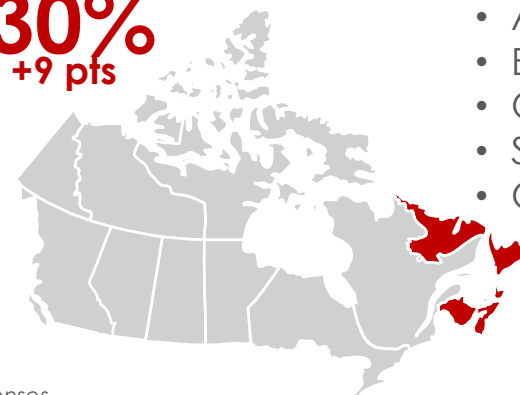
vs. \$40K to <\$60K (**28%**, -4)  
<\$100K+ (**23%**, +2), and  
<\$60K to <\$100k (**21%**, -7).



Gen X  
**31%**  
+2 pts

Gen Z (**28%**, -3),  
Millennials (**28%**, -2), and  
Baby Boomers (**16%**, -1).

Atlantic Canada  
**30%**  
+9 pts



Followed by residents of:

- Alberta (**30%**, +4)
- British Columbia (**27%**, +1)
- Ontario (**26%**, +1)
- Sask./Manitoba (**20%**, -11)
- Quebec (**19%**, -8)

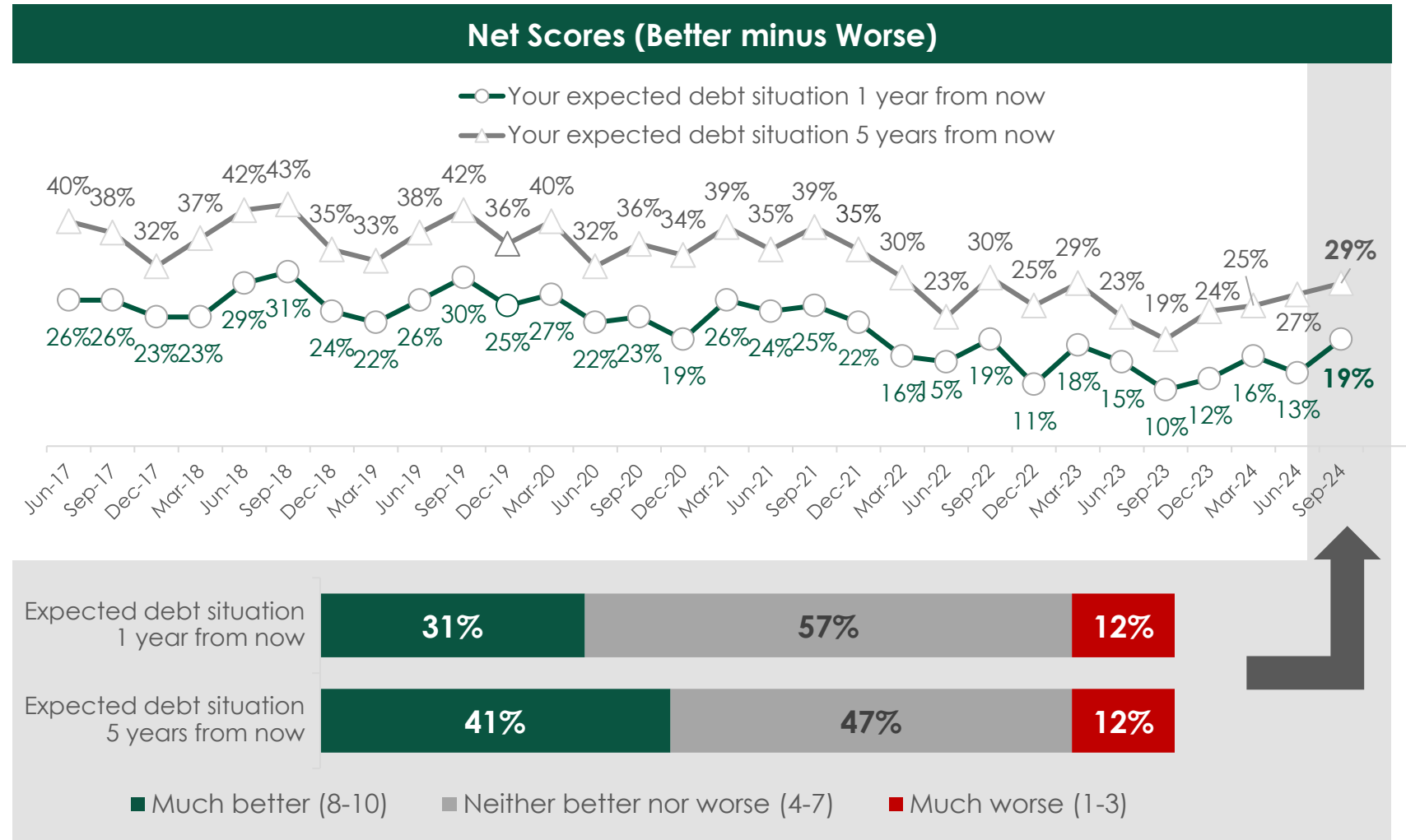
Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...? Bottom three box responses.  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).

# Expected Debt Situation

Canadians' perceptions of their expected debt situation in the future improves as interest rates continue to drop.

Looking ahead to **one year from now**, 3 in 10 Canadians expect their debt situation to improve (31%, +2), and much fewer believe it will worsen (12%, -4).

Looking **five years into the future**, more Canadians are feeling better about their expected debt (41%, +2) and a similar proportion to last quarter believes that their debt situation will worsen (12%, unchanged).



Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...?  
 Base: All Respondents (unweighted) n=2,000

# Expected Debt Situation: **Worse**

## Your expected debt situation 1 year from now



<\$40K Income  
**17%**  
+3 pts

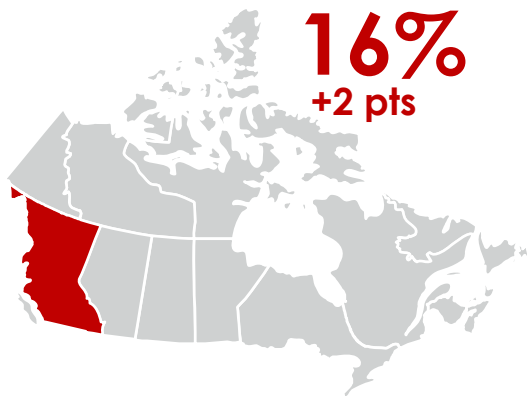
vs. \$60K to <\$100K (12%, -1) and \$40K to <\$60K (11%, -7), and \$100K+ (7%, -4.).



Gen X  
**16%**  
-7 pts

vs. Gen Z (14%, -4) and Millennials (11%, -4), Baby Boomers (8%, -3).

### British Columbia



Followed by residents of:

- Atlantic Canada (15%, -3)
- Alberta (14%, +1)
- Ontario (13%, -5)
- Sask./Manitoba (8%, -9)
- Quebec (7%, -8)

## Your expected debt situation 5 years from now



<\$40K Income  
**16%**  
unchanged

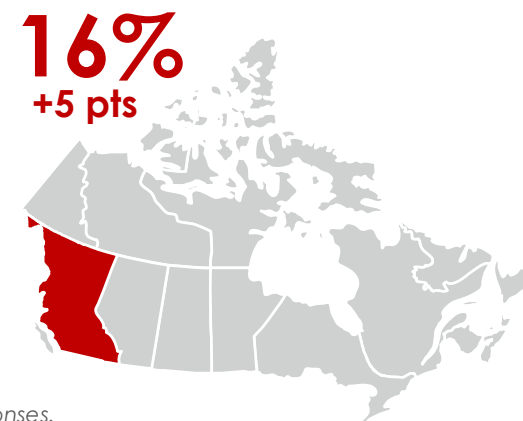
vs. <\$40K to <\$60K (13%, -5), \$60K to <\$100K (11%, +1), and \$100K+ (5%, -1).



Gen Z  
**15%**  
unchanged

vs. Gen X (14%, -1), Millennials (11%, unch.) and Baby Boomers (9%, -1).

### British Columbia



Followed by residents of:

- Atlantic Canada (14%, -1)
- Ontario (12%, unch.)
- Alberta (10%, -3)
- Sask./Manitoba (9%, -7)
- Quebec (9%, -3)

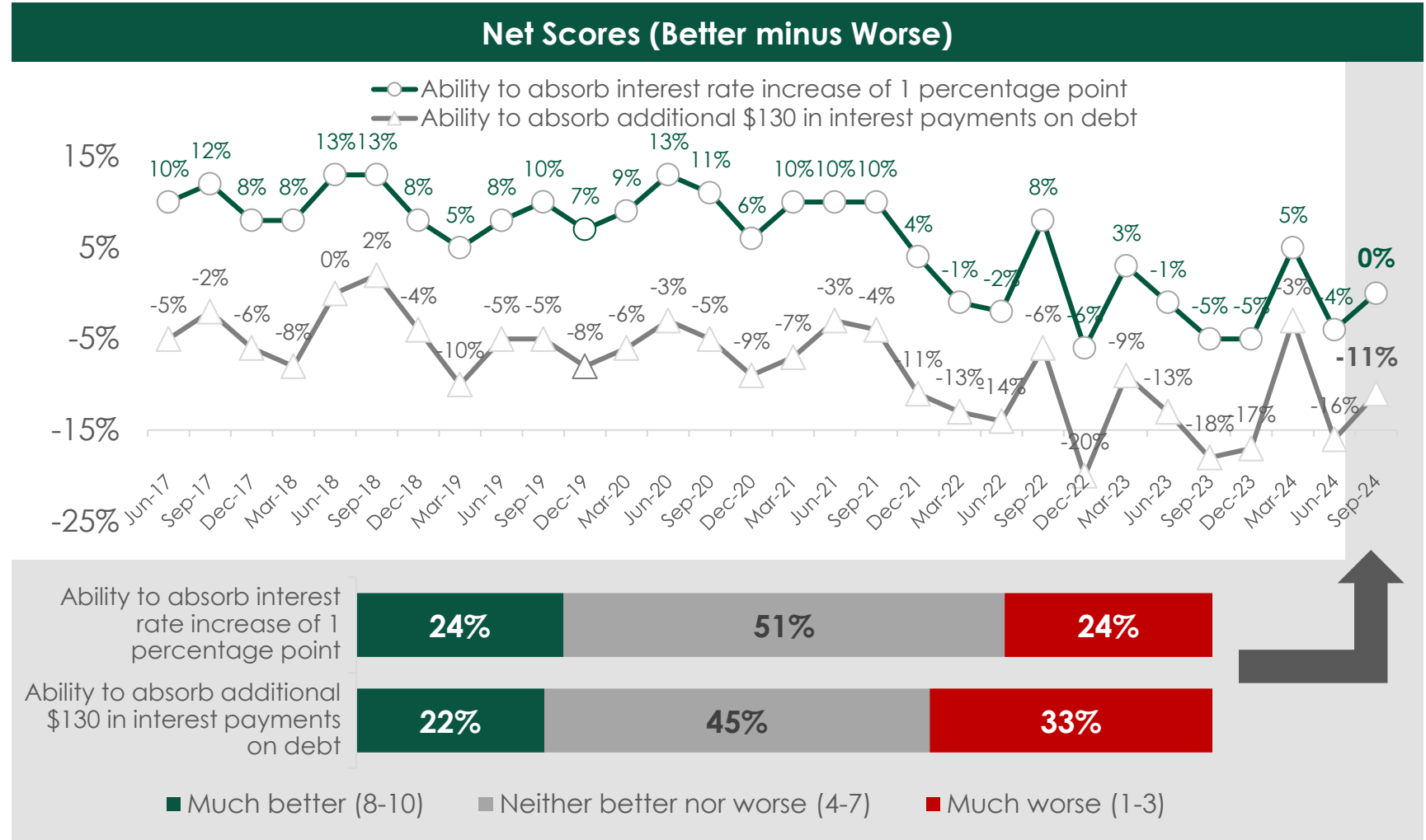
# Current Ability to Absorb Interest Rate Increase

Canadians' perception of their ability to absorb additional interest rate increases has rebounded after significant declines last quarter.

Net score when phrased as a **one percentage point increase** has increased by 4 points to 0.

Net ability to absorb **an extra \$130 in interest payments** increased by 5 points to -11%.

With interest rates continuing to decline, Canadian are seeing signs of relief with further reductions expected in the near future.



Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...?  
 Base: All Respondents (unweighted) n=2,000

# Current Ability to Absorb Interest Increase: **Worse**

Your current ability to absorb an interest rate increase of 1 percentage point



<\$40K Income  
**31%**+2 pts

vs. \$60K to <\$100K (**25%**, +2),  
\$40K to <\$60K (**22%**, -7) and  
\$100K+ (**17%**, -2).



Gen X  
**31%**-4 pts

vs. Millennials (**29%**, -1),  
Gen Z (**21%**, unch.) and  
Boomers (**16%**, +2).

Your current ability to absorb an additional \$130  
in interest payments on debt



<\$40K Income  
**42%**+2 pts

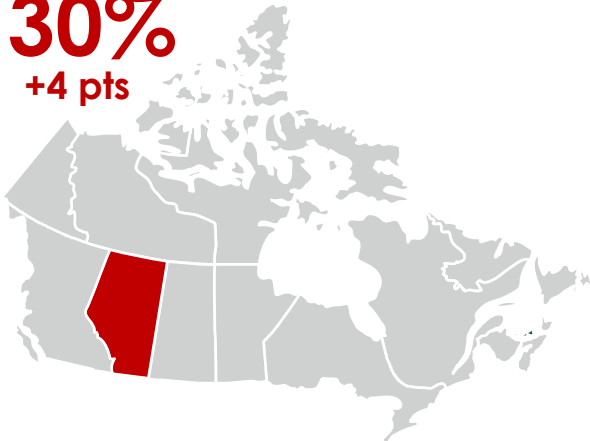
vs. \$40K to <\$60K (**35%**, -3),  
\$60K to <\$100K (**32%**, -3)  
and \$100K+ (**23%**, unch.).



Gen X  
**43%**-1 pts

vs. Millennials (**38%**, -1),  
Boomers (**25%**, unch.),  
and  
Gen Z (**23%**, -9) .

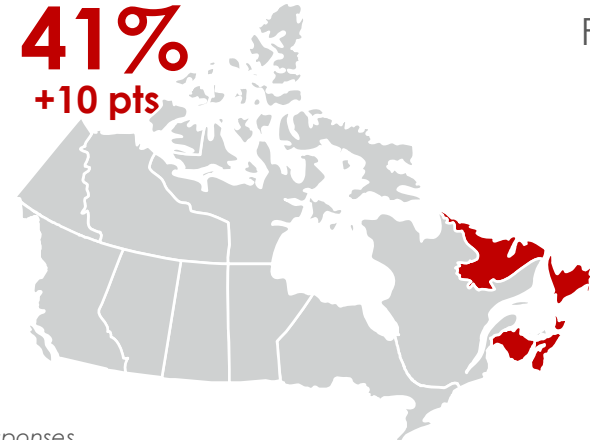
Alberta  
**30%**  
+4 pts



Followed by residents of:

- Ontario (**25%**, unch.)
- Atlantic (**24%**, +3)
- British Columbia (**23%**, +1)
- Quebec (**22%**, -4)
- Sask./Manitoba (**20%**, -11.)

Atlantic Canada  
**41%**  
+10 pts



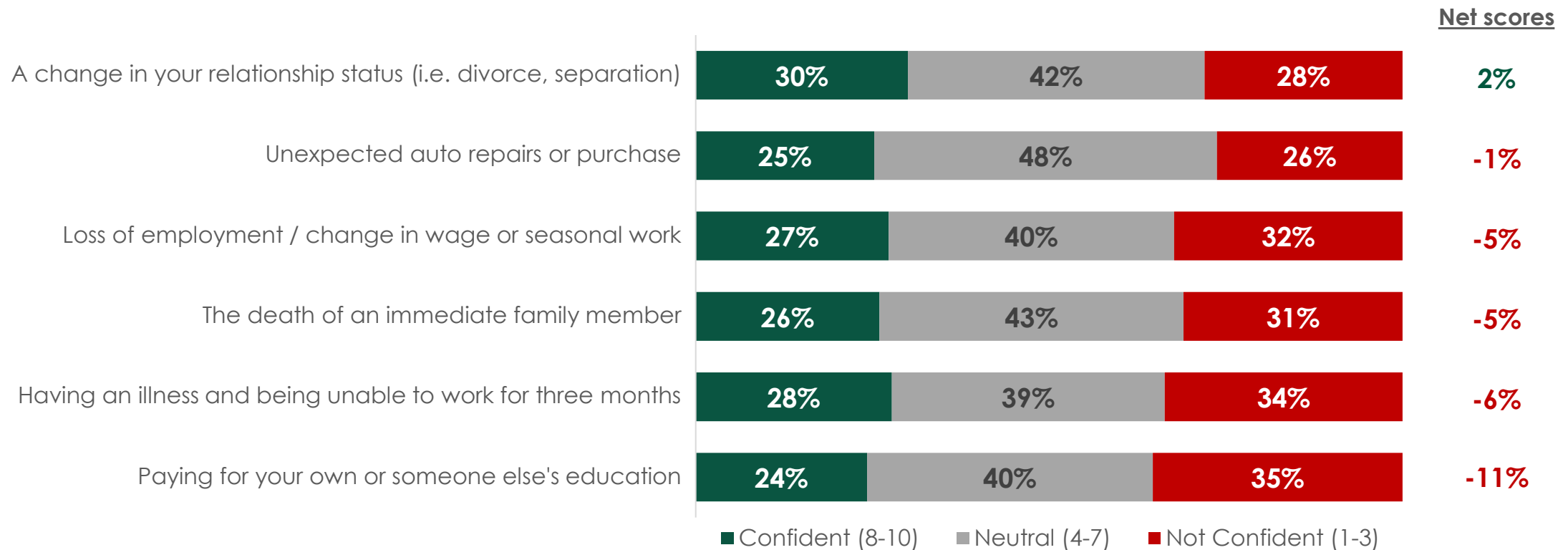
Followed by residents of:

- Alberta (**38%**, +2)
- British Columbia (**34%**, +2)
- Ontario (**34%**, -3)
- Sask./Manitoba (**32%**, -4)
- Quebec (**28%**, -5)

Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...? Bottom three box responses.  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).

# Confidence in Ability to Cope

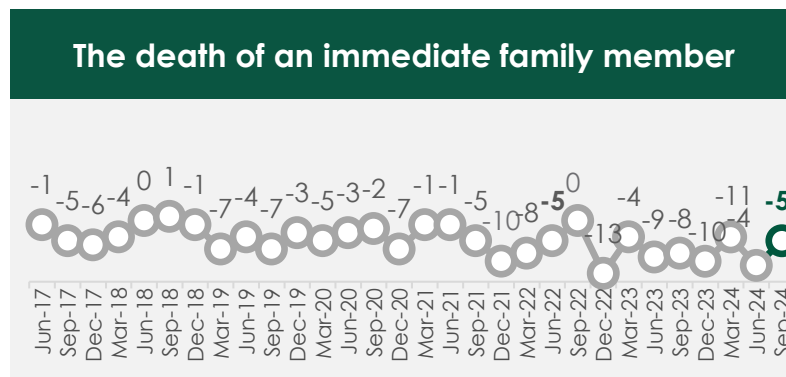
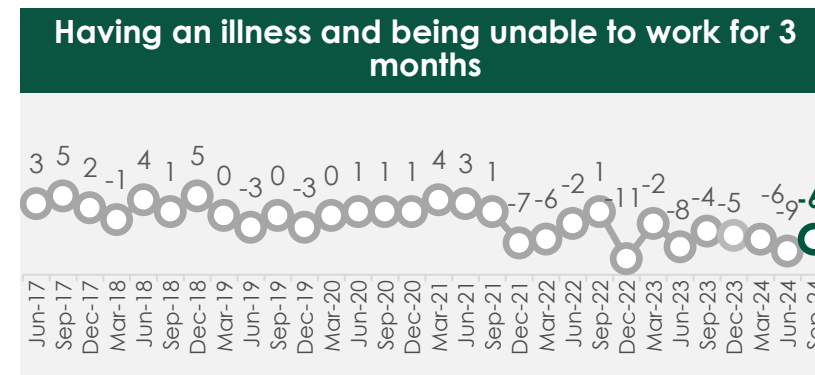
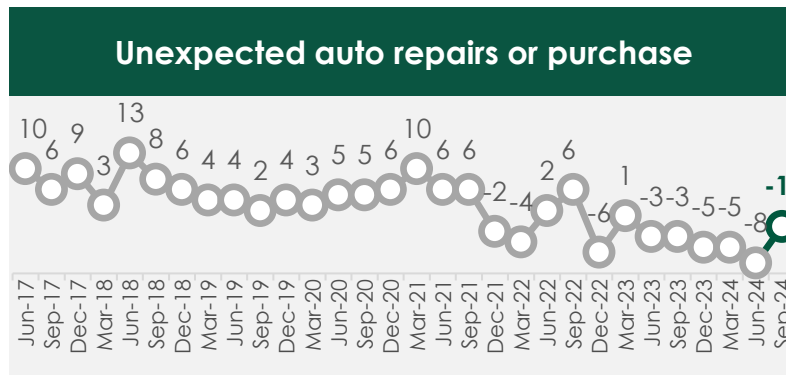
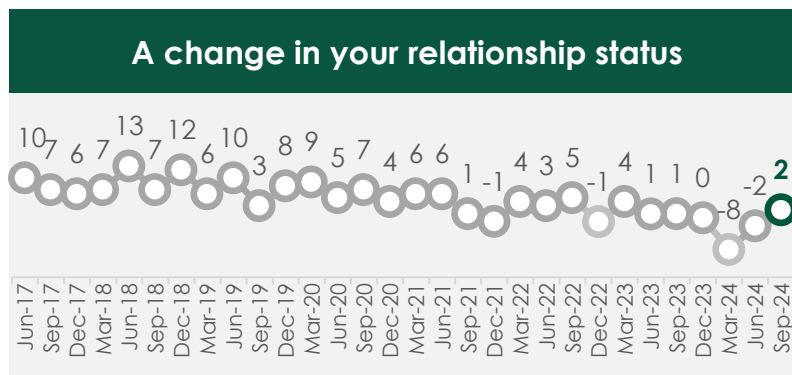
Canadians remain pessimistic about their ability to cope with life's unexpected expenses as net confidence is negative across most metrics. Canadians are only more confident with their ability to cope with a change in their relationship status (+2%)



Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt?  
 Base: All Respondents (unweighted) n=2,000

# Confidence in Ability to Cope – Net Scores

Net confidence scores on coping with life changes have remained in the negative across the board (with the exception of relationship status), most notably paying for your own or someone else's education (-11%). Canadians are feeling slightly more confident this quarter coping with unexpected auto repairs or purchase (+7 points) and with loss of employment (+9 points).



Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt?  
Base: All Respondents (unweighted) n=2,000

# Not Confident in Ability to Cope

## A change in your relationship status



\$60K to \$100K

**31%**  
+2 pts

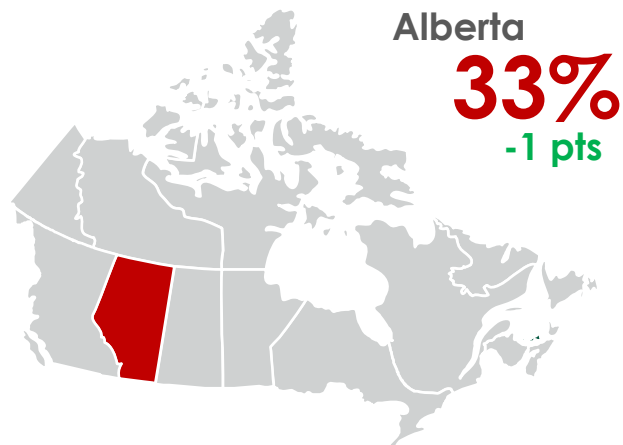
Vs. \$40K Income (**30%**, -3),  
\$100K+ (**28%**, -3)  
and \$40K to <\$60K (**26%**, -3).



Millennials

**39%** +3 pts

Vs. Gen X (**33%**, unch.),  
Gen Z (**25%**, -6), and  
Baby Boomers (**17%**, -6).



Followed by residents of:

- Atlantic (**33%**, +7)
- Ontario (**30%**, -1)
- British Columbia (**27%**, -2)
- Quebec (**26%**, -2)
- Sask./Manitoba (**24%**, -9)

## Unexpected auto repairs or purchase



<\$40K Income

**35%** -6 pts

vs. \$60K to <\$100K (**29%**, unch.),  
\$40K to <\$60K (**26%**, -5)  
and \$100K+ (**15%**, -6).



Gen X

**35%** -3 pts

vs. Millennials (**31%**, -5),  
Gen Z (**21%**, -9)  
And Boomers (**17%**, -4).



Followed by residents of:

- Alberta (**33%**, -10.)
- Ontario (**30%**, -1)
- British Columbia (**27%**, -3)
- Sask./Manitoba (**26%**, -13)
- Quebec (**24%**, -9)

Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt? Bottom three box responses.  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).



# Not Confident in Ability to Cope

## Having an illness and being unable to work for 3 months



Millennials  
**42%** -1 pts

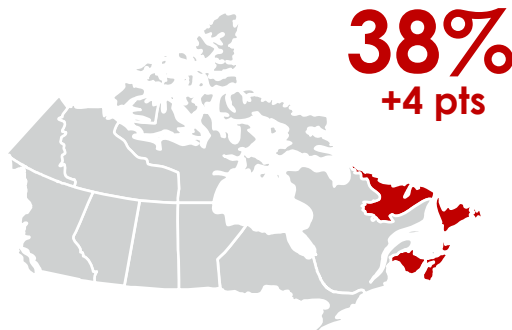
vs. Gen X (**41%**, +5), Gen Z (**39%**, -2), and Baby Boomers (**16%**, -5).



<\$40K to 60K  
INCOME  
**37%** +2 pts

vs. \$40K (**36%**, -5), \$60K to <\$100K (**33%**, +2) and \$100K+ (**29%**, +3).

### Atlantic Canada



Followed by residents of:

- British Columbia (**37%**, +5)
- Alberta (**34%**, -3)
- Ontario (**33%**, unch.)
- Quebec (**30%**, -4)
- Sask./Manitoba (**26%**, -8)

## The death of an immediate family member



Millennial  
**37%** 0 pts

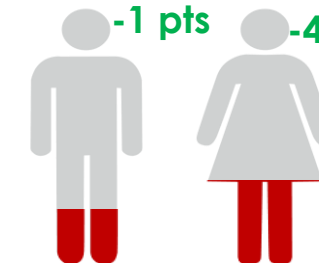
vs. Gen Z (**37%**, -3), Gen X (**35%**, +1) and Baby Boomers (**20%**, -5).



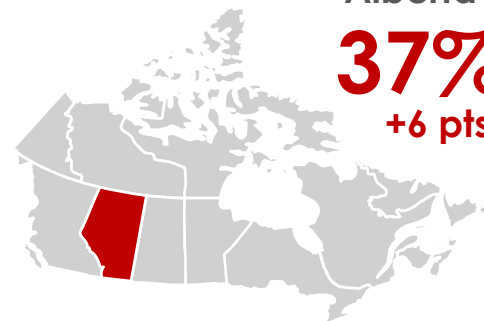
<\$40K Income  
**38%** -5 pts

vs. \$60K to <\$100K (**32%**, unch.), \$40K to <\$60K (**29%**, -1), and \$100K+ (**24%**, -2).

**26%** **36%**  
-1 pts -4 pts



### Alberta



Followed by residents of:

- British Columbia (**35%**, +2)
- Atlantic (**35%**, +3)
- Ontario (**32%**, -4)
- Sask./Manitoba (**28%**, -3)
- Quebec (**25%**, -6)

Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt? Bottom three box responses.  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba (n=195); ON (n=728); QC (n=410); ATL (n=192).

# Not Confident in Ability to Cope

## Loss of employment/change in wage or seasonal work



Millennial  
**44%**  
-1 pts

vs. Gen X (**40%**, -1),  
Gen Z (**28%**, -24) and  
Baby Boomers (**18%**, -2).

## \$60K to <\$100K



**34%**  
-2 pts

vs. <\$40K to (**33%**, -11),  
\$40K to <\$60K (**32%**, -3), and  
\$100K+ (**30%**, unch.).

## Atlantic Canada

**44%**  
+3 pts

Followed by residents of:

- British Columbia (**36%**, +3)
- Alberta (**34%**, -8)
- Ontario (**34%**, -3)
- Sask./Manitoba (**27%**, -10)
- Quebec (**26%**, -9)

## Paying for your own or someone else's education



Gen X  
**45%** +3 pts

vs. Millennial (**38%**, -4),  
Baby Boomers (**29%**, -7) and  
Gen Z (**24%**, -19).

## <\$40K Income



**41%**  
-11 pts

vs. \$40K to <\$60K (**38%**, -4),  
\$60K to <\$100K (**34%**,  
unch.)  
and \$100K+ (**26%**, -4)

## Atlantic Canada

**52%**  
+9 pts

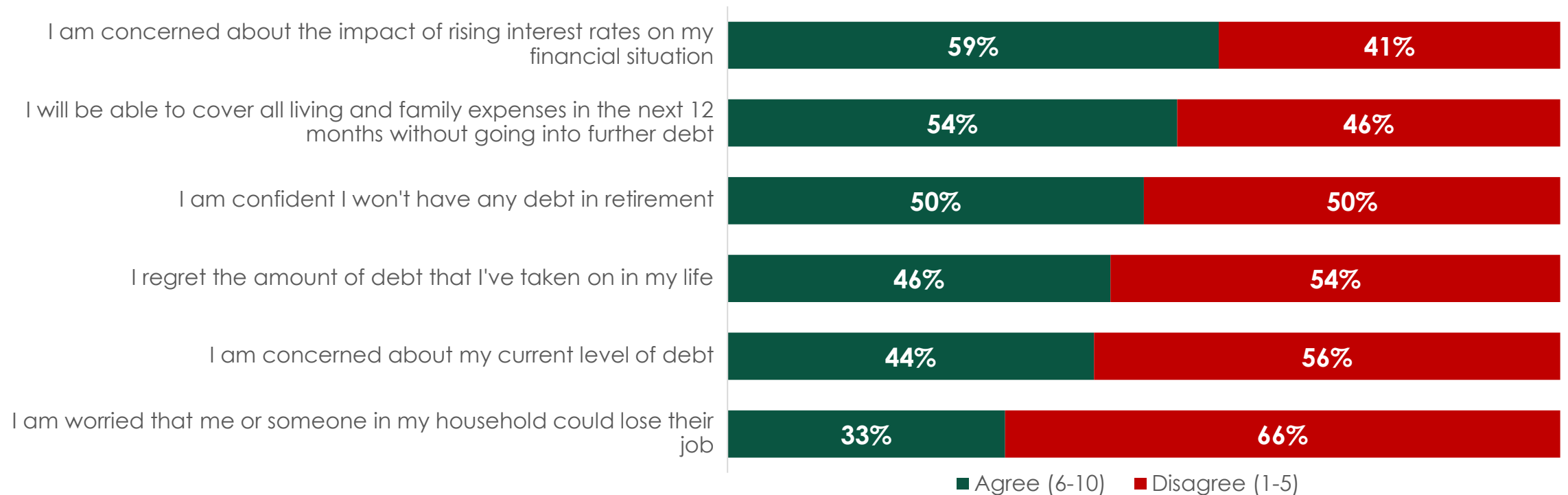
Followed by residents of:

- Ontario (**40%**, -1)
- British Columbia (**38%**, -5)
- Alberta (**38%**, -7)
- Sask./Manitoba (**29%**, -12)
- Quebec (**21%**, -13)

Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt? Bottom three box responses.  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).

# Evaluating Personal Finances

Consistent with last quarter, three in five Canadians agree they are concerned about the impact of rising interest rates on their financial situation (59%, unchanged). Half of Canadians are confident they won't have any debt in retirement, but more than four in 10 regret the amount of debt they have taken on (46%, +1) or are concerned about their current level of debt (44%, +2).

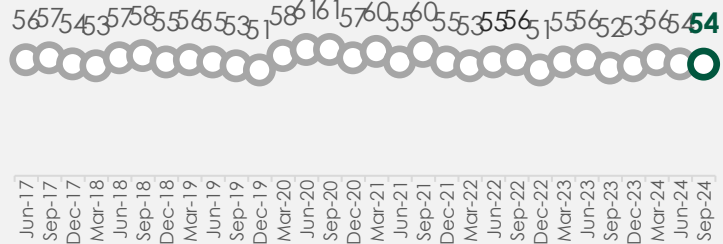


Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following ...?  
Base: All Respondents (unweighted) n=2,000

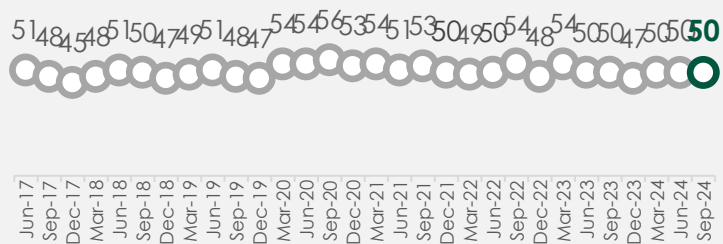
# Evaluating Personal Finances – Agree (6-10)

Canadians' evaluation of their personal finances is consistent with the previous quarter. However, fewer are worried that someone in their household could lose their job (-5 points), the lowest point in 2 years.

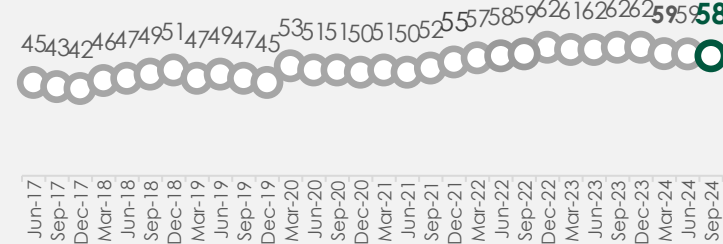
**I will be able to cover all living and family expenses in the next 12 months without going into further debt**



**I am confident I won't have any debt in retirement**



**I am concerned about the impact of rising interest rates on my financial situation**



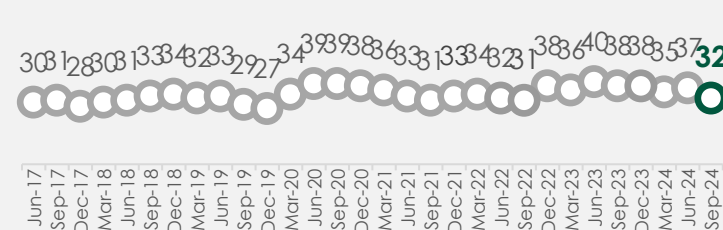
**I regret the amount of debt that I've taken on in my life**



**I am concerned about my current level of debt**



**I am worried that me or someone in my household could lose their job**

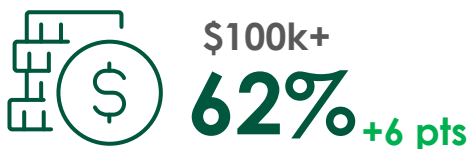


Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following ...?  
Base: All Respondents (unweighted) n=2,000



# Evaluating Personal Finances – Agree (6-10)

I am confident I won't have any debt in retirement



vs. \$60K to <\$100K (**51%**, -4)  
\$40K<\$60K (**47%**, -2) and  
<\$40K (**44%**, -1).

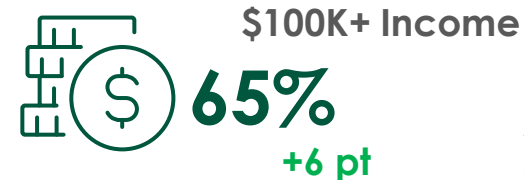


vs. Boomers (**57%**, -4),  
Millennials (**48%**, +2), and  
Gen X (**41%**, -1).

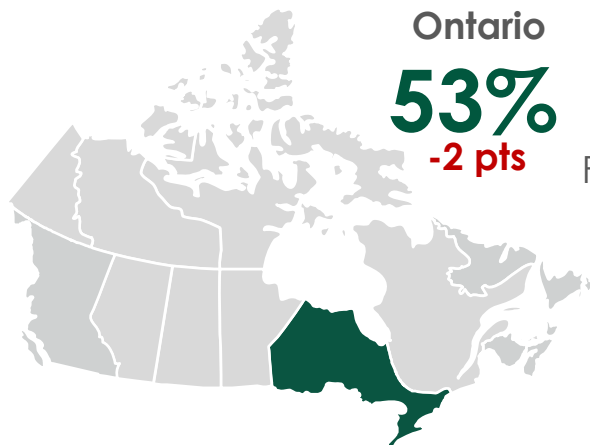
I will be able to cover all living and family expenses in the next 12 months without going into further debt



Vs. Gen Z (**47%**, +1),  
Millennials (**46%**, +4)  
and  
Gen X (**44%**, -5).

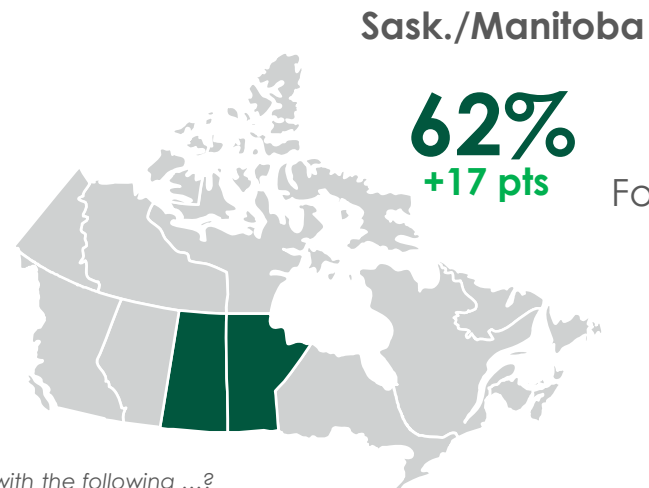


vs. \$60K to <\$100K (**55%**, -3),  
\$40K to <\$60K (**53%**, +2) and  
<\$40K (**48%**, +1).



Followed by residents of:

- Quebec (**53%**, +4)
- Sask./Manitoba (**49%**, +10)
- British Columbia (**48%**, -7)
- Atlantic Canada (**46%**, -3)
- Alberta (**45%**, -4)



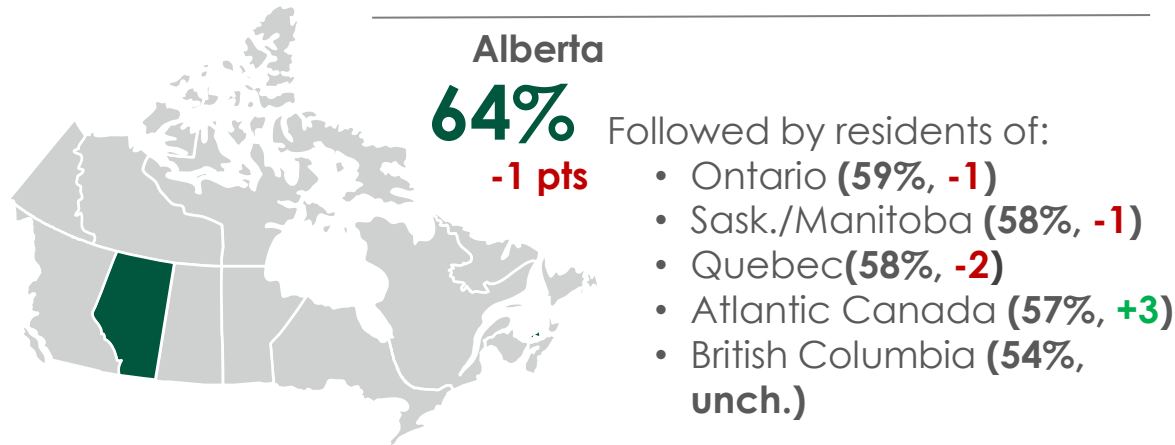
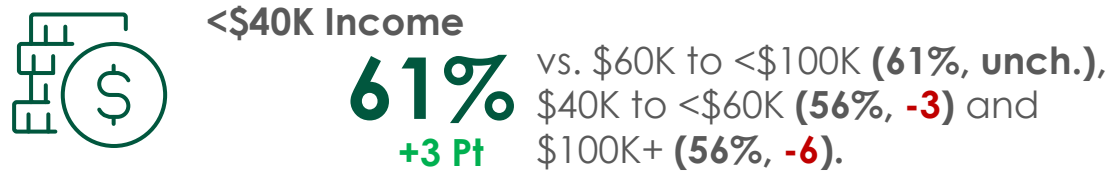
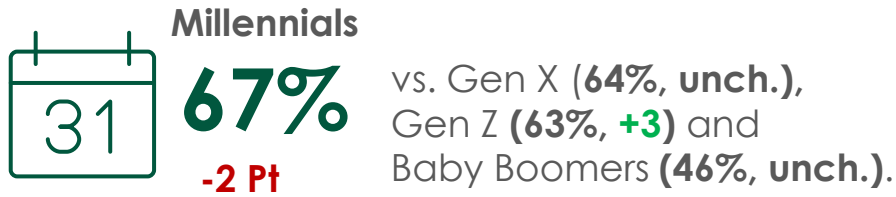
Followed by residents of:

- Ontario (**57%**, -1)
- British Columbia (**53%**, -1)
- Quebec (**52%**, +3)
- Atlantic Canada (**51%**, -7)
- Alberta (**47%**, -3)

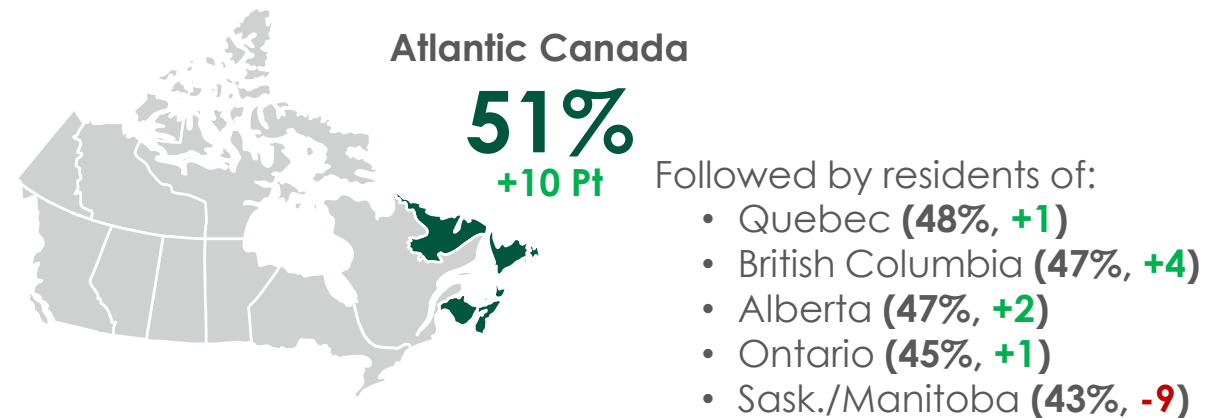
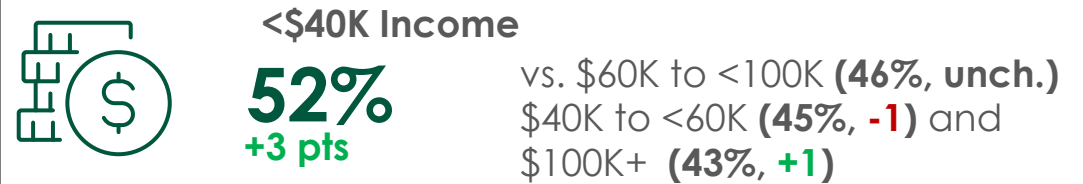
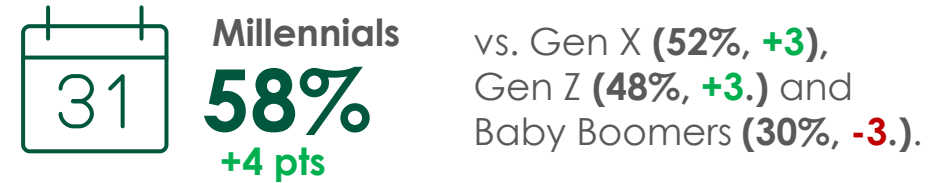
Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following ...?  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).

# Evaluating Personal Finances – Agree (6-10)

I am concerned about the impact of rising interest rates on my financial situation



I regret the amount of debt that I've taken on in my life



Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following ...?  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).

# Evaluating Personal Finances – Agree (6-10)

## I am concerned about my current level of debt



<\$40K  
**50%** +7 pts



Millennials  
**54%** unch

vs. \$40K to <\$60K (**44%**, unch.),  
\$100K+ (**42%**, -1) and  
\$60K - <\$100K (**41%**, +1).

vs. Gen X (**53%**, +5.),  
Gen Z (**50%**, +6) and  
Baby Boomers (**25%**, +1).

## I am worried that me or someone in my household could lose their job



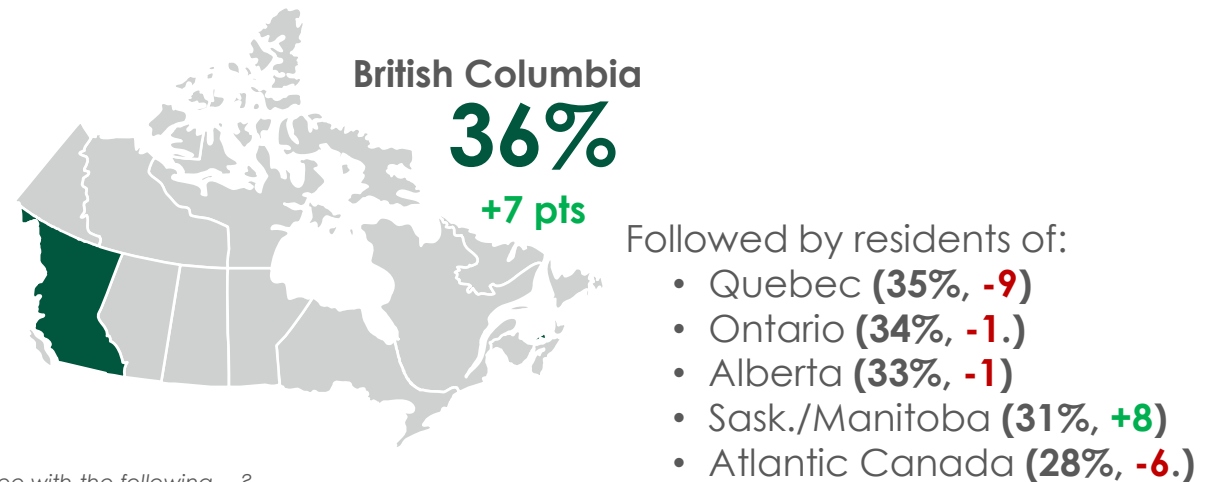
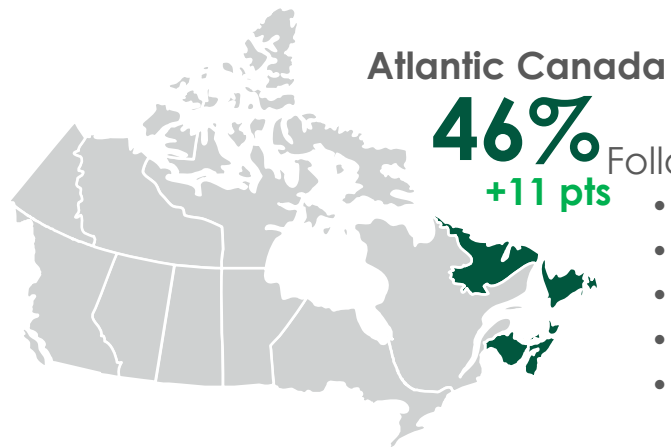
<\$40K Income  
**35%** -3 pts



Gen Z  
**48%** unch

vs. \$60K to <\$100K (**35%**, -6),  
\$100K+ (**33%**, -2) and  
\$40K to <\$60K (**32%**, -3).

vs. Millennials (**40%**, -6),  
Gen X (**38%**, -3) and  
Baby Boomers (**18%**, -2).



Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following ...?  
Base: All Respondents (unweighted) n=2,000 BC (n=273); AB (n=202); Sask./Manitoba(n=195); ON (n=728); QC (n=410); ATL (n=192).

# INTEREST RATES

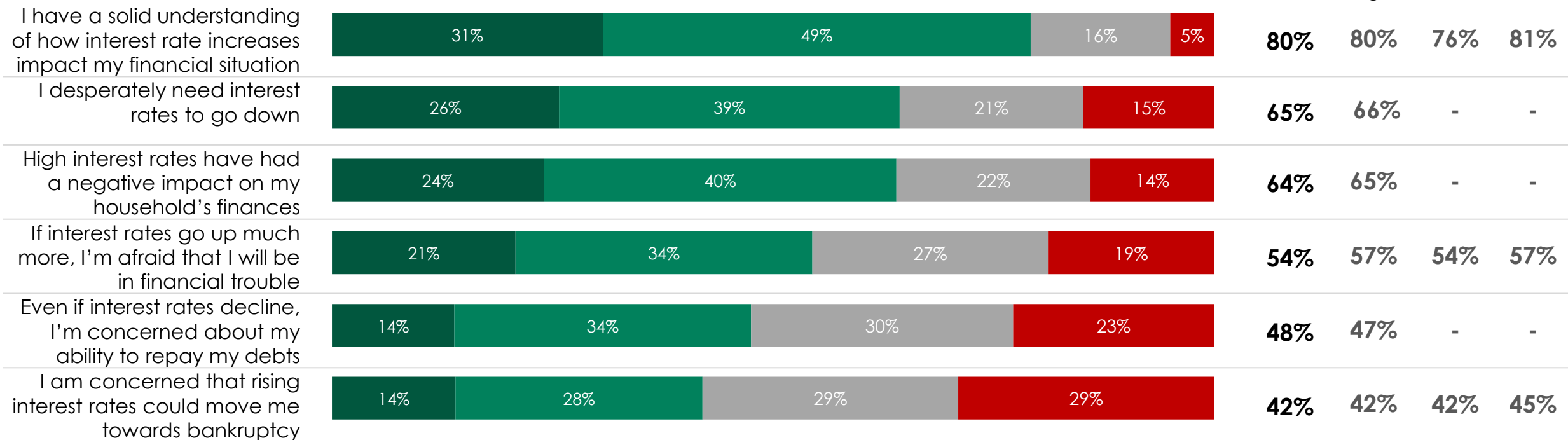


# Attitudes Towards Interest Rates

Most Canadians continue to agree they have a solid understanding of how interest rate increases impact their financial situation (80%, unchanged). Also consistent with last quarter, two-thirds of Canadians state they desperately need interest rates to go down (65%, -1) and high interest rates have had a negative impact on their household's finances (64%, -1). Just under half agree that even if interest rates decline, they are still concerned with their ability to repay their debts (48%, +1).

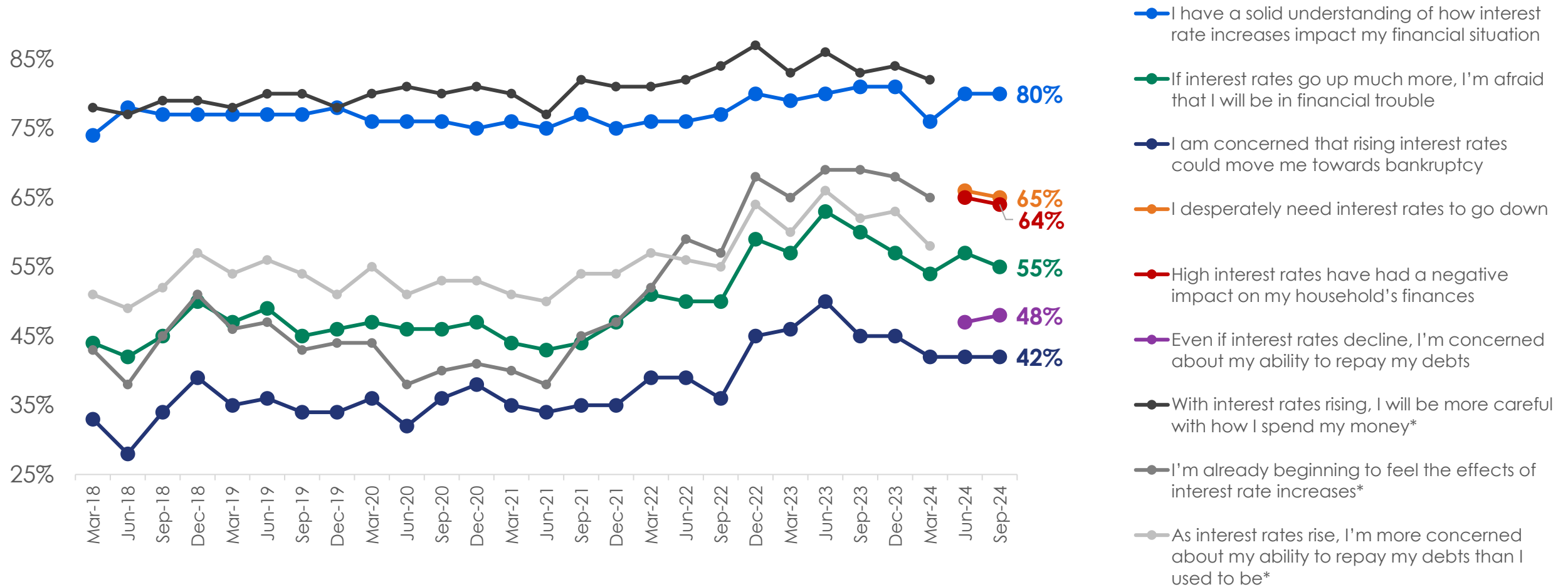
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

W30 % Agree W29 % Agree W28 % Agree W27 % Agree



Q7. To what extent do you agree or disagree with the following?  
Base: All Respondents (unweighted) n=(2000)

# Attitudes Towards Interest Rates Tracking (T2B)



Q7. To what extent do you agree or disagree with the following?

Base: All Respondents (unweighted) n=2,000

\*Statements removed in Jun 2024.

# Attitudes Towards Interest Rates

Canadians aged 18-54 are most likely to agree that they desperately need interest rates to go down, that high interest rates have had a negative impact on their household's finances, that they will be in financial trouble if interest rates go up, that they're concerned about paying their bills even if rates decline, and that rising rates could make them to bankruptcy. Overall, Canadians aged 55+ are least concerned with the effects of interest rates on their personal finances compared to younger

% Agree (Top 2 Box)																
	Top 2 Box	Gender		Age			Region						Household Income			
		Male A	Female B	18-34 C	35-54 D	55+ E	BC A	AB B	SK/MB C	ON D	QC E	ATL F	<\$40K G	\$40K to <\$60K H	\$60K to <\$100K I	\$100K+ J
I have a solid understanding of how interest rate increases impact my financial situation	80%	80%	79%	78%	80%	82%	77%	83%	80%	78%	85% ADF	76%	75%	79%	82% G	85% GH
I desperately need interest rates to go down	65%	61%	68% A	75% E	72% E	51%	64%	69%	65%	64%	62%	72% E	70% J	66%	64%	58%
High interest rates have had a negative impact on my household's finances	64%	62%	66%	72% E	76% E	47%	62%	59%	65%	64%	64%	73% AB	66%	66%	63%	62%
If interest rates go up much more, I'm afraid that I will be in financial trouble	57%	54%	59%	69% E	67% E	39%	53%	54%	65% AD	54%	62% AD	54%	62% J	58%	55%	54%
Even if interest rates decline, I'm concerned about my ability to repay my debts	48%	46%	50%	61% E	58% E	30%	48%	43%	35%	49% C	53% C	48% C	56% IJ	52% J	45% J	38%
I am concerned that rising interest rates could move me towards bankruptcy	42%	40%	43%	59% E	52% E	21%	41%	39%	36%	41%	47% C	39%	51% IJ	44% J	40% J	31%

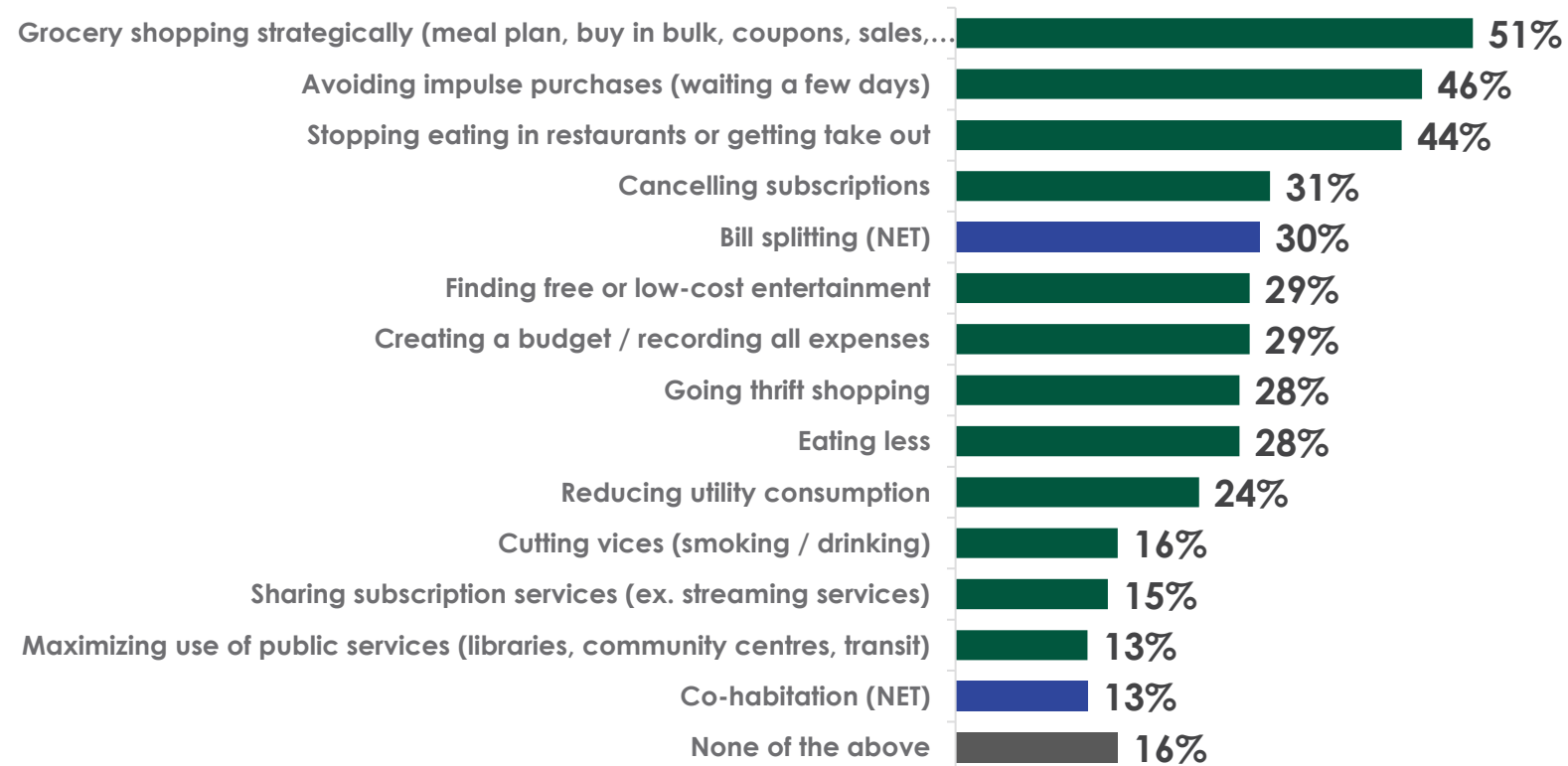
Q7. To what extent do you agree or disagree with the following?

Base: All Respondents (unweighted) n=(2000) Male (n=906); Female (n=1080); 18-34 (n=500);35-54 N (n=769); 55+ (n=731), <\$40K (n=437), \$40K to <\$60k (n=336), \$60K to <\$100K (n=543), \$100K+ (n=542), BC (n=273), AB (n=202), Sask./Manitoba(n=195), ON (n=7228), QC (n=410), ATL (n=192)

# Efforts to Save Money

# Attempts to Save Money in Past 12 Months

Half of Canadians say they have tried to save money by grocery shopping more strategically (51%). Slightly fewer say they are avoiding impulse purchases (46%) and have stopped eating in restaurants or getting take-out (44%). Three in 10 Canadians have resorted to bill splitting which includes moving in with someone and sharing common expenses (30%). Fewer are cohabitating (13%) in order to save money.



Qwave30.1. In the past 12 months, have you tried to save money by...?  
Base: All Respondents (unweighted) n=2,000

# Attempts to Save Money by Demos

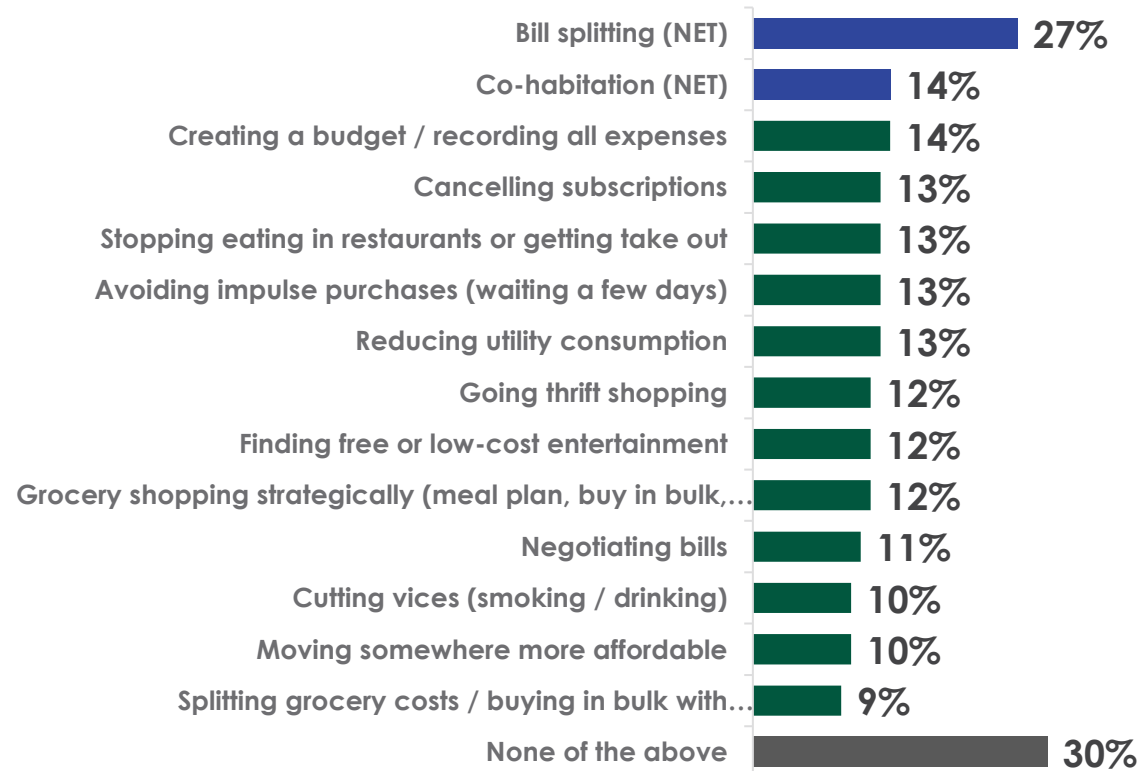
Bill Splitting is more common among Canadians aged 18-34, and specifically among British Columbians and Albertans. Similarly, co-habitation is more common among younger Canadians, British Columbians, and those with lower income. Women are significantly more likely to have tried saving money by grocery shopping strategically, avoiding impulse purchases and refraining from eating out.

	Total	Gender		Age			Region						Household Income			
		Male A	Female B	18-34 C	35-54 D	55+ E	BC A	AB B	SK/MB C	ON D	QC E	ATL F	<\$40K G	\$40K to <\$60K H	\$60K to <\$100K I	\$100K+ J
Grocery shopping strategically	51%	47%	56% A	45%	57% CE	51%	53% E	58% E	56% E	52% E	43%	57% E	48%	55%	54%	50%
Avoiding impulse purchases	46%	38%	52% A	46%	49% E	42%	46%	48%	48%	43%	47%	45%	43%	47%	48%	46%
Stopping eating in restaurants or getting take out	44%	37%	51% A	43%	49% E	40%	37%	52% AD	47%	42%	44%	47%	43%	45%	45%	42%
Cancelling subscriptions	31%	28%	33%	37% E	38% E	19%	32%	35% G	25%	32%	27%	30%	27%	35%	32%	30%
<b>Bill splitting (NET)</b>	<b>30%</b>	<b>29%</b>	<b>32%</b>	<b>53% DE</b>	<b>31% E</b>	<b>14%</b>	<b>38% CD</b>	<b>37% CD</b>	<b>26%</b>	<b>26%</b>	<b>30%</b>	<b>32%</b>	<b>33%</b>	<b>29%</b>	<b>29%</b>	<b>31%</b>
Finding free or low-cost entertainment	29%	24%	33% A	32% E	34% E	21%	27%	41% ACDEF	28%	27%	28%	25%	29%	27%	30%	26%
Creating a budget / recording all expenses	29%	25%	33% A	38% DE	30% E	22%	26%	34%	27%	27%	31%	30%	29%	30%	30%	30%
Going thrift shopping	28%	23%	33% A	28%	33% E	24%	30%	40% DE	35% DE	26%	23%	30%	29%	32%	30%	24%
Eating less	28%	26%	29%	33% E	34% E	19%	35% E	35% E	27%	28%	20%	27%	39% HIJ	26%	24%	19%
Reducing utility consumption	24%	22%	27% A	20%	26%	26%	27% E	41% ACDEF	27% E	24% E	14%	28% E	23%	29%	26%	22%
Cutting vices	16%	17%	15%	18% E	20% E	10%	21% E	18%	15%	15%	13%	14%	16%	15%	17%	16%
Sharing subscription services	15%	13%	16% A	24% DE	17% E	6%	17%	21% CD	10%	12%	15%	15%	14%	12%	15%	17%
Maximizing use of public services	13%	12%	14%	18% DE	13% E	8%	14% E	19% EF	14%	14% EF	8%	7%	15%	13%	13%	11%
<b>Co-habitation (NET)</b>	<b>13%</b>	<b>13%</b>	<b>13%</b>	<b>30% DE</b>	<b>10% E</b>	<b>3%</b>	<b>20% CDE</b>	<b>13%</b>	<b>10%</b>	<b>12%</b>	<b>12%</b>	<b>13%</b>	<b>18% IJ</b>	<b>15% J</b>	<b>12%</b>	<b>9%</b>
None of the above	16%	20% B	12%	8%	12%	26% CD	18%	13%	19%	16%	15%	15%	13%	13%	16%	20% GH

Qwave30.1. In the past 12 months, have you tried to save money by...?  
Base: All Respondents (unweighted) n=2,001

# Plans to Save Money in the Next 12 Months.

Bill splitting (27%) is at the top of the list in ways Canadians are willing to consider to save money in the next 12 months, this includes 14% who would consider co-habitation. Other ways Canadians would consider saving money is by creating a budget, cancelling subscriptions, reduce the amount they eat at restaurants, avoiding impulse purchases, and reducing utility consumption.



Qwave30.2. To save money in the next 12 months, would you consider doing the following...?  
Base: varies, those who aren't already doing each activity

# Plans to Save Money Demo

Similarly to those who are currently bill-splitting or co-habiting, younger Canadians are also more likely to consider this as an option with British Columbians more likely to consider co-habitation.

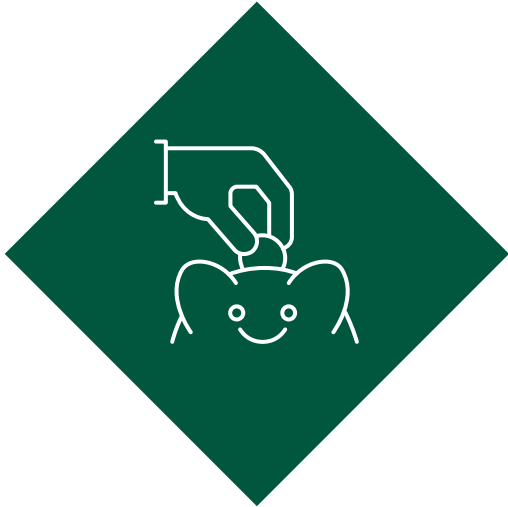
	Total	Gender		Age			Region						Household Income			
		Male A	Female B	18-34 C	35-54 D	55+ E	BC A	AB B	SK/MB C	ON D	QC E	ATL F	<\$40K G	\$40K to <\$60K H	\$60K to <\$100K I	\$100K+ J
<b>Bill splitting (NET)</b>	<b>27%</b>	<b>26%</b>	<b>27%</b>	<b>42% DE</b>	<b>29% E</b>	<b>14%</b>	<b>31%</b>	<b>30%</b>	<b>28%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>31%</b>	<b>24%</b>	<b>27%</b>	<b>25%</b>
<b>Co-habitation (NET)</b>	<b>14%</b>	<b>14%</b>	<b>14%</b>	<b>26% DE</b>	<b>14% E</b>	<b>5%</b>	<b>21% BDE</b>	<b>12%</b>	<b>14%</b>	<b>13%</b>	<b>12%</b>	<b>12%</b>	<b>17% J</b>	<b>14%</b>	<b>14%</b>	<b>11%</b>
Creating a budget / recording all expenses	14%	14%	15%	13%	19% CE	11%	18%	15%	15%	13%	13%	17%	15%	13%	14%	15%
Cancelling subscriptions	13%	12%	15%	15%	16% E	11%	16%	12%	12%	13%	13%	17%	13%	10%	14%	16% H
Stopping eating in restaurants or getting take out	13%	12%	12%	13%	12%	12%	15%	12%	14%	13%	11%	12%	13%	11%	13%	13%
Avoiding impulse purchases	13%	14%	12%	13%	14%	13%	11%	18% CE	9%	16% CE	10%	14%	14%	16% I	10%	14%
Reducing utility consumption	13%	12%	13%	14%	14%	11%	14%	18% D	11%	11%	12%	16%	14%	11%	12%	14%
Going thrift shopping	12%	10%	14% A	14%	10%	12%	14%	10%	9%	12%	10%	18% BCE	15%	13%	10%	10%
Finding free or low-cost entertainment	12%	11%	13%	12%	12%	12%	12%	8%	20% ABDE	11%	13%	15%	13%	14%	10%	13%
Grocery shopping strategically	12%	11%	13%	12%	11%	12%	9%	13%	8%	13%	10%	14%	14%	12%	12%	9%
Negotiating bills	11%	9%	12%	13% E	15% E	5%	11%	14%	8%	10%	12%	9%	12%	11%	11%	10%
Cutting vices	10%	12% B	8%	13% E	10%	7%	13% E	10%	8%	10%	8%	13%	10%	10%	10%	11%
Moving somewhere more affordable	10%	11%	10%	14% E	12% E	7%	12% E	15% E	9%	12% E	5%	11% E	12%	12%	13%	7%
Splitting grocery costs / buying in bulk with roommates/friends/family	9%	7%	11% A	11% E	10% E	6%	11% E	13% DE	12% E	8%	5%	11% E	12% J	9%	9%	6%
None of the above	30%	33% B	27%	16%	28% C	42% CD	29%	27%	35%	31%	31%	27%	25%	28%	32% G	33% G

Qwave30.2. To save money in the next 12 months, would you consider doing the following...?

Base: varies, those who aren't already doing each activity

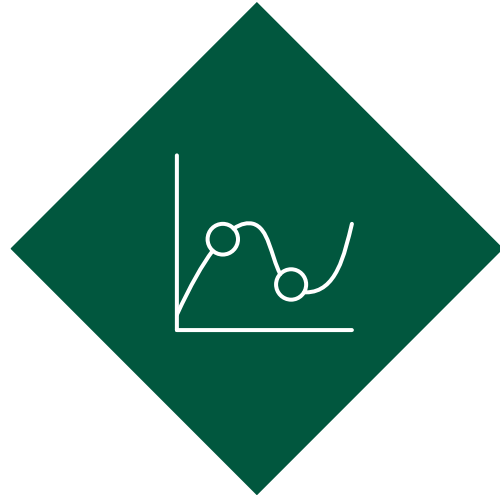


# MEDIA ANGLES



### **MNP Debt Index Rebounds as Interest Rate Continue to Decline**

*Optimism in the future is on the rise as more Canadians are feeling much better about their expected debt in the next 12 months.*



### **Canadian Month-end Finances Improve to All-time High**

*After all bills and essential expenses are settled, on average, Canadians are left with \$937 at month-end, up significantly by \$155 to the highest level recorded to date.*



### **Risk of Insolvency Reaches 6-year Low**

*The proportion of Canadians who are at risk of insolvency is down 4 points to 42% which is the lowest recorded proportion since September 2018. However, a gender gap still persists, and most gains have been among men while women continue to be at risk.*



### **Younger Canadians Co-habiting to Save Money**

*While 13% of Canadians are currently co-habiting to save money, this is significantly higher among those under the age or 35.*

# About Ipsos

---

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
[www.ipsos.com](http://www.ipsos.com)

# Game Changers

---

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

**You act better when you are sure.**