

## HOW DIFFERENT GENERATIONS OF CANADIANS VIEW THEIR FINANCIAL SITUATION



AT EQUIFAX®, WE SEE A LOT OF FINANCIAL DATA BUT WE SET OUT TO DISCOVER THE STORY BEHIND THE NUMBERS – CANADIANS ATTITUDES, PERCEPTIONS AND BEHAVIOURS TOWARDS THEIR FINANCIAL SITUATION – AND HOW THAT DIFFERS ACROSS GENERATIONS. WHAT WE FOUND MAY SURPRISE YOU.

### THE YOUNGEST AND OLDEST GROUPS ARE MOST OPTIMISTIC ABOUT THEIR FINANCIAL FUTURE



CANADIANS 18-24 AND OVER 65 ARE THE MOST OPTIMISTIC ABOUT THEIR FINANCIAL FUTURE

...AND THEIR FINANCIAL COMFORT IN RETIREMENT

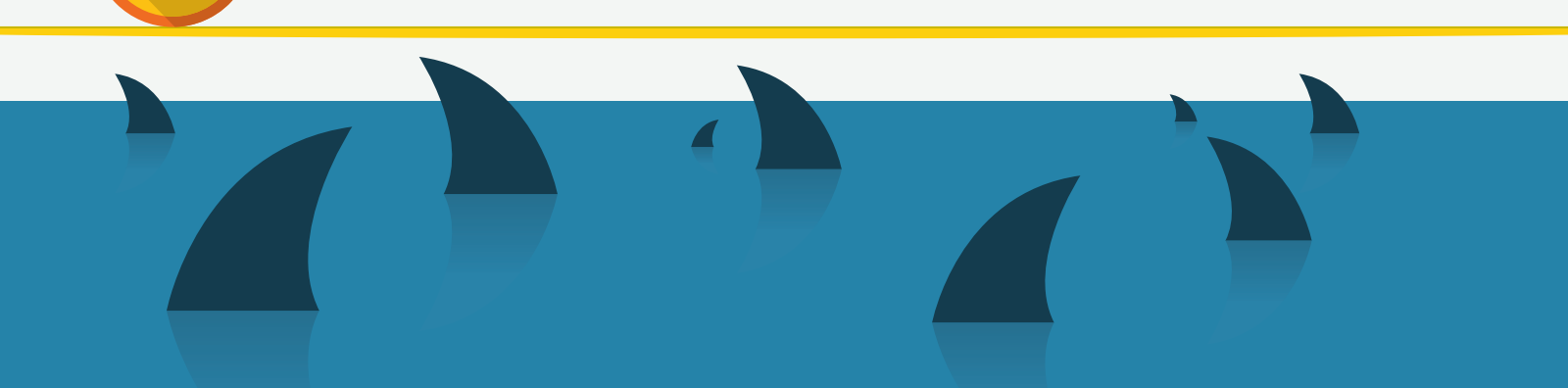


### CANADIANS ARE UNCOMFORTABLE WITH DEBT

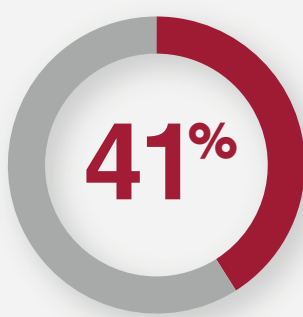


**63%** ARE NOT COMFORTABLE WITH DEBT...BUT

**42%** SAY THAT **RISK** IS THE ONLY WAY TO BUILD WEALTH



### DEBT IS INCREASING FOR MANY CANADIANS

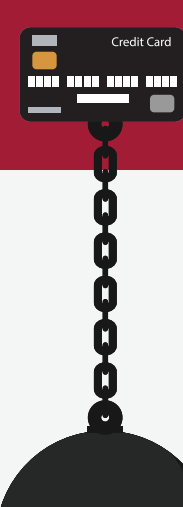
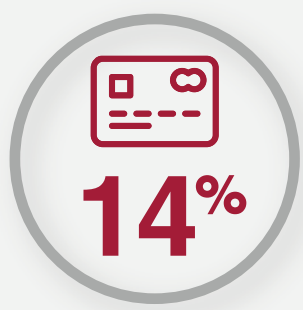


PEOPLE WITH KIDS AT HOME ARE MORE WORRIED

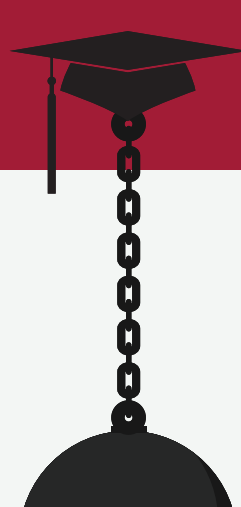


EXPENSES OUTPACING INCOME IS THE #1 REASON FOR INCREASED DEBT

### CANADIANS WORRY ABOUT MAKING DEBT PAYMENTS



DEBT



DEBT

### SOME CANADIANS ARE LIVING WITH FINANCIAL UNCERTAINTY

**27%**  
ARE CONCERNED ABOUT LOSING THEIR JOB

**40%**  
SAY THEIR FINANCIAL SITUATION IS WORSE THAN THEY THOUGHT IT WOULD BE AT THIS STAGE



### CANADIANS OVERWHELMINGLY WANT TO SAVE



**94%** SAY **SAVING** IS IMPORTANT



**60%** ARE ABLE TO **SAVE MONEY** REGULARLY

### A CASE FOR FINANCIAL LITERACY

**40%** DIDN'T RECEIVE ENOUGH FINANCIAL LITERACY EDUCATION

BUT

**70%** HAVE ENOUGH INFORMATION TO MAKE FINANCIAL DECISIONS



### RETIREMENT ISN'T WHAT IT USED TO BE

**MORE THAN HALF OF YOUNG ADULTS** ALREADY EXPECT TO WORK DURING RETIREMENT  
(56% OF 18-24 YEAR-OLDS)

**ALMOST HALF OF THOSE APPROACHING RETIREMENT** EXPECT TO KEEP WORKING  
(47% OF 55-64 YEAR-OLDS)



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Powering the World with Knowledge™

AN ONLINE SURVEY OF 1593 CANADIANS WAS COMPLETED BETWEEN APRIL 17-20, 2017 USING LEGER'S ONLINE PANEL, LEGERWEB. A PROBABILITY SAMPLE OF THE SAME SIZE WOULD YIELD A MARGIN OF ERROR OF +/- 2.5%, 19 TIMES OUT OF 20.  
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