

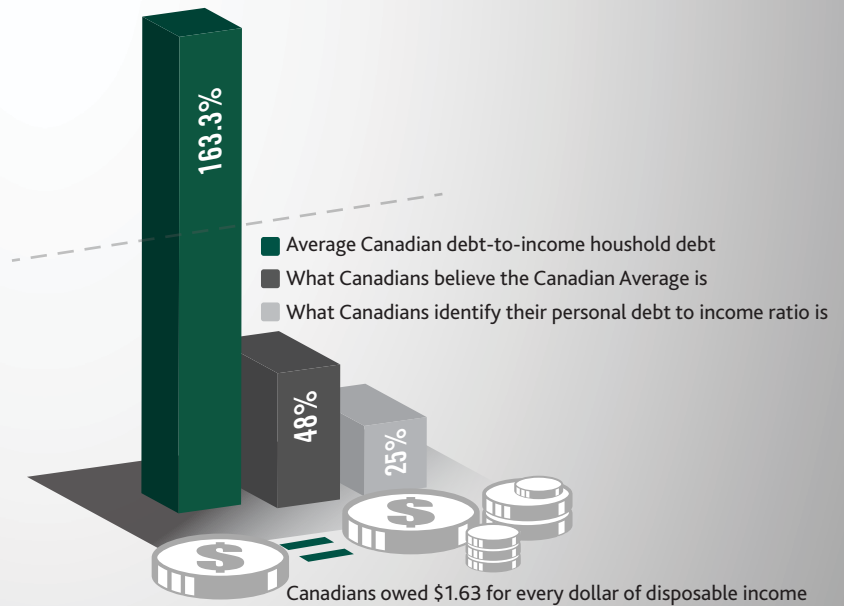
One in Five Canadians Likely to Take on Additional Credit Debt Due to the Bank of Canada Rate Cut Announcement

**8 IN 10
CANADIANS
AGREE**

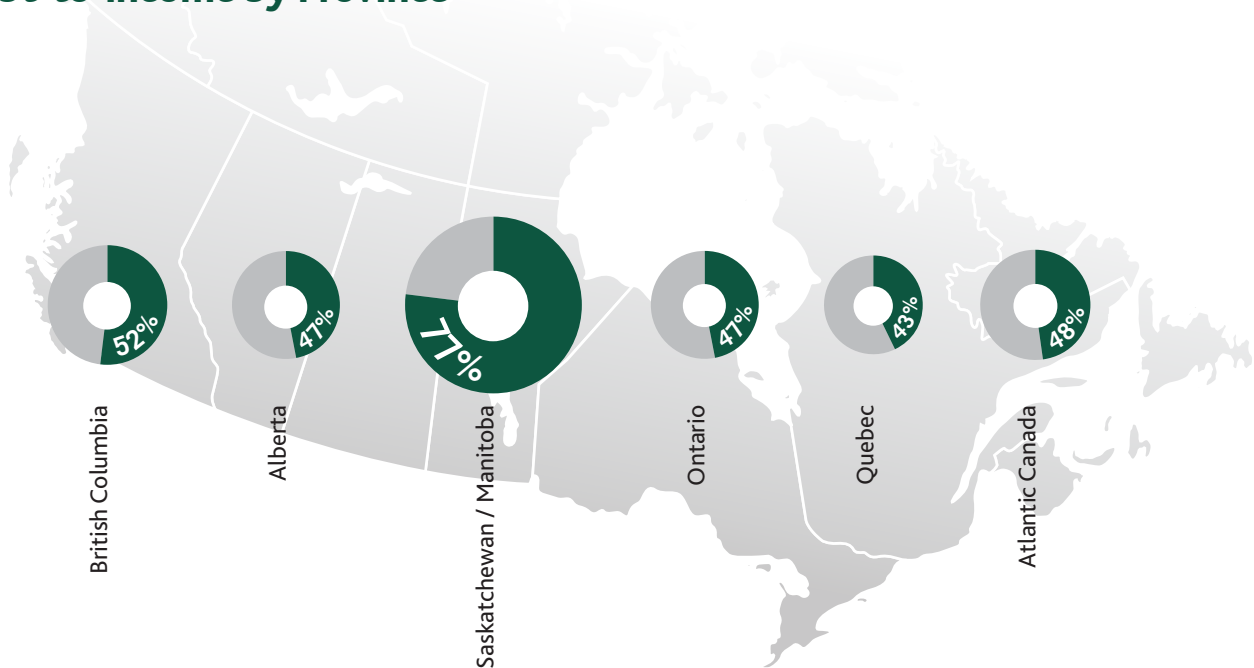


**DEBT OBLIGATIONS ARE NOT
BEING TAKEN AS SERIOUSLY
AS THEY SHOULD.**

Average Canadian Debt-to-Income



Debt-to-Income by Province



* Provided by Ipsos Reid and Statistics Canada