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A Report To The Globe and Mail

Survey for the Report Business Magazine – Money, Debt, and Retirement

April 2007

Background and Methodology

- ◆ *The Strategic Counsel* is pleased to present this summary of results for a recently completed survey for *The Globe and Mail's Report on Business Magazine*.
- ◆ The survey was conducted **online** among the following:
 - National Canada
 - English and French Canada interviewing
 - Age 18+
 - 50:50 male:female distribution
- ◆ Notes on reading the data: Stats testing has been shown on each of the accompanying charts. Relative to a corresponding column, capital letters indicate a significant difference at 98% confidence level, whereas lower case letters indicate a significant difference at 95%.

Detailed Results

There is a strong preference for additional financial compensation as opposed to being provided with a corner office.

- ◆ Women would prefer having \$100,000 a year for life, whereas men are split between the appeal of the two. Men, more so than women, believe that an extra \$10,000 a year is more appealing than receiving the equivalent value in vacation time.

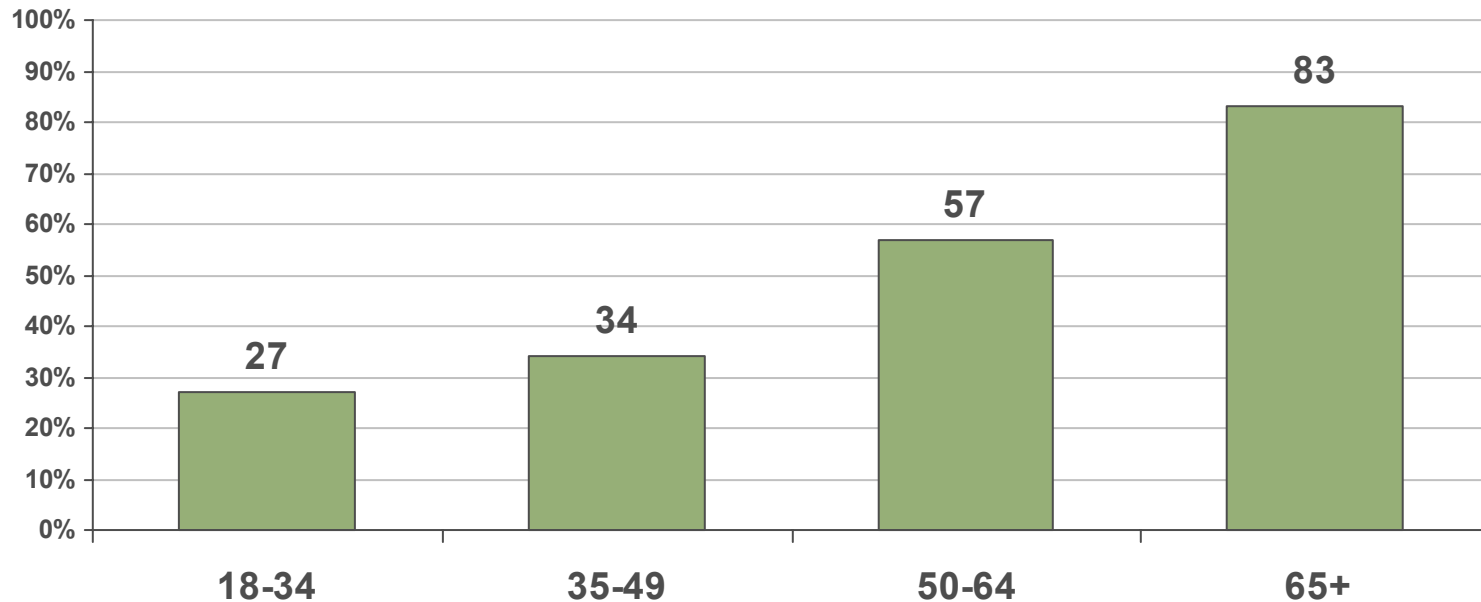
% choosing Option A

	Total Sample	Gender	
		% choosing Option A	%
		Male	Female
n=	605	306	299
	A	D	E
	%	%	%
A) Earn an extra \$10,000/year ... or B) Be given a corner office	99	99	98
A) Earn an extra \$10,000/year ... or B) Be given the equivalent value in vacation time off	75	79 ^e	70
A) Have a million dollars right now ... or B) \$100,000/year for life	47	51 ^e	42

Q.2 For the following options, which would you prefer?
Base: Total sample (n=605)

As Canadians age, their preference to have \$1,000,000 today as opposed to \$100,000 for life strengthens.

% who would rather have 1 million dollars today as opposed to \$100,000 for life



Q.2 For the following options, which would you prefer?
 Base size vary by age

If they received a gift of \$20,000, most Canadians would spend the money on themselves or their family, followed by paying down their mortgage.

- ◆ Younger Canadians are more likely to use the money to pay down their mortgage, while Canadians over 35 are more likely to spend the money on themselves or their family.
- ◆ Women are also more likely than men to use the money to pay down their mortgage.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Put it toward an RRSP	19	18	19	21	17
Use it to pay down your mortgage	36	52 ^C	33	31	41 ^D
Make a charitable donation	3	3	4	4	3
Spend it on yourself or your family	42	28	44 ^B	44	39

Retirement age Canadians can better enjoy hypothetical new found wealth as opposed to paying down debts or investing for the future

- Only 6% of those 65+ would put it towards and RRSP
- Only 12% of those 65+ would put it towards a mortgage
- 77% of those 65+ would spend it on themselves and family

Q.3 If you were to receive a gift of \$20,000, what would you do with it?

Base: Total sample

Most Canadians believe that they would be unable to retire now if they wanted to.

◆ This is consistent by gender.

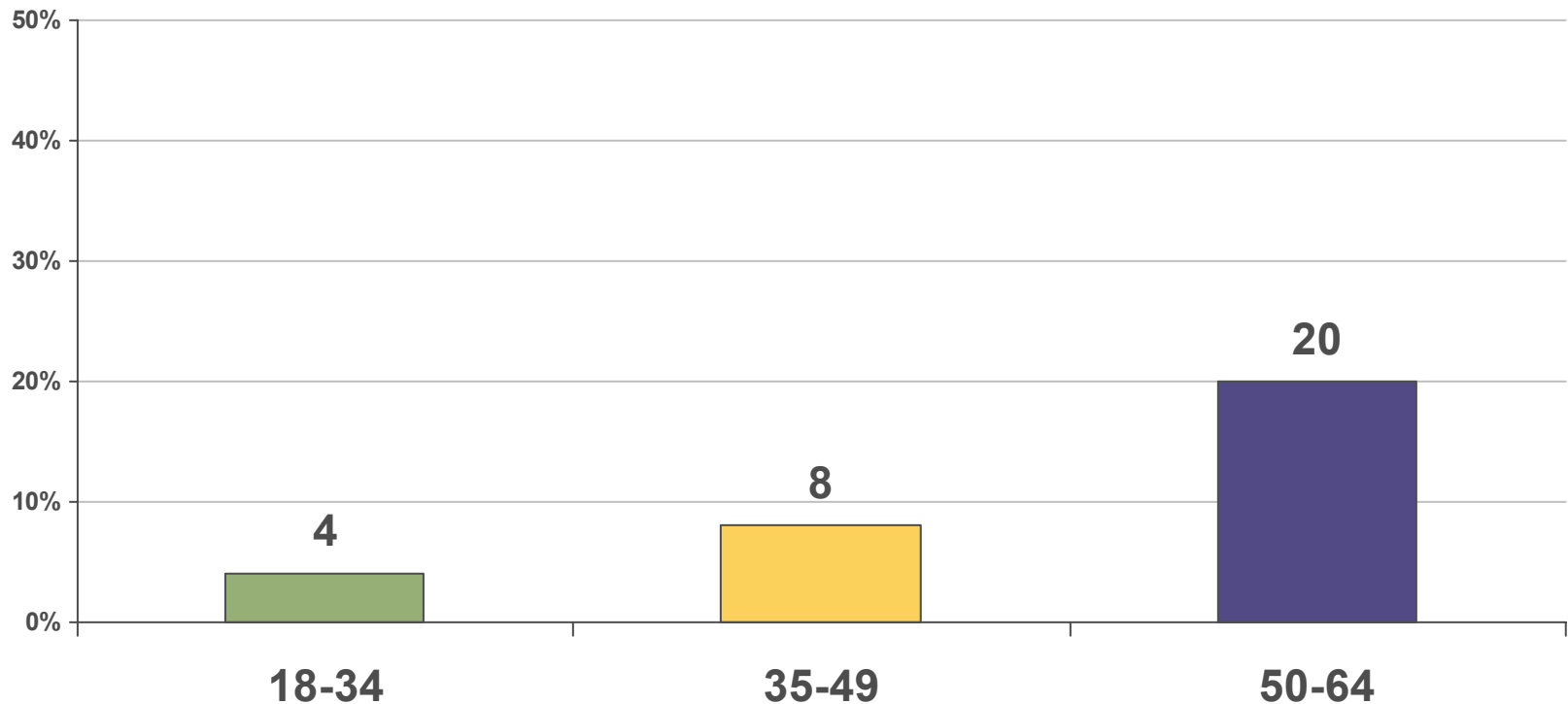
	Total Sample	Gender	
		Male	Female
n=	796	368	428
	A	D	E
	%	%	%
Yes	11	12	10
No	89	88	90

Q.5 If you wanted to retire and not work right now, could you afford to?

Base: All except retirees

Though confidence increases with age, most Canadians believe that they would be unable to retire now if they wanted to.

% who are confident they could retire today



Q.2 For the following options, which would you prefer?
Base size vary by age

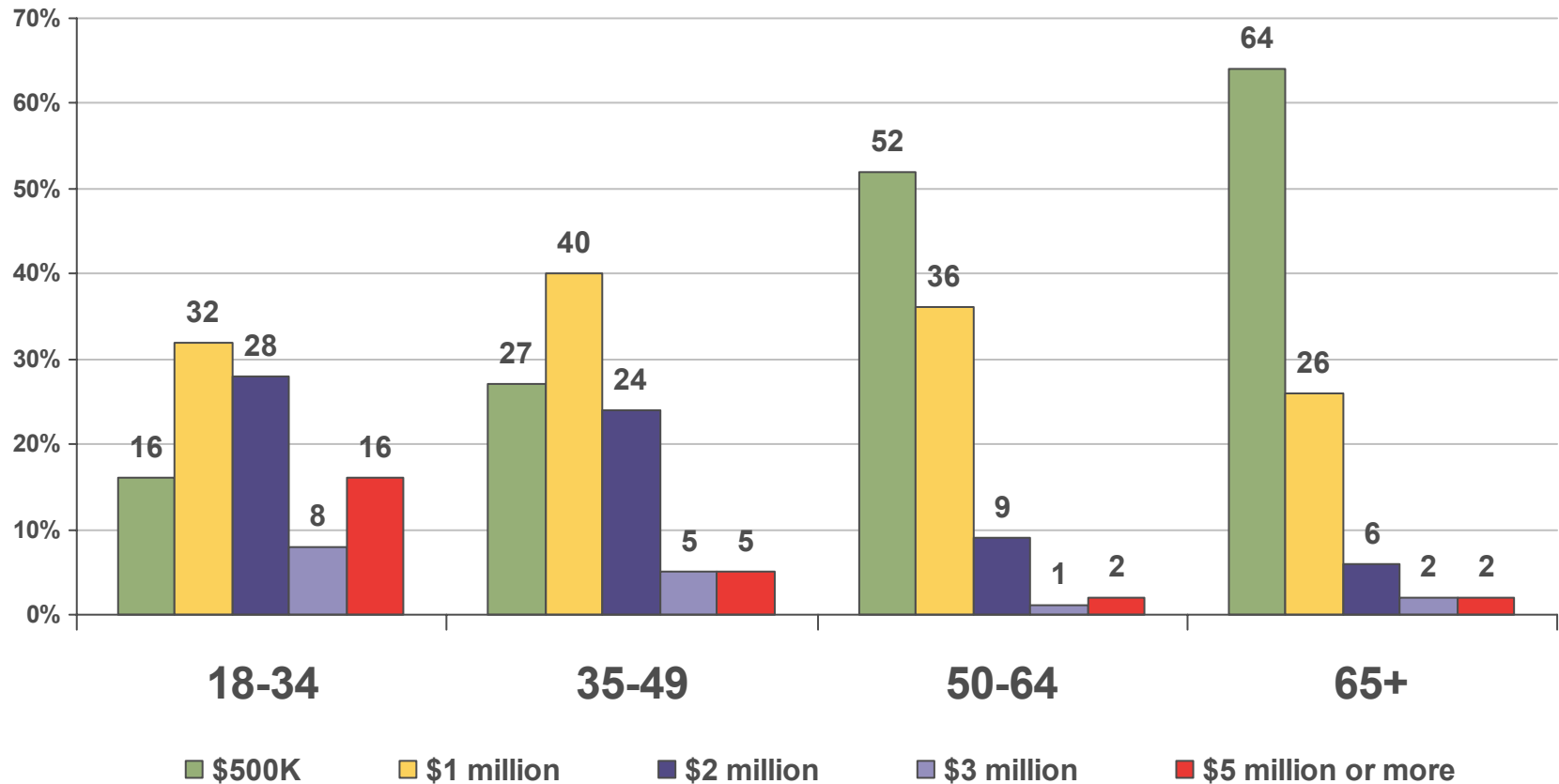
Close to three-quarters of Canadians think they could retire today if they had 1 million dollars or less (38% if they had \$500k and 36% if they had \$1 million).

	Total Sample	Gender	
		Male	Female
n=	1028	513	516
	A	D	E
	%	%	%
\$500K	38	40	35
\$1 million	36	33	39
\$2 million	18	19	16
\$3 million	4	2	5 ^D
\$5 million or more	5	5	5

Q.6 How much in total assets do you think you would need to retire on right now?

Base: Total sample

Older Canadians are more likely to believe that they could retire with less accumulated assets than do the younger Canadians.



Q.6 How much in total assets do you think you would need to retire on right now?
Base: Total sample

If they died tomorrow, the majority of Canadians would give their estates to their spouses followed by their dependants.

- ◆ Though younger Canadians are most likely to give their money to their spouses or significant others, they are also relatively more likely than are older Canadians to give their money to their parents (as the older Canadians are less likely to have living parents).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Charity	2	<1	2	2	2
Children/grandchildren	24	10	26 ^C	17	31 ^D
Spouse/significant other	59	49	61 ^C	63 ^E	55
Parents	7	26 ^c	4	10 ^E	5
Friends	1	3	1	2	1
Creditors	2	5 ^c	2	3 ^e	2
Other	5	9 ^C	4	4	6

Q.7 Who would get the most of your money if you died tomorrow?

Base: Total sample

The majority of Canadians collect coupons. This is consistent both by age and gender.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Yes	86	84	86	83	88 ^d
No	15	16	14	17 ^e	12

Q.8 Do you collect discount or price off coupons and use them when shopping?

Base: Total sample

Nationally, an overwhelming proportion of Canadians claimed to have made charitable donations in the past year.

- ◆ Older Canadians are much more likely to have donated to a charity in the past year (89%) relative to those under the age of 35 (65%).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Yes	85	65	89 ^B	83	87
No	15	35 ^C	11	17	13

Q.9 Have you donated any money to a charitable or not-for-profit organization in the last year?

Base: Total sample

The majority of Canadians can recall their last purchase over \$500. The most commonly recent purchased items over \$500 have been cars, computers, furniture, TVs, and vacation related packages.

- ◆ Older Canadians are slightly more likely than those under 35 to have purchased a television or vacation. Women are slightly more likely to have purchased furniture and bedding than are men.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
<i>Recall last purchase over \$500?</i>					
Yes	81	76	83 ^b	82	80
No	19	24 ^c	18	18	20
DK/NA/Ref					
<i>What was it for?</i>	n=	128	715	421	413
Car	15	14	15	14	16
Computer	13	19	12	15	11
Furniture	8	9	8	6	11 ^D
Television	7	4	8 ^B	9	6
Vacation/Trips/Travel/Cruise	6	2	7 ^B	6	6
Washer/Dryer	4	5	4	4	5
Airfare	4	5	4	4	4
Home renovation	4	4	4	4	4
Bed/Bedding/Mattresses	3	2	4	2	5 ^D

Q.11 Do you recall what was the last purchase you made of more than \$500? If yes, what was if for?

Base: Total sample, & those who recall what their last purchase was over \$500

The majority of Canadians have multiple credit cards in their wallets.

- ◆ One-third of Canadians 35 or older have four or more credit cards in their wallets relative to 20% amongst those age 18-34.
- ◆ Younger Canadians are more likely to have no credit cards (10% vs 5% for older Canadians).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
None	6	10 ^C	5	6	6
One	16	18	16	17	16
Two	24	29	23	22	25
Three	24	24	24	24	24
Four or more	31	20	33 ^B	32	30

41% of those 50-64 have 4+ credit cards

Q.13 How many credit cards do you have?
Base: Total sample

A comparable portion of Canadians have made a credit card purchase of less than \$5, as have those who have only used their cards for purchases over \$20.

- ◆ Younger Canadians (49%) as well as men (29%), are most likely to use their credit cards for low value purchases under \$5.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Less than \$5	24	49 ^C	19	29 ^E	19
\$5 to \$9	22	21	23	25	20
\$10 to \$14	20	14	21 ^b	16	23 ^D
\$15 to \$19	7	3	8 ^b	6	8
\$20 or more	27	14	29 ^B	24	30 ^d

Q.14 What's the smallest amount you've ever used your credit card for?

Base: Total sample

Close to half of Canadians have at least \$1,000 in total credit card debt.

- ◆ Though relatively consistent by age, men are more likely than women to have over \$1,000 in credit card debt.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Less than \$50	34	33	35	32	37
\$50 to \$99	1	-	1	1	1
\$100 to \$149	1	1	1	1	1
\$150 to \$199	1	1	1	1	1
\$200 to \$299	3	4	3	4	3
\$300 to \$399	3	2	3	4	2
\$400 to \$499	2	1	2	1	2
\$500 to \$599	10	11	10	9	11
\$1,000 and over	44	47	44	48 ^e	41

Only 23% of those 65+ have over \$1,000 in credit card debt

Q.15 And do you recall approximately the current amount of your total credit card debt?
Base: Total sample

The majority of Canadians have never been contacted by a collections agency.

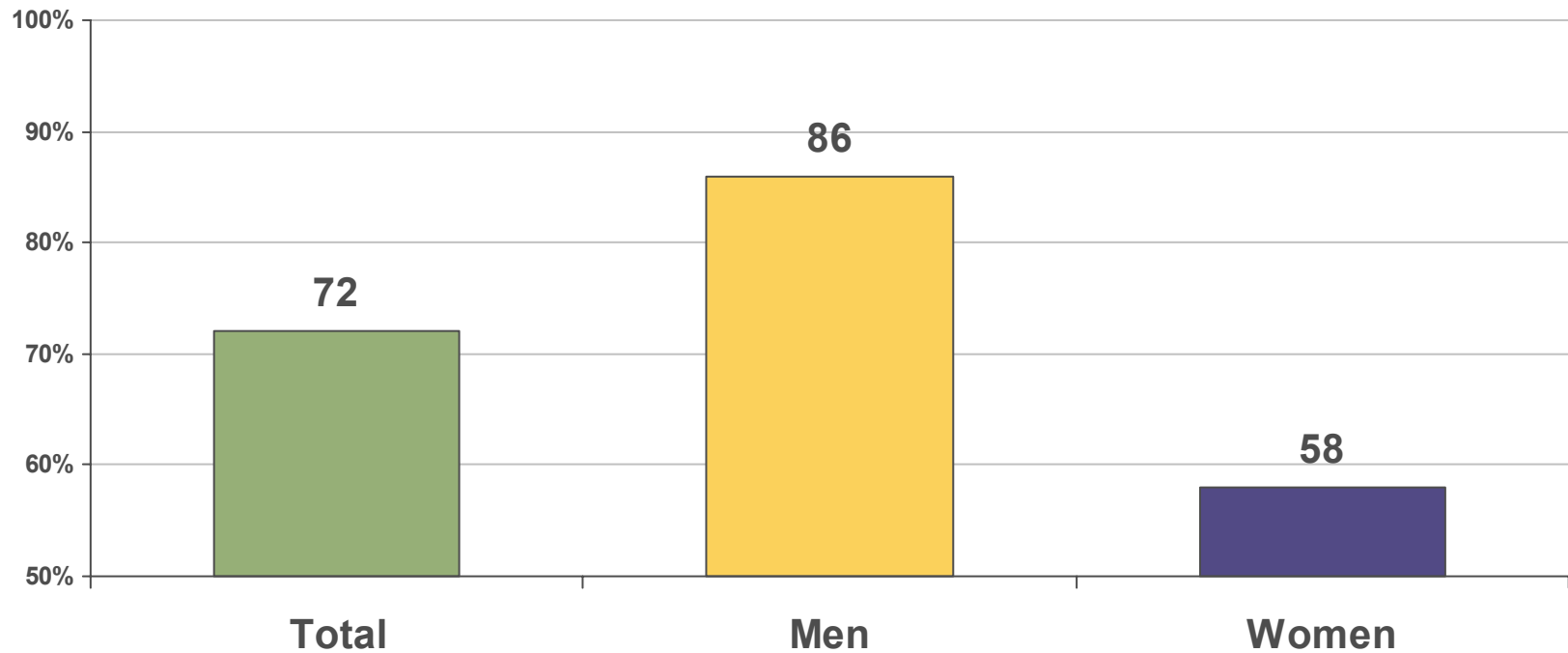
- ◆ Older Canadians are more likely to have not been contacted by a collections agency (89% vs 79%).

	Total Sample	Age		Gender	
		18 – 49	50+	Male	Female
n=	1028	565	464	513	516
	A	B	C	D	E
	%	%	%	%	%
Yes	16	21 ^c	10	16	16
No	84	79	89 ^B	84	84

Q.16 Have you ever been called by a collections agency about a debt?

Base: Total sample

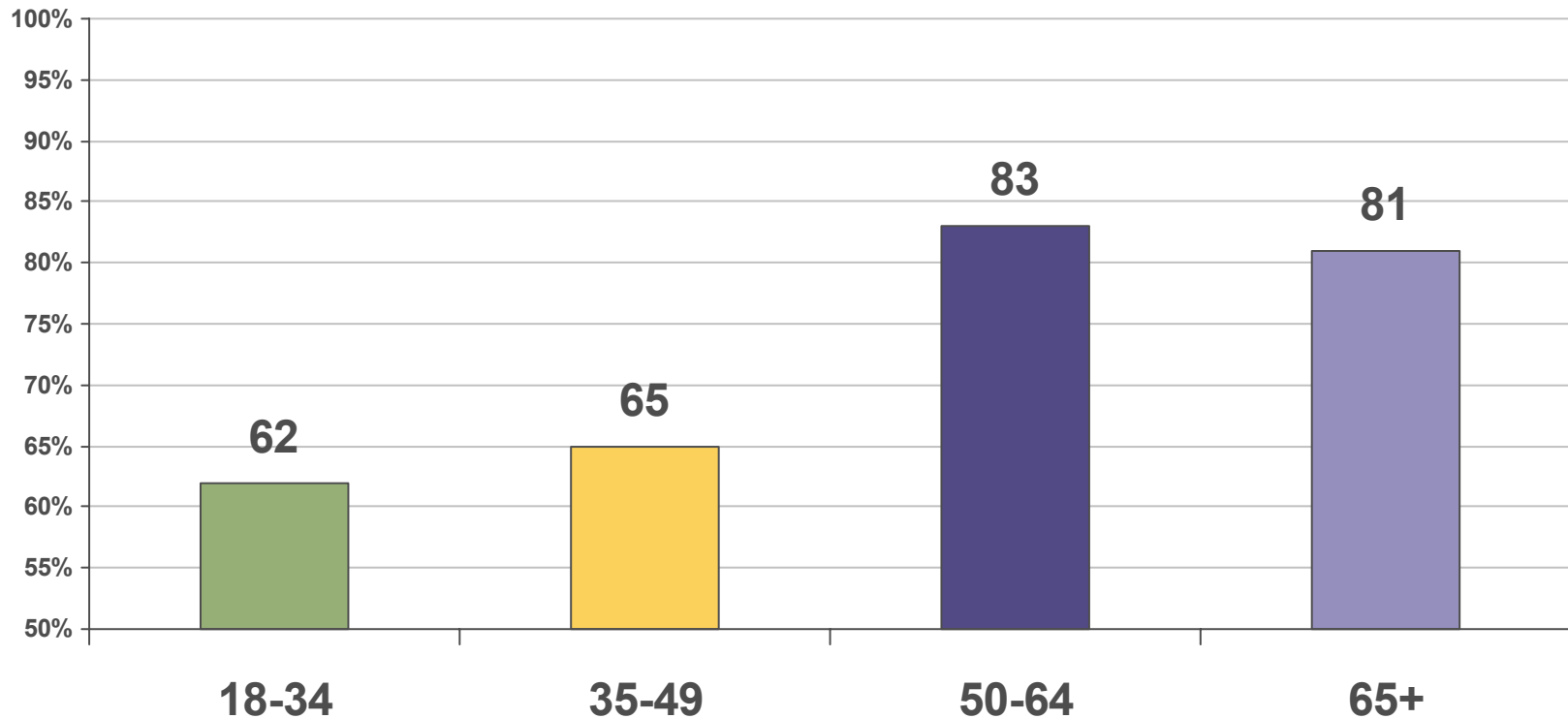
On average, Canadians carry \$72 in their wallet. Men are likely to carry significantly more money in their wallet than women.



Q.18 How much money in bills are you carrying right now in your wallet or purse?

Base: Total sample

Canadians over 50 are likely to carry over \$80 in their wallet, whereas those under 50 are likely to carry \$65 or less.



Q.18 How much money in bills are you carrying right now in your wallet or purse?

Base: Total sample

Most Canadians do not keep a standing emergency fund at home.

◆ This is consistent both by age and gender.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
<i>Keep cash at home for emergencies?</i>					
Yes	26	20	28 ^b	27	26
No	74	80 ^c	72	73	75
<i>How much?</i>					
	n=271	n=34	n=237	n=139	n=132
Less than \$50	8	15	7	9	7
\$50 to \$99	5	-	6	3	8
\$100 to \$149	14	9	15	12	16
\$150 to \$199	1	-	1	-	2
\$200 to \$299	13	15	13	13	14
\$300 to \$399	5	-	6	5	5
\$400 to \$499	3	2	3	4	1
\$500 to \$599	4	2	4	5	4
\$1,000 and over	4	-	4	5	2
Prefer not to answer	43	58	41	44	43

Q.19 Do you keep a standing amount of cash at home in case of emergency?

Base: Total sample

Q.20 Approximately how much do you keep at home for emergencies?

Base: Those who keep cash at home for emergencies

The majority of Canadians have found money in the past. Most typically, the amount was less than \$20. Similarly, the majority have kept this money.

◆ This is consistent both by gender and age.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
<i>Most amount of money ever found?</i>					
Yes, \$20 or less	59	62	59	57	62
Yes, \$21 to \$100	20	19	20	22 ^e	17
Yes, \$101 to \$500	5	6	5	6 ^e	3
Yes, more than \$500	1	-	1	2 ^e	<1
Haven't found money in the past	15	13	16	12	18 ^D
<i>Keep the money?</i>					
Yes	80	86	79	78	82
No	20	14	21	22	18

Q.22 What was the most amount of money you've ever found?

Q.23 Did you keep the money?

Base: Total sample, Q.23 base – those who have ever found money

The majority of Canadians would return a wallet with \$100 in it with its contents intact.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Return it, contents intact	97	95	98 ^B	97	98
Return it, minus the \$100	2	1	2	2	1
Return it, minus \$20	<1	1	-	-	<1
Chuck the wallet and keep the \$100	1	3 ^C	<1	1	<1

Q.24 If you found a wallet or purse with \$100 in it, would you ... ?

Base: Total sample

More than three-quarters of Canadians would advise cashiers of an error if they forgot to ring in a \$10 item. Amongst these individuals, almost all would advise the cashier if they forgot to ring in a higher value item.

- ◆ Relative to younger Canadians, older Canadians are more likely to advise the clerk of their error (82% vs 59%).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
<i>Unscanned item of \$10</i>					
Advise the clerk of the error	78	59	82 ^B	78	79
Keep quiet and hope they don't notice	22	41 ^C	18	23	21
<i>If unscanned item was \$75, would do the same?</i>					
Yes	n=804	n=100	n=704	n=397	n=406
No	96	93	97	97	96
	4	7	3	4	4

94% of those 65+

Q.25 Imagine you're at a drug store purchasing a number of items. You notice that the cashier at the checkout neglects to scan one of your items that costs \$10, but places it in the bag. Would you ... ?

Q.26 If the unscanned item cost \$75, would you still (answer to Q25)?

Base: Total sample, For Q.26, sample is those who said they would advise the clerk of the error at Q.25

The majority of Canadians claim to have never stolen money. Those who have stolen money, claim that it was less than \$20.

- ◆ Though low, Canadians under 50 are more likely than Canadians over 50 to have admitted to having stolen.

	Total Sample	Age		Gender	
		18 – 49	50+	Male	Female
n=	1028	565	464	513	516
	A	B	C	D	E
	%	%	%	%	%
<i>Ever stolen money?</i>					
Yes	16	19 ^c	12	17	15
No	80	76	85 ^B	79	81
Prefer not to answer	4	5	3	5	4

Q.27 No matter how small the amount, have you ever stolen money?

Q.28 The last time this occurred, was the amount ... ?

Base: Total sample, Q.28 – those who answered yes at Q.27