



Credit   
Education  
Week CANADA

**NOVEMBER 2 - 6<sup>TH</sup>, 2009**

**NATIONAL SURVEY RESULTS  
FOR MEDIA USE IN NEWS REPORTING**

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### **About the Survey**

These are the complete findings from a Torque Customer Strategy conducted on behalf of Credit Canada and Capital One Canada as part of the national financial literacy initiative, Credit Education Week 2009. The on-line survey was completed with couples between September 7<sup>th</sup> and September 14<sup>th</sup>, 2009. In total, survey responses were collected from 828 couples (1656 people), with equal distribution across the 4 major regions in Canada. The statistical significance for national couple statistics is +/-3.41%, 19 times out of 20; individually, the statistical significance for 1656 people is +/- 2.41%, 19 times out of 20.

### **About Credit Education Week**

The third annual Credit Education Week is a financial literacy initiative spearheaded by Credit Canada and Capital One Canada with support from leaders within the financial services industry, consumer advocacy groups, community organizations and government. Now in its third year, this week-long national event is being held from November 2<sup>nd</sup> to 6<sup>th</sup>, 2009 to help Canadians improve their financial management skills. It will give Canadians free access to financial advice and resources from Canada's leading experts to help them take control of their money. This year, Credit Education Week will shine a spotlight on "Couples and Money" to learn more about how couples' manage their finances.

### **About Credit Canada**

Credit Canada is a non-profit charitable service that has assisted thousands of people with credit counselling and debt management programs since 1966. Credit Canada is a member of the Ontario Association of Credit Counselling Services and a Charter Member of Credit Counselling Canada.

### **About Capital One**

Located in Toronto, Ontario, Capital One has offered Canadian consumers a range of competitive MasterCard® credit cards since 1996, when the company first introduced the Platinum MasterCard® in Canada. Capital One Canada is a division of Capital One Bank, a subsidiary of Capital One Financial Corporation of McLean, Virginia (NYSE: COF)

## 1. THEME: Affect of the Economic Recession on Canadians and their Relationships

### a) *Recession is Having Serious Consequences on Canadian Couples*

- 20% of Canadians have become the new primary bread winner in the past 12 months.
- 18% of Canadians that have become the new primary bread winner in the past 12 months claim it has negatively affected their relationships.
- 28% of women who have become the primary bread winner for the family in the past 12 months claim it has negatively affected their relationship. Only 13% of men felt the same way.
- 21% of couples claim the economic downturn has added more tension to the way they talk about money.
- 50% of couples who are unable to stick to their budget have been kept awake at night worrying about their finances in the past year.
- 56% of couples have reduced their spending due to the recession.

### b) *Canadians are Anxious About Their Current Financial Situation*

- 47% of people who have become the new bread winner of the family in the past year have been kept awake at night worrying about finances.
- Over one-third (37%) of Canadians have been kept awake at night worrying about finances.
- 26% of Canadians who have been kept awake at night worrying about finances in the past year have not reduced their spending due to the recession.

## 2. THEME: Couples Argue Extensively about Money

### a) *Financial Stress is Causing a Rift between Canadian Couples*

- 86% of couples say they argue about money.
- Spending is more of a contentious issue than debt. Twice as many couples (48%) argue about spending rather than debt (24%).
- 34% of couples disagree regularly about money, either daily (4%), weekly (12%) or monthly (18%). Only 14% of couples say they never disagree about money.

- 15% of couples fight most about money, ahead of sex, chores and children.
- 15% of couples disagree on who controls the money in the household.
- 13% of couples disagree on whether they will be able to retire when they want to.
- 9% of couples disagree on whether they have too much mortgage debt.
- 6% of Canadians believe their relationship is in danger due to money issues.
  - i. 53% of those couples who believe that their marriage is in danger due to money issues have seen a marriage counsellor.
  - ii. 72% of couples whose relationship is in jeopardy due to money issues have reduced their spending due to the recession.
- 3% of Canadians have needed to see a marriage counsellor due to money problems; this rises to 5% for couples who entered into their relationship without an open and frank discussion about money.

## **THEME: Gender Differences in Money Management**

### ***a) A Significant Gap Exists Between Male and Female Priorities and Philosophies About Managing Money***

- Almost half of Canadian couples (48%) do not believe that they have the same philosophy when it comes to managing money
- Men are more worried about the future. Men are 48% more likely than women to list, “I won’t be able to retire” as their worst fear about money.
- Women are more worried about their kids’ education. They are 67% more likely than men to list, “I won’t be able to pay for my kids education” as their worst fear about money.
- 27% of women believe they save more than men, where as only 22% of men believe they save more than women
- 19% of women and 15% of men do not feel their spouse is open to discussing money issues.
- Slightly more women (26%) than men (24%) control the purse strings in their household.

- Women are the primary educators of their children about money. 75% of women, but only 68% of men, claim to have personally given their kids a basic or in-depth education on money.
- 21% of women claim that they stick to a budget while their partner does not; this compares to 17% of men who claim the same thing.
- 58% of women vs. 53% of men have reduced their spending due to the recession.
- 16% of men said they fight most often about sex with their partner, followed by other topics such as money (15%), chores (13%) and kids (13%); on the other hand, women have a different perspective, saying that they fight about money most often (16%) then chores(15%), kids (14%) and sex (12%).

***b) Women More Uptight than Men About Becoming the New Bread Winner of the Family***

- 28% of women who have become the primary bread winner for the family in the past 12 months claim it has negatively affected their relationship. Only 13% of men felt the same way.

**THEME: Deception Found Among Canadian Couples**

***a) Canadian Couples are Caught Deceiving Each Other About Spending and Debt***

- 19% of men and 22% of women admit to hiding debt from their spouse.
- 31% of women and 27% of men say they have lied to their partner about how much they have spent on a purchase.
- Those who do not control the money in the household are 55% more likely to hide debt from their spouse.
- 39% who do not control the money in the household have lied to their partner about how much they have spent.
- 19% of married people admit to hiding debt, where as 25% of common law people admit to hiding debt and 35% of those only living together admit to hiding debt.
- 39% of those who do not control the money in the household have lied to their partner about how much they have spent.

## THEME: Communication Gap between Couples

### *a) 'Til money do us part': Canadian Couples Neglect to Talk About Money Before Making the Biggest Commitment of their Lives*

- 34% of couples enter into their relationship without an open and frank discussion about money.
- Canadians who entered a relationship without an open and honest discussion about money are 66% more likely to have needed to see a marriage counsellor due to money issues.
- 18% of couple that did not enter the relationship with an open and frank discussion about money fight most about money in their relationship (ahead of sex, chores, and kids)
- 3% of Canadians have needed to see a marriage counsellor due to money problems; this rises to 5% for couples who entered into their relationship without an open and frank discussion about money.

### *b) Money is Not up for Discussion Between Couples*

- 40% of couples whose relationship is in jeopardy due to money do not believe their spouse is open to discussing money issues.
- 19% of females feel that their spouse is not open to discussing money issues while 15% of men feel the same way.

### *c) Canadians Couples Agree to Disagree When it Comes to Money*

- 34% of couples disagree regularly about money, either daily (4%), weekly (12%) or monthly (18%). Only 14% of couples say they never disagree about money.
- 19% of couples disagree on whether they actually share the same philosophy on money or not.
- 13% of couples disagree on whether they will be able to retire when they want to.
- 9% of couples disagree on whether they have too much mortgage debt.
- 15% of couples disagree on who controls the money in the household.

## **THEME: Couples Behaviours and Attitudes about Money**

### ***a. Maintaining Quality of Life and Ability to Retire as Planned are Key Issues for Canadian Couples***

- Nearly two out of every three couples (63%) say they cannot afford to retire when they want to.
  - 61% of couples who say they cannot retire when they want to have reduced their spending due to the recession.
- One in three couples (32%) worst fear about money is that they won't be able to maintain their current quality of life.
- 17% of couples fear that they won't be able to retire as planned.
- 21% of couples feel they have too much mortgage debt; however, only 4% argue over their mortgage pressures.

### ***b. Majority of Canadian Couples Share Responsibility for Household Finances***

- 62% of couples share the control of their household money
- 43% of couples use all joint accounts to manage their money; only 18% use all separate accounts to manage their money.

### ***c. Paying Short-term Debt is at the Top of the Priority List for Canadian Couples***

- 18% of couples say their top savings priority is to pay off credit cards, followed by saving for retirement (17%), and paying down their mortgage (15%)

### ***d. Lack of Financial Education Continues to Persist Through Generations***

- 47% of Canadians say they were given little or no education about money growing up.
- 20% who received at least a basic education about money growing up say they did not personally teach their children at the same level.
- 44% of Canadians do not have a budget. Only 36% of Canadians have a budget and stick to it.

## **THEME: Couples with Children vs. Couples without Children**

### *a. Kids Add To Financial Anxiety to Canadian Couples*

- Couples with children at home are 27% more likely to believe they cannot retire when they want to compared to couples without children.
  - 55% of couples without children cannot retire when they want to
  - 70% of couples with children do not believe they can retire when they want to
- 43% of Canadians with children at home have been kept awake at night worrying about finances in the past year; 31% of Canadians without children have been worried.
- Couples with kids at home rank saving for their kids' education as top priority 18% of the time – higher than any other priority
- 23% of couples with children at home admit to hiding debt compared to 18% for those without children.