

**INVESTOR
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2012 omnibus poll: Canadian budgeting, saving and investing behaviour

Part II: savings and the art of avoidance

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Canadians believe lack of income (48%) and having too much debt (22%) are biggest obstacles in managing or investing their money.

While Canadians cite many other obstacles to their financial management and investing, only 2 in 10 (20%) cite lack of financial knowledge and 1 in 10 say lack of confidence (14%) or time (12%) is a hindrance.

According to research commissioned by Investor Education Fund (IEF), Canadians believe that not having enough money coming in and owing too much are the top obstacles they face when it comes to managing their money or investing. Nearly half of Canadians (48%) cite “lack of income” as an obstacle for them when it comes to managing their money and investing, while 1 in 5 (22%) believe having “too much debt” creates an obstacle to their financial management and investing. The table below outlines all obstacles Canadians identify when it comes to managing their money or investing:

Money managing and investing obstacles	%
Lack of income	48%
Too much debt	22%
Fear of losing money	23%
Lack of financial knowledge	20%
Lack of confidence	14%
Lack of time	12%
Don't need to manage my money or invest	5%
Don't have an obstacle	16%

Different obstacles for different groups

- Canadians in the lowest-income group (less than \$40,000 annually) are most likely to cite “lack of income” (65%) as an obstacle in managing their money and investing, ahead of those in the lower-middle-income (44%) group (\$40,000 to less than \$60,000 annually) and upper-middle-income (40%) group (\$60,000 to less than \$100,000 annually). Interestingly, one-quarter (26%) of Canadians in the highest-income group (more than \$100,000 annually) cite “lack of income” as an obstacle.
- Canadians in the upper-middle-income group (35%) are most likely to say that “too much debt” is an obstacle in managing their money and investing, ahead of those in the lower-income (27%), lower-middle-income (25%) and highest-income (25%) groups.
- Those in the lower-income (26%) group are most likely to say that “fear of losing money” is a financial management and investing obstacle, ahead of Canadians in the upper-middle-income (24%), highest-income (22%) and lowest-income (18%) groups.
- Canadians in the highest-income group (23%) are most apt to cite “lack of time” as an obstacle for managing their money and investing, ahead of those in the upper-middle-income (12%), lower-middle-income (11%) and lowest-income (8%) groups.
- Interestingly, less than half (48%) of those who identify obstacles to saving actually invest or save their money when it comes to their own finances, retirement, children’s education or big-ticket items.

These are some of the findings of an Ipsos-Reid poll conducted between August 7 and August 13, 2012, on behalf of Investor Education Fund. For this survey, a sample of 1,319 Canadians, of which 500 had children in their household, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to census data and to provide results that approximate the sample universe. The precision of Ipsos' online polls is measured using a credibility interval. In this case, the poll is considered accurate to within +/- 3.1 percentage points had the entire Canadian



population been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.