

Almost one in five Canadians bracing to miss a major payment in next 28 days

National survey released April 2020
Project 2020-1603



Bloomberg





Canadians aged 18 to 34 are most likely to expect to miss a major payment

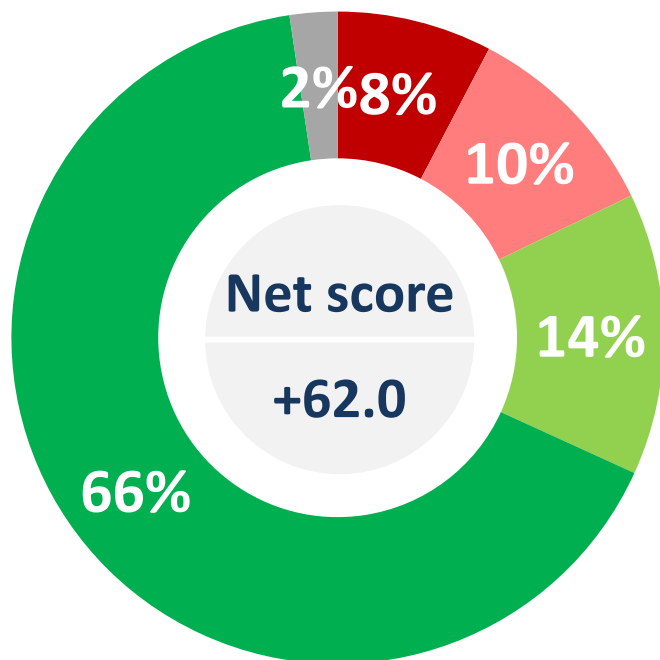
Just under one in five Canadians say they are likely or somewhat likely to miss a major payment such as a mortgage, loan, rent or credit card payment over the next four weeks. Canadians aged 18 to 34 are most likely to miss a major payment, compared to one in ten Canadians 55 and over who are least likely.

- **Just under one in five Canadians say they are likely or somewhat likely to miss a major payment such as a mortgage, loan, rent or credit card payment over the next four weeks –** Four in five Canadians say they are somewhat not likely (14%) or not likely (66%) to miss a major payment such as a mortgage, loan, rent or credit card payment while just under one in five say they are likely (eight per cent) or somewhat likely (10%). Two per cent are unsure.
- **One in four Canadians aged 18 to 34 say they are likely or somewhat likely to miss a major payment over the next four weeks, while one in ten Canadians aged 55 plus are likely or somewhat likely –** One in four Canadians aged 18 to 34 say they are likely (10%) or somewhat likely (15%) to miss a major payment such as a mortgage, loan, rent or credit card payment while one in ten Canadians aged 55 and over say they are likely (five per cent) or somewhat likely (six per cent).

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,013 Canadians, 18 years of age or older, between March 24th and March 27th, 2020 as part of an omnibus survey.

This study was commissioned by Bloomberg and the research was conducted by Nanos Research.

Likelihood of missing a payment in next four weeks



■ Likely
 ■ Somewhat likely
 ■ Somewhat not likely
 ■ Not likely
 ■ Unsure

	Somewhat not likely/Not likely
Atlantic (n=94)	79.3%
Quebec (n=230)	82.5%
Ontario (n=325)	79.4%
Prairies (n=204)	78.3%
British Columbia (n=160)	78.7%
Male (n=533)	81.8%
Female (n=480)	78.0%
18 to 34 (n=266)	71.2%
35 to 54 (n=314)	77.4%
55 plus (n=433)	88.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Are you likely, somewhat likely, somewhat not likely or not likely to miss a major payment such as a mortgage, loan, rent or credit card payment over the next four weeks?

Likelihood of missing a payment in next four weeks by region

	Atlantic (n=94)	Quebec (n=230)	Ontario (n=325)	Prairies (n=204)	British Columbia (n=160)	Total (n=1013)
Likely	8.5%	6.1%	7.6%	9.8%	7.3%	7.7%
Somewhat likely	10.4%	10.2%	9.1%	11.5%	11.2%	10.1%
Somewhat not likely	11.7%	19.7%	13.8%	10.5%	10.3%	14.0%
Not likely	67.6%	62.8%	65.6%	67.8%	68.4%	65.8%
Unsure	1.8%	1.2%	3.9%	0.4%	2.9%	2.4%

QUESTION – Are you likely, somewhat likely, somewhat not likely or not likely to miss a major payment such as a mortgage, loan, rent or credit card payment over the next four weeks?

Likelihood of missing a payment in next four weeks by age and gender

	Male (n=533)	Female (n=480)	18 to 34 (n=266)	35 to 54 (n=314)	55 plus (n=433)	Total (n=1013)
Likely	6.2%	9.2%	10.4%	9.2%	4.5%	7.7%
Somewhat likely	9.5%	10.8%	15.4%	10.9%	5.7%	10.1%
Somewhat not likely	13.4%	14.6%	14.7%	15.1%	12.5%	14.0%
Not likely	68.4%	63.4%	56.5%	62.3%	75.6%	65.8%
Unsure	2.6%	2.2%	3.0%	2.6%	1.7%	2.4%

QUESTION – Are you likely, somewhat likely, somewhat not likely or not likely to miss a major payment such as a mortgage, loan, rent or credit card payment over the next four weeks?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,013 Canadians, 18 years of age or older, between March 24th and March 27th, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1013 Randomly selected individuals.
Source of Sample	Dynata
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 24 th to March 27 th , 2020.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Ten percent, consistent with industry norms.
Question Order	This was the only question asked on this topic.
Question Content	This was module two of an omnibus survey. The previous module included content on issues related to coronavirus.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

www.nanos.co

nanos dimap analytika



This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

www.nanosdimap.com

NANOS RUTHERFORD MCKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

TABULATIONS



2020-1603 – Bloomberg – Payments – STAT SHEET

			Region					Gender		Age			
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you likely, somewhat likely, somewhat not likely or not likely to miss a major payment such as a mortgage, loan, rent or credit card payment over the next four weeks?	Total	Unwgt N	1013	94	230	325	204	160	533	480	266	314	433
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Likely	%	7.7	8.5	6.1	7.6	9.8	7.3	6.2	9.2	10.4	9.2	4.5
	Somewhat likely	%	10.1	10.4	10.2	9.1	11.5	11.2	9.5	10.8	15.4	10.9	5.7
	Somewhat not likely	%	14.0	11.7	19.7	13.8	10.5	10.3	13.4	14.6	14.7	15.1	12.5
	Not likely	%	65.8	67.6	62.8	65.6	67.8	68.4	68.4	63.4	56.5	62.3	75.6
	Unsure	%	2.4	1.8	1.2	3.9	0.4	2.9	2.6	2.2	3.0	2.6	1.7