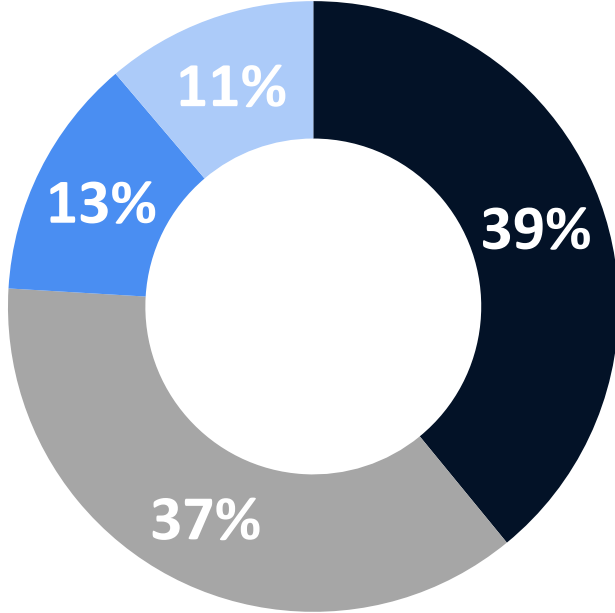


Three of four Canadians report paying down debt and putting extra money in a savings account as financial priorities for 2021 - few report investing or spending on a major purchase.

# Top ranked financial priorities for 2021 – First ranked



- Pay down debt
- Keep any extra money in a savings account
- Make a major investment (such as real estate or stocks)
- Spend on a major purchase (such as a car, vacation, appliance)

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to December 30<sup>th</sup>, 2020, n=1048, accurate 3.0 percentage points plus or minus, 19 times out of 20.

**Q** Please rank your financial priorities for 2021, where 1 is the most important, 2 the second most important and so on. [RANDOMIZE]

“ Canadians are split on their top financial priorities. Just under four in ten (39%) of Canadians’ top financial priority for 2021 is to pay down debt, while another 37% of Canadians said their top priority was keep any extra money in a savings account. Few report willingness to invest or spend on a major payment ”

# Top ranked financial priorities for 2021 – First ranked by demographics

**Q** Please rank your financial priorities for 2021, where 1 is the most important, 2 the second most important and so on. [RANDOMIZE]

	Canada (n=1048)	Atlantic (n=107)	Quebec (n=235)	Ontario (n=322)	Prairies (n=216)	BC (n=168)	Men (n=554)	Women (n=494)	18 to 34 (n=226)	35 to 54 (n=401)	55 plus (n=421)
Pay down debt	39.1%	44.8%	38.6%	41.1%	37.2%	33.7%	37.6%	40.5%	47.2%	42.9%	29.9%
Keep any extra money in a savings account	36.9%	40.8%	31.0%	39.2%	39.0%	35.6%	35.9%	37.8%	29.3%	35.5%	43.4%
Make a major investment (such as real estate or stocks)	12.8%	3.3%	16.1%	11.0%	10.8%	20.2%	16.6%	9.2%	16.7%	10.0%	12.7%
Spend on a major purchase (such as a car, vacation, appliance)	11.2%	11.1%	14.4%	8.7%	13.0%	10.5%	9.9%	12.5%	6.8%	11.6%	14.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to December 30<sup>th</sup>, 2020, n=1048, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,048 Canadians, 18 years of age or older, between December 27<sup>th</sup> and December 30<sup>th</sup>, 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  $\pm 3.0$  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	Element	Description
Research sponsor	Bloomberg News	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 Ottawa.
Population and Final Sample Size	1048 Randomly selected individuals.	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.
Source of Sample	Nanos Hybrid Probability Panel (confirm with John)	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ottawa.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Estimated Response Rate	14 percent, consistent with industry norms.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
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.	Question Content	Issue, political tracking, Bloomberg tracking, CREA tracking, CTV, Globe
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls	Maximum of five call backs.	Research/Data Collection Supplier	Nanos Research
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Field Dates	December 27 <sup>th</sup> to December 30 <sup>th</sup> , 2020		
Language of Survey	The survey was conducted in English.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# ABOUT NANOS





# TABULATIONS

**2020-1780 – Bloomberg/Nanos Survey – Survey – STAT SHEET**

Please rank your financial priorities for 2021, where 1 is the most important, 2 the second most important and so on. [RANDOMIZE]

Question – Rank 1	Total	Unwgt N	Region						Gender		Age		
			Canada 2020-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			1048	107	235	322	216	168	554	494	226	401	421
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Pay down debt	%	39.1	44.8	38.6	41.1	37.2	33.7	37.6	40.5	47.2	42.9	29.9
	Keep any extra money in a savings account	%	36.9	40.8	31.0	39.2	39.0	35.6	35.9	37.8	29.3	35.5	43.4
	Make a major investment (such as real estate or stocks)	%	12.8	3.3	16.1	11.0	10.8	20.2	16.6	9.2	16.7	10.0	12.7
	Spend on a major purchase (such as a car, vacation, appliance)	%	11.2	11.1	14.4	8.7	13.0	10.5	9.9	12.5	6.8	11.6	14.0

Please rank your financial priorities for 2021, where 1 is the most important, 2 the second most important and so on. [RANDOMIZE]

Question – Rank 2	Total	Unwgt N	Region						Gender		Age		
			Canada 2020-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			975	101	214	308	200	152	517	458	214	381	380
		Wgt N	933	63	212	367	169	121	460	473	259	324	350
	Pay down debt	%	23.4	28.5	25.7	19.9	24.9	25.5	23.9	23.0	26.6	22.8	21.7
	Keep any extra money in a savings account	%	40.8	42.7	36.7	39.4	46.0	43.5	39.2	42.2	43.5	40.5	38.9
	Make a major investment (such as real estate or stocks)	%	15.7	9.5	19.2	16.8	12.9	13.7	14.9	16.6	14.7	15.1	17.0
	Spend on a major purchase (such as a car, vacation, appliance)	%	20.1	19.4	18.4	23.9	16.1	17.3	22.0	18.2	15.2	21.6	22.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,048 Canadians, 18 years of age or older, between December 27th and 30th, 2020. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.



2020-1780 – Bloomberg/Nanos Survey – Survey – STAT SHEET

Please rank your financial priorities for 2021, where 1 is the most important, 2 the second most important and so on. [RANDOMIZE]

Question – Rank 3	Total	Unwgt N	Region						Gender		Age		
			Canada 2020-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			823	89	167	259	176	132	442	381	174	326	323
		Wgt N	783	55	165	310	148	106	391	392	212	276	295
	Pay down debt	%	11.7	9.0	12.0	13.1	11.6	8.3	11.9	11.4	10.1	11.2	13.3
	Keep any extra money in a savings account	%	18.4	17.5	23.3	19.9	11.3	16.6	19.7	17.1	23.1	19.3	14.1
	Make a major investment (such as real estate or stocks)	%	30.5	31.5	26.9	30.2	36.0	28.6	30.8	30.1	30.4	28.5	32.3
	Spend on a major purchase (such as a car, vacation, appliance)	%	39.5	42.0	37.8	36.8	41.1	46.5	37.6	41.4	36.5	41.0	40.3

Please rank your financial priorities for 2021, where 1 is the most important, 2 the second most important and so on. [RANDOMIZE]

Question – Rank 4	Total	Unwgt N	Region						Gender		Age		
			Canada 2020-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			789	87	155	251	169	127	423	366	167	322	300
		Wgt N	748	53	152	300	142	102	372	376	203	272	273
	Pay down debt	%	24.2	13.6	20.6	23.9	25.5	34.2	26.2	22.2	17.3	22.9	30.6
	Keep any extra money in a savings account	%	6.5	1.5	12.6	5.6	4.7	5.3	7.8	5.3	8.3	7.0	4.7
	Make a major investment (such as real estate or stocks)	%	40.1	53.6	36.2	41.2	40.0	35.6	37.0	43.0	36.4	44.6	38.3
	Spend on a major purchase (such as a car, vacation, appliance)	%	29.2	31.3	30.6	29.4	29.8	24.8	29.0	29.5	38.0	25.5	26.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,048 Canadians, 18 years of age or older, between December 27th and 30th, 2020. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.