

Canadians Financial Health moving into 2021

2020 has obviously been a very challenging year. The pandemic has wreaked havoc on the lives of Canadians, the healthcare system and the economy. And we know that this will continue well into the New Year (2021).

So where do Canadians net out in their financial health moving into 2021? The picture is not good.

- Over four-in-ten Canadians are “struggling” at best, including almost one-in-five who are “sinking.”
- Against this is only about one-third who are “thriving.”

And, navigating any economic recovery in 2021 will be even more challenging because of the varied demands that will come from segments of society. There are sharp differences by sex, income and generation, for example, that will come into play:

- Four times as many lower income than higher income are “sinking.”
- Four-times as many Gen Xers and Millennials than Boomers are “sinking.”
- Significantly more women than men are “sinking.”

So, what is the bottom-line? Significant change and help will be needed for Canadians' financial health to rebound in 2021. The degree to which this happens or is forthcoming (or even possible) is the wild card.

We are moving into the New Year (2021) with significant challenges with respect to the Financial Health of Canadians. Our monthly tracking shows that over four-in-ten Canadians are struggling financially at best, including almost one-in-five who are sinking. Those entering the New Year with a special challenge include women, lower income and Millennials and Gen Xers.

Ipsos' Personal Financial Health Index (IPFHI) is a combination of 8 items measuring spending, saving, planning and borrowing.

Fielded online from Dec 2-6, 2020, with 2,000 Canadian adults aged 18 years+

Ipsos' Personal Financial Health Index (IPFHI) - December 2020

