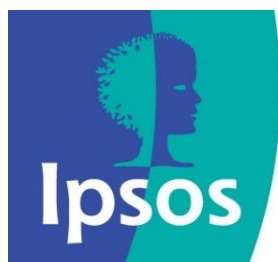


Canadians Believe Lack of Income (48%) and Too Much Debt (22%) Are Biggest Obstacles in Managing/Investing Their Money
While Canadians Cite Many Other Obstacles to Their Financial Management and Investing, Only One in Ten Say Lack of Confidence (14%) or Time (12%) is a Hindrance

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Ipsos Reid

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Canadians Believe Lack of Income (48%) and Too Much Debt (22%)

Are Biggest Obstacles in Managing/Investing Their Money

While Canadians Cite Many Other Obstacles to Their Financial Management and Investing, Only One in Ten Say Lack of Confidence (14%) or Time (12%) is a Hindrance

Toronto, ON – When it comes to managing their money or investing, Canadians believe that not having enough money coming and owing too much are the top obstacles they face, according to a new poll conducted by Ipsos Reid on behalf of Investor Education Fund (IEF). Half of Canadians (48%) cite ‘lack of income’ as an obstacle for them when it comes to managing their money and investing, while one in five (22%) believe having ‘too much debt’ provides an obstacle for their financial management and investing. Interestingly, one in five (16%) don’t have any obstacles when it comes to managing or investing. The table below outlines in full all the obstacles Canadians identify when it comes to managing their money or investing:

<u>Money Managing and Investing Obstacles</u>	%
Lack of income	48%
Too much debt	22%
Fear of losing money	23%
Lack of financial knowledge	20%
Lack of confidence	14%

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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 for them in managing their money and investing, ahead of those in the lower (44%, \$40,000 to less than \$60,000 annually) and upper (40%, \$60,000 to less than \$100,000 annually) middle income groups. Interestingly, one-quarter (26%) of Canadians in the highest income group (more than \$100,000 annually) believe that lack of income is an obstacle for them when it comes to managing and investing their money.
- 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 (24%), highest (22%), and lowest (18%) income groups
- Canadians in the highest income category (23%) are most apt to say that '**lack of time**' as an obstacle for managing their money and investing, ahead of those in the upper-middle (12%), lower-middle (11%), and lowest (8%) income groups.



These are some of the findings of an Ipsos Reid poll conducted between August 7th and August 13th, 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 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.

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For more information on this news release, please contact:

***Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 572-4474***

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