

1.3 Million Canadians on Verge of Declaring Bankruptcy, One in 10 (9%) Mortgage Holders Believe Default Imminent

*Majority (58%) say housing/condominium properties
in their neighborhood will depreciate over next two months*

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DART & **maru** / **BLUE**

Voice Canada Poll

*This public opinion survey is branded as the **DART** & **maru**/BLUE Voice Canada Poll. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

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1.3 Million Canadians on Verge of Declaring Bankruptcy, One in 10 (9%) Mortgage Holders Believe Default Imminent

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April 10, 2020 – A new survey released by the polling group of **DART & maru/Blue** indicates that approximately 1.3 million Canadians (4%) believe they are on the verge of declaring bankruptcy over the next three months, along with another one in ten (9%) who think it could occur during the same timeframe (a total of 13% facing this predicament). Further, another one in 10 (9%) primary residence mortgage holders admit that a default payment is imminent. And not surprisingly, a majority (58%) of Canadians say housing/condominium properties in their own neighborhood will depreciate over next two months.

The **DART & maru/Blue Voice Canada Poll** survey was conducted among 3,030 randomly selected Canadian adults who are members of **maru/Blue's Voice Canada** Online panel on March 31-April 1-2, 2020 and is considered accurate to within +/- 2.0 percentage points. A subsample of 1,094 Canadians with mortgages on their primary residence were also surveyed with the results are considered accurate to within +/- 3.4 percentage points. Portions of the written findings and data may be used by anyone for publication in the public domain with appropriate attribution to the survey being

Over the next three months, one in eight (13%) Canadians are close to declaring bankruptcy...

Four percent (4%) of Canadian adults – approximately 1.3 million – believe they are *very* close to declaring bankruptcy, along with another nine percent (9%) who admit that they are *somewhat* close to doing so. Small numbers can be big when applied to the adult population: the combined total (13%) of

these two groups represent approximately 4.2 million Canadian adults who consider themselves heading towards bankruptcy over the next three months unless their personal financial conditions improve.

As a group (13%), these Canadians are most likely to be found in Alberta/Manitoba/Saskatchewan (16% – and each with 6% very likely) followed by Atlantic Canada (15% – 1% very likely), Ontario (12% – 3% very), and in both British Columbia (11% – 4% very likely), and Québec (11% – 3% very likely).

Demographically, men (14%) are more likely than women (11%) to indicate that they are moving towards bankruptcy over the next three months, with those in the lowest income bracket (<\$50k 15%), middle income (\$50k--\$99k 13%), middle aged (35 – 54 17%) and younger (aged 18 – 34 16%), leading the way.

Those who appear most vulnerable to bankruptcy are middle-aged and younger Canadians with middle-to-lower income and having a post secondary education.

One in 10 (9%) primary residence mortgage holders believe default is imminent over the next three months...

Of those Canadians who own a principle residence (either a house, condominium, apartment, or other kind) with a mortgage, one in 10 (9%) believe a default is imminent. After examining their current financial situation over the next three months --including all government measures to support them and their home ownership including payment deferrals--eight percent (8%) affirm they won't be able to pay the mortgage and will begin to default without greater help, with another fraction (1%) who believe that regardless of any bank or government help, they will have to sell their house because they won't be able to cover any loans.

Those most vulnerable to default on their mortgage over the next the months can be found in Québec (13%), followed by those in Ontario (11%), British Columbia and Alberta (7% each) , with the least amount of concern found in Manitoba/Saskatchewan/ Atlantic Canada (4% each). Demographically, those who are close to defaulting on their mortgage are most likely to be low income earners (<\$50k 13%), the youngest Canadians (18 – 34 11%), and those who have lower education (high school or less – 10%).

Another four in 10 (39%) believe it will be tough, but they will be able to make the payment, leaving a majority (52%) who will be able to make the payments fully without a problem.

As such, it would appear that nine in 10 (91%) of Canadians who have a mortgage will make their payments over the next three months.

Majority (58%) believe housing/condominium properties in your neighbourhood will depreciate over the next two months...

When considering the real estate value of homes and condominium properties in their neighbourhood over the next two months, six in 10 (58%) Canadians believe there will be depreciation (6% a lot/41% a little). One third (33%) believe the value of the properties will remain constant while one in 10 (10% - 3% appreciate a lot/7% appreciate a little) believe the value will appreciate.

Of those who believe that depreciation will occur, those in Alberta (77%) are at the front of the line followed by those from British Columbia (66%), Atlantic Canada (64%), Manitoba/Saskatchewan (60%), and Ontario (55%). Demographically, those with the highest income (63%) are most likely to share this view.

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Methodology

*These are some of the findings of a **DART & maru/BLUE Voice Canada Poll** conducted as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The research is created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. This data was collected by Canada's national survey sample research provider **maru/BLUE** using their **Voice Canada Omni Online** curated panel. The precision of this **DART & maru/BLUE Voice Canada Poll** is measured using a Bayesian Credibility Interval. The survey was conducted among 3,030 randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel April 1- 2, 2020. The sample included those who own a primary residence with a mortgage (1,094) and the results are considered accurate to within +/- 3.4 percentage points for this subsample. The credibility interval will be wider among subsets of the population and individual provinces/regions. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Reporting of results from Prince Edward Island, Nunavut and both the Yukon and Northwest Territories is excluded because of extremely small sample sizes. Respondents could choose between an English and French questionnaire. Discrepancies in or between totals are due to rounding.*

For further information or commentary please contact:

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About

DART C-Suite Communicators is a team of high-level insight specialists and seasoned communicators who partner with the C-Suite, Executive leadership, or the Board to advance and protect crucial interests, brands, assets, and reputations requiring vital intelligence and pivotal communication strategies. Differentiated by our C-Suite peer-level bench strength, **DART C-Suite Communicators** consultants are smart, strategic thinkers who bring experienced fresh-eyes to tough communications assignments knowing the right

questions to ask, the internal and external audiences to heed, and the tools and tempo to deliver actionable solutions and accountability. Together, the **DART C-Suite Communicators** team discreetly and seamlessly fills the gaps in existing resources by either doing the work needed or by providing advice and counsel. We are C-Suite confidants who bring integrity, honesty, ideation, and trustworthy sound-boarding to every assignment. **DART C-Suite Communicators** is independent and not tied to any political organization. It is a partnership founded by veteran pollster John Wright and communications executive Victoria Ollers.

DART C-Suite Communicators abides by the Canadian Research and intelligence Council (“CRIC”) Public Opinion Research Standards and Disclosure Requirements
<https://canadianresearchinsightscouncil.ca/standards/por/> .

DART C-Suite Communicators public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls>

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