

# Omni Report: Financial Blues

January 9, 2018



Credit Canada

Debt Solutions



FPSC FINANCIAL  
PLANNING  
STANDARDS  
COUNCIL®

Blue  
Monday



# METHODOLOGY

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## QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1550 Canadians was completed between Jan 2 and 5, 2018, using Leger's online panel, [LegerWeb](#).

The margin of error for this study was +/-2.5%, 19 times out of 20.

## ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally, and has a retention rate of 90%.

## QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

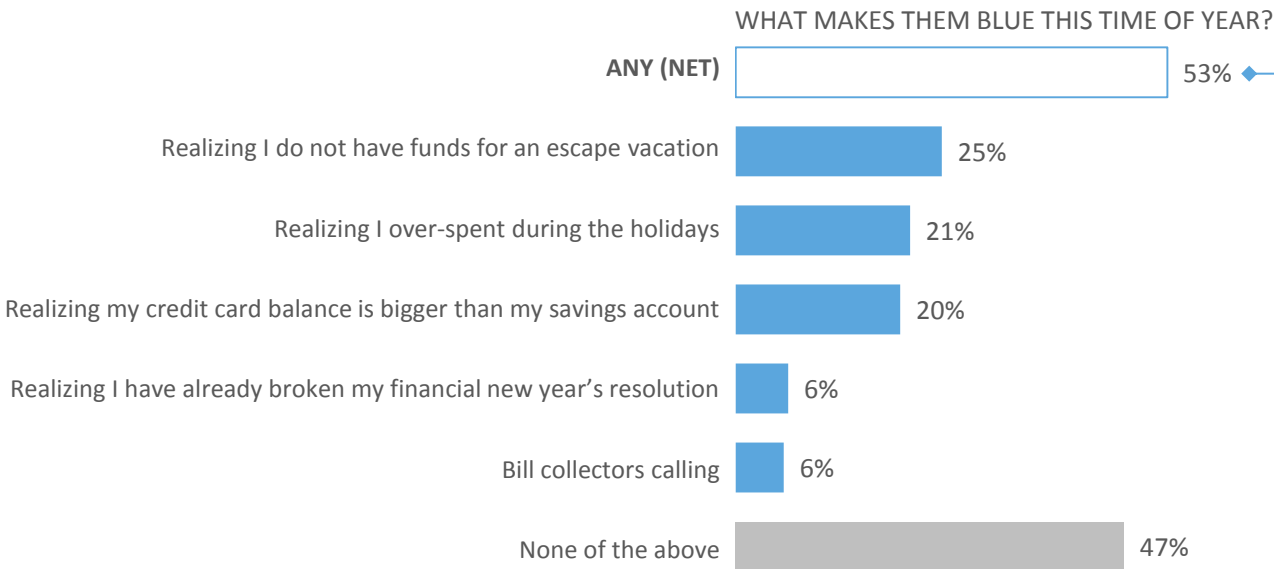
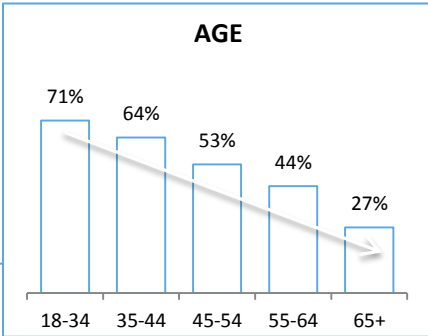


DETAILED RESULTS

# 53% HAVE A FINANCIAL MATTER MAKING THEM BLUE

For about half, at least one of the below-mentioned scenarios makes them feel blue this time of year.

This is especially true among: (a) younger respondents (18-44: 68% vs. those 45+: 41%); (b) those making <\$80K per year (60% vs. 45% among those making more than that per year); and (c) parents with children <18 living at home (67% vs. 47% among those who don't).



Q1. "Blue Monday" (January 15 this year) to Valentine's Day is considered the saddest time of year (short, cold, bleak days).

When it comes to your finances, what makes you blue this time of year?

Base: All (n=1550).

# THE TEAM

# THE TORONTO PR TEAM



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