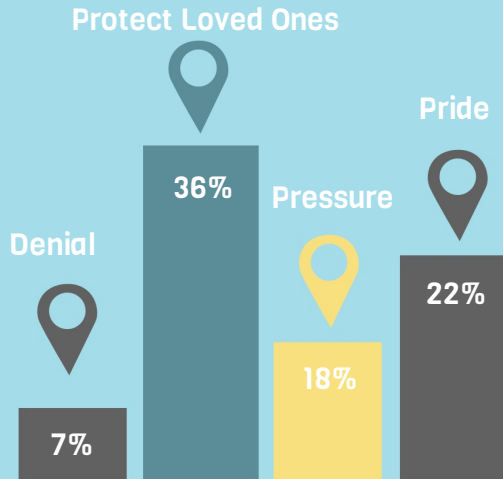


Only

49%

of Canadians are "always truthful" about their financial situation.

WHY We "Lie"



45%

Tell "white lies"

4%

Exaggerate or lie to make themselves look better

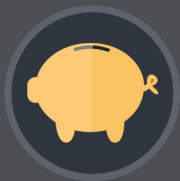
2%

Will tell people they are in great financial shape when they are not

At home, work, with family & friends:

How Truthful are you about your Finances?

WHAT We "Lie" About



51%
Savings



BDO Canada Ltd and Ipsos Reid asked Canadians how truthful they are about their finances. For the 51% who hide the truth, these aspects of their finances are what they are most likely to tell "white lies" about.



48%
Retirement Plan



47%
Entertainment/Vacation



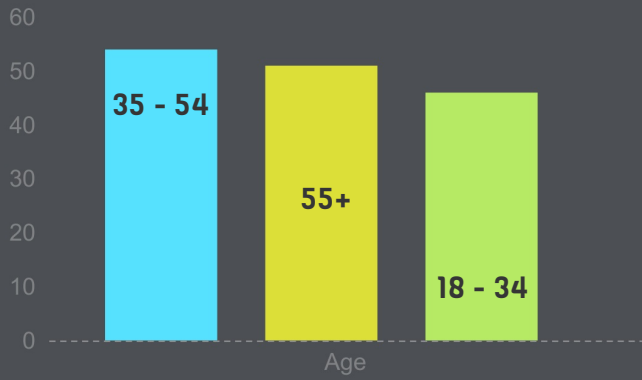
46%
Bills/Expenses



43%
Bills/Expenses

WHO is more likely to "Lie"?

Demographics By Age (%)



More likely to tell "white lies"



54% vs. 47%



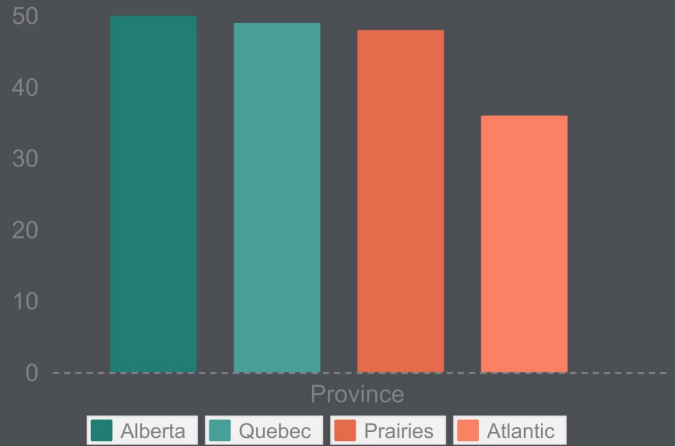
Men are more likely than women to "not tell the whole truth" about their financial situation.

61% vs. 52%

British Columbians

Ontarians

don't "always tell the truth" about their real financial situation.



#LetsTalkDebt

Sources: BDO Canada Ltd
Ipsos Reid