

## Money arguments

**TORONTO, March 18, 2024**—A [Maru Public Opinion](#) survey conducted for Scotiabank finds that half (48%) of Canadians who discuss finances with loved ones have arguments around money that add stress to their life and relationships, and just as many (47%) have had that same argument more than once.

### Discussing finances, arguing around money with loved ones

Those Canadians who discuss finances (91%) with loved ones and are most likely have arguments around money that add stress to their life and relationships (48%) are the youngest (aged 18-34 70% versus their older counterparts aged 35-54 51%/50+ 30%), have the highest income (\$100K+ 54% compared to those with lower earnings <\$50K 47%/50K-\$99K 45%), and are equal by gender (male 49% versus female 48%). They are also most likely to reside in Ontario (60%), followed by those living in Atlantic Canada (57%), Manitoba/Saskatchewan (55%), Alberta (45%), British Columbia (40%), and Québec (30%).

Those Canadians who are *least* likely to argue about money with loved ones are those who are the oldest (55+ 70% compared to those who are middle-aged or younger 35-54 49%/18-34 30%), those with middle-to-lower income (<\$99K 54% versus those with higher income \$100+ 46%), are equally women (52%) versus men (51%), and live in Québec (70%), followed by those residing in British Columbia (60%), Alberta (55%), Manitoba/Saskatchewan (45%), Atlantic Canada (43%), and Ontario (40%).

### Having the same argument about money

Among those same Canadians who discuss finances (91%) with loved ones, half (47%) say they've had the same argument about money with them more than once. These Canadians are most likely to be the youngest (aged 18-34 61% versus those who are older aged 35-54 52%/85+ 33%), men (48% versus women 46%), and those with the highest earnings (\$100K+ 51% compared to those with lower income <\$99K 46%). Those living in Atlantic Canada/Manitoba/Saskatchewan (51%) are most likely to admit having had the same argument about money more than once followed by those living in Québec (48%), Ontario (47%), Alberta (46%), and British Columbia (42%).

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## Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) that was undertaken by its sample and data collection experts at [Maru/Blue](#) on January 14-16, 2024, among a random selection of 1,415 Canadian adults who discuss money with loved ones (that can include parents, partners, spouses, siblings, children and/or close friends), and are [Maru Voice Canada](#) online panelists. The results have been weighted by education, age, gender, and region (and, in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.6%, 19 times out of 20. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion is a research and insight channel of the Maru Group and is a proud member of the Stagwell Marketing Cloud. The division has a public polling release specialty for clients and collaborative media partners. A full description of the channel and access to polls released into the public domain can be found at Maru Public Opinion Canada. Maru Public Opinion does not carry out any polling for any political party and follows the Canadian Research and Insights Council (CRIC) standards and disclosure requirements

Maru Public Opinion publicly released Canadian polls with supporting detailed tables are found here: Maru Public Opinion Canada. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction by Maru Public Opinion.

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