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Homeowner Debt Survey

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Leverage Manulife Bank?s Homeowner Debt Survey and grow your business

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You may be surprised to discover almost half (45%) of Canadian homeowners would consider themselves debt free, even if they had mortgage debt outstanding. Yet despite differing opinions on the definition of debt, 79 per cent of homeowners say debt-freedom is a top financial priority.*

These are just two key findings revealed in the most recent Manulife Bank of Canada Homeowner Debt Survey.

The survey offers even more insight into Canadian homeowners' current attitudes toward debt, providing you with an ideal opportunity to leverage the findings and recommend debt-elimination strategies that reflect your clients? perceptions, preferences and goals.

The first step can be as simple as starting the conversation. That's where we can help.

Tools you can use

Visit the Debt Solution Centre on Repsource to find tools you can use to start the debt-management conversation, including: articles for your website, social media posts, conversation-starter and overcoming objections scripts.

** The Manulife Bank of Canada poll surveyed 2,374 Canadian homeowners in all provinces between ages 20 to 59 with household income of more than $50,000. The survey was conducted online by Environics Research Group between March 10-24, 2014. National results were weighted by province and gender.*