

# Investing During COVID-19 *(Part 2 of 2)*



British Columbia  
Securities Commission

# Methodology & Demographics

# Methodology and Sample Distribution



These are the results of an online survey conducted between June 22<sup>nd</sup> and June 26<sup>th</sup>, 2020.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid and Dynata, leading providers of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual BC population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1,582 British Columbia residents, 18 years or older. The results are weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** June 22<sup>nd</sup> to June 26<sup>th</sup>, 2020

**Weighting:** Results for British Columbia are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

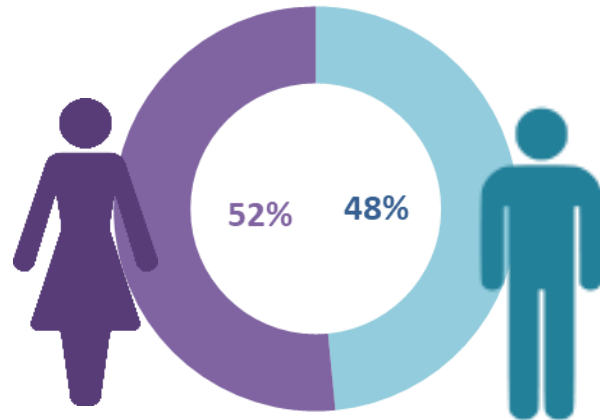
**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

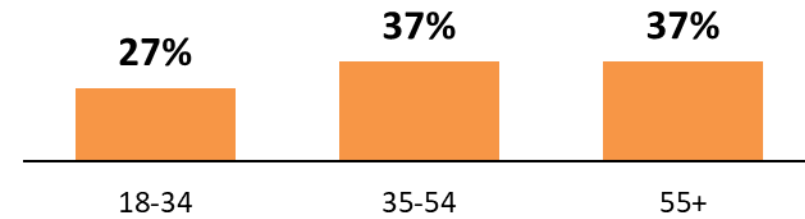
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	169	10.7%	202	13.4%
<b>Men 35-54</b>	248	15.7%	265	17.7%
<b>Men 55+</b>	318	20.1%	260	17.3%
<b>Women 18-34</b>	217	13.7%	201	13.4%
<b>Women 35-54</b>	287	18.1%	283	18.8%
<b>Women 55+</b>	343	21.7%	289	19.3%
<b>Region</b>				
<b>Lower Mainland &amp; Fraser Valley</b>	934	59.0%	890	59.4%
<b>Vancouver Island &amp; Sunshine Coast</b>	301	19.0%	253	16.9%
<b>Interior and North</b>	347	21.9%	356	23.7%

# Respondent Profile: Demographics

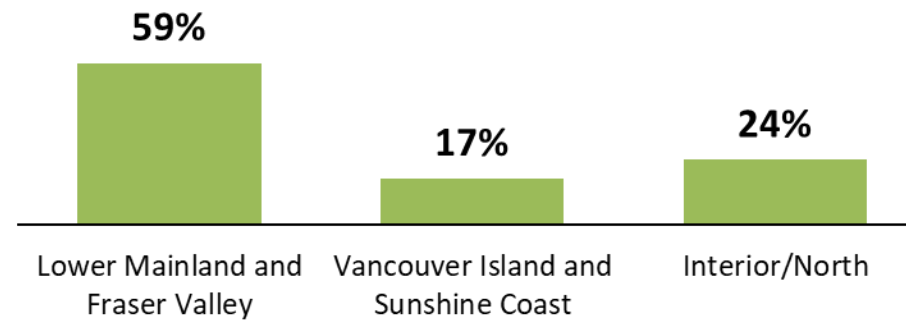
## Gender



## Age

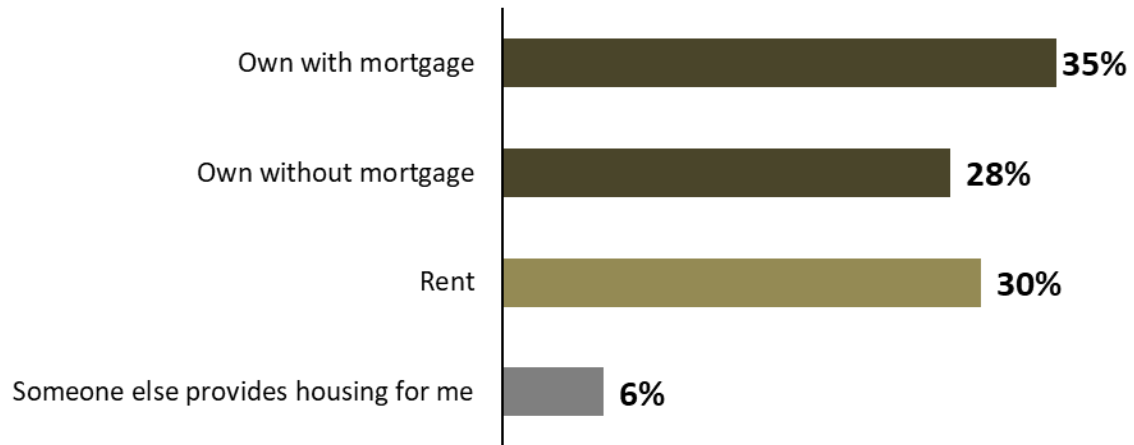


## Region



# Respondent Profile: Demographics

## Own/Rent Home

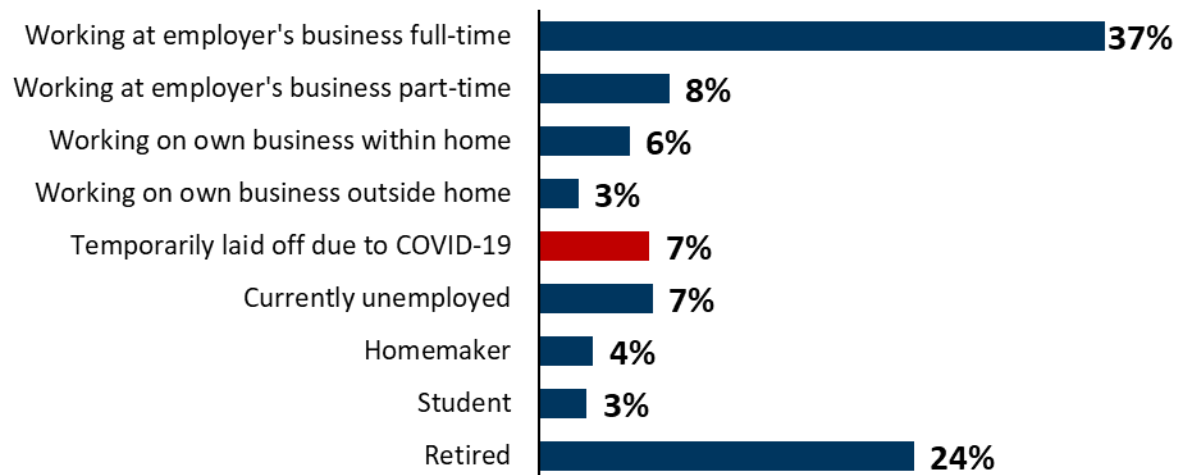


## Portfolio Size of Investors with Securities (Among Securities Investors)



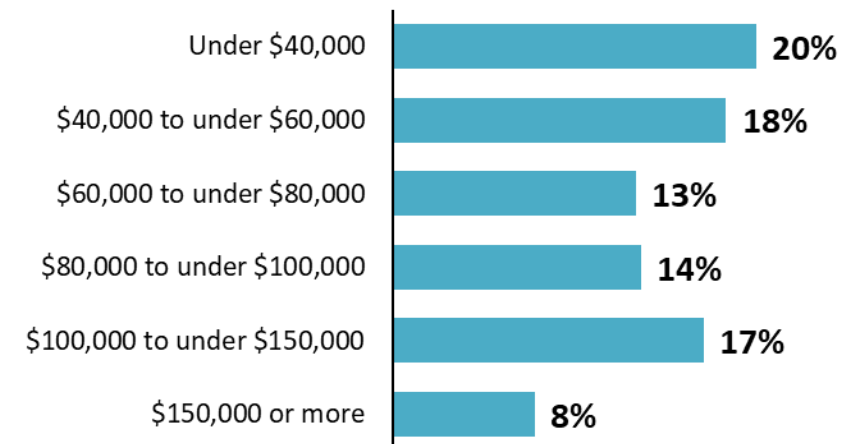
Note: "Prefer not to say" (7%) and "Don't know" (3%) not shown.

## Employment Status



Note: "Don't know" (1%) not shown.

## Household Income



Note: "Prefer not to say" (10%) not shown.

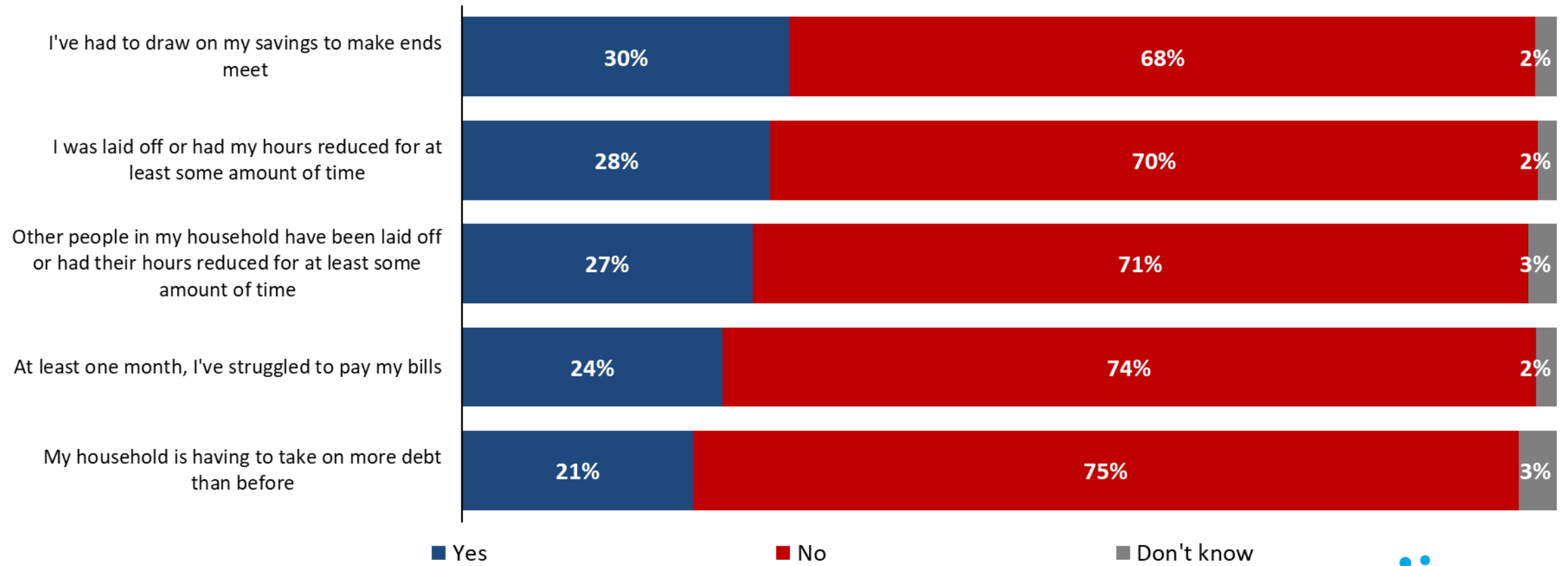
# COVID-19 Financial Impacts

# Financial Impacts: 3-in-10 (30%) say they have had to draw on savings to make ends meet and 1-in-5 (21%) are having to take on more debt



In most provinces, the most significant restrictions related to COVID-19 were put into place starting in March. Since that point in time, have you experienced any of the following?

[asked of all respondents; n=1,500]



# Financial Impacts: Non-investors and younger respondents are more likely to report negative financial impacts related to COVID-19



In most provinces, the most significant restrictions related to COVID-19 were put into place starting in March. Since that point in time, have you experienced any of the following? BY Investor Type, Self-Identification, Age-Gender, Region

[asked of all respondents; n=1,500]

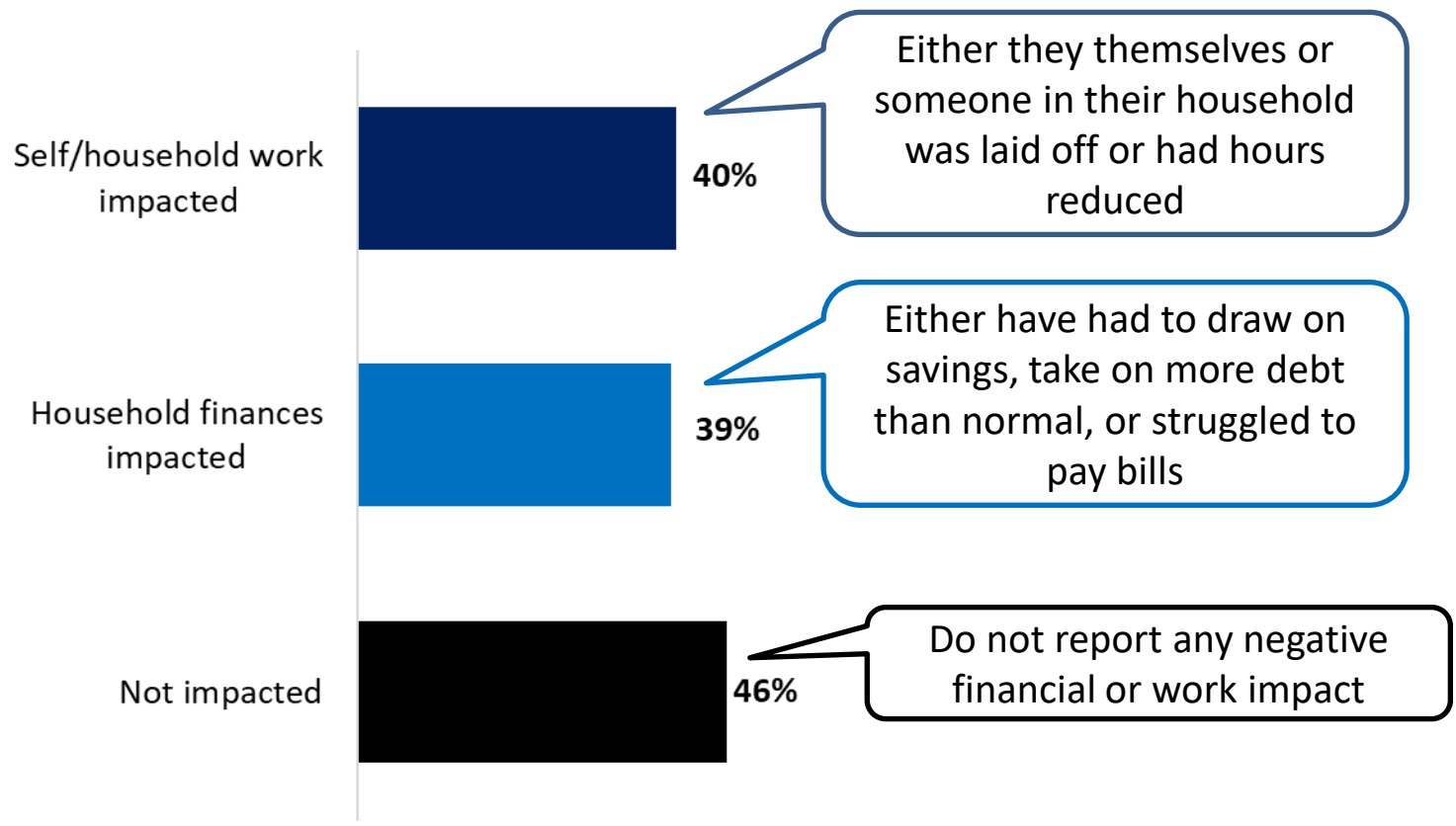
% Yes	Investor Type				Self-Identify as an Investor		Age-Gender						Region		
	Non-Saver	Saver, No Investments	All Investors	Securities Investors	Yes	No	M 18-34	M 35-54	M 55+	W 18-34	W 35-54	W 55+	Lower Mainland & FV	Van. Island/Sunshine Coast	Interior/North
I've had to draw on my savings to make ends meet	39%	41%	27%	26%	25%	27%	36%	33%	16%	39%	32%	26%	30%	32%	29%
I was laid off/had hours reduced	41%	37%	25%	24%	24%	25%	40%	30%	11%	43%	33%	19%	29%	25%	29%
Other people in my household laid off/had hours reduced	30%	32%	25%	25%	25%	25%	40%	26%	16%	36%	29%	18%	27%	23%	27%
At least one month, I've struggled to pay my bills	52%	29%	18%	16%	17%	19%	25%	26%	8%	32%	33%	20%	23%	29%	23%
My household is having to take on more debt than before	36%	21%	18%	18%	20%	18%	28%	24%	6%	29%	25%	17%	21%	22%	20%



# COVID-19 Financial Impacts: Nearly half (46%) do not report a financial impact, while the rest report either a work or household financial impact

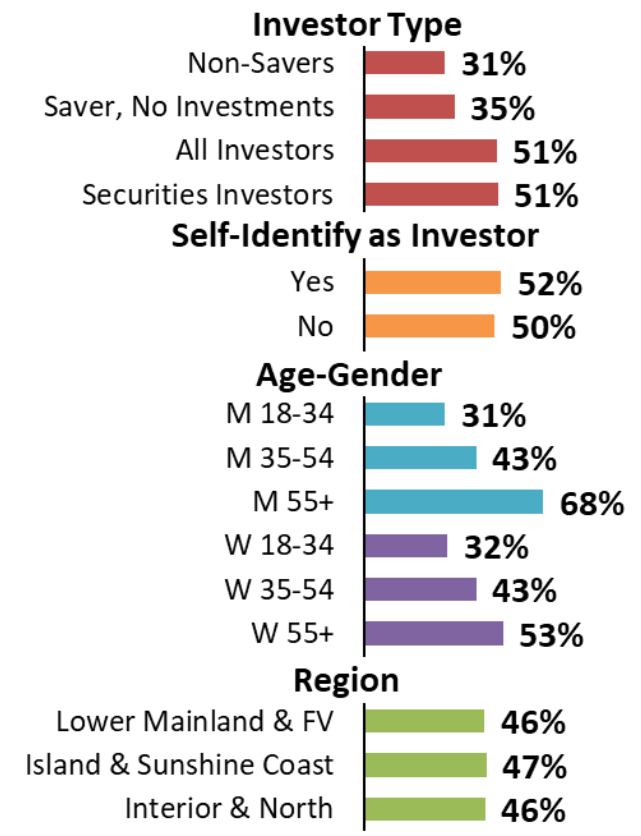
Based on their responses to the previous 5 questions on financial impacts related to COVID-19, we group respondents into COVID-19 financial impact categories.

Note that these categories are not mutually exclusive, but if they have not experienced work or household financial impacts, they are classified as 'Not Impacted'.



## Segmentation

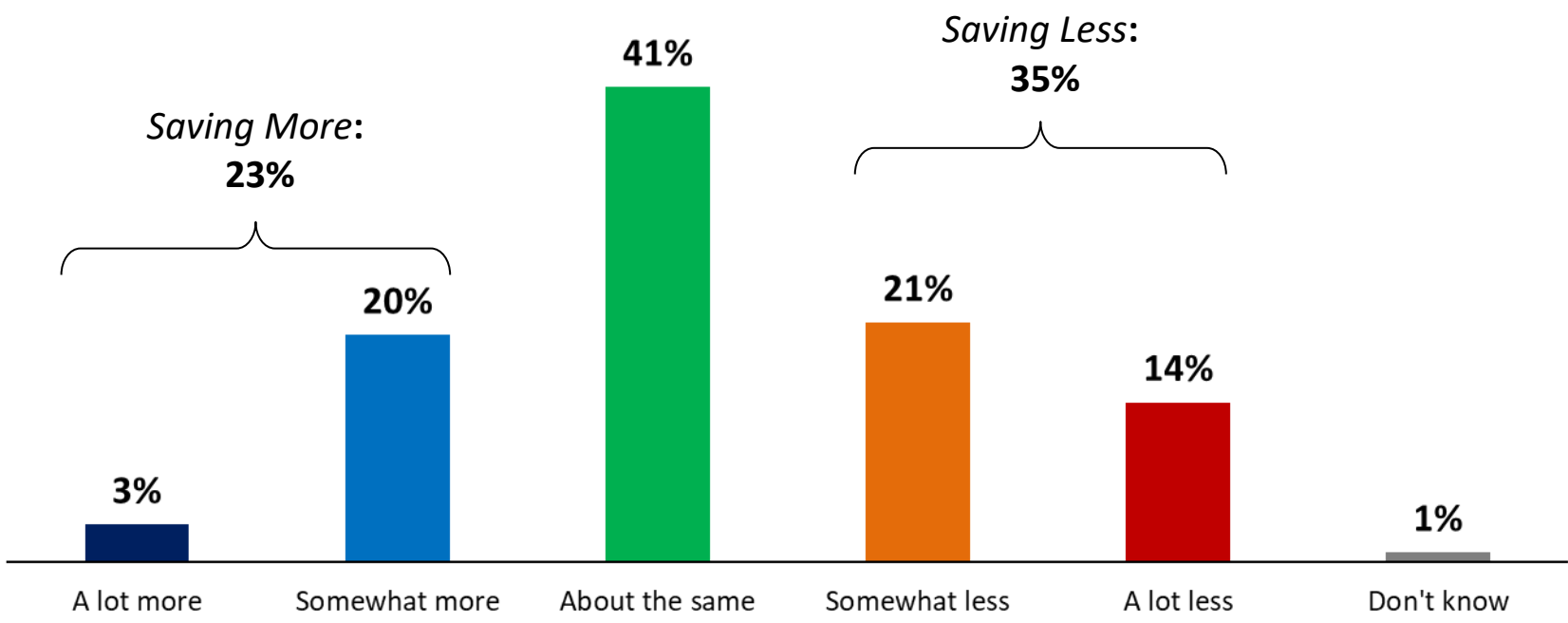
Respondents who say "Not impacted"



# Saving Money: Close to 2-in-5 (35%) say they are saving less, consistent regionally but higher for those who don't identify as investors

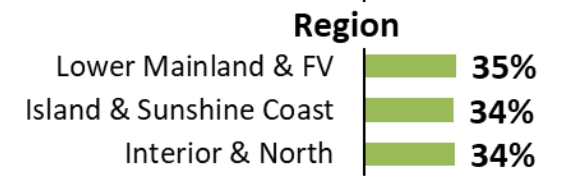
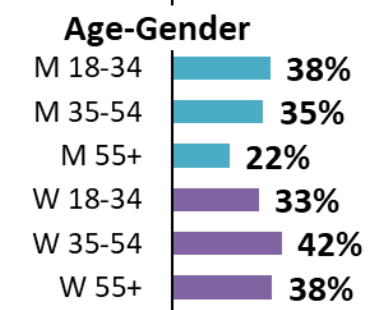
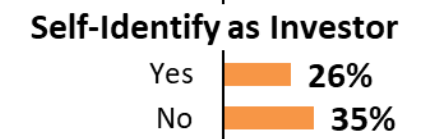
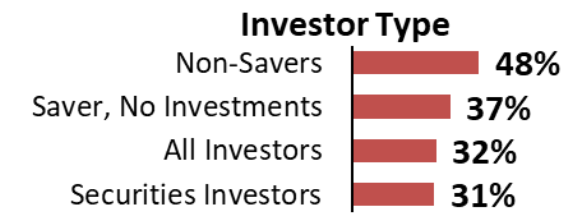


Currently are you saving more or less money than you normally would?  
[asked of all respondents; n=1,500]



## Segmentation

Respondents who say "saving less"

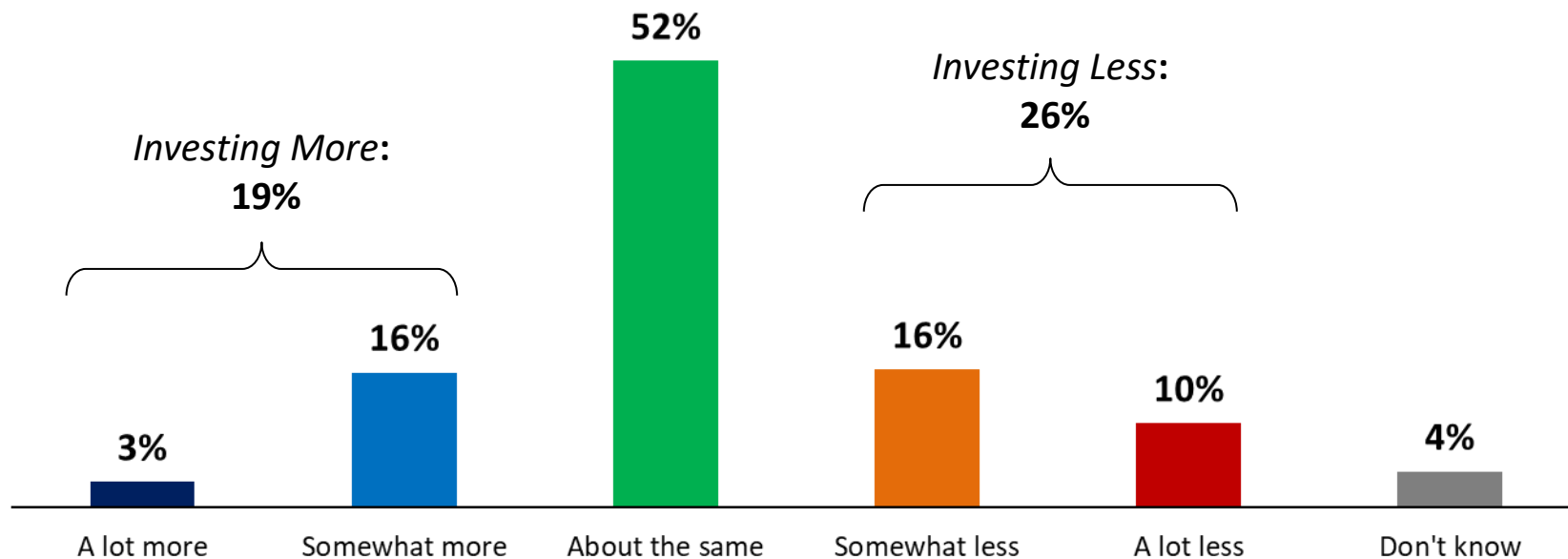


# Investing in Securities: 1-in-4 (26%) securities investors say they're investing less; highest among older women (37%)



Thinking about [all of your investment account/investments in your RRSPs, as well as any other investment accounts], do you expect to invest more or less money in securities like stocks, bonds, or mutual funds this year than you did last year?

[asked only of securities investors; n=929]



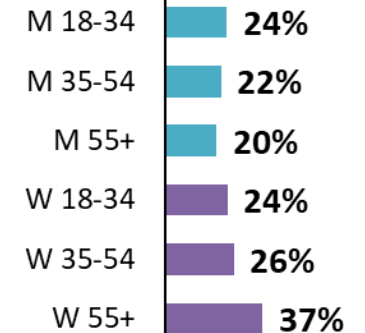
## Segmentation

Respondents who say "investing less"

### Self-Identify as Investor



### Age-Gender

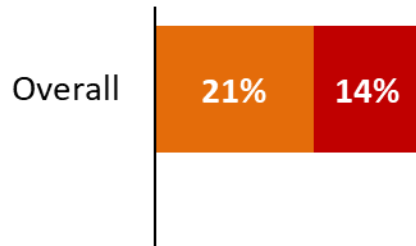


### Region

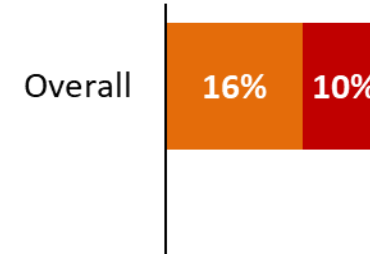


# Saving and Investing Less: Those experiencing personal or household financial impacts are far more likely to say they're saving/investing less

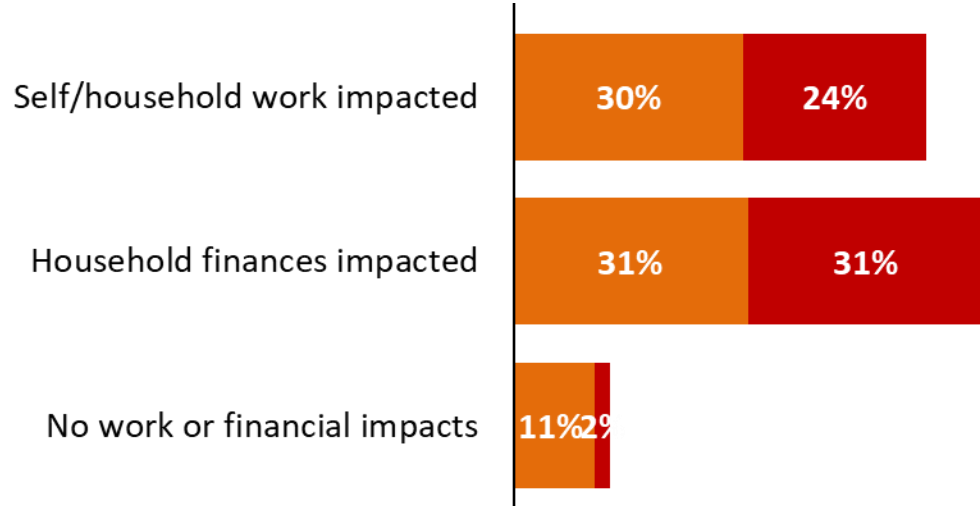
## Saving Less



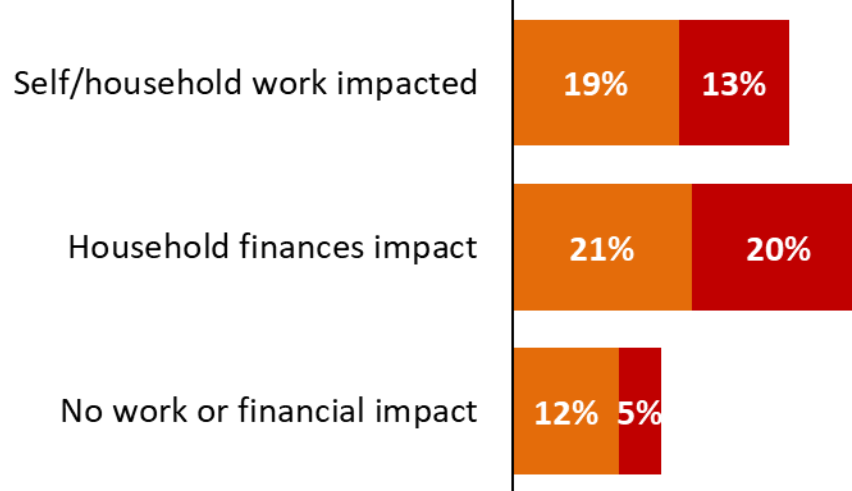
## Invest Less



## COVID-19 Financial Impacts



## COVID-19 Financial Impacts



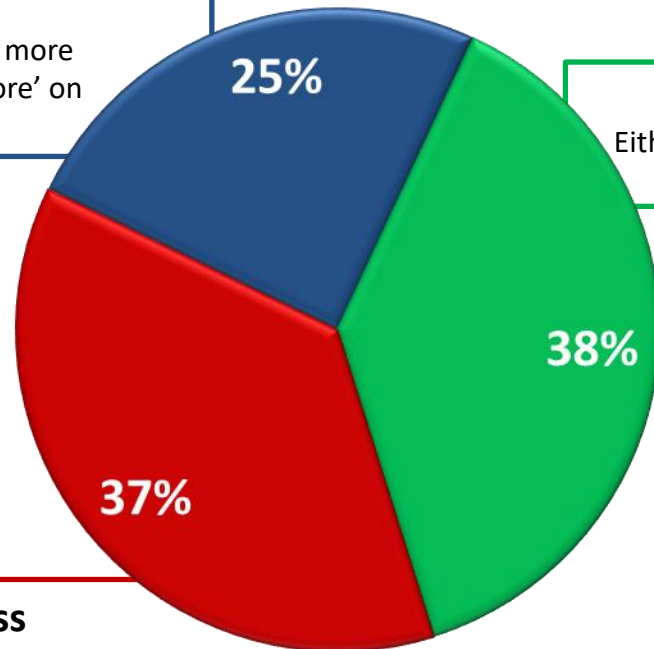
■ Somewhat less    ■ A lot less

# Saving/Investing Less: Most are either saving/investing less (37%) or say no difference/conflicted (38%)

Based on their responses to the previous 2 questions on whether they are saving and investing more or less, we group respondents into one of three groups:

## Saving/Investing More

Say they are saving AND investing more  
OR are neutral on one but say 'more' on the other



## No difference/Conflicted

Either say no difference on both OR 'less' on one and 'more' on the other

## Saving/Investing Less

Say they are saving AND investing less  
OR are neutral on one but say 'less' on the other

## Segmentation

Respondents who say  
"Saving/investing less"

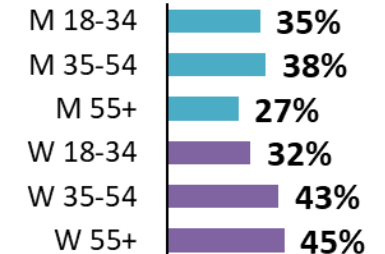
### Investor Type



### Self-Identify as Investor



### Age-Gender



### Region



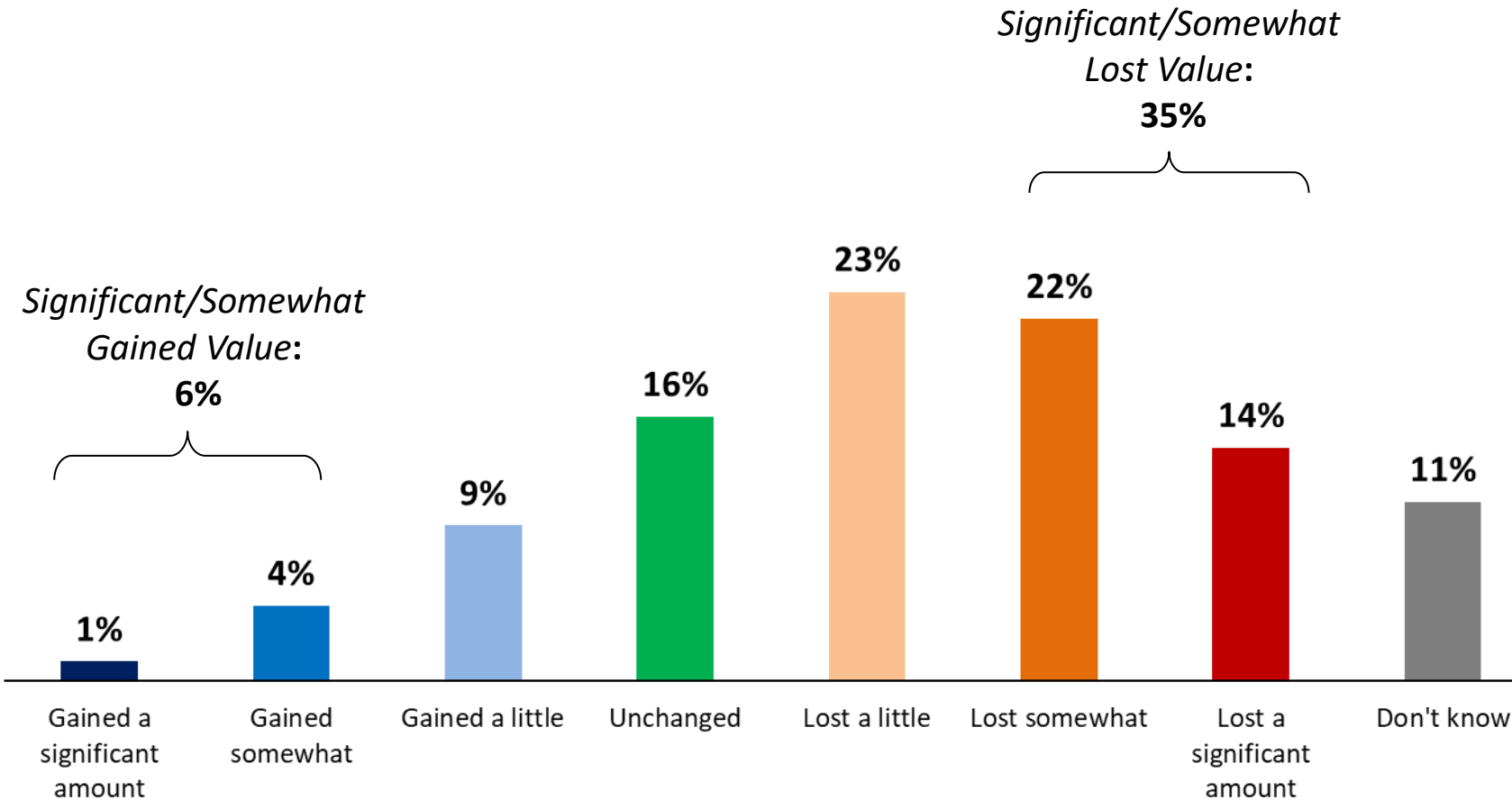
# COVID-19 Portfolio Impacts

# Portfolio Value Change: 6-in-10 (59%) investors say their portfolio lost value; higher among older respondents and securities investors



To the best of your recollection, do you believe that your investment portfolio has gained value or lost value since the onset of COVID-19?

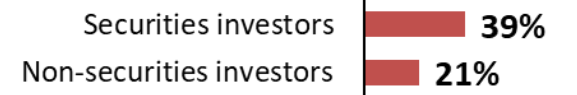
[asked only of investors (broad); n=1,127]



## Segmentation

Respondents who say "significant/somewhat lost value"

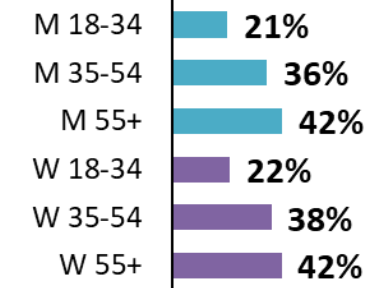
### Securities Investor



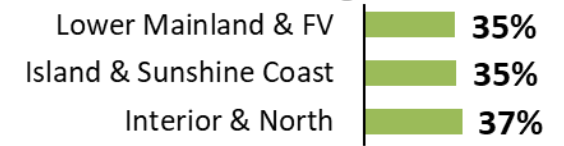
### Self-Identify as Investor



### Age-Gender



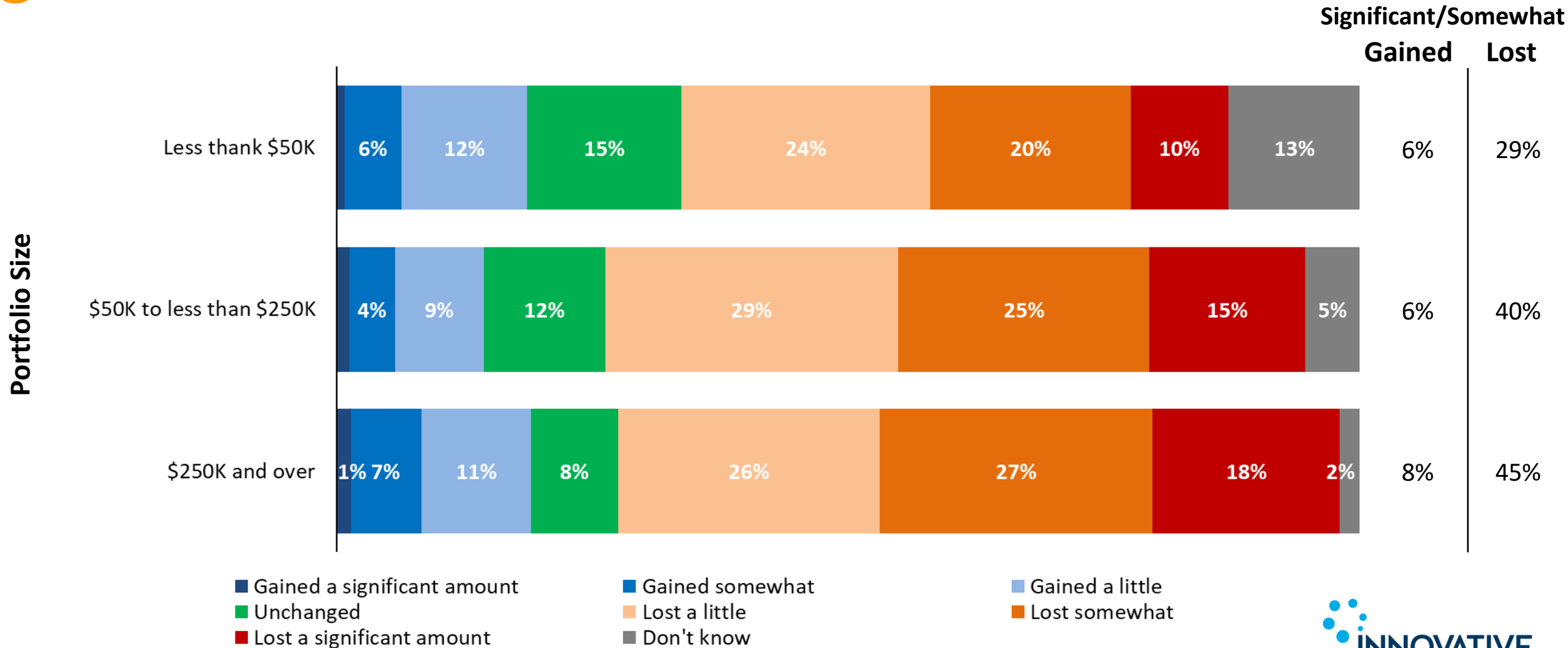
### Region



# Portfolio Value Change: Those with portfolios \$250K and over most likely to say it has lost value (71%)



To the best of your recollection, do you believe that your investment portfolio has gained value or lost value since the onset of COVID-19? BY Portfolio Size  
[asked only of investors (broad); n=1,127]

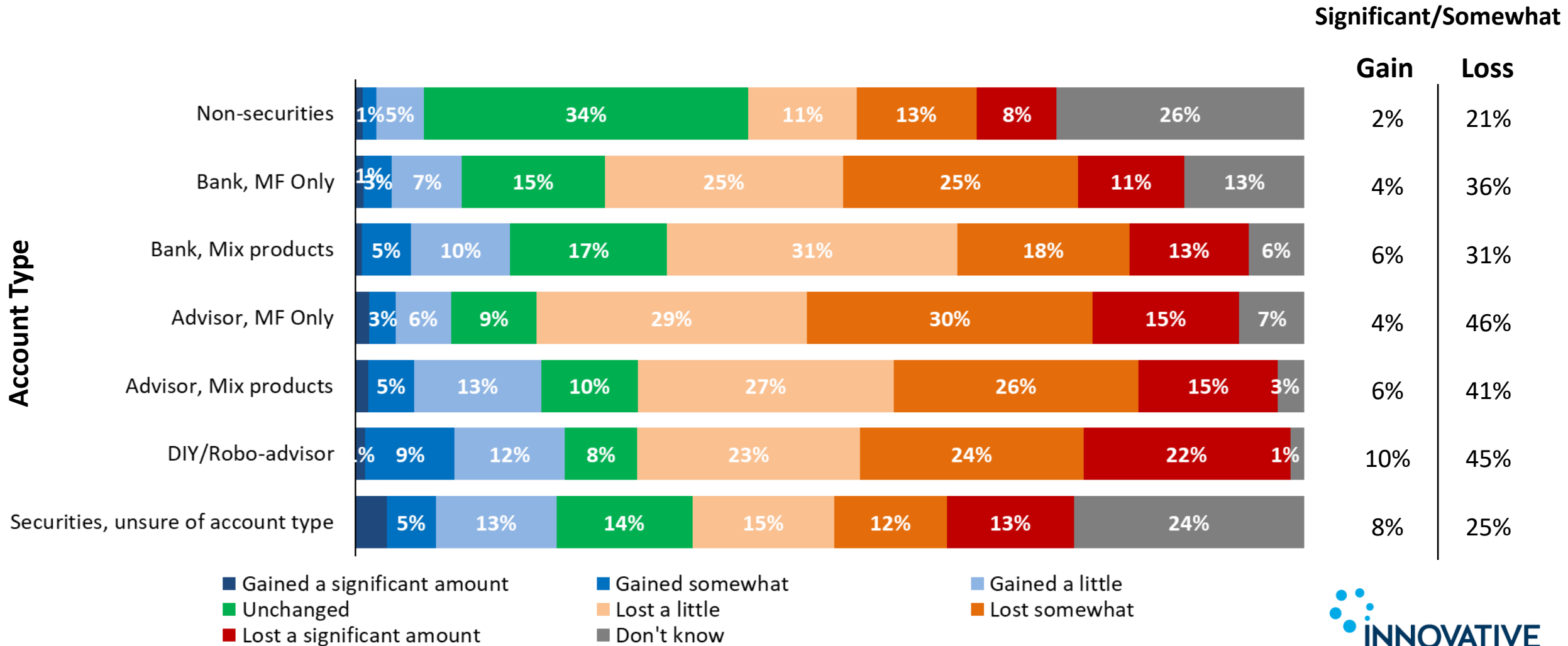




# Portfolio Value Change: Those with advisor & mutual funds only most likely to say they lost value (46%) followed by DIY/Robo-advisor (45%)



To the best of your recollection, do you believe that your investment portfolio has gained value or lost value since the onset of COVID-19? BY Account Type  
 [asked only of investors (broad); n=1,127]



■ Gained a significant amount     ■ Gained somewhat     ■ Gained a little  
■ Unchanged     ■ Lost a little     ■ Lost somewhat  
■ Lost a significant amount     ■ Don't know



Note: 'Other'/'Don't know' primary investment account not shown due to insufficient sample size

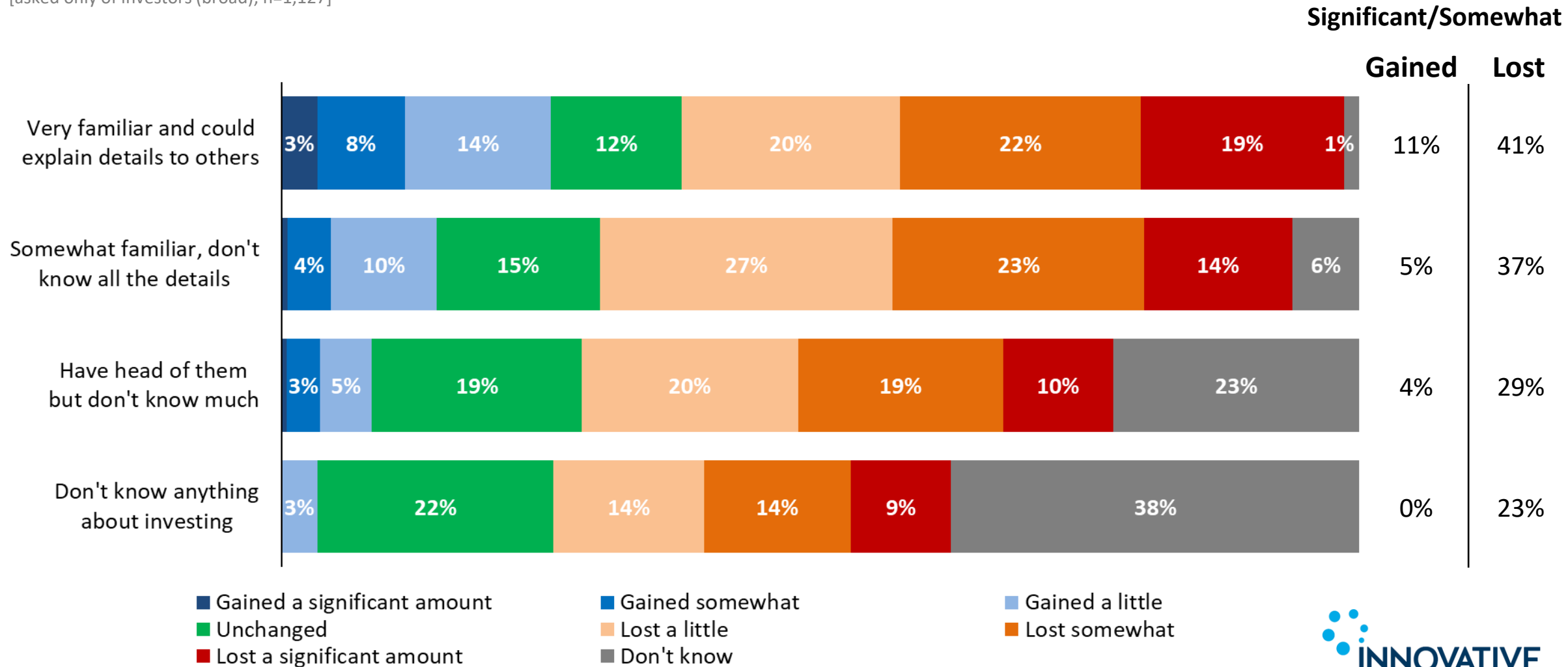
# Portfolio Value Change: Those at least somewhat familiar with investing are less likely to say they lost value on their portfolio



To the best of your recollection, do you believe that your investment portfolio has gained value or lost value since the onset of COVID-19? BY Familiarity with investing

[asked only of investors (broad); n=1,127]

Familiarity with Investing



Concern About Impacts

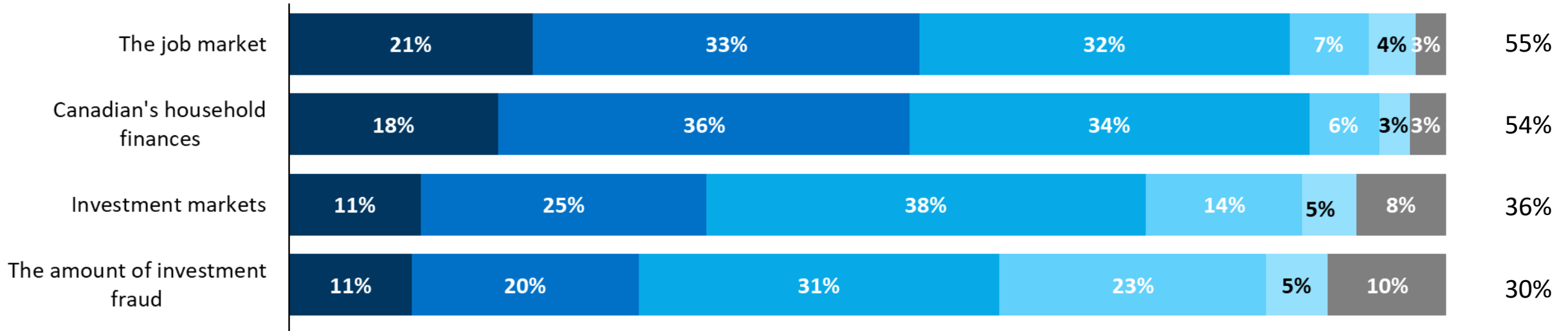
# Concern About Impacts: BC'ers are most concerned about Canadians' household finances (54%) and the job market (55%)



The COVID-19 outbreak has had a wide range of impacts in Canada. Thinking specifically about household finances and the economy, how concerned are you about the impacts of the COVID-19 outbreak in Canada on each of the following?

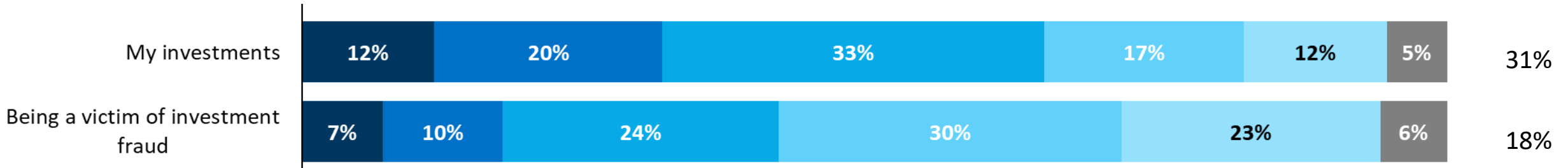
[asked of all respondents; n=1,500]

**% Extremely/  
Very Concerned**



And how concerned are you about the impacts of the COVID-19 outbreak for you personally on each of the following?

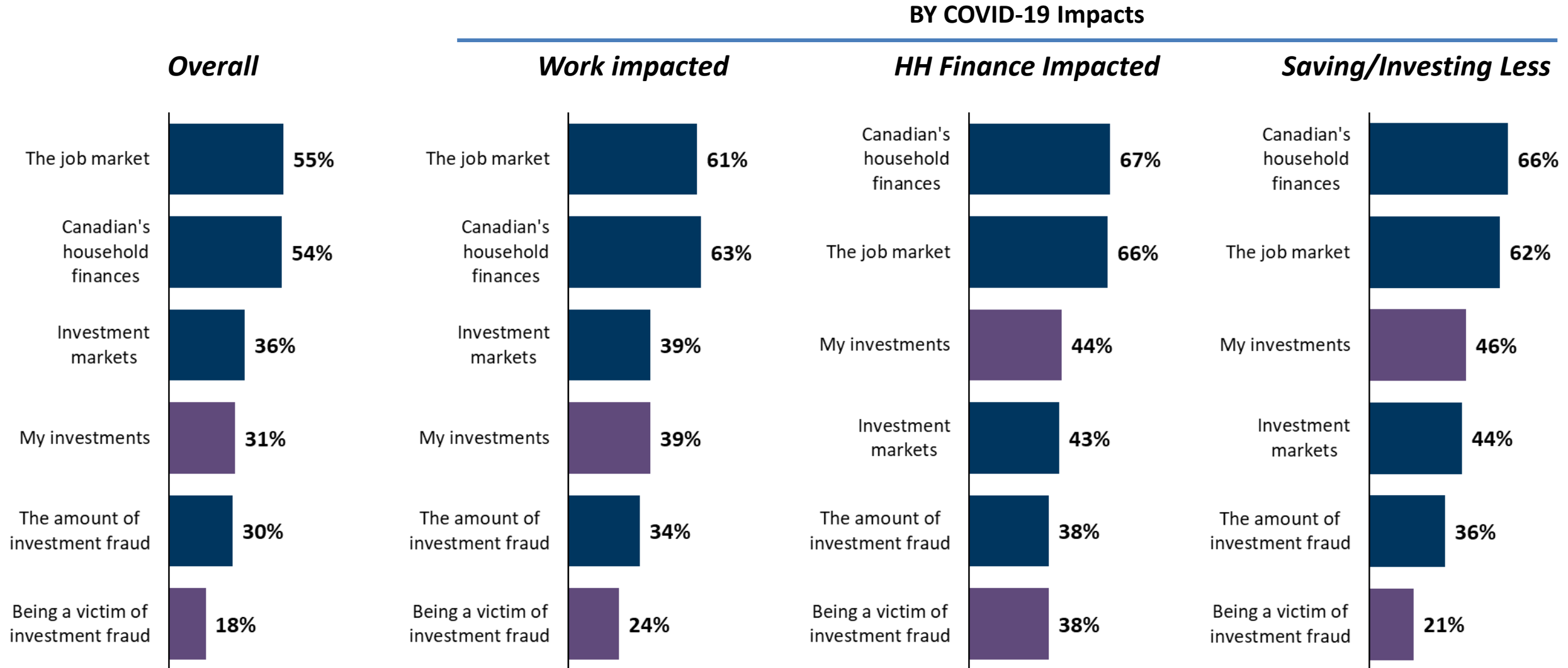
[asked of all respondents; n=1,500]



Extremely concerned
  Very concerned
  Somewhat concerned
  Not very concerned
  Not concerned at all
  Don't know

# Concern About Impacts: Highest among those effected; especially personal concern about 'My investments'

Concerns about COVID-19 Financial Impacts: % *Extremely/Very Concerned*



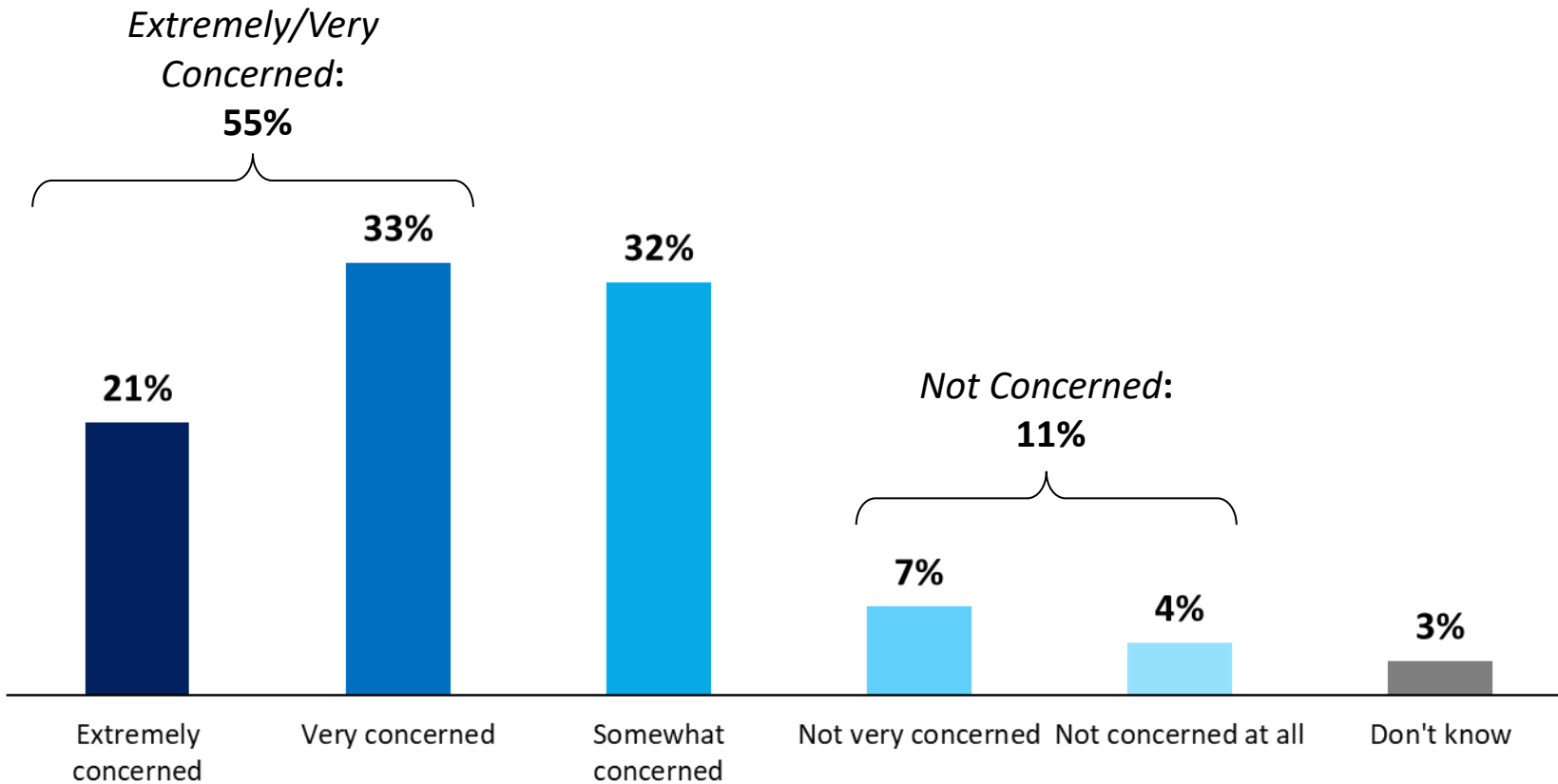
# Concern | Job Market: Over half say they're very concerned about the job market, lowest among older men (46%) and non-savers (51%)



The COVID-19 outbreak has had a wide range of impacts in Canada. Thinking specifically about household finances and the economy, how concerned are you about the impacts of the COVID-19 outbreak in Canada on each of the following?

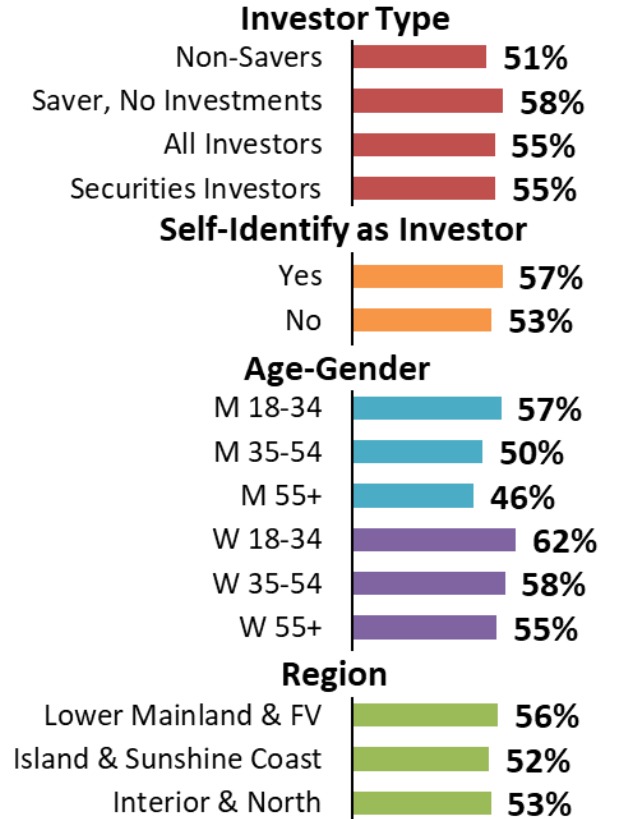
## The job market

[asked of all respondents; n=1,500]



## Segmentation

Respondents who say "Extremely/Very Concerned"

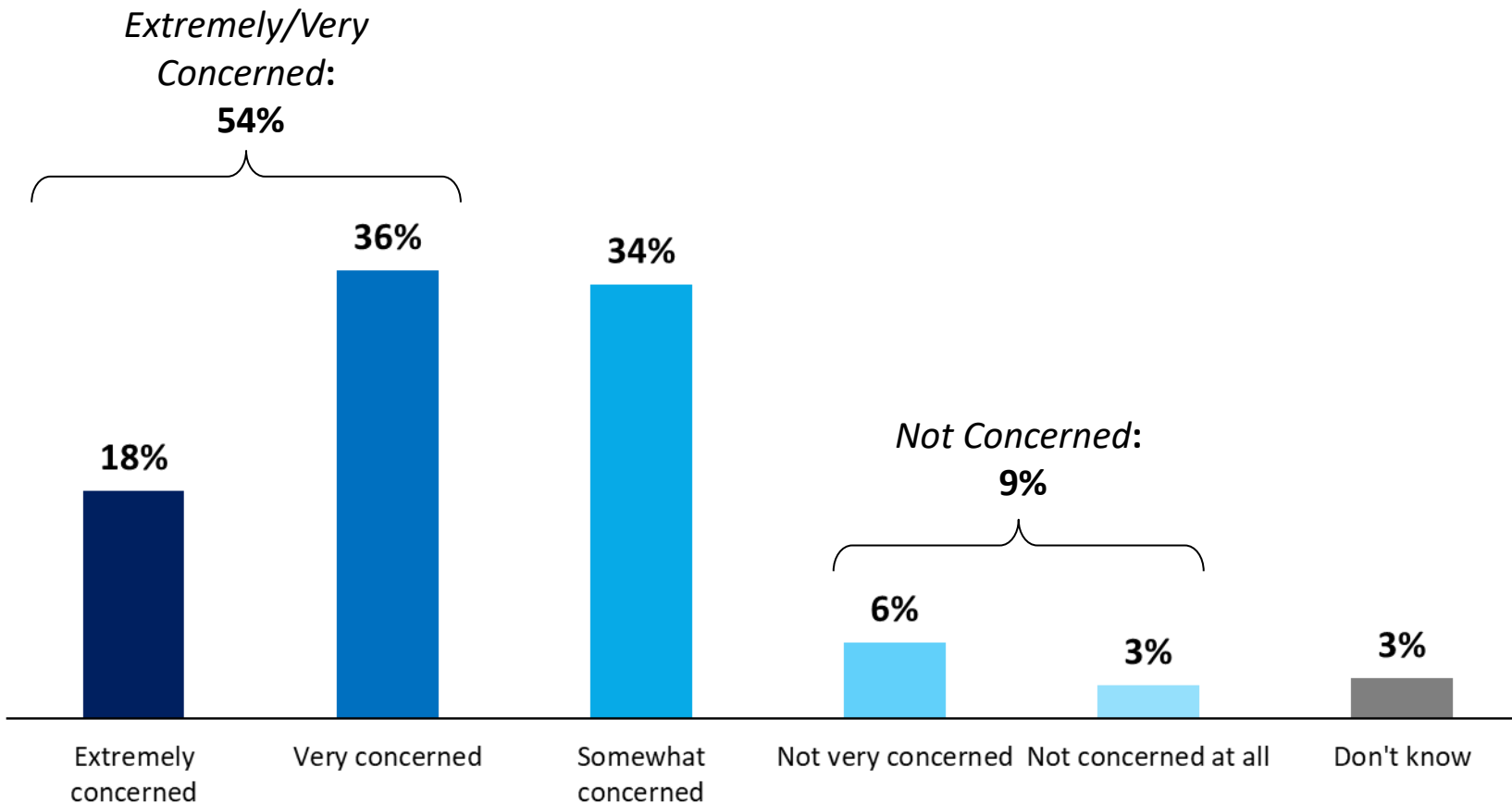


# Concern | Household Finances: Over half are very concerned about household finances; consistent across key audiences

**Q** The COVID-19 outbreak has had a wide range of impacts in Canada. Thinking specifically about household finances and the economy, how concerned are you about the impacts of the COVID-19 outbreak in Canada on each of the following?

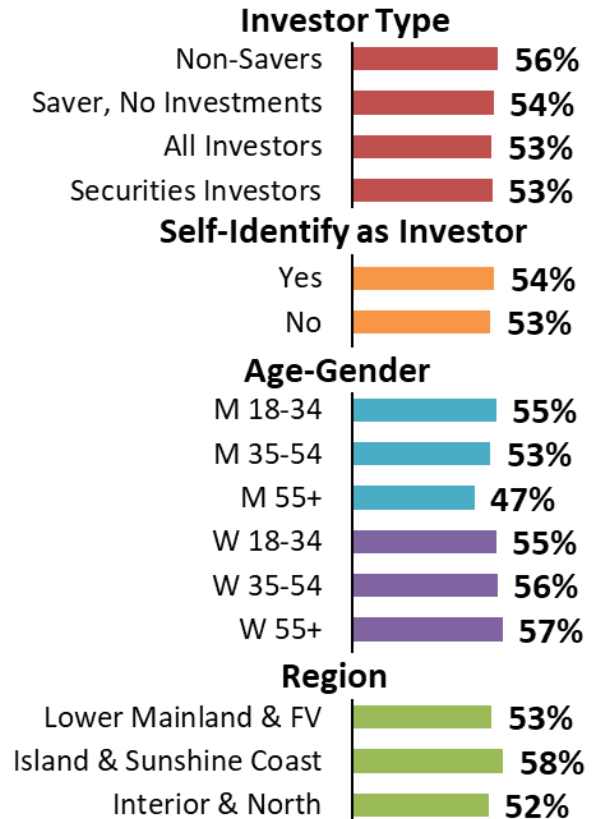
## Canadians' household finances

[asked of all respondents; n=1,500]



## Segmentation

Respondents who say "Extremely/Very Concerned"

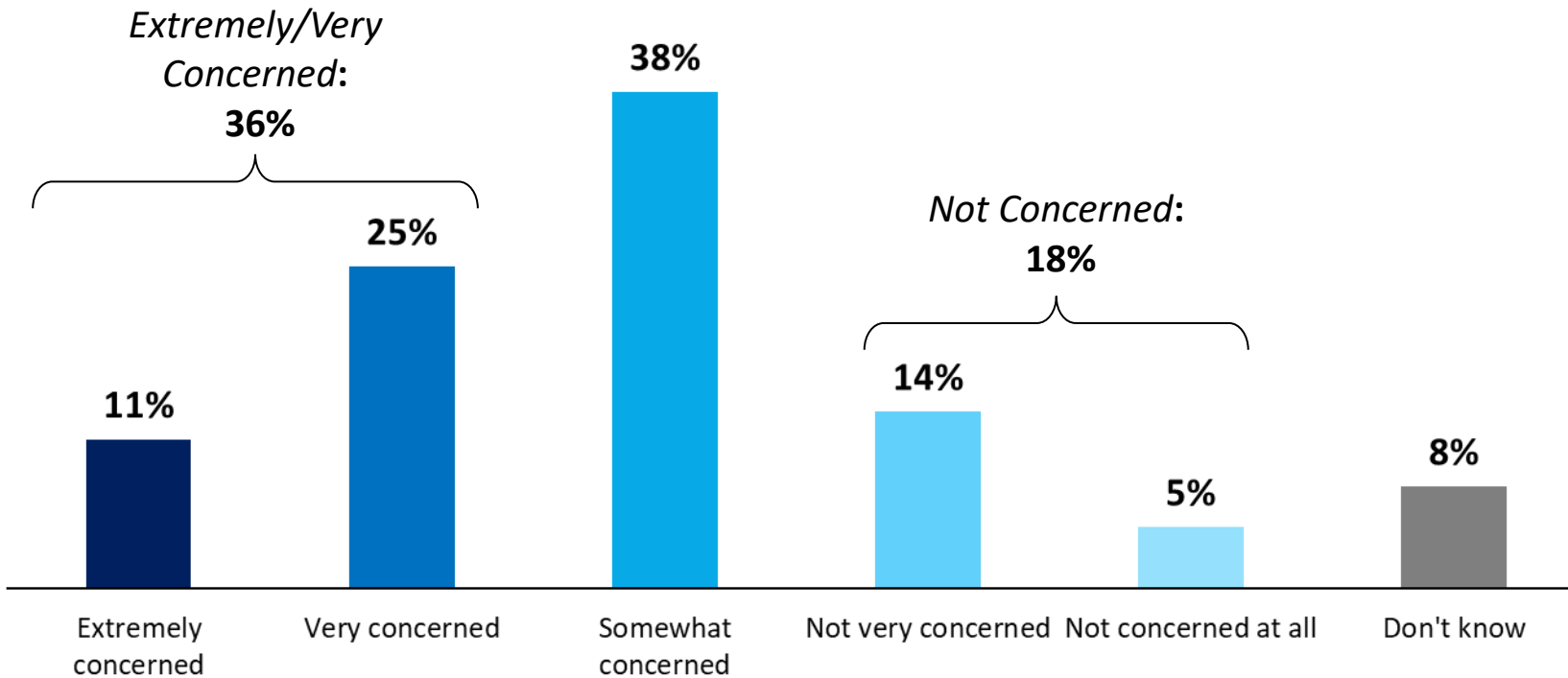


# Concern | Investment Markets: Close to 2-in-5 (36%) are concerned about investment markets; highest among self-identified (46%)

**Q** The COVID-19 outbreak has had a wide range of impacts in Canada. Thinking specifically about household finances and the economy, how concerned are you about the impacts of the COVID-19 outbreak in Canada on each of the following?

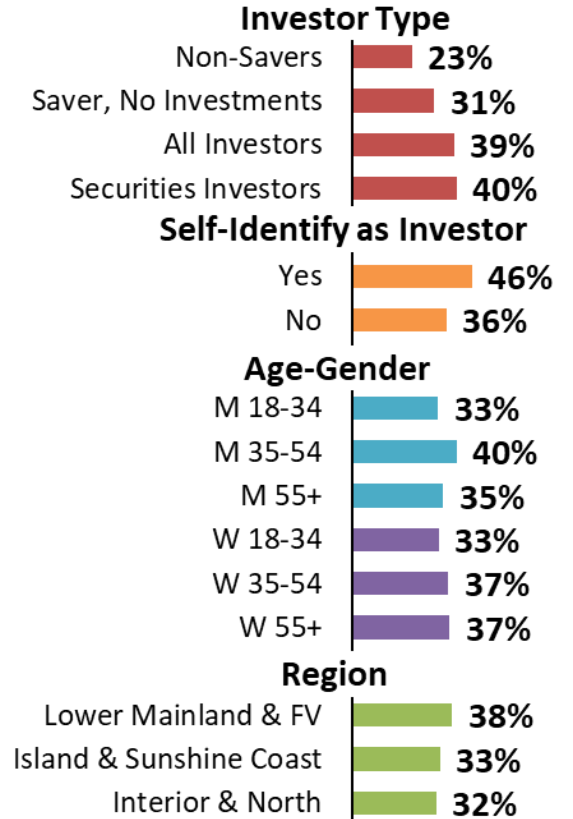
## Investment markets

[asked of all respondents; n=1,500]



## Segmentation

Respondents who say "Extremely/Very Concerned"





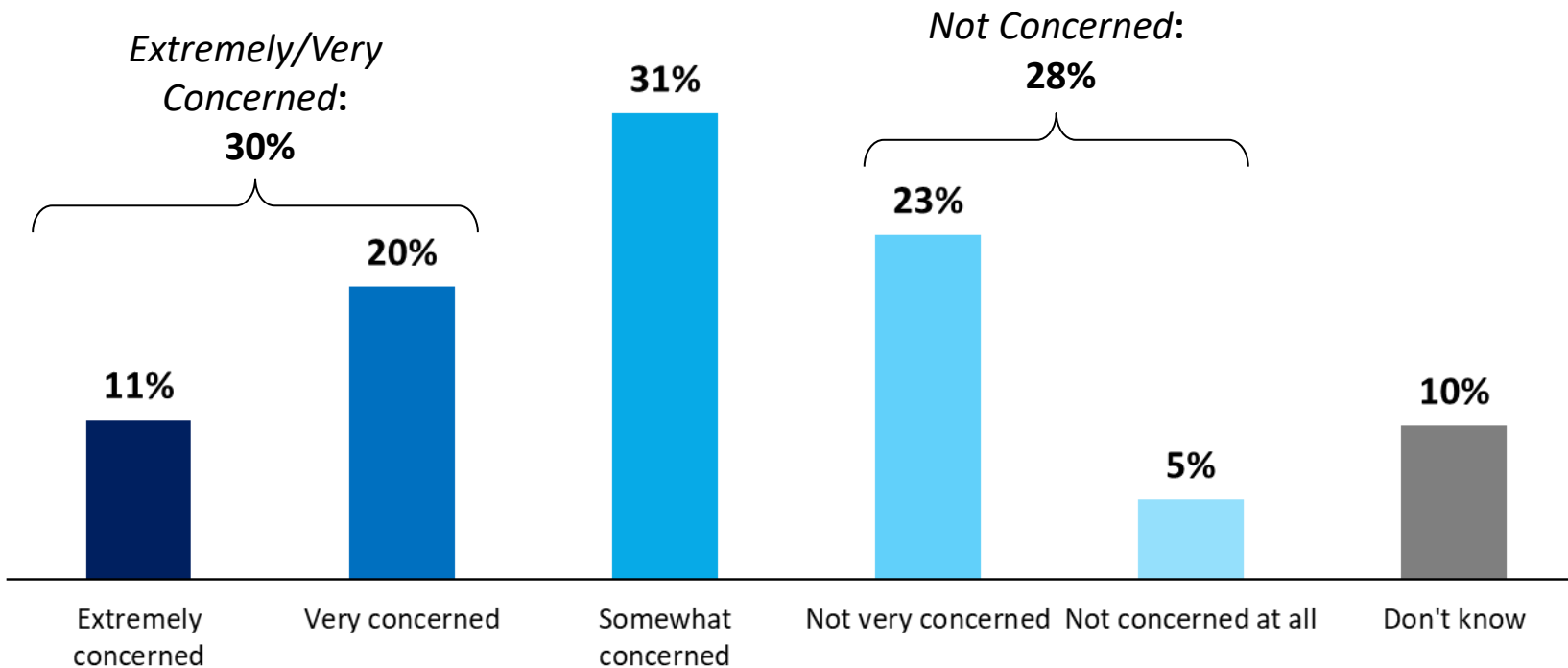
# Concern | Investment Fraud: 3-in-10 (30%) are very concerned about investment fraud; highest regionally in lower mainland (32%)



The COVID-19 outbreak has had a wide range of impacts in Canada. Thinking specifically about household finances and the economy, how concerned are you about the impacts of the COVID-19 outbreak in Canada on each of the following?

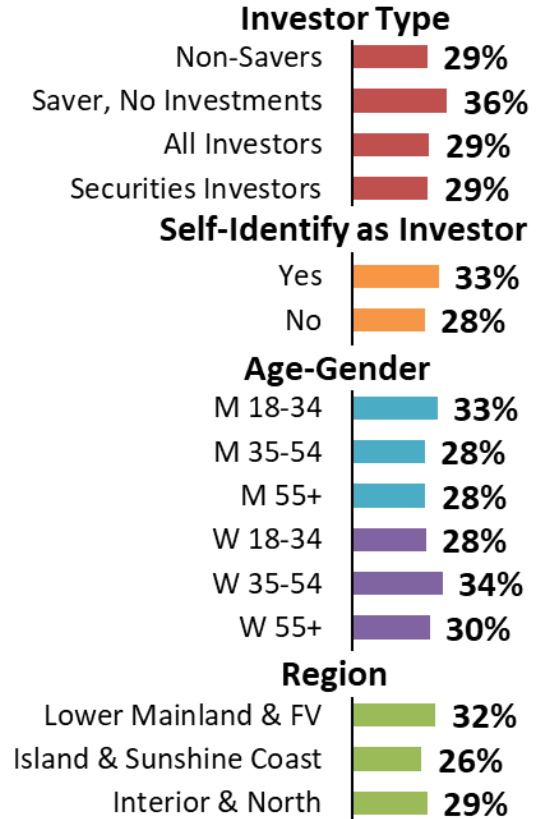
## The amount of investment fraud

[asked of all respondents; n=1,500]



## Segmentation

Respondents who say "Extremely/Very Concerned"



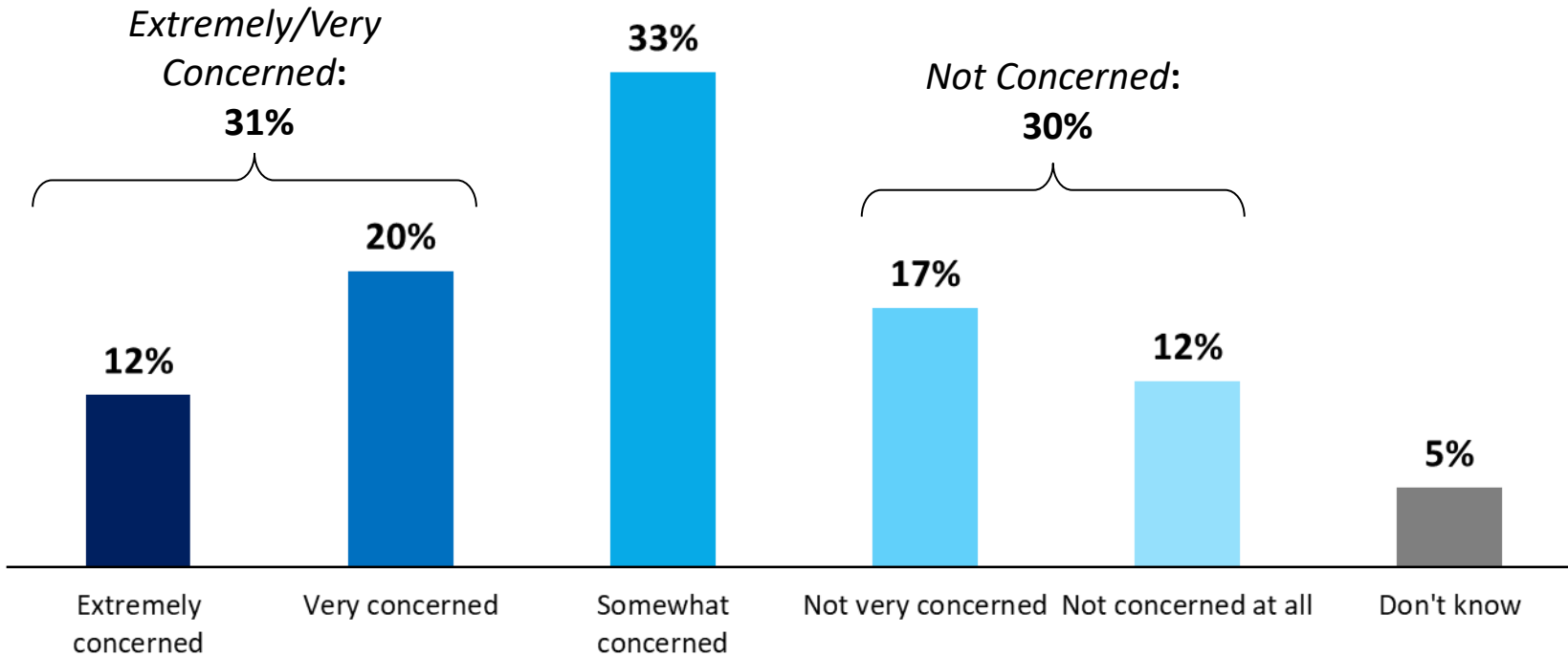
# Concern | My Investments: 3-in-10 (31%) are very concerned about their investments; highest regionally in lower mainland (36%)



And how concerned are you about the impacts of the COVID-19 outbreak for you personally on each of the following?

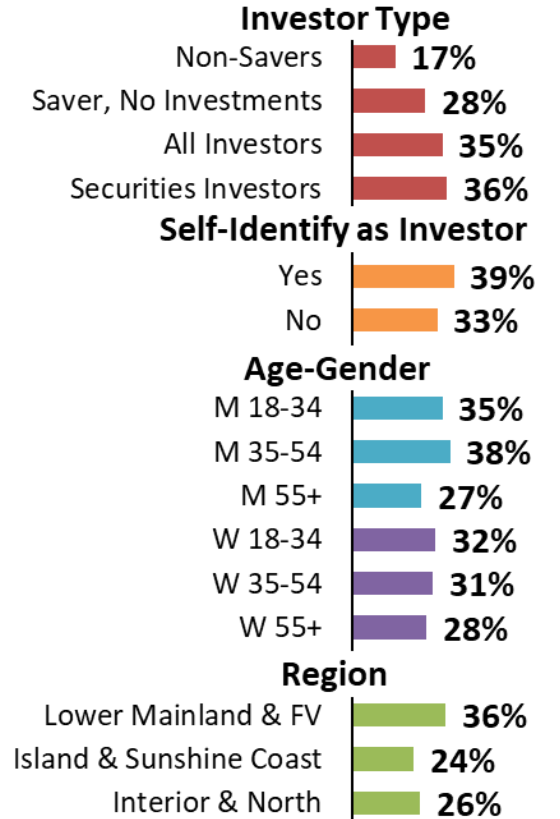
## My investments

[asked of all respondents; n=1,500]



## Segmentation

Respondents who say "Extremely/Very Concerned"



# Concern | My Investments: Close to 2-in-5 (35%) of investors are concerned about their investments; higher for securities investors (36%)

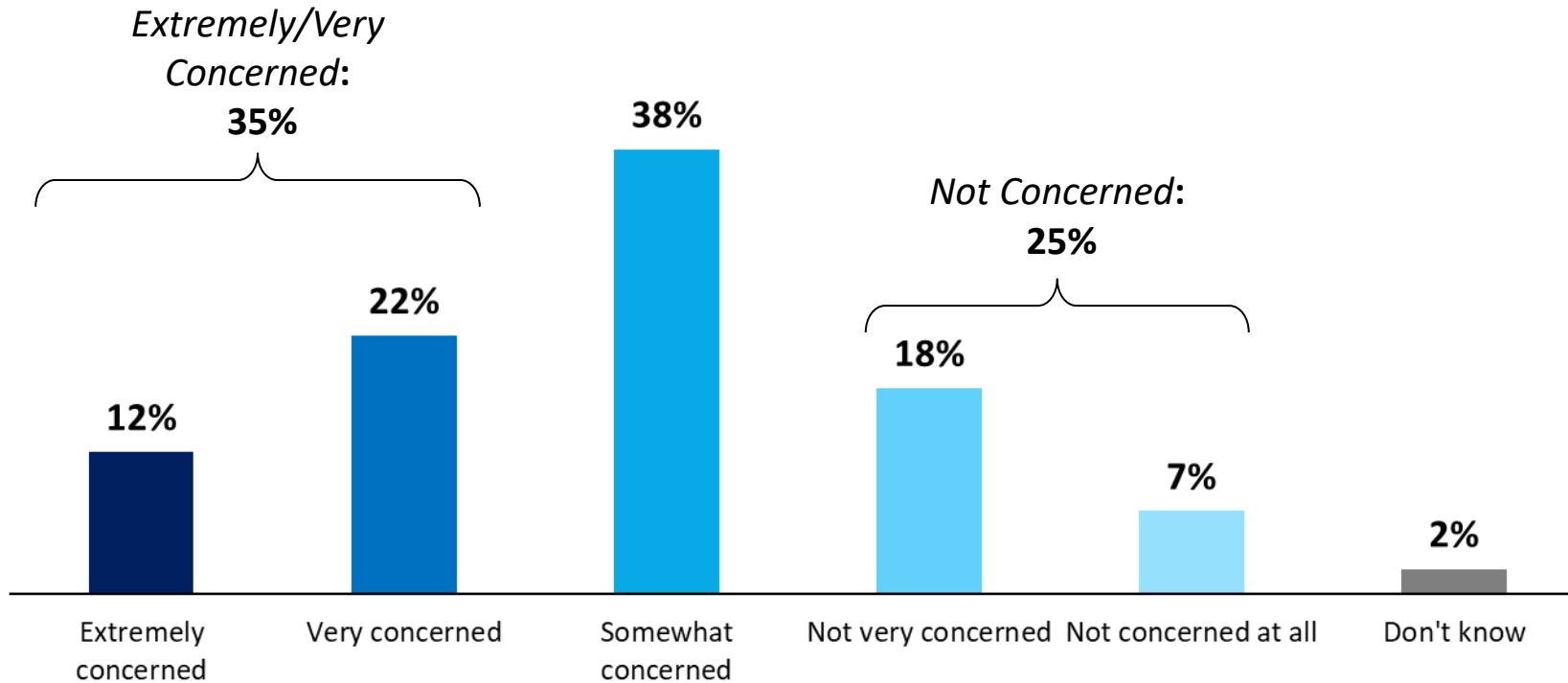


And how concerned are you about the impacts of the COVID-19 outbreak for you personally on each of the following?

## My investments

[asked of all respondents; n=1,500]

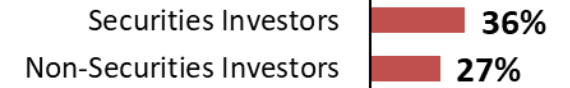
### Among Investors Only



### Segmentation

Respondents who say "Extremely/Very Concerned"

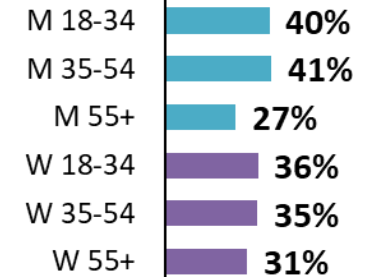
#### Investor Type



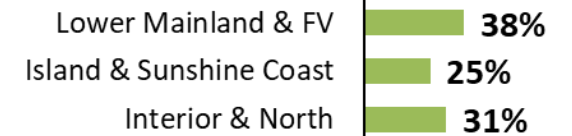
#### Self-Identify as Investor



#### Age-Gender



#### Region



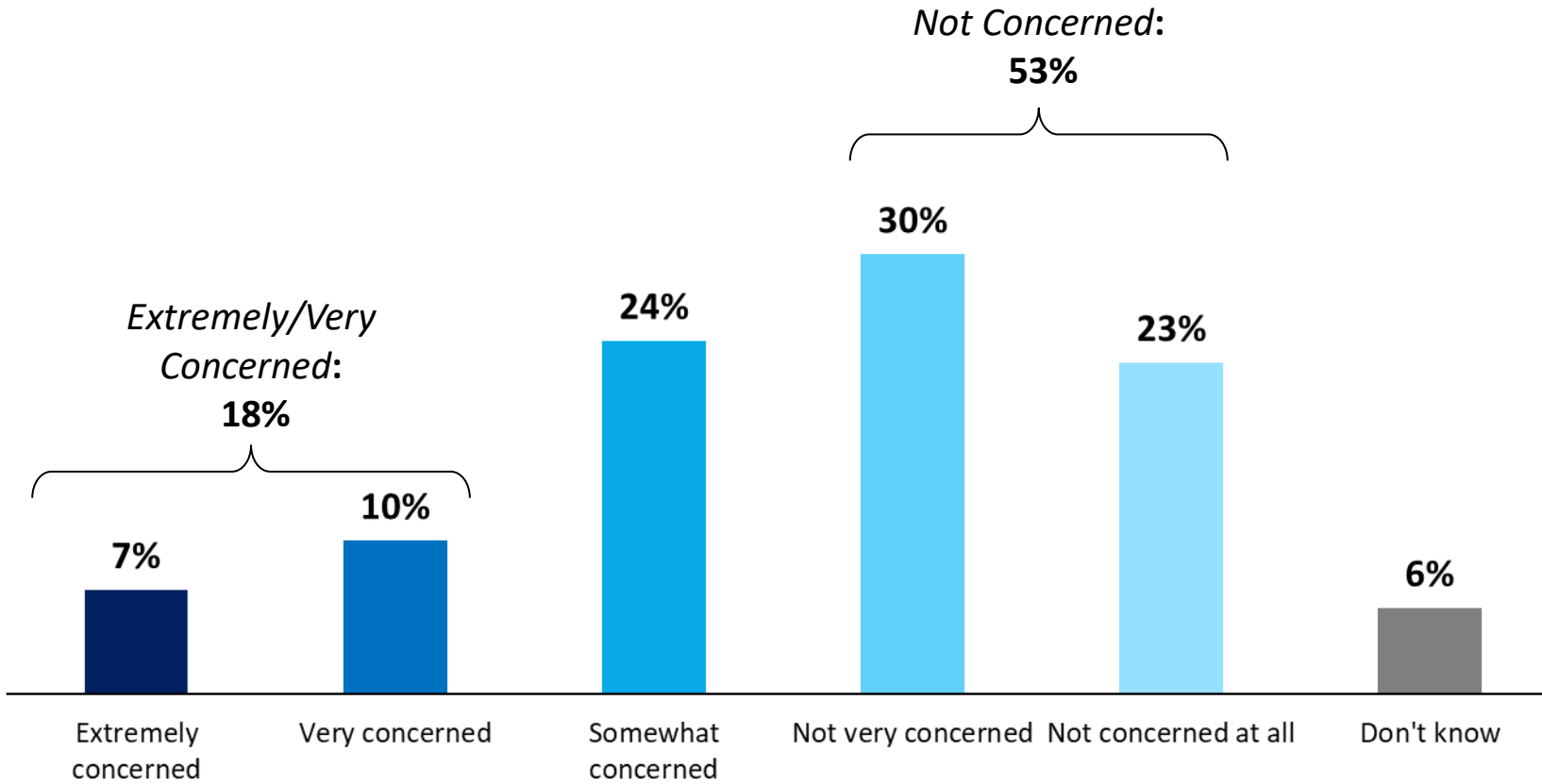
# Concern | Victim of Fraud: Over half (53%) are not concerned about being a victim of fraud; concern highest among younger men (26%)



And how concerned are you about the impacts of the COVID-19 outbreak for you personally on each of the following?

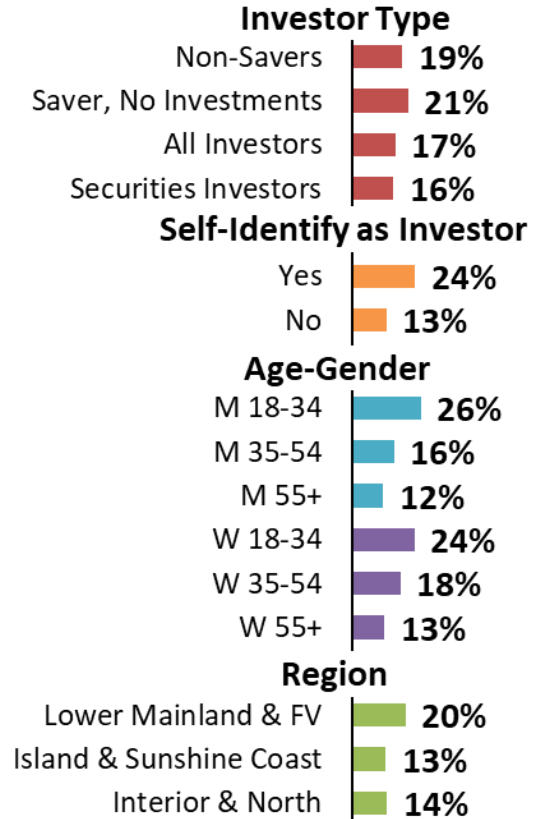
## Being a victim of investment fraud

[asked of all respondents; n=1,500]



### Segmentation

Respondents who say "Extremely/Very Concerned"



Emotions

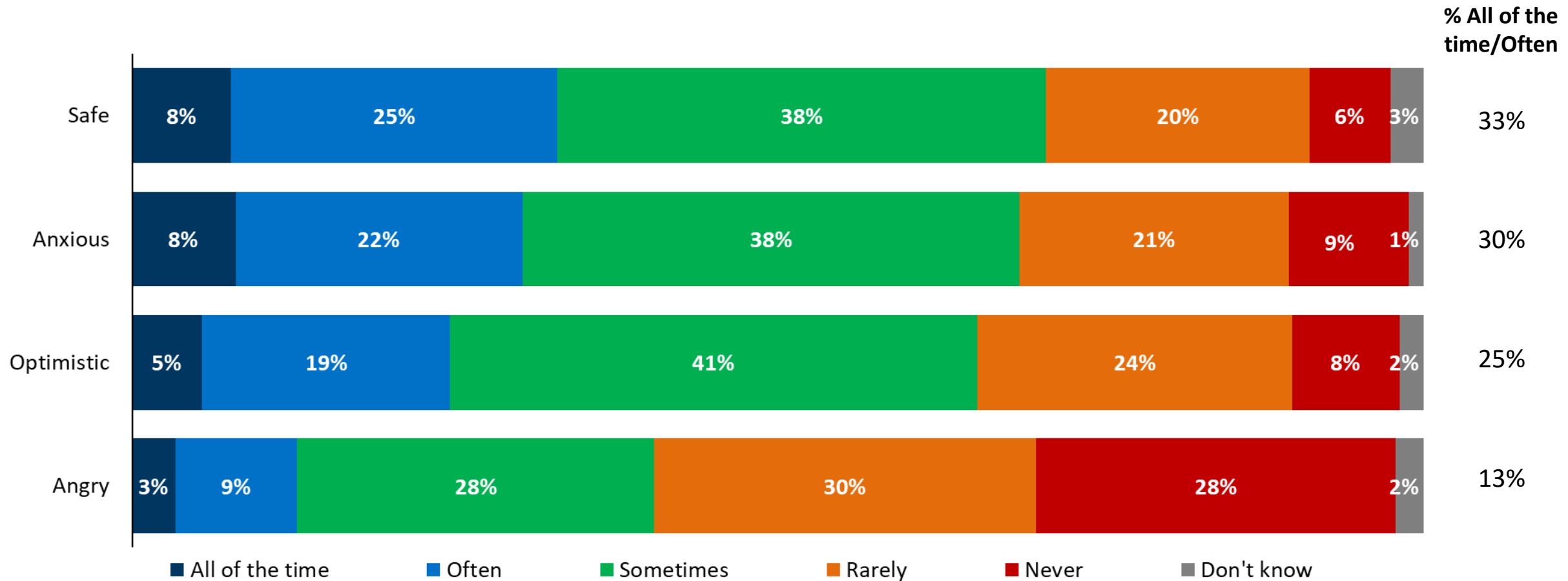
The background is a solid dark blue color. It features several white circles of varying sizes scattered across the page. There are five large circles and one smaller circle. The circles are positioned in the upper right, center, and lower right areas of the image.

# Emotions Related to Finances: BC'ers most likely to say they've felt safe<sup>30</sup> (33%) or anxious (30%) often while few have felt angry often (13%)



During the COVID-19 outbreak, how often have you felt each of the following emotions specifically in relation to your finances?

[asked of all respondents; n=1,500]



# Emotions Related to Finances: Reported anxiety highest for non-savers (45% all the time/often) and younger women (47%)



During the COVID-19 outbreak, how often have you felt each of the following emotions specifically in relation to your finances? BY Investor Type, Self-Identification, Age-Gender, Region  
 [asked of all respondents; n=1,500]

% All of the time/Often	Investor Type				Self-Identify as an Investor		Age-Gender						Region		
	Non-Saver	Saver, No Investments	All Investors	Securities Investors	Yes	No	M 18-34	M 35-54	M 55+	W 18-34	W 35-54	W 55+	Lower Mainland & FV	Van. Island/ Sunshine Coast	Interior/ North
Safe	23%	41%	33%	32%	38%	31%	33%	32%	40%	30%	30%	32%	30%	35%	38%
Anxious	45%	37%	27%	25%	26%	27%	35%	31%	13%	47%	36%	25%	32%	30%	27%
Optimistic	18%	31%	25%	25%	36%	20%	34%	24%	21%	23%	24%	24%	25%	24%	23%
Angry	16%	20%	11%	10%	14%	10%	17%	16%	7%	19%	12%	9%	14%	10%	13%

# Emotions Related to Finances: Those experiencing negative impacts are higher on negative emotions on lower on positive emotions

Emotions Related to Finances: % 'All of the time' or 'Often'

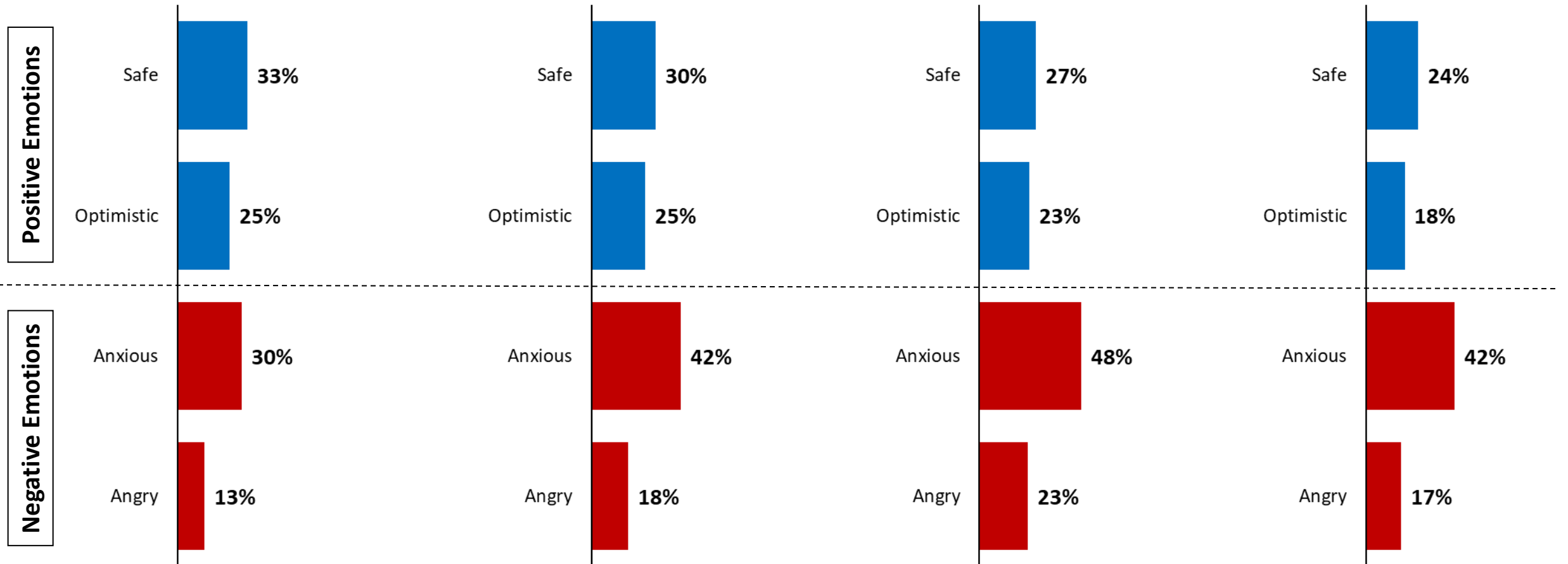
BY COVID-19 Impacts

*Overall*

*Work impacted*

*HH Finance Impacted*

*Saving/Investing Less*







# Building Understanding.

For more information, please contact:

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