

# Less really is more: Canadians say simplifying is more important than ever

Last year in our **Simplii Digital Trends Report**, we took a peek into the minds of Canadians and their relationship with technology, finding that although Canadians loved technology, some were looking for a break.

Fast forward to 2020 – amid the new realities brought on from COVID-19, many say that life has now been distilled down to the essentials.

We wanted to see if COVID-19 had shifted behaviours, perceptions, and what was top of mind for Canadians as they've navigated the rapidly changing environment of the past few months.

Canadians let us know they're:

- Eager to simplify their lives, especially when it comes to daily schedules, home decorating and finances.
- Engaged in new activities while still appreciating the simple things.
- Stressed about changed routines and the unexpected.
- Missing certain activities this summer as a result of social distancing.

So then, how are Canadians planning to simplify their lives?

Canadians have identified that technology is crucial, with the majority of Canadians (76 per cent) believing that technology is the key to simplifying their lives. And according to the data, 68 per cent of Canadians are now relying on technology than ever before, with 57 per cent relying on digital banking more over the last few months.

With all of that said, our Simplii Summer Survey examines if less really is more for Canadians.

**The key takeaway from the data: Simplifying life has become more important than ever (76 per cent).**

# Key Findings

## 1.

Simplifying life has become more important to Canadians – especially in areas of home and finances:

- 81% of Canadians want to simplify their lives and 67% have already simplified their lives since the start of COVID-19.
- Top 3 areas Canadians want to simplify are: home organizing/decluttering/decorating (55%), finances (34%) and daily schedule (29%).
- 47% say that a household budget is more important right now.
- Canadians are looking to better manage: food takeout/delivery (44%), household technology (34%) and entertainment (29%) expenses.

## 2.

Canadians are relying more on technology now than ever before:

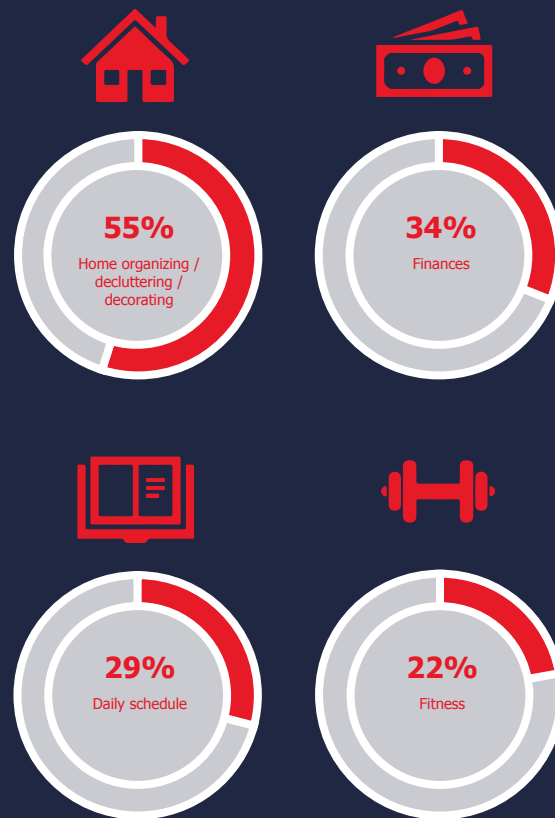
- In recent months they have started using technology for: seeing friends/family (47%), shopping (33%) and groceries/cooking/meal prep (27%).
- 68% have relied more on digital technology than before and 57% have relied on digital banking more over the last few months.
- 76% believe that technology helps with simplifying life.
- 76% believe simplifying their life is more important than ever.

## 3.

Many are engaging in new activities, appreciating the simple things - but stress over changed routines still exists:

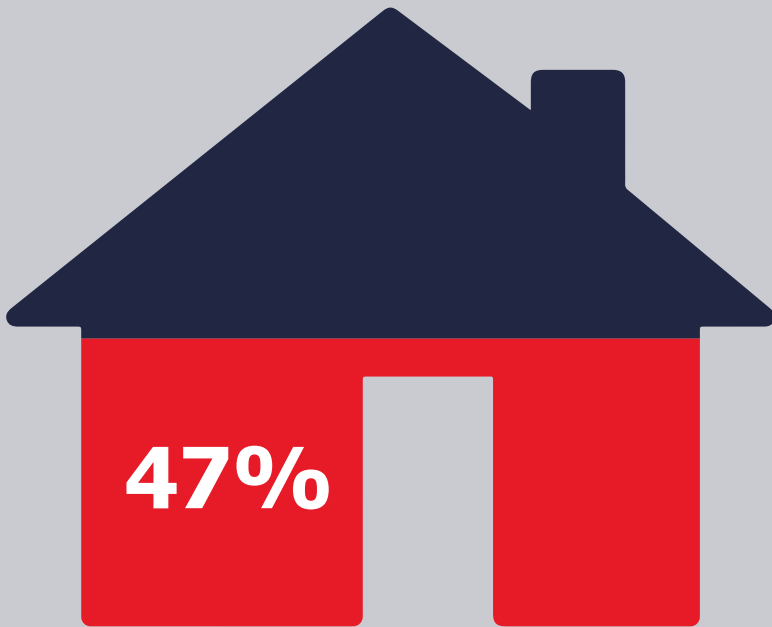
- With new limits on social activity, Canadians are: watching more television/ movies (53%), consuming news (37%), cooking more (32%) and decluttering / organizing more (32%).
- The pandemic has most given Canadians appreciation for: the things they have (52%), a slower daily pace (34%) and spending time with immediate family (29%).
- But 57% feel stress or anxiety knowing that Summer 2020 will be different due to COVID-19.
- Activities Canadians will most miss this summer as a result of social distancing are: backyard BBQs with friend and family (52%); summer holiday travel (49%); attending festivals/concerts/sporting events (39%).

**Top 4 areas Canadians want to simplify are:**  
home organizing, finances, daily schedule and fitness



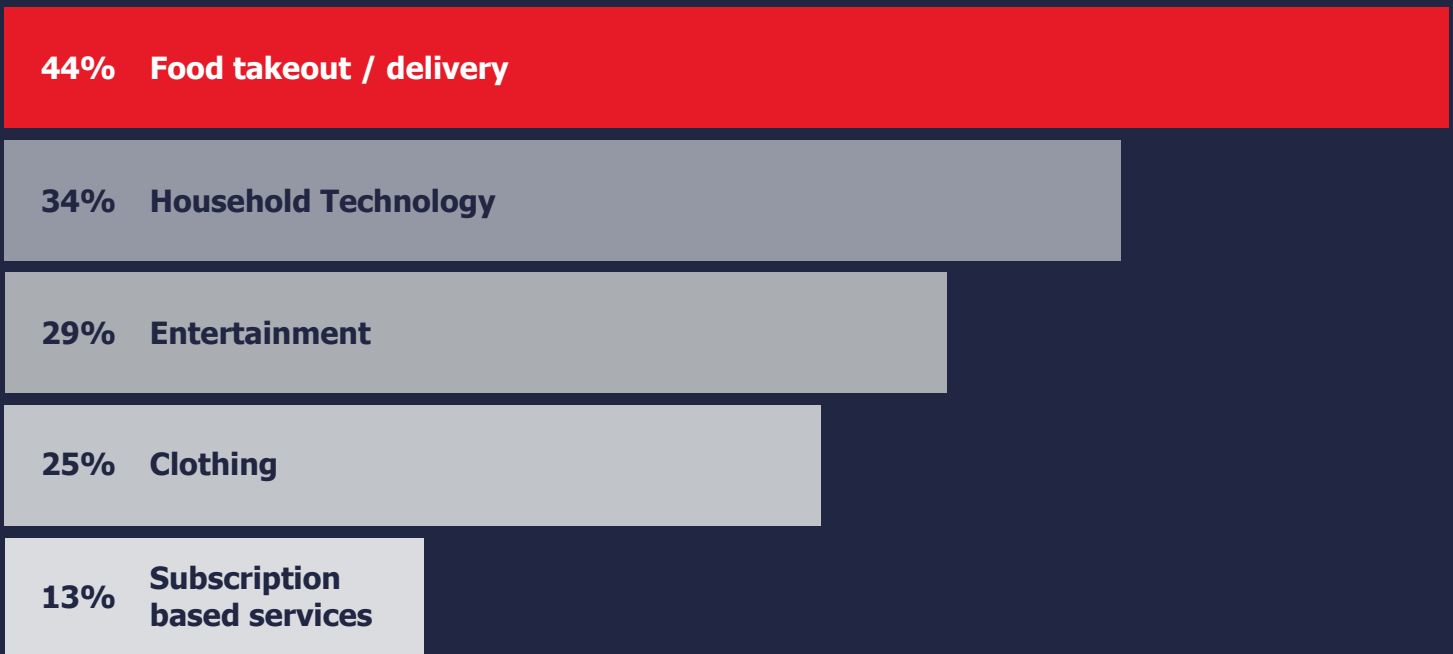
**In recent months they have started using technology for:** seeing friends / family, shopping and groceries / cooking / meal prep, health / fitness





Nearly half say that a household budget is more important right now

## Expenses Canadians are looking to better manage



**With new limits on social activity,  
Canadians are:** watching more television,  
consuming more news, cooking and decluttering



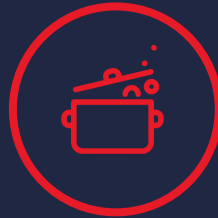
**53%**

Watching more  
television / movies



**37%**

Consuming news



**32%**

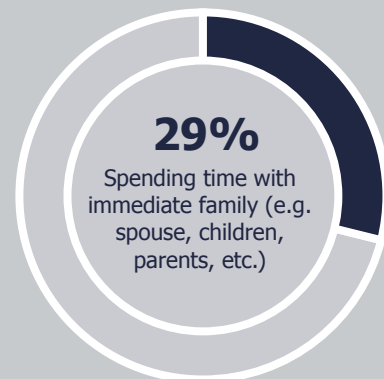
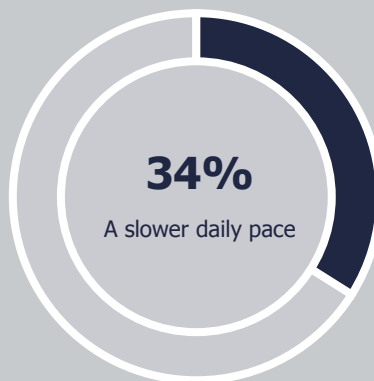
Cooking more



**32%**

Decluttering /  
Organizing more

**The pandemic has most given Canadians appreciation  
for:** the things they have, a slower daily pace and spending  
time with immediate family



# Activities they will most miss this summer as a result of social distancing are backyard BBQs, summer holiday travel and attending concerts/sporting events



**Disclaimer:** The following report is prepared by Simplii Financial™. Information contained in this report is current as of June 2020 and may not reflect any event or circumstances which occur after the date of this report.

From June 3rd to June 4th 2020 an online survey of 1,513 randomly selected Canadian adults who are Maru Voice Canada panelists was executed by Maru/Blue. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender and region (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

As with any consumer marketplace report, this is a snapshot in time based on the statistics and findings uncovered during the nationwide survey conducted by Maru/ Blue. Given the evolving nature of the Canadian digital space, these statistics and findings will change overtime.