

1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?

|                               |       | REGION |       |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|-------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB    | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B     | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310   | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
| Base: All Respondents (wtd)   | 2070  | 282    | 232   | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
| 1 - 100                       | 222   | 16     | 23    | 11    | 91      | 63     | 19       | 98               | 52             | 47              | 7       | 42                    | 180     |
|                               | 11%   | 6%     | 10%   | 8%    | 11%     | 13%    | 13%      | 15%              | 13%            | 9%              | 2%      | 10%                   | 11%     |
| 101 - 200                     |       |        |       |       | A       | A      | A        | IJ               | J              | J               |         |                       |         |
|                               | 224   | 24     | 26    | 15    | 91      | 53     | 15       | 88               | 45             | 58              | 11      | 47                    | 177     |
|                               | 11%   | 9%     | 11%   | 11%   | 11%     | 11%    | 11%      | 13%              | 11%            | 11%             | 4%      | 11%                   | 11%     |
| 201 - 300                     |       |        |       |       |         |        |          | J                | J              | J               |         |                       |         |
|                               | 133   | 13     | 14    | 6     | 64      | 27     | 9        | 39               | 28             | 33              | 20      | 32                    | 101     |
|                               | 6%    | 5%     | 6%    | 5%    | 8%      | 6%     | 6%       | 6%               | 7%             | 6%              | 7%      | 8%                    | 6%      |
| 301 - 400                     |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
|                               | 83    | 10     | 6     | 5     | 25      | 33     | 4        | 29               | 19             | 25              | 10      | 11                    | 72      |
|                               | 4%    | 4%     | 2%    | 4%    | 3%      | 7%     | 3%       | 4%               | 5%             | 5%              | 4%      | 3%                    | 4%      |
| 401 - 500                     |       |        |       |       |         | BD     |          |                  |                |                 |         |                       |         |
|                               | 188   | 30     | 21    | 17    | 69      | 34     | 16       | 47               | 42             | 49              | 35      | 34                    | 154     |
|                               | 9%    | 11%    | 9%    | 13%   | 9%      | 7%     | 11%      | 7%               | 11%            | 9%              | 13%     | 8%                    | 9%      |
| 501 - 600                     |       |        |       | E     |         |        |          |                  |                |                 | G       |                       |         |
|                               | 47    | 7      | 4     | 4     | 20      | 11     | 2        | 12               | 11             | 15              | 2       | 3                     | 44      |
|                               | 2%    | 2%     | 2%    | 3%    | 3%      | 2%     | 1%       | 2%               | 3%             | 3%              | 1%      | 1%                    | 3%      |
| 601 - 700                     |       |        |       |       |         |        |          |                  |                |                 |         | K                     |         |
|                               | 32    | 2      | 6     | 1     | 13      | 8      | 3        | 6                | 4              | 12              | 8       | 4                     | 28      |
|                               | 2%    | 1%     | 3%    | 1%    | 2%      | 2%     | 2%       | 1%               | 1%             | 2%              | 3%      | 1%                    | 2%      |
| 701 - 800                     |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
|                               | 59    | 9      | 5     | 4     | 25      | 12     | 4        | 7                | 13             | 23              | 12      | 6                     | 53      |
|                               | 3%    | 3%     | 2%    | 3%    | 3%      | 3%     | 3%       | 1%               | 3%             | 4%              | 4%      | 1%                    | 3%      |
| 801 - 900                     |       |        |       |       |         |        |          |                  | G              | G               | G       |                       |         |
|                               | 17    | 6      | -     | 1     | 3       | 7      | -        | 4                | 2              | 6               | 4       | 2                     | 15      |
|                               | 1%    | 2%     | -     | 1%    | *       | 1%     | -        | 1%               | 1%             | 1%              | 1%      | 1%                    | 1%      |
| 901 - 1000                    |       | BD     |       |       |         |        |          |                  |                |                 |         |                       |         |
|                               | 171   | 26     | 22    | 9     | 60      | 47     | 6        | 26               | 31             | 57              | 45      | 36                    | 135     |
|                               | 8%    | 9%     | 9%    | 7%    | 8%      | 10%    | 4%       | 4%               | 8%             | 10%             | 16%     | 9%                    | 8%      |
| 1001 - 2000                   |       |        | F     |       |         | F      |          |                  | G              | G               | GHI     |                       |         |
|                               | 188   | 27     | 26    | 10    | 83      | 32     | 9        | 16               | 30             | 78              | 45      | 39                    | 149     |
|                               | 9%    | 10%    | 11%   | 7%    | 11%     | 7%     | 7%       | 2%               | 8%             | 14%             | 16%     | 9%                    | 9%      |
| 2001 - 3000                   |       |        |       |       |         |        |          |                  | G              | GH              | GH      |                       |         |
|                               | 73    | 14     | 6     | 9     | 19      | 17     | 7        | 2                | 13             | 33              | 24      | 22                    | 51      |
|                               | 4%    | 5%     | 3%    | 7%    | 2%      | 4%     | 5%       | *                | 3%             | 6%              | 9%      | 5%                    | 3%      |
| 3001 - 4000                   |       |        |       | BD    |         |        |          |                  | G              | G               | GH      |                       |         |
|                               | 46    | 19     | 3     | 3     | 16      | 4      | 2        | -                | 7              | 27              | 12      | 23                    | 23      |
|                               | 2%    | 7%     | 1%    | 2%    | 2%      | 1%     | 1%       | -                | 2%             | 5%              | 4%      | 6%                    | 1%      |
| 4001 - 5000                   |       | BCDEF  |       |       |         |        |          |                  | G              | GH              | G       | L                     |         |
|                               | 18    | *      | 3     | 1     | 11      | 1      | 1        | 5                | 1              | 2               | 8       | 7                     | 11      |
|                               | 1%    | *      | 1%    | 1%    | 1%      | *      | 1%       | 1%               | *              | *               | 3%      | 2%                    | 1%      |
| 5001 - 6000                   |       |        |       |       |         |        |          |                  |                |                 | GHI     |                       |         |
|                               | 4     | 3      | 1     | -     | 1       | -      | -        | -                | -              | 4               | *       | 2                     | 3       |
|                               | *     | 1%     | *     | -     | *       | -      | -        | -                | -              | 1%              | *       | *                     | *       |
| 6001 - 7000                   |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
|                               | 2     | 1      | *     | -     | 1       | -      | *        | 1                | -              | 1               | 1       | *                     | 2       |
|                               | *     | *      | *     | -     | *       | -      | *        | *                | -              | *               | *       | *                     | *       |
| 7001 - 8000                   |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
|                               | 2     | *      | -     | 1     | -       | -      | -        | -                | -              | 2               | -       | 2                     | -       |
|                               | *     | *      | -     | 1%    | -       | -      | -        | -                | -              | *               | -       | *                     | -       |
| 8001 - 9000                   |       |        |       | DE    |         |        |          |                  |                |                 |         | L                     |         |
|                               | 3     | -      | -     | -     | -       | 3      | -        | -                | -              | 3               | -       | -                     | 3       |
|                               | *     | -      | -     | -     | -       | 1%     | -        | -                | -              | 1%              | -       | -                     | *       |
| 9001 - 10000                  |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
|                               | 10    | 4      | 1     | 1     | 1       | 3      | 1        | -                | 3              | 2               | 4       | 2                     | 7       |
|                               | *     | 1%     | 1%    | 1%    | *       | 1%     | *        | -                | 1%             | *               | 1%      | 1%                    | *       |
| Insolvent (\$0/None)          |       | D      |       |       |         |        |          |                  |                |                 | G       |                       |         |
|                               | 546   | 70     | 64    | 36    | 202     | 130    | 44       | 275              | 87             | 72              | 30      | 100                   | 446     |
|                               | 26%   | 25%    | 27%   | 27%   | 25%     | 27%    | 31%      | 42%              | 22%            | 13%             | 11%     | 24%                   | 27%     |
| Sigma                         |       |        |       |       |         |        |          | HIJ              | IJ             |                 |         |                       |         |
|                               | 2070  | 282    | 232   | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100%  | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
| Summary                       |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| \$200 or less (Net)           | 447   | 40     | 49    | 26    | 182     | 117    | 34       | 186              | 97             | 106             | 18      | 89                    | 358     |
|                               | 22%   | 14%    | 21%   | 19%   | 23%     | 24%    | 24%      | 28%              | 25%            | 19%             | 6%      | 21%                   | 22%     |
|                               |       |        |       |       | A       | A      | A        | IJ               | J              | J               |         |                       |         |
| \$100 or less (Net)           | 222   | 16     | 23    | 11    | 91      | 63     | 19       | 98               | 52             | 47              | 7       | 42                    | 180     |
|                               | 11%   | 6%     | 10%   | 8%    | 11%     | 13%    | 13%      | 15%              | 13%            | 9%              | 2%      | 10%                   | 11%     |
|                               |       |        |       |       | A       | A      | A        | IJ               | J              | J               |         |                       |         |
| Mean (Incl. 0)                | 698.6 | 1009.6 | 687.4 | 796.7 | 647.3   | 618.7  | 567.5    | 264.6            | 617.5          | 1048.1          | 1304.9  | 908.9                 | 645.9   |
|                               |       | BDEF   |       |       |         |        |          |                  | G              | GH              | GHI     | L                     |         |

|                |         |         |         |         |         |         |         |        |         |         |         |         |         |
|----------------|---------|---------|---------|---------|---------|---------|---------|--------|---------|---------|---------|---------|---------|
| Std. Dev.      | 1198.82 | 1574.29 | 1193.24 | 1392.04 | 1003.89 | 1197.11 | 1066.28 | 581.91 | 1095.55 | 1402.19 | 1570.83 | 1426.94 | 1128.87 |
|                |         |         |         |         |         |         |         |        |         |         |         |         |         |
| Std. Err.      | 26.35   | 93.83   | 78.37   | 120.01  | 35.61   | 54.28   | 89.87   | 22.74  | 55.6    | 59.84   | 94.41   | 70.06   | 27.75   |
|                |         |         |         |         |         |         |         |        |         |         |         |         |         |
| Mean (Excl. 0) | 949     | 1342    | 947.7   | 1092.4  | 868.4   | 843.8   | 827     | 456    | 795.9   | 1206.7  | 1464.6  | 1196.7  | 884.5   |
|                |         | BDEF    |         |         |         |         |         |        | G       | GH      | GH      | L       |         |
| Std. Dev.      | 1309.52 | 1688.23 | 1310.72 | 1529.06 | 1077.17 | 1328.76 | 1202.21 | 704.82 | 1185.66 | 1439.61 | 1592.43 | 1528.88 | 1238.64 |
|                |         |         |         |         |         |         |         |        |         |         |         |         |         |
| Std. Err.      | 33.55   | 116.01  | 101.07  | 154.35  | 44.25   | 70.36   | 122.32  | 36.16  | 68.31   | 65.92   | 101.4   | 86.14   | 35.63   |
|                |         |         |         |         |         |         |         |        |         |         |         |         |         |
| Median         | 300     | 500     | 300     | 300     | 300     | 200     | 200     | 100    | 300     | 500     | 949.2   | 300     | 300     |
|                |         |         |         |         |         |         |         |        |         |         |         |         |         |

Statistics:  
Overlap formulae used  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. On a scale of 1 to 10, where 1 is 'terrible' and 10 is 'excellent', how would you rate your personal debt situation?

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 3 Box (Net)               | 814   | 121    | 82   | 56    | 314     | 194    | 47       | 187              | 151            | 249             | 148     | 145                   | 669     |
|                               | 39%   | 43%    | 35%  | 42%   | 39%     | 40%    | 33%      | 28%              | 39%            | 45%             | 53%     | 35%                   | 40%     |
|                               |       | F      |      |       |         |        |          |                  | G              | G               | GH      |                       |         |
| 10 - Excellent (10)           | 363   | 43     | 23   | 24    | 166     | 89     | 19       | 101              | 70             | 88              | 61      | 51                    | 312     |
|                               | 18%   | 15%    | 10%  | 18%   | 21%     | 18%    | 14%      | 15%              | 18%            | 16%             | 22%     | 12%                   | 19%     |
|                               |       |        |      | B     | BF      | B      |          |                  |                |                 | G       |                       | K       |
| 9                             | 146   | 21     | 14   | 13    | 47      | 42     | 8        | 36               | 25             | 49              | 30      | 31                    | 114     |
|                               | 7%    | 8%     | 6%   | 10%   | 6%      | 9%     | 6%       | 5%               | 6%             | 9%              | 11%     | 8%                    | 7%      |
|                               |       |        |      |       |         |        |          |                  |                |                 | G       |                       |         |
| 8                             | 305   | 57     | 45   | 20    | 101     | 63     | 19       | 50               | 56             | 112             | 57      | 62                    | 243     |
|                               | 15%   | 20%    | 19%  | 15%   | 13%     | 13%    | 14%      | 8%               | 14%            | 20%             | 21%     | 15%                   | 15%     |
|                               |       | DE     | DE   |       |         |        |          |                  | G              | G               | G       |                       |         |
| 7                             | 257   | 35     | 23   | 13    | 91      | 73     | 22       | 48               | 45             | 93              | 48      | 67                    | 190     |
|                               | 12%   | 12%    | 10%  | 10%   | 11%     | 15%    | 16%      | 7%               | 11%            | 17%             | 17%     | 16%                   | 11%     |
|                               |       |        |      |       |         |        |          |                  |                | G               | G       | L                     |         |
| 6                             | 156   | 18     | 21   | 11    | 63      | 34     | 9        | 56               | 26             | 44              | 15      | 29                    | 127     |
|                               | 8%    | 6%     | 9%   | 8%    | 8%      | 7%     | 6%       | 9%               | 7%             | 8%              | 5%      | 7%                    | 8%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 5                             | 313   | 43     | 24   | 23    | 125     | 70     | 27       | 127              | 62             | 63              | 27      | 60                    | 252     |
|                               | 15%   | 15%    | 10%  | 17%   | 16%     | 14%    | 19%      | 19%              | 16%            | 11%             | 10%     | 15%                   | 15%     |
|                               |       |        |      | B     |         |        | B        | IJ               | J              |                 |         |                       |         |
| 4                             | 173   | 23     | 23   | 12    | 65      | 39     | 10       | 67               | 42             | 38              | 13      | 34                    | 139     |
|                               | 8%    | 8%     | 10%  | 9%    | 8%      | 8%     | 7%       | 10%              | 11%            | 7%              | 5%      | 8%                    | 8%      |
|                               |       |        |      |       |         |        |          | J                | J              |                 |         |                       |         |
| Bottom 3 Box (Net)            | 357   | 41     | 58   | 18    | 137     | 76     | 26       | 170              | 64             | 62              | 26      | 79                    | 278     |
|                               | 17%   | 15%    | 25%  | 14%   | 17%     | 16%    | 18%      | 26%              | 16%            | 11%             | 9%      | 19%                   | 17%     |
|                               |       |        | ACDE |       |         |        |          | HIJ              | J              |                 |         |                       |         |
| 3                             | 157   | 18     | 30   | 7     | 69      | 23     | 10       | 76               | 25             | 30              | 14      | 34                    | 123     |
|                               | 8%    | 6%     | 13%  | 5%    | 9%      | 5%     | 7%       | 12%              | 6%             | 5%              | 5%      | 8%                    | 7%      |
|                               |       |        | ACE  |       |         |        |          | HIJ              |                |                 |         |                       |         |
| 2                             | 67    | 9      | 14   | 5     | 22      | 15     | 4        | 23               | 21             | 15              | 5       | 21                    | 47      |
|                               | 3%    | 3%     | 6%   | 4%    | 3%      | 3%     | 3%       | 3%               | 5%             | 3%              | 2%      | 5%                    | 3%      |
|                               |       |        | D    |       |         |        |          |                  | J              |                 |         |                       |         |
| 1 - Terrible (1)              | 133   | 15     | 15   | 7     | 46      | 38     | 12       | 71               | 18             | 17              | 8       | 25                    | 108     |
|                               | 6%    | 5%     | 6%   | 5%    | 6%      | 8%     | 9%       | 11%              | 5%             | 3%              | 3%      | 6%                    | 7%      |
|                               |       |        |      |       |         |        |          | HIJ              |                |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 6.3   | 6.5    | 5.8  | 6.5   | 6.4     | 6.4    | 6.1      | 5.6              | 6.3            | 6.8             | 7.2     | 6.1                   | 6.4     |
|                               |       | B      |      | B     | B       | B      |          |                  | G              | GH              | GHI     |                       |         |
| Std. Dev.                     | 2.71  | 2.59   | 2.69 | 2.64  | 2.74    | 2.75   | 2.68     | 2.84             | 2.69           | 2.41            | 2.38    | 2.63                  | 2.73    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.15   | 0.18 | 0.23  | 0.1     | 0.12   | 0.23     | 0.11             | 0.14           | 0.1             | 0.14    | 0.13                  | 0.07    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 7     | 7      | 6    | 7     | 7       | 7      | 6        | 5                | 7              | 7               | 8       | 7                     | 7       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_1. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate... - Your current debt situation compared to a year ago

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 3 Box (Net)               | 488   | 65     | 37   | 34    | 185     | 138    | 29       | 129              | 96             | 140             | 79      | 118                   | 370     |
|                               | 24%   | 23%    | 16%  | 25%   | 23%     | 28%    | 20%      | 20%              | 25%            | 25%             | 29%     | 29%                   | 22%     |
|                               |       |        |      | B     | B       | B      |          |                  |                |                 | G       | L                     |         |
| 10 - Much better (10)         | 201   | 28     | 13   | 14    | 81      | 53     | 12       | 74               | 34             | 41              | 37      | 42                    | 159     |
|                               | 10%   | 10%    | 6%   | 10%   | 10%     | 11%    | 9%       | 11%              | 9%             | 7%              | 13%     | 10%                   | 10%     |
|                               |       |        |      |       |         |        |          |                  |                |                 | I       |                       |         |
| 9                             | 89    | 13     | 6    | 7     | 43      | 18     | 4        | 22               | 15             | 25              | 13      | 18                    | 71      |
|                               | 4%    | 5%     | 2%   | 5%    | 5%      | 4%     | 3%       | 3%               | 4%             | 4%              | 5%      | 4%                    | 4%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 8                             | 198   | 24     | 18   | 13    | 62      | 67     | 13       | 33               | 47             | 74              | 30      | 58                    | 140     |
|                               | 10%   | 9%     | 8%   | 10%   | 8%      | 14%    | 9%       | 5%               | 12%            | 14%             | 11%     | 14%                   | 8%      |
|                               |       |        |      |       |         | BD     |          |                  | G              | G               | G       | L                     |         |
| 7                             | 237   | 36     | 31   | 11    | 88      | 58     | 13       | 58               | 44             | 70              | 48      | 57                    | 180     |
|                               | 11%   | 13%    | 14%  | 8%    | 11%     | 12%    | 9%       | 9%               | 11%            | 13%             | 17%     | 14%                   | 11%     |
|                               |       |        |      |       |         |        |          |                  |                |                 | G       |                       |         |
| 6                             | 231   | 30     | 20   | 21    | 88      | 53     | 20       | 68               | 23             | 86              | 37      | 41                    | 190     |
|                               | 11%   | 11%    | 8%   | 15%   | 11%     | 11%    | 14%      | 10%              | 6%             | 16%             | 14%     | 10%                   | 12%     |
|                               |       |        |      | B     |         |        |          |                  |                | GH              | H       |                       |         |
| 5                             | 588   | 75     | 64   | 44    | 218     | 143    | 44       | 187              | 120            | 137             | 68      | 89                    | 499     |
|                               | 28%   | 26%    | 28%  | 32%   | 27%     | 29%    | 32%      | 29%              | 31%            | 25%             | 25%     | 21%                   | 30%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       | K       |
| 4                             | 188   | 26     | 21   | 10    | 89      | 32     | 10       | 56               | 39             | 57              | 18      | 36                    | 152     |
|                               | 9%    | 9%     | 9%   | 8%    | 11%     | 7%     | 7%       | 9%               | 10%            | 10%             | 7%      | 9%                    | 9%      |
|                               |       |        |      |       | E       |        |          |                  |                |                 |         |                       |         |
| Bottom 3 Box (Net)            | 337   | 49     | 59   | 15    | 126     | 64     | 25       | 159              | 67             | 59              | 26      | 73                    | 264     |
|                               | 16%   | 18%    | 25%  | 11%   | 16%     | 13%    | 18%      | 24%              | 17%            | 11%             | 9%      | 18%                   | 16%     |
|                               |       |        | ACDE |       |         |        |          | HU               | I              |                 |         |                       |         |
| 3                             | 152   | 27     | 29   | 5     | 49      | 31     | 10       | 67               | 27             | 29              | 19      | 37                    | 115     |
|                               | 7%    | 10%    | 12%  | 4%    | 6%      | 6%     | 7%       | 10%              | 7%             | 5%              | 7%      | 9%                    | 7%      |
|                               |       |        | CDE  |       |         |        |          | I                |                |                 |         |                       |         |
| 2                             | 55    | 1      | 8    | 3     | 31      | 9      | 3        | 22               | 14             | 15              | 1       | 14                    | 41      |
|                               | 3%    | *      | 3%   | 2%    | 4%      | 2%     | 2%       | 3%               | 4%             | 3%              | *       | 3%                    | 2%      |
|                               |       |        | A    |       | A       |        | A        | J                | J              | J               |         |                       |         |
| 1 - Much worse (1)            | 131   | 21     | 22   | 7     | 46      | 23     | 12       | 69               | 27             | 15              | 6       | 23                    | 108     |
|                               | 6%    | 8%     | 9%   | 5%    | 6%      | 5%     | 8%       | 11%              | 7%             | 3%              | 2%      | 6%                    | 7%      |
|                               |       |        | E    |       |         |        |          | I                | I              |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 5.7   | 5.7    | 5.2  | 5.9   | 5.7     | 6      | 5.5      | 5.3              | 5.6            | 6               | 6.4     | 5.9                   | 5.7     |
|                               |       | B      |      | B     | B       | BF     |          |                  |                | G               | GHI     |                       |         |
| Std. Dev.                     | 2.38  | 2.42   | 2.36 | 2.29  | 2.41    | 2.32   | 2.35     | 2.58             | 2.41           | 2.13            | 2.18    | 2.45                  | 2.36    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.05  | 0.14   | 0.15 | 0.2   | 0.09    | 0.11   | 0.2      | 0.1              | 0.12           | 0.09            | 0.13    | 0.12                  | 0.06    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 5     | 5      | 5    | 5     | 5       | 6      | 5        | 5                | 5              | 6               | 6       | 6                     | 5       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_2. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate... - Your current debt situation compared to 5 years ago

|                               |       | REGION |       |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|-------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB    | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B     | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310   | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232   | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Top 3 Box (Net)               | 635   | 80     | 52    | 41    | 265     | 154    | 43       | 164              | 107            | 184             | 123     | 146                   | 489     |
|                               | 31%   | 28%    | 22%   | 31%   | 33%     | 32%    | 31%      | 25%              | 28%            | 33%             | 44%     | 35%                   | 30%     |
|                               |       |        |       |       | B       | B      | B        |                  |                | G               | GHI     |                       |         |
| 10 - Much better (10)         | 317   | 36     | 23    | 23    | 145     | 71     | 19       | 106              | 57             | 73              | 58      | 60                    | 256     |
|                               | 15%   | 13%    | 10%   | 17%   | 18%     | 15%    | 13%      | 16%              | 15%            | 13%             | 21%     | 15%                   | 15%     |
|                               |       |        |       | B     | B       |        |          |                  |                | I               |         |                       |         |
| 9                             | 134   | 20     | 10    | 12    | 47      | 34     | 11       | 26               | 21             | 46              | 23      | 38                    | 96      |
|                               | 6%    | 7%     | 4%    | 9%    | 6%      | 7%     | 8%       | 4%               | 5%             | 8%              | 8%      | 9%                    | 6%      |
|                               |       |        |       | B     |         |        |          |                  |                | G               | G       | L                     |         |
| 8                             | 185   | 24     | 19    | 6     | 73      | 49     | 14       | 32               | 29             | 65              | 42      | 48                    | 136     |
|                               | 9%    | 9%     | 8%    | 5%    | 9%      | 10%    | 10%      | 5%               | 7%             | 12%             | 15%     | 12%                   | 8%      |
|                               |       |        |       |       |         | C      |          |                  |                | G               | GH      |                       |         |
| 7                             | 213   | 27     | 16    | 13    | 76      | 65     | 16       | 51               | 43             | 63              | 35      | 42                    | 171     |
|                               | 10%   | 9%     | 7%    | 10%   | 10%     | 13%    | 12%      | 8%               | 11%            | 11%             | 13%     | 10%                   | 10%     |
|                               |       |        |       |       |         | B      |          |                  |                |                 | G       |                       |         |
| 6                             | 180   | 24     | 24    | 11    | 53      | 57     | 10       | 45               | 34             | 64              | 22      | 39                    | 141     |
|                               | 9%    | 9%     | 10%   | 8%    | 7%      | 12%    | 7%       | 7%               | 9%             | 12%             | 8%      | 9%                    | 8%      |
|                               |       |        |       |       |         | D      |          |                  |                | G               |         |                       |         |
| 5                             | 396   | 59     | 40    | 25    | 148     | 96     | 27       | 119              | 91             | 87              | 46      | 51                    | 346     |
|                               | 19%   | 21%    | 17%   | 19%   | 19%     | 20%    | 19%      | 18%              | 23%            | 16%             | 17%     | 12%                   | 21%     |
|                               |       |        |       |       |         |        |          |                  | I              |                 |         |                       | K       |
| 4                             | 181   | 28     | 22    | 12    | 73      | 39     | 7        | 70               | 28             | 55              | 12      | 50                    | 131     |
|                               | 9%    | 10%    | 9%    | 9%    | 9%      | 8%     | 5%       | 11%              | 7%             | 10%             | 4%      | 12%                   | 8%      |
|                               |       |        |       |       |         |        |          | J                |                | J               |         | L                     |         |
| Bottom 3 Box (Net)            | 465   | 63     | 78    | 31    | 180     | 76     | 37       | 206              | 85             | 97              | 39      | 87                    | 378     |
|                               | 22%   | 23%    | 33%   | 23%   | 23%     | 16%    | 26%      | 31%              | 22%            | 18%             | 14%     | 21%                   | 23%     |
|                               |       |        | ACDE  | E     | E       |        | E        | HJ               | J              |                 |         |                       |         |
| 3                             | 132   | 16     | 19    | 13    | 43      | 28     | 12       | 47               | 15             | 36              | 18      | 24                    | 108     |
|                               | 6%    | 6%     | 8%    | 9%    | 5%      | 6%     | 9%       | 7%               | 4%             | 6%              | 6%      | 6%                    | 6%      |
|                               |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| 2                             | 110   | 13     | 16    | 6     | 48      | 18     | 9        | 47               | 23             | 30              | 8       | 27                    | 83      |
|                               | 5%    | 5%     | 7%    | 4%    | 6%      | 4%     | 7%       | 7%               | 6%             | 6%              | 3%      | 7%                    | 5%      |
|                               |       |        |       |       |         |        |          | J                |                |                 |         |                       |         |
| 1 - Much worse (1)            | 223   | 34     | 43    | 12    | 89      | 30     | 15       | 112              | 48             | 31              | 13      | 35                    | 188     |
|                               | 11%   | 12%    | 19%   | 9%    | 11%     | 6%     | 11%      | 17%              | 12%            | 6%              | 5%      | 8%                    | 11%     |
|                               |       | E      | ACDEF |       | E       |        |          | IJ               | IJ             |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232   | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100%  | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 5.8   | 5.6    | 5     | 5.9   | 5.9     | 6.1    | 5.7      | 5.2              | 5.7            | 6.1             | 6.7     | 6                     | 5.7     |
|                               |       | B      |       | B     | B       | AB     | B        |                  | G              | G               | GHI     |                       |         |
| Std. Dev.                     | 2.85  | 2.81   | 2.89  | 2.86  | 2.95    | 2.58   | 2.87     | 3.04             | 2.83           | 2.63            | 2.63    | 2.83                  | 2.85    |
|                               |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.17   | 0.19  | 0.25  | 0.1     | 0.12   | 0.24     | 0.12             | 0.14           | 0.11            | 0.16    | 0.14                  | 0.07    |
|                               |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 5     | 5      | 5     | 5     | 5       | 6      | 5        | 5                | 5              | 6               | 7       | 6                     | 5       |
|                               |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate... - Your current ability to absorb an interest rate increase of 1 percentage point

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 3 Box (Net)               | 530   | 77     | 43   | 40    | 212     | 129    | 28       | 121              | 80             | 180             | 97      | 113                   | 417     |
|                               | 26%   | 27%    | 19%  | 30%   | 27%     | 27%    | 20%      | 18%              | 20%            | 33%             | 35%     | 27%                   | 25%     |
|                               |       | B      |      | BF    | B       | B      |          |                  |                | GH              | GH      |                       |         |
| 10 - Much better (10)         | 228   | 28     | 13   | 16    | 106     | 52     | 13       | 71               | 39             | 59              | 41      | 33                    | 195     |
|                               | 11%   | 10%    | 6%   | 12%   | 13%     | 11%    | 9%       | 11%              | 10%            | 11%             | 15%     | 8%                    | 12%     |
|                               |       |        |      | B     | B       |        |          |                  |                |                 |         |                       |         |
| 9                             | 102   | 17     | 9    | 10    | 38      | 23     | 6        | 19               | 13             | 46              | 15      | 31                    | 71      |
|                               | 5%    | 6%     | 4%   | 7%    | 5%      | 5%     | 4%       | 3%               | 3%             | 8%              | 5%      | 8%                    | 4%      |
|                               |       |        |      |       |         |        |          |                  |                | GH              |         | L                     |         |
| 8                             | 200   | 31     | 21   | 14    | 68      | 54     | 10       | 31               | 27             | 74              | 41      | 49                    | 151     |
|                               | 10%   | 11%    | 9%   | 11%   | 9%      | 11%    | 7%       | 5%               | 7%             | 14%             | 15%     | 12%                   | 9%      |
|                               |       |        |      |       |         |        |          |                  |                | GH              | GH      |                       |         |
| 7                             | 241   | 28     | 35   | 14    | 107     | 40     | 17       | 41               | 51             | 67              | 66      | 58                    | 183     |
|                               | 12%   | 10%    | 15%  | 10%   | 13%     | 8%     | 12%      | 6%               | 13%            | 12%             | 24%     | 14%                   | 11%     |
|                               |       |        | E    |       | E       |        |          |                  | G              | G               | GHI     |                       |         |
| 6                             | 222   | 33     | 17   | 11    | 69      | 73     | 20       | 59               | 35             | 82              | 26      | 37                    | 185     |
|                               | 11%   | 12%    | 7%   | 8%    | 9%      | 15%    | 14%      | 9%               | 9%             | 15%             | 10%     | 9%                    | 11%     |
|                               |       |        |      |       |         | BCD    | BD       |                  |                | GH              |         |                       |         |
| 5                             | 453   | 65     | 53   | 28    | 180     | 100    | 27       | 146              | 103            | 93              | 50      | 71                    | 382     |
|                               | 22%   | 23%    | 23%  | 21%   | 23%     | 21%    | 19%      | 22%              | 27%            | 17%             | 18%     | 17%                   | 23%     |
|                               |       |        |      |       |         |        |          |                  | IJ             |                 |         |                       | K       |
| 4                             | 186   | 23     | 15   | 13    | 69      | 50     | 15       | 65               | 46             | 51              | 15      | 56                    | 129     |
|                               | 9%    | 8%     | 7%   | 10%   | 9%      | 10%    | 10%      | 10%              | 12%            | 9%              | 5%      | 14%                   | 8%      |
|                               |       |        |      |       |         |        |          |                  | J              |                 |         | L                     |         |
| Bottom 3 Box (Net)            | 439   | 57     | 69   | 28    | 158     | 94     | 35       | 222              | 74             | 77              | 23      | 80                    | 359     |
|                               | 21%   | 20%    | 30%  | 21%   | 20%     | 19%    | 25%      | 34%              | 19%            | 14%             | 8%      | 19%                   | 22%     |
|                               |       |        | ACDE |       |         |        |          | HIJ              | J              | J               |         |                       |         |
| 3                             | 150   | 25     | 22   | 12    | 39      | 42     | 10       | 71               | 19             | 30              | 13      | 27                    | 123     |
|                               | 7%    | 9%     | 10%  | 9%    | 5%      | 9%     | 7%       | 11%              | 5%             | 6%              | 5%      | 6%                    | 7%      |
|                               |       | D      | D    |       |         |        |          | HIJ              |                |                 |         |                       |         |
| 2                             | 95    | 10     | 15   | 3     | 41      | 20     | 6        | 43               | 19             | 23              | 3       | 14                    | 81      |
|                               | 5%    | 4%     | 6%   | 2%    | 5%      | 4%     | 4%       | 7%               | 5%             | 4%              | 1%      | 3%                    | 5%      |
|                               |       |        | C    |       |         |        |          | J                | J              | J               |         |                       |         |
| 1 - Much worse (1)            | 195   | 22     | 32   | 14    | 77      | 32     | 19       | 109              | 36             | 24              | 7       | 39                    | 156     |
|                               | 9%    | 8%     | 14%  | 10%   | 10%     | 6%     | 13%      | 17%              | 9%             | 4%              | 3%      | 9%                    | 9%      |
|                               |       |        | AE   |       |         |        | AE       | HIJ              | IJ             |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 5.6   | 5.7    | 5.1  | 5.8   | 5.7     | 5.7    | 5.3      | 4.8              | 5.5            | 6.2             | 6.7     | 5.7                   | 5.6     |
|                               |       | B      |      | B     | B       | B      |          |                  | G              | GH              | GHI     |                       |         |
| Std. Dev.                     | 2.62  | 2.54   | 2.6  | 2.7   | 2.69    | 2.51   | 2.65     | 2.78             | 2.52           | 2.43            | 2.2     | 2.58                  | 2.64    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.15   | 0.17 | 0.23  | 0.1     | 0.11   | 0.22     | 0.11             | 0.13           | 0.1             | 0.13    | 0.13                  | 0.06    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 5     | 5      | 5    | 5     | 5       | 5      | 5        | 5                | 5              | 6               | 7       | 5.9                   | 5       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_4. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate... - Your current ability to absorb an additional \$130 in interest payments on debt

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 3 Box (Net)               | 463   | 73     | 32   | 35    | 183     | 117    | 23       | 97               | 71             | 165             | 98      | 102                   | 361     |
|                               | 22%   | 26%    | 14%  | 26%   | 23%     | 24%    | 17%      | 15%              | 18%            | 30%             | 36%     | 25%                   | 22%     |
|                               |       | BF     |      | BF    | B       | B      |          |                  |                | GH              | GH      |                       |         |
| 10 - Much better (10)         | 206   | 24     | 15   | 14    | 91      | 52     | 11       | 63               | 36             | 52              | 39      | 33                    | 173     |
|                               | 10%   | 8%     | 6%   | 10%   | 11%     | 11%    | 8%       | 10%              | 9%             | 9%              | 14%     | 8%                    | 10%     |
|                               |       |        |      |       | B       |        |          |                  |                |                 |         |                       |         |
| 9                             | 100   | 18     | 7    | 9     | 32      | 31     | 4        | 12               | 18             | 45              | 21      | 27                    | 72      |
|                               | 5%    | 6%     | 3%   | 7%    | 4%      | 6%     | 3%       | 2%               | 5%             | 8%              | 8%      | 7%                    | 4%      |
|                               |       |        |      |       |         |        |          |                  | G              | G               | G       |                       |         |
| 8                             | 157   | 32     | 10   | 12    | 60      | 34     | 9        | 23               | 17             | 68              | 38      | 42                    | 116     |
|                               | 8%    | 11%    | 4%   | 9%    | 8%      | 7%     | 6%       | 3%               | 4%             | 12%             | 14%     | 10%                   | 7%      |
|                               |       | B      |      | B     |         |        |          |                  |                | GH              | GH      |                       |         |
| 7                             | 190   | 20     | 22   | 15    | 82      | 38     | 13       | 35               | 27             | 66              | 48      | 44                    | 146     |
|                               | 9%    | 7%     | 9%   | 11%   | 10%     | 8%     | 9%       | 5%               | 7%             | 12%             | 17%     | 11%                   | 9%      |
|                               |       |        |      |       |         |        |          |                  |                | GH              | GH      |                       |         |
| 6                             | 172   | 21     | 21   | 9     | 59      | 46     | 16       | 42               | 29             | 55              | 34      | 36                    | 137     |
|                               | 8%    | 7%     | 9%   | 7%    | 7%      | 9%     | 11%      | 6%               | 7%             | 10%             | 12%     | 9%                    | 8%      |
|                               |       |        |      |       |         |        |          |                  |                |                 | G       |                       |         |
| 5                             | 393   | 63     | 41   | 24    | 156     | 87     | 22       | 99               | 87             | 95              | 51      | 74                    | 318     |
|                               | 19%   | 22%    | 18%  | 18%   | 20%     | 18%    | 16%      | 15%              | 22%            | 17%             | 18%     | 18%                   | 19%     |
|                               |       |        |      |       |         |        |          |                  | G              |                 |         |                       |         |
| 4                             | 185   | 20     | 24   | 7     | 77      | 44     | 14       | 58               | 41             | 51              | 12      | 34                    | 151     |
|                               | 9%    | 7%     | 10%  | 5%    | 10%     | 9%     | 10%      | 9%               | 11%            | 9%              | 4%      | 8%                    | 9%      |
|                               |       |        |      |       |         |        |          | J                | J              | J               |         |                       |         |
| Bottom 3 Box (Net)            | 666   | 85     | 92   | 45    | 238     | 154    | 52       | 323              | 134            | 116             | 34      | 124                   | 543     |
|                               | 32%   | 30%    | 40%  | 33%   | 30%     | 32%    | 37%      | 49%              | 34%            | 21%             | 12%     | 30%                   | 33%     |
|                               |       |        | AD   |       |         |        |          | HIJ              | IJ             | J               |         |                       |         |
| 3                             | 174   | 29     | 25   | 10    | 47      | 47     | 15       | 56               | 40             | 50              | 20      | 39                    | 135     |
|                               | 8%    | 10%    | 11%  | 8%    | 6%      | 10%    | 11%      | 8%               | 10%            | 9%              | 7%      | 9%                    | 8%      |
|                               |       | D      | D    |       |         |        | D        |                  |                |                 |         |                       |         |
| 2                             | 170   | 18     | 21   | 14    | 66      | 43     | 8        | 90               | 27             | 29              | 5       | 27                    | 143     |
|                               | 8%    | 6%     | 9%   | 11%   | 8%      | 9%     | 6%       | 14%              | 7%             | 5%              | 2%      | 6%                    | 9%      |
|                               |       |        |      |       |         |        |          | HIJ              | J              | J               |         |                       |         |
| 1 - Much worse (1)            | 323   | 38     | 47   | 20    | 125     | 64     | 28       | 177              | 66             | 37              | 10      | 58                    | 264     |
|                               | 16%   | 13%    | 20%  | 15%   | 16%     | 13%    | 20%      | 27%              | 17%            | 7%              | 4%      | 14%                   | 16%     |
|                               |       |        | E    |       |         |        | E        | HIJ              | IJ             |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 5.1   | 5.2    | 4.5  | 5.2   | 5.1     | 5.2    | 4.7      | 4.1              | 4.8            | 5.8             | 6.5     | 5.2                   | 5       |
|                               |       | BF     |      | B     | B       | B      |          |                  | G              | GH              | GHI     |                       |         |
| Std. Dev.                     | 2.84  | 2.77   | 2.68 | 2.96  | 2.87    | 2.84   | 2.77     | 2.9              | 2.77           | 2.6             | 2.36    | 2.78                  | 2.85    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.17   | 0.18 | 0.25  | 0.1     | 0.13   | 0.23     | 0.11             | 0.14           | 0.11            | 0.14    | 0.14                  | 0.07    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 5     | 5      | 4.1  | 5     | 5       | 5      | 5        | 4                | 5              | 6               | 7       | 5                     | 5       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_5. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate... - Your expected debt situation one year from now

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 3 Box (Net)               | 718   | 99     | 57   | 49    | 303     | 156    | 54       | 191              | 133            | 208             | 126     | 142                   | 576     |
|                               | 35%   | 35%    | 25%  | 36%   | 38%     | 32%    | 38%      | 29%              | 34%            | 38%             | 45%     | 34%                   | 35%     |
|                               |       | B      |      | B     | B       |        | B        |                  |                | G               | GH      |                       |         |
| 10 - Much better (10)         | 307   | 34     | 18   | 24    | 145     | 69     | 17       | 109              | 63             | 64              | 48      | 49                    | 258     |
|                               | 15%   | 12%    | 8%   | 18%   | 18%     | 14%    | 12%      | 17%              | 16%            | 12%             | 18%     | 12%                   | 16%     |
|                               |       |        |      | B     | B       | B      |          | I                |                | I               |         |                       |         |
| 9                             | 160   | 26     | 14   | 14    | 57      | 37     | 12       | 28               | 32             | 55              | 31      | 43                    | 117     |
|                               | 8%    | 9%     | 6%   | 10%   | 7%      | 8%     | 8%       | 4%               | 8%             | 10%             | 11%     | 10%                   | 7%      |
|                               |       |        |      |       |         |        |          |                  | G              | G               | G       |                       |         |
| 8                             | 251   | 38     | 25   | 11    | 102     | 50     | 25       | 54               | 38             | 89              | 47      | 51                    | 200     |
|                               | 12%   | 14%    | 11%  | 8%    | 13%     | 10%    | 18%      | 8%               | 10%            | 16%             | 17%     | 12%                   | 12%     |
|                               |       |        |      |       |         |        | BCE      |                  |                | GH              | GH      |                       |         |
| 7                             | 265   | 38     | 35   | 16    | 101     | 56     | 18       | 52               | 54             | 92              | 41      | 56                    | 208     |
|                               | 13%   | 14%    | 15%  | 12%   | 13%     | 12%    | 13%      | 8%               | 14%            | 17%             | 15%     | 14%                   | 13%     |
|                               |       |        |      |       |         |        |          |                  | G              | G               | G       |                       |         |
| 6                             | 233   | 33     | 28   | 13    | 77      | 71     | 12       | 83               | 26             | 74              | 35      | 54                    | 179     |
|                               | 11%   | 12%    | 12%  | 9%    | 10%     | 15%    | 9%       | 13%              | 7%             | 14%             | 13%     | 13%                   | 11%     |
|                               |       |        |      |       |         | D      |          | H                |                | H               | H       |                       |         |
| 5                             | 430   | 56     | 50   | 30    | 158     | 108    | 28       | 139              | 86             | 97              | 49      | 73                    | 358     |
|                               | 21%   | 20%    | 22%  | 22%   | 20%     | 22%    | 20%      | 21%              | 22%            | 18%             | 18%     | 18%                   | 22%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 4                             | 164   | 23     | 21   | 12    | 63      | 35     | 9        | 62               | 45             | 36              | 5       | 36                    | 127     |
|                               | 8%    | 8%     | 9%   | 9%    | 8%      | 7%     | 7%       | 9%               | 12%            | 7%              | 2%      | 9%                    | 8%      |
|                               |       |        |      |       |         |        |          | J                | IJ             | J               |         |                       |         |
| Bottom 3 Box (Net)            | 260   | 32     | 40   | 15    | 93      | 60     | 20       | 128              | 44             | 42              | 21      | 53                    | 208     |
|                               | 13%   | 11%    | 17%  | 11%   | 12%     | 12%    | 14%      | 20%              | 11%            | 8%              | 7%      | 13%                   | 13%     |
|                               |       |        | D    |       |         |        |          | HIJ              |                |                 |         |                       |         |
| 3                             | 94    | 13     | 5    | 6     | 38      | 22     | 9        | 49               | 13             | 16              | 10      | 17                    | 76      |
|                               | 5%    | 5%     | 2%   | 4%    | 5%      | 5%     | 7%       | 8%               | 3%             | 3%              | 3%      | 4%                    | 5%      |
|                               |       |        |      |       |         |        | B        | HIJ              |                |                 |         |                       |         |
| 2                             | 74    | 9      | 15   | 4     | 27      | 16     | 3        | 34               | 13             | 15              | 8       | 15                    | 60      |
|                               | 4%    | 3%     | 6%   | 3%    | 3%      | 3%     | 2%       | 5%               | 3%             | 3%              | 3%      | 4%                    | 4%      |
|                               |       |        | F    |       |         |        |          |                  |                |                 |         |                       |         |
| 1 - Much worse (1)            | 93    | 10     | 20   | 5     | 27      | 22     | 8        | 45               | 18             | 11              | 3       | 21                    | 72      |
|                               | 4%    | 4%     | 9%   | 4%    | 3%      | 4%     | 6%       | 7%               | 5%             | 2%              | 1%      | 5%                    | 4%      |
|                               |       |        | ACDE |       |         |        |          | IJ               | J              |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 6.3   | 6.4    | 5.7  | 6.5   | 6.5     | 6.3    | 6.3      | 5.9              | 6.3            | 6.7             | 7       | 6.3                   | 6.3     |
|                               |       | B      |      | B     | B       | B      | B        |                  | G              | G               | GHI     |                       |         |
| Std. Dev.                     | 2.49  | 2.39   | 2.52 | 2.54  | 2.51    | 2.45   | 2.5      | 2.69             | 2.55           | 2.19            | 2.21    | 2.47                  | 2.5     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.05  | 0.14   | 0.17 | 0.22  | 0.09    | 0.11   | 0.21     | 0.11             | 0.13           | 0.09            | 0.13    | 0.12                  | 0.06    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 6     | 6      | 6    | 6     | 7       | 6      | 7        | 5                | 6              | 7               | 7       | 6                     | 6       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_6. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate... - Your expected debt situation 5 years from now

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 3 Box (Net)               | 926   | 125    | 83   | 61    | 386     | 199    | 73       | 263              | 167            | 263             | 152     | 177                   | 750     |
|                               | 45%   | 44%    | 36%  | 45%   | 49%     | 41%    | 52%      | 40%              | 43%            | 48%             | 55%     | 43%                   | 45%     |
|                               |       |        |      | B     | B       |        | BE       |                  |                | G               | GH      |                       |         |
| 10 - Much better (10)         | 486   | 54     | 40   | 40    | 220     | 103    | 29       | 162              | 95             | 109             | 80      | 88                    | 399     |
|                               | 24%   | 19%    | 17%  | 30%   | 28%     | 21%    | 20%      | 25%              | 24%            | 20%             | 29%     | 21%                   | 24%     |
|                               |       |        |      | ABEF  | AB      |        |          |                  |                | I               |         |                       |         |
| 9                             | 191   | 30     | 19   | 9     | 77      | 35     | 21       | 43               | 27             | 60              | 38      | 29                    | 162     |
|                               | 9%    | 11%    | 8%   | 7%    | 10%     | 7%     | 15%      | 7%               | 7%             | 11%             | 14%     | 7%                    | 10%     |
|                               |       |        |      |       |         |        | BCDE     |                  |                | G               | GH      |                       |         |
| 8                             | 249   | 41     | 24   | 11    | 88      | 61     | 22       | 57               | 46             | 94              | 34      | 60                    | 189     |
|                               | 12%   | 15%    | 10%  | 8%    | 11%     | 13%    | 16%      | 9%               | 12%            | 17%             | 12%     | 14%                   | 11%     |
|                               |       |        |      |       |         |        | C        |                  |                | G               |         |                       |         |
| 7                             | 234   | 30     | 39   | 10    | 83      | 61     | 11       | 54               | 50             | 74              | 39      | 58                    | 176     |
|                               | 11%   | 11%    | 17%  | 8%    | 10%     | 13%    | 8%       | 8%               | 13%            | 14%             | 14%     | 14%                   | 11%     |
|                               |       |        | CDF  |       |         |        |          |                  |                | G               | G       |                       |         |
| 6                             | 176   | 30     | 24   | 12    | 52      | 52     | 7        | 53               | 23             | 60              | 27      | 36                    | 140     |
|                               | 9%    | 11%    | 10%  | 9%    | 7%      | 11%    | 5%       | 8%               | 6%             | 11%             | 10%     | 9%                    | 8%      |
|                               |       |        |      |       |         | D      |          |                  |                | H               |         |                       |         |
| 5                             | 362   | 52     | 39   | 28    | 130     | 88     | 25       | 113              | 81             | 84              | 35      | 66                    | 296     |
|                               | 17%   | 18%    | 17%  | 21%   | 16%     | 18%    | 17%      | 17%              | 21%            | 15%             | 13%     | 16%                   | 18%     |
|                               |       |        |      |       |         |        |          |                  | J              |                 |         |                       |         |
| 4                             | 129   | 14     | 12   | 11    | 52      | 33     | 7        | 57               | 28             | 26              | 7       | 32                    | 97      |
|                               | 6%    | 5%     | 5%   | 8%    | 7%      | 7%     | 5%       | 9%               | 7%             | 5%              | 3%      | 8%                    | 6%      |
|                               |       |        |      |       |         |        |          | IJ               | J              |                 |         |                       |         |
| Bottom 3 Box (Net)            | 242   | 31     | 36   | 13    | 92      | 53     | 18       | 115              | 39             | 41              | 17      | 46                    | 196     |
|                               | 12%   | 11%    | 15%  | 10%   | 12%     | 11%    | 13%      | 18%              | 10%            | 7%              | 6%      | 11%                   | 12%     |
|                               |       |        |      |       |         |        |          | HIJ              |                |                 |         |                       |         |
| 3                             | 81    | 13     | 12   | 4     | 31      | 15     | 6        | 32               | 14             | 18              | 9       | 16                    | 65      |
|                               | 4%    | 5%     | 5%   | 3%    | 4%      | 3%     | 4%       | 5%               | 4%             | 3%              | 3%      | 4%                    | 4%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 2                             | 57    | 1      | 5    | 5     | 25      | 15     | 5        | 33               | 3              | 12              | 4       | 6                     | 52      |
|                               | 3%    | *      | 2%   | 4%    | 3%      | 3%     | 4%       | 5%               | 1%             | 2%              | 1%      | 1%                    | 3%      |
|                               |       |        |      | A     | A       | A      | A        | HIJ              |                |                 |         |                       |         |
| 1 - Much worse (1)            | 103   | 16     | 18   | 4     | 36      | 22     | 7        | 50               | 22             | 11              | 4       | 24                    | 80      |
|                               | 5%    | 6%     | 8%   | 3%    | 4%      | 4%     | 5%       | 8%               | 6%             | 2%              | 1%      | 6%                    | 5%      |
|                               |       |        | C    |       |         |        |          | IJ               | IJ             |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 6.8   | 6.8    | 6.4  | 6.9   | 7       | 6.7    | 6.9      | 6.4              | 6.8            | 7.1             | 7.5     | 6.7                   | 6.8     |
|                               |       |        |      |       | B       |        |          |                  |                | G               | GHI     |                       |         |
| Std. Dev.                     | 2.65  | 2.54   | 2.67 | 2.69  | 2.71    | 2.57   | 2.7      | 2.92             | 2.63           | 2.31            | 2.29    | 2.59                  | 2.67    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.15   | 0.18 | 0.23  | 0.1     | 0.12   | 0.23     | 0.11             | 0.13           | 0.1             | 0.14    | 0.13                  | 0.07    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 7     | 7      | 7    | 7     | 7       | 7      | 8        | 6                | 7              | 7               | 8       | 7                     | 7       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_1. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following: - I am concerned about my current level of debt

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 4 Box (Net)               | 592   | 88     | 80   | 36    | 215     | 131    | 43       | 211              | 108            | 160             | 59      | 141                   | 451     |
|                               | 29%   | 31%    | 34%  | 26%   | 27%     | 27%    | 31%      | 32%              | 28%            | 29%             | 21%     | 34%                   | 27%     |
|                               |       |        | D    |       |         |        |          | J                |                | J               |         | L                     |         |
| Top 3 Box (Subnet)            | 417   | 58     | 63   | 26    | 157     | 83     | 31       | 157              | 71             | 112             | 36      | 112                   | 305     |
|                               | 20%   | 20%    | 27%  | 19%   | 20%     | 17%    | 22%      | 24%              | 18%            | 20%             | 13%     | 27%                   | 18%     |
|                               |       |        | DE   |       |         |        |          | J                |                | J               |         | L                     |         |
| 10 - Strongly agree (10)      | 188   | 27     | 29   | 13    | 68      | 38     | 13       | 74               | 34             | 45              | 14      | 52                    | 136     |
|                               | 9%    | 10%    | 13%  | 9%    | 9%      | 8%     | 9%       | 11%              | 9%             | 8%              | 5%      | 12%                   | 8%      |
|                               |       |        |      |       |         |        |          | J                |                |                 |         | L                     |         |
| 9                             | 91    | 13     | 13   | 9     | 25      | 26     | 5        | 32               | 18             | 32              | 6       | 31                    | 60      |
|                               | 4%    | 5%     | 6%   | 7%    | 3%      | 5%     | 4%       | 5%               | 5%             | 6%              | 2%      | 7%                    | 4%      |
|                               |       |        |      | D     |         |        |          |                  |                | J               |         | L                     |         |
| 8                             | 138   | 17     | 20   | 5     | 65      | 18     | 12       | 51               | 20             | 35              | 16      | 29                    | 109     |
|                               | 7%    | 6%     | 9%   | 3%    | 8%      | 4%     | 9%       | 8%               | 5%             | 6%              | 6%      | 7%                    | 7%      |
|                               |       |        | CE   |       | CE      |        | CE       |                  |                |                 |         |                       |         |
| 7                             | 176   | 30     | 17   | 9     | 58      | 48     | 13       | 54               | 36             | 48              | 23      | 29                    | 147     |
|                               | 8%    | 11%    | 8%   | 7%    | 7%      | 10%    | 9%       | 8%               | 9%             | 9%              | 8%      | 7%                    | 9%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 6                             | 196   | 25     | 27   | 13    | 84      | 38     | 9        | 60               | 32             | 62              | 30      | 46                    | 150     |
|                               | 9%    | 9%     | 12%  | 10%   | 11%     | 8%     | 6%       | 9%               | 8%             | 11%             | 11%     | 11%                   | 9%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 5                             | 273   | 36     | 38   | 23    | 108     | 48     | 20       | 82               | 54             | 71              | 30      | 50                    | 224     |
|                               | 13%   | 13%    | 16%  | 17%   | 14%     | 10%    | 14%      | 13%              | 14%            | 13%             | 11%     | 12%                   | 14%     |
|                               |       |        | E    | E     |         |        |          |                  |                |                 |         |                       |         |
| 4                             | 228   | 31     | 19   | 10    | 97      | 52     | 19       | 72               | 42             | 69              | 31      | 47                    | 182     |
|                               | 11%   | 11%    | 8%   | 7%    | 12%     | 11%    | 13%      | 11%              | 11%            | 13%             | 11%     | 11%                   | 11%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Bottom 3 Box (Net)            | 780   | 102    | 68   | 52    | 290     | 217    | 51       | 229              | 153            | 187             | 128     | 132                   | 649     |
|                               | 38%   | 36%    | 29%  | 39%   | 37%     | 45%    | 36%      | 35%              | 39%            | 34%             | 46%     | 32%                   | 39%     |
|                               |       |        |      | B     |         | BD     |          |                  |                |                 | GI      |                       | K       |
| 3                             | 180   | 21     | 19   | 10    | 70      | 41     | 19       | 50               | 41             | 46              | 26      | 39                    | 141     |
|                               | 9%    | 8%     | 8%   | 7%    | 9%      | 8%     | 13%      | 8%               | 11%            | 8%              | 10%     | 10%                   | 9%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 2                             | 158   | 26     | 15   | 14    | 53      | 46     | 6        | 44               | 26             | 40              | 33      | 33                    | 126     |
|                               | 8%    | 9%     | 6%   | 10%   | 7%      | 9%     | 4%       | 7%               | 7%             | 7%              | 12%     | 8%                    | 8%      |
|                               |       |        |      | F     |         |        |          |                  |                |                 | GH      |                       |         |
| 1 - Strongly disagree (1)     | 441   | 55     | 34   | 28    | 168     | 130    | 26       | 136              | 86             | 101             | 68      | 59                    | 382     |
|                               | 21%   | 20%    | 15%  | 21%   | 21%     | 27%    | 19%      | 21%              | 22%            | 18%             | 25%     | 14%                   | 23%     |
|                               |       |        |      |       | B       | BF     |          |                  |                |                 |         |                       | K       |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 4.7   | 4.8    | 5.4  | 4.7   | 4.7     | 4.4    | 4.9      | 5                | 4.6            | 4.9             | 4.1     | 5.3                   | 4.6     |
|                               |       |        | CDE  |       |         |        |          | J                |                | J               |         | L                     |         |
| Std. Dev.                     | 2.91  | 2.93   | 2.91 | 2.96  | 2.85    | 2.97   | 2.86     | 3.01             | 2.89           | 2.84            | 2.71    | 2.96                  | 2.89    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.17   | 0.19 | 0.26  | 0.1     | 0.13   | 0.24     | 0.12             | 0.15           | 0.12            | 0.16    | 0.15                  | 0.07    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 5     | 5      | 5    | 5     | 5       | 4      | 5        | 5                | 4              | 5               | 4       | 5                     | 4       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_2. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following: - I regret the amount of debt that I've taken on in my life

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 4 Box (Net)               | 697   | 96     | 91   | 44    | 296     | 120    | 49       | 243              | 125            | 181             | 84      | 172                   | 526     |
|                               | 34%   | 34%    | 39%  | 33%   | 37%     | 25%    | 35%      | 37%              | 32%            | 33%             | 30%     | 41%                   | 32%     |
|                               |       | E      | E    |       | E       |        | E        |                  |                |                 |         | L                     |         |
| Top 3 Box (Subnet)            | 500   | 70     | 68   | 29    | 209     | 91     | 33       | 188              | 88             | 116             | 57      | 118                   | 382     |
|                               | 24%   | 25%    | 29%  | 22%   | 26%     | 19%    | 24%      | 29%              | 23%            | 21%             | 20%     | 29%                   | 23%     |
|                               |       |        | E    |       | E       |        |          | IJ               |                |                 |         |                       |         |
| 10 - Strongly agree (10)      | 262   | 35     | 30   | 19    | 112     | 50     | 16       | 112              | 48             | 56              | 22      | 55                    | 207     |
|                               | 13%   | 12%    | 13%  | 14%   | 14%     | 10%    | 11%      | 17%              | 12%            | 10%             | 8%      | 13%                   | 13%     |
|                               |       |        |      |       |         |        |          | IJ               |                |                 |         |                       |         |
| 9                             | 92    | 16     | 14   | 5     | 37      | 16     | 4        | 36               | 13             | 23              | 13      | 24                    | 68      |
|                               | 4%    | 6%     | 6%   | 4%    | 5%      | 3%     | 3%       | 5%               | 3%             | 4%              | 5%      | 6%                    | 4%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 8                             | 147   | 19     | 23   | 5     | 60      | 26     | 13       | 40               | 26             | 37              | 22      | 40                    | 107     |
|                               | 7%    | 7%     | 10%  | 4%    | 8%      | 5%     | 9%       | 6%               | 7%             | 7%              | 8%      | 10%                   | 6%      |
|                               |       |        | CE   |       |         |        | C        |                  |                |                 |         |                       |         |
| 7                             | 197   | 26     | 23   | 15    | 87      | 29     | 16       | 55               | 37             | 65              | 27      | 53                    | 143     |
|                               | 10%   | 9%     | 10%  | 11%   | 11%     | 6%     | 11%      | 8%               | 10%            | 12%             | 10%     | 13%                   | 9%      |
|                               |       |        |      | E     | E       |        | E        |                  |                |                 |         | L                     |         |
| 6                             | 150   | 24     | 28   | 8     | 47      | 34     | 10       | 48               | 19             | 55              | 20      | 33                    | 118     |
|                               | 7%    | 9%     | 12%  | 6%    | 6%      | 7%     | 7%       | 7%               | 5%             | 10%             | 7%      | 8%                    | 7%      |
|                               |       |        | CDE  |       |         |        |          |                  |                | H               |         |                       |         |
| 5                             | 300   | 49     | 22   | 20    | 106     | 80     | 23       | 103              | 56             | 71              | 38      | 57                    | 243     |
|                               | 14%   | 17%    | 9%   | 15%   | 13%     | 16%    | 16%      | 16%              | 14%            | 13%             | 14%     | 14%                   | 15%     |
|                               |       | B      |      |       |         | B      | B        |                  |                |                 |         |                       |         |
| 4                             | 172   | 24     | 19   | 11    | 63      | 43     | 11       | 45               | 45             | 50              | 20      | 37                    | 135     |
|                               | 8%    | 9%     | 8%   | 8%    | 8%      | 9%     | 8%       | 7%               | 12%            | 9%              | 7%      | 9%                    | 8%      |
|                               |       |        |      |       |         |        |          |                  | G              |                 |         |                       |         |
| Bottom 3 Box (Net)            | 750   | 88     | 72   | 51    | 283     | 209    | 47       | 215              | 143            | 191             | 114     | 117                   | 633     |
|                               | 36%   | 31%    | 31%  | 38%   | 36%     | 43%    | 33%      | 33%              | 37%            | 35%             | 41%     | 28%                   | 38%     |
|                               |       |        |      |       |         | ABF    |          |                  |                |                 | G       |                       | K       |
| 3                             | 172   | 17     | 19   | 13    | 71      | 40     | 12       | 44               | 34             | 46              | 32      | 30                    | 141     |
|                               | 8%    | 6%     | 8%   | 9%    | 9%      | 8%     | 8%       | 7%               | 9%             | 8%              | 12%     | 7%                    | 9%      |
|                               |       |        |      |       |         |        |          |                  |                |                 | G       |                       |         |
| 2                             | 130   | 19     | 15   | 12    | 45      | 29     | 9        | 38               | 21             | 40              | 14      | 28                    | 102     |
|                               | 6%    | 7%     | 7%   | 9%    | 6%      | 6%     | 7%       | 6%               | 5%             | 7%              | 5%      | 7%                    | 6%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 1 - Strongly disagree (1)     | 448   | 51     | 38   | 27    | 168     | 140    | 26       | 133              | 87             | 105             | 68      | 58                    | 390     |
|                               | 22%   | 18%    | 16%  | 20%   | 21%     | 29%    | 18%      | 20%              | 23%            | 19%             | 25%     | 14%                   | 24%     |
|                               |       |        |      |       |         | ABCDF  |          |                  |                |                 |         |                       | K       |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 5     | 5.2    | 5.4  | 4.9   | 5.1     | 4.4    | 5.1      | 5.3              | 4.8            | 5               | 4.6     | 5.5                   | 4.8     |
|                               |       | E      | E    |       | E       |        | E        | J                |                |                 |         | L                     |         |
| Std. Dev.                     | 3.07  | 2.99   | 3.03 | 3.07  | 3.12    | 3.01   | 2.95     | 3.19             | 3.04           | 2.92            | 2.95    | 2.95                  | 3.09    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.07  | 0.18   | 0.2  | 0.26  | 0.11    | 0.14   | 0.25     | 0.12             | 0.15           | 0.12            | 0.18    | 0.14                  | 0.08    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 5     | 5      | 6    | 5     | 5       | 4      | 5        | 5                | 5              | 5               | 5       | 5                     | 5       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_3. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following: - I am concerned about the impact of rising interest rates on my financial situation

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 4 Box (Net)               | 759   | 110    | 106  | 51    | 296     | 139    | 58       | 254              | 135            | 205             | 87      | 195                   | 564     |
|                               | 37%   | 39%    | 46%  | 38%   | 37%     | 29%    | 41%      | 39%              | 35%            | 37%             | 31%     | 47%                   | 34%     |
|                               |       | E      | DE   | E     | E       |        | E        |                  |                |                 |         | L                     |         |
| Top 3 Box (Subnet)            | 512   | 77     | 75   | 37    | 201     | 83     | 39       | 179              | 81             | 147             | 51      | 140                   | 373     |
|                               | 25%   | 27%    | 32%  | 28%   | 25%     | 17%    | 27%      | 27%              | 21%            | 27%             | 18%     | 34%                   | 23%     |
|                               |       | E      | E    | E     | E       |        | E        | J                |                | J               |         | L                     |         |
| 10 - Strongly agree (10)      | 232   | 35     | 27   | 12    | 97      | 47     | 14       | 98               | 33             | 53              | 21      | 52                    | 180     |
|                               | 11%   | 12%    | 12%  | 9%    | 12%     | 10%    | 10%      | 15%              | 8%             | 10%             | 8%      | 13%                   | 11%     |
|                               |       |        |      |       |         |        |          | HUJ              |                |                 |         |                       |         |
| 9                             | 91    | 16     | 15   | 8     | 35      | 7      | 11       | 23               | 21             | 30              | 6       | 25                    | 66      |
|                               | 4%    | 6%     | 7%   | 6%    | 4%      | 1%     | 8%       | 3%               | 6%             | 6%              | 2%      | 6%                    | 4%      |
|                               |       | E      | E    | E     | E       |        | E        |                  |                |                 |         |                       |         |
| 8                             | 189   | 25     | 33   | 18    | 69      | 30     | 14       | 59               | 27             | 64              | 24      | 62                    | 127     |
|                               | 9%    | 9%     | 14%  | 13%   | 9%      | 6%     | 10%      | 9%               | 7%             | 12%             | 9%      | 15%                   | 8%      |
|                               |       |        | DE   | E     |         |        |          |                  |                |                 |         | L                     |         |
| 7                             | 247   | 33     | 31   | 13    | 95      | 55     | 19       | 75               | 53             | 58              | 36      | 55                    | 192     |
|                               | 12%   | 12%    | 13%  | 10%   | 12%     | 11%    | 13%      | 11%              | 14%            | 10%             | 13%     | 13%                   | 12%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 6                             | 223   | 30     | 25   | 15    | 84      | 58     | 10       | 53               | 44             | 64              | 41      | 47                    | 175     |
|                               | 11%   | 11%    | 11%  | 11%   | 11%     | 12%    | 7%       | 8%               | 11%            | 12%             | 15%     | 11%                   | 11%     |
|                               |       |        |      |       |         |        |          |                  |                |                 | G       |                       |         |
| 5                             | 343   | 48     | 38   | 21    | 130     | 80     | 26       | 100              | 59             | 91              | 51      | 50                    | 293     |
|                               | 17%   | 17%    | 16%  | 16%   | 16%     | 16%    | 19%      | 15%              | 15%            | 16%             | 18%     | 12%                   | 18%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         | K                     |         |
| 4                             | 179   | 27     | 15   | 9     | 73      | 43     | 12       | 59               | 36             | 57              | 17      | 32                    | 146     |
|                               | 9%    | 9%     | 7%   | 6%    | 9%      | 9%     | 9%       | 9%               | 9%             | 10%             | 6%      | 8%                    | 9%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Bottom 3 Box (Net)            | 567   | 68     | 47   | 39    | 212     | 167    | 34       | 188              | 114            | 132             | 81      | 90                    | 477     |
|                               | 27%   | 24%    | 20%  | 29%   | 27%     | 34%    | 24%      | 29%              | 29%            | 24%             | 29%     | 22%                   | 29%     |
|                               |       |        |      | B     |         | ABDF   |          |                  |                |                 |         |                       | K       |
| 3                             | 164   | 16     | 13   | 12    | 73      | 43     | 9        | 61               | 35             | 36              | 19      | 31                    | 134     |
|                               | 8%    | 6%     | 5%   | 9%    | 9%      | 9%     | 6%       | 9%               | 9%             | 7%              | 7%      | 7%                    | 8%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 2                             | 89    | 11     | 9    | 7     | 34      | 21     | 6        | 23               | 18             | 19              | 20      | 15                    | 74      |
|                               | 4%    | 4%     | 4%   | 6%    | 4%      | 4%     | 4%       | 4%               | 5%             | 3%              | 7%      | 4%                    | 4%      |
|                               |       |        |      |       |         |        |          |                  |                |                 | GI      |                       |         |
| 1 - Strongly disagree (1)     | 314   | 40     | 26   | 20    | 104     | 103    | 20       | 104              | 61             | 78              | 42      | 45                    | 269     |
|                               | 15%   | 14%    | 11%  | 15%   | 13%     | 21%    | 14%      | 16%              | 16%            | 14%             | 15%     | 11%                   | 16%     |
|                               |       |        |      |       |         | ABD    |          |                  |                |                 |         |                       | K       |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 5.4   | 5.6    | 5.9  | 5.4   | 5.5     | 4.8    | 5.5      | 5.5              | 5.2            | 5.5             | 5.1     | 5.9                   | 5.2     |
|                               |       | E      | E    | E     | E       |        | E        |                  |                |                 |         | L                     |         |
| Std. Dev.                     | 2.83  | 2.85   | 2.74 | 2.84  | 2.81    | 2.82   | 2.81     | 2.96             | 2.77           | 2.76            | 2.67    | 2.77                  | 2.82    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.17   | 0.18 | 0.24  | 0.1     | 0.13   | 0.24     | 0.12             | 0.14           | 0.12            | 0.16    | 0.14                  | 0.07    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 5     | 5      | 6    | 5     | 5       | 5      | 5        | 5                | 5              | 5               | 5       | 6                     | 5       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_4. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following: - I will be able to cover all living and family expenses in the next 12 months without going into further debt

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 4 Box (Net)               | 957   | 138    | 92   | 69    | 371     | 228    | 60       | 262              | 164            | 287             | 164     | 198                   | 759     |
|                               | 46%   | 49%    | 40%  | 51%   | 47%     | 47%    | 43%      | 40%              | 42%            | 52%             | 59%     | 48%                   | 46%     |
|                               |       | B      |      | B     |         |        |          |                  |                | GH              | GH      |                       |         |
| Top 3 Box (Subnet)            | 767   | 109    | 71   | 54    | 299     | 184    | 49       | 206              | 140            | 227             | 133     | 151                   | 615     |
|                               | 37%   | 39%    | 31%  | 40%   | 38%     | 38%    | 35%      | 31%              | 36%            | 41%             | 48%     | 36%                   | 37%     |
|                               |       |        |      |       |         |        |          |                  |                | G               | GH      |                       |         |
| 10 - Strongly agree (10)      | 381   | 51     | 32   | 27    | 150     | 97     | 24       | 117              | 66             | 102             | 64      | 57                    | 323     |
|                               | 18%   | 18%    | 14%  | 20%   | 19%     | 20%    | 17%      | 18%              | 17%            | 19%             | 23%     | 14%                   | 20%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       | K       |
| 9                             | 161   | 27     | 22   | 12    | 55      | 37     | 7        | 32               | 35             | 57              | 26      | 36                    | 124     |
|                               | 8%    | 9%     | 9%   | 9%    | 7%      | 8%     | 5%       | 5%               | 9%             | 10%             | 9%      | 9%                    | 8%      |
|                               |       |        |      |       |         |        |          |                  | G              | G               | G       |                       |         |
| 8                             | 225   | 32     | 18   | 15    | 94      | 50     | 18       | 57               | 39             | 68              | 42      | 58                    | 167     |
|                               | 11%   | 11%    | 8%   | 11%   | 12%     | 10%    | 12%      | 9%               | 10%            | 12%             | 15%     | 14%                   | 10%     |
|                               |       |        |      |       |         |        |          |                  |                |                 | G       |                       |         |
| 7                             | 190   | 29     | 20   | 15    | 72      | 43     | 11       | 56               | 24             | 60              | 32      | 47                    | 143     |
|                               | 9%    | 10%    | 9%   | 11%   | 9%      | 9%     | 8%       | 9%               | 6%             | 11%             | 11%     | 11%                   | 9%      |
|                               |       |        |      |       |         |        |          |                  |                | H               | H       |                       |         |
| 6                             | 203   | 20     | 21   | 12    | 84      | 54     | 14       | 61               | 39             | 61              | 26      | 48                    | 155     |
|                               | 10%   | 7%     | 9%   | 9%    | 11%     | 11%    | 10%      | 9%               | 10%            | 11%             | 9%      | 12%                   | 9%      |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 5                             | 295   | 41     | 36   | 20    | 114     | 65     | 19       | 87               | 61             | 65              | 45      | 58                    | 237     |
|                               | 14%   | 14%    | 15%  | 15%   | 14%     | 13%    | 13%      | 13%              | 16%            | 12%             | 16%     | 14%                   | 14%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| 4                             | 166   | 21     | 16   | 8     | 60      | 47     | 14       | 53               | 50             | 34              | 16      | 27                    | 139     |
|                               | 8%    | 7%     | 7%   | 6%    | 7%      | 10%    | 10%      | 8%               | 13%            | 6%              | 6%      | 6%                    | 8%      |
|                               |       |        |      |       |         |        |          |                  | GIJ            |                 |         |                       |         |
| Bottom 3 Box (Net)            | 449   | 62     | 67   | 25    | 166     | 93     | 35       | 192              | 75             | 103             | 26      | 84                    | 365     |
|                               | 22%   | 22%    | 29%  | 19%   | 21%     | 19%    | 25%      | 29%              | 19%            | 19%             | 9%      | 20%                   | 22%     |
|                               |       |        | CDE  |       |         |        |          | HIJ              | J              | J               |         |                       |         |
| 3                             | 136   | 20     | 20   | 8     | 48      | 30     | 11       | 58               | 22             | 40              | 8       | 33                    | 102     |
|                               | 7%    | 7%     | 9%   | 6%    | 6%      | 6%     | 8%       | 9%               | 6%             | 7%              | 3%      | 8%                    | 6%      |
|                               |       |        |      |       |         |        |          | J                |                | J               |         |                       |         |
| 2                             | 78    | 14     | 15   | 5     | 20      | 16     | 7        | 24               | 16             | 19              | 5       | 15                    | 62      |
|                               | 4%    | 5%     | 7%   | 4%    | 3%      | 3%     | 5%       | 4%               | 4%             | 3%              | 2%      | 4%                    | 4%      |
|                               |       |        | D    |       |         |        |          |                  |                |                 |         |                       |         |
| 1 - Strongly disagree (1)     | 235   | 29     | 32   | 13    | 98      | 47     | 17       | 110              | 37             | 44              | 13      | 35                    | 200     |
|                               | 11%   | 10%    | 14%  | 10%   | 12%     | 10%    | 12%      | 17%              | 9%             | 8%              | 5%      | 8%                    | 12%     |
|                               |       |        |      |       |         |        |          | HIJ              |                |                 |         |                       |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Summary                       |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Mean                          | 6.1   | 6.1    | 5.6  | 6.3   | 6.1     | 6.2    | 5.8      | 5.6              | 6              | 6.4             | 7       | 6.1                   | 6       |
|                               |       | B      |      | B     | B       | B      |          |                  |                | G               | GHI     |                       |         |
| Std. Dev.                     | 2.94  | 2.96   | 2.99 | 2.9   | 2.95    | 2.9    | 2.97     | 3.1              | 2.87           | 2.81            | 2.55    | 2.74                  | 2.99    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Std. Err.                     | 0.06  | 0.18   | 0.2  | 0.25  | 0.1     | 0.13   | 0.25     | 0.12             | 0.15           | 0.12            | 0.15    | 0.13                  | 0.07    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Median                        | 6     | 6      | 5    | 7     | 6       | 6      | 6        | 5                | 6              | 7               | 7       | 6                     | 6       |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:  
Overlap formulae used  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_1. To what extent do you agree or disagree with the following: - I am concerned that rising interest rates could move me towards bankruptcy

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 2 Box (Net)               | 718   | 115    | 105  | 48    | 243     | 150    | 57       | 282              | 119            | 191             | 62      | 202                   | 516     |
|                               | 35%   | 41%    | 45%  | 36%   | 31%     | 31%    | 41%      | 43%              | 31%            | 35%             | 22%     | 49%                   | 31%     |
|                               |       | DE     | CDE  |       |         |        | DE       | HIJ              | J              | J               |         | L                     |         |
| Strongly agree                | 250   | 46     | 35   | 23    | 78      | 45     | 23       | 104              | 46             | 64              | 18      | 88                    | 162     |
|                               | 12%   | 16%    | 15%  | 17%   | 10%     | 9%     | 16%      | 16%              | 12%            | 12%             | 6%      | 21%                   | 10%     |
|                               |       | DE     | DE   | DE    |         |        | DE       | J                | J              | J               |         | L                     |         |
| Somewhat agree                | 468   | 69     | 70   | 25    | 165     | 105    | 34       | 178              | 73             | 127             | 44      | 113                   | 355     |
|                               | 23%   | 25%    | 30%  | 18%   | 21%     | 22%    | 24%      | 27%              | 19%            | 23%             | 16%     | 27%                   | 21%     |
|                               |       |        | CDE  |       |         |        |          | HJ               |                | J               |         | L                     |         |
| Bottom 2 Box (Net)            | 1352  | 166    | 127  | 87    | 552     | 337    | 83       | 373              | 269            | 358             | 215     | 213                   | 1139    |
|                               | 65%   | 59%    | 55%  | 64%   | 69%     | 69%    | 59%      | 57%              | 69%            | 65%             | 78%     | 51%                   | 69%     |
|                               |       |        |      | B     | ABF     | ABF    |          |                  | G              | G               | GHI     |                       | K       |
| Somewhat disagree             | 595   | 71     | 65   | 39    | 234     | 148    | 39       | 171              | 122            | 157             | 80      | 124                   | 471     |
|                               | 29%   | 25%    | 28%  | 29%   | 29%     | 30%    | 28%      | 26%              | 32%            | 29%             | 29%     | 30%                   | 28%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Strongly disagree             | 757   | 96     | 62   | 48    | 318     | 189    | 44       | 202              | 147            | 201             | 135     | 89                    | 668     |
|                               | 37%   | 34%    | 27%  | 36%   | 40%     | 39%    | 31%      | 31%              | 38%            | 37%             | 49%     | 21%                   | 40%     |
|                               |       |        |      |       | BF      | B      |          |                  |                |                 | GHI     |                       | K       |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_2. To what extent do you agree or disagree with the following: - As interest rates rise, I’m more concerned about my ability to repay my debts than I used to be

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 2 Box (Net)               | 1119  | 158    | 149  | 73    | 418     | 237    | 83       | 390              | 215            | 288             | 115     | 285                   | 834     |
|                               | 54%   | 56%    | 64%  | 54%   | 53%     | 49%    | 59%      | 60%              | 55%            | 53%             | 42%     | 69%                   | 50%     |
|                               |       |        | CDE  |       |         |        | E        | IJ               | J              | J               |         | L                     |         |
| Strongly agree                | 351   | 63     | 49   | 25    | 116     | 68     | 30       | 132              | 61             | 90              | 36      | 102                   | 249     |
|                               | 17%   | 22%    | 21%  | 19%   | 15%     | 14%    | 22%      | 20%              | 16%            | 16%             | 13%     | 25%                   | 15%     |
|                               |       | DE     | DE   |       |         |        | DE       | J                |                |                 |         | L                     |         |
| Somewhat agree                | 768   | 96     | 101  | 48    | 302     | 169    | 53       | 258              | 154            | 198             | 80      | 183                   | 585     |
|                               | 37%   | 34%    | 43%  | 36%   | 38%     | 35%    | 38%      | 39%              | 40%            | 36%             | 29%     | 44%                   | 35%     |
|                               |       |        | AE   |       |         |        |          | J                | J              |                 |         | L                     |         |
| Bottom 2 Box (Net)            | 951   | 123    | 82   | 61    | 377     | 250    | 57       | 265              | 174            | 261             | 161     | 130                   | 821     |
|                               | 46%   | 44%    | 36%  | 46%   | 47%     | 51%    | 41%      | 40%              | 45%            | 47%             | 58%     | 31%                   | 50%     |
|                               |       |        |      | B     | B       | BF     |          |                  |                | G               | GHI     |                       | K       |
| Somewhat disagree             | 541   | 72     | 45   | 31    | 219     | 135    | 38       | 146              | 97             | 154             | 95      | 87                    | 454     |
|                               | 26%   | 26%    | 19%  | 23%   | 28%     | 28%    | 27%      | 22%              | 25%            | 28%             | 34%     | 21%                   | 27%     |
|                               |       |        |      |       | B       | B      |          |                  |                |                 | GH      |                       | K       |
| Strongly disagree             | 410   | 51     | 38   | 30    | 158     | 115    | 19       | 119              | 77             | 107             | 66      | 43                    | 368     |
|                               | 20%   | 18%    | 16%  | 22%   | 20%     | 24%    | 14%      | 18%              | 20%            | 19%             | 24%     | 10%                   | 22%     |
|                               |       |        |      | F     |         | BF     |          |                  |                |                 |         |                       | K       |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:  
Overlap formulae used  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_3. To what extent do you agree or disagree with the following: - With interest rates rising, I will be more careful with how I spend my money.

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 2 Box (Net)               | 1616  | 209    | 188  | 104   | 640     | 357    | 118      | 512              | 300            | 420             | 220     | 351                   | 1264    |
|                               | 78%   | 74%    | 81%  | 77%   | 80%     | 73%    | 84%      | 78%              | 77%            | 76%             | 79%     | 85%                   | 76%     |
|                               |       |        | E    |       | E       |        | AE       |                  |                |                 |         | L                     |         |
| Strongly agree                | 616   | 83     | 75   | 37    | 241     | 129    | 50       | 222              | 114            | 145             | 74      | 145                   | 471     |
|                               | 30%   | 30%    | 32%  | 28%   | 30%     | 27%    | 35%      | 34%              | 29%            | 26%             | 27%     | 35%                   | 28%     |
|                               |       |        |      |       |         |        | E        | I                |                |                 |         | L                     |         |
| Somewhat agree                | 1000  | 126    | 113  | 66    | 399     | 228    | 69       | 290              | 186            | 275             | 146     | 207                   | 793     |
|                               | 48%   | 45%    | 49%  | 49%   | 50%     | 47%    | 49%      | 44%              | 48%            | 50%             | 53%     | 50%                   | 48%     |
|                               |       |        |      |       |         |        |          |                  |                |                 | G       |                       |         |
| Bottom 2 Box (Net)            | 454   | 72     | 44   | 31    | 155     | 130    | 22       | 143              | 89             | 130             | 57      | 63                    | 391     |
|                               | 22%   | 26%    | 19%  | 23%   | 20%     | 27%    | 16%      | 22%              | 23%            | 24%             | 21%     | 15%                   | 24%     |
|                               |       | F      |      |       |         | BDF    |          |                  |                |                 |         |                       | K       |
| Somewhat disagree             | 274   | 47     | 27   | 20    | 95      | 74     | 10       | 85               | 52             | 84              | 29      | 48                    | 226     |
|                               | 13%   | 17%    | 12%  | 15%   | 12%     | 15%    | 7%       | 13%              | 13%            | 15%             | 11%     | 12%                   | 14%     |
|                               |       | F      |      | F     |         | F      |          |                  |                |                 |         |                       |         |
| Strongly disagree             | 180   | 25     | 17   | 11    | 60      | 56     | 12       | 58               | 37             | 46              | 28      | 16                    | 165     |
|                               | 9%    | 9%     | 7%   | 8%    | 8%      | 11%    | 9%       | 9%               | 9%             | 8%              | 10%     | 4%                    | 10%     |
|                               |       |        |      |       |         |        |          |                  |                |                 |         | K                     |         |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:  
Overlap formulae used  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_4. To what extent do you agree or disagree with the following: - If interest rates go up much more, I’m afraid that I will be in financial trouble

|                               |       | REGION |      |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                               | Total | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                               |       | A      | B    | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd) | 2070  | 309    | 310  | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)   | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |
| Top 2 Box (Net)               | 974   | 139    | 133  | 61    | 356     | 209    | 76       | 357              | 185            | 238             | 88      | 246                   | 729     |
|                               | 47%   | 50%    | 57%  | 46%   | 45%     | 43%    | 54%      | 54%              | 48%            | 43%             | 32%     | 59%                   | 44%     |
|                               |       |        | CDE  |       |         |        | DE       | IJ               | J              | J               |         | L                     |         |
| Strongly agree                | 321   | 52     | 53   | 24    | 113     | 51     | 29       | 130              | 54             | 92              | 25      | 90                    | 231     |
|                               | 15%   | 18%    | 23%  | 18%   | 14%     | 10%    | 20%      | 20%              | 14%            | 17%             | 9%      | 22%                   | 14%     |
|                               |       | E      | DE   | E     |         |        | DE       | J                |                | J               |         | L                     |         |
| Somewhat agree                | 654   | 88     | 80   | 38    | 243     | 158    | 47       | 227              | 131            | 146             | 63      | 156                   | 498     |
|                               | 32%   | 31%    | 34%  | 28%   | 31%     | 33%    | 33%      | 35%              | 34%            | 27%             | 23%     | 38%                   | 30%     |
|                               |       |        |      |       |         |        |          | IJ               | J              |                 |         | L                     |         |
| Bottom 2 Box (Net)            | 1096  | 142    | 99   | 73    | 439     | 277    | 65       | 298              | 203            | 311             | 189     | 169                   | 927     |
|                               | 53%   | 50%    | 43%  | 54%   | 55%     | 57%    | 46%      | 46%              | 52%            | 57%             | 68%     | 41%                   | 56%     |
|                               |       |        |      | B     | BF      | BF     |          |                  |                | G               | GHI     |                       | K       |
| Somewhat disagree             | 612   | 83     | 56   | 43    | 246     | 144    | 39       | 159              | 116            | 192             | 98      | 123                   | 489     |
|                               | 30%   | 29%    | 24%  | 32%   | 31%     | 30%    | 28%      | 24%              | 30%            | 35%             | 35%     | 30%                   | 30%     |
|                               |       |        |      |       |         |        |          |                  |                | G               | G       |                       |         |
| Strongly disagree             | 484   | 59     | 43   | 31    | 193     | 133    | 26       | 139              | 87             | 118             | 91      | 46                    | 438     |
|                               | 23%   | 21%    | 18%  | 23%   | 24%     | 27%    | 18%      | 21%              | 22%            | 22%             | 33%     | 11%                   | 26%     |
|                               |       |        |      |       |         | BF     |          |                  |                |                 | GHI     |                       | K       |
| Sigma                         | 2070  | 282    | 232  | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                               | 100%  | 100%   | 100% | 100%  | 100%    | 100%   | 100%     | 100%             | 100%           | 100%            | 100%    | 100%                  | 100%    |
|                               |       |        |      |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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7. Who do you blame for the amount of consumer (non-mortgage) debt that you currently have?

|                                     |       | REGION |       |       |         |        |          | HOUSEHOLD INCOME |                |                 |         | HOUSEHOLD COMPOSITION |         |
|-------------------------------------|-------|--------|-------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
|                                     | Total | BC     | AB    | SK/MB | Ontario | Quebec | Atlantic | <\$40K           | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids                  | No Kids |
|                                     |       | A      | B     | C     | D       | E      | F        | G                | H              | I               | J       | K                     | L       |
| Base: All Respondents (unwtd)       | 2070  | 309    | 310   | 252   | 581     | 361    | 257      | 551              | 379            | 601             | 342     | 457                   | 1613    |
|                                     |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Base: All Respondents (wtd)         | 2070  | 282    | 232   | 135   | 795     | 486    | 141      | 655              | 388            | 549             | 277     | 415                   | 1655    |
|                                     |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| I don't have any consumer debt      | 675   | 97     | 54    | 46    | 253     | 187    | 37       | 186              | 130            | 166             | 112     | 111                   | 564     |
|                                     | 33%   | 34%    | 23%   | 34%   | 32%     | 38%    | 26%      | 28%              | 33%            | 30%             | 40%     | 27%                   | 34%     |
|                                     |       | B      |       | B     | B       | BF     |          |                  |                |                 | GI      |                       | K       |
| Myself                              | 853   | 117    | 122   | 54    | 316     | 171    | 72       | 286              | 173            | 224             | 94      | 188                   | 665     |
|                                     | 41%   | 42%    | 53%   | 40%   | 40%     | 35%    | 51%      | 44%              | 45%            | 41%             | 34%     | 45%                   | 40%     |
|                                     |       |        | ACDE  |       |         |        | CDE      | J                | J              |                 |         |                       |         |
| Government taxation                 | 355   | 45     | 52    | 22    | 139     | 71     | 27       | 107              | 68             | 116             | 42      | 97                    | 259     |
|                                     | 17%   | 16%    | 22%   | 17%   | 17%     | 15%    | 19%      | 16%              | 18%            | 21%             | 15%     | 23%                   | 16%     |
|                                     |       |        | E     |       |         |        |          |                  |                |                 |         | L                     |         |
| Bank of Canada interest rates       | 164   | 22     | 28    | 17    | 72      | 17     | 8        | 45               | 30             | 66              | 13      | 53                    | 111     |
|                                     | 8%    | 8%     | 12%   | 13%   | 9%      | 3%     | 6%       | 7%               | 8%             | 12%             | 5%      | 13%                   | 7%      |
|                                     |       | E      | EF    | EF    | E       |        |          |                  |                | GJ              |         | L                     |         |
| My bank or credit union             | 81    | 10     | 12    | 5     | 33      | 13     | 8        | 26               | 23             | 19              | 10      | 23                    | 58      |
|                                     | 4%    | 3%     | 5%    | 4%    | 4%      | 3%     | 6%       | 4%               | 6%             | 3%              | 4%      | 6%                    | 4%      |
|                                     |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Payday lenders                      | 51    | 9      | 3     | *     | 25      | 8      | 5        | 18               | 11             | 12              | 4       | 21                    | 30      |
|                                     | 2%    | 3%     | 1%    | *     | 3%      | 2%     | 4%       | 3%               | 3%             | 2%              | 2%      | 5%                    | 2%      |
|                                     |       | C      |       |       | C       |        | C        |                  |                |                 |         | L                     |         |
| A failed business I lost            | 53    | 6      | 19    | 3     | 20      | 3      | 2        | 11               | 11             | 22              | 6       | 14                    | 38      |
|                                     | 3%    | 2%     | 8%    | 2%    | 3%      | 1%     | 1%       | 2%               | 3%             | 4%              | 2%      | 3%                    | 2%      |
|                                     |       |        | ACDEF |       |         |        |          |                  |                | G               |         |                       |         |
| My spouse                           | 165   | 22     | 20    | 16    | 58      | 34     | 15       | 41               | 30             | 56              | 23      | 41                    | 124     |
|                                     | 8%    | 8%     | 9%    | 12%   | 7%      | 7%     | 11%      | 6%               | 8%             | 10%             | 8%      | 10%                   | 7%      |
|                                     |       |        |       |       |         |        |          |                  |                | G               |         |                       |         |
| Bad advice from a financial advisor | 74    | 14     | 5     | 4     | 41      | 3      | 7        | 28               | 10             | 19              | 11      | 18                    | 56      |
|                                     | 4%    | 5%     | 2%    | 3%    | 5%      | 1%     | 5%       | 4%               | 3%             | 4%              | 4%      | 4%                    | 3%      |
|                                     |       | E      |       | E     | E       |        | E        |                  |                |                 |         |                       |         |
| My poor investment decisions        | 152   | 25     | 27    | 11    | 60      | 20     | 10       | 50               | 23             | 44              | 25      | 44                    | 108     |
|                                     | 7%    | 9%     | 11%   | 8%    | 8%      | 4%     | 7%       | 8%               | 6%             | 8%              | 9%      | 11%                   | 7%      |
|                                     |       | E      | E     | E     |         |        |          |                  |                |                 |         | L                     |         |
| My friends                          | 59    | 7      | 6     | 5     | 22      | 15     | 3        | 21               | 13             | 21              | 1       | 12                    | 47      |
|                                     | 3%    | 2%     | 3%    | 4%    | 3%      | 3%     | 2%       | 3%               | 3%             | 4%              | *       | 3%                    | 3%      |
|                                     |       |        |       |       |         |        |          | J                | J              | J               |         |                       |         |
| My parents                          | 39    | 6      | 7     | 5     | 10      | 10     | 2        | 20               | 7              | 8               | 3       | 9                     | 30      |
|                                     | 2%    | 2%     | 3%    | 3%    | 1%      | 2%     | 2%       | 3%               | 2%             | 1%              | 1%      | 2%                    | 2%      |
|                                     |       |        |       | D     |         |        |          |                  |                |                 |         |                       |         |
| My kids                             | 48    | 1      | 8     | 5     | 19      | 11     | 4        | 10               | 5              | 19              | 10      | 48                    | -       |
|                                     | 2%    | *      | 4%    | 4%    | 2%      | 2%     | 3%       | 2%               | 1%             | 3%              | 4%      | 12%                   | -       |
|                                     |       |        | A     | A     |         |        | A        |                  |                |                 |         | L                     |         |
| Get-rich-quick schemes              | 40    | 8      | 7     | 6     | 14      | 3      | 3        | 13               | 6              | 14              | 5       | 8                     | 32      |
|                                     | 2%    | 3%     | 3%    | 4%    | 2%      | 1%     | 2%       | 2%               | 2%             | 3%              | 2%      | 2%                    | 2%      |
|                                     |       | E      | E     | E     |         |        | E        |                  |                |                 |         |                       |         |
| Everyday living costs               | 555   | 70     | 70    | 34    | 224     | 113    | 44       | 185              | 112            | 139             | 60      | 119                   | 437     |
|                                     | 27%   | 25%    | 30%   | 26%   | 28%     | 23%    | 31%      | 28%              | 29%            | 25%             | 22%     | 29%                   | 26%     |
|                                     |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |
| Other                               | 157   | 13     | 19    | 9     | 59      | 48     | 9        | 57               | 32             | 42              | 11      | 21                    | 136     |
|                                     | 8%    | 5%     | 8%    | 6%    | 7%      | 10%    | 6%       | 9%               | 8%             | 8%              | 4%      | 5%                    | 8%      |
|                                     |       |        |       |       |         | A      |          | J                |                |                 |         |                       |         |
| Sigma                               | 3521  | 473    | 459   | 242   | 1364    | 727    | 256      | 1104             | 683            | 988             | 430     | 827                   | 2694    |
|                                     | 170%  | 168%   | 198%  | 180%  | 172%    | 150%   | 182%     | 169%             | 176%           | 180%            | 155%    | 199%                  | 163%    |
|                                     |       |        |       |       |         |        |          |                  |                |                 |         |                       |         |

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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