

Thinking about the past 12 months, which of the following apply to you personally?

		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)	1000	121	101	100	353	232	93	255	186	238	201	242	758
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	288	196	221	165	223	777
Lost my job	95	19	10	6	34	19	6	35	19	15	11	25	70
	9%	15%	9%	9%	9%	8%	9%	12%	10%	7%	6%	11%	9%
	*	*	*	*			*						
Training/New Job (Net)	138	27	20	7	45	31	9	48	20	39	22	44	94
	14%	20%	18%	11%	12%	13%	13%	17%	10%	18%	13%	20%	12%
		D*	*	*			*					L	
Got a new job	80	17	9	6	23	18	7	27	9	24	13	21	58
	8%	12%	8%	10%	6%	8%	10%	9%	5%	11%	8%	10%	8%
		*	*	*			*						
Started a second or third job	43	9	8	1	13	9	3	14	7	12	6	13	31
	4%	7%	7%	2%	3%	4%	5%	5%	4%	6%	4%	6%	4%
		*	*	*			*						
Retrained for a new career or pursued further training for my current job	50	9	10	2	15	12	2	17	8	11	9	22	27
	5%	7%	9%	3%	4%	5%	4%	6%	4%	5%	6%	10%	3%
		*	*	*			*					L	
Cut Spending (Net)	514	62	80	32	215	100	25	150	98	117	78	112	402
	51%	46%	71%	51%	56%	42%	38%	52%	50%	53%	47%	51%	52%
		*	ACDEF*	*	EF		*						
Reduced non-essential spending on things like entertainment or travel	432	54	70	22	179	85	22	117	84	95	73	83	349
	43%	40%	62%	36%	47%	36%	33%	41%	43%	43%	44%	37%	45%
		*	ACDEF*	*	EF		*						
Reduced spending on essentials like food or clothing in order to pay for other essential needs	201	22	33	16	77	43	10	83	35	39	20	44	157
	20%	17%	29%	26%	20%	18%	15%	29%	18%	17%	12%	20%	20%
		*	F*	*			*	HIJ					
Sold off possessions to help pay the bills	97	15	17	7	36	17	4	45	15	22	8	27	69
	10%	11%	15%	12%	9%	7%	6%	15%	8%	10%	5%	12%	9%
		*	*	*			*	HJ					
Worked from home for an extended period of time	175	32	16	10	69	41	7	31	28	43	61	56	119
	18%	24%	14%	17%	18%	17%	11%	11%	14%	20%	37%	25%	15%
		F*	*	*			*			G	GHI	L	
Gained weight	296	42	28	18	128	60	20	90	56	71	47	74	222
	30%	31%	25%	29%	33%	25%	30%	31%	29%	32%	28%	33%	29%
		*	*	*			*						
In Better Shape (Net)	332	45	41	16	133	81	16	103	68	71	50	61	271
	33%	33%	37%	27%	34%	34%	24%	36%	35%	32%	30%	28%	35%
		*	*	*			*						
Lost weight	213	25	31	9	81	56	12	76	38	41	32	44	169
	21%	19%	27%	15%	21%	23%	18%	26%	19%	18%	19%	20%	22%
		*	*	*			*						
Spent more time being physically active	190	26	19	14	80	41	9	43	43	43	33	32	159
	19%	20%	17%	23%	21%	17%	14%	15%	22%	19%	20%	14%	20%
		*	*	*			*						
Started or ended a romantic relationship.	75	17	10	7	23	14	3	33	15	17	6	22	53
	8%	13%	9%	11%	6%	6%	5%	11%	8%	7%	3%	10%	7%
		D*	*	*			*	J					
Mental Health, Addition And Alcohol (Net)	371	56	50	23	142	76	25	131	61	79	57	96	276
	37%	42%	44%	37%	37%	32%	37%	45%	31%	36%	34%	43%	35%
		*	*	*			*	HJ					
Consumed more alcohol	148	24	16	8	58	34	8	49	19	39	28	41	108
	15%	18%	14%	14%	15%	14%	11%	17%	10%	18%	17%	18%	14%
		*	*	*			*			H			
Struggled with addiction	72	20	8	6	24	11	4	33	10	16	5	20	52
	7%	15%	7%	9%	6%	4%	6%	11%	5%	7%	3%	9%	7%
		DE*	*	*			*	J					
Struggled with my mental health	278	46	37	15	115	47	18	106	45	56	41	69	209
	28%	35%	33%	24%	30%	20%	27%	37%	23%	25%	25%	31%	27%
		E*	E*	*	E		*	HIJ					
None of the above	157	17	12	9	55	48	17	34	43	27	30	23	133
	16%	12%	10%	14%	14%	20%	25%	12%	22%	12%	18%	10%	17%
		*	*	*			ABD*		GI				K
Sigma	2603	395	335	157	1009	555	152	833	473	571	422	617	1985
	260%	294%	296%	253%	262%	232%	227%	289%	242%	258%	255%	277%	255%

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 (*)

Thinking about your current situation, what is the greatest barrier to financial security for you and your family?

		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)	1000	121	101	100	353	232	93	255	186	238	201	242	758
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	288	196	221	165	223	777
Taxes	80	8	12	8	29	21	3	12	25	18	15	9	71
	8%	6%	10%	12%	8%	9%	4%	4%	13%	8%	9%	4%	9%
		*	*	*			*		G		G		K
Debt (Net)	93	9	17	9	26	25	7	35	17	18	16	20	73
	9%	7%	15%	14%	7%	10%	10%	12%	9%	8%	10%	9%	9%
		*	D*	D*			*						
Credit card debt	93	9	17	9	26	25	7	35	17	18	16	20	73
	9%	7%	15%	14%	7%	10%	10%	12%	9%	8%	10%	9%	9%
		*	D*	D*			*						
Low wages	76	9	7	4	31	18	6	27	17	18	9	14	61
	8%	7%	6%	6%	8%	8%	10%	9%	9%	8%	5%	6%	8%
		*	*	*			*						
Inability to find work	61	9	10	4	23	14	1	19	15	10	1	22	39
	6%	7%	9%	6%	6%	6%	2%	6%	8%	4%	1%	10%	5%
		*	*	*			*	J	J	J		L	
Housing costs (e.g. mortgage, rent)	124	28	14	5	53	18	6	41	20	27	24	45	79
	12%	21%	13%	8%	14%	8%	8%	14%	10%	12%	14%	20%	10%
		CEF*	*	*			*					L	
Healthcare costs	18	2	2	1	6	6	*	5	3	5	1	5	13
	2%	1%	2%	1%	2%	3%	1%	2%	1%	2%	1%	2%	2%
		*	*	*			*						
Paying for my kids' education	12	-	1	2	3	3	3	2	1	2	6	12	-
	1%	-	1%	4%	1%	1%	5%	1%	*	1%	4%	6%	-
		*	*	A*			AD*				GH	L	
Looking after an elderly parent or loved one	26	7	-	2	7	9	1	7	4	6	5	5	21
	3%	5%	-	3%	2%	4%	2%	2%	2%	3%	3%	2%	3%
		*	*	*			*						
Groceries/food costs	117	8	13	3	56	29	8	54	22	15	14	26	91
	12%	6%	11%	4%	15%	12%	12%	19%	11%	7%	8%	11%	12%
		*	*	*	AC		*	IJ					
Transportation (e.g. gas prices, auto expenses, etc.)	22	3	5	3	6	2	3	12	2	5	2	4	17
	2%	2%	4%	5%	2%	1%	5%	4%	1%	2%	1%	2%	2%
		*	*	DE*			E*						
Ability to save	112	12	8	10	48	26	8	36	22	22	16	26	86
	11%	9%	7%	16%	12%	11%	12%	13%	11%	10%	9%	11%	11%
		*	*	*			*						
No barriers, I/we already have financial security	229	38	21	10	79	62	19	27	42	67	53	27	201
	23%	29%	19%	15%	21%	26%	28%	10%	21%	30%	32%	12%	26%
		*	*	*			*		G	G	GH		K
Sigma	969	133	111	59	368	232	66	278	189	213	162	216	753
	97%	99%	98%	96%	96%	97%	98%	96%	96%	97%	98%	97%	97%

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 (*)