

Which of the following have you done in 2022 in order to deal with the higher cost of living due to inflation?

|                                                              | 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)                                | 1001   | 124  | 105  | 105   | 372     | 183    | 112      | 292              | 152            | 240             | 205     | 248                   | 753     |
| Base: All Respondents (wtd)                                  | 1001   | 134  | 113  | 62    | 385     | 239    | 67       | 345              | 156            | 204             | 181     | 226                   | 775     |
| Cutting back on entertainment                                | 458    | 68   | 56   | 32    | 174     | 100    | 29       | 162              | 66             | 104             | 75      | 103                   | 355     |
|                                                              | 46%    | 51%  | 50%  | 51%   | 45%     | 42%    | 43%      | 47%              | 42%            | 51%             | 41%     | 46%                   | 46%     |
|                                                              | *      | *    | *    | *     |         |        | *        |                  |                |                 |         |                       |         |
| Cutting back on dining out                                   | 545    | 75   | 58   | 36    | 210     | 124    | 42       | 208              | 76             | 111             | 98      | 117                   | 427     |
|                                                              | 54%    | 56%  | 51%  | 58%   | 55%     | 52%    | 63%      | 60%              | 49%            | 54%             | 54%     | 52%                   | 55%     |
|                                                              | *      | *    | *    | *     |         |        | *        | H                |                |                 |         |                       |         |
| Cutting back on travel outside the country                   | 329    | 46   | 46   | 25    | 125     | 67     | 19       | 117              | 49             | 66              | 62      | 77                    | 252     |
|                                                              | 33%    | 35%  | 41%  | 41%   | 32%     | 28%    | 28%      | 34%              | 31%            | 32%             | 34%     | 34%                   | 33%     |
|                                                              | *      | E*   | E*   |       |         |        | *        |                  |                |                 |         |                       |         |
| Cutting back on travel inside the country                    | 312    | 36   | 49   | 23    | 124     | 59     | 21       | 122              | 39             | 67              | 54      | 64                    | 248     |
|                                                              | 31%    | 27%  | 44%  | 37%   | 32%     | 25%    | 32%      | 35%              | 25%            | 33%             | 30%     | 28%                   | 32%     |
|                                                              | *      | ADE* | *    |       |         |        | *        |                  |                |                 |         |                       |         |
| More car pooling/fewer car trips                             | 183    | 28   | 16   | 11    | 86      | 28     | 15       | 53               | 27             | 40              | 40      | 46                    | 137     |
|                                                              | 18%    | 21%  | 14%  | 18%   | 22%     | 12%    | 22%      | 15%              | 17%            | 20%             | 22%     | 20%                   | 18%     |
|                                                              |        | E*   | *    | *     | E       |        | E*       |                  |                |                 |         |                       |         |
| Cutting back on organized sports for my kids                 | 38     | 8    | 7    | 1     | 13      | 6      | 3        | 9                | 3              | 13              | 10      | 38                    | -       |
|                                                              | 4%     | 6%   | 7%   | 1%    | 3%      | 3%     | 4%       | 3%               | 2%             | 6%              | 5%      | 17%                   | -       |
|                                                              | *      | *    | *    | *     |         |        | *        |                  |                |                 |         | L                     |         |
| Switched my regular grocery store for one I think is cheaper | 263    | 29   | 28   | 17    | 122     | 50     | 16       | 87               | 40             | 60              | 43      | 77                    | 185     |
|                                                              | 26%    | 22%  | 25%  | 28%   | 32%     | 21%    | 23%      | 25%              | 26%            | 29%             | 24%     | 34%                   | 24%     |
|                                                              | *      | *    | *    | E     |         |        | *        |                  |                |                 |         | L                     |         |
| Looking at flyers for sales                                  | 506    | 60   | 58   | 34    | 193     | 127    | 34       | 197              | 71             | 101             | 74      | 108                   | 398     |
|                                                              | 51%    | 45%  | 52%  | 54%   | 50%     | 53%    | 51%      | 57%              | 45%            | 50%             | 41%     | 48%                   | 51%     |
|                                                              | *      | *    | *    | *     |         |        | *        | HJ               |                |                 |         |                       |         |
| Using a couponing or sale app to save money                  | 314    | 38   | 37   | 17    | 145     | 57     | 21       | 120              | 49             | 64              | 47      | 76                    | 238     |
|                                                              | 31%    | 29%  | 33%  | 27%   | 37%     | 24%    | 31%      | 35%              | 31%            | 31%             | 26%     | 34%                   | 31%     |
|                                                              | *      | *    | *    | E     |         |        | *        |                  |                |                 |         |                       |         |
| Eating less meat                                             | 241    | 34   | 27   | 15    | 97      | 55     | 12       | 107              | 31             | 45              | 31      | 50                    | 191     |
|                                                              | 24%    | 26%  | 24%  | 25%   | 25%     | 23%    | 18%      | 31%              | 20%            | 22%             | 17%     | 22%                   | 25%     |
|                                                              | *      | *    | *    | *     |         |        | *        | HJ               |                |                 |         |                       |         |
| Buying fewer fresh fruits and vegetables                     | 217    | 17   | 32   | 18    | 97      | 34     | 20       | 92               | 23             | 51              | 27      | 50                    | 167     |
|                                                              | 22%    | 12%  | 28%  | 28%   | 25%     | 14%    | 30%      | 27%              | 15%            | 25%             | 15%     | 22%                   | 22%     |
|                                                              | *      | AE*  | AE*  | AE    |         |        | AE*      | HJ               |                | HJ              |         |                       |         |
| Putting off purchases like new clothing, etc.                | 467    | 50   | 54   | 30    | 201     | 102    | 31       | 192              | 65             | 95              | 59      | 113                   | 354     |
|                                                              | 47%    | 37%  | 48%  | 48%   | 52%     | 43%    | 46%      | 56%              | 42%            | 46%             | 33%     | 50%                   | 46%     |
|                                                              | *      | *    | *    | A     |         |        | *        | HJ               |                | J               |         |                       |         |
| Telling my kids "no" more often                              | 72     | 6    | 6    | 6     | 33      | 15     | 7        | 21               | 9              | 18              | 15      | 72                    | -       |
|                                                              | 7%     | 4%   | 5%   | 9%    | 8%      | 6%     | 11%      | 6%               | 6%             | 9%              | 8%      | 32%                   | -       |
|                                                              | *      | *    | *    | *     |         |        | *        |                  |                |                 |         | L                     |         |
| Using money I was setting aside for retirement               | 131    | 18   | 19   | 10    | 49      | 26     | 9        | 52               | 22             | 23              | 19      | 33                    | 98      |
|                                                              | 13%    | 13%  | 17%  | 16%   | 13%     | 11%    | 14%      | 15%              | 14%            | 11%             | 10%     | 15%                   | 13%     |
|                                                              | *      | *    | *    | *     |         |        | *        |                  |                |                 |         |                       |         |
| Delayed or did not renew a medical prescription              | 79     | 10   | 10   | 6     | 37      | 10     | 6        | 35               | 6              | 18              | 9       | 27                    | 52      |
|                                                              | 8%     | 7%   | 9%   | 10%   | 10%     | 4%     | 9%       | 10%              | 4%             | 9%              | 5%      | 12%                   | 7%      |
|                                                              | *      | *    | *    | E     |         |        | *        | H                |                |                 |         | L                     |         |
| None of the above                                            | 143    | 27   | 18   | 7     | 44      | 38     | 9        | 35               | 24             | 24              | 30      | 22                    | 121     |
|                                                              | 14%    | 20%  | 16%  | 12%   | 12%     | 16%    | 13%      | 10%              | 16%            | 12%             | 17%     | 10%                   | 16%     |
|                                                              |        | D*   | *    | *     |         |        | *        |                  |                |                 |         | K                     |         |
| Sigma                                                        | 4298   | 551  | 522  | 288   | 1747    | 897    | 293      | 1609             | 602            | 899             | 692     | 1074                  | 3223    |
|                                                              | 429%   | 411% | 462% | 463%  | 453%    | 375%   | 437%     | 466%             | 385%           | 441%            | 382%    | 475%                  | 416%    |