

By how much has your weekly grocery bill increased, if at all, in the last 6 months:

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Grocery bill increase by \$0-\$50	383	52	47	23	139
	38%	39%	42%	37%	36%
		*	*	*	
\$51-\$100	229	25	28	16	91
	23%	19%	25%	27%	24%
		*	*	*	
\$101-\$150	58	9	5	3	21
	6%	7%	4%	4%	5%
		*	*	*	
\$151-\$200	69	9	7	1	29
	7%	7%	7%	2%	8%
		*	*	*	
\$201+	81	18	13	6	31
	8%	14%	11%	10%	8%
		E*	E*	E*	E
My grocery bill hasn't increased in the last 6 months	179	20	13	13	73
	18%	15%	11%	20%	19%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
97	25	109	84	98	72	70	314
40%	37%	33%	44%	41%	41%	29%	41%
	*		G				K
57	11	57	39	74	41	68	161
24%	17%	17%	21%	31%	24%	29%	21%
	*			GH		L	
14	6	19	12	11	14	19	39
6%	10%	6%	6%	4%	8%	8%	5%
	*						
17	5	30	8	14	14	22	47
7%	7%	9%	4%	6%	8%	9%	6%
	*						
8	5	25	15	20	17	33	49
3%	7%	8%	8%	8%	10%	14%	6%
	*					L	
46	15	90	32	24	17	25	154
19%	22%	27%	17%	10%	10%	11%	20%
	*	HIJ					K
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

Which of the following have you done in 2023 in order to deal with the higher cost of living due to inflation?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Cutting back on entertainment	418	67	41	18	153
	42%	50%	37%	28%	40%
		C*	*	*	
Cutting back on dining out	481	80	58	23	177
	48%	60%	51%	37%	46%
		CDE*	*	*	
Cutting back on travel outside the country	239	40	34	17	86
	24%	30%	30%	27%	22%
		*	*	*	
Cutting back on travel inside the country	249	42	24	11	93
	25%	31%	21%	17%	24%
		C*	*	*	
More car pooling/fewer car trips	121	25	11	6	47
	12%	19%	10%	9%	12%
		E*	*	*	
Cutting back on organized sports for my kids	35	1	5	2	16
	4%	1%	4%	4%	4%
		*	*	*	
Switched my regular grocery store for one I think is cheaper	249	40	29	13	97
	25%	30%	26%	21%	25%
		*	*	*	
Looking at flyers for sales	477	69	57	29	176
	48%	51%	51%	47%	46%
		*	*	*	
Using a couponing or sale app to save money	282	39	30	14	112
	28%	29%	27%	23%	29%
		*	*	*	
Eating less meat	286	51	20	17	104
	29%	38%	18%	27%	27%
		BD*	*	*	
Pausing on saving for retirement	153	26	24	11	60
	15%	19%	21%	17%	16%

		*	EF*	*	
Dipped into my personal savings to make ends meet	217	31	35	11	88
	22%	23%	31%	17%	23%
		*	EF*	*	
Considered moving somewhere with a lower cost of living than where I live now	124	21	18	3	60
	12%	16%	16%	5%	16%
		CE*	CE*	*	CE
Buying fewer fresh fruits and vegetables	285	39	45	19	107
	29%	29%	40%	31%	28%
		*	DE*	*	
Putting off purchases like new clothing, etc.	400	54	40	31	156
	40%	40%	36%	50%	40%
		*	*	*	
Telling my kids "no" more often	72	5	5	7	35
	7%	4%	5%	11%	9%
		*	*	A*	
Using money I was setting aside for retirement	146	30	21	6	64
	15%	22%	18%	10%	17%
		EF*	EF*	*	EF
Delayed or did not renew a medical prescription	90	11	20	3	26
	9%	8%	18%	5%	7%
		*	CDE*	*	
Accessing food banks	104	10	14	3	51
	10%	7%	12%	5%	13%
		*	*	*	E
Made purchases through micro payments rather than a one-time payment	74	10	2	4	41
	7%	8%	2%	6%	11%
		*	*	*	BE
None of the above	103	18	12	8	28
	10%	13%	11%	13%	7%
		*	*	*	
Sigma	4606	707	546	255	1777
	461%	528%	483%	412%	461%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
111	28	114	84	125	70	102	316
47%	42%	35%	44%	52%	40%	43%	41%
C	*			GJ			
103	42	139	96	138	82	111	371
43%	62%	42%	50%	58%	47%	47%	49%
	CDE*			GJ			
50	12	76	45	73	34	66	173
21%	17%	23%	23%	30%	19%	28%	23%
	*			J			
59	21	65	54	80	39	62	187
25%	32%	20%	28%	33%	22%	26%	25%
	C*			GJ			
23	9	44	23	26	18	34	87
10%	14%	13%	12%	11%	10%	14%	11%
	*						
11	1	12	3	12	7	35	-
5%	2%	4%	1%	5%	4%	15%	-
	*					L	
53	17	79	43	70	44	69	180
22%	26%	24%	23%	29%	25%	29%	24%
	*						
111	36	147	84	134	83	111	367
46%	54%	44%	44%	56%	47%	47%	48%
	*			GH			
70	16	75	60	78	47	74	207
29%	25%	23%	31%	32%	26%	31%	27%
	*			G			
74	19	102	59	63	43	52	234
31%	29%	31%	31%	26%	24%	22%	31%
B	*						K
26	6	56	27	38	26	43	110
11%	9%	17%	14%	16%	15%	18%	14%

	*						
41	11	73	49	52	33	66	152
17%	16%	22%	25%	22%	19%	28%	20%
	*					L	
17	5	52	24	22	16	30	94
7%	8%	16%	12%	9%	9%	13%	12%
	*	IJ					
51	24	106	60	67	36	64	222
21%	36%	32%	31%	28%	20%	27%	29%
	E*	J	J				
93	26	117	71	111	69	110	289
39%	39%	36%	37%	46%	39%	47%	38%
	*			G		L	
15	6	20	8	27	14	72	-
6%	8%	6%	4%	11%	8%	30%	-
	*			H		L	
21	5	46	41	34	20	40	106
9%	7%	14%	22%	14%	11%	17%	14%
	*		J				
20	10	34	22	18	8	28	62
8%	15%	10%	11%	7%	4%	12%	8%
	D*	J	J				
16	11	72	9	12	5	27	77
6%	16%	22%	5%	5%	3%	11%	10%
	CE*	HIJ					
13	4	24	15	18	17	31	43
5%	6%	7%	8%	7%	9%	13%	6%
	*					L	
30	7	30	12	24	24	11	92
12%	11%	9%	6%	10%	13%	5%	12%
D	*				H		K
1005	316	1483	887	1221	735	1237	3369
421%	472%	450%	464%	508%	418%	522%	442%

How concerned are you about the following? - That inflation will make everyday things less affordable for you

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	811	113	102	50	331
	81%	84%	90%	81%	86%
		E*	EF*	*	EF
Very concerned	397	63	48	25	176
	40%	47%	43%	40%	46%
		E*	E*	E*	E
Somewhat concerned	415	50	53	26	154
	41%	37%	47%	41%	40%
		*	*	*	
Bottom 2 Box (Net)	189	21	11	12	54
	19%	16%	10%	19%	14%
		*	*	*	
Not very concerned	132	16	9	6	35
	13%	12%	8%	9%	9%
		*	*	*	
Not at all concerned	57	5	3	6	19
	6%	4%	2%	10%	5%
		*	*	B*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

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		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
166	50	284	157	191	127	206	605
69%	75%	86%	82%	80%	72%	87%	79%
	*	J	J			L	
57	27	152	77	91	54	113	284
24%	41%	46%	40%	38%	31%	48%	37%
	E*	J				L	
108	23	132	80	100	73	94	321
45%	34%	40%	42%	42%	42%	40%	42%
	*						
73	17	46	34	49	49	31	158
31%	25%	14%	18%	20%	28%	13%	21%
ABD	BD*				GH		K
51	15	31	28	35	30	22	109
21%	22%	10%	15%	15%	17%	9%	14%
ABCD	BCD*				G		
22	2	14	6	14	18	8	48
9%	3%	4%	3%	6%	11%	3%	6%
B	*				GH		
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you might not have enough money to feed your family

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	547	74	60	33	240
	55%	55%	53%	53%	62%
		*	*	*	E
Very concerned	230	32	26	15	114
	23%	24%	23%	25%	30%
		E*	E*	E*	EF
Somewhat concerned	317	42	34	18	127
	32%	32%	30%	29%	33%
		*	*	*	
Bottom 2 Box (Net)	453	60	53	29	145
	45%	45%	47%	47%	38%
		*	*	*	
Not very concerned	287	36	36	17	88
	29%	27%	32%	27%	23%
		*	*	*	
Not at all concerned	166	24	17	12	57
	17%	18%	15%	19%	15%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
104	36	218	104	122	69	161	387
43%	54%	66%	54%	51%	39%	68%	51%
	*	HIJ	J	J		L	
32	11	99	48	45	23	73	157
13%	17%	30%	25%	19%	13%	31%	21%
	*	IJ	J			L	
72	25	120	56	77	46	88	230
30%	37%	36%	29%	32%	26%	37%	30%
	*	J					
135	31	111	87	118	107	76	376
57%	46%	34%	46%	49%	61%	32%	49%
D	*		G	G	GHI		K
92	18	83	57	72	60	55	232
38%	27%	25%	30%	30%	34%	23%	30%
AD	*				G		
44	12	29	31	46	47	21	145
18%	18%	9%	16%	19%	27%	9%	19%
	*		G	G	GH		K
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you might not be able to afford gasoline

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	564	64	71	31	229
	56%	48%	63%	50%	59%
		*	*	*	
Very concerned	202	28	25	13	83
	20%	21%	22%	22%	22%
		*	*	*	
Somewhat concerned	362	37	46	18	146
	36%	27%	41%	29%	38%
		*	*	*	
Bottom 2 Box (Net)	436	69	42	31	156
	44%	52%	37%	50%	41%
		*	*	*	
Not very concerned	255	46	27	13	79
	25%	34%	24%	20%	21%
		D*	*	*	
Not at all concerned	181	24	15	18	77
	18%	18%	14%	29%	20%
		*	*	BE*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
130	38	199	110	140	82	144	420
54%	57%	60%	57%	58%	47%	61%	55%
	*	J		J			
39	13	79	41	46	26	57	145
16%	20%	24%	22%	19%	15%	24%	19%
	*	J					
91	25	120	69	94	56	87	275
38%	37%	36%	36%	39%	32%	37%	36%
	*						
109	28	130	82	100	94	93	343
46%	43%	40%	43%	42%	53%	39%	45%
	*				GI		
73	18	65	55	64	53	56	198
31%	27%	20%	29%	27%	30%	24%	26%
D	*		G		G		
36	11	65	26	36	41	36	145
15%	16%	20%	14%	15%	23%	15%	19%
	*				HI		
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That interest rates will rise quicker than you can adjust

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	703	91	81	43	304
	70%	68%	72%	69%	79%
		*	E*	*	AEF
Very concerned	290	41	33	18	136
	29%	31%	29%	29%	35%
		E*	*	*	E
Somewhat concerned	412	50	48	25	167
	41%	37%	43%	40%	43%
		*	*	*	
Bottom 2 Box (Net)	297	43	32	19	81
	30%	32%	28%	31%	21%
		D*	*	*	
Not very concerned	209	30	24	12	59
	21%	23%	21%	19%	15%
		*	*	*	
Not at all concerned	88	13	8	8	23
	9%	9%	7%	12%	6%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
138	45	242	139	164	113	179	523
58%	68%	74%	72%	68%	64%	76%	69%
	*	J					
46	16	97	60	68	45	93	197
19%	24%	29%	31%	28%	26%	39%	26%
	*					L	
93	29	145	79	97	68	86	326
39%	43%	44%	41%	40%	39%	36%	43%
	*						
101	22	87	53	76	63	58	240
42%	32%	26%	28%	32%	36%	24%	31%
BD	D*				G		
73	12	57	45	53	40	43	166
31%	18%	17%	24%	22%	23%	18%	22%
DF	*						
28	9	31	7	23	22	15	73
12%	14%	9%	4%	9%	13%	6%	10%
D	D*	H		H	H		
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That economic troubles will impact your retirement plans

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	704	91	98	47	276
	70%	68%	87%	76%	72%
		*	ADEF*	E*	E
Very concerned	337	48	47	19	137
	34%	36%	41%	30%	36%
		*	E*	*	
Somewhat concerned	367	42	52	29	138
	37%	32%	46%	46%	36%
		*	*	*	
Bottom 2 Box (Net)	296	43	15	15	110
	30%	32%	13%	24%	28%
		B*	*	*	B
Not very concerned	196	25	8	9	80
	20%	19%	7%	15%	21%
		B*	*	*	B
Not at all concerned	100	18	7	5	30
	10%	13%	6%	8%	8%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
148	44	235	142	163	116	184	520
62%	66%	71%	74%	68%	66%	78%	68%
	*					L	
67	19	121	70	78	47	95	242
28%	28%	37%	37%	32%	26%	40%	32%
	*	J	J			L	
81	26	115	72	86	69	89	278
34%	38%	35%	38%	36%	39%	38%	36%
	*						
91	23	94	49	77	60	53	243
38%	34%	29%	26%	32%	34%	22%	32%
BCD	B*						K
59	14	63	36	48	38	40	156
25%	21%	19%	19%	20%	21%	17%	20%
B	B*						
31	9	31	13	28	23	13	87
13%	13%	9%	7%	12%	13%	5%	11%
D	*						K
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you may lose your job if the economy does not improve

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	429	52	44	28	197
	43%	39%	39%	46%	51%
		*	*	*	AEF
Very concerned	167	26	9	11	93
	17%	19%	8%	18%	24%
		BE*	*	BE*	BEF
Somewhat concerned	262	26	35	17	103
	26%	19%	31%	27%	27%
		*	*	*	
Bottom 2 Box (Net)	571	82	69	34	188
	57%	61%	61%	54%	49%
		D*	*	*	
Not very concerned	277	30	37	15	91
	28%	23%	32%	24%	24%
		*	*	*	
Not at all concerned	293	52	32	19	98
	29%	39%	28%	30%	25%
		D*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
85	23	163	91	87	64	125	304
36%	35%	49%	47%	36%	36%	53%	40%
	*	IJ	IJ			L	
22	7	66	32	38	22	49	119
9%	10%	20%	17%	16%	12%	21%	16%
	*	J					
64	17	97	59	49	42	77	185
27%	25%	30%	31%	20%	24%	32%	24%
	*	I	I			L	
154	44	167	101	153	112	112	459
64%	65%	51%	53%	64%	64%	47%	60%
D	D*			GH	GH		K
82	23	85	48	81	50	67	211
34%	34%	26%	25%	34%	28%	28%	28%
AD	*						
72	21	82	53	72	63	45	249
30%	32%	25%	28%	30%	36%	19%	33%
	*				G		K
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That economic hardship will mean that you have to delay fut

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	688	87	75	40	287
	69%	65%	66%	65%	75%
		*	*	*	E
Very concerned	294	33	35	20	135
	29%	25%	31%	33%	35%
		*	*	*	E
Somewhat concerned	393	54	39	20	152
	39%	40%	35%	32%	39%
		*	*	*	
Bottom 2 Box (Net)	312	46	38	22	98
	31%	35%	34%	35%	25%
		*	*	*	
Not very concerned	196	31	26	12	62
	20%	23%	23%	20%	16%
		*	*	*	
Not at all concerned	117	16	12	9	36
	12%	12%	11%	15%	9%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

ure plans or life projects like buying a home, starting a family, traveling, etc.

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
149	49	232	137	167	115	187	500
62%	73%	70%	72%	69%	66%	79%	66%
	*					L	
53	18	122	62	56	40	91	204
22%	26%	37%	32%	23%	23%	38%	27%
	*	IJ				L	
96	31	110	75	111	75	97	297
40%	47%	33%	39%	46%	43%	41%	39%
	*			G			
90	18	98	54	73	61	50	263
38%	27%	30%	28%	31%	34%	21%	34%
D	*						K
54	10	67	36	46	35	33	163
23%	15%	20%	19%	19%	20%	14%	21%
	*						K
35	8	31	19	27	25	17	100
15%	12%	9%	10%	11%	14%	7%	13%
	*						K
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That "shrinkflation" will continue, where items will be reduce

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	845	115	100	50	329
	84%	86%	89%	80%	86%
		*	*	*	
Very concerned	432	79	54	30	166
	43%	59%	48%	48%	43%
		DEF*	E*	E*	E
Somewhat concerned	412	36	46	20	163
	41%	27%	41%	32%	42%
		*	*	*	A
Bottom 2 Box (Net)	155	19	13	12	56
	16%	14%	11%	20%	14%
		*	*	*	
Not very concerned	115	16	8	9	41
	11%	12%	7%	14%	11%
		*	*	*	
Not at all concerned	41	2	5	4	15
	4%	2%	4%	6%	4%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

ed in size, quantity, or quality while prices will remain the same or increase

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
194	56	271	167	211	144	202	642
81%	84%	82%	87%	88%	82%	85%	84%
	*						
77	26	147	86	96	75	112	320
32%	39%	45%	45%	40%	42%	47%	42%
	*						
117	30	124	81	115	69	91	322
49%	45%	38%	42%	48%	39%	38%	42%
AC	A*			G			
45	11	59	24	29	32	35	121
19%	16%	18%	13%	12%	18%	15%	16%
	*						
33	8	42	22	24	22	28	87
14%	11%	13%	11%	10%	13%	12%	11%
	*						
12	3	17	3	6	10	7	34
5%	5%	5%	1%	2%	6%	3%	4%
	*				H		
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you won't be able to pay your full credit card bill

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	540	57	72	32	235
	54%	42%	64%	52%	61%
		*	AE*	*	AE
Very concerned	233	28	24	20	110
	23%	21%	21%	32%	28%
		*	*	E*	E
Somewhat concerned	307	29	48	12	126
	31%	21%	43%	20%	33%
		*	ACE*	*	AC
Bottom 2 Box (Net)	460	77	41	30	150
	46%	58%	36%	48%	39%
		BD*	*	*	
Not very concerned	274	39	24	17	92
	27%	29%	21%	27%	24%
		*	*	*	
Not at all concerned	186	38	17	13	58
	19%	29%	15%	21%	15%
		BD*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
109	35	204	109	116	79	154	386
46%	52%	62%	57%	48%	45%	65%	51%
	*	IJ	J			L	
38	14	89	53	46	35	74	159
16%	21%	27%	28%	19%	20%	31%	21%
	*		I			L	
71	21	115	55	70	44	80	227
30%	31%	35%	29%	29%	25%	34%	30%
	*	J					
130	32	126	82	124	97	83	377
54%	48%	38%	43%	52%	55%	35%	49%
BD	*			G	GH		K
86	17	78	54	69	55	59	215
36%	25%	24%	28%	29%	32%	25%	28%
BD	*						
44	16	48	28	55	41	24	162
19%	23%	15%	15%	23%	24%	10%	21%
	*			GH	GH		K
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you may have to use a line of credit to pay your credit card

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	503	55	65	32	217
	50%	41%	58%	52%	56%
		*	AE*	*	AE
Very concerned	191	27	19	12	91
	19%	20%	17%	19%	24%
		*	*	*	E
Somewhat concerned	312	28	46	21	126
	31%	21%	41%	33%	33%
		*	AE*	*	A
Bottom 2 Box (Net)	497	79	48	30	168
	50%	59%	42%	48%	44%
		BD*	*	*	
Not very concerned	276	30	28	14	96
	28%	22%	25%	23%	25%
		*	*	*	
Not at all concerned	221	49	20	16	72
	22%	36%	18%	25%	19%
		BDE*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

ard bill

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
99	34	196	96	112	69	145	358
41%	51%	60%	50%	46%	39%	61%	47%
	*	IJ	J			L	
31	10	73	42	40	30	67	124
13%	15%	22%	22%	17%	17%	28%	16%
	*					L	
68	24	123	54	72	39	78	234
28%	36%	37%	28%	30%	22%	33%	31%
	A*	J					
140	33	133	95	129	107	92	406
59%	49%	40%	50%	54%	61%	39%	53%
BD	*			G	GH		K
91	17	71	58	75	57	62	214
38%	25%	21%	30%	31%	32%	26%	28%
ABCDF	*		G	G	G		
49	16	63	37	54	50	30	192
20%	24%	19%	19%	22%	29%	12%	25%
	*				GH		K
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you can't absorb any unexpected costs of \$1,000 or more

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
Top 2 Box (Net)	668	82	83	39	276
	67%	62%	74%	63%	72%
		*	E*	*	E
Very concerned	308	39	43	19	136
	31%	29%	38%	31%	35%
		*	E*	*	E
Somewhat concerned	360	44	40	20	140
	36%	33%	35%	32%	36%
		*	*	*	
Bottom 2 Box (Net)	332	52	30	23	109
	33%	38%	26%	37%	28%
		*	*	*	
Not very concerned	206	27	22	13	70
	21%	20%	19%	21%	18%
		*	*	*	
Not at all concerned	125	25	8	10	39
	13%	19%	7%	16%	10%
		BD*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%

re

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
144	44	252	137	146	95	175	493
60%	66%	76%	72%	61%	54%	74%	65%
	*	IJ	IJ			L	
51	21	126	61	69	35	81	227
21%	31%	38%	32%	29%	20%	34%	30%
	*	IJ	J				
93	23	126	76	77	59	94	266
39%	35%	38%	40%	32%	34%	40%	35%
	*						
95	23	78	54	95	81	62	270
40%	34%	24%	28%	39%	46%	26%	35%
BD	*			GH	GH		K
62	13	57	33	56	43	38	168
26%	20%	17%	18%	23%	25%	16%	22%
D	*						
33	10	21	21	39	38	24	102
14%	15%	6%	11%	16%	21%	10%	13%
	*			G	GH		
239	67	330	191	240	176	237	763
100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - Top 2 Box Summary

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
That inflation will make everyday things less affordable for you	811	113	102	50	331
	81%	84%	90%	81%	86%
		E*	EF*	*	EF
That you might not have enough money to feed your family	547	74	60	33	240
	55%	55%	53%	53%	62%
		*	*	*	E
That you might not be able to afford gasoline	564	64	71	31	229
	56%	48%	63%	50%	59%
		*	*	*	
That interest rates will rise quicker than you can adjust	703	91	81	43	304
	70%	68%	72%	69%	79%
		*	E*	*	AEF
That economic troubles will impact your retirement plans	704	91	98	47	276
	70%	68%	87%	76%	72%
		*	ADEF*	E*	E
That you may lose your job if the economy does not improve	429	52	44	28	197
	43%	39%	39%	46%	51%
		*	*	*	AEF
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	688	87	75	40	287
	69%	65%	66%	65%	75%
		*	*	*	E
That "shrinkflation" will continue, where items will be reduced in size, quantity, or quality while prices will remain the same or increase	845	115	100	50	329
	84%	86%	89%	80%	86%
		*	*	*	
That you won't be able to pay your full credit card bill	540	57	72	32	235
	54%	42%	64%	52%	61%
		*	AE*	*	AE

That you may have to use a line of credit to pay your credit card bill	503	55	65	32	217
	50%	41%	58%	52%	56%
		*	AE*	*	AE
That you can't absorb any unexpected costs of \$1,000 or more	668	82	83	39	276
	67%	62%	74%	63%	72%
		*	E*	*	E

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
166	50	284	157	191	127	206	605
69%	75%	86%	82%	80%	72%	87%	79%
	*	J	J			L	
104	36	218	104	122	69	161	387
43%	54%	66%	54%	51%	39%	68%	51%
	*	HIJ	J	J		L	
130	38	199	110	140	82	144	420
54%	57%	60%	57%	58%	47%	61%	55%
	*	J		J			
138	45	242	139	164	113	179	523
58%	68%	74%	72%	68%	64%	76%	69%
	*	J					
148	44	235	142	163	116	184	520
62%	66%	71%	74%	68%	66%	78%	68%
	*					L	
85	23	163	91	87	64	125	304
36%	35%	49%	47%	36%	36%	53%	40%
	*	IJ	IJ			L	
149	49	232	137	167	115	187	500
62%	73%	70%	72%	69%	66%	79%	66%
	*					L	
194	56	271	167	211	144	202	642
81%	84%	82%	87%	88%	82%	85%	84%
	*						
109	35	204	109	116	79	154	386
46%	52%	62%	57%	48%	45%	65%	51%
	*	IJ	J			L	

99	34	196	96	112	69	145	358
41%	51%	60%	50%	46%	39%	61%	47%
	*	IJ	J			L	
144	44	252	137	146	95	175	493
60%	66%	76%	72%	61%	54%	74%	65%
	*	IJ	IJ			L	

How concerned are you about the following? - Bottom 2 Box Summary

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1000	114	97	83	365
Base: All Respondents (wtd)	1000	134	113	62	385
That inflation will make everyday things less affordable for you	189	21	11	12	54
	19%	16%	10%	19%	14%
		*	*	*	
That you might not have enough money to feed your family	453	60	53	29	145
	45%	45%	47%	47%	38%
		*	*	*	
That you might not be able to afford gasoline	436	69	42	31	156
	44%	52%	37%	50%	41%
		*	*	*	
That interest rates will rise quicker than you can adjust	297	43	32	19	81
	30%	32%	28%	31%	21%
		D*	*	*	
That economic troubles will impact your retirement plans	296	43	15	15	110
	30%	32%	13%	24%	28%
		B*	*	*	B
That you may lose your job if the economy does not improve	571	82	69	34	188
	57%	61%	61%	54%	49%
		D*	*	*	
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	312	46	38	22	98
	31%	35%	34%	35%	25%
		*	*	*	
That "shrinkflation" will continue, where items will be reduced in size, quantity, or quality while prices will remain the same or increase	155	19	13	12	56
	16%	14%	11%	20%	14%
		*	*	*	
That you won't be able to pay your full credit card bill	460	77	41	30	150
	46%	58%	36%	48%	39%
		BD*	*	*	

That you may have to use a line of credit to pay your credit card bill	497	79	48	30	168
	50%	59%	42%	48%	44%
		BD*	*	*	
That you can't absorb any unexpected costs of \$1,000 or more	332	52	30	23	109
	33%	38%	26%	37%	28%
		*	*	*	

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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		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
254	87	284	185	265	204	244	756
239	67	330	191	240	176	237	763
73	17	46	34	49	49	31	158
31%	25%	14%	18%	20%	28%	13%	21%
ABD	BD*				GH		K
135	31	111	87	118	107	76	376
57%	46%	34%	46%	49%	61%	32%	49%
D	*		G	G	GHI		K
109	28	130	82	100	94	93	343
46%	43%	40%	43%	42%	53%	39%	45%
	*				GI		
101	22	87	53	76	63	58	240
42%	32%	26%	28%	32%	36%	24%	31%
BD	D*				G		
91	23	94	49	77	60	53	243
38%	34%	29%	26%	32%	34%	22%	32%
BCD	B*						K
154	44	167	101	153	112	112	459
64%	65%	51%	53%	64%	64%	47%	60%
D	D*			GH	GH		K
90	18	98	54	73	61	50	263
38%	27%	30%	28%	31%	34%	21%	34%
D	*						K
45	11	59	24	29	32	35	121
19%	16%	18%	13%	12%	18%	15%	16%
	*						
130	32	126	82	124	97	83	377
54%	48%	38%	43%	52%	55%	35%	49%
BD	*			G	GH		K

140	33	133	95	129	107	92	406
59%	49%	40%	50%	54%	61%	39%	53%
BD	*			G	GH		K
95	23	78	54	95	81	62	270
40%	34%	24%	28%	39%	46%	26%	35%
BD	*			GH	GH		K