Which of the following have you done in 2023 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)	1000	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Cutting back on entertainment	476	48	50	36	164	123	56	104	101	127	121	136	341
	48%	47%	46%	50%	43%	53%	53%	45%	48%	49%	49%	51%	46%
				*		D							
Cutting back on dining out	561	54	64	38	202	130	73	125	119	156	134	149	413
	56%	53%	58%	54%	54%	56%	69%	54%	56%	61%	55%	56%	56%
				*			ADE						
Cutting back on travel outside the country	290	27	34	19	111	63	35	55	50	91	80	89	201
	29%	27%	31%	27%	29%	27%	32%	24%	24%	35%	33%	33%	27%
				*						GH	GH		
Cutting back on travel inside the country	292	25	32	20	107	68	41	68	53	82	75	80	212
	29%	24%	29%	28%	28%	29%	38%	29%	25%	32%	31%	30%	29%
				*			AD						
More car pooling/fewer car trips	144	14	11	16	59	28	19	34	26	40	39	50	97
	14%	14%	10%	23%	16%	12%	18%	15%	12%	16%	16%	19%	13%
				BE*								L	
Cutting back on organized sports for my kids	44	2	7	7	13	7	8	8	12	16	7	44	-
	4%	2%	6%	10%	3%	3%	7%	3%	6%	6%	3%	17%	-
				ADE*								L	
Switched my regular grocery store for one I think is cheaper	299	20	31	22	110	81	34	74	59	86	65	83	216
	30%	20%	28%	32%	29%	35%	32%	32%	28%	33%	26%	31%	29%
				*		A							
Looking at flyers for sales	533	60	57	44	184	116	73	132	114	132	124	125	408
	53%	59%	52%	62%	49%	50%	68%	57%	54%	51%	50%	47%	55%
				D*			BDE						K
Using a couponing or sale app to save money	317	28	40	28	111	75	38	74	64	87	77	100	221
	32%	28%	37%	40%	29%	32%	35%	32%	30%	34%	31%	38%	30%
				*								L	
Eating less meat	264	25	30	24	100	56	32	68	50	68	63	68	198
	26%	25%	27%	34%	26%	24%	30%	30%	23%	27%	26%	26%	27%
				*									
Pausing on saving for retirement	135	15	19	10	50	19	19	30	30	34	30	44	89
	13%	15%	18%	14%	13%	8%	18%	13%	14%	13%	12%	17%	12%
			E	*			E						
Dipped into my personal savings to make ends meet	250	30	35	24	86	38	37	63	58	64	53	74	177
	25%	30%	32%	34%	23%	16%	35%	28%	28%	25%	21%	28%	24%
		E	E	DE*			DE						
Considered moving somewhere with a lower cost of living than where I live now	154	19	16	9	66	24	21	46	27	41	33	46	109
	15%	18%	15%	13%	18%	10%	19%	20%	13%	16%	13%	17%	15%
				*	E		E	H					
Buying fewer fresh fruits and vegetables	258	29	35	21	98	30	48	70	52	58	65	59	203
	26%	28%	32%	30%	26%	13%	44%	30%	25%	23%	27%	22%	28%
		E	E	E*	E		ADE						
Putting off purchases like new clothing, etc.	427	44	49	34	158	94	48	108	83	111	99	125	303
	43%	43%	45%	48%	42%	41%	45%	47%	39%	43%	40%	47%	41%
				*									
Telling my kids "no" more often	82	5	13	8	31	18	7	11	22	20	28	82	-
	8%	5%	12%	12%	8%	8%	6%	5%	10%	8%	11%	31%	-
				*					G		G	L	
Using money I was setting aside for retirement	138	18	18	13	49	18	19	39	37	24	28	40	96
	14%	18%	17%	19%	13%	8%	18%	17%	17%	9%	11%	15%	13%
		E	E	E*	E		E	I	I				
Delayed or did not renew a medical prescription	100	10	12	7	42	13	18	26	26	24	22	26	76
	10%	10%	11%	10%	11%	6%	16%	11%	12%	9%	9%	10%	10%
				*	E		E						
Accessing food banks	96	10	8	13	41	14	11	50	18	21	6	37	60
	10%	10%	7%	18%	11%	6%	10%	22%	8%	8%	2%	14%	8%
				BE*				HIJ	J	J		L	
Made purchases through micro payments rather than a one-time payment	108	5	8	15	41	26	13	28	26	26	22	37	70
	11%	5%	7%	21%	11%	11%	12%	12%	12%	10%	9%	14%	10%
				ABDE*								L	
Putting off buying a home	117	9	13	10	50	26	9	35	24	23	26	37	80
	12%	9%	12%	15%	13%	11%	9%	15%	12%	9%	11%	14%	11%
				*				I					
None of the above	95	11	10	5	39	25	5	17	18	23	28	14	81
	10%	11%	9%	7%	10%	11%	5%	7%	9%	9%	11%	5%	11%
				*									K
	518%	498%	540%	598%	506%	471%	618%	551%	506%	526%	500%	582%	497%

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

		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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	813	85	100	62	313	162	90	199	169	214	187	229	583
	81%	83%	91%	88%	83%	70%	84%	87%	80%	83%	76%	86%	79%
		E	DE	E*	E		E	HJ				L	
Very concerned	429	44	59	35	175	70	50	125	93	109	82	118	314
	43%	43%	53%	49%	46%	30%	47%	54%	44%	42%	34%	45%	43%
		E	E	E*	E		E	HIJ	J				
Somewhat concerned	383	41	41	27	138	92	40	75	76	105	104	111	269
	38%	40%	37%	38%	36%	40%	37%	33%	36%	41%	43%	42%	37%
				*							G		
Bottom 2 Box (Net)	187	17	10	9	65	70	17	30	43	44	59	36	152
	19%	17%	9%	12%	17%	30%	16%	13%	20%	17%	24%	14%	21%
				*	B	ABCDF			G		G		K
Not very concerned	134	13	7	5	50	48	11	21	33	34	34	33	100
	13%	13%	7%	7%	13%	21%	10%	9%	16%	13%	14%	13%	14%
				*		BCDF			G				
Not at all concerned	54	4	3	4	15	22	6	9	10	10	24	3	51
	5%	4%	3%	6%	4%	9%	6%	4%	4%	4%	10%	1%	7%
				*		BD					GHI		K
	100%	100%	100%	100%	100%	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						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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	511	49	61	33	215	98	58	150	116	119	100	170	344
	51%	48%	55%	47%	57%	42%	54%	65%	55%	46%	41%	64%	47%
			E	*	E		E	HIJ	J			L	
Very concerned	233	19	32	18	98	38	30	74	55	55	36	84	151
	23%	19%	29%	26%	26%	17%	28%	32%	26%	21%	15%	32%	20%
			E	*	E		E	IJ	J			L	
Somewhat concerned	278	30	28	15	117	60	28	77	61	64	64	86	193
	28%	30%	26%	21%	31%	26%	26%	33%	29%	25%	26%	32%	26%
				*				I					
Bottom 2 Box (Net)	489	53	49	38	163	134	49	79	96	139	145	95	391
	49%	52%	45%	53%	43%	58%	46%	35%	45%	54%	59%	36%	53%
				*		BDF			G	G	GH		K
Not very concerned	293	29	31	19	101	82	29	57	64	75	84	73	217
	29%	28%	28%	27%	27%	35%	27%	25%	30%	29%	34%	28%	30%
				*		D					G		
Not at all concerned	197	24	19	19	62	52	20	23	32	64	61	22	174
	20%	24%	17%	27%	16%	22%	19%	10%	15%	25%	25%	8%	24%
				D*						GH	GH		K
	100%	100%	100%	100%	100%	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						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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	543	58	60	36	204	123	58	128	117	140	123	174	366
	54%	57%	54%	51%	54%	53%	54%	56%	55%	54%	50%	66%	50%
				*								L	
Very concerned	224	23	31	15	84	37	34	70	44	59	41	82	143
	22%	22%	29%	21%	22%	16%	32%	30%	21%	23%	17%	31%	19%
			E	*			DE	HJ				L	
Somewhat concerned	319	35	28	21	121	86	24	58	74	81	82	92	224
	32%	35%	26%	30%	32%	37%	22%	25%	35%	31%	33%	35%	30%
		F		*		BF			G				
Bottom 2 Box (Net)	457	44	50	35	174	109	49	102	94	118	122	91	369
	46%	43%	46%	49%	46%	47%	46%	44%	45%	46%	50%	34%	50%
				*									K
Not very concerned	285	22	34	20	108	72	33	55	59	83	73	71	217
	29%	21%	31%	27%	28%	31%	31%	24%	28%	32%	30%	27%	29%
				*						G			
Not at all concerned	172	22	17	15	66	37	16	47	35	35	50	21	152
	17%	21%	15%	21%	17%	16%	15%	20%	16%	14%	20%	8%	21%
				*				I					K
	100%	100%	100%	100%	100%	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						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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	710	75	77	55	275	145	85	164	158	194	161	216	497
	71%	74%	70%	78%	73%	62%	79%	71%	75%	75%	66%	81%	68%
		E		E*	E		E		J	J		L	
Very concerned	354	35	41	29	136	69	48	96	79	95	68	119	239
	35%	34%	38%	41%	36%	30%	45%	42%	37%	37%	28%	45%	33%
				*			E	J	J	J		L	
Somewhat concerned	355	40	36	26	138	76	37	68	79	98	93	97	258
	36%	40%	33%	37%	37%	33%	35%	29%	37%	38%	38%	37%	35%
				*						G	G		
Bottom 2 Box (Net)	290	27	33	16	103	87	22	66	54	64	84	49	238
	29%	26%	30%	22%	27%	38%	21%	29%	25%	25%	34%	19%	32%
				*		ACDF					HI		K
Not very concerned	177	19	22	7	65	46	16	42	35	37	47	40	135
	18%	18%	20%	9%	17%	20%	15%	18%	16%	14%	19%	15%	18%
				*		C							
Not at all concerned	114	8	10	9	38	41	6	24	19	27	37	9	103
	11%	8%	9%	13%	10%	18%	6%	10%	9%	10%	15%	4%	14%
				*		ABDF							K
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

		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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	694	69	89	51	271	136	78	163	156	182	156	207	487
	69%	68%	81%	72%	72%	59%	73%	71%	74%	70%	64%	78%	66%
			ADE	*	E		E		J			L	
Very concerned	327	31	38	29	133	55	43	87	74	86	67	104	225
	33%	31%	35%	41%	35%	24%	40%	38%	35%	33%	27%	39%	31%
			E	E*	E		E	J				L	
Somewhat concerned	367	38	51	22	138	82	35	76	82	96	89	103	261
	37%	37%	46%	31%	36%	35%	32%	33%	39%	37%	36%	39%	36%
			CF	*									
Bottom 2 Box (Net)	306	33	21	20	107	96	29	66	56	76	89	58	248
	31%	32%	19%	28%	28%	41%	27%	29%	26%	30%	36%	22%	34%
		B		*	B	BDF					H		K
Not very concerned	193	25	12	9	68	60	20	46	32	52	50	44	150
	19%	24%	11%	12%	18%	26%	19%	20%	15%	20%	20%	17%	20%
		B		*		BCD							
Not at all concerned	113	8	8	11	40	36	9	21	24	24	39	14	99
	11%	8%	8%	16%	10%	16%	8%	9%	11%	9%	16%	5%	13%
				*		B					GI		K
	100%	100%	100%	100%	100%	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						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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	415	41	47	27	178	77	45	109	92	107	86	140	275
	41%	40%	42%	38%	47%	33%	42%	48%	43%	42%	35%	53%	37%
				*	E			J				L	
Very concerned	181	15	28	10	75	34	20	55	43	46	28	64	118
	18%	15%	25%	14%	20%	15%	19%	24%	20%	18%	11%	24%	16%
			E	*				J	J	J		L	
Somewhat concerned	234	26	19	17	103	43	25	55	48	61	58	75	156
	23%	25%	17%	24%	27%	18%	23%	24%	23%	24%	24%	28%	21%
				*	BE							L	
Bottom 2 Box (Net)	585	61	63	44	200	155	62	120	120	151	160	125	460
	59%	60%	58%	62%	53%	67%	58%	52%	57%	58%	65%	47%	63%
				*		D					G		K
Not very concerned	267	21	26	19	96	78	27	56	57	67	72	86	182
	27%	20%	23%	27%	26%	34%	25%	25%	27%	26%	29%	32%	25%
				*		AD						L	
Not at all concerned	318	40	38	25	104	76	35	64	63	83	88	39	279
	32%	39%	34%	35%	28%	33%	33%	28%	30%	32%	36%	15%	38%
		D		*									K
	100%	100%	100%	100%	100%	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 future plans or life projects like buying a home, starting a family, traveling, etc.

		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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	670	71	84	43	267	132	74	163	146	173	148	210	461
	67%	70%	76%	61%	71%	57%	69%	71%	69%	67%	61%	79%	63%
		E	CE	*	E		E	J				L	
Very concerned	311	28	40	23	129	55	38	82	67	84	63	108	205
	31%	28%	37%	32%	34%	24%	36%	36%	31%	33%	25%	41%	28%
			E	*	E		E	J				L	
Somewhat concerned	359	43	44	21	138	77	36	82	79	89	86	101	256
	36%	42%	40%	29%	37%	33%	34%	36%	38%	34%	35%	38%	35%
				*									
Bottom 2 Box (Net)	330	31	26	28	111	100	33	66	66	85	97	55	274
	33%	30%	24%	39%	29%	43%	31%	29%	31%	33%	39%	21%	37%
				B*		ABDF					G		K
Not very concerned	210	18	16	17	75	68	15	43	46	56	55	44	164
	21%	18%	14%	24%	20%	29%	14%	19%	22%	22%	22%	17%	22%
				*		ABDF							
Not at all concerned	120	13	11	11	36	32	18	23	20	29	42	11	109
	12%	13%	10%	15%	9%	14%	17%	10%	10%	11%	17%	4%	15%
				*			D				GH		K
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That "shrinkflation" will continue, where items will be reduced in size, quantity, or quality while prices will remain the same or increase

		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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	842	89	96	60	315	184	100	188	180	222	205	228	616
	84%	87%	87%	85%	83%	79%	93%	82%	85%	86%	84%	86%	84%
				*			DE						
Very concerned	441	45	51	33	179	84	53	115	89	115	102	122	323
	44%	44%	46%	47%	47%	36%	49%	50%	42%	45%	41%	46%	44%
				*	E		E						
Somewhat concerned	401	44	45	27	136	100	47	73	90	107	103	106	294
	40%	43%	41%	38%	36%	43%	44%	32%	43%	42%	42%	40%	40%
				*					G	G	G		
Bottom 2 Box (Net)	158	13	14	11	63	48	7	42	32	36	40	37	119
	16%	13%	13%	15%	17%	21%	7%	18%	15%	14%	16%	14%	16%
				*	F	F							
Not very concerned	114	7	11	8	43	37	5	30	23	31	23	32	79
	11%	7%	10%	12%	11%	16%	5%	13%	11%	12%	9%	12%	11%
				*	F	AF							
Not at all concerned	44	6	3	3	20	10	2	12	9	5	17	5	39
	4%	6%	3%	4%	5%	4%	2%	5%	4%	2%	7%	2%	5%
				*							I		K
	100%	100%	100%	100%	100%	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						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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	547	51	66	34	219	116	62	156	114	140	112	183	364
	55%	50%	60%	47%	58%	50%	58%	68%	54%	54%	45%	69%	50%
				*				HIJ				L	
Very concerned	270	22	33	22	107	52	36	77	63	67	48	91	182
	27%	22%	30%	32%	28%	22%	34%	34%	30%	26%	20%	34%	25%
				*			E	J	J			L	
Somewhat concerned	277	29	33	11	112	64	26	79	51	72	63	92	182
	28%	28%	30%	16%	30%	28%	24%	34%	24%	28%	26%	35%	25%
			C	*	C			HJ				L	
Bottom 2 Box (Net)	453	51	44	37	159	116	45	73	98	118	134	82	371
	45%	50%	40%	53%	42%	50%	42%	32%	46%	46%	55%	31%	50%
				*					G	G	G		K
Not very concerned	243	27	21	18	94	57	24	39	60	56	71	57	184
	24%	26%	19%	26%	25%	25%	22%	17%	29%	22%	29%	22%	25%
				*					G		G		
Not at all concerned	210	24	23	19	65	59	21	34	37	62	63	25	186
	21%	24%	21%	27%	17%	25%	20%	15%	18%	24%	26%	9%	25%
				*		D				G	GH		K
	100%	100%	100%	100%	100%	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 bill

		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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	467	47	48	32	187	95	57	124	97	121	102	164	302
	47%	46%	43%	45%	49%	41%	54%	54%	46%	47%	41%	62%	41%
				*			E	J				L	
Very concerned	210	16	24	14	85	42	31	62	44	55	42	75	137
	21%	16%	22%	20%	22%	18%	29%	27%	21%	21%	17%	28%	19%
				*			AE	J				L	
Somewhat concerned	257	31	24	18	102	53	26	62	53	66	60	89	165
	26%	30%	22%	25%	27%	23%	25%	27%	25%	26%	24%	34%	22%
				*								L	
Bottom 2 Box (Net)	533	55	62	39	191	137	50	105	115	137	144	101	433
	53%	54%	57%	55%	51%	59%	46%	46%	54%	53%	59%	38%	59%
				*		F					G		K
Not very concerned	295	28	38	18	115	77	20	56	63	73	88	66	230
	30%	28%	34%	26%	30%	33%	19%	24%	30%	28%	36%	25%	31%
			F	*	F	F					G		
Not at all concerned	238	27	25	21	76	60	30	49	52	64	56	35	203
	24%	26%	22%	29%	20%	26%	28%	21%	24%	25%	23%	13%	28%
				*									K
	100%	100%	100%	100%	100%	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						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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	631	59	69	46	249	134	75	181	134	153	127	190	441
	63%	58%	62%	65%	66%	58%	70%	79%	63%	59%	52%	72%	60%
				*	E		E	HIJ	J			L	
Very concerned	337	32	44	31	126	62	44	112	75	75	56	107	231
	34%	31%	40%	43%	33%	27%	41%	49%	35%	29%	23%	40%	31%
			E	E*			E	HIJ	J			L	
Somewhat concerned	294	27	24	16	123	72	31	69	59	79	72	83	210
	29%	26%	22%	22%	33%	31%	29%	30%	28%	31%	29%	31%	29%
				*	B								
Bottom 2 Box (Net)	369	43	41	25	129	98	32	49	78	104	118	75	294
	37%	42%	38%	35%	34%	42%	30%	21%	37%	41%	48%	28%	40%
				*		DF			G	G	GH		K
Not very concerned	212	25	25	13	80	51	17	32	50	56	61	46	166
	21%	25%	22%	19%	21%	22%	16%	14%	24%	22%	25%	17%	23%
				*					G	G	G		
Not at all concerned	158	18	17	11	49	47	15	17	27	48	57	29	128
	16%	18%	15%	16%	13%	20%	14%	7%	13%	19%	23%	11%	17%
				*		D				G	GH		K
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - That you might not be able to afford a holiday this summer

		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	102	110	71	378	232	107	233	209	260	243	264	736
Base: All Respondents (wtd)	1000	102	110	71	378	232	107	230	212	258	245	265	735
Top 2 Box (Net)	533	52	61	41	210	108	61	140	113	136	115	169	363
	53%	51%	55%	58%	55%	47%	57%	61%	53%	53%	47%	64%	49%
				*	E			J				L	
Very concerned	250	25	29	17	103	46	31	73	55	57	52	87	163
	25%	24%	26%	24%	27%	20%	29%	32%	26%	22%	21%	33%	22%
				*				IJ				L	
Somewhat concerned	283	28	32	24	107	62	30	67	58	79	63	82	200
	28%	27%	29%	34%	28%	27%	28%	29%	27%	31%	26%	31%	27%
				*									
Bottom 2 Box (Net)	467	50	49	30	168	124	46	89	99	121	130	96	372
	47%	49%	45%	42%	45%	53%	43%	39%	47%	47%	53%	36%	51%
				*		D					G		K
Not very concerned	306	34	33	20	110	82	30	54	65	88	85	76	232
	31%	33%	30%	29%	29%	36%	28%	24%	31%	34%	35%	29%	32%
				*						G	G		
Not at all concerned	160	16	17	10	59	41	16	35	34	33	45	19	139
	16%	16%	15%	14%	16%	18%	15%	15%	16%	13%	18%	7%	19%
				*									K
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%