Which of the following have you done in 2024 in order to deal with the higher cost of living?

		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**	**120**	**100**	**100**	**350**	**230**	**100**	**248**	**144**	**259**	**254**	**236**	**764**
Base: All Respondents (wtd)	**1000**	**134**	**113**	**62**	**385**	**239**	**67**	**293**	**149**	**239**	**209**	**202**	**798**
Cutting back on entertainment	474	54	74	28	173	115	29	132	69	127	94	115	359
	47%	40%	65%	46%	45%	48%	43%	45%	46%	53%	45%	57%	45%
		*	ACDEF*	*			*					L	
Cutting back on dining out	548	75	75	35	203	126	34	136	85	138	122	123	425
	55%	56%	66%	57%	53%	53%	51%	47%	57%	58%	58%	61%	53%
		*	*	*			*				G		
Cutting back on travel outside the country	229	40	31	14	101	26	16	45	25	82	58	55	173
	23%	30%	27%	23%	26%	11%	24%	15%	17%	35%	28%	27%	22%
		E*	E*	E*	E		E*			GH	GH		
Cutting back on travel inside the country	262	40	48	15	101	41	17	61	44	76	54	72	190
	26%	30%	43%	25%	26%	17%	25%	21%	30%	32%	26%	36%	24%
		E*	CDEF*	*			*			G		L	
More car pooling/fewer car trips	105	10	11	13	45	20	6	22	18	36	22	36	70
	11%	8%	10%	20%	12%	8%	10%	8%	12%	15%	10%	18%	9%
		*	*	AE*			*			G		L	
Cutting back on organized sports for my kids	32	1	12	1	13	2	3	4	3	15	9	32	-
	3%	*	11%	2%	3%	1%	5%	1%	2%	6%	5%	16%	-
		*	ADE*	*			*			G		L	
Switched my regular grocery store for one I think is cheaper	281	30	43	17	113	63	16	75	40	79	51	62	219
	28%	22%	38%	27%	29%	26%	23%	25%	27%	33%	24%	31%	27%
		*	A*	*			*						
Looking at flyers for sales	509	63	68	28	206	117	27	112	78	132	112	111	398
	51%	47%	60%	45%	53%	49%	41%	38%	52%	55%	54%	55%	50%
		*	F*	*			*		G	G	G		
Using a couponing or sale app to save money	328	35	56	21	134	62	21	75	54	91	72	82	246
	33%	26%	49%	34%	35%	26%	31%	26%	36%	38%	35%	41%	31%
		*	ADEF*	*			*			G		L	
Eating less meat	273	35	30	10	113	73	13	92	44	58	45	50	223
	27%	26%	26%	17%	29%	30%	19%	31%	30%	24%	22%	25%	28%
		*	*	*			*						
Pausing on saving for retirement	157	18	24	9	68	29	9	60	16	43	27	53	104
	16%	13%	21%	15%	18%	12%	14%	21%	11%	18%	13%	26%	13%
		*	*	*			*					L	
Dipped into my personal savings to make ends meet	249	33	49	17	89	46	15	70	41	65	47	62	188
	25%	25%	44%	27%	23%	19%	22%	24%	27%	27%	22%	30%	24%
		*	ADEF*	*			*						
Considered moving somewhere with a lower cost of living than where I live now	149	21	30	8	62	16	11	38	28	41	24	36	113
	15%	16%	27%	13%	16%	7%	17%	13%	19%	17%	12%	18%	14%
		E*	E*	*	E		E*						
Buying fewer fresh fruits and vegetables	279	27	42	18	124	50	19	102	32	66	43	50	229
	28%	20%	37%	29%	32%	21%	28%	35%	22%	27%	21%	25%	29%
		*	AE*	*	AE		*	HJ					
Putting off purchases like new clothing, etc.	431	53	63	25	174	87	29	121	61	111	83	103	328
	43%	40%	56%	40%	45%	36%	43%	41%	41%	46%	40%	51%	41%
		*	E*	*			*					L	
Telling my kids "no" more often	67	5	15	4	18	19	6	7	7	24	25	67	-
	7%	4%	14%	6%	5%	8%	9%	2%	5%	10%	12%	33%	-
		*	AD*	*			*			G	GH	L	
Using money I was setting aside for retirement	139	17	26	7	55	27	7	50	20	48	17	32	107
	14%	13%	23%	11%	14%	11%	10%	17%	13%	20%	8%	16%	13%
		*	E*	*			*	J		J			
Delayed or did not renew a medical prescription	94	10	19	4	41	12	8	25	16	30	9	24	71
	9%	7%	17%	7%	11%	5%	11%	8%	11%	13%	4%	12%	9%
		*	E*	*			*		J	J			
Accessing food banks	101	5	18	7	41	19	11	51	17	18	6	35	66
	10%	4%	16%	11%	11%	8%	16%	17%	11%	8%	3%	17%	8%
		*	A*	*			A*	IJ	J			L	
Made purchases through micro payments rather than a one-time payment	105	12	17	4	47	18	9	37	22	16	27	31	74
	11%	9%	15%	6%	12%	7%	13%	13%	14%	7%	13%	15%	9%
		*	*	*			*		I			L	
Putting off buying a home	104	16	16	7	34	23	9	36	18	29	18	35	69
	10%	12%	14%	11%	9%	9%	13%	12%	12%	12%	9%	17%	9%
		*	*	*			*					L	
Cut down on holiday spending	364	46	56	18	150	68	26	80	56	105	73	88	276
	36%	35%	49%	29%	39%	28%	39%	27%	38%	44%	35%	44%	35%
		*	CE*	*	E		*			G		L	
Cutting back on back-to-school spending (school supplies, new clothes, etc.)	61	6	14	2	27	9	3	14	4	26	13	61	-
	6%	4%	13%	4%	7%	4%	4%	5%	3%	11%	6%	30%	-
		*	E*	*			*			H		L	
Switched or looking for a mortgage broker to try to get a better rate	21	3	4	2	7	2	2	5	4	6	6	7	13
	2%	3%	4%	3%	2%	1%	3%	2%	2%	3%	3%	4%	2%
		*	*	*			*						
Switched my bank to one that offers better deals or programs	65	10	20	4	15	11	4	12	14	21	15	24	40
	6%	8%	17%	7%	4%	4%	7%	4%	9%	9%	7%	12%	5%
		*	DE*	*			*					L	
None of the above	112	35	5	7	32	25	8	26	16	32	26	9	104
	11%	26%	5%	11%	8%	11%	12%	9%	11%	13%	13%	4%	13%
		BCDEF*	*	*			*						K
Sigma	5540	701	864	326	2185	1105	358	1487	832	1516	1098	1456	4085
	554%	523%	765%	526%	568%	462%	535%	507%	558%	636%	526%	721%	512%

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**	**120**	**100**	**100**	**350**	**230**	**100**	**248**	**144**	**259**	**254**	**236**	**764**
Base: All Respondents (wtd)	**1000**	**134**	**113**	**62**	**385**	**239**	**67**	**293**	**149**	**239**	**209**	**202**	**798**
Top 2 Box (Net)	430	36	56	35	174	100	29	179	59	103	57	109	321
	43%	27%	49%	57%	45%	42%	43%	61%	40%	43%	28%	54%	40%
		*	A*	AE*	A	A	A*	HIJ	J	J		L	
Very concerned	207	17	33	15	76	53	13	99	27	47	16	51	157
	21%	13%	30%	25%	20%	22%	19%	34%	18%	20%	8%	25%	20%
		*	A*	*			*	HIJ	J	J			
Somewhat concerned	223	19	22	20	98	46	16	80	32	56	41	58	164
	22%	15%	20%	32%	26%	19%	24%	27%	22%	24%	20%	29%	21%
		*	*	AE*			*					L	
Bottom 2 Box (Net)	570	98	57	27	211	139	38	115	90	135	151	93	477
	57%	73%	51%	43%	55%	58%	57%	39%	60%	57%	72%	46%	60%
		BCDEF*	*	*		C	*		G	G	GHI		K
Not very concerned	294	42	37	15	112	66	22	64	46	68	64	54	241
	29%	31%	33%	25%	29%	28%	33%	22%	31%	29%	31%	27%	30%
		*	*	*			*						
Not at all concerned	276	56	20	11	99	73	16	51	44	67	87	39	237
	28%	42%	18%	18%	26%	31%	24%	17%	30%	28%	42%	20%	30%
		BCDF*	*	*			*		G	G	GHI		K
Sigma	1000	134	113	62	385	239	67	293	149	239	209	202	798
	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**	**120**	**100**	**100**	**350**	**230**	**100**	**248**	**144**	**259**	**254**	**236**	**764**
Base: All Respondents (wtd)	**1000**	**134**	**113**	**62**	**385**	**239**	**67**	**293**	**149**	**239**	**209**	**202**	**798**
Top 2 Box (Net)	417	40	62	22	161	98	34	154	61	104	48	102	315
	42%	30%	55%	36%	42%	41%	51%	53%	41%	44%	23%	50%	39%
		*	AC*	*			A*	J	J	J		L	
Very concerned	156	16	28	7	54	39	13	59	21	40	15	46	110
	16%	12%	24%	12%	14%	16%	19%	20%	14%	17%	7%	23%	14%
		*	*	*			*	J		J		L	
Somewhat concerned	261	24	34	15	107	59	22	96	40	64	33	56	205
	26%	18%	30%	24%	28%	25%	32%	33%	27%	27%	16%	28%	26%
		*	*	*			A*	J	J	J			
Bottom 2 Box (Net)	583	94	51	40	224	141	33	139	88	135	160	100	483
	58%	70%	45%	64%	58%	59%	49%	47%	59%	56%	77%	50%	61%
		BF*	*	B*			*				GHI		K
Not very concerned	260	34	25	23	100	56	21	51	33	65	74	58	201
	26%	25%	22%	37%	26%	24%	31%	17%	22%	27%	35%	29%	25%
		*	*	*			*			G	GH		
Not at all concerned	324	60	26	17	124	85	12	88	55	70	87	42	282
	32%	45%	23%	28%	32%	35%	18%	30%	37%	29%	41%	21%	35%
		BCF*	*	*	F	F	*				GI		K
Sigma	1000	134	113	62	385	239	67	293	149	239	209	202	798
	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**	**120**	**100**	**100**	**350**	**230**	**100**	**248**	**144**	**259**	**254**	**236**	**764**
Base: All Respondents (wtd)	**1000**	**134**	**113**	**62**	**385**	**239**	**67**	**293**	**149**	**239**	**209**	**202**	**798**
Top 2 Box (Net)	631	75	87	41	232	148	50	212	90	140	121	140	491
	63%	56%	77%	66%	60%	62%	74%	72%	60%	59%	58%	69%	62%
		*	ADE*	*			AD*	HIJ					
Very concerned	292	40	49	23	104	52	25	96	40	76	47	70	223
	29%	30%	43%	37%	27%	22%	37%	33%	27%	32%	22%	35%	28%
		*	DE*	E*			E*	J					
Somewhat concerned	339	35	38	18	128	95	25	116	49	64	74	70	269
	34%	26%	34%	29%	33%	40%	37%	39%	33%	27%	35%	35%	34%
		*	*	*			*	I					
Bottom 2 Box (Net)	369	59	26	21	153	91	17	81	59	98	88	62	307
	37%	44%	23%	34%	40%	38%	26%	28%	40%	41%	42%	31%	38%
		BF*	*	*	BF	B	*		G	G	G		
Not very concerned	204	19	14	10	100	52	9	48	31	51	46	44	160
	20%	15%	12%	17%	26%	22%	13%	16%	21%	22%	22%	22%	20%
		*	*	*	ABF		*						
Not at all concerned	164	40	12	11	53	40	8	34	28	47	42	18	147
	16%	30%	11%	17%	14%	17%	13%	12%	19%	20%	20%	9%	18%
		BDEF*	*	*			*				G		K
Sigma	1000	134	113	62	385	239	67	293	149	239	209	202	798
	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**	**120**	**100**	**100**	**350**	**230**	**100**	**248**	**144**	**259**	**254**	**236**	**764**
Base: All Respondents (wtd)	**1000**	**134**	**113**	**62**	**385**	**239**	**67**	**293**	**149**	**239**	**209**	**202**	**798**
Top 2 Box (Net)	477	51	75	33	168	116	35	166	66	118	85	118	359
	48%	38%	66%	53%	44%	48%	52%	57%	44%	50%	41%	59%	45%
		*	ADE*	*			*	J				L	
Very concerned	241	25	40	17	81	66	11	92	32	64	36	66	175
	24%	19%	35%	28%	21%	27%	17%	31%	22%	27%	17%	33%	22%
		*	ADF*	*			*	J		J		L	
Somewhat concerned	237	26	35	16	87	50	24	74	34	55	49	52	184
	24%	19%	31%	25%	23%	21%	35%	25%	23%	23%	23%	26%	23%
		*	*	*			ADE*						
Bottom 2 Box (Net)	523	83	38	29	217	123	32	127	83	120	124	84	439
	52%	62%	34%	47%	56%	52%	48%	43%	56%	50%	59%	41%	55%
		B*	*	*	B	B	*				G		K
Not very concerned	258	27	19	15	117	61	18	66	45	52	62	53	205
	26%	20%	17%	25%	30%	26%	28%	23%	30%	22%	30%	26%	26%
		*	*	*	B		*						
Not at all concerned	265	56	19	14	100	62	14	61	38	68	62	30	234
	26%	42%	17%	22%	26%	26%	21%	21%	26%	29%	30%	15%	29%
		BCDEF*	*	*			*						K
Sigma	1000	134	113	62	385	239	67	293	149	239	209	202	798
	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**	**120**	**100**	**100**	**350**	**230**	**100**	**248**	**144**	**259**	**254**	**236**	**764**
Base: All Respondents (wtd)	**1000**	**134**	**113**	**62**	**385**	**239**	**67**	**293**	**149**	**239**	**209**	**202**	**798**
Top 2 Box (Net)	414	42	64	35	151	91	31	145	65	91	75	105	310
	41%	32%	56%	57%	39%	38%	46%	49%	44%	38%	36%	52%	39%
		*	ADE*	ADE*			*	J				L	
Very concerned	164	14	25	15	53	46	12	59	31	41	25	44	121
	16%	11%	22%	25%	14%	19%	18%	20%	21%	17%	12%	22%	15%
		*	*	AD*			*		J				
Somewhat concerned	250	28	39	20	99	45	19	86	33	50	50	61	189
	25%	21%	35%	32%	26%	19%	28%	29%	22%	21%	24%	30%	24%
		*	E*	E*			*						
Bottom 2 Box (Net)	586	92	49	27	234	148	36	149	84	147	134	97	488
	59%	68%	44%	43%	61%	62%	54%	51%	56%	62%	64%	48%	61%
		BC*	*	*	BC	BC	*				G		K
Not very concerned	271	23	22	11	120	76	20	80	34	68	59	58	214
	27%	17%	19%	17%	31%	32%	30%	27%	23%	29%	28%	29%	27%
		*	*	*	AC	AC	*						
Not at all concerned	314	68	28	16	114	72	16	69	50	79	75	39	275
	31%	51%	24%	26%	30%	30%	24%	23%	34%	33%	36%	20%	34%
		BCDEF*	*	*			*				G		K
Sigma	1000	134	113	62	385	239	67	293	149	239	209	202	798
	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**	**120**	**100**	**100**	**350**	**230**	**100**	**248**	**144**	**259**	**254**	**236**	**764**
Base: All Respondents (wtd)	**1000**	**134**	**113**	**62**	**385**	**239**	**67**	**293**	**149**	**239**	**209**	**202**	**798**
Top 2 Box (Net)	625	64	78	47	246	148	42	236	82	140	97	145	480
	63%	48%	69%	76%	64%	62%	62%	80%	55%	58%	46%	72%	60%
		*	A*	A*	A		*	HIJ		J		L	
Very concerned	348	37	47	19	146	78	21	138	49	83	42	82	266
	35%	28%	41%	31%	38%	33%	31%	47%	33%	35%	20%	41%	33%
		*	*	*			*	HIJ	J	J			
Somewhat concerned	277	27	32	28	99	71	21	98	32	57	55	63	214
	28%	20%	28%	45%	26%	30%	31%	33%	22%	24%	26%	31%	27%
		*	*	ADE*			*						
Bottom 2 Box (Net)	375	70	35	15	139	91	25	58	67	99	112	56	318
	37%	52%	31%	24%	36%	38%	38%	20%	45%	42%	54%	28%	40%
		BCD*	*	*			*		G	G	GI		K
Not very concerned	202	26	16	7	86	50	16	36	39	45	59	38	164
	20%	20%	14%	12%	22%	21%	24%	12%	26%	19%	28%	19%	20%
		*	*	*			*		G		GI		
Not at all concerned	173	43	19	8	53	41	9	22	29	54	53	18	155
	17%	32%	17%	12%	14%	17%	14%	7%	19%	23%	25%	9%	19%
		BCDEF*	*	*			*		G	G	G		K
Sigma	1000	134	113	62	385	239	67	293	149	239	209	202	798
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following? - T2B Summary

		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
That you might not have enough money to feed your family	430	36	56	35	174	100	29	179	59	103	57	109	321
	43%	27%	49%	57%	45%	42%	43%	61%	40%	43%	28%	54%	40%
		*	A*	AE*	A	A	A*	HIJ	J	J		L	
That you might not be able to afford gasoline	417	40	62	22	161	98	34	154	61	104	48	102	315
	42%	30%	55%	36%	42%	41%	51%	53%	41%	44%	23%	50%	39%
		*	AC*	*			A*	J	J	J		L	
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	631	75	87	41	232	148	50	212	90	140	121	140	491
	63%	56%	77%	66%	60%	62%	74%	72%	60%	59%	58%	69%	62%
		*	ADE*	*			AD*	HIJ					
That you won't be able to pay your full credit card bill	477	51	75	33	168	116	35	166	66	118	85	118	359
	48%	38%	66%	53%	44%	48%	52%	57%	44%	50%	41%	59%	45%
		*	ADE*	*			*	J				L	
That you may have to use a line of credit to pay your credit card bill	414	42	64	35	151	91	31	145	65	91	75	105	310
	41%	32%	56%	57%	39%	38%	46%	49%	44%	38%	36%	52%	39%
		*	ADE*	ADE*			*	J				L	
That you can't absorb any unexpected costs of $1,000 or more	625	64	78	47	246	148	42	236	82	140	97	145	480
	63%	48%	69%	76%	64%	62%	62%	80%	55%	58%	46%	72%	60%
		*	A*	A*	A		*	HIJ		J		L	

How concerned are you about the following? - B2B Summary

		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
That you might not have enough money to feed your family	570	98	57	27	211	139	38	115	90	135	151	93	477
	57%	73%	51%	43%	55%	58%	57%	39%	60%	57%	72%	46%	60%
		BCDEF*	*	*		C	*		G	G	GHI		K
That you might not be able to afford gasoline	583	94	51	40	224	141	33	139	88	135	160	100	483
	58%	70%	45%	64%	58%	59%	49%	47%	59%	56%	77%	50%	61%
		BF*	*	B*			*				GHI		K
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	369	59	26	21	153	91	17	81	59	98	88	62	307
	37%	44%	23%	34%	40%	38%	26%	28%	40%	41%	42%	31%	38%
		BF*	*	*	BF	B	*		G	G	G		
That you won't be able to pay your full credit card bill	523	83	38	29	217	123	32	127	83	120	124	84	439
	52%	62%	34%	47%	56%	52%	48%	43%	56%	50%	59%	41%	55%
		B*	*	*	B	B	*				G		K
That you may have to use a line of credit to pay your credit card bill	586	92	49	27	234	148	36	149	84	147	134	97	488
	59%	68%	44%	43%	61%	62%	54%	51%	56%	62%	64%	48%	61%
		BC*	*	*	BC	BC	*				G		K
That you can't absorb any unexpected costs of $1,000 or more	375	70	35	15	139	91	25	58	67	99	112	56	318
	37%	52%	31%	24%	36%	38%	38%	20%	45%	42%	54%	28%	40%
		BCD*	*	*			*		G	G	GI		K