1_1. To what extent do you agree or disagree with the following statements: - It’s harder to build wealth today than it was in my parents’ generation

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	824	108	82	47	337	191	58	220	137	212	199	217	607
	82%	81%	73%	76%	87%	80%	87%	84%	79%	81%	84%	86%	81%
		*	*	*	BCE		B*						
Strongly agree	446	55	36	27	202	92	34	121	83	111	105	124	322
	45%	41%	32%	44%	52%	38%	51%	46%	48%	42%	44%	49%	43%
		*	*	*	BE		B*						
Somewhat agree	378	53	46	20	135	99	24	99	54	101	94	93	285
	38%	40%	41%	32%	35%	41%	36%	38%	31%	39%	40%	37%	38%
		*	*	*			*						
Bottom 2 Box (Net)	177	26	31	15	48	49	9	41	36	50	38	35	143
	18%	19%	27%	24%	13%	20%	13%	16%	21%	19%	16%	14%	19%
		*	DF*	D*		D	*						
Somewhat disagree	153	19	29	11	41	45	9	30	34	41	36	30	123
	15%	14%	26%	18%	11%	19%	13%	12%	19%	16%	15%	12%	16%
		*	D*	*		D	*						
Strongly disagree	24	7	2	4	7	4	-	11	3	8	1	4	20
	2%	5%	2%	6%	2%	1%	-	4%	2%	3%	1%	2%	3%
		*	*	DEF*			*	J					
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

1_2. To what extent do you agree or disagree with the following statements: - I'm confident making financial decisions on my own

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	794	101	86	47	304	200	57	205	140	205	200	189	606
	79%	75%	76%	76%	79%	84%	85%	79%	81%	78%	84%	75%	81%
		*	*	*			*						
Strongly agree	264	31	22	13	114	66	18	65	45	63	76	71	193
	26%	23%	20%	22%	29%	27%	27%	25%	26%	24%	32%	28%	26%
		*	*	*			*						
Somewhat agree	530	70	63	34	190	134	39	140	95	142	123	118	412
	53%	52%	56%	55%	49%	56%	58%	54%	55%	54%	52%	47%	55%
		*	*	*			*						
Bottom 2 Box (Net)	207	33	28	15	81	39	10	56	33	57	37	62	144
	21%	25%	24%	24%	21%	16%	15%	21%	19%	22%	16%	25%	19%
		*	*	*			*						
Somewhat disagree	174	25	24	12	68	36	9	45	31	49	29	51	123
	17%	19%	21%	20%	18%	15%	13%	17%	18%	19%	12%	20%	16%
		*	*	*			*						
Strongly disagree	33	8	3	2	14	3	2	11	2	8	8	12	21
	3%	6%	3%	4%	4%	1%	3%	4%	1%	3%	3%	5%	3%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

1_3. To what extent do you agree or disagree with the following statements: - Financial advice received from older generations is still relevant today

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	752	99	84	49	297	175	49	198	131	195	178	185	568
	75%	74%	74%	79%	77%	73%	73%	76%	76%	75%	75%	74%	76%
		*	*	*			*						
Strongly agree	197	23	26	11	87	33	17	61	25	56	44	50	147
	20%	17%	23%	17%	23%	14%	26%	23%	15%	21%	18%	20%	20%
		*	*	*	E		E*						
Somewhat agree	555	75	58	38	209	143	32	138	106	139	135	134	421
	55%	56%	51%	62%	54%	60%	47%	53%	61%	53%	57%	54%	56%
		*	*	*			*						
Bottom 2 Box (Net)	249	35	29	13	89	64	18	63	42	66	59	66	182
	25%	26%	26%	21%	23%	27%	27%	24%	24%	25%	25%	26%	24%
		*	*	*			*						
Somewhat disagree	198	22	24	9	77	53	14	49	37	51	47	51	147
	20%	16%	21%	14%	20%	22%	20%	19%	22%	20%	20%	20%	20%
		*	*	*			*						
Strongly disagree	51	14	6	4	11	11	4	14	5	15	12	15	36
	5%	10%	5%	7%	3%	5%	7%	5%	3%	6%	5%	6%	5%
		D*	*	*			*						
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

1_4. To what extent do you agree or disagree with the following statements: - Financial advice should be personalized by generation and life stage

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	906	123	103	54	347	217	62	229	155	241	220	226	681
	91%	92%	91%	88%	90%	91%	93%	88%	89%	92%	93%	90%	91%
		*	*	*			*						
Strongly agree	337	43	35	20	132	89	19	68	61	98	90	78	259
	34%	32%	31%	32%	34%	37%	29%	26%	35%	38%	38%	31%	35%
		*	*	*			*			G	G		
Somewhat agree	569	80	69	35	215	128	43	160	94	143	129	148	421
	57%	60%	61%	56%	56%	54%	64%	61%	54%	55%	55%	59%	56%
		*	*	*			*						
Bottom 2 Box (Net)	95	11	10	8	39	22	5	33	19	21	17	25	69
	9%	8%	9%	12%	10%	9%	7%	12%	11%	8%	7%	10%	9%
		*	*	*			*						
Somewhat disagree	81	8	9	7	34	18	4	25	17	20	16	22	59
	8%	6%	8%	12%	9%	8%	7%	9%	10%	8%	7%	9%	8%
		*	*	*			*						
Strongly disagree	13	3	1	*	4	4	*	8	1	1	2	3	10
	1%	2%	1%	1%	1%	2%	1%	3%	1%	*	1%	1%	1%
		*	*	*			*	I					
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

1_5. To what extent do you agree or disagree with the following statements: - I've abandoned a hobby in the last year for financial reasons

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	458	61	45	26	182	113	31	155	92	101	88	145	313
	46%	46%	39%	42%	47%	47%	47%	59%	53%	39%	37%	58%	42%
		*	*	*			*	IJ	IJ			L	
Strongly agree	171	16	17	10	79	36	12	67	30	34	32	51	120
	17%	12%	15%	16%	21%	15%	19%	26%	17%	13%	13%	20%	16%
		*	*	*			*	IJ					
Somewhat agree	287	46	28	16	102	76	19	88	63	67	56	94	193
	29%	34%	24%	26%	27%	32%	28%	34%	36%	26%	24%	37%	26%
		*	*	*			*	J	J			L	
Bottom 2 Box (Net)	543	73	68	36	204	127	36	106	81	160	149	107	437
	54%	54%	61%	58%	53%	53%	53%	41%	47%	61%	63%	42%	58%
		*	*	*			*			GH	GH		K
Somewhat disagree	270	22	30	17	113	68	20	53	37	77	80	58	212
	27%	16%	27%	27%	29%	28%	30%	20%	21%	29%	34%	23%	28%
		*	*	*	A		A*				GH		
Strongly disagree	274	51	38	19	91	59	15	53	44	83	69	49	225
	27%	38%	34%	31%	24%	25%	23%	20%	25%	32%	29%	19%	30%
		D*	*	*			*			G			K
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

1_6. To what extent do you agree or disagree with the following statements: - Costs are a significant factor in the hobbies I pursue

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	813	100	97	43	316	203	54	206	152	205	193	203	610
	81%	74%	86%	69%	82%	85%	81%	79%	88%	79%	81%	81%	81%
		*	C*	*	C	C	*		I				
Strongly agree	356	43	46	20	133	89	25	108	60	92	67	99	257
	36%	32%	40%	32%	35%	37%	37%	42%	35%	35%	28%	39%	34%
		*	*	*			*	J					
Somewhat agree	457	57	51	23	183	114	30	98	92	114	125	104	353
	46%	42%	45%	37%	48%	47%	44%	37%	53%	44%	53%	41%	47%
		*	*	*			*		G		G		
Bottom 2 Box (Net)	188	34	16	19	69	36	13	55	21	56	44	48	140
	19%	26%	14%	31%	18%	15%	19%	21%	12%	21%	19%	19%	19%
		*	*	BDE*			*			H			
Somewhat disagree	147	29	13	14	51	32	8	42	13	45	40	44	103
	15%	21%	12%	22%	13%	13%	12%	16%	8%	17%	17%	17%	14%
		*	*	D*			*	H		H	H		
Strongly disagree	41	6	3	5	18	5	5	13	8	11	4	4	37
	4%	4%	3%	9%	5%	2%	7%	5%	5%	4%	2%	2%	5%
		*	*	E*			E*						
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

1. To what extent do you agree or disagree with the following statements: - 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
It's harder to build wealth today than it was in my parents' generation	824	108	82	47	337	191	58	220	137	212	199	217	607
	82%	81%	73%	76%	87%	80%	87%	84%	79%	81%	84%	86%	81%
		*	*	*	BCE		B*						
I'm confident making financial decisions on my own	794	101	86	47	304	200	57	205	140	205	200	189	606
	79%	75%	76%	76%	79%	84%	85%	79%	81%	78%	84%	75%	81%
		*	*	*			*						
Financial advice received from older generations is still relevant today	752	99	84	49	297	175	49	198	131	195	178	185	568
	75%	74%	74%	79%	77%	73%	73%	76%	76%	75%	75%	74%	76%
		*	*	*			*						
Financial advice should be personalized by generation and life stage	906	123	103	54	347	217	62	229	155	241	220	226	681
	91%	92%	91%	88%	90%	91%	93%	88%	89%	92%	93%	90%	91%
		*	*	*			*						
I've abandoned a hobby in the last year for financial reasons	458	61	45	26	182	113	31	155	92	101	88	145	313
	46%	46%	39%	42%	47%	47%	47%	59%	53%	39%	37%	58%	42%
		*	*	*			*	IJ	IJ			L	
Costs are a significant factor in the hobbies I pursue	813	100	97	43	316	203	54	206	152	205	193	203	610
	81%	74%	86%	69%	82%	85%	81%	79%	88%	79%	81%	81%	81%
		*	C*	*	C	C	*		I				

Statistics:
Overlap formula 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 (*)

Table of contents

1. To what extent do you agree or disagree with the following statements: - 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
It's harder to build wealth today than it was in my parents' generation	177	26	31	15	48	49	9	41	36	50	38	35	143
	18%	19%	27%	24%	13%	20%	13%	16%	21%	19%	16%	14%	19%
		*	DF*	D*		D	*						
I'm confident making financial decisions on my own	207	33	28	15	81	39	10	56	33	57	37	62	144
	21%	25%	24%	24%	21%	16%	15%	21%	19%	22%	16%	25%	19%
		*	*	*			*						
Financial advice received from older generations is still relevant today	249	35	29	13	89	64	18	63	42	66	59	66	182
	25%	26%	26%	21%	23%	27%	27%	24%	24%	25%	25%	26%	24%
		*	*	*			*						
Financial advice should be personalized by generation and life stage	95	11	10	8	39	22	5	33	19	21	17	25	69
	9%	8%	9%	12%	10%	9%	7%	12%	11%	8%	7%	10%	9%
		*	*	*			*						
I've abandoned a hobby in the last year for financial reasons	543	73	68	36	204	127	36	106	81	160	149	107	437
	54%	54%	61%	58%	53%	53%	53%	41%	47%	61%	63%	42%	58%
		*	*	*			*			GH	GH		K
Costs are a significant factor in the hobbies I pursue	188	34	16	19	69	36	13	55	21	56	44	48	140
	19%	26%	14%	31%	18%	15%	19%	21%	12%	21%	19%	19%	19%
		*	*	BDE*			*			H			

Statistics:
Overlap formula 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 (*)

Table of contents

2. Why do you believe that financial advice from older generations is no longer relevant?

		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 Answering (unwtd)	**236**	**18**	**23**	**21**	**82**	**65**	**27**	**45**	**36**	**68**	**68**	**63**	**173**
Base: All Answering (wtd)	**249**	**35**	**29**	**13**	**89**	**64**	**18**	**63**	**42**	**66**	**59**	**66**	**182**
There are new financial tools that older generations didn't have	123	13	15	8	39	36	11	16	29	39	33	26	98
	50%	38%	52%	64%	44%	57%	60%	26%	69%	58%	57%	39%	54%
		**	**	**	*	*	**	**	**	*	*	*	
Technology has changed too quickly	102	13	10	7	37	27	8	20	20	38	21	25	77
	41%	37%	35%	52%	42%	42%	44%	32%	47%	58%	36%	37%	42%
		**	**	**	*	*	**	**	**	J*	*	*	
There are different market conditions today	154	22	22	6	53	39	13	25	19	56	42	45	109
	62%	61%	73%	49%	59%	61%	70%	40%	46%	84%	72%	68%	60%
		**	**	**	*	*	**	**	**	*	*	*	
Younger people have different financial goals or priorities now than before	101	20	15	5	32	20	10	21	13	31	28	32	69
	41%	57%	50%	35%	36%	31%	53%	33%	32%	47%	48%	49%	38%
		**	**	**	*	*	**	**	**	*	*	*	
Older people are out of touch with the realities of today	97	10	11	5	48	13	11	25	15	28	20	24	73
	39%	27%	37%	40%	54%	20%	60%	39%	36%	42%	34%	37%	40%
		**	**	**	E*	*	**	**	**	*	*	*	
Some other reason	18	8	3	1	1	5	-	7	1	1	5	9	9
	7%	23%	11%	7%	1%	7%	-	11%	2%	1%	8%	13%	5%
		**	**	**	*	*	**	**	**	*	*	*	
Sigma	596	86	76	32	210	140	52	114	97	192	150	161	434
	240%	243%	258%	247%	236%	219%	286%	182%	231%	291%	256%	243%	238%

Statistics:
Grid overlap formula 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 (*)

Table of contents

3. Do you feel more empowered or overwhelmed by the number of financial tools available today?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
More empowered	197	23	16	7	85	52	14	41	39	53	57	58	139
	20%	17%	14%	12%	22%	22%	21%	16%	23%	20%	24%	23%	19%
		*	*	*			*						
No difference	442	51	53	28	162	113	34	134	67	110	98	97	345
	44%	38%	47%	46%	42%	47%	51%	51%	39%	42%	41%	39%	46%
		*	*	*			*	H					
More overwhelmed	362	60	44	26	139	74	19	86	67	99	81	96	266
	36%	45%	39%	42%	36%	31%	28%	33%	39%	38%	34%	38%	35%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula 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 (*)

Table of contents

4. To what extent do you rely on financial advice passed down from your parents or grandparents?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Very much	174	11	11	14	70	59	10	47	25	44	49	41	133
	17%	8%	10%	22%	18%	24%	15%	18%	15%	17%	21%	16%	18%
		*	*	AB*		AB	*						
Somewhat	407	48	44	23	164	105	24	84	80	111	100	117	290
	41%	36%	39%	36%	43%	44%	35%	32%	46%	42%	42%	46%	39%
		*	*	*			*		G	G			
Not very much	223	39	35	15	77	38	18	67	33	63	52	37	185
	22%	29%	31%	24%	20%	16%	27%	26%	19%	24%	22%	15%	25%
		E*	DE*	*			E*						K
Not at all	197	35	24	11	74	38	16	63	35	43	36	56	142
	20%	26%	21%	18%	19%	16%	23%	24%	20%	17%	15%	22%	19%
		*	*	*			*	J					
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula 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 (*)

Table of contents

5. Have you ever acted on financial advice by a family member that turned out to be harmful?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Yes	172	26	15	9	66	40	15	59	31	36	43	59	113
	17%	20%	13%	14%	17%	17%	23%	23%	18%	14%	18%	24%	15%
		*	*	*			*	I				L	
No	829	108	98	53	319	199	52	202	142	225	194	192	637
	83%	80%	87%	86%	83%	83%	77%	77%	82%	86%	82%	76%	85%
		*	*	*			*			G			K
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula 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 (*)

Table of contents

6_1. Which of the following generations do you believe gives the best and worst financial advice? - Gen Z

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Best advice	296	35	25	16	100	101	19	76	70	72	64	88	208
	30%	26%	22%	26%	26%	42%	29%	29%	40%	28%	27%	35%	28%
		*	*	*		ABCDF	*		IJ				
Worst advice	705	99	88	46	285	138	48	185	104	189	173	163	542
	70%	74%	78%	74%	74%	58%	71%	71%	60%	72%	73%	65%	72%
		E*	E*	E*	E		E*			H	H		
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

6_2. Which of the following generations do you believe gives the best and worst financial advice? - Millennials

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Best advice	472	58	44	25	214	105	27	123	88	120	116	150	322
	47%	43%	39%	40%	55%	44%	41%	47%	51%	46%	49%	60%	43%
		*	*	*	BCEF		*					L	
Worst advice	529	76	69	37	172	134	40	138	85	141	121	101	428
	53%	57%	61%	60%	45%	56%	59%	53%	49%	54%	51%	40%	57%
		*	D*	D*		D	D*						K
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

6_3. Which of the following generations do you believe gives the best and worst financial advice? - Gen X

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Best advice	561	72	59	34	215	146	36	133	94	155	153	165	396
	56%	54%	52%	54%	56%	61%	53%	51%	54%	59%	65%	66%	53%
		*	*	*			*				G	L	
Worst advice	440	62	54	28	170	93	32	128	79	107	84	86	354
	44%	46%	48%	46%	44%	39%	47%	49%	46%	41%	35%	34%	47%
		*	*	*			*	J					K
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

6_4. Which of the following generations do you believe gives the best and worst financial advice? - Boomers

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Best advice	638	92	71	41	228	169	38	185	105	174	137	130	509
	64%	69%	63%	66%	59%	71%	56%	71%	60%	66%	58%	52%	68%
		*	*	*		DF	*	J					K
Worst advice	363	42	42	21	157	71	29	77	69	88	100	122	241
	36%	31%	37%	34%	41%	29%	44%	29%	40%	34%	42%	48%	32%
		*	*	*	E		E*				G	L	
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

7. In which areas of money management do you believe the financial advice from older generations is no longer applicable today?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Buying a home	321	39	43	15	131	66	28	68	49	93	91	95	227
	32%	29%	38%	24%	34%	27%	41%	26%	28%	36%	38%	38%	30%
		*	*	*			CE*				G		
Saving for retirement	261	26	21	22	111	56	23	64	42	71	64	83	178
	26%	20%	19%	36%	29%	24%	35%	24%	24%	27%	27%	33%	24%
		*	*	ABE*			AB*					L	
Paying off debt	188	22	18	10	72	48	18	50	30	47	50	49	139
	19%	16%	16%	17%	19%	20%	28%	19%	17%	18%	21%	20%	19%
		*	*	*			*						
Investing	246	40	28	17	101	41	18	43	35	68	79	84	161
	25%	30%	25%	27%	26%	17%	27%	17%	20%	26%	33%	34%	22%
		E*	*	*	E		*			G	GH	L	
Budgeting	174	25	23	10	64	40	12	39	34	42	45	57	117
	17%	19%	20%	15%	17%	17%	18%	15%	20%	16%	19%	23%	16%
		*	*	*			*					L	
Job/income strategies	277	40	41	11	110	53	22	45	43	86	78	71	207
	28%	30%	36%	18%	29%	22%	33%	17%	25%	33%	33%	28%	28%
		*	CE*	*			C*			G	G		
Advice from older generations is applicable in all of these areas	276	49	26	17	99	67	16	63	53	82	54	52	223
	28%	37%	23%	28%	26%	28%	23%	24%	31%	31%	23%	21%	30%
		*	*	*			*			J			K
None of the above	118	6	19	7	39	41	7	61	22	17	13	22	96
	12%	4%	16%	12%	10%	17%	11%	23%	13%	6%	5%	9%	13%
		*	A*	*		AD	*	HIJ	IJ				
Sigma	1861	248	219	110	728	412	145	433	307	505	473	513	1348
	186%	185%	194%	177%	189%	172%	216%	166%	177%	193%	200%	204%	180%

Statistics:
Grid overlap formula 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 (*)

Table of contents

9. Which of these traditional pieces of advice do you feel no longer applies in today's economy?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Buying a home is always the best investment	237	31	39	12	84	50	20	37	32	73	73	67	170
	24%	23%	35%	20%	22%	21%	30%	14%	19%	28%	31%	27%	23%
		*	CDE*	*			*			G	GH		
Avoid all debt at all costs	261	30	30	14	108	60	18	50	48	67	77	69	192
	26%	23%	27%	23%	28%	25%	27%	19%	28%	26%	33%	27%	26%
		*	*	*			*				G		
If you do have debt, pay it off before investing	201	20	27	10	79	51	13	43	37	52	60	57	144
	20%	15%	24%	16%	21%	21%	20%	16%	21%	20%	25%	23%	19%
		*	*	*			*				G		
Stick with a single job/employer for stability	380	52	56	17	156	75	24	73	63	112	101	100	280
	38%	39%	49%	27%	41%	31%	36%	28%	36%	43%	43%	40%	37%
		*	CE*	*	CE		*			G	G		
You should start saving for retirement in your 20s	175	21	14	11	73	44	12	35	37	52	45	56	119
	17%	16%	13%	17%	19%	18%	18%	13%	21%	20%	19%	22%	16%
		*	*	*			*						
Investing is too risky for beginners	208	23	21	16	87	49	12	36	38	68	54	61	148
	21%	17%	19%	25%	23%	21%	18%	14%	22%	26%	23%	24%	20%
		*	*	*			*			G	G		
Put money into a savings account	173	15	22	8	75	38	15	32	30	52	46	43	131
	17%	11%	20%	12%	20%	16%	23%	12%	17%	20%	19%	17%	17%
		*	*	*			*			G			
You need to save 10% of your income for retirement	197	22	24	9	90	38	13	42	30	62	45	74	123
	20%	17%	21%	14%	23%	16%	19%	16%	18%	24%	19%	29%	16%
		*	*	*			*					L	
You should plan to retire at age 65	310	34	42	19	126	67	22	60	61	77	80	80	230
	31%	25%	37%	31%	33%	28%	33%	23%	35%	29%	34%	32%	31%
		*	*	*			*		G		G		
University is always worth the cost	320	48	54	11	127	59	22	51	43	100	97	77	242
	32%	36%	48%	17%	33%	25%	33%	20%	25%	38%	41%	31%	32%
		C*	CDE*	*	C		C*			GH	GH		
Never talk about your salary	232	24	24	16	98	53	18	57	28	62	71	67	165
	23%	18%	21%	26%	25%	22%	26%	22%	16%	24%	30%	27%	22%
		*	*	*			*				H		
Always buy the cheapest option to save money	266	40	36	13	107	50	21	49	35	81	80	62	204
	27%	30%	32%	20%	28%	21%	31%	19%	20%	31%	34%	25%	27%
		*	*	*			*			GH	GH		
You should reduce your financial risk as you age	135	14	15	7	55	32	12	24	28	39	36	36	99
	14%	10%	13%	11%	14%	13%	18%	9%	16%	15%	15%	14%	13%
		*	*	*			*						
There's always money in the banana stand	244	42	36	13	94	43	16	50	38	70	68	73	170
	24%	31%	32%	20%	24%	18%	24%	19%	22%	27%	29%	29%	23%
		E*	E*	*			*				G		
None - they all still apply	149	18	11	12	47	52	8	67	26	23	22	19	130
	15%	14%	10%	19%	12%	22%	12%	26%	15%	9%	9%	8%	17%
		*	*	*		BD	*	HIJ					K
Sigma	3487	434	452	186	1407	761	247	707	576	990	955	941	2547
	348%	324%	400%	299%	365%	318%	368%	271%	332%	378%	403%	375%	340%

Statistics:
Grid overlap formula 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 (*)

Table of contents

10. Which of the following are barriers to your financial security?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Cost of living	690	91	84	46	260	158	51	184	133	178	153	176	514
	69%	68%	74%	74%	67%	66%	76%	70%	77%	68%	65%	70%	69%
		*	*	*			*		J				
Student debt	102	12	9	4	48	19	9	27	20	19	26	32	69
	10%	9%	8%	6%	13%	8%	13%	10%	12%	7%	11%	13%	9%
		*	*	*			*						
Lack of financial literacy	162	20	27	7	68	31	9	48	33	40	31	49	112
	16%	15%	24%	11%	18%	13%	14%	18%	19%	15%	13%	20%	15%
		*	CE*	*			*						
Housing affordability	418	71	42	22	180	75	29	124	78	102	88	111	308
	42%	53%	38%	35%	47%	31%	43%	47%	45%	39%	37%	44%	41%
		CE*	*	*	E		*						
Unexpected life event (illness, divorce etc.)	308	29	36	20	113	89	21	75	61	82	65	72	236
	31%	22%	32%	32%	29%	37%	31%	29%	35%	31%	28%	29%	31%
		*	*	*		A	*						
Job insecurity	236	28	27	11	101	53	17	65	45	59	50	67	169
	24%	21%	24%	18%	26%	22%	26%	25%	26%	23%	21%	27%	23%
		*	*	*			*						
Social pressures	129	9	15	8	57	27	14	38	36	20	24	41	88
	13%	7%	13%	13%	15%	11%	21%	15%	21%	8%	10%	16%	12%
		*	*	*			AE*	I	IJ				
Mental health	193	19	19	14	76	46	19	66	46	38	31	51	142
	19%	14%	17%	23%	20%	19%	29%	25%	26%	15%	13%	20%	19%
		*	*	*			A*	IJ	IJ				
Inflation	579	69	68	31	228	140	43	150	110	146	131	140	439
	58%	51%	60%	50%	59%	59%	65%	57%	64%	56%	55%	56%	59%
		*	*	*			*						
None of the above	115	18	12	7	40	33	5	18	15	31	36	18	97
	11%	13%	11%	11%	10%	14%	8%	7%	9%	12%	15%	7%	13%
		*	*	*			*				G		K
Sigma	2932	366	340	169	1170	670	217	795	576	716	634	759	2174
	293%	273%	301%	272%	304%	280%	324%	304%	333%	274%	268%	302%	290%

Statistics:
Grid overlap formula 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 (*)

Table of contents

11. Which financial topics do you wish you had learned more about earlier in life?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
How to invest	486	71	56	29	190	107	32	108	79	132	126	136	350
	49%	53%	49%	47%	49%	45%	48%	41%	46%	51%	53%	54%	47%
		*	*	*			*				G		
Budgeting and saving	371	50	34	23	158	78	29	92	68	100	95	114	257
	37%	37%	30%	37%	41%	33%	43%	35%	39%	38%	40%	46%	34%
		*	*	*			*					L	
Understanding credit and debt	297	37	33	17	115	71	24	82	70	66	65	71	226
	30%	27%	29%	28%	30%	30%	37%	32%	40%	25%	27%	28%	30%
		*	*	*			*		IJ				
Building financial independence	328	44	39	23	131	66	26	70	56	94	81	86	242
	33%	33%	34%	37%	34%	27%	38%	27%	32%	36%	34%	34%	32%
		*	*	*			*						
Planning for retirement	372	41	35	22	152	91	31	79	71	100	94	96	276
	37%	30%	31%	35%	40%	38%	47%	30%	41%	38%	40%	38%	37%
		*	*	*			B*						
Homeownership	264	25	27	17	118	57	20	57	49	76	61	78	186
	26%	19%	24%	28%	31%	24%	31%	22%	28%	29%	26%	31%	25%
		*	*	*			*						
Taxes	297	45	34	15	126	54	24	79	52	78	64	90	207
	30%	34%	30%	23%	33%	23%	36%	30%	30%	30%	27%	36%	28%
		*	*	*	E		E*					L	
Other	23	2	7	4	7	1	3	7	3	6	3	2	21
	2%	1%	6%	6%	2%	1%	4%	3%	2%	2%	1%	1%	3%
		*	DE*	DE*			E*						
None of the above	164	26	16	10	56	49	7	62	29	26	32	24	140
	16%	20%	15%	15%	14%	20%	10%	24%	17%	10%	14%	9%	19%
		*	*	*			*	IJ					K
Sigma	2603	340	281	159	1052	574	197	637	477	678	622	697	1905
	260%	253%	249%	257%	273%	240%	293%	244%	276%	259%	262%	278%	254%

Statistics:
Grid overlap formula 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 (*)

Table of contents

12_1. To what extent do you agree or disagree with the following statements: - My personality influences how I manage and invest my money

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	691	74	76	43	268	185	45	166	132	179	169	185	506
	69%	55%	68%	70%	69%	77%	67%	63%	76%	69%	71%	74%	68%
		*	*	*	A	A	*		G				
Strongly agree	163	16	13	11	75	38	10	48	26	44	37	45	118
	16%	12%	11%	18%	19%	16%	15%	18%	15%	17%	16%	18%	16%
		*	*	*			*						
Somewhat agree	528	58	64	32	193	147	35	118	105	136	132	140	388
	53%	43%	57%	52%	50%	61%	51%	45%	61%	52%	56%	56%	52%
		*	*	*		AD	*		G				
Bottom 2 Box (Net)	310	60	37	19	118	54	22	95	42	82	68	66	244
	31%	45%	32%	30%	31%	23%	33%	37%	24%	31%	29%	26%	32%
		DE*	*	*			*	H					
Somewhat disagree	239	39	29	18	87	49	17	75	31	63	55	54	185
	24%	29%	26%	29%	23%	20%	25%	29%	18%	24%	23%	21%	25%
		*	*	*			*	H					
Strongly disagree	70	21	7	1	30	5	5	20	11	19	13	12	58
	7%	16%	7%	1%	8%	2%	8%	8%	6%	7%	6%	5%	8%
		CE*	*	*	CE		E*						
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

12_2. To what extent do you agree or disagree with the following statements: - I feel confident in my investing abilities

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	583	66	60	38	236	147	36	128	110	153	157	138	445
	58%	49%	53%	61%	61%	62%	53%	49%	63%	59%	66%	55%	59%
		*	*	*			*		G		G		
Strongly agree	118	16	14	5	52	23	9	30	20	31	31	32	86
	12%	12%	13%	7%	13%	10%	13%	12%	12%	12%	13%	13%	11%
		*	*	*			*						
Somewhat agree	465	50	46	33	184	125	27	98	90	122	126	107	359
	46%	38%	41%	53%	48%	52%	40%	37%	52%	47%	53%	42%	48%
		*	*	*			*		G		G		
Bottom 2 Box (Net)	418	68	53	24	150	92	31	133	63	108	80	113	305
	42%	51%	47%	39%	39%	38%	47%	51%	37%	41%	34%	45%	41%
		*	*	*			*	HJ					
Somewhat disagree	291	43	36	18	98	71	24	99	35	81	60	80	210
	29%	32%	32%	28%	26%	30%	36%	38%	20%	31%	25%	32%	28%
		*	*	*			*	HJ		H			
Strongly disagree	127	25	17	7	51	20	7	34	28	27	20	32	95
	13%	19%	15%	11%	13%	9%	11%	13%	16%	10%	8%	13%	13%
		E*	*	*			*		J				
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

12_3. To what extent do you agree or disagree with the following statements: - I prefer a more cautious approach to investing over taking significant risks

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	846	114	98	53	316	214	51	210	150	227	199	214	632
	85%	85%	87%	85%	82%	89%	75%	80%	87%	87%	84%	85%	84%
		*	*	*		DF	*						
Strongly agree	324	45	38	22	111	86	22	91	61	92	52	81	243
	32%	34%	34%	35%	29%	36%	33%	35%	35%	35%	22%	32%	32%
		*	*	*			*	J	J	J			
Somewhat agree	522	69	60	31	205	128	29	118	89	135	147	133	388
	52%	52%	53%	50%	53%	53%	43%	45%	52%	52%	62%	53%	52%
		*	*	*			*				GI		
Bottom 2 Box (Net)	155	20	15	9	69	26	17	51	23	34	38	37	118
	15%	15%	13%	15%	18%	11%	25%	20%	13%	13%	16%	15%	16%
		*	*	*	E		E*						
Somewhat disagree	124	17	14	7	54	21	12	35	15	30	36	34	90
	12%	12%	12%	11%	14%	9%	18%	13%	9%	11%	15%	14%	12%
		*	*	*			E*						
Strongly disagree	31	3	1	3	15	5	4	16	8	5	2	2	28
	3%	2%	1%	4%	4%	2%	6%	6%	5%	2%	1%	1%	4%
		*	*	*			B*	IJ	J				
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

12_4. To what extent do you agree or disagree with the following statements: - I invest based on intuition rather than data and analysis

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	337	42	15	25	142	88	25	92	73	81	80	112	226
	34%	32%	13%	40%	37%	37%	37%	35%	42%	31%	34%	44%	30%
		B*	*	B*	B	B	B*		I			L	
Strongly agree	57	6	3	4	35	6	3	17	18	17	5	16	41
	6%	4%	3%	7%	9%	3%	4%	6%	10%	6%	2%	6%	5%
		*	*	*	E		*		J	J			
Somewhat agree	281	37	12	21	107	82	22	75	55	65	75	96	185
	28%	27%	11%	33%	28%	34%	33%	29%	32%	25%	32%	38%	25%
		B*	*	B*	B	B	B*					L	
Bottom 2 Box (Net)	664	92	98	37	243	151	42	170	100	180	157	139	524
	66%	68%	87%	60%	63%	63%	63%	65%	58%	69%	66%	56%	70%
		*	ACDEF*	*			*			H			K
Somewhat disagree	425	53	65	24	149	112	22	101	75	113	110	105	320
	42%	39%	57%	39%	39%	47%	33%	39%	43%	43%	46%	42%	43%
		*	ACDF*	*		F	*						
Strongly disagree	239	39	33	13	94	39	20	69	25	67	47	35	204
	24%	29%	30%	21%	24%	16%	30%	26%	14%	26%	20%	14%	27%
		E*	E*	*	E		E*	H		H			K
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

12_5. To what extent do you agree or disagree with the following statements: - I consult friends and family before making investing decisions

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	410	55	36	24	177	88	30	111	78	94	103	129	281
	41%	41%	32%	39%	46%	37%	45%	42%	45%	36%	44%	51%	38%
		*	*	*	B		*					L	
Strongly agree	106	15	8	5	55	17	7	32	23	27	19	45	61
	11%	11%	7%	7%	14%	7%	10%	12%	14%	10%	8%	18%	8%
		*	*	*	E		*					L	
Somewhat agree	305	41	28	19	122	72	23	79	54	68	84	84	220
	30%	30%	24%	31%	32%	30%	35%	30%	31%	26%	36%	34%	29%
		*	*	*			*				I		
Bottom 2 Box (Net)	591	79	77	38	208	151	37	150	95	167	134	122	469
	59%	59%	68%	61%	54%	63%	55%	58%	55%	64%	56%	49%	62%
		*	D*	*			*						K
Somewhat disagree	358	37	42	26	138	94	21	99	61	98	79	78	280
	36%	28%	37%	42%	36%	39%	32%	38%	35%	37%	33%	31%	37%
		*	*	*			*						
Strongly disagree	233	42	36	12	70	57	16	51	35	69	54	44	189
	23%	31%	32%	20%	18%	24%	24%	20%	20%	27%	23%	17%	25%
		D*	D*	*			*						K
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

12_6. To what extent do you agree or disagree with the following statements: - Market fluctuations make me feel anxious

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Top 2 Box (Net)	689	76	88	48	285	146	46	177	121	192	155	180	510
	69%	57%	78%	77%	74%	61%	68%	68%	70%	73%	65%	72%	68%
		*	AE*	AE*	AE		*						
Strongly agree	209	13	26	15	93	49	13	61	44	54	31	61	148
	21%	10%	23%	24%	24%	20%	19%	23%	26%	21%	13%	24%	20%
		*	A*	A*	A		*	J	J	J			
Somewhat agree	481	63	62	33	192	97	33	115	76	138	124	119	361
	48%	47%	55%	53%	50%	41%	49%	44%	44%	53%	52%	47%	48%
		*	E*	*			*						
Bottom 2 Box (Net)	312	58	25	14	100	93	22	85	53	70	82	71	240
	31%	43%	22%	23%	26%	39%	32%	32%	30%	27%	35%	28%	32%
		BCD*	*	*		BCD	*						
Somewhat disagree	235	44	20	11	74	73	13	55	42	58	64	56	178
	23%	33%	17%	17%	19%	31%	20%	21%	24%	22%	27%	22%	24%
		BD*	*	*		BCD	*						
Strongly disagree	77	14	5	4	26	20	8	30	11	11	18	15	62
	8%	11%	5%	6%	7%	8%	12%	12%	6%	4%	8%	6%	8%
		*	*	*			*	I					
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Grid overlap formula 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 (*)

Table of contents

12. To what extent do you agree or disagree with the following statements: - 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
My personality influences how I manage and invest my money	691	74	76	43	268	185	45	166	132	179	169	185	506
	69%	55%	68%	70%	69%	77%	67%	63%	76%	69%	71%	74%	68%
		*	*	*	A	A	*		G				
I feel confident in my investing abilities	583	66	60	38	236	147	36	128	110	153	157	138	445
	58%	49%	53%	61%	61%	62%	53%	49%	63%	59%	66%	55%	59%
		*	*	*			*		G		G		
I prefer a more cautious approach to investing over taking significant risks	846	114	98	53	316	214	51	210	150	227	199	214	632
	85%	85%	87%	85%	82%	89%	75%	80%	87%	87%	84%	85%	84%
		*	*	*		DF	*						
I invest based on intuition rather than data and analysis	337	42	15	25	142	88	25	92	73	81	80	112	226
	34%	32%	13%	40%	37%	37%	37%	35%	42%	31%	34%	44%	30%
		B*	*	B*	B	B	B*		I			L	
I consult friends and family before making investing decisions	410	55	36	24	177	88	30	111	78	94	103	129	281
	41%	41%	32%	39%	46%	37%	45%	42%	45%	36%	44%	51%	38%
		*	*	*	B		*					L	
Market fluctuations make me feel anxious	689	76	88	48	285	146	46	177	121	192	155	180	510
	69%	57%	78%	77%	74%	61%	68%	68%	70%	73%	65%	72%	68%
		*	AE*	AE*	AE		*						

Statistics:
Overlap formula 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 (*)

Table of contents

12. To what extent do you agree or disagree with the following statements: - 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
My personality influences how I manage and invest my money	310	60	37	19	118	54	22	95	42	82	68	66	244
	31%	45%	32%	30%	31%	23%	33%	37%	24%	31%	29%	26%	32%
		DE*	*	*			*	H					
I feel confident in my investing abilities	418	68	53	24	150	92	31	133	63	108	80	113	305
	42%	51%	47%	39%	39%	38%	47%	51%	37%	41%	34%	45%	41%
		*	*	*			*	HJ					
I prefer a more cautious approach to investing over taking significant risks	155	20	15	9	69	26	17	51	23	34	38	37	118
	15%	15%	13%	15%	18%	11%	25%	20%	13%	13%	16%	15%	16%
		*	*	*	E		E*						
I invest based on intuition rather than data and analysis	664	92	98	37	243	151	42	170	100	180	157	139	524
	66%	68%	87%	60%	63%	63%	63%	65%	58%	69%	66%	56%	70%
		*	ACDEF*	*			*			H			K
I consult friends and family before making investing decisions	591	79	77	38	208	151	37	150	95	167	134	122	469
	59%	59%	68%	61%	54%	63%	55%	58%	55%	64%	56%	49%	62%
		*	D*	*			*						K
Market fluctuations make me feel anxious	312	58	25	14	100	93	22	85	53	70	82	71	240
	31%	43%	22%	23%	26%	39%	32%	32%	30%	27%	35%	28%	32%
		BCD*	*	*		BCD	*						

Statistics:
Overlap formula 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 (*)

Table of contents

13. Which of the following personality traits best describe your approach to investing?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Cautious	518	45	64	36	206	136	32	133	75	155	115	103	415
	52%	33%	57%	58%	53%	57%	48%	51%	43%	59%	48%	41%	55%
		*	A*	A*	A	A	*			HJ			K
Curious	145	16	10	11	63	35	10	28	32	38	42	52	93
	14%	12%	9%	17%	16%	15%	15%	11%	18%	14%	18%	21%	12%
		*	*	*			*					L	
Confident	147	14	15	8	70	30	9	21	31	40	47	47	99
	15%	10%	13%	13%	18%	13%	14%	8%	18%	15%	20%	19%	13%
		*	*	*			*		G	G	G		
Impulsive	85	13	9	7	34	15	6	20	18	17	23	35	50
	8%	10%	8%	11%	9%	6%	9%	8%	11%	6%	10%	14%	7%
		*	*	*			*					L	
Analytical	264	32	32	12	106	63	17	47	47	80	71	68	196
	26%	24%	28%	20%	28%	27%	26%	18%	27%	31%	30%	27%	26%
		*	*	*			*			G	G		
Strategic	284	36	33	17	123	60	15	58	43	76	82	81	203
	28%	27%	29%	27%	32%	25%	23%	22%	25%	29%	35%	32%	27%
		*	*	*			*				G		
Adventurous	90	13	7	8	40	19	4	23	13	26	28	37	53
	9%	9%	6%	13%	10%	8%	6%	9%	7%	10%	12%	15%	7%
		*	*	*			*					L	
Skeptical	196	28	27	11	76	38	15	54	30	52	46	59	137
	20%	21%	24%	18%	20%	16%	23%	21%	17%	20%	19%	23%	18%
		*	*	*			*						
Patient	286	40	33	22	108	69	15	56	52	82	77	58	229
	29%	30%	29%	35%	28%	29%	23%	21%	30%	31%	33%	23%	30%
		*	*	*			*			G	G		
Innovative	85	7	3	4	43	20	8	16	17	25	25	38	47
	8%	6%	3%	6%	11%	8%	12%	6%	10%	10%	11%	15%	6%
		*	*	*	B		B*					L	
Risk-averse	226	36	39	14	66	55	15	46	33	73	55	48	178
	23%	27%	34%	23%	17%	23%	23%	18%	19%	28%	23%	19%	24%
		*	D*	*			*			G			
Optimistic	211	23	19	9	99	52	9	33	32	71	66	65	146
	21%	17%	17%	15%	26%	22%	13%	13%	19%	27%	28%	26%	20%
		*	*	*	F		*			G	G		
None of the above	127	29	9	4	41	31	13	55	25	25	9	21	106
	13%	22%	8%	7%	11%	13%	20%	21%	15%	10%	4%	8%	14%
		BCD*	*	*			BCD*	IJ	J	J			
Sigma	2663	332	298	163	1075	624	171	589	447	758	686	712	1951
	266%	247%	264%	263%	279%	261%	255%	226%	258%	290%	290%	283%	260%

Statistics:
Grid overlap formula 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 (*)

Table of contents

14. To what extent has your upbringing influenced your current approach to investing?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Significantly	230	25	22	11	104	50	17	38	35	74	65	56	174
	23%	18%	20%	18%	27%	21%	25%	15%	20%	28%	27%	22%	23%
		*	*	*			*			G	G		
Somewhat	386	55	45	23	151	89	22	76	77	107	101	113	273
	39%	41%	40%	37%	39%	37%	32%	29%	45%	41%	43%	45%	36%
		*	*	*			*		G	G	G	L	
Not Much	188	26	26	15	60	47	13	66	30	42	38	43	145
	19%	20%	23%	25%	15%	20%	20%	25%	17%	16%	16%	17%	19%
		*	*	*			*	IJ					
Not At All	198	28	20	13	70	52	15	81	31	38	33	39	159
	20%	21%	17%	21%	18%	22%	23%	31%	18%	15%	14%	16%	21%
		*	*	*			*	HIJ					
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula 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 (*)

Table of contents

15. How has your upbringing influenced your approach to investing?

		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 Answering (unwtd)	**847**	**61**	**91**	**89**	**318**	**200**	**88**	**158**	**133**	**254**	**246**	**231**	**616**
Base: All Answering (wtd)	**803**	**106**	**93**	**49**	**316**	**187**	**52**	**180**	**142**	**224**	**204**	**212**	**591**
Encouraged a risk-taking attitude	95	10	8	4	50	17	7	23	15	22	31	35	60
	12%	9%	8%	8%	16%	9%	14%	13%	11%	10%	15%	16%	10%
		*	*	*	E		*		*			L	
Instilled caution and risk aversion	342	41	46	25	147	62	21	70	54	108	83	90	252
	43%	38%	50%	51%	47%	33%	40%	39%	38%	48%	41%	43%	43%
		*	E*	E*	E		*		*				
Prioritized savings over investing	233	21	26	14	102	53	17	38	49	80	48	70	163
	29%	20%	28%	28%	32%	29%	33%	21%	35%	36%	23%	33%	28%
		*	*	*			*		GJ*	GJ			
Emphasized long-term planning	294	39	31	16	121	71	16	42	52	84	93	67	226
	37%	37%	33%	32%	38%	38%	31%	23%	37%	38%	46%	32%	38%
		*	*	*			*		G*	G	G		
Focused on quick returns	80	8	6	2	45	16	3	26	12	23	18	35	45
	10%	8%	7%	4%	14%	9%	5%	14%	9%	10%	9%	17%	8%
		*	*	*	CF		*		*			L	
Other	92	15	11	4	22	30	8	30	12	17	25	25	67
	11%	14%	12%	9%	7%	16%	16%	16%	8%	8%	12%	12%	11%
		*	*	*		D	D*	I	*				
Sigma	1136	134	129	65	487	250	72	230	196	335	298	322	814
	141%	126%	138%	132%	154%	134%	139%	128%	138%	150%	146%	152%	138%

Statistics:
Grid overlap formula used
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  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 (*)

Table of contents

16. Which of the following emotions do you commonly associate with investing your money?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Anxiety	340	45	40	20	152	63	20	83	57	85	88	87	254
	34%	34%	36%	33%	39%	26%	30%	32%	33%	32%	37%	35%	34%
		*	*	*	E		*						
Confidence	220	27	20	13	83	68	10	38	43	70	58	48	172
	22%	20%	18%	21%	21%	28%	14%	15%	25%	27%	25%	19%	23%
		*	*	*		F	*		G	G	G		
Guilt	52	4	5	3	26	9	6	22	8	12	8	18	34
	5%	3%	4%	5%	7%	4%	9%	9%	5%	5%	3%	7%	5%
		*	*	*			*	J					
Confusion	150	13	20	10	65	31	10	40	31	42	22	43	107
	15%	10%	18%	16%	17%	13%	16%	15%	18%	16%	9%	17%	14%
		*	*	*			*		J	J			
Indifference	96	15	12	3	40	19	7	39	21	18	13	23	73
	10%	11%	11%	5%	10%	8%	10%	15%	12%	7%	6%	9%	10%
		*	*	*			*	IJ	J				
Excitement	171	24	15	7	76	39	9	47	26	39	52	43	128
	17%	18%	13%	12%	20%	16%	14%	18%	15%	15%	22%	17%	17%
		*	*	*			*						
Hopefulness	307	37	39	18	112	83	17	68	43	92	87	73	233
	31%	28%	34%	30%	29%	35%	25%	26%	25%	35%	37%	29%	31%
		*	*	*			*				GH		
Fear	213	27	18	17	86	49	15	49	51	57	41	62	151
	21%	20%	16%	28%	22%	20%	23%	19%	29%	22%	17%	25%	20%
		*	*	*			*		GJ				
Pride	134	23	2	9	46	46	8	38	26	30	37	33	101
	13%	17%	2%	14%	12%	19%	12%	14%	15%	12%	15%	13%	14%
		B*	*	B*	B	BD	B*						
Frustration	142	20	18	9	61	23	11	49	21	35	26	48	94
	14%	15%	16%	15%	16%	10%	16%	19%	12%	13%	11%	19%	13%
		*	*	*			*	J				L	
Satisfaction	241	28	16	14	89	81	12	50	38	69	69	55	186
	24%	21%	14%	23%	23%	34%	18%	19%	22%	26%	29%	22%	25%
		*	*	*		BDF	*				G		
Sigma	2066	263	204	124	837	512	126	523	367	549	500	532	1534
	206%	196%	181%	199%	217%	214%	188%	200%	212%	210%	211%	212%	205%

Statistics:
Grid overlap formula 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 (*)

Table of contents

17. Who has most-guided your approach to investing?

		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**	**75**	**108**	**104**	**372**	**237**	**105**	**215**	**159**	**284**	**275**	**261**	**740**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**261**	**173**	**262**	**237**	**251**	**750**
Parent	172	23	20	12	61	44	12	44	30	49	38	38	133
	17%	17%	18%	19%	16%	19%	17%	17%	17%	19%	16%	15%	18%
		*	*	*			*						
Sibling	32	3	-	2	18	8	2	14	7	4	6	10	22
	3%	2%	-	3%	5%	3%	3%	5%	4%	2%	3%	4%	3%
		*	*	*			*						
Partner	121	14	17	6	53	22	8	17	20	33	46	51	71
	12%	10%	15%	10%	14%	9%	12%	6%	11%	13%	19%	20%	9%
		*	*	*			*			G	G	L	
Financial Advisor	299	44	31	22	110	74	18	60	51	91	74	58	241
	30%	33%	28%	36%	28%	31%	26%	23%	29%	35%	31%	23%	32%
		*	*	*			*			G			K
Friend	85	15	3	5	37	21	3	23	18	20	24	28	57
	8%	12%	3%	8%	10%	9%	5%	9%	11%	8%	10%	11%	8%
		*	*	*	B		*						
Colleague	24	5	1	-	12	5	*	6	4	9	5	7	17
	2%	4%	1%	-	3%	2%	1%	2%	2%	4%	2%	3%	2%
		*	*	*			*						
Teacher	20	-	3	1	11	3	2	8	2	3	4	9	11
	2%	-	3%	2%	3%	1%	3%	3%	1%	1%	2%	4%	2%
		*	*	*			*						
Influencer	28	2	4	3	9	10	*	6	6	9	6	12	16
	3%	1%	3%	5%	2%	4%	1%	2%	4%	4%	3%	5%	2%
		*	*	*			*						
Other	220	29	33	10	75	51	22	86	36	42	33	38	181
	22%	21%	30%	16%	19%	21%	33%	33%	21%	16%	14%	15%	24%
		*	C*	*			CD*	HIJ					K
Sigma	1001	134	113	62	385	239	67	261	173	262	237	251	750
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula 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 (*)

Table of contents