

How do you anticipate your spending in the following areas will change over the next year? - Travel & leisure

		AGE			
	Total	55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Increase	123	71	39	7	6
	12%	15%	12%	4%	13%
		F	F		**
Stay the same	579	265	185	101	27
	58%	56%	58%	66%	58%
				D	**
Decrease	298	141	98	45	14
	30%	30%	30%	29%	29%
					**
Sigma	1000	478	322	154	47
	100%	100%	100%	100%	100%

How do you anticipate your spending in the following areas will change over the next year? - Wellness & health services (fitness, nutrition, dental, prescriptions)

	Total	AGE		
		55-64	65-74	75-84
		D	E	F
Base: All Respondents (unwtd)	1000	410	422	153
Base: All Respondents (wtd)	1000	478	322	154
Increase	171	73	53	32
	17%	15%	17%	21%
Stay the same	733	353	242	107
	73%	74%	75%	70%
Decrease	96	52	26	15
	10%	11%	8%	10%
Sigma	1000	478	322	154
	100%	100%	100%	100%

How do you anticipate your spending in the following areas will change over the next year? - Hobbies & recreation (gardening, woodworking, pickleball)

	Total	AGE			
		55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Increase	83	51	22	6	3
	8%	11%	7%	4%	7%
		F			**
Stay the same	727	339	238	119	31
	73%	71%	74%	77%	66%
					**
Decrease	190	88	61	29	13
	19%	18%	19%	19%	28%
					**
Sigma	1000	478	322	154	47
	100%	100%	100%	100%	100%

How do you anticipate your spending in the following areas will change over the next year? - Entertainment, arts & culture (museums, streaming services, concerts, movies)

	Total	AGE			
		55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Increase	56	34	19	3	-
	6%	7%	6%	2%	-
		F			**
Stay the same	657	301	209	110	38
	66%	63%	65%	71%	80%
					**
Decrease	287	143	94	40	9
	29%	30%	29%	26%	20%
					**
Sigma	1000	478	322	154	47
	100%	100%	100%	100%	100%

Thinking ahead to your plans for 2026, do you agree or disagree with the following? - I plan to travel more in Canada

	Total	AGE			
		55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Top 2 Box (Net)	472	231	158	61	23
	47%	48%	49%	39%	49%
			F		**
Strongly agree	111	56	40	11	4
	11%	12%	12%	7%	8%
					**
Somewhat agree	361	175	118	49	19
	36%	37%	37%	32%	41%
					**
Bottom 2 Box (Net)	389	178	117	70	24
	39%	37%	37%	45%	51%
					**
Somewhat disagree	245	111	79	38	18
	25%	23%	25%	24%	39%
					**
Strongly disagree	144	67	38	32	6
	14%	14%	12%	21%	13%
				E	**
Not applicable	138	69	46	23	-
	14%	15%	14%	15%	-
					**
Sigma	1000	478	322	154	47
	100%	100%	100%	100%	100%

3_5. Thinking ahead to your plans for 2026, do you agree or disagree with the following? - I would reduce other spending before cutting spending on my wellbeing, including medications

	Total	AGE			
		55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Top 2 Box (Net)	765	370	239	118	38
	76%	77%	74%	77%	80%
					**
Strongly agree	320	147	109	49	16
	32%	31%	34%	32%	34%
					**
Somewhat agree	444	222	131	69	22
	44%	47%	41%	45%	47%
					**
Bottom 2 Box (Net)	166	74	63	19	9
	17%	16%	20%	12%	20%
			F		**
Somewhat disagree	102	49	41	12	-
	10%	10%	13%	8%	-
					**
Strongly disagree	64	26	22	7	9
	6%	5%	7%	4%	20%
					**
Not applicable	69	34	19	17	-
	7%	7%	6%	11%	-
				E	**
Sigma	1000	478	322	154	47
	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/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F/G,H/I/J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Do you agree or disagree with the following statements? - I am comfortable with online transactions, like booking travel, buying goods and services, etc.

	Total	AGE			
		55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Top 2 Box (Net)	806	395	255	121	35
	81%	83%	79%	79%	75%
					**
Strongly agree	290	156	93	32	9
	29%	33%	29%	21%	20%
		F			**
Somewhat agree	516	239	163	89	26
	52%	50%	51%	58%	55%
					**
Bottom 2 Box (Net)	172	72	62	29	9
	17%	15%	19%	19%	19%
					**
Somewhat disagree	117	51	38	22	6
	12%	11%	12%	14%	13%
					**
Strongly disagree	55	21	24	7	3
	6%	4%	7%	5%	6%
					**
Not applicable	22	11	4	4	3
	2%	2%	1%	2%	6%
					**
Sigma	1000	478	322	154	47
	100%	100%	100%	100%	100%

Do you agree or disagree with the following statements? - I am interested in trying Artificial Intelligence (AI) features in the programs and applications (i.e. search engines, email, social media, etc.) I already use

	Total	AGE			
		55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Top 2 Box (Net)	396	214	114	46	22
	40%	45%	35%	30%	47%
		EF			**
Strongly agree	78	47	23	5	3
	8%	10%	7%	4%	6%
		F			**
Somewhat agree	318	167	91	41	19
	32%	35%	28%	27%	40%
		E			**
Bottom 2 Box (Net)	554	244	191	98	22
	55%	51%	59%	64%	47%
			D	D	**
Somewhat disagree	244	117	77	37	13
	24%	24%	24%	24%	28%
					**
Strongly disagree	310	127	113	60	9
	31%	27%	35%	39%	19%
			D	D	**
Not applicable	50	20	17	10	3
	5%	4%	5%	6%	6%
					**
Sigma	1000	478	322	154	47
	100%	100%	100%	100%	100%

Do you agree or disagree with the following statements? - I plan to experiment with Artificial Intelligence next year

	Total	AGE			
		55-64	65-74	75-84	85+
		D	E	F	G
Base: All Respondents (unwtd)	1000	410	422	153	15
Base: All Respondents (wtd)	1000	478	322	154	47
Top 2 Box (Net)	352	186	108	40	18
	35%	39%	34%	26%	39%
		F			**
Strongly agree	70	44	18	4	3
	7%	9%	6%	3%	6%
		F			**
Somewhat agree	282	142	90	36	15
	28%	30%	28%	23%	32%
					**
Bottom 2 Box (Net)	587	262	199	104	22
	59%	55%	62%	68%	47%
			D	D	**
Somewhat disagree	240	115	80	36	9
	24%	24%	25%	24%	20%
					**
Strongly disagree	347	147	119	68	13
	35%	31%	37%	44%	27%
				D	**
Not applicable	61	30	15	9	7
	6%	6%	5%	6%	14%
					**
Sigma	1000	478	322	154	47
	100%	100%	100%	100%	100%

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