

Detailed Tables

How much 'rainy day money' that is easily accessible have you saved?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
Weighted	2525	197	532	976	109	90*	260	361
An amount equal to three months or more of my/household's expenses	637	42	155	268	34	12	51	76
	25%	21%	29% EFG	27% EFG	31% EFG	13%	19%	21%
An amount that is between one and three months of my/household's expenses	838	48	167	331	31	29	95	137
	33%	25%	31%	34% A	29%	32%	37% A	38% A
None/no 'rainy day money'	1050	107	211	378	44	50	114	148
	42%	54% BCDFG	40%	39%	40%	55% BCDG	44%	41%

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(I feel much better about my life when I am saving for a 'rainy day') q13 Please answer the following questions using a seven-point scale where '7' means you agree strongly to '1' means you disagree strongly or you could select any number in between.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
Weighted	2525	197	532	976	109	90*	260	361
I feel much better about my life when I am saving for a 'rainy day'								
(7) Agree strongly	644 26%	45 23%	163 31% CG	242 25%	35 32% G	21 23%	61 24%	77 21%
(6)	576 23%	42 21%	135 25%	209 21%	20 18%	24 26%	64 25%	83 23%
(5)	482 19%	38 19%	81 15%	193 20% B	22 21%	18 20%	53 21%	76 21% B
(4)	423 17%	37 19%	73 14%	173 18%	17 16%	16 18%	45 17%	62 17%
(3)	210 8%	19 9%	33 6%	92 9% B	9 9%	4 5%	19 7%	34 9%
(2)	111 4%	9 5%	26 5%	39 4%	2 2%	5 6%	9 3%	20 5%
(1) Disagree strongly	79 3%	7 3%	22 4%	29 3%	2 2%	2 2%	8 3%	10 3%
Summary								
Top2Box	1220 48%	87 44%	298 56% ACG	450 46%	55 51%	45 49%	126 48%	159 44%
Low2Box	190 8%	16 8%	48 9%	68 7%	4 4%	7 8%	17 6%	29 8%
Mean	5.1	5.0	5.3 CG	5.1	5.4	5.2	5.2	5.0

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How much of a difference to your financial well-being would saving \$5 more a day mean?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
Base: Valid respondents Weighted		A	B	C	D	E	F	G
	2525	184	495	965	115	94	272	400
	2525	197	532	976	109	90*	260	361
A lot different/my financial well-being would be greatly improved	685	70	129	250	31	28	70	107
	27%	36% BC	24%	26%	29%	31%	27%	30%
A little different/my financial well-being would be slightly improved	1312	98	254	518	60	46	142	195
	52%	50%	48%	53%	55%	51%	55%	54%
It would make no difference to my financial well-being	528	28	150	209	18	16	48	59
	21%	14%	28% ACDFG	21% AG	17%	18%	18%	16%

If you wanted to save more money than you do now, what would you be most likely to do?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

	REGION							
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
	Weighted	2525	197	532	976	109	90*	260
Make large changes to my spending habits and save more money	481	35	101	187	25	12	54	68
	19%	18%	19%	19%	23%	13%	21%	19%
Make small changes to my spending habits and save more money	1753	146	349	670	72	72	176	267
	69%	74% B	66%	69%	67%	80% BCF	68%	74% B
Nothing different/I do not need to save more	291	16	83	119	11	7	30	26
	12%	8%	16% AG	12% G	10%	8%	11%	7%

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(I pay myself first by automatically putting savings away regularly) q13 Please answer the following questions using a seven-point scale where '7' means you agree strongly to '1' means you disagree strongly or you could select any number in between.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
Weighted	2525	197	532	976	109	90*	260	361
I pay myself first by automatically putting savings away regularly								
(7) Agree strongly	259 10%	11 6%	54 10%	102 10%	18 16% AG	9 10%	33 13% A	32 9%
(6)	232 9%	12 6%	44 8%	86 9%	8 7%	9 11%	24 9%	49 14% ABC
(5)	292 12%	18 9%	60 11%	123 13%	15 14%	10 11%	27 11%	39 11%
(4)	396 16%	32 16%	94 18%	157 16%	20 18%	12 14%	33 13%	48 13%
(3)	377 15%	30 15%	82 15%	144 15%	18 17%	14 16%	35 14%	55 15%
(2)	415 16%	44 22% B	73 14%	161 17%	14 13%	15 17%	44 17%	64 18%
(1) Disagree strongly	553 22%	51 26% D	125 24%	203 21%	16 15%	20 22%	64 25%	74 20%
Summary								
Top2Box	492 19%	23 12%	98 18% A	188 19% A	26 24% A	19 21%	57 22% A	81 23% A
Low2Box	968 38%	94 48% BCDG	198 37%	364 37%	31 28%	35 39%	108 41% D	137 38%
Mean	3.5	3.0	3.5 A	3.5 A	3.9 AB	3.5	3.5 A	3.5 A

Detailed Tables

What proportion of your/household's after-tax income is automatically transferred into a savings plan or account?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
Weighted	2525	197	532	976	109	90*	260	361
10% or more is automatically transferred	471 19%	25 13%	111 21% A	176 18%	24 22% A	23 25% A	48 19%	62 17%
Between 1 and 10%	879 35%	51 26%	191 36% A	350 36% AE	36 33%	23 25%	102 39% AE	127 35% A
None/0%	1175 47%	120 61% BCDFG	230 43%	450 46%	48 44%	45 50%	110 42%	172 48%

Detailed Tables

(I feel I am in control of my financial affairs) q13 Please answer the following questions using a seven-point scale where '7' means you agree strongly to '1' means you disagree strongly or you could select any number in between.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
Weighted	2525	197	532	976	109	90*	260	361
I feel I am in control of my financial affairs								
(7) Agree strongly	563 22%	38 19%	145 27% CFG	203 21%	31 29% G	24 27%	52 20%	69 19%
(6)	547 22%	40 20%	124 23%	213 22%	21 19%	18 19%	56 22%	75 21%
(5)	508 20%	43 22%	116 22%	194 20%	15 14%	14 16%	48 19%	77 21%
(4)	356 14%	33 17% B	49 9%	144 15% B	21 19% B	15 17% B	46 18% B	47 13%
(3)	285 11%	23 12%	54 10%	110 11%	10 9%	9 10%	31 12%	49 14%
(2)	163 6%	13 7%	28 5%	65 7%	5 5%	8 9%	13 5%	29 8%
(1) Disagree strongly	103 4%	5 3%	17 3%	48 5%	6 5%	2 2%	12 5%	13 4%
Summary								
Top2Box	1110 44%	78 40%	269 50% ACFG	416 43%	52 48%	42 46%	109 42%	145 40%
Low2Box	266 11%	19 9%	45 8%	113 12%	11 10%	10 11%	26 10%	43 12%
Mean	4.9	4.9	5.2 ACFG	4.9	5.1	5.0	4.9	4.8

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(I accomplish the financial goals I set for myself) q13 Please answer the following questions using a seven-point scale where '7' means you agree strongly to '1' means you disagree strongly or you could select any number in between.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
Weighted	2525	197	532	976	109	90*	260	361
I accomplish the financial goals I set for myself								
(7) Agree strongly	270 11%	19 10%	73 14% FG	106 11% G	16 15% G	8 9%	22 8%	26 7%
(6)	448 18%	27 14%	124 23% AC	149 15%	18 17%	17 18%	46 18%	67 18%
(5)	557 22%	44 22%	116 22%	213 22%	28 26%	21 24%	62 24%	72 20%
(4)	526 21%	46 23%	102 19%	210 22%	17 16%	19 21%	55 21%	77 21%
(3)	344 14%	35 18% B	51 10%	140 14% B	16 15%	11 12%	36 14%	55 15% B
(2)	227 9%	18 9%	39 7%	81 8%	9 8%	13 14% B	25 9%	44 12% BC
(1) Disagree strongly	152 6%	8 4%	27 5%	76 8% E	5 5%	1 1%	14 5%	21 6%
Summary								
Top2Box	718 28%	46 23%	197 37% ACFG	256 26%	34 31%	25 28%	68 26%	92 26%
Low2Box	380 15%	26 13%	66 12%	157 16%	14 13%	14 16%	38 15%	64 18% B
Mean	4.4	4.3	4.7 ACFG	4.3	4.6	4.4	4.4	4.2

Detailed Tables

(I always stick to my household budget which includes savings) q13 Please answer the following questions using a seven-point scale where '7' means you agree strongly to '1' means you disagree strongly or you could select any number in between.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

* small base

		REGION						
	Total	Atlantic	Quebec	Ontario	Manitoba	Sask	Alberta	BC
		A	B	C	D	E	F	G
Base: Valid respondents	2525	184	495	965	115	94	272	400
Weighted	2525	197	532	976	109	90*	260	361
I always stick to my household budget which includes savings								
(7) Agree strongly	162 6%	6 3%	62 12% ACEFG	53 5%	8 7%	3 4%	13 5%	17 5%
(6)	230 9%	12 6%	62 12%	97 10%	6 5%	5 5%	21 8%	27 7%
(5)	405 16%	35 18%	80 15%	145 15%	23 21%	20 22%	44 17%	58 16%
(4)	557 22%	41 21%	114 21%	213 22%	29 27%	20 22%	53 20%	85 24%
(3)	508 20%	40 20%	90 17%	219 22% B	15 14%	23 26% D	49 19%	71 20%
(2)	391 15%	40 20% BC	70 13%	136 14%	12 11%	12 13%	46 18%	75 21% BCD
(1) Disagree strongly	272 11%	22 11%	55 10%	111 11%	16 14% G	7 8%	34 13% G	28 8%
Summary								
Top2Box	392 16%	19 9%	123 23% ACDEFG	151 15% A	13 12%	8 9%	34 13%	44 12%
Low2Box	663 26%	62 31% B	125 23%	247 25%	28 25%	19 21%	80 31% B	103 29%
Mean	3.7	3.5	4.0 ACFG	3.7	3.7	3.7	3.6	3.6