

If you're not able to save enough to fund your retirement, would you...

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1066	152	108	79	372	266	89	192	363	511	253	813
	1066	149	98*	70*	409	258	82*	191	363	512	208	858
Plan to retire anyway and give something up in order to fund your desired lifestyle	127	14	6	4	35	55	12	25	46	56	20	107
	12%	10%	6%	6%	9%	21% ABCD	15%	13%	13%	11%	9%	12%
Give nothing up and continue to work for a few more years	326	42	26	14	122	95	26	56	113	157	62	263
	31%	28%	27%	20%	30%	37% C	32%	29%	31%	31%	30%	31%
Combination - give something up and work part time	613	93	66	52	251	108	44	111	204	299	125	488
	58%	62% E	67% E	74% EF	61% E	42%	54%	58%	56%	58%	60%	57%

Which of the following would you be willing to give up at some point to ensure you have enough money to fund your retirement?

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Base: Plan to give something up Weighted												
	741	109	79	63	256	174	60	135	247	359	175	566
	740	107*	72*	56*	286	163	56*	136	250	355	145	595
Your house - that is, you would refinance it or downsize to a smaller house												
Yes	341 46%	60 56% CEF	40 56% CF	19 34%	136 47% F	69 42%	17 30%	53 39%	115 46%	173 49%	74 51%	267 45%
No	276 37%	31 29%	26 36%	22 39%	99 35%	71 43%	27 49% A	52 39%	84 33%	141 40%	43 30%	233 39% J
(Dk/Ns)	122 17%	15 14%	6 8%	15 27% B	51 18%	23 14%	11 21%	30 22% I	51 21% I	41 12%	28 19%	95 16%
A second property, such as a cottage												
Yes	430 58%	56 53%	48 67% D	29 52%	149 52%	113 69% ACD	36 64%	71 52%	154 62%	205 58%	73 50%	357 60% J
No	173 23%	28 26%	16 22%	15 26%	73 25%	32 20%	10 18%	38 28%	60 24%	75 21%	40 27%	134 22%
(Dk/Ns)	136 18%	23 21% E	8 11%	12 22%	65 23% E	18 11%	10 18%	27 20%	35 14%	74 21%	32 22%	104 17%
A car												
Yes	185 25%	37 34% BC	8 11%	10 17%	76 27% B	40 25% B	13 24%	39 29%	59 23%	87 25%	44 30%	141 24%
No	478 65%	59 55%	56 78% AD	43 76% A	173 61%	111 68%	36 65%	73 54%	164 66% G	241 68% G	82 56%	397 67% J
(Dk/Ns)	77 10%	11 10%	8 11%	4 7%	37 13%	12 7%	6 10%	24 17% I	27 11%	26 7%	20 14%	57 10%
Travel												
Yes	381 51%	45 42%	34 47%	24 42%	145 51%	101 62% ACD	32 57%	83 61% I	151 61% I	147 41%	72 49%	309 52%
No	227 31%	43 41% EF	25 35%	18 32%	92 32%	36 22%	12 22%	24 18%	58 23%	145 41% GH	44 30%	183 31%
(Dk/Ns)	132 18%	19 18%	13 18%	14 25%	49 17%	26 16%	12 21%	29 21%	41 16%	62 18%	29 20%	103 17%

[YES SUMMARY] Which of the following would you be willing to give up at some point to ensure you have enough money to fund your retirement?

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		A	B	C	D	E	F	G	H	I	J	K
Base: Plan to give something up Weighted	741	109	79	63	256	174	60	135	247	359	175	566
	740	107*	72*	56*	286	163	56*	136	250	355	145	595
Your house - that is, you would refinance it or downsize to a smaller house	341	60	40	19	136	69	17	53	115	173	74	267
	46%	56% CEF	56% CF	34%	47% F	42%	30%	39%	46%	49%	51%	45%
A second property, such as a cottage	430	56	48	29	149	113	36	71	154	205	73	357
	58%	53%	67% D	52%	52%	69% ACD	64%	52%	62%	58%	50%	60% J
A car	185	37	8	10	76	40	13	39	59	87	44	141
	25%	34% BC	11%	17%	27% B	25% B	24%	29%	23%	25%	30%	24%
Travel	381	45	34	24	145	101	32	83	151	147	72	309
	51%	42%	47%	42%	51%	62% ACD	57%	61% I	61% I	41%	49%	52%

Could the cost of living in your area cause you to consider moving to another area when you retire? Could the cost of living in your area cause you to consider moving to another area when you retire?

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Base: All respondents	1066	152	108	79	372	266	89	192	363	511	253	813
Weighted	1066	149	98*	70*	409	258	82*	191	363	512	208	858
Yes	419 39%	77 52% CEF	68 69% ACDEF	13 19%	172 42% CEF	68 26%	20 24%	69 36%	148 41%	202 39%	81 39%	338 39%
No	466 44%	52 35% B	14 15%	42 61% ABD	149 36% B	158 61% ABD	50 62% ABD	74 39%	157 43%	235 46%	84 40%	382 44%
(Dk/Ns)	181 17%	20 14%	16 16%	14 20%	87 21% E	32 13%	11 14%	48 25% HI	58 16%	75 15%	43 20%	139 16%

(Topbox Summary) Below are a series of statements. For each, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

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Base: All respondents Weighted	1066	152	108	79	372	266	89	192	363	511	253	813
	1066	149	98*	70*	409	258	82*	191	363	512	208	858
Having enough money for retirement is something you really need to plan for and get a lot of advice to reach your goals	968	133	87	65	380	223	80	170	327	472	189	779
	91%	89%	89%	94%	93% E	86%	98% ABE	89%	90%	92%	91%	91%
No matter how much planning you do or advice you get, having enough money for retirement is just a matter of chance	383	61	28	21	151	87	35	97	139	147	74	308
	36%	41%	28%	30%	37%	34%	43%	50% HI	38% I	29%	36%	36%
I wish I had started earlier, even in my teens, to save for retirement	865	130	79	56	348	182	70	158	322	385	163	702
	81%	87% E	81%	81%	85% E	70%	85% E	83%	89% I	75%	79%	82%
Retirement is a time to reinvent yourself and do something completely different with your life	907	119	75	49	351	242	70	168	310	428	173	734
	85%	80%	77%	71%	86% BC	94% ABCDF	85%	88%	85%	84%	83%	85%

(Lowbox Summary) Below are a series of statements. For each, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

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Base: All respondents	1066	152	108	79	372	266	89	192	363	511	253	813
Weighted	1066	149	98*	70*	409	258	82*	191	363	512	208	858
Having enough money for retirement is something you really need to plan for and get a lot of advice to reach your goals	98	17	11	4	29	35	2	21	36	40	19	79
	9%	11% F	11% F	6%	7%	14% DF	2%	11%	10%	8%	9%	9%
No matter how much planning you do or advice you get, having enough money for retirement is just a matter of chance	683	88	70	49	258	171	47	95	224	365	133	550
	64%	59%	72%	70%	63%	66%	57%	50%	62% G	71% GH	64%	64%
I wish I had started earlier, even in my teens, to save for retirement	201	19	19	13	61	77	12	33	40	127	44	157
	19%	13%	19%	19%	15%	30% ADF	15%	17%	11%	25% H	21%	18%
Retirement is a time to reinvent yourself and do something completely different with your life	159	30	23	20	58	16	12	23	53	84	35	125
	15%	20% E	23% DE	29% DE	14% E	6%	15% E	12%	15%	16%	17%	15%