

Capital One

What sacrifices are you willing to make in order to improve your financial fitness in the New Year?

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

* small base

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All respondents	1336	187	128	78	469	371	103
Weighted	1000	139	96	67*	385	237	76
Cut back on my lattes	442	73	44	38	178	73	36
	44%	53%	45%	56%	46%	31%	48%
		E	E	E	E		E
Brown bag it rather than buy lunch	646	89	69	42	247	154	46
	65%	64%	72%	62%	64%	65%	60%
Use public transportation rather than drive to work in order to save on gas	200	21	17	13	81	54	14
	20%	15%	18%	19%	21%	23%	19%
						A	

Detailed tables

Capital One

I will try to manage my money better in 2007 by...

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

* small base

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All respondents	1336	187	128	78	469	371	103
Weighted	1000	139	96	67*	385	237	76
Shopping around for a lower rate credit card and transferring my balances	109	14	10	6	54	14	12
	11%	10%	10%	9%	14% E	6%	16% E
Creating and using a budget	821	110	82	55	308	207	59
	82%	79%	85%	83%	80%	87% ADF	78%
Help! I do not know where to begin	70	16	5	5	23	16	4
	7%	11% D	5%	8%	6%	7%	6%

Detailed tables

Capital One

JN3. When choosing a credit card, the most important thing for me is...

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

* small base

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All respondents	1336	187	128	78	469	371	103
Weighted	1000	139	96	67*	385	237	76
The interest rate	632	86	57	35	233	159	62
	63%	61%	60%	53%	61%	67%	82%
							ABCDE
The rewards program	223	36	24	21	88	43	10
	22%	26%	25%	32%	23%	18%	13%
		EF	F	EF	F		
The affiliation with a specific bank or retailer	145	17	15	10	63	35	4
	14%	12%	15%	15%	16%	15%	5%
			F		F	F	

Detailed tables

Capital One

What are you going to miss most from 2006?

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

	Total
Base: All respondents	1336
Weighted	1000
Capital One's Hands in My Pocket commercial and jingle	505
	50%
The Liberal leadership race	338
	34%
Britney Spears and Kevin Federline	157
	16%

Detailed tables