

Capital One

MB1. What can you count on this spring/summer?

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

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All respondents	1317	176	150	86	464	343	98
Weighted	1000	139	96	67*	383	237	78*
Too many visits from my in-laws	123 12%	19 14%	9 10%	7 10%	47 12%	29 12%	12 15%
Constant chatter/speculation of another federal election	737 74%	111 79%	76 79%	59 88%	290 76%	138 58%	63 81%
		E	E	DE	E		E
Calling in 'sick' to work a lot more now that the weather is clearing up!	140 14%	10 7%	10 11%	1 1%	46 12%	70 30%	3 4%
			C		CF	ABCD	F

Detailed tables

MB2. What would you do if you found you had a little extra cash (hundred dollars or more) in your pocket?

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

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All respondents	1317	176	150	86	464	343	98
Weighted	1000	139	96	67*	383	237	78*
I would place the money in my savings or investment account	336 34%	55 39% E	36 38% E	25 37% E	144 38% E	49 20% E	28 36% E
I would put it towards my summer vacation fund	260 26%	33 23%	27 28%	21 32%	91 24%	64 27%	23 30%
I would give a portion of the money to charity	107 11%	20 15% E	9 9%	7 10% E	54 14% E	11 5%	6 8%
I would have fun and splurge on something for myself.	437 44%	47 34%	36 38%	25 38%	162 42%	136 57% ABCDF	30 39%

MB3. It is spring and some people 'spring clean' their finances along with wrapping up their taxes. Which of the following are you most likely to do this spring?

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

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All respondents	1317	176	150	86	464	343	98
Weighted	1000	139	96	67*	383	237	78*
Determine whether I'm getting the best deal on interest rates and fees for my credit cards and change if I'm not.	292 29%	49 35% E	31 32% E	28 41% EF	118 31% E	47 20%	20 26%
Wrap up my taxes and forget about my finances till next year.	391 39%	54 38%	39 40%	28 42%	138 36%	103 43% D	30 38%
I'd rather clean out my basement or my garage than look at my taxes or my finances.	409 41%	54 39%	32 34%	20 29%	163 43% C	108 45% BC	32 42%

MB5. What type of credit card interest rate has the greatest appeal to you?

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

	Total	REGION					
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		A	B	C	D	E	F
Base: All respondents	1317	176	150	86	464	343	98
Weighted	1000	139	96	67*	383	237	78*
Low introductory rate for a limited period of time, after which the rate goes up.	22 2%	2 2%	1 1%	2 3%	9 2%	5 2%	2 3%
Prize or giveaway item and the usual credit card rate.	163 16%	22 16%	11 11%	10 15%	55 14%	56 24% BDF	9 11%
One low rate, no giveaways or rate limited time offers on rates.	815 82%	115 82%	84 88% E	54 81%	318 83% E	177 74%	67 86% E

MB6. When you think of savings (or ways to put money in your pocket or pay yourself back), which of the following strategies do you follow?

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	Total	REGION					
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		A	B	C	D	E	F
Base: All respondents	1317	176	150	86	464	343	98
Weighted	1000	139	96	67*	383	237	78*
I look for 'freebies' such as samples (food, cosmetics), free lunches or dinners through work or other functions	171 17%	26 19% E	17 18% E	10 14%	82 21% E	22 9%	14 18% E
I buy items in bulk - I am addicted to Costco!	262 26%	52 37% DEF	28 30% E	20 30% E	103 27% E	44 18%	15 19%
I use and stick to a budget	695 69%	82 59%	64 67%	46 69%	262 69% A	190 80% ABCDF	51 66%
I shop around for credit cards and transfer balances to lower rate cards to capture the savings	96 10%	18 13% E	11 11% E	8 13% E	38 10% E	13 6%	7 9%
I 'mooch' off friends and family as much as possible	36 4%	5 3%	2 3%	2 2%	17 4%	7 3%	3 4%