

# **Most Vancouverites Would Rather Stick to a Budget (71%) than a Diet (26%)**

*Almost Six in ten (59%) Stayed on Budget during Holiday  
Shopping*

**Public Release Date: Monday, January 28, 2008, 6:00 AM EST**



**Ipsos Reid**

*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca)*

***For copies of other news releases, please visit  
<http://www.ipsos-na.com/news/>***

---

© Ipsos Reid

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco  
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal*

## **Most Vancouverites Would Rather Stick to a Budget (71%) than a Diet (26%)**

***Almost Six in ten (59%) Stayed on Budget during Holiday Shopping***

**Toronto, ON** – The results of a new Ipsos Reid poll conducted on behalf of Capital One finds that physical and financial health are topping the list of New Year's Resolutions this year. In fact, one quarter (24%) of Vancouverites indicate that when the clock struck midnight on Jan 1<sup>st</sup> their most important resolution was to 'become more physically fit' (15%) to 'lose weight' (6%), or to 'get or stay healthy' (3%). However, thinking about their financial health, 13% of Vancouverites' indicate that their most important resolution was to 'become more financially secure'.

When it comes to trying to act on those resolutions, most Vancouverites would rather follow a budget (71%), than follow a diet (26%). For example, with regards to their holiday shopping budget, most Vancouverites stuck right on their financial target (59%), while 7% even saved money this holiday season.

But some Vancouverites were not so diligent in sticking to a budget. Nearly two in ten (19%) spent more than they meant to and 'don't really care' about that fact, while 7% spent more than they meant to but 'now regret it', and 5% have 'no idea' how much they spent.

Managing one's credit cards is likely one of the best ways to become financially fit. However, almost one third (31%) of Vancouverites do not know what the interest rate is on their primary credit card. Furthermore, a majority (54%) of Vancouverites do not know of the existence of low-interest (prime + below 5%) credit cards on the market.

---

© Ipsos Reid



Ipsos Reid

*These are the findings of an Ipsos Reid poll conducted on behalf of Capital One from January 8 to January 10, 2008. For the survey, a representative randomly selected sample of 455 adult Vancouverites was interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 4.59$  percentage points, 19 times out of 20, of what they would have been had the entire adult working population of Vancouver been polled. The margin of error will be larger within sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Vancouver population according to Census data.*

***For more information on this news release, please contact:***

***Sean Simpson  
Research Manager  
Ipsos Reid  
Public Affairs  
(416) 572-4474***

***For full tabular results, please visit our website at [www.ipsos.ca](http://www.ipsos.ca). News Releases are available at: <http://www.ipsos-na.com/news/>***

---

© Ipsos Reid

- 2 -

***Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal***