

8. Which of the following resources have you used to improve your financial knowledge?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	3027	450	449	453	714	510	451	997	675	835	520	356	2671
Weighted	3027	400	309	197	1159	739	224	1045	636	809	537	449	2578
Bank and investment firm websites	651	103	81	46	269	109	43	193	125	178	156	98	554
	22%	26%	26%	24%	23%	15%	19%	18%	20%	22%	29%	22%	21%
		EF	EF	E	E						GHI		
Daily newspapers, and business reports on TV and radio	921	143	107	67	351	192	61	268	181	262	210	102	820
	30%	36%	35%	34%	30%	26%	27%	26%	28%	32%	39%	23%	32%
		EF	EF	EF						G	GHI		K
My financial advisor	1076	179	114	76	388	251	68	258	237	348	233	116	960
	36%	45%	37%	39%	33%	34%	30%	25%	37%	43%	43%	26%	37%
		BDEF	F	F					G	G	G		K
Friends and family who are financially savvy	919	124	108	63	375	176	75	287	192	251	190	161	758
	30%	31%	35%	32%	32%	24%	33%	27%	30%	31%	35%	36%	29%
		E	E	E	E		E				G	L	
Courses that I've taken	403	57	52	32	139	93	30	133	68	113	89	52	351
	13%	14%	17%	16%	12%	13%	14%	13%	11%	14%	17%	12%	14%
			D	D							H		
Other	160	25	21	11	53	37	14	71	34	34	21	26	134
	5%	6%	7%	5%	5%	5%	6%	7%	5%	4%	4%	6%	5%
								IJ					
I've done nothing to improve my financial knowledge	683	72	51	35	266	208	51	311	150	147	75	126	557
	23%	18%	17%	18%	23%	28%	23%	30%	24%	18%	14%	28%	22%
					BC	ABCD	B	HIJ	IJ			L	

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