

1. Thinking about how you budget your money, which statement best describes you?

		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	1319	175	131	132	426	336	119	400	231	296	197	570	700
Weighted	1319	177	140	86	506	317	94	425	227	275	191	518	748
I always budget my money	603	75	65	38	243	137	45	197	114	116	81	224	348
	46%	42%	46%	45%	48%	43%	48%	46%	50%	42%	42%	43%	46%
I budget for big ticket items only (e.g., events, vacations and gifts)	226	31	22	15	85	59	15	64	24	56	48	104	113
	17%	18%	16%	17%	17%	19%	16%	15%	10%	21%	25%	20%	15%
										H	GH	L	
I budget for emergencies (e.g. putting some money away in case my spouse or I lose our job)	169	25	26	9	67	32	10	52	31	36	27	71	92
	13%	14%	18%	10%	13%	10%	10%	12%	14%	13%	14%	14%	12%
			E										
I don't budget my money	321	46	28	24	110	88	25	112	59	66	36	119	196
	24%	26%	20%	28%	22%	28%	27%	26%	26%	24%	19%	23%	26%

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

2_1. [My own finances] How active are you when it comes to saving/investing for the following:

		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	1319	175	131	132	426	336	119	400	231	296	197	570	700
Weighted	1319	177	140	86	506	317	94	425	227	275	191	518	748
My own finances													
I save/invest weekly	180	21	18	15	71	42	13	43	36	40	33	78	91
	14%	12%	13%	18%	14%	13%	14%	10%	16%	15%	17%	15%	12%
									G		G		
I save/invest monthly	469	70	61	29	195	83	32	123	92	104	87	178	276
	36%	40%	44%	33%	39%	26%	34%	29%	40%	38%	45%	34%	37%
		E	E		E				G	G	G		
I save/invest annually	226	18	22	14	98	60	12	59	44	49	36	79	142
	17%	10%	16%	17%	19%	19%	13%	14%	19%	18%	19%	15%	19%
					A	A							
I don't save or invest at all	443	67	39	28	141	132	36	201	56	81	35	184	239
	34%	38%	28%	33%	28%	42%	39%	47%	25%	29%	18%	35%	32%
		D				BD	D	HIJ		J			

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

2_2. [My children's education] How active are you when it comes to saving/investing for the following:

		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	1319	175	131	132	426	336	119	400	231	296	197	570	700
Weighted	1319	177	140	86	506	317	94	425	227	275	191	518	748
My children's education													
I save/invest weekly	44	10	1	2	15	15	2	12	8	13	8	31	5
	3%	5%	1%	2%	3%	5%	2%	3%	4%	5%	4%	6%	1%
		B				B						L	
I save/invest monthly	236	32	26	14	83	61	20	46	46	59	60	181	46
	18%	18%	19%	16%	16%	19%	22%	11%	20%	22%	31%	35%	6%
									G	G	GHI	L	
I save/invest annually	119	15	8	10	47	31	7	19	23	28	23	91	24
	9%	8%	6%	12%	9%	10%	8%	5%	10%	10%	12%	18%	3%
									G	G	G	L	
I don't save or invest at all	920	120	104	60	360	211	64	348	150	174	99	215	673
	70%	68%	74%	70%	71%	67%	68%	82%	66%	63%	52%	42%	90%
								HIJ	J	J			K

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

2_3. [My retirement] How active are you when it comes to saving/investing for the following:

		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	1319	175	131	132	426	336	119	400	231	296	197	570	700
Weighted	1319	177	140	86	506	317	94	425	227	275	191	518	748
My retirement													
I save/invest weekly	132	16	15	5	32	53	11	21	22	37	34	66	58
	10%	9%	11%	6%	6%	17%	12%	5%	10%	13%	18%	13%	8%
						ACD	D		G	G	GH	L	
I save/invest monthly	358	49	45	31	147	63	23	67	74	93	75	152	197
	27%	28%	32%	36%	29%	20%	24%	16%	33%	34%	39%	29%	26%
			E	E	E				G	G	G		
I save/invest annually	243	22	25	16	110	55	15	54	49	53	40	94	140
	18%	13%	18%	18%	22%	17%	16%	13%	22%	19%	21%	18%	19%
					A				G	G	G		
I don't save or invest at all	586	89	54	35	218	146	44	284	82	92	42	206	354
	44%	50%	39%	40%	43%	46%	47%	67%	36%	34%	22%	40%	47%
								HIJ	J	J			K

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

2_4. [Big ticket items that I desire] How active are you when it comes to saving/investing for the following:

		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	1319	175	131	132	426	336	119	400	231	296	197	570	700
Weighted	1319	177	140	86	506	317	94	425	227	275	191	518	748
Big ticket items that I desire													
I save/invest weekly	121	20	8	7	39	40	8	33	20	22	27	48	62
	9%	11%	6%	8%	8%	13%	8%	8%	9%	8%	14%	9%	8%
						BD					GI		
I save/invest monthly	357	37	43	19	159	82	18	97	63	81	71	141	199
	27%	21%	31%	22%	31%	26%	20%	23%	28%	29%	37%	27%	27%
					ACF						GH		
I save/invest annually	265	34	26	16	120	52	18	73	53	55	39	120	136
	20%	19%	18%	18%	24%	16%	19%	17%	23%	20%	20%	23%	18%
					E							L	
I don't save or invest at all	575	86	63	45	189	143	50	222	92	118	54	210	351
	44%	49%	45%	52%	37%	45%	53%	52%	40%	43%	28%	40%	47%
		D		D		D	D	HIJ	J	J			K

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