

1. Are you better off financially than you were a year ago?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1234	578	656	307	488	439	69	283	570	312	384	200	219	431	1163	52	8	11	678	170	136	250	413	322	499
	1234	599	635	344	457	433	109	451	484	190	375	205	213	442	1149	55	10	19	694	167	129	245	406	313	515
	466	252	214	156	171	139	28	162	191	85	155	77	81	153	442	18	4	2	273	62	43	87	160	134	173
Yes	38%	42%	34%	45%	37%	32%	26%	36%	39%	45%	41%	38%	38%	35%	38%	32%	38%	11%	39%	37%	33%	36%	39%	43%	34%
		B		DE			F			FG						F	**	**						X	
	701	315	386	171	264	266	69	262	273	97	210	119	125	248	656	33	3	9	399	93	79	131	230	176	294
No	57%	53%	61%	50%	58%	61%	63%	58%	56%	51%	56%	58%	59%	56%	57%	60%	33%	46%	58%	56%	61%	53%	57%	56%	57%
			A		C	C	*									*	**	**							
	67	31	35	18	22	28	12	27	20	8	10	9	7	41	51	4	3	8	21	12	7	27	16	3	48
Don't know	5%	5%	6%	5%	5%	6%	11%	6%	4%	4%	3%	4%	3%	9%	4%	8%	29%	43%	3%	7%	6%	11%	4%	1%	9%
							H*							JL		*	**	**		R		R	W		VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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2. Did you pay down your household debt in 2013?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1234	578	656	307	488	439	69	283	570	312	384	200	219	431	1163	52	8	11	678	170	136	250	413	322	499
	1234	599	635	344	457	433	109	451	484	190	375	205	213	442	1149	55	10	19	694	167	129	245	406	313	515
	597	303	295	133	230	234	43	216	239	99	182	97	92	226	567	23	4	3	320	91	53	134	201	149	247
	48%	51%	46%	39%	50%	54%	39%	48%	49%	52%	49%	47%	43%	51%	49%	42%	40%	16%	46%	54%	41%	55%	50%	48%	48%
No	546	263	283	169	201	176	56	198	213	78	164	98	102	182	509	27	5	5	317	71	69	89	180	145	220
	44%	44%	45%	49%	44%	41%	52%	44%	44%	41%	44%	48%	48%	41%	44%	49%	48%	28%	46%	42%	53%	36%	44%	46%	43%
Don't know	91	33	58	E	25	23	10	36	31	13	28	9	19	34	74	5	1	11	56	5	7	22	25	18	47
	7%	6%	9%	12%	6%	5%	9%	8%	6%	7%	8%	5%	9%	8%	6%	9%	12%	56%	8%	3%	6%	9%	6%	6%	9%
		A	DE				*									*	**	**	S			S			

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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3. Thinking now about planning for your retirement, which of the following best describes how you contribute to your retirement savings?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times a day	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents Contribute (Net)	1234	578	656	307	488	439	69	283	570	312	384	200	219	431	1163	52	8	11	678	170	136	250	413	322	499
	1234	598	635	344	457	433	109	451	484	190	375	205	213	442	1149	55	10	19	694	167	129	245	406	313	515
	440	224	216	131	198	111	18	149	170	103	143	77	69	150	418	11	5	5	260	55	41	84	169	111	160
	36%	37%	34%	38%	43%	26%	16%	33%	35%	54%	38%	38%	32%	34%	36%	20%	52%	28%	37%	33%	32%	34%	42%	35%	31%
I make lump sum contribution(s) in advance of the RRSP deadline		E	E	E	E	F	*	F	F	FGH	O	*	**	**	*	**	**	*	*	*	X	*	*	*	
	153	81	72	39	59	55	10	51	56	36	53	28	21	51	145	3	2	3	83	22	15	33	73	28	53
I make regular monthly contributions in advance of the RRSP deadline	12%	14%	11%	11%	13%	13%	10%	11%	11%	19%	14%	14%	10%	12%	13%	6%	20%	16%	12%	13%	11%	14%	18%	9%	10%
							*			GH						*	**	**				WX			
	217	103	114	79	101	38	7	76	85	49	66	43	39	70	210	7	-	-	140	23	19	35	73	71	73
	18%	17%	18%	23%	22%	9%	7%	17%	18%	26%	18%	21%	18%	16%	18%	13%	-	-	20%	14%	15%	14%	18%	23%	14%
Both		E	E		E		*	F	F	FGH					*	*	**	**				X			
	69	39	30	13	38	18	-	21	30	19	24	7	9	30	63	*	3	2	37	10	7	15	23	13	34
	6%	7%	5%	4%	8%	4%	-	5%	6%	10%	6%	3%	4%	7%	6%	1%	32%	12%	5%	6%	6%	6%	6%	4%	7%
					CE		*		F	FG					*	**	**	**							
Neither	711	340	371	171	228	312	78	278	277	78	199	118	133	261	665	37	4	5	382	106	83	141	207	190	314
	58%	57%	58%	50%	50%	72%	72%	62%	57%	41%	53%	58%	62%	59%	58%	68%	42%	24%	55%	63%	64%	58%	51%	61%	61%
					CD		HI*	I	I						*	**	**	**				V	V	V	V
	83	34	49	42	31	10	13	24	36	9	32	9	11	30	66	7	1	9	52	6	5	20	30	12	41
Don't know	7%	6%	8%	12%	7%	2%	12%	5%	8%	5%	9%	5%	5%	7%	6%	12%	7%	49%	7%	4%	4%	8%	7%	4%	8%
				DE	E		I*								*	**	**	**							W

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