

Which of the following have you done in 2023 in order to deal with the higher cost of living due to inflation?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD DEMOGRAPHICS	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - \$59K	\$60K - \$99K	\$100K+	1-2	3+ kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unweighted)	1000	94	104	103	360	235	102	228	183	251	257	265	295
Base: All Respondents (weighted)	1000	134	113	62	385	239	67	270	196	235	212	245	255
Cutting back on entertainment	465	54	58	29	167	114	34	124	90	120	89	115	140
	46%	40%	52%	43%	43%	48%	52%	46%	46%	51%	42%	47%	49%
Cutting back on dining out	567	64	70	32	223	143	35	135	121	143	127	154	183
	57%	49%	62%	53%	58%	62%	53%	62%	62%	63%	60%	63%	58%
Cutting back on travel outside the country	269	41	38	19	118	88	15	54	58	70	62	76	103
	27%	31%	33%	31%	31%	35%	22%	20%	30%	30%	29%	31%	36%
Cutting back on travel inside the country	279	38	47	18	111	48	17	70	48	76	65	70	209
	28%	28%	42%	29%	29%	26%	26%	24%	24%	32%	31%	29%	48%
More car pooling/lower car trips	126	13	12	12	51	38	15	31	20	29	32	35	30
	13%	9%	10%	20%	13%	12%	15%	12%	10%	12%	15%	14%	12%
Cutting back on organized sports for my kids	41	2	4	2	14	16	3	2	10	18	10	41	-
	4%	1%	4%	3%	4%	7%	5%	1%	5%	8%	5%	17%	-
Switched my regular grocery store for one I think is cheaper	303	44	30	16	123	66	23	89	58	75	60	81	122
	30%	33%	27%	22%	32%	28%	35%	33%	30%	32%	28%	33%	29%
Looking at flyers for sales	528	56	51	28	218	117	47	169	113	117	100	108	188
	53%	42%	49%	54%	57%	53%	55%	52%	55%	54%	48%	48%	53%
Using a couponing or sale app to save money	321	37	31	20	119	71	19	101	60	74	65	77	145
	32%	26%	31%	32%	36%	30%	26%	32%	31%	30%	31%	31%	32%
Eating less meat	285	36	32	19	103	72	24	111	47	63	55	79	207
	29%	27%	36%	30%	37%	30%	32%	43%	44%	37%	34%	32%	37%
Pausing or saving for retirement	152	30	14	8	55	36	10	35	13	42	33	53	99
	15%	12%	12%	12%	14%	13%	14%	13%	10%	16%	12%	12%	13%
Dipped into my personal savings to make ends meet	279	38	38	16	94	67	25	96	55	74	43	80	109
	28%	29%	34%	22%	24%	28%	38%	33%	28%	32%	20%	33%	26%
Considered moving somewhere with a lower cost of living than where I live now	171	29	21	8	72	32	10	54	38	32	36	46	124
	17%	21%	19%	12%	19%	13%	15%	20%	19%	14%	17%	19%	16%
Buying fewer fresh fruits and vegetables	328	53	37	23	128	60	28	129	61	72	42	77	251
	33%	40%	32%	36%	33%	25%	41%	48%	31%	31%	20%	31%	33%
Putting off purchases like new clothing, etc.	472	71	60	29	177	101	33	160	81	114	92	122	183
	47%	52%	52%	46%	46%	42%	52%	50%	42%	47%	43%	50%	46%
Telling my kids "no" more often	101	14	6	7	30	36	8	25	21	31	31	101	-
	10%	11%	9%	11%	8%	13%	12%	11%	11%	13%	12%	11%	-
Using money I was setting aside for retirement	142	35	25	9	59	25	9	42	31	32	29	37	105
	14%	12%	22%	14%	25%	16%	14%	16%	16%	14%	14%	15%	14%
Delayed or did not renew a medical prescription	109	27	17	5	34	20	5	46	18	28	12	31	78
	11%	26%	15%	9%	9%	8%	8%	17%	9%	12%	5%	13%	10%
Accessing food banks	119	36	14	5	34	33	6	67	23	16	13	38	81
	12%	19%	13%	9%	9%	14%	9%	23%	12%	7%	6%	15%	11%
Made purchases through more payments rather than a one-time payment	118	17	10	6	53	27	5	42	25	15	30	40	77
	12%	12%	9%	10%	14%	11%	7%	16%	13%	6%	14%	17%	10%
Putting off buying a home	133	23	8	7	46	44	5	35	31	35	23	52	81
	13%	17%	7%	11%	12%	18%	8%	13%	16%	15%	11%	21%	11%
Cut down on holiday spending	439	99	58	24	178	82	40	121	84	104	94	107	333
	44%	44%	51%	38%	46%	34%	59%	45%	43%	44%	44%	44%	44%
Putting off starting a family or growing your family	72	15	9	6	28	16	4	26	10	13	18	21	51
	7%	11%	3%	10%	7%	7%	6%	10%	5%	5%	8%	9%	7%
Delaying retirement	36	11	12	3	30	14	3	12	14	20	22	22	52
	8%	8%	15%	5%	6%	6%	4%	7%	8%	13%	9%	7%	7%
Delaying a wedding or other major celebration/event	51	12	4	3	13	17	2	13	14	11	13	24	27
	5%	9%	4%	4%	3%	7%	3%	5%	7%	5%	9%	10%	4%
Downsizing my home	52	5	9	3	21	9	5	31	13	11	15	15	37
	5%	4%	8%	5%	5%	4%	7%	6%	7%	5%	7%	6%	5%
Moving somewhere cheaper	101	23	7	3	29	8	3	38	20	27	14	20	75
	10%	17%	6%	6%	6%	12%	5%	13%	10%	19%	6%	11%	10%
Participating in "Buy Nothing" Day	301	21	15	5	33	22	4	42	16	23	13	27	14
	10%	17%	13%	6%	6%	9%	6%	16%	8%	9%	6%	11%	10%
Participating in "Buy It Forward" trade groups	37	6	1	1	17	8	4	14	7	7	9	14	23
	4%	4%	1%	2%	4%	3%	6%	5%	4%	3%	4%	6%	3%
Putting more money into savings	148	26	10	11	51	38	5	41	16	26	17	21	104
	14%	15%	9%	18%	14%	16%	7%	15%	8%	13%	17%	14%	14%
Postponing or cancelling vacations	256	31	30	13	66	46	16	60	45	71	40	29	117
	26%	21%	30%	20%	24%	27%	21%	22%	21%	30%	20%	21%	21%
None of the above	90	7	13	10	33	21	5	35	16	23	16	12	78
	9%	5%	12%	18%	9%	9%	8%	6%	8%	10%	8%	5%	10%
Signs	6712	940	801	412	2142	1523	453	1561	1299	1423	1363	1893	4818
	671%	702%	709%	664%	671%	618%	676%	726%	663%	691%	640%	774%	618%

And which of the following do you anticipate doing in 2024 to deal with the higher cost of living due to inflation?

	REGION											HOUSEHOLD INCOME				HOUSEHOLD DEMOGRAPHICS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K-\$50K	\$50K-\$100K	\$100K+	65+	No kids				
	A	B	C	D	E	F	G	H	I	J	K	L	M				
Base: All Respondents (unwt)	1000	94	104	103	360	235	102	228	183	251	257	265	276				
Base: All Respondents (wt)	1000	134	113	62	385	239	67	270	196	235	212	245	255				
Cutting back on entertainment	455	63	50	26	170	111	30	129	77	116	99	119	136				
+ *	45%	47%	44%	42%	44%	40%	32%	48%	39%	49%	46%	49%	44%				
Cutting back on dining out	134	68	66	30	196	137	37	137	110	132	117	134	160				
+ *	13%	13%	16%	48%	13%	17%	53%	16%	16%	16%	15%	15%	13%				
Cutting back on travel outside the country	252	33	37	14	109	42	17	51	14	71	55	71	181				
+ *	25%	24%	33%	23%	28%	17%	20%	28%	18%	30%	20%	29%	14%				
Cutting back on travel inside the country	279	41	48	20	112	35	22	67	51	76	64	62	217				
+ *	28%	31%	43%	32%	29%	13%	33%	23%	25%	32%	30%	23%	29%				
More car pooling/lower car trips	177	30	35	14	65	35	12	48	37	45	35	52	115				
+ *	18%	23%	16%	22%	17%	16%	17%	18%	16%	20%	17%	26%	13%				
Cutting back on organized sports for my kids	46	7	6	3	15	12	4	7	6	17	14	46	-				
+ *	5%	5%	5%	5%	4%	5%	6%	3%	3%	7%	7%	19%	-				
Switching my regular grocery store for one I think is cheaper	364	38	33	13	99	58	23	69	55	59	58	69	196				
+ *	26%	29%	20%	20%	26%	24%	14%	26%	28%	25%	27%	28%	30%				
Looking at flyers for sales	473	54	52	18	260	97	40	132	103	111	107	97	178				
+ *	48%	40%	46%	53%	52%	41%	60%	49%	52%	43%	44%	40%	50%				
Using a couponing or sale app to save money	333	37	36	24	112	59	24	91	70	71	70	78	255				
+ *	33%	26%	32%	30%	36%	25%	30%	34%	36%	30%	33%	32%	34%				
Eating less meat	287	48	32	14	112	57	23	105	46	63	53	59	228				
+ *	26%	30%	36%	32%	30%	34%	34%	30%	35%	37%	32%	30%	30%				
Pausing or saving for retirement	162	27	17	11	59	34	13	42	28	47	34	59	109				
+ *	16%	16%	12%	10%	14%	14%	10%	15%	14%	16%	16%	16%	14%				
Dipping into my personal savings to make ends meet	225	25	32	9	95	44	22	71	44	54	42	61	162				
+ *	22%	17%	26%	12%	25%	18%	32%	26%	22%	23%	19%	26%	21%				
Considering moving somewhere with a lower cost of living than where I live now	165	23	27	8	62	35	9	49	40	37	27	52	113				
+ *	16%	18%	24%	13%	16%	13%	14%	18%	20%	16%	13%	21%	13%				
Buying fewer fresh fruits and vegetables	273	44	35	20	112	36	27	100	48	59	44	60	213				
+ *	27%	32%	31%	32%	29%	15%	41%	37%	34%	25%	21%	24%	28%				
Putting off purchases like new clothing, etc.	419	58	50	24	148	88	32	130	70	100	87	102	317				
+ *	42%	43%	44%	30%	44%	37%	48%	48%	36%	43%	41%	41%	43%				
Telling my kids "no" more often	85	13	7	3	23	20	9	24	10	30	20	85	-				
+ *	8%	10%	6%	6%	12%	14%	6%	11%	5%	13%	12%	10%	-				
Using money I've set aside for retirement	146	19	26	7	52	27	14	40	26	35	36	51	95				
+ *	15%	14%	23%	12%	13%	11%	21%	12%	13%	15%	18%	21%	13%				
Delaying or not renewing a medical prescription	91	17	13	5	36	13	7	36	13	29	8	26	64				
+ *	9%	13%	11%	8%	9%	5%	10%	13%	6%	13%	4%	11%	8%				
Accessing food banks	145	28	18	5	43	41	11	77	18	34	13	44	101				
+ *	15%	21%	16%	8%	11%	17%	16%	23%	9%	15%	6%	18%	13%				
Making purchases through more payments rather than one-time payment	126	21	13	7	56	20	8	38	19	22	18	46	80				
+ *	13%	16%	11%	11%	15%	8%	13%	14%	10%	9%	10%	19%	11%				
Putting off buying a home	121	25	3	6	42	37	8	36	26	35	14	47	74				
+ *	12%	18%	3%	10%	11%	16%	11%	13%	11%	15%	7%	19%	10%				
Cutting down on holiday spending	415	52	54	21	161	99	29	128	64	109	80	101	314				
+ *	42%	39%	48%	34%	42%	41%	43%	47%	33%	46%	37%	41%	42%				
Putting off starting a family or growing your family	71	13	5	6	28	13	5	18	10	25	11	25	45				
+ *	7%	10%	4%	10%	7%	5%	8%	7%	5%	11%	5%	10%	6%				
Delaying retirement	86	18	10	6	31	16	7	25	16	10	20	31	64				
+ *	10%	14%	17%	6%	8%	7%	10%	9%	10%	9%	14%	14%	8%				
Delaying a wedding or other major celebration/event	59	12	6	6	19	12	5	23	13	13	9	28	31				
+ *	6%	9%	5%	9%	5%	5%	7%	9%	7%	6%	4%	11%	4%				
Downsizing my home	92	18	17	5	34	11	7	32	14	24	20	31	59				
+ *	9%	14%	15%	8%	9%	5%	11%	12%	7%	10%	9%	14%	8%				
Moving somewhere cheaper	155	21	21	8	60	27	6	39	28	27	27	33	109				
+ *	14%	17%	17%	6%	10%	11%	10%	14%	14%	14%	17%	13%	14%				
Participating in "Buy Nothing" Day	135	17	21	5	48	31	13	47	30	35	23	43	91				
+ *	13%	13%	18%	8%	12%	13%	19%	17%	10%	10%	11%	18%	12%				
Participating in "Buy-it-Forward" trade groups	38	7	5	3	10	7	5	14	6	12	6	14	34				
+ *	4%	5%	5%	3%	3%	3%	8%	5%	3%	5%	3%	6%	3%				
Putting more money into savings	176	18	14	11	44	38	17	37	26	30	48	47	130				
+ *	18%	24%	14%	20%	17%	16%	14%	13%	13%	21%	20%	17%	18%				
Postponing or cancelling vacations	203	42	42	17	68	46	21	61	56	41	29	60	213				
+ *	20%	31%	45%	24%	25%	28%	21%	23%	20%	18%	14%	33%	20%				
None of the above	97	4	6	3	18	28	5	21	20	18	23	13	85				
+ *	10%	3%	6%	22%	10%	12%	7%	8%	10%	8%	10%	5%	11%				
Signs	6668	958	836	480	2548	1400	514	1919	1222	1659	1371	1876	4792				
	667%	746%	739%	632%	667%	680%	766%	710%	624%	707%	646%	767%	634%				