

# WORRIES ABOUT COST OF LIVING REMAIN HIGH AS END OF 2023 DRAWS NEAR

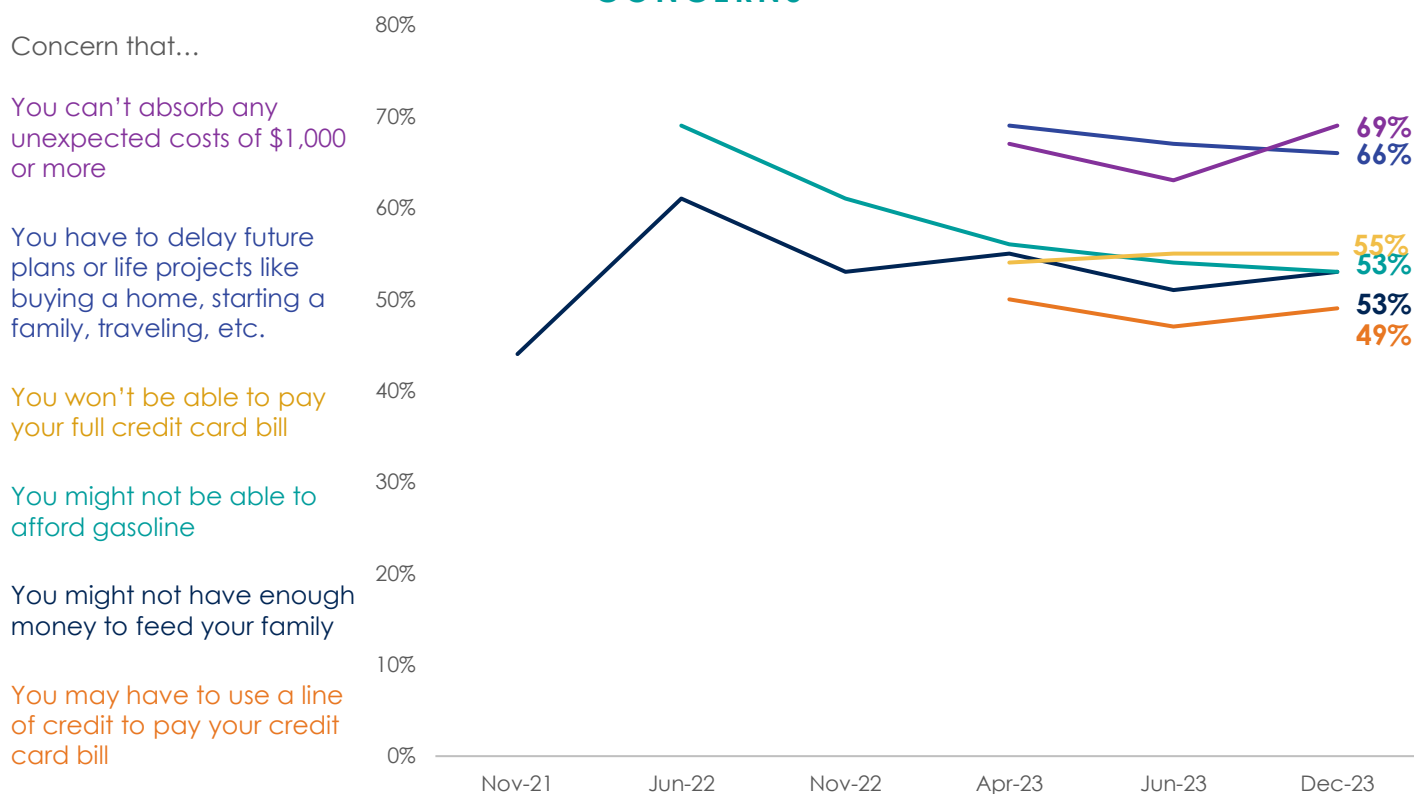
DECEMBER XX, 2023

## CONCERN OVER FINANCES REMAINS HIGH

Continued high interest rates and the rising cost of living made 2023 a difficult year for many Canadians. Seven out of ten (69%) now say they are concerned that they can't absorb any unexpected costs of \$1,000 or more, a figure that has increased by two points from April and six points from September. Two-thirds (66%) are worried they will have to delay future plans or life projects, a concern that has slowly declined since April 2023. Amidst the holiday season, about half are anxious they won't be able to pay their credit card bill (55%), that

they might not be able to afford gas (53%), that they might not have enough money to feed their family (53%), or that they may have to use a line of credit to pay their credit card bill (49%). The fact that these figures have remained relatively consistent since April 2023 underscores the sustained stress this year has imposed on Canadians' finances. Political leaders are being urged to act, as 47% of Canadians say that inflation and the cost of living should be the top priority for Canada's political leaders in 2024.

### TRACKING CANADIANS' FINANCIAL CONCERNS



# ABOUT THIS MEDIA RELEASE

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## ABOUT THE STUDY

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These are some of the findings of an Ipsos poll conducted between December 8th to 11th, 2023, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.8$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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