



TOPLINE & METHODOLOGY

BMO Financial Group/Ipsos Poll

These are the findings of an Ipsos survey conducted on behalf of the BMO. Fieldwork was conducted between February 28 and March 18, 2024. A total of n=2,505 Americans aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the American population according to census parameters. This survey has a credibility interval of +/- 2.4 per cent 19 times out of 20, of what the results would have been had all American adults 18+ been surveyed.

Annotated Questionnaire:

Q.5 To what extent do the following cause you financial anxiety: - Credit card debt

	Total Rep US (N=2,505)
Anxiety (Net)	54%
A lot of anxiety (4)	14%
Some anxiety (3)	16%
A little anxiety (2)	24%
No anxiety at all (1)	46%
Top 2 Box (Subnet)	30%
Bottom 2 Box (Net)	70%

W3Q1. During the past 3 months, how have your sentiments about each of the following changed? - The cost of living

	Total Rep US (N=2,505)
Much more concerned (5)	26%
Somewhat more concerned (4)	33%
Stayed the same (3)	29%
Somewhat less concerned (2)	7%
Much less concerned (1)	4%
Top 2 Box (Net)	60%
Bottom 2 Box (Net)	11%





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Q.14 To what extent do you agree or disagree with the following: - I often spend more money than I know I should

	Total Rep US (N=2,505)
Strongly agree (4)	14%
Somewhat agree (3)	37%
Somewhat disagree (2)	28%
Strongly disagree (1)	20%
Top 2 Box (Net)	51%
Bottom 2 Box (Net)	49%

W14Q9. How much will you spend on the following items this summer? - Home renovation

	Total Rep US (N=2,505)
No plans to do this this summer at all	44%
Spend the same	27%
Spend more than last summer	17%
Spend less than last summer	12%

W14Q9. How much will you spend on the following items this summer? - Large purchase (car, boat, etc.)

	Total Rep US (N=2,505)
No plans to do this this summer at all	55%
Spend the same	21%
Spend more than last summer	13%
Spend less than last summer	11%

W14Q9. How much will you spend on the following items this summer? - Special events (graduations, showers, etc.)

	Total Rep US (N=2,505)
No plans to do this this summer at all	43%
Spend the same	31%
Spend more than last summer	15%
Spend less than last summer	12%

W14Q9. How much will you spend on the following items this summer? - Friends'/family's wedding(s)

	Total Rep US (N=2,505)

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No plans to do this this summer at all	54%
Spend the same	25%
Spend more than last summer	11%
Spend less than last summer	10%

W14Q9. How much will you spend on the following items this summer? - Vacation or travel

	Total Rep US (N=2,505)	Gen Z (N=334)	Millennials (N=700)	Gen X (N=684)	Boomers +(N=823)
Spend the same	38%	36%	40%	39%	38%
No plans to do this this summer at all	24%	18%	17%	24%	32%
Spend more than last summer	25%	30%	30%	22%	21%
Spend less than last summer	13%	16%	14%	15%	10%

W14Q9. How much will you spend on the following items this summer? - Summer camp/childcare for my children

	Parents of Children Under 18 (N=755)
No plans to do this this summer at all	30%
Spend the same	36%
Spend more than last summer	20%
Spend less than last summer	14%



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“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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