Q3. Thinking of your normal household spending, in which season do you think you spend the most money?

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Winter	450
	30%
Spring	114
	8%
Summer	825
	55%
Autumn	112
	7%
Sigma	1500
	100%

Statistics:

- Column Proportions:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

Q4. On a scale between a focus on "spending" or "saving", how would you rate your mindset for this upcoming summer ?

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Spending (Net)	540
	36%
1 - Spending	94
	6%
2	446
	30%
Saving (Net)	960
	64%
3	702
	47%
4 - Saving	258
	17%
Summary	
Sigma	1500
	100%
Mean	2.75
Standard deviation	0.81
Standard error	0.02

Statistics:

- Column Proportions:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

Q9. Where are you planning to travel?

	Total
Unweighted Base	**723**
Base: Have Plans to Travel This Summer	**671**
Booking an Airbnb/rental home or cottage outside of the city	136
	20%
Canada (Net)	449
	67%
Road trip within Canada (big or small)	322
	48%
Camping or RVing within Canada	136
	20%
A trip within Canada involving a domestic flight	107
	16%
USA (Net)	185
	28%
Road trip to the USA	126
	19%
Trip to the USA by air	75
	11%
International (Net)	159
	24%
International travel by air to Europe	81
	12%
International travel by air to Latin America (Mexico/Central America/South America)	35
	5%

International travel by air to Asia	21
	3%
International travel by air to Australia/Oceania	6
	1%
International travel by air to another country	40
	6%
Cruise	21
	3%
All Inclusive Vacation down south	14
	2%
Other	29
	4%
Sigma	1149
	171%

Statistics:

- Column Proportions:

Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

Minimum Base: 30 (**), Small Base: 100 (*)

Q10_New. How much are you planning to spend on all types of travel this summer ? Please enter the dollar amount.

	Total
Unweighted Base	**723**
Base: Have Plans to Travel This Summer	**671**
$500 or Less	67
	10%
$501-$1,000	79
	12%
$1,001-$2,000	122
	18%
More Than $2,000 (Net)	258
	38%
$2,001-$3,000	73
	11%
$3,001-$4,000	30
	4%
$4,001-$5,000	73
	11%
More than $5,000	82
	12%
I don't know/prefer not to answer	146
	22%
Summary	
Sigma	671
	100%
Mean	3605.82
Median	2000
Standard deviation	4143.58

Standard deviation	
Standard error	173.71
Mean (excluding 0)	3605.82
Median (excl 0)	2000
Standard deviation (excl 0)	4143.58
Standard error (excl 0)	173.71

Statistics:

- Column Proportions:

   Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

   Minimum Base: 30 (**), Small Base: 100 (*)

Q11. How will you fund your upcoming summer travel?

	Total
Unweighted Base	**723**
Base: Have Plans to Travel This Summer	**671**
My regular pay check	219
	33%
Personal savings	403
	60%
Personal investments (e.g., TFSA)	39
	6%
Credit card	270
	40%
Personal Loan/Line of credit	34
	5%
Rewards/Cashback points from credit card	71
	11%
Rewards/Cashback points from other loyalty program	63
	9%
Other	24
	4%
Sigma	1122
	167%

Statistics:
- Column Proportions:
  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW
  Minimum Base: 30 (**), Small Base: 100 (*)

Q17. When it comes to household budgeting, what expenses are you looking to manage better or cut back on this summer?

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Dining out (including food takeout/delivery)	800
	53%
Clothing	463
	31%
Beauty/grooming	251
	17%
Entertainment (e.g., shows, concerts, movies)	468
	31%
Household technology (e.g., cable, Internet, telephone, mobile phone bills)	326
	22%
Subscription-based services (e.g., Netflix, Amazon Prime, etc.)	345
	23%
Travel	340
	23%
Another expense category	170
	11%
I don`t need to manage my expenses better this summer	300
	20%
Sigma	3463
	231%

Statistics:

- Column Proportions:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

Minimum Base: 30 (**), Small Base: 100 (*)

Q18. [Value of Canadian dollar] How concerned are you about the impact of each of the following on your ability to enjoy yourself

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Top 2 Box (Net)	1013
	68%
(4) Very concerned	359
	24%
(3) Somewhat concerned	655
	44%
Bottom 2 Box (Net)	487
	32%
(2) Not very concerned	386
	26%
(1) Not concerned at all	100
	7%
Summary	
Mean	2.85
Standard deviation	0.86
Standard error	0.02
Sigma	1500
	100%

Statistics:

- Column Proportions:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

Q19. Which of the following strategies will you follow or explore to lessen the impact of the current economic situation on your

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Take on additional credit card debt/apply for a credit limit increase	85
	6%
Open or add to a loan or line of credit	50
	3%
More strictly follow a budget	565
	38%
Take on a side-hustle (second job/more hours at your current job)	246
	16%
Find a new, higher-paying job	187
	13%
Move to a city/town with a lower cost of living	94
	6%
Couponing/looking for deals	530
	35%
Talk to a financial advisor about better managing your summer spending	71
	5%
Make only minimum debt payments to leave room for other expenses	123
	8%
Switching from brand-name products to lower-cost options (e.g., groceries, clothing)	449
	30%
	233

Dip into my savings (e.g., savings account, TFSA, etc.)	16%
	246
I will use my credit card points to cover some or all expenses for the summer	16%
	95
Use a 'buy now pay later` payment option that allows me to split the cost of a purchase into smaller payments (e.g. AfterPay, Sezzle, PayBright, Triangle Mastercard Financing, etc.)	6%
	409
Cutting back or altering travel plans to make them less expensive	27%
	748
Reducing my day-to-day spending	50%
	548
Cancelling or putting off large purchases	37%
	13
Other	1%
	199
I won`t need to do anything different to lessen the impact of inflation	13%
	4892
Sigma	326%

Statistics:

- Column Proportions:

   Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

   Minimum Base: 30 (**), Small Base: 100 (*)

Q20. [I am looking for ways to save money on summer fun] How much do you agree or disagree with each statement below?

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Top 2 Box (Net)	1159
	77%
(4) Agree strongly	398
	27%
(3) Agree somewhat	761
	51%
Bottom 2 Box (Net)	277
	19%
(2) Disagree somewhat	228
	15%
(1) Disagree strongly	49
	3%
Not applicable	64
	4%
Summary	
Mean	3.05
Standard deviation	0.76
Standard error	0.02
Sigma	1500
	100%

Statistics:

- Column Proportions:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW
Minimum Base: 30 (**), Small Base: 100 (*)

Q20. [I am finding it harder than ever to save money] How much do you agree or disagree with each statement below?

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Top 2 Box (Net)	1117
	74%
(4) Agree strongly	560
	37%
(3) Agree somewhat	557
	37%
Bottom 2 Box (Net)	354
	24%
(2) Disagree somewhat	255
	17%
(1) Disagree strongly	99
	7%
Not applicable	29
	2%
Summary	
Mean	3.07
Standard deviation	0.9
Standard error	0.02
Sigma	1500
	100%

Statistics:

- Column Proportions:

   Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW
Minimum Base: 30 (**), Small Base: 100 (*)

Q20. [I have changed my spending habits to change due to inflation] How much do you agree or disagree with each statement

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
	1154
Top 2 Box (Net)	77%
	457
(4) Agree strongly	31%
	697
(3) Agree somewhat	47%
	309
Bottom 2 Box (Net)	21%
	240
(2) Disagree somewhat	16%
	70
(1) Disagree strongly	5%
	36
Not applicable	2%
Summary	
	3.05
Mean	
	0.81
Standard deviation	
	0.02
Standard error	
	1500
Sigma	100%

Statistics:

- Column Proportions:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW
Minimum Base: 30 (**), Small Base: 100 (*)

Q20. [I am more interested in spending on experiences than physical items] How much do you agree or disagree with each

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
Top 2 Box (Net)	1000
	67%
(4) Agree strongly	309
	21%
(3) Agree somewhat	691
	46%
Bottom 2 Box (Net)	427
	29%
(2) Disagree somewhat	327
	22%
(1) Disagree strongly	101
	7%
Not applicable	73
	5%
Summary	
Mean	2.85
Standard deviation	0.84
Standard error	0.02
Sigma	1500
	100%

Statistics:

- Column Proportions:

   Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW
Minimum Base: 30 (**), Small Base: 100 (*)

Q21. Where do you most need financial advice to help you enjoy this summer?

	Total
Unweighted Base	**1500**
Base: Total answering	**1500**
General tips and tools to help me better manage my cash flow	236
	16%
Ways to build and stick to a budget	297
	20%
Help with managing the cost of living	386
	26%
Help effortlessly building my savings	256
	17%
Help with balancing debt payments or consolidating debt to lower interest vehicles	183
	12%
Help with building investments	181
	12%
Help with finding a balance between saving and spending	286
	19%
Help with reassessing financial goals	140
	9%
Strategies to offset the impact of inflation/rising costs	309
	21%
I don`t need advice to help me enjoy myself this summer	635
	42%
Sigma	2908
	194%

Statistics:

- Column Proportions:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): BCD,EFGH,IJK,LMNOPQ,RSTUVW

  Minimum Base: 30 (**), Small Base: 100 (*)