

1_6. Please rate the extent to which you agree or disagree with each of the following statements - I am optimistic about my

	Total
Base: All Respondents (unwtd)	1150
Base: All Respondents (wtd)	1150
Top 2 Box (Net)	601 52%
Strongly agree	142 12%
Somewhat agree	460 40%
Bottom 2 Box (Net)	469 41%
Somewhat disagree	277 24%
Strongly disagree	191 17%
Don't Know	80 7%
Sigma	1150 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

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

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

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3. Thinking about the top ... been most impacted by rising costs, over the past year, what compromises, more specifically, have you

	Total
Base: HOUSING SELECTED AT AO2 (wtd)	687
HOUSING (Net)	424 62%
Downsizing	48 7%
Staying in the same residence to avoid rent/cost increases	174 25%
Taking on a roommate or renting out a portion of my living space	37 5%
Delaying or foregoing a home purchase	77 11%
Moving to lower quality accommodations	49 7%
Looking at real estate in less ideal locations	46 7%
Increasing mortgage and/or HELOC debt	23 3%
Taking out a HELOC	7 1%
Decreasing mortgage payments, wherever possible	14 2%
Delaying renovations or home maintenance	124 18%

Delaying or cancelling the purchase of new household furniture, electronics, and/or appliances	193
	28%
Selling your home and becoming a renter	17
	3%
Selling a cottage or secondary property	9
	1%
Base: FOOD SELECTED AT AO2 (wtd)	850
FOOD (Net)	753
	89%
Bringing lunch to work	166
	20%
Purchasing cheaper, less healthy items, at the grocery store	314
	37%
Growing my own food, to the extent possible	108
	13%
Eating less meat	228
	27%
Buying in bulk	232
	27%
Couponing	241
	28%
Eating less in general	195
	23%
Dining out less	479
	56%
Price-matching	248
	29%

Shopping at multiple grocery stores	386
	45%
Going to a food bank	87
	10%
Choosing takeout options, instead of paying for delivery, when ordering food	139
	16%
Base: TRANSPORTATION SELECTED AT AO2 (wtd)	124
TRANSPORTATION (Net)	92
	74%
Biking or walking	23
	19%
Taking public transit	18
	14%
Taking shorter trips	16
	13%
Working from home (i.e., telecommuting)	4
	4%
Avoiding or limiting travel, to the extent possible	51
	41%
Carpooling	6
	5%
Putting off a new vehicle purchase	38
	31%
Buying a natural gas-powered vehicle, instead of a hybrid or electric vehicle, because it was the most affordable option	4
	3%
Base: CLOTHING SELECTED AT AO2 (wtd)	45
CLOTHING (Net)	28
	63%

	13
Shopping at second hand thrift stores	29%
Buying new clothes less often	14
	30%
Buying out of season	12
	26%
Only purchasing new clothes during shopping sales	14
	31%
Repairing old clothing instead of buying new	6
	14%
Skipping back to school shopping	2
	5%
Picking up clothes that have been donated by others (i.e., Salvation Army, or others)	5
	11%
Base: TRAVEL SELECTED AT AO2 (wtd)	66
TRAVEL (Net)	51
	77%
Taking a staycation instead of travelling somewhere	16
	24%
Travelling within your province and/or region instead of going elsewhere in Canada	10
	15%
Settling for domestic travel destinations instead of international destinations	9
	14%
Visiting fewer cities and/or countries, when travelling abroad	10
	15%

Taking a road trip instead of flying	12
	18%
Downgrading accommodations	10
	15%
Skipping major attractions or excursions that cost additional money	17
	26%
Travelling to less desirable destinations	11
	17%
Booking flights at irregular dates/times	15
	23%
Taking layovers and/or connecting flights, when travelling by air	10
	16%
Reducing the number of trips you make to the cottage, this summer	6
	9%
Base: ENTERTAINMENT SELECTED AT AO2 (wtd)	51
ENTERTAINMENT (Net)	37
	74%
Declining or skipping events (i.e. weddings, parties, attending professional sporting events, etc.)	8
	16%
Renegotiating or changing phone/internet/cable packages	11
	22%
Staying in instead of going out with friends	29
	57%
Cancelling one or more subscription services (streaming, videogaming etc.)	13
	25%
Decreasing alcohol consumption	7
	14%

Cancelling cable	1
	3%
Base: DEBT SELECTED AT AO2 (wtd)	165
DEBT (Net)	100
	60%
Accumulating more debt	61
	37%
Taking out a line of credit	16
	10%
Taking out a home equity line of credit (HELOC)	8
	5%
Increasing line of credit reliance and/or usage	23
	14%
Increasing credit card reliance and/or usage	47
	29%
Delaying debt payments in favour of directing surplus capital towards investments and/or savings	18
	11%
Refinancing your mortgage to mitigate other debt payments	7
	4%
Base: EDUCATION SELECTED AT AO2 (wtd)	47
EDUCATION (Net)	32
	69%
Delaying or reducing contributions to child's education fund	2
	4%
Sending your child(ren) to public schools instead of private schools	2
	4%

Delaying the pursuit of post-secondary education in order to work and save more money	7
	14%
Taking online courses instead of traditional classroom learning	5
	11%
Buying used textbooks or digital versions of textbooks	6
	13%
Living off-campus and/or with roommates	6
	13%
Choosing a college or university close to home	11
	24%
Applying for scholarships, grants, and/or financial aid to help offset the costs of education	12
	25%
Base: HEALTH AND PERSONAL CARE SELECTED AT AO2 (wtd)	135
HEALTH AND PERSONAL CARE (Net)	92
	68%
Limiting myself to essential medical treatments and/or only those that are covered by my insurance provider	35
	26%
Skipping gym memberships in favour of home workouts	22
	16%
Using home remedies instead of over-the-counter medications and/or personal care products	31
	23%
Delaying elective medical procedures	17
	12%
Opting for generic brands instead of brand name over-the-counter medications	38
	28%

	62
Cutting back on non-essential personal care products	46%
Base: CHILDCARE AND/OR FAMILY PLANNING SELECTED AT AO2 (wtd)	33
CHILDCARE AND/OR FAMILY PLANNING (Net)	20
	59%
Reducing or eliminating non-essential extracurricular activities such as music lessons, sports teams, and/or other after-school programs	6
	19%
Delaying or deciding not to have children	5
	16%
Eliminating plans to have more children	6
	18%
Pursuing cheaper, home-based childcare options instead of daycare	2
	6%
Adjusting work schedule(s) to reduce daycare reliance/usage (i.e., switching to part-time daycare instead of full-time daycare)	9
	27%
Using public childcare services instead of private options	4
	13%
Base: All Answering (wtd)	1106
Other	13
	1%
I haven't made any of these compromises	107
	10%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

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

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

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4_3. Please rate the extent to which you agree or disagree with the each of the following statements, regarding the cost of living in Canada. Financial strain from the cost of living is causing tension in

	Total
Base: All Respondents (unwtd)	1150
Base: All Respondents (wtd)	1150
Top 2 Box (Net)	535 47%
Strongly agree	176 15%
Somewhat agree	359 31%
Bottom 2 Box (Net)	574 50%
Somewhat disagree	286 25%
Strongly disagree	288 25%
Don't Know	41 4%
Sigma	1150 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

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

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

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4_6. Please rate the extent to which you agree or disagree with the each of the following statements, regarding the cost of living in Canada. I have lost sleep due to worry over my financial situation

	Total
Base: All Respondents (unwtd)	1150
Base: All Respondents (wtd)	1150
Top 2 Box (Net)	525 46%
Strongly agree	204 18%
Somewhat agree	321 28%
Bottom 2 Box (Net)	602 52%
Somewhat disagree	330 29%
Strongly disagree	272 24%
Don't Know	23 2%
Sigma	1150 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

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

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

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6_3. In one year from now, do you think you will feel better, worse, or about the same as you do now about each of the following? -

	Total
Base: All Respondents (unwtd)	1150
Base: All Respondents (wtd)	1150
Better	112 10%
About the same	501 44%
Worse	390 34%
Don't know	147 13%
Sigma	1150 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

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

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

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6_4. In one year from now, do you think you will feel better, worse, or about the same as you do now about each of the following? -

	Total
Base: All Respondents (unwtd)	1150
Base: All Respondents (wtd)	1150
Better	100 9%
About the same	468 41%
Worse	499 43%
Don't know	83 7%
Sigma	1150 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

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

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

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