

Thinking of the state of the economy, would you say it is...?

	Age				Generation						Gender		Province						Income				Education		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z	
BASE: All Respondents	1531	384	513	634	180	382	409	245	315	560	739	792	215	175	101	583	370	87	432	494	432	318	468	745	
BASE: WEIGHTED	1531	419	499	613	218	368	399	244	302	547	751	780	206	170	100*	583	362	110*	523	492	357	608	456	467	
Moving in the right direction	519	137	156	225	71	124	114	92	117	209	287	232	92	44	42	177	133	31	175	159	145	185	146	189	
	34%	33%	31%	37%	33%	34%	29%	38%	39%	38%	38%	30%	45%	26%	42%	30%	37%	28%	33%	32%	40%	30%	32%	40%	
								G	G	G	L		NPR		NP		N				T			XY	
On the wrong track	1012	282	342	387	147	243	284	152	185	337	464	548	114	126	58	406	229	79	348	333	213	424	310	278	
	66%	67%	69%	63%	67%	66%	71%	62%	61%	62%	62%	70%	55%	74%	58%	70%	63%	72%	67%	68%	60%	70%	68%	60%	
								HU			K			MOQ		MO		M		U		Z	Z		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - MN/O/P/Q/R - S/T/U - V/W - X/Y/Z  
 Overlap formulae used. \* small base  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni March 28th, 2024 (Launch date)  
 Maru/Blue  
 March 29th, 2024 (Report date)  
 29 Mar 2024

Specifically focused on your financial position, would you say it has...?

	Age				Generation						Gender		Province						Income				Education		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z	
BASE: All Respondents	1531	384	513	634	180	382	409	245	315	560	739	792	215	175	101	583	370	87	432	494	432	318	468	745	
BASE: WEIGHTED	1531	419	499	613	218	368	399	244	302	547	751	780	206	170	100*	583	362	110*	523	492	357	608	456	467	
Improved since last month	176	89	40	47	51	52	30	16	27	43	117	59	29	14	11	72	41	9	63	58	45	68	41	66	
	11%	21%	8%	8%	23%	14%	7%	8%	9%	8%	16%	8%	14%	8%	11%	12%	11%	8%	12%	12%	13%	11%	9%	14%	
			CD			FGHIJ	GHJ				L													Y	
Remained the same over the last month	984	210	328	447	106	212	265	172	229	401	476	508	137	101	61	376	245	64	292	329	255	385	293	306	
	64%	50%	66%	73%	48%	58%	67%	71%	76%	73%	63%	65%	67%	59%	61%	64%	68%	58%	56%	67%	71%	63%	64%	66%	
			B	BC			EF	EF	EF	EF	EF								S	S					
Become worse since last month	371	121	131	119	62	103	104	56	46	102	158	213	39	55	28	135	75	38	167	106	57	155	122	94	
	24%	29%	26%	19%	28%	28%	26%	23%	15%	19%	21%	27%	19%	32%	28%	23%	21%	34%	32%	21%	16%	25%	27%	20%	
			D	D		IJ	IJ	IJ	IJ	I		K			MPQ			MPQ	TU				Z		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - MN/O/P/Q/R - S/T/U - V/W - X/Y/Z  
 Overlap formulae used. \* small base  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni March 28th, 2024 (Launch date)  
 Maru/Blue  
 March 29th, 2024 (Report date)  
 29 Mar 2024

Over the next sixty (60) days... SUMMARY TABLE OF TOP 2 BOX

	Age				Generation						Gender		Province						Income				Education		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z	
BASE: All Respondents	1531	384	513	634	180	382	409	245	315	560	739	792	215	175	101	583	370	87	432	494	432	318	468	745	
BASE: WEIGHTED	1531	419	499	613	218	368	399	244	302	547	751	780	206	170	100*	583	362	110*	523	492	357	608	456	467	
The local economy where I live will improve	627	178	176	272	97	148	130	101	151	252	349	278	106	58	35	210	179	39	213	193	172	241	184	202	
	41%	42%	35%	44%	44%	40%	33%	41%	50%	46%	46%	36%	52%	34%	35%	36%	49%	35%	41%	39%	48%	40%	40%	43%	
				C	G	G		G	FG	G	L				NOPR		NOPR				T				
The local economy will	599	159	164	275	86	137	121	107	148	255	312	286	95	51	26	210	178	38	203	187	165	221	175	203	

I see the national economy will improve	39%	38%	33%	45%	39%	37%	30%	44%	49%	47%	42%	37%	46%	30%	26%	36%	49%	34%	39%	38%	46%	36%	38%	43%
				C				G	FG	FG			NOP				NOPR				T			X
I will have more than two months of savings to cover any unexpected costs or needs	984	226	281	476	121	190	239	177	257	434	514	470	162	108	51	375	239	50	281	321	275	349	292	343
	64%	54%	56%	78%	55%	52%	60%	73%	85%	79%	68%	60%	79%	63%	51%	64%	66%	45%	54%	65%	77%	57%	64%	73%
				BC				F	EFG	EFGHJ	EF	L	NOPQR	R		OR	OR			S	ST			XY
I will put away money for my retirement/old age security	788	225	257	306	113	195	211	118	150	288	408	380	111	94	50	303	188	42	190	258	254	281	224	282
	51%	54%	51%	50%	52%	53%	53%	48%	50%	49%	54%	49%	54%	55%	50%	52%	52%	39%	36%	52%	71%	46%	49%	60%
														R	R	R	R			S	ST			XY
I will have enough personal/family investments and savings for the future	896	208	250	438	113	174	215	153	242	395	472	424	143	96	53	323	225	55	235	295	270	311	259	326
	59%	50%	50%	71%	52%	47%	54%	63%	80%	72%	63%	54%	70%	57%	53%	55%	62%	50%	45%	60%	76%	51%	57%	70%
				BC				EFG	EFGHJ	EF	L		NOPR							S	ST			XY
I will earn a livable wage	953	261	328	363	128	242	261	139	183	321	485	467	134	113	61	357	225	63	253	332	283	347	271	334
	62%	62%	66%	59%	59%	66%	65%	57%	60%	59%	65%	60%	65%	66%	61%	61%	62%	57%	48%	67%	79%	57%	60%	71%
				D				HJ	H											S	ST			XY
I will take a learning course to upgrade my skills/education	377	218	123	36	128	144	80	14	10	24	207	170	34	26	35	192	61	30	146	120	85	143	98	136
	25%	52%	25%	6%	59%	39%	20%	6%	3%	4%	28%	22%	17%	15%	35%	33%	17%	27%	28%	24%	24%	24%	22%	29%
				CD	D		FGHJ	GHJ	HJ			L				MNQ	MNQ		N					Y
I will have the ability to purchase the products needed for me/my family	1279	304	417	558	151	288	338	216	286	502	642	637	185	143	81	469	322	79	378	433	333	480	384	415
	84%	73%	84%	91%	69%	78%	85%	88%	95%	92%	85%	82%	90%	84%	81%	80%	89%	72%	72%	88%	93%	79%	84%	89%
				B	BC		E	EF	EF	EFGHJ	EF	GH	OPR			PR				S	ST			XY
I will invest in the financial markets because now is a good time to do so	489	179	139	171	89	145	106	59	90	150	289	201	79	52	37	195	98	28	124	161	164	165	134	191
	32%	43%	28%	28%	41%	39%	27%	24%	30%	27%	38%	26%	38%	31%	37%	33%	27%	26%	24%	33%	46%	27%	29%	41%
				CD			GHJ	GHJ			L		Q							S	ST			XY
I will purchase big ticket items like a car or furniture	281	130	67	83	73	90	45	35	37	72	155	126	31	34	20	117	62	17	95	73	86	113	82	86
	18%	31%	14%	14%	34%	24%	11%	14%	12%	13%	21%	16%	15%	20%	20%	20%	17%	16%	18%	15%	24%	19%	18%	18%
				CD			FGHJ	GHJ			L										T			
I will buy a house	155	98	41	16	57	65	21	4	7	11	91	64	13	12	12	84	28	6	65	53	33	69	36	50
	10%	23%	8%	3%	26%	18%	5%	2%	2%	2%	12%	8%	7%	7%	12%	14%	8%	5%	12%	11%	9%	11%	8%	11%
				CD	D		FGHJ	GHJ	HJ			L				MNQR								
I will not be able to afford to keep a roof over my/my family's head	349	168	106	75	96	105	85	33	29	62	180	169	42	34	13	158	74	29	183	96	47	159	112	78
	23%	40%	21%	12%	44%	29%	21%	13%	10%	11%	24%	22%	20%	20%	13%	27%	20%	27%	35%	20%	13%	26%	24%	17%
				CD	D		FGHJ	GHJ	HJ							OQ		O	TU	U	Z	Z		
I will move to a smaller residence because I need to save money	281	162	67	51	90	104	43	29	15	43	149	131	29	20	18	150	50	14	149	79	38	135	75	70
	18%	39%	14%	8%	41%	28%	11%	12%	5%	8%	20%	17%	14%	12%	18%	26%	14%	12%	28%	16%	11%	22%	16%	15%
				CD	D		FGHJ	GHJ	I	IJ		I				MNQR			TU	U	Y	YZ		
I will default on making payments on major loans or a mortgage	254	151	75	28	87	91	52	14	9	24	129	125	24	29	11	125	42	24	135	67	37	121	69	63
	17%	36%	15%	5%	40%	25%	13%	6%	3%	4%	17%	16%	12%	17%	11%	21%	12%	22%	26%	14%	10%	20%	15%	14%
				CD	D		FGHJ	GHJ	HJ							MOQ			MQ	TU		Z		
I will likely declare bankruptcy	161	99	45	16	51	72	26	7	5	11	88	73	19	13	9	76	28	16	93	42	18	90	43	28
	10%	24%	9%	3%	23%	20%	7%	3%	2%	2%	12%	9%	9%	8%	9%	13%	8%	14%	18%	9%	5%	15%	9%	6%
				CD	D		GHJ	GHJ	IJ							Q			TU			YZ	Z	
I will struggle to make ends meet	573	227	203	143	107	201	140	78	47	125	252	321	57	66	43	239	108	61	283	163	73	272	176	126
	37%	54%	41%	23%	49%	55%	35%	32%	15%	23%	34%	41%	28%	39%	43%	41%	30%	56%	54%	33%	20%	45%	38%	27%
				CD	D		GHJ	GHJ	IJ	IJ		I				M	MQ	MQ		MNPQ	TU	U	Z	Z
I will lose my job/be laid off because of lack of business/work	194	104	74	16	55	80	49	9	1	9	105	89	26	19	13	87	35	14	102	51	29	93	48	53
	13%	25%	15%	3%	25%	22%	12%	4%	0%	2%	14%	11%	13%	11%	13%	15%	10%	13%	20%	10%	8%	15%	10%	11%
				CD	D		GHJ	GHJ	HJ	IJ		I				Q			TU					
I will be worried about my personal/family day-to-day finances	792	286	282	224	142	250	204	118	78	196	353	438	91	92	61	320	159	68	335	238	139	343	242	208
	52%	68%	57%	37%	65%	68%	51%	48%	26%	36%	47%	56%	44%	54%	61%	55%	44%	62%	64%	48%	39%	56%	53%	44%
				CD	D		GHJ	GHJ	IJ	IJ		I				MQ	MQ		MQ	TU	U	Z	Z	
I will rely on government programs to make ends meet	464	183	117	164	97	129	85	66	87	154	240	224	53	43	37	194	98	39	268	117	41	231	140	93
	30%	44%	23%	27%	45%	35%	21%	27%	29%	28%	32%	29%	26%	25%	37%	33%	27%	36%	51%	24%	12%	38%	31%	20%
				CD			GHJ	GJ		G	G								TU	U	YZ	Z		
I will have enough food for myself/family	1365	341	435	588	181	301	357	230	295	525	685	680	195	153	93	501	330	93	421	457	341	522	412	431
	89%	81%	87%	96%	83%	82%	90%	94%	98%	96%	91%	87%	95%	90%	93%	86%	91%	84%	80%	93%	96%	86%	90%	92%
				B	BC		EF	EF	EFGJ	EFG	L		PR			P				S	S			X

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni March 28th, 2024 (Launch date)

Maru/Blue

March 29th, 2024 (Report date)

29 Mar 2024

Over the next sixty (60) days... SUMMARY TABLE OF BOTTOM 2 BOX

	Age	Generation	Gender	Province	Income	Education
--	-----	------------	--------	----------	--------	-----------

	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1531	384	513	634	180	382	409	245	315	560	739	792	215	175	101	583	370	87	432	494	432	318	468	745
BASE: WEIGHTED	1531	419	499	613	218	368	399	244	302	547	751	780	206	170	100*	583	362	110*	523	492	357	608	456	467
The local economy where I live will improve	904	241	323	340	121	220	269	143	152	295	402	502	99	112	65	374	183	71	309	299	185	367	272	265
	59%	58%	65%	56%	56%	60%	67%	59%	50%	54%	54%	64%	48%	66%	65%	64%	51%	65%	59%	52%	60%	60%	60%	57%
			D			I	EFHJ					K		MQ	MQ	MQ		MQ		U				
The national economy will improve	932	261	334	338	132	231	277	137	155	292	439	493	110	119	74	373	184	72	319	305	193	387	281	264
	61%	62%	67%	55%	61%	63%	70%	56%	51%	53%	58%	63%	54%	70%	74%	64%	51%	66%	61%	62%	54%	64%	62%	57%
			D			I	HJ							MQ	MQ	MQ		Q		U		Z		
I will have more than two months of savings to cover any unexpected costs or needs	547	193	217	137	97	178	160	67	45	112	237	310	44	62	49	208	123	60	242	171	82	259	164	124
	36%	46%	44%	22%	45%	48%	40%	27%	15%	21%	32%	40%	21%	37%	49%	36%	34%	55%	46%	35%	23%	43%	36%	27%
		D	D		HJ	GHJ	HJ	IJ		I		K		M	MPQ	M	M	MNPQ	TU	U		Z	Z	Z
I will put away money for my retirement/old age security	743	195	242	306	105	173	187	126	152	278	343	400	95	76	50	280	174	68	332	234	103	327	232	184
	49%	46%	49%	50%	48%	47%	47%	52%	50%	51%	46%	51%	46%	45%	50%	48%	48%	61%	64%	48%	29%	54%	51%	40%
																		MNPQ	TU	U		Z	Z	Z
I will have enough personal/family investments and savings for the future	635	211	249	175	106	194	184	91	61	152	279	356	62	74	47	260	137	54	288	197	87	297	197	141
	41%	50%	50%	29%	48%	53%	46%	37%	20%	28%	37%	46%	30%	43%	47%	45%	38%	50%	55%	40%	24%	49%	43%	30%
		D	D		HJ	HJ	HJ	IJ		I		K		M	M	M		M	TU	U		Z	Z	Z
I will earn a livable wage	578	158	171	250	90	125	138	106	119	225	266	312	72	57	39	226	137	47	270	161	74	261	185	133
	38%	38%	34%	41%	41%	34%	35%	43%	40%	41%	35%	40%	35%	34%	39%	39%	38%	43%	52%	33%	21%	43%	40%	29%
			C				FG		F									TU	U		Z	Z	Z	Z
I will take a learning course to upgrade my skills/education	1154	201	375	577	90	223	318	230	292	522	544	609	171	145	65	392	301	80	377	372	272	465	358	331
	75%	48%	75%	94%	41%	61%	80%	94%	97%	96%	72%	78%	83%	85%	65%	67%	83%	73%	72%	76%	76%	76%	78%	71%
		B	BC		E	EF	EF	EF	EF	EF		K		OP	OP		OP						Z	Z
I will have the ability to purchase the products needed for me/my family	252	115	82	55	67	79	61	29	16	45	109	142	20	28	19	114	40	31	145	59	24	128	72	52
	16%	27%	16%	9%	31%	22%	15%	12%	5%	8%	15%	16%	10%	16%	19%	20%	11%	28%	28%	12%	7%	21%	16%	11%
		CD	D		FGHJ	GHJ	IJ	IJ		I				M	MQ		MQ		TU	U		Z	Z	Z
I will invest in the financial markets because now is a good time to do so	1042	240	360	442	129	222	293	185	212	397	463	579	127	118	63	388	263	82	399	331	193	443	322	276
	68%	57%	72%	72%	59%	61%	73%	76%	70%	73%	62%	74%	62%	69%	63%	67%	73%	74%	76%	67%	54%	73%	71%	59%
		B	B		EF	EF	EF	EF	EF		K				M		TU	U				Z	Z	Z
I will purchase big ticket items like a car or furniture	1250	289	431	530	145	278	353	209	265	474	596	654	175	136	80	466	300	93	428	419	271	495	374	381
	82%	69%	86%	86%	66%	76%	89%	86%	88%	87%	79%	84%	85%	80%	80%	80%	83%	84%	82%	85%	76%	81%	82%	82%
		B	B		E	EF	EF	EF	EF	EF		K					U							
I will buy a house	1376	321	457	597	161	302	377	240	295	535	661	715	192	159	88	499	334	104	458	439	324	539	420	417
	90%	77%	92%	97%	74%	82%	95%	98%	98%	98%	88%	92%	93%	93%	88%	86%	92%	95%	88%	89%	91%	89%	92%	89%
		B	BC		E	EF	EF	EF	EF	EF		K	P	P		P	P							
I will not be able to afford to keep a roof over my/my family's head	1182	251	393	538	122	262	313	211	273	485	571	611	164	136	87	426	288	81	340	396	310	449	345	388
	77%	60%	79%	88%	56%	71%	79%	87%	90%	89%	76%	78%	80%	80%	87%	73%	80%	73%	65%	80%	87%	74%	76%	83%
		B	BC		E	EF	EF	EF	EF	EF					PR		P			S	ST			XY
I will move to a smaller residence because I need to save money	1250	257	431	562	128	264	355	216	287	503	602	648	176	150	82	433	312	96	374	413	319	473	381	397
	82%	61%	86%	92%	59%	72%	89%	88%	95%	92%	80%	83%	86%	88%	82%	74%	86%	88%	72%	84%	89%	78%	84%	85%
		B	BC		E	EF	EF	EF	EF	EF			P	P			P	P		S	ST		X	X
I will default on making payments on major loans or a mortgage	1277	269	423	585	131	277	347	230	293	523	622	655	182	142	89	458	320	86	387	425	320	487	387	403
	83%	64%	85%	95%	60%	75%	87%	94%	97%	96%	83%	84%	88%	83%	89%	79%	88%	78%	74%	86%	90%	80%	85%	86%
		B	BC		E	EF	EF	EF	EF	EF			PR		P		PR			S	S			X
I will likely declare bankruptcy	1370	320	453	597	167	295	373	237	298	535	663	707	187	157	91	507	334	94	429	450	339	519	413	439
	90%	76%	91%	97%	77%	80%	93%	97%	98%	98%	88%	91%	91%	92%	91%	87%	92%	86%	82%	91%	95%	85%	91%	94%
		B	BC		E	EF	EF	EF	EF	EF					P		P			S	S		X	XY
I will struggle to make ends meet	958	192	296	470	111	167	258	166	256	421	499	459	149	104	57	344	254	49	239	330	284	336	281	341
	63%	46%	59%	77%	51%	45%	65%	68%	85%	77%	66%	59%	72%	61%	57%	59%	70%	44%	46%	67%	80%	55%	62%	73%
		B	BC		E	EF	EF	EF	EF	EF	L		NOPR	R		R	OPR			S	ST			XY
I will lose my job/be laid off because of lack of business/work	1337	315	425	597	163	287	350	235	302	537	646	691	180	151	87	496	327	96	421	441	328	516	408	414
	87%	75%	85%	97%	75%	78%	88%	96%	100%	98%	86%	89%	87%	89%	87%	85%	90%	87%	80%	90%	92%	85%	90%	89%
		B	BC		EF	EF	EF	EF	EF	EF					P					S	S			
I will be worried about my personal/family day-to-day finances	739	134	216	389	76	117	195	126	225	351	398	341	114	79	39	263	202	42	188	254	218	266	214	259
	48%	32%	43%	63%	35%	32%	49%	52%	74%	64%	53%	44%	56%	46%	39%	45%	56%	38%	36%	52%	61%	44%	47%	56%
		B	BC		EF	EF	EF	EF	EF	EF	L		OPR			OPR				S	ST			XY
I will rely on government programs to make ends meet	1067	236	381	449	121	239	314	178	215	393	511	555	153	127	63	389	264	71	254	376	316	377	316	373
	70%	56%	77%	73%	55%	65%	79%	73%	71%	72%	68%	71%	74%	75%	63%	67%	73%	64%	49%	76%	88%	62%	69%	80%
		B	B		EFU	E	E	E	E	E										S	ST		X	XY
I will have enough food for myself/family	166	78	64	24	37	66	41	14	7	21	67	100	10	17	7	82	32	17	102	36	16	87	44	36

Uppercase letters indicate significance at the 95% level.

Omni March 28th, 2024 (Launch date)

Maru/Blue

March 29th, 2024 (Report date)

29 Mar 2024