

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

	Age										Gender				Province								Income				Education					
	18-34		35-54		55+		Gen Z (18 to 26)		Millennials (27 to 42)		Gen X (43 to 58)		Boomers I (59 to 68)		Boomers II (69+)		Boomers+ (69+)		Male	Female	BC	AB	MB/SK	ON	PO	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	1523	373	504	646	166	354	411	247	345	592	721	802	198	176	89	600	346	114	439	451	444	268	456	799								
BASE: WEIGHTED	1523	417	486	610	206	359	398	225	334	559	747	776	204	170	100	580	360	109	542	453	360	605	454	464								
Moving in the right direction	459	152	148	159	97	108	105	49	100	149	253	206	73	37	25	181	118	118	118	118	118	118	118	118								
On the wrong track	1064	221	348	487	110	251	232	176	234	411	494	570	131	132	74	399	244	83	361	335	242	429	341	294								

Proportions/Mean: 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 - 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 October 27th, 2023  
 Maru/Blue  
 October 30th, 2023  
 30 Oct 2023

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

	Age										Gender				Province								Income				Education					
	18-34		35-54		55+		Gen Z (18 to 26)		Millennials (27 to 42)		Gen X (43 to 58)		Boomers I (59 to 68)		Boomers II (69+)		Boomers+ (69+)		Male	Female	BC	AB	MB/SK	ON	PO	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	1523	373	504	646	166	354	411	247	345	592	721	802	198	176	89	600	346	114	439	451	444	268	456	799								
BASE: WEIGHTED	1523	417	486	610	206	359	398	225	334	559	747	776	204	170	100	580	360	109	542	453	360	605	454	464								
Improved since last month	154	96	44	15	51	62	26	8	6	15	85	69	13	8	6	72	34	14	48	40	57	46	46	62								
Remained the same over the last month	944	199	321	424	96	190	269	157	232	389	443	501	125	103	62	338	248	68	335	270	219	390	264	289								
Become worse since last month	425	123	131	171	59	108	104	80	95	155	219	206	61	59	28	170	79	27	159	144	83	169	143	113								

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

	Age										Gender				Province								Income				Education					
	18-34		35-54		55+		Gen Z (18 to 26)		Millennials (27 to 42)		Gen X (43 to 58)		Boomers I (59 to 68)		Boomers II (69+)		Boomers+ (69+)		Male	Female	BC	AB	MB/SK	ON	PO	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	1523	373	504	646	166	354	411	247	345	592	721	802	198	176	89	600	346	114	439	451	444	268	456	799								
BASE: WEIGHTED	1523	417	486	610	206	359	398	225	334	559	747	776	204	170	100	580	360	109	542	453	360	605	454	464								
The local economy where I live will improve	35%	42%	29%	35%	48%	37%	26%	29%	41%	38%	39%	32%	37%	27%	26%	35%	44%	36%	33%	39%	34%	32%	40%									
The national economy will improve	51%	162	145	203	89	122	107	61	131	192	277	233	82	40	23	197	141	28	198	135	131	192	138	180								
I will have more than two months of savings to cover any unexpected costs or needs	69%	56%	59%	60%	61%	52%	57%	75%	84%	82%	69%	62%	73%	63%	60%	63%	65%	61%	55%	71%	76%	61%	69%	76%								
I will put away money for my retirement/savings security	50%	56%	52%	47%	63%	48%	54%	46%	42%	44%	51%	49%	50%	48%	42%	49%	56%	45%	39%	48%	71%	45%	47%	59%								
I will have enough personal/family investments and savings for the future	59%	48%	47%	75%	54%	44%	49%	69%	83%	77%	60%	57%	60%	61%	54%	57%	62%	56%	45%	65%	69%	52%	67%	69%								
I will earn a livable wage	62%	64%	66%	59%	65%	63%	65%	57%	60%	59%	68%	57%	70%	58%	63%	64%	56%	65%	48%	65%	82%	54%	61%	74%								
I will take a learning course to upgrade my skills/education	25%	56%	21%	6%	65%	40%	16%	8%	0%	6%	29%	20%	27%	14%	15%	21%	24%	12%	27%	21%	29%	24%	20%	30%								
I will have the ability to purchase the products needed for my family	84%	77%	83%	51%	75%	80%	84%	86%	90%	91%	83%	86%	85%	79%	79%	85%	87%	87%	76%	86%	94%	79%	88%	91%								
I will invest in the financial markets because now is a good time to do so	28%	39%	24%	23%	40%	33%	23%	25%	21%	23%	32%	23%	32%	24%	22%	31%	24%	24%	18%	27%	45%	17%	26%	43%								
I will purchase big ticket items like a car or furniture	19%	38%	14%	11%	47%	26%	11%	12%	10%	11%	24%	15%	21%	7%	9%	22%	24%	15%	20%	17%	23%	18%	22%	11%								
I will buy a house	11%	22%	3%	7%	37%	18%	3%	2%	1%	1%	10%	8%	15%	4%	4%	15%	8%	7%	11%	10%	14%	10%	8%	15%								
I will not be able to afford to keep a roof over my family's head	21%	33%	20%	12%	37%	30%	16%	15%	9%	12%	21%	20%	20%	20%	19%	23%	18%	21%	27%	19%	17%	22%	19%	21%								
I will move to a smaller residence because I need to save money	26%	17%	5%	50	102	91	30	25	21	46	154	115	47	25	8	124	50	14	127	65	51	118	71	80								
I will default on making payments on major loans or a mortgage	224	153	50	21	95	86	24	16	3	18	128	96	31	15	11	107	47	14	108	63	43	84	57	72								
I will likely declare bankruptcy	131	88	31	12	48	57	16	6	4	10	75	57	25	16	3	46	32	8	52	37	38	50	91	51								
I will struggle to make ends meet	562	224	196	143	109	183	144	59	68	127	250	312	77	60	41	238	102	45	278	141	87	245	173	144								
I will lose my job/be laid off because of lack of business/work	185	122	49	14	67	84	24	7	4	10	110	75	28	17	5	81	40	15	86	39	48	76	45	64								
I will be worried about my personal/family day-to-day finances	53%	68%	59%	37%	68%	66%	58%	41%	33%	36%	51%	55%	53%	52%	53%	57%	60%	48%	46%	53%	58%	56%	47%									
I will rely on government programs to make ends meet	480	190	118	172	99	137	85	63	97	159	251	229	77	47	25	182	115	34	276	107	63	229	134	117								
I will have enough food for myself/family	90%	82%	88%	96%	78%	87%	87%	89%	92%	90%	96%	88%	91%	92%	84%	91%	89%	91%	93%	86%	90%	95%	87%	90%	92%							

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 Overlap formulae used. \* small base  
 Comparison Groups  
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 Omni October 27th, 2023  
 Maru/Blue

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

	Age																			Generation					Gender		Province							Income			Education		
	Total	'18-34			'35-54			'55+			Gen Z (18 to 29)	Millennials (22 to 42)	Gen X (43 to 60)	Boomers I (61 to 69)	Boomers II (70+)	Boomers+ (80+)	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	1523	373	504	646	166	354	411	247	345	592	721	802	198	176	89	600	346	114	439	451	444	268	456	799															
BASE: WEIGHTED	1523	417	486	610	206	369	398	225	334	559	747	776	204	170	100	580	360	109	542	453	360	605	454	464															
The local economy where I live will improve	987	241	352	394	111	225	252	161	198	358	457	531	129	124	75	379	202	90	349	304	219	402	307	279															
The national economy will improve	1013	255	361	407	118	237	291	164	203	367	470	543	123	129	77	383	219	82	344	317	229	413	316	284															
I will have more than two months of savings to cover any unexpected costs or needs	526	182	220	124	80	172	173	48	53	102	234	292	55	63	40	213	112	43	245	133	88	238	179	109															
I will put away money for my retirement/savings	762	186	240	338	77	186	185	121	194	314	367	396	103	89	58	293	159	60	330	234	105	330	242	191															
I will invest in the financial markets because now is a good time to do so	1129	254	305	377	60%	67%	77%	75%	79%	77%	68%	77%	68%	77%	68%	78%	69%	76%	76%	82%	73%	55%	83%	74%	57%														
I will purchase big ticket items like a car or furniture	1229	257	429	543	110	266	355	198	300	498	570	658	161	157	91	452	275	93	432	375	276	495	373	360															
I will buy a house	1361	296	463	602	129	295	394	221	333	552	644	716	174	163	96	495	331	102	463	407	311	548	420	395															
I will not be able to afford to keep a roof over my/my family's head	1209	278	395	536	129	252	334	191	300	494	588	622	164	136	81	447	295	87	395	366	299	474	369	365															
I will move to a smaller residence because I need to save money	1254	250	443	560	104	269	368	201	313	514	593	661	157	144	92	456	310	95	415	388	309	487	382	384															
I will default on making payments on major loans or a mortgage	1299	264	446	589	111	273	374	210	331	541	619	680	173	154	89	473	313	96	434	389	317	511	396	392															
I will likely declare bankruptcy	1362	328	465	598	157	303	382	219	330	549	673	719	179	153	96	534	328	101	490	416	321	555	423	413															
I will struggle to make ends meet	961	193	300	467	98	177	254	166	266	432	497	463	128	109	58	342	258	64	264	312	273	360	281	320															
I will lose my job/be laid off because of lack of business/work	1338	296	447	595	140	275	374	219	330	549	638	700	177	153	95	499	320	95	456	414	311	529	409	400															
I will be worried about my personal/family day-to-day finances	721	131	204	286	66	122	174	133	225	358	389	352	95	82	47	252	199	47	214	238	196	282	192	247															
I will rely on government programs to make ends meet	1043	227	378	438	108	222	313	163	237	400	496	547	127	122	74	398	245	76	265	346	297	376	320	347															
I will have enough food for myself/family	159	74	99	26	45	48	44	17	4	21	90	88	15	27	9	66	33	8	77	47	18	76	47	35															

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/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 October 27th, 2023

Manu/Blue

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