maru/

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

	Total	Age			Gender		Region						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	W	X	Y
BASE: All Respondents	1531	416	447	668	765	766	193	163	108	592	363	112	446	534	377	351	439	741
BASE: WEIGHTED	1531	439	530	563	748	783	200	172	101*	577	369	112*	544	493	325	628	476	427
Moving in the right direction	514	167	149	198	272	243	82	54	27	188	133	30	177	171	109	211	137	166
	34%	38%	28%	35%	36%	31%	41%	32%	27%	33%	36%	27%	32%	35%	33%	34%	29%	39%
		C		C			NQ											X
On the wrong track	1017	271	381	364	477	540	118	118	74	390	236	82	367	322	217	417	338	261
	66%	62%	72%	65%	64%	69%	59%	68%	73%	67%	64%	73%	68%	65%	67%	66%	71%	61%
			BD					L				L						Y

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

		Age			Gender		Region						Income			Education		
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	W	X	Y
BASE: All Respondents	1531	416	447	668	765	766	193	163	108	592	363	112	446	534	377	351	439	741
BASE: WEIGHTED	1531	439	530	563	748	783	200	172	101*	577	369	112*	544	493	325	628	476	427
Improved since last month	146	86	27	33	83	62	29	12	6	48	39	12	57	38	34	63	34	49
	10%	20%	5%	6%	11%	8%	14%	7%	6%	8%	11%	10%	10%	8%	10%	10%	7%	11%
		CD					O											X
Remained the same over the last month	964	242	345	377	471	493	124	96	60	379	237	68	310	335	214	381	305	278
	63%	55%	65%	67%	63%	63%	62%	56%	59%	66%	64%	61%	57%	68%	66%	61%	64%	65%
			B	B						M				R	R			
Become worse since last month	422	111	158	153	194	227	47	64	35	151	92	32	177	120	78	185	137	100
	28%	25%	30%	27%	26%	29%	24%	37%	35%	26%	25%	29%	33%	24%	24%	29%	29%	23%
								LOP					ST					

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

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 February 24th, 2023

Maru/Blue

February 27th, 2023

27 Feb 2023

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

	Total	Age			Gender		Region						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	W	X	Y
BASE: All Respondents	1531	416	447	668	765	766	193	163	108	592	363	112	446	534	377	351	439	741
BASE: WEIGHTED	1531	439	530	563	748	783	200	172	101*	577	369	112*	544	493	325	628	476	427
I will have the ability to purchase the products needed for me/my family	1262	324	428	510	629	632	170	144	81	478	299	91	398	435	287	484	402	376
	82%	74%	81%	91%	84%	81%	85%	84%	80%	83%	81%	81%	73%	88%	88%	77%	85%	88%
			B	BC										R	R		W	W
I will have more than two months of savings to cover any unexpected costs or needs	954	231	290	433	500	454	133	98	61	372	223	66	274	331	236	354	287	312
	62%	53%	55%	77%	67%	58%	66%	57%	61%	64%	61%	59%	50%	67%	72%	56%	60%	73%
				BC	K									R	R			WX
I will have enough personal/family investments and savings for the future	845	231	227	387	453	392	111	89	55	320	204	65	234	295	218	306	260	279
	55%	53%	43%	69%	60%	50%	56%	52%	54%	56%	55%	58%	43%	60%	67%	49%	55%	65%
		C		BC	K									R	R			WX
I will be worried about my personal/family day-to-day finances	768	273	297	198	312	456	106	99	53	276	174	61	329	225	134	325	251	192
	50%	62%	56%	35%	42%	58%	53%	58%	52%	48%	47%	55%	60%	46%	41%	52%	53%	45%
		D	D			J		O					ST			Y	Y	
I will put away money for my retirement/old age security	757	225	279	253	381	376	104	78	49	282	202	42	202	264	215	269	231	256
	49%	51%	53%	45%	51%	48%	52%	45%	48%	49%	55%	38%	37%	54%	66%	43%	49%	60%
			D						Q		Q			R	RS			WX
I will struggle to make ends meet	568	232	215	122	244	325	88	78	43	188	122	47	281	165	68	271	179	118
	37%	53%	41%	22%	33%	41%	44%	46%	43%	33%	33%	42%	52%	33%	21%	43%	38%	28%
		CD	D			J	OP	OP					ST	T		Y	Y	
The local economy where I live will improve	564	184	174	206	292	272	93	62	30	196	156	27	179	199	122	220	169	175
	37%	42%	33%	37%	39%	35%	46%	36%	29%	34%	42%	24%	33%	40%	37%	35%	36%	41%
		C					NOQ				NOQ			R				
The national economy will improve	554	184	151	218	279	275	99	49	30	208	139	29	182	197	114	221	161	173
	36%	42%	29%	39%	37%	35%	49%	28%	29%	36%	38%	26%	33%	40%	35%	35%	34%	40%
		C		C			MNOPQ											X
I will invest in the financial markets because now is a good time to do so	477	191	156	130	244	233	76	58	28	184	102	28	131	154	144	148	144	185
	31%	44%	29%	23%	33%	30%	38%	33%	28%	32%	28%	25%	24%	31%	44%	23%	30%	43%
		CD	D				PQ							R	RS		W	WX
I will purchase big ticket items like a car or furniture	260	151	62	48	132	128	41	25	12	85	77	20	92	82	69	112	68	80
	17%	34%	12%	8%	18%	16%	21%	15%	12%	15%	21%	18%	17%	17%	21%	18%	14%	19%
		CD									O							
I will default on making payments on major loans or a mortgage	252	158	68	26	115	137	41	32	16	76	71	17	117	82	34	122	71	59
	16%	36%	13%	5%	15%	18%	20%	19%	16%	13%	19%	15%	22%	17%	11%	19%	15%	14%
		CD	D				O				O		T	T		Y		
I will lose my job/be laid off because of lack of business/work	174	121	41	11	78	95	33	20	8	53	45	14	83	56	23	80	47	47
	11%	28%	8%	2%	10%	12%	17%	12%	8%	9%	12%	12%	15%	11%	7%	13%	10%	11%
		CD	D				O						T					
I will likely declare bankruptcy	169	124	35	10	82	86	32	14	7	46	58	11	85	45	25	101	37	31
	11%	28%	7%	2%	11%	11%	16%	8%	7%	8%	16%	10%	16%	9%	8%	16%	8%	7%
		CD	D				O				MNO		ST			XY		
I will buy a house	154	105	42	7	68	86	29	13	9	51	44	9	73	50	27	64	43	47
	10%	24%	8%	1%	9%	11%	14%	8%	9%	9%	12%	8%	13%	10%	8%	10%	9%	11%
		CD	D										T					

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

	Total	Age			Gender		Region						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	W	X	Y
BASE: All Respondents	1531	416	447	668	765	766	193	163	108	592	363	112	446	534	377	351	439	741
BASE: WEIGHTED	1531	439	530	563	748	783	200	172	101*	577	369	112*	544	493	325	628	476	427
I will buy a house	1377	333	488	556	680	697	171	159	92	527	325	103	471	443	298	564	433	381
	90%	76%	92%	99%	91%	89%	86%	92%	91%	91%	88%	92%	87%	90%	92%	90%	91%	89%
			B	BC											R			
I will likely declare bankruptcy	1362	315	495	552	666	696	168	157	94	531	310	101	459	448	300	528	439	396
	89%	72%	93%	98%	89%	89%	84%	92%	93%	92%	84%	90%	84%	91%	92%	84%	92%	93%
			B	BC				P	P	LP				R	R		W	W
I will lose my job/be laid off because of lack of business/work	1357	318	489	551	670	687	167	152	93	524	324	98	460	437	302	548	429	381
	89%	72%	92%	98%	90%	88%	83%	88%	92%	91%	88%	88%	85%	89%	93%	87%	90%	89%
			B	BC						L					R			
I will default on making payments on major loans or a mortgage	1279	280	461	537	633	645	160	140	86	501	298	95	427	411	291	506	404	368
	84%	64%	87%	95%	85%	82%	80%	81%	84%	87%	81%	85%	78%	83%	89%	81%	85%	86%
			B	BC						LP					RS			W
I will purchase big ticket items like a car or furniture	1271	288	468	515	616	655	159	146	89	492	292	92	451	411	257	516	408	347
	83%	66%	88%	92%	82%	84%	79%	85%	88%	85%	79%	82%	83%	83%	79%	82%	86%	81%
			B	B						P								
I will invest in the financial markets because now is a good time to do so	1054	247	374	433	505	550	124	114	73	394	266	83	412	340	181	481	332	242
	69%	56%	71%	77%	67%	70%	62%	67%	72%	68%	72%	75%	76%	69%	56%	77%	70%	57%
			B	BC							L	L	ST	T		XY	Y	
The national economy will improve	977	254	378	345	469	508	102	123	72	369	230	82	362	296	211	408	315	255
	64%	58%	71%	61%	63%	65%	51%	72%	71%	64%	62%	74%	67%	60%	65%	65%	66%	60%
			BD					L	L	L	L	L						Y
The local economy where I live will improve	967	254	356	356	456	511	107	109	72	382	212	85	364	294	204	408	306	253
	63%	58%	67%	63%	61%	65%	54%	64%	71%	66%	58%	76%	67%	60%	63%	65%	64%	59%
			B						LP	LP		LP	S					
I will struggle to make ends meet	963	207	315	441	505	458	112	93	58	389	246	64	263	328	257	358	296	309
	63%	47%	59%	78%	67%	59%	56%	54%	57%	67%	67%	58%	48%	67%	79%	57%	62%	72%
			B	BC	K					LM	LM			R	RS			WX
I will put away money for my retirement/old age security	774	214	251	310	368	406	96	94	52	295	167	69	342	229	110	359	244	171
	51%	49%	47%	55%	49%	52%	48%	55%	52%	51%	45%	62%	63%	46%	34%	57%	51%	40%
				C								LP	ST	T		Y	Y	
I will be worried about my personal/family day-to-day finances	763	166	232	365	436	326	95	73	49	302	195	51	215	269	192	303	224	236
	50%	38%	44%	65%	58%	42%	47%	42%	48%	52%	53%	45%	40%	54%	59%	48%	47%	55%
				BC	K					M				R	R			WX
I will have enough personal/family investments and savings for the future	686	208	303	176	296	391	89	83	46	257	164	47	310	198	108	322	216	149
	45%	47%	57%	31%	40%	50%	44%	48%	46%	44%	45%	42%	57%	40%	33%	51%	45%	35%
		D	BD			J							ST			Y	Y	
I will have more than two months of savings to cover any unexpected costs or needs	577	208	240	130	248	329	67	74	40	205	145	46	270	162	90	274	189	115
	38%	47%	45%	23%	33%	42%	34%	43%	39%	36%	39%	41%	50%	33%	28%	44%	40%	27%
		D	D			J							ST			Y	Y	
I will have the ability to purchase the products needed for me/my family	269	115	102	52	119	150	31	28	20	100	70	21	145	58	38	145	73	52
	18%	26%	19%	9%	16%	19%	15%	16%	20%	17%	19%	19%	27%	12%	12%	23%	15%	12%
		CD	D										ST			XY		

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

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 February 24th, 2023

Maru/Blue   February 27th, 2023