



Do you have a budget that you carefully manage every month for yourself or your household?

| | | Age | | | | Gender | | Region | | | | | | Income | | |
|-----------------------|-------|--------|--------|------|------------|--------|--------|--------|-----|-------|-----|-----|------|--------|-------------|---------|
| | Total | '18-34 | '35-54 | '55+ | Boomers I+ | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T | |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| Yes | 919 | 309 | 292 | 317 | 184 | 431 | 488 | 102 | 100 | 56 | 342 | 241 | 77 | 332 | 286 | 180 |
| | 60% | 71% | 55% | 57% | 59% | 58% | 63% | 51% | 58% | 56% | 60% | 66% | 70% | 68% | 56% | 59% |
| | | CD | | | | | | | | | | L | L | ST | | |
| No | 605 | 127 | 235 | 243 | 128 | 314 | 291 | 98 | 71 | 45 | 232 | 126 | 34 | 155 | 225 | 127 |
| | 40% | 29% | 45% | 43% | 41% | 42% | 37% | 49% | 42% | 44% | 40% | 34% | 30% | 32% | 44% | 41% |
| | | | B | B | E | | | PQ | | | | | | | R | R |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

How do you feel about your own level of financial literacy to properly manage your money and your overall finances, and the various money and tax saving instruments offered by financial institutions?

| | How do you feel about your own level of financial literacy to properly manage your money and your overall finances, and the various money and tax saving instruments offered by financial institutions? | | | | | | | | | | | | | | | | |
|--|---|------|-------------|-------------|-----------|-----------------|-----------|-------------|---------|---------|------------|---------|---------|----------|-------------|------------------|--------------|
| | Total | Age | | | | Gender | | | Region | | | | | | Income | | |
| | | A | '18-34 B | '35-54 C | '55+ D | Boomers I+ I | Male J | Female K | BC L | AB M | MB/SK N | ON O | PQ P | ATL Q | <\$50K R | \$50K-\$99K S | \$100K+ T |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 1080 | 310 | 342 | 427 | 245 | 573 | 506 | 135 | 117 | 69 | 403 | 275 | 80 | 317 | 355 | 255 | |
| | 71% | 71% | 65% | 76% | 79% | 77% | 65% | 68% | 69% | 68% | 70% | 75% | 72% | 65% | 69% | 83% | |
| | | | | C | EFG | K | | | | | | | | | | RS | |
| (4) Very financially literate - I have a thorough understanding of it all | 313 | 101 | 98 | 113 | 64 | 194 | 119 | 31 | 35 | 22 | 121 | 80 | 23 | 74 | 102 | 105 | |
| | 21% | 23% | 19% | 20% | 21% | 26% | 15% | 16% | 21% | 22% | 21% | 22% | 21% | 15% | 20% | 34% | |
| | | | | | | K | | | | | | | | | | RS | |
| (3) Somewhat financially literate - I know a good deal about it all and continue to learn as I go | 767 | 209 | 244 | 314 | 181 | 379 | 388 | 104 | 82 | 47 | 282 | 195 | 57 | 243 | 252 | 150 | |
| | 50% | 48% | 46% | 56% | 58% | 51% | 50% | 52% | 48% | 46% | 49% | 53% | 52% | 50% | 49% | 49% | |
| | | | | BC | EFG | | | | | | | | | | | | |
| (2) Not too financially literate - I know some basics but not much beyond that unless I need to | 369 | 98 | 154 | 117 | 60 | 142 | 227 | 55 | 45 | 24 | 144 | 76 | 26 | 141 | 132 | 45 | |
| | 24% | 23% | 29% | 21% | 19% | 19% | 29% | 28% | 27% | 23% | 25% | 21% | 23% | 29% | 26% | 15% | |
| | | | BD | | | J | | | | | | | | T | T | | |
| (1) Not really financially literate - I find it all too complex and rely on others to help if at all | 75 | 28 | 31 | 16 | 6 | 29 | 45 | 9 | 8 | 8 | 28 | 16 | 5 | 28 | 23 | 6 | |
| | 5% | 6% | 6% | 3% | 2% | 4% | 6% | 5% | 5% | 8% | 5% | 4% | 4% | 6% | 5% | 2% | |
| | | D | D | | | | | | | | | | | T | | | |
| BOTTOM 2 BOX (NET) | 444 | 126 | 185 | 133 | 67 | 172 | 273 | 64 | 54 | 32 | 172 | 92 | 31 | 170 | 156 | 51 | |
| | 29% | 29% | 35% | 24% | 21% | 23% | 35% | 32% | 31% | 32% | 30% | 25% | 28% | 35% | 31% | 17% | |
| | | | D | | | J | | | | | | | | T | T | | |
| MEAN | 2.90 | 2.90 | 2.80 | 2.90 | 3.00 | 3.00 | 2.70 | 2.80 | 2.80 | 2.80 | 2.90 | 2.90 | 2.90 | 2.70 | 2.80 | 3.20 | |
| | | | | C | G | K | | | | | | | | | | RS | |
| STD. DEV. | 0.8 | 0.8 | 0.8 | 0.7 | 0.7 | 0.8 | 0.8 | 0.8 | 0.8 | 0.9 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.7 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | |

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

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? SUMMARY TABLE OF TOP 2 BOX

| | SUMMARY TABLE OF TOP 2 BOX | | | | | | | | | | | | | | | | |
|----------------------------|----------------------------|-----|--------|--------|------|------------|--------|--------|--------|------|-------|-----|------|-----|--------|-------------|---------|
| | Total | Age | | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
| | | A | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T | |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| Credit card | 1363 | 365 | 469 | 529 | 298 | 673 | 690 | 178 | 151 | 84 | 533 | 323 | 94 | 415 | 469 | 290 | |
| | 89% | 84% | 89% | 94% | 96% | 90% | 89% | 89% | 88% | 84% | 93% | 88% | 85% | 85% | 92% | 95% | |
| | | | B | BC | EFG | | | | | | | NPQ | | | | R | R |
| Savings account | 1351 | 356 | 465 | 530 | 294 | 676 | 675 | 173 | 160 | 84 | 516 | 314 | 102 | 415 | 459 | 293 | |
| | 89% | 82% | 88% | 95% | 94% | 91% | 87% | 87% | 94% | 83% | 90% | 86% | 92% | 85% | 90% | 96% | |
| | | | B | BC | EFG | K | | | NP | | | | | | | | RS |
| Household budget | 1316 | 352 | 447 | 517 | 290 | 647 | 669 | 170 | 153 | 87 | 496 | 311 | 99 | 413 | 449 | 279 | |
| | 86% | 81% | 85% | 92% | 93% | 87% | 86% | 85% | 89% | 86% | 86% | 85% | 89% | 85% | 88% | 91% | |
| | | | | BC | EFG | | | | | | | | | | | | R |
| Insurance | 1136 | 300 | 363 | 472 | 267 | 593 | 543 | 149 | 128 | 72 | 425 | 277 | 85 | 331 | 387 | 270 | |
| | 75% | 69% | 69% | 84% | 86% | 80% | 70% | 74% | 75% | 72% | 74% | 76% | 76% | 68% | 76% | 88% | |
| | | | | BC | FG | K | | | | | | | | | | | R |
| Home insurance | 1107 | 240 | 370 | 496 | 282 | 577 | 530 | 142 | 120 | 68 | 424 | 270 | 83 | 316 | 396 | 259 | |
| | 73% | 55% | 70% | 89% | 90% | 77% | 68% | 71% | 70% | 68% | 74% | 74% | 74% | 65% | 78% | 84% | |
| | | | B | BC | EFG | K | | | | | | | | | | | R |
| Interest rates | 1097 | 284 | 363 | 450 | 258 | 597 | 500 | 145 | 122 | 66 | 417 | 272 | 75 | 314 | 391 | 253 | |
| | 72% | 65% | 69% | 80% | 83% | 80% | 64% | 73% | 71% | 66% | 73% | 74% | 67% | 64% | 77% | 83% | |
| | | | | BC | EFG | K | | | | | | | | | | | R |
| Car loan | 1069 | 269 | 355 | 445 | 254 | 573 | 496 | 136 | 124 | 75 | 396 | 254 | 84 | 278 | 390 | 260 | |
| | 70% | 62% | 67% | 79% | 82% | 77% | 64% | 68% | 73% | 74% | 69% | 69% | 76% | 57% | 76% | 85% | |
| | | | | BC | EFG | K | | | | | | | | | | | R |
| Mortgage | 1033 | 248 | 353 | 431 | 244 | 553 | 480 | 133 | 121 | 75 | 386 | 245 | 73 | 259 | 370 | 270 | |
| | 68% | 57% | 67% | 77% | 78% | 74% | 62% | 67% | 71% | 75% | 67% | 67% | 65% | 53% | 72% | 88% | |
| | | | B | BC | EFG | K | | | | | | | | | | | R |
| RRSP | 1030 | 241 | 351 | 437 | 249 | 557 | 472 | 136 | 120 | 71 | 390 | 251 | 62 | 282 | 357 | 253 | |
| | 68% | 55% | 67% | 78% | 80% | 75% | 61% | 68% | 70% | 70% | 68% | 68% | 56% | 58% | 70% | 83% | |
| | | | B | BC | EFG | K | | | Q | | Q | Q | | | | | R |
| TFSA | 1019 | 273 | 342 | 405 | 221 | 526 | 493 | 140 | 113 | 63 | 395 | 247 | 60 | 284 | 360 | 237 | |
| | 67% | 63% | 65% | 72% | 71% | 71% | 63% | 70% | 66% | 63% | 69% | 67% | 54% | 58% | 70% | 78% | |
| | | | | BC | E | K | | Q | | | Q | Q | | | | | R |
| Financial institution loan | 1000 | 252 | 329 | 418 | 236 | 549 | 451 | 130 | 106 | 66 | 372 | 259 | 67 | 279 | 345 | 248 | |
| | 66% | 58% | 62% | 75% | 76% | 74% | 58% | 65% | 62% | 65% | 65% | 71% | 60% | 57% | 67% | 81% | |
| | | | | BC | EFG | K | | | | | | | | | | | R |
| Life insurance | 958 | 238 | 307 | 413 | 238 | 525 | 433 | 117 | 98 | 61 | 358 | 247 | 77 | 283 | 336 | 226 | |
| | 63% | 55% | 58% | 74% | 76% | 70% | 56% | 59% | 57% | 61% | 62% | 67% | 69% | 58% | 66% | 74% | |
| | | | | BC | EFG | K | | | | | | M | | | | | R |
| Investments | 862 | 238 | 272 | 352 | 210 | 501 | 361 | 112 | 89 | 52 | 330 | 232 | 47 | 238 | 296 | 217 | |
| | 57% | 55% | 52% | 63% | 67% | 67% | 46% | 56% | 52% | 52% | 57% | 63% | 43% | 49% | 58% | 71% | |
| | | | | BC | FGH | K | | | | | Q | MNQ | | | | | R |
| Mutual fund | 777 | 211 | 249 | 317 | 180 | 465 | 311 | 103 | 80 | 50 | 303 | 193 | 48 | 201 | 275 | 195 | |
| | 51% | 48% | 47% | 57% | 58% | 62% | 40% | 51% | 47% | 50% | 53% | 53% | 43% | 41% | 54% | 64% | |
| | | | | BC | FG | K | | | | | | | | | | | R |

| | | | | | | | | | | | | | | | | |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----|-----|-----|-----|
| Bonds | 654 | 198 | 183 | 273 | 157 | 405 | 249 | 83 | 57 | 37 | 249 | 190 | 39 | 175 | 232 | 169 |
| | 43% | 45% | 35% | 49% | 50% | 54% | 32% | 42% | 33% | 36% | 43% | 52% | 35% | 36% | 45% | 55% |
| | | C | | C | FG | K | | | | | M | LMNOQ | | | R | RS |
| Stocks and shares | 650 | 215 | 200 | 235 | 144 | 407 | 243 | 88 | 70 | 42 | 258 | 159 | 33 | 155 | 222 | 192 |
| | 43% | 49% | 38% | 42% | 46% | 55% | 31% | 44% | 41% | 42% | 45% | 43% | 30% | 32% | 43% | 63% |
| | | CD | | | GH | K | | Q | | | Q | Q | | | R | RS |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? SUMMARY TABLE OF BOTTOM 2 BOX

| | SUMMARY TABLE OF BOTTOM 2 BOX | | | | | | | | | | | | | | | | |
|----------------------------|-------------------------------|--------|--------|------|-----|------------|--------|--------|--------|------|-------|-----|------|-----|--------|-------------|---------|
| | Total | Age | | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
| | | '18-34 | '35-54 | '55+ | | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T | | |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| Stocks and shares | 874 | 221 | 327 | 326 | 168 | 338 | 536 | 111 | 101 | 59 | 316 | 208 | 78 | 332 | 289 | 114 | |
| | 57% | 51% | 62% | 58% | 54% | 45% | 69% | 56% | 59% | 58% | 55% | 57% | 70% | 68% | 57% | 37% | |
| | | | B | B | | | J | | | | | | LOP | ST | T | | |
| Bonds | 870 | 238 | 344 | 288 | 155 | 340 | 530 | 116 | 114 | 64 | 326 | 177 | 72 | 312 | 279 | 137 | |
| | 57% | 55% | 65% | 51% | 50% | 46% | 68% | 58% | 67% | 64% | 57% | 48% | 65% | 64% | 55% | 45% | |
| | | | BD | | | | J | P | OP | P | P | | P | ST | T | | |
| Mutual fund | 747 | 225 | 279 | 243 | 131 | 280 | 468 | 97 | 91 | 51 | 271 | 174 | 63 | 286 | 236 | 112 | |
| | 49% | 52% | 53% | 43% | 42% | 38% | 60% | 49% | 53% | 50% | 47% | 47% | 57% | 59% | 46% | 36% | |
| | | D | D | | | | J | | | | | | | ST | T | | |
| Investments | 662 | 198 | 255 | 208 | 101 | 244 | 418 | 88 | 82 | 49 | 245 | 135 | 64 | 249 | 215 | 90 | |
| | 43% | 45% | 48% | 37% | 33% | 33% | 54% | 44% | 48% | 48% | 43% | 37% | 57% | 51% | 42% | 29% | |
| | | D | D | | | | J | | P | P | | | OP | ST | T | | |
| Life insurance | 566 | 198 | 220 | 148 | 74 | 220 | 346 | 82 | 73 | 40 | 217 | 120 | 34 | 204 | 175 | 80 | |
| | 37% | 45% | 42% | 26% | 24% | 30% | 44% | 41% | 43% | 39% | 38% | 33% | 31% | 42% | 34% | 26% | |
| | | D | D | | | | J | | P | | | | | ST | T | | |
| Financial institution loan | 524 | 184 | 198 | 142 | 75 | 196 | 328 | 69 | 65 | 35 | 203 | 108 | 44 | 208 | 166 | 58 | |
| | 34% | 42% | 38% | 25% | 24% | 26% | 42% | 35% | 38% | 35% | 35% | 29% | 40% | 43% | 33% | 19% | |
| | | D | D | | | | J | | | | | | | ST | T | | |
| TFSA | 505 | 163 | 186 | 156 | 90 | 219 | 286 | 59 | 58 | 38 | 179 | 120 | 51 | 203 | 151 | 69 | |
| | 33% | 37% | 35% | 28% | 29% | 29% | 37% | 30% | 34% | 37% | 31% | 33% | 46% | 42% | 30% | 22% | |
| | | D | D | | | | J | | | | | | LOP | ST | T | | |
| RRSP | 494 | 195 | 176 | 123 | 62 | 188 | 307 | 64 | 51 | 30 | 185 | 116 | 49 | 205 | 154 | 53 | |
| | 32% | 45% | 33% | 22% | 20% | 25% | 39% | 32% | 30% | 30% | 32% | 32% | 44% | 42% | 30% | 17% | |
| | | CD | D | | | | J | | | | | | MOP | ST | T | | |
| Mortgage | 491 | 188 | 174 | 129 | 67 | 192 | 299 | 66 | 50 | 26 | 189 | 122 | 38 | 228 | 141 | 36 | |
| | 32% | 43% | 33% | 23% | 22% | 26% | 38% | 33% | 29% | 25% | 33% | 33% | 35% | 47% | 28% | 12% | |
| | | CD | D | | | | J | | | | | | | ST | T | | |
| Car loan | 455 | 167 | 173 | 116 | 57 | 172 | 283 | 64 | 47 | 26 | 179 | 113 | 27 | 209 | 121 | 47 | |
| | 30% | 38% | 33% | 21% | 18% | 23% | 36% | 32% | 27% | 26% | 31% | 31% | 24% | 43% | 24% | 15% | |
| | | D | D | | | | J | | | | | | | ST | T | | |
| Interest rates | 427 | 152 | 164 | 111 | 53 | 148 | 279 | 55 | 49 | 35 | 158 | 95 | 37 | 173 | 120 | 53 | |
| | 28% | 35% | 31% | 20% | 17% | 20% | 36% | 27% | 29% | 34% | 27% | 26% | 33% | 36% | 23% | 17% | |
| | | D | D | | | | J | | | | | | | ST | | | |
| Home insurance | 417 | 196 | 157 | 64 | 30 | 168 | 249 | 58 | 50 | 32 | 151 | 97 | 28 | 171 | 115 | 48 | |
| | 27% | 45% | 30% | 11% | 10% | 23% | 32% | 29% | 30% | 32% | 26% | 26% | 26% | 35% | 22% | 16% | |
| | | CD | D | | | | J | | | | | | | ST | T | | |
| Insurance | 388 | 136 | 164 | 88 | 44 | 152 | 236 | 51 | 43 | 29 | 150 | 90 | 26 | 156 | 124 | 37 | |
| | 25% | 31% | 31% | 16% | 14% | 20% | 30% | 26% | 25% | 28% | 26% | 24% | 24% | 32% | 24% | 12% | |
| | | D | D | | | | J | | | | | | | ST | T | | |
| Household budget | 208 | 84 | 81 | 44 | 22 | 98 | 110 | 30 | 18 | 14 | 78 | 56 | 12 | 74 | 62 | 28 | |
| | 14% | 19% | 15% | 8% | 7% | 13% | 14% | 15% | 11% | 14% | 14% | 15% | 11% | 15% | 12% | 9% | |
| | | D | D | | | | | | | | | | | T | | | |

| | | | | | | | | | | | | | | | | |
|-----------------|-----|-----|-----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|
| Savings account | 173 | 80 | 62 | 31 | 18 | 69 | 104 | 26 | 11 | 17 | 58 | 53 | 9 | 72 | 52 | 13 |
| | 11% | 18% | 12% | 5% | 6% | 9% | 13% | 13% | 6% | 17% | 10% | 14% | 8% | 15% | 10% | 4% |
| | | CD | D | | | | J | | | M | | M | | T | T | |
| Credit card | 161 | 71 | 58 | 32 | 14 | 72 | 89 | 22 | 20 | 17 | 42 | 43 | 17 | 72 | 42 | 16 |
| | 11% | 16% | 11% | 6% | 4% | 10% | 11% | 11% | 12% | 16% | 7% | 12% | 15% | 15% | 8% | 5% |
| | | CD | D | | | | | | | O | | O | O | ST | | |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Household budget

| | Household budget | | | | | | | | | | | | | | | | |
|-------------------------------------|------------------|--------|--------|------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | Total | Age | | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
| | | '18-34 | '35-54 | '55+ | | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T | | |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 1316 | 352 | 447 | 517 | 290 | 647 | 669 | 170 | 153 | 87 | 496 | 311 | 99 | 413 | 449 | 279 | |
| | 86% | 81% | 85% | 92% | 93% | 87% | 86% | 85% | 89% | 86% | 86% | 85% | 89% | 85% | 88% | 91% | |
| | | | | BC | EFG | | | | | | | | | | | R | |
| (4) Very financially literate | 641 | 150 | 210 | 281 | 166 | 326 | 315 | 82 | 77 | 43 | 235 | 157 | 46 | 196 | 213 | 154 | |
| | 42% | 34% | 40% | 50% | 53% | 44% | 40% | 41% | 45% | 42% | 41% | 43% | 42% | 40% | 42% | 50% | |
| | | | | BC | EFG | | | | | | | | | | | RS | |
| (3) Somewhat financially literate | 675 | 202 | 237 | 236 | 124 | 320 | 354 | 87 | 76 | 44 | 261 | 154 | 52 | 217 | 236 | 124 | |
| | 44% | 46% | 45% | 42% | 40% | 43% | 45% | 44% | 44% | 44% | 45% | 42% | 47% | 45% | 46% | 41% | |
| (2) Not very financially literate | 149 | 62 | 50 | 37 | 19 | 69 | 80 | 24 | 14 | 9 | 52 | 39 | 11 | 43 | 45 | 22 | |
| | 10% | 14% | 9% | 7% | 6% | 9% | 10% | 12% | 8% | 9% | 9% | 11% | 9% | 9% | 9% | 7% | |
| | | D | | | | | | | | | | | | | | | |
| (1) Not at all financially literate | 60 | 22 | 31 | 7 | 3 | 29 | 30 | 6 | 4 | 5 | 26 | 17 | 2 | 31 | 17 | 5 | |
| | 4% | 5% | 6% | 1% | 1% | 4% | 4% | 3% | 3% | 4% | 5% | 5% | 2% | 6% | 3% | 2% | |
| | | D | D | | | | | | | | | | | | | ST | |
| BOTTOM 2 BOX (NET) | 208 | 84 | 81 | 44 | 22 | 98 | 110 | 30 | 18 | 14 | 78 | 56 | 12 | 74 | 62 | 28 | |
| | 14% | 19% | 15% | 8% | 7% | 13% | 14% | 15% | 11% | 14% | 14% | 15% | 11% | 15% | 12% | 9% | |
| | | D | D | | | | | | | | | | | | | T | |
| MEAN | 3.20 | 3.10 | 3.20 | 3.40 | 3.50 | 3.30 | 3.20 | 3.20 | 3.30 | 3.20 | 3.20 | 3.20 | 3.30 | 3.20 | 3.30 | 3.40 | |
| | | | | BC | EFG | | | | | | | | | | | RS | |
| STD. DEV. | 0.8 | 0.8 | 0.8 | 0.7 | 0.7 | 0.8 | 0.8 | 0.8 | 0.7 | 0.8 | 0.8 | 0.8 | 0.7 | 0.9 | 0.8 | 0.7 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Investments

| | Total | Age | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | | D | I | J | K | L | M | N | O | P | Q | R |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 862 | 238 | 272 | 352 | 210 | 501 | 361 | 112 | 89 | 52 | 330 | 232 | 47 | 238 | 296 | 217 |
| | 57% | 55% | 52% | 63% | 67% | 67% | 46% | 56% | 52% | 52% | 57% | 63% | 43% | 49% | 58% | 71% |
| | | | | BC | FGH | K | | | | | Q | MNQ | | | R | RS |
| (4) Very financially literate | 247 | 87 | 64 | 95 | 54 | 164 | 83 | 37 | 23 | 11 | 96 | 60 | 20 | 65 | 84 | 72 |
| | 16% | 20% | 12% | 17% | 17% | 22% | 11% | 19% | 13% | 11% | 17% | 16% | 18% | 13% | 16% | 23% |
| | | C | | C | | K | | | | | | | | | | RS |
| (3) Somewhat financially literate | 615 | 151 | 208 | 257 | 156 | 337 | 279 | 75 | 66 | 41 | 234 | 172 | 28 | 173 | 212 | 145 |
| | 40% | 35% | 39% | 46% | 50% | 45% | 36% | 37% | 39% | 40% | 41% | 47% | 25% | 36% | 41% | 47% |
| | | | | BC | FG | K | | | Q | Q | Q | Q | | | | R |
| (2) Not very financially literate | 419 | 131 | 152 | 136 | 64 | 159 | 260 | 61 | 50 | 30 | 158 | 85 | 35 | 135 | 137 | 64 |
| | 27% | 30% | 29% | 24% | 21% | 21% | 33% | 31% | 30% | 29% | 27% | 23% | 31% | 28% | 27% | 21% |
| | | | | | | J | | | | | | | | | | |
| (1) Not at all financially literate | 243 | 67 | 103 | 73 | 37 | 86 | 157 | 26 | 32 | 19 | 87 | 49 | 29 | 114 | 78 | 25 |
| | 16% | 15% | 20% | 13% | 12% | 11% | 20% | 13% | 18% | 19% | 15% | 13% | 26% | 23% | 15% | 8% |
| | | | D | | | J | | | | | | | LOP | ST | T | |
| BOTTOM 2 BOX (NET) | 662 | 198 | 255 | 208 | 101 | 244 | 418 | 88 | 82 | 49 | 245 | 135 | 64 | 249 | 215 | 90 |
| | 43% | 45% | 48% | 37% | 33% | 33% | 54% | 44% | 48% | 48% | 43% | 37% | 57% | 51% | 42% | 29% |
| | | D | D | | | J | | | P | P | | | OP | ST | T | |
| MEAN | 2.60 | 2.60 | 2.40 | 2.70 | 2.70 | 2.80 | 2.40 | 2.60 | 2.50 | 2.40 | 2.60 | 2.70 | 2.30 | 2.40 | 2.60 | 2.90 |
| | | C | | C | FG | K | | Q | | | Q | MNQ | | | R | RS |
| STD. DEV. | 0.9 | 1.0 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 1.1 | 1.0 | 0.9 | 0.9 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Mortgage

| | Mortgage | | | | | | | | | | | | | | | |
|-------------------------------------|----------|------|-------------|-------------|-----------|-----------------|-----------|-------------|---------|---------|------------|---------|---------|----------|-------------|------------------|
| | Total | Age | | | | Gender | | | Region | | | | | Income | | |
| | | A | '18-34 B | '35-54 C | '55+ D | Boomers I+ I | Male J | Female K | BC L | AB M | MB/SK N | ON O | PQ P | ATL Q | <\$50K R | \$50K-\$99K S |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1033 | 248 | 353 | 431 | 244 | 553 | 480 | 133 | 121 | 75 | 386 | 245 | 73 | 259 | 370 | 270 |
| | 68% | 57% | 67% | 77% | 78% | 74% | 62% | 67% | 71% | 75% | 67% | 67% | 65% | 53% | 72% | 88% |
| (4) Very financially literate | | | B | BC | EFG | K | | | | | | | | | R | RS |
| | 447 | 96 | 133 | 218 | 135 | 255 | 192 | 63 | 51 | 35 | 175 | 89 | 34 | 104 | 156 | 134 |
| | 29% | 22% | 25% | 39% | 43% | 34% | 25% | 32% | 30% | 34% | 30% | 24% | 31% | 21% | 31% | 44% |
| (3) Somewhat financially literate | | | | BC | EFG | K | | | | | | | | | R | RS |
| | 586 | 153 | 221 | 213 | 109 | 298 | 288 | 70 | 70 | 40 | 211 | 156 | 38 | 155 | 213 | 137 |
| | 38% | 35% | 42% | 38% | 35% | 40% | 37% | 35% | 41% | 40% | 37% | 42% | 35% | 32% | 42% | 45% |
| (2) Not very financially literate | | | | | | | | | | | | | | | R | R |
| | 264 | 109 | 79 | 75 | 41 | 112 | 152 | 41 | 24 | 15 | 102 | 63 | 19 | 106 | 77 | 23 |
| | 17% | 25% | 15% | 13% | 13% | 15% | 20% | 21% | 14% | 15% | 18% | 17% | 17% | 22% | 15% | 8% |
| (1) Not at all financially literate | | | CD | | | J | | | | | | | | | ST | T |
| | 227 | 78 | 95 | 54 | 26 | 81 | 147 | 25 | 26 | 10 | 87 | 59 | 20 | 121 | 64 | 13 |
| | 15% | 18% | 18% | 10% | 8% | 11% | 19% | 12% | 15% | 10% | 15% | 16% | 18% | 25% | 13% | 4% |
| BOTTOM 2 BOX (NET) | | | D | D | | J | | | | | | | | | ST | T |
| | 491 | 188 | 174 | 129 | 67 | 192 | 299 | 66 | 50 | 26 | 189 | 122 | 38 | 228 | 141 | 36 |
| | 32% | 43% | 33% | 23% | 22% | 26% | 38% | 33% | 29% | 25% | 33% | 33% | 35% | 47% | 28% | 12% |
| MEAN | | | CD | D | | J | | | | | | | | | ST | T |
| | 2.80 | 2.60 | 2.70 | 3.10 | 3.10 | 3.00 | 2.70 | 2.90 | 2.80 | 3.00 | 2.80 | 2.80 | 2.80 | 2.50 | 2.90 | 3.30 |
| STD. DEV. | | | | BC | EFG | K | | | | P | | | | R | RS | |
| STD. DEV. | 1.0 | 1.0 | 1.0 | 1.0 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.1 | 1.1 | 1.0 | 0.8 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Financial institution loan

| | Total | Age | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | | D | I | J | K | L | M | N | O | P | Q | R |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1000 | 252 | 329 | 418 | 236 | 549 | 451 | 130 | 106 | 66 | 372 | 259 | 67 | 279 | 345 | 248 |
| | 66% | 58% | 62% | 75% | 76% | 74% | 58% | 65% | 62% | 65% | 65% | 71% | 60% | 57% | 67% | 81% |
| (4) Very financially literate | | | | BC | EFG | K | | | | | | | | | R | RS |
| | 384 | 94 | 104 | 186 | 113 | 225 | 159 | 52 | 45 | 26 | 142 | 91 | 28 | 107 | 125 | 101 |
| | 25% | 22% | 20% | 33% | 36% | 30% | 20% | 26% | 26% | 26% | 25% | 25% | 25% | 22% | 25% | 33% |
| (3) Somewhat financially literate | | | | BC | EFG | K | | | | | | | | | | RS |
| | 616 | 159 | 225 | 232 | 123 | 324 | 292 | 78 | 61 | 39 | 230 | 168 | 39 | 172 | 219 | 147 |
| | 40% | 36% | 43% | 41% | 39% | 44% | 37% | 39% | 36% | 39% | 40% | 46% | 35% | 35% | 43% | 48% |
| (2) Not very financially literate | | | | E | K | | | | | | | M | | | R | R |
| | 318 | 118 | 115 | 85 | 41 | 117 | 201 | 45 | 37 | 19 | 129 | 66 | 22 | 116 | 100 | 38 |
| | 21% | 27% | 22% | 15% | 13% | 16% | 26% | 23% | 22% | 18% | 22% | 18% | 20% | 24% | 20% | 12% |
| (1) Not at all financially literate | | D | D | | | J | | | | | | | | T | T | |
| | 206 | 66 | 83 | 58 | 34 | 79 | 127 | 24 | 28 | 16 | 74 | 42 | 22 | 92 | 66 | 21 |
| | 14% | 15% | 16% | 10% | 11% | 11% | 16% | 12% | 16% | 16% | 13% | 11% | 20% | 19% | 13% | 7% |
| BOTTOM 2 BOX (NET) | | D | D | | | J | | | | | | | | ST | T | |
| | 524 | 184 | 198 | 142 | 75 | 196 | 328 | 69 | 65 | 35 | 203 | 108 | 44 | 208 | 166 | 58 |
| | 34% | 42% | 38% | 25% | 24% | 26% | 42% | 35% | 38% | 35% | 35% | 29% | 40% | 43% | 33% | 19% |
| MEAN | | D | D | | | J | | | | | | | | ST | T | |
| | 2.80 | 2.60 | 2.70 | 3.00 | 3.00 | 2.90 | 2.60 | 2.80 | 2.70 | 2.80 | 2.80 | 2.80 | 2.70 | 2.60 | 2.80 | 3.10 |
| STD. DEV. | | | | BC | EFG | K | | | | | | | | | R | RS |
| STD. DEV. | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 0.9 | 1.1 | 1.0 | 1.0 | 0.9 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Car loan

| | Total | Age | | | | Gender | | | Region | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|------|--------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | Boomers I+ | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1069 | 269 | 355 | 445 | 254 | 573 | 496 | 136 | 124 | 75 | 396 | 254 | 84 | 278 | 390 | 260 |
| | 70% | 62% | 67% | 79% | 82% | 77% | 64% | 68% | 73% | 74% | 69% | 69% | 76% | 57% | 76% | 85% |
| | | | | | BC | EFG | K | | | | | | | | R | RS |
| (4) Very financially literate | 475 | 97 | 142 | 236 | 141 | 280 | 195 | 61 | 58 | 36 | 179 | 98 | 42 | 126 | 163 | 125 |
| | 31% | 22% | 27% | 42% | 45% | 38% | 25% | 30% | 34% | 36% | 31% | 27% | 38% | 26% | 32% | 41% |
| | | | | | BC | EFG | K | | | | | | | | | RS |
| (3) Somewhat financially literate | 594 | 172 | 213 | 209 | 113 | 293 | 301 | 75 | 66 | 38 | 217 | 156 | 42 | 152 | 227 | 135 |
| | 39% | 40% | 40% | 37% | 36% | 39% | 39% | 38% | 39% | 38% | 38% | 43% | 38% | 31% | 44% | 44% |
| | | | | | | | | | | | | | | | R | R |
| (2) Not very financially literate | 226 | 84 | 88 | 53 | 22 | 91 | 134 | 34 | 19 | 12 | 88 | 59 | 14 | 90 | 62 | 28 |
| | 15% | 19% | 17% | 10% | 7% | 12% | 17% | 17% | 11% | 12% | 15% | 16% | 13% | 18% | 12% | 9% |
| | | D | D | | | J | | | | | | | | ST | | |
| (1) Not at all financially literate | 230 | 83 | 84 | 63 | 35 | 81 | 149 | 29 | 28 | 15 | 91 | 54 | 13 | 119 | 59 | 18 |
| | 15% | 19% | 16% | 11% | 11% | 11% | 19% | 15% | 16% | 15% | 16% | 15% | 12% | 24% | 11% | 6% |
| | | D | D | | | J | | | | | | | | ST | T | |
| BOTTOM 2 BOX (NET) | 455 | 167 | 173 | 116 | 57 | 172 | 283 | 64 | 47 | 26 | 179 | 113 | 27 | 209 | 121 | 47 |
| | 30% | 38% | 33% | 21% | 18% | 23% | 36% | 32% | 27% | 26% | 31% | 31% | 24% | 43% | 24% | 15% |
| | | D | D | | | J | | | | | | | | ST | T | |
| MEAN | 2.90 | 2.60 | 2.80 | 3.10 | 3.20 | 3.00 | 2.70 | 2.80 | 2.90 | 3.00 | 2.80 | 2.80 | 3.00 | 2.60 | 3.00 | 3.20 |
| | | | | BC | EFG | K | | | | | | | | | R | RS |
| STD. DEV. | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.1 | 1.0 | 1.1 | 1.0 | 1.0 | 1.0 | 1.0 | 1.1 | 1.0 | 0.8 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |

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

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Home insurance

| | Total | Age | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | | D | I | J | K | L | M | N | O | P | Q | R |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1107 | 240 | 370 | 496 | 282 | 577 | 530 | 142 | 120 | 68 | 424 | 270 | 83 | 316 | 396 | 259 |
| | 73% | 55% | 70% | 89% | 90% | 77% | 68% | 71% | 70% | 68% | 74% | 74% | 74% | 65% | 78% | 84% |
| | | | B | BC | EFG | K | | | | | | | | | R | RS |
| (4) Very financially literate | 437 | 98 | 96 | 243 | 149 | 246 | 191 | 60 | 43 | 32 | 163 | 102 | 37 | 119 | 161 | 110 |
| | 29% | 23% | 18% | 43% | 48% | 33% | 25% | 30% | 25% | 32% | 28% | 28% | 33% | 25% | 31% | 36% |
| | | | | BC | EFG | K | | | | | | | | | R | R |
| (3) Somewhat financially literate | 670 | 142 | 275 | 253 | 132 | 331 | 339 | 81 | 78 | 36 | 261 | 168 | 46 | 196 | 235 | 148 |
| | 44% | 33% | 52% | 45% | 42% | 44% | 44% | 41% | 46% | 36% | 45% | 46% | 41% | 40% | 46% | 48% |
| | | | BD | B | E | | | | | | | | | | | R |
| (2) Not very financially literate | 279 | 125 | 104 | 50 | 23 | 118 | 162 | 39 | 34 | 19 | 99 | 67 | 22 | 99 | 79 | 36 |
| | 18% | 29% | 20% | 9% | 7% | 16% | 21% | 19% | 20% | 19% | 17% | 18% | 20% | 20% | 16% | 12% |
| | | CD | D | | | | J | | | | | | | T | | |
| (1) Not at all financially literate | 137 | 71 | 53 | 14 | 7 | 50 | 87 | 19 | 17 | 13 | 52 | 30 | 6 | 72 | 35 | 11 |
| | 9% | 16% | 10% | 2% | 2% | 7% | 11% | 10% | 10% | 13% | 9% | 8% | 6% | 15% | 7% | 4% |
| | | CD | D | | | | J | | | | | | | ST | | |
| BOTTOM 2 BOX (NET) | 417 | 196 | 157 | 64 | 30 | 168 | 249 | 58 | 50 | 32 | 151 | 97 | 28 | 171 | 115 | 48 |
| | 27% | 45% | 30% | 11% | 10% | 23% | 32% | 29% | 30% | 32% | 26% | 26% | 26% | 35% | 22% | 16% |
| | | CD | D | | | | J | | | | | | | ST | T | |
| MEAN | 2.90 | 2.60 | 2.80 | 3.30 | 3.40 | 3.00 | 2.80 | 2.90 | 2.90 | 2.90 | 2.90 | 2.90 | 3.00 | 2.70 | 3.00 | 3.20 |
| | | | B | BC | EFG | K | | | | | | | | | R | RS |
| STD. DEV. | 0.9 | 1.0 | 0.9 | 0.7 | 0.7 | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 | 0.9 | 0.9 | 0.9 | 1.0 | 0.9 | 0.8 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Life insurance

| | Total | Age | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | | D | I | J | K | L | M | N | O | P | Q | R |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 958 | 238 | 307 | 413 | 238 | 525 | 433 | 117 | 98 | 61 | 358 | 247 | 77 | 283 | 336 | 226 |
| | 63% | 55% | 58% | 74% | 76% | 70% | 56% | 59% | 57% | 61% | 62% | 67% | 69% | 58% | 66% | 74% |
| | | | | BC | EFG | K | | | | | | M | | | R | RS |
| (4) Very financially literate | 305 | 90 | 69 | 145 | 93 | 185 | 120 | 42 | 25 | 18 | 112 | 76 | 33 | 78 | 104 | 87 |
| | 20% | 21% | 13% | 26% | 30% | 25% | 15% | 21% | 14% | 18% | 19% | 21% | 30% | 16% | 20% | 28% |
| | | C | | C | FG | K | | | | | | MO | | | | RS |
| (3) Somewhat financially literate | 653 | 148 | 238 | 267 | 145 | 340 | 313 | 75 | 73 | 43 | 246 | 171 | 44 | 205 | 232 | 139 |
| | 43% | 34% | 45% | 48% | 47% | 46% | 40% | 38% | 43% | 43% | 43% | 47% | 40% | 42% | 45% | 45% |
| | | | B | B | EF | K | | | | | | | | | | |
| (2) Not very financially literate | 371 | 126 | 142 | 103 | 46 | 149 | 222 | 52 | 39 | 26 | 147 | 78 | 28 | 115 | 117 | 59 |
| | 24% | 29% | 27% | 18% | 15% | 20% | 29% | 26% | 23% | 26% | 26% | 21% | 25% | 24% | 23% | 19% |
| | | D | D | | | J | | | | | | | | | | |
| (1) Not at all financially literate | 195 | 72 | 78 | 45 | 28 | 71 | 124 | 30 | 34 | 14 | 70 | 42 | 6 | 88 | 58 | 20 |
| | 13% | 16% | 15% | 8% | 9% | 10% | 16% | 15% | 20% | 13% | 12% | 11% | 5% | 18% | 11% | 7% |
| | | D | D | | | J | | Q | OPQ | | | | | ST | T | |
| BOTTOM 2 BOX (NET) | 566 | 198 | 220 | 148 | 74 | 220 | 346 | 82 | 73 | 40 | 217 | 120 | 34 | 204 | 175 | 80 |
| | 37% | 45% | 42% | 26% | 24% | 30% | 44% | 41% | 43% | 39% | 38% | 33% | 31% | 42% | 34% | 26% |
| | | D | D | | | J | | | P | | | | | ST | T | |
| MEAN | 2.70 | 2.60 | 2.60 | 2.90 | 3.00 | 2.90 | 2.60 | 2.60 | 2.50 | 2.70 | 2.70 | 2.80 | 2.90 | 2.60 | 2.70 | 3.00 |
| | | | | BC | FG | K | | | | | | M | LMNO | | R | RS |
| STD. DEV. | 0.9 | 1.0 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 | 1.0 | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 | 0.9 | 0.9 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Credit card

| | Total | Age | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | | D | I | J | K | L | M | N | O | P | Q | R |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1363 | 365 | 469 | 529 | 298 | 673 | 690 | 178 | 151 | 84 | 533 | 323 | 94 | 415 | 469 | 290 |
| | 89% | 84% | 89% | 94% | 96% | 90% | 89% | 89% | 88% | 84% | 93% | 88% | 85% | 85% | 92% | 95% |
| | | | B | BC | EFG | | | | | | NPQ | | | | R | R |
| (4) Very financially literate | 725 | 165 | 234 | 326 | 191 | 376 | 350 | 98 | 79 | 54 | 270 | 176 | 49 | 208 | 245 | 177 |
| | 48% | 38% | 44% | 58% | 61% | 50% | 45% | 49% | 46% | 53% | 47% | 48% | 44% | 43% | 48% | 58% |
| | | | | BC | EFG | K | | | | | | | | | | RS |
| (3) Somewhat financially literate | 638 | 200 | 235 | 203 | 107 | 298 | 340 | 80 | 71 | 31 | 263 | 148 | 45 | 206 | 224 | 113 |
| | 42% | 46% | 44% | 36% | 34% | 40% | 44% | 40% | 42% | 30% | 46% | 40% | 40% | 42% | 44% | 37% |
| | | D | D | | | | | | | | N | | | | | |
| (2) Not very financially literate | 105 | 48 | 35 | 22 | 10 | 54 | 51 | 16 | 14 | 9 | 27 | 27 | 12 | 39 | 31 | 14 |
| | 7% | 11% | 7% | 4% | 3% | 7% | 7% | 8% | 8% | 9% | 5% | 7% | 11% | 8% | 6% | 5% |
| | | CD | | | | | | | | | | | O | | | |
| (1) Not at all financially literate | 56 | 23 | 23 | 10 | 4 | 18 | 38 | 6 | 7 | 8 | 15 | 16 | 5 | 33 | 11 | 2 |
| | 4% | 5% | 4% | 2% | 1% | 2% | 5% | 3% | 4% | 8% | 3% | 4% | 5% | 7% | 2% | 1% |
| | | D | D | | | J | | | | O | | | | ST | | |
| BOTTOM 2 BOX (NET) | 161 | 71 | 58 | 32 | 14 | 72 | 89 | 22 | 20 | 17 | 42 | 43 | 17 | 72 | 42 | 16 |
| | 11% | 16% | 11% | 6% | 4% | 10% | 11% | 11% | 12% | 16% | 7% | 12% | 15% | 15% | 8% | 5% |
| | | CD | D | | | | | | | O | | O | O | ST | | |
| MEAN | 3.30 | 3.20 | 3.30 | 3.50 | 3.60 | 3.40 | 3.30 | 3.40 | 3.30 | 3.30 | 3.40 | 3.30 | 3.20 | 3.20 | 3.40 | 3.50 |
| | | | B | BC | EFG | K | | | | | | | | | R | RS |
| STD. DEV. | 0.8 | 0.8 | 0.8 | 0.7 | 0.6 | 0.7 | 0.8 | 0.8 | 0.8 | 0.9 | 0.7 | 0.8 | 0.8 | 0.9 | 0.7 | 0.6 |
| STD. ERR. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Insurance

| | Total | Age | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | | D | I | J | K | L | M | N | O | P | Q | R |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1136 | 300 | 363 | 472 | 267 | 593 | 543 | 149 | 128 | 72 | 425 | 277 | 85 | 331 | 387 | 270 |
| | 75% | 69% | 69% | 84% | 86% | 80% | 70% | 74% | 75% | 72% | 74% | 76% | 76% | 68% | 76% | 88% |
| (4) Very financially literate | | | | BC | FG | K | | | | | | | | | R | RS |
| | 377 | 96 | 92 | 188 | 120 | 211 | 166 | 46 | 42 | 24 | 127 | 98 | 41 | 117 | 115 | 101 |
| | 25% | 22% | 17% | 34% | 39% | 28% | 21% | 23% | 24% | 23% | 22% | 27% | 37% | 24% | 23% | 33% |
| (3) Somewhat financially literate | | | | BC | FGH | K | | | | | | | LO | | | RS |
| | 759 | 204 | 271 | 284 | 147 | 382 | 377 | 102 | 87 | 49 | 298 | 179 | 44 | 214 | 271 | 169 |
| | 50% | 47% | 51% | 51% | 47% | 51% | 48% | 51% | 51% | 48% | 52% | 49% | 40% | 44% | 53% | 55% |
| (2) Not very financially literate | | | | | | | | | | | | | | | R | R |
| | 274 | 91 | 115 | 68 | 33 | 115 | 158 | 41 | 27 | 18 | 107 | 59 | 22 | 99 | 90 | 30 |
| | 18% | 21% | 22% | 12% | 11% | 15% | 20% | 20% | 16% | 18% | 19% | 16% | 20% | 20% | 18% | 10% |
| (1) Not at all financially literate | | D | D | | | | J | | | | | | | T | T | |
| | 114 | 45 | 49 | 21 | 11 | 37 | 78 | 10 | 16 | 11 | 43 | 31 | 4 | 56 | 34 | 7 |
| | 8% | 10% | 9% | 4% | 3% | 5% | 10% | 5% | 9% | 10% | 8% | 8% | 4% | 12% | 7% | 2% |
| BOTTOM 2 BOX (NET) | | D | D | | | | J | | | | | | | ST | T | |
| | 388 | 136 | 164 | 88 | 44 | 152 | 236 | 51 | 43 | 29 | 150 | 90 | 26 | 156 | 124 | 37 |
| | 25% | 31% | 31% | 16% | 14% | 20% | 30% | 26% | 25% | 28% | 26% | 24% | 24% | 32% | 24% | 12% |
| MEAN | | D | D | | | | J | | | | | | | ST | T | |
| | 2.90 | 2.80 | 2.80 | 3.10 | 3.20 | 3.00 | 2.80 | 2.90 | 2.90 | 2.80 | 2.90 | 2.90 | 3.10 | 2.80 | 2.90 | 3.20 |
| STD. DEV. | 0.9 | 0.9 | 0.9 | 0.8 | 0.8 | 0.8 | 0.9 | 0.8 | 0.9 | 0.9 | 0.8 | 0.9 | 0.8 | 0.9 | 0.8 | 0.7 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Stocks and shares

| | When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Stocks and shares | | | | | | | | | | | | | | | | |
|-------------------------------------|---|--------|--------|------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | Total | Age | | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
| | | '18-34 | '35-54 | '55+ | | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T | | |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 650 | 215 | 200 | 235 | 144 | 407 | 243 | 88 | 70 | 42 | 258 | 159 | 33 | 155 | 222 | 192 | |
| | 43% | 49% | 38% | 42% | 46% | 55% | 31% | 44% | 41% | 42% | 45% | 43% | 30% | 32% | 43% | 63% | |
| | | CD | | | GH | K | | Q | | | Q | Q | | | R | RS | |
| (4) Very financially literate | 175 | 69 | 49 | 57 | 35 | 125 | 50 | 22 | 14 | 6 | 78 | 40 | 14 | 40 | 67 | 53 | |
| | 11% | 16% | 9% | 10% | 11% | 17% | 6% | 11% | 8% | 6% | 14% | 11% | 13% | 8% | 13% | 17% | |
| | | CD | | | | K | | | | | | | | | R | R | |
| (3) Somewhat financially literate | 475 | 146 | 151 | 178 | 109 | 282 | 193 | 66 | 56 | 36 | 181 | 118 | 19 | 114 | 154 | 139 | |
| | 31% | 34% | 29% | 32% | 35% | 38% | 25% | 33% | 33% | 35% | 31% | 32% | 17% | 24% | 30% | 45% | |
| | | | | | G | K | | Q | Q | Q | Q | Q | | | R | RS | |
| (2) Not very financially literate | 459 | 113 | 163 | 183 | 95 | 216 | 243 | 63 | 56 | 32 | 167 | 101 | 40 | 149 | 166 | 65 | |
| | 30% | 26% | 31% | 33% | 30% | 29% | 31% | 32% | 33% | 32% | 29% | 27% | 36% | 31% | 32% | 21% | |
| | | | B | | | | | | | | | | | T | T | | |
| (1) Not at all financially literate | 415 | 107 | 164 | 143 | 73 | 122 | 292 | 48 | 45 | 27 | 150 | 108 | 38 | 183 | 124 | 49 | |
| | 27% | 25% | 31% | 26% | 23% | 16% | 38% | 24% | 26% | 26% | 26% | 29% | 34% | 38% | 24% | 16% | |
| | | | | | | J | | | | | | | | ST | T | | |
| BOTTOM 2 BOX (NET) | 874 | 221 | 327 | 326 | 168 | 338 | 536 | 111 | 101 | 59 | 316 | 208 | 78 | 332 | 289 | 114 | |
| | 57% | 51% | 62% | 58% | 54% | 45% | 69% | 56% | 59% | 58% | 55% | 57% | 70% | 68% | 57% | 37% | |
| | | | B | B | | | J | | | | | | LOP | ST | T | | |
| MEAN | 2.30 | 2.40 | 2.20 | 2.30 | 2.30 | 2.50 | 2.00 | 2.30 | 2.20 | 2.20 | 2.30 | 2.20 | 2.10 | 2.00 | 2.30 | 2.60 | |
| | | C | | | G | K | | | | | Q | | | | R | RS | |
| STD. DEV. | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 0.9 | 1.0 | 0.9 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Bonds

| | When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Bonds | | | | | | | | | | | | | | | | |
|-------------------------------------|---|--------|--------|------|------|------------|--------|--------|--------|------|-------|-------|------|------|--------|-------------|---------|
| | Total | Age | | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
| | | '18-34 | '35-54 | '55+ | | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T | | |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 654 | 198 | 183 | 273 | 157 | 405 | 249 | 83 | 57 | 37 | 249 | 190 | 39 | 175 | 232 | 169 | |
| | 43% | 45% | 35% | 49% | 50% | 54% | 32% | 42% | 33% | 36% | 43% | 52% | 35% | 36% | 45% | 55% | |
| | | C | | C | FG | K | | | | | M | LMNOQ | | | R | RS | |
| (4) Very financially literate | 186 | 68 | 49 | 69 | 42 | 122 | 64 | 25 | 16 | 13 | 66 | 55 | 10 | 47 | 62 | 52 | |
| | 12% | 16% | 9% | 12% | 14% | 16% | 8% | 13% | 10% | 13% | 12% | 15% | 9% | 10% | 12% | 17% | |
| | | C | | G | K | | | | | | | | | | | R | |
| (3) Somewhat financially literate | 468 | 129 | 135 | 204 | 115 | 283 | 185 | 58 | 40 | 24 | 182 | 135 | 29 | 128 | 170 | 117 | |
| | 31% | 30% | 26% | 36% | 37% | 38% | 24% | 29% | 23% | 24% | 32% | 37% | 26% | 26% | 33% | 38% | |
| | | | C | FG | K | | | | | | MN | | | | R | R | |
| (2) Not very financially literate | 470 | 109 | 183 | 178 | 88 | 203 | 267 | 65 | 57 | 33 | 172 | 106 | 37 | 145 | 156 | 84 | |
| | 31% | 25% | 35% | 32% | 28% | 27% | 34% | 33% | 33% | 33% | 30% | 29% | 33% | 30% | 31% | 27% | |
| | | | B | B | | J | | | | | | | | | | | |
| (1) Not at all financially literate | 400 | 129 | 161 | 110 | 67 | 137 | 264 | 51 | 58 | 31 | 154 | 71 | 35 | 167 | 123 | 53 | |
| | 26% | 30% | 31% | 20% | 21% | 18% | 34% | 26% | 34% | 31% | 27% | 19% | 32% | 34% | 24% | 17% | |
| | | D | D | | | J | | P | P | P | P | | P | ST | T | | |
| BOTTOM 2 BOX (NET) | 870 | 238 | 344 | 288 | 155 | 340 | 530 | 116 | 114 | 64 | 326 | 177 | 72 | 312 | 279 | 137 | |
| | 57% | 55% | 65% | 51% | 50% | 46% | 68% | 58% | 67% | 64% | 57% | 48% | 65% | 64% | 55% | 45% | |
| | | | BD | | | J | P | OP | P | P | P | | P | ST | T | | |
| MEAN | 2.30 | 2.30 | 2.10 | 2.40 | 2.40 | 2.50 | 2.10 | 2.30 | 2.10 | 2.20 | 2.30 | 2.50 | 2.10 | 2.10 | 2.30 | 2.50 | |
| | | C | | C | FG | K | | | | | M | LMNOQ | | | R | RS | |
| STD. DEV. | 1.0 | 1.1 | 1.0 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | |

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

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Mutual fund

| | Total | Age | | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------|------------|--------|------|--------|-------|------|------|------|--------|-------------|---------|---|
| | | '18-34 | '35-54 | '55+ | Male | | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ | |
| | | A | B | C | D | | I | J | K | L | M | N | O | P | Q | R | S |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 777 | 211 | 249 | 317 | 180 | 465 | 311 | 103 | 80 | 50 | 303 | 193 | 48 | 201 | 275 | 195 | |
| | 51% | 48% | 47% | 57% | 58% | 62% | 40% | 51% | 47% | 50% | 53% | 53% | 43% | 41% | 54% | 64% | |
| (4) Very financially literate | | | | BC | FG | K | | | | | | | | | R | RS | |
| | 219 | 61 | 61 | 97 | 59 | 157 | 61 | 29 | 24 | 10 | 88 | 47 | 19 | 51 | 71 | 67 | |
| | 14% | 14% | 12% | 17% | 19% | 21% | 8% | 15% | 14% | 10% | 15% | 13% | 17% | 10% | 14% | 22% | |
| (3) Somewhat financially literate | | | | C | G | K | | | | | | | | | | RS | |
| | 558 | 150 | 188 | 220 | 121 | 308 | 250 | 73 | 56 | 40 | 215 | 146 | 29 | 150 | 204 | 128 | |
| | 37% | 34% | 36% | 39% | 39% | 41% | 32% | 37% | 33% | 40% | 37% | 40% | 26% | 31% | 40% | 42% | |
| (2) Not very financially literate | | | | | | K | | | | Q | Q | | | | R | R | |
| | 427 | 122 | 161 | 144 | 75 | 181 | 246 | 63 | 46 | 35 | 153 | 99 | 33 | 142 | 135 | 83 | |
| | 28% | 28% | 30% | 26% | 24% | 24% | 32% | 31% | 27% | 34% | 27% | 27% | 29% | 29% | 26% | 27% | |
| (1) Not at all financially literate | | | | | | J | | | | | | | | | | | |
| | 320 | 103 | 118 | 99 | 56 | 99 | 222 | 34 | 46 | 16 | 119 | 75 | 31 | 143 | 101 | 29 | |
| | 21% | 24% | 22% | 18% | 18% | 13% | 28% | 17% | 27% | 16% | 21% | 21% | 27% | 29% | 20% | 9% | |
| BOTTOM 2 BOX (NET) | | D | | | | J | | | L | | | | | ST | T | | |
| | 747 | 225 | 279 | 243 | 131 | 280 | 468 | 97 | 91 | 51 | 271 | 174 | 63 | 286 | 236 | 112 | |
| | 49% | 52% | 53% | 43% | 42% | 38% | 60% | 49% | 53% | 50% | 47% | 47% | 57% | 59% | 46% | 36% | |
| MEAN | | D | D | | | J | | | | | | | | ST | T | | |
| | 2.40 | 2.40 | 2.40 | 2.60 | 2.60 | 2.70 | 2.20 | 2.50 | 2.30 | 2.40 | 2.50 | 2.40 | 2.30 | 2.20 | 2.50 | 2.80 | |
| STD. DEV. | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 0.9 | 0.9 | 1.0 | 0.9 | 1.0 | 1.0 | 1.1 | 1.0 | 1.0 | 0.9 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Savings account

| | Total | Age | | | | Gender | | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|------|--------|-------|------|------|------|--------|-------------|---------|---|
| | | '18-34 | '35-54 | '55+ | Boomers I+ | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ | |
| | | A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 1351 | 356 | 465 | 530 | 294 | 676 | 675 | 173 | 160 | 84 | 516 | 314 | 102 | 415 | 459 | 293 | |
| | 89% | 82% | 88% | 95% | 94% | 91% | 87% | 87% | 94% | 83% | 90% | 86% | 92% | 85% | 90% | 96% | |
| | | | B | BC | EFG | K | | | NP | | | | | | | RS | |
| (4) Very financially literate | 694 | 161 | 221 | 311 | 178 | 379 | 314 | 92 | 82 | 43 | 270 | 161 | 46 | 208 | 240 | 160 | |
| | 46% | 37% | 42% | 56% | 57% | 51% | 40% | 46% | 48% | 43% | 47% | 44% | 41% | 43% | 47% | 52% | |
| | | | | BC | EFG | K | | | | | | | | | | R | |
| (3) Somewhat financially literate | 657 | 194 | 244 | 218 | 116 | 296 | 361 | 81 | 78 | 41 | 247 | 153 | 56 | 207 | 219 | 133 | |
| | 43% | 45% | 46% | 39% | 37% | 40% | 46% | 41% | 46% | 40% | 43% | 42% | 51% | 43% | 43% | 43% | |
| | | | D | | | J | | | | | | | | | | | |
| (2) Not very financially literate | 118 | 59 | 39 | 20 | 13 | 46 | 72 | 20 | 7 | 11 | 43 | 31 | 6 | 43 | 38 | 8 | |
| | 8% | 14% | 7% | 4% | 4% | 6% | 9% | 10% | 4% | 10% | 7% | 8% | 6% | 9% | 7% | 3% | |
| | | CD | D | | | J | | | | | | | | T | T | | |
| (1) Not at all financially literate | 55 | 21 | 23 | 11 | 5 | 23 | 32 | 6 | 3 | 6 | 15 | 22 | 2 | 28 | 14 | 5 | |
| | 4% | 5% | 4% | 2% | 2% | 3% | 4% | 3% | 2% | 6% | 3% | 6% | 2% | 6% | 3% | 2% | |
| | | D | D | | | | | | | | O | | | ST | | | |
| BOTTOM 2 BOX (NET) | 173 | 80 | 62 | 31 | 18 | 69 | 104 | 26 | 11 | 17 | 58 | 53 | 9 | 72 | 52 | 13 | |
| | 11% | 18% | 12% | 5% | 6% | 9% | 13% | 13% | 6% | 17% | 10% | 14% | 8% | 15% | 10% | 4% | |
| | | CD | D | | | J | | | M | | M | | | T | T | | |
| MEAN | 3.30 | 3.10 | 3.30 | 3.50 | 3.50 | 3.40 | 3.20 | 3.30 | 3.40 | 3.20 | 3.30 | 3.20 | 3.30 | 3.20 | 3.30 | 3.50 | |
| | | | B | BC | EFG | K | | | N | | | | | | R | RS | |
| STD. DEV. | 0.8 | 0.8 | 0.8 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 | 0.7 | 0.9 | 0.7 | 0.8 | 0.7 | 0.8 | 0.7 | 0.6 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | |

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

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? TFSA

| | Total | Age | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | | D | I | J | K | L | M | N | O | P | Q | R |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1019 | 273 | 342 | 405 | 221 | 526 | 493 | 140 | 113 | 63 | 395 | 247 | 60 | 284 | 360 | 237 |
| | 67% | 63% | 65% | 72% | 71% | 71% | 63% | 70% | 66% | 63% | 69% | 67% | 54% | 58% | 70% | 78% |
| | | | | BC | E | K | | Q | | | Q | Q | | | R | RS |
| (4) Very financially literate | 407 | 86 | 121 | 200 | 116 | 235 | 172 | 60 | 46 | 22 | 151 | 99 | 28 | 93 | 148 | 114 |
| | 27% | 20% | 23% | 36% | 37% | 32% | 22% | 30% | 27% | 22% | 26% | 27% | 25% | 19% | 29% | 37% |
| | | | | BC | EFG | K | | | | | | | | | R | RS |
| (3) Somewhat financially literate | 612 | 187 | 221 | 204 | 106 | 291 | 321 | 80 | 67 | 41 | 244 | 148 | 33 | 190 | 212 | 124 |
| | 40% | 43% | 42% | 36% | 34% | 39% | 41% | 40% | 39% | 40% | 42% | 40% | 29% | 39% | 41% | 40% |
| | | | | | | | | | | | Q | | | | | |
| (2) Not very financially literate | 288 | 103 | 98 | 88 | 48 | 126 | 163 | 40 | 35 | 20 | 99 | 73 | 21 | 92 | 95 | 53 |
| | 19% | 24% | 18% | 16% | 15% | 17% | 21% | 20% | 21% | 19% | 17% | 20% | 19% | 19% | 19% | 17% |
| | | D | | | | | | | | | | | | | | |
| (1) Not at all financially literate | 216 | 60 | 88 | 68 | 42 | 93 | 123 | 19 | 23 | 18 | 80 | 47 | 30 | 111 | 56 | 16 |
| | 14% | 14% | 17% | 12% | 14% | 13% | 16% | 10% | 13% | 18% | 14% | 13% | 27% | 23% | 11% | 5% |
| | | | D | | | | | | | L | | | LMOP | ST | T | |
| BOTTOM 2 BOX (NET) | 505 | 163 | 186 | 156 | 90 | 219 | 286 | 59 | 58 | 38 | 179 | 120 | 51 | 203 | 151 | 69 |
| | 33% | 37% | 35% | 28% | 29% | 29% | 37% | 30% | 34% | 37% | 31% | 33% | 46% | 42% | 30% | 22% |
| | | D | D | | | J | | | | | | LOP | ST | T | | |
| MEAN | 2.80 | 2.70 | 2.70 | 3.00 | 2.90 | 2.90 | 2.70 | 2.90 | 2.80 | 2.70 | 2.80 | 2.80 | 2.50 | 2.50 | 2.90 | 3.10 |
| | | | | BC | EFG | K | | Q | | | Q | Q | | | R | RS |
| STD. DEV. | 1.0 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.1 | 1.0 | 1.0 | 0.9 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |

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

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? RRSP

| | Total | Age | | | | Gender | | | Region | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|------|--------|-------|------|------|------|--------|-------------|---------|
| | | '18-34 | '35-54 | '55+ | Boomers I+ | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| | | A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 |
| TOP 2 BOX (NET) | 1030 | 241 | 351 | 437 | 249 | 557 | 472 | 136 | 120 | 71 | 390 | 251 | 62 | 282 | 357 | 253 |
| | 68% | 55% | 67% | 78% | 80% | 75% | 61% | 68% | 70% | 70% | 68% | 68% | 56% | 58% | 70% | 83% |
| | | | B | BC | EFG | K | | | Q | | Q | Q | | | R | RS |
| (4) Very financially literate | 418 | 97 | 123 | 198 | 113 | 253 | 165 | 55 | 43 | 27 | 162 | 102 | 29 | 104 | 144 | 119 |
| | 27% | 22% | 23% | 35% | 36% | 34% | 21% | 28% | 25% | 27% | 28% | 28% | 26% | 21% | 28% | 39% |
| | | | | BC | FG | K | | | | | | | | | R | RS |
| (3) Somewhat financially literate | 611 | 144 | 228 | 239 | 136 | 304 | 307 | 80 | 78 | 44 | 227 | 149 | 33 | 178 | 212 | 134 |
| | 40% | 33% | 43% | 43% | 44% | 41% | 39% | 40% | 46% | 43% | 40% | 41% | 29% | 37% | 42% | 44% |
| | | | B | B | E | | | | Q | | | | | | | |
| (2) Not very financially literate | 296 | 112 | 108 | 76 | 35 | 118 | 178 | 42 | 28 | 14 | 112 | 69 | 30 | 104 | 98 | 39 |
| | 19% | 26% | 20% | 14% | 11% | 16% | 23% | 21% | 16% | 14% | 20% | 19% | 27% | 21% | 19% | 13% |
| | | D | D | | | J | | | | | | | N | T | T | |
| (1) Not at all financially literate | 199 | 83 | 68 | 47 | 27 | 70 | 129 | 21 | 22 | 16 | 73 | 46 | 19 | 101 | 56 | 14 |
| | 13% | 19% | 13% | 8% | 9% | 9% | 17% | 11% | 13% | 16% | 13% | 13% | 17% | 21% | 11% | 5% |
| | | CD | D | | | J | | | | | | | | ST | T | |
| BOTTOM 2 BOX (NET) | 494 | 195 | 176 | 123 | 62 | 188 | 307 | 64 | 51 | 30 | 185 | 116 | 49 | 205 | 154 | 53 |
| | 32% | 45% | 33% | 22% | 20% | 25% | 39% | 32% | 30% | 30% | 32% | 32% | 44% | 42% | 30% | 17% |
| | | CD | D | | | J | | | | | | | MOP | ST | T | |
| MEAN | 2.80 | 2.60 | 2.80 | 3.10 | 3.10 | 3.00 | 2.70 | 2.90 | 2.80 | 2.80 | 2.80 | 2.80 | 2.70 | 2.60 | 2.90 | 3.20 |
| | | | B | BC | EFG | K | | | | | | | | | R | RS |
| STD. DEV. | 1.0 | 1.0 | 1.0 | 0.9 | 0.9 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.1 | 1.0 | 1.0 | 0.8 |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

When it comes to each of the following, how financially literate do you consider yourself in understanding how each one works and/or could to your own financial advantage? Interest rates

| | Total | Age | | | | Gender | | | Region | | | | | | Income | | |
|-------------------------------------|-------|--------|--------|------|------------|--------|--------|------|--------|-------|------|------|------|--------|-------------|---------|---|
| | | '18-34 | '35-54 | '55+ | Boomers I+ | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ | |
| | | A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 1097 | 284 | 363 | 450 | 258 | 597 | 500 | 145 | 122 | 66 | 417 | 272 | 75 | 314 | 391 | 253 | |
| | 72% | 65% | 69% | 80% | 83% | 80% | 64% | 73% | 71% | 66% | 73% | 74% | 67% | 64% | 77% | 83% | |
| (4) Very financially literate | | | | BC | EFG | K | | | | | | | | | R | R | |
| | 428 | 102 | 117 | 209 | 129 | 275 | 153 | 56 | 46 | 26 | 165 | 92 | 43 | 126 | 150 | 107 | |
| | 28% | 23% | 22% | 37% | 42% | 37% | 20% | 28% | 27% | 25% | 29% | 25% | 39% | 26% | 29% | 35% | |
| (3) Somewhat financially literate | | | | BC | FG | K | | | | | | | P | | | R | |
| | 669 | 183 | 246 | 240 | 129 | 322 | 347 | 88 | 76 | 41 | 252 | 180 | 32 | 188 | 241 | 146 | |
| | 44% | 42% | 47% | 43% | 41% | 43% | 45% | 44% | 45% | 40% | 44% | 49% | 28% | 39% | 47% | 48% | |
| (2) Not very financially literate | | | | | | | | Q | Q | | Q | Q | | | R | R | |
| | 289 | 112 | 103 | 74 | 35 | 99 | 190 | 37 | 35 | 19 | 108 | 62 | 27 | 100 | 86 | 41 | |
| | 19% | 26% | 20% | 13% | 11% | 13% | 24% | 19% | 21% | 19% | 19% | 17% | 24% | 21% | 17% | 13% | |
| (1) Not at all financially literate | | D | D | | | | J | | | | | | | T | | | |
| | 138 | 40 | 61 | 37 | 18 | 49 | 89 | 17 | 14 | 15 | 50 | 33 | 9 | 72 | 34 | 12 | |
| | 9% | 9% | 12% | 7% | 6% | 7% | 11% | 9% | 8% | 15% | 9% | 9% | 9% | 15% | 7% | 4% | |
| BOTTOM 2 BOX (NET) | | | | | | | J | | | | | | | ST | | | |
| | 427 | 152 | 164 | 111 | 53 | 148 | 279 | 55 | 49 | 35 | 158 | 95 | 37 | 173 | 120 | 53 | |
| | 28% | 35% | 31% | 20% | 17% | 20% | 36% | 27% | 29% | 34% | 27% | 26% | 33% | 36% | 23% | 17% | |
| MEAN | | D | D | | | | J | | | | | | | ST | | | |
| | 2.90 | 2.80 | 2.80 | 3.10 | 3.20 | 3.10 | 2.70 | 2.90 | 2.90 | 2.80 | 2.90 | 2.90 | 3.00 | 2.80 | 3.00 | 3.10 | |
| STD. DEV. | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 | 0.9 | 0.9 | 1.0 | 1.0 | 0.9 | 0.8 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022

Please indicate if you agree or disagree with the following statements: I've taken educational courses about finances or personal budget management

| | Please indicate if you agree or disagree with the following statements: I've taken educational courses about finances or personal budget management | | | | | | | | | | | | | | | | |
|------------------------|---|--------|--------|------|------|------------|--------|--------|--------|------|-------|------|------|------|--------|-------------|---------|
| | Total | Age | | | | Boomers I+ | Gender | | Region | | | | | | Income | | |
| | | '18-34 | '35-54 | '55+ | | | Male | Female | BC | AB | MB/SK | ON | PQ | ATL | <\$50K | \$50K-\$99K | \$100K+ |
| A | B | C | D | I | J | K | L | M | N | O | P | Q | R | S | T | | |
| BASE: All Respondents | 1524 | 334 | 524 | 666 | 368 | 735 | 789 | 182 | 149 | 114 | 568 | 421 | 90 | 465 | 512 | 324 | |
| BASE: WEIGHTED | 1524 | 436 | 527 | 561 | 312 | 745 | 779 | 199 | 171 | 101* | 575 | 367 | 111* | 487 | 511 | 306 | |
| TOP 2 BOX (NET) | 437 | 183 | 127 | 127 | 73 | 245 | 192 | 58 | 51 | 29 | 161 | 112 | 24 | 115 | 151 | 113 | |
| | 29% | 42% | 24% | 23% | 23% | 33% | 25% | 29% | 30% | 29% | 28% | 31% | 22% | 24% | 30% | 37% | |
| | | CD | | | | K | | | | | | | | | | RS | |
| (4) Agree very much | 153 | 82 | 37 | 34 | 18 | 93 | 60 | 17 | 12 | 9 | 64 | 37 | 13 | 37 | 47 | 54 | |
| | 10% | 19% | 7% | 6% | 6% | 12% | 8% | 9% | 7% | 9% | 11% | 10% | 12% | 8% | 9% | 18% | |
| | | CD | | | | K | | | | | | | | | | RS | |
| (3) Agree somewhat | 284 | 101 | 90 | 93 | 55 | 152 | 132 | 41 | 39 | 20 | 97 | 75 | 11 | 79 | 104 | 60 | |
| | 19% | 23% | 17% | 17% | 18% | 20% | 17% | 21% | 23% | 20% | 17% | 20% | 10% | 16% | 20% | 19% | |
| | | CD | | | | | | Q | Q | | Q | | | | | | |
| (2) Disagree somewhat | 367 | 103 | 127 | 137 | 74 | 168 | 199 | 57 | 42 | 26 | 151 | 61 | 30 | 113 | 111 | 72 | |
| | 24% | 24% | 24% | 24% | 24% | 23% | 26% | 29% | 25% | 25% | 26% | 17% | 27% | 23% | 22% | 24% | |
| | | | | | | | | P | | | P | | P | | | | |
| (1) Disagree very much | 720 | 150 | 273 | 297 | 165 | 332 | 388 | 84 | 78 | 46 | 262 | 193 | 57 | 258 | 249 | 121 | |
| | 47% | 34% | 52% | 53% | 53% | 45% | 50% | 42% | 45% | 46% | 46% | 53% | 51% | 53% | 49% | 39% | |
| | | B | B | EF | | | | | | | L | | T | T | | | |
| BOTTOM 2 BOX (NET) | 1087 | 253 | 401 | 434 | 239 | 500 | 587 | 141 | 120 | 72 | 414 | 254 | 87 | 371 | 360 | 193 | |
| | 71% | 58% | 76% | 77% | 77% | 67% | 75% | 71% | 70% | 71% | 72% | 69% | 78% | 76% | 70% | 63% | |
| | | B | B | EF | | J | | | | | | | T | T | | | |
| MEAN | 1.90 | 2.30 | 1.80 | 1.80 | 1.80 | 2.00 | 1.80 | 2.00 | 1.90 | 1.90 | 1.90 | 1.90 | 1.80 | 1.80 | 1.90 | 2.20 | |
| | | CD | | | | K | | | | | | | | | | RS | |
| STD. DEV. | 1.0 | 1.1 | 1.0 | 0.9 | 0.9 | 1.1 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.1 | 1.0 | 1.0 | 1.0 | 1.1 | |
| STD. ERR. | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | |

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/V

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 26th 2022

Maru/Blue

October 27th 2022

27 Oct 2022