



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

	Age				Generation					Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	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	W	X	Y
BASE: All Respondents	1533	359	524	650	147	357	482	258	289	718	815	220	183	96	617	323	94	478	476	399	330	489	714
BASE: WEIGHTED	1533	420	499	614	198	352	468	243	273	752	781	206	171	100*	584	362	110*	568	461	337	609	457	467
Moving in the right direction	528	151	148	229	82	120	124	85	117	267	261	82	58	24	204	123	36	189	177	114	202	134	191
	34%	36%	30%	37%	42%	34%	26%	35%	43%	35%	33%	40%	34%	24%	35%	34%	33%	33%	38%	34%	33%	29%	41%
				C	G	G		G	FG			N											WX
On the wrong track	1005	269	351	385	116	231	344	158	156	485	520	123	113	76	380	239	74	380	284	223	407	322	276
	66%	64%	70%	63%	58%	66%	74%	65%	57%	65%	67%	60%	66%	76%	65%	66%	67%	67%	62%	66%	67%	71%	59%
			D			I	EFHI							L							Y		Y

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 - 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 March 24th, 2023

Maru/Blue

March 27th, 2023

27 Mar 2023

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

	Age				Generation					Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	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	W	X	Y
BASE: All Respondents	1533	359	524	650	147	357	482	258	289	718	815	220	183	96	617	323	94	478	476	399	330	489	714
BASE: WEIGHTED	1533	420	499	614	198	352	468	243	273	752	781	206	171	100*	584	362	110*	568	461	337	609	457	467
Improved since last month	134	78	29	27	44	48	18	11	12	79	55	23	8	6	52	33	11	61	37	33	51	37	46
	9%	19%	6%	4%	22%	14%	4%	5%	4%	10%	7%	11%	5%	6%	9%	9%	10%	11%	8%	10%	8%	8%	10%
		CD			FGHI	GHI				K		M											
Remained the same over the last month	973	235	317	421	120	203	296	165	189	465	508	118	103	68	358	265	61	307	314	231	377	287	310
	63%	56%	63%	69%	61%	58%	63%	68%	69%	62%	65%	57%	60%	68%	61%	73%	56%	54%	68%	68%	62%	63%	66%
		B	B				F	F							LMOQ			R	R				
Become worse since last month	426	107	154	166	34	100	153	66	72	208	218	65	59	26	173	65	38	201	110	74	181	134	111
	28%	25%	31%	27%	17%	29%	33%	27%	26%	28%	28%	31%	35%	26%	30%	18%	34%	35%	24%	22%	30%	29%	24%
						E	E	E				P	P		P		P	ST					Y

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 - UV - 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 March 24th, 2023

Maru/Blue

March 27th, 2023

27 Mar 2023

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

	Age				Generation						Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	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	W	X	Y	
BASE: All Respondents	1533	359	524	650	147	357	482	258	289	718	815	220	183	96	617	323	94	478	476	399	330	489	714	
BASE: WEIGHTED	1533	420	499	614	198	352	468	243	273	752	781	206	171	100*	584	362	110*	568	461	337	609	457	467	
I will have enough food for myself/family	1328	334	424	570	160	288	397	221	263	643	686	182	146	86	503	314	96	461	408	313	511	398	420	
	87%	80%	85%	93%	81%	82%	85%	91%	97%	85%	88%	89%	86%	86%	87%	87%	81%	89%	93%	84%	87%	90%		
				BC				EFG	EFGH									R	R			W		
I will have the ability to purchase the products needed for me/my family	1230	318	390	523	154	267	364	198	246	599	630	167	130	76	461	306	89	417	376	303	473	360	397	
	80%	76%	78%	85%	78%	76%	78%	81%	90%	80%	81%	81%	76%	76%	79%	84%	81%	73%	82%	90%	78%	79%	85%	
				BC				EFGH							M			R	RS			WX		
I will have more than two months of savings to cover any unexpected costs or needs	939	227	280	432	115	192	257	158	218	470	469	141	98	60	352	221	67	290	296	252	336	274	329	
	61%	54%	56%	70%	58%	54%	55%	65%	80%	63%	60%	69%	57%	60%	60%	61%	61%	51%	64%	75%	55%	60%	70%	
				BC				FG	EFGH			M						R	RS			WX		
I will earn a livable wage	905	267	306	332	128	223	282	124	148	476	429	125	102	66	348	203	61	258	288	274	315	266	323	
	59%	64%	61%	54%	65%	63%	60%	51%	54%	63%	55%	61%	60%	66%	60%	56%	55%	45%	62%	81%	52%	58%	69%	
		D	D		H	HI	H			K								R	RS			WX		
I will have enough personal/family investments and savings for the future	837	211	244	381	105	173	220	139	199	446	391	114	88	52	311	213	59	236	265	238	299	240	298	
	55%	50%	49%	62%	53%	49%	47%	57%	73%	59%	50%	56%	52%	51%	53%	59%	53%	42%	57%	70%	49%	53%	64%	
				BC				G	EFGH	K								R	RS			WX		
I will be worried about my personal/family day-to-day finances	780	272	280	248	119	228	234	112	87	361	420	107	83	48	324	155	62	355	219	129	328	229	222	
	51%	65%	52%	40%	60%	65%	50%	46%	32%	48%	54%	52%	49%	48%	56%	43%	62	355	219	129	328	229	222	
		CD	D		HI	GHI	I	I		J					P		P	ST	T					
I will put away money for my retirement/old age security	721	229	233	259	111	182	214	119	96	383	338	92	75	53	277	186	38	214	224	220	231	223	267	
	47%	55%	47%	42%	56%	52%	46%	49%	35%	51%	43%	44%	44%	53%	47%	51%	35%	38%	49%	65%	38%	49%	57%	
		CD			I	I	I	I		K					Q	Q	Q		R	RS		W	WX	
I will struggle to make ends meet	571	209	200	162	91	174	182	71	54	256	316	74	71	28	234	111	54	294	155	75	247	176	148	
	37%	50%	40%	26%	46%	50%	39%	29%	20%	34%	40%	36%	42%	27%	40%	31%	49%	52%	34%	22%	41%	39%	32%	
		CD	D		HI	GHI	HI	I		J			NP		NP		NP	ST	T		Y	Y		
The local economy where I live will improve	556	159	150	247	84	122	134	88	127	301	255	81	53	26	208	159	29	206	176	126	212	164	181	
	36%	38%	30%	40%	43%	35%	29%	36%	47%	40%	33%	39%	31%	26%	36%	44%	27%	36%	38%	37%	35%	36%	39%	
		C		C	G			FGH	K		N				MNOQ									
The national economy will improve	530	163	137	229	86	123	121	87	113	277	253	75	44	25	200	157	28	198	177	112	203	153	173	
	35%	39%	28%	37%	44%	35%	26%	36%	42%	37%	32%	37%	26%	25%	34%	43%	25%	35%	38%	33%	33%	34%	37%	
		C		C	G	G	G	G	G		M				MNOQ									
I will invest in the financial markets because now is a good time to do so	415	158	130	128	81	119	104	48	62	264	152	64	41	24	190	70	25	111	135	140	123	120	173	
	27%	38%	26%	21%	41%	34%	22%	20%	23%	35%	19%	31%	24%	24%	33%	19%	23%	20%	29%	41%	20%	26%	37%	
		CD			GHI	GHI				K		P			P			R	RS		W	WX		
I will rely on government programs to make ends meet	414	170	115	129	81	123	97	50	64	224	190	46	40	15	179	96	39	253	100	36	212	107	95	
	27%	40%	23%	21%	41%	35%	21%	21%	23%	30%	24%	22%	23%	15%	31%	26%	35%	44%	22%	11%	35%	23%	20%	
		CD			GHI	GHI				K					LN	N	LN	ST	T		XY			
I will take a learning course to upgrade my skills/education	367	205	106	56	111	134	84	22	16	201	166	47	36	16	168	79	22	144	104	97	125	108	134	
	24%	49%	21%	9%	56%	38%	18%	9%	6%	27%	21%	23%	21%	16%	29%	22%	20%	25%	23%	29%	21%	24%	29%	
		CD	D		FGHI	GHI	HI			K					NP								W	
I will not be able to afford to keep a roof over my/my families head	324	136	104	83	62	107	93	31	31	157	167	49	33	18	140	63	21	169	87	44	129	106	89	
	21%	32%	21%	14%	31%	31%	20%	13%	11%	21%	21%	24%	19%	18%	24%	17%	19%	30%	19%	13%	21%	23%	19%	
		CD	D		GHI	GHI	HI			K					P			ST	T					
I will purchase big ticket items like a car or furniture	243	127	63	52	65	87	45	22	23	149	94	29	17	12	101	74	9	99	62	69	95	62	87	
	16%	30%	13%	8%	33%	25%	10%	9%	9%	20%	12%	14%	10%	12%	17%	20%	8%	17%	14%	20%	16%	13%	19%	
		CD	D		GHI	GHI				K					M	MQ		S				X		
I will move to a smaller residence because I need to save money	227	132	58	38	62	90	43	13	20	125	103	31	19	8	102	48	18	109	74	34	88	77	63	
	15%	31%	12%	6%	31%	25%	9%	5%	7%	17%	13%	15%	11%	8%	18%	13%	17%	19%	16%	10%	14%	17%	13%	
		CD	D		GHI	GHI				K					N			T	T					
I will default on making payments on major loans or a mortgage	221	135	56	30	70	86	43	9	13	125	97	29	23	10	95	48	17	115	60	40	94	67	61	
	14%	32%	11%	5%	35%	24%	9%	4%	5%	17%	12%	14%	14%	10%	16%	13%	15%	20%	13%	12%	15%	15%	13%	
		CD	D		FGHI	GHI	HI			K								ST						
I will lose my job/be laid off because of lack of business/work	215	119	63	33	61	77	57	15	5	129	86	33	21	12	96	40	14	109	54	39	89	59	67	
	14%	28%	13%	5%	31%	22%	12%	6%	2%	17%	11%	16%	12%	12%	16%	11%	13%	19%	12%	12%	15%	13%	14%	
		CD	D		GHI	GHI	HI	I		K					P			ST						
I will buy a house	154	100	38	16	61	60	22	6	6	94	59	24	15	5	69	32	9	67	46	36	60	37	57	
	10%	24%	8%	3%	31%	17%	5%	2%	2%	13%	8%	12%	9%	5%	12%	9%	8%	12%	10%	11%	10%	8%	12%	
		CD	D		FGHI	GHI				K													X	
I will likely declare bankruptcy	139	91	33	15	56	49	24	7	4	88	51	24	16	4	53	31	12	84	38	17	65	32	42	
	9%	22%	7%	2%	28%	14%	5%	3%	2%	12%	7%	12%	9%	4%	9%	8%	10%	15%	8%	5%	11%	7%	9%	
		CD	D		FGHI	GHI	I			K								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 - UV - W/XY

Overlap formulae used. * small base

Comparison Groups

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

Uppercase letters indicate significance at the 95% level.

Omni March 24th, 2023

Maru/Blue

March 27th, 2023

27 Mar 2023

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

	Age				Generation						Gender		Province						Income				Education		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	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	V	W	X	Y
BASE: All Respondents	1533	359	524	650	147	357	482	258	289	718	815	220	183	96	617	323	94	478	476	399	330	489	714		
BASE: WEIGHTED	1533	420	499	614	198	352	468	243	273	752	781	206	171	100*	584	362	110*	568	461	337	609	457	467		
I will likely declare bankruptcy	1394	329	466	599	142	303	444	236	268	664	730	182	155	96	531	332	99	485	423	321	544	425	425		
	91%	78%	93%	98%	72%	86%	95%	97%	98%	88%	93%	88%	91%	96%	91%	92%	90%	85%	92%	95%	89%	93%	91%		
		B	BC		E	EF	EF	EFG		J								R	R						
I will buy a house	1379	320	461	598	137	292	446	237	267	658	721	181	156	95	515	330	101	501	415	301	549	420	410		
	90%	76%	92%	97%	69%	83%	95%	98%	98%	87%	92%	88%	91%	95%	88%	91%	92%	88%	90%	89%	90%	92%	88%		
		B	BC		E	EF	EF	EF		J													Y		
I will lose my job/be laid off because of lack of business/work	1318	301	437	581	137	275	411	228	268	623	695	173	150	89	488	323	96	459	407	298	520	398	401		
	86%	72%	87%	95%	69%	78%	88%	94%	98%	83%	89%	84%	88%	88%	84%	89%	87%	81%	88%	88%	85%	87%	86%		
		B	BC		E	EF	EF	EFG		J					O				R	R					
I will default on making payments on major loans or a mortgage	1312	285	443	584	128	266	424	234	259	628	684	177	147	90	489	314	94	454	401	297	515	390	406		
	86%	68%	89%	95%	65%	76%	91%	96%	95%	83%	88%	86%	86%	90%	84%	87%	85%	80%	87%	88%	85%	85%	87%		
		B	BC		E	EF	EF	EFG		J									R	R					
I will move to a smaller residence because I need to save money	1306	288	442	576	136	262	425	230	252	627	678	175	152	92	482	314	92	460	387	303	521	380	405		
	85%	69%	88%	94%	69%	75%	91%	95%	93%	83%	87%	85%	89%	92%	82%	87%	83%	81%	84%	90%	86%	83%	87%		
		B	BC		E	EF	EF								O					RS					
I will purchase big ticket items like a car or furniture	1290	293	436	562	133	265	422	221	249	604	686	177	153	88	483	288	101	470	399	269	514	395	381		
	84%	70%	87%	92%	67%	75%	90%	91%	91%	80%	88%	86%	90%	88%	83%	80%	92%	83%	86%	80%	84%	87%	81%		
		B	BC		E	EF	EF	EF		J			OP				P			T			Y		
I will not be able to afford to keep a roof over my/my families head	1209	284	395	530	136	244	375	212	241	595	614	157	138	82	444	300	89	399	374	293	480	351	378		
	79%	68%	79%	86%	69%	69%	80%	87%	89%	79%	79%	76%	81%	82%	76%	83%	81%	70%	81%	87%	79%	77%	81%		
		B	BC		E	EF	EF	EFG		J						O			R	RS					
I will take a learning course to upgrade my skills/education	1166	215	393	558	87	218	384	221	257	551	615	159	135	84	416	284	88	424	357	240	484	349	333		
	76%	51%	79%	91%	44%	62%	82%	91%	94%	73%	79%	77%	79%	84%	71%	78%	80%	75%	77%	71%	79%	76%	71%		
		B	BC		E	EF	EF	EFG		J					O		O						Y		
I will rely on government programs to make ends meet	1119	250	384	485	117	229	371	193	209	528	591	160	131	85	405	267	71	316	361	301	397	350	372		
	73%	60%	77%	79%	59%	65%	79%	79%	77%	70%	76%	78%	77%	85%	69%	74%	65%	56%	78%	89%	65%	77%	80%		
		B	B		E	EF	EF	EF		J		OO			OPQ				R	RS		W	W		
I will invest in the financial markets because now is a good time to do so	1118	262	370	486	117	232	363	194	210	489	629	142	129	76	394	292	85	457	326	197	486	337	294		
	73%	62%	74%	79%	59%	66%	78%	80%	77%	65%	81%	69%	76%	76%	67%	81%	77%	80%	71%	59%	80%	74%	63%		
		B	B		E	EF	EF	EF		J					LO		ST		T		XY		Y		
The national economy will improve	1003	257	382	514	112	229	347	156	159	475	528	130	127	75	383	205	82	370	284	225	406	303	294		
	65%	61%	72%	63%	56%	65%	74%	64%	58%	63%	68%	63%	74%	75%	66%	57%	75%	65%	62%	67%	67%	66%	63%		
		BD					EFHI								LP		P			P					
The local economy where I live will improve	977	261	349	467	114	230	334	155	145	452	526	125	118	74	376	204	81	363	285	211	397	293	287		
	64%	62%	70%	60%	57%	65%	71%	64%	53%	60%	67%	61%	69%	74%	64%	56%	73%	64%	62%	63%	65%	64%	61%		
		BD			I		EI		I		J			P	LP		P			P					
I will struggle to make ends meet	962	211	300	451	107	178	286	172	219	496	465	132	99	73	350	252	57	274	306	263	362	280	319		
	63%	50%	60%	74%	54%	50%	61%	71%	80%	66%	60%	64%	58%	60%	69%	51%	48%	66%	78%	59%	61%	68%	68%		
		B	BC				F	EFG	EFGH	K					MOQ		MOQ		R	RS			WX		
I will put away money for my retirement/old age security	812	191	266	354	87	170	253	124	177	369	443	114	95	47	307	176	72	355	237	117	378	233	200		
	53%	45%	53%	58%	44%	48%	54%	51%	65%	49%	57%	56%	56%	47%	53%	49%	65%	62%	51%	35%	62%	51%	43%		
		B	B						EFGH		J						NOP		ST	T		XY	Y		
I will be worried about my personal/family day-to-day finances	753	148	239	366	79	124	234	131	186	392	361	99	87	52	260	207	48	213	242	208	281	227	245		
	49%	35%	48%	60%	40%	35%	50%	54%	68%	52%	46%	48%	51%	52%	44%	57%	44%	38%	52%	62%	46%	50%	52%		
		B	BC				F	EF	EFGH	K					OO				R	RS					
I will have enough personal/family investments and savings for the future	696	209	255	332	93	178	248	104	73	307	390	91	82	49	273	150	51	332	196	100	310	217	170		
	45%	50%	51%	38%	47%	51%	53%	43%	27%	41%	50%	44%	48%	49%	47%	41%	47%	58%	43%	30%	51%	47%	36%		
		D	D		I	I	HI		I		J							ST	T		Y	Y	Y		
I will earn a livable wage	628	153	194	282	70	129	186	119	125	276	352	81	68	34	236	159	49	311	173	63	294	190	144		
	41%	36%	39%	46%	35%	37%	40%	49%	46%	37%	45%	39%	40%	34%	40%	44%	45%	55%	38%	19%	48%	42%	31%		
		B	BC				EFG	F		J								ST	T		Y	Y	Y		
I will have more than two months of savings to cover any unexpected costs or needs	594	193	219	181	83	160	211	85	55	282	312	65	73	40	232	141	43	278	165	86	272	183	138		
	39%	46%	44%	30%	42%	46%	45%	35%	20%	37%	40%	31%	43%	40%	39%	39%	39%	49%	36%	25%	45%	40%	30%		
		D	D		I	HI	HI		I					L				ST	T		Y	Y	Y		
I will have the ability to purchase the products needed for me/my family	303	102	110	91	44	84	104	45	26	153	150	39	41	24	123	56	21	152	85	34	136	97	70		
	20%	24%	22%	15%	22%	24%	22%	19%	10%	20%	19%	19%	24%	24%	21%	16%	19%	27%	18%	10%	22%	21%	15%		
		D	D		I	I	I		I					P				ST	T		Y	Y	Y		
I will have enough food for myself/family	205	86	75	44	39	64	71	22	9	109	95	24	24	14	80	48	14	108	53	25	98	59	48		
	13%	20%	15%	7%	19%	18%	15%	9%	3%	15%	12%	11%	14%	14%	14%	13%	13%	19%	11%	7%	16%	13%	10%		
		D	D		HI	HI	HI		I									ST			Y				

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 - UV - W/XY

Overlap formulae used. * small base

Comparison Groups

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

Uppercase letters indicate significance at the 95% level.

Omni March 24th, 2023

Maru/Blue

March 27th, 2023

27 Mar 2023