

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

	Age										Generation				Gender				Province								Income				Education																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
	Total		18-34		35-54		55+		Gen Z (18 to 27)		Millennials (28 to 43)		Gen X (44 to 59)		Boomers I (60 to 69)		Boomers II (70+)		Boomers+ (80+)		Male		Female		BC		AB		MB/SK		ON		PQ		ATL		<\$50K		\$50K-\$99K		\$100K+		HS or less		College/ Tech school		Univ+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z	AA	BB	CC	DD	EE	FF	GG	HH	II	JJ	KK	LL	MM	NN	OO	PP	QQ	RR	SS	TT	UU	VV	WW	XX	YY	ZZ																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

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/Z

Overlap formulae used. * small base

Comparison Groups

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

Uppercase letters indicate significance at the 95% level.

Omni March 1st, 2024 (Launch date)

Maru/Blue

March 4th, 2024 (Report date)

4 Mar 2024

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

	Age										Generation					Gender		Province										Income			Education																			
	Total				18-34		35-54		55+		Gen Z (18 to 27)		Millennials (28 to 43)		Gen X (44 to 59)		Boomers I (60 to 69)		Boomers II (70+)		Boomers+ (80+)		Male		Female		BC		AB		MB/SK		ON		PQ		ATL		<\$50K		\$50K-\$99K		\$100K+		HS or less		College/ Tech school		Univ	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z		
	BASE: All Respondents				1532	375	518	639	162	381	423	256	310	566	733	799	213	175	103	593	353	95	452	478	446	296	484	752																						
BASE: WEIGHTED				1532	420	499	613	198	384	405	259	285	544	752	780	206	171	100	584	362	110	569	457	356	609	456	467																							
The local economy where I live				181	92	33	56	43	66	23	18	30	48	103	78	30	12	9	80	34	15	64	52	67	62	47	72																							
Improved since last month				12%	22%	7%	9%	22%	17%	6%	7%	11%	9%	14%	10%	15%	7%	9%	14%	9%	14%	11%	11%	16%	10%	10%	15%																							
					CD				GHJ					G				N	N							XY																								
Remained the same over the last month				994	231	331	432	113	215	280	184	202	387	498	496	124	98	63	370	262	77	359	294	241	387	293	314																							
				65%	55%	66%	70%	57%	56%	69%	71%	71%	71%	66%	64%	60%	58%	63%	63%	72%	70%	63%	64%	68%	64%	67%																								
						B			B			EF	EF	EF	EF	EF		MNP																																
Become worse since last month				337	96	136	126	42	103	103	57	53	108	161	206	52	80	28	133	67	18	146	111	58	160	117	80																							
				23%	23%	27%	20%	21%	27%	29%	22%	18%	20%	20%	26%	25%	35%	28%	23%	19%	16%	26%	24%	16%	26%	26%	17%																							
						D			U						K		PQR				U	U		Z		Z																								

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/Z

Overlap formulae used. * small base

Comparison Groups

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

Uppercase letters indicate significance at the 95% level.

Omni March 1st, 2024 (Launch date)

Maru/Blue

March 4th, 2024 (Report date)

4 Mar 2024

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

	Age										Generation					Gender		Province										Income			Education		
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers II (70+)	Boomers+ (80+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ									
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z									
BASE: All Respondents	1532	375	518	639	162	381	423	256	310	566	733	799	213	175	103	593	353	95	452	478	446	296	484	752									
BASE: WEIGHTED	1532	420	499	613	198	384	405	259	285	544	752	780	206	171	100	584	362	110	569	457	356	609	456	467									
The local economy where I live will improve	639	192	162	284	101	142	148	109	138	247	362	276	89	62	34	238	183	34	223	189	165	246	190	203									
	42%	46%	32%	46%	51%	37%	36%	42%	48%	42%	48%	35%	43%	36%	34%	41%	50%	31%	41%	41%	46%	40%	42%	43%									
		C			C	FG				FG	FG	L																					
The national economy will improve	619	181	199	280	96	136	146	110	132	242	350	270	90	56	31	238	166	38	251	169	163	234	181	204									
	40%	43%	32%	46%	48%	35%	36%	42%	46%	44%	46%	35%	44%	33%	31%	41%	46%	35%	44%	37%	46%	38%	40%	44%									
		C			C	FG				FG	FG	L			O				T			T											
I will have more than two months of savings to cover any unexpected costs or needs	985	244	276	465	119	211	234	186	235	421	523	462	143	107	59	387	233	57	304	316	269	344	288	303									
	64%	58%	55%	76%	60%	53%	58%	72%	82%	77%	70%	59%	63%	59%	69%	64%	52%	53%	63%	69%	76%	57%	63%	76%									
					BC			EF	FGHJ	EF	L				R						S			XY									
I will put away money for my retirement/savings security	768	230	235	303	112	198	192	128	139	268	410	358	101	73	46	288	210	51	222	227	248	259	228	280									
	50%	55%	47%	49%	56%	52%	47%	49%	49%	49%	55%	46%	49%	43%	46%	49%	58%	46%	39%	50%	70%	43%	50%	60%									
		C								L											S	ST		XY									
I will have enough personal/family investments and savings for the future	873	216	233	425	103	194	192	160	224	384	473	400	115	86	54	346	219	52	258	276	260	286	261	326									
	57%	51%	47%	69%	52%	50%	46%	62%	75%	71%	63%	51%	56%	51%	54%	59%	61%	48%	45%	60%	73%	47%	57%	70%									
									FG	FGHJ	FGHJ	L									S	ST		X									
I will earn a livable wage	951	294	308	348	137	251	254	190	199	309	503	448	138	107	63	354	223	76	251	311	294	333	274	345									
	62%	70%	62%	57%	69%	65%	63%	58%	56%	57%	67%	57%	67%	63%	53%	61%	62%	69%	44%	68%	83%	55%	60%	74%									
					HU					L						O					S	ST		XY									
I will take a learning course to upgrade my skills/education	369	206	114	50	110	149	80	18	13	31	185	185	50	33	20	170	68	28	139	92	109	120	102	147									
	24%	49%	23%	8%	55%	39%	20%	7%	0%	6%	25%	24%	25%	20%	20%	29%	19%	26%	24%	20%	31%	20%	22%	31%									
		CD	D		FGHJ	GHJ	HU									NQ						T		XY									
I will have the ability to purchase the products needed for me/my family	1277	344	391	542	158	311	320	227	261	488	639	637	177	140	80	466	326	89	437	398	330	473	389	415									
	83%	82%	78%	86%	80%	81%	79%	88%	92%	90%	80%	82%	86%	82%	80%	80%	90%	81%	77%	87%	93%	78%	80%	89%									
				BC				G	EF	EF											S	ST		X									
I will invest in the financial markets because now is a good time to do so	521	180	148	183	103	138	119	72	89	160	321	200	75	51	37	218	105	35	134	158	184	162	137	222									
	34%	45%	30%	30%	52%	36%	29%	28%	31%	29%	43%	26%	37%	30%	37%	37%	29%	32%	24%	35%	52%	27%	30%	47%									
		CD			FGHJ					L											S	ST		XY									
I will purchase big ticket items like a car or furniture	250	146	70	78	84	90	57	25	36	61	179	114	36	25	13	128	74	18	104	73	101	112	68	113									
	19%	36%	14%	13%	42%	24%	14%	10%	13%	11%	24%	19%	17%	14%	13%	22%	20%	17%	18%	16%	29%	18%	15%	24%									
					FGHJ	GHJ	HU	I		I																							
I will buy a house	187	129	43	15	73	82	21	9	2	11	104	83	26	13	11	87	36	14	78	31	66	82	32	73									
	12%	31%	9%	2%	37%	21%	5%	3%	1%	2%	14%	11%	13%	8%	11%	15%	10%	12%	14%	7%	19%	14%	7%	16%									
		CD	D		FGHJ	GHJ	HU	I		I						NQ					T		Y										
I will not be able to afford to keep a roof over my/my family's head	350	152	115	83	81	117	82	42	28	70	170	180	40	41	18	151	69	30	161	86	71	149	105	96									
	23%	36%	23%	14%	41%																												

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

	Age										Generation					Gender		Province								Income			Education	
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers I+ (70+)	Boomers+ (80+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+						
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z						
BASE: All Respondents	1532	375	518	639	162	381	423	256	310	566	733	799	213	175	103	593	353	95	452	478	446	296	484	752						
BASE: WEIGHTED	1532	420	489	613	198	384	405	259	285	544	752	780	206	171	100	584	362	110	569	457	359	609	456	467						
The local economy where I live will improve	894	227	337	329	97	242	257	150	147	297	380	504	118	109	66	346	179	76	336	268	191	363	266	264						
	58%	54%	60%	54%	49%	63%	64%	58%	52%	55%	52%	65%	57%	64%	66%	59%	50%	69%	59%	59%	54%	60%	56%	57%						
	60	EU	Q	Q	Q	Q	Q	Q	Q	Q	K	K	K	K	K	Q	Q	Q	Q	Q	Q	Q	Q	Q						
The national economy will improve	913	239	340	334	104	248	259	149	153	302	402	510	116	114	70	345	196	72	318	289	192	374	275	263						
	60%	57%	68%	54%	52%	65%	64%	58%	54%	58%	54%	65%	56%	67%	69%	59%	54%	65%	56%	63%	54%	62%	60%	56%						
	80	BD	Q	Q	Q	Q	Q	Q	Q	Q	K	K	K	K	K	Q	Q	Q	Q	Q	Q	Q	Q	Q						
I will have more than two months of savings to cover any unexpected costs or needs	547	176	222	148	79	173	171	73	50	124	228	318	63	64	41	197	129	53	265	141	87	265	168	114						
	36%	42%	45%	24%	40%	45%	42%	28%	18%	23%	30%	41%	31%	37%	41%	34%	36%	48%	47%	31%	24%	43%	37%	24%						
	18	D	Q	HU	HU	HU	HU	HU	HU	HU	K	K	K	K	K	Q	Q	Q	Q	Q	Q	Z	Z	Z						
I will put away money for my retirement/old age security	764	189	264	311	86	186	213	132	146	278	341	423	105	98	54	296	152	59	347	230	107	349	228	187						
	50%	45%	53%	51%	44%	48%	53%	51%	51%	51%	45%	54%	51%	57%	54%	51%	42%	54%	61%	50%	30%	57%	50%	40%						
	20	B	B	B	B	B	B	B	B	B	K	K	K	K	K	Q	Q	Q	Q	TU	TU	Y	Y	Y						
I will have enough personal/family investments and savings for the future	659	204	266	189	95	191	213	99	61	160	278	380	90	84	46	237	143	58	311	182	96	322	196	141						
	43%	49%	53%	31%	48%	50%	52%	38%	21%	29%	37%	49%	44%	49%	46%	41%	39%	52%	55%	40%	27%	53%	43%	30%						
	10	D	D	U	U	HU	HU	U	U	U	K	K	K	K	K	Q	Q	Q	Q	TU	TU	Y	Y	Y						
I will earn a livable wage	581	126	180	269	61	133	151	109	126	235	248	333	68	83	47	230	139	34	318	146	62	276	183	122						
	38%	30%	38%	43%	31%	35%	37%	42%	44%	42%	33%	43%	33%	37%	47%	39%	38%	31%	56%	32%	17%	45%	40%	26%						
	20	B	B	B	B	B	B	B	B	B	K	K	K	K	K	MR	MR	MR	MR	TU	TU	Y	Y	Y						
I will take a learning course to upgrade my skills/education	1163	214	385	563	89	236	325	241	272	513	567	598	155	137	80	414	294	82	430	365	246	488	354	320						
	76%	51%	77%	92%	61%	80%	93%	95%	94%	75%	76%	75%	80%	80%	71%	81%	74%	76%	76%	80%	69%	80%	78%	69%						
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	EF	EF	EF	P	P	P	P	TU	TU	Z	Z	Z						
I will have the ability to purchase the products needed for me/my family	255	76	108	71	40	74	86	32	24	56	112	143	29	30	20	119	36	21	132	59	26	136	67	62						
	17%	18%	22%	12%	20%	19%	21%	12%	8%	10%	15%	18%	14%	18%	20%	10%	19%	23%	13%	7%	22%	15%	11%							
	10	D	D	U	U	U	HU	U	U	U	K	K	K	K	K	Q	Q	Q	Q	TU	TU	Y	Y	Y						
I will invest in the financial markets because now is a good time to do so	1011	230	351	431	95	246	286	188	196	384	431	580	131	120	63	365	257	75	435	299	171	446	319	245						
	66%	55%	70%	70%	48%	64%	71%	72%	69%	71%	57%	74%	63%	70%	63%	63%	71%	68%	76%	65%	48%	73%	70%	53%						
	10	B	B	B	B	B	E	E	E	E	K	K	K	K	K	P	P	P	TU	TU	Z	Z	Z	Z						
I will purchase big ticket items like a car or furniture	1239	274	429	536	114	294	348	234	249	483	573	666	170	146	88	455	288	92	465	384	255	497	388	354						
	81%	65%	86%	87%	58%	76%	86%	90%	87%	89%	76%	85%	83%	86%	87%	78%	80%	83%	82%	84%	72%	82%	85%	76%						
	10	B	B	B	B	B	E	E	E	E	EF	EF	EF	EF	EF	S	S	S	S	TU	TU	Y	Y	Y						
I will buy a house	1345	291	458	598	125	302	384	250	283	533	647	698	180	157	88	496	326	97	491	426	290	526	425	394						
	88%	69%	91%	96%	63%	79%	95%	97%	99%	98%	86%	89%	87%	92%	89%	89%	88%	86%	93%	81%	86%	93%	84%							
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	EF	EF	EF	P	P	P	TU	TU	Z	Z	Z	Z						
I will not be able to afford to keep a roof over my/my family's head	1182	268	384	530	117	267	323	217	257	474	581	600	165	129	82	433	293	80	408	371	285	460	351	371						
	77%	64%	77%	86%	59%	70%	80%	84%	90%	87%	77%	77%	80%	76%	82%	74%	81%	73%	72%	81%	80%	76%	77%	79%						
	10	BC	Q	E	E	E	EF	EF	EF	EF	EF	EF	EF	EF	EF	Q	Q	Q	Q	TU	TU	Y	Y	Y						
I will move to a smaller residence because I need to save money	1273	280	427	565	117	302	348	235	271	506	617	656	172	141	91	458	319	81	443	399	297	507	382	384						
	83%	67%	86%	92%	59%	78%	86%	91%	95%	93%	82%	84%	84%	83%	90%	79%	88%	82%	78%	87%	83%	83%	84%	82%						
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	EF	EF	EF	P	P	P	TU	TU	Z	Z	Z	Z						
I will default on making payments on major loans or a mortgage	1251	252	410	589	103	273	349	244	282	526	605	646	167	149	92	454	303	87	421	397	297	465	399	388						
	82%	60%	82%	96%	52%	71%	86%	94%	99%	97%	81%	83%	81%	87%	91%	78%	84%	79%	74%	87%	84%	76%	87%	83%						
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	EF	EF	EF	MR	MR	MR	S	S	S	X	X	X						
I will likely declare bankruptcy	1368	320	452	598	144	313	381	248	281	530	689	699	179	157	95	525	319	94	480	420	322	520	422	420						
	89%	76%	91%	97%	72%	82%	94%	96%	99%	97%	89%	90%	86%	92%	90%	88%	85%	84%	92%	81%	91%	85%	93%	91%						
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	EF	EF	EF	MR	MR	MR	S	S	S	X	X	X						
I will struggle to make ends meet	927	197	384	446	93	188	249	180	220	400	480	447	122	88	57	346	255	59	253	303	269	321	277	330						
	61%	47%	57%	73%	47%	48%	61%	70%	77%	73%	64%	57%	59%	52%	57%	59%	71%	54%	44%	66%	76%	53%	61%	71%						
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	EF	EF	EF	L	L	L	MR	MR	S	ST	X	XY						
I will lose my job/be laid off because of lack of business/work	1317	298	426	594	134	295	357	250	281	531	631	687	179	148	90	484	321	95	473	400	311	519	400	399						
	86%	71%	85%	97%	68%	77%	88%	96%	99%	97%	84%	88%	87%	87%	90%	83%	89%	86%	83%	88%	87%	85%	88%	85%						
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	K	K	K	P	P	P	TU	TU	Z	Z	Z	Z						
I will be worried about my personal/family day-to-day finances	684	141	198	345	78	122	171	135	177	312	357	327	99	61	41	240	139	44	179	232	200	224	213	246						
	45%	34%	40%	56%	39%	32%	42%	52%	62%	57%	48%	42%	48%	36%	41%	41%	55%	40%	32%	51%	56%	37%	47%	53%						
	10	B	BC	E	E	E	EF	EF	EF	EF	EF	EF	N	N	N	N	N	N	S	S	S	X	XY	XY						
I will rely on government programs to make ends meet	1039	222	387	430	104	233	321	189	193	382	504	536	140	109	68	389	257	77	281	342	302	364	320	356						
	68%	53%	78%	70%	52%	61%	79%	73%	68%	70%	67%	69%	68%	64%	67%	67%	71%	70%	49%	75%	86%	60%	70%	76%						
	10	BD	B	B	B	EF	EF	E	E	E	E	E	E	E	E	E	E	E	S	ST	ST	X	X	XY						
I will have enough food for myself/family	160	80	57	22	41	61	46	6	6	12	74	86	20	19	10	70	31	11	87	31	27	85	38	37						
	10%	19%	12%	4%	21%	16%	11%	2%	2%	2%	10%	11%	10%	11%	10%	12%	9%	10%	15%	7%	8%	14%	8%	8%						
	10	CD	D	D	GHU	HU	HU	HU	HU	HU	K	K	K	K	K	Q	Q	Q	TU	TU	Y	Y	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/Z

Overlap formulae used. * small base

Comparison Groups

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

Uppercase letters indicate significance at the 95% level.

Omni March 1st, 2024 (Launch date)

Manu/Blue

March 4th, 2024 (Report date)

4 Mar 2024

