



Field dates: November 7th-November 11th, 2022.

2022 was a tumultuous year for many Canadians when it came to their finances.

Rising interest rates, inflation, and the uncertainty of the stock market have left many Canadians with mixed emotions.

Thinking about 2022 in terms of your finances, please rate your agreement with each of the following statements:

Inflation in 2022 left me with a pit in my stomach	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	70%	88%	77%	72%	58%
Strongly agree	25%	23%	32%	26%	16%
Agree	45%	65%	45%	45%	42%
BOTTOM 2 BOX (NET)	30%	12%	23%	28%	42%
Disagree	24%	10%	19%	23%	33%
Strongly disagree	6%	2%	4%	6%	9%

My family's finances are stable, and I think we will be okay	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	70%	69%	70%	66%	75%
Strongly agree	13%	9%	14%	10%	15%
Agree	57%	59%	56%	55%	60%
BOTTOM 2 BOX (NET)	30%	31%	30%	34%	25%
Disagree	22%	24%	23%	23%	21%
Strongly disagree	7%	7%	8%	11%	4%

I feel uncertain about my financial future	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	61%	82%	70%	64%	47%
Strongly agree	21%	27%	27%	24%	12%
Agree	40%	55%	43%	40%	35%
BOTTOM 2 BOX (NET)	39%	18%	30%	36%	53%
Disagree	32%	11%	25%	32%	43%
Strongly disagree	7%	7%	6%	5%	10%

Thinking about your finances and what lies ahead in 2023, I feel motivated to reset or refresh my finances
 please rate your agreement with each of the following statements::

I feel motivated to reset or refresh my finances	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	53%	73%	61%	50%	43%
Strongly agree	7%	12%	10%	6%	3%
Agree	46%	60%	51%	44%	40%
BOTTOM 2 BOX (NET)	47%	27%	39%	50%	57%
Disagree	40%	23%	33%	41%	49%
Strongly disagree	7%	4%	6%	8%	7%

I feel hopeful about 2023	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	58%	67%	55%	54%	62%
Strongly agree	9%	4%	13%	7%	7%
Agree	49%	63%	42%	47%	56%
BOTTOM 2 BOX (NET)	42%	33%	45%	46%	38%
Disagree	32%	22%	34%	33%	32%
Strongly disagree	10%	11%	11%	13%	6%

Inflation growth will taper off and begin to normalize back to the target of 2%	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	45%	61%	48%	39%	47%
Strongly agree	4%	6%	6%	3%	3%
Agree	42%	55%	42%	35%	45%
BOTTOM 2 BOX (NET)	55%	39%	52%	61%	53%
Disagree	43%	28%	38%	49%	46%
Strongly disagree	11%	11%	14%	13%	7%

Housing prices will become more affordable	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	39%	42%	38%	32%	44%
Strongly agree	4%	2%	9%	2%	1%
Agree	35%	40%	29%	30%	43%
BOTTOM 2 BOX (NET)	61%	58%	62%	68%	56%
Disagree	45%	37%	42%	49%	46%
Strongly disagree	16%	20%	20%	19%	10%

The stock market will recover but it's going to take longer than expected	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	81%	75%	77%	79%	88%
Strongly agree	13%	15%	18%	12%	9%
Agree	68%	60%	59%	67%	79%
BOTTOM 2 BOX (NET)	19%	25%	23%	21%	12%
Disagree	15%	22%	16%	17%	10%
Strongly disagree	5%	2%	7%	5%	3%

There will be some good investment opportunities for people who have the confidence and means to act on them	Banner 1				
	Age				
	Total	Gen Z	Millennials	Gen X	Boomers
Unweighted Base	1250	54	409	377	410
Weighted Base	1250	60	404	376	411
TOP 2 BOX (NET)	78%	72%	71%	76%	86%
Strongly agree	12%	10%	15%	11%	11%
Agree	65%	62%	56%	65%	75%
BOTTOM 2 BOX (NET)	22%	28%	29%	24%	14%
Disagree	17%	24%	20%	19%	12%
Strongly disagree	5%	4%	9%	5%	2%