



How often do you talk about your finances with your loved ones? ("Loved ones" can include parents, partners, spouses, siblings, children and/or close friends.)

	Table with 17 columns: Total, Age (18-34, 35-54, 55+), Gender (Male, Female), Province (BC, AB, MB/SK, ON, PQ, ATL), Income (<\$50K, \$50K-\$99K, \$100K+)															
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	
BASE: All Respondents	1534	394	507	633	773	761	211	177	92	579	373	102	389	500	481	
BASE: WEIGHTED	1534	420	500	614	753	781	206	171	100*	584	362	110*	490	494	389	
Once a week	452	188	145	120	231	221	52	51	29	203	77	40	113	149	163	
	29%	45%	29%	20%	31%	28%	25%	30%	29%	35%	21%	37%	23%	30%	42%	
Once a month		CD	D							MQ		Q		S	ST	
	407	118	147	141	197	210	61	42	39	156	84	25	123	119	127	
	27%	28%	30%	23%	26%	27%	29%	25%	38%	27%	23%	23%	25%	24%	33%	
Every six months to a year			D							NPQR					ST	
	162	24	60	77	80	82	26	17	10	69	30	10	33	64	42	
	11%	6%	12%	13%	11%	10%	13%	10%	10%	12%	8%	9%	7%	13%	11%	
Rarely - Only when a situation forces a conversation		B	B												S	
	371	64	93	215	152	219	53	46	8	122	118	25	148	129	48	
	24%	15%	19%	35%	20%	28%	26%	27%	8%	21%	32%	22%	30%	26%	12%	
Never				BC		K	O	O		O	OP	O	U	U		
	142	26	55	62	93	49	13	16	15	34	53	11	73	32	9	
	9%	6%	11%	10%	12%	6%	7%	9%	15%	6%	15%	10%	15%	6%	2%	
		B		L					MP		MP		TU	U		

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/a/b - c/d/e - f/g - h/i - j/k

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 January 15th, 2024

Maru/Blue

January 16th, 2024

7 Feb 2024

Please rate your level of agreement with the following statements about money: I have had the same argument about money with a loved one more than once

	Table with 17 columns: Total, Age (18-34, 35-54, 55+), Gender (Male, Female), Province (BC, AB, MB/SK, ON, PQ, ATL), Income (<\$50K, \$50K-\$99K, \$100K+)															
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	
BASE: Excluding "Never" At M1	1415	375	462	578	699	716	200	163	83	551	326	92	333	467	472	
BASE: WEIGHTED	1392	395	445	553	660	732	192	155	85*	550	309	99*	417	462	380	
TOP 2 BOX (NET)	657	242	231	183	318	339	82	72	44	261	147	51	192	203	195	
	47%	61%	52%	33%	48%	46%	42%	46%	51%	47%	48%	51%	46%	44%	51%	
(4) Strongly agree		CD	D												T	
	177	100	57	20	70	106	12	13	17	88	31	17	49	49	70	
	13%	25%	13%	4%	11%	15%	6%	9%	19%	16%	10%	17%	12%	11%	19%	

		CD	D						MNQ	MNQ		M			ST
(3) Agree	480	142	174	163	247	233	70	58	27	173	117	34	143	155	125
	34%	36%	39%	30%	37%	32%	36%	38%	32%	32%	38%	34%	34%	33%	33%
			D												
(2) Disagree	406	102	132	172	188	218	59	42	23	175	80	27	107	145	111
	29%	26%	30%	31%	29%	30%	31%	27%	27%	32%	26%	27%	26%	31%	29%
(1) Strongly disagree	329	50	81	198	154	175	52	42	19	114	82	22	118	114	74
	24%	13%	18%	36%	23%	24%	27%	27%	22%	21%	26%	22%	28%	25%	19%
				BC									U		
BOTTOM 2 BOX (NET)	735	152	214	369	342	393	111	84	41	289	162	48	225	259	185
	53%	39%	48%	67%	52%	54%	58%	54%	49%	53%	52%	49%	54%	56%	49%
			B	BC										U	
MEAN	2.40	2.70	2.50	2.00	2.40	2.40	2.20	2.30	2.50	2.40	2.30	2.50	2.30	2.30	2.50
		CD	D							M					ST

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/a/b - c/d/e - f/g - h/i - j/k

Overlap formulae used. * small base

Comparison Groups

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Omni January 15th, 2024

Maru/Blue

January 16th, 2024

7 Feb 2024

Please rate your level of agreement with the following statements about money: Arguments around money with my loved ones add stress to my life and relationships

	Total	Age			Gender		Province						Income		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
		A	B	C	D	K	L	M	N	O	P	Q	R	S	T
BASE: Excluding "Never" At M1	1415	375	462	578	699	716	200	163	83	551	326	92	333	467	472
BASE: WEIGHTED	1392	395	445	553	660	732	192	155	85*	550	309	99*	417	462	380
TOP 2 BOX (NET)	672	278	229	165	320	352	77	69	47	330	92	56	196	207	204
	48%	70%	51%	30%	49%	48%	40%	45%	55%	60%	30%	57%	47%	45%	54%
		CD	D				Q	Q	Q	MNQ		MQ			T
(4) Strongly agree	211	118	66	27	94	116	14	20	9	119	29	19	59	54	88
	15%	30%	15%	5%	14%	16%	7%	13%	11%	22%	9%	20%	14%	12%	23%
		CD	D							MNQ		MQ			ST
(3) Agree	461	159	163	139	226	235	63	50	37	211	63	37	137	153	116
	33%	40%	37%	25%	34%	32%	33%	32%	44%	38%	20%	37%	33%	33%	30%
		D	D				Q	Q	Q	Q		Q			
(2) Disagree	387	76	141	171	185	202	65	43	26	124	108	21	103	152	91
	28%	19%	32%	31%	28%	28%	34%	28%	30%	23%	35%	21%	25%	33%	24%
			B	B			PR				PR			SU	
(1) Strongly disagree	333	41	75	216	154	178	50	42	13	96	109	22	119	103	85
	24%	10%	17%	39%	23%	24%	26%	27%	15%	17%	35%	23%	29%	22%	22%
			B	BC			P	P			OPR				
	720	117	216	387	339	380	115	86	39	220	217	43	222	255	176

BOTTOM 2 BOX (NET)	52%	30%	49%	70%	51%	52%	60%	55%	45%	40%	70%	43%	53%	55%	46%
			B	BC			PR	P			MNOPR			U	
MEAN	2.40	2.90	2.50	2.00	2.40	2.40	2.20	2.30	2.50	2.60	2.00	2.50	2.30	2.30	2.50
		CD	D					Q	MQ	MNQ		MQ			ST

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