PROV: Please select the province or territory in which you live: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
British Columbia	13%	100%											12%	11%	12%	14%	13%	13%
	448	448											28	114	135	171	214	230
	474	474											25	116	141	192	253	218
	-	E0 F0 G0 H0 I0 K0																
Alberta	13%		100%										12%	16%	13%	11%	13%	13%
	455		455										29	156	139	132	222	229
	409		409										30	121	114	144	208	198
	-	B0 D0 E0 F0 G0 H0 I0 K0												P0				
Ontario	39%					100%							44%	37%	37%	40%	39%	38%
	1359					1359							105	367	405	482	667	685
	1353					1353							104	362	347	540	689	658
	-	B0 C0 D0 E0 G0 H0 I0 K0																
Quebec	23%						100%						20%	23%	24%	23%	22%	25%
	819						819						47	232	264	276	373	445
	816						816						75	208	215	318	400	415
	-	B0 C0 D0 E0 F0 H0 I0 K0																
Currently live outside canada																		
NET: Saskatchewan/ Manitoba	6%			100%	100%								7%	7%	6%	6%	6%	6%
	210			91	119								16	65	60	69	107	101
	235			106	129								18	59	67	91	132	102
	-	B0 C0 F0 G0 H0) F0 G0 H0 I0 K0																
Saskatchewan	3%			100%									2%	3%	3%	3%	3%	2%
	91			91									5	26	29	31	52	39
	106			106									8	25	32	41	65	41
	-	B0 C0 E0 F0 G0 H0 I0 K0																
Manitoba	3%				100%								4%	4%	3%	3%	3%	3%
	119				119								11	39	31	38	55	63
	129				129								10	34	35	50	67	61
	-	B0 C0 D0 F0 G0 H0 I0 K0																
NET: Atlantic	6%							100%	100%	100%	100%		5%	6%	7%	7%	6%	6%
	223							70	91	14	48		12	54	76	81	107	116
	226							76	92	14	44		10	55	74	87	115	111
	-	B0 C0 D0 E0 F0						C0 D0 E0 F0		-	C0 D0 E0 F0 G0							
New Brunswick	2%							100%						2%	2%	2%	2%	2%
	70							70						19	21	30	34	36
	76							76						21	21	34	38	38
	-	B0 C0 D0 E0 F0 G0 I0 K0												M0	M0	M0		
Nova Scotia	3%								100%				3%	2%	3%	3%	3%	3%
	91								91				6	18	33	33	45	46
	92								92				6	19	32	35	49	43
	-	B0 C0 D0 E0 F0 G0 H0 K0																
Prince Edward Island	0%									100%			0%	0%	1%	0%	0%	0%
	14									14			1	2	7	4	7	7

	14									14			1	2	7	4	7	7
	-									-								
Newfoundland	1%										100%		2%	1%	1%	1%	1%	2%
	48										48		5	15	15	14	21	27
	44										44		3	13	14	14	21	23
	-									B0 C0 D0 E0 F0 G0 H0 I0								
NET: Territories	0%											100%	0%	0%	0%	0%	0%	0%
	7											7	1	2	3	2	3	4
	8											8	1	2	3	2	4	4
	-											-						
Northwest Territories	0%											36%		0%	0%	0%	0%	0%
	3											3		1	1	1	2	1
	3											3		1	1	1	2	1
	-											-						
Yukon	0%											48%	0%	0%	0%	0%	0%	0%
	3											3	1	1	1	1	2	2
	4											4	1	1	1	1	2	2
	-											-						
Nunavut	0%											15%			0%			0%
	1											1			1			1
	1											1			1			1
	-											-						

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Age: How old are you? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
18-24	7%	6%	6%	6%	9%	8%	6%		7%	5%	10%	10%	100%				5%	8%
	237	28	29	5	11	105	47		6	1	5	1	237				88	146
	263	25	30	8	10	104	75		6	1	3	1	263				142	119
	-	H0	H0	h0	H0	H0	H0		H0	-	h0	-	N0 O0 P0					Q0
25-34	18%	17%	21%	21%	20%	17%	19%	20%	15%	6%	12%	11%		65%			18%	18%
	639	74	95	19	24	238	154	14	14	1	6	1		639			306	330
	598	76	73	19	22	234	138	15	14	1	5	1		598			319	277
	-									-		-		M0 O0 P0				
35-44	19%	20%	24%	19%	21%	18%	19%	17%	18%	32%	23%	11%		35%	31%		19%	19%
	684	88	108	17	25	243	158	12	16	4	11	1		349	335		325	351
	624	91	87	18	23	226	135	13	16	4	10	1		325	299		320	297
	-		f0							-		-		M0 o0 P0	M0 P0			
45-54	21%	19%	20%	20%	18%	21%	22%	20%	24%	31%	27%	44%			69%		23%	20%
	748	86	91	18	21	292	184	14	21	4	13	3			748		382	365
	662	90	75	20	24	249	150	14	21	4	12	3			662		349	312
	-									-		-			M0 N0 P0			
55-64	16%	19%	14%	17%	16%	17%	15%	20%	17%	13%	20%	24%				48%	17%	15%
	577	83	63	15	19	229	125	14	15	2	10	2				577	296	279

	655	94	69	20	25	257	144	16	16	2	10	2				655	336	317
	-									-		-				M0 N0 O0		
65-74	11%	11%	9%	11%	11%	11%	12%	14%	15%	8%	4%					32%	11%	12%
	393	47	41	10	13	153	102	10	14	1	2					393	181	212
	446	53	45	13	17	172	117	11	15	1	2					446	205	241
	-					k0	k0		k0	-						M0 N0 O0		
75+	7%	9%	6%	7%	5%	7%	6%	9%	4%	6%	4%					20%	7%	7%
	242	40	28	6	6	99	50	7	4	1	2					242	115	127
	273	45	30	8	8	111	57	7	4	1	2					273	130	143
	-									-						M0 N0 O0		
NET: 25-29	7%	7%	6%	8%	11%	8%	8%	4%	7%		7%			26%			7%	8%
	261	32	27	7	13	107	62	3	6		3			261			114	146
	244	32	21	7	12	104	56	3	6		3			244			119	124
	-													M0 O0 P0				
NET: 30-34	11%	9%	15%	14%	9%	10%	11%	16%	8%	6%	4%	11%		38%			11%	10%
	378	42	68	12	11	130	91	11	8	1	2	1		378			192	185
	354	44	52	12	10	130	82	12	8	1	2	1		354			200	153
	-		b0 F0 K0	k0				k0		-		-		M0 O0 P0				
NET: 35-39	10%	9%	13%	7%	12%	10%	10%	7%	5%	9%	19%	11%		35%			10%	9%
	349	39	61	7	15	129	78	5	4	1	9	1		349			174	171
	325	40	48	6	12	128	70	6	5	1	8	1		325			179	142
	-		b0 d0 f0 I0		i0					-	i0	-		M0 O0 P0				
NET: 40-44	10%	11%	10%	12%	8%	8%	10%	10%	13%	23%	4%				31%		9%	10%
	335	49	48	11	10	114	80	7	12	3	2				335		151	180
	299	51	39	12	11	98	65	7	11	3	2				299		141	155
	-	k0								-					M0 N0 P0			
NET: 45-49	11%	10%	11%	9%	10%	10%	11%	15%	13%	24%	11%	14%			35%		11%	10%
	375	44	51	8	12	142	86	11	12	3	5	1			375		189	184
	332	46	42	9	13	121	70	11	11	3	5	1			332		173	158
	-									-		-			M0 N0 P0			
NET: 50-54	11%	9%	9%	11%	8%	11%	12%	4%	11%	7%	15%	30%			34%		11%	10%
	373	42	41	10	10	150	98	3	10	1	7	2			373		193	180
	330	44	33	11	11	128	80	3	10	1	7	2			330		176	154
	-					H0	H0			-		-			M0 N0 P0			
NET: 55-59	8%	10%	7%	5%	5%	9%	6%	10%	4%		8%	12%				22%	8%	7%
	271	46	32	5	6	117	50	7	4		4	1				271	139	129
	306	51	35	6	8	131	58	8	4		4	1				306	158	146
	-	d0 e0 g0 i0				g0 i0						-				M0 N0 O0		
NET: 60-64	9%	8%	7%	12%	11%	8%	9%	10%	13%	13%	13%	11%				25%	9%	8%
	307	38	31	11	13	112	75	7	12	2	6	1				307	157	150
	349	43	34	14	17	126	86	8	12	2	6	1				349	178	171
	-									-		-				M0 N0 O0		
NET: 65+	18%	20%	15%	17%	16%	19%	18%	23%	20%	14%	8%					52%	17%	19%
	635	87	69	16	19	253	151	16	18	2	4					635	295	339
	719	98	75	21	25	283	174	18	19	2	4					719	335	384
	-	k0				k0	k0	k0	k0	-						M0 N0 O0		
NET: 25-39	28%	25%	34%	29%	33%	27%	28%	28%	20%	15%	31%	22%		100%			28%	28%
	988	114	156	26	39	367	232	19	18	2	15	2		988			480	501
	923	116	121	25	34	362	208	21	19	2	13	2		923			498	419
	-		B0 F0 g0 I0		i0					-		-		M0 O0 P0				
NET: 40-54	31%	30%	31%	32%	26%	30%	32%	29%	36%	53%	31%	44%			100%		31%	30%
	1083	135	139	29	31	405	264	21	33	7	15	3			1083		534	545
	961	141	114	32	35	347	215	21	32	7	14	3			961		490	467
	-									-		-			M0 N0 P0			
NET: 55+	34%	38%	29%	34%	32%	35%	34%	43%	36%	27%	28%	24%				100%	35%	34%
	1212	171	132	31	38	482	276	30	33	4	14	2				1212	592	619
	1374	192	144	41	50	540	318	34	35	4	14	2				1374	671	701
	-	C0				c0		c0		-		-				M0 N0 O0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q3: Please select your gender identity: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Female	48%	48%	49%	57%	46%	49%	46%	49%	50%	47%	43%	44%	37%	49%	49%	49%	100%	
	1694	214	222	52	55	667	373	34	45	7	21	3	88	480	534	592	1694	
	1801	253	208	65	67	689	400	38	49	7	21	4	142	498	490	671	1801	
	-			g0						-		-		M0	M0	M0	R0	
Male	51%	51%	50%	43%	53%	50%	54%	51%	50%	53%	57%	56%	62%	51%	50%	51%		100%
	1811	230	229	39	63	685	445	36	46	7	27	4	146	501	545	619		1811
	1706	218	198	41	61	658	415	38	43	7	23	4	119	419	467	701		1706
	-						d0			-		-	N0 O0 P0					Q0
NET: Other	0%	1%	1%		1%	0%	0%						1%	1%	0%	0%		
	16	3	4		1	7	1						3	7	5	2		
	14	3	3		1	6	1						2	6	4	2		
	-					d0 h0 i0 k0												
Another gender identity	0%	1%				0%							1%	1%	0%	0%		
	10	3				7							1	6	1	2		
	9	3				6							1	5	1	2		
	-				c0 d0 e0 g0 h0 i0 k0													
Prefer not to answer	0%		1%		1%		0%						1%	0%	0%			
	7		4		1		1						1	1	4			
	5		3		1		1						1	1	3			
	-																	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q4: Do you own or rent your home/primary residence? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Own	93%	94%	94%	90%	94%	91%	96%	95%	88%	100%	100%	100%	69%	88%	97%	99%	95%	92%

	3284	422	430	81	112	1239	784	66	80	14	48	7	163	870	1056	1195	1607	1662
	3291	449	387	97	122	1237	779	72	82	14	44	8	188	812	937	1354	1699	1579
	-	f0	f0				F0 i0			-	D0 E0 F0 G(	-		M0	M0 N0	M0 N0	R0	
Rent	6%	5%	5%	10%	5%	8%	4%	4%	12%				28%	11%	2%	1%	4%	8%
	217	24	22	9	6	107	34	3	11				66	112	24	15	74	142
	207	24	19	8	6	102	35	3	10				64	105	21	17	85	121
	-	K0	K0	K0	k0	c0 G0 K0	K0		c0 g0 K0				N0 O0 P0	O0 P0				Q0
Living with someone else where I don't pay rent	1%	0%	1%	1%	1%	1%	0%	1%					4%	1%	0%	0%	1%	0%
	20	1	4	1	1	13	1	1					9	6	3	2	13	7
	23	1	3	1	1	14	2	1					11	6	3	3	17	6
	-					b0 G0 I0 K0							n0 O0 P0					

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q5: Do you own a property that is not your primary residence (such as a vacation home, cottage, rental property, etc.) by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: In Canada	31%	30%	31%	38%	30%	34%	27%	25%	32%	22%	20%	26%	66%	43%	24%	20%	26%	36%
	1085	135	140	34	36	458	221	18	29	3	10	2	156	424	265	240	436	643
	1061	138	118	40	37	448	221	18	28	3	8	2	165	387	235	274	478	578
	-			g0 k0		G0 k0				-		-	N0 O0 P0	O0 P0	P0			Q0
Own a vacation home or cottage in Canada, that you either use yourself or rent on a short-term basis	15%	12%	12%	21%	18%	16%	16%	7%	15%	15%	11%	11%	36%	20%	11%	9%	12%	18%
	520	54	57	19	21	214	129	5	14	2	5	1	86	203	122	110	201	319
	512	53	47	23	22	209	132	5	14	2	4	1	97	184	105	126	227	285
	-			b0 c0 H0	h0	b0 H0	H0			-		-	N0 O0 P0	O0 P0				Q0
Own a long-term rental property in Canada	11%	14%	14%	7%	7%	12%	7%	10%	9%	7%	8%	26%	21%	17%	8%	6%	9%	13%
	385	65	64	6	9	162	58	7	8	1	4	2	49	169	90	76	151	228
	369	66	53	7	9	159	55	7	7	1	3	2	48	154	81	86	161	203
	-	d0 e0 G0	d0 e0 G0			G0				-		-	O0 P0	O0 P0				Q0
Own another property in Canada	9%	10%	9%	10%	9%	10%	7%	11%	10%		6%		20%	13%	7%	6%	8%	11%
	323	44	40	9	11	138	61	8	9		3		47	124	73	78	129	194
	313	45	35	11	10	134	60	8	8		2		45	113	66	89	140	173
	-					g0							N0 O0 P0	O0 P0				Q0
Own a property outside of Canada	4%	5%	4%	2%	3%	5%	3%	1%	6%	15%			8%	5%	3%	3%	3%	5%
	146	24	17	2	4	66	26	1	6	2			19	52	36	39	57	89
	144	24	14	2	4	64	27	1	6	2			19	48	33	44	62	82
	-	d0 H0 K0	K0		k0	d0 H0 K0	K0		k0	-			o0 p0	o0 p0				q0
No	66%	66%	67%	62%	68%	63%	71%	74%	65%	64%	80%	74%	31%	55%	73%	77%	72%	61%
	2338	296	304	56	80	859	580	52	59	9	38	5	75	541	786	936	1217	1110
	2362	318	281	65	89	864	576	57	61	9	36	6	91	514	697	1060	1280	1073
	-						F0	f0		-	b0 c0 d0 F0	-		M0	M0 N0	M0 N0 o0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q6: Do you have a mortgage on your properties in Canada? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes on my primary residence	81%	81%	80%	84%	86%	77%	85%	83%	83%	86%	90%	85%	90%	93%	90%	62%	84%	77%
	2649	342	345	68	96	953	663	55	67	12	43	6	147	813	948	741	1349	1285
	2613	361	303	80	103	934	647	59	68	12	39	7	169	761	842	841	1417	1183
	-				f0		F0			-	c0 F0	-	P0	O0 P0	P0		R0	
Yes on my vacation home/cottage	41%	39%	32%	36%	46%	47%	41%	34%	18%				53%	47%	35%	27%	41%	41%
	213	21	18	7	10	100	53	2	2				45	96	43	29	82	132
	208	21	15	7	10	96	54	2	3				49	88	37	34	93	115
	-			-	-			-	-				o0 P0	o0 P0				
Yes on my rental property	60%	67%	57%	90%	38%	62%	51%	75%	60%		31%	44%	51%	56%	66%	67%	66%	57%
	231	43	36	6	3	101	29	5	5		1	1	25	95	60	51	100	129
	222	45	30	6	3	100	27	5	4		1	1	23	88	54	57	104	116
	-			-	-			-	-		-	-						
Yes on my other property	42%	45%	40%	53%	22%	49%	34%	10%	63%				50%	34%	49%	45%	42%	42%
	137	20	16	5	2	67	21	1	6				24	43	36	35	55	82
	135	21	14	6	2	65	21	1	5				23	40	32	40	61	74
	-			-	-	g0		-	-									
No	14%	13%	14%	8%	13%	16%	12%	16%	14%	14%	10%	15%	4%	2%	7%	33%	12%	16%
	497	60	65	8	16	218	99	11	12	2	5	1	10	17	71	399	197	298
	541	66	68	10	18	235	110	13	13	2	5	1	13	15	62	451	218	322
	-					D0 G0				-		-			N0	M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q6 (NETS): Do you have a mortgage on your properties in Canada? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
No mortgage	14%	13%	14%	8%	13%	16%	12%	16%	14%	14%	10%	15%	4%	2%	7%	33%	12%	16%
	497	60	65	8	16	218	99	11	12	2	5	1	10	17	71	399	197	298
	541	66	68	10	18	235	110	13	13	2	5	1	13	15	62	451	218	322
	-					D0 G0				-		-			N0	M0 N0 O0		Q0
Mortgage on one property	80%	79%	80%	89%	82%	78%	83%	78%	85%	86%	88%	74%	90%	91%	87%	64%	83%	78%
	2833	355	365	81	98	1065	678	55	78	12	42	5	215	902	942	775	1414	1407
	2796	374	320	93	106	1045	665	59	78	12	38	6	237	843	836	880	1497	1288
	-			B0 c0 F0			f0			-		-	P0	O0 P0	P0		R0	

Mortgage on more than one property	5%	7%	6%	3%	4%	6%	5%	5%	1%		2%	11%	5%	7%	7%	3%	5%	6%
	191	32	25	2	5	76	43	4	1		1	1	13	70	71	38	83	106
	184	34	21	3	5	73	41	4	1		1	1	13	65	63	43	86	96
	-	d0 I0	I0			I0	I0					-		P0	P0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q7: Is the mortgage on your Canadian properties in your name only, or you and someone else jointly? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3024	387	390	83	103	1141	721	59	79	12	43	6	227	972	1012	813	1497	1513
Unweighted Total	2980	408	341	96	111	1118	706	63	79	12	39	7	250	908	899	923	1583	1384
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
My name only	34%	37%	36%	35%	35%	33%	34%	27%	31%	28%	25%	31%	36%	38%	31%	33%	29%	39%
	1023	143	141	29	36	372	246	16	25	3	11	2	81	369	309	264	432	586
	986	145	118	33	40	361	236	16	23	3	9	2	77	335	273	301	459	523
	-									-		-		O0 p0				Q0
My name and someone else	61%	58%	59%	60%	53%	62%	62%	69%	64%	67%	72%	57%	44%	57%	66%	65%	65%	57%
	1851	226	231	50	54	709	448	40	50	8	31	3	100	557	663	531	976	868
	1838	243	207	58	58	697	439	44	51	8	29	4	118	529	589	602	1021	810
	-							e0		-	e0	-		M0	M0 N0	M0 N0	R0	
Only someone else	5%	5%	5%	5%	13%	5%	4%	5%	5%	6%	3%	12%	20%	5%	4%	2%	6%	4%
	151	19	19	4	13	60	27	3	4	1	1	1	46	46	40	18	89	59
	156	20	16	5	13	60	31	3	5	1	1	1	55	44	37	20	103	51
	-				) c0 f0 G0 I					-		-	N0 O0 P0	P0	p0		r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q8: Do you have a Home Equity Line of Credit on any of your properties in Canada? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes on my primary residence	56%	54%	48%	37%	41%	58%	64%	48%	53%	48%	34%	49%	57%	49%	50%	67%	51%	61%
	1843	230	208	30	46	724	505	32	42	7	16	3	93	424	524	801	821	1017
	1867	242	192	38	51	731	510	35	42	7	15	4	110	389	460	908	876	986
	-	D0 E0 K0	d0			C0 D0 E0 K0	D0 E0 F0 H		d0 k0	-		-	n0			m0 N0 O0		Q0
Yes on my vacation home/cottage	33%	39%	29%	39%	21%	34%	32%	38%	27%		22%		52%	41%	19%	17%	30%	34%
	169	21	16	8	4	72	41	2	4		1		44	83	23	19	61	109
	165	20	14	8	5	69	42	2	4		1		48	76	20	21	71	94

	-			-	-			-	-		-		O0 P0	O0 P0				
Yes on my rental property	32%	29%	39%	66%	51%	33%	25%	42%	25%				31%	37%	28%	28%	29%	35%
	125	19	25	4	4	54	15	3	2				15	63	25	21	44	79
	118	19	20	4	5	52	13	3	2				14	58	22	24	47	70
	-			-	-			-	-									
Yes on my other property	28%	18%	17%	28%	22%	38%	25%		31%		76%		44%	24%	28%	27%	25%	31%
	92	8	7	3	2	52	16		3		2		21	29	21	21	32	60
	88	8	6	3	2	50	16		2		1		19	27	18	24	35	53
	-			-	-	B0 C0			-		-		n0					
No	39%	41%	47%	54%	52%	37%	32%	48%	44%	52%	63%	51%	32%	43%	47%	31%	45%	34%
	1380	184	212	49	62	496	261	34	40	7	30	4	75	422	512	371	764	607
	1367	198	187	57	67	489	252	36	42	7	28	4	84	403	459	421	802	557
	-	G0	F0 G0	b0 F0 G0	b0 F0 G0	g0		G0	g0	-	0 c0 F0 G0 i	-		M0 P0	M0 n0 P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q8 (NETS): Do you have a Home Equity Line of Credit on any of your properties in Canada? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
No HELOC	39%	41%	47%	54%	52%	37%	32%	48%	44%	52%	63%	51%	32%	43%	47%	31%	45%	34%
	1380	184	212	49	62	496	261	34	40	7	30	4	75	422	512	371	764	607
	1367	198	187	57	67	489	252	36	42	7	28	4	84	403	459	421	802	557
	-	G0	F0 G0	b0 F0 G0	b0 F0 G0	g0		G0	g0	-	0 c0 F0 G0 i	-		M0 P0	M0 n0 P0		R0	
HELOC on one property	59%	57%	51%	42%	47%	61%	66%	52%	56%	48%	32%	49%	64%	54%	51%	68%	54%	64%
	2065	254	233	38	56	830	541	36	51	7	15	3	151	537	554	823	907	1151
	2082	267	214	45	61	832	547	40	50	7	15	4	168	494	487	933	974	1102
	-	D0 K0	k0			C0 D0 E0 K0	D0 E0 f0 h	k0	K0	-		-	N0 O0			N0 O0		Q0
HELOC on more than one property	2%	2%	2%	3%	1%	2%	2%				4%		5%	3%	2%	1%	1%	3%
	75	10	10	3	1	33	18				2		11	29	18	18	23	53
	72	9	8	4	1	32	17				1		11	26	15	20	25	47
	-	H0 I0	H0 I0			e0 H0 I0	H0 I0						o0 p0	p0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q6/Q8: Mortgage/HELOC (NETs) by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811

Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Mortgage only	39%	41%	47%	54%	52%	37%	32%	48%	44%	52%	63%	51%	32%	43%	47%	31%	45%	34%
	1380	184	212	49	62	496	261	34	40	7	30	4	75	422	512	371	764	607
	1367	198	187	57	67	489	252	36	42	7	28	4	84	403	459	421	802	557
	-	G0	F0 G0	b0 F0 G0	b0 F0 G0	g0		G0	g0	-	0 c0 F0 G0	-		M0 P0	M0 n0 P0		R0	
HELOC only	14%	13%	14%	8%	13%	16%	12%	16%	14%	14%	10%	15%	4%	2%	7%	33%	12%	16%
	497	60	65	8	16	218	99	11	12	2	5	1	10	17	71	399	197	298
	541	66	68	10	18	235	110	13	13	2	5	1	13	15	62	451	218	322
	-					D0 G0				-		-			N0	M0 N0 O0		Q0
Both	47%	45%	39%	37%	34%	47%	56%	36%	42%	34%	27%	35%	64%	56%	46%	36%	43%	50%
	1644	203	178	34	41	645	460	25	39	5	13	2	152	550	501	441	733	906
	1613	210	154	39	44	629	454	27	37	5	11	3	166	505	440	502	781	827
	-	e0 k0				0 d0 E0 h0 k	D0 E0 F0 H			-		-	n0 O0 P0	O0 P0	P0			Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q6/Q8: Mortgage/HELOC on: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Only one property	85%	84%	86%	82%	88%	83%	88%	89%	90%	100%	93%	89%	64%	78%	89%	93%	88%	83%
	3005	378	392	74	104	1129	717	63	82	14	45	6	152	768	962	1123	1497	1494
	3023	403	356	88	113	1133	716	68	83	14	42	7	177	720	853	1273	1586	1425
	-						F0		f0	-	b0 d0 f0	-		M0	M0 N0	M0 N0 O0	R0	
More than one property	15%	16%	14%	18%	12%	17%	12%	11%	10%		7%	11%	36%	22%	11%	7%	12%	17%
	516	69	63	16	15	230	102	7	9		3	1	85	221	122	89	197	317
	498	71	53	18	16	220	100	8	9		2	1	86	203	108	101	215	281
	-	k0		k0		G0 i0 k0						-	N0 O0 P0	O0 P0	P0			Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q9: Is the Home Equity Line of Credit on your Canadian properties in your name only, or you and someone else jointly? by Banner#1

		Region											Age				Gender	

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	2141	263	243	41	57	863	559	36	51	7	18	3	162	566	572	841	930	1204
Unweighted Total	2154	276	222	49	62	864	564	40	50	7	16	4	179	520	502	953	999	1149
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
My name only	41%	47%	43%	45%	45%	39%	38%	32%	48%	49%	32%	52%	50%	51%	37%	34%	37%	44%
	869	124	106	19	26	335	213	12	24	3	6	2	82	288	210	289	341	525
	853	125	93	21	28	329	213	12	23	3	4	2	81	259	185	328	368	482
	-	f0 g0								-	-	-	O0 P0	O0 P0				Q0
My name and someone else	57%	50%	56%	51%	47%	58%	60%	64%	52%	41%	68%	48%	39%	46%	61%	65%	60%	55%
	1215	132	136	21	26	501	333	23	27	3	12	2	64	261	348	543	556	657
	1241	143	128	26	30	509	335	26	27	3	12	2	77	244	305	615	591	648
	-					b0	B0			-	-	-			M0 N0	M0 N0	r0	
Only someone else	3%	3%	0%	4%	8%	3%	2%	4%		10%			10%	3%	2%	1%	4%	2%
	56	8	1	2	4	26	13	2		1			17	17	14	9	33	22
	60	8	1	2	4	26	16	2		1			21	17	12	10	40	19
	-	c0 I0			c0 i0	C0 I0	c0 I0			-			N0 O0 P0	p0			r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q10: Today, we would like to understand the financial difficulties that Canadians are facing. Overall, how do you feel about your financial situation right now? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Negative [1-4]	27%	29%	32%	36%	33%	29%	18%	26%	40%	29%	31%	63%	18%	26%	33%	26%	33%	23%
	967	128	147	33	40	394	146	18	37	4	15	4	44	252	359	312	554	408
	972	140	133	39	45	390	145	20	37	4	14	5	53	243	322	354	583	385
	-	G0	G0	G0	G0	G0			b0 f0 G0 h0	-		-		m0	M0 N0 P0	M0	R0	
1 - Very negative	4%	4%	6%	6%	4%	4%	2%	2%	6%	7%	2%		2%	4%	5%	3%	5%	3%
	140	19	29	6	5	58	13	2	6	1	1		5	38	55	41	85	53
	141	22	25	6	6	59	13	2	6	1	1		6	37	51	47	89	50
	-	G0	G0			G0				-					M0		R0	
2	3%	3%	3%	3%	5%	4%	2%	1%	6%		3%	12%	1%	3%	4%	3%	3%	3%
	112	12	12	2	6	54	17	1	6		1	1	2	33	44	33	54	59
	110	13	11	2	7	52	17	1	5		1	1	3	30	39	38	56	54

	-					g0 h0						-		M0	M0	m0		
3	9%	10%	9%	11%	10%	9%	6%	14%	8%	14%	13%	25%	6%	9%	10%	8%	11%	7%
	307	44	42	10	12	126	47	10	7	2	6	2	15	84	109	99	179	127
	311	48	38	12	13	124	47	11	8	2	6	2	20	82	97	112	191	119
	-	g0	g0			G0		g0		-		-					R0	
4	12%	12%	14%	17%	14%	11%	8%	8%	20%	8%	13%	26%	9%	10%	14%	11%	14%	9%
	407	53	65	15	16	156	69	5	18	1	6	2	21	97	151	138	236	170
	410	57	59	19	19	155	68	6	18	1	6	2	24	94	135	157	247	162
	-		G0	g0		g0			f0 G0 h0	-		-			m0 N0		R0	
NET: Neutral [5-7]	42%	42%	39%	42%	44%	43%	43%	48%	35%	43%	50%	26%	56%	45%	41%	39%	43%	42%
	1493	187	178	38	52	585	355	34	31	6	24	2	133	443	444	473	731	755
	1494	197	161	44	55	582	358	36	32	6	21	2	146	417	395	536	784	705
	-									-		-	N0 O0 P0	P0				
5	10%	12%	9%	9%	16%	10%	9%	9%	8%	8%	16%	11%	16%	8%	12%	9%	11%	10%
	357	52	43	8	19	136	77	6	7	1	8	1	39	81	129	109	179	177
	358	54	39	10	20	136	77	7	7	1	6	1	41	77	115	125	193	164
	-									-		-	N0 P0		N0 p0			
6	14%	13%	14%	12%	18%	15%	15%	20%	10%		19%	15%	17%	16%	15%	13%	15%	14%
	509	57	63	11	21	202	122	14	9		9	1	41	153	159	156	247	259
	505	61	57	13	22	198	121	14	10		8	1	43	145	141	176	261	242
	-											-						
7	18%	17%	16%	21%	10%	18%	19%	19%	17%	34%	16%		23%	21%	14%	17%	18%	18%
	626	78	72	19	12	247	157	13	15	5	7		54	209	156	208	305	318
	631	82	65	21	13	248	160	15	15	5	7		62	195	139	235	330	299
	-	e0		e0		E0	E0			-			O0	O0 p0				
NET: 8-10 [Positive]	30%	29%	28%	22%	22%	27%	38%	26%	25%	28%	19%	11%	26%	29%	25%	35%	24%	35%
	1042	129	126	20	26	373	313	18	23	4	9	1	61	287	270	425	399	639
	1038	134	112	23	28	375	309	20	23	4	9	1	64	258	235	481	425	609
	-						D0 E0 F0 h(			-		-		o0		M0 N0 O0		Q0
8	17%	19%	14%	11%	12%	16%	21%	11%	15%	22%	14%		19%	16%	16%	19%	14%	20%
	598	87	65	10	14	216	174	8	13	3	7		44	156	169	228	233	361
	596	90	58	12	17	215	172	9	13	3	7		47	142	148	259	250	343
	-	:0 d0 e0 h0					) D0 E0 F0 h			-						o0		Q0
9	8%	7%	9%	9%	8%	7%	11%	6%	6%	6%		11%	4%	9%	5%	10%	5%	10%
	277	29	40	8	9	90	89	4	5	1		1	11	89	56	121	89	187
	274	30	35	9	8	93	88	4	5	1		1	11	77	49	137	95	178
	-	K0	K0	K0	K0	K0	B0 F0 i0 K0	k0	k0	-		-		M0 O0		M0 O0		Q0
10 - Very positive	5%	3%	5%	2%	2%	5%	6%	9%	5%		5%		3%	4%	4%	6%	5%	5%
	168	13	21	2	3	66	50	6	4		2		6	42	45	75	77	91
	168	14	19	2	3	67	49	7	5		2		6	39	38	85	80	88
	-					b0 d0	B0 D0 e0	d0								M0 n0 o0		
Don't know	1%	1%	1%		1%	1%	1%							1%	1%	0%	1%	0%
	19	3	4		1	7	5							6	11	3	9	9
	17	3	3		1	6	4							5	9	3	9	7
	-					D0 H0 I0 K0	d0 h0 i0 k0							m0	M0 p0			
Mean	6.0	5.9	5.8	5.6	5.5	5.9	6.6	6.1	5.6	5.9	5.6	4.5	6.2	6.1	5.7	6.3	5.7	6.3
Median	6	6	6	6	6	6	7	6	6	7	6	4	6	7	6	7	6	7
Column Comparisons	-					e0	B0 C0 D0 E			-		-	O0	O0		O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q11: How confident are in your ability to manage your personal finances, including budgeting, saving, investing, and debt? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811

Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not confident [1-4]	15%	17%	18%	18%	19%	17%	7%	15%	23%	7%	9%	11%	12%	15%	18%	12%	18%	12%
	521	75	82	16	23	225	61	11	21	1	5	1	29	153	198	141	303	217
	519	82	73	19	26	220	60	12	21	1	4	1	33	148	178	160	318	200
	-	G0	G0	G0	G0	G0			G0 k0	-		-		P0	m0 P0		R0	
1 - Not at all confident	2%	2%	4%	2%	2%	2%	0%	1%	2%	7%	2%		1%	2%	2%	2%	3%	1%
	71	10	17	2	2	34	1	1	2	1	1		3	21	27	20	44	27
	71	11	15	2	2	34	2	1	2	1	1		4	20	24	23	46	25
	-	G0	G0			G0				-							r0	
2	2%	3%	2%	5%	2%	3%	1%	4%	3%				1%	2%	3%	2%	3%	2%
	77	11	9	4	2	35	10	3	3				2	23	31	22	46	31
	78	12	8	5	3	34	10	3	3				2	23	28	25	48	30
	-	K0	K0	k0		g0 K0	K0								m0			
3	4%	7%	5%	3%	5%	5%	3%	5%	6%				3%	4%	6%	4%	5%	4%
	157	30	25	2	6	61	23	4	6				6	42	61	48	91	65
	155	32	22	3	7	60	21	4	6				7	40	54	54	93	61
	-	G0 K0	g0 K0		k0	g0 K0	K0	k0	k0						m0		r0	
4	6%	5%	7%	8%	11%	7%	3%	5%	11%		7%	11%	7%	7%	7%	4%	7%	5%
	217	24	32	8	13	95	27	4	10		3	1	18	68	80	51	123	94
	215	27	28	9	14	92	27	4	10		3	1	20	65	72	58	131	84
	-		G0		G0	G0			g0			-		P0	P0		r0	
NET: Neutral [5-7]	40%	40%	38%	44%	41%	42%	37%	40%	42%	37%	52%	77%	49%	43%	43%	34%	42%	38%
	1413	178	174	40	48	570	302	28	38	5	25	5	115	422	462	414	714	688
	1412	188	156	48	51	564	302	30	38	5	24	6	131	399	413	469	764	639
	-					g0				-		-	P0	P0	P0		r0	
5	10%	11%	10%	8%	11%	11%	6%	11%	14%	15%	20%	11%	10%	10%	11%	9%	11%	9%
	344	48	45	7	13	146	51	8	13	2	10	1	24	97	115	107	180	161
	344	50	42	9	13	144	52	9	13	2	9	1	26	92	105	121	190	152
	-	G0	g0			G0			g0	-	g0	-						
6	12%	11%	9%	19%	13%	14%	11%	12%	11%		13%	27%	17%	12%	14%	10%	13%	12%
	430	50	40	17	16	186	94	8	10		6	2	40	118	148	123	216	209
	429	54	35	21	18	182	93	8	10		6	2	44	114	131	140	231	194
	-			c0		C0						-	P0		P0			
7	18%	18%	19%	17%	16%	18%	19%	17%	17%	22%	19%	40%	22%	21%	18%	15%	19%	18%
	640	80	88	15	19	238	157	12	15	3	9	3	52	207	198	184	318	318
	639	84	79	18	20	238	157	13	15	3	9	3	61	193	177	208	343	293
	-									-		-	p0	P0	p0			
NET: Confident [8-10]	44%	42%	43%	38%	39%	41%	55%	45%	36%	56%	39%	11%	37%	41%	38%	54%	39%	49%
	1562	190	198	34	46	551	451	31	33	8	19	1	88	409	412	653	663	895
	1567	199	179	39	51	557	450	34	33	8	16	1	95	372	360	740	705	858
	-						0 D0 E0 F0			-		-				M0 N0 O0		Q0
8	23%	22%	22%	24%	26%	22%	29%	13%	13%	31%	12%		22%	24%	21%	25%	21%	25%
	813	99	98	21	31	297	235	9	12	4	6		51	239	225	297	355	455
	810	106	89	24	35	295	229	11	12	4	5		56	219	197	338	375	432
	-	h0 i0			h0 i0 k0	h0 i0	C0 F0 H0 I0			-						o0		Q0
9	12%	13%	12%	11%	10%	9%	15%	13%	11%	24%	9%		11%	10%	9%	15%	10%	13%
	408	58	54	10	12	127	121	9	10	3	4		25	101	101	181	172	236
	413	59	49	11	12	130	125	9	10	4	4		27	91	90	205	186	227
	-	f0					F0			-						N0 O0		Q0
10 - Extremely confident	10%	7%	10%	4%	3%	9%	12%	19%	11%		18%	11%	5%	7%	8%	14%	8%	11%
	341	33	46	3	3	127	96	13	10		9	1	12	70	85	174	135	204
	344	34	41	4	4	132	96	14	11		7	1	12	62	73	197	144	199
	-	e0	D0 E0			D0 E0	B0 D0 E0	b0 D0 E0 f0		d0 e0		d0 e0	-			M0 N0 O0		Q0
Don't know	1%	1%	0%		1%	1%	1%						2%	0%	1%	0%	1%	1%
	24	5	1		1	12	5						4	4	11	5	14	11
	23	5	1		1	12	4						4	4	10	5	14	9
	-	d0 h0 i0 k0				D0 H0 I0 K0	d0 h0 i0 k0											

Mean	6.8	6.7	6.7	6.5	6.5	6.7	7.4	7.0	6.4	7.1	7.0	6.5	6.7	6.7	6.5	7.2	6.6	7.1
Median	7	7	7	7	7	7	8	7	7	8	7	7	7	7	7	8	7	7
Column Comparisons	-						B0 C0 D0 E			-		-				M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q12: To what extent, if at all, is the current economic situation (including cost of living, US tariffs, employment rates, etc.) impacting your personal finances? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Negative [1-4]	44%	47%	48%	49%	48%	43%	41%	41%	47%	39%	39%	86%	20%	38%	50%	49%	49%	40%
	1555	211	220	44	58	587	334	29	42	5	19	6	48	378	540	589	829	717
	1574	228	202	53	65	586	334	33	43	5	18	7	65	359	481	669	875	690
	-	g0	g0							-		-		M0	M0 N0	M0 N0	R0	
1 - Negative impact	7%	8%	9%	9%	7%	7%	4%	9%	11%	7%	11%	12%	2%	7%	8%	7%	9%	5%
	243	38	39	8	8	96	31	6	10	1	5	1	6	68	87	81	146	93
	244	41	35	9	9	96	30	7	10	1	5	1	6	66	80	92	150	90
	-	G0	G0			G0			g0	-		-		M0	M0	M0	R0	
2	7%	7%	7%	8%	12%	7%	5%	5%	9%	9%	11%	25%	4%	6%	9%	6%	8%	6%
	240	30	33	7	14	95	40	3	9	1	5	2	10	64	93	73	129	109
	242	33	31	9	17	93	39	4	8	1	5	2	14	62	83	83	136	104
	-				g0	g0				-		-			M0 p0			
3	14%	15%	17%	16%	17%	14%	12%	12%	16%	8%	6%	11%	7%	12%	16%	15%	16%	12%
	494	66	78	14	21	188	100	8	14	1	3	1	16	123	174	180	267	226
	497	70	72	17	23	184	102	9	15	1	3	1	22	116	155	204	282	214
	-	k0	g0 k0		k0					-		-		M0	M0 n0	M0	R0	
4	16%	17%	15%	16%	12%	15%	20%	16%	11%	15%	11%	37%	7%	12%	17%	21%	17%	16%
	579	78	70	15	15	209	163	11	10	2	5	3	16	123	185	255	288	289
	591	84	64	18	16	213	163	13	10	2	5	3	23	115	163	290	307	282
	-						c0 e0 F0 i0			-		-		M0	M0 N0	M0 N0 o0		
NET: Neutral [5-7]	37%	35%	32%	32%	30%	37%	40%	42%	33%	39%	41%	14%	46%	34%	35%	39%	35%	39%
	1297	158	148	29	36	509	331	29	30	5	20	1	109	340	379	469	589	701
	1302	168	136	34	38	511	329	31	30	6	18	1	118	321	333	530	629	668
	-						C0 e0			-		-	N0 O0 p0			n0		q0
5	13%	12%	13%	16%	9%	13%	13%	12%	14%	15%	12%		8%	10%	13%	16%	11%	14%
	452	53	58	14	11	178	109	9	13	2	6		19	97	138	198	190	258
	459	57	51	17	12	182	109	10	13	2	6		23	92	121	223	203	253
	-									-					m0 n0	M0 N0 o0		Q0
6	12%	10%	12%	6%	11%	13%	13%	18%	11%	12%	14%	14%	20%	11%	12%	12%	12%	13%
	432	45	54	6	13	177	105	12	10	2	7	1	47	105	135	144	198	233
	431	48	50	6	15	175	105	13	10	2	6	1	49	100	119	163	211	219
	-					D0	d0	d0		-		-	N0 O0 P0					
7	12%	13%	8%	10%	10%	11%	14%	12%	7%	12%	15%		18%	14%	10%	10%	12%	12%
	413	59	36	9	12	155	117	8	7	2	7		42	138	105	127	201	210
	412	63	35	11	11	154	115	8	7	2	6		46	129	93	144	215	196
	-	c0				c0	C0 i0			-			O0 P0	O0 p0				
NET: Positive [8-10]	17%	16%	17%	14%	19%	17%	17%	14%	17%	23%	18%		32%	24%	13%	11%	14%	20%

	589	70	79	13	23	230	138	10	15	3	9		77	240	141	131	233	356
	566	69	64	15	23	223	137	10	15	3	7		77	214	126	149	252	314
	-									-			n0 O0 P0	O0 P0				Q0
8	10%	11%	10%	7%	12%	11%	11%	5%	9%	23%	9%		20%	15%	8%	7%	9%	12%
	368	47	47	7	15	146	86	4	9	3	5		46	145	90	87	147	221
	354	47	38	7	15	142	86	4	8	3	4		45	129	81	99	159	195
	-					h0				-			O0 P0	O0 P0				Q0
9	4%	3%	5%	6%	5%	4%	5%	4%	2%				8%	7%	3%	2%	3%	5%
	143	13	22	5	6	52	40	3	1				19	67	31	26	54	89
	139	13	19	7	6	50	39	3	2				21	61	27	30	60	79
	-	K0	K0	k0	K0	K0	i0 K0						O0 P0	O0 P0				q0
10 - Positive impact	2%	2%	2%	1%	2%	2%	1%	5%	6%		9%		5%	3%	2%	1%	2%	3%
	77	9	9	1	2	32	11	3	5		4		11	28	20	18	31	46
	73	9	7	1	2	31	12	3	5		3		11	24	18	20	33	40
	-												p0	p0				
Don't know	2%	2%	2%	5%	2%	2%	2%	3%	4%		2%		1%	3%	2%	2%	3%	2%
	80	8	9	5	2	33	17	2	3		1		3	30	23	23	43	37
	79	9	7	4	3	33	16	2	4		1		3	29	21	26	45	34
	-																	
Mean	5.0	4.9	4.8	4.7	4.9	5.0	5.3	5.1	4.7	5.2	5.2	3.3	6.3	5.4	4.7	4.7	4.8	5.3
Median	5	5	5	4	5	5	5	5	5	5	5	4	7	6	4	5	4	5
Column Comparisons	-						B0 C0 d0 f			-		-	N0 O0 P0	O0 P0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q13: The following are financial issues that some people have told us they worry about. Please select all of those that you are personally concerned about by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Death expenses	37%	33%	38%	35%	40%	38%	36%	40%	37%	36%	25%	23%	34%	35%	38%	38%	38%	35%
	1295	149	173	32	47	517	296	28	34	5	12	2	81	345	407	463	652	636
	1294	157	155	39	52	513	298	30	32	5	11	2	87	322	361	524	686	602
	-									-		-					r0	
Leaving dependents in a difficult financial situation should I die prematurely	19%	16%	22%	20%	18%	20%	19%	21%	17%	19%	9%	23%	15%	21%	23%	15%	21%	17%
	681	73	102	18	22	275	152	15	15	3	4	2	36	207	251	187	363	315
	670	76	90	22	24	269	149	16	15	3	4	2	42	193	224	211	373	295
	-		b0 K0			k0	k0			-		-		m0 P0	M0 P0		R0	
Leaving an inheritance for my heirs	21%	21%	20%	13%	26%	22%	20%	22%	20%	8%	11%	12%	18%	17%	21%	24%	22%	19%
	727	94	93	12	31	293	162	16	18	1	5	1	44	170	223	291	370	350
	731	100	84	14	33	293	167	16	17	1	5	1	45	159	197	330	394	332
	-	d0			d0 k0	d0 k0				-		-				N0 o0		
Burdening others with my burial/funeral expenses	14%	12%	14%	16%	18%	15%	12%	19%	18%	9%	15%		13%	13%	15%	15%	16%	13%
	503	55	64	14	21	208	102	13	16	1	7		31	125	162	185	275	228
	506	58	59	18	23	208	103	14	15	1	7		36	115	145	210	290	216
	-									-							R0	
NET: Current expenses	60%	58%	63%	62%	65%	62%	52%	70%	64%	47%	68%	89%	65%	67%	67%	46%	63%	56%
	2099	259	288	56	77	841	426	49	58	7	33	6	155	664	720	560	1068	1022

	2074	274	254	66	84	822	419	53	60	6	29	7	175	621	643	635	1128	938
	-	g0	G0		G0	G0		b0 G0	g0	-	g0	-	P0	P0	P0		R0	
Paying off or reducing credit card debt	32%	28%	33%	33%	36%	34%	25%	42%	35%	47%	51%	52%	30%	32%	39%	26%	34%	29%
	1117	125	151	30	42	464	208	29	32	7	25	4	72	312	421	312	583	530
	1098	132	133	36	48	452	200	32	33	6	22	4	77	292	374	355	605	490
	-		G0		g0	b0 G0		b0 G0		-	) c0 d0 f0 G	-		P0	m0 N0 P0		R0	
Paying my monthly bills, mortgage, rent	40%	41%	43%	43%	49%	42%	32%	46%	42%	24%	52%	60%	41%	44%	45%	33%	46%	35%
	1411	182	197	39	58	572	261	32	38	3	25	4	98	432	482	399	773	630
	1407	194	175	45	62	562	265	35	40	3	21	5	114	409	431	453	817	583
	-	G0	G0	g0	G0	G0		g0		-	g0	-	p0	P0	P0		R0	
Job security/maintaining a steady income	27%	24%	31%	24%	24%	29%	23%	23%	29%	7%	26%	53%	29%	34%	34%	14%	28%	26%
	942	109	142	22	28	394	188	16	26	1	13	4	69	332	365	176	466	468
	910	115	123	26	29	378	180	17	26	1	11	4	79	306	326	199	484	419
	-		b0 G0			b0 G0				-		-	P0	P0	P0			
None of the above	8%	6%	8%	7%	5%	7%	10%	7%	5%	7%	4%		2%	6%	6%	12%	6%	9%
	273	28	37	7	6	99	83	5	5	1	2		5	57	64	147	108	165
	279	31	35	8	6	104	81	6	5	1	2		7	51	55	166	116	163
	-						b0 e0 f0			-				M0	M0	M0 N0 O0		Q0
NET: Saving for future	73%	73%	72%	78%	78%	73%	71%	69%	73%	70%	81%	71%	60%	67%	81%	72%	76%	69%
	2559	327	330	70	93	991	580	48	66	10	39	5	144	666	873	877	1293	1252
	2561	348	297	83	102	982	578	52	67	10	36	6	161	628	778	994	1365	1184
	-									-		-			M0 N0 P0	M0 n0	R0	
Having enough money for a comfortable retirement	57%	56%	61%	63%	61%	56%	56%	64%	51%	55%	57%	60%	37%	51%	67%	57%	63%	51%
	2012	251	277	57	72	768	456	45	47	8	28	4	87	508	726	691	1071	927
	2012	270	248	67	79	758	455	48	48	8	26	5	102	480	648	782	1122	879
	-									-		-		M0	M0 N0 P0	M0 N0	R0	
Paying for a child's schooling/university	21%	18%	24%	18%	31%	24%	15%	24%	16%	16%	27%	11%	23%	26%	33%	6%	24%	18%
	739	82	111	16	36	324	123	17	15	2	13	1	55	259	357	68	399	334
	702	82	94	19	36	309	115	18	14	2	12	1	62	245	318	77	405	292
	-		b0 G0		B0 d0 G0 i0	B0 G0				-		-	P0	P0	M0 N0 P0		R0	
Losing money on my investments	34%	38%	31%	34%	31%	36%	32%	26%	40%	22%	30%	26%	25%	26%	33%	43%	34%	35%
	1200	171	142	31	37	485	261	18	36	3	14	2	60	258	360	522	569	627
	1217	182	129	36	42	487	267	20	36	3	13	2	64	242	319	592	609	605
	-	c0 g0 h0								-		-			m0 N0	M0 N0 O0		
NET: Medical expenses	51%	54%	51%	44%	57%	52%	47%	56%	55%	49%	48%	49%	48%	50%	51%	53%	56%	47%
	1802	242	233	40	67	712	385	39	50	7	23	3	115	496	549	642	948	843
	1808	260	210	48	73	707	386	43	48	7	22	4	126	465	492	725	1003	796
	-	g0			g0	g0				-		-					R0	
Paying for medical expenses in case of illness or injury	22%	26%	23%	16%	22%	22%	18%	25%	22%	21%	21%	38%	18%	19%	22%	24%	24%	20%
	762	118	105	15	26	297	147	18	20	3	10	3	44	193	235	290	402	357
	766	127	95	18	29	298	145	19	20	3	9	3	47	181	211	327	426	338
	-	d0 G0	g0			g0				-		-				m0 n0	R0	
Being able to support myself/family if I am unable to work due to a disabling illness or injury	30%	28%	31%	27%	38%	32%	26%	31%	34%	23%	28%	26%	33%	34%	36%	20%	34%	26%
	1054	126	143	24	45	433	211	22	31	3	14	2	79	340	393	242	574	475
	1033	134	126	29	48	419	206	23	30	3	13	2	87	321	353	272	596	433
	-		g0		b0 g0	G0				-		-	P0	P0	P0		R0	
Paying for long-term care services if I become unable to take care of myself	31%	35%	30%	26%	30%	31%	29%	36%	35%	41%	23%	37%	19%	22%	30%	42%	36%	27%
	1096	156	137	23	35	428	239	26	32	6	11	3	45	217	327	507	606	482
	1115	171	127	28	39	428	243	28	31	6	11	3	46	203	293	573	638	470
	-	g0								-		-			M0 N0	M0 N0 O0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q14: Currently, how often are you able to put money away to help save for your financial concerns? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3248	420	418	84	113	1260	737	65	86	13	46	7	232	932	1019	1065	1586	1646

Unweighted Total	3242	443	374	98	123	1249	735	70	87	13	42	8	256	872	906	1208	1685	1543
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
1 - Never	11%	11%	13%	14%	11%	11%	8%	22%	18%	14%	11%	12%	4%	8%	12%	15%	15%	8%
	361	47	54	12	13	136	62	14	15	2	5	1	9	74	121	157	232	128
	369	53	50	14	15	137	62	15	16	2	4	1	10	72	109	178	242	126
	-		g0					b0 f0 G0	g0	-		-		m0	M0 N0	M0 N0	R0	
2	7%	5%	7%	7%	6%	8%	4%	14%	3%	17%	22%		2%	6%	7%	8%	8%	5%
	220	19	31	6	7	100	33	9	3	2	10		5	54	76	85	128	89
	224	21	28	8	8	101	34	10	3	2	9		6	53	68	97	134	88
	-					B0 G0 i0		b0 g0 i0		-	0 d0 e0 f0 G0 I0			M0	M0	M0	R0	
3	9%	9%	8%	8%	10%	8%	9%	7%	15%	10%	13%	40%	5%	7%	10%	10%	9%	9%
	282	39	32	7	11	101	65	5	13	1	6	3	12	63	105	102	140	140
	282	41	29	9	13	99	64	5	12	1	6	3	13	60	93	116	147	133
	-									-		-			M0 N0	m0 n0		
4	8%	7%	6%	7%	9%	8%	7%	7%	10%	17%	9%	11%	8%	6%	8%	8%	8%	7%
	245	29	26	6	10	104	49	5	9	2	4	1	19	59	86	82	127	116
	245	31	23	7	10	104	49	5	9	2	4	1	19	56	77	93	135	108
	-									-		-						
5	9%	8%	11%	8%	7%	9%	6%	14%	10%		10%		12%	9%	8%	8%	10%	7%
	278	34	46	7	8	118	44	9	8		4		28	81	84	84	156	121
	277	36	43	8	8	115	45	10	9		3		30	78	74	95	165	111
	-		G0			G0											r0	
6	11%	12%	9%	10%	15%	10%	11%	10%	10%		9%		13%	10%	11%	10%	10%	11%
	345	52	37	9	17	131	80	7	9		4		31	97	111	105	162	179
	347	55	32	9	18	130	83	7	9		4		36	92	101	118	174	170
	-																	
7	12%	12%	11%	12%	8%	13%	14%	3%	10%	15%	6%	15%	19%	15%	12%	9%	11%	14%
	405	50	45	10	10	170	104	2	9	2	3	1	43	140	123	98	167	238
	397	52	41	12	10	165	101	2	8	2	3	1	45	131	109	112	178	219
	-	H0	H0	h0		H0 k0	H0 k0			-		-	o0 P0	P0	p0			Q0
8	13%	15%	12%	15%	14%	12%	16%	6%	5%		7%	22%	17%	16%	11%	10%	10%	15%
	417	62	50	13	15	148	116	4	4		3	2	39	152	115	112	166	250
	410	63	43	14	16	145	115	4	5		3	2	46	135	102	127	181	228
	-	H0 I0	i0	i0	i0	i0	f0 H0 I0 k0					-	o0 p0	O0 P0				Q0
9	7%	7%	8%	7%	6%	6%	8%	3%	9%	12%			12%	8%	6%	6%	5%	9%
	228	31	32	6	7	79	61	2	8	2			29	78	58	63	85	143
	224	31	26	6	7	79	63	2	8	2			32	70	51	71	95	129
	-	K0	K0	K0	K0	K0	h0 K0		K0	-			O0 P0	o0 p0				Q0
10 - Most months	13%	12%	15%	10%	12%	12%	15%	14%	9%	7%	14%		7%	14%	13%	13%	12%	13%
	415	50	62	8	13	145	112	9	8	1	6		17	128	133	136	194	219
	408	52	56	10	14	145	106	10	8	1	6		18	119	117	154	200	206
	-						f0			-				M0	M0	M0		
N/A	2%	2%	1%	1%	3%	2%	1%			8%			0%	1%	1%	4%	2%	1%
	53	7	3	1	3	28	11			1			0	6	6	41	30	23
	59	8	3	1	4	29	13			1			1	6	5	47	34	25
	-	H0 I0 K0				c0 H0 I0 K0	H0 I0 K0			-						M0 N0 O0		
Mean	5.8	5.9	5.8	5.5	5.7	5.7	6.3	4.7	5.1	4.7	4.6	4.5	6.5	6.2	5.6	5.4	5.4	6.2
Median	6	6	6	6	6	6	7	5	5	4	4	3	7	7	6	6	5	7
Column Comparisons	-	H0 i0 k0	H0 k0		h0	h0 k0	b0 c0 d0 e			-		-	O0 P0	O0 P0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q15r1: How to effectively manage your money - How knowledgeable are you about each of the following: by Banner#1

		Region												Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not knowledgeable [1-4]	10%	12%	8%	11%	8%	11%	9%	14%	14%	7%	11%	10%	10%	11%	13%	8%	12%	9%
	363	52	36	10	9	152	75	10	13	1	5	1	23	106	135	99	206	155
	361	54	31	12	11	149	73	11	13	1	5	1	24	104	121	112	215	144
	-					c0				-		-		p0	P0		R0	
1 - Not at all knowledgeable	1%	1%	1%	1%	3%	1%	0%	1%	2%		2%		1%	1%	1%	1%	1%	1%
	31	6	3	1	3	12	1	1	2		1		3	14	7	7	21	9
	32	7	3	1	4	12	1	1	2		1		3	14	7	8	23	9
	-	g0				G0											r0	
2	1%	1%	1%	1%	1%	2%	1%	3%	1%				1%	1%	2%	1%	2%	1%
	49	6	3	1	2	23	11	2	1				1	12	22	13	28	20
	47	7	2	1	2	22	10	2	1				1	12	19	15	28	19
	-	K0				c0 K0	K0								m0			
3	3%	4%	2%	6%	4%	3%	3%	2%	4%		2%		4%	4%	4%	2%	4%	3%
	115	18	9	5	4	44	28	2	4		1		10	38	42	25	63	51
	114	18	7	6	5	43	28	2	4		1		10	37	38	29	67	46
	-													p0	p0			
4	5%	5%	5%	3%		5%	4%	8%	7%	7%	6%	10%	4%	4%	6%	4%	6%	4%
	169	21	22	3		73	34	5	6	1	3	1	9	43	64	53	94	74
	168	22	19	4		72	34	6	6	1	3	1	10	41	57	60	97	70
	-	E0	E0			E0	E0	e0	e0	-		-					r0	
NET: Neutral [5-7]	44%	43%	44%	48%	46%	46%	38%	36%	49%	58%	55%	63%	51%	45%	47%	38%	46%	41%
	1539	190	199	43	55	628	315	25	44	8	26	4	122	448	505	464	785	744
	1535	206	179	50	59	620	314	27	44	8	23	5	137	423	449	526	833	694
	-					G0				-	g0	-	P0	P0	P0		R0	
5	10%	9%	12%	7%	15%	11%	7%	6%	17%	15%	11%	11%	11%	11%	12%	8%	12%	8%
	356	41	53	6	18	153	58	5	15	2	5	1	25	105	127	99	208	145
	355	45	48	8	20	149	57	5	16	2	4	1	28	100	114	113	216	136
	-		g0		g0	G0			d0 g0 h0	-		-		p0	P0		R0	
6	12%	12%	14%	17%	11%	12%	12%	13%	12%	8%	23%	25%	16%	12%	15%	10%	14%	11%
	437	55	61	15	13	160	97	9	11	1	11	2	38	119	163	116	229	206
	429	60	54	17	13	155	96	10	11	1	10	2	42	114	142	131	241	187
	-									-		-	p0		P0			
7	21%	21%	19%	24%	20%	23%	20%	17%	20%	35%	22%	27%	25%	23%	20%	21%	21%	22%
	746	94	85	22	24	315	160	12	18	5	10	2	59	223	215	249	348	394
	751	101	77	25	26	316	161	12	17	5	9	2	67	209	193	282	376	371
	-					c0				-		-						
NET: Knowledgeable [8-10]	45%	45%	48%	41%	46%	42%	52%	50%	36%	34%	35%	26%	38%	43%	40%	53%	41%	50%
	1600	201	219	37	55	572	425	35	33	5	17	2	90	428	436	645	693	902
	1606	210	197	43	59	577	425	38	34	5	16	2	100	390	385	731	742	860
	-		f0 i0				0 d0 F0 I0 k			-		-				M0 N0 O0		Q0
8	24%	24%	24%	22%	27%	22%	30%	22%	19%	21%	15%	15%	23%	26%	21%	26%	22%	27%
	856	107	111	20	32	298	246	15	17	3	7	1	55	255	227	318	373	480
	857	113	101	23	33	295	247	17	17	3	7	1	63	233	201	360	402	453
	-						0 c0 F0 i0 K			-		-		o0		O0		Q0
9	11%	12%	13%	14%	11%	9%	12%	13%	4%	13%	9%	11%	10%	10%	9%	15%	10%	12%
	392	55	61	12	13	129	101	9	4	2	4	1	24	94	98	176	169	222
	398	56	56	14	14	134	103	10	4	2	4	1	25	86	87	200	183	215

	-	I0	f0 I0	i0		i0	f0 I0	i0		-		-				m0 N0 O0		q0
10 - Very knowledgeable	10%	9%	10%	5%	8%	11%	10%	15%	14%		11%		5%	8%	10%	12%	9%	11%
	352	39	47	5	10	146	78	11	12		5		11	79	111	150	150	200
	351	41	40	6	12	148	75	11	13		5		12	71	97	171	157	192
	-					d0		d0	d0						M0	M0 N0		q0
N/A	1%	1%	0%	1%		0%	1%		1%				1%	1%	1%	0%	1%	0%
	19	4	2	1		7	5		1				2	6	7	4	10	9
	19	4	2	1		7	4		1				2	6	6	5	11	8
	-	e0 h0 k0				E0 H0 K0	e0 h0 k0											
Mean	7.0	7.0	7.2	6.9	7.0	7.0	7.2	7.1	6.7	6.9	6.8	6.6	6.8	6.9	6.8	7.4	6.8	7.2
Median	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	8	7	8
Column Comparisons	-		i0				b0 F0 i0			-		-				M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q15r2: How to effectively invest your savings - How knowledgeable are you about each of the following: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not knowledgeable [1-4]	19%	20%	18%	23%	21%	19%	18%	30%	27%	38%	25%	36%	15%	20%	24%	16%	26%	13%
	683	89	82	21	25	255	145	21	25	5	12	3	35	201	255	192	435	242
	687	97	73	26	28	252	143	23	26	5	11	3	40	199	230	218	458	224
	-							c0 f0 g0		-		-		m0 P0	M0 P0		R0	
1 - Not at all knowledgeable	3%	2%	3%	3%	6%	3%	3%	6%	10%	7%	4%		1%	3%	4%	3%	5%	2%
	118	10	11	2	7	46	25	5	9	1	2		3	31	47	37	86	32
	120	11	10	3	8	46	25	5	9	1	2		4	31	43	42	91	29
	-								D c0 d0 f0 g	-					M0		R0	
2	3%	4%	5%	2%	1%	3%	2%	6%	3%	15%	5%		1%	4%	4%	2%	4%	2%
	110	16	23	2	2	41	15	4	3	2	2		3	40	40	27	68	40
	109	18	20	2	2	40	16	4	3	2	2		5	39	35	30	71	36
	-		e0 G0							-				M0 p0	m0 p0		R0	
3	5%	5%	4%	8%	3%	6%	5%	11%	6%	9%	12%	11%	5%	6%	6%	4%	7%	4%
	190	21	17	7	4	78	42	8	6	1	6	1	11	64	67	48	119	69
	190	22	16	9	5	76	40	9	6	1	5	1	12	63	60	55	123	65
	-									-		-		p0	p0		R0	
4	8%	9%	7%	11%	10%	7%	8%	7%	8%	6%	4%	25%	7%	7%	9%	7%	10%	6%
	266	42	31	10	12	91	64	5	7	1	2	2	18	67	102	79	163	101
	268	46	27	12	13	90	62	5	8	1	2	2	19	66	92	91	173	94
	-									-		-			n0 p0		R0	
NET: Neutral [5-7]	45%	43%	44%	42%	46%	46%	45%	37%	47%	30%	53%	41%	54%	44%	46%	43%	46%	44%
	1579	192	202	38	55	626	366	26	42	4	25	3	128	438	497	516	771	802
	1577	203	183	44	61	618	369	28	41	4	23	3	144	409	440	584	823	748
	-									-		-	N0 o0 P0					
5	11%	10%	10%	10%	12%	13%	10%	15%	11%	6%	20%	25%	13%	10%	13%	11%	13%	10%
	401	45	45	9	15	173	82	10	10	1	10	2	32	102	137	130	223	176
	402	49	41	11	17	169	83	11	9	1	9	2	37	96	121	148	236	164
	-					g0				-		-					R0	

6	14%	12%	17%	17%	14%	13%	14%	10%	15%		16%		15%	15%	13%	12%	14%	13%
	480	54	79	16	16	173	114	7	14		7		36	152	142	150	243	234
	480	58	71	18	17	173	115	7	14		7		45	141	125	169	257	220
	-		b0 f0											p0				
7	20%	21%	17%	15%	20%	21%	21%	13%	21%	24%	17%	15%	25%	19%	20%	19%	18%	22%
	698	93	78	13	24	279	170	9	19	3	8	1	60	184	219	235	306	392
	695	96	71	15	27	276	171	10	18	3	7	1	62	172	194	267	330	364
	-									-		-	n0					Q0
NET: Knowledgeable [8-10]	33%	35%	35%	30%	31%	33%	36%	31%	22%	32%	22%	24%	29%	34%	28%	38%	26%	40%
	1178	157	159	27	36	445	295	22	20	4	10	2	69	336	307	466	446	728
	1174	163	141	32	37	449	291	23	21	5	10	2	74	302	270	528	477	694
	-	i0	i0			i0	I0 k0			-		-		O0		M0 n0 O0		Q0
8	19%	19%	19%	16%	20%	18%	23%	15%	11%	20%	11%	11%	18%	20%	16%	21%	15%	23%
	667	83	87	14	23	241	188	11	10	3	5	1	42	197	168	260	247	418
	664	88	79	18	22	242	184	12	10	3	5	1	43	178	149	294	265	397
	-	i0	i0			i0	F0 I0 k0			-		-		o0		O0		Q0
9	8%	10%	10%	11%	6%	7%	8%	8%	3%	12%		12%	7%	8%	7%	9%	6%	9%
	277	44	43	10	7	99	62	6	3	2		1	17	79	76	105	109	168
	277	44	37	11	8	101	64	6	3	2		1	21	70	67	119	117	160
	-	I0 K0	I0 K0	i0 K0	K0	i0 K0	i0 K0	K0		-		-						Q0
10 - Very knowledgeable	7%	7%	6%	3%	6%	8%	5%	7%	8%		11%		5%	6%	6%	8%	5%	8%
	234	30	29	2	7	104	44	5	7		5		11	60	62	101	91	142
	233	31	25	3	7	106	43	5	8		5		10	54	54	115	95	137
	-	d0				D0 g0										m0 n0 o0		Q0
N/A	2%	2%	3%	4%	2%	2%	2%	2%	4%				2%	1%	2%	3%	2%	2%
	81	10	12	4	2	33	14	2	4				5	13	24	39	41	39
	83	11	12	4	3	34	13	2	4				5	13	21	44	43	40
	-	K0	K0	k0		K0	K0									N0		
Mean	6.4	6.5	6.4	6.1	6.2	6.4	6.5	5.8	5.8	5.6	5.8	5.7	6.5	6.3	6.1	6.6	5.9	6.8
Median	7	7	7	6	7	7	7	6	6	7	6	5	7	7	6	7	6	7
Column Comparisons	-	i0	i0			i0	h0 i0			-		-	o0	o0		N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q15r3: How to effectively manage your debts - How knowledgeable are you about each of the following: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not knowledgeable [1-4]	11%	13%	9%	11%	12%	12%	10%	12%	14%	23%	11%	22%	13%	13%	14%	7%	13%	9%
	394	59	41	10	15	161	78	8	13	3	5	2	30	130	147	88	227	167
	391	62	35	13	16	158	75	9	13	3	5	2	32	128	131	100	237	153
	-	c0								-		-	p0	P0	P0		R0	
1 - Not at all knowledgeable	1%	1%	0%	1%	3%	1%	1%	1%	3%		2%		1%	1%	1%	1%	1%	1%
	36	6	1	1	3	15	4	1	3		1		3	12	13	8	25	10
	37	7	1	1	4	15	4	1	3		1		3	13	12	9	27	10
	-					c0											R0	
2	1%	1%	1%	4%	1%	2%	1%	4%					1%	1%	2%	1%	2%	1%

	45	6	5	3	1	23	5	3					3	11	17	13	32	13
	46	6	5	4	1	22	5	3					4	12	15	15	33	13
	-	i0 k0	i0 k0			g0 l0 K0	i0 k0										R0	
3	4%	4%	3%	3%	4%	4%	4%	1%	8%		4%	22%	4%	5%	4%	2%	4%	4%
	131	16	13	2	5	48	35	1	7		2	2	11	52	46	22	66	64
	127	17	11	3	5	47	32	1	7		2	2	11	50	41	25	69	57
	-						h0		h0			-		P0	P0			
4	5%	7%	5%	4%	5%	6%	4%	5%	3%	23%	5%		6%	5%	6%	4%	6%	4%
	183	31	21	4	6	75	35	4	3	3	2		14	54	70	45	104	79
	181	32	18	5	6	74	34	4	3	3	2		14	53	63	51	108	73
	-									-					P0		r0	
NET: Neutral [5-7]	40%	38%	43%	43%	43%	43%	33%	38%	42%	37%	52%	40%	50%	41%	44%	33%	42%	37%
	1401	168	197	39	51	579	268	27	39	5	25	3	120	403	475	403	716	674
	1387	177	177	45	57	568	266	29	38	5	22	3	129	377	423	458	755	623
	-		G0	g0	g0	G0				-	g0	-	N0 P0	P0	P0		R0	
5	9%	6%	11%	11%	7%	9%	7%	11%	13%	8%	20%	11%	9%	8%	12%	7%	10%	8%
	313	25	49	10	9	128	61	8	11	1	10	1	21	78	128	87	168	140
	309	27	45	12	9	125	61	9	11	1	8	1	25	72	113	99	177	128
	-		B0			B0				-	b0 g0	-			N0 P0		r0	
6	12%	12%	15%	13%	12%	13%	10%	11%	11%		13%	14%	17%	14%	14%	9%	13%	11%
	430	55	67	12	15	175	80	8	10		6	1	41	135	150	104	219	208
	421	59	59	14	16	172	76	8	10		6	1	43	127	134	117	228	191
	-		g0			g0						-	P0	P0	P0			
7	19%	20%	18%	20%	23%	20%	15%	16%	19%	28%	20%	15%	24%	19%	18%	18%	19%	18%
	658	88	80	18	28	276	126	11	17	4	9	1	58	190	197	213	328	326
	657	91	73	19	32	271	129	12	17	4	8	1	61	178	176	242	350	304
	-					G0				-		-	o0 p0					
NET: Knowledgeable [8-10]	47%	47%	46%	41%	44%	44%	56%	45%	39%	41%	37%	38%	35%	44%	41%	58%	42%	52%
	1661	210	211	37	52	598	460	32	35	6	18	3	83	438	441	698	718	939
	1676	224	191	44	55	606	460	34	36	6	17	3	96	401	389	790	771	901
	-						0 D0 e0 F0			-		-		m0		M0 N0 O0		Q0
8	22%	20%	20%	20%	21%	20%	28%	17%	19%	27%	16%		18%	23%	20%	23%	20%	23%
	770	89	92	18	25	276	229	12	18	4	8		43	227	219	281	343	424
	771	95	84	22	25	276	227	13	18	4	7		51	210	193	317	367	402
	-						) C0 F0 h0 i			-								q0
9	12%	16%	12%	14%	10%	11%	13%	20%	5%	13%	13%	24%	11%	11%	9%	17%	11%	14%
	437	71	55	13	12	147	110	14	5	2	6	2	26	113	92	206	185	252
	446	75	51	15	14	149	112	15	5	2	6	2	27	102	83	234	201	245
	-	F0 l0	i0	i0		i0	l0	f0 l0		-		-		o0		M0 N0 O0		Q0
10 - Very knowledgeable	13%	11%	14%	7%	12%	13%	15%	8%	14%		9%	15%	6%	10%	12%	17%	11%	14%
	455	50	64	6	15	175	121	6	13		4	1	15	99	130	211	190	262
	459	54	56	7	16	181	121	6	13		4	1	18	89	113	239	203	254
	-		d0			d0	D0					-			M0	M0 N0 O0		Q0
N/A	2%	2%	1%	4%	1%	2%	2%	5%	5%				2%	2%	2%	2%	2%	2%
	64	11	7	4	1	21	14	4	4				4	17	20	23	34	31
	67	11	6	4	1	21	15	4	5				6	17	18	26	38	29
	-	K0	k0	k0		K0	K0	k0	k0									
Mean	7.1	7.1	7.2	6.9	7.0	7.0	7.4	7.0	6.7	6.7	6.7	6.7	6.7	7.0	6.8	7.6	6.9	7.3
Median	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	8	7	8
Column Comparisons	-						b0 d0 F0 i0			-		-				M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q15r4: Determining what types of insurance would work best for your family - How knowledgeable are you about each of the following: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811

Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not knowledgeable [1-4]	18%	20%	16%	21%	23%	19%	14%	9%	21%	8%	24%	39%	15%	21%	19%	14%	21%	14%
	619	88	74	19	28	257	112	6	19	1	11	3	36	205	205	173	363	248
	626	96	65	23	30	256	114	7	20	1	11	3	44	199	186	197	387	233
	-	G0 H0	h0	h0	g0 H0	G0 H0			h0	-	h0	-		m0 P0	P0		R0	
1 - Not at all knowledgeable	3%	3%	3%	4%	5%	3%	2%	1%	6%		2%	10%	2%	3%	3%	2%	4%	2%
	98	13	12	3	6	39	16	1	6		1	1	4	30	37	27	64	32
	98	15	10	3	6	39	16	1	6		1	1	4	29	34	31	67	30
	-											-					R0	
2	2%	2%	2%	3%	3%	3%	2%		3%		4%		1%	3%	3%	2%	3%	2%
	87	9	10	2	3	42	17		3		2		3	28	29	27	53	33
	86	10	8	3	3	41	16		3		2		3	27	25	31	54	31
	-	H0	H0			H0	H0										r0	
3	5%	7%	4%	7%	6%	6%	3%	4%	3%	8%	13%	14%	4%	6%	6%	4%	6%	4%
	181	31	19	6	7	78	26	3	3	1	6	1	9	64	60	49	105	77
	186	34	17	8	8	77	28	3	3	1	6	1	13	63	54	56	114	72
	-	G0				G0				-		-		p0			R0	
4	7%	8%	7%	8%	10%	7%	6%	4%	8%		5%	15%	8%	8%	7%	6%	8%	6%
	253	34	34	7	12	98	53	3	8		2	1	20	84	80	69	141	106
	256	37	30	9	13	99	54	3	8		2	1	24	80	73	79	152	100
	-											-		p0			R0	
NET: Neutral [5-7]	45%	44%	43%	48%	36%	45%	46%	51%	47%	51%	55%	37%	48%	46%	48%	40%	46%	44%
	1581	195	195	43	43	614	375	36	42	7	26	3	115	456	520	491	781	796
	1570	206	176	50	48	605	372	38	42	7	23	3	127	427	461	555	823	743
	-					e0	e0	e0		-	e0	-	p0	P0	P0			
5	12%	10%	11%	18%	10%	12%	10%	11%	13%	14%	24%	15%	12%	12%	13%	10%	13%	10%
	406	46	51	16	12	165	80	8	12	2	12	1	28	118	141	119	219	185
	404	50	46	19	13	161	81	9	12	2	10	1	32	112	125	135	231	171
	-			g0						-	b0 g0	-			p0		r0	
6	14%	14%	15%	8%	14%	14%	15%	13%	13%	15%	11%	22%	14%	15%	16%	13%	16%	13%
	504	65	67	7	16	195	123	9	12	2	6	2	33	150	169	152	271	231
	503	68	62	9	17	193	124	9	12	2	5	2	40	141	152	170	286	215
	-	d0	d0			d0	d0			-		-			p0		R0	
7	19%	19%	17%	22%	13%	19%	21%	27%	20%	22%	19%		23%	19%	19%	18%	17%	21%
	671	84	77	20	15	254	172	19	18	3	9		54	188	209	220	291	380
	663	88	68	22	18	251	167	20	18	3	8		55	174	184	250	306	357
	-						e0	e0		-								Q0
NET: Knowledgeable [8-10]	34%	32%	36%	28%	34%	32%	38%	31%	30%	32%	19%	24%	34%	30%	29%	40%	28%	39%
	1185	145	165	26	40	433	311	22	27	5	9	2	80	301	319	484	473	709
	1184	150	149	30	42	437	309	24	27	5	9	2	85	270	280	549	509	673
	-	k0	K0		k0	k0	o0 d0 F0 K0			-		-				N0 O0		Q0
8	19%	21%	19%	17%	19%	17%	21%	14%	19%	25%	14%		19%	17%	18%	21%	15%	22%
	656	94	86	16	22	225	176	10	17	4	7		45	165	190	256	253	401
	652	97	79	18	22	225	173	11	16	4	7		45	148	168	291	273	378
	-	f0					F0			-						N0 o0		Q0
9	7%	6%	8%	6%	8%	7%	8%	9%	4%	7%			12%	6%	5%	10%	7%	8%
	255	28	37	5	9	95	69	6	3	1			28	61	51	116	111	144
	264	30	34	7	11	99	71	7	4	1			31	56	45	132	123	141
	-	K0	K0	k0	K0	K0	i0 K0	K0		-			n0 O0			N0 O0		
10 - Very knowledgeable	8%	5%	9%	5%	7%	8%	8%	8%	8%		5%	24%	3%	8%	7%	9%	6%	9%
	273	22	43	5	9	113	66	6	7		2	2	8	76	78	111	108	164
	268	23	36	5	9	113	65	6	7		2	2	9	66	67	126	113	154
	-		b0			B0	b0					-		M0	m0	M0		Q0
N/A	4%	4%	4%	3%	7%	4%	3%	9%	2%	8%	3%		3%	3%	4%	5%	5%	3%
	136	20	20	3	8	54	21	6	2	1	1		6	26	39	65	77	57

	141	22	19	3	9	55	21	7	3	1	1		7	27	34	73	82	57
	-									-						m0 N0 o0	r0	
Mean	6.5	6.3	6.6	6.1	6.2	6.4	6.7	6.9	6.2	6.6	5.7	5.6	6.6	6.3	6.3	6.8	6.1	6.8
Median	7	7	7	7	6	7	7	7	7	7	6	5	7	7	7	7	6	7
Column Comparisons	-		K0			k0	B0 d0 e0 F	b0 d0 e0 f(		-		-	o0			N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q15r5: How to financially plan for the future - How knowledgeable are you about each of the following: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
1 - Not at all knowledgeable	2%	2%	1%	2%	4%	1%	1%	1%	2%		2%		1%	2%	2%	1%	2%	1%
	57	8	7	2	5	19	11	1	2		1		1	17	23	16	42	14
	57	9	6	2	6	19	11	1	2		1		1	17	21	18	43	14
	-														m0		R0	
2	2%	2%	1%	3%		2%	1%	3%	2%	7%	2%		1%	2%	2%	2%	2%	1%
	63	8	5	3		30	11	2	2	1	1		3	20	22	19	38	23
	62	9	4	3		30	10	2	2	1	1		3	19	19	21	39	21
	-	E0	e0			E0	E0			-							r0	
3	4%	4%	4%	3%	6%	4%	4%	5%	10%	8%			3%	5%	5%	3%	6%	3%
	146	18	20	3	7	51	34	3	9	1			7	45	51	42	94	53
	148	19	18	4	8	51	34	4	9	1			11	44	45	48	100	48
	-	K0	K0		K0	K0	K0		K0	-							R0	
4	6%	7%	5%	7%	5%	6%	6%	7%	5%	16%	6%	10%	4%	7%	8%	4%	7%	6%
	218	32	25	6	5	88	45	5	5	2	3	1	10	67	87	54	115	102
	215	34	22	7	6	86	44	5	5	2	3	1	12	65	77	61	120	94
	-									-		-		p0	m0 P0			
NET: Neutral [5-7]	48%	45%	48%	46%	52%	49%	47%	47%	53%	43%	70%	63%	58%	49%	50%	44%	50%	46%
	1696	203	219	42	62	660	385	33	48	6	34	4	138	488	542	529	849	838
	1688	218	197	48	67	650	384	36	47	6	30	5	149	457	483	599	896	784
	-									-	D0 e0 F0 G(	-	n0 o0 P0	P0	P0		r0	
5	11%	10%	11%	14%	18%	11%	8%	6%	15%		20%	15%	11%	11%	11%	10%	12%	9%
	372	44	49	12	21	149	68	4	13		10	1	26	108	122	116	203	165
	370	47	44	15	24	145	67	5	14		8	1	26	102	110	132	212	154
	-				b0 G0 H0	g0					h0	-					R0	
6	14%	11%	15%	12%	12%	15%	14%	18%	17%	6%	19%	38%	19%	15%	16%	11%	15%	13%
	503	50	67	11	15	205	114	13	16	1	9	3	44	152	171	136	260	240
	495	54	60	13	14	201	113	14	14	1	8	3	47	143	152	153	271	222
	-					b0				-		-	P0	P0	P0			
7	23%	24%	23%	21%	22%	22%	25%	23%	21%	37%	32%	11%	28%	23%	23%	23%	23%	24%
	821	110	103	19	26	306	203	16	19	5	15	1	67	228	248	277	386	433
	823	117	93	20	29	304	204	17	19	5	14	1	76	212	221	314	413	408
	-									-		-						
NET: Knowledgeable [8-10]	37%	39%	38%	34%	32%	36%	40%	37%	25%	25%	17%	26%	32%	35%	32%	43%	31%	42%
	1292	174	174	31	38	487	325	26	23	4	8	2	75	344	346	527	529	759
	1300	181	156	38	41	493	325	28	24	4	8	2	84	314	304	598	573	724

	-	I0 K0	i0 K0	k0	k0	i0 K0	I0 K0	k0		-		-				M0 N0 O0		Q0
8	21%	24%	21%	18%	19%	20%	25%	18%	10%	7%	6%	26%	20%	22%	17%	24%	18%	24%
	740	108	96	17	22	265	205	12	9	1	3	2	47	216	190	288	307	430
	742	112	87	21	23	266	204	14	9	1	3	2	50	198	167	327	333	407
	-	f0 I0 K0	I0 K0	k0	k0	I0 K0	F0 I0 K0			-		-		o0		O0		Q0
9	8%	8%	10%	12%	8%	8%	7%	12%	4%	18%	2%		7%	7%	7%	11%	7%	9%
	288	37	44	11	9	110	61	8	4	3	1		16	70	74	128	116	172
	295	39	39	13	11	113	63	9	4	3	1		20	64	66	145	128	167
	-	K0	i0 K0	i0 K0		K0	k0	k0		-						m0 N0 O0		Q0
10 - Very knowledgeable	8%	6%	8%	3%	6%	8%	7%	7%	11%		9%		5%	6%	8%	9%	6%	9%
	264	29	34	3	7	112	59	5	10		4		12	59	82	111	107	157
	263	30	30	4	7	114	58	5	11		4		14	52	71	126	112	150
	-					d0			d0							m0 N0		Q0
N/A	1%	1%	1%	4%	1%	2%	1%		3%		2%		1%	1%	1%	2%	2%	1%
	49	4	6	4	1	23	8		3		1		2	7	13	26	27	22
	51	4	6	4	1	24	8		3		1		3	7	12	29	30	21
	-	h0	h0	h0		H0	H0									N0		
Mean	6.7	6.7	6.8	6.5	6.4	6.7	6.8	6.7	6.2	6.2	6.3	6.3	6.7	6.6	6.5	7.0	6.4	7.0
Median	7	7	7	7	7	7	7	7	6	7	6	6	7	7	7	7	7	7
Column Comparisons	-		i0				e0 i0			-		-				m0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q15 (Summary Knowledgeable [8-10]): How knowledgeable are you about each of the following by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
How to effectively manage your money	45%	45%	48%	41%	46%	42%	52%	50%	36%	34%	35%	26%	38%	43%	40%	53%	41%	50%
	1600	201	219	37	55	572	425	35	33	5	17	2	90	428	436	645	693	902
	1606	210	197	43	59	577	425	38	34	5	16	2	100	390	385	731	742	860
	-		f0 i0				0 d0 F0 I0 k			-		-				M0 N0 O0		Q0
How to effectively invest your savings	33%	35%	35%	30%	31%	33%	36%	31%	22%	32%	22%	24%	29%	34%	28%	38%	26%	40%
	1178	157	159	27	36	445	295	22	20	4	10	2	69	336	307	466	446	728
	1174	163	141	32	37	449	291	23	21	5	10	2	74	302	270	528	477	694
	-	i0	i0			i0	I0 k0			-		-		O0		M0 n0 O0		Q0
How to effectively manage your debts	47%	47%	46%	41%	44%	44%	56%	45%	39%	41%	37%	38%	35%	44%	41%	58%	42%	52%
	1661	210	211	37	52	598	460	32	35	6	18	3	83	438	441	698	718	939
	1676	224	191	44	55	606	460	34	36	6	17	3	96	401	389	790	771	901
	-						0 D0 e0 F0			-		-		m0		M0 N0 O0		Q0
Determining what types of insurance would work best for your family	34%	32%	36%	28%	34%	32%	38%	31%	30%	32%	19%	24%	34%	30%	29%	40%	28%	39%
	1185	145	165	26	40	433	311	22	27	5	9	2	80	301	319	484	473	709
	1184	150	149	30	42	437	309	24	27	5	9	2	85	270	280	549	509	673
	-	k0	K0		k0	k0	o0 d0 F0 K0			-		-				N0 O0		Q0
How to financially plan for the future	37%	39%	38%	34%	32%	36%	40%	37%	25%	25%	17%	26%	32%	35%	32%	43%	31%	42%
	1292	174	174	31	38	487	325	26	23	4	8	2	75	344	346	527	529	759
	1300	181	156	38	41	493	325	28	24	4	8	2	84	314	304	598	573	724
	-	I0 K0	i0 K0	k0	k0	i0 K0	I0 K0	k0		-		-				M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q16r1: Your mortgage or home equity line of credit payments - With your current household income, how easy or difficult is it to pay the following: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Difficult [1-4]	13%	15%	13%	12%	15%	16%	8%	7%	19%		9%	27%	12%	13%	16%	12%	15%	12%
	469	66	60	11	18	217	69	5	17		4	2	28	133	168	139	253	214
	463	69	53	13	19	213	68	5	17		4	2	28	128	149	158	263	198
	-	G0 h0	g0 h0			G0 H0			g0 h0			-			P0		R0	
1 - Difficult	2%	3%	3%	3%	3%	3%	1%	2%	3%		2%		1%	2%	3%	2%	3%	2%
	80	12	12	2	3	35	9	2	3		1		3	22	27	28	48	30
	80	13	11	2	4	35	9	2	3		1		3	21	25	31	51	27
	-					g0											r0	
2	2%	2%	1%	2%	3%	2%	1%		2%				1%	1%	2%	2%	2%	2%
	61	7	5	2	3	33	10		2				3	12	27	19	33	28
	60	7	4	2	3	33	9		2				3	12	23	22	34	26
	-	H0 K0	h0 k0			c0 g0 H0 K0	H0 K0								n0			
3	4%	3%	4%	4%	5%	4%	2%	1%	7%		2%	15%	4%	4%	4%	3%	4%	3%
	132	15	19	4	5	60	19	1	7		1	1	9	44	44	35	75	57
	131	16	16	5	6	59	20	1	6		1	1	10	42	39	40	78	53
	-					G0 h0						-						
4	6%	7%	5%	4%	5%	7%	4%	3%	6%		5%	12%	5%	6%	6%	5%	6%	5%
	195	31	24	3	5	89	31	2	6		2	1	12	55	70	58	96	99
	192	33	22	4	6	86	30	2	6		2	1	12	53	62	65	100	92
	-	g0				G0						-						
NET: Neutral [5-7]	36%	37%	36%	33%	45%	39%	32%	38%	33%	39%	40%	52%	47%	39%	38%	30%	38%	34%
	1279	164	165	29	54	524	259	26	30	5	19	4	111	387	411	370	651	622
	1279	176	147	35	61	516	260	29	29	5	17	4	125	366	367	421	698	576
	-				G0	G0				-		-	n0 o0 P0	P0	P0		r0	
5	10%	11%	10%	13%	16%	10%	7%	9%	13%	16%	12%	11%	11%	9%	11%	9%	11%	9%
	345	50	46	12	19	136	56	6	12	2	6	1	25	93	118	109	186	156
	348	54	42	14	23	134	55	7	11	2	5	1	28	90	106	124	200	145
	-	g0			G0	G0				-		-					r0	
6	12%	11%	11%	10%	13%	14%	10%	9%	9%	8%	13%	11%	17%	12%	12%	10%	13%	10%
	410	47	51	9	15	184	81	6	8	1	6	1	40	122	129	118	224	184
	413	51	45	11	16	183	83	7	9	1	6	1	48	116	114	135	242	170
	-					G0				-		-	P0				R0	
7	15%	15%	15%	10%	16%	15%	15%	20%	11%	15%	15%	29%	19%	17%	15%	12%	14%	16%
	525	67	69	9	19	203	122	14	10	2	7	2	46	173	164	142	241	282
	518	71	60	10	22	199	122	15	9	2	6	2	49	160	147	162	256	261
	-									-		-	P0	P0	p0			
NET: Easy [8-10]	48%	46%	48%	53%	36%	43%	59%	53%	43%	54%	46%	11%	35%	45%	44%	56%	44%	52%
	1690	206	217	48	42	589	481	37	39	8	22	1	82	448	481	680	744	940
	1694	216	197	55	44	595	476	40	41	8	21	1	92	409	424	769	789	899
	-	e0	e0	e0			0 C0 E0 F0 I	e0		-		-		M0	M0	M0 N0 O0		Q0

8	19%	20%	20%	18%	13%	17%	24%	18%	18%	41%	12%		20%	23%	19%	17%	18%	20%
	681	89	93	17	15	233	194	12	16	6	6		47	225	205	204	309	371
	670	92	82	21	16	229	188	13	17	6	6		54	205	180	231	329	340
	-		e0				E0 F0 k0			-				o0 P0				
9	11%	11%	10%	20%	7%	10%	13%	11%	8%	6%	10%	11%	9%	11%	10%	13%	11%	11%
	383	48	44	18	9	135	109	8	7	1	5	1	22	104	103	155	185	196
	390	50	41	20	10	137	111	8	7	1	4	1	25	96	93	176	198	190
	-			0 c0 E0 f0 i			c0 e0 f0			-		-				o0		
10 - Easy	18%	15%	18%	14%	15%	16%	22%	25%	17%	6%	24%		6%	12%	16%	26%	15%	21%
	626	69	81	13	18	222	177	17	16	1	12		13	119	173	321	250	373
	634	74	74	14	18	229	177	19	17	1	11		13	108	151	362	262	369
	-						B0 F0			-				M0	M0 n0	M0 N0 O0		Q0
Don't know	2%	3%	3%	3%	4%	2%	1%	3%	5%	7%	4%	10%	7%	2%	2%	2%	3%	2%
	83	12	13	2	5	29	11	2	5	1	2	1	16	20	23	23	46	35
	85	13	12	3	5	29	12	2	5	1	2	1	18	20	21	26	51	33
	-									-		-	N0 O0 P0					
Mean	7.1	7.0	7.1	7.1	6.6	6.9	7.6	7.6	6.7	7.3	7.3	5.8	6.7	6.9	6.9	7.5	6.9	7.3
Median	7	7	7	8	7	7	8	8	7	8	7	6	7	7	7	8	7	8
Column Comparisons	-						B0 C0 E0 F	b0 E0 F0 i0		-		-				M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q16r2: Your household bills (i.e., food, utilities, etc.) - With your current household income, how easy or difficult is it to pay the following: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Difficult [1-4]	14%	12%	16%	16%	19%	16%	9%	15%	24%	8%	16%	24%	10%	14%	16%	13%	16%	13%
	503	54	72	14	23	219	77	11	22	1	8	2	25	140	177	161	274	227
	499	58	65	17	24	216	75	12	22	1	7	2	26	133	158	182	285	212
	-		G0		G0	b0 G0			b0 G0	-		-			m0 p0		R0	
1 - Difficult	2%	2%	3%	3%	3%	2%	1%	2%	5%		5%	12%	1%	2%	3%	2%	2%	2%
	75	11	13	2	4	25	10	2	5		2	1	3	20	27	25	41	34
	74	12	11	2	4	26	9	2	5		2	1	2	19	25	28	43	31
	-											-						
2	2%	1%	2%	1%	1%	2%	1%		2%		3%		1%	2%	2%	2%	2%	2%
	63	6	10	1	2	29	11		2		1		2	19	18	24	30	32
	63	7	9	1	2	30	11		2		1		2	18	16	27	31	31
	-	H0	H0			H0	H0											
3	4%	4%	4%	6%	6%	5%	3%	4%	8%		7%		4%	4%	5%	4%	5%	4%
	153	17	19	6	7	66	25	3	7		3		9	43	58	43	86	66
	151	17	17	7	7	65	25	3	7		3		9	40	52	50	89	61
	-					g0									p0		r0	
4	6%	5%	7%	6%	9%	7%	4%	9%	8%	8%	2%	11%	5%	6%	7%	6%	7%	5%
	212	20	31	6	11	98	30	6	8	1	1	1	11	58	74	68	118	95
	211	22	28	7	11	95	30	7	8	1	1	1	13	56	65	77	122	89
	-		g0 k0		k0	b0 G0 k0				-		-					r0	
NET: Neutral [5-7]	37%	39%	38%	34%	44%	39%	32%	33%	31%	33%	46%	55%	49%	42%	40%	28%	39%	35%

	1300	176	174	31	52	527	259	23	28	5	22	4	116	413	437	334	655	637
	1286	185	154	37	58	515	258	25	27	4	19	4	130	387	389	380	696	583
	-	G0	g0		g0	G0				-		-	o0 P0	P0	P0		r0	
5	9%	12%	8%	10%	13%	8%	6%	7%	9%	25%	11%	41%	10%	9%	10%	7%	9%	8%
	301	52	39	9	15	114	48	5	9	3	5	3	23	86	108	84	155	144
	300	55	35	10	17	113	47	5	8	3	4	3	26	81	98	95	166	132
	-	G0			g0	g0				-		-			P0			
6	12%	10%	14%	9%	16%	14%	9%	13%	10%		10%		14%	14%	12%	9%	13%	11%
	416	45	63	8	19	184	74	9	9		5		33	139	132	113	219	195
	414	48	55	10	21	181	74	10	10		5		39	131	115	129	232	180
	-		g0			b0 G0								P0	p0			
7	17%	18%	16%	16%	15%	17%	17%	13%	11%	8%	25%	14%	25%	19%	18%	11%	17%	16%
	583	80	73	14	18	229	136	9	10	1	12	1	60	188	197	137	281	298
	572	82	64	17	20	221	137	10	9	1	10	1	65	175	176	156	298	271
	-									-		-	o0 P0	P0	P0			
NET: Easy [8-10]	48%	48%	45%	50%	37%	44%	58%	50%	44%	59%	36%	22%	39%	43%	42%	59%	44%	52%
	1694	214	207	45	44	604	478	35	40	8	17	2	93	427	460	714	753	935
	1712	227	188	52	47	614	476	38	42	9	17	2	102	395	406	809	806	901
	-	e0		e0			C0 E0 F0 i0			-		-				M0 N0 O0		Q0
8	20%	19%	19%	18%	18%	18%	26%	22%	18%	40%	10%	10%	24%	21%	18%	21%	20%	21%
	713	84	88	16	21	250	210	16	17	6	5	1	58	207	195	253	338	372
	716	90	80	20	22	251	207	17	17	6	5	1	63	192	173	288	364	350
	-						) c0 e0 F0 k			-		-	o0					
9	12%	13%	11%	14%	8%	10%	14%	11%	10%	19%	4%		9%	10%	10%	15%	11%	12%
	407	58	50	13	10	139	117	8	9	3	2		21	98	104	184	190	215
	415	60	46	15	10	143	119	8	9	3	2		24	91	92	208	204	210
	-	k0		k0			e0 F0 K0			-						M0 N0 O0		
10 - Easy	16%	16%	15%	18%	11%	16%	18%	17%	16%		22%	11%	6%	12%	15%	23%	13%	19%
	575	72	69	16	13	215	151	12	15		10	1	14	122	162	277	225	348
	581	77	62	17	15	220	150	13	16		10	1	15	112	141	313	238	341
	-						e0					-		M0	M0	M0 N0 O0		Q0
Don't know	1%	1%	0%			1%	1%	1%	1%		2%		2%	1%	1%	0%	1%	1%
	23	4	2			8	7	1	1		1		4	8	9	3	12	11
	24	4	2			8	7	1	1		1		5	8	8	3	14	10
	-	d0 e0				D0 E0	d0 e0											
Mean	7.1	7.1	6.9	7.1	6.5	6.9	7.5	7.1	6.6	7.0	6.8	5.6	6.9	6.9	6.8	7.4	6.9	7.2
Median	7	7	7	7	7	7	8	8	7	8	7	5	7	7	7	8	7	8
Column Comparisons	-	E0				e0	B0 C0 E0 F			-		-				M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q16r3: Repayment of your debts (excluding mortgage/home equity line of credit) - With your current household income, how easy or difficult is it to pay the following: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Difficult [1-4]	18%	16%	19%	17%	19%	21%	12%	23%	28%	25%	27%	24%	14%	19%	22%	15%	21%	16%
	642	71	85	16	23	286	102	16	25	3	13	2	32	183	242	185	356	282

	636	78	77	19	25	280	99	17	24	3	12	2	37	176	214	209	371	261
	-		G0			b0 G0		g0	b0 G0	-	g0	-		p0	M0 n0 P0		R0	
1 - Difficult	3%	4%	4%	4%	5%	3%	2%	4%	6%		6%		1%	4%	4%	3%	4%	3%
	122	18	19	4	6	47	16	3	6		3		3	35	42	42	71	50
	122	20	17	4	6	47	16	3	6		3		3	34	38	47	75	46
	-		g0			g0								m0	M0	m0	r0	
2	2%	2%	2%	3%	2%	3%	2%	2%	3%		2%	12%	2%	2%	3%	2%	3%	2%
	88	9	11	2	3	41	15	2	3		1	1	4	22	35	27	55	32
	89	9	10	3	3	41	16	2	3		1	1	6	22	30	31	57	31
	-											-					R0	
3	5%	3%	5%	6%	8%	6%	3%	5%	9%	9%	12%		3%	5%	6%	3%	6%	4%
	170	14	21	5	9	78	23	4	8	1	6		8	52	69	42	95	76
	166	15	19	6	10	76	22	4	8	1	5		8	49	62	47	96	70
	-					b0 G0			g0	-				p0	m0 P0			
4	7%	7%	7%	5%	4%	9%	6%	11%	9%	15%	6%	11%	7%	7%	9%	6%	8%	7%
	261	30	33	4	5	119	47	8	8	2	3	1	17	74	96	75	135	124
	259	34	31	6	6	116	45	8	7	2	3	1	20	71	84	84	143	114
	-					e0 G0				-		-			p0			
NET: Neutral [5-7]	37%	39%	36%	42%	42%	38%	32%	37%	30%	29%	44%	55%	46%	40%	39%	30%	38%	35%
	1289	174	165	38	50	518	262	26	27	4	21	4	109	394	422	364	649	634
	1286	185	146	45	57	510	261	28	28	4	18	4	123	371	378	414	693	588
	-	g0			g0	G0				-		-	P0	P0	P0		r0	
5	10%	13%	11%	12%	14%	10%	7%	9%	9%	16%	7%	15%	9%	10%	11%	9%	12%	8%
	347	60	51	11	16	131	58	6	8	2	3	1	22	96	121	108	204	140
	350	64	45	14	19	130	57	7	9	2	2	1	25	93	110	122	217	131
	-	f0 G0	g0		g0	g0				-		-					R0	
6	12%	13%	12%	10%	14%	13%	11%	11%	9%	5%	13%		14%	13%	12%	10%	13%	11%
	422	58	53	9	17	170	91	8	8	1	6		33	133	130	126	224	197
	422	61	48	11	17	170	91	8	9	1	6		38	125	116	143	239	183
	-									-				p0			r0	
7	15%	13%	13%	19%	15%	16%	14%	17%	12%	8%	23%	40%	23%	17%	16%	11%	13%	16%
	520	57	61	17	17	217	113	12	11	1	11	3	55	165	171	130	220	296
	514	60	53	20	21	210	113	13	10	1	10	3	60	153	152	149	237	274
	-									-		-	n0 o0 P0	P0	P0			Q0
NET: Easy [8-10]	43%	42%	44%	40%	33%	39%	53%	38%	40%	46%	28%		36%	39%	36%	54%	38%	48%
	1508	190	200	36	39	527	433	27	36	6	13		85	381	391	652	642	861
	1517	199	181	41	41	535	434	29	37	7	13		90	346	344	737	686	827
	-	k0	e0 k0				d0 E0 F0 h(			-						M0 N0 O0		Q0
8	16%	17%	18%	13%	15%	15%	20%	11%	15%	34%	8%		21%	17%	15%	16%	14%	18%
	579	74	81	12	18	201	164	8	14	5	4		51	173	162	193	243	333
	573	76	71	13	17	201	163	9	14	5	4		55	155	144	219	263	308
	-		k0				d0 F0 h0 K(			-			o0					Q0
9	10%	9%	9%	13%	7%	8%	13%	12%	6%	13%	2%		8%	9%	7%	13%	10%	10%
	339	41	43	11	8	113	107	8	5	2	1		19	86	79	155	166	173
	346	43	40	14	9	115	109	8	5	2	1		20	80	70	176	178	168
	-	k0	k0	k0		k0	0 e0 F0 I0 K	k0		-						m0 N0 O0		
10 - Easy	17%	17%	17%	15%	11%	16%	20%	16%	19%		17%		7%	12%	14%	25%	14%	20%
	590	75	76	13	13	213	162	11	17		8		16	122	150	303	233	355
	598	80	70	14	15	219	162	12	18		8		15	111	130	342	245	351
	-						E0 f0							M0	M0	M0 N0 O0		Q0
Don't know	2%	3%	1%	1%	5%	2%	3%	2%	3%		2%	22%	5%	3%	3%	1%	3%	2%
	83	13	6	1	6	29	22	2	2		1	2	11	31	28	12	48	34
	82	12	5	1	6	28	22	2	3		1	2	13	30	25	14	51	30
	-				c0 d0		d0					-	p0	P0	P0			
Mean	6.8	6.8	6.7	6.7	6.3	6.6	7.3	6.6	6.4	6.4	6.2	5.4	6.7	6.6	6.4	7.2	6.5	7.1
Median	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	8	7	7
Column Comparisons	-						B0 C0 d0 E			-		-				M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q16 (Summary Difficult [1-4]): With your current household income, how easy or difficult is it to pay the following by Banner#1

		Region												Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Your mortgage or home equity line of credit payments	13%	15%	13%	12%	15%	16%	8%	7%	19%		9%	27%	12%	13%	16%	12%	15%	12%
	469	66	60	11	18	217	69	5	17		4	2	28	133	168	139	253	214
	463	69	53	13	19	213	68	5	17		4	2	28	128	149	158	263	198
	-	G0 h0	g0 h0			G0 H0			g0 h0			-			P0		R0	
Your household bills (i.e., food, utilities, etc.)	14%	12%	16%	16%	19%	16%	9%	15%	24%	8%	16%	24%	10%	14%	16%	13%	16%	13%
	503	54	72	14	23	219	77	11	22	1	8	2	25	140	177	161	274	227
	499	58	65	17	24	216	75	12	22	1	7	2	26	133	158	182	285	212
	-		G0		G0	b0 G0			b0 G0	-		-			m0 p0		R0	
Repayment of your debts (excluding mortgage/home equity line of credit)	18%	16%	19%	17%	19%	21%	12%	23%	28%	25%	27%	24%	14%	19%	22%	15%	21%	16%
	642	71	85	16	23	286	102	16	25	3	13	2	32	183	242	185	356	282
	636	78	77	19	25	280	99	17	24	3	12	2	37	176	214	209	371	261
	-		G0			b0 G0		g0	b0 G0	-	g0	-		p0	M0 n0 P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q16 (Summary Easy [8-10]): With your current household income, how easy or difficult is it to pay the following by Banner#1

		Region												Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Your mortgage or home equity line of credit payments	48%	46%	48%	53%	36%	43%	59%	53%	43%	54%	46%	11%	35%	45%	44%	56%	44%	52%
	1690	206	217	48	42	589	481	37	39	8	22	1	82	448	481	680	744	940
	1694	216	197	55	44	595	476	40	41	8	21	1	92	409	424	769	789	899
	-	e0	e0	e0			D C0 E0 F0 I	e0		-		-		M0	M0	M0 N0 O0		Q0
Your household bills (i.e., food, utilities, etc.)	48%	48%	45%	50%	37%	44%	58%	50%	44%	59%	36%	22%	39%	43%	42%	59%	44%	52%
	1694	214	207	45	44	604	478	35	40	8	17	2	93	427	460	714	753	935
	1712	227	188	52	47	614	476	38	42	9	17	2	102	395	406	809	806	901
	-	e0		e0			C0 E0 F0 i0			-		-				M0 N0 O0		Q0
Repayment of your debts (excluding mortgage/home equity line of credit)	43%	42%	44%	40%	33%	39%	53%	38%	40%	46%	28%		36%	39%	36%	54%	38%	48%
	1508	190	200	36	39	527	433	27	36	6	13		85	381	391	652	642	861

	1517	199	181	41	41	535	434	29	37	7	13		90	346	344	737	686	827
	-	k0	e0 k0				d0 E0 F0 h(			-						M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q17: How worried are you that you or a member of your household may lose their job in the next twelve months? Is it: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not worried [1-4]	38%	44%	41%	54%	50%	42%	19%	46%	44%	64%	59%	59%	24%	31%	33%	49%	39%	36%
	1325	196	186	49	59	567	154	32	40	9	28	4	58	308	362	597	669	651
	1365	214	172	59	65	583	154	35	42	9	27	5	65	298	326	676	717	643
	-	G0	G0	c0 f0 G0	G0	G0		G0	G0	-	c0 f0 G0	-		m0	M0	M0 N0 O0	r0	
1 - Not at all worried	19%	24%	22%	31%	25%	21%	7%	22%	25%	43%	25%	35%	6%	13%	14%	31%	20%	18%
	669	108	102	29	29	288	54	15	23	6	12	2	15	124	150	380	343	325
	705	119	98	34	34	303	54	17	25	6	12	3	18	122	135	430	370	334
	-	G0	G0	f0 G0	G0	G0		G0	G0	-	G0	-		M0	M0	M0 N0 O0		
2	5%	7%	4%	9%	8%	6%	2%	5%	8%		15%	10%	3%	4%	5%	6%	5%	5%
	184	32	20	8	9	83	13	4	7		7	1	7	44	56	76	90	93
	188	34	19	10	10	83	14	4	7		6	1	8	43	51	86	95	92
	-	G0	g0	G0	g0	G0			g0		g0	-				m0		
3	7%	8%	8%	7%	10%	8%	4%	13%	5%	6%	9%	14%	7%	8%	7%	6%	7%	7%
	246	35	36	7	12	103	33	9	5	1	4	1	16	76	78	75	111	133
	246	38	31	8	13	103	33	10	4	1	4	1	17	72	71	86	121	123
	-	G0	g0		g0	G0		g0		-		-						
4	6%	5%	6%	6%	8%	7%	7%	6%	6%	15%	9%		8%	7%	7%	5%	7%	6%
	227	21	27	6	9	93	54	4	6	2	5		19	65	78	65	125	101
	226	23	24	7	8	94	53	4	6	2	5		22	61	69	74	131	94
	-									-							r0	
NET: Neutral [5-7]	29%	31%	28%	24%	23%	31%	28%	28%	16%	13%	31%		42%	34%	32%	19%	27%	30%
	1017	140	128	22	28	416	233	20	15	2	15		100	338	349	230	464	545
	991	144	113	24	31	404	225	21	15	2	12		108	314	309	260	490	494
	-	I0	I0			I0	I0			-			n0 O0 P0	P0	P0			
5	8%	7%	9%	9%	8%	8%	7%	9%	4%	8%	14%		11%	8%	10%	5%	8%	8%
	278	30	42	8	9	112	58	7	4	1	7		26	80	109	62	133	141
	269	30	37	9	10	109	57	7	4	1	5		26	75	97	71	139	127
	-									-			P0	P0	P0			
6	9%	8%	8%	6%	6%	10%	9%	11%	2%	5%	5%		11%	11%	10%	6%	9%	8%
	309	38	38	5	7	136	73	7	2	1	2		26	108	108	67	158	149
	307	41	34	6	9	133	71	8	2	1	2		34	103	94	76	168	138
	-	I0	I0			I0	I0	i0		-			p0	P0	P0			
7	12%	16%	10%	9%	9%	12%	12%	8%	10%		12%		20%	15%	12%	8%	10%	14%
	430	73	48	8	11	168	102	6	9		6		47	151	132	100	173	254
	415	73	42	9	12	162	97	6	9		5		48	136	118	113	183	229
	-	) d0 e0 f0 h											O0 P0	P0	P0			Q0
NET: Worried [8-10]	29%	21%	25%	16%	21%	22%	49%	21%	32%	15%	11%	41%	31%	31%	29%	25%	27%	30%
	1008	94	114	14	25	305	403	15	29	2	5	3	73	310	318	307	464	542

	993	98	99	16	24	296	406	16	28	2	5	3	84	281	280	348	493	498
	-	k0	d0 K0			k0	D0 E0 F0 H(		b0 D0 K0	-		-		P0	p0			
8	11%	9%	10%	5%	6%	10%	15%	8%	11%	15%	4%	30%	15%	13%	12%	7%	9%	12%
	378	41	44	5	7	139	120	5	10	2	2	2	36	132	129	81	157	221
	368	44	38	6	7	134	118	6	9	2	2	2	43	121	113	91	171	197
	-					d0 k0	D0 E0 F0 H			-		-	P0	P0	P0			Q0
9	6%	5%	7%	5%	7%	4%	11%	2%	8%				10%	8%	6%	5%	6%	7%
	228	20	32	5	9	60	93	2	7				23	77	67	61	104	123
	220	20	28	5	8	58	92	2	7				23	68	59	70	107	112
	-	K0	h0 K0	k0	K0	K0	:0 d0 F0 H0		K0				p0	p0				
10 - Very worried	11%	7%	8%	5%	7%	8%	23%	11%	13%		7%	11%	6%	10%	11%	14%	12%	11%
	402	32	38	5	9	105	190	7	12		3	1	14	102	123	164	203	198
	405	34	33	5	9	104	196	8	12		3	1	18	92	108	187	215	189
	-						D0 E0 F0 H(					-		m0	M0	M0 n0		
Don't know	5%	4%	6%	6%	6%	5%	4%	5%	7%	7%			3%	3%	5%	7%	6%	4%
	170	17	28	5	7	71	30	3	7	1			7	32	53	79	97	73
	172	18	25	7	9	70	31	4	7	1			6	30	46	90	101	71
	-	K0	K0	k0	K0	K0	K0	k0	K0	-						M0 N0	r0	
Mean	5.4	4.8	5.0	4.1	4.6	5.0	7.0	4.8	5.1	3.4	4.0	4.4	6.1	5.8	5.6	4.7	5.3	5.5
Median	6	5	5	3	4	5	8	5	5	3	4	3	7	6	6	4	5	6
Column Comparisons	-	d0	D0 k0			D0 k0	B0 C0 D0 E		d0	-		-	o0 P0	P0	P0			q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q18: Overall, if one of the main income earners in your household were suddenly unable to work, what would that mean to your household finances? Please choose the statement that best applies. by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Problems	50%	50%	55%	50%	57%	51%	42%	53%	52%	72%	65%	77%	62%	62%	59%	30%	54%	46%
	1761	225	249	45	68	699	344	37	47	10	31	5	146	612	639	364	913	837
	1716	234	218	53	71	677	332	40	48	10	27	6	159	577	569	411	954	753
	-	G0	G0		G0	G0				-	G0	-	P0	P0	P0		R0	
We would have serious problems paying most of our bills	28%	25%	28%	27%	33%	30%	23%	36%	35%	44%	41%	34%	22%	31%	37%	18%	34%	22%
	982	113	128	24	39	407	186	25	32	6	20	2	51	307	402	222	573	402
	962	122	115	28	42	396	174	27	32	6	17	3	57	297	358	250	589	367
	-		g0		g0	b0 G0		g0	g0	-	g0	-		M0 P0	M0 N0 P0		R0	
We would have serious problems paying some of our bills	22%	25%	26%	23%	25%	21%	19%	17%	17%	29%	24%	44%	40%	31%	22%	12%	20%	24%
	779	111	120	21	30	292	158	12	15	4	12	3	95	305	237	142	340	435
	754	112	103	25	29	281	158	13	16	4	10	3	102	280	211	161	365	386
	-	g0	f0 G0 i0							-		-	n0 O0 P0	O0 P0	P0			Q0
We may have to make some changes, but should be able to pay our bills	30%	31%	28%	34%	24%	28%	34%	28%	27%	13%	26%	23%	28%	29%	31%	30%	29%	31%
	1050	138	125	31	28	387	280	19	25	2	12	2	66	282	337	365	488	557
	1048	148	112	35	31	386	274	21	25	2	12	2	76	260	298	414	520	524
	-						c0 e0 F0			-		-						
We would have no problem paying our bills	15%	15%	13%	10%	13%	15%	19%	16%	18%	6%	8%		7%	6%	7%	32%	12%	19%
	545	67	61	9	15	207	154	11	16	1	4		16	61	78	390	203	343
	583	73	60	12	18	221	166	12	16	1	4		17	55	68	443	228	355

	-						c0 D0 f0 k0				-						M0 N0 O0		Q0
Don't know	5%	4%	4%	6%	6%	5%	5%	4%	3%	8%	2%		4%	3%	3%	8%	5%	4%	
	164	17	20	5	7	66	41	3	3	1	1		9	33	29	93	90	73	
	174	19	19	6	9	69	44	3	3	1	1		11	31	26	106	99	74	
	-									-						M0 N0 O0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q19: If you were to lose your primary income, how long could you maintain your current lifestyle without relying on credit? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Less than one month	15%	13%	17%	12%	13%	15%	15%	25%	20%	25%	32%	38%	11%	16%	21%	11%	18%	12%
	537	57	75	11	15	198	123	18	19	3	15	3	25	154	227	131	306	226
	524	61	67	13	18	194	114	19	19	3	13	3	28	148	200	148	316	204
	-							b0 d0 e0 f0		-	c0 d0 e0 f0	-		m0 P0	M0 N0 P0		R0	
One to less than three months	21%	19%	23%	22%	23%	22%	18%	27%	21%	36%	23%		24%	25%	24%	15%	21%	21%
	741	86	107	20	27	303	145	19	19	5	11		56	245	259	181	363	372
	726	89	94	23	29	296	140	20	19	5	11		63	229	230	204	381	340
	-		g0			G0				-			P0	P0	P0			
Three to less than six months	19%	22%	22%	19%	20%	18%	19%	23%	14%	13%	15%	26%	28%	24%	19%	14%	18%	20%
	679	99	98	17	24	245	155	16	13	2	7	2	67	239	209	164	309	369
	664	103	85	19	23	238	153	18	14	2	7	2	73	218	187	186	329	334
	-									-		-	O0 P0	o0 P0	P0			
Six to less than nine months	12%	12%	11%	12%	9%	12%	13%	4%	7%		4%	10%	19%	15%	10%	9%	10%	13%
	406	54	48	11	10	165	105	3	6		2	1	46	149	107	104	176	227
	399	57	43	12	11	162	103	3	6		1	1	47	138	96	118	189	208
	-	H0 k0	h0			H0 k0	H0 k0					-	O0 P0	O0 P0				
Nine months to a year	7%	7%	5%	7%	8%	7%	6%	2%	12%		7%	15%	6%	6%	7%	7%	7%	7%
	231	33	23	6	9	90	52	2	11		3	1	15	63	73	80	111	118
	232	34	20	7	10	91	53	2	11		3	1	18	59	64	91	120	111
	-	h0				h0	h0		h0			-						
More than a year	9%	9%	9%	10%	7%	8%	11%	2%	7%	6%	6%	11%	3%	6%	9%	12%	8%	10%
	306	39	41	9	9	108	87	2	7	1	3	1	7	59	97	143	133	172
	311	42	39	12	10	108	86	2	7	1	3	1	8	56	85	162	140	170
	-	H0	H0	h0		H0	f0 H0			-		-		m0	M0 n0	M0 N0 o0		
Would still be able to pay bills	11%	11%	9%	9%	10%	11%	11%	11%	9%	15%	8%		2%	3%	5%	24%	10%	12%
	381	49	41	8	12	156	93	7	8	2	4		4	31	55	290	161	220
	411	54	40	10	14	168	103	8	8	2	4		4	28	49	330	178	233
	-									-					M0 n0	M0 N0 O0		q0
Don't know	7%	7%	5%	9%	10%	7%	7%	6%	9%	6%	5%		7%	5%	5%	10%	8%	6%
	241	31	21	8	12	93	59	4	8	1	2		17	48	56	119	134	107
	254	34	21	10	14	96	64	4	8	1	2		22	47	50	135	148	106
	-									-						N0 O0	r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q20: How important do you think insurance is to ensure you and your family are taken care of, in the case of an unexpected life event? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not important [1-4]	9%	13%	8%	7%	10%	9%	6%	2%	9%	8%	9%	44%	7%	5%	6%	14%	7%	10%
	304	58	34	6	12	128	48	2	8	1	4	3	17	51	67	169	119	181
	314	63	32	7	14	133	48	2	8	1	3	3	16	46	60	192	131	180
	-	d0 f0 G0 h	h0		h0	G0 H0				-		-				M0 N0 O0		Q0
1 - Not at all important	2%	3%	1%	1%	2%	3%	2%	1%	2%				0%	1%	1%	4%	1%	3%
	72	14	5	1	2	35	13	1	2				1	7	10	54	22	51
	78	15	5	1	3	37	14	1	2				1	7	9	61	24	54
	-	c0 K0	k0			c0 K0	K0									M0 N0 O0		Q0
2	1%	1%	1%		1%	1%	1%			8%	2%			1%	0%	2%	1%	1%
	38	4	5		2	19	5			1	1			5	5	28	17	20
	40	4	6		2	21	5			1	1			5	4	31	19	21
	-		d0 h0 i0			D0 H0 I0	d0 h0 i0			-				m0	m0	M0 N0 O0		
3	2%	4%	2%	3%	3%	3%	2%	1%	1%			29%	3%	2%	2%	3%	2%	3%
	87	16	8	2	3	37	17	1	1			2	6	17	23	40	34	52
	88	18	7	3	3	37	16	1	1			2	6	15	21	46	36	51
	-	K0	K0			K0	K0					-				n0		
4	3%	5%	4%	3%	4%	3%	2%		6%		6%	15%	4%	2%	3%	4%	3%	3%
	107	24	16	3	5	37	13		5		3	1	10	22	28	47	46	58
	108	26	14	3	6	38	13		5		2	1	9	19	26	54	52	54
	-	f0 G0 H0	g0 H0		h0	H0	H0		h0			-				n0		
NET: Neutral [5-7]	38%	38%	36%	39%	38%	42%	34%	33%	39%	44%	32%	24%	40%	38%	40%	37%	38%	38%
	1346	171	163	36	45	571	279	23	36	6	15	2	96	379	429	443	646	694
	1347	183	147	43	50	563	279	24	36	6	14	2	107	357	381	502	691	651
	-					c0 G0				-		-						
5	8%	9%	8%	8%	16%	9%	7%	9%	10%		4%	24%	5%	8%	7%	10%	9%	8%
	296	42	38	8	19	117	54	6	9		2	2	13	83	79	121	148	146
	302	45	36	9	21	116	55	6	10		2	2	14	80	70	138	159	141
	-				c0 f0 G0 k0							-				M0 o0		
6	10%	9%	9%	14%	6%	13%	9%	6%	7%	15%	10%		10%	10%	12%	10%	11%	10%
	369	40	43	13	8	172	76	4	6	2	5		24	94	127	124	189	178
	369	44	40	15	9	170	73	5	6	2	5		26	90	112	141	199	168
	-					0 E0 g0 h0				-								
7	19%	20%	18%	17%	16%	21%	18%	18%	23%	29%	18%		25%	20%	21%	16%	18%	20%
	680	89	81	15	19	282	149	13	21	4	8		59	201	223	197	309	370
	676	94	71	19	20	277	151	13	20	4	7		67	187	199	223	333	342
	-									-			P0	p0	P0			
NET: Important [8-10]	50%	47%	54%	50%	48%	45%	58%	60%	49%	48%	57%	33%	52%	54%	51%	46%	52%	49%
	1773	209	244	45	57	618	476	42	45	7	27	2	124	538	557	555	877	889
	1762	217	217	52	60	616	472	47	45	7	26	3	139	501	493	629	926	830
	-		b0 F0				B0 e0 F0	b0 f0		-		-		P0	P0			
8	24%	24%	22%	26%	22%	23%	27%	22%	21%	26%	16%	11%	31%	28%	23%	19%	22%	25%
	832	110	98	23	26	309	219	16	19	4	8	1	73	274	248	236	374	454
	821	111	88	28	27	304	214	18	19	4	7	1	76	256	220	269	398	420

	-						c0 f0			-		-	o0 P0	o0 P0	p0			q0
9	11%	10%	13%	18%	12%	9%	12%	11%	8%	8%	8%		12%	12%	10%	10%	11%	10%
	370	45	57	17	14	120	99	7	7	1	4		28	115	106	121	182	187
	370	47	50	18	15	120	99	9	7	1	4		32	108	93	137	192	177
	-		f0	b0 f0 i0			f0			-								
10 - Very important	16%	12%	20%	6%	14%	14%	19%	27%	20%	14%	33%	21%	9%	15%	19%	16%	19%	14%
	572	55	89	5	17	190	158	19	18	2	16	2	22	148	204	198	321	248
	571	59	79	6	18	192	159	20	19	2	15	2	31	137	180	223	336	233
	-	d0	B0 D0 f0		d0	D0	B0 D0 F0	B0 D0 e0 f0	D0	-	B0 D0 e0 f0	-		m0	M0 n0	M0	R0	
N/A	3%	2%	3%	4%	4%	3%	2%	4%	3%		3%		0%	2%	3%	4%	3%	3%
	98	10	14	4	5	42	17	3	3		1		1	21	31	45	51	47
	98	11	13	4	5	41	17	3	3		1		1	19	27	51	53	45
	-													m0	M0	M0 n0		
Mean	7.3	7.0	7.5	7.2	7.1	7.1	7.6	7.9	7.4	7.3	7.8	5.7	7.4	7.5	7.5	6.9	7.4	7.2
Median	8	7	8	8	7	7	8	8	8	7	8	5	8	8	8	7	8	8
Column Comparisons	-		B0 F0				B0 e0 F0	B0 d0 E0 F		-	b0 f0	-	P0	P0	P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q21: Do you, or does anyone in your household hold investments (such as mutual funds, stocks, bonds, ETFs, GICs etc.)? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
I do	67%	73%	70%	60%	59%	65%	71%	54%	64%	60%	52%	48%	52%	65%	67%	72%	61%	73%
	2364	326	318	54	70	883	579	38	58	8	25	3	123	643	724	873	1032	1324
	2349	345	285	63	75	876	572	41	56	9	23	4	130	591	640	988	1091	1251
	-	) E0 F0 H0 I	e0 h0 k0				) e0 F0 H0 I			-		-		M0	M0	M0 N0 O0		Q0
Someone in my household does	33%	35%	32%	33%	36%	35%	31%	30%	29%	18%	32%	38%	44%	32%	31%	33%	33%	32%
	1162	157	144	30	43	469	250	21	26	3	15	3	104	314	341	402	565	588
	1178	170	131	35	45	474	252	23	28	3	14	3	122	298	303	455	612	559
	-									-		-	N0 O0 P0					
No	19%	15%	17%	27%	24%	20%	19%	36%	20%	40%	29%	26%	15%	18%	23%	18%	24%	15%
	682	66	78	24	28	268	153	25	19	6	14	2	34	181	245	222	402	277
	685	71	71	29	32	265	150	27	20	5	13	2	39	175	218	253	419	263
	-			b0 c0	b0	b0		) C0 F0 G0		-	b0	-			M0 n0 p0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q22: Do you use a professional financial advisor to help you with any aspects of your finances? by Banner#1

		Region											Age				Gender	

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes	49%	44%	48%	55%	47%	49%	55%	38%	49%	20%	45%	26%	46%	43%	44%	60%	48%	50%
	1731	199	218	50	56	661	451	27	44	3	22	2	108	425	472	726	816	911
	1756	211	199	59	64	670	452	30	46	3	20	2	121	394	418	823	872	880
	-			h0			30 c0 F0 H0			-		-				M0 N0 O0		
No	49%	54%	51%	42%	51%	49%	43%	60%	49%	80%	55%	74%	52%	55%	54%	39%	50%	48%
	1723	241	231	38	60	671	352	42	45	11	26	5	122	540	583	478	843	870
	1703	256	204	45	62	656	350	45	44	11	24	6	135	507	519	542	894	800
	-	d0 G0	g0			G0		d0 G0		-		-	P0	P0	P0			
Don't know	2%	2%	1%	3%	2%	2%	2%	2%	2%				3%	2%	3%	1%	2%	2%
	66	7	6	3	3	28	16	1	2				7	24	28	8	35	30
	62	7	6	2	3	27	14	1	2				7	22	24	9	35	26
	-	K0	k0			K0	K0							P0	P0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q23: What does your financial advisor help you with? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	1731	199	218	50	56	661	451	27	44	3	22	2	108	425	472	726	816	911
Unweighted Total	1756	211	199	59	64	670	452	30	46	3	20	2	121	394	418	823	872	880
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Overall financial planning	55%	58%	49%	46%	59%	56%	55%	38%	63%	30%	56%	43%	46%	50%	54%	59%	52%	57%
	947	115	106	23	33	369	248	10	28	1	12	1	50	213	257	426	421	522
	968	124	96	28	39	376	252	11	29	1	11	1	59	198	228	483	454	511
	-							-		-	-	-				m0 N0		q0
Investments	74%	81%	71%	82%	78%	76%	68%	69%	76%	100%	74%		57%	65%	75%	81%	76%	73%
	1282	162	154	41	43	503	307	19	34	3	16		62	278	357	585	618	663
	1310	173	143	47	51	514	308	21	35	3	15		70	260	317	663	661	648
	-	c0 G0		g0		G0		-		-	-				M0 N0	M0 N0 o0		
Debt consolidation	10%	10%	13%	15%	13%	12%	5%	15%	5%		16%		25%	18%	8%	5%	8%	12%
	175	20	28	8	7	80	24	4	2		3		27	78	37	33	62	112
	166	20	22	9	9	77	21	4	2		2		25	70	33	38	65	100

	-	g0	G0	g0		G0 i0		-			-		O0 P0	O0 P0	p0			Q0
Budgeting – including a plan for savings	12%	15%	14%	12%	11%	14%	6%	9%	8%		4%		25%	21%	9%	6%	9%	14%
	200	31	30	6	6	96	25	2	3		1		28	90	42	40	71	129
	193	30	25	7	6	94	24	3	3		1		27	82	39	45	77	116
	-	G0	G0			G0		-			-		O0 P0	O0 P0	p0			Q0
Retirement planning	44%	46%	46%	41%	45%	46%	41%	44%	37%	30%	41%	57%	27%	32%	52%	48%	45%	43%
	764	91	100	20	25	302	186	12	16	1	9	1	30	136	247	352	370	391
	778	97	93	26	30	305	187	13	16	1	9	1	35	126	218	399	392	384
	-							-		-	-	-			M0 N0	M0 N0		
Insurance	20%	22%	20%	14%	23%	21%	20%	31%	17%		5%		30%	27%	22%	13%	21%	20%
	350	44	43	7	13	135	91	8	8		1		32	116	105	97	169	181
	345	45	36	9	14	134	89	9	8		1		35	106	94	110	178	166
	-							-			-		P0	P0	P0			
Other	2%	1%	3%	5%	2%	2%	1%						2%	2%	2%	1%	2%	1%
	32	2	7	2	1	14	6						2	9	11	9	19	12
	32	2	6	3	1	15	5						3	9	10	10	20	11
	-		i0			I0	i0											
Don't know	1%	2%	2%	2%	2%	1%	1%						1%	2%	1%	1%	2%	1%
	21	4	4	1	1	5	7						1	8	7	6	13	9
	21	4	3	1	1	5	7						1	7	6	7	13	8
	-	i0				i0	i0											

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q24: Which of the following sources do you use to obtain information about managing your finances? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
A financial advisor	42%	37%	39%	48%	42%	41%	49%	30%	40%	21%	38%	11%	34%	37%	39%	51%	41%	43%
	1481	164	177	43	50	562	404	21	37	3	18	1	81	363	425	612	695	780
	1500	174	160	50	56	571	406	23	38	3	18	1	96	335	375	694	741	754
	-			b0 h0		h0	30 C0 F0 H0			-		-				M0 N0 O0		
A financial institution representative	26%	26%	25%	24%	23%	23%	31%	24%	26%	16%	18%	52%	23%	23%	25%	30%	25%	26%
	909	118	115	22	28	315	256	17	24	2	9	4	54	228	267	360	428	477
	914	124	106	27	30	315	257	19	23	2	7	4	59	211	236	408	454	457
	-						c0 F0 k0			-		-				m0 N0 O0		
A licensed insurance agent or broker	10%	11%	11%	7%	10%	11%	10%	7%	13%		11%		18%	12%	10%	7%	10%	10%
	364	47	48	6	12	148	80	5	12		5		42	122	111	90	176	188
	354	49	42	8	13	145	76	5	12		4		41	112	100	101	184	170
	-												O0 P0	P0	p0			
Friends or family who are not financial advisors	22%	25%	23%	20%	19%	24%	17%	15%	17%	20%	25%	11%	28%	28%	23%	14%	26%	18%
	763	112	104	18	22	326	139	11	16	3	12	1	66	281	247	169	435	324
	758	119	91	22	23	321	138	13	16	3	11	1	76	268	222	192	461	294
	-	G0 h0	g0			G0 h0				-		-	P0	O0 P0	P0		R0	
Online sources who are professionals who provide financial advice	16%	17%	21%	7%	12%	18%	13%	12%	11%	18%	11%	39%	22%	20%	18%	10%	14%	18%
	568	77	94	6	14	243	104	9	10	3	5	3	52	197	196	123	238	322
	546	80	82	7	14	234	100	9	9	3	5	3	52	183	172	139	247	292

	-	D0 g0	) e0 G0 h0			D0 G0 i0	d0			-		-	P0	P0	P0			Q0
From social media	10%	13%	7%	3%	13%	11%	7%	13%	11%	8%	7%	39%	25%	15%	8%	3%	9%	10%
	339	57	32	3	15	148	58	9	10	1	3	3	59	151	91	38	154	182
	325	56	29	3	13	142	57	10	8	1	3	3	58	143	81	43	163	159
	-	C0 D0 G0	d0		D0	c0 D0 G0	d0	d0	d0	-		-	N0 O0 P0	O0 P0	P0			
From chat rooms dedicated to financial topics	5%	5%	4%	3%	4%	5%	4%	6%	3%				7%	7%	5%	1%	3%	6%
	162	22	19	2	5	73	36	4	2				17	74	54	18	54	107
	153	21	16	3	4	68	35	4	2				18	68	47	20	57	95
	-	K0	K0		k0	K0	K0	k0					P0	o0 P0	P0			Q0
By looking up topics using a search engine	20%	23%	23%	18%	17%	22%	15%	18%	20%	28%	9%	25%	17%	20%	23%	18%	18%	21%
	700	102	104	16	20	293	124	12	18	4	4	2	40	193	253	214	309	381
	685	108	91	19	20	287	118	14	17	4	5	2	40	181	222	242	321	356
	-	G0 K0	G0 K0			G0 K0				-		-			m0 n0 P0			q0
Through news sites	13%	14%	12%	7%	14%	12%	17%	11%	6%		13%		11%	13%	15%	12%	10%	16%
	461	61	53	6	16	161	143	8	6		6		26	129	160	146	166	291
	453	64	46	7	17	158	141	8	6		6		30	117	140	166	175	275
	-	d0 i0				i0	C0 D0 F0 I0											Q0
Through financial websites	19%	20%	22%	14%	18%	20%	16%	11%	15%	27%	13%	26%	18%	18%	21%	17%	15%	23%
	664	92	102	13	22	276	127	7	14	4	6	2	42	181	233	208	248	409
	649	96	90	15	22	270	124	8	12	4	6	2	44	166	204	235	258	385
	-	g0 h0	d0 G0 H0			G0 H0				-		-			p0			Q0
From a securities regulator's website	3%	4%	2%	1%	4%	4%	2%	2%	4%	8%			6%	4%	3%	2%	2%	4%
	112	18	10	1	5	55	17	1	4	1			14	43	33	23	31	81
	107	19	8	1	4	52	18	1	3	1			13	39	29	26	34	73
	-	d0 K0	K0		k0	c0 D0 g0 K0	K0		k0	-			p0	P0				Q0
Through generative AI tools (such as ChatGPT)	5%	5%	6%	3%	5%	6%	4%	2%	4%	8%	2%	10%	8%	9%	6%	1%	4%	6%
	186	23	29	3	6	82	34	2	4	1	1	1	19	90	63	14	73	109
	173	22	23	3	5	80	32	2	3	1	1	1	21	81	55	16	77	93
	-					k0				-		-	P0	O0 P0	P0			q0
From other online sources	7%	7%	9%	5%	7%	7%	5%	7%	4%	8%	7%		5%	6%	9%	5%	6%	8%
	238	32	42	4	9	101	38	5	4	1	3		13	63	101	63	100	136
	231	34	36	5	10	97	36	5	4	1	3		14	58	88	71	104	125
	-		G0			G0				-					m0 n0 P0			
Other (Please specify)	5%	6%	6%	4%	6%	4%	4%	9%	9%	6%	6%	12%	1%	3%	4%	8%	6%	4%
	172	29	27	4	8	54	31	7	8	1	3	1	2	26	47	98	97	73
	180	31	26	5	9	56	32	7	9	1	3	1	2	26	42	110	103	75
	-	f0 g0								-		-		m0	M0 n0	M0 N0 O0	r0	
NET: Professional	73%	70%	72%	71%	75%	73%	78%	59%	76%	56%	63%	88%	78%	71%	71%	77%	72%	75%
	2579	312	326	64	89	993	641	42	69	8	30	6	184	698	764	933	1212	1354
	2583	330	294	76	97	992	639	45	68	8	27	7	200	648	677	1058	1289	1282
	-		h0		h0	h0	) c0 F0 H0 I		h0	-		-	n0 o0			N0 O0		q0
NET: Not professional	55%	60%	57%	48%	52%	57%	48%	55%	45%	85%	48%	61%	64%	62%	59%	43%	52%	56%
	1920	268	262	44	61	771	394	38	41	12	23	4	152	610	635	523	885	1023
	1893	281	231	51	62	758	390	42	40	12	21	5	167	571	563	592	938	945
	-	d0 G0 i0	G0 i0			G0 i0				-		-	P0	P0	P0			q0
NET: Online sources	48%	50%	52%	39%	42%	49%	43%	50%	42%	70%	43%	50%	58%	53%	51%	38%	42%	52%
	1678	222	238	35	50	670	355	35	38	10	21	4	138	523	554	463	718	947
	1646	232	209	41	49	656	352	38	36	10	19	4	149	486	487	524	761	874
	-	g0	d0 e0 G0			d0 G0				-		-	P0	P0	P0			Q0
NET: Not online sources	75%	73%	73%	81%	77%	75%	80%	63%	71%	49%	73%	63%	77%	75%	71%	79%	78%	73%
	2651	326	333	73	91	1021	652	44	65	7	35	4	183	737	771	960	1319	1322
	2669	347	301	87	100	1024	651	49	66	7	32	5	205	689	686	1089	1402	1258
	-			H0	h0	h0	30 c0 f0 H0			-		-				n0 O0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q25: Approximately how much do you have owing on your primary home mortgage? by Banner#1

		Region						Age				Gender	

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	3024	387	390	83	103	1141	721	59	79	12	43	6	227	972	1012	813	1497	1513
Unweighted Total	2980	408	341	96	111	1118	706	63	79	12	39	7	250	908	899	923	1583	1384
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Mean	221151.4	279381.8	232177.5	203225.1	161478.6	241005.8	181742.1	133465.2	144948.9	168816.4	171013.1	299077.8	135514.0	258061.7	250807.2	164049.1	230309.8	211721.3
Median	162000	215000	180000	134000	140000	175000	150000	105000	100000	180000	150000	260000	40000	210000	200000	110000	179000	150000
Column Comparisons	-	c0 E0 f0 G(	E0 g0 H0 I(			E0 G0 H0 I	H0			-		-		M0 P0	M0 P0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q25 (NETS): Approximately how much do you have owing on your primary home mortgage? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3024	387	390	83	103	1141	721	59	79	12	43	6	227	972	1012	813	1497	1513
Unweighted Total	2980	408	341	96	111	1118	706	63	79	12	39	7	250	908	899	923	1583	1384
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Under $100K	33%	27%	28%	35%	38%	35%	33%	43%	47%	24%	29%	12%	60%	29%	25%	41%	30%	36%
	1000	106	111	29	39	397	239	25	37	3	13	1	136	278	252	334	446	548
	1002	109	97	37	43	389	247	28	37	3	11	1	148	252	221	381	488	509
	-				b0	B0 c0	b0	b0 c0	B0 C0 f0 g0	-		-	N0 O0 P0			N0 O0		Q0
$100K-<$250K	32%	25%	36%	38%	35%	27%	39%	41%	35%	51%	50%	26%	20%	26%	36%	39%	33%	31%
	975	97	142	32	36	307	280	24	28	6	22	2	45	249	366	315	500	474
	964	105	127	35	39	306	269	26	28	6	21	2	53	231	324	356	523	440
	-		B0 F0	b0 f0			B0 F0	b0 f0		-	B0 F0	-			M0 N0	M0 N0		
$250K-<$500K	25%	30%	29%	22%	26%	23%	24%	14%	13%	25%	18%	45%	14%	32%	27%	15%	26%	23%
	744	117	114	18	26	265	171	8	10	3	8	3	32	314	276	122	393	344
	716	121	98	20	27	258	161	8	11	3	6	3	33	297	247	139	406	304
	-	F0 g0 H0 I0	f0 H0 I0		i0	h0 i0	h0 i0			-		-		M0 o0 P0	M0 P0		r0	
$500K-<$750K	7%	12%	4%	2%	1%	11%	3%	2%	4%			17%	5%	9%	9%	4%	8%	7%
	217	48	15	2	1	123	24	1	3			1	10	89	89	29	116	101
	210	51	13	2	1	117	22	1	2			1	11	86	81	32	120	90
	-	) E0 G0 H0	e0 K0			) E0 G0 H0	e0 K0					-		M0 P0	m0 P0			
$750K-<$1MM	2%	3%	0%	1%		3%	0%				3%		0%	3%	2%	1%	2%	2%
	52	11	1	1		34	3				1		1	30	15	5	27	24
	51	12	1	1		33	3				1		1	30	14	6	28	22
	-	) E0 G0 H0				C0 E0 G0 H0								M0 o0 P0				
$1MM+	1%	2%	2%	1%	1%	1%	1%		1%				1%	1%	1%	1%	1%	1%
	37	9	6	1	1	15	4		1				3	13	13	8	16	21

	37	10	5	1	1	15	4		1				4	12	12	9	18	19
	-	g0 H0 K0	h0 k0			H0 K0												
Mean	221151.4	279381.8	232177.5	203225.1	161478.6	241005.8	181742.1	133465.2	144948.9	168816.4	171013.1	299077.8	135514.0	258061.7	250807.2	164049.1	230309.8	211721.3
Median	162000	215000	180000	134000	140000	175000	150000	105000	100000	180000	150000	260000	40000	210000	200000	110000	179000	150000
Column Comparisons	-	c0 E0 f0 G(	E0 g0 H0 I(			E0 G0 H0 I	H0			-		-		M0 P0	M0 P0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q26: How many years do you expect it will take to finish paying off the remaining portion of your primary home mortgage? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3024	387	390	83	103	1141	721	59	79	12	43	6	227	972	1012	813	1497	1513
Unweighted Total	2980	408	341	96	111	1118	706	63	79	12	39	7	250	908	899	923	1583	1384
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
	-					D0 E0 I0 K0								P0	p0			
Will never pay it off	10%	12%	9%	14%	12%	10%	7%	10%	10%		10%	13%	12%	7%	7%	16%	10%	9%
	292	47	35	12	12	117	51	6	8		4	1	26	65	68	133	157	134
	303	50	34	13	15	120	52	6	8		4	1	30	62	61	150	172	130
	-	G0				g0						-	n0 o0			m0 N0 O0		
Don't know	21%	23%	18%	24%	21%	26%	16%	12%	23%	15%	14%	12%	25%	18%	21%	24%	26%	17%
	643	90	72	20	22	291	114	7	18	2	6	1	56	172	216	197	388	252
	649	98	63	24	23	287	120	7	18	2	6	1	65	165	194	225	412	234
	-	G0 h0				C0 G0 H0				-		-	n0			N0	R0	
Mean	13.7	14.2	14.6	12.1	13.6	12.8	14.5	15.3	12.9	13.2	12.5	18.0	10.4	16.4	14.4	9.7	14.8	12.9
Median	15	15	15	10	15	10	15	19	10	15	14	21	8	20	15	8	15	12
Column Comparisons	-	f0	d0 F0				d0 F0	d0 f0		-	-	-		M0 O0 P0	M0 P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q26 (NETS): How many years do you expect it will take to finish paying off the remaining portion of your primary home mortgage? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3024	387	390	83	103	1141	721	59	79	12	43	6	227	972	1012	813	1497	1513
Unweighted Total	2980	408	341	96	111	1118	706	63	79	12	39	7	250	908	899	923	1583	1384
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

Under 5 years	12%	11%	11%	6%	13%	15%	9%	11%	15%	7%	10%	13%	19%	10%	8%	17%	9%	15%
	367	41	44	5	13	172	68	6	12	1	4	1	44	101	83	139	141	224
	365	41	39	7	14	169	70	7	12	1	4	1	44	90	73	158	153	210
	-					b0 D0 G0				-		-	N0 O0			N0 O0		Q0
5-9 years	11%	10%	8%	19%	5%	11%	12%	12%	8%	32%	12%		15%	7%	11%	14%	9%	13%
	326	40	32	15	5	122	89	7	6	4	5		34	68	110	114	135	190
	325	43	27	18	6	120	89	8	6	4	4		37	62	95	131	146	178
	-	e0		c0 E0 i0		E0	c0 E0			-			N0		N0	N0 o0		Q0
10-14	11%	11%	12%	11%	16%	9%	11%	3%	12%		18%		10%	9%	13%	10%	10%	11%
	319	42	46	9	16	106	80	2	9		8		22	88	131	78	145	173
	309	43	39	10	17	103	78	2	10		7		23	80	117	89	152	156
	-	H0	H0	h0	H0	h0	H0				h0				N0 p0			
15-19	11%	10%	12%	13%	12%	8%	15%	17%	10%	17%	19%		5%	11%	14%	9%	10%	12%
	335	39	46	11	12	90	109	10	8	2	8		12	110	142	71	149	183
	321	42	39	12	13	86	101	10	8	2	8		13	102	126	80	154	165
	-		f0				b0 F0			-				M0	M0 P0	m0		
20-24	14%	10%	18%	7%	13%	11%	19%	27%	13%	11%	18%	61%	8%	21%	16%	7%	14%	15%
	432	40	72	5	14	125	137	16	10	1	8	4	18	200	157	57	203	228
	406	42	61	6	13	119	127	17	10	1	6	4	18	184	140	64	207	199
	-		B0 D0 F0				B0 D0 F0	) D0 e0 F0		-		-		M0 O0 P0	M0 P0			
25-29	7%	8%	8%	5%	5%	7%	8%	4%	8%	18%			5%	11%	7%	2%	8%	6%
	212	30	30	4	5	78	54	2	6	2			11	111	74	16	114	98
	204	30	26	5	6	74	52	3	6	2			15	105	66	18	119	85
	-	K0	K0	k0	k0	K0	K0		k0	-				M0 O0 P0	P0			
30+	3%	4%	4%	1%	3%	4%	3%	4%	1%				2%	6%	3%	1%	4%	2%
	99	17	14	1	3	41	19	2	1				4	57	30	7	65	31
	98	19	13	1	4	40	17	3	1				5	58	27	8	68	27
	-	d0 i0 K0	K0			d0 i0 K0	K0							M0 O0 P0	P0		R0	
Will never pay it off	10%	12%	9%	14%	12%	10%	7%	10%	10%		10%	13%	12%	7%	7%	16%	10%	9%
	292	47	35	12	12	117	51	6	8		4	1	26	65	68	133	157	134
	303	50	34	13	15	120	52	6	8		4	1	30	62	61	150	172	130
	-	G0				g0						-	n0 o0			m0 N0 O0		
Don't know	21%	23%	18%	24%	21%	26%	16%	12%	23%	15%	14%	12%	25%	18%	21%	24%	26%	17%
	643	90	72	20	22	291	114	7	18	2	6	1	56	172	216	197	388	252
	649	98	63	24	23	287	120	7	18	2	6	1	65	165	194	225	412	234
	-	G0 h0				C0 G0 H0				-		-	n0			N0	R0	
Mean	13.7	14.2	14.6	12.1	13.6	12.8	14.5	15.3	12.9	13.2	12.5	18.0	10.4	16.4	14.4	9.7	14.8	12.9
Median	15	15	15	10	15	10	15	19	10	15	14	21	8	20	15	8	15	12
Column Comparisons	-	f0	d0 F0				d0 F0	d0 f0		-	-	-		M0 O0 P0	M0 P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q26/Age: When mortgage will be paid? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2089	250	284	52	69	733	556	46	53	10	33	5	145	734	728	482	952	1127
Unweighted Total	2028	260	244	59	73	711	534	50	53	10	29	5	155	681	644	548	999	1020
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

Under 30	4%	3%	4%	4%	1%	7%	3%	3%	4%				48%	3%			3%	5%	
	91	7	11	2	1	53	14	1	2				69	21			28	62	
	92	6	9	3	1	51	19	1	2				74	18			40	51	
	-					B0 c0 E0 G0							N0 O0 P0	O0 P0				Q0	
30-39	8%	9%	8%	2%	9%	11%	5%	2%	9%	7%	6%	18%	30%	17%			5%	11%	
	170	23	23	1	6	78	30	1	5	1	2	1	43	126			51	119	
	159	21	18	1	5	75	31	1	4	1	1	1	44	115			60	99	
	-	D0 H0	d0 h0			D0 G0 H0				-	-	-	N0 O0 P0	O0 P0				Q0	
40-49	13%	10%	19%	24%	14%	12%	12%	11%	12%		29%		19%	26%	7%		13%	14%	
	275	24	53	13	9	89	67	5	6		9		28	193	54		119	155	
	256	23	43	13	8	85	66	5	6		7		32	177	47		128	127	
	-		B0 f0 g0	b0 f0 g0							-		O0 P0	O0 P0	P0				
50-59	27%	23%	26%	31%	34%	25%	31%	38%	19%	55%	36%		3%	40%	35%	4%	29%	26%	
	573	58	75	16	23	182	174	18	10	6	12		4	295	253	20	272	296	
	527	60	61	17	23	169	152	19	10	5	11		5	276	223	23	268	255	
	-						b0 f0 i0	b0 i0		-	-			M0 o0 P0	M0 P0				
60-69	26%	32%	27%	23%	20%	25%	25%	27%	33%	10%	16%	39%		13%	41%	32%	27%	25%	
	544	79	75	12	13	186	141	13	17	1	5	2		92	295	156	261	280	
	529	85	65	14	16	181	129	14	17	1	5	2		89	262	178	266	260	
	-	e0								-	-	-		M0	M0 N0 P0	M0 N0			
70+	21%	24%	17%	17%	23%	20%	23%	20%	25%	29%	14%	43%		1%	17%	63%	23%	19%	
	438	59	47	9	16	146	130	9	13	3	4	2		6	126	305	222	216	
	465	65	48	11	20	150	137	10	14	3	5	2		6	112	347	237	228	
	-	c0					c0			-	-	-		m0	M0 N0	M0 N0 O0	r0		
Mean	58.1	60.2	57.1	57.1	59.4	56.3	59.8	60.4	59.7	61.2	54.6	64.9	32.2	49.0	61.4	74.8	59.9	56.7	
Median	59	61	56	57	58	58	59	58	61	59	55	69	30	50	61	73	60	57	
Column Comparisons	-	c0 F0					c0 F0	f0		-	-	-		M0	M0 N0	M0 N0 O0	R0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q27: Do you currently have for your mortgage? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3024	387	390	83	103	1141	721	59	79	12	43	6	227	972	1012	813	1497	1513
Unweighted Total	2980	408	341	96	111	1118	706	63	79	12	39	7	250	908	899	923	1583	1384
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes	29%	21%	29%	36%	25%	26%	35%	40%	31%	29%	46%	13%	36%	34%	28%	21%	26%	31%
	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
	-		b0	B0 f0			B0 e0 F0	B0 f0		-	B0 c0 e0 f0	-	o0 P0	O0 P0	P0			Q0
No	58%	67%	58%	45%	55%	60%	56%	43%	52%	49%	35%	87%	44%	52%	58%	71%	58%	59%
	1766	259	225	37	57	689	406	25	41	6	15	5	100	504	582	580	865	894
	1756	278	199	43	61	682	401	27	40	6	13	6	111	473	516	656	918	832
	-	e0 f0 G0 H0	d0 h0 K0		k0	D0 H0 K0	d0 h0 K0			-		-		m0	M0 n0	M0 N0 O0		
Don't know	13%	12%	14%	19%	20%	14%	9%	17%	17%	23%	19%		20%	14%	15%	7%	16%	10%
	394	45	53	16	20	160	66	10	14	3	8		46	140	149	59	236	152
	393	48	46	19	21	155	68	11	15	3	7		54	137	134	68	252	136
	-		g0	g0	G0	G0				-			n0 P0	P0	P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28r1: Life – pays out your insured balance in the event of death - Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following: by Banner#1

		Region												Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	94%	91%	94%	97%	93%	95%	93%	95%	100%	100%	89%	100%	96%	95%	92%	94%	93%	95%
	812	76	106	29	24	277	232	22	24	3	18	1	79	312	258	163	367	443
	781	74	90	33	27	266	222	24	24	3	17	1	82	283	229	187	384	395
	-				-			-	-	-	-	-						
Me only	34%	28%	32%	34%	52%	34%	35%	24%	41%	34%	33%	100%	29%	41%	27%	33%	27%	40%
	291	23	36	10	14	98	86	5	10	1	7	1	24	135	75	57	105	184
	275	22	29	11	14	93	82	6	10	1	6	1	24	120	66	65	112	162
	-				-			-	-	-	-	-		O0				Q0
Someone else on the mortgage only	20%	33%	22%	25%	11%	22%	13%	15%	21%		6%		40%	19%	15%	17%	17%	22%
	169	27	25	7	3	64	33	4	5		1		33	63	43	30	68	101
	161	25	21	8	3	62	32	4	5		1		32	57	38	34	74	87
	-	G0			-	G0		-	-		-		N0 O0 P0					
Both me and someone else on the mortgage	41%	31%	41%	39%	31%	39%	46%	57%	37%	66%	50%		27%	35%	50%	44%	49%	34%
	353	26	46	11	8	114	114	13	9	2	10		22	114	140	77	194	158
	345	27	40	14	10	111	108	14	9	2	10		26	106	125	88	198	146
	-				-		b0	-	-	-	-				M0 N0	M0 n0	R0	
Do not have this coverage	6%	9%	6%	3%	7%	5%	7%	5%			11%		4%	5%	8%	6%	7%	5%
	52	7	7	1	2	16	16	1			2		3	16	22	10	29	23
	50	8	6	1	2	15	15	1			2		3	15	20	12	29	21
	-				-			-			-							

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28r2: Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reach a designated maximum benefit (e.g. 24 months) - Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following: by Banner#1

		Region												Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416

Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	80%	82%	82%	71%	79%	79%	81%	76%	84%	66%	69%		95%	84%	80%	65%	79%	80%
	690	68	92	21	21	232	202	18	20	2	14		78	274	225	113	312	375
	660	66	79	25	23	223	190	19	20	2	13		81	251	199	129	326	332
	-				-			-	-	-	-		N0 O0 P0	P0	P0			
Me only	27%	16%	27%	19%	41%	28%	28%	20%	43%		29%		22%	30%	27%	24%	23%	31%
	234	13	31	6	11	83	69	5	10		6		18	97	77	42	90	142
	222	13	26	7	11	79	66	5	10		5		19	88	67	48	95	126
	-				-	b0	b0	-	-		-							q0
Someone else on the mortgage only	16%	28%	17%	30%	13%	15%	15%	11%	12%				37%	18%	11%	12%	14%	18%
	142	23	19	9	3	45	38	3	3				30	61	31	21	57	85
	137	21	16	10	4	44	36	3	3				31	54	28	24	64	73
	-	f0 g0			-			-	-				N0 O0 P0	o0 p0				
Both me and someone else on the mortgage	36%	38%	38%	23%	25%	36%	38%	45%	29%	66%	39%		37%	36%	42%	29%	42%	32%
	313	32	42	7	7	104	95	10	7	2	8		30	116	117	50	165	148
	301	32	37	8	8	100	88	11	7	2	8		31	109	104	57	167	133
	-				-			-	-	-	-				P0		R0	
Do not have this coverage	20%	18%	18%	29%	21%	21%	19%	24%	16%	34%	31%	100%	5%	16%	20%	35%	21%	20%
	174	15	20	9	5	60	47	6	4	1	6	1	4	53	56	61	83	91
	171	16	17	9	6	58	47	6	4	1	6	1	4	47	50	70	87	84
	-				-			-	-	-	-	-		M0	M0	M0 N0 O0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28r3: Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness - Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	81%	84%	87%	73%	73%	82%	78%	80%	75%	66%	73%		93%	87%	79%	65%	77%	83%
	696	70	98	22	19	239	194	19	18	2	15		76	285	222	113	306	387
	664	68	83	26	21	229	183	20	18	2	14		80	258	197	129	319	343
	-		g0		-			-	-	-	-		O0 P0	o0 P0	P0			q0
Me only	28%	27%	27%	31%	32%	28%	27%	20%	48%		23%		28%	31%	26%	24%	23%	32%
	240	22	30	9	8	82	67	5	12		5		23	102	73	42	90	148
	227	20	25	11	9	79	63	5	11		4		24	91	64	48	96	130
	-				-			-	-		-							Q0
Someone else on the mortgage only	17%	25%	17%	23%	13%	20%	12%	8%	12%				37%	19%	10%	13%	14%	19%
	144	21	20	7	4	58	30	2	3				30	62	28	23	54	89
	138	19	17	8	4	56	29	2	3				30	56	26	26	60	78
	-	g0			-	g0		-	-				N0 O0 P0	O0				q0
Both me and someone else on the mortgage	36%	32%	43%	19%	28%	34%	39%	52%	15%	66%	50%		28%	37%	43%	28%	41%	32%
	312	27	48	6	7	98	97	12	4	2	10		23	120	120	48	161	150
	299	29	41	7	8	94	91	13	4	2	10		26	111	107	55	163	135

	-		D0		-		d0	-	-	-	-			p0	m0 P0		r0		
Do not have this coverage	19%	16%	13%	27%	27%	18%	22%	20%	25%	34%	27%	100%	7%	13%	21%	35%	23%	17%	
	168	13	14	8	7	54	54	5	6	1	5	1	6	43	59	61	90	79	
	167	14	13	8	8	52	54	5	6	1	5	1	5	40	52	70	94	73	
	-				-		c0	-	-	-	-	-			M0 n0	M0 N0 O0	r0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28r4: Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behalf, for a time-limited period - Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	66%	68%	75%	53%	61%	74%	57%	66%	52%	66%	62%		95%	79%	54%	48%	61%	71%
	572	57	84	16	16	215	141	15	13	2	12		77	258	153	84	242	330
	544	53	71	18	17	207	135	16	13	2	12		80	233	136	95	255	289
	-		d0 G0		-	d0 G0		-	-	-	-		N0 O0 P0	O0 P0				Q0
Me only	25%	22%	30%	21%	34%	28%	21%	24%	24%		23%		23%	33%	19%	21%	19%	31%
	218	18	34	6	9	82	53	5	6		5		19	109	53	37	76	142
	205	17	28	7	9	77	51	6	6		4		19	97	47	42	80	125
	-				-			-	-		-			O0 P0				Q0
Someone else on the mortgage only	14%	21%	15%	14%	12%	15%	12%	8%	8%		4%		35%	17%	8%	9%	11%	16%
	119	18	16	4	3	43	30	2	2		1		29	54	21	15	45	74
	114	16	14	5	3	42	29	2	2		1		29	49	19	17	50	64
	-				-			-	-		-		N0 O0 P0	O0 P0				
Both me and someone else on the mortgage	27%	25%	30%	18%	15%	31%	24%	35%	20%	66%	35%		37%	29%	28%	19%	31%	24%
	235	20	34	5	4	90	59	8	5	2	7		30	94	79	32	122	113
	225	20	29	6	5	88	55	8	5	2	7		32	87	70	36	125	100
	-				-			-	-	-	-		P0	P0	p0		r0	
Do not have this coverage	34%	32%	25%	47%	39%	26%	43%	34%	48%	34%	38%	100%	5%	21%	46%	52%	39%	29%
	292	26	28	14	10	77	107	8	12	1	8	1	4	70	128	90	153	136
	287	29	25	16	12	74	102	9	11	1	7	1	5	65	113	104	158	127
	-			c0 f0	-		C0 F0	-	-	-	-	-		M0	M0 N0	M0 N0	R0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28 (Summary Coverage): Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466

Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	94%	91%	94%	97%	93%	95%	93%	95%	100%	100%	89%	100%	96%	95%	92%	94%	93%	95%
	812	76	106	29	24	277	232	22	24	3	18	1	79	312	258	163	367	443
	781	74	90	33	27	266	222	24	24	3	17	1	82	283	229	187	384	395
	-				-			-	-	-	-	-						
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	80%	82%	82%	71%	79%	79%	81%	76%	84%	66%	69%		95%	84%	80%	65%	79%	80%
	690	68	92	21	21	232	202	18	20	2	14		78	274	225	113	312	375
	660	66	79	25	23	223	190	19	20	2	13		81	251	199	129	326	332
	-				-			-	-	-	-		N0 O0 P0	P0	P0			
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	81%	84%	87%	73%	73%	82%	78%	80%	75%	66%	73%		93%	87%	79%	65%	77%	83%
	696	70	98	22	19	239	194	19	18	2	15		76	285	222	113	306	387
	664	68	83	26	21	229	183	20	18	2	14		80	258	197	129	319	343
	-		g0		-			-	-	-	-		O0 P0	o0 P0	P0			q0
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	66%	68%	75%	53%	61%	74%	57%	66%	52%	66%	62%		95%	79%	54%	48%	61%	71%
	572	57	84	16	16	215	141	15	13	2	12		77	258	153	84	242	330
	544	53	71	18	17	207	135	16	13	2	12		80	233	136	95	255	289
	-		d0 G0		-	d0 G0		-	-	-	-		N0 O0 P0	O0 P0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28 (Summary Me Only): Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	34%	28%	32%	34%	52%	34%	35%	24%	41%	34%	33%	100%	29%	41%	27%	33%	27%	40%
	291	23	36	10	14	98	86	5	10	1	7	1	24	135	75	57	105	184
	275	22	29	11	14	93	82	6	10	1	6	1	24	120	66	65	112	162
	-				-			-	-	-	-	-		O0				Q0
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	27%	16%	27%	19%	41%	28%	28%	20%	43%		29%		22%	30%	27%	24%	23%	31%
	234	13	31	6	11	83	69	5	10		6		18	97	77	42	90	142
	222	13	26	7	11	79	66	5	10		5		19	88	67	48	95	126
	-				-	b0	b0	-	-		-							q0
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	28%	27%	27%	31%	32%	28%	27%	20%	48%		23%		28%	31%	26%	24%	23%	32%
	240	22	30	9	8	82	67	5	12		5		23	102	73	42	90	148
	227	20	25	11	9	79	63	5	11		4		24	91	64	48	96	130
	-				-			-	-		-							Q0
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	25%	22%	30%	21%	34%	28%	21%	24%	24%		23%		23%	33%	19%	21%	19%	31%
	218	18	34	6	9	82	53	5	6		5		19	109	53	37	76	142

	205	17	28	7	9	77	51	6	6		4		19	97	47	42	80	125
	-				-			-	-		-			OO P0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28 (Summary Someone Else on the Mortgage Only): Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	20%	33%	22%	25%	11%	22%	13%	15%	21%		6%		40%	19%	15%	17%	17%	22%
	169	27	25	7	3	64	33	4	5		1		33	63	43	30	68	101
	161	25	21	8	3	62	32	4	5		1		32	57	38	34	74	87
	-	G0			-	G0		-	-		-		N0 OO P0					
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	16%	28%	17%	30%	13%	15%	15%	11%	12%				37%	18%	11%	12%	14%	18%
	142	23	19	9	3	45	38	3	3				30	61	31	21	57	85
	137	21	16	10	4	44	36	3	3				31	54	28	24	64	73
	-	f0 g0			-			-	-				N0 OO P0	o0 p0				
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	17%	25%	17%	23%	13%	20%	12%	8%	12%				37%	19%	10%	13%	14%	19%
	144	21	20	7	4	58	30	2	3				30	62	28	23	54	89
	138	19	17	8	4	56	29	2	3				30	56	26	26	60	78
	-	g0			-	g0		-	-				N0 OO P0	OO				q0
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	14%	21%	15%	14%	12%	15%	12%	8%	8%		4%		35%	17%	8%	9%	11%	16%
	119	18	16	4	3	43	30	2	2		1		29	54	21	15	45	74
	114	16	14	5	3	42	29	2	2		1		29	49	19	17	50	64
	-				-			-	-		-		N0 OO P0	OO P0				

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28 (Summary Both Me and Someone Else on the Mortgage): Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

Life – pays out your insured balance in the event of death	41%	31%	41%	39%	31%	39%	46%	57%	37%	66%	50%		27%	35%	50%	44%	49%	34%
	353	26	46	11	8	114	114	13	9	2	10		22	114	140	77	194	158
	345	27	40	14	10	111	108	14	9	2	10		26	106	125	88	198	146
	-				-		b0	-	-	-	-				M0 N0	M0 n0	R0	
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	36%	38%	38%	23%	25%	36%	38%	45%	29%	66%	39%		37%	36%	42%	29%	42%	32%
	313	32	42	7	7	104	95	10	7	2	8		30	116	117	50	165	148
	301	32	37	8	8	100	88	11	7	2	8		31	109	104	57	167	133
	-				-			-	-	-	-				P0		R0	
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	36%	32%	43%	19%	28%	34%	39%	52%	15%	66%	50%		28%	37%	43%	28%	41%	32%
	312	27	48	6	7	98	97	12	4	2	10		23	120	120	48	161	150
	299	29	41	7	8	94	91	13	4	2	10		26	111	107	55	163	135
	-		D0		-		d0	-	-	-	-			p0	m0 P0		r0	
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	27%	25%	30%	18%	15%	31%	24%	35%	20%	66%	35%		37%	29%	28%	19%	31%	24%
	235	20	34	5	4	90	59	8	5	2	7		30	94	79	32	122	113
	225	20	29	6	5	88	55	8	5	2	7		32	87	70	36	125	100
	-				-			-	-	-	-		P0	P0	p0		r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28 (Summary Do Not Have This Coverage): Does the Credit Protect Insurance cover you or someone else on your mortgage for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	864	83	113	30	26	292	249	23	24	3	20	1	82	328	281	174	396	466
Unweighted Total	831	82	96	34	29	281	237	25	24	3	19	1	85	298	249	199	413	416
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	6%	9%	6%	3%	7%	5%	7%	5%			11%		4%	5%	8%	6%	7%	5%
	52	7	7	1	2	16	16	1			2		3	16	22	10	29	23
	50	8	6	1	2	15	15	1			2		3	15	20	12	29	21
	-				-			-			-							
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	20%	18%	18%	29%	21%	21%	19%	24%	16%	34%	31%	100%	5%	16%	20%	35%	21%	20%
	174	15	20	9	5	60	47	6	4	1	6	1	4	53	56	61	83	91
	171	16	17	9	6	58	47	6	4	1	6	1	4	47	50	70	87	84
	-				-			-	-	-	-	-		M0	M0	M0 N0 O0		
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	19%	16%	13%	27%	27%	18%	22%	20%	25%	34%	27%	100%	7%	13%	21%	35%	23%	17%
	168	13	14	8	7	54	54	5	6	1	5	1	6	43	59	61	90	79
	167	14	13	8	8	52	54	5	6	1	5	1	5	40	52	70	94	73
	-				-		c0	-	-	-	-	-			M0 n0	M0 N0 O0	r0	
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	34%	32%	25%	47%	39%	26%	43%	34%	48%	34%	38%	100%	5%	21%	46%	52%	39%	29%
	292	26	28	14	10	77	107	8	12	1	8	1	4	70	128	90	153	136
	287	29	25	16	12	74	102	9	11	1	7	1	5	65	113	104	158	127
	-			c0 f0	-		C0 F0	-	-	-	-	-		M0	M0 N0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q29: If the/one of the main income earners in your household were unable to work, how confident are you that you would be able to pay your mortgage payments? by Banner#1

		Region												Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3024	387	390	83	103	1141	721	59	79	12	43	6	227	972	1012	813	1497	1513
Unweighted Total	2980	408	341	96	111	1118	706	63	79	12	39	7	250	908	899	923	1583	1384
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not confident [1-4]	26%	26%	30%	25%	33%	28%	19%	38%	36%	47%	37%	43%	22%	25%	33%	22%	32%	21%
	801	99	118	20	34	319	136	22	28	6	16	3	49	247	329	175	476	319
	788	107	104	24	37	310	132	23	28	6	14	3	56	241	293	198	493	289
	-	g0	G0		G0	G0		G0	G0	-	g0	-			M0 N0 P0		R0	
1 - Not at all Confident	8%	8%	8%	8%	11%	11%	4%	13%	12%	8%	14%	13%	4%	8%	10%	8%	11%	6%
	255	33	32	6	12	120	27	7	9	1	6	1	8	80	102	65	166	87
	254	35	30	7	13	118	26	8	9	1	6	1	9	81	91	73	170	82
	-	G0	G0		g0	G0		g0	g0	-		-		M0	M0	M0	R0	
2	4%	2%	6%	4%	4%	4%	4%	6%	4%	7%	8%		4%	4%	6%	3%	5%	3%
	128	9	23	3	4	49	28	4	3	1	3		10	36	57	25	74	50
	128	10	20	4	5	49	30	4	3	1	2		14	35	50	29	80	45
	-		b0							-					P0		r0	
3	6%	6%	5%	9%	9%	6%	6%	16%	9%		15%		7%	6%	8%	5%	7%	6%
	192	24	21	7	9	67	41	9	7		6		16	57	80	38	98	94
	187	26	18	9	9	64	39	9	7		6		18	55	71	43	102	85
	-							b0 c0 f0 g0							P0			
4	7%	9%	11%	4%	9%	7%	5%	3%	11%	32%		30%	6%	8%	9%	6%	9%	6%
	226	34	41	3	10	82	39	2	9	4		2	15	73	90	47	138	87
	219	36	36	4	10	79	37	2	9	4		2	15	70	81	53	141	77
	-	h0 K0	l0 G0 H0 K(	k0	K0	K0	K0		K0	-		-			p0		R0	
NET: Neutral [5-7]	35%	38%	36%	41%	31%	36%	35%	27%	25%	27%	37%	30%	41%	39%	37%	28%	34%	37%
	1070	146	139	34	32	411	251	16	19	3	16	2	92	374	373	231	512	555
	1045	152	120	40	35	398	244	18	19	3	14	2	102	347	333	263	544	498
	-	i0		i0		i0				-		-	P0	P0	P0			
5	9%	9%	8%	11%	10%	9%	7%	8%	8%	8%	9%		8%	8%	9%	8%	9%	8%
	258	37	32	9	10	100	54	4	7	1	4		17	81	94	67	138	119
	256	38	28	10	11	99	54	5	7	1	3		20	76	84	76	147	108
	-									-								
6	12%	12%	13%	14%	9%	12%	10%	8%	9%	19%	20%	30%	14%	13%	13%	9%	12%	11%
	353	47	50	12	10	138	73	4	7	2	9	2	32	124	127	70	182	171
	346	50	44	13	10	132	73	5	7	2	8	2	37	116	113	80	192	154
	-									-		-	p0	P0	P0			
7	15%	16%	15%	17%	13%	15%	17%	12%	7%		7%		19%	17%	15%	12%	13%	17%
	459	62	57	14	13	173	125	7	5		3		43	169	152	94	192	265
	443	64	48	17	14	167	117	8	5		3		45	155	136	107	205	236
	-	l0	i0	i0		l0	l0 k0						P0	P0	p0			Q0
NET: Confident [8-10]	33%	29%	29%	28%	28%	31%	41%	28%	34%	25%	24%	28%	29%	31%	26%	44%	28%	37%
	986	114	113	23	29	354	294	17	27	3	11	2	67	304	259	356	419	565
	982	118	99	27	32	353	292	18	28	3	10	2	73	277	227	405	450	530
	-						) D0 E0 F0 I			-		-		O0		M0 N0 O0		Q0
8	15%	12%	14%	10%	11%	15%	20%	12%	11%	18%	7%		18%	16%	13%	15%	13%	17%
	454	48	53	8	11	168	146	7	8	2	3		41	160	134	119	198	256
	447	50	47	10	13	164	142	8	8	2	3		45	148	118	136	211	236
	-						) D0 E0 F0 i			-								Q0
9	7%	8%	6%	9%	9%	5%	8%	6%	6%	7%	4%	13%	9%	8%	3%	8%	5%	8%

	203	31	24	8	9	60	58	4	5	1	2	1	21	82	33	68	78	126
	201	31	20	9	9	60	59	4	5	1	2	1	22	73	29	77	86	115
	-						f0			-		-	O0	O0		O0		Q0
10 - Very Confident	11%	9%	9%	9%	8%	11%	13%	10%	18%		13%	14%	3%	6%	9%	21%	10%	12%
	328	35	36	7	8	126	90	6	14		6	1	6	62	91	169	143	183
	334	37	32	8	10	129	91	6	15		5	1	6	56	80	192	153	179
	-								b0 e0			-		M0	M0 n0	M0 N0 O0		q0
Don't know	6%	7%	5%	6%	7%	5%	5%	7%	5%		2%		8%	5%	5%	6%	6%	5%
	167	28	21	5	7	58	39	4	4		1		19	46	51	51	90	74
	165	31	18	5	7	57	38	4	4		1		19	43	46	57	96	67
	-	k0																
Mean	6.1	6.0	5.9	6.0	5.6	5.9	6.7	5.4	5.8	5.2	5.3	5.7	6.2	6.0	5.6	6.7	5.7	6.5
Median	7	6	6	6	6	6	7	6	6	5	6	6	7	7	6	7	6	7
Column Comparisons	-						B0 C0 d0 E			-		-	O0	O0		M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q30: Approximately how much do you have owing on your ? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2141	263	243	41	57	863	559	36	51	7	18	3	162	566	572	841	930	1204
Unweighted Total	2154	276	222	49	62	864	564	40	50	7	16	4	179	520	502	953	999	1149
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
	-																	
Mean	53637.6	54376.3	32954.0	53858.9	60063.0	59582.4	58891.0	21137.1	23005.1	20597.5	17761.7	51047.6	41972.8	75689.2	56206.2	39282.3	59306.4	48925.9
Median	8000	5000	5000	20000	3000	8000	10000	8000	3000	15000	10000	5000	3738	10000	10000	3000	10000	6000
Column Comparisons	-	c0 H0 I0		h0 i0		C0 H0 I0	C0 H0 I0			-	-	-		M0 o0 P0	P0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q31: How many years do you expect it will take to pay off your ? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2141	263	243	41	57	863	559	36	51	7	18	3	162	566	572	841	930	1204
Unweighted Total	2154	276	222	49	62	864	564	40	50	7	16	4	179	520	502	953	999	1149
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

	5				1	1	2		1					2	2	1	3	2
	-																	
Will never pay it off	7%	8%	7%	5%	6%	8%	5%	13%	8%		7%	23%	11%	8%	5%	7%	8%	7%
	158	22	17	2	4	72	30	5	4		1	1	18	48	29	63	72	86
	161	22	17	3	4	73	31	5	4		1	1	20	45	26	70	79	82
	-					g0					-	-	o0	o0				
Don't know	30%	30%	28%	38%	33%	31%	30%	33%	36%		13%		29%	27%	31%	33%	38%	25%
	651	80	69	16	19	266	169	12	18		2		47	152	178	274	351	298
	664	87	65	18	21	269	172	13	17		2		54	143	156	311	377	285
	-										-					n0	R0	
Mean	5.3	5.7	4.9	8.1	6.1	4.6	6.1	4.6	4.3	3.0	4.4	7.5	5.7	7.6	5.5	3.3	5.8	4.9
Median	2	2	2	3	1	2	2	2	2	4	3	2	4	4	2	1	2	2
Column Comparisons	-			-			F0	-	-	-	-	-	P0	m0 O0 P0	P0		r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q31 (NETS): How many years do you expect it will take to pay off your ? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2141	263	243	41	57	863	559	36	51	7	18	3	162	566	572	841	930	1204
Unweighted Total	2154	276	222	49	62	864	564	40	50	7	16	4	179	520	502	953	999	1149
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Under 5 years	41%	40%	43%	32%	42%	42%	38%	37%	43%	70%	52%	52%	33%	35%	38%	47%	35%	45%
	870	106	105	13	24	359	211	13	22	5	9	2	54	198	220	398	322	545
	882	111	96	17	27	360	218	15	22	5	9	2	58	179	194	451	348	531
	-									-	-	-				M0 N0 O0		Q0
5-9	9%	7%	10%	6%	3%	9%	12%	7%	8%	30%	17%		11%	10%	12%	6%	8%	10%
	197	19	23	2	2	74	65	2	4	2	3		17	59	67	54	77	120
	193	20	20	3	2	72	65	3	4	2	2		20	53	58	62	82	111
	-		e0			e0	b0 E0			-	-			p0	P0			
10-14	5%	5%	5%	7%	5%	5%	4%	5%			11%		12%	5%	5%	3%	4%	6%
	103	14	11	3	3	44	25	2			2		19	29	29	26	33	69
	99	13	10	3	2	43	24	2			2		19	26	25	29	36	62
	-	I0	I0			I0	I0				-		n0 o0 P0					q0
15-19	2%	2%	2%	2%	1%	2%	2%	3%	2%				2%	3%	3%	1%	2%	2%
	42	6	6	1	1	16	11	1	1				3	15	17	8	18	25
	40	5	5	1	1	16	10	1	1				3	13	15	9	17	23
	-													p0	p0			
20-24	3%	3%	3%		4%	1%	6%	2%	2%			25%	1%	6%	3%	1%	3%	3%
	62	7	7		2	12	31	1	1			1	1	33	18	10	24	38
	58	8	5		2	12	28	1	1			1	2	29	15	12	24	34
	-	D0	d0			D0	D0 F0					-		M0 o0 P0	m0 p0			
25-29	2%	1%	1%	4%	4%	1%	2%						1%	4%	2%	0%	2%	1%
	36	3	3	2	2	13	13						2	22	9	3	20	16
	35	3	2	2	2	13	13						2	21	8	4	22	13
	-					H0 I0	H0 I0							m0 o0 P0				
30+	1%	3%	1%	4%	1%	1%	1%		2%				0%	2%	1%	1%	1%	1%
	21	7	2	2	1	6	3		1				1	11	5	4	13	8
	22	7	2	2	1	6	3		1				1	11	5	5	14	8

	-	H0				h0								p0					
Will never pay it off	7%	8%	7%	5%	6%	8%	5%	13%	8%		7%	23%	11%	8%	5%	7%	8%	7%	
	158	22	17	2	4	72	30	5	4		1	1	18	48	29	63	72	86	
	161	22	17	3	4	73	31	5	4		1	1	20	45	26	70	79	82	
	-					g0					-	-	o0	o0					
Don't know	30%	30%	28%	38%	33%	31%	30%	33%	36%		13%		29%	27%	31%	33%	38%	25%	
	651	80	69	16	19	266	169	12	18		2		47	152	178	274	351	298	
	664	87	65	18	21	269	172	13	17		2		54	143	156	311	377	285	
	-										-					n0	R0		
Mean	5.3	5.7	4.9	8.1	6.1	4.6	6.1	4.6	4.3	3.0	4.4	7.5	5.7	7.6	5.5	3.3	5.8	4.9	
Median	2	2	2	3	1	2	2	2	2	4	3	2	4	4	2	1	2	2	
Column Comparisons	-			-			F0	-	-	-	-	-	P0	m0 O0 P0	P0		r0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q31/Age: When are you going to pay HELOC? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	1331	161	157	23	34	524	360	19	29	7	14	3	97	366	364	504	507	820
Unweighted Total	1329	167	140	28	37	522	361	22	29	7	13	3	105	332	320	572	543	782
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Under 30	8%	4%	7%	11%	2%	9%	7%	6%	11%	10%	9%		68%	10%			6%	9%
	102	6	11	3	1	48	27	1	3	1	1		66	35			30	70
	104	5	10	4	1	45	33	1	3	1	1		73	31			44	59
	-			-		B0 E0	e0	-	-	-	-		N0 O0 P0	O0 P0				
30-39	17%	15%	24%		19%	17%	16%	16%	3%		20%	29%	28%	53%			15%	18%
	222	24	37		7	91	56	3	1		3	1	27	195			75	146
	203	22	29		5	88	52	3	1		2	1	27	176			80	122
	-		b0 g0					-	-		-	-	O0 P0	M0 O0 P0				
40-49	15%	16%	16%	14%	19%	14%	12%	18%	27%	32%	9%		3%	19%	33%		13%	16%
	194	25	25	3	7	75	43	3	8	2	1		3	70	121		63	130
	174	25	20	3	6	69	37	4	7	2	1		4	63	107		63	111
	-			-				-	-	-	-			M0 P0	M0 N0 P0			
50-59	21%	23%	20%	23%	16%	21%	22%	14%	17%	15%	22%	38%	1%	13%	50%	10%	24%	20%
	282	37	31	5	6	109	81	3	5	1	3	1	1	48	183	50	120	162
	263	39	26	6	6	101	72	3	5	1	3	1	1	44	161	57	116	146
	-			-				-	-	-	-	-		M0	M0 N0 P0	M0		
60-69	22%	23%	18%	22%	20%	21%	24%	26%	23%	30%	33%			5%	11%	47%	28%	19%
	295	37	29	5	7	112	87	5	6	2	5			18	41	236	140	154
	321	41	30	6	9	121	94	6	7	2	5			18	35	268	152	168
	-			-				-	-	-	-			M0	M0 N0	M0 N0 O0	R0	
70+	18%	20%	15%	30%	23%	17%	18%	20%	19%	13%	6%	32%			5%	43%	16%	19%
	236	32	23	7	8	88	66	4	6	1	1	1			19	218	79	157
	264	35	25	9	10	98	73	5	6	1	1	1			17	247	88	176
	-			-				-	-	-	-	-			M0 N0	M0 N0 O0		
Mean	53.8	55.3	51.2	59.7	58.7	52.9	54.6	55.2	55.5	56.2	51.6	56.7	27.4	39.7	53.2	69.6	55.0	53.2
Median	55	56	51	60	58	54	57	59	54	53	56	56	26	37	52	68	56	54
Column Comparisons	-	c0		-			c0	-	-	-	-	-		M0	M0 N0	M0 N0 O0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q32: Do you currently have Credit Protect Insurance for your Home Equity Line of Credit? by Banner#1

		Region												Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**		**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2141	263	243	41	57	863	559	36	51	7	18	3		162	566	572	841	930	1204
Unweighted Total	2154	276	222	49	62	864	564	40	50	7	16	4		179	520	502	953	999	1149
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0		M0	N0	O0	P0	Q0	R0
Yes	22%	17%	25%	29%	23%	21%	24%	32%	25%	30%	31%			37%	31%	21%	14%	20%	24%
	476	45	60	12	13	180	135	12	13	2	5			59	178	119	120	186	288
	460	44	53	14	13	174	130	13	12	2	5			62	158	104	136	200	259
	-		b0				b0			-	-			O0 P0	O0 P0	P0			q0
No	67%	73%	68%	53%	58%	67%	65%	60%	56%	70%	65%	77%		46%	58%	66%	77%	66%	67%
	1425	191	165	22	33	581	364	22	28	5	11	3		74	328	376	647	613	810
	1448	204	153	25	37	588	370	24	29	5	10	3		82	303	331	732	656	790
	-	d0 e0 g0 i0				d0				-	-	-			M0	M0 n0	M0 N0 O0		
Don't know	11%	10%	7%	18%	19%	12%	11%	8%	20%		4%	23%		17%	11%	13%	9%	14%	9%
	240	27	18	8	11	102	60	3	10		1	1		28	61	76	74	131	106
	246	28	16	10	12	102	64	3	9		1	1		35	59	67	85	143	100
	-				c0	c0			c0		-	-		n0 P0		p0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q27/Q32: Have CPI/ Do Not by Banner#1

		Region												Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**		**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7		237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8		263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0		M0	N0	O0	P0	Q0	R0
Yes	28%	21%	29%	36%	26%	25%	34%	39%	29%	32%	42%	11%		40%	36%	28%	19%	27%	29%
	989	95	133	33	31	344	275	27	26	4	20	1		94	353	305	236	454	531
	960	95	116	38	34	334	264	29	26	4	19	1		99	321	270	270	477	480
	-		B0	B0 f0			B0 F0	B0 f0		-	B0 f0	-		O0 P0	O0 P0	P0			

No	24%	27%	18%	16%	15%	25%	28%	14%	15%	19%	7%	24%	18%	24%	24%	24%	23%	25%
	838	121	84	15	18	337	233	10	14	3	3	2	42	241	259	296	387	449
	838	129	74	17	20	333	234	10	14	3	2	2	49	224	229	336	413	423
	-	D0 E0 H0 I0	k0			d0 E0 H0 i0	D0 E0 H0 I0			-		-		m0	m0	m0		
Don't know	15%	14%	14%	22%	24%	16%	12%	17%	23%	19%	18%	11%	25%	16%	18%	10%	18%	12%
	528	62	64	20	28	211	98	12	21	3	9	1	60	161	190	117	300	220
	530	65	56	24	30	208	101	13	21	3	8	1	68	158	170	134	323	201
	-			g0	b0 c0 f0 G0	g0			g0	-		-	N0 o0 P0	P0	P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q27/Q32: Have CPI by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Have at least one	28%	21%	29%	36%	26%	25%	34%	39%	29%	32%	42%	11%	40%	36%	28%	19%	27%	29%
	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
	-		B0	B0 f0			B0 F0	B0 f0		-	B0 f0	-	O0 P0	O0 P0	P0			
Have one	18%	14%	20%	26%	20%	16%	20%	27%	17%	25%	30%	11%	20%	20%	19%	15%	19%	17%
	637	62	93	23	24	215	166	19	16	3	15	1	48	201	210	179	326	308
	629	64	83	28	26	213	161	20	16	3	14	1	51	186	187	205	341	285
	-		b0 f0	B0 f0			B0 f0	b0 f0		-	b0 f0	-		P0	P0			
Have both	10%	7%	9%	10%	6%	9%	13%	11%	12%	7%	11%		20%	15%	9%	5%	8%	12%
	351	33	40	9	8	128	109	8	11	1	5		47	152	95	57	128	223
	331	31	33	10	8	121	103	9	10	1	5		48	135	83	65	136	195
	-						B0 c0 E0 F0			-			O0 P0	O0 P0	P0			Q0
Do not have	72%	79%	71%	64%	74%	75%	66%	61%	71%	68%	58%	89%	60%	64%	72%	81%	73%	71%
	2532	353	322	58	87	1015	545	43	65	10	28	6	143	635	778	976	1240	1280
	2561	379	293	68	95	1019	552	47	66	10	25	7	164	602	691	1104	1324	1226
	-	D0 G0 H0				d0 G0 h0 k0				-		-			M0 N0	M0 N0 O0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q33r1: Life – pays out your insured balance in the event of death - Does the Credit Protect Insurance cover you or someone else on your for each of the following: by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288

Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	96%	92%	92%	100%	100%	96%	98%	91%	93%	100%	100%		99%	98%	93%	93%	95%	96%
	455	42	55	12	13	172	132	11	12	2	5		59	174	111	112	178	276
	439	40	49	14	13	166	127	12	11	2	5		61	155	96	127	190	248
	-			-	-			-	-	-	-		o0 p0					
Me only	41%	35%	35%	25%	48%	44%	41%	21%	61%	50%	63%		37%	50%	36%	34%	35%	45%
	195	16	21	3	6	78	56	2	8	1	3		22	89	43	41	65	128
	185	15	18	4	6	74	54	3	7	1	3		22	80	37	46	70	114
	-			-	-			-	-	-	-			o0 P0				q0
Someone else on the mortgage only	22%	33%	28%	49%	28%	19%	20%	25%					45%	29%	12%	11%	18%	25%
	105	15	17	6	4	33	27	3					27	52	14	13	33	72
	98	13	14	6	3	33	26	3					27	44	12	15	37	61
	-			-	-			-					n0 O0 P0	O0 P0				
Both me and someone else on the mortgage	33%	24%	29%	25%	24%	33%	36%	45%	32%	50%	37%		17%	19%	45%	49%	43%	26%
	156	11	17	3	3	60	49	5	4	1	2		10	33	54	58	79	76
	156	12	17	4	4	59	47	6	4	1	2		12	31	47	66	83	73
	-			-	-			-	-	-	-				M0 N0	M0 N0	R0	
Do not have this coverage	4%	8%	8%			4%	2%	9%	7%				1%	2%	7%	7%	5%	4%
	21	3	5			8	3	1	1				1	3	9	8	9	12
	21	4	4			8	3	1	1				1	3	8	9	10	11
	-							-	-						m0	m0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q33r2: Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reach a designated maximum benefit (e.g. 24 months) - Does the Credit Protect Insurance cover you or someone else on your for each of the following: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	84%	84%	83%	81%	76%	84%	87%	84%	79%	50%	100%		96%	88%	82%	76%	85%	84%
	402	38	50	10	10	151	116	10	10	1	5		57	156	98	91	158	243
	387	36	45	12	10	147	111	11	9	1	5		59	140	85	103	169	217
	-			-	-			-	-	-	-		n0 O0 P0	p0				
Me only	33%	26%	34%	38%	52%	29%	32%	34%	69%		63%		27%	37%	33%	28%	27%	36%
	155	12	21	5	7	52	43	4	9		3		16	65	40	34	50	104
	146	11	18	5	6	49	41	5	8		3		16	58	34	38	53	92
	-			-	-			-	-		-							q0
Someone else on the mortgage only	20%	32%	14%	31%	6%	18%	25%	17%	10%				43%	21%	15%	14%	20%	20%
	96	15	8	4	1	32	33	2	1				25	37	18	16	37	59
	93	13	8	5	1	32	31	2	1				26	33	15	19	42	51

	-	c0		-	-			-	-				N0 O0 P0					
Both me and someone else on the mortgage	32%	26%	35%	13%	18%	38%	30%	33%		50%	37%		26%	30%	34%	34%	38%	28%
	151	12	21	2	2	67	40	4		1	2		16	53	41	41	71	80
	148	12	19	2	3	66	39	4		1	2		17	49	36	46	74	74
	-			-	-			-		-	-						r0	
Do not have this coverage	16%	16%	17%	19%	24%	16%	13%	16%	21%	50%			4%	12%	18%	24%	15%	16%
	74	7	10	2	3	28	18	2	3	1			2	22	21	29	29	45
	73	8	8	2	3	27	19	2	3	1			3	18	19	33	31	42
	-			-	-			-	-	-				m0	M0	M0 n0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q33r3: Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness - Does the Credit Protect Insurance cover you or someone else on your for each of the following: by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	86%	88%	84%	87%	82%	87%	82%	91%	87%	100%	100%		98%	94%	81%	72%	80%	90%
	408	40	51	10	11	157	110	11	11	2	5		58	167	97	86	148	258
	392	38	44	12	11	152	106	12	10	2	5		61	149	84	98	160	231
	-			-	-			-	-	-	-		O0 P0	O0 P0				Q0
Me only	34%	38%	26%	55%	34%	33%	30%	38%	61%	50%	63%		27%	38%	35%	28%	25%	39%
	160	17	16	7	4	59	40	4	8	1	3		16	68	42	33	46	112
	151	16	14	7	4	56	38	5	7	1	3		17	60	36	38	50	100
	-			-	-			-	-	-	-							Q0
Someone else on the mortgage only	19%	27%	27%	20%	24%	19%	17%	15%					42%	25%	9%	12%	18%	21%
	93	12	16	2	3	34	24	2					25	44	10	14	34	59
	89	12	13	3	3	33	23	2					25	39	9	16	37	52
	-			-	-			-					n0 O0 P0	O0 P0				
Both me and someone else on the mortgage	33%	23%	32%	12%	24%	36%	35%	38%	26%	50%	37%		29%	31%	37%	33%	37%	30%
	156	10	19	1	3	64	47	4	3	1	2		17	55	44	39	68	87
	152	10	17	2	4	63	45	5	3	1	2		19	50	39	44	73	79
	-			-	-			-	-	-	-							
Do not have this coverage	14%	12%	16%	13%	18%	13%	18%	9%	13%				2%	6%	19%	28%	20%	10%
	68	5	9	2	2	23	24	1	2				1	10	23	33	38	30
	68	6	9	2	2	22	24	1	2				1	9	20	38	40	28
	-			-	-			-	-						M0 N0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q33r4: Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behalf, for a time-limited period - Does the Credit Protect Insurance cover you or someone else on your for each of the following: by Banner#1

	Region	Age	Gender

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Coverage	73%	80%	75%	69%	82%	75%	68%	67%	52%	100%	100%		97%	85%	61%	57%	65%	78%
	349	36	45	8	11	135	92	8	7	2	5		57	150	73	68	122	226
	333	34	38	9	11	131	88	9	6	2	5		59	134	63	77	133	199
	-			-	-			-	-	-	-		N0 O0 P0	O0 P0				Q0
Me only	32%	31%	34%	43%	23%	30%	32%	30%	33%	50%	63%		36%	41%	25%	23%	25%	36%
	152	14	20	5	3	55	43	3	4	1	3		21	73	30	27	47	104
	144	13	17	6	3	51	42	4	4	1	3		22	65	26	31	51	92
	-			-	-			-	-	-	-			O0 P0				q0
Someone else on the mortgage only	19%	37%	13%	26%	25%	18%	16%	22%	9%				44%	22%	10%	10%	14%	21%
	88	17	8	3	3	32	22	3	1				26	38	11	12	27	61
	83	15	7	3	3	31	20	3	1				25	34	10	14	30	53
	-	C0 f0 g0		-	-			-	-				N0 O0 P0	O0 P0				
Both me and someone else on the mortgage	23%	13%	28%		35%	27%	20%	16%	10%	50%	37%		17%	22%	26%	24%	26%	21%
	109	6	17		4	49	27	2	1	1	2		10	39	31	29	48	60
	106	6	14		5	49	26	2	1	1	2		12	35	27	32	52	54
	-				-	b0		-	-	-	-							
Do not have this coverage	27%	20%	25%	31%	18%	25%	32%	33%	48%				3%	15%	39%	43%	35%	22%
	127	9	15	4	2	44	43	4	6				2	27	47	51	65	62
	127	10	15	5	2	43	42	4	6				3	24	41	59	67	60
	-			-	-			-	-					M0	M0 N0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q33 (Summary Coverage): Does the Credit Protect Insurance cover you or someone else on your for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	96%	92%	92%	100%	100%	96%	98%	91%	93%	100%	100%		99%	98%	93%	93%	95%	96%
	455	42	55	12	13	172	132	11	12	2	5		59	174	111	112	178	276
	439	40	49	14	13	166	127	12	11	2	5		61	155	96	127	190	248

	-			-	-			-	-	-	-		o0 p0					
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	84%	84%	83%	81%	76%	84%	87%	84%	79%	50%	100%		96%	88%	82%	76%	85%	84%
	402	38	50	10	10	151	116	10	10	1	5		57	156	98	91	158	243
	387	36	45	12	10	147	111	11	9	1	5		59	140	85	103	169	217
	-			-	-			-	-	-	-		n0 O0 P0	p0				
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	86%	88%	84%	87%	82%	87%	82%	91%	87%	100%	100%		98%	94%	81%	72%	80%	90%
	408	40	51	10	11	157	110	11	11	2	5		58	167	97	86	148	258
	392	38	44	12	11	152	106	12	10	2	5		61	149	84	98	160	231
	-			-	-			-	-	-	-		O0 P0	O0 P0				Q0
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	73%	80%	75%	69%	82%	75%	68%	67%	52%	100%	100%		97%	85%	61%	57%	65%	78%
	349	36	45	8	11	135	92	8	7	2	5		57	150	73	68	122	226
	333	34	38	9	11	131	88	9	6	2	5		59	134	63	77	133	199
	-			-	-			-	-	-	-		N0 O0 P0	O0 P0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q33 (Summary Me Only): Does the Credit Protect Insurance cover you or someone else on your for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	41%	35%	35%	25%	48%	44%	41%	21%	61%	50%	63%		37%	50%	36%	34%	35%	45%
	195	16	21	3	6	78	56	2	8	1	3		22	89	43	41	65	128
	185	15	18	4	6	74	54	3	7	1	3		22	80	37	46	70	114
	-			-	-			-	-	-	-			o0 P0				q0
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	33%	26%	34%	38%	52%	29%	32%	34%	69%		63%		27%	37%	33%	28%	27%	36%
	155	12	21	5	7	52	43	4	9		3		16	65	40	34	50	104
	146	11	18	5	6	49	41	5	8		3		16	58	34	38	53	92
	-			-	-			-	-		-							q0
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	34%	38%	26%	55%	34%	33%	30%	38%	61%	50%	63%		27%	38%	35%	28%	25%	39%
	160	17	16	7	4	59	40	4	8	1	3		16	68	42	33	46	112
	151	16	14	7	4	56	38	5	7	1	3		17	60	36	38	50	100
	-			-	-			-	-	-	-							Q0
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	32%	31%	34%	43%	23%	30%	32%	30%	33%	50%	63%		36%	41%	25%	23%	25%	36%
	152	14	20	5	3	55	43	3	4	1	3		21	73	30	27	47	104
	144	13	17	6	3	51	42	4	4	1	3		22	65	26	31	51	92
	-			-	-			-	-	-	-			O0 P0				q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q33 (Summary Someone Else on the Mortgage Only): Does the Credit Protect Insurance cover you or someone else on your for each of the following by Banner#1

		Region											Age				Gender	

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	22%	33%	28%	49%	28%	19%	20%	25%					45%	29%	12%	11%	18%	25%
	105	15	17	6	4	33	27	3					27	52	14	13	33	72
	98	13	14	6	3	33	26	3					27	44	12	15	37	61
	-			-	-			-					n0 O0 P0	O0 P0				
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	20%	32%	14%	31%	6%	18%	25%	17%	10%				43%	21%	15%	14%	20%	20%
	96	15	8	4	1	32	33	2	1				25	37	18	16	37	59
	93	13	8	5	1	32	31	2	1				26	33	15	19	42	51
	-	c0		-	-			-	-				N0 O0 P0					
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	19%	27%	27%	20%	24%	19%	17%	15%					42%	25%	9%	12%	18%	21%
	93	12	16	2	3	34	24	2					25	44	10	14	34	59
	89	12	13	3	3	33	23	2					25	39	9	16	37	52
	-			-	-			-					n0 O0 P0	O0 P0				
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	19%	37%	13%	26%	25%	18%	16%	22%	9%				44%	22%	10%	10%	14%	21%
	88	17	8	3	3	32	22	3	1				26	38	11	12	27	61
	83	15	7	3	3	31	20	3	1				25	34	10	14	30	53
	-	C0 f0 g0		-	-			-	-				N0 O0 P0	O0 P0				

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q33 (Summary Both Me and Someone Else on the Mortgage): Does the Credit Protect Insurance cover you or someone else on your for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	33%	24%	29%	25%	24%	33%	36%	45%	32%	50%	37%		17%	19%	45%	49%	43%	26%
	156	11	17	3	3	60	49	5	4	1	2		10	33	54	58	79	76
	156	12	17	4	4	59	47	6	4	1	2		12	31	47	66	83	73
	-			-	-			-	-	-	-				M0 N0	M0 N0	R0	
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	32%	26%	35%	13%	18%	38%	30%	33%		50%	37%		26%	30%	34%	34%	38%	28%
	151	12	21	2	2	67	40	4		1	2		16	53	41	41	71	80
	148	12	19	2	3	66	39	4		1	2		17	49	36	46	74	74

	-			-	-			-		-	-						r0	
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	33%	23%	32%	12%	24%	36%	35%	38%	26%	50%	37%		29%	31%	37%	33%	37%	30%
	156	10	19	1	3	64	47	4	3	1	2		17	55	44	39	68	87
	152	10	17	2	4	63	45	5	3	1	2		19	50	39	44	73	79
	-			-	-			-	-	-	-							
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	23%	13%	28%		35%	27%	20%	16%	10%	50%	37%		17%	22%	26%	24%	26%	21%
	109	6	17		4	49	27	2	1	1	2		10	39	31	29	48	60
	106	6	14		5	49	26	2	1	1	2		12	35	27	32	52	54
	-				-	b0		-	-	-	-							

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q33 (Summary Do Not Have This Coverage): Does the Credit Protect Insurance cover you or someone else on your for each of the following by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	476	45	60	12	13	180	135	12	13	2	5	0	59	178	119	120	186	288
Unweighted Total	460	44	53	14	13	174	130	13	12	2	5	0	62	158	104	136	200	259
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Life – pays out your insured balance in the event of death	4%	8%	8%			4%	2%	9%	7%				1%	2%	7%	7%	5%	4%
	21	3	5			8	3	1	1				1	3	9	8	9	12
	21	4	4			8	3	1	1				1	3	8	9	10	11
	-							-	-						m0	m0		
Disability – payments for your mortgage will be made on your behalf until you are able to return to work or until you reac	16%	16%	17%	19%	24%	16%	13%	16%	21%	50%			4%	12%	18%	24%	15%	16%
	74	7	10	2	3	28	18	2	3	1			2	22	21	29	29	45
	73	8	8	2	3	27	19	2	3	1			3	18	19	33	31	42
	-			-	-			-	-	-				m0	M0	M0 n0		
Critical Illness – pays out your insured balance if you are diagnosed with a covered critical illness	14%	12%	16%	13%	18%	13%	18%	9%	13%				2%	6%	19%	28%	20%	10%
	68	5	9	2	2	23	24	1	2				1	10	23	33	38	30
	68	6	9	2	2	22	24	1	2				1	9	20	38	40	28
	-			-	-			-	-						M0 N0	M0 N0	R0	
Job Loss – on involuntary unemployment, provides payment protection by making specific debt payments on your behal	27%	20%	25%	31%	18%	25%	32%	33%	48%				3%	15%	39%	43%	35%	22%
	127	9	15	4	2	44	43	4	6				2	27	47	51	65	62
	127	10	15	5	2	43	42	4	6				3	24	41	59	67	60
	-			-	-			-	-					M0	M0 N0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q28/Q33: Total CPI Coverage by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531

Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
1 (Life)	34%	32%	29%	28%	24%	35%	38%	25%	41%	23%	27%		48%	42%	29%	22%	27%	40%
	336	31	38	9	8	122	105	7	11	1	5		46	149	89	53	123	213
	316	28	32	10	8	115	99	8	10	1	5		47	132	77	60	130	186
	-							-	-	-	-		O0 P0	O0 P0				Q0
2 (Life and Disability)	30%	30%	25%	21%	14%	32%	35%	22%	34%	23%	27%		47%	37%	26%	19%	25%	35%
	299	28	33	7	4	110	96	6	9	1	5		44	131	79	44	113	186
	282	25	28	8	5	104	91	7	8	1	5		46	118	68	50	120	162
	-	e0				E0	c0 E0	-	-	-	-		O0 P0	O0 P0				Q0
3 (Life and Critical Illness)	31%	30%	27%	26%	17%	32%	33%	25%	37%	23%	27%		47%	41%	24%	17%	23%	37%
	303	29	36	8	5	111	91	7	10	1	5		44	145	74	41	105	199
	285	26	30	9	6	105	86	8	9	1	5		46	129	64	46	112	173
	-					e0	e0	-	-	-	-		O0 P0	O0 P0	p0			Q0
4 (Life and Job Loss)	27%	29%	26%	23%	17%	29%	26%	19%	25%	23%	27%		48%	37%	18%	15%	19%	33%
	266	28	34	8	5	101	71	5	7	1	5		45	129	56	35	88	178
	249	25	28	8	6	96	68	6	6	1	5		46	115	49	39	96	153
	-							-	-	-	-		O0 P0	O0 P0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q34: If the/one of the main income earners in your household were unable to work, how confident are you that you would be able to pay your payments? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	497	60	65	8	16	218	99	11	12	2	5	1	10	17	71	399	197	298
Unweighted Total	541	66	68	10	18	235	110	13	13	2	5	1	13	15	62	451	218	322
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
1 - Not at all Confident	2%	3%	5%		6%	2%			8%					11%	3%	2%	4%	1%
	11	2	3		1	5			1					2	2	7	8	4
	12	2	3		1	5			1					2	2	8	8	4
	-				-	g0			-					-				
2	1%		1%	10%		1%	1%				24%		13%	7%		1%	1%	1%
	7		1	1		3	1				1		1	1		4	3	4
	7		1	1		3	1				1		1	1		5	3	4
	-			-							-		-	-		o0		
3	3%		4%		15%	3%	0%	16%					4%		2%	3%	2%	3%
	14		3		2	6	0	2					0		1	12	5	9
	16		3		3	7	1	2					1		1	14	6	10
	-				-	B0 g0		-					-					
4	3%	8%	3%	10%		2%	1%		14%			100%	4%		7%	3%	4%	3%
	16	5	2	1		4	1		2			1	0		5	10	7	9

	18	5	2	1		5	2		2			1	1		5	12	9	9
	-			-					-			-	-					
5	5%	3%	3%			5%	8%		8%				11%	7%	8%	4%	5%	4%
	24	2	2			11	8		1				1	1	6	15	11	13
	25	2	2			11	9		1				2	1	5	17	12	13
	-								-				-	-				
6	6%	9%	2%	10%	11%	4%	6%	25%			15%		14%	19%	6%	5%	7%	5%
	28	5	2	1	2	9	6	3			1		1	3	5	19	14	14
	30	6	2	1	2	9	6	3			1		2	3	4	21	15	15
	-			-	-			-			-		-	-				
7	8%	5%	4%	20%	23%	9%	11%						33%	28%	4%	8%	8%	8%
	41	3	3	2	4	20	11						3	5	3	31	16	24
	45	3	3	2	3	22	12						4	4	2	35	19	25
	-			-	-								-	-				
8	10%	11%	9%			10%	9%	7%	17%		22%		11%	22%	12%	8%	9%	10%
	47	7	6			22	9	1	2		1		1	4	9	34	18	29
	50	7	6			23	10	1	2		1		1	3	8	38	19	31
	-							-	-		-		-	-				
9	8%	8%	4%		10%	7%	11%		8%	56%					10%	8%	6%	8%
	38	5	3		2	16	11		1	1					7	31	13	25
	41	5	3		2	17	12		1	1					6	35	14	27
	-				-				-	-								
10 - Very Confident	50%	48%	62%	50%	36%	51%	46%	46%	43%	44%	39%		11%	6%	46%	54%	47%	53%
	250	29	40	4	6	111	46	5	5	1	2		1	1	32	215	93	157
	273	32	42	5	7	121	51	6	6	1	2		1	1	28	243	101	172
	-		g0	-	-			-	-	-	-		-	-				
Don't know	4%	6%	1%			5%	5%	7%							2%	5%	5%	4%
	21	4	1			11	5	1							1	20	10	11
	24	4	1			12	6	1							1	23	12	12
	-							-										
Mean	8.2	8.2	8.4	7.6	7.2	8.3	8.5	7.6	7.5	9.4	7.0	4.0	6.2	6.1	8.0	8.4	8.0	8.4
Column Comparisons	-			-	-			-	-	-	-	-	-	-				

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q29/Q34: If the/one of the main income earners in your household were unable to work, how confident are you that you would be able to pay your mortgage payments? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Not confident [1-4]	24%	24%	28%	24%	32%	25%	17%	34%	34%	41%	35%	51%	22%	25%	31%	17%	29%	19%
	849	106	126	22	38	337	139	24	31	6	17	4	51	250	338	210	498	344
	841	114	113	26	41	330	136	25	31	6	15	4	59	244	301	237	519	316
	-	G0	G0		G0	G0		G0	G0	-	g0	-		P0	M0 N0 P0		R0	
1	8%	8%	8%	7%	11%	9%	3%	11%	11%	7%	13%	11%	3%	8%	10%	6%	10%	5%
	266	34	35	6	13	125	27	7	10	1	6	1	8	82	104	72	174	91
	266	37	33	7	14	123	26	8	10	1	6	1	9	83	93	81	178	86
	-	G0	G0		g0	G0		g0	g0	-		-		M0 p0	M0 P0		R0	

2	4%	2%	5%	4%	3%	4%	4%	5%	3%	6%	9%		5%	4%	5%	2%	5%	3%
	135	9	24	4	4	53	29	4	3	1	4		11	37	57	30	77	55
	135	10	21	5	5	52	31	4	3	1	3		15	36	50	34	83	49
	-		b0			b0				-					P0		r0	
3	6%	5%	5%	8%	10%	5%	5%	16%	8%		13%		7%	6%	7%	4%	6%	6%
	206	24	23	7	11	74	42	11	7		6		17	57	81	51	103	103
	203	26	21	9	12	71	40	11	7		6		19	55	72	57	108	95
	-						b0 c0 f0 g0								P0			
4	7%	9%	10%	5%	8%	6%	5%	3%	12%	27%		40%	6%	7%	9%	5%	9%	5%
	242	38	44	4	10	86	41	2	11	4		3	15	73	96	58	145	96
	237	41	38	5	10	84	39	2	11	4		3	16	70	86	65	150	86
	-	g0 H0 K0	0 G0 H0 K0	k0	K0	K0	K0		h0 K0	-		-		p0	P0		R0	
NET: Neutral [5-7]	33%	35%	32%	40%	32%	33%	34%	27%	23%	23%	35%	26%	41%	39%	36%	24%	33%	33%
	1163	156	145	37	38	450	276	19	20	3	17	2	98	383	386	295	552	605
	1145	163	127	43	40	440	271	21	20	3	15	2	110	355	344	336	590	551
	-	i0		l0		i0	i0			-		-	P0	P0	P0			
5	8%	9%	7%	10%	8%	8%	8%	6%	8%	7%	9%		8%	8%	9%	7%	9%	7%
	281	38	34	9	10	111	62	4	8	1	4		18	82	99	82	148	132
	281	40	30	10	11	110	63	5	8	1	3		22	77	89	93	159	121
	-									-					p0			
6	11%	12%	11%	14%	9%	11%	10%	10%	8%	16%	20%	26%	14%	13%	12%	7%	12%	10%
	381	52	51	13	11	146	79	7	7	2	10	2	33	127	132	89	196	185
	376	56	46	14	12	141	79	8	7	2	9	2	39	119	117	101	207	169
	-									-		-	P0	P0	P0			
7	14%	15%	13%	17%	14%	14%	17%	10%	6%		7%		20%	18%	14%	10%	12%	16%
	501	65	60	15	17	192	135	7	5		3		47	174	155	125	208	289
	488	67	51	19	17	189	129	8	5		3		49	159	138	142	224	261
	-	l0	i0	i0	i0	l0	l0 k0						P0	P0	P0			Q0
NET: Confident [8-10]	38%	34%	36%	30%	30%	37%	44%	32%	39%	36%	28%	24%	29%	31%	28%	52%	32%	43%
	1321	154	162	27	36	503	361	23	36	5	13	2	69	309	307	636	542	776
	1346	162	150	32	41	514	365	25	37	5	13	2	75	281	269	721	584	760
	-						) D0 E0 F0 h			-		-				M0 N0 O0		Q0
8	14%	12%	13%	9%	10%	14%	19%	11%	11%	15%	8%		18%	17%	13%	13%	13%	16%
	502	54	59	8	11	189	155	8	10	2	4		42	164	143	153	216	286
	497	57	53	10	13	187	152	9	10	2	4		46	151	126	174	230	267
	-						D0 E0 F0 h			-				o0 P0				q0
9	7%	8%	6%	8%	9%	6%	8%	5%	6%	14%	4%	11%	9%	8%	4%	8%	5%	8%
	241	36	27	8	11	77	69	4	6	2	2	1	21	82	40	99	90	151
	242	36	23	9	11	77	71	4	6	2	2	1	22	73	35	112	100	142
	-						f0			-		-	o0	O0		O0		Q0
10	16%	14%	17%	12%	12%	17%	17%	16%	22%	6%	16%	12%	3%	6%	11%	32%	14%	19%
	578	64	76	11	14	237	136	11	20	1	8	1	7	63	124	384	236	340
	607	69	74	13	17	250	142	12	21	1	7	1	7	57	108	435	254	351
	-									-		-		m0	M0 N0	M0 N0 O0		Q0
Don't know	5%	7%	5%	6%	6%	5%	5%	7%	4%		2%		8%	5%	5%	6%	6%	5%
	189	32	22	5	7	69	44	5	4		1		19	46	52	71	101	85
	189	35	19	5	7	69	44	5	4		1		19	43	47	80	108	79
	-	k0																
Mean	6.4	6.3	6.2	6.1	5.9	6.3	6.9	5.8	6.1	5.8	5.5	5.5	6.2	6.0	5.8	7.3	6.0	6.8
Median	7	7	7	6	6	7	7	6	6	6	6	4	7	7	6	8	6	7
Column Comparisons	-						B0 C0 d0 E			-		-	o0	o0		M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q35: Do you have other debt, outside your mortgage or (please consider credit card, loans, car payments, etc.) by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811

Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes	45%	38%	46%	55%	54%	45%	43%	65%	55%	70%	67%	52%	42%	49%	48%	41%	47%	44%
	1600	170	210	50	64	610	356	45	50	10	32	4	100	484	521	494	800	794
	1586	179	185	60	71	604	345	49	50	10	29	4	106	455	464	561	838	743
	-		b0	B0 f0 g0	B0 g0	B0		30 C0 F0 G0	B0 g0	-	30 C0 F0 G0	-		P0	P0		r0	
No	52%	60%	52%	43%	44%	51%	54%	34%	42%	30%	33%	48%	48%	48%	48%	59%	50%	53%
	1818	267	238	39	52	695	442	24	39	4	16	3	114	470	524	710	851	960
	1835	285	217	44	55	698	448	26	39	4	15	4	132	436	464	803	916	913
	-	0 E0 F0 H0 I	H0 k0			H0 k0	0 e0 H0 i0 k			-		-				M0 N0 O0		
Don't know	3%	3%	2%	2%	2%	4%	3%	1%	3%				10%	3%	4%	1%	3%	3%
	103	11	8	2	3	54	22	1	3				23	34	38	9	43	57
	100	10	7	2	3	51	23	1	3				25	32	33	10	47	50
	-	K0	K0			C0 K0	K0						N0 O0 P0	P0	P0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q36: Approximately how much do you have owing in loans? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	1600	170	210	50	64	610	356	45	50	10	32	4	100	484	521	494	800	794
Unweighted Total	1586	179	185	60	71	604	345	49	50	10	29	4	106	455	464	561	838	743
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Mean	39522.0	38647.9	33352.7	34554.9	23042.8	44161.8	42630.3	27762.3	23059.5	62138.6	38427.6	30432.8	51314.2	51727.6	36718.4	28112.0	40329.6	38794.5
Median	15000	10000	15000	20000	16000	15000	15000	20000	18000	12000	18000	29000	10000	15500	19000	12000	15000	15000
Column Comparisons	-	e0 i0				E0 H0 I0	E0 h0 I0			-	-	-		o0 P0				

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q36 (NETS): Approximately how much do you have owing in loans? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	1600	170	210	50	64	610	356	45	50	10	32	4	100	484	521	494	800	794

Unweighted Total	1586	179	185	60	71	604	345	49	50	10	29	4	106	455	464	561	838	743
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Under $1000	9%	9%	8%	7%	5%	9%	9%	7%	9%	9%	10%	28%	18%	8%	5%	11%	7%	10%
	137	15	16	4	3	57	31	3	4	1	3	1	18	39	27	53	59	78
	139	16	15	4	4	56	32	3	4	1	3	1	20	34	24	61	67	72
	-									-	-	-	n0 O0			O0		
$1,000-<$10,000	27%	33%	26%	19%	24%	27%	30%	19%	15%	16%	21%		28%	27%	27%	27%	26%	28%
	431	56	55	10	15	166	105	9	8	2	7		28	130	141	132	210	219
	426	58	47	12	17	164	103	10	7	2	6		31	121	125	149	221	203
	-	d0 h0 I0				i0	i0			-	-							
$10,000-<$50,000	45%	39%	46%	48%	60%	43%	43%	55%	63%	54%	47%	27%	27%	41%	47%	49%	47%	42%
	716	66	96	24	38	262	152	25	31	5	15	1	27	199	247	243	378	336
	715	72	85	29	42	262	146	26	33	5	14	1	30	190	219	276	393	321
	-				B0 c0 F0 G0				B0 c0 F0 G0	-	-	-		M0	M0	M0 N0		
$50,000-<$100,000	12%	10%	14%	17%	10%	13%	11%	16%	11%	13%	16%	45%	14%	15%	14%	9%	11%	14%
	200	18	30	9	6	79	38	7	6	1	5	2	14	70	71	44	90	107
	193	18	26	10	7	76	36	8	5	1	4	2	13	65	64	51	93	98
	-									-	-	-		P0	p0			
$100,000-<$250,000	4%	5%	4%	8%	1%	4%	5%	4%	2%		3%		6%	3%	5%	3%	5%	3%
	63	8	8	4	1	22	16	2	1		1		6	16	26	15	38	26
	63	8	8	5	1	22	15	2	1		1		6	16	24	17	39	24
	-						e0				-							
$250,000-<$500,000	2%	4%	2%			2%	3%				3%		4%	4%	1%	1%	2%	2%
	35	6	5			14	9				1		4	21	6	4	17	18
	34	6	4			14	9				1		4	20	5	5	18	16
	-	d0 e0 h0 i0	d0 e0 h0 i0		D0 E0 H0 I0		D0 E0 H0 I0				-			O0 P0				
$500,000+	1%	1%				2%	1%			9%			2%	2%	1%	0%	1%	1%
	17	1				11	4			1			3	10	4	2	7	10
	16	1				10	4			1			2	9	3	2	7	9
	-				C0 D0 E0 H0		d0 e0 h0 i0			-				p0				
Mean	39522.0	38647.9	33352.7	34554.9	23042.8	44161.8	42630.3	27762.3	23059.5	62138.6	38427.6	30432.8	51314.2	51727.6	36718.4	28112.0	40329.6	38794.5
Median	15000	10000	15000	20000	16000	15000	15000	20000	18000	12000	18000	29000	10000	15500	19000	12000	15000	15000
Column Comparisons	-	e0 i0				E0 H0 I0	E0 h0 I0			-	-	-		o0 P0				

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q6/Q8/Q36: Debt Summary by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

Mortgage only	19%	23%	22%	22%	18%	18%	17%	10%	15%		15%	36%	17%	21%	22%	15%	22%	16%
	663	104	101	20	22	244	142	7	14		7	3	40	204	237	182	367	293
	657	112	88	22	23	242	138	8	14		7	3	46	194	211	206	388	266
	-	f0 g0 H0	H0	h0		h0						-		P0	P0		R0	
Mortgage and HELOC	26%	29%	20%	21%	20%	25%	31%	18%	22%	22%	13%	11%	37%	29%	25%	21%	23%	28%
	901	129	91	19	24	342	254	12	20	3	6	1	88	287	273	253	382	513
	891	133	79	21	25	333	258	13	20	3	5	1	99	263	241	288	415	471
	-	C0 e0 h0 K0				c0 k0	D E0 F0 H0 i			-		-	n0 O0 P0	P0	p0			Q0
Mortgage and other debt	20%	18%	25%	33%	34%	19%	15%	38%	29%	52%	49%	14%	15%	22%	25%	16%	23%	17%
	718	80	112	30	40	252	119	26	26	7	23	1	36	218	275	189	397	314
	710	86	99	35	44	247	114	28	28	7	21	1	38	209	248	215	414	291
	-		b0 f0 G0	B0 F0 G0	B0 F0 G0	g0		B0 c0 F0 G0	b0 f0 G0	-	D C0 F0 G0	-		m0 P0	M0 P0		R0	
Mortgage, HELOC, and other debt	21%	17%	19%	17%	14%	22%	25%	18%	21%	12%	14%	24%	27%	27%	21%	16%	21%	22%
	743	74	87	15	17	302	205	13	19	2	7	2	64	262	227	189	350	393
	722	77	75	18	19	296	196	14	17	2	6	2	67	242	199	214	366	356
	-					B0 e0	B0 c0 d0 E0			-		-	P0	O0 P0	P0			
HELOC only	10%	10%	12%	2%	8%	12%	8%	8%	8%	8%	6%		4%	1%	5%	23%	9%	12%
	357	45	54	2	9	162	68	5	8	1	3		10	12	52	284	145	211
	387	50	57	3	10	174	75	6	8	1	3		12	11	45	319	160	226
	-	D0	D0			D0 G0	D0			-			n0		N0	M0 N0 O0		Q0
HELOC and other debt	4%	3%	2%	6%	6%	4%	4%	9%	5%	6%	4%	15%	0%	0%	2%	10%	3%	5%
	139	15	11	5	7	56	31	6	5	1	2	1	0	4	19	116	52	87
	154	16	11	7	8	61	35	7	5	1	2	1	1	4	17	132	58	96
	-									-		-			M0 N0	M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q25/Q30/Q36: Amount of Debt Summary by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Under $10K	17%	16%	20%	11%	18%	18%	15%	13%	19%	13%	6%	15%	31%	11%	9%	26%	14%	19%
	589	73	89	10	21	244	119	9	18	2	3	1	73	104	93	319	233	353
	615	78	87	12	23	252	130	10	17	2	3	1	79	93	83	360	262	351
	-	k0	d0 g0 K0		k0	d0 g0 K0	k0		k0	-		-	N0 O0			N0 O0		Q0
$10K-<$100K	19%	15%	15%	23%	20%	21%	19%	29%	29%	22%	28%	10%	26%	14%	16%	25%	18%	20%
	681	69	70	21	23	280	153	21	27	3	13	1	62	136	175	308	311	367
	696	72	63	27	27	280	160	23	28	3	12	1	69	125	152	350	337	356
	-					B0 c0		b0 c0	B0 C0 g0	-		-	N0 O0			N0 O0		
$100K-<$250K	28%	23%	29%	38%	33%	24%	34%	39%	30%	35%	41%	11%	17%	23%	32%	30%	29%	27%
	985	105	130	35	39	320	276	27	27	5	20	1	41	232	345	366	489	494
	983	114	115	39	43	320	270	30	27	5	19	1	49	214	305	415	516	466
	-			B0 F0	b0 f0		B0 F0	B0 F0		-	b0 f0	-		m0	M0 N0	M0 N0		
$250K-<$500K	23%	25%	29%	23%	26%	20%	24%	17%	18%	25%	19%	50%	17%	33%	28%	12%	25%	21%
	817	113	131	21	31	278	199	12	16	3	9	4	40	323	304	150	426	385
	789	117	114	23	32	272	188	12	17	3	7	4	43	304	272	170	443	341
	-	f0	F0 h0 i0				f0			-		-		M0 o0 P0	M0 P0		R0	

$500K-<$750K	8%	13%	5%	2%	2%	11%	6%	1%	2%		4%	14%	5%	11%	10%	4%	9%	7%
	284	58	25	2	2	145	46	1	2		2	1	12	112	112	48	148	133
	274	62	22	2	2	139	42	1	1		2	1	12	107	101	54	151	121
	-	D E0 G0 H0	e0 h0			D E0 G0 H0	d0 e0 H0					-		M0 P0	M0 P0			
$750K-<$1MM	2%	3%	1%	1%		4%	2%		1%	6%			0%	5%	3%	1%	3%	2%
	84	15	2	1		49	15		1	1			0	46	28	10	46	36
	83	16	2	1		48	14		1	1			1	46	25	11	49	33
	-	C0 E0 H0 K0			C0 d0 E0 g0 H0		C0 E0 H0 K0			-				M0 o0 P0	M0 P0			
$1MM+	2%	3%	2%	2%	1%	3%	1%		1%		2%		4%	4%	2%	1%	2%	2%
	83	15	8	2	2	43	12		1		1		9	36	26	12	40	42
	81	15	6	2	2	42	12		1		1		10	34	23	14	43	38
	-	g0 H0	H0			G0 H0 i0	H0						p0	P0	p0			
Mean	240523.3	288397.3	232036.7	229858.7	181034.1	260005.9	218468.5	140750.5	150692.1	198587.6	186828.5	296688.2	180182.5	322452.9	281749.2	148701.1	255093.8	226406.3
Median	166800	210000	177100	160000	135000	160000	166000	130000	100000	180000	150001	301000	55000	250000	205000	90000	184000	148000
Column Comparisons	-	c0 E0 G0 H	H0 I0			E0 G0 H0 I	H0 I0			-		-		M0 O0 P0	M0 P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q37: You mentioned that you and/or someone in your household currently has investments. What is the total value of all of your household's current investments, excluding your primary residence? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2839	381	377	66	91	1091	667	45	72	8	34	5	203	807	838	990	1292	1533
Unweighted Total	2836	403	338	77	97	1088	666	49	72	9	31	6	224	748	743	1121	1382	1443
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Mean	299924.6	382014.5	303330.0	263635.0	236430.8	334199.8	224944.4	317068.1	196147.3	249615.6	186376.9	153706.0	143104.4	167834.6	258590.5	474749.7	253282.9	340768.6
Median	100000	100000	100000	120000	60000	100000	100000	95000	65000	150000	100000	100000	20000	50000	100000	200000	89000	100000
Column Comparisons	-	e0 G0 i0				G0 i0				-	-	-			M0 N0	M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q37 (NETS): You mentioned that you and/or someone in your household currently has investments. What is the total value of all of your household's current investments, excluding your primary residence? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2839	381	377	66	91	1091	667	45	72	8	34	5	203	807	838	990	1292	1533
Unweighted Total	2836	403	338	77	97	1088	666	49	72	9	31	6	224	748	743	1121	1382	1443
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

Under $10K	16%	13%	16%	20%	22%	17%	13%	15%	18%	12%	10%	14%	41%	23%	12%	9%	16%	15%
	448	51	60	13	20	190	89	7	13	1	3	1	83	184	97	84	213	233
	443	53	52	15	22	187	90	7	12	1	3	1	89	171	87	96	237	205
	-					b0 g0				-	-	-	N0 O0 P0	O0 P0	p0			
$10K-<$100K	32%	34%	33%	20%	32%	29%	35%	36%	39%	28%	38%	15%	39%	43%	34%	21%	34%	30%
	915	130	124	13	30	321	236	16	28	2	13	1	79	346	284	207	446	461
	890	134	109	16	27	314	230	18	28	3	10	1	84	322	250	234	470	413
	-	D0	d0				D0 f0		d0	-	-	-	P0	O0 P0	P0		r0	
$100K-<$250K	21%	17%	19%	30%	20%	19%	25%	18%	24%	22%	24%	36%	9%	17%	26%	22%	21%	21%
	592	66	73	20	18	212	165	8	17	2	8	2	19	140	214	219	272	317
	592	70	66	22	21	211	164	9	17	2	8	2	25	128	191	248	287	303
	-			b0 f0			B0 f0			-	-	-		M0	M0 N0	M0 N0		
$250K-<$500K	12%	15%	13%	11%	8%	12%	12%	17%	9%	27%	17%	35%	4%	8%	13%	17%	11%	14%
	351	57	49	7	7	130	78	8	6	2	6	2	8	62	108	172	139	212
	358	61	44	9	8	131	80	8	7	2	6	2	10	57	96	195	150	208
	-	e0								-	-	-		m0	M0 N0	M0 N0 O0		q0
$500K-<$750K	8%	7%	10%	11%	8%	8%	7%	6%	7%		6%		4%	5%	7%	12%	8%	8%
	222	25	38	7	8	88	47	3	5		2		7	39	58	117	100	120
	228	28	36	8	8	89	49	3	5		2		9	36	51	132	106	121
	-										-				m0	M0 N0 O0		
$750K-<$1MM	3%	3%	2%	3%	4%	3%	3%	2%	1%		3%			2%	2%	5%	3%	3%
	83	13	8	2	4	36	17	1	1		1			13	21	50	35	48
	88	14	8	3	5	38	17	1	1		1			12	19	57	38	50
	-										-			M0	M0	M0 N0 O0		
$1MM+	8%	11%	6%	4%	5%	10%	5%	6%	2%	10%	3%		3%	3%	7%	14%	7%	9%
	228	40	24	3	5	114	35	3	2	1	1		7	24	56	141	87	141
	237	43	23	4	6	118	36	3	2	1	1		7	22	49	159	94	143
	-	c0 d0 G0 I0				) d0 e0 G0 I				-	-				m0 N0	M0 N0 O0		q0
Mean	299924.6	382014.5	303330.0	263635.0	236430.8	334199.8	224944.4	317068.1	196147.3	249615.6	186376.9	153706.0	143104.4	167834.6	258590.5	474749.7	253282.9	340768.6
Median	100000	100000	100000	120000	60000	100000	100000	95000	65000	150000	100000	100000	20000	50000	100000	200000	89000	100000
Column Comparisons	-	e0 G0 i0				G0 i0				-	-	-			M0 N0	M0 N0 O0		Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q38: Do you have life insurance, either through your employer benefits or through a policy that you pay for on your own? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
I have life insurance policy through my employer benefits	47%	41%	46%	57%	46%	46%	49%	47%	49%	50%	59%	59%	40%	51%	59%	34%	47%	47%
	1647	182	211	51	54	628	404	33	45	7	28	4	94	501	635	417	789	848
	1606	190	182	58	59	612	387	35	45	7	26	5	102	470	562	472	818	779
	-			B0 f0		b0	B0			-	b0	-		M0 P0	M0 N0 P0			
I have a life insurance policy that is not through my employer	41%	37%	42%	35%	38%	39%	46%	57%	32%	6%	29%	34%	35%	38%	41%	44%	40%	42%
	1433	164	192	31	45	537	377	40	29	1	14	2	83	377	441	532	673	757
	1428	169	173	37	48	538	375	44	27	1	13	3	90	347	388	603	707	719

	-						d0 F0 I0 k	D0 E0 F0		-		-				M0 N0		
I have life insurance coverage through my Credit Card Balance Protection	7%	8%	7%	4%	8%	6%	8%	6%	8%		8%		12%	9%	6%	5%	5%	8%
	243	35	32	3	9	79	70	4	7		4		27	91	67	58	92	149
	236	37	28	4	9	75	67	5	7		4		30	82	58	66	100	134
	-						d0 f0						o0 P0	o0 P0				Q0
Do not have a life insurance policy	21%	27%	20%	22%	26%	22%	14%	14%	21%	36%	16%	30%	15%	14%	16%	31%	21%	20%
	728	120	91	20	31	304	118	10	19	5	8	2	35	143	172	379	357	369
	759	132	87	25	35	312	124	11	20	5	6	2	40	135	154	430	390	367
	-	c0 G0 H0	g0		G0 h0	G0				-		-				M0 N0 O0		
Don't know	4%	4%	4%	2%	9%	4%	4%	2%	8%	7%	4%		11%	6%	4%	2%	4%	4%
	153	19	18	2	10	58	35	2	7	1	2		26	55	42	30	76	76
	155	21	16	3	10	56	36	2	8	1	2		29	54	38	34	85	69
	-				d0 h0					-			n0 O0 P0	P0				

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q38 (NETS): Do you have life insurance, either through your employer benefits or through a policy that you pay for on your own? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Have none	25%	31%	24%	25%	35%	27%	19%	16%	29%	43%	20%	30%	26%	20%	20%	34%	26%	25%
	881	140	108	22	42	362	152	11	26	6	9	2	61	198	214	408	433	446
	914	153	103	28	45	368	160	13	28	6	8	2	69	189	192	464	475	436
	-	c0 G0 H0	g0		:0 G0 H0 k0	G0 h0			g0	-		-				m0 N0 O0		
Have only one type	57%	55%	59%	56%	41%	57%	62%	60%	54%	57%	64%	47%	64%	63%	58%	51%	59%	56%
	2021	245	267	51	49	768	507	42	49	8	31	3	151	624	625	621	997	1012
	2007	256	235	57	55	763	505	45	50	8	29	4	169	581	555	702	1056	942
	-	E0	E0	e0		E0	b0 E0 f0	E0		-	E0	-	P0	o0 P0	P0			
Have two types	16%	12%	16%	20%	22%	15%	17%	20%	16%		16%	24%	10%	16%	20%	13%	14%	17%
	554	54	73	18	26	210	136	14	15		8	2	23	154	215	163	236	316
	537	55	65	21	26	204	129	15	13		7	2	22	141	189	185	241	294
	-				b0		b0					-		M0	M0 n0 P0			Q0
Have 3 types	2%	2%	1%		2%	1%	3%	4%	1%				1%	1%	3%	2%	2%	2%
	65	9	7		2	19	24	3	1				3	12	30	20	28	37
	63	10	6		3	18	22	3	1				3	12	25	23	29	34
	-	D0 K0	d0 k0			D0 K0	D0 f0 K0								n0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q39: What type of life insurance policy do you have? by Banner#1

		Region											Age				Gender	

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	2640	308	347	68	77	997	667	59	65	8	39	5	176	790	869	804	1261	1365
Unweighted Total	2607	321	306	78	84	985	656	63	64	8	36	6	194	734	769	910	1326	1270
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Term	24%	24%	26%	21%	18%	27%	19%	35%	25%	26%	23%	17%	18%	19%	27%	28%	21%	27%
	634	75	90	14	14	265	127	20	17	2	9	1	31	149	231	222	265	365
	626	77	81	17	16	262	123	22	17	2	8	1	32	140	203	251	277	346
	-		g0			e0 G0		e0 g0		-		-			M0 N0	M0 N0		Q0
Whole	23%	22%	19%	10%	23%	23%	26%	21%	35%		11%		25%	21%	18%	28%	20%	25%
	595	66	67	7	18	226	173	12	22		4		44	170	154	227	254	341
	600	69	62	8	20	228	175	13	21		4		50	158	136	256	274	326
	-	D0	d0		d0	D0 k0	c0 D0 K0		)0 c0 D0 K0				o0			N0 O0		Q0
Universal	10%	11%	12%	9%	17%	8%	11%	12%	3%		2%	15%	17%	14%	7%	7%	8%	12%
	260	35	43	6	13	78	74	7	2		1	1	30	115	60	56	97	163
	247	35	37	6	12	76	69	8	2		1	1	31	99	53	64	103	144
	-	I0 K0	f0 I0 K0		f0 I0 K0	i0 k0	f0 I0 K0	i0 k0				-	O0 P0	O0 P0				Q0
Guaranteed Life Insurance	16%	13%	15%	27%	10%	14%	21%	11%	8%	40%	20%	32%	22%	15%	14%	16%	15%	17%
	416	40	54	18	8	135	137	6	5	3	8	2	39	121	124	131	185	230
	409	40	44	21	9	133	139	7	4	3	7	2	41	109	109	150	197	211
	-			c0 E0 f0 h0			0 E0 F0 h0 I			-		-	n0 o0					
Credit Card Balance Protection	2%	2%	2%	1%	1%	2%	0%		2%		3%		4%	3%	0%	1%	1%	2%
	43	7	7	1	1	21	3		1		1		6	24	3	9	16	27
	42	7	5	1	1	21	5		1		1		8	21	3	10	19	23
	-	g0 H0	h0			G0 H0							o0	O0 P0				
Other	1%	1%	1%		3%	1%	1%	3%					2%	1%	1%	2%	2%	1%
	34	3	4		2	13	10	2					3	9	9	13	20	15
	35	4	4		3	12	10	2					3	9	8	15	21	14
	-		d0 i0 k0			D0 I0 K0	D0 I0 K0											
Don't know	25%	26%	24%	32%	28%	26%	21%	18%	27%	34%	42%	36%	13%	26%	33%	18%	34%	16%
	658	81	83	22	22	259	143	11	17	3	16	2	23	202	287	145	425	225
	648	89	73	25	23	253	135	11	19	3	15	2	29	198	257	164	435	206
	-					g0				-	c0 g0 h0	-		M0 P0	M0 N0 P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q40: If the main income earner in your household were to pass away, how long would your insurance pay your annual living expenses? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	2640	308	347	68	77	997	667	59	65	8	39	5	176	790	869	804	1261	1365
Unweighted Total	2607	321	306	78	84	985	656	63	64	8	36	6	194	734	769	910	1326	1270

Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Less than one year	8%	8%	7%	3%	7%	9%	8%	9%	11%		10%	38%	7%	7%	6%	13%	8%	9%
	218	26	26	2	5	89	52	6	7		4	2	13	52	51	102	100	118
	222	28	23	3	5	92	53	6	6		4	2	13	48	45	116	107	115
	-					d0						-				m0 N0 O0		
One year	9%	10%	9%	5%	12%	9%	8%	13%	10%	25%	5%		18%	11%	8%	7%	8%	11%
	242	32	32	3	10	91	56	8	6	2	2		32	90	66	54	99	144
	235	31	29	4	10	90	53	8	6	2	2		34	83	58	60	105	130
	-									-			n0 O0 P0	o0 P0				q0
Two years	10%	11%	11%	9%	5%	11%	8%	15%	10%	11%	8%	16%	18%	12%	8%	9%	8%	12%
	265	35	39	6	4	105	56	9	6	1	3	1	32	91	71	71	95	167
	260	36	33	8	4	103	55	9	7	1	3	1	36	82	62	80	104	154
	-	e0	e0			e0				-		-	n0 O0 P0	o0				Q0
Three years	6%	7%	8%	4%	9%	7%	4%	7%	7%	29%	3%		10%	9%	5%	5%	5%	8%
	170	21	27	3	7	75	26	4	5	2	1		18	73	41	38	61	109
	162	21	23	3	7	73	24	4	4	2	1		17	65	37	43	64	98
	-		g0			G0				-			o0 p0	O0 P0				Q0
Four years	3%	3%	4%	1%	1%	4%	2%		5%				10%	4%	2%	2%	2%	4%
	84	10	12	1	1	41	16		3				18	35	19	12	28	54
	81	9	11	1	1	39	17		3				19	32	16	14	32	48
	-	H0 K0	H0 K0			d0 e0 H0 K0	H0 K0						n0 O0 P0	o0 P0				q0
Five years	7%	8%	7%	6%	5%	8%	6%	9%	8%	11%	3%		9%	8%	7%	5%	6%	8%
	187	24	23	4	4	82	38	5	5	1	1		16	67	62	42	76	110
	181	23	20	5	4	78	38	6	5	1	1		18	62	54	47	80	101
	-					g0				-				P0				q0
Six years	1%	3%	2%	2%	3%	1%	1%		1%				5%	2%	1%	1%	1%	2%
	38	8	6	1	2	11	8		1				8	17	7	6	15	22
	39	9	6	2	2	10	9		1				10	16	6	7	18	20
	-	H0 K0	h0 k0			H0 K0	H0 K0						o0 p0	o0 p0				
Seven years	1%		1%	1%		1%	1%	4%	1%				2%	1%	1%	1%	1%	1%
	23		2	1		12	6	2	1				3	6	8	6	10	13
	23		2	1		12	5	2	1				3	6	7	7	11	12
	-					B0 E0 K0	b0 e0 k0											
Eight years	1%	1%	1%	2%	1%	0%	1%		2%				1%	1%	1%	0%	1%	1%
	17	3	3	1	1	4	4		1				1	8	6	2	7	10
	15	3	2	1	1	4	3		1				1	7	5	2	7	8
	-					h0 k0								p0				
Nine years	0%	0%				0%			2%					0%	0%			0%
	4	1				2			1					2	2			4
	4	1				2			1					2	2			4
	-																	q0
Ten years	2%	4%	2%	3%	1%	2%	2%	4%	2%		6%		1%	3%	2%	2%	1%	3%
	60	14	8	2	1	17	13	2	1		2		2	20	20	18	19	40
	59	14	8	2	1	16	13	2	1		2		2	18	19	20	20	38
	-	e0 f0																q0
More than ten years	9%	7%	14%	5%	12%	8%	9%	8%	8%	11%	11%		4%	7%	10%	12%	7%	11%
	237	23	47	3	9	83	57	5	5	1	4		7	54	83	94	87	150
	233	24	42	4	9	83	56	5	5	1	4		6	48	73	106	89	144
	-		b0 D0 f0 g0							-					M0	M0 N0		Q0
Don't know	41%	37%	35%	58%	44%	39%	50%	33%	34%	13%	55%	46%	15%	35%	50%	45%	53%	31%
	1094	113	122	40	34	385	335	19	22	1	21	2	26	275	433	359	664	423
	1093	122	107	44	40	383	330	21	23	1	19	3	35	265	385	408	689	398
	-			D C0 F0 H0			D C0 F0 H0			-	b0 c0 h0 i0	-		M0	M0 N0 p0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q41: Do you feel you have sufficient life insurance to protect your family? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2640	308	347	68	77	997	667	59	65	8	39	5	176	790	869	804	1261	1365
Unweighted Total	2607	321	306	78	84	985	656	63	64	8	36	6	194	734	769	910	1326	1270
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Yes	73%	72%	73%	73%	75%	71%	75%	68%	68%	60%	70%	48%	76%	71%	70%	77%	66%	79%
	1919	223	255	50	58	712	503	40	44	5	27	2	135	565	604	616	830	1083
	1895	228	226	57	61	705	498	43	44	5	25	3	150	517	531	697	878	1012
	-									-		-				n0 O0		Q0
Yes, definitely	28%	21%	27%	21%	30%	28%	34%	31%	35%		16%	15%	28%	28%	24%	34%	25%	32%
	748	66	95	14	23	276	227	18	23		6	1	50	220	206	273	310	438
	746	67	86	16	25	276	229	20	20		6	1	58	200	178	310	330	415
	-					b0	) c0 D0 F0 I		b0 k0			-				N0 O0		Q0
Yes, I think so	44%	51%	46%	52%	45%	44%	41%	37%	34%	60%	54%	33%	48%	44%	46%	43%	41%	47%
	1171	157	160	36	35	436	276	21	22	5	21	2	85	345	399	343	520	646
	1149	161	140	41	36	429	269	23	24	5	19	2	92	317	353	387	548	597
	-	f0 G0 h0 I0		i0						-		-						Q0
No	17%	14%	18%	13%	14%	17%	15%	23%	18%	40%	16%	52%	15%	17%	18%	16%	20%	14%
	442	45	64	9	11	174	102	13	12	3	6	3	26	137	153	126	249	190
	436	49	56	10	13	172	100	14	11	3	5	3	28	131	135	142	258	175
	-									-		-					R0	
Don't know	11%	13%	8%	14%	11%	11%	9%	10%	14%		15%		9%	11%	13%	8%	14%	7%
	278	40	28	9	8	110	61	6	9		6		15	88	112	62	183	92
	276	44	24	11	10	108	58	6	9		6		16	86	103	71	190	83
	-	c0												p0	P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q42: How long should life insurance pay expenses if the main income earner were to pass away? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Under 7 years	41%	39%	36%	36%	38%	42%	46%	27%	43%	66%	36%	53%	68%	49%	38%	32%	36%	46%
	1449	174	164	32	45	570	375	19	39	9	17	4	162	484	412	390	602	838

	1423	178	145	37	47	561	368	21	38	9	15	4	173	445	362	443	649	767
	-	h0				c0 H0	b0 C0 d0 H0		h0	-		-	N0 O0 P0	O0 P0	P0			Q0
Less than one year	4%	4%	4%	3%	4%	4%	5%	2%	2%		9%		5%	5%	4%	5%	4%	5%
	151	17	18	3	5	60	40	1	2		4		11	45	39	55	62	89
	147	17	16	4	5	60	39	1	2		3		9	41	34	63	65	82
	-						h0											
One year	7%	5%	6%	3%	9%	7%	10%	4%	7%		4%	27%	10%	8%	6%	7%	6%	8%
	255	21	27	3	10	98	83	3	6		2	2	24	79	65	87	110	145
	252	22	24	4	11	99	80	3	6		1	2	25	73	55	99	118	134
	-					b0 d0	C0 D0 f0 H0					-						
Two years	9%	9%	9%	9%	6%	9%	10%	5%	5%	24%	10%	25%	16%	11%	10%	6%	8%	10%
	320	39	40	9	8	123	84	4	5	3	5	2	38	105	103	74	132	185
	313	39	35	10	8	118	84	4	5	3	5	2	43	96	91	83	140	171
	-									-		-	n0 o0 P0	P0	P0			q0
Three years	6%	7%	6%	6%	6%	7%	5%	6%	5%	20%			14%	9%	5%	3%	5%	7%
	214	30	29	6	7	91	40	4	5	3			32	90	51	41	77	133
	209	30	25	5	8	89	40	4	5	3			36	82	45	46	86	120
	-	K0	K0	K0	K0	K0	K0	k0	k0	-			O0 P0	O0 P0				Q0
Four years	3%	2%	2%	1%	1%	3%	3%	2%	4%				8%	4%	2%	1%	1%	3%
	89	11	11	1	1	38	22	1	4				19	37	24	9	25	62
	84	11	9	1	1	36	22	1	3				20	34	20	10	29	54
	-	K0	K0			d0 e0 K0	d0 K0		k0				n0 O0 P0	P0	P0			Q0
Five years	11%	12%	8%	11%	11%	11%	13%	9%	15%	22%	11%		14%	11%	12%	10%	11%	11%
	392	53	37	10	13	147	105	7	13	3	5		33	113	125	122	192	199
	392	56	34	12	13	146	102	8	13	3	5		36	107	111	138	206	185
	-						c0			-								
Six years	1%	1%	0%	2%	1%	1%	0%		4%		2%		2%	1%	1%	0%	0%	1%
	28	3	2	1	1	14	1		4		1		4	14	6	4	4	23
	26	3	2	1	1	13	1		4		1		4	12	6	4	5	21
	-					G0 H0			h0					P0				Q0
NET: 7 years+	24%	22%	29%	21%	22%	25%	20%	34%	25%	13%	26%	22%	15%	23%	27%	24%	24%	25%
	846	97	134	19	26	339	168	24	22	2	12	2	35	228	289	293	399	444
	845	102	118	23	29	338	171	25	23	2	12	2	43	213	257	332	423	420
	-		b0 G0			g0		b0 g0		-		-		M0	M0	M0		
Seven years	1%	2%	1%	2%	1%	1%	1%	3%	2%				4%	1%	1%	1%	1%	2%
	45	7	7	2	1	16	9	2	2				8	15	12	10	18	27
	44	7	6	2	1	15	9	2	2				9	13	11	11	19	25
	-	K0	k0			K0	K0						p0					
Eight years	1%	1%	1%		1%	1%	1%	4%					1%	1%	1%	0%	1%	1%
	27	3	3		1	12	6	3					3	13	9	2	9	18
	26	3	2		1	12	5	3					4	12	8	2	10	16
	-					D0 l0 K0	d0 i0 k0							P0	p0			
Nine years	0%		0%			0%							1%	0%	0%	0%	0%	0%
	7		2			5							2	1	2	2	6	1
	7		2			5							2	1	2	2	6	1
	-				b0 d0 e0 g0 h0 i0 k0													
Ten years	6%	8%	7%	5%	5%	6%	6%	16%	4%		6%	11%	5%	7%	7%	6%	6%	7%
	227	34	33	4	6	80	52	11	4		3	1	11	66	78	72	96	131
	227	36	28	5	7	78	54	11	4		3	1	15	62	68	82	104	123
	-							0 e0 f0 g0 i0				-						
More than ten years	15%	12%	20%	15%	15%	17%	12%	12%	18%	13%	19%	11%	5%	13%	17%	17%	16%	15%
	539	53	90	13	18	226	102	8	16	2	9	1	11	133	188	208	270	267
	541	56	80	16	20	228	103	9	17	2	9	1	13	125	168	235	284	255
	-		B0 G0 h0			B0 G0				-		-		M0	M0 n0	M0 n0		
Don't know	35%	39%	34%	43%	40%	33%	34%	39%	32%	21%	39%	25%	17%	28%	35%	44%	41%	29%
	1226	176	157	39	47	450	277	27	29	3	19	2	40	276	382	529	692	528
	1253	194	146	46	53	454	277	30	31	3	17	2	47	265	342	599	729	519
	-	f0 g0								-		-		M0	M0 N0	M0 N0 O0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q43r1: Credit Protection Insurance is an affordable insurance option - To what extent do you agree or disagree with each of the following statements about the for your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	15%	14%	10%	21%	18%	14%	15%	29%	7%		20%		15%	11%	14%	20%	14%	15%
	144	13	13	7	6	49	42	8	2		4		14	39	43	48	63	81
	142	12	12	8	7	48	41	8	2		4		13	35	39	55	67	75
	-							-	-		-					N0		
1 - Strongly disagree	4%	3%	3%	9%	7%	4%	4%	7%	4%		15%		2%	3%	5%	7%	3%	5%
	42	3	4	3	2	13	11	2	1		3		1	10	14	16	15	28
	42	3	3	3	3	13	11	2	1		3		1	9	13	19	16	26
	-							-	-		-					M0 n0		
2	2%	4%	2%	2%	3%	2%	2%						4%	1%	3%	3%	2%	2%
	21	3	3	1	1	6	7						4	2	8	6	9	11
	20	3	3	1	1	6	6						4	2	7	7	10	10
	-																	
3	3%	1%	3%		5%	3%	3%	15%	2%				2%	3%	2%	4%	3%	3%
	29	1	4		2	11	7	4	1				2	11	7	9	14	15
	29	1	4		2	10	7	4	1				2	10	7	10	15	14
	-		d0			D0	D0	-	-									
4	5%	6%	2%	10%	3%	6%	6%	7%			6%		7%	4%	4%	7%	5%	5%
	52	5	2	3	1	19	18	2			1		6	15	13	17	25	27
	51	5	2	4	1	19	17	2			1		6	14	12	19	26	25
	-					c0	c0	-			-							
NET: Neutral [5-7]	43%	39%	36%	44%	44%	46%	45%	43%	54%	77%	31%	100%	48%	41%	44%	44%	41%	45%
	428	37	47	14	14	157	122	11	14	3	6	1	45	145	134	104	187	237
	420	38	44	16	14	154	118	12	14	3	6	1	49	133	119	119	199	218
	-							-	-	-	-	-						
5	14%	14%	9%	5%	27%	12%	17%	12%	19%	23%	15%	100%	17%	11%	13%	18%	14%	14%
	138	14	13	2	8	42	46	3	5	1	3	1	16	38	40	43	65	73
	140	15	13	2	9	43	44	4	5	1	3	1	18	36	36	50	71	69
	-				c0 d0		c0 D0	-	-	-	-	-				n0		
6	13%	13%	11%	16%	7%	15%	12%	16%	12%	26%			16%	10%	15%	14%	13%	13%
	128	12	14	5	2	53	32	4	3	1			15	35	45	33	58	67
	124	12	13	6	2	52	31	4	3	1			15	32	39	38	60	62
	-							-	-	-								
7	16%	11%	16%	23%	10%	18%	16%	14%	23%	29%	17%		15%	20%	16%	12%	14%	18%
	163	11	21	7	3	62	44	4	6	1	3		14	72	49	27	64	97
	156	11	18	8	3	59	43	4	6	1	3		16	65	44	31	68	87
	-							-	-	-	-			P0				
NET: Agree [8-10]	29%	34%	39%	25%	22%	29%	25%	17%	36%	23%	39%		36%	38%	25%	19%	24%	34%
	291	32	52	8	7	101	67	4	9	1	8		34	135	75	46	111	180
	272	31	42	10	7	97	63	5	9	1	7		34	120	66	52	116	156
	-		G0					-	-	-	-		o0 P0	O0 P0				Q0
8	13%	16%	23%	11%	3%	12%	13%	3%	7%	23%	7%		12%	18%	12%	8%	11%	15%
	130	16	30	4	1	40	35	1	2	1	1		12	63	35	19	51	79
	121	16	24	4	1	39	32	1	2	1	1		12	56	31	22	52	69
	-	E0	E0 f0 g0			E0	E0	-	-	-	-			o0 P0				
9	8%	11%	6%	6%	17%	7%	7%	7%	9%		10%		11%	12%	4%	4%	5%	10%
	77	10	7	2	5	25	20	2	2		2		11	43	14	9	24	53

	71	9	6	2	5	24	19	2	2		2		10	39	12	10	26	45
	-							-	-		-		p0	O0 P0				Q0
10 - Strongly agree	9%	7%	11%	9%	2%	10%	4%	7%	20%		23%		12%	8%	9%	7%	8%	9%
	84	7	14	3	1	35	12	2	5		5		12	29	26	17	36	48
	80	6	12	4	1	34	12	2	5		4		12	25	23	20	38	42
	-		e0 g0			e0 G0		-	-		-							
Don't know	13%	14%	15%	9%	16%	11%	15%	12%	3%		9%		1%	10%	17%	16%	20%	6%
	126	13	20	3	5	36	42	3	1		2		1	34	52	38	93	33
	126	14	18	4	6	35	42	4	1		2		3	33	46	44	95	31
	-							-	-		-			M0	M0 N0	M0 n0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q43r2: Credit Protection Insurance effectively protects me and/or my family in case of certain unexpected events - To what extent do you agree or disagree with each of the following statements about the for your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	12%	12%	11%	5%	12%	13%	13%	12%	7%		16%	100%	17%	13%	10%	12%	9%	15%
	120	12	15	2	4	45	34	3	2		3	1	16	46	30	27	39	79
	113	11	13	2	4	42	32	3	2		3	1	14	42	26	31	41	71
	-					d0		-	-		-	-						Q0
1 - Strongly disagree	2%	1%	2%	2%		3%	3%				6%	100%	2%	2%	2%	3%	2%	3%
	24	1	3	1		11	7				1	1	2	8	7	7	7	17
	23	1	2	1		10	7				1	1	2	7	6	8	8	15
	-					E0	E0				-	-						
2	2%	5%	4%			2%	2%						4%	2%	3%	1%	2%	2%
	22	4	5			8	4						3	9	8	2	11	11
	20	4	5			7	4						3	8	7	2	10	10
	-	d0 e0	d0 e0			D0 E0	d0 e0											
3	2%	3%	2%		3%	2%	3%	4%	2%		6%		4%	1%	2%	4%	2%	3%
	24	3	2		1	5	9	1	1		1		3	4	7	9	10	14
	23	3	2		1	5	9	1	1		1		3	4	6	10	11	12
	-					d0	D0	-	-		-							
4	5%	4%	3%	2%	10%	6%	5%	8%	4%		4%		7%	7%	3%	4%	2%	7%
	50	3	4	1	3	21	13	2	1		1		7	25	8	10	11	37
	47	3	4	1	3	20	12	2	1		1		6	23	7	11	12	34
	-							-	-		-			O0				Q0
NET: Neutral [5-7]	41%	36%	41%	33%	50%	40%	44%	37%	44%	100%	32%		38%	39%	42%	43%	41%	41%
	406	34	54	11	16	138	120	10	11	4	6		36	139	128	102	186	217
	396	35	49	12	17	137	114	11	11	4	6		40	126	113	117	195	199
	-							-	-	-	-							
5	12%	9%	14%	5%	13%	10%	13%	25%	4%	23%	15%		9%	10%	14%	12%	13%	11%
	117	9	19	2	4	36	37	7	1	1	3		8	37	42	29	58	58
	116	9	17	2	5	35	36	7	1	1	3		10	34	38	34	61	54
	-						d0	-	-	-	-							
6	11%	13%	12%	5%	15%	12%	10%	6%	9%	26%	7%		17%	13%	8%	11%	8%	13%
	111	12	17	2	5	41	28	2	2	1	1		16	46	24	25	38	71

	106	12	15	2	4	41	26	2	2	1	1		15	41	21	29	41	64
	-							-	-	-	-		o0	o0				q0
7	18%	14%	14%	23%	22%	18%	20%	6%	31%	51%	11%		13%	16%	20%	20%	20%	17%
	178	13	19	7	7	62	55	2	8	2	2		12	56	61	47	89	88
	174	14	17	8	8	61	52	2	8	2	2		15	51	54	54	93	81
	-							-	-	-	-							
NET: Agree [8-10]	36%	43%	39%	44%	24%	38%	29%	30%	46%		38%		42%	39%	31%	34%	34%	37%
	354	41	52	14	8	131	81	8	12		8		40	139	95	80	156	198
	342	41	43	17	8	127	79	8	12		7		41	125	85	91	166	176
	-	e0 g0				g0		-	-		-			o0				
8	17%	21%	18%	22%	15%	15%	16%	14%	22%		11%		22%	19%	14%	15%	16%	17%
	166	20	25	7	5	52	45	4	6		2		21	67	42	35	73	93
	162	20	21	9	5	49	46	4	6		2		23	61	38	40	79	83
	-							-	-		-							
9	8%	12%	7%	7%	2%	10%	5%	8%	9%		6%		10%	10%	6%	5%	7%	8%
	76	12	10	2	1	33	12	2	2		1		9	36	19	12	32	43
	72	12	7	3	1	33	11	2	2		1		9	32	17	14	35	37
	-	e0 g0				e0 g0		-	-		-			p0				
10 - Strongly agree	11%	10%	13%	15%	7%	13%	8%	7%	15%		22%		10%	10%	11%	14%	11%	12%
	113	9	18	5	2	46	23	2	4		4		10	36	35	33	51	62
	108	9	15	5	2	45	22	2	4		4		9	32	30	37	52	56
	-							-	-		-							
Don't know	11%	8%	9%	19%	14%	9%	14%	22%	3%		14%		2%	8%	17%	11%	16%	7%
	109	8	12	6	4	30	39	6	1		3		2	29	51	27	73	36
	109	8	11	7	5	28	39	7	1		3		4	28	46	31	75	34
	-						f0	-	-		-			m0	M0 N0	M0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q43r3: Credit Protection Insurance provides good value for the money - To what extent do you agree or disagree with each of the following statements about the for your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	15%	14%	10%	22%	27%	16%	14%	30%	7%		25%		14%	13%	14%	20%	13%	17%
	151	13	13	7	9	56	38	8	2		5		13	47	43	47	61	89
	149	13	12	9	9	54	37	8	2		5		13	42	39	55	65	83
	-				c0			-	-		-					n0		
1 - Strongly disagree	4%	3%	3%	9%	5%	5%	2%	7%	4%		15%		4%	3%	4%	6%	4%	5%
	42	3	4	3	2	17	7	2	1		3		4	11	12	15	17	25
	42	3	4	3	2	17	7	2	1		3		4	10	11	17	19	23
	-							-	-		-							
2	3%	3%	2%	4%	12%	3%	2%	4%					4%	1%	3%	5%	3%	3%
	28	3	3	1	4	10	6	1					4	4	9	11	11	16
	29	3	3	2	4	10	6	1					4	4	8	13	13	15
	-							-								n0		
3	4%	6%	2%	5%	8%	3%	5%	15%			4%		1%	5%	5%	4%	2%	6%
	41	5	2	2	2	11	14	4			1		1	16	15	9	10	31

	38	5	2	2	2	10	12	4			1		1	14	13	10	10	28
	-							-			-							Q0
4	4%	2%	2%	5%	3%	5%	4%	3%	3%		6%		4%	4%	3%	6%	5%	3%
	40	2	3	2	1	18	12	1	1		1		4	15	8	13	22	18
	40	2	3	2	1	17	12	1	1		1		4	14	7	15	23	17
	-							-	-		-							
NET: Neutral [5-7]	42%	40%	45%	43%	30%	42%	44%	30%	42%	100%	34%	100%	47%	43%	40%	43%	44%	41%
	418	38	60	14	9	144	121	8	11	4	7	1	44	151	121	102	199	216
	408	38	53	16	10	143	117	9	11	4	6	1	47	137	107	117	209	197
	-							-	-	-	-	-						
5	16%	15%	15%	16%	18%	13%	21%	17%	22%	51%	10%	100%	15%	14%	18%	19%	18%	15%
	162	14	21	5	6	43	58	4	6	2	2	1	14	50	54	44	80	82
	159	14	18	6	7	43	55	5	6	2	2	1	14	46	48	51	83	76
	-						F0	-	-	-	-	-						
6	11%	12%	11%	5%	5%	12%	13%	10%	11%	26%	7%		10%	11%	12%	11%	11%	12%
	113	11	14	2	1	40	36	3	3	1	1		10	39	37	27	49	63
	108	11	14	2	1	39	33	3	3	1	1		9	37	32	30	49	58
	-							-	-	-	-							
7	15%	14%	19%	22%	7%	18%	10%	3%	9%	23%	17%		22%	17%	10%	13%	16%	13%
	144	14	25	7	2	61	27	1	2	1	3		20	61	30	32	71	71
	141	13	21	8	2	61	29	1	2	1	3		24	54	27	36	77	63
	-		e0 g0			e0 G0		-	-	-	-		o0	O0				
NET: Agree [8-10]	30%	33%	33%	25%	24%	32%	25%	29%	47%		32%		38%	35%	28%	22%	23%	36%
	296	32	44	8	8	109	69	8	12		6		36	122	85	52	103	193
	278	31	37	9	8	104	63	8	12		6		36	109	75	58	109	169
	-							-	-		-		P0	P0				Q0
8	14%	18%	16%	13%	7%	15%	13%	14%	15%				15%	18%	12%	10%	10%	18%
	140	17	21	4	2	51	37	4	4				14	65	37	24	44	95
	131	16	17	4	3	49	34	4	4				14	57	33	27	49	82
	-							-	-					o0 P0				Q0
9	6%	8%	6%	8%	7%	6%	6%	10%	8%				8%	7%	7%	3%	4%	8%
	60	7	8	3	2	20	15	3	2				8	24	21	8	20	40
	57	8	7	3	2	19	13	3	2				8	22	18	9	21	36
	-							-	-									q0
10 - Strongly agree	10%	8%	11%	5%	10%	11%	6%	4%	25%		32%		15%	10%	9%	8%	8%	11%
	96	7	15	1	3	38	17	1	6		6		14	34	28	20	38	58
	90	7	13	2	3	36	16	1	6		6		14	30	24	22	39	51
	-					g0		-	-		-							
Don't know	13%	12%	12%	10%	19%	10%	17%	12%	3%		9%		1%	9%	18%	15%	20%	6%
	124	12	16	3	6	35	47	3	1		2		1	34	55	34	91	33
	125	13	14	4	7	33	47	4	1		2		3	33	49	40	94	31
	-						f0	-	-		-			M0	M0 N0	M0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q43r4: Credit Protection Insurance is a convenient way to protect me and/or my family in case of certain unexpected events - To what extent do you agree or disagree with each of the following statements about the for your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

NET: Disagree [1-4]	11%	16%	8%	6%	7%	11%	11%	11%	8%		16%	100%	19%	9%	9%	11%	8%	13%
	107	15	11	2	2	38	29	3	2		3	1	18	33	28	27	37	70
	102	14	9	3	3	37	27	3	2		3	1	16	30	25	31	40	62
	-							-	-		-	-	n0 o0					q0
1 - Strongly disagree	2%	1%	2%			2%	2%	4%			6%	100%		2%	2%	2%	1%	2%
	17	1	3			6	4	1			1	1		6	7	4	6	11
	16	1	2			6	4	1			1	1		5	6	5	6	10
	-					d0 e0	d0 e0	-			-	-		m0	m0	m0		
2	1%	4%	1%	2%		1%	1%				6%		4%	1%	1%	2%	1%	2%
	13	4	1	1		4	2				1		4	3	2	4	4	9
	12	3	1	1		4	2				1		3	3	2	4	4	8
	-	e0				e0					-							
3	3%	4%	1%			4%	3%						7%	2%	3%	3%	2%	3%
	28	4	1			15	9						7	5	8	8	11	17
	27	4	1			14	8						6	5	7	9	12	15
	-	d0 e0				c0 D0 E0	D0 E0						n0					
4	5%	7%	4%	4%	7%	4%	5%	7%	8%		4%		8%	5%	4%	5%	4%	6%
	49	7	6	1	2	13	14	2	2		1		7	19	12	11	16	32
	47	6	5	2	3	13	13	2	2		1		7	17	10	13	18	29
	-							-	-		-							
NET: Neutral [5-7]	40%	35%	40%	34%	45%	41%	41%	28%	30%	100%	22%		43%	39%	39%	40%	38%	41%
	391	34	54	11	14	140	114	8	8	4	4		41	138	118	94	171	217
	381	34	49	13	15	137	109	8	8	4	4		42	126	105	108	179	200
	-							-	-	-	-							
5	11%	9%	15%	2%	19%	8%	15%	18%	4%	23%	5%		15%	9%	13%	11%	11%	12%
	112	8	20	1	6	28	41	5	1	1	1		14	32	40	27	51	61
	110	9	18	1	7	28	39	5	1	1	1		14	29	36	31	53	57
	-		D0		d0		D0 f0	-	-	-	-							
6	11%	10%	7%	12%	17%	13%	10%	4%	2%	26%			11%	11%	10%	12%	9%	12%
	104	9	9	4	5	46	28	1	1	1			10	37	29	28	43	61
	102	9	9	5	5	45	26	1	1	1			11	34	25	32	45	57
	-					c0		-	-	-								
7	18%	17%	18%	19%	9%	19%	16%	6%	23%	51%	17%		17%	20%	16%	17%	17%	18%
	174	16	24	6	3	66	44	2	6	2	3		16	69	49	39	77	94
	169	16	22	7	3	64	44	2	6	2	3		17	63	44	45	81	86
	-							-	-	-	-							
NET: Agree [8-10]	40%	43%	41%	43%	37%	40%	36%	42%	59%		48%		36%	44%	38%	37%	40%	40%
	394	40	55	14	12	138	98	11	15		10		34	157	115	88	181	212
	381	41	46	16	12	135	95	12	15		9		38	141	102	100	192	188
	-							-	-		-							
8	19%	22%	21%	12%	27%	18%	18%	27%	20%		5%		14%	22%	18%	17%	19%	19%
	185	21	28	4	9	61	50	7	5		1		13	78	54	40	85	98
	179	21	23	5	9	59	48	8	5		1		15	71	48	45	90	88
	-							-	-		-							
9	8%	13%	7%	24%		8%	6%	4%	20%		17%		13%	11%	6%	6%	8%	9%
	83	13	9	8		26	18	1	5		3		13	37	19	13	34	49
	82	12	8	8		26	19	1	5		3		16	33	18	15	40	42
	-	E0	E0	c0 E0 f0 g0		E0	E0	-	-		-		p0	p0				
10 - Strongly agree	13%	8%	14%	8%	10%	15%	11%	10%	18%		26%		8%	12%	14%	15%	13%	12%
	126	7	19	3	3	51	30	3	5		5		7	41	42	35	61	65
	120	8	15	3	3	50	28	3	5		5		7	37	36	40	62	58
	-					b0		-	-		-					m0		
Don't know	10%	6%	10%	16%	11%	8%	12%	19%	3%		14%		2%	7%	14%	11%	14%	6%
	97	6	14	5	3	27	34	5	1		3		2	25	43	26	64	33
	96	6	12	6	4	25	33	6	1		3		3	24	38	31	66	30
	-						b0	-	-		-			m0	M0 N0	M0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q43r5: Without $ {res.CCI}, I do not know what would happen to me and/or my family in the case of certain unexpected events - To what extent do you agree or disagree with each of the following statements about the for your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	18%	18%	17%	16%	14%	17%	20%	17%	16%		16%		13%	16%	18%	22%	17%	18%
	174	17	22	5	4	58	55	5	4		3		13	57	54	51	78	96
	173	18	20	6	5	58	54	5	4		3		15	52	47	59	84	89
	-							-	-		-							
1 - Strongly disagree	5%	4%	6%	2%	9%	4%	5%	4%	4%		6%			4%	5%	8%	5%	5%
	47	4	8	1	3	15	13	1	1		1			14	14	20	22	25
	48	5	7	1	3	16	13	1	1		1			12	13	23	24	24
	-							-	-		-			M0	M0	M0 n0		
2	2%	2%	3%		5%	3%	3%						3%	2%	2%	4%	2%	3%
	25	2	4		2	10	7						3	8	5	10	8	16
	25	2	4		2	9	8						3	7	4	11	9	16
	-					D0	D0											
3	5%	5%	2%	12%		4%	9%	7%	5%		4%		4%	5%	8%	4%	5%	6%
	53	5	3	4		14	24	2	1		1		4	17	23	9	21	32
	51	5	3	4		13	22	2	1		1		5	15	20	11	22	29
	-	e0		e0		E0	C0 E0 f0	-	-		-							
4	5%	6%	5%	2%		6%	4%	6%	7%		6%		6%	5%	4%	5%	6%	4%
	49	6	7	1		20	11	2	2		1		6	19	12	12	26	22
	49	6	6	1		20	11	2	2		1		7	18	10	14	29	20
	-	e0	e0			E0	E0	-	-		-							
NET: Neutral [5-7]	37%	32%	36%	39%	32%	40%	37%	29%	34%	100%	23%		48%	39%	34%	34%	33%	40%
	365	30	47	13	10	136	103	8	9	4	5		45	137	102	81	150	212
	352	30	42	15	11	132	97	8	9	4	4		45	124	91	92	157	193
	-							-	-	-	-		o0 p0					q0
5	12%	9%	13%	15%	14%	13%	10%	11%	20%	23%			16%	10%	13%	11%	11%	12%
	117	9	18	5	4	44	29	3	5	1			15	36	40	26	50	66
	113	9	16	5	5	43	26	3	5	1			15	33	35	30	51	61
	-							-	-	-								
6	11%	10%	10%	14%	12%	12%	12%	12%	7%	26%	5%		13%	12%	10%	12%	11%	12%
	112	10	13	5	4	40	34	3	2	1	1		12	42	30	28	48	64
	111	10	13	6	4	39	32	3	2	1	1		13	39	27	32	52	59
	-							-	-	-	-							
7	14%	13%	12%	10%	5%	15%	15%	7%	7%	51%	17%		19%	17%	11%	11%	11%	15%
	136	12	16	3	2	52	41	2	2	2	3		18	59	33	27	52	82
	128	11	13	4	2	50	39	2	2	2	3		17	52	29	30	54	73
	-					e0	e0	-	-	-	-			o0				
NET: Agree [8-10]	34%	42%	31%	37%	39%	34%	29%	39%	44%		53%	100%	35%	37%	34%	29%	32%	35%
	336	40	41	12	12	117	80	11	12		11	1	33	132	103	68	147	188
	321	39	34	14	12	113	76	11	11		10	1	34	118	91	78	155	165
	-	g0						-	-		-	-		p0				
8	13%	22%	12%	15%	10%	13%	13%	11%	11%		5%	100%	17%	16%	12%	10%	12%	15%
	132	21	15	5	3	45	35	3	3		1	1	16	57	37	23	52	79
	127	19	13	5	3	44	35	3	3		1	1	18	50	33	26	58	68
	-	c0						-	-		-	-		p0				
9	9%	8%	12%	10%	13%	9%	9%	15%	14%				9%	12%	8%	7%	8%	11%
	92	8	15	3	4	29	24	4	4				8	43	25	16	35	57

	86	8	13	4	4	28	22	4	3				8	38	22	18	36	50
	-							-	-					p0				
10 - Strongly agree	11%	12%	8%	13%	16%	12%	7%	13%	19%		48%		10%	9%	13%	13%	13%	10%
	112	11	10	4	5	43	20	4	5		10		9	32	41	30	59	53
	108	12	8	5	5	41	19	4	5		9		8	30	36	34	61	47
	-					g0		-	-		-							
Don't know	11%	8%	17%	8%	15%	9%	13%	15%	6%		9%		4%	8%	15%	15%	17%	7%
	113	8	22	2	5	32	37	4	2		2		3	28	46	36	79	35
	114	8	20	3	6	31	37	5	2		2		5	27	41	41	81	33
	-							-	-		-				M0 N0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q43r6: I trustCredit Protection Insurance more than other types of insurance (such as life insurance or disability insurance) to protect my family in case of unexpected events - To what extent do you agree or disagree with each of the following statements about the for your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	17%	16%	16%	13%	25%	15%	19%	17%	20%	23%	27%	100%	21%	14%	16%	21%	16%	18%
	169	15	22	4	8	52	52	5	5	1	5	1	20	50	50	49	71	97
	165	15	19	6	8	51	49	5	5	1	5	1	20	45	44	56	76	88
	-							-	-	-	-	-				n0		
1 - Strongly disagree	4%	3%	4%		5%	4%	3%	4%	8%		10%			3%	4%	6%	3%	5%
	38	3	5		2	15	8	1	2		2			11	13	13	12	26
	37	3	4		2	15	8	1	2		2			10	12	15	13	24
	-		d0			D0	D0	-	-		-			M0	M0	M0		
2	2%	3%	3%		3%	2%	3%	3%					1%	2%	3%	3%	3%	2%
	24	3	5		1	7	9	1					1	6	11	6	12	12
	23	3	4		1	6	8	1					1	6	9	7	12	11
	-		d0			d0	D0	-										
3	4%	4%	3%	5%	10%	3%	6%	3%	7%		7%	100%	7%	4%	3%	4%	4%	4%
	43	4	4	2	3	10	16	1	2		1	1	7	16	10	10	20	23
	42	3	4	2	3	10	15	1	2		1	1	7	14	9	12	21	21
	-							-	-		-	-						
4	6%	6%	6%	9%	7%	6%	7%	7%	5%	23%	10%		13%	5%	5%	8%	6%	7%
	64	6	8	3	2	20	19	2	1	1	2		12	17	16	19	27	36
	63	6	7	4	2	20	18	2	1	1	2		12	15	14	22	30	32
	-							-	-	-	-		n0 o0					
NET: Neutral [5-7]	39%	38%	39%	38%	36%	42%	39%	42%	30%	55%	27%		38%	39%	39%	42%	39%	40%
	390	36	51	12	11	145	107	11	8	2	5		35	138	119	98	177	212
	383	36	47	15	13	143	102	12	8	2	5		37	128	106	112	186	196
	-							-	-	-	-							
5	16%	16%	18%	13%	21%	15%	17%	22%	14%	29%	21%		9%	15%	20%	17%	16%	17%
	162	15	23	4	6	52	47	6	4	1	4		8	51	62	41	74	88
	159	15	21	5	8	51	44	6	4	1	4		9	48	55	47	77	81
	-							-	-	-	-				M0	m0		
6	12%	13%	11%	16%	6%	15%	12%	13%	4%	26%			13%	11%	11%	15%	12%	13%
	122	12	15	5	2	50	32	3	1	1			12	39	34	36	55	67

	121	12	15	6	2	50	30	4	1	1			13	37	30	41	58	63
	-					e0		-	-	-								
7	11%	9%	10%	9%	10%	13%	11%	7%	12%		6%		15%	13%	8%	9%	11%	11%
	106	9	13	3	3	43	29	2	3		1		15	48	23	21	49	57
	103	9	11	4	3	42	28	2	3		1		15	43	21	24	51	52
	-							-	-		-			o0				
NET: Agree [8-10]	29%	33%	30%	34%	24%	31%	23%	27%	44%	23%	32%		39%	37%	25%	19%	23%	34%
	287	32	40	11	7	107	63	7	12	1	6		37	129	75	45	104	182
	269	30	33	12	7	101	60	8	11	1	6		38	114	66	51	110	159
	-					g0		-	-	-	-		o0 P0	O0 P0				Q0
8	12%	14%	9%	13%	10%	13%	11%	13%	15%	23%	10%		15%	14%	12%	7%	10%	14%
	117	13	12	4	3	44	30	3	4	1	2		14	51	36	16	45	73
	111	12	10	5	3	41	29	4	4	1	2		16	45	32	18	47	64
	-							-	-	-	-		p0	P0	p0			
9	8%	13%	8%	14%	9%	7%	9%	3%	8%				15%	12%	4%	6%	5%	11%
	83	13	11	5	3	25	24	1	2				14	42	13	14	24	59
	79	12	9	5	3	25	22	1	2				14	38	11	16	27	52
	-							-	-				O0 p0	O0 p0				Q0
10 - Strongly agree	9%	6%	13%	7%	5%	11%	3%	11%	21%		22%		9%	10%	9%	6%	8%	10%
	87	6	17	2	1	37	10	3	6		4		9	37	26	15	36	51
	79	6	14	2	1	35	9	3	5		4		8	31	23	17	36	43
	-		G0			G0		-	-		-							
Don't know	14%	13%	15%	14%	16%	12%	19%	13%	6%		14%		2%	10%	20%	19%	22%	7%
	143	13	20	5	5	40	53	4	2		3		2	36	61	44	102	40
	143	14	17	5	6	39	53	4	2		3		4	34	54	51	105	37
	-						f0	-	-		-			M0	M0 N0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q43 (Summary Agree): To what extent do you agree or disagree with each of the following statements about the for your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Credit Protection Insurance is an affordable insurance option	29%	34%	39%	25%	22%	29%	25%	17%	36%	23%	39%		36%	38%	25%	19%	24%	34%
	291	32	52	8	7	101	67	4	9	1	8		34	135	75	46	111	180
	272	31	42	10	7	97	63	5	9	1	7		34	120	66	52	116	156
	-		G0					-	-	-	-		o0 P0	O0 P0				Q0
Credit Protection Insurance effectively protects me and/or my family in case of certain unexpected events	36%	43%	39%	44%	24%	38%	29%	30%	46%		38%		42%	39%	31%	34%	34%	37%
	354	41	52	14	8	131	81	8	12		8		40	139	95	80	156	198
	342	41	43	17	8	127	79	8	12		7		41	125	85	91	166	176
	-	e0 g0				g0		-	-		-			o0				
Credit Protection Insurance provides good value for the money	30%	33%	33%	25%	24%	32%	25%	29%	47%		32%		38%	35%	28%	22%	23%	36%
	296	32	44	8	8	109	69	8	12		6		36	122	85	52	103	193
	278	31	37	9	8	104	63	8	12		6		36	109	75	58	109	169
	-							-	-		-		P0	P0				Q0
Credit Protection Insurance is a convenient way to protect me and/or my family in case of certain unexpected events	40%	43%	41%	43%	37%	40%	36%	42%	59%		48%		36%	44%	38%	37%	40%	40%
	394	40	55	14	12	138	98	11	15		10		34	157	115	88	181	212

	381	41	46	16	12	135	95	12	15		9		38	141	102	100	192	188
	-							-	-		-							
Without Credit Protection Insurance, I do not know what would happen to me and/or my family in the case of certain un	34%	42%	31%	37%	39%	34%	29%	39%	44%		53%	100%	35%	37%	34%	29%	32%	35%
	336	40	41	12	12	117	80	11	12		11	1	33	132	103	68	147	188
	321	39	34	14	12	113	76	11	11		10	1	34	118	91	78	155	165
	-	g0						-	-		-	-		p0				
I trust Credit Protection Insurance more than other types of insurance (such as life insurance or disability insurance) to pı	29%	33%	30%	34%	24%	31%	23%	27%	44%	23%	32%		39%	37%	25%	19%	23%	34%
	287	32	40	11	7	107	63	7	12	1	6		37	129	75	45	104	182
	269	30	33	12	7	101	60	8	11	1	6		38	114	66	51	110	159
	-					g0		-	-	-	-		o0 P0	O0 P0				Q0

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q44: From whom did you purchase your credit protection insurance? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	989	95	133	33	31	344	275	27	26	4	20	1	94	353	305	236	454	531
Unweighted Total	960	95	116	38	34	334	264	29	26	4	19	1	99	321	270	270	477	480
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
From a financial institution – Bank or credit union	53%	48%	51%	59%	72%	50%	56%	49%	50%	51%	69%	100%	43%	43%	57%	66%	56%	50%
	523	46	68	19	22	172	153	13	13	2	14	1	41	153	174	156	253	267
	514	47	59	23	24	169	148	14	13	2	14	1	43	140	153	178	266	246
	-				b0 c0 f0			-	-	-	-	-			m0 N0	M0 N0 o0		
From a mortgage broker	21%	26%	21%	20%	16%	21%	19%	25%	13%	49%	18%		31%	27%	20%	8%	16%	24%
	203	25	28	6	5	72	51	7	3	2	4		29	94	60	20	72	130
	190	24	24	7	5	68	47	7	3	2	3		29	84	54	23	76	113
	-							-	-	-	-		o0 P0	o0 P0	P0			Q0
From an insurance broker	13%	13%	14%	7%	5%	12%	15%	7%	19%		7%		16%	17%	9%	10%	11%	14%
	125	12	18	2	2	41	42	2	5		1		15	59	28	23	52	73
	121	11	16	3	2	40	41	2	5		1		17	53	25	26	55	66
	-						e0	-	-		-			O0 P0				
Directly from an insurance company	8%	4%	6%	7%	2%	11%	5%	14%	13%				7%	8%	8%	8%	8%	7%
	75	4	8	2	1	40	13	4	3				7	27	23	18	35	40
	71	4	6	3	1	38	12	4	3				6	24	20	21	36	35
	-					b0 c0 E0 GC		-	-									
Don't know	6%	9%	9%	7%	5%	6%	6%	6%	6%		6%		3%	6%	7%	8%	9%	4%
	63	8	12	2	2	19	15	2	1		1		3	21	20	19	42	21
	64	9	11	2	2	19	16	2	2		1		4	20	18	22	44	20
	-							-	-		-					m0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q45r1: Credit Protection Insurance is an affordable insurance option - While you do not currently hold on your mortgage or , we would like to understand your thoughts about these products. To what extent do you agree or disagree with each of the following statements about Credit Protection Insu

	Region												Age				Gender	

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	25%	23%	25%	29%	24%	25%	26%	31%	24%	20%	33%	12%	18%	22%	25%	29%	23%	27%
	707	88	91	18	23	276	166	15	18	2	11	1	33	160	212	303	314	388
	712	92	82	21	26	280	164	17	18	2	9	1	33	150	187	342	334	374
	-									-	-	-				M0 N0 o0		q0
1 - Strongly disagree	8%	6%	9%	11%	10%	7%	8%	11%	9%	9%	20%	12%	2%	5%	8%	11%	7%	9%
	215	24	32	7	9	73	50	5	6	1	6	1	3	37	65	110	90	125
	218	26	29	8	11	75	49	6	7	1	5	1	2	34	58	124	96	121
	-									-	-	-		M0	M0 n0	M0 N0 o0		q0
2	4%	4%	4%	2%	9%	5%	5%	3%	3%		4%		4%	4%	4%	6%	4%	4%
	123	14	13	1	8	52	30	2	2		1		6	26	32	58	59	64
	125	15	12	2	9	53	29	2	2		1		6	25	28	66	62	63
	-										-					n0		
3	7%	6%	7%	7%	1%	7%	7%	14%	4%		6%		4%	5%	8%	7%	6%	7%
	184	22	26	4	1	73	46	7	3		2		8	39	65	72	83	98
	182	22	23	5	1	74	45	7	3		2		8	36	57	81	87	93
	-	E0	E0			E0	E0	E0			-							
4	7%	7%	5%	8%	5%	7%	6%	3%	8%	10%	4%		9%	8%	6%	6%	6%	7%
	185	28	20	5	4	78	40	2	6	1	1		15	58	49	63	82	102
	187	29	18	6	5	78	41	2	6	1	1		17	55	44	71	89	97
	-									-	-							
NET: Neutral [5-7]	31%	33%	32%	28%	25%	32%	30%	25%	28%	35%	37%	11%	45%	35%	31%	27%	28%	35%
	881	127	116	17	23	358	191	13	20	4	12	1	80	256	263	281	375	502
	874	134	104	20	24	351	192	14	20	4	10	1	85	237	234	318	402	469
	-									-	-	-	n0 O0 P0	P0				Q0
5	14%	15%	13%	10%	11%	15%	15%	12%	10%		19%	11%	14%	14%	13%	15%	13%	15%
	396	56	47	6	10	163	94	6	7		6	1	26	103	115	152	179	215
	400	60	43	7	12	162	96	7	8		4	1	28	97	103	172	192	206
	-										-	-						
6	8%	8%	9%	7%	8%	10%	7%	2%	3%	15%	3%		10%	11%	8%	6%	7%	10%
	234	31	32	4	8	110	43	1	2	2	1		19	80	70	66	95	139
	229	34	28	5	7	107	42	1	2	2	1		19	73	62	75	99	129
	-	h0	H0 i0			g0 H0 I0	h0			-	-			P0				q0
7	9%	10%	10%	11%	5%	8%	9%	11%	15%	20%	15%		20%	10%	9%	6%	7%	10%
	251	40	37	7	5	86	54	6	11	2	5		36	74	78	63	102	149
	245	40	33	8	5	82	54	6	10	2	5		38	67	69	71	111	134
	-	e0							e0	-	-		N0 O0 P0	P0	p0			Q0
NET: Agree [8-10]	12%	10%	12%	7%	14%	14%	11%	12%	12%	11%	12%		18%	14%	12%	10%	10%	13%
	336	38	43	4	13	152	66	6	9	1	4		31	100	106	99	142	193
	335	39	37	5	14	153	68	6	8	1	4		38	92	92	113	156	178
	-					b0 d0				-	-		P0	p0				q0
8	6%	6%	5%	6%	7%	7%	6%	4%	5%	11%	9%		10%	7%	7%	6%	5%	8%
	183	22	20	3	6	82	39	2	4	1	3		17	49	59	58	71	112
	185	23	17	4	8	83	40	2	4	1	3		23	45	51	66	81	104
	-									-	-							Q0
9	3%	3%	3%	1%	2%	3%	2%	2%	4%		4%		5%	4%	3%	1%	2%	3%
	72	11	11	1	2	33	11	1	3		1		9	27	23	14	30	42
	70	11	9	1	2	32	11	1	2		1		9	25	20	16	32	37
	-										-		p0	P0				

10 - Strongly agree	3%	1%	4%		5%	3%	3%	6%	3%				3%	3%	3%	3%	3%	3%
	81	5	13		5	37	17	3	2				5	24	24	27	41	40
	80	5	11		4	38	17	3	2				6	22	21	31	43	37
	-	d0	b0 D0		d0	B0 D0	D0											
Don't know	32%	34%	31%	37%	37%	30%	33%	32%	35%	34%	18%	76%	19%	30%	33%	34%	39%	25%
	890	131	111	23	35	329	205	16	26	4	6	5	34	220	281	355	528	359
	910	145	103	25	37	333	206	17	28	4	6	6	44	214	251	401	557	350
	-									-	-	-		M0	M0	M0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q45r2: Credit Protection Insurance effectively protects those who hold it in case of certain unexpected events - While you do not currently hold on your mortgage or , we would like to understand your thoughts about these products. To what extent do you agree or disagree with each of the following

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	14%	14%	14%	18%	14%	15%	14%	8%	20%		24%	24%	14%	15%	15%	14%	12%	16%
	407	54	51	11	13	163	87	4	15		8	2	26	109	129	143	166	237
	404	55	45	13	15	164	85	4	15		6	2	27	102	114	161	179	222
	-								h0		-	-						Q0
1 - Strongly disagree	4%	3%	4%	7%	4%	4%	4%	2%	3%		10%	12%	2%	3%	5%	5%	3%	5%
	121	13	16	4	3	50	27	1	2		3	1	3	23	42	51	43	78
	120	14	14	5	4	51	26	1	2		2	1	3	22	37	58	46	74
	-										-	-			m0	m0		Q0
2	2%	3%	2%	2%	3%	2%	2%		2%		4%		1%	2%	1%	3%	2%	2%
	52	12	6	1	3	17	10		2		1		3	12	11	26	23	28
	53	12	5	1	4	18	10		2		1		2	11	10	30	25	27
	-	H0	h0			H0	H0				-					o0		
3	4%	4%	3%	4%	2%	4%	4%	2%	8%		6%	11%	1%	4%	5%	4%	4%	5%
	115	15	11	3	2	48	28	1	6		2	1	3	29	43	40	50	66
	115	15	10	3	2	48	27	1	6		2	1	4	28	38	45	54	61
	-										-	-		m0	M0	m0		
4	4%	4%	5%	5%	5%	4%	4%	4%	7%		4%		10%	6%	4%	2%	4%	5%
	119	15	18	3	5	48	22	2	5		1		17	44	33	25	50	66
	116	14	16	4	5	47	22	2	5		1		18	41	29	28	54	60
	-										-		o0 P0	P0				
NET: Neutral [5-7]	40%	40%	38%	51%	34%	40%	41%	36%	24%	39%	50%	15%	44%	41%	38%	39%	37%	43%
	1117	154	136	31	31	452	255	18	18	4	16	1	79	303	326	409	497	620
	1125	164	122	36	34	452	260	20	18	4	14	1	91	281	290	463	536	589
	-	I0	i0	e0 I0		I0	I0			-	-	-						Q0
5	14%	15%	9%	21%	12%	15%	14%	17%	10%		18%		13%	12%	14%	15%	13%	14%
	384	57	33	13	11	164	86	8	7		6		23	86	118	157	175	209
	390	60	31	14	11	163	89	9	7		6		25	82	106	177	187	203
	-	c0		c0		C0	c0				-					n0		
6	12%	10%	15%	14%	8%	12%	12%	7%	7%	10%	10%		16%	13%	10%	11%	10%	13%
	331	36	56	8	8	138	72	3	5	1	3		28	96	90	117	140	192
	334	39	50	11	8	139	74	4	5	1	3		35	87	80	132	152	182
	-		b0 e0 h0 i0							-	-							q0

7	14%	16%	13%	16%	14%	13%	15%	13%	8%	28%	21%	15%	15%	16%	14%	13%	13%	15%
	401	61	48	10	13	150	97	6	6	3	7	1	27	121	117	135	182	219
	401	65	41	11	15	150	97	7	6	3	5	1	31	112	104	154	197	204
	-	i0					i0			-	-	-		p0				
NET: Agree [8-10]	21%	22%	23%	8%	18%	24%	17%	26%	23%	18%	18%	14%	23%	19%	20%	24%	21%	21%
	602	85	82	5	17	266	107	13	17	2	6	1	42	141	172	246	288	310
	604	92	75	6	18	266	108	14	16	2	6	1	42	134	150	278	305	296
	-	D0 g0	D0 g0		d0	D0 G0	d0	D0	d0	-	-	-				n0 o0		
8	11%	13%	11%	6%	9%	13%	9%	10%	11%	18%	8%		12%	10%	11%	12%	11%	11%
	317	49	40	4	8	143	56	5	8	2	3		21	71	97	128	153	161
	315	53	36	4	9	140	56	5	7	2	3		20	67	84	144	160	153
	-	d0				d0 g0				-	-							
9	4%	5%	5%	1%	3%	4%	3%	4%	3%		6%		6%	5%	3%	4%	4%	4%
	118	19	18	1	2	49	22	2	2		2		10	38	30	39	58	58
	118	20	16	1	3	50	22	2	2		2		11	37	26	44	63	54
	-	d0	d0			d0					-							
10 - Strongly agree	6%	5%	7%	1%	7%	7%	5%	12%	9%		3%	14%	6%	4%	5%	8%	6%	6%
	167	17	24	1	6	74	29	6	7		1	1	10	32	45	79	76	91
	171	19	23	1	6	76	30	7	7		1	1	11	30	40	90	82	89
	-	d0	D0		d0	D0	d0	d0	d0		-	-				N0 o0		
Don't know	24%	23%	25%	23%	34%	21%	28%	30%	32%	44%	9%	47%	18%	25%	27%	23%	30%	19%
	689	90	91	14	31	235	179	15	23	5	3	3	32	182	236	240	408	276
	698	99	84	16	34	235	177	16	25	5	3	4	40	176	210	272	429	264
	-				f0		F0			-	-	-		m0	M0 p0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q45r3: Credit Protection Insurance provides good value for the money - While you do not currently hold on your mortgage or , we would like to understand your thoughts about these products. To what extent do you agree or disagree with each of the following statements about Credit Protection In

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	23%	23%	20%	21%	16%	24%	25%	24%	20%	8%	36%	24%	11%	21%	22%	28%	19%	27%
	653	88	74	13	15	266	158	12	15	1	12	2	19	157	187	291	261	387
	656	93	65	15	17	269	156	13	15	1	10	2	19	146	163	328	276	375
	-					e0	e0			-	-	-		M0	M0	M0 N0 O0		Q0
1 - Strongly disagree	8%	7%	6%	11%	8%	7%	9%	7%	8%		16%	12%	2%	6%	7%	10%	6%	9%
	214	27	21	7	8	80	56	3	6		5	1	4	41	64	106	75	136
	216	29	19	8	9	82	54	4	6		4	1	3	38	56	119	80	133
	-										-	-		m0	M0	M0 N0 o0		Q0
2	4%	4%	3%		4%	4%	5%	7%	3%		7%	11%	1%	3%	3%	6%	4%	4%
	114	16	12		4	44	30	4	2		2	1	2	24	29	60	49	64
	117	17	10		5	45	31	4	2		2	1	2	22	25	68	52	64
	-	D0	D0		d0	D0	D0	d0			-	-		m0	m0	M0 N0 o0		
3	6%	7%	5%	5%	1%	6%	6%	10%	7%	8%	3%		1%	5%	5%	7%	5%	6%
	162	26	17	3	1	65	39	5	5	1	1		2	39	45	76	71	90
	164	27	16	4	1	66	38	5	5	1	1		3	37	39	85	75	88
	-	E0	E0			E0	E0	e0	e0	-	-			M0	M0	M0		

4	6%	5%	6%	4%	2%	7%	5%		2%		10%		6%	7%	6%	5%	5%	7%
	163	19	23	3	2	77	33		2		3		11	53	49	50	66	97
	159	20	20	3	2	76	33		2		3		11	49	43	56	69	90
	-	H0	H0			e0 H0 i0	H0				-			p0				q0
NET: Neutral [5-7]	34%	35%	35%	42%	29%	35%	32%	26%	24%	39%	41%		49%	35%	35%	29%	32%	36%
	952	135	125	26	27	391	201	13	17	4	13		88	259	299	305	430	520
	950	141	113	31	30	387	202	14	17	4	11		97	241	266	346	463	485
	-	i0		i0		i0				-	-		N0 O0 P0	P0	p0			q0
5	15%	15%	15%	19%	9%	15%	15%	17%	16%	10%	11%		16%	12%	16%	16%	15%	15%
	422	59	54	11	8	169	96	8	11	1	3		29	86	137	170	200	220
	425	62	51	13	9	169	97	9	11	1	3		32	81	121	191	213	210
	-	e0				e0	e0			-	-				n0	N0		
6	10%	12%	12%	13%	11%	10%	8%	5%	7%	22%	4%		15%	13%	10%	6%	9%	11%
	275	45	43	8	10	110	48	3	5	2	1		26	94	88	67	122	153
	273	47	38	10	11	107	49	3	5	2	1		30	87	79	77	133	140
	-	g0	g0							-	-		P0	P0	P0			
7	9%	8%	8%	11%	9%	10%	9%	4%	1%	6%	26%		18%	11%	9%	7%	8%	10%
	255	31	28	6	9	112	57	2	1	1	8		32	79	75	68	107	147
	252	32	24	8	10	111	56	2	1	1	7		35	73	66	78	117	135
	-	l0	l0	i0	i0	h0 l0	l0			-	-		n0 O0 P0	P0				q0
NET: Agree [8-10]	13%	11%	12%	7%	18%	15%	10%	17%	22%	18%	6%		22%	16%	12%	10%	12%	14%
	361	42	45	4	17	163	62	9	16	2	2		39	117	103	102	162	197
	356	45	38	4	16	162	63	9	15	2	2		42	109	90	115	175	180
	-				d0 g0	b0 d0 G0			b0 D0 g0	-	-		O0 P0	o0 P0				
8	7%	7%	7%	5%	12%	8%	5%	7%	14%	9%	2%		12%	9%	7%	5%	6%	8%
	202	26	27	3	11	85	34	4	10	1	1		22	70	60	51	81	121
	196	28	23	3	11	82	34	4	9	1	1		22	64	52	58	86	110
	-								g0	-	-		o0 P0	P0				q0
9	3%	3%	2%	1%	1%	3%	2%	6%	2%	8%			5%	4%	3%	2%	3%	3%
	75	10	9	1	1	36	13	3	2	1			10	27	22	17	37	37
	75	11	7	1	1	36	13	3	2	1			11	26	19	19	41	33
	-					e0				-			p0	p0				
10 - Strongly agree	3%	1%	2%		5%	4%	2%	4%	6%		4%		5%	3%	3%	3%	3%	3%
	84	5	9		5	42	15	2	4		1		8	20	22	34	45	39
	85	6	8		4	44	16	2	4		1		9	19	19	38	48	37
	-	d0	D0		d0	B0 D0	D0		d0		-							
Don't know	30%	31%	33%	30%	37%	26%	33%	33%	34%	35%	18%	76%	18%	28%	32%	33%	37%	23%
	848	119	117	18	34	296	207	16	25	4	6	5	32	202	273	340	505	339
	869	131	110	21	38	299	209	18	27	4	6	6	42	197	245	385	535	331
	-		f0		f0		F0			-	-	-		M0	M0	M0 n0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q45r4: Credit Protection Insurance is a convenient way to protect me and/or my family in case of certain unexpected events - While you do not currently hold on your mortgage or , we would like to understand your thoughts about these products. To what extent do you agree or disagree with each o

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

NET: Disagree [1-4]	17%	17%	17%	15%	13%	18%	15%	9%	19%	8%	20%	24%	16%	17%	15%	18%	14%	19%
	467	64	60	9	12	200	94	4	14	1	6	2	29	122	132	184	188	275
	465	66	53	11	14	202	92	5	14	1	5	2	30	113	116	206	200	262
	-					h0				-	-	-						Q0
1 - Strongly disagree	5%	4%	5%	6%	6%	5%	5%	4%	7%		10%	12%	2%	3%	5%	7%	4%	6%
	139	17	17	3	6	54	31	2	5		3	1	4	24	43	68	50	88
	140	18	15	4	7	56	30	2	5		2	1	3	23	38	76	53	86
	-										-	-			m0	M0 N0		Q0
2	2%	2%	2%		2%	3%	2%	2%	1%		8%		1%	2%	2%	3%	2%	2%
	63	9	8		2	29	11	1	1		2		2	13	15	32	26	36
	63	10	7		2	29	11	1	1		2		2	12	13	36	27	35
	-	D0	D0			D0	D0				-							
3	5%	6%	5%	5%	2%	5%	3%	3%	5%				3%	5%	4%	5%	4%	5%
	131	25	18	3	2	56	22	2	4				5	35	38	53	61	71
	132	25	17	4	2	56	22	2	4				6	33	34	59	64	68
	-	e0 g0																
4	5%	3%	5%	4%	3%	5%	5%		5%	8%	2%	11%	10%	7%	4%	3%	4%	6%
	134	13	17	2	3	61	31		4	1	1	1	17	50	36	31	52	81
	130	13	14	3	3	61	29		4	1	1	1	19	45	31	35	56	73
	-	H0	H0			H0	H0		h0	-	-	-	o0 P0	o0 P0				q0
NET: Neutral [5-7]	39%	41%	35%	45%	35%	39%	38%	45%	28%	37%	62%	11%	43%	38%	39%	38%	36%	41%
	1085	156	126	27	32	439	238	22	20	4	20	1	77	279	332	396	490	593
	1093	165	115	32	35	440	239	24	20	4	18	1	86	263	296	448	527	565
	-	i0		i0		i0				-	-	-						Q0
5	15%	17%	13%	19%	7%	16%	13%	21%	11%		22%		14%	13%	14%	16%	13%	16%
	414	64	47	12	7	174	85	10	8		7		25	94	124	171	178	236
	419	68	45	14	7	176	83	11	8		7		26	89	111	193	190	229
	-	E0		e0		E0	e0	e0			-					n0		q0
6	11%	10%	11%	7%	13%	11%	11%	8%	5%	21%	11%	11%	14%	11%	11%	9%	10%	11%
	300	37	41	4	12	124	68	4	4	2	3	1	26	84	94	97	140	159
	302	39	36	5	14	123	71	4	4	2	3	1	31	78	83	110	151	150
	-					i0				-	-	-						
7	13%	14%	11%	19%	15%	13%	14%	16%	11%	16%	29%		15%	14%	13%	12%	13%	14%
	371	55	38	12	13	140	85	8	8	2	9		26	102	114	128	171	199
	372	58	34	13	14	141	85	9	8	2	8		29	96	102	145	186	186
	-									-	-							
NET: Agree [8-10]	21%	19%	22%	14%	22%	22%	22%	25%	24%	19%	10%		25%	22%	20%	22%	22%	21%
	599	74	79	9	21	244	137	12	18	2	3		44	162	169	224	292	303
	602	80	70	11	22	242	142	13	17	2	3		49	151	147	255	314	285
	-									-	-							
8	11%	10%	12%	9%	12%	11%	10%	6%	11%	19%	6%		13%	11%	10%	11%	11%	11%
	305	38	43	5	11	128	65	3	8	2	2		24	84	87	110	147	157
	306	42	38	7	12	125	67	3	8	2	2		27	78	76	125	158	147
	-									-	-							
9	4%	5%	3%	1%	5%	5%	4%	8%	5%				8%	5%	4%	3%	4%	5%
	119	18	12	1	5	52	24	4	3				14	36	36	33	50	68
	118	19	10	1	5	51	25	4	3				15	34	31	38	55	62
	-	d0				d0							p0					
10 - Strongly agree	6%	4%	7%	4%	6%	6%	8%	11%	9%		3%		3%	6%	5%	8%	7%	5%
	174	17	25	3	5	64	48	6	6		1		6	42	45	81	95	78
	178	19	22	3	5	66	50	6	6		1		7	39	40	92	101	76
	-						b0				-					M0 o0		
Don't know	24%	23%	27%	26%	30%	21%	25%	22%	29%	35%	9%	66%	16%	23%	27%	23%	29%	19%
	664	90	96	16	27	233	158	11	21	4	3	5	29	172	230	234	388	271
	671	99	88	17	30	233	157	12	23	4	3	5	35	166	205	265	408	259
	-		f0				f0			-	-	-		m0	M0 p0	m0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q45r5: Credit Protection Insurance is more trustworthy than other types of insurance (such as life insurance or disability insurance) to protect my family in case of unexpected events - While you do not currently hold on your mortgage or , we would like to understand your thoughts about these proc

Region **Age** **Gender**

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Disagree [1-4]	22%	20%	21%	21%	18%	21%	27%	18%	24%		30%	24%	14%	21%	20%	26%	19%	25%
	622	75	77	13	16	233	171	9	18		10	2	25	155	176	266	255	363
	628	80	68	15	18	236	173	10	18		8	2	29	143	156	300	276	348
	-						B0 c0 e0 F0				-	-		m0	m0	M0 n0 O0		Q0
1 - Strongly disagree	8%	5%	6%	9%	7%	7%	10%	11%	9%		16%	12%	3%	5%	7%	11%	6%	9%
	214	20	23	5	6	77	65	5	7		5	1	5	40	59	111	81	134
	219	22	20	6	8	80	65	6	7		4	1	4	37	52	126	87	132
	-						B0 c0 f0				-	-			M0	M0 N0 O0		Q0
2	3%	3%	2%	3%	2%	3%	4%	4%	2%		8%		1%	3%	3%	4%	3%	3%
	89	10	9	2	2	36	26	2	1		2		2	21	24	43	42	45
	90	11	7	2	2	36	27	2	1		2		2	19	21	48	45	43
	-										-					M0		
3	6%	6%	5%	4%	4%	5%	7%		9%			11%	7%	6%	5%	5%	5%	6%
	156	22	19	3	4	60	41		6			1	13	47	41	56	66	89
	158	23	17	3	4	61	43		6			1	16	43	36	63	74	83
	-	H0	H0		h0	H0	H0		h0			-						
4	6%	6%	7%	5%	4%	5%	6%	4%	5%		6%		3%	6%	6%	5%	5%	7%
	163	23	26	3	4	60	39	2	4		2		6	47	53	56	66	95
	161	24	24	4	4	59	38	2	4		2		7	44	47	63	70	90
	-										-							
NET: Neutral [5-7]	34%	32%	34%	34%	34%	36%	33%	35%	27%	45%	20%		48%	37%	35%	29%	31%	37%
	955	123	122	21	31	399	209	18	20	5	6		86	269	300	300	417	538
	949	128	109	24	35	396	208	19	19	5	6		94	250	264	341	448	501
	-									-	-		N0 O0 P0	P0	P0			Q0
5	15%	14%	17%	16%	18%	15%	16%	17%	11%		14%		16%	14%	16%	16%	15%	16%
	436	53	60	10	16	173	103	8	8		4		29	103	135	167	203	232
	440	55	54	12	18	176	104	9	8		4		34	97	119	190	220	220
	-										-							
6	9%	8%	10%	8%	9%	11%	8%	7%	5%	11%	3%		19%	11%	9%	7%	8%	10%
	266	32	37	5	8	127	48	4	4	1	1		34	84	76	72	115	151
	264	33	33	6	9	123	51	4	3	1	1		37	78	67	82	124	140
	-					G0 i0				-	-		n0 O0 P0	P0				
7	9%	10%	7%	10%	7%	9%	9%	11%	11%	34%	4%		13%	11%	10%	6%	7%	11%
	253	39	25	6	7	99	58	6	8	4	1		23	82	88	61	99	154
	245	40	22	6	8	97	53	6	8	4	1		23	75	78	69	104	141
	-									-	-		p0	P0	P0			Q0
NET: Agree [8-10]	12%	13%	12%	7%	10%	15%	9%	12%	9%	11%	14%		18%	14%	11%	11%	12%	12%
	346	49	45	4	10	163	57	6	7	1	5		32	105	95	114	166	179
	345	52	39	5	10	162	58	6	7	1	5		34	99	83	129	177	167
	-					d0 G0				-	-		o0 p0	p0				
8	7%	8%	7%	5%	3%	8%	5%	2%	3%		11%		12%	7%	6%	6%	7%	7%
	187	30	25	3	3	87	32	1	2		3		21	51	52	64	93	95
	188	32	22	3	4	86	33	1	3		4		22	48	45	73	99	89
	-	e0 h0				e0 g0 h0 i0					-		o0 p0					
9	2%	3%	2%	2%	3%	3%	1%	4%	3%		4%		3%	4%	2%	2%	2%	3%
	69	12	6	1	3	32	9	2	2		1		6	27	16	19	29	38
	68	13	5	2	3	31	9	2	2		1		6	26	14	22	32	35
	-					g0					-			o0 p0				

10 - Strongly agree	3%	2%	4%		4%	4%	2%	6%	3%	11%			3%	4%	3%	3%	3%	3%
	90	7	13		3	45	16	3	2	1			5	27	28	30	44	46
	89	7	12		3	45	16	3	2	1			6	25	24	34	46	43
	-	D0	D0			B0 D0	D0			-								
Don't know	32%	36%	32%	38%	38%	29%	30%	35%	39%	44%	35%	76%	20%	28%	34%	34%	38%	25%
	891	136	117	23	35	321	191	17	28	5	11	5	35	206	292	358	520	364
	909	150	110	27	38	323	191	19	30	5	10	6	43	201	261	404	548	355
	-	f0								-	-	-		m0	M0 n0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q45 (Summary Agree): While you do not currently hold on your mortgage or , we would like to understand your thoughts about these products. To what extent do you agree or disagree with each of the following statements about Credit Protection Insurance? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Credit Protection Insurance is an affordable insurance option	12%	10%	12%	7%	14%	14%	11%	12%	12%	11%	12%		18%	14%	12%	10%	10%	13%
	336	38	43	4	13	152	66	6	9	1	4		31	100	106	99	142	193
	335	39	37	5	14	153	68	6	8	1	4		38	92	92	113	156	178
	-					b0 d0				-	-		P0	p0				q0
Credit Protection Insurance effectively protects those who hold it in case of certain unexpected events	21%	22%	23%	8%	18%	24%	17%	26%	23%	18%	18%	14%	23%	19%	20%	24%	21%	21%
	602	85	82	5	17	266	107	13	17	2	6	1	42	141	172	246	288	310
	604	92	75	6	18	266	108	14	16	2	6	1	42	134	150	278	305	296
	-	D0 g0	D0 g0		d0	D0 G0	d0	D0	d0	-	-	-				n0 o0		
Credit Protection Insurance provides good value for the money	13%	11%	12%	7%	18%	15%	10%	17%	22%	18%	6%		22%	16%	12%	10%	12%	14%
	361	42	45	4	17	163	62	9	16	2	2		39	117	103	102	162	197
	356	45	38	4	16	162	63	9	15	2	2		42	109	90	115	175	180
	-				d0 g0	b0 d0 G0			b0 D0 g0	-	-		O0 P0	o0 P0				
Credit Protection Insurance is a convenient way to protect me and/or my family in case of certain unexpected events	21%	19%	22%	14%	22%	22%	22%	25%	24%	19%	10%		25%	22%	20%	22%	22%	21%
	599	74	79	9	21	244	137	12	18	2	3		44	162	169	224	292	303
	602	80	70	11	22	242	142	13	17	2	3		49	151	147	255	314	285
	-									-	-							
Credit Protection Insurance is more trustworthy than other types of insurance (such as life insurance or disability insuran	12%	13%	12%	7%	10%	15%	9%	12%	9%	11%	14%		18%	14%	11%	11%	12%	12%
	346	49	45	4	10	163	57	6	7	1	5		32	105	95	114	166	179
	345	52	39	5	10	162	58	6	7	1	5		34	99	83	129	177	167
	-					d0 G0				-	-		o0 p0	p0				

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q46: Thinking back to when you got your mortgage or , did you know about the option to obtain ? by Banner#1

	Region											Age				Gender	

Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes	39%	32%	38%	33%	36%	39%	46%	42%	38%	18%	40%	24%	23%	32%	38%	49%	37%	42%
	1106	124	139	20	33	439	285	21	28	2	13	2	41	232	328	504	496	606
	1115	131	131	23	38	446	280	23	28	2	11	2	42	215	288	570	522	590
	-					b0	B0 c0 d0 f0			-	-	-		m0	M0 n0	M0 N0 O0		Q0
No	32%	39%	33%	36%	31%	33%	28%	28%	29%	65%	33%	40%	48%	41%	30%	26%	30%	35%
	914	150	117	22	28	364	178	14	21	7	11	3	85	300	256	273	403	509
	915	160	102	26	29	363	181	15	20	7	9	3	96	282	228	309	440	473
	-	f0 G0								-	-	-	O0 P0	O0 P0				Q0
Don't know/Can't recall	28%	29%	29%	31%	34%	28%	26%	30%	33%	17%	27%	36%	29%	28%	32%	25%	34%	23%
	794	110	105	19	31	312	164	15	24	2	9	3	52	203	279	261	460	327
	801	119	93	22	34	308	169	16	26	2	9	3	62	196	248	295	487	308
	-									-	-	-			P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q47: How were you informed about this insurance? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	1106	124	139	20	33	439	285	21	28	2	13	2	41	232	328	504	496	606
Unweighted Total	1115	131	131	23	38	446	280	23	28	2	11	2	42	215	288	570	522	590
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Professional	94%	92%	93%	95%	95%	93%	97%	95%	90%	100%	90%	100%	84%	96%	93%	94%	95%	93%
	1037	114	128	19	31	407	277	20	25	2	11	2	35	222	306	475	471	563
	1046	120	122	22	36	413	272	22	25	2	10	2	35	206	268	537	494	549
	-			-			b0 F0	-	-	-	-	-						
I heard about it from my bank	67%	68%	65%	71%	50%	67%	69%	64%	61%	53%	82%	100%	42%	51%	69%	75%	67%	67%
	742	85	90	14	16	295	197	13	17	1	10	2	17	118	228	379	331	409
	753	91	86	16	20	300	196	15	17	1	9	2	16	108	200	429	347	404
	-	e0		-		e0	e0	-	-	-	-	-			M0 N0	M0 N0		
I heard about it from my mortgage broker	30%	26%	27%	20%	40%	31%	29%	33%	30%	47%	27%		32%	44%	32%	21%	31%	28%
	326	33	37	4	13	137	83	7	8	1	3		13	102	106	105	152	172
	320	34	34	5	14	136	78	7	8	1	3		13	96	92	119	156	162

	-			-				-	-	-	-			O0 P0	P0			
I heard about it from my financial advisor	14%	11%	11%	16%	15%	14%	18%	12%	8%		9%		19%	14%	12%	15%	12%	15%
	154	14	15	3	5	60	51	3	2		1		8	31	40	74	61	93
	157	15	15	4	5	62	50	3	2		1		9	29	35	84	65	92
	-			-				-	-		-							
I heard about it from my insurance broker	6%	8%	5%	4%	10%	7%	4%		7%				18%	12%	4%	3%	4%	7%
	64	10	7	1	3	30	11		2				7	28	12	17	18	45
	62	10	6	1	3	30	10		2				7	25	11	19	19	42
	-			-					-				o0 p0	O0 P0				Q0
NET: Other	13%	14%	15%	4%	12%	14%	11%	10%	15%			52%	27%	15%	14%	11%	10%	16%
	144	18	20	1	4	62	32	2	4			1	11	34	45	54	49	95
	140	18	18	1	4	62	30	2	4			1	11	30	39	60	50	90
	-			-				-	-			-	p0					Q0
I heard about it from friends/family members	5%	6%	3%		7%	6%	7%	5%	7%				12%	6%	6%	4%	5%	6%
	61	7	4		2	24	20	1	2				5	13	21	21	23	38
	59	7	4		2	24	19	1	2				5	12	18	24	23	36
	-						c0	-	-									
I did independent research through search engines or AI (such as ChatGPT)	2%	2%	2%			3%	2%	5%					12%	3%	3%	1%	2%	3%
	24	2	2			14	5	1					5	6	10	3	8	16
	22	2	2			13	4	1					4	6	9	3	8	14
	-					E0	e0	-					p0		p0			
I had read about it when looking for financial information	6%	8%	8%		5%	6%	3%		15%			52%	14%	7%	4%	5%	3%	8%
	62	10	11		2	27	8		4			1	6	16	14	26	14	47
	61	10	9		2	27	8		4			1	6	14	12	29	16	45
	-					g0			-			-						Q0
Other	2%	1%	3%	4%		2%	1%							0%	2%	2%	2%	2%
	19	1	4	1		11	2							1	6	12	9	10
	19	1	4	1		11	2							1	5	13	9	10
	-		e0	-		E0 g0									m0	M0 n0		
Don't remember	3%	4%	3%	5%	2%	3%	1%		3%		10%		2%	1%	4%	2%	2%	3%
	29	5	4	1	1	14	3		1		1		1	3	15	11	12	17
	29	5	3	1	1	14	3		1		1		1	3	13	12	13	16
	-			-					-		-				n0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q48: Why did you choose not to have on your mortgage or ? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Didn't need it	40%	39%	42%	28%	31%	38%	45%	40%	42%	31%	37%	45%	38%	38%	39%	43%	37%	43%
	1127	149	151	17	29	428	284	20	31	3	12	3	68	276	335	448	497	625
	1132	158	137	19	31	431	285	21	31	3	12	4	75	256	294	507	528	600
	-		d0 e0				o0 D0 E0 F0			-	-	-				n0		Q0
I was advised not to get it	4%	4%	4%	9%	2%	5%	4%	4%	8%	11%			8%	7%	4%	2%	3%	6%
	126	15	14	6	2	55	26	2	5	1			15	50	35	26	46	79
	123	15	12	6	2	55	25	2	5	1			16	46	32	29	49	73

	-									-			P0	o0 P0				Q0
Had other types of insurance to cover it	13%	12%	13%	4%	13%	11%	17%	13%	11%		21%	23%	7%	10%	15%	14%	12%	14%
	366	45	46	3	12	128	109	7	8		7	2	12	74	129	150	167	199
	365	47	42	3	12	128	109	7	8		7	2	14	69	113	169	174	191
	-	D0	D0		d0	D0	b0 D0 F0				-	-			M0 N0	M0 N0		
Did not feel the need to have insurance	23%	23%	23%	14%	20%	23%	26%	26%	20%	31%	12%	11%	19%	19%	21%	29%	21%	25%
	648	88	84	9	18	252	162	13	14	3	4	1	33	138	179	298	292	354
	660	96	78	10	20	257	162	13	16	3	4	1	36	130	156	338	311	347
	-						d0			-	-	-				M0 N0 O0		
Was going to get it later but didn't get	4%	3%	6%	1%	2%	5%	4%	2%	6%		7%	11%	9%	7%	4%	2%	3%	5%
	122	10	21	1	1	58	22	1	4		2	1	16	50	34	22	42	79
	115	10	18	1	1	55	23	1	3		2	1	16	45	29	25	44	70
	-		b0 d0 e0 h0			b0 d0 e0 h0					-	-	o0 P0	o0 P0	p0			Q0
NET: Expense	41%	42%	41%	40%	34%	43%	36%	37%	38%	58%	53%	35%	40%	35%	43%	42%	37%	44%
	1141	159	148	25	32	481	223	19	28	6	17	2	71	258	371	441	504	631
	1144	171	132	30	36	478	226	20	27	6	15	3	78	240	329	497	538	600
	-					G0				-	-	-			N0	N0		Q0
It was too expensive/the premiums were too high	19%	20%	17%	15%	16%	21%	17%	18%	13%	20%	37%	12%	12%	14%	20%	24%	18%	20%
	536	77	63	9	15	230	108	9	10	2	12	1	21	102	169	244	249	283
	544	82	58	11	18	231	111	10	10	2	10	1	24	96	148	276	266	274
	-									-	-	-			M0 N0	M0 N0 o0		
I could not afford the premium	11%	14%	11%	15%	13%	12%	6%	15%	15%	8%	3%	11%	12%	9%	11%	12%	11%	11%
	307	52	40	9	12	134	39	7	11	1	1	1	22	63	99	124	147	158
	311	56	38	11	13	133	39	8	10	1	1	1	22	59	90	140	159	150
	-	G0	g0			G0			g0	-	-	-				n0		
It was not good value for the money	15%	18%	17%	14%	6%	16%	13%	13%	13%	31%	12%	12%	14%	12%	16%	16%	11%	19%
	423	67	61	9	5	175	81	7	10	3	4	1	26	88	138	171	146	273
	423	74	53	11	6	175	79	7	10	3	4	1	27	81	122	193	157	262
	-	E0 g0	E0			E0	e0			-	-	-			n0	N0		Q0
Felt that other types of insurance would provide a better value for the money	11%	9%	12%	5%	7%	11%	11%	5%	11%	9%	14%	24%	8%	11%	11%	11%	9%	12%
	302	36	45	3	7	123	71	2	8	1	5	2	14	81	93	114	124	176
	300	38	39	4	7	124	71	3	7	1	4	2	17	74	81	128	131	168
	-		d0 h0			d0 h0	h0			-	-	-						Q0
NET: Lack of information	21%	25%	17%	27%	24%	23%	15%	17%	24%	24%	23%	52%	30%	28%	18%	16%	21%	20%
	583	97	63	16	22	252	94	8	17	3	7	4	53	207	160	164	288	288
	586	105	56	20	22	250	94	9	17	3	6	4	57	200	143	186	315	265
	-	C0 G0		g0	g0	c0 G0				-	-	-	O0 P0	O0 P0				
Did not know about this insurance	13%	16%	11%	15%	16%	15%	7%	11%	16%	24%	20%	40%	15%	16%	11%	12%	14%	12%
	364	63	39	9	15	162	47	6	11	3	6	3	26	117	95	126	189	170
	371	68	36	12	14	162	50	6	12	3	5	3	29	114	85	143	207	160
	-	c0 G0			g0	G0				-	-	-		O0 p0				
The way the insurance was explained to me was confusing	5%	6%	5%	6%	2%	6%	3%	6%	3%		3%	11%	10%	8%	4%	2%	4%	5%
	135	24	17	4	2	64	17	3	2		1	1	17	61	33	24	60	70
	131	26	14	4	2	63	16	3	1		1	1	16	58	30	27	65	62
	-	e0 G0				E0 G0					-	-	o0 P0	O0 P0				
I didn't feel confident that I understood how the insurance worked	6%	7%	4%	5%	9%	6%	6%	2%	6%			11%	10%	8%	7%	3%	5%	6%
	168	27	16	3	8	69	38	1	5			1	17	61	60	30	73	93
	163	28	13	4	8	67	36	1	5			1	19	57	53	34	78	83
	-	H0			h0	h0	h0					-	P0	P0	P0			
Other Specify	6%	7%	6%		8%	6%	5%	11%	3%	19%	4%		2%	2%	5%	10%	7%	5%
	167	28	23		8	64	33	5	2	2	1		3	14	41	109	91	75
	175	31	22		9	69	33	6	2	2	1		4	13	36	122	97	77
	-	D0	D0		D0	D0	D0	d0		-	-				m0 N0	M0 N0 O0		
Don't know/Can't recall	19%	18%	20%	25%	27%	17%	20%	23%	22%	8%	9%	15%	21%	23%	20%	14%	21%	17%
	528	70	74	15	25	184	128	11	16	1	3	1	38	170	173	146	281	245
	525	73	66	16	27	182	127	12	17	1	3	1	43	162	154	166	295	228
	-				f0					-	-	-	p0	P0	P0		r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC
Q49: Who advised you not to get the ? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	126	15	14	6	2	55	26	2	5	1	0	0	15	50	35	26	46	79
Unweighted Total	123	15	12	6	2	55	25	2	5	1	0	0	16	46	32	29	49	73
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Other professional	28%	24%	33%			23%	36%	60%	42%	100%			58%	30%	19%	17%	15%	34%
	35	4	5			13	9	1	2	1			9	15	7	4	7	27
	32	3	4			12	9	1	2	1			8	13	6	5	7	24
	-	-	-			-	-	-	-	-			-			-		q0
Accountant	12%	7%	8%			9%	27%		22%				28%	7%	10%	17%	6%	16%
	16	1	1			5	7		1				4	4	3	4	3	13
	15	1	1			5	7		1				4	3	3	5	3	12
	-	-	-			-	-		-				-			-		
Realtor	9%		8%			8%	9%	60%	20%	100%				18%	6%		7%	10%
	11		1			4	2	1	1	1				9	2		3	8
	10		1			4	2	1	1	1				8	2		3	7
	-		-			-	-	-	-	-								
Lawyer	8%	17%	17%			8%			22%				30%	10%	3%		2%	11%
	11	3	3			4			1				5	5	1		1	9
	9	2	2			4			1				4	4	1		1	7
	-	-	-			-			-				-					q0
NET: Professional for CPI	48%	42%	48%	44%	100%	45%	62%	40%	35%				54%	46%	57%	38%	38%	54%
	61	6	7	2	2	25	16	1	2				8	23	20	10	17	43
	59	6	6	3	2	24	15	1	2				9	21	18	11	19	39
	-	-	-	-	-	-	-	-	-				-			-		
Mortgage broker	21%	29%	26%	28%		13%	31%	40%	15%				34%	23%	15%	17%	18%	21%
	26	4	4	2		7	8	1	1				5	11	5	4	8	17
	25	4	3	2		7	7	1	1				5	10	5	5	9	15
	-	-	-	-		-	-	-	-				-			-		
Financial institution representative	18%	13%	17%	16%	47%	21%	17%		20%				10%	15%	26%	21%	14%	21%
	23	2	2	1	1	11	4		1				1	7	9	5	6	17
	23	2	2	1	1	11	5		1				2	7	8	6	7	16
	-	-	-	-	-	-	-		-				-			-		
Life insurance agent or broker	14%	8%	5%		53%	19%	18%						17%	11%	22%	7%	6%	18%
	18	1	1		1	10	5						3	6	8	2	3	14
	17	1	1		1	10	4						3	5	7	2	3	13
	-	-	-		-	-	-						-			-		q0
A friend or family member	29%	40%	26%	17%		34%	17%		42%				26%	38%	28%	14%	33%	25%
	36	6	4	1		19	4		2				4	19	10	4	15	20
	35	6	3	1		19	4		2				4	18	9	4	16	18
	-	-	-	-		-	-		-				-			-		
Other (Specify)	7%	6%				10%	8%							6%		21%	12%	4%
	8	1				5	2							3		5	5	3
	9	1				6	2							3		6	6	3
	-	-				-	-									-		
Don't know/Can't recall	11%	13%	10%	56%		13%							8%	9%	15%	10%	8%	13%
	14	2	1	3		7							1	5	5	3	4	10
	13	2	1	3		7							1	4	5	3	4	9
	-	-	-	-		-							-			-		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q50r1: If I were to die - Do you have a different type of insurance policy, that is not , that would protect you and/or your loved ones if you were to experience any of the following unplanned events? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes, have another policy	49%	43%	53%	46%	46%	44%	61%	57%	44%	37%	34%	56%	38%	45%	52%	51%	49%	49%
	1375	166	190	28	43	487	381	29	32	4	11	4	68	332	451	524	667	705
	1378	176	172	31	46	489	381	31	33	4	10	5	77	312	396	593	703	673
	-		b0 F0				c0 d0 E0 F0			-	-	-			M0 N0	M0 n0		
No, do not have another policy	38%	43%	36%	37%	33%	41%	31%	39%	31%	25%	40%	44%	44%	37%	31%	42%	36%	39%
	1057	164	130	23	30	456	193	19	22	3	13	3	78	272	267	440	485	565
	1076	178	119	28	34	461	196	21	22	3	11	3	84	256	239	497	526	543
	-	G0 i0				G0				-	-	-	O0	o0		n0 O0		
Don't know	14%	14%	11%	17%	21%	16%	8%	4%	25%	38%	26%		18%	18%	17%	7%	15%	12%
	382	53	40	11	20	173	52	2	18	4	8		33	131	144	74	207	173
	377	56	35	12	21	167	53	2	19	4	8		39	125	129	84	220	155
	-	G0 H0	h0	h0	c0 G0 H0	c0 G0 H0			)0 c0 G0 H(	-	-		P0	P0	P0		r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q50r2: If I were to become disabled - Do you have a different type of insurance policy, that is not , that would protect you and/or your loved ones if you were to experience any of the following unplanned events? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes, have another policy	34%	32%	38%	36%	29%	29%	44%	43%	28%	29%	35%	11%	34%	39%	44%	23%	33%	36%
	969	124	137	22	27	325	277	21	21	3	11	1	61	285	379	243	454	513
	945	130	119	25	28	317	267	23	21	3	11	1	71	266	333	275	475	468
	-		F0				B0 E0 F0 I0	f0		-	-	-	P0	P0	m0 n0 P0			
No, do not have another policy	50%	52%	49%	47%	42%	53%	45%	55%	48%	33%	47%	67%	44%	42%	38%	67%	49%	51%
	1408	199	179	29	39	595	282	27	35	4	15	5	78	310	329	691	662	741

	1450	216	167	35	44	609	292	30	35	4	13	5	83	293	293	781	713	732
	-	g0				e0 G0				-	-	-				M0 N0 O0		
Don't know	16%	16%	13%	17%	30%	17%	11%	2%	24%	38%	17%	21%	22%	19%	18%	10%	18%	13%
	437	61	45	10	27	195	69	1	17	4	6	2	39	140	155	104	243	189
	436	64	40	11	29	191	71	1	18	4	5	2	46	134	138	118	261	171
	-	g0 H0	H0	H0	) C0 f0 G0 H	c0 G0 H0	H0		c0 g0 H0	-	-	-	P0	P0	P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q50r3: If I were to be diagnosed with a critical illness - Do you have a different type of insurance policy, that is not , that would protect you and/or your loved ones if you were to experience any of the following unplanned events? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes, have another policy	33%	28%	37%	34%	27%	29%	39%	38%	31%	19%	27%	34%	34%	38%	40%	22%	32%	33%
	915	109	132	21	25	329	244	19	22	2	9	2	61	282	347	225	431	483
	894	116	114	24	26	321	238	20	21	2	9	3	72	263	304	255	455	438
	-		b0 f0				B0 e0 F0			-	-	-	P0	P0	P0			
No, do not have another policy	50%	53%	49%	47%	41%	52%	47%	58%	42%	52%	48%	55%	41%	41%	39%	67%	49%	51%
	1406	204	176	29	38	579	295	29	30	6	16	4	73	301	334	698	665	734
	1450	221	166	35	44	592	305	32	32	6	13	4	78	286	297	789	716	727
	-	e0				e0		e0		-	-	-				M0 N0 O0		
Don't know	18%	18%	15%	19%	32%	19%	14%	4%	28%	28%	24%	11%	25%	21%	21%	11%	19%	16%
	493	70	53	11	29	208	88	2	20	3	8	1	44	152	182	115	263	226
	487	73	46	12	31	204	87	2	21	3	7	1	50	144	163	130	278	206
	-	H0	H0	H0	) C0 F0 G0 I	g0 H0	H0		c0 g0 H0	-	-	-	P0	P0	P0		r0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q50r4: If I were to lose my job - Do you have a different type of insurance policy, that is not , that would protect you and/or your loved ones if you were to experience any of the following unplanned events? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2814	384	361	61	93	1116	627	50	73	11	32	7	179	735	863	1038	1359	1443
Unweighted Total	2831	410	326	71	101	1117	630	54	74	11	29	8	200	693	764	1174	1449	1371
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

Yes, have another policy	14%	10%	17%	13%	13%	13%	18%	11%	17%	8%	6%		32%	19%	14%	8%	13%	15%
	403	40	63	8	12	148	112	6	12	1	2		56	137	124	85	181	221
	395	43	53	9	12	145	112	6	12	1	2		63	127	108	97	197	198
	-		B0				B0 f0			-	-		N0 O0 P0	o0 P0	P0			
No, do not have another policy	66%	70%	65%	62%	54%	66%	66%	83%	50%	63%	70%	90%	47%	58%	63%	77%	64%	68%
	1857	268	236	38	50	737	415	42	36	7	23	6	84	427	543	802	872	977
	1882	288	218	45	55	744	416	45	37	7	20	7	92	403	481	906	927	948
	-	E0 I0	e0 i0			e0 I0	e0 I0	D0 E0 F0		-	-	-		M0	M0	M0 N0 O0		
Don't know	20%	20%	17%	25%	33%	21%	16%	5%	33%	28%	24%	10%	21%	23%	23%	14%	22%	17%
	555	76	62	16	31	231	101	3	24	3	8	1	38	171	196	150	305	245
	554	79	55	17	34	228	102	3	25	3	7	1	45	163	175	171	325	225
	-	H0	H0	H0	C0 f0 G0 H	g0 H0	H0		C0 f0 G0 H	-	-	-	p0	P0	P0		R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q50 Summary Table by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	2422	332	315	51	69	943	568	49	54	7	28	7	149	603	723	948	1144	1270
Unweighted Total	2441	355	286	60	76	948	568	53	55	7	25	8	163	567	639	1072	1218	1215
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Yes to 1	24%	23%	22%	22%	24%	25%	23%	22%	23%	13%	26%	22%	22%	19%	17%	32%	25%	22%
	575	75	69	11	17	237	132	11	12	1	7	2	33	117	124	301	287	285
	595	79	68	13	19	244	137	12	13	1	7	2	34	110	111	340	306	287
	-									-	-	-				m0 N0 O0		
Yes to 2	14%	13%	11%	13%	16%	13%	16%	9%	13%	15%	21%	23%	28%	18%	12%	10%	15%	13%
	328	42	36	7	11	124	89	4	7	1	6	2	41	106	89	91	167	162
	328	44	32	8	12	123	88	5	7	1	6	2	46	99	80	103	178	150
	-									-	-	-	n0 O0 P0	o0 P0				
Yes to 3	19%	17%	20%	20%	22%	16%	24%	26%	16%	18%	13%	11%	15%	20%	28%	12%	18%	20%
	461	56	62	10	15	155	135	13	9	1	3	1	23	120	203	115	206	254
	447	58	54	12	15	150	131	14	8	1	3	1	27	112	178	130	216	230
	-						B0 F0			-	-	-		P0	M0 N0 P0			
Yes to 4	11%	9%	16%	11%	8%	9%	13%	8%	16%	13%	3%		10%	14%	13%	7%	11%	11%
	262	28	49	6	6	84	75	4	9	1	1		16	87	97	62	124	138
	255	31	41	6	6	83	73	4	9	1	1		19	81	84	71	130	125
	-		B0 F0				b0 f0			-	-			P0	P0			
No to all	33%	39%	31%	34%	29%	36%	24%	34%	32%	40%	37%	44%	24%	29%	29%	40%	31%	34%
	797	131	99	17	20	342	138	17	17	3	10	3	36	174	209	379	360	431
	816	143	91	21	24	348	139	18	18	3	8	3	37	165	186	428	388	423
	-	c0 G0	g0			G0				-	-	-				M0 N0 O0		

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q51: How likely are you to in the future (for instance if you were to renew your mortgage, or get a new mortgage)? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: Unlikely [1-4]	35%	37%	34%	28%	29%	35%	36%	37%	33%	26%	19%	48%	9%	20%	28%	57%	33%	36%
	1220	163	154	26	34	473	297	26	30	4	9	3	21	201	308	690	562	651
	1265	176	146	31	40	490	304	29	32	4	9	4	23	189	272	781	601	658
	-	K0	k0			k0	K0	k0		-		-		M0	M0 N0	M0 N0 O0		
1 - Very unlikely	19%	20%	20%	14%	15%	20%	20%	21%	21%	19%	9%	23%	2%	9%	13%	37%	19%	20%
	684	89	90	13	18	269	163	15	19	3	4	2	5	85	143	450	314	367
	720	97	88	15	21	283	170	17	20	3	4	2	7	79	125	509	336	381
	-	k0	k0			k0	k0			-		-		M0	M0 N0	M0 N0 O0		
2	5%	6%	5%	5%	6%	5%	6%	3%	9%		4%	11%	3%	3%	5%	8%	5%	6%
	191	25	23	4	7	69	50	2	8		2	1	8	28	53	103	88	102
	198	27	22	5	8	72	51	2	8		2	1	7	27	48	116	94	103
	-											-			n0	M0 N0 O0		
3	6%	5%	6%	5%	4%	6%	5%	9%	3%		4%	14%	1%	5%	6%	7%	6%	6%
	205	24	28	5	5	88	43	7	3		2	1	3	48	70	85	98	106
	206	26	25	6	5	87	44	7	3		2	1	3	45	62	96	103	102
	-											-		M0	M0	M0 n0		
4	4%	6%	3%	5%	4%	3%	5%	4%	1%	7%	2%		2%	4%	4%	4%	4%	4%
	140	25	13	4	5	47	41	3	1	1	1		5	41	42	52	63	76
	141	26	11	5	6	48	39	3	1	1	1		6	38	37	60	68	72
	-	c0 l0				i0	c0 l0			-								
NET: Neutral [5-7]	28%	29%	24%	31%	21%	32%	26%	20%	27%	8%	38%	11%	50%	35%	31%	17%	29%	28%
	997	129	107	28	26	436	212	14	24	1	18	1	120	342	331	204	494	503
	987	137	94	34	30	423	213	15	24	1	15	1	136	324	294	233	530	457
	-					C0 E0 G0 h0				-	h0	-	N0 O0 P0	P0	P0			
5	8%	9%	7%	8%	5%	8%	8%	12%	11%	8%	8%		9%	10%	9%	5%	9%	7%
	282	40	32	7	6	112	62	8	10	1	4		22	101	94	65	152	130
	279	42	27	9	7	110	60	9	11	1	3		25	96	84	74	160	119
	-									-				P0	P0			
6	9%	8%	7%	9%	8%	11%	7%	7%	2%		17%	11%	15%	10%	10%	5%	10%	8%
	309	37	34	8	9	146	59	5	2		8	1	37	100	107	66	167	142
	309	40	31	10	10	141	62	5	2		7	1	42	96	96	75	179	130
	-	l0	i0	i0		c0 G0 l0	i0				i0	-	n0 o0 P0	P0	P0		r0	
7	12%	12%	9%	14%	9%	13%	11%	1%	13%		12%		26%	14%	12%	6%	10%	13%
	406	52	42	13	11	179	92	1	12		6		61	141	130	74	175	231
	399	55	36	15	13	172	91	1	11		5		69	132	114	84	191	208
	-	H0	H0	H0	H0	c0 H0	H0		H0		h0		N0 O0 P0	P0	P0			q0
NET: Likely [8-10]	23%	18%	26%	23%	24%	21%	24%	27%	23%	40%	33%	11%	30%	31%	23%	14%	21%	24%
	794	82	116	21	28	285	200	19	21	6	16	1	71	307	245	171	349	441
	764	82	98	24	28	277	194	20	20	5	15	1	76	279	215	194	368	392
	-		b0				b0			-		-	o0 P0	O0 P0	P0			Q0
8	12%	11%	12%	9%	13%	12%	12%	13%	11%	40%	8%	11%	17%	18%	12%	6%	10%	13%
	413	49	56	8	15	159	95	9	10	6	4	1	40	174	127	72	173	239
	395	48	46	9	15	155	93	10	9	5	4	1	43	158	112	82	184	210
	-									-		-	P0	O0 P0	P0			Q0
9	5%	5%	6%	7%	5%	4%	6%	2%	4%		4%		10%	7%	4%	3%	4%	6%

	173	21	26	7	6	54	52	1	4		2		25	64	43	42	70	101
	170	22	23	8	6	53	51	1	4		2		27	58	38	47	77	91
	-		h0				f0 H0						O0 P0	o0 P0				q0
10 - Very likely	6%	3%	7%	6%	6%	5%	6%	12%	8%		20%		3%	7%	7%	5%	6%	6%
	207	12	34	6	7	72	53	8	7		10		6	69	75	58	106	100
	199	12	29	7	7	69	50	9	7		9		6	63	65	65	107	91
	-		B0			B0	B0	b0			B0 c0 d0 e0 f0 g0			M0 p0	M0 p0			
Don't know	14%	16%	17%	18%	26%	12%	13%	16%	17%	26%	11%	30%	11%	14%	18%	12%	17%	12%
	510	73	78	16	31	165	110	11	16	4	5	2	26	138	200	146	289	216
	505	79	71	17	31	163	105	12	16	4	5	2	28	131	180	166	302	199
	-	f0	f0		) c0 F0 G0 I					-		-			M0 N0 P0		R0	
Mean	5.1	4.8	5.2	5.5	5.3	5.0	5.1	5.0	5.0	5.5	6.4	3.5	6.7	6.1	5.4	3.6	5.0	5.1
Median	6	5	6	6	6	6	5	5	5	8	7	3	7	7	6	2	5	6
Column Comparisons	-			b0						-	B0 c0 F0 g0	-	N0 O0 P0	O0 P0	P0			

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q52: If you were obtaining credit protection insurance now, how would you like to apply for the insurance? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Through a representative of your financial institution	33%	29%	31%	43%	28%	33%	36%	39%	28%	37%	45%	47%	24%	27%	32%	41%	34%	33%
	1170	130	143	39	33	443	299	27	26	5	21	3	58	270	347	495	572	593
	1186	141	129	45	38	447	300	30	27	5	20	4	64	253	306	563	607	575
	-			0 c0 e0 f0 i			B0			-		-			m0 n0	M0 N0 O0		
Through an insurance broker	16%	19%	16%	14%	16%	15%	17%	13%	12%	28%	12%	12%	23%	24%	15%	9%	13%	19%
	558	86	71	13	19	201	138	9	11	4	6	1	54	232	157	114	220	337
	541	85	61	14	19	195	136	10	11	4	5	1	62	211	139	129	239	301
	-	f0								-		-	O0 P0	O0 P0	P0			Q0
Through a mortgage broker	11%	14%	12%	8%	7%	11%	8%	15%	12%	8%	9%		15%	14%	12%	6%	10%	11%
	375	63	54	8	9	148	67	10	11	1	4		36	138	126	74	177	195
	362	64	47	9	9	144	63	11	10	1	4		36	128	114	84	186	174
	-	e0 G0	g0			g0				-			P0	P0	P0			
Through a financial advisor	10%	10%	10%	9%	16%	10%	10%	5%	9%		7%		13%	10%	8%	11%	10%	10%
	361	46	47	8	20	141	84	4	8		3		31	103	92	135	174	186
	366	50	43	10	19	143	86	4	8		3		35	97	82	152	188	177
	-				H0											o0		
Online (self-serve)	9%	8%	8%	5%	11%	9%	9%	6%	13%	6%	7%	25%	9%	9%	12%	7%	9%	9%
	315	37	36	5	13	125	76	4	12	1	3	2	21	84	125	85	148	162
	309	40	33	6	14	122	72	4	12	1	3	2	23	80	110	96	155	151
	-									-		-			n0 P0			
Other	1%	1%	1%	3%	2%	1%	0%						2%	1%	1%	1%	1%	1%
	31	3	4	3	2	16	3						4	10	6	10	9	22
	31	3	3	3	3	16	3						4	9	6	12	10	21
	-					g0 H0 I0 K0												q0
Don't know	20%	18%	22%	18%	19%	21%	19%	23%	25%	20%	21%	15%	14%	15%	21%	25%	23%	17%
	712	82	100	16	23	284	153	16	23	3	10	1	34	151	229	299	394	315

	726	91	93	19	27	286	156	17	24	3	9	1	39	145	204	338	416	307
	-									-		-			M0 N0	M0 N0 o0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r1: Economic uncertainty or turmoil - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	39%	40%	40%	45%	38%	40%	36%	40%	41%	37%	51%	33%	50%	44%	42%	30%	39%	39%
	1371	177	181	41	45	538	291	28	38	5	25	2	118	438	451	365	663	703
	1344	185	158	47	46	525	287	30	36	5	22	3	124	407	399	414	699	641
	-									-		-	o0 P0	P0	P0			
Much more likely to consider	10%	11%	13%	8%	7%	11%	8%	9%	11%	13%	11%	22%	16%	11%	10%	8%	11%	9%
	353	48	59	7	8	143	63	6	10	2	5	2	38	111	113	92	183	170
	351	50	51	8	8	141	66	7	11	2	5	2	42	105	100	104	195	156
	-		e0 G0			g0				-		-	o0 P0	P0	p0			
Somewhat more likely to consider	29%	29%	27%	37%	31%	29%	28%	31%	30%	24%	40%	10%	34%	33%	31%	23%	28%	29%
	1018	129	122	34	37	394	228	22	27	3	19	1	80	327	339	273	480	533
	993	135	107	39	38	384	221	23	25	3	17	1	82	302	299	310	504	485
	-			c0						-		-	P0	P0	P0			
NET: Less likely	20%	19%	20%	18%	17%	21%	19%	16%	22%	12%	23%	15%	30%	25%	19%	15%	18%	22%
	706	86	89	17	21	291	157	11	20	2	11	1	72	247	202	185	300	403
	701	87	80	20	23	285	158	12	22	2	11	1	82	228	181	210	327	372
	-									-		-	O0 P0	O0 P0	p0			Q0
Somewhat less likely to consider	12%	12%	13%	9%	10%	13%	13%	10%	13%	5%	15%	15%	14%	15%	13%	10%	11%	14%
	438	53	57	8	12	174	106	7	12	1	7	1	34	152	136	116	186	250
	432	54	51	10	14	171	103	7	13	1	7	1	41	139	121	131	200	231
	-									-		-	p0	P0	p0			q0
Much less likely to consider	8%	7%	7%	9%	7%	9%	6%	7%	9%	7%	9%		16%	10%	6%	6%	7%	8%
	269	33	32	8	8	118	52	5	8	1	4		37	95	66	70	114	153
	269	33	29	10	9	114	55	5	9	1	4		41	89	60	79	127	141
	-					g0				-			n0 O0 P0	O0 P0				
Will have no impact on my likelihood to consider	23%	24%	23%	16%	15%	21%	26%	25%	19%	36%	11%	24%	6%	14%	20%	35%	21%	25%
	797	107	106	15	17	288	217	18	17	5	5	2	15	142	216	423	347	445
	821	116	99	18	20	299	220	20	17	5	5	2	21	134	188	478	373	444
	-	e0 k0	e0 k0			e0 k0	O0 E0 F0 K0	k0		-		-		M0	M0 N0	M0 N0 O0		Q0
Don't know	18%	17%	17%	20%	30%	18%	19%	18%	18%	15%	15%	29%	14%	16%	20%	20%	23%	14%
	647	78	79	18	36	242	153	13	16	2	7	2	33	161	214	239	383	259
	655	86	72	21	40	244	151	14	17	2	6	2	36	154	193	272	402	249
	-				C0 F0 g0 i0					-		-			m0	m0 n0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r2: A rise in the cost of living - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	37%	36%	35%	37%	38%	38%	34%	38%	36%	40%	44%	22%	52%	44%	38%	26%	37%	36%
	1285	161	161	34	45	520	277	27	33	6	21	2	123	437	408	318	630	652
	1261	169	141	38	45	507	275	28	32	5	19	2	135	405	361	360	668	590
	-					g0				-		-	n0 O0 P0	O0 P0	P0			
Much more likely to consider	11%	9%	10%	14%	10%	12%	9%	13%	12%	15%	14%	22%	17%	14%	12%	7%	11%	10%
	380	41	47	13	11	162	76	9	11	2	7	2	40	134	125	80	194	185
	375	45	41	13	11	157	78	10	10	2	6	2	46	126	111	92	209	165
	-					g0				-		-	o0 P0	P0	P0			
Somewhat more likely to consider	26%	27%	25%	23%	28%	26%	25%	25%	24%	25%	30%		35%	31%	26%	20%	26%	26%
	905	120	114	21	33	358	201	17	22	3	14		83	303	282	237	437	466
	886	124	100	25	34	350	197	18	22	3	13		89	279	250	268	459	425
	-									-			o0 P0	o0 P0	P0			
NET: Less likely	22%	24%	23%	23%	19%	22%	21%	21%	28%	13%	24%	26%	30%	26%	22%	17%	21%	23%
	783	107	106	21	23	295	176	15	25	2	11	2	72	260	243	208	352	424
	777	110	93	25	25	292	174	17	26	2	11	2	82	242	217	236	381	391
	-									-		-	o0 P0	P0	P0			
Somewhat less likely to consider	13%	15%	13%	13%	10%	12%	13%	10%	16%	6%	12%		14%	16%	13%	10%	11%	14%
	452	67	58	12	12	169	106	7	14	1	6		34	156	137	125	193	257
	449	67	51	15	14	168	104	8	15	1	6		40	145	122	142	209	238
	-									-				P0				q0
Much less likely to consider	9%	9%	11%	9%	9%	9%	9%	11%	12%	7%	11%	26%	16%	11%	10%	7%	9%	9%
	330	40	48	8	11	126	70	8	11	1	5	2	37	104	106	83	159	167
	328	43	42	10	11	124	70	9	11	1	5	2	42	97	95	94	172	153
	-									-		-	n0 o0 P0	P0	p0			
Will have no impact on my likelihood to consider	24%	25%	25%	22%	16%	23%	27%	23%	21%	34%	25%	24%	9%	14%	22%	38%	22%	26%
	853	111	112	20	19	311	225	16	19	5	12	2	20	143	235	455	371	478
	875	121	105	25	22	321	226	18	19	5	11	2	21	134	206	514	396	476
	-	e0	e0				E0 f0			-		-		M0	M0 N0	M0 N0 O0		Q0
Don't know	17%	15%	17%	18%	27%	17%	17%	17%	15%	12%	8%	29%	9%	15%	18%	19%	20%	14%
	600	68	76	16	32	233	141	12	14	2	4	2	22	148	198	232	340	257
	608	74	70	18	37	233	141	13	15	2	3	2	25	142	177	264	356	249
	-				c0 f0 g0 i0	k0	k0			-		-		m0	M0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r3: A rise in the unemployment rate in Canada - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811

Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	32%	32%	30%	28%	32%	35%	26%	35%	36%	45%	41%	36%	48%	41%	33%	19%	30%	33%
	1112	145	134	25	39	470	212	25	33	6	20	3	114	408	360	230	511	596
	1080	150	116	28	38	456	208	26	33	6	16	3	123	378	318	261	543	533
	-	g0				G0			g0	-		-	O0 P0	O0 P0	P0			
Much more likely to consider	9%	7%	10%	6%	7%	11%	6%	6%	13%	25%	12%		15%	13%	9%	5%	9%	9%
	315	33	44	6	8	145	53	4	12	3	6		34	126	96	58	148	166
	306	34	37	6	7	144	53	5	12	3	5		38	118	84	66	159	146
	-					b0 G0				-			o0 P0	O0 P0	P0			
Somewhat more likely to consider	23%	25%	20%	21%	26%	24%	19%	29%	23%	20%	29%	36%	34%	29%	24%	14%	21%	24%
	797	112	90	19	30	324	160	20	21	3	14	3	80	282	263	172	363	431
	774	116	79	22	31	312	155	21	21	3	11	3	85	260	234	195	384	387
	-	g0				g0				-		-	O0 P0	o0 P0	P0			
NET: Less likely	20%	20%	22%	20%	13%	19%	21%	13%	23%	7%	19%		27%	25%	20%	13%	18%	21%
	693	89	98	18	16	262	171	9	21	1	9		64	252	215	162	309	380
	682	93	85	22	18	255	169	10	20	1	9		74	233	191	184	332	347
	-		e0 h0				e0			-			o0 P0	O0 P0	P0			q0
Somewhat less likely to consider	12%	12%	14%	13%	9%	12%	14%	9%	16%		15%		17%	16%	13%	8%	12%	13%
	436	52	62	12	11	159	112	7	15		7		41	156	140	100	196	238
	429	55	55	15	12	155	108	7	15		7		48	145	124	112	208	219
	-												P0	P0	P0			
Much less likely to consider	7%	8%	8%	6%	4%	8%	7%	4%	7%	7%	4%		9%	10%	7%	5%	7%	8%
	256	37	36	6	5	103	59	2	6	1	2		23	96	75	63	114	142
	253	38	30	7	6	100	61	3	5	1	2		26	88	67	72	124	128
	-									-			p0	o0 P0				
Will have no impact on my likelihood to consider	30%	32%	30%	36%	25%	27%	34%	32%	25%	36%	25%	35%	11%	17%	27%	46%	28%	31%
	1048	143	139	33	30	364	275	22	23	5	12	2	25	169	294	560	475	568
	1080	153	130	39	34	378	277	25	24	5	12	3	28	158	260	634	507	569
	-	f0					F0			-		-		M0	M0 N0	M0 N0 O0		q0
Don't know	19%	16%	19%	17%	29%	19%	20%	20%	16%	12%	16%	29%	14%	16%	20%	21%	24%	15%
	668	70	84	15	34	263	161	14	14	2	8	2	34	160	215	260	398	266
	679	78	78	17	39	264	162	15	15	2	7	2	38	154	192	295	419	257
	-				c0 d0 f0 g0					-		-			m0 n0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q53r4: A change in your financial situation that could make it more difficult for you to pay bills - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0

NET: More likely	44%	45%	42%	42%	38%	46%	42%	49%	40%	57%	46%	60%	48%	48%	46%	38%	46%	42%
	1551	200	192	38	45	625	345	34	36	8	22	4	113	474	502	461	780	767
	1544	212	172	45	48	616	343	37	37	8	21	5	132	444	445	523	828	713
	-									-		-	P0	P0	P0		r0	
Much more likely to consider	13%	11%	13%	12%	8%	14%	10%	17%	12%	27%	18%	45%	16%	14%	13%	10%	13%	12%
	440	50	60	11	10	187	83	12	11	4	9	3	37	143	139	122	224	216
	436	54	52	12	10	183	85	13	11	4	8	4	42	132	124	138	238	198
	-					e0 g0				-		-	p0	P0	p0			
Somewhat more likely to consider	32%	33%	29%	30%	30%	32%	32%	32%	28%	30%	28%	15%	32%	34%	34%	28%	33%	30%
	1111	149	132	27	35	439	262	22	25	4	14	1	76	332	363	340	556	551
	1108	158	120	33	38	433	258	24	26	4	13	1	90	312	321	385	590	515
	-									-		-		P0	P0			
NET: Less likely	20%	20%	23%	22%	18%	19%	20%	18%	25%	7%	24%		33%	26%	18%	14%	18%	22%
	704	91	103	20	21	257	164	13	22	1	11		78	259	200	166	300	397
	691	91	89	24	23	252	163	14	23	1	11		84	239	179	189	325	361
	-									-			O0 P0	O0 P0	P0			Q0
Somewhat less likely to consider	12%	13%	12%	12%	6%	11%	12%	10%	15%		18%		18%	17%	10%	8%	10%	14%
	414	58	56	11	7	153	99	7	14		8		43	165	112	95	165	247
	404	57	48	13	7	149	100	8	14		8		46	151	99	108	179	223
	-	E0	e0			e0	e0		e0				O0 P0	O0 P0	p0			Q0
Much less likely to consider	8%	7%	10%	10%	12%	8%	8%	8%	9%	7%	6%		15%	10%	8%	6%	8%	8%
	290	33	46	9	14	104	65	5	9	1	3		35	94	89	71	135	150
	287	34	41	11	16	103	63	6	9	1	3		38	88	80	81	146	138
	-									-			n0 O0 P0	P0	p0			
Will have no impact on my likelihood to consider	19%	20%	19%	16%	15%	19%	20%	21%	18%	30%	13%	11%	6%	11%	17%	30%	16%	22%
	671	90	87	14	17	255	165	14	16	4	6	1	14	104	184	369	265	403
	686	97	81	17	19	264	166	16	15	4	6	1	13	96	161	416	283	400
	-									-		-		M0	M0 N0	M0 N0 O0		Q0
Don't know	17%	15%	16%	20%	29%	16%	18%	12%	18%	6%	17%	29%	14%	15%	18%	18%	21%	13%
	595	66	73	18	35	221	146	8	16	1	8	2	33	150	196	216	348	243
	600	74	67	20	39	221	144	9	17	1	6	2	34	144	176	246	365	232
	-				) C0 F0 G0 I					-		-					R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q53r5: A change in your financial situation that could make it more difficult for you to manage your debt (including your mortgage or home equity line of credit) - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	44%	44%	41%	50%	40%	45%	42%	50%	39%	53%	48%	60%	45%	48%	47%	37%	45%	43%
	1537	197	188	45	47	609	346	35	35	7	23	4	106	477	507	447	762	770
	1522	209	166	52	48	600	340	37	36	7	22	5	120	444	450	508	806	712
	-									-		-	p0	P0	P0			
Much more likely to consider	12%	12%	13%	8%	6%	13%	10%	13%	12%	31%	20%	34%	13%	13%	13%	10%	13%	11%

	423	52	59	8	8	175	85	9	11	4	10	2	32	128	141	121	218	203
	420	55	51	9	9	172	86	10	12	4	9	3	38	119	125	138	232	187
	-		e0			E0				-	e0	-		p0	p0			
Somewhat more likely to consider	32%	32%	28%	41%	33%	32%	32%	37%	26%	22%	28%	26%	31%	35%	34%	27%	32%	31%
	1114	145	129	37	40	433	261	26	24	3	14	2	74	349	365	326	543	567
	1102	154	115	43	39	428	254	27	24	3	13	2	82	325	325	370	574	525
	-			c0 i0						-		-		P0	P0			
NET: Less likely	19%	18%	22%	20%	17%	19%	18%	15%	21%	12%	20%	11%	35%	23%	17%	14%	17%	21%
	672	81	99	18	20	262	151	11	19	2	10	1	82	228	189	173	291	377
	665	82	87	21	23	254	155	12	19	2	9	1	91	210	168	196	316	346
	-									-		-	N0 O0 P0	O0 P0	p0			Q0
Somewhat less likely to consider	12%	12%	13%	10%	8%	12%	12%	9%	13%	5%	14%		24%	15%	10%	9%	10%	13%
	417	52	58	9	9	166	98	6	11	1	7		57	148	109	103	178	239
	413	53	52	11	10	160	102	7	11	1	6		64	136	96	117	195	217
	-									-			N0 O0 P0	O0 P0				q0
Much less likely to consider	7%	6%	9%	9%	9%	7%	6%	6%	8%	7%	6%	11%	11%	8%	7%	6%	7%	8%
	255	29	40	8	11	96	53	4	7	1	3	1	25	80	81	69	114	138
	252	29	35	10	13	94	53	5	8	1	3	1	27	74	72	79	121	129
	-									-		-	p0	p0				
Will have no impact on my likelihood to consider	19%	21%	20%	12%	14%	19%	21%	22%	21%	30%	13%		7%	12%	17%	30%	16%	23%
	681	95	91	11	16	255	169	15	19	4	6		18	117	184	363	267	410
	698	100	85	14	19	265	169	17	19	4	6		19	109	161	409	287	407
	-	d0 e0	d0				d0 e0			-				m0	M0 N0	M0 N0 O0		Q0
Don't know	18%	17%	17%	19%	30%	17%	19%	13%	19%	6%	19%	29%	13%	17%	19%	19%	22%	14%
	631	75	78	17	35	234	154	9	17	1	9	2	32	166	203	230	373	254
	636	83	71	19	39	234	152	10	18	1	7	2	33	160	182	261	392	241
	-				) C0 F0 g0 H					-		-			m0	m0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r6: A major life event (such as getting married or having children) - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	34%	34%	33%	38%	27%	37%	30%	37%	31%	33%	46%	36%	45%	45%	36%	22%	34%	35%
	1204	151	149	35	32	507	247	26	29	5	22	3	107	443	391	263	571	628
	1177	158	128	38	32	494	244	27	29	4	20	3	123	411	345	298	606	567
	-					e0 G0				-	e0 g0	-	o0 P0	O0 P0	P0			
Much more likely to consider	10%	8%	12%	9%	6%	11%	8%	11%	8%	16%	15%		18%	14%	10%	5%	10%	10%
	351	36	54	8	8	155	66	7	7	2	7		43	136	109	63	172	176
	340	37	47	8	7	152	66	8	7	2	6		48	125	96	71	182	155
	-		e0 g0			b0 e0 G0				-			O0 P0	o0 P0	P0			
Somewhat more likely to consider	24%	26%	21%	29%	21%	26%	22%	26%	23%	17%	31%	36%	27%	31%	26%	16%	24%	25%
	853	115	95	26	25	352	182	18	21	2	15	3	64	307	282	200	399	453
	837	121	81	30	25	342	178	19	22	2	14	3	75	286	249	227	424	412
	-					c0				-		-	P0	o0 P0	P0			
NET: Less likely	17%	18%	17%	13%	13%	17%	19%	12%	18%	14%	15%		32%	23%	16%	11%	15%	20%

	612	80	78	12	16	237	155	8	16	2	7		76	223	175	138	252	359
	603	81	70	14	18	232	154	9	16	2	7		83	207	156	157	275	327
	-									-			N0 O0 P0	O0 P0	P0			Q0
Somewhat less likely to consider	11%	12%	10%	7%	5%	12%	13%	9%	9%	7%	8%		20%	15%	11%	7%	9%	13%
	394	54	44	7	7	159	104	6	8	1	4		48	149	115	82	153	241
	384	53	39	8	7	154	102	7	9	1	4		52	137	102	93	166	218
	-	e0				E0	E0			-			O0 P0	O0 P0	P0			Q0
Much less likely to consider	6%	6%	7%	5%	8%	6%	6%	3%	9%	7%	7%		12%	8%	5%	5%	6%	7%
	218	27	34	5	9	79	51	2	8	1	3		28	74	60	56	99	118
	219	28	31	6	11	78	52	2	7	1	3		31	70	54	64	109	109
	-		h0							-			O0 P0	P0				
Will have no impact on my likelihood to consider	29%	31%	32%	27%	25%	25%	31%	33%	32%	41%	23%	35%	9%	16%	26%	44%	27%	30%
	1007	139	145	24	30	343	255	23	29	6	11	2	21	161	286	539	455	547
	1033	150	134	30	33	354	258	26	29	6	10	3	21	149	253	610	485	544
	-	f0	f0				F0			-		-		M0	M0 N0	M0 N0 O0		q0
Don't know	20%	17%	18%	22%	35%	20%	20%	18%	19%	12%	16%	29%	14%	16%	21%	22%	25%	15%
	698	78	84	20	41	272	162	13	17	2	8	2	33	161	231	272	416	276
	708	85	77	24	46	273	160	14	18	2	7	2	36	156	207	309	435	268
	-				d0 F0 G0 H					-		-			M0 N0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r7: Credit Protection Insurance protects you against unforeseen events - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	45%	46%	45%	49%	42%	46%	40%	55%	46%	57%	54%	85%	51%	47%	46%	40%	47%	42%
	1575	206	206	44	50	623	324	39	42	8	26	6	122	466	499	488	804	766
	1574	221	183	52	54	619	324	41	42	8	23	7	139	438	444	553	857	713
	-	g0				G0		G0		-		-	P0	P0	P0		R0	
Much more likely to consider	11%	13%	11%	11%	6%	12%	9%	16%	13%	23%	15%	22%	14%	11%	12%	10%	13%	10%
	396	59	49	10	7	166	71	11	11	3	7	2	34	113	128	120	221	174
	400	63	42	11	7	167	74	12	12	3	7	2	42	108	114	136	240	159
	-	E0 g0				E0 G0		e0		-		-					R0	
Somewhat more likely to consider	33%	33%	35%	38%	37%	34%	31%	39%	33%	35%	39%	63%	37%	36%	34%	30%	34%	33%
	1179	147	157	35	43	457	254	28	30	5	19	4	88	352	370	368	583	592
	1174	158	141	41	47	452	250	29	30	5	16	5	97	330	330	417	617	554
	-									-		-	p0	P0				
NET: Less likely	16%	15%	16%	13%	17%	16%	19%	8%	21%	7%	15%		27%	23%	15%	10%	13%	19%
	574	65	75	12	21	216	152	6	19	1	7		63	230	162	119	220	353
	559	64	66	13	22	209	151	7	19	1	7		70	209	144	136	239	319
	-		h0			h0	H0		h0	-			O0 P0	O0 P0	P0			Q0
Somewhat less likely to consider	10%	9%	10%	8%	10%	10%	12%	6%	15%		10%		16%	15%	10%	6%	8%	12%
	368	40	47	7	12	142	98	4	13		5		37	148	112	72	140	226
	357	39	40	7	13	137	98	5	13		5		42	134	99	82	152	204
	-						h0						o0 P0	O0 P0	P0			Q0
Much less likely to consider	6%	6%	6%	5%	7%	5%	7%	3%	6%	7%	5%		11%	8%	5%	4%	5%	7%

	206	26	29	5	8	74	54	2	6	1	2		26	82	50	47	79	127
	202	25	26	6	9	72	53	2	6	1	2		28	75	45	54	87	115
	-						h0			-			O0 P0	O0 P0				Q0
Will have no impact on my likelihood to consider	20%	21%	19%	16%	14%	19%	23%	22%	14%	30%	17%		9%	13%	18%	30%	16%	23%
	702	92	87	15	16	263	189	15	12	4	8		22	127	191	362	275	422
	715	97	81	18	18	269	191	17	12	4	8		22	117	167	409	295	416
	-						E0 f0 i0			-					M0 N0	M0 N0 O0		Q0
Don't know	19%	19%	19%	22%	27%	19%	19%	15%	20%	6%	14%	15%	13%	17%	21%	20%	23%	15%
	671	84	87	20	32	257	154	10	18	1	7	1	30	166	231	244	395	270
	673	92	79	23	35	256	150	11	19	1	6	1	32	159	206	276	410	258
	-				h0					-		-			M0 n0	M0 n0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r8: Credit Protection Insurance helps protect you and your family financially - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	45%	47%	45%	49%	42%	46%	41%	52%	47%	64%	57%	74%	50%	49%	47%	39%	47%	44%
	1593	212	203	44	50	629	335	37	43	9	28	5	118	488	513	475	791	798
	1583	224	179	50	53	621	333	39	44	9	25	6	134	456	456	537	842	737
	-	g0				g0				-	g0	-	P0	P0	P0			
Much more likely to consider	13%	16%	12%	9%	9%	13%	10%	17%	14%	26%	13%	35%	15%	14%	12%	11%	14%	11%
	441	71	55	8	11	176	83	12	13	4	6	2	37	137	134	134	234	207
	446	75	48	9	12	177	86	13	13	4	6	3	43	131	120	152	256	190
	-	d0 e0 G0								-		-		p0			r0	
Somewhat more likely to consider	33%	31%	32%	40%	33%	33%	31%	35%	33%	38%	44%	40%	34%	35%	35%	28%	33%	33%
	1152	141	148	36	39	453	252	25	30	5	21	3	81	351	379	341	557	590
	1137	149	131	41	41	444	247	26	31	5	19	3	91	325	336	385	586	547
	-									-		-		P0	P0			
NET: Less likely	16%	18%	18%	14%	15%	16%	16%	10%	20%		18%		31%	22%	14%	11%	13%	19%
	580	80	84	12	18	219	134	7	18		9		74	219	157	130	227	352
	569	80	73	16	20	213	134	8	17		8		80	200	140	149	247	321
	-	h0	h0										N0 O0 P0	O0 P0	P0			Q0
Somewhat less likely to consider	10%	11%	10%	8%	11%	10%	12%	5%	12%		11%		18%	14%	9%	7%	9%	12%
	367	50	45	7	13	133	99	3	11		5		43	136	99	89	147	220
	364	52	41	10	14	130	98	4	10		5		48	125	89	102	161	203
	-	h0					H0						O0 P0	O0 P0				Q0
Much less likely to consider	6%	7%	8%	6%	5%	6%	4%	5%	8%		7%		13%	8%	5%	3%	5%	7%
	213	29	38	5	5	85	35	4	7		3		31	83	58	41	80	132
	205	28	32	6	6	83	36	4	7		3		32	75	51	47	86	118
	-		G0			g0							O0 P0	O0 P0	p0			Q0
Will have no impact on my likelihood to consider	20%	18%	18%	16%	14%	19%	24%	23%	15%	30%	13%	11%	7%	12%	17%	30%	17%	22%
	690	82	83	14	16	258	195	16	14	4	6	1	16	116	189	369	288	399
	709	89	78	17	18	267	198	18	13	4	6	1	18	109	165	417	310	396
	-						0 d0 E0 F0 i			-		-		m0	M0 N0	M0 N0 O0		Q0
Don't know	19%	16%	19%	22%	29%	19%	19%	15%	18%	6%	12%	15%	12%	17%	21%	20%	23%	14%

	657	74	86	20	35	253	155	10	17	1	6	1	29	165	225	238	388	262
	660	81	79	23	38	252	151	11	18	1	5	1	31	158	200	271	402	252
	-				c0 f0 g0 h0					-		-			M0 n0	M0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r9: Credit Protection Insurance helps you to maintain your credit rating during unforeseen events - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	40%	39%	39%	44%	41%	42%	36%	51%	35%	64%	57%	73%	44%	47%	41%	33%	42%	39%
	1415	175	178	40	49	573	291	36	32	9	27	5	104	466	447	398	709	700
	1406	185	159	45	52	565	290	38	33	9	24	6	121	436	397	452	757	644
	-					G0		G0 i0		-	b0 c0 G0 i0	-	P0	o0 P0	P0			
Much more likely to consider	10%	9%	10%	8%	11%	11%	8%	10%	13%	23%	13%	37%	11%	12%	11%	8%	11%	9%
	363	42	45	7	13	156	69	7	12	3	6	3	25	117	120	100	192	170
	363	45	41	8	14	154	70	7	12	3	6	3	31	111	107	114	205	157
	-					g0				-		-		P0	p0			
Somewhat more likely to consider	30%	30%	29%	36%	30%	31%	27%	42%	22%	42%	44%	36%	33%	35%	30%	25%	31%	29%
	1053	133	134	33	35	417	222	29	20	6	21	3	79	349	327	297	517	530
	1043	140	118	37	38	411	220	31	21	6	18	3	90	325	290	338	552	487
	-			i0				c0 g0 I0		-	g0 i0	-	P0	o0 P0	P0			
NET: Less likely	17%	18%	18%	14%	13%	17%	17%	6%	18%		17%		35%	21%	16%	11%	14%	20%
	593	79	82	13	15	234	141	4	17		8		83	203	174	134	231	359
	582	80	72	16	17	227	141	5	16		8		89	186	155	152	251	329
	-	H0	H0			H0	H0		h0				N0 O0 P0	o0 P0	P0			Q0
Somewhat less likely to consider	11%	11%	13%	8%	8%	12%	12%	5%	11%		5%		25%	15%	10%	7%	9%	14%
	402	51	57	7	9	160	101	3	10		3		59	144	113	86	150	250
	392	52	50	9	10	154	100	4	10		3		64	130	100	98	163	228
	-	h0	h0			H0	H0						N0 O0 P0	O0 P0	P0			Q0
Much less likely to consider	5%	6%	5%	6%	5%	5%	5%	1%	7%		11%		10%	6%	6%	4%	5%	6%
	192	28	25	6	6	74	40	1	6		5		24	59	61	48	81	109
	190	28	22	7	7	73	41	1	6		5		25	56	55	54	88	101
	-	H0	h0			H0	h0						o0 P0	p0				
Will have no impact on my likelihood to consider	23%	24%	22%	21%	18%	21%	27%	24%	18%	30%	15%	12%	9%	15%	22%	33%	19%	26%
	799	106	100	19	21	283	224	17	17	4	7	1	22	147	234	396	328	468
	811	113	91	23	23	290	224	19	16	4	7	1	23	135	205	448	350	458
	-						0 e0 F0 i0 k			-		-		m0	M0 N0	M0 N0 O0		Q0
Don't know	20%	20%	21%	21%	28%	20%	20%	18%	28%	6%	12%	15%	12%	17%	21%	23%	25%	16%
	714	87	95	19	34	270	163	13	26	1	6	1	28	173	229	285	426	284
	722	96	87	22	37	271	161	14	27	1	5	1	30	166	204	322	443	275
	-				f0 k0				k0	-		-		m0	M0 n0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r10: It is easy and convenient to obtainCredit Protection Insurance when you are obtaining your mortgage or home equity line of credit - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	42%	46%	42%	45%	45%	42%	37%	55%	39%	64%	52%	74%	47%	45%	45%	36%	43%	41%
	1476	208	190	41	53	570	301	38	35	9	25	5	111	443	490	432	732	737
	1465	219	168	46	58	559	300	41	37	9	22	6	123	414	439	489	780	680
	-	G0				g0		c0 f0 G0 i0		-		-	P0	P0	P0			
Much more likely to consider	12%	12%	12%	12%	14%	13%	10%	17%	10%	23%	18%	22%	14%	13%	12%	10%	13%	11%
	425	53	56	11	17	175	78	12	9	3	9	2	34	132	132	127	225	199
	425	57	49	13	19	172	79	13	10	3	8	2	37	125	119	144	242	182
	-					g0				-		-		p0			r0	
Somewhat more likely to consider	30%	35%	29%	33%	30%	29%	27%	37%	29%	42%	34%	52%	32%	31%	33%	25%	30%	30%
	1050	155	134	30	36	395	223	26	26	6	16	4	77	311	358	305	507	538
	1040	162	119	33	39	387	221	28	27	6	14	4	86	289	320	345	538	498
	-	f0 G0								-		-	p0	P0	P0			
NET: Less likely	17%	15%	18%	16%	10%	17%	18%	12%	21%		17%		33%	23%	14%	11%	14%	20%
	593	67	81	14	12	235	148	8	19		8		78	228	157	130	236	354
	581	67	71	18	13	230	147	9	18		8		86	209	137	149	256	323
	-		e0			e0	E0		e0				N0 O0 P0	O0 P0	P0			Q0
Somewhat less likely to consider	11%	9%	12%	7%	4%	12%	13%	11%	15%		8%		21%	15%	10%	8%	9%	13%
	399	40	54	7	5	163	105	8	14		4		49	151	105	94	154	243
	388	41	47	8	5	159	104	8	12		4		52	137	92	107	165	222
	-	e0	E0			E0	b0 d0 E0		E0				O0 P0	O0 P0				Q0
Much less likely to consider	6%	6%	6%	8%	6%	5%	5%	1%	6%		8%		12%	8%	5%	3%	5%	6%
	194	27	27	8	7	72	43	1	5		4		29	77	51	37	81	111
	193	26	24	10	8	71	43	1	6		4		34	72	45	42	91	101
	-	H0	H0	h0	h0	H0	H0						O0 P0	O0 P0	p0			
Will have no impact on my likelihood to consider	20%	20%	20%	16%	15%	19%	23%	20%	19%	30%	18%	11%	7%	14%	18%	30%	17%	23%
	709	90	89	14	17	260	193	14	17	4	8	1	17	134	195	362	292	414
	722	97	83	17	18	269	192	16	17	4	8	1	19	124	170	409	311	408
	-						d0 e0 f0			-		-		M0	M0 N0	M0 N0 O0		Q0
Don't know	21%	18%	21%	24%	31%	22%	22%	13%	21%	6%	14%	15%	13%	19%	22%	24%	26%	17%
	744	83	95	22	37	294	178	9	19	1	7	1	31	183	241	288	435	305
	753	91	87	25	40	295	177	10	20	1	6	1	35	176	215	327	454	295
	-				c0 f0 g0 H0	h0	h0			-		-		m0	M0 n0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r11: Credit Protection Insurance is a cost-effective way to obtain coverage - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**

Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	42%	43%	44%	47%	42%	43%	37%	49%	42%	64%	53%	74%	49%	47%	45%	34%	44%	41%
	1486	191	198	42	50	590	302	34	38	9	25	5	116	467	489	415	740	740
	1474	203	175	49	55	580	299	36	39	9	23	6	130	438	435	471	787	682
	-	g0	g0			G0				-	g0	-	P0	P0	P0			
Much more likely to consider	11%	12%	12%	7%	14%	12%	7%	11%	15%	23%	17%	35%	13%	12%	12%	9%	12%	10%
	386	53	56	7	17	160	58	8	13	3	8	2	31	116	127	112	199	186
	384	56	48	8	18	159	58	9	14	3	8	3	35	110	113	126	212	171
	-	G0	G0		g0	G0			g0	-		-						
Somewhat more likely to consider	31%	31%	31%	39%	28%	32%	30%	37%	28%	42%	36%	40%	36%	35%	33%	25%	32%	31%
	1100	138	142	36	33	430	244	26	25	6	17	3	84	350	362	303	541	554
	1090	147	127	41	37	421	241	27	25	6	15	3	95	328	322	345	575	511
	-									-		-	P0	P0	P0			
NET: Less likely	17%	16%	18%	14%	15%	17%	18%	11%	15%		18%		29%	24%	15%	11%	14%	20%
	599	70	82	12	18	236	150	7	14		9		69	232	158	139	236	360
	583	68	71	15	19	233	148	8	13		8		74	211	140	158	254	327
	-						h0						O0 P0	O0 P0	p0			Q0
Somewhat less likely to consider	11%	9%	12%	7%	11%	11%	12%	5%	12%		9%		20%	14%	10%	7%	9%	13%
	385	41	54	7	13	154	98	4	11		4		46	141	109	90	150	235
	374	40	46	8	13	152	97	4	10		4		49	127	96	102	162	212
	-		h0			h0	h0						O0 P0	O0 P0	p0			Q0
Much less likely to consider	6%	6%	6%	6%	4%	6%	6%	5%	3%		9%		9%	9%	5%	4%	5%	7%
	213	29	29	6	5	82	52	4	3		4		22	92	49	49	86	125
	209	28	25	7	6	81	51	4	3		4		25	84	44	56	92	115
	-												o0 P0	O0 P0				q0
Will have no impact on my likelihood to consider	19%	20%	17%	16%	13%	18%	23%	20%	21%	30%	12%	11%	9%	11%	17%	29%	16%	22%
	675	90	80	14	15	244	188	14	19	4	6	1	21	110	188	356	270	402
	694	96	76	17	16	251	192	16	19	4	6	1	24	102	165	403	291	400
	-	e0					c0 E0 F0 k0			-		-			M0 N0	M0 N0 O0		Q0
Don't know	22%	22%	21%	24%	30%	21%	22%	21%	22%	6%	17%	15%	13%	18%	23%	25%	26%	17%
	761	97	95	22	36	288	179	14	20	1	8	1	32	179	248	302	447	309
	770	107	87	25	39	289	177	16	21	1	7	1	35	172	221	342	469	297
	-				f0					-		-			M0 n0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... ($p <= 0.05$), A, B, C... ($p <= 0.01$); No test symbol: -

Back to TOC

Q53r12: Credit Protection Insurance provides coverage for a broad range of risks under one policy - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706

Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	43%	45%	45%	49%	40%	44%	38%	52%	41%	57%	49%	85%	52%	46%	47%	35%	45%	42%
	1517	201	205	44	47	600	308	37	37	8	24	6	123	456	510	429	756	759
	1505	213	181	52	51	591	304	39	38	8	21	7	137	427	455	486	804	699
	-	g0	g0	g0		G0		g0		-		-	P0	P0	P0			
Much more likely to consider	12%	14%	11%	10%	9%	12%	9%	15%	13%	23%	15%	50%	16%	12%	12%	10%	12%	11%
	410	62	49	9	11	166	75	10	12	3	7	4	38	120	132	121	204	206
	408	65	43	10	11	165	76	11	13	3	7	4	43	112	117	136	220	188
	-	g0				g0				-		-	p0					
Somewhat more likely to consider	31%	31%	34%	39%	30%	32%	28%	37%	28%	35%	34%	36%	35%	34%	35%	25%	33%	31%
	1107	139	155	35	36	433	233	26	25	5	16	3	84	336	378	308	551	553
	1097	148	138	42	40	426	228	28	25	5	14	3	94	315	338	350	584	511
	-			g0						-		-	P0	P0	P0			
NET: Less likely	16%	16%	16%	13%	11%	17%	18%	13%	18%	7%	15%		28%	22%	14%	11%	14%	19%
	579	72	73	11	13	232	144	9	17	1	7		67	221	153	138	237	343
	568	73	65	13	14	227	142	10	16	1	7		73	203	135	157	255	313
	-					e0	e0			-			O0 P0	O0 P0				Q0
Somewhat less likely to consider	11%	11%	10%	8%	7%	12%	11%	8%	11%	7%	6%		16%	14%	10%	8%	9%	12%
	385	51	45	7	9	161	94	5	10	1	3		38	141	111	96	161	225
	377	53	39	7	9	157	92	6	10	1	3		41	129	98	109	172	205
	-									-			o0 P0	O0 P0				Q0
Much less likely to consider	6%	5%	6%	5%	4%	5%	6%	5%	7%		8%		12%	8%	4%	3%	4%	7%
	194	20	28	5	4	72	50	4	7		4		29	80	42	42	76	118
	191	20	26	6	5	70	50	4	6		4		32	74	37	48	83	108
	-												O0 P0	O0 P0				Q0
Will have no impact on my likelihood to consider	19%	18%	20%	16%	17%	18%	23%	20%	15%	30%	17%		9%	13%	17%	29%	15%	23%
	677	82	90	15	21	244	185	14	14	4	8		20	124	183	349	260	410
	689	87	83	18	22	252	186	15	14	4	8		21	114	159	395	278	405
	-						f0			-					M0 N0	M0 N0 O0		Q0
Don't know	21%	21%	19%	22%	32%	21%	22%	15%	25%	6%	19%	15%	11%	19%	22%	24%	26%	16%
	748	92	88	20	38	283	183	11	23	1	9	1	27	187	237	296	442	298
	759	101	80	23	42	283	184	12	24	1	8	1	32	179	212	336	464	289
	-				) C0 F0 g0 H					-		-		M0	M0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r13: Credit Protection Insurance provides more accessible coverage with fewer requirements - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	Total	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFL	Territories	18-24	25-39	40-54	55+	Female	Male
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	42%	45%	43%	44%	43%	43%	38%	42%	44%	57%	57%	59%	56%	45%	45%	35%	43%	42%
	1496	202	198	40	52	581	314	29	40	8	27	4	132	446	492	426	736	754
	1483	213	178	47	55	571	309	31	42	8	24	5	145	418	437	483	786	693
	-	g0				g0				-	g0	-	N0 O0 P0	P0	P0			

Much more likely to consider	12%	12%	12%	13%	13%	13%	9%	14%	15%	31%	18%	34%	14%	13%	13%	10%	13%	11%
	422	55	55	11	15	173	74	10	13	4	9	2	34	124	144	120	218	204
	417	59	48	12	16	171	72	10	14	4	8	3	38	116	127	136	232	185
	-					G0				-		-			p0			
Somewhat more likely to consider	30%	33%	31%	32%	31%	30%	29%	28%	30%	26%	39%	26%	41%	33%	32%	25%	31%	30%
	1074	147	143	29	36	408	240	20	27	4	19	2	98	322	348	306	518	550
	1066	154	130	35	39	400	237	21	28	4	16	2	107	302	310	347	554	508
	-									-		-	n0 o0 P0	P0	P0			
NET: Less likely	17%	15%	18%	13%	13%	17%	17%	15%	21%	7%	15%		26%	24%	15%	11%	15%	19%
	589	66	80	12	15	238	140	11	19	1	7		61	236	158	134	250	339
	576	66	69	14	17	234	139	12	17	1	7		67	216	140	153	267	309
	-									-			O0 P0	O0 P0	p0			Q0
Somewhat less likely to consider	11%	8%	12%	8%	6%	11%	12%	10%	12%		5%		17%	16%	9%	7%	10%	12%
	381	38	55	7	8	154	99	7	11		3		40	155	97	89	162	219
	373	38	47	8	9	153	97	8	10		3		44	141	86	102	173	200
	-		e0			e0	b0 e0						O0 P0	O0 P0				q0
Much less likely to consider	6%	6%	6%	6%	6%	6%	5%	5%	9%	7%	9%		9%	8%	6%	4%	5%	7%
	208	28	25	5	7	83	42	4	8	1	5		21	82	60	45	88	120
	203	28	22	6	8	81	42	4	7	1	4		23	75	54	51	94	109
	-									-			P0	o0 P0	p0			
Will have no impact on my likelihood to consider	19%	18%	18%	17%	14%	18%	24%	18%	12%	30%	15%	11%	9%	13%	17%	29%	16%	22%
	674	82	81	15	16	250	193	13	11	4	7	1	20	124	183	346	272	398
	690	89	74	19	18	257	196	14	11	4	7	1	24	115	160	391	293	393
	-						D c0 E0 F0 I			-		-			M0 N0	M0 N0 O0		Q0
Don't know	22%	22%	21%	25%	30%	21%	21%	24%	23%	6%	14%	30%	10%	18%	23%	25%	26%	18%
	763	97	96	23	36	291	172	17	21	1	7	2	24	182	250	306	436	319
	772	106	88	26	39	291	172	19	22	1	6	2	27	174	224	347	455	311
	-				f0 g0 k0					-		-		M0	M0 n0	M0 N0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53r14: Credit Protection Insurance may reduce stress during financial hardship - To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region												Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
NET: More likely	45%	46%	45%	46%	43%	47%	39%	56%	47%	64%	55%	59%	51%	48%	47%	39%	47%	43%
	1581	205	204	42	51	635	323	39	43	9	26	4	121	473	514	474	803	775
	1574	217	182	48	55	628	321	42	43	9	24	5	136	445	457	536	853	718
	-	g0				G0		G0		-	g0	-	P0	P0	P0		R0	
Much more likely to consider	12%	11%	11%	11%	11%	13%	11%	16%	12%	31%	20%	35%	12%	13%	14%	10%	14%	11%
	426	47	49	10	13	182	88	11	11	4	10	2	29	132	147	118	234	191
	426	52	42	11	13	181	88	12	11	4	9	3	37	125	131	133	251	174
	-									-		-		P0	P0		R0	
Somewhat more likely to consider	33%	35%	34%	35%	32%	33%	29%	40%	35%	34%	35%	25%	39%	34%	34%	29%	34%	32%
	1156	157	156	32	39	453	235	28	32	5	17	2	92	341	366	356	569	585
	1148	165	140	37	42	447	233	30	32	5	15	2	99	320	326	403	602	544
	-	g0				g0				-		-	P0	p0	p0			

NET: Less likely	16%	17%	17%	15%	15%	17%	16%	9%	18%	6%	15%	15%	30%	23%	14%	11%	13%	19%
	579	77	76	14	18	230	133	6	16	1	7	1	70	229	149	131	223	352
	568	77	66	17	19	224	133	7	16	1	7	1	78	208	132	150	244	321
	-	h0	h0			h0	h0			-		-	O0 P0	O0 P0	p0			Q0
Somewhat less likely to consider	11%	11%	11%	6%	7%	11%	11%	5%	15%		9%		18%	15%	10%	7%	8%	13%
	375	51	50	6	8	148	92	3	13		4		42	147	104	82	138	234
	363	51	42	6	9	144	90	4	13		4		44	134	91	94	148	212
	-	h0	h0			h0	h0		h0				O0 P0	O0 P0	p0			Q0
Much less likely to consider	6%	6%	6%	9%	8%	6%	5%	4%	3%	6%	6%	15%	12%	8%	4%	4%	5%	6%
	203	26	26	8	10	81	41	3	3	1	3	1	28	81	45	49	86	118
	205	26	24	11	10	80	43	3	3	1	3	1	34	74	41	56	96	109
	-									-		-	O0 P0	O0 P0				
Will have no impact on my likelihood to consider	20%	19%	21%	17%	11%	18%	26%	19%	17%	23%	15%	11%	7%	12%	18%	30%	17%	23%
	706	84	93	16	13	248	211	14	16	3	7	1	17	120	199	369	284	416
	721	92	87	19	14	255	212	15	16	3	7	1	19	112	173	417	304	412
	-	e0	E0			e0	c0 d0 E0 F0			-		-		m0	M0 N0	M0 N0 O0		Q0
Don't know	19%	18%	18%	21%	32%	18%	19%	16%	18%	6%	15%	15%	12%	17%	20%	20%	23%	15%
	655	81	82	19	38	247	152	11	16	1	7	1	29	167	222	238	384	268
	658	88	74	22	41	246	150	12	17	1	6	1	30	158	199	271	400	255
	-				) F0 G0 H0					-		-			M0 n0	M0	R0	

Total sample; Weight: WT; Blank cells have Unweighted Count that is smaller than 1.
95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53 (Section A: Outside Influences - Summary More Likely): To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % Weighted Count Unweighted Count Column Comparisons	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Economic uncertainty or turmoil	39%	40%	40%	45%	38%	40%	36%	40%	41%	37%	51%	33%	50%	44%	42%	30%	39%	39%
	1371	177	181	41	45	538	291	28	38	5	25	2	118	438	451	365	663	703
	1344	185	158	47	46	525	287	30	36	5	22	3	124	407	399	414	699	641
	-									-		-	o0 P0	P0	P0			
A rise in the cost of living	37%	36%	35%	37%	38%	38%	34%	38%	36%	40%	44%	22%	52%	44%	38%	26%	37%	36%
	1285	161	161	34	45	520	277	27	33	6	21	2	123	437	408	318	630	652
	1261	169	141	38	45	507	275	28	32	5	19	2	135	405	361	360	668	590
	-					g0				-		-	n0 O0 P0	O0 P0	P0			
A rise in the unemployment rate in Canada	32%	32%	30%	28%	32%	35%	26%	35%	36%	45%	41%	36%	48%	41%	33%	19%	30%	33%
	1112	145	134	25	39	470	212	25	33	6	20	3	114	408	360	230	511	596
	1080	150	116	28	38	456	208	26	33	6	16	3	123	378	318	261	543	533
	-	g0				G0			g0	-		-	O0 P0	O0 P0	P0			
A change in your financial situation that could make it more difficult for you to pay bills	44%	45%	42%	42%	38%	46%	42%	49%	40%	57%	46%	60%	48%	48%	46%	38%	46%	42%
	1551	200	192	38	45	625	345	34	36	8	22	4	113	474	502	461	780	767
	1544	212	172	45	48	616	343	37	37	8	21	5	132	444	445	523	828	713
	-									-		-	P0	P0	P0		r0	
A change in your financial situation that could make it more difficult for you to manage your debt (including your mortgag	44%	44%	41%	50%	40%	45%	42%	50%	39%	53%	48%	60%	45%	48%	47%	37%	45%	43%
	1537	197	188	45	47	609	346	35	35	7	23	4	106	477	507	447	762	770
	1522	209	166	52	48	600	340	37	36	7	22	5	120	444	450	508	806	712
	-									-		-	p0	P0	P0			

A major life event (such as getting married or having children)	34%	34%	33%	38%	27%	37%	30%	37%	31%	33%	46%	36%	45%	45%	36%	22%	34%	35%
	1204	151	149	35	32	507	247	26	29	5	22	3	107	443	391	263	571	628
	1177	158	128	38	32	494	244	27	29	4	20	3	123	411	345	298	606	567
	-					e0 G0				-	e0 g0	-	o0 P0	O0 P0	P0			

Total sample; Weight: WT

95% confidence level; Minimal sample size for testing: 30; Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -

Back to TOC

Q53 (Section B: Credit Protection Insurance Features - Summary More Likely): To what degree would each of the following impact how likely you would be to consider in the future? by Banner#1

		Region											Age				Gender	
Column % **Weighted Count** **Unweighted Count** **Column Comparisons**	**Total**	**BC**	**AB**	**SK**	**MB**	**ON**	**QC**	**NB**	**NS**	**PEI**	**NFL**	**Territories**	**18-24**	**25-39**	**40-54**	**55+**	**Female**	**Male**
Weighted Total	3521	448	455	91	119	1359	819	70	91	14	48	7	237	988	1083	1212	1694	1811
Unweighted Total	3521	474	409	106	129	1353	816	76	92	14	44	8	263	923	961	1374	1801	1706
Column Names	A0	B0	C0	D0	E0	F0	G0	H0	I0	J0	K0	L0	M0	N0	O0	P0	Q0	R0
Credit Protection Insurance protects you against unforeseen events	45%	46%	45%	49%	42%	46%	40%	55%	46%	57%	54%	85%	51%	47%	46%	40%	47%	42%
	1575	206	206	44	50	623	324	39	42	8	26	6	122	466	499	488	804	766
	1574	221	183	52	54	619	324	41	42	8	23	7	139	438	444	553	857	713
	-	g0				G0		G0		-		-	P0	P0	P0		R0	
Credit Protection Insurance helps protect you and your family financiall	45%	47%	45%	49%	42%	46%	41%	52%	47%	64%	57%	74%	50%	49%	47%	39%	47%	44%
	1593	212	203	44	50	629	335	37	43	9	28	5	118	488	513	475	791	798
	1583	224	179	50	53	621	333	39	44	9	25	6	134	456	456	537	842	737
	-	g0				g0				-	g0	-	P0	P0	P0			
Credit Protection Insurance helps you to maintain your credit rating during unforeseen events	40%	39%	39%	44%	41%	42%	36%	51%	35%	64%	57%	73%	44%	47%	41%	33%	42%	39%
	1415	175	178	40	49	573	291	36	32	9	27	5	104	466	447	398	709	700
	1406	185	159	45	52	565	290	38	33	9	24	6	121	436	397	452	757	644
	-					G0		G0 i0		-	b0 c0 G0 i0	-	P0	o0 P0	P0			
It is easy and convenient to obtainCredit Protection Insurance when you are obtaining your mortgage or home equity lin	42%	46%	42%	45%	45%	42%	37%	55%	39%	64%	52%	74%	47%	45%	45%	36%	43%	41%
	1476	208	190	41	53	570	301	38	35	9	25	5	111	443	490	432	732	737
	1465	219	168	46	58	559	300	41	37	9	22	6	123	414	439	489	780	680
	-	G0				g0		c0 f0 G0 i0		-		-	P0	P0	P0			
Credit Protection Insurance is a cost-effective way to obtain coverage	42%	43%	44%	47%	42%	43%	37%	49%	42%	64%	53%	74%	49%	47%	45%	34%	44%	41%
	1486	191	198	42	50	590	302	34	38	9	25	5	116	467	489	415	740	740
	1474	203	175	49	55	580	299	36	39	9	23	6	130	438	435	471	787	682
	-	g0	g0			G0				-	g0	-	P0	P0	P0			
Credit Protection Insurance provides coverage for a broad range of risks under one policy	43%	45%	45%	49%	40%	44%	38%	52%	41%	57%	49%	85%	52%	46%	47%	35%	45%	42%
	1517	201	205	44	47	600	308	37	37	8	24	6	123	456	510	429	756	759
	1505	213	181	52	51	591	304	39	38	8	21	7	137	427	455	486	804	699
	-	g0	g0	g0		G0		g0		-		-	P0	P0	P0			
Credit Protection Insurance provides more accessible coverage with fewer requirements	42%	45%	43%	44%	43%	43%	38%	42%	44%	57%	57%	59%	56%	45%	45%	35%	43%	42%
	1496	202	198	40	52	581	314	29	40	8	27	4	132	446	492	426	736	754
	1483	213	178	47	55	571	309	31	42	8	24	5	145	418	437	483	786	693
	-	g0				g0				-	g0	-	N0 O0 P0	P0	P0			
Credit Protection Insurance may reduce stress during financial hardship	45%	46%	45%	46%	43%	47%	39%	56%	47%	64%	55%	59%	51%	48%	47%	39%	47%	43%
	1581	205	204	42	51	635	323	39	43	9	26	4	121	473	514	474	803	775
	1574	217	182	48	55	628	321	42	43	9	24	5	136	445	457	536	853	718
	-	g0				G0		G0		-	g0	-	P0	P0	P0		R0	