

National and Regional Poll Data

Question	Response Selection	Canada	BC	AB	SK/MB	ON	QC	ATL
This year, what letter grade would you give yourself on how much you've saved in general?	A+, I have saved above my goal	3%	3%	2%	5%	3%	4%	5%
	A, I am completely on track with my goals	12%	14%	7%	9%	11%	17%	7%
	B, I am generally on track with my goals	26%	27%	20%	24%	27%	27%	27%
	C, I am off-track but will reach my goals	17%	16%	19%	10%	16%	20%	13%
	D, I am off-track and hoping to get back on track soon	15%	14%	19%	19%	15%	13%	17%
	F, I am completely off-track	22%	18%	29%	31%	23%	13%	26%
This year, what letter grade would you give yourself on how much you've saved for your child's education?	A+, I have saved above my goal	5%	4%	2%	6%	6%	6%	5%
	A, I am completely on track with my goals	14%	16%	12%	9%	13%	15%	17%
	B, I am generally on track with my goals	26%	26%	22%	30%	26%	26%	30%
	C, I am off-track but will reach my goals	14%	13%	16%	8%	13%	18%	6%
	D, I am off-track and hoping to get back on track soon	14%	13%	15%	11%	14%	13%	14%
	F, I am completely off-track	22%	18%	30%	31%	22%	15%	24%
My expenses have increased in 2024.	Agree	88%	84%	90%	91%	90%	83%	97%
Please estimate how much more you spent in 2024 compared to past years?	Average	\$12,880	\$11,047	\$10,078	\$10,016	\$12,134	\$20,263	\$15,539
Saving in general is overwhelming right now.	Agree	77%	76%	75%	80%	79%	74%	89%

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What expenses prevented you from saving in 2024? (Select all that apply)	Groceries and household essentials	71%	72%	77%	77%	70%	62%	86%
	Gas or transportation	53%	50%	61%	54%	54%	40%	74%
	Housing (mortgage payments or rent)	52%	54%	54%	52%	53%	45%	60%
	Debt payments	40%	32%	52%	46%	38%	35%	56%
	Clothing and personal upkeep	27%	30%	27%	32%	28%	19%	37%
	Cell phone	26%	26%	29%	33%	28%	19%	24%
	Child care	21%	19%	19%	21%	20%	23%	27%
It's been harder to save for my child's education recently.	Agree	68%	65%	73%	67%	72%	53%	83%
I've had to stop saving for my child's education because of how much everything is now costing.	Agree	43%	37%	52%	42%	46%	37%	45%
I've had to dip into the savings I had for my child's post-secondary education.	Agree	29%	31%	26%	24%	36%	17%	26%
By the time they start post-secondary school, what letter grade would you give yourself on how much you've saved for your child's education?	Net: On Track	66%	67%	59%	65%	66%	71%	58%
Which of the following did you put your savings towards in 2024? (Select all that apply)	Child's education	47%	43%	42%	51%	50%	47%	39%
	Retirement	43%	38%	33%	44%	41%	57%	39%
	General savings	38%	39%	34%	42%	38%	39%	35%
	Rainy day fund	24%	28%	21%	29%	21%	27%	27%
	Housing/mortgage	24%	24%	21%	26%	28%	16%	27%
	Down payment on a house	10%	11%	9%	12%	8%	12%	4%
	Other	4%	1%	4%	3%	5%	3%	4%
I did not add to my savings in 2024	18%	18%	20%	21%	19%	15%	17%	

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