

Canadian Lifestyles - Canada - April 2016

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"Although the majority of Canadians perceive their current financial situation as stable, there is a sense that the rising cost of goods is impacting consumers – leading to a greater prioritization of addressing current debt and saving for the future. The outlook on the economy is cautious leading to consumers holding a conservative mindset when it comes to making purchases."

– Carol Wong-Li, Senior Lifestyle Analyst

This report looks at the following areas:

- The majority of Canadians perceive their financial health to be stable
- Debt reduction and saving for retirement are the biggest financial challenges
- Canadians feeling the pinch of increased living costs

Although the majority of Canadians perceive their current financial situation as stable, there is a sense that the rising cost of goods is impacting consumers – leading to a greater prioritization of addressing current debt and saving for the future. The outlook on the economy is cautious leading to consumers holding a conservative mindset when it comes to making purchases. This report discusses the financial priorities and challenges of Canadians, their perceived changes in expenditures and how their discretionary funds are spent and their attitudes towards spending in light of the current economic conditions.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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