

One of two Canadians say future generations will have lower standard of living

Better Off Nanos Summary

*research conducted by Nanos, February, 2016
(Submission 2016-777)*



> *Pessimism about the future on the rise*

One in two Canadians believe that the standard of living for the next generation will be lower than their own. Ontarians are the most pessimistic concerning changes in the standard of living, while Canadians in the Prairie provinces are by comparison the most optimistic. Younger Canadians are also more likely to say the standard of living will be higher for future generations compared to older Canadians.

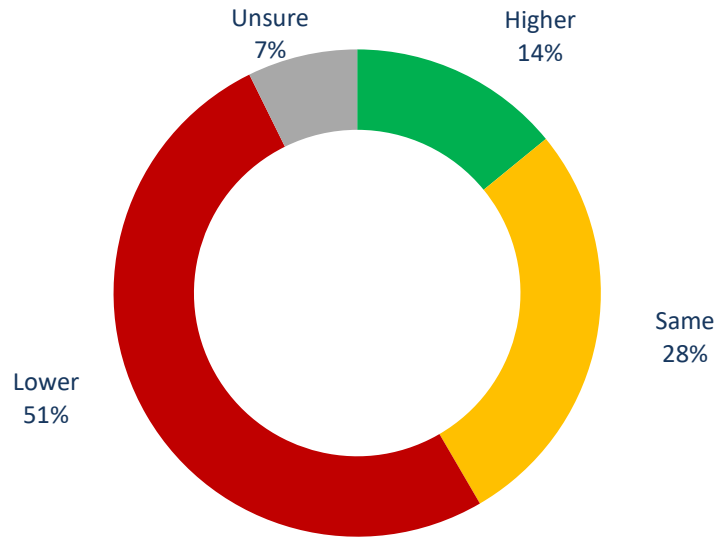
- **Future standard of living** – Just over half of respondents (51%) think that the next generation of Canadians will have a lower standard of living than they currently enjoy, while 28% think that the standard of living will remain the same for the next generation. In contrast, 14% of Canadians believe future generations will have a higher standard of living.
- **Changes from previous wave** - Canadians have become increasingly pessimistic about the standard of living for the next generation of Canadians, with 14% saying that the standard of living will be better in 2016 compared to 26% in 2012. There has also been a significant increase in the belief that the standard of living will be lower for the next generation (51% in 2016, 37% in 2012).

These observations are based on a hybrid survey of 1,000 Canadians conducted by Nanos. Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of Canadians, 18 years of age or older, between January 30th and February 1st, 2016.

Future standard of living

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30th to February 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-37.0



Subgroups	Lower
Atlantic (n=100)	45.7%
Quebec (n=250)	49.6%
Ontario (n=300)	56.2%
Prairies (n=200)	43.9%
British Columbia (n=150)	56.9%
Male (n=500)	49.6%
Female (n=500)	52.7%
18 to 29 (n=156)	45.5%
30 to 39 (n=171)	47.8%
40 to 49 (n=176)	53.6%
50 to 59 (n=234)	51.9%
60 plus (n=263)	55.5%

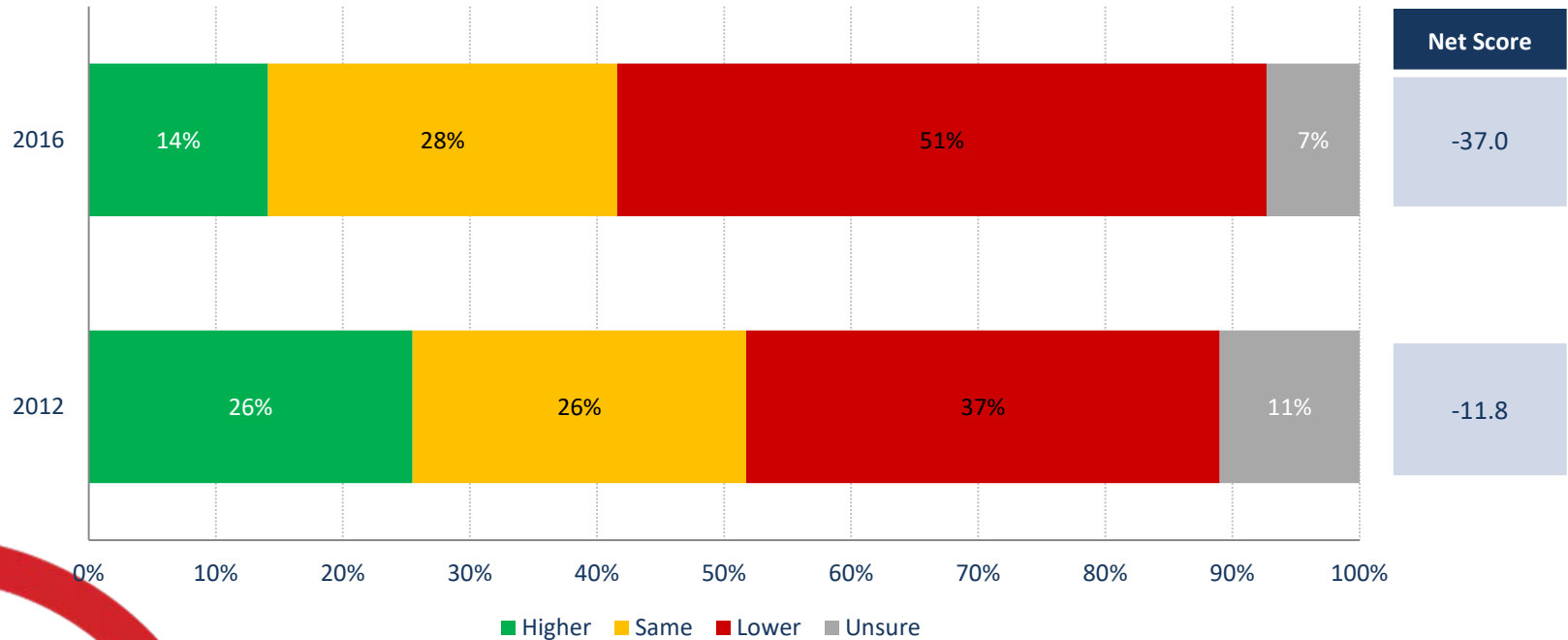
*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?

Future standard of living

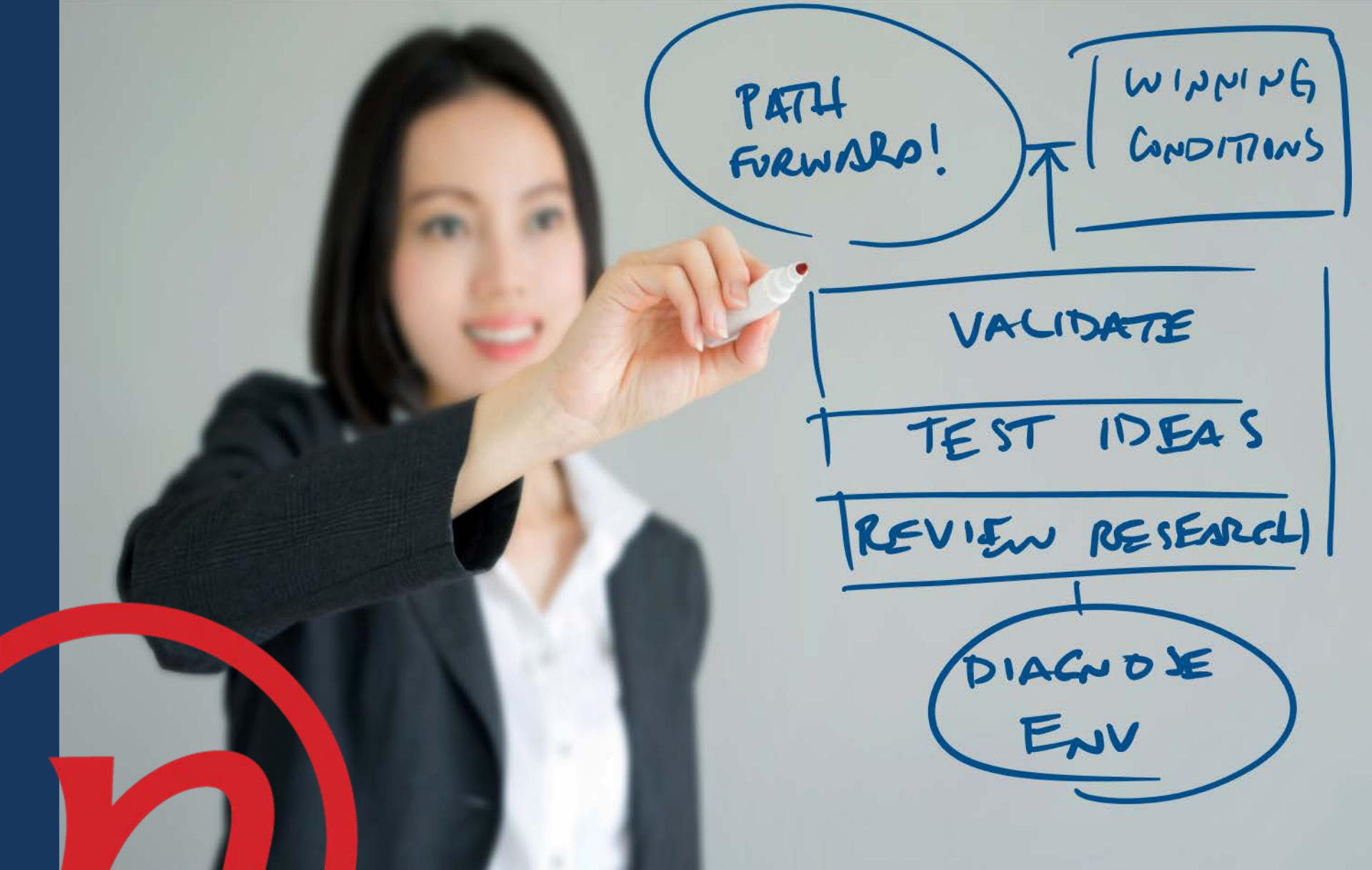
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30th to February 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 10th and 12th, 2012, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between January 30th to February 1st, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Previous Wave:

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between May 10th and 12th, 2012 which reflects the views of the Canadian populace. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Technical Note

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	January 30 th to February 1 st , 2016
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	18 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module seven of an omnibus survey. Preceding modules included questions about unprompted national issues of concern, vote preferences and economic issues, government spending and personal finance, the government's involvement with various issues, and the Commonwealth and investment on infrastructure projects.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



Tabulations

Confidential



2016-777 – Better Off Nanos – STAT SHEET

			Region						Gender		Age					
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question 1 - Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	171	176	234	263	
		Wgt N	1000	100	250	300	200	150	503	497	203	169	211	178	239	
		Next generation will have a higher standard	%	14.1	11.1	14.0	14.1	16.6	12.9	14.8	13.4	21.2	14.3	14.3	11.9	9.4
		Next generation will have the same standard	%	27.5	35.9	27.9	23.6	32.0	23.0	29.2	25.7	24.7	30.7	24.2	30.6	28.2
		Next generation will have a lower standard	%	51.1	45.7	49.6	56.2	43.9	56.9	49.6	52.7	45.5	47.8	53.6	51.9	55.5
		Unsure	%	7.3	7.3	8.6	6.1	7.5	7.2	6.3	8.3	8.6	7.3	7.9	5.6	6.8

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