

# Three in five Canadians negative about the future standard of living

Better off Nanos Summary

submitted by Nanos, November, 2017  
(Submission 2017-1109)



# Summary

Canadians have negative opinions about the future standard of living for the next generation of Canadians, with an increasing proportion over the past five years saying that the next generation of Canadians will be worse off.

- **Over three in five Canadians say that the next generation of Canadians will have a lower standard of living than Canadians do today** – When asked if they think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today, over three in five say that the next generation will have a worse standard of living (61%), nearly one in five say they will have the same standard of living as today (19%) and one in ten Canadians say they think the next generation will have a higher standard of living (10%). Eleven percent say they are unsure.
- **Pessimism about the future is trending up** – There is a significant increase in the proportion of Canadians who say that the next generation will be worse off, with 37% saying so in 2012, 51% in 2016 and 61% in 2017.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between November 4<sup>th</sup> and 7<sup>th</sup>, 2017 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.

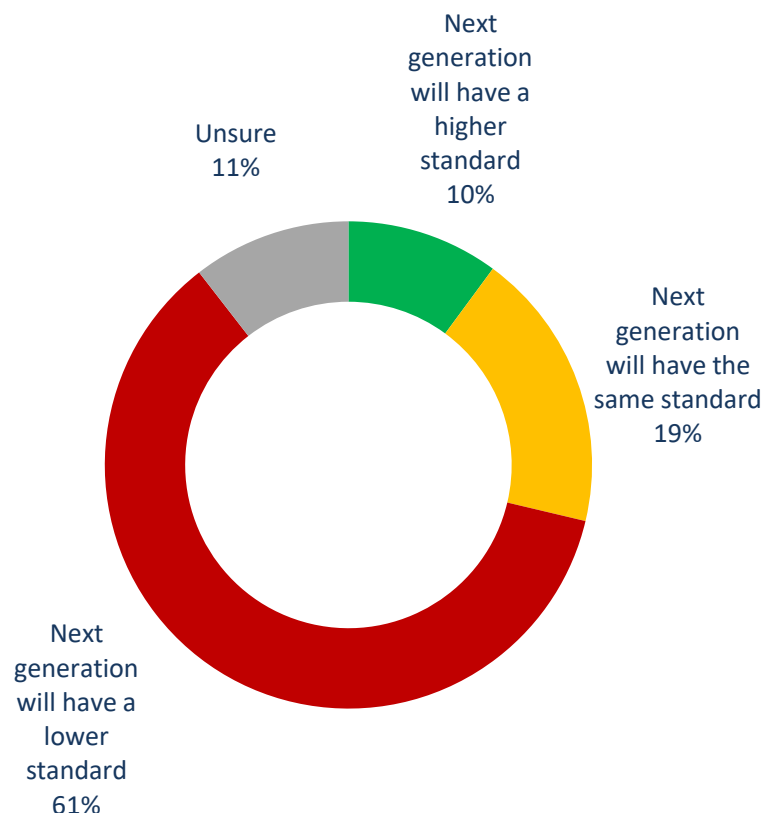
The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was sponsored by Nanos Research.

# Future standard of living

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 7<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-50.7



Subgroups	Next generation will have a lower standard
Atlantic (n=100)	61.0%
Quebec (n=250)	45.7%
Ontario (n=300)	66.2%
Prairies (n=200)	64.7%
British Columbia (n=150)	69.5%
Male (n=514)	62.8%
Female (n=486)	58.8%
18 to 34 (n=248)	61.4%
35 to 54 (n=366)	62.6%
55 plus (n=386)	58.7%

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

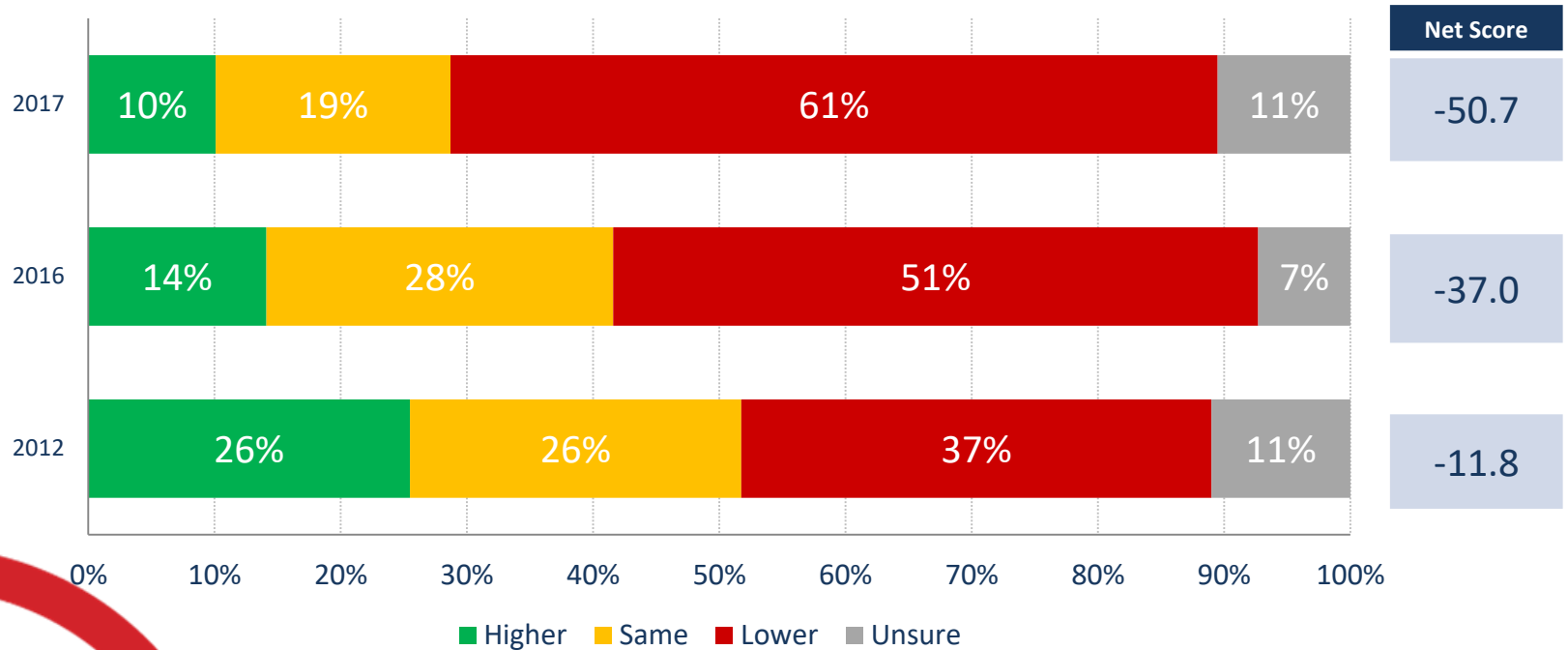
**QUESTION** – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?

# Future standard of living

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 7<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

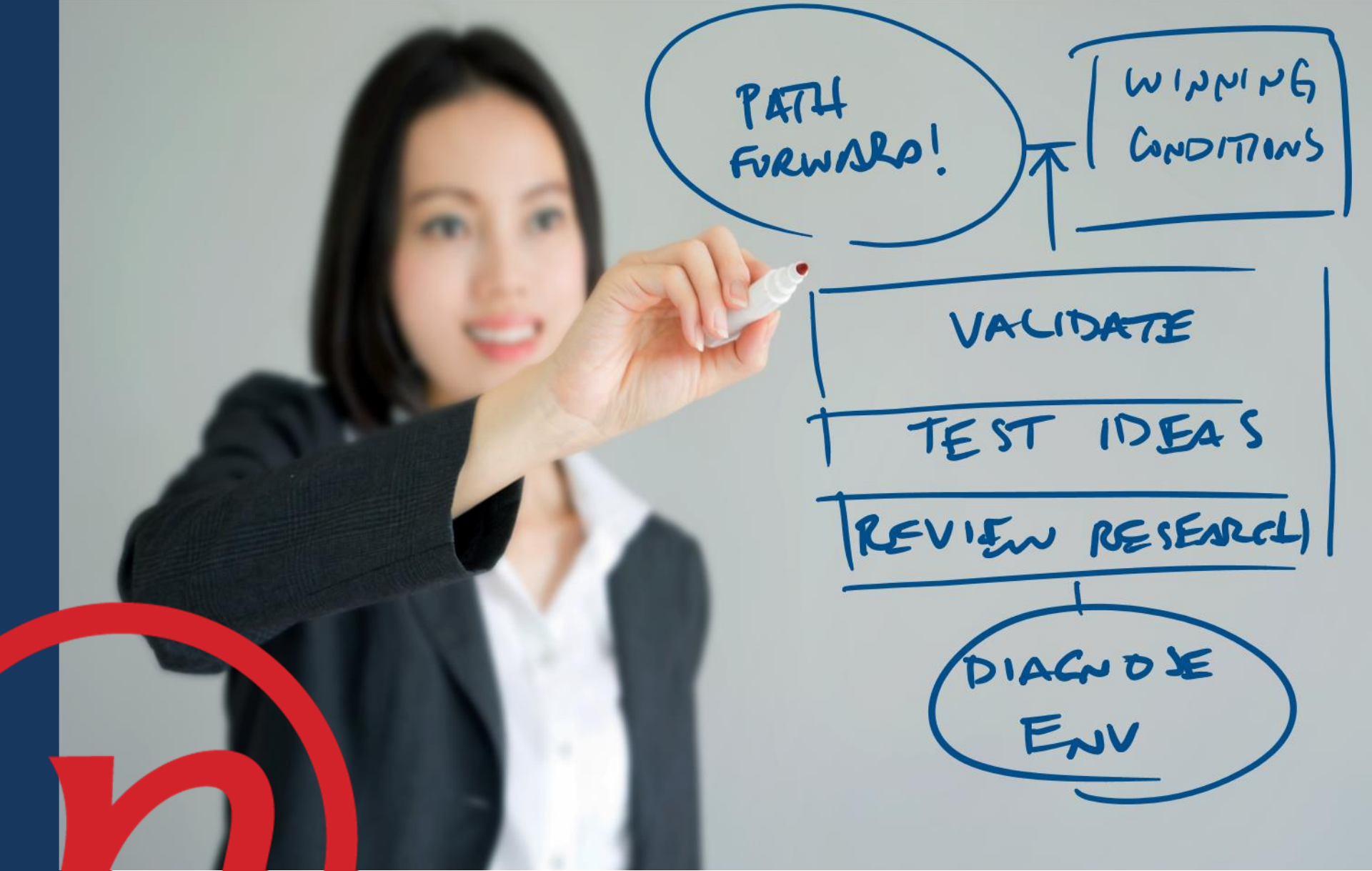
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30<sup>th</sup> to February 1<sup>st</sup>, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 10<sup>th</sup> and 12<sup>th</sup>, 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 November 4<sup>th</sup> and 7<sup>th</sup>, 2017 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  $\pm 3.1$  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 Waves:**

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 30<sup>th</sup> to February 1<sup>st</sup>, 2016 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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

# 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	November 4 <sup>th</sup> to 7 <sup>th</sup> 2017
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	13 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 four of an omnibus survey. Module one was about top unprompted issue of national concern, Module two was about opinions on the federal government and Module three was about opinions on federal ethics and conflicts of interests.
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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

# 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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# Tabulations

Confidential



## 2017-1109 – Better Off – Survey STAT SHEET

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
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?	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Next generation will have a higher standard	%	10.1	7.4	12.8	8.8	11.4	8.2	10.0	10.1	13.4	9.4	8.4
	Next generation will have the same standard	%	18.6	19.8	29.7	15.7	12.5	13.6	18.7	18.6	16.9	19.9	18.8
	Next generation will have a lower standard	%	60.8	61.0	45.7	66.2	64.7	69.5	62.8	58.8	61.4	62.6	58.7
	Unsure	%	10.5	11.8	11.9	9.3	11.4	8.7	8.6	12.4	8.3	8.2	14.1

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