

Close to three in five believe the next generation of Canadians will have a lower standard of living

Better off Nanos Summary

submitted by Nanos, April 2018
(Submission 2018-1179)



Summary

Canadians have negative opinions about the standard of living for the next generation, with a consistent comfortable majority over the last two waves of research saying that the next generation of Canadians will be worse off.

- **Close to three in five Canadians say that the next generation of Canadians will have a lower standard of living than Canadians 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, close to three in five say that the next generation will have a worse standard of living (58%), almost one in four say they will have the same standard of living as today (23%) and thirteen per cent of Canadians say they think the next generation will have a higher standard of living. Six percent say they are unsure.
- **Pessimism about the future is consistent with 2017** – The proportion of Canadians who say that the next generation will be worse off is consistent with the 2017 wave of research with 61 per cent in 2017 and 58 per cent in 2018, but remains higher than the 2016 and 2012 waves of research with 51 per cent saying so in 2016 and 37 per cent in 2012.

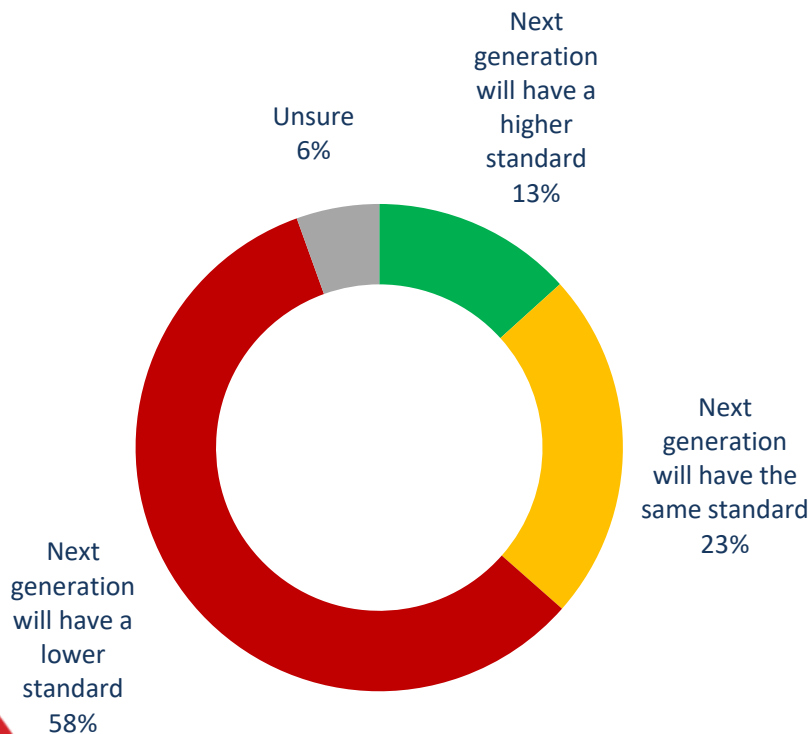
These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older conducted between April 7th and 10th, 2018 as part of an omnibus survey. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned and conducted by Nanos Research.

Future standard of living

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 7th to 10th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-44.7



Subgroups	Next generation will have a lower standard
Atlantic (n=100)	59.2%
Quebec (n=250)	51.4%
Ontario (n=300)	59.4%
Prairies (n=200)	61.8%
British Columbia (n=150)	60.6%
Male (n=512)	59.2%
Female (n=488)	56.9%
18 to 34 (n=199)	54.0%
35 to 54 (n=391)	61.7%
55 plus (n=410)	57.6%

***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?

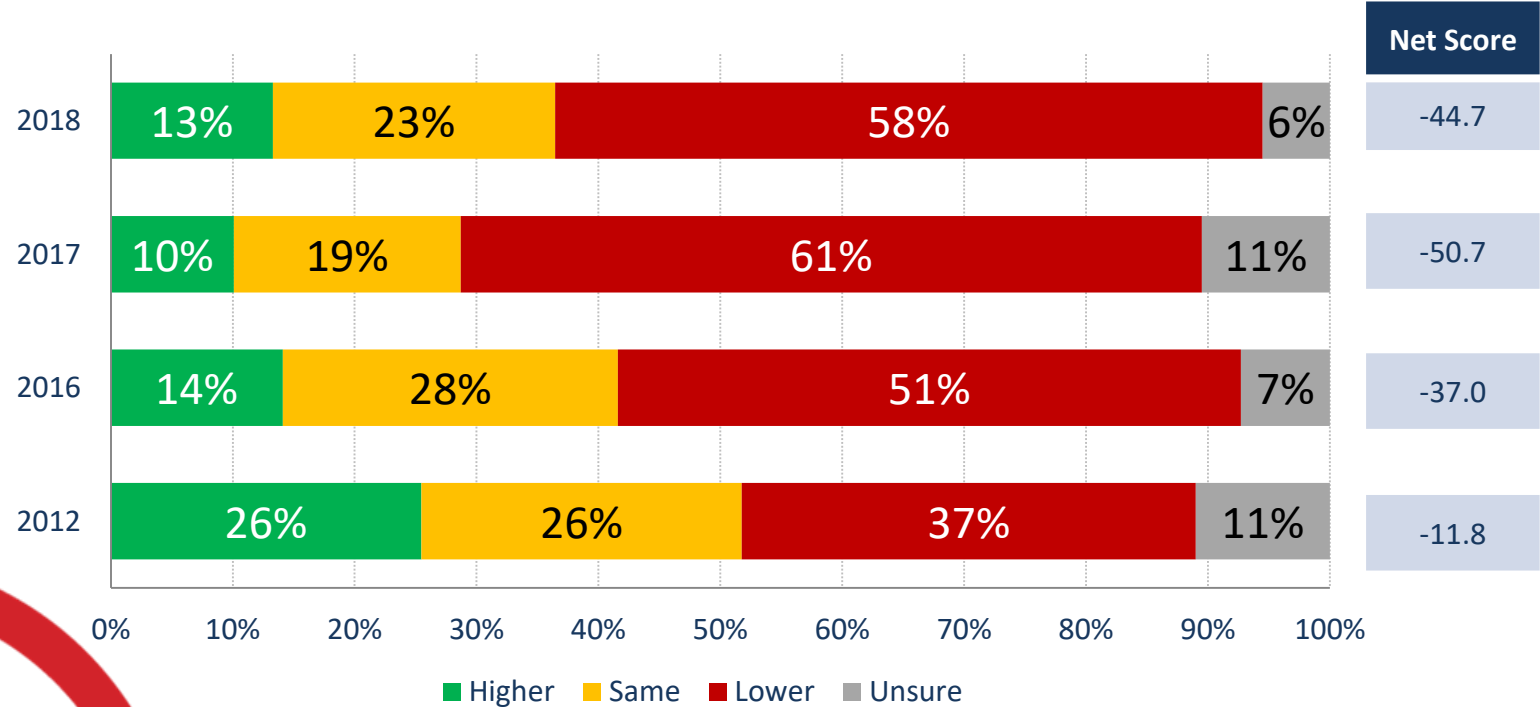
Future standard of living

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 7th to 10th, 2018, 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, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

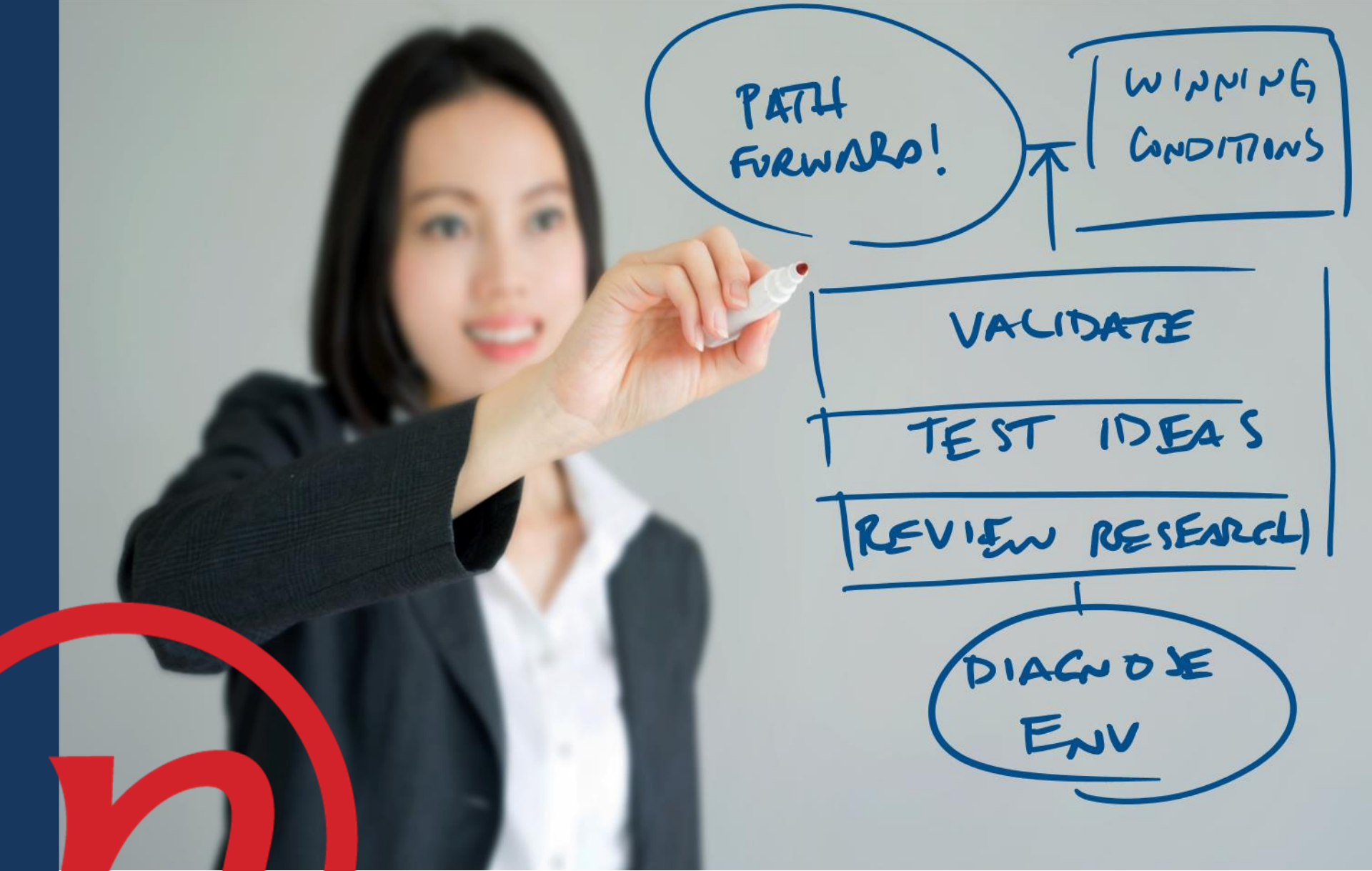
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30th to February 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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 April 7th and April 10th, 2018, 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 commissioned and 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 November 4th and 7th, 2017, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 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, 18 years of age or older, between January 30th to February 1st, 2016 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 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 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.

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	April 7 th to 10 th , 2018
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 (2016) 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 (2016) 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	11 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. Prior modules asked about national issues of concern, impressions of party leaders, racial relations, vision care, indigenous issues and British Columbia's real estate.
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.

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



2018-1179 – Nanos Better Off Tracking - STAT SHEET

			Region						Gender		Age		
			Canada 2018-03	Atlantic	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	512	488	199	391	410
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Next generation will have a higher standard	%	13.3	15.9	13.3	11.7	13.1	14.9	13.0	13.6	16.3	12.7	11.7
	Next generation will have the same standard	%	23.2	22.0	28.4	22.1	20.7	20.6	23.6	22.7	24.2	19.2	25.8
	Next generation will have a lower standard	%	58.0	59.2	51.4	59.4	61.8	60.6	59.2	56.9	54.0	61.7	57.6
	Unsure	%	5.5	2.8	6.9	6.8	4.3	3.8	4.2	6.8	5.4	6.3	4.9

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