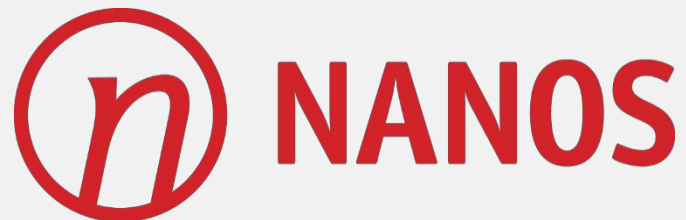# Canadians in Ontario are four times more likely to say that the next generation of Canadians will have a lower standard of living than higher

Better off February | Summary

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Canadians in Ontario are four times more likely to say that the next generation of Canadians will have a lower standard of living than higher

Overall, Canadians have negative opinions about the standard of living for the next generation. Findings remain consistently negative. Canadians living in Ontario are four times more likely to say that the next generation of Canadians will have a lower standard of living than a higher standard of living than Canadians have today.
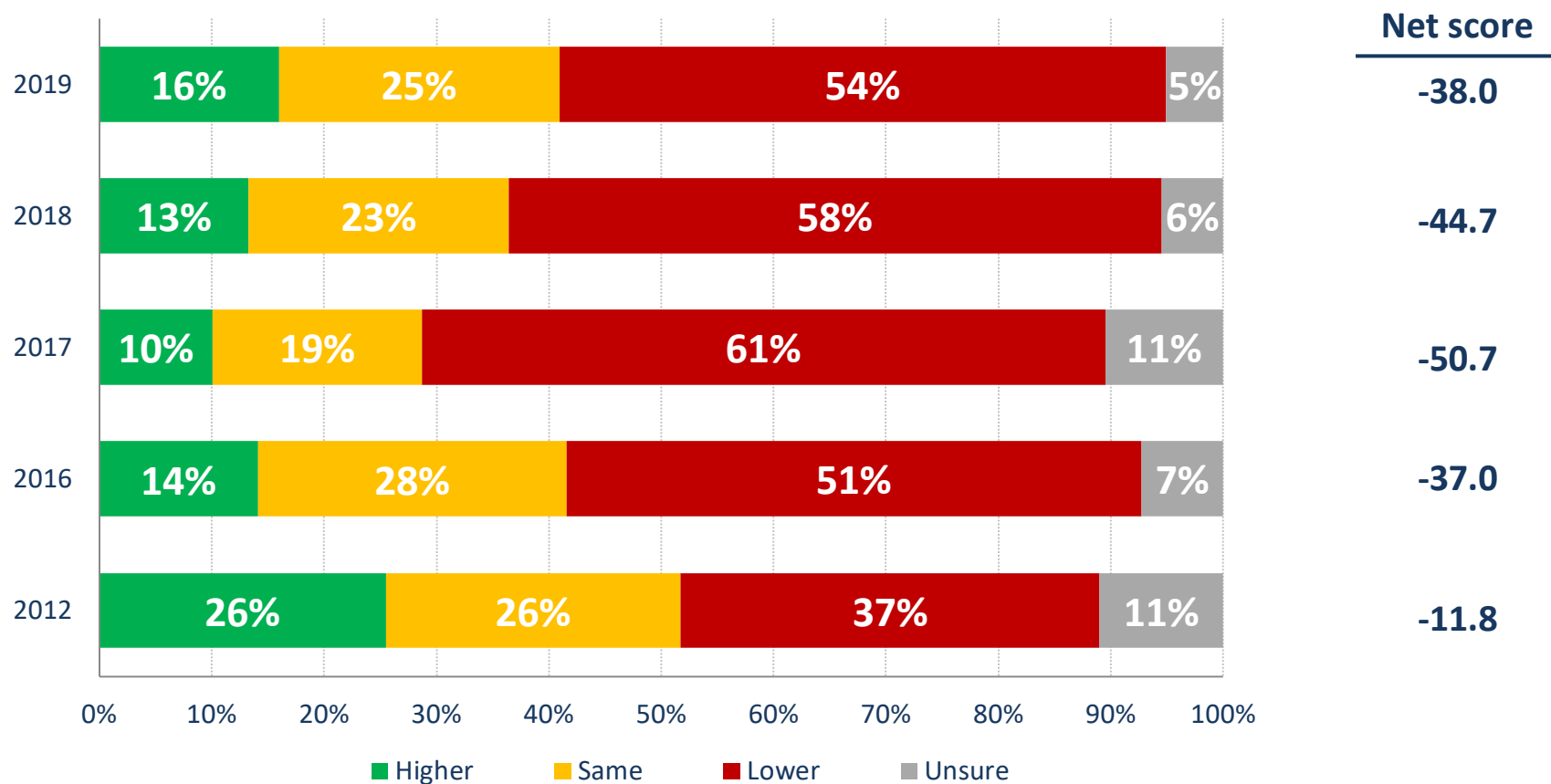
- **Over half of Canadians say that the next generation of Canadians will have a lower standard of living than Canadians today** – When asked if they think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today, more than one in two say that the next generation will have a worse standard of living (54%), one in four say they will have the same standard of living as today (25%) and sixteen per cent of Canadians say they think the next generation will have a higher standard of living. Five percent say they are unsure.

- **Nearly six in ten residents of Ontario 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, nearly four in five Ontario residents say that the next generation will have a worse standard of living (59%), while less than one in four say they will have the same standard of living as today (23%) and thirteen per cent of Ontario residents say they think the next generation will have a higher standard of living.

- **Pessimism about the future is consistent with 2018** – The proportion of Canadians who say that the next generation will be worse off is consistent with the 2018 wave of research with 58 per cent in 2018 and 54 per cent in 2019, 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 a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 23rd and 26th, 2019 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

Net score

Year	Higher	Same	Lower	Unsure	Net score
2019	16%	25%	54%	5%	-38.0
2018	13%	23%	58%	6%	-44.7
2017	10%	19%	61%	11%	-50.7
2016	14%	28%	51%	7%	-37.0
2012	26%	26%	37%	11%	-11.8

Legend: ■ Higher ■ Same ■ Lower ■ Unsure

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

16%

25%

54%

5%

Net score

-38.0
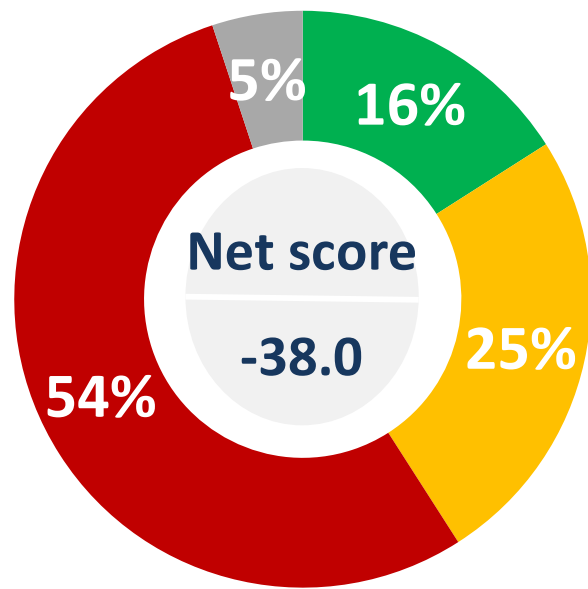
■ Higher ■ Same ■ Lower ■ Unsure

	Higher standard of living	Same standard of living	Lower standard of living
Atlantic (n=100)	15.5%	21.3%	60.1%
Quebec (n=250)	18.4%	32.7%	43.5%
Ontario (n=300)	13.4%	22.7%	58.9%
Prairies (n=200)	17.4%	22.7%	54.9%
British Columbia (n=150)	15.3%	22.0%	56.4%
Male (n=517)	16.0%	22.8%	55.7%
Female (n=483)	16.0%	27.0%	52.4%
18 to 34 (n=257)	19.5%	21.1%	56.9%
35 to 54 (n=446)	13.9%	25.4%	55.7%
55 plus (n=297)	15.3%	27.3%	50.5%

*Weighted to the true population proportion.
*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?

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 February 23rd and 26th , 2019, 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 April 7th and April 10th, 2018, 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 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

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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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online.
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	February 23rd to 26th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

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, and individuals without internet access 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	Nine 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 the ethics in federal politics. Module two was about federal leaders, government relations with indigenous communities, and SNC Lavalin. Module three was about the impressions of Canadians on the pay difference between jobs.
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.nanos.co Telephone:(613) 234-4666 ext. 237 Email:info@nanosresearch.com.

ABOUT NANOS

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2019-1392 – Better Off February – STAT SHEET

			Canada 2019-02	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairie	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	517	483	257	446	297
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Next generation will have a higher standard	%	16.0	15.5	18.4	13.4	17.4	15.3	16.0	16.0	19.5	13.9	15.3
	Next generation will have the same standard	%	25.0	21.3	32.7	22.7	22.7	22.0	22.8	27.0	21.1	25.4	27.3
	Next generation will have a lower standard	%	54.0	60.1	43.5	58.9	54.9	56.4	55.7	52.4	56.9	55.7	50.5
	Unsure	%	5.1	3.1	5.3	5.0	4.9	6.3	5.5	4.6	2.5	5.0	7.0