Canadians twice as likely to think future generations will have a lower rather than a higher standard of living

Standard of Living September | Summary | Confidential | Draft

Conducted by Nanos, October 2019
Submission 2019-1507

NANOS

SUMMARY

Just over four in ten Canadians say that the next generation of Canadians will have a lower standard of living than Canadians today
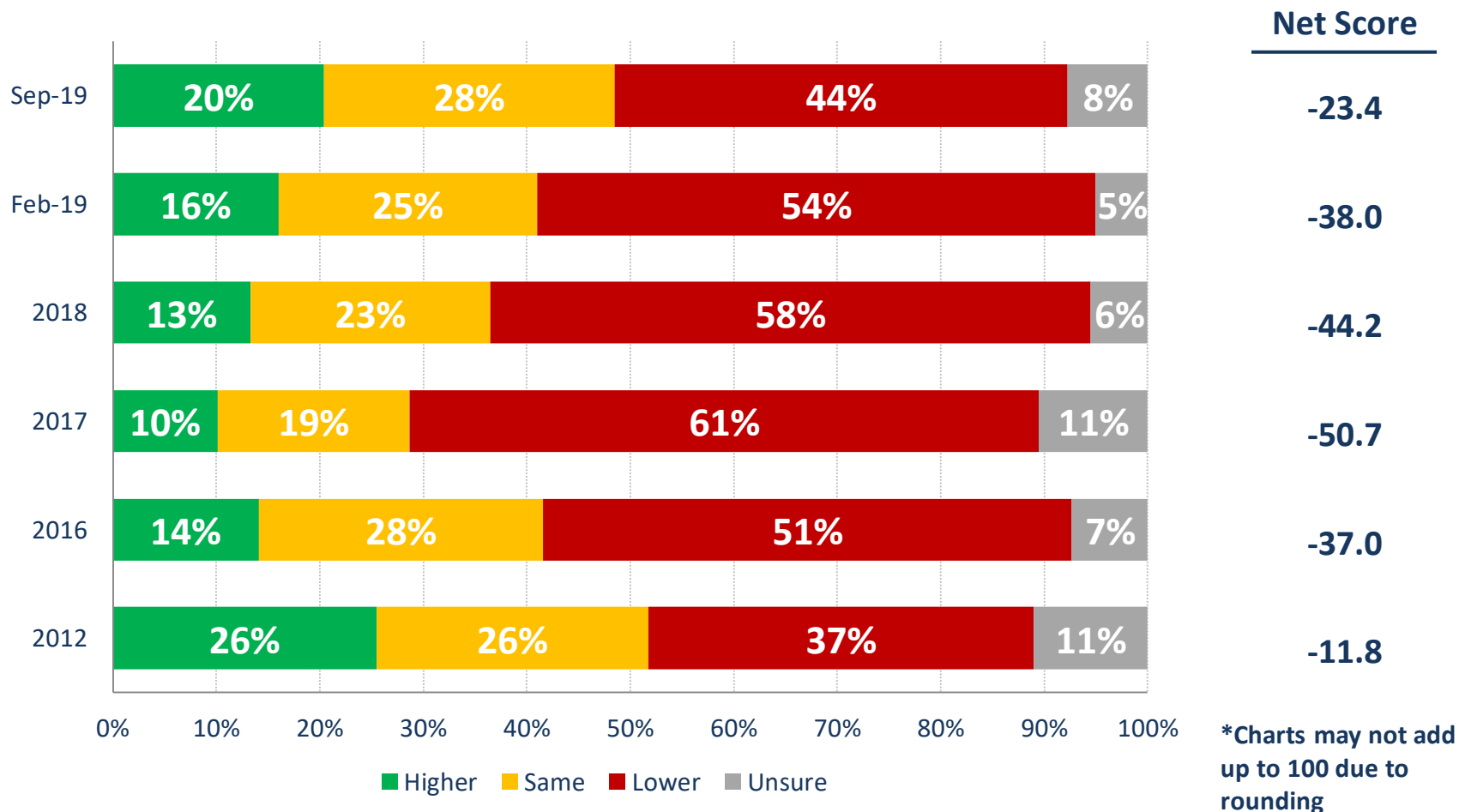
Overall, Canadians continue to have negative opinions about the standard of living for the next generation. Although findings remain negative, they have become slightly more positive from the previous wave. Canadians remain more pessimistic than optimistic about the standard of living of future generations.

- **Just over four in ten 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, over four in ten say that the next generation will have a worse standard of living (44%), just over one in four say they will have the same standard of living as today (28%) and twenty per cent of Canadians say they think the next generation will have a higher standard of living. Eight percent are unsure.

- **Residents living west of Quebec more likely to say that the next generation will have a lower standard of living** – When asked if they think the next generation of Canadians will have a standard of living that is higher, the same or lower, residents living west of Quebec are more likely to say that the next generation will have a lower standard of living (47% in Ontario and Prairie regions, 51% in British Columbia) rather than a higher standard (21% in Ontario, 20% in the Prairie region, and 19% in British Columbia).

- **Pessimism about the future decreases slightly compared to February 2019** – The proportion of Canadians who say that the next generation will be worse off is consistent with a slight drop for the February wave of research with 54 per cent in the last wave and 58 per cent in 2018. Pessimism is at its lowest since the 2012 wave at 37 per cent.

These observations are based on a hybrid telephone and online random survey of 1,013 Canadians, 18 years of age or older, between September 26th and 30th, 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 1,013 Canadians is ±3.1 percentage points, 19 times out of 20.
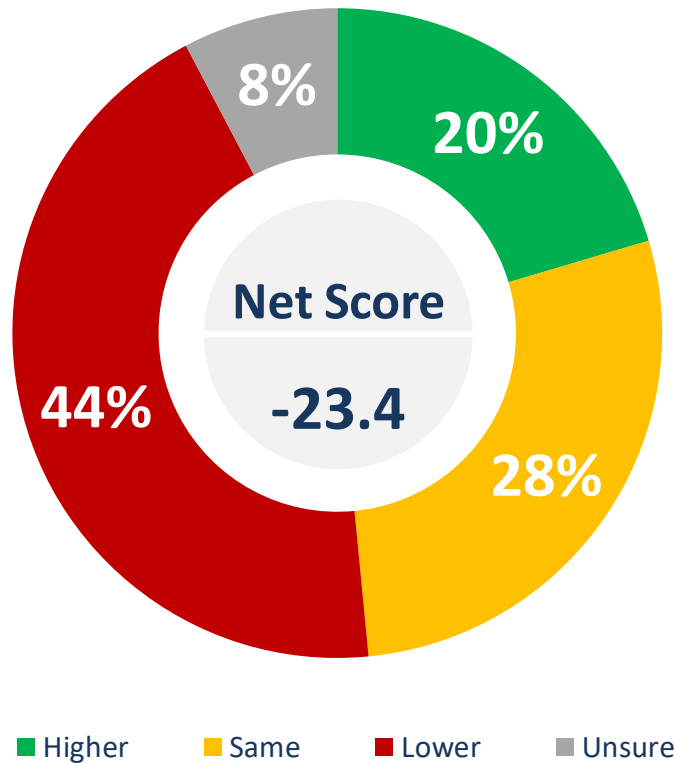
This study was commissioned and conducted by Nanos Research.

Future standard of living

Chart showing responses to future standard of living by year:

Net Score

Year	Higher	Same	Lower	Unsure	Net Score
Sep-19	20%	28%	44%	8%	-23.4
Feb-19	16%	25%	54%	5%	-38.0
2018	13%	23%	58%	6%	-44.2
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

*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?

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Future standard of living

Net Score

-23.4

- 20%
- 28%
- 44%
- 8%

■ Higher ■ Same ■ Lower ■ Unsure

	Higher	Same	Lower
Atlantic (n=88)	19.7%	34.9%	39.7%
Quebec (n=236)	21.6%	35.0%	35.1%
Ontario (n=308)	20.8%	23.1%	46.7%
Prairies (n=221)	20.1%	27.7%	46.9%
British Columbia (n=160)	18.6%	22.3%	51.2%
Male (n=547)	22.8%	28.6%	43.3%
Female (n=466)	18.1%	27.5%	44.3%
18 to 34 (n=250)	20.8%	23.6%	50.1%
35 to 54 (n=384)	19.5%	31.3%	41.6%
55 plus (n=379)	21.0%	28.3%	41.4%

*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?

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,013 Canadians, 18 years of age or older, between September 26th to 30th, 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 February 23rd and 26th, 2019, 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 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

NANOS

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1,000 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Probability
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	September 26th to 30th, 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

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	12 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 three of six of an omnibus survey. Module one was about federal party leaders, Module two was about neighbourhood pharmacies. Module four was about cost of living and phone services. Module five was on Brexit and module six was about Realtors®.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	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.

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2019-1507 – Nanos – Standard of Living OMNI – STAT SHEET

				Region					What is your gender?			Age		
			Canada 2019-09	Atlantic	Quebec	Ontario	Prairies	West	Male	Female	Other	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	1013	88	236	308	221	160	547	466	0	250	384	379
		Wgt N	1000	100	250	300	200	150	491	509	0	271	340	389
	Next generation will have a higher standard	%	20.4	19.7	21.6	20.8	20.1	18.6	22.8	18.1	0.0	20.8	19.5	21.0
	Next generation will have the same standard	%	28.1	34.9	35.0	23.1	27.7	22.3	28.6	27.5	0.0	23.6	31.3	28.3
	Next generation will have a lower standard	%	43.8	39.7	35.1	46.7	46.9	51.2	43.3	44.3	0.0	50.1	41.6	41.4
	Unsure	%	7.7	5.7	8.3	9.4	5.3	7.9	5.3	10.1	0.0	5.5	7.6	9.3

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