

# Canadians are five times more likely to think future generations will have a lower rather than a higher standard of living – pessimism has increased since 2019

**Better off Tracking | Summary**

Conducted by Nanos, October, 2020

Submission 2020-1734



Canadians are more likely to have negative opinions about the standard of living for the next generation than they were a year ago, and they continue to be more pessimistic than optimistic about the standard of living of future generations.

- **Close to three in five Canadians say that the next generation 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 one in two say that the next generation will have a worse standard of living (56%; up from 44% in September 2019), just over one in four say they will have the same standard of living as today (24%) and 12 per cent of Canadians say they think the next generation will have a higher standard of living (20% in September 2019). Eight percent are unsure.
- **Residents living in Quebec are more likely to say that the next generation will have the same standard of living than residents of British Columbia** – Quebec residents are more likely to say that the next generation will have the same standard of living (30%) than residents of British Columbia (19%)
- **Pessimism about the future has increased 12 percentage points from September 2019** – The proportion of Canadians who say that the next generation will be worse off (56%) has increased from the September 2019 wave (44%), but is consistent with the February 2019 wave (54%) and 2018 wave (58%) of research.

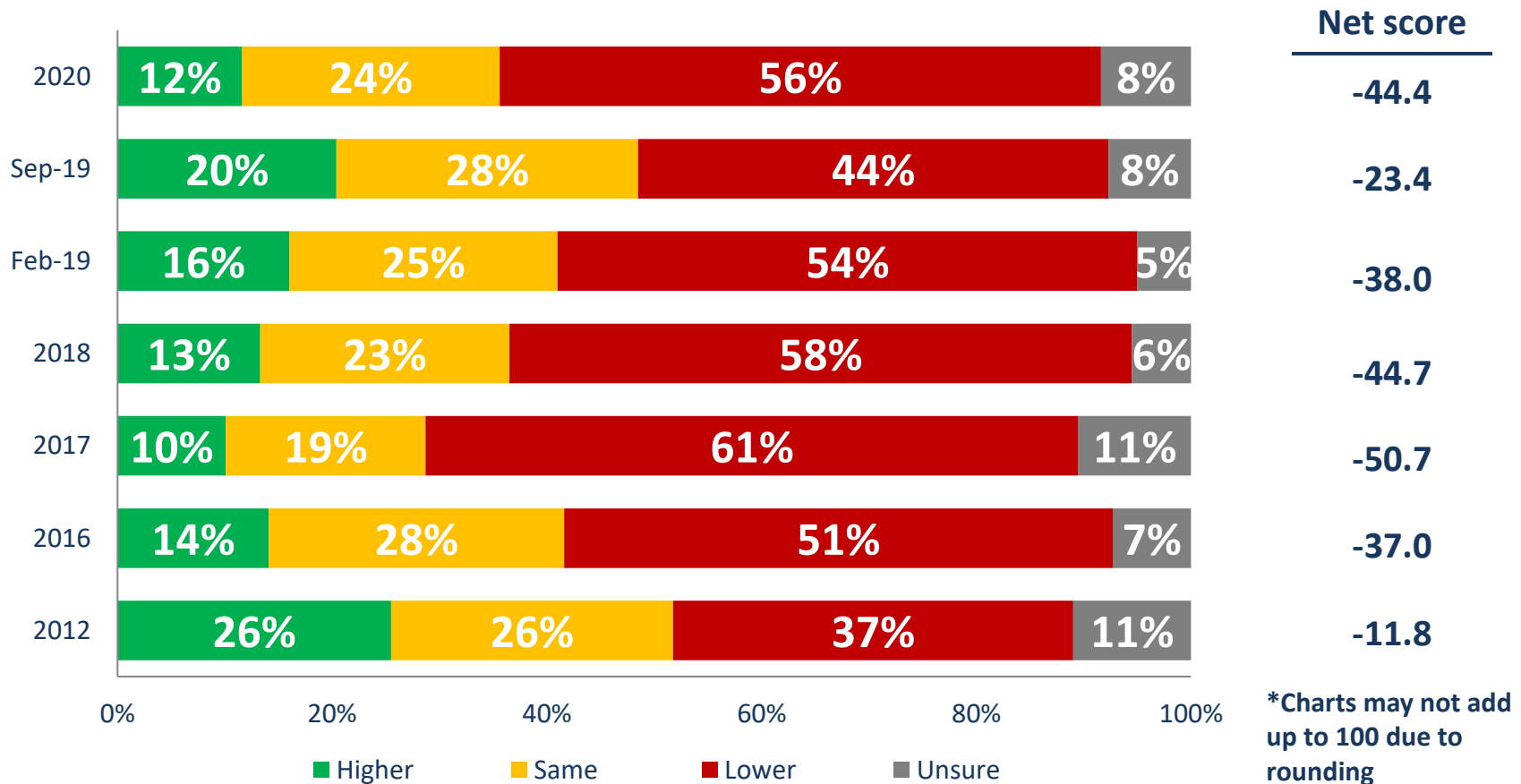
These observations are based on a hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between September 30<sup>th</sup> and October 4<sup>th</sup>, 2020 as part of an omnibus survey. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The margin of error for a random survey of 1,003 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned and conducted by Nanos Research.



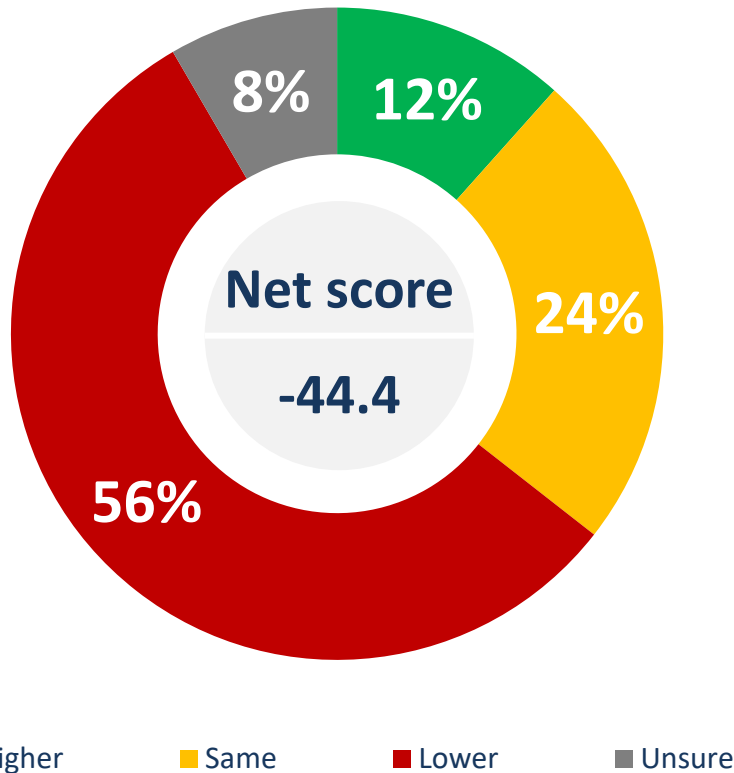
Significantly more  
Canadians think the  
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today

# Future Standard of Living



**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



	Higher standard of living	Same standard of living	Lower standard of living
Atlantic (n=96)	13.1	23.8	56.2
Quebec (n=225)	12.1	29.6	50.9
Ontario (n=319)	11.9	21.8	57.3
Prairies (n=202)	8.5	25.0	57.7
British Columbia (n=161)	13.2	18.8	59.0
Male (n=544)	13.4	20.4	60.4
Female (n=459)	9.9	27.4	51.9
18 to 34 (n=224)	16.7	21.3	57.3
35 to 54 (n=403)	13.3	21.8	53.9
55 plus (n=376)	6.5	27.7	57.1

\*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 1,003 Canadians, 18 years of age or older, between September 30<sup>th</sup> to October 4<sup>th</sup>, 2020 [as part of an omnibus survey]. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was sponsored by Nanos Research.

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

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1003 Randomly selected individuals.
Source of Sample	Dynata (CONFIRM WITH JN)[IF OMNI – Nanos Panel]
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 to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	September 30 <sup>th</sup> to October 4 <sup>th</sup> , 2020.
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

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. *Confirm if applicable
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	Ten percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. [IF ONE QUESTION ONLY] This was the only question asked on this topic.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on federal policies, separatism, and self-isolation.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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**2020-1734 – Better Off/Worse Off – STAT SHEET**

			Region					Please select your gender		Age			
			Canada 2020-09	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	1003	96	225	319	202	161	544	459	224	403	376
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Next generation will have a higher standard	%	11.6	13.1	12.1	11.9	8.5	13.2	13.4	9.9	16.7	13.3	6.5
	Next generation will have the same standard	%	24.0	23.8	29.6	21.8	25.0	18.8	20.4	27.4	21.3	21.8	27.7
	Next generation will have a lower standard	%	56.0	56.2	50.9	57.3	57.7	59.0	60.4	51.9	57.3	53.9	57.1
	Unsure	%	8.4	6.9	7.3	8.9	8.8	9.0	5.9	10.8	4.8	11.0	8.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between September 30<sup>th</sup> and October 4<sup>th</sup>, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.