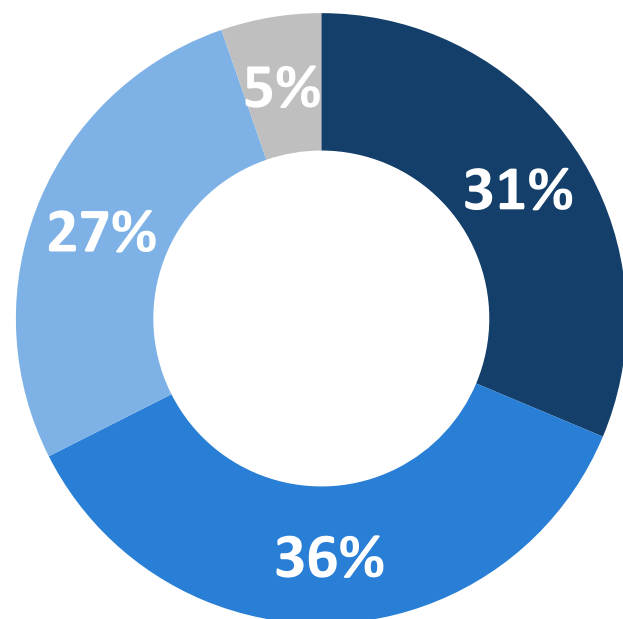


Young Canadians most likely to expect their savings will increase in 2021.

Amount of savings at the end of 2021



- I will have more savings by the end of 2021 compared to today
- I will have the same savings by the end of 2021 compared to today
- I will have less savings by the end of 2021 compared to today
- Unsure

Q

Do you expect that by the end of 2021 you will have more, less or the same amount of savings compared to today?

“

The purpose of the question was to gauge the impact of the pandemic on people's savings.

Although marginally more Canadians are likely to say they will have less savings in 2021 compared to today, of note, younger Canadians (18-34) are more likely to have more savings by the end of 2021 (40%), than those 34 to 54 or 55 plus (28% each).

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2021, n=1036, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Amount of savings at the end of 2021 by demographics

Q

Do you expect that by the end of 2021 you will have more, less or the same amount of savings compared to today?

More savings at the end of 2021 compared to today	Atlantic (n=105)	Quebec (n=240)	Ontario (n=315)	Prairies (n=210)	BC (n=166)	The same amount of savings at the end of 2021 compared to today	Atlantic (n=105)	Quebec (n=240)	Ontario (n=315)	Prairies (n=210)	BC (n=166)
	28.9%	29.6%	32.9%	25.6%	39.0%		31.1%	45.7%	35.4%	33.1%	28.8%
	Men (n=535)	Women (n=501)	18-34 (n=210)	35-54 (n=442)	55 plus (n=384)		Men (n=535)	Women (n=501)	18-34 (n=210)	35-54 (n=442)	55 plus (n=384)
	33.0%	29.7%	40.3%	27.7%	28.1%		34.7%	37.7%	29.3%	36.6%	40.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2021 , n=1036, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,036 Canadians, 18 years of age or older, between January 31st and February 4th, 2021 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Bloomberg News	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 Ottawa.
Population and Final Sample Size	1036 Randomly selected individuals.	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.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ottawa.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Estimated Response Rate	16 per cent, consistent with industry norms.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
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.	Question Content	All questions asked are contained in the report.
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.	Question Wording	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, COVID-19 vaccinations and travel restrictions.
Number of Calls	Maximum of five call backs.	Research/Data Collection Supplier	Nanos Research
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.	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 .
Field Dates	January 31 st and February 4 th , 2021.		
Language of Survey	The survey was conducted in English.		
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/		



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TABULATIONS





2021-1802 – Bloomberg/Nanos Survey – Survey – STAT SHEET

			Region						Gender		Age		
			Canada 2021-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	34 to 54	55 plus
Question - Do you expect that by the end of 2021 you will have more, less or the same amount of savings compared to today?	Total	Unwgt N	1036	105	240	315	210	166	535	501	210	442	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	I will have more savings by the end of 2021 compared to today	%	31.3	28.9	29.6	32.9	25.6	39.0	33.0	29.7	40.3	27.7	28.1
	I will have the same savings by the end of 2021 compared to today	%	36.2	31.1	45.7	35.4	33.1	28.8	34.7	37.7	29.3	36.6	40.9
	I will have less savings by the end of 2021 compared to today	%	27.1	27.7	21.4	25.4	36.5	29.0	28.1	26.2	27.8	29.5	24.6
	Unsure	%	5.3	12.3	3.3	6.3	4.8	3.2	4.2	6.4	2.6	6.2	6.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,036 Canadians, 18 years of age or older, between January 31st and February 4th, 2021. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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