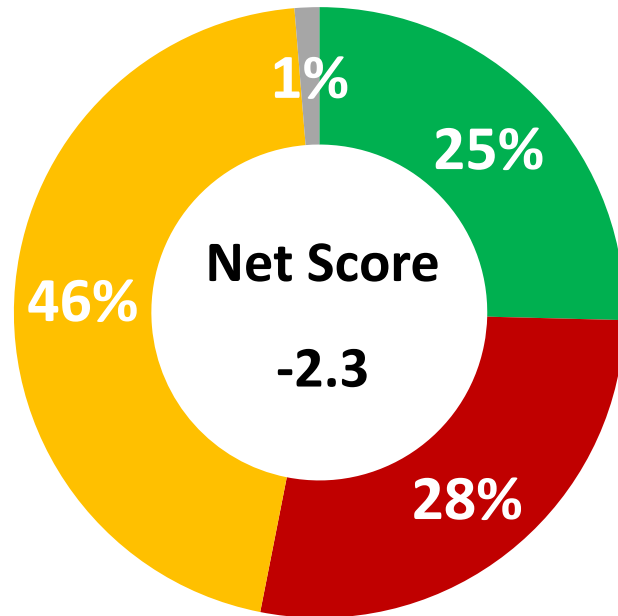




Nearly half of Canadians say their personal finances have not changed since 2019.

Change in personal finances since 2019



■ Better off ■ Worse off ■ No change ■ Unsure

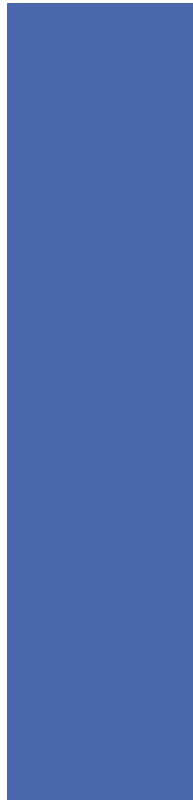
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Q Thinking of your personal finances today, are you better off, worse off or has there been no change since 2019?

“ Just under half of Canadians (46%) say their personal finances have not changed since 2019. Around one in four Canadians each say their personal finances are better (25%) or worse (28%) off since 2019. Residents of the Prairies (40%) and Atlantic Canada (35%) are more likely to say their finances are worse off than residents of Quebec (19%) or Ontario (25%). Younger Canadians (18 to 34) are more likely to say their finances are better off (34%) than those 55 plus (22%). ”

Change in personal finances since 2019 – by demographics

Q Thinking of your personal finances today, are you better off, worse off or has there been no change since 2019?

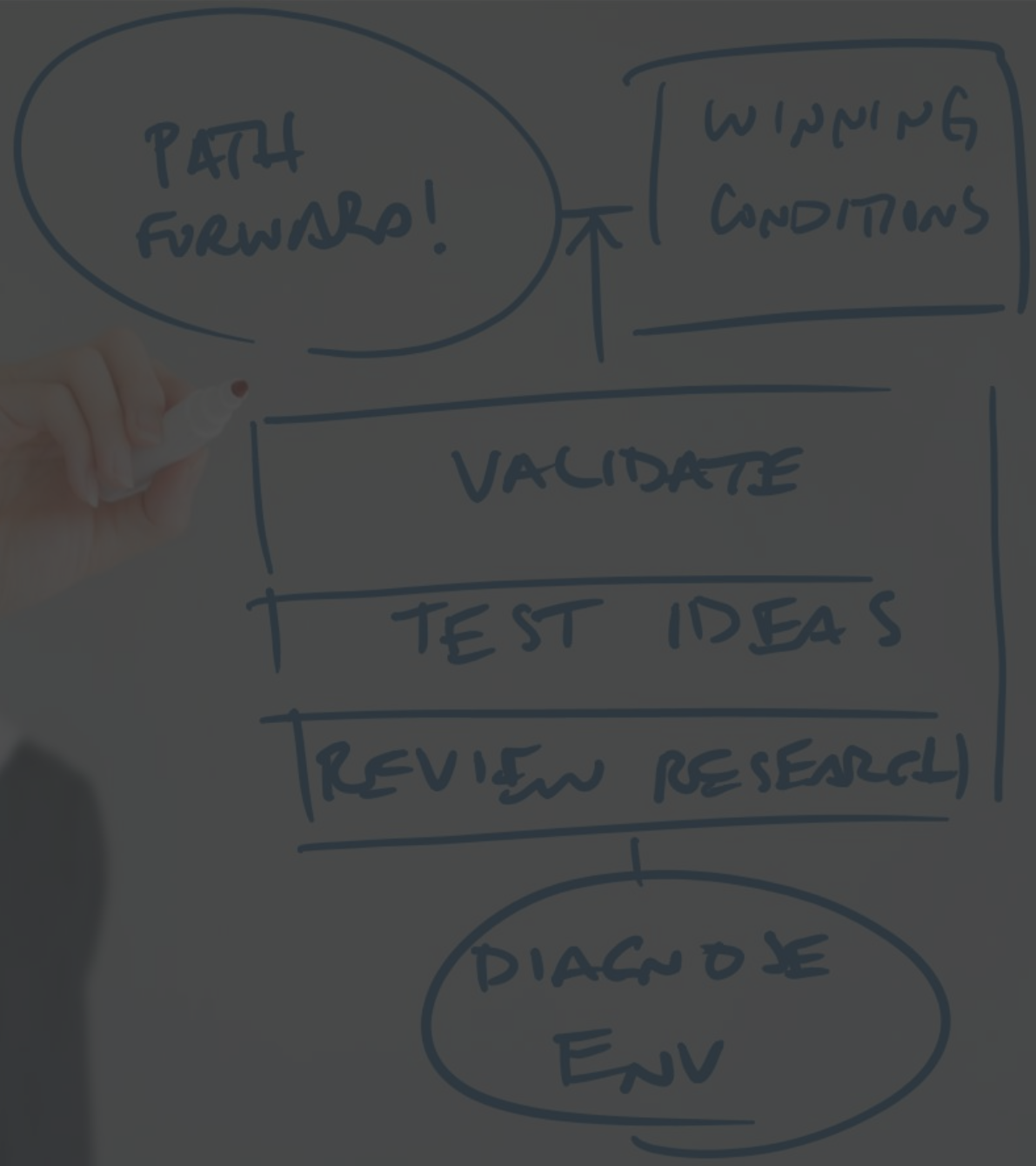


		Better off			Worse off		
Atlantic (n=92)	Quebec (n=225)	Ontario (n=325)	Prairies (n=193)	BC (n=167)			
18.4%	22.3%	29.8%	23.5%	24.1%			
Men (n=523)	Women (n=479)	18-34 (n=231)	35-54 (n=384)	55 plus (n=387)			
27.7%	23.1%	34.3%	22.6%	21.5%			
Atlantic (n=92)	Quebec (n=225)	Ontario (n=325)	Prairies (n=193)	BC (n=167)			
35.4%	18.6%	25.2%	40.2%	30.0%			
Men (n=523)	Women (n=479)	18-34 (n=231)	35-54 (n=384)	55 plus (n=387)			
27.5%	28.0%	29.4%	30.2%	24.3%			

*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, July 20th to August 2nd, 2021, n=1002, 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 1,002 Canadians, 18 years of age or older, between July 30th and August 2nd, 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 dialing 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 Canada. See tables for full weighting disclosure
Population and Final Sample Size	1002 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, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Previous content ahead included questions on: a federal election, US travellers, COVID-19 vaccinations, the 2022 Beijing Olympics, immigration, Indigenous reconciliation, and the federal government.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	July 30 th to August 2 nd , 2021.		
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/		



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ABOUT NANOS



TABULATIONS

2021-1937 – Bloomberg/Nanos Survey – July Omni – Personal Finances – STAT SHEET

			Region						Please select your gender		Age		
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Thinking of your personal finances today, are you better off, worse off or has there been no change since 2019?	Total	Unwgt N	1002	92	225	325	193	167	523	479	231	384	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Better off since 2019	%	25.4	18.4	22.3	29.8	23.5	24.1	27.7	23.1	34.3	22.6	21.5
	Worse off since 2019	%	27.7	35.4	18.6	25.2	40.2	30.0	27.5	28.0	29.4	30.2	24.3
	No change since 2019	%	45.6	46.2	58.3	43.7	33.6	45.3	43.8	47.3	34.3	46.3	53.0
	Unsure	%	1.3	0.0	0.8	1.3	2.8	0.6	1.0	1.5	2.0	0.9	1.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,002 Canadians, 18 years of age or older, between July 30th and August 2nd, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.