

Better

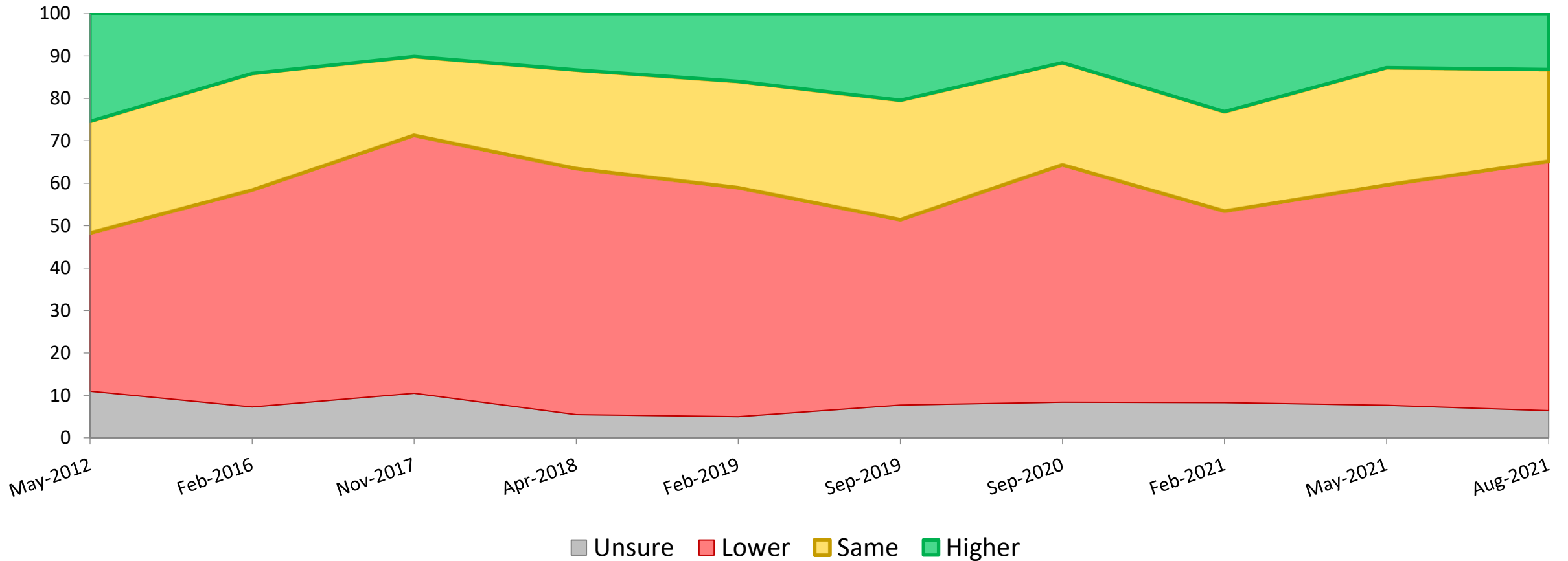
Same

Worse

Majority of Canadians think the next generation will have a lower standard of living than Canadians have now.

## Views on future standard of living – Tracking

Q 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?



\*Weighted to the true population proportion.

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

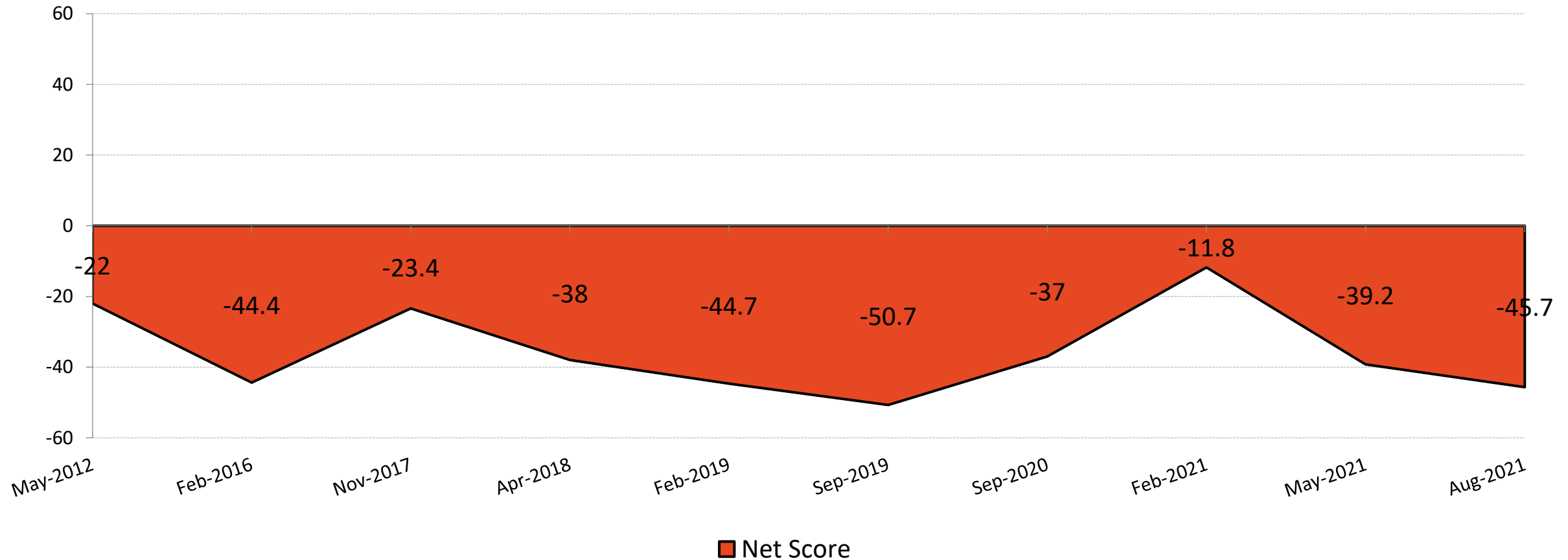
Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.



## Views on future standard of living – Net score

Q

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?



\*Weighted to the true population proportion.

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

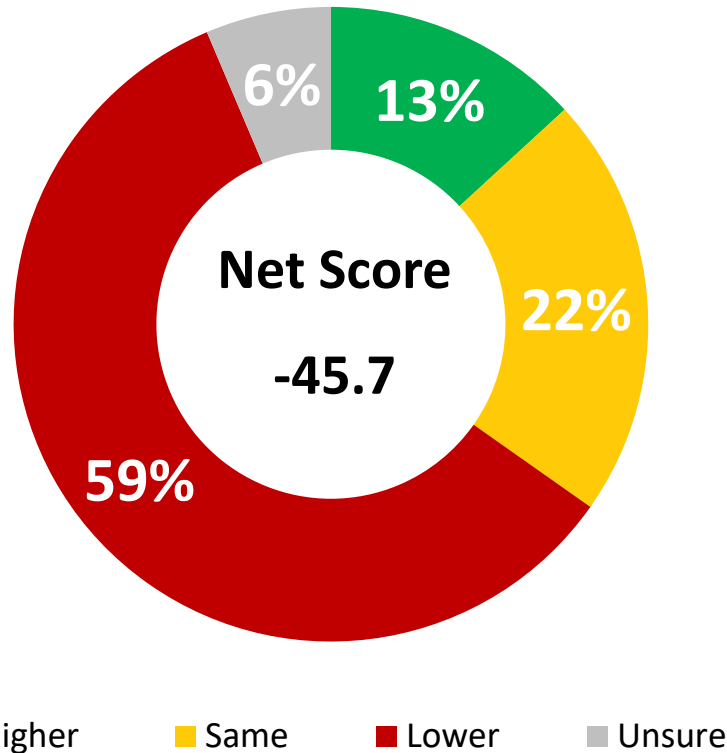
\*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.



# Views on future standard of living

**Q** 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?



“ Three in five Canadians (59%) stated that they think the next generation will have a lower standard of living than Canadians have today. Residents of Ontario were two times more likely to view the future standard of living as higher (15%) than residents of British Columbia (7%). ”

\*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.

# Views on future standard of living by demographics



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?

### Higher standard of living

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>14.6%</b>	<b>12.4%</b>	<b>15.2%</b>	<b>13.4%</b>	<b>7.8%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>11.6%</b>	<b>14.7%</b>	<b>16.2%</b>	<b>13.7%</b>	<b>10.6%</b>

### Lower standard of living

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>46.9%</b>	<b>49.0%</b>	<b>61.9%</b>	<b>64.7%</b>	<b>65.2%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>62.2%</b>	<b>55.6%</b>	<b>62.4%</b>	<b>59.3%</b>	<b>55.9%</b>

\*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.

Source: Nanos Research, RDD dual frame hybrid telephone and online random omnibus survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, 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 1029 Canadians, 18 years of age or older, between August 28<sup>th</sup> and 30<sup>th</sup>, 2021 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1029 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Nanos Research	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	1029 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 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	16% 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. This was the only question asked on this topic.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, and views on healthcare.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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	August 28 <sup>th</sup> to 30 <sup>th</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS



# TABULATIONS





**2021-1973 – Nanos August Omni – Better/Worse Off Tracking– 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 - 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? [REPEAT][TRACKING]	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Next generation will have a higher standard	%	13.2	14.6	12.4	15.2	13.4	7.8	11.6	14.7	16.2	13.7	10.6
	Next generation will have the same standard	%	21.6	31.3	29.7	17.5	19.7	16.9	21.2	21.9	15.6	22.3	25.2
	Next generation will have a lower standard	%	58.8	46.9	49.0	61.9	64.7	65.2	62.2	55.6	62.4	59.3	55.9
	Unsure	%	6.4	7.2	8.9	5.4	2.2	10.1	5.0	7.7	5.7	4.7	8.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between August 28<sup>th</sup> and 30<sup>th</sup>, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.