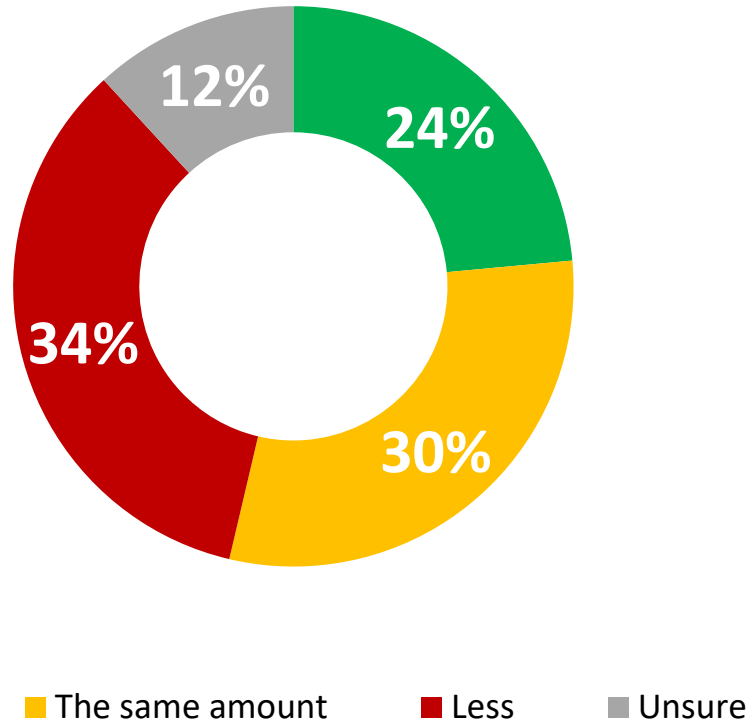


A majority of Canadians active in the workforce say it is not likely or somewhat not likely they will get a faster pay raise from their or another employer over the next year.

Expected change in pay due to change in employment or loss of job

Q If you lost your job or chose to find a new job, do you believe your next employment would pay more, the same amount, or less than your current job?

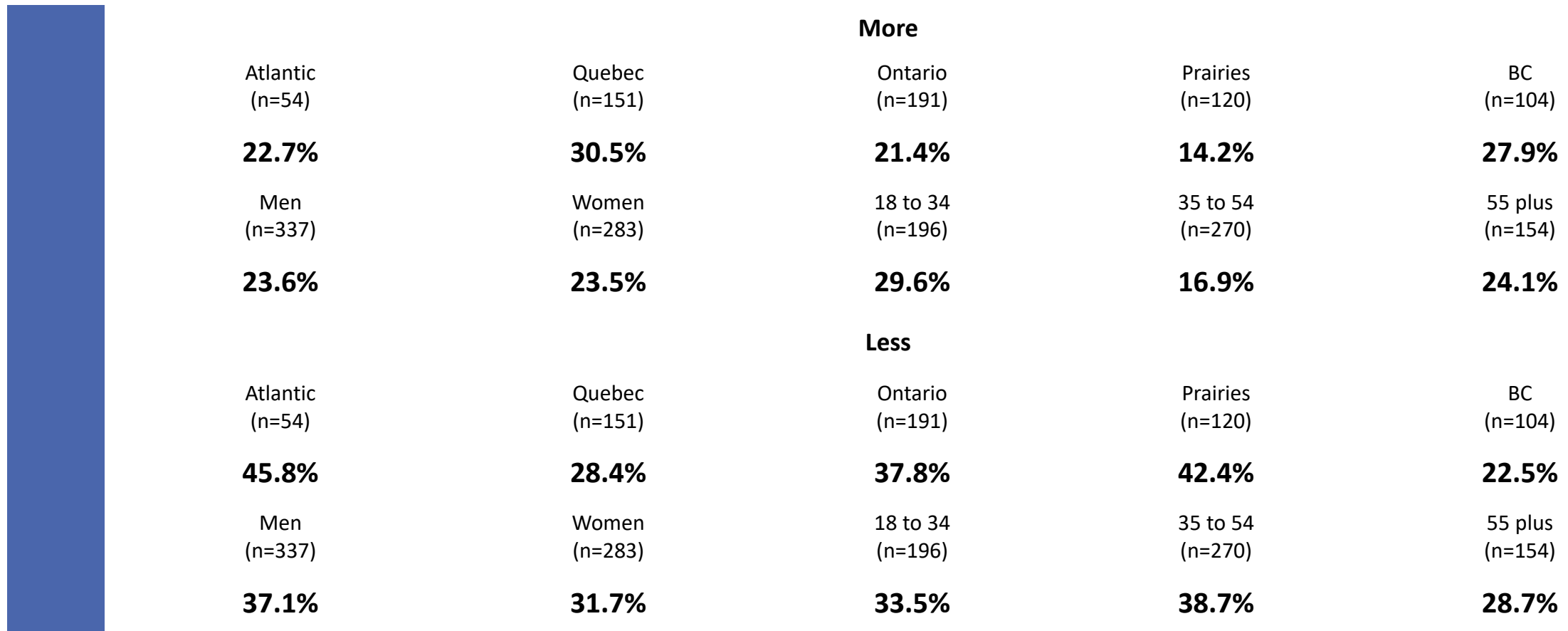


“ About one in three Canadians active in the work force believe that their next employment would pay less than their current job. Residents of Quebec active in the workforce are more likely to say their next employment will pay more (31%) than residents of Ontario (21%) and the Prairies active in the workforce (14%). ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Chart based on Canadians active in the workforce

Change in pay for change of employment by demographics

Q If you lost your job or chose to find a new job, do you believe your next employment would pay more, the same amount, or less than your current job?



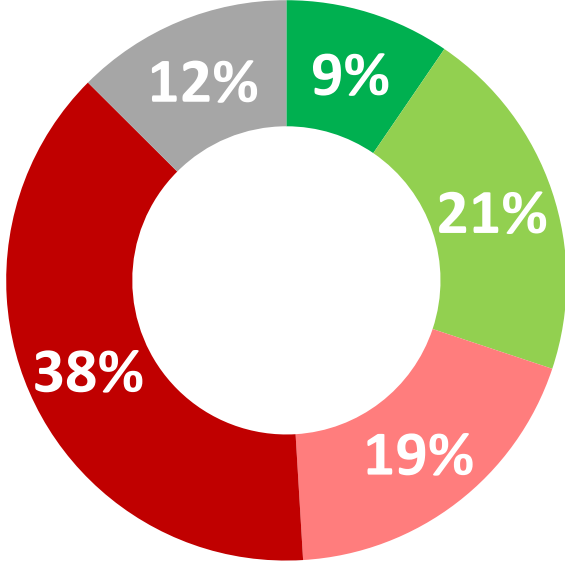
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Data based on Canadians active in the workforce

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31st to November 3rd, 2021, n=620 Canadians active in the workforce, accurate 4.0 percentage points plus or minus, 19 times out of 20.



Likelihood of getting a faster pay raise from employer

Q Would you say you are likely, somewhat likely, somewhat not likely or not likely to get a faster pay raise from your employer or another employer over the next year?



■ Likely ■ Somewhat likely ■ Somewhat not likely ■ Not likely ■ Unsure

“

A majority of Canadians active in the workforce say it is not likely or somewhat not likely to get a faster pay raise from their employer or another employer over the next year.

”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Chart based on Canadians active in the workforce

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31st to November 3rd, 2021, n=624 Canadians active in the workforce, accurate 4.0 percentage points plus or minus, 19 times out of 20.

Likelihood of getting a faster pay raise from employer by demographics

Q Would you say you are likely, somewhat likely, somewhat not likely or not likely to get a faster pay raise from your employer or another employer over the next year?

Likely/ Somewhat likely

Atlantic (n=54)	Quebec (n=151)	Ontario (n=191)	Prairies (n=123)	BC (n=105)
23.8%	36.4%	28.9%	24.4%	31.3%
Men (n=341)	Women (n=283)	18 to 34 (n=196)	35 to 54 (n=271)	55 plus (n=157)
32.8%	27.2%	31.3%	29.0%	29.9%

Not likely/ Somewhat not likely

Atlantic (n=54)	Quebec (n=151)	Ontario (n=191)	Prairies (n=123)	BC (n=105)
64.0%	52.5%	57.1%	64.3%	55.7%
Men (n=341)	Women (n=283)	18 to 34 (n=196)	35 to 54 (n=271)	55 plus (n=157)
56.7%	58.0%	55.3%	60.9%	54.7%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Data based on Canadians active in the workforce

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31st to November 3rd, 2021, n=624 Canadians active in the workforce, accurate 4.0 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 624 Canadians active in the workforce, 18 years of age or older, between October 31st and November 3rd, 2021 as part of an omnibus survey of 1,026 Canadians. 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 624 Canadians active in the workforce is ± 4.0 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	624 Canadians active in the workforce as part of a broader sample of 1026 Canadians	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	±4.0 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on climate change, views on fuel, views on political leaders, vaccination, and greenhouse gas emissions.
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	October 31 st to November 3 rd , 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/		



As one of North America’s premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika



This international joint venture between [dimap](#) and [Nanos](#) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

NANOS RUTHERFORD MCKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

ABOUT NANOS



TABULATIONS

2021-2010 – Bloomberg/Nanos Survey – November Omni - STAT SHEET

			Region					Gender		Age			
			Canada 2021-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If you lost your job or chose to find a new job, do you believe your next employment would pay more, the same amount, or less than your current job?	Total	Unwgt N	1026	91	206	335	229	165	531	495	209	373	444
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	More	%	15.0	13.3	21.8	13.1	8.4	18.6	16.0	14.1	27.8	12.3	8.4
	The same amount	%	19.3	12.6	19.8	16.9	22.1	24.5	19.0	19.5	26.3	22.8	11.1
	Less	%	22.0	26.8	20.3	23.2	25.2	15.0	25.2	19.0	31.4	28.0	10.1
	Unsure	%	7.6	5.8	9.4	8.2	3.7	8.7	7.7	7.4	8.3	9.3	5.5
	Not active in workforce	%	36.1	41.6	28.7	38.6	40.7	33.1	32.0	40.1	6.2	27.5	64.9

			Region					Gender		Age			
			Canada 2021-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If you lost your job or chose to find a new job, do you believe your next employment would pay more, the same amount, or less than your current job?	Total	Unwgt N	620*	54	151	191	120	104	337	283	196	270	154
		Wgt N	639	39	166	236	109	89	333	305	256	247	135
	More	%	23.5	22.7	30.5	21.4	14.2	27.9	23.6	23.5	29.6	16.9	24.1
	The same amount	%	30.1	21.5	27.8	27.5	37.2	36.6	28.0	32.5	28.0	31.5	31.6
	Less	%	34.5	45.8	28.4	37.8	42.4	22.5	37.1	31.7	33.5	38.7	28.7
	Unsure	%	11.8	10.0	13.2	13.3	6.2	13.0	11.4	12.3	8.8	12.9	15.6

*Sample includes those who are active in the workforce only.

2021-2010 – Bloomberg/Nanos Survey – November Omni - STAT SHEET

			Region					Gender		Age			
			Canada 2021-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you say you are likely, somewhat likely, somewhat not likely or not likely to get a faster pay raise from your employer or another employer over the next year?	Total	Unwgt N	1026	91	206	335	229	165	531	495	209	373	444
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Likely	%	6.1	8.5	10.0	4.7	3.8	5.4	7.1	5.2	11.0	7.0	1.9
	Somewhat likely	%	13.2	5.4	16.0	13.0	11.0	15.8	15.4	11.0	18.4	14.1	8.7
	Somewhat not likely	%	12.1	11.4	19.1	8.4	14.3	8.1	12.7	11.6	14.7	16.3	6.7
	Not likely	%	24.6	26.0	18.4	26.6	24.6	29.5	26.3	23.0	37.2	28.0	12.7
	Unsure	%	8.0	7.2	7.9	8.6	6.8	8.7	7.2	8.8	12.6	7.3	5.4
	Not active in the workforce	%	35.9	41.6	28.7	38.7	39.5	32.6	31.3	40.3	6.2	27.2	64.6

			Region					Gender		Age			
			Canada 2021-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you say you are likely, somewhat likely, somewhat not likely or not likely to get a faster pay raise from your employer or another employer over the next year?	Total	Unwgt N	624*	54	151	191	123	105	341	283	196	271	157
		Wgt N	641	39	166	235	111	90	337	304	256	248	137
	Likely	%	9.5	14.6	14.1	7.6	6.2	8.0	10.3	8.7	11.7	9.6	5.4
	Somewhat likely	%	20.6	9.2	22.4	21.3	18.2	23.4	22.5	18.5	19.6	19.4	24.6
	Somewhat not likely	%	18.9	19.6	26.8	13.8	23.6	12.0	18.4	19.5	15.7	22.4	18.8
	Not likely	%	38.4	44.4	25.8	43.3	40.7	43.7	38.3	38.6	39.7	38.5	35.9
	Unsure	%	12.5	12.2	11.1	14.0	11.3	12.9	10.5	14.8	13.4	10.0	15.3

*Sample includes those who are active in the workforce only.