

Two in three Canadians lack confidence that their pay will keep up with the rising cost of living; half say the cost of everyday items like food and gas is their biggest economic concern.

# Key Findings



## CONFIDENCE PAY WILL KEEP UP WITH INFLATION

Two in three Canadians are not confident (43%) or somewhat not confident (22%) that their pay will keep up with the rising cost of living. Younger Canadians (18-34) are more likely to say they are somewhat not or not confident about this (75%) than those 55 plus (54%).



## ECONOMIC ISSUES OF CONCERN

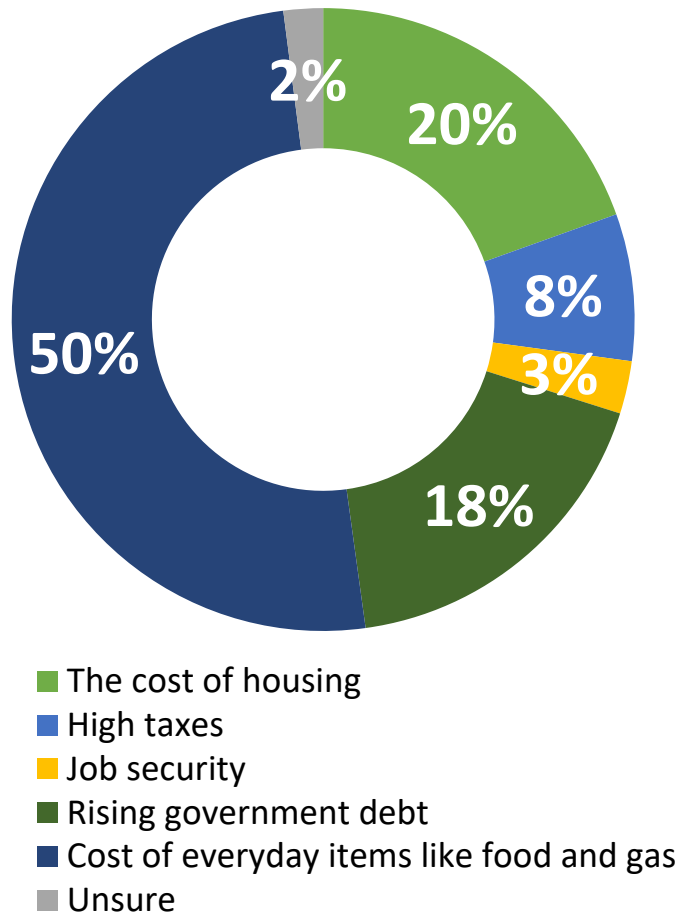
Asked what their biggest economic concern is, half of Canadians say the cost of everyday items like food and gas (50%), followed by by the cost of housing (20%) and rising government debt (18%). Younger Canadians (18-34) are more likely to say the cost of housing is their biggest economic concern (27%) than those 55 plus (14%).



## FEDERAL PARTY TRUSTED TO MANAGE INFLATION

Canadians are more likely to say they trust either the Conservative Party of Canada (27%) or the Liberal Party of Canada (24%) most to manage inflation, while another one in four say they don't trust any federal party to do so (25%).

# Biggest economic concern of Canadians



\*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, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Q** Thinking of the following list, what is your biggest economic concern?  
 [RANDOMIZE]

“ One in two Canadians say the cost of everyday items like food and gas is their biggest economic concern, followed by the cost of housing and rising government debt. Younger Canadians (18-34) are more likely to say the cost of housing is their biggest economic concern (27%) than those 55 plus (14%). ”

# Biggest economic concern of Canadians – by region

**Q** Thinking of the following list, what is your biggest economic concern?  
[RANDOMIZE]

	Canada (n=1010)	Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)
Cost of everyday items like food and gas	50.1%	58.2%	54.3%	49.7%	50.6%	39.3%
The cost of housing	19.5%	18.7%	15.1%	22.2%	12.1%	30.1%
Rising government debt	17.9%	8.7%	17.0%	16.5%	22.1%	22.7%
High taxes	7.6%	9.3%	10.8%	5.3%	9.9%	5.0%
Job security	2.7%	3.7%	0.7%	3.7%	4.4%	0.6%
Unsure	2.0%	1.5%	2.0%	2.6%	0.9%	2.3%

\*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, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Biggest economic concern of Canadians – by age and gender

**Q** Thinking of the following list, what is your biggest economic concern?  
[RANDOMIZE]

	Canada (n=1010)	Male (n=528)	Female (n=482)	18-34 (n=273)	35-54 (n=338)	55 plus (n=399)
Cost of everyday items like food and gas	50.1%	47.2%	52.9%	46.8%	54.4%	48.7%
The cost of housing	19.5%	19.1%	19.9%	27.0%	20.1%	13.7%
Rising government debt	17.9%	22.1%	13.9%	12.7%	15.2%	24.1%
High taxes	7.6%	8.1%	7.2%	6.7%	6.5%	9.2%
Job security	2.7%	2.2%	3.2%	5.6%	2.6%	0.9%
Unsure	2.0%	1.2%	2.8%	1.2%	1.2%	3.4%

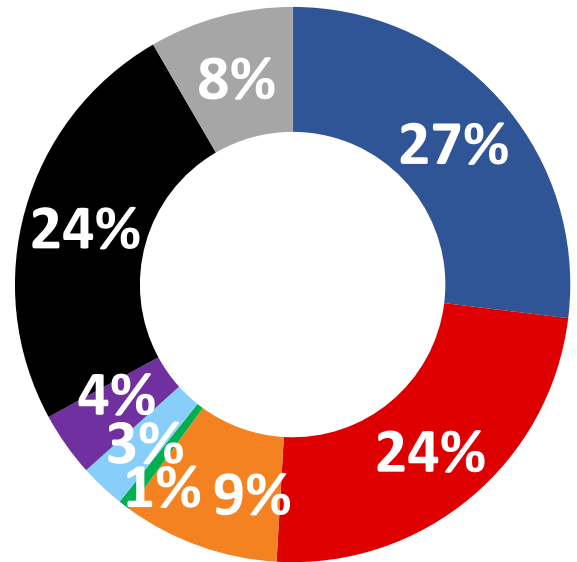
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Federal party most trusted to manage inflation

Q Which federal party do you trust most to manage inflation? [RANDOMIZE]



- Conservative Party of Canada
- Liberal Party of Canada
- NDP
- Green Party
- Bloc Quebecois
- People's Party of Canada
- None of them
- Unsure

“ About one in four Canadians each say they trust the Conservative Party of Canada (27%) or the Liberal Party of Canada (24%) most to manage inflation, while another 25 per cent say they don't trust any federal party to do so. ”

\*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, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Federal party most trusted to manage inflation – by region

**Q** Which federal party do you trust most to manage inflation? [RANDOMIZE]

	Canada (n=1010)	Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)
Conservative Party of Canada	26.9%	16.1%	19.4%	27.0%	35.1%	34.1%
Liberal Party of Canada	24.0%	30.9%	32.4%	27.0%	10.1%	16.0%
NDP	9.1%	9.2%	5.0%	8.9%	12.7%	12.0%
Green Party	0.7%	-	0.4%	0.5%	-	2.9%
Bloc Quebecois	2.6%	1.3%	10.3%	0.4%	-	-
People’s Party of Canada	3.7%	1.9%	1.8%	3.4%	7.5%	4.0%
None of them	24.5%	29.1%	23.2%	24.7%	26.6%	21.1%
Unsure	8.4%	11.4%	7.5%	8.1%	8.0%	9.8%

\*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, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Federal party most trusted to manage inflation – by age and gender

**Q** Which federal party do you trust most to manage inflation? [RANDOMIZE]

	Canada (n=1010)	Male (n=528)	Female (n=482)	18-34 (n=273)	35-54 (n=338)	55 plus (n=399)
Conservative Party of Canada	26.9%	31.9%	22.2%	24.9%	27.0%	28.3%
Liberal Party of Canada	24.0%	22.5%	25.4%	18.2%	23.1%	28.9%
NDP	9.1%	8.4%	9.8%	14.7%	10.2%	4.2%
Green Party	0.7%	0.8%	0.6%	1.1%	0.2%	0.8%
Bloc Quebecois	2.6%	3.4%	1.9%	2.4%	2.9%	2.5%
People’s Party of Canada	3.7%	5.5%	2.0%	4.3%	4.5%	2.7%
None of them	24.5%	22.7%	26.3%	22.9%	26.1%	24.3%
Unsure	8.4%	4.8%	11.9%	11.4%	6.0%	8.3%

\*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, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

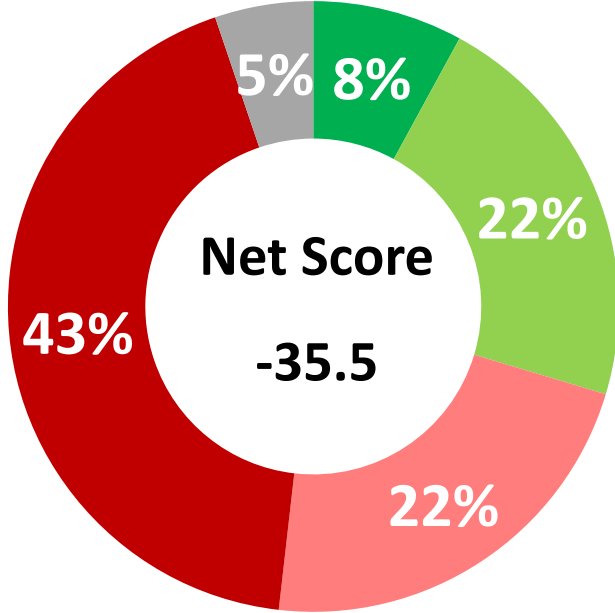




# Confidence in pay keeping up with the rising cost of living

Q

Are you confident, somewhat confident, somewhat not confident or not confident that your pay will keep up with the rising cost of living?



- Confident
- Somewhat confident
- Somewhat not confident
- Not confident
- Unsure

“ Close to two in three Canadians are somewhat not confident or not confident that their pay will keep up with the rising cost of living. Younger Canadians (18-34) are more likely to say they are somewhat not or not confident about this (75%) than those 55 plus (54%). ”

\*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 survey, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Confidence in pay keeping up with the rising cost of living by demographic

Q

Are you confident, somewhat confident, somewhat not confident or not confident that your pay will keep up with the rising cost of living?

## Confident/ Somewhat confident

Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)
<b>39.4%</b>	<b>25.6%</b>	<b>31.5%</b>	<b>25.2%</b>	<b>32.3%</b>
Male (n=528)	Female (n=482)	18-34 (n=273)	35-54 (n=338)	55 plus (n=399)
<b>30.6%</b>	<b>28.7%</b>	<b>23.9%</b>	<b>25.2%</b>	<b>37.6%</b>

## Not confident/ Somewhat not confident

Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)
<b>55.8%</b>	<b>67.6%</b>	<b>63.3%</b>	<b>71.7%</b>	<b>61.9%</b>
Male (n=528)	Female (n=482)	18-34 (n=273)	35-54 (n=338)	55 plus (n=399)
<b>65.0%</b>	<b>65.3%</b>	<b>74.5%</b>	<b>70.7%</b>	<b>53.6%</b>

\*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, November 27<sup>th</sup> to 29<sup>th</sup>, 2021, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL

NANOS



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 27<sup>th</sup> to 29<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 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  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1010 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability 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	November 27 <sup>th</sup> to 29 <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>

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.
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	Thirteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, work status and issues of concern.
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: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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ABOUT NANOS



# TABULATIONS

**2021-2026 – Globe and Mail/Nanos Survey – November – Economy – STAT SHEET**

			Region					Gender		Age			
			Canada 2021-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Thinking of the following list, what is your biggest economic concern? [RANDOMIZE]	Total	Unwgt N	1010	87	250	323	208	142	528	482	273	338	399
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	The cost of housing	%	19.5	18.7	15.1	22.2	12.1	30.1	19.1	19.9	27.0	20.1	13.7
	High taxes	%	7.6	9.3	10.8	5.3	9.9	5.0	8.1	7.2	6.7	6.5	9.2
	Job security	%	2.7	3.7	0.7	3.7	4.4	0.6	2.2	3.2	5.6	2.6	0.9
	Rising government debt	%	17.9	8.7	17.0	16.5	22.1	22.7	22.1	13.9	12.7	15.2	24.1
	Cost of everyday items like food and gas	%	50.1	58.2	54.3	49.7	50.6	39.3	47.2	52.9	46.8	54.4	48.7
	Unsure	%	2.0	1.5	2.0	2.6	0.9	2.3	1.2	2.8	1.2	1.2	3.4

			Region					Gender		Age			
			Canada 2021-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Which federal party do you trust most to manage inflation? [RANDOMIZE]	Total	Unwgt N	1010	87	250	323	208	142	528	482	273	338	399
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Conservative Party of Canada	%	26.9	16.1	19.4	27.0	35.1	34.1	31.9	22.2	24.9	27.0	28.3
	Liberal Party of Canada	%	24.0	30.9	32.4	27.0	10.1	16.0	22.5	25.4	18.2	23.1	28.9
	NDP	%	9.1	9.2	5.0	8.9	12.7	12.0	8.4	9.8	14.7	10.2	4.2
	Green Party	%	0.7	0.0	0.4	0.5	0.0	2.9	0.8	0.6	1.1	0.2	0.8
	Bloc Quebecois	%	2.6	1.3	10.3	0.4	0.0	0.0	3.4	1.9	2.4	2.9	2.5
	People's Party of Canada	%	3.7	1.9	1.8	3.4	7.5	4.0	5.5	2.0	4.3	4.5	2.7
	None of them	%	24.5	29.1	23.2	24.7	26.6	21.1	22.7	26.3	22.9	26.1	24.3
Unsure	%	8.4	11.4	7.5	8.1	8.0	9.8	4.8	11.9	11.4	6.0	8.3	

			Region					Gender		Age			
			Canada 2021-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Are you confident, somewhat confident, somewhat not confident or not confident that your pay will keep up with the rising cost of living?	Total	Unwgt N	1010	87	250	323	208	142	528	482	273	338	399
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Confident	%	8.0	7.0	6.6	10.6	5.2	6.8	9.4	6.5	5.2	5.6	12.0
	Somewhat confident	%	21.7	32.5	19.1	20.9	19.9	25.5	21.2	22.2	18.8	19.6	25.6
	Somewhat not confident	%	22.2	14.9	29.3	19.7	18.7	25.3	22.4	21.9	27.9	21.8	18.5
	Not confident	%	43.0	40.9	38.3	43.6	53.0	36.6	42.6	43.3	46.6	49.0	35.1
	Unsure	%	5.2	4.7	6.7	5.2	3.1	5.8	4.3	6.0	1.6	4.1	8.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 27<sup>th</sup> and 29<sup>th</sup>, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.