



Better

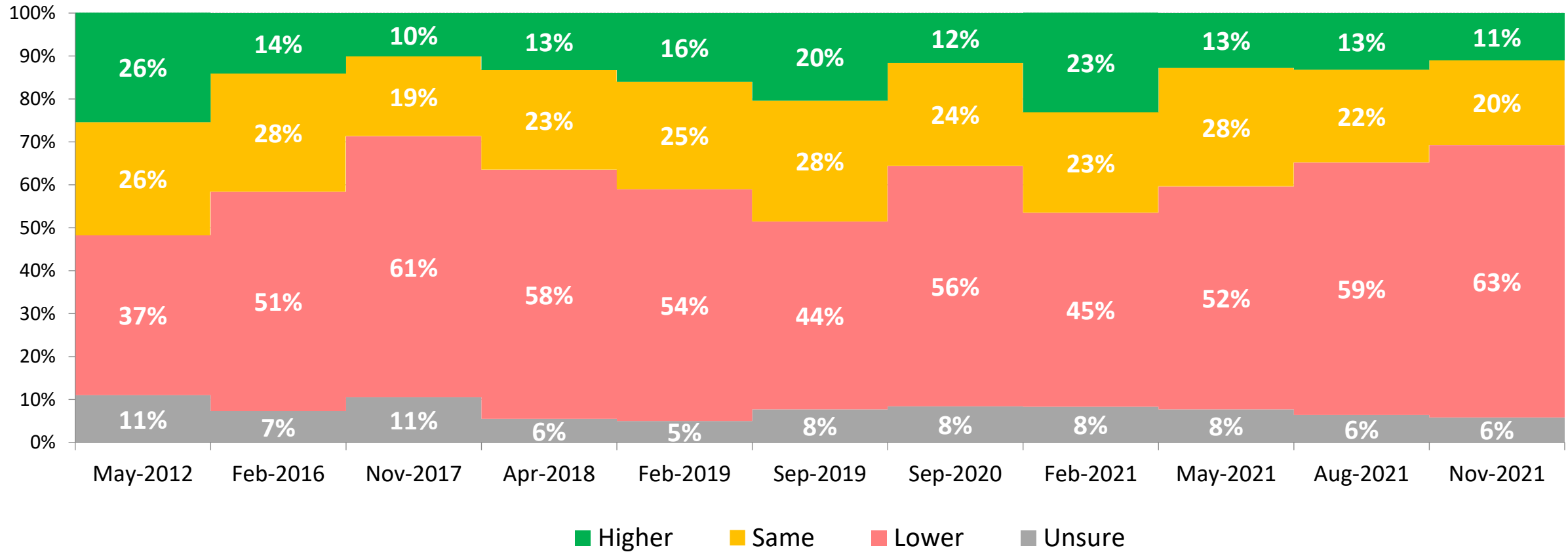
Same

Worse

Canadians are nearly six times more likely to say that the next generation will have a lower rather than a higher standard of living – the highest level since 2012.

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.

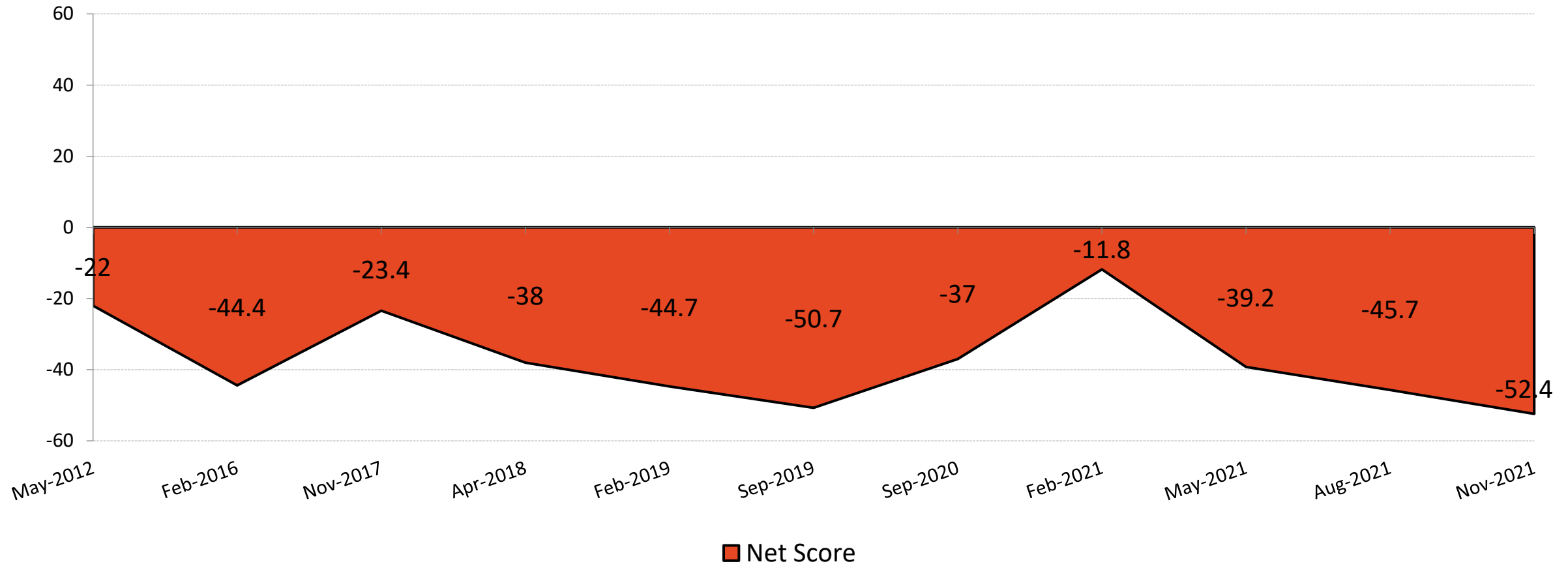
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 27th and 29th, 2021, n=1,010, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



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.

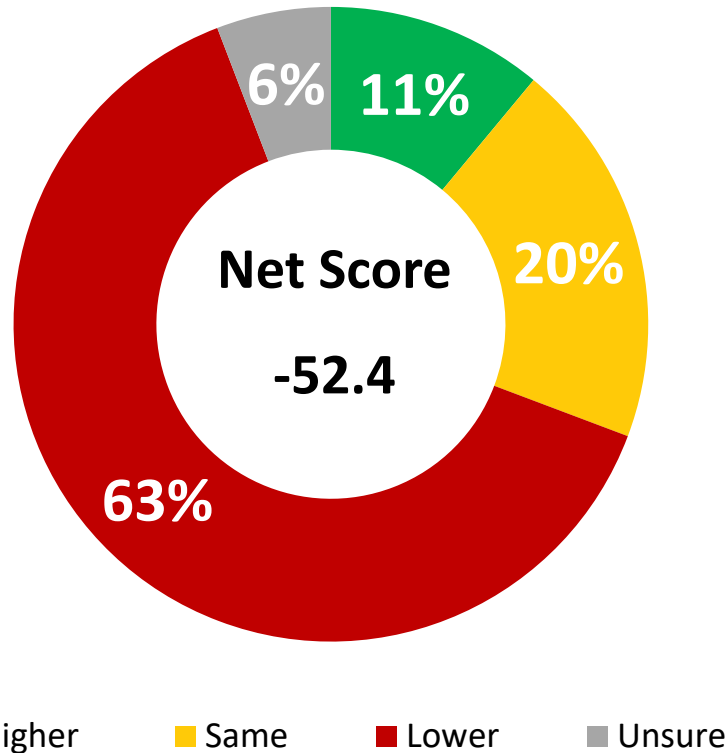
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between November 27th and 29th, 2021, n=1,010, accurate ± 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?



*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.

“ Close to two in three Canadians (63%) stated that they think the next generation will have a lower standard of living than Canadians have today, the highest level since 2012. Residents of British Columbia (72%) and the Prairies (66%) are more likely to say the next generation will have a lower standard of living than residents of Atlantic Canada (54%). ”

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=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)
16.2%	9.8%	12.9%	10.3%	6.3%
Men (n=528)	Women (n=482)	18 to 34 (n=273)	35 to 54 (n=338)	55 plus (n=399)
10.4%	11.6%	13.3%	11.3%	9.2%

Lower standard of living

Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)
53.8%	56.2%	65.3%	65.8%	72.1%
Men (n=528)	Women (n=482)	18 to 34 (n=273)	35 to 54 (n=338)	55 plus (n=399)
67.5%	59.5%	64.4%	68.5%	58.3%

*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, between November 27th and 29th, 2021, n=1,010, 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 1,010 Canadians, 18 years of age or older, between November 27th and 29th, 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 1,010 Canadians is ± 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	1,010 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	13 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, government financial aid and inflation.
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	November 27 th and 29 th , 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





2021-2037 – Nanos – Better Off/Worse Off – November Survey – 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 – 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?	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	
		Next generation will have a higher standard	%	11.0	16.2	9.8	12.9	10.3	6.3	10.4	11.6	13.3	11.3	9.2
		Next generation will have the same standard	%	19.7	20.2	27.4	16.2	17.5	19.3	19.6	19.8	15.8	15.7	26.1
		Next generation will have a lower standard	%	63.4	53.8	56.2	65.3	65.8	72.1	67.5	59.5	64.4	68.5	58.3
		Unsure	%	5.8	9.8	6.6	5.6	6.3	2.3	2.5	9.0	6.5	4.6	6.5

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 27th and 29th. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.