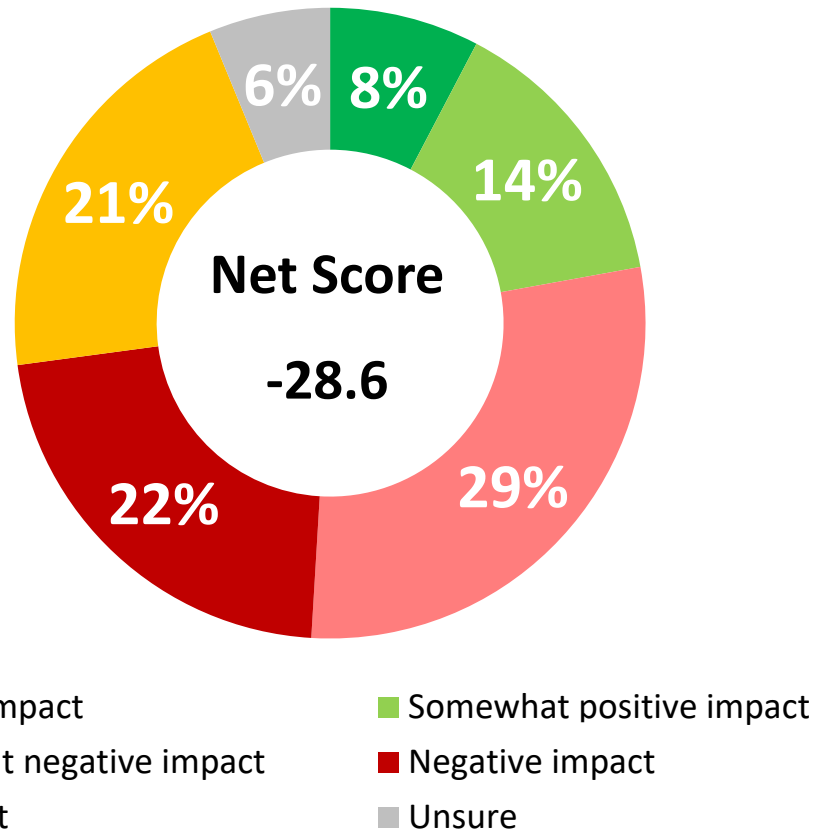




Strong majority of Canadians worry more about higher prices for everyday goods rather than higher interest rates.

Impact of higher interest rates on personal finances

Q If interest rates increase in 2022, will that change have a positive, a somewhat positive, a somewhat negative, negative or no impact on your personal finances?



“ Canadians are twice as likely to say if interest rates increase in 2022, it will have a negative or somewhat negative impact rather than a positive or somewhat positive impact on their personal finances. Younger Canadians (18-34) are more likely to say that increased interest rates would have a negative or somewhat negative impact on their personal finances (63%) than older Canadians (41% of those 55 plus). ”

*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, December 22nd to 23rd, 2021, n=1005, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Impact of higher interest rates on personal finances – By Demographics

Q If interest rates increase in 2022, will that change have a positive, a somewhat positive, a somewhat negative, negative or no impact on your personal finances?

Positive/somewhat positive impact

Atlantic (n=89)	Quebec (n=230)	Ontario (n=350)	Prairies (n=192)	BC (n=144)
17.3%	18.1%	23.7%	24.5%	23.8%
Men (n=526)	Women (n=479)	18 to 34 (n=167)	35 to 54 (n=418)	55 plus (n=420)
23.5%	20.9%	15.6%	19.1%	29.5%

Negative/somewhat negative impact

Atlantic (n=89)	Quebec (n=230)	Ontario (n=350)	Prairies (n=192)	BC (n=144)
55.2%	51.4%	48.8%	54.2%	48.1%
Men (n=526)	Women (n=479)	18 to 34 (n=167)	35 to 54 (n=418)	55 plus (n=420)
52.6%	49.0%	63.0%	51.7%	41.2%

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

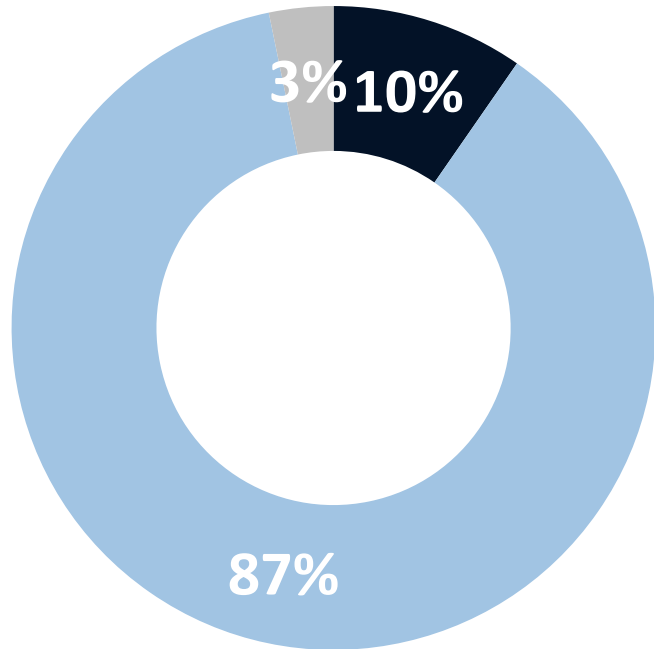
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 23rd, 2021, n=1005, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Worry about interest rates and higher prices

Q

What are you worried about more, [ROTATE] higher interest rates OR higher prices for everyday goods like food and gas?



- Higher interest rates
- Higher prices for everyday goods like food and gas
- Unsure

“
 Canadians are nearly nine times more likely to say they are more worried about higher prices for everyday goods rather than higher interest rates. This is consistent across demographics.
 ”

*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, December 22nd to 23rd, 2021, n=1005, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Worry about interest rates and higher prices by demographics

Q What are you worried about more, [ROTATE] higher interest rates OR higher prices for everyday goods like food and gas?

Higher interest rates

Atlantic (n=89)	Quebec (n=230)	Ontario (n=350)	Prairies (n=192)	BC (n=144)
10.2%	10.0%	8.5%	7.8%	14.5%
Men (n=526)	Women (n=479)	18 to 34 (n=167)	35 to 54 (n=418)	55 plus (n=420)
10.9%	8.5%	9.0%	10.8%	9.1%

Higher prices for everyday goods like food and gas

Atlantic (n=89)	Quebec (n=230)	Ontario (n=350)	Prairies (n=192)	BC (n=144)
88.7%	86.8%	87.8%	90.4%	80.6%
Men (n=526)	Women (n=479)	18 to 34 (n=167)	35 to 54 (n=418)	55 plus (n=420)
86.1%	88.1%	86.2%	85.9%	88.9%

*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, December 22nd to 23rd, 2021, n=1005, 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 1,005 Canadians, 18 years of age or older, between December 22nd and 23rd, 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 ± 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	1005 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	15 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 and views on economic issues, travelling restrictions, cost of living, and COVID-19 Vaccine booster shots.
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	December 22 nd to 23 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/		



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ABOUT NANOS



TABULATIONS

2021-2043 – Bloomberg/Nanos Survey – December Omni - STAT SHEET

			Region					Gender		Age			
			Canada 2021-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If interest rates increase in 2022, will that change have a positive, a somewhat positive, a somewhat negative, negative or no impact on your personal finances?	Total	Unwgt N	1005	89	230	350	192	144	526	479	167	418	420
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Positive impact	%	7.7	4.5	6.4	8.7	7.5	8.8	9.0	6.4	5.3	7.7	9.3
	Somewhat positive impact	%	14.5	12.7	11.8	15.0	17.0	15.0	14.5	14.5	10.3	11.4	20.2
	Somewhat negative impact	%	28.8	29.6	36.5	25.5	26.2	28.1	30.8	26.9	32.3	28.9	26.3
	Negative impact	%	21.9	25.6	15.0	23.2	28.1	20.0	21.8	22.0	30.8	22.8	14.9
	No impact	%	20.9	17.7	24.1	21.5	14.9	23.4	19.6	22.2	13.5	22.9	24.4
	Unsure	%	6.2	9.8	6.3	6.0	6.4	4.6	4.4	8.0	7.8	6.4	4.9

			Region					Gender		Age			
			Canada 2021-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What are you worried about more, [ROTATE] higher prices for everyday goods like food and gas OR higher interest rates?	Total	Unwgt N	1005	89	230	350	192	144	526	479	167	418	420
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Higher interest rates	%	9.7	10.2	10.0	8.5	7.8	14.5	10.9	8.5	9.0	10.8	9.1
	Higher prices for everyday goods like food and gas	%	87.1	88.7	86.8	87.8	90.4	80.6	86.1	88.1	86.2	85.9	88.9
	Unsure	%	3.2	1.1	3.2	3.7	1.8	4.9	3.0	3.4	4.8	3.4	2.0