

Younger Canadians hardest hit by rising cost of living; they are twice more likely to say it's difficult to afford basic necessities than those aged 55 and over.

Key Findings



CONFIDENCE THAT INFLATION WILL RETURN TO NORMAL LEVELS

About six in ten Canadians are not confident (32%) or somewhat not confident (27%) that inflation will return to more normal levels, a slight decrease from the previous wave in November 2021 (36% not confident, 27% somewhat not confident). Under four in ten report being confident (10%) or somewhat confident (27%), with those aged 55 plus more likely to say they are confident or somewhat confident (49%) than those 18-34 (20%).



IMPACTS OF RISING COSTS OF LIVING ON PURCHASES

Under one in two Canadians say that inflation hasn't been a major problem as far as the rising cost of living goes (48%), while one in five, respectively, say it's become difficult to afford basic necessities (21%) or it has become difficult to afford basic necessities and they've had to cancel a major purchase because of increasing prices (20%).



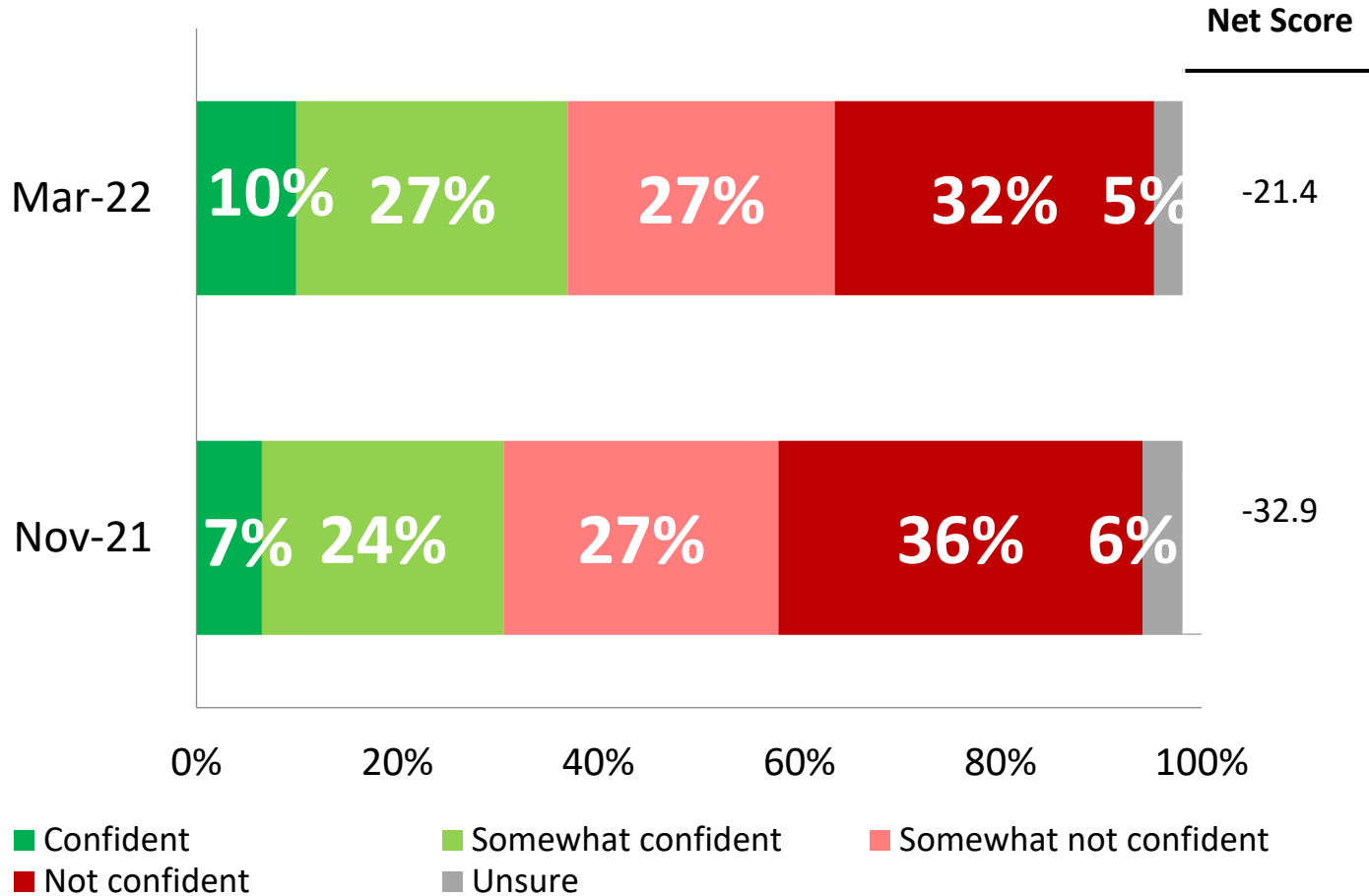
DIFFERENCES IN IMPACTS AMONG DEMOGRAPHICS

Younger Canadians (aged 18-34) (27%) are more likely to say they've had difficulties affording basic necessities compared to older Canadians (aged 55 plus: 14%), while older Canadians are most likely to say that inflation hasn't been a major problem (56%; compared to 34% of those aged 18-34).

Level of confidence that inflation will return to more normal levels



Are you confident, somewhat confident, somewhat not confident or not confident that inflation will return to more normal levels?

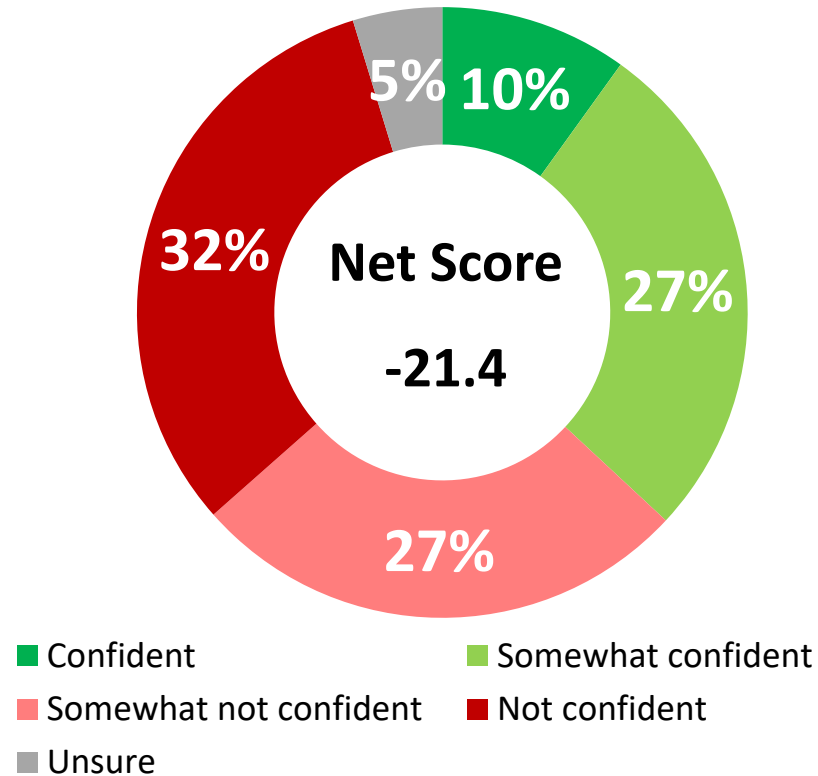


“ Confidence among Canadians that inflation will return to more normal levels has noticeably increased since November 2021 with just under four in ten who report being confident (10%) somewhat confident (27%) compared to about three in ten (7% confident; 24% somewhat confident) in the previous wave. ”

*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, March 18th to 20th, 2022, n=1000, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Level of confidence that inflation will return to more normal levels



Q

Are you confident, somewhat confident, somewhat not confident or not confident that inflation will return to more normal levels?

“

About six in ten Canadians are not confident (32%) or somewhat not confident (27%) that inflation will return to more normal levels, while under four in ten report being confident (10%) or somewhat confident (27%). Canadians aged 55 plus are more likely to say they are confident (13%) than those aged 18-34 (4%).

”

*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, March 18th to 20th, 2022, n=1000, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Bloomberg  **NANOS**

Level of confidence that inflation will return to more normal levels by demographics

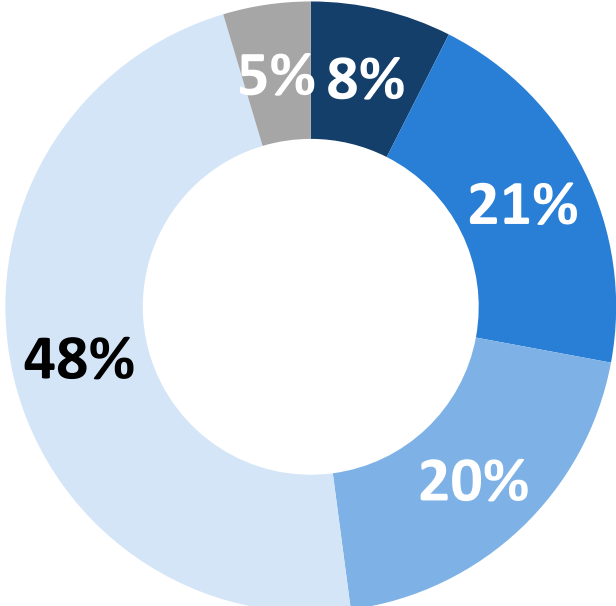
Q Are you confident, somewhat confident, somewhat not confident or not confident that inflation will return to more normal levels



Confident/Somewhat confident				
Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
41.2%	35.0%	41.6%	30.7%	33.2%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
39.2%	34.8%	19.8%	37.0%	49.0%
Not confident/ Somewhat not confident				
Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
53.2%	61.0%	54.4%	63.0%	61.4%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
57.2%	59.4%	74.4%	59.2%	46.2%

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

Situation with regards to cost of living



- I've had to cancel a major purchase because of increasing prices
- It's become difficult to afford basic necessities
- Both of the above
- Inflation hasn't been a major problem
- Unsure

Q What best describes your situation as far as the rising cost of living goes?

“ Under one in two Canadians say that inflation hasn't been a major problem as far as the rising cost of living goes, while one in five, respectively, say it's become difficult to afford basic necessities (21%) or it has become difficult to afford basic necessities and they've had to cancel a major purchase because of increasing prices (20%). Canadians aged 55 plus are most likely to say that inflation hasn't been a major problem (56%) compared to those 18 to 34 (34%). ”

*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, March 18th to 20th, 2022, n=1000, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Situation with regards to cost of living by demographics

Q What best describes your situation as far as the rising cost of living goes?



I've had to cancel a major purchase because of increasing prices

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
4.6%	4.1%	7.8%	10.7%	9.4%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
6.8%	8.1%	9.1%	8.7%	5.2%

It's become difficult to afford basic necessities

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
30.0%	16.3%	20.5%	22.5%	20.1%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
20.4%	20.5%	27.3%	22.9%	13.5%

*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, March 18th to 20th, 2022, n=1000, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Situation with regards to cost of living by demographics

Q What best describes your situation as far as the rising cost of living goes?



		Both of the above		
Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
23.0%	19.6%	18.3%	26.9%	14.5%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
18.6%	21.3%	25.4%	17.2%	18.6%

Inflation hasn't been a major problem

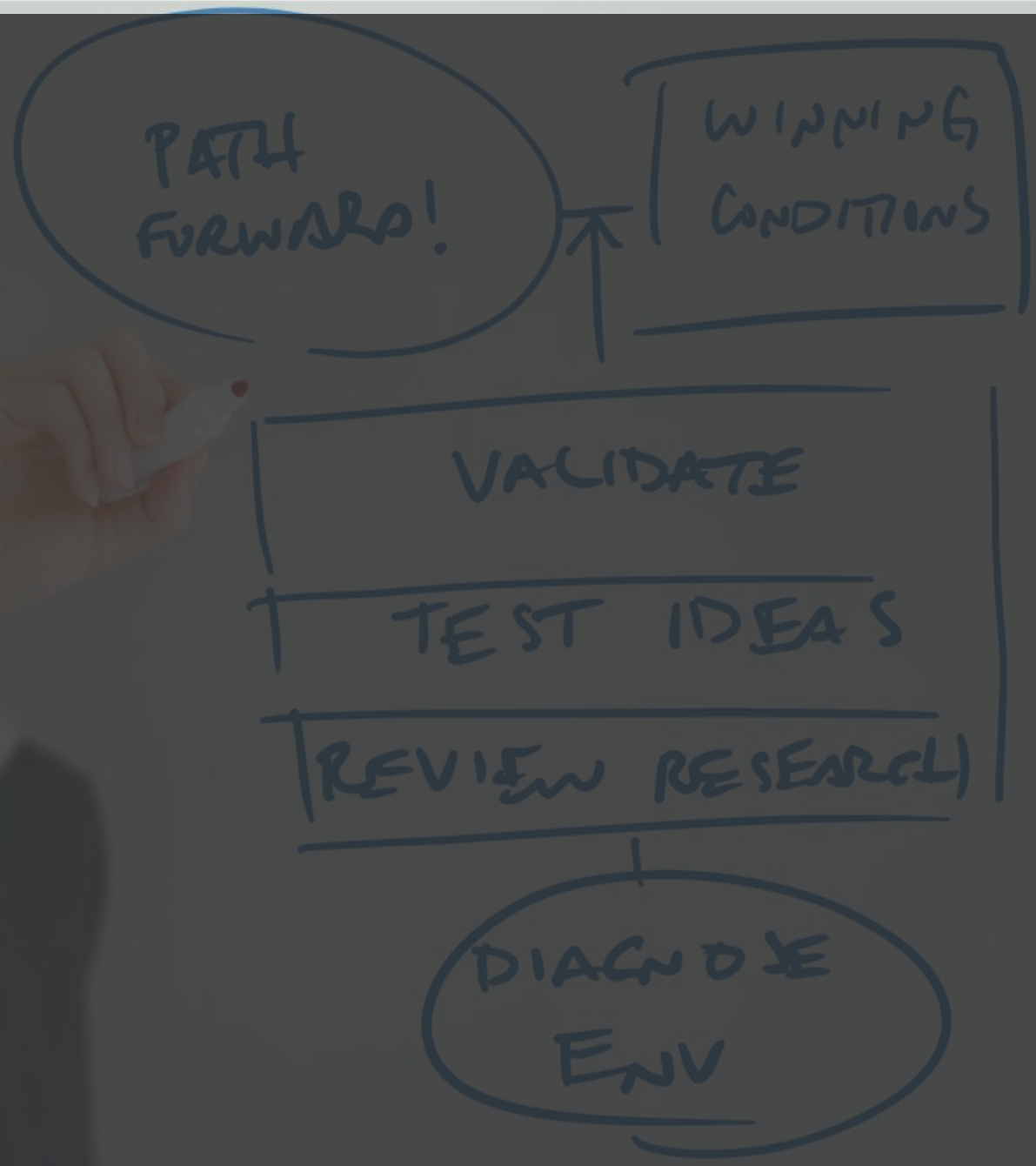
Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
40.6%	54.5%	49.5%	34.2%	50.9%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
50.3%	44.7%	34.0%	48.1%	56.4%

*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, March 18th to 20th, 2022, n=1000, accurate 3.0 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 1,000 Canadians, 18 years of age or older, between March 18th to 20th, 2022 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	1000 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 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	±3.1 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 contained ahead of this research included: views on politics, views on personal finances, and the war in Ukraine.
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	March 18 th to 20 th , 2022.		
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/		



nanos dimap analytika



NANOS RUTHERFORD MCKAY & Co.

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

This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

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



TABULATIONS

2022-2113 – Bloomberg/Nanos Survey – March Omni - STAT SHEET

			Region						Gender		Age		
			Canada 2022-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may know, the Consumer Price Index measures inflation. The CPI increased by 5.7 percent in February compared to last year. This is a higher-than-average consumer price inflation level compared to the past. Are you confident, somewhat confident, somewhat not confident or not confident that inflation will return to more normal levels?	Total	Unwgt N	1000	88	203	350	206	153	531	469	203	413	384
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Confident	%	9.9	10.9	9.6	11.3	8.3	8.3	11.4	8.5	4.2	11.1	12.9
	Somewhat confident	%	27.0	30.3	25.4	30.3	22.4	24.8	27.7	26.3	15.5	25.9	36.1
	Somewhat not confident	%	26.6	25.1	35.0	22.3	25.8	26.0	22.6	30.4	25.5	30.8	23.6
	Not confident	%	31.8	28.0	26.0	32.1	37.2	35.4	34.6	29.1	48.9	28.4	22.7
	Unsure	%	4.7	5.7	4.0	4.0	6.3	5.4	3.6	5.8	5.8	3.8	4.8

			Region						Gender		Age		
			Canada 2022-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What best describes your situation as far as the rising cost of living goes? [SELECT ONE]	Total	Unwgt N	1000	88	203	350	206	153	531	469	203	413	384
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	I've had to cancel a major purchase because of increasing prices	%	7.5	4.6	4.1	7.8	10.7	9.4	6.8	8.1	9.1	8.7	5.2
	It's become difficult to afford basic necessities.	%	20.5	30.0	16.3	20.5	22.5	20.1	20.4	20.5	27.3	22.9	13.5
	Both of the above	%	20.0	23.0	19.6	18.3	26.9	14.5	18.6	21.3	25.4	17.2	18.6
	Inflation hasn't been a major problem	%	47.5	40.6	54.5	49.5	34.2	50.9	50.3	44.7	34.0	48.1	56.4
	Unsure	%	4.6	1.8	5.5	3.9	5.8	5.0	3.9	5.4	4.2	3.0	6.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between March 18th and 20th, 2022. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.