

Percentage of Canadians who have cancelled a major purchase increases from 23 to 35 per cent in seven months.

The research gauged whether Canadians have had to speed up or cancel a major purchase because of increased prices and whether employed Canadians have received a special raise in the past year because of the rising cost of living.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1021 Canadians, 18 years of age or older, between December 19<sup>th</sup> to 22<sup>nd</sup>, 2022 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

# Key Findings



## OVER ONE IN THREE CANADIANS HAVE HAD TO CANCEL A MAJOR PURCHASE BECAUSE OF INCREASING PRICES

Over one Canadian in three ([35%](#)) reports that they have cancelled a major purchase because of price increases, which is an increase of 12 percentage points since the May 2022 wave. Younger Canadians aged 18 to 34 are more likely to report having cancelled a major purchase ([50%](#)) than older Canadians aged 35 to 54 ([38%](#)) and 55 plus ([23%](#)).



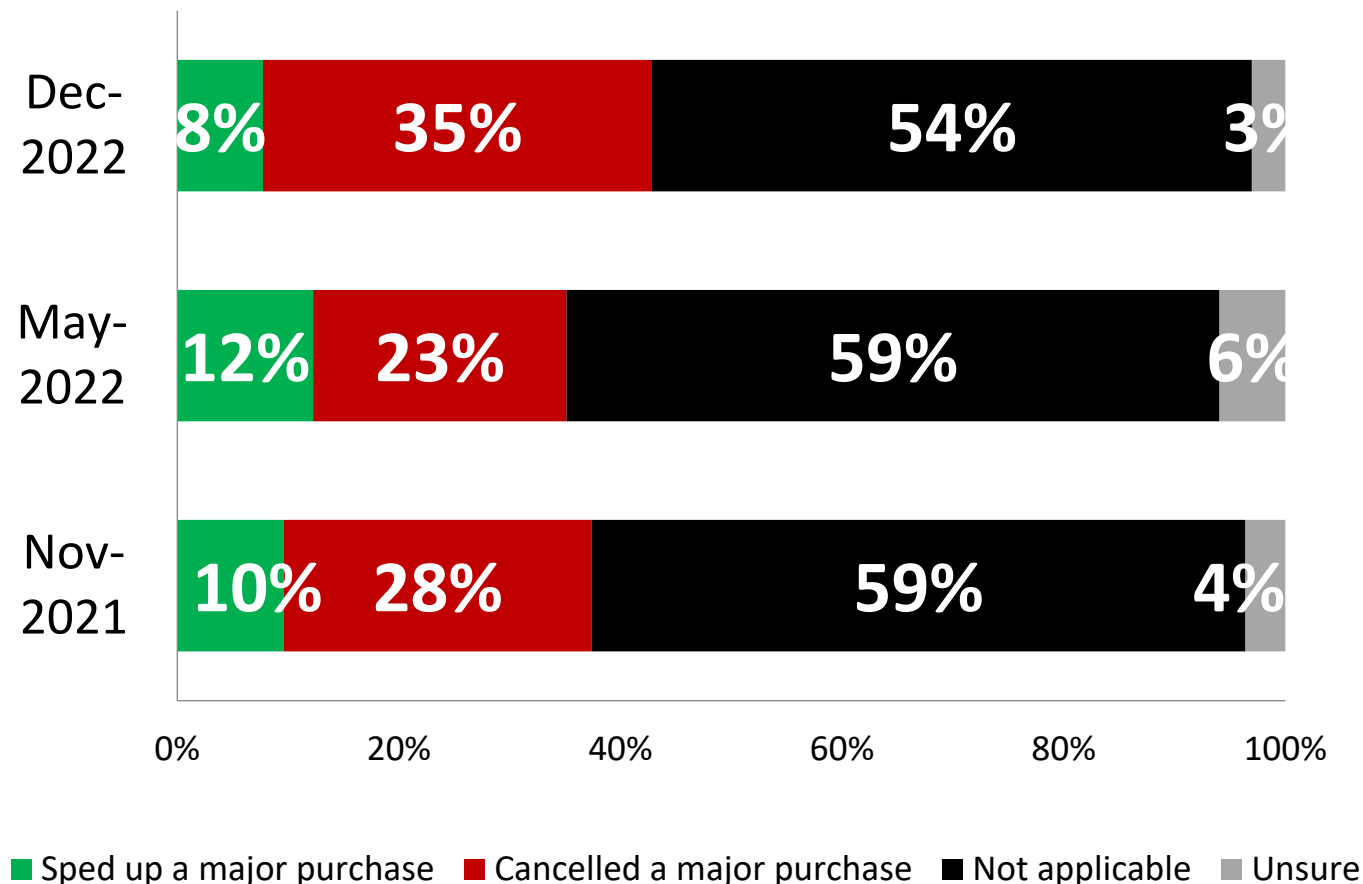
## UNDER ONE IN TWO CANADIAN REPORT THEY HAVE NOT BEEN GIVEN A SPECIAL RAISE BECAUSE OF RISING COST OF LIVING IN THE PAST YEAR

Under half of Canadians ([46%](#)) report that their employer has not given them a special raise in the past year because of the rising cost of living. Under one in ten ([7%](#)) say that they did receive a special raise from their employer because of the rising cost of living. Of Canadians who report being employed, about nine in ten ([87%](#)) say their employer has not given them a special raise because of the rising cost of living in the past year, while [13 per cent](#) say they have been given a raise.

## Sped up or cancelled major purchases because of increasing prices

Over one in three Canadians (35%) report that they have had to cancel a major purchase because of increasing prices, which is an increase of 12 percentage points since the last wave in May 2022. Younger Canadians aged 18 to 34 are more likely to report having cancelled a major purchase (50%) than older Canadians aged 35 to 54 (38%) and 55 plus (23%).

Q – Have you sped up or cancelled a major purchase because of increasing prices?



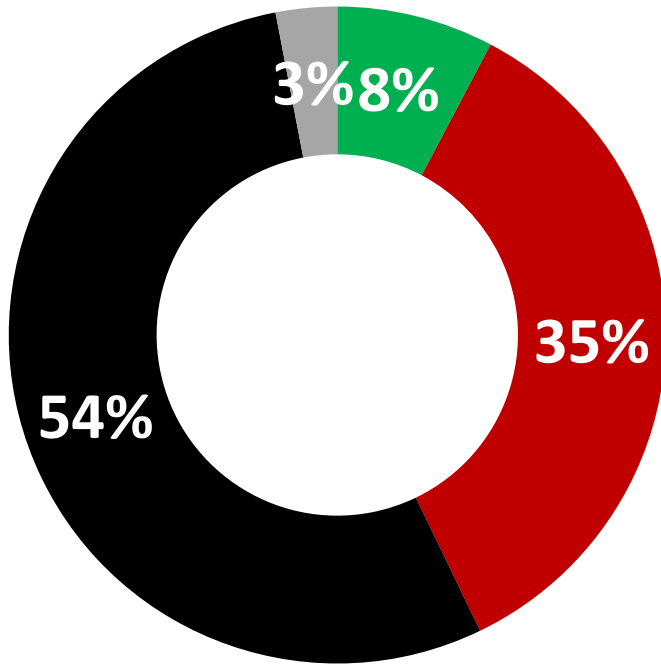
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19<sup>th</sup> to 22<sup>nd</sup>, 2022, n=1021, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Sped up or cancelled major purchases because of increasing prices



- Sped up a major purchase
- Cancelled major purchase
- Not applicable
- Unsure

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

	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)
<b>Sped up a major purchase</b>	<b>6.4%</b>	<b>7.3%</b>	<b>6.8%</b>	<b>8.0%</b>	<b>11.4%</b>
	Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)
	<b>9.3%</b>	<b>6.3%</b>	<b>9.2%</b>	<b>9.9%</b>	<b>5.1%</b>
	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)
<b>Cancelled a major purchase</b>	<b>33.1%</b>	<b>29.9%</b>	<b>36.9%</b>	<b>38.2%</b>	<b>35.8%</b>
	Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)
	<b>34.1%</b>	<b>36.0%</b>	<b>49.9%</b>	<b>38.0%</b>	<b>23.2%</b>

Q – Have you sped up or cancelled a major purchase because of increasing prices?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19<sup>th</sup> to 22<sup>nd</sup>, 2022, n=1021, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Provision of a special raise to employees in the past year because of the rising cost of living

Q – If you are employed, has your employer given or not given you a special raise in the past year because of the rising cost of living? [ROTATE]



- My employer HAS GIVEN me a special raise in the past year because of the rising cost of living
- My employer HAS NOT GIVEN me a special raise in the past year because of the rising cost of living
- Not applicable/I am not employed

Employer HAS GIVEN a special raise	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)	Employer HAS NOT GIVEN a special raise	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)
		<b>2.7%</b>	<b>8.8%</b>	<b>6.4%</b>	<b>6.9%</b>		<b>9.5%</b>		<b>44.7%</b>	<b>39.9%</b>	<b>48.5%</b>
	Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)		Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)
	<b>9.8%</b>	<b>4.7%</b>	<b>13.5%</b>	<b>7.9%</b>	<b>2.6%</b>		<b>47.7%</b>	<b>45.1%</b>	<b>75.9%</b>	<b>63.6%</b>	<b>13.6%</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, December 19<sup>th</sup> to 22<sup>nd</sup>, 2022, n=1021, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Provision of a special raise to employees in the past year because of the rising cost of living – EMPLOYED ONLY

Q – If you are employed, has your employer given or not given you a special raise in the past year because of the rising cost of living? [ROTATE] [REPORTING ON THOSE WHO ARE EMPLOYED ONLY]

13%

87%

- My employer HAS GIVEN me a special raise in the past year because of the rising cost of living
- My employer HAS NOT GIVEN me a special raise in the past year because of the rising cost of living

Employer HAS GIVEN a special raise	Atlantic (n=51)	Quebec (n=121)	Ontario (n=182)	Prairies (n=110)	BC (n=74)
	<b>5.7%</b>	<b>18.0%</b>	<b>11.6%</b>	<b>11.5%</b>	<b>18.1%</b>
	Men (n=295)	Women (n=242)	18 to 34 (n=206)	35 to 54 (n=256)	55 plus (n=76)
<b>17.1%</b>	<b>9.5%</b>	<b>15.1%</b>	<b>11.0%</b>	<b>16.0%</b>	

Employer HAS NOT GIVEN a special raise	Atlantic (n=51)	Quebec (n=121)	Ontario (n=182)	Prairies (n=110)	BC (n=74)
	<b>94.3%</b>	<b>82.0%</b>	<b>88.4%</b>	<b>88.5%</b>	<b>81.9%</b>
	Men (n=295)	Women (n=242)	18 to 34 (n=206)	35 to 54 (n=256)	55 plus (n=76)
<b>82.9%</b>	<b>90.5%</b>	<b>84.9%</b>	<b>89.0%</b>	<b>84.0%</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, December 19<sup>th</sup> to 22<sup>nd</sup>, 2022, n=538 Canadians who report being employed, accurate 4.3 percentage points plus or minus, 19 times out of 20.



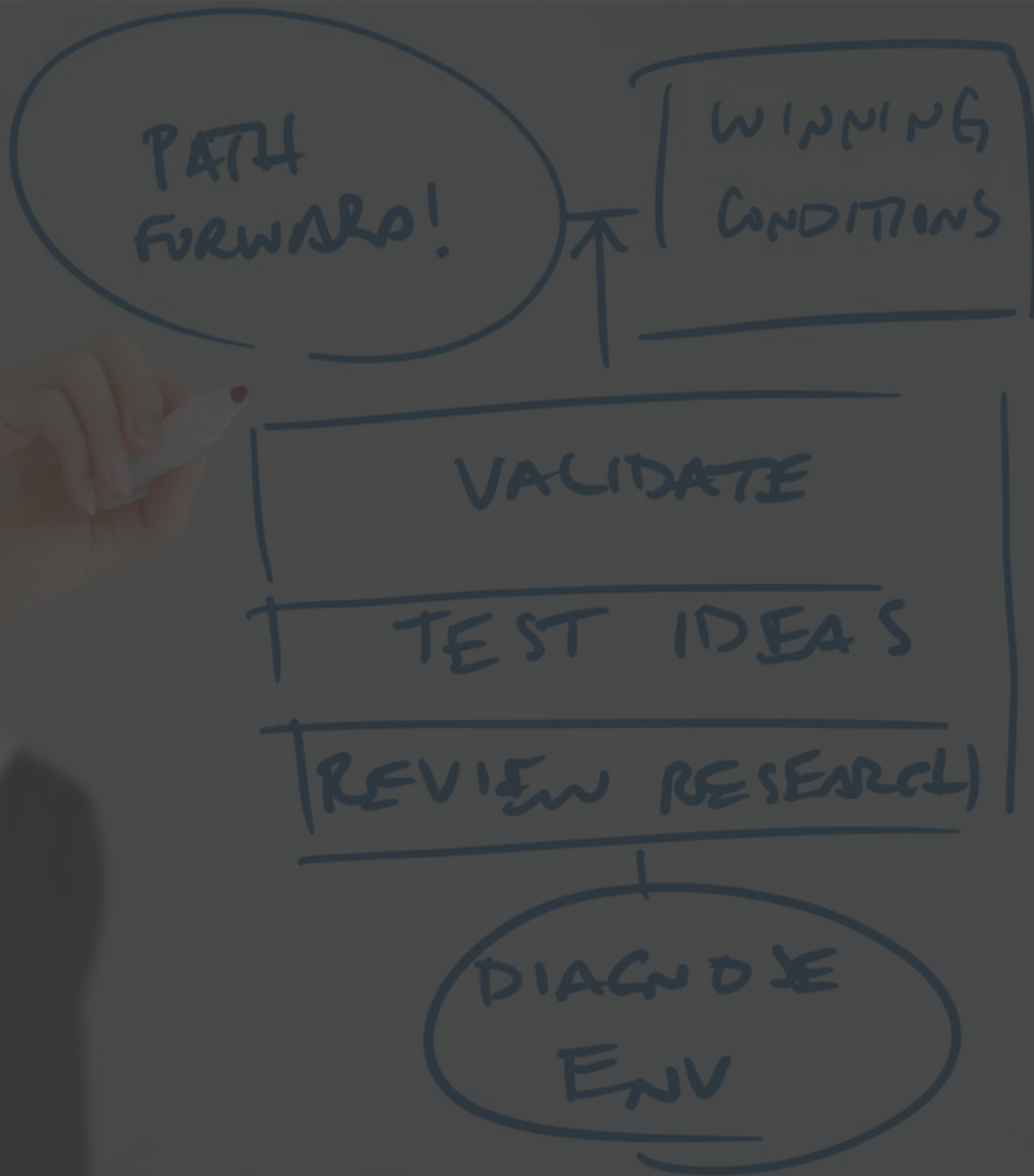
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,021 Canadians, 18 years of age or older, between December 19<sup>th</sup> to 22<sup>nd</sup>, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents 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  $\pm 3.1$  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 (2021) 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	1021 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, or in the media to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos 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 (2021) 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	12 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, healthcare access and policy, public service work arrangements, the creation of a foreign agent registry and federal politics.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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 19 <sup>th</sup> to 22 <sup>nd</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS

# Any questions?

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# TABULATIONS

2022-2279 – Bloomberg/Nanos Survey – December Omni - STAT SHEET

			Region					Gender			Age			
			Canada 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Have you sped up or cancelled a major purchase because of increasing prices?	Total	Unwgt N	1021	102	207	350	205	157	523	496	2	230	356	435
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	Sped up a major purchase	%	7.7	6.4	7.3	6.8	8.0	11.4	9.3	6.3		9.2	9.9	5.1
	Cancelled major purchase	%	35.1	33.1	29.9	36.9	38.2	35.8	34.1	36.0		49.9	38.0	23.2
	Not applicable	%	54.1	59.7	61.1	52.1	51.7	48.5	53.6	54.7		36.0	49.8	69.3
	Unsure	%	3.0	0.9	1.7	4.1	2.2	4.2	3.0	3.0		4.9	2.3	2.4

			Region					Gender			Age			
			Canada 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - If you are employed, has your employer given or not given you a special raise in the past year because of the rising cost of living? [ROTATE]	Total	Unwgt N	1021	102	207	350	205	157	523	496	2	230	356	435
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	My employer HAS GIVEN me a special raise in the past year because of the rising cost of living	%	7.2	2.7	8.8	6.4	6.9	9.5	9.8	4.7		13.5	7.9	2.6
	My employer HAS NOT GIVEN me a special raise in the past year because of the rising cost of living	%	46.3	44.7	39.9	48.5	53.4	42.8	47.7	45.1		75.9	63.6	13.6
	Not applicable/I am not employed	%	46.5	52.6	51.3	45.1	39.7	47.7	42.5	50.2		10.6	28.6	83.8

			Region					Gender			Age			
			Employed Canadians 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
[EMPLOYED CANADIANS ONLY] Question - If you are employed, has your employer given or not given you a special raise in the past year because of the rising cost of living? [ROTATE]	Total	Unwgt N	538	51	121	182	110	74	295	242	1	206	256	76
		Wgt N	536	32	112	214	106	73	281	254	1	239	231	66
	My employer HAS GIVEN me a special raise in the past year because of the rising cost of living	%	13.5	5.7	18.0	11.6	11.5	18.1	17.1	9.5		15.1	11.0	16.0
	My employer HAS NOT GIVEN me a special raise in the past year because of the rising cost of living	%	86.5	94.3	82.0	88.4	88.5	81.9	82.9	90.5		84.9	89.0	84.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,021 Canadians, 18 years of age or older, between December 19<sup>th</sup> and 22<sup>nd</sup>, 2022. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.