

Canadians say their personal finances are worse off compared to 2015, and cost of living is the most important issue influencing their vote.

National survey released December 2023
Submission 2023-2498

Bloomberg



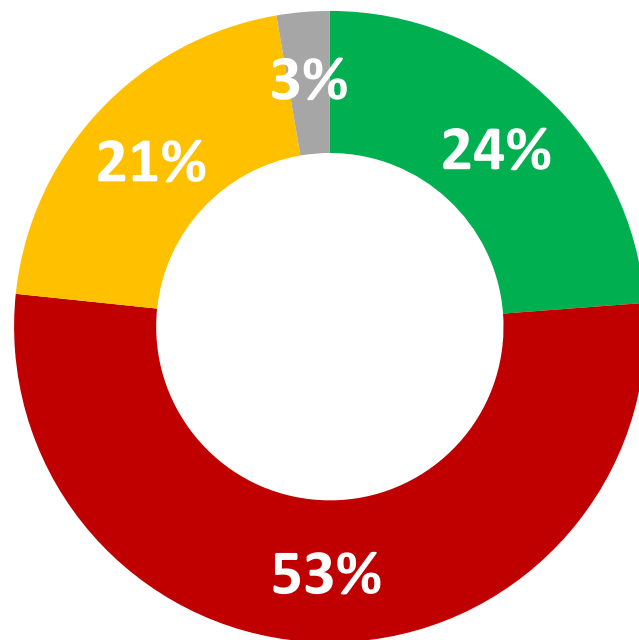
The research gauged opinions of Canadians on their personal finances compared to 2015 and the most important issue that would influence which party or candidate they would vote for.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th to December 2nd, 2023 as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Changes in personal finances since 2015

Q – Thinking of your personal finances, are you better off, worse off or has there been no change compared to 2015?



■ Better off ■ Worse off ■ There has been no change ■ Unsure

*Weighted to the true population proportion.

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

Over **1 in 2** Canadians

Say their personal finances are worse off now than compared to 2015

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Changes in personal finances since 2015 by demographics

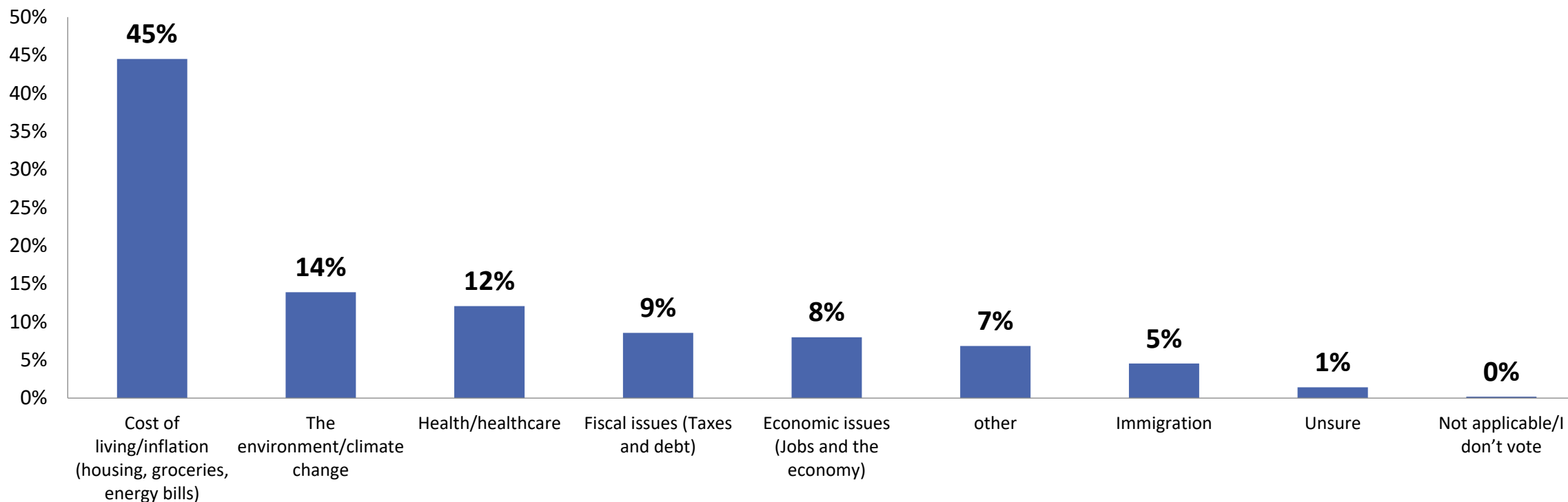
Q – Thinking of your personal finances, are you better off, worse off or has there been no change compared to 2015?

Better off				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
23.8%	30.6%	22.9%	19.2%	21.0%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
25.7%	22.2%	29.1%	22.9%	21.1%
Worse off				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
57.1%	42.5%	52.1%	58.9%	62.3%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
51.2%	54.4%	53.9%	61.2%	45.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Most important issue influencing vote if election were held today

Q – If a federal election was held today, what would be the most important issue for you that would influence which party or candidate you would vote for? [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Issue influencing vote if election were held today by demographics

Just under six in ten 18- to 34-year-olds say cost of living is the most important issue to influence their vote if an election was held today

Q – If a federal election was held today, what would be the most important issue for you that would influence which party or candidate you would vote for?
[RANDOMIZE]

Cost of living/inflation (housing, groceries, energy bills)				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
41.6%	44.3%	44.6%	48.7%	40.8%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
40.7%	48.2%	58.6%	47.1%	33.3%
The environment/climate change				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
15.6%	16.6%	13.0%	9.9%	16.1%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
13.6%	14.0%	8.6%	13.1%	18.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Issue influencing vote if election were held today by demographics continued

Q – If a federal election was held today, what would be the most important issue for you that would influence which party or candidate you would vote for? [RANDOMIZE]

Health/healthcare				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
13.1%	10.9%	12.9%	10.5%	13.0%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
9.9%	14.2%	7.6%	8.6%	17.7%
Fiscal issues (Taxes and debt)				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
11.6%	7.4%	7.8%	9.2%	10.2%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
11.0%	6.2%	6.5%	10.3%	8.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 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 1069 Canadians, 18 years of age or older, between November 30th to December 2nd, 2023 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 ± 3.0 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	1069 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 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	±3.0 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, views on economic issues, views on Israel-Palestine and views on foreign interference.
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 30 th to December 2 nd , 2023.		
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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Any questions?



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TABULATIONS



2023-2498 – Bloomberg/Nanos Survey – Bloomberg November - STAT SHEET

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Thinking of your personal finances, are you better off, worse off or has there been no change compared to 2015?	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Better off	%	23.8	23.8	30.6	22.9	19.2	21.0	25.7	22.2		29.1	22.9	21.1
	Worse off	%	52.9	57.1	42.5	52.1	58.9	62.3	51.2	54.4		53.9	61.2	45.6
	There has been no change	%	20.6	16.1	25.7	21.7	20.2	12.3	20.1	21.3		11.9	14.1	31.5
	Unsure	%	2.7	3.0	1.2	3.4	1.7	4.5	3.1	2.2		5.2	1.8	1.8

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - If a federal election was held today, what would be the most important issue for you that would influence which party or candidate you would vote for? [RANDOMIZE]	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Economic issues (Jobs and the economy)	%	8.0	7.4	7.7	7.6	8.2	9.6	11.2	5.0		7.8	8.9	7.4
	The environment/climate change	%	13.9	15.6	16.6	13.0	9.9	16.1	13.6	14.0		8.6	13.1	18.0
	Fiscal issues (Taxes and debt)	%	8.6	11.6	7.4	7.8	9.2	10.2	11.0	6.2		6.5	10.3	8.6
	Immigration	%	4.5	2.1	5.9	4.7	4.3	3.3	4.9	4.3		5.0	3.7	4.8
	Cost of living/inflation (housing, groceries, energy bills)	%	44.5	41.6	44.3	44.6	48.7	40.8	40.7	48.2		58.6	47.1	33.3
	Health/healthcare	%	12.1	13.1	10.9	12.9	10.5	13.0	9.9	14.2		7.6	8.6	17.7
	Unsure	%	1.4	1.6	0.8	1.6	1.6	1.6	1.0	1.6		1.0	1.0	2.0
	Not applicable/I don't vote	%	0.2	0.0	0.4	0.0	0.5	0.0	0.3	0.1		0.0	0.2	0.3
	other	%	6.8	6.9	6.0	7.7	7.1	5.3	7.4	6.3		5.0	7.2	7.8

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