

Canadians twice as likely to report they are worse off financially rather than better off now compared to last year.

National survey released November, 2024  
Field: November 4<sup>th</sup> to November 6<sup>th</sup>, 2024  
Submission 2024-2717

**THE GLOBE AND MAIL\***



The research gauged the opinion of Canadians on their personal finances over the last year.

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 4<sup>th</sup> and November 6<sup>th</sup>, 2024 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 the Globe and Mail and was conducted by Nanos Research.

Canadians are two times more likely to say their finances are worse off rather than better off compared to a year ago, while over one in three say there has been no change.

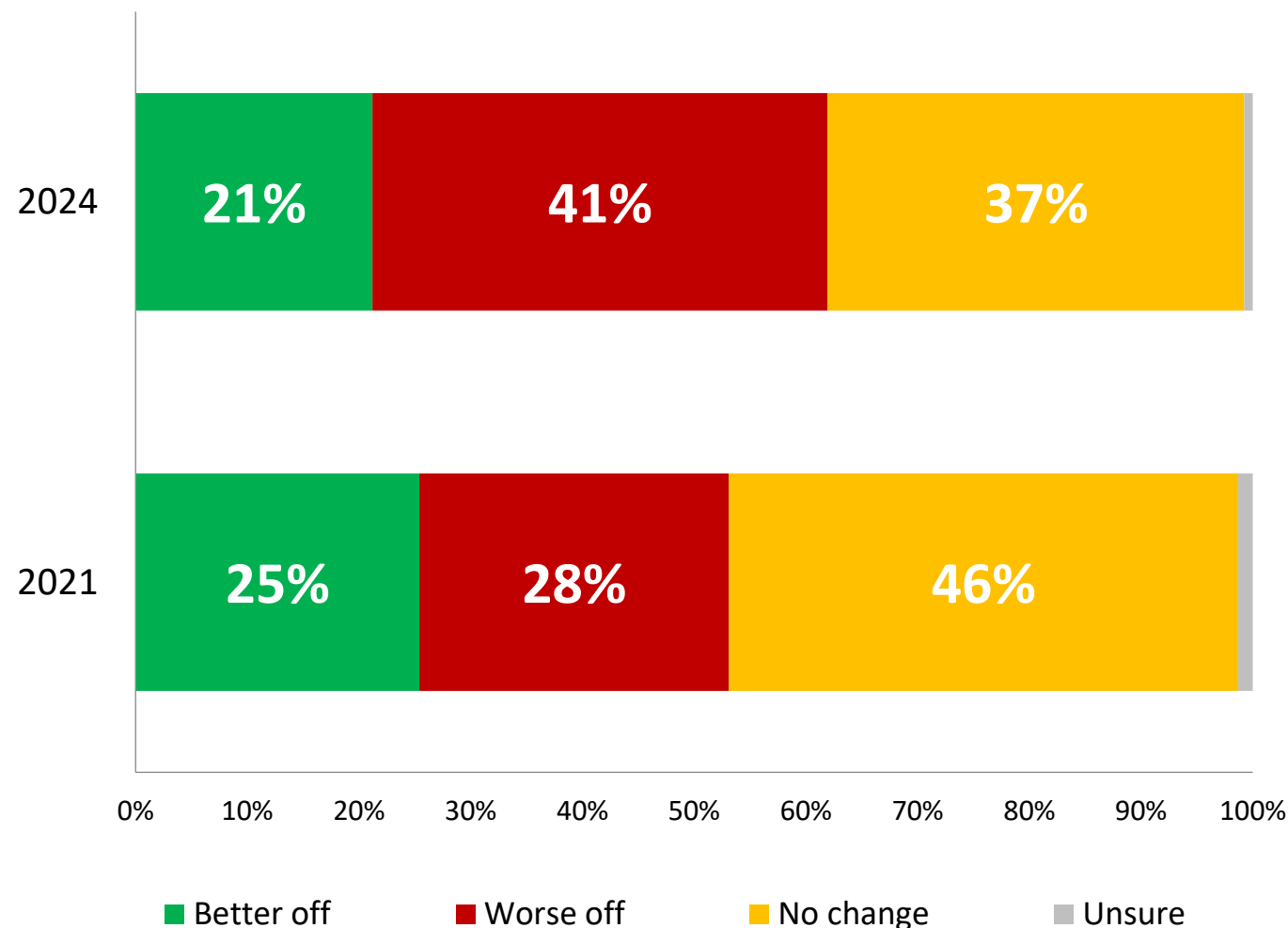
Younger Canadians aged 18-34 (48%) and 35-54 (47%) are more likely to say they are worse off now than Canadians aged 55 plus (32%).

Residents of Quebec are less likely to say they are worse off (32%) than the national average (41%).

Q – Thinking of your personal finances, are you better off, worse off or has there been no change over the past year?

Q - [August 2021] Thinking of your personal finances today, are you better off, worse off or has there been no change since 2019?

## Change in personal finances



\*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, November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Change in personal finances – By demographics

Q – Thinking of your personal finances, are you better off, worse off or has there been no change over the past year?

	2024-11 (n=1010)	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)	Men (n=522)	Women (n=488)	18-34 (n=197)	35-54 (n=365)	55 plus (n=448)
Worse off	40.7%	49.3%	32.2%	39.6%	49.9%	42.5%	39.4%	42.1%	47.5%	46.6%	31.7%
No change	37.3%	34.3%	45.5%	35.5%	35.0%	33.2%	35.2%	39.3%	24.9%	31.0%	50.2%
Better off	21.2%	16.4%	22.3%	23.8%	14.4%	23.1%	24.8%	17.7%	27.0%	21.0%	17.6%
Unsure	0.8%	-	-	1.2%	0.7%	1.3%	0.6%	0.9%	0.5%	1.3%	0.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to November 6<sup>th</sup>, 2024, n=1010, 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 1010 Canadians, 18 years of age or older, between November 4<sup>th</sup> and November 6<sup>th</sup>, 2024 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 dialing 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 the Globe and Mail 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	The Globe and Mail	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	1010 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 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	11 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 and transportation infrastructure.
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.	Tabulations	<a href="#">By region, age and gender</a>
Field Dates	November 4 <sup>th</sup> to November 6 <sup>th</sup> , 2024.		
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>		



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](http://www.nanos.co)

nanos dimap analytika



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](http://www.nanosdimap.com)

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)



# Any questions?

---



Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)







**NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.**

Delivering world-class solutions since 1987,  
we are the leader in high velocity data insights and visualization.

**Market | Consumer | Reputation | Policy | Insight**

For more information about our services, please visit us at:

[www.nanos.co](http://www.nanos.co)