



# Global News **YEAR-END POLL**

Looking Back and Ahead

© 2018 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



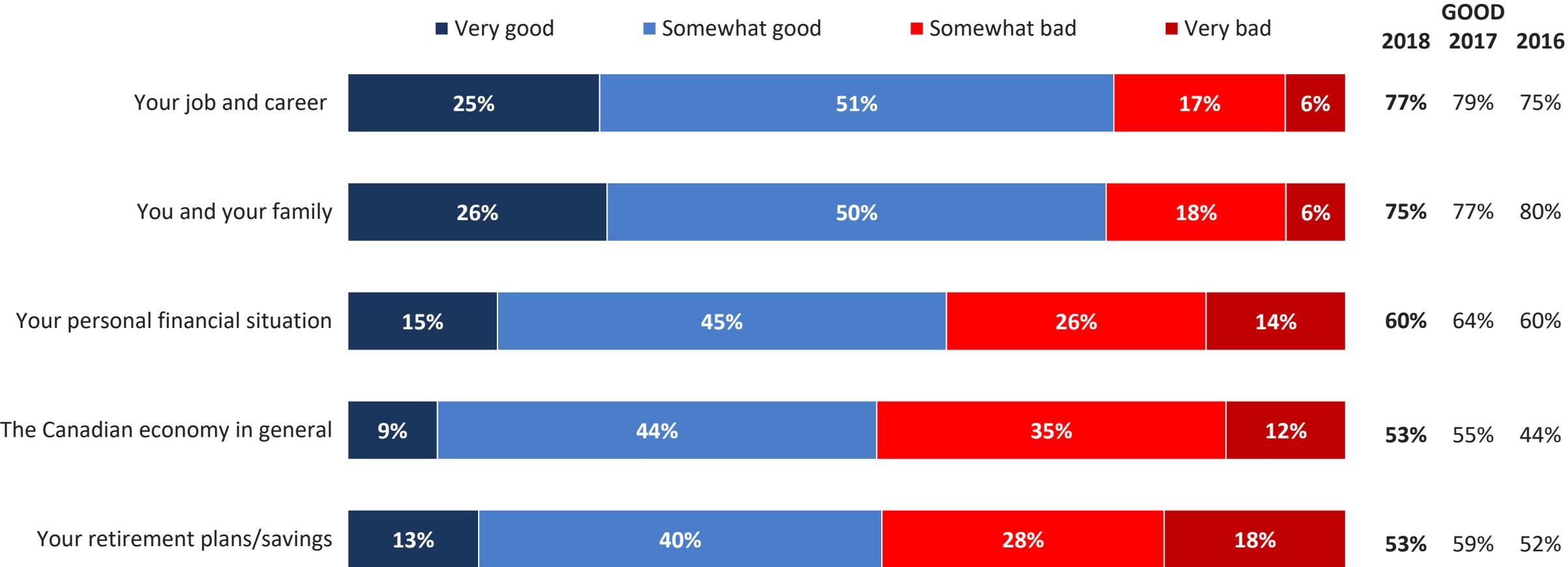
# Methodology

- These are the findings of an Ipsos poll conducted on exclusively for Global News
- A sample of n= 2,001 Canadians aged 18+ was sampled via the Ipsos I-Say panel and non-panel sources from December 7 to 12, 2018.
- Quotas and weighting were employed to ensure that the sample reflects that of the Canadian population by region, age and gender according to Canadian census information.
- The precision of Ipsos online polls is measured using a credibility interval. In this case the results of the poll are considered accurate to within +/- 2.5 percentage points, 19 times out of 20, of what the results would be had all Canadian adults been polled.

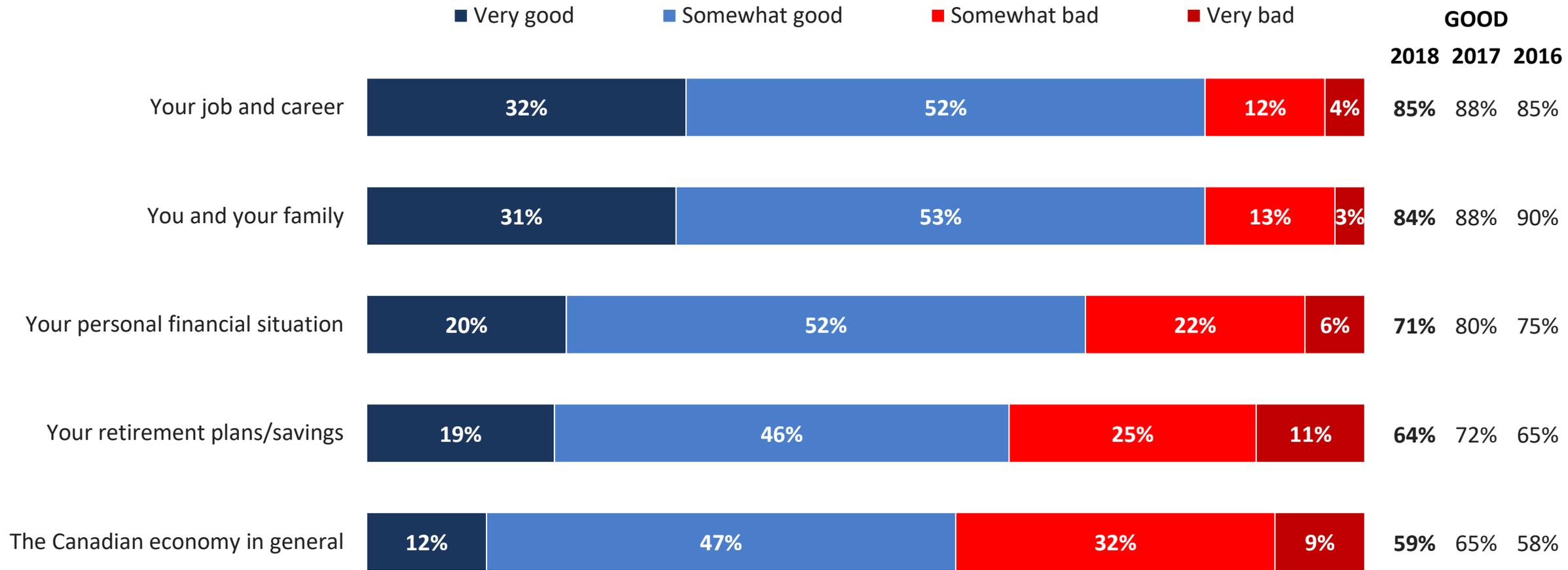


# Reflecting on 2018, and looking forward to 2019

# 2018 was thought to be best for Canadians' jobs and careers, while less positive for the Canadian economy, as well as their retirement savings.

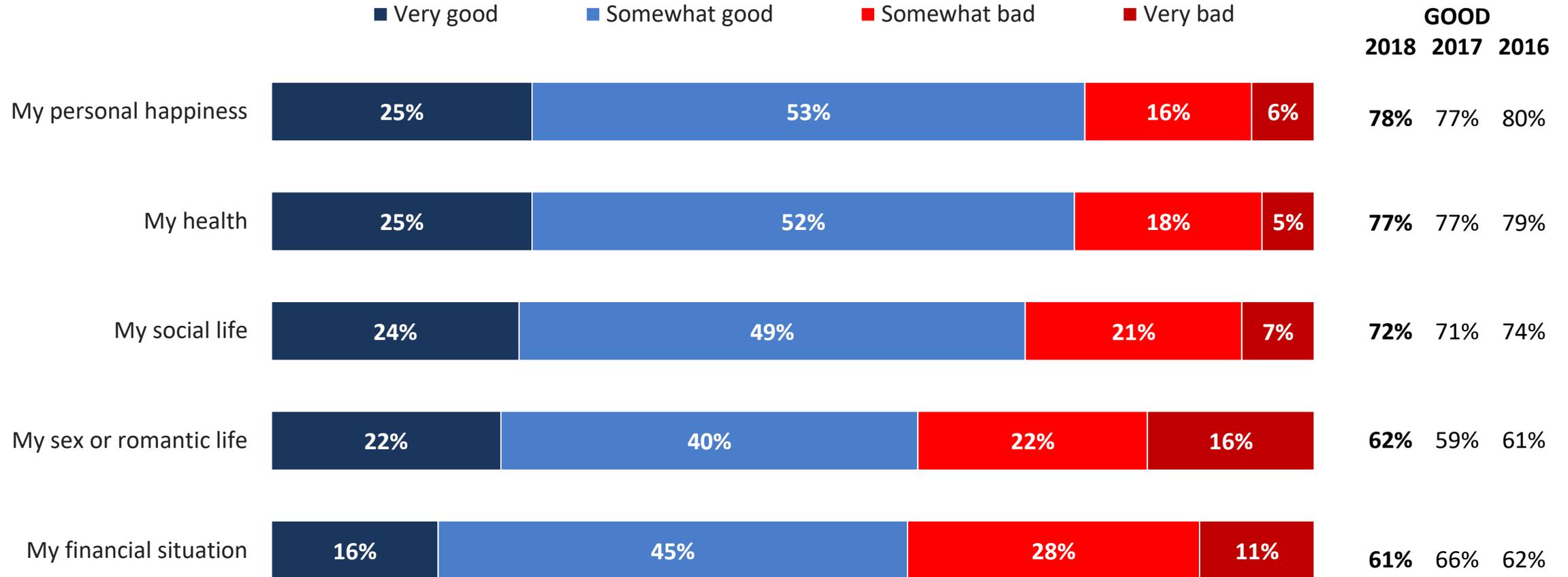


# Canadians are turning more pessimistic about how 2019 will be from an economic standpoint, compared to their future assessment of 2018.

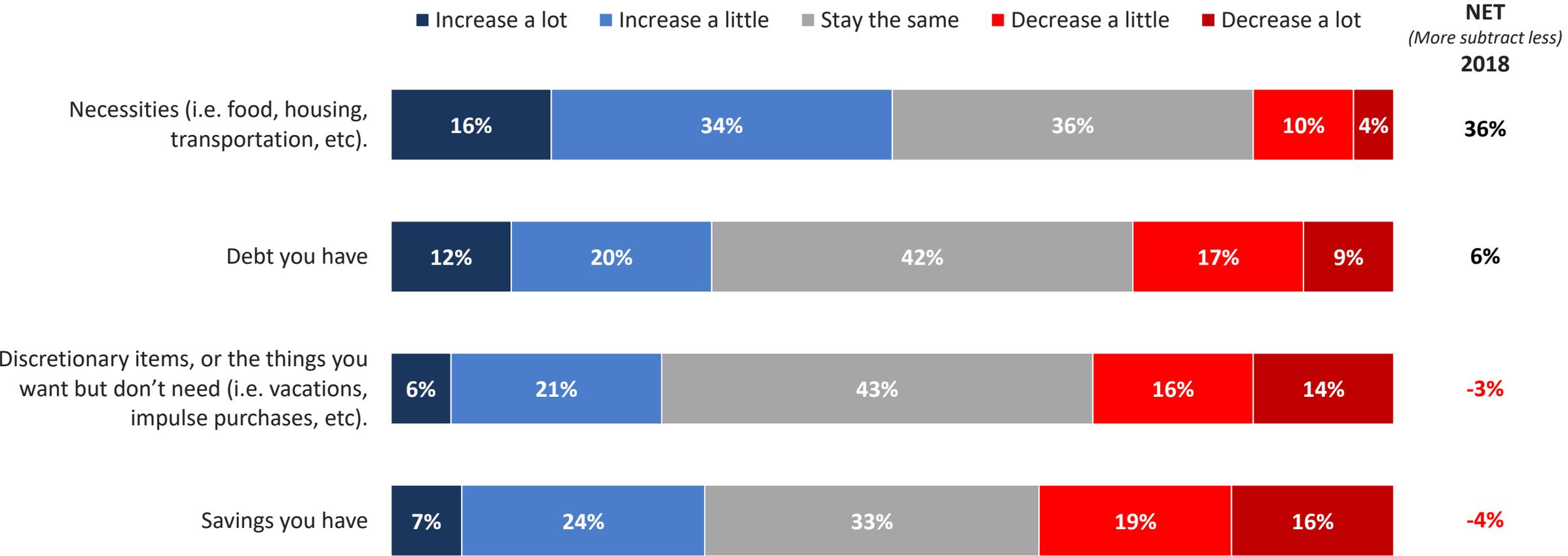


© 2018 Ipsos NX21. Looking forward to 2019, do you expect it to be a good or bad year for the following:  
 Base: All Respondents (n=2001)

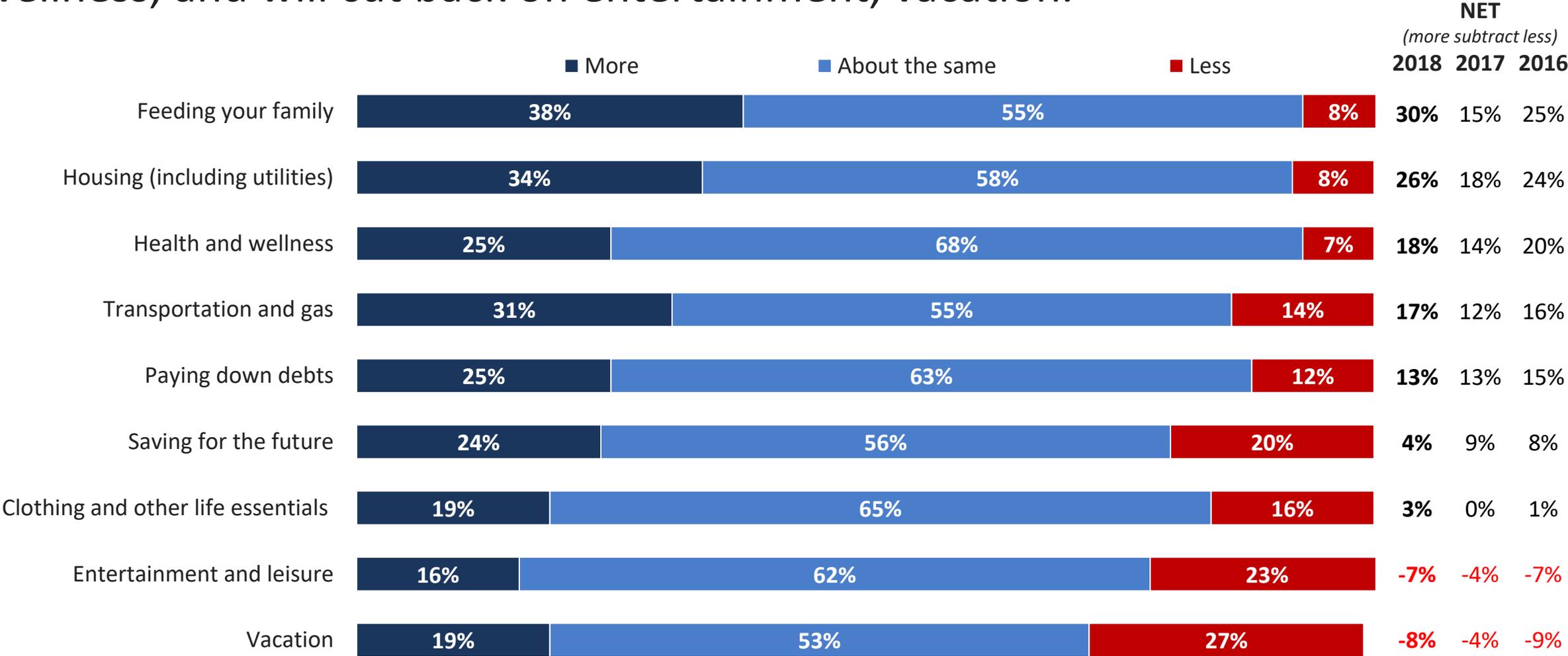
# While Canadians' sex-life has improved (up 3 points), their financial situation has not (down 5 points).



This year, Canadians spent more than they have previously on necessities. Their levels of debt increased, while their savings decreased.



Thinking about 2019, Canadians anticipate increases in the costs of numerous aspects of life, including feeding their families, housing, as well as health and wellness, and will cut back on entertainment, vacation.



# Contacts

---

## Darrell Bricker, PhD

CEO, Ipsos Global Public Affairs

✉ [Darrell.Bricker@Ipsos.com](mailto:Darrell.Bricker@Ipsos.com)

---

## Mike Colledge

President, Ipsos Public Affairs Canada

✉ [Mike.Colledge@Ipsos.com](mailto:Mike.Colledge@Ipsos.com)

---

## Sean Simpson

Vice President, Ipsos Public Affairs Canada

✉ [Sean.Simpson@Ipsos.com](mailto:Sean.Simpson@Ipsos.com)