

2019 YEAR-END POLL

Global News

Research Report
December 2019

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**Global
NEWS**



Methodology



These are findings of an Ipsos poll conducted on behalf of Global News.



A sample of 1,002 Canadians aged 18 years and over was interviewed on the Ipsos I-Say Panel from December 3-5, 2019.



Weighting was employed to ensure that the sample's composition reflects the overall population according to latest census information.



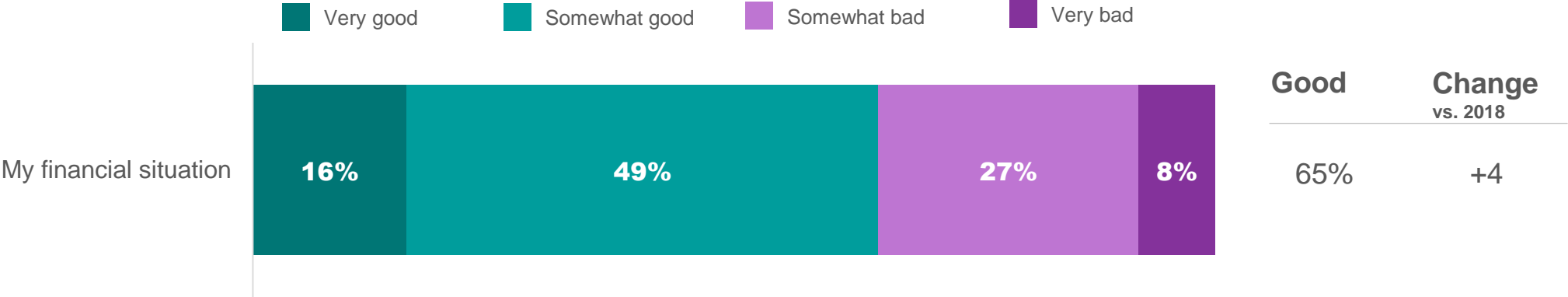
The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled.



AFFORDABILITY

Aspects of Your Life

A growing majority (65%) rate their financial situation as at least somewhat good, up 4 points compared to a year ago. Regionally, Albertans are the least likely to say their financial situation is good (51%).



Q1. Thinking about these various aspects of your life, would you rate them to be good or bad?
Base: All respondents (n=1002)

Aspects of Your Life

Those aged 55 and over have the most to smile about, at least when it comes to their financial situation, while at the regional level, nearly all provinces feel better about their finances than Alberta.

% Good (Very/Somewhat)	Gender		Age			Region					
	Male	Female	18-34	35-54	55+	BC	AB	SK/MB	ON	QC	ATL
	A	B	A	B	C	A	B	C	D	E	F
My financial situation	67%	63%	59%	62%	73% _{AB}	70% _B	51%	60%	63% _B	71% _B	77% _{BCD}

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Aspects of Your Life

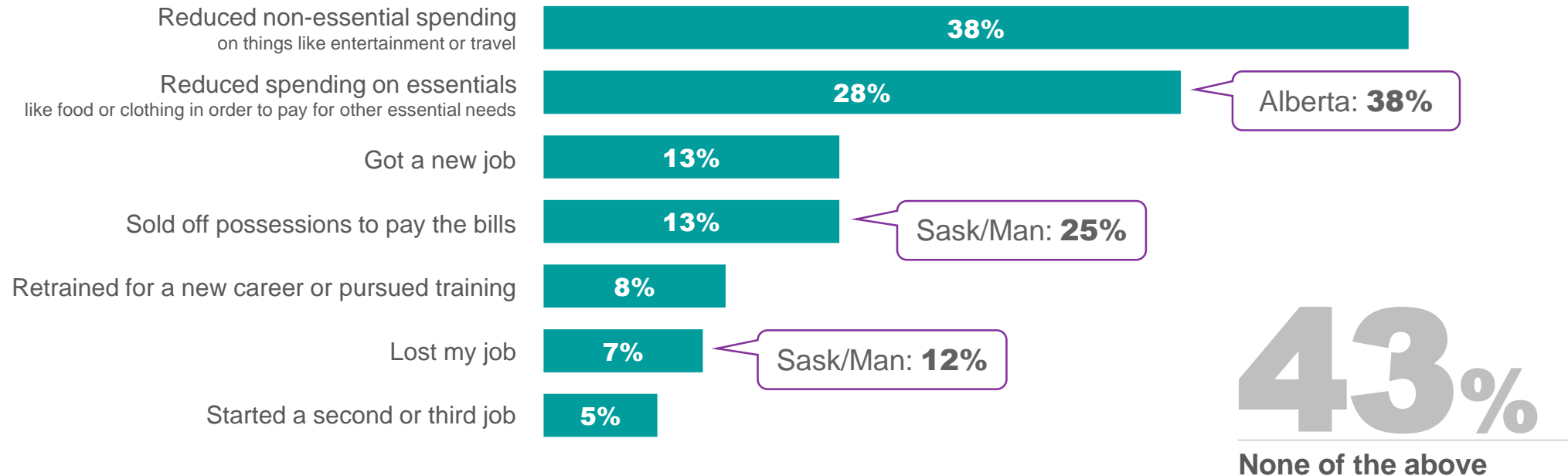
Albertans are more likely than almost any other Canadians to rate their financial situation as “bad” – half of Albertans (49%) describe their finances as such, some 14 points higher than the national average. People under 55 are more likely to be feeling financially squeezed than those 55 and over.

% Bad (Very/Somewhat)	Gender		Age			Region					
	Male	Female	18-34	35-54	55+	BC	AB	SK/MB	ON	QC	ATL
	A	B	A	B	C	A	B	C	D	E	F
My financial situation	33%	37%	41% _C	38% _C	27%	30%	49% _{ADEF}	40% _F	37% _F	29%	23%

Q1. Thinking about these various aspects of your life, would you rate them to be good or bad?
Base: All respondents (n=1002)

Personal Events of the Past 12 Months

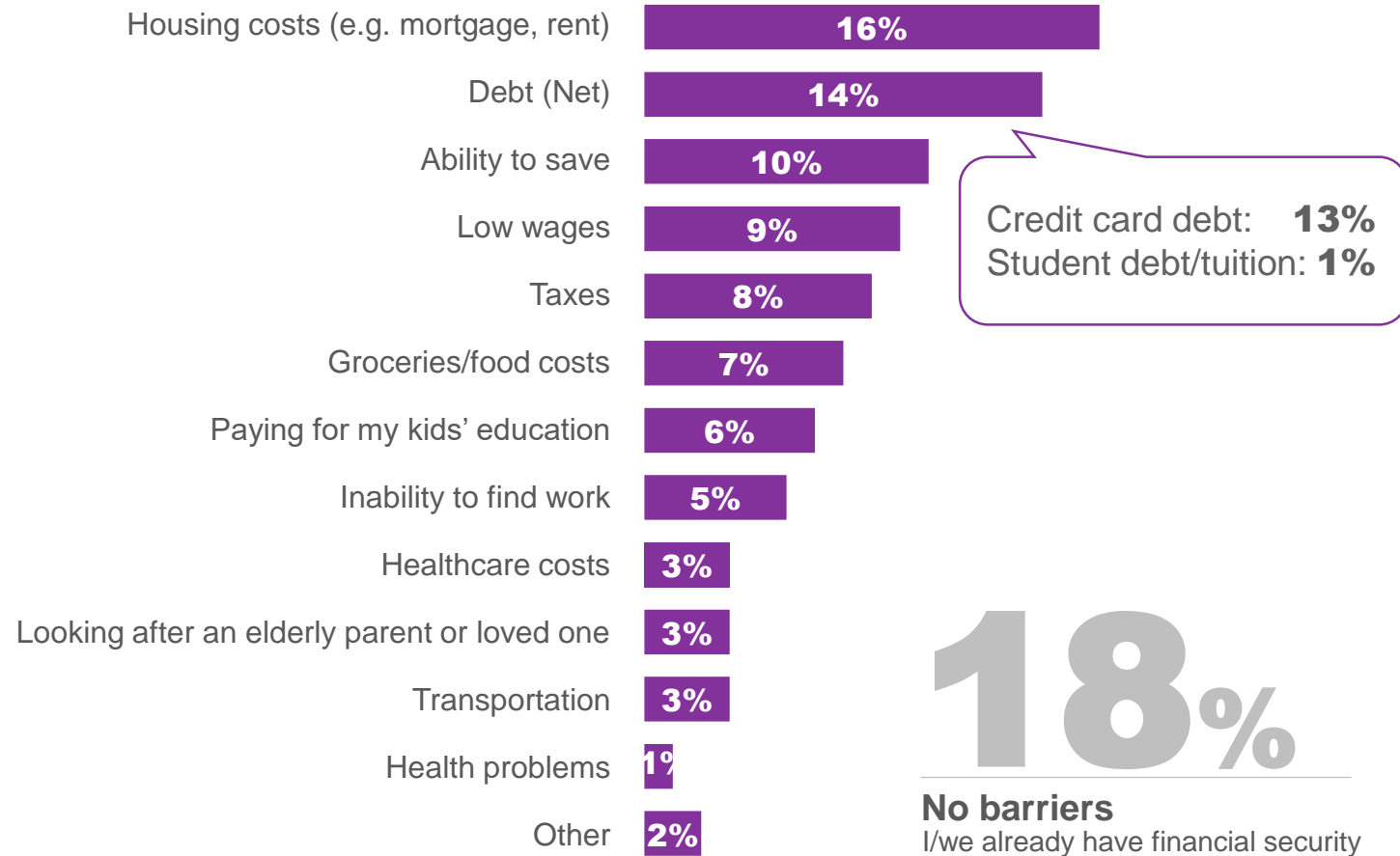
A majority of Canadians (57%) have faced financial challenges in 2019, with many tightening their belts by cutting back on non-essential (38%) or essential spending (28%). Employment has been a source of instability for some: nearly one in ten (7%) have lost their job, though more have found a new one (13%) or taken on a second or third job (5%). Albertans are more likely to have cut spending on essentials, while those in Saskatchewan and Manitoba are more likely to have lost their job or sold off possessions to pay the bills.



Q2. Thinking about the past 12 months, which of the following apply to you personally? Please select all that apply.
Base: All respondents (n=1002)

Greatest Barrier to Financial Security

Most Canadians (82%) are facing at least one barrier to financial security. Housing costs, debt (including credit card debt) and the ability to save in general top the list.



Atlantic Canada
Credit card debt: 21%

Canadians with **no barriers** to financial security are more likely to be...

- ✓ **Male:** 53% are men, 47% are women
- ✓ **Older:** Average age is 54
- ✓ **Educated:** More likely to have at least some post-secondary education (54%)
- ✓ **Higher-Income:** Average household income is \$83k, vs. \$60k for those with barriers.
- ✓ **Married:** 49%, vs. 35% of those with barriers
- ✓ **Childless:** Only 12% have kids <18, vs. 23% of those with barriers
- ✓ **Retired:** 41% are retirees, vs. 17% of those with barriers

Q3. Thinking about your current situation, what is the greatest barrier to financial security for you and your family? Please select one.
Base: All respondents (n=1002)

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