

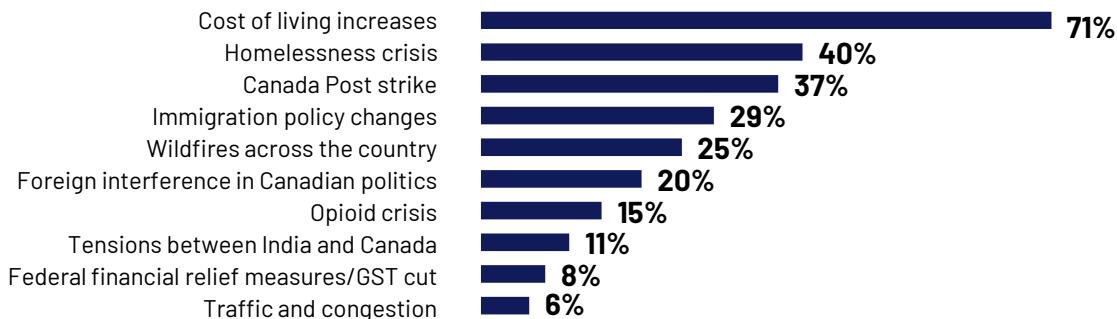
51% OPTIMISTIC NEXT YEAR WILL BE BETTER THAN THIS YEAR FOR CANADA BUT COST OF LIVING TOP STORY FOR CANADIANS IN 2024

DECEMBER 31 | 2024

REFLECTING BACK ON 2024...



TOP NEWS STORIES IN CANADA



Canadians believe the top news story is the cost of living increases (71%). Homelessness crisis follows (40%), with the Canada post strike not far behind (37%).



TOP NEWS STORIES AROUND THE WORLD



The top news story around the world for Canadians was the US presidential election (55%) followed by the continued war in Ukraine (42%) and Gaza (35%).

LOOKING FORWARD TO 2025...

66%

I am optimistic that next year will be a better year than this year **for me**

51%

I am optimistic that next year will be a better year than this year **for my country**

Two thirds (66%) of Canadians are optimistic that next year will be better than this year, but are less optimistic about the country with half (51%) optimistic that next year will be a better year for Canada.

Those aged 35-54 are more optimistic that next year will be better for them (69%), compared to those aged 55+ (61%). Canadians aged 18-34 are the most optimistic with seven in ten (70%) saying next year will be better for them.

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between December 6 and 10, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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