

Financial Optimism Generational Tracking

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Methodology

- These are the findings of an Ipsos poll conducted on behalf of Global News.
- For the poll, a sample of 1,007 Canadians was surveyed online via the Ipsos I-Say panel from January 4th to January 7th, 2016.
- Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census information.
- The precision of online polls is measured using a credibility interval. In this case the results are considered accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been surveyed.
- The credibility interval will be wider for subsets of the population.
- Where available, tracking has been included back to 1989.

Executive Summary

Compared to Parents' Generation: Canadians Falling Behind

- Over 27 years there has been a sharp and steady increase in the proportion of Canadians that believe they are in worse financial shape than their parents were at the same stage in life.
- Older Canadians (55+) are more likely compared to younger Canadians and middle aged Canadians (35-54) to believe their generation is financially better off than their parents were at the same stage in life.
- British Columbians are most likely to believe they are worse off financially than their parents were at the same stage in life (47%, +33 point from '89), followed closely by residents in Ontario (45%, +30 pts from '89) and Atlantic Canada (45%, +34 pts from '89).

Compared to Next Generation: Things Will Be Even Harder

- Canadians are pessimistic about the next generation's financial future as half (51%, +10 pts from '89) think the next generation will be worse off financially than themselves.
- Residents of Alberta are most likely to say the next generation will be worse off financially (63%, +21 pts from '89) followed closely by British Columbians (59%, +12 pts from '89).

Making Ends Meet: More Difficult Than It Used To Be

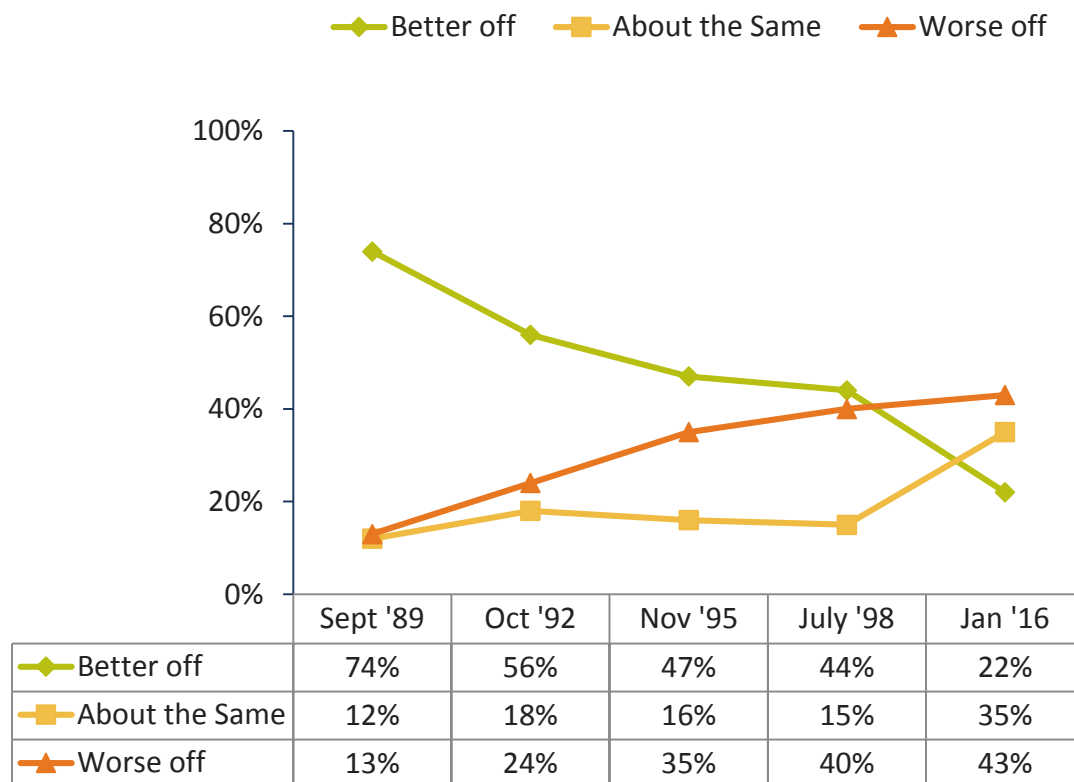
- Four in ten (36%, -2 pts from '89) say it has become harder to make ends meet in the last five years, compared to just one in ten (11%, -13 pts from '89) who say it has become easier.
- Albertans are most likely to report that it has become more difficult to make ends meet over the past five years (45%, +6 pts from '89), followed by residents of Quebec (40%, -3 pts from '89) and Atlantic Canada (39%, +6 pts from '89).

Financial Situation

COMPARED TO PARENTS' GENERATION

ON BALANCE, CANADIANS BELIEVE THEY'RE WORSE OFF (43%), NOT BETTER OFF (22%), THAN THEIR PARENTS, DETERIORATING SIGNIFICANTLY OVER THE LAST 27 YEARS

Only two in ten (22%) think they're better off now than their parents were at the same stage in their life, a decline of 52 points in 27 years. Conversely, 43% think they're worse off than their parents were at the same stage, an increase of 30 points in 27 years.



XW1. Generally speaking, how do you think the overall financial circumstances of your generation compare to those of your parents at the same stage in their life? Would you say that people in your generation tend to be better off, worse off, or in about the same financial shape as their parents were at the same stage of life?

Base: All Respondents Sept '89 (1505), Oct '92 (1502), Nov '95 (1506), July '98 (1515), Jan '16 (1007)

When thinking if they're better off than their parents were at the same age, Canadians of all ages are much less likely now than in 1989 to think they're better off : 18-34 decline of 52 points; 35-54 decline of 62 points; 55+ decline of 47 points.

Interestingly, those aged 35 to 54 are most likely (49%) to think they're worse off than their parents were at the same age, while 18-34 year olds (45%) and 55+ (36%) are slightly less likely.

Interestingly, those aged 55+ are just as likely to think they're better off (37%) as worse off (36%) – a much different story than those younger than 55 who decidedly fall towards the worse off side of the scale.

	Total					18-34					35-54					55+				
	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16
Base	1505	1502	1506	1515	1007	605	567	555	511	246	495	521	539	581	401	403	411	411	413	360
Better Off	74%	56%	47%	44%	22%	65%	42%	29%	24%	13%	76%	55%	51%	44%	14%	84%	76%	68%	67%	37%
About the same	12%	18%	16%	15%	35%	15%	21%	14%	16%	42%	12%	21%	17%	15%	37%	8%	13%	17%	15%	27%
Worse Off	13%	24%	35%	40%	43%	20%	36%	56%	59%	45%	11%	23%	31%	40%	49%	8%	9%	14%	17%	36%
Unsure	1%	1%	1%	1%	-	0%	1%	1%	1%	-	1%	1%	1%	1%	-	0%	2%	2%	1%	-

XW1. Generally speaking, how do you think the overall financial circumstances of your generation compare to those of your parents at the same stage in their life? Would you say that people in your generation tend to be better off, worse off, or in about the same financial shape as their parents were at the same stage of life?

Base: All Respondents

ALL REGIONS WITNESS SHARP DECLINE IN “BETTER OFF”

- Residents from Alberta are most likely to believe they are better off financially than their parents were at the same stage in life (29%, -47 pts from '89) followed closely by British Columbians (27%, -48 pts from '89) and Atlantic Canadians (27%, -42 pts from '89).
- British Columbians are most likely to believe they are worse off financially than their parents were at the same stage in life (47%, +33 point from '89), followed closely by residents in Ontario (45%, +30 pts from '89) and Atlantic Canada (45%, +34 pts from '89).

	BC					Alberta					MB/SK				
	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16
Base	172	177	184	198	124	140	130	135	136	101	124	122	112	106	87
Better Off	75%	57%	48%	36%	27%	76%	62%	51%	49%	29%	74%	63%	47%	49%	22%
About the same	11%	16%	17%	17%	26%	14%	16%	17%	16%	36%	13%	16%	13%	17%	42%
Worse Off	14%	26%	33%	46%	47%	10%	19%	29%	33%	35%	12%	20%	39%	33%	36%
Unsure	0%	1%	3%	1%	-	1%	3%	2%	2%	-	1%	2%	1%	1%	-

	Ontario					Quebec					Atlantic				
	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16
Base	540	551	561	572	367	392	387	387	380	241	137	135	127	123	87
Better Off	71%	56%	47%	45%	22%	77%	48%	46%	40%	14%	69%	64%	51%	49%	27%
About the same	13%	19%	15%	15%	34%	8%	21%	16%	15%	42%	20%	14%	16%	16%	28%
Worse Off	15%	24%	37%	38%	45%	13%	28%	36%	46%	43%	11%	22%	33%	34%	45%
Unsure	0%	1%	1%	1%	-	1%	2%	2%	0%	-	0%	0%	0%	1%	-

XW1. Generally speaking, how do you think the overall financial circumstances of your generation compare to those of your parents at the same stage in their life? Would you say that people in your generation tend to be better off, worse off, or in about the same financial shape as their parents were at the same stage of life?

Base: All Respondents

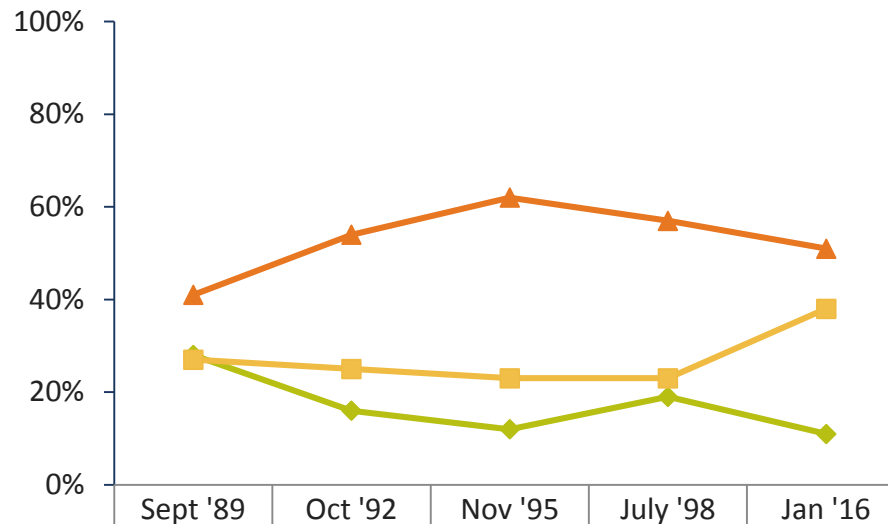
Financial Situation

COMPARED TO NEXT GENERATION

CANADIANS CONTINUE TO BELIEVE NEXT GENERATION WILL BE WORSE OFF

- Canadians are pessimistic about the next generation's financial future as half (51%, +10 pts from '89) think the next generation will be worse off financially than themselves. Four in ten (38%, +11 pts from '89) Canadians think the next generation will be in the same financial shape as Canadians are currently experiencing while one in ten (11%, -17 pts from '89) are optimistic and think the next generation will be in better financial shape. Interestingly, over the last 27 years, Canadians on balance have always thought the next generation would be worse off, with the peak occurring in 1995.

◆ Better off ■ About the Same ▲ Worse off



	Sept '89	Oct '92	Nov '95	July '98	Jan '16
◆ Better off	28%	16%	12%	19%	11%
■ About the Same	27%	25%	23%	23%	38%
▲ Worse off	41%	54%	62%	57%	51%

XW2. And how do you think the generation younger than you will fare financially compared to your generation? Do you think the next generation will be better off, worse off, or in about the same financial shape as your generation?

Base: All Respondents Sept '89 (1505), Oct '92 (1502), Nov '95 (1506), July '98 (1515), Jan '16 (1007)

OLDER CANADIANS MOST LIKELY TO SAY THE NEXT GENERATION WILL BE WORSE OFF

- Older Canadians are most likely to think the next generation will be in worse financial shape than their own generation (60%, +16 pts from '89) followed by middle aged Canadians (49%, +6 pts from '89) and young Canadians (44%, +5 pts from '89) that say the same about the next generation after them.

	Total					18-34					35-54					55+				
	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16
Base	1505	1502	1506	1515	1007	605	567	555	511	246	495	521	539	581	401	403	411	411	413	360
Better Off	28%	16%	12%	19%	11%	27%	16%	18%	21%	12%	26%	17%	9%	17%	9%	32%	14%	10%	18%	13%
About the same	27%	25%	23%	23%	38%	31%	32%	25%	31%	44%	27%	20%	22%	19%	42%	19%	21%	21%	20%	28%
Worse Off	41%	54%	62%	57%	51%	39%	48%	55%	47%	44%	43%	61%	66%	63%	49%	44%	56%	65%	60%	60%
Unsure	4%	5%	3%	2%	-	3%	4%	2%	1%	-	4%	3%	3%	1%	-	6%	10%	4%	2%	-

XW2. And how do you think the generation younger than you will fare financially compared to your generation? Do you think the next generation will be better off, worse off, or in about the same financial shape as your generation?

Base: All Respondents

- Residents of Alberta are most likely to say the next generation will be worse off financially (63%, +21 pts from '89) followed closely by British Columbians (59%, +12 pts from '89). Residents of Quebec (43%, +2 pts from '89) and Saskatchewan/Manitoba (46%, +2pts from '89) are least likely to say the next generation will be worse off financially.

	BC					Alberta					MB/SK				
	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16
Base	172	177	184	198	124	140	130	135	136	101	124	122	112	106	87
Better Off	20%	12%	10%	19%	11%	22%	7%	9%	20%	8%	17%	18%	7%	20%	11%
About the same	31%	24%	19%	18%	30%	34%	28%	26%	24%	29%	33%	21%	18%	20%	44%
Worse Off	47%	59%	69%	61%	59%	42%	58%	61%	54%	63%	44%	54%	73%	59%	46%
Unsure	2%	5%	2%	2%	-	2%	8%	4%	1%	-	6%	7%	2%	1%	-

	Ontario					Quebec					Atlantic				
	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16	'89	'92	'95	'98	'16
Base	540	551	561	572	367	392	387	387	380	241	137	135	127	123	87
Better Off	36%	19%	13%	18%	11%	25%	16%	15%	19%	13%	30%	14%	14%	15%	10%
About the same	17%	24%	23%	20%	37%	30%	24%	28%	30%	44%	35%	30%	16%	26%	39%
Worse Off	41%	53%	62%	59%	52%	41%	55%	53%	50%	43%	31%	49%	69%	58%	51%
Unsure	5%	5%	3%	2%	-	4%	5%	4%	1%	-	4%	6%	1%	0%	-

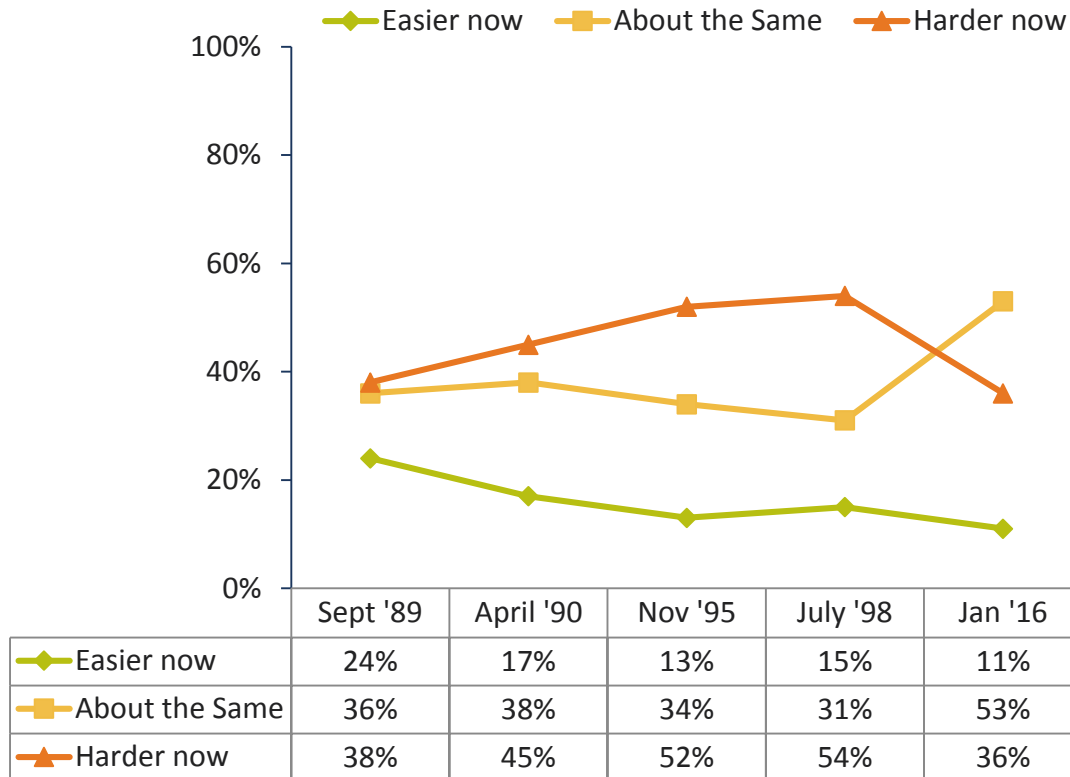
XW2. And how do you think the generation younger than you will fare financially compared to your generation? Do you think the next generation will be better off, worse off, or in about the same financial shape as your generation?

Base: All Respondents

Financial Situation

**DIFFICULTY
MAKING ENDS
MEET OVER PAST
5 YEARS**

- Half (53%, +17 pts from '89) of Canadians say their ability to make ends meet has stayed the same over the past five years, while four in ten (36%, -2 pts from '89) say it has become harder and one in ten (11%, -13 pts from '89) say it has become easier. On balance, it appears that in the 90s things were getting harder for people, more so than the change Canadians are seeing now. In fact, while 36% see making ends meet as getting harder, it's at its lowest point identified since 1989.



XW3. Over the past five years or so, have you personally been finding it harder to make ends meet, easier to make ends meet, or have your personal financial circumstances in terms of 'money in and money out' stayed about the same over the past five years?

Base: All Respondents Sept '89 (1505), April '90 (1501), Nov '95 (1506), July '98 (1515), Jan '16 (1007)

ALL AGES AGREE THINGS ARE GETTING HARDER (36%)

- Older Canadians (36%, +4 pts from '89) have personally been finding it slightly harder now to make ends meet than in 1989 compared to young Canadians (36%, same in '89) and middle age Canadians (35%, -9 pts from '89) who are significantly less likely to say things are now harder.

	Total					18-34					35-54					55+				
	'89	'90	'95	'98	'16	'89	'90	'95	'98	'16	'89	'90	'95	'98	'16	'89	'90	'95	'98	'16
<i>Base</i>	1505	1501	1506	1515	1007	605	567	555	511	246	495	521	539	581	401	403	411	411	413	360
Easier now	24%	17%	13%	15%	11%	26%	22%	16%	22%	12%	26%	15%	12%	15%	11%	20%	11%	10%	7%	10%
About the same	36%	38%	34%	31%	53%	35%	33%	33%	29%	52%	29%	33%	28%	26%	54%	48%	49%	44%	40%	54%
Harder now	38%	45%	52%	54%	36%	36%	43%	50%	49%	36%	44%	51%	59%	59%	35%	32%	40%	44%	52%	36%
Unsure	2%	1%	1%	0%	-	3%	2%	1%	1%	-	1%	1%	1%	0%	-	1%	0%	1%	1%	-

XW3. Over the past five years or so, have you personally been finding it harder to make ends meet, easier to make ends meet, or have your personal financial circumstances in terms of 'money in and money out' stayed about the same over the past five years?

Base:

ALBERTANS MOST LIKELY TO SAY MAKING ENDS MEET HARDER

- No matter the region, most Canadians from all provinces say the ability to make ends meet over the past five years has stayed the same. However, there is some variation on the proportion of Canadians that say it has become harder to make ends meet. Most likely to report that it has become more difficult to make ends meet over the past five years are Albertans (45%, +6 pts from '89), followed by residents of Quebec (40%, -3 pts from '89) and Atlantic Canada (39%, +6 pts from '89).

	BC					Alberta					MB/SK				
	'89	'90	'95	'98	'16	'89	'90	'95	'98	'16	'89	'90	'95	'98	'16
Base	172	177	184	198	124	140	130	135	136	101	124	122	112	106	87
Easier now	20%	24%	18%	12%	12%	27%	21%	15%	23%	5%	19%	14%	15%	21%	16%
About the same	44%	36%	26%	28%	52%	33%	35%	33%	27%	51%	32%	45%	38%	28%	58%
Harder now	34%	38%	55%	59%	36%	39%	43%	51%	50%	45%	48%	40%	47%	52%	26%
Unsure	2%	2%	1%	1%	-	1%	1%	1%	0%	-	1%	1%	0%	0%	-

	Ontario					Quebec					Atlantic				
	'89	'90	'95	'98	'16	'89	'90	'95	'98	'16	'89	'90	'95	'98	'16
Base	540	551	561	572	367	392	387	387	380	241	137	135	127	123	87
Easier now	29%	17%	12%	17%	12%	19%	13%	13%	11%	11%	27%	18%	11%	11%	9%
About the same	35%	32%	35%	34%	56%	37%	42%	35%	29%	50%	39%	44%	35%	34%	52%
Harder now	34%	50%	52%	48%	32%	43%	45%	52%	61%	40%	33%	38%	53%	55%	39%
Unsure	2%	1%	1%	1%	-	2%	0%	0%	0%	-	1%	1%	0%	0%	-

XW3. Over the past five years or so, have you personally been finding it harder to make ends meet, easier to make ends meet, or have your personal financial circumstances in terms of 'money in and money out' stayed about the same over the past five years?

Base: All Respondents

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