



PUBLIC SQUARE
putting the people back in research

Canadian Worry Check In, November 12, 2018

Methodology

- The research involved a national online survey of the general population of 1500 English and French speaking Canadian adults.
- The survey was fielded on November 12, 2018.
- The questionnaire was designed by Public Square in partnership with Maru/Blue.
- The Maru/Blue panel was employed for data collection. For more information on the panel, see: <https://www.marublue.net/>

Respondents for this survey were selected from among those who have registered to participate in Maru/Blue panel. The data have been weighted to reflect the demographic composition of Canada, according to statistics Canada. Because the sample is based on those who initially self-selected for participation the Maru/Blue panel rather than a probability sample, no estimates of sampling error can be calculated.

Research Goals

1. Understand how worried Canadians are about their future
2. Gauge what they are specifically worried about
 - What issues are most concerning?
 - Are the worries primarily personal in nature—are people being hit at home?
 - Or are issues societal—more political in their nature?
3. Learn who they turn to for help
4. Compare differences ranking in gender, age, income, and party leaning.

A close-up portrait of a middle-aged man with a mustache, looking down with a thoughtful or stressed expression, resting his chin on his hand. The background is a plain, light-colored wall.

Overview of Results

Major Findings Summary



Canadians
are
worried

55% of Canadians are worried about the future

That number climbs to 62% for those who earn less than \$50,000 annually, and is also slightly higher among middle aged Canadians. **Only 14% of Canadians are optimistic.**



Pocketbook
issues
dominate

Cost of Basics, Retirement, Home and Debt

The top three worries ranking list is dominated by issues that are 'pocket book' — **the cost of groceries, electricity, gas and the phone top that list.**



Worries are
close to home

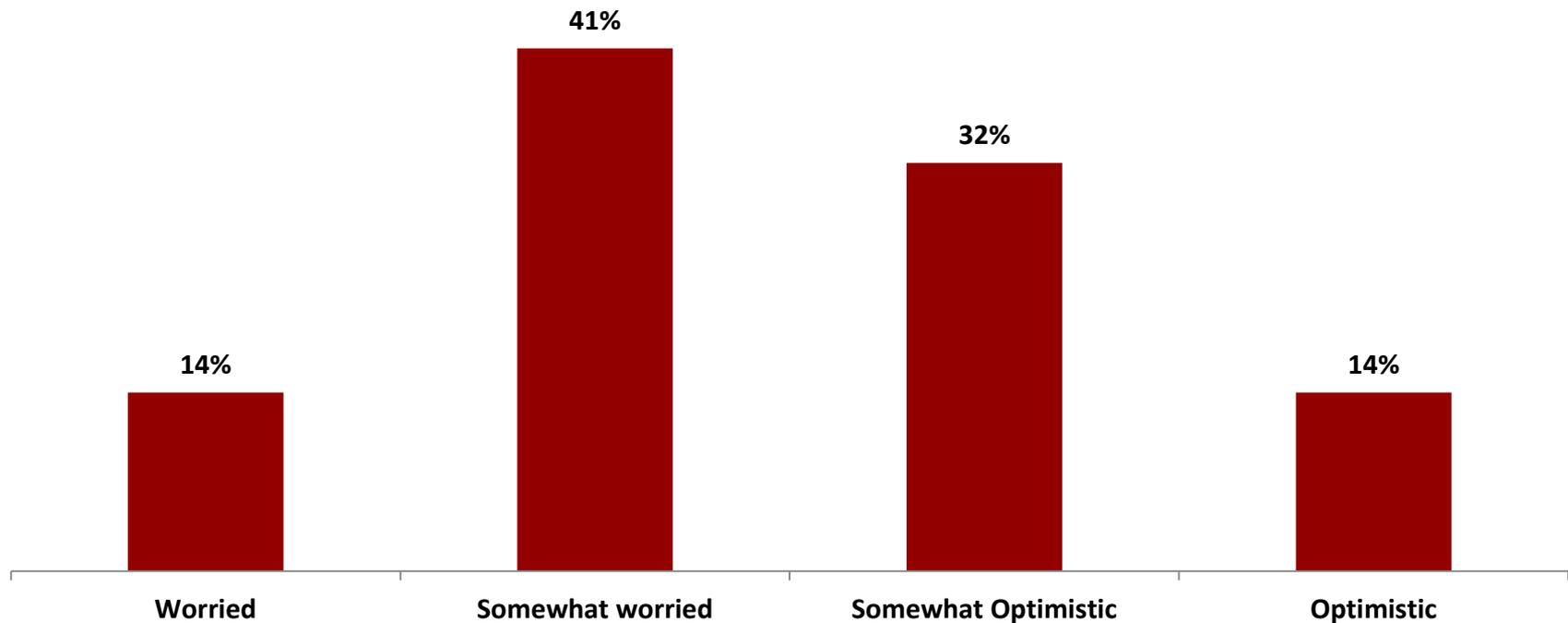
Worries affect people directly

With the exception of terrorism and the environment, all the concerns have a personal impact, and they turn to themselves and not government to solve these issues.

Worried or Optimistic?

More than half of Canadians (55%) are worried or somewhat worried about the future. That number climbs to 62% for those who earn less than \$50,000 annually, and is also slightly higher among middle aged Canadians—35 to 54 years old—at 58%. **Only 14% of Canadians are optimistic.**

When you think of you and your family, are you worried or optimistic about the future ?



Top 3 Worries of Canadians

The cost of basics; your health, or the health of a family member, and having enough money to retire are the top three worries chosen by roughly a third of Canadians, closely followed by the environment, which was selected in the top three by one quarter, and the cost of your home at 16%.

	Top 3 Issue Percentage of respondents
1) The cost of basics (e.g., groceries, electricity and gas)	35%
2) Your health or the health of a family member	33%
3) Having enough money to retire	31%
4) The Environment	24%
5) My home (e.g., not owning, paying the rent, or losing your home)	16%
6) Employment (i.e., not having or keeping your job) Crime and Safety	14%
7) Credit card/personal debt	13%
8) Terrorism	11%
9) Taking care of Parents	10%
10) Loneliness	9%

Who do you turn to?

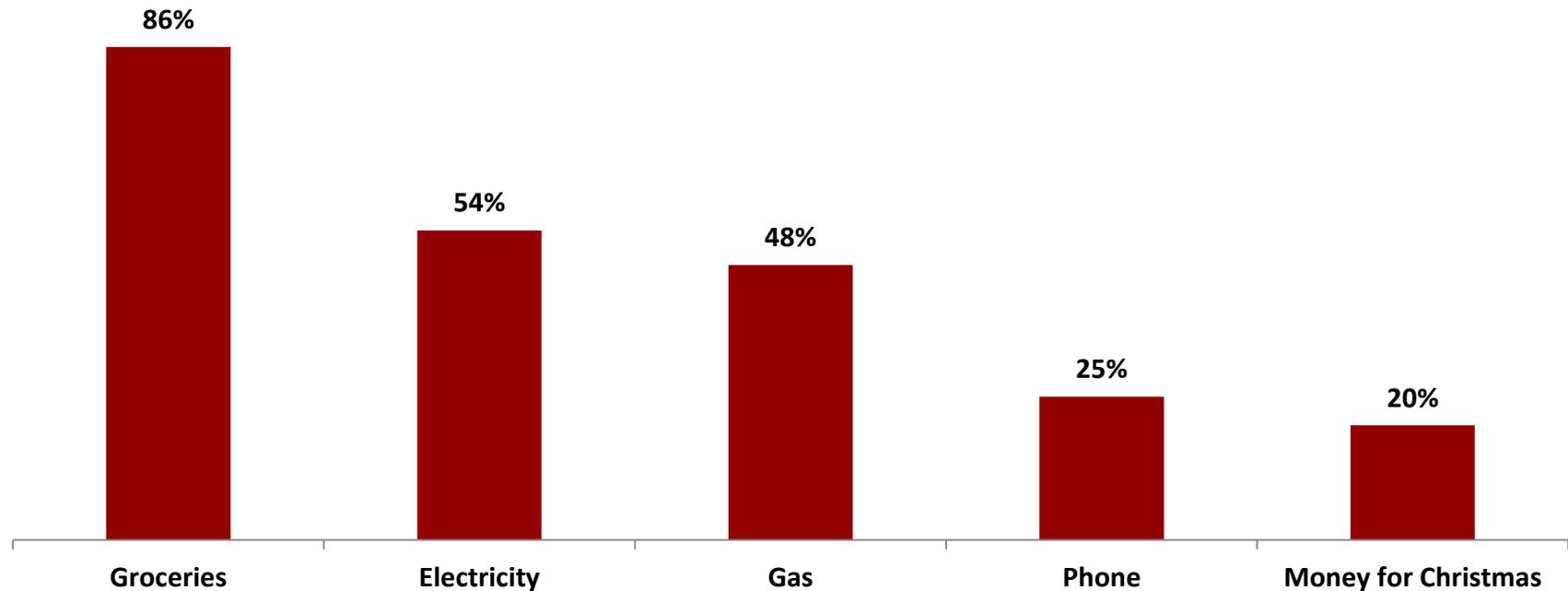
Although all the issues have a political dimension, **on only three of the top 10 ranked issues did respondents turn to government most often**—the environment, crime and public safety and terrorism. Instead, respondents most often turn to themselves, as the issues are close to home.

	Most often selected	Second most often	Third most often
1) The cost of basics	Myself 34%	Government 31%	Don't know 18%
2) Health care	Myself 33%	Health Providers 27%	My Family
3) Retirement	Myself 39%	Government 19%	Don't know 17%
4) The Environment	Government 64%	Social Movement 43%	My Community 26%
5) Home costs	Myself 39%	Don't know 22%	Government 21%
6) Employment	Myself 44%	Don't know 23%	Government 19%
7) Crime & Public Safety	Government 49%	Police 40%	Don't know 21%
8) Credit card debt	Myself 67%	Don't know 17%	No one 6%
9) Terrorism	Government 62%	Don't know 19%	Social Movement 15% Police 15%
10) Elder care	Family 43%	Government 26%	Myself 19%

Breaking Down Cost of Basics

Almost nine in ten of those who place cost of basics in the top three, are worried about the cost of groceries, and roughly half are worried about the cost of electricity and gas. Two in ten are concerned about having money for Christmas or birthdays.

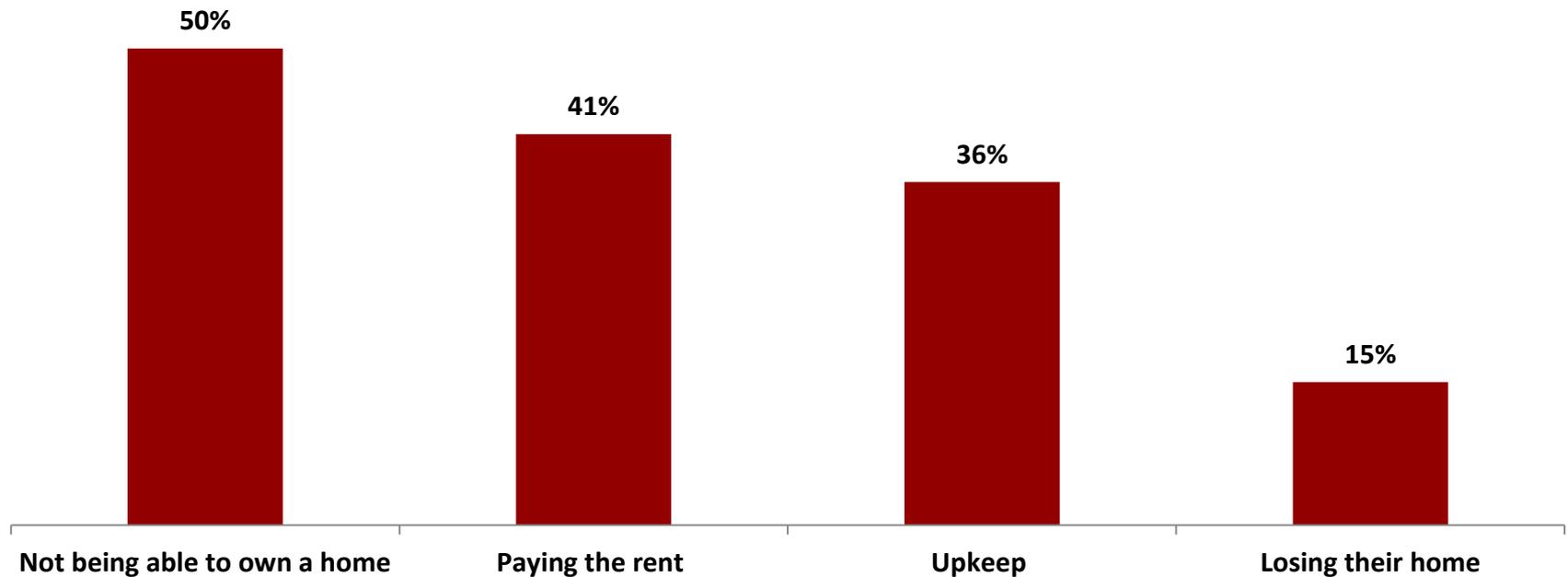
What specifically concerns you about the cost of basics?

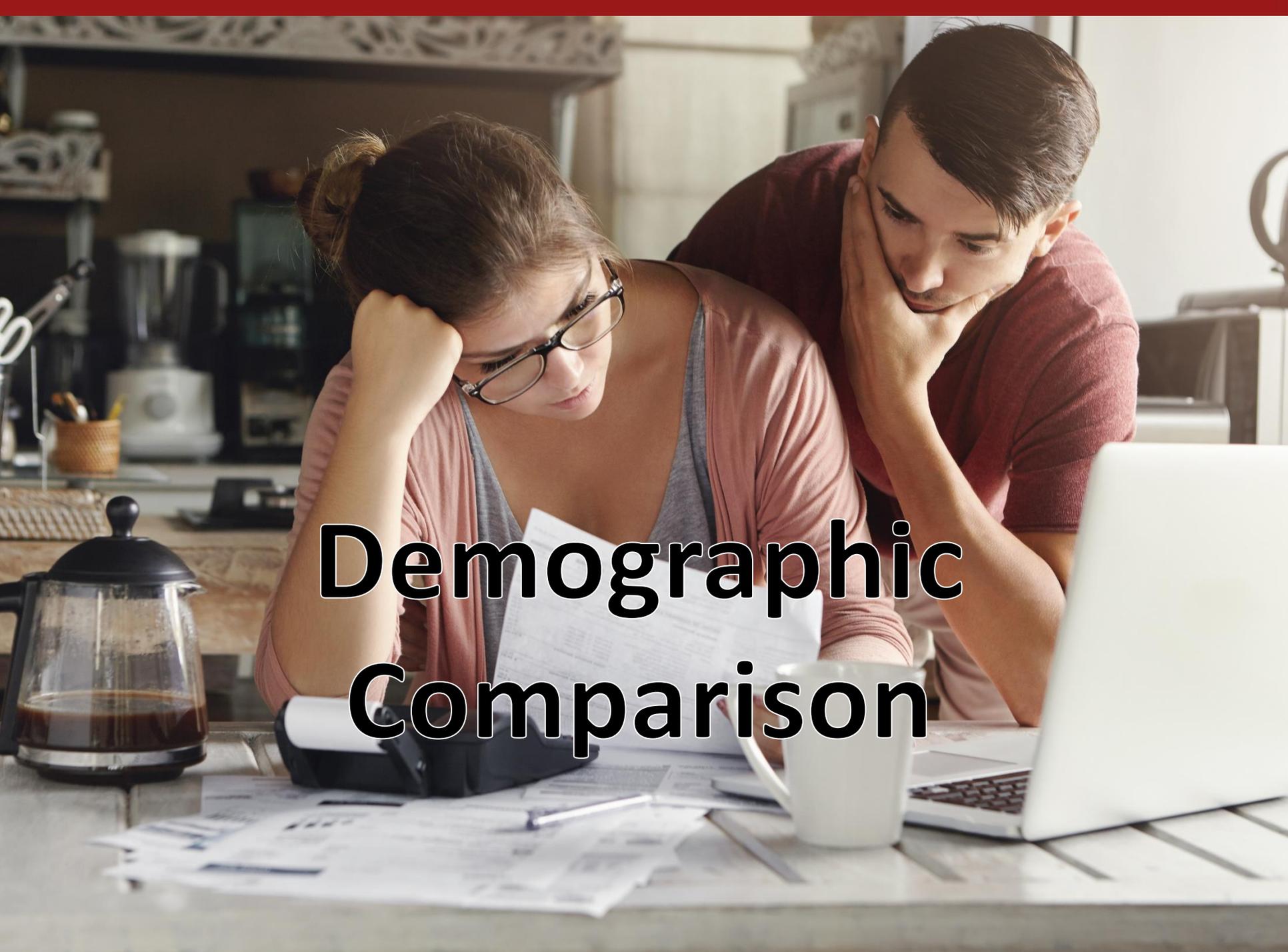


Breaking Down Home Costs

Half of those who place cost of their home in the top three, are worried about not being able to own a home, whereas 15% of that same group, (or 2.5% of the total sample of respondents), worry about losing their home.

What specifically concerns you about the cost of your home?



A man and a woman are sitting at a table in a kitchen, looking at a laptop and some papers. The woman is wearing glasses and has her hand on her head, looking stressed. The man is leaning over her, looking at the laptop. There is a coffee pot and a cup on the table. The text "Demographic Comparison" is overlaid on the image.

Demographic Comparison

Key Findings: Demographics

The Environment
equally important for
all ages

Cost of Basics less important for
Liberals, and the environment less
important for Conservatives

Personal and national
debt more worrisome for
those earning over
\$100,000

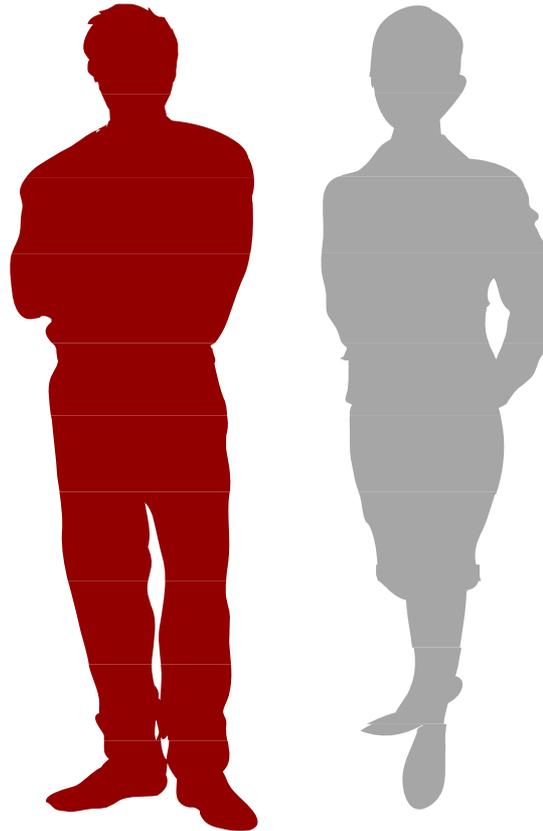
Cost of Basics important for low income earners,
but retirement tops the list for those earning
more than 50k

Top 3 Worries by Gender

There is no real difference between men and women when it comes to ranking their top worries. However immigration, loneliness and the decline in tradition emerge for men.

Men

1. Cost of Basics	33%
2. Health	30%
Retirement	
3. Environment	25%
4. Home Costs	16%
5. Employment	15%
6. Crime	14%
7. Credit Debt	12%
8. Immigration	11%
Terrorism	
9. Loneliness	9%
Decline in Tradition	
Elder care	
10. Providing for my kids	7%



Women

1. Cost of Basics	37%
2. Health	36%
3. Retirement	31%
4. Environment	23%
5. Home Costs	16%
6. Credit Debt	15%
7. Employment	14%
Crime	
8. Elder care	12%
9. Terrorism	11%
10. Providing for my kids	10%

Top 3 Worries by Age

The top worry differs by age, with young people being more worried about basics and their home, and those 35 to 54 most concerned about their retirement, and those 55 and over concerned about their health. Notably, there is no significant difference in age when it comes to being worried about the environment.

18 to 34 (N = 427)	35 to 54 (N = 523)	55 + (N = 563)
Cost of Basics – 34%	Retirement - 41%	Health – 40%
My Home – 27%	Cost of Basics – 34%	Cost of Basics – 37%
Employment – 25%	Health – 33%	Retirement – 30%
The Environment - 23%	The Environment – 22%	The Environment - 26%
Health – 23%	Employment – 16%	Crime & Public Safety – 20%
Retirement – 19%	My Home – 15%	Terrorism – 14%
Debt – 18%	Personal debt – 14%	Immigration – 11%
Providing for kids – 17%	Elder care – 13%	National Debt – 11%
Elder care – 14%	Providing for kids – 10%	Decline in Tradition – 10%
Crime & Public Safety – 12%	Crime & Public Safety – 10%	My Home/Debt/ Loneliness/Racism – 9%

Top 3 Worries by Income

The cost of basics tops the list for those who take home less than \$50,000 annually, but retirement is takes that spot for those who earn more. **Of note; worries over personal debt is greatest among high income earners. That same group is also more likely to worry about the national debt.**

<\$50K (N=502)	\$50-99K (N=509)	\$100K+ (N=295)
Cost of Basics – 43%	Retirement – 33%	Retirement – 35%
Health – 34%	Health – 32%	Health – 31%
Retirement – 27%	Cost of Basics – 30%	Cost of Basics – 27%
Environment – 22%	Environment – 28%	Environment – 26%
My Home – 22%	My Home – 16%	Personal Debt – 16%
Employment – 18%	Personal Debt – 15%	Crime – 14%
Loneliness – 12%	Crime – 15%	Employment – 14%
Crime – 11%	Employment – 12%	Terrorism – 13%
Personal Debt – 11%	Terrorism – 11%	Elder Care – 13%
Terrorism – 11%	Elder Care – 10%	National Debt – 12%

Top 3 Worries by Party Leaning

Where the environment tops the list for those leaning towards the Liberal, and New Democratic Party, it is absent from the Conservative list, where concerns over immigration, the national debt and the decline of tradition appear. Cost of basics is less important for Liberals, but loneliness edges its way onto the list of top three issues.

Liberal (N=325)	Conservative (N=384)	NDP (N=166)	No Party (N=422)
Health - 36%	Cost of Basics – 37%	Cost of Basics – 43%	Cost of Basics – 39%
Environment - 33%	Retirement – 31%	Environment – 38%	Health – 37%
Retirement - 29%	Health – 28%	Retirement – 31%	Retirement – 32%
Cost of Basics – 28%	Crime – 22%	Health – 30%	Environment – 21%
My Home – 13%	Immigration – 17%	My Home – 19%	My Home – 18%
Employment – 13%	National Debt – 16%	Personal Debt – 15%	Personal Debt – 15%
Elder Care – 12%	Terrorism – 15%	Employment – 12%	Crime – 15%
Personal Debt – 12%	Tradition – 14%	Elder Care – 11%	Employment – 14%
Crime – 11%	My Home – 13%	Child Care – 10%	Terrorism – 10%
Terrorism/Loneliness – 11%	Personal Debt – 13%	Racism/The Poor – 9%	Online Security – 10%



Take-Aways

Overall Take-Away for Politics and Media

1

Focus on Pocket book : cost of living, (groceries, electricity and phones), retirement, home costs and debt are big worries for Canadians, but they do not always dominate the debate in news and politics. Time spent here could yield big rewards

2

Health and Elder Care Remain: Again, a large number of Canadians rank health and elder care among their top three worries, but policy improvements in these areas are sidestepped by parties, and, in turn by politicians.

3

The Environment is of real concern to Canadians: Although those who lean towards the Conservative party do not rank the issue as high, one in four Canadians place it in their top three worries, and any party that ignores it, does so at its peril.



Appendix

Top 3 Worries of Canadians

	Canada
1) The cost of basics (e.g., groceries, electricity and gas)	35%
2) Your health or the health of a family member	33%
3) Having enough money to retire	31%
4) The Environment	24%
5) My home (e.g., not owning, paying the rent, or losing your home)	16%
6) Employment (i.e., not having or keeping your job)	14%
7) Crime and Public Safety	14%
8) Credit card/personal debt	13%
9) Terrorism	11%
10) Taking care of my parents	10%
11) Loneliness	9%
12) Providing for my kids	8%
13) Immigration	8%
14) National Debt	8%
15) Decline in respect for tradition	8%
16) Online security	7%
17) Racism	7%
18) Drug related issues	6%
19) Taking care of the poor	5%
20) Women's equality/#MeToo	3%
21) Lack of support for Indigenous communities	2%
22) Lack of support for LGBTQ issues	2%
23) Public transit	2%
24) None of these things worry me	2%

THANK YOU

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