

# Canadians are three times more likely to believe they will be paid less at a new job than to be paid more

Bloomberg May Summary

submitted by Nanos to Bloomberg News, June 2018  
(Submission 2018-1212)



**Bloomberg**

# Summary

Canadians are three times more likely to say that if they lost their job or chose to find a new job, that their next job will pay less than their current job than pay more.

- **Four in ten Canadians say their next job will pay less than their current job** – When asked whether they believed if they found a new job they would be paid more, the same or less than their current job, four in ten Canadians say they believe it will pay less than their current job (40%), three in 10 believe they will be paid the same (30%), while one in ten believe they will be paid more (12%). Eighteen per cent are unsure.
- **Half of Canadians between 35 and 54 say their future job will pay less than their current job** – Half of Canadians (50%) that are between 35 and 54 years of age believe their future job will pay less than their current job, 37 per cent of Canadians under the age of 34 believe that their next job will pay less than their current job, while 36 per cent think it will pay the same. A third of Canadians over 55 years of age believe their future job will pay less than their current job (34%).
- **More than four in ten Canadians living in Ontario think their future job will pay less than their current job** – More than four in ten people living in the Ontario believe their future job will pay less (45%) than their current job, and 45 per cent of Canadians living in the Prairies also believe their next job will pay less (45%), while 35 per cent of people living in Atlantic Canada believe their future job will pay less, and 33 per cent of Quebec residents believe their next job will pay less than their current job.

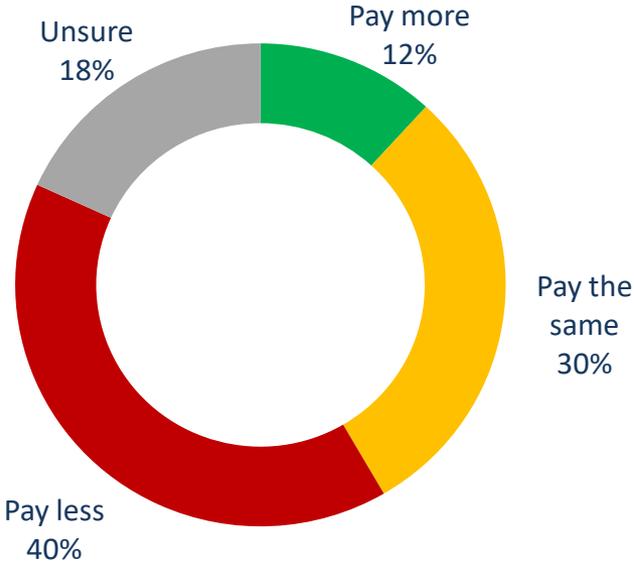
These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 30<sup>th</sup> and June 3<sup>rd</sup>, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

# Pay difference between jobs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30<sup>th</sup> to June 3<sup>rd</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

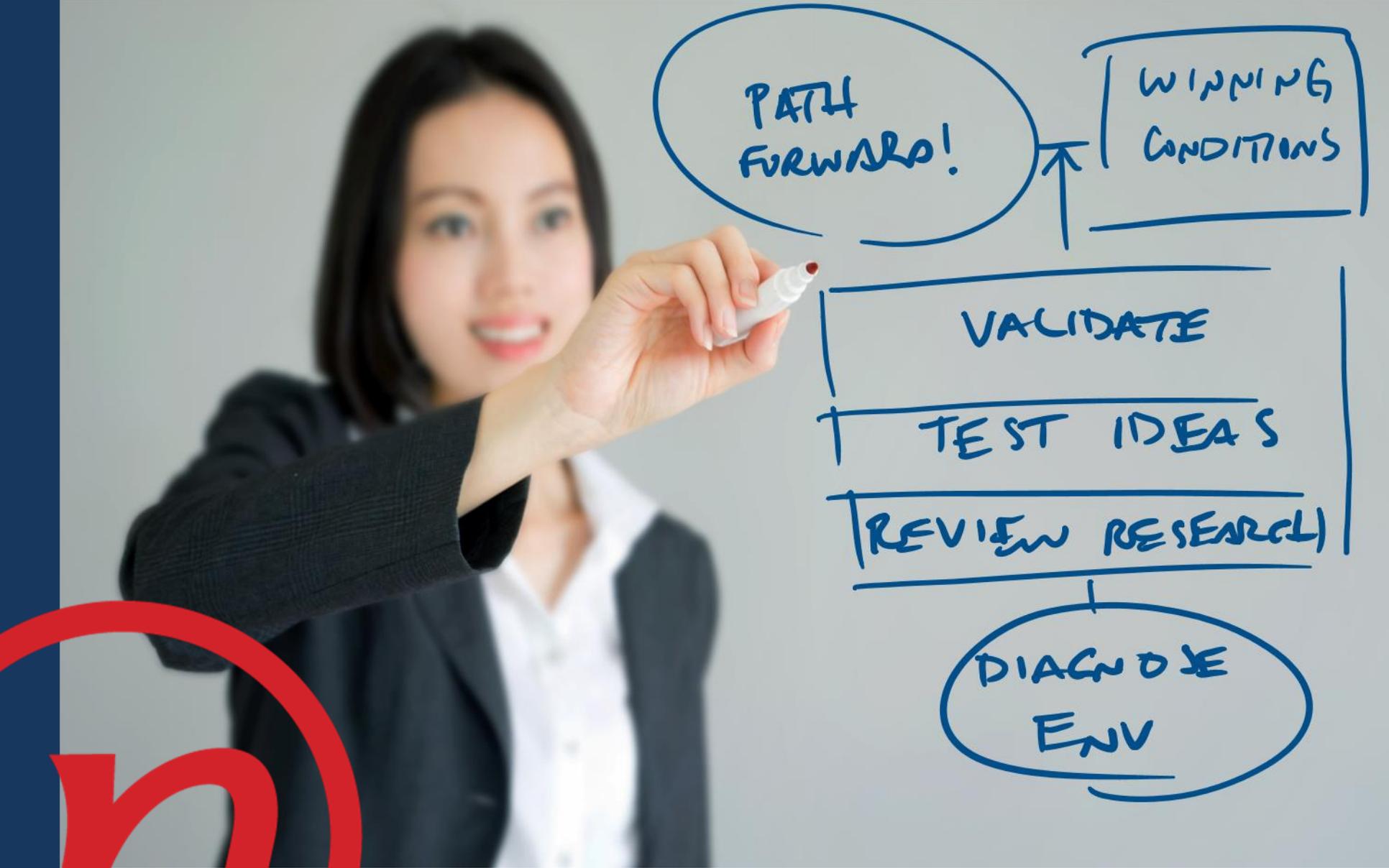
**Net Score**  
-28.4



Subgroups	Pay less
Atlantic (n=100)	35.1%
Quebec (n=250)	33.3%
Ontario (n=300)	45.3%
Prairies (n=200)	44.8%
British Columbia (n=150)	38.7%
Male (n=526)	41.8%
Female (n=474)	38.6%
18 to 34 (n=202)	37.2%
35 to 54 (n=416)	49.9%
55 plus (n=382)	33.7%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – If you lost your job or chose to find a new job, do you believe your next job would pay more, the same or less than your current job?



# Methodology

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 30<sup>th</sup> and June 3<sup>rd</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



# Technical Note

Element	Description
Organization who commissioned the research	Bloomberg News
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 30 <sup>th</sup> to June 3 <sup>rd</sup> , 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by the MRIA which can be found here: <a href="https://mria-arim.ca/polling">https://mria-arim.ca/polling</a>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	10 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module five of an omnibus survey. Previous modules asked about unprompted national issues of concern and refugees.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Bloomberg NANOS

## 2018-1212 – Bloomberg News – Bloomberg May – STAT SHEET

			Region						Gender		Age		
			Canada 2018-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If you lost your job or chose to find a new job, do you believe your next job would pay more, the same or less than your current job?	Total	Unwgt N	1000	100	250	300	200	150	526	474	202	416	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Pay more	%	11.8	17.0	15.1	11.8	5.8	10.9	13.0	10.6	18.7	9.3	9.2
	Pay the same	%	29.8	22.8	34.4	25.9	35.0	27.9	28.6	31.0	36.0	28.3	26.8
	Pay less	%	40.2	35.1	33.3	45.3	44.8	38.7	41.8	38.6	37.2	49.9	33.7
	Unsure	%	18.2	25.1	17.2	17.1	14.5	22.5	16.5	19.8	8.1	12.5	30.3

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