Nearly eight in ten Canadians consider themselves to be part of Canada's middle class; majority say families with kids need the most action from the government to deal with rising cost of living

National survey released December, 2019

Project 2019-1530

SUMMARY

> Just under eight in ten Canadians consider themselves part of Canada's middle class

Almost eight in ten Canadians consider themselves part of Canada's middle class, with older Canadians more likely to consider themselves middle class than younger Canadians. A majority of Canadians feel that families with children are the most in need of government action to deal with the rising cost of living, and most often say everyone needs government action on this, rather than a particular generation. Canadians are split over which federal political party would be the best at helping the middle class, and are also divided on what level of household income they think would put a family out of the middle class.

- **Nearly eight in ten Canadians consider themselves part of Canada's middle class** – Seventy-eight per cent of Canadians consider themselves to be part of Canada's middle class, while 22 per cent do not. Atlantic Canadians are the least likely to consider themselves middle class (71%), while residents of the Prairies (82%) and British Columbia (80%) are the most likely. As well, younger Canadians (18-34) are less likely to consider themselves middle class (72%) than Canadians 55 plus (82%).

- **Canadians are divided over what level of household income would put a family outside the middle class** – Asked what level of household income they believe would make a family no longer part of the middle class, Canadians most often say $150,000 (22%), followed by $100,000 (18%), $75,000 (15%), $125,000 (12%), $50,000 (12%), and $40,000 (eight per cent). Thirteen per cent are unsure.

- **Canadians most often say everyone is in need of government action to deal with the rising cost of living, not one particular generation** – Asked which generation of Canadians is most in need of government action to deal with the rising cost of living, Canadians most often say everyone (43%), followed by Millennials (20%), Boomers (17%), Generation Z (eight per cent), and Generations X'ers (five per cent). Five per cent say no one, and two per cent are unsure. Atlantic Canadians were more likely to say Millennials (29%) than Prairie residents (13%). Older Canadians (55 plus) more often say Boomers (24%) than younger Canadians (18-34)(seven per cent), while younger Canadians more often say Millennials need the most assistance (32%; 19% of Canadians 55 plus and 11% of Canadians 35 to 54).

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> A majority of Canadians say families with children are most in need of government action to deal with the rising cost of living

- **Nearly seven in ten Canadians say families with children are most in need of government action to deal with the rising cost of living** – Asked which type of family is most in need of government action to deal with the rising cost of living, a majority of Canadians say families with children (69%), followed by single Canadians (12%), and families without children (four per cent). Fifteen per cent are unsure. Quebec residents are more likely to say families with children are most in need (79%) than Ontarians (65%) and British Columbians (62%).

- **Canadians are split over which federal political party would be best at helping the middle class** – Just under three in Canadians say the Liberal Party would be the best at helping the middle class (27%), followed by the Conservative Party (24%), the NDP (22%), the Green Party (two per cent) and the Bloc Quebecois (one per cent). Fifteen per cent say none of the parties and 10 per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 29th to December 2nd, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Canada's middle class

Net score

+56.9

22%

78%
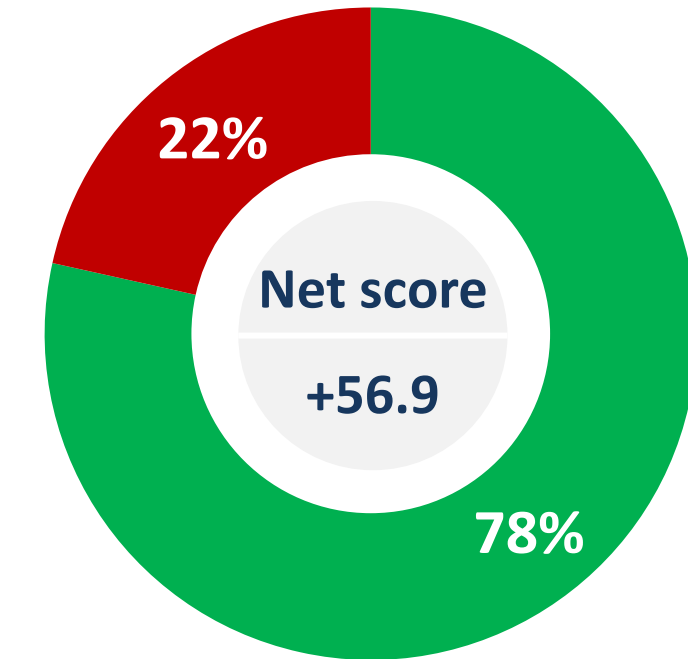
- I consider myself part of Canada's middle class
- I do not consider myself part of Canada's middle class

	Consider
Atlantic (n=100)	70.9%
Quebec (n=251)	76.4%
Ontario (n=309)	78.8%
Prairies (n=197)	81.7%
British Columbia (n=153)	80.3%
Male (n=531)	78.8%
Female (n=479)	78.1%
18 to 34 (n=283)	72.3%
35 to 54 (n=340)	79.2%
55 plus (n=387)	82.1%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you consider or not consider yourself part of Canada's middle class?

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Level of household income

Legend:
- ■ $40,000
- ■ $50,000
- ■ $75,000
- ■ $100,000
- ■ $125,000
- ■ $150,000
- ■ Unsure

Pie chart values: 8%, 12%, 15%, 18%, 12%, 22%, 13%
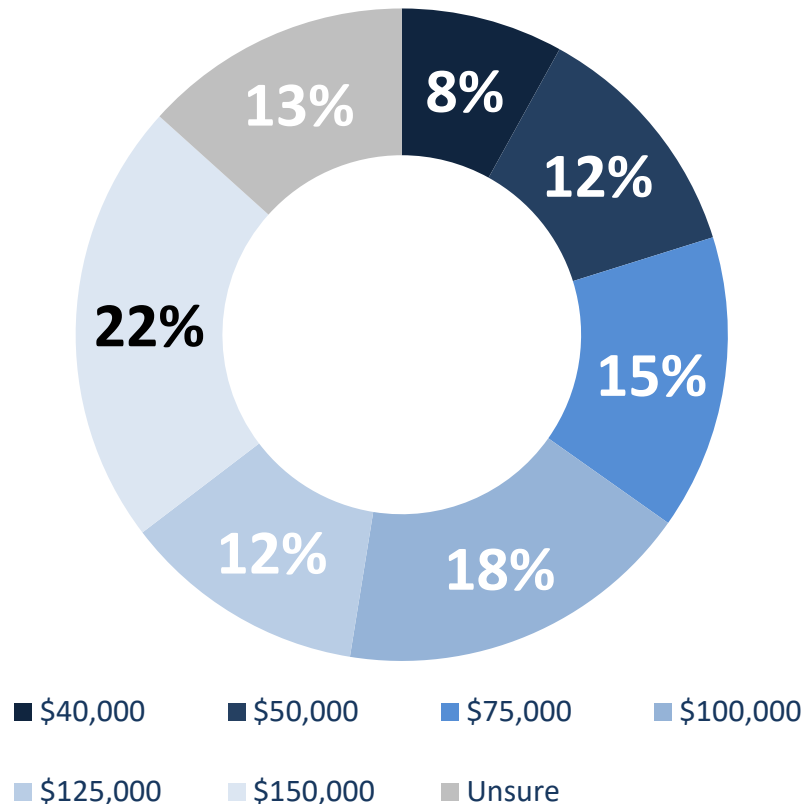
	$150,000
Atlantic (n=100)	16.6%
Quebec (n=251)	19.5%
Ontario (n=309)	21.9%
Prairies (n=197)	21.5%
British Columbia (n=153)	30.5%
Male (n=531)	24.7%
Female (n=479)	19.5%
18 to 34 (n=283)	24.0%
35 to 54 (n=340)	24.3%
55 plus (n=387)	18.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – The term 'middle class' sometimes means different things to different people. For you personally, at what level of household income would a family NO LONGER be middle class?

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th to December 2nd, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Generation type in need of government action
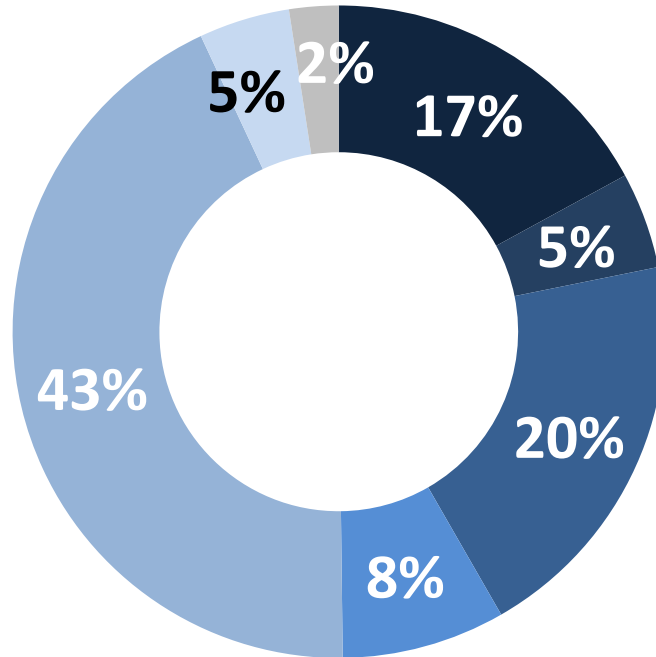
- Boomers (people 55 years old and older)
- Generation X'ers (people 40 to 54 years old)
- Millennials (people 25 to 40 years old)
- Generation Z (people under 25 years old)
- Everyone
- No one
- Unsure

	Everyone
Atlantic (n=100)	**31.6%**
Quebec (n=251)	**47.3%**
Ontario (n=309)	**42.8%**
Prairies (n=197)	**41.9%**
British Columbia (n=153)	**44.9%**
Male (n=531)	**40.0%**
Female (n=479)	**46.3%**
18 to 34 (n=283)	**40.2%**
35 to 54 (n=340)	**46.2%**
55 plus (n=387)	**42.8%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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QUESTION – Which generation of Canadians is most in need of government action to deal with the rising cost of living?

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Family types in need of government action

Legend:
- ■ Families with children — 69%
- ■ Single Canadians — 12%
- ■ Families without children — 4%
- ■ Unsure — 15%
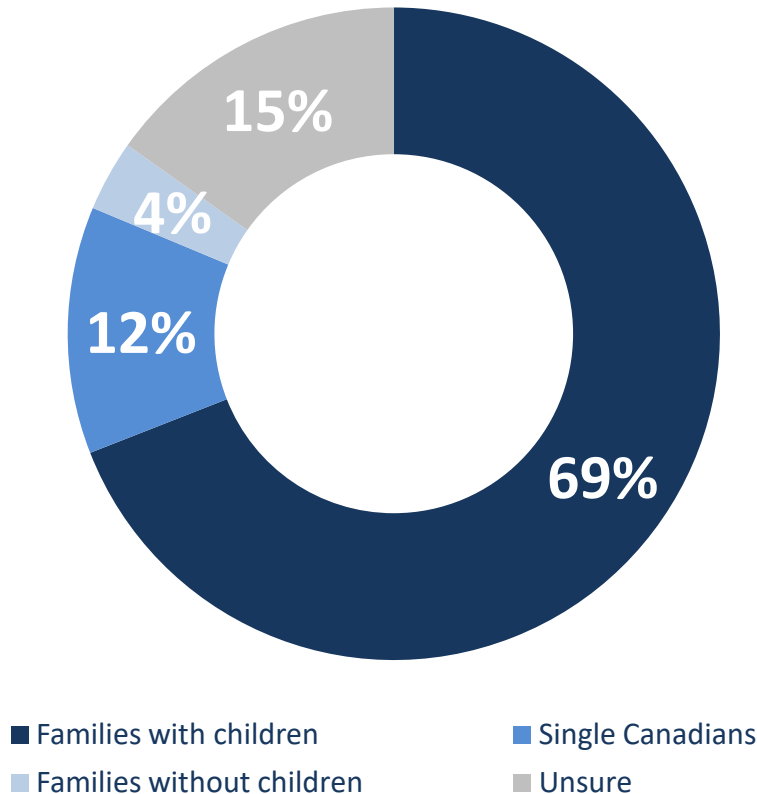
	Families with children
Atlantic (n=100)	70.6%
Quebec (n=251)	79.0%
Ontario (n=309)	64.9%
Prairies (n=197)	69.5%
British Columbia (n=153)	62.3%
Male (n=531)	68.6%
Female (n=479)	69.5%
18 to 34 (n=283)	69.1%
35 to 54 (n=340)	65.6%
55 plus (n=387)	72.0%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Which one of the following family types is most in need of government action to deal with the rising cost of living?

Federal political party helping the middle class

Legend:
- ■ Conservative Party
- ■ Liberal Party
- ■ New Democratic Party
- ■ Bloc Quebecois
- ■ Green Party
- ■ None of the parties
- ■ Unsure

Chart values: 24%, 27%, 22%, 1%, 2%, 15%, 10%
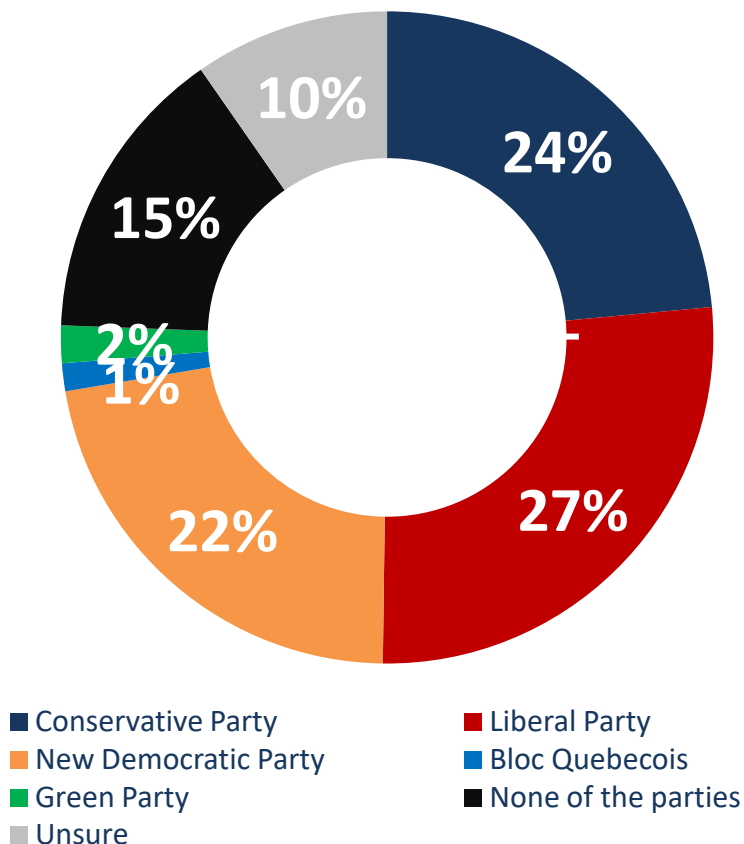
	Liberal Party	Conservative Party	NDP
Atlantic (n=100)	33.7%	17.0%	17.6%
Quebec (n=251)	34.3%	12.2%	21.4%
Ontario (n=309)	28.0%	24.3%	21.6%
Prairies (n=197)	14.4%	39.5%	23.1%
British Columbia (n=153)	23.1%	22.2%	25.8%
Male (n=531)	23.7%	31.0%	19.0%
Female (n=479)	29.6%	16.3%	25.2%
18 to 34 (n=283)	20.5%	20.1%	35.1%
35 to 54 (n=340)	25.4%	25.5%	18.5%
55 plus (n=387)	32.2%	24.1%	16.2%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Which of the following federal political party would be best at helping the middle class? [RANDOMIZE]

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 29th to December 2nd, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

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TECHNICAL NOTE

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1010 Randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
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	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
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	November 29th to December 2nd, 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

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, and individuals without internet access 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	Ten 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 two of an omnibus survey. Previous content included unprompted national issues of concern, national ballot preferences, pipelines, and provincial separatism.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

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			Canada 2019-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you consider or not consider yourself part of Canada's middle class?	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	I consider myself part of Canada's middle class	%	78.4	70.9	76.4	78.8	81.7	80.3	78.8	78.1	72.3	79.2	82.1
	I do not consider myself part of Canada's middle class	%	21.5	28.2	23.6	21.2	18.3	19.7	21.1	21.9	27.7	20.8	17.7
	Refuse/no answer	%	0.1	0.9	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2

			Canada 2019-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The term 'middle class' sometimes means different things to different people. For you personally, at what level of household income would a family NO LONGER be middle class?	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	$40,000	%	8.0	10.4	9.4	7.8	7.0	6.5	5.0	11.0	6.7	5.6	11.2
	$50,000	%	12.1	7.9	17.5	9.4	14.1	10.2	13.0	11.3	7.3	10.3	17.1
	$75,000	%	14.6	19.0	16.7	13.5	10.2	18.1	14.0	15.2	14.4	12.9	16.3
	$100,000	%	17.7	17.8	17.0	18.3	19.2	15.3	16.1	19.3	20.7	17.2	16.2
	$125,000	%	12.1	13.5	13.8	12.3	12.7	6.9	12.4	11.8	15.6	13.0	8.9
	$150,000	%	22.0	16.6	19.5	21.9	21.5	30.5	24.7	19.5	24.0	24.3	18.6
	Unsure	%	13.3	14.8	6.1	16.8	15.3	12.4	14.8	11.9	11.4	16.7	11.7

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			Canada 2019-11		Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - Which generation of Canadians is most in need of government action to deal with the rising cost of living? [RANDOMIZE]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Boomers (people 55 years old and older)	%	17.0	23.4	19.1	13.5	23.3	12.0	15.3	18.7	6.5	17.4	24.2
	Generation X'ers (people 40 to 54 years old)	%	4.8	4.2	8.7	2.9	4.8	3.7	4.5	5.0	3.1	10.0	1.3
	Millennials (people 25 to 40 years old)	%	19.9	28.7	13.0	25.1	12.7	22.2	21.6	18.3	32.4	11.1	18.8
	Generation Z (people under 25 years old)	%	8.1	7.2	3.9	10.5	7.2	10.2	9.4	6.8	9.4	8.4	6.9
	Everyone	%	43.2	31.6	47.3	42.8	41.9	44.9	40.0	46.3	40.2	46.2	42.8
	No one	%	4.5	2.8	5.0	3.3	7.5	3.8	6.9	2.2	6.5	3.9	3.6
	Unsure	%	2.4	2.2	3.0	1.9	2.5	3.1	2.2	2.7	1.9	3.1	2.2

			Canada 2019-11		Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - Which one of the following family types is most in need of government action to deal with the rising cost of living? [ROTATE]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Families with children	%	69.0	70.6	79.0	64.9	69.5	62.3	68.6	69.5	69.1	65.6	72.0
	Single Canadians	%	12.2	12.1	9.7	13.6	10.9	14.6	11.4	13.0	15.7	11.7	10.3
	Families without children	%	3.5	4.8	2.7	3.9	4.0	2.6	3.4	3.6	3.2	5.9	1.6
	Unsure	%	15.2	12.6	8.7	17.6	15.6	20.5	16.5	13.9	12.0	16.8	16.1

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				Region					Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the following federal political party would be best at helping the middle class? [RANDOMIZE]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Conservative Party	%	23.5	17.0	12.2	24.3	39.5	22.2	31.0	16.3	20.1	25.5	24.1
	Liberal Party	%	26.7	33.7	34.3	28.0	14.4	23.1	23.7	29.6	20.5	25.4	32.2
	New Democratic Party	%	22.2	17.6	21.4	21.6	23.1	25.8	19.0	25.2	35.1	18.5	16.2
	Bloc Quebecois	%	1.4	0.0	5.6	0.2	0.0	0.0	2.0	0.7	1.5	0.9	1.7
	Green Party	%	1.9	6.3	0.7	1.8	0.2	4.2	2.3	1.4	1.5	2.4	1.6
	None of the parties	%	14.7	11.3	13.5	15.7	14.9	15.5	17.0	12.6	13.4	16.1	14.5
	Unsure	%	9.7	14.0	12.3	8.4	7.8	9.2	5.0	14.1	7.8	11.0	9.8

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