

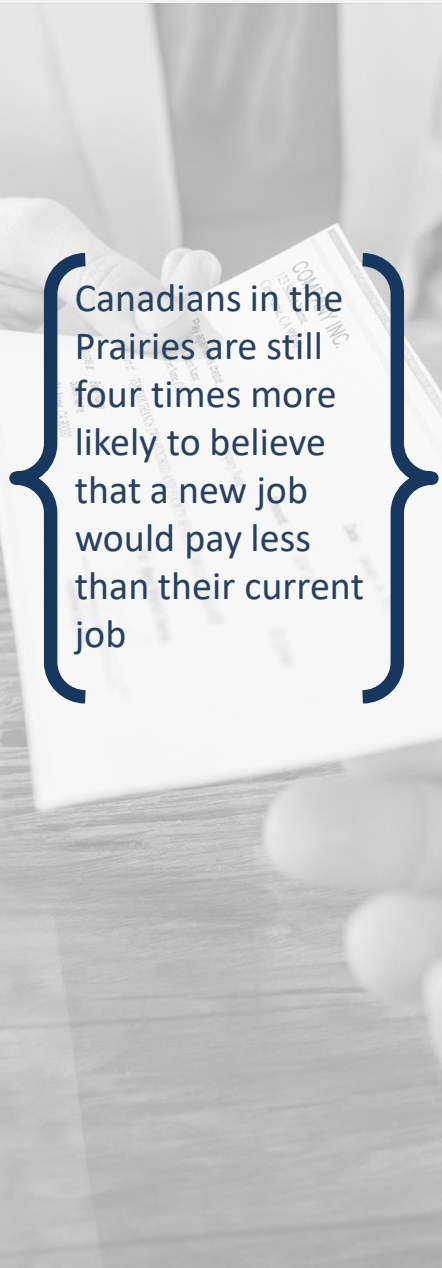
Canadians in the Prairies are most pessimistic about future job pay; marginal improvement in Canadians' views although still net negative

National survey released February 2020
Project 2020-1568



Bloomberg

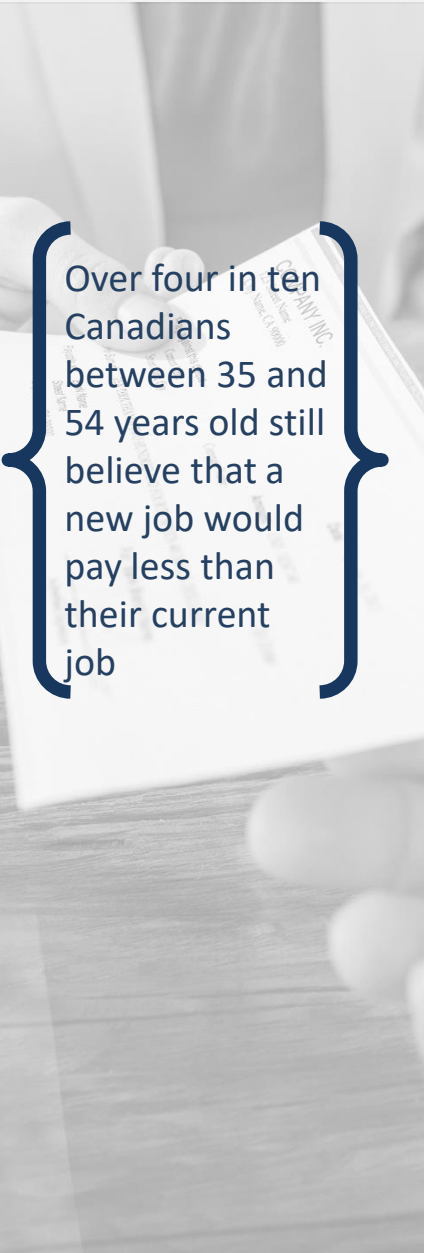




Canadians in the Prairies are still four times more likely to believe that a new job would pay less than their current job

Overall, Canadians are more likely to say that if they lost their job or chose to find a new job, their new job would pay less than their current job, rather than more, although marginally more Canadians still say that their new job would pay more than in the previous waves. Canadians in the Prairies are just under four times more likely to believe that they would be paid less at their new job than more.

- **Residents of the Prairies are just under four 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 more** – When asked whether they believe that if they found a new job they would be paid more, the same, or less than their current job, five in ten residents of the Prairies say they believe it will pay less than their current job (51%), while less than one in four say they believe it will pay the same (24%), and more than one in ten believe it will pay more (14%).
- **Canadians are close to three times more likely to say their next job will pay less rather than more than their current job** – When asked whether they believe that 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%), just over one in four say they believe it will pay the same (27%), and just under two in ten believe it will pay more (19%) which has increased from previous waves (14% in February 2019, 12% in December 2018). Fourteen per cent are unsure.
- **For a potential new job, Canadians have a net negative view regarding their future pay** – Asked whether a new job would pay more, pay the same or less than their current job, Canadians are more likely to say a new job is likely to pay less, with a net difference of -21.2 points. This difference has marginally increased from the previous wave in February 2019, which saw a net negative difference of -24.9 points.



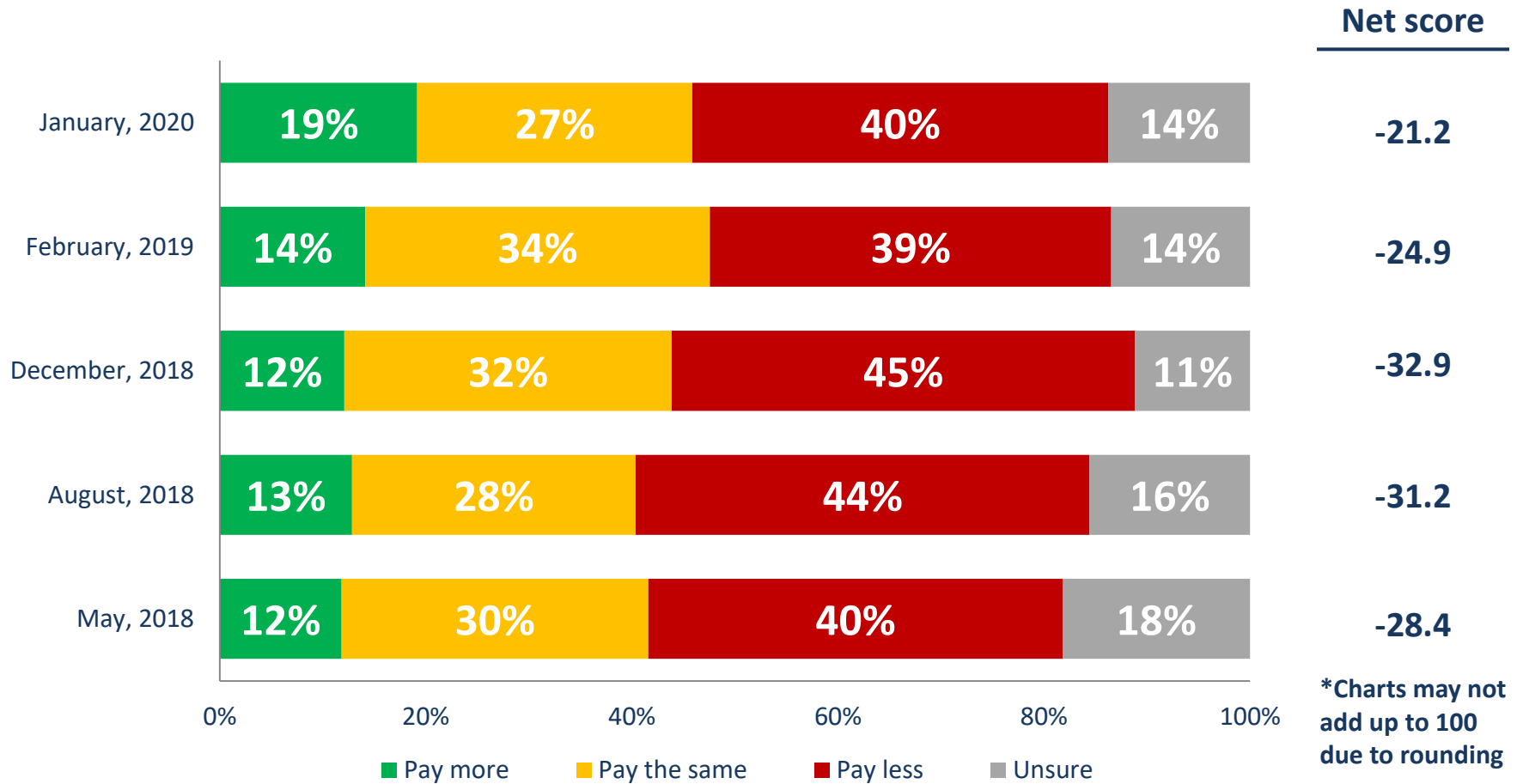
Over four in ten Canadians between 35 and 54 years old still believe that a new job would pay less than their current job

- **Canadians between 35 and 54 are most 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** – Over four in ten Canadians between 35 and 54 years old (46%) believe that if they found a new job, it would pay less than their current job, while 32 per cent of Canadians age 18 to 34, and 41 per cent of Canadians over 55 years of age say the same.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between January 27th and 29th, 2020 as part of an omnibus survey. The margin of error for a random survey of 1,003 Canadians is ± 3.1 percentage points, 19 times out of 20.

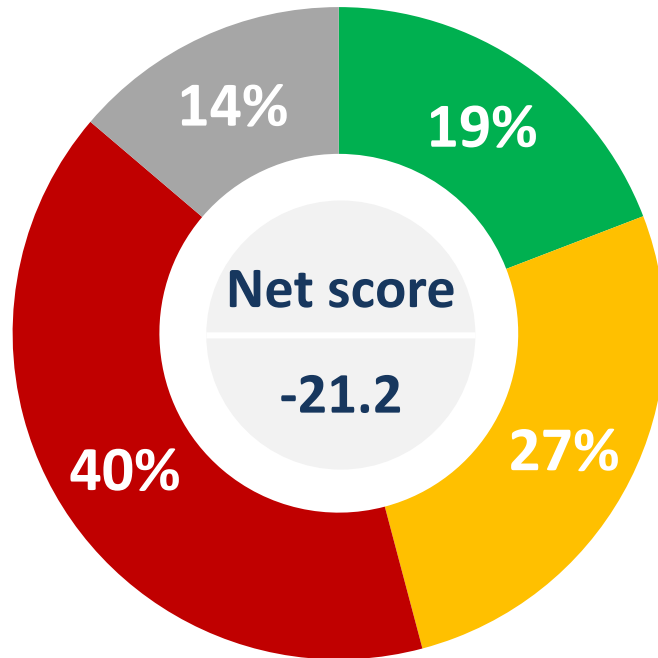
This study was commissioned by Bloomberg and the research was conducted by Nanos Research.

Pay difference between jobs



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?

Pay difference between jobs



■ Pay more
 ■ Pay the same
 ■ Pay less
 ■ Unsure

	Pay more	Pay the same	Pay less
Atlantic (n=110)	19.0%	27.0%	42.5%
Quebec (n=207)	26.2%	30.9%	32.7%
Ontario (n=309)	16.5%	24.3%	42.6%
Prairies (n=216)	14.3%	24.0%	50.6%
British Columbia (n=161)	21.3%	30.0%	31.9%
Male (n=529)	18.5%	25.7%	40.5%
Female (n=474)	19.8%	27.7%	40.2%
18 to 34 (n=327)	28.8%	31.8%	31.8%
35 to 54 (n=396)	18.5%	28.4%	46.3%
55 plus (n=280)	12.9%	21.6%	41.2%

*Weighted to the true population proportion.
 *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?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between January 27th and 29th, 2020 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 a random survey of 1,003 Canadians is ± 3.1 percentage points, 19 times out of 20.

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

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

Element	Description
Organization who commissioned the research	Bloomberg News
Final Sample Size	1,003 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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work.
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	January 27 th to 29 th , 2020.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR and AAPOR.

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 line 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	Nine per cent, 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 three of an omnibus survey. Previous content included ideal Conservative party leaders, relations with Iran and Canada maintaining its ties with the Royal Family.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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TABULATIONS



2020-1568 – Bloomberg/Nanos Survey – January OMNI - STAT SHEET

			Region					Gender		Age			
			Canada 2020-01	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	1003	110	207	309	216	161	529	474	327	396	280
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Pay more	%	19.2	19.0	26.2	16.5	14.3	21.3	18.5	19.8	28.8	18.5	12.9
	Pay the same	%	26.7	27.0	30.9	24.3	24.0	30.0	25.7	27.7	31.8	28.4	21.6
	Pay less	%	40.4	42.5	32.7	42.6	50.6	31.9	40.5	40.2	31.8	46.3	41.2
	Unsure	%	13.8	11.5	10.2	16.5	11.1	16.8	15.3	12.4	7.6	6.8	24.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between January 27th and 29th, 2020. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.