

MORE CANADIANS RATE COST OF LIVING AS A TOP PRIORITY THAN ANY OTHER ISSUE.

64% SAY THEIR COST OF LIVING IS WORSE TODAY THAN 2 YEARS AGO.

EXPLORING WHAT WILL HELP EASE AFFORDABILITY ANXIETY

ABACUS DATA

DETAILED RESULTS

AFFORDABILITY ANXIETY PERSISTS POST-PANDEMIC

CONDUCTED FOR THE BROADBENT INSTITUTE & THE PROFESSIONAL INSTITUTE OF THE PUBLIC SERVICE OF CANADA

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS


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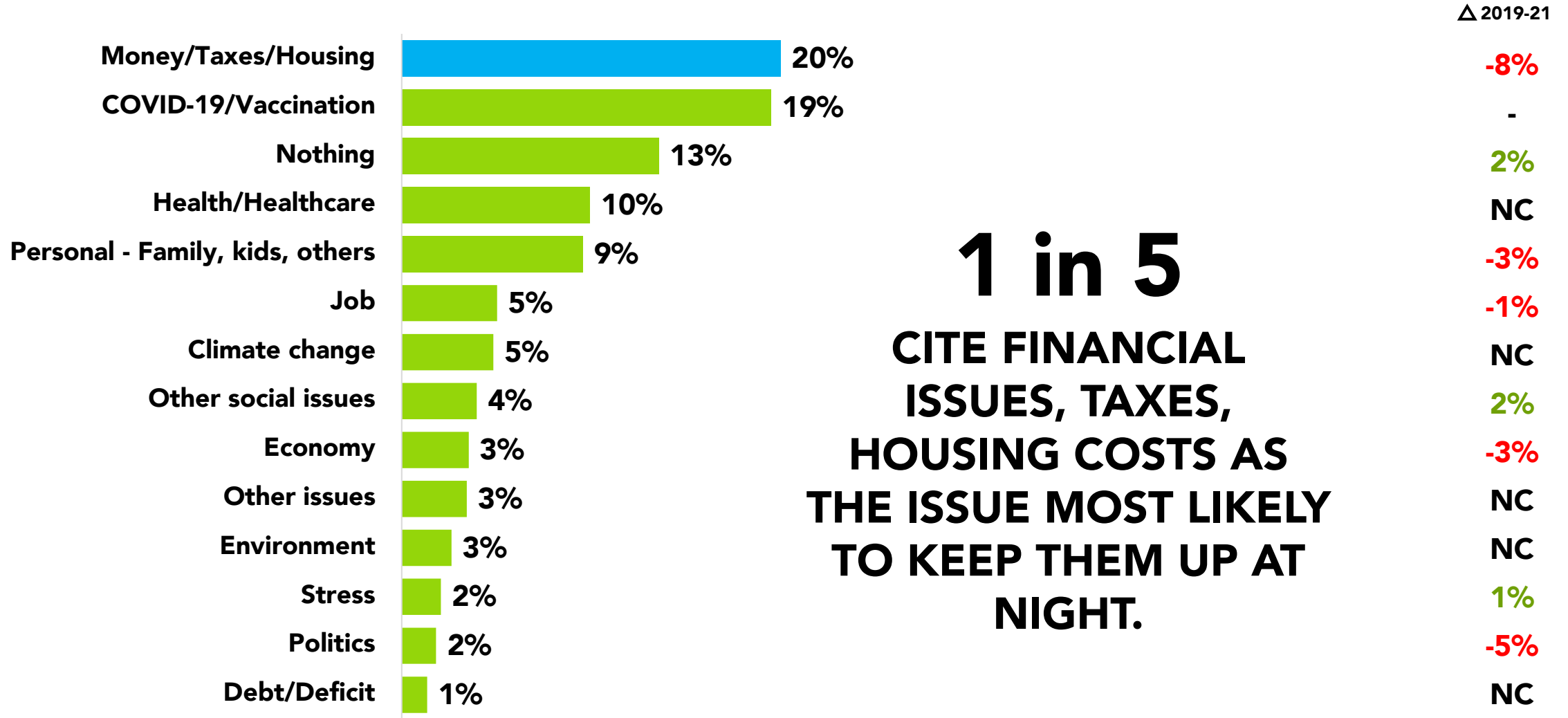
METHODOLOGY

The survey was conducted with 1,500 Canadian adults from July 13th to 19th, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.5%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, official language, and region. Totals may not add up to 100 due to rounding.

WHAT IS KEEPING CANADIANS UP AT NIGHT?

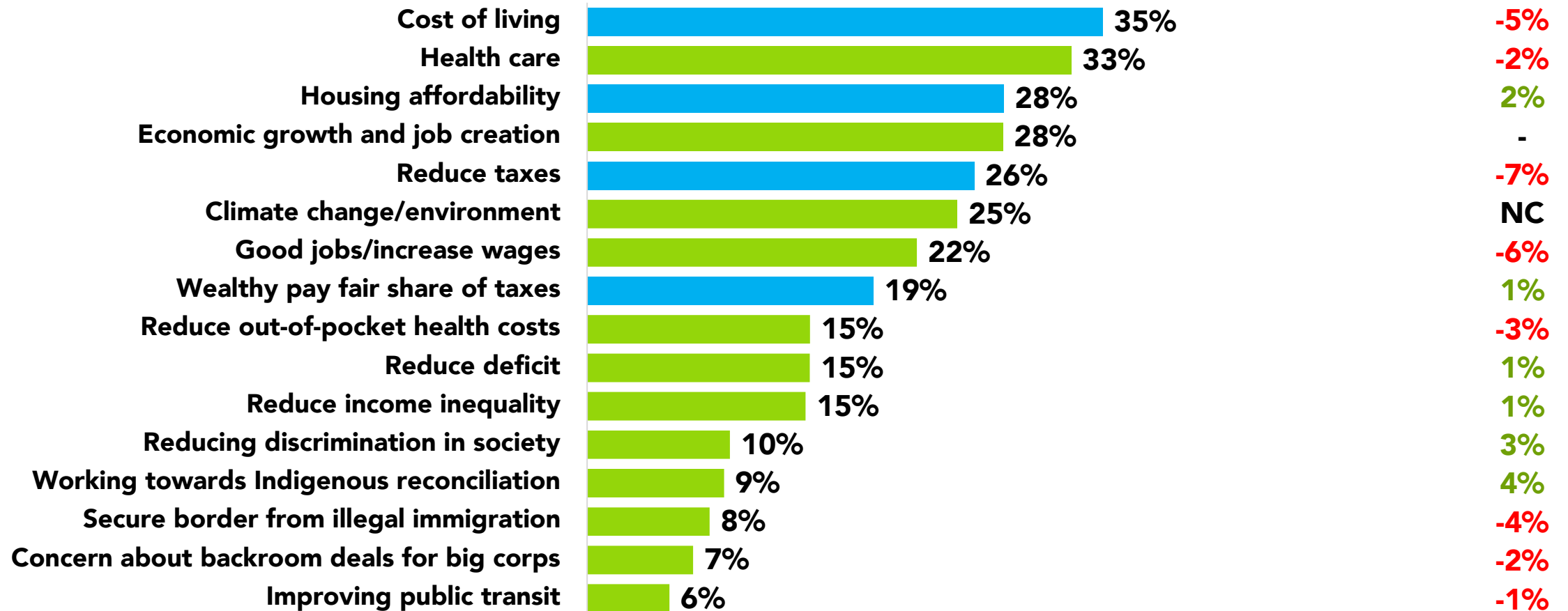


1 in 5
CITE FINANCIAL
ISSUES, TAXES,
HOUSING COSTS AS
THE ISSUE MOST LIKELY
TO KEEP THEM UP AT
NIGHT.

What's the one issue most likely to keep you up at night these days?

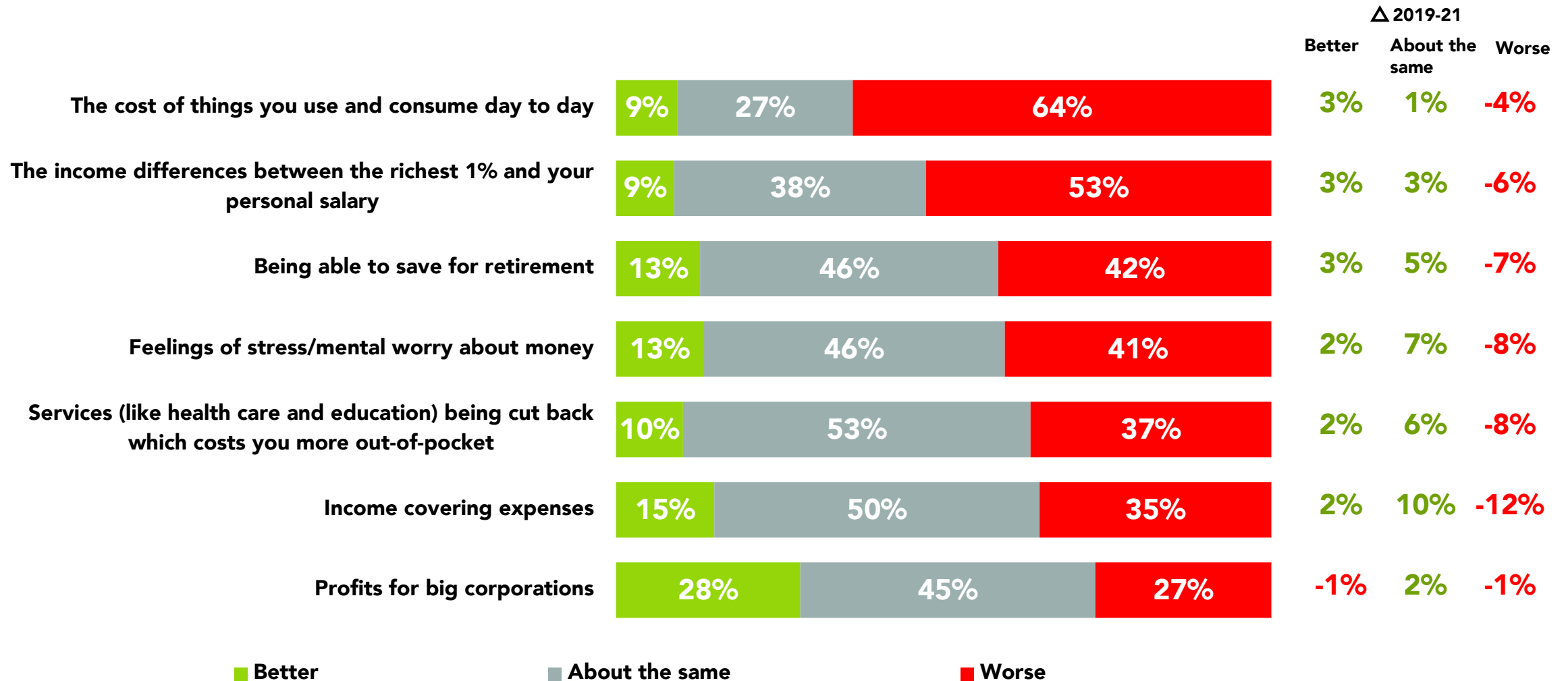
COST OF LIVING, HEALTHCARE AND HOUSING AFFORDABILITY ARE TOP 3 VOTE DRIVERS

△ 2019-21



Thinking to the next election, which THREE issues are most likely to impact how you will vote?

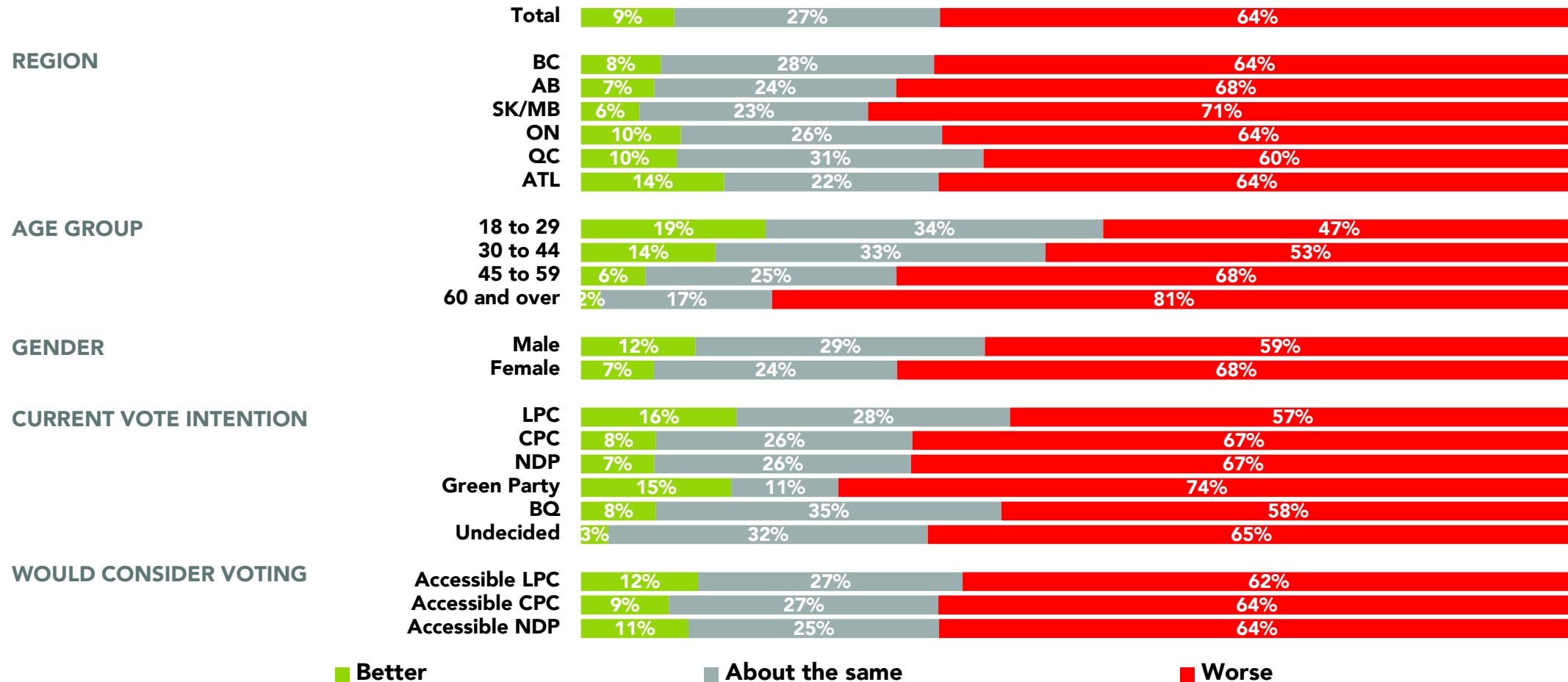
HOW THE FOLLOWING HAVE CHANGED SINCE THE PAST 2 YEARS



Over the past two years, have the following been getting better, getting worse, or have they stayed about the same?

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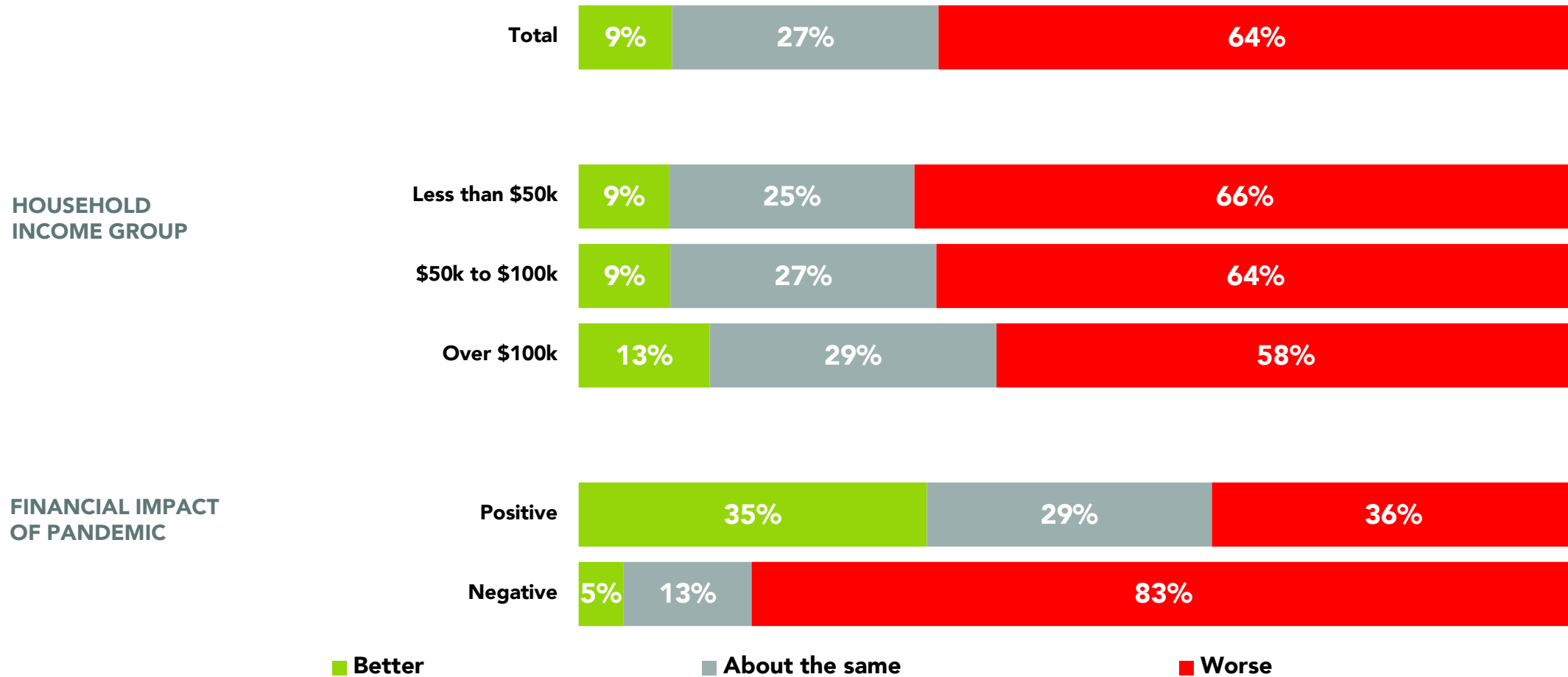
THE COST OF THINGS YOU USE AND CONSUME DAY TO DAY



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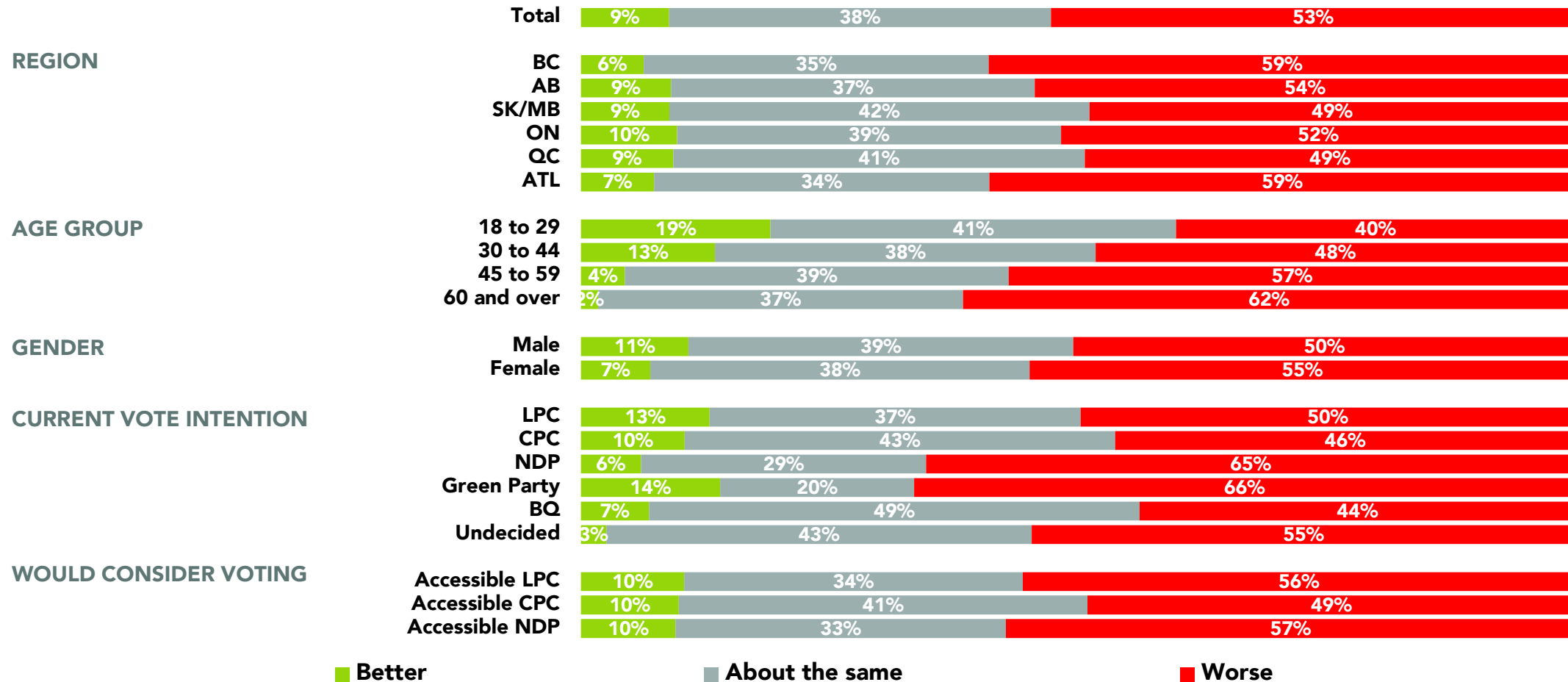
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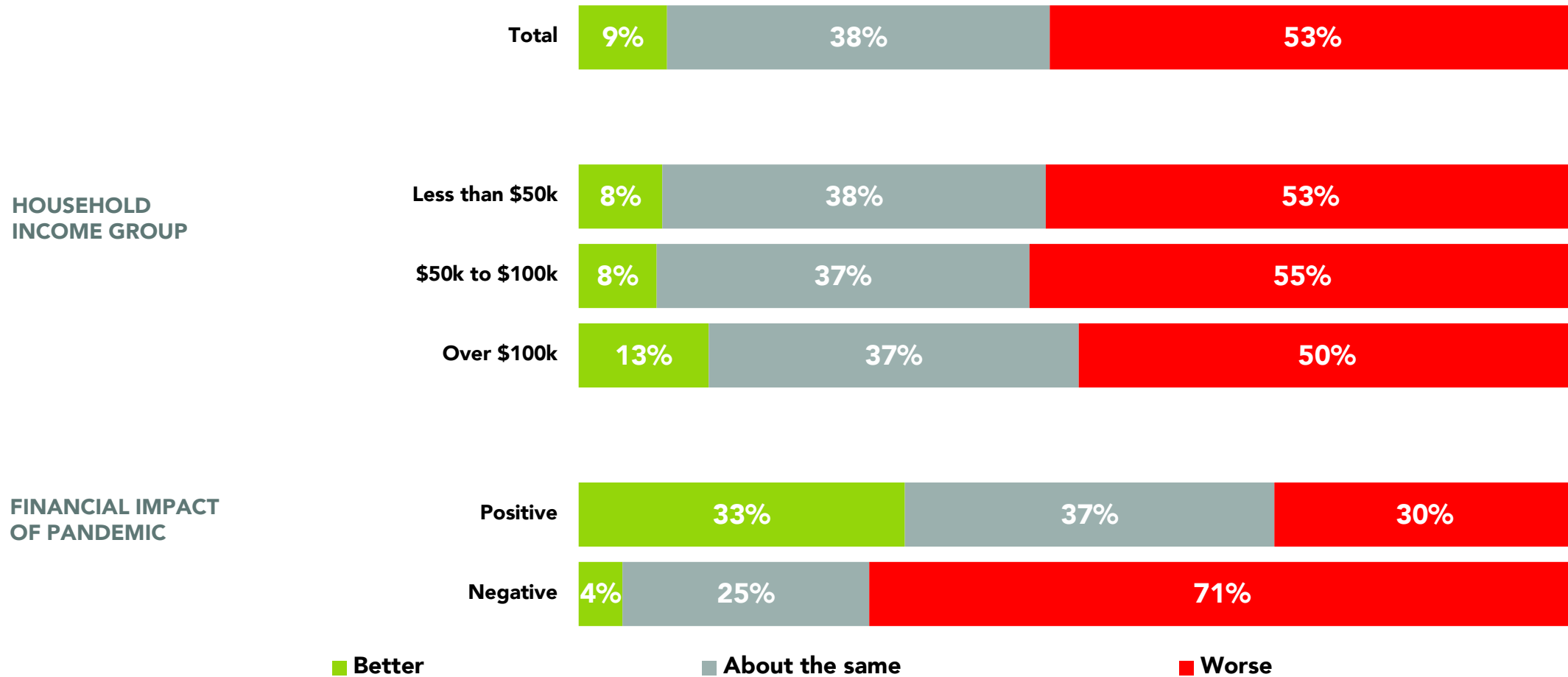
THE INCOME DIFFERENCES BETWEEN THE RICHEST 1% AND YOUR PERSONAL SALARY



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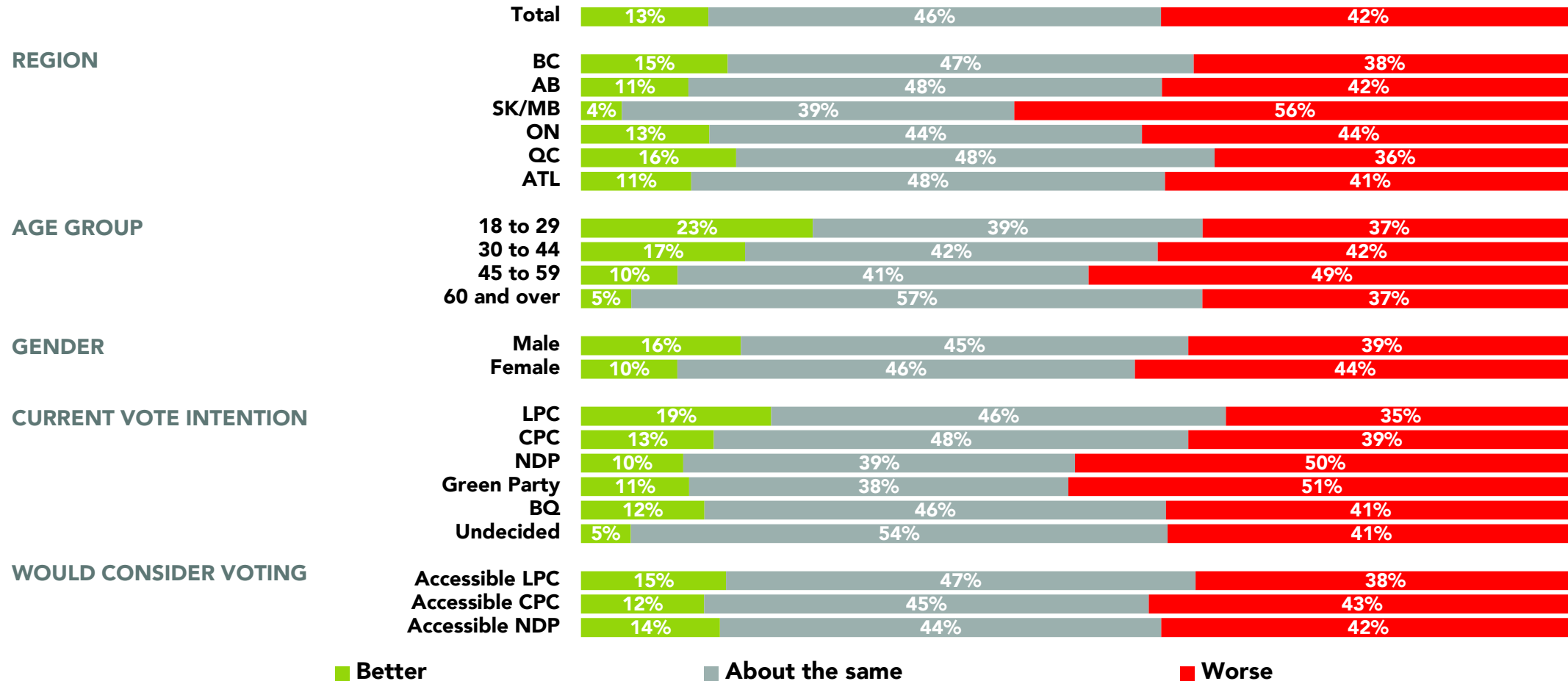
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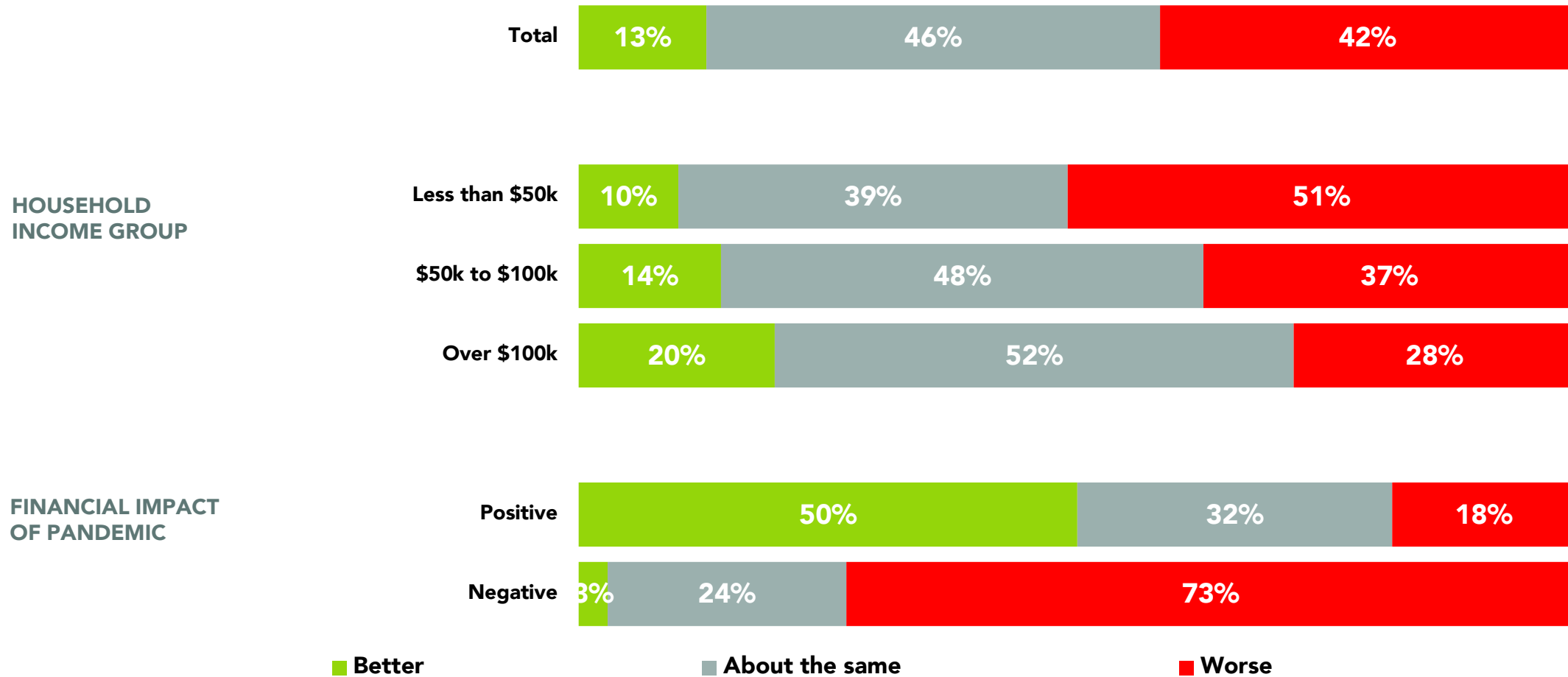
BEING ABLE TO SAVE FOR RETIREMENT



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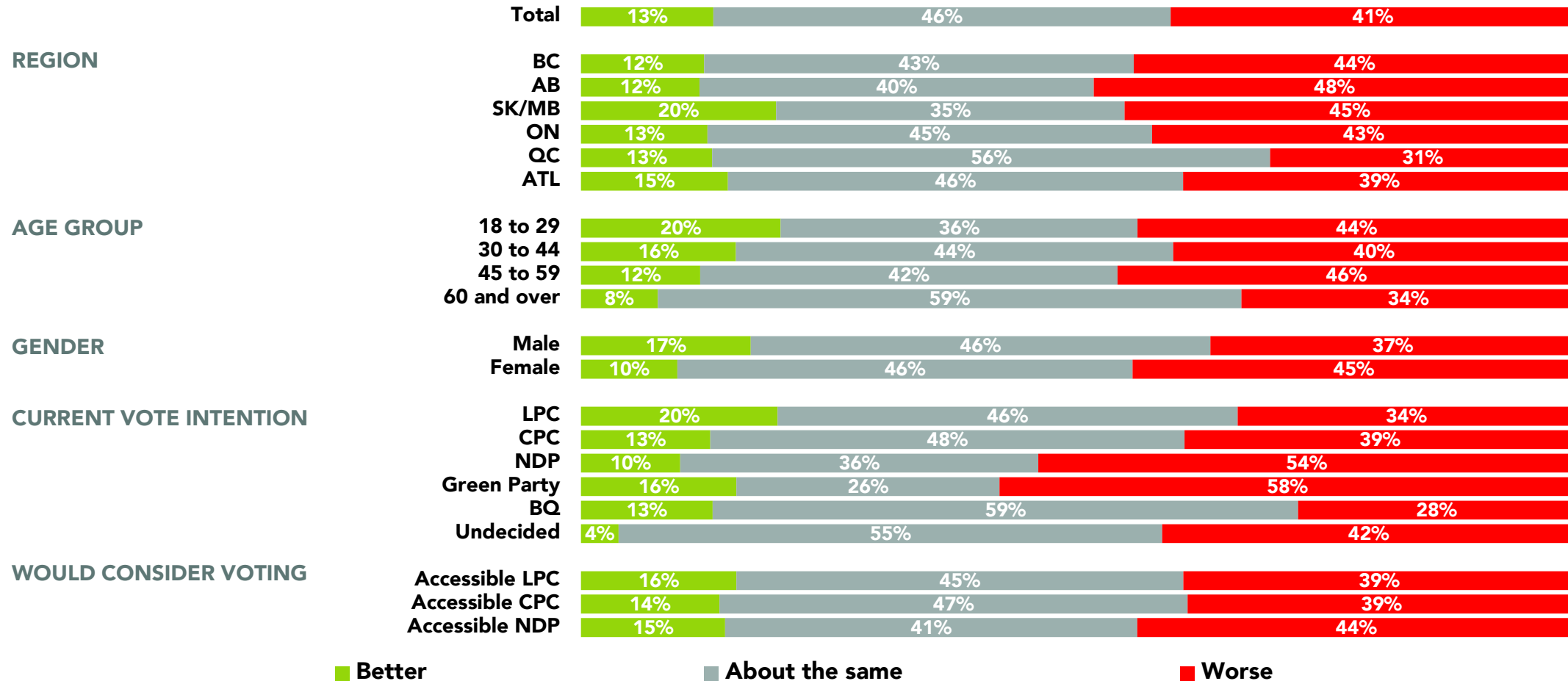
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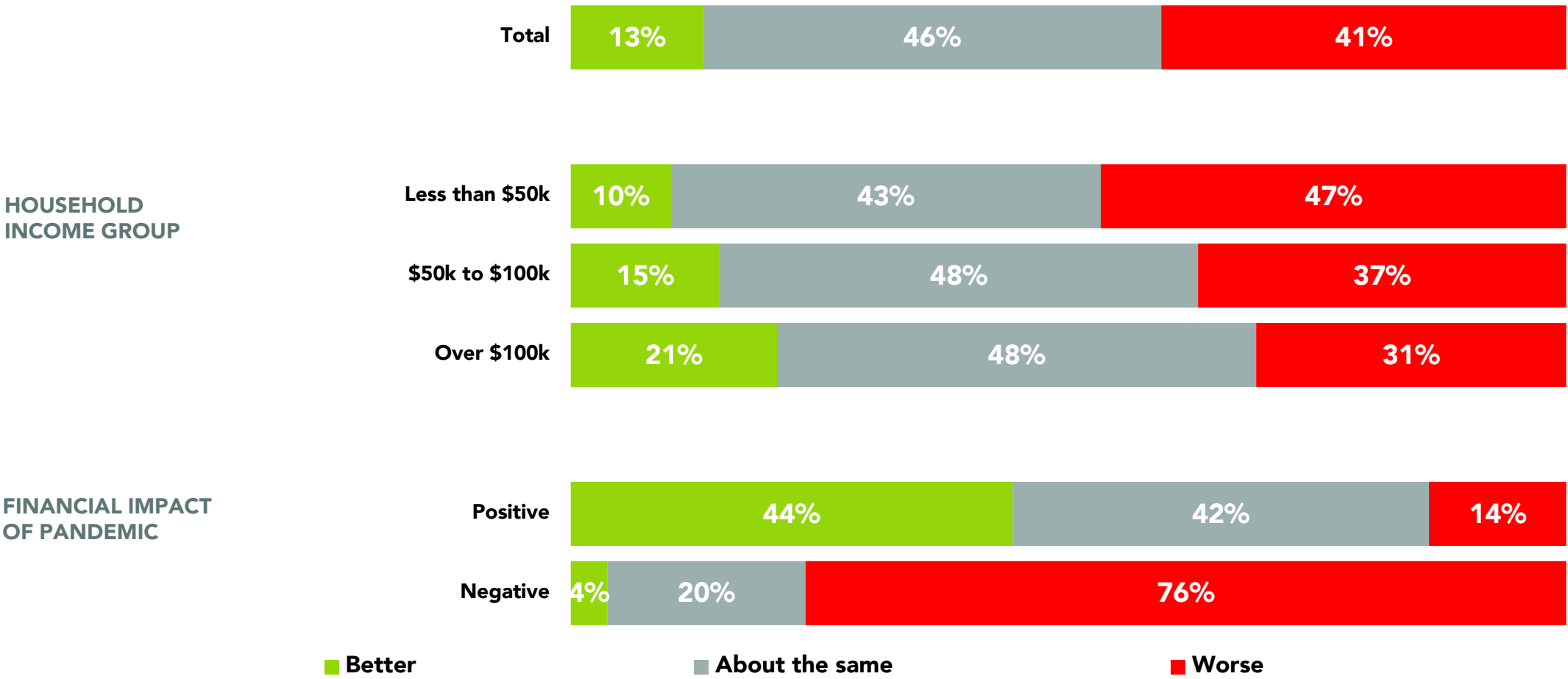
FEELINGS OF STRESS/MENTAL WORRY ABOUT MONEY



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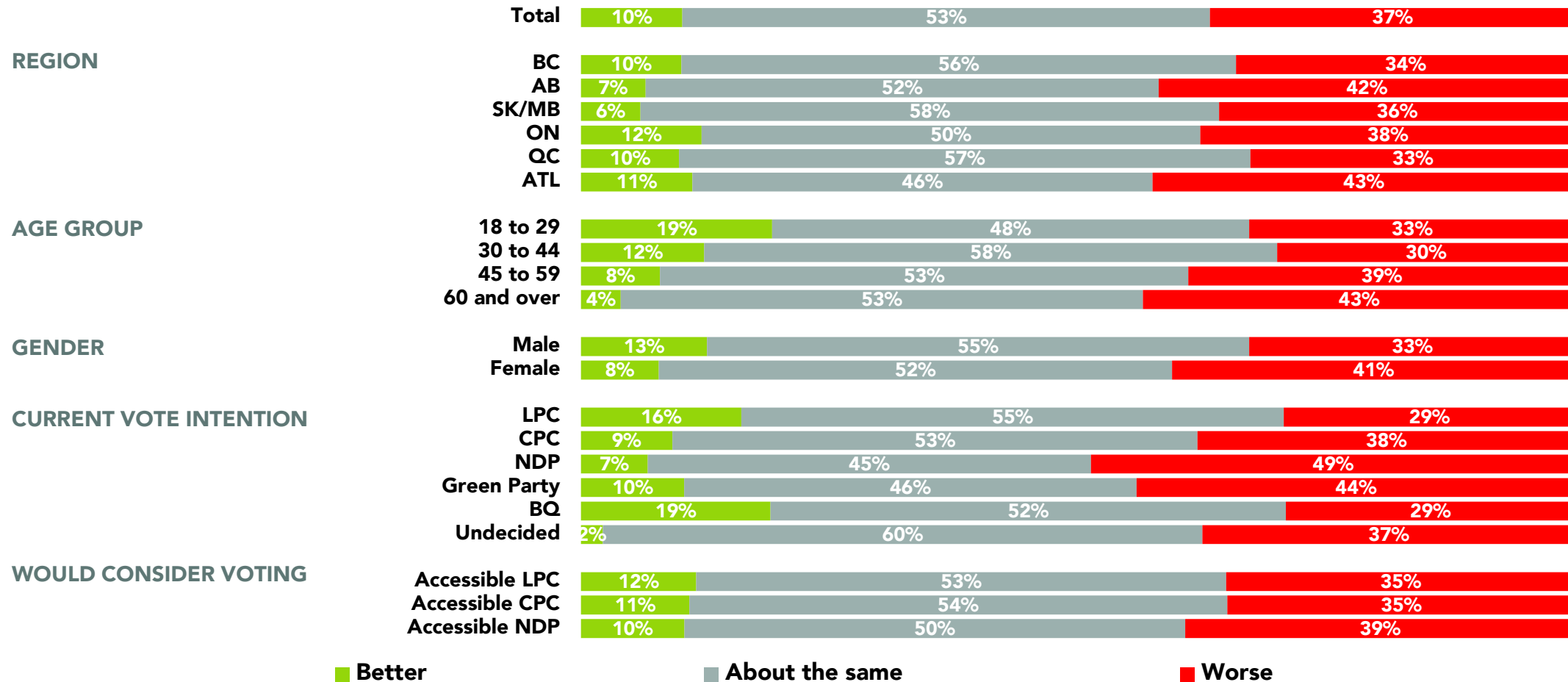
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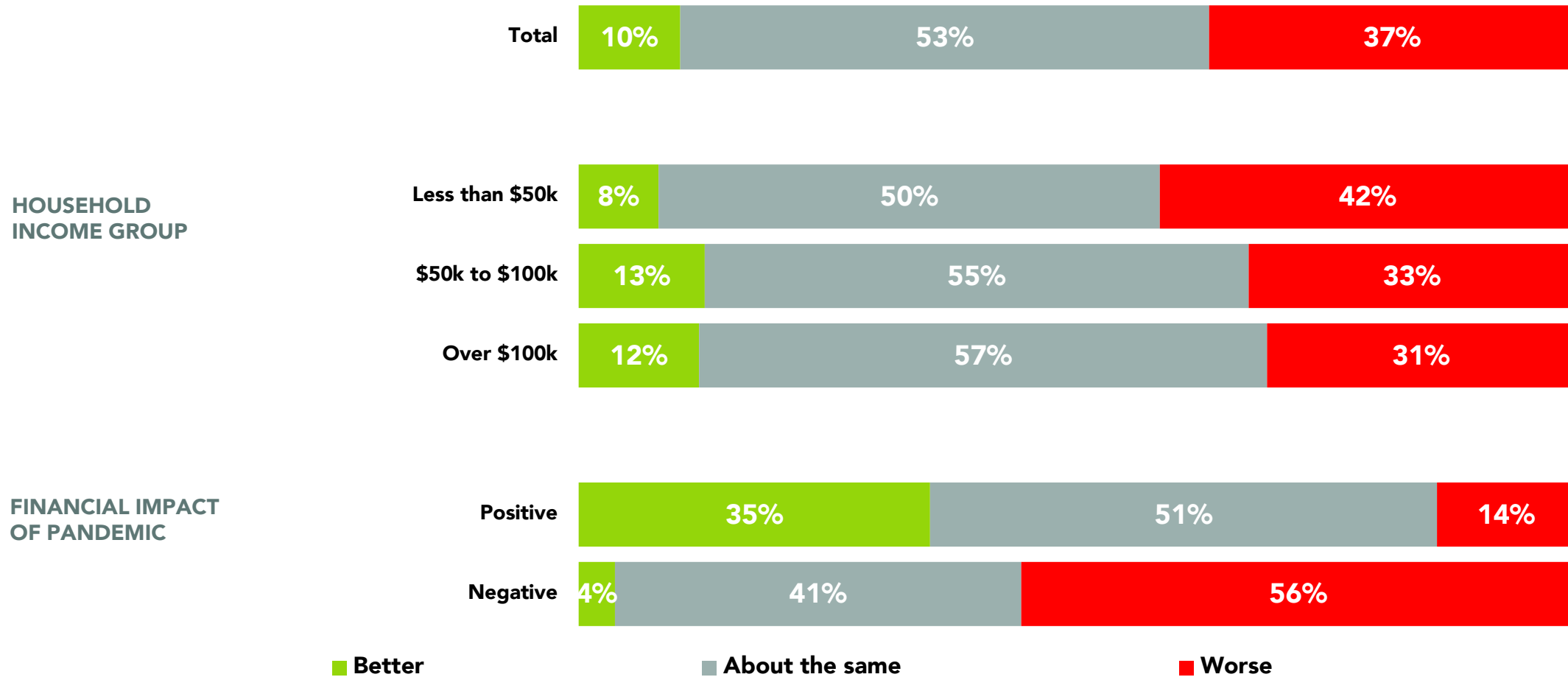
SERVICES (LIKE HEALTH CARE AND EDUCATION) BEING CUT BACK WHICH COSTS YOU MORE OUT-OF-POCKET



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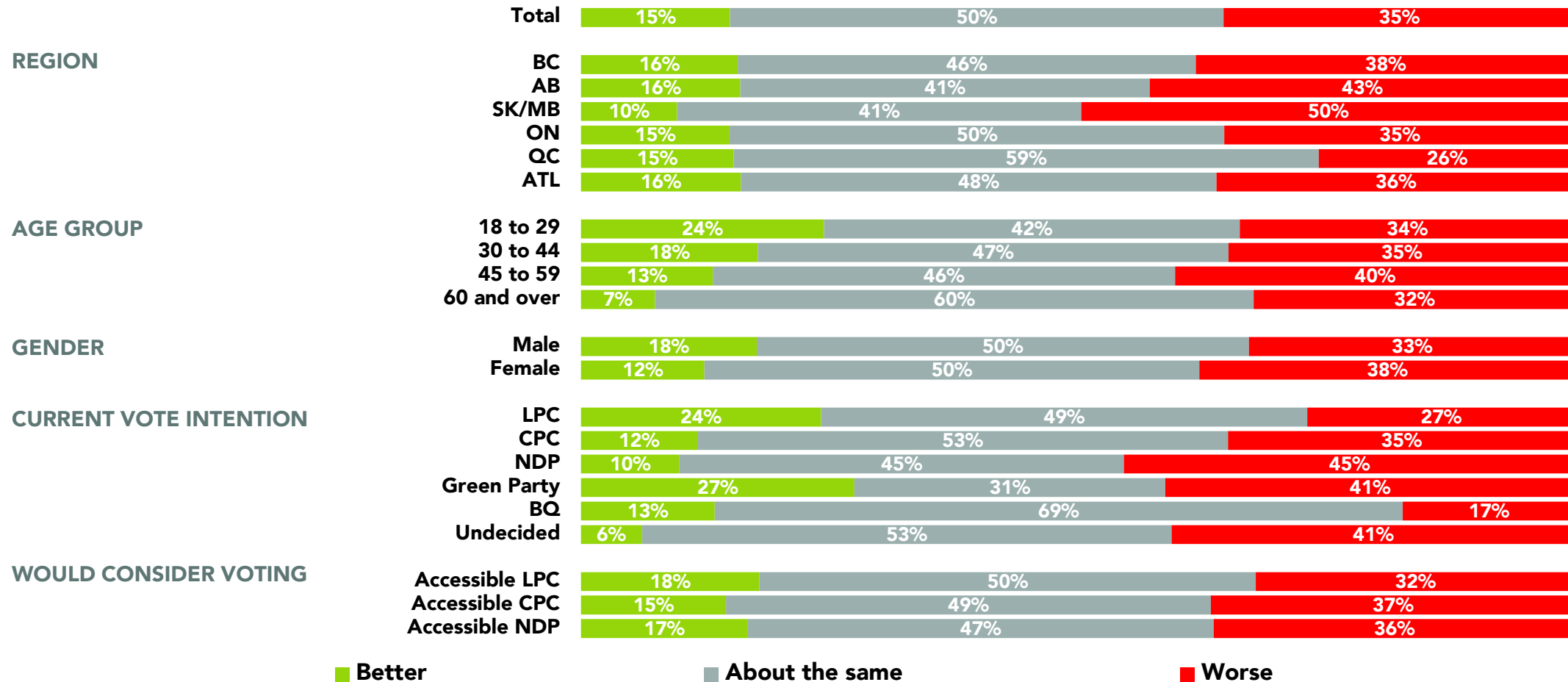
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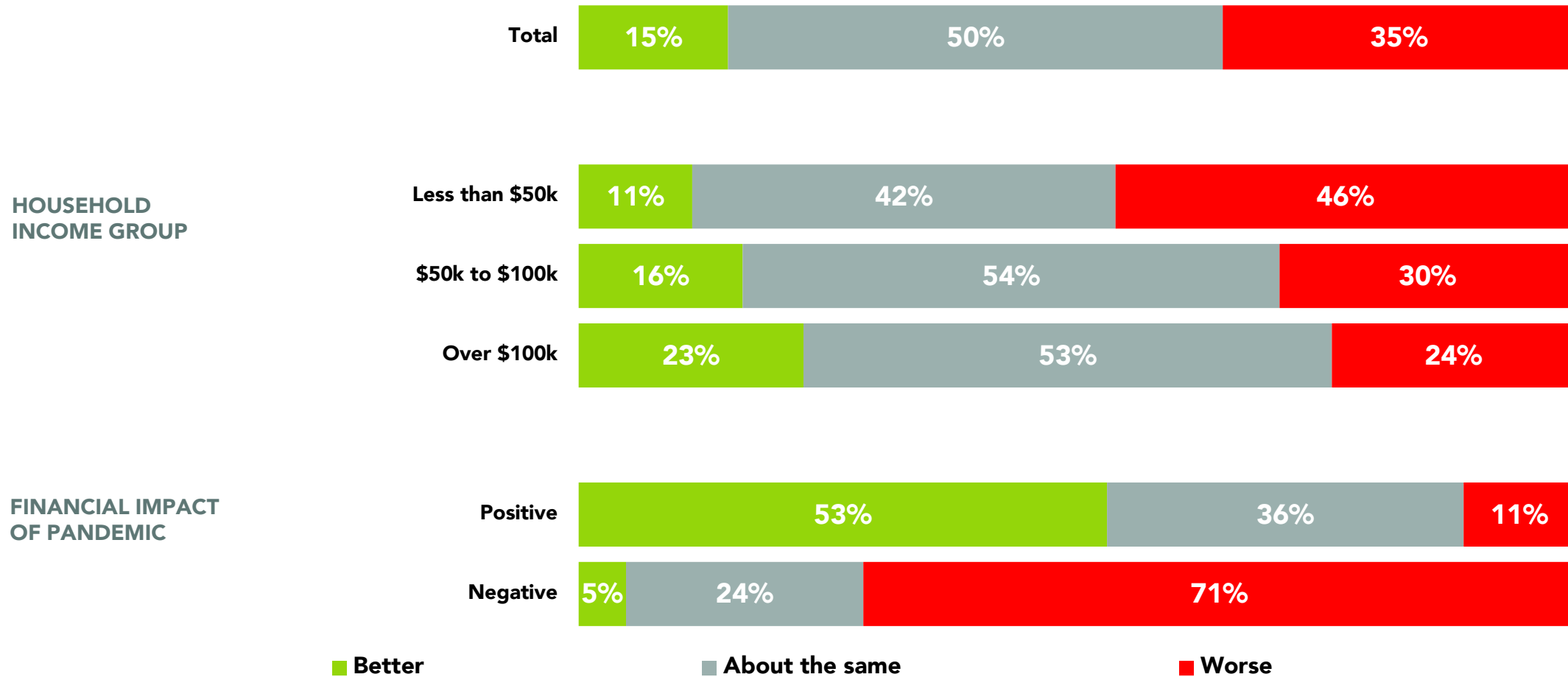
YOUR INCOME BEING ENOUGH TO COVER YOUR DAY TO DAY EXPENSES



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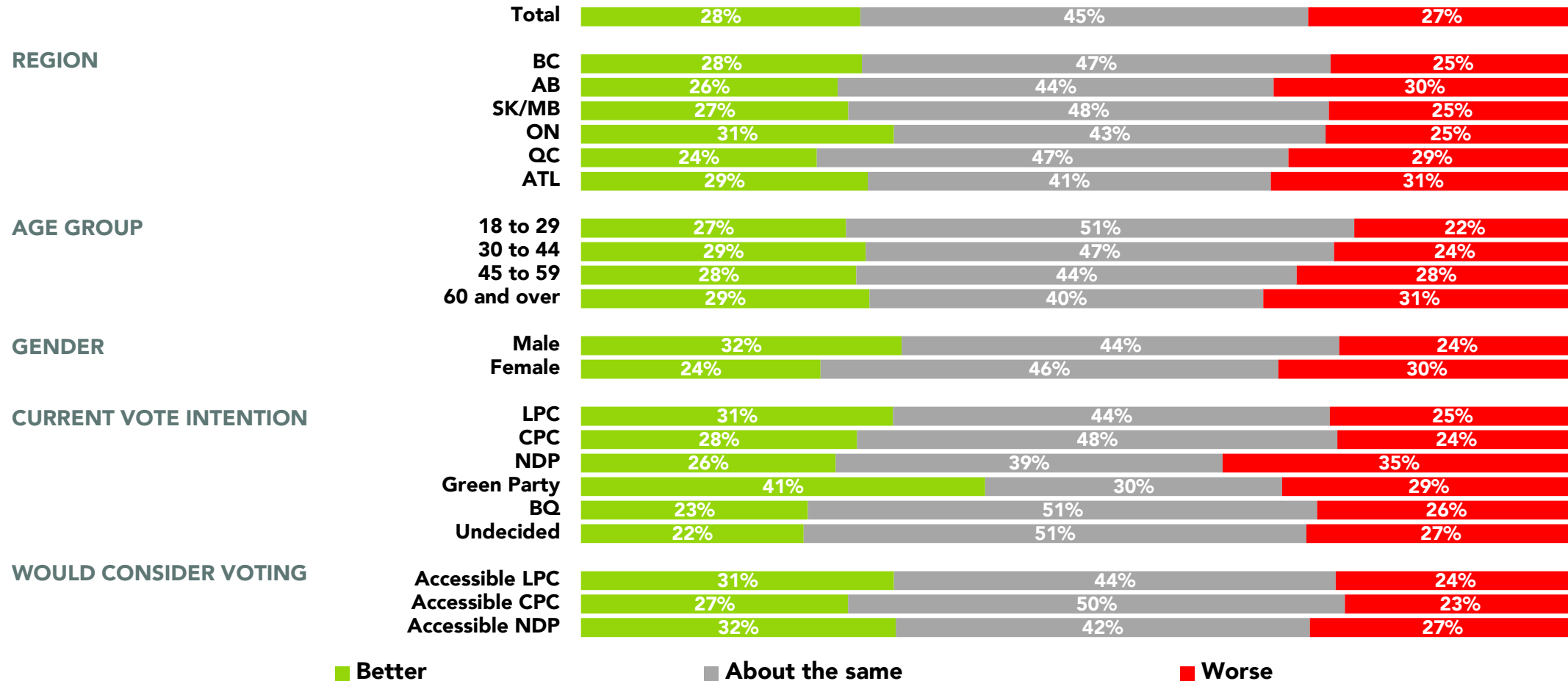
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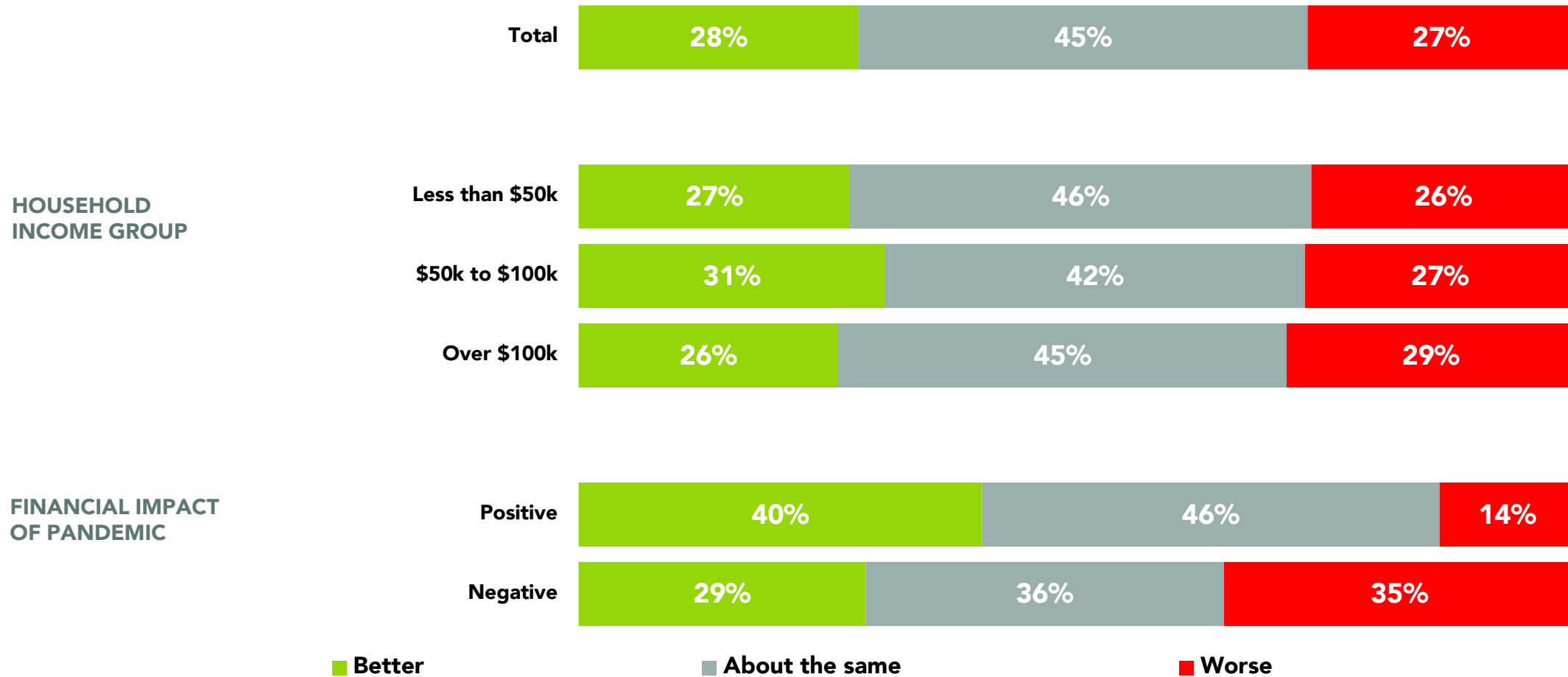
PROFITS FOR BIG CORPORATIONS



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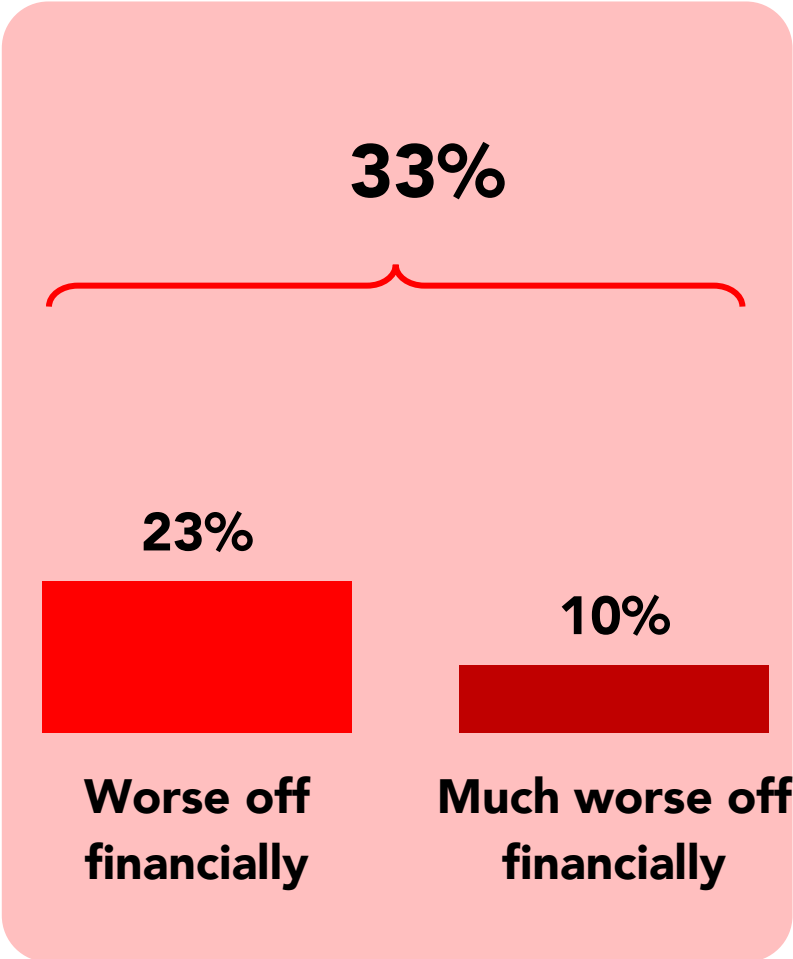
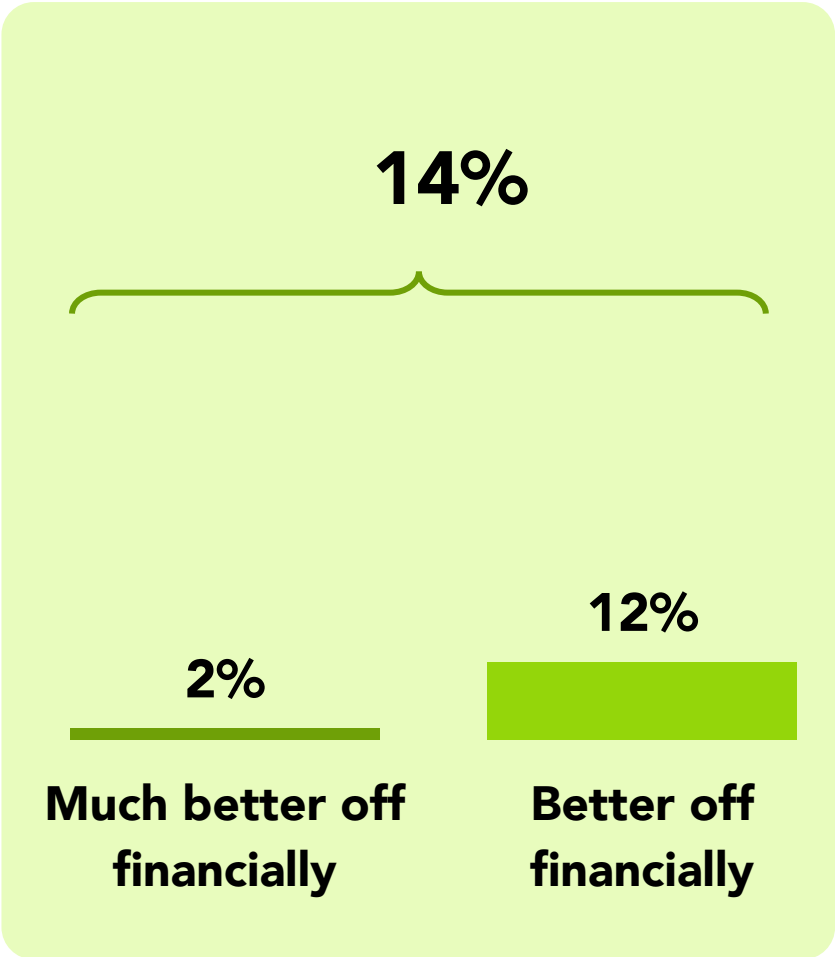
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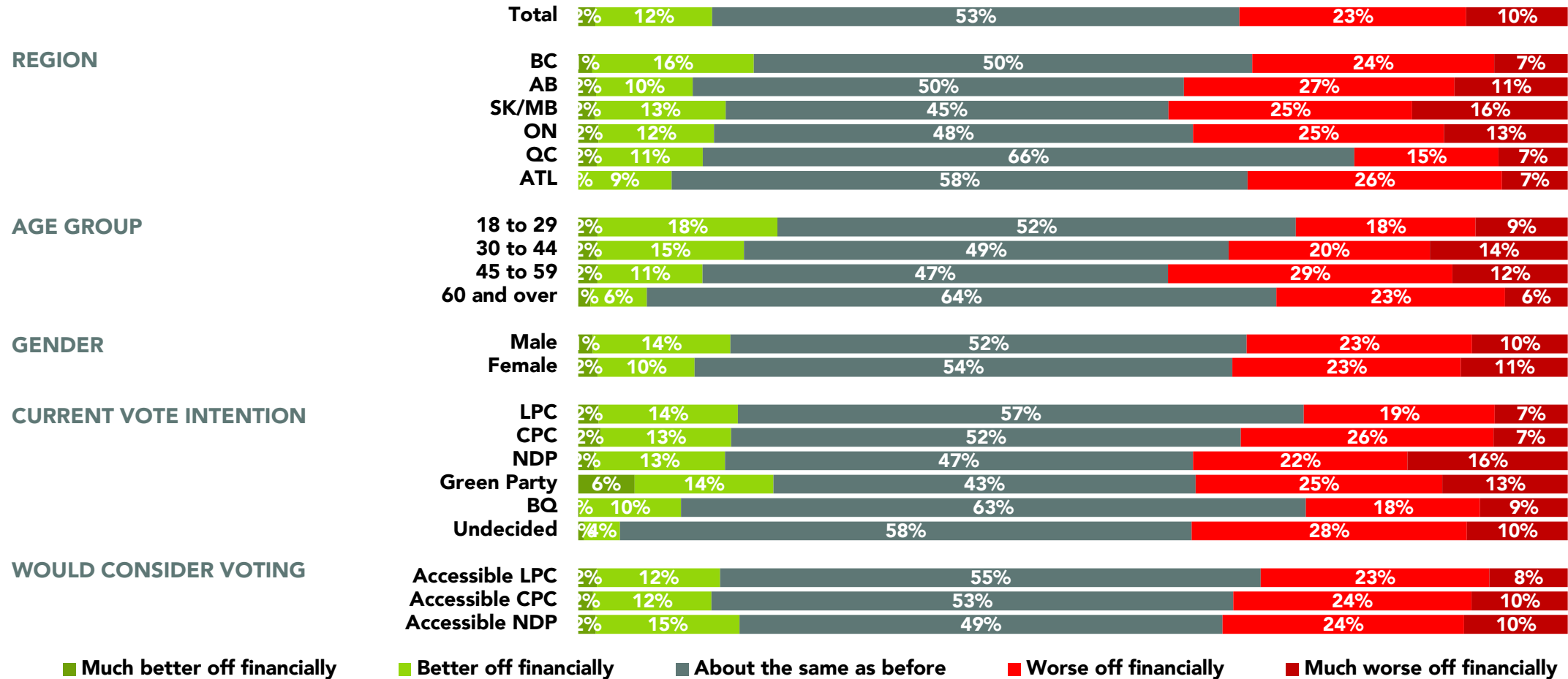
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1 IN 3 CANADIANS WERE FINANCIALLY AFFECTED BY THE PANDEMIC



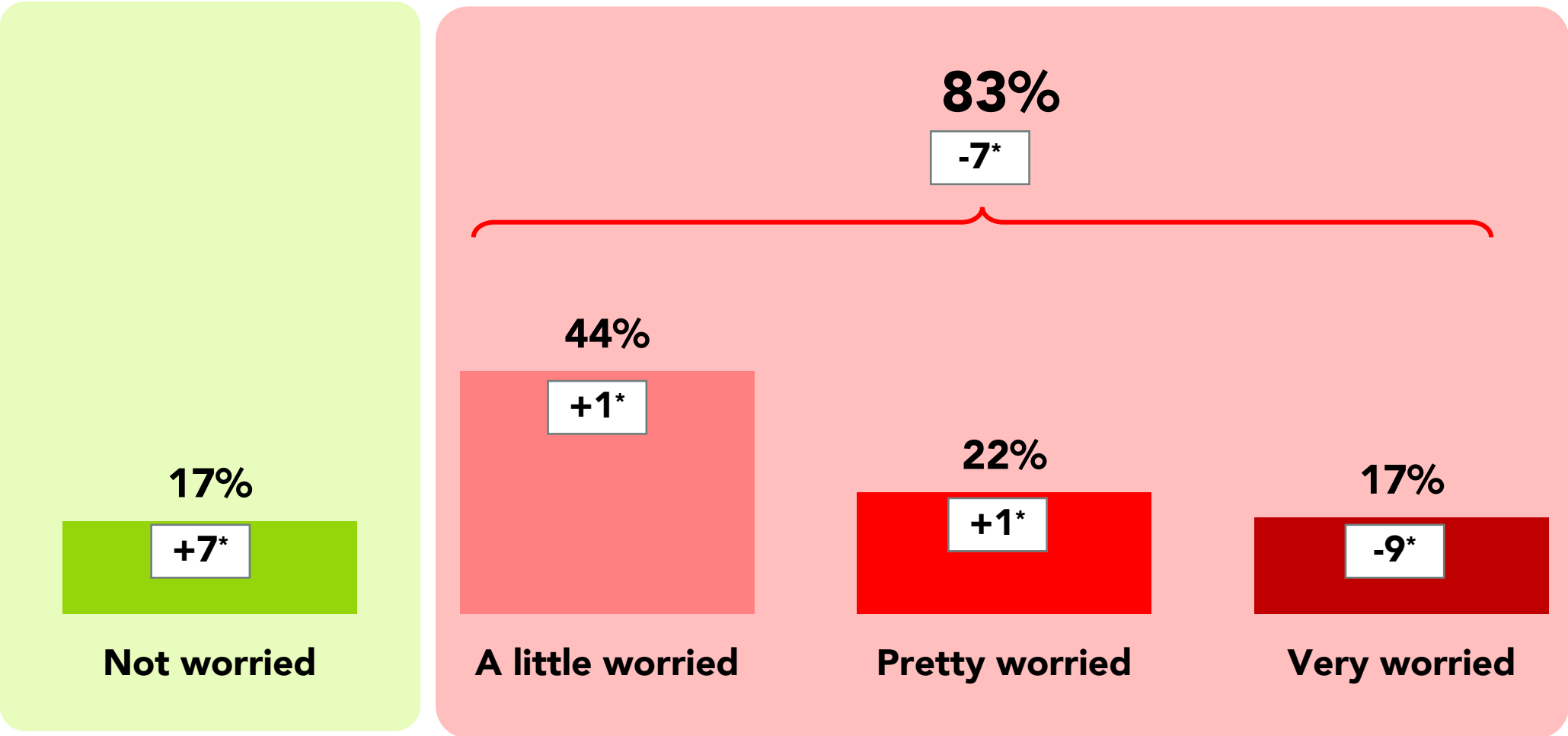
Thinking about your household budget and savings has the pandemic left you...

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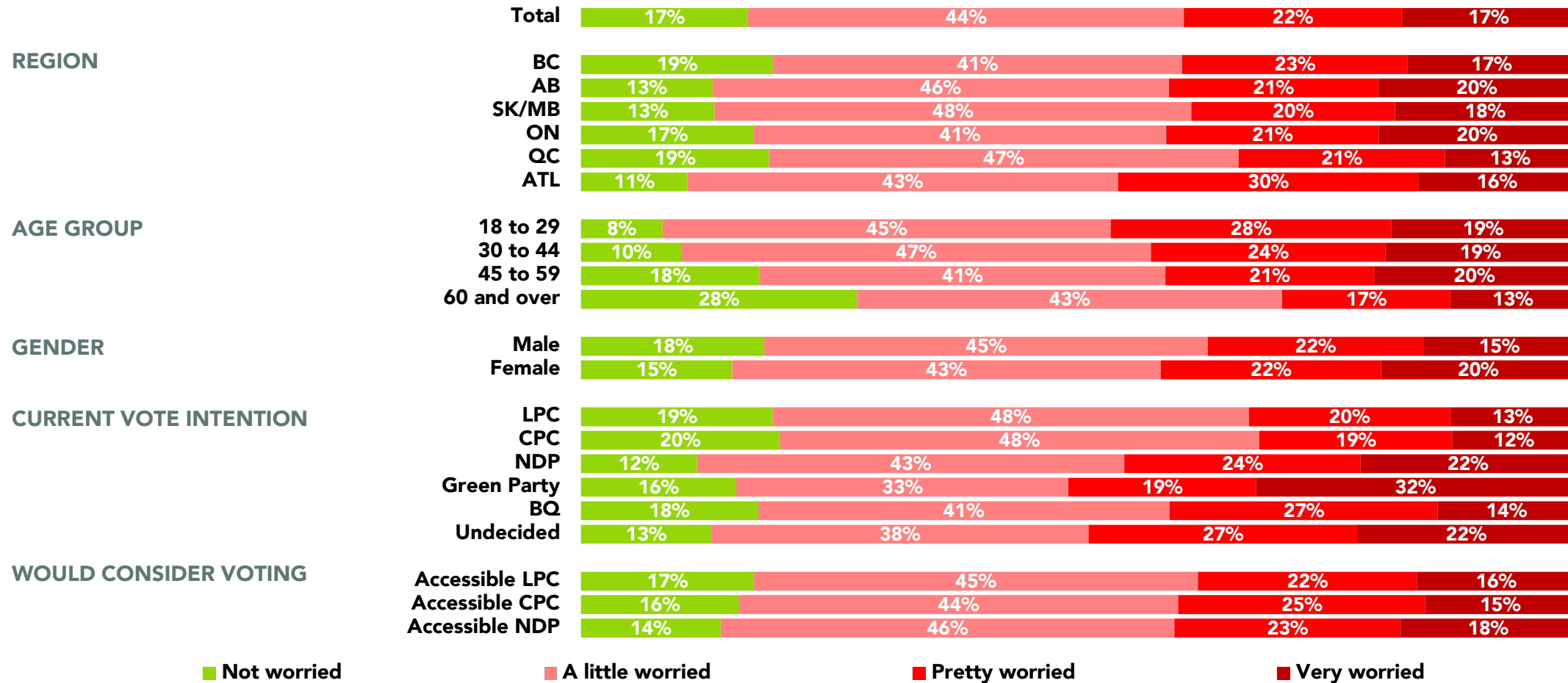
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8 IN 10 CANADIANS ARE WORRIED ABOUT THEIR COST OF LIVING RISING



How worried, if at all, are you personally about your cost of living and having enough income to pay for the things you need and want in your life?
Note: *From 2019-21

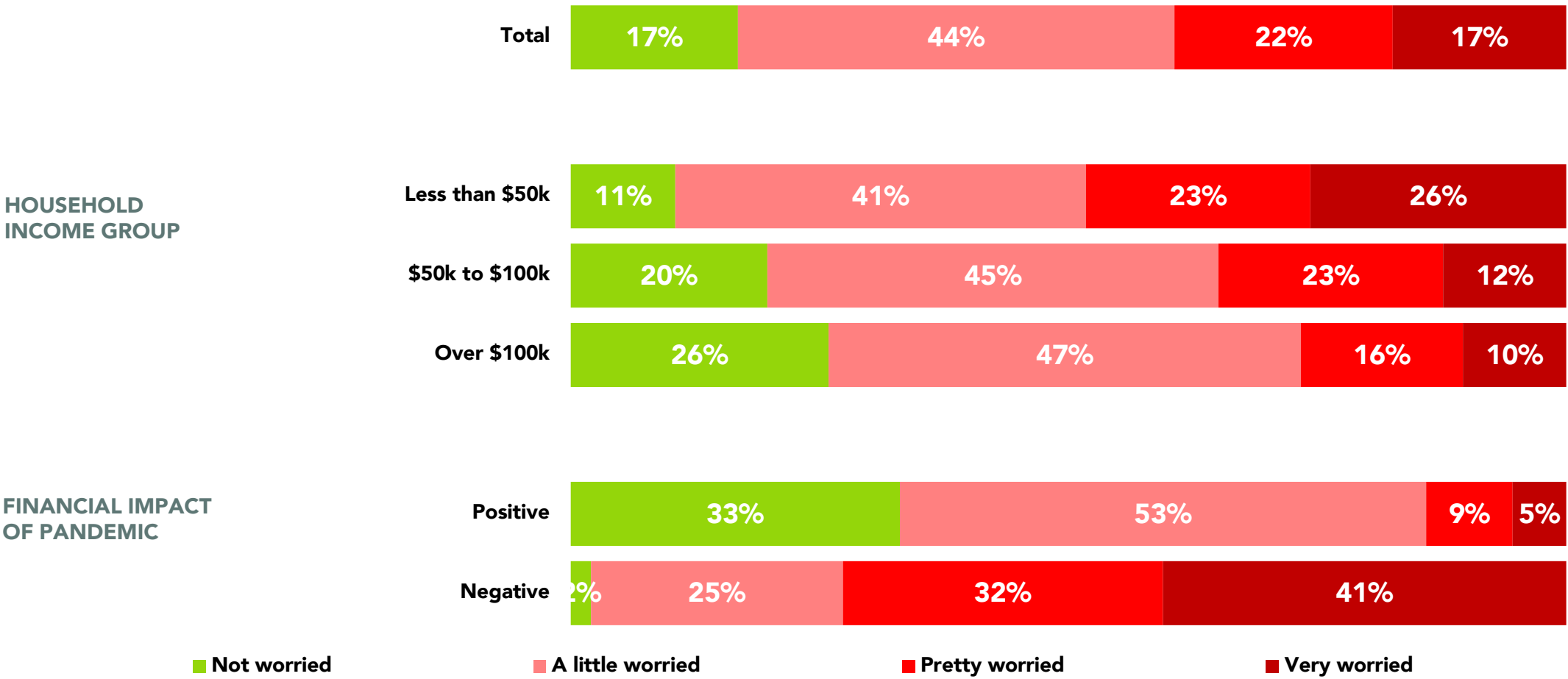
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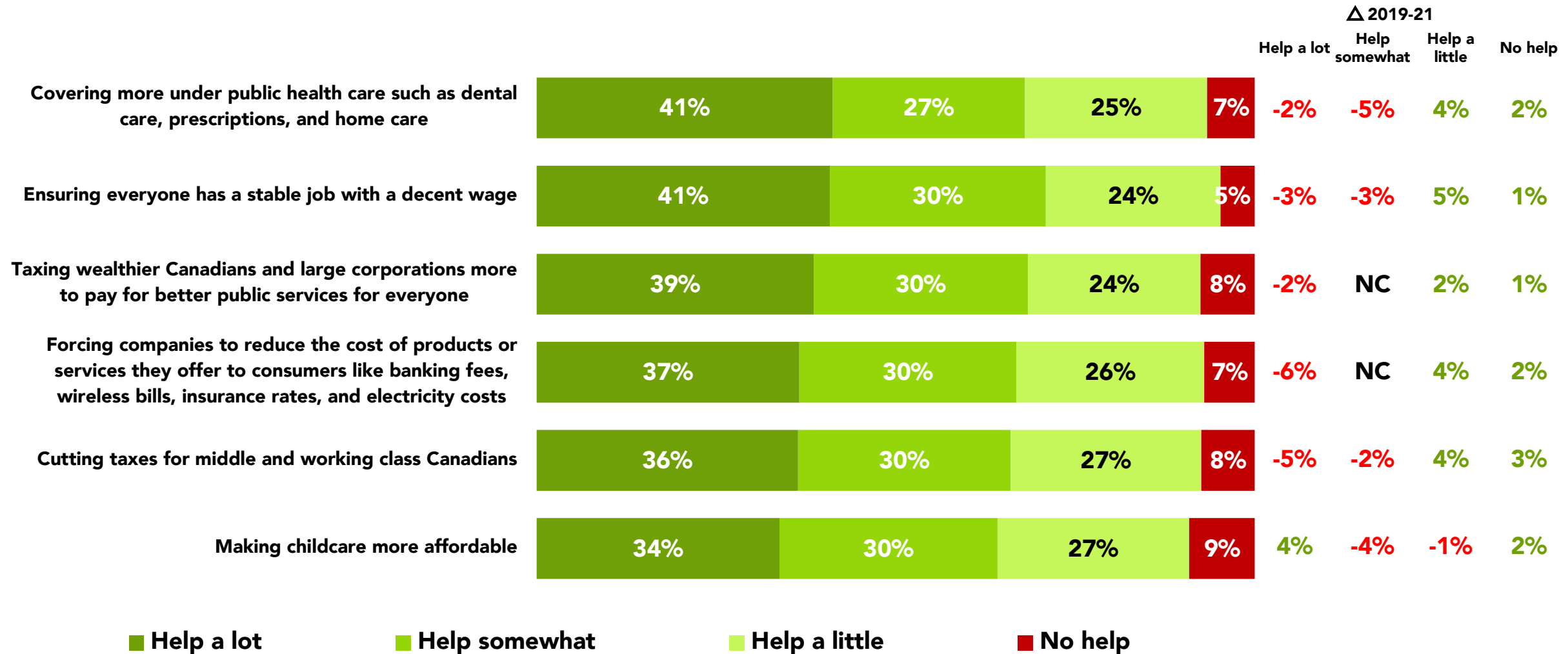
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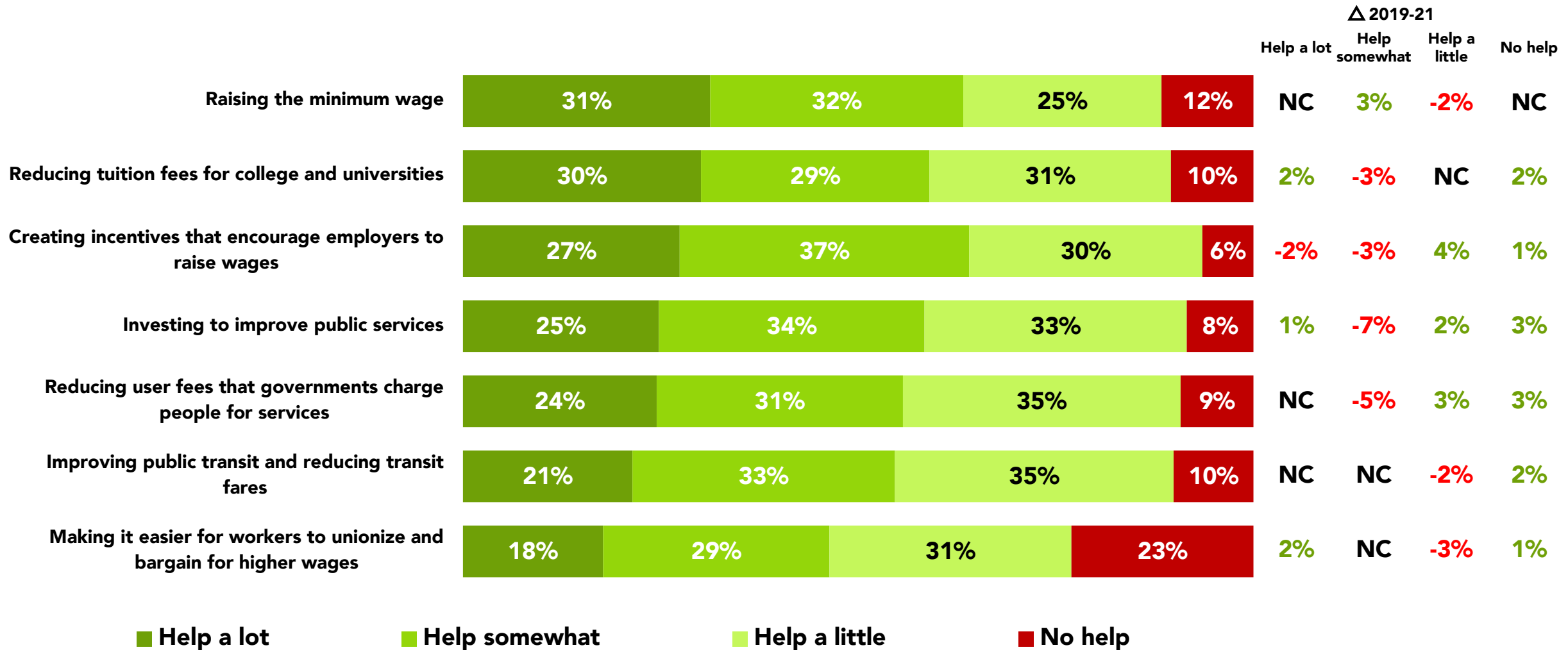


IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE...(1/2)



Now we want your thoughts on some possible solutions to rising cost of living. To what extent do you think the following ideas would help make life more affordable in Canada?

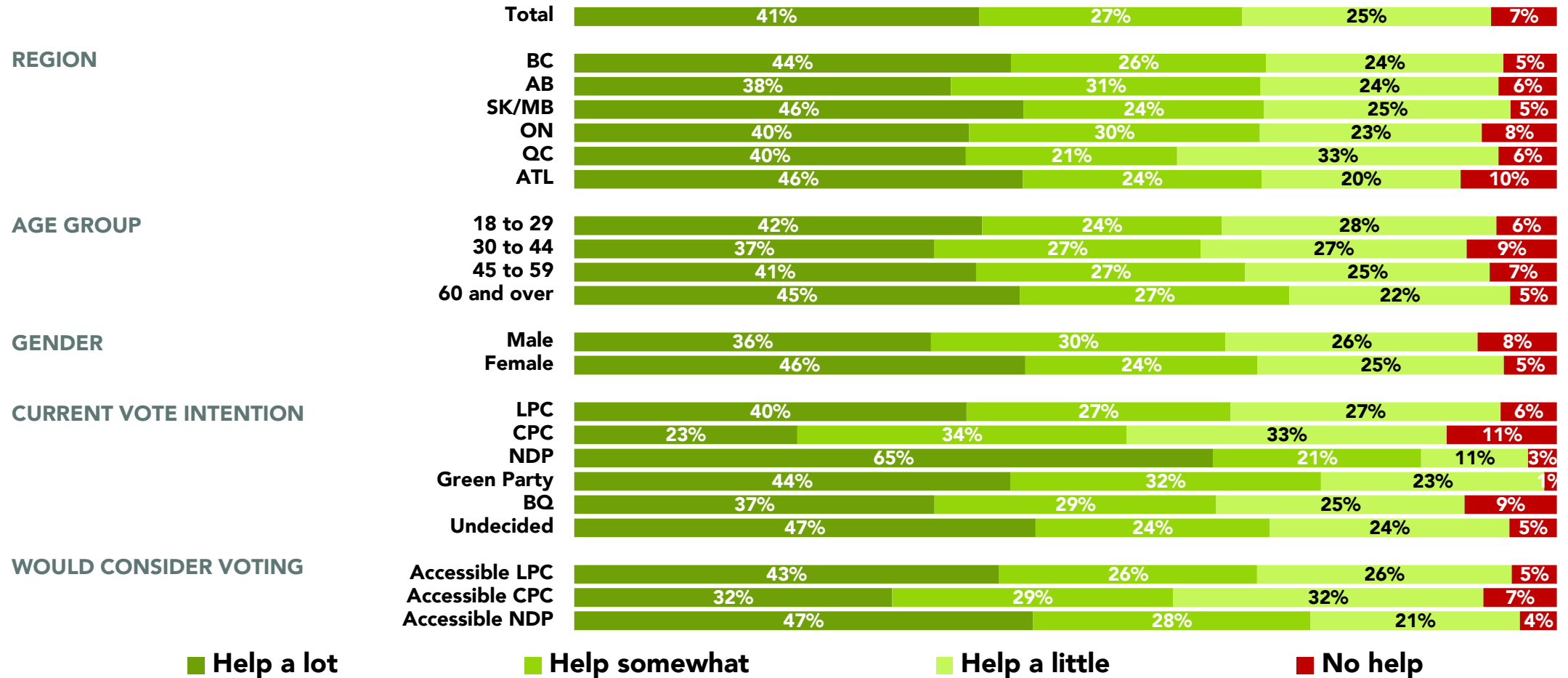
IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE...(2/2)



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IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE

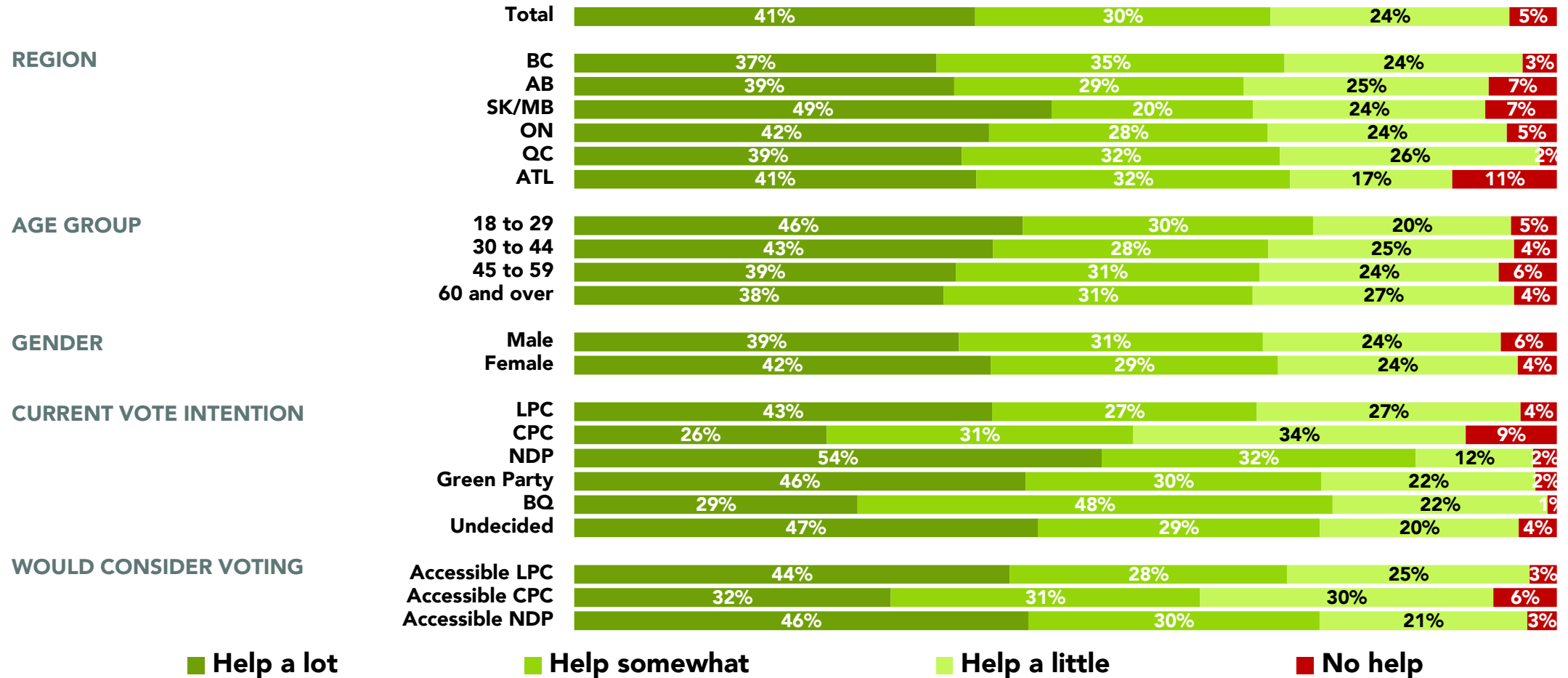
COVERING MORE UNDER PUBLIC HEALTH CARE SUCH AS DENTAL CARE, PRESCRIPTIONS, AND HOME CARE



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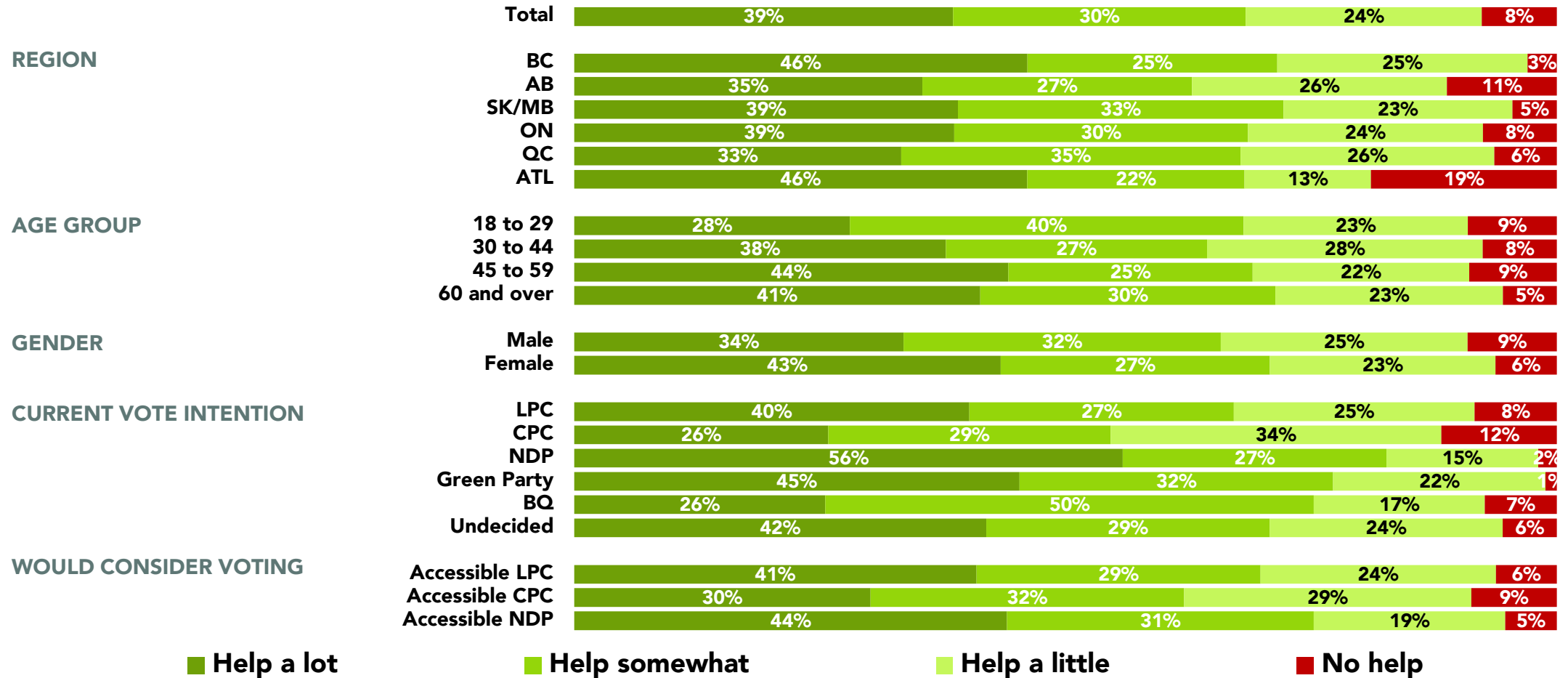
ENSURING EVERYONE HAS A STABLE JOB WITH A DECENT WAGE



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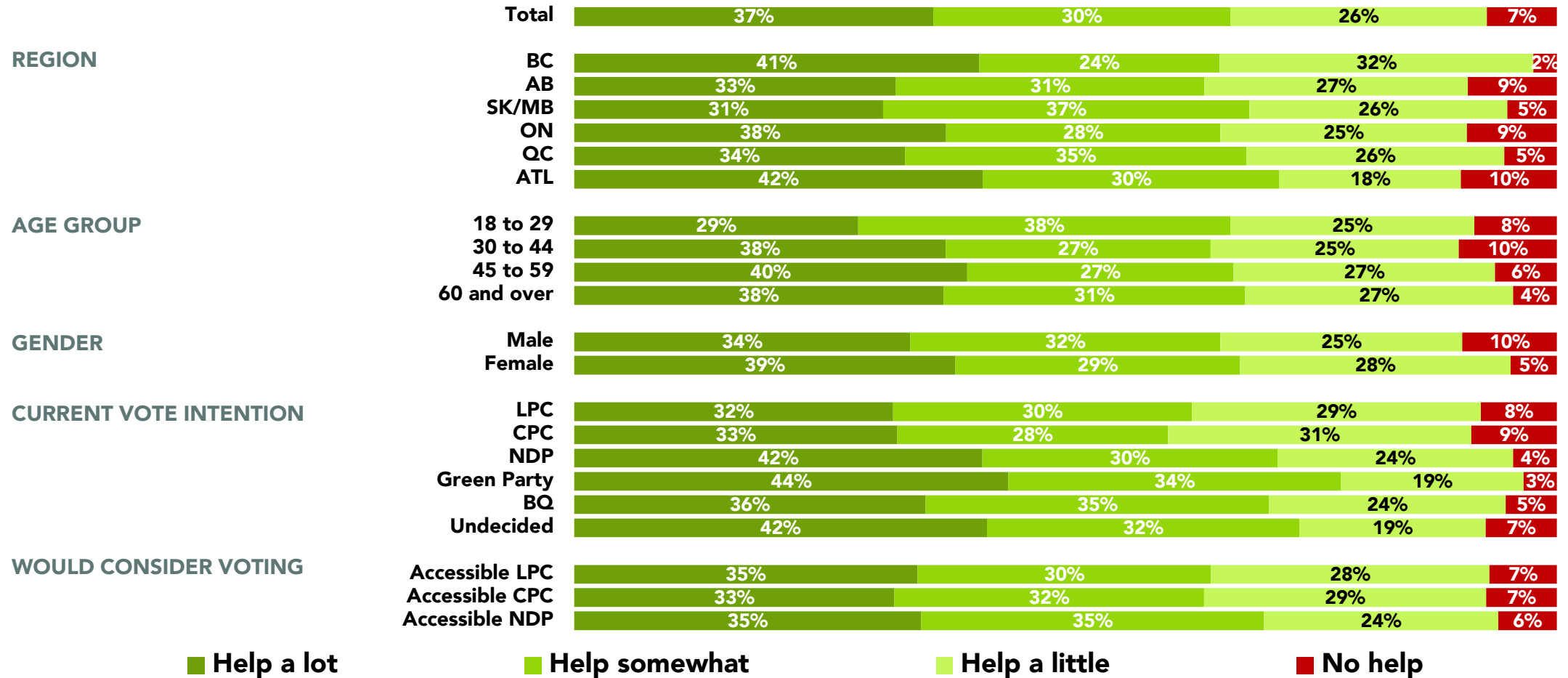
TAXING WEALTHIER CANADIANS AND LARGE CORPORATIONS MORE TO PAY FOR BETTER PUBLIC SERVICES FOR EVERYONE



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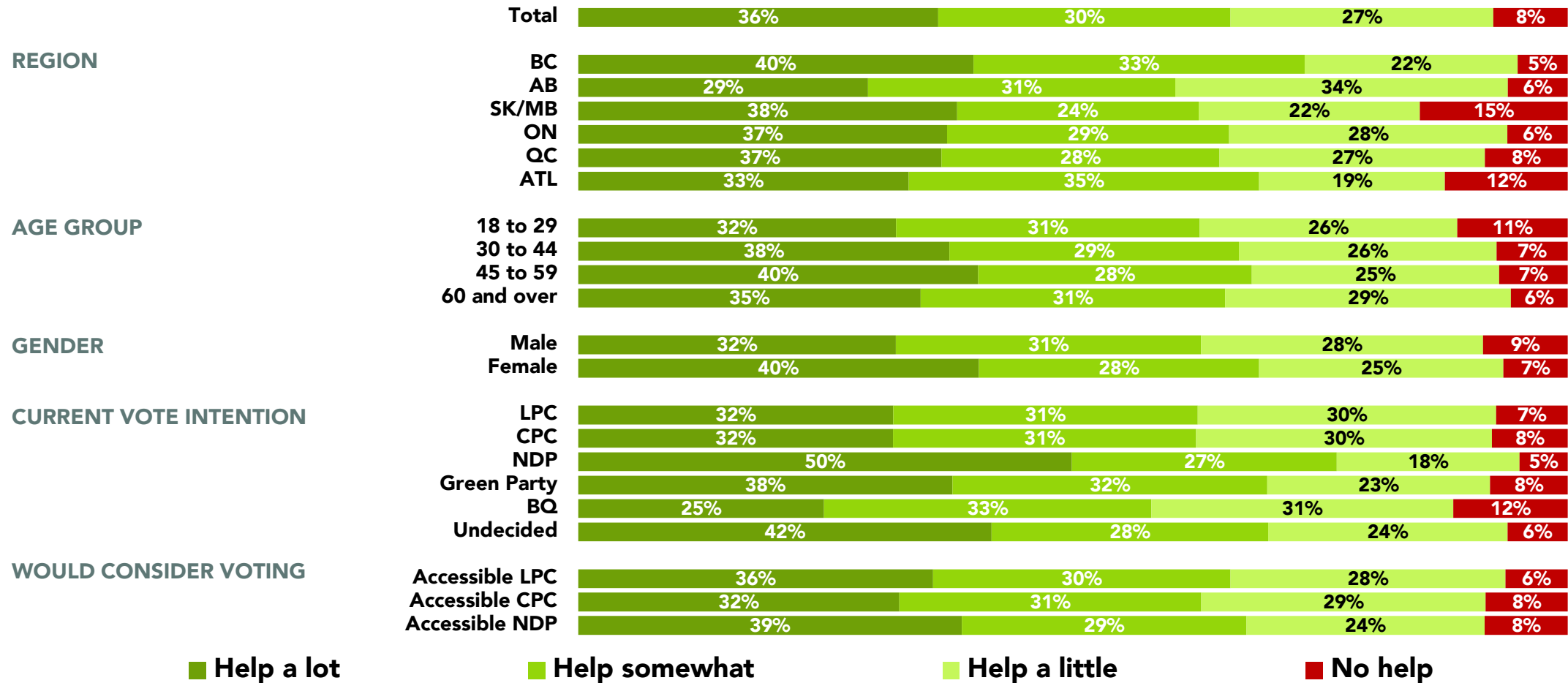
FORCING COMPANIES TO REDUCE THE COST OF PRODUCTS OR SERVICES THEY OFFER TO CONSUMERS LIKE BANKING FEES, WIRELESS BILLS, INSURANCE RATES, AND ELECTRICITY COSTS



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IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE

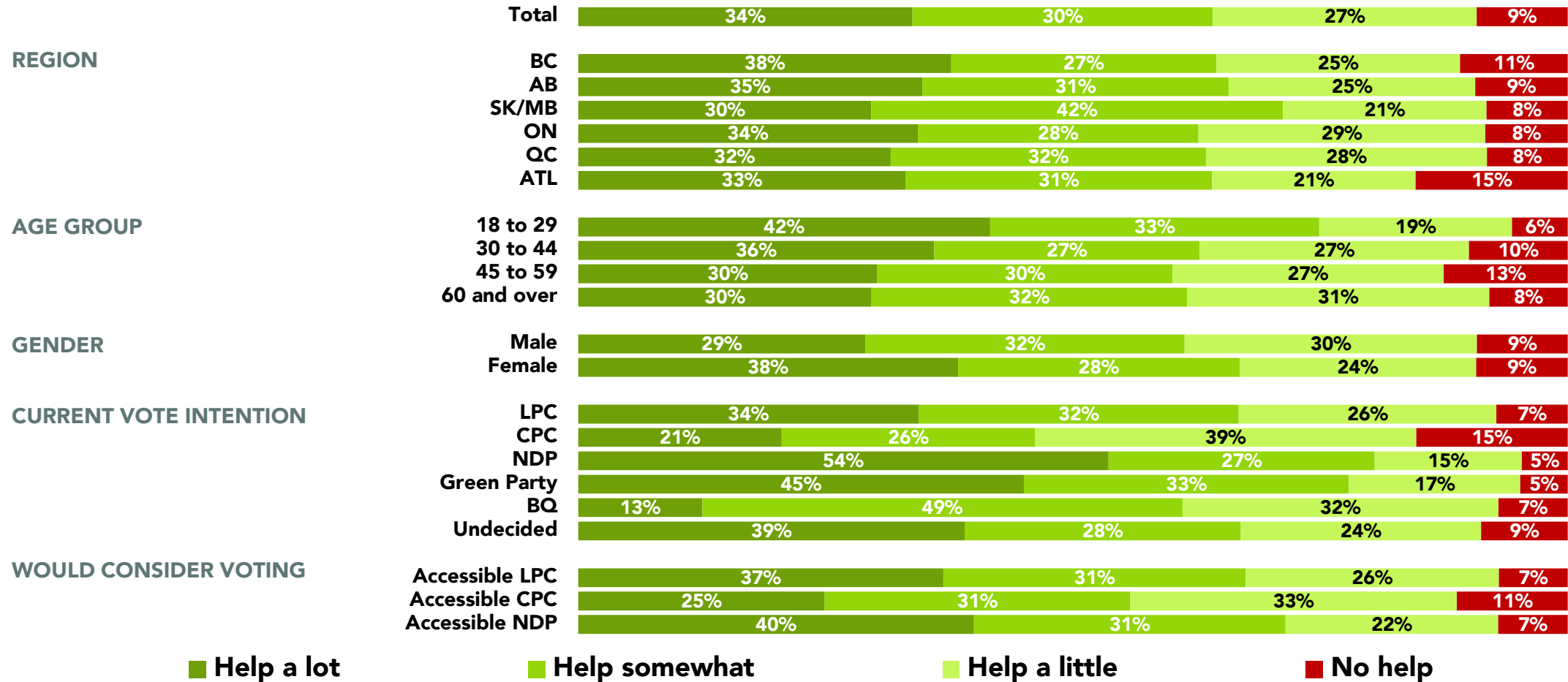
CUTTING TAXES FOR MIDDLE AND WORKING CLASS CANADIANS



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IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE

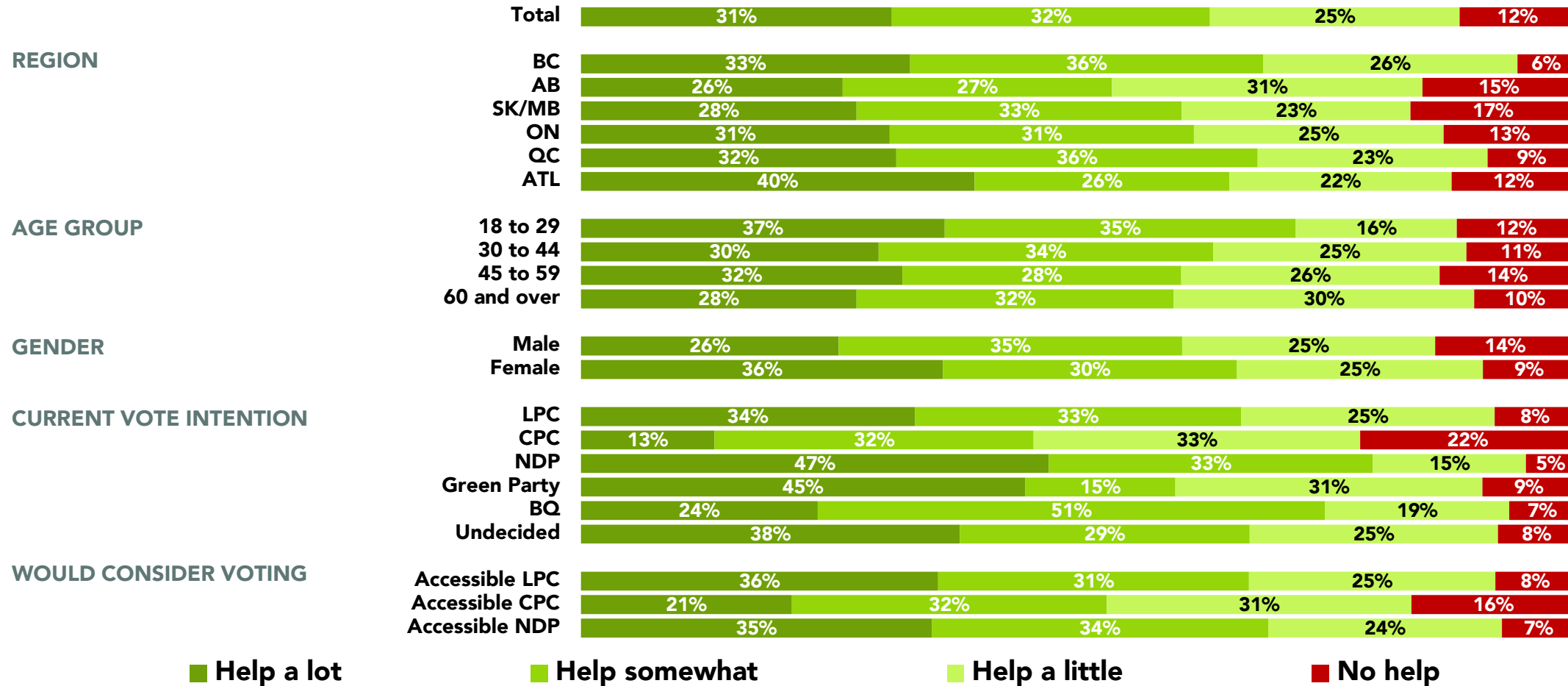
MAKING CHILDCARE MORE AFFORDABLE



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IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE

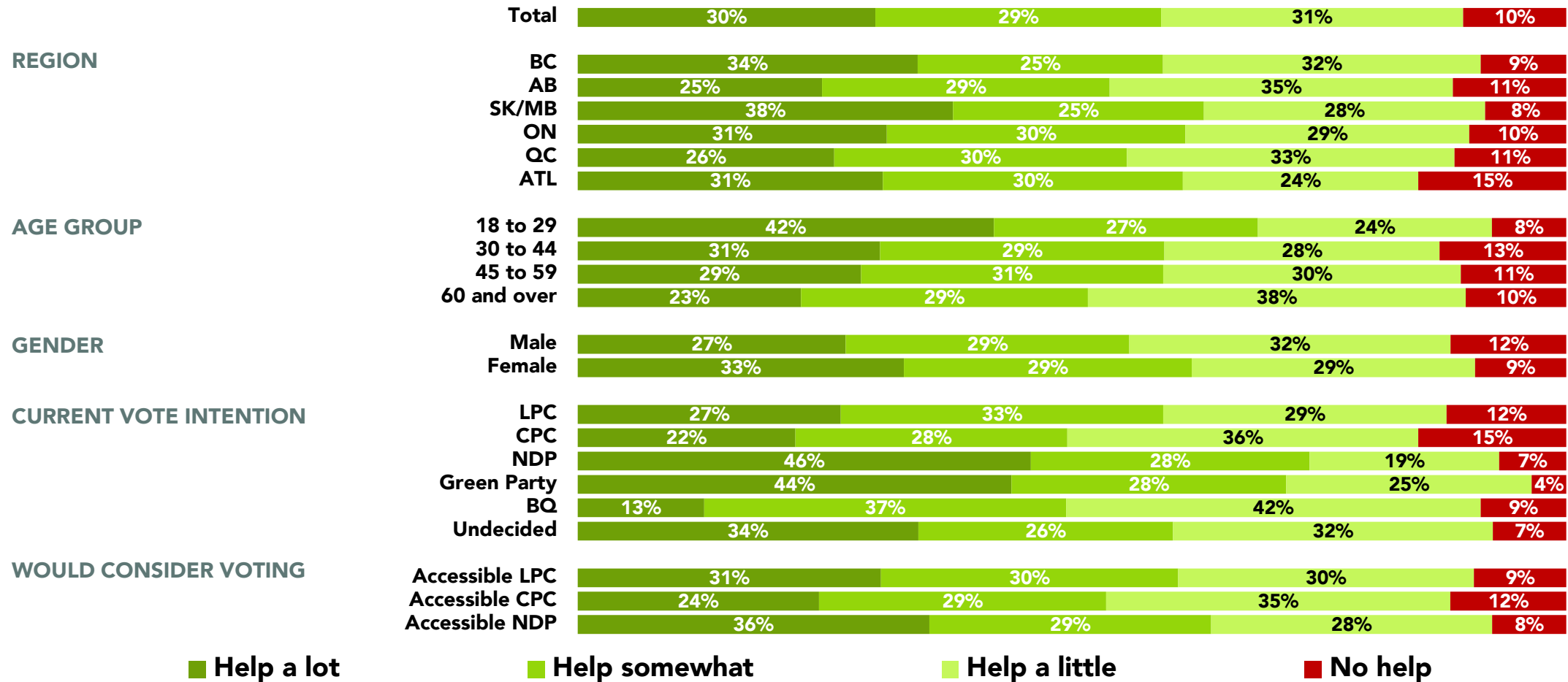
RAISING THE MINIMUM WAGE



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IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE

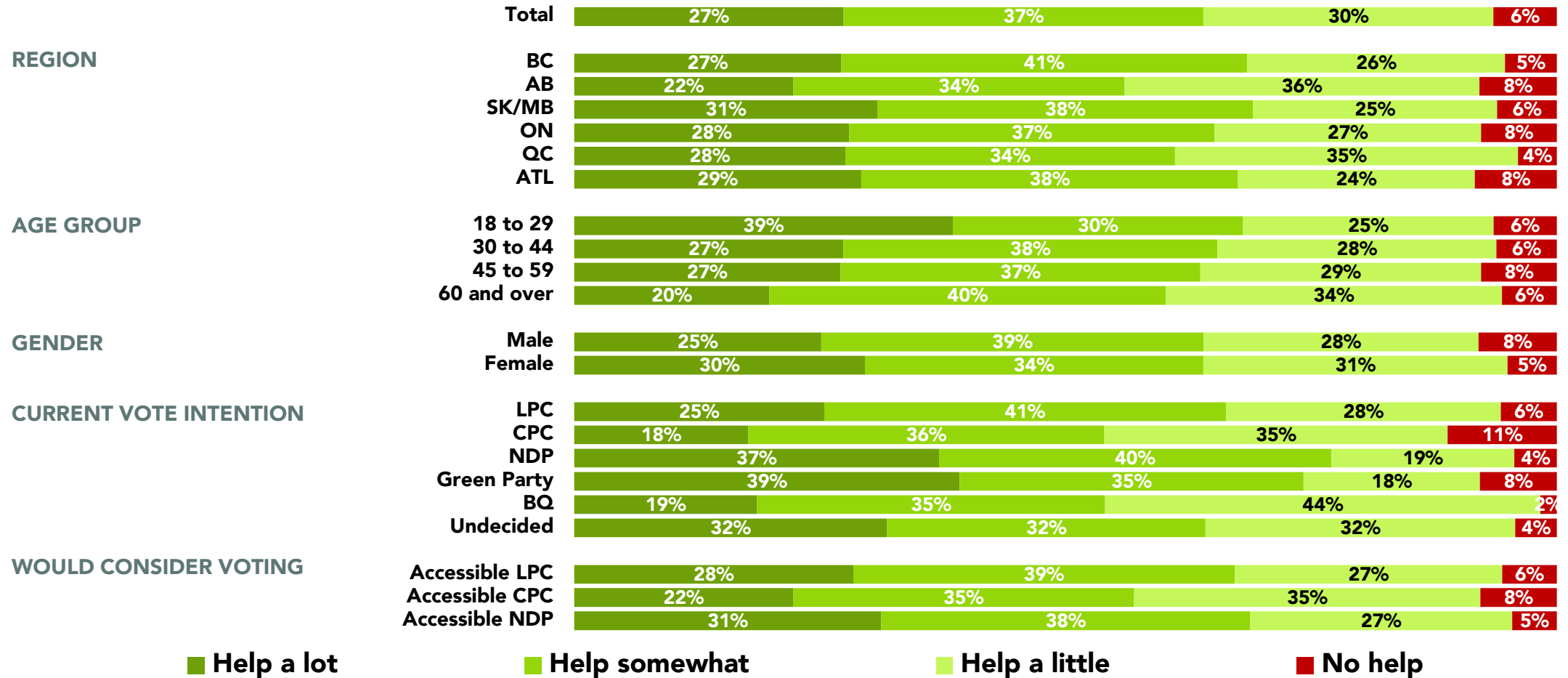
REDUCING TUITION FEES FOR COLLEGE AND UNIVERSITIES



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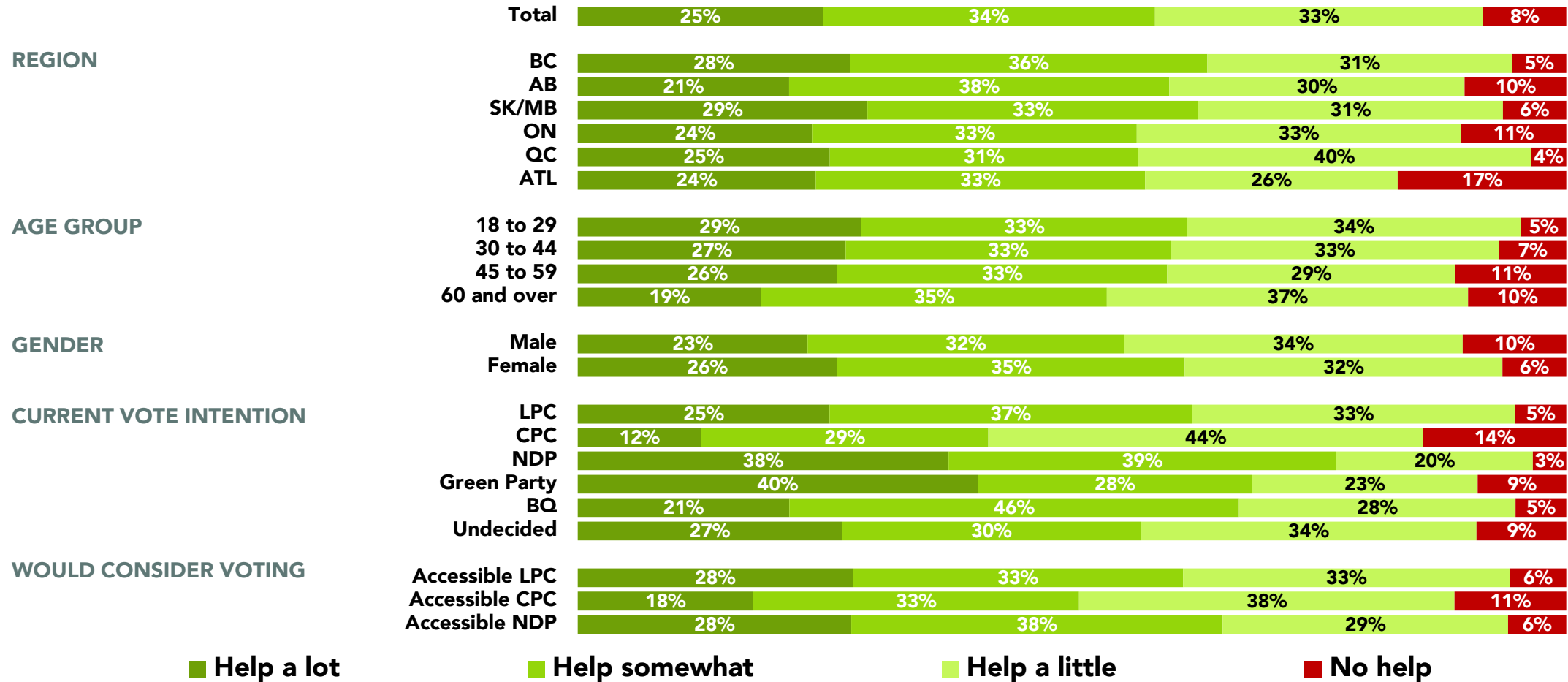
CREATING INCENTIVES THAT ENCOURAGE EMPLOYERS TO RAISE WAGES



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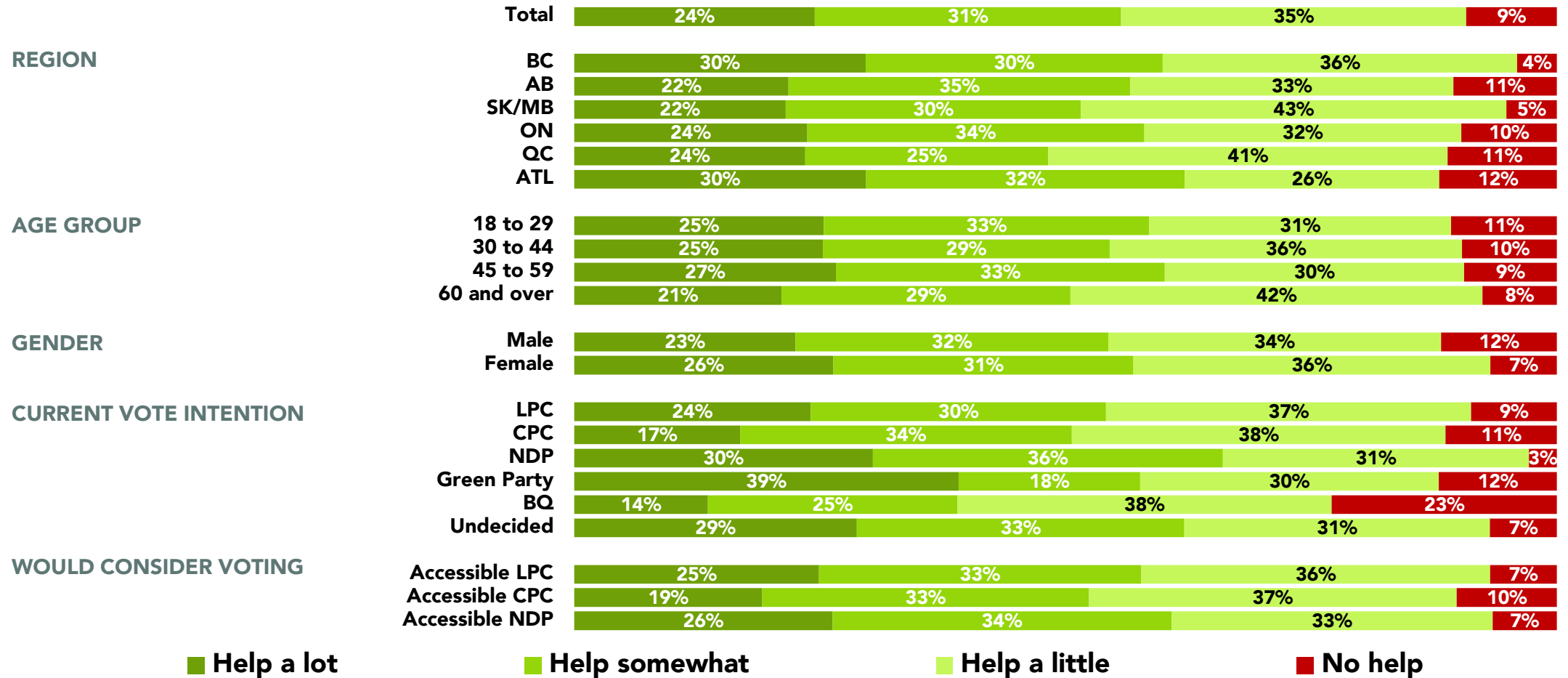
INVESTING TO IMPROVE PUBLIC SERVICES



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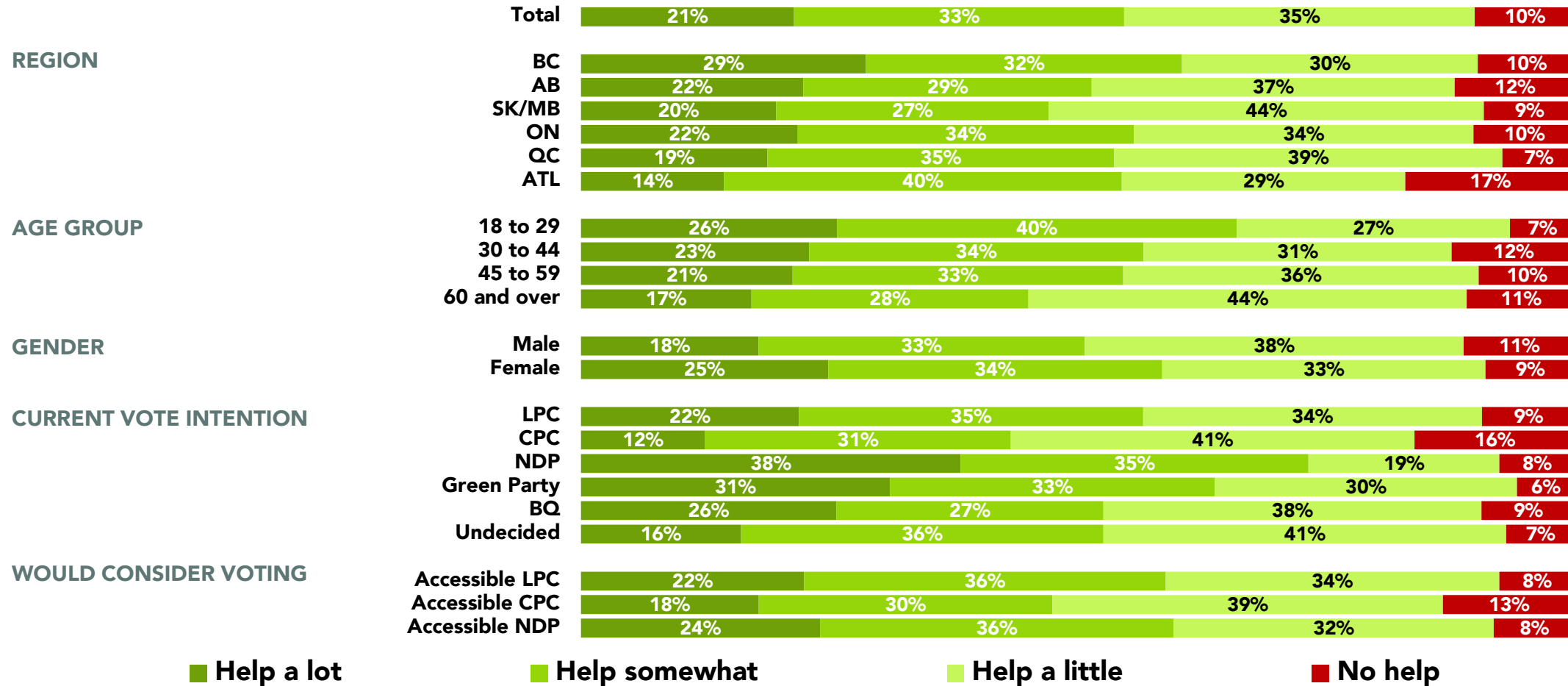
REDUCING USER FEES THAT GOVERNMENTS CHARGE PEOPLE FOR SERVICES



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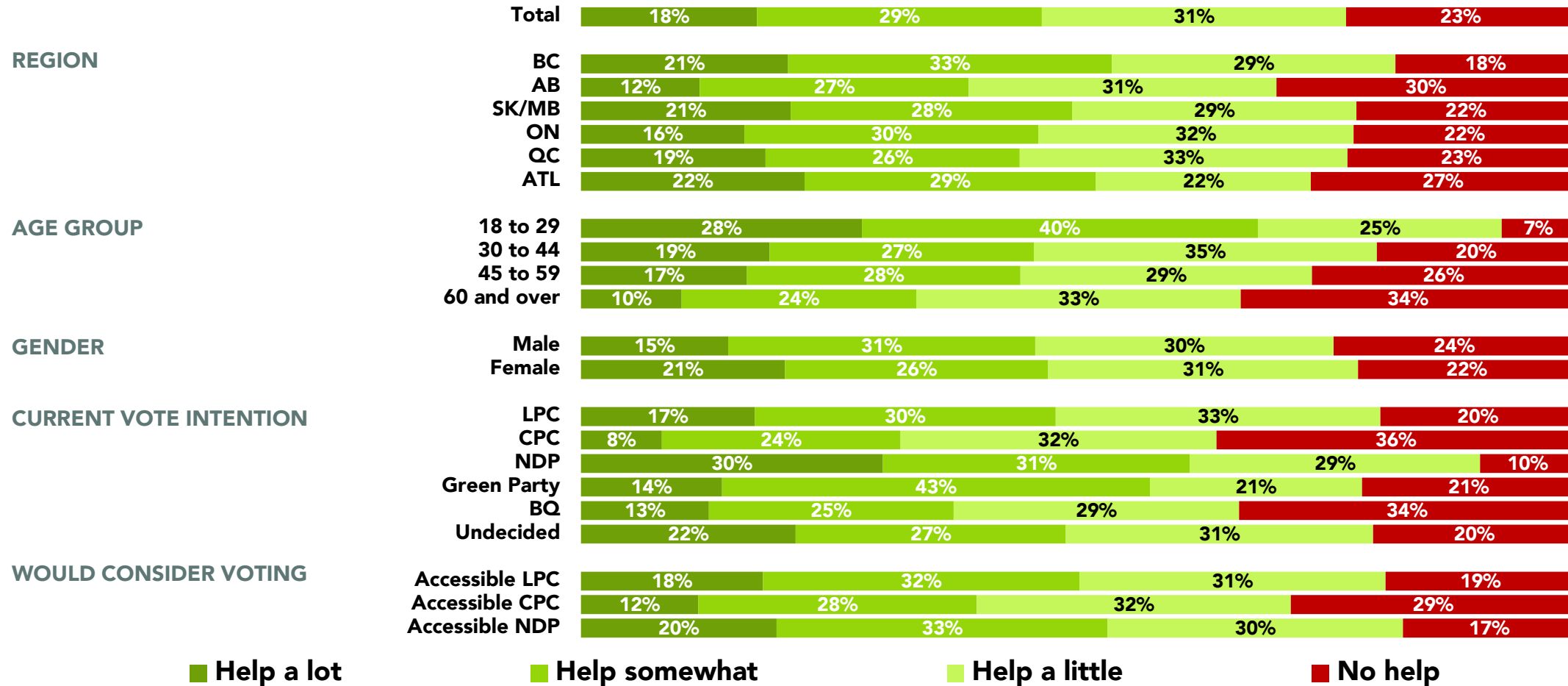
IMPROVING PUBLIC TRANSIT AND REDUCING TRANSIT FARES



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IDEAS THAT WOULD HELP MAKE LIFE MORE AFFORDABLE

MAKING IT EASIER FOR WORKERS TO UNIONIZE AND BARGAIN FOR HIGHER WAGES.



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