

**CANADIAN PRESS / LÉGER MARKETING**

# **How Different Generations of Canadians View the Future**

**Report**



## 1.0 Study Highlights

- Canadians under 40 years of age feel they have better prospects for the future than their parents did.

Question :      **(Under 40 years of age)** *In your view, are your future prospects BETTER THAN, NOT AS GOOD AS, or the SAME AS those of your parents' generations ?*      **(40 years and over)** *In your opinion, are the future prospects of the generations following yours, that is those between the ages of 18 and 40, BETTER THAN, NOT AS GOOD AS, or THE SAME AS those of your generation ?*

	<b>Under 40 years of age (n=631)</b>	<b>Over 40 years of age (n=869)</b>
Better	51%	24%
Not as good	28%	49%
The same	18%	22%
Don't know	2%	5%

- Under-40s will be better off financially than their parents were.

Question :      **(Under 40 years of age)** *In your view, is your financial situation BETTER THAN, NOT AS GOOD AS, or the SAME AS that of your parents' generations ?*      **(40 years and over)** *In your opinion, is the financial situation of the generations following yours BETTER THAN, NOT AS GOOD AS, or THE SAME AS that of your generation?*

	<b>Under 40 years of age (n= 631)</b>	<b>Over 40 years of age (n= 869)</b>
Better	49%	36%
Not as good	28%	40%
The same	21%	20%
Don't know	1%	4%

- Canadians of all ages are confident in the future for their children.

Question :      **(Under 40 years of age)** *Are you confident in the future for you and your children, if you have any children or plan on having children in the future?*      **(40 years and over)** *If you have any children, are you confident in the future for them ?*

	<b>Under 40 years of age(n=631)</b>	<b>Over 40 years of age (n=869)</b>
Yes, confident	73%	72%
No, not confident	23%	20%
Don't know / Refusal	4%	8%

- Canada's current economic climate has little or no impact on those under 40 years of age.

Question :            **(Under 40 years of age )** *Is your generation at an ADVANTAGE or at a DISADVANTAGE when it comes to Canada's current economic climate ?*            **(40 years and over)** *Are the generations that follow yours at an ADVANTAGE or at a DISADVANTAGE when it comes to Canada's current economic climate?*

	<b>Under 40 years of age (n=631)</b>	<b>Over 40 years of age (n=869)</b>
Advantage		41%
Disadvantage	44%	51%
Don't know / Refusal	11%	8%

## 2. Results

### 2.1 Canadians under 40 feel they will have a rosier future than their parents did

51% of Canadians under 40 feel their prospects for the future are better than their parents' were, while 28% feel theirs are less good and 18% feel theirs are similar.

As for Canadians over 40, 49% think that the future prospects for those under 40 are less good than their generation's, while 24% feel they are better and 22% think they are the same.

Among those under 40, the more optimistic were 60% of Ontarians and 61% of those with an income above \$60,000. In the over-40 age group, the most optimistic were 32% of those aged over 65.

Question : **(Under 40 years of age)** *In your view, are your future prospects BETTER THAN, NOT AS GOOD AS, or the SAME AS those of your parents' generations ?* **(40 years and over)** *In your opinion, are the future prospects of the generations following yours, that is those between the ages of 18 and 40, BETTER THAN, THE SAME AS, or NOT AS GOOD AS those of your generation*

	Under 40 years of age (n=631)	Over 40 years of age (n=869)
Better	51%	24%
Not as good	28%	49%
The same	18%	22%
Don't know	2%	5%

n=631 Respondents under 40 years of age	Better	Not as good	The same	Don't know
Atlantic Provinces	60%	30%	10%	0%
Quebec	36%	36%	27%	1%
Ontario	60%	22%	16%	2%
Prairies	47%	22%	20%	11%
Alberta	53%	25%	17%	4%
British Columbia	45%	36%	17%	3%
Canada	51%	28%	18%	2%

## 2.2 Canadians under 40 will be financially better off than their parents

49% of those under 40 say they will be financially better off than their parents' generation was, but 28% feel they will be less well off and 21% say they'll be the same.

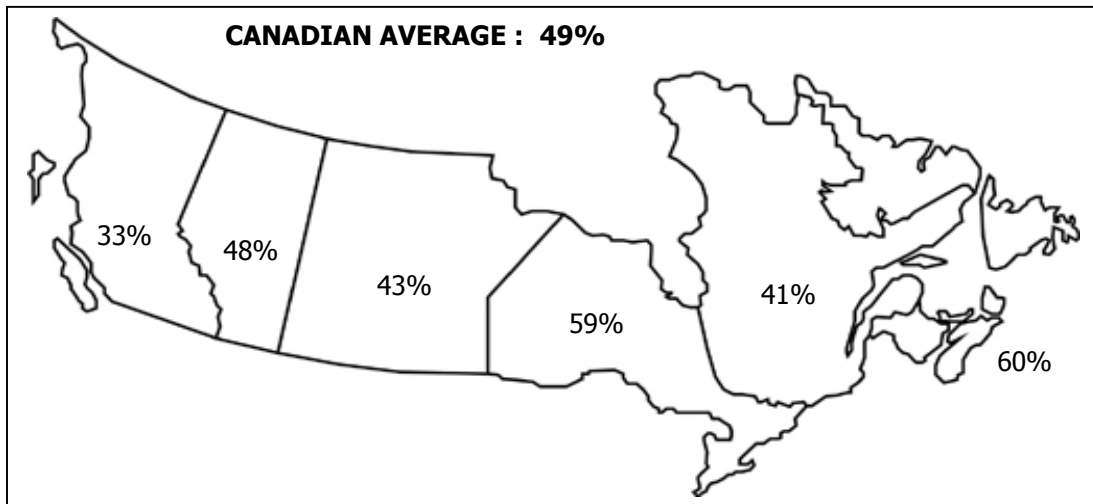
For their part, 36% of those over 40 think Canadians under 40 will be in a better financial situation than their own generation, while 40% feel it won't be as good and 20% say it'll be the same.

Once again, 59% of Ontarians, 60% of those with a higher income and 57% of those over 65 were the most optimistic.

Question :      **(Under 40 years of age )** *In your view, is your financial situation BETTER THAN, NOT AS GOOD AS, or the SAME AS that of your parents' generations ?*      **(40 years and over)** *In your opinion, is the financial situation of the generations following yours BETTER THAN, NOT AS GOOD AS, or THE SAME AS that of your generation?*

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### Percentage of Canadians under 40 who think their financial situation will be better than their parents' was



## 2.3 Canadians of all ages are confident in the future for their children

73% and 72% of those under 40 and those over 40 respectively say they are confident in the future for the children they have or may have in the future, while 23% of those under 40 and 20% of those over 40 do not have any confidence.

Question :            **(Under 40 years of age )** *Are you confident in the future for you and your children, if you have any children or plan on having children in the future?*            **(40 years and over)** *If you have any children, are you confident in the future for them ?*

	<b>Under 40 years of age (n=631)</b>	<b>Over 40 years of age (n=869)</b>
Yes, confident	73%	72%
No, not confident	23%	20%
Don't know / Refusal	4%	8%

## 2.4 Canada's current economic climate has little or no impact on those under 40

45% of those under 40 years of age feel that Canada's current economic climate puts them at an advantage, while 44% say that it puts them at a disadvantage.

As for the over-40s, 41% feel that Canada's current economic climate favours the under-40s while 51% think the opposite.

55% of the under-40s who earn over \$60,000 feel their generation has an advantage, but 51% of the over-40s and 55% of women in this same age group think the younger generation is at a disadvantage.

Question :            **(Under 40 years of age )** *Is your generation at an ADVANTAGE or at a DISADVANTAGE when it comes to Canada's current economic climate ?*            **(40 years and over)** *Are the generations that follow yours at an ADVANTAGE or at a DISADVANTAGE when it comes to Canada's current economic climate?*

	<b>Under 40 years of age (n=631)</b>	<b>Over 40 years of age (n=869)</b>
Advantage	45%	41%
Disadvantage	44%	51%
Don't know / Refusal	11%	8%

### **3.0 Methodology**

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between June 18 and June 23 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of  $\pm 2.6$ , 19 times out of 20.