

Voice of the People

Report



- Opinions are divided when it comes to the economic prosperity of future generations.

Question: *And do you think the next generation will be more economically prosperous, less economically prosperous or the same as now?*

N=1 503	A lot more prosperous	A little more prosperous	The same	A little less prosperous	A lot less prosperous	Don't know
Canada	9%	22%	31%	21%	11%	5%

- Canadians are especially worried about international security and environmental issues.

Question: *I'd now like to ask you how you feel about different elements of safety and security that affect us all and the world we live in. Using a scale where 1 means very poor and 5 means very good...*

N=1 503	<i>... how would you rate the following types of security... ?</i>	<i>... how they will be in 10 years time?</i>
	Average on 5	Average on 5
... Your national security	3,09	3,08
... People's current economic position in this country	3,02	2,95
... Your security in old age or retirement	2,77	2,66
... Environmental security	2,64	2,85
... International security	2,64	2,83

2. Results

2.1 Two out of five Canadians think that Canada is less safe than it was ten years ago.

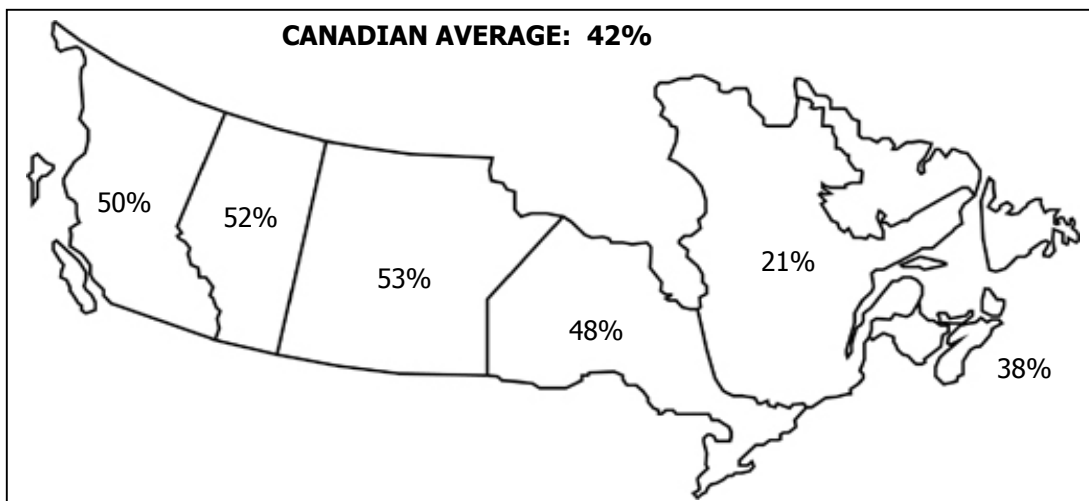
According to 42% of Canadians, compared to ten years ago, Canada is less safe, with 19% claiming the country is *much* less safe. Less than one in five Canadians (17%) believe that, on the contrary, the country is safer than it was ten years ago. A proportion of 38% consider that safety in the country is the same as it was ten years ago.

Quebeckers are more inclined to say that the country is safer (24%, with 5% claiming it is much more safe), or that safety in the country has not changed (53%), compared to ten years ago. In comparison, Albertans tend to claim that the country is less safe than it was ten years ago (53%, with 28% claiming it is much less safe.) Also, the tendency to believe that security has dropped in the country is more pronounced with respondents 65 years old or more (53%) compared to the 18 to 24 year olds (30%).

Question: *Generally speaking, do you think that in comparison with 10 years ago, this country is SAFER or LESS safe than it was 10 years ago or is it THE SAME?*

N=1 503	A lot safer	A little safer	The same	A little less safe	A lot less safe	Don't know
Atlantic Provinces	4%	11%	43%	18%	20%	5%
Quebec	5%	19%	53%	13%	8%	2%
Ontario	5%	12%	32%	26%	22%	4%
Prairies	0%	12%	33%	30%	23%	2%
Alberta	2%	8%	34%	24%	28%	3%
British-Columbia	2%	9%	36%	30%	20%	3%
Canada	4%	13%	38%	23%	19%	3%

Proportion of Canadians who believe the country is less safe than it was 10 years ago.



2.2 Close to half of Canadians say the country is much more prosperous

According to 46% of Canadians, Canada is more economically prosperous today than it was ten years ago, and of this number, 15% believe the country is even *much* more prosperous. On the other hand, 27% of Canadians consider that the country is less prosperous and 23% see no change in economic prosperity.

More men (52%) and Albertans (55%) are of the opinion that Canada is more economically prosperous compared to ten years ago. Conversely, women (31%) and British-Columbians (48%) tend to say that the country is less prosperous.

Question : *And overall, do you think this country is MORE economically prosperous, LESS economically prosperous today than 10 years ago or is it THE SAME?*

N=1 503	A lot more prosperous	A little more prosperous	The same	A little less prosperous	A lot less prosperous	Don't know
Atlantic Provinces	14%	34%	31%	9%	6%	5%
Quebec	11%	37%	28%	14%	7%	2%
Ontario	16%	30%	19%	21%	8%	5%
Prairies	12%	35%	22%	9%	11%	11%
Alberta	19%	36%	26%	12%	4%	2%
British-Columbia	15%	16%	17%	31%	17%	4%
Canada	15%	31%	23%	18%	9%	4%

46%
27%

2.3 Canadians are personally more prosperous than they were ten years ago.

On the whole, 41% of Canadians consider themselves to be more prosperous in terms of their personal or household economic prosperity, compared to ten years ago. On the other hand, 27% claim they are less prosperous and 29% say their personal economic prosperity has not changed much.

Respondents 18 to 24 years old (52%), 25 to 34 years old (63%), people with jobs (47%), and people with a household income above \$80,000 (62%) are among those who claim they are personally more prosperous. On the other hand, women (30%), respondents 55 to 64 years of age (41%), retired employees (35%), the unemployed (39%) and people with a household income less than \$20,000 (47%) are among those who are most likely to consider themselves less prosperous than they were ten years ago.

Question : *Thinking now about you and your family, do you think you are MORE economically prosperous, LESS economically prosperous today than 10 years ago or about THE SAME?*

N=1 503	A lot more prosperous	A litte more prosperous	The same	A little less prosperous	A lot less prosperous	Don't know
Atlantic Provinces	16%	24%	31%	14%	14%	2%
Quebec	11%	22%	36%	20%	7%	2%
Ontario	18%	25%	25%	17%	10%	4%
Prairies	16%	28%	29%	14%	11%	3%
Alberta	21%	26%	29%	11%	11%	3%
British-Columbia	20%	24%	24%	18%	12%	2%
Canada	17%	24%	29%	17%	10%	3%

41%
27%

2.4 The majority of Canadians think the country will be less safe for future generations.

According to over half of Canadians (57%), the next generation will live in a less safe world, and close to a quarter of Canadians (24%) go as far as saying the world will be *much* less safe. On the contrary, a proportion of 16% believe that the world will be safer for future generations and 22% think that world safety will remain the same.

Women (61%), respondents between 55 and 64 years old (66%) or those 65 years old and over (71%), retired employees (68%) and people with a household income below \$20,000 (66%) are among those who believe the world will be **less safe**. Men (19%), respondents 18 to 24 years old (24%) and people who have a job (18%) are among those who believe that the world will be **safer** for future generations.

Question : *Do you think the next generation will live in a safer or less safe world or will it be the same as now?*

N=1 503	A lot safer	A little safer	The same as now	A little less safe	A lot less safe	Don't know
Atlantic Provinces	7%	5%	20%	36%	30%	2%
Quebec	4%	14%	27%	35%	18%	2%
Ontario	5%	12%	22%	32%	22%	6%
Prairies	3%	20%	22%	28%	21%	6%
Alberta	5%	11%	15%	32%	33%	4%
British-Columbia	1%	10%	20%	35%	29%	5%
Canada	4%	12%	22%	33%	24%	5%

} 16%
} 57%

2.5 Opinions are divided when it comes to the economic prosperity of future generations

When it comes to the economic prosperity of the next generation, there are as many Canadians who believe it will be better, than there are who believe the opposite or who do not expect any change in that respect. Sure enough, even though 31% of the population is optimistic about the economic prosperity of future generations, 32% are rather pessimistic and 31% do not expect any change.

Men (35%), respondents 18 to 24 years old (41%) or 25 to 34 years old are more inclined to believe that the next generation will experience **greater economic prosperity**. On the other hand women (36%) tend to believe that future generations will be **less prosperous** on the economic level. Moreover, there are significantly more Quebeckers (46%) who believe that future generations will be **neither more nor less economically prosperous**.

Question : *And do you think the next generation will be more economically prosperous, less economically prosperous or the same as now?*

N=1 503	A lot more prosperous	A little more prosperous	The same as now	A little less prosperous	A lot less prosperous	Don't know
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Quebec	7%	19%	46%	21%	6%	1%
Ontario	9%	23%	29%	21%	12%	6%
Prairies	9%	25%	26%	18%	12%	9%
Alberta	13%	18%	26%	24%	12%	7%
British-Columbia	8%	22%	23%	24%	16%	7%
Canada	9%	22%	31%	21%	11%	5%

31%
32%

2.6 Canadians are especially worried about international and environmental security

Canadian sentiment on different security issues varies depending on the aspect that is being addressed. Thus national security, with a score of 3.09 on 5 is evaluated more positively than other sectors where security is an issue. Canadians rate their economic situation at 3.02 on 5, and their retirement security at 2.77. Environmental and international security obtain lower scores with 2.64 on 5 each.

In terms of these security issues in the future, Canadians rate them in much the same way they would current security issues. Also, the population seems to have a more positive outlook on environmental security in ten years time. This aspect of security gets an average score of 2.85 on 5, in other words a 0.21 higher score than that given to environmental security today. The same applies to international security, which shows a gain of 0.19 on 5 when it comes to the future.

It is worth noting that respondents 18 to 24 years old give higher average scores to international security (3.07 on 5), environmental security (2.82 on 5), national security (3.51 on 5) and retirement security (3.15 on 5.) Also, people from this age group are more positive regarding national security (3.32 on 5), retirement security (3.00 on 5), environmental security (3.07 on 5) and international security (3.10 on 5) in ten years time.

Question : *I'd now like to ask you how you feel about different elements of safety and security that affect us all and the world we live in. Using a scale where 1 means very poor and 5 means very good...?*

N=1 503	... how would you rate each of the following types of security... ? Average on 5	... how they will be in ten years time? Average on 5
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3.0 Methodology

This study, conducted by Leger Marketing in Canada, was conducted simultaneously in 51 countries by research firms members of the Gallup International Association with 43 000 respondents exclusively for the World Economic Forum in Davos and is called Voice of the People. Global results are available on internet at www.weforum.org. In Canada, interviews were conducted through telephone among a representative sample of 1,503 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between November 20 and 25, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, 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 1,503 respondents is of $\pm 2.5\%$, 19 times out of 20.