



PUBLIC SQUARE
putting the people back in research

Worry Check In

Methodology

- The research involved a national online survey of the general population of 1500 English and French speaking Canadian adults, compared to a national study of 1500 American adults.
- The Canadian survey was fielded on November 12, 2018, and the American study was fielded on November 21, 2018.
- The questionnaire was designed by Public Square in partnership with Maru/Blue.
- The Maru Voice Canada panel was employed for data collection in Canada.
- Springboard America panel was employed for data collection in the United States.
- For more information on the panels, see: <https://www.marublue.net/>

Respondents for this survey were selected from among those who have registered to participate in Maru/Blue panel. The data have been weighted to reflect the demographic composition of Canada, according to statistics Canada. Because the sample is based on those who initially self-selected for participation the Maru/Blue panel rather than a probability sample, no estimates of sampling error can be calculated.

Research Goals

Gut check on what's keeping people up at night

1. Understand how worried Canadians and Americans are about their future
2. Gauge what they are specifically worried about
 - What issues are most concerning?
 - Are the worries primarily personal in nature—are people being hit at home? Or are issues ideological in their nature?
 - How do Americans and Canadians differ?
3. Learn who they turn to for help
4. Compare differences ranking in gender, age, income, and party leaning.
5. Compare differences in ranking between countries.



**US and Canada
Compared**

America Compared to Canada



Americans
are more
optimistic
than Canadians

Six in ten Americans are optimistic about the future, compared to less than half of Canadians

Worries increase among women, those with lower incomes, and for those over 55 in both countries



Economic
issues
dominate

Top Three Rankings: Cost of Basics, Health, and Retirement are shared in the US and Canada

Both lists are dominated by issues that are 'pocketbook' and—**outside worrying about paying for health care in the US**—few differences emerge between countries



Worries are
close
to home

Worries affect people directly

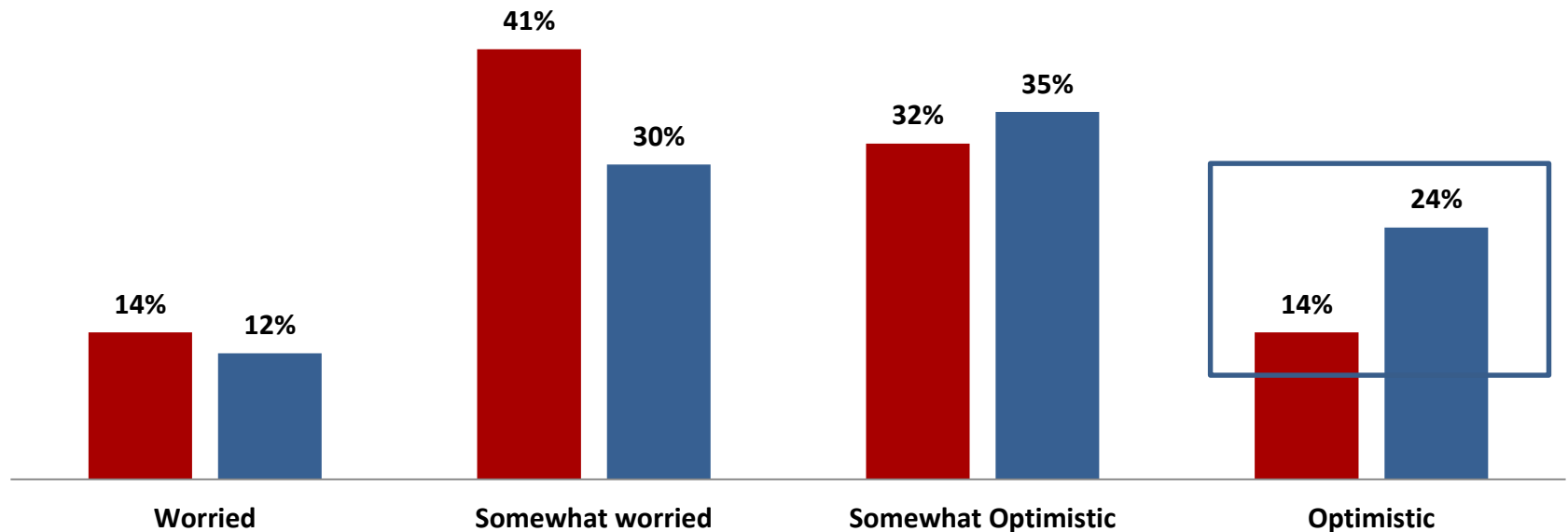
With the exception of terrorism, immigration (in the US), and the environment, all the top concerns have a personal impact, and both countries turn to themselves more often than government for help

Worried or Optimistic?

Six in ten Americans (59%) are optimistic or somewhat optimistic. By contrast, more than half of Canadians (55%) are worried or somewhat worried about the future. Only 14% of Canadians are optimistic, compared to 24% of Americans.

When you think of you and your family, are you worried or optimistic about the future ?

■ Canada ■ America



'Top 3 Worries' Top Rankings

Cost of basics, health concerns, and having enough money to retire are top three for both countries, although the number of people placing those issues in the top three is lower in the US. This is likely muted by 'paying for health care', which is an additional issue, only measured in America.

Top Three Worries Rankings	Canada
1) The cost of basics	35%
2) Your health or the health of a family member	33%
3) Having enough money to retire	31%
4) The Environment	24%
5) My home	16%
6) Employment	14%
7) Crime and Public Safety	14%
8) Credit card/personal debt	13%
9) Terrorism	11%
10) Taking care of my parents	10%

Top Three Worries Rankings	America
1) The cost of basics	26%
2) Your health or the health of a family member	25%
3) Having enough money to retire	23%
4) Paying for my health care	17%
5) My home	16%
6) Crime and Public Safety	16%
7) The Environment	15%
8) Immigration	13%
9) Credit card/personal	12%
10) Terrorism	12%
11) Employment	12%

'Top 3 Worries' Below Top 10

Truth in media—a subject that dominates the headlines—is only placed in the top three by 6% of Americans. Similarly, drug related issues, women’s issues/#MeToo, lack of support for LGBTQ and Indigenous peoples are important to few.

Top Three Worries Rankings	Canada
11) Loneliness	9%
12) Providing for my kids	8%
13) Immigration	8%
14) National Debt	8%
15) Decline in respect for tradition	8%
16) Online security	7%
17) Racism	7%
18) Drug related issues	6%
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19) Taking care of the poor	5%
20) Women’s equality/#MeToo	3%
21) Lack of support for Indigenous communities	2%
22) Lack of support for LGBTQ issues	2%
23) Public transit	2%
24) None of these things worry me	2%

Below 5%

Top Three Worries Rankings	America
12) Racism	10%
13) Providing for my kids	9%
14) Decline in respect for tradition	9%
15) Online security	9%
16) National Debt	8%
17) Taking care of my parents	7%
18) Truth in the media	6%
19) Loneliness	6%
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20) Taking care of the poor	4%
21) Drug related issues	4%
22) Lack of support for LGBTQ issues	3%
23) Women/#MeToo	3%
24) Lack of support for Indigenous People	3%
25) Public Transit	2%
26) None of these things worry me	3%

Below 5%

Who do you turn to?

Although all the issues have a political dimension, **on only three of the top 10 ranked issues did respondents turn to government most often**—the environment, crime and public safety and terrorism. Instead, respondents most often turn to themselves, as the issues are close to home.

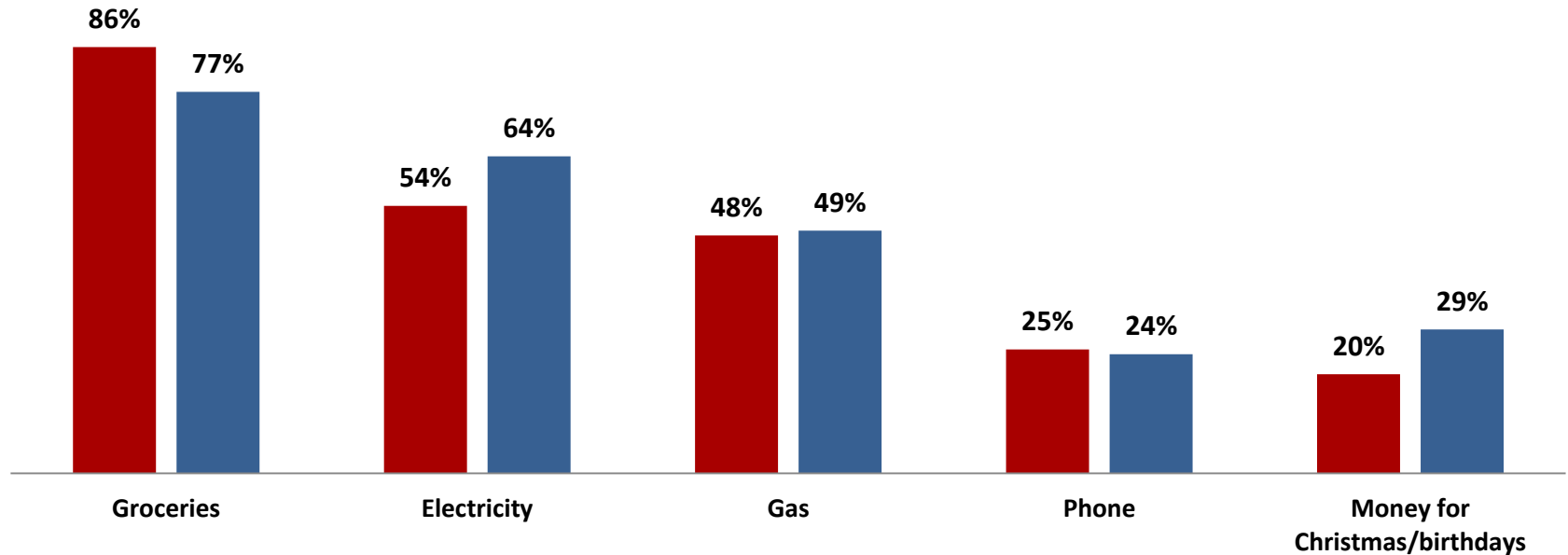
Canadians	Most often selected	Americans	Most often selected
1) The cost of basics	Myself 34%	1) The cost of basics	Myself 38%
2) Your Health	Myself 33%	2) Your Health	My family 30%
3) Retirement	Myself 39%	3) Retirement	Myself 60%
4) The Environment	Government 64%	4) Paying for Health Care	Myself 40%
5) Home costs	Myself 39%	5) The Environment	Government 55%
6) Employment	Myself 44%	6) My Home	Myself 46%
7) Crime & Public Safety	Government 49%	7) Immigration	Government 78%
8) Credit card debt	Myself 67%	8) Employment	Myself 48%
9) Terrorism	Government 62%	9) Credit card/personal debt	Myself 56%
10) Elder care	Family 43%	10) Terrorism	Government 71%

Breaking Down Cost of Basics

Almost nine in ten of those who place cost of basics in the top three, are worried about the cost of groceries, and roughly half are worried about the cost of electricity and gas. Two in ten are concerned about having money for Christmas or birthdays.

What specifically concerns you about the cost of basics?

■ Canada ■ America

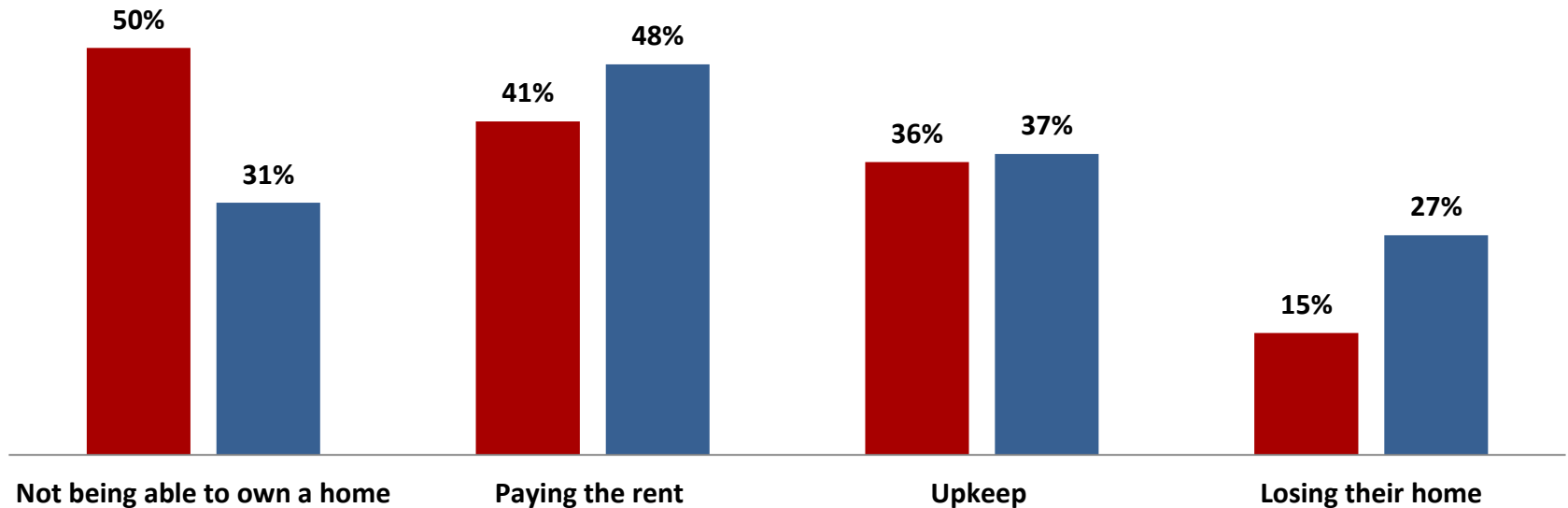


Breaking Down Home Costs

Half of Canadians who place cost of their home in the top three are worried about not being able to own a home, whereas half of Americans who place the cost of their home in the top three are concerned about paying the rent. 15% of that same group (or 2.5% of the Canadian respondents and 4% of the American) worry about losing their home.

What specifically concerns you about the cost of your home?
[of those concerned]

■ Canada ■ America



Canadian Demographics

The Environment
equally important for
all ages

Cost of Basics less important for
Liberals, and the environment less
important for Conservatives

Personal and national
debt more worrisome for
those earning over
\$100,000

Cost of Basics important for low income earners,
but retirement tops the list for those earning
more than 50k

American Demographics

Young people more worried (21%) about employment

Republicans more optimistic than Democrats, and Republicans much more likely to be concerned about truth in news (12% place it in the top 3), whereas Democrats and Independents worry more about the Environment

Men and Young people more optimistic than their counterparts

Cost of Basics most important for low and middle income earners, but retirement and health top the list for those earning more than 50k

Overall Take-Away

1

Focus on Pocketbook : cost of living (groceries, electricity and phones), retirement, home costs and debt are big worries for Canadians and Americans alike, accounting for the majority of worries in each country.

2

Health Care Remains Concerning: Again, a large number of Canadians (33%) and Americans (24%) rank concerns over their health or the health of a family member in their top three worries, and **a further 17% of Americans place paying for health care in their top three worries.**

3

Major News Issues are Less of a Worry: Decline in respect for tradition, online security, national debt, truth in the media, taking care of the poor, drug related issues, lack of support for LGBTQ issues, women/#MeToo, lack of support for Indigenous People, and public transit, are among the top 3 concerns of very few.

THANK YOU

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