

Hello



**Canada's most sought-after
and influential polling firm.**

Founded in 2010

Team of 14 researchers

**Ottawa, Toronto,
London, Hamilton, &
Edmonton**



Official Pollster



**Some of the Brands and
Organizations who Trust Us**

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION



FOOD, HEALTH &
CONSUMER PRODUCTS
OF CANADA



 Government
of Canada

Canada




COLLEGES
ONTARIO | COLLÈGES
ONTARIO



Public Service Alliance of Canada
Alliance de la Fonction publique du Canada



Boeing union workers reject contract; 96% vote to strike

World at Work | Worker Rights

An overwhelming majority of members voted to strike.

World at Work | Worker Rights

Canada's Air Transat cabin crew members reject second labor deal

Canada port strike resumes as union members reject wage agreement

N.B. nurses reject latest tentative agreement, pausing negotiations until after election

MONTREAL

Airbus union members in Mirabel reject a second offer from management

WORKER SELF



CONSUMER SELF



VOTER SELF





PERMACRISIS



permacrisis

(ˈpɜːməˌkraɪsɪs) *noun*
an extended period
of instability and
insecurity

#CollinsWOTY



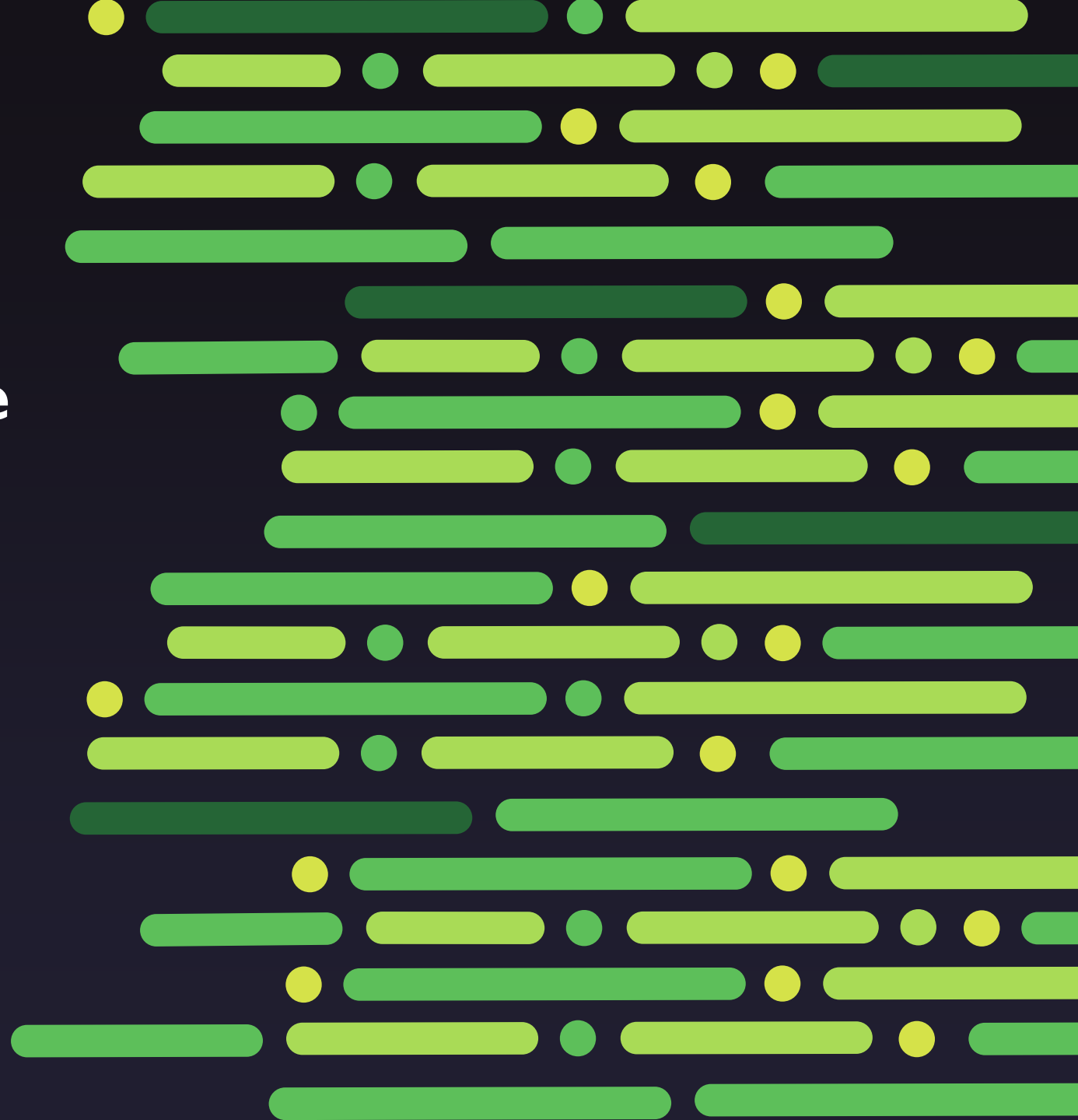
A SCARCITY MINDSET



The Power Shift: How Generational Change and an Emerging Scarcity Mindset is Redefining Labour Negotiations

David Coletto, PhD
Founder & CEO

OCTOBER 2024





DATA SOURCE



NATIONAL SURVEYS
APROX. 2,000 CANADIAN ADULTS

**HOW ARE CANADIANS
FEELING TODAY?**

25%

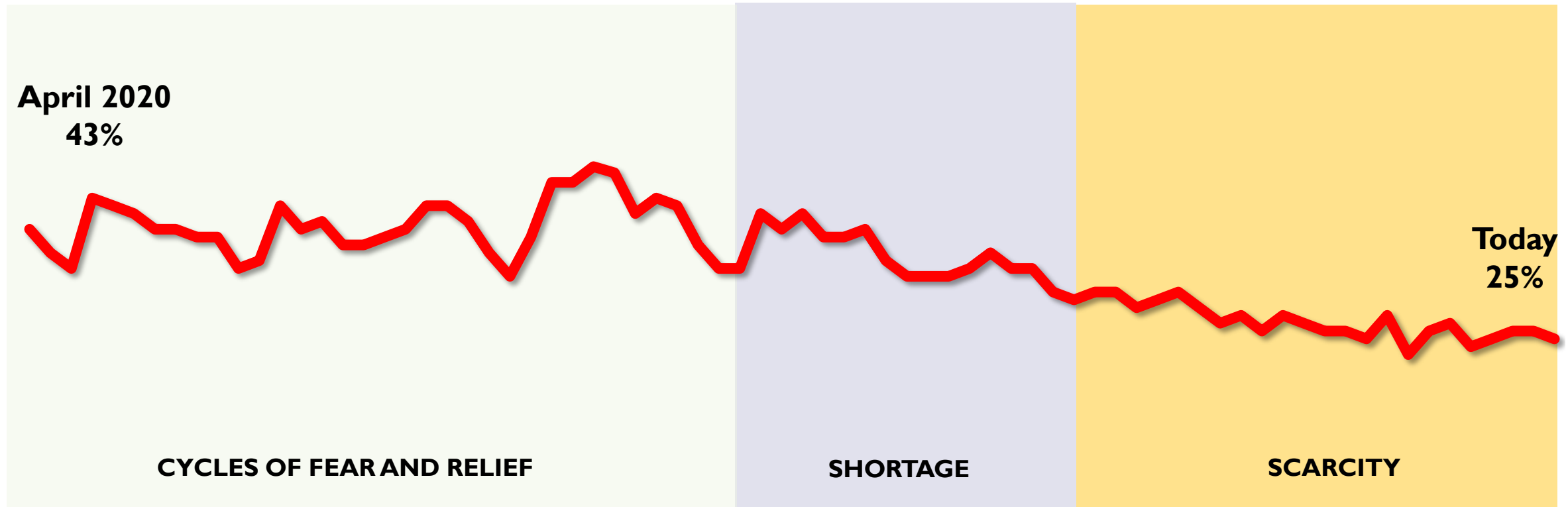
**FEEL THINGS
IN **CANADA** ARE
HEADED IN THE
RIGHT DIRECTION**



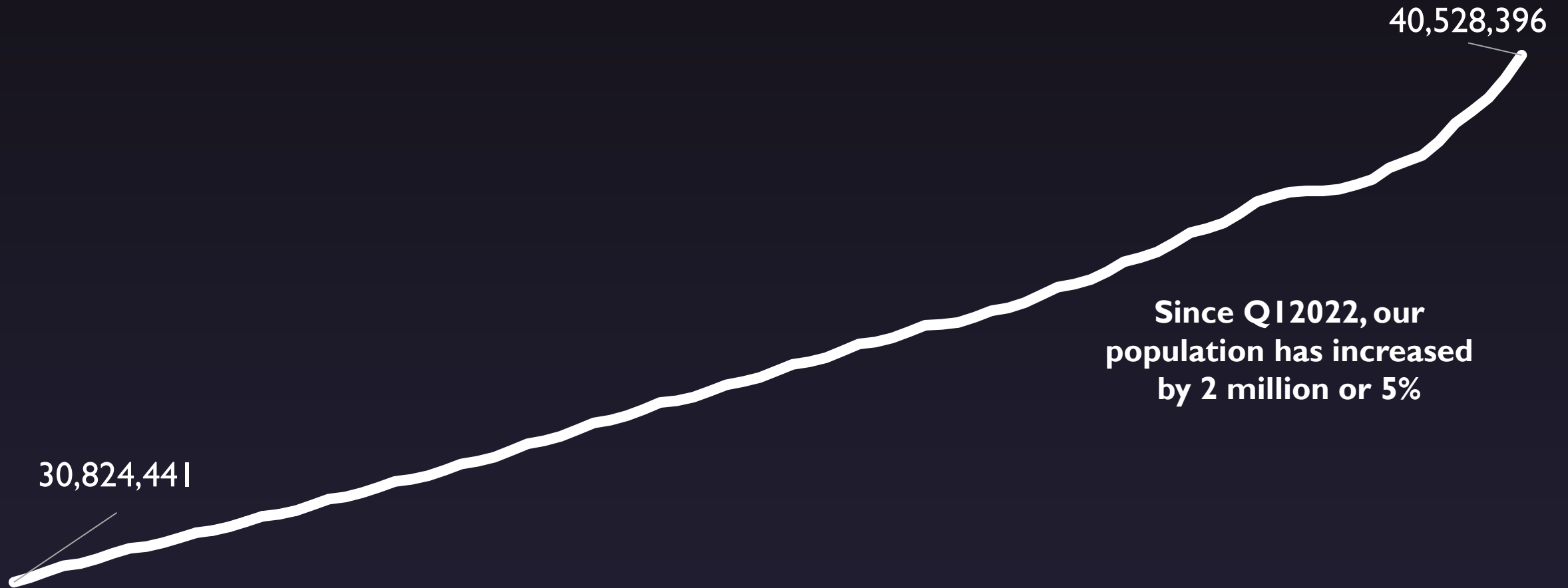


GENERALLY SPEAKING, DO YOU THINK THINGS ARE HEADED IN THE RIGHT DIRECTION OF ARE THEY OFF ON THE WRONG TRACK?

IS CANADA HEADED IN THE RIGHT DIRECTION?

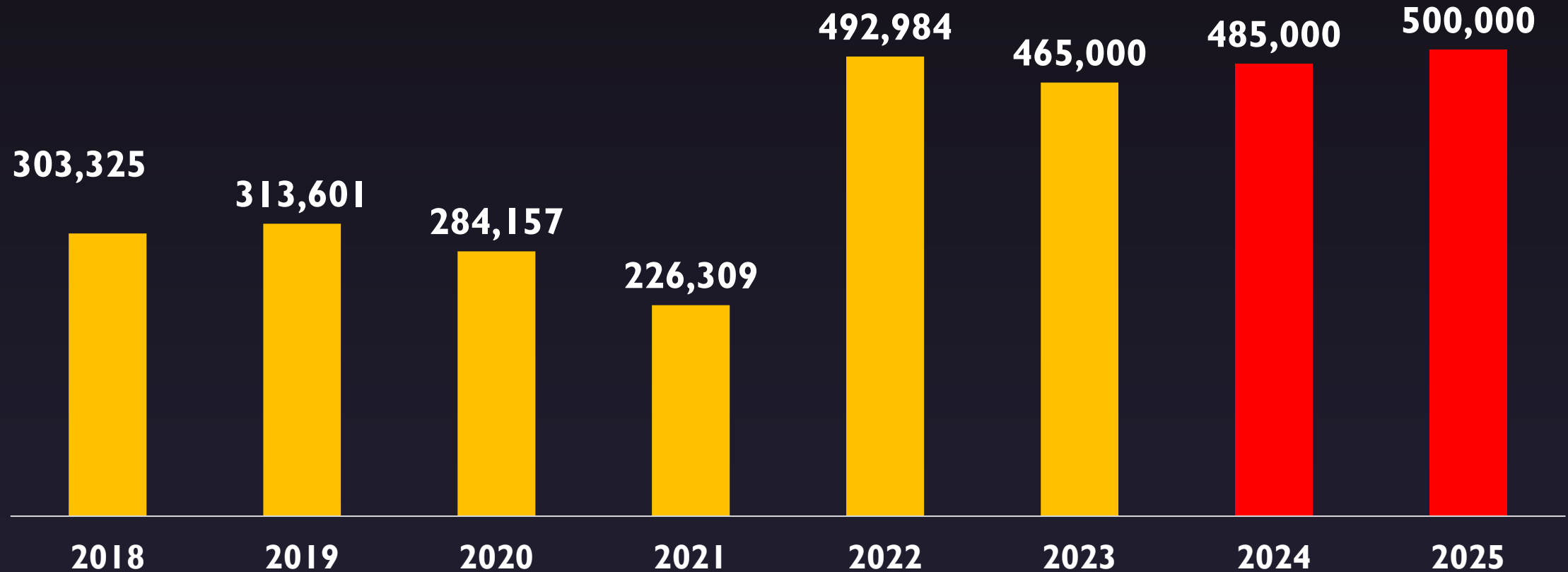


CANADIAN POPULATION SINCE 2001

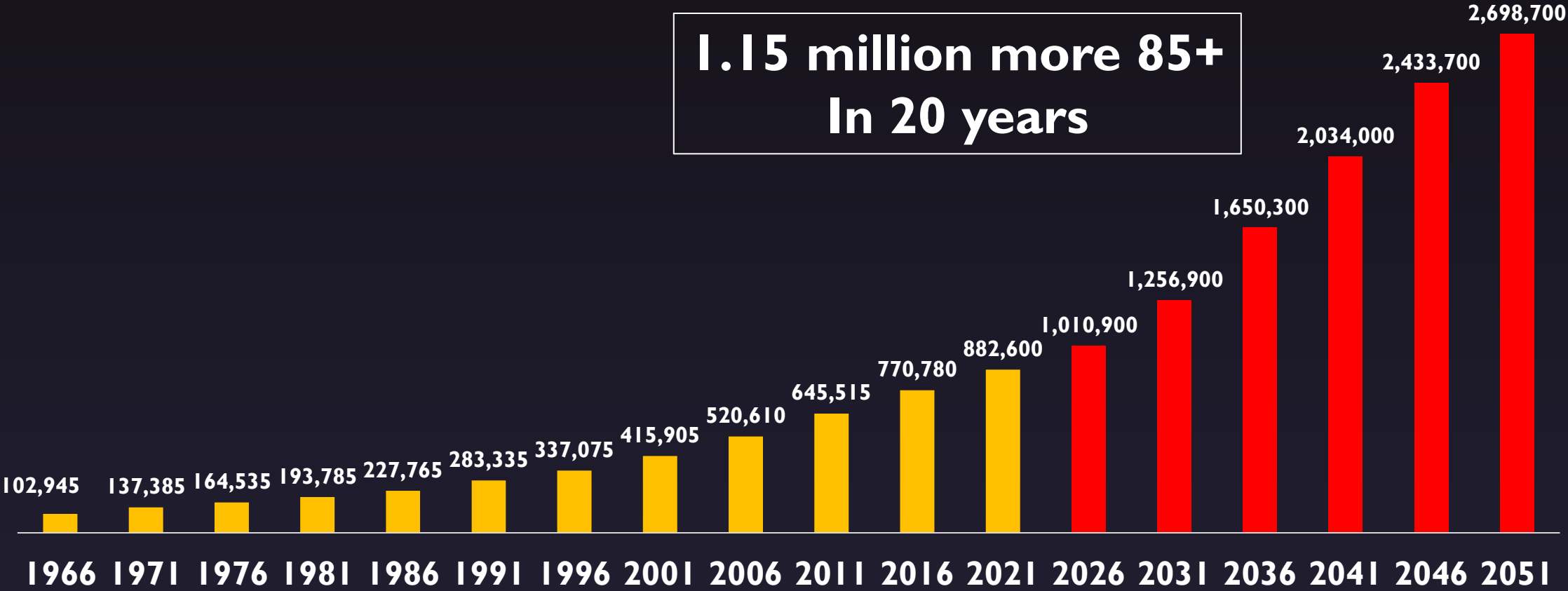


IMMIGRATION TO CANADA

TOTAL IN 8 YEARS
3.1 MILLION

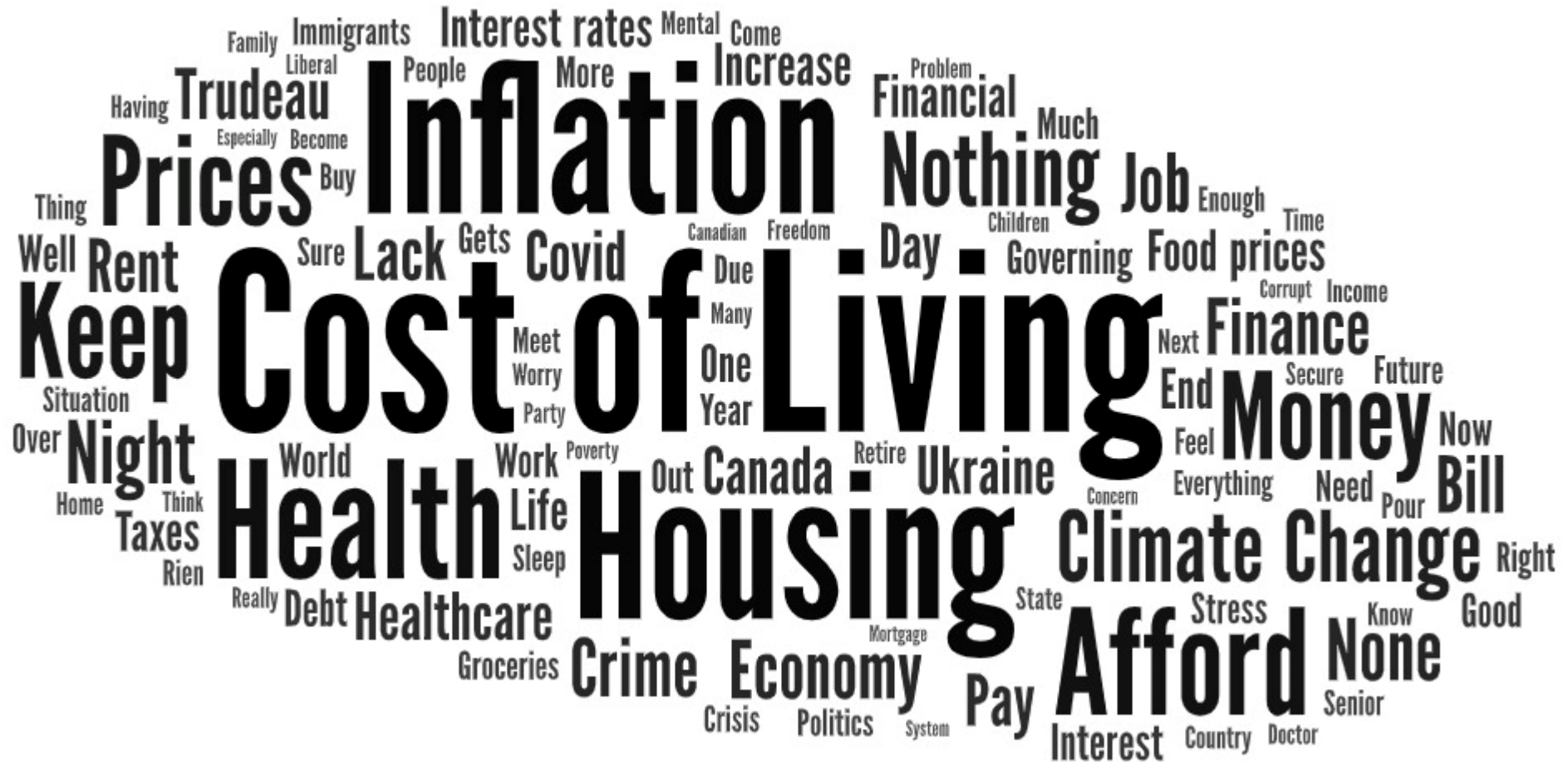


CANADIANS AGED 85+

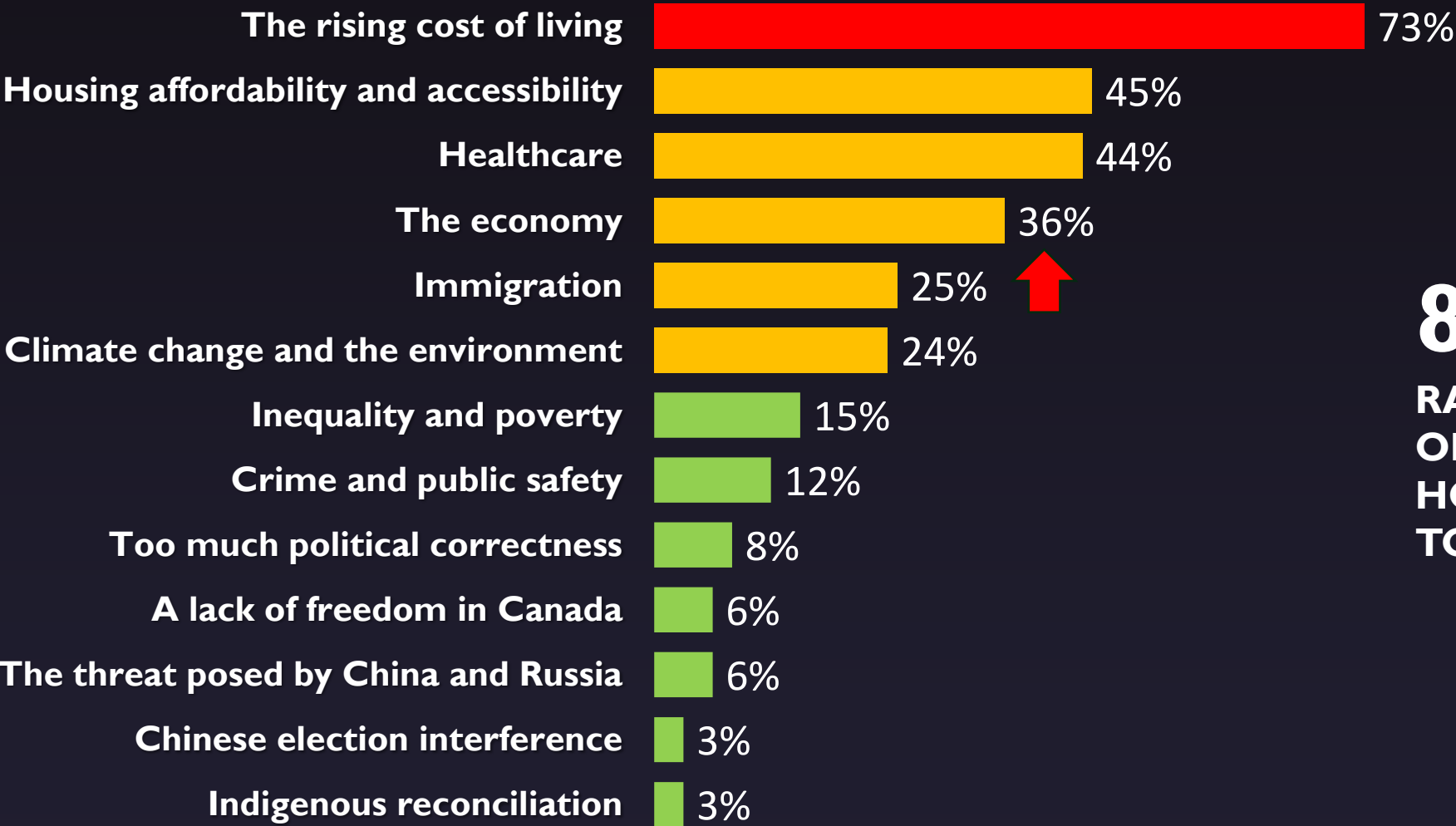


WHAT DOES A SCARCITY MINDSET LOOK LIKE?

WHAT IS KEEPING CANADIANS UP AT NIGHT?

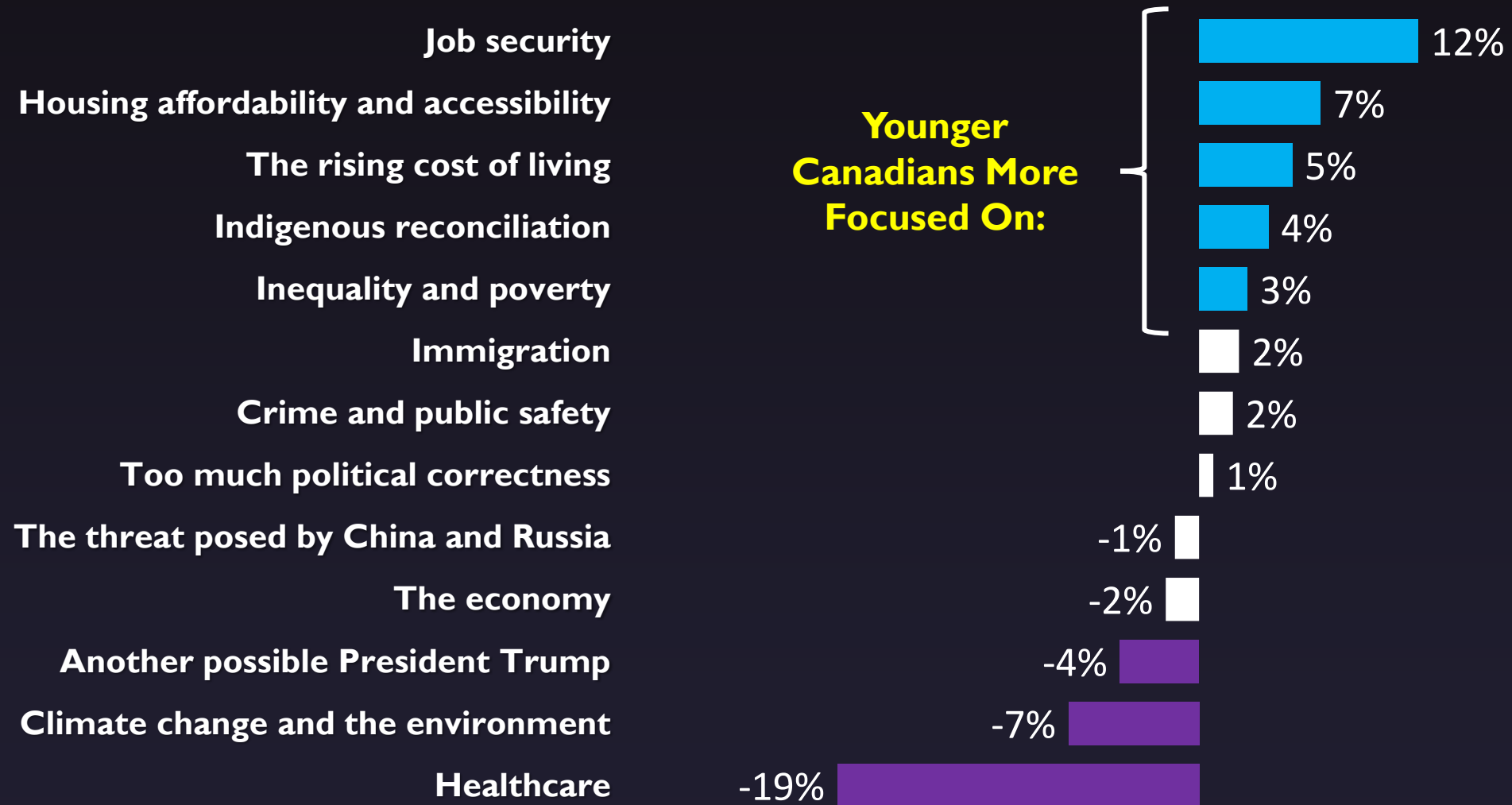


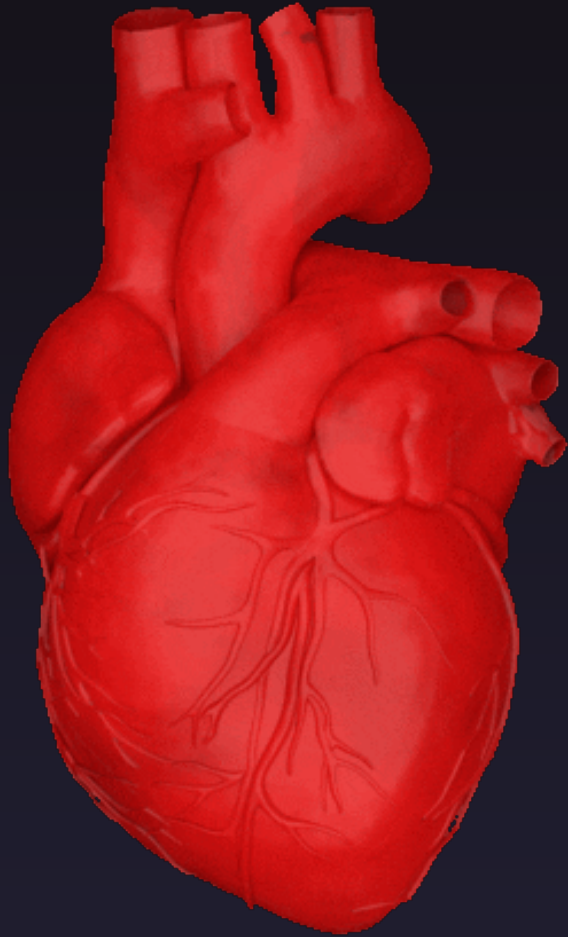
THE TOP ISSUES



86%
RANK COST
OF LIVING OR
HOUSING IN
TOP 3 ISSUES

THE TOP ISSUES – Younger vs. Older





65%

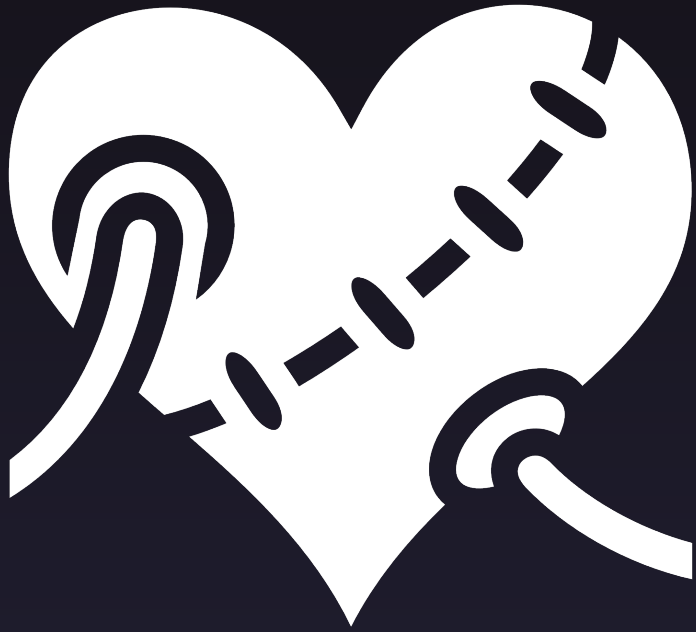
**OF NON-HOMEOWNERS
WANT TO BUY A HOME
SOMEDAY**



81% of those 18 – 34

76% of those 35 – 44

Among non-homeowners



56%

**ARE PESSIMISTIC OR HAVE
GIVEN UP.**

44% of 18 – 34 are losing hope

Among non-homeowners

WHAT IS THE IMPACT OF A SCARCITY MINDSET?

SCARCITY LEADS TO ZERO-SUM THINKING



Maslow's hierarchy of needs





FEAR-BASED DECISION MAKING.



MISTRUST AMONG TEAM MEMBERS.



MISSED GROWTH OPPORTUNITIES.

**SCARCITY IS CHALLENGING A
LONG-HELD CONSENSUS**

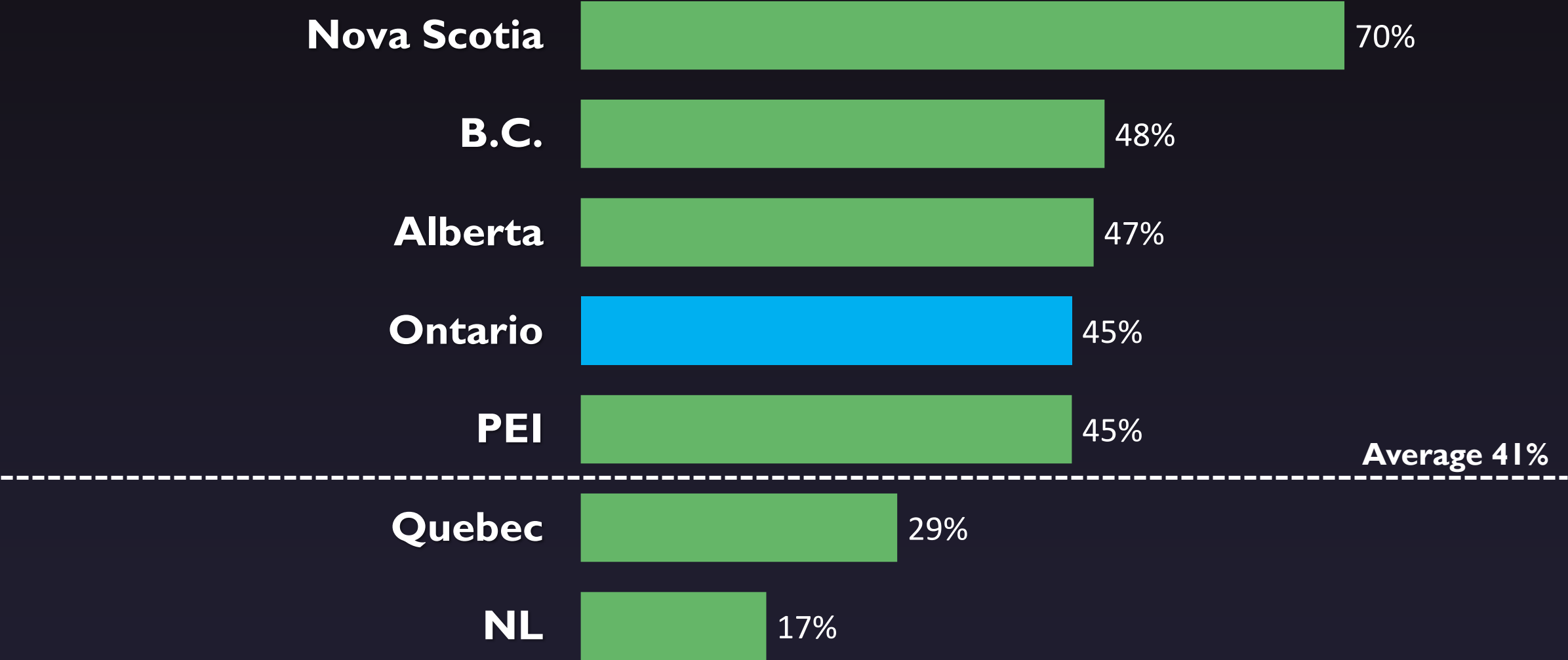
IMMIGRATION

72%

**CANADIANS BELIEVE
CANADA'S IMMIGRATION
TARGET IS **TOO HIGH****

**IS GROWTH A
BAD WORD?**

WHO THINK THEIR COMMUNITY IS GROWING “QUICKLY”?



**SCARCITY IS CREATING MORE
ANXIETY ABOUT
RAPID CHANGE.**

TECHNOLOGY & WORK

**WHEN YOU LOOK AT THE FUTURE OF THE
ECONOMY AND TECHNOLOGICAL
CHANGE, WHICH OF THE FOLLOWING
COMES CLOSEST TO YOUR VIEW?**



I see threats that will hurt
my standard of living and
quality of life

64%



I see opportunities to
improve my standard of
living and quality of life

36%

AMONG CANADIANS AGED 18 TO 29



I see threats that will hurt
my standard of living and
quality of life

54%



I see opportunities to
improve my standard of
living and quality of life

46%

ESPECIALLY IN CONSTRUCTION...

**WORKERS KNOW THEY ARE IN
HIGH-DEMAND.**

AND NOT EASILY REPLACED.

**SCARCITY IS EMPOWERING
WORKERS TO DEMAND MORE.**

**POTENTIAL FOR
CONFLICT.**



THE GENERATIONS

GENERATION	CANADA
SILENT (Before 1946)	8%
BABY BOOMERS (1946-1964)	25%
GENERATION X (1965-1979)	21%
MILLENNIALS (1980-1996)	26%
GENERATION Z (1997-2013)	20%

WHAT MAKES THEM DIFFERENT?



**HOW THEY
WERE RAISED**



**IMPACT OF
TECHNOLOGY**



WHAT IS HAPPENING WITH **YOUNGER MEN**?



POSITIVE FEELINGS ABOUT DONALD TRUMP

All Canadians: 21%
Women under 45: 17%

Men under 45: 40%

**SCARCITY IS CREATING A DEEP
DESIRE FOR POLITICAL CHANGE.**

**INCUMBENT
GOVERNMENTS ARE IN
TROUBLE EVERYWHERE**



FAIRNESS FOR EVERY GENERATION

**UNE CHANCE ÉQUITABLE POUR
CHAQUE GÉNÉRATION**



PRIME MINISTER
PREMIER MINISTRE

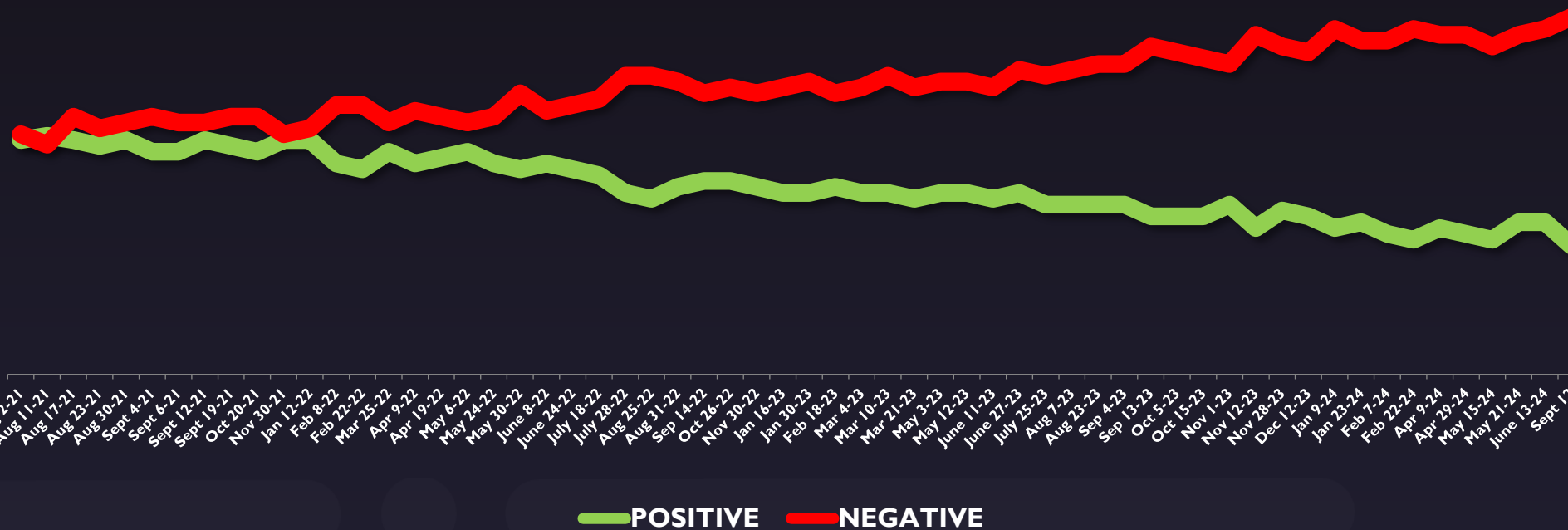
15%

**Believe Justin Trudeau and
the Liberals deserve to be
re-elected.**



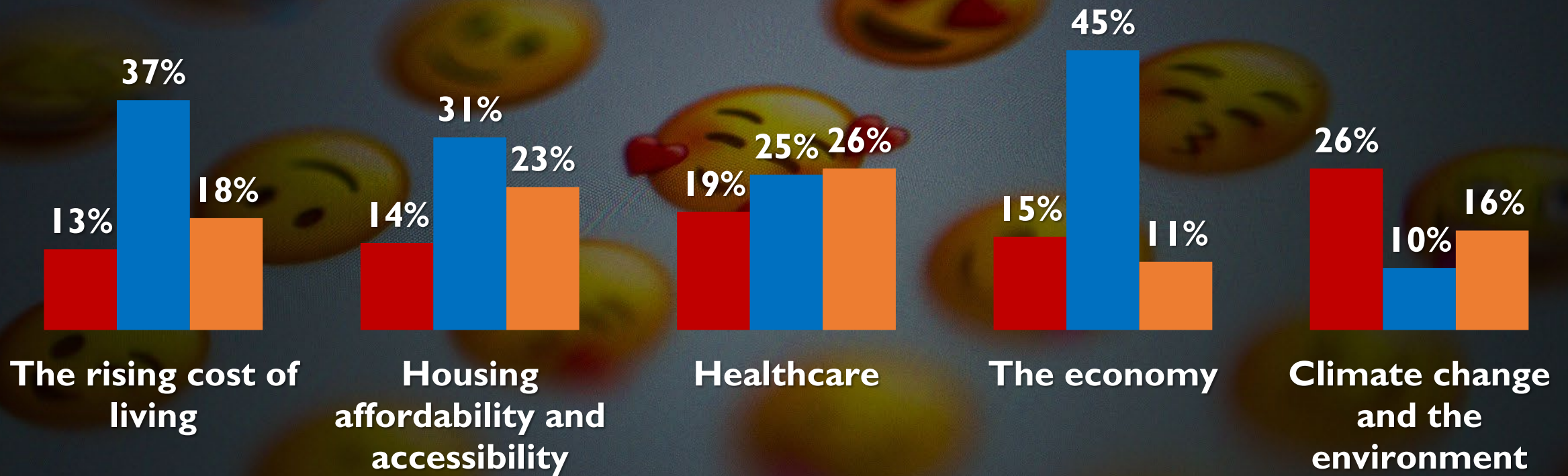
DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF JUSTIN TRUDEAU?

IMPRESSION OF JUSTIN TRUDEAU



Which party is best on the top issues?

■ Liberal ■ Conservative ■ NDP



VOTE BY REGION

	ATLANTIC	QUEBEC	ONTARIO	PRAIRIES	BC
CONSERVATIVE	48% <input checked="" type="checkbox"/>	23%	46% <input checked="" type="checkbox"/>	57% <input checked="" type="checkbox"/>	43% <input checked="" type="checkbox"/>
LIBERAL	31%	24%	25%	12%	18%
NDP	15%	10%	17%	25%	31%
OTHERS	6%	42% <input checked="" type="checkbox"/>	12%	8%	9%

VOTE BY AGE

	18 TO 29	30 TO 44	45 TO 59	60+
CONSERVATIVE	39% <input checked="" type="checkbox"/>	44% <input checked="" type="checkbox"/>	45% <input checked="" type="checkbox"/>	43% <input checked="" type="checkbox"/>
LIBERAL	24%	19%	19%	25%
NDP	18%	21%	21%	14%

VOTE BY GENDER

	FEMALE	MALE
CONSERVATIVE	37% <input checked="" type="checkbox"/>	49% <input checked="" type="checkbox"/>
LIBERAL	23%	21%
NDP	22%	15%

BIGGEST STORY IN
CANADIAN
POLITICS

**BUT REACHING &
ENGAGING AUDIENCES
HAS NEVER BEEN MORE
DIFFICULT**

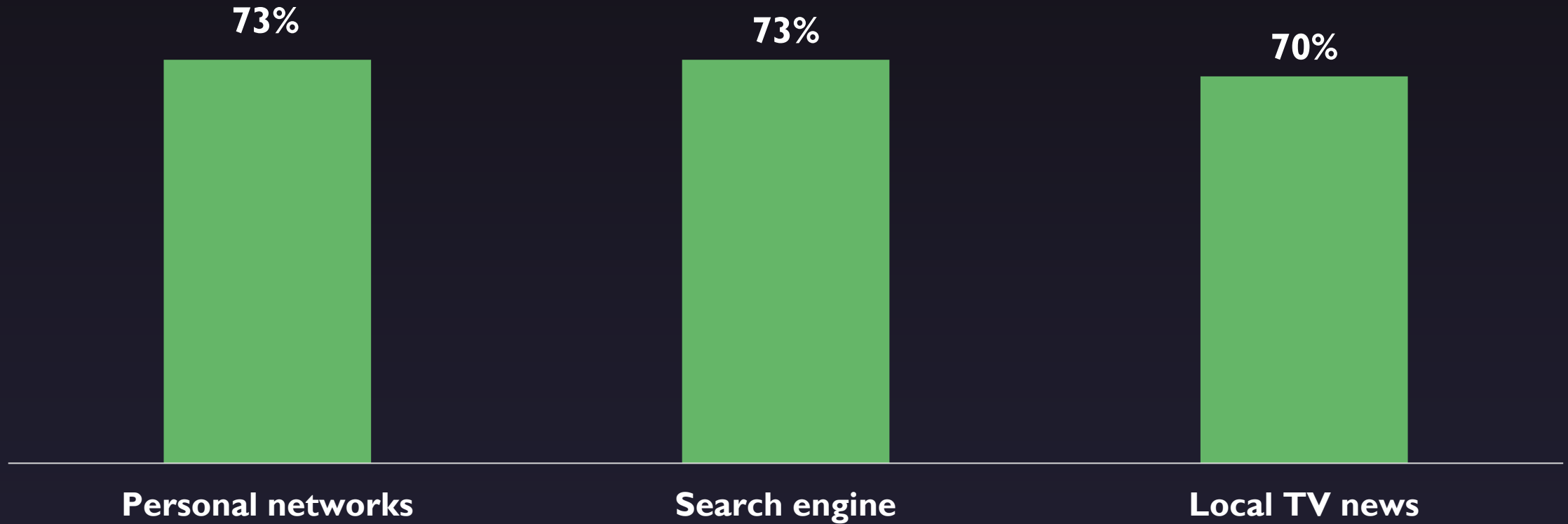


POLITICS

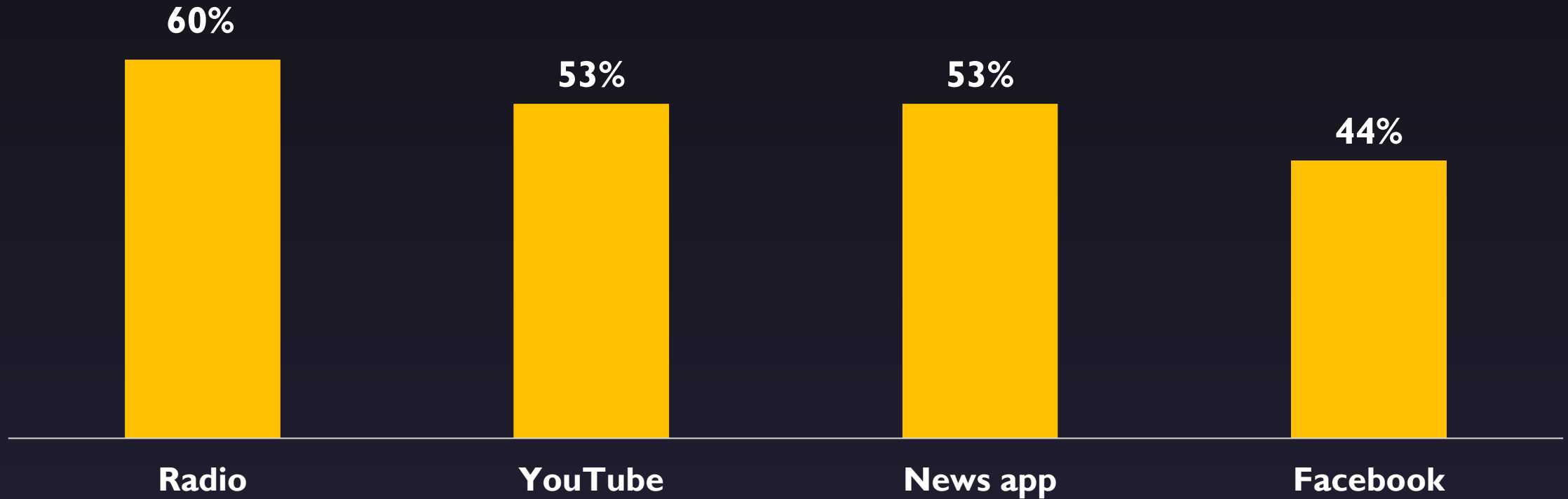


An Inconvenient Sequel:
Are we listening yet?

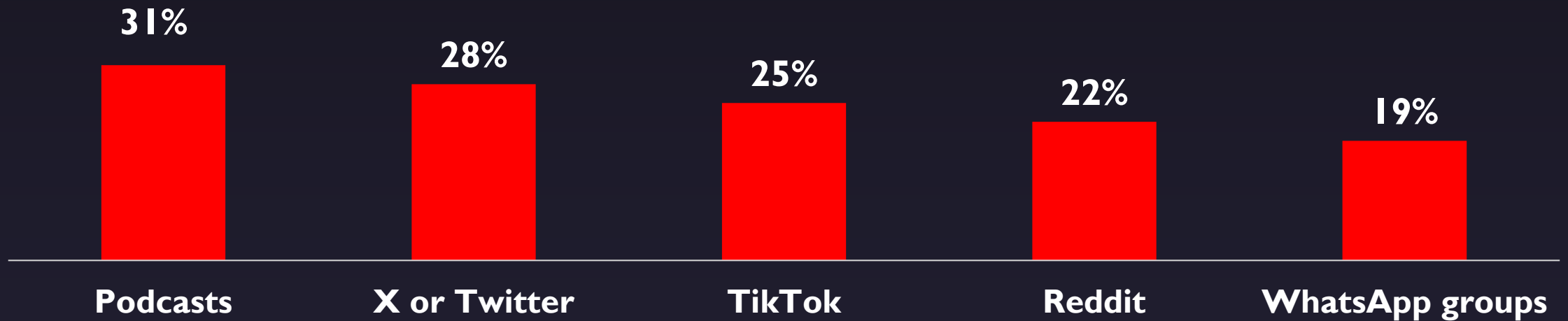
HOW DO CANADIANS GET INFORMATION OR NEWS?



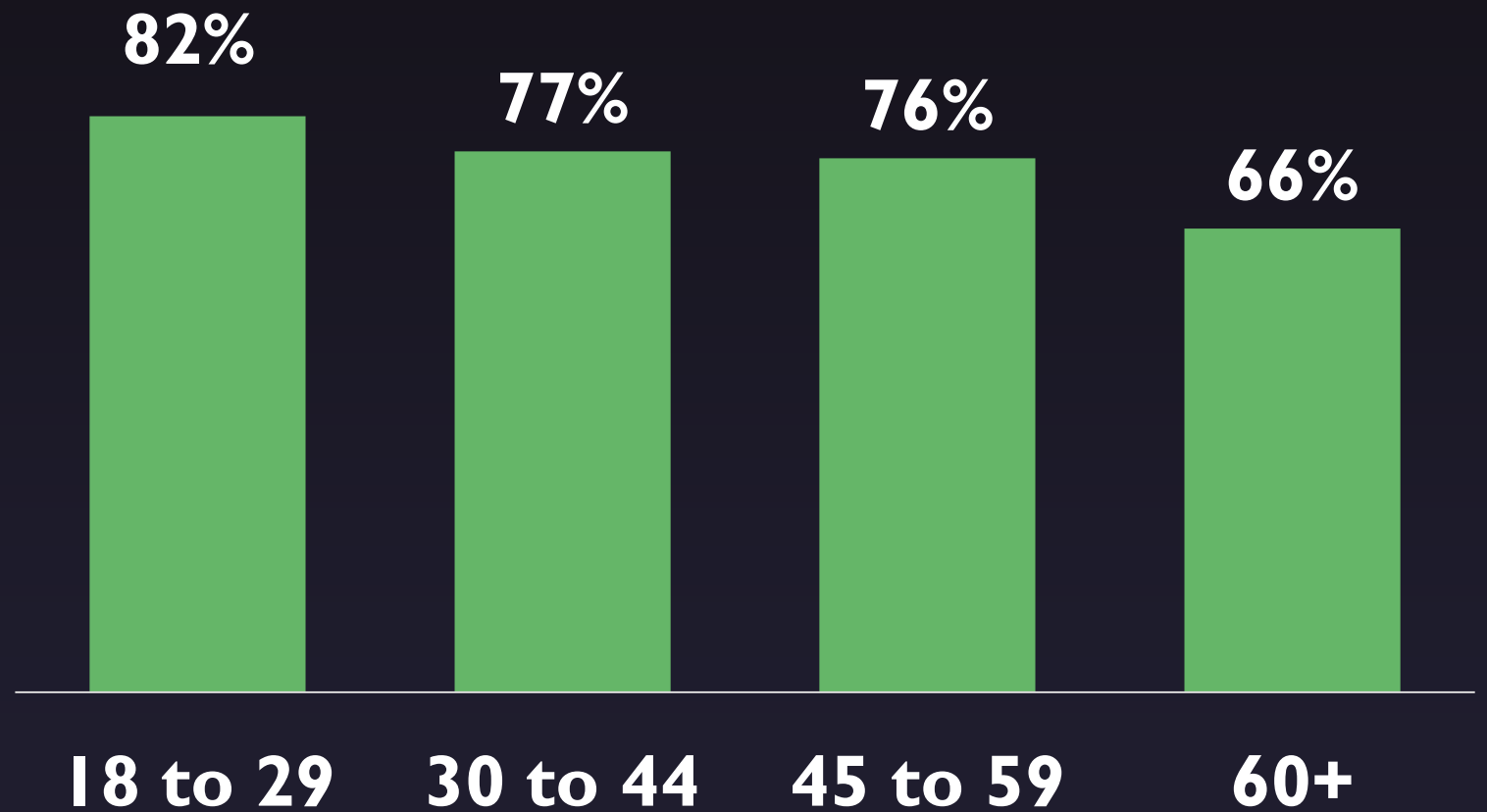
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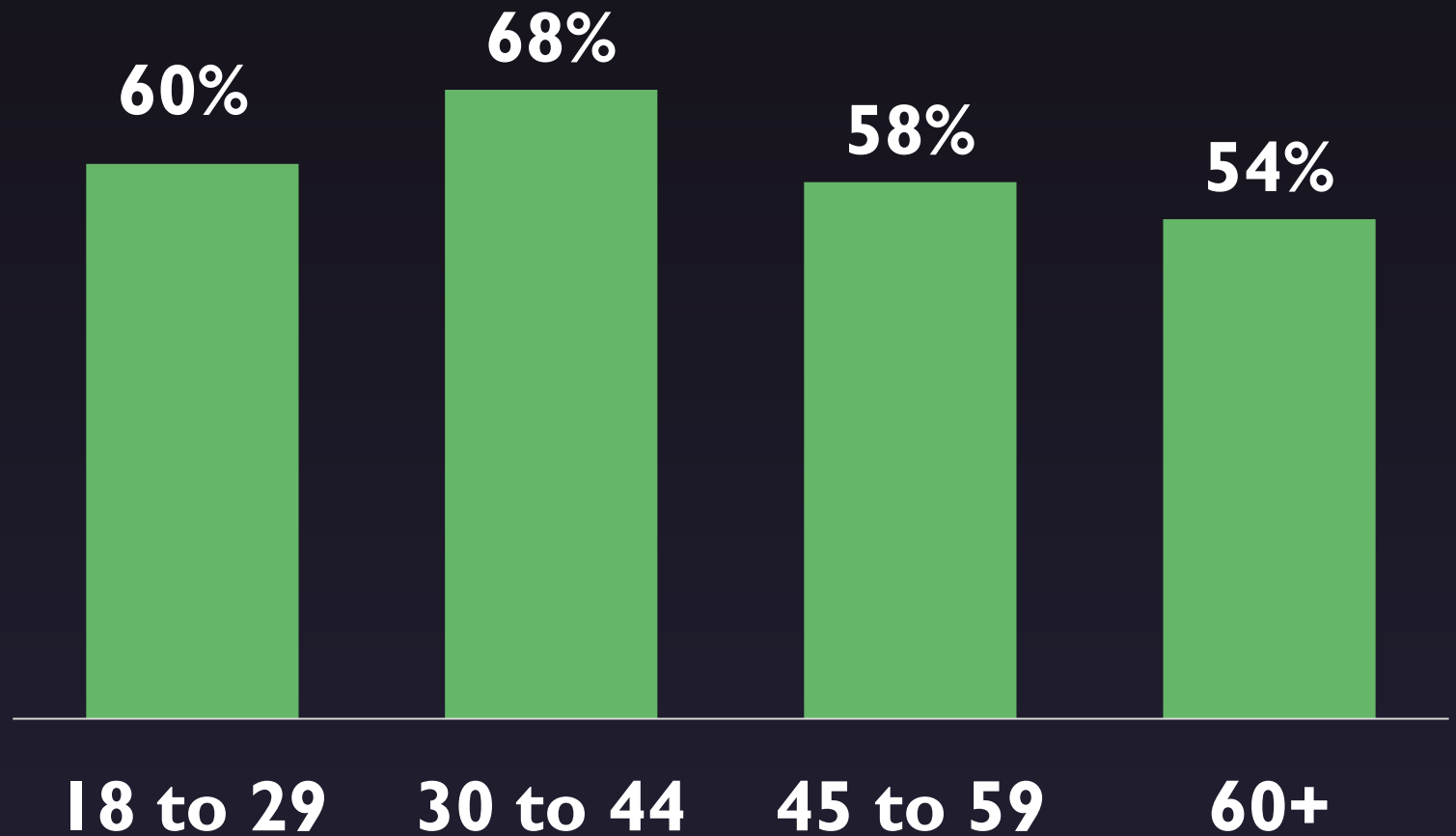
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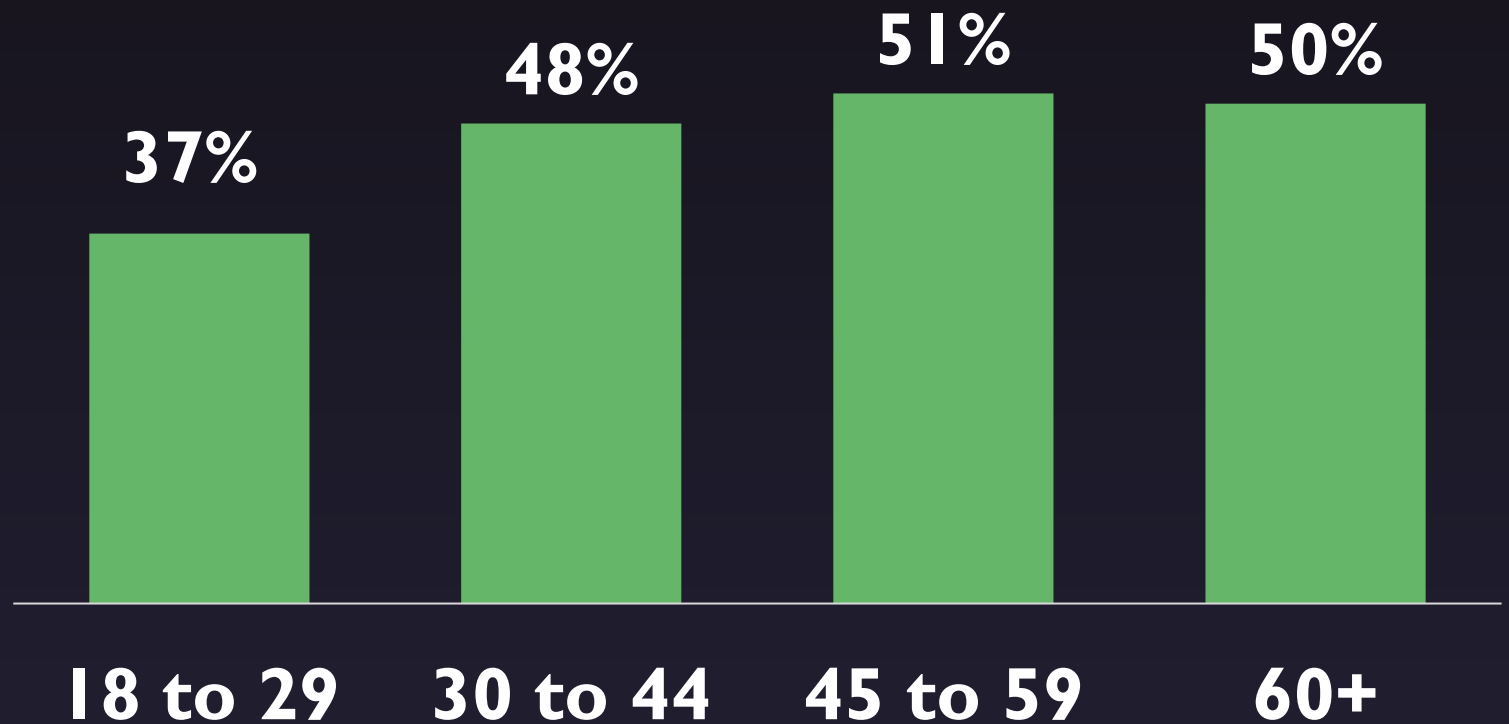
USE DAILY



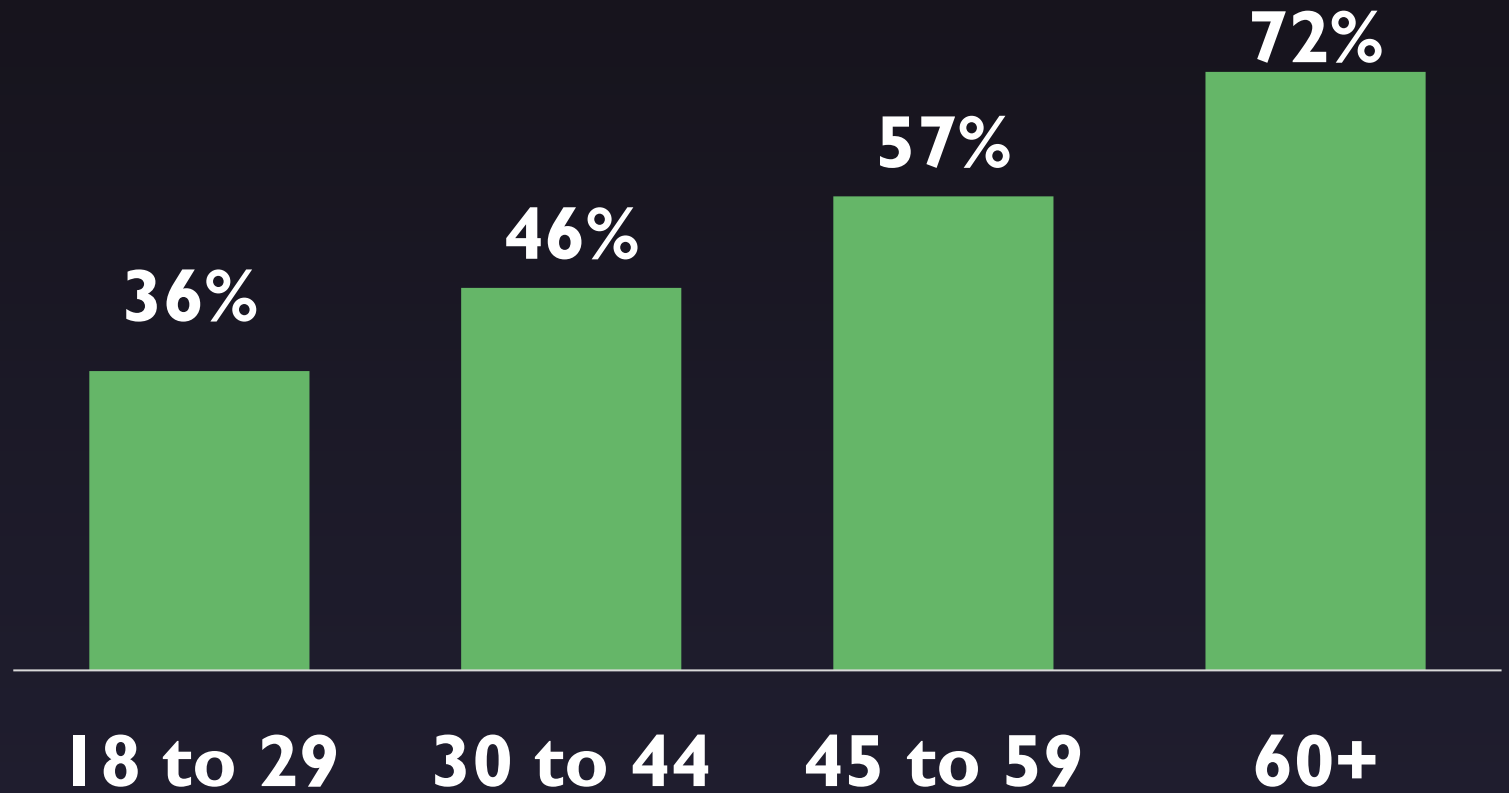
USE DAILY



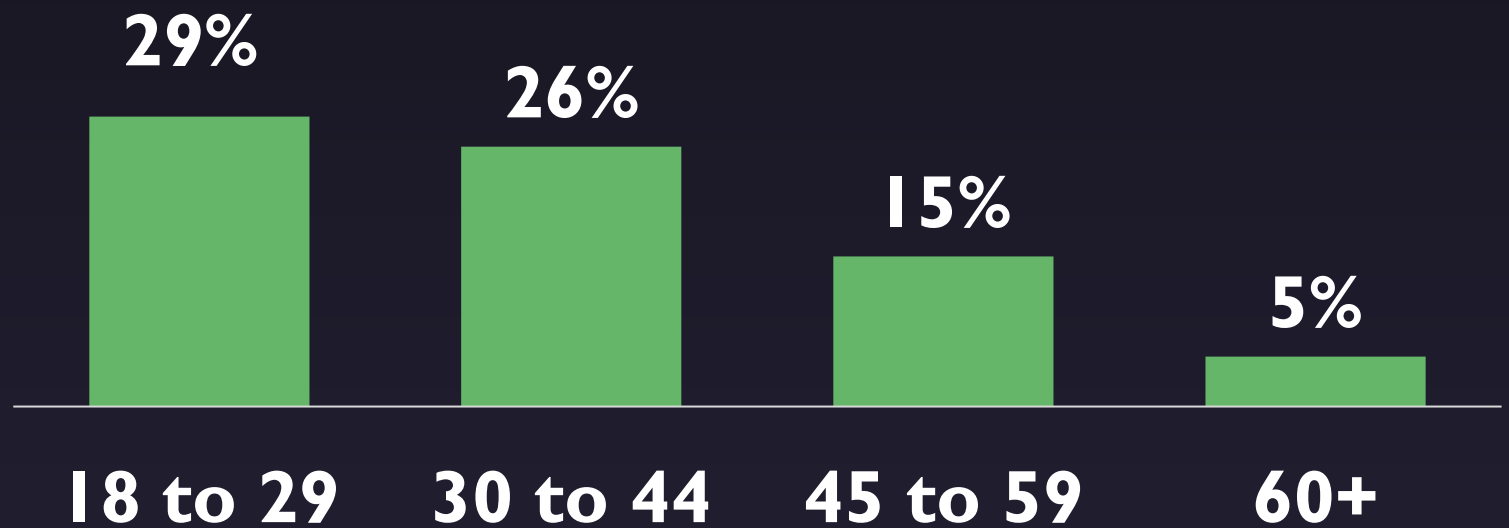
USE DAILY



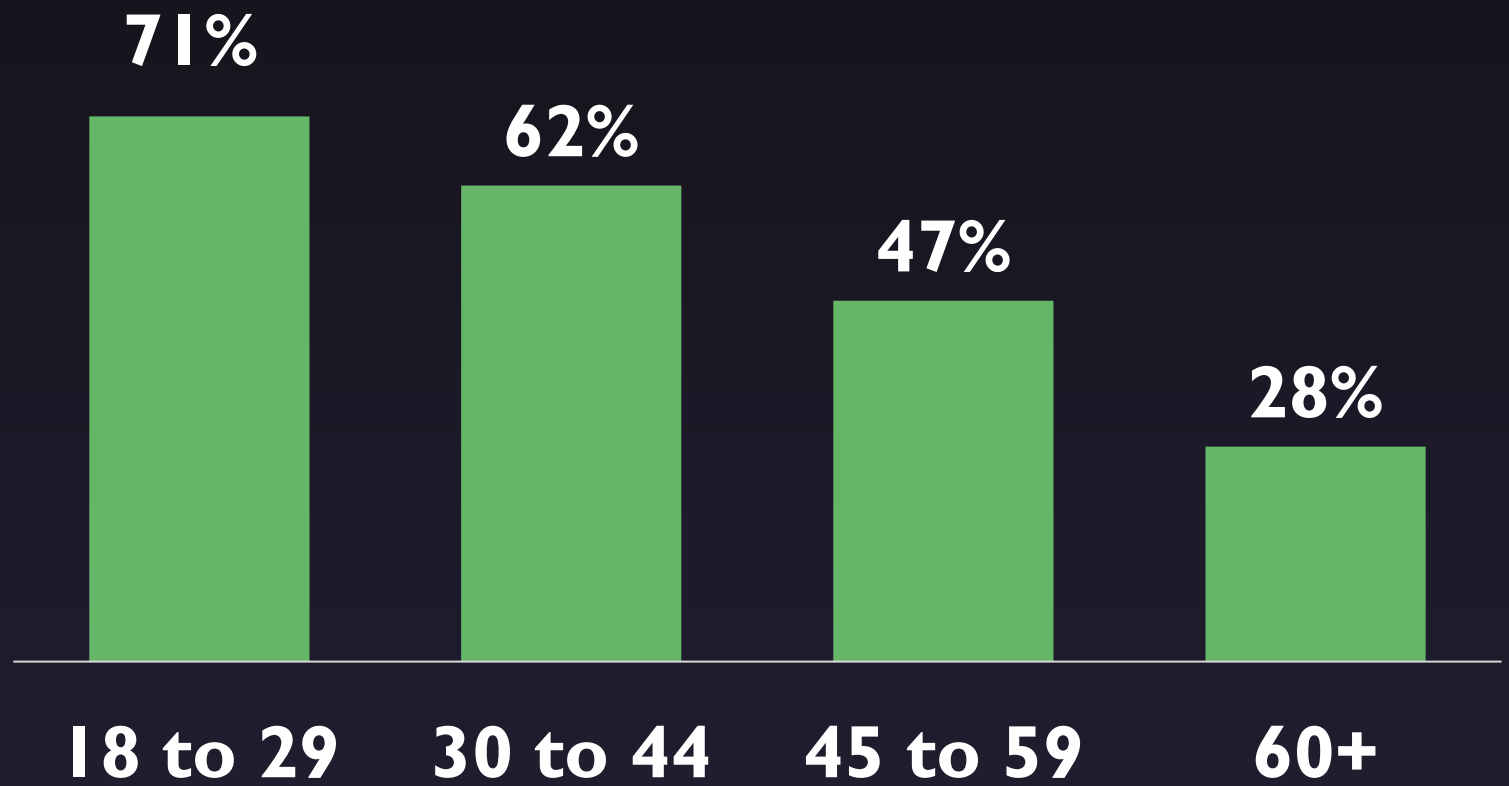
USE DAILY



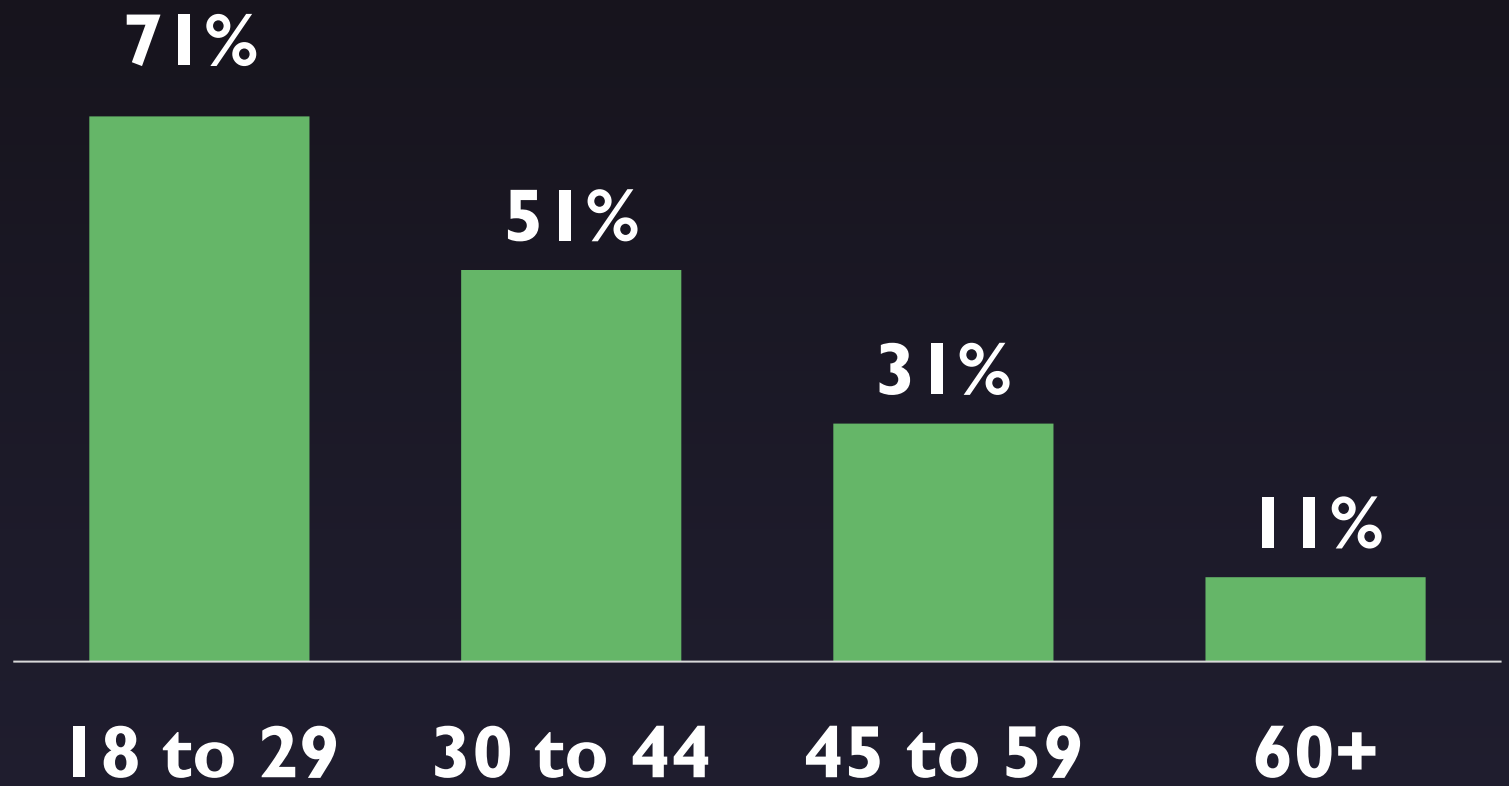
USE DAILY



USE DAILY

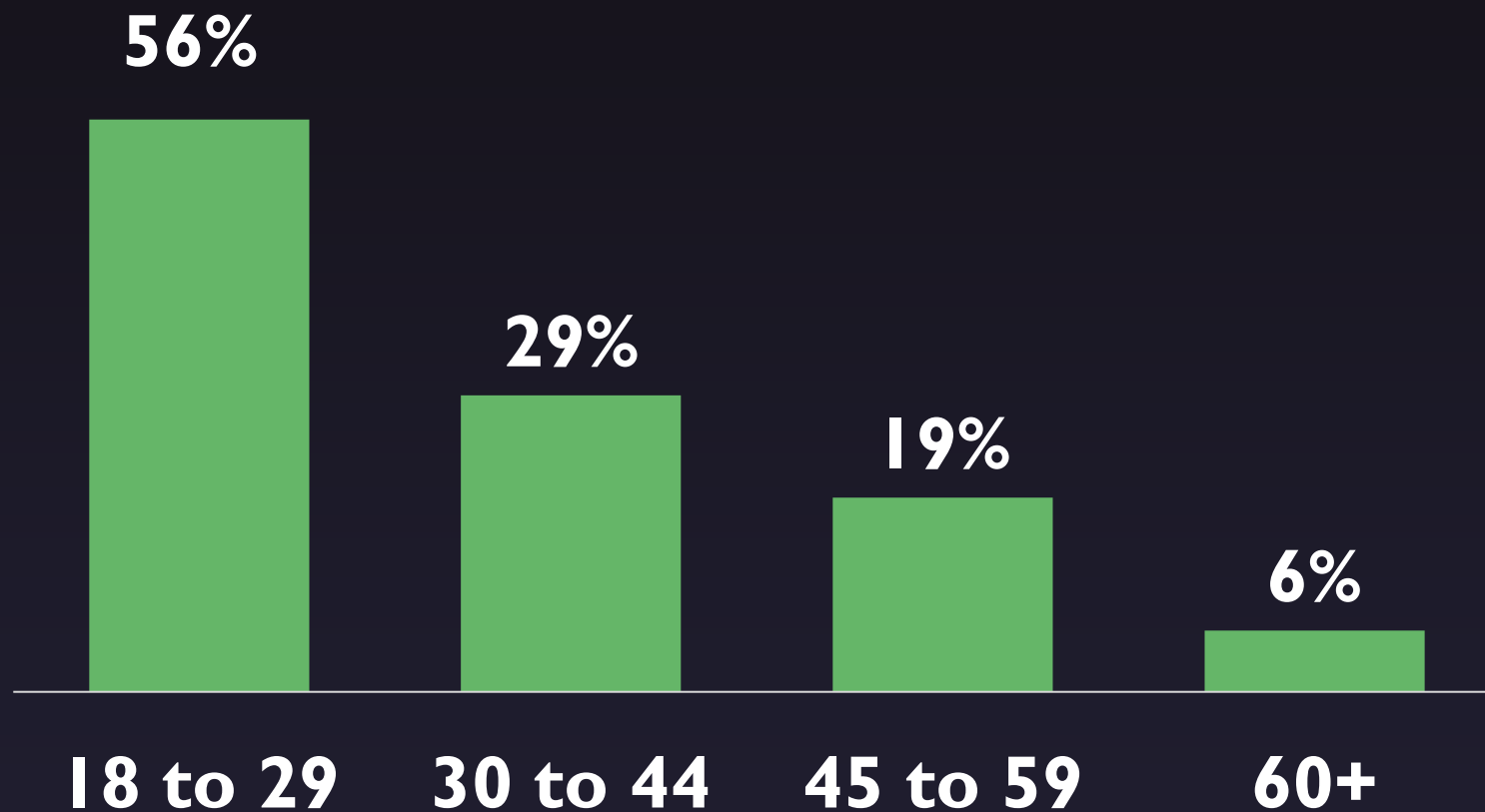


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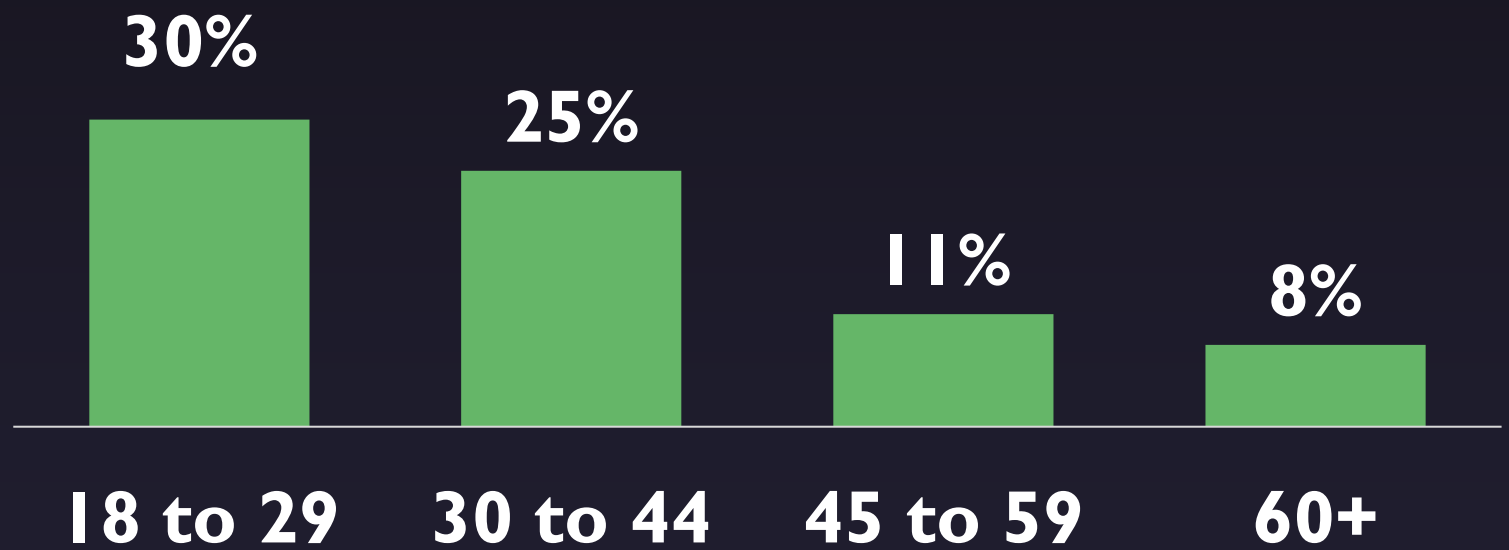
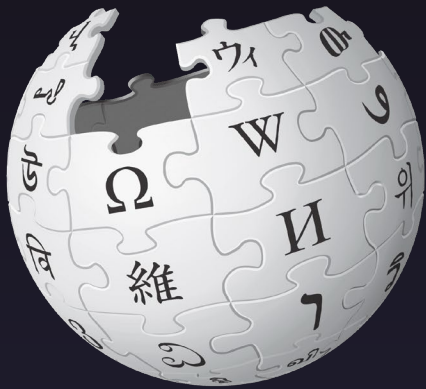




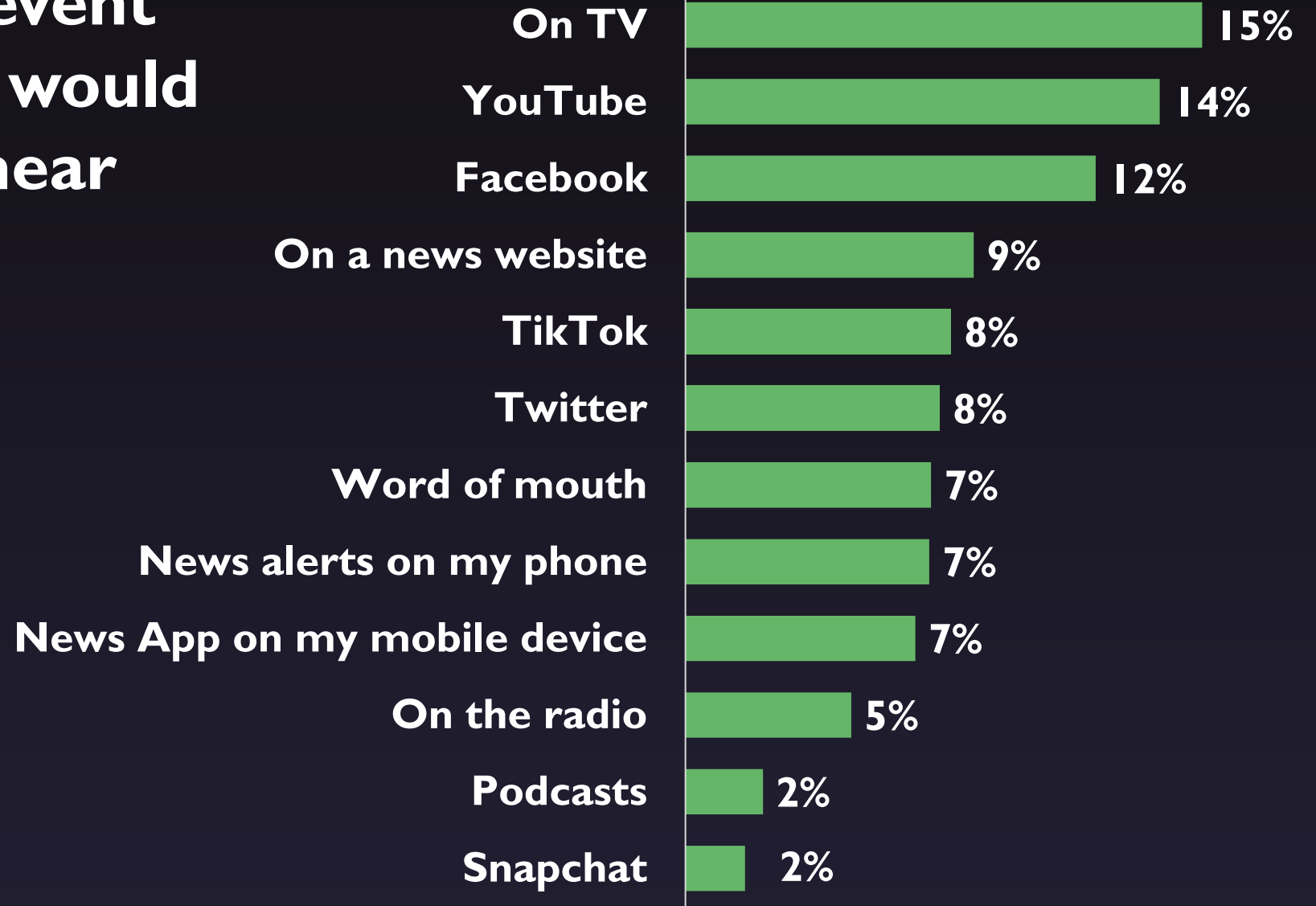
USE DAILY



USE DAILY



If a major news event occurred, where would you most likely hear about it first?



THE END OF TRUTH?

73%

AGREE

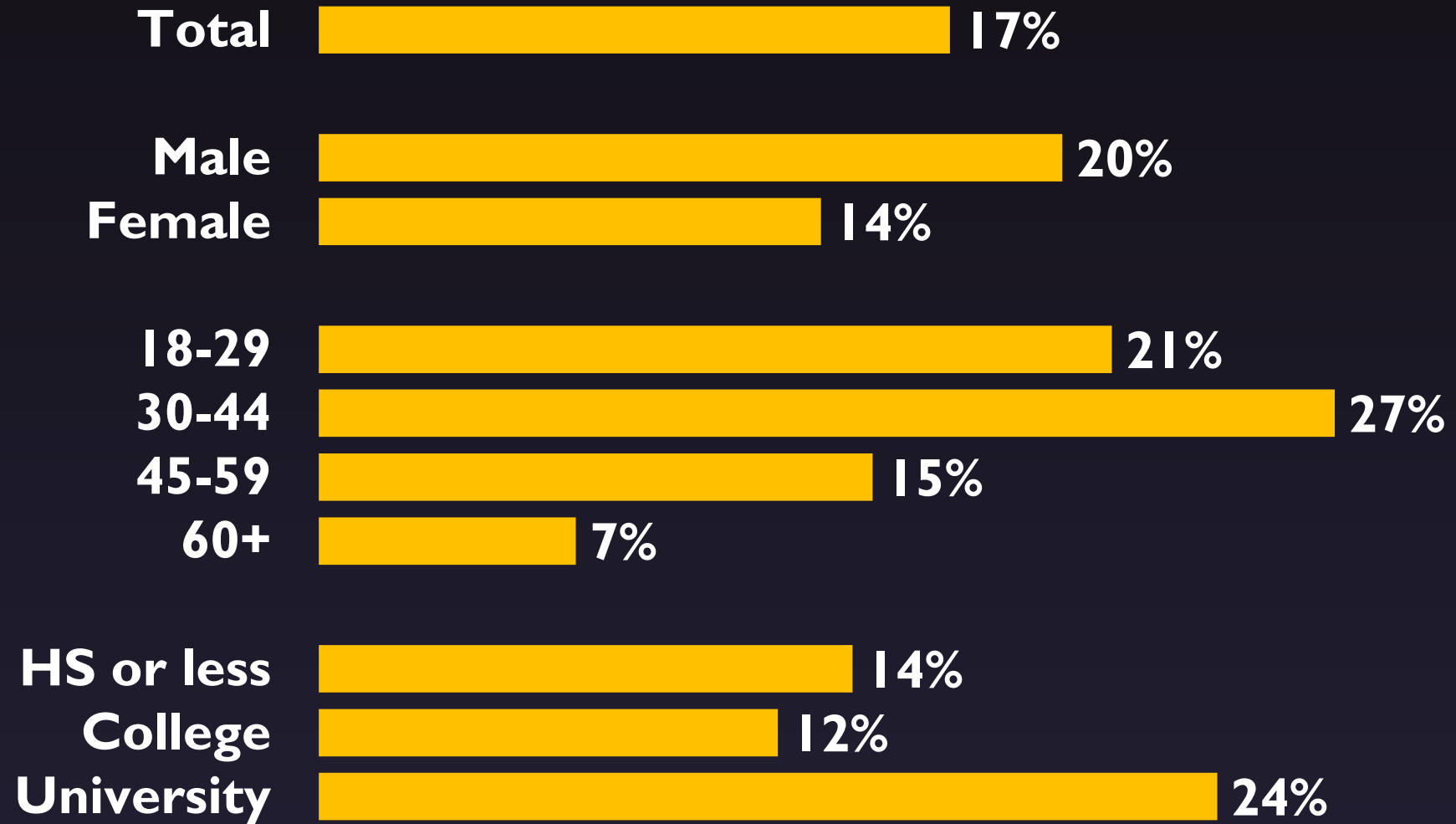
**“IT IS HARDER TO TELL WHAT IS
TRUE OR NOT TRUE THESE DAYS”**

I IN 5

**DON'T THINK THERE IS AN
OBJECTIVE TRUTH**

17%

**SAY IT IS ALWAYS OKAY TO
SHARE INFORMATION
*THAT MIGHT NOT BE TRUE.***



HOW IS SCARCITY & GENERATIONAL CHANGE REDEFINING LABOUR NEGOTIATIONS?



DEMANDS FROM WORKERS ARE GREATER IN THIS ENVIRONMENT.



NEW GENERATIONS EXPECT MORE.

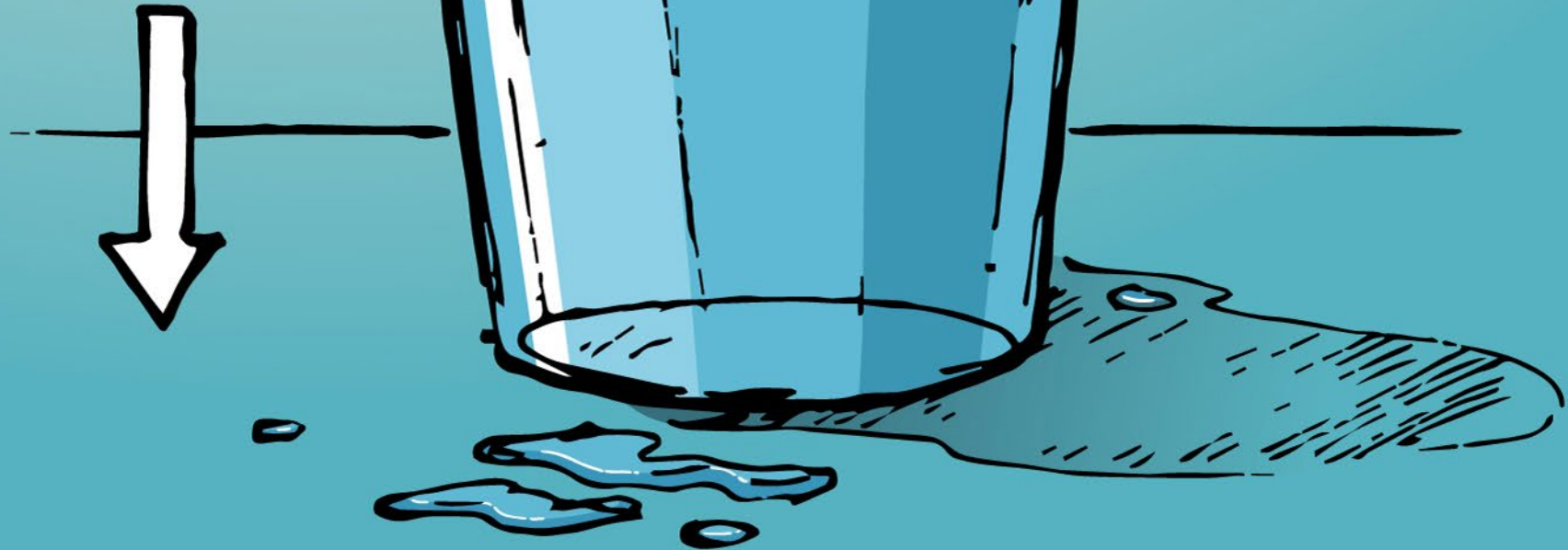


TRUST IS ESSENTIAL.

TO END ON A LIGHTER NOTE.

EMPTY

FULL

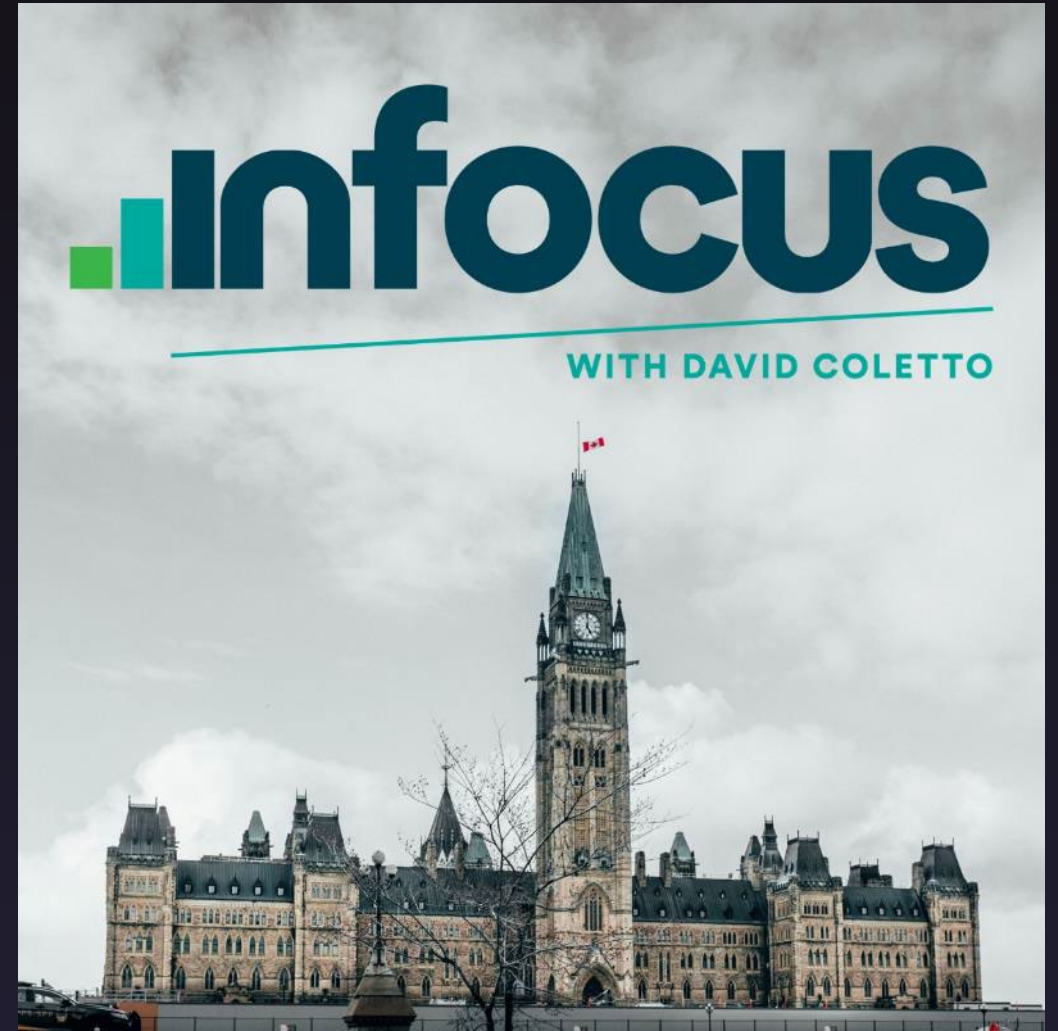


87%
SAY THEY
EXPERIENCE JOY
AT LEAST A FEW TIMES
A WEEK

66%
ARE SATISFIED WITH
THE AMOUNT OF JOY
THEY EXPERIENCE

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