CANADIANS' EXPECTATIONS ABOUT 2067

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As *Canada 150* celebrations come to a close, how do Canadians living today imagine *Canada 200*? Where will we be? How much better or worse off will we be on a number of key concerns to us today? Do Canadians expect we will be happier, in better health, more tolerant towards others? Well, we decided to poll Canadians on what they feel Canada will be like in 2067.[1] We asked them if they believe Canadians will be more or less of something, or if they believe we will be better or worse off compared to today. We grouped our 19 questions into four themes: 1) political and social values (●), 2) love, life and happiness (●), 3) physical wellness (●) and 4) openness to others (●).

LOVE, LIFE AND HAPPINESS

Well… let's start with the bad news. Canadians believe that in 2067, stressed out Canadians will be poorer, less happy, not as close to their family, in a country that will be increasingly unsafe and less religious than we know it today. It should be mentioned that the most "optimistic" generation in the survey are Millennials, who will be the only generation in today's survey that will still be alive en masse to witness 2067. The oldest Millennials will be 85 when *Canada 200* celebrations officially kick off. While Millennial are more optimistic, they still believe we will be poorer, not as happy and the rest,

1 The survey was conducted using the Leger Omnibus Survey of 1,530 Canadians (18 years and over). The survey was conducted between March 18 and March 24, and conducted via the LegerWeb Internet panel. The data was weighted to the latest Statistics Canada data by age, gender, region and level of education. The preamble to the questions was the following. "When answering the next series of questions, we ask that you project yourself in the future and give us your impressions of the future on a number of issues. In 2067, that is fifty years into the future, do you believe Canadians will be…?"

TABLE 1
OVERALL RESULTS OF 'WHERE WILL WE BE IN 2067?' (IN DESCENDING ORDER OF "MORE OR BETTER OFF")

	More/Better	Less/Worse	Do not know
Environmentally conscious	76%	16%	9%
Stressed out at work	66%	22%	13%
Informed	65%	23%	11%
Openness to the world	62%	24%	14%
Multilingual	61%	27%	12%
Curious	57%	26%	17%
Conscious of gender equality	57%	28%	15%
Proud to be Canadian	57%	26%	17%
Vegetarian	54%	23%	22%
Personal health	52%	36%	11%
Physically fit	46%	41%	13%
Tolerant	45%	41%	14%
Welcoming to immigrants	42%	38%	20%
Interested in politics	37%	33%	19%
Close to family	37%	45%	18%
Feeling of safety	34%	51%	15%
Happier	33%	44%	23%
Rich	21%	59%	20%
Religious	13%	72%	15%

but the gap is simply smaller. This data suggests that confidence in the future is an issue for today.

POLITICAL AND SOCIAL VALUES

In many ways, Canadians believe we will grow to be more virtuous when it comes to the environment, gender equality and our pride in being Canadian. One interesting conundrum remains the fact that we will be better informed, more curious in general … yet less interested in politics! Do we believe "politics" as we know it will be less present in our lives? Is that a projection or a wish? Canadians appear to be pointing to the "end of ideology", as if we will become less interested in politics because politics will become less interesting. As for the environment, are Canadians highlighting this issue because they believe we will become more "green" because we want to or have to?

PHYSICAL WELLNESS

Canadians feel we will be in great shape and eat better by 2067. In other words, we will most likely live unhappy and poor … for longer! While vegetarianism and veganism are somewhat trendy in 2017, many Canadians extend that trend into the future and our survey shows that it is Canadians 18 to 24 years of age who lead the way. As they will still be alive in 2067, and as today's Gen Z members will be approaching retirement age in 2067 (if the concept of retirement still exists), probably their children will have grown up in a world where family meals do not feature a big piece of meat in the centre of the table.

OPENNESS TO OTHERS

If we trust the perspectives of contemporary Canadians, the "global village" narrative very much present today will still be there in 2067. We will generally be more open to the world and increasingly multilingual. Do Canadians project that this will be the result of a more diverse population due to immigration into Canada or simply a shared or common desire to be more open? Along the same lines, it is interesting to note that Canadians, across all regions, are rather divided on whether Canada will be more (45%) or less (41%) tolerant and more (42%) or less (38%) welcoming to immigrants in 2067. Is our openness to the world indicative of our openness to the world coming to *live here* in Canada? Survey results suggest the "jury is still out" on that one.

CONCLUSION

Reading through the data, Canadians do not appear as the eternal optimistic and jovial beings some make us out to be. There is something rather Orwellian about how we project present attitudes into the future and what we feel are certitudes moving forward. One key element of the research remains the gap between how we perceive the global village making us more open, curious and informed… yet we are not so open when it comes to immigration. Maybe it is Canadians' apprehensions about how 'good' life will be in the future (love, life, happiness) that makes them so clear about their thoughts on the global village, yet so hesitant when it comes to their *local village*.