

hello



CANADA'S MOST SOUGHT AFTER AND INFLUENTIAL POLLING FIRM



Founded in 2010

17 Research Professionals

Official pollster for the
Toronto Star

Located in Ottawa, Toronto,
Halifax, London, Hamilton and
Edmonton

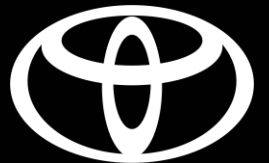
SOME OF THE BRANDS AND
ORGANIZATIONS WHO TRUST US

ANTHROPIC **NETFLIX**

Google  airbnb

UNIVERSITY OF
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Responding to the Precarity Mindset

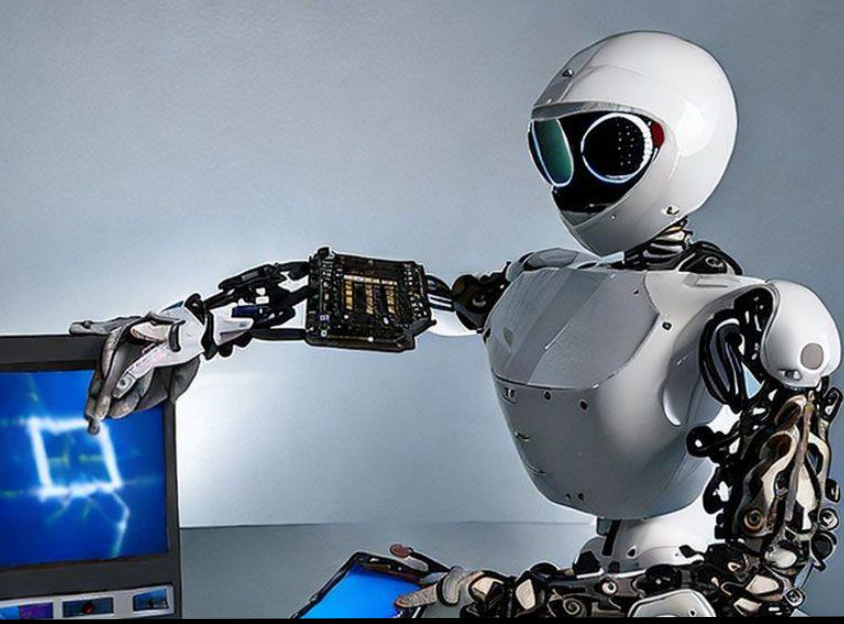
Building Learning Systems that Create More Certainty for People

David Coletto, PhD
Founder & CEO

July 2026









**A SCARCITY
MINDSET**

**A state of mind where
limitations on resources
(real or perceived)
dominate attention.**

WHAT DOES A SCARCITY MINDSET LOOK LIKE?

WHAT IS KEEPING CANADIANS UP AT NIGHT? – JULY 2024



**SCARCITY CREATED A DEEP
DESIRE FOR POLITICAL CHANGE.**

**INCUMBENT
GOVERNMENTS WERE IN
TROUBLE EVERYWHERE**



FAIRNESS FOR EVERY GENERATION

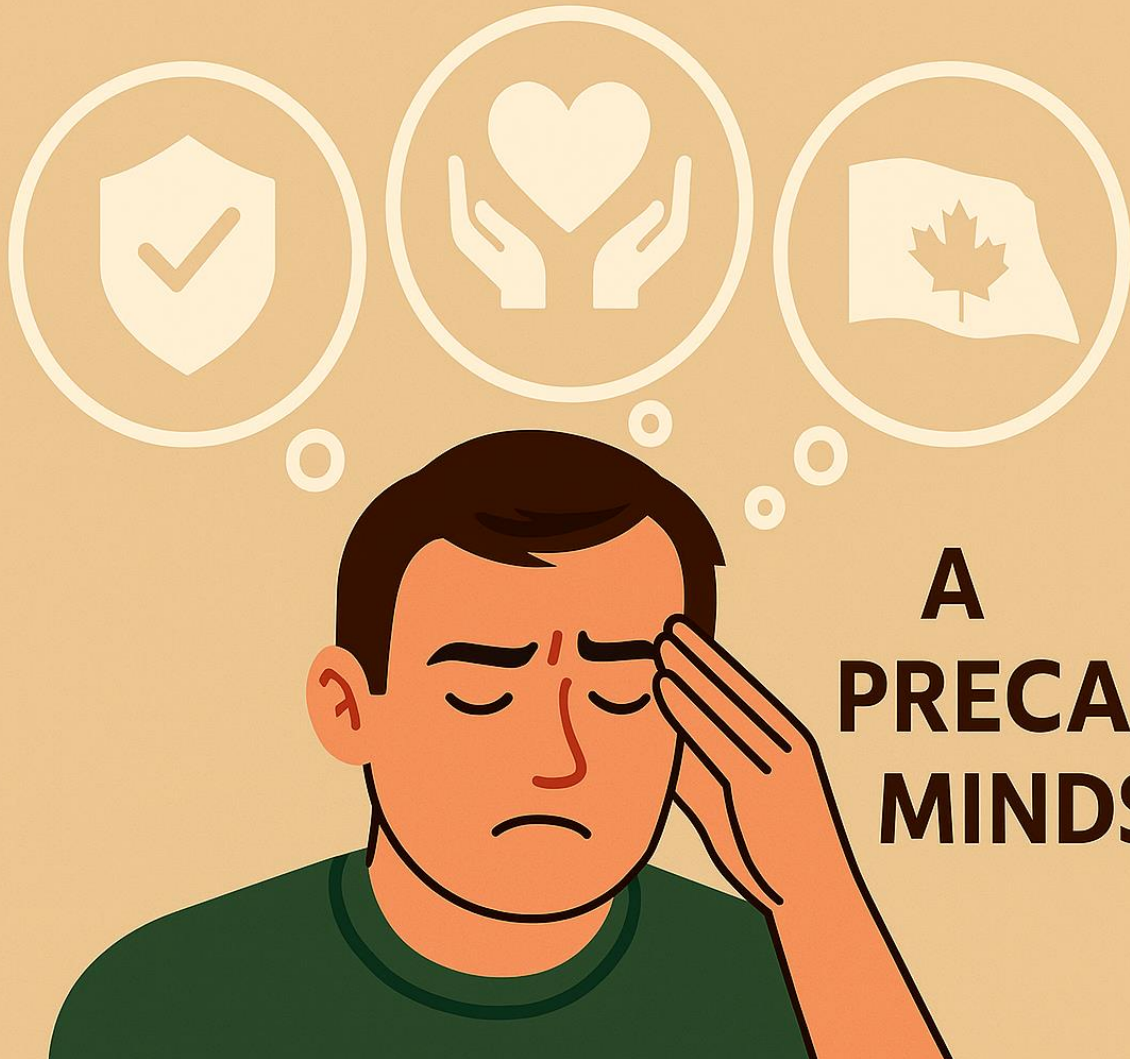
**UNE CHANCE ÉQUITABLE POUR
CHAQUE GÉNÉRATION**



PRIME MINISTER
PREMIER MINISTRE

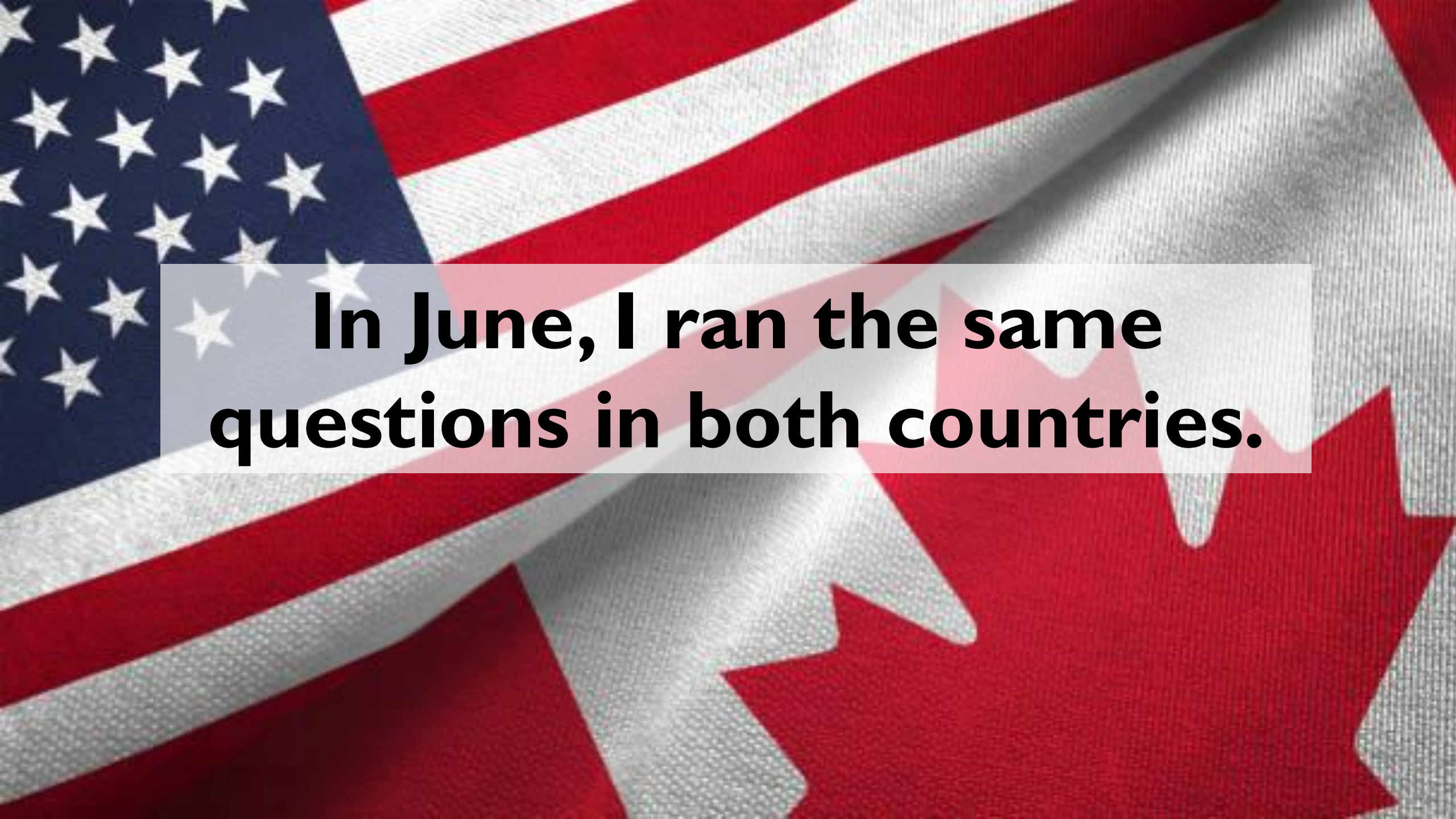


SCARCITY → PRECARITY



A PRECARITY MINDSET

A mindset shaped by unpredictability – where people feel the future is unstable, institutions are unreliable, and personal resilience is always being tested.

The background of the image features a close-up, slightly blurred view of the American and Canadian flags. The American flag's stars and stripes are visible on the left, while the Canadian flag's red maple leaf is prominent on the right. A semi-transparent white rectangular box is centered over the flags, containing the text.

In June, I ran the same questions in both countries.

WHAT DOES A PRECARITY MINDSET LOOK LIKE?

	Canada	USA
Ongoing global events often leave me feeling unsure about the future	75%	64%
Frequent economic changes make me feel financially insecure	73%	64%
Day-to-day life feels increasingly unpredictable	72%	64%
Making long-term plans feels difficult in today's world	77%	64%
I am not confident the government will protect people from major shocks	67%	63%

PRECARITY MINDSET INDEX



	Canada	USA
EXTREME PRECARITY	34%	33%
HIGH PRECARITY	30%	24%
MODERATE PRECARITY	22%	18%
LOW PRECARITY	14%	25%

A GENERATIONAL CAVEAT

Not everyone wants the same response to precarity.

BOOMERS & OLDER

Something to protect.

- Seeking stability
- Drawn to the protector narrative
- Respond to reassurance, continuity, institutional trust

UNDER 30

Nothing to lose.

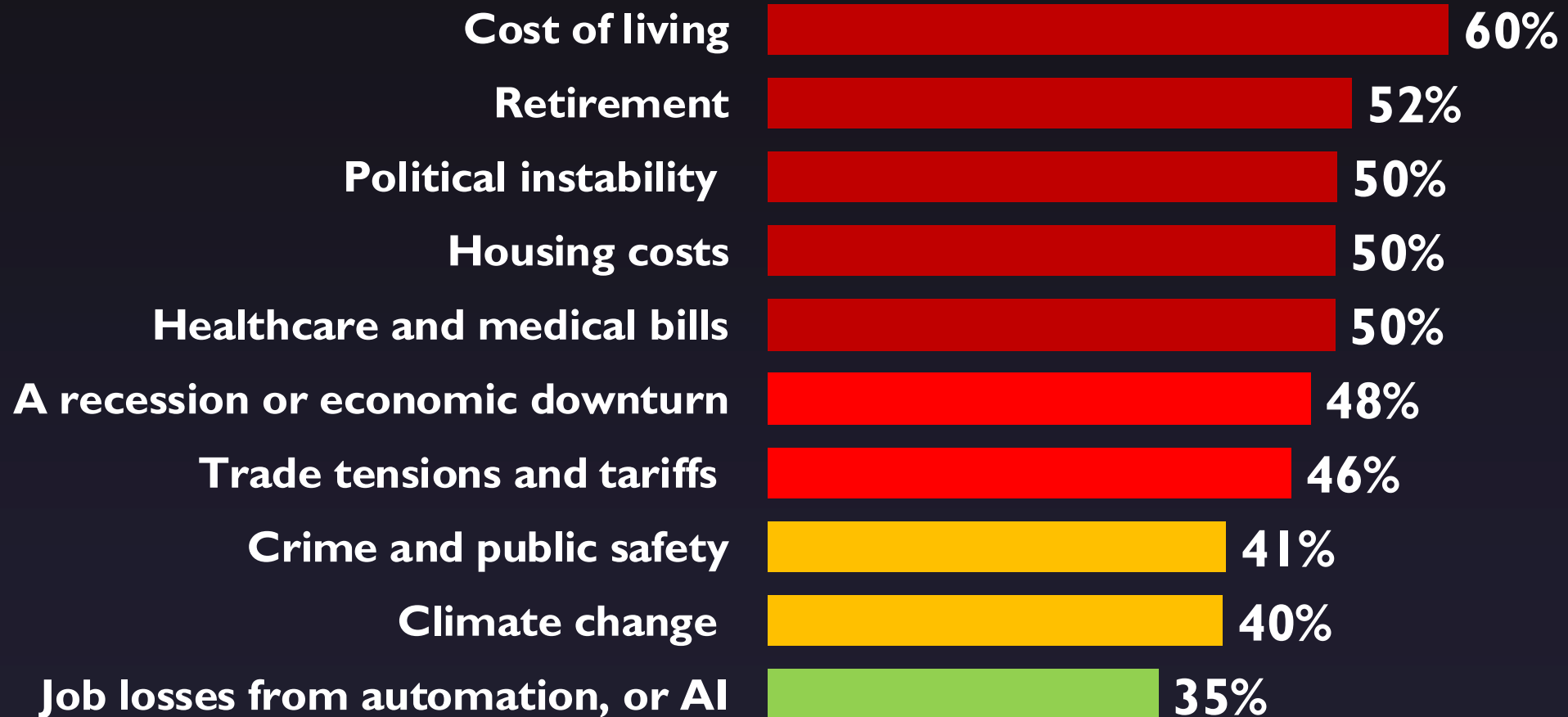
- Still drawn to disruption
- There is a long list of threats
- Populist instinct is tamped down, not gone

A GENERATIONAL CAVEAT

Primary Source of Uncertainty by Age Group

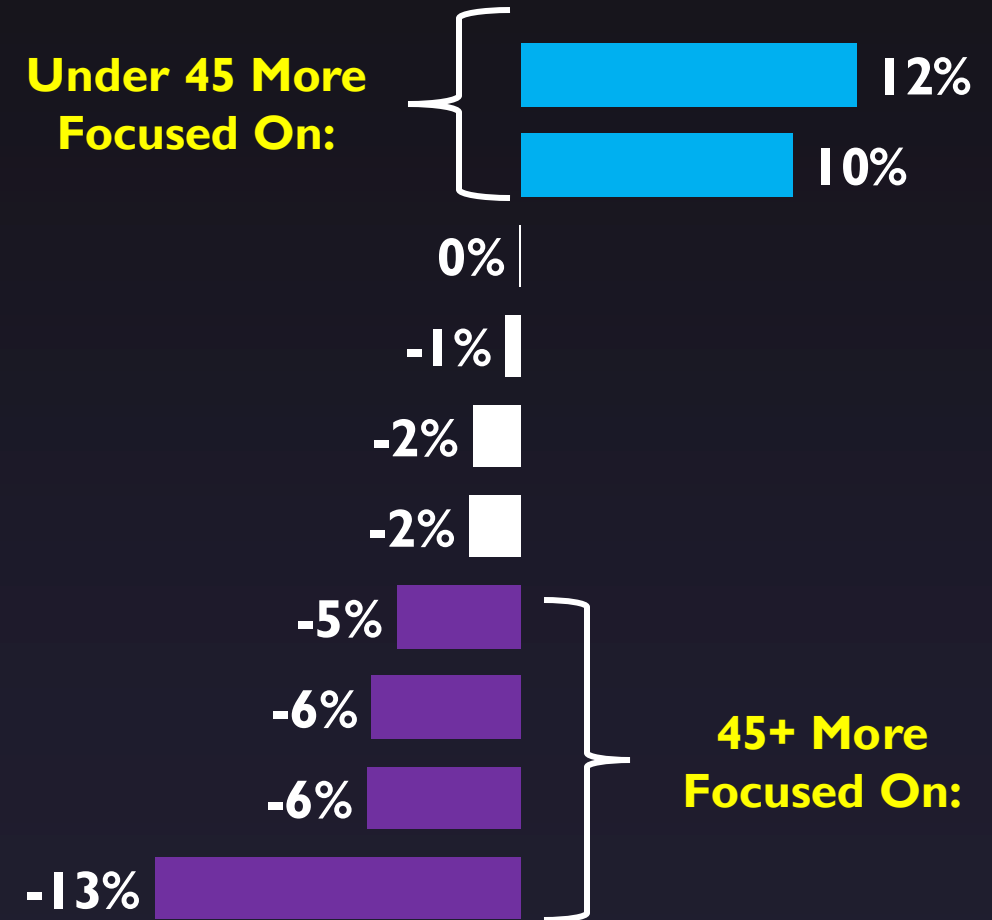
18 to 29	30 to 44	45 to 59	60+
Affording rising prices and <i>finding</i> stable, secure work.	Financial stability: <i>affording</i> life and <i>keeping</i> my job.	Cost of living and the country's political direction	The Trump administration, rising prices, and global conflict.

MAJOR CONCERNS



MAJOR CONCERNS

Housing costs
Job losses from automation, AI
The cost of living
Crime and public safety
Climate change
Retirement security
A recession or economic downturn
Healthcare and medical bills
Trade tensions and tariffs
Political instability



57%

Worry that...

“The American Dream is out of reach for people like me.”

61% among those under 30.



Maslow's hierarchy of needs

What do Americans say they are focused on?

abacus
data



What do Americans say they are focused on?

18 to 29 years old

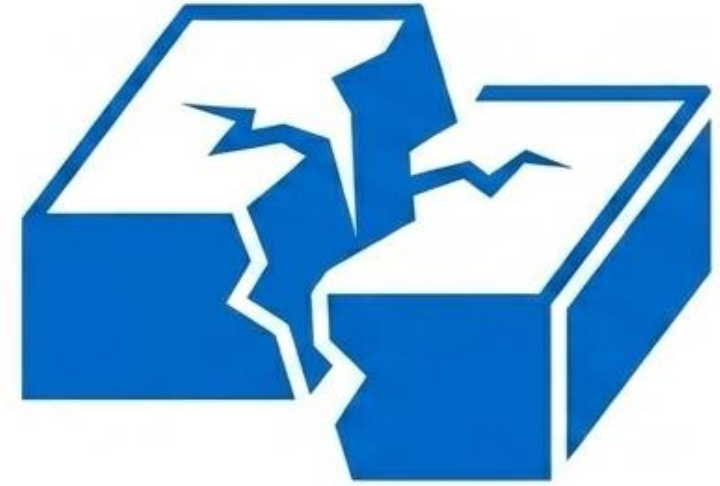
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data





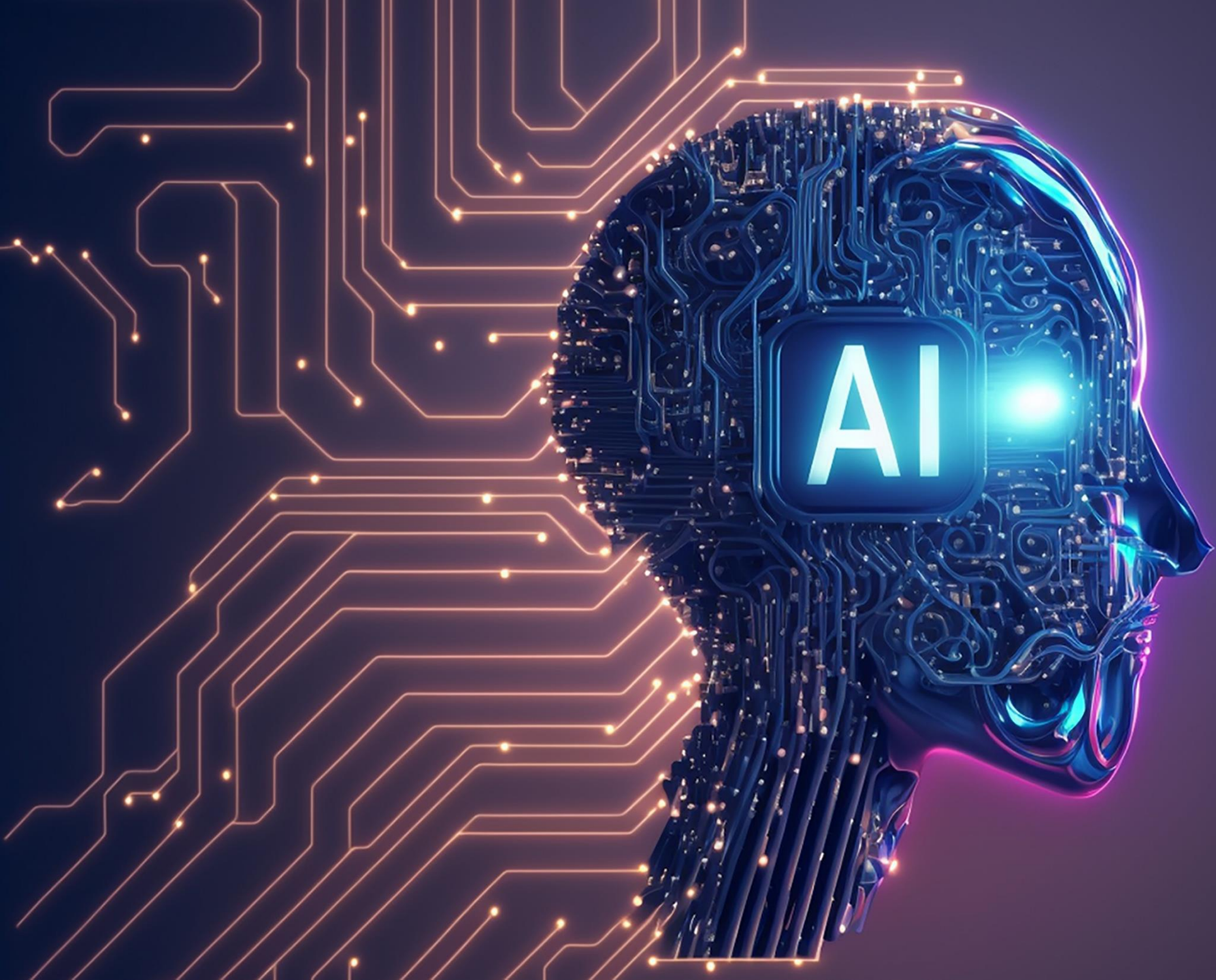
Scarcity = Stress

Worrying about the cost of living.



Precarity = Vertigo

Fearing the systems will break.



64%

EXPECT AI TO MEAN FEWER JOBS



18-29	30-44	45-59	60+
73%	67%	49%	29%

54%

**I WORRY AI COULD
THREATEN MY JOB OR
LIVELIHOOD**



18-29	30-44	45-59	60+
57%	52%	45%	30%

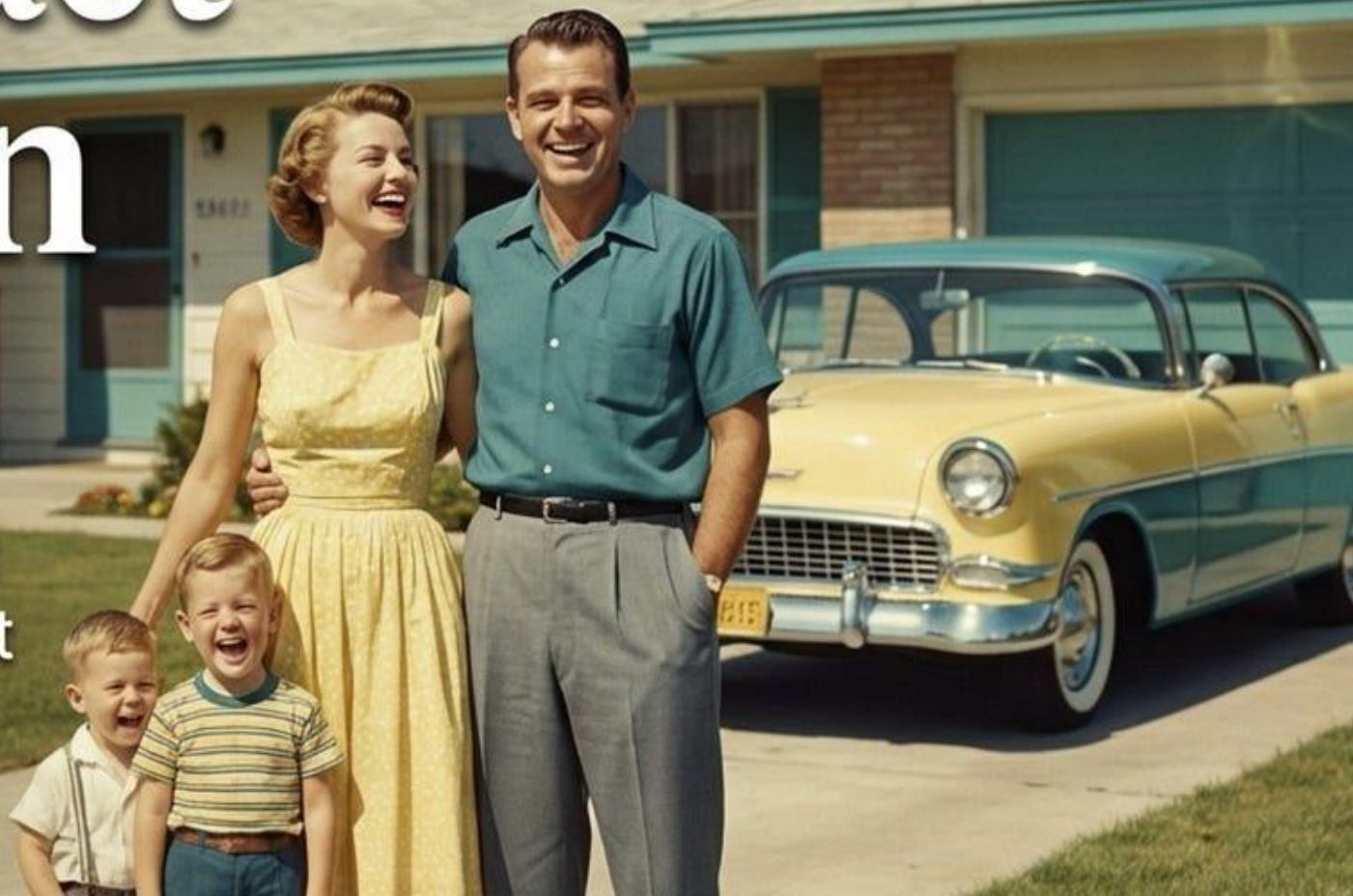
**WELCOME TO
THE AGE OF
REASSURANCE**

**People need
reassurance that they
will be able to feed
their families, stay
healthy, and meet
their needs without
constant stress.**

1950 Represents the Contract We Mourn

62% Embrace the 1950s.

This is not about the aesthetic. It is about the 'Deal': The belief that hard work guarantees a home, a family, and a secure retirement.



The Contract People Are Mourning



More than 6 in 10 say they would return to the world of 1950. They are not nostalgic for the aesthetics. They are nostalgic for the deal.

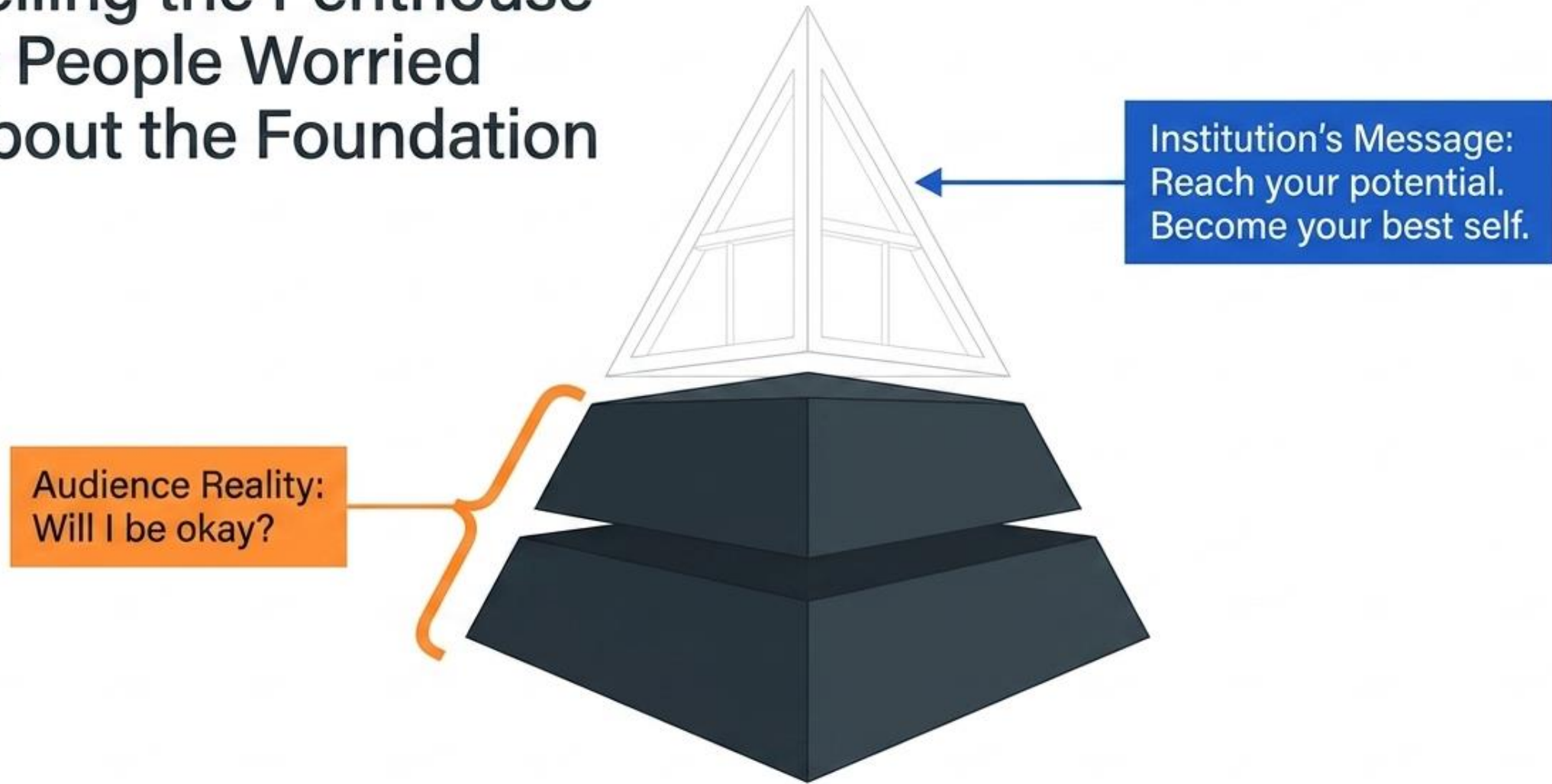
**In this environment,
what is the purpose and
value of learning?**

Learning Demands Long-Term Trust in a World That Cannot Plan



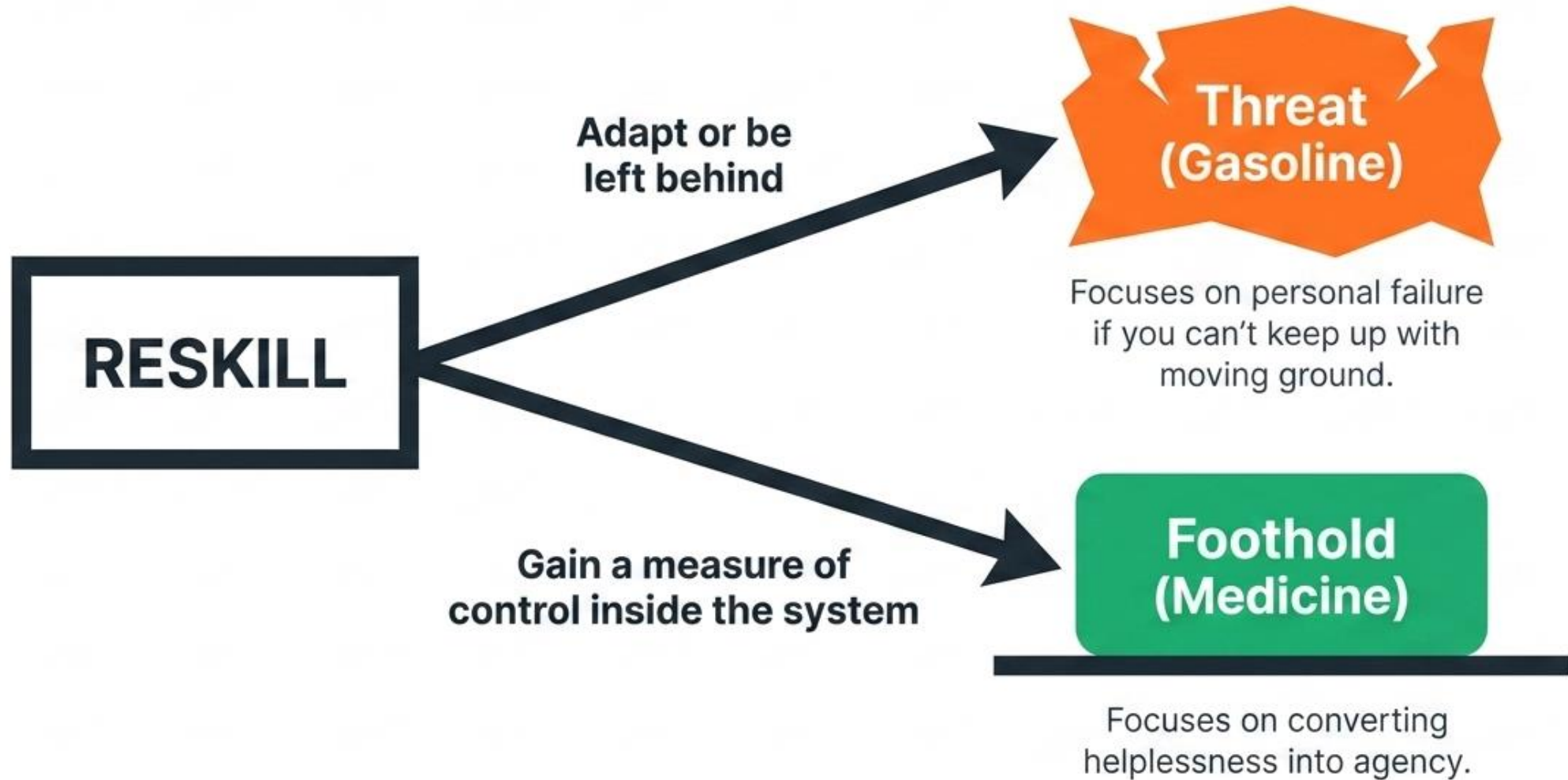
The entire architecture of formal learning runs on a deferred payoff.
That architecture does not survive contact with a precarity mindset.

Selling the Penthouse to People Worried About the Foundation



You cannot market 'become more' to someone actively in survival mode.
Learning is no longer a self-actualization good. It is a safety good.

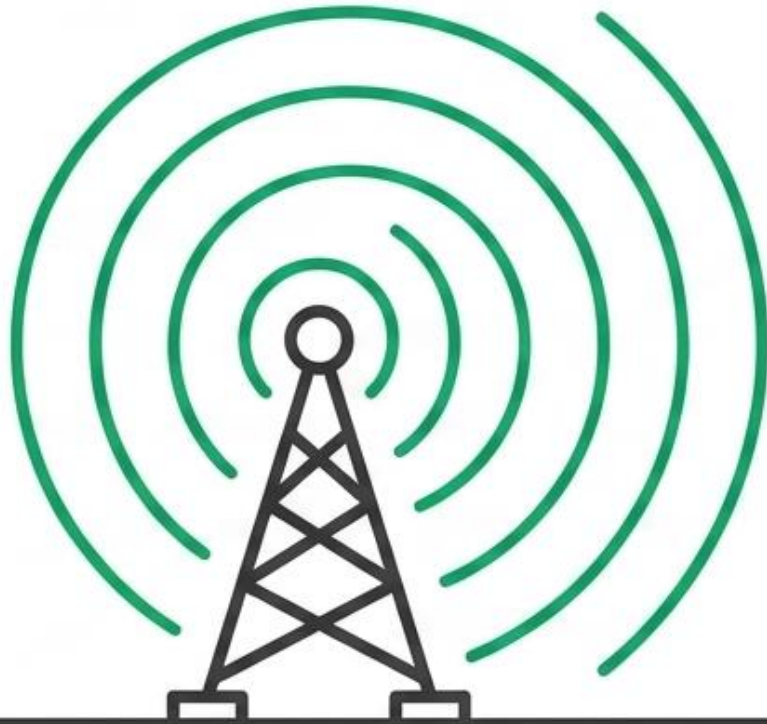
The Monster vs. The Medicine



The Structural Components of Real Reassurance



Learning is Now a Trust Signal



**Reliability, not prestige,
is the differentiator.**

**Honest outcomes >
Brand spend.**

When an employer invests in development, it is a relationship-defining act.
It signals: "The company has a future, and you are in it."

Adaptability is the New Security

1950 Contract



Today's Deal



The Business We Are Actually In

~~The Credential Business~~

~~The Skills Business~~

The Agency Business

The work of converting vertigo into footing. Converting the fear that systems will break into the confidence that a person can stand when they shake.

Thank You

Stay in Touch

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