

Canadians increasingly worried about paying their housing costs – Majority say that the next generation will have a lower standard of living than today.

Key Findings



COST OF LIVING

There has been a noticeable increase in the number of Canadians who have had to cancel a major purchase (15%) because of increasing prices (8% in March 2022). Consistent with the previous wave, under one in two Canadians say that inflation hasn't been a major problem (47% in August; 48% in March 2022) as far as the rising cost of living goes. Canadians aged 55 plus are significantly more likely to say that inflation hasn't been a major problem (59%) compared to those 18 to 34 (34%).



STANDARD OF LIVING

Consistent with the previous wave, over six in ten Canadians believe the next generation of Canadians will have a lower standard of living than they have today (62%). B.C. residents are more likely to say it will be lower (70%) than residents from other regions.

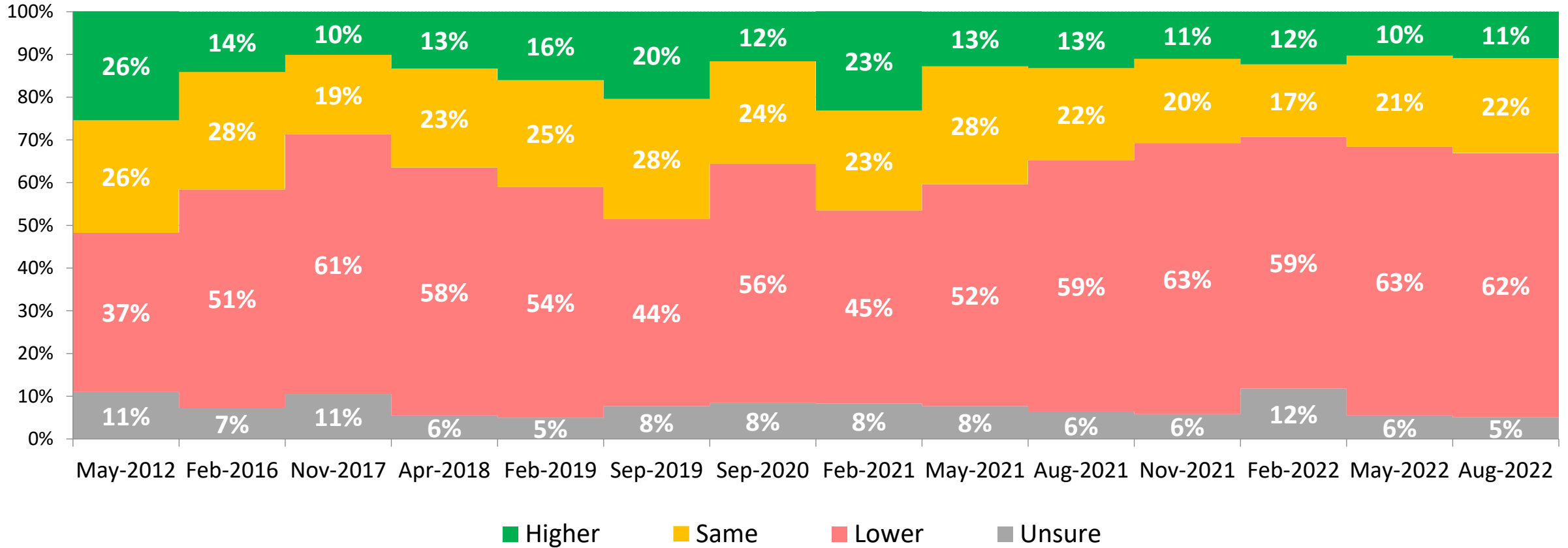


WORRY PAYING HOUSING COSTS

There has been a significant increase in the proportion of Canadians who are worried (11%) or somewhat worried (17%) about paying their housing costs over the next month compared to 2021 (5% worried, 10% somewhat worried). Canadians aged 18 to 34 were most likely to be worried (17%) compared to older Canadians (35 to 54: 11%; 55 plus: 5%).

Views on future standard of living – Tracking

Q Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

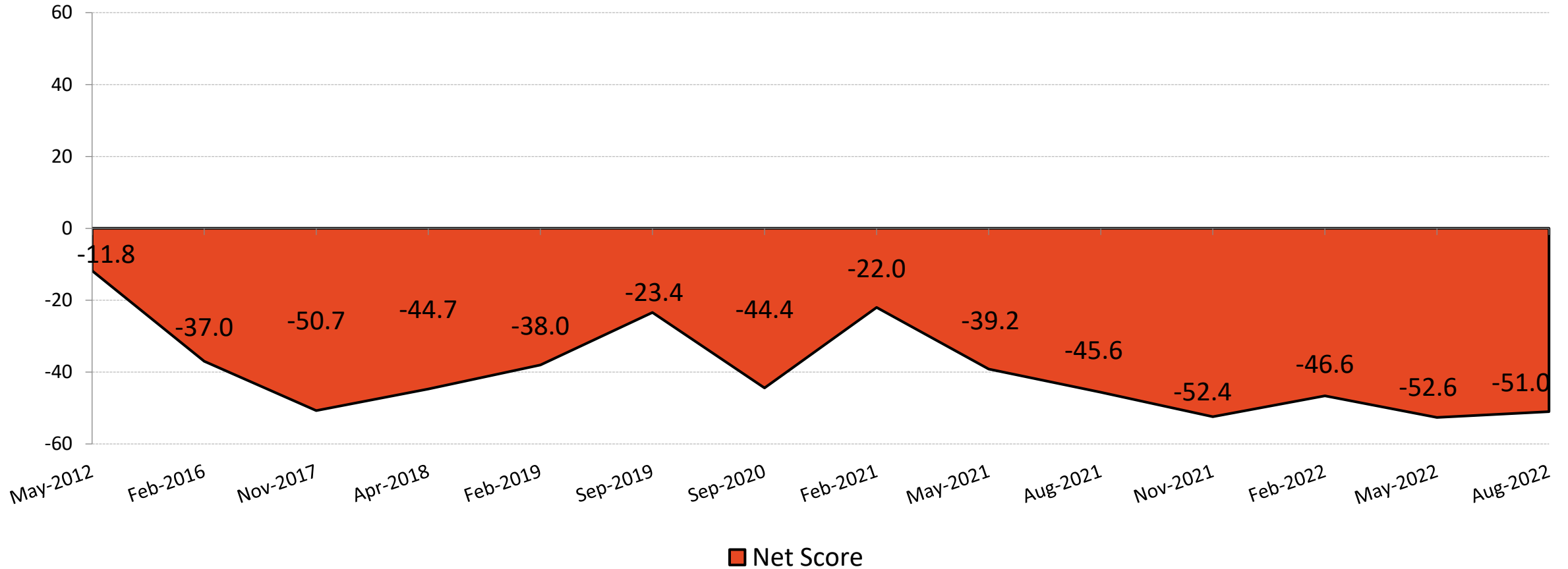
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Views on future standard of living – Net score



Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

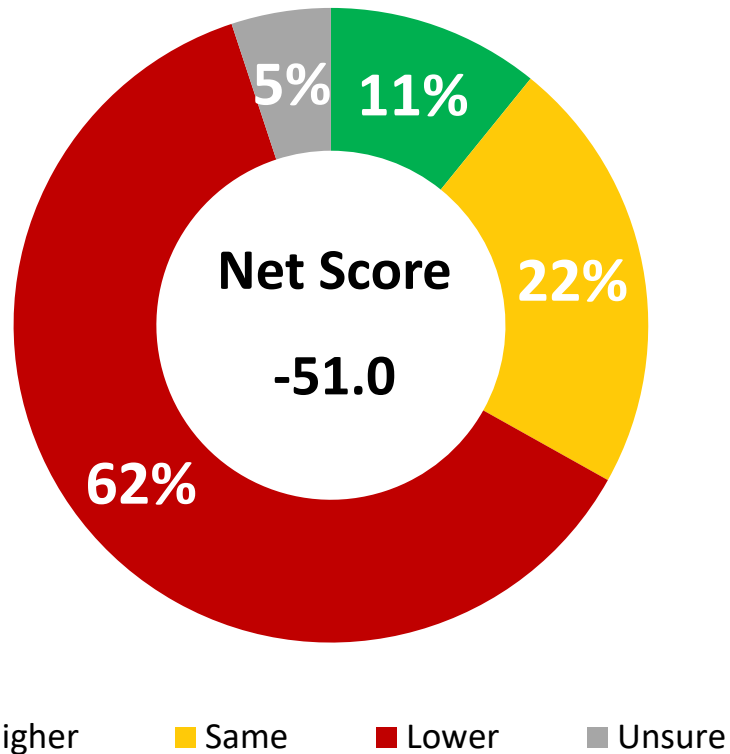
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Views on future standard of living

Q

Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?



“ Over six in ten Canadians believe the next generation of Canadians will have a lower standard of living than they have today. Quebec residents are more likely to say it will be lower (53%) than BC residents(70%). ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Views on future standard of living by demographics



Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?

Higher standard of living

Atlantic (n=100)	Quebec (n=250)	Ontario (n=373)	Prairies (n=200)	BC (n=150)
15.1%	9.4%	12.8%	9.2%	7.9%
Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
9.8%	11.8%	18.4%	8.5%	7.5%

Lower standard of living

Atlantic (n=100)	Quebec (n=250)	Ontario (n=373)	Prairies (n=200)	BC (n=150)
63.1%	53.6%	63.7%	61.9%	70.0%
Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
65.3%	58.5%	55.5%	66.7%	62.0%

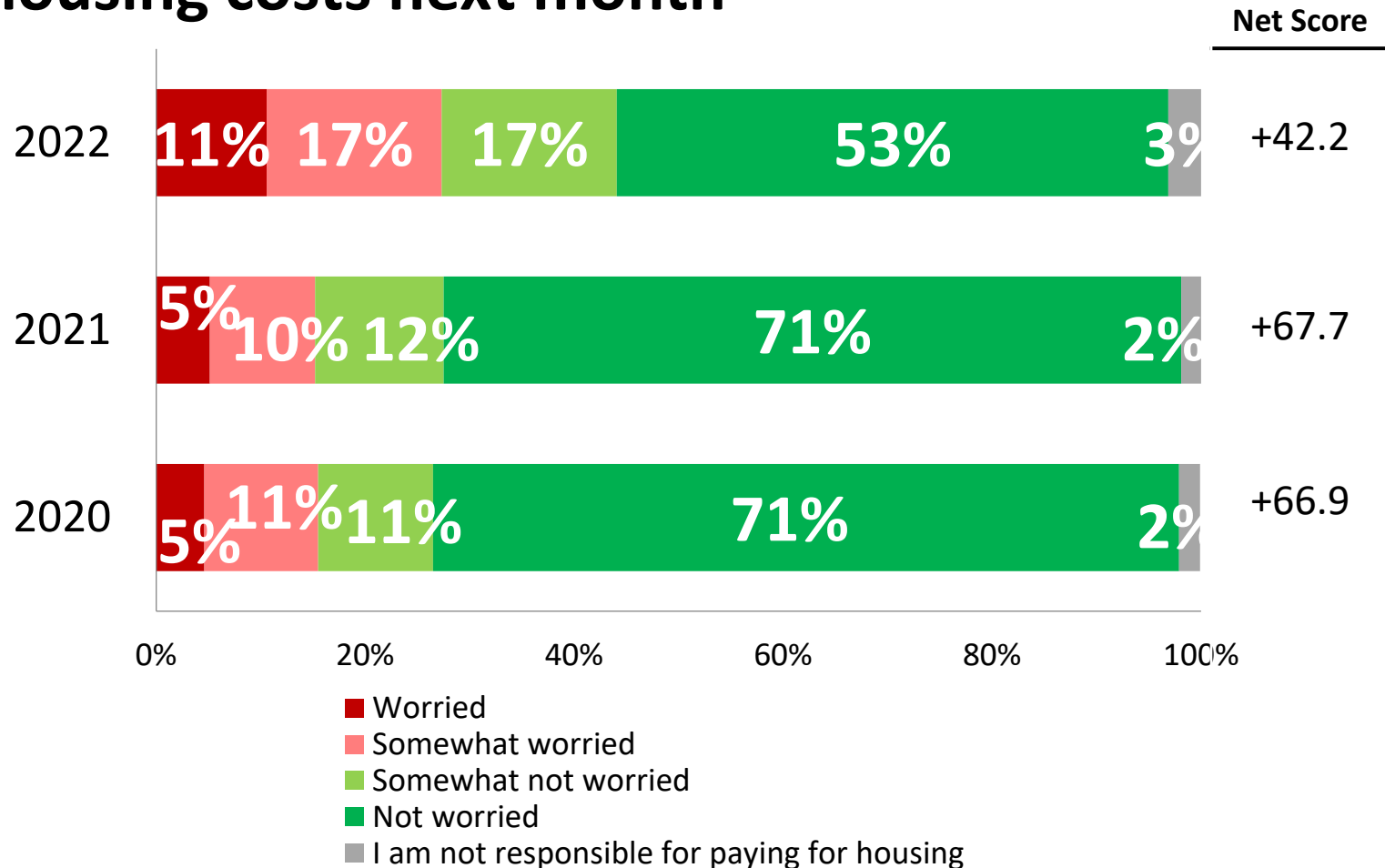
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Level of worry about paying housing costs next month

Q Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?



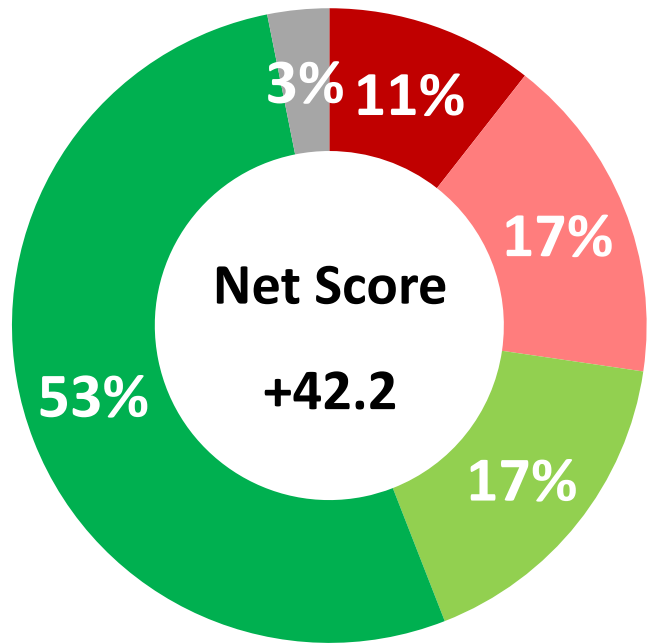
“ There has been a significant increase in the proportion of Canadians who are worried or somewhat worried about paying their housing costs over the next month compared to 2021. ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Level of worry about paying housing costs next month



- Worried
- Somewhat worried
- Somewhat not worried
- Not worried
- I am not responsible for paying for housing

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

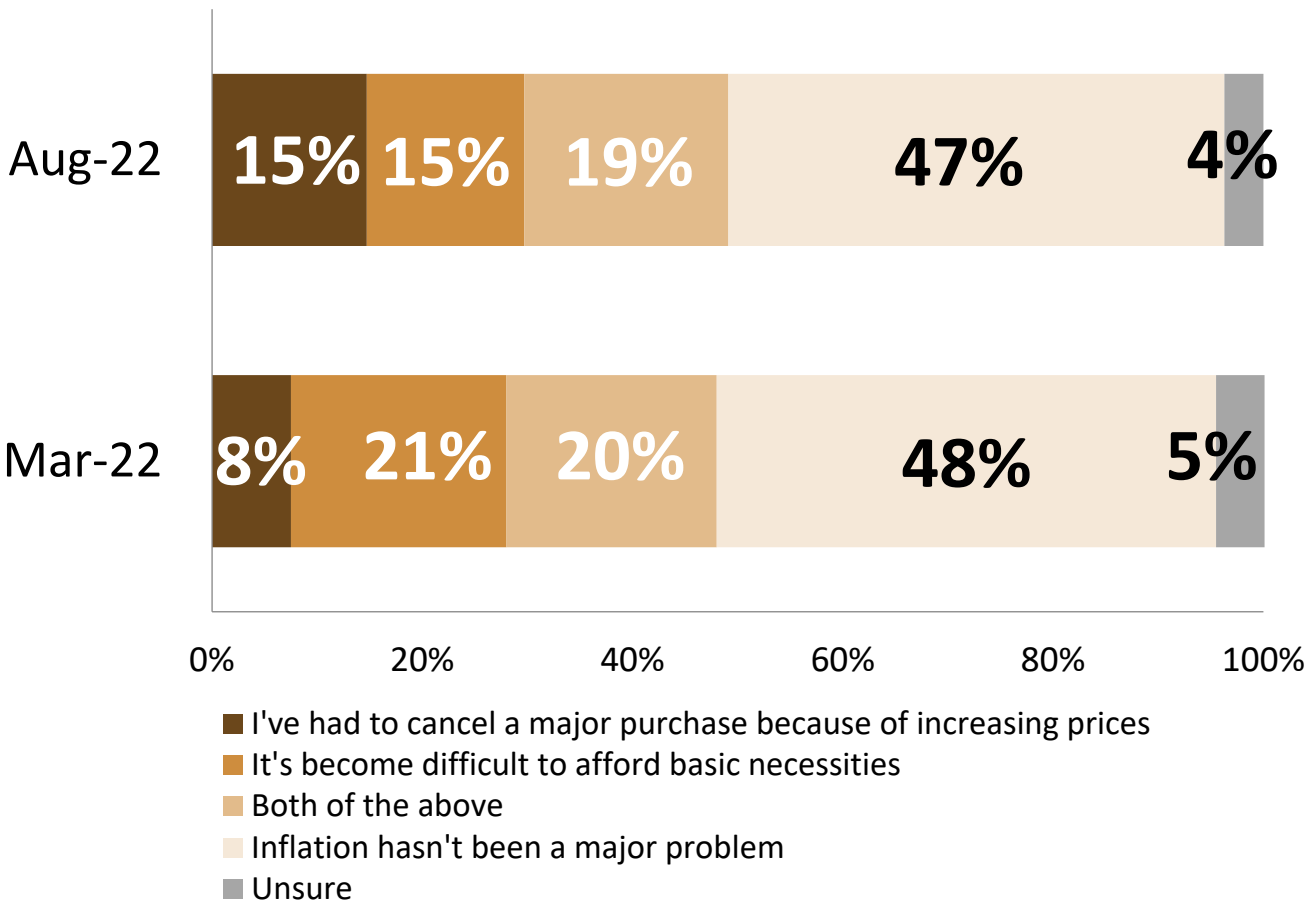
Q

Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?

	Atlantic (n=100)	Quebec (n=250)	Ontario (n=373)	Prairies (n=200)	BC (n=150)
Worried/Somewhat worried	32.6%	18.5%	31.1%	29.4%	26.3%
	Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
	25.1%	29.4%	34.1%	28.5%	21.5%
Not worried/Somewhat not worried	60.5%	78.6%	65.7%	67.1%	72.7%
	Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
	71.5%	67.7%	59.8%	70.3%	75.8%

Situation with regards to cost of living

Q What best describes your situation as far as the rising cost of living goes?



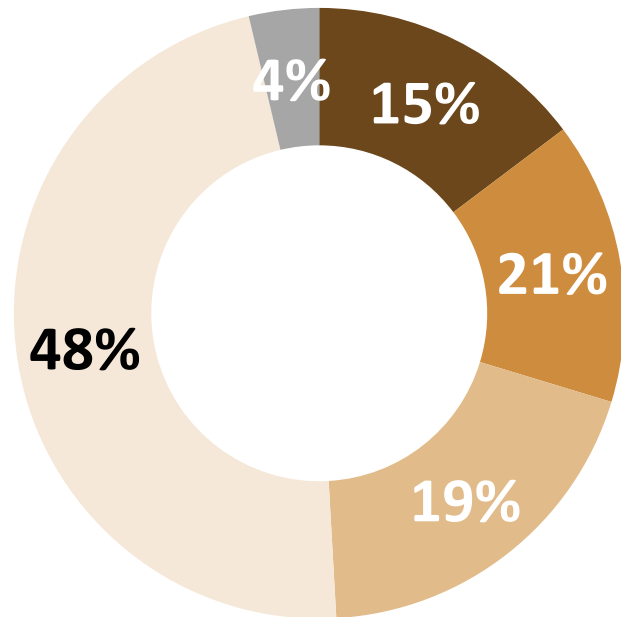
“ There has been a noticeable increase in the number of Canadians who have had to cancel a major purchase because of increasing prices (15%; 8% in March 2022). Consistent with the previous wave, under one in two Canadians say that inflation hasn't been a major problem as far as the rising cost of living goes. Canadians aged 55 plus are significantly more likely to say that inflation hasn't been a major problem (59%) compared to those 18 to 34 (34%). ”

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Situation with regards to cost of living



- I've had to cancel a major purchase because of increasing prices
- It's become difficult to afford basic necessities
- Both of the above
- Inflation hasn't been a major problem
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q What best describes your situation as far as the rising cost of living goes?

“

While under one in two Canadians say that inflation hasn't been a major problem as far as the rising cost of living goes, about one in five say it's become difficult to afford basic necessities and under one in five say they've had to cancel a major purchase because of increasing prices. One in five Canadians say both of the above are true for them.

”

Situation with regards to cost of living by demographics

Q

What best describes your situation as far as the rising cost of living goes?

I've had to cancel a major purchase because of increasing prices

Atlantic (n=100)	Quebec (n=250)	Ontario (n=373)	Prairies (n=200)	BC (n=150)
8.4%	11.4%	13.6%	18.3%	22.0%
Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
16.0%	13.5%	20.8%	17.3%	8.1%

It's become difficult to afford basic necessities

Atlantic (n=100)	Quebec (n=250)	Ontario (n=373)	Prairies (n=200)	BC (n=150)
23.1%	15.8%	14.2%	14.5%	12.4%
Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
13.4%	16.4%	15.9%	15.5%	13.8%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Situation with regards to cost of living by demographics

Q

What best describes your situation as far as the rising cost of living goes?

Both of the above

Atlantic (n=100)	Quebec (n=250)	Ontario (n=373)	Prairies (n=200)	BC (n=150)
22.2%	13.1%	21.0%	21.0%	22.3%
Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
18.6%	20.2%	26.4%	18.7%	15.1%

Inflation hasn't been a major problem

Atlantic (n=100)	Quebec (n=250)	Ontario (n=373)	Prairies (n=200)	BC (n=150)
44.7%	55.6%	47.4%	41.2%	41.5%
Men (n=560)	Women (n=513)	18 to 34 (n=219)	35 to 54 (n=413)	55 plus (n=441)
48.6%	45.8%	34.0%	44.3%	59.1%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 29th, 2022, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,073 Canadians, 18 years of age or older, between August 27th and 29th, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,073 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Nanos Research	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1073 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: political and economic issues, medical assistance in dying, COVID-19 vaccines and Inflation.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	August 27 th to 29 th , 2022.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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ABOUT NANOS

TABULATIONS





2022-2212 – Nanos – August Omni – Better off/Worse off – STAT SHEET

			Region					Gender		Age			
			Canada 2022-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?	Total	Unwgt N	1073	100	250	373	200	150	560	513	219	413	441
		Wgt N	1000	67	233	381	186	133	488	512	273	341	386
	Next generation will have a higher standard	%	10.8	15.1	9.4	12.8	9.2	7.9	9.8	11.8	18.4	8.5	7.5
	Next generation will have the same standard	%	22.3	18.5	31.4	18.2	24.0	17.7	21.5	23.1	21.8	18.9	25.6
	Next generation will have a lower standard	%	61.8	63.1	53.6	63.7	61.9	70.0	65.3	58.5	55.5	66.7	62.0
	Unsure	%	5.1	3.3	5.7	5.3	4.9	4.4	3.5	6.6	4.3	5.9	4.9

			Region					Gender		Age			
			Canada 2022-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?	Total	Unwgt N	1073	100	250	373	200	150	560	513	219	413	441
		Wgt N	1000	67	233	381	186	133	488	512	273	341	386
	Worried	%	10.6	14.5	6.5	12.5	10.5	10.4	8.1	13.0	16.8	11.3	5.5
	Somewhat worried	%	16.7	18.1	12.0	18.6	18.9	15.9	17.1	16.4	17.2	17.2	16.0
	Somewhat not worried	%	16.8	15.6	23.1	16.3	13.0	12.9	13.4	19.9	18.9	17.1	14.9
	Not worried	%	52.8	45.0	55.5	49.3	54.2	59.8	58.1	47.7	40.9	53.2	60.9
I am not responsible for paying for housing	%	3.1	6.8	2.9	3.2	3.4	1.0	3.3	3.0	6.1	1.2	2.7	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,073 Canadians, 18 years of age or older, between August 27th to 29th, 2022. The margin of error for this survey is ±2.9 percentage points, 19 times out of 20.



2022-2212 – Nanos – August Omni – Better off/Worse off – STAT SHEET

			Region					Gender		Age			
			Canada 2022-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
What best describes your situation as far as the rising cost of living goes?	Total	Unwgt N	1073	100	250	373	200	150	560	513	219	413	441
		Wgt N	1000	67	233	381	186	133	488	512	273	341	386
	I've had to cancel a major purchase because of increasing prices	%	14.7	8.4	11.4	13.6	18.3	22.0	16.0	13.5	20.8	17.3	8.1
	It's become difficult to afford basic necessities.	%	15.0	23.1	15.8	14.2	14.5	12.4	13.4	16.4	15.9	15.5	13.8
	Both of the above	%	19.4	22.2	13.1	21.0	21.0	22.3	18.6	20.2	26.4	18.7	15.1
	Inflation hasn't been a major problem	%	47.2	44.7	55.6	47.4	41.2	41.5	48.6	45.8	34.0	44.3	59.1
	Unsure	%	3.7	1.6	4.1	3.8	5.0	1.9	3.4	4.1	2.9	4.2	3.9