

Better

Same

Worse

The negative impact due to rising cost of living and the worry about paying housing cost are trending up.

Key Findings

1

NEGATIVITY ON THE STANDARD OF LIVING REMAINS HIGH.

Approximately two in three Canadians believe the next generation of Canadians will have a lower standard of living than they have today (66%) which is a 1-point drop compared to the last wave. Canadians aged 35 to 54 are more likely to say that the next generation will have a lower standard of living (71%) than Canadians aged 55 and plus (66%) and younger Canadians aged 18 to 34 (62%).

2

THE NEGATIVE IMPACTS DUE TO RISING COST OF LIVING IS AT AN ALL TIME HIGH SINCE TRACKING STARTED.

Three in five Canadians say that they either had to cancel a major purchase (19%; 13% in August 2023), that it's become difficult to afford basic necessities (16%; 16% in August 2023) or both (25%; 24% in August 2023). Older Canadians (55 and over) are more likely to say that inflation hasn't been a major problem (48%) than younger Canadians aged 35 to 54 (24%) and younger Canadians aged 18 to 34 (24%).

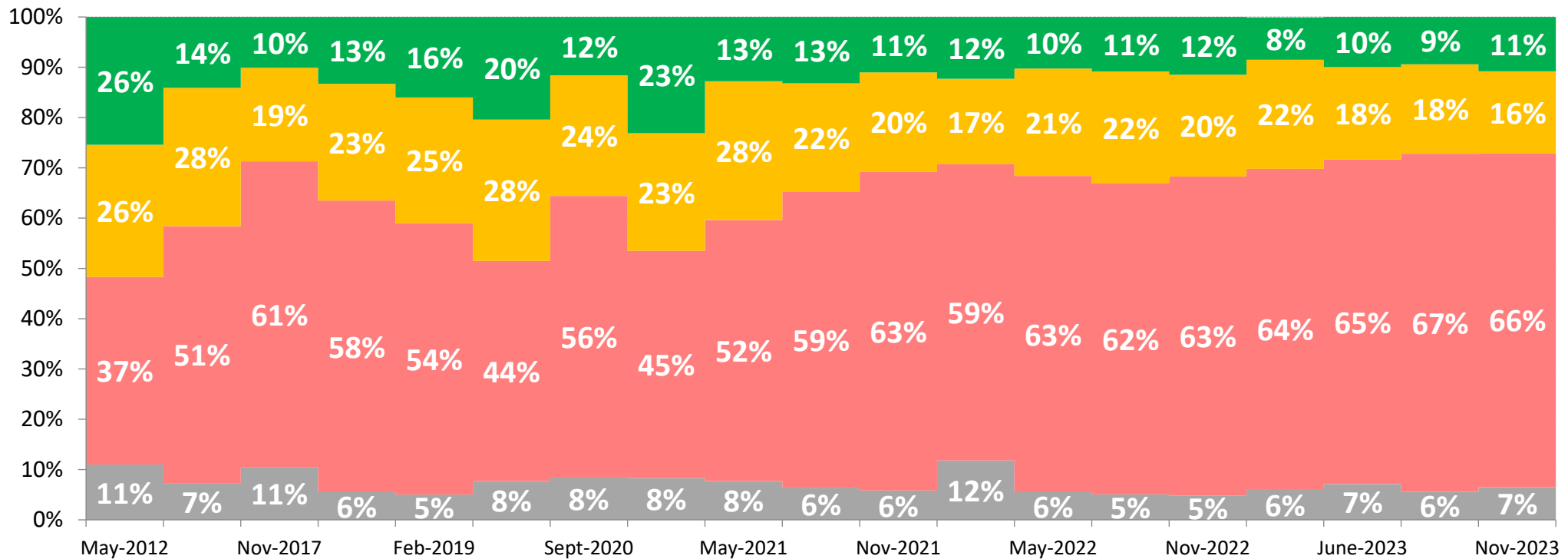
3

WORRY ABOUT PAYING HOUSING COSTS IS ALSO AT HIS HIGHEST SINCE TRACKING STARTED

About one in three Canadians are worried or somewhat worried about paying for housing costs next month (33%) reaching an all time high numerically since tracking first started. Younger Canadians aged 18 to 34 (47%) and 35 to 54 (41%) are more likely to be worried or somewhat worried than those aged 55 plus (20%).

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.

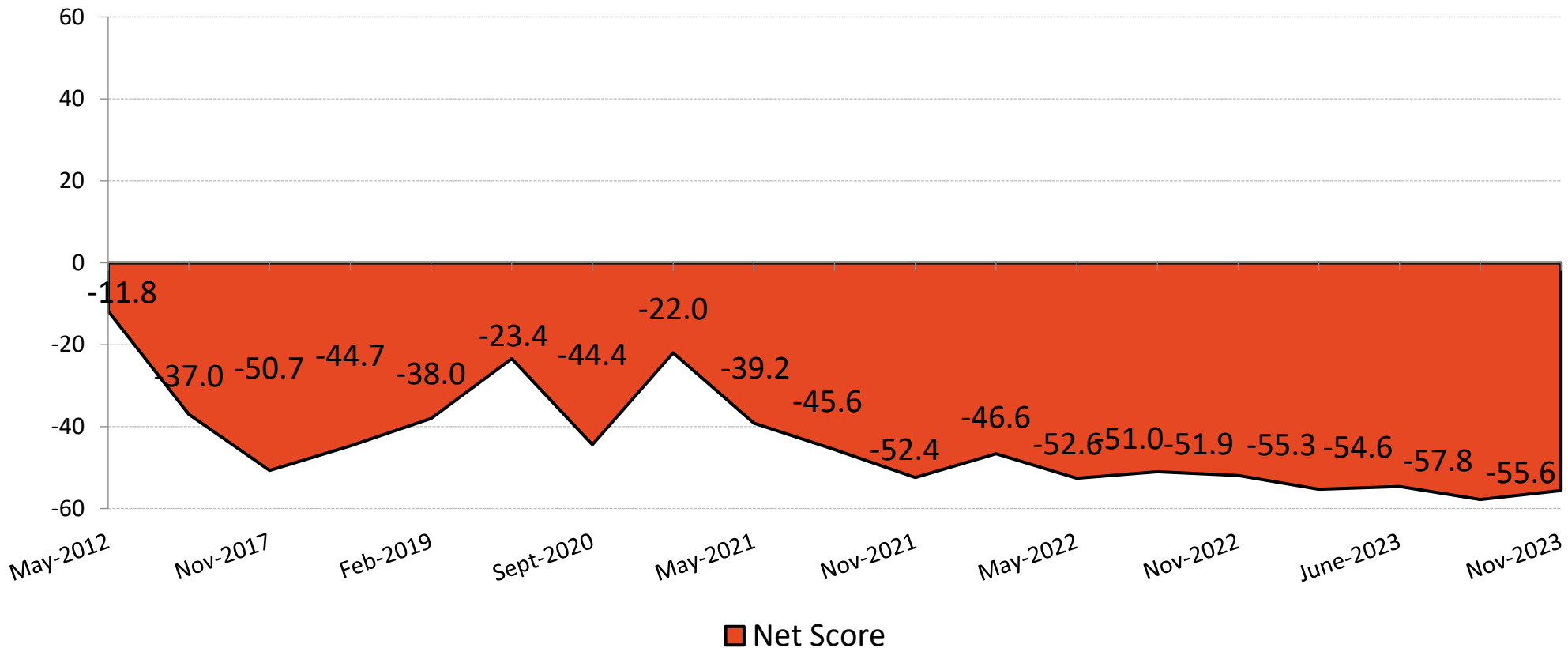
*Charts may not add up to 100 due to rounding.

■ Higher ■ Same ■ Lower ■ Unsure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Views on future standard of living – Net score

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?

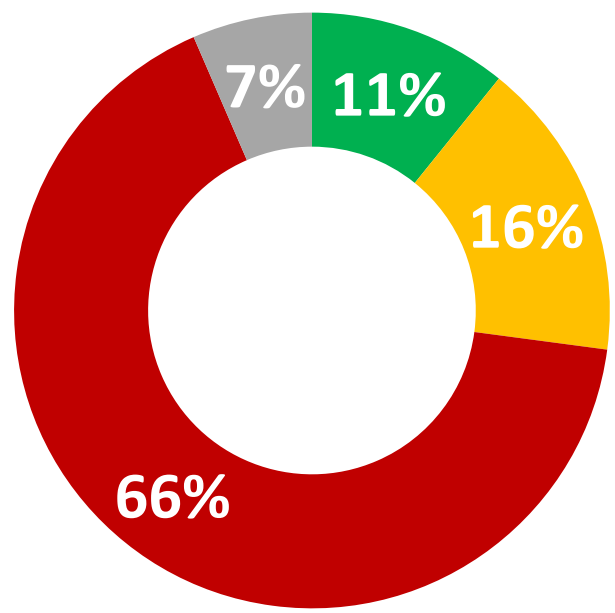


*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Views on future standard of living



■ Higher ■ Same ■ Lower ■ Unsure

	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
Higher	14.7%	11.5%	9.2%	11.2%	11.4%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
Lower	9.4%	12.2%	14.5%	9.8%	9.1%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	68.4%	64.2%	62.0%	70.8%	65.8%

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

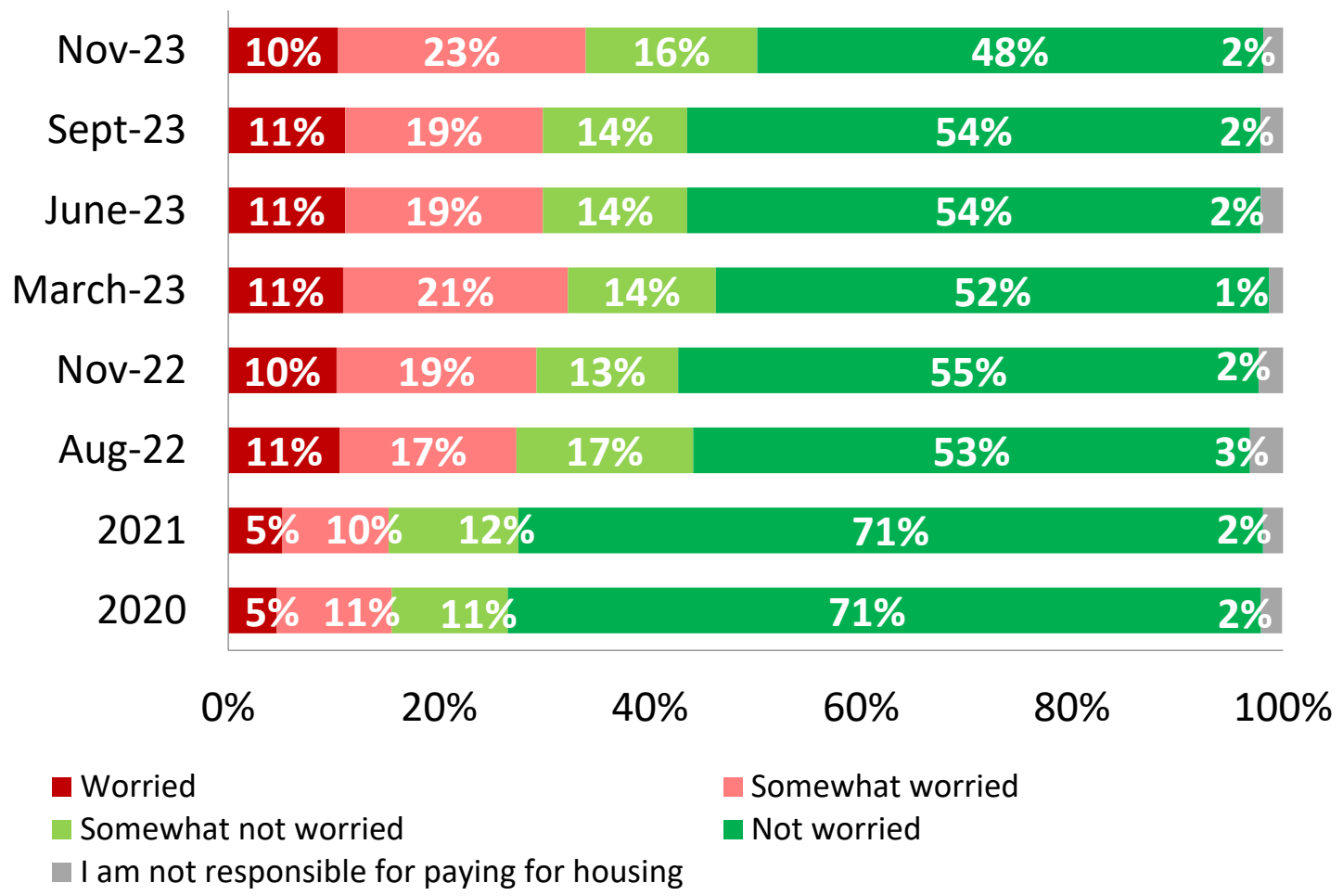
Q – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.



About one in three Canadians are worried or somewhat worried about paying for housing costs next month (33%), which is a slight increase compared to the last waves of 2023 and 2022; remaining significantly higher than the 2021 and 2020 waves. Younger Canadians (aged 18-34: 47%) (aged 35 to 54: 41%) are more likely to be worried than those aged 55 plus (20%).

Level of worry about paying for housing costs next month



*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, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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

Level of worry about paying for housing costs next month by demographics

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

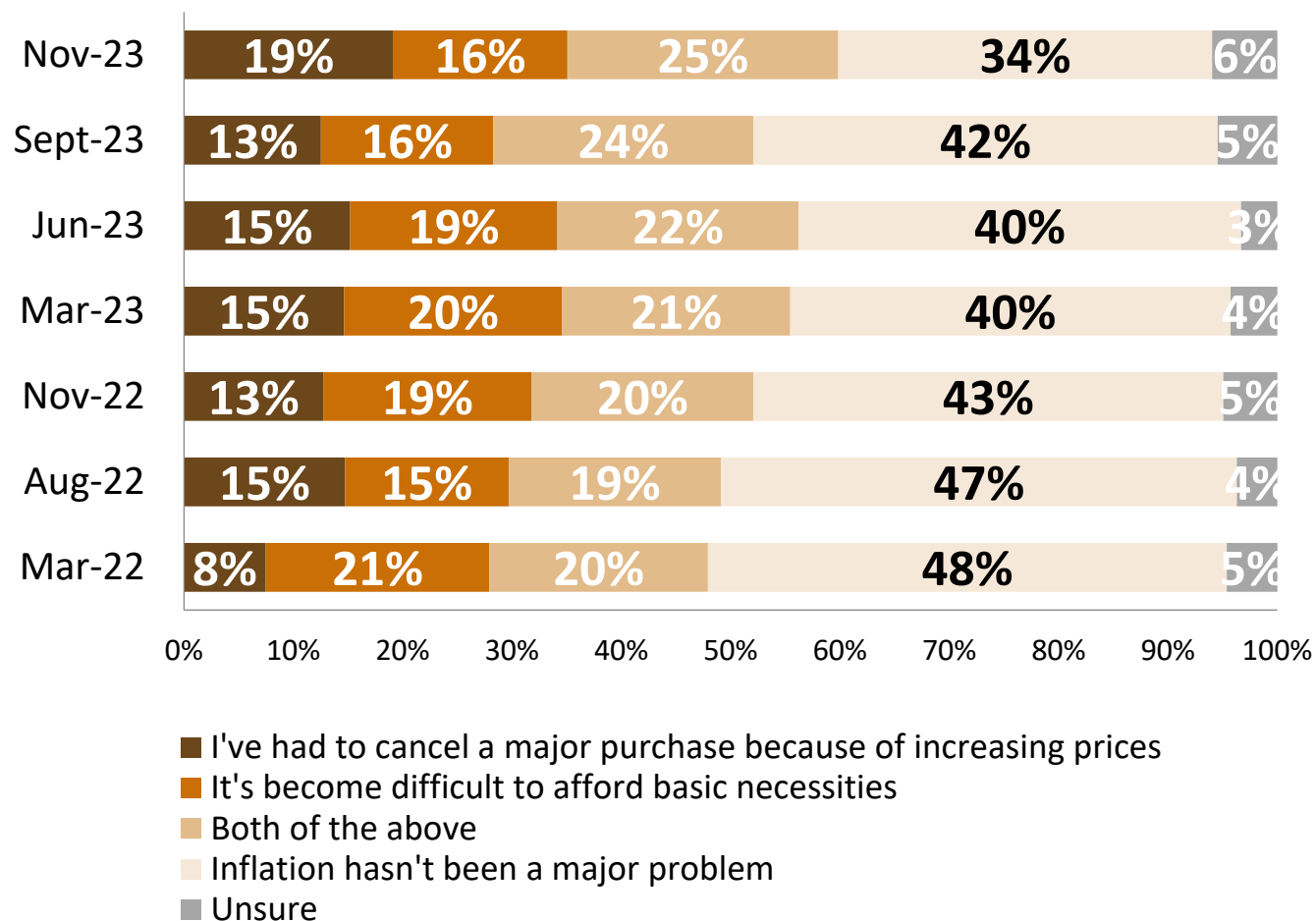
Worried/ Somewhat worried				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
43.8%	25.1%	35.4%	38.6%	33.5%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
31.0%	36.3%	46.9%	41.4%	19.5%
Somewhat not worried/ Not worried				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
56.2%	72.8%	62.6%	59.5%	64.3%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
67.8%	61.2%	49.2%	57.5%	79.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Three in five Canadians say that they have either had to cancel a major purchase, that it's become difficult to afford basic necessities or both; which is an increase compared to previous waves. Older Canadians (55 and over) are still more likely to say that inflation hasn't been a major problem (48%) than younger Canadians (35 to 54: 24%; 18 to 34: 24%).

Q – What best describes your situation as far as the rising cost of living goes? [SINGLE SELECT]

Situation with regards to cost of living



*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, November 30th to December 2nd, 2023, n=1,069, 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? [SINGLE SELECT]

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

Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
21.5%	20.0%	18.5%	20.0%	17.2%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
20.1%	18.2%	20.5%	21.7%	16.1%

It's become difficult to afford basic necessities

Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
18.6%	13.2%	15.4%	20.5%	15.1%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
13.6%	18.4%	22.7%	16.6%	11.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Situation with regards to cost of living by demographics - Continued

Q – What best describes your situation as far as the rising cost of living goes? [SINGLE SELECT]

Both of the above				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
24.9%	19.9%	25.3%	26.4%	29.1%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
23.3%	25.7%	27.0%	32.7%	17.1%
Inflation hasn't been a major problem				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
30.6%	41.5%	33.9%	27.9%	32.7%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
37.0%	31.7%	24.2%	24.4%	48.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, 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 1,069 Canadians, 18 years of age or older, between November 30th to December 2nd, 2023, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 dialling with a maximum of five call backs.

The margin of error for a random survey of 1,069 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 (2021) 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	1,069 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 (2021) 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	15 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: views on political issues, views on economic issues, preferred leaders of Canadian political parties and carbon tax.
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	November 30 th to December 2 nd , 2023.		
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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TABULATIONS





2023-2488 – Better Off November – STAT SHEET

			Region						Gender			Age		
			Canada 2023-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Next generation will have a higher standard	%	10.8	14.7	11.5	9.2	11.2	11.4	9.4	12.2		14.5	9.8	9.1
	Next generation will have the same standard	%	16.3	18.1	21.2	16.2	14.9	9.5	17.8	15.0		15.2	14.1	18.8
	Next generation will have a lower standard	%	66.4	64.5	59.7	66.4	68.7	75.2	68.4	64.2		62.0	70.8	65.8
	Unsure	%	6.5	2.7	7.5	8.2	5.2	3.9	4.4	8.6		8.3	5.3	6.3

			Region						Gender			Age		
			Canada 2023-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Worried	%	10.4	17.3	5.7	10.5	10.1	14.8	9.2	11.0		16.2	13.2	4.4
	Somewhat worried	%	23.5	26.5	19.4	24.9	28.5	18.7	21.8	25.3		30.7	28.2	15.1
	Somewhat not worried	%	16.3	10.6	18.0	16.6	16.8	14.5	16.4	16.2		15.7	19.5	14.1
	Not worried	%	48.0	45.6	54.8	46.0	42.7	49.8	51.4	45.0		33.5	38.0	65.2
I am not responsible for paying for housing	%	1.9	0.0	2.1	2.0	1.9	2.2	1.2	2.5		3.9	1.0	1.2	

			Region						Gender			Age		
			Canada 2023-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What best describes your situation as far as the rising cost of living goes? [SINGLE SELECT]	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	I've had to cancel a major purchase because of increasing prices	%	19.1	21.5	20.0	18.5	20.0	17.2	20.1	18.2		20.5	21.7	16.1
	It's become difficult to afford basic necessities.	%	16.0	18.6	13.2	15.4	20.5	15.1	13.6	18.4		22.7	16.6	11.1
	Both of the above	%	24.8	24.9	19.9	25.3	26.4	29.1	23.3	25.7		27.0	32.7	17.1
	Inflation hasn't been a major problem	%	34.2	30.6	41.5	33.9	27.9	32.7	37.0	31.7		24.2	24.4	48.4
	Unsure	%	6.0	4.5	5.4	6.9	5.2	5.9	5.9	6.0		5.5	4.6	7.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th and December 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. *Responses with n value under 30 have been shaded

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