



Worry about housing on the decline compared to November 2023 – People still pessimistic about standing of living for future generations.

Key Findings

1

DECREASING WORRY ABOUT PAYING HOUSING COSTS IN 2024

Just under three in ten Canadians are worried or somewhat worried about paying for housing costs next month ([29%](#)), decreasing from the wave in November, but consistent with previous waves in 2023 and 2022. Younger Canadians aged 18 to 34 ([33%](#)) and 35 to 54 ([38%](#)) are more likely to be worried or somewhat worried than those aged 55 plus ([19%](#)).

2

CANADIANS PESSIMISTIC ON THE STANDARD OF LIVING

Approximately two in three Canadians believe the next generation of Canadians will have a lower standard of living than they have today ([67%](#)), consistent with the previous waves from 2023. Quebecois were least likely to say Canadians will have a lower standard of living than they do today ([61%](#) Quebec; [70%](#) Atlantic; [68%](#) Ontario; [69%](#) Prairies; [72%](#) BC).

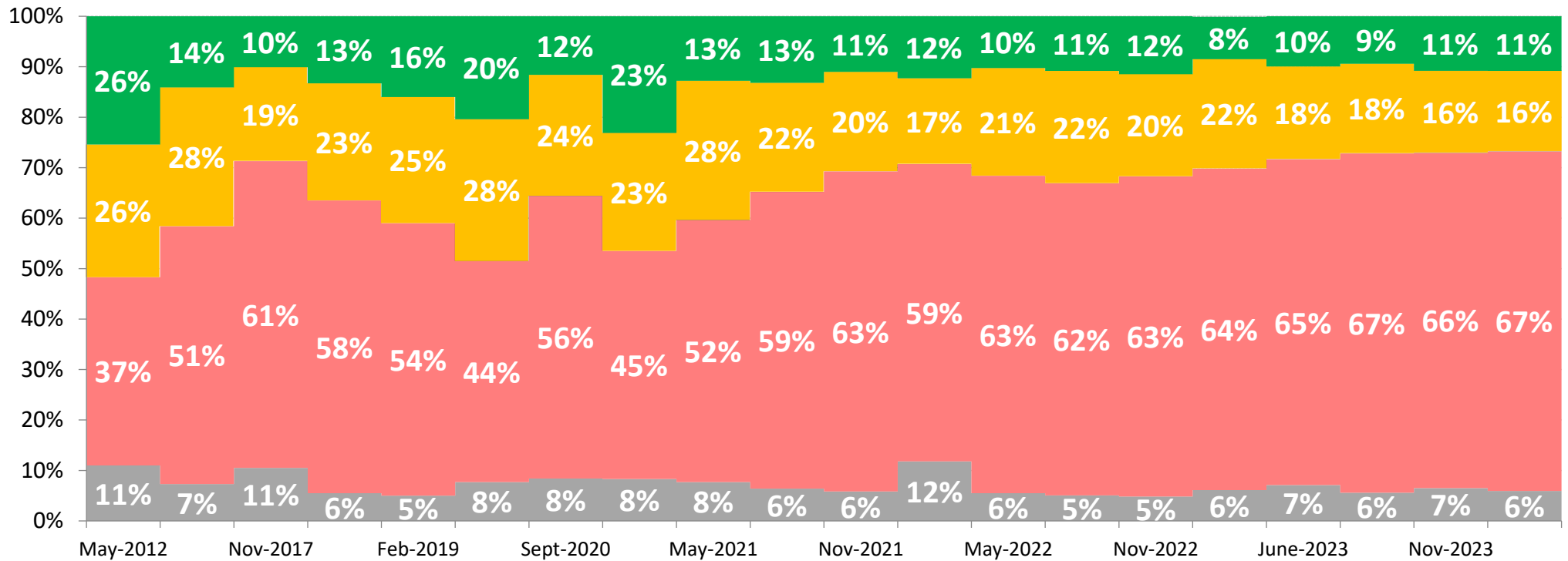
3

INCREASE OF CANADIANS REPORTING NO MAJOR ISSUES FROM INFLATION

Canadians are more likely to report no major issues from inflation, with an increase of nine percent from November 2023 ([43%](#) February 2024; [34%](#) November 2023). Quebecois were twice as likely to say inflation has not caused major issues than those in the Prairies ([26%](#) Prairies; [53%](#) Quebec).

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.

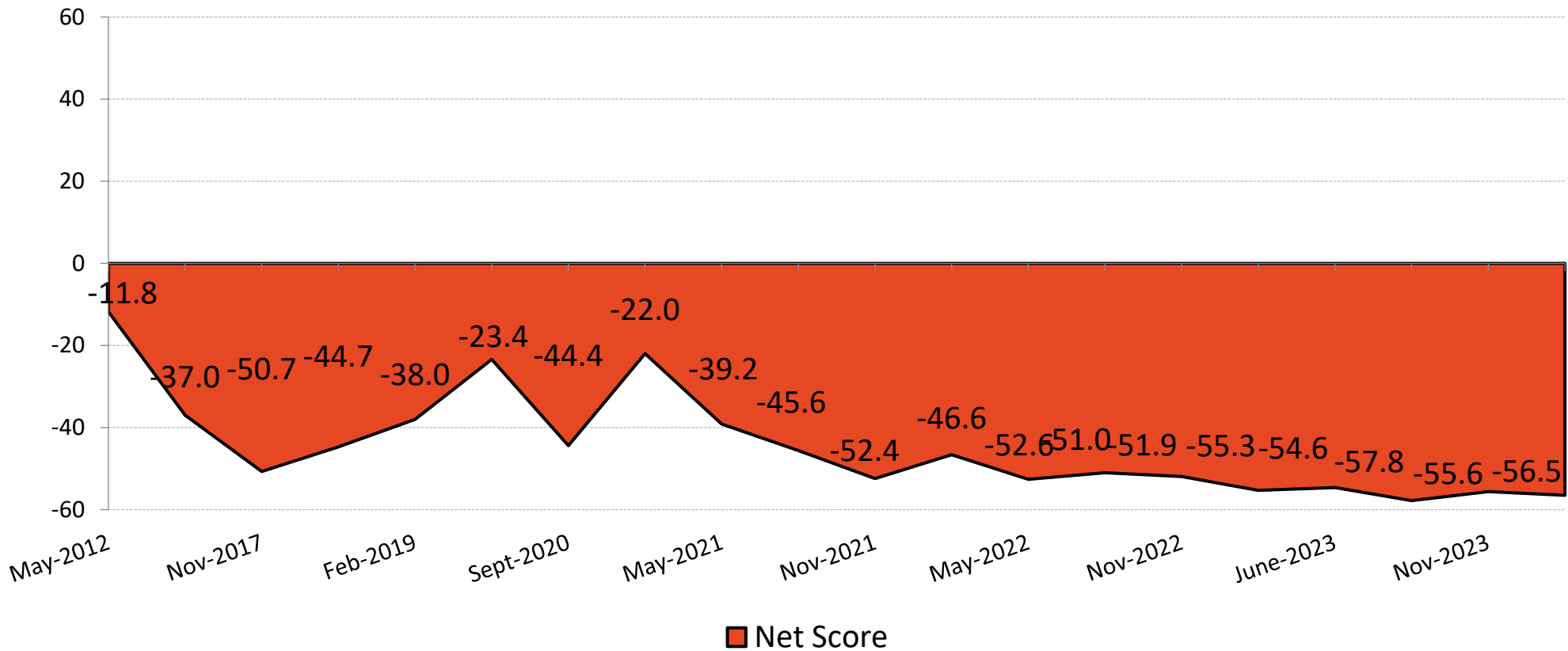
*Charts may not add up to 100 due to rounding.

■ Higher ■ Same ■ Lower ■ Unsure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1,071, 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?

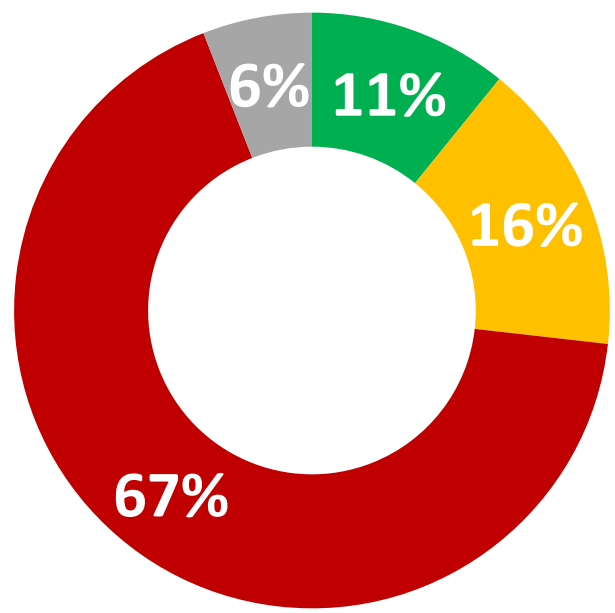


*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1,071, 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=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
Higher	11.4%	11.8%	11.5%	9.7%	8.5%
	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
Lower	10.1%	11.6%	14.0%	11.6%	8.1%
	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
Lower	70.3%	61.0%	68.1%	68.9%	71.8%
	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
Lower	66.6%	67.8%	65.5%	69.6%	66.7%

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

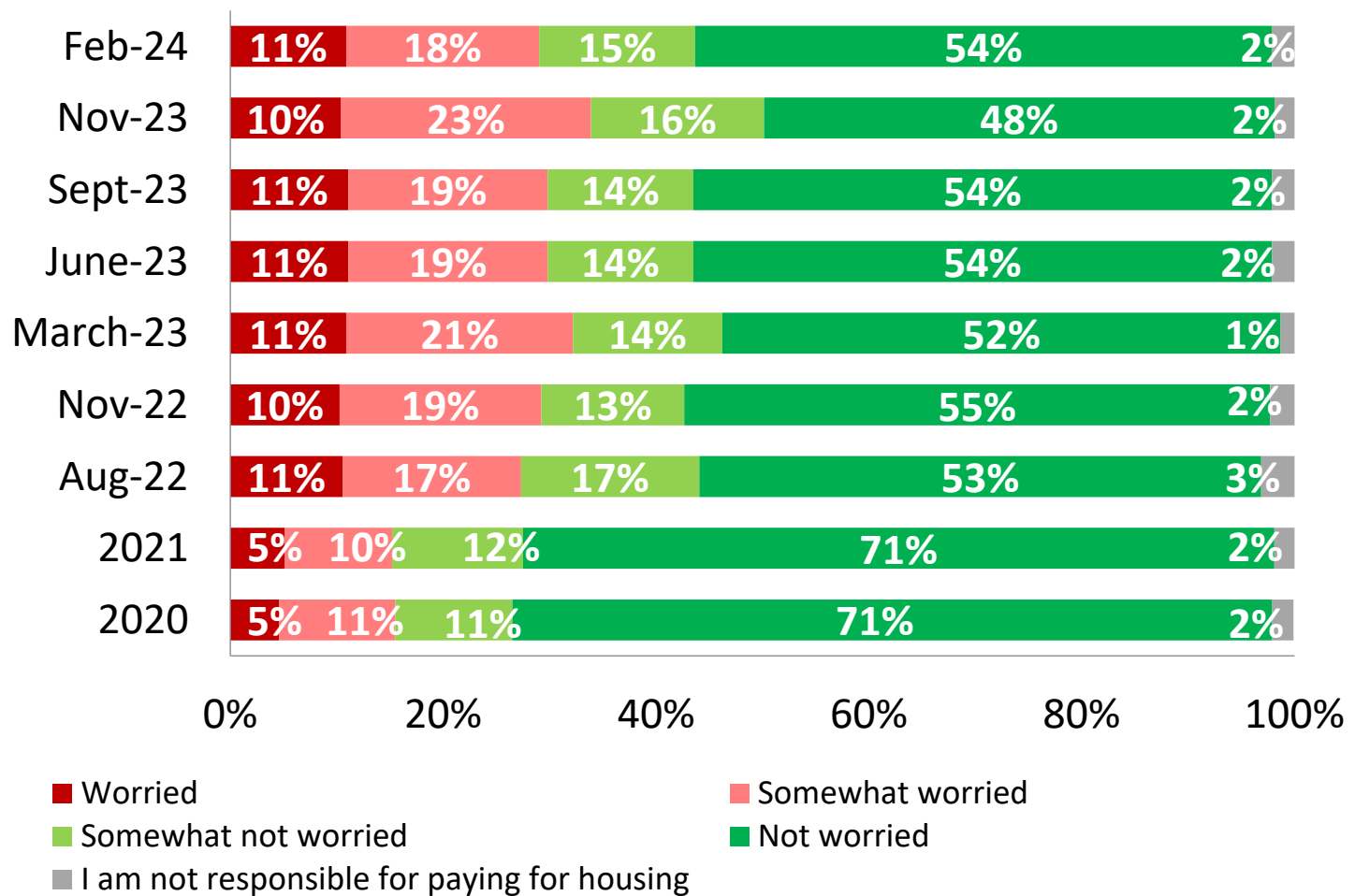
Q – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1,071, accurate 3.0 percentage points plus or minus, 19 times out of 20.



About three in ten Canadians are worried or somewhat worried about paying for housing costs next month (29%), which is a slight decrease compared to the previous wave in November 2023; remaining consistent with previous waves in 2023 and 2022. Younger Canadians (aged 18-34: 33%) (aged 35 to 54: 38%) are more likely to be worried than those aged 55 plus (19%).

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, February 28th to March 2nd, 2024, n=1,071, 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?

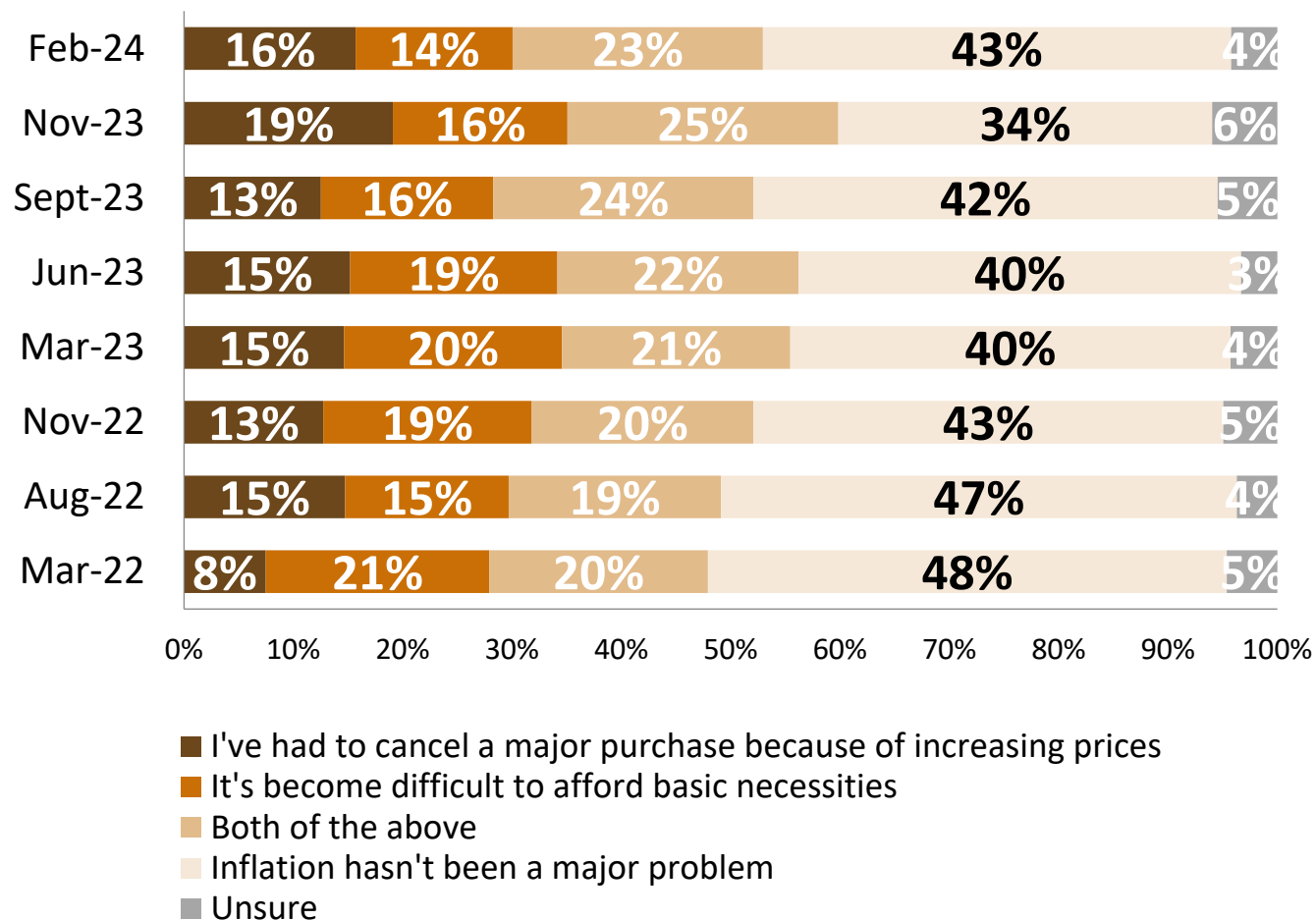
Worried/ Somewhat worried				
Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
36.7%	21.3%	27.4%	38.3%	31.1%
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
25.7%	32.3%	33.2%	38.4%	19.0%
Somewhat not worried/ Not worried				
Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
60.9%	77.2%	70.3%	58.4%	68.0%
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
72.2%	65.4%	62.3%	60.2%	79.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1,071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Over one in two 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 a decrease compared to the previous wave in November. Canadians age 55 and over are more likely to say that inflation hasn't been a major problem (56%) compared to Canadians age 35 to 54 (32%) and 18 to 34 (36%).

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, February 28th to March 2nd, 2024, n=1,071, 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=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
13.6%	16.6%	13.4%	18.8%	17.5%
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
15.2%	16.3%	14.1%	22.4%	11.5%

It's become difficult to afford basic necessities

Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
21.8%	13.6%	16.3%	10.5%	11.5%
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
13.1%	15.6%	19.4%	13.7%	11.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1,071, 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=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
30.8%	14.5%	18.3%	37.6%	27.1%
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
22.6%	23.1%	24.7%	28.7%	17.1%
Inflation hasn't been a major problem				
Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
30.4%	52.6%	47.8%	26.3%	39.7%
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
45.2%	40.6%	36.1%	32.0%	55.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1,071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

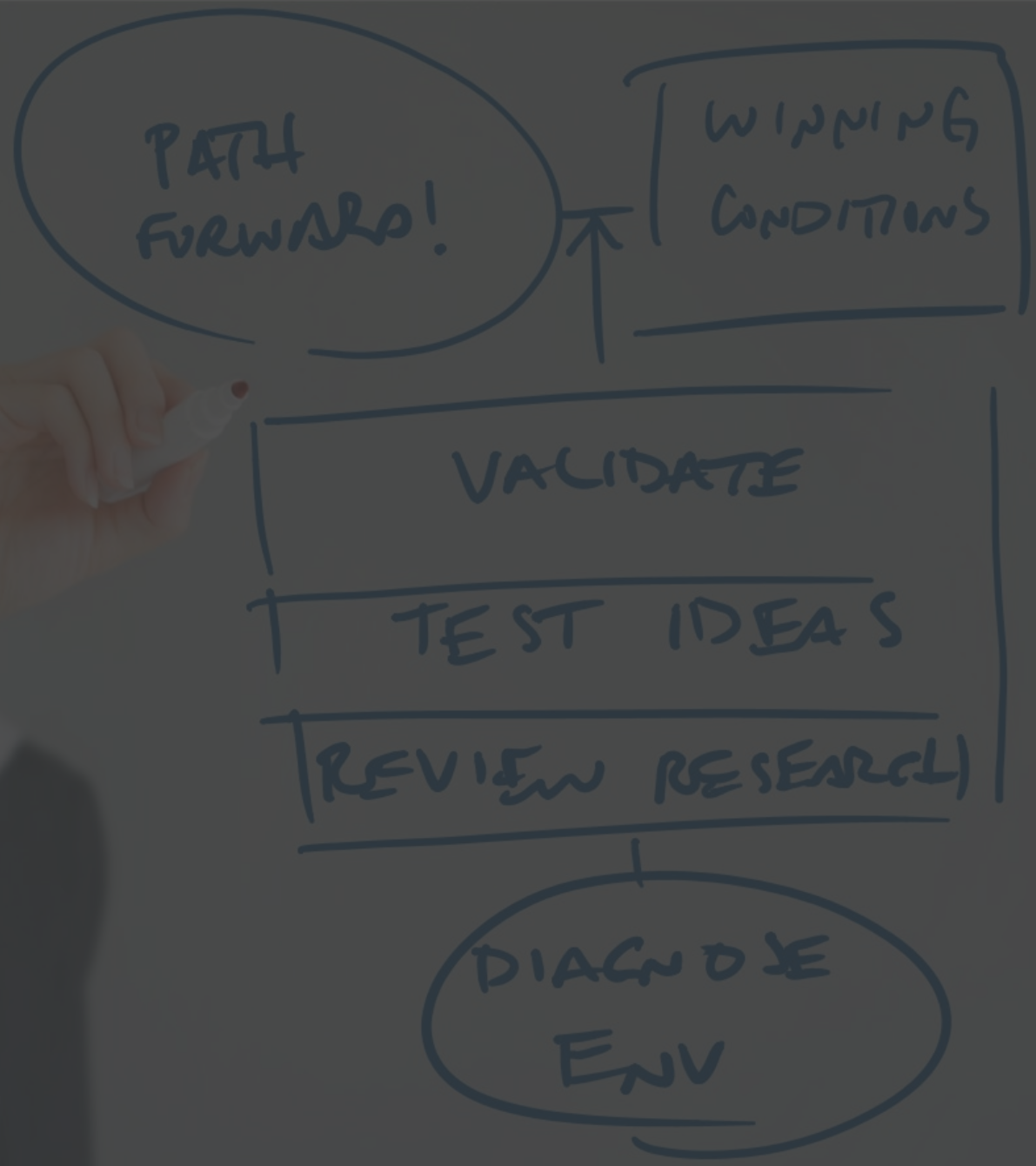
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28th to March 2nd, 2024, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered 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 1,071 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	1,071 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	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: views on transgender issues, delays on a possible upcoming federal election, US politics, issues of importance for the federal government, vehicle theft, Canadian defense spending, and federal government spending.
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	February 28 th to March 2 nd , 2024.		
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





2024-2552 – Better Off February – STAT SHEET

			Region					Gender			Age			
			Canada 2024-03	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	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Next generation will have a higher standard	%	10.8	11.4	11.8	11.5	9.7	8.5	10.1	11.6		14.0	11.6	8.1
	Next generation will have the same standard	%	16.0	17.5	19.3	14.4	15.5	14.5	18.3	13.8		13.3	14.9	18.6
	Next generation will have a lower standard	%	67.3	70.3	61.0	68.1	68.9	71.8	66.6	67.8		65.5	69.6	66.7
	Unsure	%	5.9	0.9	7.9	5.9	5.9	5.3	5.0	6.8		7.3	3.9	6.6

			Region					Gender			Age			
			Canada 2024-03	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	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Worried	%	10.9	14.5	5.6	9.1	16.9	15.3	9.7	12.1		15.2	16.4	3.8
	Somewhat worried	%	18.1	22.2	15.7	18.3	21.3	15.8	16.1	20.2		18.0	22.0	15.2
	Somewhat not worried	%	14.6	19.4	18.3	14.2	10.7	12.6	13.1	16.0		15.8	14.4	14.1
	Not worried	%	54.2	41.5	58.9	56.1	47.7	55.4	59.2	49.4		46.5	45.8	65.7
	I am not responsible for paying for housing	%	2.1	2.4	1.5	2.3	3.4	0.9	2.0	2.3		4.6	1.4	1.2

			Region					Gender			Age			
			Canada 2024-03	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?	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	I've had to cancel a major purchase because of increasing prices	%	15.7	13.6	16.6	13.4	18.8	17.5	15.2	16.3		14.1	22.4	11.5
	It's become difficult to afford basic necessities	%	14.4	21.8	13.6	16.3	10.5	11.5	13.1	15.6		19.4	13.7	11.6
	Both of the above	%	22.9	30.8	14.5	18.3	37.6	27.1	22.6	23.1		24.7	28.7	17.1
	Inflation hasn't been a major problem	%	42.8	30.4	52.6	47.8	26.3	39.7	45.2	40.6		36.1	32.0	55.7
	Unsure	%	4.2	3.4	2.7	4.2	6.8	4.1	3.9	4.5		5.6	3.2	4.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28th to March 2nd, 2024. 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