

One in three Canadians are worried or somewhat worried about paying for housing costs next month – worry for younger Canadians jumps to one half.

The research gauged the opinions among Canadians on their perceptions and concerns regarding economic conditions and housing affordability. Respondents were asked about their expectations for the next generation's standard of living, with options ranging from higher to lower standards compared to today. Additionally, the survey gauged individuals' worries about their ability to pay for housing in the near term and assessed the impact of rising living costs on their financial decisions.

Nanos conducted an RDD dual frame hybrid telephone and online random survey of 1,093 Canadians, 18 years of age or older, between August 30<sup>th</sup> and September 2<sup>nd</sup>, 2024. The margin of error for a random survey of 1,093 Canadians is  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

# KEY FINDINGS

1

## CANADIANS' LEVEL OF WORRY ABOUT HOUSING COSTS

One in three Canadians say they are worried ([14%](#)) or somewhat worried ([19%](#)) about paying next month's housing costs, whereas almost two in three Canadians say they are somewhat not worried ([10%](#)) or not worried ([55%](#)). Canadians aged 55 and over ([20%](#)) are less likely to worry or somewhat worry about next month's housing cost than Canadians aged 35 to 54 ([31%](#)) and 18 to 34 ([51%](#)).

2

## NEGATIVE OUTLOOK ON FUTURE STANDARD OF LIVING

two thirds of Canadians now believe the future generation will have a lower standard of living than Canadians have today ([67%](#)), which is consistent with the previous wave ([70%](#)).

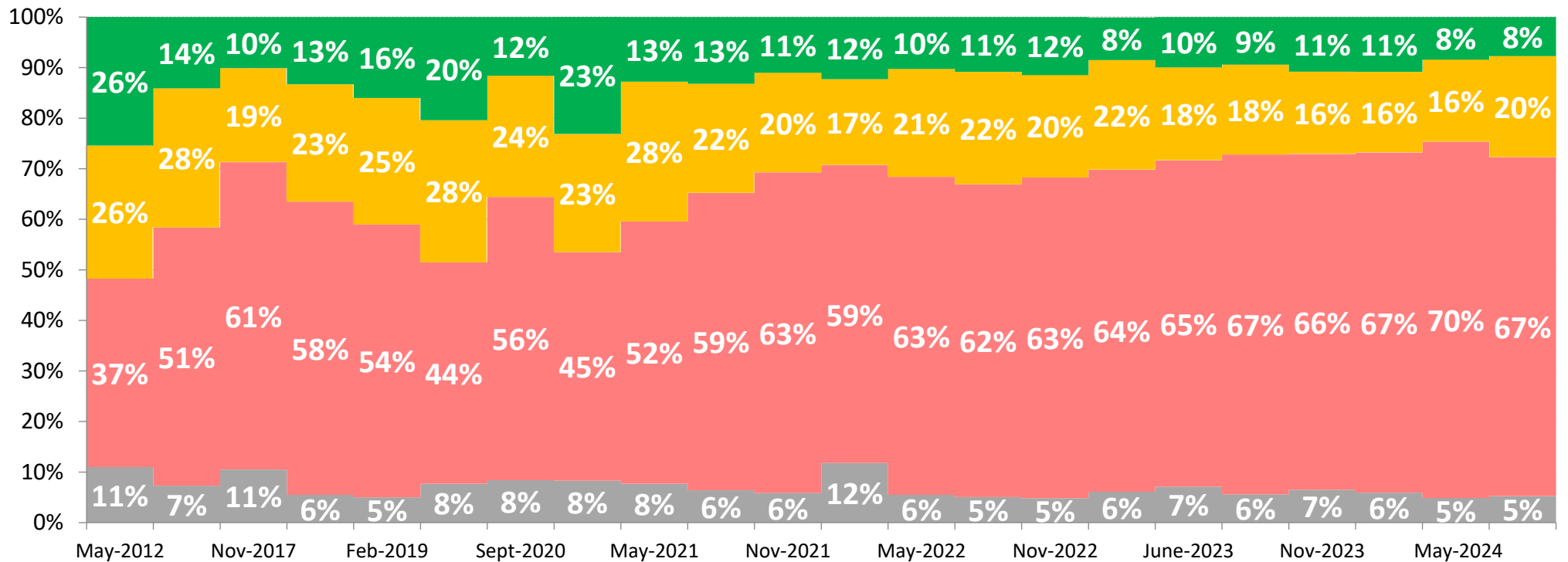
3

## SITUATION WITH REGARDS TO COST OF LIVING REMAINS CONSISTENT

The number of Canadians reporting they have had to cancel a major purchase because of increasing prices, that they find it difficult to afford basic necessities or both ([55%](#)) remained consistent with the previous wave ([52%](#)). Canadians aged 18 to 34 are more likely to report having difficulty affording basic necessities ([22%](#)) than Canadians aged 55 and over ([11%](#)). Four in ten Canadians stated inflation hasn't been a major problem ([40%](#)). This result is consistent with the two previous waves in May 2024 ([42%](#)) and February 2024 ([43%](#)).

# 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.

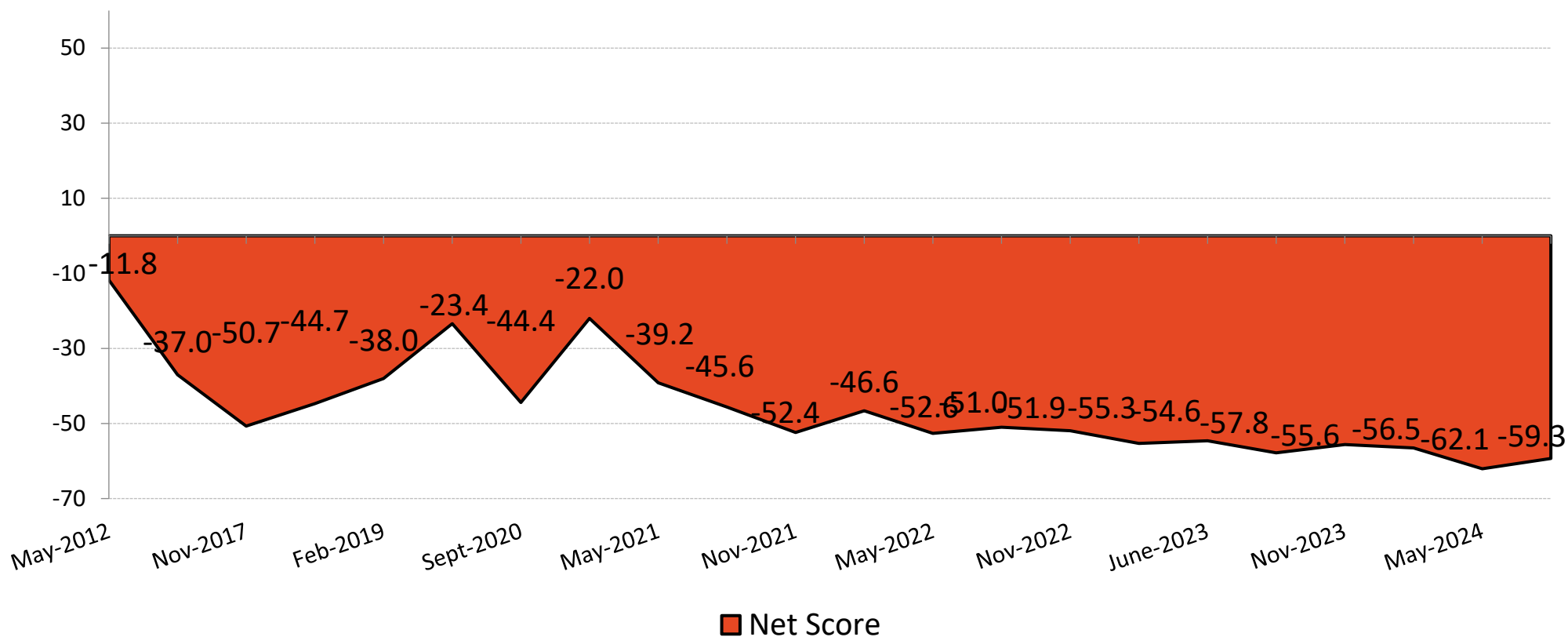
\*Charts may not add up to 100 due to rounding.

■ Higher ■ Same ■ Lower ■ Unsure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, 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?

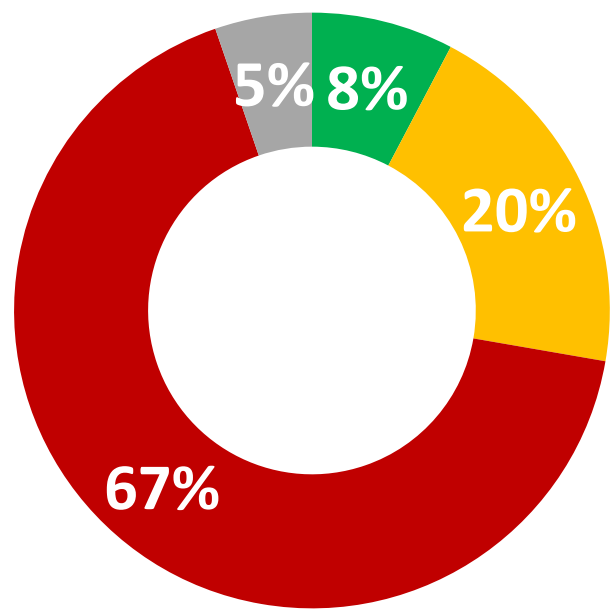


\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, 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=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
<b>Higher</b>	<b>7.3%</b>	<b>8.8%</b>	<b>8.3%</b>	<b>5.6%</b>	<b>7.3%</b>
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	<b>7.6%</b>	<b>7.6%</b>	<b>9.8%</b>	<b>7.1%</b>	<b>6.8%</b>
<b>Lower</b>	<b>69.0%</b>	<b>62.3%</b>	<b>68.9%</b>	<b>67.2%</b>	<b>68.2%</b>
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	<b>67.7%</b>	<b>66.3%</b>	<b>69.8%</b>	<b>70.1%</b>	<b>62.8%</b>

\*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?

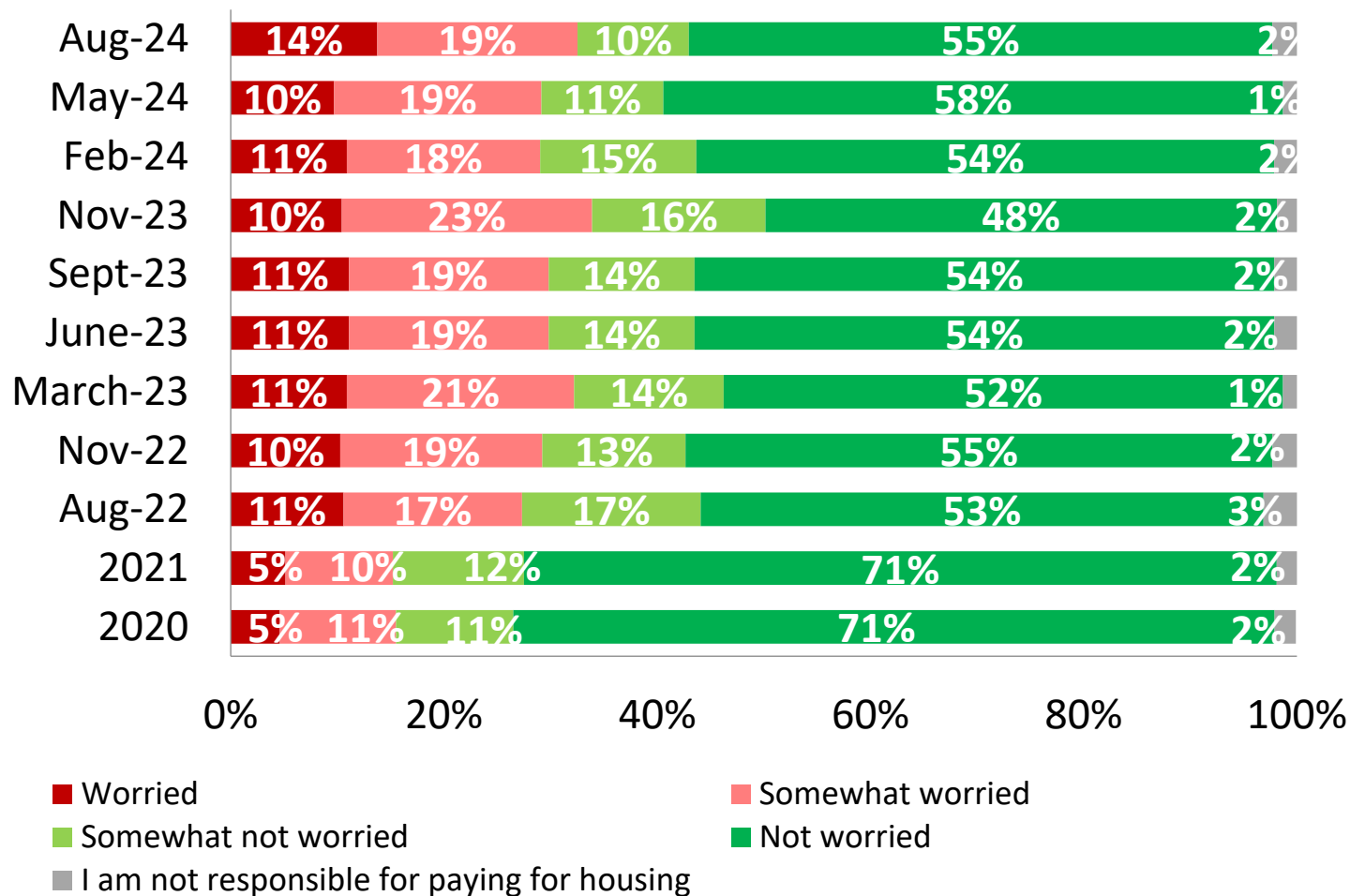
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, accurate 3.0 percentage points plus or minus, 19 times out of 20.



One in three Canadians say they are worried (14%) or somewhat worried (19%) about paying for housing costs next month.

Over one in two Canadians aged 18 to 34 (52%) and over three in ten Canadians aged 35 to 54 (32%) say they are worried or somewhat worried about paying next month's housing costs, as is the case for just over one in five Canadians aged 55 and over (21%).

## 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, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, 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=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
<b>38.4%</b>	<b>30.2%</b>	<b>32.2%</b>	<b>36.2%</b>	<b>29.8%</b>
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
<b>29.8%</b>	<b>35.4%</b>	<b>51.6%</b>	<b>31.7%</b>	<b>20.7%</b>
Somewhat not worried/ Not worried				
Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
<b>61.6%</b>	<b>64.9%</b>	<b>66.2%</b>	<b>62.7%</b>	<b>67.7%</b>
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
<b>68.0%</b>	<b>62.2%</b>	<b>46.4%</b>	<b>65.2%</b>	<b>77.4%</b>

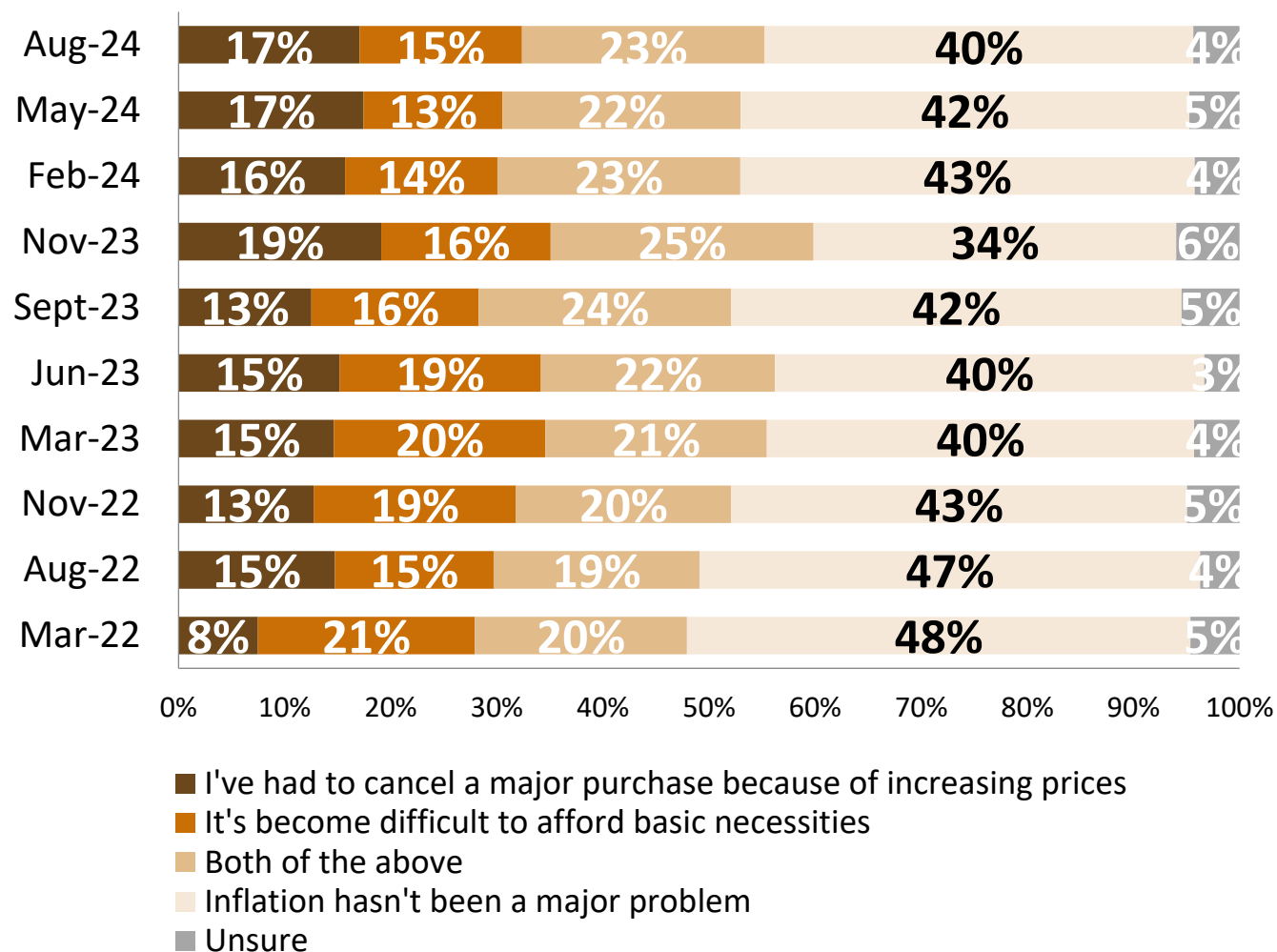
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, accurate 3.0 percentage points plus or minus, 19 times out of 20.



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; consistent with the previous wave in May. Canadians aged 55 and over are more likely to say that inflation hasn't been a major problem (54%) compared to Canadians aged 35 to 54 (36%) and 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, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, 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=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
<b>17.5%</b>	<b>14.4%</b>	<b>16.4%</b>	<b>16.6%</b>	<b>23.7%</b>
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
<b>15.1%</b>	<b>19.2%</b>	<b>22.8%</b>	<b>18.9%</b>	<b>11.9%</b>

### It's become difficult to afford basic necessities

Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
<b>17.5%</b>	<b>16.1%</b>	<b>15.9%</b>	<b>15.2%</b>	<b>11.4%</b>
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
<b>13.9%</b>	<b>16.9%</b>	<b>22.3%</b>	<b>15.8%</b>	<b>10.3%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, 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=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
<b>28.6%</b>	<b>18.2%</b>	<b>24.8%</b>	<b>21.6%</b>	<b>24.3%</b>
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
<b>20.6%</b>	<b>25.0%</b>	<b>27.6%</b>	<b>24.9%</b>	<b>18.2%</b>
Inflation hasn't been a major problem				
Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
<b>32.6%</b>	<b>46.4%</b>	<b>38.2%</b>	<b>43.1%</b>	<b>36.9%</b>
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
<b>47.2%</b>	<b>33.3%</b>	<b>23.9%</b>	<b>36.5%</b>	<b>54.3%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30<sup>th</sup> to September 2<sup>nd</sup>, 2024, n=1,093, 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 1,093 Canadians, 18 years of age or older, between August 30<sup>th</sup> and September 2<sup>nd</sup>, 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1,093 Canadians is  $\pm 3.0$  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	1,093 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	14 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, views on immigration, views on electric vehicles, and views on community engagement and volunteerism.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	<a href="#">By region, age and gender: Better Off</a>
Field Dates	August 30 <sup>th</sup> to September 2 <sup>nd</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS

# Any questions?

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Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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