



Negative outlook on future standard of living
ties 13 year high.

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 (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between February 28 and March 5, 2025, as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

Better



KEY FINDINGS

1

NEGATIVE OUTLOOK ON FUTURE STANDARD OF LIVING TIES 13 YEAR HIGH
 Canadians are now ten times more likely to say the next generation will have a lower ([70%](#)) rather than higher ([seven per cent](#)) standard of living than Canadians enjoy today. The [seventy per cent](#) of respondents who believe the next generation of Canadians will have a lower standard of living than Canadians have today equals a previous numerical high recorded in the May 2024 wave.

2

INCREASE IN PERCENTAGE OF CANADIANS OUTRIGHT NOT WORRIED ABOUT PAYING FOR NEXT MONTH'S HOUSING COSTS; WORRY ABOUT HOUSING COSTS TO SOME EXTENT OR ANOTHER REMAINS CONSISTENT
 Just over three in five ([63%](#)) of Canadians say they are outright not worried about paying for housing costs next month and another one in ten ([11%](#)) say they are somewhat not worried about this. The percentage of Canadians outright not worried about paying for housing costs slightly increased relative to the December 2024 wave, in which [58 per cent](#) of Canadians reported not being worried. The [63 per cent](#) outright not worried is the highest figure recorded since the 2021 wave, in which [71 per cent](#) of Canadians reported not being worried about paying for next month's housing costs.

3

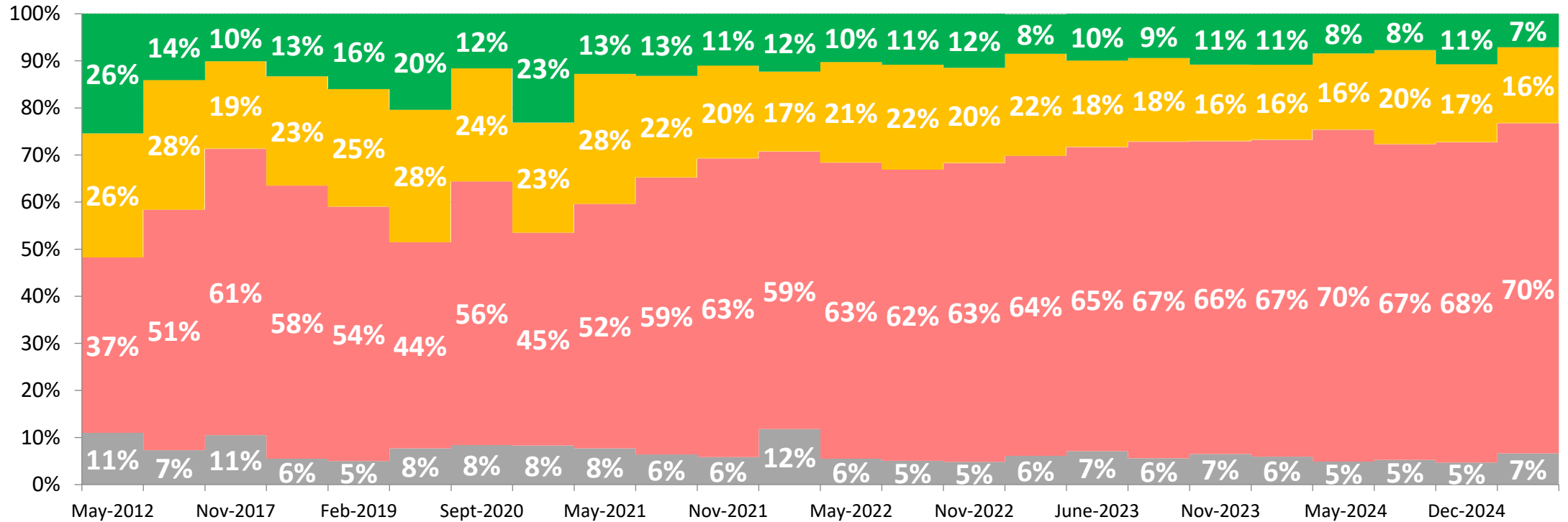
DECREASE IN PERCENTAGE OF CANADIANS SAYING THAT THEY'VE HAD TO CANCEL A MAJOR PURCHASE BECAUSE OF INCREASING PRICES OR THAT THEY FIND IT DIFFICULT TO AFFORD BASIC NECESSITIES

The number of Canadians reporting only that they have had to cancel a major purchase because of increasing prices ([12%](#)) or that they find it difficult to afford basic necessities ([20%](#)) decreased relative to the previous wave in December 2024, in which [19 per cent](#) reported that they had to cancel a major purchase because of increasing prices and [27 per cent](#) said they find it difficult to afford basic necessities. Interestingly, however, the percentage of Canadians reporting that they've both had to cancel a major purchase because of increasing prices and that they find it difficult to afford basic necessities increased to [15 per cent](#) in this wave from [8 per cent](#) in the December 2024 wave.

Under one in two Canadians ([46%](#)) say inflation hasn't been a major problem, which represents a marginal increase from the December 2024 wave, in which [42 per cent](#) of Canadians had this opinion.

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?



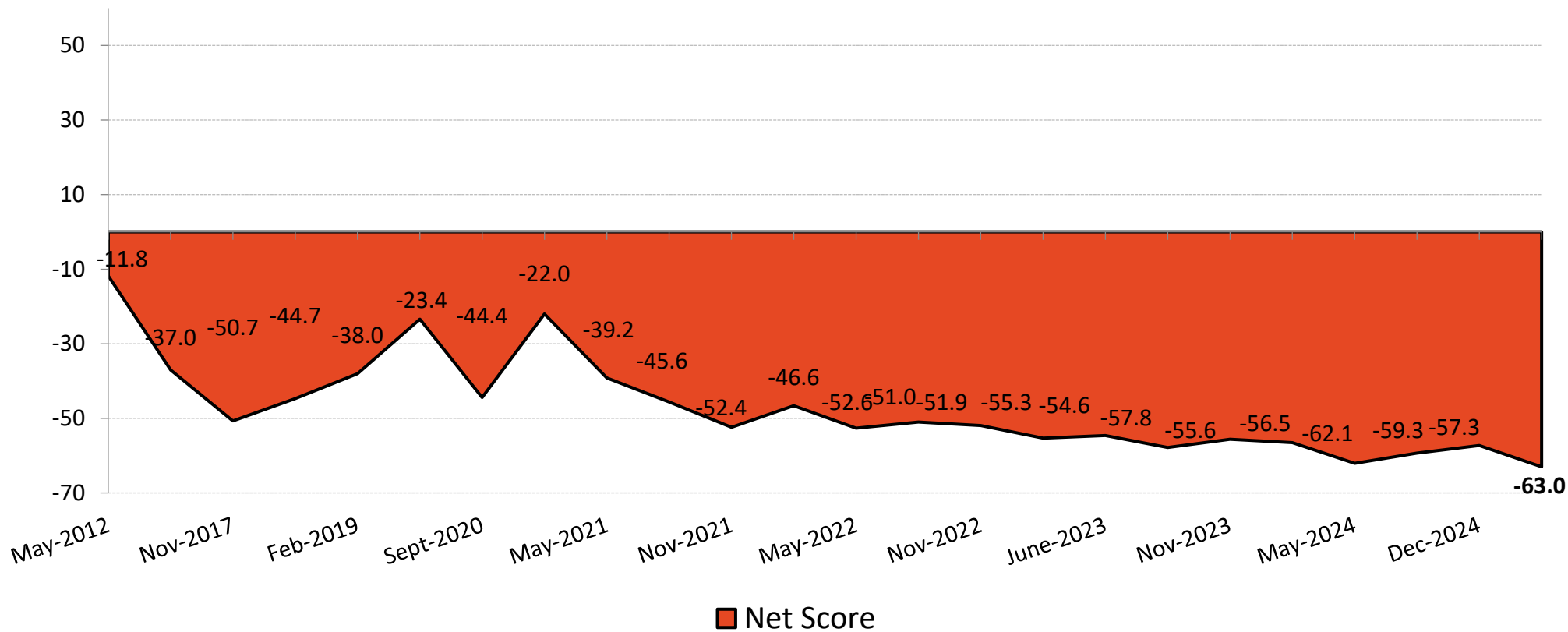
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

■ Higher ■ Same ■ Lower ■ Unsure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 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?

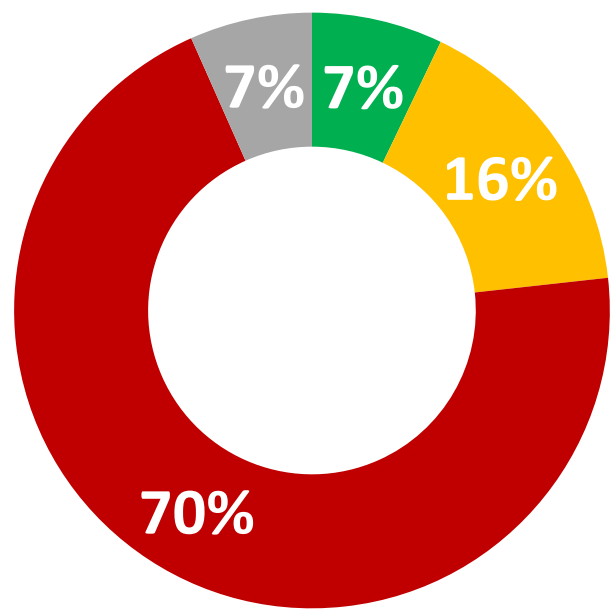


*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Views on future standard of living



■ Higher
 ■ Same
 ■ Lower
 ■ Unsure

	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
Higher	8.8%	6.6%	8.0%	7.7%	4.2%
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	7.8%	6.5%	11.3%	4.7%	6.3%
Lower	73.1%	69.1%	70.8%	65.7%	74.1%
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	68.9%	71.2%	73.3%	70.0%	68.1%

*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?

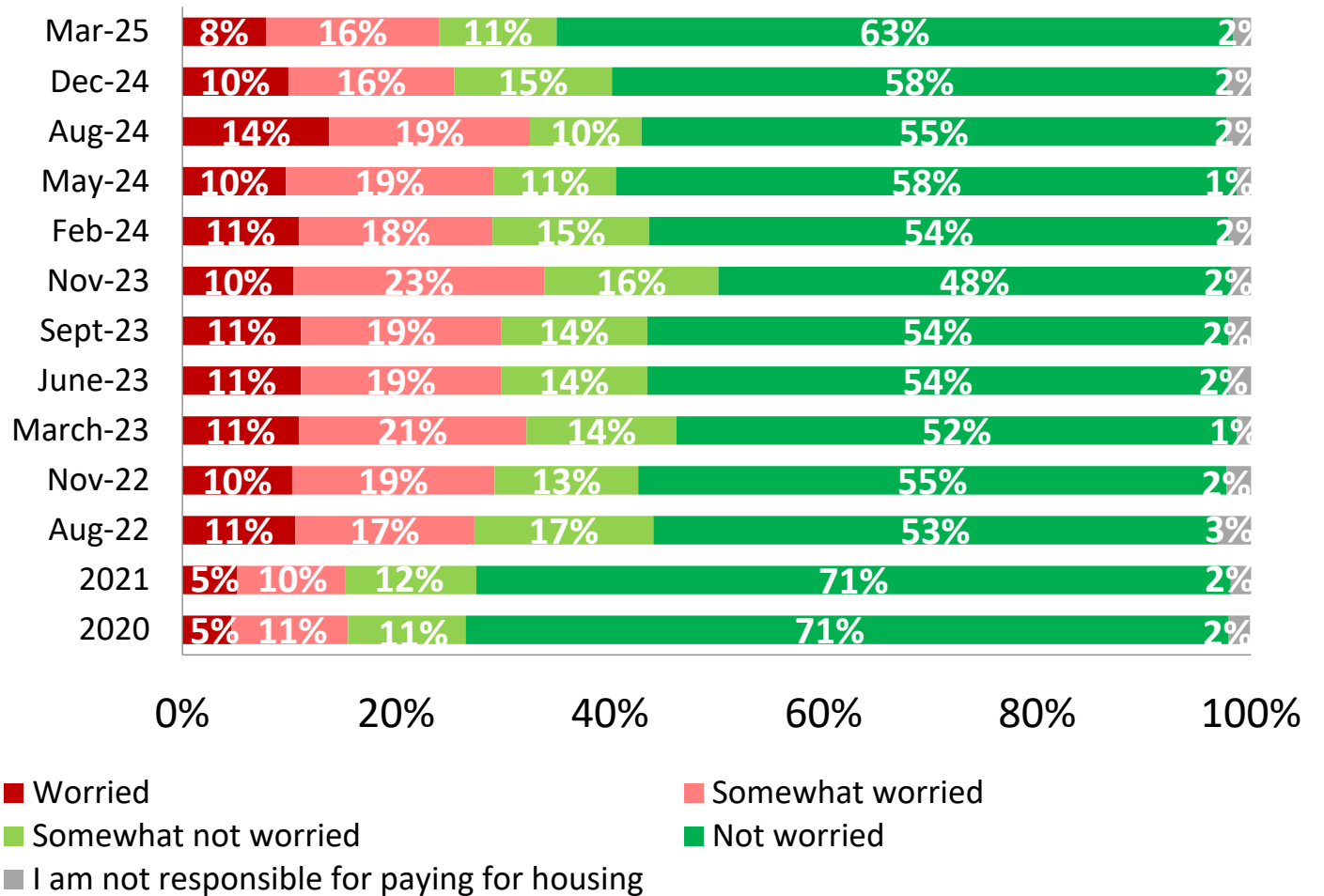
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Three in four Canadians say they are not worried (63%) or somewhat not worried (11%) about paying for housing costs next month, consistent with the December 2024 wave, in which 73 per cent of Canadians were not worried (58%) or somewhat not worried (15%) about this.

Canadians aged 18 to 35 (34%) are more likely to be worried or somewhat worried about paying for housing costs next month than Canadians aged 55 and over (17%) are to be worried or somewhat worried about this.

Level of worry about paying for housing costs next month

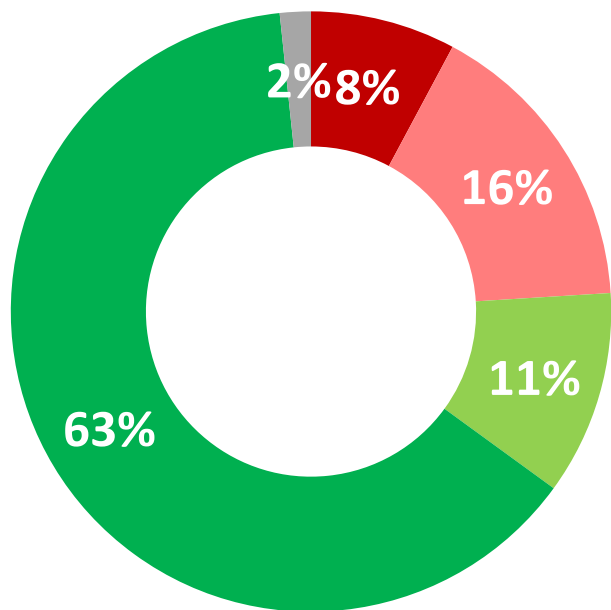


*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 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?



- 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.

Level of worry regarding monthly housing cost

	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
Worried/Somewhat worried	25.5%	22.4%	23.6%	24.1%	26.8%
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
Not worried/Somewhat not worried	76.8%	71.9%	63.9%	74.2%	81.2%
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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

	Canada		Atlantic		Quebec		Ontario		Prairies		British Columbia	
	2025-03 (n=1,001)	2024-12 (n=1,084)	2025-03 (n=94)	2024-12 (n=108)	2025-03 (n=193)	2024-12 (n=230)	2025-03 (n=335)	2024-12 (n=374)	2025-03 (n=216)	2024-12 (n=215)	2025-03 (n=163)	2024-12 (n=157)
Worried/ Somewhat worried	24.0%	25.4%	25.5%	26.9%	22.4%	22.0%	23.6%	26.3%	24.1%	29.6%	26.8%	22.8%
Somewhat not worried/Not worried	74.3%	72.3%	71.4%	71.6%	74.4%	73.8%	75.1%	71.7%	75.4%	68.9%	72.0%	76.1%

	Male		Female		18 to 34		35 to 54		55 plus	
	2025-03 (n=526)	2024-12 (n=578)	2025-03 (n=471)	2024-12 (n=506)	2025-03 (n=162)	2024-12 (n=174)	2025-03 (n=364)	2024-12 (n=384)	2025-03 (n=475)	2024-12 (n=526)
Worried/ Somewhat worried	22.2%	23.4%	25.8%	27.4%	34.3%	34.9%	24.6%	29.8%	16.9%	15.9%
Somewhat not worried/Not worried	76.8%	74.7%	71.9%	70.0%	63.9%	62.4%	74.2%	68.3%	81.2%	81.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

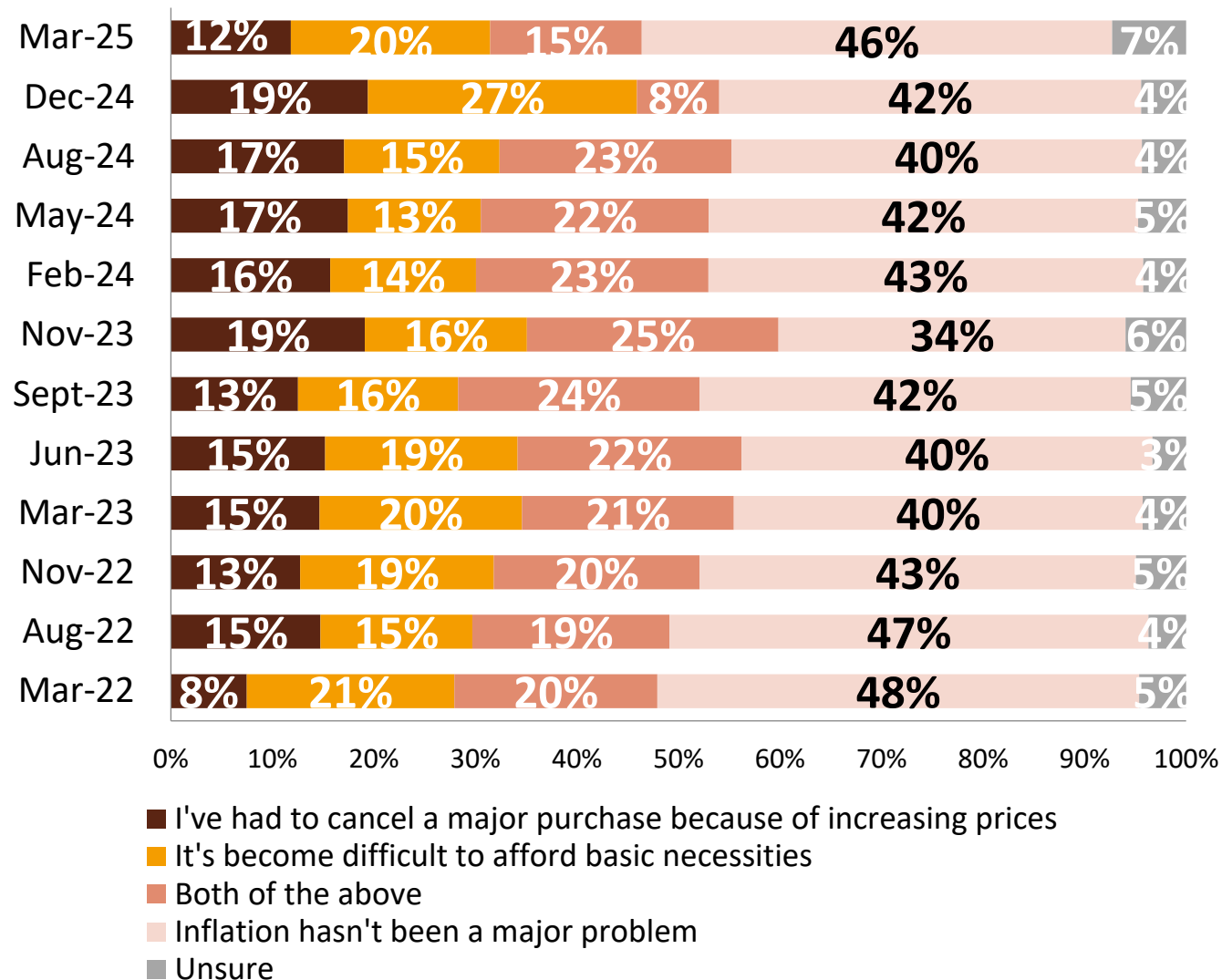
Just under one in two Canadians (47%) say that they have either had to cancel a major purchase because of increasing prices, that it's become difficult to afford basic necessities, or both; representing a decrease from the previous wave in December 2024 (54%) and a marginal decrease from the previous numerical low since tracking began in March 2022 (49%).

*Weighted to the true population proportion.

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

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

Situation with regards to cost of living



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 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=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
9.0%	9.0%	13.2%	14.9%	10.0%
Men (n=526)	Women (n=471)	18-34 (n=162)	35-54 (n=364)	55 plus (n=475)
8.8%	14.6%	12.3%	17.3%	7.2%

It's become difficult to afford basic necessities

Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
25.9%	19.4%	20.3%	15.6%	20.1%
Men (n=526)	Women (n=471)	18-34 (n=162)	35-54 (n=364)	55 plus (n=475)
16.6%	22.3%	26.3%	20.0%	15.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 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=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
22.0%	15.8%	12.1%	16.8%	15.6%
Men (n=526)	Women (n=471)	18-34 (n=162)	35-54 (n=364)	55 plus (n=475)
16.3%	13.7%	20.9%	14.7%	11.2%
Inflation hasn't been a major problem				
Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
41.4%	45.9%	45.1%	50.1%	48.2%
Men (n=526)	Women (n=471)	18-34 (n=162)	35-54 (n=364)	55 plus (n=475)
51.7%	41.3%	33.5%	39.9%	59.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28 to March 5, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between February 28 and March 5, 2025, 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 1,001 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)

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.
Population and Final Sample Size	1,001 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 Atlantic Canada, Quebec, Ontario, Prairies, British Columbia. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	12 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 trade, US relations and issues of concern for the election, views on the tensions between the United States and Canada and views on defense 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.	Data Tables	By region, age and gender: 2025-2789 Better Off Feb - Formatted Tabs
Field Dates	February 28 to March 5, 2025.		
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

Any questions?



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