

A group of people, shown as silhouettes, are walking away from the viewer towards a bright, glowing opening in the distance. The opening is shaped like a house, with a triangular roof and a rectangular base. The light from the opening illuminates the people and the floor, creating a strong contrast with the dark, tunnel-like walls. The overall mood is one of hope and forward movement.

Young Canadians most pessimistic about future standard of living and more likely to report cancelling purchases compared to older Canadians.

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 online representative survey of 1,034 Canadians, 18 years of age or older, between July 31st and August 6th, 2025.

Nanos conducted an RDD dual frame land- and cell-lines hybrid telephone and online random survey of 1 034 Canadians, 18 years of age or older, between July 31st and August 6th, 2025 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

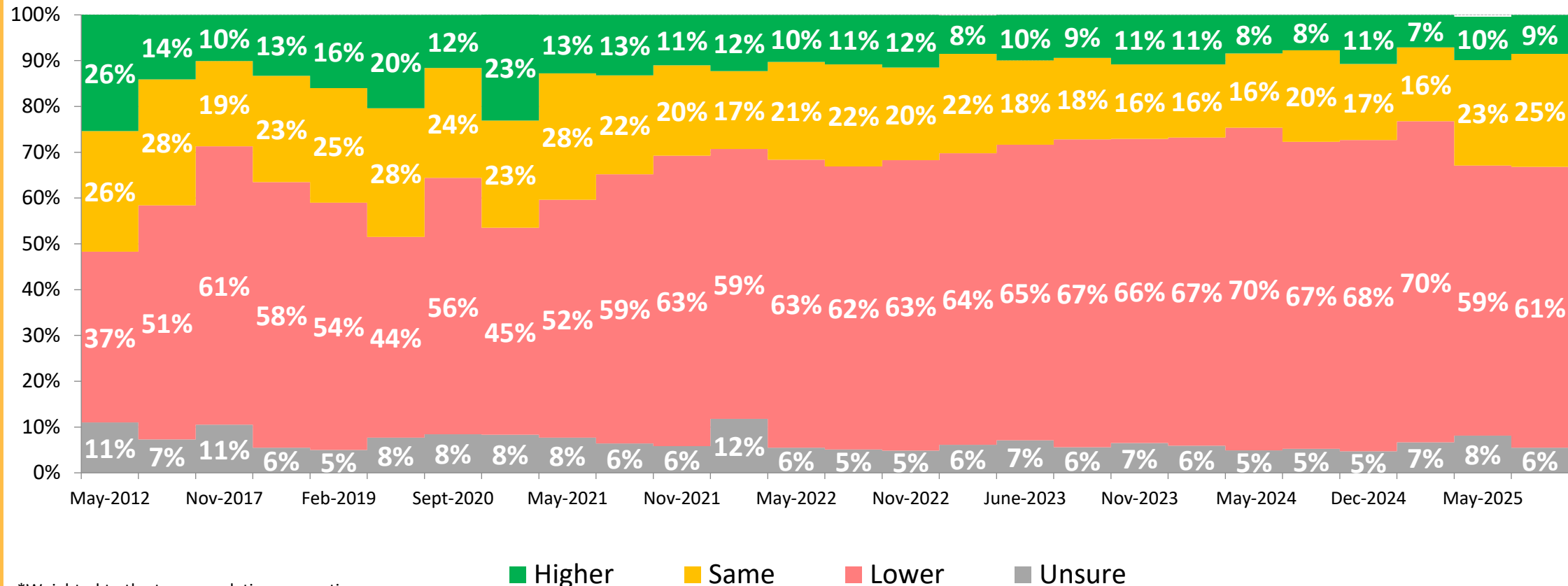
The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned and conducted by Nanos Research.



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?

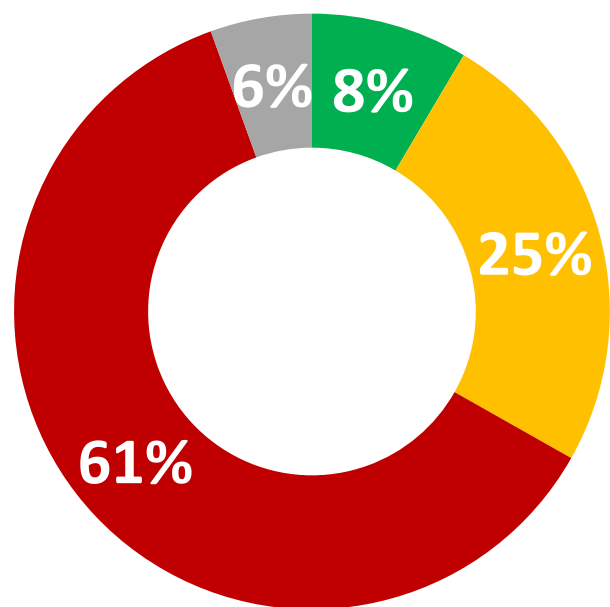


*Weighted to the true population proportion.

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

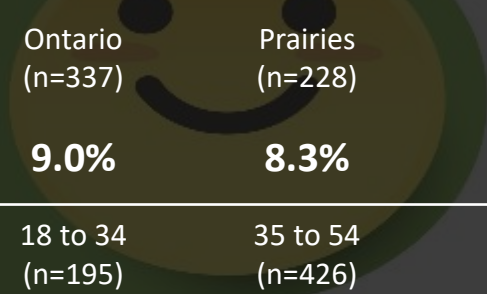
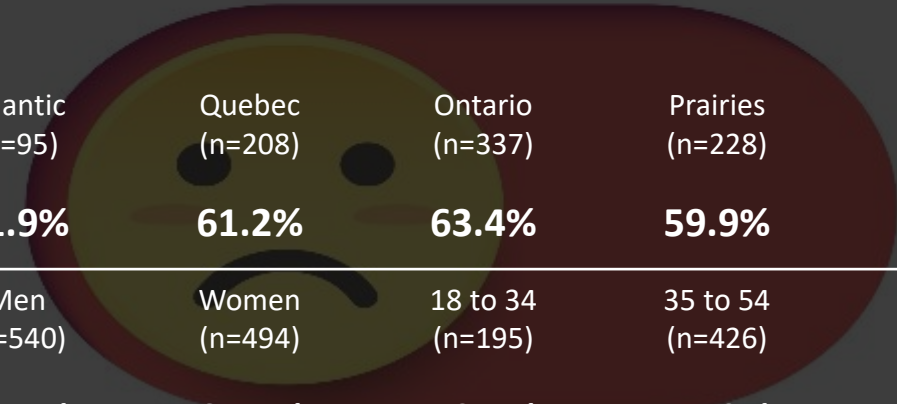
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Views on future standard of living



■ Higher
 ■ Same
 ■ Lower
 ■ Unsure

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

	Higher 				
	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
Higher	15.6%	5.9%	9.0%	8.3%	8.1%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	9.3%	7.8%	11.7%	8.0%	6.8%
	Lower 				
	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
Lower	61.9%	61.2%	63.4%	59.9%	57.0%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	61.1%	61.5%	70.1%	54.9%	60.5%

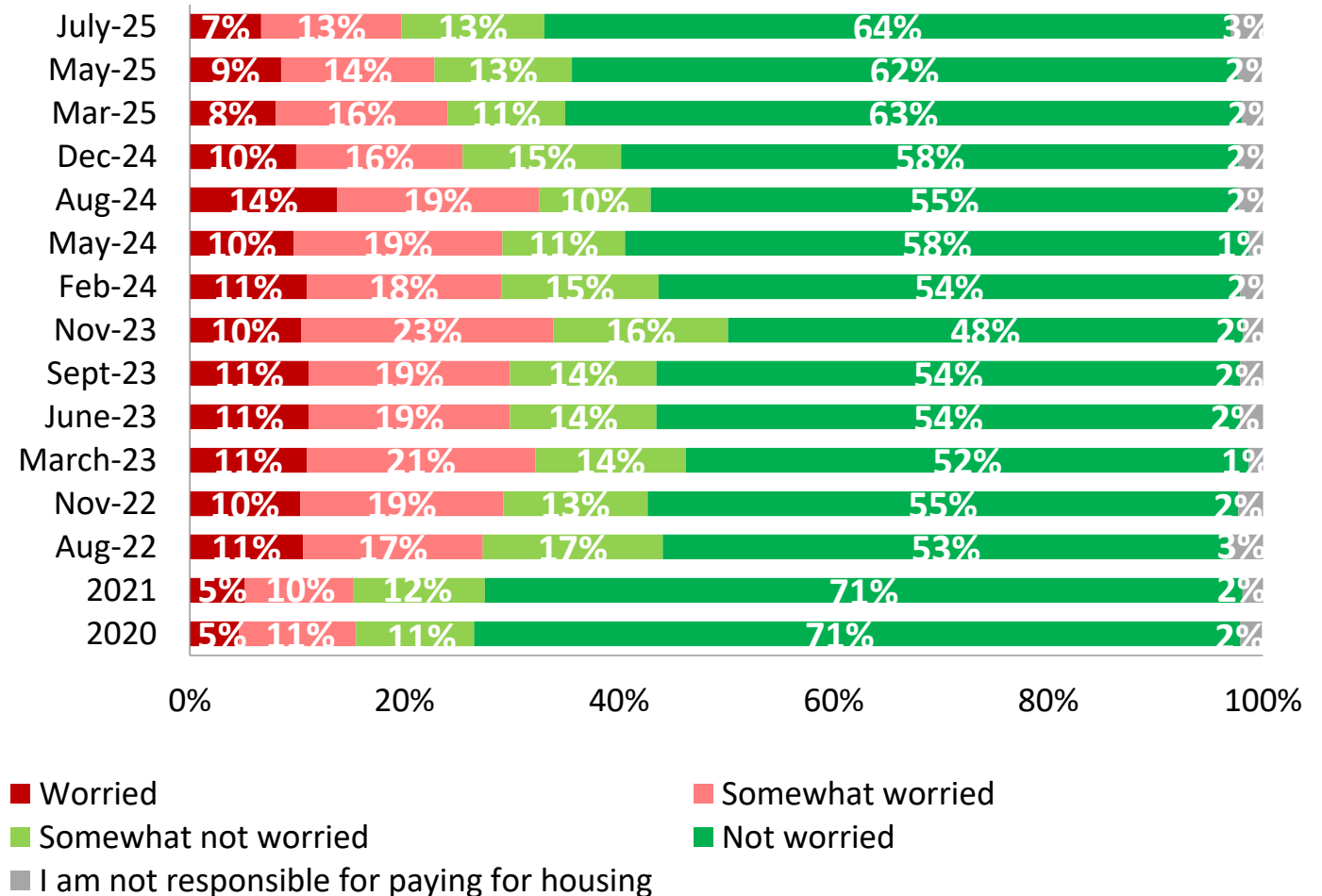
Q – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Over three in five Canadians are not worried about paying their house costs next month (64%). A slight increase in the number of Canadians who are not worried can be observed, as compared to the previous waves (64% in July 2025; 62% in May 2025).

Of note, only one-fifth report being worried (7%) or somewhat worried (13%) about paying their housing costs next month. This is consistent with previous waves.

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, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

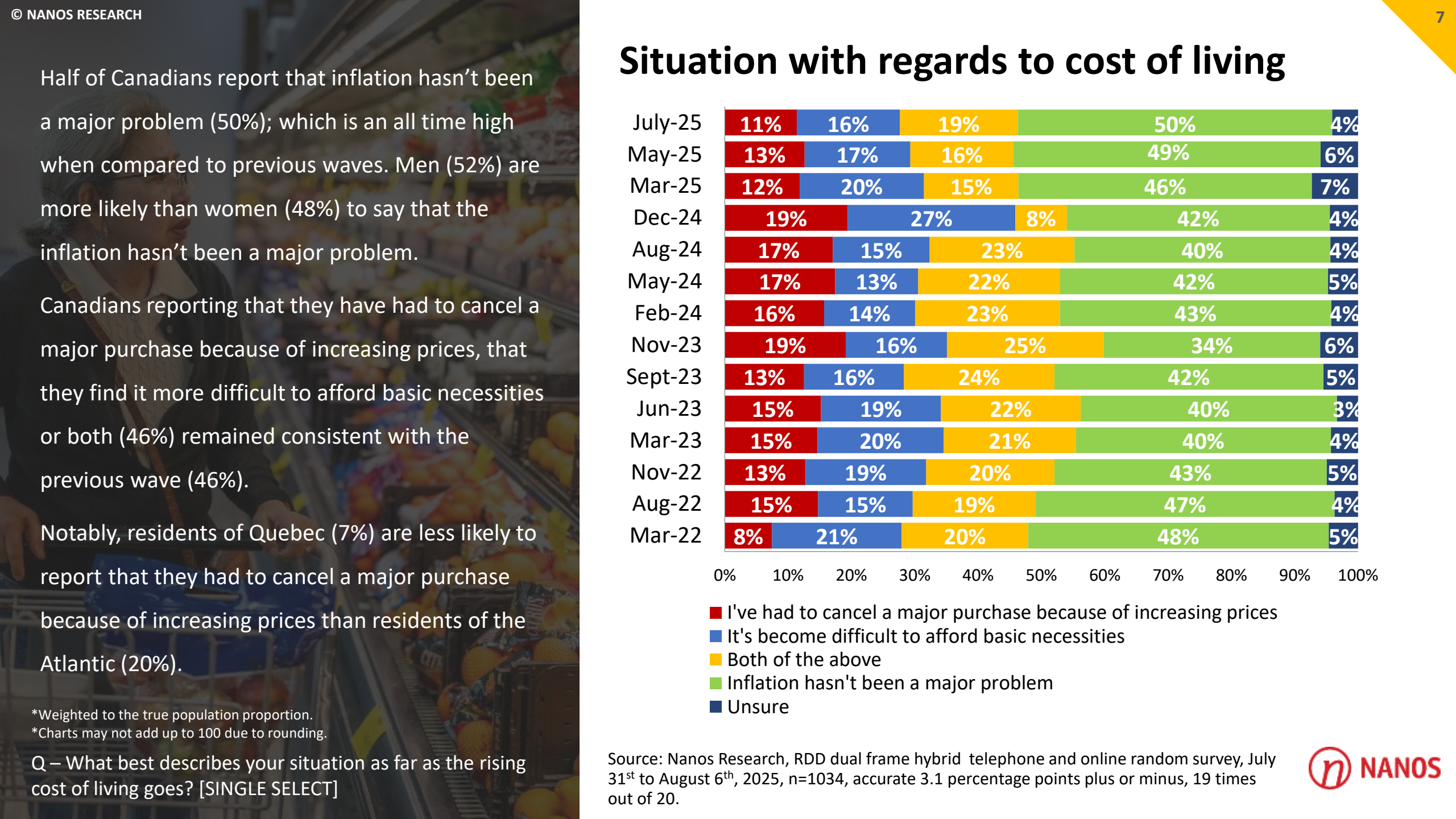
Level of worry about paying for housing costs next month by demographics

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	
	2025-08 (n=1034)	2025-06 (n=1120)	2025-08 (n=95)	2025-06 (n=111)	2025-08 (n=208)	2025-06 (n=236)	2025-08 (n=337)	2025-06 (n=360)	2025-08 (n=228)	2025-06 (n=233)	2025-08 (n=166)	2025-06 (n=180)
Worried/ Somewhat worried	19.7%	22.9%	35.4%	26.6%	21.4%	20.6%	17.9%	21.7%	17.5%	26.0%	17.2%	24.1%
Somewhat not worried/Not worried	77.3%	74.8%	59.8%	71.4%	74.3%	75.8%	79.5%	75.9%	79.8%	73.0%	81.2%	74.0%

	Male		Female		18 to 34		35 to 54		55 plus	
	2025-08 (n=540)	2025-06 (n=584)	2025-08 (n=494)	2025-06 (n=535)	2025-08 (n=195)	2025-06 (n=208)	2025-08 (n=426)	2025-06 (n=417)	2025-08 (n=413)	2025-06 (n=495)
Worried/ Somewhat worried	18.9%	19.5%	20.5%	26.0%	24.2%	32.3%	20.7%	25.2%	16.0%	14.9%
Somewhat not worried/Not worried	77.8%	78.7%	76.8%	71.2%	72.3%	63.9%	78.0%	73.4%	79.9%	83.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, 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=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
20.3%	7.0%	13.1%	10.4%	10.7%
Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
11.8%	11.0%	17.8%	10.5%	7.9%
It's become difficult to afford basic necessities				
Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
20.7%	14.8%	15.8%	18.4%	15.4%
Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
14.1%	18.4%	20.4%	16.6%	13.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, 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=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
23.9%	22.7%	15.7%	20.9%	14.4%
Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
19.5%	17.8%	22.9%	22.6%	12.7%
Inflation hasn't been a major problem				
Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
33.4%	50.1%	52.1%	45.7%	55.0%
Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
51.5%	47.9%	34.8%	47.5%	61.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 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 1,034 Canadians, 18 years of age or older, between July 31st and August 6th, 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 1 034 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was 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. See tables for full weighting disclosure.
Population and Final Sample Size	1,034 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	10 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, support on financial aid for steel and aluminium companies affected by US tariffs, Housing, Palestine and Trade.
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
Field Dates	July 31 st to August 6 th , 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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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?



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