




Negativity on affordable housing drops from 81 to 68 percent.

National survey released August 2025
Field: July 31st to August 6th, 2025
Submission 2025-2878

THE GLOBE AND MAIL 





This research gauged the opinions of Canadians on prices and affordability of housing.

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 by the Globe and Mail and was conducted by Nanos Research.

KEY FINDINGS

1

A MAJORITY OF CANADIANS LACK CONFIDENCE THAT HOUSING AFFORDABILITY WILL IMPROVE IN THE NEXT FIVE YEARS

Around two in three Canadians say they are not confident ([42%](#)) or somewhat not confident ([26%](#)) that in five years housing in Canada will be more affordable than it is today, while one in four are somewhat confident ([22%](#)) or confident ([three per cent](#)). Confidence has increased by nine percentage points since the last wave in 2023 ([14%](#) said they were somewhat confident and [two per cent](#) said they were confident). Older Canadians (aged 55 plus) are around three times more likely to say they are somewhat confident ([28%](#)) or confident ([five per cent](#)) compared to younger Canadians (aged 18 to 34) ([nine per cent](#) say they are somewhat confident and [two per cent](#) say they are confident).

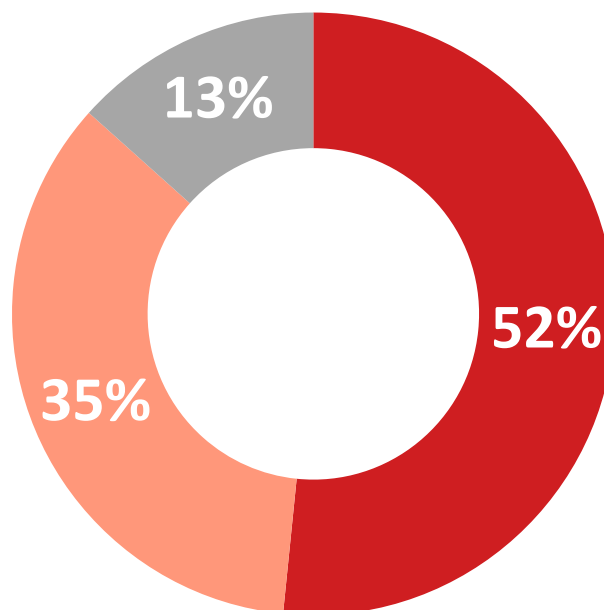
2

CANADIANS SAY IT IS MORE IMPORTANT THAT HOME PRICES GO DOWN TO HELP NEW HOMEOWNERS THAN CREATE POLICIES TO KEEP THE CURRENT HOME PRICES STABLE

Canadians are more likely to say it is more important for housing prices to go down to help new homeowners ([52%](#)) than to say it is important to have government policies to keep the current home prices stable ([35%](#)). Over one in ten ([13%](#)) say they are unsure which statement is more important. Younger Canadians (aged 18 to 34) are more likely to say it is important for housing prices to go down to help new homeowners ([59%](#)) compared to older Canadians (aged 55 plus) ([47%](#)).

Importance of statements regarding housing prices

Q – What is more important to you in terms of housing prices? [ROTATE]



- That home prices go down to help new homeowners
- That government policies keep the current home prices stable
- Unsure

*Weighted to the true population proportion.

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

Around **1 in 2** Canadians

say that having home prices go down to help new homeowners (52%) is more important than having government policies to keep the current home prices stable (35%). Atlantic residents are over twice as likely to say it is important for prices to decrease to help new homeowners (66%) than create policies to keep the current home prices stable (29%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1,034
accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Importance of statements regarding housing prices – by demographics

Q – What is more important to you in terms of housing prices? [ROTATE]



- That home prices go down to help new homeowners
- That government policies keep the current home prices stable
- Unsure

*Weighted to the true population proportion.

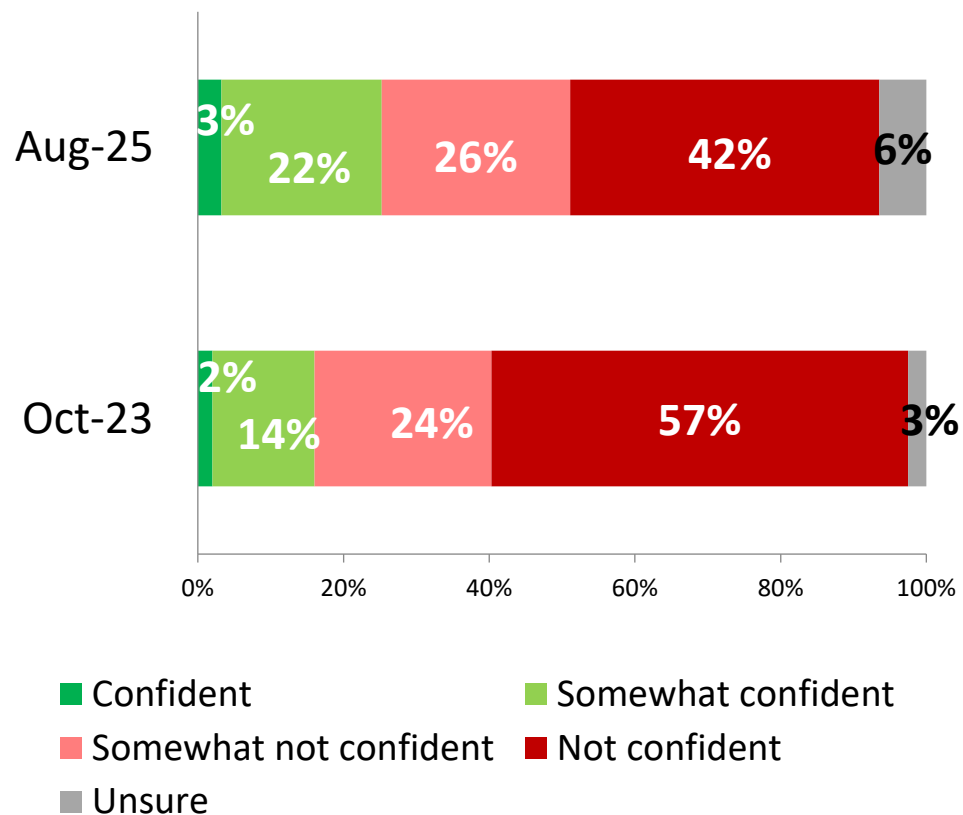
*Charts may not add up to 100 due to rounding.

That home prices go down to help new homeowners	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	66.4%	57.7%	49.0%	43.6%	51.8%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	51.5%	51.7%	59.3%	51.1%	47.0%

That government policies keep the current home prices stable	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	28.6%	29.9%	37.6%	39.7%	33.7%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	36.7%	33.4%	32.5%	31.3%	39.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1,034
accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

Confidence in housing affordability

Confident/Somewhat confident	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	25.1%	21.2%	29.4%	23.2%	23.0%
Not confident/Somewhat not confident	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	21.9%	28.5%	11.2%	26.4%	33.5%
Not confident/Somewhat not confident	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	68.3%	75.9%	63.3%	69.7%	67.9%
Not confident/Somewhat not confident	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	71.5%	65.3%	82.1%	67.1%	60.3%

Q – Are you confident, somewhat confident, somewhat not confident or not confident that in five years housing in Canada will be more affordable than it is today?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1,034
 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 sample included both land- and cell-lines across Canada. 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 randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and 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
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,034 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
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/

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	10 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and support on financial aid for steel and aluminium companies affected by US tariffs.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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 .
Tabulations	By region, age and gender: 2025-2878 Globe and Mail Tables - Housing - Formatted.xlsx



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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

Any questions?



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