Canadians under 35 are more worried about paying next month's housing costs and are more likely to report some form of difficulty with the rising cost of living than Canadians on average.







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 1,009 Canadians, 18 years of age or older, between November 29^{th} and December 2^{nd} , 2025, as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

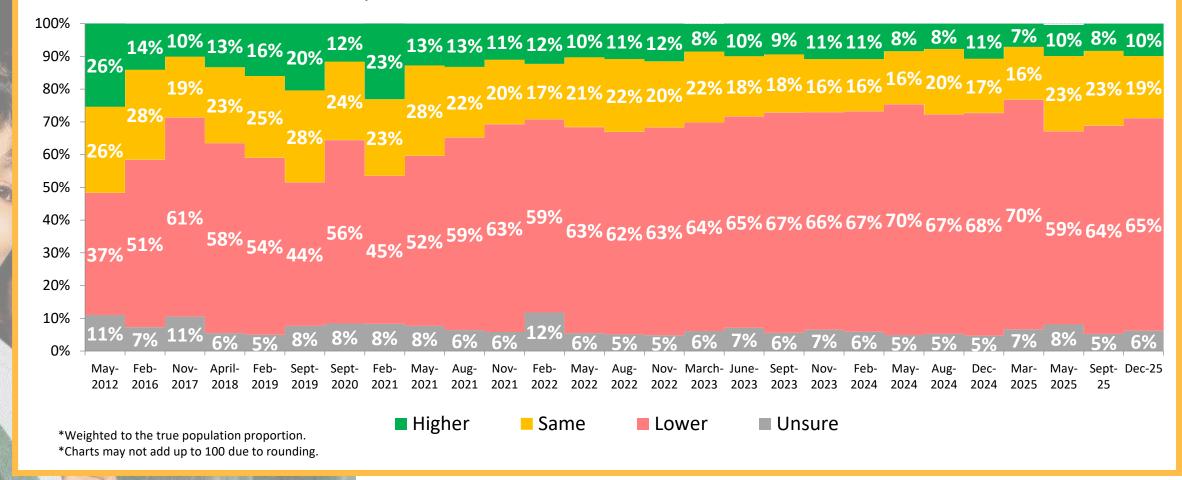
The statistical tabulations including the unweighted and weighted number of interviews can be accessed here.

The research was commissioned and conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

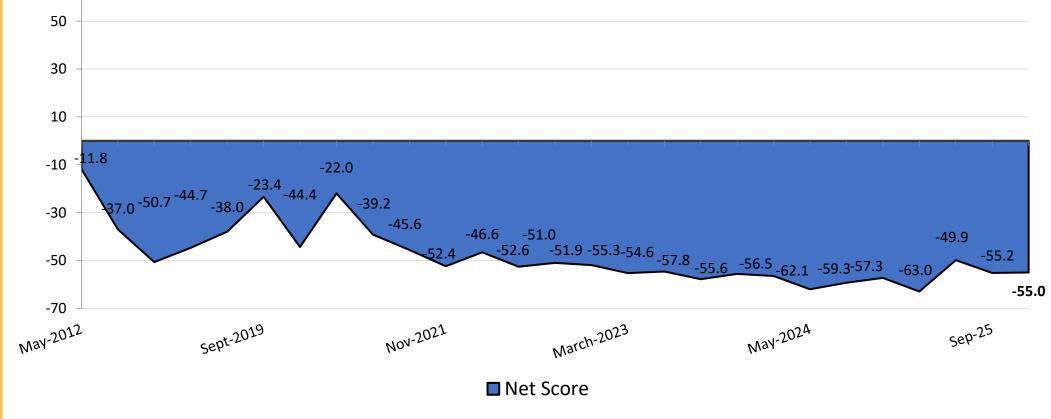
Views on future standard of living – Tracking

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?





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?



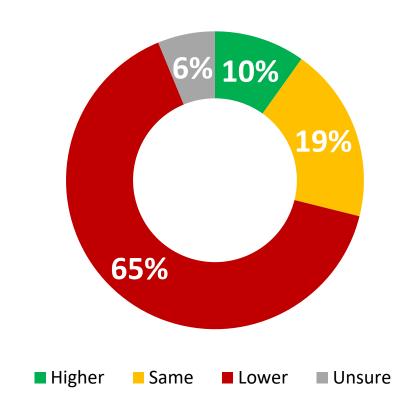
^{*}Weighted to the true population proportion.

minus,

^{*}Charts may not add up to 100 due to rounding.

Views on future standard of living





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.

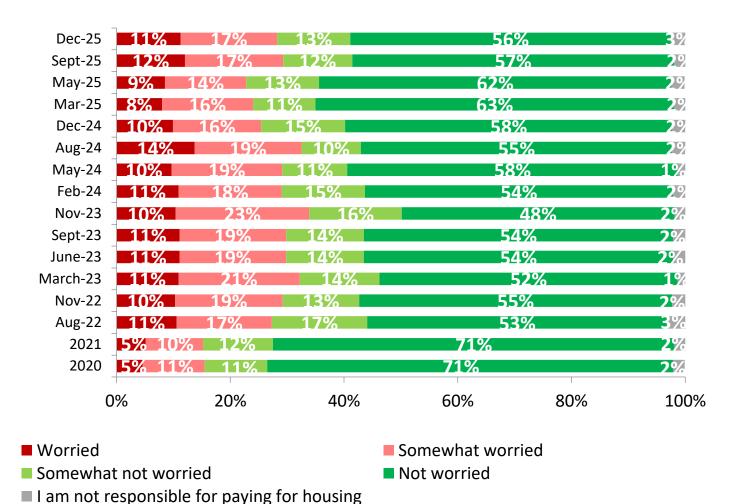
^{*}Charts may not add up to 100 due to rounding.

Consistent with the September 2025 wave, nearly seven in ten Canadians report being either not worried (56%) or somewhat not worried (13%) about paying for housing costs next month, while nearly three in ten report being worried about this to some extent (11% worried; 17% somewhat not worried).

Women (33%) are more likely than men (23%) to report being worried or somewhat worried about paying their housing costs next month. This is also the case for Canadians aged 18 to 34 (42%) relative to those aged 35 to 54 (31%) or those aged 55 and over (17%). Likewise, respondents in the Prairie provinces are more likely to report worry to some extent (34%) than those in Quebec (25%).

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



^{*}Weighted to the true population proportion.



^{*}Charts may not add up to 100 due to rounding.

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	
	2025-12 (n=1009)	2025-09 (n=1028)	2025-12 (n=106)	2025-09 (n=107)	2025-12 (n=208)	2025-09 (n=190)	2025-12 (n=343)	2025-09 (n=360)	2025-12 (n=205)	2025-09 (n=213)	2025-12 (n=147)	2025-09 (n=158)
Worried/ Somewhat worried	28.2%	29.3%	26.5%	36.2%	25.2%	25.3%	28.1%	27.5%	33.8%	34.9%	27.6%	30.9%
Somewhat not worried/Not worried	69.2%	68.7%	72.7%	60.2%	69.7%	72.1%	69.9%	70.3%	65.0%	64.2%	70.5%	68.6%

	Male		Female		18 to 34		35 to 54		55 plus	
	2025-12 (n=584)	2025-09 (n=537)	2025-12 (n=425)	2025-09 (n=491)	2025-12 (n=186)	2025-09 (n=194)	2025-12 (n=346)	2025-09 (n=397)	2025-12 (n=477)	2025-09 (n=437)
Worried/ Somewhat worried	23.4%	29.0%	32.9%	29.6%	41.8%	42.2%	31.1%	31.7%	17.2%	19.1%
Somewhat not worried/Not worried	74.7%	69.1%	64.0%	68.4%	55.7%	55.4%	66.3%	67.3%	80.3%	78.5%



Respondents aged 55 and over (59%) are more likely to report that inflation hasn't been a major problem compared to younger Canadians (31% for respondents aged 18 to 34; 40% for respondents aged 35 to 54).

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

Situation with regards to cost of living

Dec-25	1	3%	15%		21%			45%	,)		5%
Sept-25		15%	13%		19%			48%			4%
May-25	1	3%	17%		16%			49%			6%
Mar-25	12	2%	20%		15%			46%			7%
Dec-24		19%		27%	%	8%		42	%		4%
Aug-24		17%	15%	0	23%	6		4()%		4%
May-24		17%	13%		22%			42	%		5%
Feb-24		16%	14%		23%			43	%		4%
Nov-23		19%	16	5%	2	25%		3	4%		6%
Sept-23	1	3%	16%		24%			42%	6		5%
Jun-23	1	L5%	19%	, 0	22	%		4	0%		3%
Mar-23	1	L 5 %	20%	6	21	%		4()%		4%
Nov-22	1	3%	19%		20%			439	%		5%
Aug-22	1	L 5 %	15%		19%			47%	/ 0		4%
Mar-22	8%	6	21%		20%			48%			5%
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

- I've had to cancel a major purchase because of increasing prices
- It's become difficult to afford basic necessities
- Both of the above
- Inflation hasn't been a major problem
- Unsure



^{*}Weighted to the true population proportion.

^{*}Charts may not add up to 100 due to rounding.

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=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)		
12.6%	12.4%	12.7%	12.8%	17.9%		
Men (n=584)	Women (n=425)	18 to 34 (n=186)	35 to 54 (n=346)	55 plus (n=477)		
11.2%	15.4%	17.1%	14.0%	10.5%		
	It's become	difficult to afford basic ned	cessities			
Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)		
23.6%	14.0%	14.8%	17.7%	12.8%		
Men (n=584)	Women (n=425)	18 to 34 (n=186)	35 to 54 (n=346)	55 plus (n=477)		
15.9%	15.0%	17.6%	17.6%	12.3%		



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]

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		Both of the above		
Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)
23.4%	16.4%	20.9%	26.2%	21.8%
Men (n=584)	Women (n=425)	18 to 34 (n=186)	35 to 54 (n=346)	55 plus (n=477)
20.0%	22.2%	29.3%	25.4%	12.4%
	Inflatio	n hasn't been a major prob	lem	
Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)
35.9%	53.3%	45.9%	37.9%	44.0%
Men (n=584)	Women (n=425)	18 to 34 (n=186)	35 to 54 (n=346)	55 plus (n=477)
48.8%	41.8%	31.3%	39.6%	58.8%



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		
Population and Final Sample Size	1009 Randomly selected individuals.		distribution across all regions of Canada. See tables for full weighting disclosure. Screening ensured potential respondents did not work in the market research		
Source of Sample	Nanos Probability Panel	Screening	industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.		
Type of Sample	Probability	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.		
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	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.		
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	11 percent, consistent with industry norms.		
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 Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.		
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, financial concerns, barriers to purchasing Canadians goods for the holiday season, the federal budget, artificial		
Number of Calls	Maximum of five call backs to those recruited.		intelligence, jet fighters, energy and pipeline-related issues in Western Canada trade negotiations with the US and priorities for the Major Projects Office		
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.		
Field Dates	November 29 th to December 2 nd , 2025.	Research/Data Collection Supplier	Nanos Research		
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.	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.		
	https://canadianresearchinsightscouncil.ca/standards/	Data Tables	By region, age and gender		



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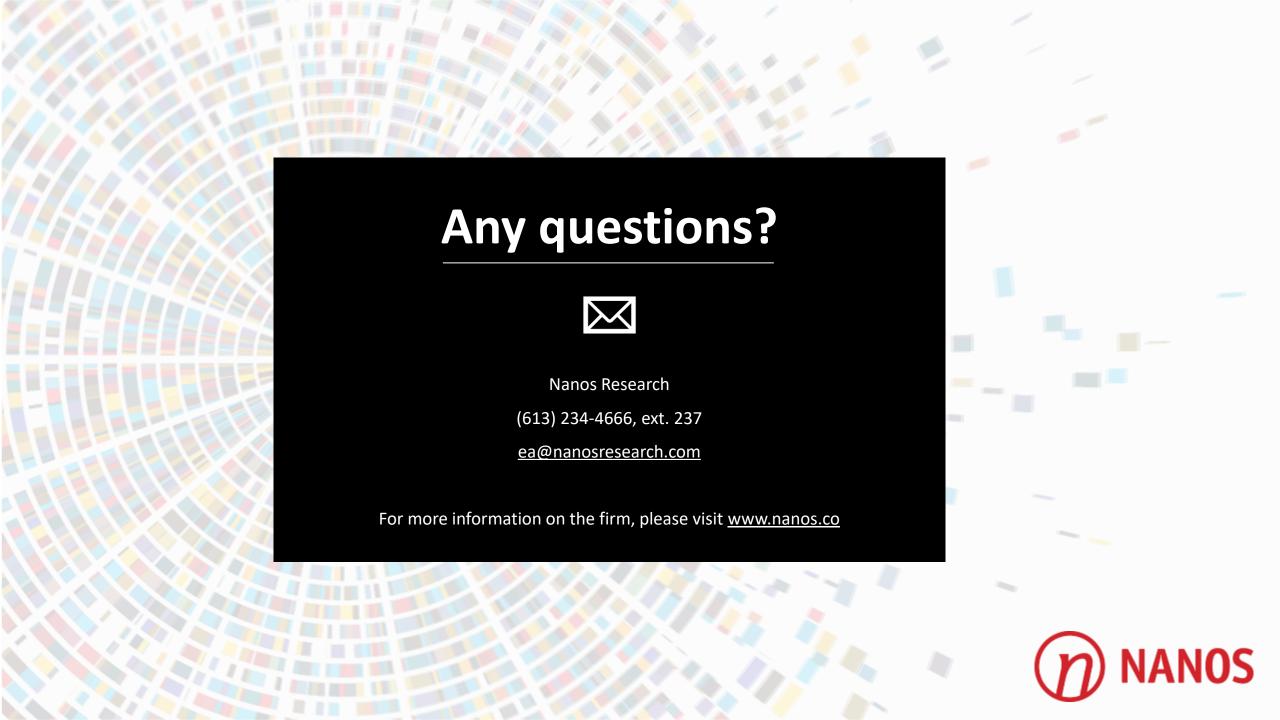


dimap

This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

EthicStratēgies

Ethic Strategies was created by the founding partners of <u>PAA Advisory</u> and the <u>Nanos</u> <u>Research Corporation</u>, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. <u>www.ethicstrategies.com</u>





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