



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.

METHODOLOGY



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 29th and December 2nd, 2025, as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

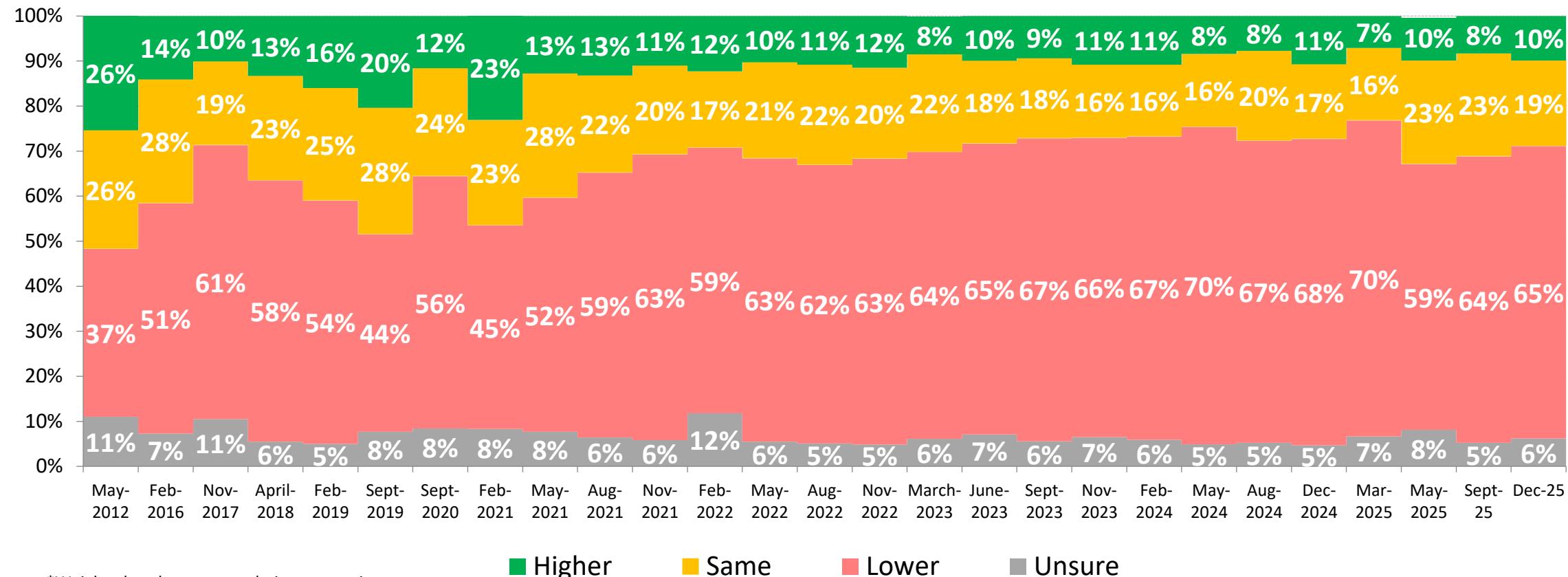
The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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?



*Weighted to the true population proportion.

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

Higher

Same

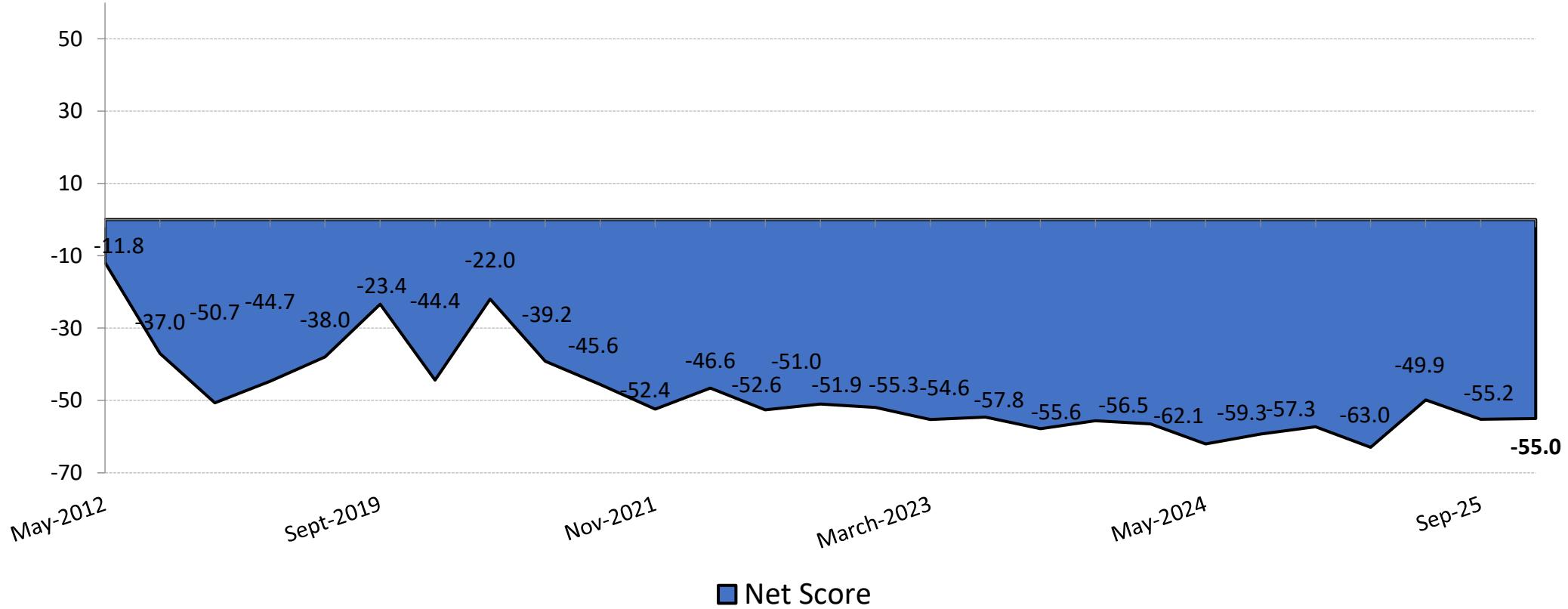
Lower

Unsure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th and December 2nd, 2025, n=1,009, 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?

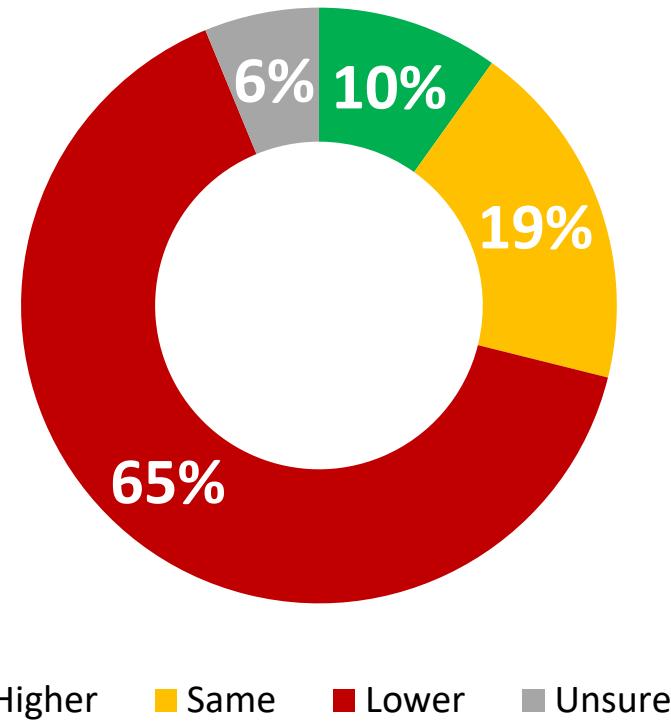


*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th and December 2nd, 2025, n=1,009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Views on future standard of living



*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?

	Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)
Lower	71.9%	66.1%	62.1%	67.8%	63.6%
Men (n=584)	68.3%	61.6%	71.5%	66.9%	59.0%
Women (n=425)					
18 to 34 (n=186)					
35 to 54 (n=346)					
55 plus (n=477)					
	Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)
Higher	12.5%	10.6%	10.1%	9.9%	6.5%
Men (n=584)	8.6%	11.1%	13.7%	7.6%	9.1%
Women (n=425)					
18 to 34 (n=186)					
35 to 54 (n=346)					
55 plus (n=477)					

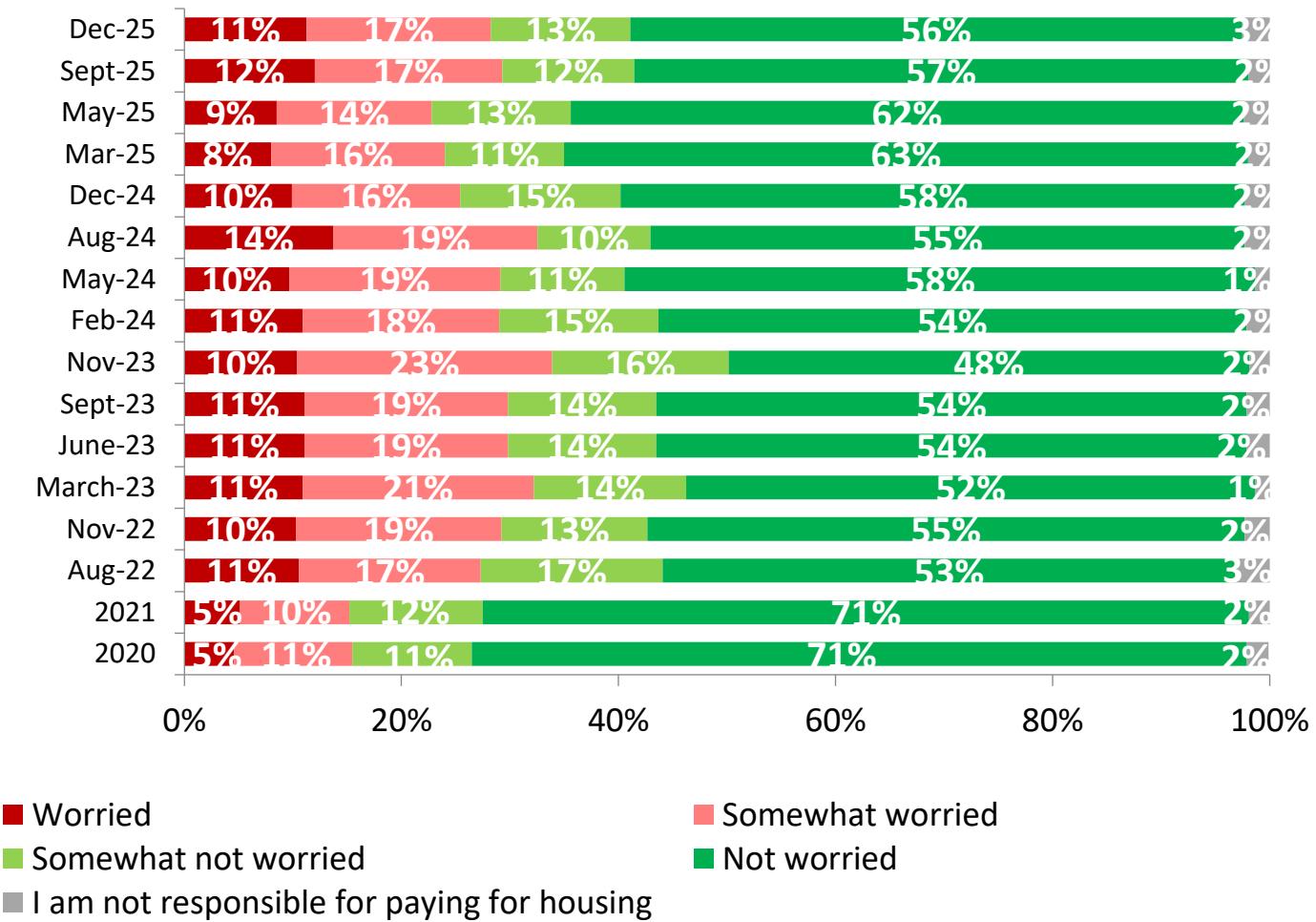
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th and December 2nd, 2025, n=1,009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th and December 2nd, 2025, n=1,009, 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	
	2025-12 (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%		

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th and December 2nd, 2025, n=1,009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

For the first time since December 2024, the combined percentage of Canadians who have either had to cancel a major purchase because of increasing prices (13%), who say it has become difficult to afford basic necessities (15%) or both (21%), eclipses the percentage of Canadians who report that inflation hasn't been a major problem for them (45%).

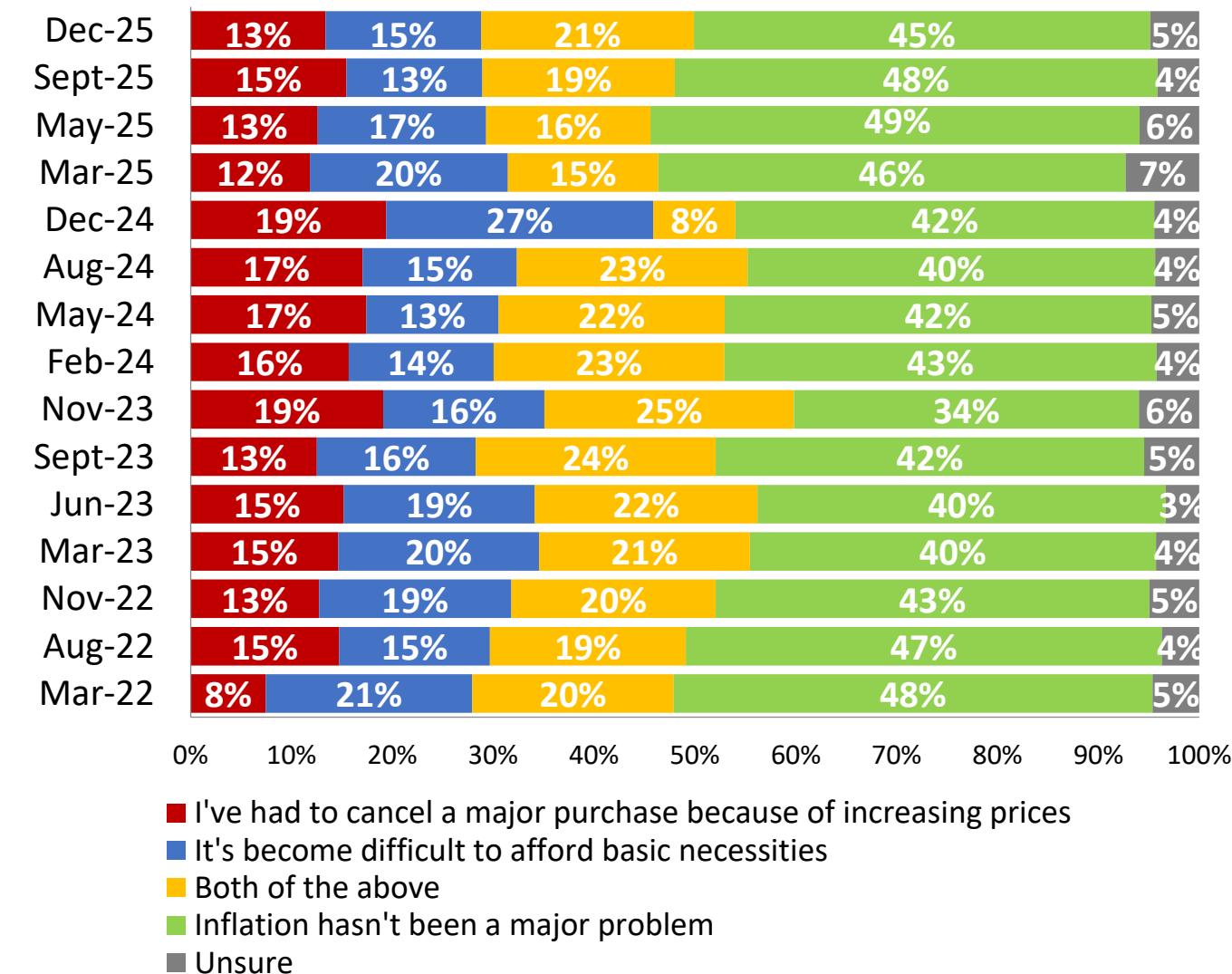
Respondents aged 55 and over (59%) are more likely to report that inflation hasn't been a major problem compared to younger Canadians (31% for respondents aged 18 to 34; 40% for respondents aged 35 to 54).

*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, November 29th and December 2nd, 2025, n=1,009, 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

Region (n)	Quebec (n)	Ontario (n)	Prairies (n)	BC (n)
12.6%	12.4%	12.7%	12.8%	17.9%
Gender (n)	Women (n)	18 to 34 (n)	35 to 54 (n)	55 plus (n)
11.2%	15.4%	17.1%	14.0%	10.5%

It's become difficult to afford basic necessities

Region (n)	Quebec (n)	Ontario (n)	Prairies (n)	BC (n)
23.6%	14.0%	14.8%	17.7%	12.8%
Gender (n)	Women (n)	18 to 34 (n)	35 to 54 (n)	55 plus (n)
15.9%	15.0%	17.6%	17.6%	12.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th and December 2nd, 2025, n=1,009, 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=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)
23.4%	16.4%	20.9%	26.2%	21.8%
Inflation hasn't been a major problem				
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)
20.0%	22.2%	29.3%	25.4%	12.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th and December 2nd, 2025, n=1,009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

TECHNICAL NOTE

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	1009 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	11 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, financial concerns, barriers to purchasing Canadians goods for the holiday season, the federal budget, artificial intelligence, jet fighters, energy and pipeline-related issues in Western Canada, trade negotiations with the US and priorities for the Major Projects Office
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	November 29 th to December 2 nd , 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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