

Cost-of-Living Pressures Persist. Housing worry declines for third wave in succession.

**National survey released April 2026
Field: March 1st to March 8th, 2026
Submission 2026-3009**



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 1,058 Canadians, 18 years of age or older, between March 1st to March 8th, 2026, as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

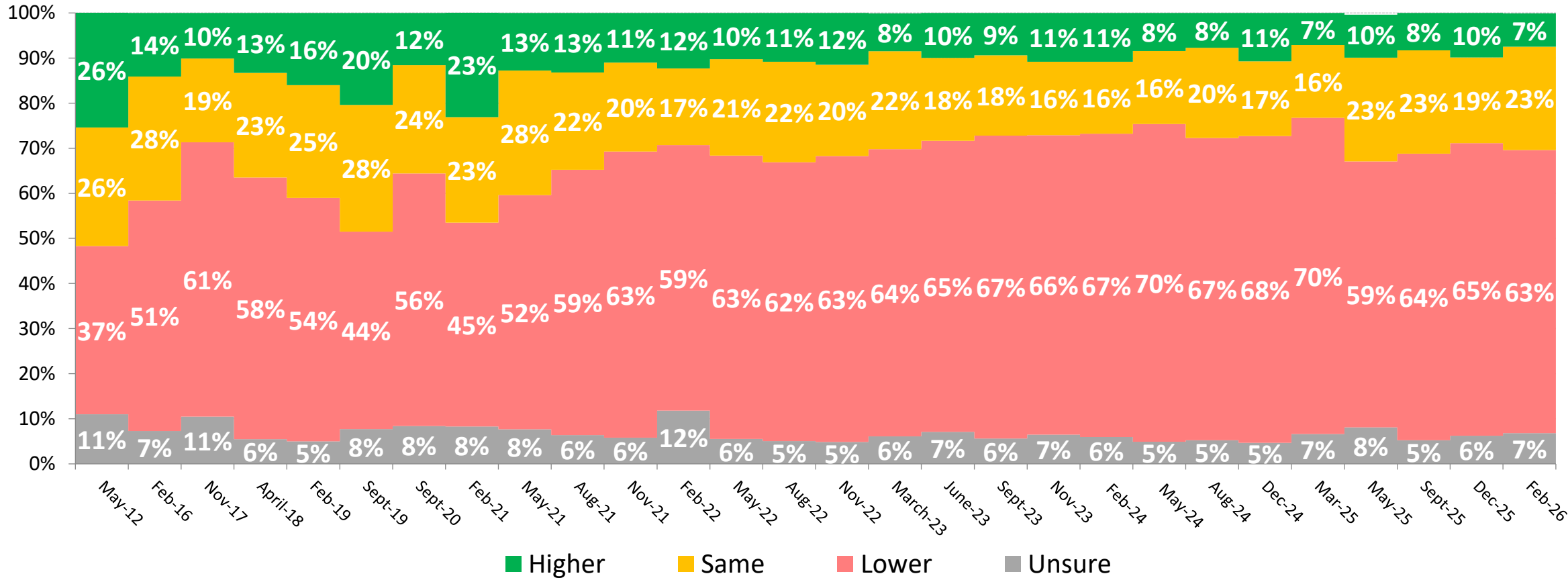
[The statistical tabulations including the unweighted and weighted number of interviews can be accessed here.](#)

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

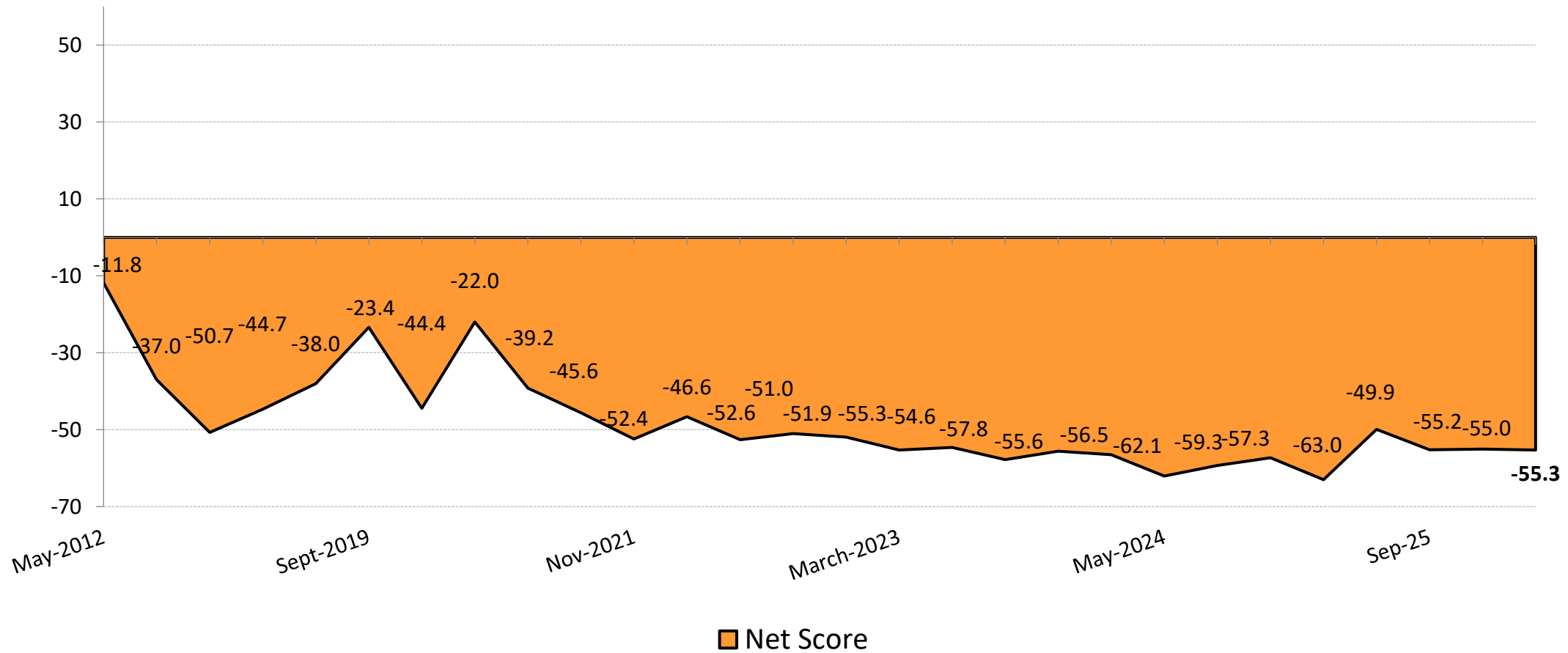
Q – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today?



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

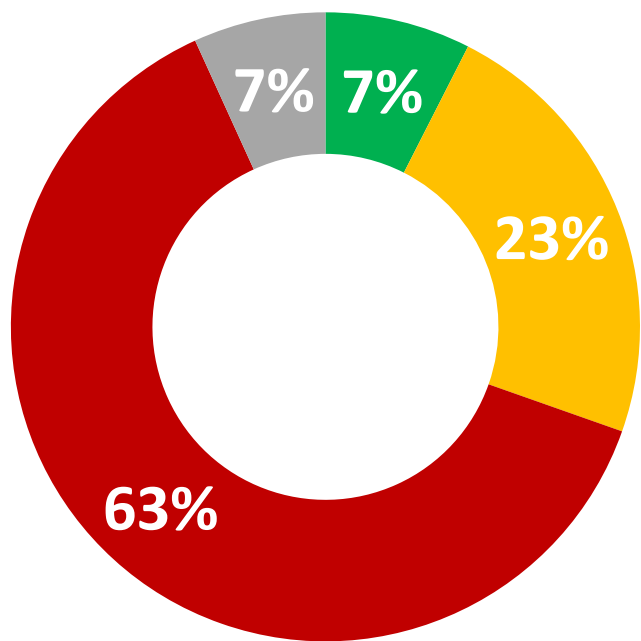
Views on future standard of living – Net score

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.

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?



■ Higher ■ Same ■ Lower ■ Unsure

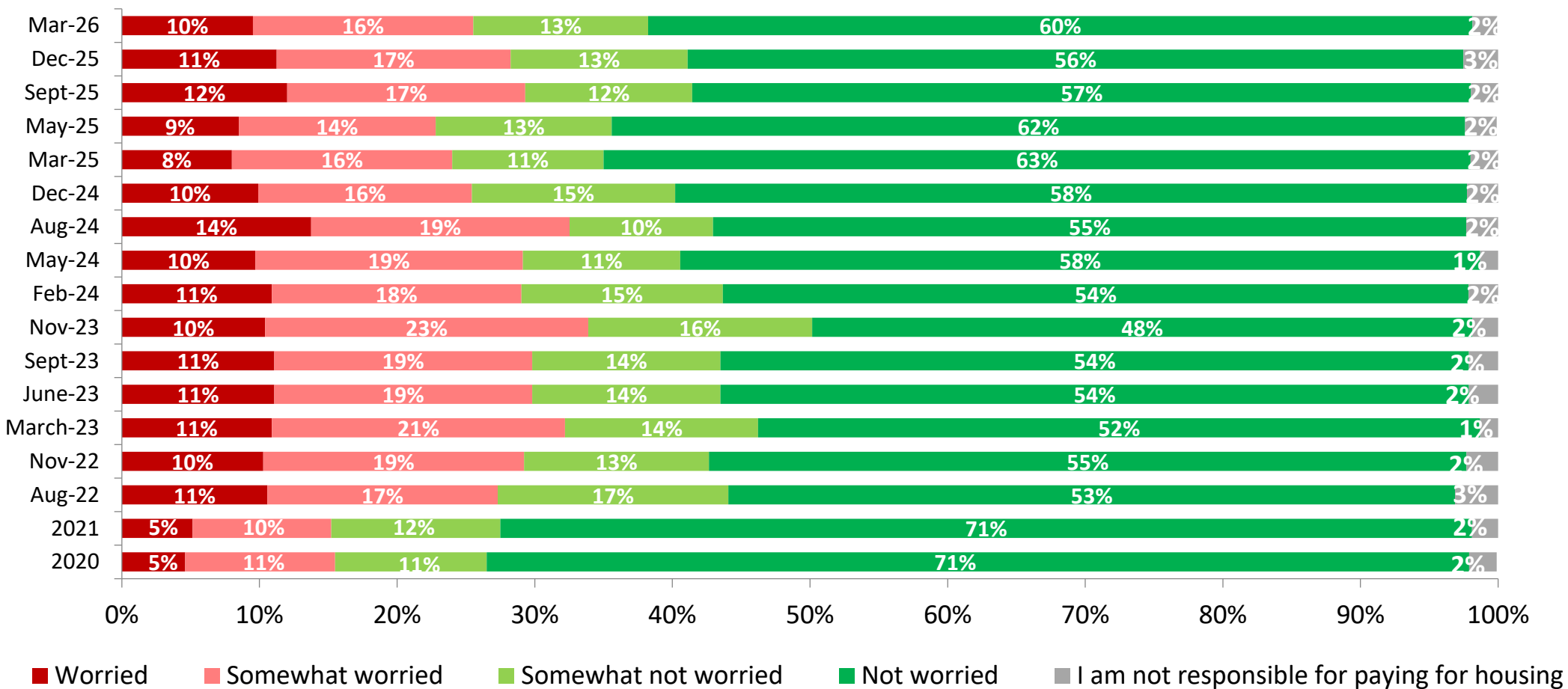
Views on future standard of living

	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	BC (n=152)
Lower	64.9%	64.1%	61.0%	68.2%	57.8%
	Men (n=562)	Women (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
	61.5%	64.0%	62.1%	64.8%	61.6%
Higher	7.4%	6.0%	8.3%	9.1%	5.6%
	Men (n=562)	Women (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
	8.2%	6.8%	7.1%	8.2%	7.2%

*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 - tracking

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



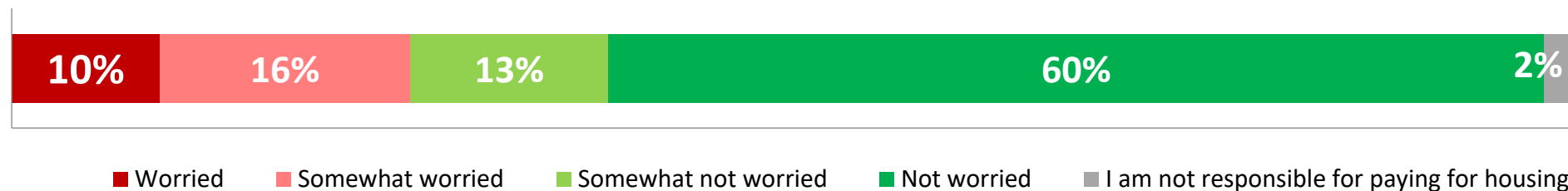
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st and March 8th, 2026, n=1,058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Level of worry about paying for housing costs next month

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



*Weighted to the true population proportion.

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

3 in 5 Canadians

are not worried about paying their housing costs next month. Residents of Atlantic Canada are twice as likely to be worried or somewhat worried (36%) than residents of British Columbia (18%). Canadians are marginally less worried about paying their housing costs than in December 2025, with the percentage of Canadians reporting not being worried rising from 56 percent.

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	
	2026-03 (n=1058)	2025-12 (n=1009)	2026-03 (n=104)	2025-12 (n=106)	2026-03 (n=219)	2025-12 (n=208)	2026-03 (n=360)	2025-12 (n=343)	2026-03 (n=223)	2025-12 (n=205)	2026-03 (n=152)	2025-12 (n=147)
Worried/ Somewhat worried	25.6%	28.2%	35.8%	26.5%	24.2%	25.2%	28.3%	28.1%	23.3%	33.8%	18.0%	27.6%
Somewhat not worried/Not worried	72.6%	69.2%	62.8%	72.7%	73.2%	69.7%	69.4%	69.9%	75.5%	65.0%	81.5%	70.5%

	Male		Female		18 to 34		35 to 54		55 plus	
	2026-03 (n=562)	2025-12 (n=584)	2026-03 (n=496)	2025-12 (n=425)	2026-03 (n=181)	2025-12 (n=186)	2026-03 (n=469)	2025-12 (n=346)	2026-03 (n=408)	2025-12 (n=477)
Worried/ Somewhat worried	23.6%	23.4%	27.4%	32.9%	23.7%	41.8%	25.6%	31.1%	26.7%	17.2%
Somewhat not worried/Not worried	75.0%	74.7%	70.3%	64.0%	73.9%	55.7%	72.6%	66.3%	71.7%	80.3%

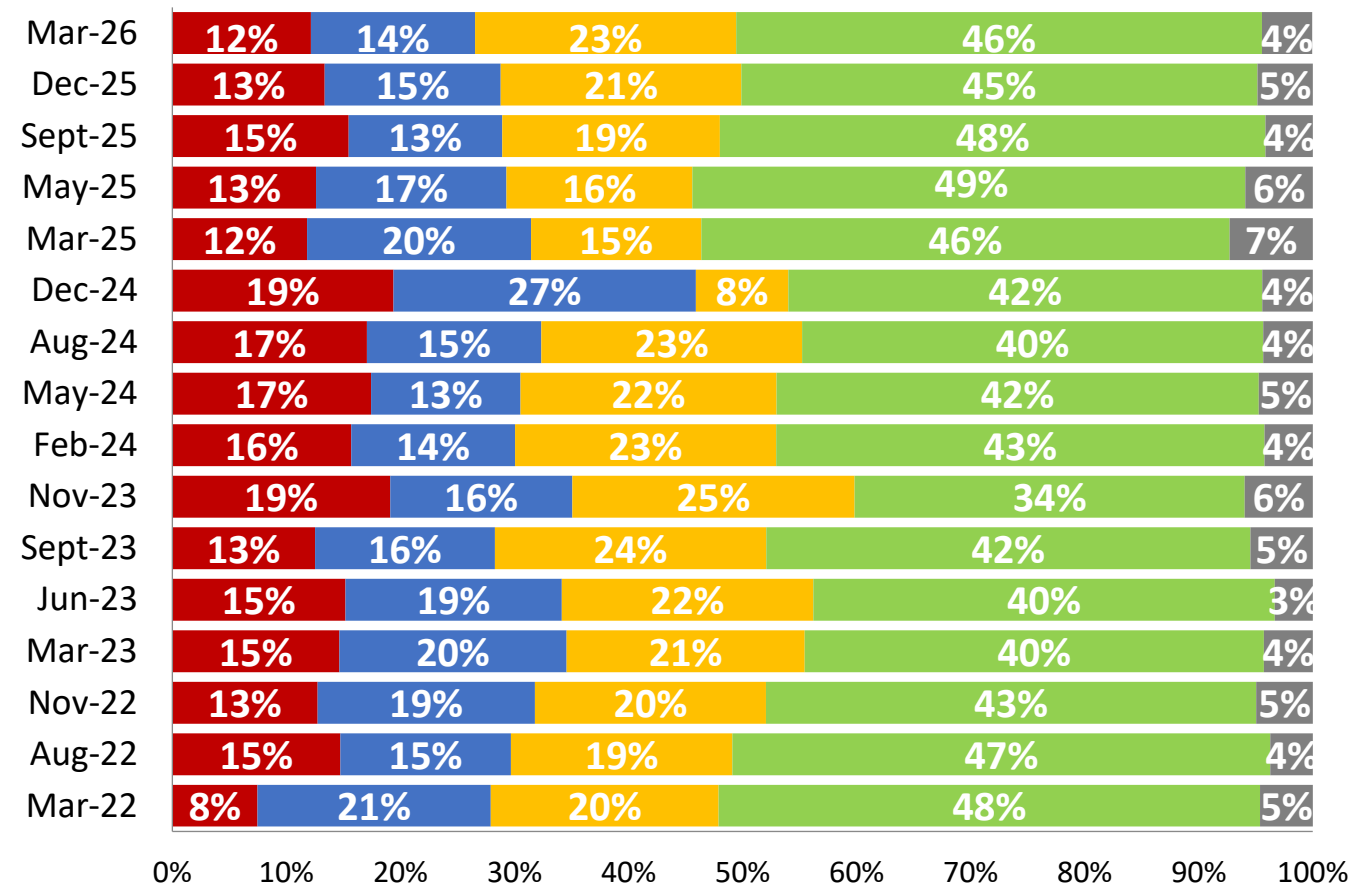
Q – What best describes your situation as far as the rising cost of living goes? [SINGLE SELECT]

The combined percentage of Canadians who have either had to cancel a major purchase because of increasing prices (12%), who say it has become difficult to afford basic necessities (14%) or both (23%), continues to eclipse the percentage of Canadians who report that inflation hasn't been a major problem for them (46%).

Almost three in five residents of Atlantic Canada (59%) report having to had to cancel a major purchase because of increasing prices (11%), who say it has become difficult to afford basic necessities (21%) or both (26%), higher than any other region in Canada.

*Weighted to the true population proportion.
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Situation with regards to cost of living



- 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

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]

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
I've had to cancel a major purchase because of increasing prices	12.1%	11.2%	13.6%	12.3%	10.2%	12.3%	11.1%	13.1%	11.7%	12.6%	12.1%
It's become difficult to afford basic necessities.	14.4%	21.0%	14.9%	12.9%	14.1%	14.9%	14.1%	14.7%	14.1%	17.1%	12.5%
Both of the above	22.9%	26.4%	23.0%	23.1%	25.5%	17.0%	21.4%	24.3%	25.9%	20.7%	22.6%
Inflation hasn't been a major problem	46.1%	37.3%	45.9%	46.8%	44.9%	50.5%	49.5%	42.9%	43.5%	44.8%	48.9%
Unsure	4.4%	4.0%	2.6%	5.0%	5.2%	5.3%	3.9%	5.0%	4.8%	4.9%	3.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st and March 8th, 2026, n=1,058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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	1058 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 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, on vacations, member of Parliament changing political parties, the Canadian Armed Forces, Mark Carney's speech at the World Economic Forum, the amount of immigrants Canada should accept in 2027
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	March 1 st to March 8 th , 2026.		
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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