



Two thirds of Canadians report price of homes decreasing as a positive development for the housing market. More than half believe home prices should continue to decrease.

National survey released May, 2026
Field: May 3rd to 6th, 2026
Submission 2026-3049

Bloomberg



This survey gauges the views of Canadian on the price of homes reaching their lowest prices since 2021.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, from May 3rd to 6th, 2026 as part of an omnibus survey. 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 Bloomberg and the research was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is [here](#). Tables within the report that have significant differences are highlighted in yellow.

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

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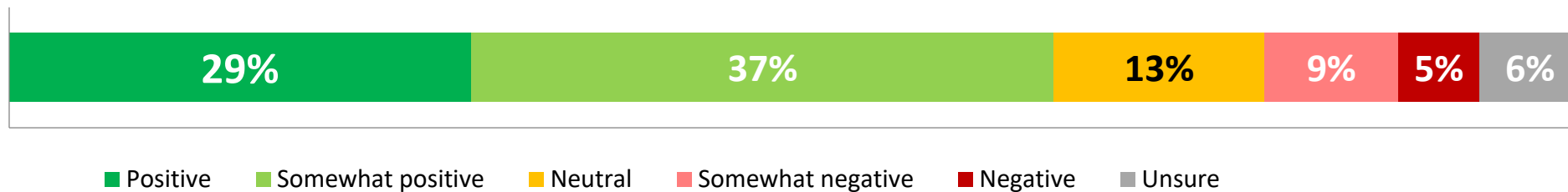
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Outlook towards home prices falling to their lowest levels since 2021 on the housing market

Q – Home prices in Canada have fallen to their lowest levels since March 2021 according to the Canadian Real Estate Association. Do you think this is a positive, somewhat positive, somewhat negative, negative or neutral development for the housing market?



*Weighted to the true population proportion.

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

2 in 3 Canadians

believe that home prices falling to their lowest levels since 2021 is a positive (29%) or somewhat positive (37%) development for the housing market. Canadians are over four times more likely to report it being positive to some extent (66%) than negative to some extent (14%).

Outlook towards home prices falling to their lowest levels since 2021 on the housing market – by demographics and homeownership

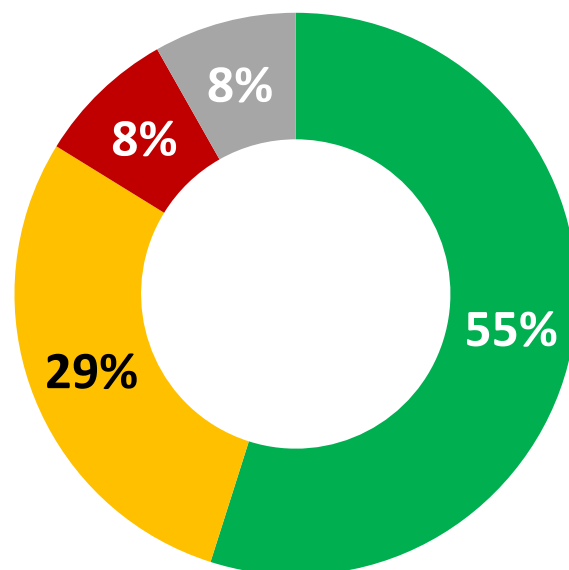
Q – Home prices in Canada have fallen to their lowest levels since March 2021 according to the Canadian Real Estate Association. Do you think this is a positive, somewhat positive, somewhat negative, negative or neutral development for the housing market?

	Canada 2026-05 (n=1001)	Atlantic (n=100)	Quebec (n=213)	Ontario (n=319)	Prairies (n=217)	British Columbia (n=152)	Male (n=515)	Female (n=486)	18 to 34 (n=159)	35 to 54 (n=330)	55 plus (n=512)	Own (n=785)	Rent (n=180)	Refuse/no answer (n=36)
Positive	29.4%	29.5%	24.8%	29.8%	29.6%	36.0%	28.7%	30.2%	29.8%	28.7%	29.8%	27.4%	35.0%	36.9%
Somewhat positive	37.1%	39.6%	37.8%	35.1%	38.7%	37.8%	39.2%	35.0%	35.0%	37.3%	38.2%	37.8%	32.3%	46.9%
Neutral	13.4%	15.4%	9.3%	13.5%	16.8%	15.0%	13.5%	13.4%	15.1%	12.5%	13.1%	14.6%	10.5%	7.5%
Somewhat negative	8.5%	1.7%	9.9%	10.0%	7.7%	6.3%	6.9%	10.0%	6.8%	9.5%	8.9%	10.1%	4.2%	1.8%
Negative	5.2%	4.7%	6.3%	6.2%	3.2%	3.2%	6.6%	3.9%	6.5%	5.2%	4.3%	4.7%	7.2%	4.1%
Unsure	6.4%	9.0%	12.0%	5.3%	4.0%	1.7%	5.2%	7.6%	6.9%	6.9%	5.7%	5.3%	10.9%	2.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 3rd to 6th, 2026, n=1001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Sentiment towards price of homes

Q – The average home price in Canada this past March was about \$673,000 according to the Canadian Real Estate Association. Do you think home prices should decrease, stay at about the same prices they are now, or increase?



- Home prices should decrease
- Home prices should stay about the same
- Home prices should increase
- Unsure

Over half of Canadians

believe home prices should continue to decrease. Twenty-nine per cent believe home prices should stay about the same and less than one in ten (8%) believe home prices should continue to increase.

*Weighted to the true population proportion.

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

Sentiment towards price of homes – by demographics and homeownership

Q – The average home price in Canada this past March was about \$673,000 according to the Canadian Real Estate Association. Do you think home prices should decrease, stay at about the same prices they are now, or increase?

	Canada 2026-05 (n=1002)	Atlantic (n=99)	Quebec (n=213)	Ontario (n=319)	Prairies (n=217)	British Columbia (n=154)	Male (n=516)	Female (n=486)	18 to 34 (n=159)	35 to 54 (n=331)	55 plus (n=512)	Own (n=787)	Rent (n=179)	Refuse/no answer (n=36)
Home prices should decrease	54.9%	65.4%	52.2%	51.8%	58.4%	58.4%	50.4%	59.2%	69.1%	52.8%	47.3%	48.5%	75.2%	65.0%
Home prices should stay about the same	28.9%	17.3%	33.4%	29.2%	25.8%	29.9%	31.3%	26.6%	18.7%	30.4%	34.3%	33.3%	16.4%	12.7%
Home prices should increase	8.0%	3.5%	10.1%	10.4%	2.7%	6.9%	11.0%	5.2%	6.1%	7.7%	9.6%	8.7%	4.7%	13.2%
Unsure	8.2%	13.8%	4.3%	8.6%	13.0%	4.9%	7.4%	9.0%	6.2%	9.1%	8.9%	9.5%	3.7%	9.1%

Renters (75%) and Canadians aged 18 to 34 (69%) are significantly more likely than homeowners (49%) and Canadians aged 55 and older (47%) respectively to say that home prices should continue to decrease. Homeowners and older Canadians are still significantly more likely to want home prices to decrease (49%; 47%) than to increase (9%; 10%). Respondents from Atlantic Canada (17%) are less likely to report that home should stay around the same price than the Canadian average of twenty-nine percent.

Element	Description	Element	Description
Research sponsor	Bloomberg News	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	1003 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 Insights Lab	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, boycotting US goods, NATO, supply management, cost of living, MPs changing political parties and relationships.
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.	Tabulations	By region, age and gender
Field Dates	May 3 rd to 6 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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Any questions?



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