



Two in three younger Canadians feel the squeeze
from rising living costs.

National survey released September 2026
Field: August 30 to September 2, 2026
Submission 2026-3099



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 1,037 Canadians, 18 years of age or older, from August 30 to September 2, 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 dialling with a maximum of five call backs.

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

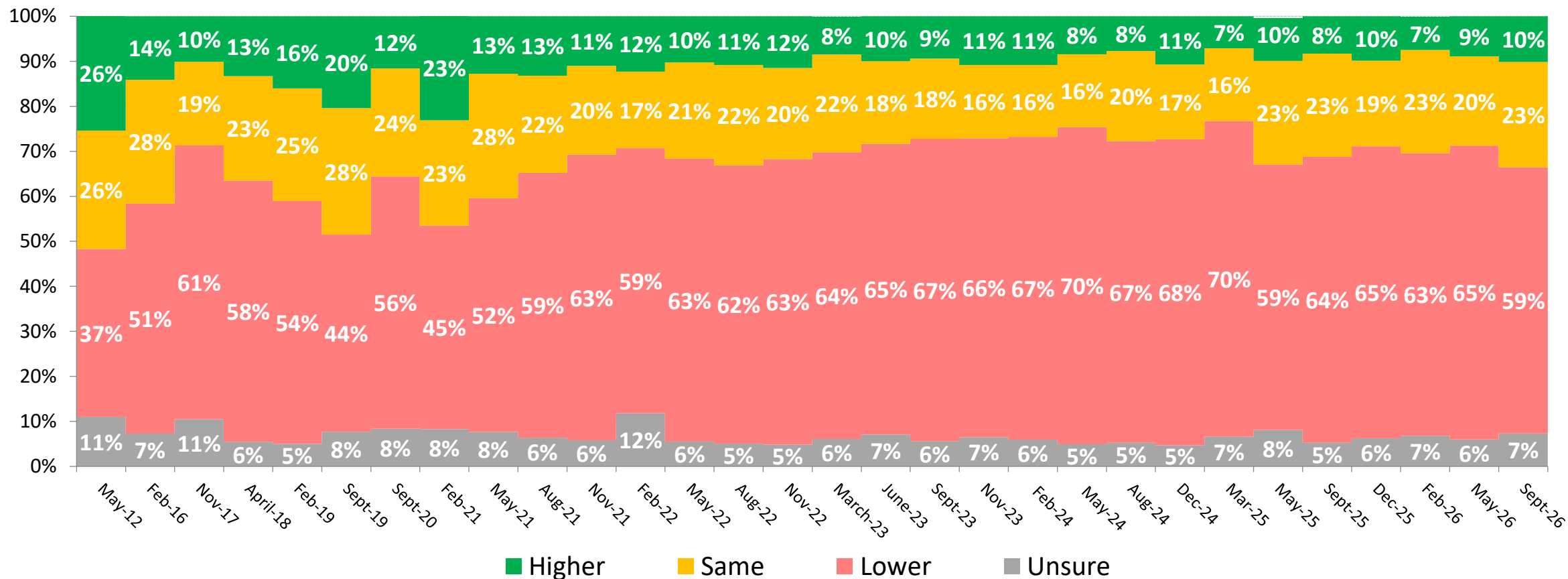
This study was commissioned and conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)

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

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?

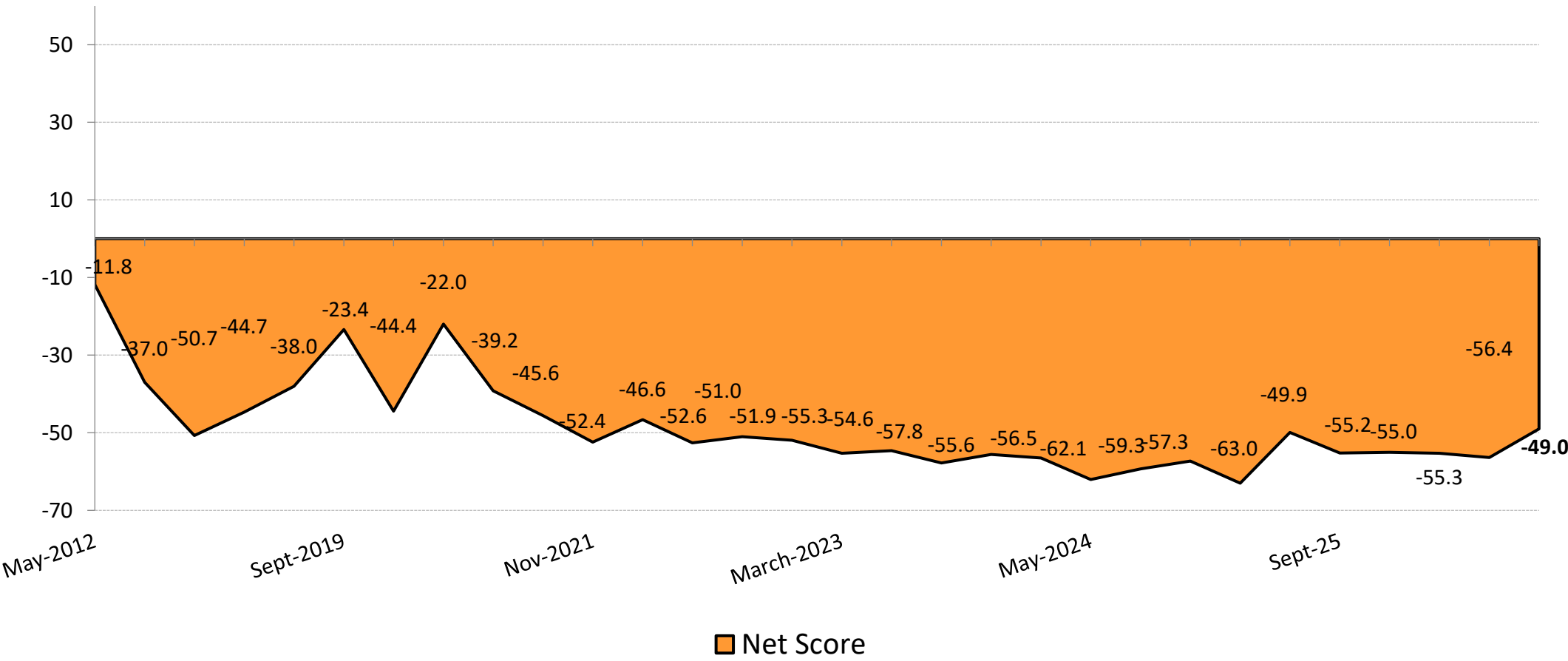


*Weighted to the true population proportion.

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

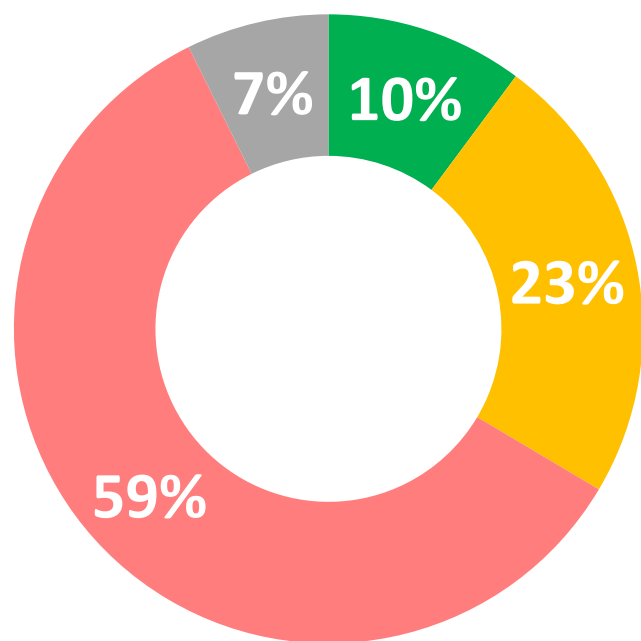
Views on future standard of living – Net score

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

*Weighted to the true population proportion.

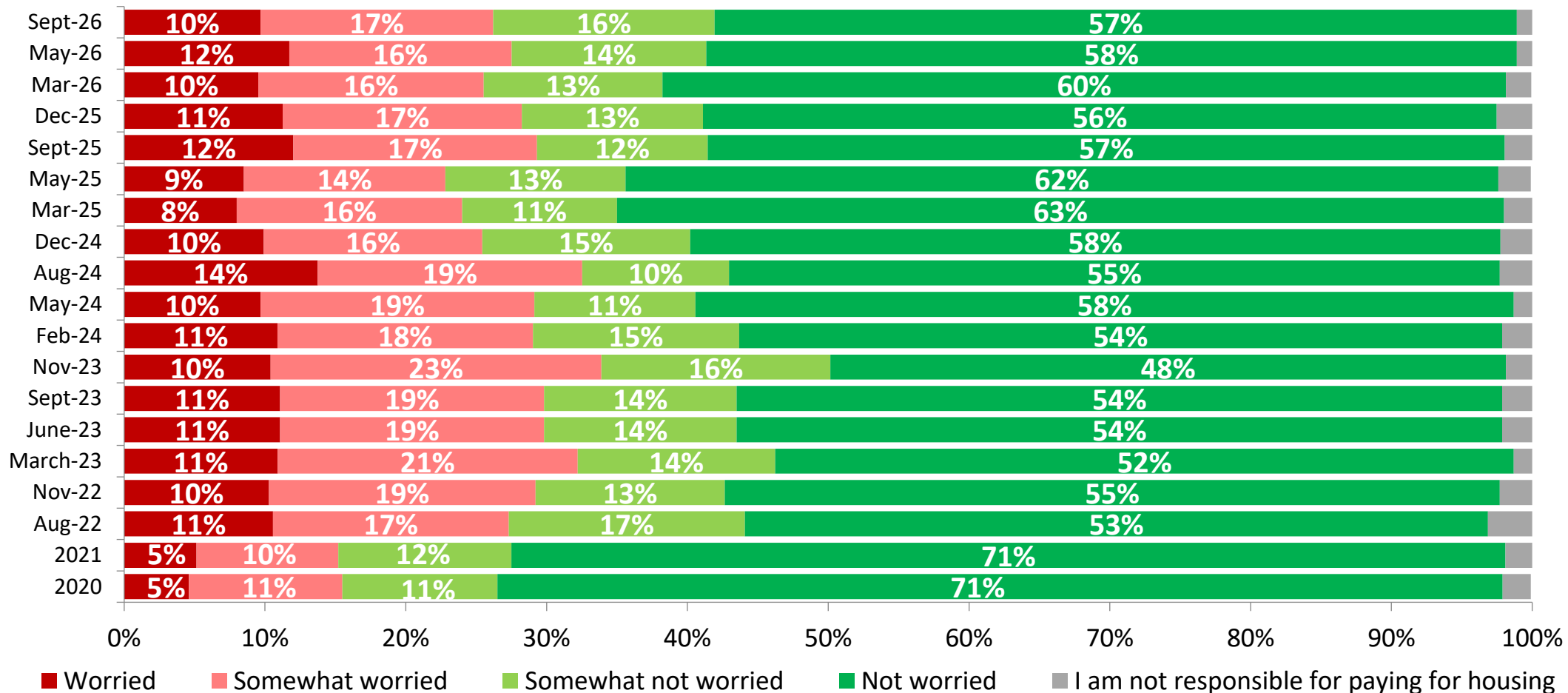
*Charts may not add up to 100 due to rounding.

Views on future standard of living

	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)
Lower	54.9%	48.7%	62.1%	66.5%	61.2%
Men (n=536)	61.7%	56.7%	65.8%	59.6%	54.5%
Women (n=501)	61.7%	56.7%	65.8%	59.6%	54.5%
18 to 34 (n=209)	61.7%	56.7%	65.8%	59.6%	54.5%
35 to 54 (n=348)	61.7%	56.7%	65.8%	59.6%	54.5%
55 plus (n=480)	61.7%	56.7%	65.8%	59.6%	54.5%
Higher	17.2%	10.1%	11.1%	5.9%	9.6%
Men (n=536)	9.9%	10.4%	12.5%	10.4%	8.4%
Women (n=501)	9.9%	10.4%	12.5%	10.4%	8.4%
18 to 34 (n=209)	9.9%	10.4%	12.5%	10.4%	8.4%
35 to 54 (n=348)	9.9%	10.4%	12.5%	10.4%	8.4%
55 plus (n=480)	9.9%	10.4%	12.5%	10.4%	8.4%

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?



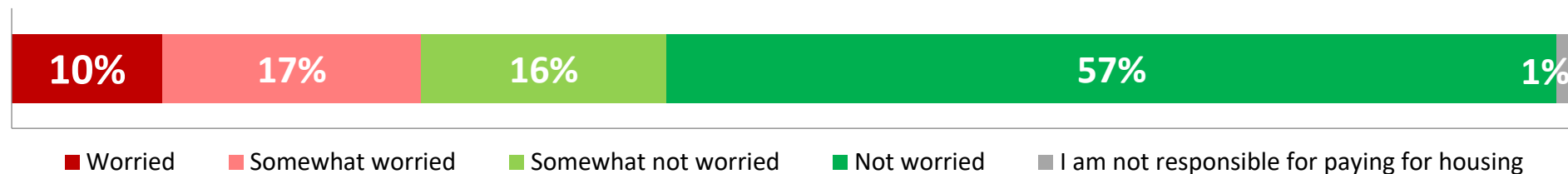
*Weighted to the true population proportion.

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

*Percentages of 3% and under removed for readability

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?



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Nearly **3 in 4**
Canadians

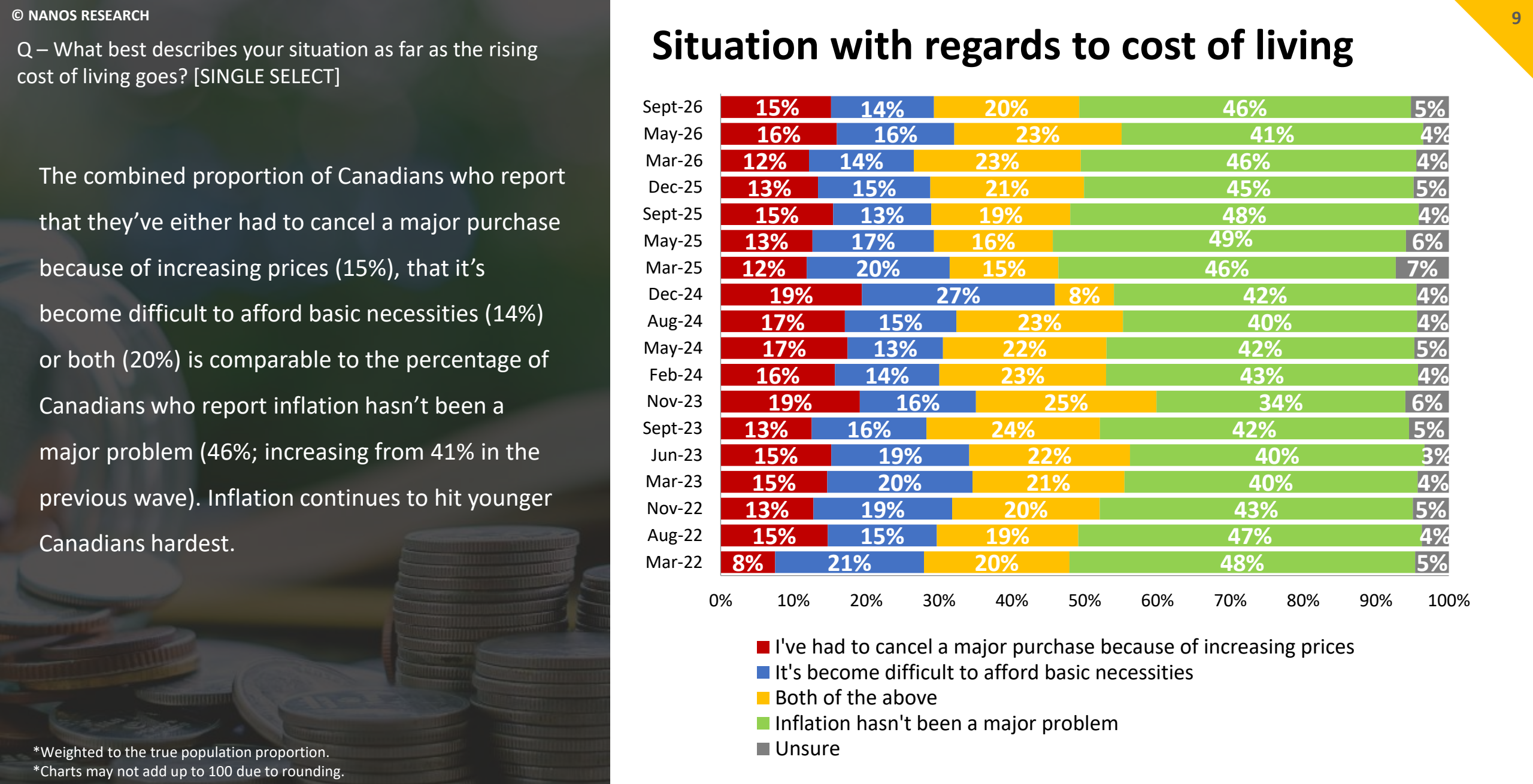
are not worried (57%) or somewhat not worried (16%) about paying their housing costs next month, which is just under three times greater than the proportion of respondents who report being worried about this to one extent or another. Residents of Quebec (80%) are more likely to be not worried or somewhat not worried than Atlantic Canadians (63%) and Ontarians (69%). Though a minority view, younger Canadians (38% of those aged 18 to 34) are more likely than older Canadians (17% of those aged 55 and over) to report some level of worry about paying next month's housing costs.

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	
	2026-09 (n=1037)	2026-06 (n=1044)	2026-09 (n=100)	2026-06 (n=100)	2026-09 (n=217)	2026-06 (n=207)	2026-09 (n=348)	2026-06 (n=353)	2026-09 (n=221)	2026-06 (n=218)	2026-09 (n=151)	2026-06 (n=166)
Worried/ Somewhat worried	26.2%	27.5%	32.4%	33.4%	19.4%	22.3%	29.8%	26.8%	26.7%	34.9%	24.0%	26.1%
Somewhat not worried/Not worried	72.7%	71.4%	62.6%	64.7%	80.1%	77.3%	69.3%	71.6%	72.5%	64.5%	75.0%	73.1%

	Men		Women		18 to 34		35 to 54		55 plus	
	2026-09 (n=536)	2026-06 (n=544)	2026-09 (n=501)	2026-06 (n=494)	2026-09 (n=209)	2026-06 (n=173)	2026-09 (n=348)	2026-06 (n=372)	2026-09 (n=480)	2026-06 (n=499)
Worried/ Somewhat worried	23.6%	26.2%	28.7%	28.5%	37.8%	41.3%	28.0%	27.8%	17.3%	18.3%
Somewhat not worried/Not worried	75.2%	72.6%	70.3%	70.5%	60.6%	57.1%	71.5%	71.0%	81.5%	81.1%



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 2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	British Columbia (n=151)	Men (n=536)	Women (n=501)	18 to 34 (n=209)	35 to 54 (n=348)	55 plus (n=480)
I've had to cancel a major purchase because of increasing prices	15.2%	17.7%	13.9%	17.8%	12.5%	11.8%	14.4%	15.9%	18.4%	19.5%	9.7%
It's become difficult to afford basic necessities.	14.1%	19.3%	9.9%	16.1%	12.2%	15.6%	11.8%	16.4%	17.5%	12.3%	13.4%
Both of the above	20.0%	25.9%	12.3%	21.2%	25.1%	19.9%	19.3%	20.6%	30.9%	21.1%	12.0%
Inflation hasn't been a major problem	45.5%	32.0%	57.9%	40.6%	43.7%	47.8%	48.0%	43.2%	29.1%	41.3%	59.6%
Unsure	5.2%	5.1%	6.1%	4.3%	6.4%	4.8%	6.4%	4.0%	4.2%	5.9%	5.4%

Two in three Canadians aged 18 to 34 report that they've had to cancel a major purchase because of increasing prices, that it's become difficult to afford basic necessities, or both. Conversely, 60 per cent of Canadians aged 55 and over report that inflation hasn't been a major problem for them, about double the share of 18-to-34-year-olds who report this to be the case (29%).

Residents of Quebec (58%) are more likely than Atlantic Canadians (32%) to report that inflation hasn't been a major problem. The share of Atlantic Canadians who report some level of difficulty with respect to the cost of living is greater than in any other province or region in Canada.

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	1037 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, Conservative Party leadership, Canada-US trade, healthcare, and streaming services.
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	August 30 to September 2, 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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