



Canadians are about eight times more likely to expect inflation above 3% than below it.

National survey released October, 2026
Field: September 27 to September 29, 2026
Submission 2026-3127

Bloomberg



The research gauged the opinion of Canadians on whether inflation will be higher, lower or about the same as three per cent in a year from now.

Nanos conducted an RDD dual frame (cell and landlines) hybrid telephone and online random survey of 1,057 Canadians, 18 years of age or older, from September 27 to September 29, 2026, as part of an omnibus survey. The sample included both cell and landlines 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 ± 3.0 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

PATH
FORWARD!

WINN
COND

VALIDATE

TEST IDEA

REVIEW RESEN

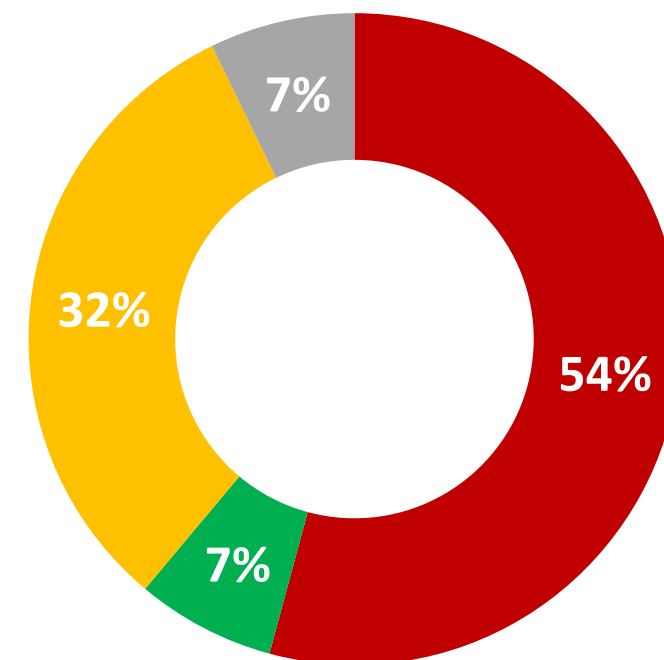
DIAGNOSE
ENV

Views on inflation in a year from now

1 in 2 Canadians

believe that a year from now, inflation will be higher than three per cent in Canada (54%). Nearly one in three Canadians believe that inflation will be about the same (32%) and seven per cent think it will be lower than three per cent.

Q – As you may know, inflation, which is the increase in prices of goods and services, is currently about three per cent in Canada. Do you believe that a year from now, inflation will be higher, lower, or about the same?



■ Higher than 3% ■ Lower than 3% ■ About the same ■ Unsure

*Weighted to the true population proportion.

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

Views on inflation in a year from now – By demographics

Q – As you may know, inflation, which is the increase in prices of goods and services, is currently about three per cent in Canada. Do you believe that a year from now, inflation will be higher, lower, or about the same?

	Canada 2026-09 (n=1057)	Atlantic (n=95)	Quebec (n=242)	Ontario (n=350)	Prairies (n=218)	British Columbia (n=152)	Male (n=552)	Female (n=505)	18 to 34 (n=215)	35 to 54 (n=372)	55 plus (n=470)
Higher than 3%	54.2%	55.5%	51.1%	54.5%	58.2%	53.0%	52.0%	56.3%	52.1%	58.6%	52.2%
Lower than 3%	6.9%	6.6%	7.7%	6.9%	5.8%	6.9%	8.3%	5.5%	7.9%	7.1%	6.1%
About the same	31.7%	30.0%	34.6%	32.4%	26.0%	32.8%	34.2%	29.3%	31.7%	29.0%	33.8%
Unsure	7.2%	7.8%	6.6%	6.1%	10.0%	7.2%	5.4%	8.9%	8.2%	5.4%	7.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 27 to September 29, 2026, n=1057, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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	1057 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (cell and landlines) 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 cell and landlines 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, views on luggage tag swapping at airports, airport privatization and Canada's international strategy.
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	September 27 to September 29, 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/		



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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 [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co



NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co