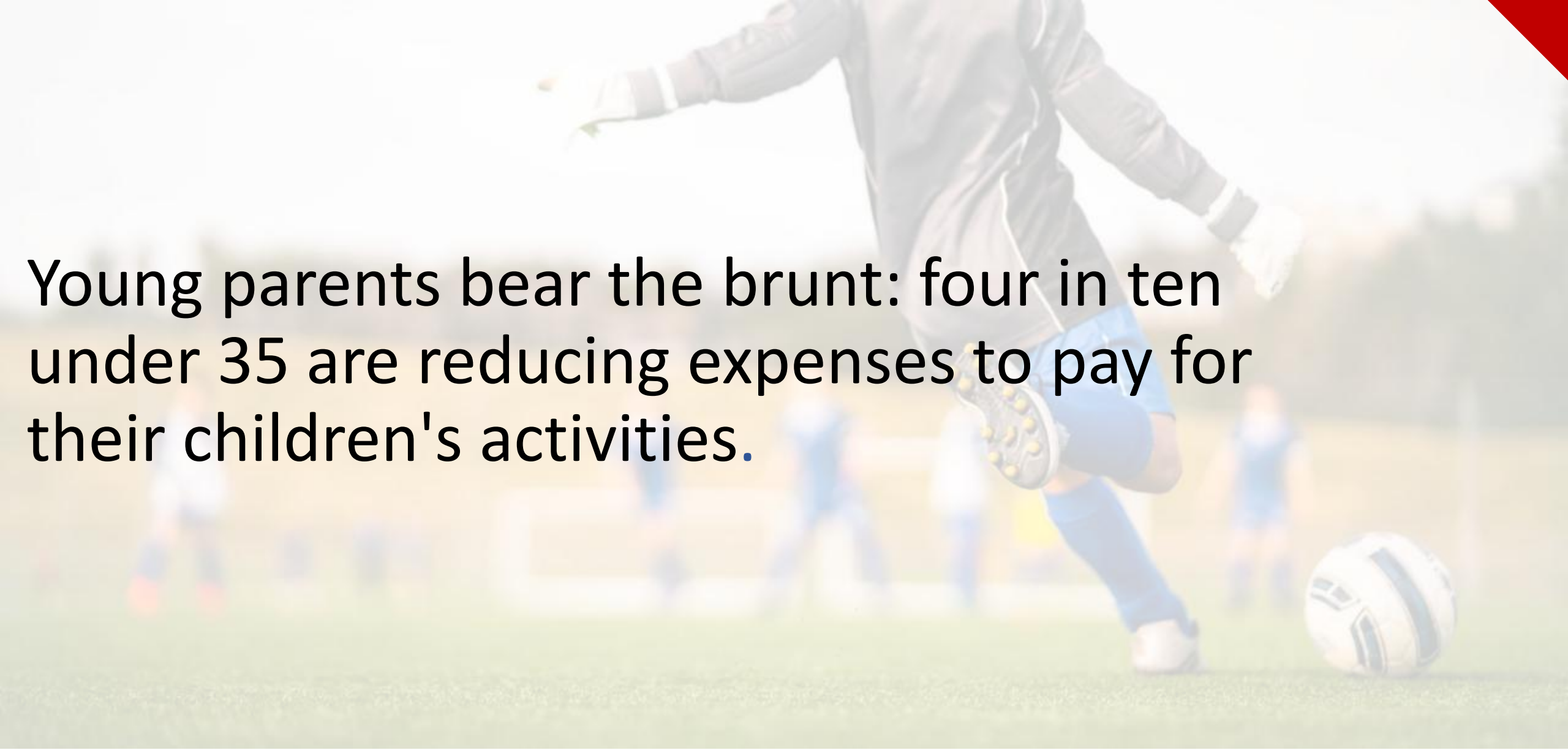


Young parents bear the brunt: four in ten under 35 are reducing expenses to pay for their children's activities.

National survey released November 2026
Field: October 31st to November 2nd, 2026
Submission 2026-3156

CTV NEWS NANOS



METHODOLOGY

This research gauged the opinions of Canadians on financing their children's extracurricular activities.

Nanos conducted an RDD dual frame (cell and landlines) hybrid telephone and online random survey of 1,058 Canadians (of which 475 self identified as having children), 18 years of age or older, from October 31st to November 2nd, 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 of 475 self identified parents is ±4.5 percentage points, 19 times out of 20.

This study was commissioned by the CTV News, and the research was conducted by Nanos Research.

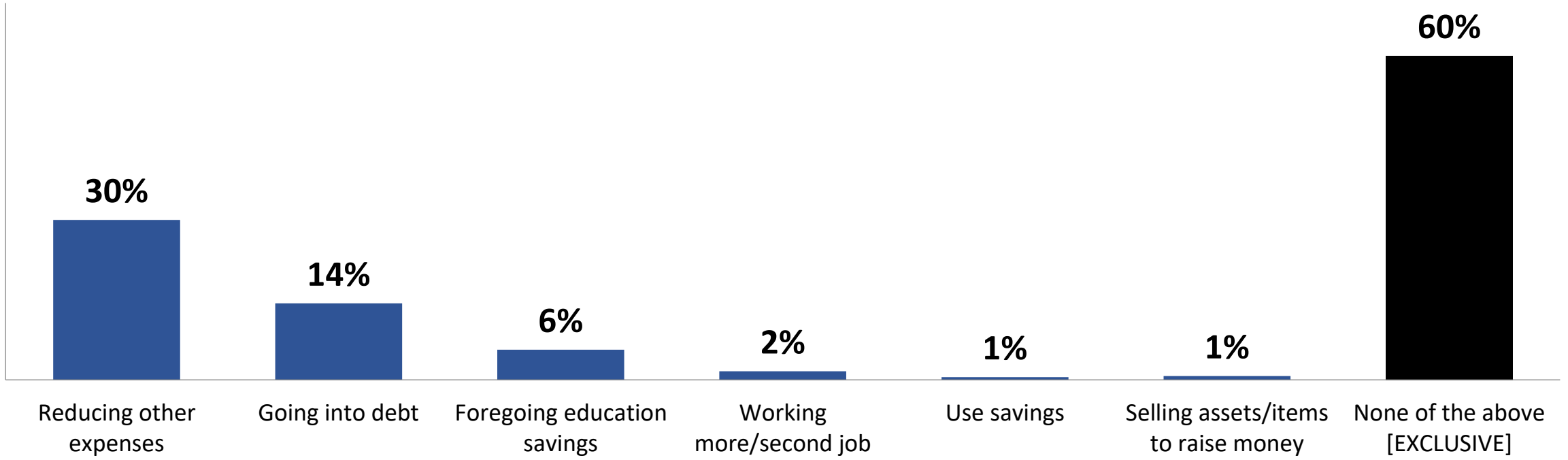
Full data tables with weighted and unweighted number of interviews is here. Tables in the tabulations that have significant differences are highlighted in yellow.

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

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Actions taken by parents to pay for their children's extracurricular activities

Question – Are you doing any of the following to pay for extracurricular activities for your children? [RANDOMIZE] (Select all that apply)



Younger Canadian parents (41% of those 18-34) are more likely than older ones (16% of those 55 plus) to report reducing other expenses to pay for their children's extracurricular activities.

*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, October 31st to November 2nd, 2026, n=475 Canadians who have children, accurate 4.5 percentage points plus or minus, 19 times out of 20.

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Actions taken by parents to pay for their children's extracurricular activities – By demographics

Q – Are you doing any of the following to pay for extracurricular activities for your children? [RANDOMIZE] (Select all that apply)

	Canada 2026-10 (n=475)	Atlantic (n=48)	Quebec (n=90)	Ontario (n=157)	Prairies (n=112)	British Columbia (n=68)	Male (n=288)	Female (n=187)	18 to 34 (n=127)	35 to 54 (n=173)	55 plus (n=175)
Reducing other expenses	29.7%	25.8%	32.8%	28.2%	29.2%	32.5%	28.8%	31.0%	41.2%	30.0%	16.4%
Going into debt	14.2%	7.3%	11.8%	17.3%	14.8%	11.6%	10.4%	19.2%	20.2%	17.8%	3.3%
Foregoing education savings	5.6%	2.8%	7.0%	5.9%	5.5%	4.2%	5.4%	5.8%	9.8%	5.4%	0.8%
Working more/second job	1.6%	5.5%	-	0.5%	-	7.2%	0.9%	2.6%	3.7%	0.6%	0.4%
Selling assets/items to raise money	0.7%	2.8%	-	1.0%	0.7%	-	0.9%	0.5%	0.4%	-	1.9%
Use savings	0.5%	-	-	1.4%	-	-	0.3%	0.8%	1.0%	0.6%	-
None of the above [EXCLUSIVE]	60.2%	64.2%	61.5%	59.4%	60.6%	57.7%	62.3%	57.3%	45.4%	58.4%	78.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31st to November 2nd, 2026, n=475 Canadians who have children, accurate 4.5 percentage points plus or minus, 19 times out of 20.

TECHNICAL NOTE

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1058 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±4.5 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (cell and landlines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both cell and landlines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 31st to November 2nd, 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/

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, holiday spending and trade.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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.
Tabulations	By region, age and gender

ABOUT NANOS

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This international joint venture between dimap and Nanos brings together top research and data experts from North America 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

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, 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

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