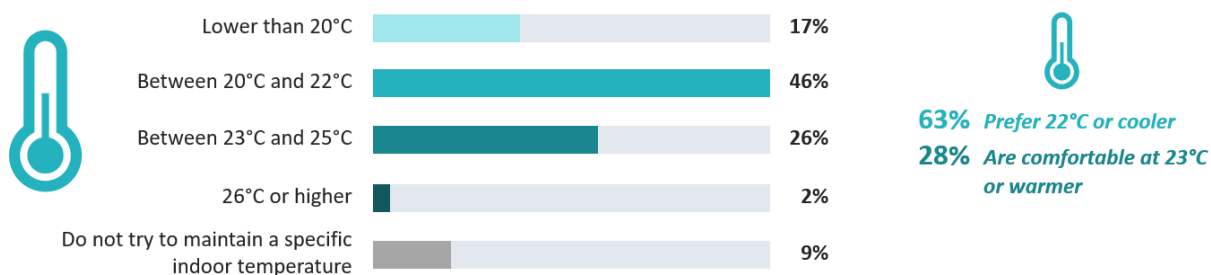


Residents across the country often have multiple approaches to staying cool in the summer.

August 20, 2026: In the heat of the summer, Canadians told us that they largely prefer moderate indoor temperatures and rely on a mix of cooling methods. When asked what indoor temperature they generally prefer at home, just under one half of Canadians (46%) choose to keep their home between 20°C and 22°C. Meanwhile, three in ten (28%) prefer a warmer indoor temperature of 23°C or higher. By contrast about two in ten (17%) aim for cooler temperatures below 20°C. One in ten Canadians (9%) do not try to maintain a specific indoor temperature at home.

Preferred Indoor Temperature in Summer

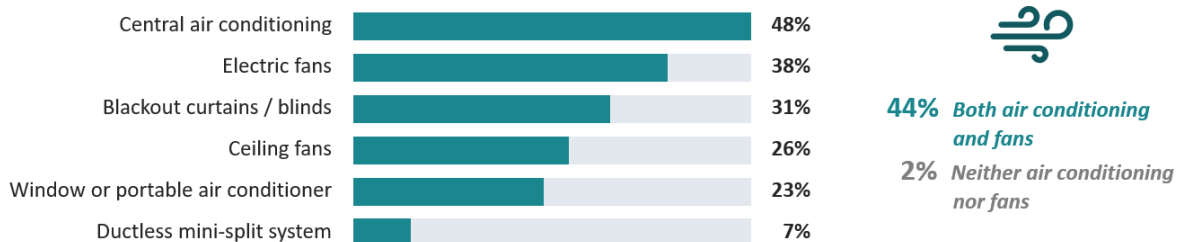


Looking at regional differences, residents in Atlantic Canada are more likely than those elsewhere to prefer temperatures below 20°C while Ontarians are more likely to keep their homes warmer, between 23°C and 25°C.

Canadians use a variety of methods to stay cool in the summer. One half (48%) rely on central air conditioning, making it the most common option. Usage of both air conditioning and fans ranks second, mentioned by over four in ten. Slightly fewer use electric fans (38%). A notable minority each say they have blackout curtains or blinds (31%), ceiling fans (26%), or a window or portable air conditioner (23%). Only 7% use a ductless mini-split system, and just 2% use neither air conditioning nor fans to keep cool.



How Homes Stay Cool in Summer



Cooling methods vary by region. Central air conditioning, as well as the combined use of air conditioning and fans, are most common in Ontario. Electric fans are more common in British Columbia and the territories, while Prairie residents are more likely to use blackout curtains. Atlantic Canadians are more likely to have a ductless mini-split system. Those with a household income of \$100K or more are more likely than lower-income households to have central air conditioning, blackout curtains, and ceiling fans.

##

Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between July 17-27, 2026 with 1,237 Canadians, 18 years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

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Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The questions asked were:

During the summer, what indoor temperature do you generally prefer to maintain at home?

- *Lower than 20°C*
- *Between 20°C and 22°C*
- *Between 23°C and 25°C*
- *26°C or higher*
- *I do not try to maintain a specific indoor temperature at home*

Which of the following do you have available at home to help keep your home cool during the summer?

- *Central air conditioning*
- *A window air conditioner or portable air conditioner*

- *Ductless mini-split system*
- *Ceiling fans*
- *Electric fans*
- *Blackout curtains / blinds*
- *Neither air conditioning nor fans*
- *Other, please specify*

Q1 - During the summer, what indoor temperature do you generally prefer to maintain at home?

		REGION					ATLANTIC REGION			AGE				GENDER	
	OVERALL %	BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-29 (GEN Z)	30-45 (MILLENNIAL)	46-61 (GEN X)	62+ (BOOMER)	Male	Female
Lower than 20°C	17%	21%	21%	12%	14%	30%	39%	29%	29%	25%	18%	20%	11%	15%	18%
Between 20°C and 22°C	46%	40%	46%	43%	55%	49%	48%	53%	41%	44%	54%	44%	45%	47%	46%
Between 23°C and 25°C	26%	22%	24%	34%	22%	7%	6%	5%	10%	17%	17%	25%	33%	28%	24%
26°C or higher	2%	2%	2%	2%	1%	1%	0%	2%	1%	0%	1%	2%	2%	3%	1%
I do not try to maintain a specific indoor temperature at home	9%	15%	7%	9%	8%	12%	7%	11%	18%	15%	11%	9%	8%	8%	11%
WEIGHTED SAMPLE SIZE (#)	1237	173	219	477	283	85	20	31	29	129	207	396	505	597	628
UNWEIGHTED SAMPLE SIZE (#)	1237	138	179	396	237	287	66	98	106	179	345	289	424	585	640

Q2 - Which of the following do you have available at home to help keep your home cool during the summer?

		REGION					ATLANTIC REGION			AGE				GENDER	
	OVERALL %	BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-29 (GEN Z)	30-45 (MILLENNIAL)	46-61 (GEN X)	62+ (BOOMER)	Male	Female
Central air conditioning	48%	26%	44%	65%	44%	16%	10%	16%	20%	49%	44%	51%	46%	47%	48%
Electric fans	38%	50%	42%	35%	30%	43%	60%	33%	43%	38%	36%	42%	35%	39%	36%
Blackout curtains / blinds	31%	34%	42%	30%	21%	32%	33%	27%	36%	21%	30%	37%	28%	27%	34%
Ceiling fans	26%	30%	34%	28%	14%	28%	31%	29%	26%	20%	20%	28%	29%	25%	27%
A window air conditioner or portable air conditioner	23%	27%	22%	20%	27%	20%	10%	28%	18%	32%	27%	24%	18%	26%	20%
Ductless minisplit system	7%	7%	3%	5%	7%	30%	14%	36%	33%	3%	6%	5%	10%	7%	7%
Neither air conditioning nor fans	2%	9%	0%	1%	1%	2%	5%	1%	1%	3%	2%	1%	2%	2%	2%
Other	1%	6%	1%	1%	1%	1%	0%	1%	2%	0%	0%	2%	2%	1%	2%
NET: Both air conditioning and fans	44%	38%	44%	52%	38%	34%	18%	41%	36%	43%	43%	51%	40%	43%	46%
WEIGHTED SAMPLE SIZE (#)	1237	173	219	477	283	85	20	31	29	129	207	396	505	597	628
UNWEIGHTED SAMPLE SIZE (#)	1237	138	179	396	237	287	66	98	106	179	345	289	424	585	640