

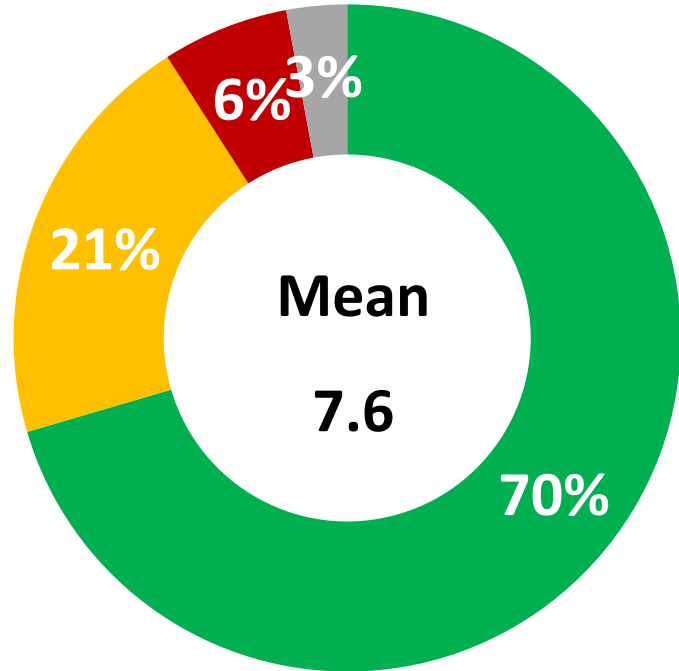
A majority of Canadians say the rising home prices and their impact on the Canadian economy are a major problem.



# Impact of rising house prices on the economy

Q

As you know, home prices in Canada have risen over the past year. On a scale of 0 to 10 where 0 is not at all a problem and 10 is a major problem how would you rate rising home prices and their impact on the Canadian economy?



- Major problem (7-10)
- Neutral (4-6)
- Not a problem (0-3)
- Unsure

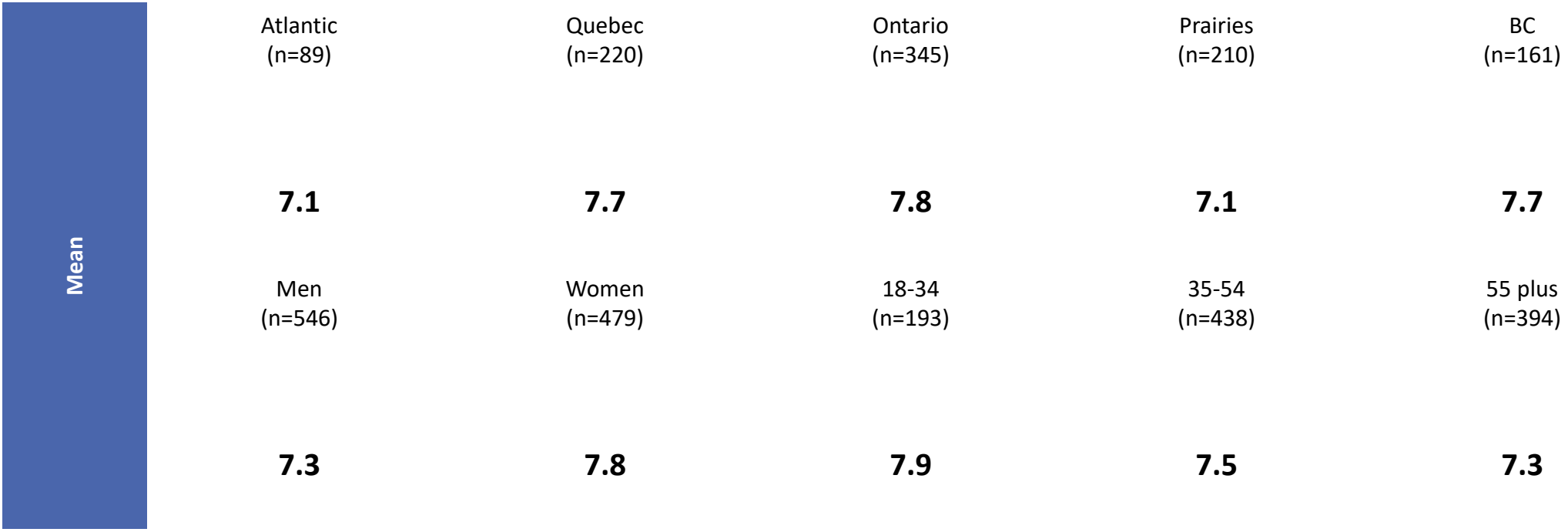
“ A majority of respondents (70%) say the rising home prices and their impact on the Canadian economy are a major problem. Residents of Ontario (mean of 7.8) are more likely to say it is a major problem than residents of the Atlantic provinces (mean of 7.1). ”

\*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, between April 29<sup>th</sup> to May 3<sup>rd</sup>, 2021, n=1,025, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

# Impact of rising house prices on the economy - Demographics

**Q** As you know, home prices in Canada have risen over the past year. On a scale of 0 to 10 where 0 is not at all a problem and 10 is a major problem how would you rate rising home prices and their impact on the Canadian economy?



Demographic	Mean Rating
Men (n=546)	7.3
Women (n=479)	7.8
18-34 (n=193)	7.9
35-54 (n=438)	7.5
55 plus (n=394)	7.3

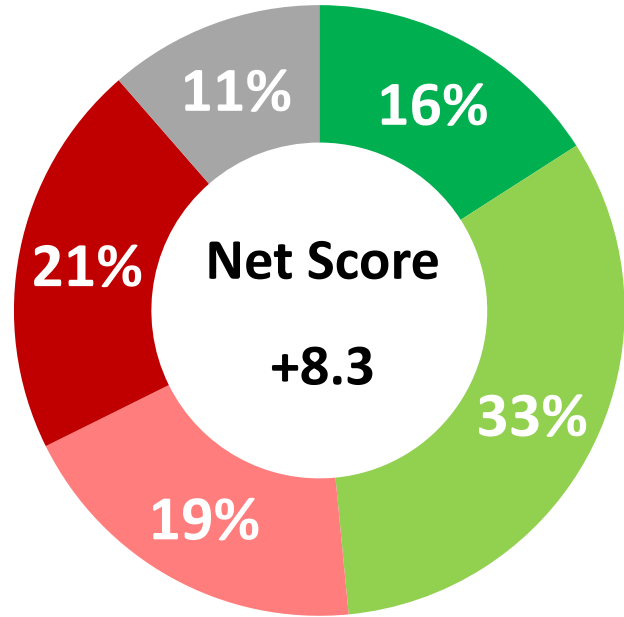
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between April 29<sup>th</sup> to May 3<sup>rd</sup>, 2021, n=1,025, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Support for the Bank of Canada increasing interest rates to slow down the rising housing prices

Q Would you support, somewhat support, somewhat oppose or oppose the Bank of Canada increasing interest rates to help slow down the rising home prices?



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

“ Just under one in two Canadians (49%) say they would support or somewhat support the Bank of Canada increasing interest rates to help slow down the rising home prices. Residents of Ontario (20%) and B.C. (23%) are more likely to support this than residents of Quebec (7%) or the Atlantic (8%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between April 29<sup>th</sup> to May 3<sup>rd</sup>, 2021, n=1,025, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

# Support for the Bank of Canada increasing interest rates to slow down the rising housing prices - Demographics

**Q** Would you support, somewhat support, somewhat oppose or oppose the Bank of Canada increasing interest rates to help slow down the rising home prices?

	Atlantic (n=89)	Quebec (n=220)	Ontario (n=345)	Prairies (n=210)	BC (n=161)	Men (n=546)	Woman (n=479)	18 to 34 (n=193)	35 to 54 (n=438)	55 plus (n=394)
Support	8.1%	7.4%	20.4%	15.2%	23.1%	17.9%	14.0%	17.9%	17.5%	13.1%
Somewhat support	21.4%	40.2%	34.1%	26.7%	28.3%	33.4%	31.7%	29.7%	32.6%	34.5%
Somewhat oppose	26.2%	21.4%	16.3%	22.4%	15.9%	18.1%	20.2%	19.2%	18.2%	20.1%
Oppose	26.8%	18.8%	19.8%	22.3%	23.2%	22.5%	19.4%	18.4%	22.6%	21.2%
Unsure	17.6%	12.2%	9.6%	13.4%	9.5%	8.1%	14.6%	14.8%	9.0%	11.1%

\*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, between April 29<sup>th</sup> to May 3<sup>rd</sup>, 2021, n=1,025, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,025 Canadians, 18 years of age or older, between April 29<sup>th</sup> and May 3<sup>rd</sup>, 2021, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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  $\pm 3.1$  percentage points, 19 times out of 20.

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

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

Element	Description	Element	Description
Research sponsor	Bloomberg News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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	XX 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 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 (2016) 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	14 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 in the omni ahead of this reported included views on political issues, economic issues, COVID-19 vaccination and the Federal budget
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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.		
Field Dates	April 29 <sup>th</sup> to May 3 <sup>rd</sup> , 2021.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# ABOUT NANOS





# TABULATIONS

2021-1883 – Bloomberg/Nanos Survey – April OMNI - STAT SHEET

			Region					Gender		Age				
			Canada 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - As you know, home prices in Canada have risen over the past year. On a scale of 0 to 10 where 0 is not at all a problem and 10 is a major problem how would you rate rising home prices and their impact on the Canadian economy?	Total	Unwgt N	1025	89	220	345	210	161	546	479	193	438	394	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
		Mean	7.6	7.1	7.7	7.8	7.1	7.7	7.3	7.8	7.9	7.5	7.3	
		Median	8.0	8.0	8.0	8.0	7.0	8.0	8.0	8.0	8.0	8.0	8.0	
		Not at all a problem (0)	%	1.4	5.4	0.7	1.8	0.4	0.9	1.9	0.9	1.0	1.9	1.2
		1	%	0.9	0.0	0.8	0.7	1.7	0.9	1.5	0.3	0.4	0.8	1.3
		2	%	0.9	1.3	0.8	1.0	0.8	0.5	1.3	0.5	0.0	0.9	1.4
		3	%	3.0	4.9	1.4	1.9	4.5	5.9	3.6	2.5	2.1	3.9	2.8
		4	%	2.2	0.7	3.1	2.1	2.7	1.3	3.1	1.4	2.4	1.0	3.2
		5	%	9.7	10.4	6.8	9.3	14.8	8.3	10.9	8.5	6.7	10.8	10.7
		6	%	8.6	11.2	12.6	6.6	10.2	3.8	8.7	8.5	11.7	7.5	7.4
		7	%	14.8	9.1	13.4	13.8	17.3	19.1	15.2	14.4	10.6	14.7	17.7
		8	%	18.8	20.9	24.5	16.9	17.7	14.9	17.8	19.8	20.0	17.1	19.4
		9	%	8.1	9.0	7.9	8.9	7.1	6.7	7.6	8.4	5.5	9.3	8.8
	Major problem (10)	%	28.8	21.7	27.1	33.8	18.9	34.9	26.5	31.1	36.2	29.4	23.1	
	Unsure	%	2.9	5.4	1.1	3.2	3.9	2.7	2.1	3.8	3.4	2.7	2.9	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,025 Canadians, 18 years of age or older, between April 29<sup>th</sup> and May 3<sup>rd</sup>, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

**2021-1883 – Bloomberg/Nanos Survey – April OMNI - STAT SHEET**

			Region						Gender		Age		
			Canada 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
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		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	15.9	8.1	7.4	20.4	15.2	23.1	17.9	14.0	17.9	17.5	13.1
	Somewhat support	%	32.5	21.4	40.2	34.1	26.7	28.3	33.4	31.7	29.7	32.6	34.5
	Somewhat oppose	%	19.2	26.2	21.4	16.3	22.4	15.9	18.1	20.2	19.2	18.2	20.1
	Oppose	%	20.9	26.8	18.8	19.8	22.3	23.2	22.5	19.4	18.4	22.6	21.2
	Unsure	%	11.4	17.6	12.2	9.6	13.4	9.5	8.1	14.6	14.8	9.0	11.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,025 Canadians, 18 years of age or older, between April 29<sup>th</sup> and May 3<sup>rd</sup>, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.