

A scenic view of the Toronto skyline across the water, featuring the CN Tower prominently in the center. The sky is blue with light clouds, and the water reflects the buildings and sky.

Plans for the future more than twice as important than Leaders' Debates for GTA residents.

National survey released September 2021
Submission 2021-1971



Key Findings



ISSUES OF CONCERN

GTA residents continue to most often mention affordable housing as the biggest issue facing the GTA right now, with close to one in three mentioning this unprompted (32%). This was followed by COVID-19 related issues (17%) and transit (14%). GTA residents of 35 to 54 were more likely to mention affordable housing (35%) than GTA residents 55 plus (29%).



INFLUENCE OF FACTORS ON VOTE

GTA residents give the highest intensity of importance to the plans for the future presented by the federal political parties in terms of influencing how they will vote in the upcoming federal election (mean of 8.1 out of 10), followed by the performance of party leaders during the campaign (mean of 6.1).



PERFORMANCE DURING DEBATES

GTA Residents are split on the importance of the performance of party leaders in the Leaders' Debates (mean of 5.0) with around one in three saying it's important (34%) (score of 7-10 out of 10), a similar proportion saying it's not important (31%) (score of 0-3 out of 10) and another one in three are neutral (33%) (score of 4-6 out of 10).

Opinions on the most important issue facing the GTA

“

GTA residents are most likely to say, unprompted, that affordable housing is the most important issue facing the Greater Toronto Area today (32%), followed by COVID-19 related issues (18%) and transit (14%).

”

Q

What is the most important issue facing the Greater Toronto Area today?
[OPEN]

TOP RESPONSES

	Sep-21 (n=488)	Aug-21 (n=508)
Affordable housing	32.2%	40.8%
COVID-19 related issues (vaccinations/fourth wave/public safety/recovery)	17.6%	13.8%
Transit (improving public transit/rapid transit/transit infrastructure/traffic gridlocks)	14.4%	17.5%
Affordability/cost of living	6.3%	5.5%
Economic recovery/reopening the economy	6.0%	5.2%
Pollution/climate	6.8%	5.0%
Health care	3.9%	2.6%
Infrastructure/aging infrastructure	3.6%	2.3%
Jobs/ employment	2.5%	2.2%
Gun violence/crime	2.2%	4.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 11th to September 13th, 2021, n=488, accurate 4.3 percentage points plus or minus, 19 times out of 20.



Importance of factors influencing vote in the upcoming federal election

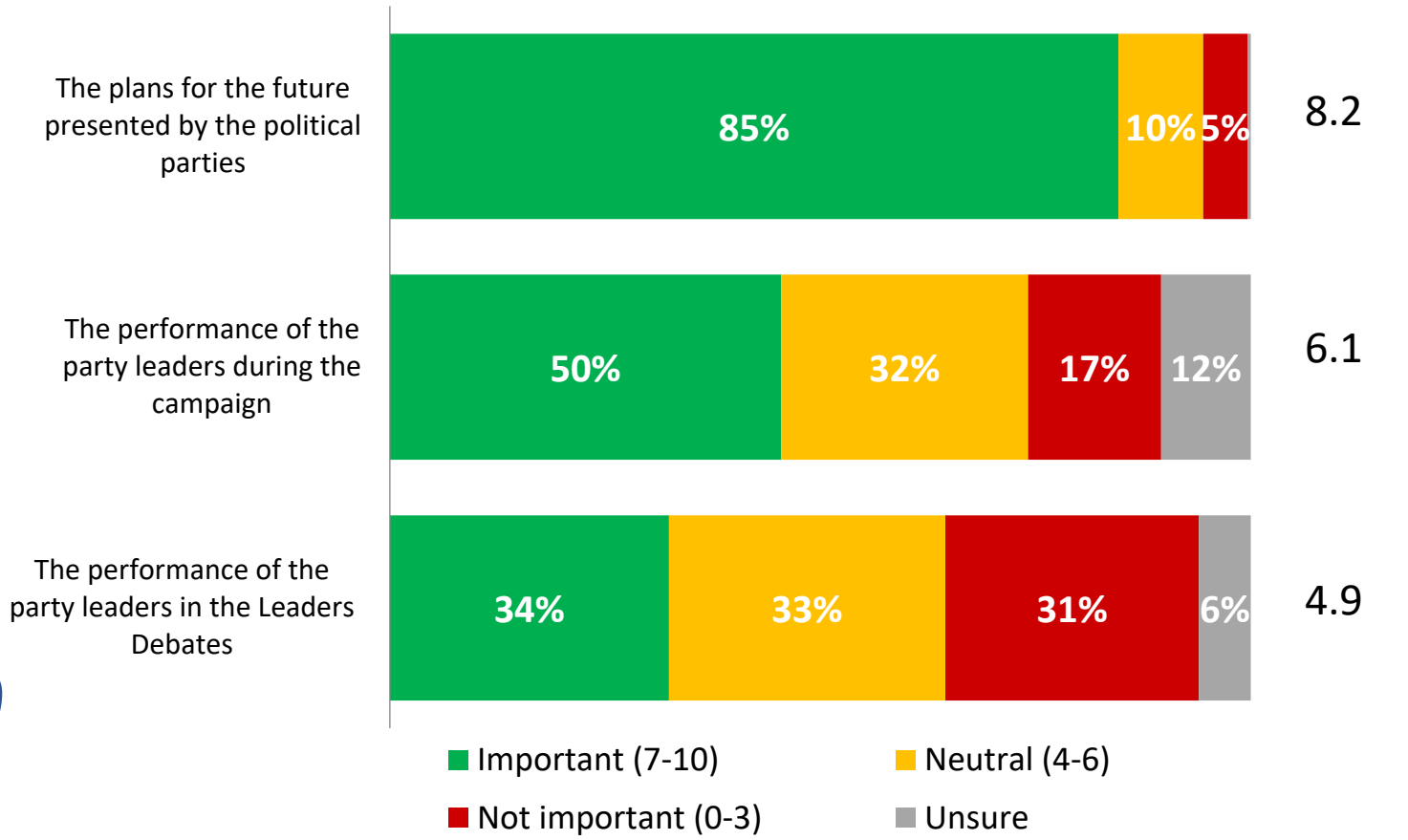
Q

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

Mean

“GTA residents give the highest intensity of importance to the plans for the future presented by the federal political parties in terms of influencing how they will vote in the upcoming federal election, followed by the performance of party leaders during the campaign .

GTA Residents are split on the importance of the performance of party leaders in the Leaders Debates with one in three saying it’s important, close to one in three saying it’s not important and one in three are neutral.”



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

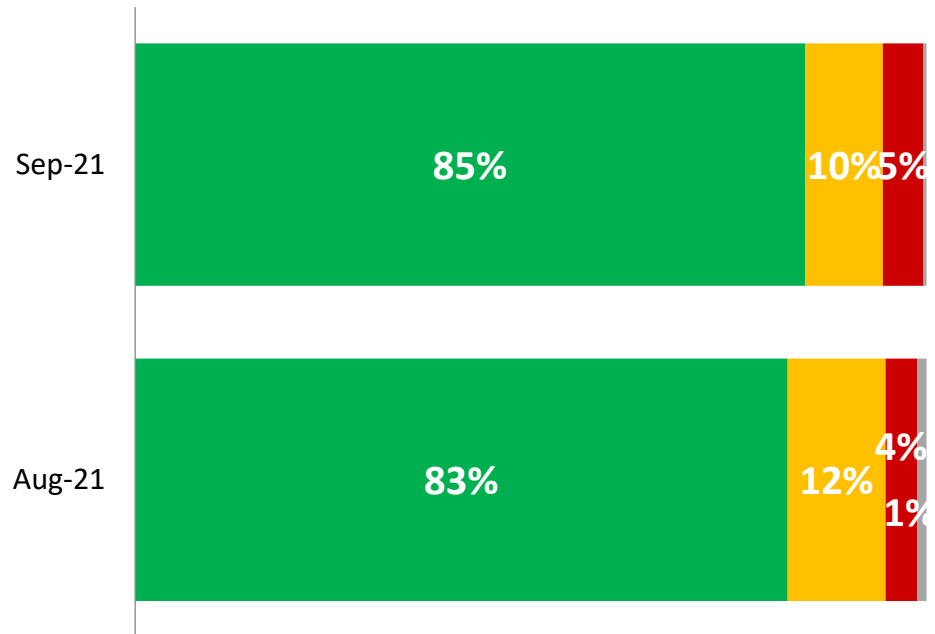
Importance of a party's plan for the future

Q

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The plans for the future presented by the political parties

Mean



8.2

8.1

“

Consistent with the previous wave, a majority of GTA residents say the plans for the future presented by the political parties will be important in influencing how they vote in the upcoming federal election, consistent across area code, age and gender.

”

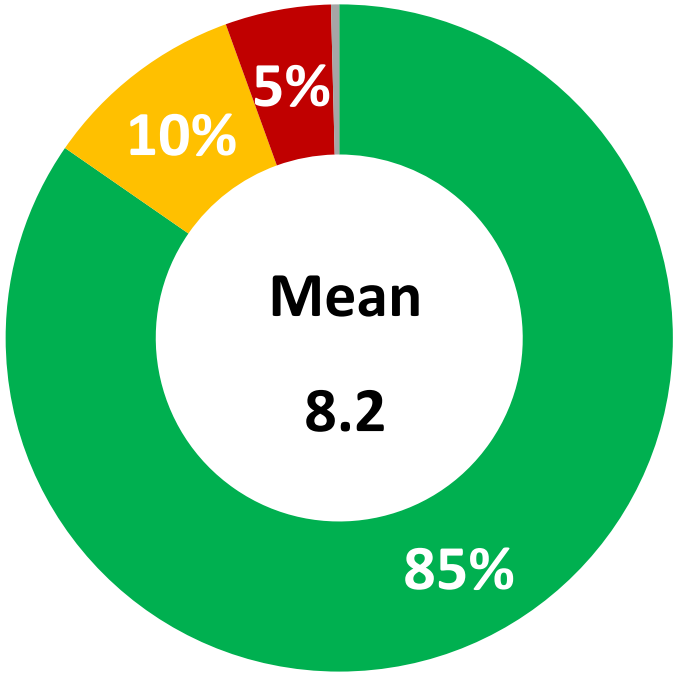
■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

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

Importance of a party's plan for the future

Q On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The plans for the future presented by the political parties



Mean

	416 Area Code (n=266)	905 Area Code (n=234)	Men (n=289)	Women (n=211)
	8.2	8.2	8.0	8.4
18-34 (n=89)		35-54 (n=216)	55 plus (n=195)	
	8.6	8.1	8.0	

■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

*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, September 11th to September 13th, 2021, n=500, accurate 4.3 percentage points plus or minus, 19 times out of 20.

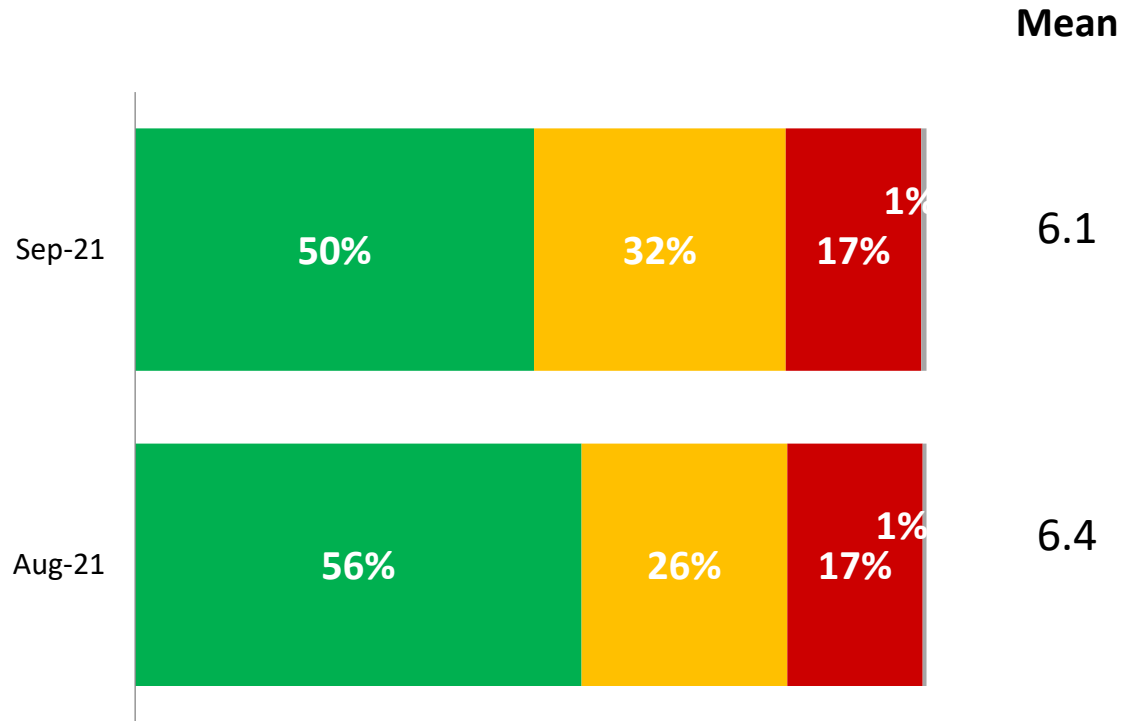


Importance of the performance of the party leaders during the campaign



On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The performance of the party leaders during the campaign



One in two GTA residents say the performance of party leaders during the campaign will be important in influencing how they vote in the upcoming federal election, while close to one in three are neutral.

Older residents (55 plus) give this a higher importance score (6.3) than those 18 to 34 (mean of 5.7).



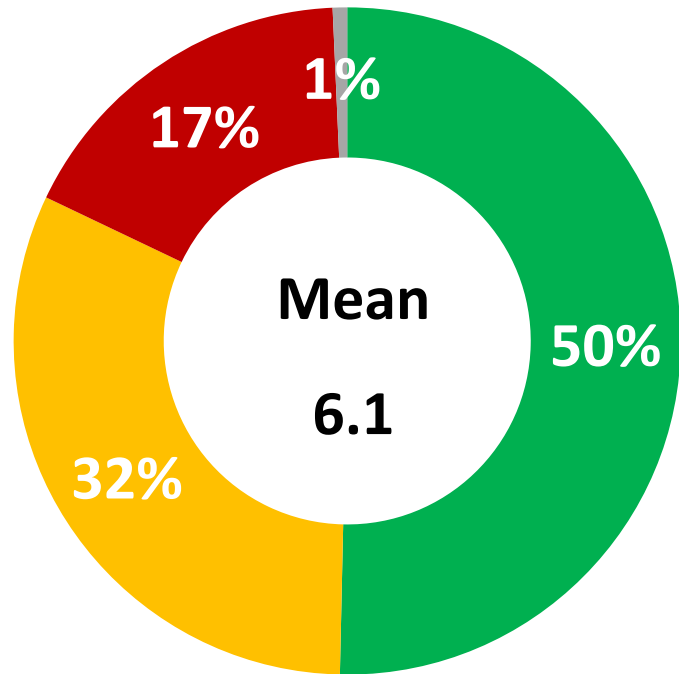
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Importance of the performance of the party leaders during the campaign

Q

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The performance of the party leaders during the campaign



■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure



	416 Area Code (n=266)	905 Area Code (n=234)	Men (n=289)	Women (n=211)
	6.3	5.9	6.1	6.1
18-34 (n=89)		35-54 (n=216)	55 plus (n=195)	
	5.7	6.2	6.3	

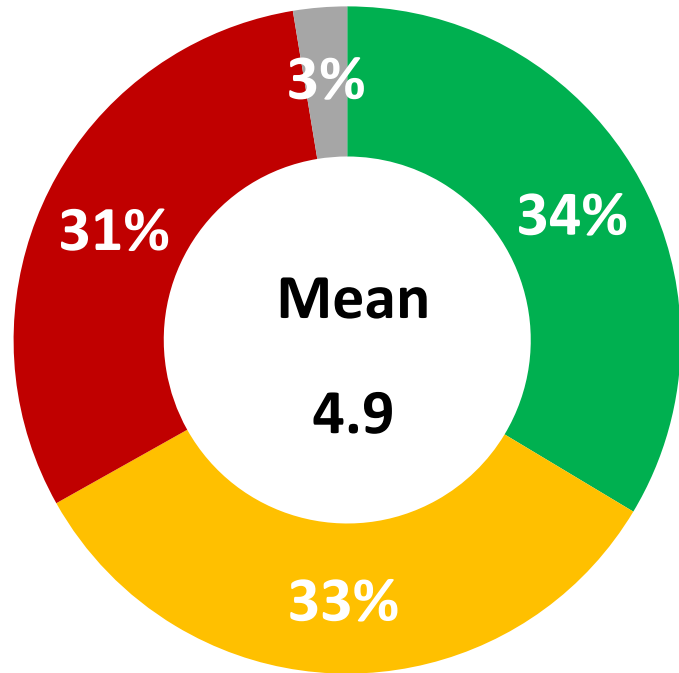
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Importance of the performance of the party leaders in the Leaders' Debates

Q

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The performance of the party leaders in the Leaders Debates



■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

Mean

	416 Area Code (n=266)	905 Area Code (n=234)	Men (n=289)	Women (n=211)
	4.9	4.9	4.8	5.1
18-34 (n=89)		35-54 (n=216)	55 plus (n=195)	
	5.2	4.9	4.8	

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

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 500 residents of the Greater Toronto Area, 18 years of age or older, between September 11th and September 13th, 2021. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across the GTA. 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 the GTA.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is ± 4.3 percentage points, 19 times out of 20.

This study was commissioned by CTV News and CP24 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	CTV News/CP24	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 the Greater Toronto Area. See tables for full weighting disclosure
Population and Final Sample Size	500 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 Hybrid 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 (2016) and the sample is geographically stratified to be representative of the Greater Toronto Area.
Margin of Error	±4.4 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online 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) in the Greater Toronto Area.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Demographics (Captured)	Greater Toronto Area; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Research/Data Collection Supplier	Nanos Research
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	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.
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	September 11 th to September 13 th , 2021.		
Language of Survey	The survey was conducted in English.		
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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TABULATIONS

2021-1971 – CTV/CP24 Nanos Survey Wave 2 – Issue - STAT SHEET

			Region			Gender		Age		
			GTA 2021-09	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - What is the most important issue facing the Greater Toronto Area today? [OPEN]	Total	Unwgt N	488	262	226	282	206	88	212	188
		Wgt N	488	227	261	231	257	136	169	183
	Affordable housing	%	32.2	34.5	30.1	32.3	32.0	31.7	35.2	29.8
	Affordability/cost of living	%	6.3	8.3	4.5	7.4	5.3	6.1	5.1	7.5
	Transit (improving public transit/rapid transit/transit infrastructure/traffic gridlocks)	%	14.4	17.4	11.8	15.1	13.8	17.2	13.6	13.2
	COVID-19 related issues (vaccinations/fourth wave/public safety/recovery)	%	17.6	13.0	21.7	18.5	16.8	16.8	17.3	18.6
	Economic recovery/reopening the economy	%	6.0	5.4	6.5	3.3	8.3	5.8	3.5	8.4
	Gun violence/crime	%	2.2	2.2	2.2	1.9	2.5	2.2	1.2	3.2
	Homelessness/violence towards the homeless	%	1.9	3.1	0.8	1.5	2.3	0.0	3.5	1.8
	Poverty	%	2.0	2.3	1.8	2.4	1.7	0.9	2.1	2.8
	Pollution/climate	%	6.8	4.8	8.5	4.6	8.7	8.8	7.5	4.6
	Health care	%	3.9	4.4	3.5	3.1	4.6	4.0	4.4	3.4
	Population growth/densification/sprawl	%	1.3	0.8	1.7	2.7	0.0	1.7	1.5	0.9
	Jobs/employment	%	2.5	1.8	3.1	1.8	3.2	2.2	3.5	1.8
	Infrastructure/aging infrastructure	%	3.6	4.9	2.4	3.7	3.4	3.2	4.0	3.4
	Current government (municipal/provincial/federal)	%	1.0	1.3	0.8	1.2	0.9	0.9	1.1	1.0
	Government debt/deficit	%	1.2	0.4	2.0	2.2	0.3	1.7	1.3	0.9
	Taxes/tax reform	%	1.1	0.7	1.5	0.6	1.5	0.0	1.3	1.7
	Other	%	2.5	2.5	2.6	3.1	2.0	3.2	3.2	1.5

*Based on up to two mentions

**Grouped by number of respondents (columns exceed 100 per cent)

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 500 residents of the Greater Toronto Area (GTA), 18 years of age or older, between September 11th and September 13th, 2021. The margin of error for this survey is ±4.3 percentage points, 19 times out of 20.

2021-1971 – CTV/CP24 Nanos Survey Wave 2 – Issue - STAT SHEET

			Region			Gender		Age		
			GTA 2021-09	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - What is the most important issue facing the Greater Toronto Area today? [OPEN]	Total	Unwgt N	523	282	241	300	223	94	232	197
		Wgt N	520	245	275	244	276	144	185	191
	Affordable housing	%	30.2	32.0	28.6	30.6	29.8	29.8	32.2	28.6
	Affordability/cost of living	%	5.9	7.7	4.3	7.0	5.0	5.8	4.7	7.2
	Transit (improving public transit/rapid transit/transit infrastructure/traffic gridlocks)	%	13.5	16.2	11.2	14.3	12.8	16.2	12.4	12.6
	COVID-19 related issues (vaccinations/fourth wave/public safety/recovery)	%	16.5	12.0	20.6	17.6	15.6	15.8	15.9	17.8
	Economic recovery/reopening the economy	%	5.6	5.0	6.2	3.2	7.8	5.4	3.2	8.0
	Gun violence/crime	%	2.1	2.0	2.1	1.8	2.4	2.1	1.1	3.0
	Homelessness/violence towards the homeless	%	1.8	2.9	0.8	1.4	2.1	0.0	3.2	1.7
	Poverty	%	1.9	2.1	1.7	2.3	1.6	0.9	1.9	2.7
	Pollution/climate	%	6.3	4.4	8.1	4.3	8.1	8.3	6.9	4.4
	Health care	%	3.7	4.1	3.3	3.0	4.3	3.8	4.0	3.3
	Population growth/densification/sprawl	%	1.2	0.7	1.6	2.6	0.0	1.6	1.3	0.8
	Jobs/employment	%	2.4	1.7	3.0	1.7	3.0	2.1	3.2	1.8
	Infrastructure/aging infrastructure	%	3.3	4.6	2.2	3.5	3.2	3.0	3.7	3.3
	Current government (municipal/provincial/federal)	%	1.0	1.2	0.8	1.1	0.8	0.8	1.0	1.0
	Government debt/deficit	%	1.2	0.3	1.9	2.1	0.3	1.6	1.2	0.8
	Taxes/tax reform	%	1.0	0.6	1.4	0.6	1.4	0.0	1.2	1.6
	Other	%	2.4	2.3	2.4	3.0	1.9	3.0	2.9	1.4

*Based on up to two mentions

**Grouped by number of responses (columns add up to 100 per cent)

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 500 residents of the Greater Toronto Area (GTA), 18 years of age or older, between September 11th and September 13th, 2021. The margin of error for this survey is ±4.3 percentage points, 19 times out of 20.

2021-1971 – CTV/CP24 Nanos Survey Wave 2 – Issue - STAT SHEET

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

Question - The plans for the future presented by the political parties	Total	Unwgt N	Region			Gender		Age		
			GTA 2021-09	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
			500	266	234	289	211	89	216	195
		Wgt N	500	230	270	236	264	137	172	190
		Mean	8.2	8.2	8.2	8.0	8.4	8.6	8.1	8.0
		Median	9.0	9.0	9.0	9.0	9.0	10.0	9.0	9.0
	Not at all important (0)	%	1.6	2.2	1.1	1.5	1.7	0.0	3.0	1.4
	1	%	0.3	0.7	0.0	0.3	0.3	0.0	0.5	0.4
	2	%	0.4	0.3	0.6	0.3	0.6	0.0	0.4	0.8
	3	%	2.8	2.9	2.7	3.7	2.0	1.8	3.2	3.1
	4	%	1.7	2.2	1.3	1.6	1.8	4.4	0.7	0.7
	5	%	3.9	3.7	4.0	5.6	2.4	2.5	3.7	5.1
	6	%	4.2	3.5	4.8	6.7	2.0	2.6	3.8	5.8
	7	%	10.5	9.8	11.1	11.7	9.5	12.8	9.2	10.0
	8	%	19.3	15.8	22.3	18.0	20.4	15.0	19.6	22.1
	9	%	18.4	19.2	17.7	15.2	21.2	10.5	19.9	22.8
	Extremely important (10)	%	36.4	38.9	34.4	34.5	38.1	50.4	35.7	27.0
	Unsure	%	0.4	0.9	0.0	0.8	0.0	0.0	0.4	0.7

2021-1971 – CTV/CP24 Nanos Survey Wave 2 – Issue - STAT SHEET

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

			Region			Gender		Age			
			GTA 2021-09	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus	
Question - The performance of the party leaders during the campaign	Total	Unwgt N	500	266	234	289	211	89	216	195	
		Wgt N	500	230	270	236	264	137	172	190	
		Mean	6.1	6.3	5.9	6.1	6.1	5.7	6.2	6.3	
		Median	7.0	7.0	6.0	7.0	7.0	6.0	7.0	7.0	
		Not at all important (0)	%	7.2	5.5	8.7	6.7	7.7	9.1	7.8	5.4
	1	%	1.3	2.0	0.6	0.8	1.7	0.0	1.7	1.8	
	2	%	3.4	3.7	3.1	3.3	3.4	3.2	4.0	2.9	
	3	%	5.3	4.7	5.8	5.9	4.7	6.1	3.7	6.1	
	4	%	5.1	6.8	3.7	6.4	4.0	5.2	6.2	4.1	
	5	%	15.2	11.4	18.5	16.0	14.5	16.6	13.7	15.6	
	6	%	11.4	12.9	10.2	10.0	12.7	16.0	7.6	11.6	
	7	%	15.5	14.4	16.6	15.0	16.1	16.3	14.8	15.7	
	8	%	17.6	18.5	16.7	17.8	17.3	16.4	19.2	16.9	
	9	%	5.7	6.0	5.5	6.1	5.4	3.8	7.4	5.6	
	Extremely important (10)	%	11.5	14.1	9.4	11.9	11.2	6.0	13.9	13.4	
	Unsure	%	0.7	0.0	1.3	0.0	1.3	1.3	0.0	0.8	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 500 residents of the Greater Toronto Area (GTA), 18 years of age or older, between September 11th and September 13th, 2021. The margin of error for this survey is ±4.3 percentage points, 19 times out of 20.

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On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

			Region			Gender		Age			
			GTA 2021-09	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus	
Question - The performance of the party leaders in the Leaders Debates	Total	Unwgt N	500	266	234	289	211	89	216	195	
		Wgt N	500	230	270	236	264	137	172	190	
		Mean	4.9	4.9	4.9	4.8	5.1	5.2	4.9	4.8	
		Median	5.0	5.0	5.0	5.0	5.0	6.0	6.0	5.0	
		Not at all important (0)	%	13.6	12.9	14.2	14.7	12.6	11.8	12.7	15.7
		1	%	5.0	6.4	3.9	5.1	5.0	3.4	7.7	3.8
		2	%	5.3	5.2	5.4	4.8	5.8	4.4	7.1	4.3
		3	%	6.6	8.2	5.3	7.7	5.6	4.0	6.1	9.0
		4	%	5.7	5.6	5.8	6.1	5.4	6.4	5.0	5.9
		5	%	15.6	13.1	17.7	16.3	15.0	18.5	8.9	19.7
		6	%	11.9	13.4	10.7	13.4	10.6	14.1	12.2	10.1
		7	%	12.7	13.5	12.1	12.0	13.4	16.4	13.8	9.1
		8	%	9.5	7.9	10.9	5.8	12.8	8.2	12.4	7.8
		9	%	5.1	4.8	5.4	2.9	7.1	3.6	5.4	6.0
	Extremely important (10)	%	6.2	7.9	4.9	8.6	4.1	7.7	5.0	6.3	
	Unsure	%	2.6	1.2	3.8	2.6	2.6	1.6	3.5	2.5	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 500 residents of the Greater Toronto Area (GTA), 18 years of age or older, between September 11th and September 13th, 2021. The margin of error for this survey is ±4.3 percentage points, 19 times out of 20.