

Ottawa residents show strong support for building new affordable housing – Four in five say ending homelessness in Ottawa is an urgent issue.

The research gauged the opinions among residents of Ottawa on awareness of homelessness, urgency to end homelessness, and level of worry paying housing costs next month. The research also gauged the level of support investing in building new affordable housing and likelihood to support a candidate for municipal council that proposed a concrete action to end homelessness.

Nanos conducted a random telephone survey of 819 residents of Ottawa, 18 years of age or older, between October 1st to 8th, 2022. The margin of error for a random survey of 819 residents of Ottawa is ± 3.4 percentage points, 19 times out of 20.

The research was commissioned by Ottawa Mission and was conducted by Nanos Research.

Key Findings

1

Ottawa residents support building new affordable housing

Nine in ten residents support (73%) or somewhat support (17%) building new affordable housing in Ottawa. Support is strong across demographics with women reporting stronger support (82% support) than men (64% support), and downtown residents (81% support) showing stronger support than the rest of Ottawa (ranging from 70% to 72%).

2

Residents say ending homelessness should be an urgent goal

Eight in ten Ottawa residents agree that ending homelessness should be an urgent goal in Ottawa (mean of 8.2 out of 10). Two in ten report some proximity to homelessness either through knowing someone who have been homeless (12% a friend, seven per cent a family member) or they themselves have been homeless (four per cent).

3

One in five are worried about paying for their housing costs next month

Just under two in ten say they are worried or somewhat worried (nine per cent each) about paying for their housing costs next month. Worry is higher among younger residents (18-34) with one in four who are worried (12%) or somewhat worried (13%).

4

Proposing concrete actions to end homelessness has positive impact on likelihood to vote for municipal candidate

Most residents say that if a candidate for municipal council proposed concrete actions to end homelessness and build safe, affordable housing, they would be more likely (43%) or somewhat more likely (26%) to support that candidate.

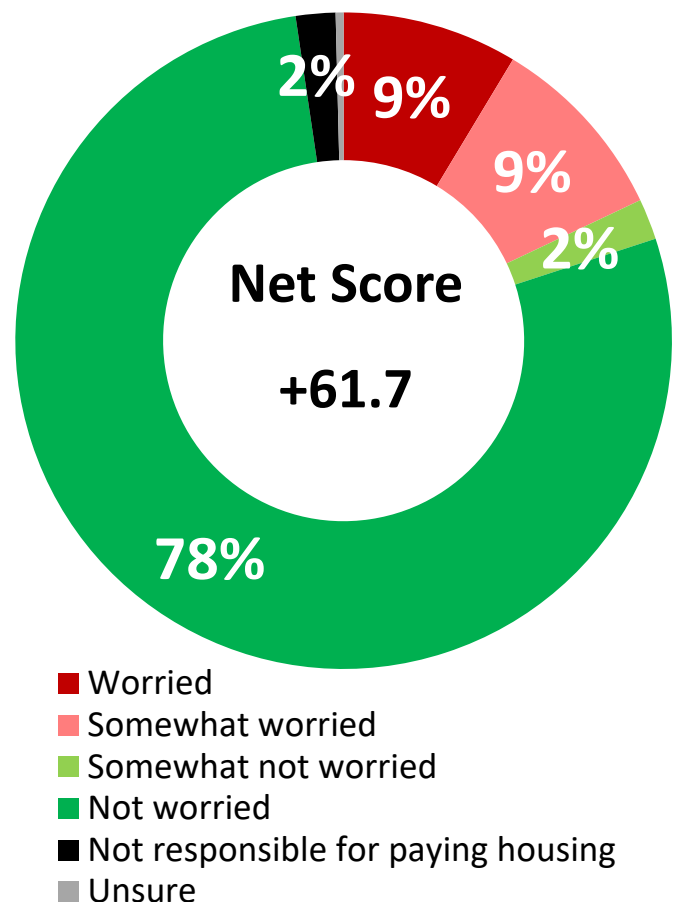
Housing in Ottawa

“

Close to one in five Ottawa residents (one in four younger residents (18-34)) say they are worried or somewhat worried about paying their housing costs next month.

”

Level of worry associated with paying housing costs next month



Q

Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?

“

Close to one in five Ottawa residents are worried or somewhat worried about paying their housing costs next month. Younger residents (25%; 18-34) are more likely to say they are worried/somewhat worried than older residents (14%; 55 plus).

”

*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 random telephone survey, October 1st to 8th, 2022, n=819, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Level of worry associated with paying housing costs next month

Q

Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?

Worried/somewhat worried	Ottawa West (n=186)	Ottawa Downtown (n=177)	Ottawa East (n=181)	Ottawa Rural (n=275)	
	23.0%	16.0%	13.5%	19.8%	
	Men (n=397)	Women (n=422)	18 to 34 (n=148)	35 to 54 (n=276)	55 plus (n=395)
Not worried/somewhat not worried	14.1%	21.6%	24.6%	17.1%	
	74.5%	82.8%	82.2%	79.0%	
	Men (n=397)	Women (n=422)	18 to 34 (n=148)	35 to 54 (n=276)	55 plus (n=395)
Not worried/somewhat not worried	83.8%	75.9%	70.3%	82.0%	

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame random telephone survey, October 1st to 8th, 2022, n=819, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Awareness of homelessness among peers

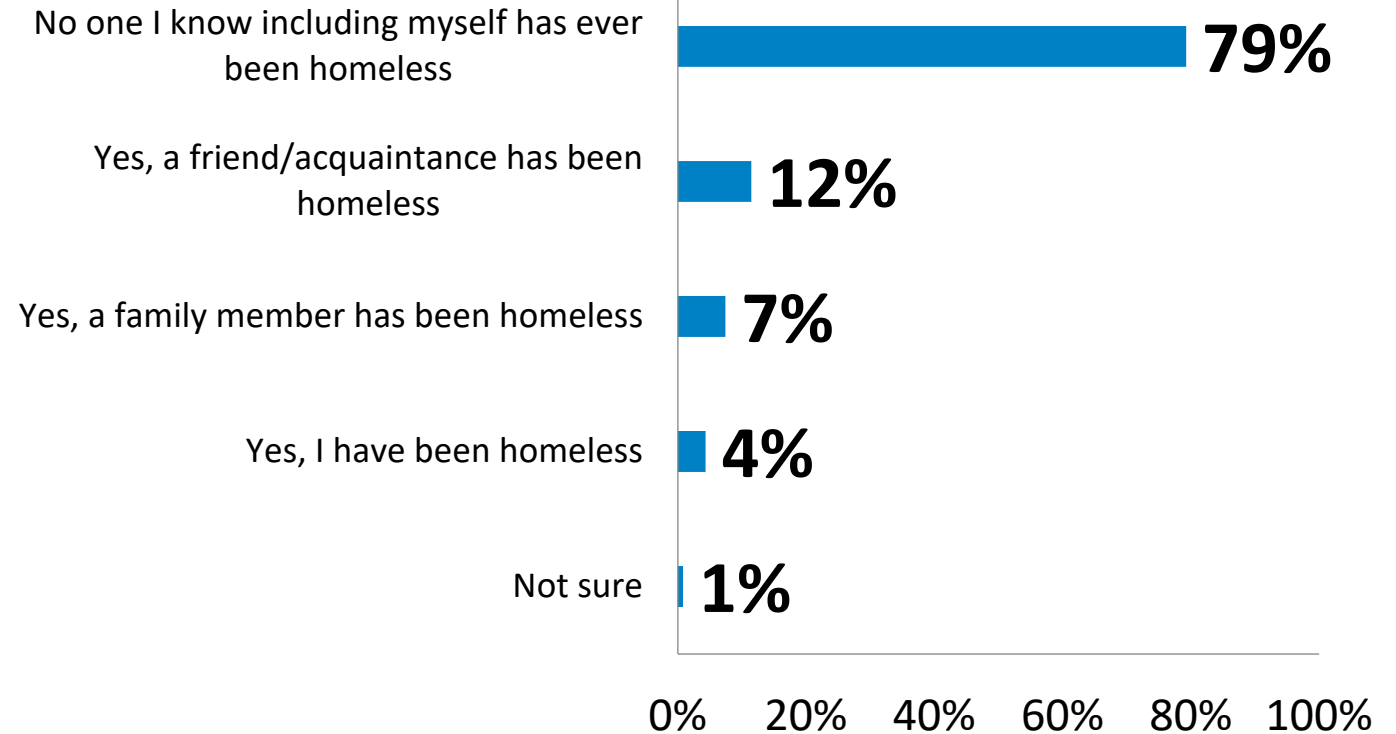
“

While about eight in ten Ottawa residents say they don't know anyone including themselves who has ever been homeless, close to one in five report some proximity to homelessness, either through a friend, family member or themselves having been homeless.

”

Q

Have you, a family member or a friend/acquaintance ever been homeless?
(Select all that apply)



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame random telephone survey, October 1st to 8th, 2022, n=819, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Awareness of homelessness among peers

Q

Have you, a family member or a friend/acquaintance ever been homeless?

Yes, a friend/acquaintance has been homeless	Ottawa West (n=186)	Ottawa Downtown (n=177)	Ottawa East (n=181)	Ottawa Rural (n=275)
	10.7%	16.3%	6.9%	12.0%
	Men (n=397)	Women (n=422)	18 to 34 (n=148)	35 to 54 (n=276)
Yes, a family member has been homeless				55 plus (n=395)
	10.5%	12.4%	15.9%	13.5%
				6.2%
Yes, a family member has been homeless	Ottawa West (n=186)	Ottawa Downtown (n=177)	Ottawa East (n=181)	Ottawa Rural (n=275)
	3.0%	9.7%	8.9%	7.9%
	Men (n=397)	Women (n=422)	18 to 34 (n=148)	35 to 54 (n=276)
Yes, a family member has been homeless				55 plus (n=395)
	5.9%	8.8%	8.6%	8.4%
				5.6%

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame random telephone survey, October 1st to 8th, 2022, n=819, accurate 3.4 percentage points plus or minus, 19 times out of 20.





Ending homelessness in Ottawa

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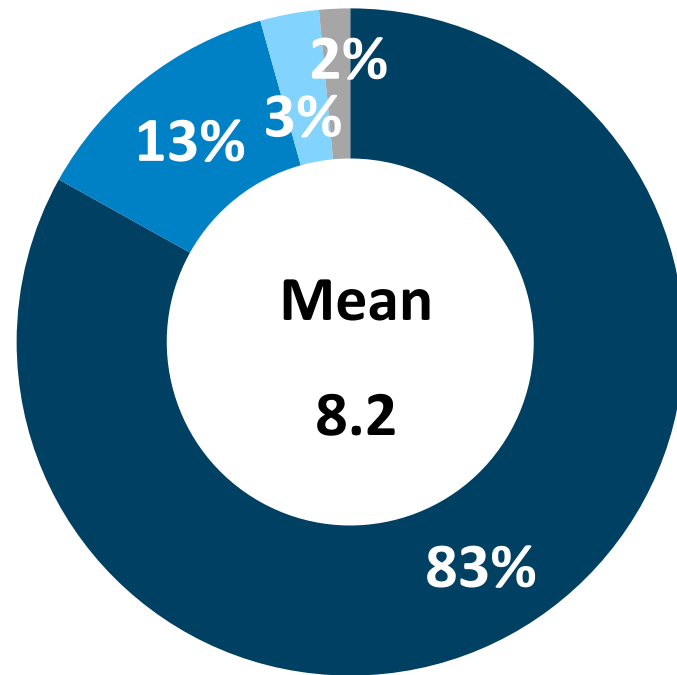
A majority of Ottawa residents say it should be urgent to work on ending homelessness in Ottawa and there is strong support for building new affordable housing to stimulate the economy and help end homelessness in Ottawa.

”

Urgency to end homelessness in Ottawa

Q

On a scale of 0 to 10 where 0 is not at all urgent and 10 is very urgent, how urgent should it be to work to end homelessness in Ottawa?



■ Urgent (7-10) ■ Neutral (4-6) ■ Not urgent (0-3) ■ Unsure

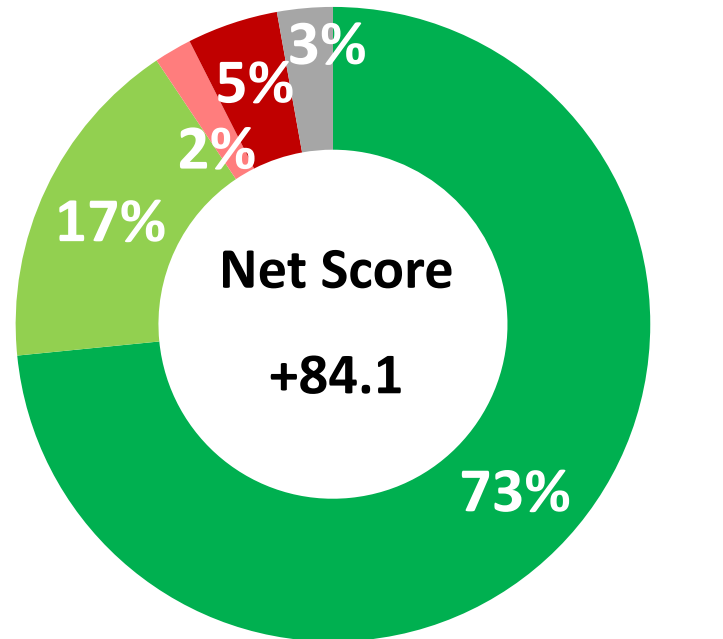
Mean	Ottawa West (n=186)	Ottawa Downtown (n=177)	Ottawa East (n=181)	Ottawa Rural (n=275)	
	8.3	8.6	7.9	8.1	
	Men (n=397)	Women (n=422)	18 to 34 (n=148)	35 to 54 (n=276)	55 plus (n=395)
	7.7	8.7	8.3	8.0	8.4

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame random telephone survey, October 1st to 8th, 2022, n=819, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Support building new affordable housing



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

Q

As part of efforts to fight the pandemic, governments have spent money to help Canadians, stimulate the economy and create jobs. Would you support, somewhat support, somewhat oppose or oppose investing in building new affordable housing to stimulate the economy and help end homelessness in Ottawa?

Mean	Ottawa West (n=186)	Ottawa Downtown (n=177)	Ottawa East (n=181)	Ottawa Rural (n=275)	
	90.0%	94.5%	89.3%	88.5%	
Mean	Men (n=397)	Women (n=422)	18 to 34 (n=148)	35 to 54 (n=276)	55 plus (n=395)
	86.0%	94.9%	90.9%	90.5%	90.5%

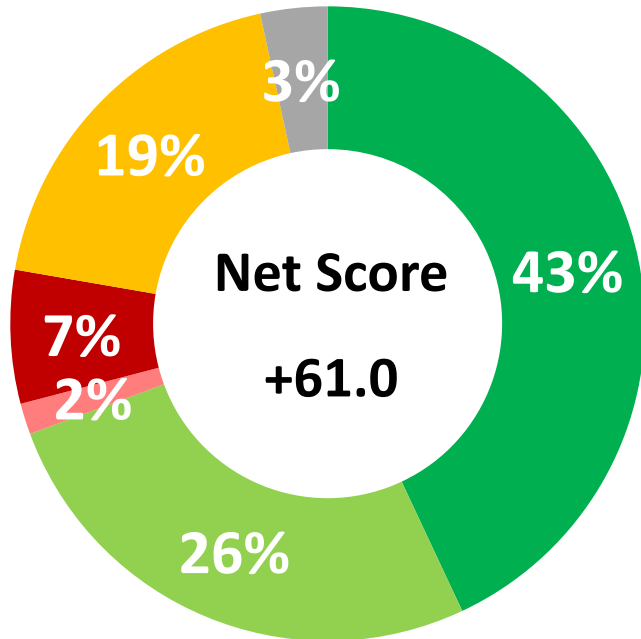
*Weighted to the true population proportion.

*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 random telephone survey, October 1st to 8th, 2022, n=819, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Likelihood to support candidate with concrete action to end homelessness



- More likely to support this candidate
- Somewhat more likely to support this candidate
- Somewhat less likely to support this candidate
- Less likely to support this candidate
- No impact on support for candidate
- Unsure

*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 random telephone survey, October 1st to 8th, 2022, n=819, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Q

If a candidate for municipal council proposed concrete action to end homelessness and build safe, affordable, housing in Canada would you be more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood to support this candidate?

More likely/somewhat more likely to support	Ottawa West (n=186)	Ottawa Downtown (n=177)	Ottawa East (n=181)	Ottawa Rural (n=275)	
	68.2%	77.6%	63.5%	67.8%	
	Men (n=397)	Women (n=422)	18 to 34 (n=148)	35 to 54 (n=276)	55 plus (n=395)
	63.5%	74.8%	75.9%	69.2%	64.3%

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 819 residents of Ottawa, 18 years of age or older, between October 1st and 8th, 2022. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of Ottawa.

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

The margin of error for a random survey of 819 Ottawa residents is ± 3.4 percentage points, 19 times out of 20.

The research was commissioned by Ottawa Mission and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Ottawa Mission	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 Ottawa. See tables for full weighting disclosure.
Population and Final Sample Size	819 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	Dynata	Excluded Demographics	Individuals younger than 18 years old; individuals who do not live in Ottawa could not participate; individuals without land or cell lines 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 Ottawa.
Margin of Error	±3.4 percentage points, 19 times out of 20.	Estimated Response Rate	Six percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey	Question Order	Question in the report are presented by theme, please refer to the appended tabulations for the order of questions as presented to respondents.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ottawa.	Question Content	All questions asked are contained in the report.
Demographics (Captured)	Residents of Ottawa; 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	Live CATI interviews with live supervision to validate work.	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs.	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 were called between 6:30-9:30pm local time for the respondent.		
Field Dates	October 1 st to 8 th , 2022.		
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



Any questions?



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2022-2108 – Ottawa Mission – Homelessness – STAT SHEET

Our study today is about Homelessness. Our first few questions are to help group survey responses.

How many people live in your household?

			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - Number of adults 18 and over	Total	Unwgt N	819	186	177	181	275	397	422	148	276	395
		Wgt N	800	196	207	208	189	385	415	235	264	301
		Mean	2.1	2.2	1.9	2.2	2.3	2.2	2.1	2.3	2.3	1.8
		Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
	1	%	27.5	27.8	38.7	21.2	21.8	21.7	32.9	25.9	18.6	36.6
	2	%	46.8	41.7	46.5	49.7	49.2	51.8	42.1	40.6	49.1	49.6
	3	%	13.5	19.6	7.5	14.0	13.0	12.7	14.2	13.2	19.5	8.4
	4	%	8.2	5.9	3.9	11.3	11.9	8.5	8.0	13.4	10.3	2.4
	5	%	1.3	0.8	2.4	0.7	1.2	0.9	1.6	2.7	1.0	0.4
	6	%	1.3	2.4	0.6	0.0	2.2	1.8	0.8	2.2	1.2	0.6
	Refuse/no answer	%	1.5	1.9	0.4	3.0	0.6	2.6	0.5	2.1	0.4	2.1

How many people live in your household?

			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - Number of children under 18	Total	Unwgt N	819	186	177	181	275	397	422	148	276	395
		Wgt N	800	196	207	208	189	385	415	235	264	301
		Mean	0.6	0.5	0.5	0.6	0.6	0.5	0.6	1.0	0.6	0.1
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
	0	%	45.5	46.8	45.9	42.4	47.0	45.9	45.1	31.7	47.8	54.2
	1	%	9.0	10.7	10.3	5.2	9.8	9.6	8.3	14.9	12.1	1.6
	2	%	8.9	8.2	8.7	9.8	9.0	9.8	8.1	14.2	13.4	0.9
	3	%	2.8	1.7	3.0	2.9	3.4	2.7	2.8	5.9	2.6	0.5
	4	%	0.6	0.0	0.0	1.1	1.2	0.0	1.1	1.9	0.0	0.0
	Refuse/no answer	%	33.3	32.5	32.2	38.6	29.6	31.9	34.6	31.4	24.2	42.8

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 819 residents of Ottawa, 18 years of age or older, between October 1st and 8th, 2022. The margin of error this survey is ± 3.4 percentage points, 19 times out of 20.

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2022-2108 – Ottawa Mission – Homelessness – STAT SHEET

			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - On a scale of 0 to 10 where 0 is not at all urgent and 10 is very urgent, how urgent should it be to work to end homelessness in Ottawa?	Total	Unwgt N	819	186	177	181	275	397	422	148	276	395
		Wgt N	800	196	207	208	189	385	415	235	264	301
		Mean	8.2	8.3	8.6	7.9	8.1	7.7	8.7	8.3	8.0	8.4
		Median	8.0	9.0	9.0	8.0	8.0	8.0	10.0	8.0	8.0	9.0
	Not at all urgent (0)	%	1.2	0.8	0.6	2.8	0.7	1.1	1.3	1.4	2.2	0.2
	1	%	0.2	0.0	0.0	0.0	0.7	0.2	0.1	0.0	0.5	0.0
	2	%	0.6	1.0	0.0	0.4	1.2	1.3	0.0	0.5	0.8	0.6
	3	%	0.8	0.8	0.0	1.3	1.3	1.5	0.2	1.1	0.7	0.8
	4	%	0.9	1.7	0.4	0.5	1.2	1.3	0.6	1.1	0.7	1.0
	5	%	7.1	7.5	6.0	6.6	8.3	11.1	3.3	5.1	7.3	8.4
	6	%	4.6	4.9	4.6	5.3	3.3	6.3	2.9	5.1	4.3	4.4
	7	%	12.6	11.9	9.7	14.8	14.1	18.0	7.6	12.3	15.5	10.4
	8	%	22.6	21.1	21.1	25.9	22.2	20.8	24.3	24.2	24.2	20.0
	9	%	7.8	5.8	8.1	5.7	11.8	7.6	8.0	7.1	8.0	8.2
	Very urgent (10)	%	40.1	44.6	48.6	32.8	33.9	29.0	50.3	41.3	35.0	43.5
	Unsure	%	1.5	0.0	0.8	3.8	1.2	1.8	1.2	0.8	0.8	2.6

			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - As part of efforts to fight the pandemic, governments have spent money to help Canadians, stimulate the economy and create jobs. Would you support, somewhat support, somewhat oppose or oppose investing in building new affordable housing to stimulate the economy and help end homelessness in Ottawa?	Total	Unwgt N	819	186	177	181	275	397	422	148	276	395
		Wgt N	800	196	207	208	189	385	415	235	264	301
	Support	%	73.4	71.6	80.7	70.1	70.9	63.8	82.3	77.3	73.2	70.6
	Somewhat support	%	17.2	18.3	13.7	19.2	17.6	22.2	12.6	13.7	17.3	19.9
	Somewhat oppose	%	1.9	2.4	0.6	3.1	1.6	3.1	0.8	2.1	1.9	1.9
	Oppose	%	4.6	4.1	3.7	4.4	6.4	7.5	1.9	4.7	6.1	3.3
	Unsure	%	2.8	3.5	1.2	3.2	3.5	3.4	2.3	2.3	1.6	4.4

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			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?	Total	Unwgt N	819	186	177	181	275	397	422	148	276	395
		Wgt N	800	196	207	208	189	385	415	235	264	301
	Worried	%	8.6	9.3	10.4	7.2	7.6	6.7	10.4	11.9	7.9	6.7
	Somewhat worried	%	9.3	13.6	5.6	6.3	12.2	7.3	11.2	12.7	9.1	6.9
	Somewhat not worried	%	2.0	2.1	3.0	0.8	2.1	2.9	1.2	1.9	2.3	1.9
	Not worried	%	77.7	72.4	79.7	81.3	76.9	80.9	74.7	68.4	79.7	83.2
	Not applicable/I am not responsible for paying for housing	%	2.0	2.5	0.4	3.9	0.9	1.7	2.2	4.5	0.8	1.1
	Unsure	%	0.4	0.0	0.8	0.4	0.3	0.4	0.4	0.7	0.2	0.3

			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - Have you, a family member or a friend/ acquaintance ever been homeless? (select as many as apply)	Total	Unwgt N	819	186	177	181	275	397	422	148	276	395
		Wgt N	800	196	207	208	189	385	415	235	264	301
	Yes, a friend/acquaintance has been homeless	%	11.5	10.7	16.3	6.9	12.0	10.5	12.4	15.9	13.5	6.2
	Yes, a family member has been homeless	%	7.4	3.0	9.7	8.9	7.9	5.9	8.8	8.6	8.4	5.6
	Yes, I have been homeless	%	4.3	2.7	8.0	1.7	5.0	5.0	3.8	5.1	4.9	3.2
	No one I know including myself has ever been homeless	%	79.3	85.3	70.6	83.0	78.3	80.3	78.3	75.2	75.7	85.5
	Not sure	%	0.8	0.0	1.6	1.3	0.3	0.5	1.1	0.9	0.7	0.9

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%) **Multifrequency tab based on multiple responses

			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - Have you, a family member or a friend/ acquaintance ever been homeless? (select as many as apply)	Total	Unwgt N	842	189	185	185	283	407	435	156	285	401
		Wgt N	827	199	220	212	196	393	433	248	273	306
	Yes, a friend/acquaintance has been homeless	%	11.1	10.5	15.4	6.8	11.6	10.2	11.9	15.0	13.1	6.2
	Yes, a family member has been homeless	%	7.2	3.0	9.1	8.7	7.7	5.8	8.5	8.2	8.2	5.5
	Yes, I have been homeless	%	4.2	2.7	7.5	1.6	4.8	4.8	3.6	4.8	4.8	3.2
	No one I know including myself has ever been homeless	%	76.7	83.9	66.5	81.6	75.7	78.6	75.0	71.2	73.3	84.3
	Not sure	%	0.8	0.0	1.5	1.2	0.3	0.5	1.0	0.9	0.7	0.9

*Values are based on the proportion an activity represents of all response options (columns add up to 100%). **Multifrequency tab based on multiple responses

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			Region					Gender		Age		
			Ottawa 2022-10	West	Downtown	East	Rural	Male	Female	18 to 34	35 to 54	55 plus
Question - If a candidate for municipal council proposed concrete action to end homelessness and build safe, affordable, housing in Canada would you be more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood to support this candidate?	Total	Unwgt N	819	186	177	181	275	397	422	148	276	395
		Wgt N	800	196	207	208	189	385	415	235	264	301
	More likely to support this candidate	%	43.0	37.4	55.8	34.3	44.5	37.4	48.2	48.2	41.6	40.2
	Somewhat more likely to support this candidate	%	26.3	30.8	21.9	29.3	23.3	26.0	26.6	27.7	27.6	24.1
	Somewhat less likely to support this candidate	%	1.6	0.0	1.2	2.2	3.0	1.8	1.4	0.7	1.1	2.7
	Less likely to support this candidate	%	6.8	6.8	4.0	8.6	7.9	9.4	4.4	5.1	9.1	6.1
	No impact on support for candidate	%	18.9	22.8	12.0	22.1	18.7	21.7	16.3	14.3	19.5	21.9
	Unsure	%	3.4	2.2	5.2	3.5	2.6	3.6	3.2	3.9	1.1	5.0