

Although government spending tops list, people increasingly blame interest rate policies and businesses increasing their prices for the sharp rise in the cost of living - Two in three believe an increase in the annual target of immigrants will have a negative or somewhat negative impact on the cost of housing.

The research gauged the opinions among Canadians on the impact of a planned increase in the annual target of immigrants as permanent residents on the cost of housing, as well as their opinion on who is to blame for the sharp rise in prices and cost of living over the past few years.

Nanos conducted an online representative survey of 1,081 Canadians, 18 years of age or older, between July 30th and August 3rd, 2023.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

Key Findings



Canadians are more likely now than in 2022 to blame interest rate policies and businesses increasing their prices for the sharp rise in the cost of living

Although Canadians continue to blame the federal government’s spending and budget deficit (30%) the most for the sharp rise in prices and cost of living, there has been an increase in those who blame the Bank of Canada's interest rate policies (10%, up from three per cent in July 2022) and businesses increasing their prices (22%, up from 13% in July 2022). Additionally, Canadians from the Prairies (41%) and Ontario (34%) are more likely to blame government spending, while residents from Quebec are more likely to blame businesses increasing their prices (30%).

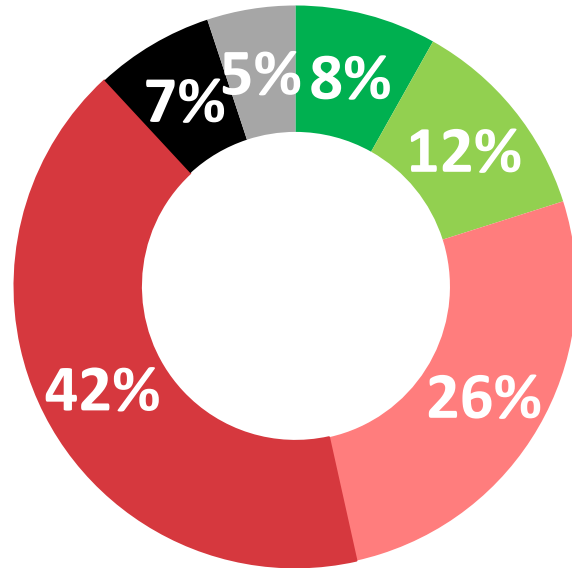


Increased annual target of immigrants as permanent residents seen as having a negative impact on housing costs

A majority of Canadians believe increasing the annual target of immigrants as permanent residents from 465,000 in 2023 to 500,000 by 2025 would have a negative (42%) or somewhat negative (26%) impact on the cost of housing. One in five believe it will have a positive (8%) or somewhat positive impact (12%), while seven per cent say it will have no impact.

Impact of increased annual target of immigrants as permanent residents on the cost of housing

Q – The Government of Canada is planning to increase the annual target of immigrants as permanent residents from 465,000 in 2023 to 500,000 by 2025. Do you think this increase will have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the cost of housing?



- Positive impact
- Somewhat positive impact
- Somewhat negative impact
- Negative impact
- No impact
- Unsure

*Weighted to the true population proportion.

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

About **2 in 3** Canadians

believe an increase in the annual target of immigrants as permanent residents will have a negative or somewhat negative impact on the cost of housing, while one in five believe it will have a positive or somewhat impact.

Impact of increased annual target of immigrants as permanent residents on the cost of housing – by demographics

Q – The Government of Canada is planning to increase the annual target of immigrants as permanent residents from 465,000 in 2023 to 500,000 by 2025. Do you think this increase will have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the cost of housing?

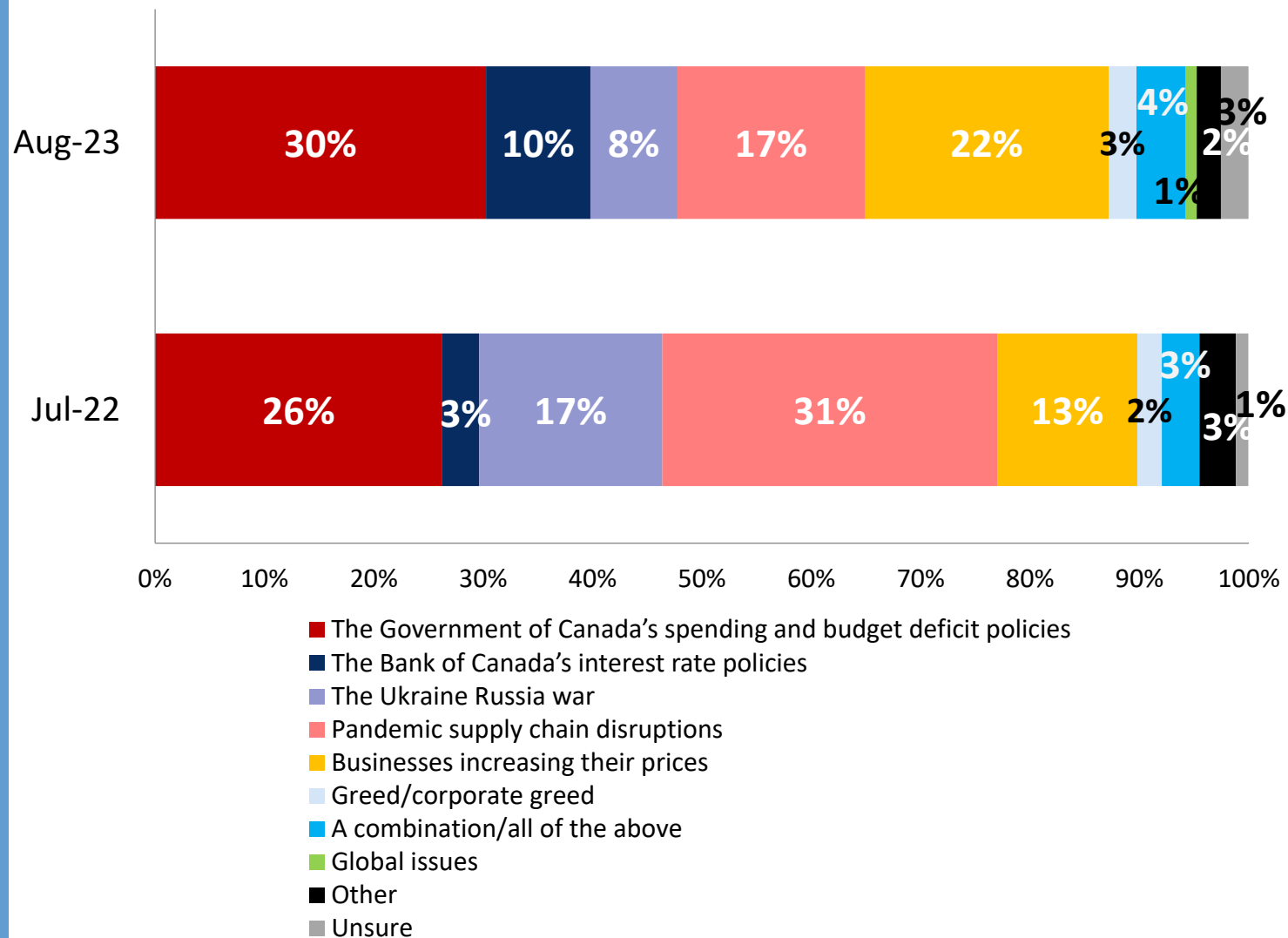
Positive/Somewhat positive impact				
Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
22.1%	20.7%	20.8%	17.7%	19.2%
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
19.0%	21.3%	18.4%	15.7%	24.7%
Negative/Somewhat negative impact				
Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
66.1%	69.0%	68.1%	70.1%	64.2%
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
70.1%	65.7%	63.7%	74.5%	65.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Cause of rise in prices and cost of living

While a decreasing number of Canadians (17%, down from 31% in 2022) blame the pandemic supply chain disruption for the sharp rise in prices and cost of living over the past year, an increasing number of Canadians say they blame the Bank of Canada's interest rate policies (10%, up from three per cent in 2022) and business increasing their prices (22%, up from 13% in 2022).

Q – What do you blame most for the sharp rise in prices and cost of living over the past year? [RANDOMIZE][SELECT ONE]



*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, July 30th to August 3rd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Cause of rise in prices and cost of living - by demographics

Q – What do you blame most for the sharp rise in prices and cost of living over the past year?
[RANDOMIZE][SELECT ONE]

TOP RESPONSES

	Canada (n=1081)	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
The Government of Canada's spending and budget deficit policies	30.3%	32.1%	13.8%	33.6%	41.3%	33.4%	37.8%	23.0%	29.6%	34.5%	27.3%
Businesses increasing their prices	22.3%	13.1%	30.4%	24.4%	18.1%	12.7%	21.0%	23.6%	18.8%	21.5%	25.2%
Pandemic supply chain disruptions	17.1%	14.6%	24.5%	15.8%	14.6%	12.9%	17.0%	17.2%	18.2%	14.9%	18.2%
The Bank of Canada's interest rate policies	9.5%	14.8%	12.0%	5.8%	6.6%	17.2%	8.4%	10.7%	14.9%	6.8%	8.2%
The Ukraine Russia war	8.0%	9.1%	8.3%	9.2%	5.1%	6.8%	6.0%	9.9%	8.1%	8.7%	7.3%
A combination/all of the above	4.5%	8.7%	4.1%	4.5%	3.2%	4.5%	3.1%	5.8%	1.3%	5.7%	5.6%
Greed/corporate greed	2.5%	3.1%	1.3%	2.8%	3.7%	2.1%	2.6%	2.5%	3.1%	2.5%	2.2%
Other	3.3%	0.5%	3.1%	1.4%	2.8%	3.3%	2.1%	2.2%	0.9%	3.9%	1.8%
Unsure	2.5%	4.1%	2.0%	1.6%	3.4%	4.2%	1.2%	3.8%	4.1%	0.5%	3.1%

*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, July 30th to August 3rd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th to August 3rd, 2023 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 dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.0 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 (2021) 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	1081 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 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 (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.
Margin of Error	±3.04 percentage points, 19 times out of 20.	Estimated Response Rate	10% 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 on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on the creation of a national wildfire department and views on climate change.
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. http://www.nanos.co 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	July 30 th to August 3 rd , 2023.		
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/		



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Any questions?



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TABULATIONS

2023-2422 – Bloomberg/Nanos Survey – National Survey – STAT SHEET

			Region						Gender			Age		
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The Government of Canada is planning to increase the annual target of immigrants as permanent residents from 465,000 in 2023 to 500,000 by 2025. Do you think this increase will have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the cost of housing?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Positive impact	%	8.1	8.6	8.0	7.1	8.9	10.3	7.2	9.1		7.1	4.8	11.4
	Somewhat positive impact	%	12.0	13.5	12.7	13.8	8.8	8.9	11.8	12.1		11.3	10.9	13.3
	Somewhat negative impact	%	26.4	17.7	31.9	27.9	21.8	23.1	24.3	28.6		29.0	25.6	25.3
	Negative impact	%	41.6	48.4	37.1	40.3	48.3	41.1	45.9	37.1		34.6	48.9	40.3
	No impact	%	6.8	6.6	6.2	5.4	7.8	10.9	6.3	7.4		9.9	5.7	5.7
	Unsure	%	5.1	5.3	4.1	5.7	4.4	5.8	4.5	5.6		8.0	4.1	3.9

			Region						Gender			Age		
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What do you blame most for the sharp rise in prices and cost of living over the past year? [RANDOMIZE] [SELECT ONE]	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	The Government of Canada's spending and budget deficit policies	%	30.3	32.1	13.8	33.6	41.3	33.4	37.8	23.0		29.6	34.5	27.3
	The Bank of Canada's interest rate policies	%	9.5	14.8	12.0	5.8	6.6	17.2	8.4	10.7		14.9	6.8	8.2
	The Ukraine Russia war	%	8.0	9.1	8.3	9.2	5.1	6.8	6.0	9.9		8.1	8.7	7.3
	Pandemic supply chain disruptions	%	17.1	14.6	24.5	15.8	14.6	12.9	17.0	17.2		18.2	14.9	18.2
	Businesses increasing their prices	%	22.3	13.1	30.4	24.4	18.1	12.7	21.0	23.6		18.8	21.5	25.2
	Greed/corporate greed	%	2.5	3.1	1.3	2.8	3.7	2.1	2.6	2.5		3.1	2.5	2.2
	A combination/all of the above	%	4.5	8.7	4.1	4.5	3.2	4.5	3.1	5.8		1.3	5.7	5.6
	The pandemic overall	%	0.4	0.5	1.2	0.3	0.2	0.0	0.3	0.5		0.4	0.9	0.1
	Cost of gas/oil producing countries	%	0.1	0.0	0.3	0.0	0.4	0.0	0.2	0.1		0.0	0.2	0.2
	Labour shortage	%	0.2	0.0	0.7	0.0	0.0	0.0	0.2	0.2		0.0	0.5	0.0
	Capitalism	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.1		0.0	0.0	0.2
	Global issues	%	1.1	0.0	0.4	0.8	1.3	3.0	0.8	1.3		1.0	1.0	1.1
	Carbon tax	%	0.4	0.0	0.0	0.2	1.5	0.5	0.2	0.6		0.5	0.3	0.4
	Other	%	1.0	0.0	1.0	1.0	0.2	2.8	1.2	0.7		0.0	2.0	0.9
	Unsure	%	2.5	4.1	2.0	1.6	3.4	4.2	1.2	3.8		4.1	0.5	3.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between, July 30th to August 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. *Results with a sample size of less than 30 have been shaded.