

A photograph of a multi-story building under construction, heavily encased in wooden scaffolding. Two construction workers wearing hard hats and safety vests are standing in the foreground, looking towards the building. The scene is set outdoors on a dirt ground with some construction materials scattered around.

Over four in five oppose or somewhat oppose building new housing on land currently set aside as green spaces.



Nanos was retained by CTV News to conduct research among Canadians to gauge their views on the housing, particularly whether they support giving incentives to private developers to build new homes and rental units, building new housing on land currently set aside as green spaces and reducing the number of new immigrants into Canada until housing becomes more affordable.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,044 Canadians, 18 years of age or older, between September 2nd and 4th, 2023, as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

Key Findings



Most oppose or somewhat oppose building new housing on land set aside as green spaces

A strong majority of Canadians oppose ([64%](#)) or somewhat oppose ([18%](#)) building new housing on land currently set aside as green spaces. Women are more likely to oppose this ([87% oppose/somewhat oppose](#)) than men ([77% oppose/somewhat oppose](#)).



Support most intense for reducing number of immigrants into Canada until housing becomes more affordable

Three in five Canadians support ([35%](#)) or somewhat support ([24%](#)) reducing the number of new immigrants into Canada until housing becomes more affordable. Support is highest in the prairies ([65% support/somewhat support](#)) and lowest in B.C. ([52% support/somewhat support](#)).



A majority of Canadians support or somewhat support giving tax incentives to build rentals

Over half support giving tax incentives to developers to build new rental units ([20% support, 35% somewhat support](#)). Support is most intense in B.C. ([61% support/somewhat support](#)), Québec ([60% support/somewhat support](#)) and among older Canadians aged 55 plus ([60% support/somewhat support](#)).



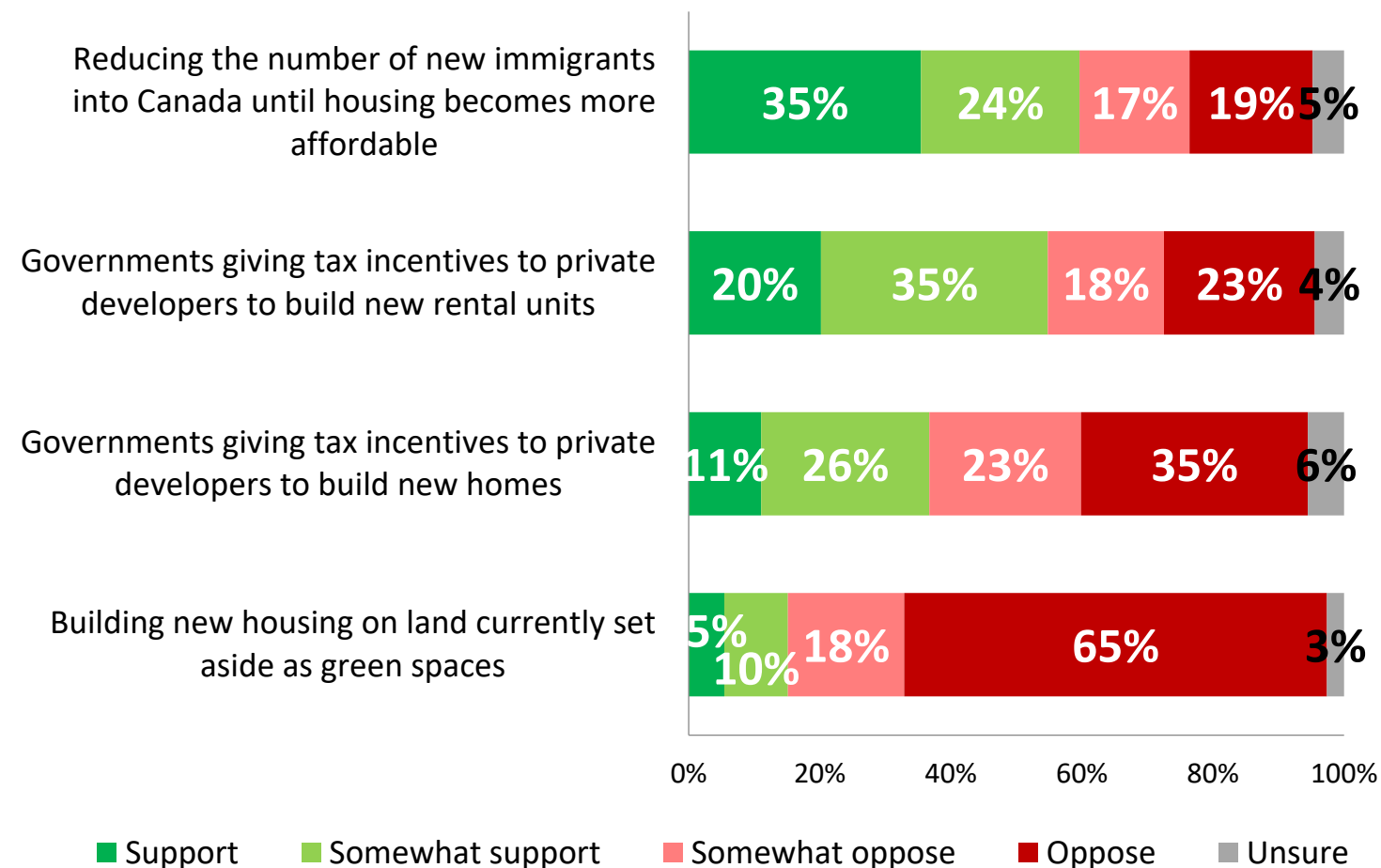
Majority oppose or somewhat oppose giving tax incentives to build new homes

Almost three in five oppose ([35%](#)) or somewhat oppose ([23%](#)) Governments giving tax incentives to private developers to build new homes. Opposition is most intense in the prairies ([65% oppose/somewhat oppose](#)) and in Ontario ([62% oppose/somewhat oppose](#)).

Canadians are most likely to support reducing the number of new immigrants into Canada until housing becomes more affordable, followed by Government giving tax incentives to private developers to build new rental units.

Canadians are more likely to oppose Governments giving tax incentives to private developers to build new homes and overwhelmingly oppose building housing on green spaces.

Support for housing policies



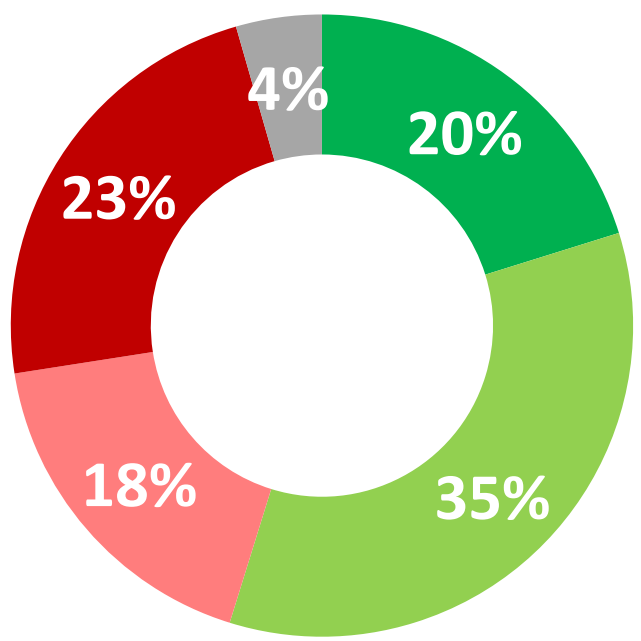
*Weighted to the true population proportion.

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

Q – Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2nd to 4th, 2023, n=1044, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Support for Government giving tax incentives to private developers to build new rental units



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

	Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
Support/ Somewhat support	48.8%	59.5%	55.2%	44.9%	61.3%
	Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
	53.1%	56.5%	49.2%	53.2%	59.7%
Oppose/ Somewhat oppose	44.7%	34.4%	41.7%	50.8%	33.8%
	Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
	43.6%	37.9%	42.6%	42.3%	38.3%

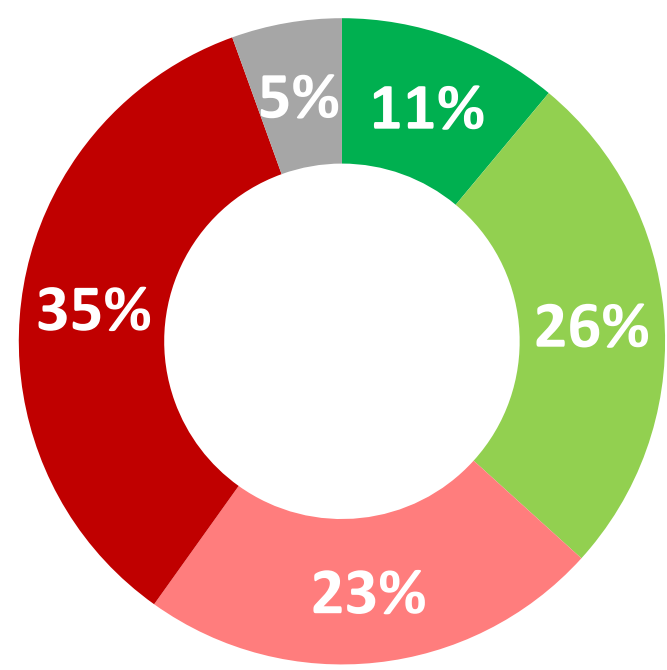
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]
Governments giving tax incentives to private developers to build new rental units

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2nd to 4th, 2023, n=1044, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Support for Governments giving tax incentives to private developers to build new homes



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

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

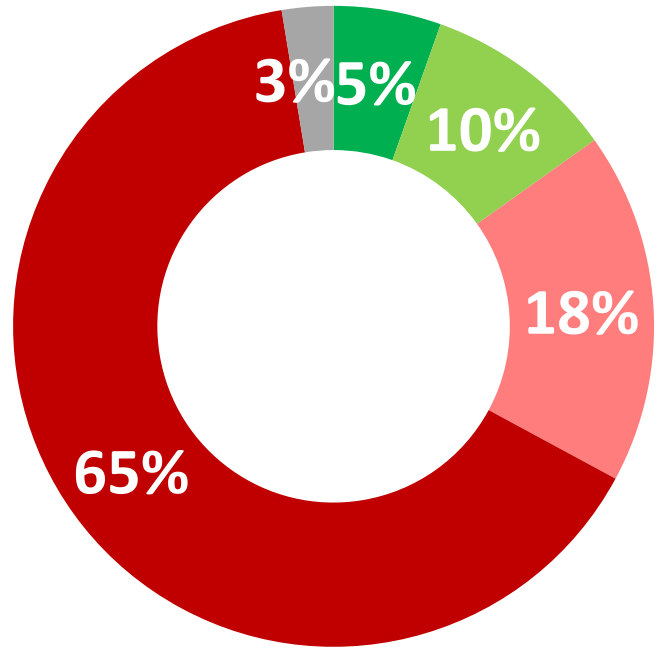
	Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
Support/ Somewhat support	40.9%	42.6%	33.8%	31.1%	40.0%
	Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
	39.7%	33.8%	38.6%	37.0%	35.3%
Oppose/ Somewhat oppose	51.4%	50.2%	62.3%	64.8%	52.0%
	Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
	56.0%	59.4%	54.3%	58.2%	59.7%

Q – Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]
Governments giving tax incentives to private developers to build new homes

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2nd to 4th, 2023, n=1044, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Support for building new housing on land currently set aside as green spaces



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

	Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
Support/ Somewhat support	12.2%	15.4%	15.3%	19.1%	10.7%
	Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
Oppose/ Somewhat oppose	20.9%	9.7%	15.5%	17.5%	13.0%
	Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
Oppose/ Somewhat oppose	86.5%	80.6%	83.3%	78.1%	85.3%
	Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
Oppose/ Somewhat oppose	77.3%	86.9%	81.8%	79.3%	84.9%

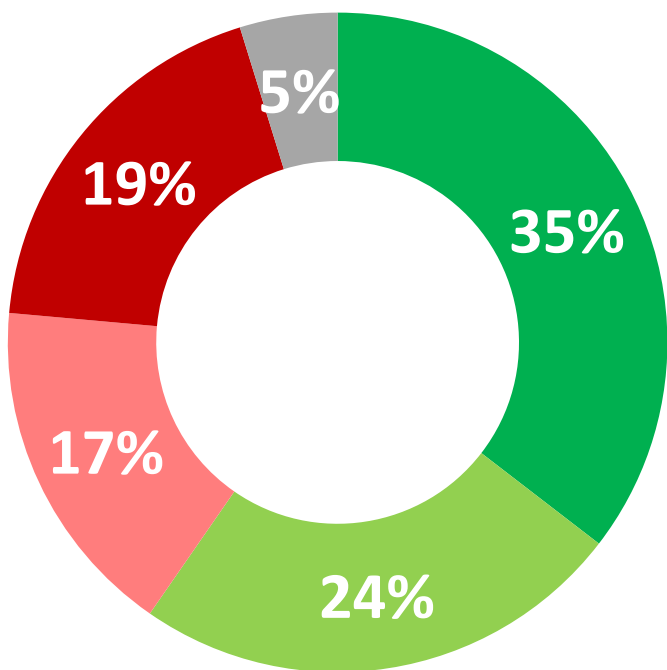
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]
Building new housing on land currently set aside as green spaces

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2nd to 4th, 2023, n=1044, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Support for reducing the number of new immigrants into Canada until housing becomes more affordable



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

	Support/ Somewhat support					
	Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)	
	57.2%	60.6%	60.0%	64.8%	51.9%	
	Oppose/ Somewhat oppose					
	Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)	
	37.0%	35.1%	35.3%	31.7%	41.2%	
		Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
		60.7%	58.6%	60.5%	59.5%	59.2%
		33.9%	37.2%	35.6%	34.9%	36.1%

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

Q – Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]
 Reducing the number of new immigrants into Canada until housing becomes more affordable

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2nd to 4th, 2023, n=1044, accurate 3.1 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 1,044 Canadians, 18 years of age or older, between September 2nd and September 4th, 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 ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV 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	CTV 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	1044 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	±3.1 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, and views on economic issues.
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	September 2 nd to 4 th , 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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EthicStratēgies

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Any questions?



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TABULATIONS



2023-2451 – CTV/Nanos Survey – August Omni – STAT SHEET

Our next few questions are about housing. Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]

			Region					Gender			Age			
			Canada 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Governments giving tax incentives to private developers to build new rental units	Total	Unwgt N	1044	90	252	350	209	143	504	537	3	174	396	474
		Wgt N	1003	69	231	388	176	139	490	510	3	269	322	412
	Support	%	20.2	19.2	26.6	19.9	11.1	22.3	21.5	19.0		21.0	18.9	20.7
	Somewhat support	%	34.6	29.6	32.9	35.3	33.8	39.0	31.6	37.5		28.2	34.3	39.0
	Somewhat oppose	%	17.7	19.1	16.6	19.2	16.8	16.2	19.4	16.3		16.0	18.3	18.4
	Oppose	%	23.0	25.6	17.8	22.6	34.0	17.7	24.2	21.6		26.6	24.0	19.9
	Unsure	%	4.5	6.5	6.1	3.0	4.3	4.9	3.3	5.6		8.1	4.5	2.0

Our next few questions are about housing. Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]

			Region					Gender			Age			
			Canada 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Governments giving tax incentives to private developers to build new homes	Total	Unwgt N	1044	90	252	350	209	143	504	537	3	174	396	474
		Wgt N	1003	69	231	388	176	139	490	510	3	269	322	412
	Support	%	11.1	12.8	13.9	11.4	7.0	9.5	13.3	9.0		13.1	9.1	11.2
	Somewhat support	%	25.7	28.1	28.7	22.4	24.2	30.6	26.5	24.8		25.4	27.9	24.1
	Somewhat oppose	%	23.2	19.6	25.7	22.9	22.6	22.3	22.1	24.3		16.5	23.5	27.3
	Oppose	%	34.6	31.7	24.6	39.4	42.1	29.8	33.9	35.1		37.8	34.7	32.4
	Unsure	%	5.5	7.7	7.2	3.9	4.1	7.9	4.2	6.8		7.1	4.9	4.9

Our next few questions are about housing. Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]

			Region					Gender			Age			
			Canada 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Building new housing on land currently set aside as green spaces	Total	Unwgt N	1044	90	252	350	209	143	504	537	3	174	396	474
		Wgt N	1003	69	231	388	176	139	490	510	3	269	322	412
	Support	%	5.4	4.4	6.9	6.8	2.5	3.3	8.6	2.4		6.2	5.7	4.7
	Somewhat support	%	9.7	7.8	8.5	8.5	16.6	7.4	12.3	7.2		9.3	11.8	8.3
	Somewhat oppose	%	17.7	16.6	31.4	11.0	12.5	21.0	19.5	16.2		19.7	18.8	15.6
	Oppose	%	64.5	70.0	49.2	72.3	65.6	64.3	57.9	70.7		62.1	60.4	69.3
	Unsure	%	2.6	1.2	4.0	1.4	2.8	4.0	1.8	3.4		2.7	3.2	2.1

2023-2451 – CTV/Nanos Survey – August Omni – STAT SHEET

Our next few questions are about housing. Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]

		Region							Gender			Age		
		Canada 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Reducing the number of new immigrants into Canada until housing becomes more affordable	Total	Unwgt N	1044	90	252	350	209	143	504	537	3	174	396	474
		Wgt N	1003	69	231	388	176	139	490	510	3	269	322	412
	Support	%	35.4	33.8	30.3	34.6	49.0	29.9	38.8	32.2		39.7	37.5	31.1
	Somewhat support	%	24.2	23.4	30.3	25.3	15.7	22.0	21.9	26.4		20.8	22.0	28.1
	Somewhat oppose	%	16.8	16.5	15.1	17.3	13.5	22.3	16.5	17.1		17.9	15.8	16.8
	Oppose	%	18.8	20.5	20.0	18.0	18.2	18.9	17.3	20.1		17.7	19.1	19.2
	Unsure	%	4.8	5.8	4.3	4.7	3.6	6.9	5.4	4.2		3.9	5.6	4.8

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