# Majority of Canadians would be happy or somewhat happy with decrease in housing price.

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# Key Findings

## 1

### Majority of Canadians would be happy or somewhat happy if housing prices went down

A majority of Canadians (70%) say that they would be happy (40%) or somewhat happy (30%) if housing prices went down. Residents in Quebec (82%) and Atlantic Canada (78%) are more likely to be happy or somewhat happy with a decrease in housing price compared to residents in Ontario (62%) and the Prairies (63%). As well, women are more likely than men to say they would be happy or somewhat happy if housing prices decreased (74% and 64%, respectively).

## 2

### Building more housing and lowering mortgage rates chosen a top priorities for affordable housing in Canada

The top three highest ranked priorities for creating affordable housing in Canada are: building more housing overall (23%), building more government subsidized housing (21%), and lowering mortgage rates (21%). Overall, the largest percent of people age 18 to 34 say lowering mortgage rates is their number one priority (28%), while those 55 and over say building more housing is the top priority (25%). By gender, women are more likely to rate building government subsidized housing as their top priority (29% women, 13% men), whereas men are more likely to select building more housing overall (28% men, 18% women)

# Making housing more affordable in Canada

Q – Please rank the following options in terms of what can make housing more affordable in Canada where 1 is the most likely to make housing more affordable and 2 the second most likely. [RANDOMIZE]

| **T O P   R E S P O N S E S** | | Rank 1 (n=1031) | Rank 2 (n=1011) |
|---|---|---|---|
| | Building more housing overall | 23.2% | 21.7% |
| | Building more government subsidized housing | 21.7% | 17.9% |
| | Lowering mortgage rates | 21.4% | 16.3% |
| | Reducing immigration | 12.0% | 10.4% |
| | Discouraging the purchase of a second home for rental purposes | 8.6% | 12.0% |
| | Government tax credits for first time home buyers | 7.9% | 13.1% |
| | Other | 2.8% | 4.6% |
| | Eliminating tax exemption on sale of primary residence | 1.5% | 2.5% |
| | Unsure | 0.9% | 1.4% |

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# Making housing more affordable in Canada - By demographics

Q – Please rank the following options in terms of what can make housing more affordable in Canada where 1 is the most likely to make housing more affordable and 2 the second most likely. [RANDOMIZE] [RANK 1]

### Building more housing overall

| Atlantic (n=89) | Quebec (n=248) | Ontario (n=347) | Prairies (n=205) | BC (n=142) |
|---|---|---|---|---|
| 17.3% | 21.7% | 24.3% | 23.4% | 25.2% |
| Men (n=495) | Women (n=533) | 18 to 34 (n=173) | 35 to 54 (n=394) | 55 plus (n=464) |
| 28.8% | 18.0% | 22.7% | 20.5% | 25.7% |

### Building more government subsidized housing

| Atlantic (n=89) | Quebec (n=248) | Ontario (n=347) | Prairies (n=205) | BC (n=142) |
|---|---|---|---|---|
| 22.0% | 27.5% | 21.6% | 12.5% | 24.1% |
| Men (n=495) | Women (n=533) | 18 to 34 (n=173) | 35 to 54 (n=394) | 55 plus (n=464) |
| 13.2% | 29.7% | 17.9% | 20.8% | 25.0% |

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# Making housing more affordable in Canada - By demographics

Q – Please rank the following options in terms of what can make housing more affordable in Canada where 1 is the most likely to make housing more affordable and 2 the second most likely. [RANDOMIZE] [RANK 1]

**Lowering mortgage rates**

| Atlantic (n=89) | Quebec (n=248) | Ontario (n=347) | Prairies (n=205) | BC (n=142) |
|---|---|---|---|---|
| **28.0%** | **22.1%** | **19.3%** | **25.3%** | **18.1%** |
| Men (n=495) | Women (n=533) | 18 to 34 (n=173) | 35 to 54 (n=394) | 55 plus (n=464) |
| **20.6%** | **22.1%** | **28.1%** | **22.1%** | **16.4%** |

**Reducing immigration**

| Atlantic (n=89) | Quebec (n=248) | Ontario (n=347) | Prairies (n=205) | BC (n=142) |
|---|---|---|---|---|
| **7.7%** | **10.1%** | **10.1%** | **21.0%** | **11.1%** |
| Men (n=495) | Women (n=533) | 18 to 34 (n=173) | 35 to 54 (n=394) | 55 plus (n=464) |
| **14.2%** | **9.9%** | **14.3%** | **13.3%** | **9.5%** |

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# Opinion on a decrease in housing prices

Q – Would you be happy, somewhat happy, somewhat unhappy or unhappy if housing prices went down?
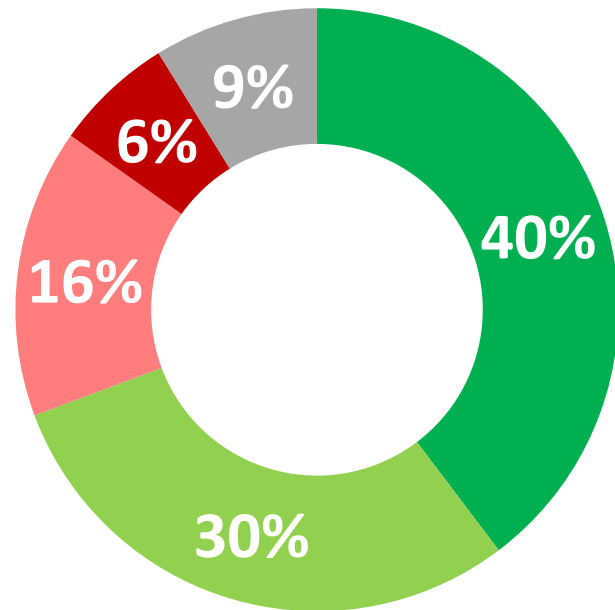


- Happy
- Somewhat happy
- Somewhat unhappy
- Unhappy
- Unsure

**7 in 10** Canadians

say that they would be happy or somewhat happy if housing prices went down.

*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 2nd to 4th 2023, n=1044, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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# Opinion on a decrease in housing prices - By demographics

Q – Would you be happy, somewhat happy, somewhat unhappy or unhappy if housing prices went down?

### Happy/Somewhat happy

| Atlantic (n=90) | Quebec (n=252) | Ontario (n=350) | Prairies (n=209) | BC (n=143) |
|---|---|---|---|---|
| **78.1%** | **82.1%** | **61.9%** | **62.9%** | **72.1%** |

| Men (n=504) | Women (n=537) | 18 to 34 (n=174) | 35 to 54 (n=396) | 55 plus (n=474) |
|---|---|---|---|---|
| **64.3%** | **74.1%** | **71.1%** | **70.1%** | **67.4%** |

### Unhappy/Somewhat unhappy

| Atlantic (n=90) | Quebec (n=252) | Ontario (n=350) | Prairies (n=209) | BC (n=143) |
|---|---|---|---|---|
| **13.2%** | **10.0%** | **28.9%** | **25.0%** | **22.6%** |

| Men (n=504) | Women (n=537) | 18 to 34 (n=174) | 35 to 54 (n=396) | 55 plus (n=474) |
|---|---|---|---|---|
| **25.6%** | **18.5%** | **20.8%** | **21.3%** | **23.1%** |

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1044 Canadians, 18 years of age or older, between September 2nd to 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 dialing 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

**METHODOLOGY**

| Element | Description |
|---|---|
| Research sponsor | Bloomberg News |
| Population and Final Sample Size | 1,044 Randomly selected individuals. |
| Source of Sample | Nanos Hybrid Panel |
| Type of Sample | Probability |
| Margin of Error | ±3.0 percentage points, 19 times out of 20. |
| Mode of Survey | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |
| Demographics (Captured) | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.<br>Six digit postal code was used to validate geography. |
| Fieldwork/Validation | Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online |
| 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 2nd to 4th, 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/ |

| Element | Description |
|---|---|
| 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 |
| 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. |
| Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate. |
| 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. |
| Estimated Response Rate | 10 percent, consistent with industry norms. |
| Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire. |
| Question Content | Topics on the omnibus ahead of the survey content included: views on housing, immigration, international students in Canada, carbon taxation, and leadership of federal election parties. |
| Question Wording | The questions in the preceding report are written exactly as they were asked to individuals. |
| Research/Data Collection Supplier | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions.<br>http://www.nanos.co<br>Telephone:(613) 234-4666 ext. 237<br>Email: info@nanosresearch.com. |

**TECHNICAL NOTE**

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ABOUT NANOS

# Any questions?

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TABULATIONS

## 2023-2452 – Bloomberg/Nanos Survey – Bloomberg August- STAT SHEET

**Please rank the following options in terms of what can make housing more affordable in Canada where 1 is the most likely to make housing more affordable and 2 the second most likely.**

| | | | | Region | | | | | Gender | | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2023-08 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | Other | 18 to 34 | 35 to 54 | 55 plus |
| Question - Rank 1 | Total | Unwgt N | 1031 | 89 | 248 | 347 | 205 | 142 | 495 | 533 | 3 | 173 | 394 | 464 |
| | | Wgt N | 993 | 68 | 228 | 385 | 174 | 138 | 483 | 507 | 3 | 268 | 320 | 405 |
| | Building more housing overall | % | 23.2 | 17.3 | 21.7 | 24.3 | 23.4 | 25.2 | 28.8 | 18.0 | | 22.7 | 20.5 | 25.7 |
| | Discouraging the purchase of a second home for rental purposes | % | 8.6 | 9.7 | 7.9 | 10.9 | 5.0 | 7.1 | 9.6 | 7.6 | | 7.2 | 9.3 | 8.9 |
| | Building more government subsidized housing | % | 21.7 | 22.0 | 27.5 | 21.6 | 12.5 | 24.1 | 13.2 | 29.7 | | 17.9 | 20.8 | 25.0 |
| | Lowering mortgage rates | % | 21.4 | 28.0 | 22.1 | 19.3 | 25.3 | 18.1 | 20.6 | 22.1 | | 28.1 | 22.1 | 16.4 |
| | Government tax credits for first time home buyers | % | 7.9 | 10.0 | 6.7 | 7.9 | 9.2 | 7.0 | 9.0 | 6.7 | | 5.4 | 9.3 | 8.4 |
| | Reducing immigration | % | 12.0 | 7.7 | 10.1 | 10.1 | 21.0 | 11.1 | 14.2 | 9.9 | | 14.3 | 13.3 | 9.5 |
| | Eliminating tax exemption on sale of primary residence | % | 1.5 | 2.0 | 1.4 | 1.5 | 1.2 | 2.1 | 1.3 | 1.8 | | 1.7 | 1.5 | 1.4 |
| | Other (specify below) | % | 2.8 | 1.3 | 1.8 | 3.8 | 1.7 | 4.2 | 2.5 | 3.1 | | 2.0 | 2.4 | 3.8 |
| | Unsure | % | 0.9 | 1.9 | 0.8 | 0.7 | 0.7 | 1.1 | 0.8 | 1.0 | | 0.8 | 0.8 | 0.9 |

## 2023-2452 – Bloomberg/Nanos Survey – Bloomberg August- STAT SHEET

**Please rank the following options in terms of what can make housing more affordable in Canada where 1 is the most likely to make housing more affordable and 2 the second most likely.**

| | | | Canada 2023-08 | Region | | | | | Gender | | | Age | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | Other | 18 to 34 | 35 to 54 | 55 plus |
| Question - Rank 2 | Total | Unwgt N | 1011 | 88 | 246 | 337 | 203 | 137 | 484 | 524 | 3 | 167 | 386 | 458 |
| | | Wgt N | 971 | 67 | 226 | 374 | 172 | 131 | 469 | 498 | 3 | 258 | 313 | 400 |
| | Building more housing overall | % | 21.7 | 23.3 | 23.5 | 20.7 | 18.0 | 25.6 | 22.6 | 21.0 | | 18.8 | 19.7 | 25.2 |
| | Discouraging the purchase of a second home for rental purposes | % | 12.0 | 8.9 | 12.0 | 11.2 | 11.7 | 16.0 | 11.0 | 12.7 | | 14.9 | 8.7 | 12.6 |
| | Building more government subsidized housing | % | 17.9 | 16.3 | 18.4 | 20.2 | 11.7 | 19.7 | 18.0 | 18.0 | | 18.1 | 20.5 | 15.8 |
| | Lowering mortgage rates | % | 16.3 | 15.9 | 16.2 | 16.1 | 21.2 | 11.0 | 15.8 | 16.9 | | 12.7 | 19.8 | 16.0 |
| | Government tax credits for first time home buyers | % | 13.1 | 16.5 | 11.2 | 14.4 | 14.1 | 9.8 | 11.9 | 14.4 | | 12.8 | 11.5 | 14.6 |
| | Reducing immigration | % | 10.4 | 8.5 | 13.0 | 10.0 | 11.9 | 6.4 | 11.7 | 9.3 | | 13.6 | 11.5 | 7.5 |
| | Eliminating tax exemption on sale of primary residence | % | 2.5 | 4.7 | 1.4 | 3.1 | 3.4 | 0.6 | 3.3 | 1.8 | | 1.4 | 2.5 | 3.3 |
| | Other (specify below) | % | 4.6 | 4.4 | 3.7 | 3.6 | 6.2 | 6.8 | 3.7 | 5.0 | | 5.8 | 5.3 | 3.2 |
| | Unsure | % | 1.4 | 1.2 | 0.7 | 0.8 | 1.8 | 4.2 | 1.9 | 1.0 | | 1.9 | 0.4 | 1.9 |

| | | | Canada 2023-08 | Region | | | | | Gender | | | Age | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | Other | 18 to 34 | 35 to 54 | 55 plus |
| Question - Would you be happy, somewhat happy, somewhat unhappy or unhappy if housing prices went down? | 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 |
| | Happy | % | 39.7 | 46.6 | 49.6 | 35.4 | 31.6 | 41.7 | 35.4 | 43.8 | | 43.8 | 39.5 | 37.1 |
| | Somewhat happy | % | 29.6 | 31.5 | 32.5 | 26.5 | 31.3 | 30.4 | 28.9 | 30.3 | | 27.3 | 30.6 | 30.3 |
| | Somewhat unhappy | % | 15.5 | 10.7 | 7.1 | 20.5 | 17.6 | 15.3 | 17.9 | 13.3 | | 14.7 | 14.8 | 16.6 |
| | Unhappy | % | 6.4 | 2.5 | 2.9 | 8.4 | 7.4 | 7.3 | 7.7 | 5.2 | | 6.1 | 6.5 | 6.5 |
| | Unsure | % | 8.8 | 8.6 | 7.9 | 9.2 | 12.1 | 5.4 | 10.1 | 7.4 | | 8.2 | 8.5 | 9.5 |