Most Canadians lack confidence that housing in Canada will be more affordable in 5 years; NDP and Conservatives more trusted than Liberals on affordable housing.





The research gauged trust in federal parties on issues related to inflation, economic growth, affordable housing and help to the middle class, as well as confidence in housing affordability improving in Canada.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> to 4<sup>th</sup>, 2023 as part of an omnibus survey. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

The research was commissioned by the Globe and Mail and was conducted by Nanos Research.

### **Key Findings**

1

### CANADIANS LACK CONFIDENCE THAT HOUSING AFFORDABILITY WILL IMPROVE IN NEXT FIVE YEARS

More than eight in ten Canadians say they are not confident (57%) or somewhat not confident (24%) that in five years housing in Canada will be more affordable than it is today, while under one in five are somewhat confident (14%) or confident (two per cent).

2

### NDP AND CPC MORE TRUSTED THAN LPC ON AFFORDABLE HOUSING

Canadians trust the NDP (26%) or the Conservatives (25%) more on housing affordability than the Liberal Party (16%). This is consistent with findings from August and consistent across region, age and gender.

3

### CANADIANS TRUST THE CPC MOST TO MANAGE ECONOMIC ISSUES

Overall, the Conservatives have a slight edge over the Liberal Party in terms of the party most trusted on economic issues, such as managing inflation (34%, followed by 27% for LPC and 20% for none of them) and supporting economic growth (36%, 31% for LPC).

4

#### YOUNG CANADIANS TRUST CPC MOST ON ECONOMIC ISSUES, NDP ON HELPING MIDDLE CLASS

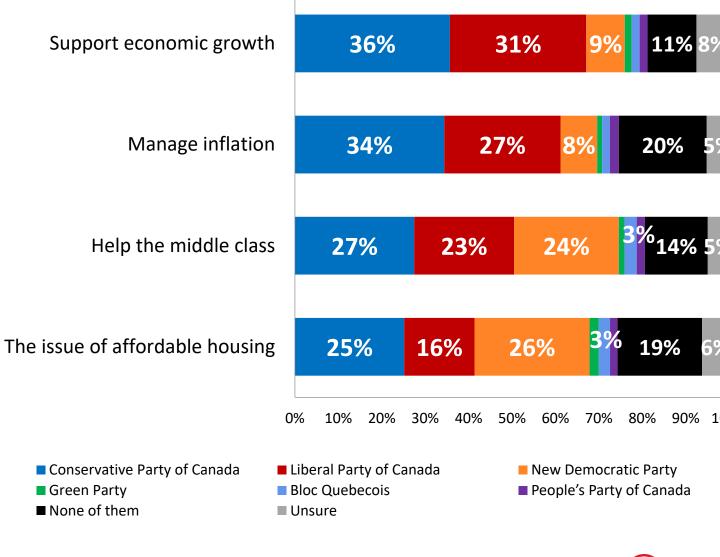
Conservatives have an advantage with Canadians 18 to 34 in terms of their trust regarding managing inflation (39%; 32% of those 55 plus) or supporting economic growth (40%; 33% of those 55 plus). Canadians 18 to 34 are more likely to say they trust NDP the most on helping the middle class (33%) than those 35 to 54 (22%) or 55 plus (20%).

THE GLOBE AND MAIL\*



Q – Which federal party do you trust most with the following: [RANDOMIZE ORDER OF QUESTIONS 1-4 AND RESPONSES]

### **Trust in federal parties**



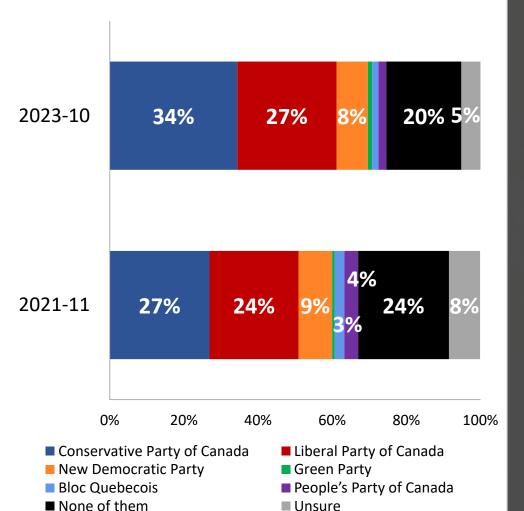


<sup>\*</sup>Weighted to the true population proportion.

<sup>\*</sup>Charts may not add up to 100 due to rounding.

<sup>\*</sup>Labels under 3% have been removed for clarity





Unsure

### Trust in federal parties to manage inflation

### 1 in 3 Canadians

Say they would trust the CPC most to manage inflation, followed by the Liberal Party (27%) and none of them (20%). Trust in the CPC to manage inflation has increased by seven percentage points since 2021. Men are much more likely to say they trust CPC (43%) most than women (27%), Canadians 18 to 34 trust the CPC more (39%) than older Canadians (55 plus)(32%).

Q – Which federal party do you trust most with the following: Manage inflation [RANDOMIZE]



<sup>\*</sup>Weighted to the true population proportion.

<sup>\*</sup>Charts may not add up to 100 due to rounding.

# Trust in federal parties to manage inflation – By demographics

Q – Which federal party do you trust most with the following: **Manage inflation** [RANDOMIZE]

	Canada (n=100)	Atlantic (n=226)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)	Men (n=572)	Women (n=485)	18-34 (n=177)	35-54 (n=407)	55 plus (n=474)
Conservative Party of Canada	34.4%	35.0%	29.3%	33.0%	45.8%	32.1%	42.5%	26.7%	38.8%	34.2%	31.7%
Liberal Party of Canada	26.8%	32.9%	26.3%	27.5%	21.6%	29.0%	24.2%	29.1%	22.1%	26.2%	30.3%
New Democratic Party of Canada	8.5%	6.5%	8.1%	5.6%	14.3%	10.7%	6.9%	10.0%	10.4%	8.3%	7.3%
People's Party of Canada	2.1%	-	2.2%	2.6%	1.3%	2.4%	2.7%	1.5%	2.0%	3.6%	0.9%
Bloc Quebecois	1.8%	-	7.1%	0.2%	0.2%	-	1.9%	1.6%	1.3%	1.0%	2.7%
Green Party of Canada	1.1%	1.8%	0.7%	1.6%	0.4%	1.3%	1.3%	1.0%	-	1.4%	1.7%
None of them	20.3%	19.4%	19.5%	24.6%	12.0%	20.0%	17.5%	23.0%	20.6%	19.7%	20.5%
Unsure	5.2%	4.4%	6.7%	5.0%	4.3%	4.5%	3.1%	7.2%	4.9%	5.5%	5.0%



- Conservative Party of Canada
- New Democratic Party
- Bloc Quebecois
- None of them

- Liberal Party of Canada
- Green Party
- People's Party of Canada
- Unsure

# Trust in federal parties to support economic growth

# Canadians trust the CPC and LPC most

to support economic growth, with the CPC (36%) having a slight edge over the Liberals (31%). Once again, men are more likely to trust the CPC on this issue (45%; 27% of women) and women have more trust in the LPC (34%; 28% of men), while those 18-34 trust the CPC more (40%) than those 55 plus (33%).

Q – Which federal party do you trust most with the following: **Support economic growth** [RANDOMIZE]



<sup>\*</sup>Weighted to the true population proportion.

 $<sup>\</sup>mbox{{\tt *Charts}}$  may not add up to 100 due to rounding.



# Trust in federal parties to support economic growth – by demographics

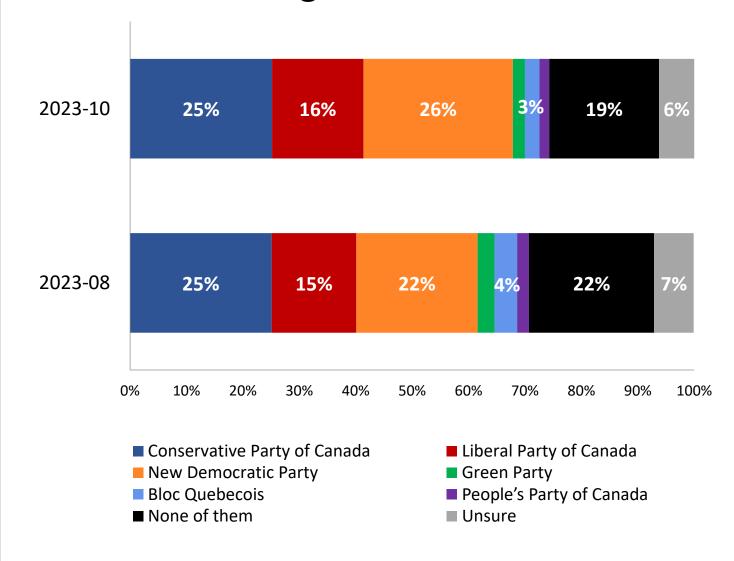
Q – Which federal party do you trust most with the following : **Support economic growth** [RANDOMIZE]

	Canada (n=100)	Atlantic (n=226)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)	Men (n=572)	Women (n=485)	18-34 (n=177)	35-54 (n=407)	55 plus (n=474)
Conservative Party of Canada	35.7%	32.9%	26.3%	38.5%	45.0%	33.0%	44.5%	27.3%	39.6%	36.5%	32.5%
Liberal Party of Canada	31.4%	37.4%	34.4%	32.6%	25.6%	27.6%	28.2%	34.4%	25.3%	29.6%	36.8%
New Democratic Party of Canada	8.9%	6.0%	6.2%	5.9%	15.9%	14.0%	7.8%	9.9%	13.6%	8.9%	5.8%
People's Party of Canada	1.8%	1.0%	2.2%	2.4%	1.3%	0.6%	2.3%	1.3%	2.2%	2.8%	0.7%
Bloc Quebecois	1.8%	-	8.0%	-	-	-	2.2%	1.5%	0.8%	1.5%	2.8%
Green Party of Canada	1.6%	1.8%	1.2%	2.2%	-	2.3%	1.5%	1.7%	0.3%	1.7%	2.4%
None of them	11.3%	15.1%	11.2%	11.6%	6.2%	15.0%	9.0%	13.5%	9.7%	11.1%	12.4%
Unsure	7.5%	5.7%	10.4%	6.9%	6.0%	7.4%	4.7%	10.3%	8.5%	7.9%	6.6%



Q – Which federal party do you trust most with the following: **The issue of affordable housing** [RANDOMIZE]

# Trust in federal parties on the issue of affordable housing





<sup>\*</sup>Weighted to the true population proportion.

<sup>\*</sup>Charts may not add up to 100 due to rounding.

### h Q

## Trust in federal parties on the issue of affordable housing – by demographics

Q – Which federal party do you trust most with the following: **The issue of affordable housing** [RANDOMIZE]

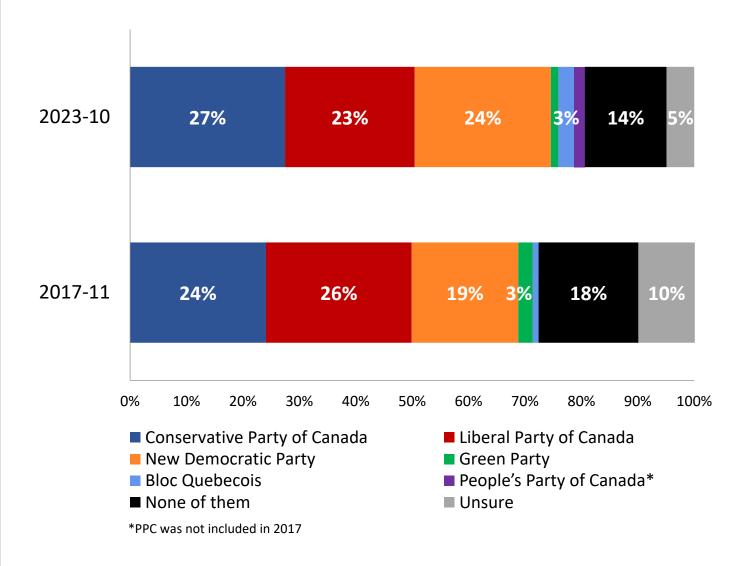
	Canada (n=100)	Atlantic (n=226)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)	Men (n=572)	Women (n=485)	18-34 (n=177)	35-54 (n=407)	55 plus (n=474)
New Democratic Party of Canada	26.5%	25.9%	23.5%	24.1%	31.0%	32.9%	24.3%	28.5%	27.7%	28.4%	24.2%
Conservative Party of Canada	25.2%	21.5%	17.4%	25.5%	36.6%	24.7%	29.6%	20.9%	28.6%	24.4%	23.5%
Liberal Party of Canada	16.2%	21.2%	19.5%	17.7%	11.7%	9.8%	17.5%	15.0%	12.5%	15.6%	19.1%
Bloc Quebecois	2.6%	-	11.2%	-	-	-	2.2%	3.0%	1.8%	2.4%	3.3%
Green Party of Canada	2.2%	3.0%	0.7%	3.0%	0.4%	4.0%	2.6%	1.8%	1.4%	2.1%	2.7%
People's Party of Canada	1.7%	-	2.8%	1.8%	1.0%	1.5%	2.3%	1.2%	2.5%	2.8%	0.4%
None of them	19.5%	20.5%	15.2%	22.7%	14.6%	23.2%	16.8%	22.1%	18.1%	18.0%	21.5%
Unsure	6.2%	7.9%	9.8%	5.3%	4.7%	3.9%	4.8%	7.6%	7.4%	6.3%	5.4%



Consistent with findings from 2017, Canadians are divided in terms of which political party they trust the most to help the middle class, with about one in four each saying the CPC, LPC or NDP. Canadians 18 to 34 are more likely to say they trust NDP the most (33%) than those 35 to 54 (22%) or 55 plus (20%).

Q – Which federal party do you trust most with the following: Help the middle class [RANDOMIZE]

#### Trust in federal parties to help the middle class





<sup>\*</sup>Weighted to the true population proportion.

<sup>\*</sup>Charts may not add up to 100 due to rounding.

# Trust in federal parties to help the middle class – by demographics

Q – Which federal party do you trust most with the following: **Help the middle class** [RANDOMIZE]

	Canada (n=100)	Atlantic (n=226)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)	Men (n=572)	Women (n=485)	18-34 (n=177)	35-54 (n=407)	55 plus (n=474)
Conservative Party of Canada	27.5%	22.8%	19.7%	29.3%	38.3%	23.8%	33.0%	22.2%	29.4%	28.9%	25.1%
New Democratic Party of Canada	24.1%	26.2%	19.3%	21.8%	29.2%	31.4%	20.0%	27.9%	33.2%	21.9%	20.0%
Liberal Party of Canada	23.0%	21.8%	26.6%	25.2%	18.5%	17.1%	24.0%	22.1%	15.9%	24.7%	26.3%
Bloc Quebecois	2.8%	-	12.1%	-	-	-	2.5%	3.1%	2.3%	2.4%	3.4%
People's Party of Canada	1.9%	-	1.3%	2.7%	1.3%	2.4%	2.6%	1.2%	1.9%	3.6%	0.5%
Green Party of Canada	1.3%	1.2%	1.0%	1.6%	-	3.0%	1.5%	1.2%	0.5%	1.2%	2.0%
None of them	14.5%	21.6%	12.2%	16.4%	7.3%	18.6%	12.7%	16.2%	11.9%	13.5%	16.9%
Unsure	4.9%	6.4%	7.9%	3.1%	5.5%	3.7%	3.7%	6.1%	4.8%	3.8%	5.9%



# 57% Confident Somewhat confident ■ Somewhat not confident ■ Not confident Unsure

Q – Are you confident, somewhat confident, somewhat not confident or not confident that in 5 years housing in Canada will be more affordable than it is today?

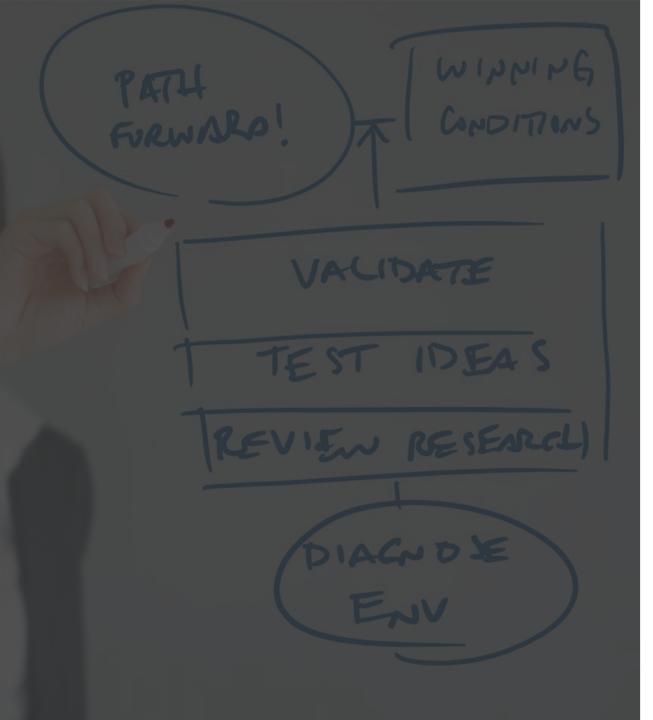
### **Confidence in housing affordability**

vhat	Atlantic	Quebec	Ontario	Prairies	BC
	(n=100)	(n=226)	(n=362)	(n=212)	(n=158)
Somew	22.8%	13.9%	17.1%	18.3%	10.2%
Confident/Somewhat	Men	Women	18-34	35-54	55 plus
confident	(n=572)	(n=485)	(n=177)	(n=407)	(n=474)
Ö	17.1%	15.0%	13.1%	13.6%	19.8%
vhat not	Atlantic	Quebec	Ontario	Prairies	BC
	(n=100)	(n=226)	(n=362)	(n=212)	(n=158)
ent/Somev confident	72.9%	84.5%	80.0%	78.1%	89.4%
Not confident/Somewhat not confident	Men	Women	18-34	35-54	55 plus
	(n=572)	(n=485)	(n=177)	(n=407)	(n=474)
Not o	81.1%	81.9%	84.5%	83.8%	77.8%



<sup>\*</sup>Weighted to the true population proportion.

<sup>\*</sup>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 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 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  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

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Element	Description	Element	Description
Research sponsor	The Globe and Mail	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
Population and Final Sample Size	1058 Randomly selected individuals.		a distribution across all regions of Canada. See tables for full weighting disclosure
Source of Sample	Nanos Hybrid Panel	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
Type of Sample	Probability		data.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.	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.
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.	Estimated Response Rate	13 percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Number of Calls	Maximum of five call backs to those recruited.		Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on India-Canada
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Question Content	relations, views on financial support for Ukraine, and the impact of the House of Commons Nazi scandal on Canada's reputation.
Field Dates	October 1 <sup>st</sup> to 4 <sup>th</sup> , 2023.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Language of Survey	The survey was conducted in both English and French.	Research/Data Collection	Nanos Research
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/	Supplier Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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### nanos dimap analytika

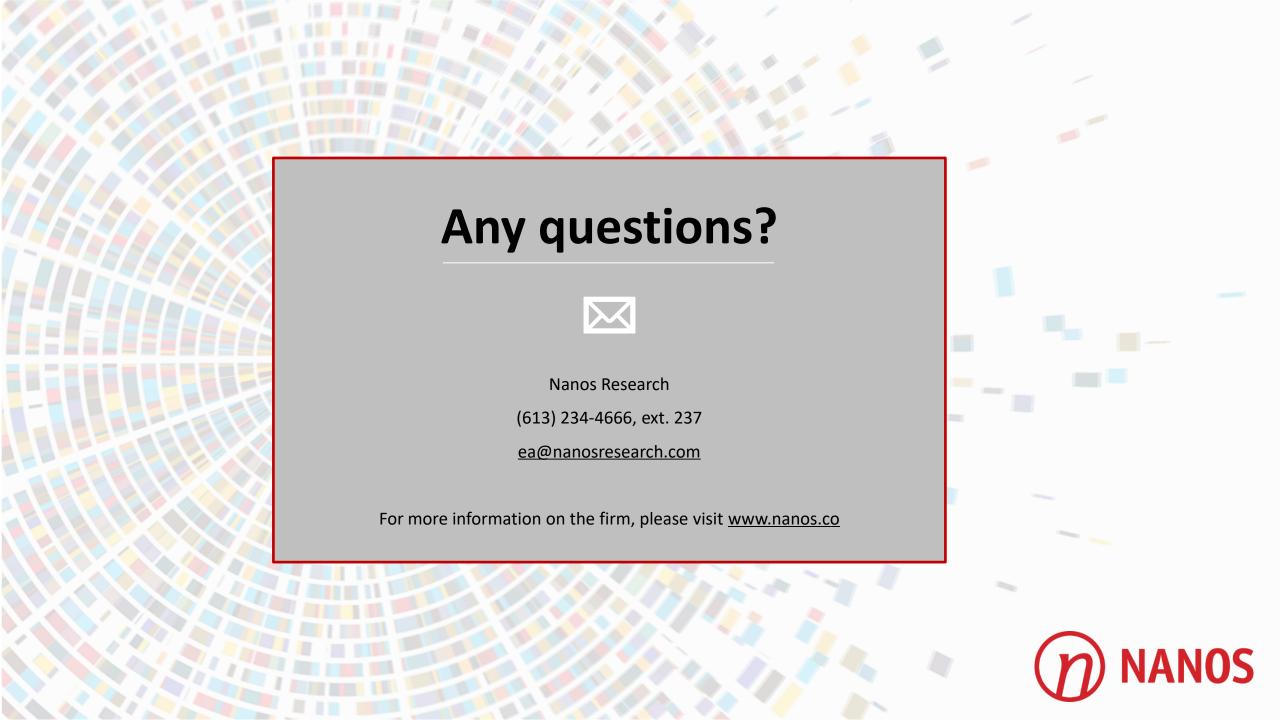


dimap

This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

### **Ethic**Stratēgies

Ethic Strategies was created by the founding partners of <u>PAA Advisory</u> and the <u>Nanos</u> <u>Research Corporation</u>, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. <u>www.ethicstrategies.com</u>





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#### 2023-2458 - Globe and Mail/Nanos Survey - September - STAT SHEET

Which federal party do you trust most with the following: [RANDOMIZE QUESTIONS AND RESPONSE OPTIONS]

					Re	gion				Gender			Age	
			Canada 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Manage inflation	Total	Unwgt N	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Conservative Party of Canada	%	34.4	35.0	29.3	33.0	45.8	32.1	42.5	26.7		38.8	34.2	31.7
	Liberal Party of Canada	%	26.8	32.9	26.3	27.5	21.6	29.0	24.2	29.1		22.1	26.2	30.3
	New Democratic Party	%	8.5	6.5	8.1	5.6	14.3	10.7	6.9	10.0		10.4	8.3	7.3
	Green Party	%	1.1	1.8	0.7	1.6	0.4	1.3	1.3	1.0		0.0	1.4	1.7
	Bloc Quebecois	%	1.8	0.0	7.1	0.2	0.2	0.0	1.9	1.6		1.3	1.0	2.7
	People's Party of Canada	%	2.1	0.0	2.2	2.6	1.3	2.4	2.7	1.5		2.0	3.6	0.9
	None of them	%	20.3	19.4	19.5	24.6	12.0	20.0	17.5	23.0		20.6	19.7	20.5
	Unsure	%	5.2	4.4	6.7	5.0	4.3	4.5	3.1	7.2		4.9	5.5	5.0

#### Which federal party do you trust most with the following: [RANDOMIZE QUESTIONS AND RESPONSE OPTIONS]

					Reg	gion				Gender			Age	
			Canada 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Support economic growth	Total	Unwgt N	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Conservative Party of Canada	%	35.7	32.9	26.3	38.5	45.0	33.0	44.5	27.3		39.6	36.5	32.5
	Liberal Party of Canada	%	31.4	37.4	34.4	32.6	25.6	27.6	28.2	34.4		25.3	29.6	36.8
	New Democratic Party	%	8.9	6.0	6.2	5.9	15.9	14.0	7.8	9.9		13.6	8.9	5.8
	Green Party	%	1.6	1.8	1.2	2.2	0.0	2.3	1.5	1.7		0.3	1.7	2.4
	Bloc Quebecois	%	1.8	0.0	8.0	0.0	0.0	0.0	2.2	1.5		0.8	1.5	2.8
	People's Party of Canada	%	1.8	1.0	2.2	2.4	1.3	0.6	2.3	1.3		2.2	2.8	0.7
	None of them	%	11.3	15.1	11.2	11.6	6.2	15.0	9.0	13.5		9.7	11.1	12.4
	Unsure	%	7.5	5.7	10.4	6.9	6.0	7.4	4.7	10.3		8.5	7.9	6.6

#### 2023-2458 - Globe and Mail/Nanos Survey - September - STAT SHEET

Which federal party do you trust most with the following: [RANDOMIZE QUESTIONS AND RESPONSE OPTIONS]

					Re	gion				Gender			Age	
			Canada 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – The issue of affordable	Total	Unwgt N	1058	100	226	362	212	158	572	485	1	177	407	474
housing		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Conservative Party of Canada	%	25.2	21.5	17.4	25.5	36.6	24.7	29.6	20.9		28.6	24.4	23.5
	Liberal Party of Canada	%	16.2	21.2	19.5	17.7	11.7	9.8	17.5	15.0		12.5	15.6	19.1
	New Democratic Party	%	26.5	25.9	23.5	24.1	31.0	32.9	24.3	28.5		27.7	28.4	24.2
	Green Party	%	2.2	3.0	0.7	3.0	0.4	4.0	2.6	1.8		1.4	2.1	2.7
	Bloc Quebecois	%	2.6	0.0	11.2	0.0	0.0	0.0	2.2	3.0		1.8	2.4	3.3
	People's Party of Canada	%	1.7	0.0	2.8	1.8	1.0	1.5	2.3	1.2		2.5	2.8	0.4
	None of them	%	19.5	20.5	15.2	22.7	14.6	23.2	16.8	22.1		18.1	18.0	21.5
	Unsure	%	6.2	7.9	9.8	5.3	4.7	3.9	4.8	7.6		7.4	6.3	5.4

#### Which federal party do you trust most with the following: [RANDOMIZE QUESTIONS AND RESPONSE OPTIONS]

					Reg	gion				Gender			Age	
			Canada	Auto arts	0 1	0.1.1		British			0.1	18 to	35 to	55
Question – Help the middle class	Total	Unwgt N	2023-10 1058	Atlantic 100	Quebec 226	Ontario 362	Prairies 212	Columbia 158	Male 572	Female 485	Other 1	34 177	54 407	plus 474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Conservative Party of Canada	%	27.5	22.8	19.7	29.3	38.3	23.8	33.0	22.2		29.4	28.9	25.1
	Liberal Party of Canada	%	23.0	21.8	26.6	25.2	18.5	17.1	24.0	22.1		15.9	24.7	26.3
	New Democratic Party	%	24.1	26.2	19.3	21.8	29.2	31.4	20.0	27.9		33.2	21.9	20.0
	Green Party	%	1.3	1.2	1.0	1.6	0.0	3.0	1.5	1.2		0.5	1.2	2.0
	Bloc Quebecois	%	2.8	0.0	12.1	0.0	0.0	0.0	2.5	3.1		2.3	2.4	3.4
	People's Party of Canada	%	1.9	0.0	1.3	2.7	1.3	2.4	2.6	1.2		1.9	3.6	0.5
	None of them	%	14.5	21.6	12.2	16.4	7.3	18.6	12.7	16.2		11.9	13.5	16.9
	Unsure	%	4.9	6.4	7.9	3.1	5.5	3.7	3.7	6.1		4.8	3.8	5.9



### NANOS THE GLOBE AND MAIL\*

#### 2023-2458 - Globe and Mail/Nanos Survey - September - STAT SHEET

					Re	gion				Gender			Age	
			Canada					British				18 to	35 to	55
			2023-10	Atlantic	Quebec	Ontario	Prairies	Columbia	Male	Female	Other	34	54	plus
Question – Are you confident,	Total	Unwgt N	1058	100	226	362	212	158	572	485	1	177	407	474
somewhat		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
confident, somewhat not	Confident	%	2.0	3.5	2.4	2.1	1.7	0.7	2.6	1.4		2.3	2.0	1.7
confident or not confident that in 5	Somewhat confident	%	14.0	19.2	11.5	15.0	16.6	9.5	14.4	13.6		10.8	11.5	18.0
years housing in Canada will be	Somewhat not confident	%	24.3	22.5	26.8	22.6	24.7	25.5	21.9	26.5		21.2	25.6	25.4
more affordable than it is today?	Not confident	%	57.2	50.4	57.7	57.5	53.4	63.9	59.2	55.4		63.4	58.2	52.5
than it is today?	Unsure	%	2.5	4.3	1.6	2.9	3.7	0.4	1.8	3.1		2.4	2.7	2.4