Liberals less trusted than Conservatives, New Democrats or no party at all on the issue of housing.

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NANOS

The research gauged the opinions among Canadians on housing including which federal party they trust the most on the issue of affordable housing and the two important issues that influence their vote.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1069 Canadians, 18 years of age or older, between March 31st and April 1st, 2024 as part of an omnibus survey.
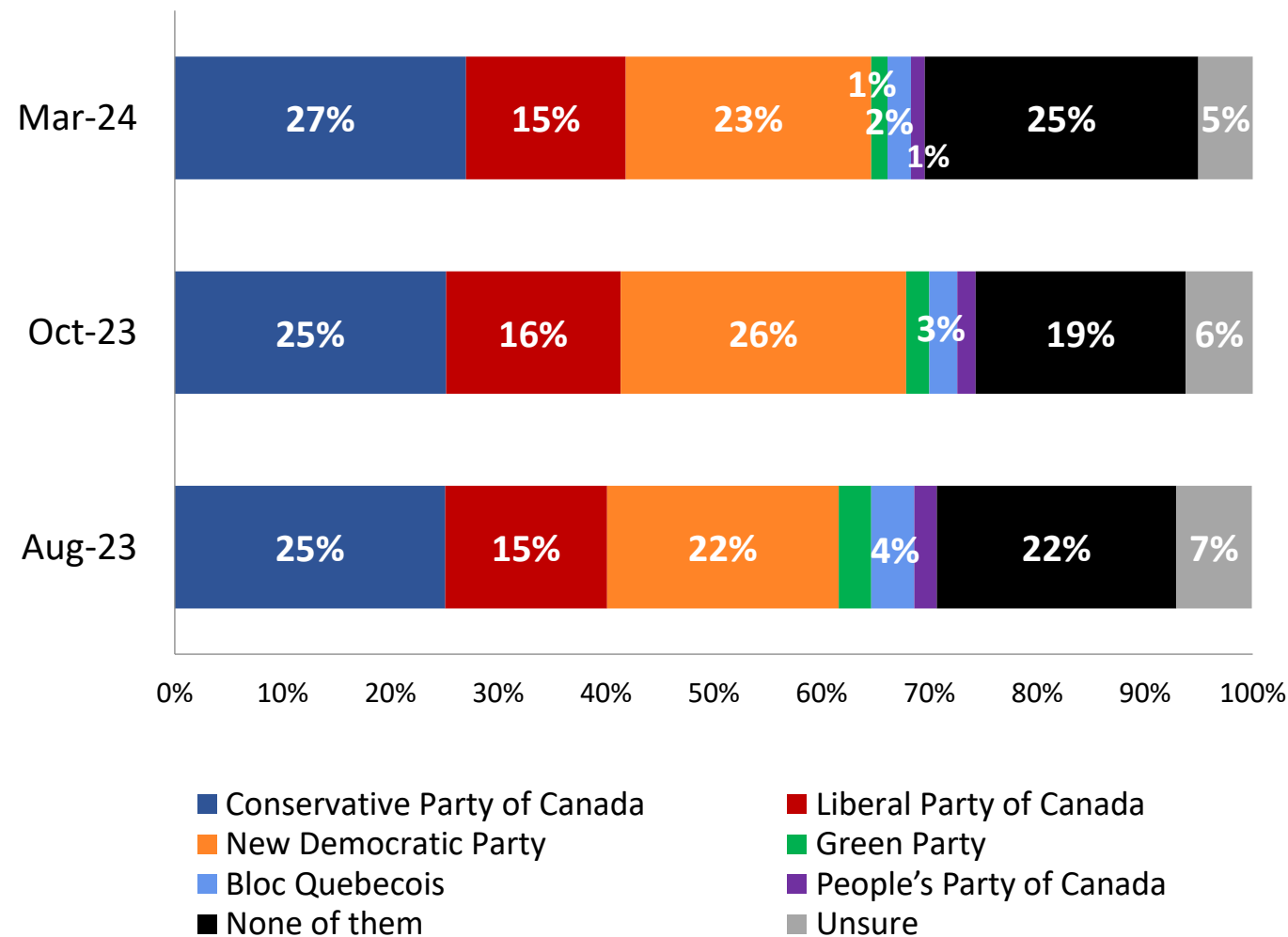
The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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

Summary

Trust in federal parties on the issue of affordable housing

Around one in four Canadians trust either the Conservative Party of Canada, the New Democratic Party or no party at all the most on the issue of affordable housing.

Prairie residents are more likely to trust Conservatives most (41%) than residents of Quebec (17%). Men are also more likely to trust Conservatives on the issue (35%) than women (19%).

Mar-24	27%	15%	23%	1% / 2% / 1%		25%	5%
Oct-23	25%	16%	26%	3%		19%	6%
Aug-23	25%	15%	22%	4%		22%	7%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- ■ Conservative Party of Canada
- ■ Liberal Party of Canada
- ■ New Democratic Party
- ■ Green Party
- ■ Bloc Quebecois
- ■ People's Party of Canada
- ■ None of them
- ■ Unsure

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

Q – Which federal party do you trust most on the issue of affordable housing? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st to April 1st, 2024, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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

Q – Which federal party do you trust most on the issue of affordable housing? [RANDOMIZE]

	Canada (n=1069)	Atlantic (n=101)	Quebec (n=302)	Ontario (n=358)	Prairies (n=168)	BC (n=140)	Men (n=552)	Women (n=516)	18 to 34 (n=150)	35 to 54 (n=436)	55 plus (n=483)
Conservative Party of Canada	27.0%	29.4%	16.6%	26.7%	41.1%	26.5%	35.1%	19.3%	27.4%	28.8%	25.4%
New Democratic Party of Canada	22.8%	21.1%	20.8%	23.8%	19.6%	28.0%	19.5%	25.9%	27.3%	21.6%	20.7%
Liberal Party of Canada	14.8%	18.9%	15.2%	16.0%	10.3%	14.8%	13.3%	16.3%	8.6%	13.8%	19.7%
Bloc Quebecois	2.2%	-	9.0%	-	-	0.7%	2.5%	1.8%	-	2.0%	3.8%
Green Party of Canada	1.5%	2.4%	1.7%	0.7%	0.4%	4.3%	1.2%	1.7%	1.5%	1.6%	1.4%
People's Party of Canada	1.3%	-	2.4%	1.5%	0.4%	0.5%	2.0%	0.6%	2.3%	1.6%	0.4%
None of them	25.4%	23.5%	27.9%	25.9%	22.4%	24.5%	23.9%	26.7%	23.8%	26.2%	25.8%
Unsure	5.1%	4.6%	6.4%	5.5%	5.9%	0.7%	2.4%	7.6%	9.0%	4.4%	3.0%

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

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Important issues that would influence votes

Q – If a federal election was held today, please rank the top two most important issues in order of importance where 1 is the most important issue that would influence your vote and 2 the second most important. [Rank top 2][RANDOMIZE]

	Rank 1 (n=1061)	Rank 2 (n=1051)
Cost of living/inflation	30.6%	22.3%
Health care	20.0%	15.5%
Climate change/environment	13.2%	9.8%
Housing affordability	9.8%	16.0%
Taxes	8.9%	8.1%
Job creation/economic growth	6.0%	7.7%
Immigration	4.1%	8.7%
Crime/public safety	3.8%	6.5%
Foreign policy	1.6%	3.0%
Indigenous reconciliation	0.6%	1.8%
Other	1.0%	0.6%
Unsure	0.5%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st to April 1st, 2024, n=1061, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Important issues that would influence votes (rank 1) – by demographics

Q – If a federal election was held today, please rank the top two most important issues in order of importance where 1 is the most important issue that would influence your vote and 2 the second most important. [Rank top 2][RANDOMIZE]

	Canada (n=1061)	Atlantic (n=101)	Quebec (n=298)	Ontario (n=357)	Prairies (n=166)	BC (n=139)	Men (n=547)	Women (n=513)	18 to 34 (n=150)	35 to 54 (n=434)	55 plus (n=477)
Cost of living/inflation	30.6%	32.6%	25.8%	30.1%	37.6%	30.0%	32.2%	29.1%	36.5%	33.2%	24.7%
Health care	20.0%	17.6%	16.8%	20.1%	23.9%	21.0%	14.8%	24.9%	13.9%	16.5%	26.7%
Climate change/environment	13.2%	14.8%	18.7%	12.6%	8.5%	10.8%	11.5%	14.8%	9.5%	13.2%	15.6%
Housing affordability	9.8%	5.3%	11.2%	10.6%	5.7%	12.7%	9.2%	10.2%	14.6%	8.6%	7.7%
Taxes	8.9%	13.4%	7.0%	9.2%	9.4%	8.4%	11.7%	6.3%	9.5%	10.1%	7.6%
Job creation/economic growth	6.0%	7.2%	5.2%	6.3%	4.6%	7.6%	8.1%	4.0%	4.7%	7.4%	5.7%
Immigration	4.1%	3.0%	6.4%	3.5%	3.5%	2.8%	5.1%	3.1%	2.8%	3.7%	5.1%
Crime/public safety	3.8%	2.3%	3.2%	3.9%	4.8%	3.9%	3.1%	4.5%	3.7%	4.0%	3.7%
Foreign policy	1.6%	0.8%	3.0%	1.6%	1.1%	-	2.4%	0.8%	2.2%	1.3%	1.4%
Indigenous reconciliation	0.6%	-	1.1%	0.2%	-	1.7%	0.3%	0.8%	1.0%	0.6%	0.2%
Other	1.0%	1.2%	0.9%	1.1%	1.0%	1.1%	1.6%	0.5%	0.6%	1.2%	1.2%
Unsure	0.5%	1.9%	0.6%	0.5%	-	-	-	0.9%	1.0%	-	0.5%

*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, March 31st to April 1st, 2024, n=1061, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between March 31st and April 1st, 2024 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	1069 Randomly selected individuals.
Source of Sample	Nanos Probability 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. 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	March 31st to April 1st, 2024.
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	XX 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 political issues, views on economic issues, food banks, increased grocery prices, car theft, government finances and internet regulation.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

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ABOUT NANOS

Any questions?

✉

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Question - Which federal party do you trust most on the issue of affordable housing? [RANDOMIZE]

				Region					Gender			Age		
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which federal party do you trust most on the issue of affordable housing? [RANDOMIZE]	Total	Unwgt N	1069	101	302	358	168	140	552	516	1	150	436	483
		Wgt N	1001	67	232	388	175	139	490	510	1	267	323	411
	Conservative Party of Canada	%	27.0	29.4	16.6	26.7	41.1	26.5	35.1	19.3	-	27.4	28.8	25.4
	Liberal Party of Canada	%	14.8	18.9	15.2	16.0	10.3	14.8	13.3	16.3	-	8.6	13.8	19.7
	NDP	%	22.8	21.1	20.8	23.8	19.6	28.0	19.5	25.9	-	27.3	21.6	20.7
	Green Party	%	1.5	2.4	1.7	0.7	0.4	4.3	1.2	1.7	-	1.5	1.6	1.4
	Bloc Quebecois	%	2.2	0.0	9.0	0.0	0.0	0.7	2.5	1.8	-	0.0	2.0	3.8
	People's Party of Canada	%	1.3	0.0	2.4	1.5	0.4	0.5	2.0	0.6	-	2.3	1.6	0.4
	None of them	%	25.4	23.5	27.9	25.9	22.4	24.5	23.9	26.7	-	23.8	26.2	25.8
	Unsure	%	5.1	4.6	6.4	5.5	5.9	0.7	2.4	7.6	-	9.0	4.4	3.0

Question - If a federal election was held today, please rank the top two most importan issues in order of importance where 1 is the most important issue that would influnce your vote and 2 the second most important [RANDOMIZE]

				Region					Gender			Age		
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 1 [RANDOMIZE]	Total	Unwgt N	1061	101	298	357	166	139	547	513	1	150	434	477
		Wgt N	995	67	229	387	174	138	486	508	1	267	322	407
	Cost of living/inflation	%	30.6	32.6	25.8	30.1	37.6	30.0	32.2	29.1	-	36.5	33.2	24.7
	Housing affordability	%	9.8	5.3	11.2	10.6	5.7	12.7	9.2	10.2	-	14.6	8.6	7.7
	Job creation/economic growth	%	6.0	7.2	5.2	6.3	4.6	7.6	8.1	4.0	-	4.7	7.4	5.7
	Climate change/environment	%	13.2	14.8	18.7	12.6	8.5	10.8	11.5	14.8	-	9.5	13.2	15.6
	Crime/public safety	%	3.8	2.3	3.2	3.9	4.8	3.9	3.1	4.5	-	3.7	4.0	3.7
	Health care	%	20.0	17.6	16.8	20.1	23.9	21.0	14.8	24.9	-	13.9	16.5	26.7
	Indigenous reconciliation	%	0.6	0.0	1.1	0.2	0.0	1.7	0.3	0.8	-	1.0	0.6	0.2
	Taxes	%	8.9	13.4	7.0	9.2	9.4	8.4	11.7	6.3	-	9.5	10.1	7.6
	Immigration	%	4.1	3.0	6.4	3.5	3.5	2.8	5.1	3.1	-	2.8	3.7	5.1
	Foreign policy	%	1.6	0.8	3.0	1.6	1.1	0.0	2.4	0.8	-	2.2	1.3	1.4
	National defense/Sovereignty	%	0.3	0.0	0.0	0.7	0.0	0.5	0.7	0.0	-	0.6	0.0	0.4
	Protecting democracy	%	0.1	0.0	0.0	0.0	0.4	0.0	0.1	0.0	-	0.0	0.0	0.2
	English language rights in Quebec	%	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.2	-	0.0	0.0	0.2
	National debt/spending	%	0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.0	-	0.0	0.2	0.0
	Firearms law	%	0.2	0.0	0.0	0.2	0.6	0.0	0.4	0.0	-	0.0	0.5	0.0
	Other	%	0.3	1.2	0.2	0.2	0.0	0.5	0.3	0.3	-	0.0	0.5	0.4
	Unsure	%	0.5	1.9	0.6	0.5	0.0	0.0	0.0	0.9	-	1.0	0.0	0.5

Question - If a federal election was held today, please rank the top two most importan issues in order of importance where 1 is the most important issue that would influnce your vote and 2 the second most important [RANDOMIZE]

					Region				Gender			Age		
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 2 [RANDOMIZE]	Total	Unwgt N	1051	99	295	354	165	138	544	506	1	148	432	471
		Wgt N	986	65	227	384	173	137	485	500	1	264	321	401
	Cost of living/inflation	%	22.3	25.8	24.2	22.1	23.5	16.4	21.5	22.8	-	25.5	24.2	18.7
	Housing affordability	%	16.0	22.2	14.6	15.9	12.7	19.7	13.0	18.9	-	20.6	12.8	15.5
	Job creation/econo mic growth	%	7.7	4.0	8.4	7.3	11.6	4.5	8.5	6.9	-	6.9	7.4	8.4
	Climate change/environ ment	%	9.8	8.1	9.0	11.7	3.4	14.6	7.5	12.1	-	10.8	8.8	10.0
	Crime/public safety	%	6.5	3.3	6.1	6.1	9.8	5.6	8.3	4.7	-	5.8	7.8	5.9
	Health care	%	15.5	21.7	14.1	16.5	13.3	15.2	14.6	16.5	-	12.7	13.7	18.9
	Indigenous reconciliation	%	1.8	0.0	1.9	1.7	2.2	2.4	1.1	2.4	-	2.1	1.7	1.7
	Taxes	%	8.1	9.7	5.5	8.5	9.0	9.7	10.5	5.8	-	7.4	9.9	7.2
	Immigration	%	8.7	2.7	10.1	8.2	10.1	8.9	9.2	8.2	-	4.2	10.2	10.5
	Foreign policy	%	3.0	0.5	5.8	1.4	4.1	2.5	4.7	1.3	-	4.1	3.1	2.2
	National defense/Soverei gnty	%	0.2	1.2	0.0	0.2	0.4	0.0	0.3	0.2	-	0.0	0.0	0.6
	Protecting democracy	%	0.2	0.0	0.0	0.5	0.0	0.0	0.2	0.2	-	0.0	0.3	0.2
	English language rights in Quebec	%	0.1	0.0	0.3	0.0	0.0	0.0	0.1	0.0	-	0.0	0.0	0.2
	National debt/spending	%	0.1	0.8	0.0	0.0	0.0	0.7	0.3	0.0	-	0.0	0.3	0.1