



Majority of Canadians continue to lack confidence that housing will become more affordable in five years.

National survey released May 2024  
Field: April 28<sup>th</sup> to May 1<sup>st</sup>, 2024  
Submission 2024-2592

**Bloomberg**





The research gauged the opinions among Canadians on their confidence in housing affordability improving in Canada.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1086 Canadians, 18 years of age or older, between April 28<sup>th</sup> to May 1<sup>st</sup>, 2024 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

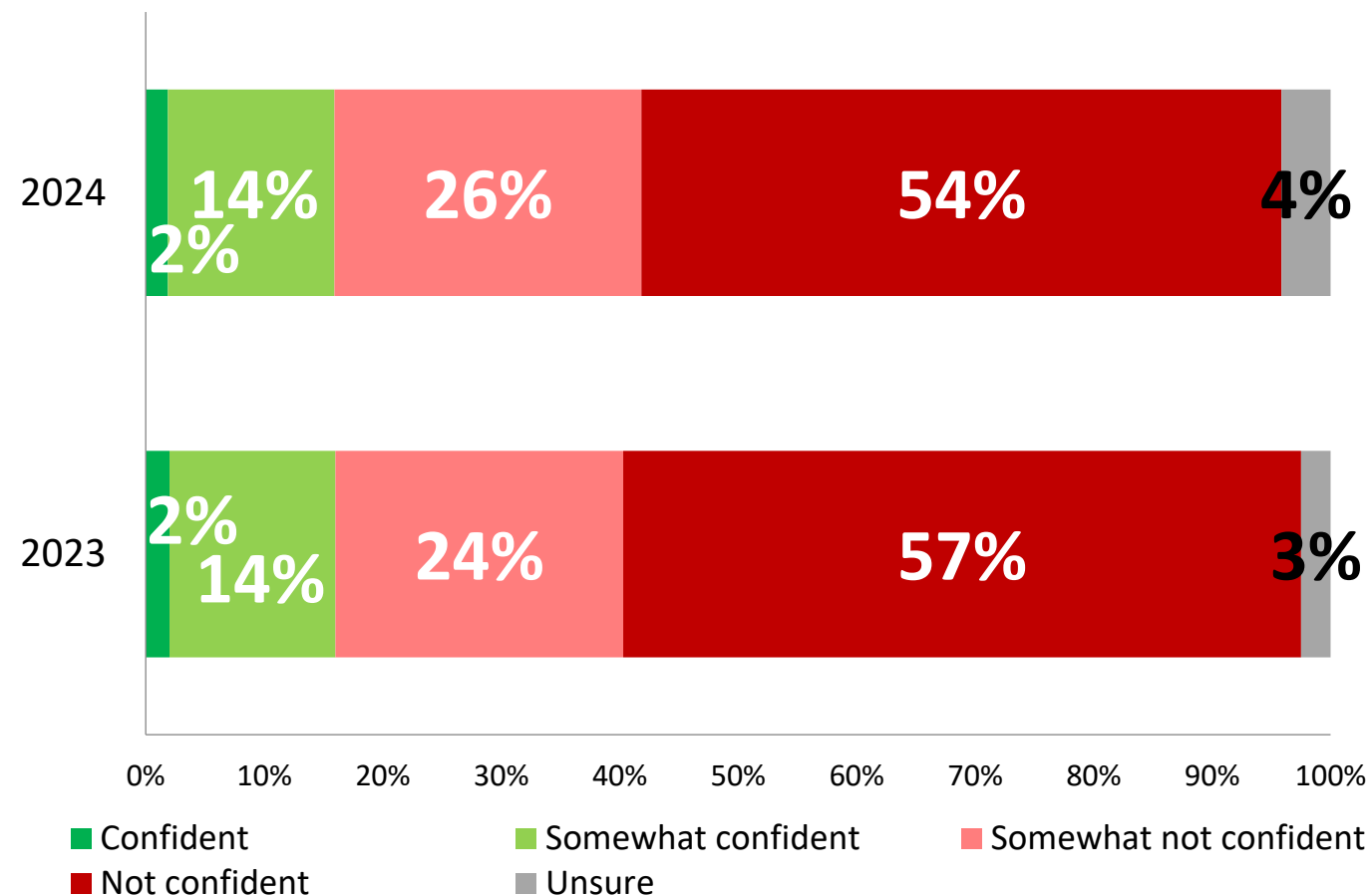
The research was commissioned by Bloomberg and was conducted by Nanos Research.

Similarly to the previous wave of research, the majority of Canadians are not confident or somewhat not confident that housing in Canada will be more affordable in five years than it is today.

Residents of Quebec and British Columbia are more likely to be not confident or somewhat not confident than residents of Atlantic Canada and the Prairies.

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 – Tracking

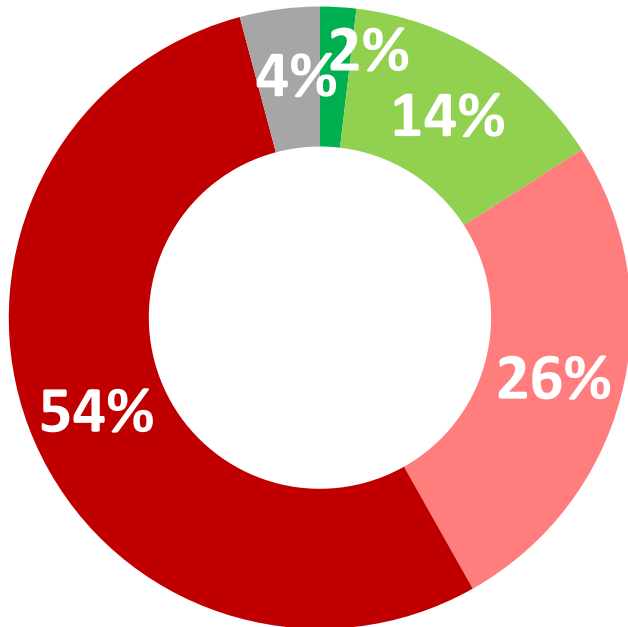


\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to 30<sup>th</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Confidence in housing affordability



- Confident
- Somewhat confident
- Somewhat not confident
- Not confident
- Unsure

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
Confident/Somewhat confident	26.8%	9.1%	17.6%	20.4%	11.6%
	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
Not confident/Somewhat not confident	15.7%	16.1%	15.4%	13.2%	18.4%
	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
Not confident/Somewhat not confident	71.7%	86.3%	78.7%	74.0%	84.3%
	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
Not confident/Somewhat not confident	81.0%	78.9%	81.5%	82.0%	77.2%

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

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?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to 30<sup>th</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1086 Canadians, 18 years of age or older, between April 28<sup>th</sup> and May 1<sup>st</sup>, 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 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 Bloomberg 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	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	1086 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 Hybrid 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 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, and Evs.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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.	Data Tables	By region, age and gender: <a href="#">Data tables</a>
Field Dates	April 28 <sup>th</sup> to May 1 <sup>st</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS

# Any questions?

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