



**A city increasingly focused on homelessness:
Ottawa residents see broad impacts, growing
risks for others, and a need for shared
responsibility.**

Survey released October 2026
Field: September 25 to October 6, 2026
Submission 2026-2988



This research gauges the opinions of residents of Ottawa on the impact and risks of homelessness at a personal and interpersonal level, as well as the awareness of Ottawa Mission.

Nanos conducted an RDD dual frame (cell and landlines) random telephone survey of 815 Ottawa residents, 18 years of age or older, from September 25 to October 6, 2026. 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 Ottawa.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 815 Ottawa residents is ± 3.5 percentage points, 19 times out of 20.

The research was commissioned by Ottawa Mission and was conducted by Nanos Research.

Full data tables with weighted and unweighted numbers of interviews are here. Cells within the tabulations that have significant differences are highlighted in yellow.

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

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KEY FINDINGS – Risk and impact of homelessness

1. **An increasing proportion of Ottawa residents believe someone they care about is at some risk of becoming homeless** – More than half of Ottawa residents (56%) believe the people they care about have at least a small risk of becoming homeless, which is an increase of ten percentage points from 2019 (46%). Two in three Ottawa residents say there is no risk of them personally becoming homeless (66%), which has declined from 72 per cent in 2019, while the proportion who think they have a small risk of becoming homeless has marginally increased (24%; 20% in 2019).
2. **Residents estimate that about one in three Ottawa households cannot afford healthy food** – On average, Ottawa residents estimate that about one third of households in Ottawa (34%) cannot afford to buy healthy food (median of 30%). Residents also estimate The Ottawa Mission has served an average of 465,466 meals across the City in the last year due to food insecurity.

KEY FINDINGS – Factors and impact contributing to homelessness

3. **Health conditions and addictions remain the most commonly perceived contributor to homelessness** – Just over half of Ottawa residents (54%) rank physical or mental health conditions or addictions as the biggest contributor to homelessness, down from 62% in 2019. Nearly one in four (23%) rank a lack of affordable housing first, an increase from 17% in 2019.
4. **Most Ottawa residents continue to view homelessness as having serious impacts** – More than nine in ten Ottawa residents believe that homelessness in Canada has a serious (85%) or somewhat serious (seven per cent) impact on the individuals affected. Likewise, most Ottawa residents say it has a serious (59%) or somewhat serious (30%) impact on Canada as a country. Both findings remain consistent with findings from 2019.

KEY FINDINGS – Addressing homelessness

5. **Housing and homelessness lead residents' municipal priorities** – Ottawa residents most often rank housing and homelessness as the top priority for the current municipal government (38%, an increase from 29% in 2019), followed by policing (22%) and light rail/transportation (19%, up from 11% in 2019). Of note, six per cent ranked the environment and climate change first, a significant decline from 25 per cent in 2019.
6. **Shared responsibility is the most common response to addressing homelessness** – In terms of the top groups or institutions that should be responsible for dealing with homelessness, about one in five each ranked the federal government (19%), municipal governments (17%) and provincial governments (16%) as number one, while 42 per cent say all of them should be responsible. Five per cent believe it should be up to the family and friends of those who are homeless, while one per cent ranked charitable organizations first.

KEY FINDINGS – Supporting those who are homeless

7. **More Ottawa residents report providing support for people experiencing homelessness, most often by donating to organizations** – Close to two in three Ottawa residents report providing support to people who are homeless (65%) which has increased from 2019 (57%). Those who report providing support most often report doing so by donating to organizations who support those experiencing homelessness (73%).
8. **Ottawa residents say they are most likely to donate to an organization that provides food services** – One in two Ottawa residents say they are most likely to donate to an organization that provides food services such as food banks and emergency food support, followed by an organization that provides health services (16%), social services (14%) or emergency shelter services (12%). One in five say they are most likely to donate to an organization that provides food services because food is the most basic survival need (19%).

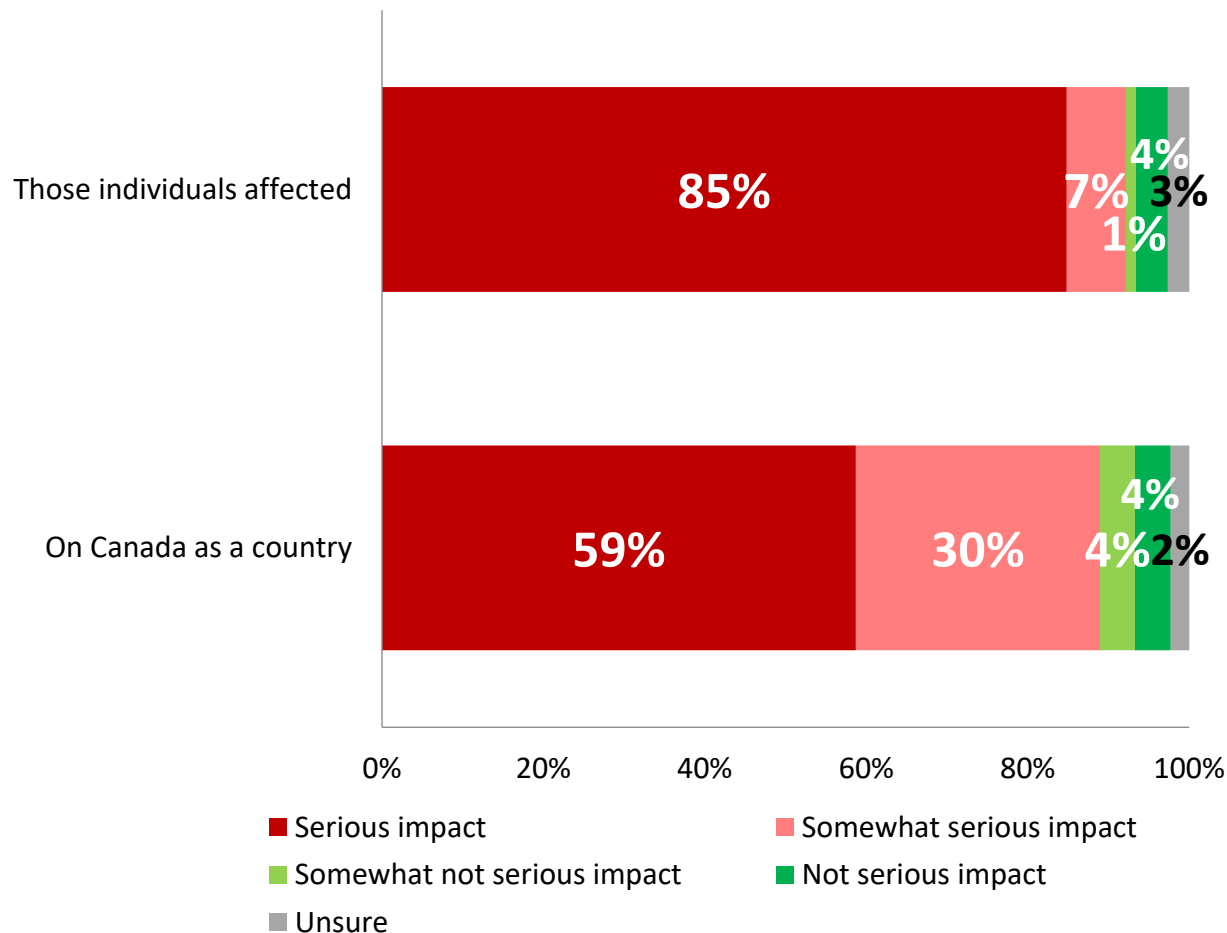
KEY FINDINGS – Ottawa Mission awareness

9. **Overall awareness of services provided by the Ottawa Mission in addition to emergency food and shelter is consistent with 2019** – Just over seven in ten Ottawa residents (72%; 68% in 2019) report being aware that The Ottawa Mission provides social services such as housing and employment supports, while just over six in ten (63%; 63% in 2019) report awareness of health services such as medical, dental and mental health treatment. Just under one in two are aware The Ottawa Mission provides spiritual care (49%; 53% in 2019).
10. **Ottawa residents estimate average of 465,466 meals in the last year, underestimating the 1.2M meals served** – When asked how many meals Ottawa residents think The Ottawa Mission has served across the City of Ottawa due to food insecurity in the last year, the average response was 465,466 meals, which is much lower than the 1.2M actually served. Only about one in ten Ottawa residents said that the Ottawa Mission served about 1.2M meals (10% said between 1M and 1.5M).
11. **Ottawa residents think two thirds of The Ottawa Mission annual revenue comes from other funding such as donations and investment income** – On average, Ottawa residents think 66 per cent of The Ottawa Mission's annual revenue comes from other types of funding such as donations and investment income and that 34 per cent comes from government funding.

A photograph of a person sleeping on a sidewalk next to a green utility box. The person is wearing a plaid shirt and a green beanie. A small white cup is on the ground near their head. The image is darkened with a blue overlay on the right side.

Impact of and concern about homelessness

Q – Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on the following:
[ROTATE]



*Weighted to the true population proportion.

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

Majority of Ottawa residents view homelessness as having a serious impact on individuals and Canada as a country

9 in 10 Ottawa residents

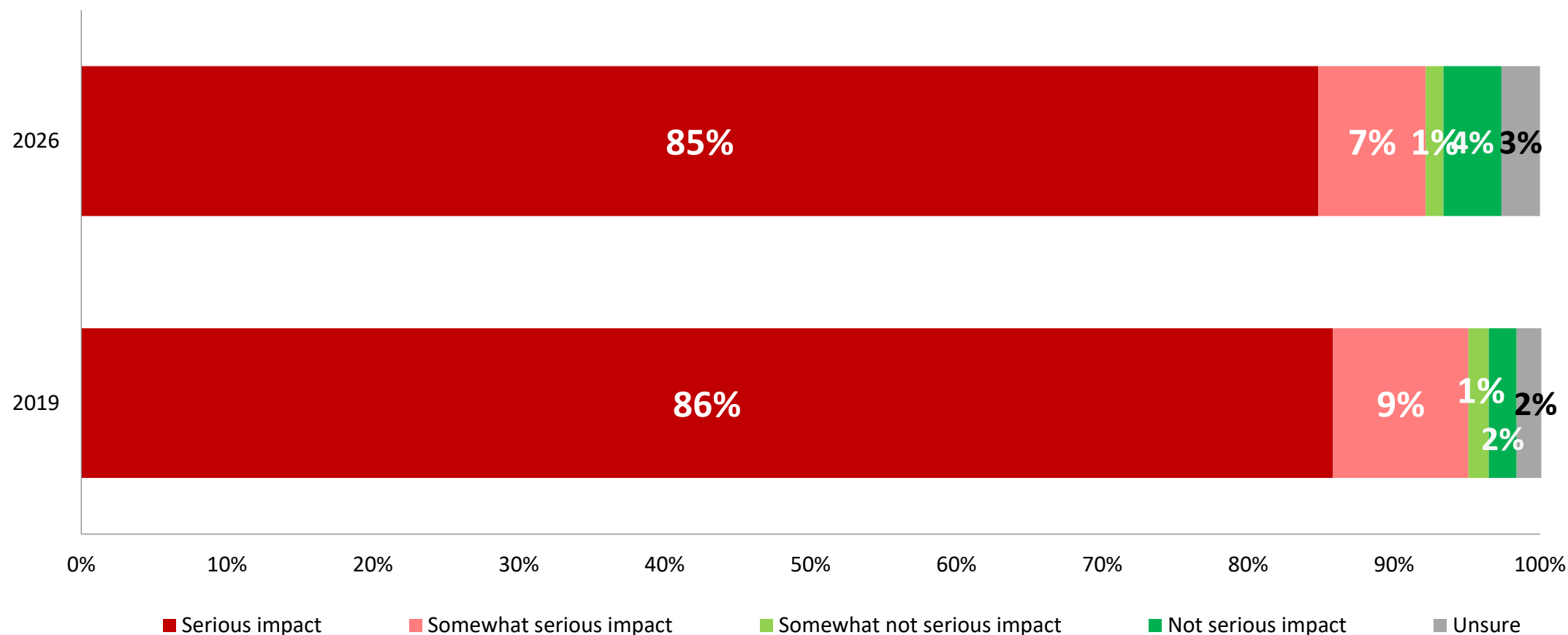
say homelessness has a serious (85%) or somewhat serious (seven per cent) impact on those individuals affected.

Similarly, they also say homelessness has a serious (59%) or somewhat serious (30%) impact on Canada as a country.

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Impact of homelessness on individuals affected continues to be seen as serious by over four in five Ottawa residents

Q – Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on the following: [ROTATE] **Those individuals affected**



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Views on the impact of homelessness on individuals affected are consistent across demographics

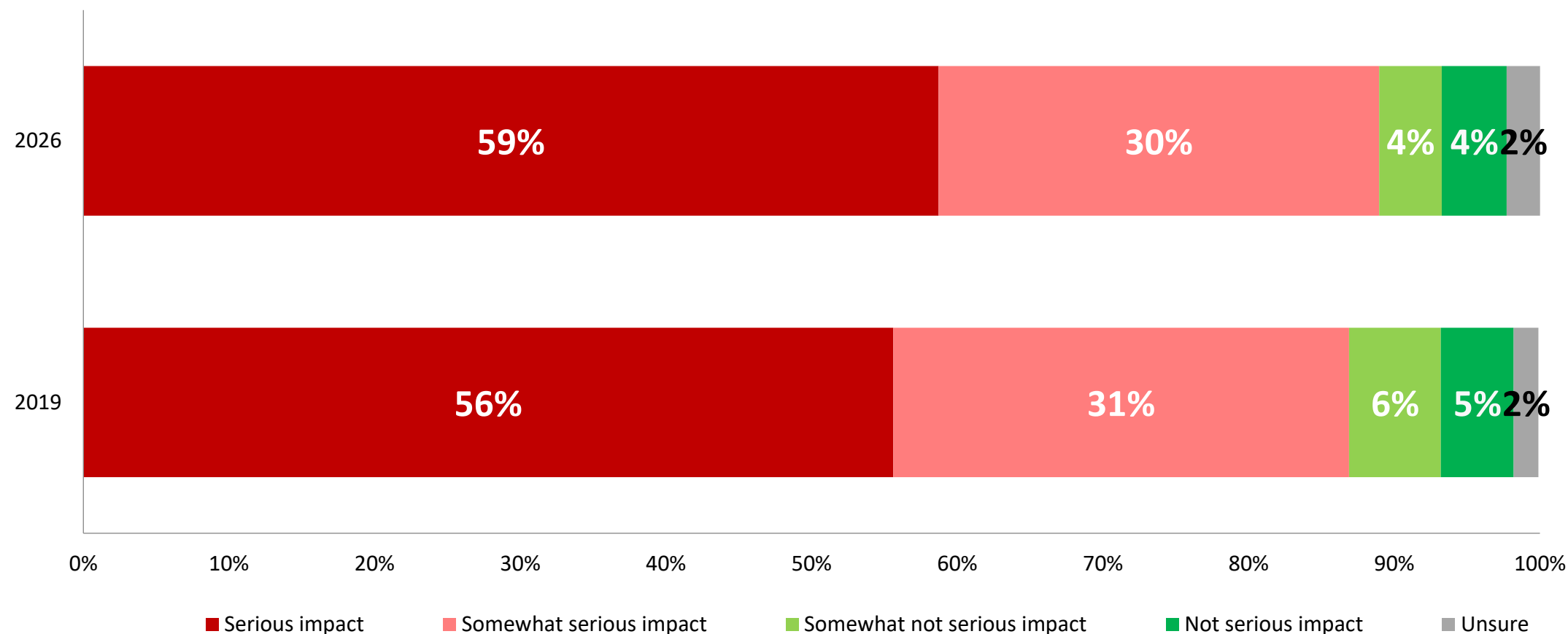
Q – Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on the following: [ROTATE] **Those individuals affected**

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
Serious impact	84.8%	81.9%	88.0%	83.6%	90.3%	78.1%	82.2%	87.3%	83.5%	83.8%	86.7%
Somewhat serious impact	7.3%	6.7%	9.4%	6.4%	3.1%	16.0%	6.3%	8.3%	5.8%	8.3%	7.9%
Somewhat not serious impact	1.2%	2.1%	0.7%	1.0%	1.7%	-	1.1%	1.3%	2.5%	0.7%	0.6%
Not serious impact	4.0%	5.4%	-	6.4%	3.1%	3.0%	6.9%	1.2%	4.4%	5.7%	2.2%
Unsure [Unprompted]	2.6%	3.9%	1.9%	2.6%	1.7%	3.0%	3.5%	1.9%	3.8%	1.5%	2.7%

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Impact of homelessness on Canada continues to be seen as serious by a majority of Ottawa residents

Q – Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on the following: **On Canada as a country**



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

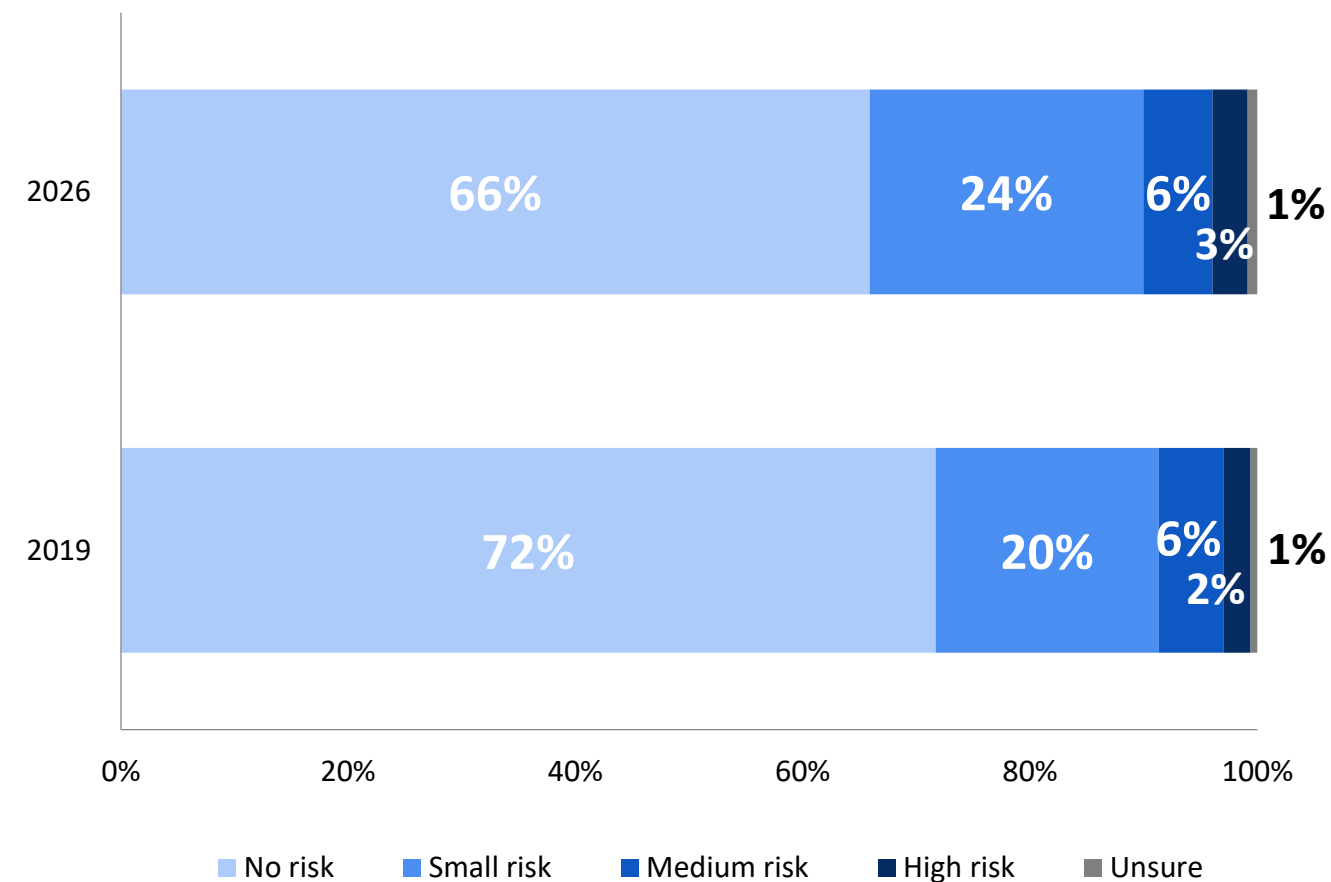
Impact of homelessness on Canada as a country is consistently seen as serious across demographic groups in Ottawa

Q – Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on the following: **On Canada as a country**

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
Serious impact	58.7%	56.9%	61.0%	58.7%	56.2%	63.0%	54.1%	62.9%	57.3%	61.0%	57.9%
Somewhat serious impact	30.3%	29.9%	32.9%	27.9%	30.6%	32.6%	28.1%	32.2%	28.4%	30.9%	31.3%
Somewhat not serious impact	4.3%	5.2%	1.1%	5.4%	6.6%	1.5%	7.4%	1.5%	5.5%	2.9%	4.5%
Not serious impact	4.4%	4.7%	2.2%	5.4%	6.2%	3.0%	8.0%	1.2%	5.9%	3.3%	4.2%
Unsure [Unprompted]	2.3%	3.4%	2.8%	2.7%	0.5%	-	2.4%	2.2%	3.0%	1.9%	2.0%

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Q – To what extent do you think you may be at risk of being homeless?



*Weighted to the true population proportion.

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

Personal risk of homelessness has marginally gone up among Ottawa residents

1 in 3 Ottawa residents

say they are at risk of being homeless, ranging from a small risk (24%) to a high risk (three per cent). This is an increase of five percentage points compared to the previous 2019 wave, in which twenty-eight percent reported being at some level of risk of being homeless.

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

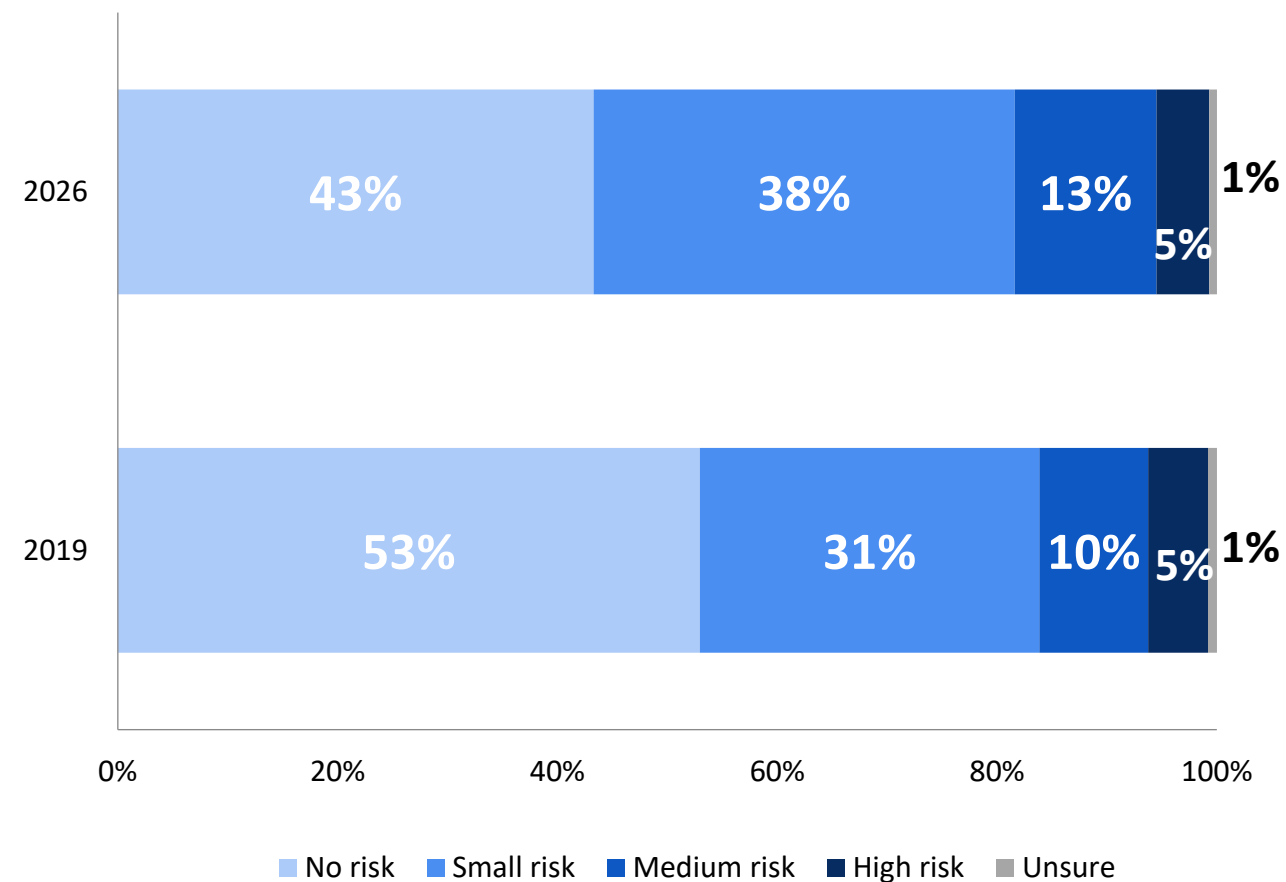
Personal risk of homelessness higher among younger Ottawa residents

Q – To what extent do you think you may be at risk of being homeless?

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
No risk	65.9%	67.3%	72.0%	62.2%	61.0%	69.1%	62.0%	69.4%	54.2%	59.9%	80.8%
Small risk	24.1%	24.2%	17.0%	27.3%	29.3%	20.2%	21.9%	26.1%	34.9%	28.5%	11.2%
Medium risk	6.1%	3.1%	10.3%	6.0%	3.6%	8.9%	9.7%	2.8%	6.9%	8.6%	3.3%
High risk	3.1%	5.5%	0.7%	2.3%	5.1%	1.8%	5.1%	1.2%	4.0%	2.1%	3.2%
Unsure [Unprompted]	0.8%	-	-	2.3%	1.0%	-	1.3%	0.5%	-	1.0%	1.5%

Ottawa residents aged 18 to 34 (35%) are over three times as likely as those aged 55 plus (11%) to say there is a small risk of them being homeless.

Q – To what extent do you think that people you care about may be at risk of being homeless?



*Weighted to the true population proportion.

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

Increasing number of Ottawa residents think people they care about are at some risk of homelessness

Over **1 in 2** Ottawa residents

think people they care about have a small (38%), medium (13%) or high risk (five per cent) of becoming homeless, up from under one in two (46%) 2019.

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Views on the risk of people they care about becoming homeless are consistent across demographic groups in Ottawa, with over half believing there is at least a small risk

Q – To what extent do you think that people you care about may be at risk of being homeless?

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
No risk	43.3%	40.7%	40.3%	45.1%	44.0%	51.0%	42.6%	44.0%	42.6%	38.8%	47.8%
Small risk	38.3%	40.9%	41.6%	36.5%	37.4%	30.3%	37.9%	38.6%	39.3%	42.2%	34.1%
Medium risk	12.9%	14.0%	13.6%	11.7%	13.9%	10.3%	13.5%	12.3%	14.0%	12.8%	12.1%
High risk	4.8%	4.4%	3.7%	4.9%	4.6%	8.4%	5.4%	4.1%	3.1%	5.6%	5.4%
Unsure [Unprompted]	0.7%	-	0.7%	1.9%	-	-	0.5%	1.0%	1.0%	0.6%	0.6%

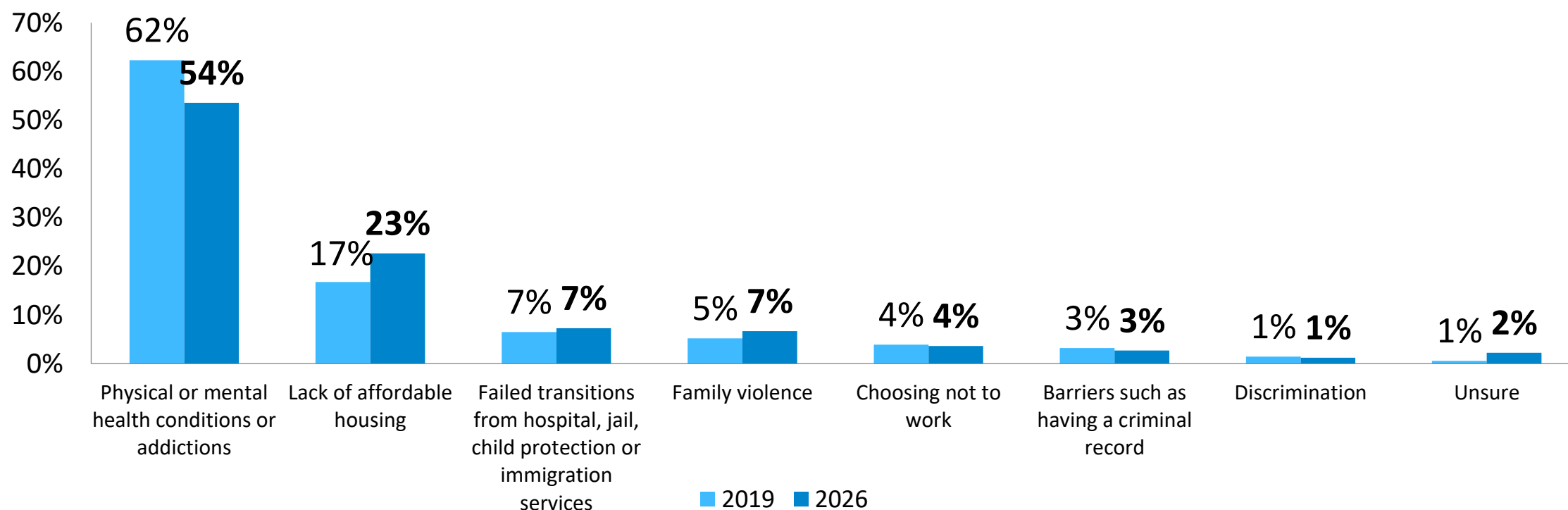
Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Factors contributing to homelessness



Physical and mental health conditions or addictions continue to be ranked first by Ottawa residents as the biggest contributor to homelessness

Q – Please rank the top three factors that contribute to homelessness, where 1 is the biggest contributor to homelessness, 2 is the second biggest contributor, and 3 is the third biggest contributor. [RANDOMIZE]



When asked to rank the top three factors that contribute to homelessness, Ottawa residents give first-place ranking to physical and mental health conditions or addictions (54%; down from 62% in 2019), lack of affordable housing (23%; up from 17% in 2019) and failed transitions from the hospital, jail, child protection or immigration services (seven per cent; consistent with 2019).

*Weighted to the true population proportion.

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

Rural and middle-aged residents are more likely to say health conditions and addiction are the top contributor to homelessness

Q – Please rank the top three factors that contribute to homelessness, where 1 is the biggest contributor to homelessness, 2 is the second biggest contributor, and 3 is the third biggest contributor. [RANDOMIZE]

	First ranked										
	Ottawa 2026-10 (n=813)	West (n=183)	Central (n=180)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=431)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=336)
Physical or mental health conditions or addictions	53.5%	50.1%	55.2%	49.5%	57.2%	66.9%	51.3%	55.6%	44.8%	60.6%	54.9%
Lack of affordable housing	22.7%	23.2%	23.8%	26.5%	17.4%	14.3%	23.4%	22.0%	30.1%	21.4%	17.4%
Failed transitions from hospital, jail, child protection or immigration services	7.3%	4.6%	9.5%	6.4%	9.5%	7.7%	6.8%	7.7%	8.4%	6.4%	7.2%
Family violence	6.7%	7.7%	4.2%	9.3%	6.9%	-	6.6%	6.7%	8.2%	3.4%	8.2%
Choosing not to work	3.7%	7.1%	4.4%	3.0%	1.0%	-	4.9%	2.5%	2.0%	4.5%	4.3%
Barriers such as having a criminal record	2.7%	2.1%	0.8%	3.3%	3.1%	6.3%	2.6%	2.7%	5.5%	1.4%	1.4%
Discrimination	1.2%	1.4%	1.4%	1.5%	-	1.8%	2.3%	0.3%	1.0%	0.5%	2.1%
Unsure	2.2%	3.8%	0.7%	0.5%	5.0%	3.0%	2.0%	2.5%	-	1.8%	4.5%

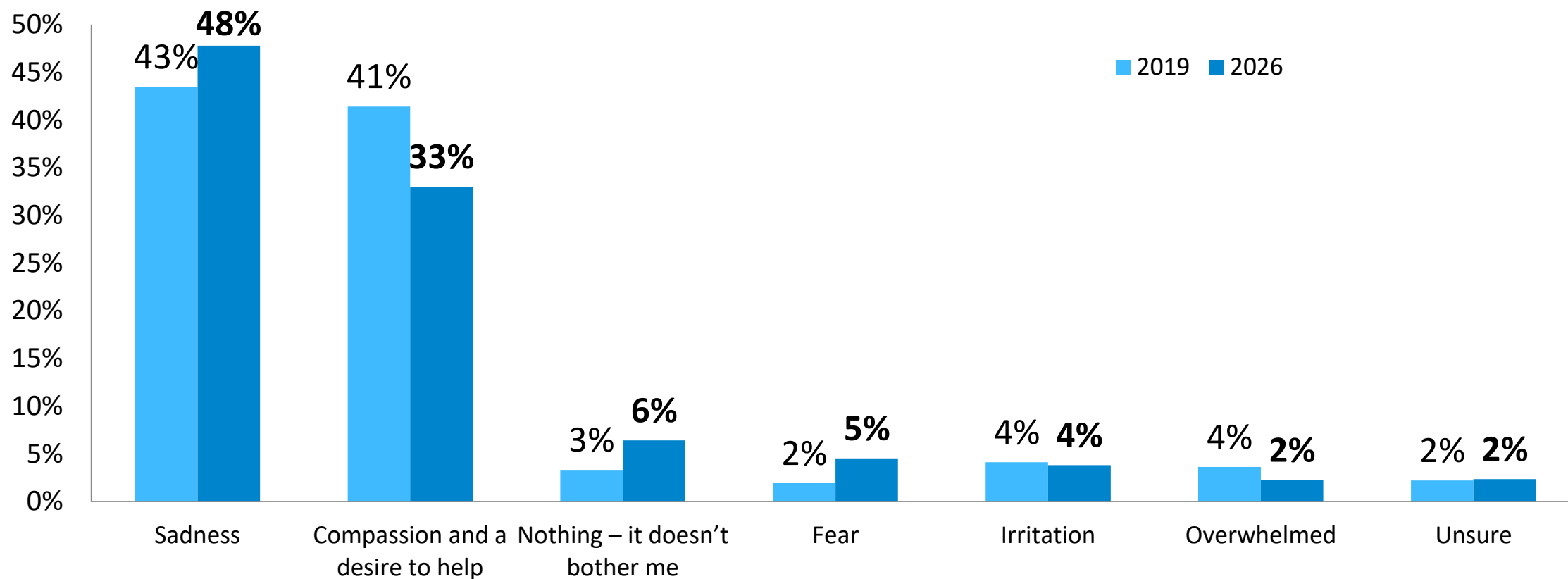
Ottawa residents who reside in a rural region (67%) are more likely to say physical or mental health conditions or addictions are the biggest contributor to homelessness. Those aged 35 to 54 (61%) are more likely to say this than those aged 18 to 34 (45%).

Personal responses to homelessness



Sadness, compassion and a desire to help remain the top emotions residents feel when seeing someone they believe to be homeless

Q – When you see someone whom you think may be homeless, what is the ONE MAIN emotion that you feel? [Select one] [RANDOMIZE]



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Ottawa residents across all regions, genders and age groups feel sadness, compassion and a desire to help when seeing someone who they believe to be homeless

Q – When you see someone whom you think may be homeless, what is the ONE MAIN emotion that you feel? [Select one] [RANDOMIZE]

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
Sadness	47.8%	44.8%	48.9%	44.7%	50.3%	59.7%	44.2%	51.0%	41.7%	50.5%	50.6%
Compassion and a desire to help	33.0%	34.3%	36.0%	29.4%	34.3%	31.9%	30.9%	34.9%	35.2%	31.7%	32.2%
Nothing – it doesn't bother me	6.4%	5.6%	3.4%	11.1%	2.5%	6.9%	7.4%	5.5%	9.7%	5.3%	4.6%
Fear	4.5%	4.8%	4.5%	3.9%	7.4%	-	5.9%	3.2%	6.2%	3.6%	3.8%
Irritation	3.8%	4.3%	3.8%	4.1%	3.7%	1.5%	6.1%	1.7%	3.8%	3.4%	4.1%
Overwhelmed	2.2%	4.2%	1.6%	3.0%	-	-	2.2%	2.3%	1.6%	2.6%	2.5%
Unsure [unprompted]	2.3%	2.0%	1.8%	3.9%	1.9%	-	3.3%	1.4%	2.0%	2.9%	2.2%

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

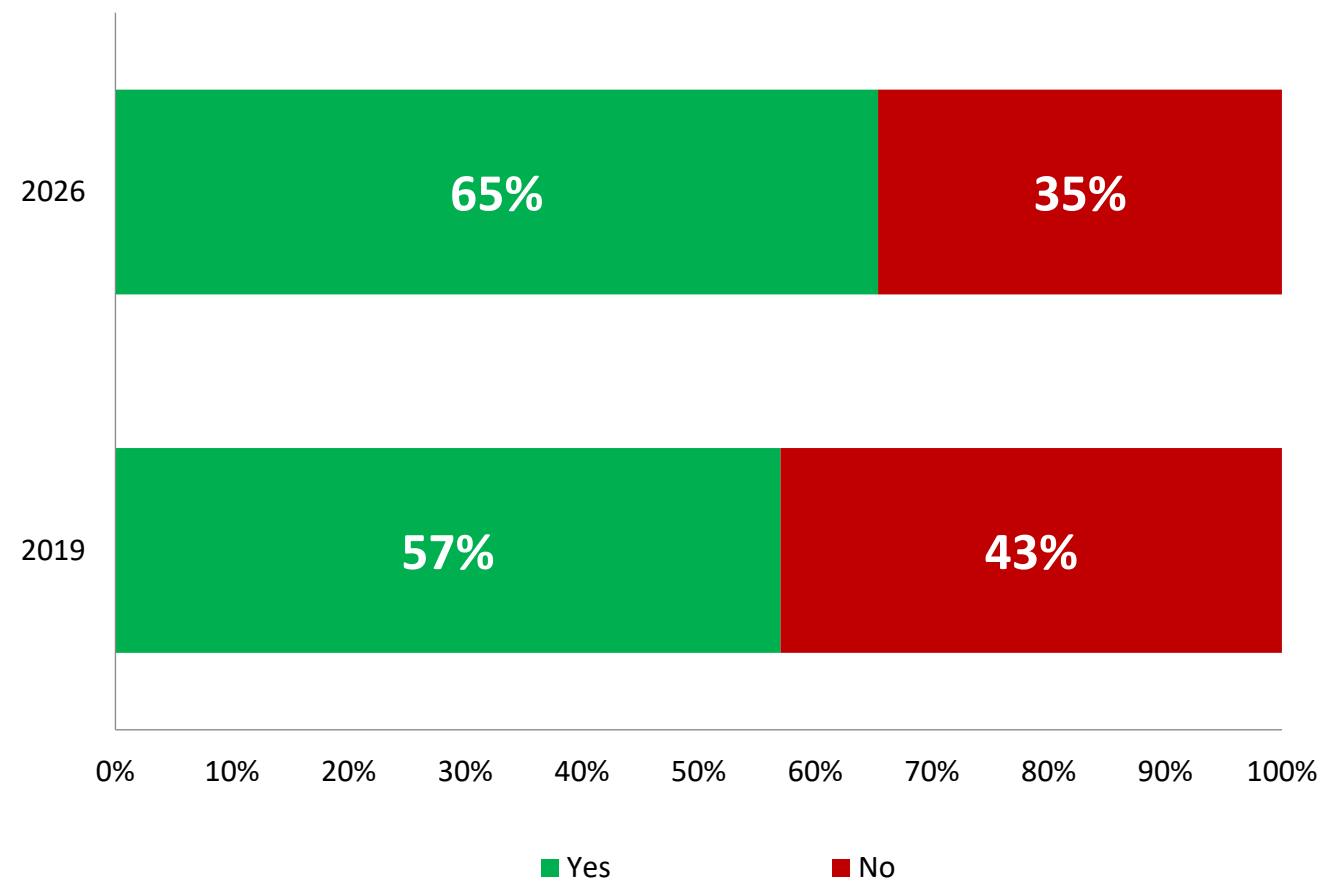
Residents who provide support for people who are homeless are more likely to feel sadness toward them than those who do not

Q – When you see someone whom you think may be homeless, what is the ONE MAIN emotion that you feel? [Select one] [RANDOMIZE]

		Do you provide support for people who are homeless?		Practicing faith at home or in a place of worship over the course of a month				
	Ottawa 2026-10 (n=815)	Yes (n=524)	No (n=291)	Zero to three times per month (n=104)	Four to twenty nine times per month (n=155)	Thirty or more times per month (n=118)	Not a person of faith (n=361)	Refuse/no answer (n=72)
Sadness	47.8%	51.6%	40.5%	39.5%	49.3%	51.5%	48.6%	47.6%
Compassion and a desire to help	33.0%	34.1%	30.8%	33.7%	38.7%	34.2%	30.5%	26.0%
Nothing – it doesn't bother me	6.4%	4.5%	9.9%	9.1%	4.4%	3.7%	7.1%	8.5%
Fear	4.5%	3.6%	6.2%	4.7%	3.8%	4.1%	5.1%	3.8%
Irritation	3.8%	2.6%	6.1%	6.8%	1.4%	2.1%	4.4%	4.9%
Overwhelmed	2.2%	2.4%	1.9%	2.8%	2.1%	3.1%	1.0%	7.0%
Unsure [unprompted]	2.3%	1.1%	4.7%	3.4%	0.4%	1.3%	3.3%	2.2%

Ottawa residents who provide support for people who are homeless are more likely to feel sadness (52%) than those who do not provide support (40%).

Q – Do you provide support for people who are homeless?



*Weighted to the true population proportion.

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

There is an increase in the proportion of Ottawa residents who report providing support for those who are homeless

Almost **2 in 3** Ottawa residents

report providing support for people who are homeless (65%), up from 57% in 2019.

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

A majority of Ottawa residents report providing support for those who are homeless – Rural residents and those who practice their faith at least once a day are more likely to report doing so

Q – Do you provide support for people who are homeless?

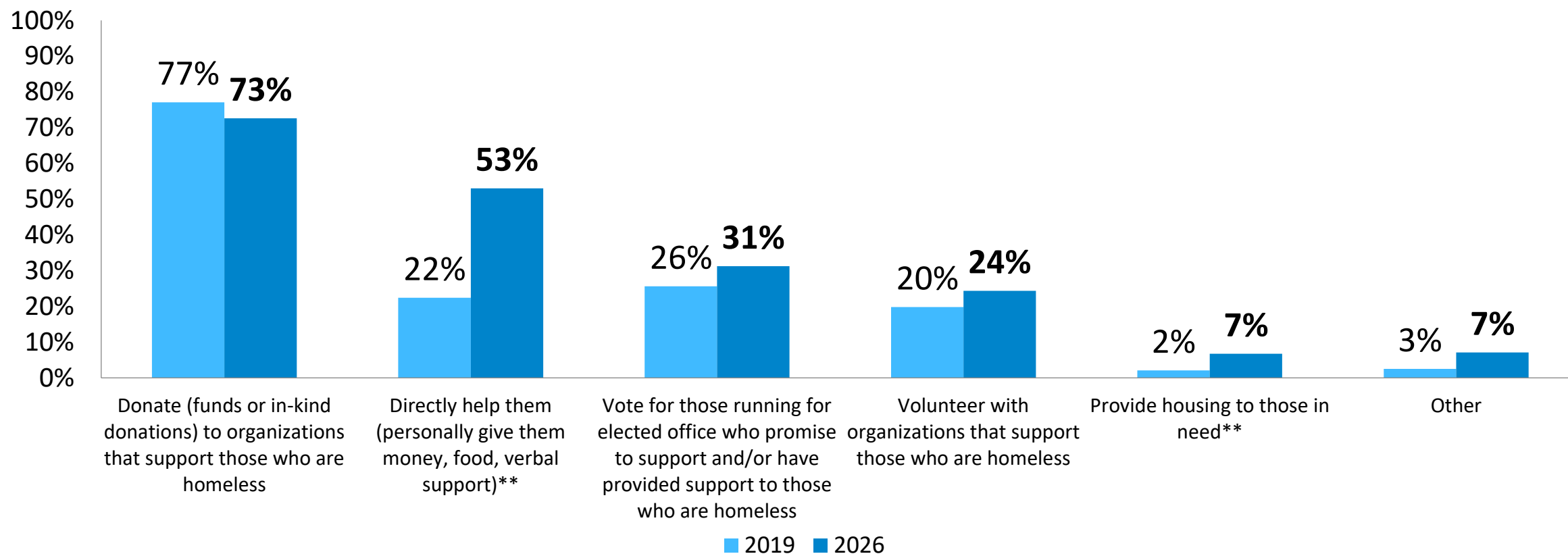
	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
Yes	65.4%	69.6%	57.6%	70.5%	54.7%	76.5%	60.2%	70.2%	62.0%	61.7%	71.3%
No	34.6%	30.4%	42.4%	29.5%	45.3%	23.5%	39.8%	29.8%	38.0%	38.3%	28.7%

		Practicing faith at home or in a place of worship over the course of a month				
	Ottawa 2026-10 (n=815)	Zero to three times per month (n=104)	Four to twenty nine times per month (n=155)	Thirty or more times per month (n=118)	Not a person of faith (n=361)	Refuse/no answer (n=72)
Yes	65.4%	64.6%	69.2%	76.0%	62.0%	56.0%
No	34.6%	35.4%	30.8%	24.0%	38.0%	44.0%

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Donating to organizations remains the top way Ottawa residents choose to support people experiencing homelessness

Q – [IF PROVIDES SUPPORT TO PEOPLE WHO ARE HOMELESS] How do you provide this support? (Select all that apply.)



**It is important to note that these response options were unprompted in the 2019 wave of research and were added as prompted response options in the 2026 wave of research. Therefore, comparison between the two waves of research should take this change into account.

*Weighted to the true population proportion.

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

Residents of rural regions of Ottawa are more likely to report volunteering with organizations that provide support to people who are homeless

Q – [IF PROVIDES SUPPORT TO PEOPLE WHO ARE HOMELESS] How do you provide this support? (Select all that apply.)

First ranked											
	Ottawa 2026-10 (n=521)	West (n=126)	Central (n=101)	South (n=164)	East (n=80)	Rural (n=50)	Male (n=254)	Female (n=267)	18 to 34 (n=110)	35 to 54 (n=174)	55 plus (n=237)
Donate (funds or in-kind donations) to organizations that support those who are homeless	72.6%	67.0%	80.8%	70.7%	69.3%	82.1%	74.4%	71.2%	69.7%	74.4%	73.5%
Directly help them (personally give them money, food, verbal support)	53.0%	55.2%	57.4%	53.8%	50.3%	39.7%	53.5%	52.7%	58.8%	50.2%	50.9%
Vote for those running for elected office who promise to support and/or have provided support to those who are homeless	31.2%	36.2%	40.7%	27.2%	22.1%	26.6%	27.9%	33.9%	35.6%	29.9%	29.0%
Volunteer with organizations that support those who are homeless	24.4%	18.8%	26.5%	24.1%	17.3%	45.8%	19.8%	28.0%	29.7%	22.7%	21.6%
Provide housing to those in need	6.7%	7.7%	8.4%	7.5%	2.6%	3.9%	7.5%	6.1%	11.2%	4.6%	5.0%
Other	7.1%	10.1%	7.3%	6.4%	1.8%	9.0%	6.1%	7.9%	9.4%	7.2%	5.4%

Ottawa residents who live in the rural region (46%) are almost twice as likely to report they volunteer with organizations that support those who are homeless compared to Ottawa residents overall (24%).

Those who practice their faith at least once a day are more likely to report they volunteer with organizations that provide support to people who are homeless

Q – [IF PROVIDES SUPPORT TO PEOPLE WHO ARE HOMELESS] How do you provide this support? (Select all that apply.) #1

		Practicing faith at home or in a place of worship over the course of a month				
	Ottawa 2026-10 (n=521)	Zero to three times per month (n=65)	Four to twenty nine times per month (n=108)	Thirty or more times per month (n=88)	Not a person of faith (n=221)	Refuse/no answer (n=36)
Donate (funds or in-kind donations) to organizations that support those who are homeless	72.6%	84.1%	73.2%	65.4%	72.6%	69.0%
Directly help them (personally give them money, food, verbal support)	53.0%	39.6%	56.6%	56.7%	54.0%	52.9%
Vote for those running for elected office who promise to support and/or have provided support to those who are homeless	31.2%	26.1%	27.0%	30.2%	38.2%	12.6%
Volunteer with organizations that support those who are homeless	24.4%	9.1%	29.1%	46.8%	18.7%	14.7%
Provide housing to those in need	6.7%	4.5%	2.4%	7.1%	8.7%	11.5%
Other	7.1%	6.5%	7.2%	15.4%	4.3%	5.2%

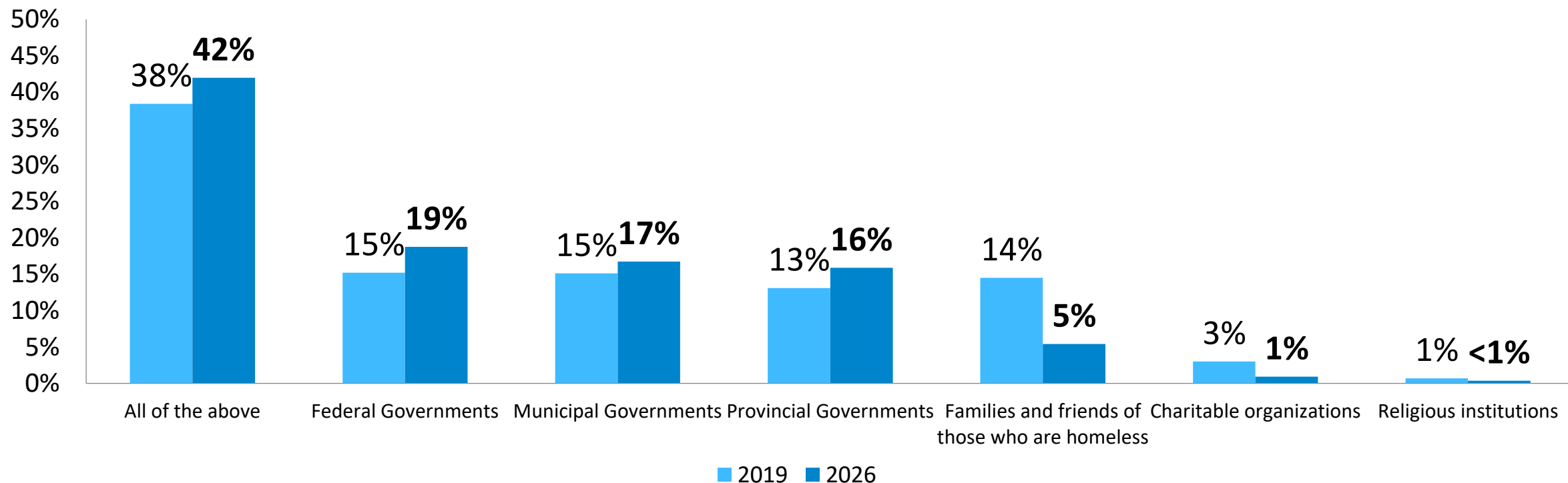
Ottawa residents who practice their faith at home or in a place of worship thirty or more times per month are five times more likely to report they volunteer with organizations that support those who are homeless (47%) than those who practice their faith zero to three times per month (nine per cent).

A person wearing a blue beanie and a grey long-sleeved shirt is sitting on a sidewalk. They are wrapped in a dark blanket with orange and yellow stripes. They are holding their hands to their face, looking down. A cardboard sign is on the ground in front of them that says "HOMELESS PLEASE HELP". Another sign is partially visible behind them that says "FOOD". A small bowl is on the ground near their feet. The background is a blurred street scene.

Supporting those who are homeless

Ottawa residents continue to be more likely to say dealing with homelessness should be a shared responsibility among government, citizens and organizations

Q – Please rank the top three groups or institutions that you think should be responsible for dealing with homelessness, where 1 is the most responsible, 2 is the second most responsible and 3 is the third most responsible. [RANDOMIZE]



When asked to rank the top three groups or institutions that should be responsible for dealing with homelessness, over two in five Ottawa residents say all institutions should be (government, citizens and organizations). A smaller proportion say families and friends should be responsible (five per cent, down from 14%).

*Weighted to the true population proportion.

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

Rural residents are more likely to say the federal government is responsible for dealing with homelessness than other levels of government or groups

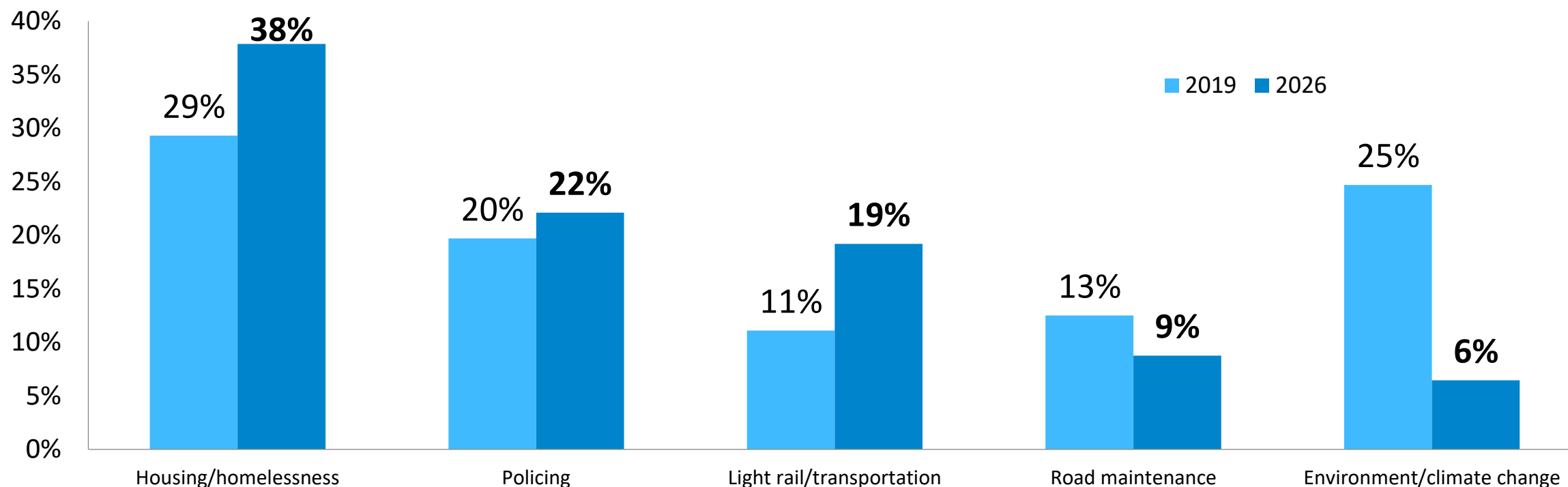
Q – Please rank the top three groups or institutions that you think should be responsible for dealing with homelessness, where 1 is the most responsible, 2 is the second most responsible and 3 is the third most responsible. [RANDOMIZE]

	First ranked										
	Ottawa 2026-10 (n=807)	West (n=180)	Central (n=182)	South (n=245)	East (n=134)	Rural (n=66)	Male (n=430)	Female (n=377)	18 to 34 (n=182)	35 to 54 (n=292)	55 plus (n=333)
All of the above	42.0%	41.9%	41.5%	42.2%	48.8%	29.1%	38.0%	45.7%	47.5%	35.5%	42.8%
Federal Government	18.8%	17.6%	15.0%	18.3%	18.7%	33.9%	20.2%	17.5%	20.7%	19.0%	16.8%
Municipal Governments	16.7%	14.9%	18.2%	20.6%	13.5%	9.7%	18.6%	15.0%	15.7%	16.1%	18.1%
Provincial Governments	15.9%	12.4%	20.2%	16.2%	13.4%	17.8%	15.6%	16.1%	11.9%	21.1%	14.8%
Families and friends of those who are homeless	5.4%	10.6%	5.1%	2.0%	3.7%	7.7%	6.9%	4.0%	3.1%	6.7%	6.3%
Charitable organizations	0.9%	2.6%	-	-	1.9%	-	0.7%	1.1%	1.0%	0.9%	0.8%
Religious institutions	0.4%	-	-	0.7%	-	1.8%	-	0.7%	-	0.7%	0.4%

Ottawa residents who live in the rural region are more likely to think the federal government should be responsible for dealing with homelessness (34%) than Ottawa residents overall.

Proportion of Ottawa residents who prioritize housing and homelessness over other municipal government priorities has increased

Q – Please rank the priorities below of the current municipal government in order of importance where 1 is the most important to you, 2 is the second most important priority, and so on. [RANDOMIZE] **TOP FIVE PRIORITIES**



When asked to rank the priorities of the current municipal government in order of importance, nearly two in five rank housing/homelessness first (38%; up from 29% in 2019), followed by policing (22%; 20% in 2019) and light rail/transportation (19%; up from 11% in 2019). The proportion who rank the environment and climate change first has decreased significantly (six per cent, down from 25%).

*Weighted to the true population proportion.

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

Middle-aged residents are more likely to have mixed views on municipal government priorities

Q – Please rank the priorities below of the current municipal government in order of importance where 1 is the most important to you, 2 is the second most important priority, and so on. [RANDOMIZE]

	First ranked										
	Ottawa 2026-10 (n=807)	West (n=181)	Central (n=178)	South (n=245)	East (n=139)	Rural (n=64)	Male (n=425)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=291)	55 plus (n=334)
Housing/homelessness	37.9%	37.5%	41.7%	32.2%	43.8%	37.9%	37.3%	38.4%	40.9%	28.8%	43.0%
Policing	22.1%	21.0%	18.5%	27.7%	18.0%	21.9%	22.5%	21.7%	22.0%	23.8%	20.7%
Light rail/transportation	19.2%	19.1%	13.5%	22.4%	25.3%	10.0%	16.1%	22.0%	15.3%	25.0%	17.6%
Road maintenance	8.8%	9.0%	10.1%	4.5%	9.6%	18.9%	13.1%	4.8%	9.2%	9.7%	7.6%
Environment/climate change	6.4%	8.5%	10.0%	4.7%	1.4%	8.2%	6.3%	6.5%	5.7%	7.3%	6.3%
Other (specify below)	5.6%	5.0%	6.1%	8.5%	1.9%	3.1%	4.6%	6.5%	6.8%	5.4%	4.8%

Ottawa residents aged 35 to 54 are less likely to say that housing/homelessness (29%) should be the priority of the current municipal government compared to Ottawa residents overall.



Ottawa residents believe about one in three households in the city cannot afford to buy healthy food

Q – What percentage of households in Ottawa do you believe cannot afford to buy healthy food?
[OPEN-ENDED]

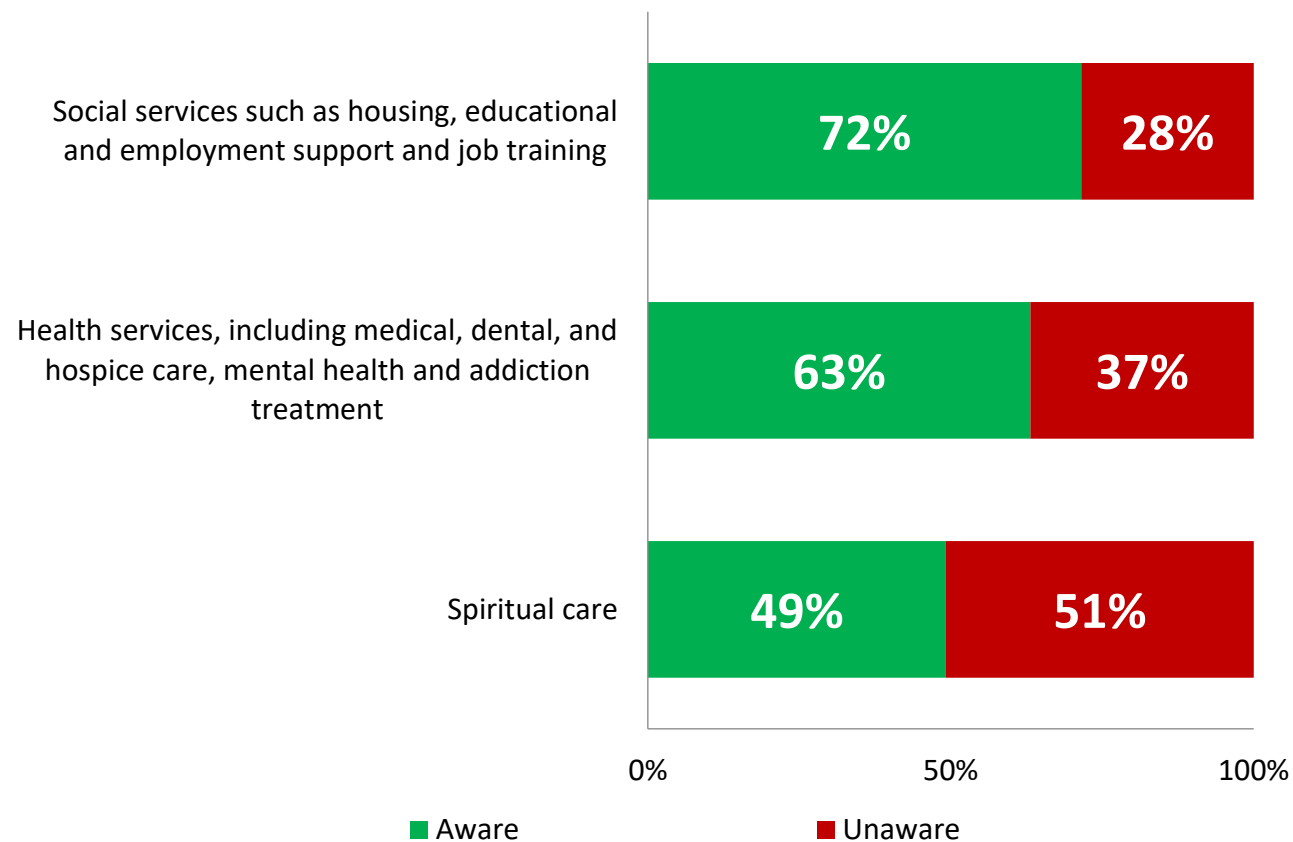
Ottawa 2026-10 (n=804)	
Mean	34 per cent of households
Under 30 per cent of households	37.8%
30 per cent to just under 50 per cent of households	29.2%
50 per cent to just under 70 per cent of households	23.0%
70 per cent of households or more	3.9%
Unsure	6.2%

A group of five young people, three women and two men, are seen from behind, hugging each other in a line. They are all wearing teal-colored t-shirts and blue jeans. The background shows a city street with buildings and trees, slightly out of focus. The image has a dark, muted color palette with a blue and red geometric design in the top right corner.

Awareness of The Ottawa Mission

Our next few questions are about The Ottawa Mission. As you may know, The Ottawa Mission is a charitable organization offering hope and dignity through a wide range of programs and services to the city's most vulnerable people, ranging from emergency shelter to primary health care.

Q – Are you aware or unaware that The Ottawa Mission provides the following services, in addition to emergency food, clothing and shelter?



*Weighted to the true population proportion.

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

A majority of residents report being aware of social and health services The Ottawa Mission provides

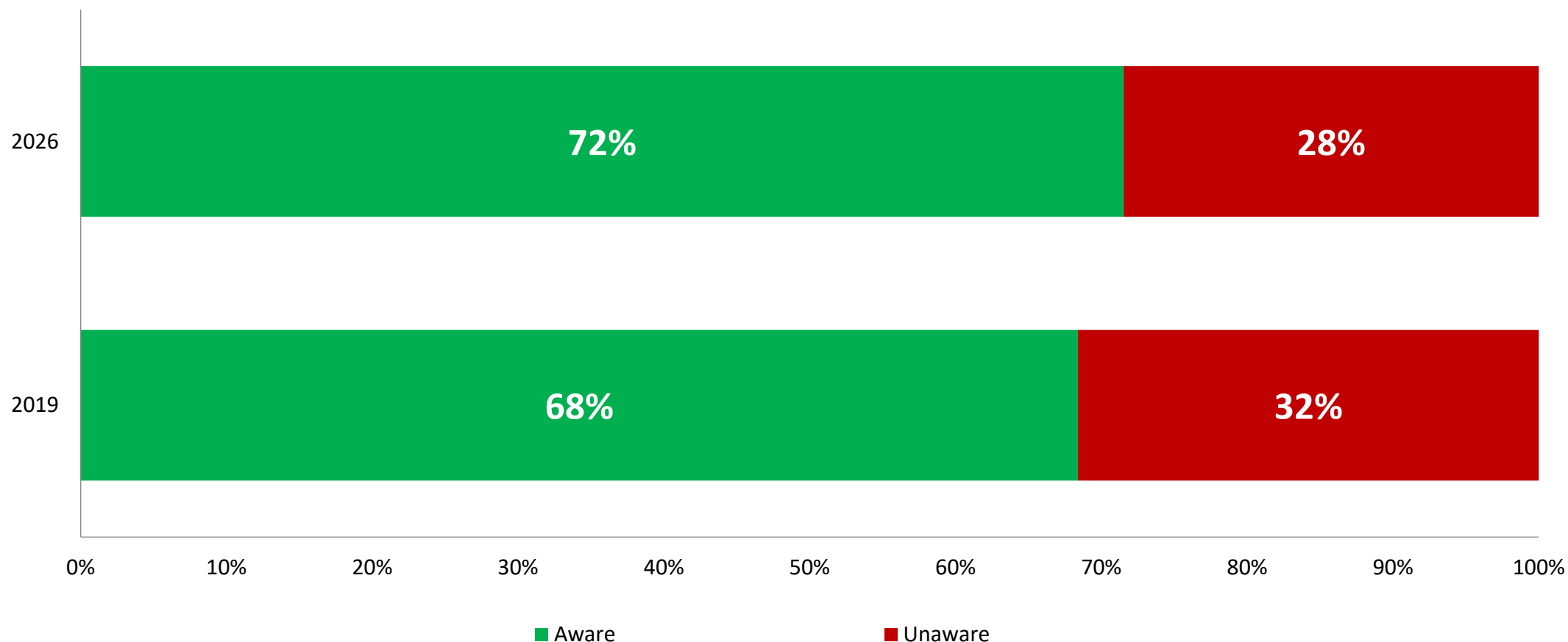
over **7 in 10** Ottawa residents

say they are aware that the Ottawa Mission provides social services such as housing, educational and employment support and job training (72%). Almost two in three (63%) Ottawa residents report being aware of the health services the Ottawa Mission provides.

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Awareness of social services provided by The Ottawa Mission is marginally up compared to the previous wave

Q – Are you aware or unaware that The Ottawa Mission provides the following services, in addition to emergency food, clothing and shelter? **Social services such as housing, educational and employment support and job training**



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Awareness of social services provided by The Ottawa Mission is consistent across demographic groups

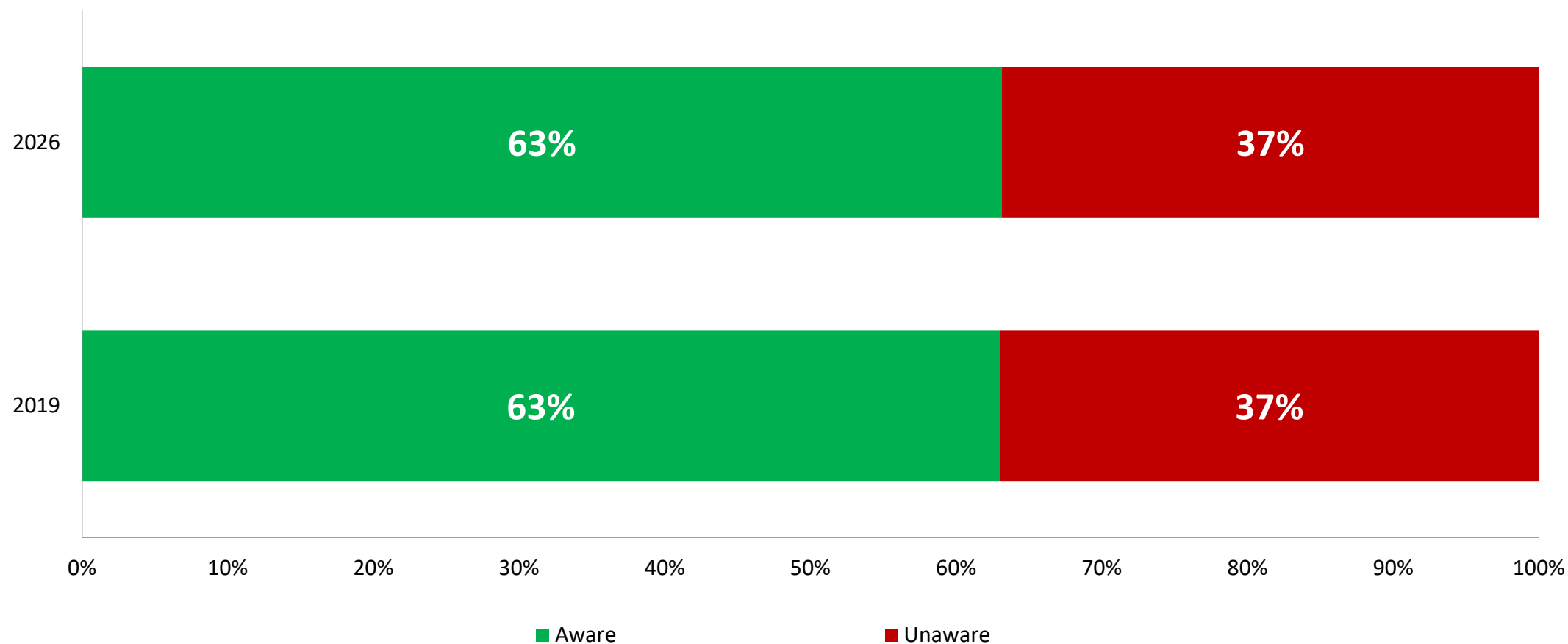
Q – Are you aware or unaware that The Ottawa Mission provides the following services, in addition to emergency food, clothing and shelter?
Social services such as housing, educational and employment support and job training

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
Aware	71.5%	68.5%	70.6%	74.8%	68.8%	76.1%	67.6%	75.2%	75.3%	68.0%	71.4%
Unaware	28.5%	31.5%	29.4%	25.2%	31.2%	23.9%	32.4%	24.8%	24.7%	32.0%	28.6%

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Awareness of health services provided by The Ottawa Mission is consistent with the previous wave

Q – Are you aware or unaware that The Ottawa Mission provides the following services, in addition to emergency food, clothing and shelter? **Health services, including medical, dental, and hospice care, mental health and addiction treatment**



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Awareness of health services provided by The Ottawa Mission is consistent across demographic groups

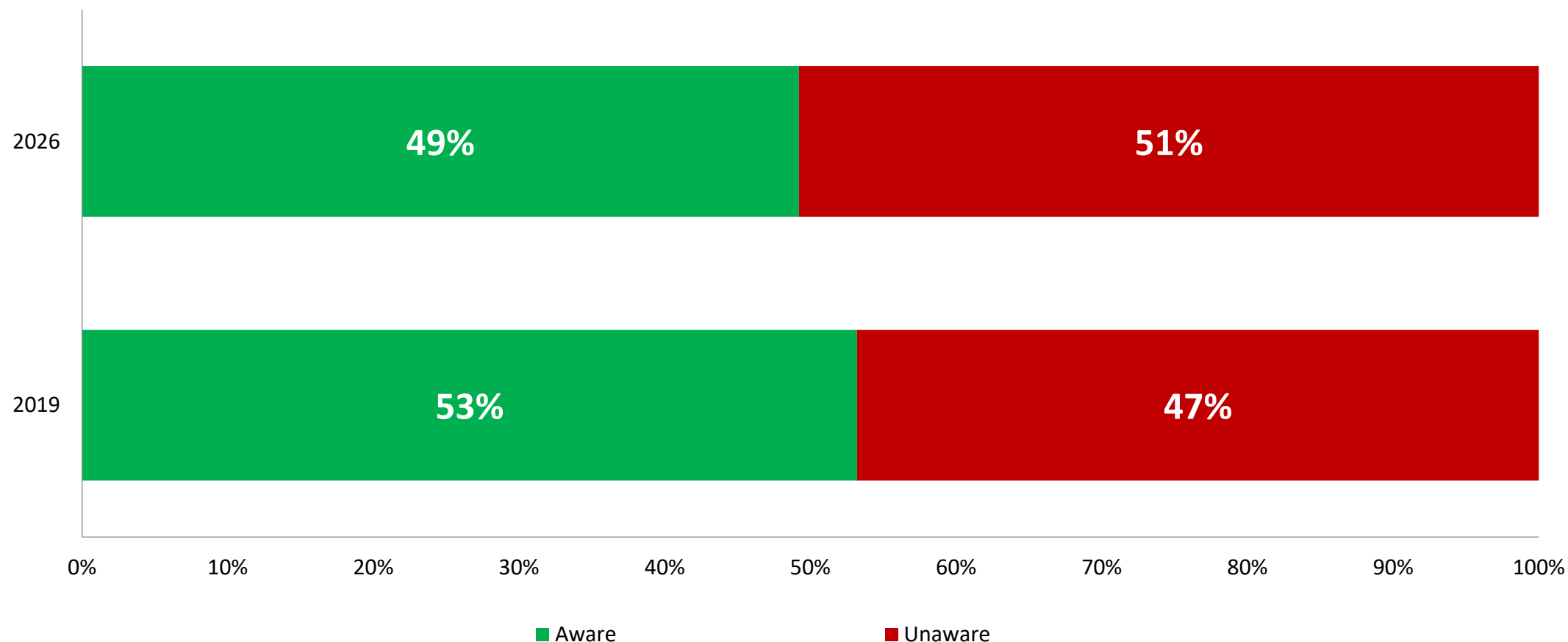
Q – Are you aware or unaware that The Ottawa Mission provides the following services, in addition to emergency food, clothing and shelter?
Health services, including medical, dental, and hospice care, mental health and addiction treatment

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
Aware	63.1%	64.7%	64.6%	60.3%	63.1%	65.5%	61.6%	64.5%	61.8%	61.7%	65.5%
Unaware	36.9%	35.3%	35.4%	39.7%	36.9%	34.5%	38.4%	35.5%	38.2%	38.3%	34.5%

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Awareness of spiritual care provided by The Ottawa Mission is marginally down compared to the previous wave

Q – Are you aware or unaware that The Ottawa Mission provides the following services, in addition to emergency food, clothing and shelter? **Spiritual care**



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=815 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Awareness of spiritual care provided by The Ottawa Mission is higher among older residents

Q – Are you aware or unaware that The Ottawa Mission provides the following services, in addition to emergency food, clothing and shelter?
Spiritual care

	Ottawa 2026-10 (n=815)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=66)	Male (n=433)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=338)
Aware	49.2%	55.7%	39.5%	49.5%	46.3%	61.4%	50.4%	48.1%	41.4%	49.4%	55.7%
Unaware	50.8%	44.3%	60.5%	50.5%	53.7%	38.6%	49.6%	51.9%	58.6%	50.6%	44.3%

Ottawa residents aged 55 plus (56%) are more likely to be aware that The Ottawa Mission provides spiritual care services than Ottawa residents overall (49%). Those who live in the central region are less likely to be aware (40%).

On average, Ottawa residents think The Ottawa Mission has served just over 465,000 meals in the last year, underestimating the 1.2M meals actually served

Q – In the last year, how many meals do you think The Ottawa Mission has served across the City of Ottawa due to food insecurity? [OPEN-ENDED]

About one in ten Ottawa residents accurately reported that The Ottawa Mission served about 1.2M meals (10% said between 1M and 1.5M). Three quarters of Ottawa residents underestimated the number of meals served.

	Ottawa 2026-10 (n=519)
Average	465,466 meals
Under 10,000 meals	10.0%
10,000 to just under 100,000 meals	28.2%
100,000 to just under 1,000,000 meals	38.1%
1,000,000 to 5,000,000 meals	14.4%
More than 5,000,000 meals	0.9%

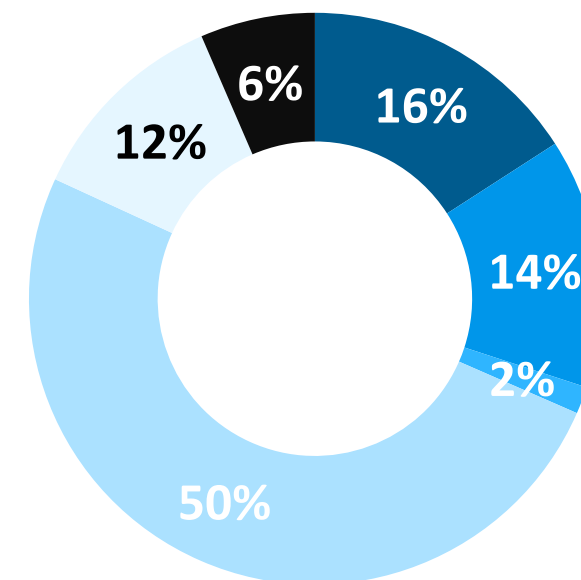
Food services are top drivers of donations for organizations supporting people experiencing homelessness

1 in 2

 Ottawa residents

are most likely to donate to food services that provide meals, such as food banks and emergency food support (50%). This is followed by health services, including medical, dental, and hospice care, mental health and addiction treatment (16%) and social services such as housing, educational and employment support and job training (14%).

Q - When donating to an organization serving people experiencing homelessness, which of the following types of services are you most likely to donate to? (Select one)



- Health services, including medical, dental, and hospice care, mental health and addiction treatment
- Social services such as housing, educational and employment support and job training
- Spiritual care
- Food services that provide meals, for instance food banks and emergency food support
- Emergency shelter services
- None of the above

*Weighted to the true population proportion.

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

Older Ottawa residents are more likely to donate to food services when donating to people experiencing homelessness than other age groups

Q – When donating to an organization serving people experiencing homelessness, which of the following types of services are you most likely to donate to? (Select one)

	Ottawa 2026-10 (n=813)	West (n=183)	Central (n=182)	South (n=245)	East (n=139)	Rural (n=64)	Male (n=431)	Female (n=382)	18 to 34 (n=182)	35 to 54 (n=295)	55 plus (n=336)
Food services that provide meals, for instance food banks and emergency food support	50.3%	51.4%	41.1%	50.5%	56.9%	57.7%	49.5%	51.1%	45.3%	45.8%	58.4%
Health services, including medical, dental, and hospice care, mental health and addiction treatment	15.9%	16.3%	10.9%	19.8%	13.9%	17.4%	16.7%	15.2%	21.6%	16.1%	10.8%
Social services such as housing, educational and employment support and job training	14.1%	11.2%	22.0%	15.0%	8.9%	8.8%	12.4%	15.7%	18.6%	13.7%	10.7%
Emergency shelter services	11.6%	10.0%	19.1%	8.5%	14.0%	3.1%	9.9%	13.3%	9.9%	14.8%	10.4%
Spiritual care	1.5%	0.8%	-	2.3%	2.5%	3.1%	1.8%	1.3%	-	1.8%	2.6%
None of the above	6.5%	10.3%	6.9%	3.9%	3.7%	9.9%	9.8%	3.5%	4.6%	7.9%	6.9%

Source: Nanos Research, RDD dual frame telephone random survey, September 25 to October 6, 2026, n=813 Ottawa residents, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Food as the most basic survival need is the top reason why Ottawa residents donate to food services – Donating to social services is driven by wanting to provide long-term solutions

Q – Why are you more likely to donate to the [INSERT SERVICE MOST LIKELY TO DONATE TO] service? [OPEN-ENDED]

		TOP RESPONSES				
	Ottawa 2026-10 (n=719)	Health services, including medical, dental, and hospice care, mental health and addiction treatment (n=118)	Social services such as housing, educational and employment support and job training (n=101)	Spiritual care (n=11)*	Food services that provide meals, for instance food banks and emergency food support (n=413)	Emergency shelter services (n=76)
Food as the Most Basic Survival Need	18.9%	-	1.5%		33.2%	-
Immediate Hunger Requires Urgent Action	9.2%	1.0%	-		12.3%	19.3%
Easy, Tangible, and Accessible to Support	6.9%	0.5%	-		12.1%	-
Long-Term Root Cause Solutions	5.9%	4.0%	27.6%		0.9%	6.3%
Personal or Family Connection to the Cause	5.5%	13.1%	1.1%		4.5%	5.8%
Support Can Help People Rebuild Their Lives	5.4%	6.5%	22.1%		0.2%	7.0%
Familiar, Trusted, or Already Supported Option	5.4%	3.2%	10.0%		4.3%	9.1%
Perceived Funding Gap or Lack of Access	5.0%	13.9%	6.7%		1.8%	6.8%
Ensuring Fair Access to Food for the Most Vulnerable	5.0%	-	1.7%		7.5%	5.1%
Housing and Weather Risks Drive Priority	4.6%	3.2%	12.2%		0.2%	19.5%

*Sample sizes below 30 have been shaded.



Ottawa residents believe that two thirds of the Ottawa Mission’s revenue come from donations and investments and about one third comes from government funding

Q – What percentage of The Ottawa Mission annual revenue do you believe comes from government funding vs. other types of funding such as donations and investment income?
[OPEN-ENDED]



Ottawa 2026-10 (n=602)		
Percentage of Ottawa Mission revenue Ottawa residents believe comes from...	Mean	Median
Other funding such as donations and investment income	66 per cent	70 per cent
Government funding	34 per cent	30 per cent

Element	Description
Research sponsor	Ottawa Mission
Population and Final Sample Size	815 City of Ottawa residents.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.5 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (cell and landlines) random telephone survey
Sampling Method Base	The sample included both cell and landlines RDD (Random Digit Dialed) across Ottawa.
Demographics (Captured)	Ottawa; Men and Women; 18 years and older. A six-digit postal code was used to validate geography.
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30 and 9:30pm local time for the respondent.
Field Dates	September 25 to October 6, 2026.
Language of Survey	The survey was conducted in English.
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 Ottawa. 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 could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ottawa. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Five 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	All questions asked are contained in the report.
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 .
Data Tables	By region, age and gender, support for people who are homeless, practicing faith at home

TECHNICAL NOTE



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Any questions?



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