The proportion of Canadians worried or somewhat worried about paying housing costs has increased nine points since 2021, concern is highest among younger Canadians.

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Key Findings

1

The proportion of Canadians worried or somewhat worried about paying housing costs has increased

Nearly one-quarter of Canadians are worried (eight per cent) or somewhat worried (16%) about paying their housing costs next month which is a nine-point increase compared to 2021 (five per cent worried, 10% somewhat worried). Nearly one-third of younger Canadians report some level of worry (13% worried, 18% somewhat worried).

2

Over two-thirds of Canadians support or somewhat support a new benefit to help low-income Canadians pay rent

A majority of Canadians support (33%) or somewhat support (36%) the introduction of a new benefit, paid for by the federal government, that would help low-income Canadians pay rent, to prevent them from becoming homeless and to help those who are already homeless get back into housing. Older Canadians (55 plus) were more likely to support (36%) or somewhat support (41%) this than younger Canadians (18-34) (34% support, 28% somewhat support).

3

A strong majority of Canadians say the number of people experiencing homelessness is increasing

Three-quarters of Canadians agree that the number of people experiencing homelessness is increasing but are split on whether that increase is happening quickly (35%) or slowly (39%). Over one in ten (15%) believe it is staying about the same.

4

Canadians are most likely to say funding programs to fight homelessness is important for the upcoming spring budget

Fifty-five per cent of Canadians say funding programs to fight homelessness is important when it comes to the federal government's upcoming budget this spring (55% score 7-10 out of 10). Importance is scored higher among Canadians from the Atlantic region (mean of 7.2), women (mean of 7.1), older Canadians (55 plus)(mean of 7.0), and those who say they usually vote NDP (mean of 8.2).

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Change in number of people experiencing homelessness

1%
15%
10%
35%
39%
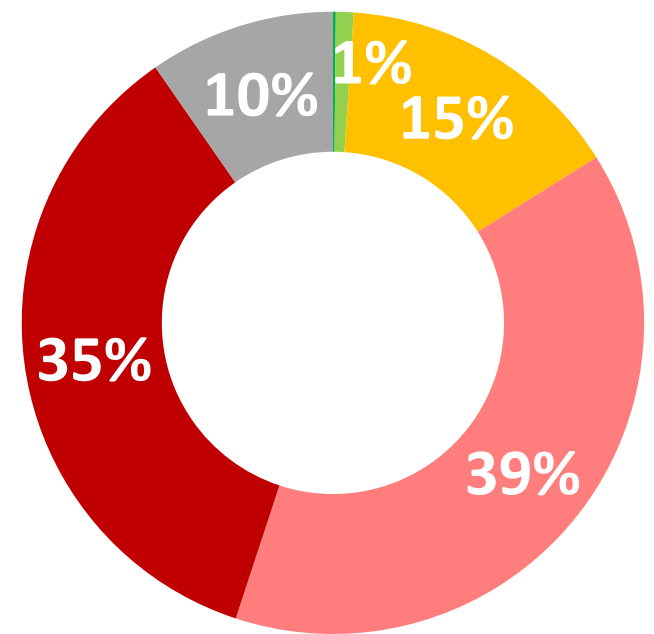
- ■ Decreasing quickly
- ■ Decreasing slowly
- ■ Staying about the same
- ■ Increasing slowly
- ■ Increasing quickly
- ■ Unsure

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

Increasing quickly/slowly	Atlantic (n=110)	Quebec (n=236)	Ontario (n=353)	Prairies (n=216)	BC (n=139)
	78.5%	**71.3%**	**73.2%**	**72.5%**	**82.1%**
	Men (n=557)	Women (n=494)	18 to 34 (n=245)	35 to 54 (n=388)	55 plus (n=421)
	71.8%	**76.7%**	**75.8%**	**74.4%**	**73.1%**
	Usually votes LPC (n=352)	Usually votes CPC (n=262)	Usually votes NDP (n=114)	Usually votes Bloc (n=67)	I don't have a party I regularly vote for (n=199)
	72.5%	**71.1%**	**80.9%**	**74.5%**	**73.5%**

Q – Compared to a year ago, do you think the number of people experiencing homelessness is decreasing quickly, decreasing slowly, increasing slowly, increasing quickly or is it staying about the same in your community?

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Support for the introduction of a new benefit paid by the federal government

Q – As the price of housing and other essentials continue to increase, would you support, somewhat support, somewhat oppose or oppose the introduction of a new benefit, paid for by the federal government, that would help low-income Canadians pay rent, to prevent them from becoming homeless and to help those who are already homeless get back into housing?
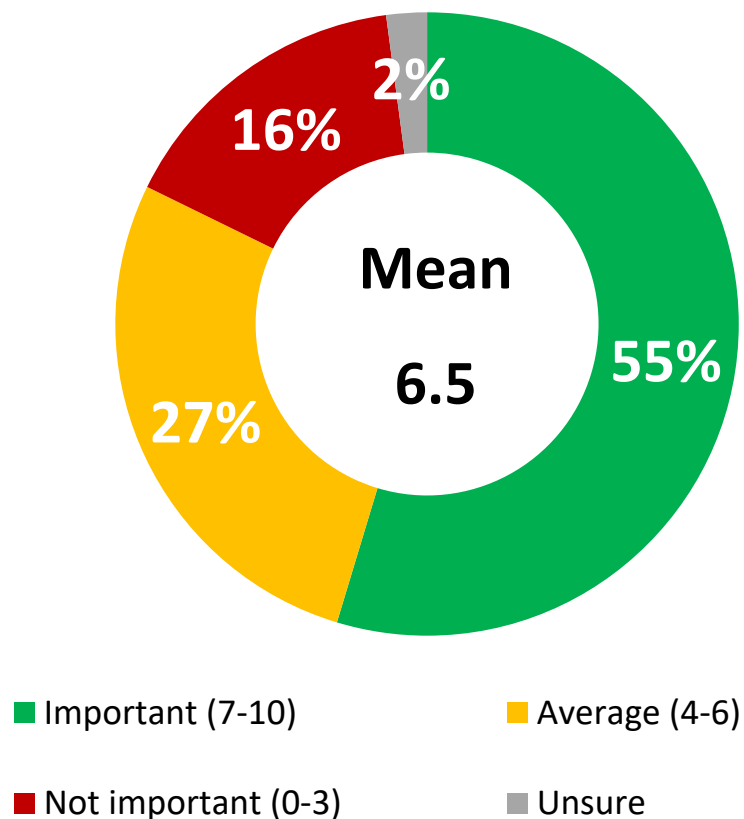

- 🟩 Support
- 🟩 Somewhat support
- 🟥 Somewhat oppose
- 🟥 Oppose
- ⬜ Unsure
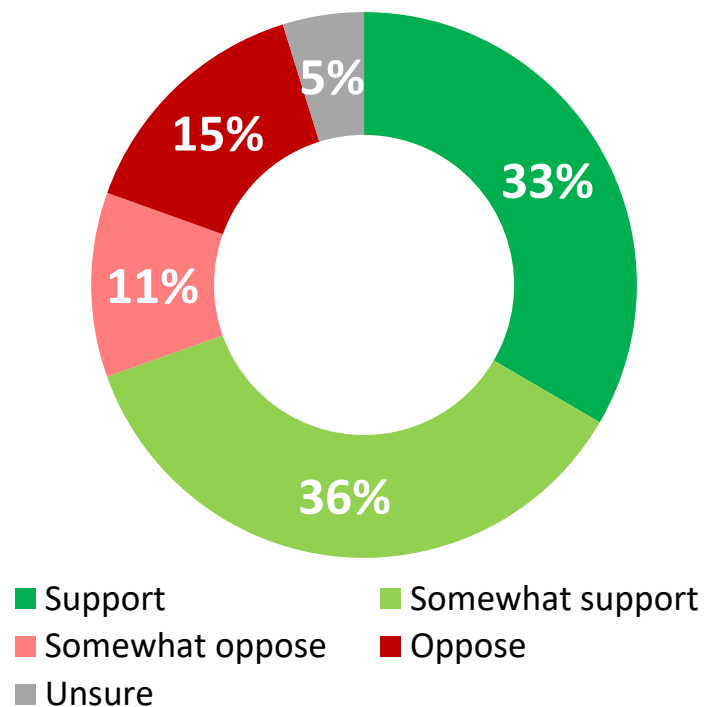
Support/somewhat support	Atlantic (n=110)	Quebec (n=236)	Ontario (n=353)	Prairies (n=216)	BC (n=139)
	73.6%	68.1%	70.9%	62.4%	75.0%
	Men (n=557)	Women (n=494)	18 to 34 (n=245)	35 to 54 (n=388)	55 plus (n=421)
	62.8%	76.0%	62.2%	65.7%	77.3%
	Usually votes LPC (n=352)	Usually votes CPC (n=262)	Usually votes NDP (n=114)	Usually votes Bloc (n=67)	I don't have a party I regularly vote for (n=199)
	81.0%	46.4%	92.1%	67.4%	68.8%

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

Importance of funding programs to fight homelessness

Mean 6.5

- 🟩 Important (7-10) — 55%
- 🟨 Average (4-6) — 27%
- 🟥 Not important (0-3) — 16%
- ⬜ Unsure — 2%

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

| Mean	Atlantic (n=110)	Quebec (n=236)	Ontario (n=353)	Prairies (n=216)	BC (n=139)
	7.2	6.5	6.6	6.0	6.6
	Men (n=557)	Women (n=494)	18 to 34 (n=245)	35 to 54 (n=388)	55 plus (n=421)
	5.9	7.1	6.0	6.3	7.0
	Usually votes LPC (n=352)	Usually votes CPC (n=262)	Usually votes NDP (n=114)	Usually votes Bloc (n=67)	I don't have a party I regularly vote for (n=199)
	7.0	4.8	8.2	6.7	6.7

Q – Thinking of the federal government's upcoming budget this spring, please rate the importance of funding programs to fight homelessness on a scale of 0 to 10 where 0 is not at all important and 10 being extremely important.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 27th to 30th, 2023, n=1054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Worry about paying housing costs next month

2023: 8% | 16% | 14% | 60% | 3%

2021: 5% | 10% | 12% | 71% | 2%

2020: 5% | 11% | 11% | 71% | 2%

0% 20% 40% 60% 80% 100%

- ■ Worried
- ■ Somewhat worried
- ■ Somewhat not worried
- ■ Not worried
- ■ I am not responsible for paying for housing

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

Nearly **1 in 4** Canadians

are worried or somewhat worried about paying their housing costs next month. This represents a nine-point increase compared to when this question was asked in 2021. Nearly one-third (31%) of younger Canadians (18-34) are worried (13%) or somewhat worried (18%) about paying their housing costs next month.
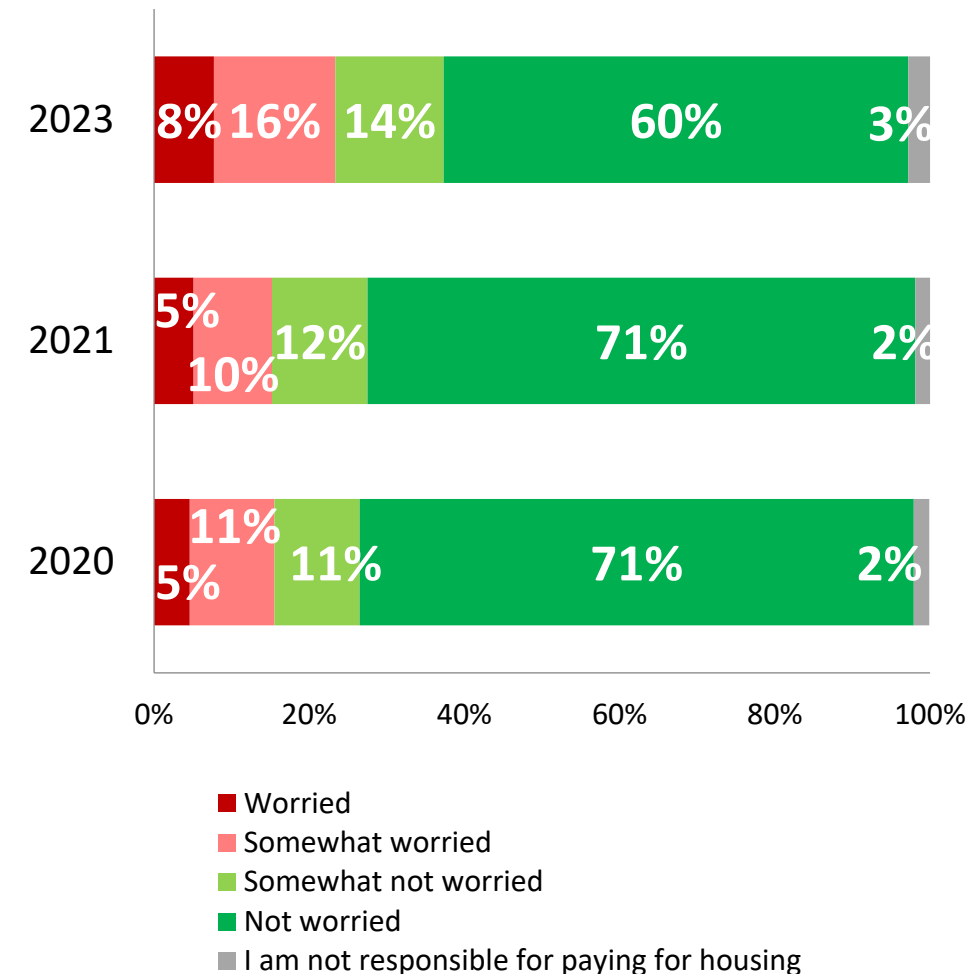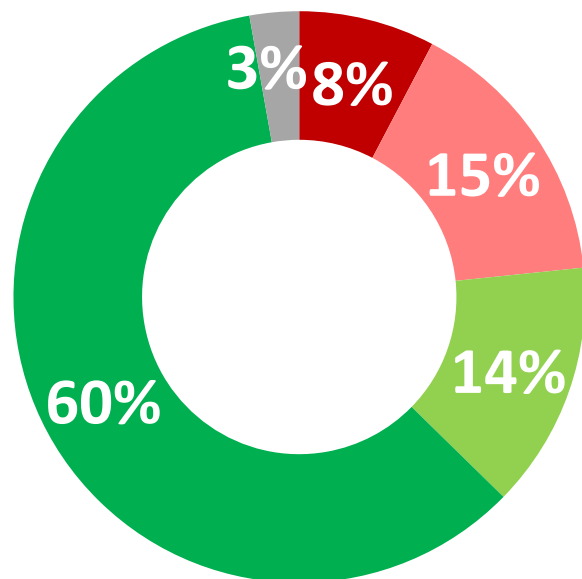
Q – Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?

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Worry about paying housing costs next month

Q – Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?

Worried/somewhat worried

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=353)	Prairies (n=216)	BC (n=139)
	26.4%	**19.6%**	**23.4%**	**27.5%**	**22.8%**
	Men (n=557)	Women (n=494)	18 to 34 (n=245)	35 to 54 (n=388)	55 plus (n=421)
	20.5%	**25.7%**	**31.3%**	**28.9%**	**13.8%**
	Usually votes LPC (n=351)	Usually votes CPC (n=262)	Usually votes NDP (n=113)	Usually votes Bloc (n=67)	I don't have a party I regularly vote for (n=199)
	17.8%	**23.6%**	**25.5%**	**14.2%**	**28.6%**

- ■ Worried
- ■ Somewhat worried
- ■ Somewhat not worried
- ■ Not worried
- ■ I am not responsible for paying for housing

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

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Federal party usually supported

Q – Thinking of federal elections, which federal party do you usually vote for [RANDOMIZE]

- ■ Liberal Party of Canada
- ■ Conservative Party of Canada
- ■ New Democratic Party of Canada
- ■ Bloc Quebecois
- ■ Green Party of Canada
- ■ People's Party of Canada
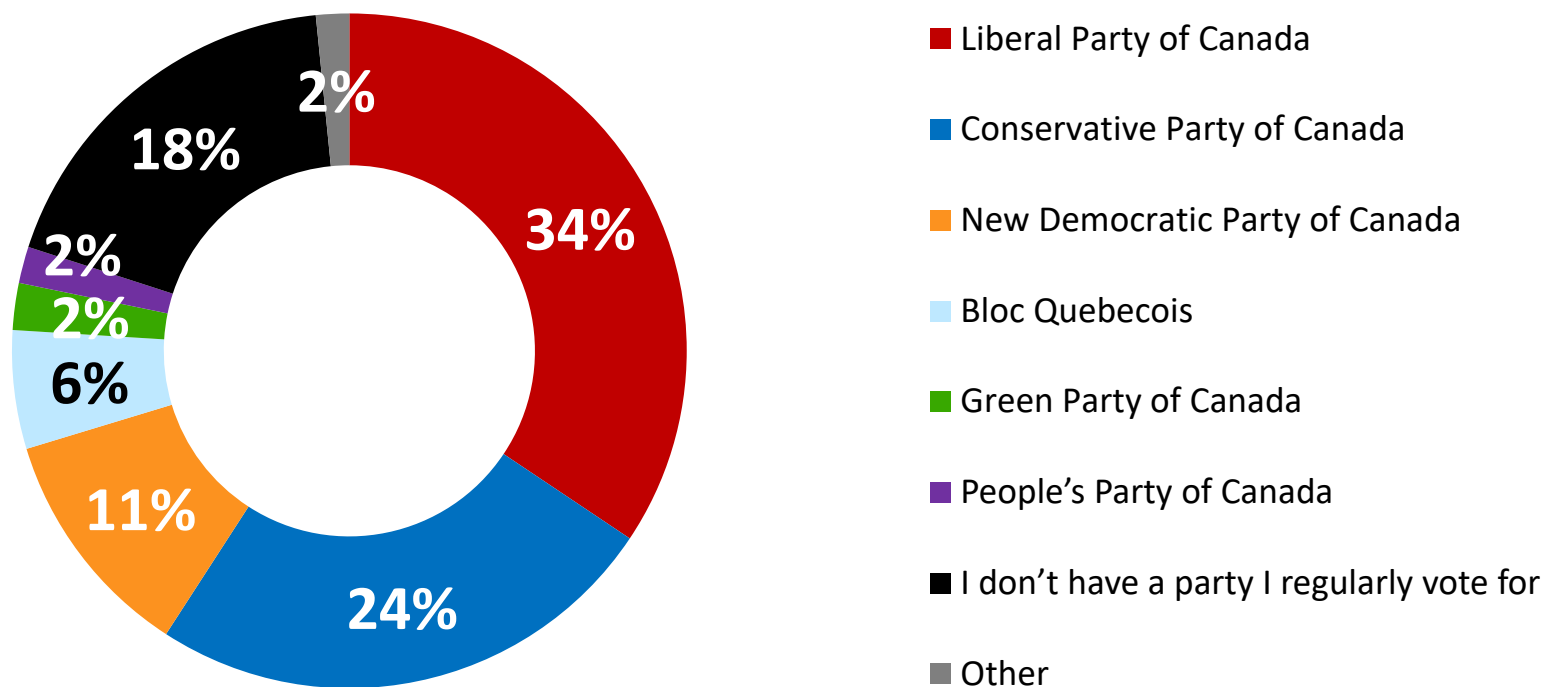- ■ I don't have a party I regularly vote for
- ■ Other

*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, January 27th to 30th, 2023, n=1053, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,054 Canadians, 18 years of age or older, between January 27th to 30th, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,054 Canadians is ±3.0 percentage points, 19 times out of 20.

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

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

Element	Description
Research sponsor	Canadian Alliance to End Homelessness
Population and Final Sample Size	1054 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	January 27th to 30th, 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	13 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, views on public safety, healthcare, and refugees.
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.

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Any questions?

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