

The majority of Canadians are concerned about the gap between the rich and poor and housing affordability

Bloomberg OMNI Summary

submitted by Nanos to Bloomberg, November, 2017
(Submission 2017-1106)



Summary

Overall, a majority of Canadians are concerned or somewhat concerned about the affordability of housing and the gap between the rich and the poor, but are also concerned about the impact of a higher interest rate on the ability of Canadians to pay their mortgages and other debts. In the event of an increase in tax revenue Canadians say reducing the deficit would be their top priority, followed by investing in social programs. Canadians have mixed opinions on the federal Liberal government's performance as an economic manager, with the majority rating it as either poor/very poor or average.

- **Canadians have mixed impressions of the federal Liberal Government's performance as an economic manager** – Nearly four in ten Canadians rate the federal Liberal Government's performance as an economic manager as poor (18%) or very poor (18%), while almost four in ten rate it as average (36%). Four per cent of Canadians rate their performance as very good, while 21 per cent rate it as good. Three per cent are unsure.
- **More than eight in ten Canadians are concerned or somewhat concerned about the impact of higher interest rates on Canadians' ability to pay their mortgage and debt** – A majority of Canadians are concerned (45%) or somewhat concerned (36%) about the impact of higher interest rates on the ability of Canadians to pay their mortgage and other debt, while 11 per cent are somewhat unconcerned and seven per cent are unconcerned. One per cent are unsure.
- **A majority of Canadians are concerned or somewhat concerned about the affordability of housing in Canada** – Nearly nine in ten Canadians are concerned (58%) or somewhat concerned (30%) about the affordability of housing in Canada, while eight per cent are somewhat unconcerned and four per cent are unconcerned.
- **Over eight in ten Canadians are concerned or somewhat concerned about the gap between the rich and poor in Canada** – The majority of Canadians are concerned (59%) or somewhat concerned (25%) about the gap between the rich and poor in Canada, while nine per cent are somewhat unconcerned and six per cent are unconcerned. One per cent are unsure.
- **Four in ten Canadians say reducing the deficit would be their top priority if the Government of Canada received more tax revenue than expected** – Asked what their top priority would be if the Government of Canada received more tax revenue than expected, 40 per cent say reducing the deficit, followed by investing in social programs (21%), investing in infrastructure (19%), and reducing personal income taxes (18%). One per cent says reducing business taxes, and two per cent are unsure.

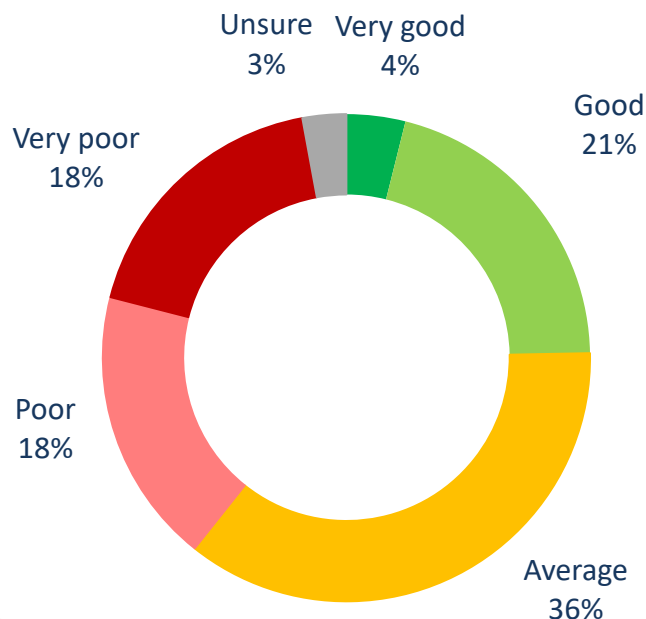
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 4th to 7th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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

Liberal Government performance as economic manager

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-11.7



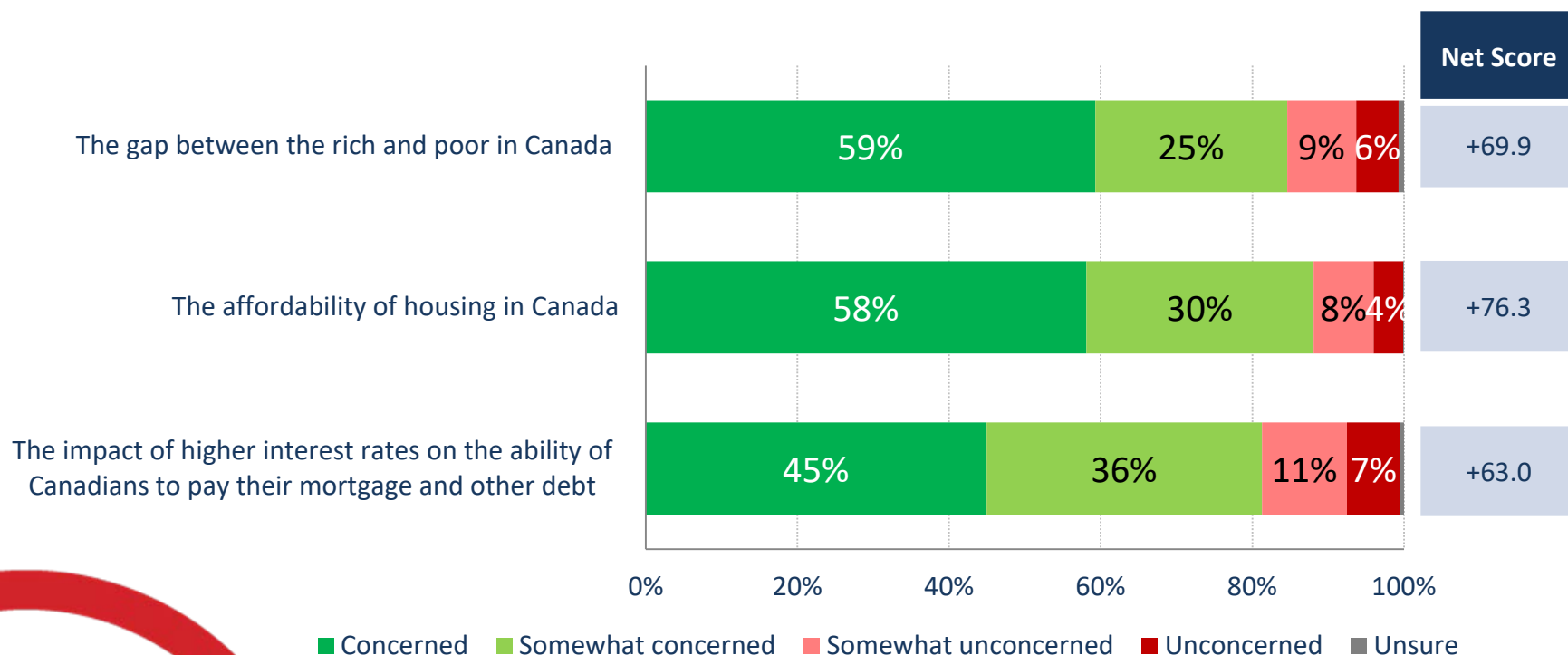
Subgroups	Poor/Very poor
Atlantic (n=100)	40.0%
Quebec (n=250)	24.4%
Ontario (n=300)	37.8%
Prairies (n=200)	55.6%
British Columbia (n=150)	25.3%
Male (n=514)	40.1%
Female (n=486)	32.8%
18 to 34 (n=248)	35.7%
35 to 54 (n=366)	35.7%
55 plus (n=386)	37.4%

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

QUESTION – Would you rate the federal Liberal Government's performance an economic manager as very good, good, average, poor, very poor?

Canadians' concerns about the economy

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

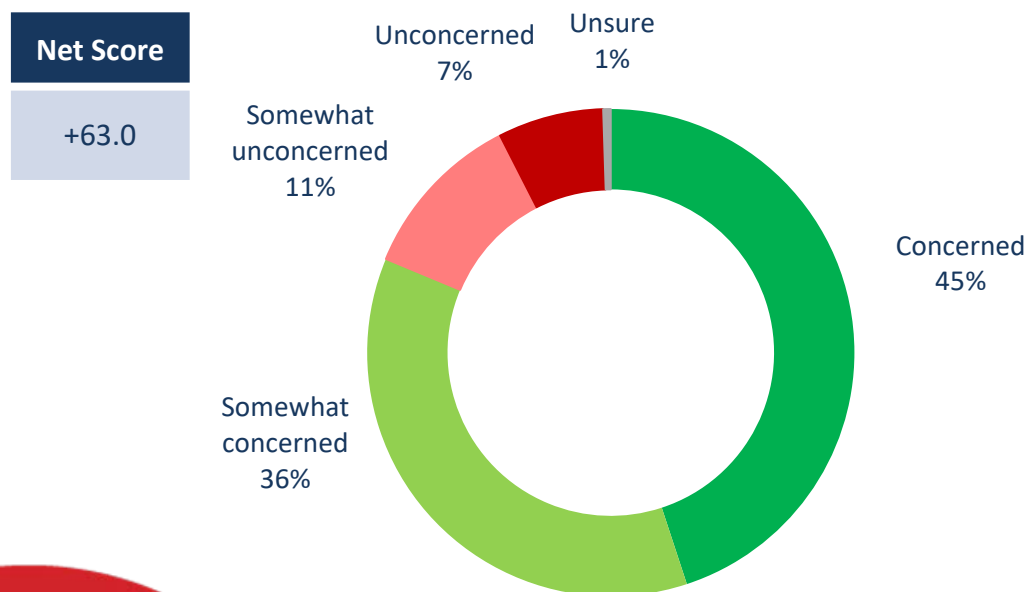


***Note:** Charts may not add up to 100 due to rounding

QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about each of the following? [RANDOMIZE]

Impressions of the impact of higher interest rates on debts

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	82.4%
Quebec (n=250)	86.9%
Ontario (n=300)	79.9%
Prairies (n=200)	80.1%
British Columbia (n=150)	75.5%
Male (n=514)	76.8%
Female (n=486)	85.6%
18 to 34 (n=248)	81.2%
35 to 54 (n=366)	81.7%
55 plus (n=386)	80.9%

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

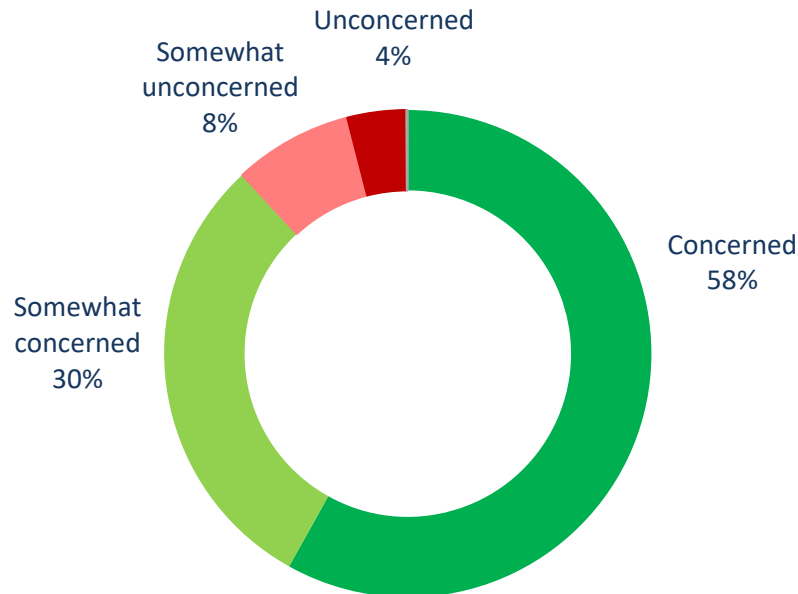
QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about each of the following?[RANDOMIZE]

The impact of higher interest rates on the ability of Canadians to pay their mortgage and other debt

Concern with housing affordability

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+76.3



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	86.0%
Quebec (n=250)	84.3%
Ontario (n=300)	87.5%
Prairies (n=200)	89.0%
British Columbia (n=150)	96.1%
Male (n=514)	84.4%
Female (n=486)	91.8%
18 to 34 (n=248)	89.3%
35 to 54 (n=366)	87.1%
55 plus (n=386)	88.3%

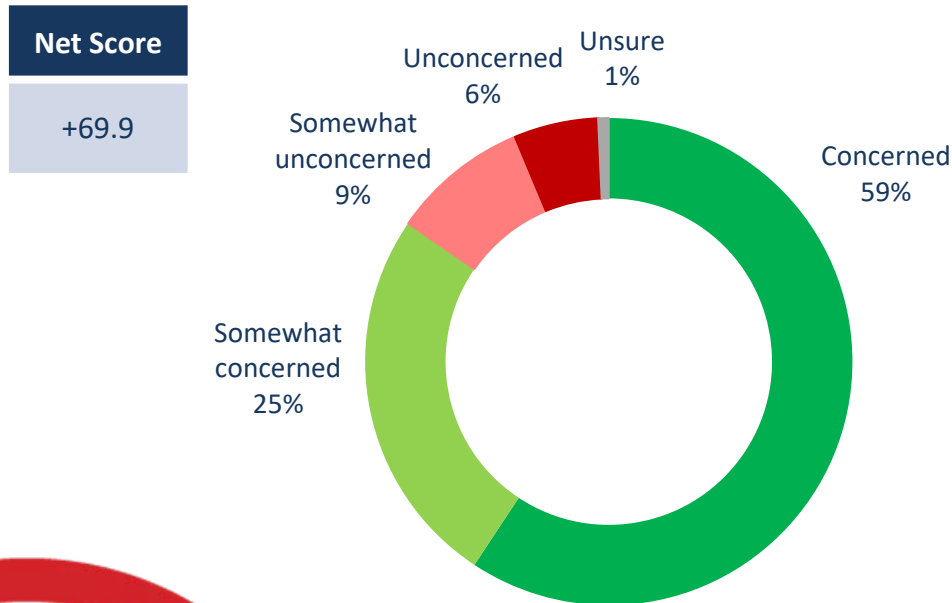
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about each of the following? [RANDOMIZE]

The affordability of housing in Canada

Concern with gap between rich and poor

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	89.5%
Quebec (n=250)	84.6%
Ontario (n=300)	85.4%
Prairies (n=200)	80.2%
British Columbia (n=150)	85.4%
Male (n=514)	80.8%
Female (n=486)	88.2%
18 to 34 (n=248)	79.3%
35 to 54 (n=366)	88.0%
55 plus (n=386)	85.3%

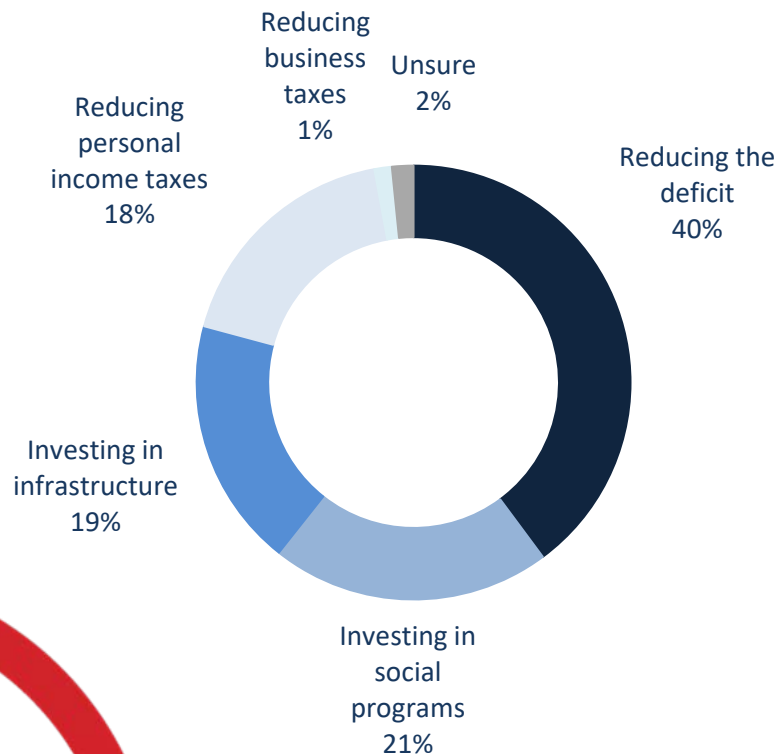
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about each of the following? [RANDOMIZE]

The gap between the rich and poor in Canada

Top priorities for tax revenue expenditure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Reducing the deficit
Atlantic (n=100)	36.9%
Quebec (n=250)	42.2%
Ontario (n=300)	40.9%
Prairies (n=200)	40.8%
British Columbia (n=150)	34.3%
Male (n=514)	46.4%
Female (n=486)	33.5%
18 to 34 (n=248)	37.1%
35 to 54 (n=366)	36.3%
55 plus (n=386)	44.9%

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

QUESTION – A stronger Canadian economy in 2017 than expected may provide the federal government with more tax revenues than they expected. Which of the following would be your top priority if the Government of Canada had more tax revenue than expected? [RANDOMIZE]



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 4th to 7th, 2017 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 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News.

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



Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Bloomberg News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1000 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) 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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	13 percent, consistent with industry norms.
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 Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module five of an omnibus survey. Previous modules asked about top unprompted issues of national concern; the Canadian economy and economic policies; and quality of life.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	November 4 th to 7 th , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations

Confidential

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			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you rate the federal Liberal Government's performance an economic manager as very good, good, average, poor, very poor?	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Very good	%	3.9	4.7	4.8	3.8	2.4	4.3	3.6	4.2	3.7	3.8	4.1
	Good	%	20.8	16.0	36.8	15.8	13.2	17.8	19.9	21.7	17.8	20.6	23.2
	Average	%	36.0	38.5	32.6	39.4	25.2	47.4	35.2	36.7	38.7	37.3	32.9
	Poor	%	18.3	22.7	16.8	17.8	23.7	11.6	21.2	15.5	16.1	19.5	18.8
	Very poor	%	18.1	17.3	7.6	20.0	31.9	13.7	18.9	17.3	19.6	16.2	18.6
	Unsure	%	2.9	.8	1.5	3.3	3.5	5.2	1.2	4.6	4.1	2.5	2.4

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Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about each of the following? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question -The impact of higher interest rates on the ability of Canadians to pay their mortgage and other debt	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Concerned	%	44.9	41.5	43.2	45.0	49.0	44.5	39.8	49.9	47.5	47.9	40.5
	Somewhat concerned	%	36.3	40.9	43.7	34.9	31.1	31.0	37.0	35.7	33.7	33.8	40.4
	Somewhat unconcerned	%	11.2	13.1	8.2	11.3	12.4	13.0	14.0	8.5	10.0	10.7	12.5
	Unconcerned	%	7.0	3.3	4.9	8.5	6.4	10.9	8.6	5.6	8.0	6.8	6.6
	Unsure	%	.5	1.2	.0	.3	1.1	.6	.7	.3	.9	.8	.0

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Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about each of the following? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The affordability of housing in Canada	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Concerned	%	58.1	63.5	45.2	59.1	56.7	75.9	55.0	61.1	62.4	57.1	56.0
	Somewhat concerned	%	30.0	22.5	39.1	28.4	32.3	20.2	29.4	30.7	26.9	30.0	32.3
	Somewhat unconcerned	%	7.9	6.2	12.4	8.1	7.2	2.0	10.7	5.2	8.0	8.4	7.4
	Unconcerned	%	3.9	7.8	3.3	4.4	3.3	1.9	5.0	2.8	2.7	4.2	4.3
	Unsure	%	.1	.0	.0	.0	.4	.0	.0	.2	.0	.3	.0

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Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about each of the following? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The gap between the rich and poor in Canada	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Concerned	%	59.3	61.0	53.7	61.5	55.4	68.0	57.1	61.4	55.1	62.9	59.0
	Somewhat concerned	%	25.3	28.5	30.9	23.9	24.8	17.4	23.7	26.8	24.2	25.1	26.3
	Somewhat unconcerned	%	9.1	4.9	10.6	7.5	12.3	8.2	11.9	6.3	11.8	8.1	8.0
	Unconcerned	%	5.6	4.7	4.9	6.2	6.6	5.2	6.7	4.6	7.5	3.2	6.5
	Unsure	%	.7	.8	.0	.8	.9	1.2	.6	.8	1.3	.8	.2

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			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - A stronger Canadian economy in 2017 than expected may provide the federal government with more tax revenues than they expected. Which of the following would be your top priority if the Government of Canada had more tax revenue than expected? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Reducing the deficit	%	39.8	36.9	42.2	40.9	40.8	34.3	46.4	33.5	37.1	36.3	44.9
	Investing in social programs	%	20.8	22.6	20.4	20.5	13.7	30.2	16.4	24.9	23.3	19.8	19.8
	Investing in infrastructure	%	18.5	17.4	20.0	19.8	14.9	18.8	18.8	18.2	13.3	19.7	21.0
	Reducing personal income taxes	%	17.9	20.3	15.4	17.5	23.4	14.3	16.2	19.6	22.8	21.2	11.7
	Reducing business taxes	%	1.3	1.1	1.3	1.0	2.2	1.1	1.5	1.2	1.3	1.4	1.2
	Unsure	%	1.6	1.6	.7	.3	5.1	1.3	.7	2.6	2.2	1.5	1.3

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