

52% SAY THAT A CANDIDATE WHO PRIORITIZES AFFORDABLE HOUSING – EVEN OVER OTHER KEY PRIORITIES – IS MORE LIKELY TO GET THEIR VOTE

67% SAY THAT THERE IS NOT ENOUGH HOUSING AVAILABLE FOR LOWER-INCOME ONTARIANS

61% THINK THAT INCREASING THE SUPPLY OF AFFORDABLE HOUSING WILL BENEFIT ALL ONTARIANS, NOT ONLY LOWER-INCOME PEOPLE



DETAILED RESULTS

ATTITUDES ABOUT HOUSING FOR LOW INCOME ONTARIANS

CONDUCTED FOR VOTE4HOUSING (Vote4Housing.ca)

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS



METHODOLOGY

The survey was conducted with $n=1,500$ Ontario residents aged 18 and over from April 14 to 19, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is $\pm 2.53\%$, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, education, and region. Totals may not add up to 100 due to rounding.

EXECUTIVE SUMMARY

ABACUS DATA



EXECUTIVE SUMMARY

- **There is broad recognition that the housing situation has worsened for lower income Ontarians. There are more lower-income Ontarians who can't afford housing than before (79% agree) and there is not enough housing for lower income people (67%).**
- **There is widespread agreement (62%) that investments in building new subsidized housing can help end homelessness and stimulate Ontario's economic recovery.**
- **61% of Ontarians also believe that investments in housing for lower income Ontarians benefit everyone, not just lower-income people**
- **With an election on the horizon, Ontarians recognize a worsening problem for lower income residents when it comes to housing affordability and a large proportion would prioritize investments in affordable housing over other important priorities such as transportation (39%) and climate change (36%).**
- **Half of Ontarians (52%) are more likely to vote for a candidate that prioritizes housing for lower-income people.**

RESULTS

ABACUS DATA

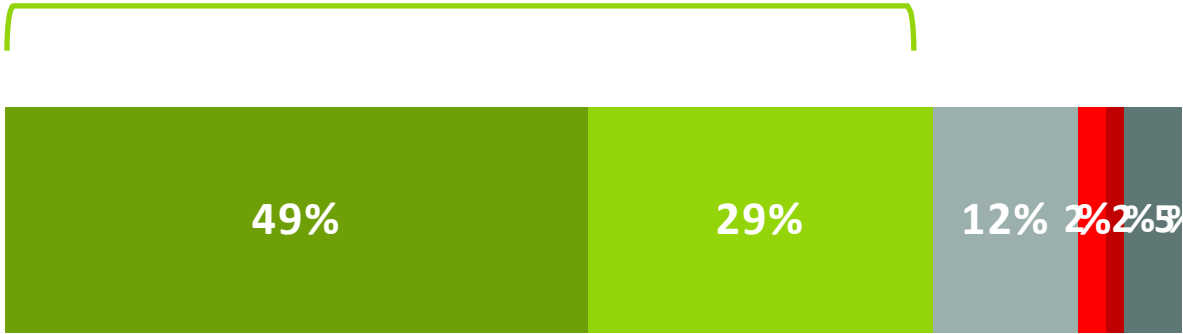


ATTITUDES ABOUT THE AVAILABILITY OF HOUSING FOR LOWER-INCOME ONTARIANS

Strongly/
Somewhat
agree

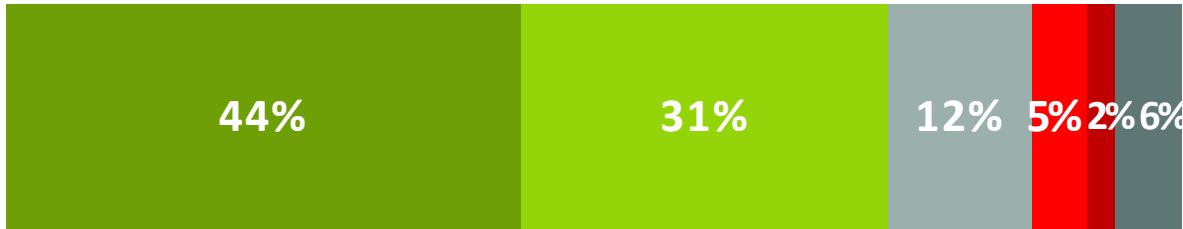
The rising cost of housing has meant that there are now more lower-income Ontarians who are unable to afford a place to live

79%



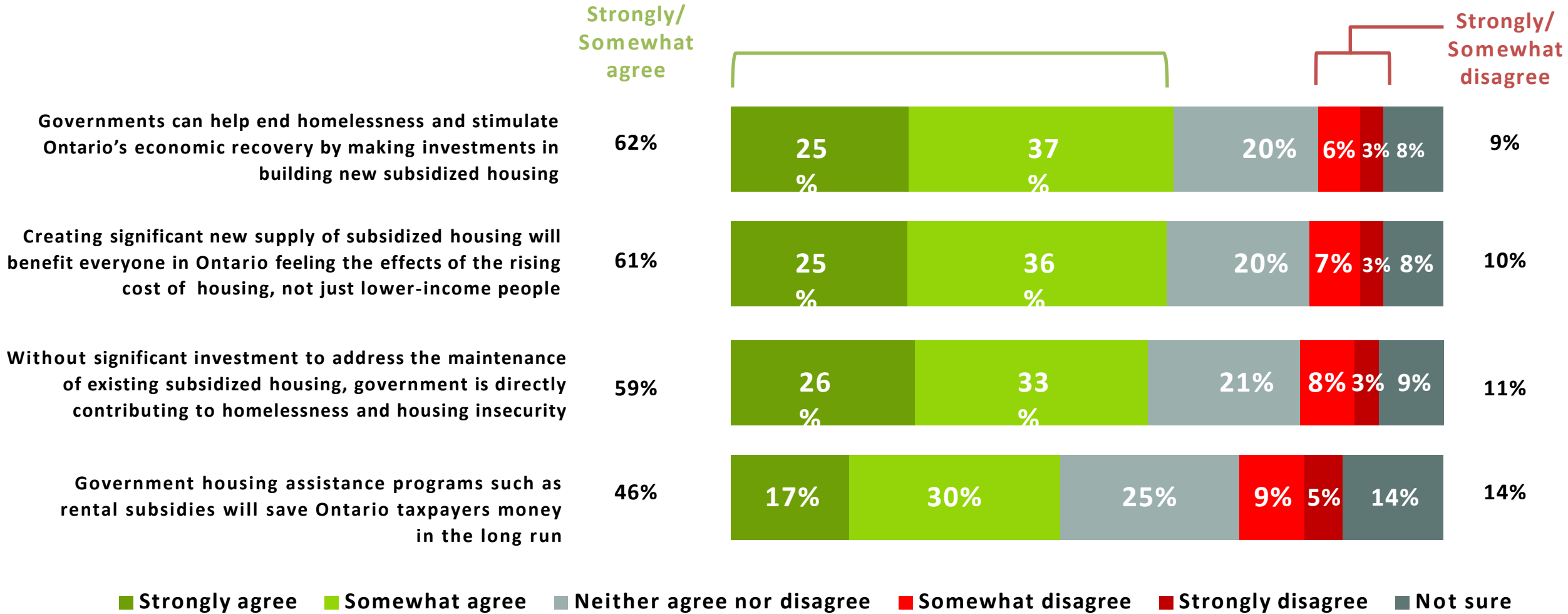
There is not nearly enough housing right now in Ontario for lower-income Ontarians in need of a place to live

75%



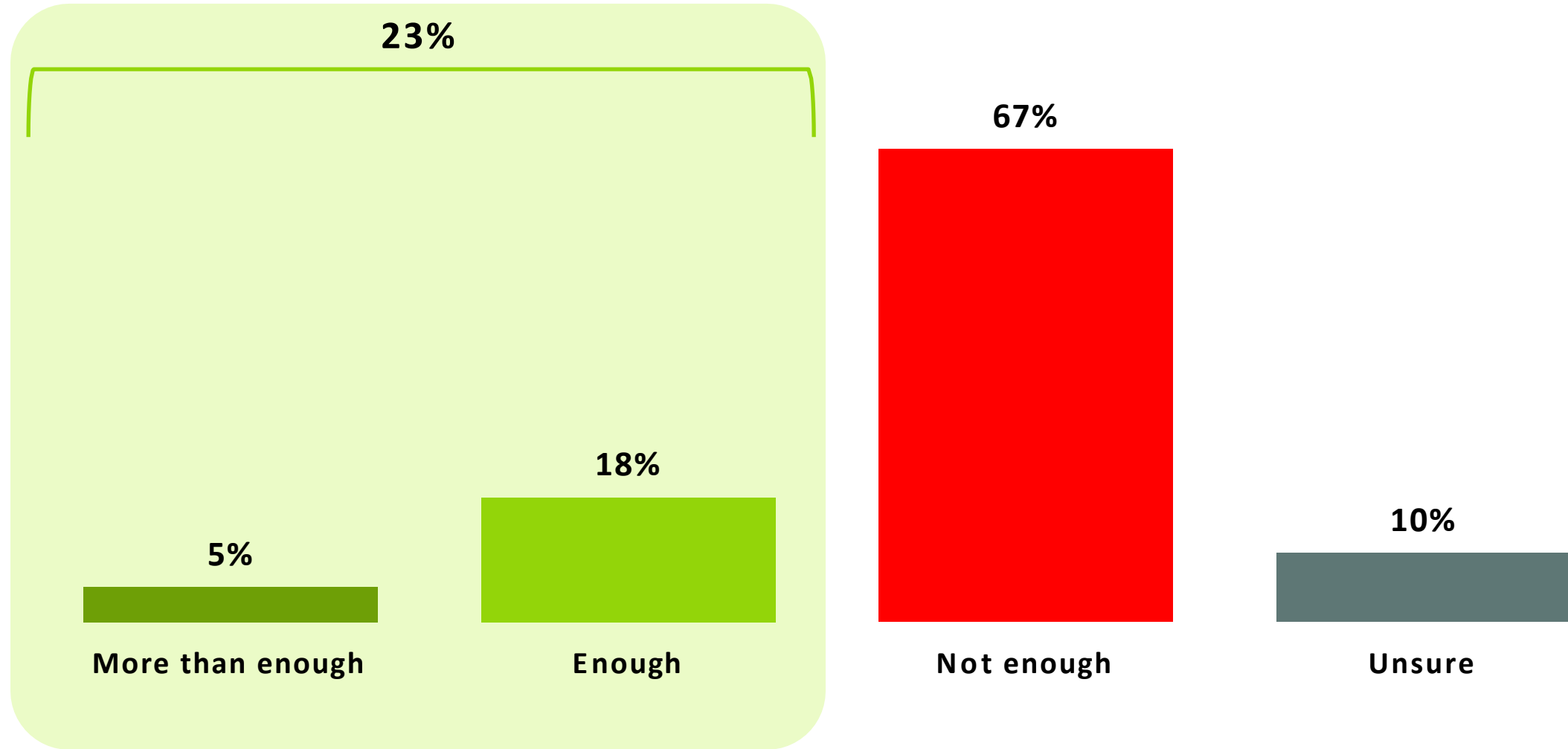
■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Not sure

ATTITUDES ABOUT HOW TO SOLVE THE HOUSING CRISIS FOR LOWER-INCOME ONTARIANS



To what extent do you agree or disagree with the following statements?

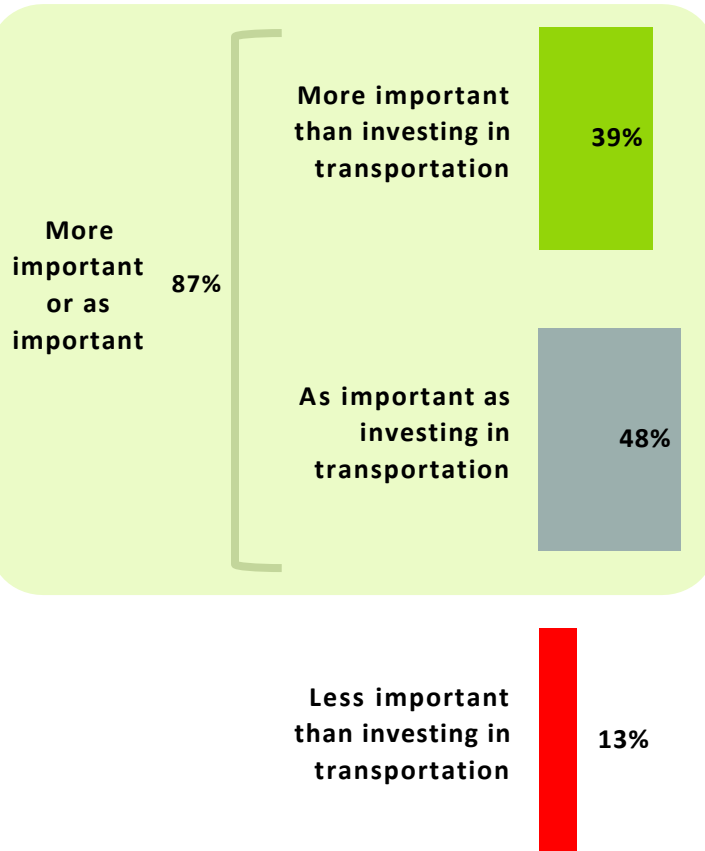
IS THERE ENOUGH HOUSING AVAILABLE FOR LOWER-INCOME ONTARIANS?



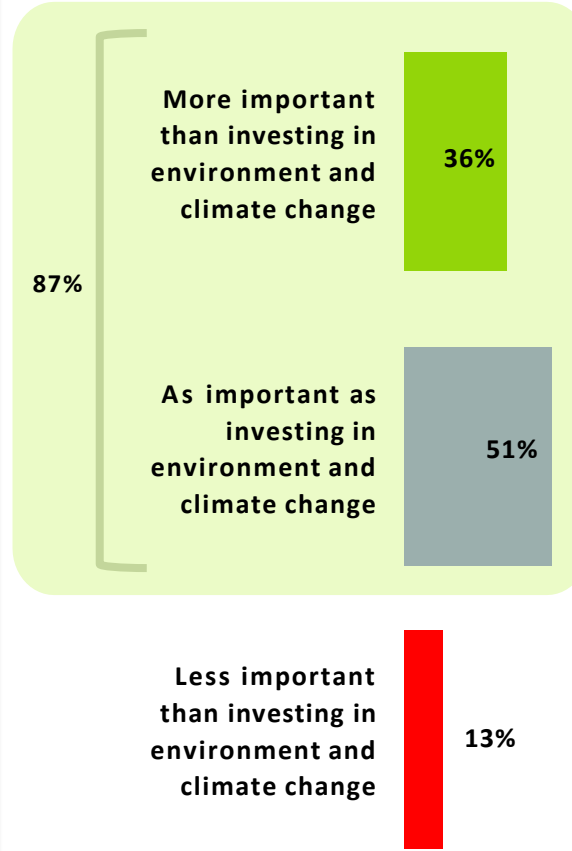
Do you feel there is more than enough, enough, or not enough housing available for lower-income people in Ontario?

IMPORTANCE OF INVESTING IN AFFORDABLE HOUSING VS. OTHER PRIORITIES

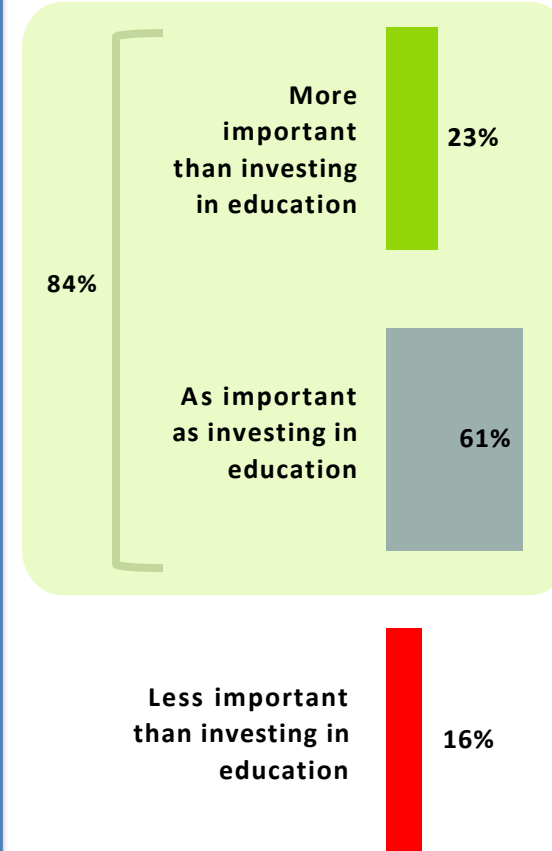
TRANSPORTATION



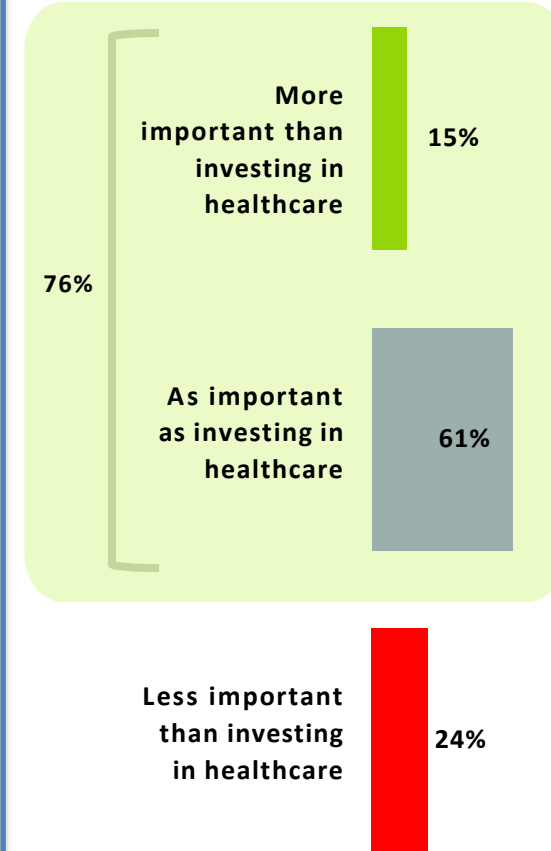
ENVIRONMENT & CLIMATE CHANGE



EDUCATION

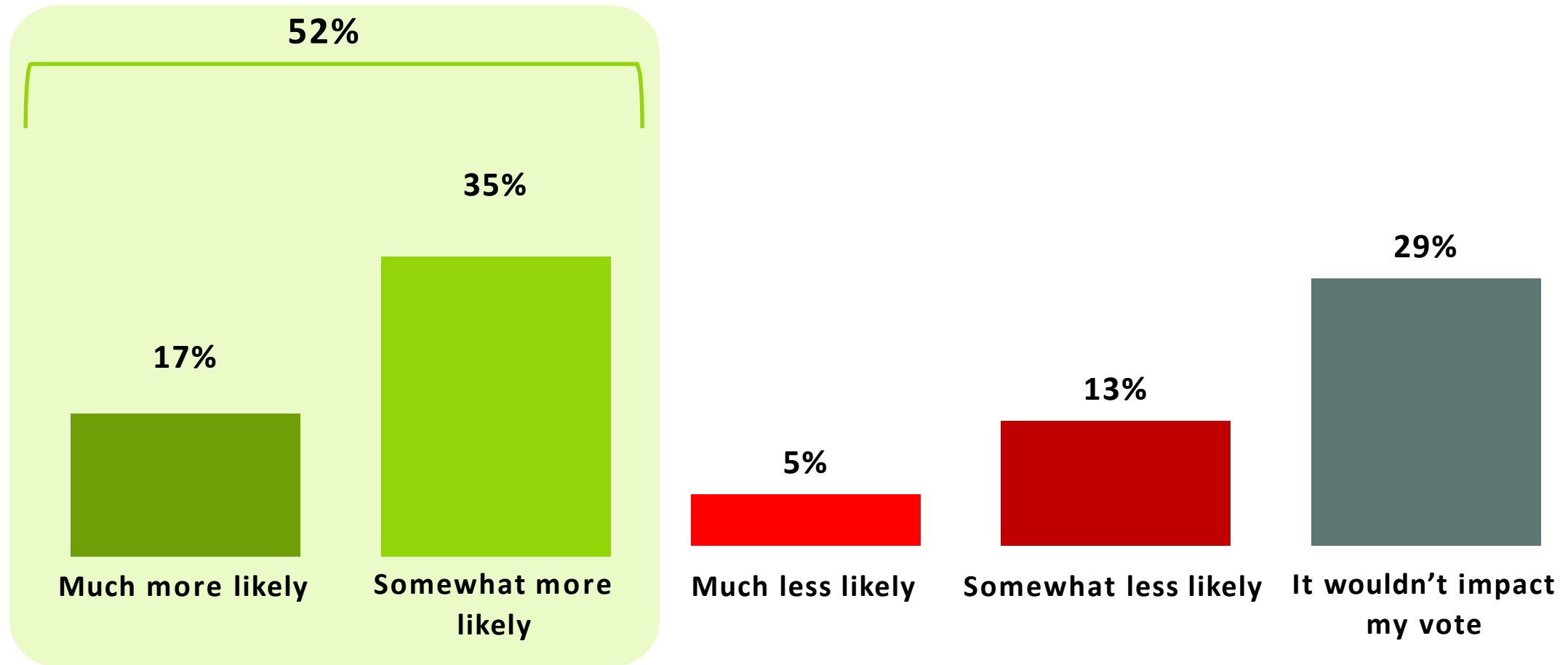


HEALTH CARE



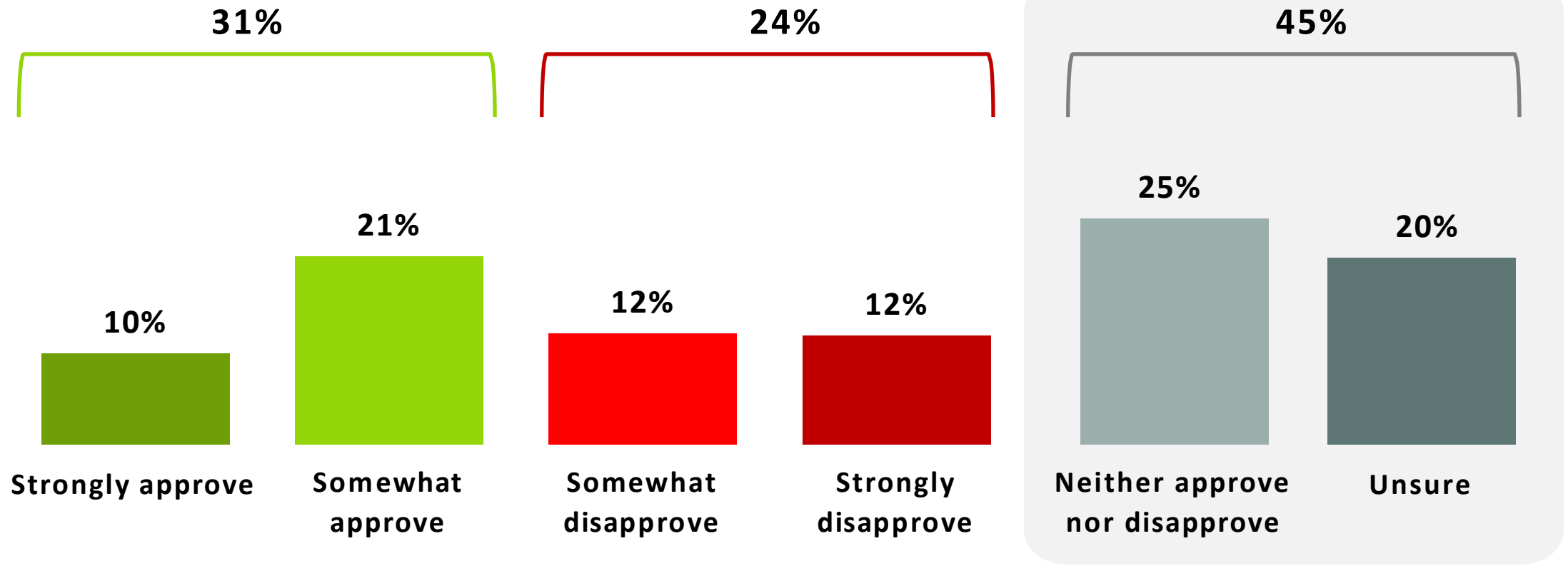
Do you think new provincial government investments in housing for lower-income Ontarians are more important, less important, or as important as investing in the following areas?:

DOES PRIORITIZING INVESTING IN HOUSING COULD IMPACT YOUR VOTE FOR A CANDIDATE, EVEN IF IT'S AT THE EXPENSE OF OTHER PRIORITIES?



Thinking about the upcoming provincial election, are you more or less likely to vote for a candidate that prioritizes investments in housing for lower-income Ontarians, even if it's at the expense of some of these other priorities?

APPROVAL OF PROVINCIAL GOVERNMENT'S APPROACH TO INVESTING IN AFFORDABLE HOUSING



Do you approve of the provincial government's approach to investing in affordable housing for lower-income Ontarians?