

Ending Homelessness in Ottawa Should Be an Urgent Goal: New Survey.

Presented by Nik Nanos
October 18th, 2022



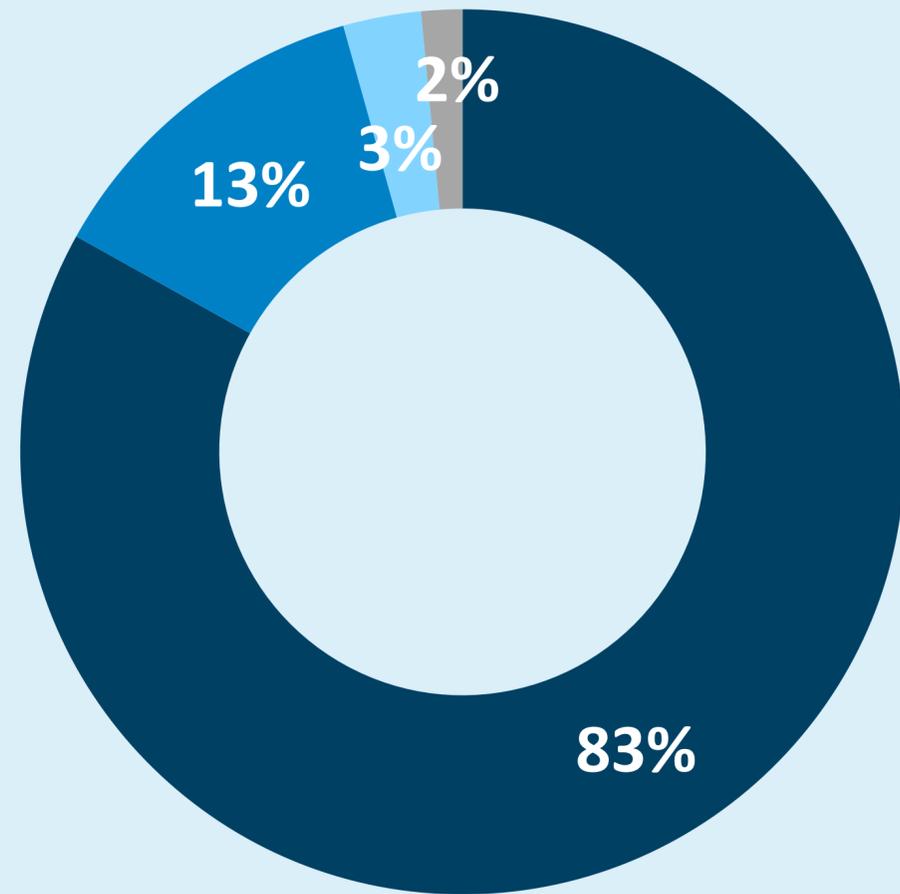
Overview

Nanos conducted a random telephone survey of 819 residents of Ottawa, 18 years of age or older, between October 1st to 8th, 2022. The margin of error for a random survey of 819 residents of Ottawa is ± 3.4 percentage points, 19 times out of 20.

- › Homelessness in Ottawa
- › Concern over housing costs
- › Support for new affordable housing
- › Support for candidate who proposes concrete actions



Ending Homelessness in Ottawa



■ Urgent (7-10) ■ Neutral (4-6)
■ Not urgent (0-3) ■ Unsure

Eight in ten

Ottawa residents say it should be an urgent goal to work on ending homelessness in Ottawa

Proximity to homelessness*

12%

Report having a friend or an acquaintance that has been homeless

7%

Report having a family member who has been homeless.

4%

Report having been homeless themselves

Q - On a scale of 0 to 10 where 0 is not at all urgent and 10 is very urgent, how urgent should it be to work to end homelessness in Ottawa?

*Respondents were able to select multiple responses.



Concern over housing costs



- Close to two in ten Ottawa residents are worried about paying their housing costs next month (9% worried; 9% somewhat worried).
- One quarter of younger residents (18 to 34) are worried about housing costs (12% are worried; 13% somewhat worried).

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

Support for building new affordable housing

There is strong support for building new affordable housing in Ottawa

Nine in ten Ottawa residents support building or somewhat support building new affordable housing in Ottawa.

Support is strong across all demographics, with women and residents of downtown showing stronger support.



Residents of Ottawa overall

73% support

17% somewhat support

Residents of Downtown

81% support

14% somewhat support

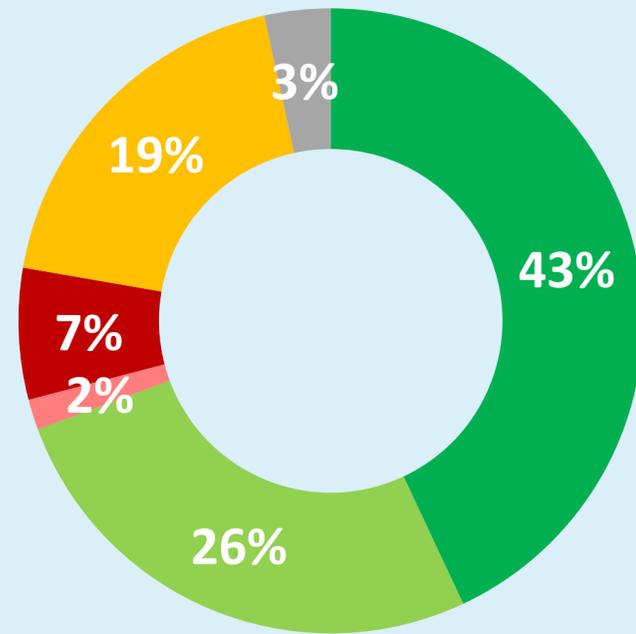
Women

82% support

13% somewhat support

Q - As part of efforts to fight the pandemic, governments have spent money to help Canadians, stimulate the economy and create jobs. Would you support, somewhat support, somewhat oppose or oppose investing in building new affordable housing to stimulate the economy and help end homelessness in Ottawa?

Proposing concrete actions to end homelessness has positive impact on voters



- More likely to support this candidate
- Somewhat more likely to support this candidate
- Somewhat less likely to support this candidate
- Less likely to support this candidate
- No impact on support for candidate
- Unsure

> Nearly seven in ten Ottawa Residents say they would be more or somewhat more likely to support a candidate for municipal council if proposed concrete action to end homelessness and build safe, affordable, housing.

> Impact of proposing these actions on likelihood to support is higher among **residents of downtown (56%), women (48%)** and **younger residents (18-34)(48%)**.

Q - If a candidate for municipal council proposed concrete action to end homelessness and build safe, affordable, housing in Canada would you be more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood to support this candidate?

Questions?

