



VOX POP LABS

BRIEF

HOUSING AND HOMELESSNESS IN ONTARIO

**PREPARED FOR COH
APRIL 27, 2017**

EXECUTIVE SUMMARY

In March 2017, Vox Pop Labs, in consultation with the Canadian Observatory on Homelessness, conducted a study to understand public opinion regarding homelessness and housing in the Golden Horseshoe area. The study was fielded to Vox Pop Labs' proprietary research panel; nearly 1,000 validated responses were collected between April 24 and April 27, 2017. The data was both pre- and post-stratified to ensure that the results discussed in this report were representative of the Ontario population.

There is clear support for recent measures targeted at the housing market in the Golden Horseshoe area that includes and surrounds Toronto. A majority of Ontarians feel that rising house prices were negative for residents. Regarding the policies themselves, over three times as many Ontarians support the recent measures as the number who oppose them. The tax on non-Canadian residents purchasing real estate in the area is supported by over 85% of Ontarians, while rent controls are also supported by over 80% of Ontarians. Interestingly, for both policies, there is little variation between those who live in the Golden Horseshoe compared to those who live outside of it.

There is very strong support for creating a legal obligation to prevent homelessness among those living in Canada. This support is most strongly felt amongst women, youth and Ontarians with lower incomes. Most Ontarians also agree that the Ontario government should make preventing homelessness a higher priority.

METHODOLOGY

The study was fielded to Vox Pop Labs' proprietary research panel, one of Canada's largest and most diverse research panels. The survey was live between April 24 and April 27, 2017 and collected 947 validated responses. Our sample was both pre-stratified and post-stratified on age, gender, income, and education to ensure representative results. Partial responses were included in the analysis, so sample sizes for each question will not be consistent.

ABOUT VOX POP LABS

Vox Pop Labs is a civic tech and data initiative founded and operated by a team of statisticians and social scientists. Its digital products, such as Vote Compass, have engaged millions of users worldwide. Our analytics capabilities combine an expertise in machine-learning and statistical techniques with one of Canada's largest proprietary insight panels. We are committed to using these capabilities to uncover exceptional insights for media, government, commercial, and non-profit organisations.

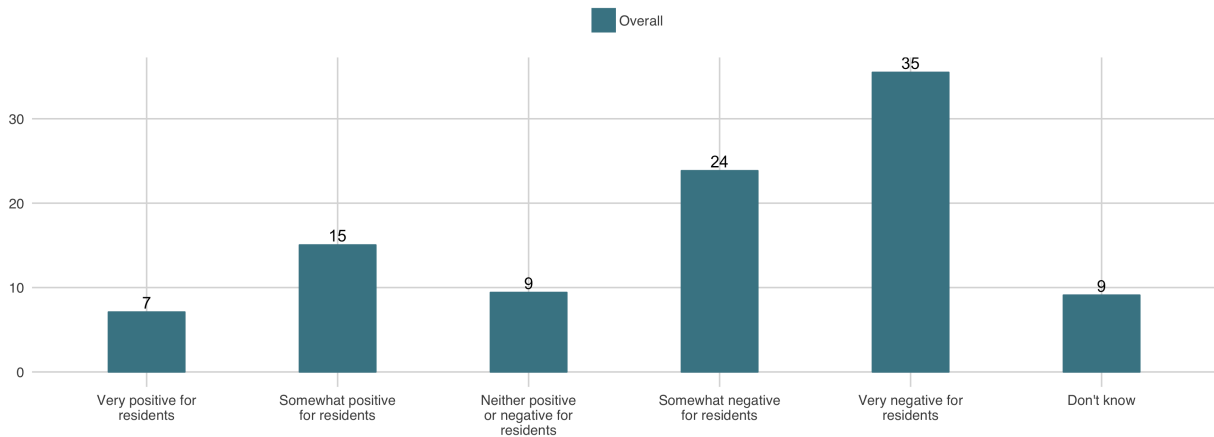
ONTARIO HOUSING POLICY

I. Perceptions of rising housing prices

The recent rise in housing prices in the Golden Horseshoe area is predominately seen as negative for residents.

In recent months, the average price of housing in the Golden Horseshoe Area has been increasing. How would you describe the impact of this increase for residents in this area?

Overall results: (n = 940)



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This perception is most strongly held amongst Ontarians with lower incomes, though over half of Ontarians making over 150,000 CAD per year agree the increase is negative for residents.

In recent months, the average price of housing in the Golden Horseshoe Area has been increasing. How would you describe the impact of this increase for residents in this area?

Divisions by income: (n = 940)



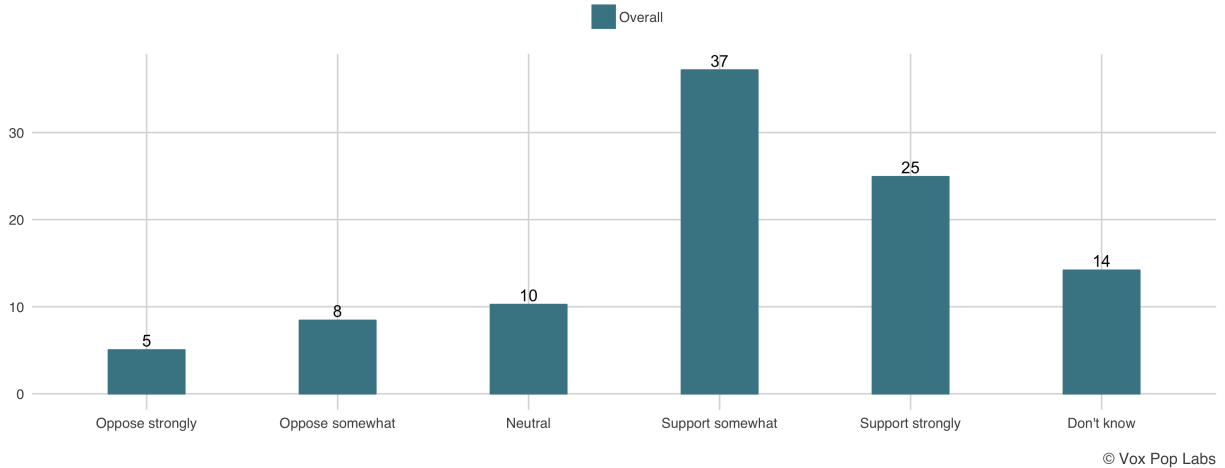
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II. Perception of general housing policies

Ontarians were largely supportive of the housing policies proposed by the Ontario government.

The Government of Ontario recently proposed measures related to the housing market in your area. Based on what you may have seen, read or heard about these measures, do you support or oppose these policies?

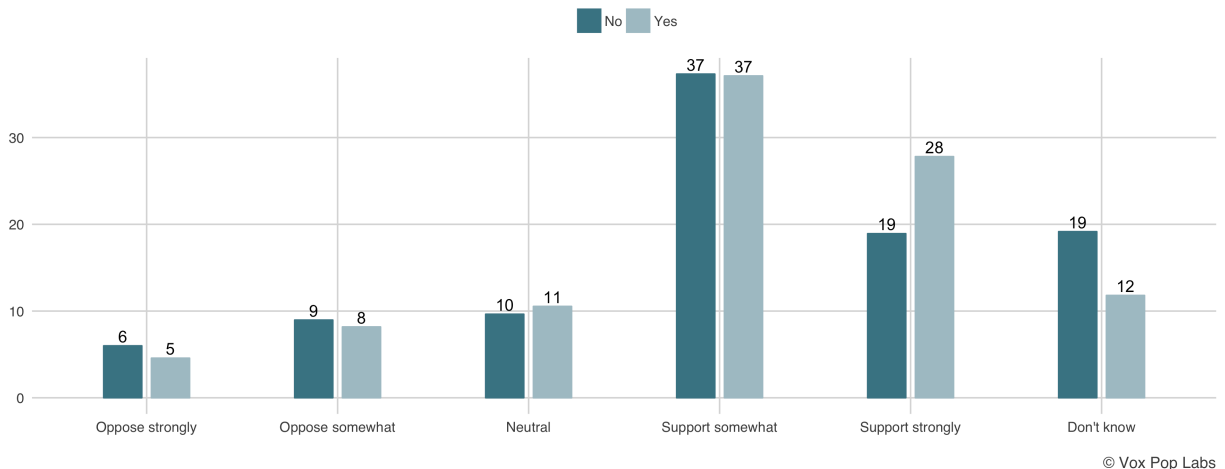
Overall results: (n = 943)



Interestingly, these policies were also strongly supported by Ontarians living outside the Golden Horseshoe area. This could suggest that the policies are tapping into issues felt by most Ontarians, not just those in the Golden Horseshoe.

The Government of Ontario recently proposed measures related to the housing market in your area. Based on what you may have seen, read or heard about these measures, do you support or oppose these policies?

Residence in the selected area: (n = 943)



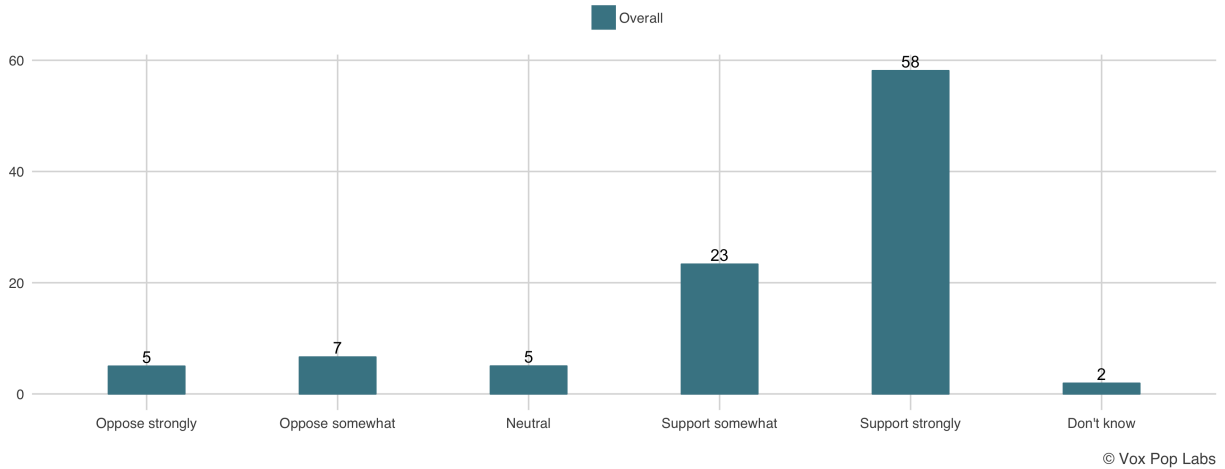
*Note on the legend: No: does not live in the Golden Horseshoe.
Yes: does live in the Golden Horseshoe.

III. Perceptions of Rent Control

Rent control is extremely popular amongst Ontarians, with a majority of Ontarians strongly supporting this measure.

The Government of Ontario has recently announced measures to limit the amount that rent prices for housing can be increased in the Golden Horseshoe Area. In general, do you support or oppose this policy?

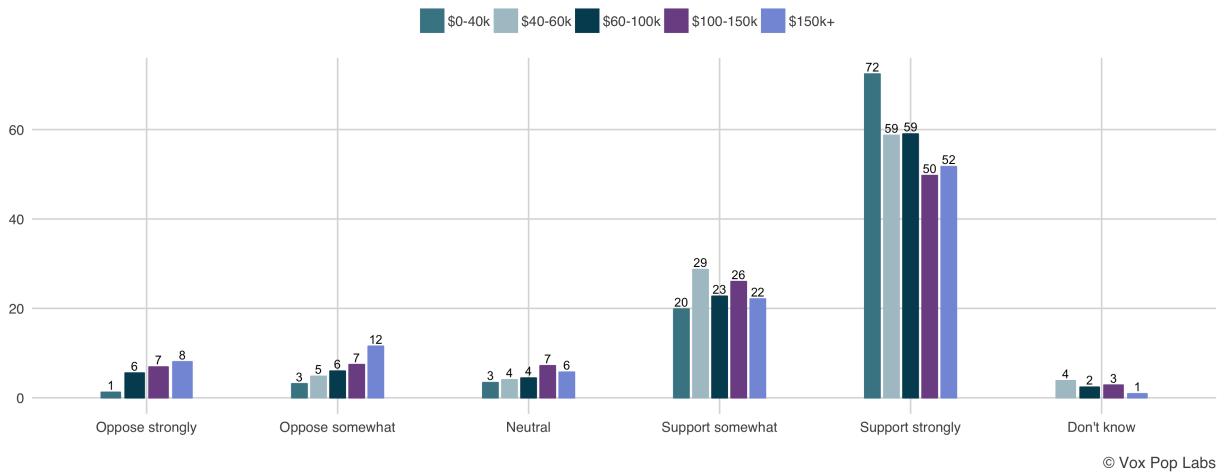
Overall results: (n = 943)



Though the policy enjoys very high levels of support across all income levels, Ontarians with lower incomes are most supportive.

The Government of Ontario has recently announced measures to limit the amount that rent prices for housing can be increased in the Golden Horseshoe Area. In general, do you support or oppose this policy?

Divisions by income: (n = 943)

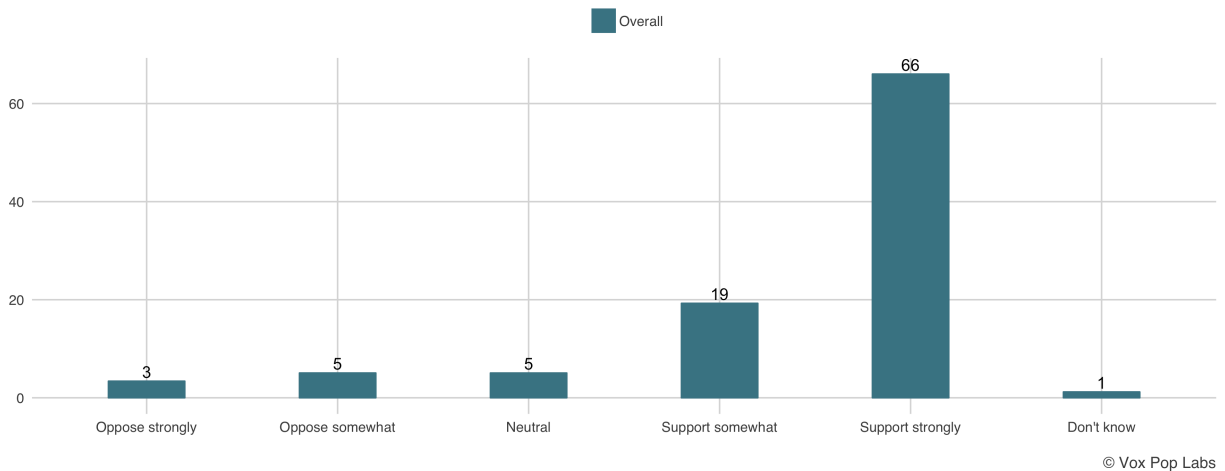


IV. Perceptions of Foreign Buyers Tax

A tax on real estate purchases by non-residents of Canada is also extremely popular amongst Ontarians.

The proposed measures also include an additional tax on individuals who buy housing in Toronto, but who are not citizens or permanent residents of Canada. In general, do you support or oppose this policy?

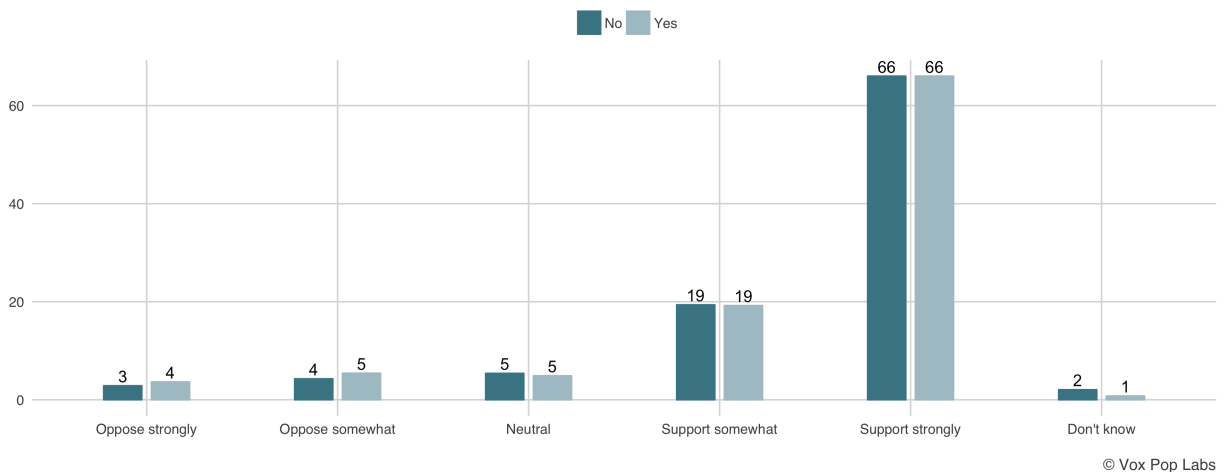
Overall results: (n = 942)



There is virtually no difference in support for this policy between those who live within or outside the affected area. This suggests that these policies would likely enjoy popular support regardless of the conditions of the housing market.

The proposed measures also include an additional tax on individuals who buy housing in Toronto, but who are not citizens or permanent residents of Canada. In general, do you support or oppose this policy?

Residence in the selected area: (n = 942)



*Note on the legend: No: does not live in the Golden Horseshoe.
Yes: does live in the Golden Horseshoe.

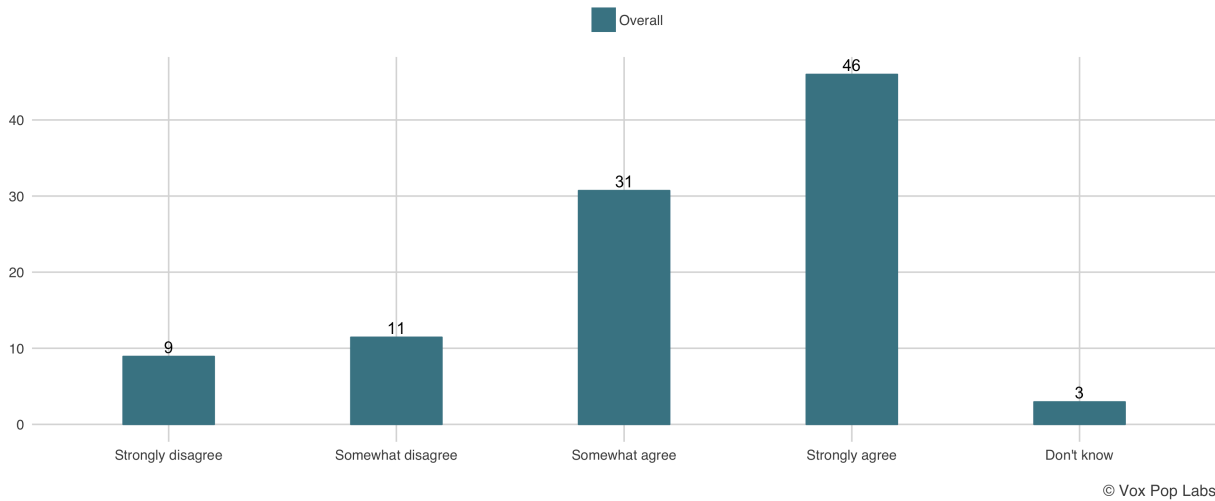
HOMELESSNESS

I. Perceptions legal obligation to prevent homelessness

Ontarians are very supportive of creating a legal obligation to prevent homelessness, where nearly half strongly support this policy.

The Canadian government should be legally obligated to help prevent residents from becoming homeless.

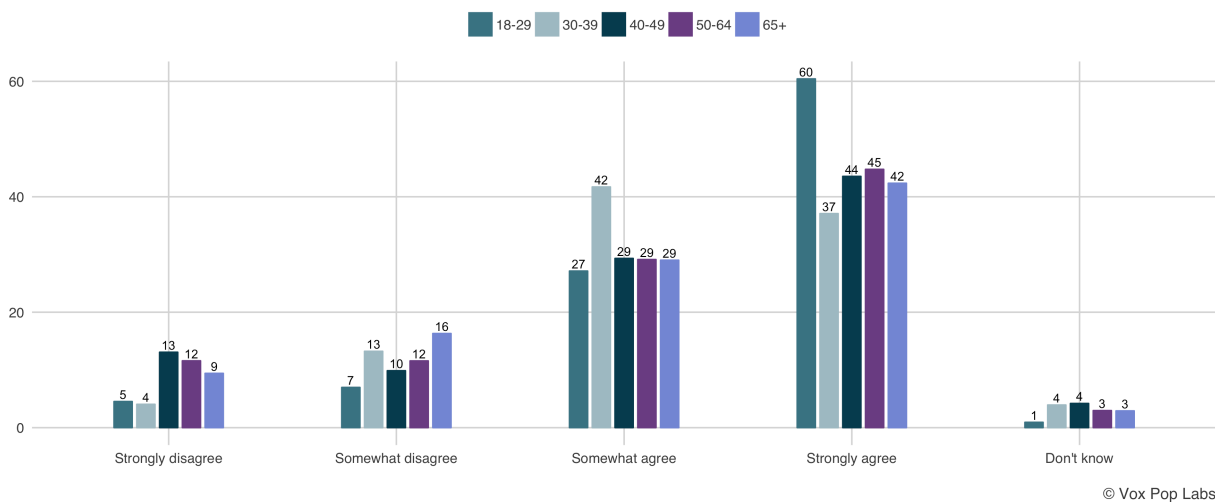
Overall results: (n = 944)



While all age groups are supportive of a legal obligation to prevent homelessness, this policy is particularly popular for Ontarians under 29 years old.

The Canadian government should be legally obligated to help prevent residents from becoming homeless.

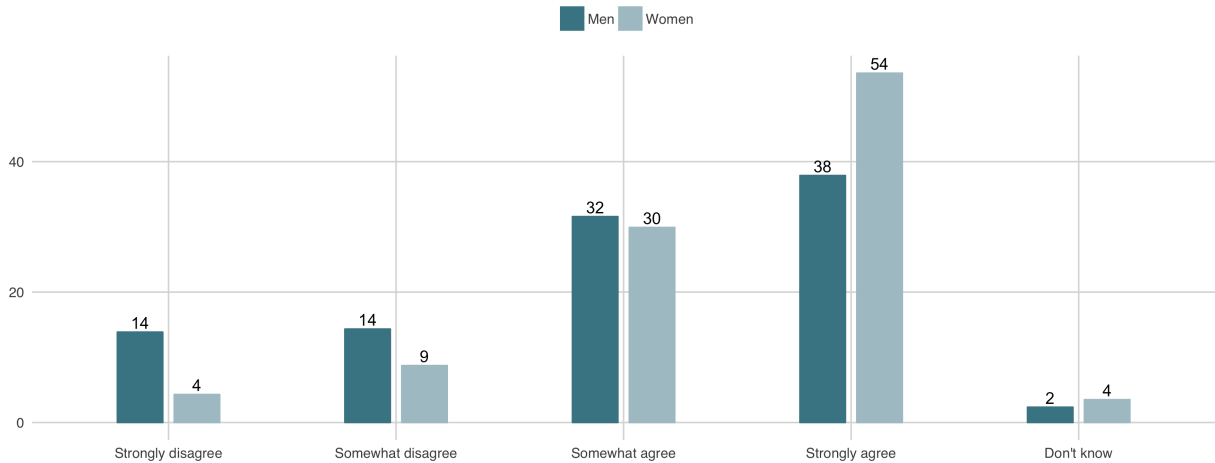
Divisions by age: (n = 944)



Female Ontarians as well as Ontarians with lower incomes are also most supportive of an obligation to prevent homelessness.

The Canadian government should be legally obligated to help prevent residents from becoming homeless.

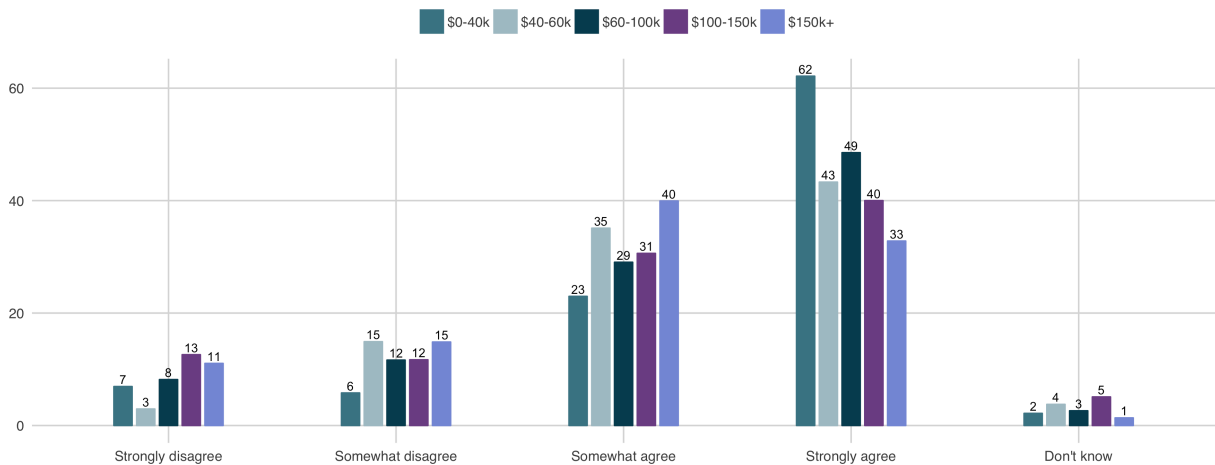
Divisions by gender: (n = 944)



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The Canadian government should be legally obligated to help prevent residents from becoming homeless.

Divisions by income: (n = 944)



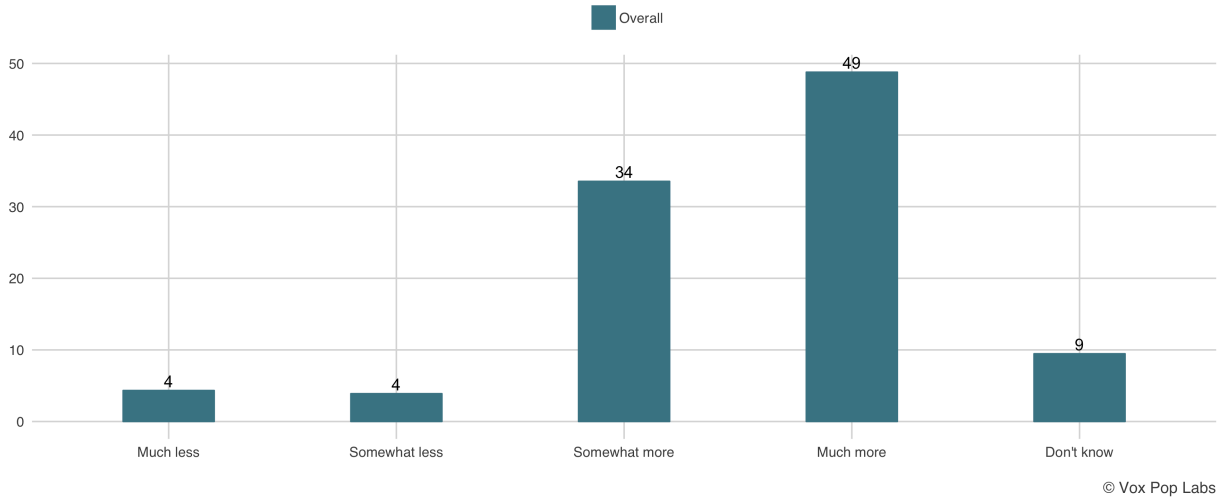
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II. Prioritization of Homelessness

Most Ontario residents want the Ontario government place a higher priority on preventing homelessness; less than 1-in-10 residents believe homelessness should be a lower priority.

How much should the Ontario government prioritize preventing residents from becoming homeless?

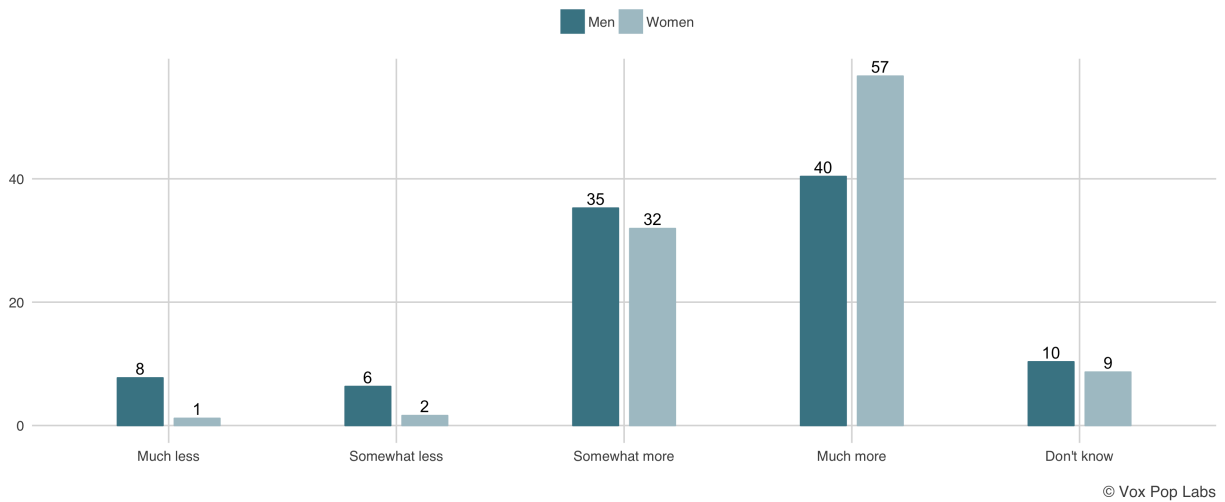
Overall results: (n = 943)



While there is a strong consensus across all demographic groups, three groups are most supportive of making homelessness prevention a higher priority: women, youth and Ontarians with lower incomes.

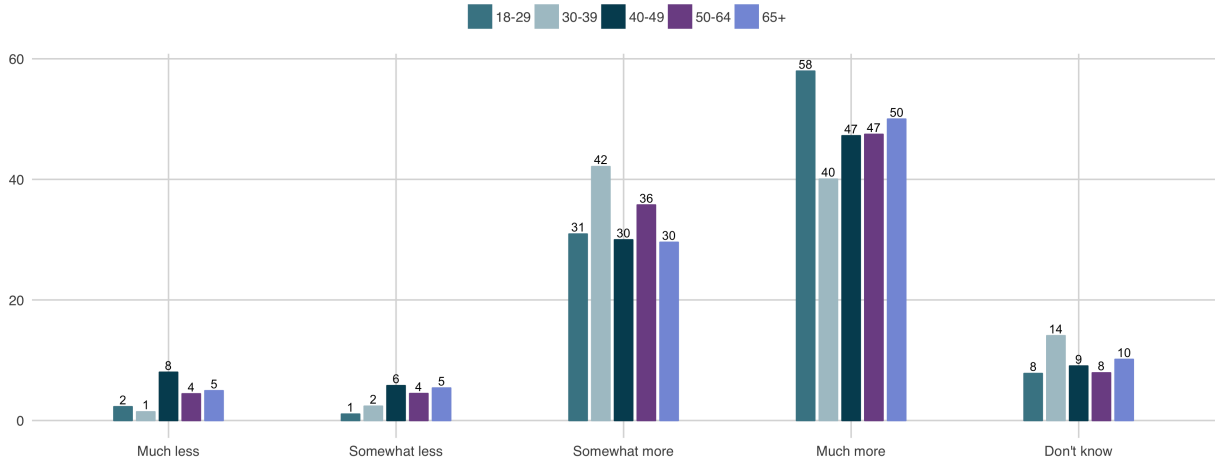
How much should the Ontario government prioritize preventing residents from becoming homeless?

Divisions by gender: (n = 943)



How much should the Ontario government prioritize preventing residents from becoming homeless?

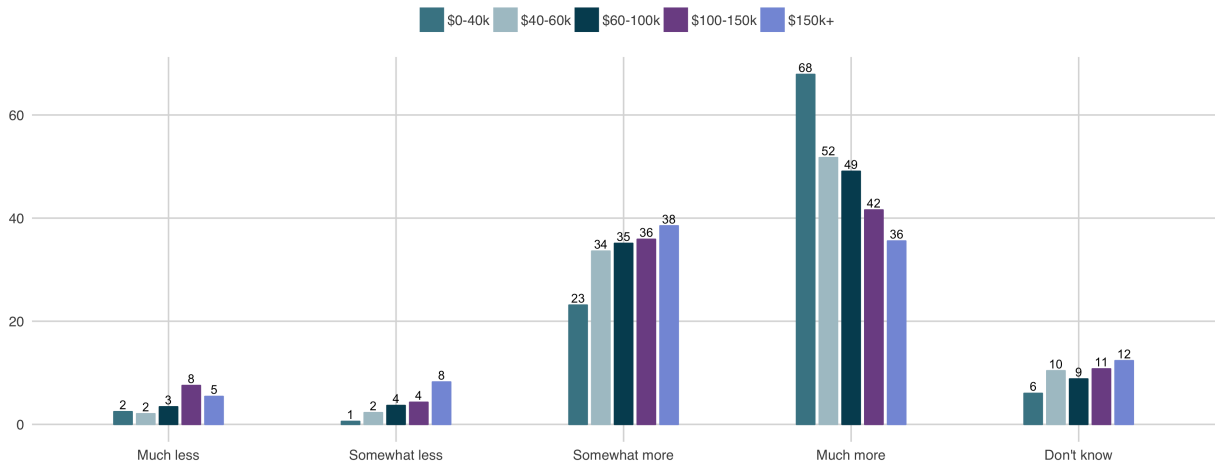
Divisions by age: (n = 943)



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How much should the Ontario government prioritize preventing residents from becoming homeless?

Divisions by income: (n = 943)



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