



October 12, 2022

Impact of Affordability on Canadians

An internal study conducted by Navigator Ltd.

THESE SLIDES ARE PART OF A DISCOVER PRESENTATION AND ARE INCOMPLETE WITHOUT ACCOMPANYING ORAL COMMENTARY

Affordability



Key Findings

Nearly all Canadians (85%) report affordability is important to them and their families.

The concerns related to affordability are, the cost of groceries (65%), inflation (53%), gas prices (47%) and housing affordability (30%).

Two-thirds of Canadians (67%) agree that “to deal with the challenge of affordability, the Government of Canada should target relief measures to low-income families”.

Canadians are equally split in the most effective way to bring relief to Canadians - through tax and payroll deductions versus targeted spending programs.



Key Findings

Some 80% report the provincial government should do more to address affordability, while two-thirds (63%) place the responsibility of rising costs on big businesses.

- Nearly half of Canadians (54%) attribute the rising cost of living to spending too much money by the Federal Government .

Fully 58% of Canadians express familiarity with the Liberal government's plans to address affordability. Only one-third (33%) express confidence towards this plan to have an impact on affordability.



Importance of Affordability

VERY/SOMEWHAT IMPORTANT (Top 4 Box – 10,9,8,7)

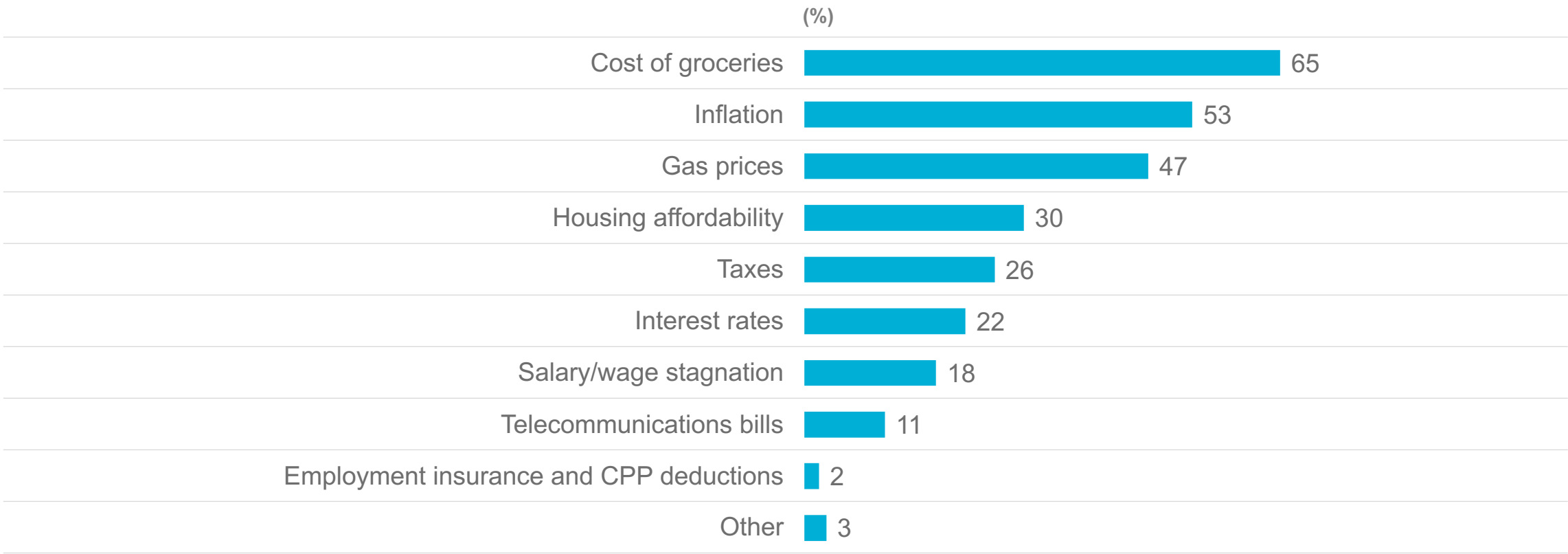
85%



■ Very important (10) ■ (9,8,7) ■ (6,5,4) ■ (3,2,1) ■ Not important at all (0)

Q1. On a scale of 0 to 10, where 0 is “not at all important” and 10 is “very important,” how important is affordability to you and your family?
Base: Total sample (n=1520)

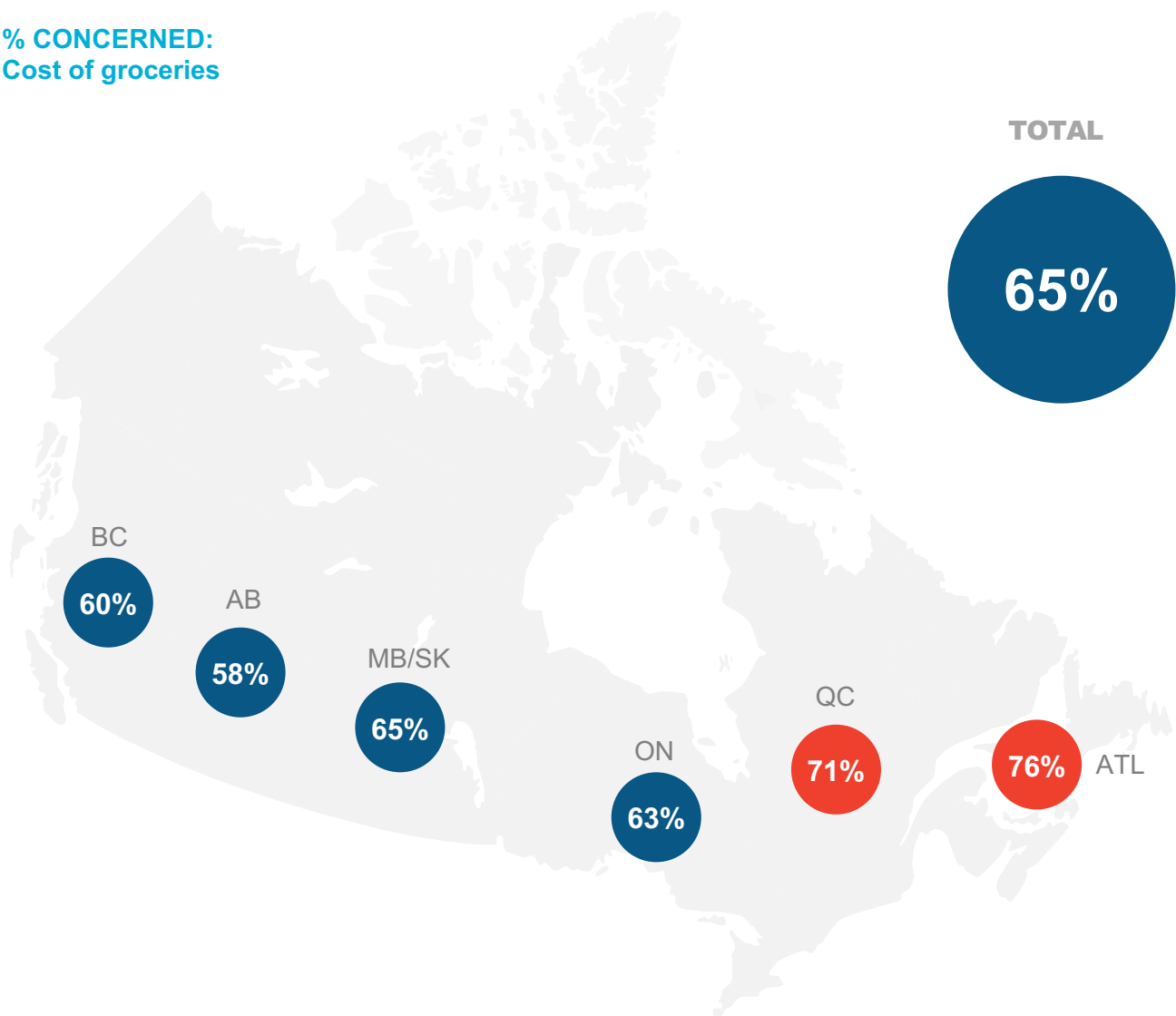
Affordability Issues Most Concerned About



Q6. Which of the following affordability issues are you the most concerned about?
Base: Total sample (n=1520)

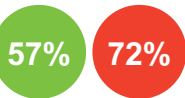
Affordability Issues Most Concerned About

% CONCERNED:
Cost of groceries

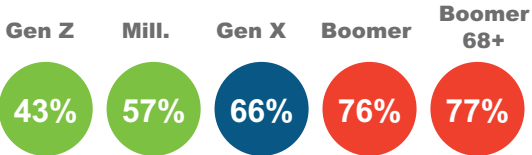


More concerned Less concerned

GENDER



AGE

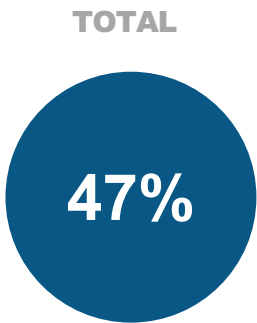
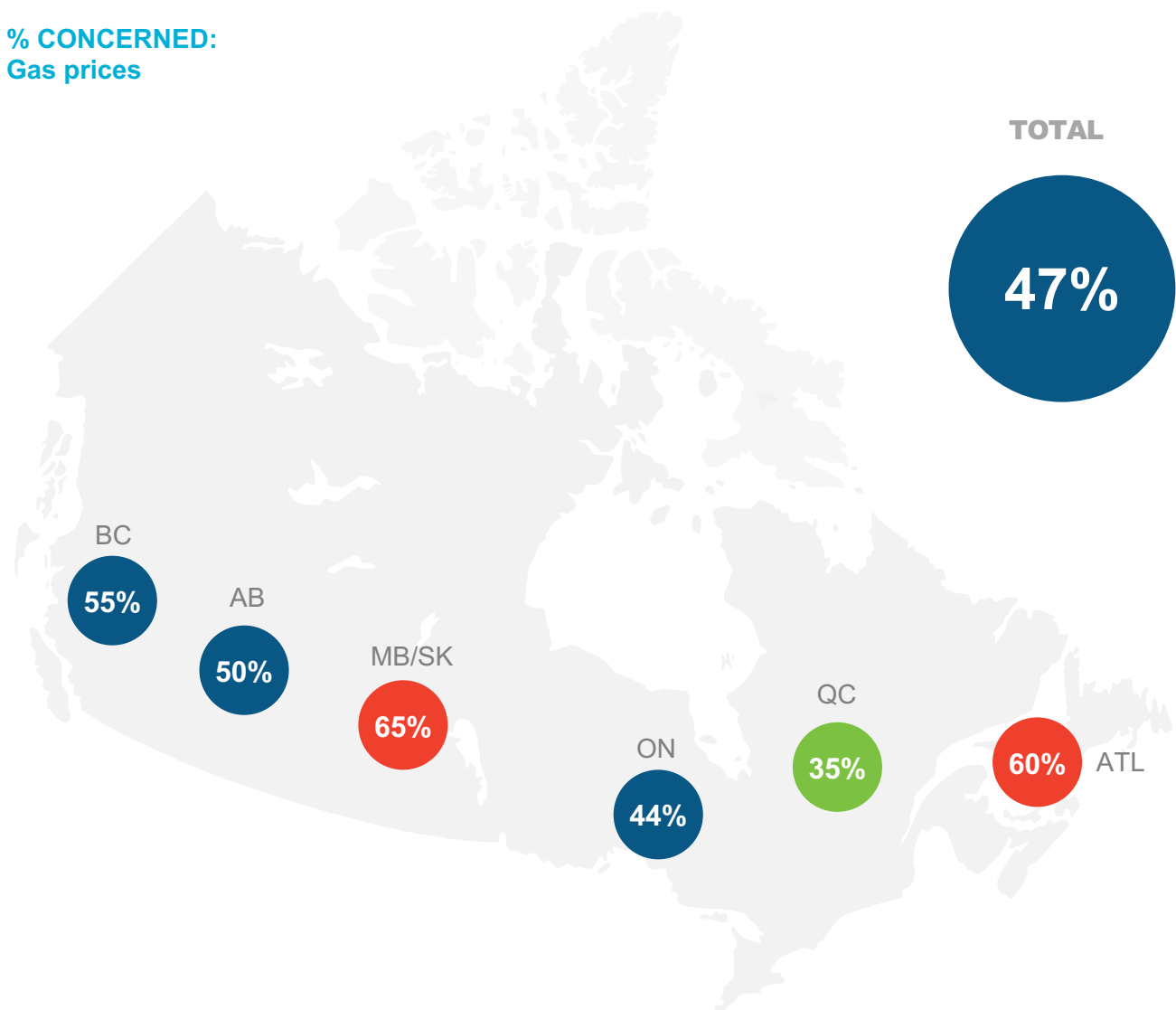


INCOME



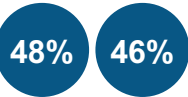
Affordability Issues Most Concerned About

% CONCERNED:
Gas prices

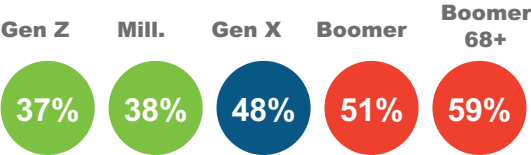


More concerned Less concerned

GENDER



AGE

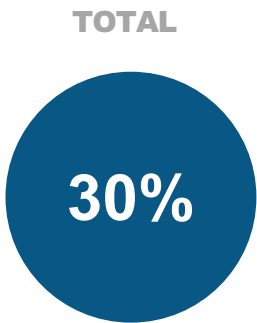
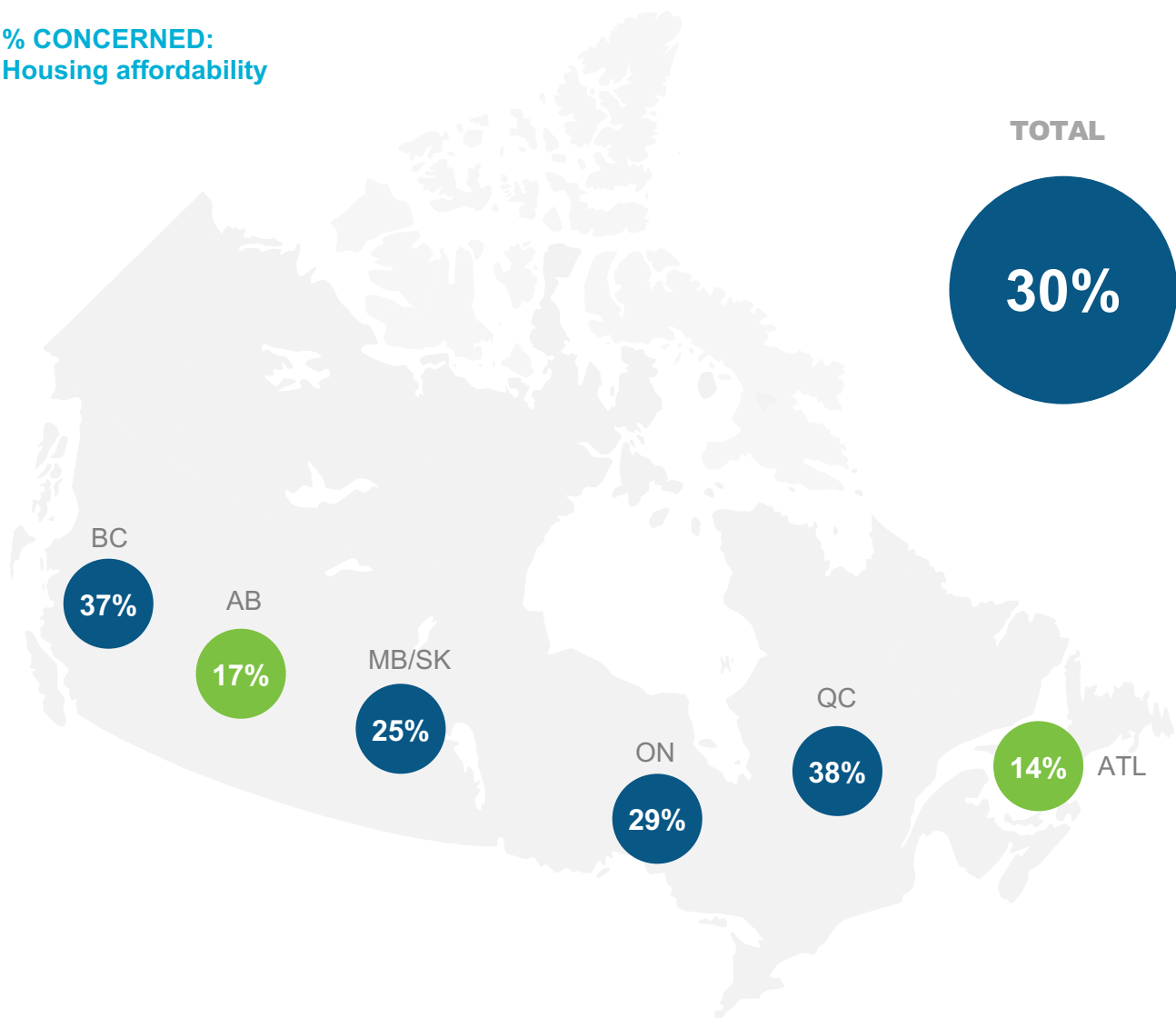


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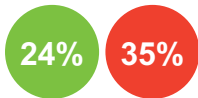


Affordability Issues Most Concerned About

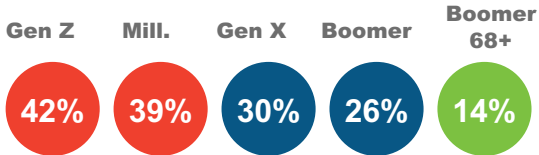
% CONCERNED:
Housing affordability



GENDER



AGE

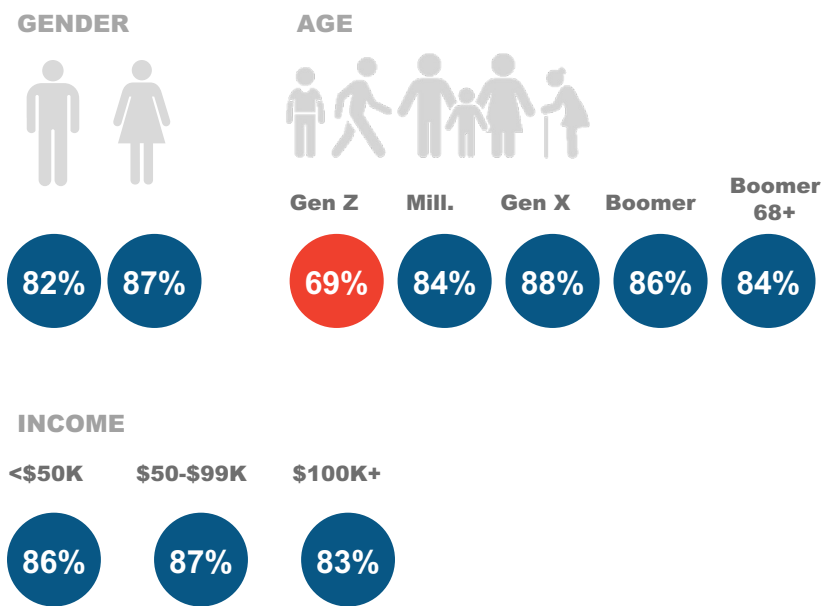
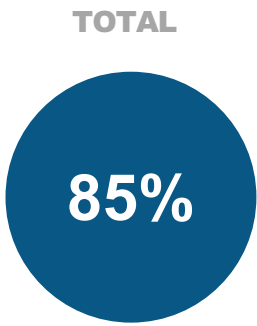
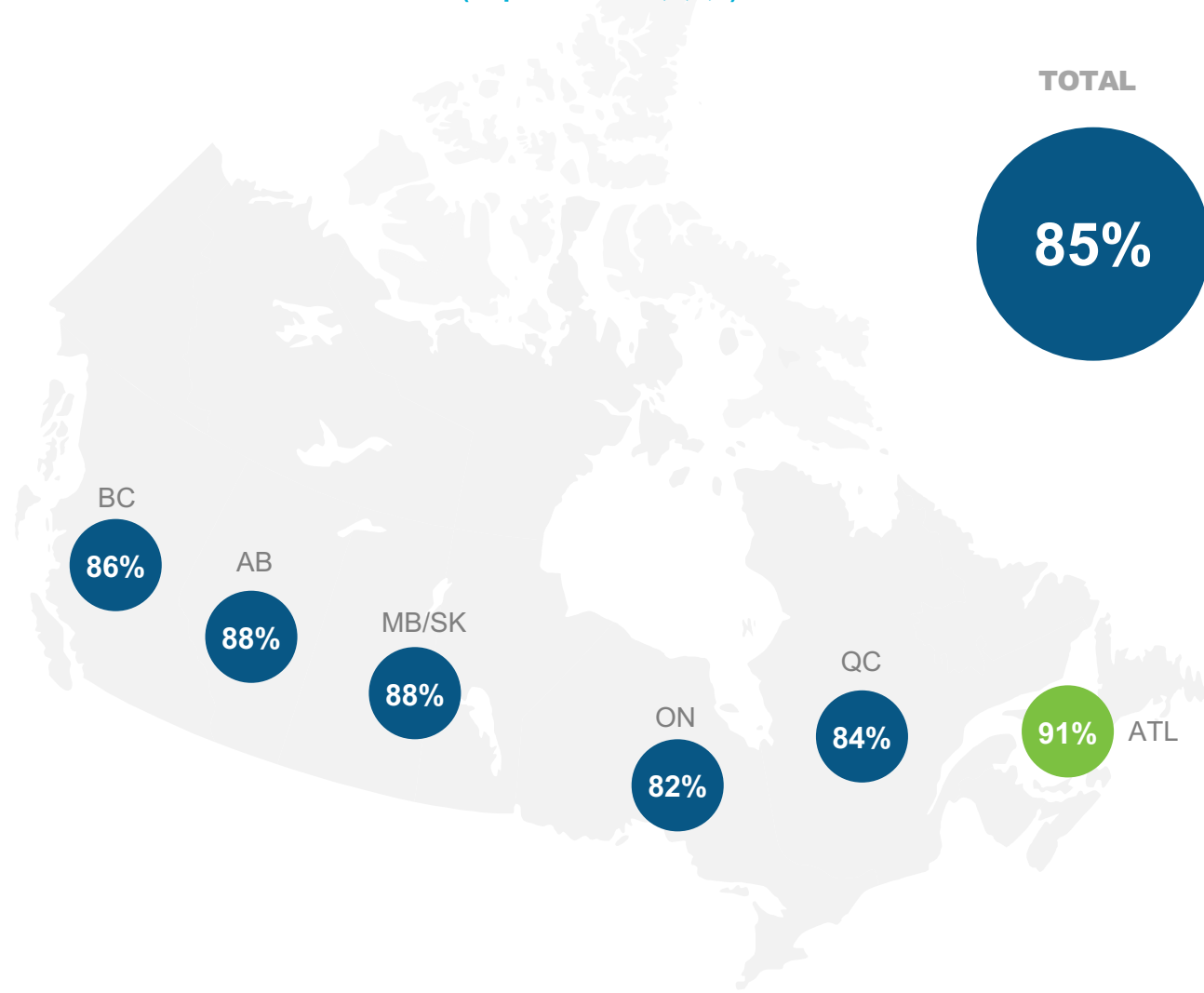


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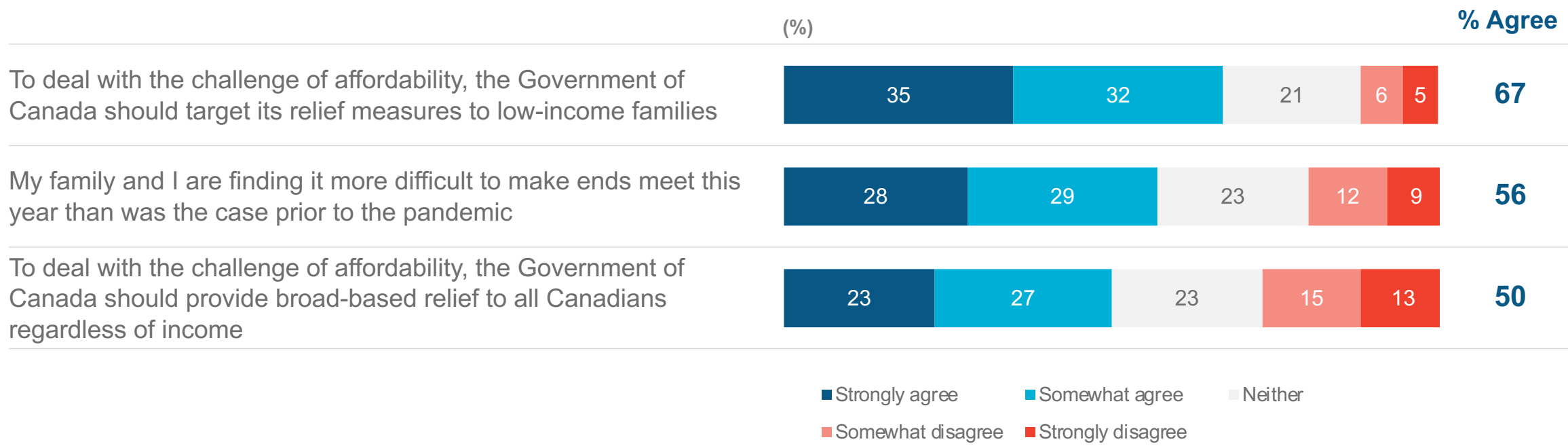


Importance of Affordability

% VERY/SOMEWHAT IMPORTANT (Top 4 Box – 10,9,8,7)



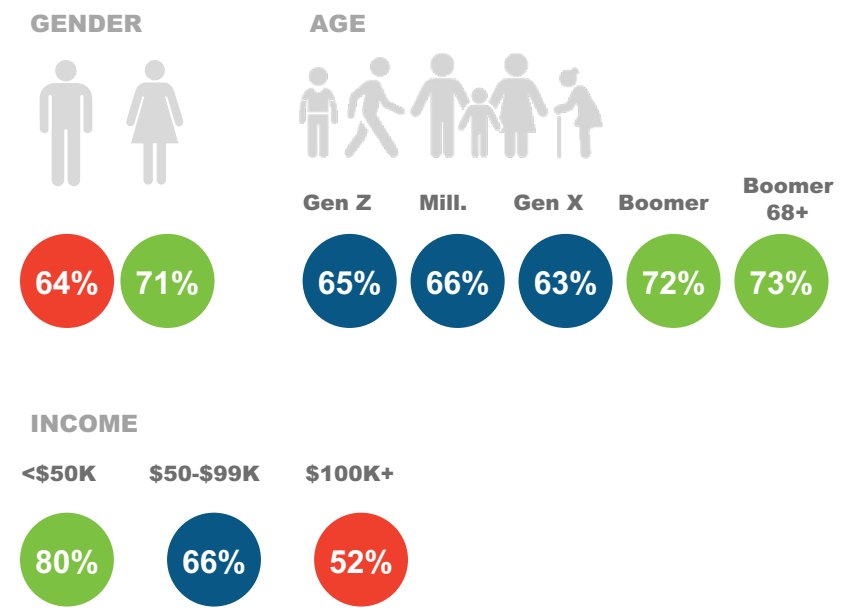
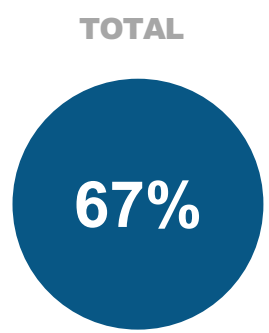
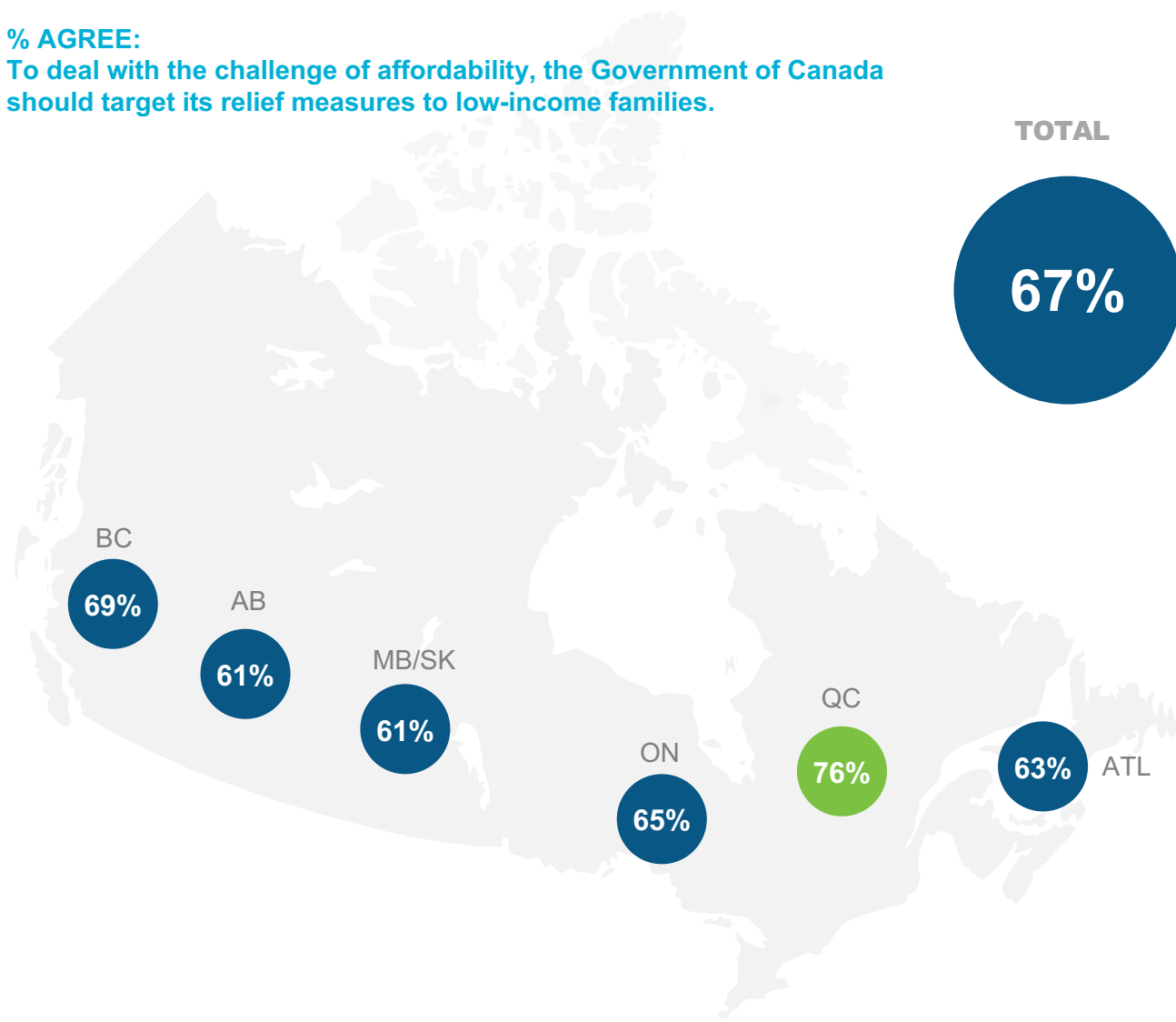
Dealing with Affordability



Q2-4. I'd now like to read you a series of statements and ask you whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?
Base: Total sample (n=1520)

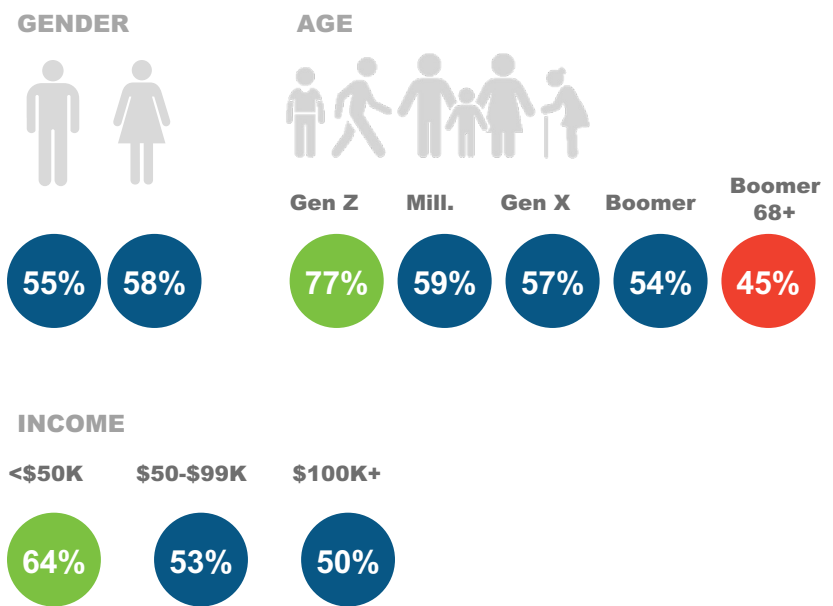
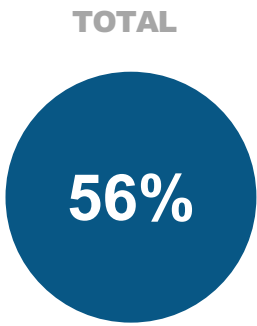
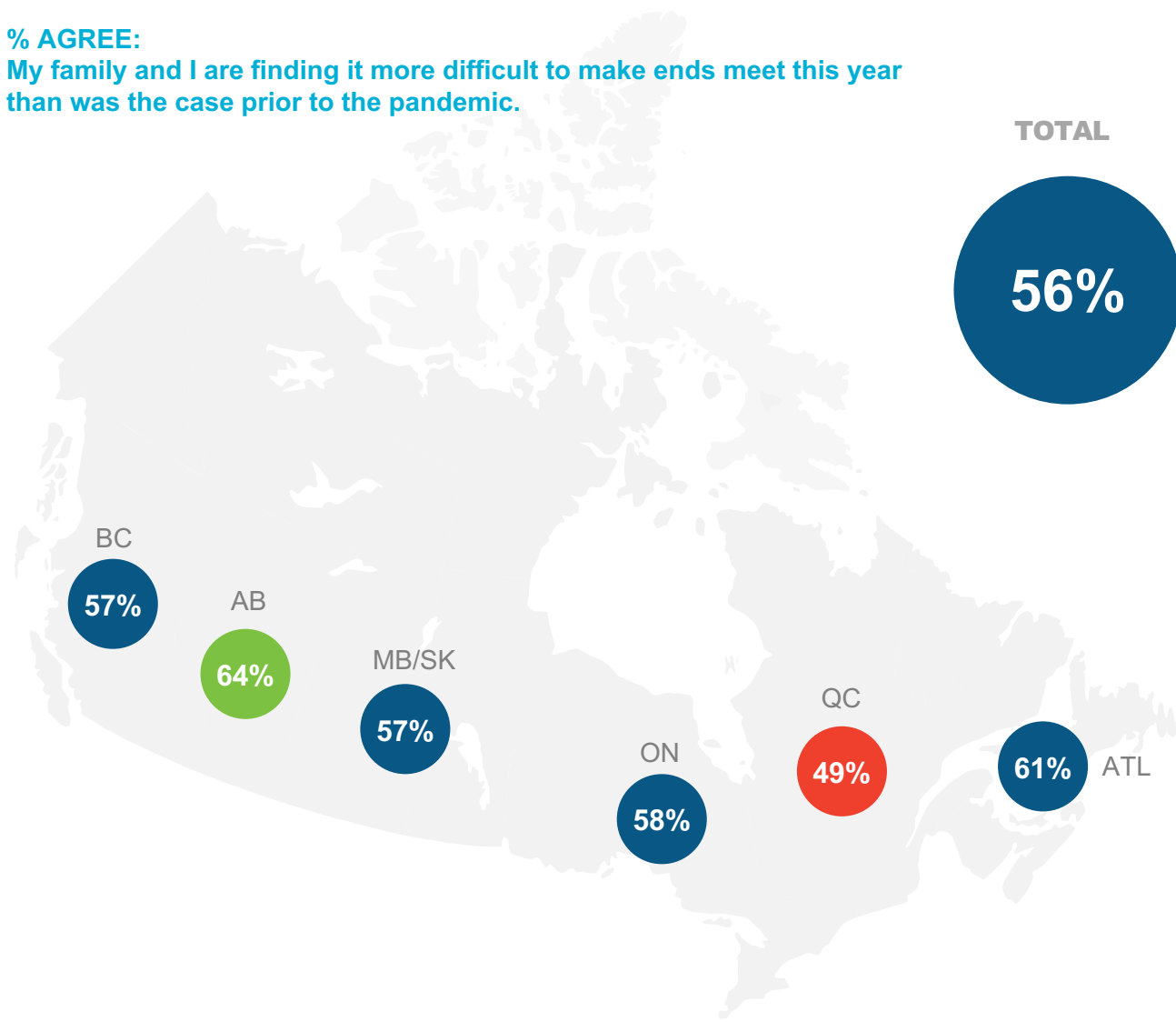
Dealing with Affordability

% AGREE:
To deal with the challenge of affordability, the Government of Canada should target its relief measures to low-income families.



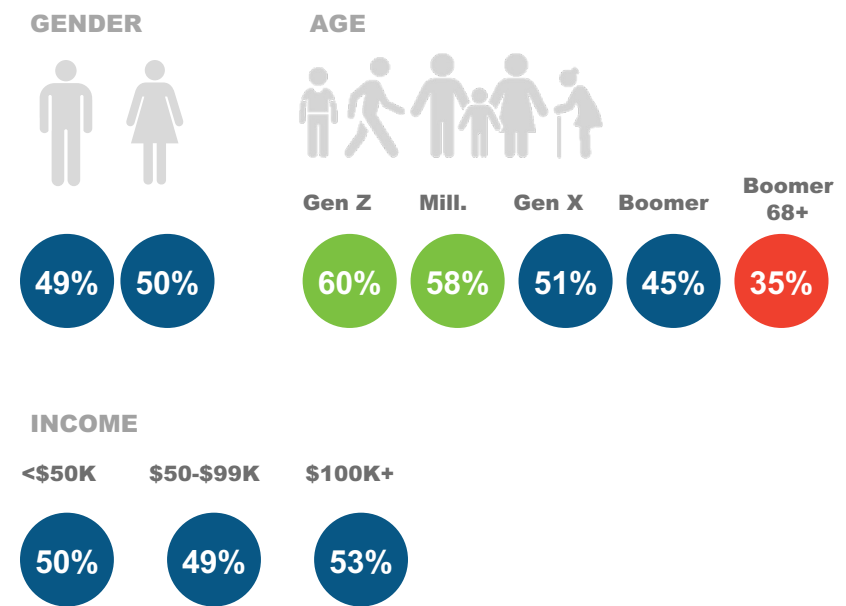
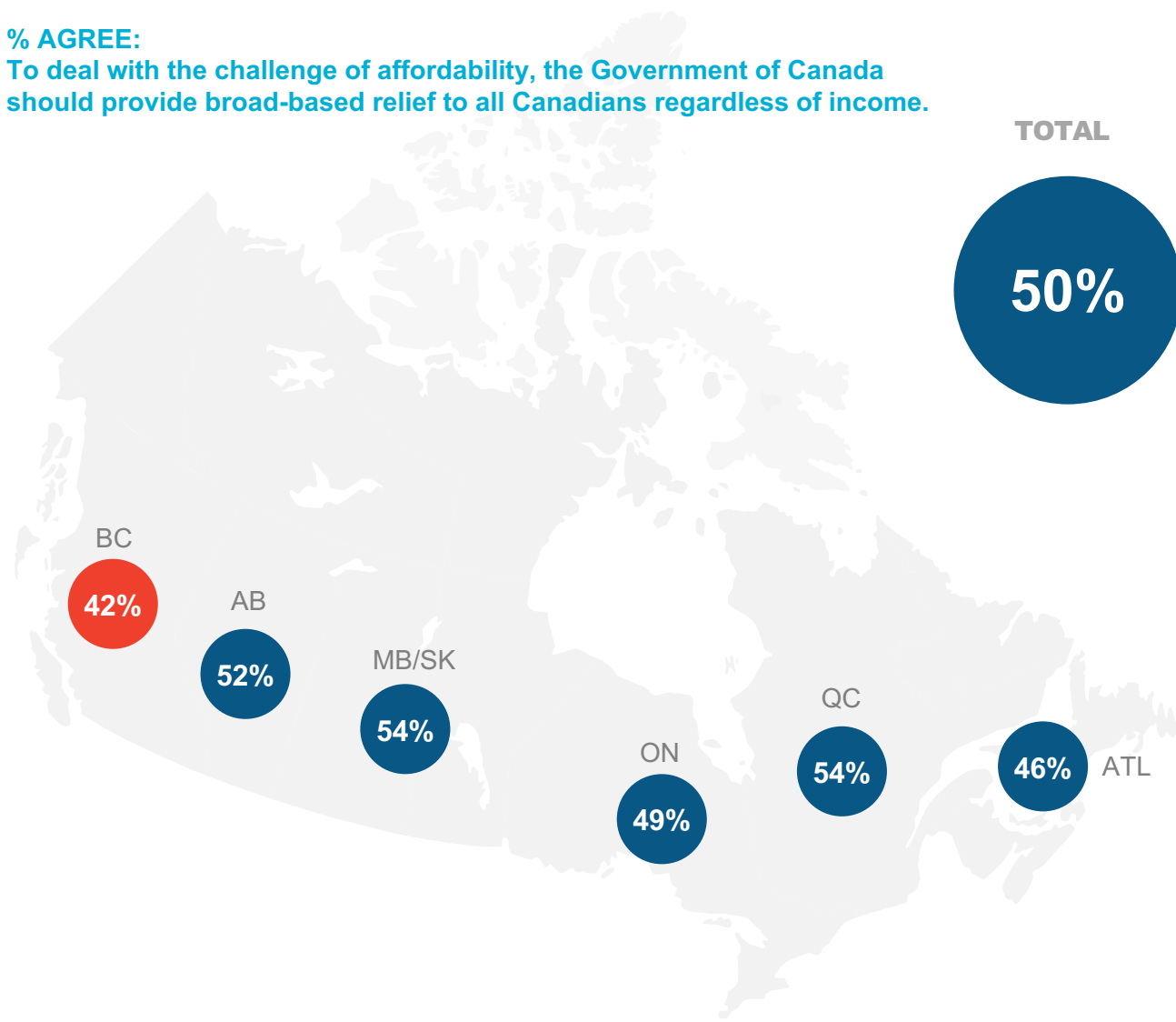
Dealing with Affordability

% AGREE:
My family and I are finding it more difficult to make ends meet this year than was the case prior to the pandemic.



Dealing with Affordability

% AGREE:
To deal with the challenge of affordability, the Government of Canada should provide broad-based relief to all Canadians regardless of income.



Most Effective Way to Bring Relief to Canadians

Which is closer to your own view?

Tax and payroll reductions
are a more effective way to
bring relief to Canadians than
targeted spending programs

51%

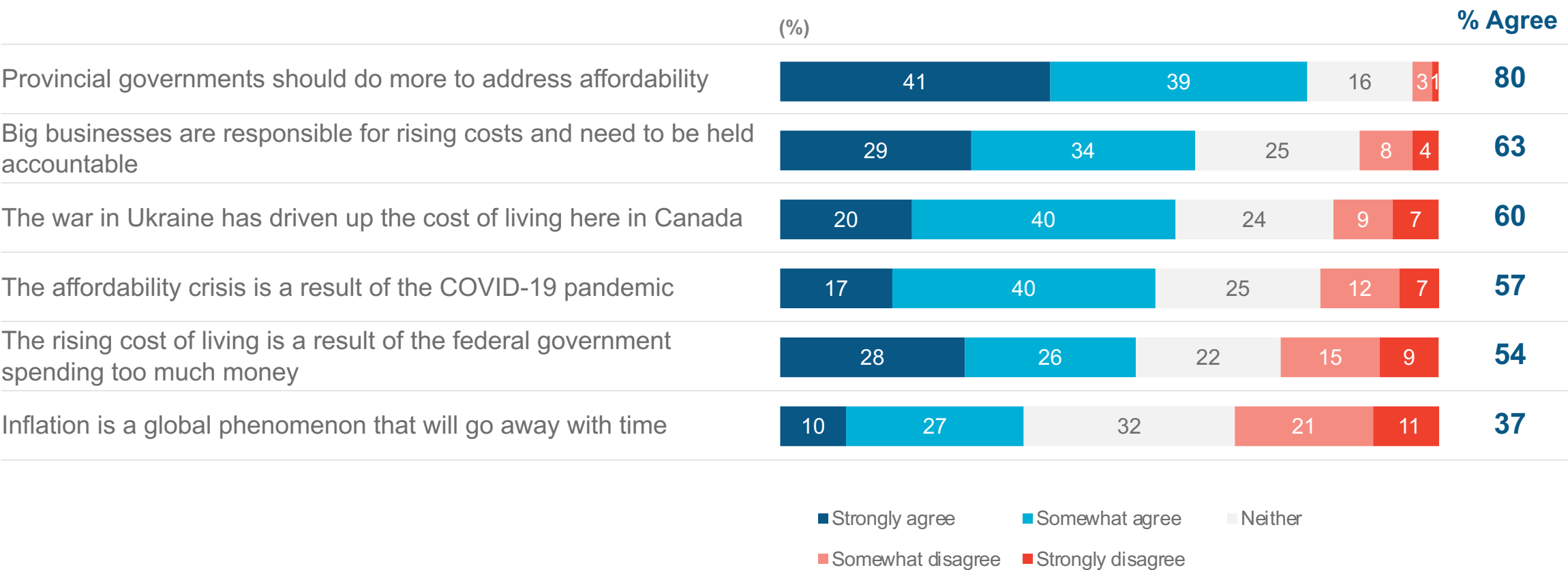


Targeted spending programs
are a more effective way to
bring relief to Canadians than
tax and payroll reductions

49%

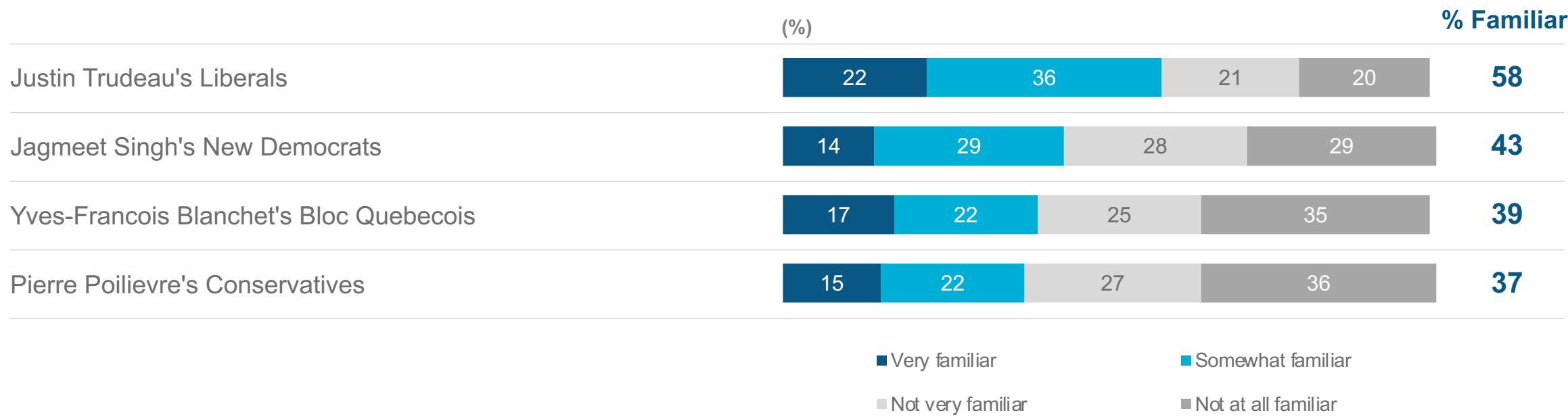
Q5. Which of the two statement is closer to your own view?
Base: Total sample (n=1520)

Views on Affordability Issues



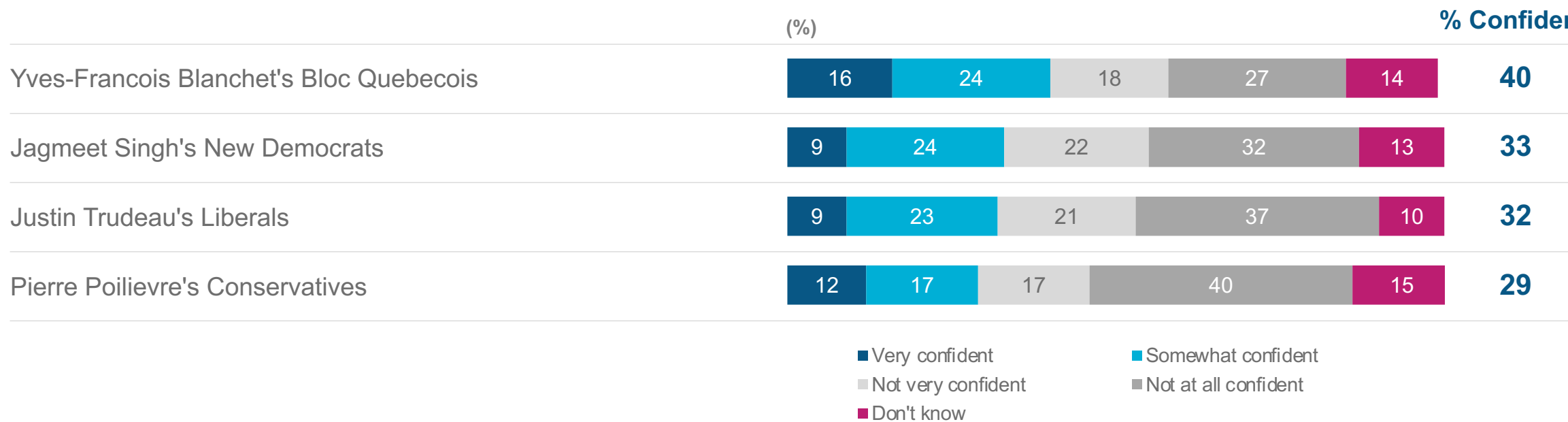
Q7. The current affordability issues have been blamed on a number of factors. Please note how strongly you agree or disagree with the following statements...
Base: Total sample (n=1520)

Familiarity with Political Party's Plans to Address Affordability



Q8. Would you say you are very familiar, somewhat familiar, not very or not at all familiar with each of the following plans address affordability?
Base: Total sample (n=1520)

Confidence that Political Leaders and Parties Will Make a Difference on Affordability



Q9. How confident are you that the following political parties and their leaders will make a difference for you and your family on the issue of affordability?
Base: Total sample (n=1520)



About the Research



DISCOVER



Survey Methodology



Discover by Navigator undertook an online survey with 1520 adult Canadians.

Survey Timing:

Conducted from October 6 to October 7, 2022.

Quotas and weighting were employed for the general population to ensure that the sample's composition reflects that of the Canadian population according to Statistics Canada census data.

The margin of error for a strict probability sample for a sample of 1520 Canadians would be ± 2.51 percent, 19 times out of 20.

Throughout this report, percentages have been rounded to the nearest whole number. As such, there may be instances where results do not add to 100 percent.

NAVIGATOR

discover