

# Leger

IN COLLABORATION WITH

 **POSTMEDIA**

POSTMEDIA-LEGER POLL

# Report

## Homelessness – Canada-Wide Survey of Canadians' Understanding & Impressions

November 2022

DATE 2022-11-02 PROJECT NUMBER 82823-002

The logo for Leger, featuring the word "Leger" in a bold, sans-serif font. The letter "e" is red, while the other letters are black.

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*We know Canadians*





# METHODOLOGY

# Methodology

 Web survey using computer-assisted Web interviewing (CAWI) technology.

 From October 28 to October 30, 2022

 1534 Canadian residents, 18 years of age or older, randomly recruited from LEO's online panel.

 Using data from the 2021 Census, results were weighted according to region, age and gender within Canada, as well as by education and presence of children in the household in order to ensure a representative sample of the population.

 For comparison purposes, a probability sample of 1534 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements. For additional information regarding this poll please contact Andrew Enns with Leger at [aenns@leger360.com](mailto:aenns@leger360.com)

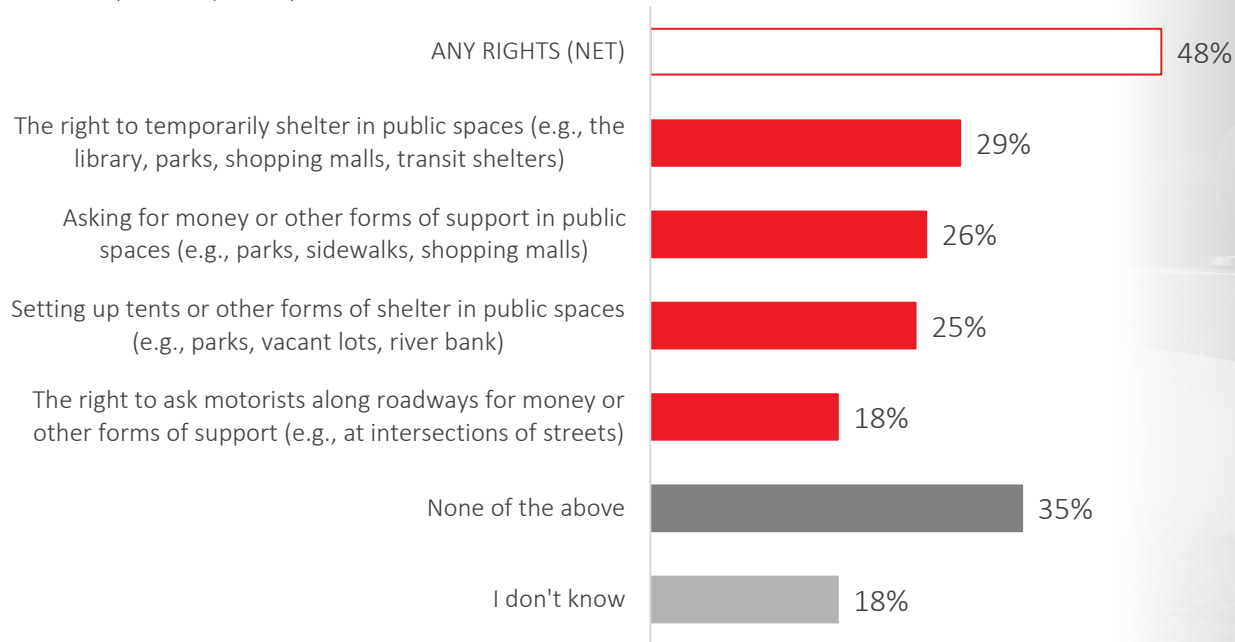


DETAILED RESULTS

Half of Canadians feel an individual who is experiencing homelessness has the right to temporarily shelter in public spaces, ask for money or support in public spaces, set up a tent or other form of shelter in public spaces, and/or have the right to ask motorists for money or other forms of support. However, one-third feel a homeless individual should have none of these aforementioned rights.

Q1. When thinking about an individual who is experiencing homelessness, what rights do you believe they have?

Base: All respondents (n=1534)



# Demographic breakdown of those who feel homeless individuals have rights/don't have rights in public spaces:

Q1. When thinking about an individual who is experiencing homelessness, what rights do you believe they have?

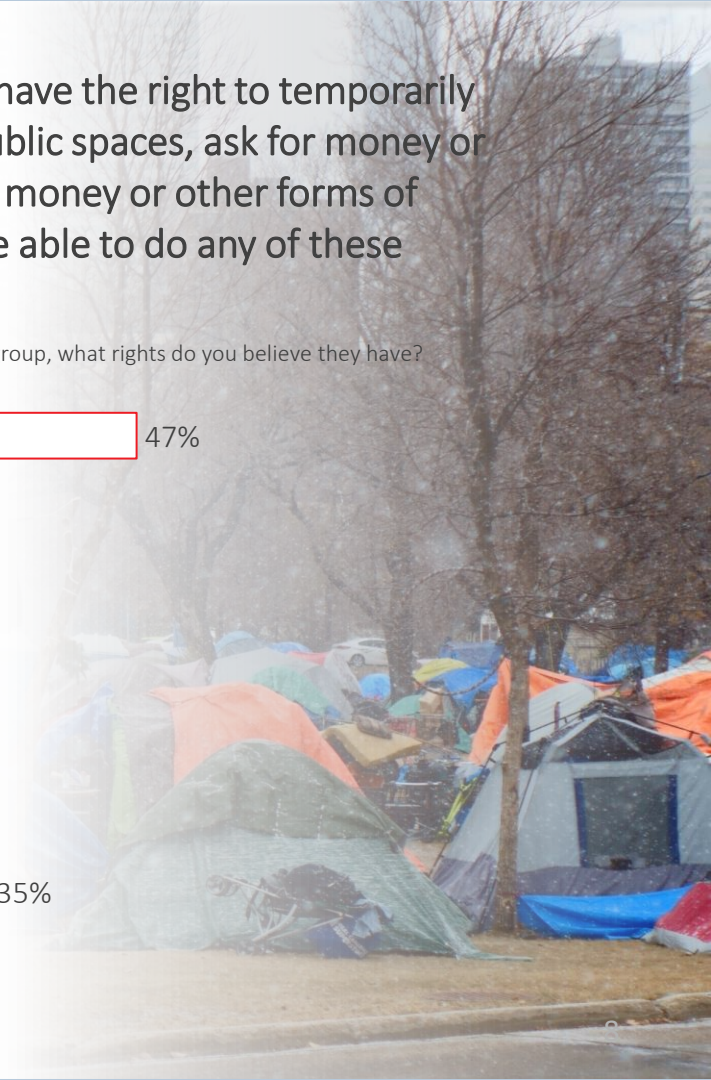
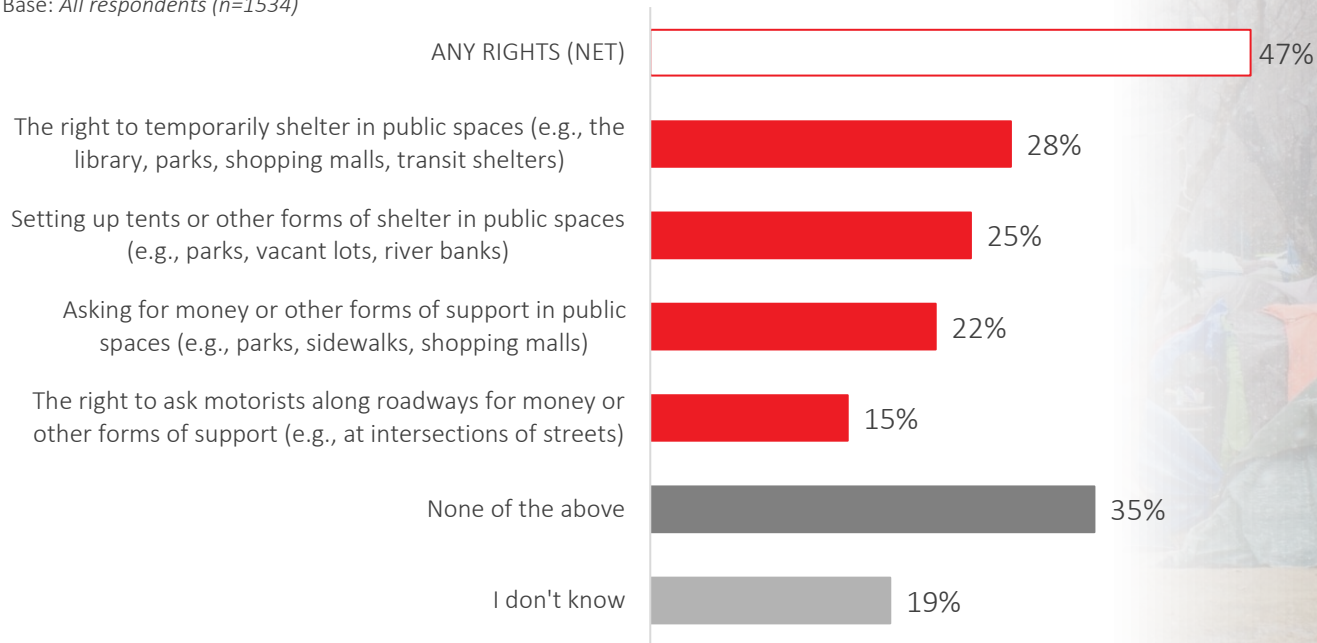
Base: All respondents (n=1534)

	Gender		Age			Region						
	Total	Male	Female	18-34	35-54	55+	British Columbia	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada
n=	1534	743	791	402	497	635	211	166	99	598	356	103
Have rights mentioned (net)	48%	47%	48%	70%	45%	36%	41%	46%	49%	46%	57%	38%
Have none of the mentioned rights	35%	38%	32%	14%	35%	47%	42%	38%	29%	35%	29%	39%

Half of Canadians feel groups who are experiencing homelessness have the right to temporarily shelter in public spaces, set up tents or other forms of shelter in public spaces, ask for money or support in public spaces, and/or have the right to ask motorists for money or other forms of support. However, one-third feel congregated groups should not be able to do any of these things.

Q2. When thinking about those experiencing homelessness and as a result, living in a tent city or congregated in a group, what rights do you believe they have?

Base: All respondents (n=1534)





## Demographic breakdown of those who feel homeless groups have rights/don't have rights in public spaces:

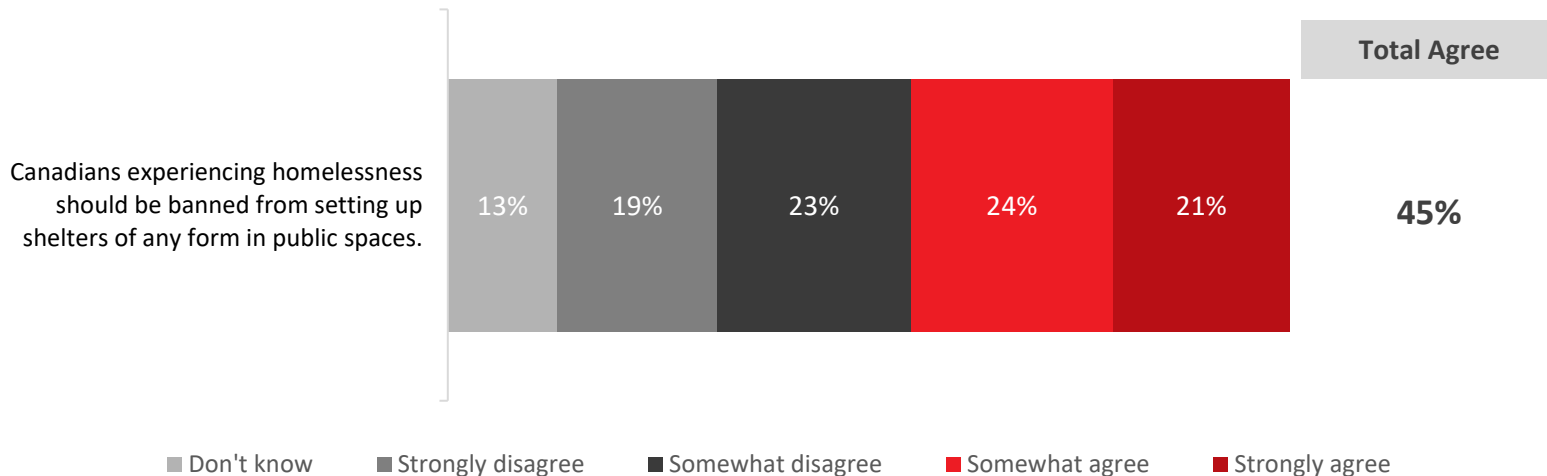
Q2. When thinking about those experiencing homelessness and as a result, living in a tent city or congregated in a group, what rights do you believe they have?

Base: All respondents (n=1534)

	Gender		Age			Region						
	Total	Male	Female	18-34	35-54	55+	British Columbia	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada
n=	1534	743	791	402	497	635	211	166	99	598	356	103
Have rights mentioned (net)	47%	46%	47%	67%	43%	37%	43%	41%	47%	45%	56%	39%
Have none of the mentioned rights	35%	38%	31%	15%	36%	46%	38%	41%	35%	35%	28%	36%

Nearly half agree that Canadians experiencing homelessness should be banned from setting up shelters of any form in public spaces, with two-in-ten strongly agreeing with this sentiment. That being said, nearly as many are in disagreement with this statement, and two-in-ten strongly disagree.

Q3. Do you agree or disagree with the following statement? Canadians experiencing homelessness should be banned from setting up shelters of any form in public spaces. Base: All respondents (n=1534)



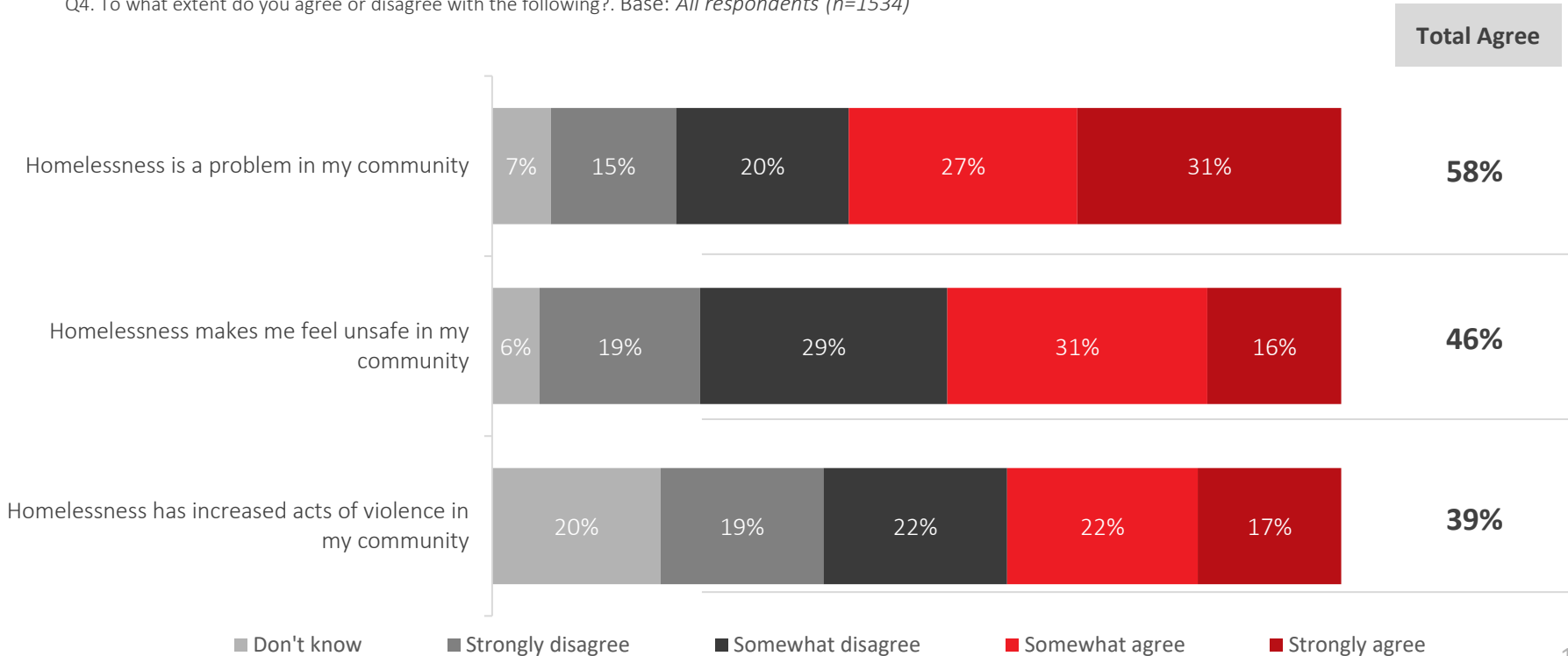
## Demographic breakdown of those agree that Canadians experiencing homelessness should be banned from setting up shelters of any form in public spaces:

Q3. Do you agree or disagree with the following statement? Canadians experiencing homelessness should be banned from setting up shelters of any form in public spaces. Base: *All respondents (n=1534)*

	Gender		Age			Region						
	Total AGREE	Male	Female	18-34	35-54	55+	British Columbia	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada
n=	1534	743	791	402	497	635	211	166	99	598	356	103
Canadians experiencing homelessness should be banned from setting up shelters of any form in public spaces.	45%	51%	39%	34%	45%	51%	56%	55%	44%	46%	36%	27%

Six-in-ten agree that homelessness is a problem in their community, with nearly half agreeing that homelessness makes them feel unsafe in their community. Four-in-ten believe homelessness has increased acts of violence in their community.

Q4. To what extent do you agree or disagree with the following?. Base: All respondents (n=1534)



## Demographic breakdown of those agree with statements about problems and concerns around homelessness:

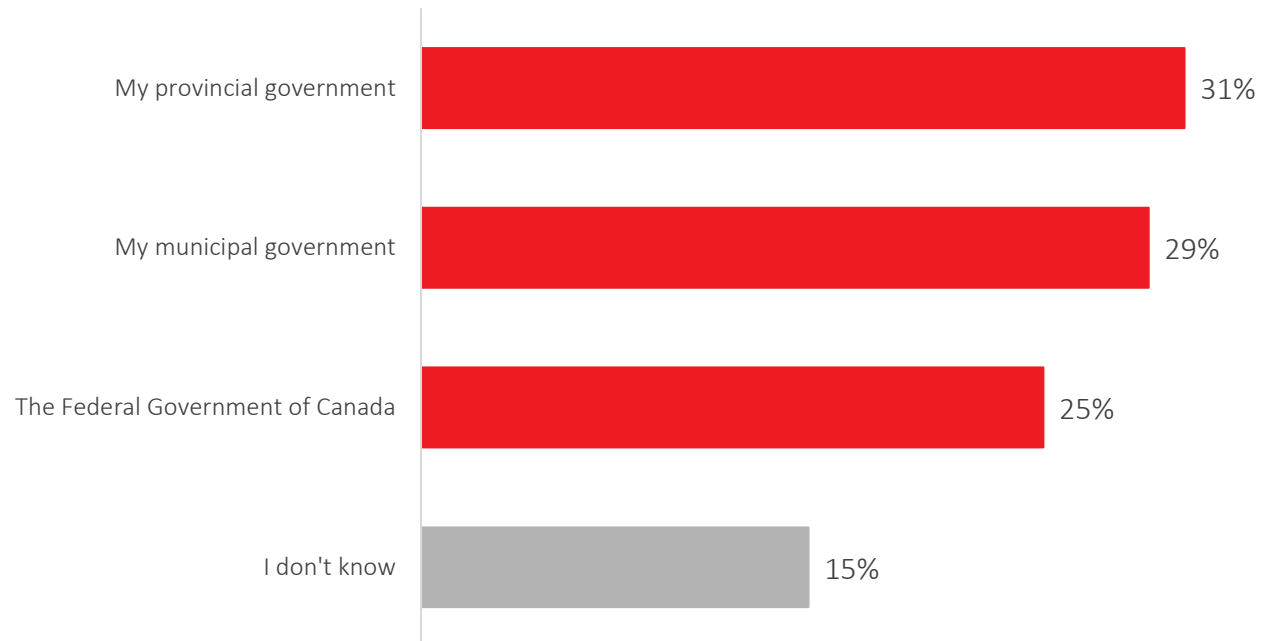
Q4. To what extent do you agree or disagree with the following?. Base: *All respondents (n=1534)*

	Total AGREE	Gender		Age			Region					
		Male	Female	18-34	35-54	55+	British Columbia	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada
n=	1534	743	791	402	497	635	211	166	99	598	356	103
Homelessness is a problem in my community	58%	57%	59%	61%	62%	53%	87%	67%	71%	60%	31%	52%
Homelessness makes me feel unsafe in my community	46%	46%	46%	45%	52%	43%	70%	56%	64%	49%	23%	33%
Homelessness has increased acts of violence in my community	39%	42%	37%	36%	44%	38%	72%	52%	51%	39%	13%	32%

Three-in-ten Canadians feel their provincial or municipal government is most responsible for addressing homelessness in Canada. Slightly fewer feel the Federal Government bears the most responsibility.

Q5. Of the three level of governments listed below, which level is the most responsible for addressing homelessness in Canada?

Base: All respondents (n=1534)



## Demographic breakdown of who feel levels of government are responsible for addressing homelessness in Canada:

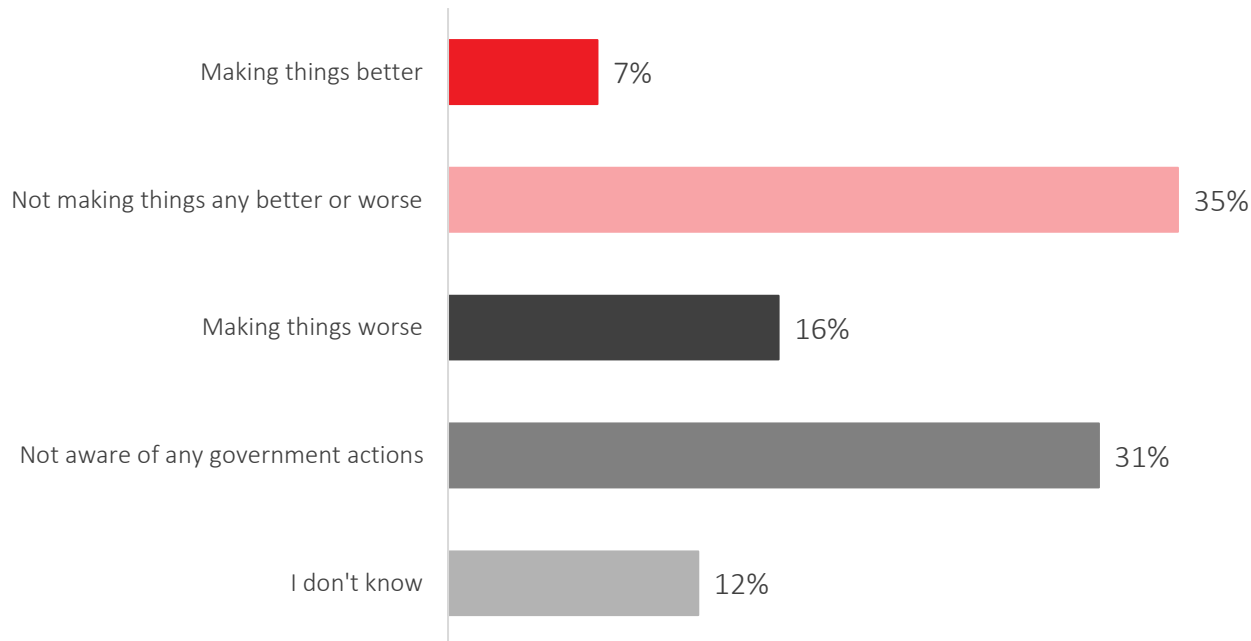
Q5. Of the three level of governments listed below, which level is the most responsible for addressing homelessness in Canada?

Base: All respondents (n=1534)

	Gender		Age			Region						
	Total	Male	Female	18-34	35-54	55+	British Columbia	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada
n=	1534	743	791	402	497	635	211	166	99	598	356	103
My provincial government	31%	30%	31%	30%	29%	32%	33%	29%	30%	32%	29%	27%
My municipal government	29%	33%	25%	29%	26%	32%	22%	31%	20%	29%	39%	12%
The Federal Government of Canada	25%	26%	24%	25%	26%	24%	31%	28%	31%	22%	19%	38%
I don't know	15%	12%	19%	16%	19%	12%	14%	13%	18%	16%	14%	22%

One-third of Canadians feel governments are not making a difference when it comes to addressing the homelessness issue in Canada. One-in-seven believe they are, in fact, making it worse while few think governments are making things better. However, three-in-ten admit they are unaware of any government actions taking place.

Q6. Governments of all levels are taking steps to try to address the homelessness issue in Canada. Taking into account anything you have read, heard or seen in terms of government action on homelessness, would you say these actions are... Base: *All respondents (n=1534)*





## Demographic breakdown of how Canadians feel government actions are doing with regard to the homelessness issue in Canada:

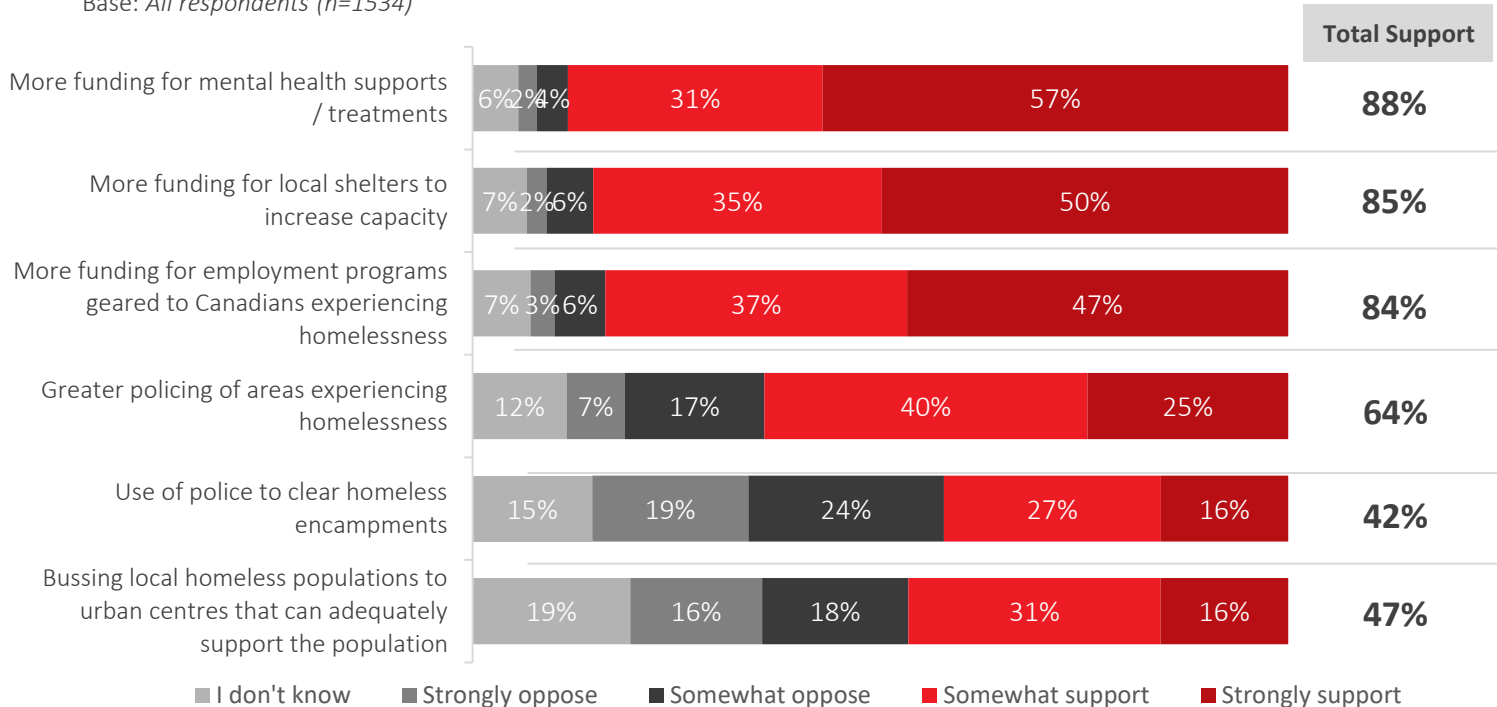
Q6. Governments of all levels are taking steps to try to address the homelessness issue in Canada. Taking into account anything you have read, heard or seen in terms of government action on homelessness, would you say these actions are... Base: All respondents (n=1534)

	Gender		Age			Region						
	Total	Male	Female	18-34	35-54	55+	British Columbia	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada
n=	1534	743	791	402	497	635	211	166	99	598	356	103
Making things better	7%	9%	5%	7%	7%	7%	8%	7%	3%	7%	6%	17%
Not making things any better or worse	35%	37%	32%	35%	28%	39%	39%	37%	35%	31%	38%	27%
Making things worse	16%	17%	14%	15%	18%	14%	20%	12%	10%	17%	17%	8%
Not aware of any government actions	31%	27%	34%	31%	32%	30%	21%	34%	37%	33%	30%	30%
I don't know	12%	9%	14%	12%	14%	10%	12%	9%	14%	13%	9%	19%

The vast majority of Canadians would support additional funding for mental health, shelters, and employment programs geared towards those experiencing homelessness. While two-thirds would support greater policing of areas experiencing homelessness, fewer would be in favour of using police to clear homeless encampments or would back the idea of bussing local homeless populations to urban centres that might better support the population.

Q7. In thinking about the possible solutions to homelessness in Canada, to what extent would you support or oppose the following?

Base: All respondents (n=1534)



Support any additional funding (NET): **93%**

Support any additional/use of policing (NET): **69%**

## Demographic breakdown of those supporting solutions to homelessness in Canada:

Q7. In thinking about the possible solutions to homelessness in Canada, to what extent would you support or oppose the following?

Base: All respondents (n=1534)

	Gender		Age			Region						
	Total AGREE	Male	Female	18-34	35-54	55+	British Columbia	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada
n=	1534	743	791	402	497	635	211	166	99	598	356	103
FUNDING (support any)	93%	91%	95%	92%	91%	95%	93%	94%	92%	92%	93%	95%
More funding for mental health supports / treatments	88%	86%	91%	85%	87%	92%	88%	91%	86%	87%	89%	94%
More funding for local shelters to increase capacity	85%	82%	88%	83%	83%	88%	87%	79%	84%	85%	87%	88%
More funding for employment programs geared to Canadians experiencing homelessness	84%	83%	84%	82%	82%	86%	80%	82%	84%	85%	84%	87%
POLICING (support any)	69%	71%	67%	59%	70%	74%	79%	74%	74%	68%	60%	64%
Greater policing of areas experiencing homelessness	64%	66%	63%	54%	66%	69%	75%	72%	66%	66%	53%	59%
Use of police to clear homeless encampments	42%	47%	38%	32%	47%	45%	61%	47%	46%	41%	32%	34%
Bussing local homeless populations to urban centres that can adequately support the population	47%	47%	46%	56%	48%	39%	37%	39%	48%	45%	59%	42%

## Detailed Methodology

### Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 450,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panelists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

# Detailed Methodology

## Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before weighting and after weighting.

<b>Region</b>	<b>Unweighted</b>	<b>Weighted</b>
British Columbia	154	211
Alberta	127	166
MB/SK	126	99
Ontario	601	598
Quebec	425	356
Atlantic Canada	101	103

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	747	743
Female	787	791

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 34	413	402
Between 35 and 55	548	497
55 or over	573	635

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- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**  
EMPLOYEES



**185**  
CONSULTANTS



**8**  
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Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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# Leger

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