

# Modalis Omnibus

REPORT ON CO-OPERATIVE HOUSING



September 26, 2024





## Key Findings

This version of the Modalis Omnibus focused on housing and the cost of living.

- › This report presents findings related to co-operative housing:
  - Familiarity with co-operative housing.
  - General support for expanding co-operative housing.
  - Support for recently announced federal government investments in co-operative housing.
- › There is broad support for expanding co-operative housing in Canada to help address housing affordability, including government investment.
- › Support is strongest among renters and especially those who are struggling with high rents relative to their income.
- › Canadians are generally amenable to the concept of co-op housing to help address housing affordability but there is a need for greater public education to bolster this support.



## Methodology

- › The findings presented in this report are based on our Modalis Omnibus. The questions used for these results were not commissioned by any client or third party.
- › The survey was conducted online using both email and SMS invitations/reminders. It was completed via desktops, laptops, tablets and mobile devices.
- › As part of our commitment to quality, we significantly mitigate non-response bias by keeping our surveys in field for two weeks (this is the optimal field time for online surveys). The survey was conducted from July 23 to August 6, 2024.
- › A total of 1,604 responses were gathered from Canadian adults.
- › As the Modalis Public Opinion Panel is 100% recruited using RDD probability-based sampling, a margin of error can be calculated – it is plus or minus 2.4% at a 95% confidence interval.
- › The data have been weighted by age, gender and region using population data from the 2021 Statistics Canada Census.



# Findings



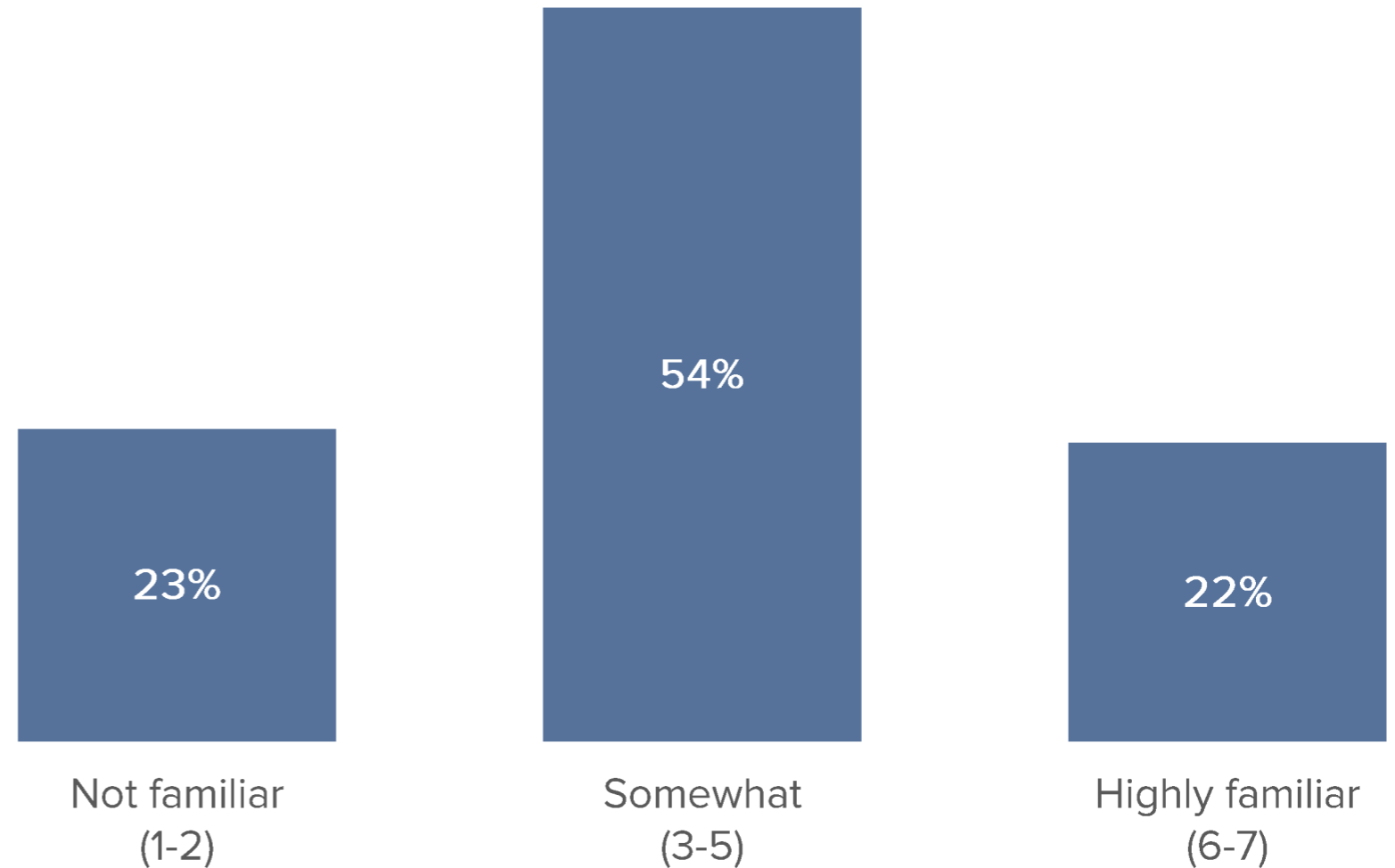
## How familiar are you with the idea of co-operative housing?

### Canadians' familiarity with co-operative housing is modest

While over three-quarters of Canadians are at least somewhat familiar with co-operative housing, fewer than a quarter say they are highly familiar.

There are some minor variations in these results across different demographic groups:

- › Regionally, familiarity runs lowest in Alberta (33% unfamiliar).
- › Familiarity runs higher among renters than homeowners (28% vs. 19% high familiarity, respectively).
- › Those living in high rise apartment buildings show the greatest familiarity across demographic groups (32% highly familiar).



## There is strong support for expanding co-operative housing in Canada

Almost two-thirds of Canadians support the expansion of co-operative housing to help address Canada's housing affordability crisis. Very few are opposed to this measure.

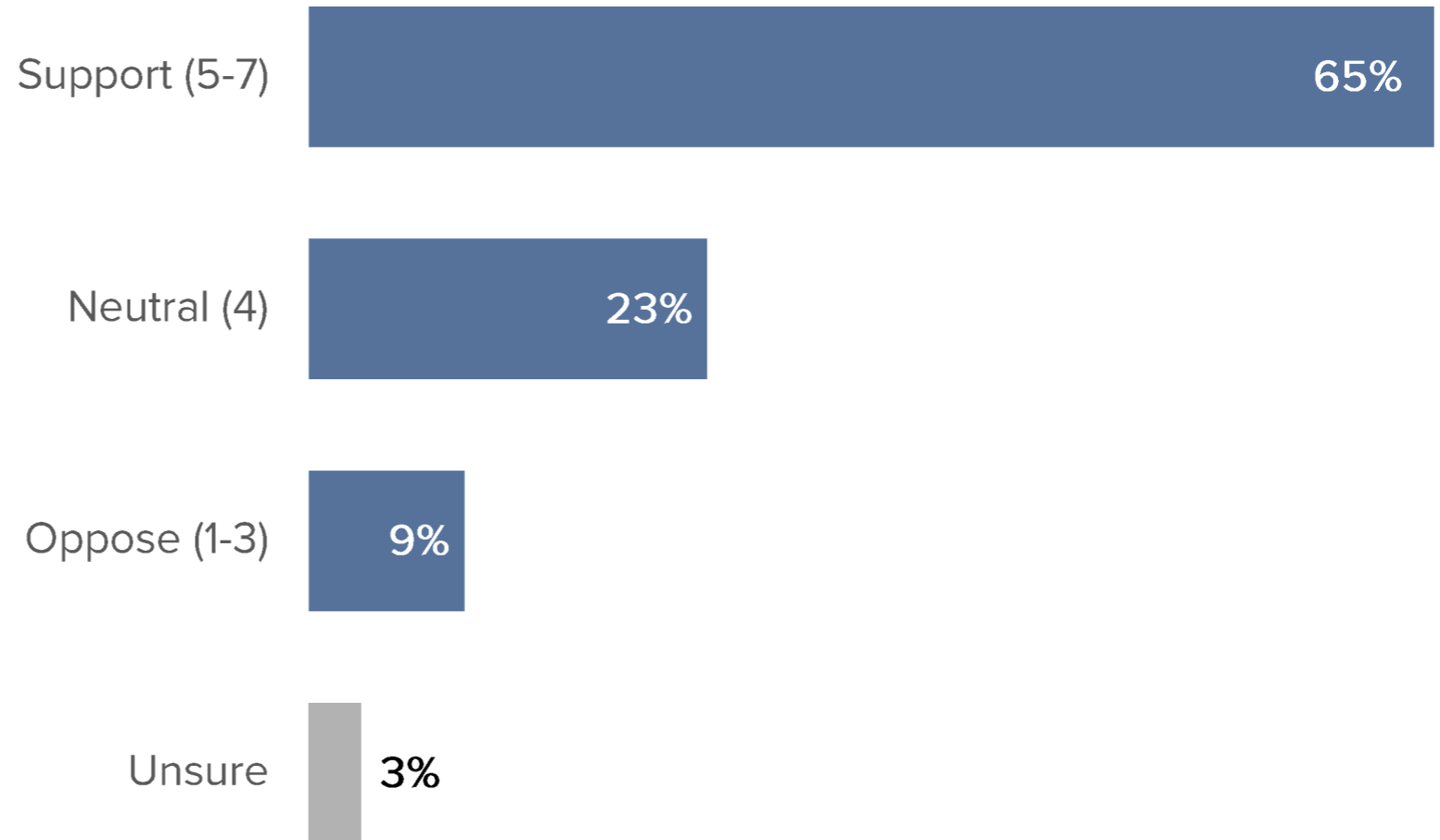
This result is generally consistent across region and other demographic variables with a few minor but notable variations:

- › Renters are significantly more likely to support expansion of co-operative housing than homeowners (72% vs. 60%, respectively).
- › Homeowners that have a mortgage are more likely to oppose expanding housing co-operatives than those without a mortgage (14% vs. 8%, respectively).



In general, how strongly to you support or oppose the expansion of co-op housing in Canada to help address housing affordability?

*PREAMBLE: To clarify, co-op housing can take many forms (low rise apartments, townhouses, etc.). Co-ops are different from private rental housing because the residents decide how the co-op is operated and the amount of rent paid. Co-ops are not allowed to run a profit.*



## A majority also support government investments in co-operative housing

When asked about government investment in co-operative housing, opposition doubles as compared with support for housing co-operative expansion generally. That said, a solid majority support government investment.

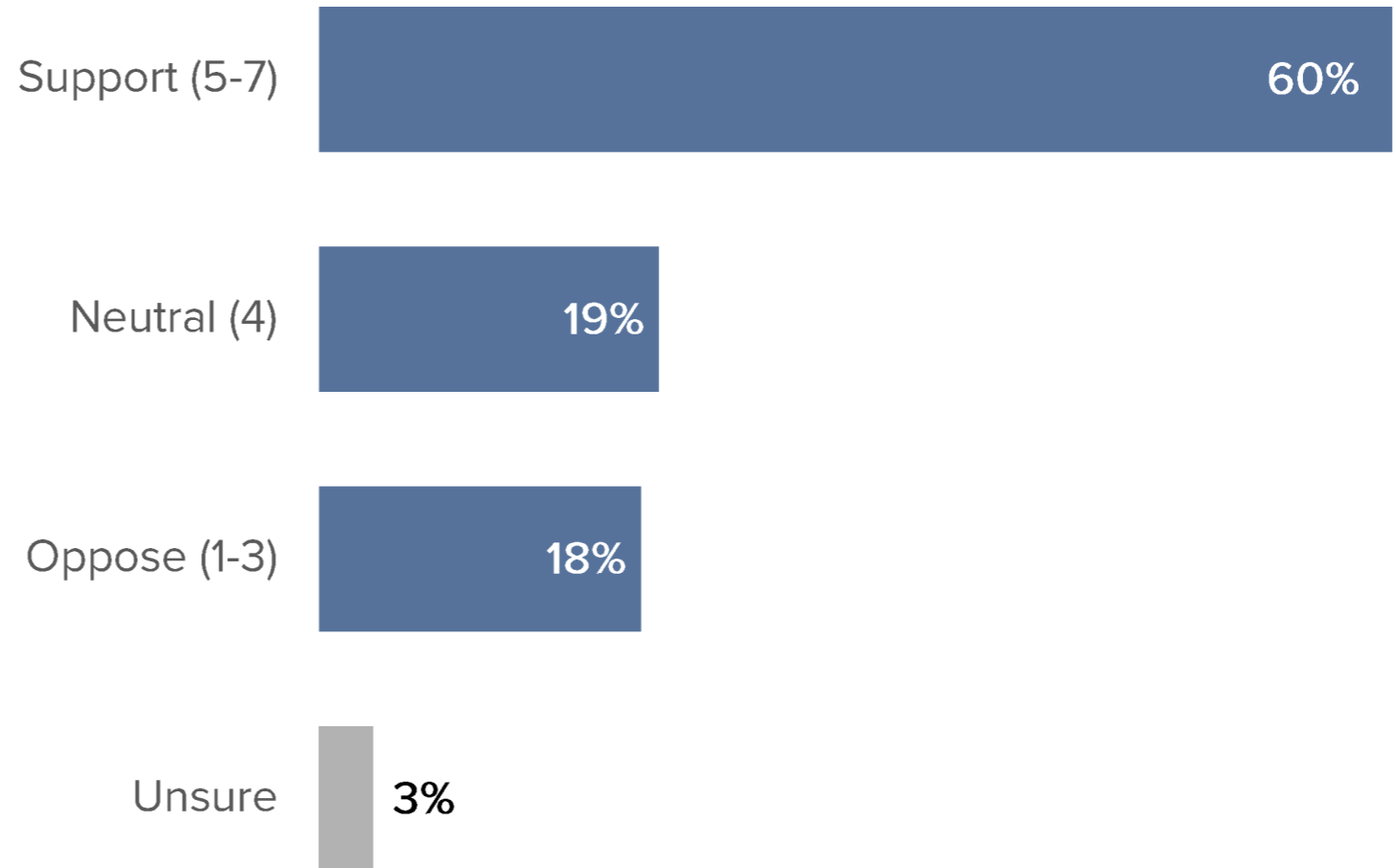
Opposition runs higher with certain demographic subgroups:

- > Males (24%)
- > Alberta and the Prairies (both 27%)
- > High income households (24%)
- > Homeowners (24%)
- > Homeowners with mortgages (26%)



How strongly to you support or oppose governments investing in co-op housing in Canada?

*PREAMBLE: The federal government recently announced a \$1.5 billion investment in co-op housing in Canada. These funds will be distributed in the form of forgivable loans to co-op organizations to build co-op housing.*





## Discussion



- › With less than 1% of Canada's housing stock being co-operative housing<sup>1</sup> it is not surprising to find modest familiarity. Despite the lack of experience Canadians have with housing co-operatives, there is broad-based support for expanding it.
- › Our recent findings show that Canadians are highly concerned about the impact of housing costs. They want solutions for it. This is one potential solution that garners solid support.

<sup>1</sup> [https://www.housinginternational.coop/wp-content/uploads/2016/11/Profiles\\_of\\_a\\_movement\\_web.pdf](https://www.housinginternational.coop/wp-content/uploads/2016/11/Profiles_of_a_movement_web.pdf)



# Modus

## Advantage



### Modus Panels vs. the Opt-ins

Modus panels rely exclusively on telephone-based random probability sampling that covers the entire population.

People cannot join a Modus panel unless we randomly select them and verify them with a live interview.

The benefits of using the Modus panel methodology are extensive. The key benefits are:

- > Our panels contain real people with no AI bots or professional respondents.
- > We have recruited from the entire population and can project the results soundly.
- > We can determine the sampling accuracy with statistical validity.

We do not use opt-in sampling, as it produces substantial, incalculable errors and biases.

As AAPOR Task Force on Non-probability Sampling has pointed out:

- > “The ..... use of opt-in panels [is] premised on a willingness to accept overwhelming coverage and selection error.”

Benefits	Modus Panels	Opt-in Panels
No AI bots	✓	✗
No survey ‘pros’	✓	✗
No fraudsters	✓	✗
No financial incentives	✓	✗
Measurable accuracy	✓	✗
High response rates	✓	✗
Adequate field time to avoid non-response bias	✓	✗
All panel members verified by live interviewers	✓	✗



- › All Modus staff are members of AAPOR in good standing
- › We adhere to AAPOR's stringent Code of Professional Ethics and Practices
- › AAPOR is one of the few survey research organizations in the world that maintains integrity and ongoing research around proper survey methodology, including explicit standards around reporting non-probability samples



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RESEARCH

*Real answers from real people*