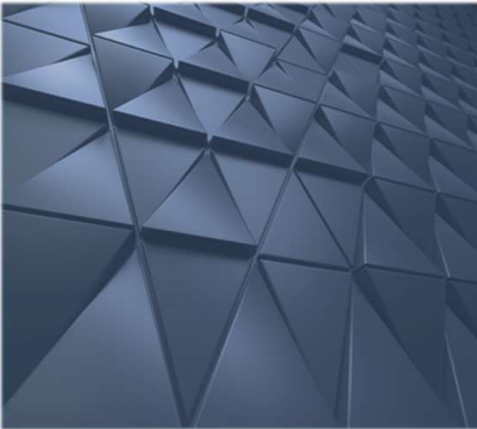


SURVEY ON CURRENT AFFAIRS : FEBRUARY 2024





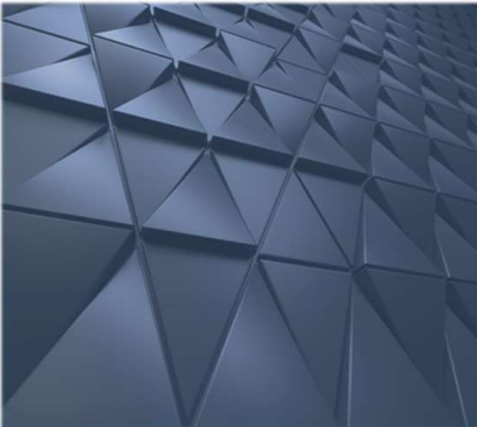
Survey Overview



- › The results presented in this report cover various issues, including the mood of Canadians, issues in the news, trust levels, and health related concerns.
- › Results are based on a survey using the Modalis Public Opinion panel, 100% recruited using random probability phone sampling.
- › It ran from January 27 to February 13, 2024 and gathered a total of 1,250 responses from Canadian adults.
- › As Modalis is 100% recruited using RDD probability-based sampling, a margin of error can be calculated – plus or minus 2.8% at a 95% confidence interval.
- › The data have been weighted by age, gender, household income and region using population data from the 2021 Statistics Canada Census.



Key Findings



- › Nearly two-thirds of Canadians think the country is going in the wrong direction.
- › Housing affordability is a burning issue for Canadians. While home ownership is increasingly out of reach for young Canadians, the alternative is not overly appealing as the price of rentals has increased significantly in recent years.
- › Most Canadians recognize the inflationary impact of short-term rentals. Now, we find a majority in support of an outright ban on short-term rentals like Airbnb.
- › The war in Gaza is most closely followed with 4 out of 10 Canadians following this story daily. When looking at trust in Canadian mainstream news media we see only about a quarter of Canadians with high trust for most news stories.
- › Nurses are the most trusted group with almost 6 in 10 Canadians having a high trust level. When tracking high trust from March 2022 to April 2023 to February 2024 for Public health agencies you can see trust dissipating over time.
- › There are only two health related activities that about half of Canadians engage in daily: taking vitamins & walking. Canadians also by huge majorities feel eggs and fruit oils to be very healthy.



Canada and Key Priorities

Canadians are feeling gloomy about the country.

Whether it is the economy, the social and political health of Canada, or the state of healthcare, a quarter or fewer Canadians are optimistic.

- › These pessimistic attitudes hold more or less consistently across region, age and income groups.
- › Older Canadians are the most optimistic, but even here we find only about a third or fewer upbeat on any of these indicators. Younger Canadians (under 35) are particularly downbeat with only single digits registering optimism.

With fully 7 in 10 pessimistic about the social and political health of Canada, politicians and civil society leadership are facing a torrent of negativity.



How optimistic or pessimistic are you about each of the following over the next 12 months?

■ Pessimistic (1-3) ■ Neutral (4) ■ Optimistic (5-7)

State of the Canadian economy



The social and political health of Canada



The ability of the province's healthcare system to address needs of the province



Tracking Mood: Outlook for the Canadian Economy Next 12 Months

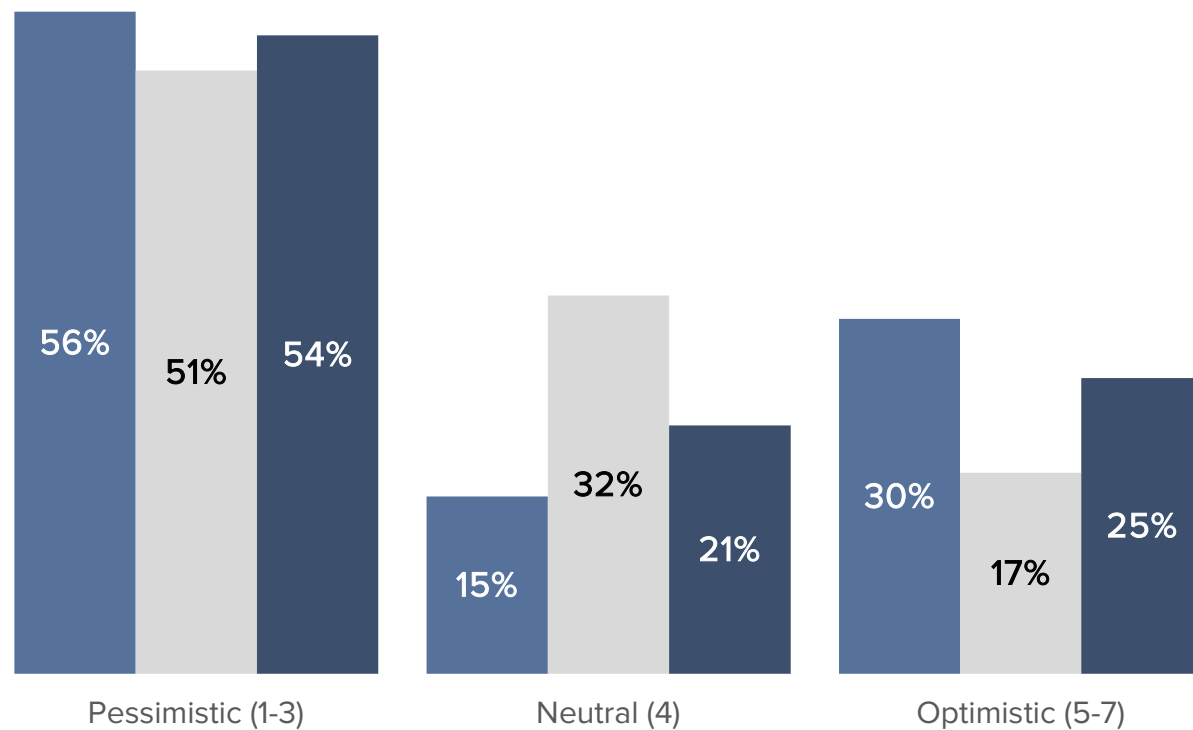
The 12 month outlook has been steadily pessimistic for about half of Canadians across three time periods March 2022 September 2022 and February 2024.

Optimistic attitudes never go above 30 percent (March 2022) drop to a low of 17 percent (September 2022) and are held by one quarter of Canadians in the most recent poll in February 2024.



How optimistic or pessimistic are you about each of the following over the next 12 months: outlook for the Canadian economy?

■ March 2022 ■ September 2022 ■ February 2024



Canadian adults (n=1,200/1,618/1,250)

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Tracking Mood: Outlook for Social and Political Health Next 12 Months

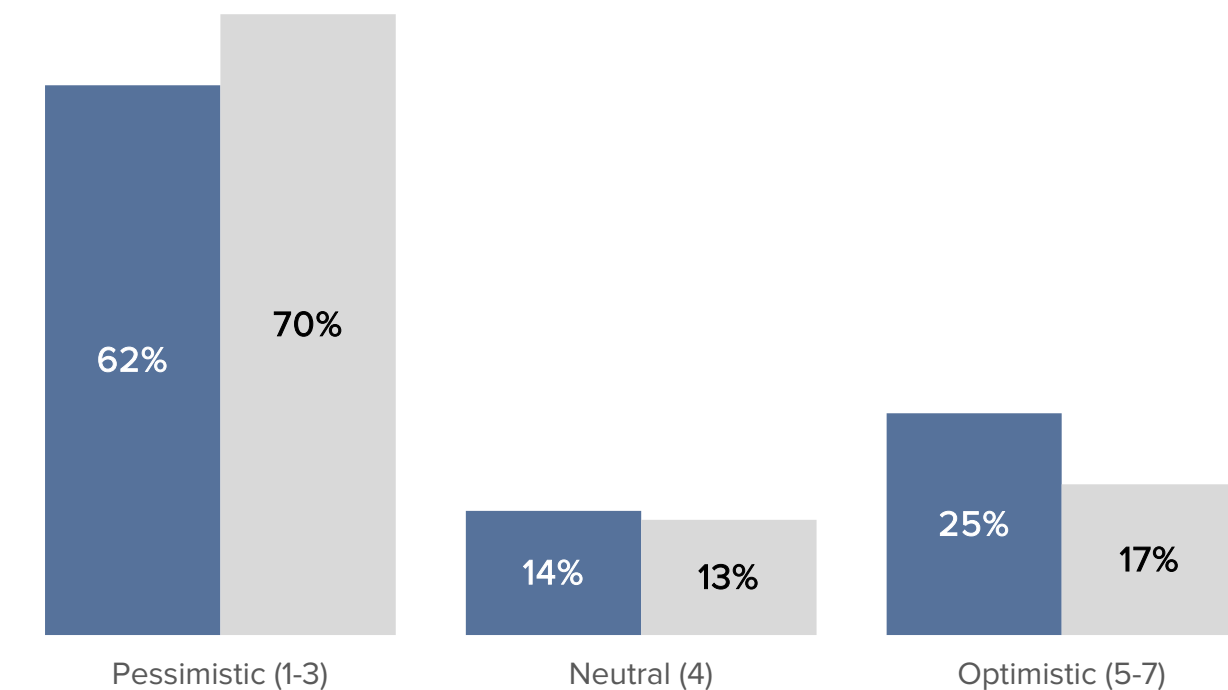
The view on the social and political health of Canada has grown more pessimistic from March 2022 to January 2024 with now 7 out of 10 pessimistic about the next 12 months.

Matching this result, we see that optimism has dropped from a quarter of Canadians in March 2022 to just 17% in February 2024.



How optimistic or pessimistic are you about each of the following over the next 12 months: outlook for the social and political health of Canada?

■ March 2022 ■ February 2024



Canadian adults (n=1,200/1,250)

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Following Stories in the News

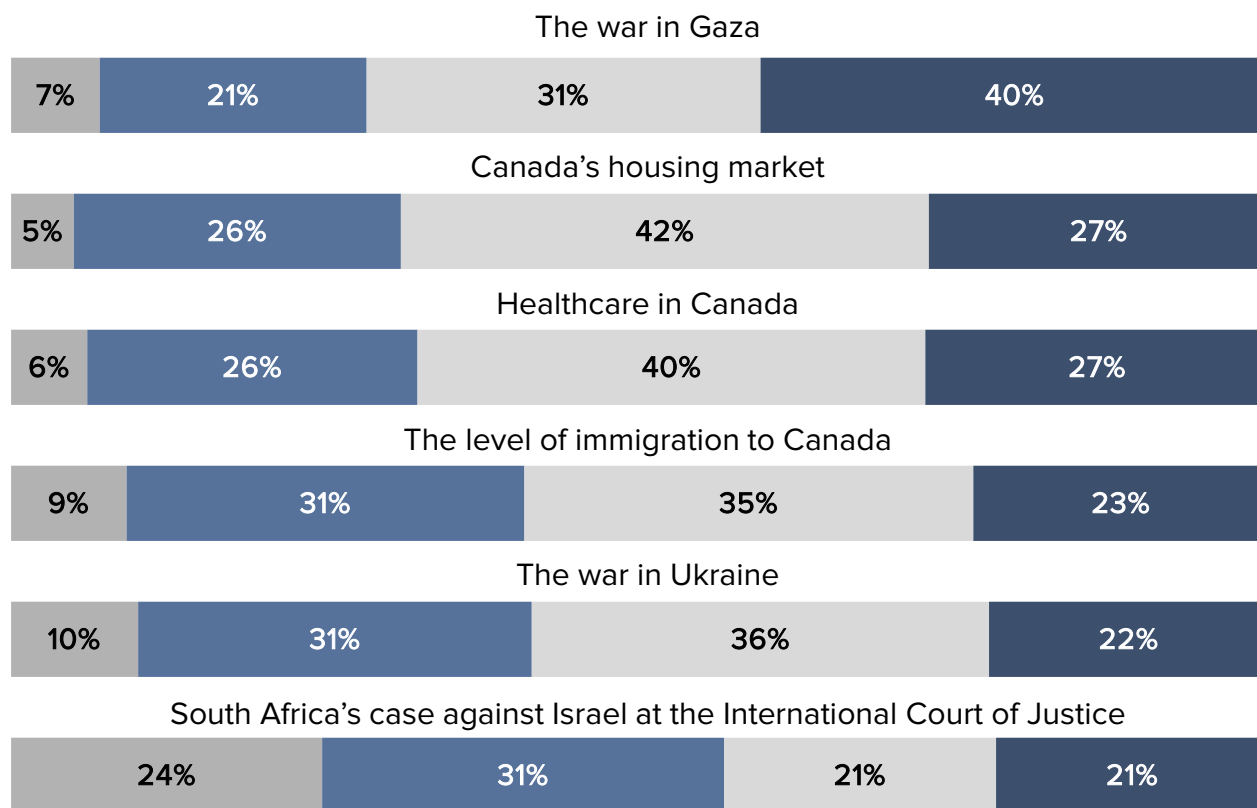
The war in Gaza is most closely followed with 4 out of 10 Canadians following this story daily.

- › The rest of the stories were followed at a similar level. With Canada's Housing Market and Healthcare in Canada followed just slightly more than Level of Immigration and War in Ukraine.
- › Slightly less followed on a daily basis is South Africa's case against Israel. It also is the least followed story with about a quarter of Canadians never following it.



Over the past month, how often have you followed each of these stories in the news?

■ Never ■ Once or twice ■ Weekly ■ Daily



Trust Media

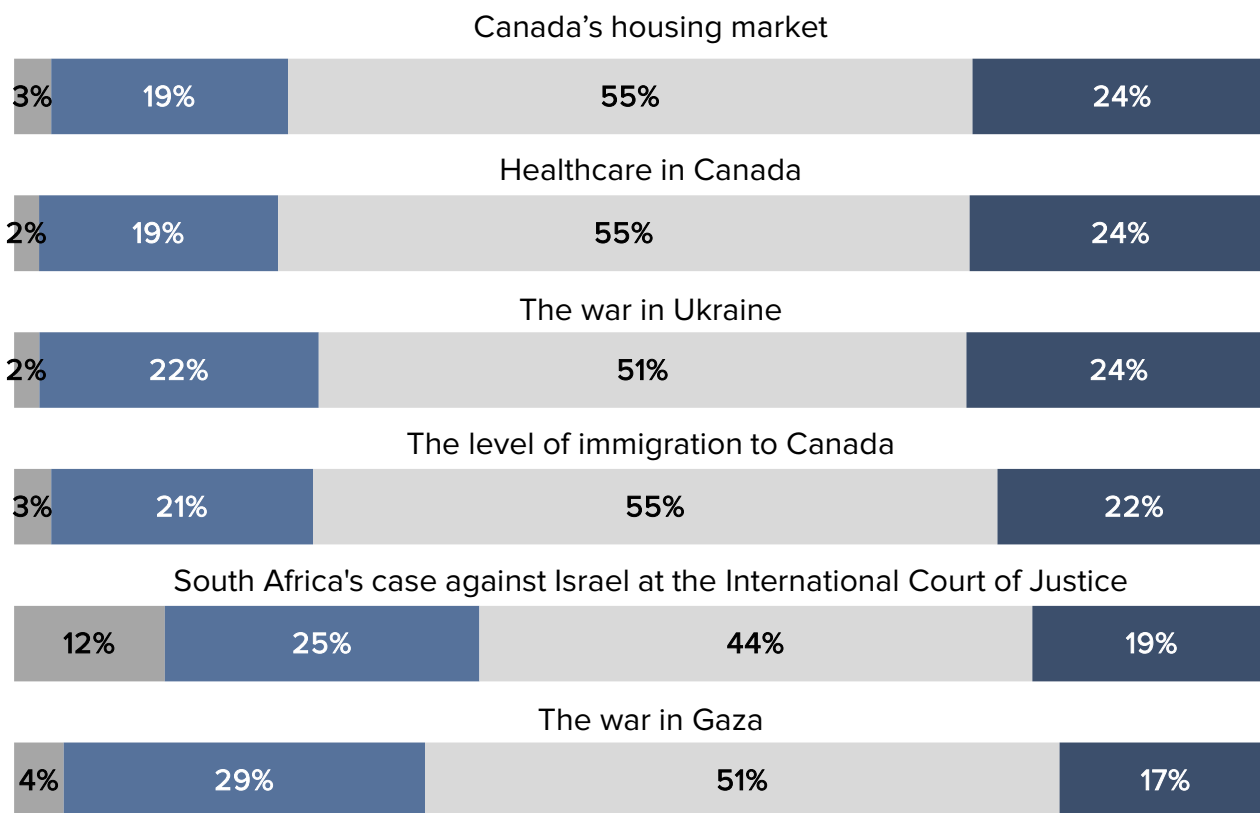
When looking at trust in Canadian mainstream news media, we see only about a quarter of Canadians with high trust for most news stories. This drops slightly further for media coverage of the war in Gaza and South Africa's case against Israel.

- › Moderate trust is the largest response from Canadians with just over half expressing this for all news stories with the exception of South Africa's case against Israel.
- › On several issues males are more likely to say they do not trust the media than females: Gaza (37% to 21%), Ukraine (28% to 17%), South Africa's case (32% to 18%), and immigration (26% to 16%).



Overall, to what extent do you trust Canadian mainstream news media coverage of each of these stories?

■ Unsure/no answer ■ Little or no trust (1-2) ■ Moderate trust (3-5) ■ High trust (6-7)



Canadian adults (n=1,250)

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Tracking: Trust Media - War in Ukraine

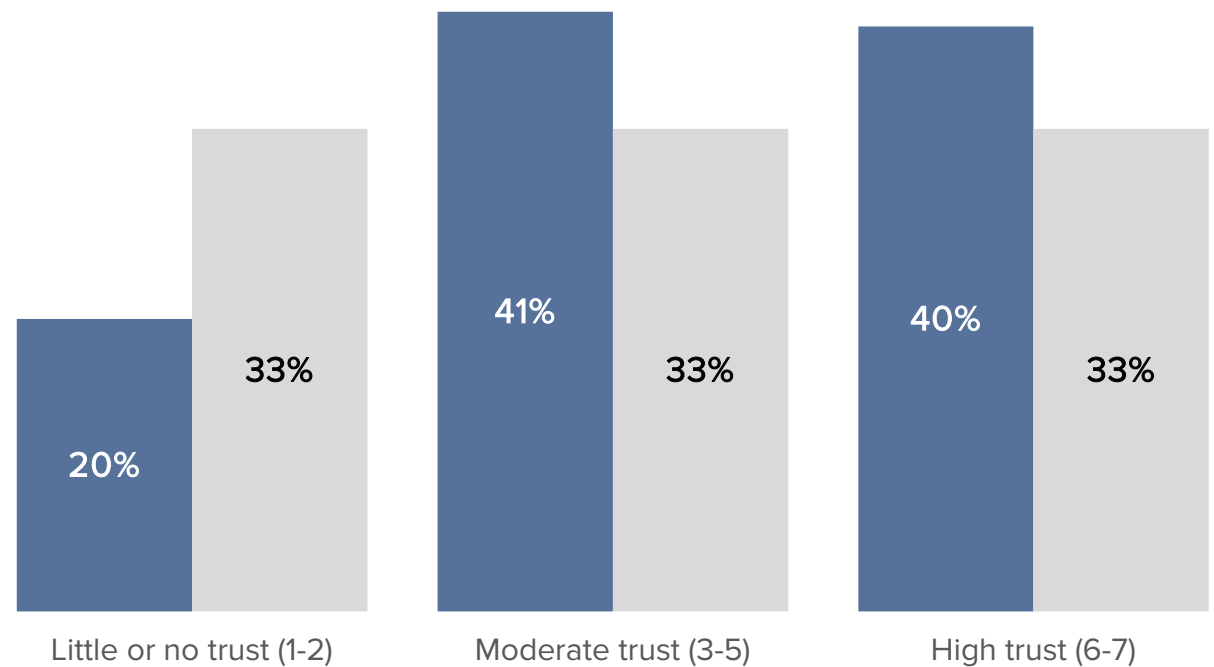
Trust in mainstream news coverage of the conflict with Russia over Ukraine has dropped in all categories.

- › Little or no trust has grown from a fifth of Canadians to a third.
- › Moderate trust and high trust have both decreased from four out of ten to a third.



Overall, to what extent do you trust Canadian mainstream news media coverage of the conflict with Russia over Ukraine/ the war in Ukraine?

■ March 2022 ■ February 2024



Canadian adults (n=1,200/1,250)

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Support or Opposition for Stories in the News

Canadians supported only one news position in majority numbers: the banning of short-term rentals like Airbnb. Fifty three percent of Canadians support municipalities taking action and this is especially true in Canada's urban centres.

- › Canadians agree that short-term rentals eat up the supply of long-term rentals. Almost two-thirds of renters support an Airbnb ban. It is notable that support for banning reaches nearly half of home owners. Support for banning short-term rentals is likely driven by concerns about the inflationary impact.
- › This past summer, we asked whether short-term rentals are inflating the rental market by eating up rental stock. A large majority of Canadians agree with this as fewer than 1 in 6 disagree.

Almost reaching the same level of support is restricting the number of foreign students in Canada with just under half of Canadians supporting this.



How strongly do you support or oppose each of the following?

■ Oppose (1 to 3) ■ Neutral (4) ■ Support (5 to 7)

Municipalities in Canada banning property owners from providing short-term rentals like Airbnb



Restricting the number of foreign students in Canada



Involving the private sector in solving problems with the province's healthcare system



Canada siding with Israel against South Africa at the International Court of Justice



Canada providing military assistance to Israel



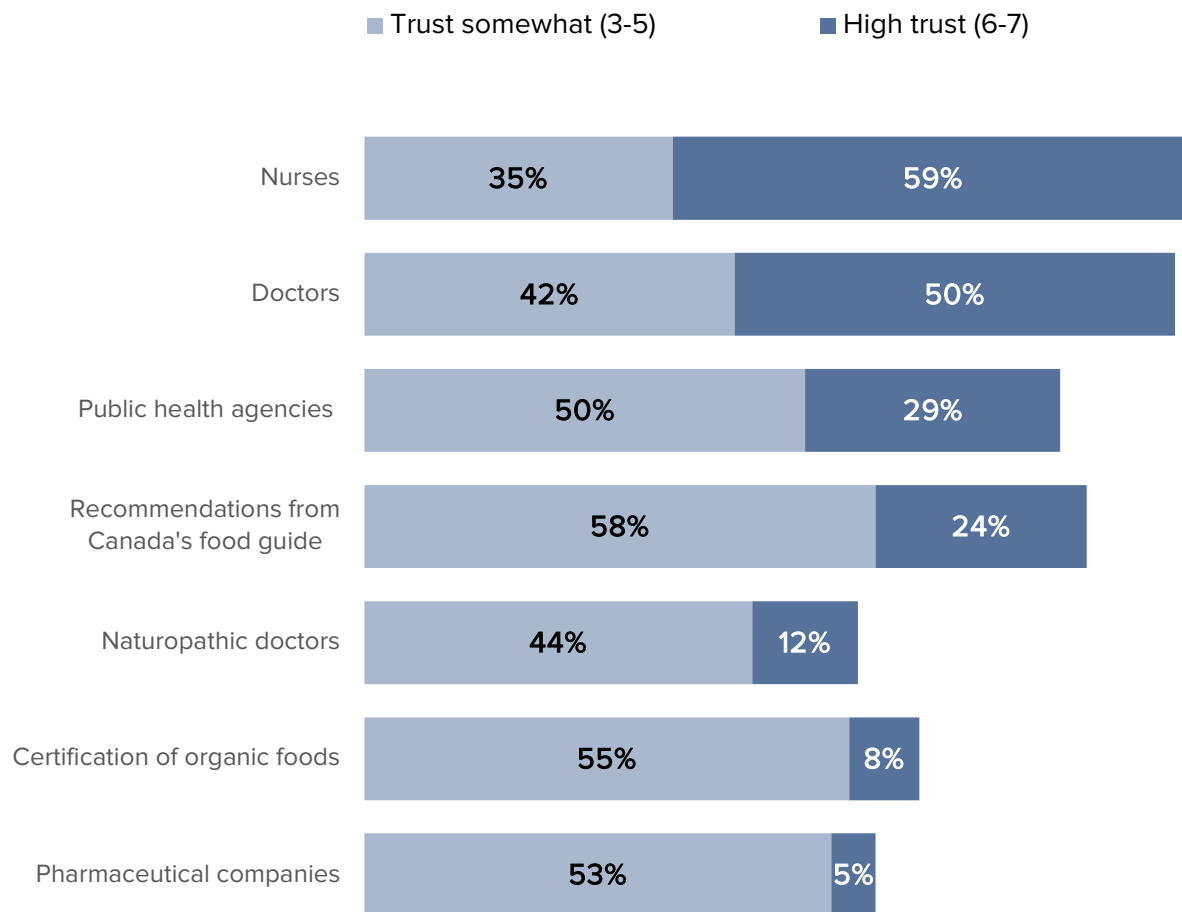
Trust Levels of Canadians

Nurses are the most trusted with almost 6 in 10 Canadians having a high trust level. Doctors reach 5 in 10. All the rest are much lower rated in terms of high trust levels.

- › Pharmaceutical companies have the least high trust with just 5% of Canadians saying this.
- › Also rated lowly in general is certification of organic foods, and naturopathic doctors.
- › It is interesting to note that those making under 40K show the highest trust in naturopathic doctors at 22%.
- › In general, those somewhat trusting for most of these categories are those in the 40-59K income group.



Generally speaking, to what extent do you trust each of the following?



Canadian adults (n=1,250)

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Tracking Trust: Nurses, Doctors, Public Health Agencies, and Pharmaceutical Companies

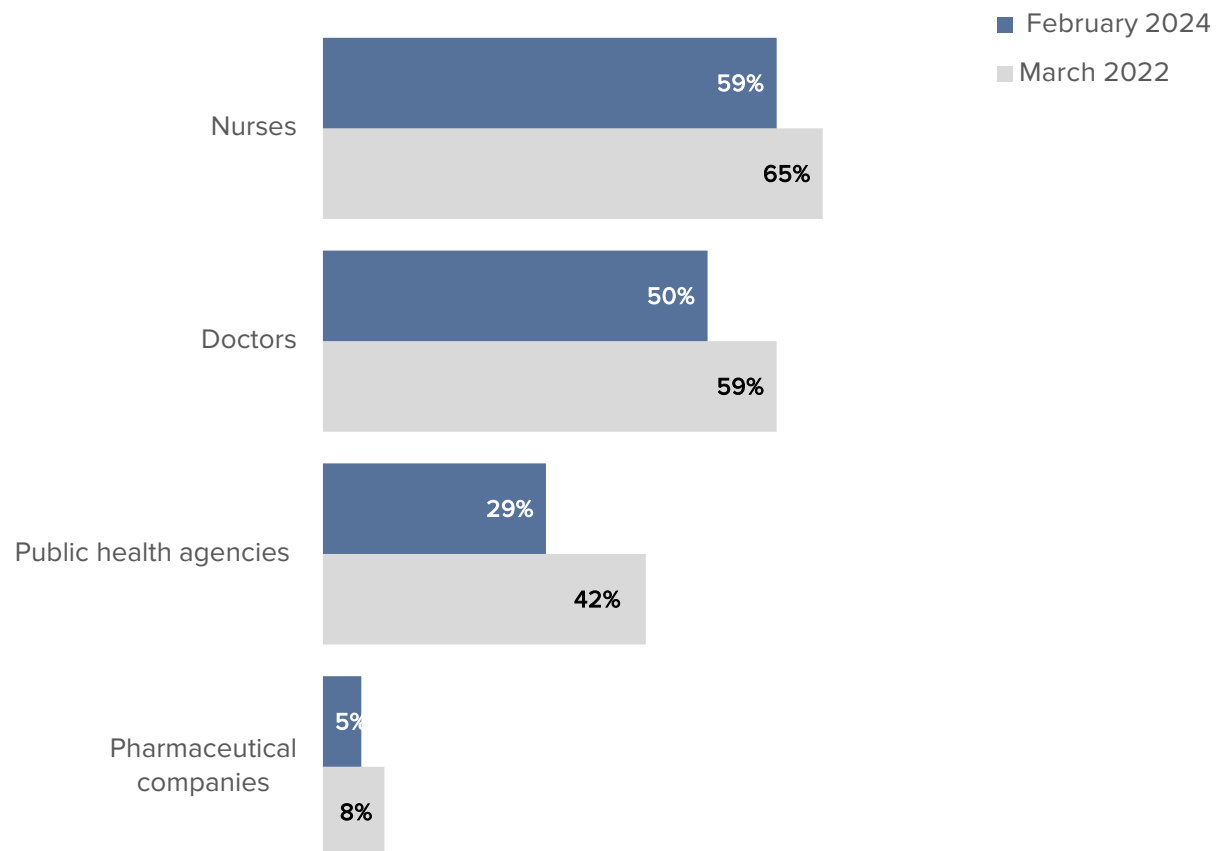
When tracking trust from March 2022 to February 2024 high trust levels have dropped among all groups.

- › The biggest drop is with Public health agencies (a thirteen percent drop).
- › Doctors have gone down nine percent in terms of high trust.



Generally speaking, to what extent do you trust each of the following?

Top 2 box: High trust (6-7)



Canadian adults (n=1,200/1,250)

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Tracking Trust: Public Health Agencies

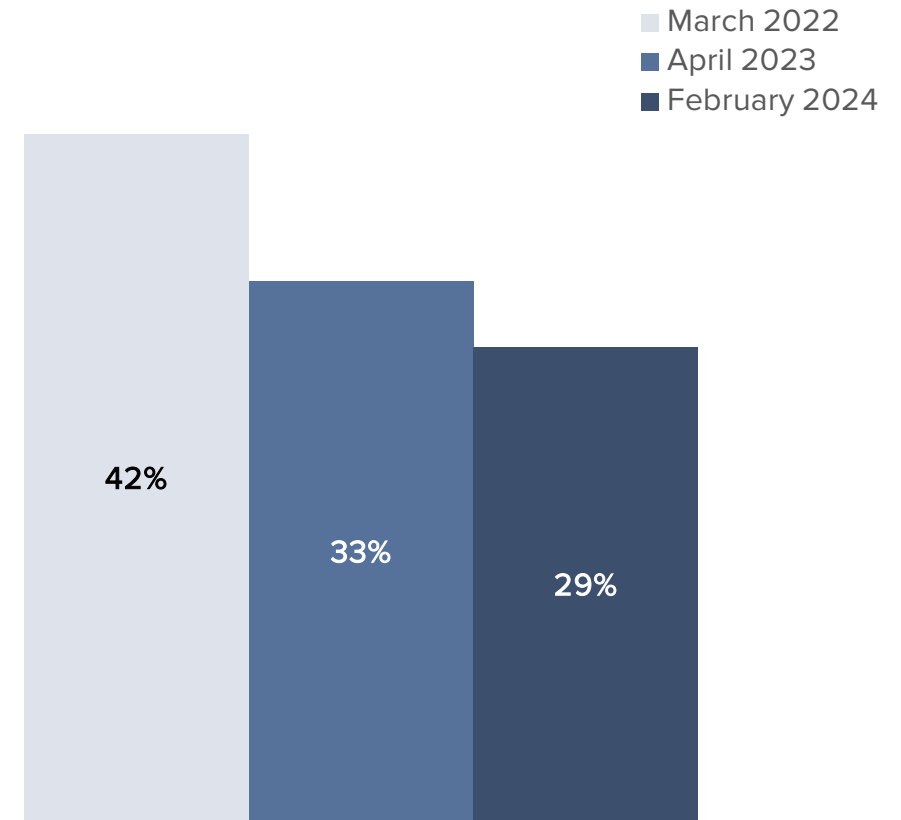
When tracking high trust from March 2022 to April 2023 to February 2024 for Public health agencies you can see the trust dissipating over time.

- › High trust has dropped from about 4 in 10 Canadians in March 2022 to only about 3 in 10 in February 2024.



Generally speaking, to what extent do you trust public health agencies?

Top 2 box: High trust (6-7)



Health Related Activities

There are only two health related activities that about half of Canadians engage in daily.

- › About half of Canadians take vitamins or health supplements daily.
- › Almost half walk for 15 minutes or more at a time.

On the converse side: about half never or rarely engage in cardio exercise or use the internet to look up nutritional value of foods they eat.

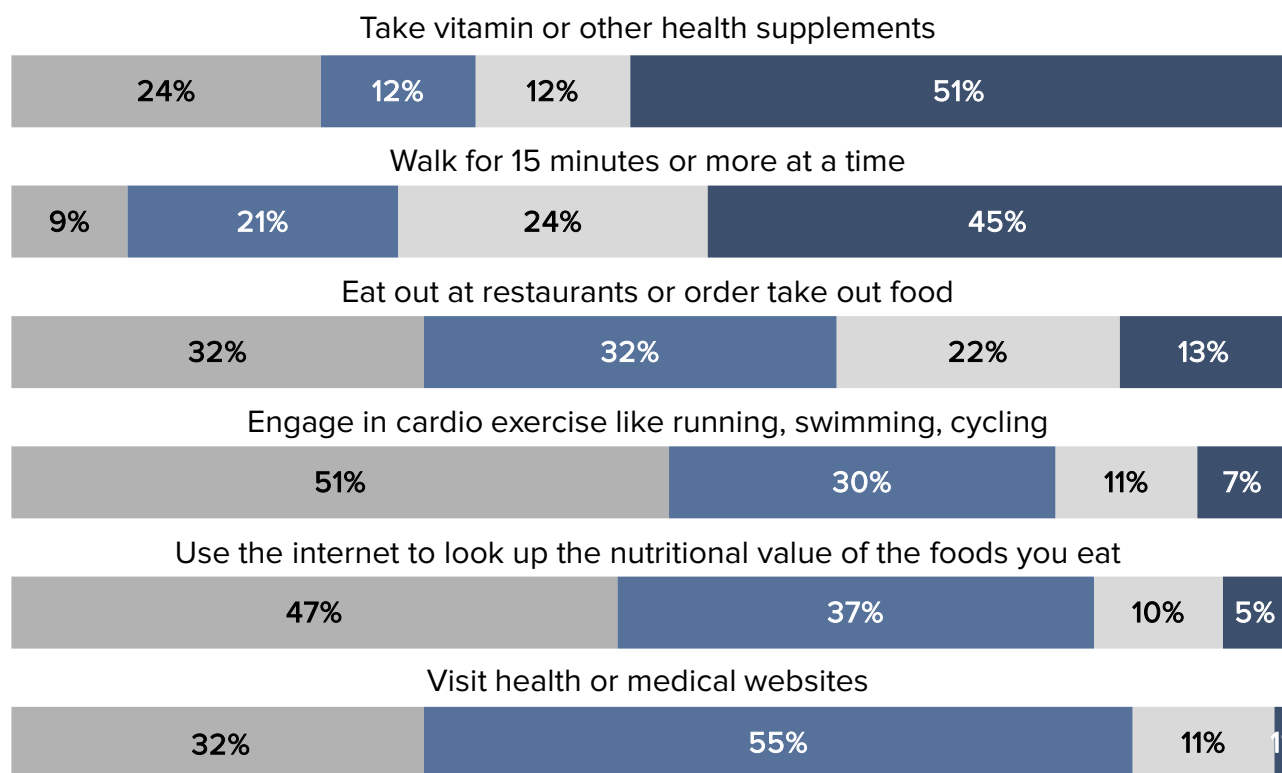
The other activity with over half of Canadians engaging in is visiting health or medical websites which 55 percent visit once or twice a week.

One out of five Canadians under 35 eat at restaurants or order take out by far the largest age group.



In a typical week, how often do you do each of the following?

■ Never or rarely ■ Once or twice ■ Three to five times ■ Daily



Diet: Healthy versus Unhealthy

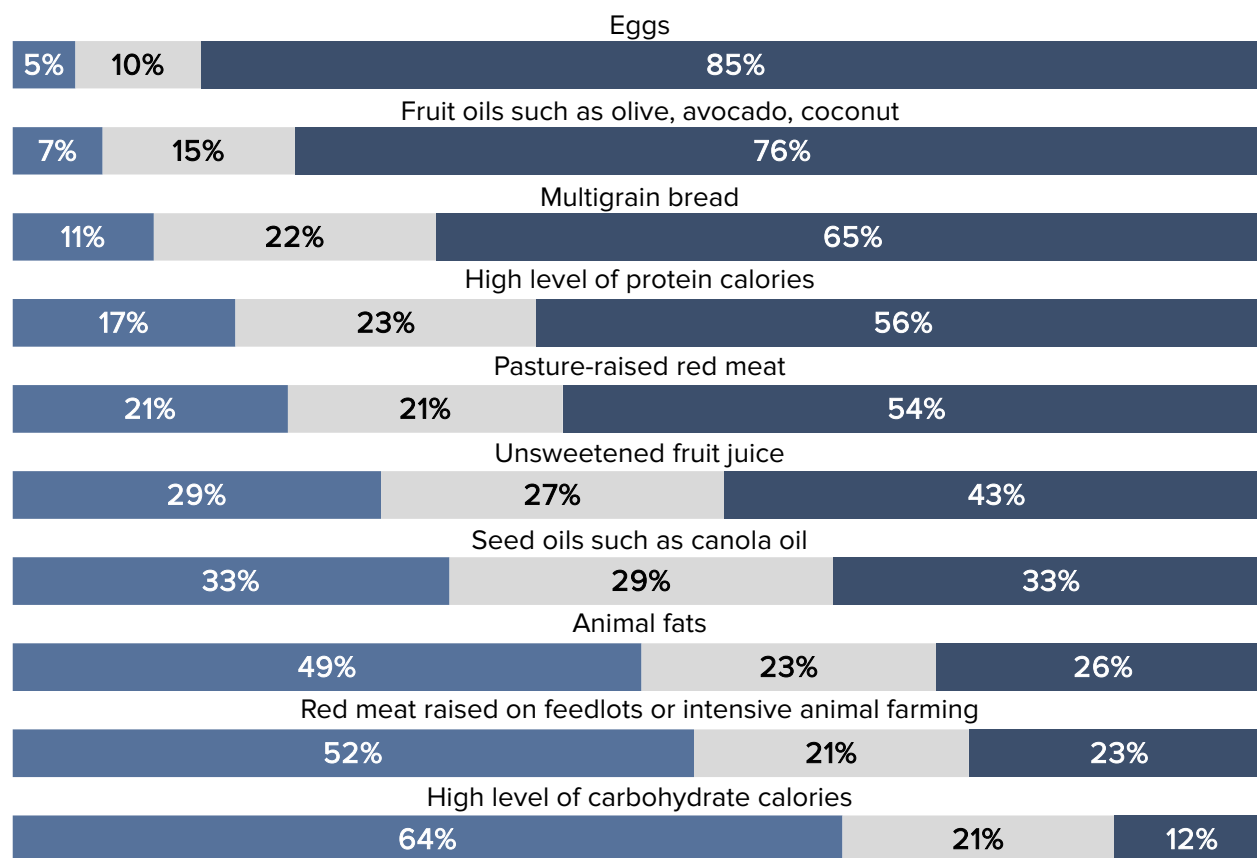
Believed to be healthy by a vast majority of Canadians are eggs and fruit oils. Also thought to be healthy by about 6 in 10 is multigrain bread.

- › About half of Canadians believe a high level of protein calories and pasture-raised red meat are also healthy.
- › Seen as less healthy by half or more of Canadians are a high level of carbohydrate calories (64%), red meat raised on feedlots (52%), and animal fats (49%).



Recognizing that a balanced diet is important, in your opinion, how healthy or unhealthy are each of the following?

■ Less healthy (1 to 3) ■ Neither (4) ■ Healthy (5 to 7)



Canadian adults (n=1,250)

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Real answers from real people