

Macro Roundup Article

Headline: Canadian Conservatives Have Found A Way To Win Back Young Voters

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Tweet: A third of US under-30s voted Republican in the 2022 mid-terms, relative to 40% support for Canadian Conservatives. @jburnmurdoch argues this is driven by Canada's Conservatives taking on housing affordability as their key issue.

Summary: You don't double your vote share and surge into the lead simply by not being the other guy. Instead, the explanation appears to lie in a bold and explicitly pro-youth policy position: the Canadian Conservatives have come out as the party of housebuilding. Housing affordability crises are widespread across the West, but Canada's is especially acute, now ranking as the second most important issue facing the country behind the wider cost of living crisis. For months, Canadian voters have said they don't think the government is focused enough on tackling the problem, creating space for the opposition to make its own pitch. Canadian Tory leader Pierre Poilievre has grasped the opportunity with both hands. The 44-year-old, who assumed the party leadership just over a year ago, has made housing one of his principal causes, outlining proposals that would withhold funds from cities that don't build enough houses, and give extra money to those that do.

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