

29% OF PARENTS ARE NOW PROVIDING FINANCIAL ASSISTANCE TO THEIR KIDS TO BUY A HOME

60% SAY THEIR COMMUNITY HAS BEEN IMPACTED BY ONTARIANS LOOKING FOR MORE AFFORDABLE LOCATIONS TO LIVE

59% EXPECT HOUSING PRICES TO BE LESS AFFORDABLE IN THE NEXT 5 YEARS

ABACUS DATA

DETAILED RESULTS

HOUSING AFFORDABILITY IN ONTARIO PERCEPTIONS, IMPACTS, AND SOLUTIONS (WAVE 2)

CONDUCTED FOR THE ONTARIO REAL ESTATE ASSOCIATION

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS

METHODOLOGY

The survey was conducted with 2,000 Ontarian adults between the dates of January 20 and 25, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.17, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

EXECUTIVE SUMMARY

1. Housing affordability rose in priority since June and continues to be a top priority for provincial government action in Ontario. It will be a key issue in the upcoming provincial election.
2. There is a significant gap between the percentage of Ontarians who want affordability to be a high priority (76%) and the percentage who think it is currently a high priority (27%) for the provincial government.
3. More Ontarians than in June expect housing prices to continue to increase and be even less affordable over the next five years.
4. Housing affordability has led to an exodus of some people from expensive urban locations to places with lower home prices. In fact, 60% say their community has been impacted by people doing just that. Although this pattern is associated with housing affordability changing in these communities, many people see the benefits of people moving into their community in terms of newer amenities.
5. 4 in 10 parents of those 18 to 38 years of age provided financial support to facilitate their home purchase as parents recognize the difficulties their kids face entering the housing market.
6. There is widespread support for government actions to address housing affordability.

An aerial photograph of a large lake surrounded by a dense forest with vibrant autumn foliage in shades of orange, yellow, and red. The sky is overcast with grey clouds. The text is overlaid on the left side of the image.

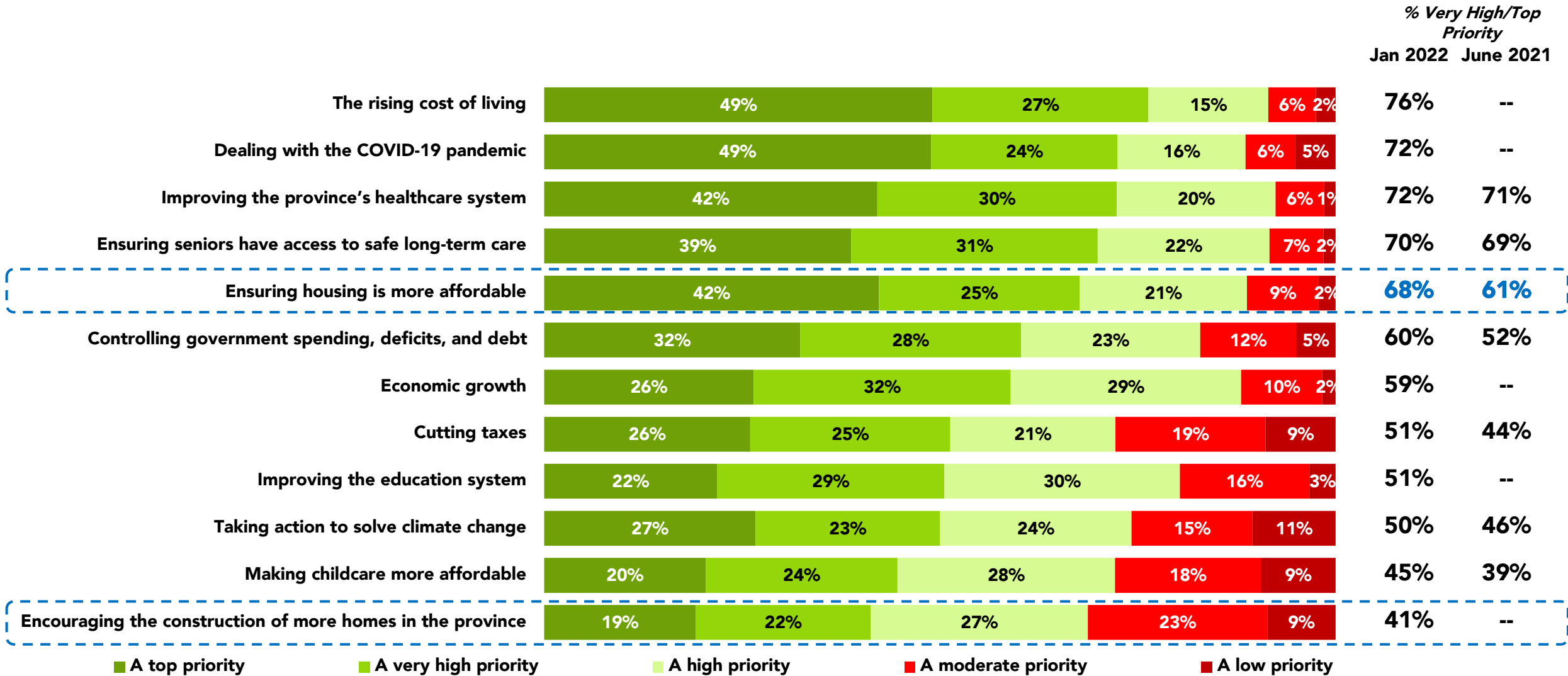
HOUSING AFFORDABILITY CONTEXT

ABACUS DATA

KEY FINDINGS

- The rising cost of living is the number one priority for Ontarians followed by dealing with the pandemic. Ensuring housing is more affordable is the fifth most important, but its importance rose significantly since June.
 - Encouraging the construction of more homes is a relatively low priority. It appears that Ontarians are not fully grasping the role that housing construction will play in dealing with affordability.
- Among those under 45 years of age and non-homeowners the rising cost of living and housing affordability are almost equally important.
- Concern about housing affordability crosses all regions of the province. It is not just a GTA problem, but one identified by those living in all regions of the province.
- If Ontarians could only choose 3 items for the Ontario government to focus on, 46% would include housing affordability on that list. This makes it tied for third as a point of focus.
- Half of Ontarians believe that residential construction will be very important or extremely important to economic growth and job creation when the pandemic is over.

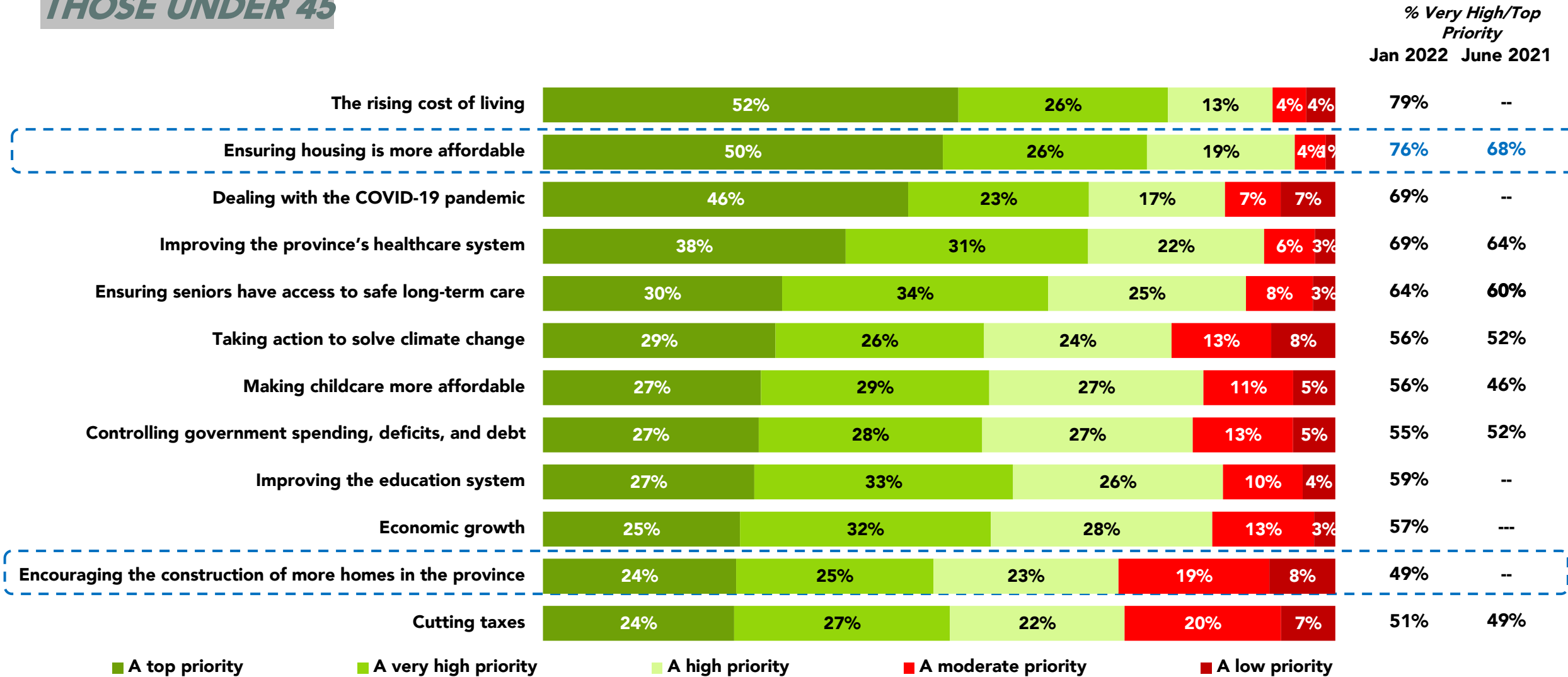
GOVERNMENT PRIORITIES



Below is a list of possible issues the Ontario government could focus on. How much of a priority do you feel each one should be?

GOVERNMENT PRIORITIES

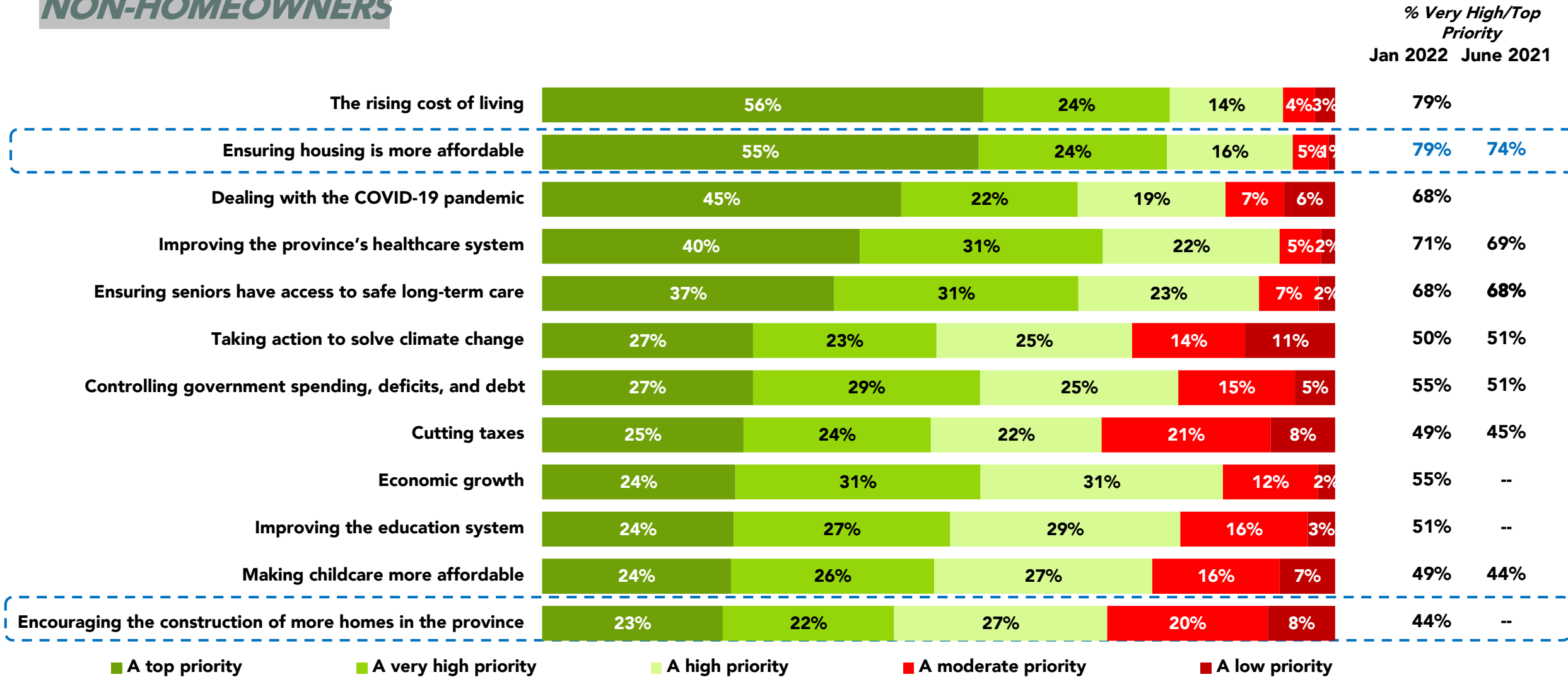
THOSE UNDER 45



Below is a list of possible issues the Ontario government could focus on. How much of a priority do you feel each one should be?

GOVERNMENT PRIORITIES

NON-HOMEOWNERS



■ A top priority

■ A very high priority

■ A high priority

■ A moderate priority

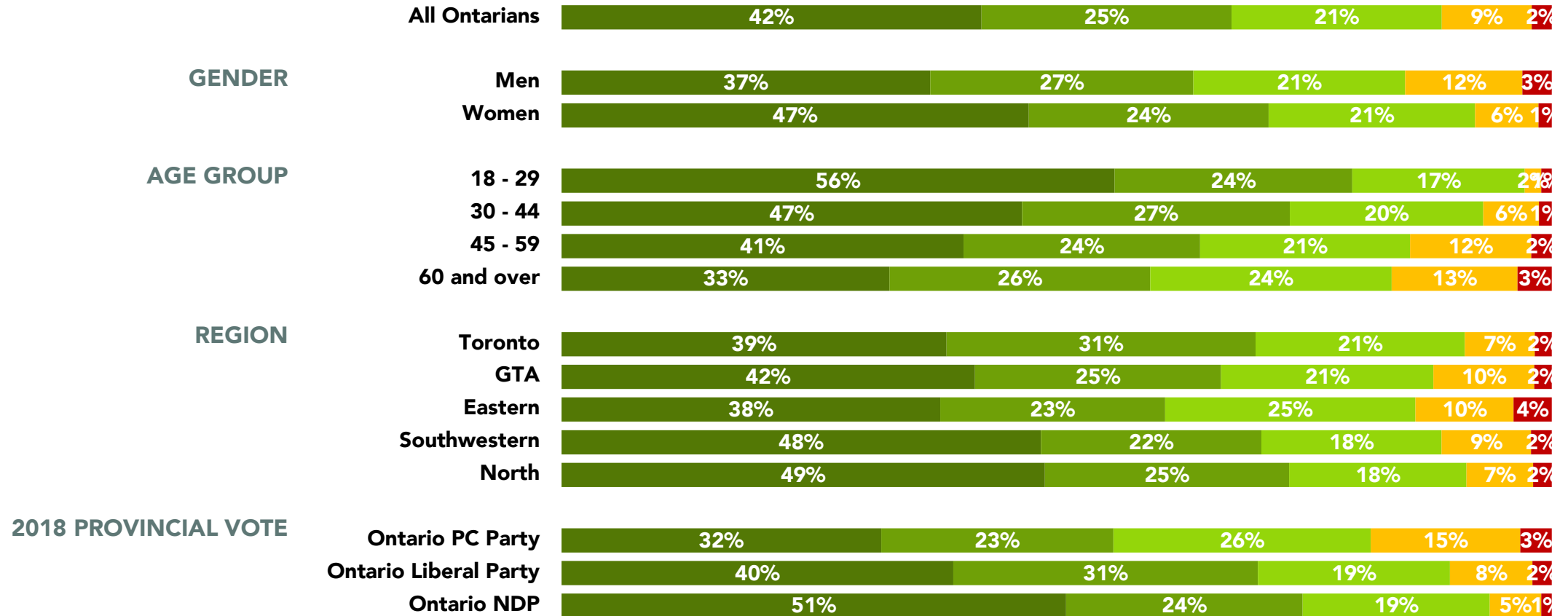
■ A low priority



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ONTARIO GOVERNMENT PRIORITIES

MAKING HOUSING MORE AFFORDABLE



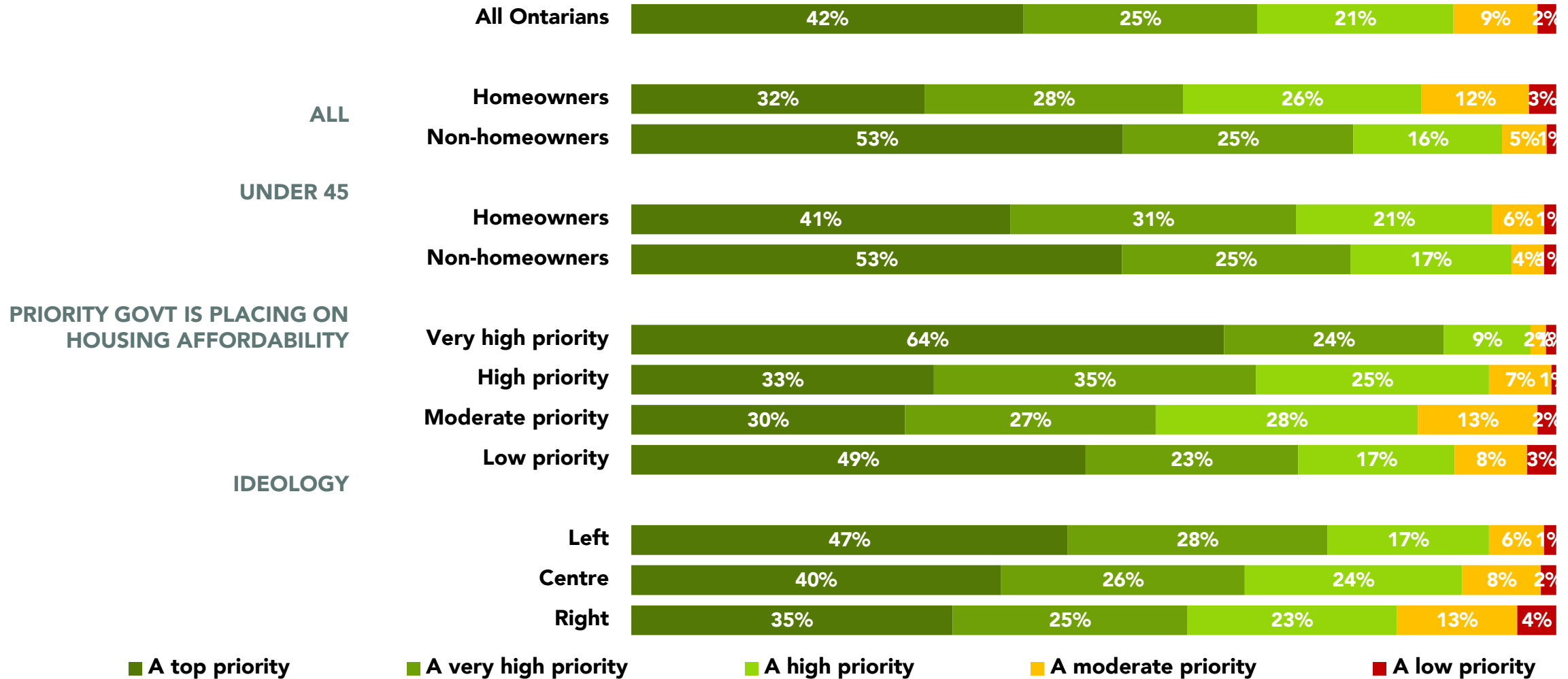
■ A top priority
 ■ A very high priority
 ■ A high priority
 ■ A moderate priority
 ■ A low priority



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ONTARIO GOVERNMENT PRIORITIES

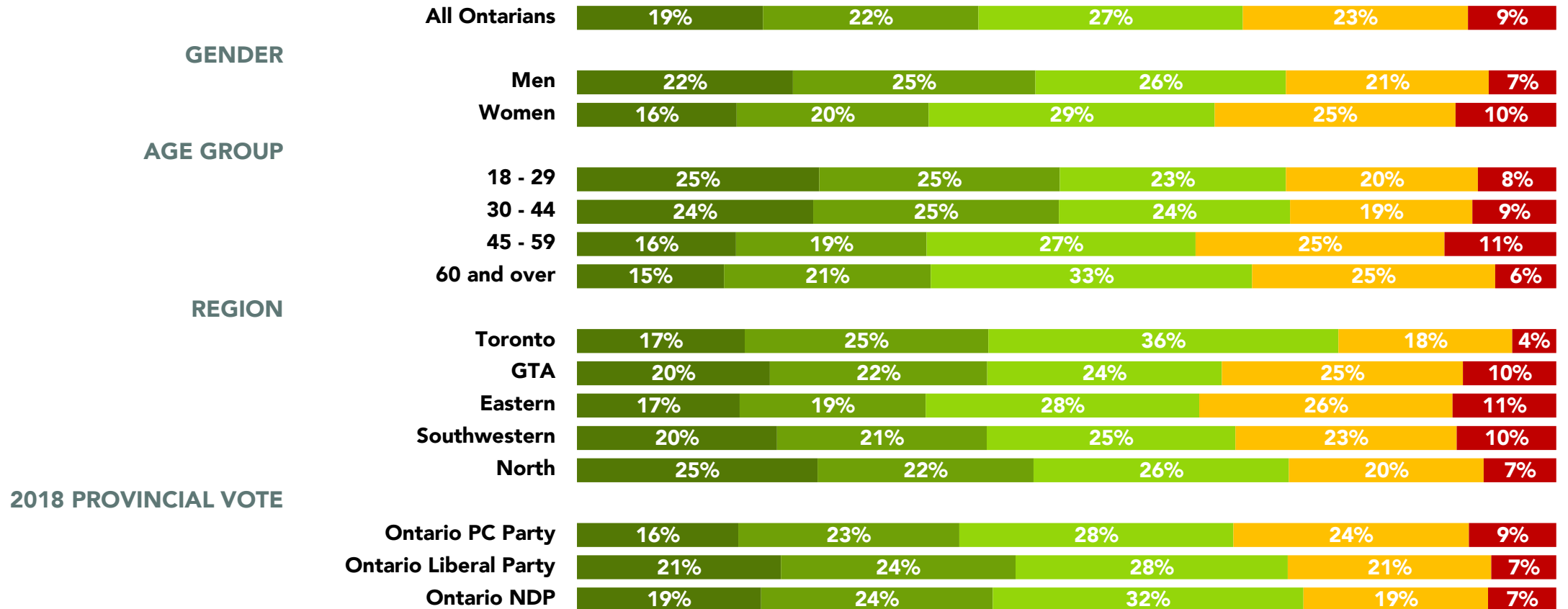
MAKING HOUSING MORE AFFORDABLE



Below is a list of possible issues the Ontario government could focus on. How much of a priority do you feel each one should be?

ONTARIO GOVERNMENT PRIORITIES

ENCOURAGING THE CONSTRUCTION OF MORE HOMES



■ A top priority

■ A very high priority

■ A high priority

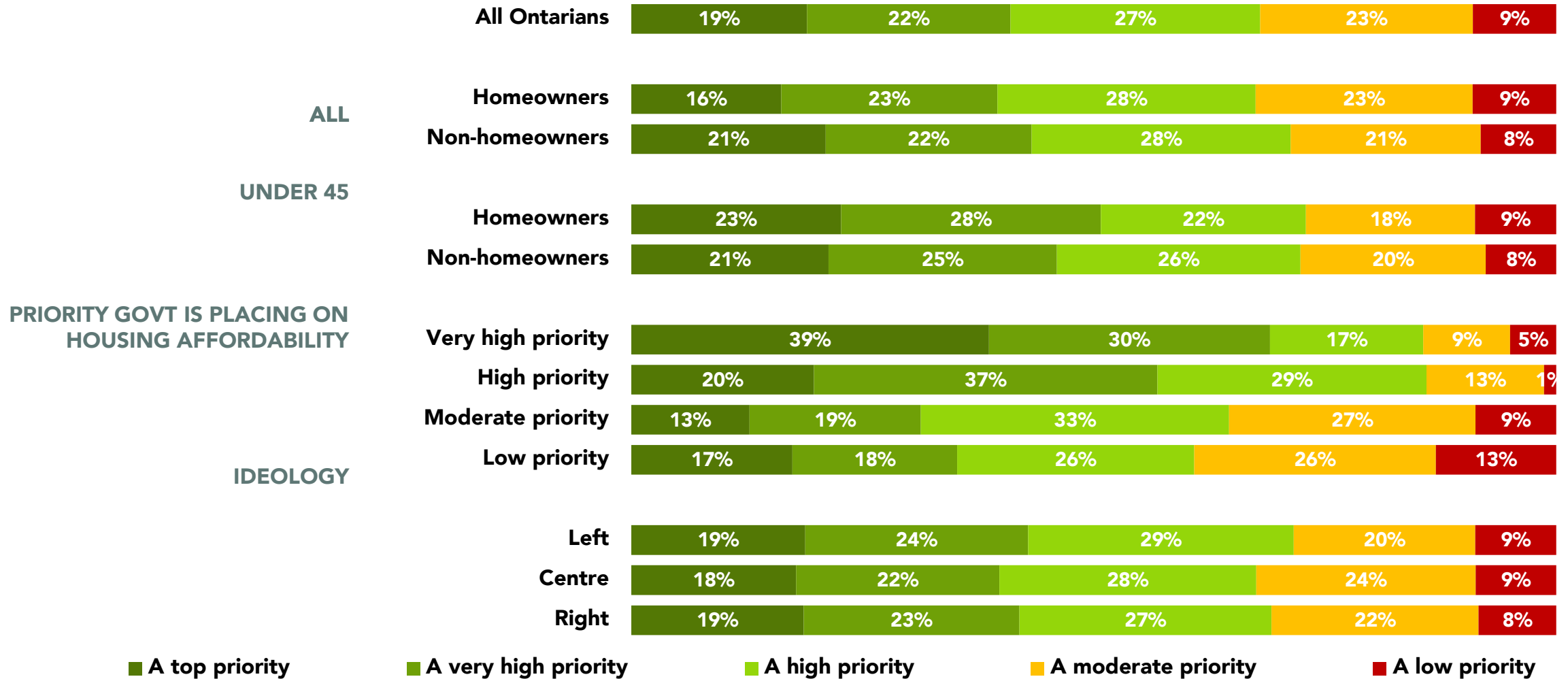
■ A moderate priority

■ A low priority

ABACUS DATA

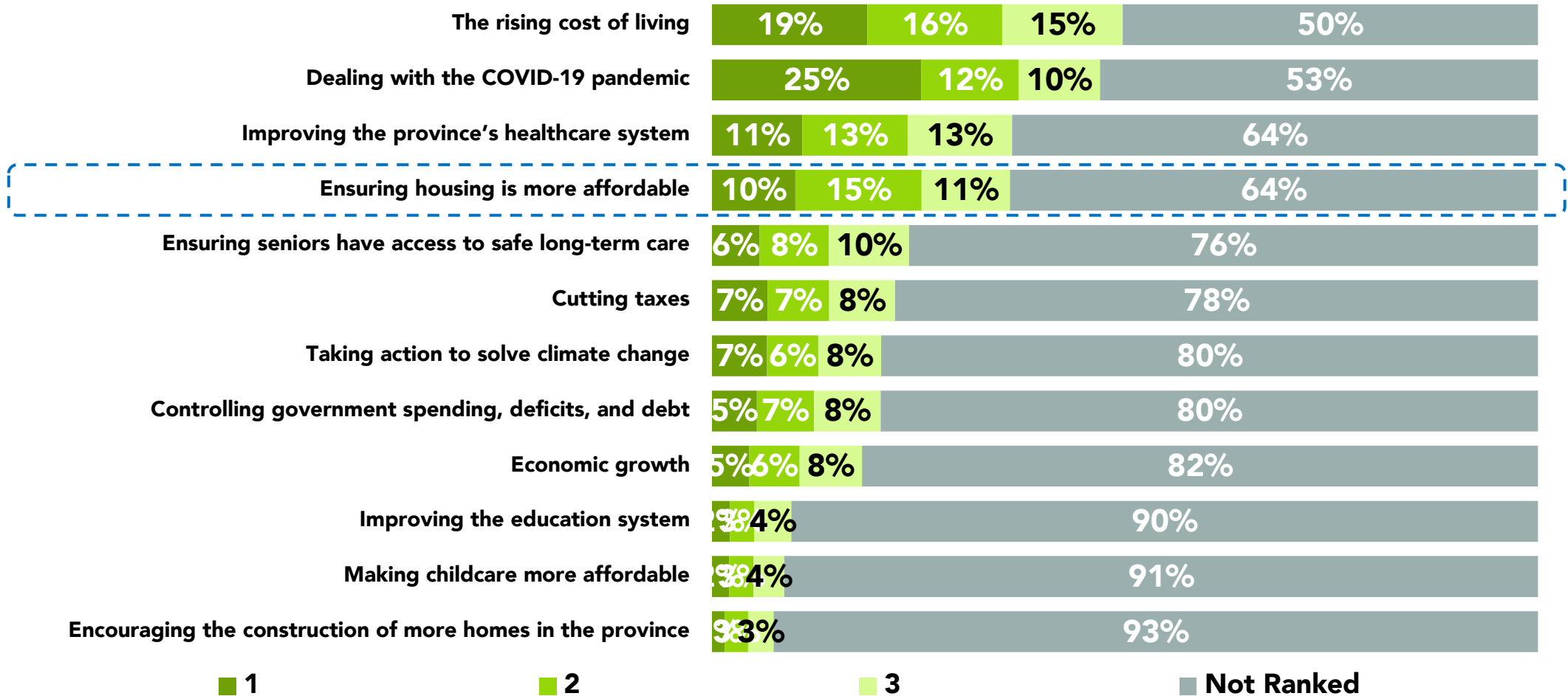
ONTARIO GOVERNMENT PRIORITIES

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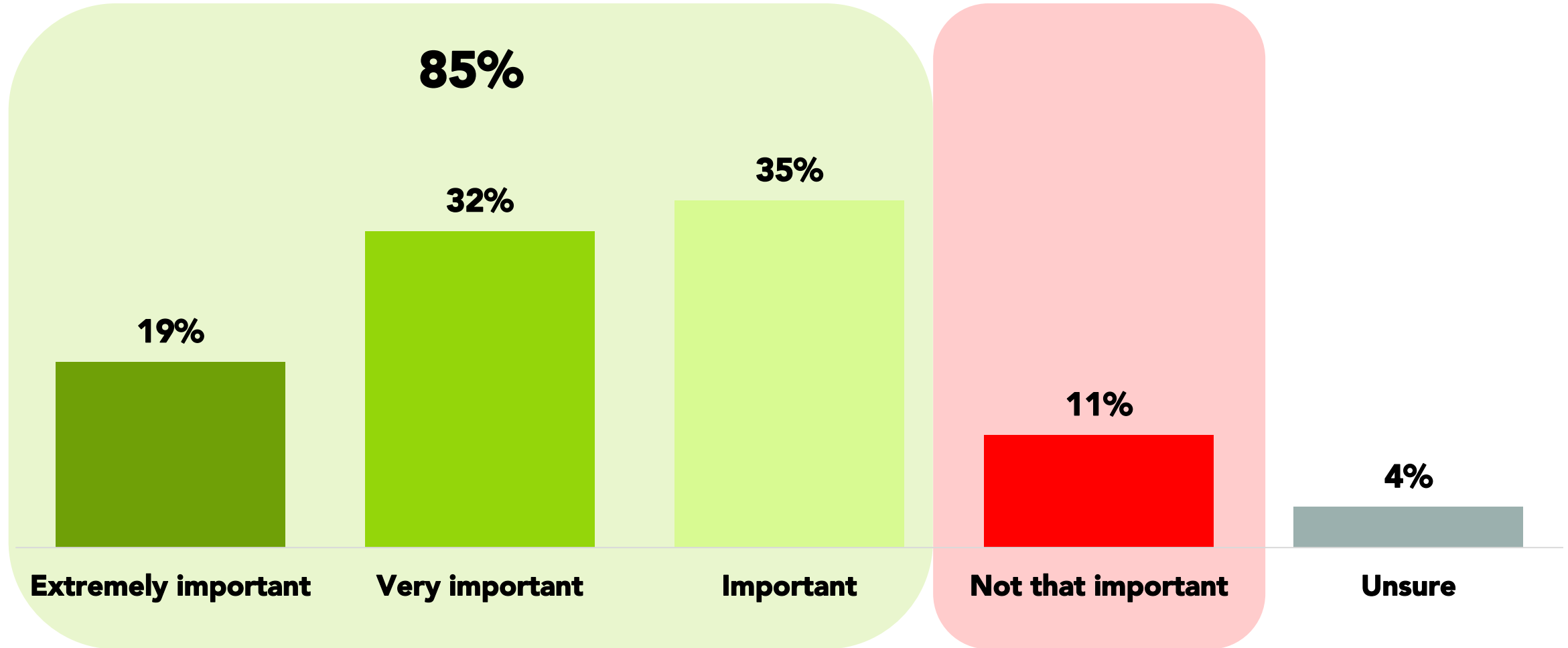
Below is a list of possible issues the Ontario government could focus on. How much of a priority do you feel each one should be?

TOP GOVERNMENT INITIATIVES



Below are several ideas that the Ontario government could pursue to make it more affordable to buy a home in Ontario. For each, tell us whether it is something you would support or oppose?

8 IN 10 ONTARIANS FEEL RESIDENTIAL CONSTRUCTION WILL BE IMPORTANT TO ECONOMIC GROWTH AND JOB CREATION



How important, if at all, do you feel residential construction and new home building will be to economic growth and job creation in the province when the pandemic is over?



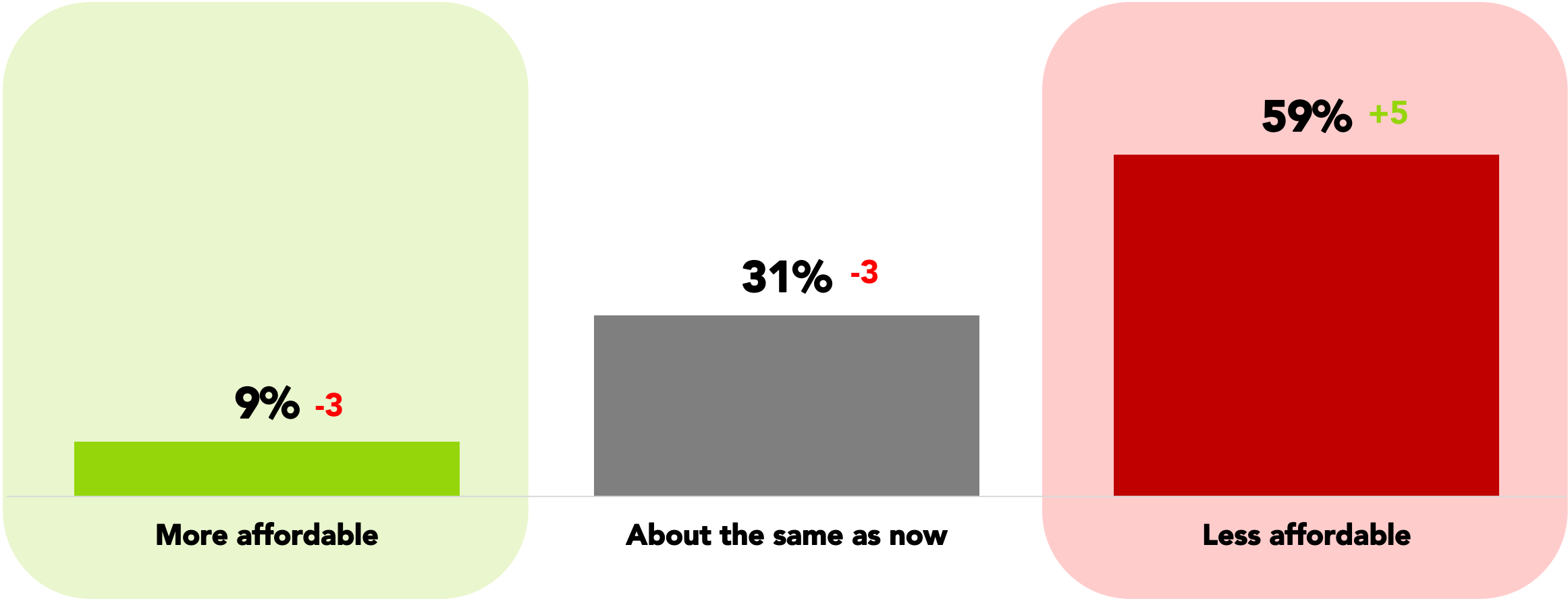
CURRENT STATE OF RESIDENTIAL MARKET

ABACUS DATA

KEY FINDINGS

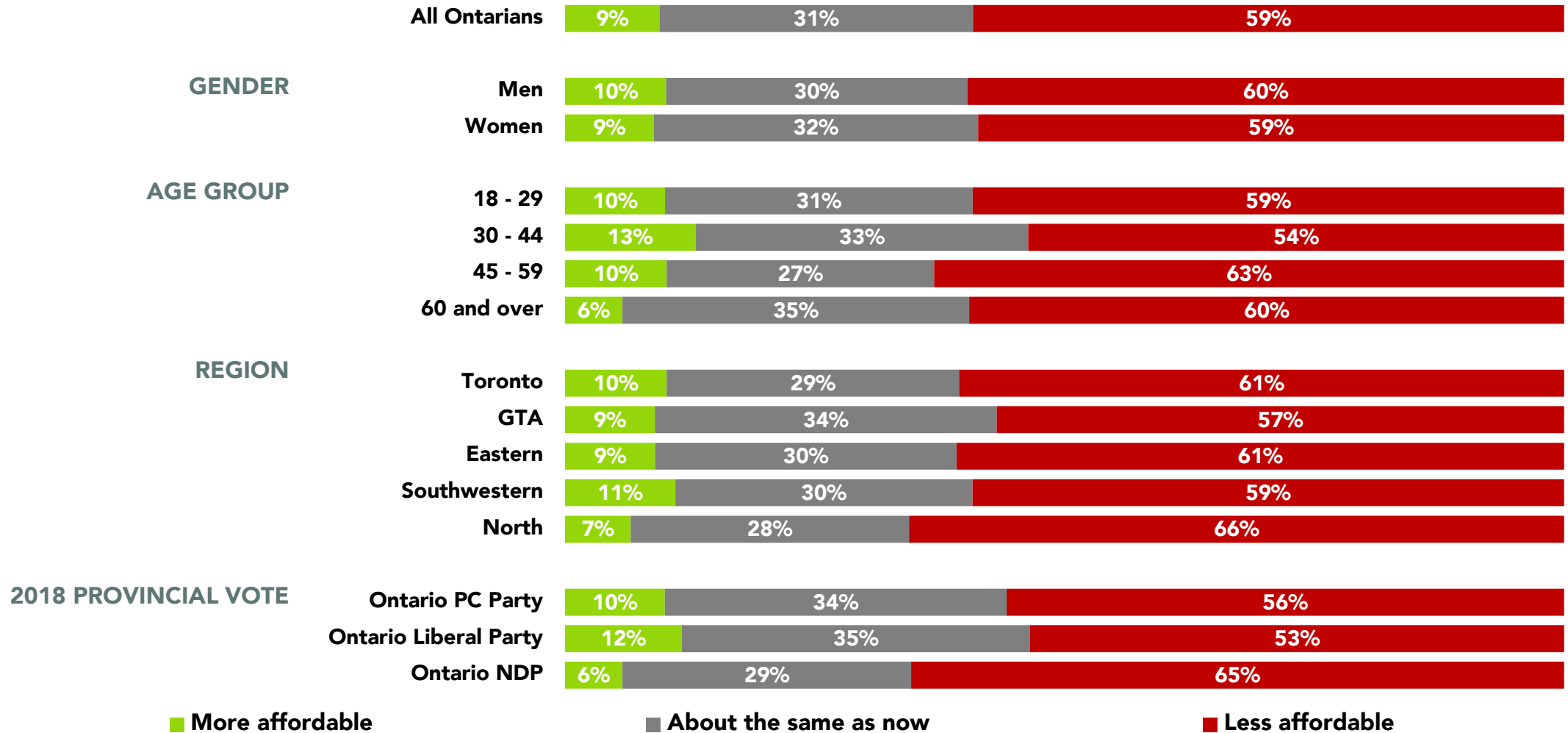
- Ontarians believe it became more difficult (77%) over the past year to buy a residential property where they live - this perception is unchanged since June.
 - Young and old both share a similar view of the market. Those living in the Southwestern Ontario are the most pessimistic about the housing market.
- Not only has it become harder in the past year, but many think prices will continue to rise over the next 12 months. The growing expectation is that housing prices will increase (65%, +10 from June) over the next year which suggests consumers see continuation of affordability challenges. Only a small segment (8%, -6) think they will decrease.
- In fact, more than half (59%, +5) of Ontarians say that housing prices will be less affordable over the next five years. Young (under 45 years) non-homeowners are pessimistic (62% less affordable). Few believe relief is in sight.
- Attitudinally, almost all Ontarians believe we need to do what we can to make sure that younger generations have the same opportunity to own their home as older generations (92% agree) and 8 in 10 believe that the cost of housing in Ontario is making the province a less attractive place to live and work (80%).
- There is much less agreement that we need political leaders who are willing to do whatever is necessary to build more homes, even if some people don't want to see new developments where they live (60%).
- At present, a majority of Ontarians (52%) believe that we are not building enough housing in the province.

6 IN 10 EXPECT HOUSING PRICES IN THEIR AREA TO BECOME LESS AFFORDABLE OVER THE NEXT 5 YEARS



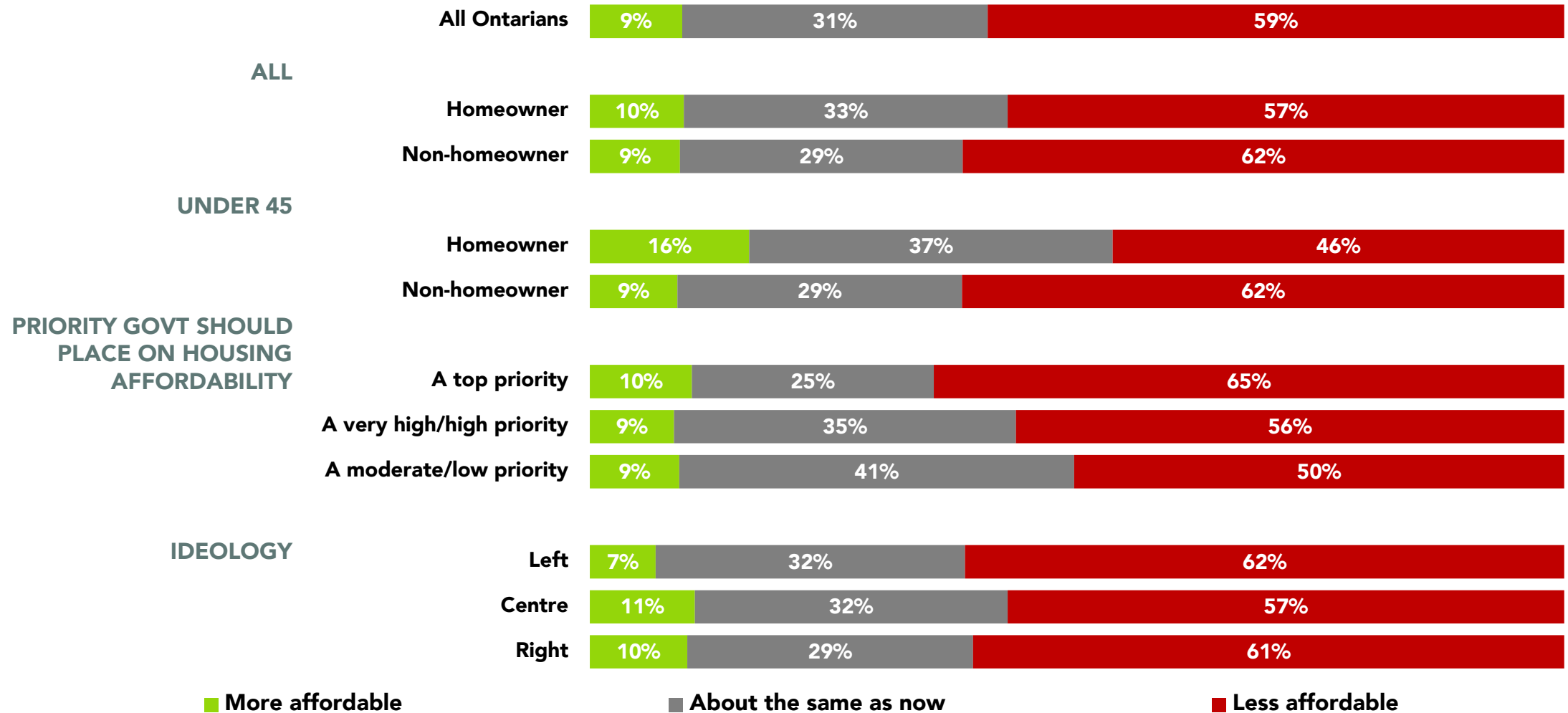
How about over the next 5 years? Do you think housing prices in your area will be more affordable, less affordable, or will they be about the same as now?

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AGREEMENT WITH THE FOLLOWING STATEMENTS

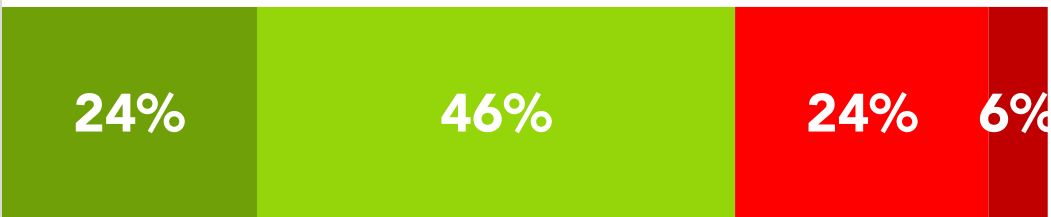
We need to do what we can to make sure that younger generations have the same opportunity to own their home as older generations



The cost of housing in Ontario is making the province a less attractive place to live and work

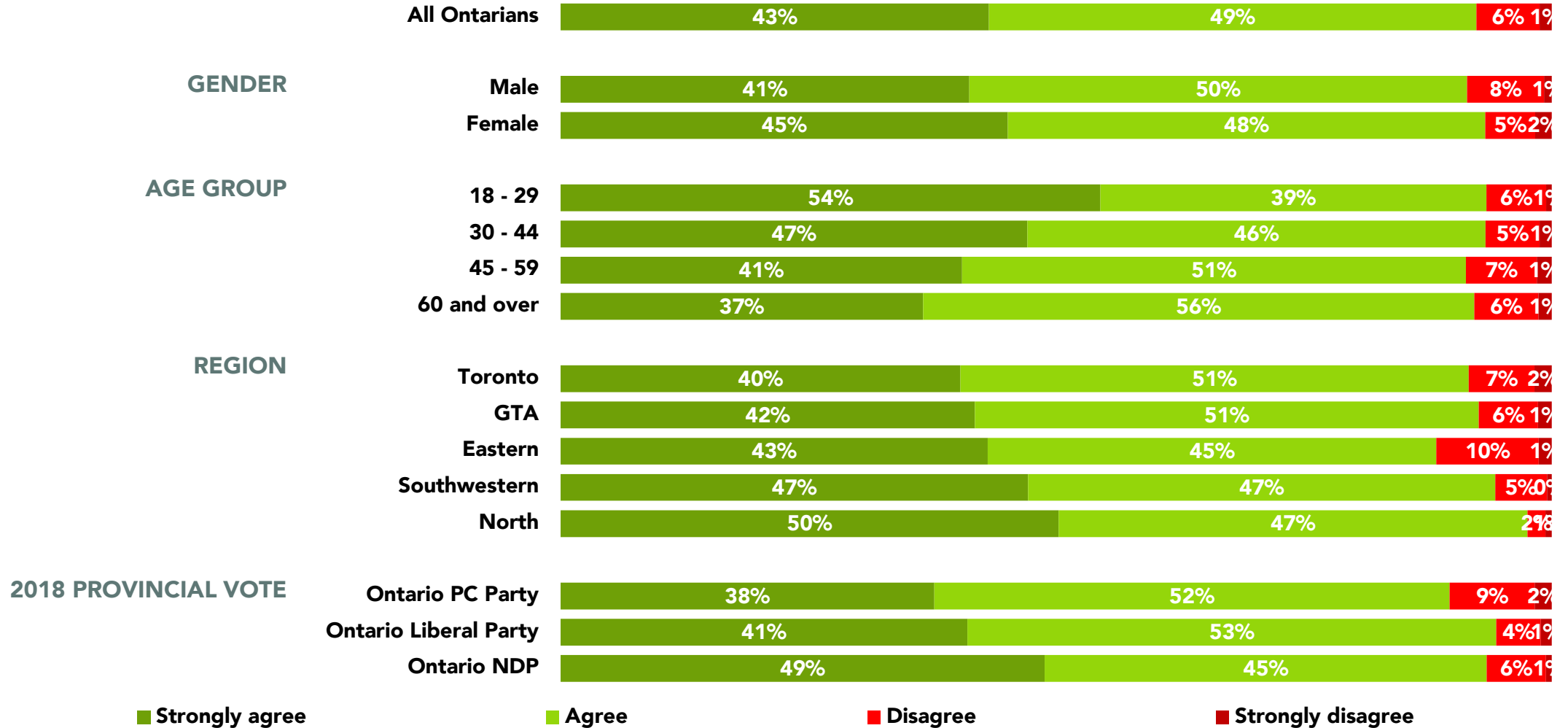


We need political leaders who are willing to do whatever is necessary to build more homes, even if some people don't want to see new developments where they live



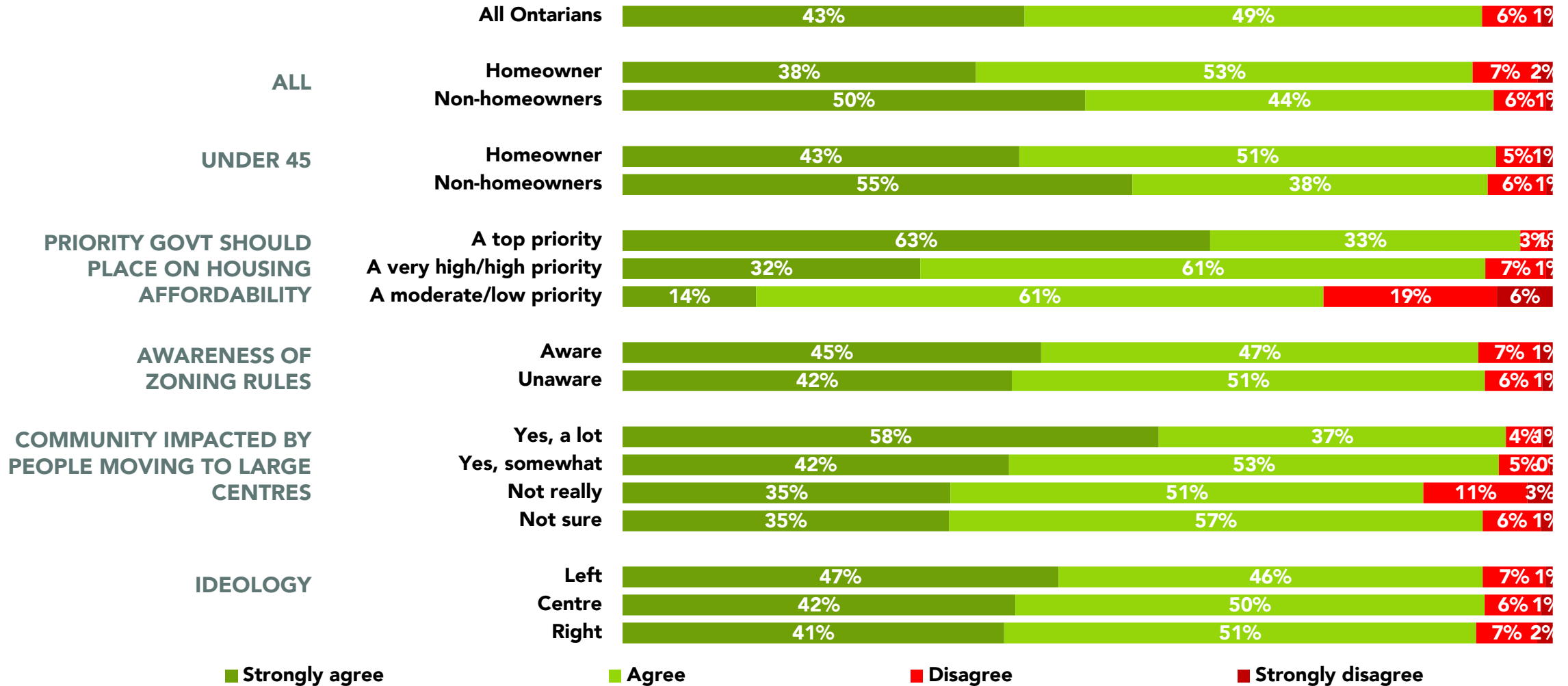
■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree

WE NEED TO DO WHAT WE CAN TO MAKE SURE THAT YOUNGER GENERATIONS HAVE THE SAME OPPORTUNITY TO OWN THEIR HOME AS OLDER GENERATIONS



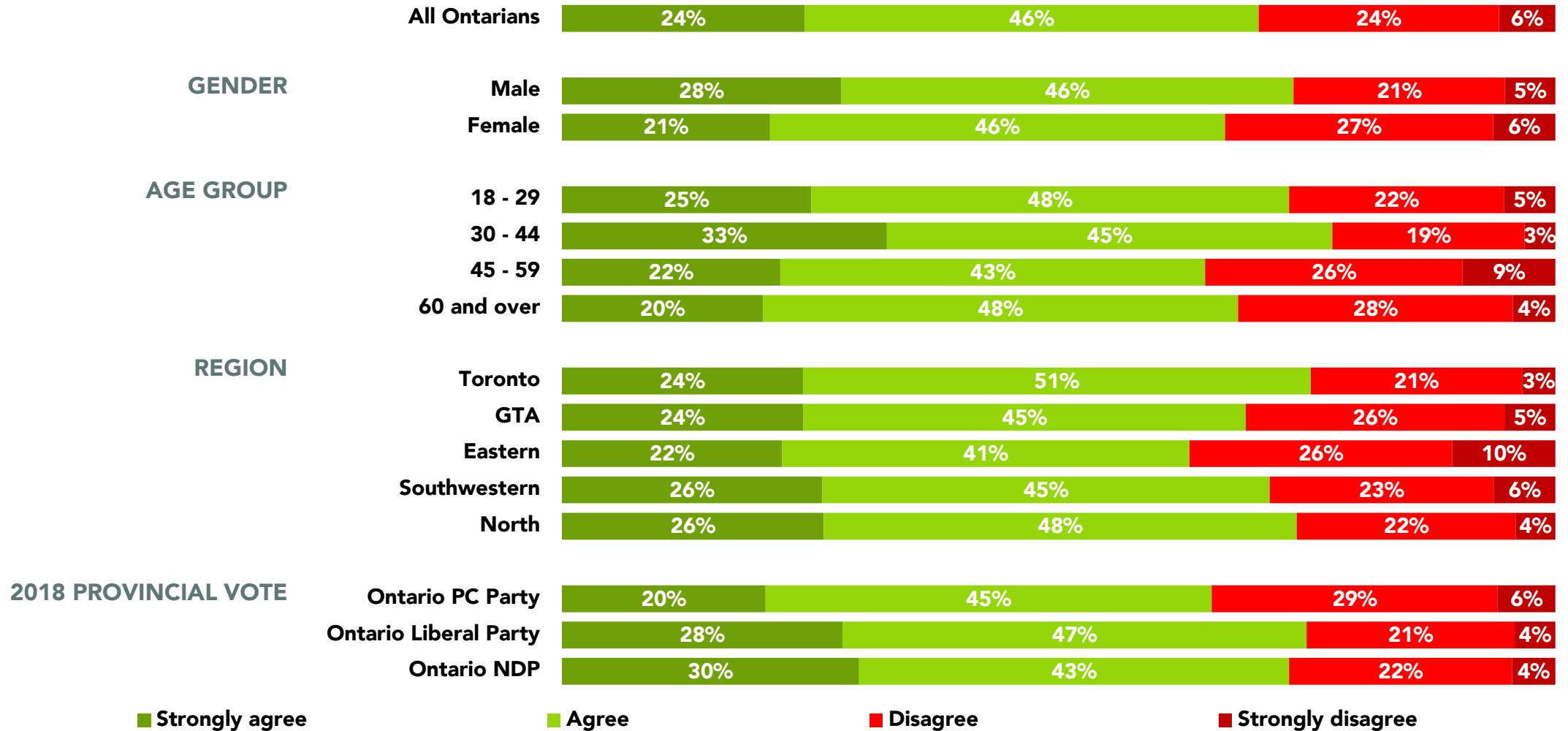
Do you agree or disagree with the following statements?

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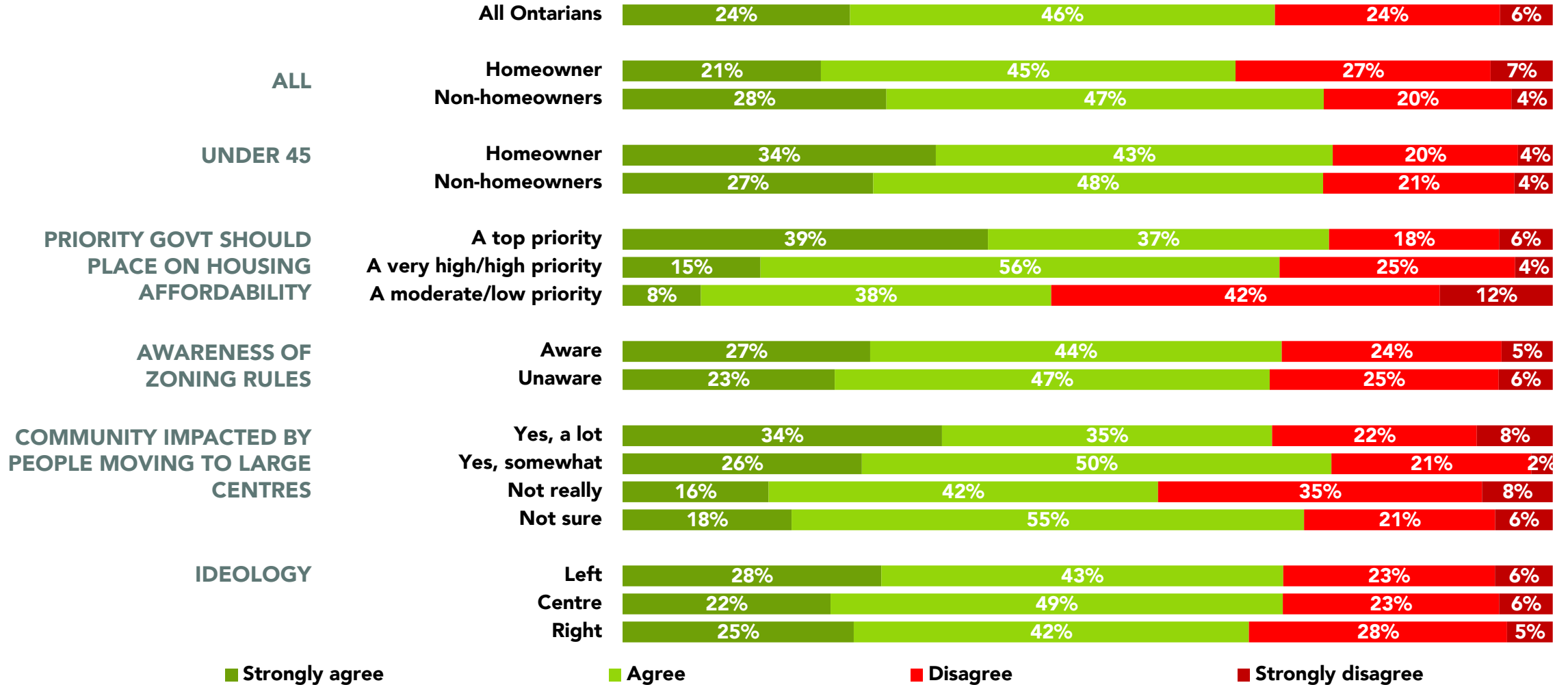
Do you agree or disagree with the following statements?

WE NEED POLITICAL LEADERS WHO ARE WILLING TO DO WHATEVER IS NECESSARY TO BUILD MORE HOMES, EVEN IF SOME PEOPLE DON'T WANT TO SEE NEW DEVELOPMENTS WHERE THEY LIVE



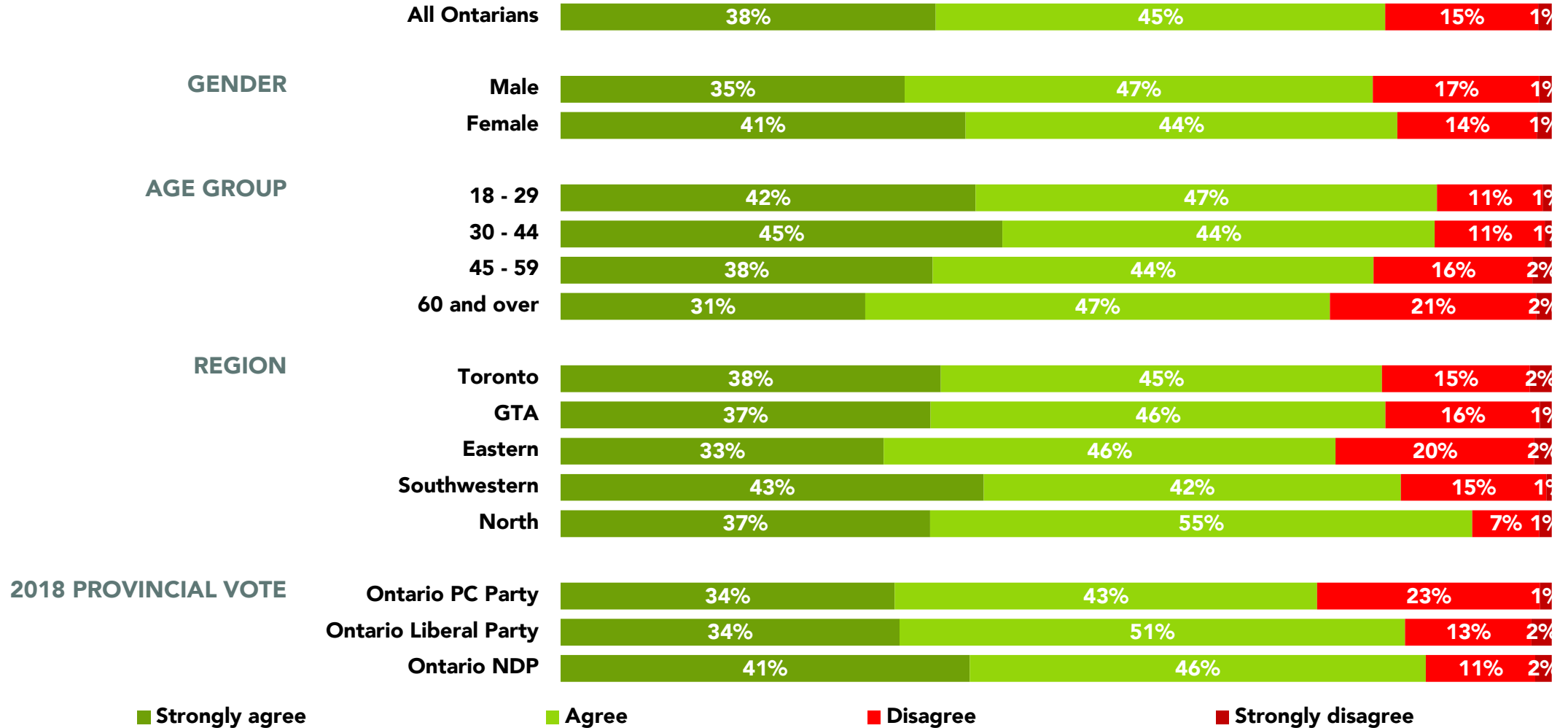
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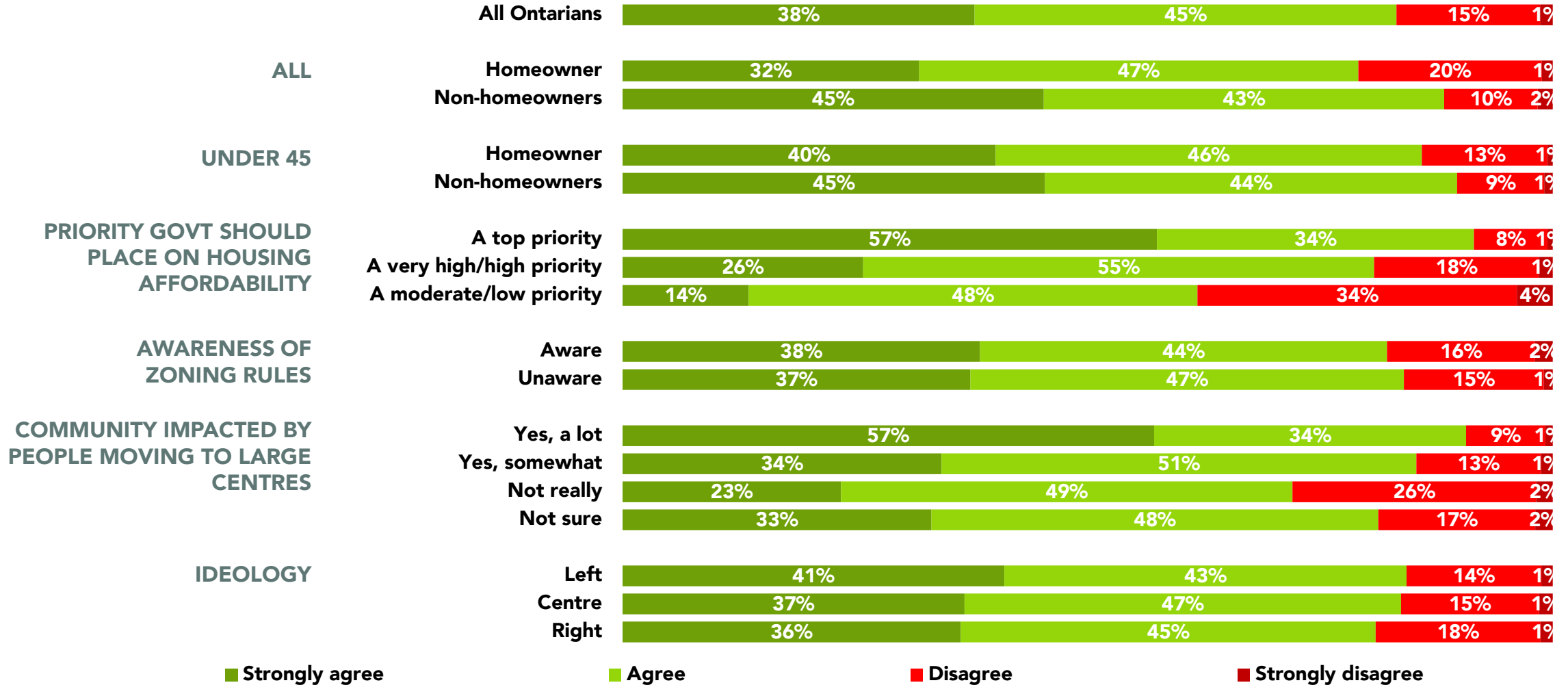
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THE COST OF HOUSING IN ONTARIO IS MAKING THE PROVINCE A LESS ATTRACTIVE PLACE TO LIVE AND WORK



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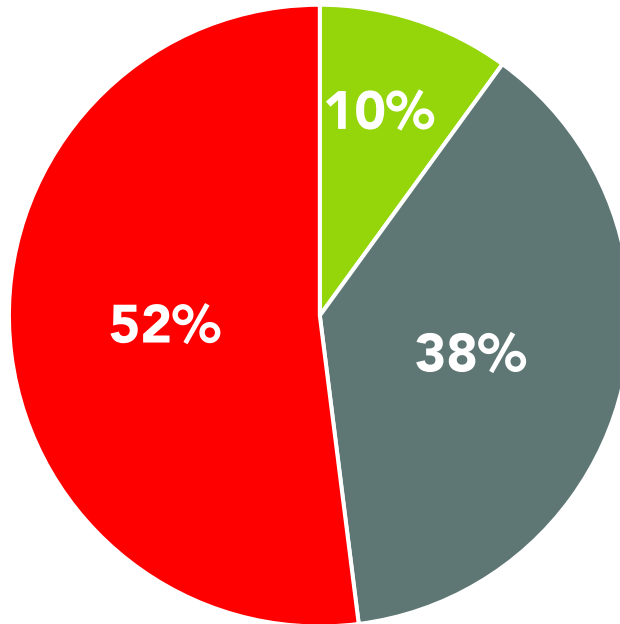


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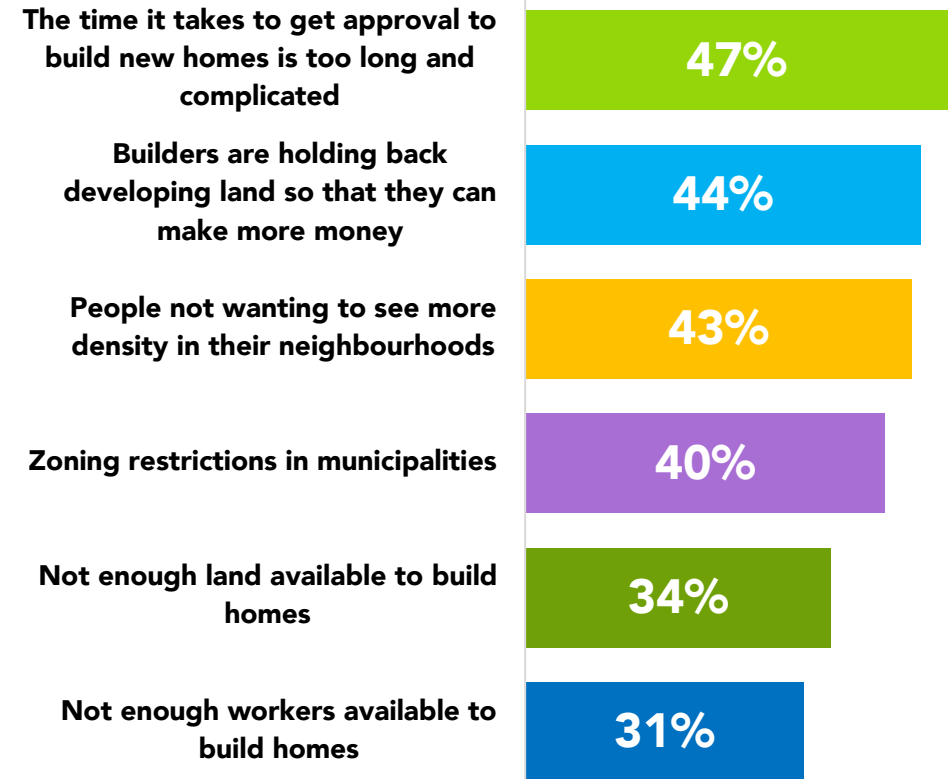
BUILDING ENOUGH HOMES TO MEET THE DEMAND

DO YOU THINK ENOUGH HOMES ARE BEING BUILT ACROSS THE PROVINCE?

- More than enough
- Enough
- Not enough



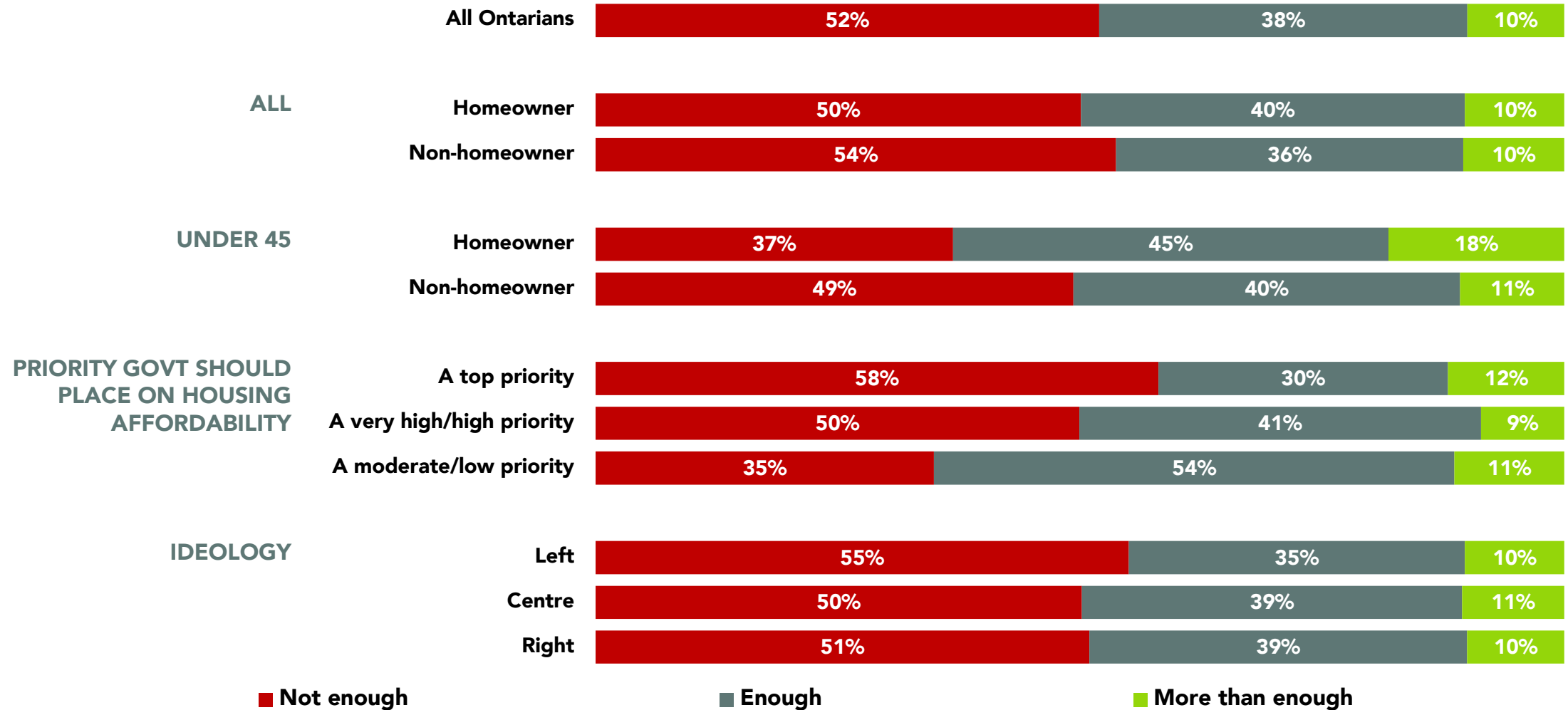
WHY DO YOU THINK NOT ENOUGH HOMES ARE BEING BUILT?



Do you think enough homes are being built across the province to meet demand?

Why do you think not enough homes are being built? Select all of the possible reasons you think explain the situation.

BUILDING ENOUGH HOMES TO MEET THE DEMAND

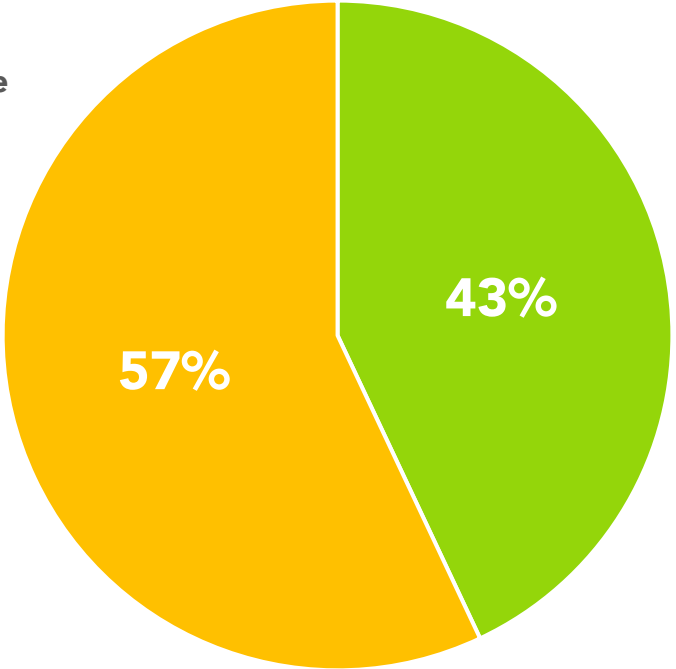


Do you think enough homes are being built across the province to meet demand?

AWARENESS OF ZONING BY-LAWS AND DESIRE FOR CHANGE

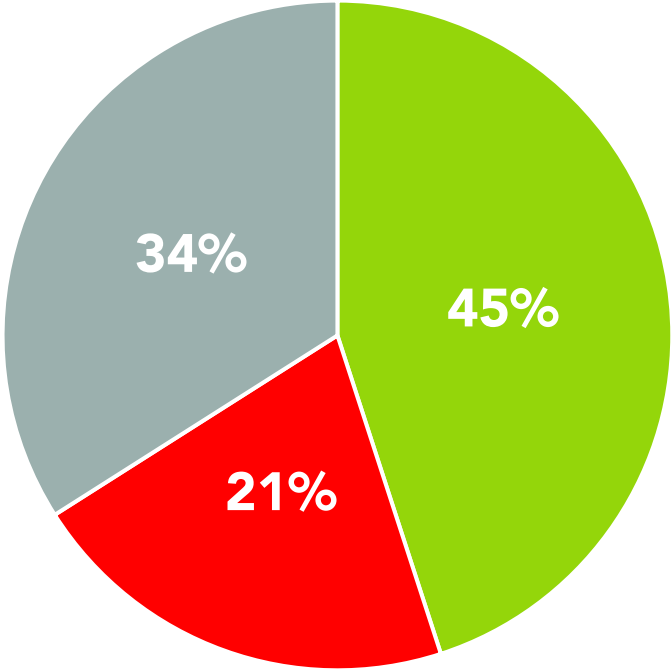
AWARENESS OF ZONING RESTRICTIONS

- Aware
- Unaware



DO YOU THINK SUCH RULES SHOULD CHANGE?

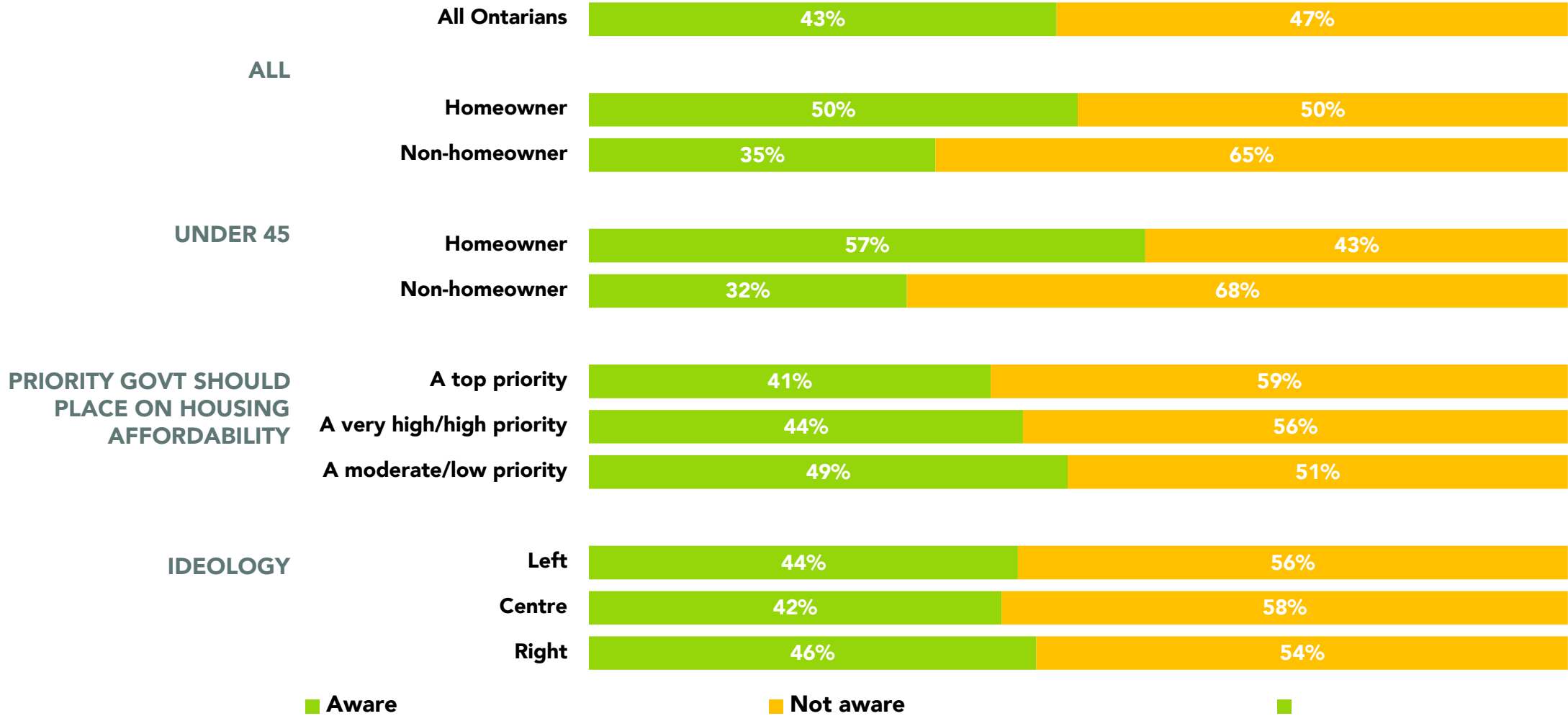
- Yes
- No
- Unsure



Before today, did you know that currently it is illegal in some municipalities like Toronto to convert a single-family home into a townhome, duplex, triplex or fourplex without a zoning by-law change, which delays projects, costs additional money, and leaves people stranded without an affordable home?

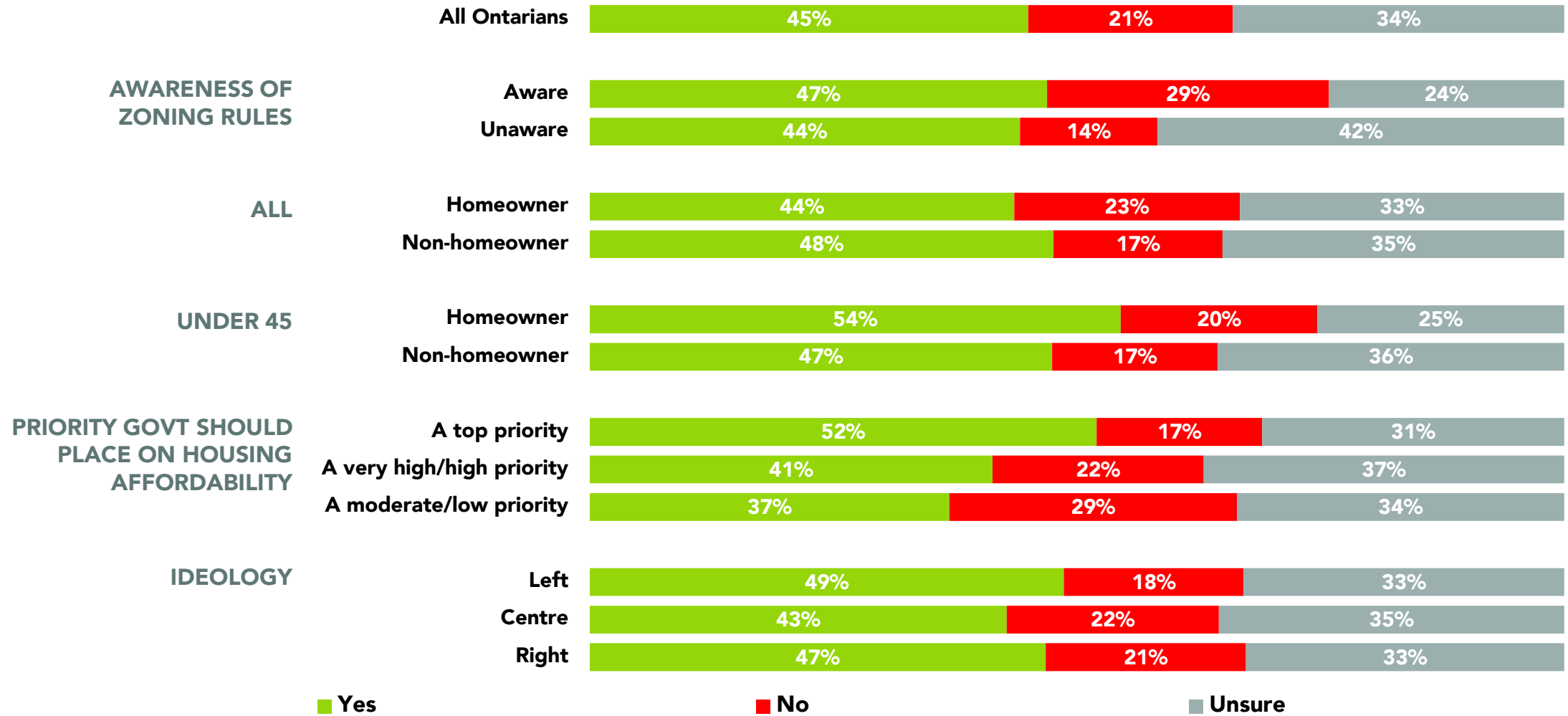
Do you think such rules should be changed to make it easier for more homes to be built in cities given the lack of available land?

AWARENESS OF ZONING BY-LAWS AND DESIRE FOR CHANGE



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SUPPORT FOR MAKING IT EASIER FOR HOMES TO BE BUILT IN CITIES



Do you think such rules should be changed to make it easier for more homes to be built in cities given the lack of available land?

An aerial photograph of a large lake with several islands, surrounded by dense forest with vibrant autumn foliage in shades of orange, yellow, and red. The sky is overcast with grey clouds.

HOMEOWNERS

ABACUS DATA

KEY FINDINGS

- One half (55%) of Ontarians own the place that they currently live and 33% are renters. The remaining live with family who own or rent the home.
 - Home ownership is strongly related to age; 74% of those 60 and older own, compared to only 20% of those under 30 years.
 - Most homeowners own a single, detached house (73%) and half (48%) currently own the first house they bought.
- 28% of homeowners purchased their home in the past 5 years.
- Half (49%) of homeowners think their property is worth between \$500,000 and \$1 million, with another 18% valuing their home even higher. This is up slightly from wave 1.
 - Toronto (29% over \$1 million) and GTA (27%) homeowners stand out with the highest self-evaluations.
- Unchanged from the summer, Ontario homeowners feel strongly about home ownership. It was one of the most important decisions people made in their life, and owning a home provides economic confidence.
- While all homeowners hope future generations have the same opportunities to own their home (96% agree), older homeowners are more likely than younger ones to feel this way.
- Almost four in ten (38%, +5) of homeowners are likely to sell in the next 5 years.

CURRENT LIVING SITUATION

You own the residential property you live in

55%

You rent the residential property you live in

33%

You live with family who own the property

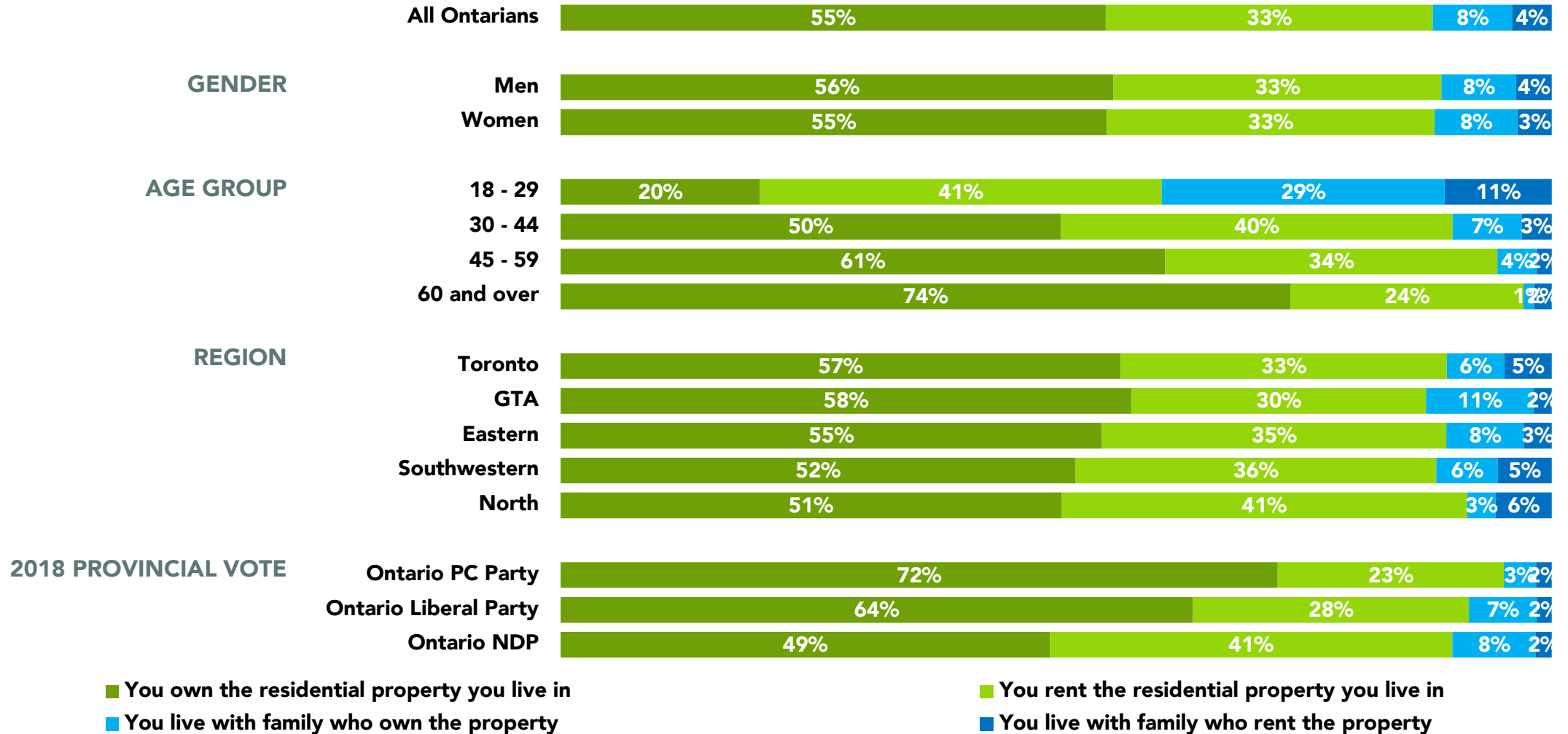
8%

You live with family who rent the property

4%

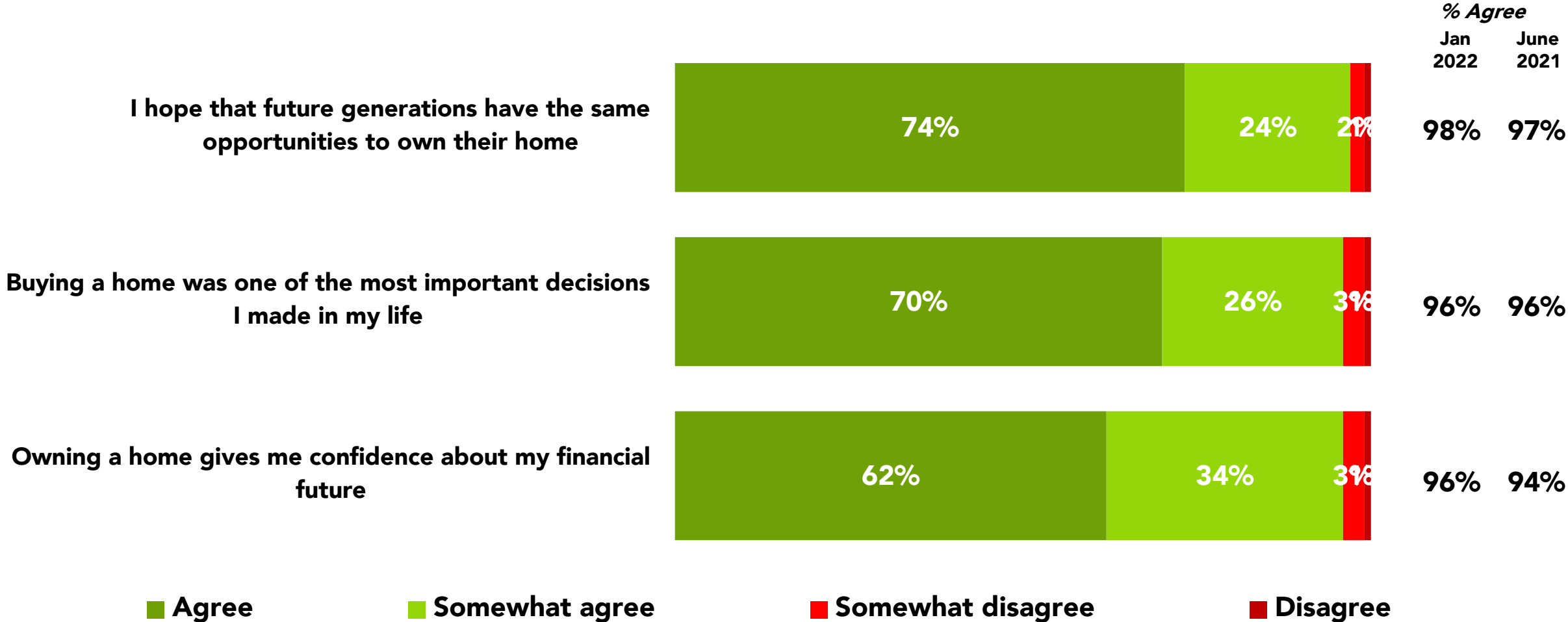
Which of the following best describes your current living situation?

CURRENT LIVING SITUATION



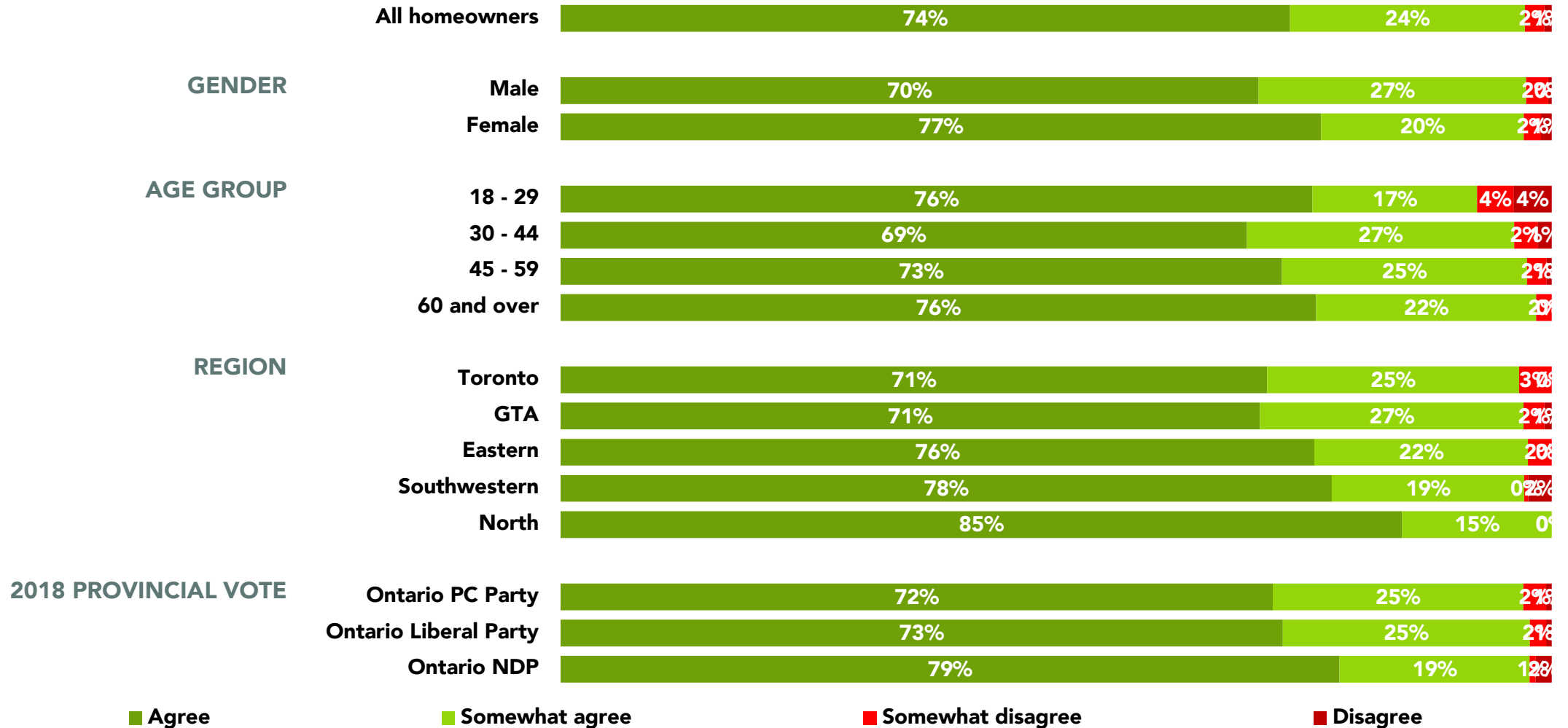
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AGREEMENT WITH THE FOLLOWING



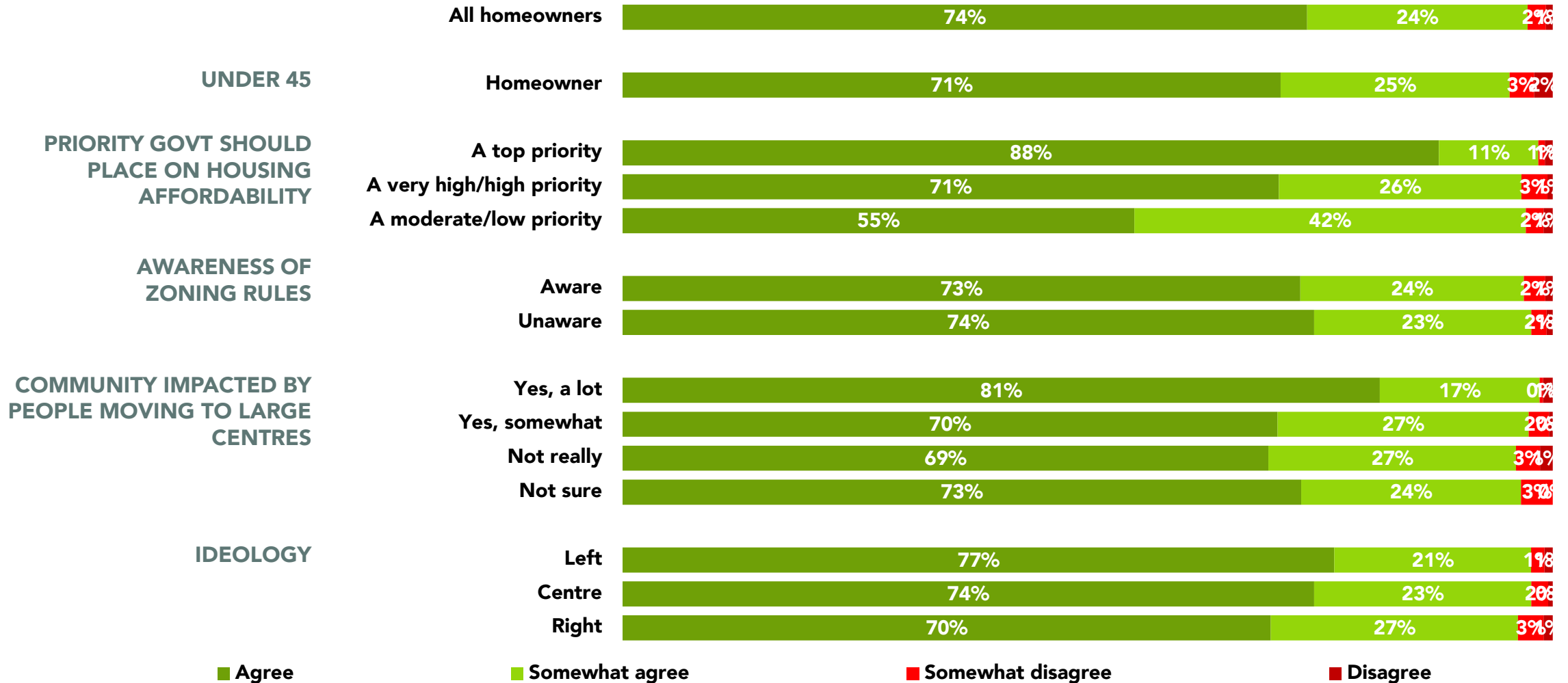
Do you agree or disagree with the following statements? [Those who own a residential property]

I HOPE THAT FUTURE GENERATIONS HAVE THE SAME OPPORTUNITIES TO OWN THEIR HOME



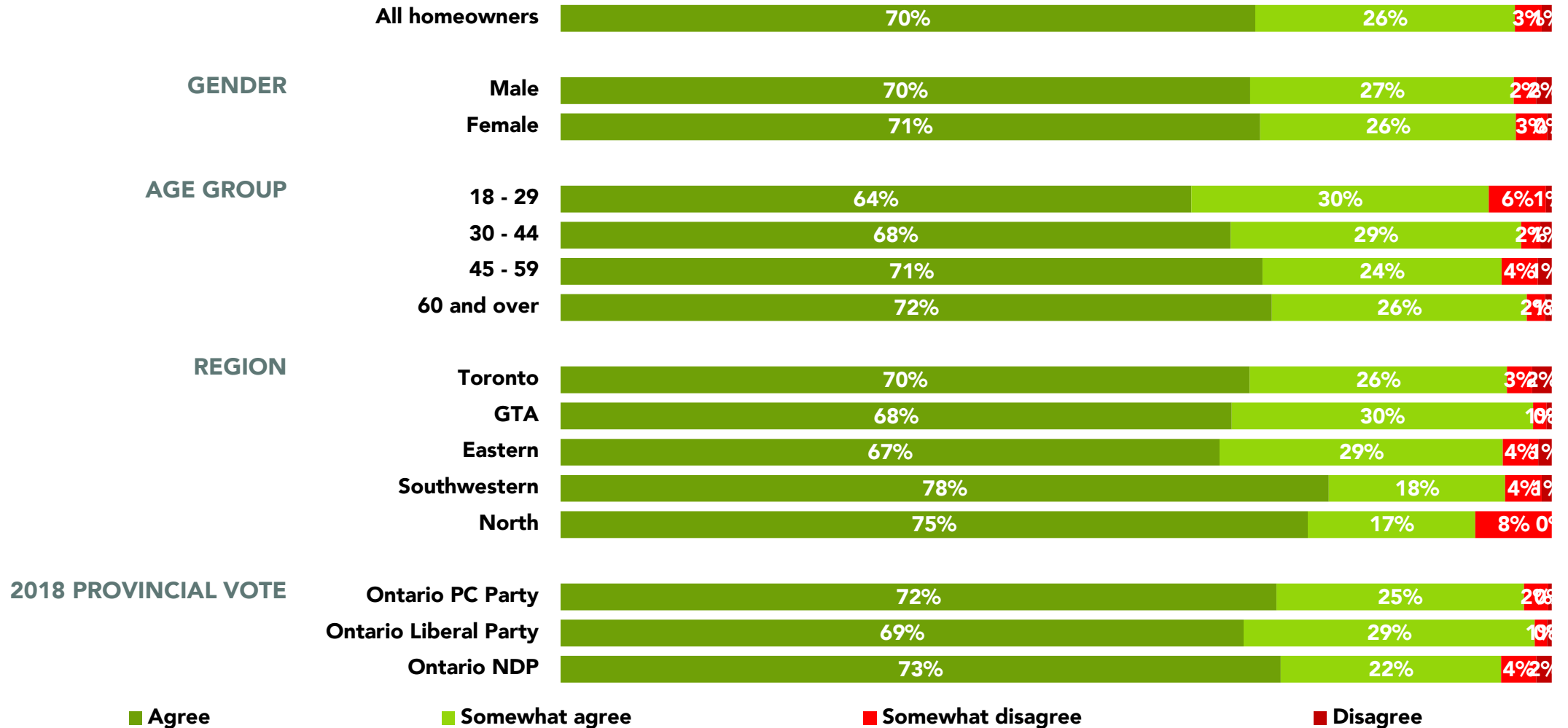
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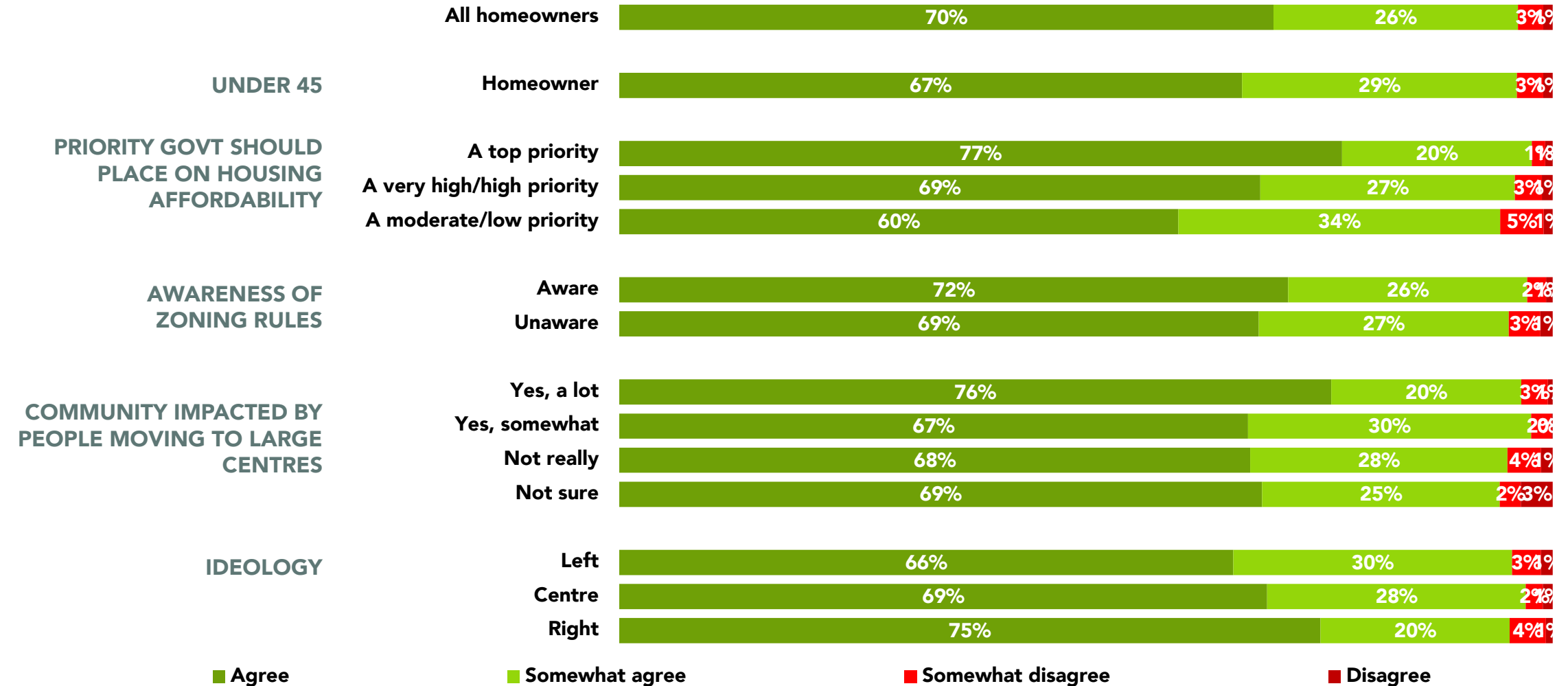
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BUYING A HOME WAS ONE OF THE MOST IMPORTANT DECISIONS I MADE IN MY LIFE



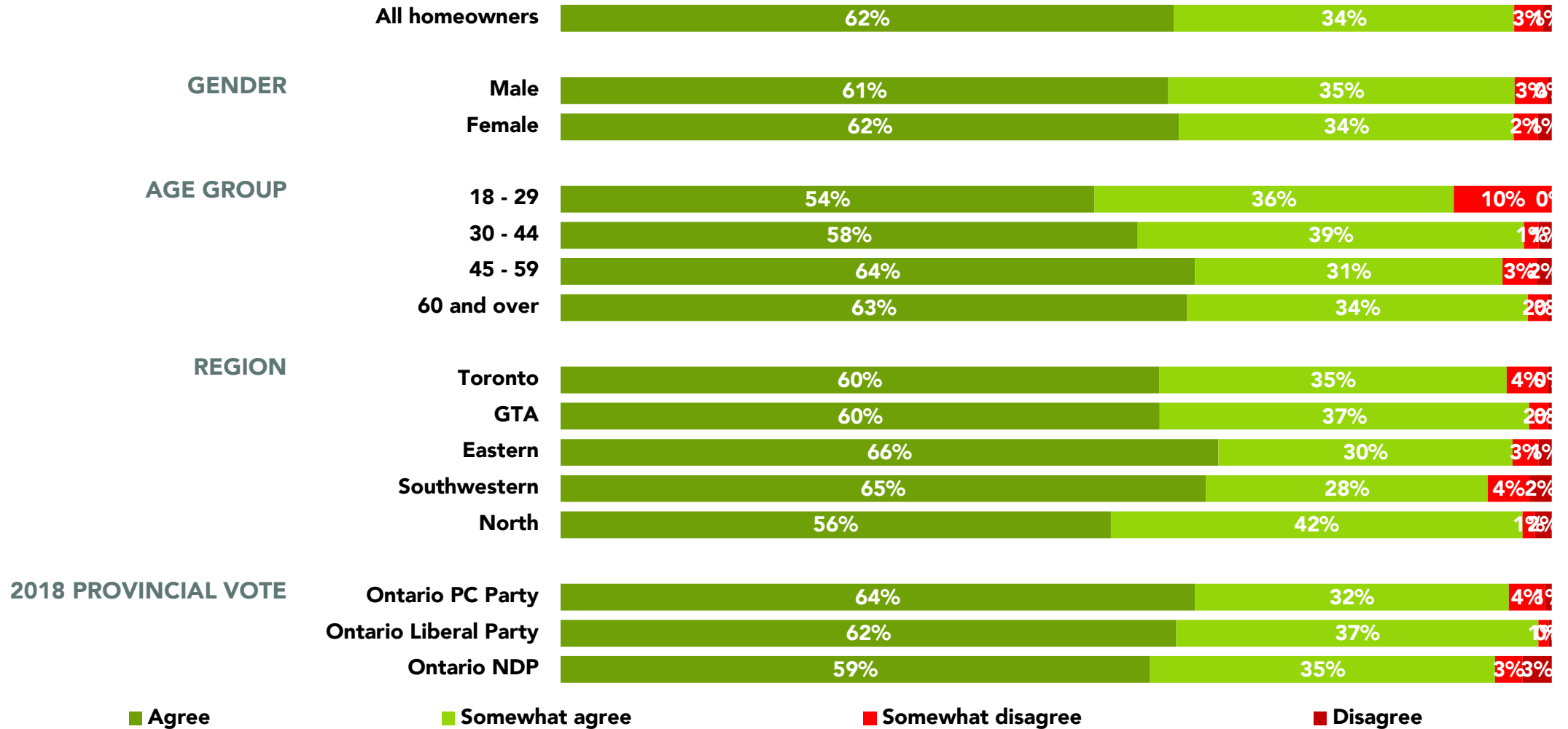
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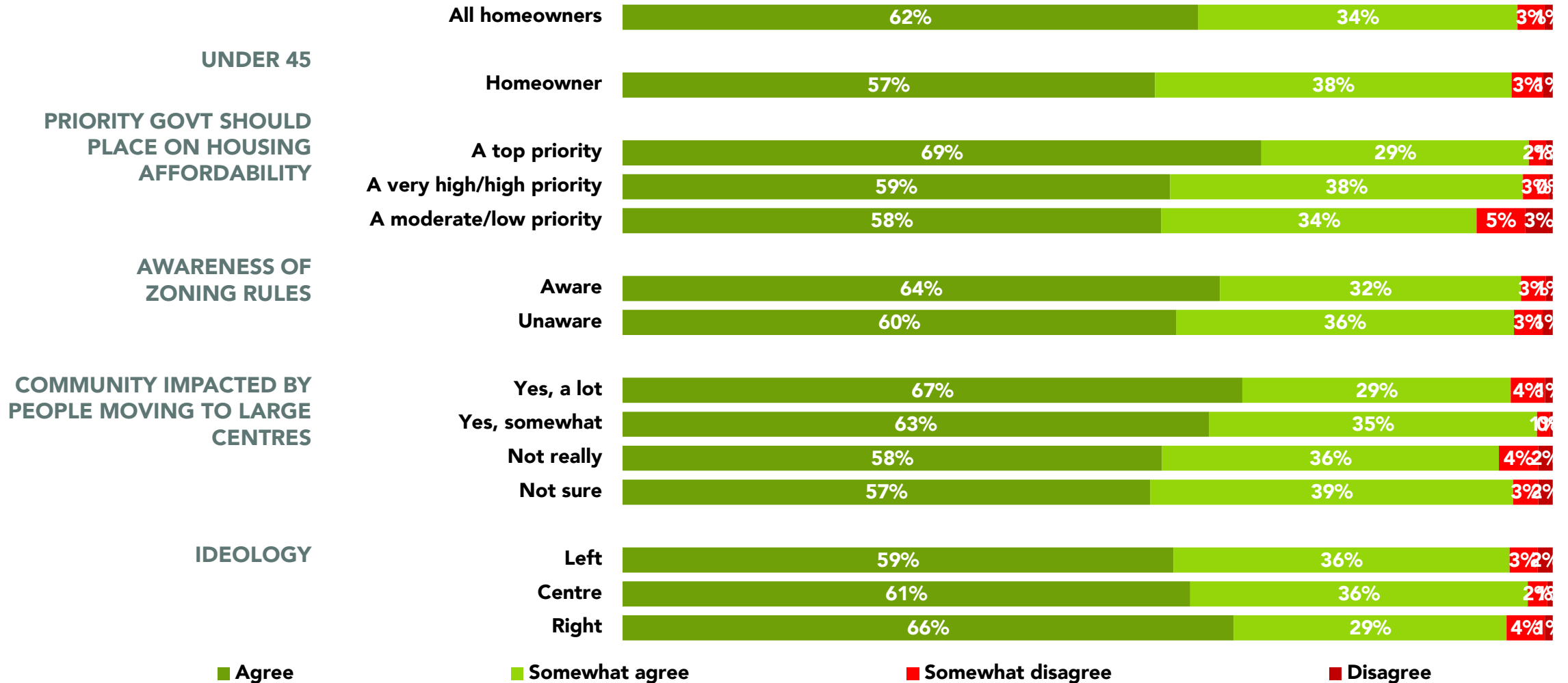
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OWNING A HOME GIVES ME CONFIDENCE ABOUT MY FINANCIAL FUTURE



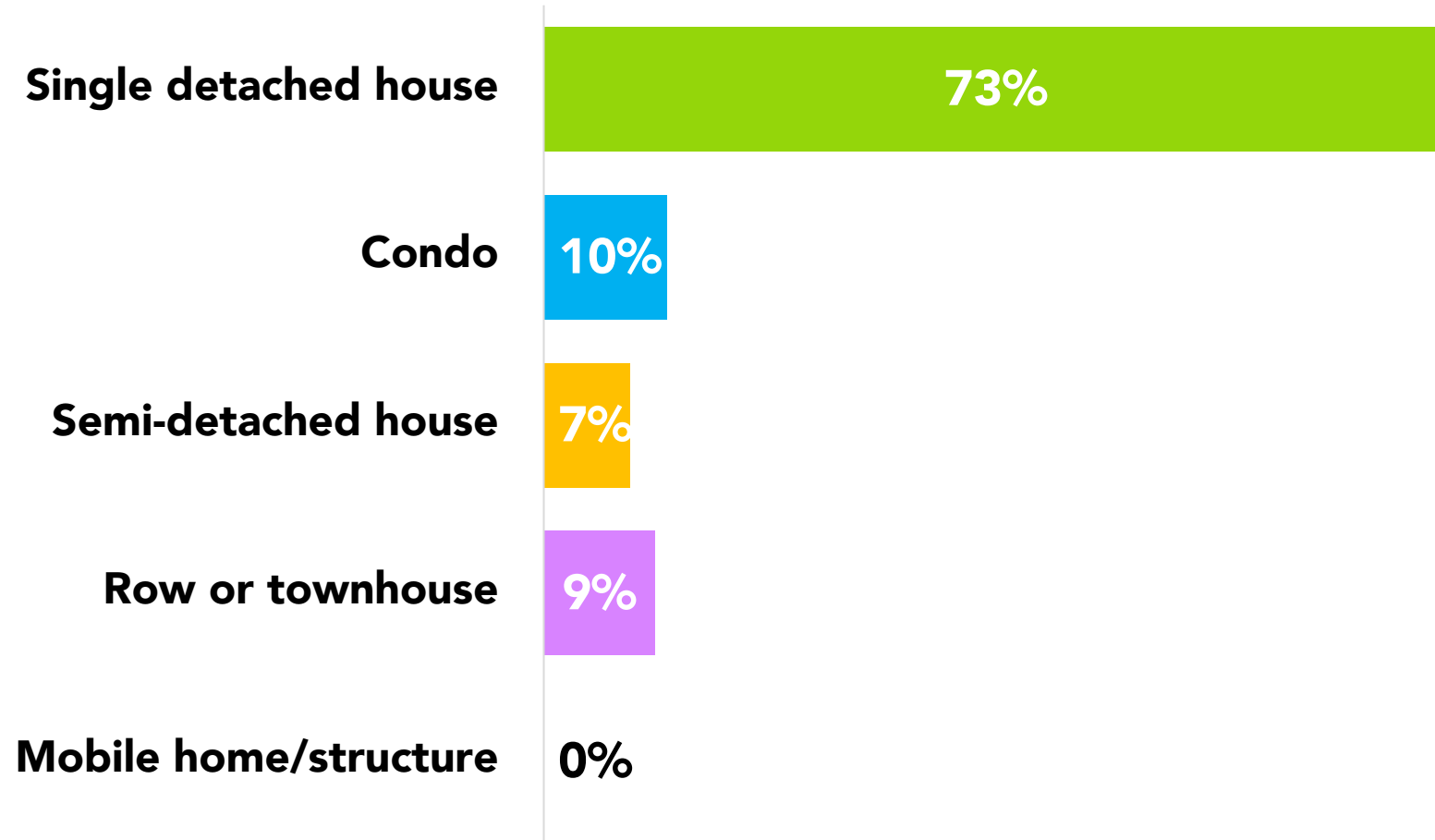
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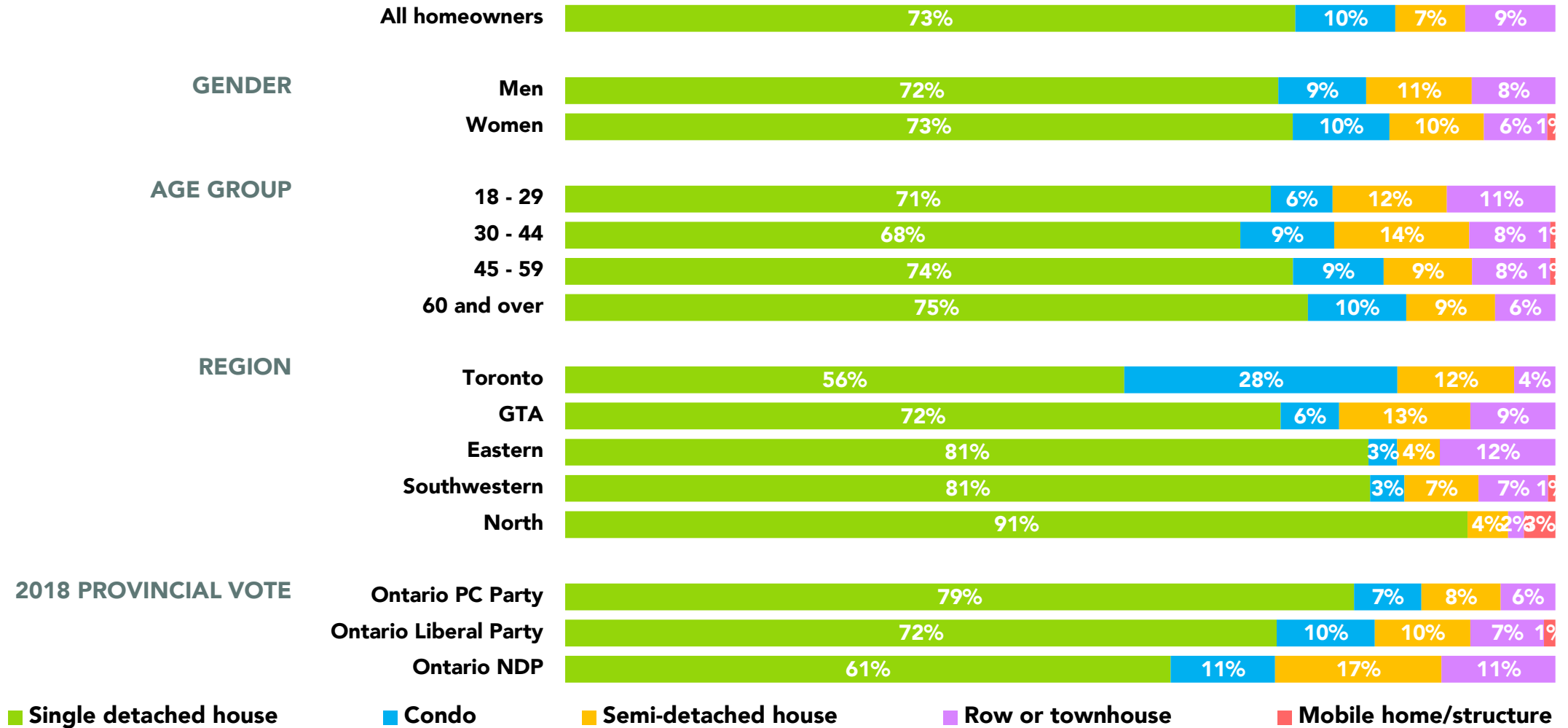
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DESCRIBING PROPERTY ONTARIANS OWN



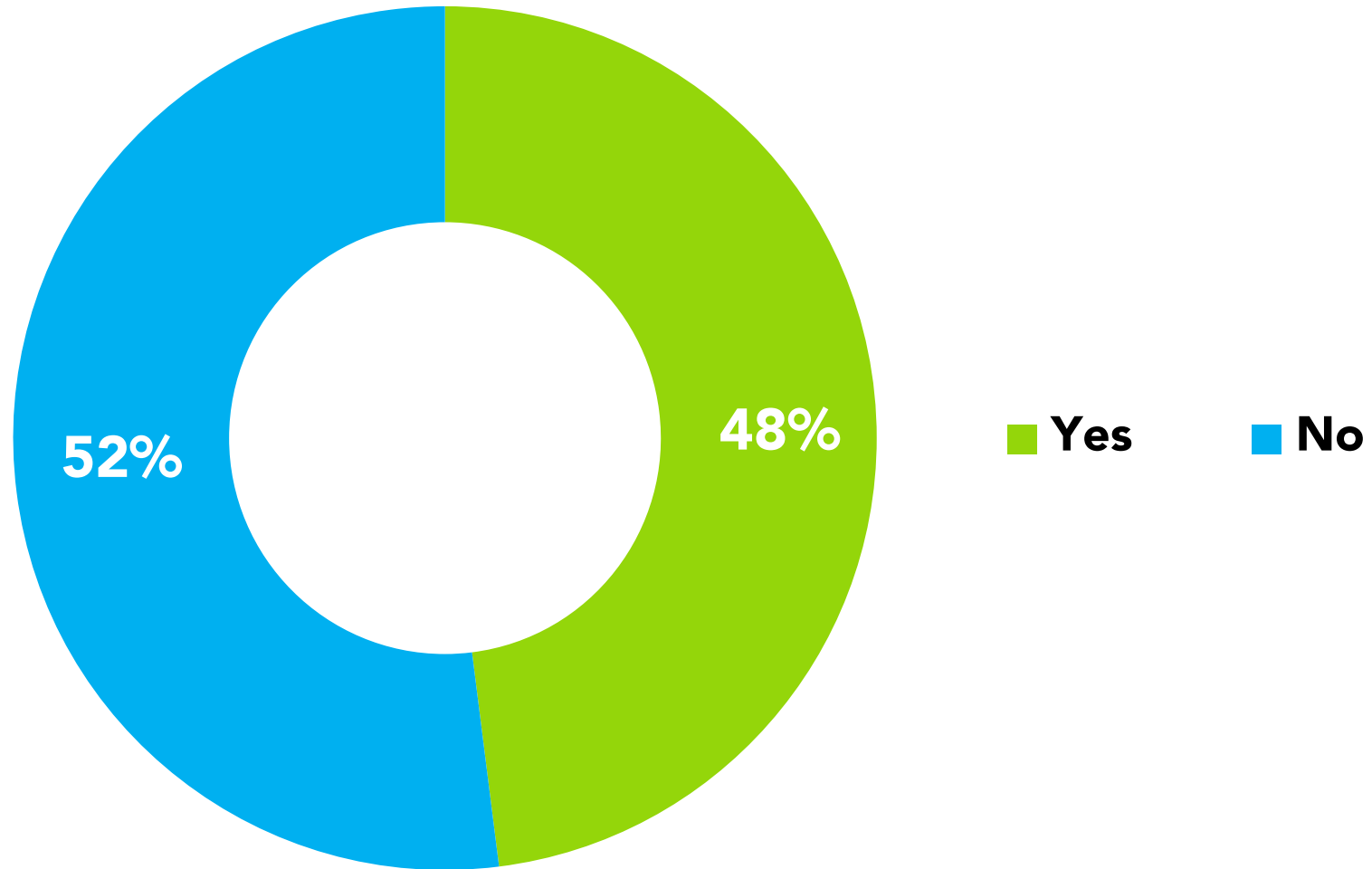
What best describes the residential property you own that you live in? [Those who own a residential property]

DESCRIBING PROPERTY ONTARIANS OWN



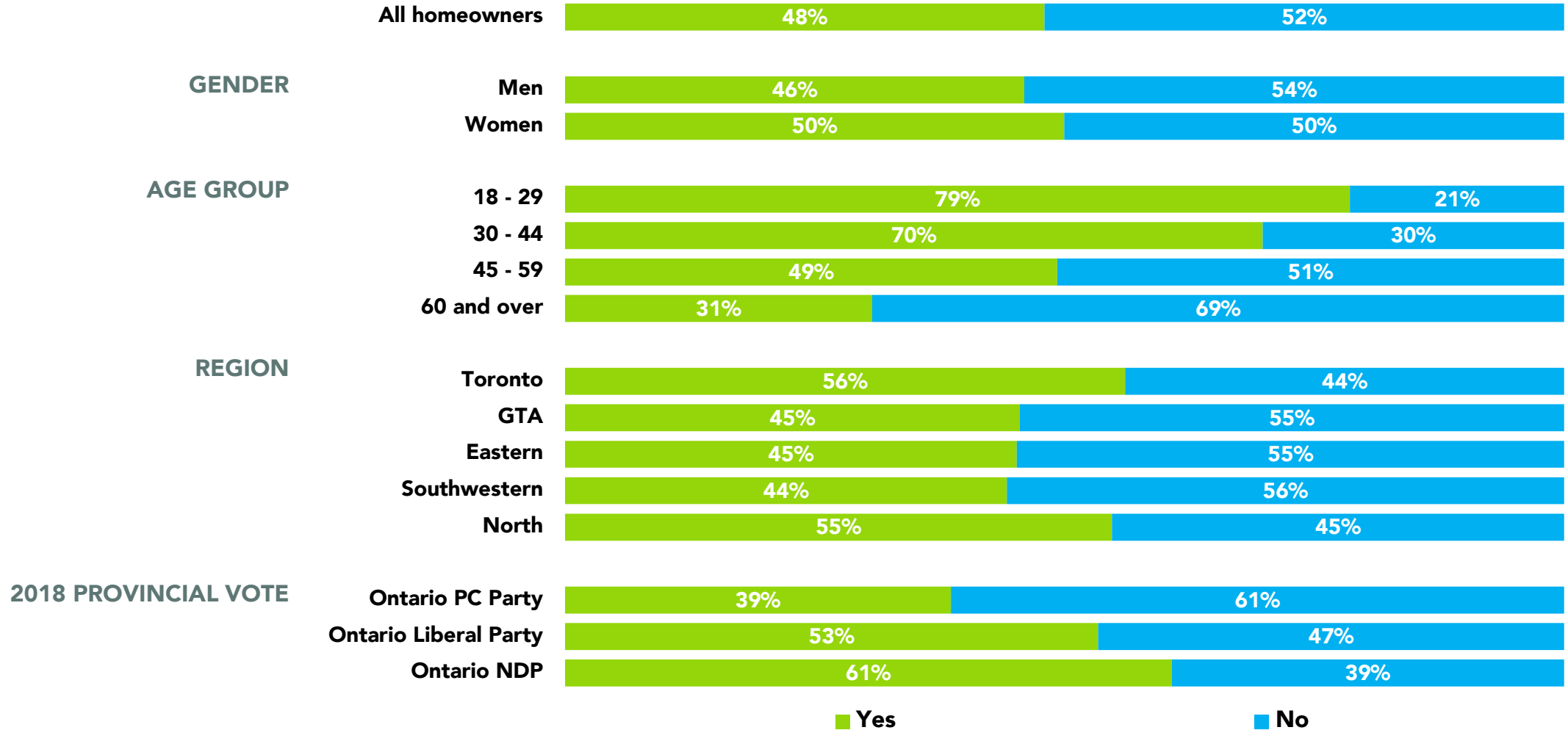
What best describes the residential property you own that you live in? [Those who own a residential property]

FIRST RESIDENTIAL PROPERTY OWNED



Is this the first residential property that you have bought? [Those who own a residential property]

FIRST RESIDENTIAL PROPERTY OWNED



Is this the first residential property that you have bought? [Those who own a residential property]

WHEN PROPERTY WAS PURCHASED

In the past 12 months

4%

1 to 2 years ago

7%

3 to 5 years ago

17%

6 to 10 years ago

14%

11 to 15 years ago

13%

Over 15 years ago

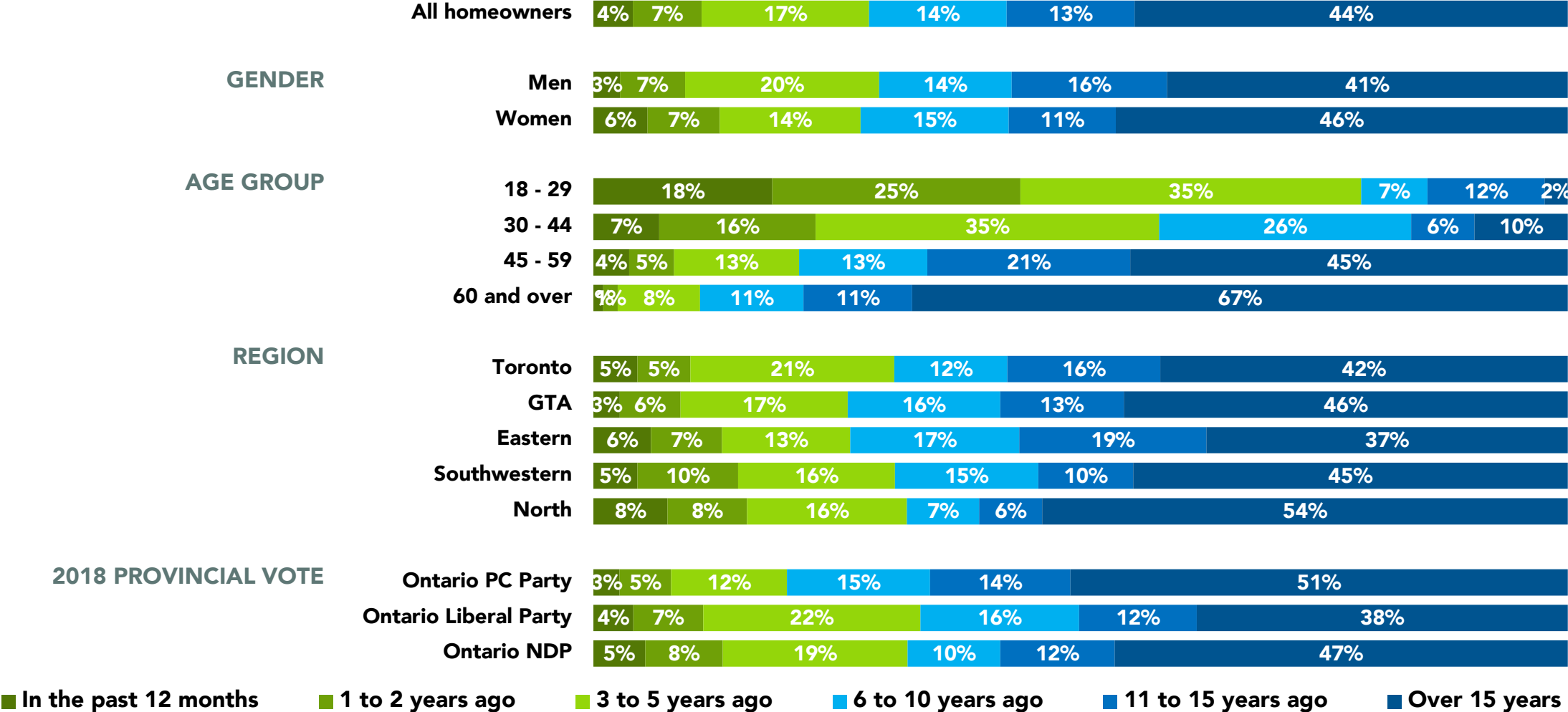
44%

28% purchased their residential property within the last 5 years

71% purchased their residential property 6+ years ago

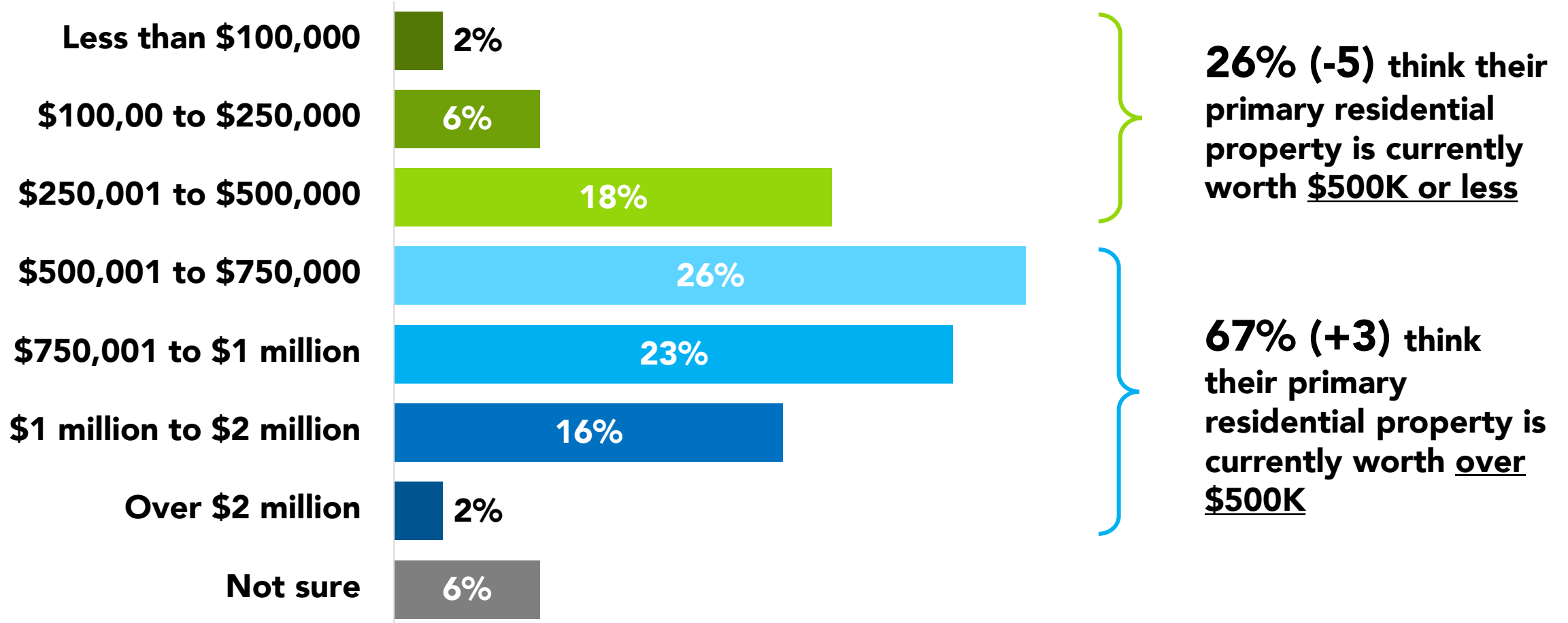
When did you buy this property? [Those who own a residential property]

WHEN PROPERTY WAS PURCHASED



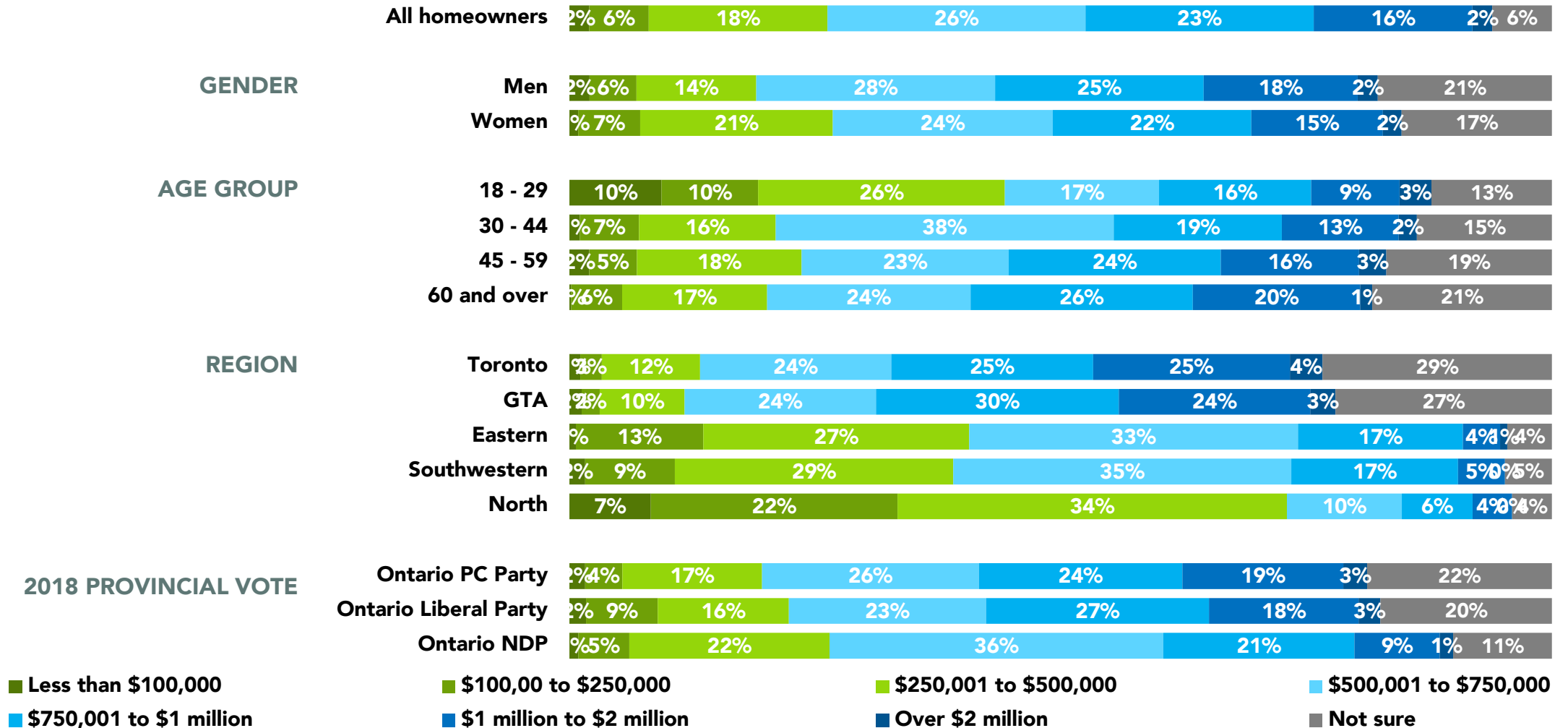
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PROJECTED WORTH OF PRIMARY RESIDENTIAL PROPERTY



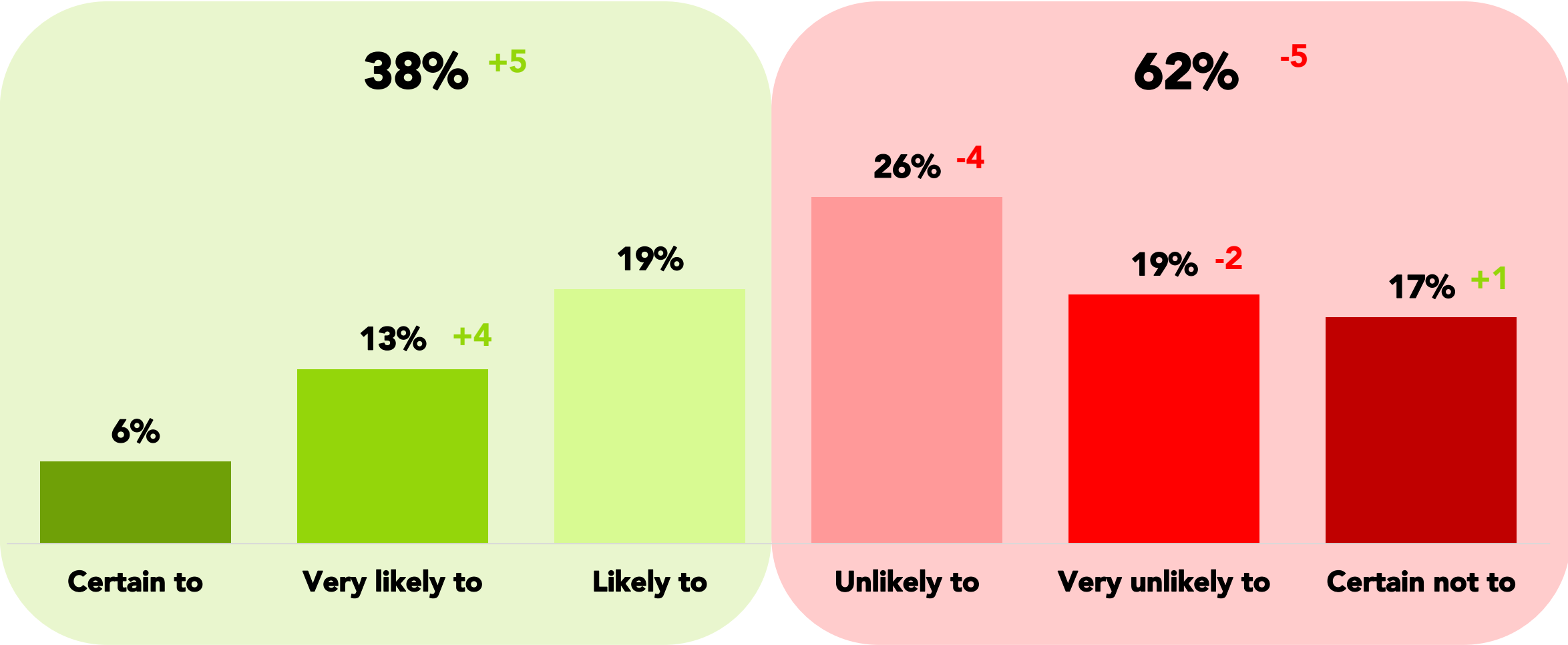
How much do you think your primary residential property is currently worth? [Those who own a residential property]

PROJECTED WORTH OF PRIMARY RESIDENTIAL PROPERTY



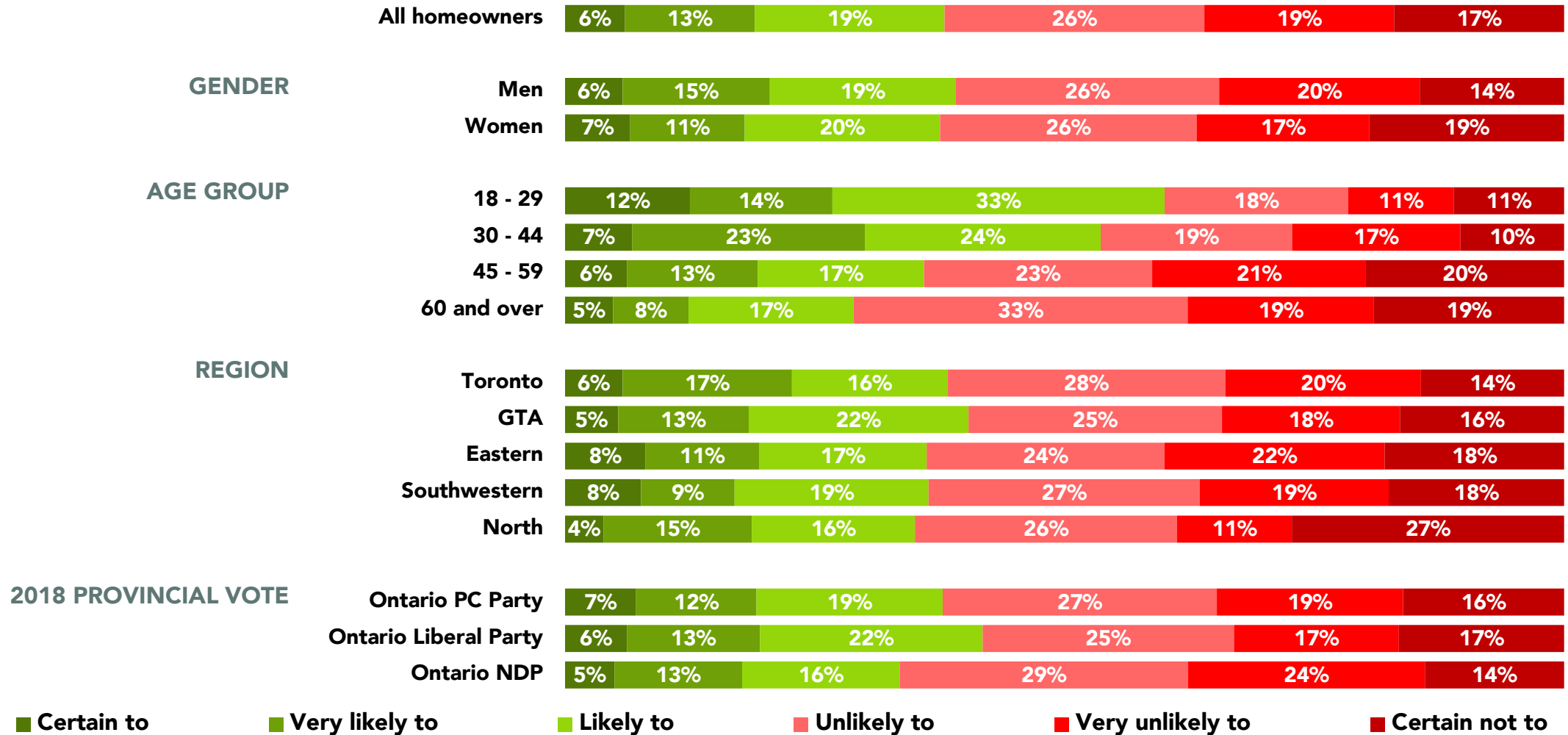
How much do you think your primary residential property is currently worth? [Those who own a residential property]

4 IN 10 ONTARIANS ARE LIKELY TO SELL THEIR CURRENT HOME WITHIN THE NEXT 5 YEARS



How likely are you to sell your current home in the next 5 years?

7 IN 10 ARE NOT LIKELY TO SELL THEIR HOME IN THE NEXT 5 YEARS



How likely are you to sell your current home in the next 5 years? [Those who own a residential property]

An aerial photograph of a large lake with several islands, surrounded by dense forest with vibrant autumn foliage in shades of orange, yellow, and red. The sky is overcast with grey clouds.

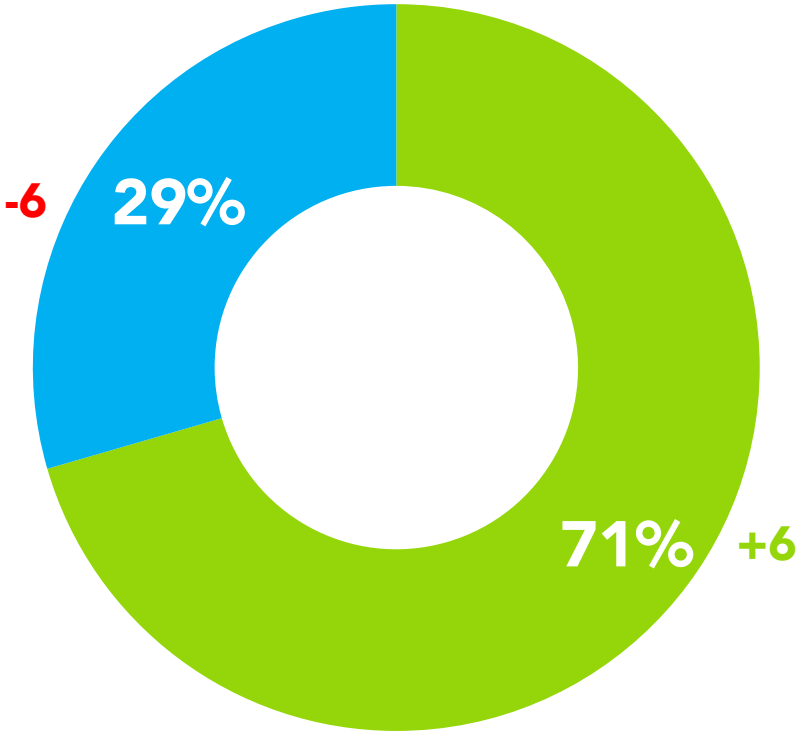
NON-HOMEOWNERS

ABACUS DATA

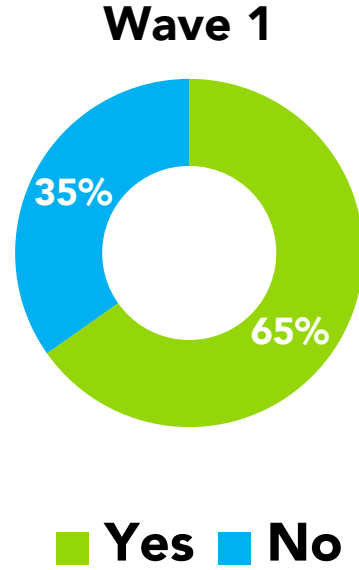
KEY FINDINGS

- Only 40% of parents of children that are 38 years or under say they have children that currently own their own home.
- Despite the rising costs of homeownership, a majority (71%, +6) of non-homeowners continue to want to own a residential property. This is particularly true for young people (81% of those 18-29 years and 82% of those 30 to 44 years).
- For many non-homeowners, home ownership is aspirational and important; 60% (+4) say they are someone who really wants to own a home.
- Despite their desire for a home, more than half (55%) of non-homeowners have either given up or are very pessimistic about the possibility of buying a home in the community they want to live in. Optimism is higher among younger non-homeowners.
 - Among those who want to buy a home, 44% are pessimistic and 23% are at least somewhat optimistic.
- 43% of non-homeowners who want to buy expect to do so in the next 5 years.

7 IN 10 WANT TO OWN A RESIDENTIAL PROPERTY ONE DAY

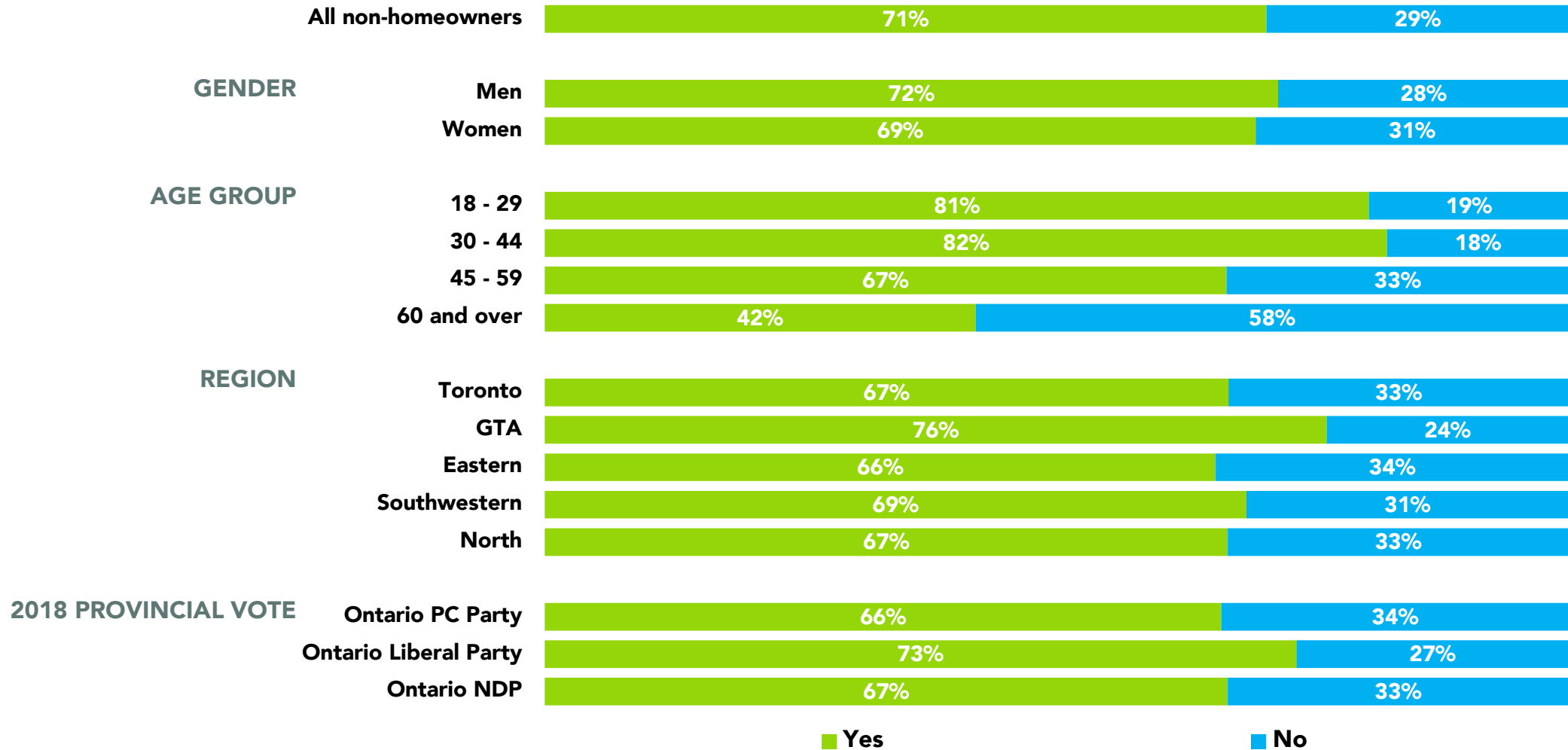


■ Yes
■ No



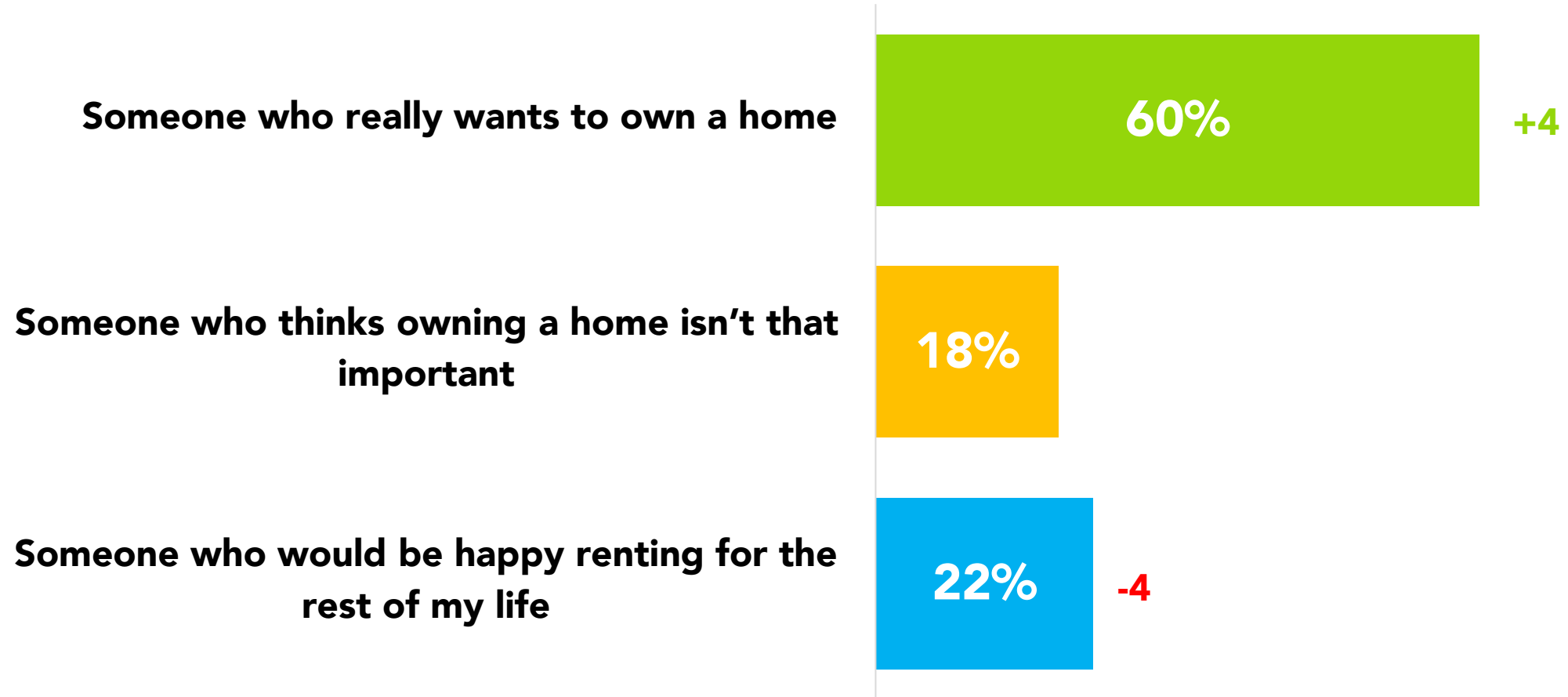
'Do you want to own a residential property like a house, townhouse, or condo someday? [Those who do not own a residential property, n=872]

7 IN 10 WANT TO OWN A RESIDENTIAL PROPERTY ONE DAY



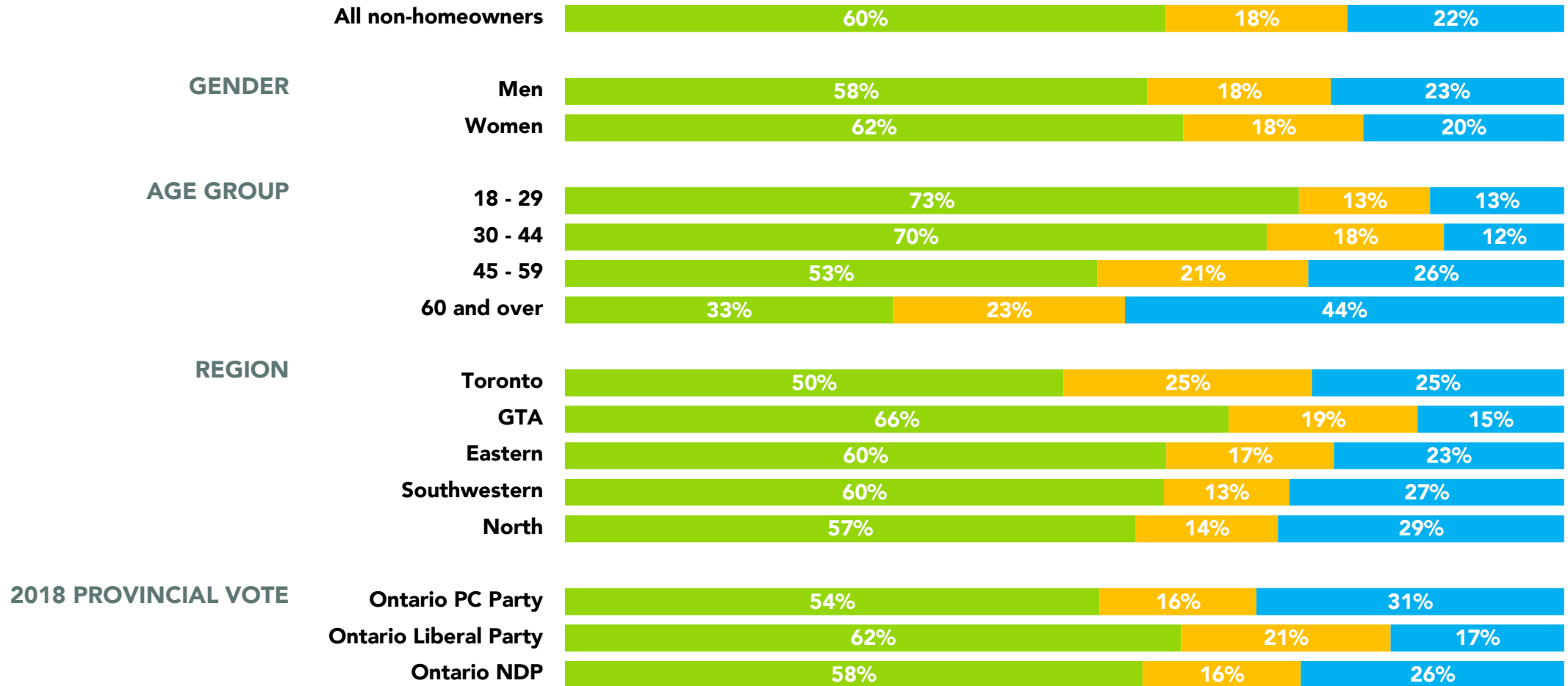
Do you want to own a residential property like a house, townhouse, or condo someday? [Those who do not own a residential property]

OVER HALF WANT TO OWN A HOME SOMEDAY



Which of these statements best represents your view? [Those who do not own a residential property, n=872]

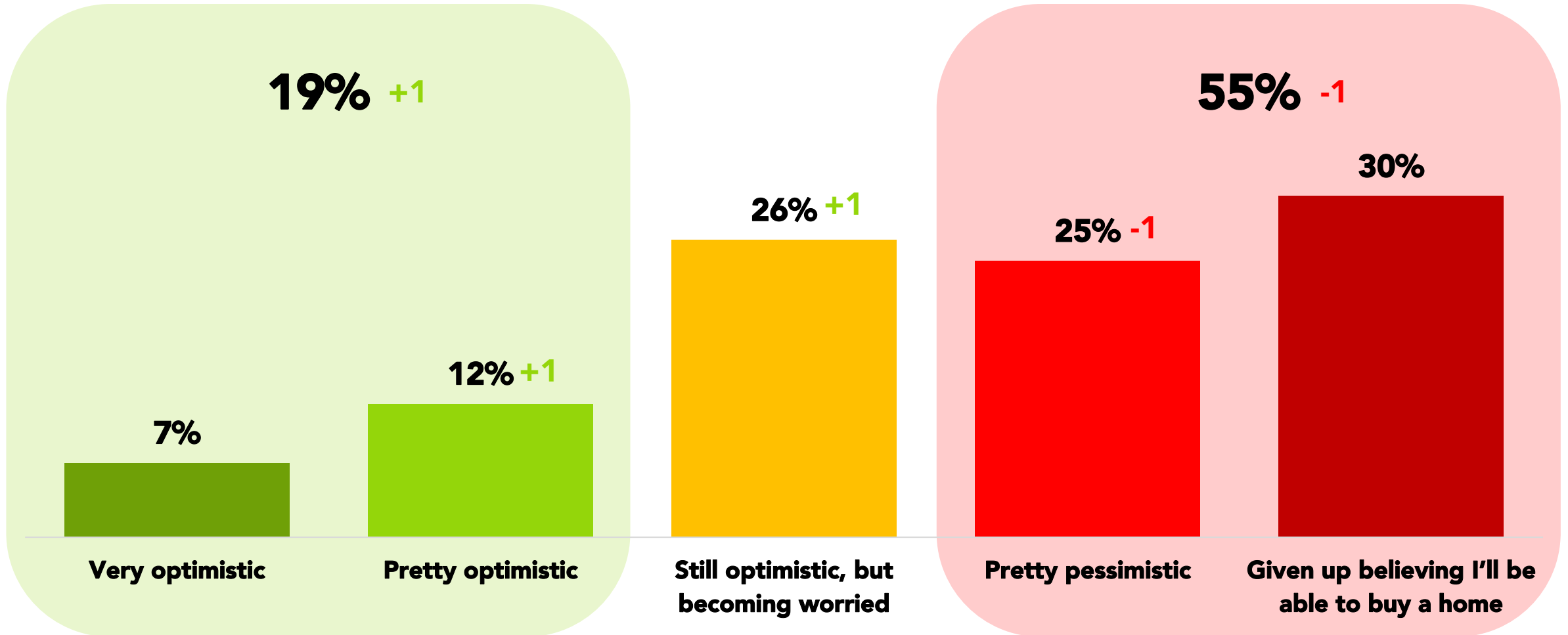
OVER HALF WANT TO OWN A HOME SOMEDAY



■ Someone who really wants to own a home
 ■ Someone who thinks owning a home isn't that important
 ■ Someone who would be happy renting for the rest of my life

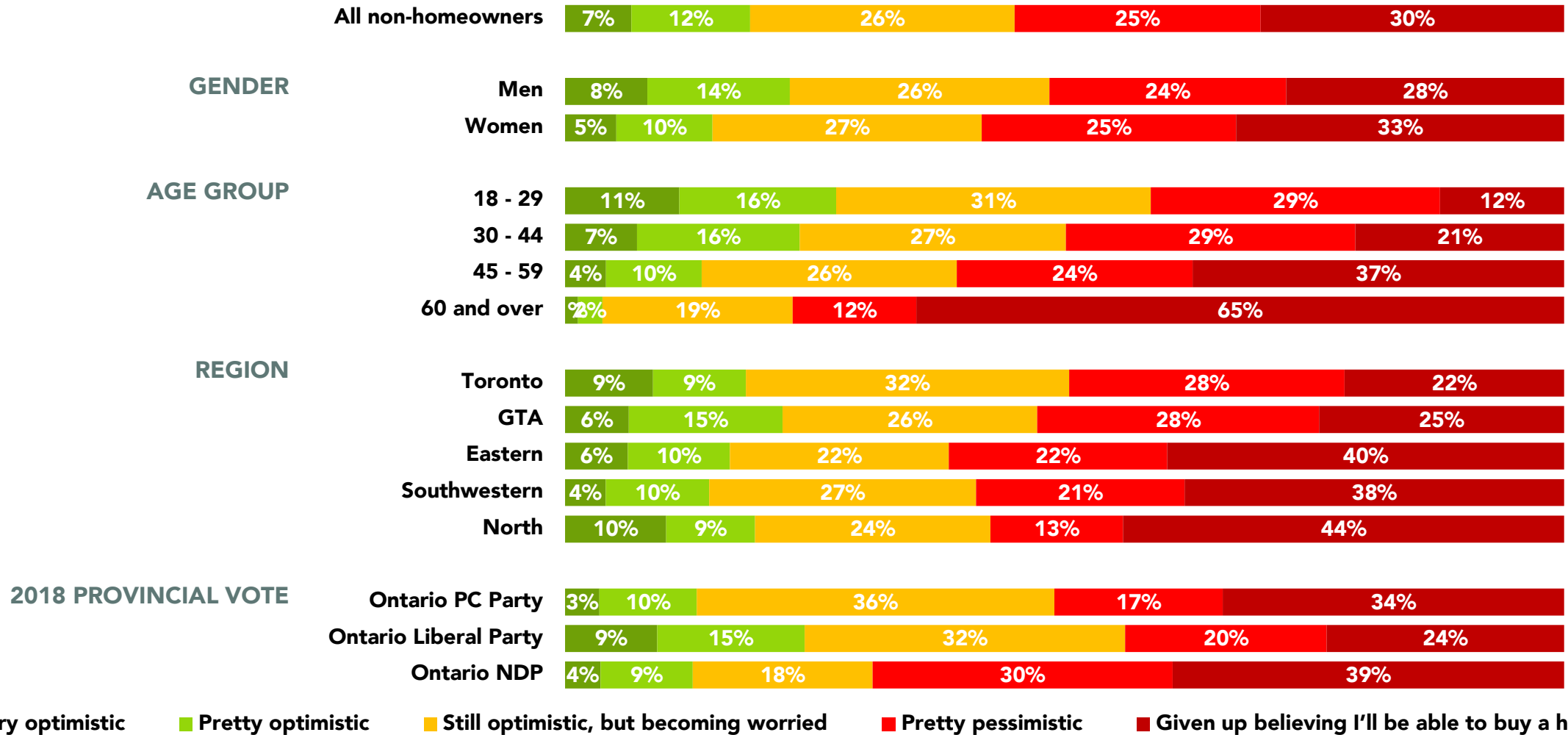
Which of these statements best represents your view? [Those who do not own a residential property]

HALF OF NON-OWNERS FEEL PESSIMISTIC ABOUT THE POSSIBILITY OF BUYING A HOME IN A COMMUNITY THEY WANT TO LIVE IN



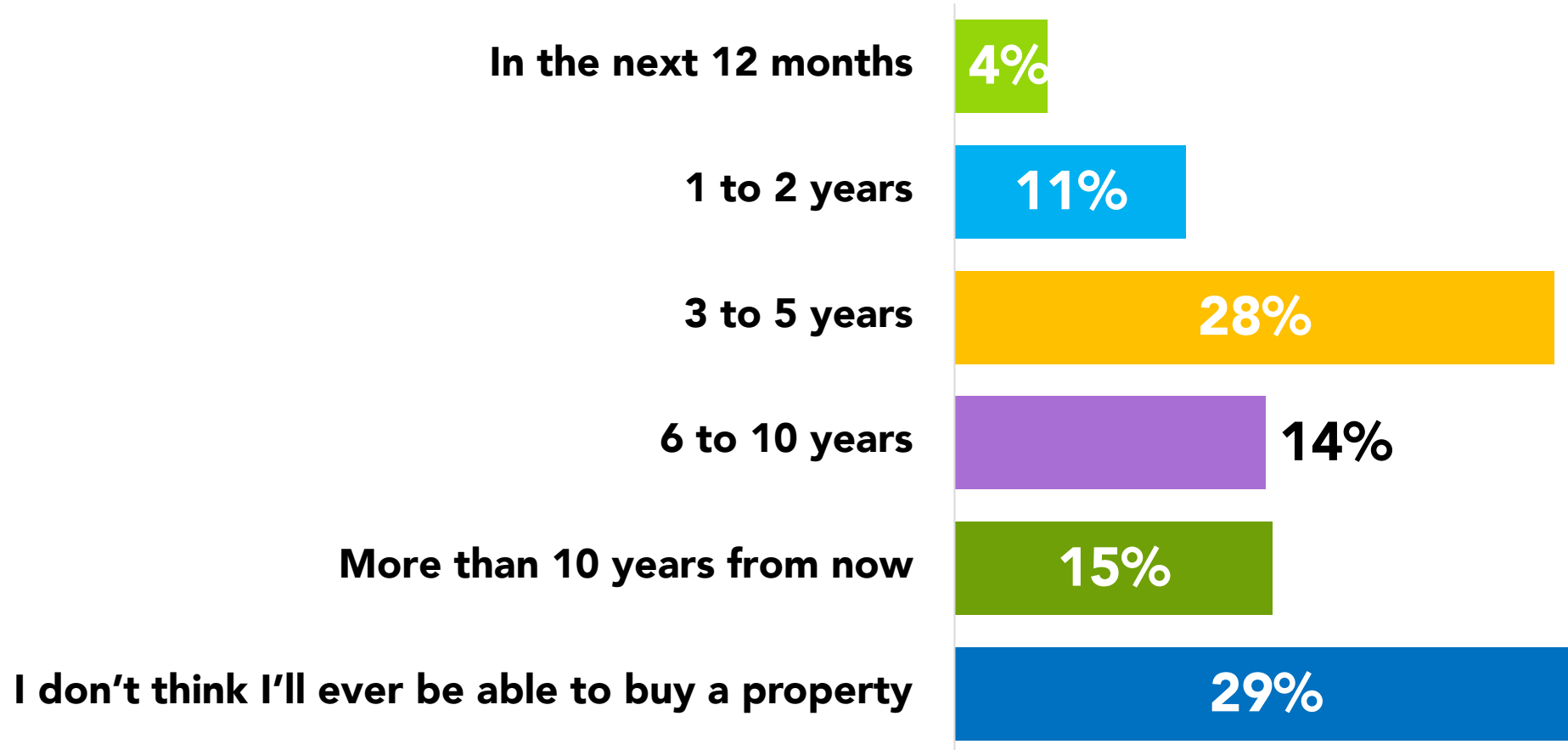
Which of the following best describes how you're feeling about the possibility of buying a home in the community you want to live in? [Those who do not own a residential property, n=872]

HALF FEEL PESSIMISTIC ABOUT THE POSSIBILITY OF BUYING A HOME IN A COMMUNITY THEY WANT TO LIVE IN



Which of the following best describes how you're feeling about the possibility of buying a home in the community you want to live in? [Those who do not own a residential property, n=872]

EXPECTATIONS FOR FUTURE PROPERTY PURCHASE



When do you think you will buy a residential property?

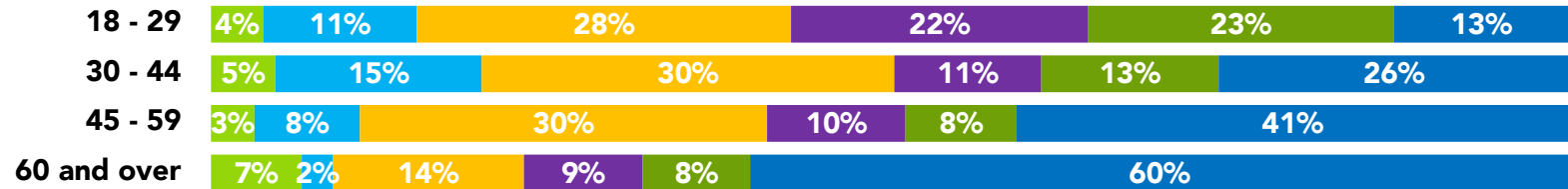
EXPECTATIONS FOR FUTURE PROPERTY PURCHASE



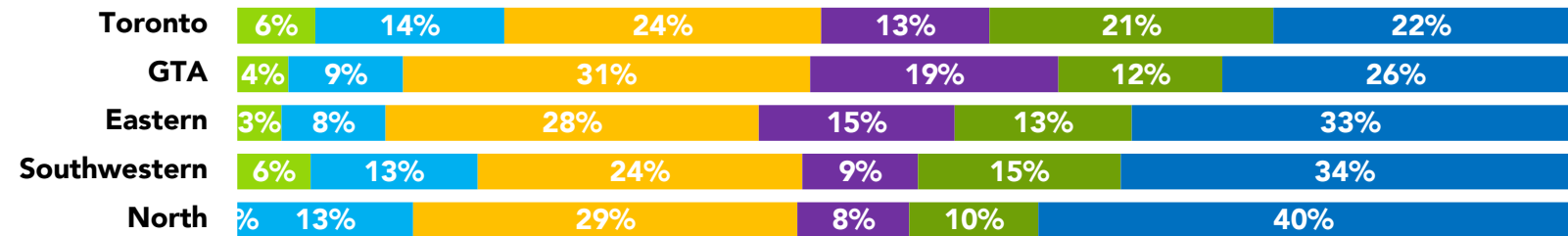
GENDER



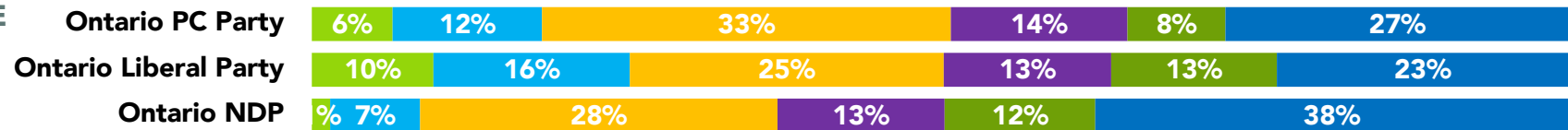
AGE GROUP



REGION



2018 PROVINCIAL VOTE



■ In the next 12 months
 ■ 1 to 2 years
 ■ 3 to 5 years
 ■ 6 to 10 years
 ■ More than 10 years from now
 ■ I don't think I'll ever be able to buy a property

When do you think you will buy a residential property?



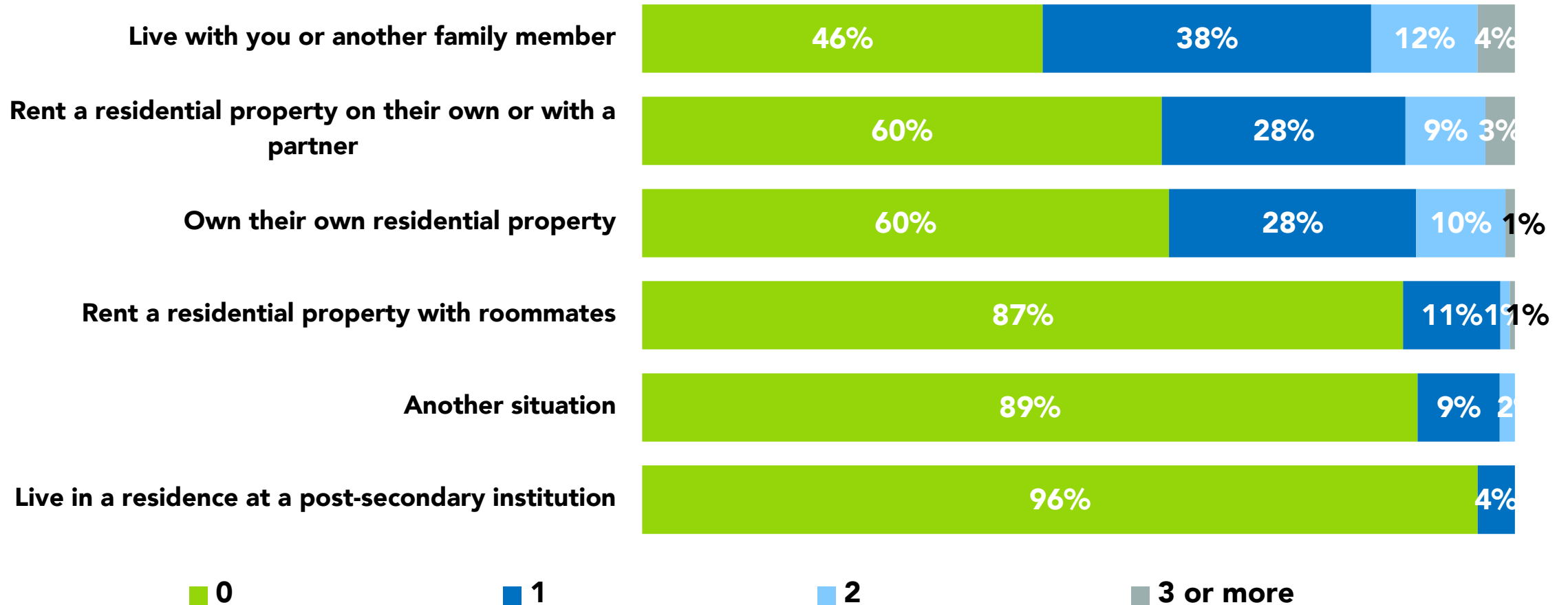
CHILDREN AND THE HOUSING MARKET

ABACUS DATA

KEY FINDINGS

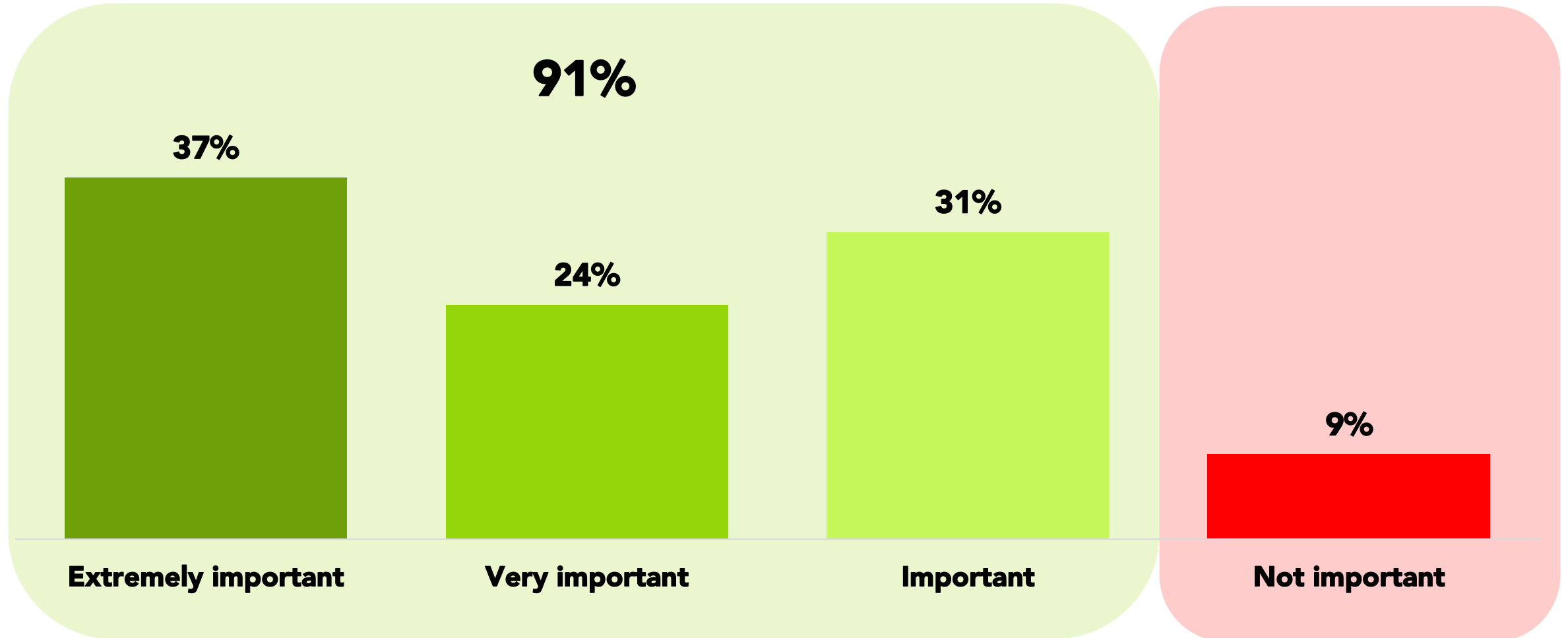
- 9 in 10 parents who have at least one child 18 to 38 years who does not own their home, feels it is at least very important that they will be able to buy a residential property.
- Parents of 18 to 38 year olds recognize that it is more difficult to buy a residential property today compared to when they were in their 20s.
- The main factor contributing to making it more difficult is the price of housing is much higher. A secondary factor is that the ability to save a down payment is harder.
- Four in ten parents of those 18 to 38 who have purchased a home helped their child financially. Of those who offered financial support, 71% provided a gift and 61% a loan. The gifts and loans for those who provided them were on average \$71k and \$41k respectively.
 - 29% of those 18 to 38 years of age who purchased a home were given a financial gift to help them and 25% were given a loan.

HOUSING SITUATION OF 18 - 38 YEAR OLD CHILDREN



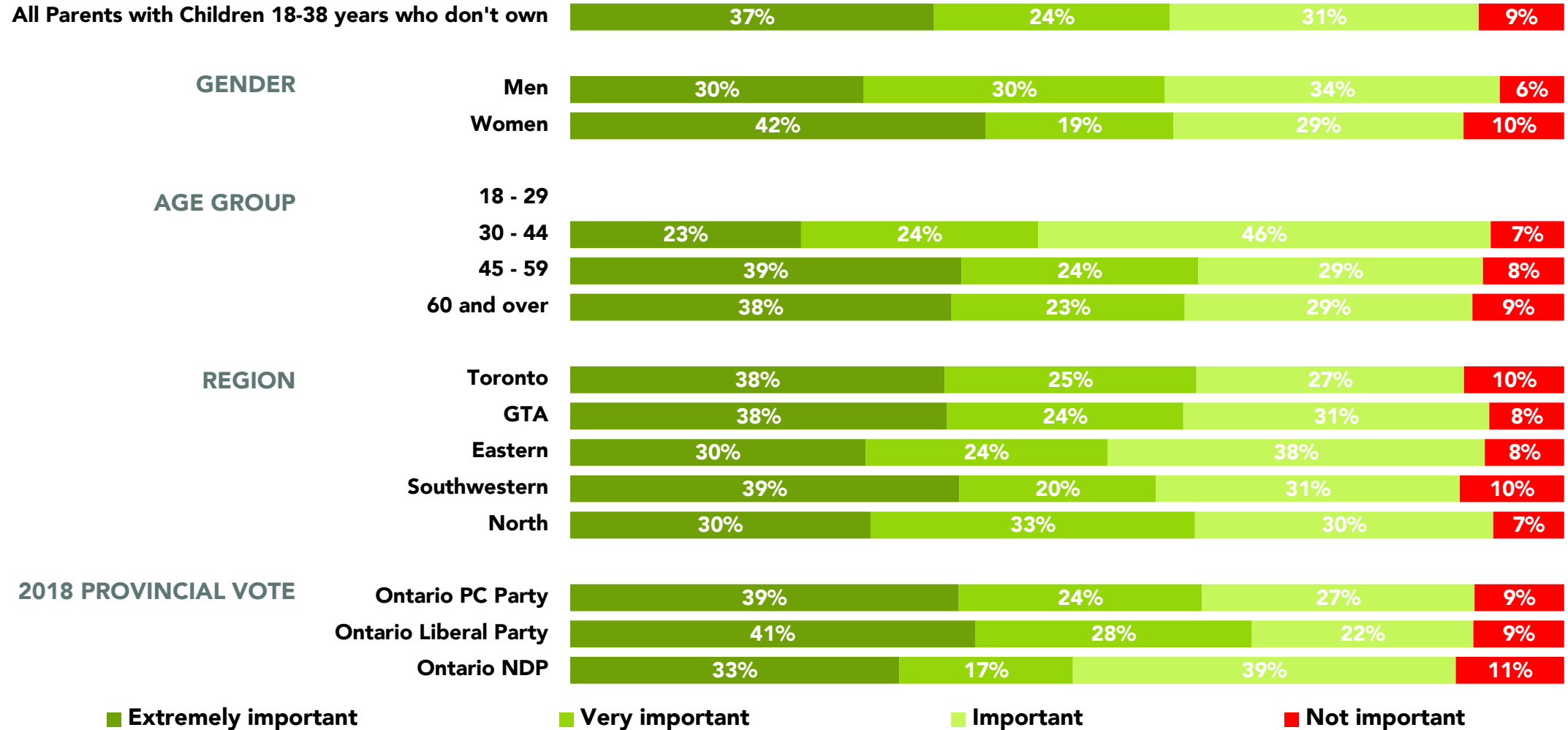
How many of your children fall into the follow housing situations? [Parents of 18-38 year old]

9 IN 10 PARENTS FEEL IT IS IMPORTANT THAT THEIR CHILDREN WILL BE ABLE TO BUY A RESIDENTIAL PROPERTY



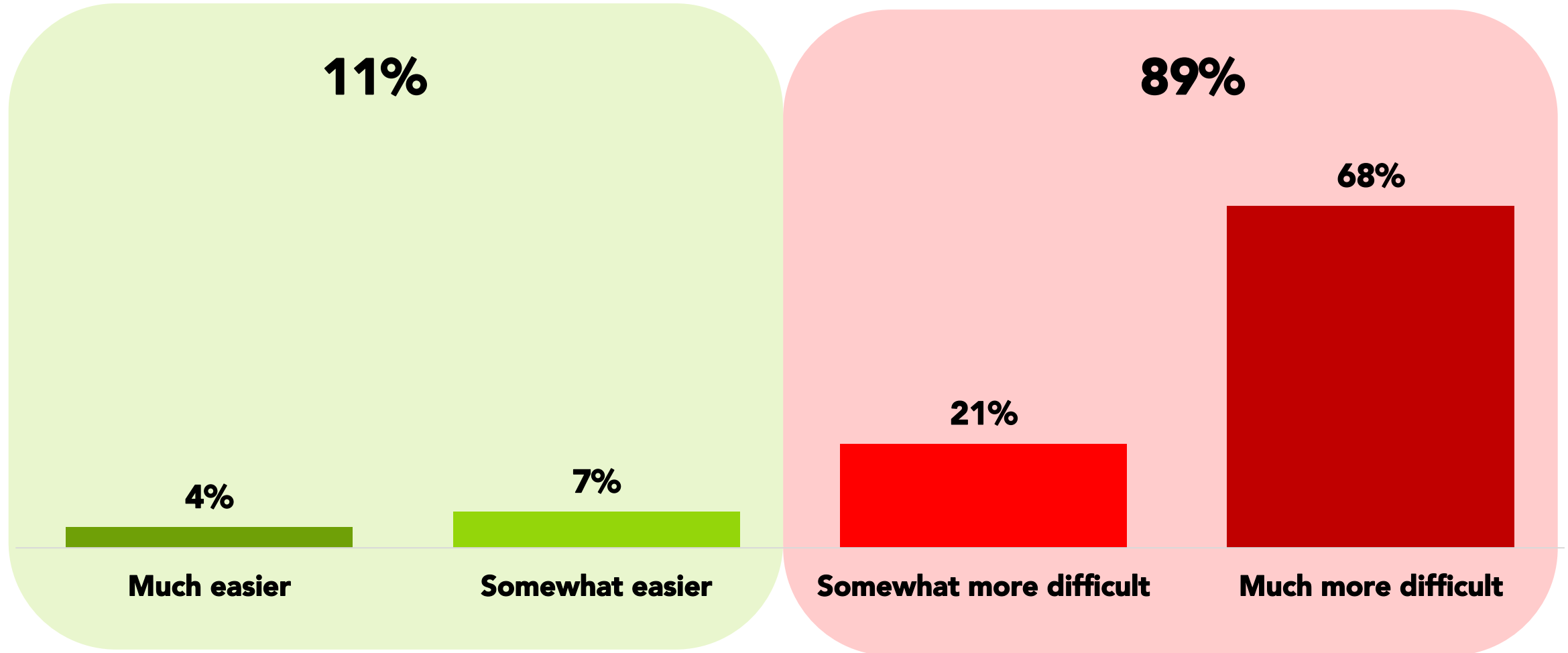
How important is it to you that your kids who don't own their home will be able to buy a residential property? [Parents of 18-38 year olds who don't own residential property]

9 IN 10 PARENTS FEEL IT IS IMPORTANT THAT THEIR CHILDREN WILL BE ABLE TO BUY A RESIDENTIAL PROPERTY



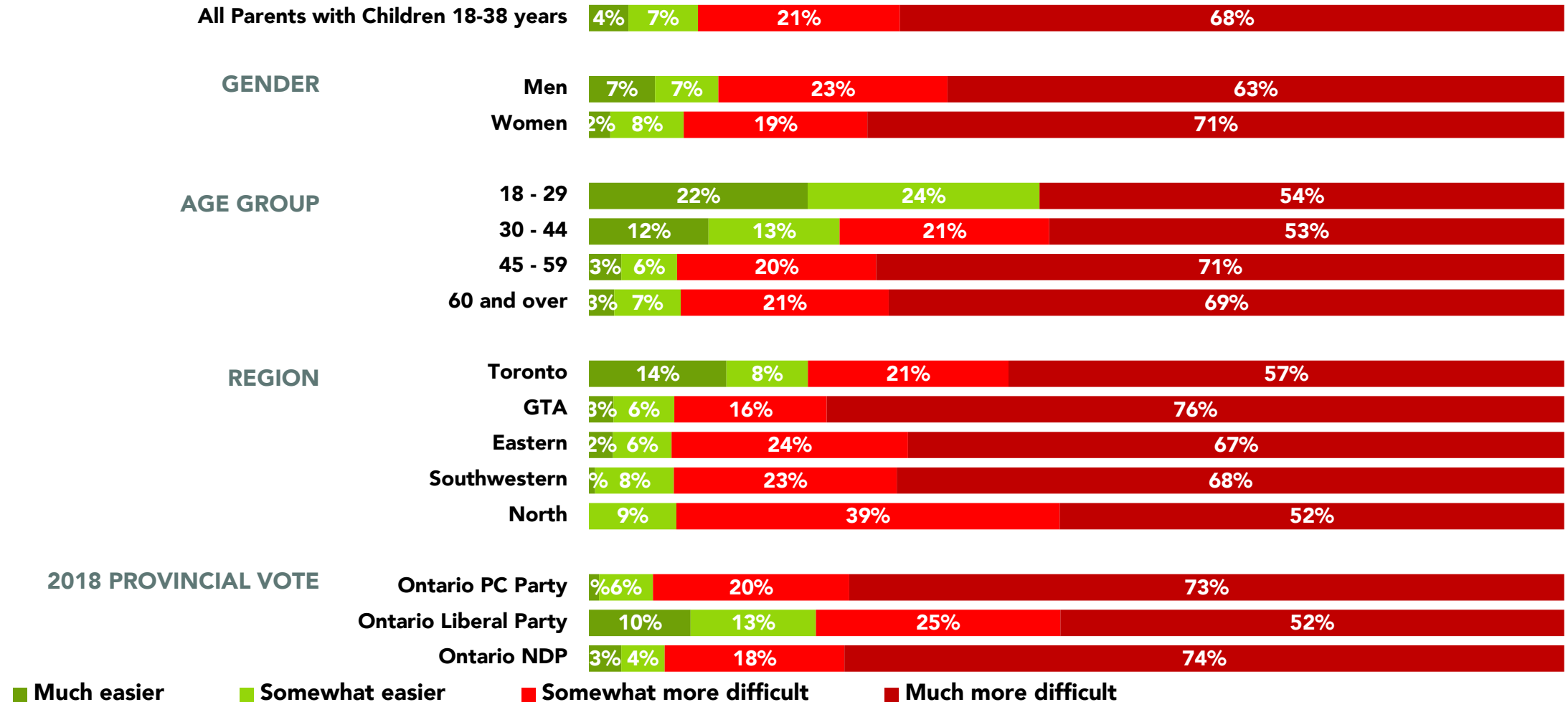
How important is it to you that your kids who don't own their home will be able to buy a residential property? [Parents of 18-38 year olds who don't own residential property]

9 IN 10 PARENTS FEEL IT IS MORE DIFFICULT FOR YOUNG PEOPLE TODAY TO BUY A RESIDENTIAL PROPERTY



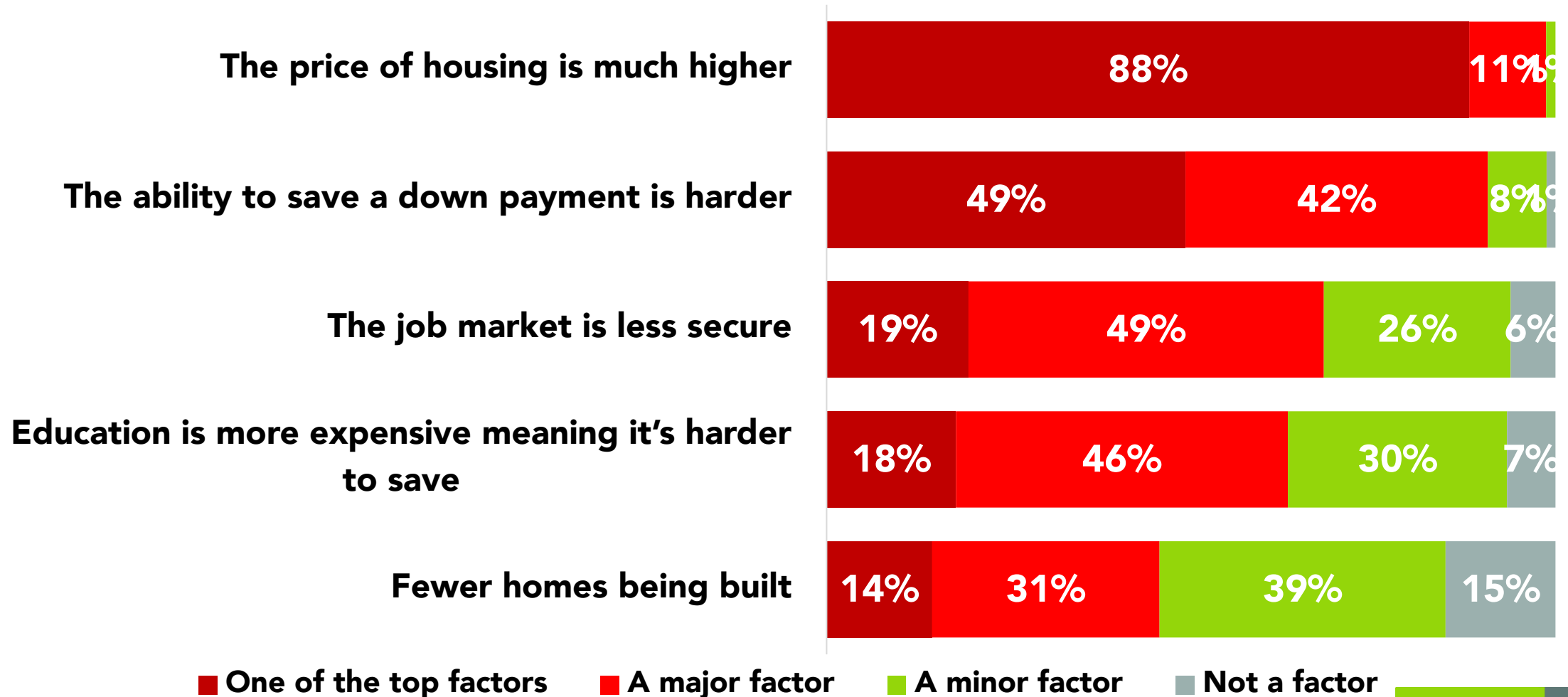
Compared to when you were in your 20s, do you think it's much easier, somewhat easier, somewhat more difficult, or much more difficult for young people today to buy a residential property or do you think it's about the same as it was when you were younger? [Parents of 18-38 year olds]

9 IN 10 ONTARIANS FEEL IT IS MORE DIFFICULT FOR YOUNG PEOPLE TODAY TO BUY A RESIDENTIAL PROPERTY



Compared to when you were in your 20s, do you think it's much easier, somewhat easier, somewhat more difficult, or much more difficult for young people today to buy a residential property or do you think it's about the same as it was when you were younger? [Parents of 18-38 year old]

FACTORS MAKING HOME OWNERSHIP MORE DIFFICULT

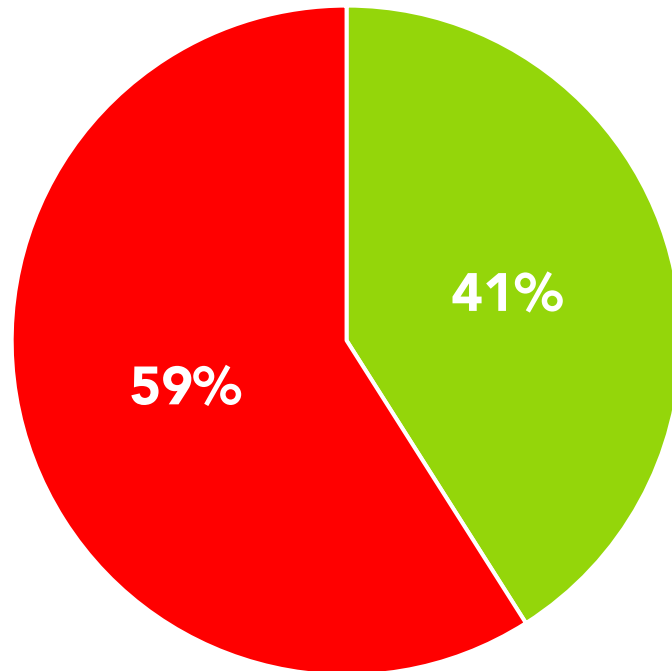


How much of a factor are the following in making it MORE DIFFICULT for young people today to buy a residential property today than when you were in your 20s? [Parents of 18-38 year olds]

4 IN 10 ONTARIANS HAVE HELPED THEIR CHILDREN FINANCIALLY WHEN PURCHASING A HOME

DID YOU HELP THEM FINANCIALLY?

■ Yes
■ No



HOW?

Gifted money to help with the down payment

72%

Loaned money to help with the down payment

61%

Helped with moving and/or closing costs

43%

Help or helped with the money for mortgage payment

38%

For the children or child that owns their home, did you help any of them financially to make the purchase in anyway?

How did you help?

[Parents of 18-38 year olds who own their own home]

4 IN 10 ONTARIANS TOOK MONEY OUT OF THEIR GENERAL SAVINGS IN ORDER TO SUPPORT THEIR CHILD'S DREAM OF HOME OWNERSHIP

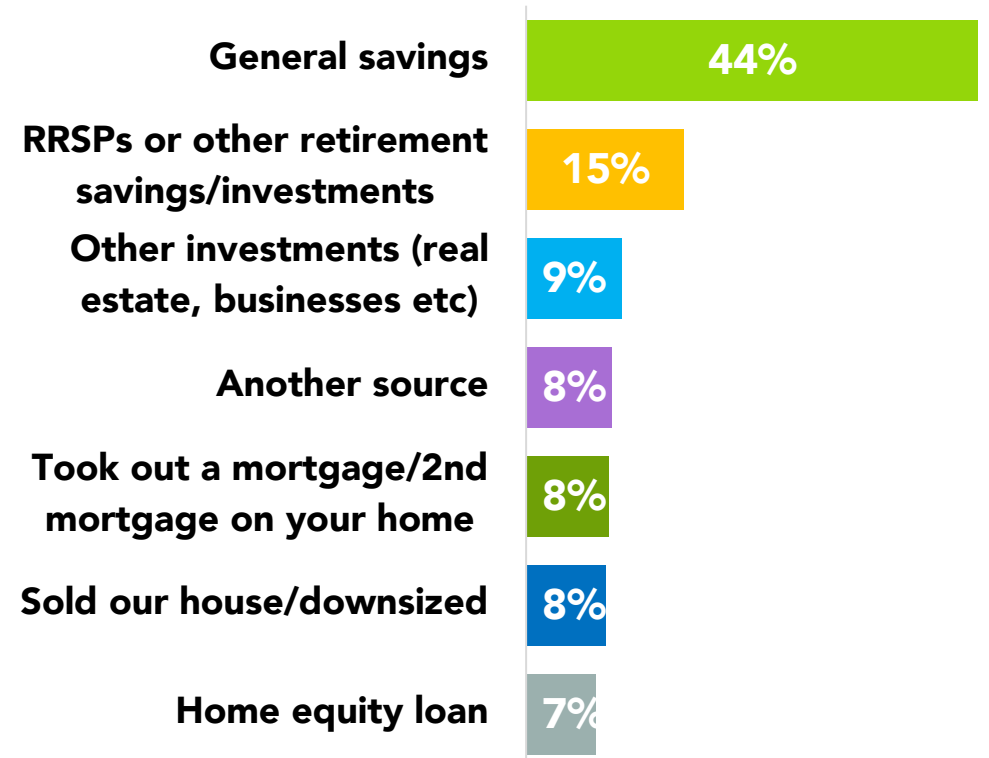
ON AVERAGE, THOSE WHO HELPED THEIR CHILDREN BUY A RESIDENTIAL PROPERTY WITH A LOAN **LOANED** THEM....

\$40,878.90

ON AVERAGE, THOSE WHO HELPED THEIR CHILDREN BUY A RESIDENTIAL PROPERTY BY GIVING THEM A GIFT **GAVE** THEM....

\$73,605.50

WHERE DID THIS MONEY COME FROM?



About how much money did you loan to your child/children to help them buy a residential property in total?

About how much money did you gift to your child/children in total to help them buy a residential property in total?

Where did the money that you loaned or gifted to your children/child come from?



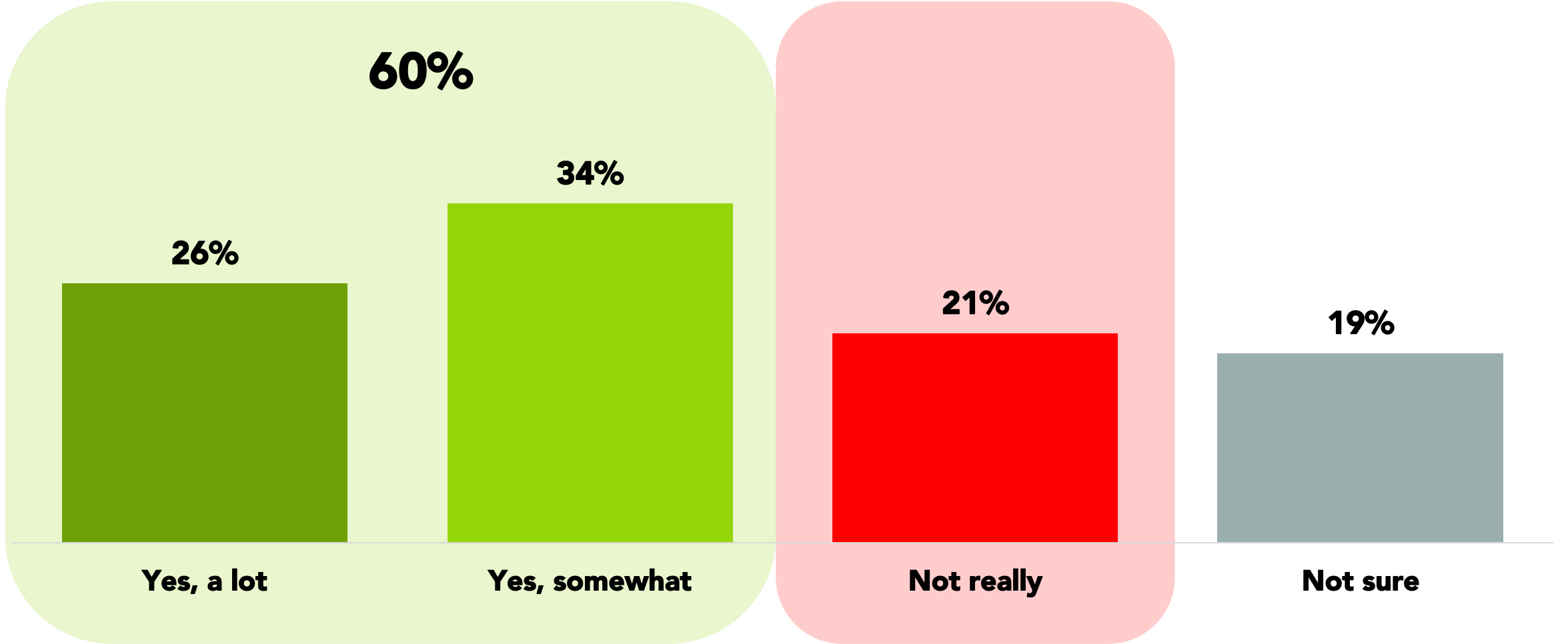
INTRA-PROVINCIAL MOBILITY

ABACUS DATA

KEY FINDINGS

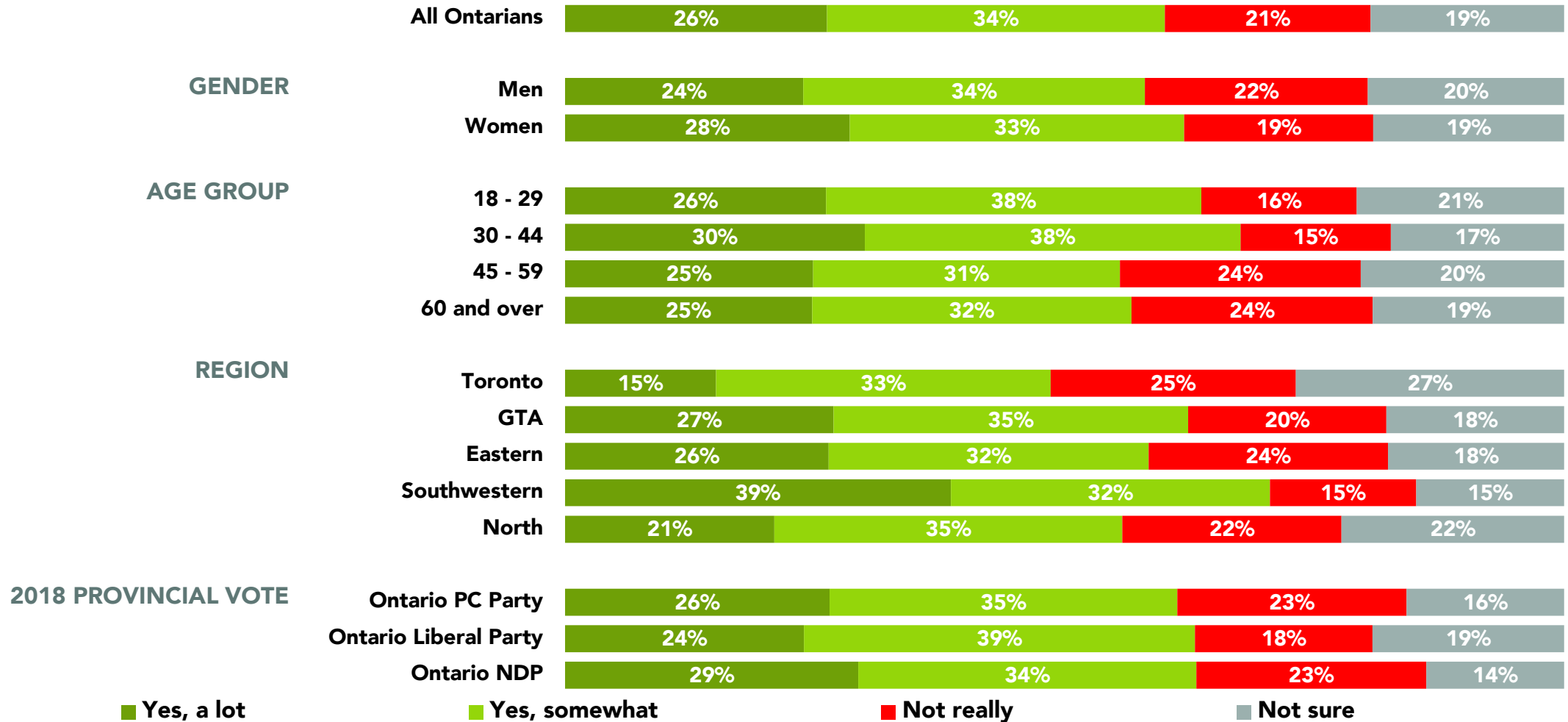
- One of the storylines about rising home prices and affordability is the exodus of many from expensive urban locations to other places in the province. While retirement has always offered that possibility, the work from home situation may also be contributing to the trend.
- 60% say that their community has been impacted by people moving out of larger population centres to find more affordable housing or to retire. Those living in Southwestern Ontario (71%) are the most likely to feel this way.
- Ontarians also expect this trend to continue. 9 in 10 say that they expect that many people will probably be moving out of larger cities in Ontario into smaller communities to find more affordable housing. Young people are the most likely to see this trend continuing.
 - Non-homeowners are even more likely to think the trend will continue. This may suggest that moving out of an expensive community is something they are considering for themselves.
- Ontarians are divided about the consequences of people moving into their community. While 39% see a negative impact in terms of housing affordability, 35% see a positive impact on the availability of services like transit, recreation and other amenities.
 - Residents of Southwestern Ontario and Eastern Ontario are the most likely to think that there has been a negative impact on housing affordability in their area. Those in Southwestern Ontario are also more likely to think there has been a negative impact in their quality of life.

6 IN 10 ONTARIANS FEEL THAT THEIR COMMUNITY HAS BEEN IMPACTED BY PEOPLE MOVING OUT OF LARGER CITY CENTRES



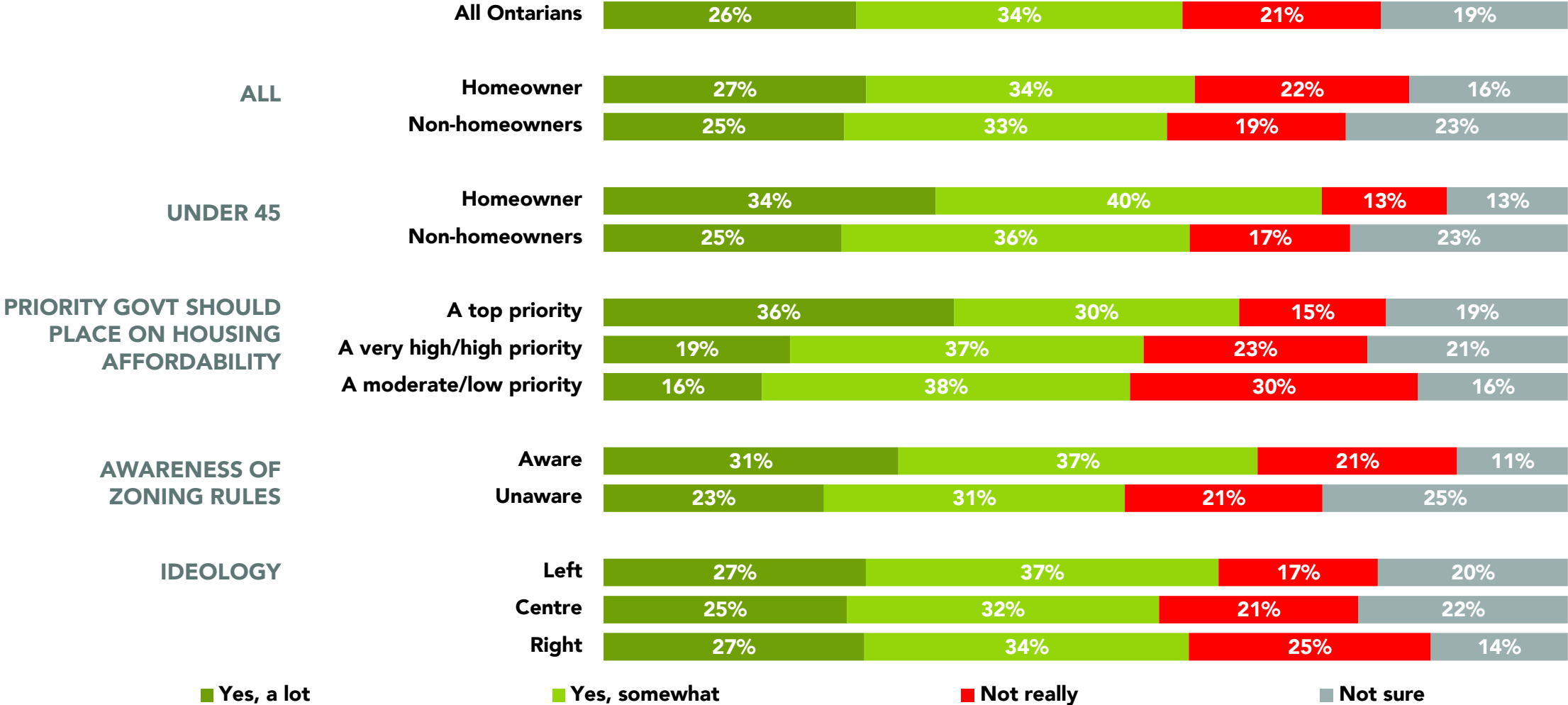
Has your community been impacted by people moving out of larger population centres to find more affordable housing or to retire?

6 IN 10 ONTARIANS FEEL THAT THEIR COMMUNITY HAS BEEN IMPACTED BY PEOPLE MOVING OUT OF LARGER CITY CENTRES



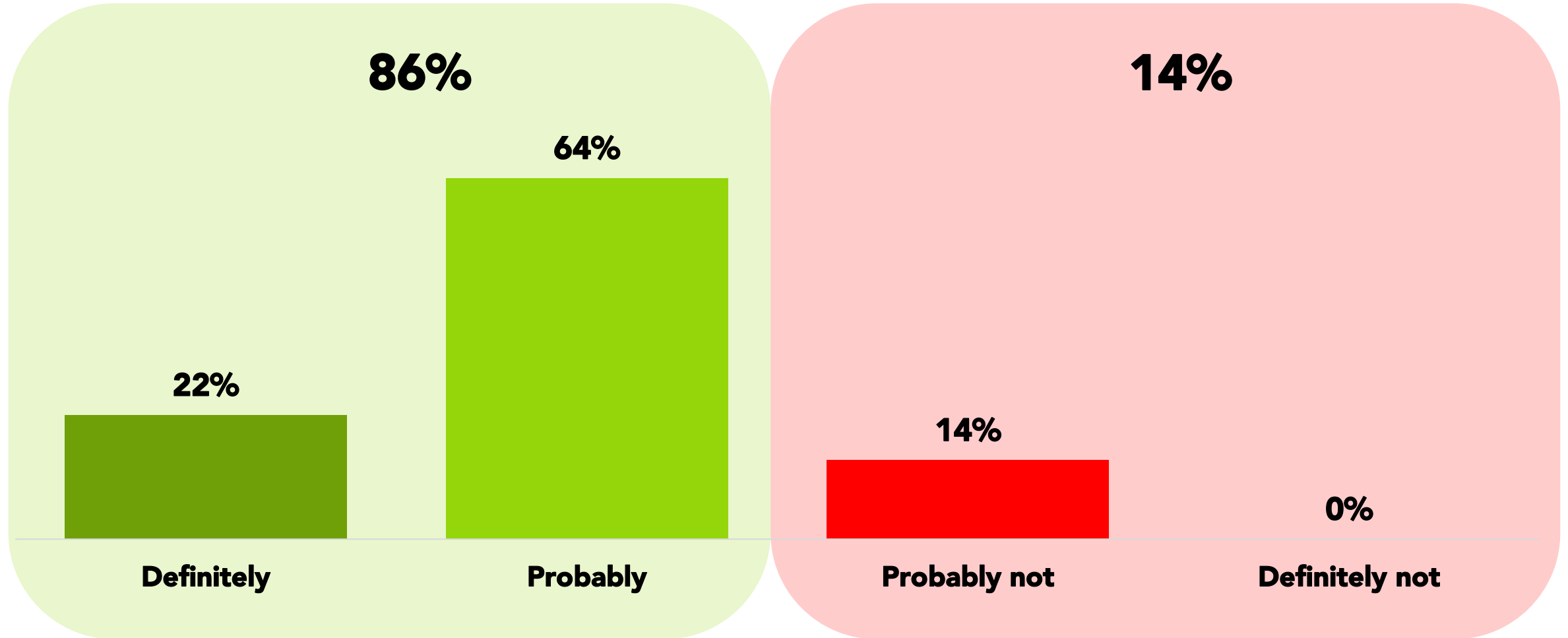
Has your community been impacted by people moving out of larger population centres to find more affordable housing or to retire?

6 IN 10 ONTARIANS FEEL THAT THEIR COMMUNITY HAS BEEN IMPACTED BY PEOPLE MOVING OUT OF LARGER CITY CENTRES



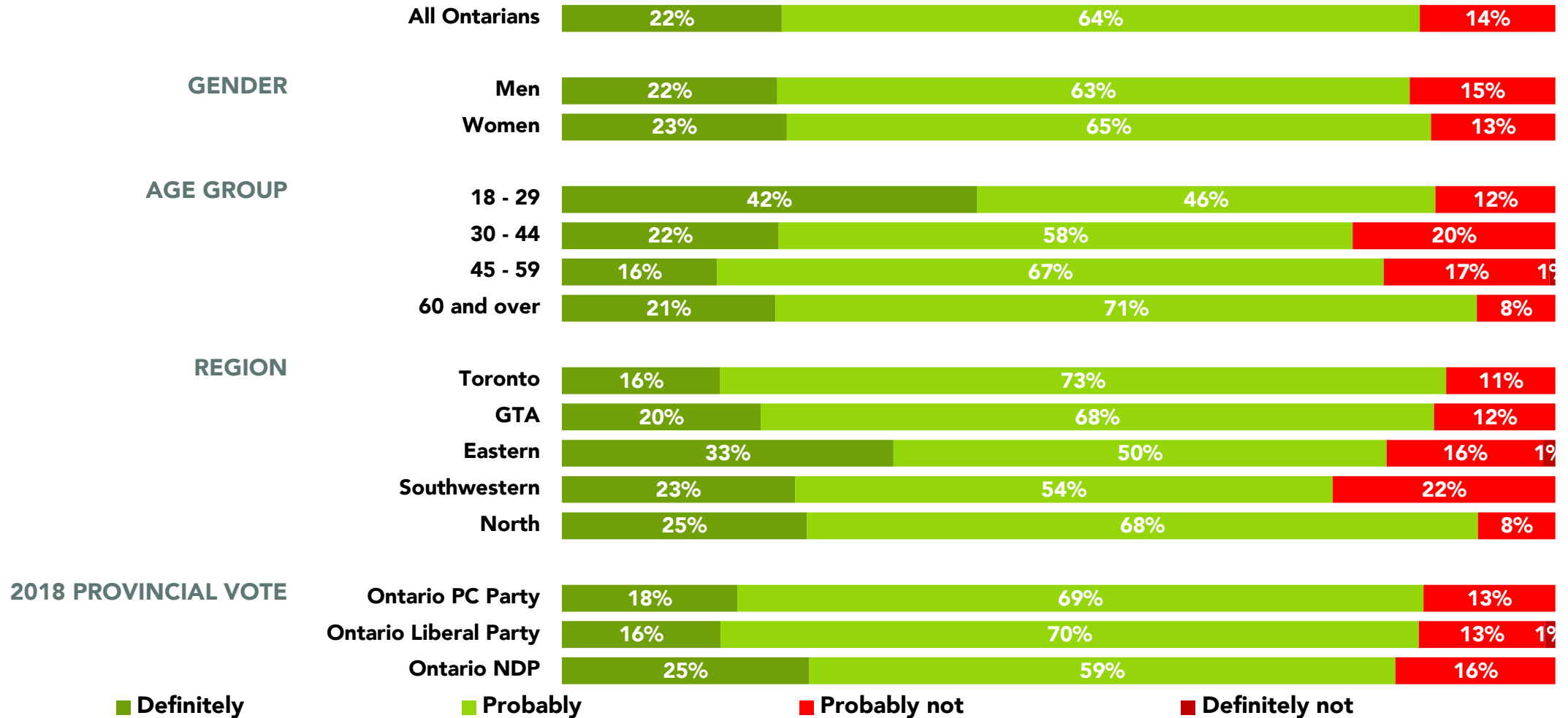
Has your community been impacted by people moving out of larger population centres to find more affordable housing or to retire?

8 IN 10 ONTARIANS EXPECT OTHERS TO MOVE OUT OF LARGER CITIES IN THE PURSUIT OF AFFORDABLE HOUSING IN THE FUTURE



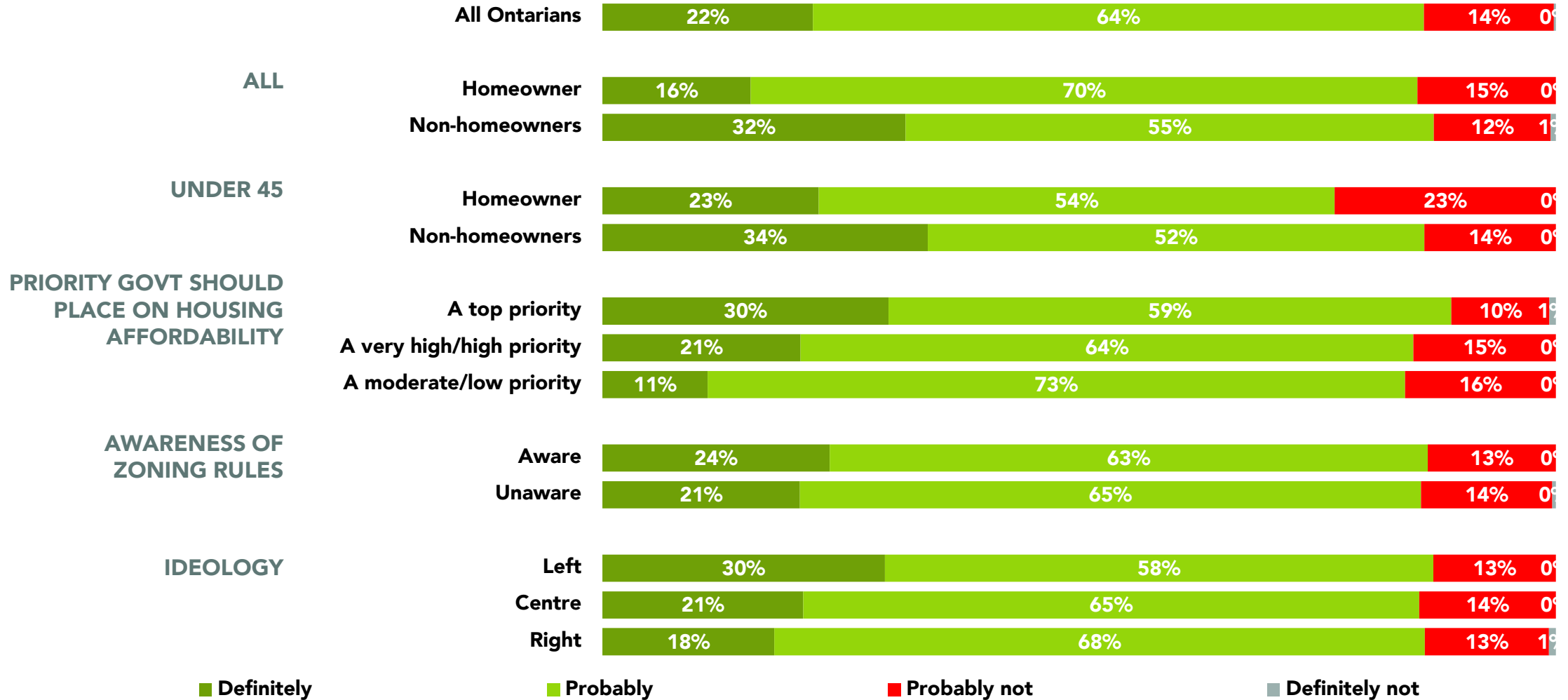
Over the next few years, do you expect that many people will be moving out of larger cities in Ontario into smaller communities to find more affordable housing?

8 IN 10 ONTARIANS EXPECT OTHERS TO MOVE OUT OF LARGER CITIES IN THE PURSUIT OF AFFORDABLE HOUSING IN THE FUTURE



Over the next few years, do you expect that many people will be moving out of larger cities in Ontario into smaller communities to find more affordable housing?

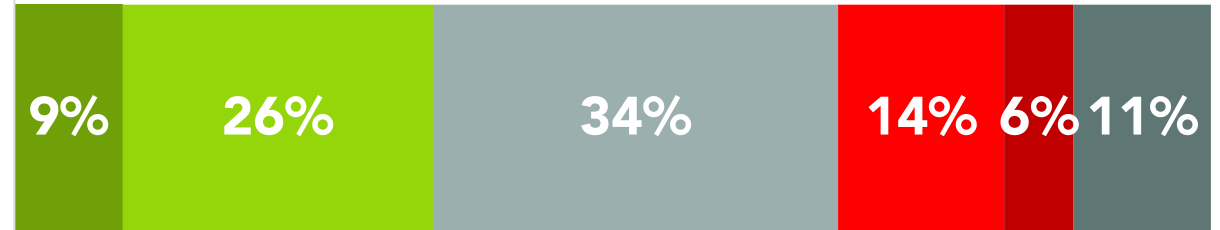
8 IN 10 ONTARIANS EXPECT OTHERS TO MOVE OUT OF LARGER CITIES IN THE PURSUIT OF AFFORDABLE HOUSING IN THE FUTURE



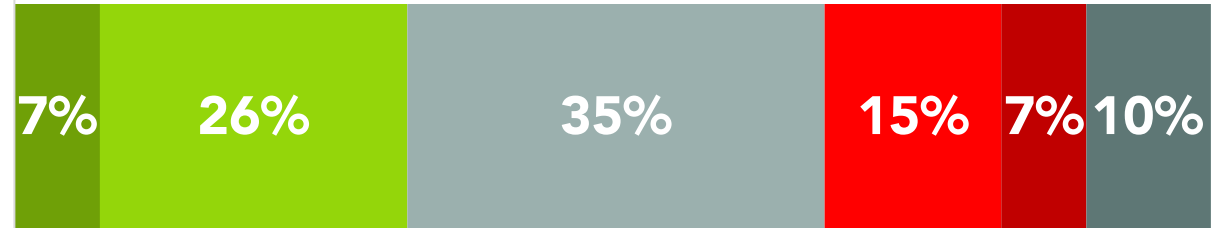
Over the next few years, do you expect that many people will be moving out of larger cities in Ontario into smaller communities to find more affordable housing?

MOVING'S IMPACT ON THE FOLLOWING...

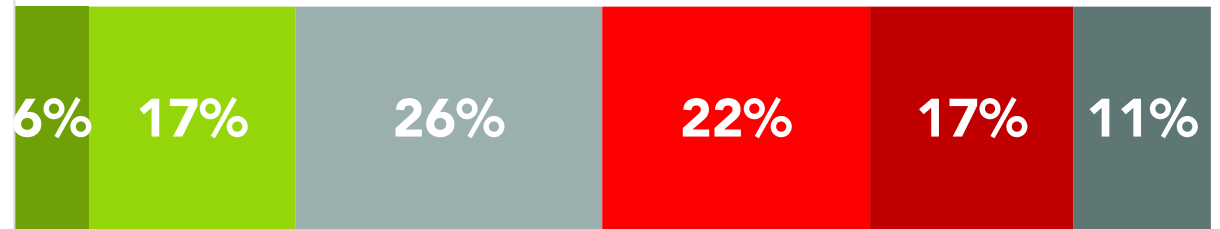
The availability of services like transit, recreation and other amenities



The overall quality of life in your community



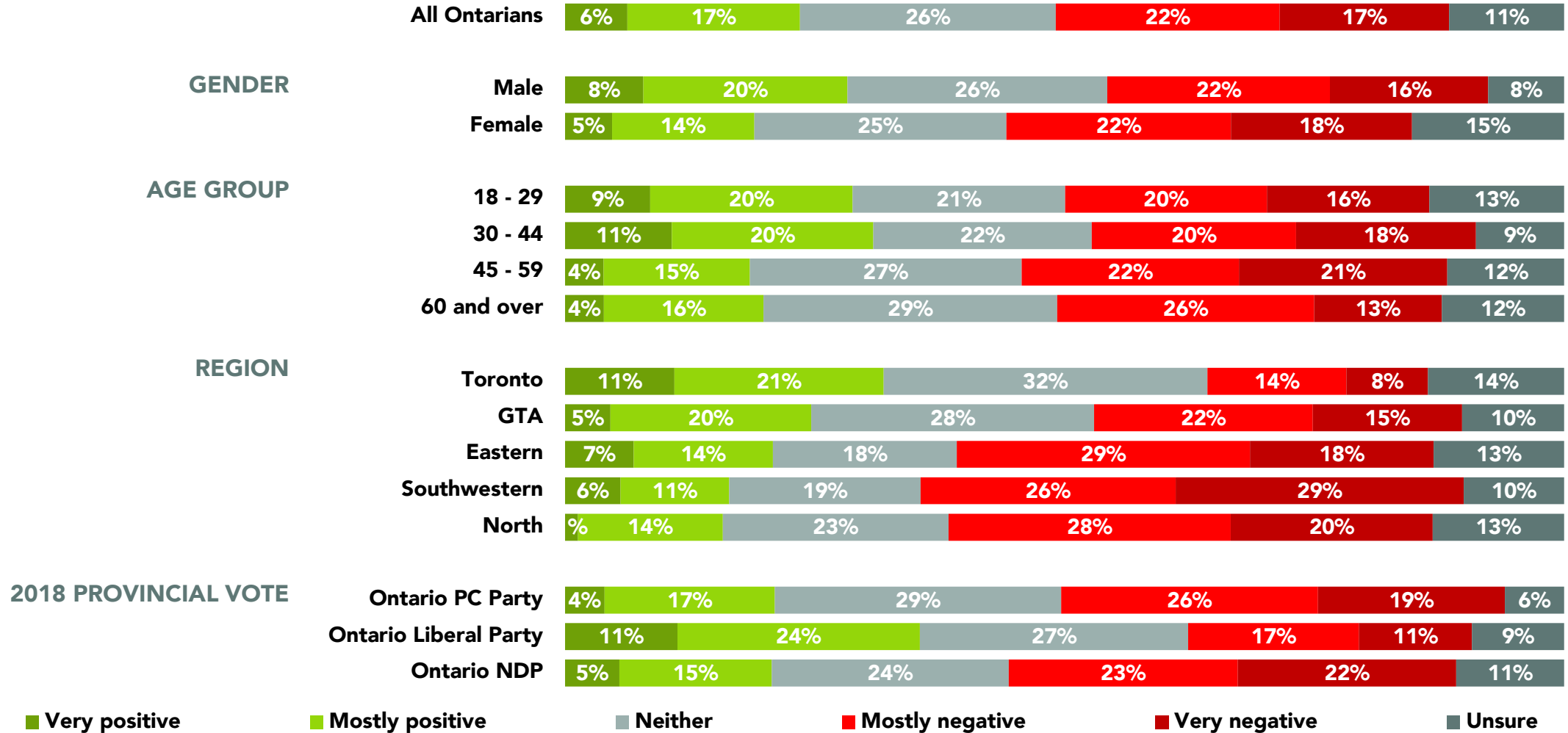
Housing affordability



Very positive Mostly positive Neither Mostly negative Very negative Unsure

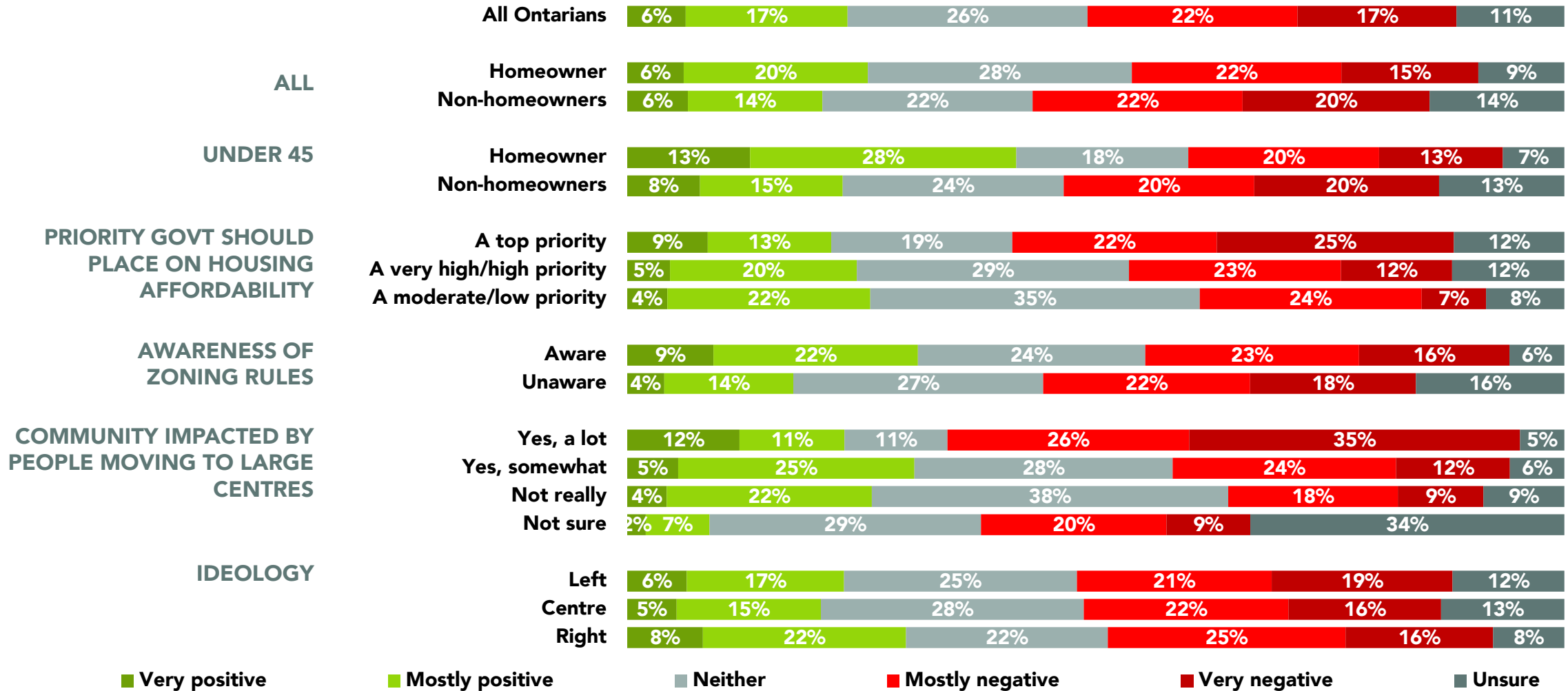
Do you expect that the movement of people out of larger centres will have a positive or negative impact in the next five years on the following in your community?

MOVING'S IMPACT HOUSING AFFORDABILITY



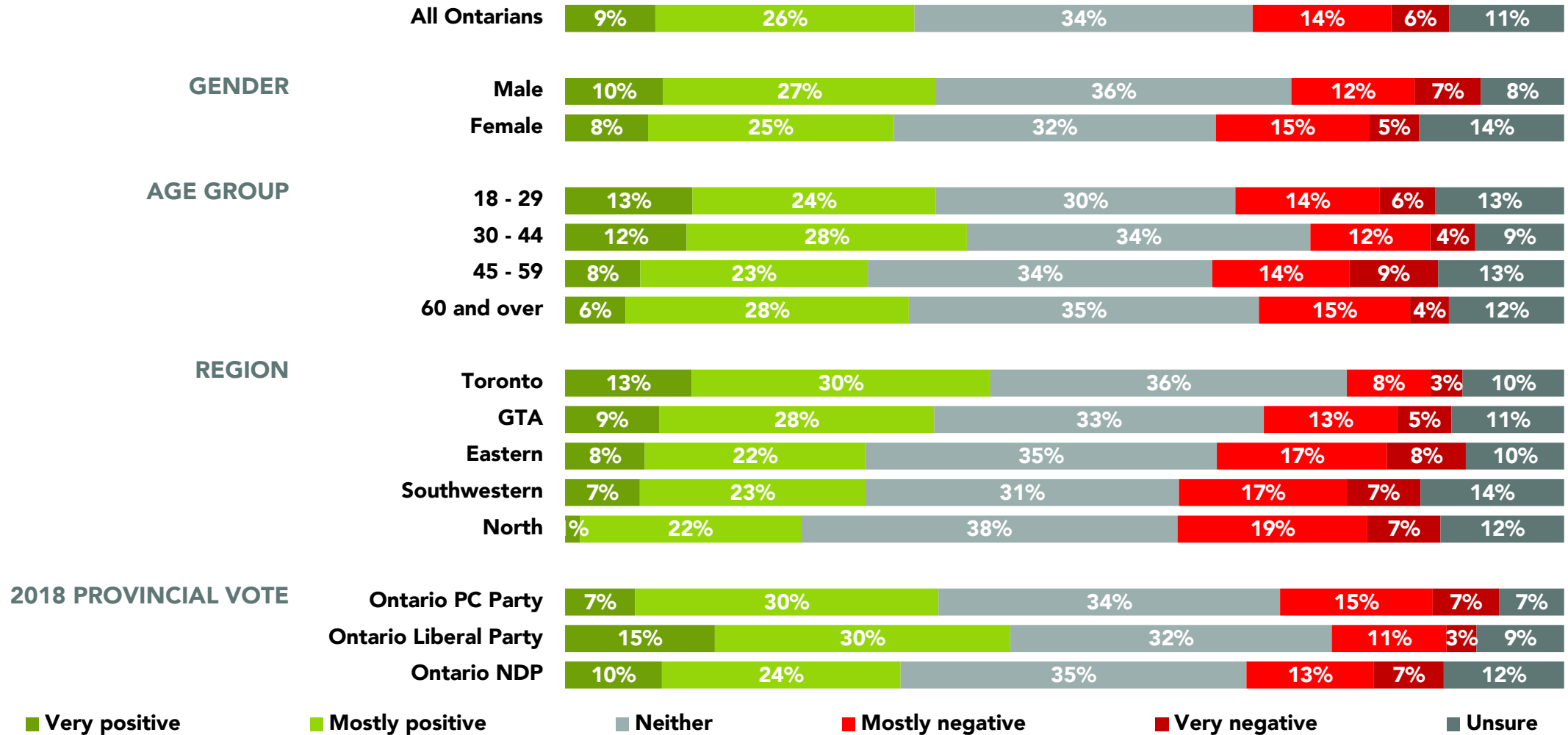
Do you expect that the movement of people out of larger centres will have a positive or negative impact in the next five years on the following in your community?

MOVING'S IMPACT HOUSING AFFORDABILITY



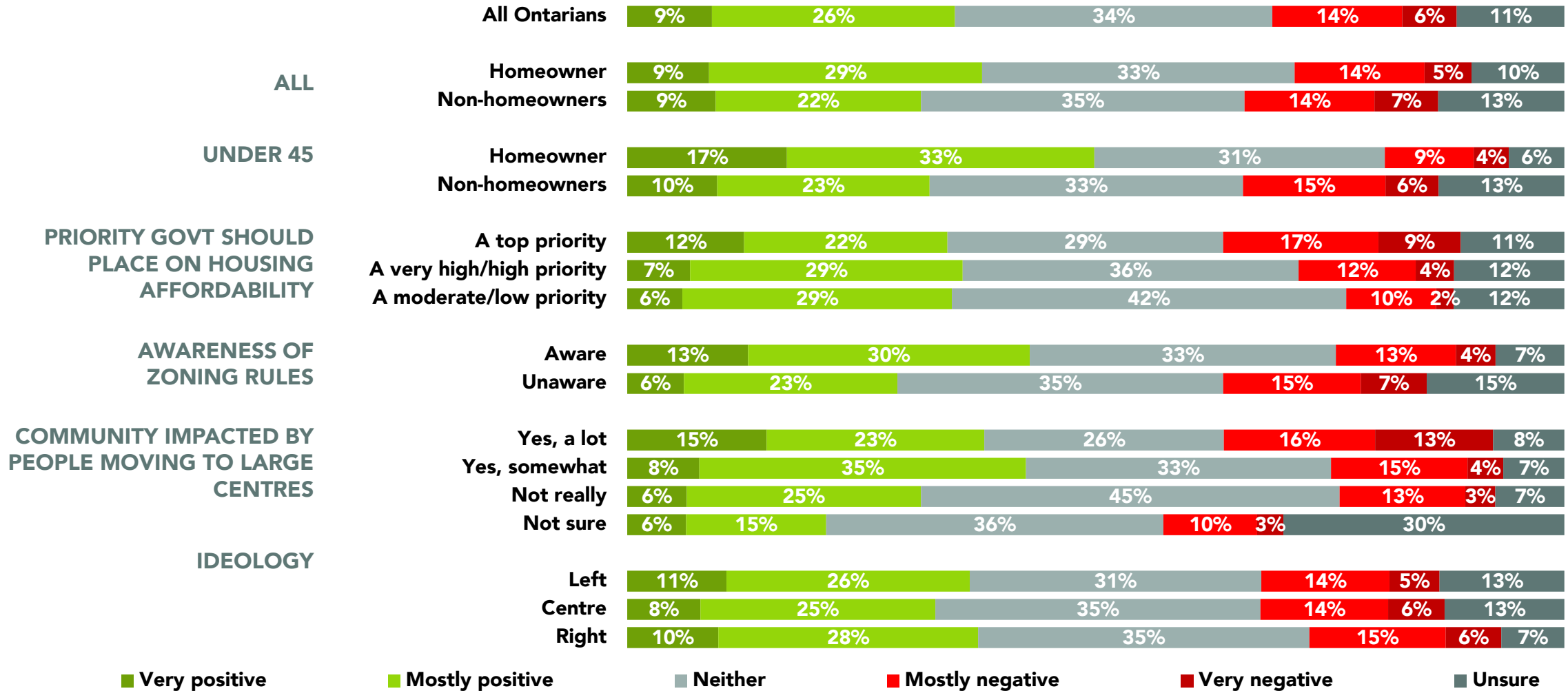
Do you expect that the movement of people out of larger centres will have a positive or negative impact in the next five years on the following in your community?

MOVING'S IMPACT AVAILABILITY OF SERVICES LIKE TRANSIT, RECREATION AND OTHER AMENITIES



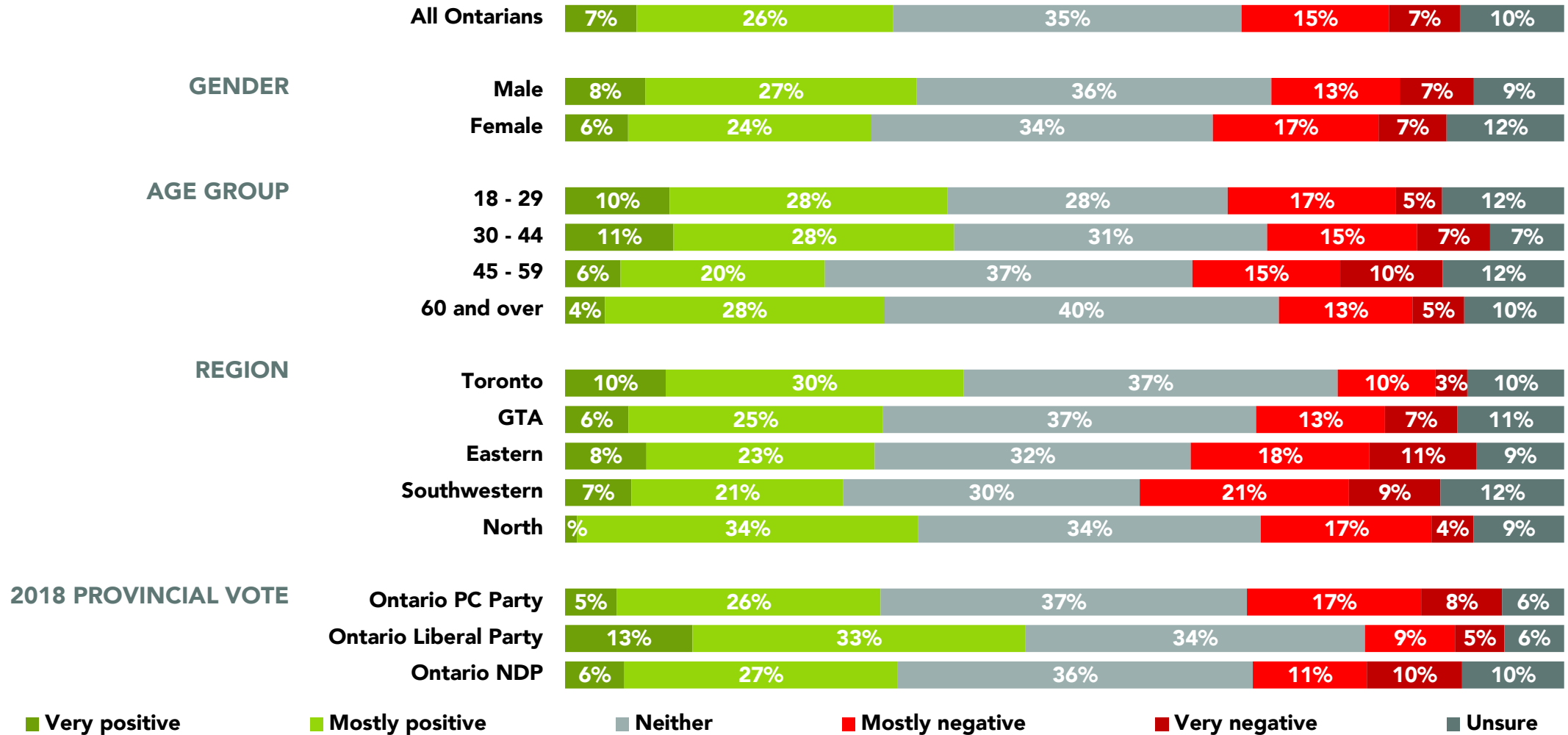
Do you expect that the movement of people out of larger centres will have a positive or negative impact in the next five years on the following in your community?

MOVING'S IMPACT AVAILABILITY OF SERVICES LIKE TRANSIT, RECREATION AND OTHER AMENITIES



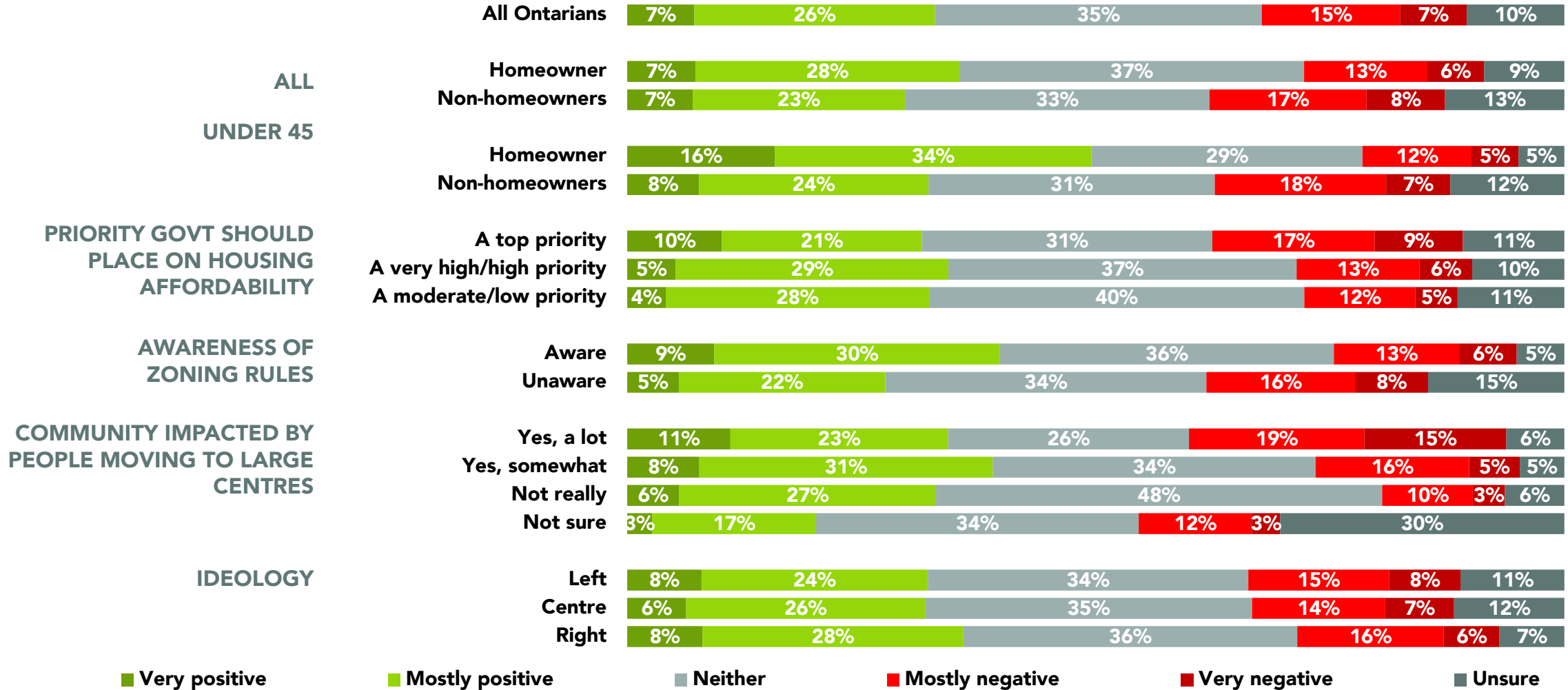
Do you expect that the movement of people out of larger centres will have a positive or negative impact in the next five years on the following in your community?

MOVING'S IMPACT THE OVERALL QUALITY OF LIFE IN YOUR COMMUNITY



Do you expect that the movement of people out of larger centres will have a positive or negative impact in the next five years on the following in your community?

MOVING'S IMPACT THE OVERALL QUALITY OF LIFE IN YOUR COMMUNITY



Do you expect that the movement of people out of larger centres will have a positive or negative impact in the next five years on the following in your community?



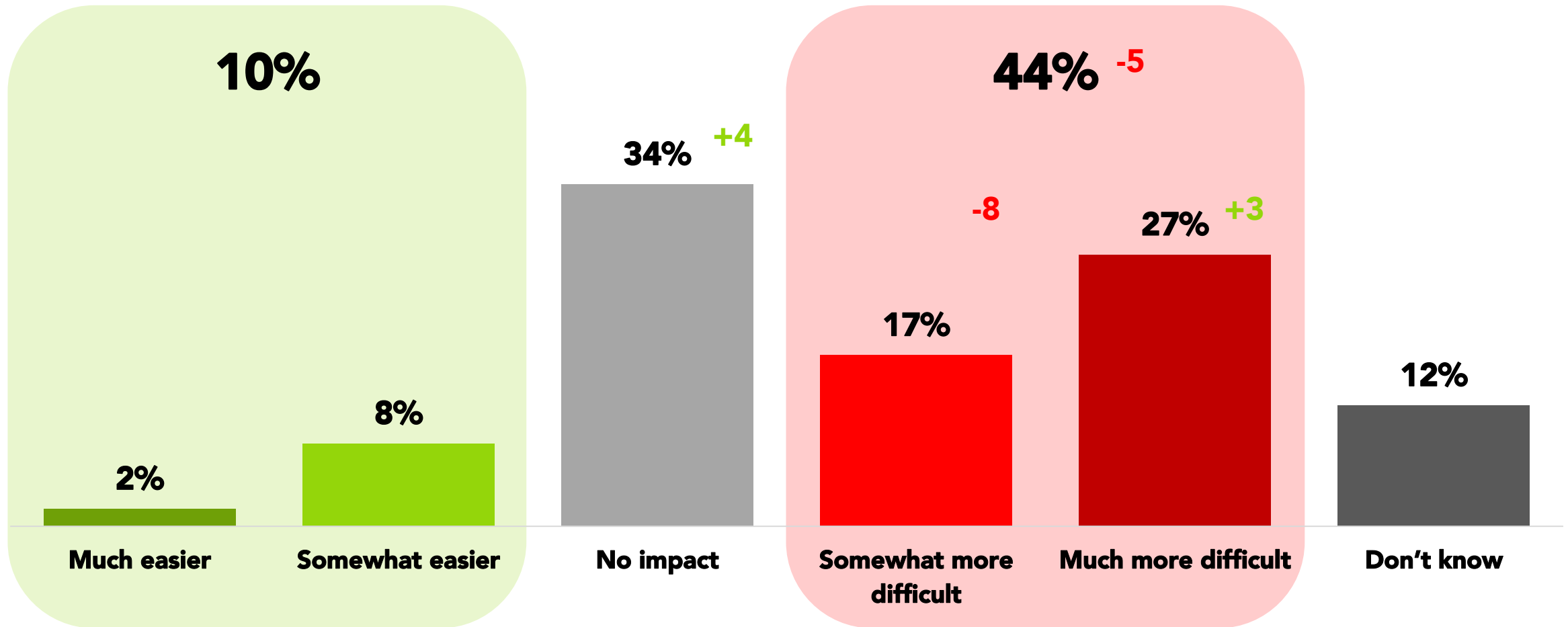
GOVERNMENT & HOUSING AFFORDABILITY

ABACUS DATA

KEY FINDINGS

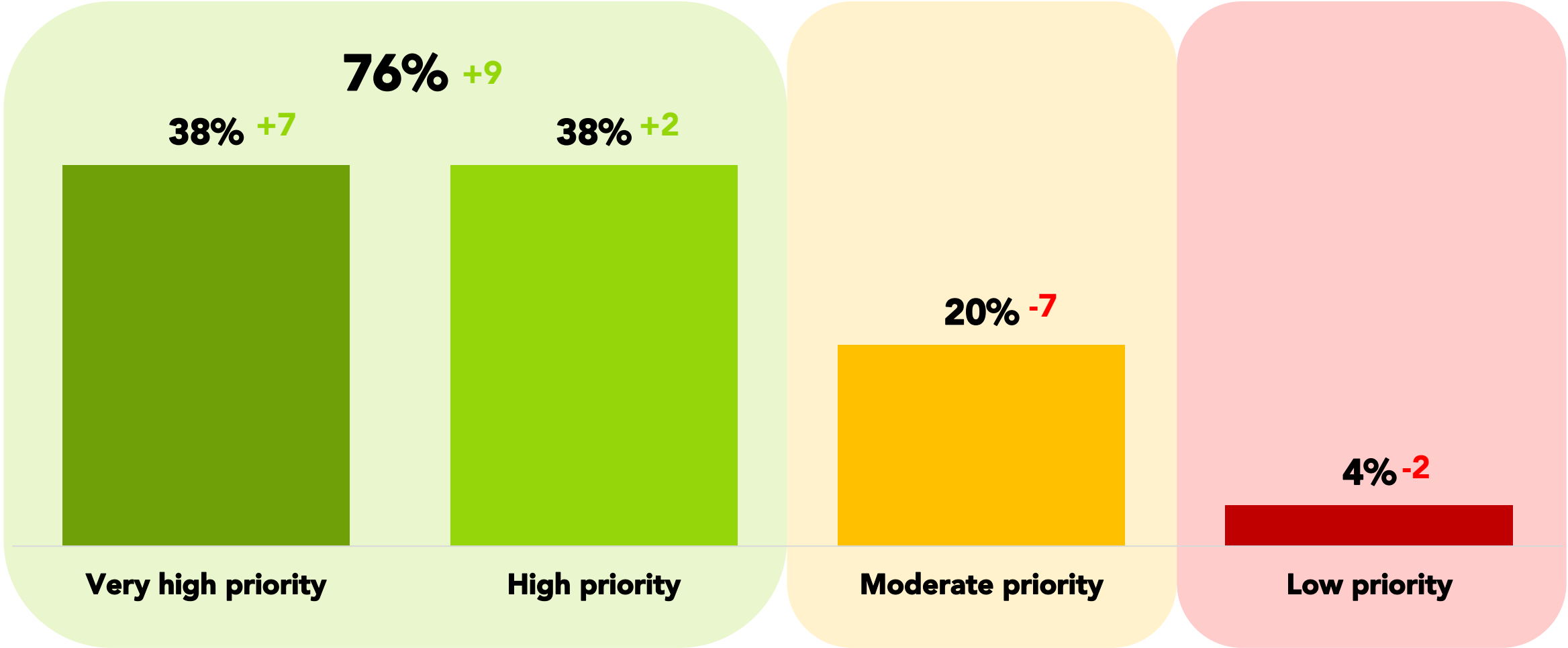
- Only 10% of Ontarians believe that the decisions the Ontario government has made have made it easier when it comes to housing affordability. Non-homeowners are particularly likely to view the government as making affordability more difficult (50%).
- Three quarters (76%, +9) of Ontarians think housing affordability should be a high priority for the Ontario government. Although somewhat more people think that housing affordability is a high priority for the government of Ontario than last year, there remains a major disconnect between public and perceived government focus.
 - Younger people and non-homeowners place a higher priority on housing affordability.
- Even while Ontarians do not see the Ontario government having a positive impact, 73% (+5) there are things the government could do to address affordability in the housing market.
- Ontarians believe Andrea Horwath and the NDP care the most about housing affordability. Doug Ford and the PC Party have the most negatives (36%, -6) but attitudes have improved somewhat since last June.
- Doug Ford and the PC Party (38%) are viewed as best for making housing affordable followed by Andrea Horwath and the NDP (35%).
- Including housing affordability has considerable upside and little to no downside, as 53% (unchanged from June) would be more likely to support a party that includes this in their platform. Young people and non-homeowners are particularly likely to support a party that includes affordability in their platform.

HALF FEEL THAT DECISIONS MADE BY THE ONTARIO GOV HAVE MADE HOUSING AFFORDABILITY MORE DIFFICULT



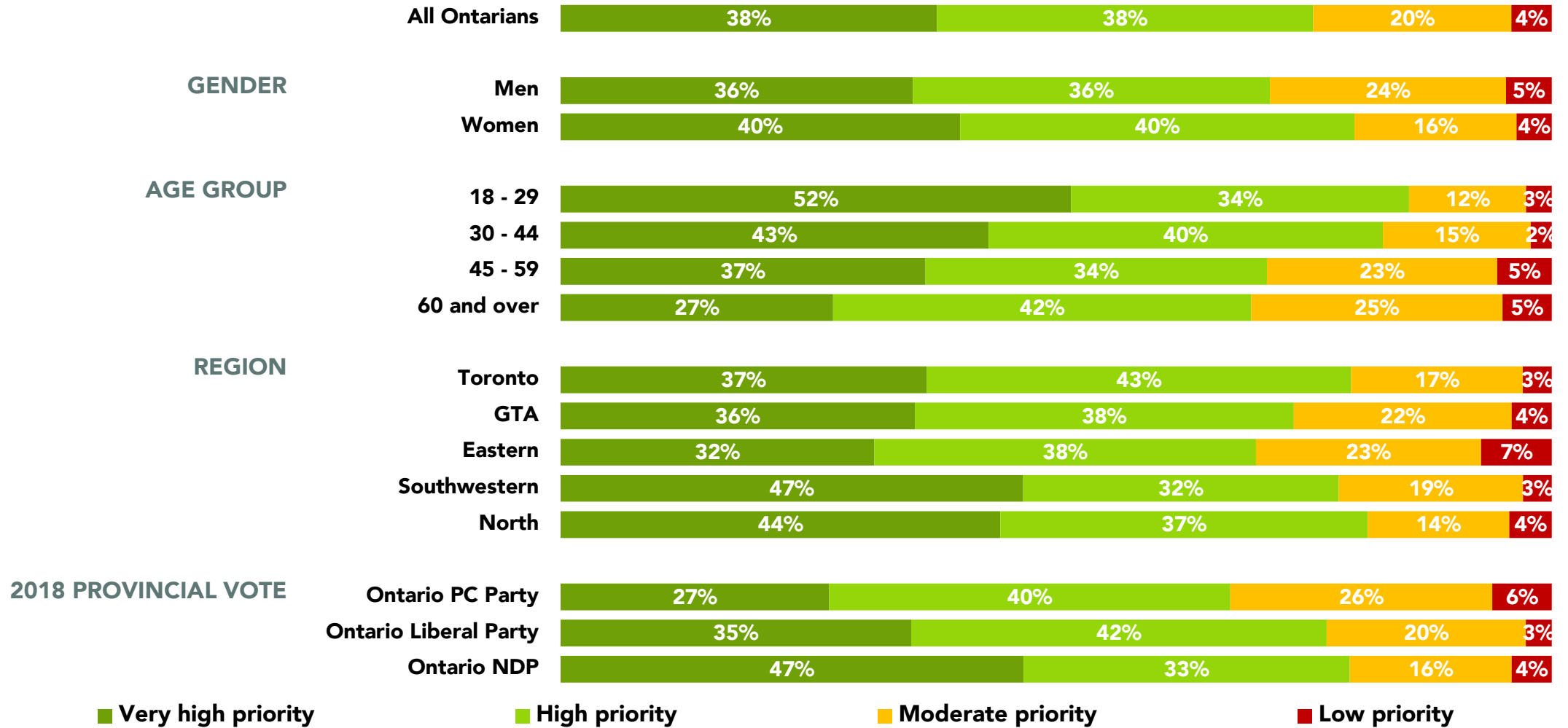
Over the past three years, do you think the decisions the Ontario government has made have made it easier, more difficult, or had no impact on housing affordability in Canada?

7 IN 10 FEEL THAT HOUSING AFFORDABILITY SHOULD BE A HIGH PRIORITY FOR THE ONTARIO GOV



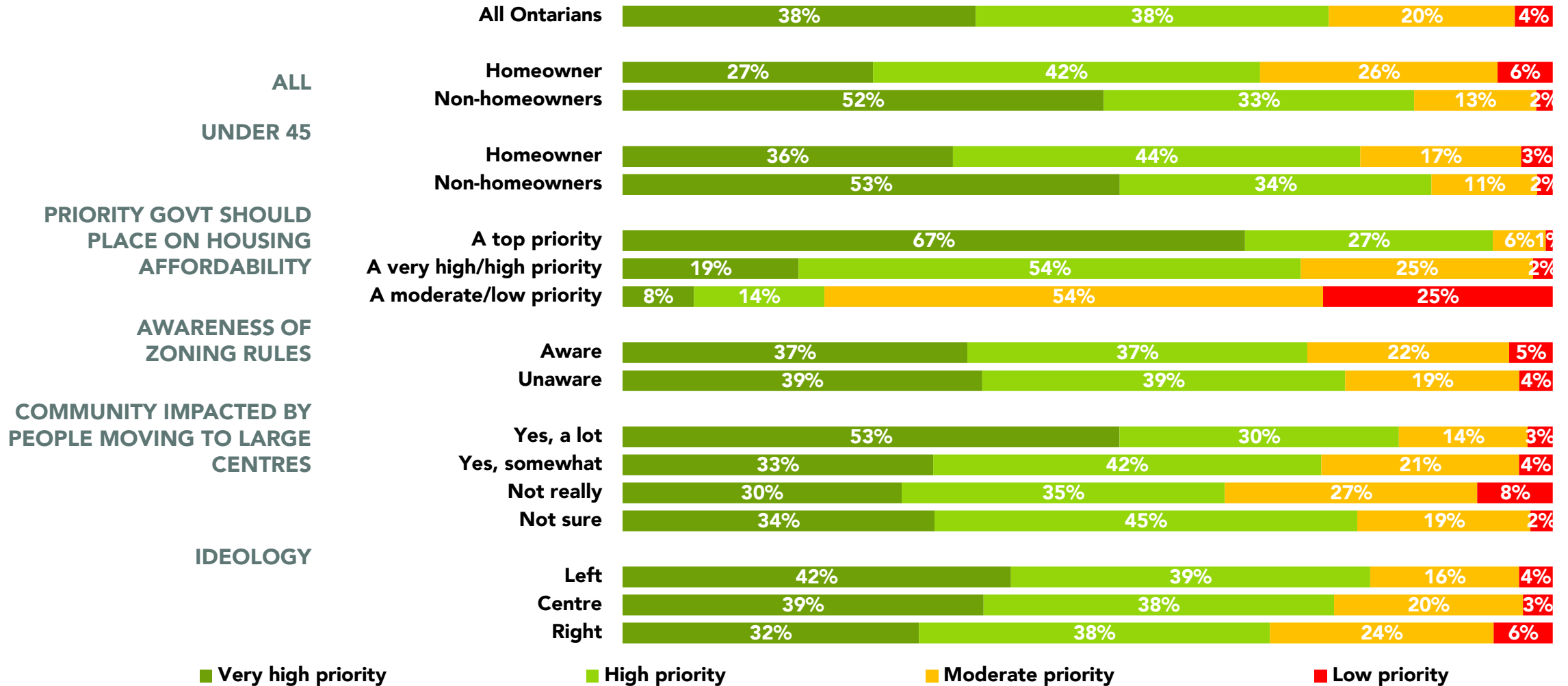
All things considered, how much of a priority should making housing more affordable be for the Ontario government?

7 IN 10 FEEL THAT HOUSING AFFORDABILITY SHOULD BE A HIGH PRIORITY FOR THE ONTARIO GOV



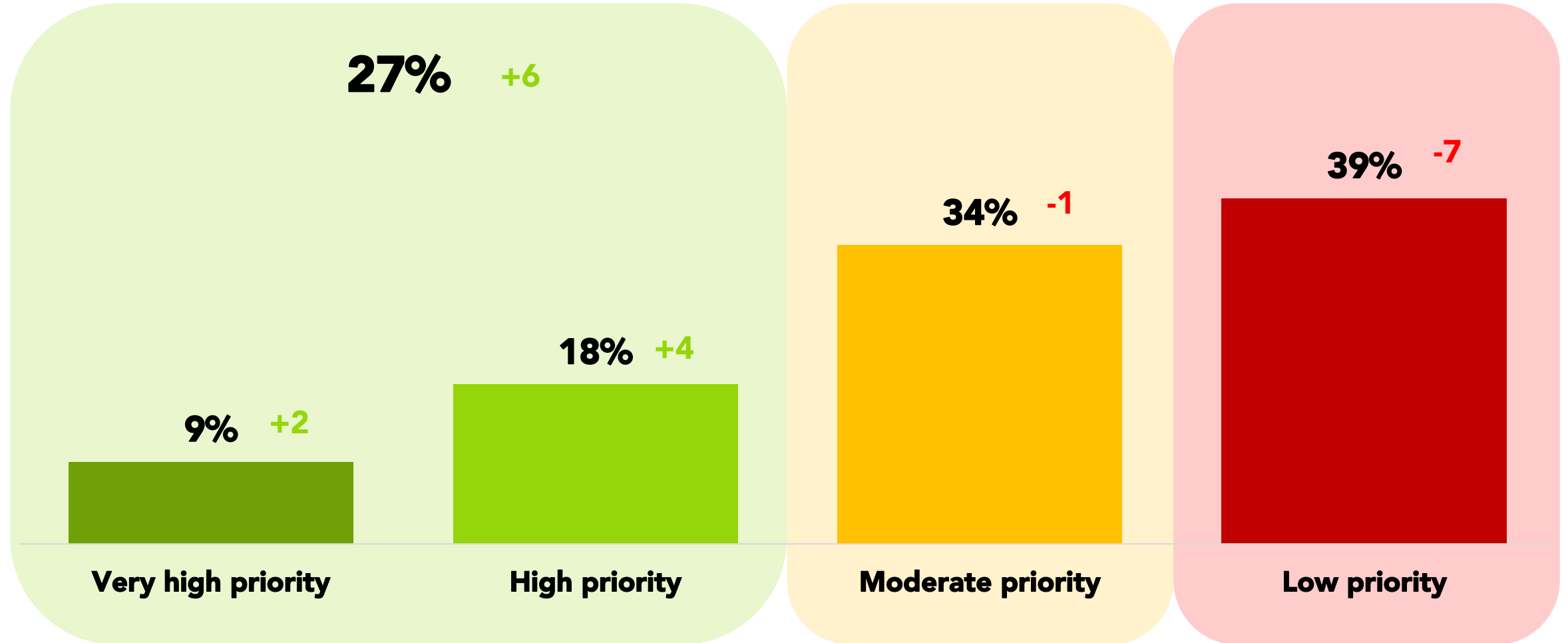
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7 IN 10 FEEL THAT HOUSING AFFORDABILITY SHOULD BE A HIGH PRIORITY FOR THE ONTARIO GOV



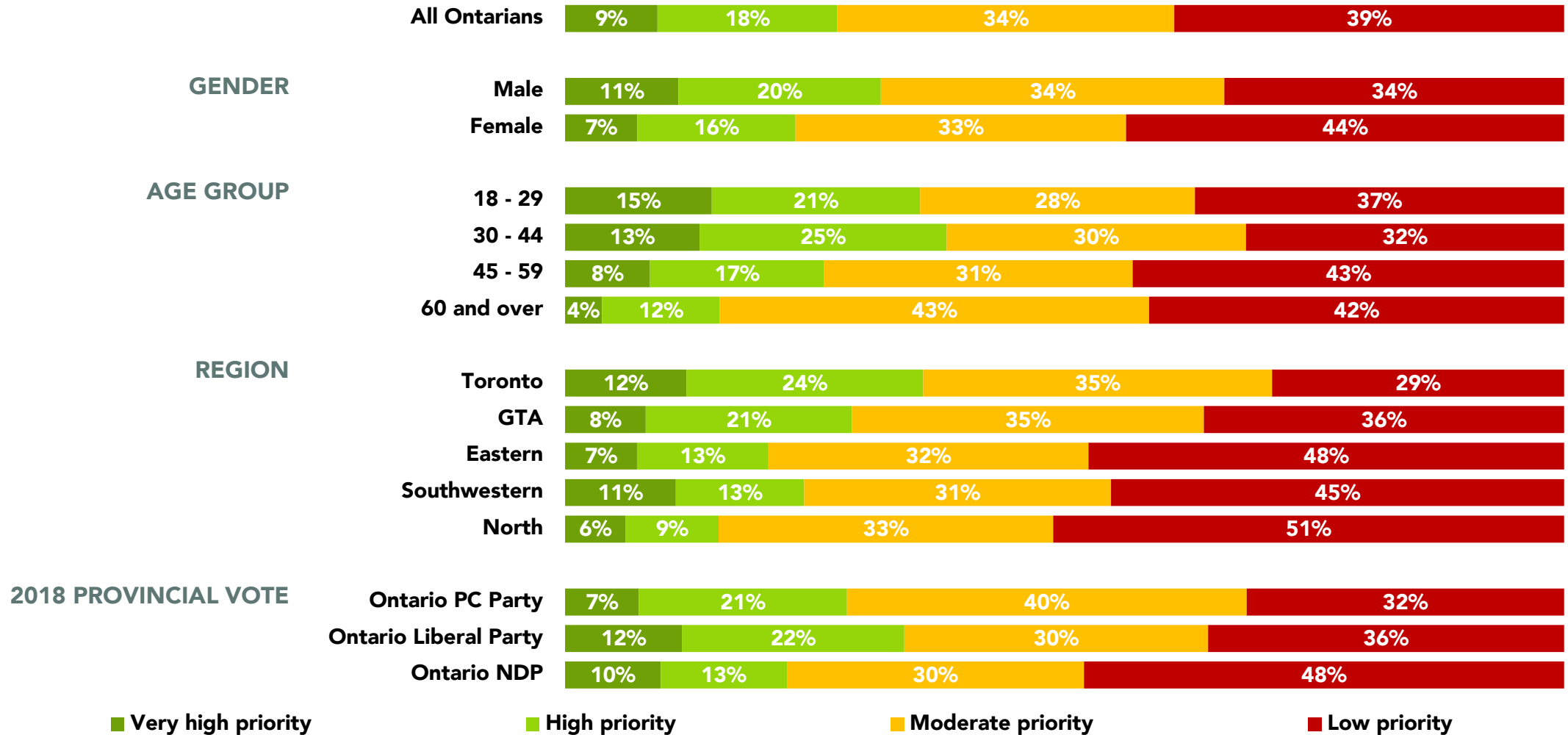
All things considered, how much of a priority should making housing more affordable be for the Ontario government?

7 IN 10 FEEL THAT HOUSING AFFORDABILITY IS CURRENTLY A MODERATE TO LOW PRIORITY FOR THE ONTARIO GOV



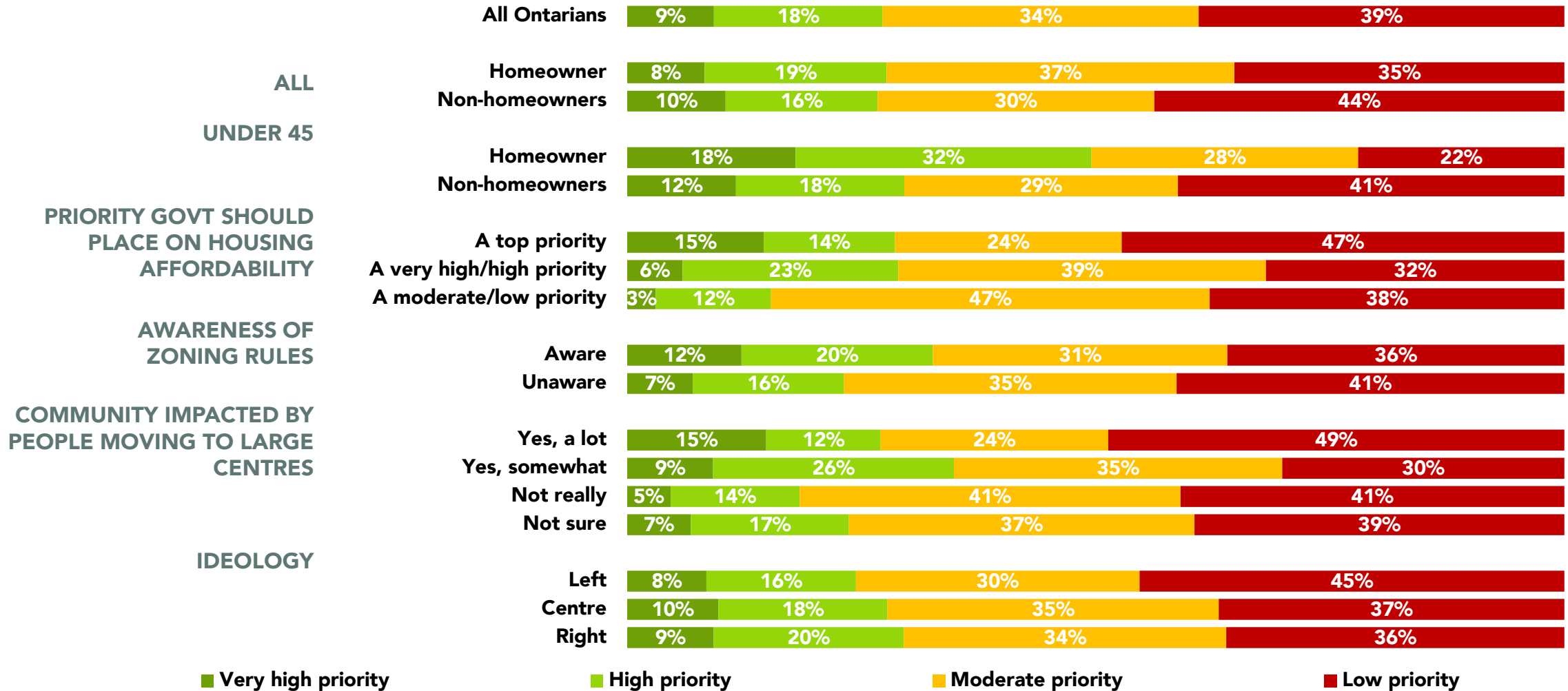
And how much of a priority do you think the Ontario government is currently putting on making housing more affordable?

7 IN 10 FEEL THAT HOUSING AFFORDABILITY IS CURRENTLY A MODERATE TO LOW PRIORITY FOR THE ONTARIO GOV



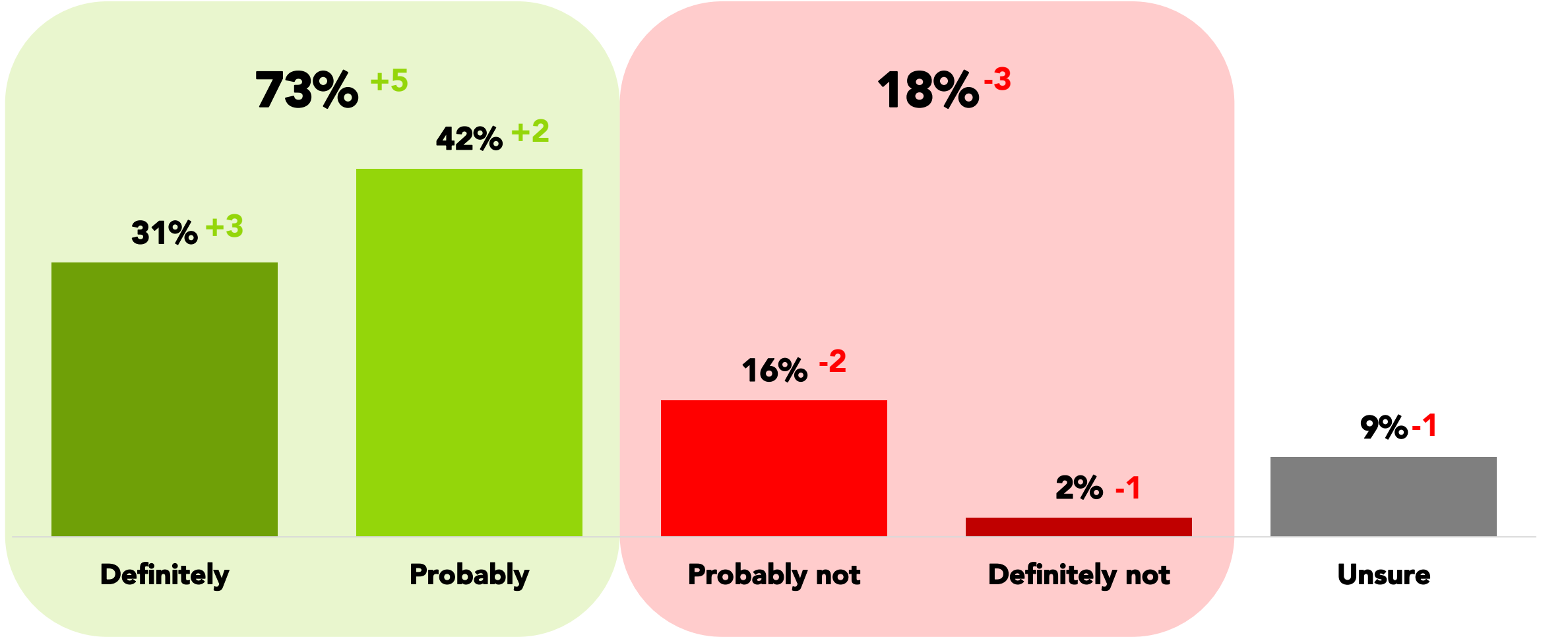
And how much of a priority do you think the Ontario government is currently putting on making housing more affordable?

7 IN 10 FEEL THAT HOUSING AFFORDABILITY IS CURRENTLY A MODERATE TO LOW PRIORITY FOR THE ONTARIO GOV



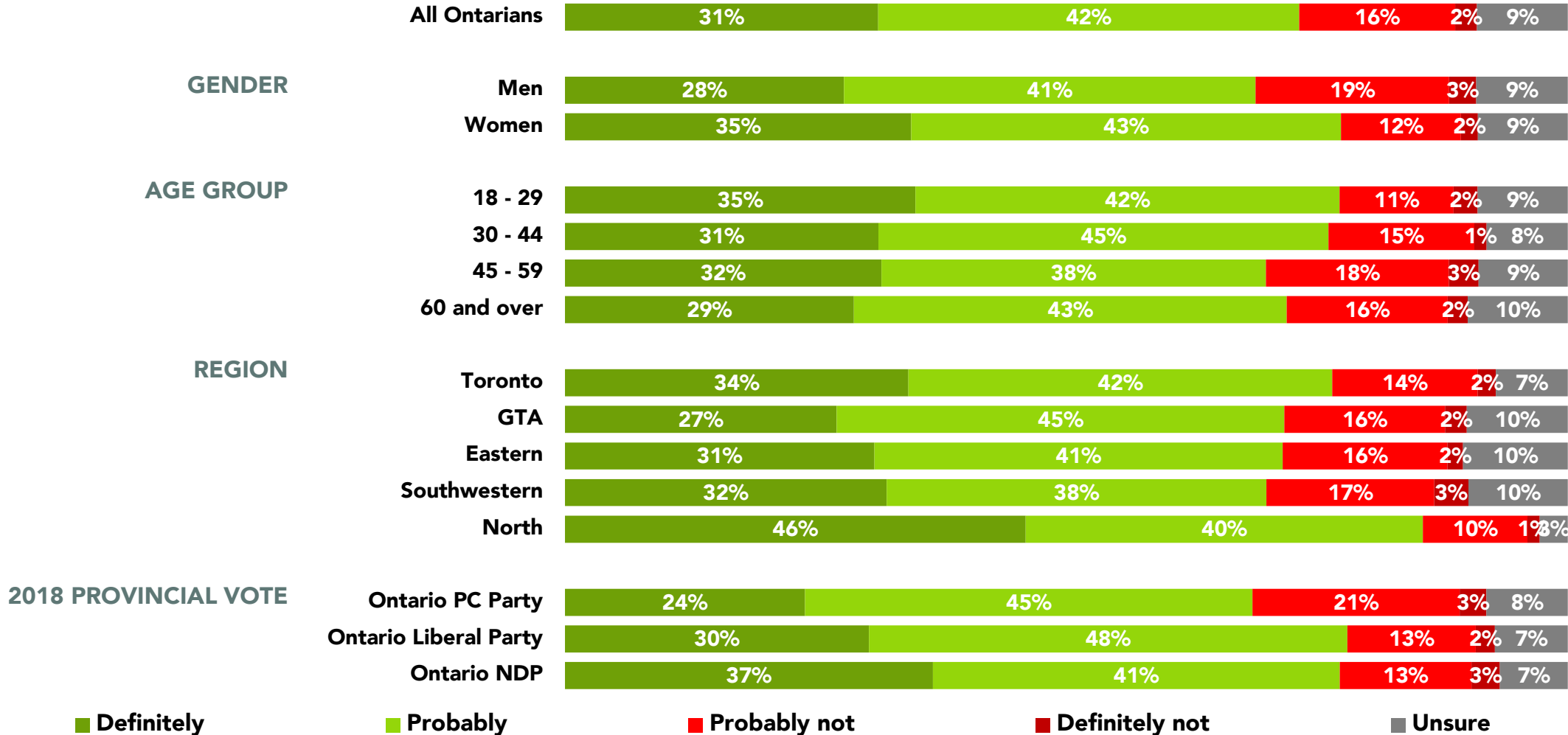
And how much of a priority do you think the Ontario government is currently putting on making housing more affordable?

7 IN 10 FEEL THAT THERE ARE THINGS THE ONTARIO GOV COULD DO TO MAKE THE HOUSING MARKET FOR AFFORDABLE



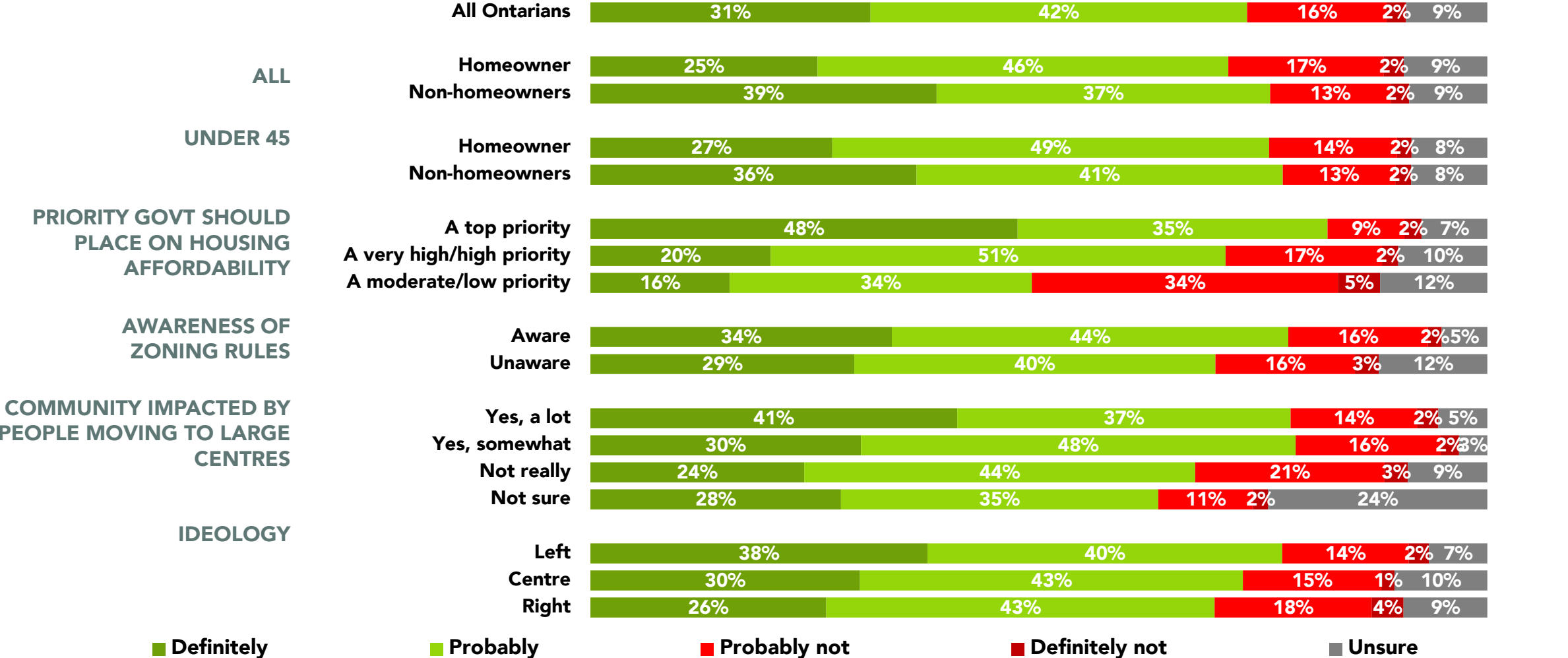
To what extent do you think there are things the Ontario government could do to help make the housing market more affordable?

7 IN 10 FEEL THAT THERE ARE THINGS THE ONTARIO GOV COULD DO TO MAKE THE HOUSING MARKET FOR AFFORDABLE



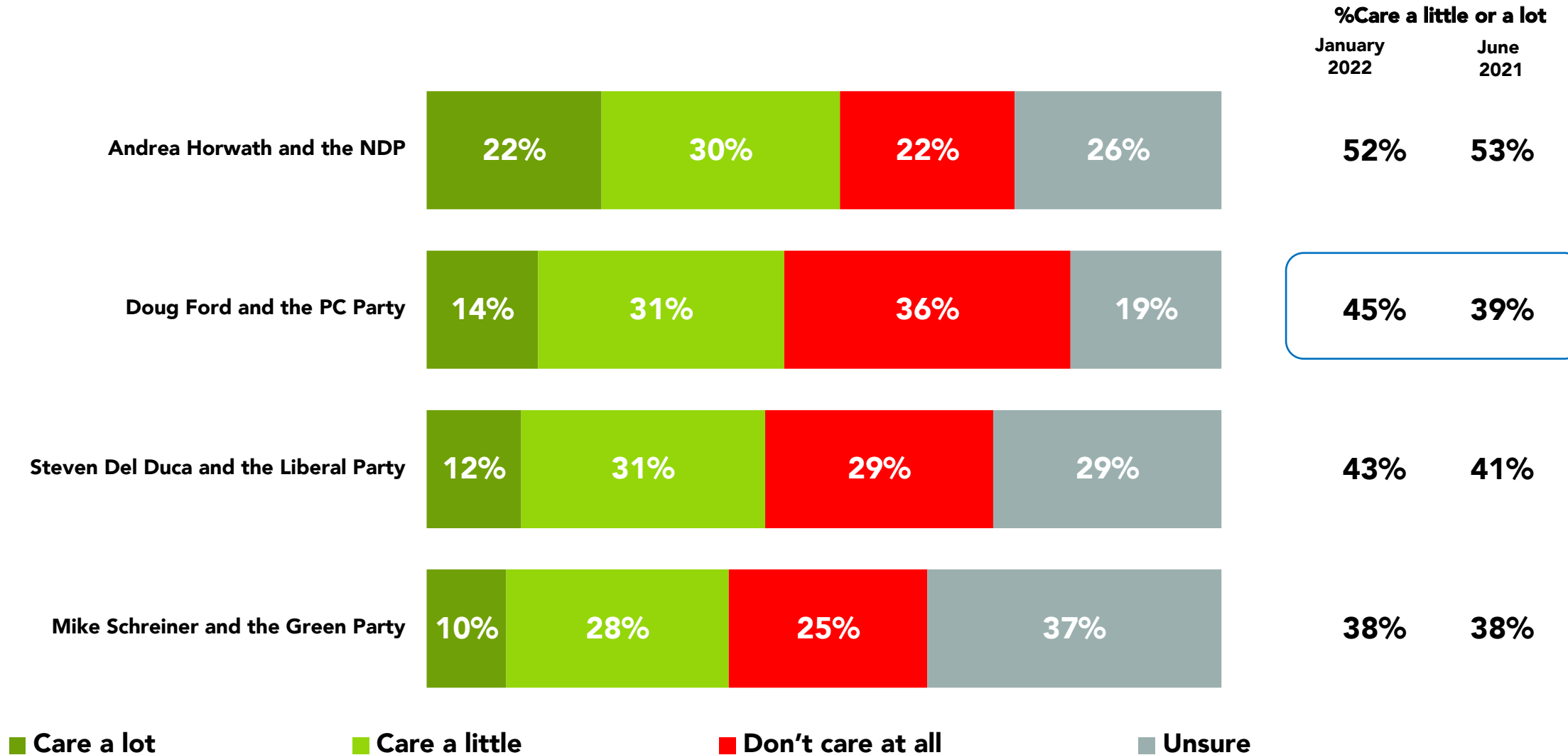
To what extent do you think there are things the Ontario government could do to help make the housing market more affordable?

7 IN 10 FEEL THAT THERE ARE THINGS THE ONTARIO GOV COULD DO TO MAKE THE HOUSING MARKET FOR AFFORDABLE



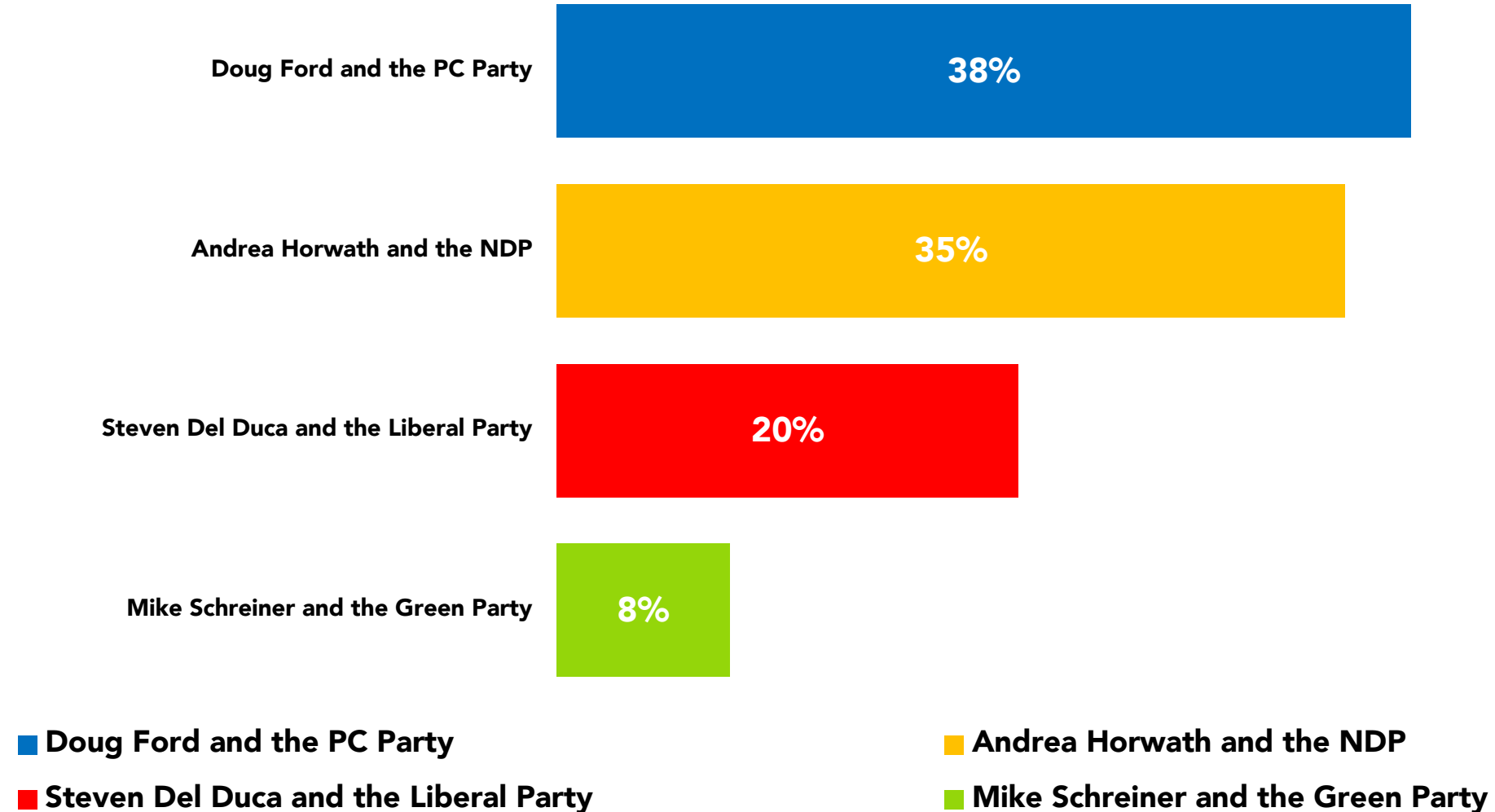
To what extent do you think there are things the Ontario government could do to help make the housing market more affordable?

DO POLITICAL LEADERS CARE?



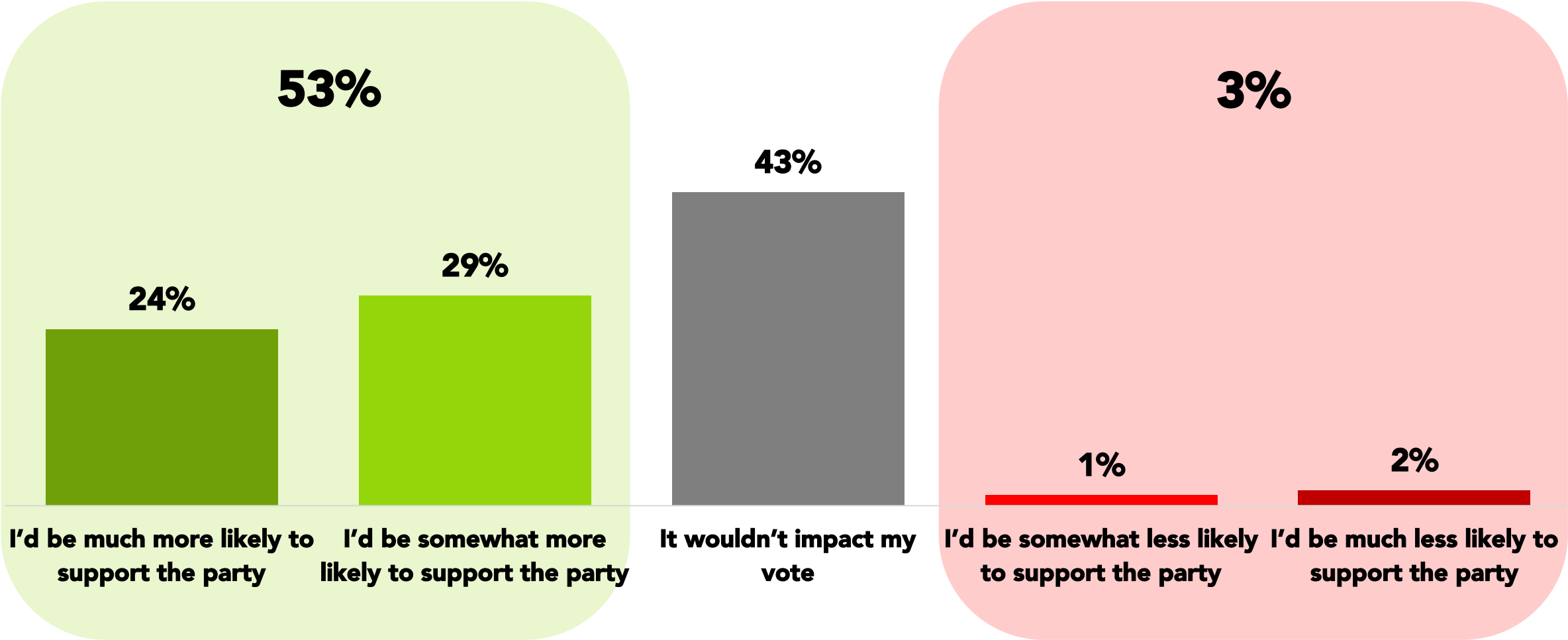
For each of the following political parties and leaders in Ontario, to what extent do you believe they care about making the housing market more affordable in Ontario?

4 IN 10 ONTARIANS BELIEVE THAT DOUG FORD AND THE PC PARTY WOULD BE BEST AT MAKING HOUSING MORE AFFORDABLE IN ONTARIO



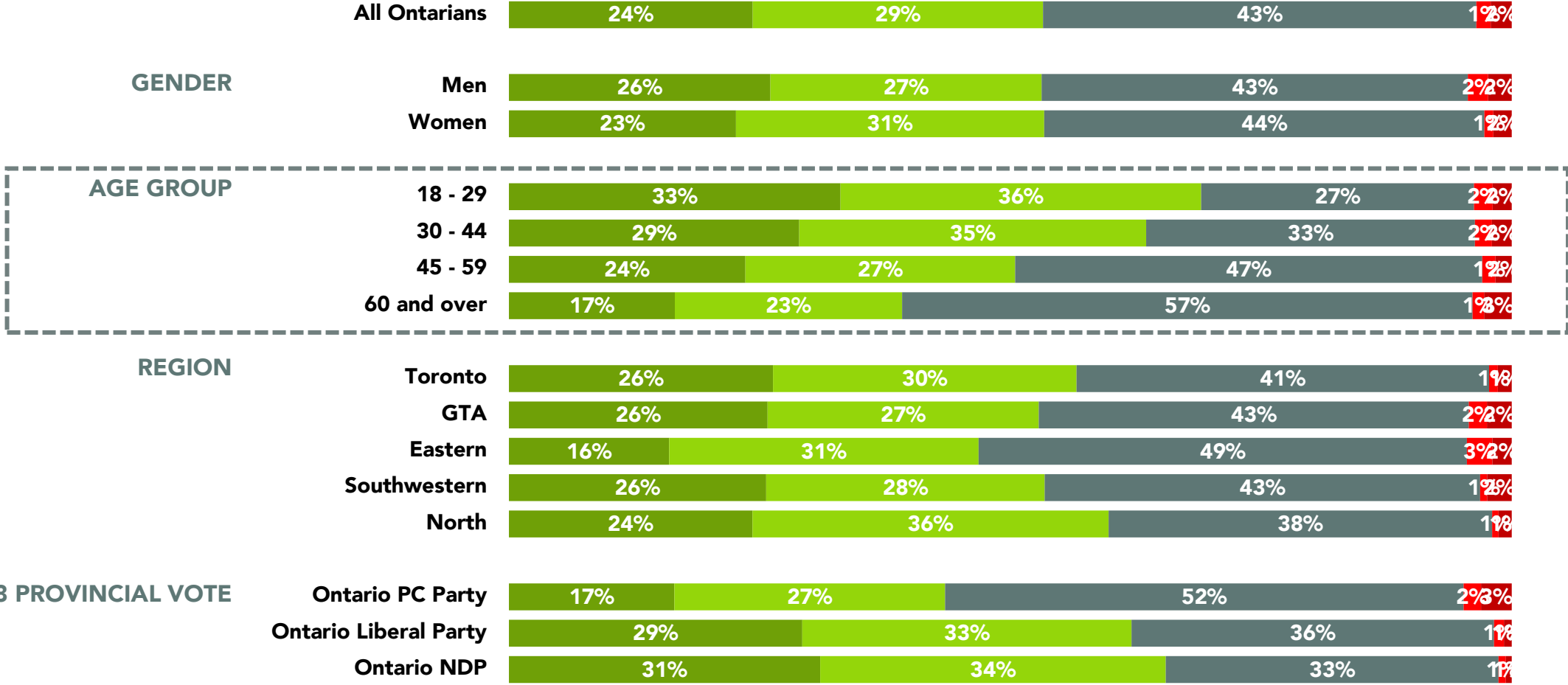
Which party and leader do you think would be BEST at making housing more affordable in Ontario?

ARE ONTARIANS MORE OR LESS LIKELY TO VOTE FOR A PARTY WITH HOUSING AFFORDABILITY AS PART OF THEIR PLATFORM?



If a political party made housing affordability a central part of its election platform, would you be more or less likely to support the party in the next election?

ARE ONTARIANS MORE OR LESS LIKELY TO VOTE FOR A PARTY WITH HOUSING AFFORDABILITY AS PART OF THEIR PLATFORM?

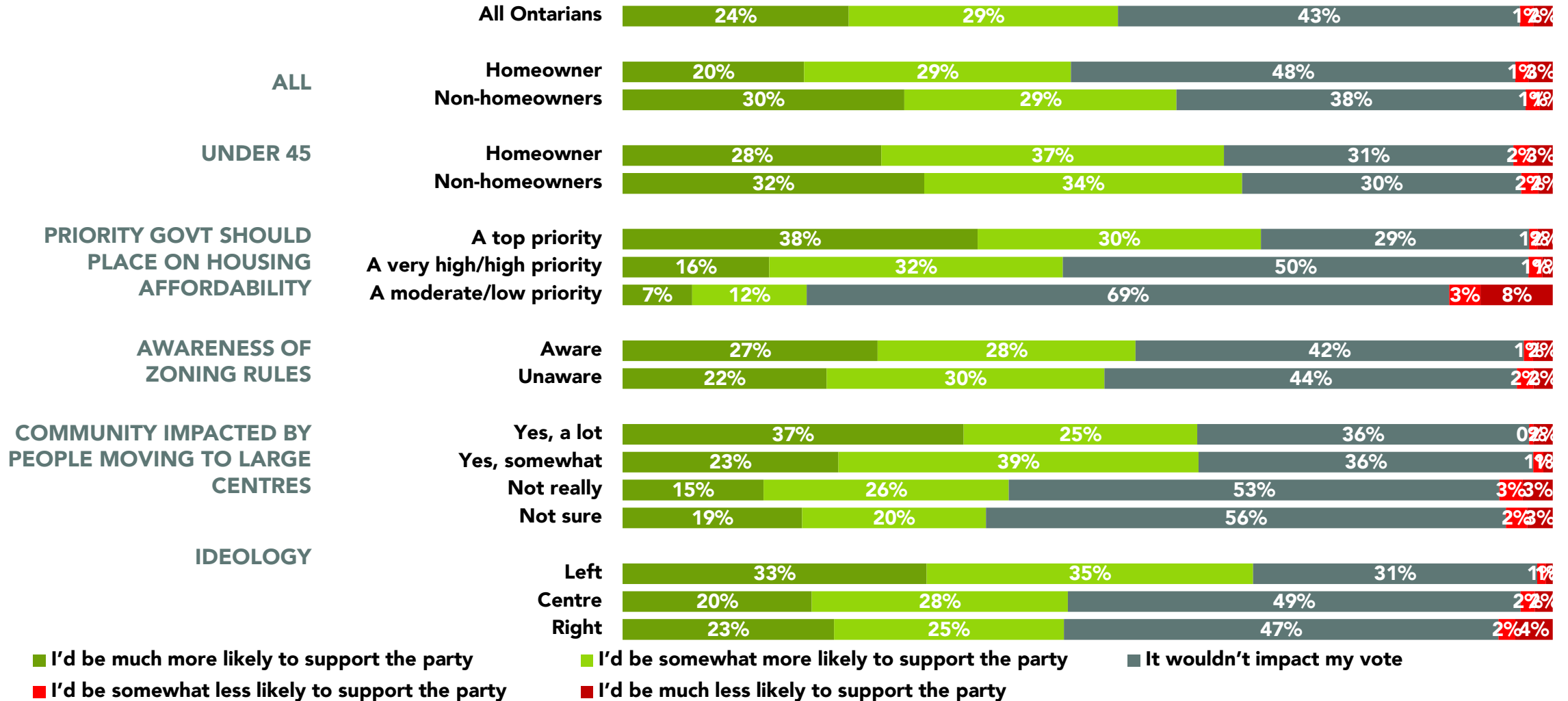


■ I'd be much more likely to support the party
 ■ I'd be somewhat more likely to support the party
 ■ It wouldn't impact my vote
■ I'd be somewhat less likely to support the party
 ■ I'd be much less likely to support the party



If a political party made housing affordability a central part of its election platform, would you be more or less likely to support the party in the next election?

ARE ONTARIANS MORE OR LESS LIKELY TO VOTE FOR A PARTY WITH HOUSING AFFORDABILITY AS PART OF THEIR PLATFORM?



If a political party made housing affordability a central part of its election platform, would you be more or less likely to support the party in the next election?

An aerial photograph of a large lake with several islands, surrounded by dense forest with vibrant autumn foliage in shades of orange, yellow, and red. The sky is overcast with grey clouds.

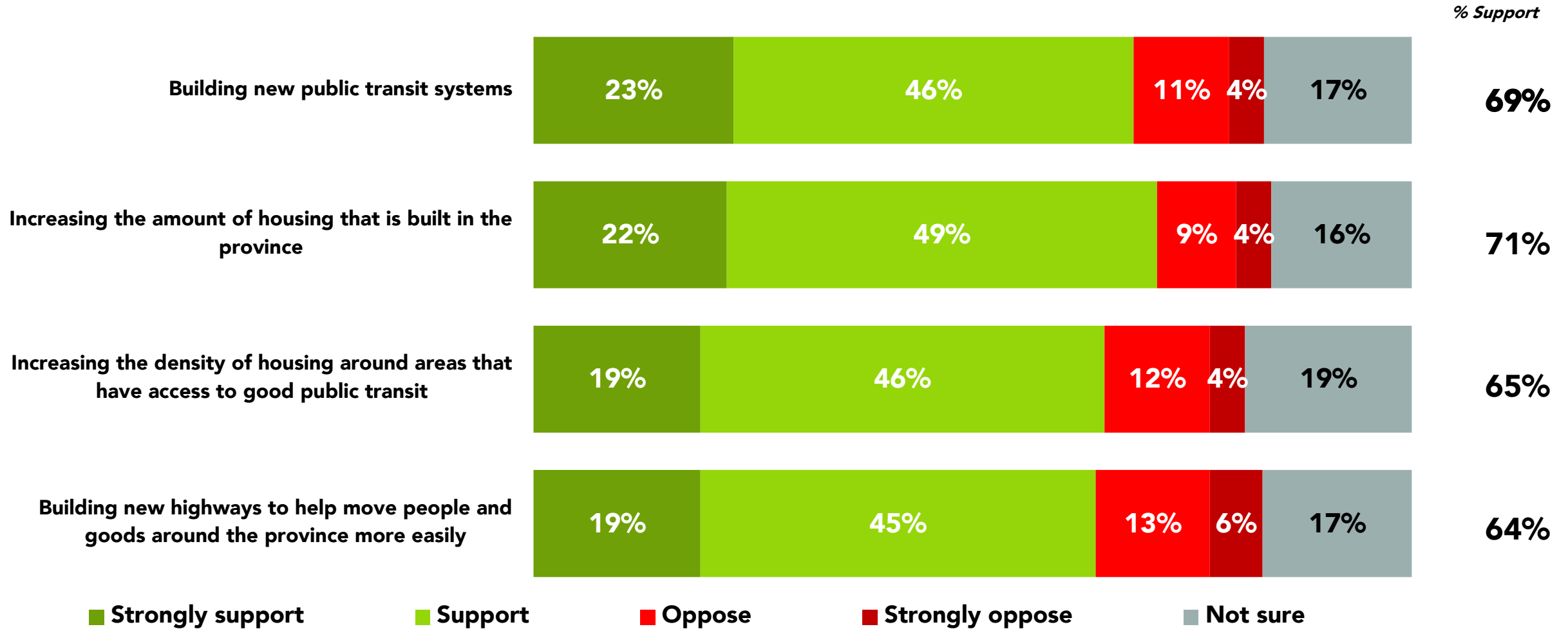
POLICY DIRECTIONS

ABACUS DATA

KEY FINDINGS

- Increasing the amount of housing that is built in the province receives the most support (71%) among four possible housing/transportation promises parties could make. Building new public transit systems (69%) is the second most supported.
 - Support is similar for those most impacted by housing affordability: those under 45 years of age and those who are not currently homeowners.
- There is a lot of support for a range of ideas that the Government could pursue to make housing more affordable. These include efforts to stop money laundering, creating incentives for home energy efficiency, tax credits or tax reductions, and land re-development.
 - Increasing taxes on foreign buyers of residential property and stopping money laundering are the ideas that get the highest “strongly support.”
- Making it easier for first-time home buyers is the clear preference for non-homeowners.

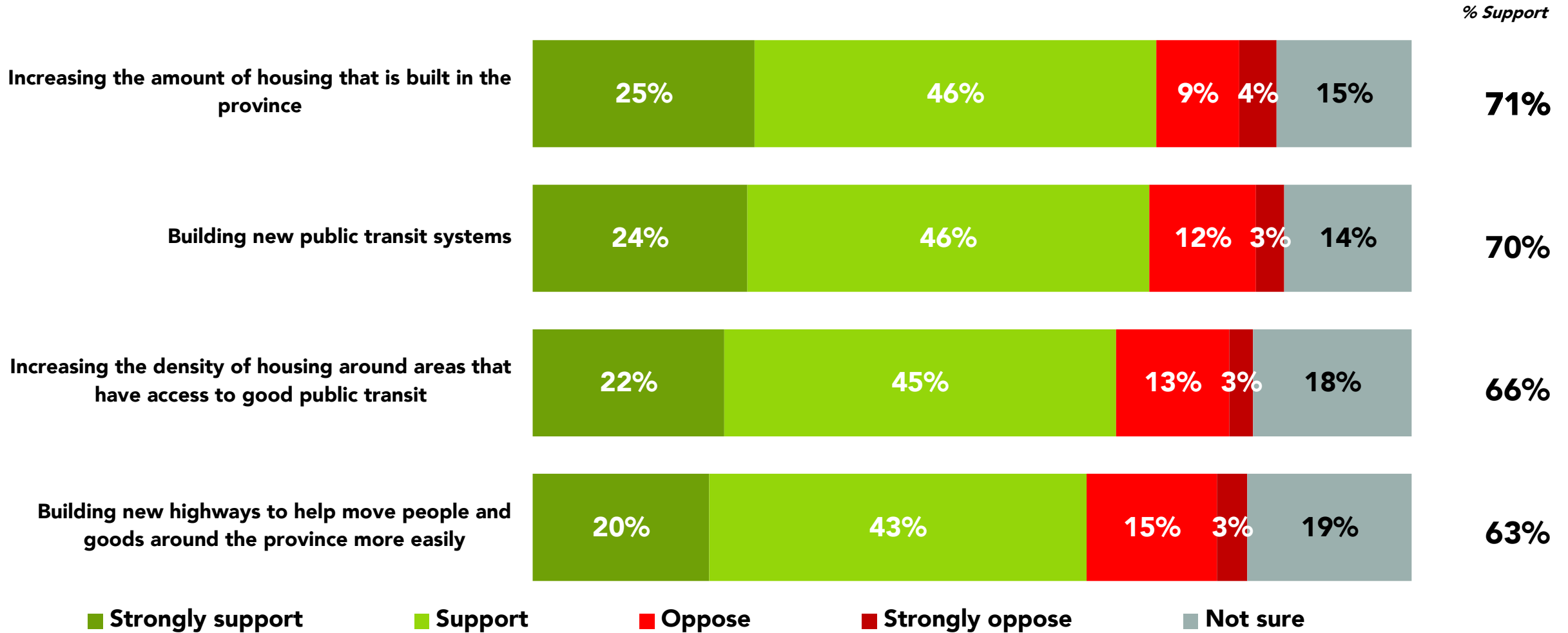
SUPPORT FOR POLITICAL PROMISES



Looking to the next provincial election, are you someone who would support or oppose political parties in Ontario promising the following?

SUPPORT FOR POLITICAL PROMISES

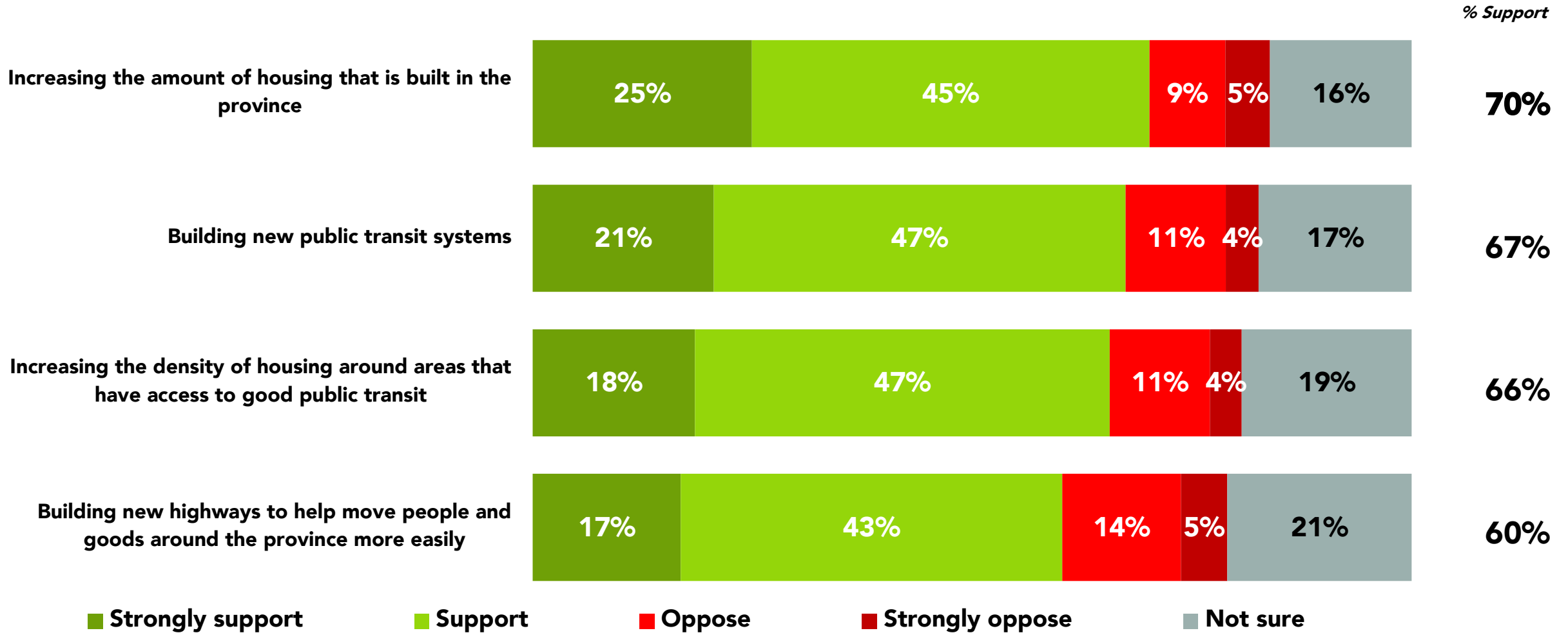
UNDER 45



Looking to the next provincial election, are you someone who would support or oppose political parties in Ontario promising the following?

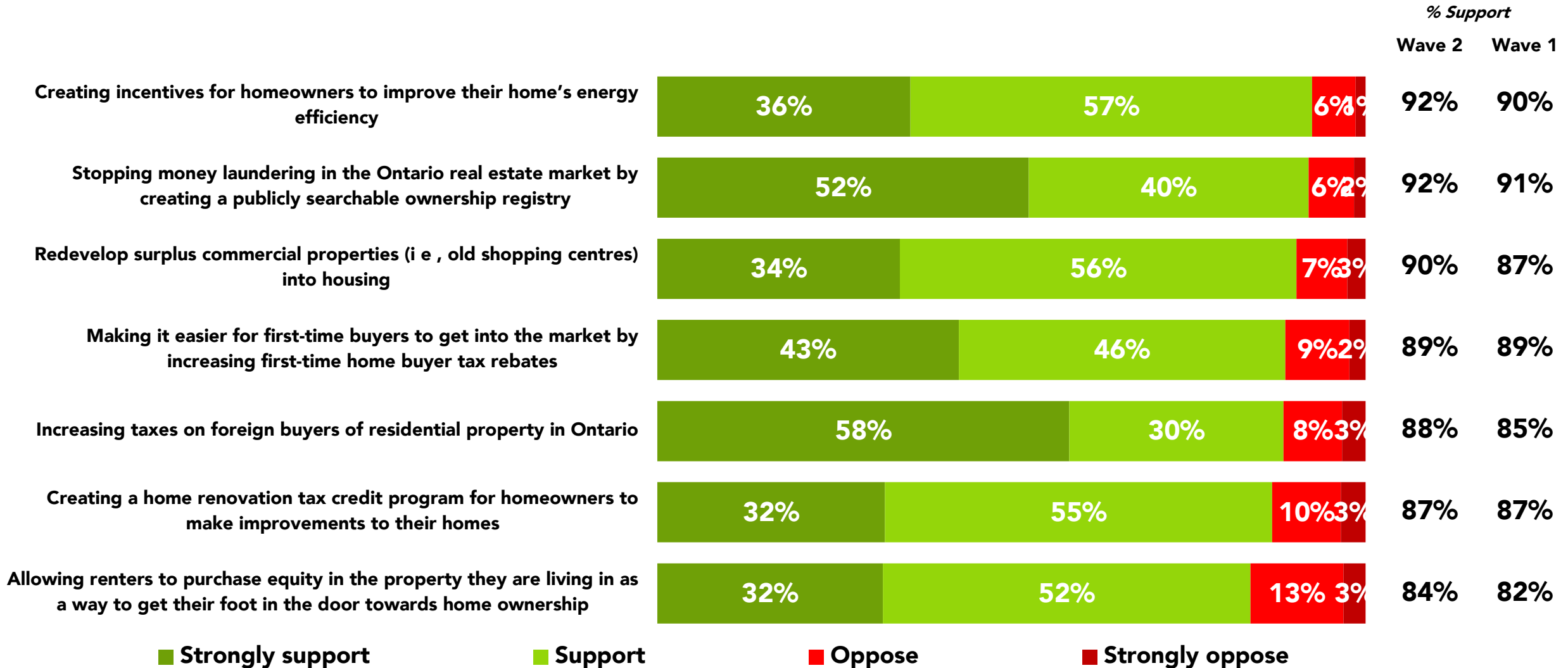
SUPPORT FOR POLITICAL PROMISES

NON-HOMEOWNERS



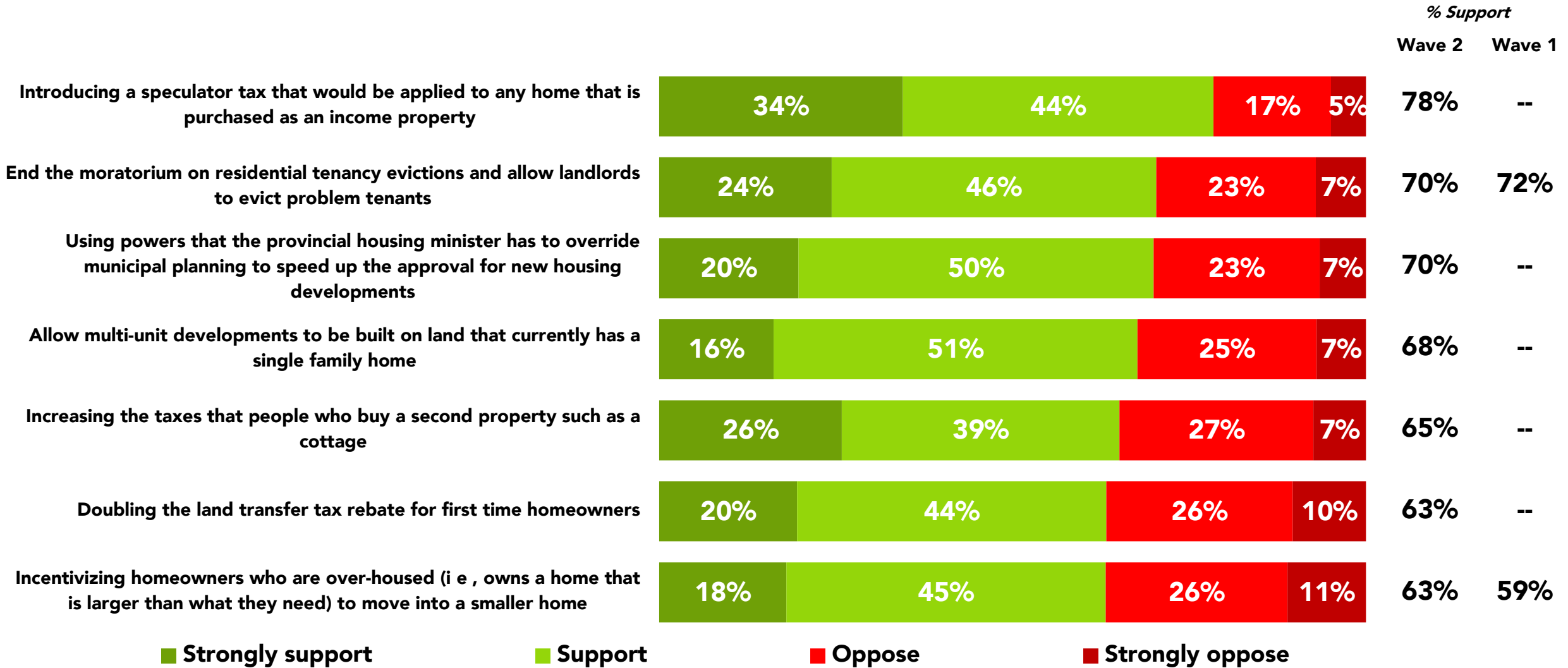
Looking to the next provincial election, are you someone who would support or oppose political parties in Ontario promising the following?

SUPPORT FOR HOUSING AFFORDABILITY INITIATIVES – TOP IDEAS



Below are several ideas that the Ontario government could pursue to make it more affordable to buy a home in Ontario. For each, tell us whether it is something you would support or oppose?

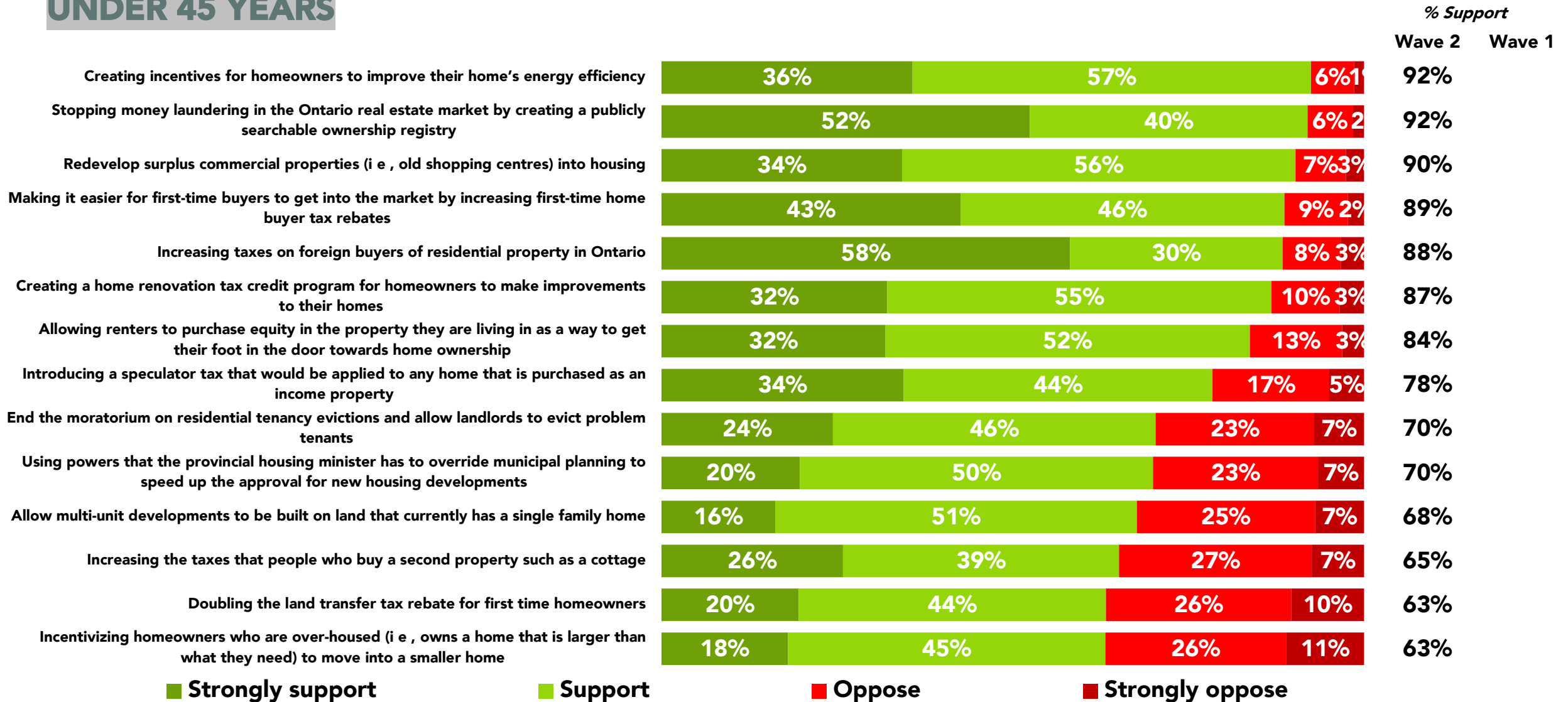
SUPPORT FOR HOUSING AFFORDABILITY INITIATIVES



Below are several ideas that the Ontario government could pursue to make it more affordable to buy a home in Ontario. For each, tell us whether it is something you would support or oppose?

SUPPORT FOR HOUSING AFFORDABILITY INITIATIVES – TOP IDEAS

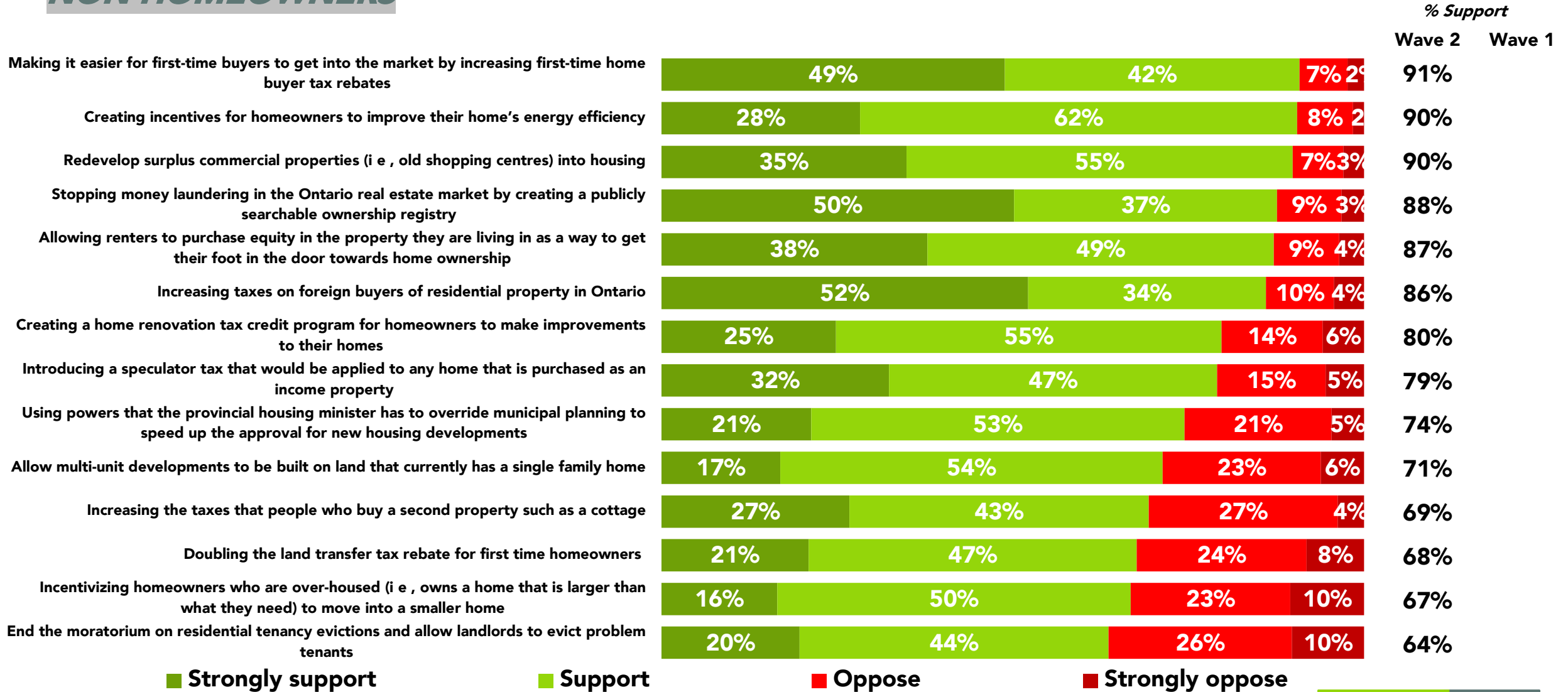
UNDER 45 YEARS



Below are several ideas that the Ontario government could pursue to make it more affordable to buy a home in Ontario. For each, tell us whether it is something you would support or oppose?

SUPPORT FOR HOUSING AFFORDABILITY INITIATIVES – TOP IDEAS

NON-HOMEOWNERS



Below are several ideas that the Ontario government could pursue to make it more affordable to buy a home in Ontario. For each, tell us whether it is something you would support or oppose?



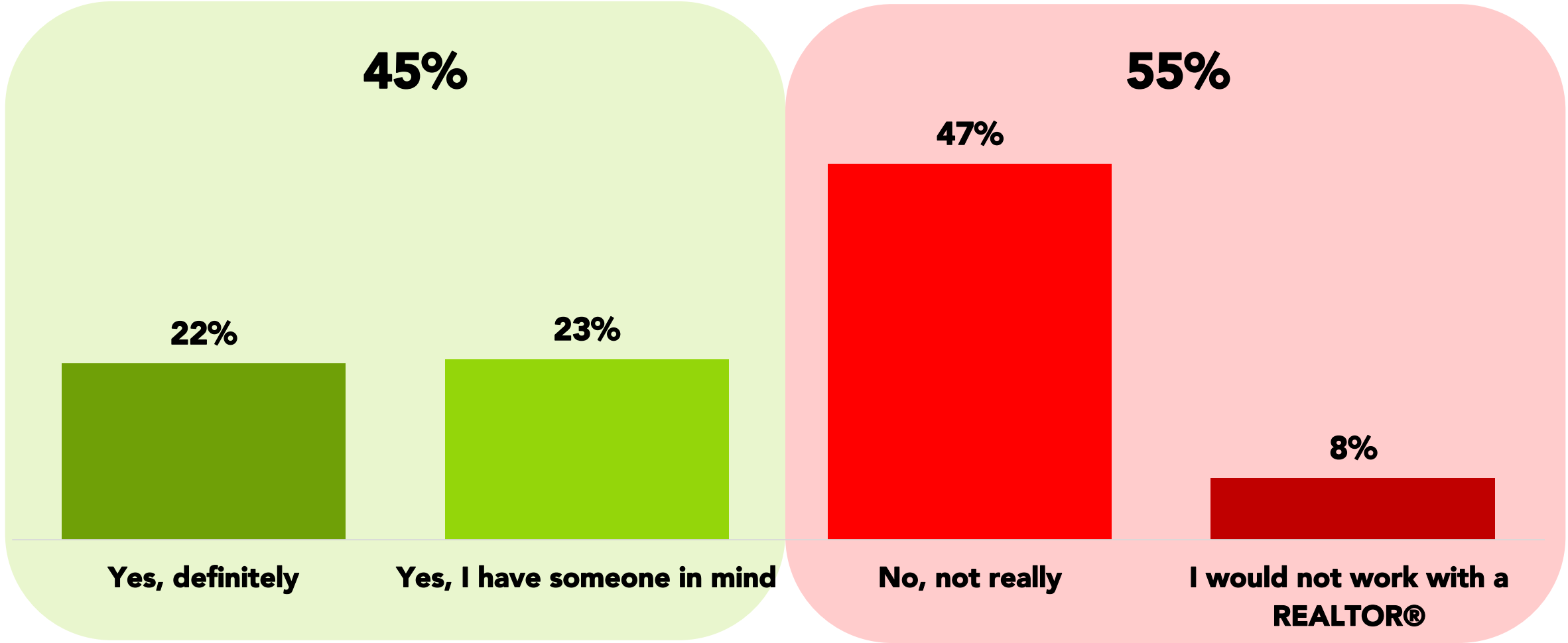
USE AND PERCEPTION OF REALTORS®/OREA

ABACUS DATA

KEY FINDINGS

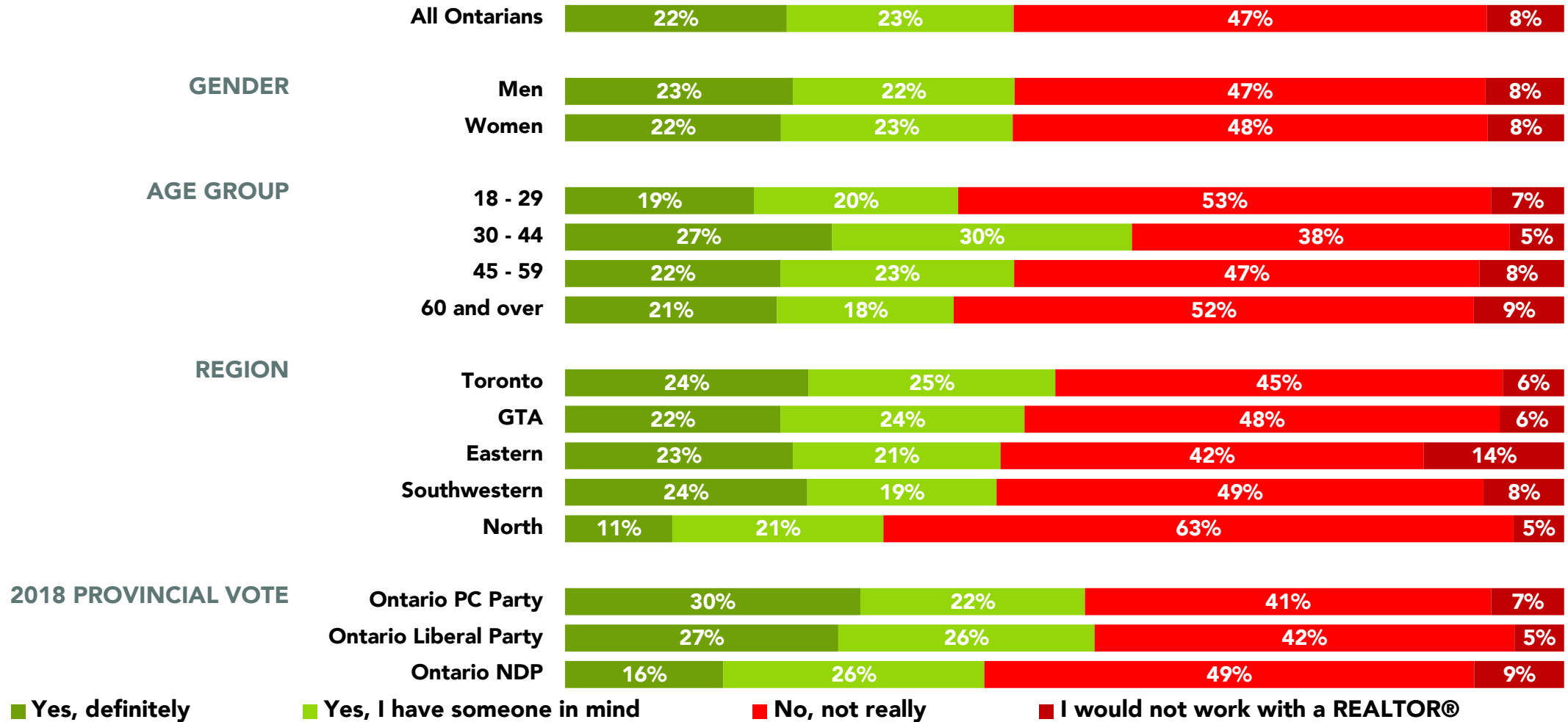
- Almost half of Ontarians either definitely have a REALTOR® that they would work with (22%) or have someone in mind they would work with (23%).
- Two thirds (65%) believe that REALTORS® are on the side of high prices since that helps them make more money rather than on the side of consumers. Those who definitely have a REALTOR® that would work with are much less pessimistic about whose side REALTORS® are on (41%).
- A large majority (65%) of Ontarians believe REALTORS® are best served by a fair and well functioning housing market. Fewer believe that REALTORS® can be trusted to provide fair and unbiased advice (45%) or that they put the interest of their clients above their own needs (40%).
 - Almost 1 in 5 are not sure about REALTORS®.
- Just under half (46%) of the province is aware of the Ontario Real Estate Association (OREA) and 40% believes it is credible when it advocates for changes to how real estate is regulated in Ontario and making housing more affordable. Only 22% think OREA is not credible.

WORKING WITH A REALTOR®



Do you have a REALTOR® that you would work with to buy or sell a home or to get advice on the housing market?

WORKING WITH A REALTOR®



Do you have a REALTOR® that you would work with to buy or sell a home or to get advice on the housing market?

WHICH OF THE FOLLOWING IS CLOSER TO YOUR VIEW?

REALTORS® are on the side of high prices since that helps them make more money

65%

REALTORS® are on the side of consumers since they advocate to make homeownership easier and more accessible to more people.

35%

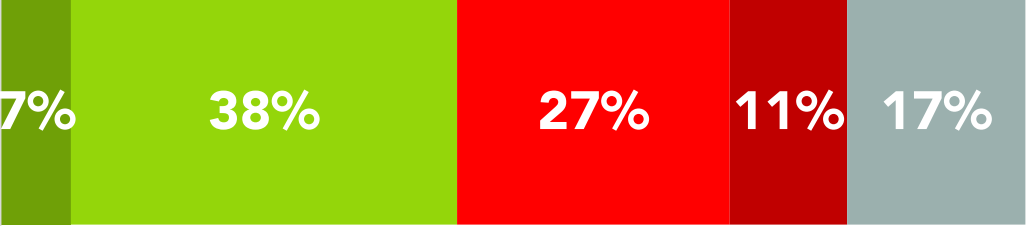
Which of the following is closer to your view of REALTORS®?

AGREEMENT WITH THE FOLLOWING...

REALTORS® are best served by a fair and well functioning housing market.



REALTORS® can be trusted to provide fair and unbiased advice



REALTORS® put the interest of their clients above their own needs



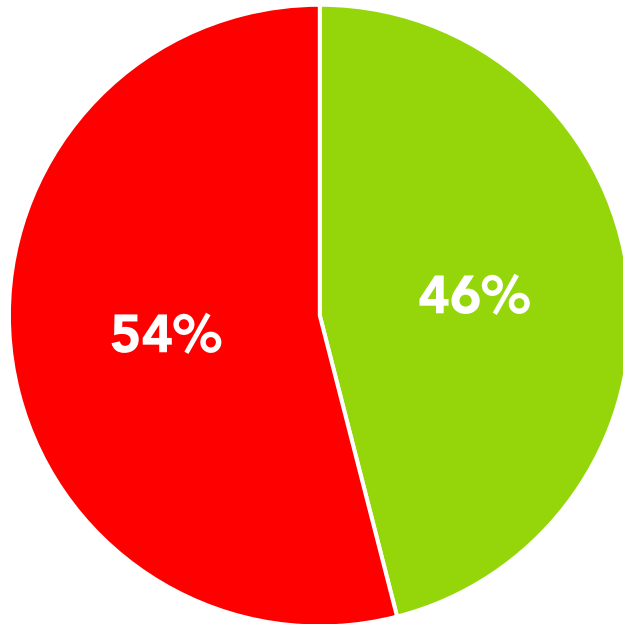
Strongly agree **Agree** **Disagree** **Strongly disagree** **Unsure**



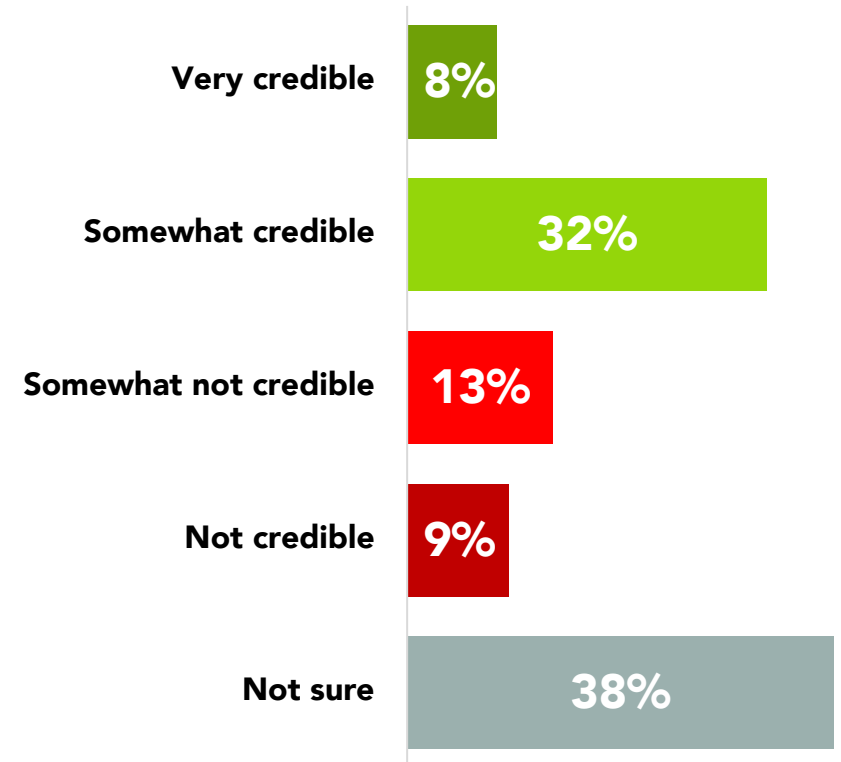
Do you agree or disagree with each of the following?

AWARENESS OF OREA

- Aware
- Not aware



CREDIBILITY OF OREA



Are you aware or unaware of the Ontario Real Estate Association (OREA)?

How credible do you think the Ontario Real Estate Association (OREA) is when it advocates for changes to how real estate is regulated in Ontario and making housing more affordable?