

**46% OF PROSPECTIVE HOME BUYERS UNDER THE AGE OF 45 ARE CONSIDERING MOVING OUT OF THE PROVINCE TO AFFORD A HOME.**

**MORE THAN HALF OF THESE ASPIRING BUYERS (56%) ARE PESSIMISTIC ABOUT THE POSSIBILITY OF BUYING A HOME IN THE COMMUNITY THEY WANT TO LIVE IN.**

**A VERY STRONG MAJORITY OF ONTARIANS FEEL THAT HOUSING AFFORDABILITY SHOULD BE A VERY HIGH (31%) OR A HIGH (36%) PRIORITY FOR THE GOVERNMENT OF ONTARIO.**

**ABACUS DATA**

DETAILED RESULTS

# HOUSING AFFORDABILITY IN ONTARIO PERCEPTIONS, IMPACTS AND SOLUTIONS

CONDUCTED FOR 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 June 1 and 7, 2021. 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.

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

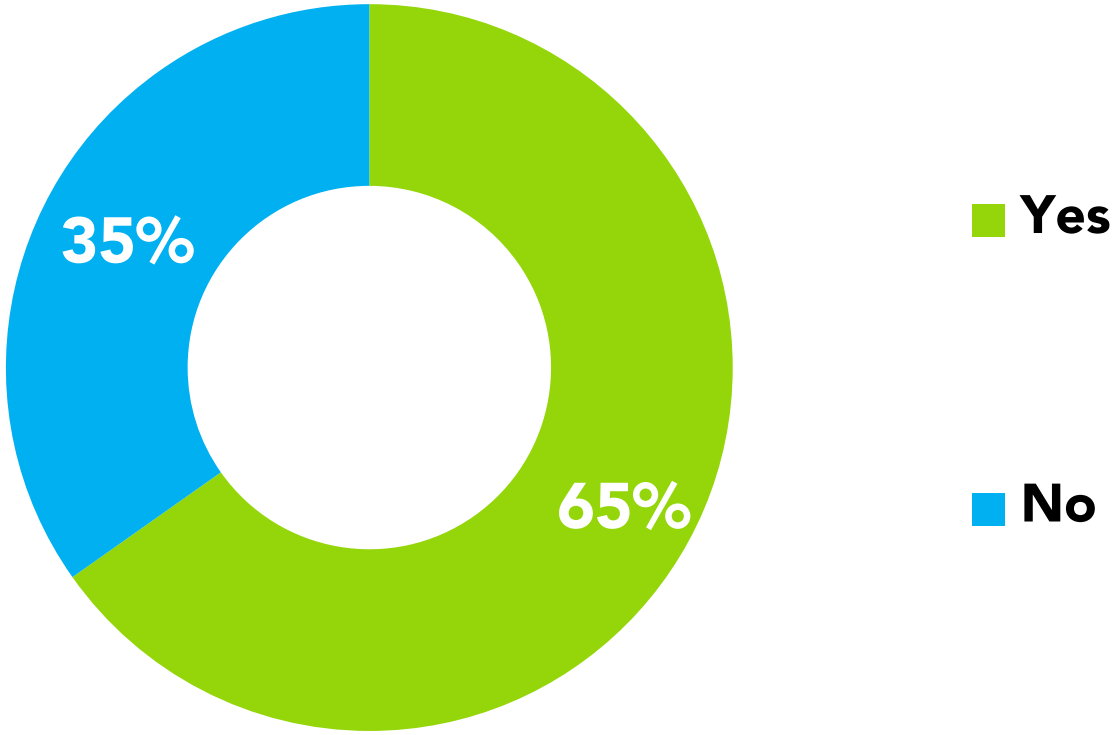
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# KEY FINDINGS

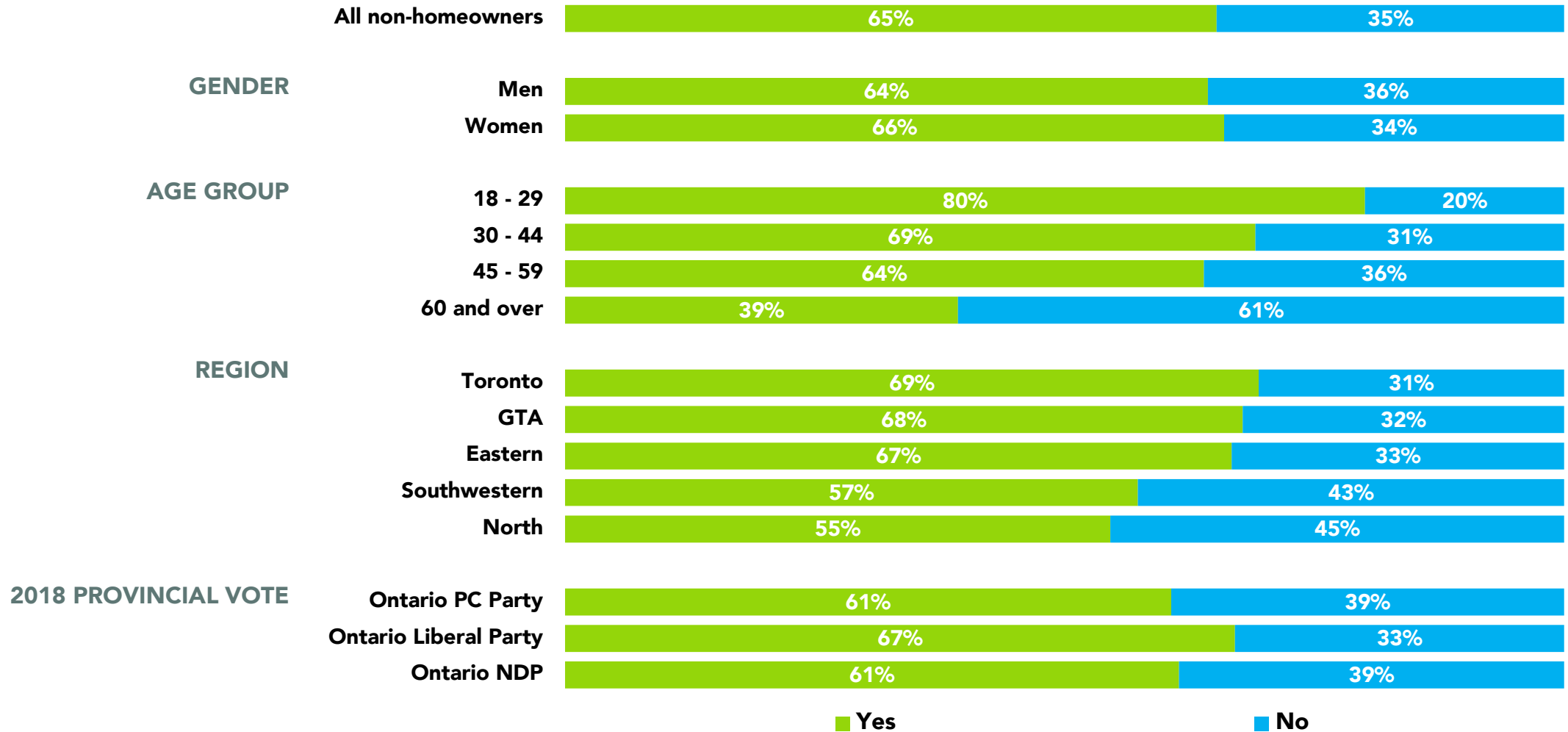
- A majority (65%) of non-homeowners want to own a residential property. Among young people (18-29 years) 80% want to own a home.
- For many non-homeowners, home ownership is aspirational and important: 56% say they are someone who really wants to own a home. Young people are even more likely to say that it is important.
- More than half (56%) 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.
  - Among those who want to buy a home, 48% are pessimistic and 22% are at least somewhat optimistic.
- 42% of non-homeowners who want to buy expect to do so in the next 5 years.
- A single detached house (56%) is the housing preference for those who do not own. While this is lower than the current housing type of existing owners, it indicates a strong demand for detached housing.
- All housing types are viewed by non-homeowners as unaffordable, with townhouses and condos only slightly more affordable than detached or semi-detached homes.
- Affordability and space are the two more important considerations when making a decision about which property to buy.

# 7 IN 10 WANT TO OWN A RESIDENTIAL PROPERTY ONE DAY



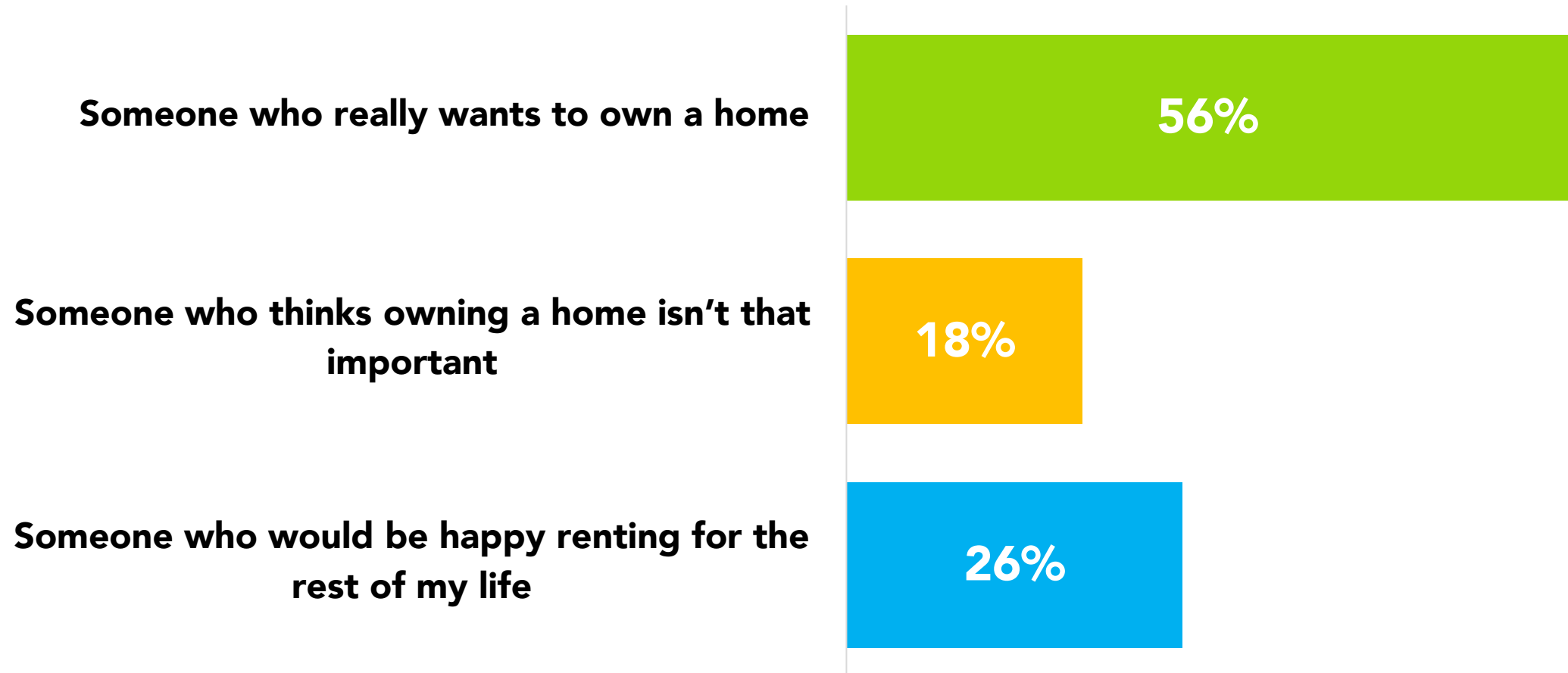
'Do you want to own a residential property like a house, townhouse, or condo someday? [Those who do not own a residential property, n=872]

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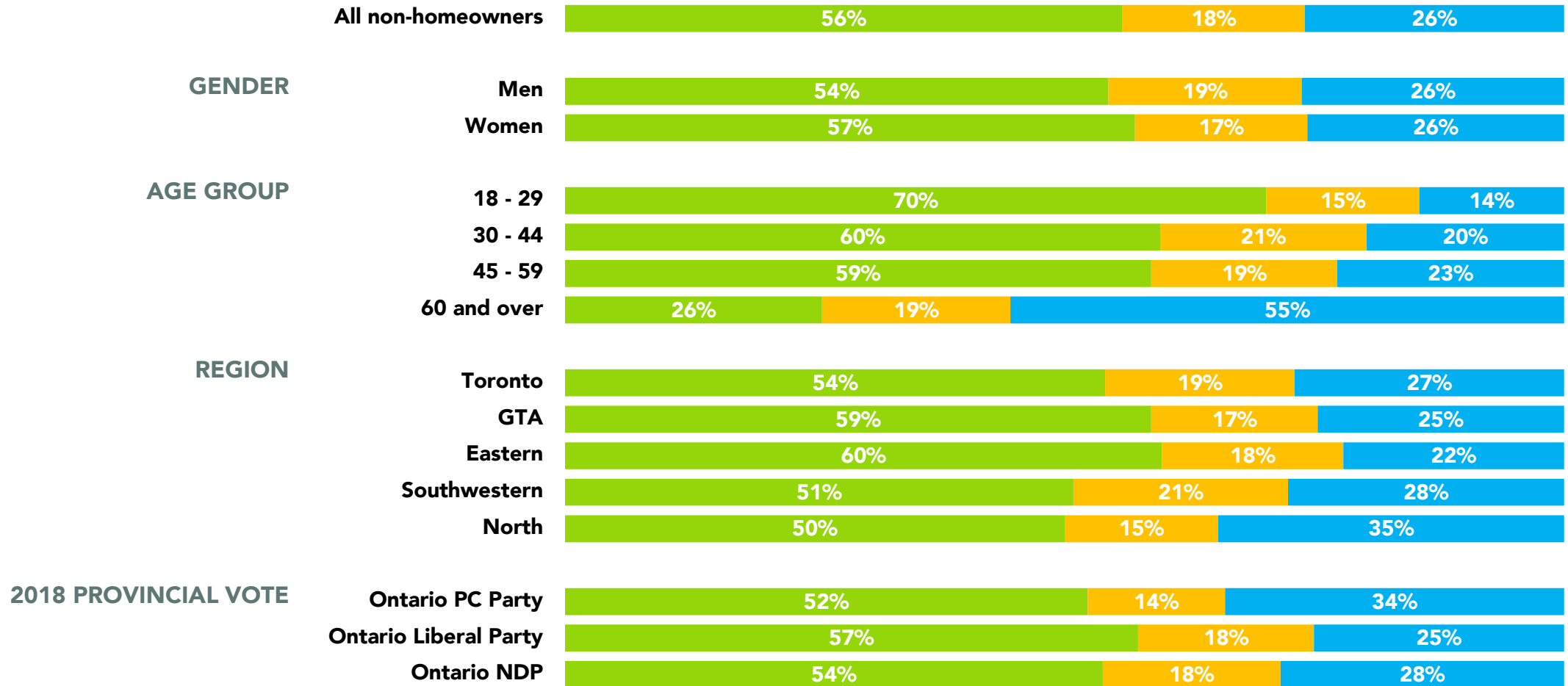
'Do you want to own a residential property like a house, townhouse, or condo someday? [Those who do not own a residential property, n=872]

# 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]

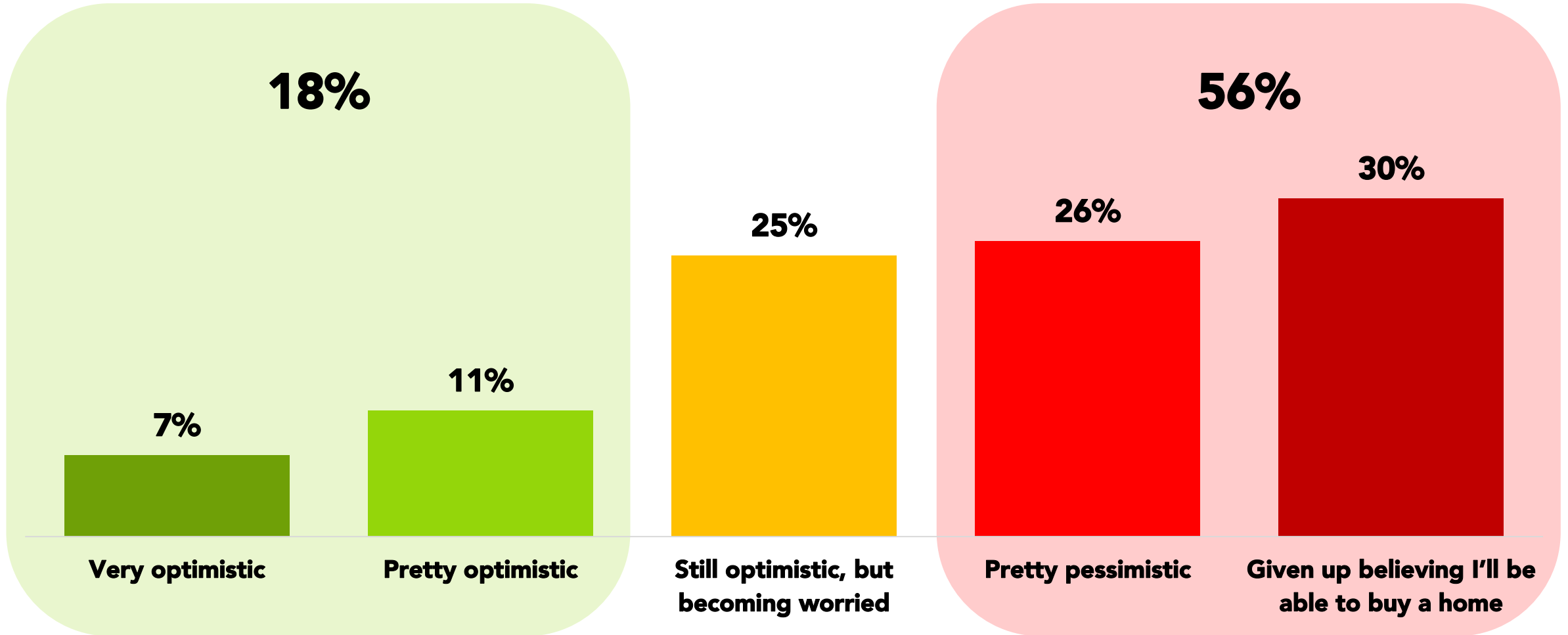
# HALF REALLY WANT TO OWN A HOME SOMEDAY



■ 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

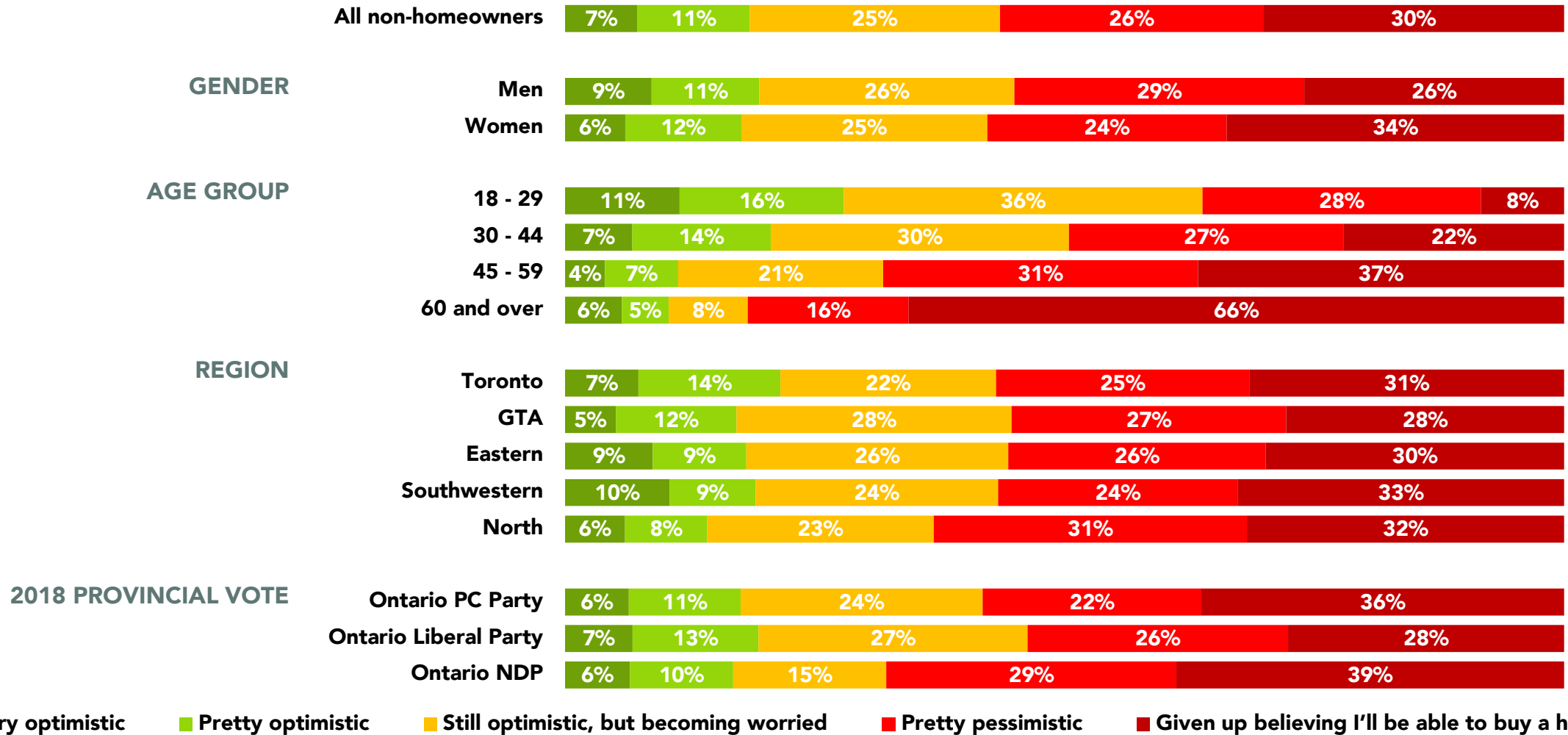


# HALF FEEL PESSIMISTIC ABOUT THE POSSIBILITY OF BUYING A HOME IN A COMMUNITY THEY WANT TO LIVE IN



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]

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# CURRENT STATE OF RESIDENTIAL MARKET

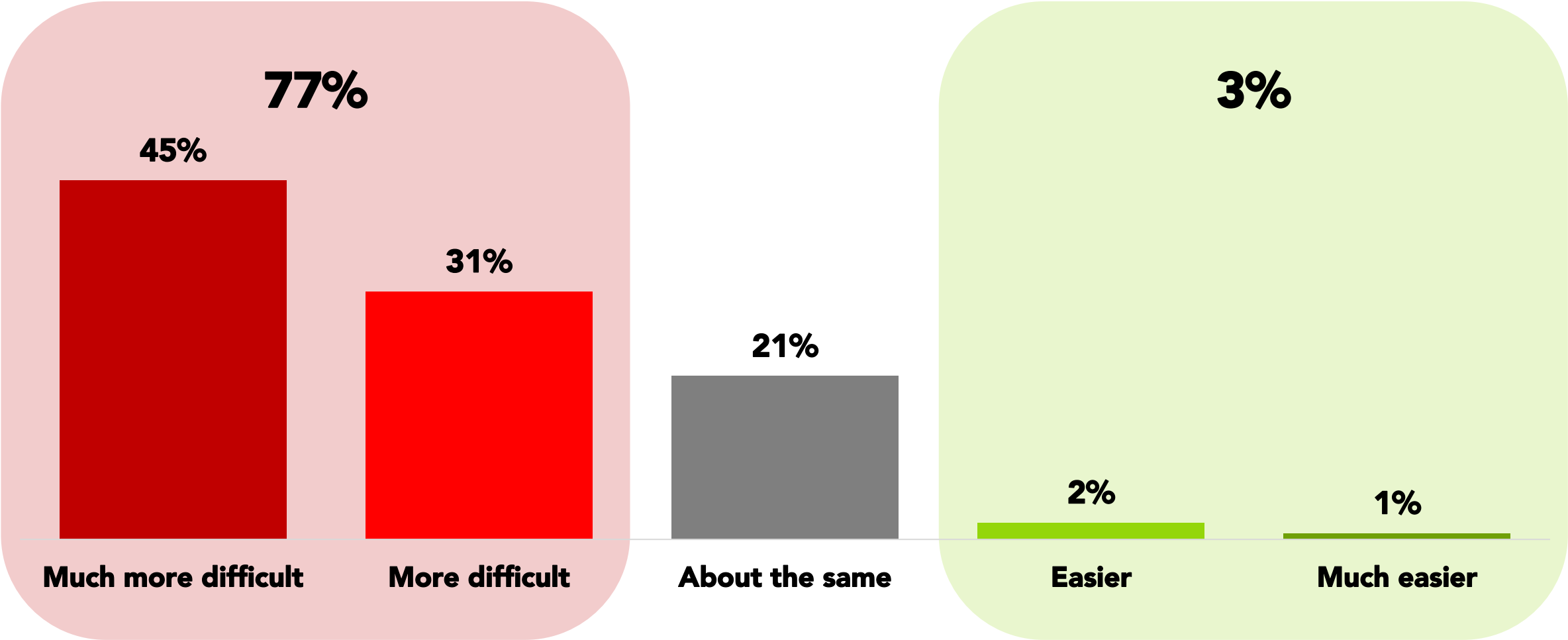
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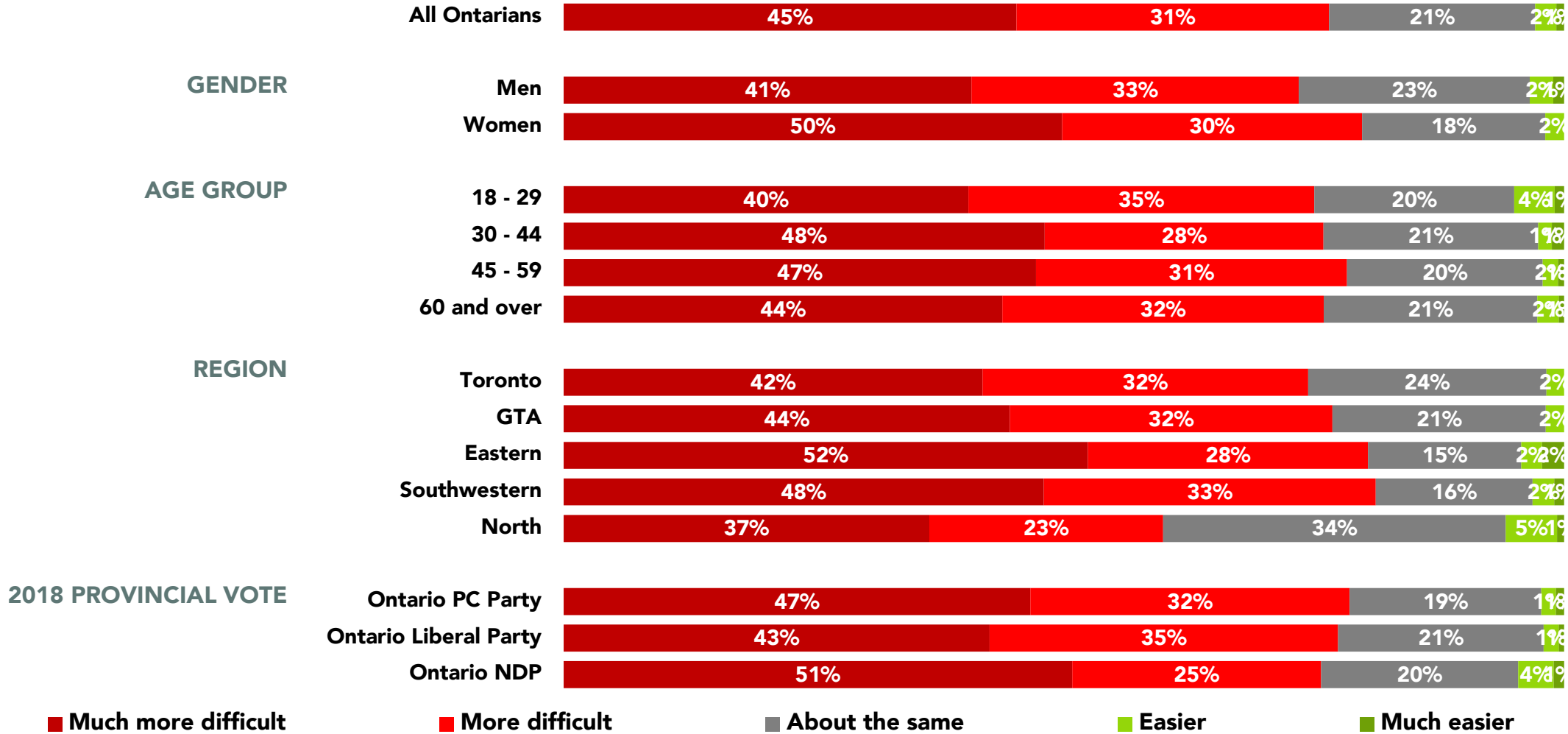
- Ontarians clearly understand that it is more difficult (77%) over the past year to buy a residential property where they live.
  - Young and old both share a similar view of the market. Those living in the Northern part of the province are less pessimistic about the housing market.
- The expectation is that housing prices will increase (55%) over the next year. Only a small segment (14%) think they will decrease.
  - The one-year expectation that prices will rise is linked to general negativity about the future affordability of housing: more than half of Ontarians say that housing prices will be less affordable over the next five years.

# 8 IN 10 ONTARIANS FIND IT HAS BECOME MORE DIFFICULT TO PURCHASE A RESIDENTIAL PROPERTY IN THE PAST YEAR



Over the past year, has it become easier or more difficult to buy a residential property where you live, or have things stayed about the same as they were?

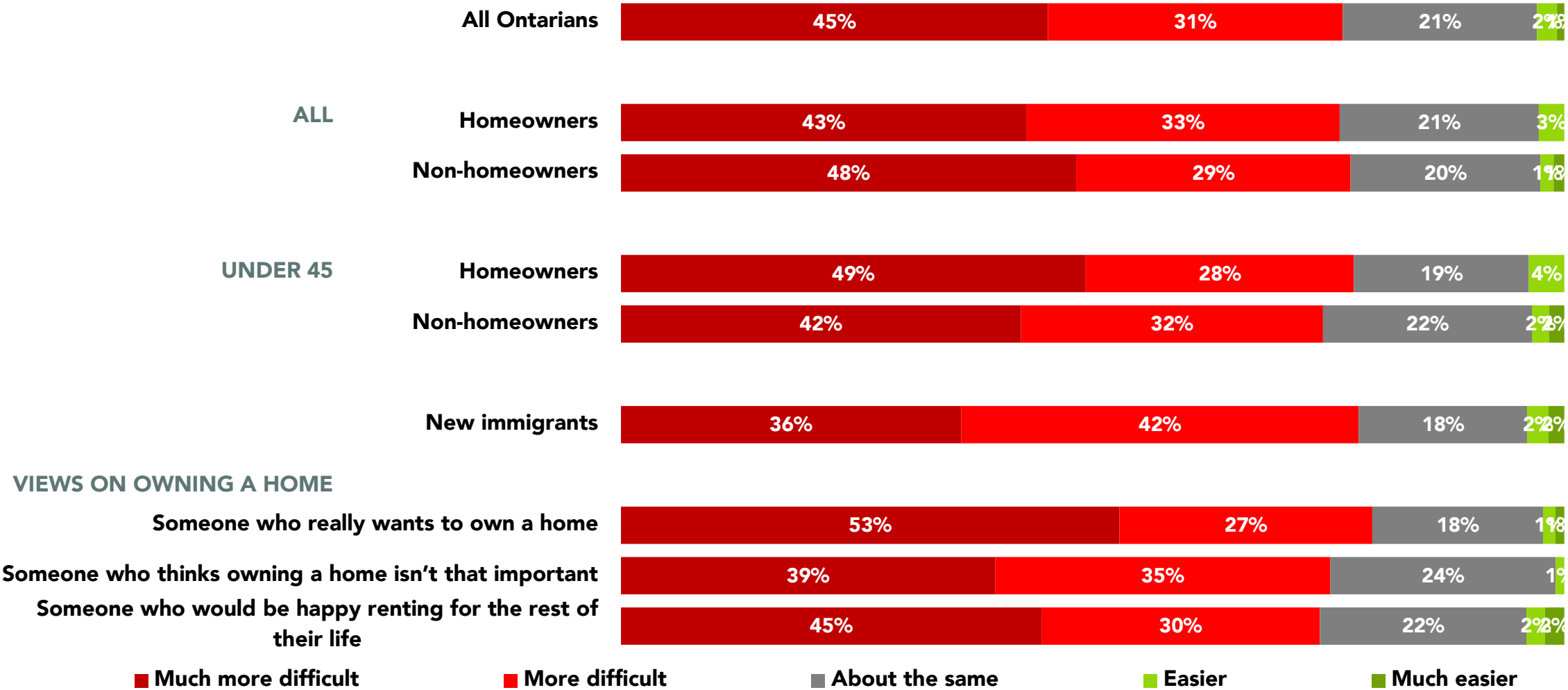
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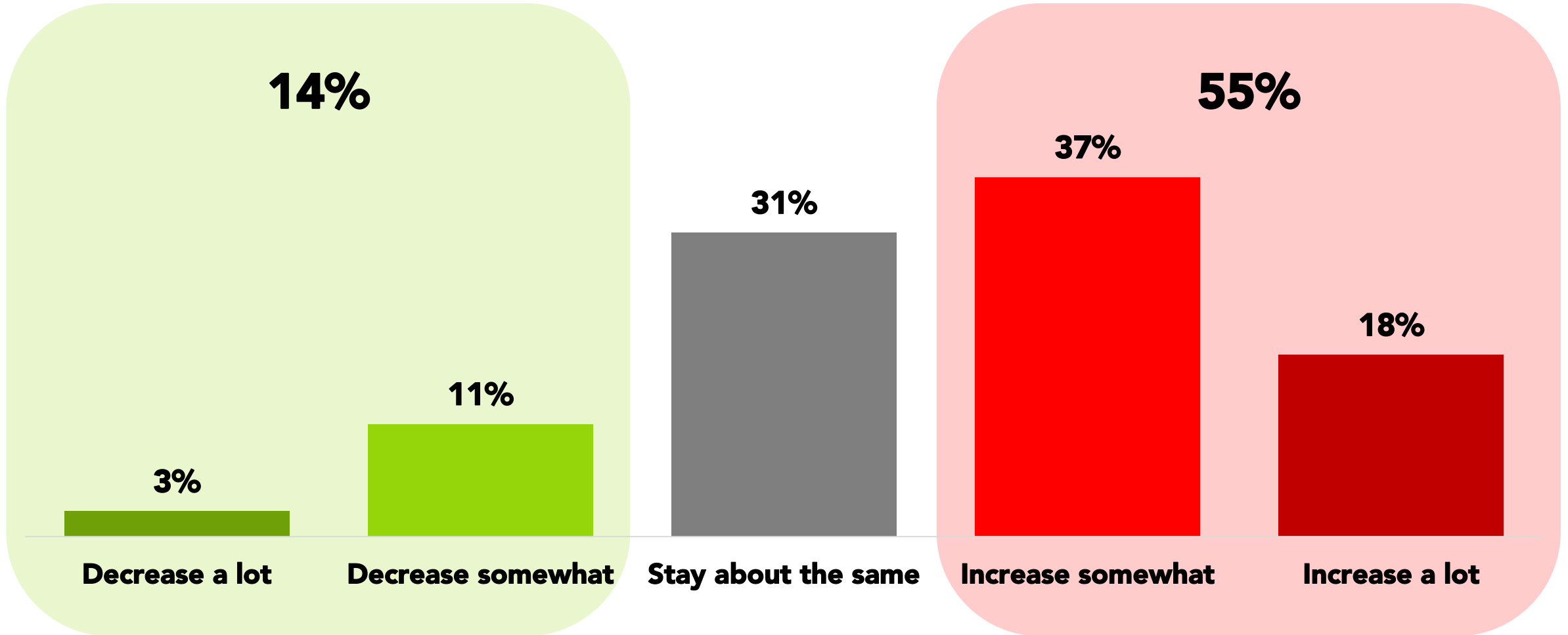


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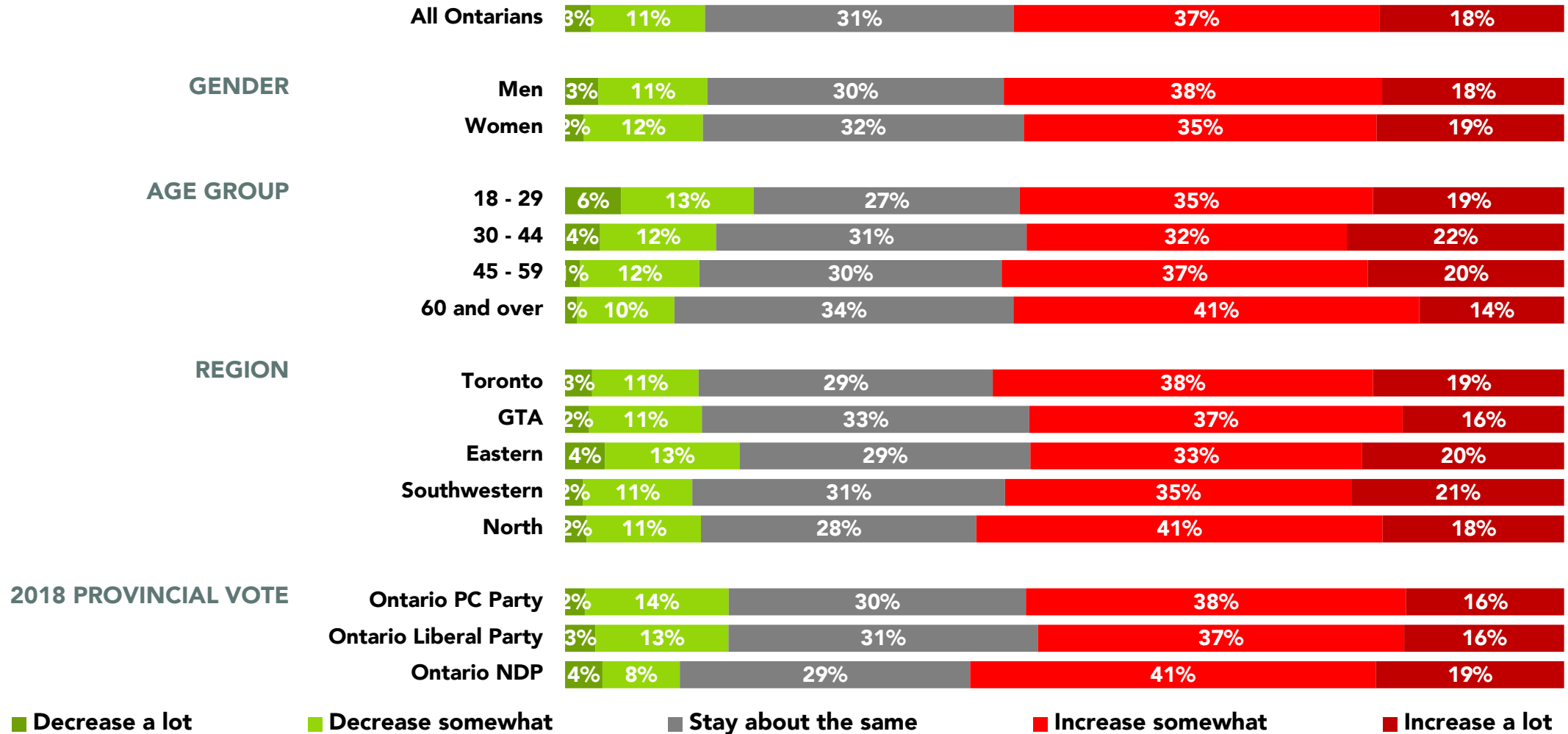
# HALF EXPECT HOUSING PRICES TO INCREASE OVER THE NEXT YEAR



Over the next year, do you think housing prices in your area will decrease a lot, decrease somewhat, stay about the same, increase somewhat, or increase a lot?

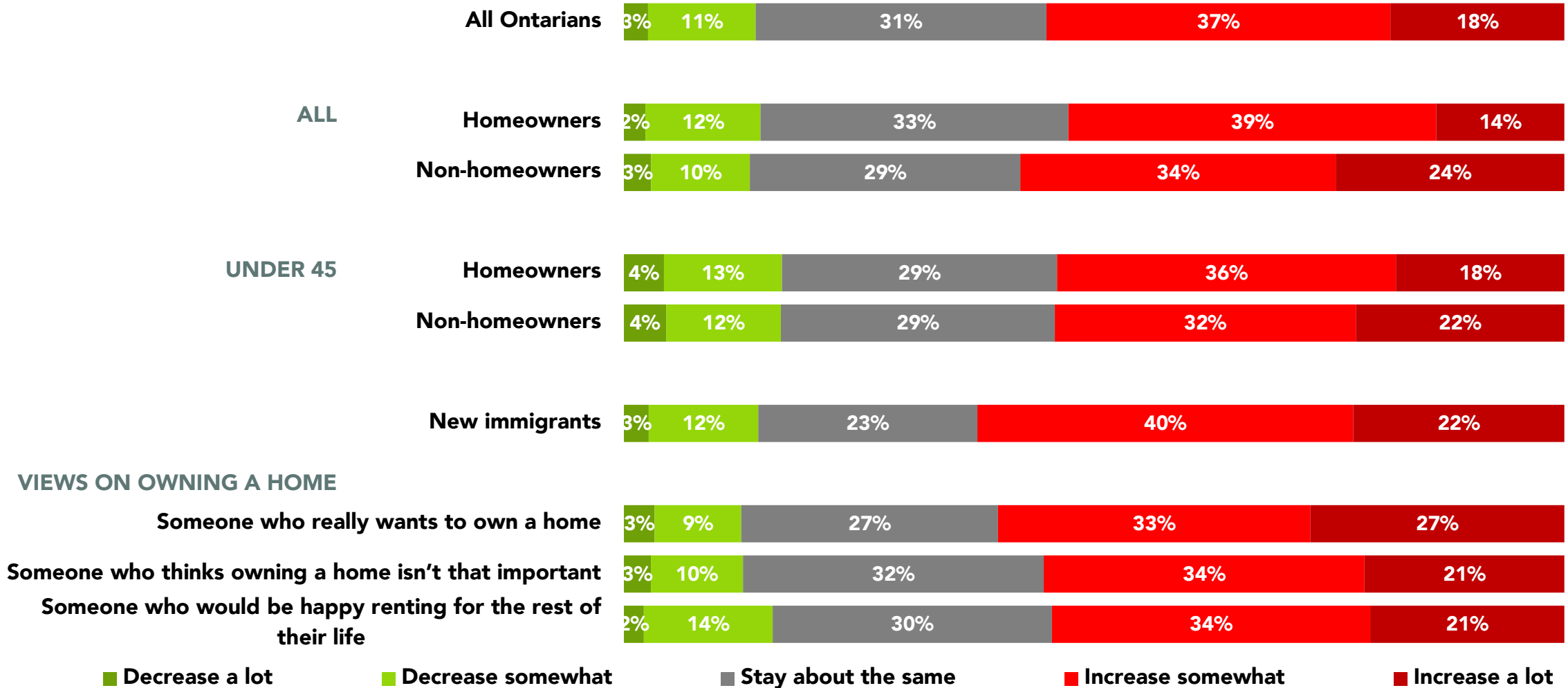


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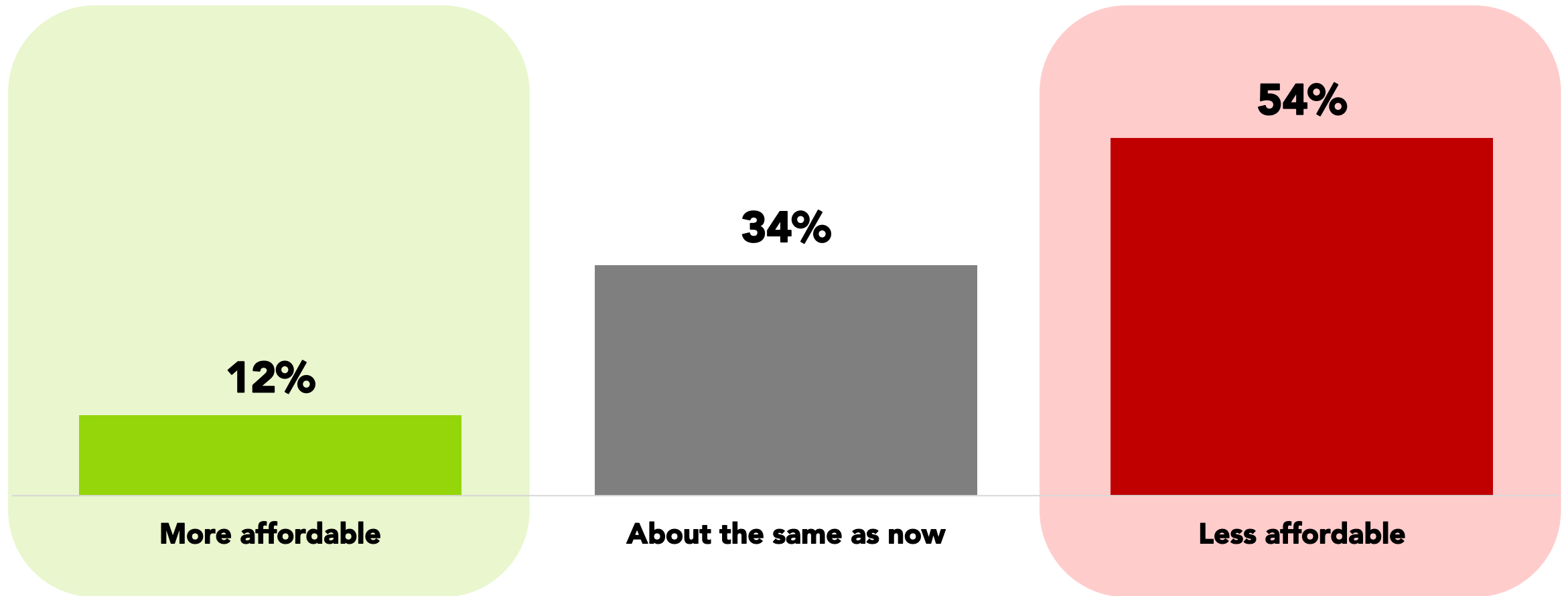
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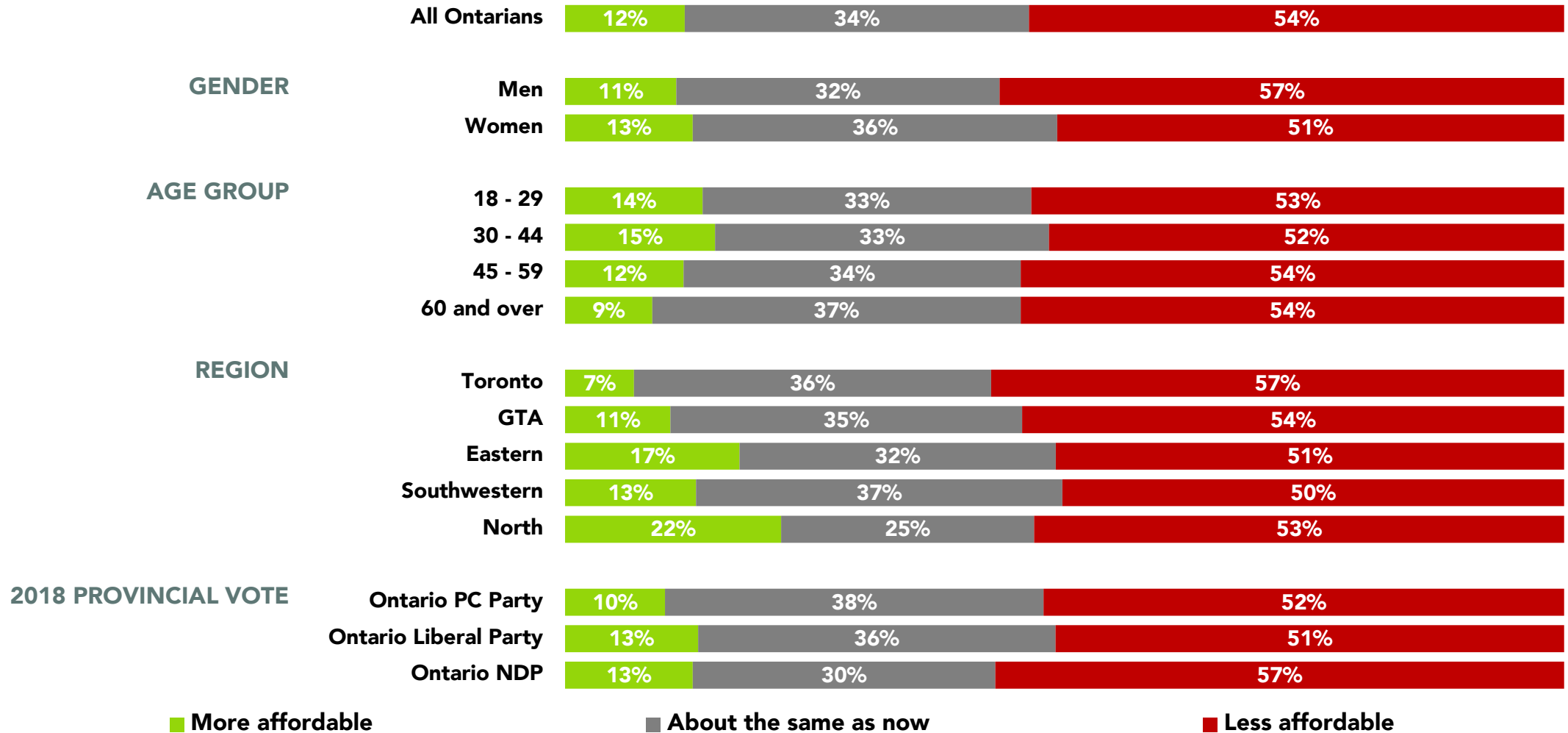
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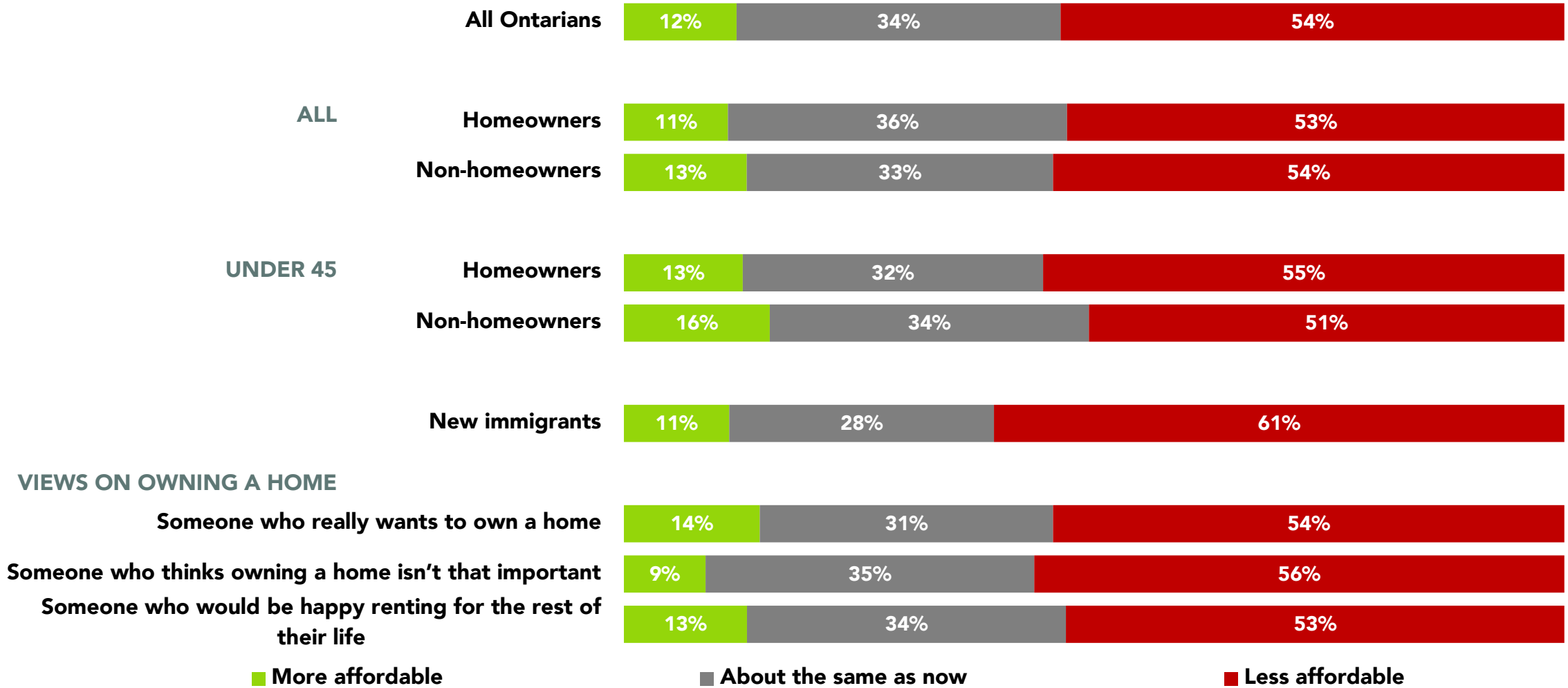
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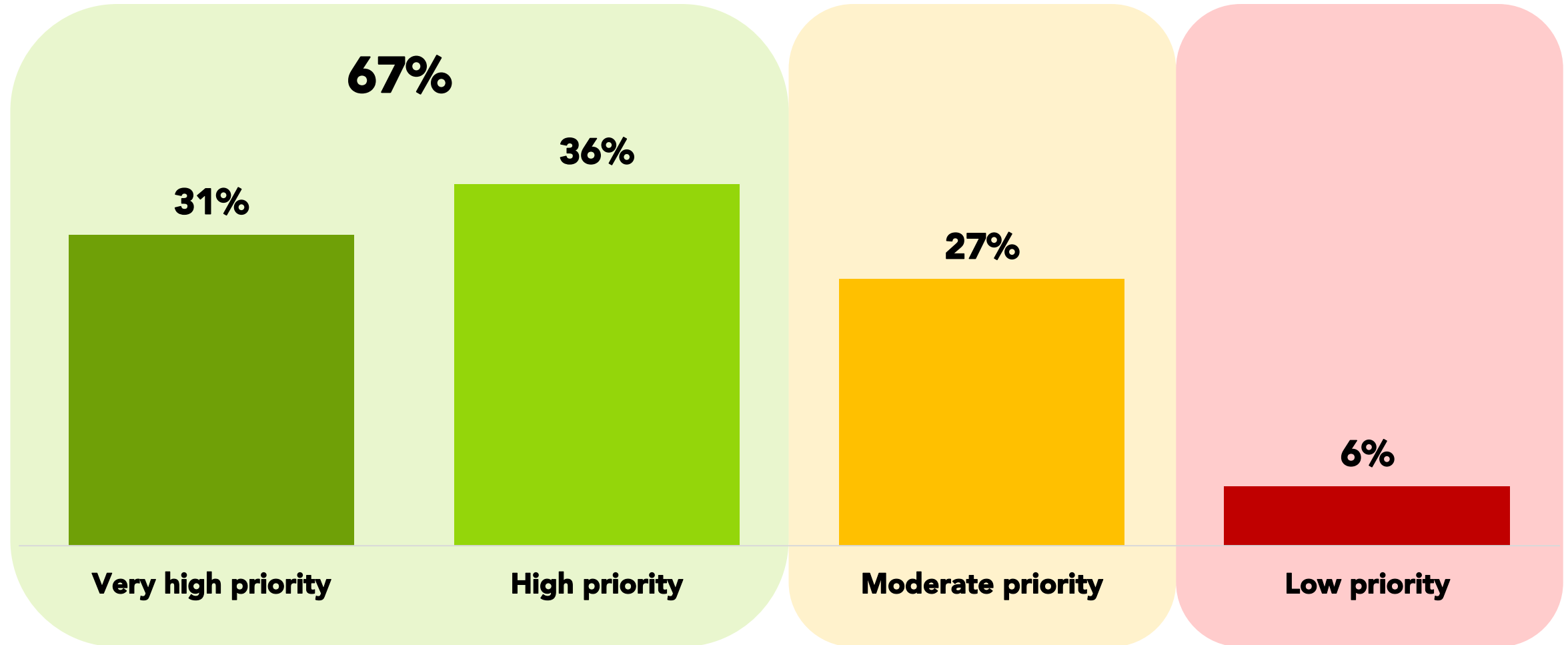


# GOVERNMENT & HOUSING AFFORDABILITY

**ABACUS DATA**

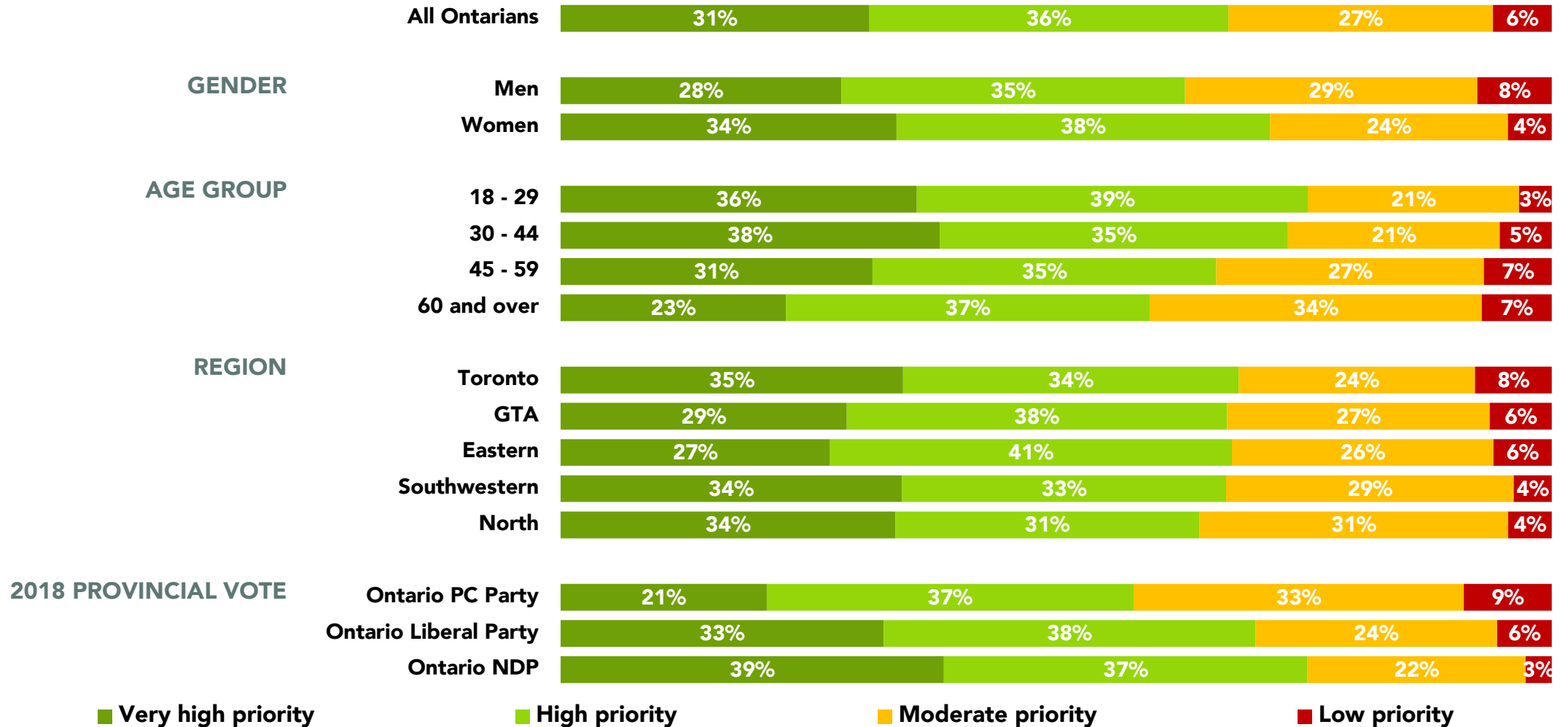
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All things considered, how much of a priority should making housing more affordable be for the Ontario government?

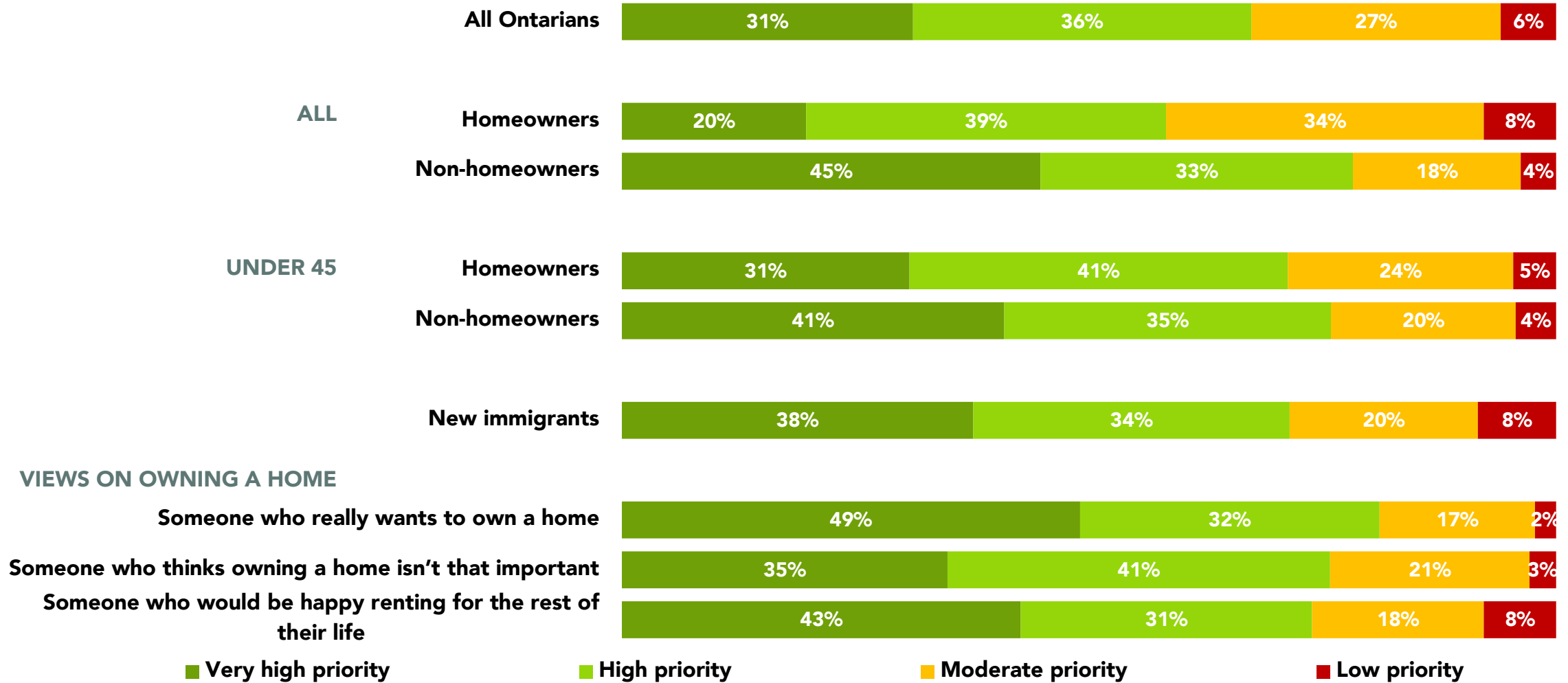
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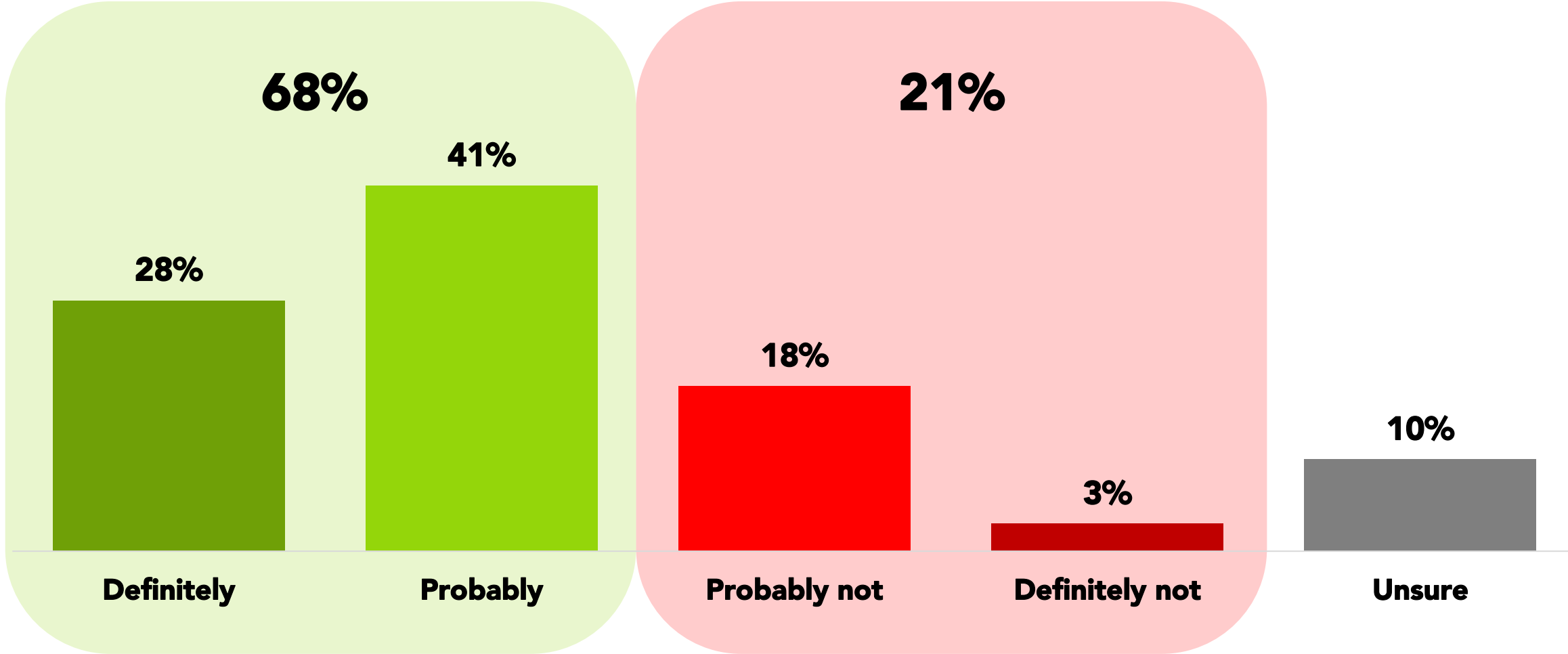


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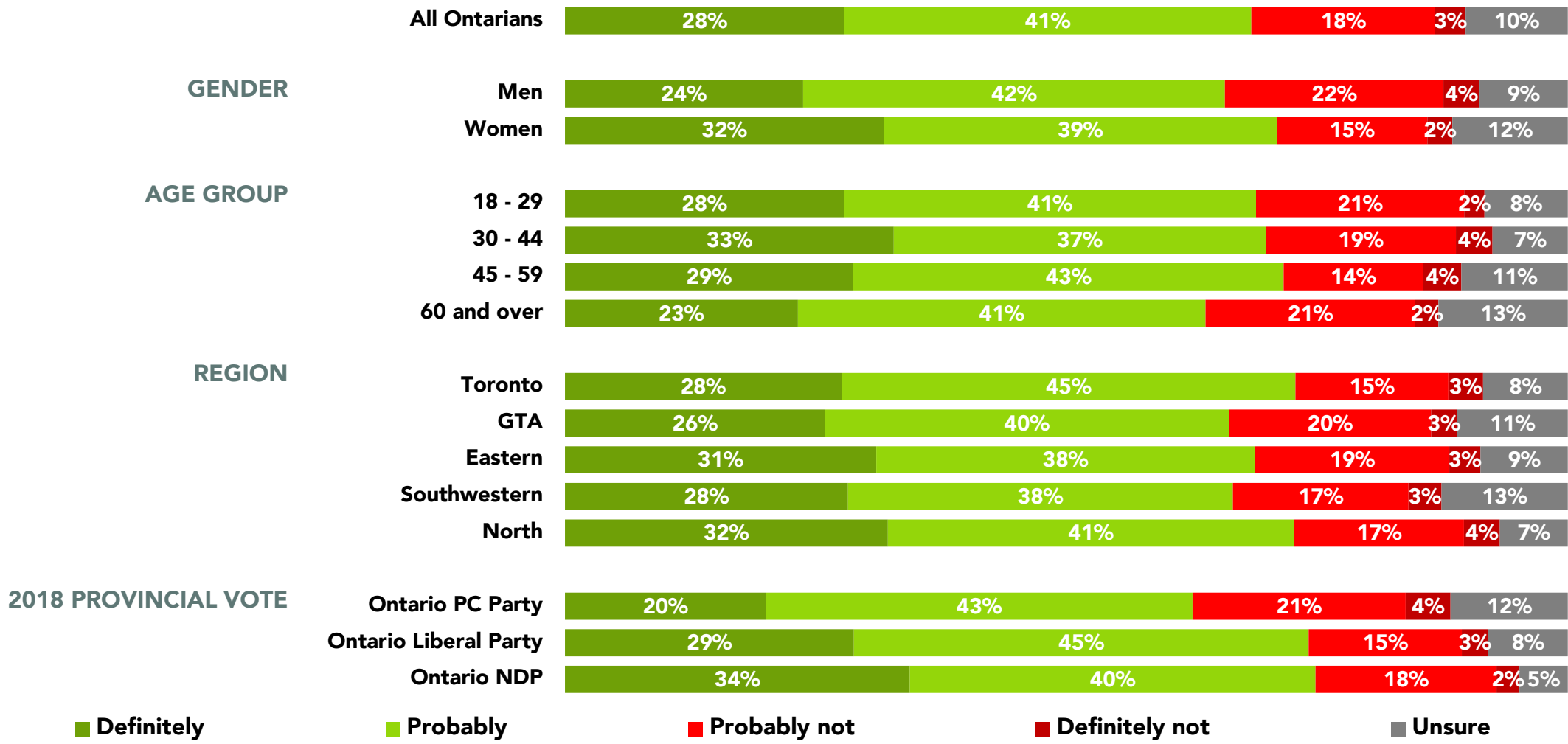
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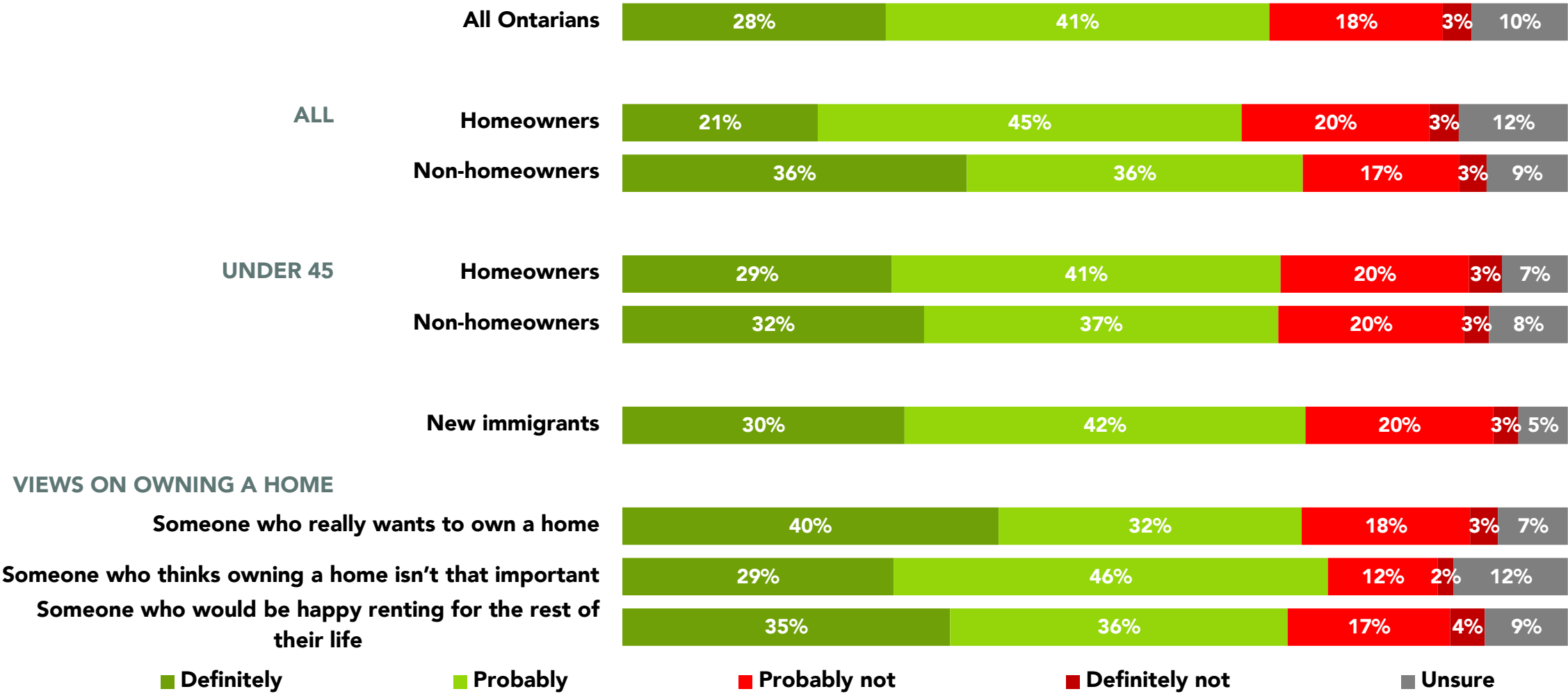
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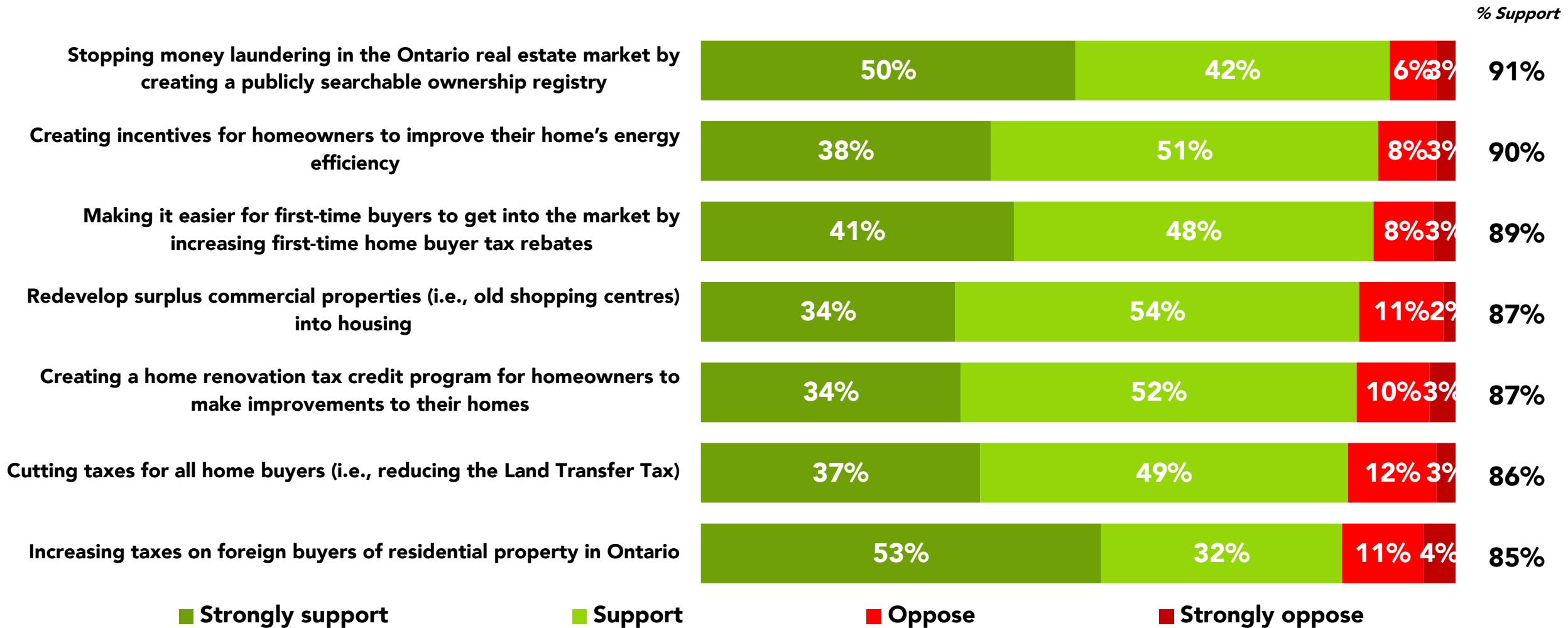
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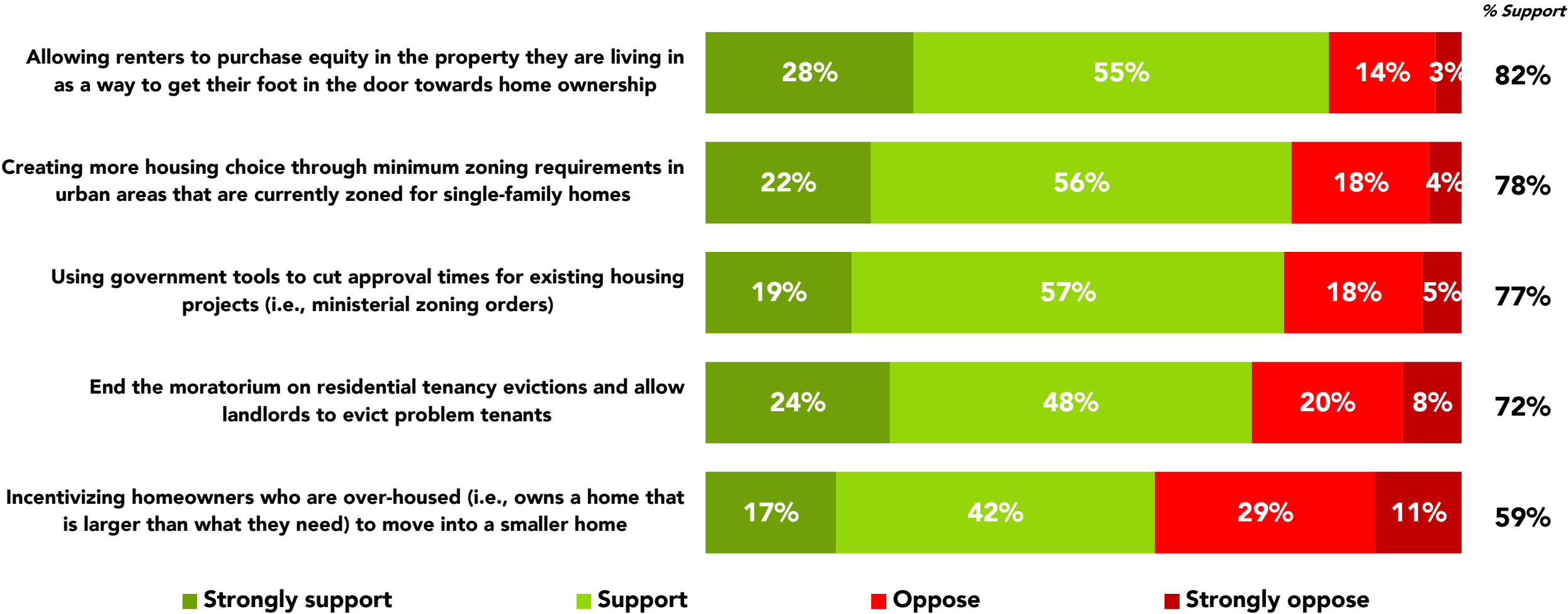
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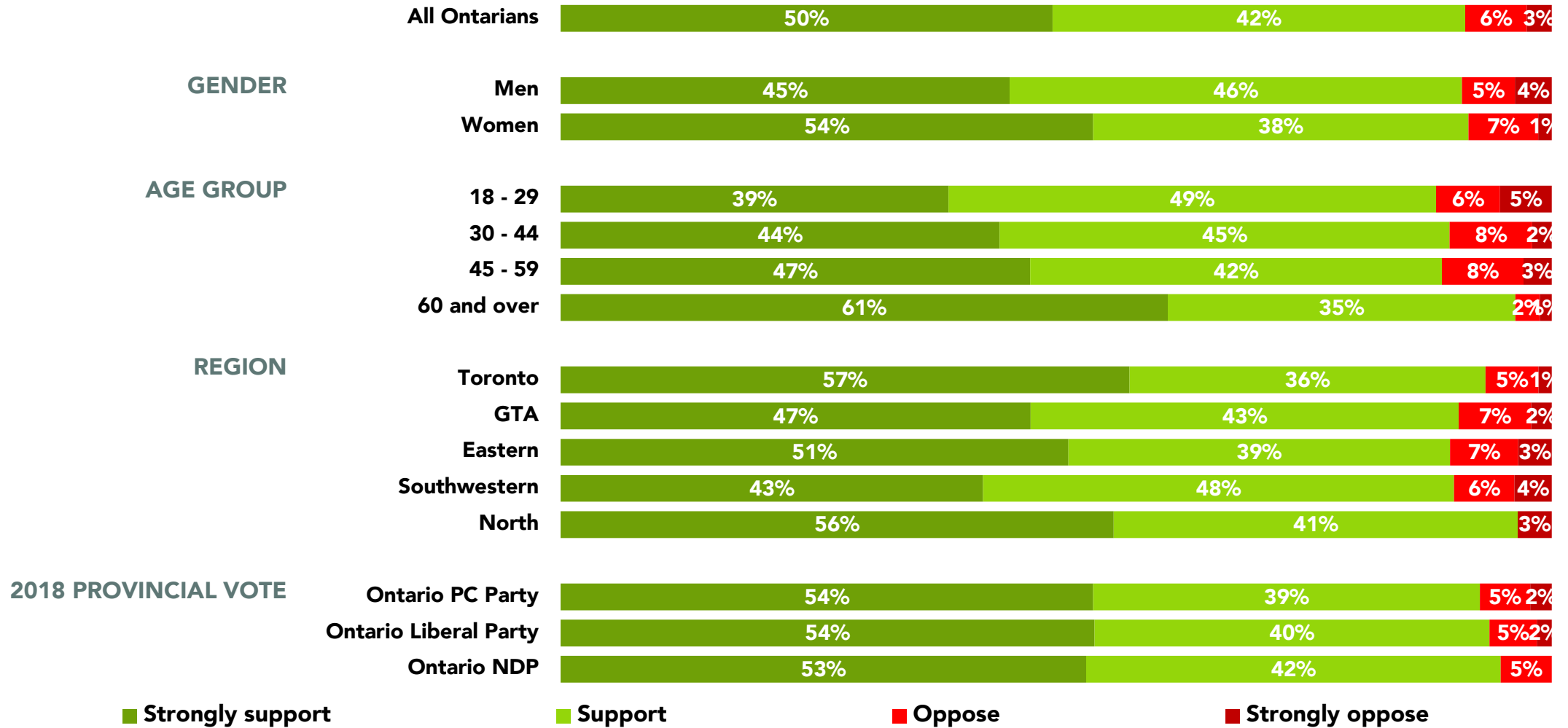
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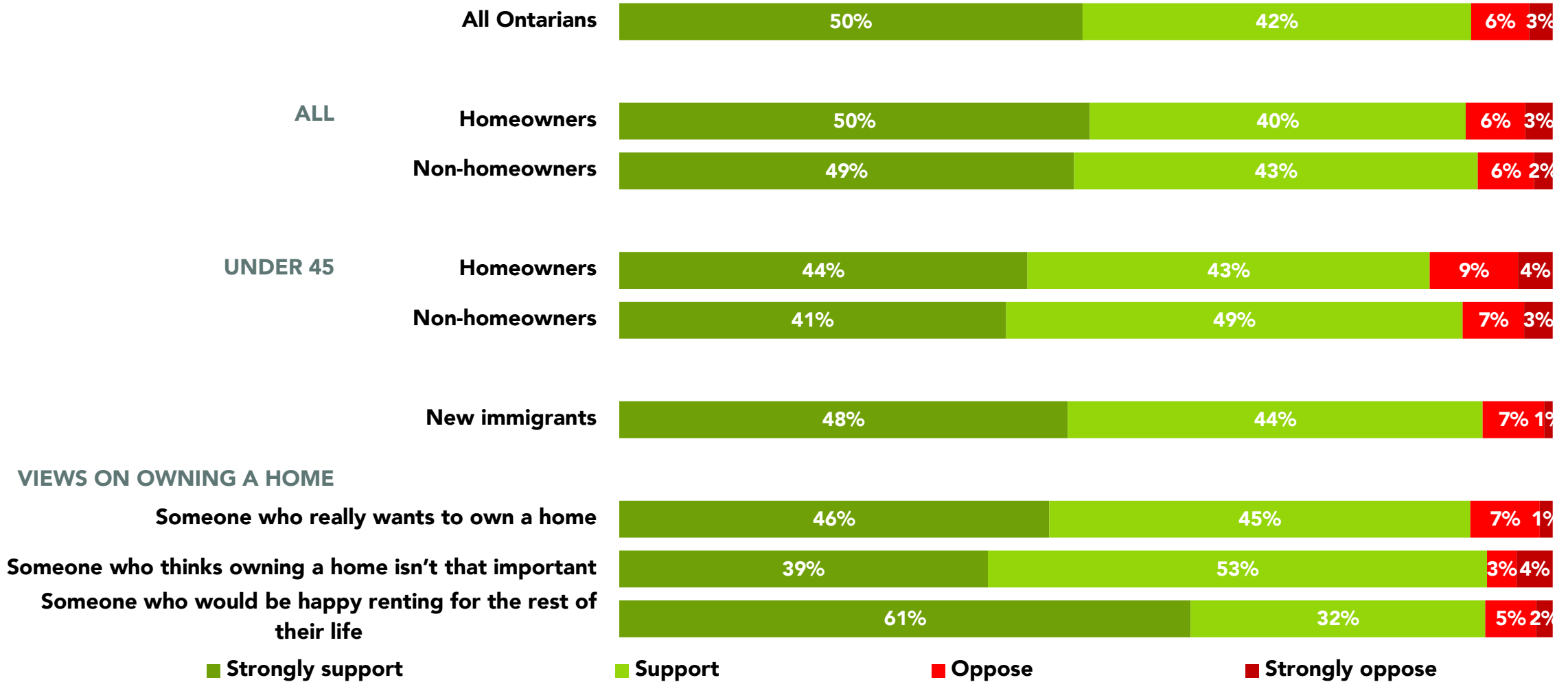


# STOPPING MONEY LAUNDERING IN THE ONTARIO REAL ESTATE MARKET BY CREATING A PUBLICLY SEARCHABLE OWNERSHIP REGISTRY



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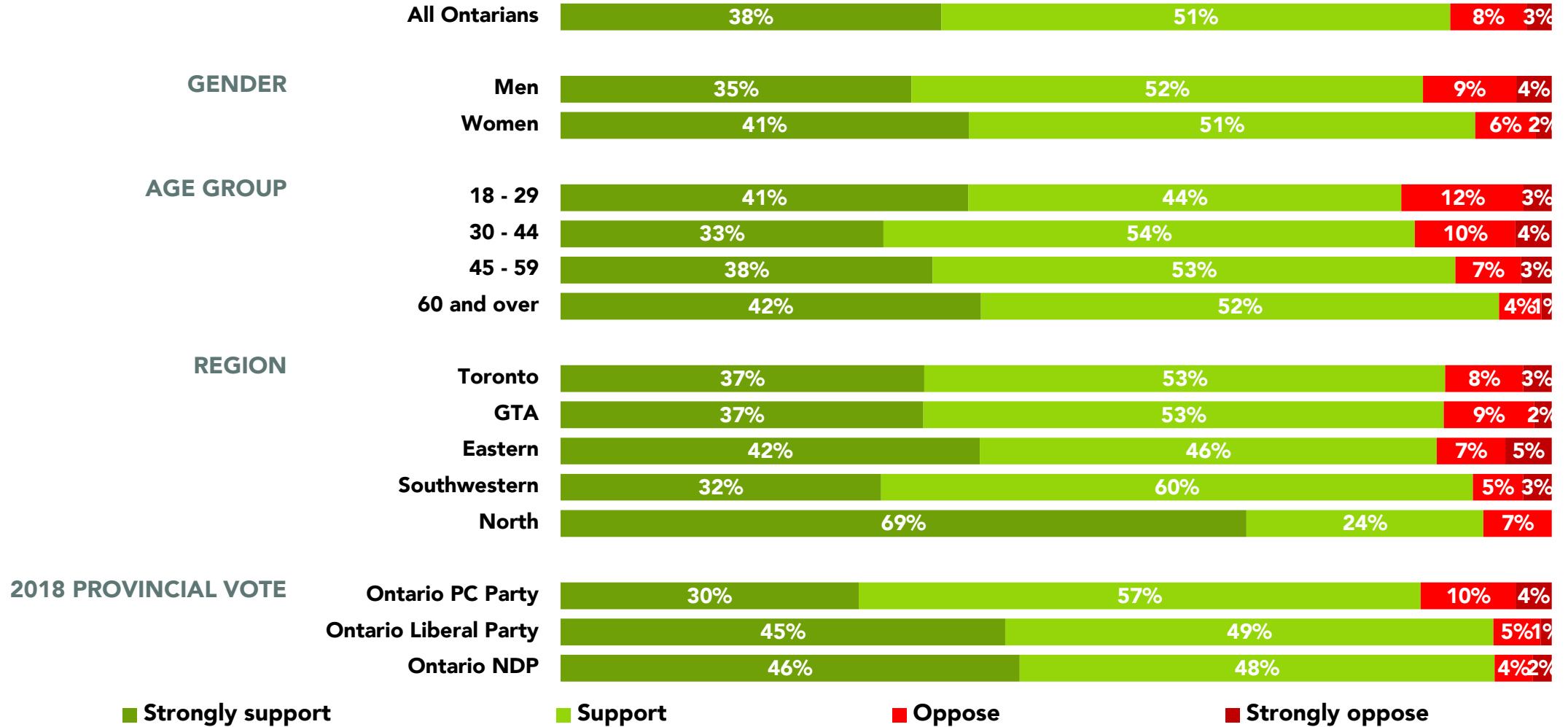
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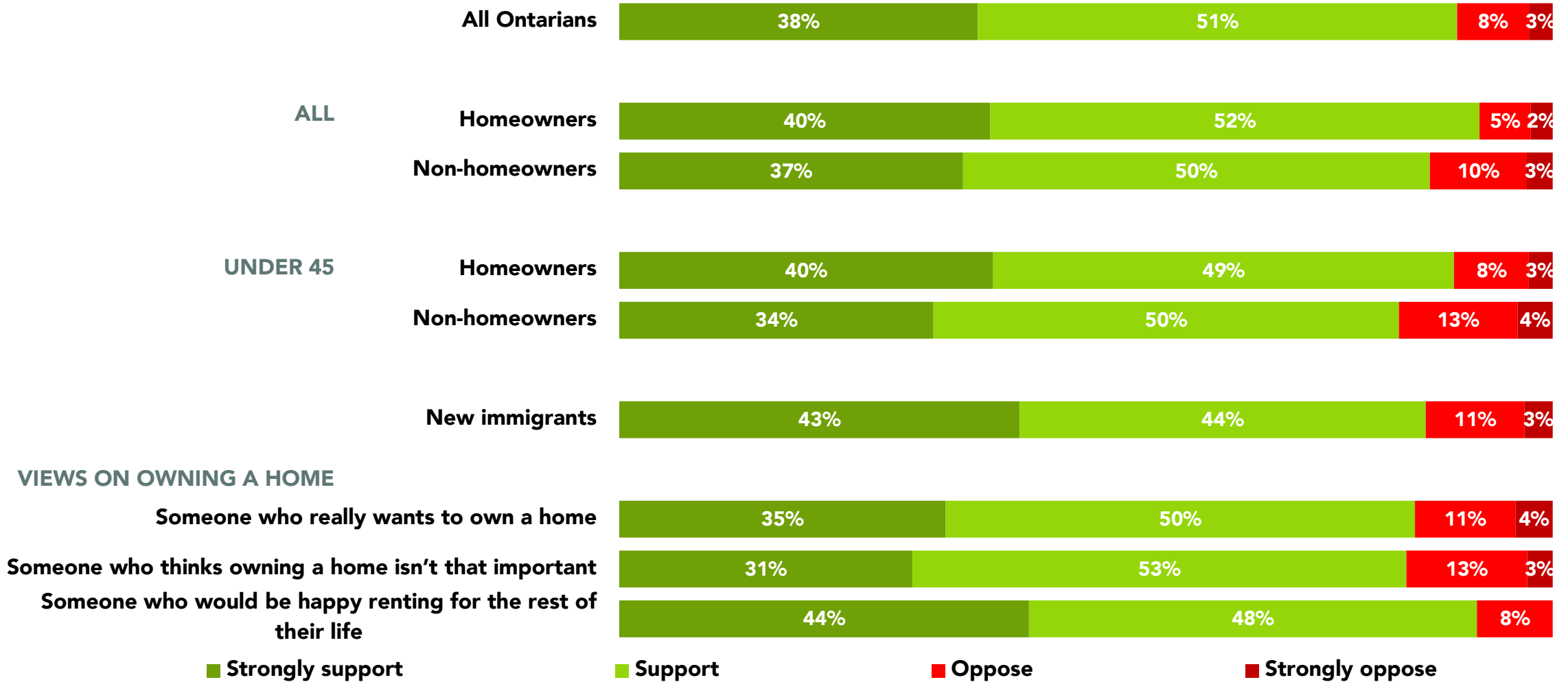


# CREATING INCENTIVES FOR HOMEOWNERS TO IMPROVE THEIR HOME'S ENERGY EFFICIENCY



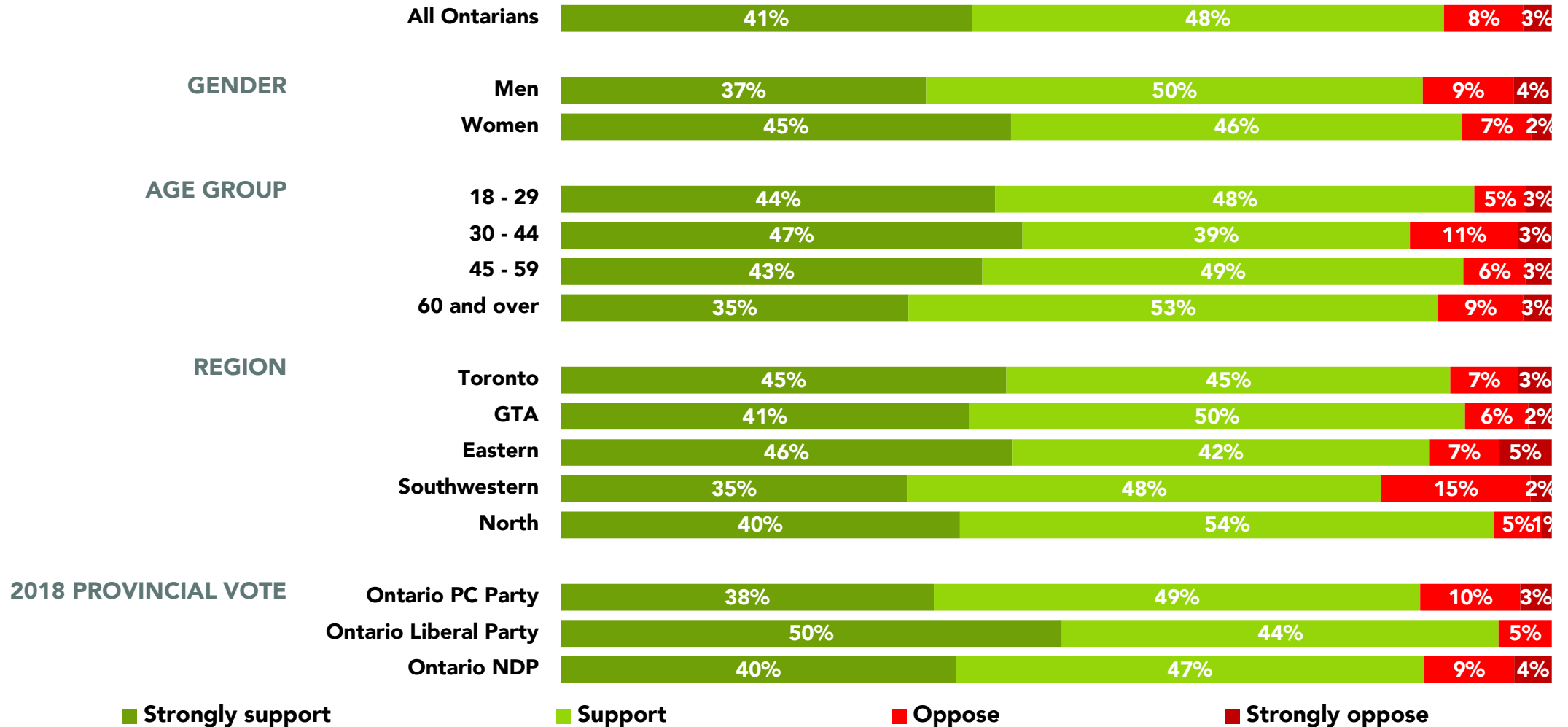
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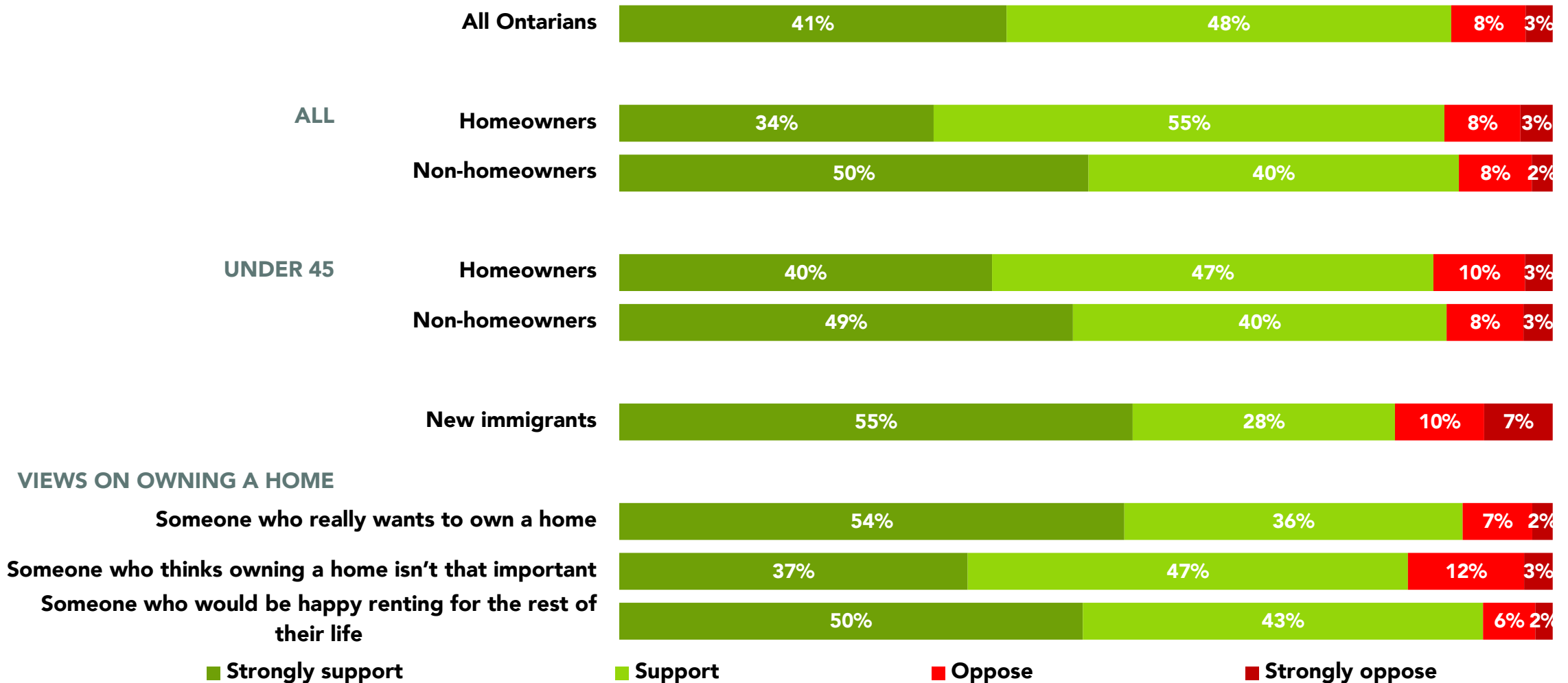
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# MAKING IT EASIER FOR FIRST-TIME BUYERS TO GET INTO THE MARKET BY INCREASING FIRST-TIME HOME BUYER TAX REBATES



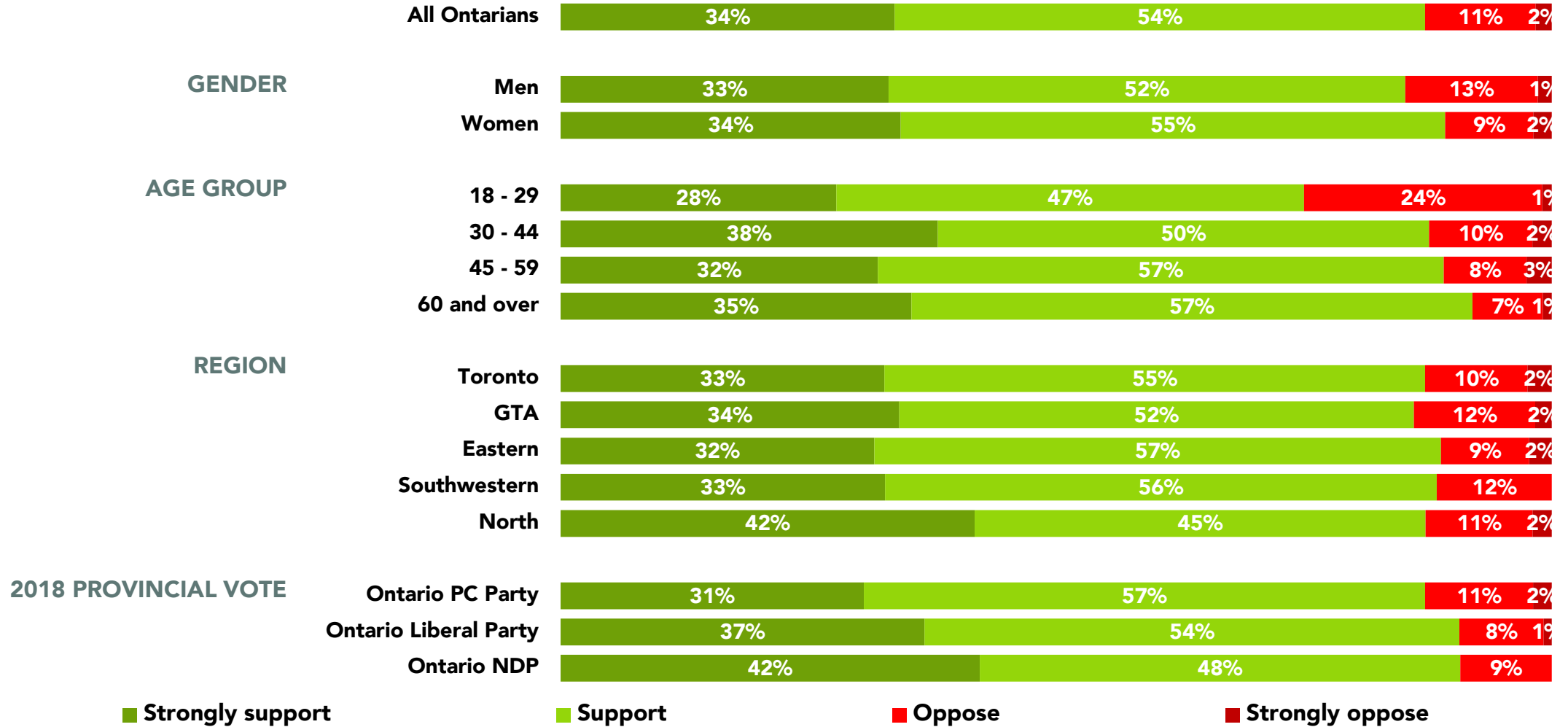
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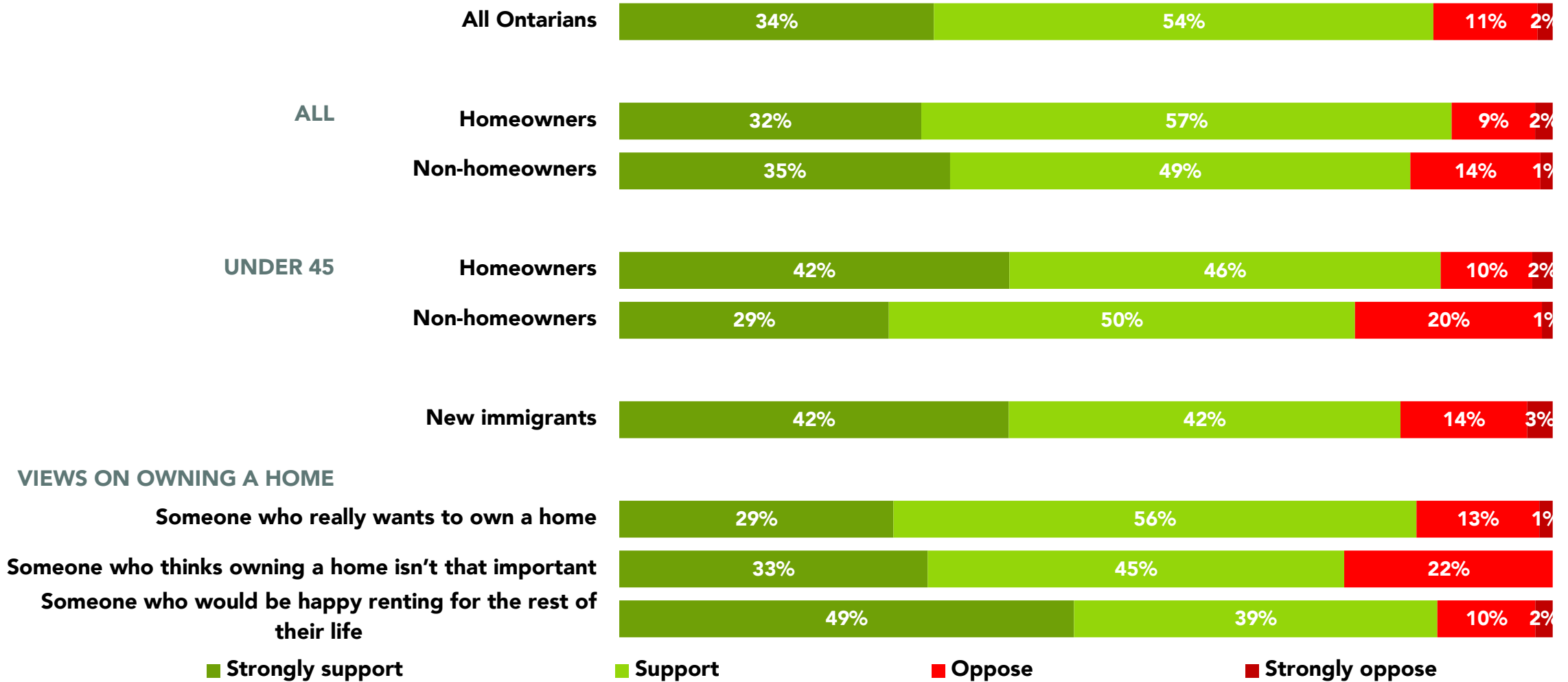
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# REDEVELOP SURPLUS COMMERCIAL PROPERTIES (I.E., OLD SHOPPING CENTRES) INTO HOUSING



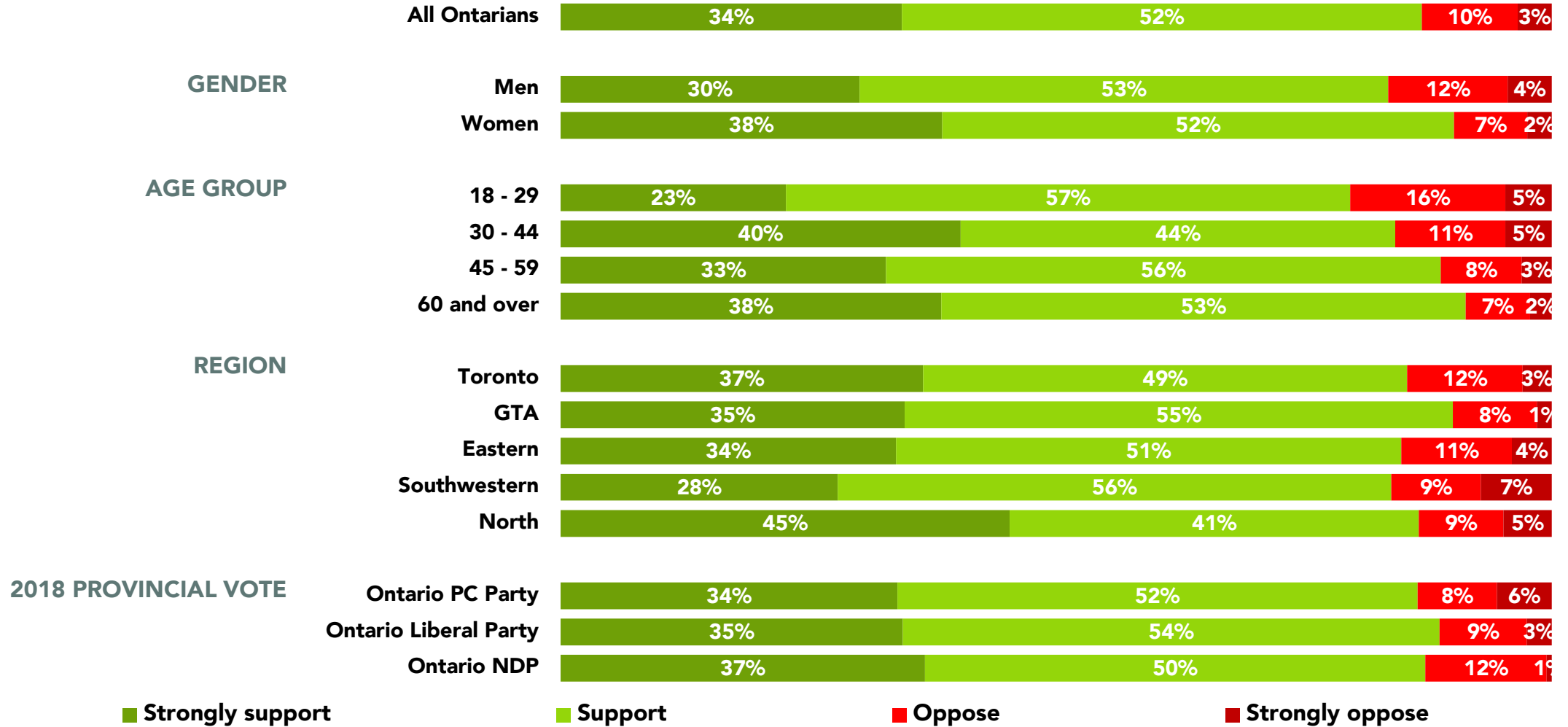
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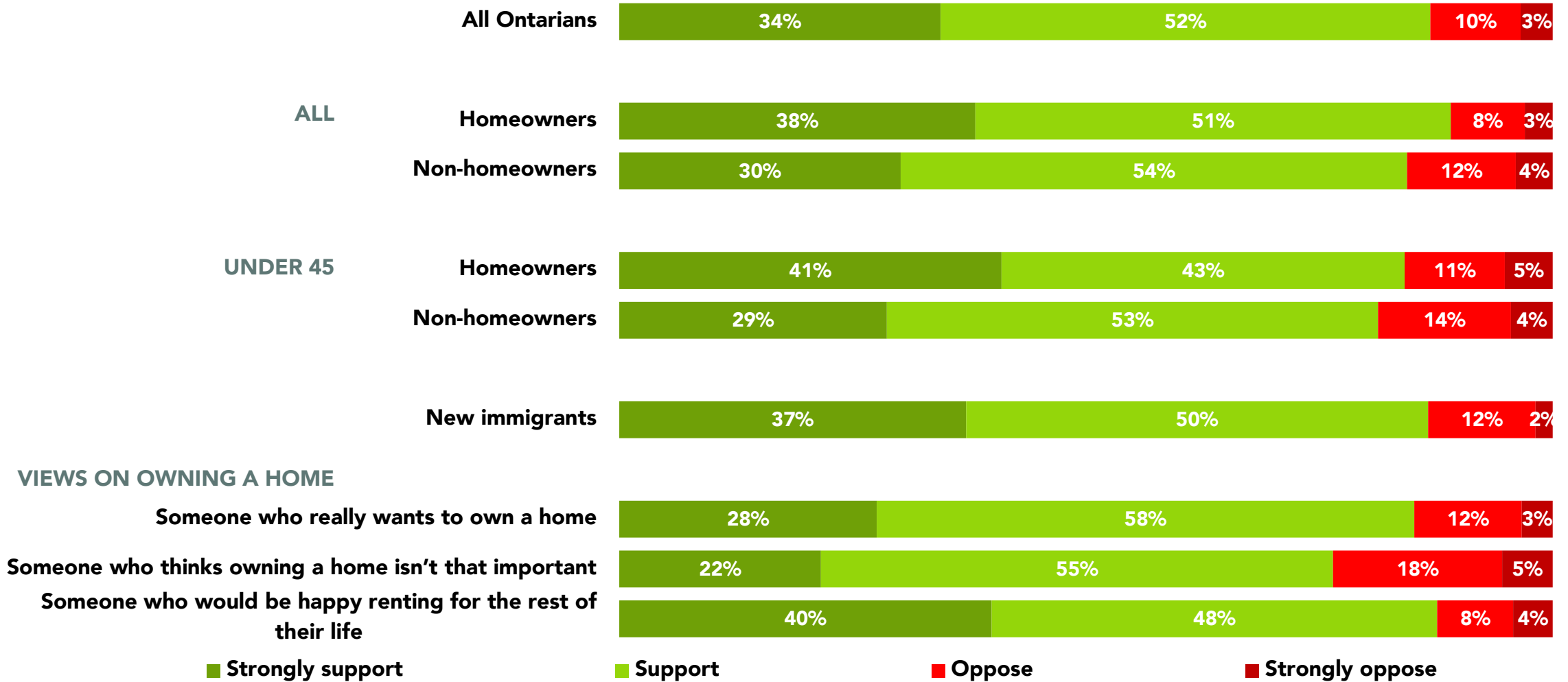
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# CREATING A HOME RENOVATION TAX CREDIT PROGRAM FOR HOMEOWNERS TO MAKE IMPROVEMENTS TO THEIR HOMES



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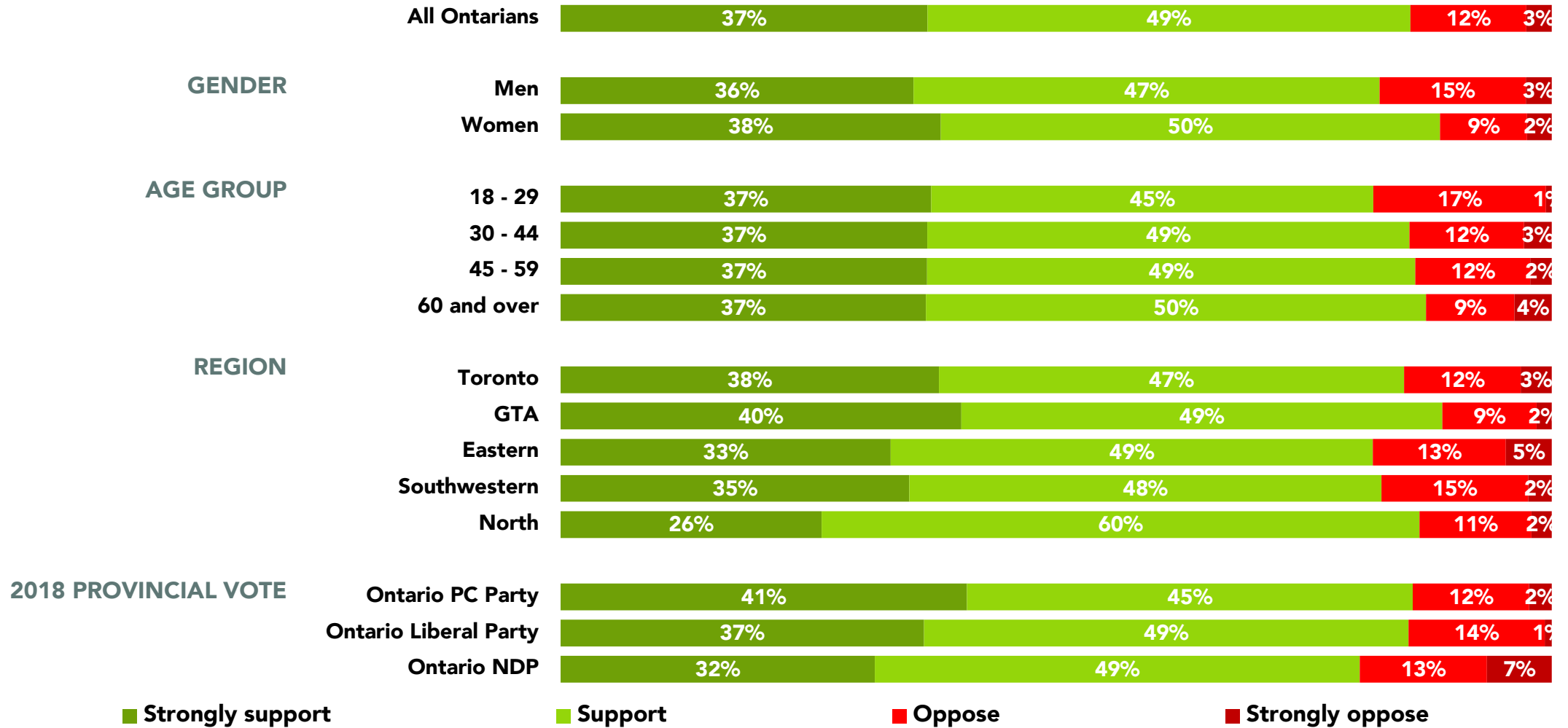
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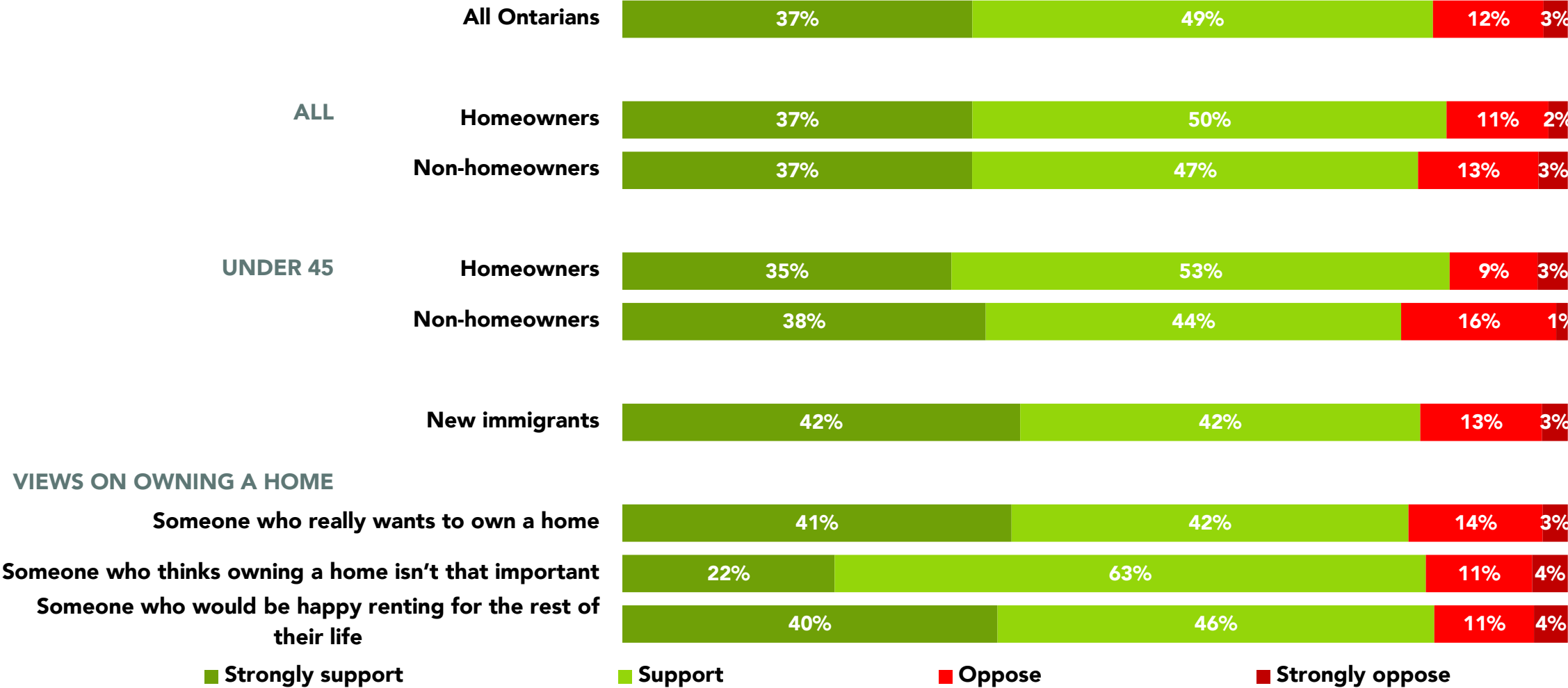


# CUTTING TAXES FOR ALL HOME BUYERS (I.E., REDUCING THE LAND TRANSFER TAX)



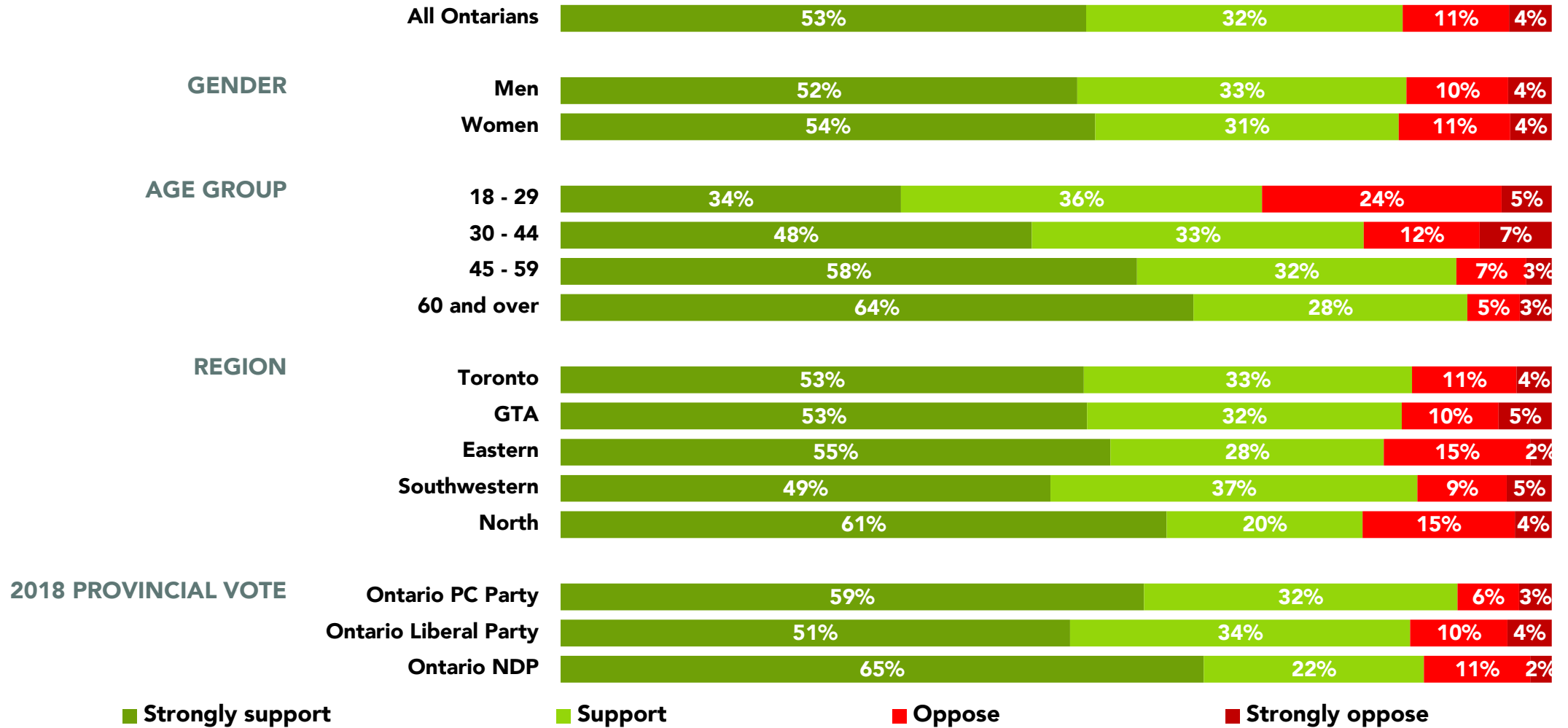
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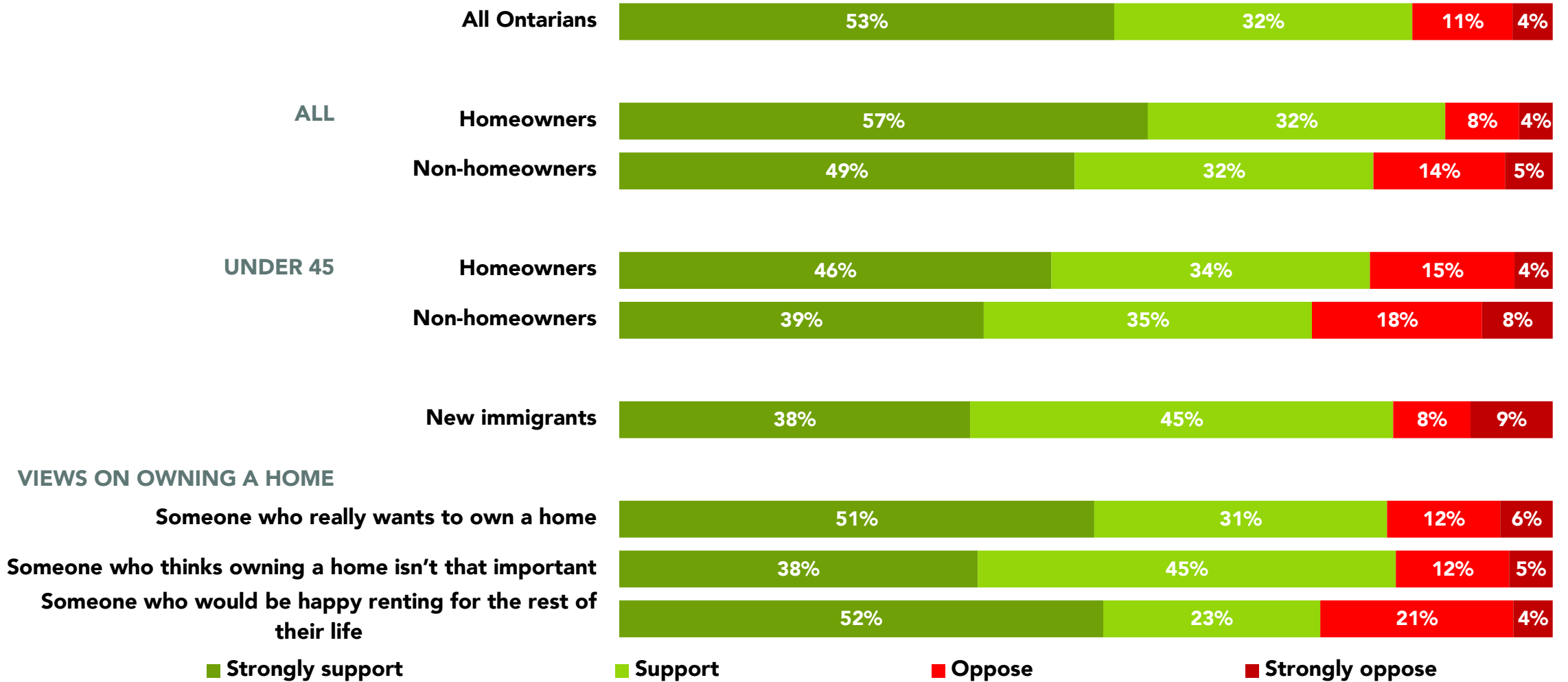
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# INCREASING TAXES ON FOREIGN BUYERS OF RESIDENTIAL PROPERTY IN ONTARIO



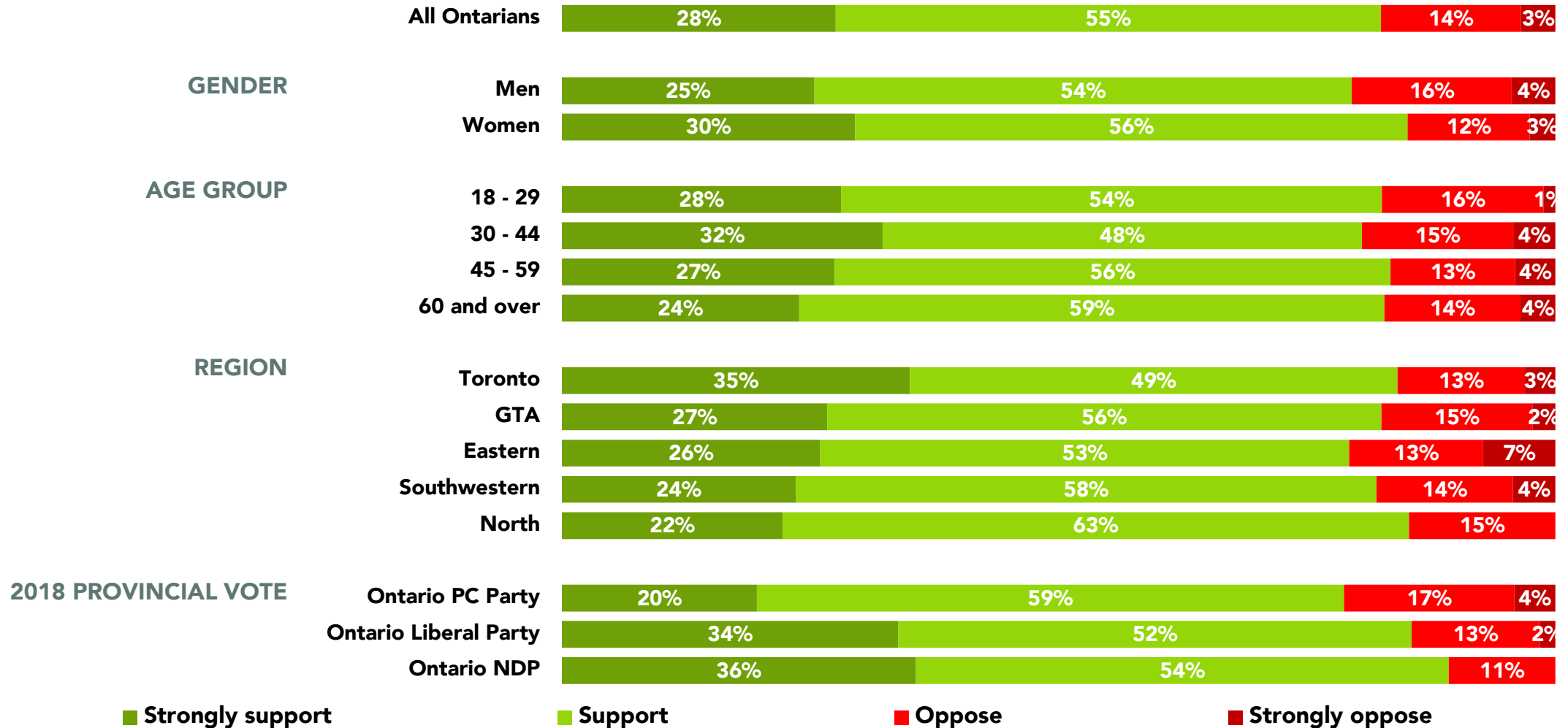
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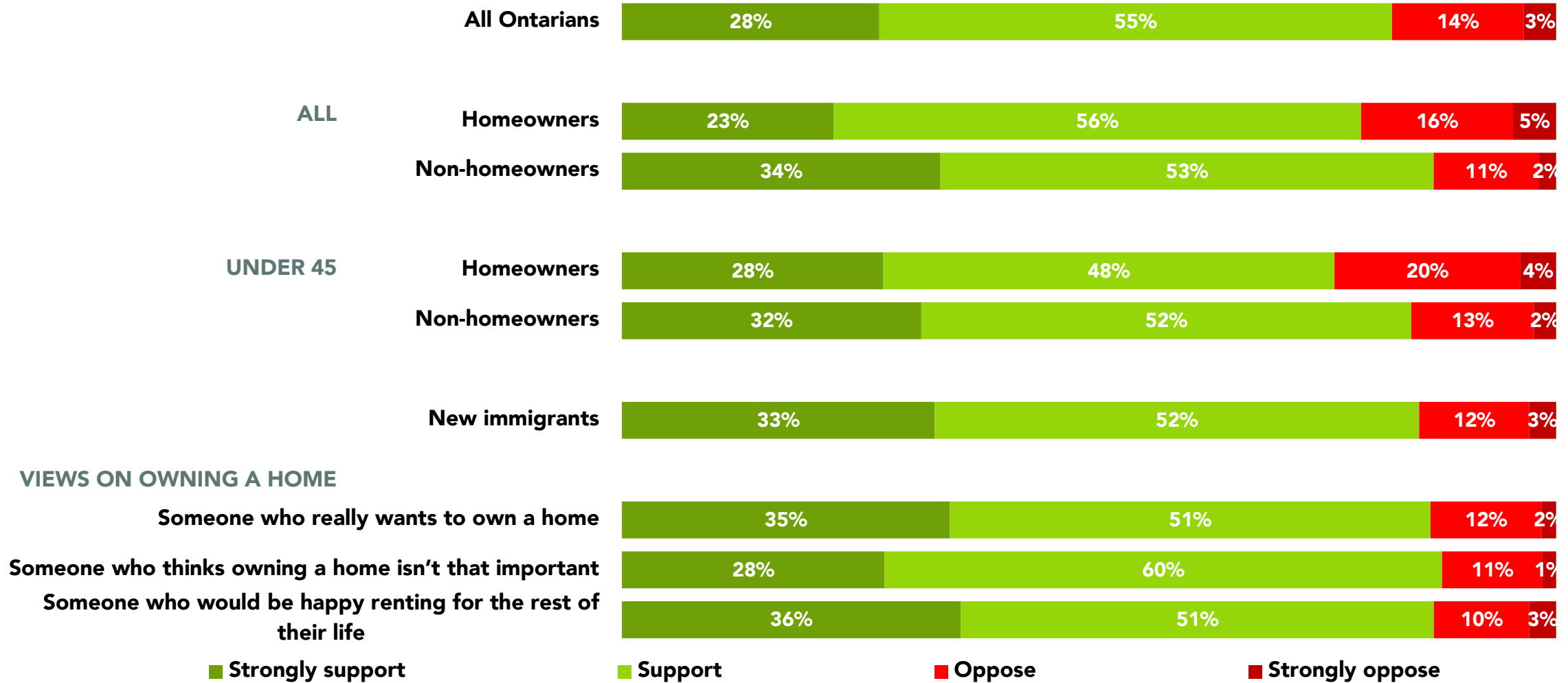
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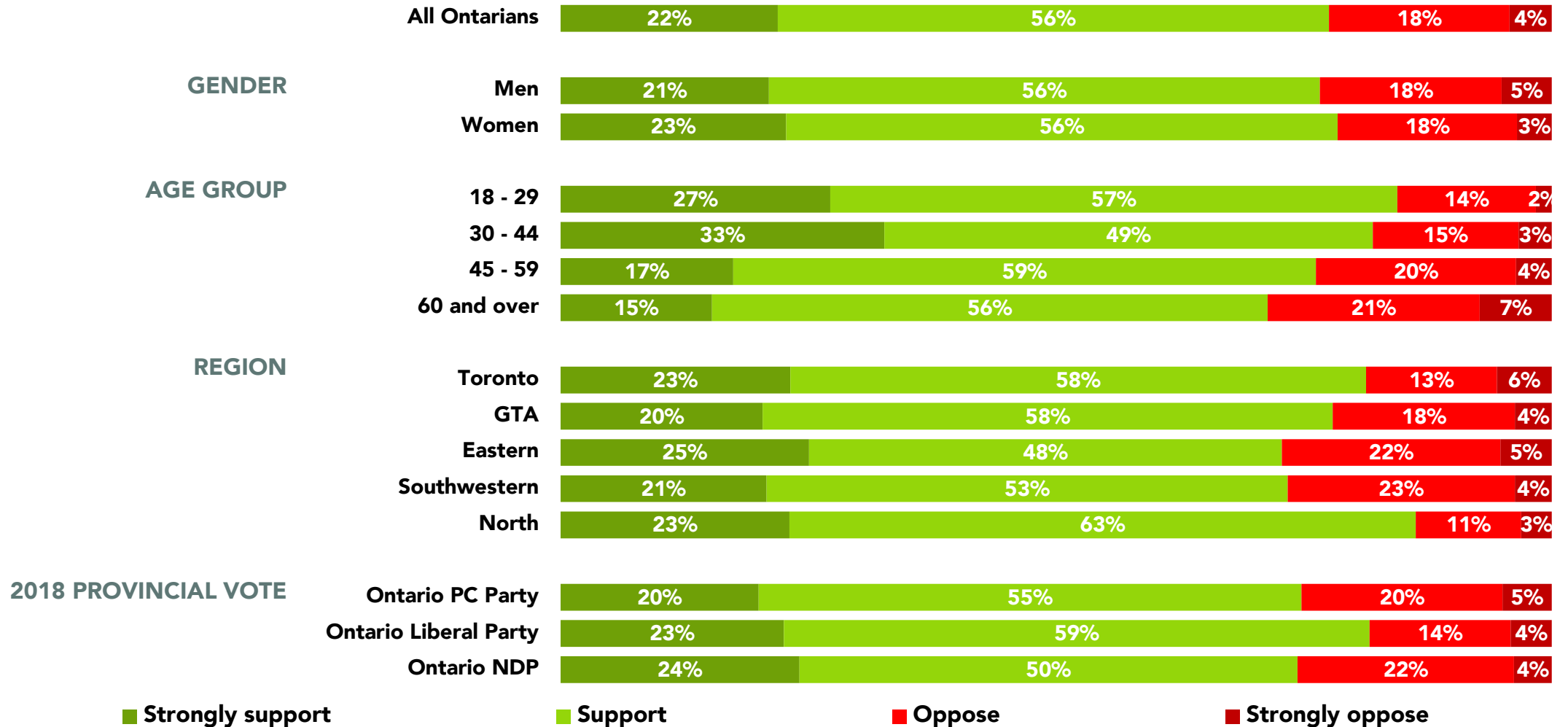
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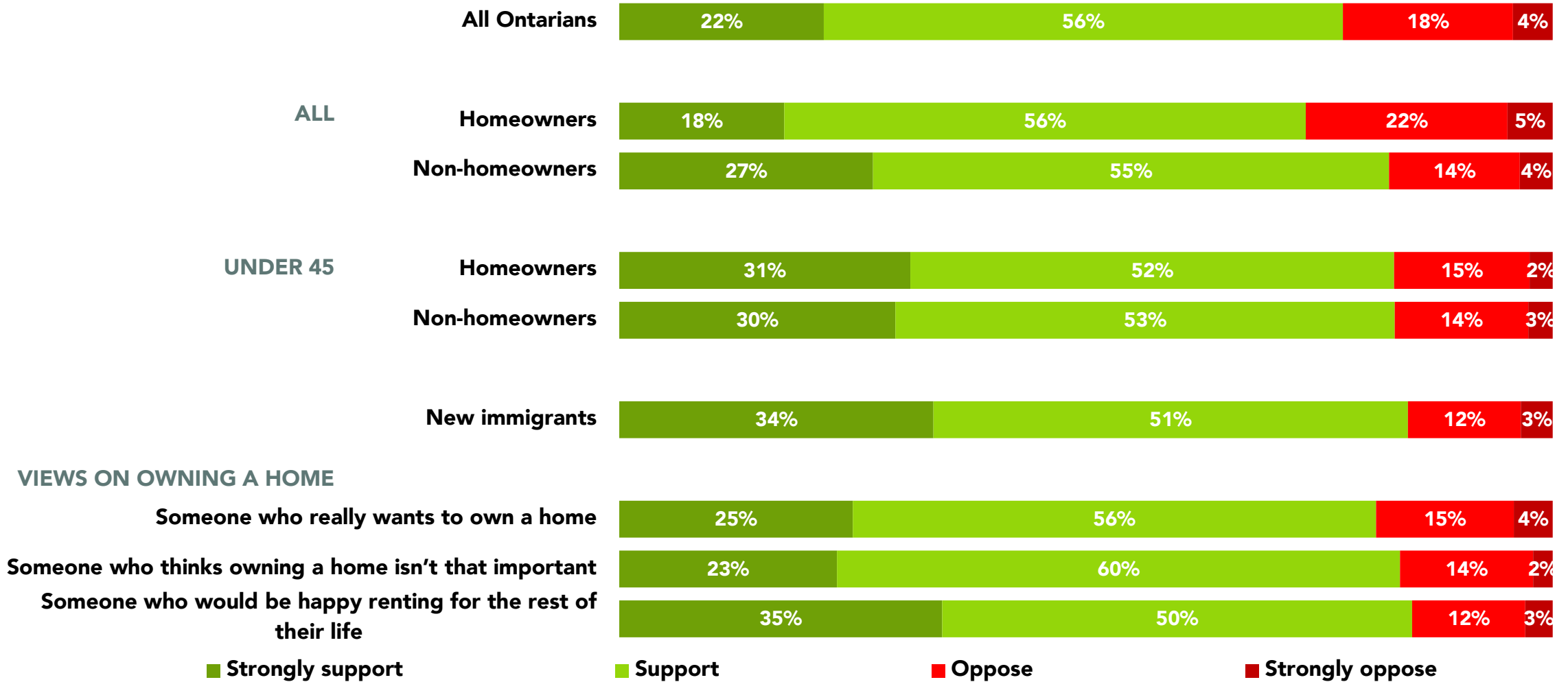
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# CREATING MORE HOUSING CHOICE THROUGH MINIMUM ZONING REQUIREMENTS IN URBAN AREAS THAT ARE CURRENTLY ZONED FOR SINGLE-FAMILY HOMES



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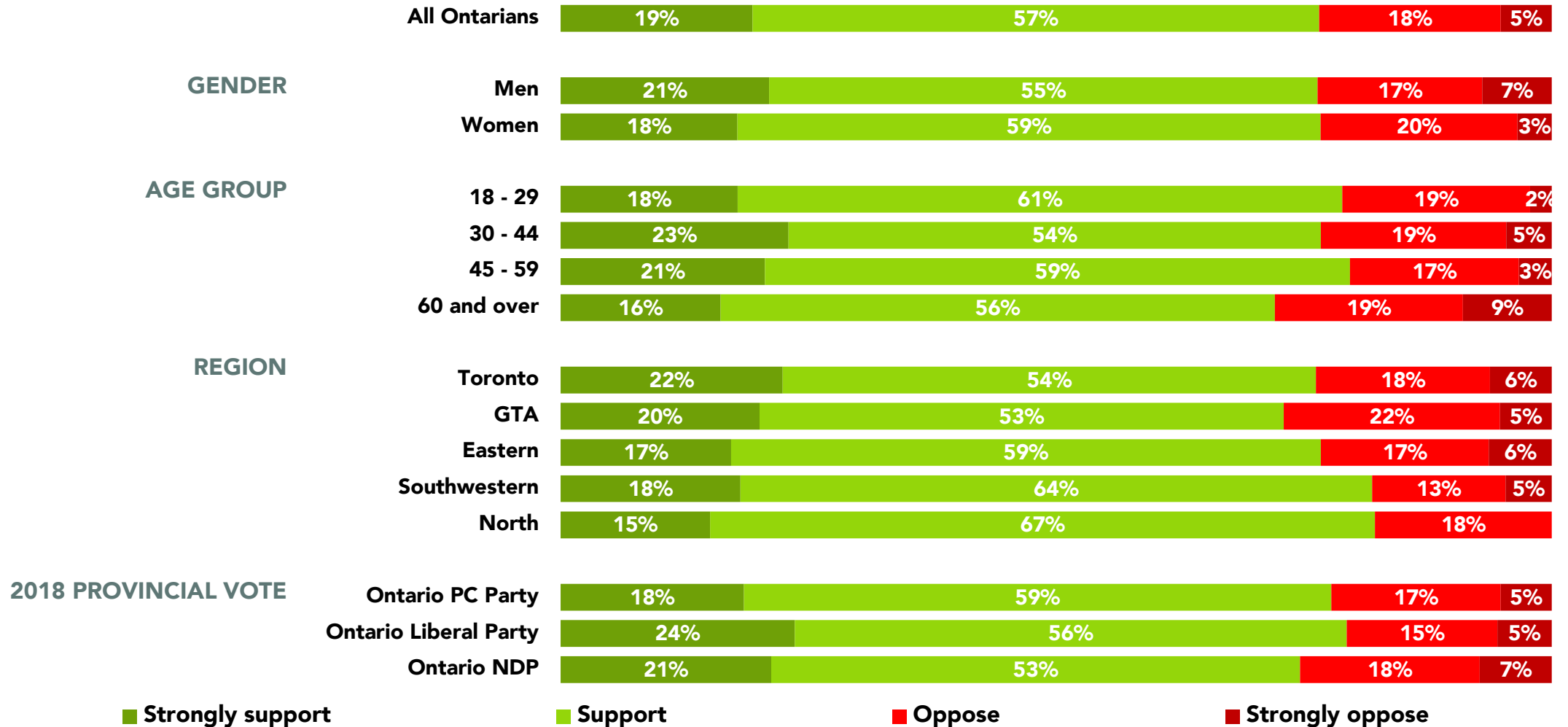
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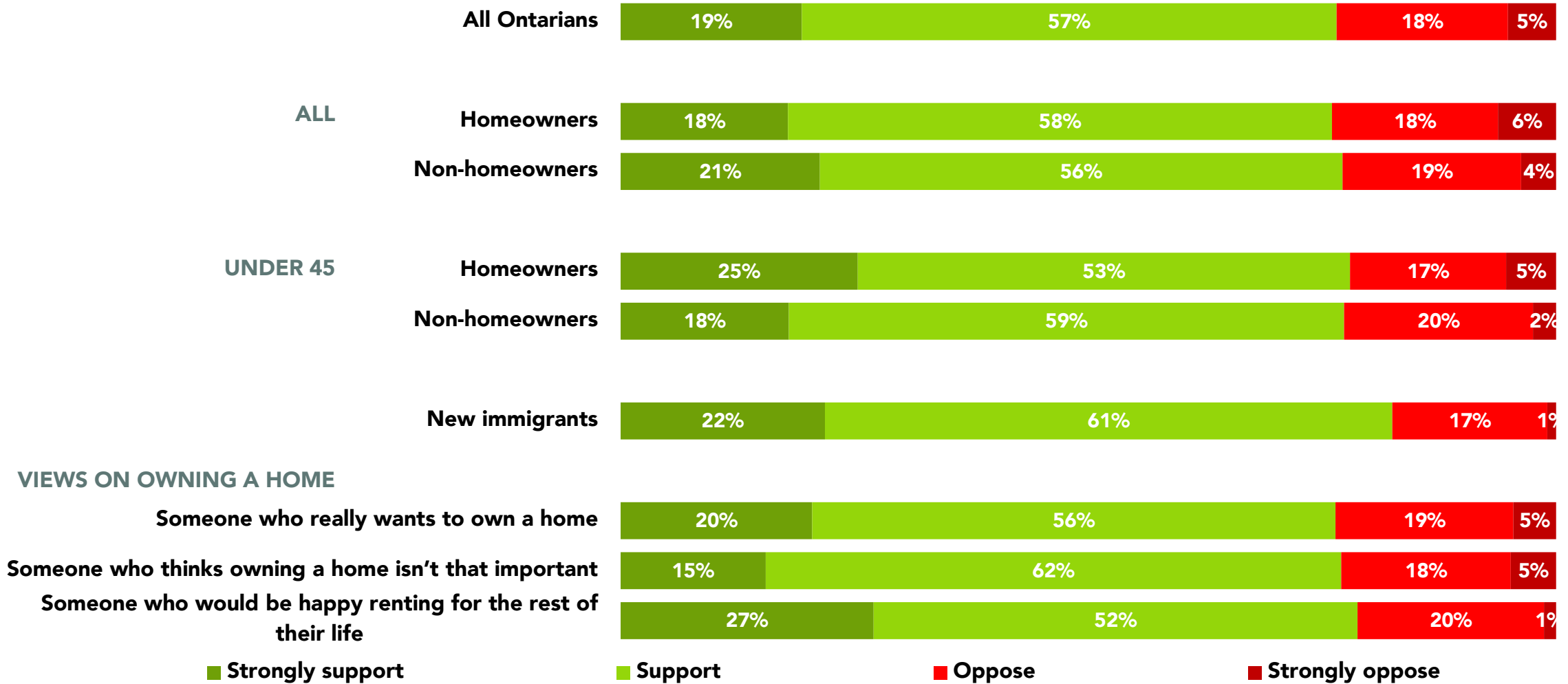


# USING GOVERNMENT TOOLS TO CUT APPROVAL TIMES FOR EXISTING HOUSING PROJECTS (I.E., MINISTERIAL ZONING ORDERS)



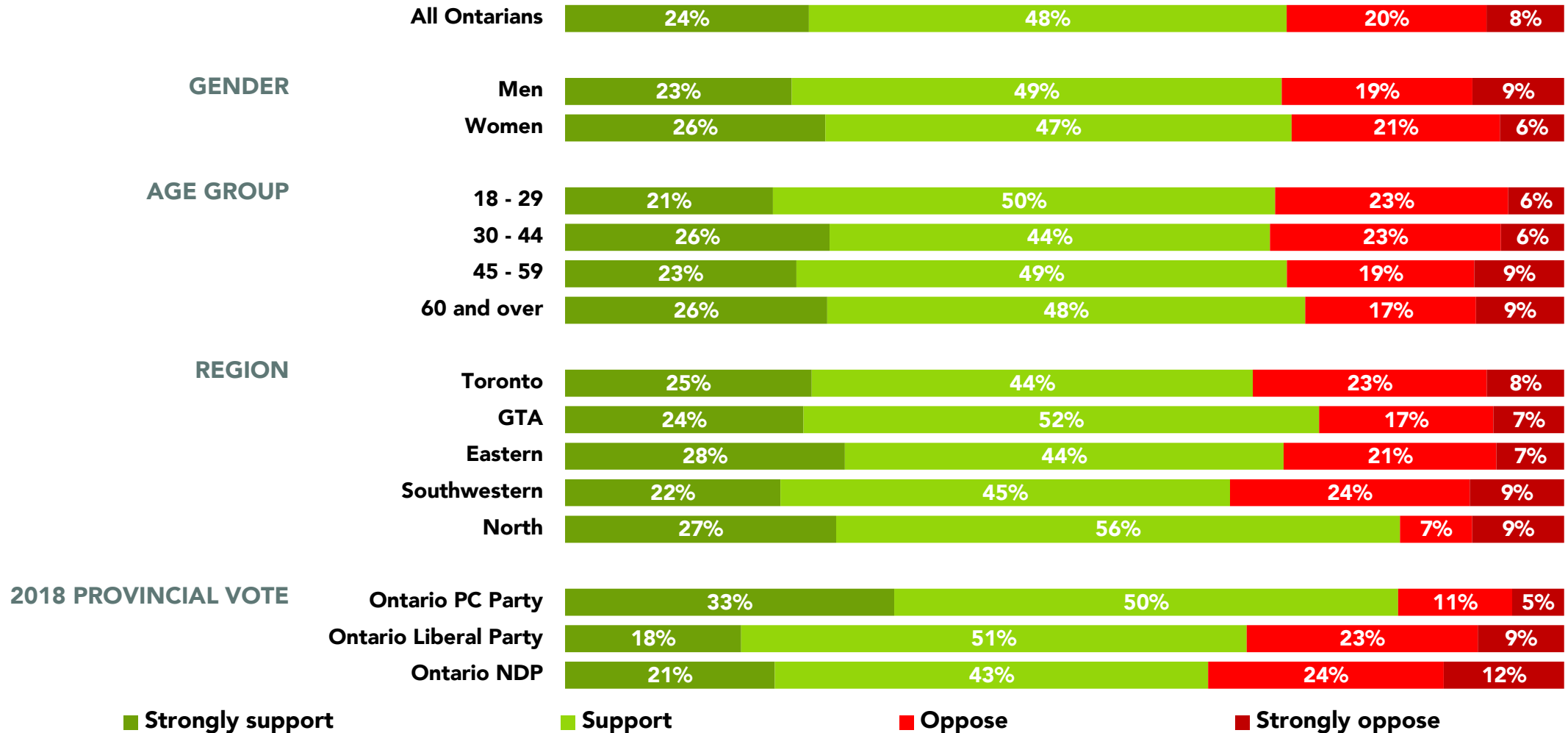
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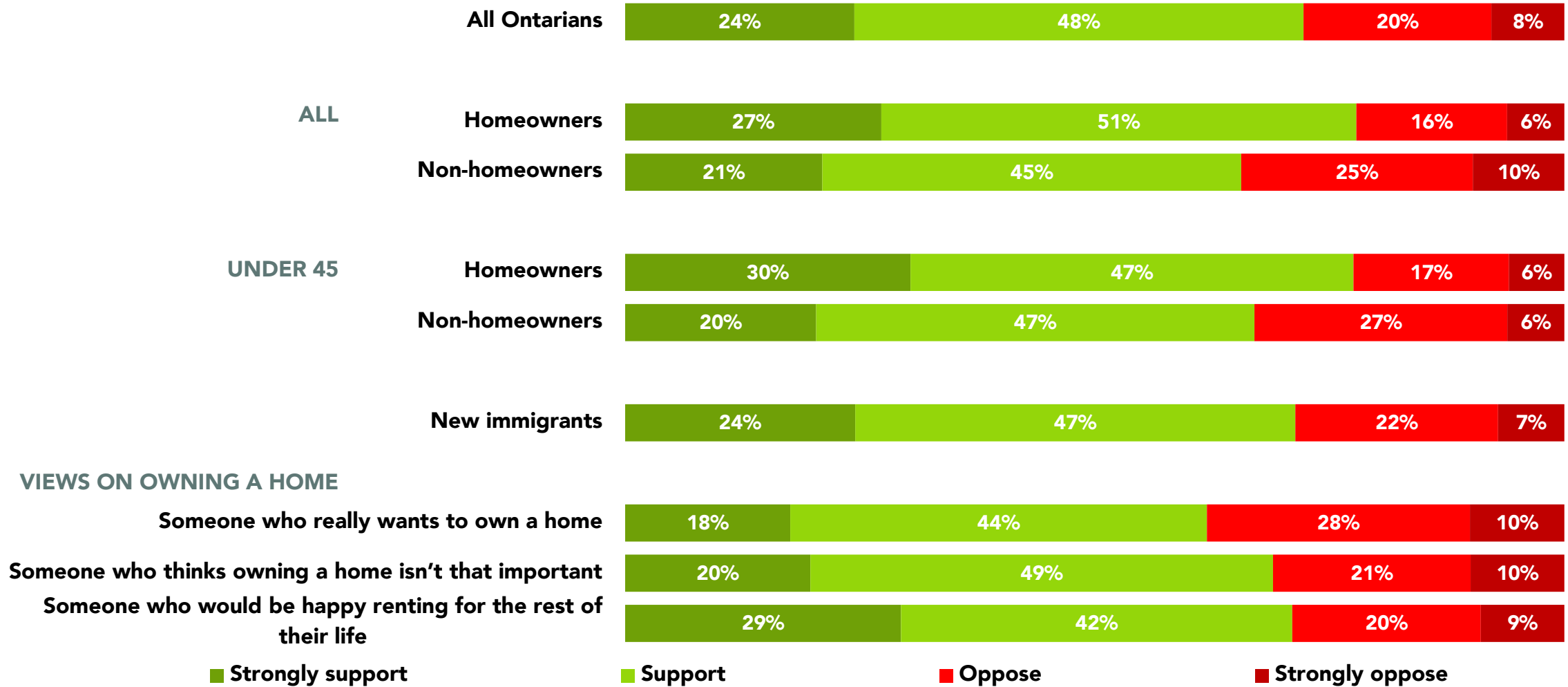
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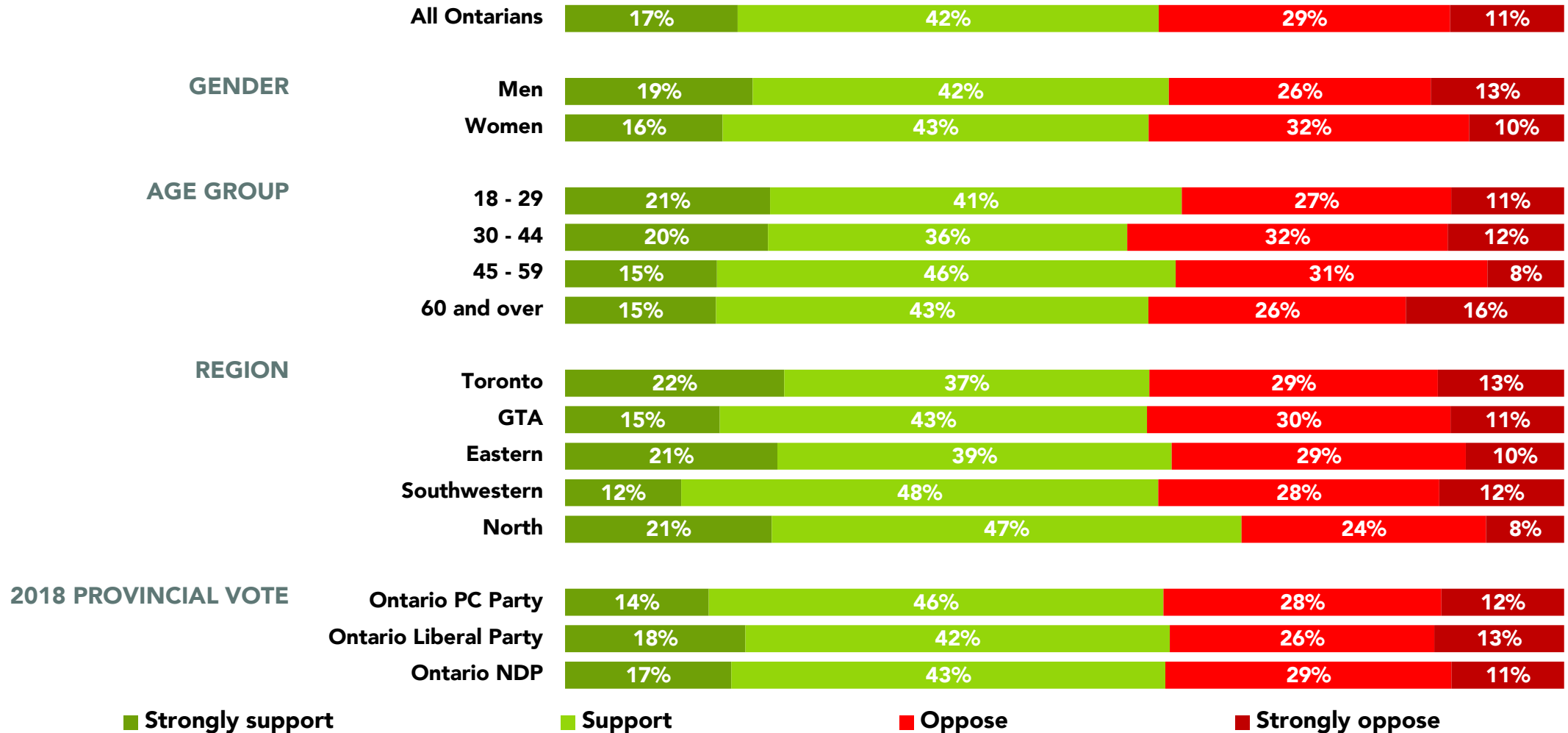
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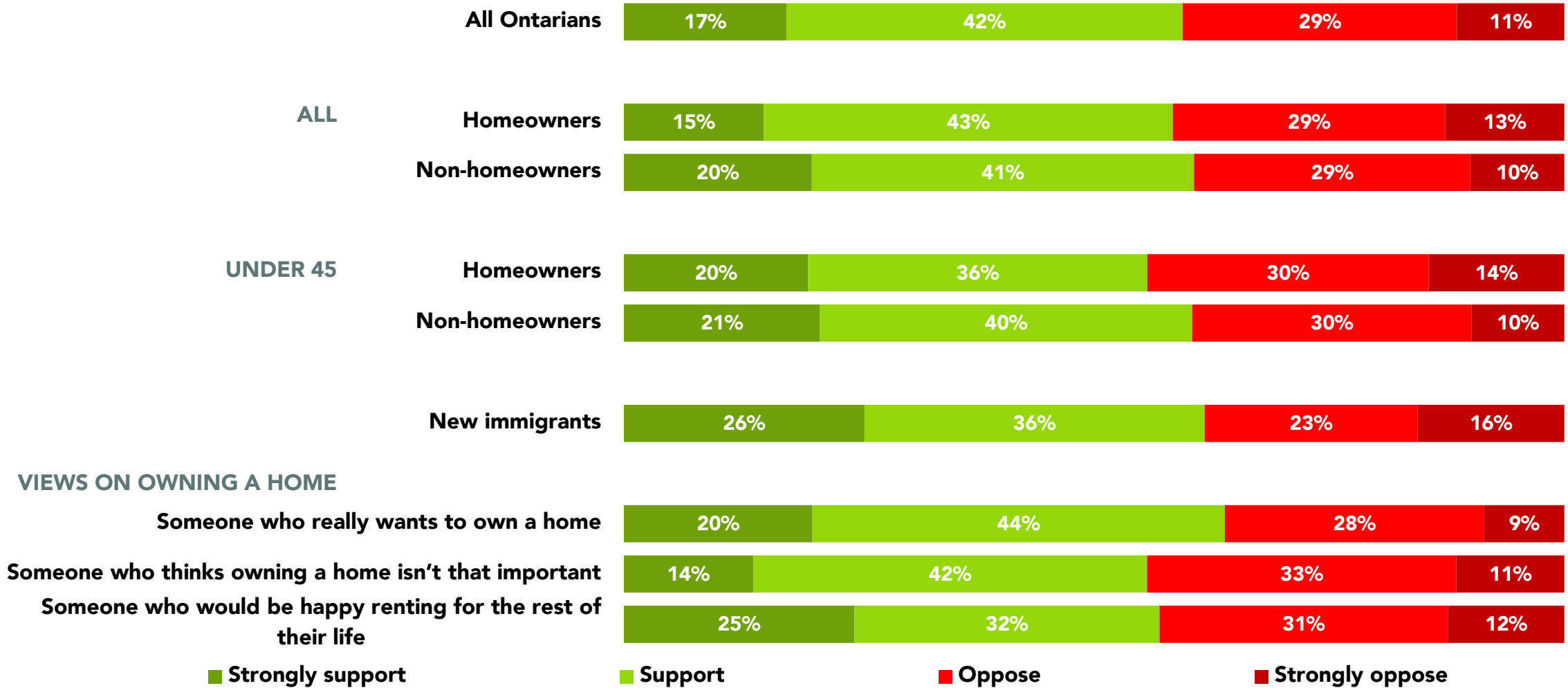
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# INCENTIVIZING HOMEOWNERS WHO ARE OVER-HOUSED (I.E., OWNS A HOME THAT IS LARGER THAN WHAT THEY NEED) TO MOVE INTO A SMALLER HOME



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?

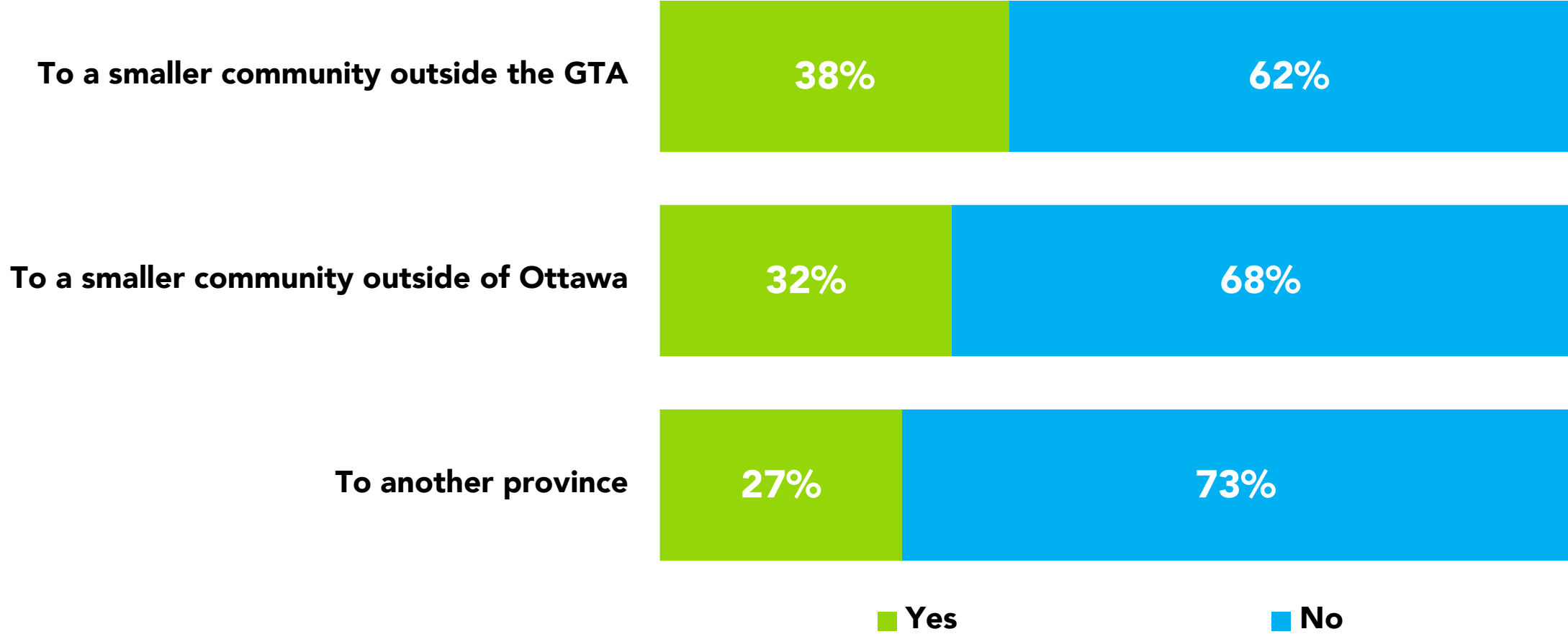
An aerial photograph of a large lake with several islands, surrounded by dense forest with vibrant autumn foliage in shades of orange, yellow, and red. The sky is overcast with grey clouds.

# FUTURE PLANS

**ABACUS DATA**

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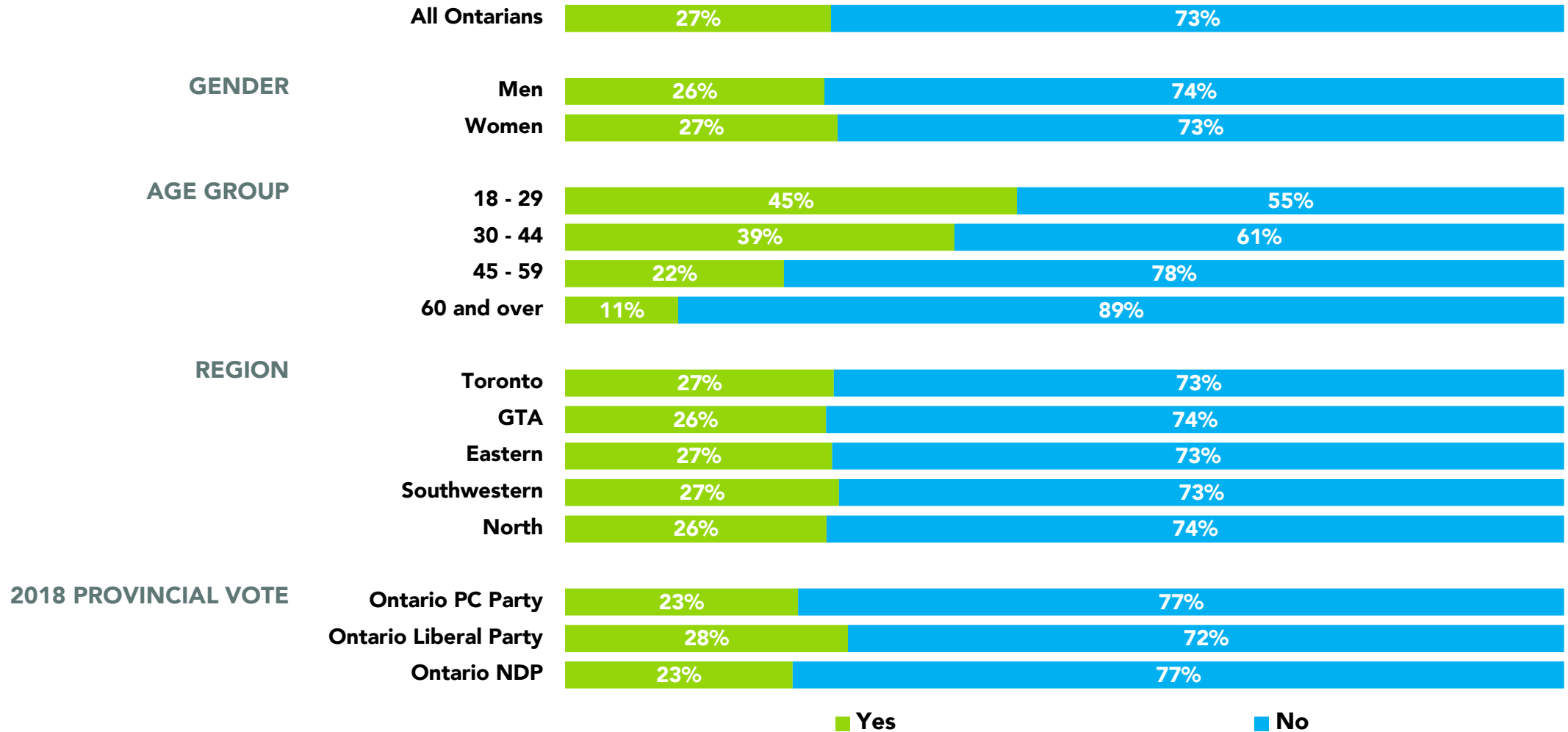
# A THIRD HAVE CONSIDERED MOVING TO A SMALLER COMMUNITY OUTSIDE THE GTA OR OTTAWA IN THE PAST YEAR



In the past year, have you considered or are you considering moving to another area where homes may be more affordable?

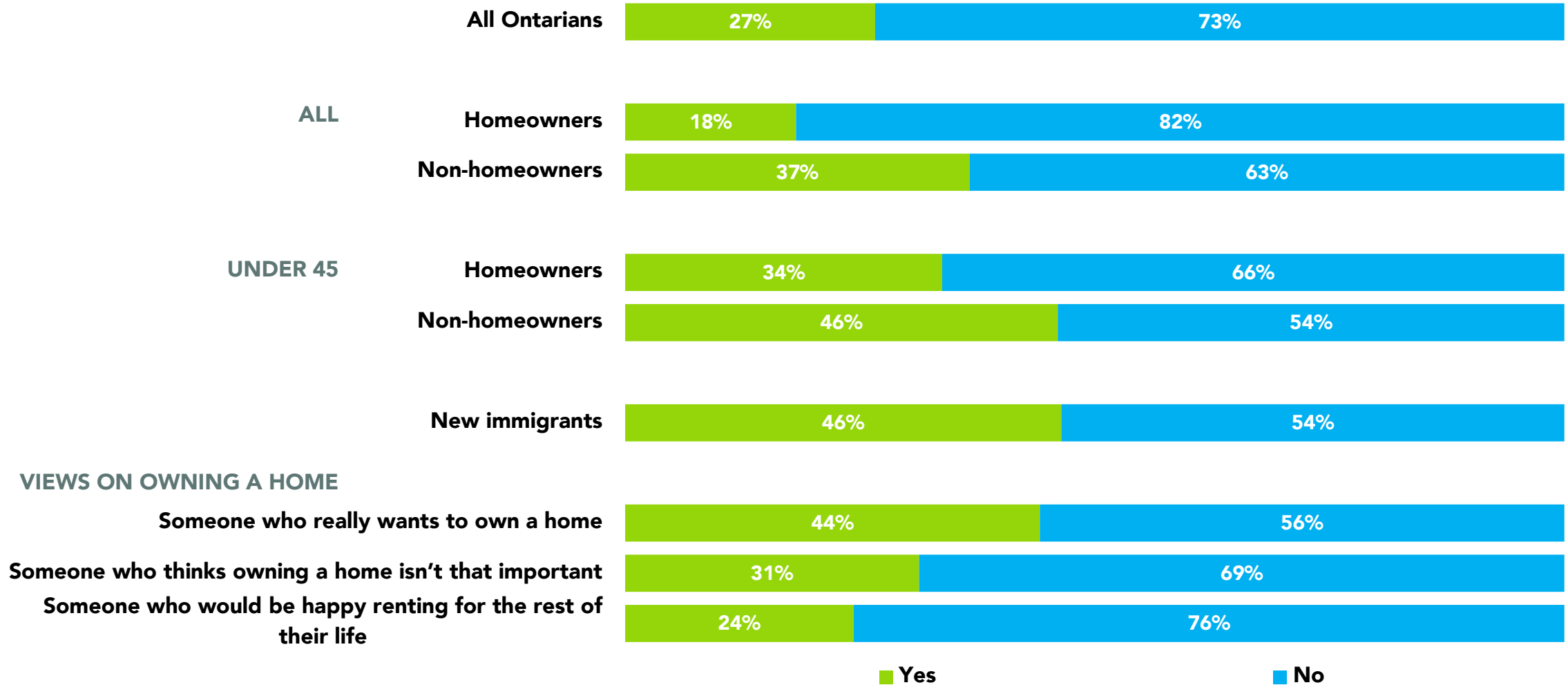


# IN THE PAST YEAR, CONSIDERED MOVING TO... ANOTHER PROVINCE



In the past year, have you considered or are you considering moving to another area where homes may be more affordable?

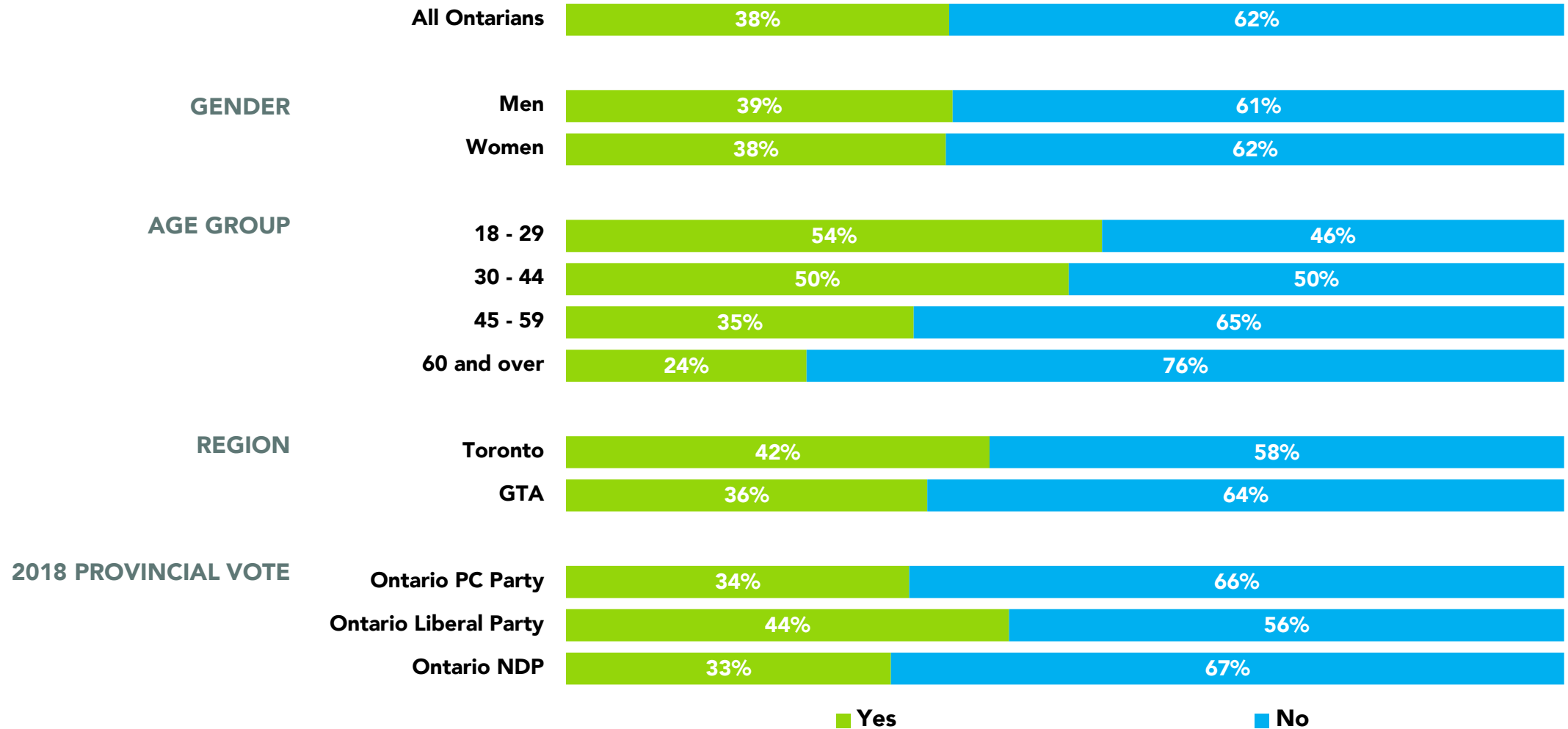
# IN THE PAST YEAR, CONSIDERED MOVING TO... ANOTHER PROVINCE



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# IN THE PAST YEAR, CONSIDERED MOVING TO...

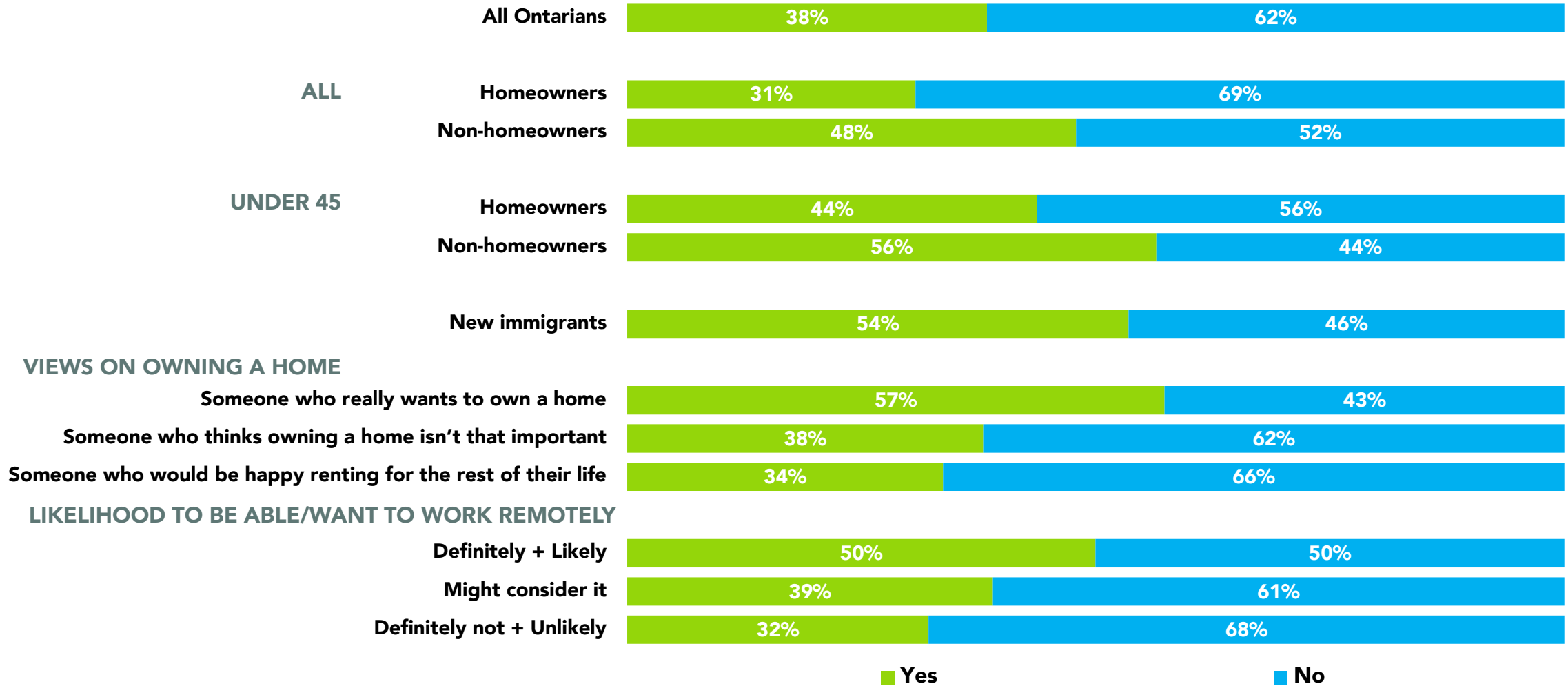
## A SMALLER COMMUNITY OUTSIDE THE GTA



In the past year, have you considered or are you considering moving to another area where homes may be more affordable?

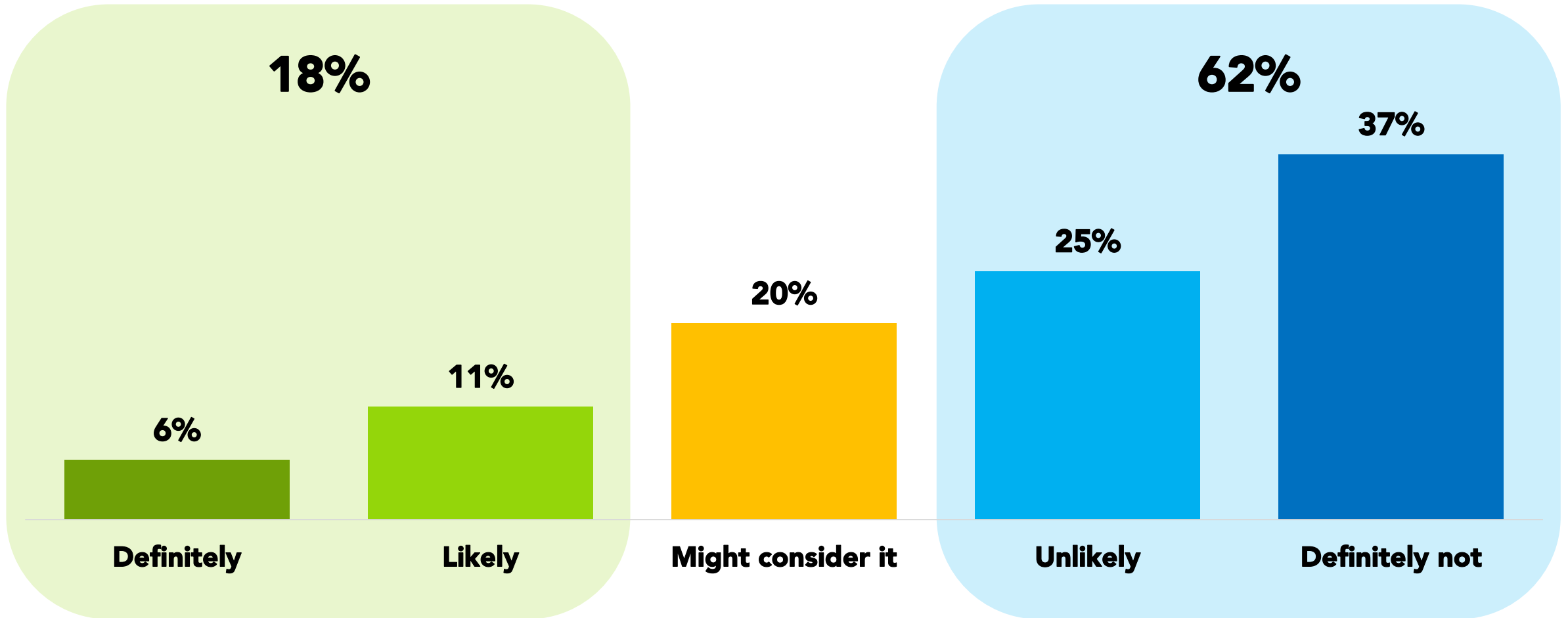
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## A SMALLER COMMUNITY OUTSIDE THE GTA



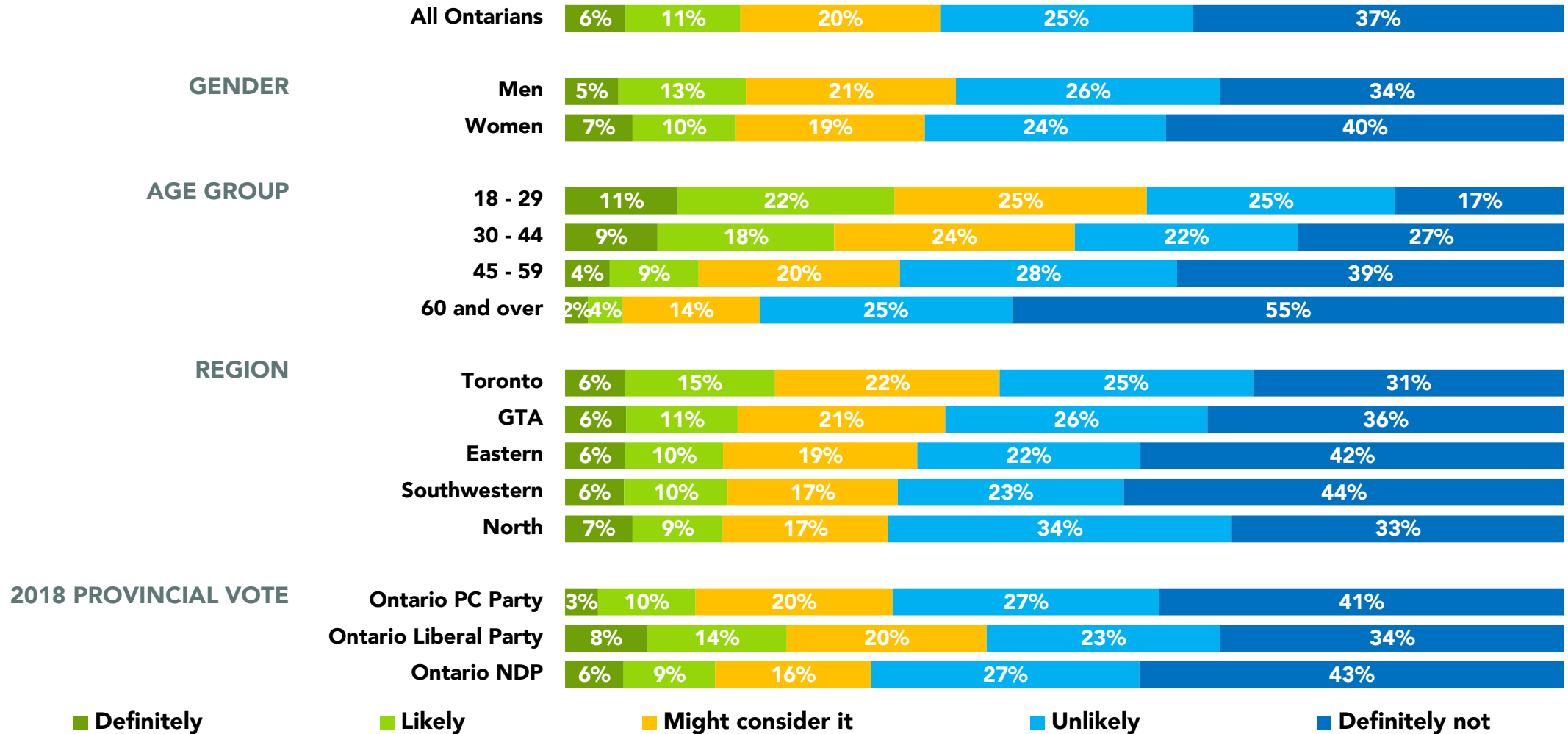
In the past year, have you considered or are you considering moving to another area where homes may be more affordable?

# LIKELIHOOD TO MOVE OUT OF ONTARIO TO FIND MORE AFFORDABLE HOUSING IN THE NEXT FEW YEARS



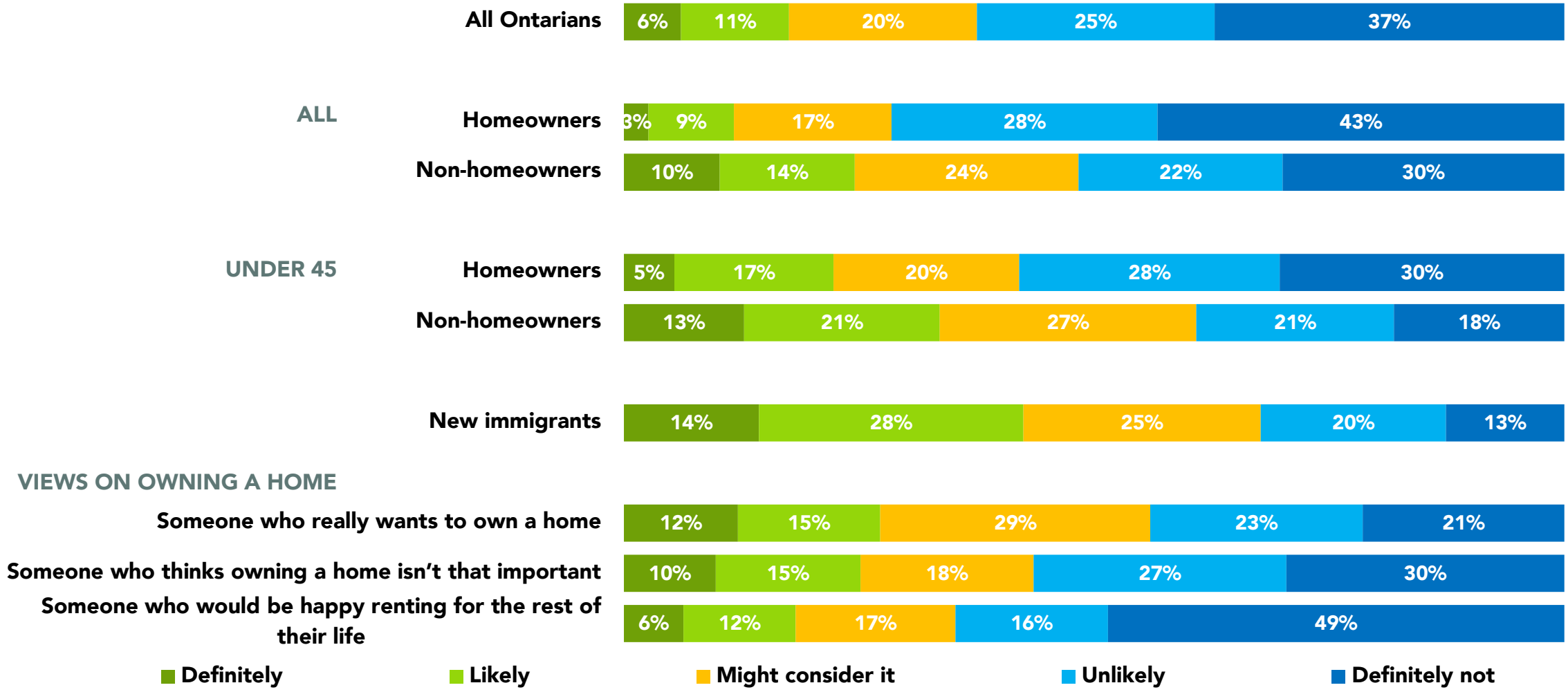
Over the next few years, how likely is it that you will do the following?

# LIKELIHOOD TO MOVE OUT OF ONTARIO TO FIND MORE AFFORDABLE HOUSING IN THE NEXT FEW YEARS



Over the next few years, how likely is it that you will do the following?

# LIKELIHOOD TO MOVE OUT OF ONTARIO TO FIND MORE AFFORDABLE HOUSING IN THE NEXT FEW YEARS



Over the next few years, how likely is it that you will do the following?