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How Canadians feel about the
housing situation in their community

October 2023

Methodology

- **Field Window: September 21 to October 3, 2023**
- **Sampling:** Online survey of randomly-selected sample of **1,501 adult (18+) Canadians**
- **Reliability*:** Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of **± 2.5%**, 19 times out of 20. The margin of error is larger for sub-segments.
- **Weighting:** Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

Region	Number of Interviews	Margin of error*
Atlantic Canada	201	± 6.9%
Quebec	353	± 5.2%
Ontario	399	± 4.9%
Manitoba/ Saskatchewan	200	± 6.9%
Alberta	151	± 8.0%
British Columbia	198	± 7.0%
Canada	1,501	± 2.5%

Key Findings

- Housing costs are a major stress point for Canadian homeowners who have yet to pay down their mortgage (42% are very stressed) and among renters (52% are very stressed).
- Only 18% of renters believe buying a home is attainable in their future.
 - This includes 23% of renters under 35 and 15% of renters 35+.
- There is a disconnect around the topic of housing density. Six-in-ten (60%) support increasing housing density in Canadian cities (including the majority of those living on streets of single family homes). However, **only 20% would consider it a “good thing” if a single-family home on their block was converted into a triplex.**
 - Those already living on mixed density streets are split on how they’d feel about a single-family home being converted to a triplex (good thing 27% / bad thing 25%), while those living on streets with only single-family homes are more leery (good 17% / bad 50%).



60%

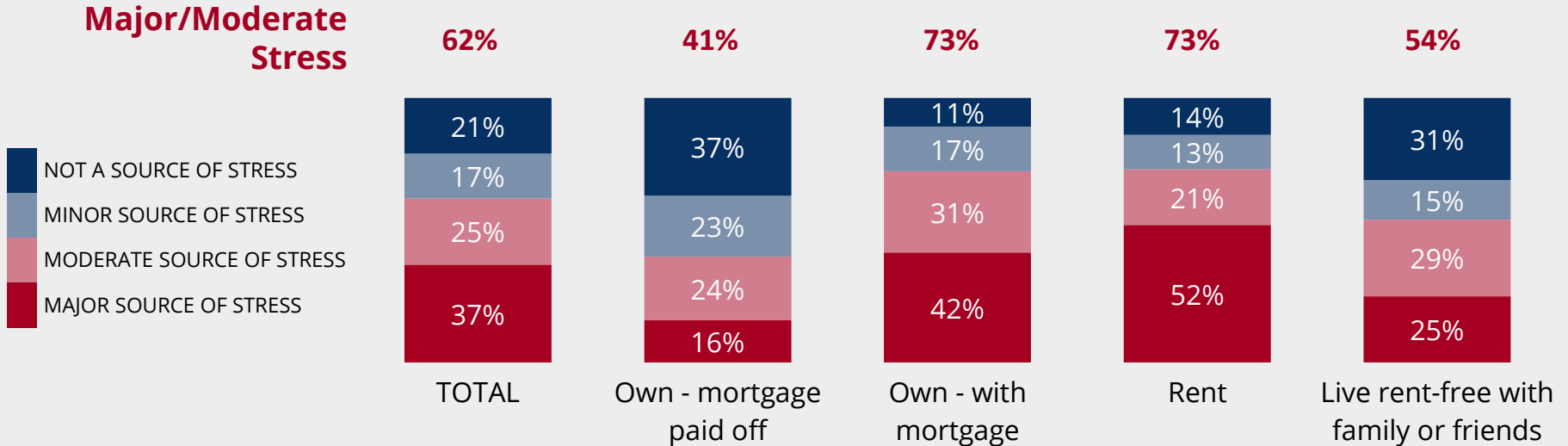
support increasing
housing density in
Canadian cities

The background image shows two construction workers on a site. One worker in the foreground is wearing a white hard hat and a high-visibility vest, looking towards the right. Another worker is visible in the background, also in safety gear. A large, semi-transparent circular graphic is overlaid on the scene. The image has a blue-to-red gradient overlay.

Detailed Findings

Housing Stress: Majority of renters consider housing expenses a major source of stress

- Housing expenses are a major or moderate source of stress for 70% of people 18-34, 71% of those 35-49, 62% of those 50-64, and 45% of seniors.
- Women are more likely than men to be stressed by housing expenses (67% vs. 58%).



For each of the following items related to the cost of living please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household? **Housing expenses such as rent payments, mortgage and property taxes, and/or condo fees**
(Base: All respondents N=1501)

Few renters feel that home ownership is attainable for them

- Even among non-owners with household incomes over \$100,000 a year, only 28% believe that home ownership is attainable.



All non-home owners



Renters



Renters < 35



Renters 35+



Living rent-free with family or friends



18%

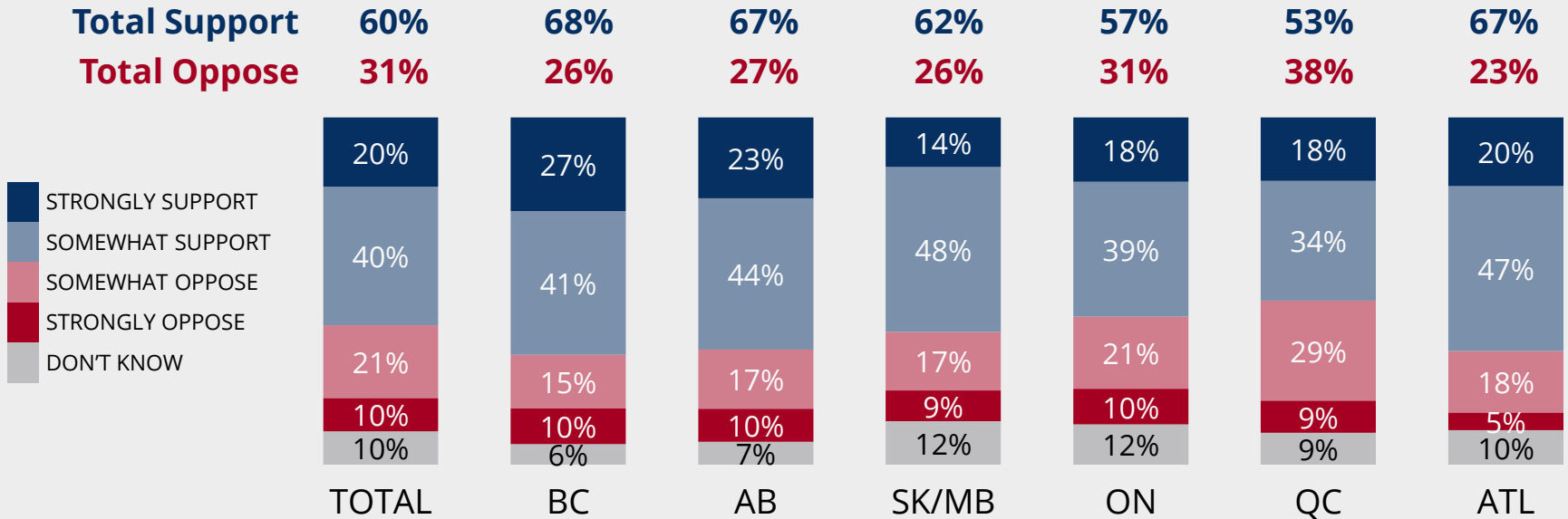
Of renters believe buying a home is attainable in their future



Using a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree with the following statements? **Buying a home is attainable to me in my future**
(Base: All respondents who don't own, N=568)

Support for Density: Majority of Canadians support increased housing density at the conceptual level

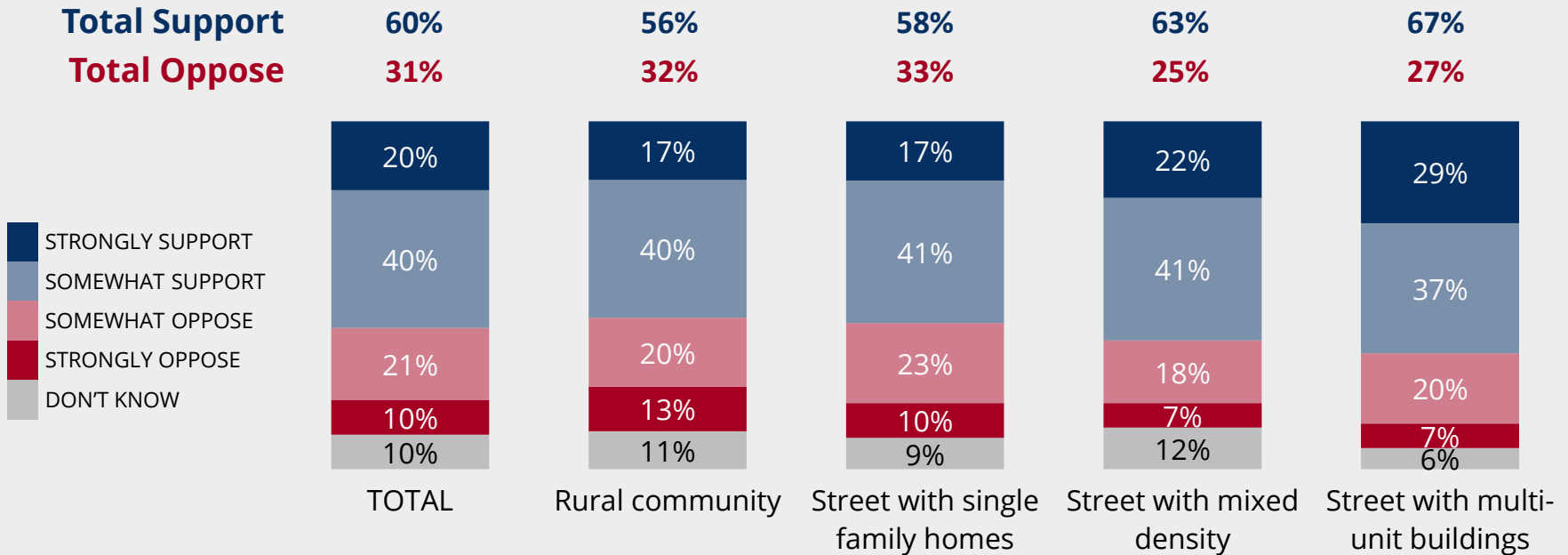
- Men are slightly more supportive of increasing housing density (63%) than women (57%). Support is similar across age groups.



High-density housing refers to building housing units that can house more people in smaller areas, such as apartment buildings, condos, and townhouses. How much do you support increasing housing density in Canadian cities? (Base: All respondents N=1501)

Support for Density – by Community: Majority of those on single family streets support greater density

- The majority of homeowners (60%) and renters (63%) both support increased density in Canadian cities.

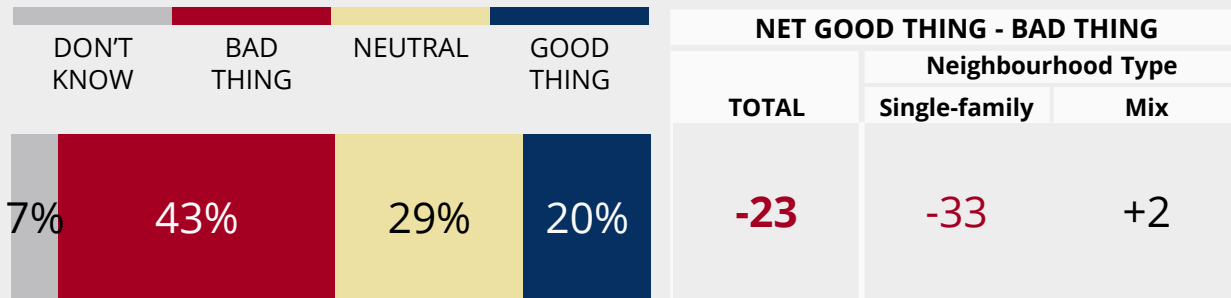


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In Your Backyard? 43% would see conversion of a single-family home to a triplex on their block as a “bad thing”

- Half of Canadians living on blocks with all single-family homes would see a home conversion as a bad thing (good 17% / bad 50%), while those who live on streets with mixed single and multi-family homes are evenly split on this (good thing 27% / bad thing 25%).
- Homeowners are more negative to this scenario (good 17% / bad 49%) than renters (good 28% / bad 30%).

How would you feel if a single-family home on your block was converted into a triplex?



There's a disconnect, with Canadians supportive of density, but less enthused about it on their block

60%

Support increasing high density housing in Canadian cities

20%

Think it would be a good thing if a single-family home on their block was converted into a triplex



High-density housing refers to building housing units that can house more people in smaller areas, such as apartment buildings, condos, and townhouses. How much do you support increasing housing density in Canadian cities? (Base: All respondents N=1501)
How would you feel if a single-family home on your block was converted into a triplex (3-unit building)? (Base: Live on street with single family homes or mixed N=1013)



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