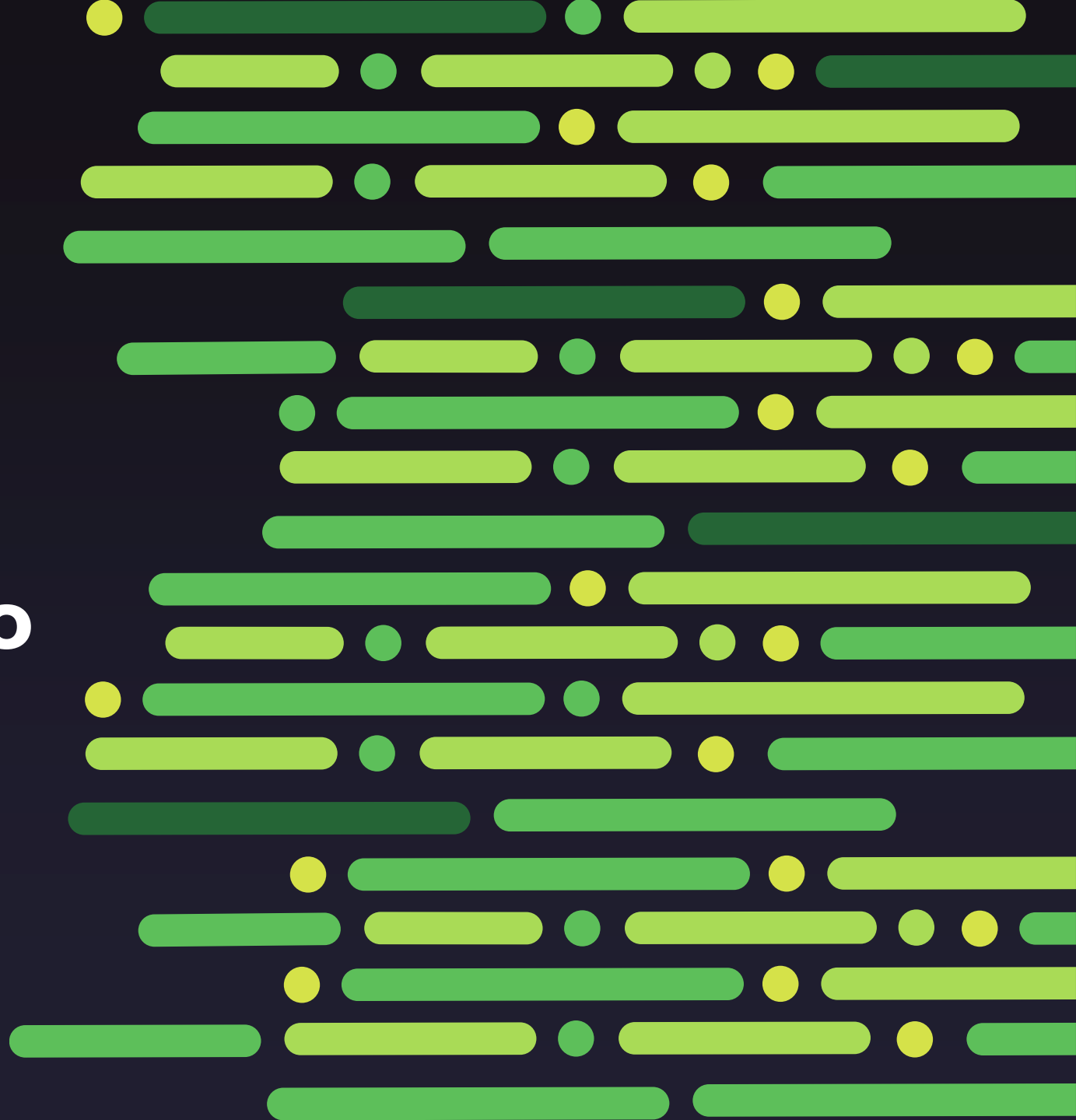


# Perceptions of Housing and Municipal Services in Southern Ontario

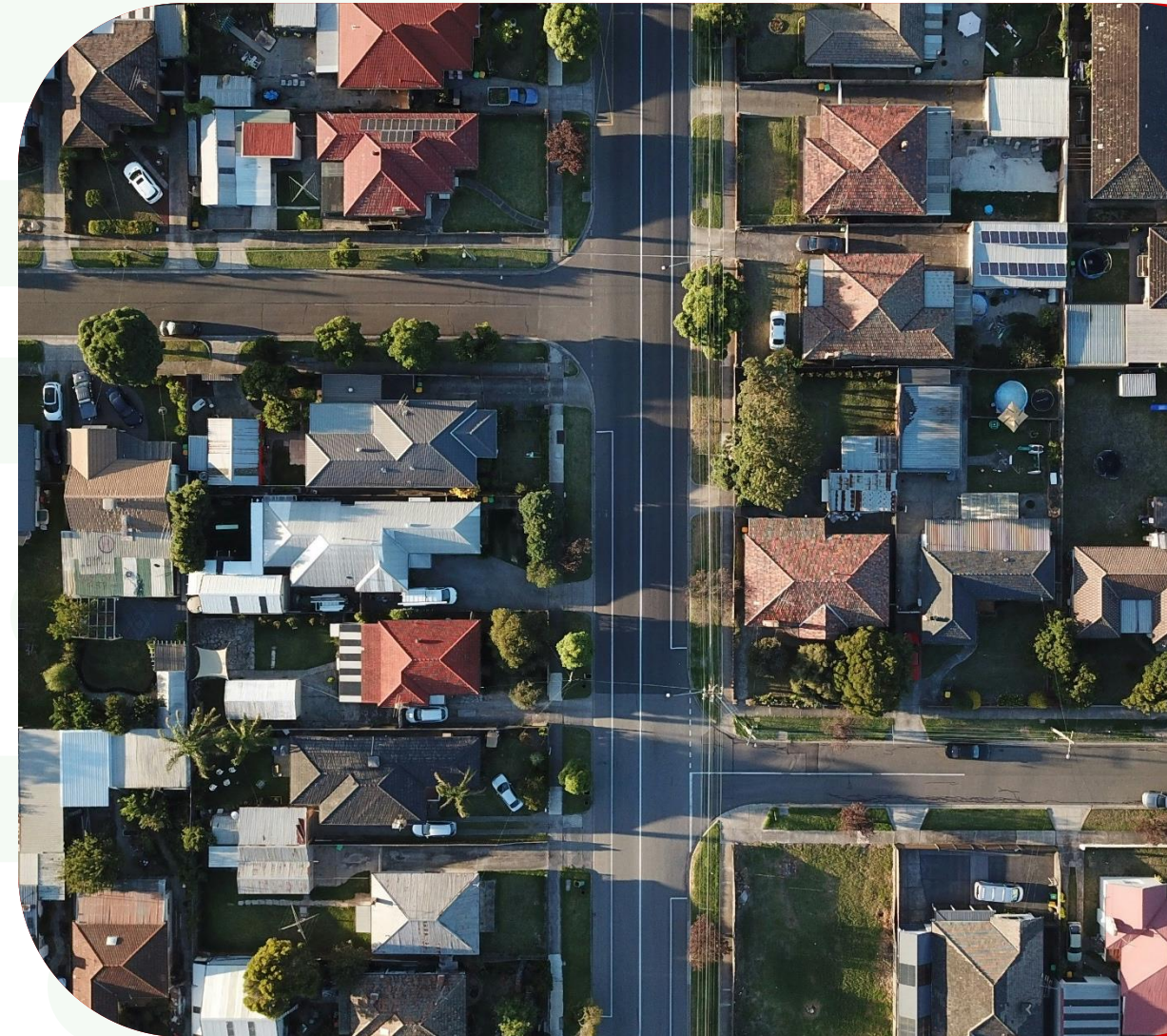
Cornerstone Association of  
**REALTORS®**

April 2026



# Methodology

- Sample size: 2,671 Southern Ontario residents ages 18+
  - Online: n=2,197
  - Phone: n=474
- Survey field dates: March 5 to April 1, 2026
- Margin of error: (+/-) ~1.90%, 19 times out of 20.
- The data was weighted by age, education, and region.
- Totals may not add up to 100 due to rounding.
- Throughout the report **green font** indicates a statistically significant higher result, while **red font** indicates a statistically significant lower result within groups.



# The Upshot



## KEY INSIGHTS

### **A strong sense of place coexists with uncertainty about direction**

Residents feel positively about where they live but are less confident about where things are headed. While 73% rate their quality of life as good or excellent, only 41% believe their municipality is on the right track, with 35% saying it is not and 24% unsure. This gap suggests that satisfaction with the present is not translating into optimism about the future. It reflects a growing sense of unease, where people value their communities but question whether conditions will improve.

### **Housing and cost of living dominate the local agenda**

Affordability concerns clearly define what residents expect from their municipal governments. A majority (54%) identify cost of living as the top issue, followed by housing (48%), well ahead of homelessness (30%) and property taxes (26%). Housing is not seen in isolation, but as part of a broader financial strain. This reinforces the idea that residents are navigating overlapping pressures, where rising costs across the board are shaping priorities and expectations.

### **Homeownership remains a goal, but confidence is eroding**

The aspiration to own a home remains strong, but belief in achieving it is divided. Among non-homeowners, 76% still want to buy someday, including 89% of those under 30. Yet only 49% feel optimistic they will be able to do so, while 48% are pessimistic with 20% who say they have given up entirely. Younger residents are more optimistic, but also place slightly less importance on ownership, suggesting a shift in mindset as expectations adjust to a more uncertain reality.

# KEY INSIGHTS

## Affordability concerns are widespread and intensifying

Housing affordability is seen as a systemic issue rather than a niche concern. More than three-quarters (77%) say housing is unaffordable in their area, and 56% believe it has worsened over the past year. Concern is high across the board, with 80% expressing at least some level of worry. This level of consensus signals that affordability challenges are deeply felt and widely shared, reinforcing a collective sense of financial strain.

## Support is strongest for practical, fairness-driven solutions

Residents are open to action but prefer solutions that feel fair and manageable. Strong support exists for measures like punishing bad landlords (76%), expanding affordable housing (74%), and lowering taxes for first-time buyers (69%). There is also some openness to increasing density (32%), but less appetite for changes that significantly alter neighbourhood character. The preference is for solutions that improve affordability without creating new disruptions.

## Support for reducing development charges aligns with recent policy action

Residents are broadly supportive of reducing development charges to improve affordability, with 62% in favour if it lowers home prices and 41% saying these costs unfairly burden new buyers. This reflects a growing view that system-level costs are driving prices higher. Recent moves by provincial and federal governments to reduce these charges are well aligned with public sentiment.

## KEY INSIGHTS

### Financial pressure is translating into emotional strain

The impact of housing extends well beyond finances. While 43% report financial strain, many also point to effects on quality of life (35%) and mental health (33%). More than half (54%) have worried about paying their housing costs in recent months, and 59% are concerned about losing their home if their situation changes. Among younger and lower-income residents, these pressures are even more pronounced, highlighting how financial insecurity is shaping daily stress and long-term outlooks.

### Governments are seen as underperforming, with shared responsibility expected

A majority believe all levels of government are not doing enough, especially the provincial government (63%), followed by federal (55%) and municipal (54%). At the same time, 53% think responsibility should be shared across governments. This points to a lack of clear leadership, where residents expect coordination but do not feel it is happening, reinforcing frustration and skepticism.

### Housing is emerging as a key driver of municipal voting behaviour

Housing is becoming a central issue in local politics. More than 8 in 10 (81%) say it will be important in their vote, rising even higher among younger and lower-income residents. At the same time, 59% believe it is time for change in their municipality, while satisfaction with performance is split. This suggests housing is not only shaping perceptions, but also driving openness to political change.

# STRATEGIC NARRATIVE

## A Growing Gap Between Stability Today and Confidence in Tomorrow

Residents continue to feel positively about their communities, but that sense of stability is increasingly fragile. While quality of life remains high, fewer are confident that their municipality is heading in the right direction. This growing uncertainty is being driven by affordability pressures, with housing at the centre of how people are experiencing economic strain.

Homeownership still represents an important goal for many, especially younger residents, but belief in achieving it is increasingly divided. People are holding onto the aspiration while beginning to question its feasibility. This tension reflects a broader shift in mindset, where long-term expectations are being recalibrated in response to rising costs and limited opportunities.

The impact is both financial and emotional. Concerns about affordability are widespread, but so too are worries about maintaining housing, managing monthly costs, and what happens if circumstances change. For many, housing has become a source of ongoing stress rather than security, contributing to a more cautious, risk-aware outlook.

At the same time, residents are pragmatic about solutions. There is support for policies that improve affordability, increase accountability, and expand access, but less appetite for changes that feel disruptive or uncertain. People are looking for progress, but in ways that preserve stability and predictability.

Against this backdrop, housing is emerging as a defining issue in how residents evaluate their governments. There is a clear sense that more needs to be done, and that responsibility must be shared across all levels. With many believing it is time for change, housing is not only shaping perceptions but increasingly influencing political decisions at the municipal level.

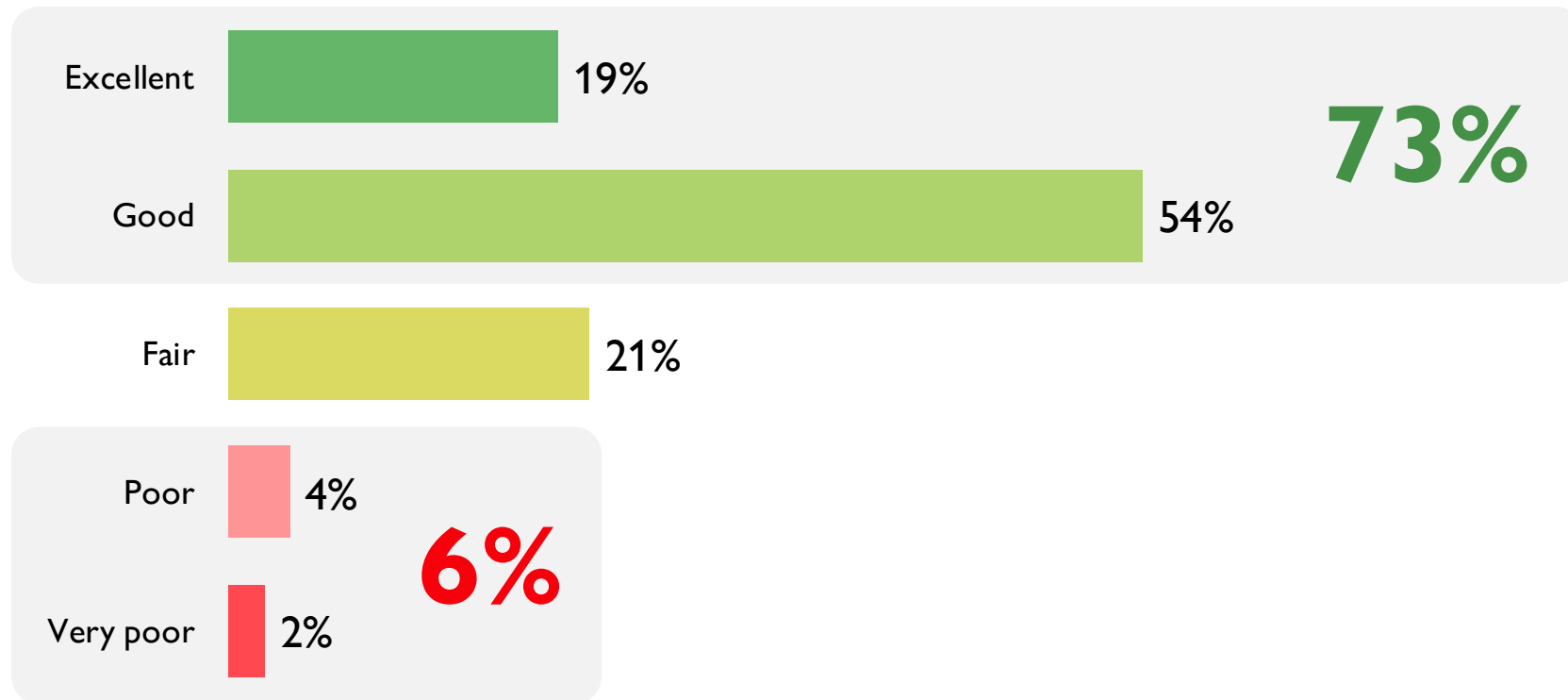
# Life in Your Municipality





Overall, how would you rate the quality of life in [MUNICIPALITY]?

**Nearly 3 in 4 rate the quality of life in their municipality as good or excellent.**



Base: All respondents (n=2,671)





Overall, how would you rate the quality of life in [MUNICIPALITY]?

## QUALITY OF LIFE RATING

	TOT.	AGE				REGION									INCOME		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
<b>[NET] GOOD + EXCELLENT</b>	<b>73%</b>	67%	71%	69%	82%	78%	56%	97%	66%	81%	76%	89%	89%	75%	60%	74%	82%
Excellent	19%	20%	21%	16%	20%	20%	6%	47%	15%	31%	11%	42%	33%	32%	16%	18%	24%
Good	54%	47%	50%	54%	62%	57%	50%	49%	51%	50%	65%	47%	56%	43%	45%	56%	59%
Fair	21%	26%	22%	24%	15%	19%	31%	3%	28%	17%	19%	9%	8%	23%	30%	20%	15%
Poor	4%	5%	4%	4%	2%	2%	7%	0%	5%	3%	3%	1%	2%	2%	7%	3%	2%
Very poor	2%	2%	3%	3%	1%	2%	5%	0%	1%	0%	2%	1%	2%	0%	2%	3%	2%
<b>[NET] POOR + VERY POOR</b>	<b>6%</b>	8%	7%	7%	3%	4%	13%	0%	6%	3%	5%	2%	3%	2%	10%	6%	3%

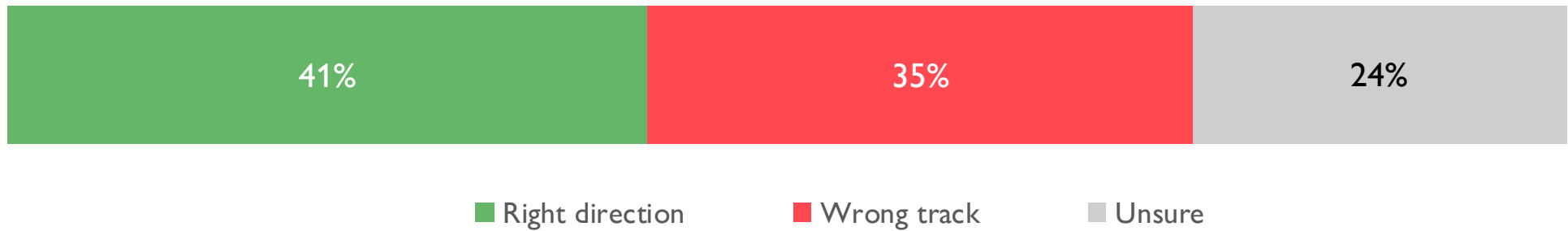
Base: All respondents (n=2,671)





Do you think things in [MUNICIPALITY] are headed in the right direction or off on the wrong track?

**2 in 5 think things in their municipality is headed in the right direction, 1 in 3 say it's off on the wrong track, and 1 in 4 are unsure.**



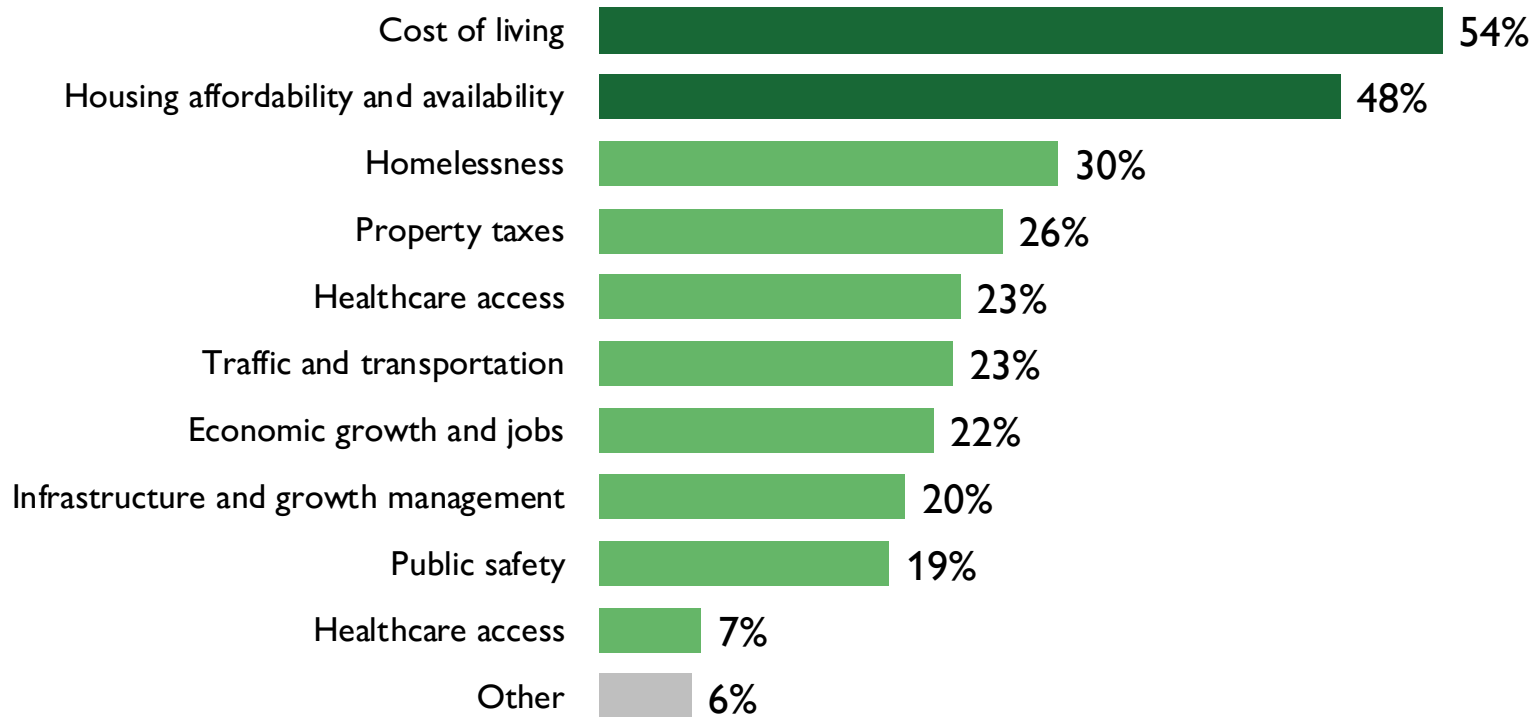
	TOT.	AGE				GENDER		REGION								
		18-29	30-44	45-59	60+	Male	Female	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk
Right direction	41%	40%	43%	37%	44%	37%	46%	48%	25%	49%	37%	54%	38%	50%	53%	60%
Wrong track	35%	36%	35%	39%	30%	35%	34%	28%	53%	18%	36%	27%	41%	30%	32%	21%
Unsure	24%	24%	22%	24%	25%	28%	19%	25%	23%	32%	27%	19%	21%	20%	15%	19%

Base: All respondents (n=2,671)



What issues should your municipal government focus on most? *Select up to 3.*

## Municipal priorities are dominated by cost of living and housing related concerns, with all other issues trailing significantly behind these core affordability pressures.



Base: All respondents (n=2,671)





What issues should your municipal government focus on most? *Select up to 3.*

## TOP MUNICIPAL PRIORITIES

	TOT.	AGE				GENDER		REGION								HOUSING			
		18-29	30-44	45-59	60+	Male	Female	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage
Cost of living	54%	70%	67%	56%	33%	59%	50%	67%	55%	38%	60%	39%	44%	29%	24%	44%	69%	52%	33%
Housing affordability and availability	48%	50%	56%	48%	40%	51%	45%	49%	48%	41%	57%	38%	48%	36%	32%	48%	59%	41%	35%
Homelessness	30%	34%	32%	28%	26%	32%	27%	16%	51%	20%	42%	24%	35%	11%	7%	14%	37%	24%	24%
Property taxes	26%	13%	19%	34%	33%	23%	29%	31%	25%	30%	21%	20%	21%	39%	22%	22%	10%	41%	34%
Healthcare access	23%	22%	24%	20%	26%	26%	21%	26%	19%	21%	29%	22%	20%	12%	23%	29%	21%	24%	28%
Traffic and transportation	23%	17%	16%	23%	31%	21%	24%	23%	16%	45%	19%	23%	22%	35%	30%	19%	15%	26%	33%
Economic growth and jobs	22%	28%	22%	22%	16%	19%	24%	26%	24%	17%	19%	16%	18%	12%	19%	16%	24%	21%	20%
Infrastructure and growth management	20%	13%	13%	18%	30%	14%	25%	12%	16%	41%	19%	34%	19%	43%	44%	19%	11%	22%	33%
Public safety	19%	22%	20%	15%	18%	20%	17%	24%	21%	19%	14%	12%	14%	9%	7%	17%	18%	21%	17%
Healthcare access	7%	7%	8%	5%	7%	7%	6%	4%	4%	11%	8%	16%	7%	4%	7%	10%	5%	6%	9%
Other	6%	2%	4%	6%	10%	5%	7%	2%	3%	3%	3%	20%	14%	18%	23%	13%	5%	6%	9%

Base: All respondents (n=2,671)



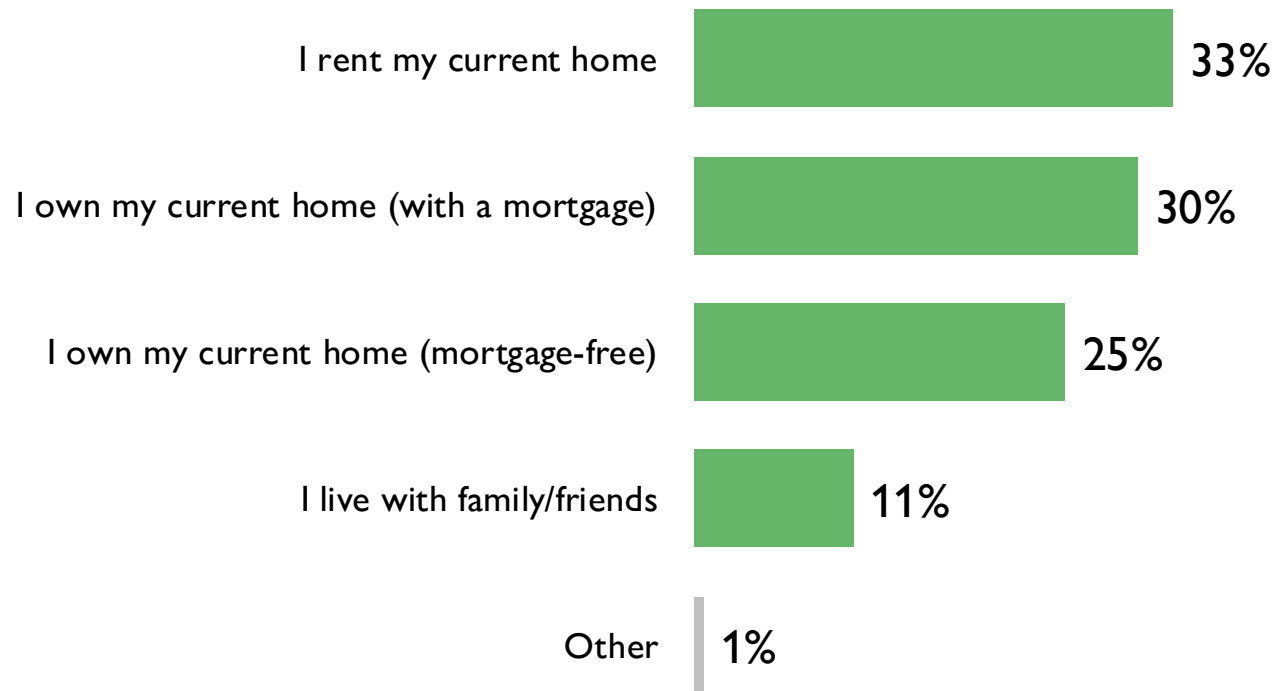
# Your Housing Situation





Which of the following best describes your current housing situation?

## Most are homeowners, but a significant proportion rent.



Base: All respondents (n=2,671)





Which of the following best describes your current housing situation?

## CURRENT HOUSING SITUATION

	TOT.	AGE				REGION									INCOME		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
I rent my current home	33%	53%	41%	29%	17%	37%	46%	17%	35%	26%	19%	17%	12%	19%	59%	35%	14%
I own my current home (with a mortgage)	30%	15%	37%	47%	21%	32%	27%	31%	32%	25%	39%	29%	23%	21%	10%	26%	51%
I own my current home (mortgage-free)	25%	7%	6%	20%	57%	19%	18%	47%	19%	39%	24%	48%	57%	46%	16%	26%	29%
I live with family/friends	11%	25%	16%	3%	4%	11%	8%	5%	14%	7%	18%	6%	5%	14%	14%	13%	6%
Other	1%	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%	2%	1%	1%	1%	0%

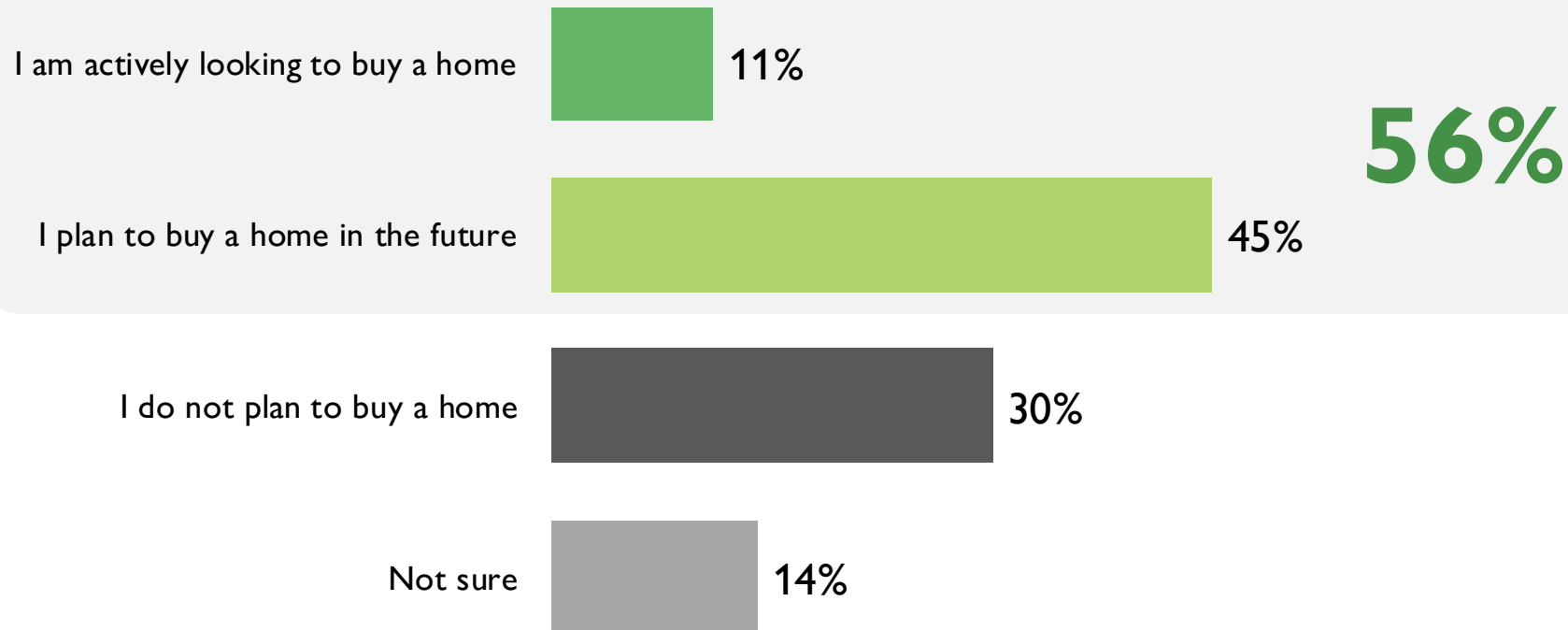
Base: All respondents (n=2,671)





Thinking about the future, which of the following best describes you?

**Among those who don't currently own a home, 1 in 2 are either actively looking to buy a home or plan to buy a home in the future, while only 30% do not plan to buy a home.**



Base: Non-homeowners (n=997)





Thinking about the future, which of the following best describes you?

## FUTURE HOMEOWNERSHIP PLANS

	TOT.	AGE				REGION								INCOME			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
<b>[NET] ACTIVELY LOOKING + PLANNING TO BUY</b>	56%	76%	62%	43%	18%	66%	59%	46%	37%	68%	41%	49%	26%	66%	42%	67%	73%
I am actively looking to buy a home	11%	14%	14%	5%	4%	17%	5%	21%	7%	15%	7%	9%	6%	11%	6%	15%	16%
I plan to buy a home in the future	45%	61%	47%	38%	14%	49%	53%	25%	30%	53%	34%	40%	20%	54%	36%	52%	58%
I do not plan to buy a home	30%	15%	21%	38%	73%	24%	27%	45%	30%	29%	50%	45%	67%	31%	40%	24%	20%
Not sure	14%	10%	17%	19%	9%	10%	14%	9%	33%	3%	9%	7%	7%	3%	18%	8%	6%

Base: Non-homeowners (n=997)





Do you want to own a home someday?

### 3 in 4 non-homeowners aspire to own a home someday.



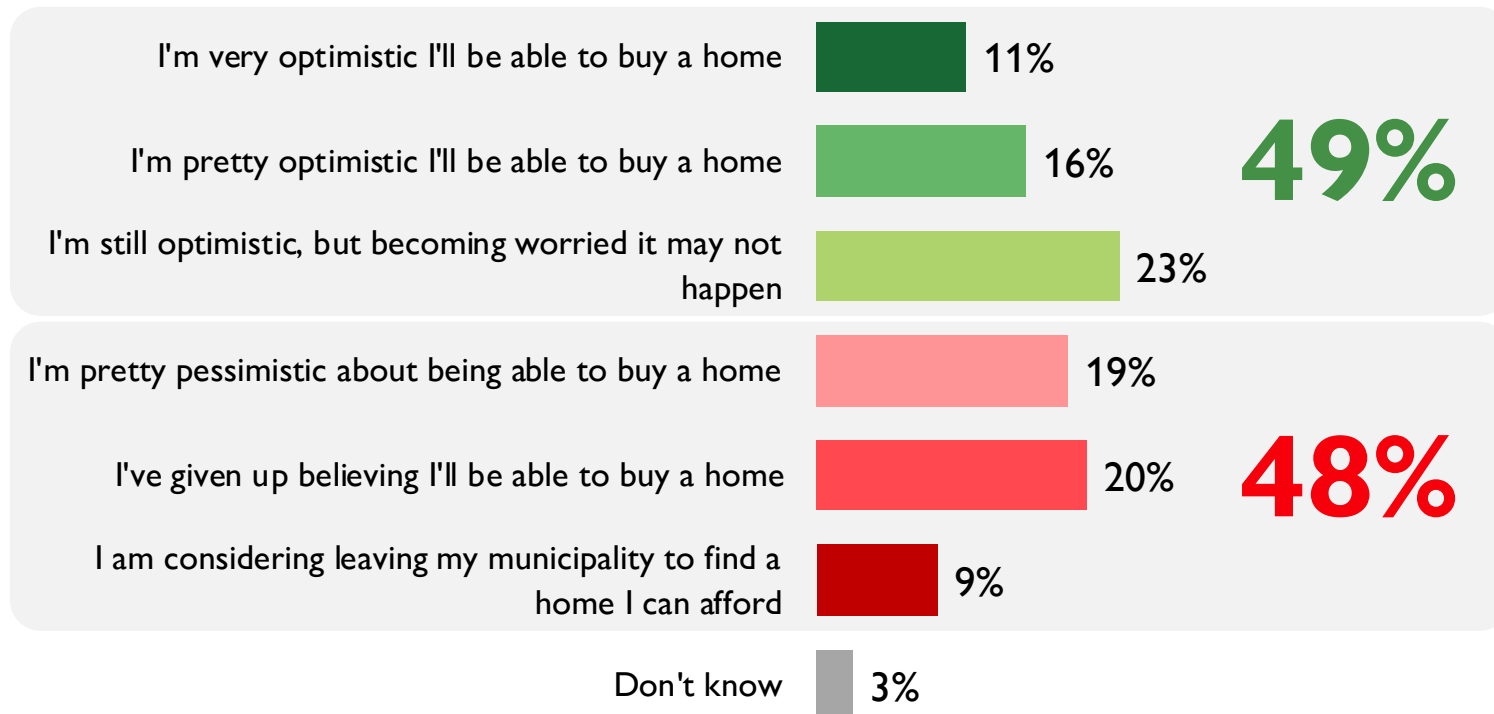
	TOT.	AGE				REGION								INCOME			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
Yes	76%	89%	83%	74%	32%	81%	77%	62%	74%	83%	60%	55%	62%	79%	72%	79%	87%
No	14%	5%	7%	12%	53%	8%	11%	16%	20%	11%	35%	38%	30%	20%	16%	14%	7%
Unsure	10%	6%	10%	14%	15%	11%	12%	22%	6%	6%	5%	7%	8%	2%	12%	7%	6%

Base: Non-homeowners (n=997)



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?

## Sentiments regarding the possibility of buying a home in desired communities is split with equal proportions expressing optimism and pessimism.



Base: Non-homeowners (n=997)

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?

## SENTIMENT ABOUT BUYING A HOME

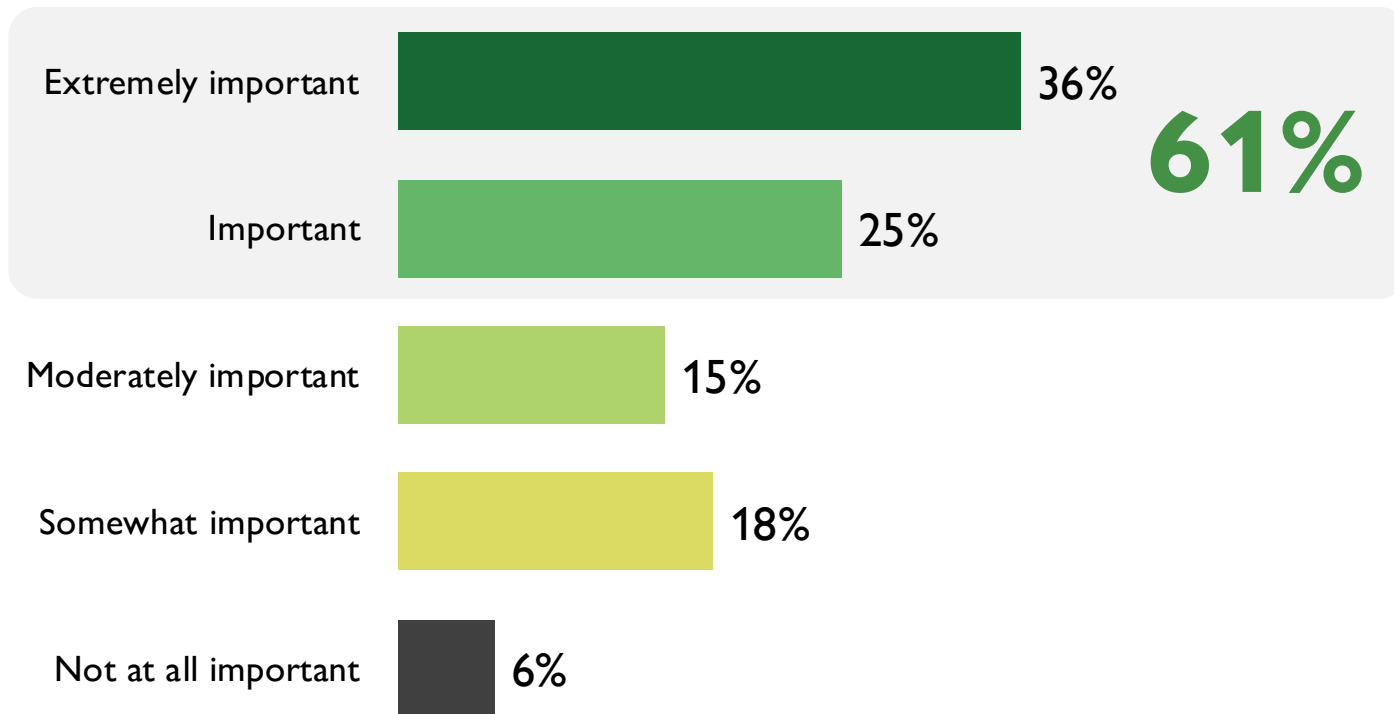
	TOT.	AGE				REGION								INCOME			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
<b>[NET] OPTIMISTIC</b>	<b>49%</b>	65%	55%	32%	24%	56%	55%	49%	35%	50%	28%	54%	29%	55%	43%	52%	64%
I'm very optimistic I'll be able to buy a home	11%	16%	11%	6%	7%	14%	8%	12%	14%	19%	5%	22%	1%	1%	9%	11%	19%
I'm pretty optimistic I'll be able to buy a home	16%	21%	17%	12%	6%	19%	19%	18%	9%	16%	3%	18%	7%	13%	14%	16%	21%
I'm still optimistic, but becoming worried it may not happen	23%	28%	27%	14%	12%	22%	29%	19%	12%	15%	20%	13%	21%	41%	20%	25%	24%
I'm pretty pessimistic about being able to buy a home	19%	19%	23%	16%	13%	15%	20%	22%	30%	12%	19%	15%	5%	16%	19%	19%	19%
I've given up believing I'll be able to buy a home	20%	10%	14%	34%	39%	20%	18%	22%	27%	13%	21%	14%	17%	12%	29%	16%	9%
I am considering leaving my municipality to find a home I can afford	9%	7%	8%	18%	6%	9%	6%	7%	8%	24%	10%	9%	30%	8%	8%	8%	8%
<b>[NET] PESSIMISTIC</b>	<b>48%</b>	35%	45%	68%	58%	44%	45%	51%	65%	49%	50%	37%	52%	36%	56%	43%	36%
Don't know	3%	0%	0%	0%	18%	0%	0%	0%	0%	2%	22%	9%	19%	9%	1%	5%	0%

Base: Non-homeowners (n=997)



How important is homeownership to you personally?

**3 in 5 say that homeownership is important or extremely important to them personally.**



Base: Online respondents (n=2,197)





How important is homeownership to you personally?

## IMPORTANCE OF HOMEOWNERSHIP

	TOT.	AGE				REGION							INCOME			HOUSING			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Own	Rent
<b>[NET] IMPORTANT</b> <i>(Extremely important + Important)</i>	<b>61%</b>	<b>47%</b>	<b>51%</b>	65%	<b>78%</b>	63%	<b>55%</b>	<b>70%</b>	58%	69%	59%	<b>77%</b>	<b>83%</b>	53%	<b>43%</b>	61%	<b>74%</b>	<b>42%</b>	<b>78%</b>
Extremely important	<b>36%</b>	<b>26%</b>	30%	38%	<b>47%</b>	36%	34%	41%	28%	42%	35%	47%	42%	43%	<b>24%</b>	33%	<b>47%</b>	<b>22%</b>	<b>48%</b>
Important	<b>25%</b>	22%	22%	27%	<b>31%</b>	27%	21%	29%	30%	27%	24%	30%	<b>42%</b>	<b>10%</b>	<b>19%</b>	28%	27%	<b>20%</b>	<b>30%</b>
Moderately important	<b>15%</b>	<b>22%</b>	20%	14%	<b>6%</b>	14%	18%	12%	11%	10%	22%	9%	7%	23%	18%	17%	11%	<b>21%</b>	<b>11%</b>
Somewhat important	<b>18%</b>	<b>26%</b>	24%	15%	<b>9%</b>	18%	20%	<b>11%</b>	20%	15%	16%	13%	5%	24%	<b>27%</b>	18%	<b>12%</b>	<b>26%</b>	<b>10%</b>
Not at all important	<b>6%</b>	5%	5%	6%	7%	4%	7%	6%	<b>10%</b>	6%	3%	1%	5%	<b>1%</b>	<b>12%</b>	5%	<b>2%</b>	<b>12%</b>	<b>1%</b>

Base: Online respondents (n=2,197)

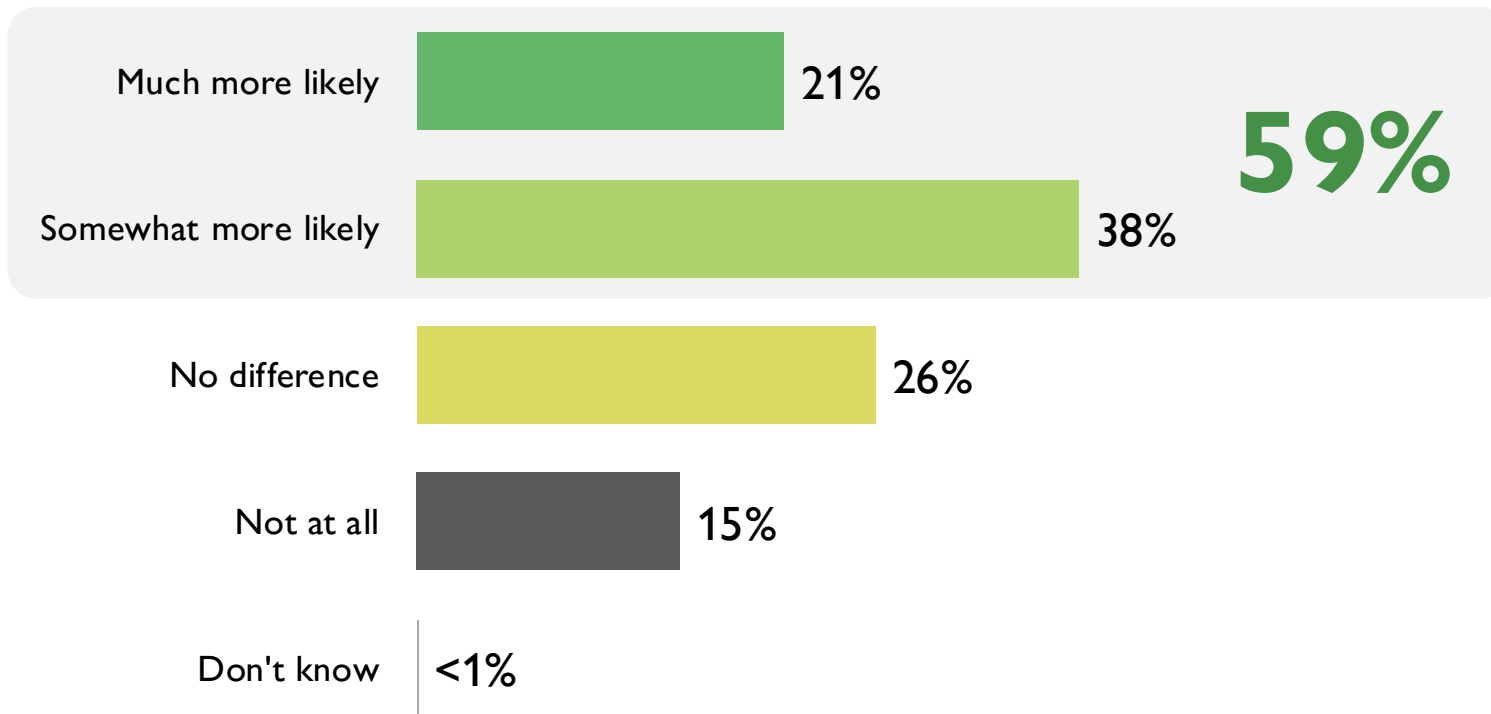
# Housing Pathways & Support





Would access to down payment assistance (such as shared equity programs or tax-supported savings programs) make you more likely to buy a home?

## 3 in 5 say that access to down payment assistance would make them more likely to buy a home.



Base: All respondents, excluding those who said "not applicable" (n=1,893)





Would access to down payment assistance (such as shared equity programs or tax-supported savings programs) make you more likely to buy a home?

## IMPACT OF DOWN PAYMENT SUPPORT

	TOT.	AGE				REGION									INCOME			HOUSING		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Rent	Own w/ mortgage	Own w/o mortgage
<b>[NET] MORE LIKELY</b> <i>(Much + Somewhat more likely)</i>	<b>59%</b>	<b>78%</b>	<b>69%</b>	55%	<b>28%</b>	<b>70%</b>	62%	<b>46%</b>	60%	45%	<b>37%</b>	<b>42%</b>	<b>33%</b>	45%	62%	61%	58%	<b>68%</b>	58%	<b>32%</b>
Much more likely	<b>21%</b>	25%	23%	23%	<b>11%</b>	26%	19%	15%	26%	23%	<b>9%</b>	22%	16%	12%	24%	19%	21%	23%	23%	<b>10%</b>
Somewhat more likely	<b>38%</b>	<b>53%</b>	<b>46%</b>	32%	<b>17%</b>	<b>44%</b>	43%	32%	34%	<b>22%</b>	27%	<b>20%</b>	<b>17%</b>	33%	38%	42%	37%	<b>45%</b>	36%	<b>22%</b>
No difference	<b>26%</b>	<b>18%</b>	<b>18%</b>	31%	<b>40%</b>	22%	30%	<b>38%</b>	26%	31%	27%	31%	26%	<b>9%</b>	25%	24%	27%	<b>21%</b>	27%	<b>43%</b>
Not at all	<b>15%</b>	<b>4%</b>	13%	14%	<b>32%</b>	<b>7%</b>	<b>8%</b>	16%	14%	24%	<b>36%</b>	<b>27%</b>	<b>41%</b>	<b>46%</b>	13%	15%	15%	<b>11%</b>	15%	<b>24%</b>
Don't know	<b>0%</b>	0%	0%	0%	<b>0%</b>	0%	0%	0%	0%	0%	<b>1%</b>	0%	0%	0%	0%	0%	0%	0%	0%	<b>1%</b>

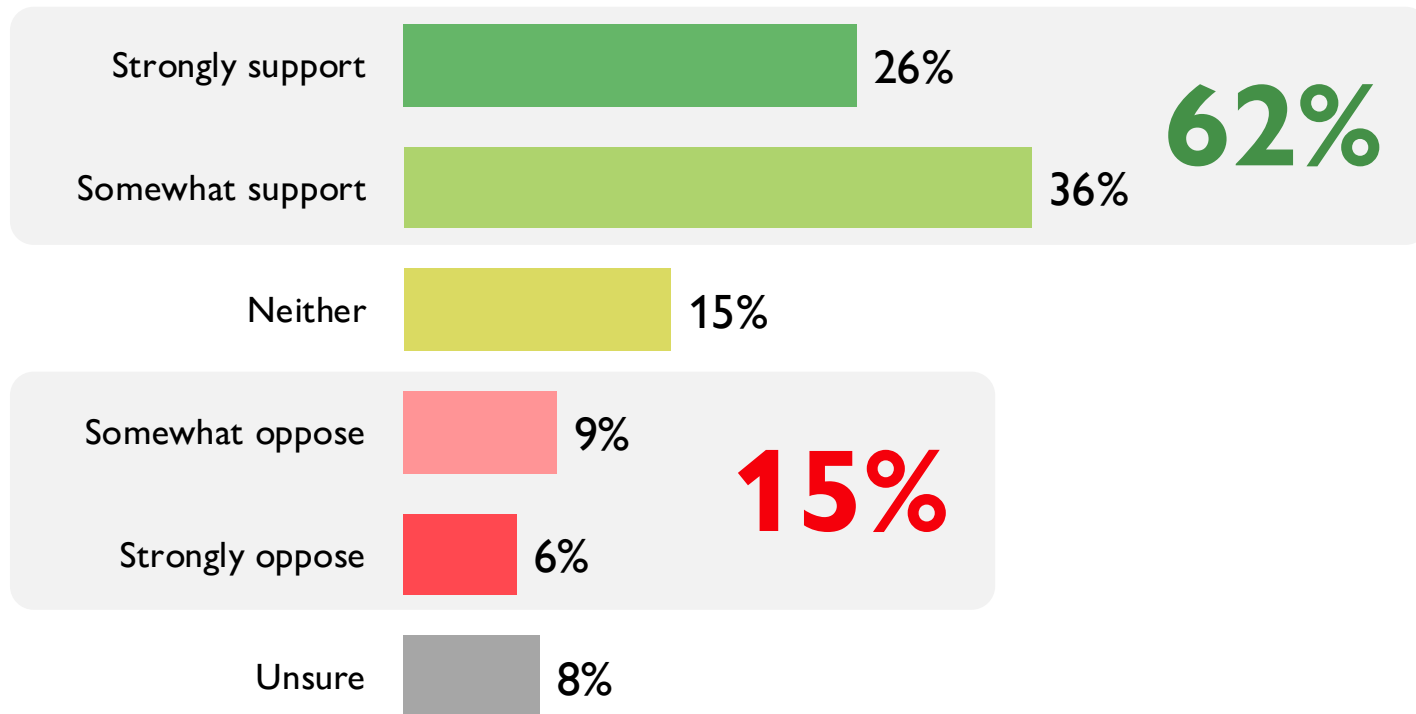
Base: All respondents, excluding those who said "not applicable" (n=1,893)





Municipal development charges are fees paid by builders that can increase the final cost of new homes. Would you support or oppose reducing development charges if it lowered the price of new housing?

### 3 in 5 would support reducing development charges if it lowered the price of new housing.



Base: All respondents (n=2,671)





Municipal development charges are fees paid by builders that can increase the final cost of new homes. Would you support or oppose reducing development charges if it lowered the price of new housing?

## SUPPORT FOR REDUCING DEVELOPMENT CHARGES

	TOT.	AGE				REGION									HOUSING			2025 PROV VOTE		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
<b>[NET] SUPPORT</b>	<b>62%</b>	69%	64%	64%	53%	69%	63%	51%	63%	55%	51%	62%	49%	63%	66%	64%	54%	65%	52%	64%
Strongly support	26%	26%	27%	27%	23%	29%	23%	21%	31%	28%	24%	34%	22%	18%	30%	25%	20%	29%	21%	26%
Somewhat support	36%	43%	37%	36%	30%	40%	40%	29%	32%	27%	28%	29%	27%	45%	36%	38%	34%	37%	31%	38%
Neither	15%	18%	16%	16%	13%	16%	15%	16%	14%	16%	13%	9%	10%	20%	17%	15%	13%	14%	15%	14%
Somewhat oppose	9%	6%	9%	6%	13%	6%	7%	11%	7%	10%	20%	11%	11%	8%	5%	9%	12%	8%	13%	11%
Strongly oppose	6%	2%	3%	7%	11%	4%	6%	12%	6%	11%	6%	9%	21%	8%	4%	6%	11%	7%	8%	6%
<b>[NET] OPPOSE</b>	<b>15%</b>	<b>8%</b>	12%	13%	25%	9%	13%	23%	13%	21%	26%	19%	32%	16%	9%	16%	23%	15%	21%	17%
Unsure	8%	5%	8%	7%	9%	6%	9%	10%	10%	8%	9%	9%	9%	1%	8%	6%	10%	6%	13%	5%

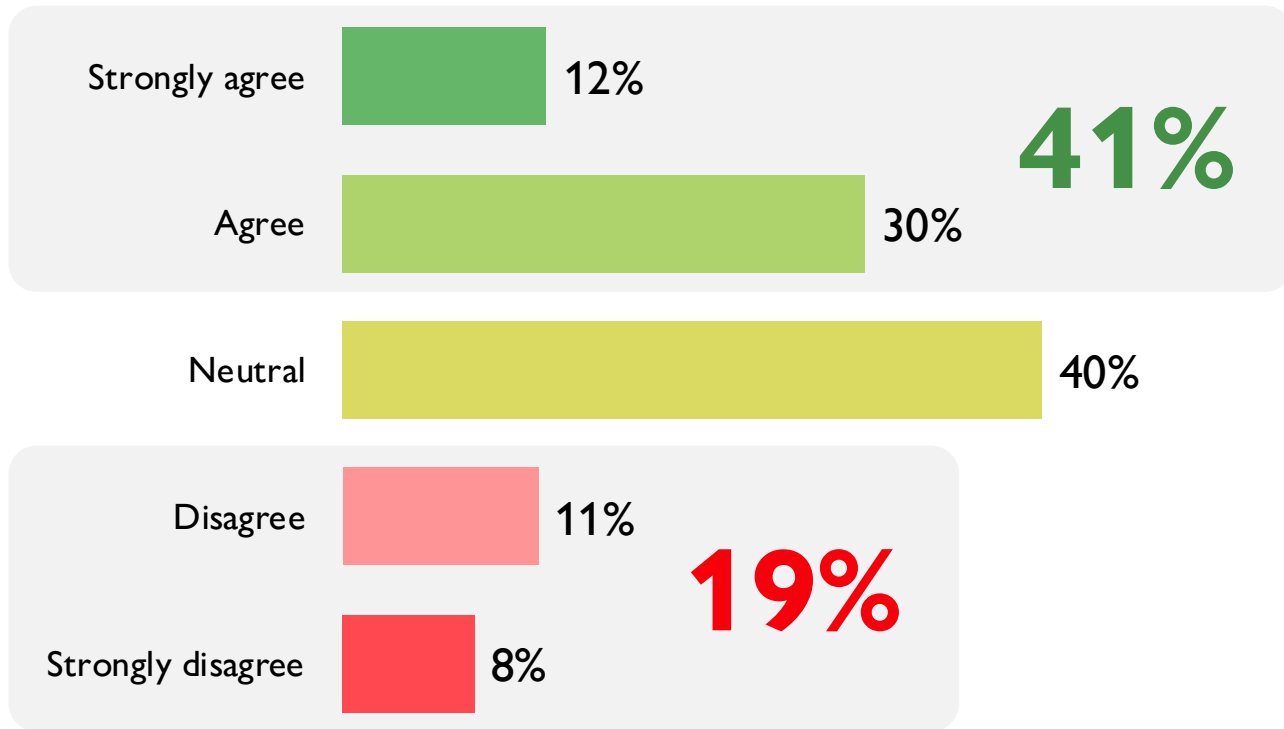
Base: All respondents (n=2,671)





To what extent do you agree or disagree: “Development charges place too much of the infrastructure cost on new homebuyers, which should instead be borne by the full tax base.”

## 2 in 5 agree that development charges place too much of the infrastructure cost on new homebuyers, which should instead be borne by the full tax base.



Base: All respondents (n=2,671)





To what extent do you agree or disagree: “Development charges place too much of the infrastructure cost on new homebuyers, which should instead be borne by the full tax base.”

## ATTITUDES TOWARD DEVELOPMENT CHARGES

	TOT.	AGE				REGION									HOUSING			2025 PROV VOTE		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
<b>[NET] AGREE</b>	<b>41%</b>	39%	47%	44%	36%	48%	42%	30%	35%	40%	39%	42%	24%	45%	45%	50%	33%	49%	32%	45%
Strongly agree	12%	10%	9%	14%	13%	16%	11%	5%	9%	12%	6%	16%	7%	18%	14%	14%	8%	15%	9%	13%
Agree	30%	29%	38%	30%	24%	32%	31%	25%	26%	29%	33%	25%	17%	27%	31%	35%	25%	34%	23%	32%
Neutral	40%	47%	44%	39%	33%	38%	41%	35%	49%	34%	43%	33%	40%	36%	45%	31%	33%	33%	42%	36%
Disagree	11%	9%	6%	10%	18%	9%	10%	21%	9%	16%	12%	15%	19%	10%	6%	12%	20%	11%	16%	13%
Strongly disagree	8%	5%	3%	8%	13%	6%	7%	13%	7%	10%	6%	11%	16%	9%	5%	7%	14%	8%	10%	7%
<b>[NET] DISAGREE</b>	<b>19%</b>	14%	9%	18%	31%	14%	17%	35%	16%	26%	18%	25%	36%	19%	10%	19%	34%	19%	26%	19%

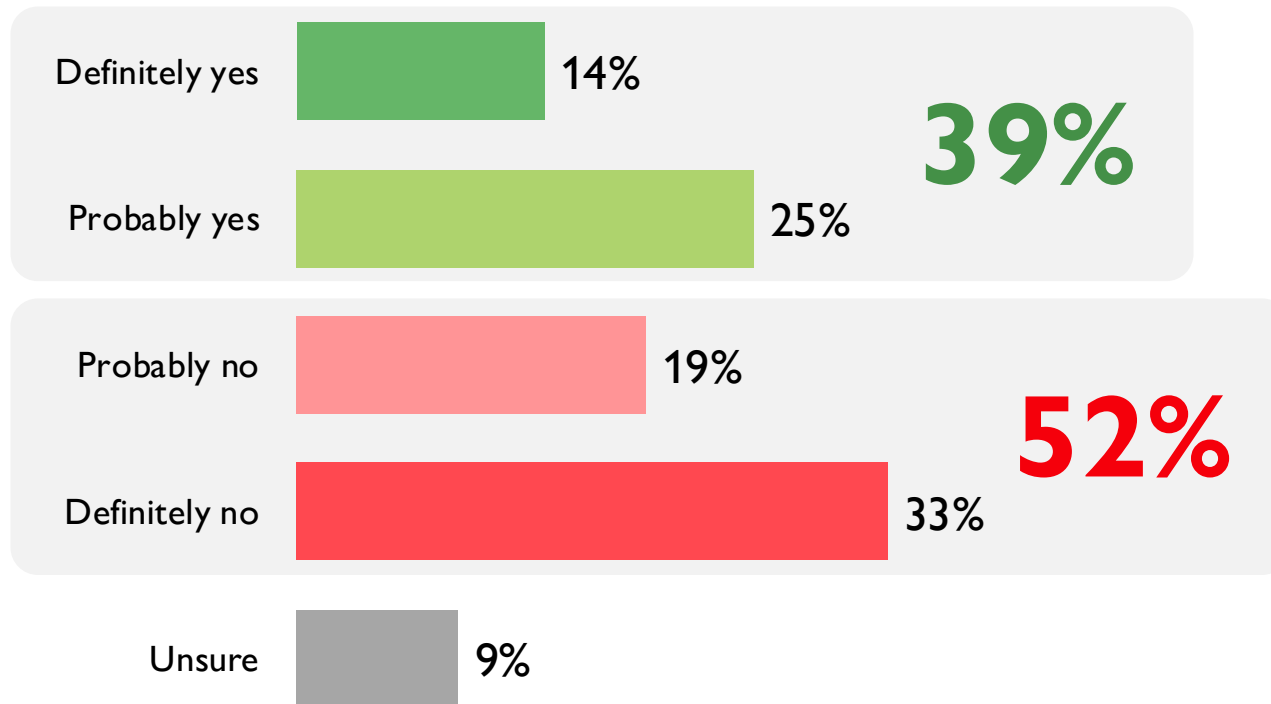
Base: All respondents (n=2,671)





If zoning rules and costs allowed, would you consider adding an additional dwelling unit (such as a basement suite or gardensuite) on your property?

**2 in 5 would consider adding an additional dwelling unit on their property if zoning rules and costs allowed, while 1 in 2 would not.**



Base: Homeowners (n=1,655)





If zoning rules and costs allowed, would you consider adding an additional dwelling unit (such as a basement suite or gardensuite) on your property?

## INTEREST IN ADDING SECONDARY DWELLING UNIT

	TOT.	AGE				REGION									HOUSING	
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Own w/ mortgage	Own w/o mortgage
<b>[NET] YES</b>	<b>39%</b>	76%	53%	48%	21%	51%	41%	21%	40%	32%	32%	34%	28%	37%	51%	24%
Definitely yes	14%	14%	22%	18%	7%	18%	9%	7%	13%	9%	13%	15%	11%	27%	18%	8%
Probably yes	25%	61%	31%	30%	14%	33%	32%	13%	27%	23%	19%	19%	17%	10%	33%	16%
Probably no	19%	14%	23%	14%	22%	15%	21%	21%	21%	20%	24%	14%	21%	21%	18%	21%
Definitely no	33%	5%	15%	27%	49%	27%	28%	43%	32%	41%	30%	50%	48%	40%	22%	46%
<b>[NET] NO</b>	<b>52%</b>	19%	38%	42%	71%	41%	49%	64%	53%	62%	54%	64%	70%	61%	39%	67%
Unsure	9%	6%	9%	11%	8%	7%	11%	15%	6%	7%	14%	2%	2%	1%	9%	8%

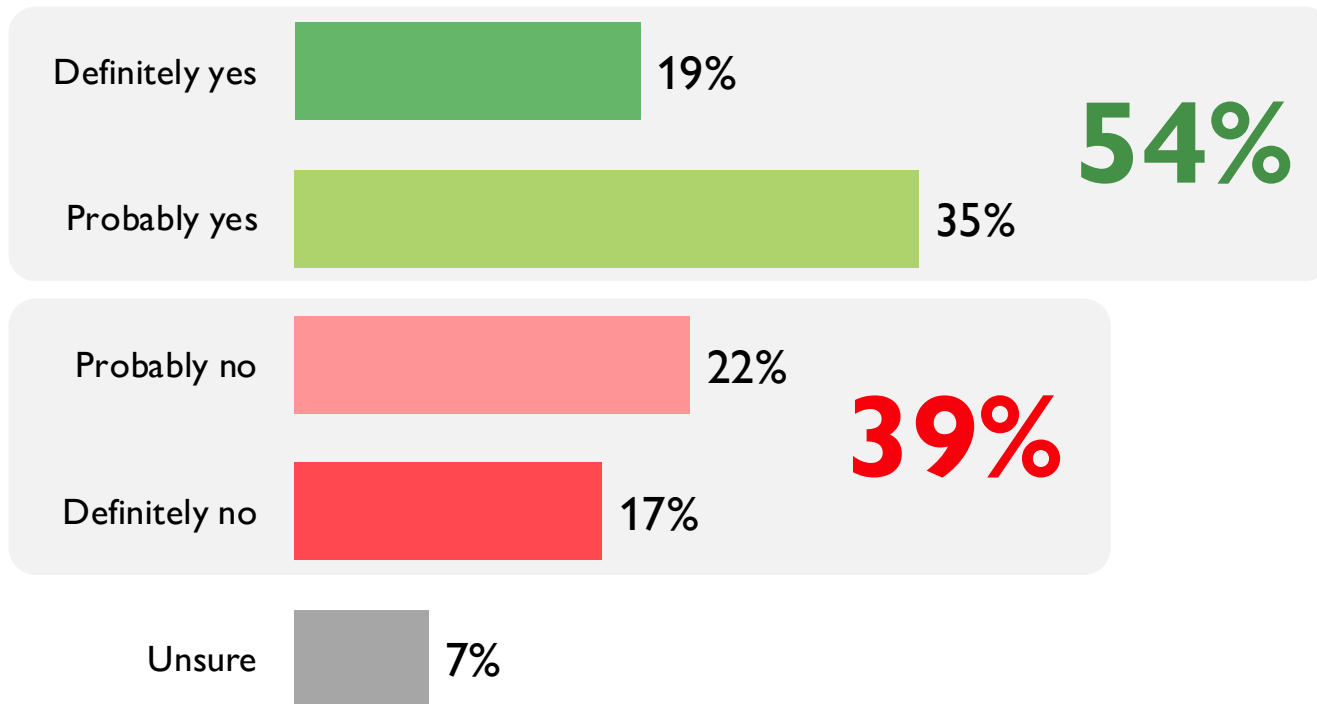
Base: Homeowners (n=1,655)





Would you consider living in an additional dwelling unit (such as a basement suite or garden suite) if it were more affordable than other options?

**Just over 1 in 2 would consider living in an additional dwelling unit if it were more affordable than other options.**



Base: Non-homeowners (n=986)





Would you consider living in an additional dwelling unit (such as a basement suite or garden suite) if it were more affordable than other options?

## INTEREST IN LIVING IN SECONDARY DWELLING UNIT

	TOT.	AGE				REGION									INCOME		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
<b>[NET] YES</b>	<b>54%</b>	51%	59%	61%	39%	54%	57%	53%	65%	56%	34%	51%	43%	37%	64%	49%	48%
Definitely yes	<b>19%</b>	16%	24%	24%	10%	15%	21%	11%	31%	32%	11%	17%	36%	6%	28%	14%	13%
Probably yes	<b>35%</b>	35%	36%	36%	29%	39%	36%	43%	34%	24%	23%	34%	7%	31%	36%	35%	35%
Probably no	<b>22%</b>	26%	21%	20%	17%	26%	17%	14%	10%	26%	26%	12%	16%	55%	15%	28%	28%
Definitely no	<b>17%</b>	16%	13%	12%	35%	11%	18%	22%	17%	15%	37%	27%	34%	7%	14%	19%	16%
<b>[NET] NO</b>	<b>39%</b>	42%	34%	32%	52%	37%	35%	36%	27%	41%	63%	40%	50%	63%	29%	47%	44%
Unsure	<b>7%</b>	7%	7%	8%	9%	9%	8%	11%	8%	4%	3%	9%	7%	1%	7%	4%	8%

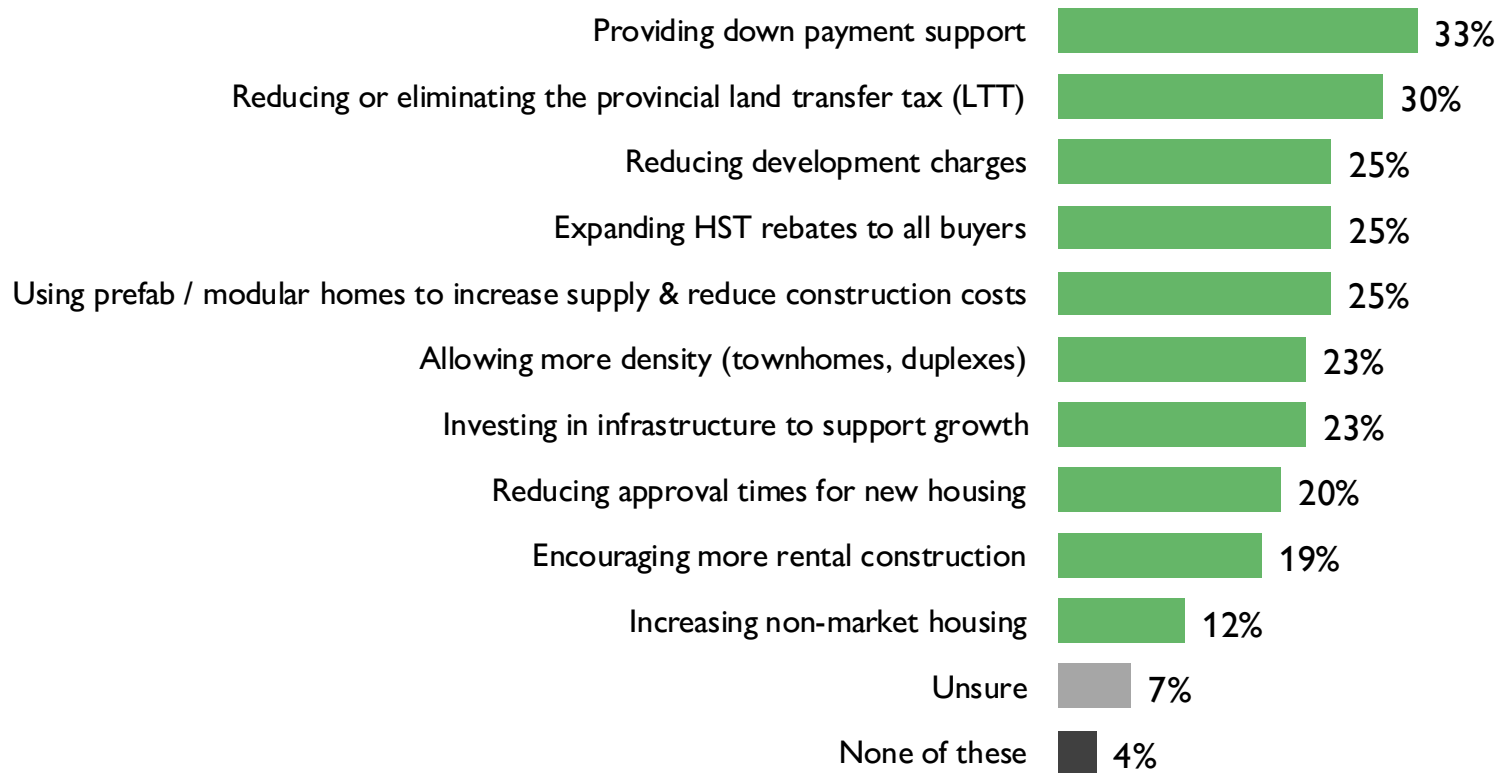
Base: Non-homeowners (n=986)





Which of the following do you believe would make the biggest difference in improving housing affordability in your municipality? *Select up to 3.*

## Financial supports and cost-reduction measures are seen as having the greatest impact on improving housing affordability, ahead of supply or regulatory changes.



Base: All respondents (n=2,671)





Which of the following do you believe would make the biggest difference in improving housing affordability in your municipality? Select up to 3.

## SOLUTIONS TO IMPROVE AFFORDABILITY

	TOT.	AGE				REGION								HOUSING			2025 PROV VOTE			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
Providing down payment support	33%	36%	43%	37%	19%	37%	35%	23%	36%	22%	32%	20%	23%	28%	37%	39%	16%	29%	23%	38%
Reducing or eliminating the provincial land transfer tax	30%	20%	31%	33%	32%	34%	26%	32%	24%	28%	31%	34%	24%	27%	23%	40%	31%	36%	25%	29%
Reducing development charges	25%	28%	26%	26%	21%	34%	25%	22%	20%	17%	15%	21%	16%	23%	30%	24%	22%	27%	19%	25%
Expanding HST rebates to all buyers	25%	18%	26%	29%	26%	26%	22%	30%	22%	20%	20%	25%	24%	53%	18%	32%	27%	32%	20%	24%
Using prefab / modular homes to increase supply & reduce construction costs	25%	16%	22%	21%	36%	20%	18%	27%	36%	35%	32%	28%	30%	28%	22%	22%	34%	25%	29%	25%
Allowing more density	23%	30%	21%	21%	21%	27%	26%	21%	20%	26%	14%	16%	14%	10%	25%	22%	24%	22%	32%	24%
Investing in infrastructure to support growth	23%	26%	25%	19%	22%	20%	24%	27%	30%	26%	19%	24%	29%	12%	18%	25%	24%	23%	28%	23%
Reducing approval times for new housing	20%	26%	16%	21%	20%	23%	23%	19%	11%	22%	16%	13%	18%	32%	19%	18%	27%	24%	16%	22%
Encouraging more rental construction	19%	21%	15%	18%	20%	18%	25%	22%	18%	17%	10%	18%	19%	12%	22%	18%	19%	17%	24%	20%
Increasing non-market housing	12%	16%	11%	13%	9%	11%	13%	14%	14%	15%	8%	5%	4%	4%	15%	9%	10%	7%	19%	13%

Base: All respondents (n=2,671)



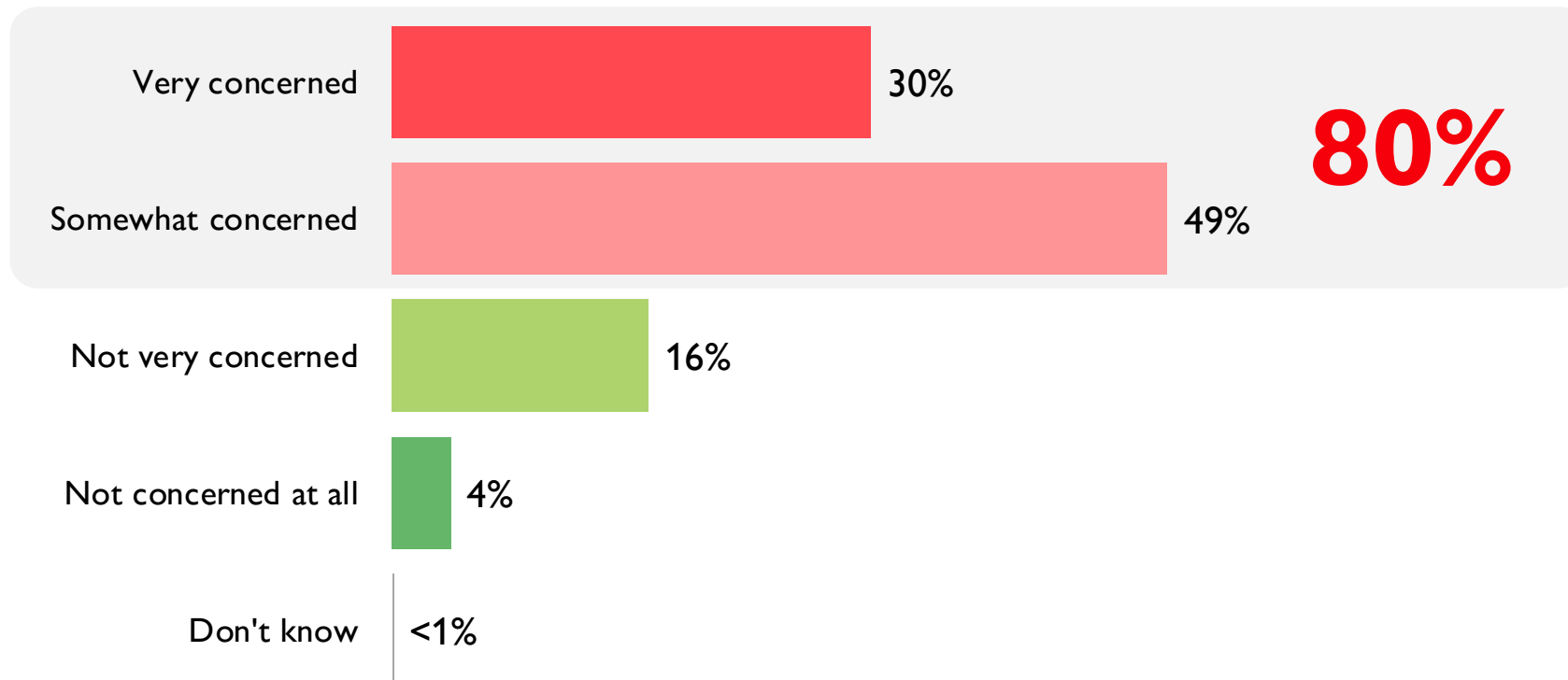
# State of Housing in Your Municipality





How concerned are you about the state of housing in your municipality?

**4 in 5 are at least somewhat concerned about the state of housing in their municipality.**



Base: All respondents (n=2,671)





How concerned are you about the state of housing in your municipality?

## CONCERN ABOUT STATE OF HOUSING

	TOT.	AGE				REGION									INCOME			HOUSING			2025 PROV VOTE		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
<b>[NET] CONCERNED</b> (Very + Somewhat concerned)	<b>80%</b>	<b>89%</b>	<b>88%</b>	<b>79%</b>	<b>69%</b>	<b>87%</b>	<b>80%</b>	<b>70%</b>	<b>80%</b>	<b>74%</b>	<b>77%</b>	<b>59%</b>	<b>49%</b>	<b>79%</b>	<b>84%</b>	<b>81%</b>	<b>76%</b>	<b>88%</b>	<b>78%</b>	<b>66%</b>	<b>74%</b>	<b>88%</b>	<b>84%</b>
Very concerned	<b>30%</b>	<b>43%</b>	<b>36%</b>	<b>30%</b>	<b>19%</b>	<b>39%</b>	<b>33%</b>	<b>19%</b>	<b>29%</b>	<b>24%</b>	<b>22%</b>	<b>24%</b>	<b>14%</b>	<b>23%</b>	<b>38%</b>	<b>28%</b>	<b>27%</b>	<b>47%</b>	<b>25%</b>	<b>17%</b>	<b>31%</b>	<b>39%</b>	<b>27%</b>
Somewhat concerned	<b>49%</b>	<b>46%</b>	<b>52%</b>	<b>49%</b>	<b>50%</b>	<b>48%</b>	<b>47%</b>	<b>51%</b>	<b>50%</b>	<b>50%</b>	<b>56%</b>	<b>35%</b>	<b>35%</b>	<b>56%</b>	<b>46%</b>	<b>53%</b>	<b>48%</b>	<b>41%</b>	<b>53%</b>	<b>50%</b>	<b>43%</b>	<b>49%</b>	<b>57%</b>
Not very concerned	<b>16%</b>	<b>9%</b>	<b>11%</b>	<b>18%</b>	<b>24%</b>	<b>11%</b>	<b>16%</b>	<b>24%</b>	<b>17%</b>	<b>22%</b>	<b>19%</b>	<b>27%</b>	<b>29%</b>	<b>13%</b>	<b>11%</b>	<b>16%</b>	<b>21%</b>	<b>9%</b>	<b>18%</b>	<b>27%</b>	<b>22%</b>	<b>12%</b>	<b>13%</b>
Not concerned at all	<b>4%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>7%</b>	<b>2%</b>	<b>3%</b>	<b>6%</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>	<b>13%</b>	<b>22%</b>	<b>7%</b>	<b>5%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>7%</b>	<b>5%</b>	<b>0%</b>	<b>3%</b>
Don't know/ Refused	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>

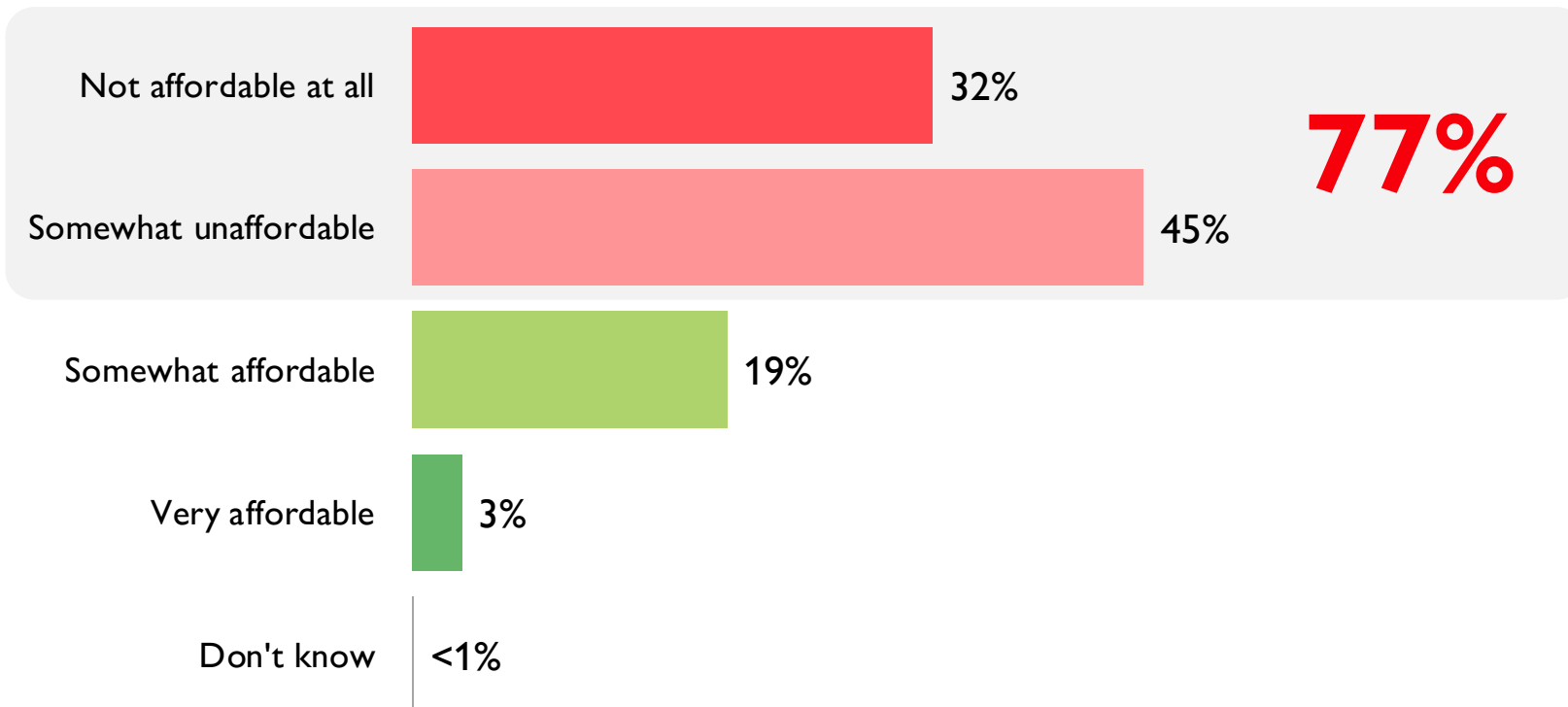
Base: All respondents (n=2,671)





How would you rate housing affordability in your municipality?

## Nearly 4 in 5 rate housing affordability in their municipality as unaffordable.



Base: All respondents (n=2,671)





How would you rate housing affordability in your municipality?

## PERCEIVED HOUSING AFFORDABILITY

	TOT.	AGE				REGION								HOUSING			2025 PROV VOTE			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
<b>[NET] UNAFFORDABLE</b> <i>(Not affordable at all + Somewhat unaffordable)</i>	<b>77%</b>	75%	76%	<b>83%</b>	75%	75%	81%	<b>86%</b>	<b>85%</b>	77%	72%	<b>60%</b>	<b>48%</b>	69%	<b>83%</b>	74%	<b>71%</b>	78%	<b>85%</b>	<b>71%</b>
Not affordable at all	<b>32%</b>	35%	35%	35%	<b>26%</b>	33%	<b>38%</b>	29%	33%	<b>21%</b>	25%	<b>19%</b>	<b>10%</b>	48%	<b>44%</b>	28%	<b>19%</b>	34%	37%	<b>27%</b>
Somewhat unaffordable	<b>45%</b>	40%	42%	48%	49%	42%	43%	<b>57%</b>	51%	<b>56%</b>	47%	41%	38%	<b>21%</b>	<b>39%</b>	46%	<b>52%</b>	44%	48%	45%
Somewhat affordable	<b>19%</b>	20%	19%	<b>14%</b>	<b>24%</b>	19%	18%	13%	13%	17%	27%	<b>36%</b>	<b>45%</b>	28%	<b>13%</b>	22%	<b>26%</b>	19%	<b>12%</b>	24%
Very affordable	<b>3%</b>	5%	5%	3%	<b>1%</b>	<b>6%</b>	<b>1%</b>	1%	2%	4%	1%	3%	6%	2%	3%	4%	2%	2%	3%	5%
Don't know	<b>0%</b>	0%	0%	0%	<b>1%</b>	0%	0%	0%	0%	<b>2%</b>	0%	1%	<b>1%</b>	<b>1%</b>	0%	<b>0%</b>	0%	0%	0%	0%

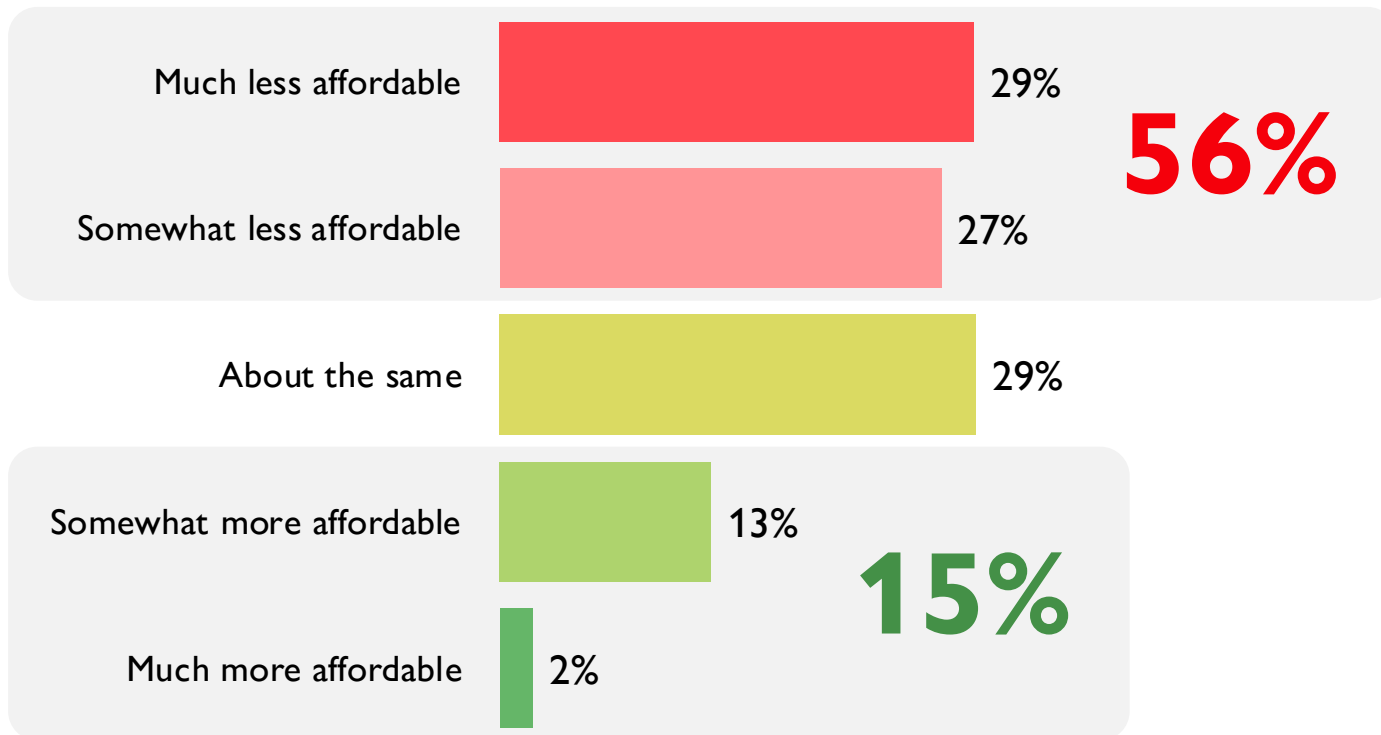
Base: All respondents (n=2,671)





Has housing become more or less affordable in the past year where you live?

**Nearly 3 in 5 believe that housing as become less affordable where they live in the past year.**



Base: Online respondents (n=2,197)





Has housing become more or less affordable in the past year where you live?

## CHANGE IN HOUSING AFFORDABILITY

	TOT.	AGE				REGION									INCOME			HOUSING			2025 PROV VOTE		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
<b>[NET] LESS AFFORDABLE</b> (Much + Somewhat less)	<b>56%</b>	61%	55%	62%	47%	58%	58%	43%	59%	51%	51%	47%	43%	68%	63%	57%	49%	68%	55%	38%	57%	58%	51%
Much less affordable	29%	34%	29%	33%	21%	31%	33%	17%	26%	23%	24%	23%	13%	49%	38%	30%	21%	42%	26%	12%	30%	36%	24%
Somewhat less affordable	27%	26%	26%	29%	26%	27%	25%	26%	33%	28%	26%	24%	31%	19%	25%	27%	28%	26%	29%	25%	26%	22%	27%
About the same	29%	28%	28%	28%	32%	27%	28%	36%	28%	28%	36%	26%	36%	26%	30%	26%	32%	24%	29%	38%	28%	32%	29%
Somewhat more affordable	13%	7%	14%	9%	20%	11%	13%	21%	12%	18%	12%	23%	21%	5%	6%	15%	17%	7%	15%	23%	13%	8%	17%
Much more affordable	2%	4%	3%	1%	1%	4%	1%	0%	1%	3%	1%	5%	0%	1%	1%	2%	2%	2%	2%	1%	2%	2%	3%
<b>[NET] MORE AFFORDABLE</b> (Much + Somewhat more)	<b>15%</b>	12%	16%	10%	21%	15%	14%	21%	13%	21%	13%	27%	21%	6%	7%	17%	19%	8%	17%	24%	15%	10%	20%

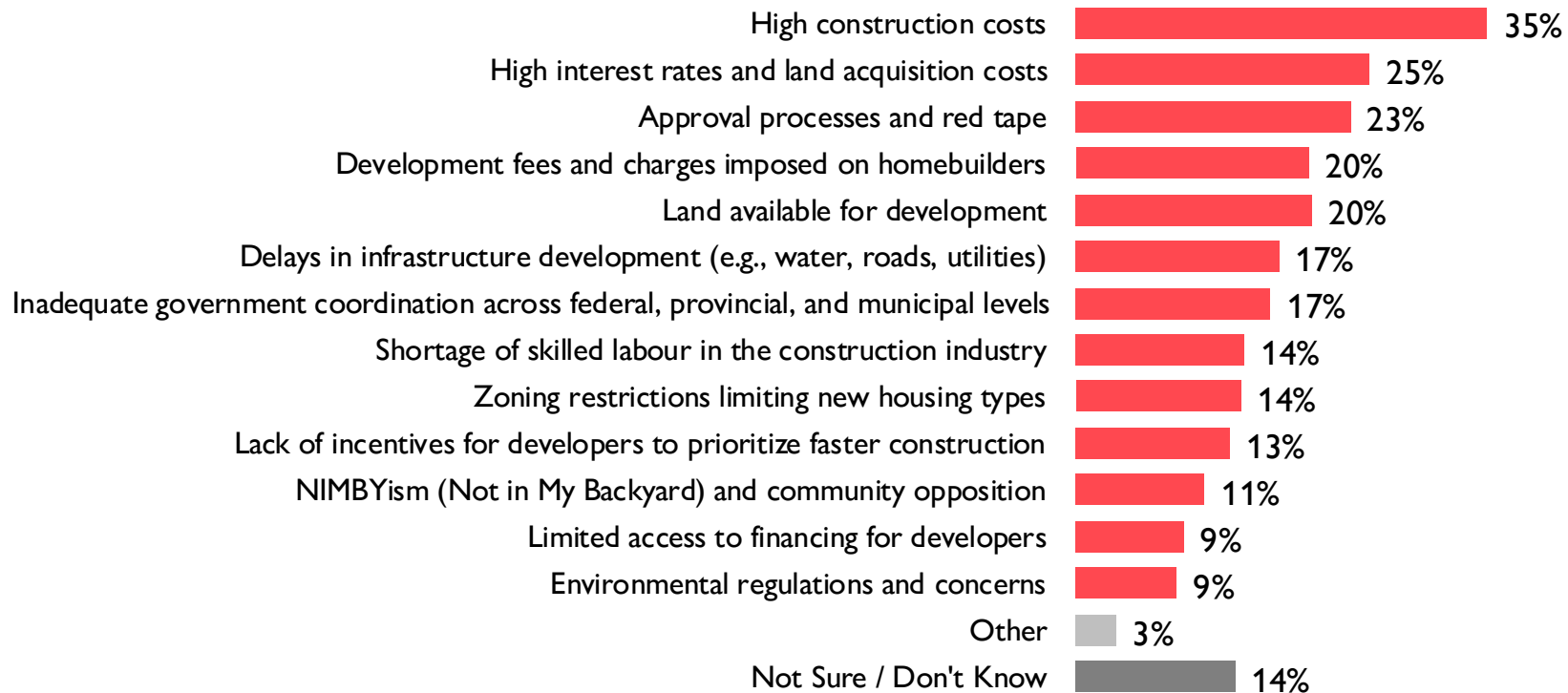
Base: Online respondents (n=2,197)





What are the biggest barriers to speeding up the construction of new homes in your municipality? *Select up to 3.*

## Cost-related barriers, especially construction costs and financing pressures, are seen as the primary obstacles to building more homes, outweighing regulatory or labour-related challenges.



Base: Online respondents (n=2,197)





What are the biggest barriers to speeding up the construction of new homes in your municipality? *Select up to 3.*

## BARRIERS TO HOUSING CONSTRUCTION


	TOT.	AGE				REGION									HOUSING			2025 PROV VOTE		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
High construction costs	35%	32%	39%	35%	34%	40%	36%	31%	36%	28%	25%	31%	22%	38%	35%	35%	35%	36%	27%	36%
High interest rates and land acquisition costs	25%	29%	24%	28%	21%	27%	29%	19%	20%	21%	23%	26%	9%	29%	27%	29%	18%	24%	22%	30%
Approval processes and red tape	23%	21%	18%	25%	29%	23%	22%	28%	22%	19%	33%	23%	19%	14%	20%	27%	26%	30%	11%	24%
Development fees and charges imposed on homebuilders	20%	19%	23%	21%	17%	21%	23%	17%	14%	15%	16%	15%	10%	46%	21%	22%	16%	26%	14%	18%
Land available for development	20%	18%	18%	20%	23%	25%	15%	22%	25%	20%	10%	24%	13%	14%	19%	17%	24%	22%	16%	21%
Delays in infrastructure development	17%	15%	16%	15%	23%	17%	14%	16%	20%	25%	18%	22%	19%	19%	14%	20%	21%	18%	19%	17%
Inadequate government coordination across federal, provincial, and municipal levels	17%	18%	12%	16%	20%	17%	18%	17%	13%	21%	18%	17%	8%	7%	19%	15%	17%	17%	24%	17%
Shortage of skilled labour in the construction industry	14%	19%	12%	12%	16%	17%	15%	14%	11%	10%	12%	15%	4%	11%	15%	14%	16%	13%	16%	17%
Zoning restrictions limiting new housing types	14%	13%	12%	17%	14%	15%	15%	14%	13%	10%	15%	17%	15%	6%	15%	17%	12%	17%	22%	12%
Lack of incentives for developers to prioritize faster construction	13%	15%	16%	10%	11%	15%	13%	11%	18%	16%	7%	15%	4%	2%	13%	12%	11%	15%	10%	13%
NIMBYism and community opposition	11%	11%	9%	13%	11%	8%	11%	20%	9%	20%	13%	12%	17%	5%	9%	11%	16%	9%	24%	12%
Limited access to financing for developers	9%	11%	16%	6%	3%	10%	9%	5%	4%	8%	13%	8%	0%	39%	9%	13%	5%	12%	8%	8%
Environmental regulations and concerns	9%	10%	10%	7%	8%	9%	8%	8%	10%	8%	7%	16%	14%	4%	10%	8%	8%	8%	5%	8%
Other	3%	1%	3%	5%	5%	2%	2%	3%	5%	9%	8%	1%	20%	2%	1%	4%	6%	2%	8%	3%
Not Sure / Don't Know	14%	12%	14%	14%	14%	8%	15%	18%	18%	13%	20%	8%	34%	8%	14%	11%	14%	10%	14%	12%

Base: Online respondents (n=2,197)

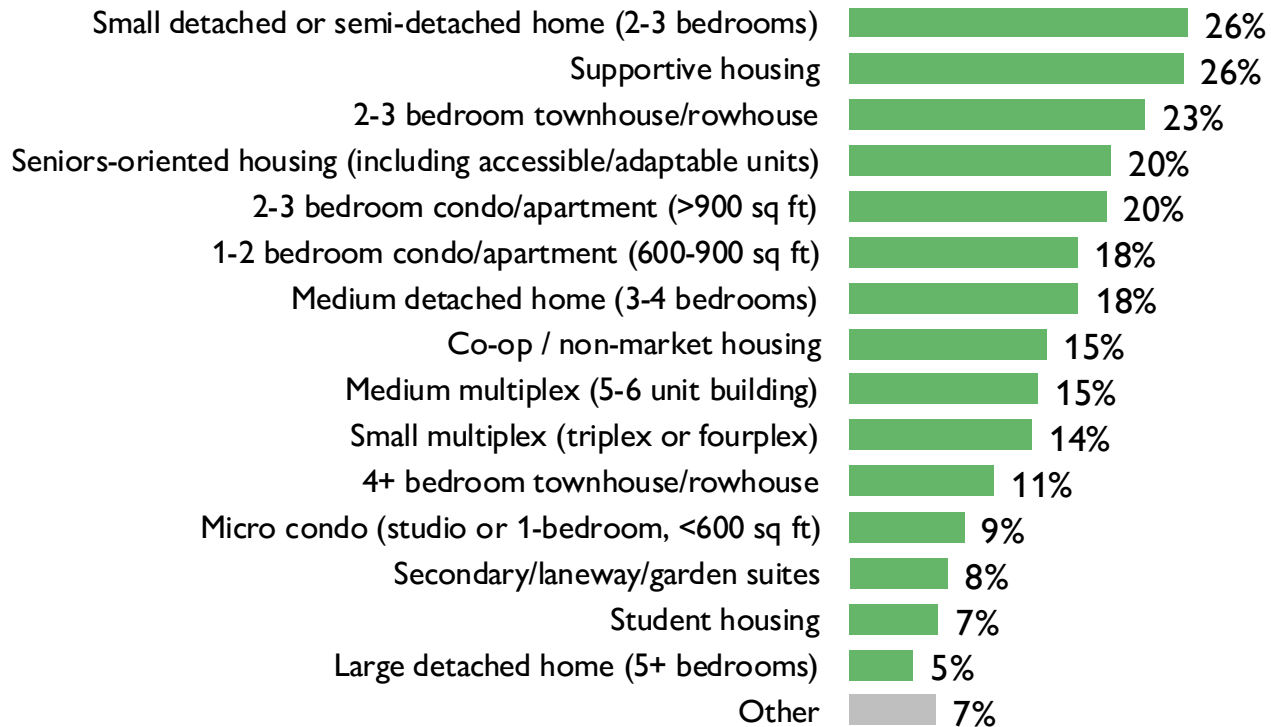


# What Kind of Housing is Needed




 In your opinion, which types of housing would make the biggest difference in solving the housing crisis in your community? *Select up to 3.*

## A mix of housing types is seen as needed, but smaller, more affordable homes and supportive housing are viewed as having the greatest impact on addressing the housing crisis.



Base: All respondents (n=2,671)

 In your opinion, which types of housing would make the biggest difference in solving the housing crisis in your community? Select up to 3.

## PRIORITY HOUSING TYPES

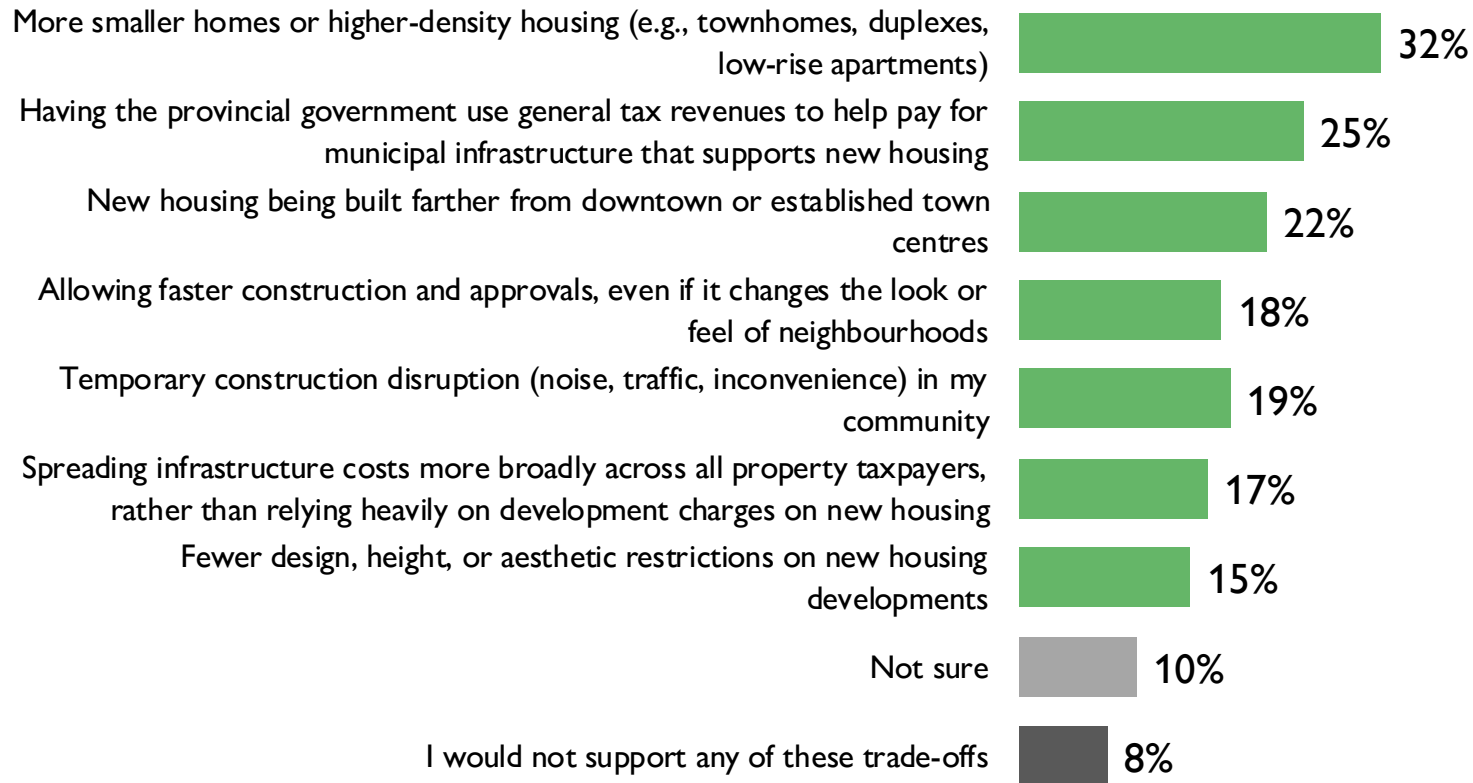
	TOT.	AGE				REGION								INCOME			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
Small detached or semi-detached home	26%	23%	21%	24%	33%	22%	28%	33%	25%	27%	26%	26%	31%	35%	26%	24%	29%
Supportive housing	26%	22%	28%	25%	27%	16%	32%	21%	39%	25%	39%	15%	12%	16%	30%	27%	20%
2-3 bedroom townhouse / rowhouse	23%	18%	26%	25%	22%	23%	25%	21%	23%	21%	18%	18%	19%	29%	14%	27%	27%
Seniors-oriented housing	20%	15%	13%	15%	33%	16%	19%	28%	22%	19%	19%	23%	30%	33%	22%	20%	16%
2-3 bedroom condo / apartment	20%	22%	21%	21%	16%	24%	18%	27%	20%	18%	12%	13%	18%	8%	17%	19%	24%
Medium detached home	18%	16%	23%	19%	14%	19%	16%	21%	14%	23%	19%	18%	20%	6%	10%	17%	23%
1-2 bedroom condo/apartment	18%	19%	19%	18%	15%	22%	21%	9%	12%	13%	10%	15%	14%	23%	21%	19%	14%
Co-op / non-market housing	15%	15%	11%	20%	15%	13%	16%	18%	16%	18%	19%	8%	6%	6%	18%	14%	13%
Medium multiplex	15%	13%	11%	18%	16%	18%	12%	17%	14%	17%	12%	10%	4%	6%	12%	15%	17%
Small multiplex	14%	10%	14%	16%	15%	15%	12%	20%	20%	14%	9%	11%	7%	8%	14%	14%	16%
4+ bedroom townhouse / rowhouse	11%	15%	15%	12%	5%	12%	8%	18%	18%	12%	6%	9%	6%	3%	14%	9%	13%
Micro condo	9%	13%	9%	9%	6%	11%	11%	5%	10%	6%	4%	8%	5%	4%	8%	11%	6%
Secondary / laneway / garden suites	8%	7%	9%	8%	6%	8%	8%	6%	5%	6%	11%	4%	3%	7%	5%	7%	11%
Student housing	7%	17%	8%	4%	3%	7%	11%	5%	9%	3%	4%	4%	1%	1%	11%	7%	4%
Large detached home	5%	12%	5%	4%	1%	7%	4%	5%	4%	2%	4%	4%	5%	4%	5%	6%	5%
Other	7%	1%	3%	8%	12%	3%	2%	4%	3%	17%	18%	24%	27%	17%	6%	8%	5%

Base: All respondents (n=2,671)



Thinking about the need to increase housing supply in your community, which of the following trade-offs would you personally be willing to accept in order to improve housing affordability? *Select up to 2.*

## Greater openness exists toward supply-focused solutions, particularly increased density and public investment, while there is less willingness to accept trade-offs that alter neighbourhood character or design standards.



Base: Online respondents (n=2,197)





Thinking about the need to increase housing supply in your community, which of the following trade-offs would you personally be willing to accept in order to improve housing affordability? *Select up to 2.*

## ACCEPTABLE HOUSING TRADE-OFFS

	TOT.	AGE				REGION									HOUSING		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage
More smaller homes or higher-density housing	<b>32%</b>	29%	27%	32%	<b>39%</b>	29%	29%	40%	34%	<b>47%</b>	31%	25%	29%	38%	30%	29%	<b>41%</b>
Having the provincial government use general tax revenues to help pay for municipal infrastructure that supports new housing	<b>25%</b>	25%	21%	27%	28%	25%	26%	28%	22%	29%	23%	25%	29%	30%	26%	26%	24%
New housing being built farther from downtown or established town centres	<b>22%</b>	21%	22%	22%	21%	23%	24%	22%	18%	21%	19%	21%	13%	26%	21%	24%	21%
Allowing faster construction and approvals, even if it changes the look or feel of neighbourhoods	<b>18%</b>	21%	15%	<b>23%</b>	<b>13%</b>	<b>23%</b>	18%	12%	14%	22%	12%	14%	10%	<b>4%</b>	19%	21%	<b>13%</b>
Temporary construction disruption in my community	<b>19%</b>	19%	19%	20%	16%	16%	18%	17%	27%	14%	24%	22%	34%	13%	18%	16%	18%
Spreading infrastructure costs more broadly across all property taxpayers, rather than relying heavily on development charges on new housing	<b>17%</b>	22%	19%	13%	14%	16%	18%	15%	14%	9%	21%	13%	11%	37%	18%	21%	<b>10%</b>
Fewer design, height, or aesthetic restrictions on new housing developments	<b>15%</b>	17%	20%	15%	<b>9%</b>	16%	12%	8%	23%	15%	20%	18%	4%	5%	14%	16%	12%
Not sure	<b>10%</b>	7%	11%	9%	13%	10%	12%	12%	9%	7%	10%	14%	19%	4%	12%	8%	11%
I would not support any of these trade-offs	<b>8%</b>	4%	8%	7%	10%	8%	6%	10%	8%	7%	6%	8%	12%	13%	6%	7%	<b>11%</b>

Base: Online respondents (n=2,197)



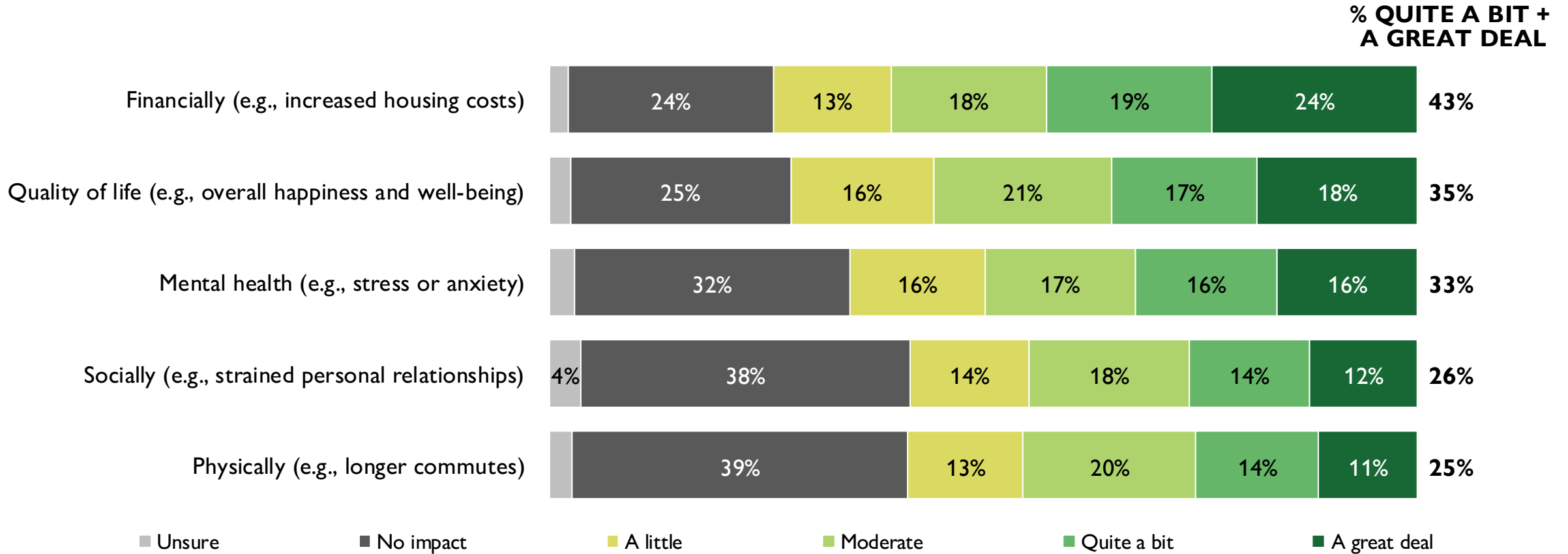
# Personal Impact





What impact has the current housing market had on you personally over the last year when considering each of the following?

**Financial strain is the most widely felt impact, with clear effects on quality of life and mental health as well, while social and physical impacts are less pronounced.**



Base: Online respondents (n=2,197)

What impact has the current housing market had on you personally over the last year when considering each of the following?

## PERSONAL IMPACT OF HOUSING MARKET

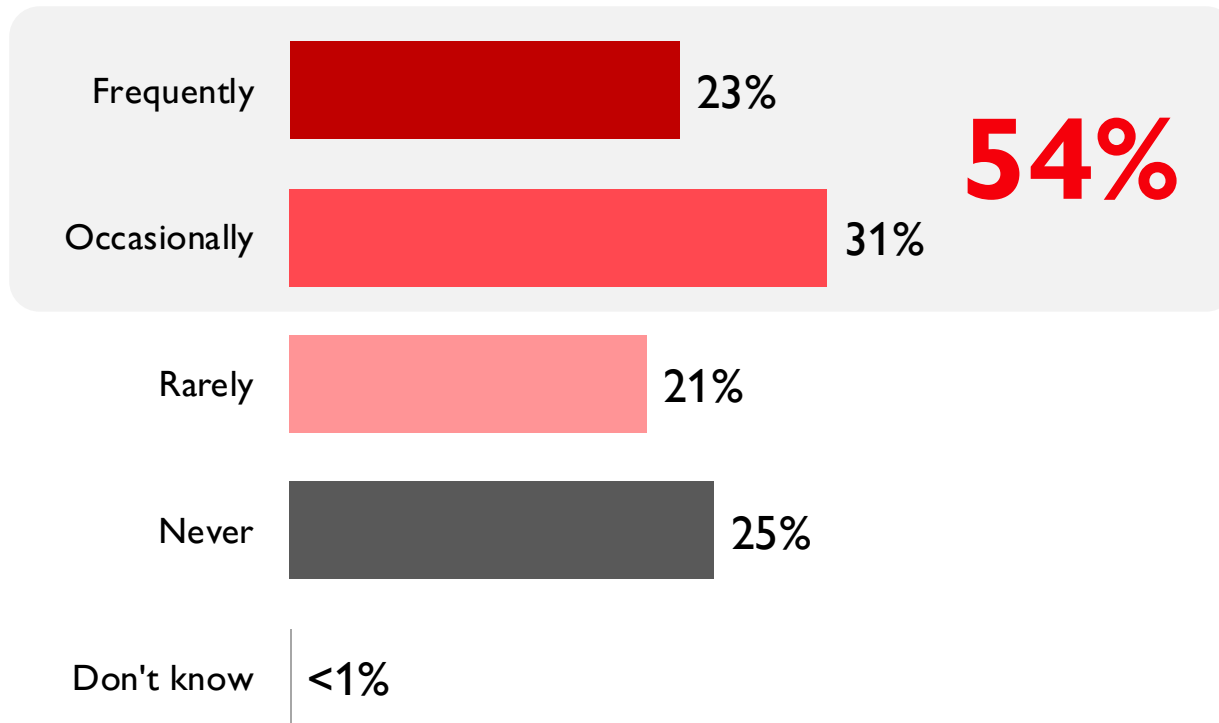
% QUITE A BIT + A GREAT DEAL	TOT.	AGE				REGION									INCOME			HOUSING		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Rent	Own w/ mortgage	Own w/o mortgage
Financially (e.g., increased housing costs)	43%	64%	52%	42%	17%	49%	44%	28%	48%	30%	37%	39%	11%	41%	59%	44%	33%	61%	43%	12%
Quality of life (e.g., overall happiness and well-being)	35%	55%	44%	33%	13%	43%	36%	17%	43%	23%	30%	28%	11%	10%	48%	37%	26%	49%	33%	12%
Mental health (e.g., stress or anxiety)	33%	51%	43%	32%	8%	36%	35%	17%	35%	23%	29%	23%	15%	41%	47%	33%	24%	48%	32%	6%
Socially (e.g., strained personal relationships)	26%	50%	31%	22%	8%	32%	29%	10%	31%	22%	17%	27%	7%	12%	39%	27%	18%	36%	23%	9%
Physically (e.g., longer commutes)	25%	37%	34%	24%	10%	31%	25%	12%	27%	15%	32%	26%	9%	4%	35%	24%	23%	30%	29%	9%

Base: Online respondents (n=2,197)



In the past few months, how often have you worried about being able to pay your mortgage or rent?

**Just over 1 in 2 have worried about being able to pay their mortgage or rent at least occasionally in the past few months.**



Base: All respondents, excluding those who said "not applicable" (n=2,008)





In the past few months, how often have you worried about being able to pay your mortgage or rent?

## WORRY ABOUT PAYING HOUSING COSTS

	TOT.	AGE				REGION						INCOME			HOUSING				
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Own	Rent
<b>[NET] OFTEN</b> <i>(Frequently + Occasionally)</i>	<b>54%</b>	<b>68%</b>	<b>65%</b>	<b>56%</b>	<b>27%</b>	<b>66%</b>	<b>57%</b>	<b>39%</b>	<b>52%</b>	<b>38%</b>	<b>38%</b>	<b>42%</b>	<b>24%</b>	<b>63%</b>	<b>65%</b>	<b>58%</b>	<b>43%</b>	<b>65%</b>	<b>44%</b>
Frequently	<b>23%</b>	29%	26%	<b>28%</b>	<b>7%</b>	<b>31%</b>	24%	<b>11%</b>	15%	<b>13%</b>	17%	18%	12%	23%	<b>30%</b>	23%	<b>18%</b>	<b>32%</b>	<b>17%</b>
Occasionally	<b>31%</b>	39%	39%	28%	<b>20%</b>	35%	32%	28%	37%	25%	<b>21%</b>	24%	<b>11%</b>	40%	35%	35%	<b>26%</b>	33%	27%
Rarely	<b>21%</b>	24%	23%	18%	19%	20%	24%	21%	22%	16%	23%	16%	18%	17%	20%	20%	23%	22%	21%
Never	<b>25%</b>	<b>8%</b>	<b>12%</b>	26%	<b>54%</b>	<b>14%</b>	20%	<b>41%</b>	26%	<b>46%</b>	<b>39%</b>	<b>42%</b>	<b>58%</b>	20%	<b>16%</b>	22%	<b>34%</b>	<b>13%</b>	<b>35%</b>
Don't know	<b>0%</b>	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%

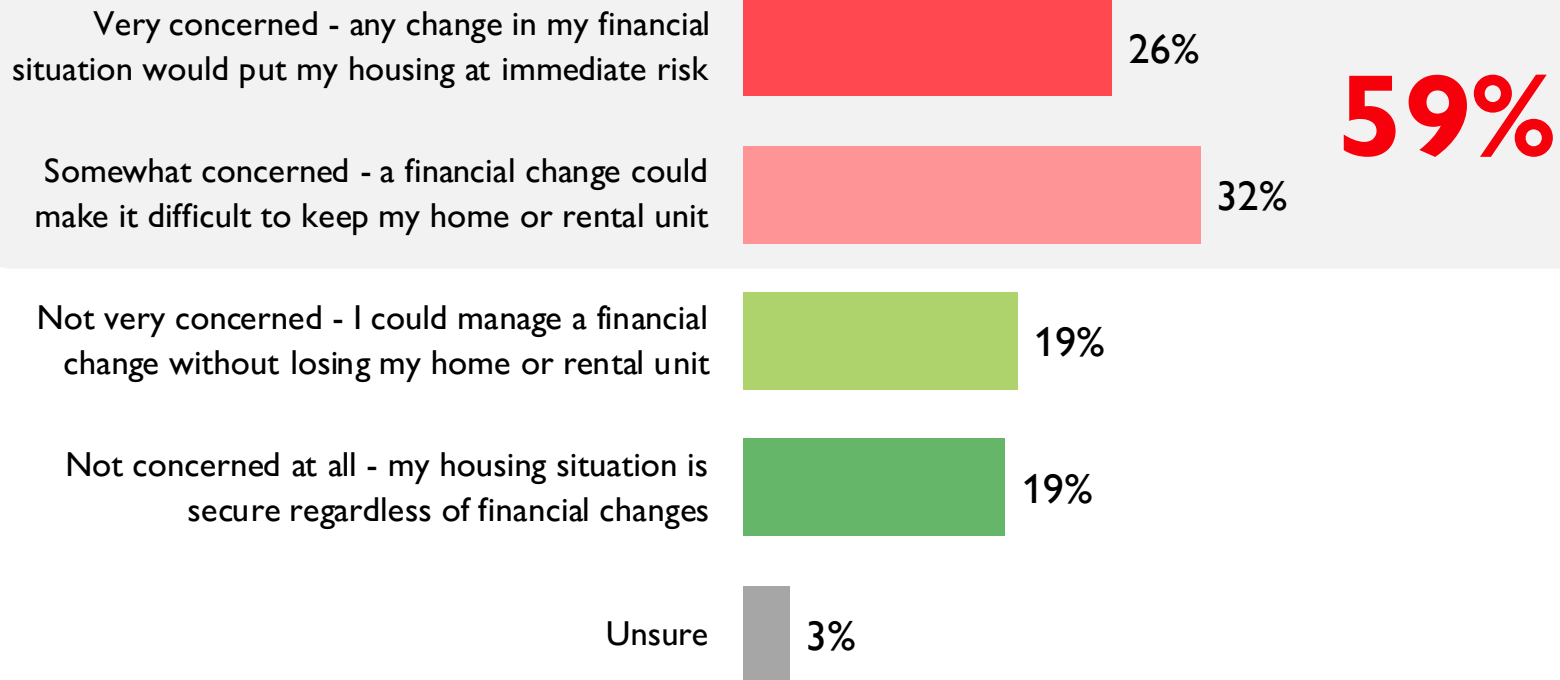
Base: All respondents, excluding those who said "not applicable" (n=2,008)





How concerned are you about the possibility of losing your home or rental unit if your financial situation were to suddenly change?

## 3 in 5 are concerned about the possibility of losing their home or rental units if their financial situation were to suddenly change.



Base: All respondents, excluding those who said "not applicable" (n=2,390)



How concerned are you about the possibility of losing your home or rental unit if your financial situation were to suddenly change?

## CONCERN ABOUT HOUSING LOSS

	TOT.	AGE				REGION						INCOME			HOUSING					
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Rent	Own w/ mortgage	Own w/o mortgage
<b>[NET] CONCERNED</b> (Very + Somewhat concerned)	<b>59%</b>	<b>74%</b>	<b>69%</b>	<b>64%</b>	<b>33%</b>	<b>66%</b>	<b>63%</b>	<b>45%</b>	<b>52%</b>	<b>48%</b>	<b>52%</b>	<b>37%</b>	<b>32%</b>	<b>67%</b>	<b>69%</b>	<b>62%</b>	<b>51%</b>	<b>77%</b>	<b>66%</b>	<b>24%</b>
Very concerned	<b>26%</b>	32%	31%	<b>34%</b>	<b>11%</b>	<b>32%</b>	31%	<b>17%</b>	25%	19%	<b>15%</b>	<b>15%</b>	<b>13%</b>	27%	<b>36%</b>	28%	<b>18%</b>	<b>43%</b>	26%	<b>3%</b>
Somewhat concerned	<b>32%</b>	<b>42%</b>	38%	30%	<b>22%</b>	34%	33%	27%	27%	29%	37%	<b>22%</b>	<b>19%</b>	39%	32%	34%	33%	34%	<b>40%</b>	<b>21%</b>
Not very concerned	<b>19%</b>	16%	20%	19%	22%	16%	22%	23%	29%	20%	16%	21%	17%	13%	17%	18%	23%	<b>14%</b>	21%	<b>25%</b>
Not concerned at all	<b>19%</b>	<b>5%</b>	<b>8%</b>	15%	<b>42%</b>	<b>13%</b>	<b>12%</b>	<b>30%</b>	17%	<b>29%</b>	28%	<b>39%</b>	<b>48%</b>	18%	<b>10%</b>	18%	<b>24%</b>	<b>5%</b>	<b>13%</b>	<b>48%</b>
Unsure	<b>3%</b>	5%	3%	3%	3%	5%	2%	2%	2%	2%	4%	3%	2%	2%	4%	2%	3%	3%	<b>1%</b>	2%

Base: All respondents, excluding those who said "not applicable" (n=2,390)

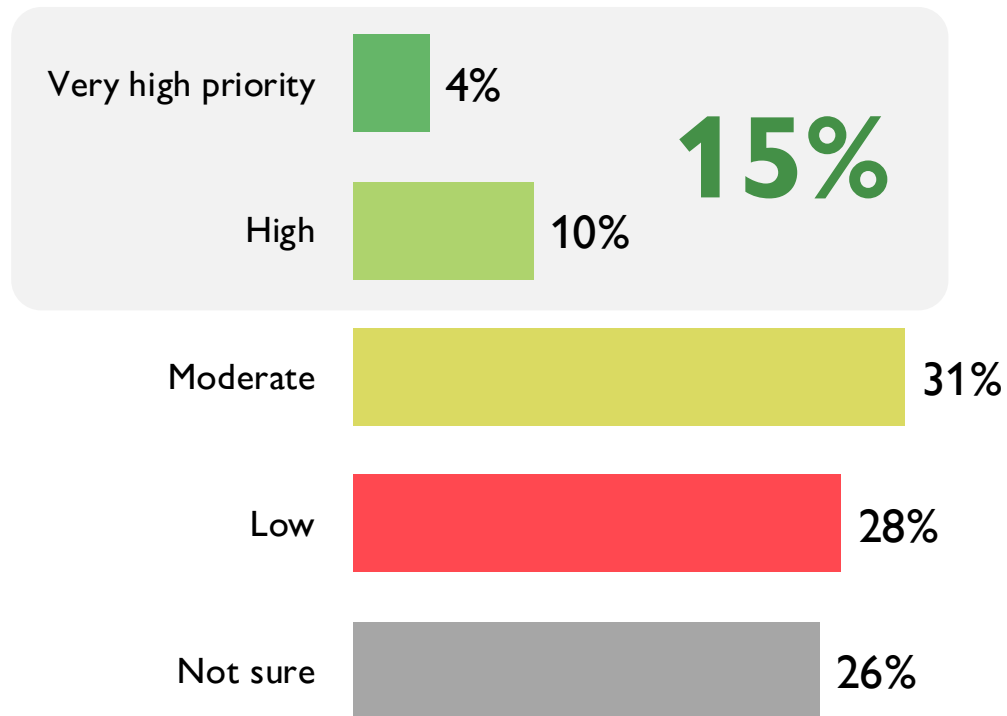
# Government & Accountability





Is your municipal government making housing a priority?

**Only less than 1 in 5 see housing as a high priority for the municipal government, while most view it as moderate or low. Notably 1 in 4 are not sure.**



Base: All respondents (n=2,671)





Is your municipal government making housing a priority?

## MUNICIPAL PRIORITIZATION OF HOUSING

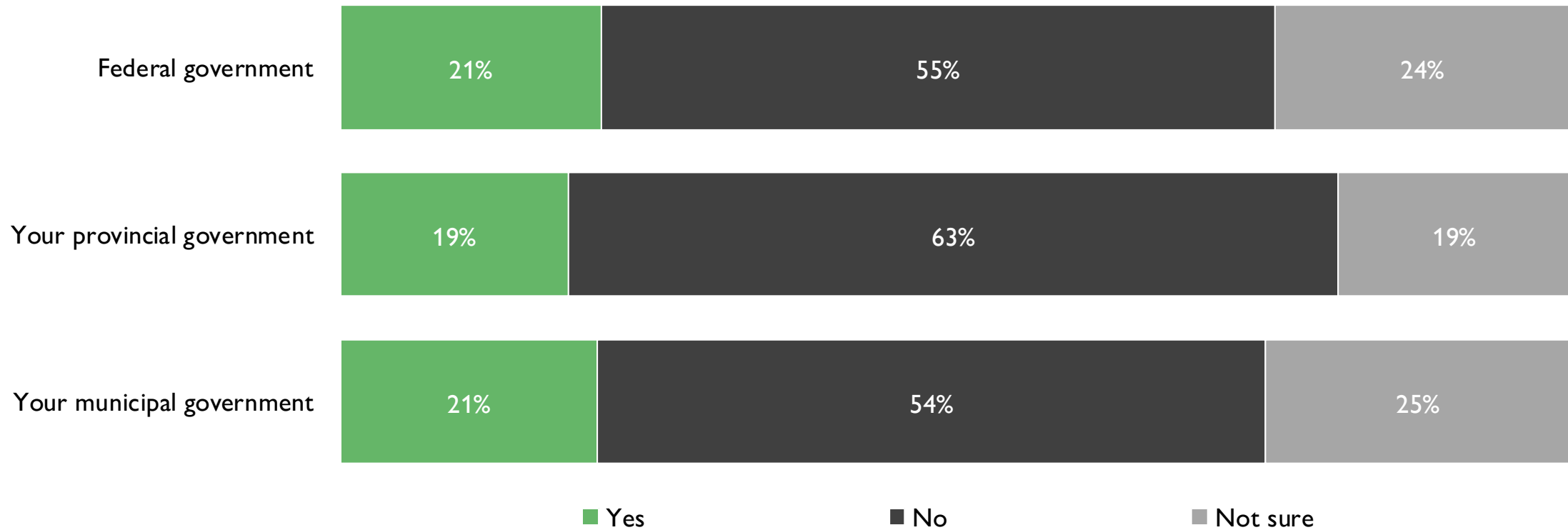
	TOT.	AGE				REGION										HOUSING		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	
<b>[NET] HIGH PRIORITY</b> <i>(Very high priority + High)</i>	<b>15%</b>	<b>26%</b>	14%	11%	<b>11%</b>	<b>20%</b>	16%	13%	12%	13%	<b>7%</b>	15%	12%	<b>4%</b>	15%	17%	12%	
Very high priority	<b>4%</b>	<b>10%</b>	4%	2%	<b>2%</b>	<b>8%</b>	5%	<b>1%</b>	1%	2%	2%	3%	3%	1%	<b>7%</b>	5%	<b>1%</b>	
High	<b>10%</b>	<b>15%</b>	9%	9%	9%	12%	11%	11%	10%	11%	<b>5%</b>	12%	9%	<b>2%</b>	8%	12%	10%	
Moderate	<b>31%</b>	29%	35%	30%	31%	31%	28%	36%	28%	42%	27%	34%	31%	39%	29%	35%	34%	
Low	<b>28%</b>	25%	30%	31%	24%	24%	<b>36%</b>	<b>15%</b>	33%	20%	27%	21%	22%	37%	<b>34%</b>	23%	24%	
Not sure	<b>26%</b>	20%	21%	28%	<b>33%</b>	24%	<b>21%</b>	<b>37%</b>	27%	24%	39%	31%	35%	20%	22%	25%	30%	

Base: All respondents (n=2,671)




When considering each level of the following, do you think they are doing enough to address housing affordability in the country?

## Across all levels, most say governments are not doing enough, especially at the provincial level.



Base: All respondents (n=2,671)

 When considering each level of the following, do you think they are doing enough to address housing affordability in the country?

## GOVERNMENT PERFORMANCE ON HOUSING

% YES	TOT.	AGE				REGION									INCOME		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
Federal government	<b>21%</b>	25%	24%	17%	20%	23%	22%	23%	19%	25%	16%	27%	17%	14%	17%	20%	28%
Your provincial government	<b>19%</b>	24%	21%	17%	15%	23%	21%	15%	15%	12%	16%	21%	17%	10%	17%	18%	23%
Your municipal government	<b>21%</b>	20%	22%	21%	20%	23%	18%	24%	18%	33%	16%	28%	23%	15%	16%	21%	26%

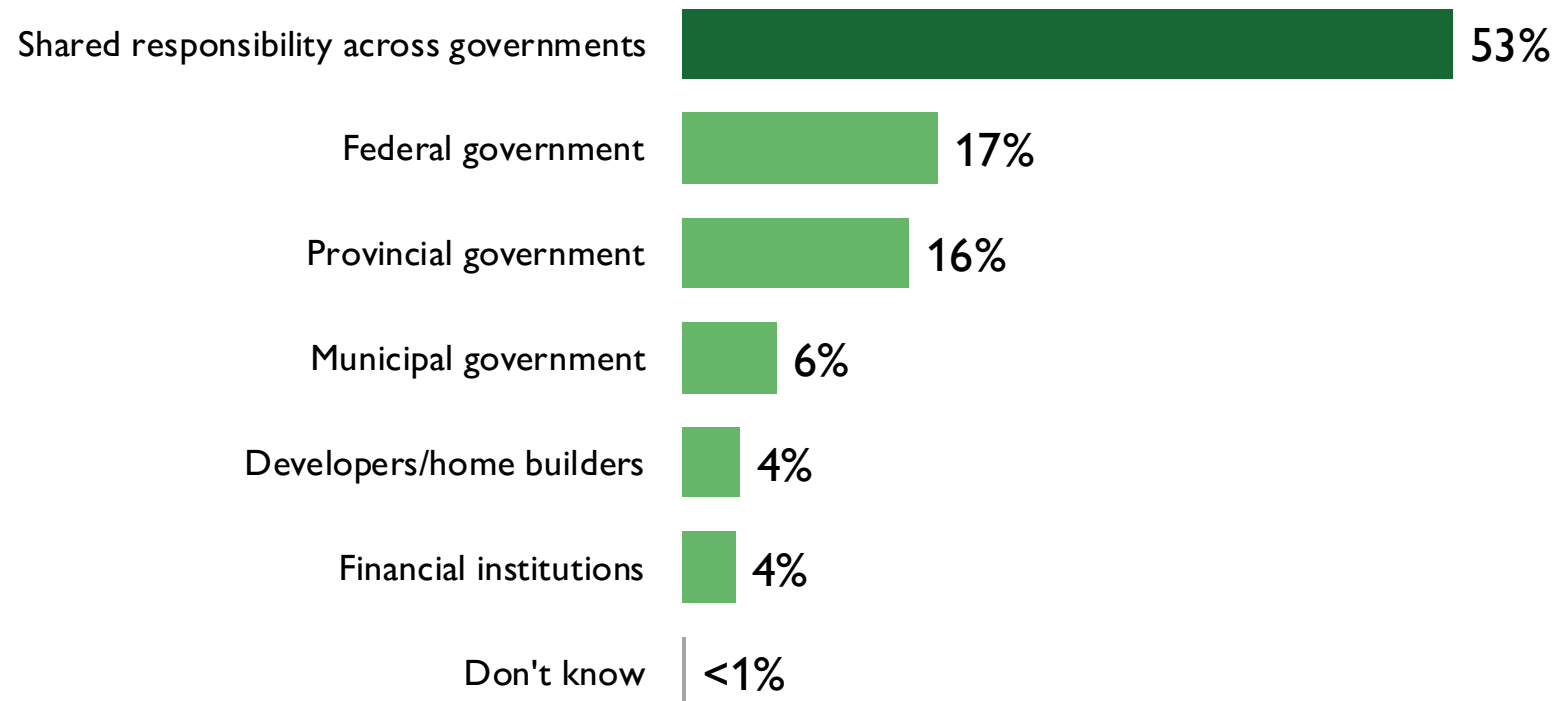
% NO	TOT.	AGE				REGION									INCOME		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
Federal government	<b>55%</b>	51%	58%	58%	52%	54%	54%	48%	59%	51%	55%	50%	56%	73%	58%	56%	51%
Your provincial government	<b>63%</b>	57%	62%	64%	66%	57%	63%	65%	65%	68%	66%	57%	59%	77%	64%	63%	61%
Your municipal government	<b>54%</b>	59%	53%	54%	52%	54%	64%	42%	55%	49%	52%	48%	45%	48%	63%	52%	51%

Base: All respondents (n=2,671)



Who is most responsible for solving the housing crisis?

## 1 in 2 believe the responsibility for solving the housing crisis should be shared across governments.



Base: All respondents (n=2,671)





Who is most responsible for solving the housing crisis?

## RESPONSIBILITY FOR HOUSING CRISIS

	TOT.	AGE				REGION									INCOME		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
Shared responsibility across governments	<b>53%</b>	37%	42%	55%	68%	47%	55%	53%	58%	53%	63%	55%	56%	41%	57%	53%	46%
Federal government	<b>17%</b>	23%	25%	16%	9%	18%	18%	14%	16%	14%	17%	13%	14%	28%	17%	16%	20%
Provincial government	<b>16%</b>	17%	18%	16%	13%	15%	15%	20%	14%	18%	13%	13%	13%	19%	12%	15%	19%
Municipal government	<b>6%</b>	8%	6%	7%	5%	8%	6%	7%	5%	9%	3%	9%	3%	5%	6%	7%	7%
Developers/home builders	<b>4%</b>	6%	5%	3%	2%	5%	4%	4%	4%	3%	1%	4%	4%	4%	4%	4%	5%
Financial institutions	<b>4%</b>	9%	4%	3%	1%	7%	2%	1%	3%	2%	1%	3%	4%	1%	3%	4%	3%
Don't know	<b>0%</b>	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	4%	5%	1%	0%	0%	0%

Base: All respondents (n=2,671)



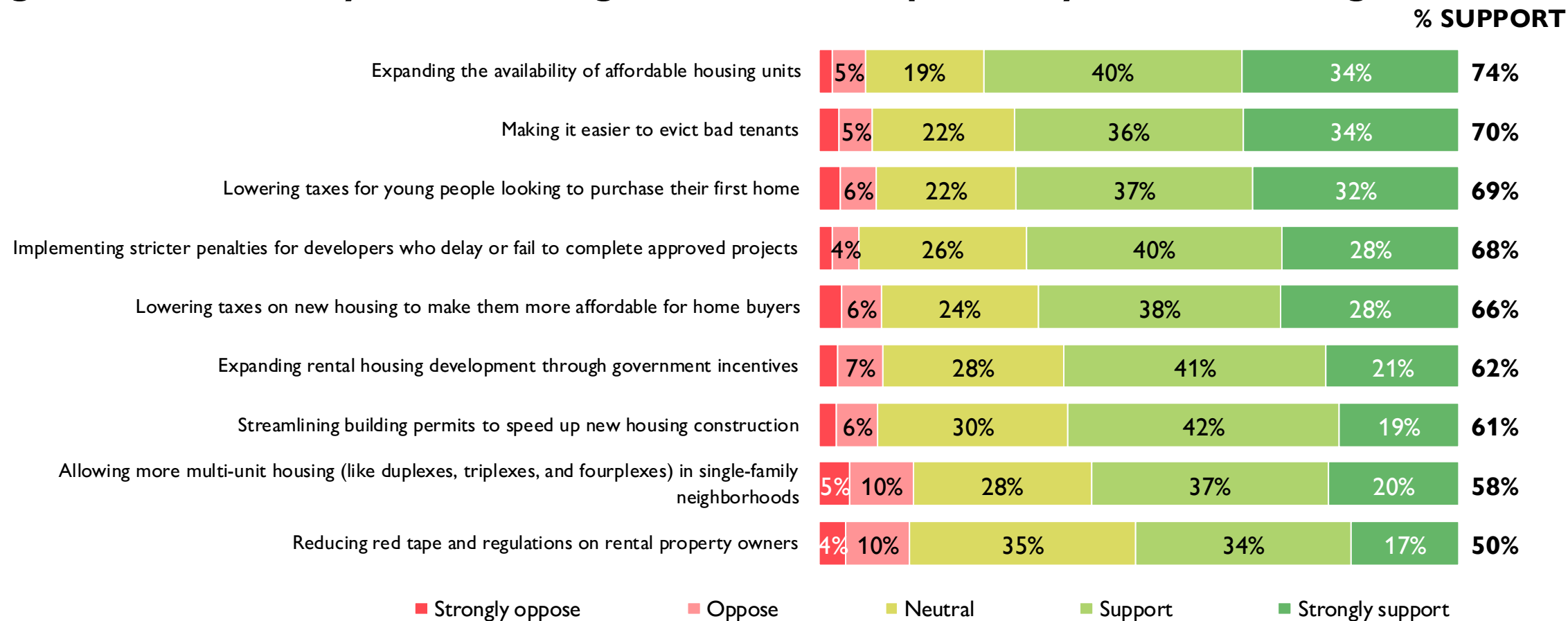
# Views on Policy Solutions





How much do you support or oppose the following policy ideas?

## Support is strongest for policies that expand affordability, while measures that change neighbourhood density or reduce regulations see comparatively weaker backing.



Base: Online respondents (n=2,197)





How much do you support or oppose the following policy ideas?

## SUPPORT FOR HOUSING POLICIES

% SUPPORT	TOT.	AGE				REGION									HOUSING			2025 PROV VOTE		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
Expanding the availability of affordable housing units	74%	70%	70%	76%	81%	72%	74%	72%	77%	78%	77%	73%	83%	79%	79%	71%	73%	69%	81%	82%
Making it easier to evict bad tenants	70%	55%	62%	72%	86%	66%	67%	78%	68%	71%	78%	76%	89%	69%	56%	76%	85%	78%	59%	74%
Lowering taxes for young people looking to purchase their first home	69%	70%	72%	69%	66%	69%	70%	64%	71%	67%	74%	59%	75%	60%	71%	72%	59%	68%	69%	72%
Implementing stricter penalties for developers who delay or fail to complete approved projects	68%	57%	62%	72%	78%	65%	70%	75%	59%	74%	71%	71%	75%	70%	64%	73%	72%	74%	70%	71%

Base: Online respondents (n=2,197)





How much do you support or oppose the following policy ideas?

## SUPPORT FOR HOUSING POLICIES

% SUPPORT	TOT.	AGE				REGION									HOUSING			2025 PROV VOTE		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	Rent	Own w/ mortgage	Own w/o mortgage	PCPO	ONDP	OLP
Lowering taxes on new housing to make them more affordable for home buyers	<b>66%</b>	66%	70%	69%	<b>58%</b>	68%	66%	60%	68%	62%	64%	62%	58%	65%	<b>70%</b>	70%	<b>51%</b>	68%	<b>57%</b>	68%
Expanding rental housing development through government incentives	<b>62%</b>	58%	63%	61%	64%	59%	62%	62%	64%	65%	65%	53%	58%	65%	<b>67%</b>	60%	58%	60%	61%	<b>70%</b>
Streamlining building permits to speed up new housing construction	<b>61%</b>	54%	<b>52%</b>	64%	<b>73%</b>	64%	61%	67%	60%	64%	50%	59%	52%	36%	62%	62%	64%	68%	<b>52%</b>	64%
Allowing more multi-unit housing in single-family neighborhoods	<b>58%</b>	58%	56%	63%	54%	62%	55%	53%	60%	57%	49%	43%	47%	59%	<b>63%</b>	55%	54%	55%	64%	62%
Reducing red tape and regulations on rental property owners	<b>50%</b>	44%	<b>42%</b>	56%	<b>58%</b>	56%	54%	51%	40%	44%	39%	45%	40%	55%	52%	55%	51%	<b>63%</b>	<b>38%</b>	51%

Base: Online respondents (n=2,197)



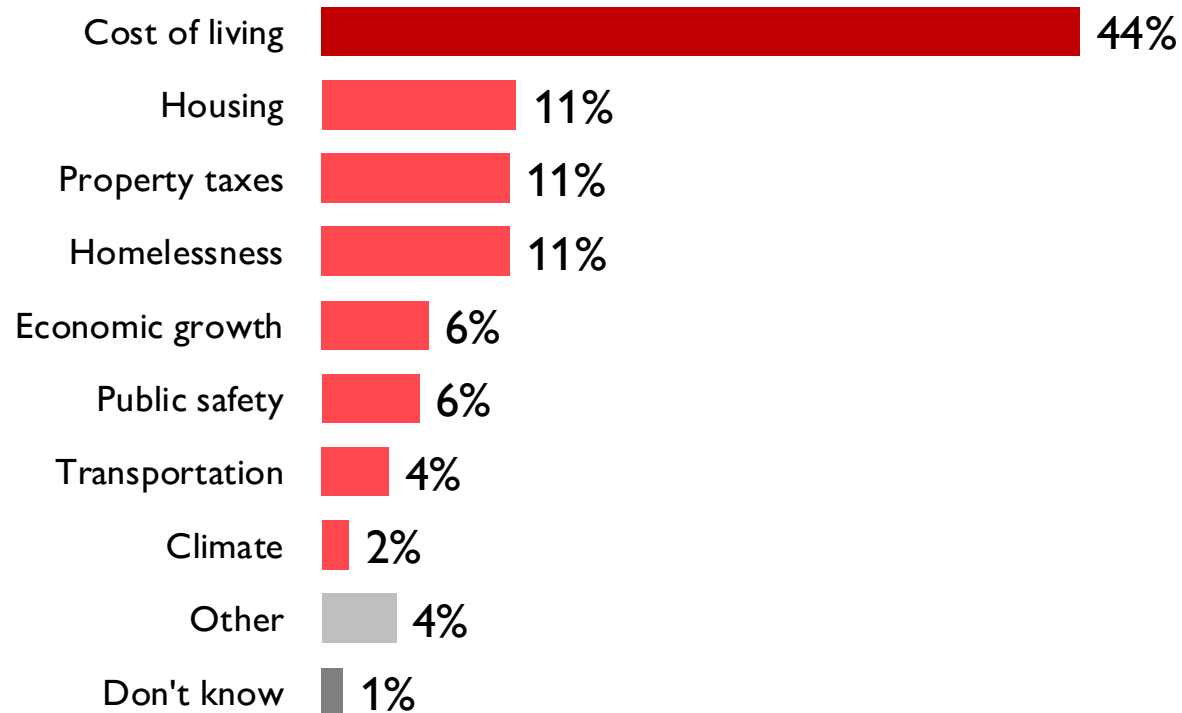
# Municipal Performance & Election





What is the single most important issue facing your municipality today?

## Just over 2 in 5 think cost of living is the single most important issue facing their municipality today.



Base: All respondents (n=2,671)





What is the single most important issue facing your municipality today?

## SINGLE MOST IMPORTANT MUNICIPAL ISSUE

	TOT.	AGE				REGION								
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk
Cost of living	44%	50%	53%	46%	31%	55%	35%	43%	43%	36%	38%	23%	29%	54%
Housing	11%	15%	9%	11%	11%	14%	11%	8%	8%	20%	8%	9%	8%	4%
Property taxes	11%	4%	8%	14%	14%	10%	12%	14%	11%	10%	9%	19%	9%	11%
Homelessness	11%	10%	13%	10%	11%	3%	18%	6%	23%	12%	16%	4%	2%	4%
Economic growth	6%	4%	7%	7%	6%	6%	7%	7%	6%	4%	3%	9%	12%	6%
Public safety	6%	8%	5%	4%	6%	7%	10%	4%	3%	2%	3%	6%	5%	0%
Transportation	4%	6%	2%	3%	5%	3%	3%	10%	0%	2%	6%	11%	14%	6%
Climate	2%	3%	1%	1%	2%	1%	1%	4%	2%	3%	2%	2%	1%	1%
Other	4%	1%	1%	4%	9%	2%	3%	4%	4%	11%	5%	14%	17%	13%
Don't know	1%	0%	0%	0%	4%	0%	0%	0%	0%	1%	9%	3%	4%	2%

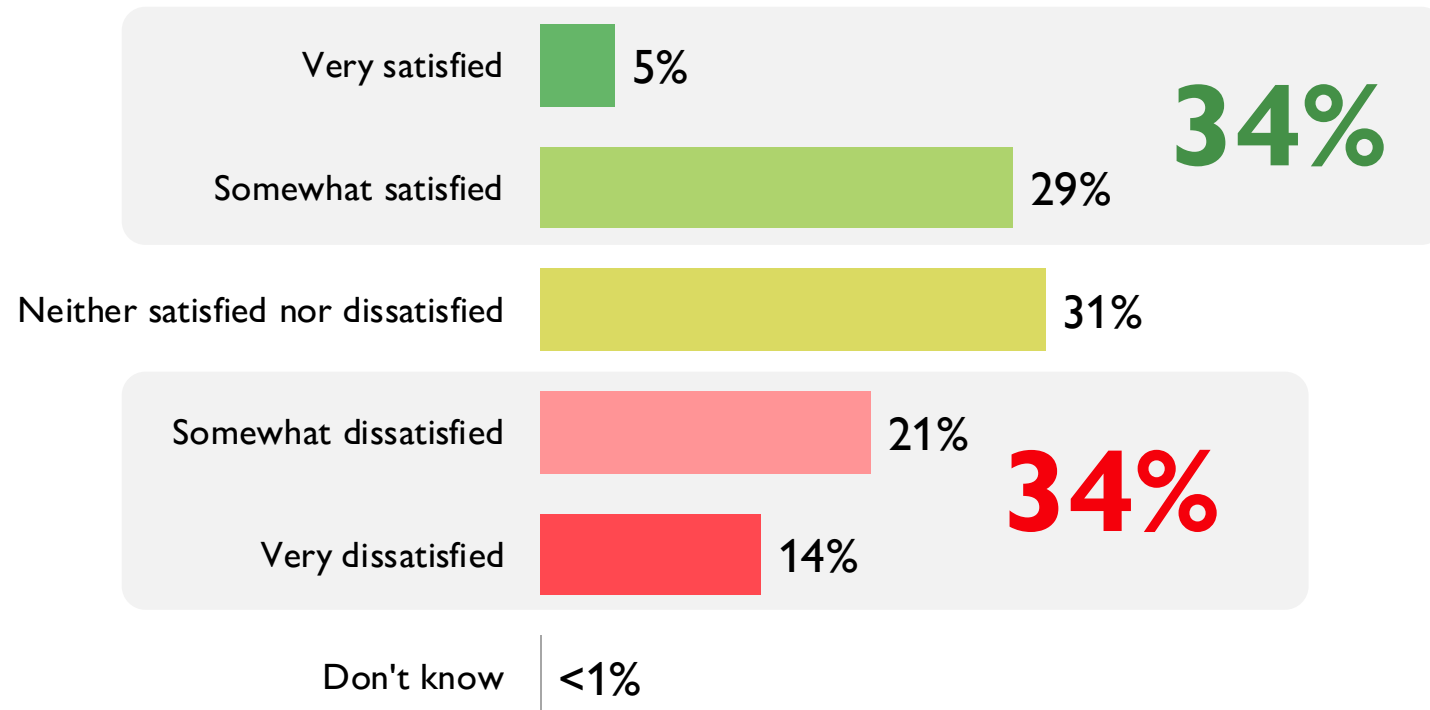
Base: All respondents (n=2,671)





Overall, how satisfied are you with the performance of your municipality?

## Satisfaction with the performance of municipality is evenly split.



Base: All respondents (n=2,671)





Overall, how satisfied are you with the performance of your municipality?

## SATISFACTION WITH MUNICIPAL PERFORMANCE

	TOT.	AGE				REGION									INCOME		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
<b>[NET] SATISFIED</b> <i>(Very + Somewhat satisfied)</i>	<b>34%</b>	29%	34%	29%	<b>42%</b>	37%	<b>21%</b>	<b>56%</b>	32%	40%	28%	44%	<b>50%</b>	43%	32%	30%	<b>41%</b>
Very satisfied	<b>5%</b>	5%	6%	3%	5%	6%	2%	8%	3%	7%	3%	<b>12%</b>	9%	<b>1%</b>	5%	4%	6%
Somewhat satisfied	<b>29%</b>	24%	28%	26%	<b>37%</b>	31%	<b>19%</b>	<b>48%</b>	29%	33%	25%	32%	<b>41%</b>	42%	27%	26%	<b>35%</b>
Neither satisfied nor dissatisfied	<b>31%</b>	<b>40%</b>	32%	28%	28%	31%	32%	28%	29%	23%	39%	31%	27%	39%	32%	<b>36%</b>	<b>26%</b>
Somewhat dissatisfied	<b>21%</b>	18%	20%	<b>27%</b>	18%	21%	24%	<b>10%</b>	19%	28%	21%	18%	16%	12%	16%	20%	23%
Very dissatisfied	<b>14%</b>	13%	14%	16%	12%	11%	<b>23%</b>	<b>6%</b>	21%	8%	12%	6%	<b>6%</b>	<b>6%</b>	20%	13%	10%
<b>[NET] DISSATISFIED</b> <i>(Very + Somewhat dissatisfied)</i>	<b>34%</b>	31%	34%	<b>43%</b>	30%	32%	<b>47%</b>	<b>16%</b>	40%	36%	33%	25%	<b>21%</b>	<b>18%</b>	36%	33%	33%
Don't know	<b>0%</b>	0%	0%	0%	<b>0%</b>	0%	0%	0%	0%	<b>1%</b>	0%	0%	<b>1%</b>	0%	0%	<b>0%</b>	0%

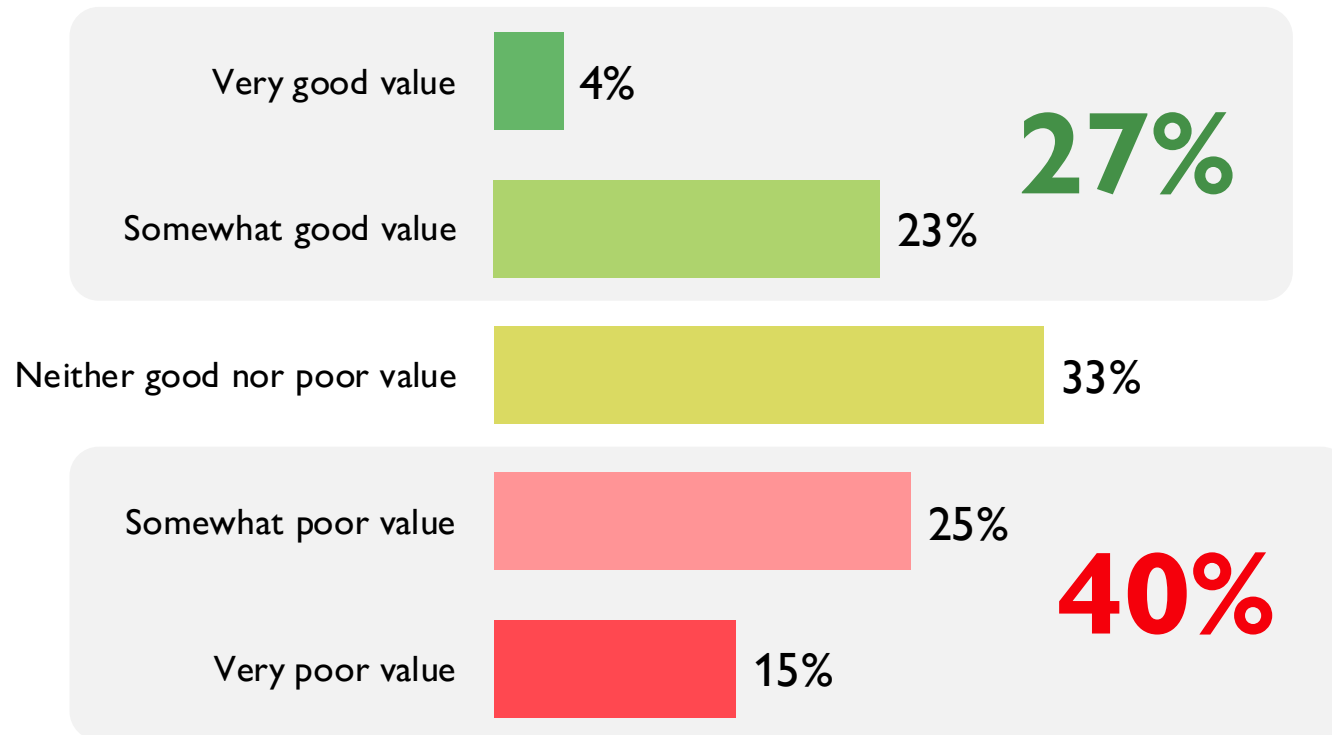
Base: All respondents (n=2,671)





How would you rate value for money from your municipal property taxes?

**2 in 5 rate the value for money from their municipal property taxes as poor.**



Base: All respondents (n=2,671)





How would you rate value for money from your municipal property taxes?

## VALUE FOR PROPERTY TAXES

	TOT.	AGE				REGION								INCOME			
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +
<b>[NET] GOOD VALUE</b> <i>(Very + Somewhat good)</i>	<b>27%</b>	26%	29%	24%	30%	29%	16%	49%	25%	40%	23%	41%	39%	24%	21%	26%	35%
Very good value	4%	4%	5%	3%	4%	5%	2%	9%	3%	6%	2%	7%	10%	2%	3%	3%	7%
Somewhat good value	23%	21%	24%	21%	26%	24%	14%	40%	21%	34%	21%	33%	29%	22%	18%	23%	29%
Neither good nor poor value	33%	42%	31%	29%	32%	35%	36%	34%	28%	21%	38%	25%	29%	23%	39%	35%	25%
Somewhat poor value	25%	20%	28%	28%	23%	23%	25%	11%	33%	26%	27%	20%	25%	44%	26%	25%	24%
Very poor value	15%	12%	12%	19%	15%	12%	24%	6%	14%	14%	12%	14%	8%	10%	14%	14%	15%
<b>[NET] POOR VALUE</b> <i>(Very + Somewhat poor)</i>	<b>40%</b>	32%	40%	47%	38%	35%	48%	17%	47%	39%	39%	34%	32%	53%	40%	39%	39%

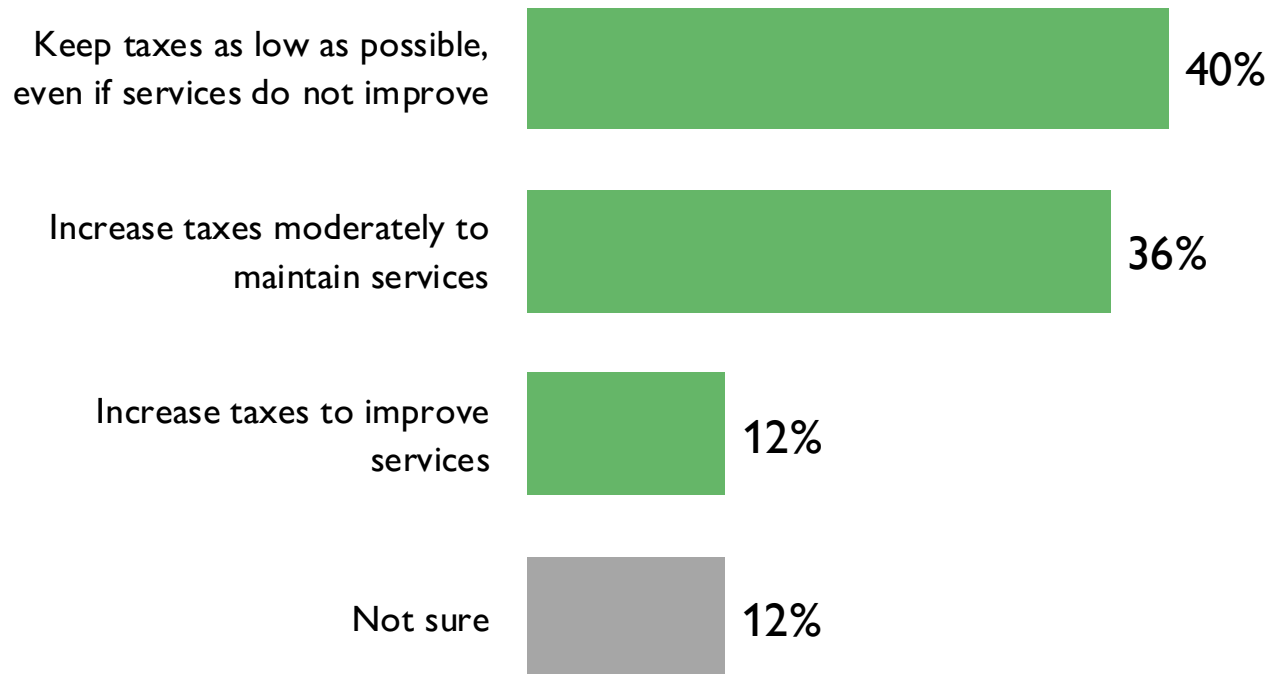
Base: All respondents (n=2,671)





Over the next four years, would you prefer the municipality to:

**Preferences lean slightly toward keeping taxes low, though a comparable share are open to moderate increases to maintain services, with limited appetite for larger tax hikes.**



Base: All respondents (n=2,671)





Over the next four years, would you prefer the municipality to:

## PREFERRED TAX AND SERVICE APPROACH

	TOT.	AGE				REGION								
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk
Keep taxes as low as possible, even if services do not improve	40%	39%	42%	46%	33%	50%	38%	33%	32%	28%	29%	46%	28%	52%
Increase taxes moderately to maintain services	36%	32%	29%	35%	44%	31%	34%	44%	37%	51%	36%	41%	49%	32%
Increase taxes to improve services	12%	16%	16%	7%	12%	7%	13%	10%	17%	15%	23%	7%	17%	6%
Not sure	12%	13%	14%	12%	10%	12%	15%	13%	15%	5%	12%	6%	6%	9%

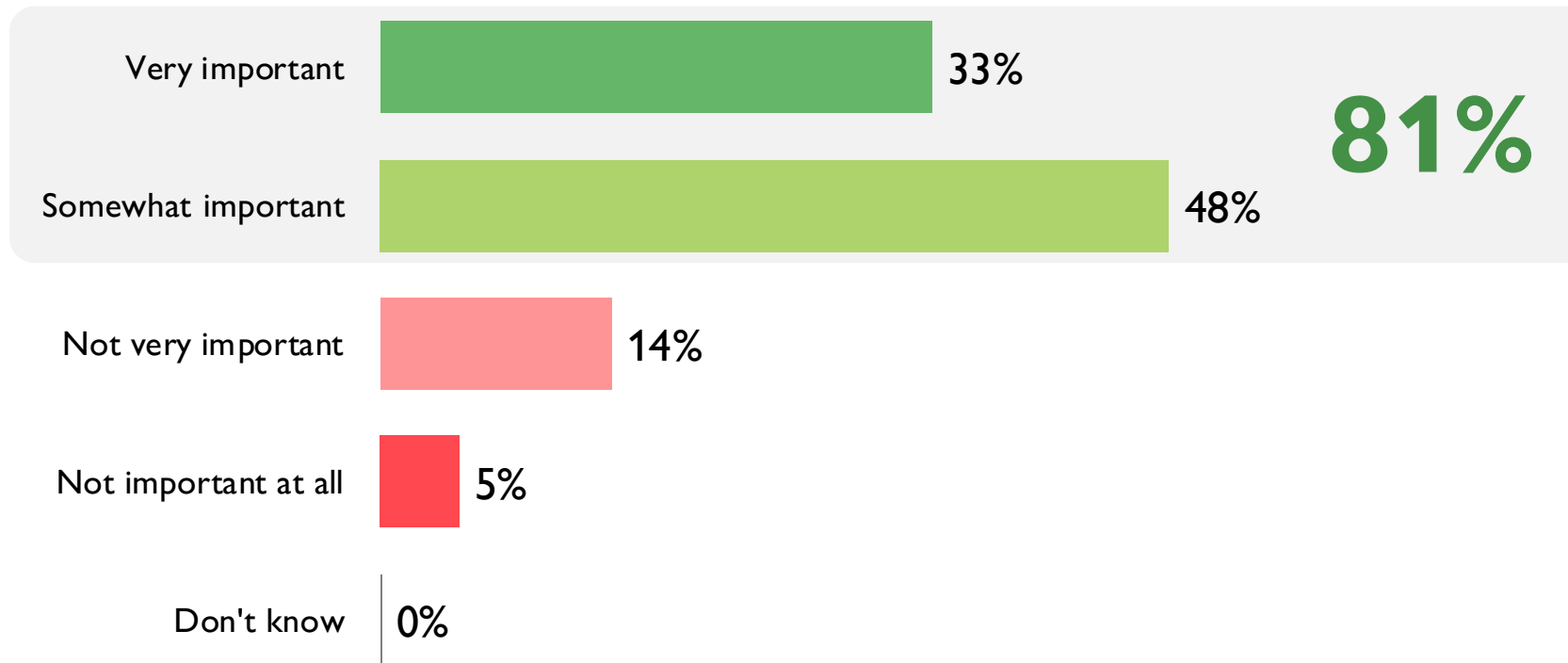
Base: All respondents (n=2,671)





How important will housing be in your municipal election vote?

**4 in 5 say that housing will be important in their municipal election vote.**



Base: All respondents (n=2,671)





How important will housing be in your municipal election vote?

## IMPORTANCE OF HOUSING IN VOTE

	TOT.	AGE				REGION									INCOME			HOUSING		
		18-29	30-44	45-59	60+	Mississauga	Hamilton	Burlington	Kitchener	Waterloo	Cambridge	Grimsby	Haldimand	Norfolk	< \$50K	\$50K - \$100K	\$100K +	Rent	Own w/ mortgage	Own w/o mortgage
<b>[NET] IMPORTANT</b> (Very + Somewhat important)	<b>81%</b>	<b>89%</b>	<b>88%</b>	<b>84%</b>	<b>68%</b>	<b>86%</b>	<b>84%</b>	<b>70%</b>	<b>79%</b>	<b>80%</b>	<b>81%</b>	<b>64%</b>	<b>55%</b>	<b>72%</b>	<b>86%</b>	<b>81%</b>	<b>78%</b>	<b>88%</b>	<b>82%</b>	<b>65%</b>
Very important	<b>33%</b>	<b>41%</b>	<b>42%</b>	<b>33%</b>	<b>22%</b>	<b>40%</b>	<b>36%</b>	<b>24%</b>	<b>26%</b>	<b>26%</b>	<b>33%</b>	<b>20%</b>	<b>9%</b>	<b>35%</b>	<b>43%</b>	<b>32%</b>	<b>30%</b>	<b>46%</b>	<b>32%</b>	<b>20%</b>
Somewhat important	<b>48%</b>	<b>48%</b>	<b>46%</b>	<b>51%</b>	<b>46%</b>	<b>46%</b>	<b>48%</b>	<b>46%</b>	<b>53%</b>	<b>54%</b>	<b>48%</b>	<b>44%</b>	<b>46%</b>	<b>37%</b>	<b>43%</b>	<b>50%</b>	<b>48%</b>	<b>42%</b>	<b>50%</b>	<b>46%</b>
Not very important	<b>14%</b>	<b>9%</b>	<b>8%</b>	<b>12%</b>	<b>23%</b>	<b>11%</b>	<b>11%</b>	<b>21%</b>	<b>15%</b>	<b>15%</b>	<b>14%</b>	<b>24%</b>	<b>26%</b>	<b>22%</b>	<b>10%</b>	<b>14%</b>	<b>17%</b>	<b>9%</b>	<b>12%</b>	<b>26%</b>
Not important at all	<b>5%</b>	<b>1%</b>	<b>4%</b>	<b>4%</b>	<b>9%</b>	<b>3%</b>	<b>4%</b>	<b>10%</b>	<b>6%</b>	<b>4%</b>	<b>5%</b>	<b>11%</b>	<b>19%</b>	<b>6%</b>	<b>4%</b>	<b>5%</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>8%</b>
Don't know	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>

Base: All respondents (n=2,671)



# Respondent Profile



# Demographics

GENDER	
Male	45%
Female	55%
Non-binary / third gender	<1%
Self describe	<1%
AGE	
18 to 29	9%
30 to 44	22%
45 to 59	25%
60 and older	44%
MUNICIPALITY	
Mississauga	19%
Hamilton	19%
Kitchener	11%
Burlington	10%
Waterloo	10%
Cambridge	10%
Grimsby	6%
Haldimand County	7%
Norfolk County	7%

AREA	
Urban	45%
Suburban	44%
Rural	11%
TIME IN MUNICIPALITY	
5 years or less	16%
6 to 10 years	9%
11 to 20 years	16%
21 to 30 years	17%
31 years or more	41%
HOUSEHOLD	
1 – Just me	22%
2 people	35%
3 people	18%
4 people	16%
5 or more people	9%
CHILDREN	
None	35%
Under 4 years old	7%
5 to 11 years old	12%
12 to 17 years old	12%
18 and older	45%

MARITAL STATUS	
Married / Domestic partner	59%
Widowed / Divorced / Separated	20%
Single / Never married	22%
EDUCATION	
High school or less	23%
College or some university	34%
Bachelor's degree	29%
Post-graduate work or higher	15%
EMPLOYMENT	
Permanent full-time	36%
Self-employed	6%
Full-time contract that is renewed	2%
Provide services on freelance basis	1%
Employed part-time	8%
Student	2%
Retired	34%
Unemployed	5%
Stay at home	3%
Other	2%

INCOME	
Less than \$50K	25%
\$50K to \$100K	36%
\$100K to \$150K	19%
Over \$150K	13%
Rather not say	9%
MINORITY GROUPS (% YES)	
Asian	13%
LGBTQ	6%
Black / African-Canadian	6%
Muslim	5%
First Nations / Métis / Inuit	4%
TIME IN CANADA	
I was born in Canada	74%
Living in Canada < 5 years	4%
Living in Canada 6-20 years	6%
Living in Canada 20+ years	14%
Prefer not to answer	1%

# Political Attitudes

## 2025 PROVINCIAL VOTE

PC Party of Ontario	32%
Ontario Liberal Party	29%
Ontario NDP	10%
Ontario Green Party	5%
Another party	5%
I can't remember	5%
I did not vote in that election	12%
Rather not say	1%

## PROVINCIAL VOTE INTENTION

PC Party of Ontario	30%
Ontario Liberal Party	27%
Ontario NDP	11%
Ontario Green Party	6%
Another party	4%
Rather not say	1%
Undecided right now	21%

## WOULD CONSIDER VOTING FOR

Ontario Liberal Party	57%
PC Party of Ontario	50%
Ontario NDP	40%
Ontario Green Party	36%

**Good decisions  
require good data.**

**Good data drives success.**

CONTACT:

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