

FACTUM

Majority of Ontarians (88%) are Concerned About the Current State of Housing Affordability in the GTA.

Almost half (48%) say they are at least somewhat likely to leave the GTA in the next 5 years due to affordability reasons

Toronto, ON, Feb 11, 2025 — A recent Ipsos' poll for the Toronto Region Real Estate Board identified housing affordability is a major concern across the greater GTA, with 88% of respondents expressing concern about the current state of housing affordability in the GTA overall. Concern is highest in Toronto and Peel at 89% compared to Simcoe at 80%. The affordability crisis is leading many to consider leaving the GTA, with 48% saying they are likely (18% very/30% somewhat) to move to another jurisdiction in the next 5 years due to affordability reasons. This sentiment is highest in Peel (56%) and Simcoe (51%), and lowest in York (38%). Younger groups aged 18-34 (72%) and 35-54 (51%) are most likely to consider leaving, potentially in search of greater housing affordability.

Confidence in the next generation's quality of life is low, with 75% lacking confidence that the next generation will have the same standard of living as the current generation. This pessimism increases for those aged 55 and above where 83% say they lack confidence for the next generation. Lack of confidence is highest in Simcoe (85%) and Durham (80%), and lowest in Peel (31%).

Ontarians believe that governments at all levels are not doing enough to address the lack of housing supply in the GTA. Municipal governments receive slightly higher marks, with 22% saying they are doing enough, followed by the Federal government at 20% and Provincial government at 18%. Conversely, majority don't believe the governments are doing enough, highest at the Provincial government (82%), followed by the Federal government (80%) and the Municipal government (78%). Overall, the survey results underscore housing affordability as an issue requiring urgent policy action. With widespread concern, a high likelihood of out-migration, and low confidence in the next generation's prospects, GTA residents are indicating that steps must be taken to address housing supply and affordability challenges across the GTA.

About the Study

These are some of the findings of an Ipsos poll conducted between October 17 – 30, 2024. For this survey, a sample of 1700 Ontarians aged 18 years and over was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.7 percentage points, 19 times out of 20, had all Ontario adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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