



## FACTUM

### Three in Five Brampton Residents Contemplate Departure Amid Housing Costs

#### *Brampton Residents Lead GTA in Housing Cost Exodus Projections*

**Toronto, ON, January 29, 2026** — Recent Ipsos polling for TRREB highlights a growing challenge in Brampton. Alarmingly, 60% of Brampton residents have expressed intentions to relocate within the next five years due to high housing costs—making them the most likely among Greater Toronto Area municipalities to consider leaving.

#### *Residents Want More Affordable Housing Solutions*

An astounding 95% of residents express concern about housing affordability in Brampton. Most residents (93%) agree the community needs to do everything they can to address this issue. With only 40% of residents approving of current governmental efforts, there's a clear mandate for structural changes to alleviate the financial pressures faced by residents.

#### *Under Pressure: Construction and Taxation Hurdles Exacerbate Challenges*

Brampton residents largely attribute affordability woes to government-imposed costs, with 70% perceiving taxes associated with new homes as unreasonable. In addition, 81% support reducing or capping municipal development charges to lower the cost of new housing.

#### *Some Residents Advocate for Expansion of 'Missing-Middle' Housing*

To effectively meet the demands for more diverse housing in Brampton, some residents are focused on expanding 'missing-middle' housing options within existing neighborhoods. Close to one third (31%) of Brampton residents believe there are too many high-rise towers and a shortfall in the development of accessible, family-sized housing options, like duplexes/triplexes (44%), semi-detached homes (41%), and row/town homes (39%), and single detached homes (37%). Consequently, failing to address housing needs could lead those planning to leave to follow through—and potentially encourage others to do the same.

#### **About the Study**

These are some of the findings of an Ipsos poll conducted between Oct 17<sup>th</sup> – 30<sup>th</sup>, 2025, on behalf of TRREB. For this survey, a sample of 2,000 GTA residents 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 GTA 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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