



FACTUM

Housing Affordability: Key Concern For 91% of Mississauga Residents

Almost Half (47%) Consider Leaving in Next Five Years

Toronto, ON, January 29, 2026 — Recent Ipsos polling for TRREB shows that housing affordability is a leading worry, with 91% of Mississauga residents expressing concern, and 47% considering relocation in the next five years. This underscores the critical challenges and the urgent need for effective strategies to support a robust housing market.

Family Homes Over Tall Towers

Nearly half of the residents (48%) believe the city is oversaturated with high-rise towers, while 43% express a pressing need for more family-friendly housing like duplexes and triplexes. The call for government intervention is loud, as only 34% feel current government efforts address housing affordability. A staggering 80% agree that municipalities are not doing enough to make housing more affordable.

Affordability Exodus: Youth Eye Their Exit

Mississauga faces a looming exodus, with 47% of residents considering leaving the GTA within five years due to surging housing costs. This sentiment is acutely felt among the younger crowd in the Greater Toronto Area, with 66% of those aged 18–34 planning potential relocations. These numbers highlight a critical need for innovative housing solutions to preserve the community's vitality and keep its youth anchored.

About the Study

These are some of the findings of an Ipsos poll conducted between Oct 17th – 30th, 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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