



FACTUM

94% of Simcoe Residents Worried Next Generation Will Be Priced Out

Almost Eight in Ten (78%) Worried Municipalities Aren't Doing Enough

Toronto, ON, January 29, 2026 — Recent Ipsos polling for TRREB shows reveals concern among Simcoe Region residents about the future of housing affordability. Most (94%) say they are worried the next generation will be unable to afford a home, while 78% believe municipalities are not doing enough to make housing more affordable.

Residents Say Governments Are Falling Short on Affordability

Simcoe residents disagree that governments are doing a good job addressing housing challenges, with only 17% offering a positive assessment. Some residents also believe the region is building the wrong mix of homes, with clear preferences emerging for more family-sized options such as townhomes (38%) and multiplex units (35%). Compounding these concerns, 82% of respondents say government taxes, fees, and levies tied to housing are unreasonable.

Strong Support for Faster Approvals and Pro-Housing Actions

Simcoe residents agree on the need for decisive action. Eighty-six percent say, “we need to do everything we can to make housing more affordable,” and 92% support requiring municipalities to meet firm timelines for development approvals, including penalties when deadlines are missed. The findings point to a region unified in its call for urgent policy improvements, faster approval processes, and a housing mix that better aligns with local needs.

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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