



## 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 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  $\pm 2.7$  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.

**For more information on this news release, please contact:**

Sean Simpson  
Senior Vice President, Canada, Public Affairs  
[sean.simpson@ipsos.com](mailto:sean.simpson@ipsos.com)





## FACTUM

Raymond Vuong  
Senior Account Manager, Canada, Public Affairs  
[raymond.vuong@ipsos.com](mailto:raymond.vuong@ipsos.com)

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

