



## PRESS RELEASE

### Only 45% of Canadians Living in Their Ideal Home

*54% own home, 63% seek more space despite cost issues*

**Toronto, ON, March 26, 2026** — New Ipsos research conducted for Century21 Reveals that only 45% of Canadians say they're living in their ideal home. Six in ten (63%) Canadians want more space while 12% want less space, leaving 24% to say the size of their home is ideal. The primary barrier – especially for young people – is price.

To read more about Canadians home-buying intentions, including what would make their home more ideal, please download the full report.

### About the Study

These are some of the findings of an Ipsos poll conducted between February 6th to 10th, 2026, on behalf of Century 21. For this survey, a sample of 2,300 Canadians 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  $\pm 2.5$  percentage points, 19 times out of 20, had all Canadian 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:**

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### 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.





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“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).

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**GAME CHANGERS**

