FACTUM

Homeownership Dreams Endure Despite Affordability Challenges

Four in Five Say Homeownership Is Important, While Nearly Three-Quarters Are Willing to Make Compromises to Achieve It

Toronto, Canada, November 3, 2026 — Despite ongoing housing affordability challenges, homeownership remains an important aspiration for Canadians, according to a new survey conducted by Ipsos on behalf of CENTURY 21 Canada. Nearly four in five (79%) Canadians say owning a home is important to them, including 46% who say it is very important and 33% who say it is somewhat important. In addition, 73% agree they are willing to make some compromises in order to realize their dream of homeownership, including 23% who strongly agree and 50% who somewhat agree.

Homeownership Remains a Strong Aspiration

Homeownership continues to represent an important goal for Canadians. Among renters, 70% say they dream of owning a home someday, while 59% say they will delay purchasing a home in order to save longer but remain confident they will get there. Among Canadians who say homeownership is important, 27% identify having a place they can call their own as their most important reason for wanting to own a home. Financial security ranks second at 16%, followed by protection from rent increases at 10%.

Buyer Interest Is Improving, Especially Among Younger Canadians

The proportion of Canadians who say they are likely to purchase a home in the next year has increased to 23%, up from 19% in Spring 2026. Interest is particularly strong among younger Canadians, with nearly one-third of those aged 18-34 (32%) saying they are likely to buy a home within the next year.

Among Canadians who are likely to purchase a home in the next year, 55% say this would be their first home purchase. These prospective buyers expect to invest $21,006 less in a first home than they did in the spring survey.

Canadians Are Adapting Their Expectations in Response to Market Realities

Only 40% of Canadians say they are currently living in or very close to their ideal housing situation, down five percentage points from the spring survey. Among those not living in their ideal home, affordability remains the leading barrier, cited by 57%.

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Many Canadians are adjusting their expectations in response to housing market realities. Among Canadians not living in their ideal home, 29% say they have modified what they are looking for and are willing to make compromises. Among current non-homeowners, 30% say they would consider purchasing a smaller starter home, while 22% would consider a smaller home in a walkable or transit-friendly area and 21% would consider a fixer-upper.

Falling Prices Are Helping Renew Optimism

Among Canadians likely to purchase a home within the next year, 44% say that recent price declines have made them more optimistic that homeownership is possible for them. At the same time, 41% say they are waiting to see whether prices fall further, while 14% say that even with price reductions, they still fear that what they want is not attainable.

While affordability challenges continue to shape housing decisions, many Canadians remain committed to homeownership and are adapting their expectations, timelines, and housing preferences in pursuit of that goal.

About the Study

These are the findings of an Ipsos survey conducted on behalf of CENTURY 21 Canada that was fielded between October 2 and 12, 2026. A total of n=2295 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 2.5 per cent 19 times out of 20, of what the results would have been had all Canadian adults 18+ been surveyed.

For more information on this Factum, please contact:

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