

Leger

REPORT

The Housing Crisis in Canada

Survey of Canadians



THE
CANADIAN
PRESS

DATE 2023-08-22



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,537).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

August 18th to August 20th, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights (1 of 2)

The housing crisis in Canada has been a pressing issue across the country, especially given inflation and interest rate hikes. From August 18 to 20, 2023, we surveyed Canadians about their perceptions of increasing rental costs, worries about paying their rent/mortgage, and agreement with potential government actions to improve the rental situation in Canada.

Some of the key highlights of our survey about the housing crisis in Canada include...

Concerns about housing affordability and rent/mortgage payments are high

- In the past couple of months, 55% of Canadians who have a mortgage or rent their primary residence have worried about being able to pay their mortgage or rent. This proportion is even higher among those between the ages of 18 and 34 (66%), Albertans (67%) and British Columbians (68%).
- 95% of Canadians think increasing rental costs and the lack of affordable rental homes in Canada is a serious problem (66% very serious, 28% somewhat serious).



Key highlights (2 of 2)

- 15% of Canadians who own their primary residence have rental space that they are not currently renting, and the same proportion could turn part of their space into something rentable but have not.
- 40% of Canadians blame the federal government for the housing crisis, while 32% blame their provincial government, and 6% their municipal government. Homeowners are more likely to blame the federal government (43% vs 35% among renters), while renters are more likely to blame their provincial government (37%).

Potential government actions to improve the rental situation

- The majority of Canadians support all mentioned initiatives that government could implement to help address the rental situation. The strongest support among the six ideas tested is for providing incentives for developers (79% support), government-supplied affordable housing (79%), and tighter rent control (77%) while disincentives for short-term rentals (56%) were least supported. Renters are significantly more likely than owners to support the various initiatives.



REPORT

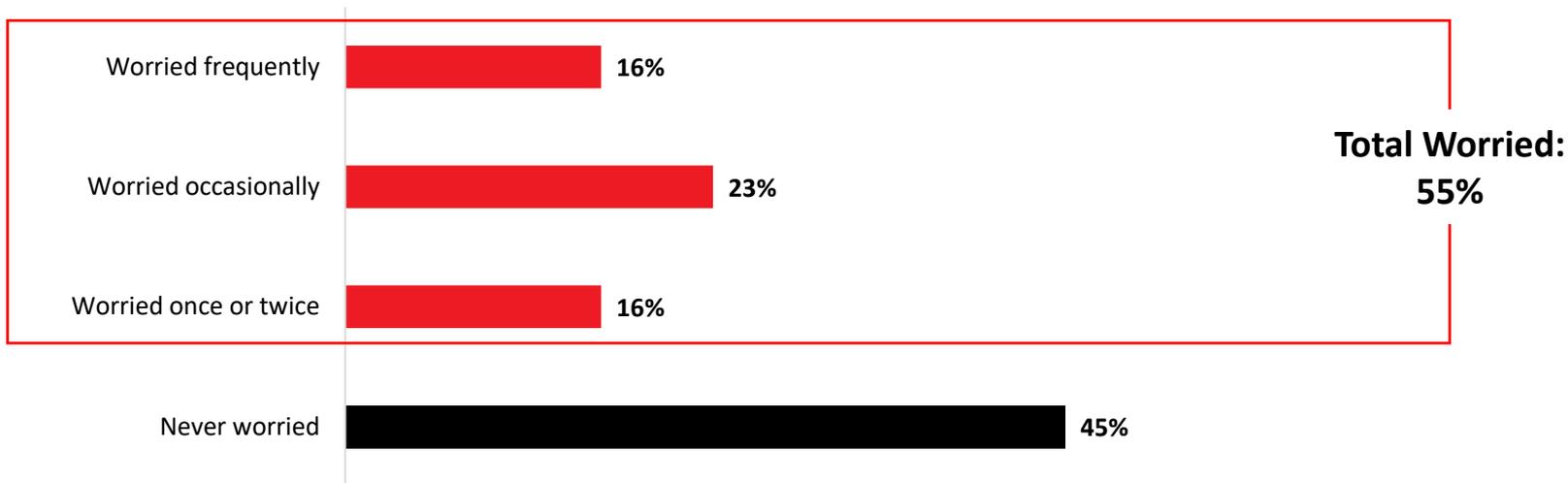
Detailed Results



Worries about being able to pay for rent or mortgage (1/2)

Q1. In the past couple of months, how often have you worried about being able to pay your mortgage or rent?

Base: Respondents who have a mortgage or rent their primary residence (n=987)



NEW QUESTION

Worries about being able to pay for rent or mortgage (2/2)

Q1. In the past couple of months, how often have you worried about being able to pay your mortgage or rent?

Base: Respondents who have a mortgage or rent their primary residence

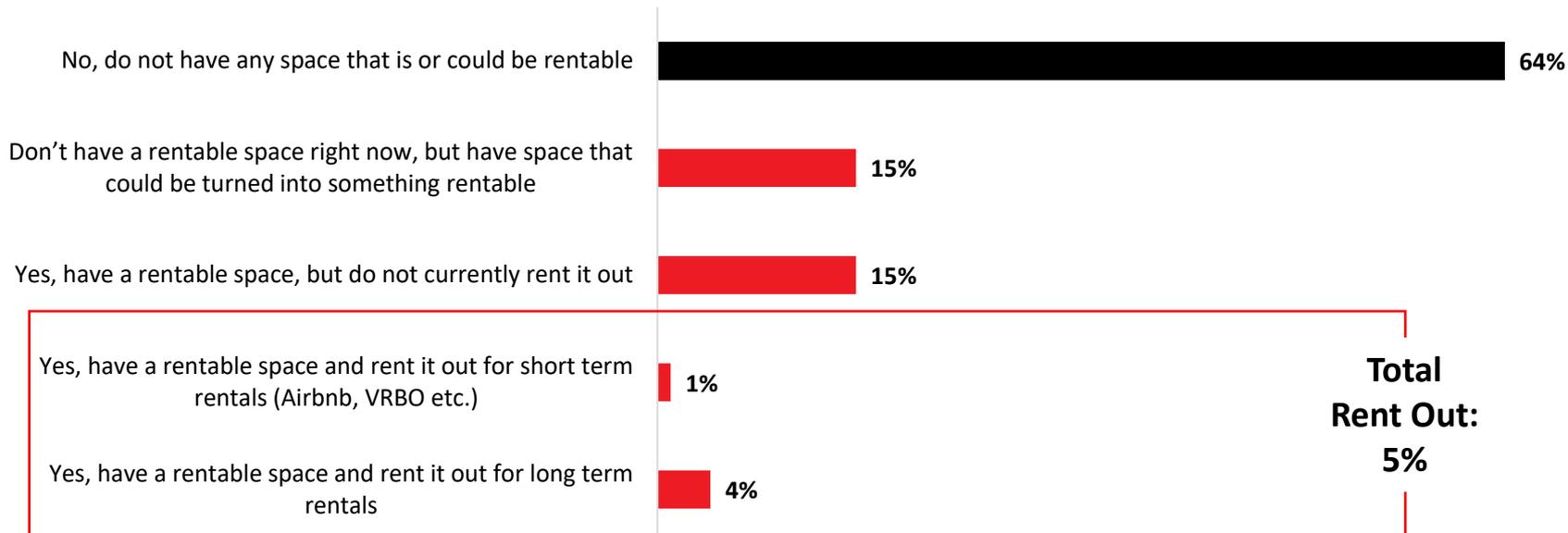
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,015	69	238	390	64	115	139	312	397	306	474	365	157
Unweighted n=	987	68	276	388	80	78	97	249	424	314	468	359	146
TOTAL WORRIED	55%	57%	34%	59%	53%	67%	68%	66%	60%	36%	61%	54%	36%
Worried frequently	16%	23%	8%	16%	17%	24%	20%	15%	21%	11%	20%	13%	12%
Worried occasionally	23%	19%	14%	24%	32%	23%	31%	29%	23%	16%	23%	25%	14%
Worried once or twice	16%	14%	11%	19%	5%	20%	16%	22%	16%	9%	18%	16%	10%
Never worried	45%	43%	66%	41%	47%	33%	32%	34%	40%	64%	39%	46%	64%

NEW QUESTION

Space in home to rent out (1/2)

Q2. Do you have a space in your home that you can or do rent out?

Base: Respondents who own their home (n=1,019)



NEW QUESTION

Space in home to rent out (2/2)

Q2. Do you have a space in your home that you can or do rent out?

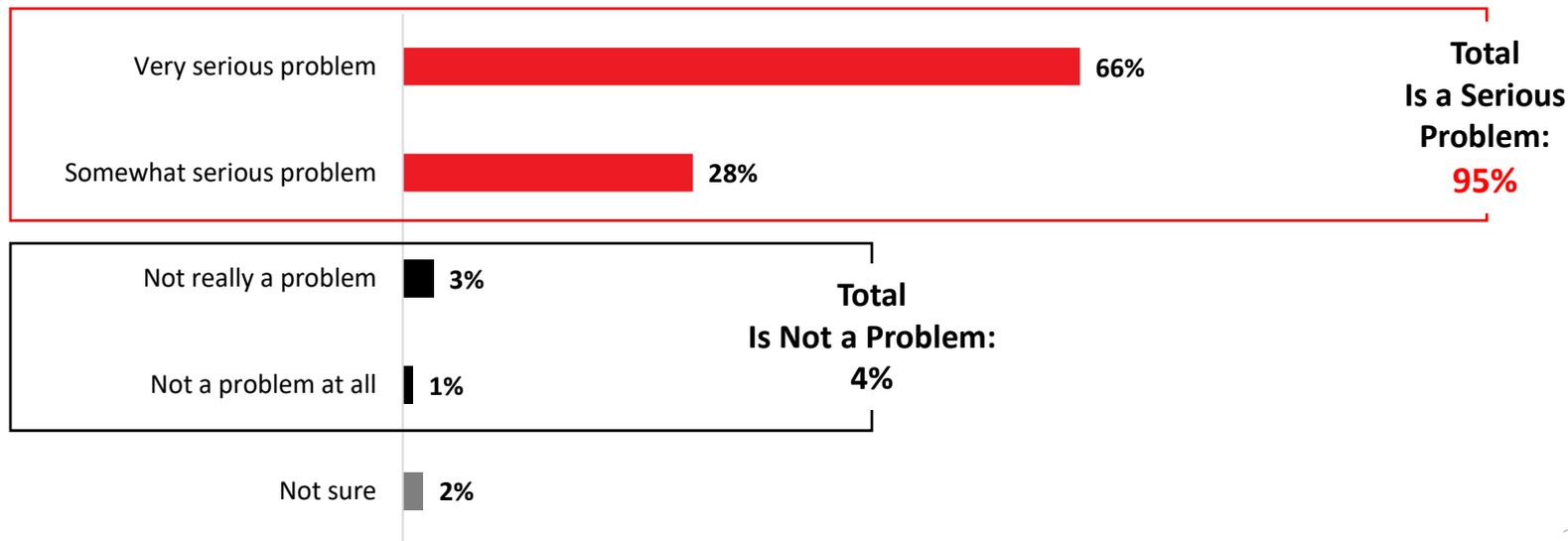
Base: Respondents who own their home

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Urban	Sub-urban	Rural
Weighted n=	978	68	216	354	68	122	150	365	418	188
Unweighted n=	1,019	63	262	389	95	94	116	390	437	185
Total Rent Out	5%	3%	4%	2%	2%	10%	9%	4%	6%	4%
Short term rent out	1%	3%	0%	1%	0%	2%	1%	1%	2%	0%
Long term rent out	4%	1%	4%	1%	1%	10%	8%	3%	5%	4%
Have rentable space but don't rent out	15%	13%	8%	17%	13%	25%	14%	20%	13%	11%
Could turn space into something rentable	15%	21%	8%	17%	20%	7%	24%	16%	16%	11%
Do not have rentable space	64%	63%	79%	63%	65%	58%	53%	60%	64%	74%

Problem of increasing rental housing costs (1/2)

Q3. Overall, how much of a problem do you believe the increasing cost of rents and lack of affordable rental homes is in Canada?

Base: All respondents (n=1,537)



NEW QUESTION

Problem of increasing rental housing costs (2/2)

Q3. Overall, how much of a problem do you believe the increasing cost of rents and lack of affordable rental homes is in Canada?

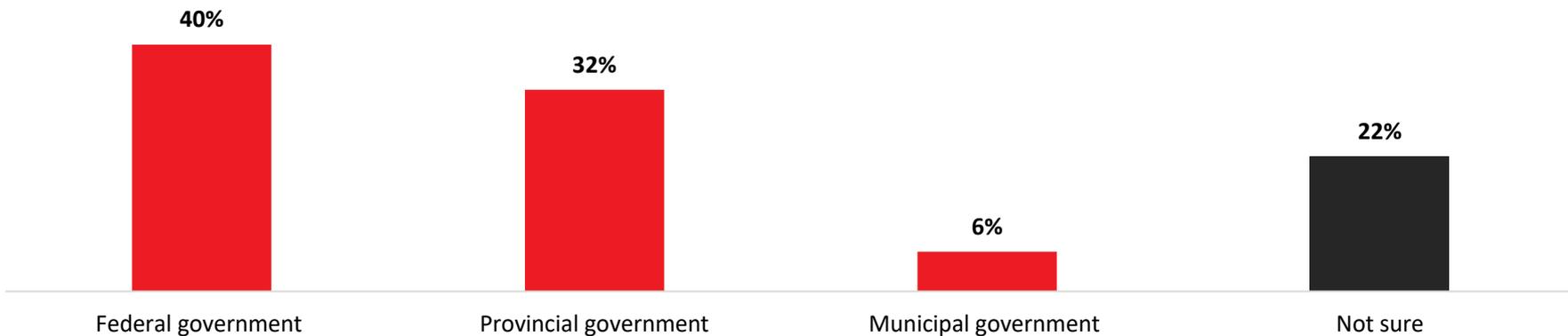
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1,537	104	357	598	98	170	210
Unweighted n=	1,537	100	416	606	131	129	155
TOTAL IS A PROBLEM	95%	98%	95%	96%	95%	89%	93%
Very serious problem	66%	80%	59%	72%	63%	61%	61%
Somewhat serious problem	28%	19%	36%	24%	32%	27%	32%
TOTAL IS NOT A PROBLEM	4%	1%	4%	2%	1%	9%	6%
Not really a problem	3%	1%	3%	2%	0%	9%	4%
Not a problem at all	1%	0%	1%	0%	0%	0%	2%
Not sure	2%	0%	1%	2%	4%	2%	1%

Level of government to blame for the crisis (1/2)

Q4. To which level of government do you assign the most blame when it comes to the housing crisis?

Base: All respondents (n=1,537)



NEW QUESTION

Level of government to blame for the crisis (2/2)

Q4. To which level of government do you assign the most blame when it comes to the housing crisis?

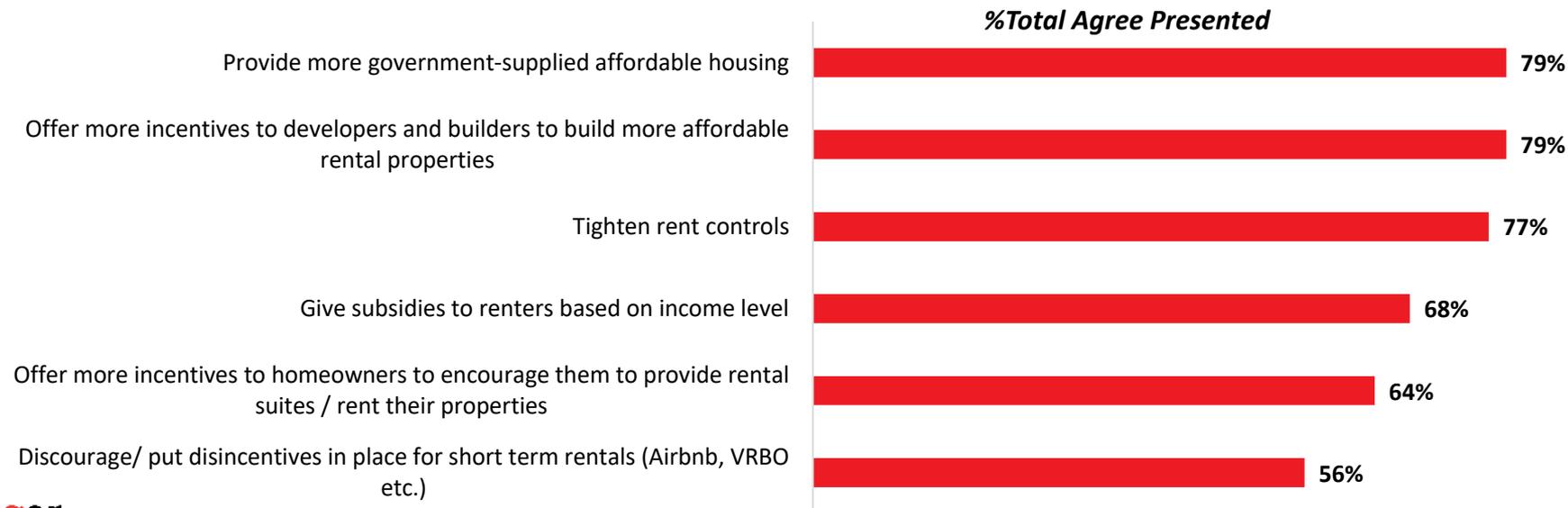
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Living Situation	
								Owner	Renter
Weighted n=	1,537	104	357	598	98	170	210	978	485
Unweighted n=	1,537	100	416	606	131	129	155	1,019	455
Federal government	40%	47%	26%	39%	57%	62%	36%	43%	35%
Provincial government	32%	24%	41%	36%	24%	19%	27%	31%	37%
Municipal government	6%	7%	11%	3%	4%	2%	10%	6%	6%
Not sure	22%	22%	22%	22%	14%	17%	27%	21%	22%

Agreement with government actions (1/2)

Q6. Following are some ways that the government could improve the rental situation. How much do you agree or disagree that government should do each of the following?

Base: All respondents (n=1,537)



NEW QUESTION

Agreement with government actions (2/2)

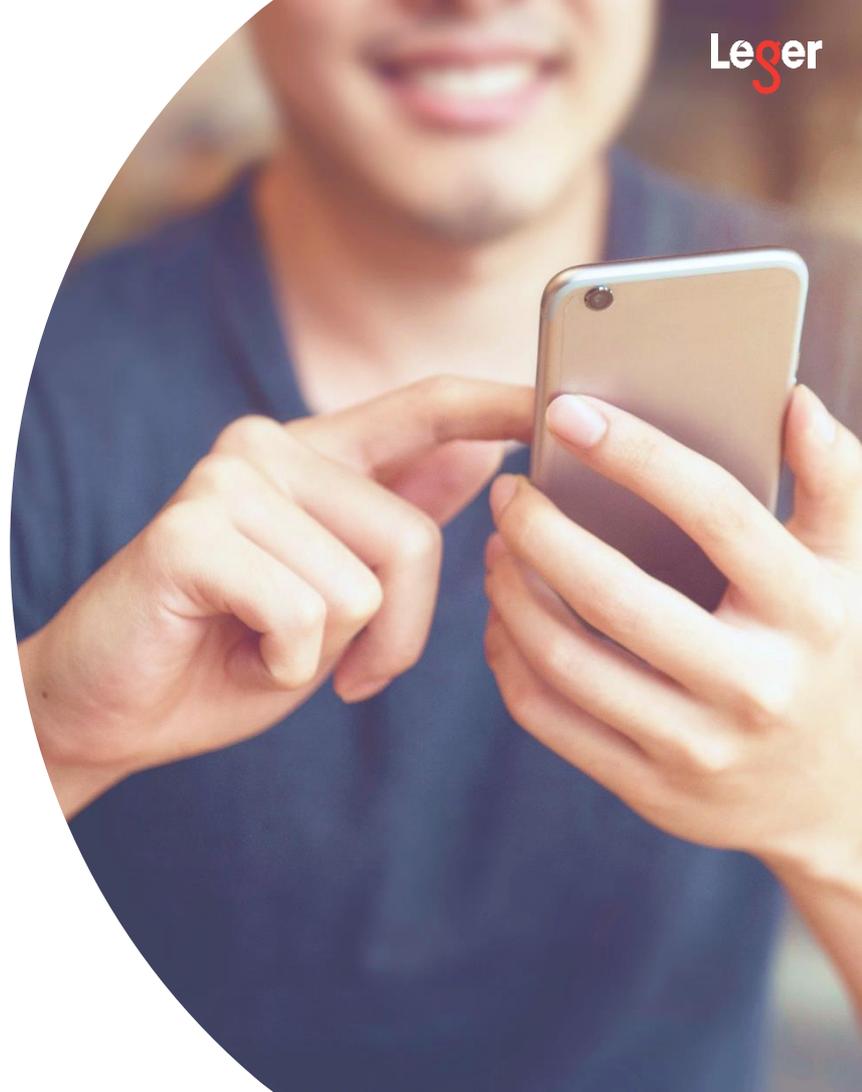
Q6. Following are some ways that the government could improve the rental situation. How much do you agree or disagree that government should do each of the following?

Base: All respondents

%Total Agree Presented	Total Canada	Living Situation									Living Situation	
		ATL	QC	ON	MB/SK	AB	BC	Urban	Sub-urban	Rural	Owner	Renter
Weighted n=	1,537	104	357	598	98	170	210	651	589	274	978	485
Unweighted n=	1,537	100	416	606	131	129	155	666	591	262	1,019	455
Provide more government-supplied affordable housing	79%	81%	84%	80%	75%	66%	79%	82%	78%	74%	76%	86%
Offer more incentives to developers and builders to build more affordable rental properties	79%	81%	82%	82%	76%	72%	74%	81%	77%	79%	77%	85%
Tighten rent controls	77%	88%	78%	81%	77%	64%	68%	79%	76%	74%	73%	86%
Give subsidies to renters based on income level	68%	68%	68%	71%	66%	60%	69%	72%	65%	67%	61%	83%
Offer more incentives to homeowners to encourage them to provide rental suites / rent their properties	64%	71%	67%	63%	55%	56%	67%	66%	61%	64%	62%	68%
Discourage/ put disincentives in place for short term rentals (Airbnb, VRBO etc.)	56%	62%	65%	54%	52%	38%	61%	61%	54%	53%	54%	61%

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,537	1,537
British Columbia	155	210
Alberta	129	170
Manitoba/Saskatchewan	131	98
Ontario	606	598
Quebec	416	357
Atlantic	100	104

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,537	1,537
Male	790	749
Female	747	788
Age	1,537	1,537
18 to 34	322	406
35 to 54	542	495
55+	673	635
Language (Mother tongue)	1,537	1,537
English	970	1,040
French	363	305
Other	204	192

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