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Report

British Columbians' Views of Renting

Conducted in collaboration with:



DATE August 2023 **PROJECT NUMBER** 25000-112



METHODOLOGY



Web survey using computer-assisted Web interviewing (CAWI) technology.



Fieldwork August 4-7, 2023.



1,000 British Columbia residents, 18 years of age or older, randomly recruited from LEO's online panel.



Using data from the 2021 Census, results were weighted by region in BC, gender, and age, as well as by education and presence of children in the household in order to ensure a representative sample of the population.



The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.



In this report, data in red characters indicate a significantly lower proportion than that of other subgroups; data in green characters indicate a significantly higher proportion.



A margin of error should not be associated with a non-probability sample. However, for comparison purposes, a probability sample of 1,000 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20.



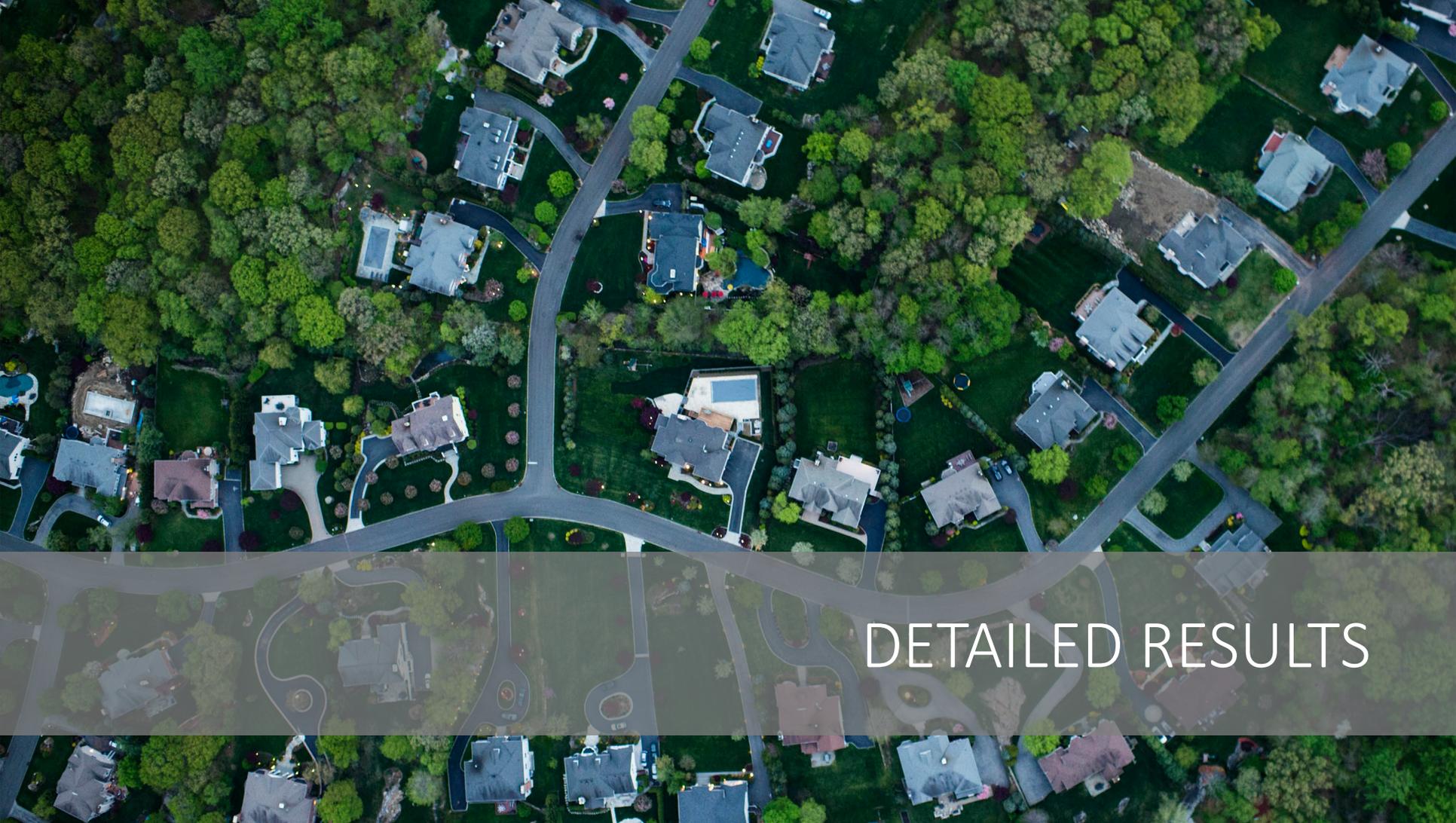
The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.



For additional information regarding this poll please contact Steve Mossop with Leger at smossop@leger360.com.

KEY FINDINGS

- Concerns about rental affordability in BC are extremely high, with 94% of adult British Columbians considering it a very or somewhat serious problem (71% very serious).
- Housing affordability concerns, however, are not confined to renters as mortgage holders worry just as often (62% ever worried in past few months) about their ability pay their mortgage as renters do their rent (58%).
- Only a small minority of homeowners in BC currently rent out part of their home (8%), with most of these offering long-term (7%) rather than short-term (1%) rentals. There are many who could provide rental accommodations but do not, as 20% have a space now that they could rent out but don't, and another 15% have a space that could be made rentable.
- There is majority support for all possible initiatives that government could bring forward to help address the rental situation in BC. The strongest support among the six ideas tested is for providing incentives for developers (82% support) and government supplied affordable housing (80%) while disincentives against short-term rentals (62%) were least often supported.

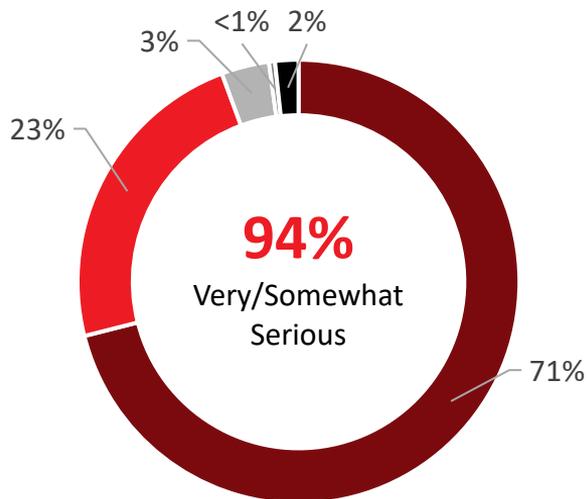


DETAILED RESULTS

PERCEPTION OF INCREASING COSTS OF RENTS/LACK OF AFFORDABLE RENTAL HOUSING IN BC

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

Base: All respondents (n=1,002)



BY SUBGROUP

Subgroup	Very serious problem	Somewhat serious problem	Total Serious
Own (n=642)	65%	29%	94%
Rent (n=313)	81%	14%	95%
Metro Vancouver (n=501)	71%	23%	94%
Vancouver Island (n=195)	71%	23%	93%
Rest of BC (n=306)	72%	23%	95%
Urban (n=479)	69%	24%	93%
Suburban (n=369)	71%	24%	95%
Rural (n=144)	79%	19%	98%
18-34 (n=197)	69%	25%	94%
35-54 (n=329)	74%	21%	95%
55+ (n=476)	70%	24%	94%
Men (n=464)	65%	28%	93%
Women (n=538)	77%	19%	96%

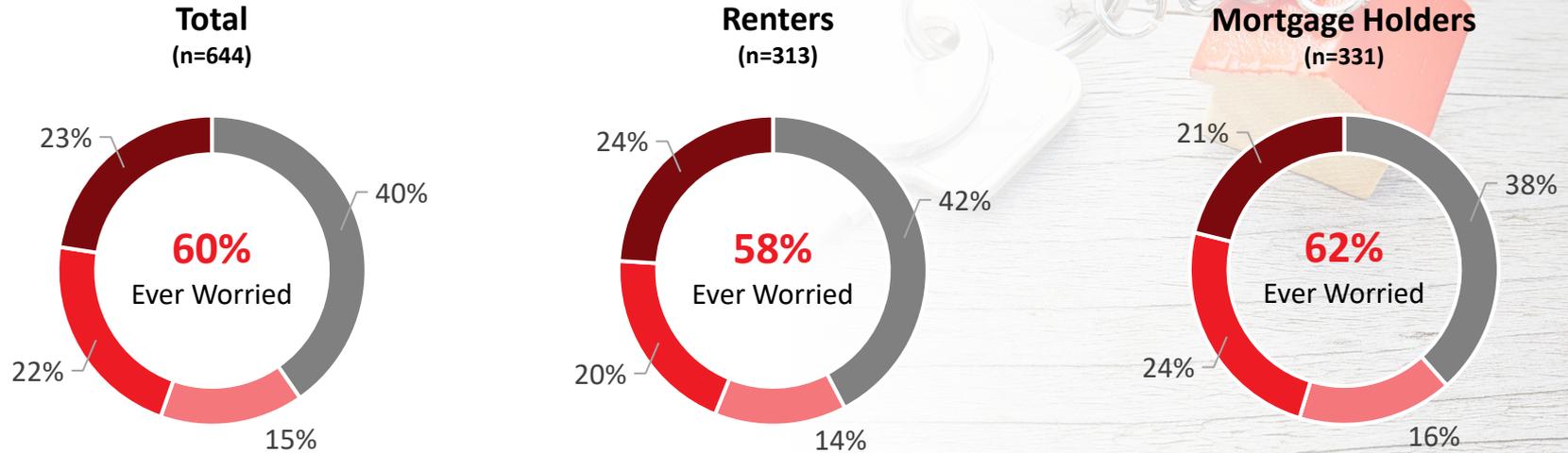
Data in green indicates a significantly higher proportion than data in red in the same segment.

■ Very serious problem
 ■ Somewhat serious problem
 ■ Not really a problem
 ■ Not a problem at all
 ■ Not sure

WORRIES ABOUT PAYING RENT/ MORTGAGE

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

Base: *Those who pay rent or have a mortgage (n=644)*



■ Worried frequently
 ■ Worried occasionally
 ■ Worried once or twice
 ■ Never worried

WORRIES ABOUT PAYING RENT/ MORTGAGE x SUBGROUP

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

Base: *Those who pay rent or have a mortgage (n=644)*

	TOTAL	Region			Area			Age			Gender	
		Metro Vancouver	Vancouver Island	Rest of BC	Urban	Suburban	Rural	18-34	35-54	55+	Men	Women
Weighted n=	671	367	120	184	318	272	73*	199	257	216	318	353
Unweighted n=	644	342	123	179	327	238	72*	151	263	230	278	366
Ever worried	60%	64%	49%	57%	59%	61%	58%	71%	65%	43%	56%	63%
Frequently	23%	23%	24%	20%	22%	21%	30%	31%	26%	11%	18%	27%
Occasionally	22%	23%	18%	23%	22%	23%	16%	18%	24%	23%	23%	21%
Once or twice	15%	18%	7%	15%	15%	17%	11%	22%	15%	8%	15%	15%
Never worried	40%	36%	51%	43%	41%	39%	42%	29%	35%	57%	44%	37%

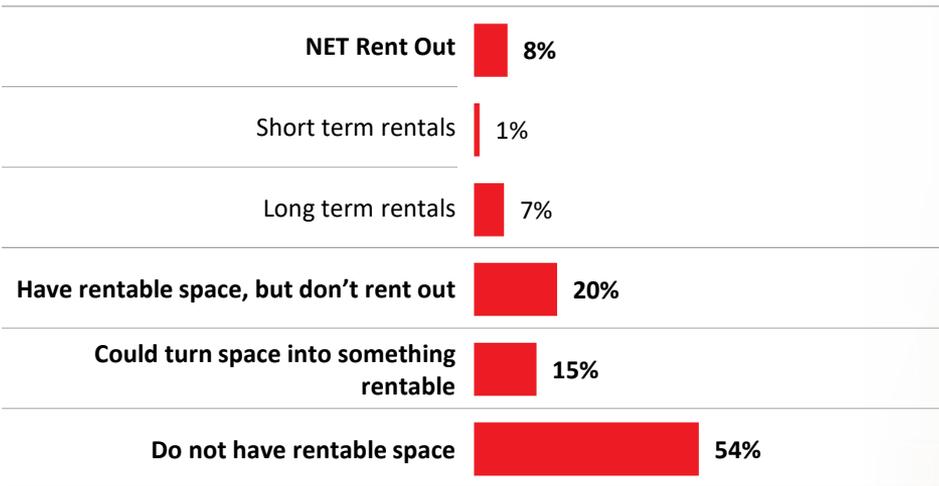
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*Low sample size (below n=100), interpret results with caution.

CURRENT RENTALS AMONG OWNERS

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

Base: Own primary residence (n=642)



CURRENT RENTALS AMONG OWNERS x SUBGROUP

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

Base: Own primary residence (n=642)

	TOTAL	Region			Area			Age			Gender	
		Metro Vancouver	Vancouver Island	Rest of BC	Urban	Suburban	Rural	18-34	35-54	55+	Men	Women
Weighted n=	611	301	112	199	255	253	102	109	200	302	311	301
Unweighted n=	642	284	128	230	267	249	123	75*	207	360	313	329
NET Rent Out	8%	9%	8%	6%	8%	7%	11%	9%	10%	6%	6%	10%
Short term rentals	1%	2%	<1%	<1%	3%	<1%	1%	5%	<1%	1%	1%	2%
Long term rentals	7%	8%	7%	6%	7%	7%	10%	6%	10%	6%	6%	9%
Have rentable space but don't rent out	20%	18%	20%	23%	21%	17%	26%	27%	22%	17%	23%	17%
Could turn space into something rentable	15%	15%	12%	17%	14%	19%	9%	22%	16%	12%	17%	13%
Do not have rentable space	54%	54%	58%	53%	54%	55%	53%	41%	50%	62%	52%	57%

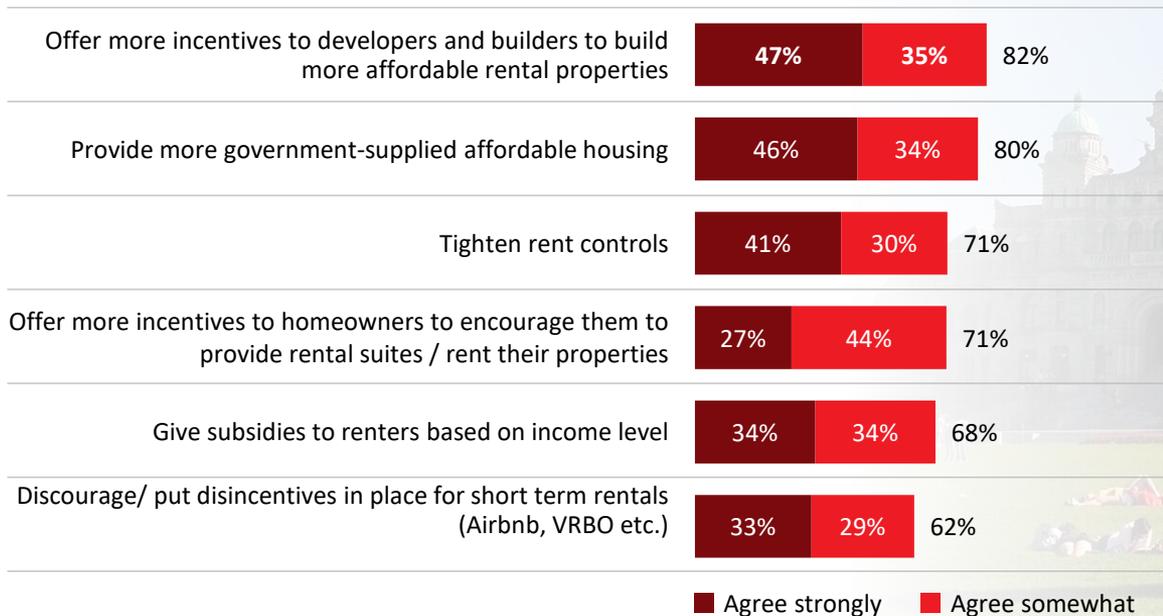
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AGREEMENT WITH POTENTIAL GOVERNMENT ACTIONS TO IMPROVE RENTAL SITUATION IN BC

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

Base: All respondents (n=1,002)



AGREEMENT WITH POTENTIAL GOVERNMENT ACTIONS TO IMPROVE RENTAL SITUATION IN BC x SUBGROUP

TOTAL AGREE (STRONGLY + SOMEWHAT)

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

Base: All respondents (n=1,002)

	TOTAL	Home Ownership		Region			Area			Age			Gender	
		Own	Rent	Metro Vancouver	Vancouver Island	Rest of BC	Urban	Suburban	Rural	18-34	35-54	55+	Men	Women
Weighted n=	1,002	611	333	541	175	286	465	398	126	258	320	424	483	519
Unweighted n=	1,002	642	313	501	195	306	479	369	144	197	329	476	464	538
Offer more incentives to developers and builders to build more affordable rental properties	82%	84%	80%	82%	81%	84%	84%	80%	82%	75%	81%	88%	78%	86%
Provide more government-supplied affordable housing	80%	75%	89%	82%	76%	78%	81%	80%	76%	79%	79%	81%	74%	85%
Tighten rent controls	71%	66%	83%	72%	70%	71%	75%	68%	69%	64%	68%	78%	67%	75%
Offer more incentives to homeowners to encourage them to provide rental suites / rent their properties	71%	73%	67%	70%	72%	72%	72%	70%	72%	67%	72%	72%	71%	71%
Give subsidies to renters based on income level	68%	60%	82%	68%	64%	70%	69%	67%	65%	75%	65%	65%	68%	68%
Discourage/ put disincentives in place for short term rentals (Airbnb, VRBO etc.)	62%	60%	68%	62%	64%	60%	66%	58%	58%	62%	60%	64%	62%	62%

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