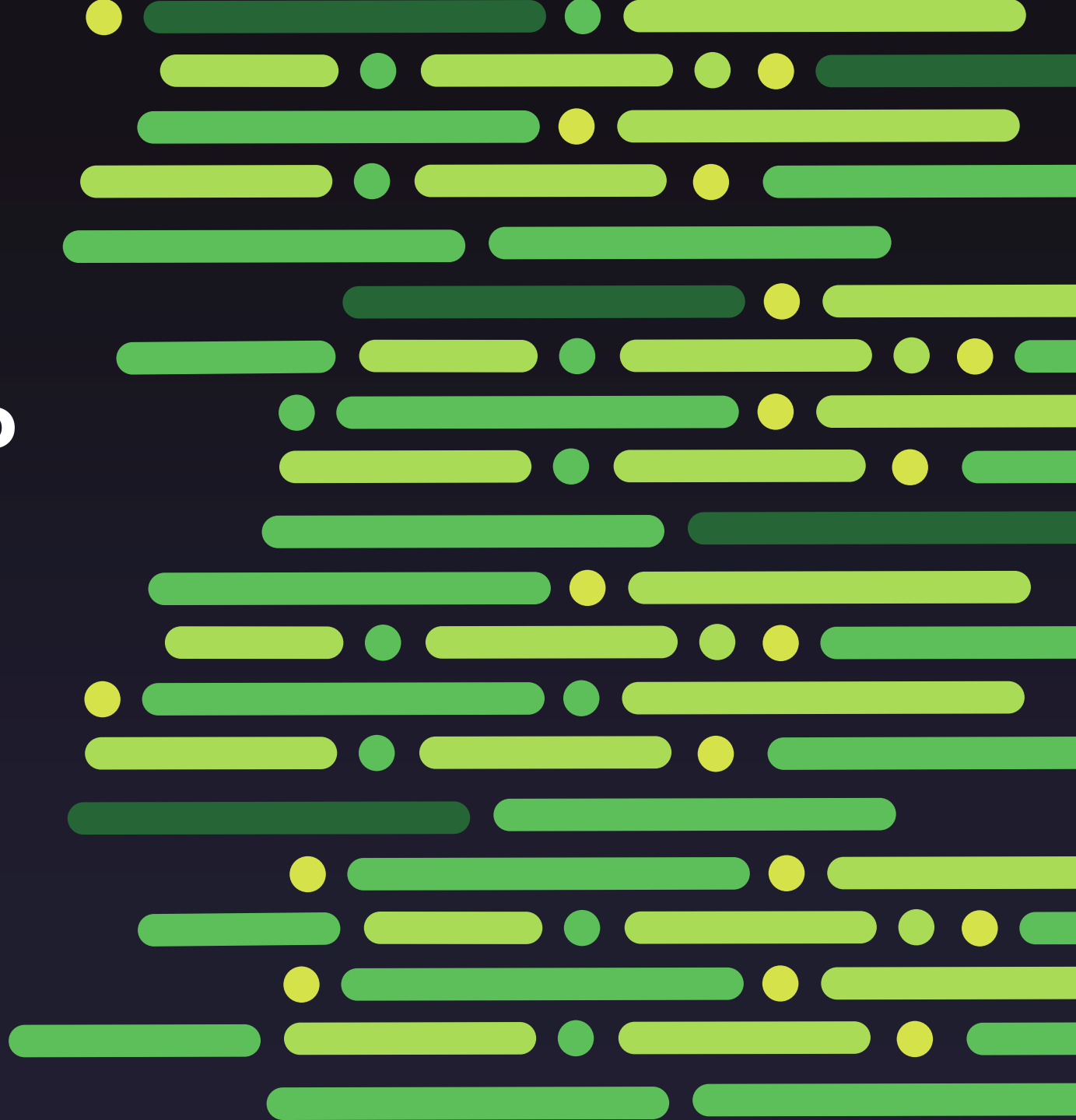


From Affordability to Action: Housing and the 2026 Ontario Municipal Elections

OREA

August 2026



Methodology

- Sample size: 4,050 Ontarians ages 18+
- Survey field dates: July 29 to August 17, 2026
- Margin of error: (+/-) ~1.54%, 19 times out of 20.
- The data was weighted by age, gender, education, and region.
- Totals may not add up to 100 due to rounding.





The Upshot





Key Insights



KEY INSIGHTS

1

Housing affordability is a key concern in Ontario and a defining municipal election issue. The rising cost of living dominates Ontarians' municipal priorities, with housing affordability second and the leading housing-related concern. 71% agree candidates should make affordability a top campaign issue and 51% say it would be a deciding or top issue in their vote. Its electoral importance is even greater among younger Ontarians, renters and aspiring homeowners, making housing an issue candidates will increasingly need to address with concrete solutions.

2

There is a strong desire for homeownership, but many non-homeowners question whether it is attainable. Seven in ten (70%) non-homeowners want to own someday, including more than eight in ten under 45. Yet 35% don't think they will ever be able to buy and 53% are pessimistic about buying in their municipality, including 24% who have given up. The challenge is not declining interest in homeownership, but a growing belief that it is becoming unattainable – strengthening the case for policies that restore a credible pathway into the market.

3

Ontarians want more housing and are open to changing how their communities grow. A majority (57%) believe their municipality needs more housing, rising to 67% among aspiring homeowners and 65% among renters. At the same time, 70% support more missing-middle housing in existing neighbourhoods, with majority support across regions and among homeowners and renters alike. There is meaningful public permission for municipalities to expand housing choice, giving OREA members a strong basis to ask candidates how they will enable more homes to be built locally.

4

OREA has an opportunity to show how issues like housing supply, development charges and fees, municipal approvals for new housing, and building permits can impact housing affordability. About three in five (or more) Ontarians place a high priority on housing supply, development charges and fees, approvals and building permits, yet only 3% to 10% spontaneously identify these individual areas among the top issues municipalities should address. Ontarians understand the housing challenge primarily through outcomes – prices and affordable housing – rather than the processes behind them. OREA can help connect the dots between faster approvals, lower costs and greater supply and the affordability outcomes voters care about.

KEY INSIGHTS

5

Municipal performance on housing affordability is falling well short of expectations. Nearly two thirds (65%) say housing affordability should be a high or top municipal priority, but only 25% believe their municipality treats it that way. Just 23% say municipalities are doing enough, 40% are dissatisfied with their council's performance, and 59% lack confidence meaningful progress will be made over the next four years. Candidates will therefore need to move beyond acknowledging the problem toward specific, measurable commitments – providing OREA members an opportunity to press them on how they will deliver results.

6

Municipal costs and accountability are increasingly part of the affordability conversation. Three in five (60%) believe government-imposed fees contribute substantially to new-home prices, while 56% say property taxes should not increase while municipalities hold development-charge surpluses. At the same time, 75% support greater transparency around how development charges and other housing-related fees are collected and spent. These issues also have electoral appeal, showing that municipal housing costs and accountability can be framed not simply as industry concerns, but as affordability and value-for-money issues for voters.

7

Owners and renters share affordability concerns, but respond to different solutions. Renters are more concerned about housing affordability and the need for more supply, while owners feel the burden of property taxes more strongly. Owners respond more to lower property taxes, DC transparency and using surpluses to reduce taxes, while renters and aspiring homeowners are more receptive to greater housing variety and faster approvals. Among aspiring homeowners, 66% respond positively to greater housing variety, 60% to reducing red tape and 61% to faster approvals, giving OREA an opportunity to tailor different parts of the affordability solution to different audiences.

8

Voters want change, but the municipal election remains wide open. More than two thirds (68%) believe their municipality needs some form of change. Only 17% are inclined to re-elect their mayor versus 31% leaning toward someone else, while councillors face a similar imbalance (15% vs. 23%). But voters have not settled on the alternative: 45% remain undecided or say their mayoral choice depends on who runs, rising to 51% for councillor races. This creates an important window for OREA members to engage candidates and elevate concrete housing solutions while both the campaign agenda and voter preferences are still taking shape.



Strategic Narrative



STRATEGIC NARRATIVE

HOUSING AFFORDABILITY CREATES AN OPPORTUNITY FOR ACTION

Ontario's municipal election is taking shape in an environment defined by affordability pressure, dissatisfaction with the status quo, and a desire for more tangible action on housing. Housing affordability is already positioned to influence how Ontarians vote: 71% want candidates to make it a top campaign issue and 51% say it could be a deciding or top issue in their vote. At the same time, 68% believe their municipality needs some form of change, creating an environment where voters are looking for candidates who can demonstrate how they will make things better.

Importantly, voters are giving municipalities permission to act. A majority say their community needs more housing (57%), while 70% support missing-middle housing, 57% support faster approvals and 57% support reducing development-related fees. And 60% believe government-imposed fees contribute substantially to new-home prices, reinforcing the connection between municipal decisions, the cost of building and the affordability of the homes that ultimately reach the market.

For OREA, this creates a clear advocacy opportunity heading into October: turn voter priorities into candidate commitments. Ontarians are more likely to support candidates who promise to keep property-tax increases low (71%), increase transparency around development charges (66%), use unspent DC surpluses to reduce taxes (63%), allow greater housing variety (53%), reduce red tape (53%) and speed up approvals (50%). These are not simply realtor or industry priorities – they are positions with demonstrated voter appeal.

The message OREA members can take into their communities is therefore straightforward: build more homes and more types of homes, make it easier and less expensive to build them, keep municipal costs under control, and demand greater transparency and accountability for the taxes and housing-related fees municipalities collect. In an unsettled election environment where affordability is shaping the vote, OREA members have an opportunity to use the public's own priorities to push candidates toward specific, measurable commitments that can improve housing affordability and attainability.



Detailed Results





Priorities for Municipal Government



KEY FINDINGS

PRIORITIES FOR MUNICIPAL GOVERNMENT

Rising cost of living is the dominant priority, with housing affordability in second place. Ontarians indicate the municipal government focusing on the rising cost of living is the highest priority (93% at least a high priority). Two thirds (66%) say the rising cost of living is one of the top three issues their municipal government should focus on. Housing affordability ranks second at 41%, with Ontarians aged 18-44 (50%-53%), those with incomes less than \$50K/year (49%), renters (57%), non-owners (52%), and aspiring homeowners (60%) more likely to say their municipal government should focus on it.

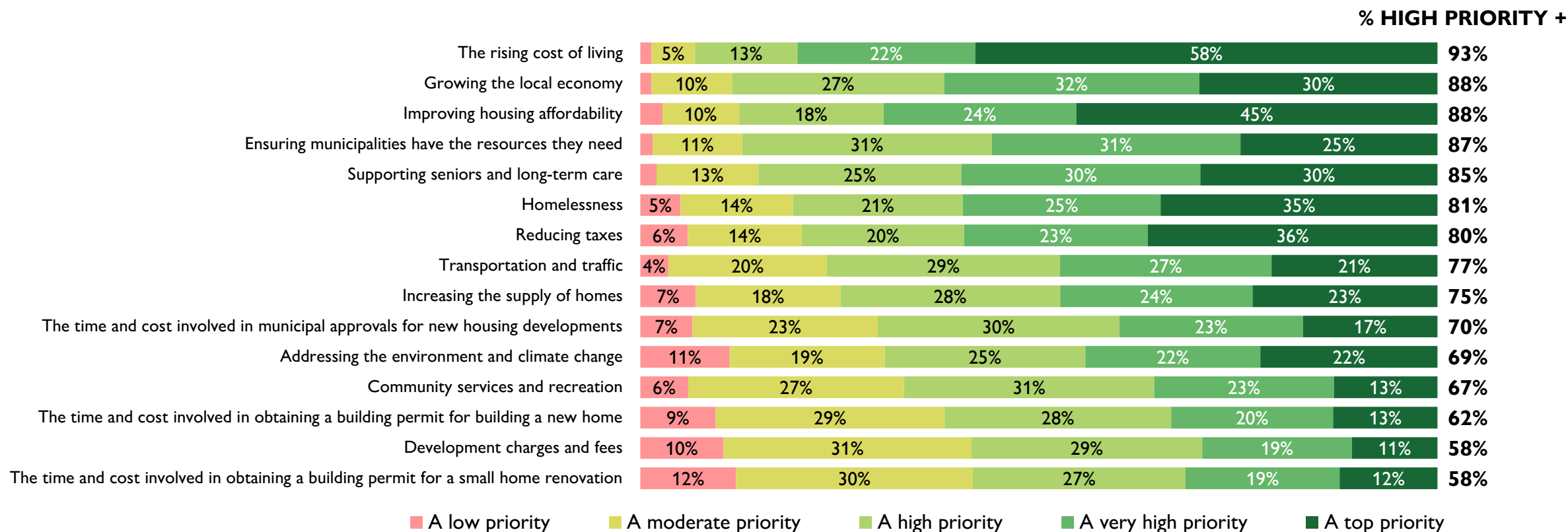
For housing-related parameters excluding affordability, there is a sharp divide between the ones perceived as a high priority or more, and those perceived as a top 3 issue. About three in five or more view increasing the supply of homes (75%), the time and cost involved in municipal approvals for new housing developments (70%), building permits for new homes (62%), building permits for small home renovations (58%), and development charges and fees (58%) as a high priority or more. However, when asked to select three issues for their municipal government to focus on, only 3%-10% of Ontarians think each of these areas should be a priority.

Though the top three municipal priorities tend to be similar across Ontario, notable differences emerge by region. Homelessness is more salient in Hamilton (52% put it in their top three issues to focus on), Northern Ontario (49%), and Southwestern/Central Ontario (41%). In contrast, transportation and traffic is viewed as the second-highest priority in Ottawa (38%), tied with improving housing affordability.



Below is a list of issues your municipal government could focus on. How much of a priority should each one be today?

Affordability pressures dominate the municipal agenda: 93% prioritize cost of living, 88% housing affordability, and 81% homelessness.



Base: All respondents (n=4,050)



Below is a list of issues your municipal government could focus on. How much of a priority should each one be today?

MUNICIPAL GOVERNMENT ISSUES

% HIGH PRIORITY +	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
The rising cost of living	93%	93%	95%	95%	92%	90%	95%	94%	92%	92%	92%	94%	93%
Growing the local economy	88%	88%	93%	88%	92%	84%	87%	89%	87%	90%	88%	89%	87%
Improving housing affordability	88%	86%	88%	93%	84%	91%	86%	81%	84%	86%	91%	90%	90%
Ensuring municipalities have the resources they need	87%	85%	90%	89%	91%	89%	88%	86%	88%	85%	87%	87%	90%
Supporting seniors and long-term care	85%	82%	87%	84%	85%	86%	91%	82%	88%	80%	87%	87%	88%
Homelessness	81%	80%	79%	79%	73%	87%	84%	69%	80%	81%	81%	85%	87%
Reducing taxes	80%	76%	84%	91%	84%	80%	82%	80%	78%	73%	81%	80%	79%
Transportation and traffic	77%	85%	80%	81%	78%	77%	74%	80%	77%	84%	60%	71%	71%
Increasing the supply of homes	75%	76%	76%	76%	71%	80%	73%	66%	71%	75%	72%	77%	81%
The time and cost involved in municipal approvals for new housing developments	70%	72%	77%	73%	64%	73%	70%	66%	66%	68%	67%	71%	72%
Addressing the environment and climate change	69%	75%	74%	74%	71%	71%	67%	67%	67%	70%	61%	66%	71%
Community services and recreation	67%	67%	67%	70%	58%	68%	66%	68%	68%	66%	68%	66%	71%
The time and cost involved in obtaining a building permit for building a new home	62%	62%	70%	67%	56%	62%	63%	57%	60%	62%	59%	62%	63%
Development charges and fees	58%	60%	69%	65%	61%	62%	52%	59%	57%	57%	56%	54%	60%
The time and cost involved in obtaining a building permit for a small home renovation	58%	61%	64%	64%	58%	58%	58%	54%	58%	59%	55%	54%	64%

Base: All respondents (n=4,050)



Housing Market Sentiment



KEY FINDINGS

HOUSING MARKET SENTIMENT

Perceptions of the local housing market tend to be negative and centred on affordability. Ontario residents largely describe the housing market where they live as ‘expensive,’ ‘unaffordable,’ and ‘overpriced.’ More than three quarters (77%) are concerned about housing in their municipality, with Ontarians aged 18-44 (86%-89%), renters (86%), non-owners (88%), aspiring homeowners (90%), Ontario NDP voters (83%), and Brampton/Caledon residents (88%) expressing the greatest concern.

Ontarians feel the market is tougher than last year. Nearly three in five (57%) say it has become more difficult to buy a home in their municipality over the past year and only 7% say it has become easier. Ontarians aged 18-44 (67%-70%), those with household incomes less than \$50K/year (62%), renters (66%), non-owners (69%), and aspiring homeowners (71%) are more likely to say it has become more difficult.

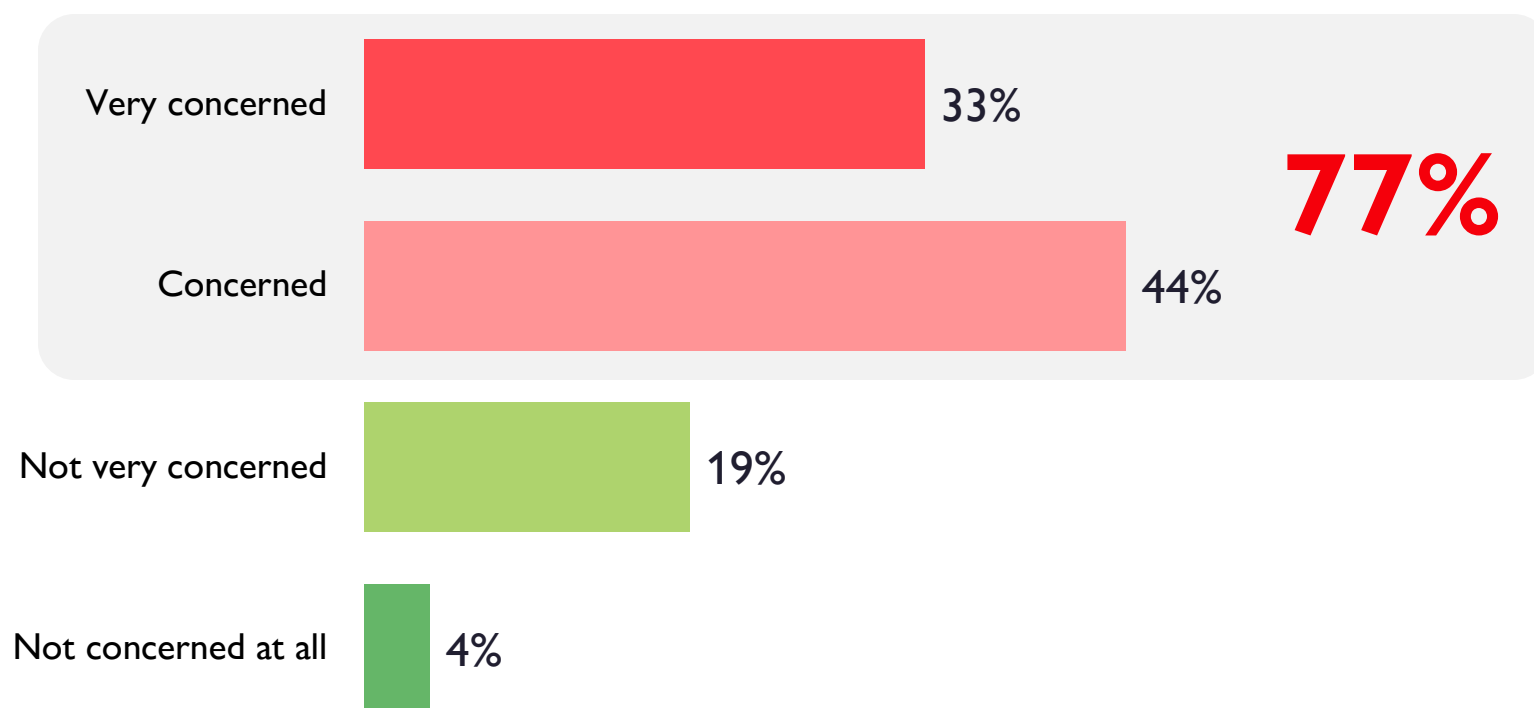
In the next year, Ontarians expect housing prices in their area to increase (43%) or stay about the same (39%). Ontarians aged 18-29 (56%), those with household incomes less than \$50K/year (51%), renters (51%), non-owners (54%), and residents of Ottawa (53%) and Northern Ontario (58%) are more likely to expect an increase.

Renters are more negative than homeowners about the impact of recent municipal decisions on their housing situation. Just over half (52%) of renters say municipal decisions over the past three years have made it more difficult to rent and afford their housing costs, while 37% of homeowners say these decisions have made it more difficult to own and maintain their home.



How concerned are you about housing in your municipality today?

More than three quarters (77%) of Ontarians are concerned about housing in their municipality today.



Base: All respondents (n=4,050)



How concerned are you about housing in your municipality today?

CONCERN ABOUT LOCAL HOUSING

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME			HOUSING			ASPIRING HOMEOWNER		COMMITTED PROV. VOTE		
		Male	Female	18-29	30-44	45-59	60+	< \$50K	\$50K-\$100K	\$100K +	Own	Rent	Non-owner	Yes	No	PCPO	OLP	ONDP
[NET] CONCERNED	77%	74%	80%	89%	86%	78%	62%	79%	80%	73%	67%	86%	88%	90%	78%	71%	79%	83%
Very concerned	33%	30%	35%	37%	43%	33%	22%	39%	33%	27%	22%	43%	40%	45%	34%	28%	30%	39%
Concerned	44%	44%	44%	53%	43%	45%	39%	40%	47%	46%	45%	43%	48%	45%	44%	43%	50%	44%
Not very concerned	19%	22%	16%	10%	13%	18%	31%	16%	18%	23%	27%	12%	11%	9%	18%	23%	18%	14%
Not concerned at all	4%	4%	4%	1%	1%	4%	7%	5%	3%	4%	6%	2%	2%	1%	4%	6%	3%	3%

Base: All respondents (n=4,050)





How concerned are you about housing in your municipality today?

CONCERN ABOUT LOCAL HOUSING

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] CONCERNED	77%	79%	78%	88%	76%	80%	80%	71%	73%	78%	74%	76%	75%
Very concerned	33%	32%	34%	36%	29%	38%	36%	23%	30%	35%	31%	34%	38%
Concerned	44%	47%	44%	51%	47%	43%	44%	48%	43%	43%	43%	42%	38%
Not very concerned	19%	16%	18%	11%	19%	16%	18%	26%	24%	18%	21%	21%	22%
Not concerned at all	4%	5%	4%	2%	4%	4%	3%	3%	3%	4%	5%	4%	3%

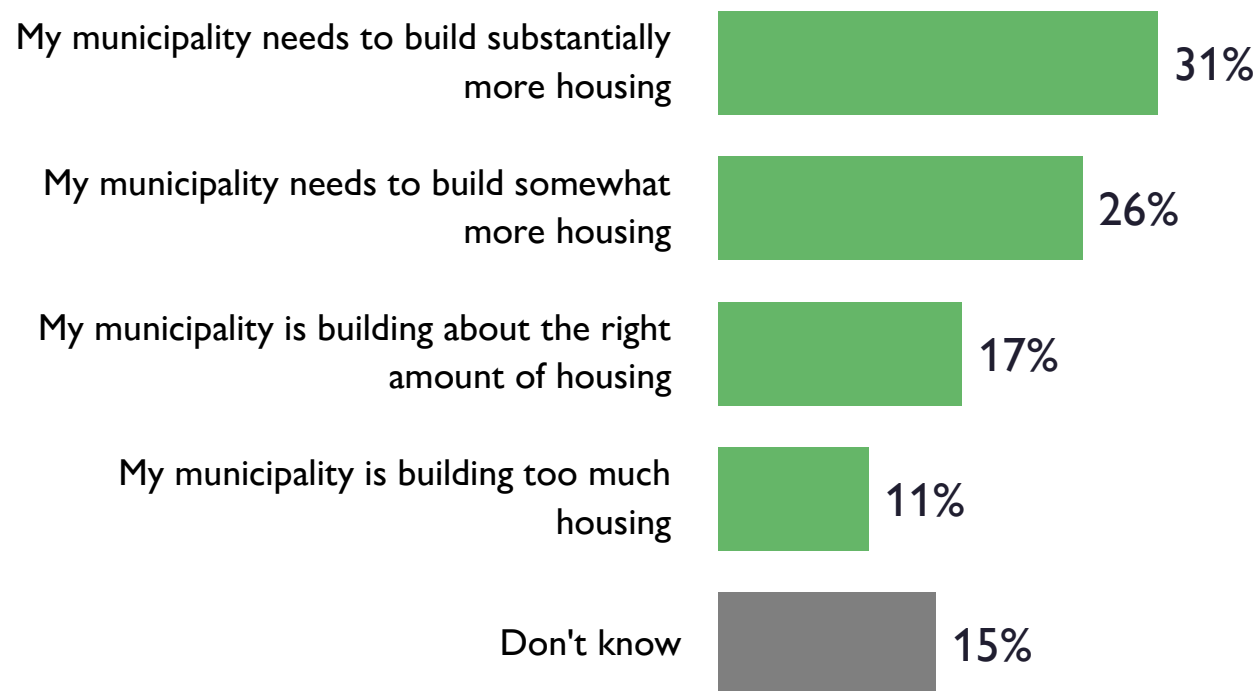
Base: All respondents (n=4,050)





Which statement comes closest to your view?

57% of residents believe their municipality needs to build more housing, with 31% believing it needs substantially more housing.



Base: All respondents (n=4,050)



Which statement comes closest to your view?

NEED FOR MORE HOUSING

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] NEEDS TO BUILD MORE HOUSING	57%	58%	62%	59%	45%	68%	50%	41%	51%	60%	53%	60%	67%
My municipality needs to build substantially more housing	31%	34%	34%	28%	22%	39%	34%	16%	26%	27%	30%	34%	43%
My municipality needs to build somewhat more housing	26%	24%	28%	31%	23%	30%	16%	26%	25%	33%	23%	26%	24%
My municipality is building about the right amount of housing	17%	14%	15%	15%	22%	14%	16%	27%	21%	16%	22%	17%	14%
My municipality is building too much housing	11%	9%	10%	13%	18%	6%	17%	13%	12%	9%	9%	10%	5%
Don't know	15%	18%	13%	14%	15%	12%	17%	18%	15%	14%	16%	13%	15%

Base: All respondents (n=4,050)





Renters & Non-Owners



KEY FINDINGS

RENTERS AND NON-OWNERS

Homeownership is an important aspiration among non-homeowners. Seven in ten Ontario non-homeowners (70%) want to own a residential property someday, with those aged 18-44 (82%-87%) significantly more likely to say so, and those who reside in Niagara significantly less likely (60%).

Nearly three in five (57%) really want to own a home, especially non-homeowners aged 18-44 (67%-74%), Ontario Liberal Party voters (64%), and those who live in Mississauga (72%) or Brampton/Caledon (70%). In contrast, Niagara non-homeowners (27%) are more likely to indicate they would be happy renting forever.

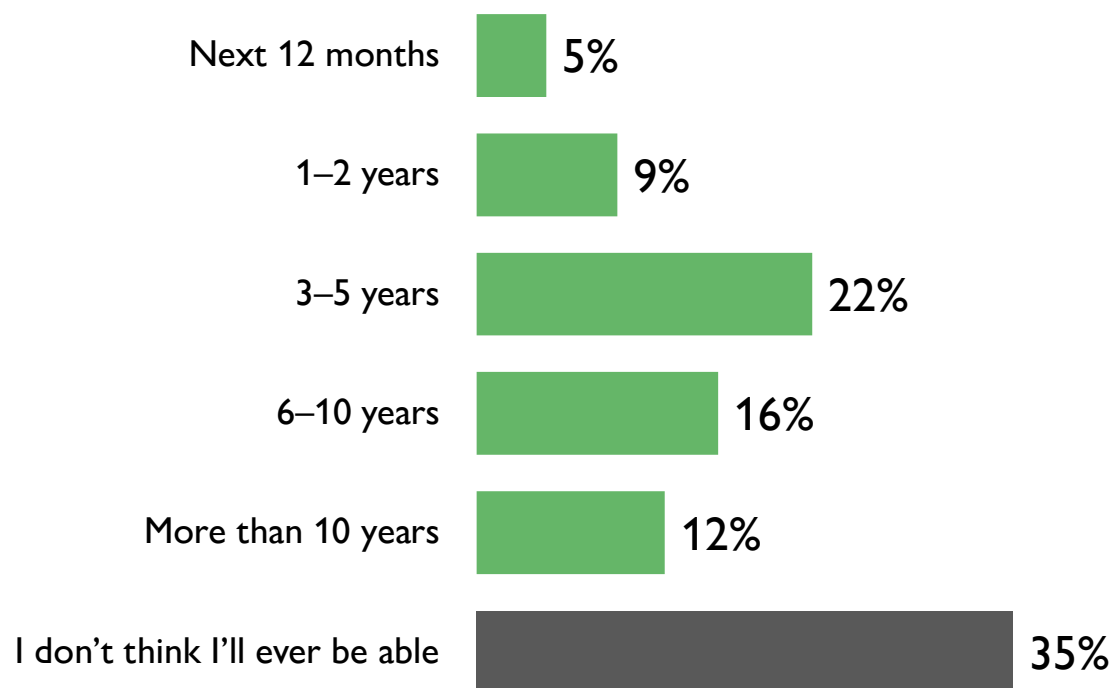
There is a substantial disconnect between wanting to own a home and believing that it is possible. More than one third (35%) of non-homeowners do not think they will ever be able to buy a home, while just 14% believe they could realistically buy within the next 2 years. Similarly, 53% are pessimistic about the possibility of buying a home in their municipality, including 24% who have given up.

Perceptions of attainability are particularly weak among older and lower-income non-homeowners. Those aged 45 or older and those who have household incomes under \$50K/year are more likely to say they have given up on buying a home in their municipality and do not think they will ever be able to buy, compared with their younger (aged 44 or younger) and higher-income counterparts. Regionally, Eastern Ontario non-homeowners are more likely to have given up on the possibility of buying a home in their municipality (33%).



When do you realistically think you could buy a home?

More than one third (35%) of non-homeowners don't think they'll ever be able to buy a home, followed by 36% who think they realistically could buy one in the next 5 years.



Base: Non-homeowners (n=1,874)



When do you realistically think you could buy a home?

EXPECTED HOME PURCHASE TIMELINE

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME			HOUSING			ASPIRING HOMEOWNER		COMMITTED PROV. VOTE		
		Male	Female	18-29	30-44	45-59	60+	< \$50K	\$50K-\$100K	\$100K +	Own	Rent	Non-owner	Yes	No	PCPO	OLP	ONDP
Next 12 months	5%	5%	4%	4%	4%	6%	4%	3%	5%	10%	--	3%	7%	6%	2%	5%	6%	3%
1–2 years	9%	10%	9%	10%	14%	6%	6%	5%	11%	15%	--	8%	13%	13%	2%	12%	13%	6%
3–5 years	22%	23%	22%	29%	25%	20%	12%	16%	29%	23%	--	21%	25%	29%	7%	26%	25%	14%
6–10 years	16%	16%	16%	27%	18%	12%	2%	15%	17%	17%	--	15%	19%	21%	5%	12%	16%	16%
More than 10 years	12%	13%	12%	18%	15%	10%	4%	12%	13%	13%	--	12%	13%	15%	8%	12%	8%	15%
I don't think I'll ever be able	35%	33%	37%	12%	24%	47%	71%	49%	25%	23%	--	41%	23%	18%	77%	32%	32%	45%

Base: Non-homeowners (n=1,874)





Barriers & Challenges



KEY FINDINGS

BARRIERS AND CHALLENGES

Affordability is at the centre of Ontario's housing challenges. More than half of Ontarians (56%) say a lack of affordable housing is the biggest reason it has become difficult to find or afford housing in their community, with those whose incomes are less than \$50K/year (64%), renters (66%), non-owners (62%), and Ontario NDP voters (66%) more likely to flag this as a challenge.

Nearly half (48%) cite home prices being too high as the most common barrier to buying, moving, or finding suitable housing. Ontarians aged 18-44 (53%-54%), renters (53%), non-owners (59%), and aspiring homeowners (58%) are more likely to say this is a barrier.

Ontarians largely support allowing more missing middle housing. Seven in ten (70%) support allowing more missing middle housing to be built in existing residential neighbourhoods where appropriate, while 19% oppose it.

Those whose household income is more than \$100K/year (75%), renters (74%), aspiring homeowners (74%), Ontario Liberal Party voters (79%), and Ontario NDP voters (78%) are more likely to support more missing middle housing where appropriate. In contrast, Ontario PC Party voters (24%) are more likely to oppose it. Regionally, Northern Ontario (79%) residents are more likely to support this type of housing.

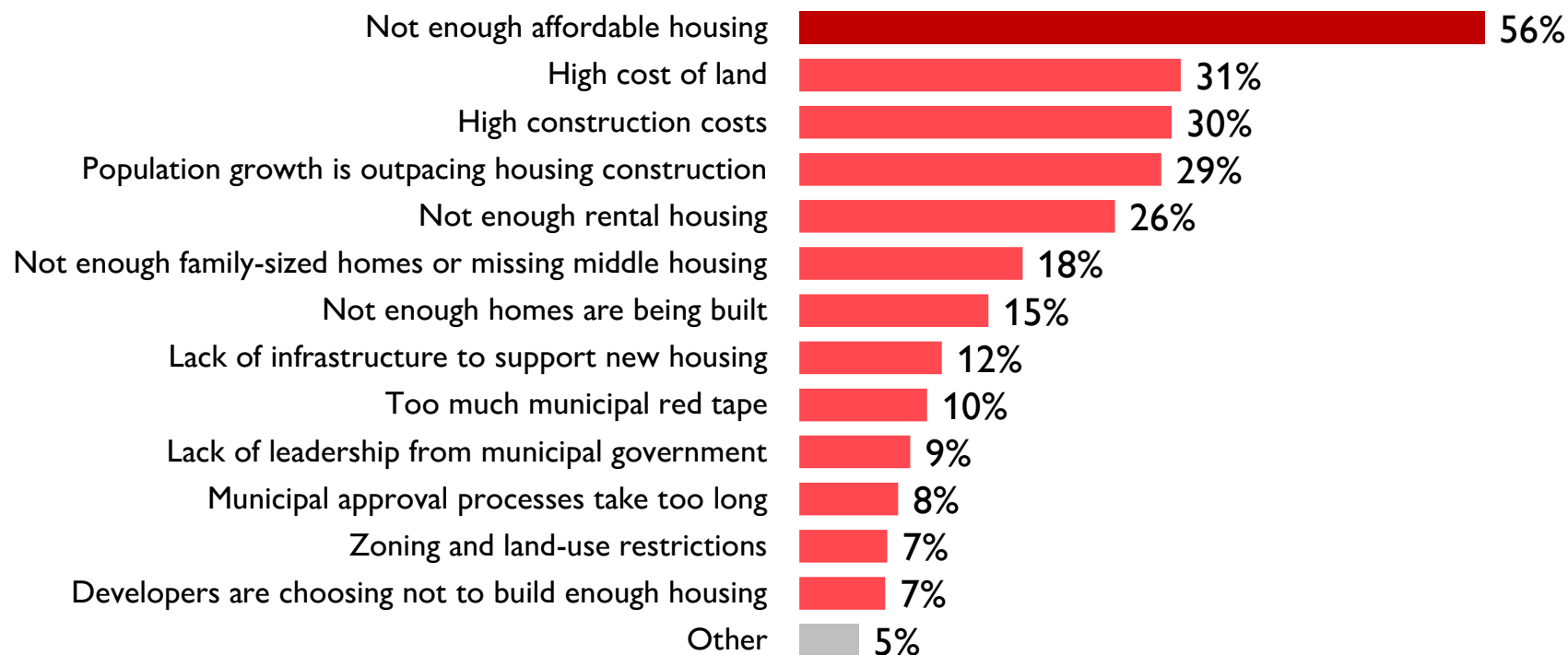
Residents see room for greater municipal action on homelessness. Nearly (49%) think their municipal government could be doing more to address homelessness. Those with a household income of less than \$50K/year (54%), renters (57%), Ontario NDP voters (63%), and residents of Hamilton (61%) or Southwestern/Central Ontario (56%) are more likely to state their municipal government could be doing more.

Similar proportions say their municipal government is doing enough (10%), wants to do more but lacks funding/authority (14%), or that homelessness is not a major issue in their community (14%).



In your view, what are the biggest reasons it has become difficult to find or afford housing in your community? *Select up to 3.*

Affordability pressures are seen as a supply-and-cost problem: 56% point to too little affordable housing, while 31% cite land costs, 30% construction costs and 29% population growth outpacing new housing.

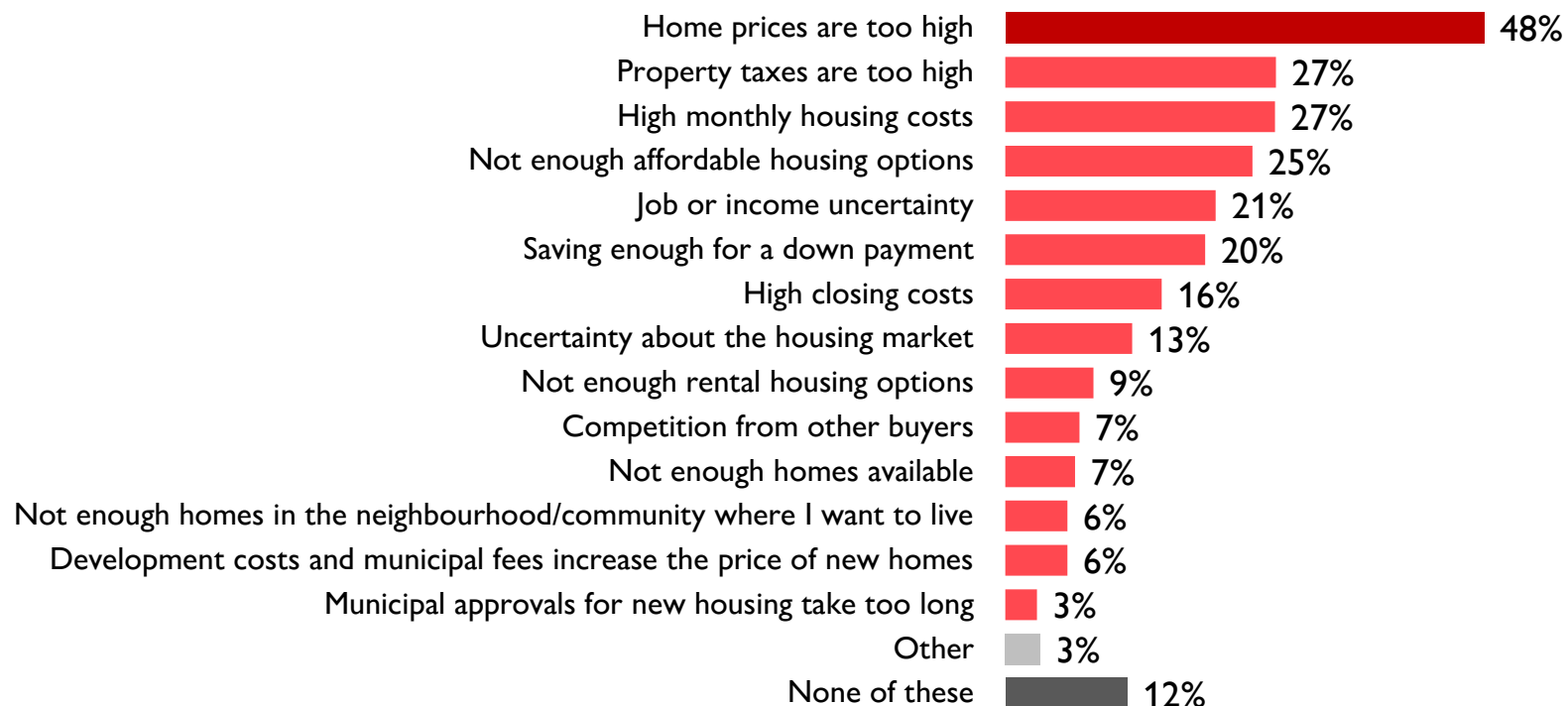


Base: All respondents (n=4,050)



Which of the following are the biggest barriers preventing you from buying a home, moving to another home, or finding housing that meets your needs? *Select up to 3.*

Housing costs are the dominant barrier to mobility: 48% point to home prices, while property taxes and monthly housing costs (27% each), limited affordable options (25%) and income uncertainty (21%) add to the pressure

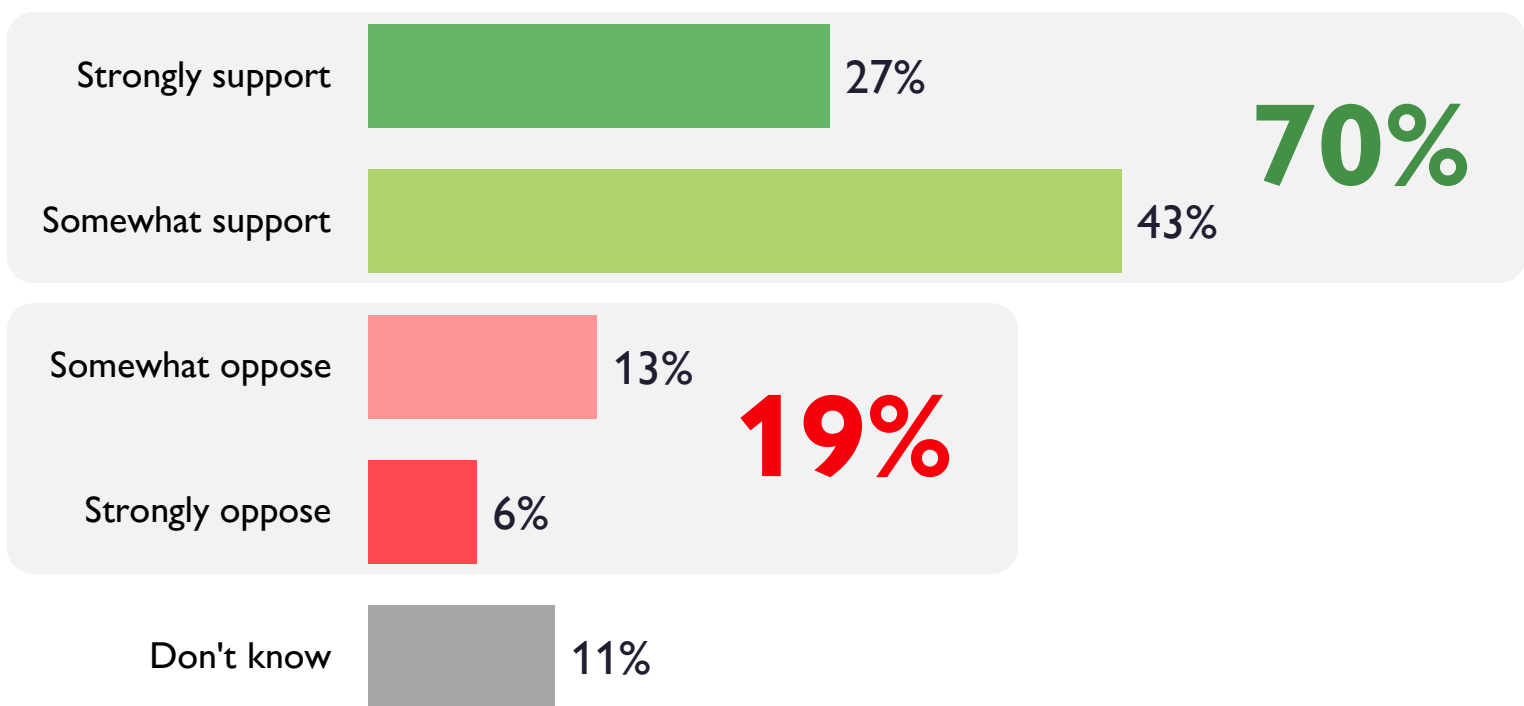


Base: All respondents (n=4,050)



Would you support or oppose allowing more missing middle housing (e.g., duplexes, triplexes, fourplexes, and townhomes) to be built in existing residential neighbourhoods where appropriate?

Seven in ten (70%) would support allowing more missing middle housing to be built in existing residential neighbourhoods where appropriate.



Base: All respondents (n=4,050)



Would you support or oppose allowing more missing middle housing (e.g., duplexes, triplexes, fourplexes, and townhomes) to be built in existing residential neighbourhoods where appropriate?

SUPPORT FOR MISSING MIDDLE HOUSING

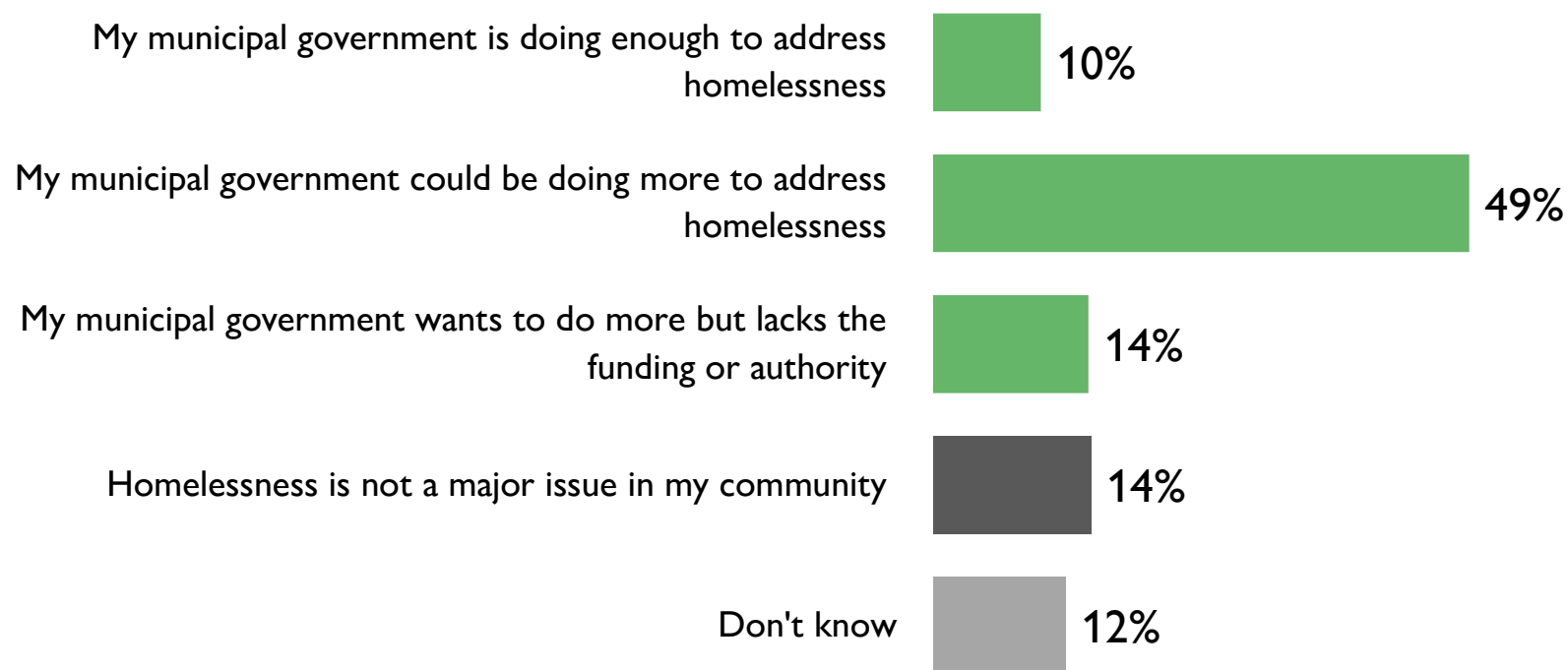
	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] SUPPORT	70%	69%	74%	67%	76%	77%	71%	59%	67%	71%	68%	70%	79%
Strongly support	27%	29%	29%	18%	29%	25%	33%	18%	28%	23%	26%	25%	37%
Somewhat support	43%	40%	45%	49%	47%	52%	39%	41%	39%	48%	42%	45%	41%
Somewhat oppose	13%	11%	14%	14%	11%	10%	9%	16%	17%	16%	13%	14%	10%
Strongly oppose	6%	6%	4%	8%	7%	3%	7%	8%	8%	6%	8%	6%	3%
[NET] OPPOSE	19%	17%	19%	22%	18%	13%	15%	24%	25%	21%	22%	20%	14%
Don't know	11%	14%	8%	11%	6%	10%	13%	17%	9%	8%	10%	10%	8%

Base: All respondents (n=4,050)



Which statement comes closest to your view on homelessness?

49% of residents believe their municipal government could be doing more to address homelessness, while only 10% believe their municipal government is doing enough.



Base: All respondents (n=4,050)



Municipal Development Charges



KEY FINDINGS

MUNICIPAL DEVELOPMENT CHARGES

Views are split on whether it is fair to pass municipal development charges (MDCs) on to homebuyers. Two in five (40%) find this unfair, rising to 47% of Eastern Ontarians. In contrast, 35% find it fair, with Ontarians aged 60 or older (40%), those whose household income is more than \$100K/year (44%), homeowners (42%), Ontario PC Party voters (42%), and Ontario Liberal Party voters (42%) more likely to say so.

Ontarians are much more likely to lack confidence in and question the transparency of how municipalities use MDC revenue. About one quarter are confident municipalities use MDC revenue appropriately (26%) or believe municipalities are transparent about how MDCs are used (24%), while nearly three in five say the opposite (57% not confident, 59% not transparent).

Perceptions of confidence are greater among Ontarians aged 18-29 (36%), those whose household income is more than \$100K/year (31%), homeowners (29%), aspiring homeowners (28%), and Ontario Liberal Party voters (38%). Perceptions of transparency are greater among those aged 18-44 (28%-33%), aspiring homeowners (27%), Ontario Liberal Party voters (34%), and Ontario PC Party voters (27%). Confidence (16%) and transparency (17%) are lowest among Eastern Ontarians.

There is high support for requiring municipalities to publicly report how development charge revenues are collected and spent. Four in five (81%) support this public reporting, and support is higher among those aged 60 or older (88%), those with household incomes of \$50K/year or more (84%-87%), homeowners (87%), Ontario Liberal Party voters (85%) and Ontario NDP voters (86%).

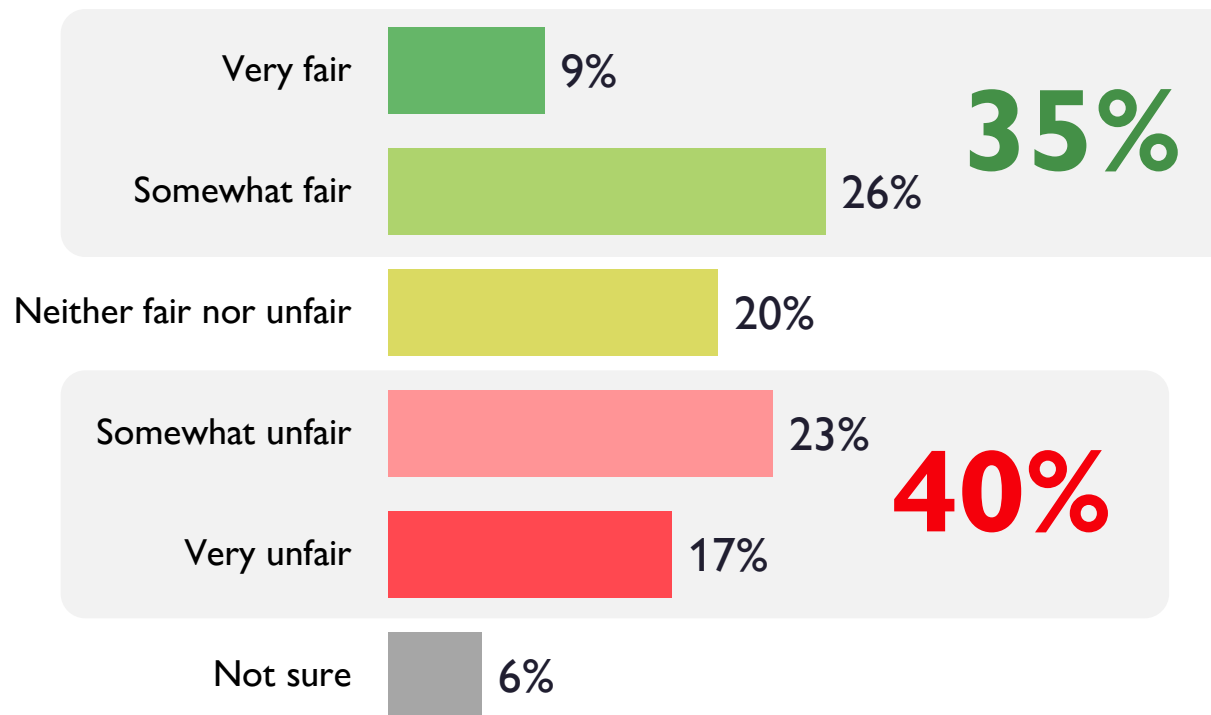
Nearly three in five (56%) think property taxes shouldn't increase when municipalities hold MDC surpluses. Homeowners (59%), aspiring homeowners (59%), and Ontario PC Party voters (61%) are more likely to hold this view, as are Eastern Ontario residents (64%).



Based on this description, do you think it is fair or unfair that these fees are passed on to homebuyers through the price of a newly built home?

More see passing development charges onto homebuyers as unfair than fair: 40% say unfair compared with 35% who say fair

Municipal development charges (MDCs) are fees that municipalities charge builders when new homes or developments are constructed. These fees are meant to help pay for the infrastructure needed to support growth, such as water and sewer systems, roads, transit, parks, and community facilities. MDCs are usually passed on to the homebuyer when they are added to the final price of a newly built home, contributing to higher purchase costs.



Base: All respondents (n=4,050)



Based on this description, do you think it is fair or unfair that these fees are passed on to homebuyers through the price of a newly built home?

FAIRNESS OF DEVELOPMENT CHARGES

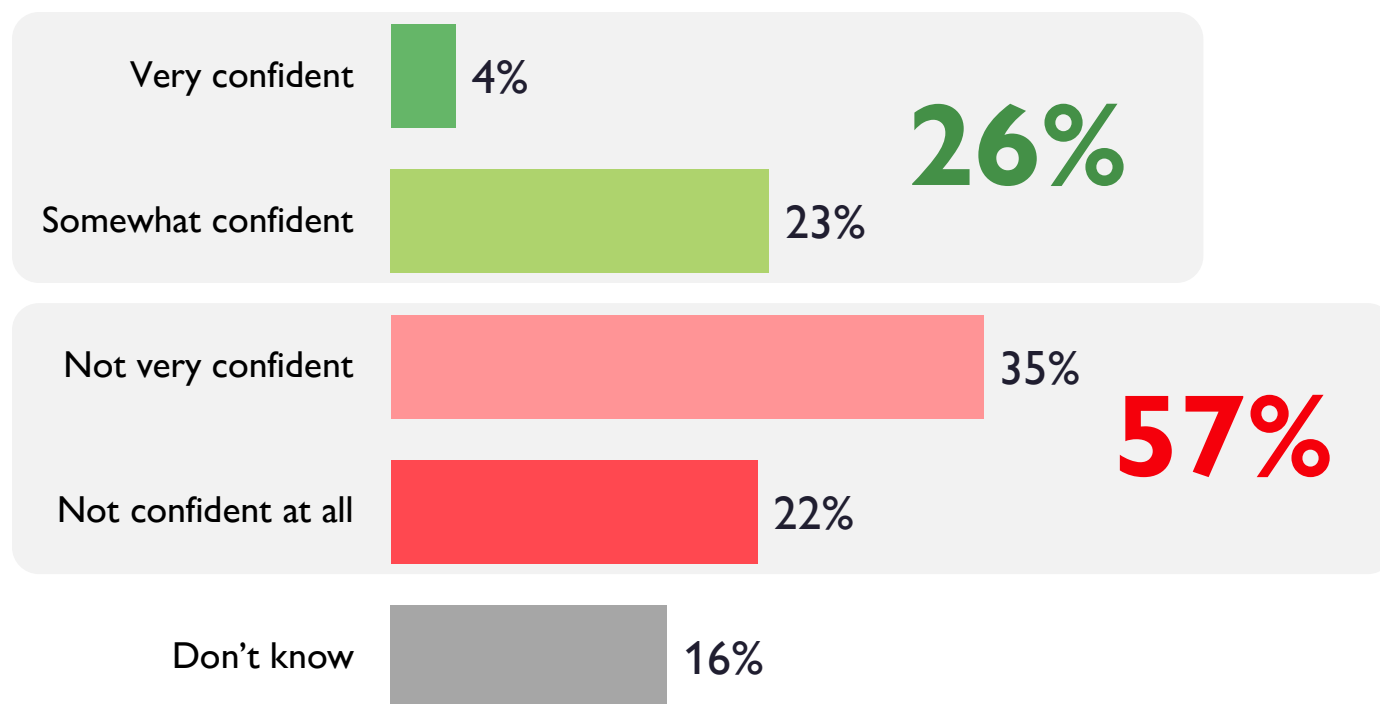
	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] FAIR	35%	38%	32%	34%	35%	28%	32%	37%	36%	41%	33%	35%	33%
Very fair	9%	14%	7%	3%	6%	7%	12%	7%	11%	11%	6%	9%	7%
Somewhat fair	26%	24%	25%	30%	30%	20%	20%	30%	24%	30%	26%	26%	27%
Neither fair nor unfair	20%	21%	21%	21%	16%	24%	22%	21%	20%	19%	17%	16%	22%
Somewhat unfair	23%	19%	26%	22%	26%	24%	22%	20%	22%	20%	27%	26%	21%
Very unfair	17%	14%	17%	20%	18%	21%	16%	16%	18%	14%	19%	17%	19%
[NET] UNFAIR	40%	34%	43%	42%	44%	45%	38%	35%	40%	34%	47%	43%	40%
Not sure	6%	7%	3%	4%	4%	3%	7%	7%	5%	6%	4%	6%	5%

Base: All respondents (n=4,050)



How confident are you that municipalities use MDC revenue appropriately?

Nearly three in five (57%) are not confident that municipalities use MDC revenue appropriately.

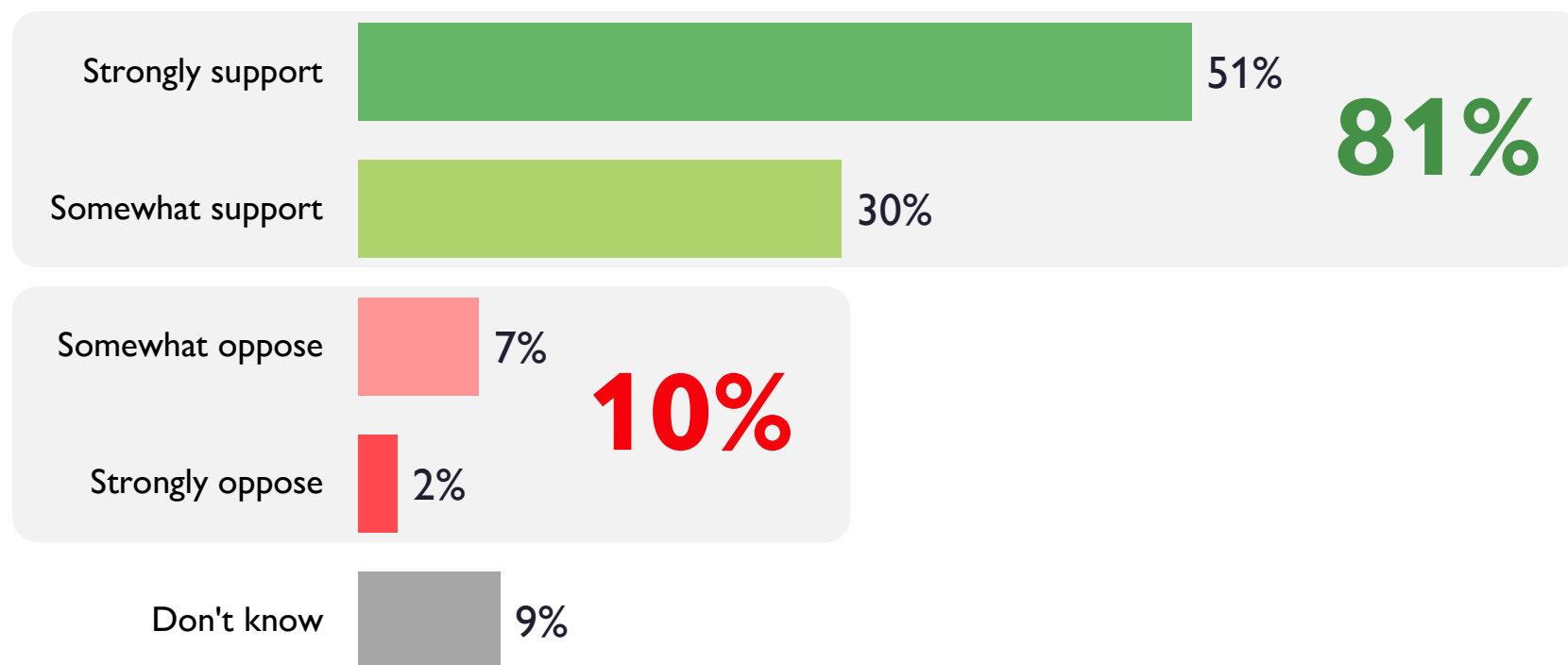


Base: All respondents (n=4,050)



Would you support or oppose municipalities being required to publicly report how development charge revenues are collected and spent?

Four in five (81%) would support municipalities being required to publicly report how development charge revenues are collected and spent, with more than half (51%) strongly supporting this requirement.

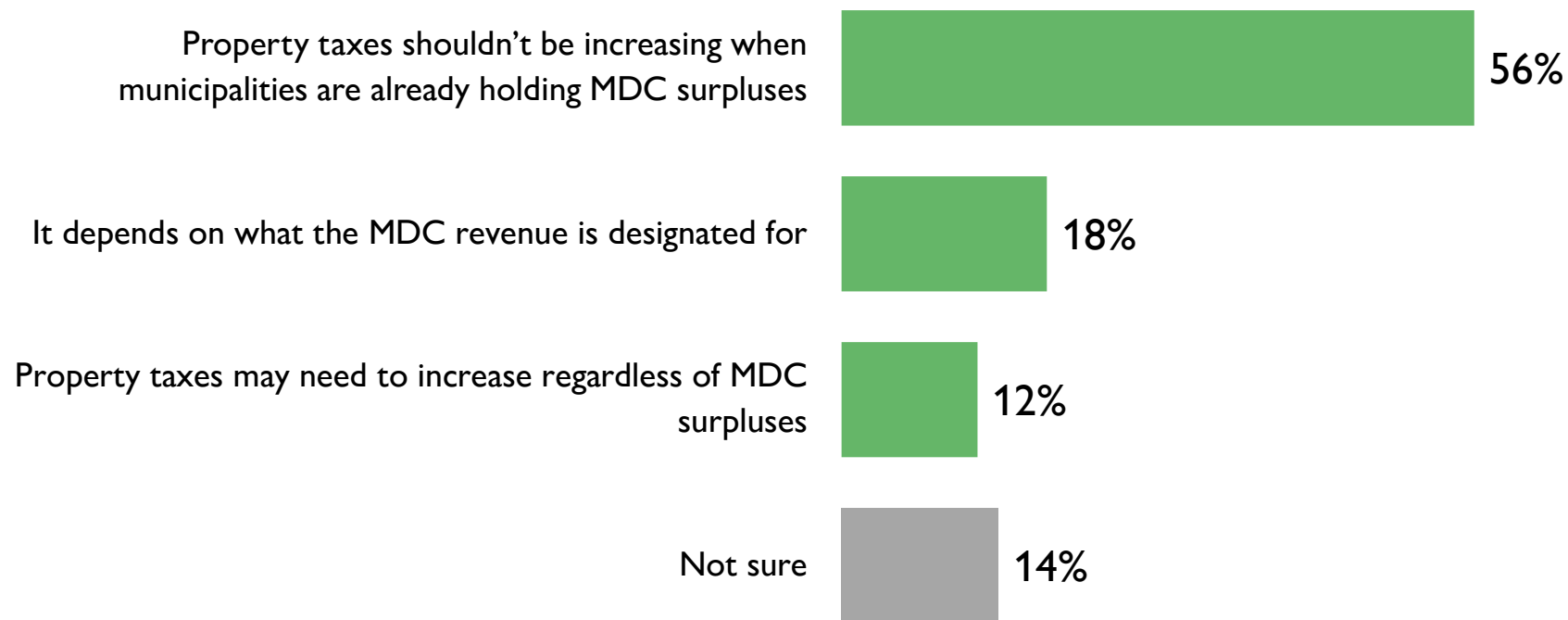


Base: All respondents (n=4,050)



Property taxes have increased in many municipalities even though some hold unspent MDC funds. Which statement is closest to your view?

Nearly three in five (56%) feel that property taxes shouldn't be increasing when municipalities are already holding MDC surpluses.



Base: All respondents (n=4,050)



Property taxes have increased in many municipalities even though some hold unspent MDC funds. Which statement is closest to your view?

PROPERTY TAXES & DEVELOPMENT CHARGE SURPLUSES

TOTAL		REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Property taxes shouldn't be increasing when municipalities are already holding MDC surpluses	56%	48%	60%	63%	58%	57%	64%	50%	61%	48%	64%	57%	59%
It depends on what the MDC revenue is designated for	18%	20%	21%	17%	18%	19%	11%	22%	14%	17%	16%	19%	18%
Property taxes may need to increase regardless of MDC surpluses	12%	16%	9%	10%	12%	11%	11%	14%	10%	18%	7%	11%	9%
Not sure	14%	16%	11%	10%	12%	13%	14%	14%	14%	18%	13%	13%	15%

Base: All respondents (n=4,050)





Property Taxes & Fees



KEY FINDINGS

PROPERTY TAXES AND FEES

Perceptions of property taxes skew negative. Close to half (45%) of Ontarians consider property taxes unfair (vs. 24% fair), with perceived unfairness higher among homeowners (48%), Ontario PC Party voters (50%), and Hamilton (54%) residents.

Over half (54%) say these taxes are at least a moderate burden on household finances, rising to 58% among those with a household income of more than \$100K/year, 63% among homeowners, 59% among Ontario PC Party voters, and 67% among Mississauga and Brampton/Caledon residents.

Government-imposed fees are widely seen as a major contributor to housing costs and affordability challenges. Three in five (60%) think government-imposed fees, like property taxes, municipal development charges, and building permit fees contribute a lot (great deal, quite a bit) to the price of a newly built home, rising to 64% among aspiring homeowners.

A slightly higher proportion (65%) say property taxes and government fees have at least a moderate impact on their ability to afford housing, rising to 74% among aspiring homeowners. Mississauga (74%) and Halton (75%) residents are more likely to cite at least a moderate impact.

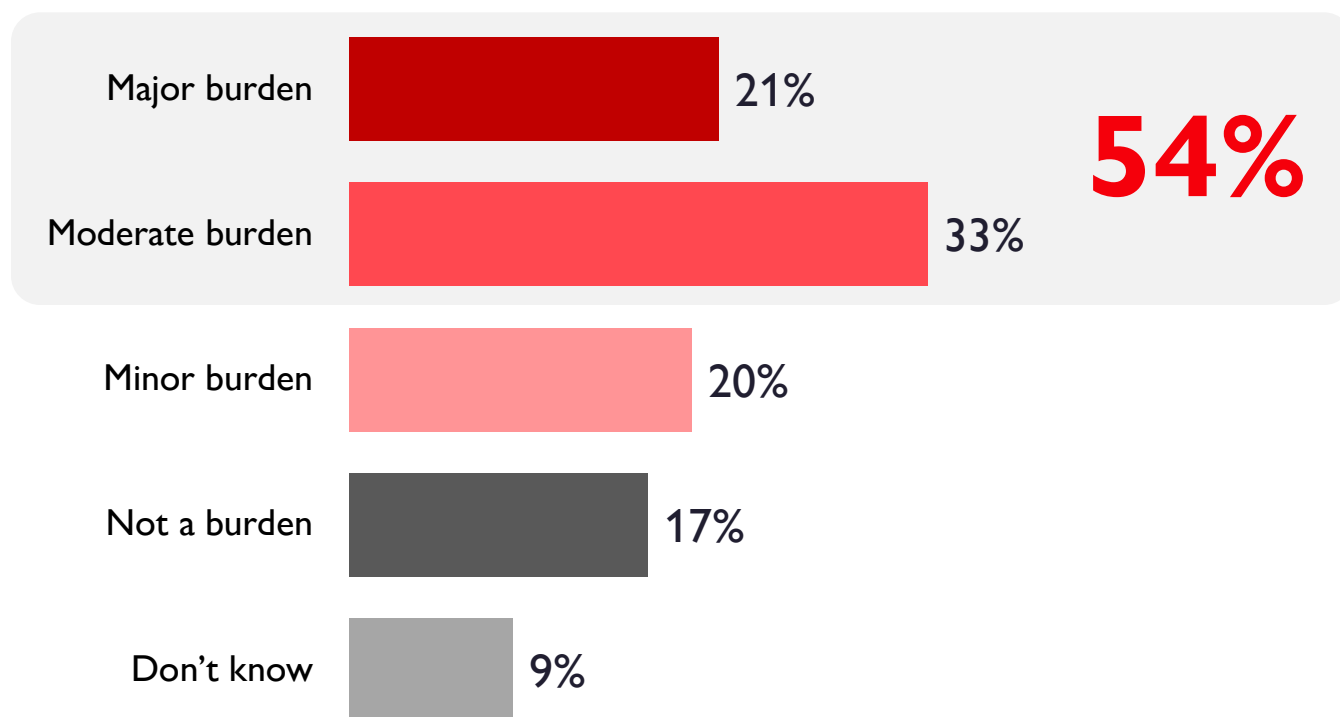
Most Ontarians think property taxes are rising. Seven in ten (70%) believe property taxes in their municipality are increasing, a view more likely to be held by those aged 45 or older (74%-81%), those whose household income is more than \$100K/year (74%), homeowners (79%), and Ontario PC Party voters (76%). In contrast, Toronto (64%), York (62%), and Ottawa (61%) residents are less likely to perceive their municipal property taxes as increasing.

Municipal governments are seen as bearing the greatest responsibility for property tax increases. Nearly half of Ontarians (46%) say their municipal government is most responsible, with Ontarians aged 45 or older (50%-61%), those with a household income of more than \$100K/year, homeowners (58%), and Ontario PC Party voters (54%) more likely to say so.



How much of a burden are property taxes on your household's finances today?

Over half (54%) feel that property taxes are at least a moderate burden on their household finances today, with 1 in 5 saying they are a major burden (21%)



Base: All respondents (n=4,050)



How much of a burden are property taxes on your household's finances today?

PROPERTY TAX BURDEN

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] MODERATE + MAJOR BURDEN	54%	53%	67%	67%	61%	53%	51%	56%	56%	52%	48%	50%	50%
Major burden	21%	20%	26%	31%	21%	20%	26%	16%	22%	20%	21%	19%	20%
Moderate burden	33%	33%	41%	36%	40%	33%	25%	40%	34%	32%	27%	31%	30%
Minor burden	20%	18%	17%	19%	15%	19%	17%	23%	19%	24%	22%	20%	20%
Not a burden	17%	18%	8%	9%	19%	20%	23%	12%	14%	15%	19%	20%	19%
Don't know	9%	10%	8%	5%	5%	7%	9%	10%	10%	9%	11%	10%	11%

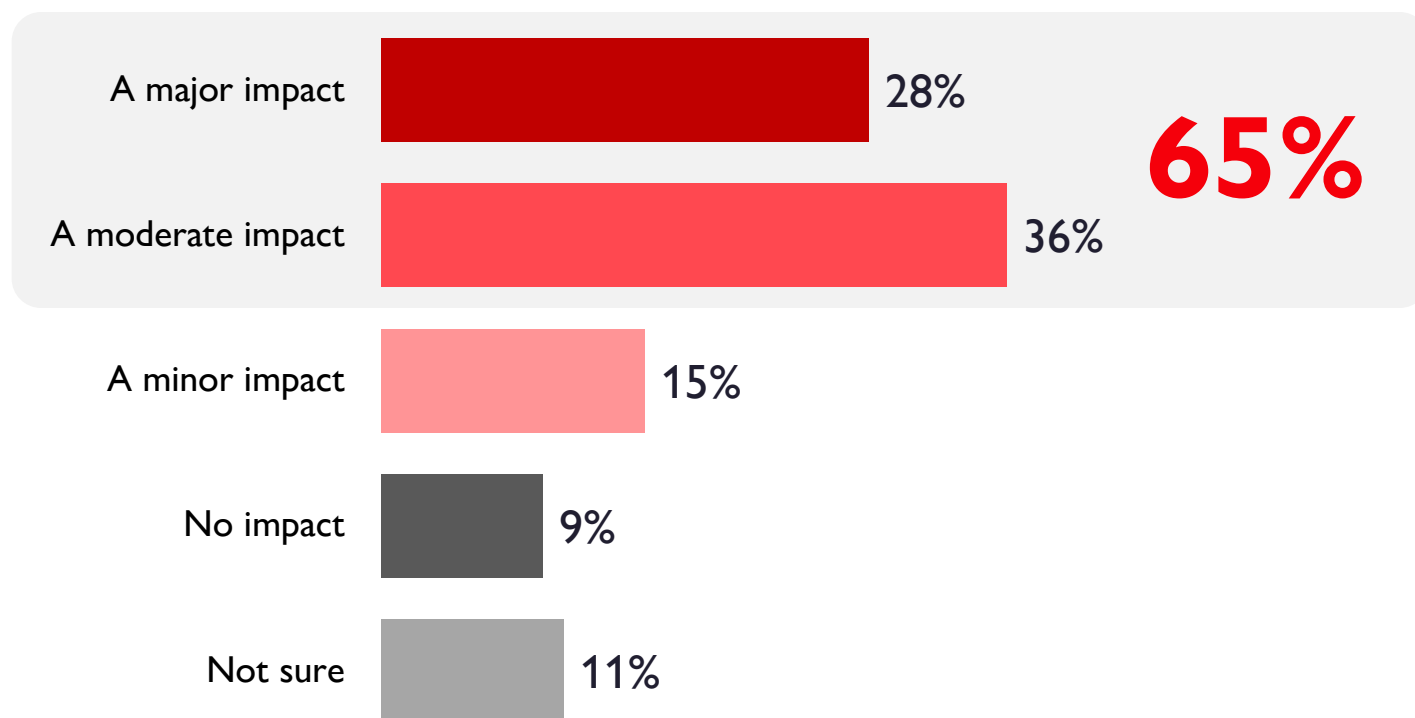
Base: All respondents (n=4,050)





How much do property taxes and government fees affect your ability to afford housing in your community?

Nearly two thirds (65%) say that property taxes and government fees have at least a moderate impact on their ability to afford housing in their community.

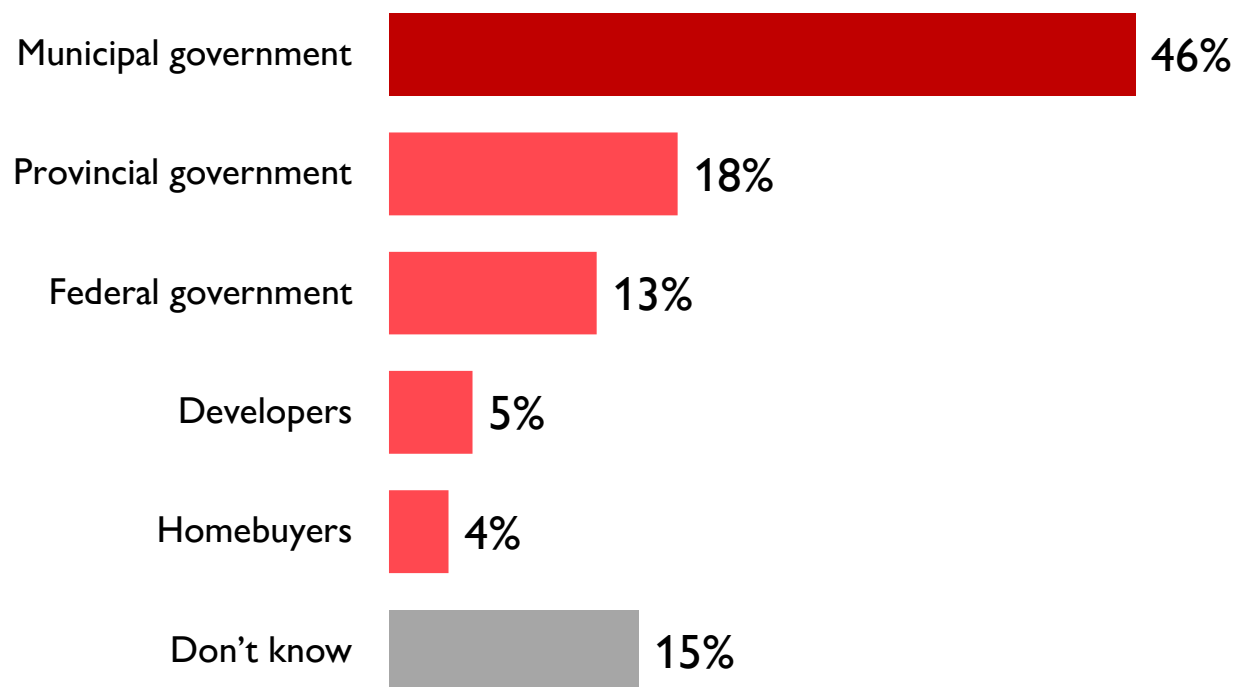


Base: All respondents (n=4,050)



Who do you believe is MOST responsible for property tax increases?

Nearly half (46%) believe that the municipal government is most responsible for property tax increases, while only 18% point to the provincial government and 13% to the federal government.



Base: All respondents (n=4,050)



Who do you believe is MOST responsible for property tax increases?

RESPONSIBILITY FOR PROPERTY TAX INCREASES

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME			HOUSING			ASPIRING HOMEOWNER		COMMITTED PROV. VOTE		
		Male	Female	18-29	30-44	45-59	60+	< \$50K	\$50K-\$100K	\$100K +	Own	Rent	Non-owner	Yes	No	PCPO	OLP	ONDP
Municipal government	46%	50%	41%	28%	35%	50%	61%	40%	44%	55%	58%	37%	32%	33%	40%	54%	45%	50%
Provincial government	18%	18%	17%	20%	20%	16%	16%	19%	18%	17%	16%	20%	18%	21%	15%	16%	22%	17%
Federal government	13%	13%	12%	20%	20%	10%	5%	15%	14%	10%	8%	15%	21%	19%	12%	13%	12%	10%
Developers	5%	5%	5%	7%	7%	4%	3%	4%	6%	5%	4%	7%	6%	6%	6%	4%	6%	5%
Homebuyers	4%	4%	3%	6%	5%	3%	1%	3%	4%	4%	3%	4%	5%	5%	4%	4%	5%	4%
Don't know	15%	10%	20%	19%	14%	16%	13%	19%	14%	9%	11%	18%	18%	16%	23%	8%	10%	15%

Base: All respondents (n=4,050)





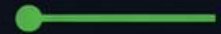
Who do you believe is MOST responsible for property tax increases?

RESPONSIBILITY FOR PROPERTY TAX INCREASES

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Municipal government	46%	45%	46%	41%	47%	55%	49%	43%	52%	44%	48%	42%	45%
Provincial government	18%	19%	18%	18%	19%	18%	17%	19%	16%	16%	18%	16%	18%
Federal government	13%	12%	10%	17%	12%	10%	13%	10%	10%	14%	11%	17%	9%
Developers	5%	5%	6%	5%	7%	7%	5%	6%	4%	6%	3%	5%	5%
Homebuyers	4%	4%	6%	6%	3%	2%	3%	2%	2%	5%	4%	3%	4%
Don't know	15%	14%	13%	13%	12%	9%	12%	21%	16%	14%	16%	18%	19%

Base: All respondents (n=4,050)





Enhanced HST Rebate for First-Time Home Buyers



KEY FINDINGS

ENHANCED HST REBATE FOR FIRST-TIME HOME BUYERS

Support for the enhanced HST rebate is more than triple opposition, though many are unconvinced it goes far enough. Nearly half (48%) support the enhanced HST rebate for eligible buyers of newly built homes, 13% oppose it, and 29% say they can accept it. Ontarians whose household incomes are more than \$100K/year (55%), aspiring homeowners (54%), and Ontario Liberal Party (57%) voters are more likely to support this enhanced rebate.

Though more than two in five (44%) think the enhanced rebate helps improve housing affordability somewhat, only 10% think the rebate goes far enough, with those who have household incomes of more than \$100K/year (13%), homeowners (13%), Ontario PC Party voters (13%), and Ontario Liberal Party voters (15%) more likely to say it goes far enough.

Opinions are split on what should happen when the rebate is scheduled to end, with more support for extending or making it permanent than letting it lapse. Similar proportions say the rebate should be extended (32%) or made permanent (29%), while one in five (21%) are unsure, and 17% support ending it as scheduled. Ontarians whose household incomes are less than \$50K/year (32%), renters (35%), aspiring homeowners (37%), and those who reside in Halton (38%), Niagara (39%), or Northern Ontario (38%) are more likely to support making the rebate permanent.

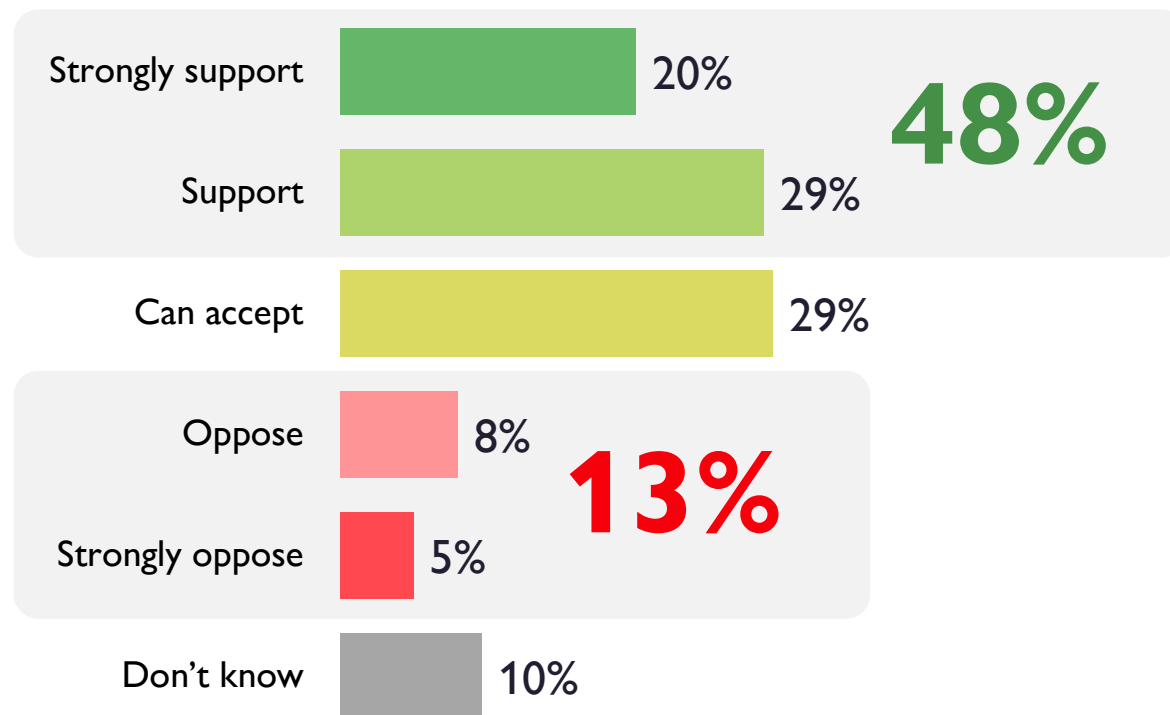
More than two in five (44%) of those who support extending the enhanced rebate want to see it extended more than 3 years.



Overall, do you support or oppose this enhanced HST rebate for all eligible buyers of newly built homes?

Half (48%) support the enhanced HST rebate for all eligible buyers of newly built homes.

The governments of Ontario and Canada have expanded the HST rebate on newly built homes. Eligible homebuyers, not just first-time homebuyers, can now receive a rebate of up to \$130,000 on homes valued up to \$1.5 million provided they meet the program's eligibility requirements. Homes above \$1.5 million receive a partial rebate.

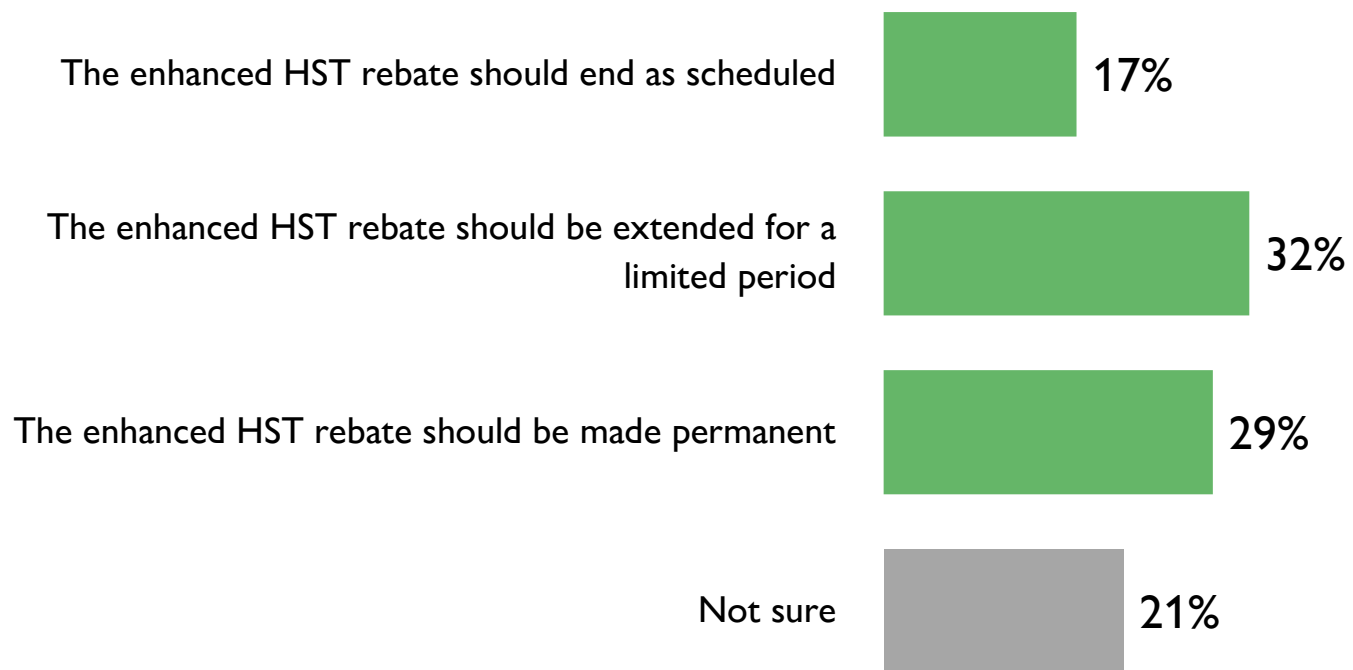


Base: All respondents (n=4,050)



The Ontario government's enhanced HST rebate on eligible newly built homes is currently scheduled to end on March 31, 2027. In your view, what should happen after that date?

Most Ontarians want the enhanced HST rebate to continue beyond 2027: 61% support extending it, including 29% who want it made permanent



Base: All respondents (n=4,050)



Policy Solutions



KEY FINDINGS

POLICY SOLUTIONS

Housing affordability issues strongly shape how many Ontarians view their municipal government. Nearly half (48%) say these issues strongly (great deal, quite a bit) influence their view, while more than one-quarter (27%) say they somewhat influence their view. Ontarians aged 18-44 (58%-61%), renters (56%), non-owners (58%), and aspiring homeowners (63%) are more likely to say housing affordability issues strongly influence their overall view, while Eastern Ontario (41%) and York (39%) residents are less likely to say the same.

Most Ontarians want housing affordability to be a top campaign issue, but much fewer think their municipal government is delivering on it. Seven in ten Ontarians (71%) agree municipal election candidates should make housing affordability a top campaign issue, while only 31% agree their municipal government is committed to addressing it and 23% agree it is doing enough to improve affordability.

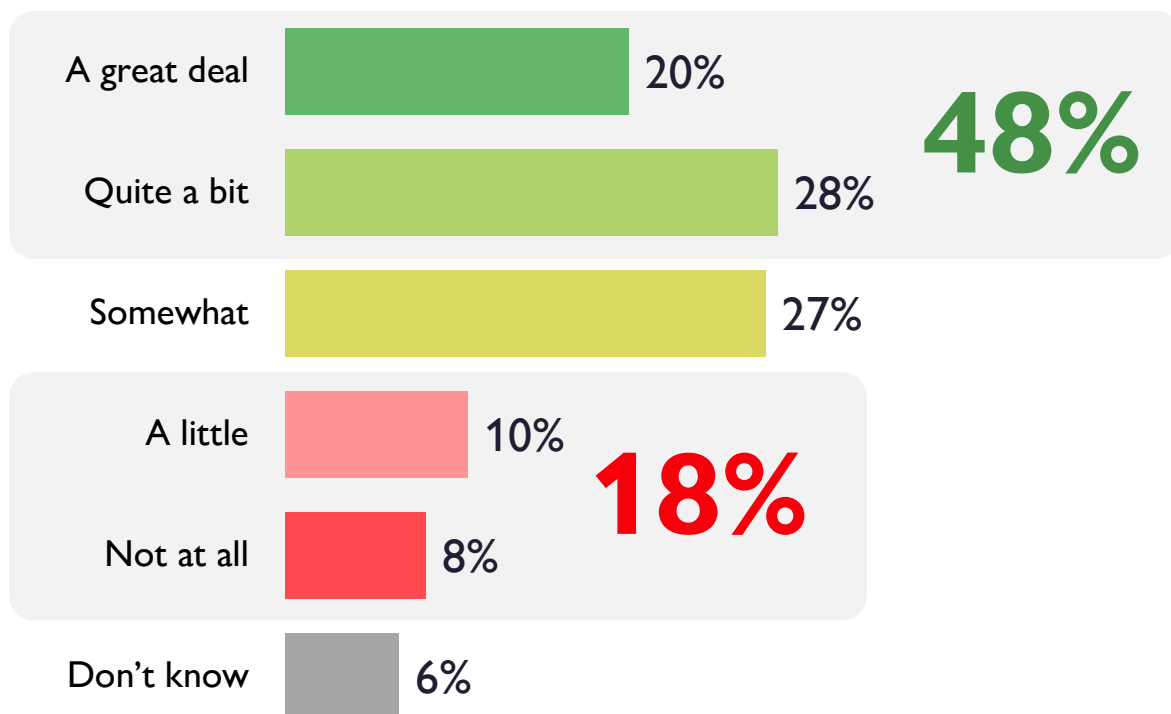
Those aged 18-44 (75%), those with household incomes of less than \$50K/year (74%), renters (79%), non-owners (77%), aspiring homeowners (81%), Ontario Liberal Party voters (78%), Ontario NDP voters (76%), and Hamilton residents (80%) are more likely to agree candidates should make housing affordability a top issue.

Ontarians are divided on which level of government should lead on housing affordability, with no single level commanding majority support. One third think all levels should take the lead equally (33%), followed by the provincial government (31%). Durham residents (39%) are more likely to say the provincial government should take the lead.



How much do housing affordability issues influence your overall view of your municipal government today?

Nearly half (48%) say that housing affordability issues strongly influence their overall view of their municipal government today.

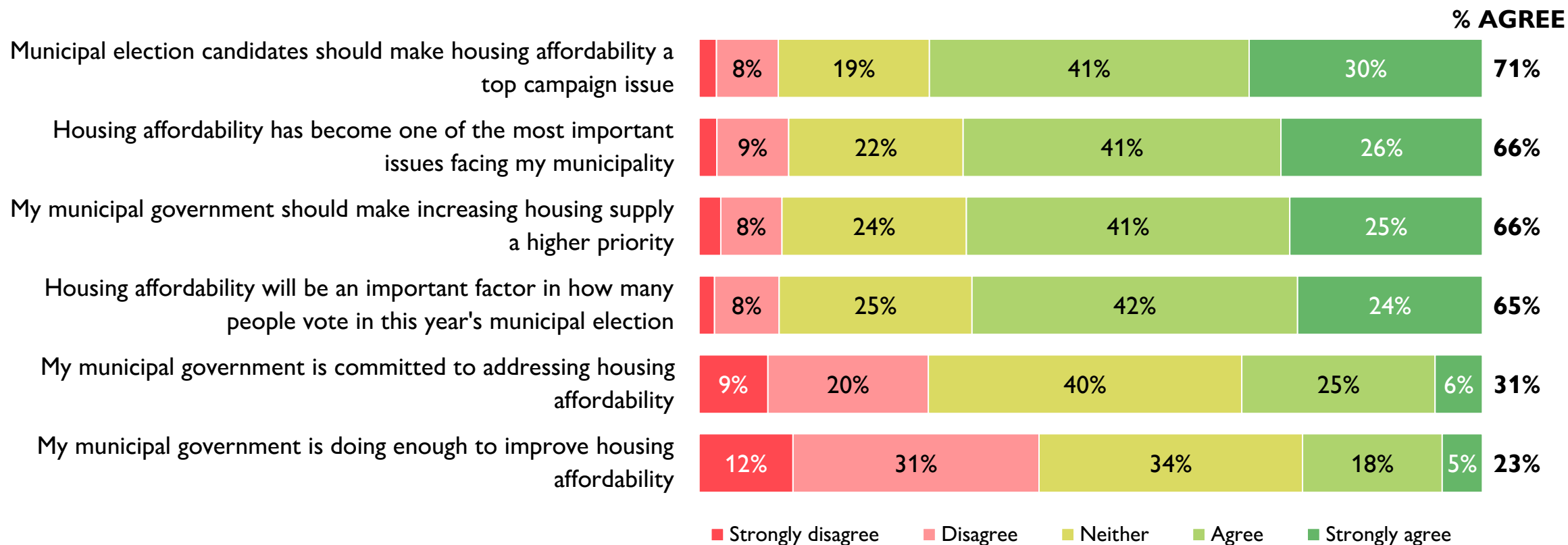


Base: All respondents (n=4,050)



To what extent do you agree or disagree with the following statements?

Housing affordability is set to shape the municipal election: 71% want candidates to make it a top issue and 65% say it will influence voting, yet just 23% believe their municipality is doing enough



Base: All respondents (n=4,050)



To what extent do you agree or disagree with the following statements?

ATTITUDES TOWARD MUNICIPAL HOUSING AFFORDABILITY

% AGREE	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Municipal election candidates should make housing affordability a top campaign issue	71%	70%	74%	72%	75%	80%	70%	61%	70%	63%	69%	75%	68%
Housing affordability has become one of the most important issues facing my municipality	66%	68%	70%	71%	68%	70%	67%	61%	61%	65%	60%	69%	62%
My municipal government should make increasing housing supply a higher priority	66%	64%	71%	63%	64%	76%	66%	55%	63%	63%	64%	70%	71%
Housing affordability will be an important factor in how many people vote in this year's municipal election	65%	67%	70%	66%	68%	68%	66%	60%	62%	61%	61%	67%	61%
My municipal government is committed to addressing housing affordability	31%	38%	36%	33%	31%	25%	24%	33%	25%	36%	21%	30%	25%
My municipal government is doing enough to improve housing affordability	23%	25%	26%	25%	24%	20%	22%	26%	20%	27%	14%	23%	19%

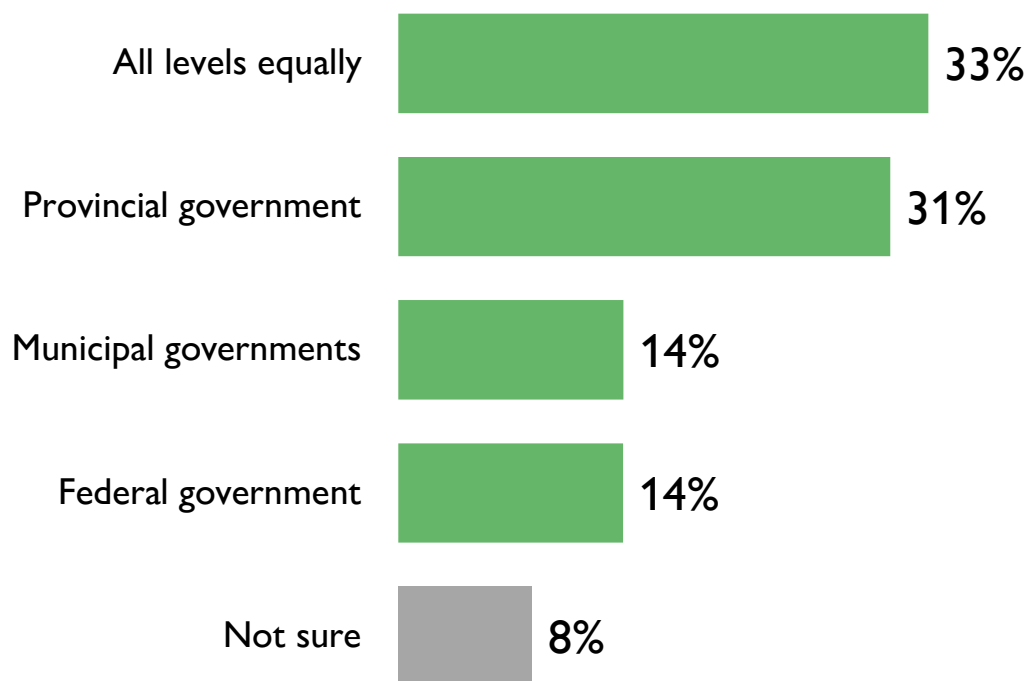
Base: All respondents (n=4,050)





Looking ahead, which government level should take the lead in addressing housing affordability in Ontario?

Opinions are split on whether all levels of government (33%) or the provincial government (31%) should take the lead in addressing housing availability in Ontario. Only 14% of residents think municipal governments should take the lead.



Base: All respondents (n=4,050)



Looking ahead, which government level should take the lead in addressing housing affordability in Ontario?

GOVERNMENT LEADERSHIP ON HOUSING AFFORDABILITY

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME			HOUSING			ASPIRING HOMEOWNER		COMMITTED PROV. VOTE		
		Male	Female	18-29	30-44	45-59	60+	< \$50K	\$50K-\$100K	\$100K +	Own	Rent	Non-owner	Yes	No	PCPO	OLP	ONDP
All levels equally	33%	32%	34%	30%	31%	34%	36%	35%	31%	31%	34%	33%	32%	30%	38%	32%	27%	36%
Provincial government	31%	33%	29%	25%	26%	30%	38%	28%	31%	35%	32%	30%	29%	30%	30%	34%	34%	36%
Municipal governments	14%	15%	13%	18%	16%	14%	11%	12%	17%	14%	15%	13%	15%	15%	10%	17%	18%	11%
Federal government	14%	14%	14%	17%	19%	14%	8%	14%	16%	13%	12%	15%	16%	18%	10%	13%	17%	13%
Not sure	8%	6%	11%	10%	8%	8%	8%	11%	6%	6%	6%	9%	8%	7%	12%	5%	4%	4%

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
All levels equally	33%	31%	27%	29%	32%	38%	40%	34%	27%	32%	33%	35%	39%
Provincial government	31%	26%	30%	30%	31%	33%	29%	32%	39%	30%	31%	33%	29%
Municipal governments	14%	18%	19%	16%	16%	12%	12%	13%	13%	16%	11%	12%	9%
Federal government	14%	16%	17%	16%	15%	12%	13%	12%	12%	14%	16%	11%	16%
Not sure	8%	10%	7%	9%	6%	5%	7%	9%	10%	7%	8%	9%	8%

Base: All respondents (n=4,050)





Municipal Housing Performance



KEY FINDINGS

MUNICIPAL HOUSING PERFORMANCE

Municipal decisions are more likely to be seen as making home ownership harder than easier. One third of Ontarians (33%) say decisions made by their municipal government over the past four years have made it more difficult to own and maintain a home, which rises to 36% among renters. Two in five (38%) say the decisions have made little difference, and 12% say they have made it easier to own and maintain a home.

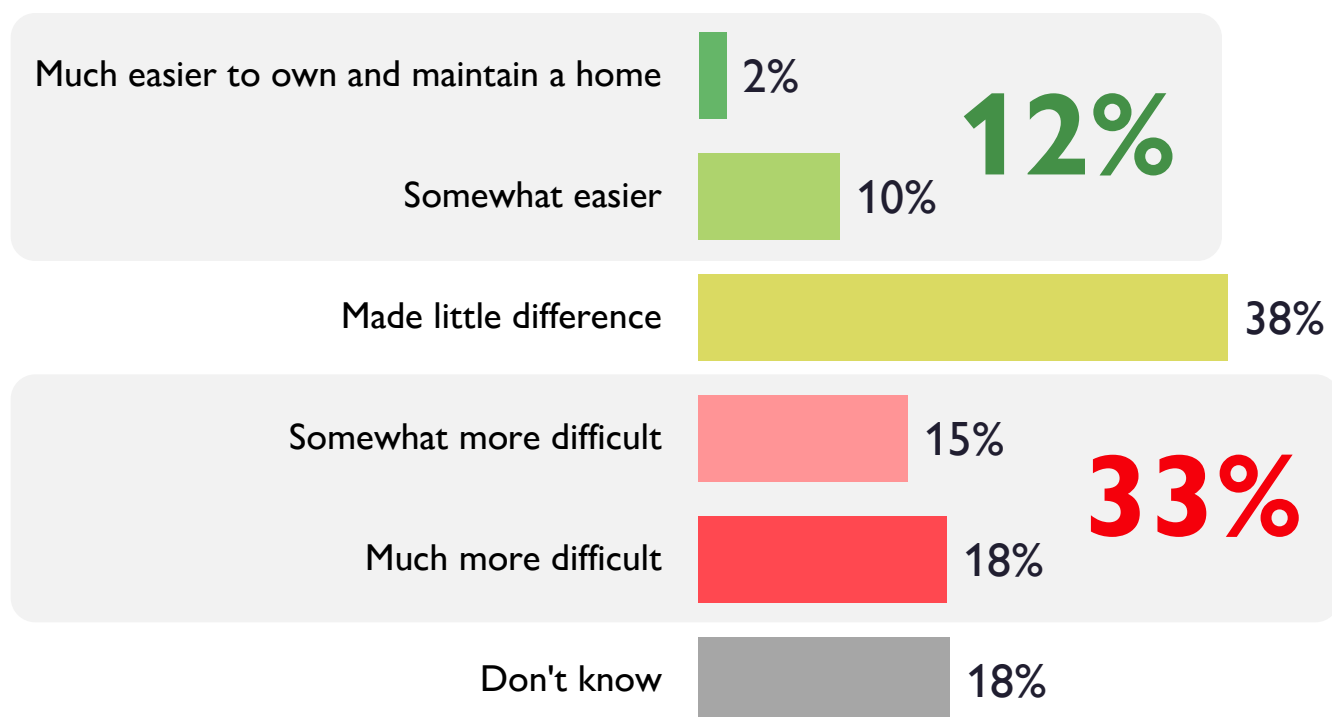
Ontarians are more positive about the delivery of core municipal services than the value they receive for their taxes. Half (49%) are satisfied with core service delivery, compared to 26% who are dissatisfied. Halton (64%), Mississauga (58%), and York (58%) residents are more likely to be satisfied with these services. However, 56% of Ontarians say property taxes are too high for the services they receive, and only 22% rate the overall value of their municipal services as good or excellent.

Views of municipal leadership lean negative, with a broad appetite for change. More Ontarians disapprove (35%) than approve (24%) of the job their municipal council has done over the past four years, while 31% are neutral. At the same time, 68% say their municipality needs change, although more are unsure whether the alternatives would be better (40%) than looking for new leadership (28%). While York (26%) residents are more likely to say their municipality is generally on the right track, Hamilton (41%) and Northern Ontario (40%) residents are more likely to be looking for new leadership.



Thinking about the decisions made by your municipal government over the past four years, have they made it...

One third (33%) say that decisions made by their municipal government over the past four years have made it more difficult to own and maintain a home, while nearly two in five (38%) say they have made little difference.



Base: All respondents (n=4,050)



Thinking about the decisions made by your municipal government over the past four years, have they made it...

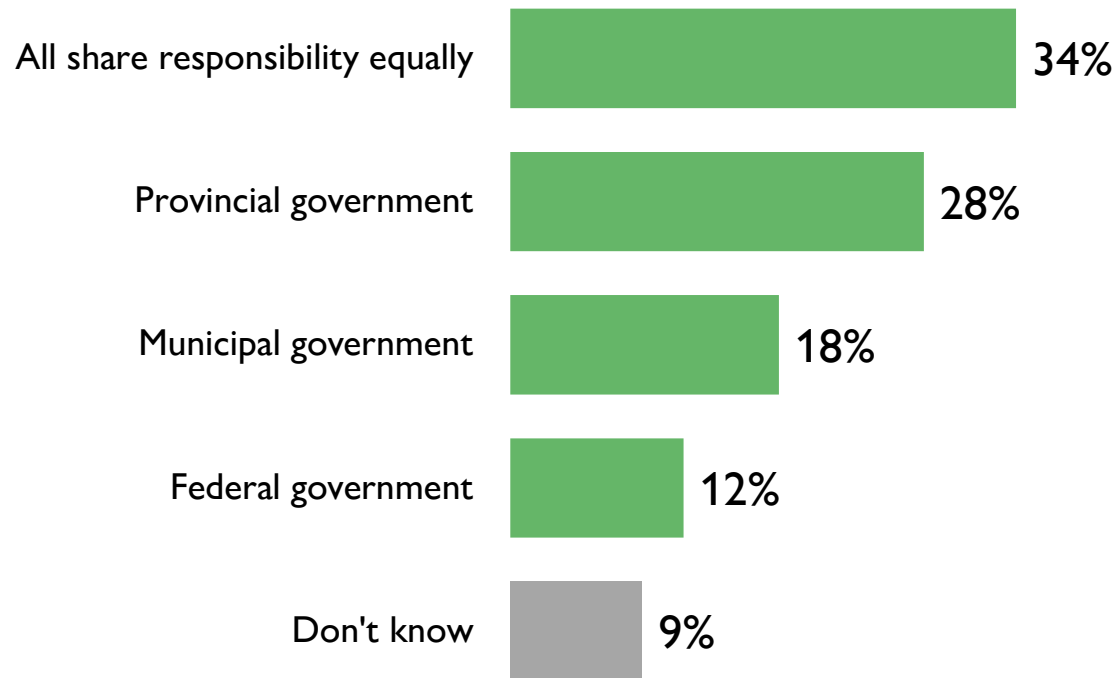
MUNICIPAL IMPACT ON HOMEOWNERSHIP

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] EASIER	12%	14%	18%	16%	11%	9%	11%	15%	9%	13%	6%	12%	9%
Much easier to own and maintain a home	2%	3%	5%	2%	1%	3%	3%	1%	1%	2%	1%	2%	2%
Somewhat easier	10%	12%	14%	14%	10%	6%	7%	14%	8%	11%	5%	10%	7%
Made little difference	38%	40%	36%	37%	43%	38%	32%	40%	36%	36%	35%	37%	40%
Somewhat more difficult	15%	13%	16%	16%	15%	18%	13%	12%	14%	17%	18%	15%	15%
Much more difficult	18%	17%	16%	16%	19%	21%	23%	11%	19%	14%	15%	20%	20%
[NET] MORE DIFFICULT	33%	30%	32%	33%	33%	39%	37%	24%	33%	31%	34%	35%	35%
Don't know	18%	16%	13%	15%	13%	14%	21%	22%	23%	20%	25%	17%	16%

Base: All respondents (n=4,050)

Which level of government do you believe has the greatest responsibility for improving housing affordability in your community?

Housing affordability is seen as a shared responsibility, with 34% saying all levels of government are equally responsible and 28% placing the greatest responsibility on the province



Base: All respondents (n=4,050)

 Which level of government do you believe has the greatest responsibility for improving housing affordability in your community?

RESPONSIBILITY FOR HOUSING AFFORDABILITY

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME			HOUSING			ASPIRING HOMEOWNER		COMMITTED PROV. VOTE		
		Male	Female	18-29	30-44	45-59	60+	< \$50K	\$50K-\$100K	\$100K +	Own	Rent	Non-owner	Yes	No	PCPO	OLP	ONDP
All share responsibility equally	34%	33%	35%	28%	33%	36%	36%	37%	33%	31%	34%	35%	31%	31%	40%	32%	27%	38%
Provincial government	28%	29%	26%	25%	26%	28%	31%	24%	29%	32%	28%	29%	26%	29%	26%	30%	35%	32%
Municipal government	18%	19%	17%	20%	16%	18%	19%	18%	19%	19%	20%	15%	19%	18%	13%	21%	20%	19%
Federal government	12%	12%	12%	15%	16%	11%	7%	11%	12%	12%	11%	11%	16%	15%	8%	12%	13%	7%
Don't know	9%	7%	11%	13%	9%	8%	7%	11%	6%	6%	7%	10%	9%	8%	13%	4%	5%	4%

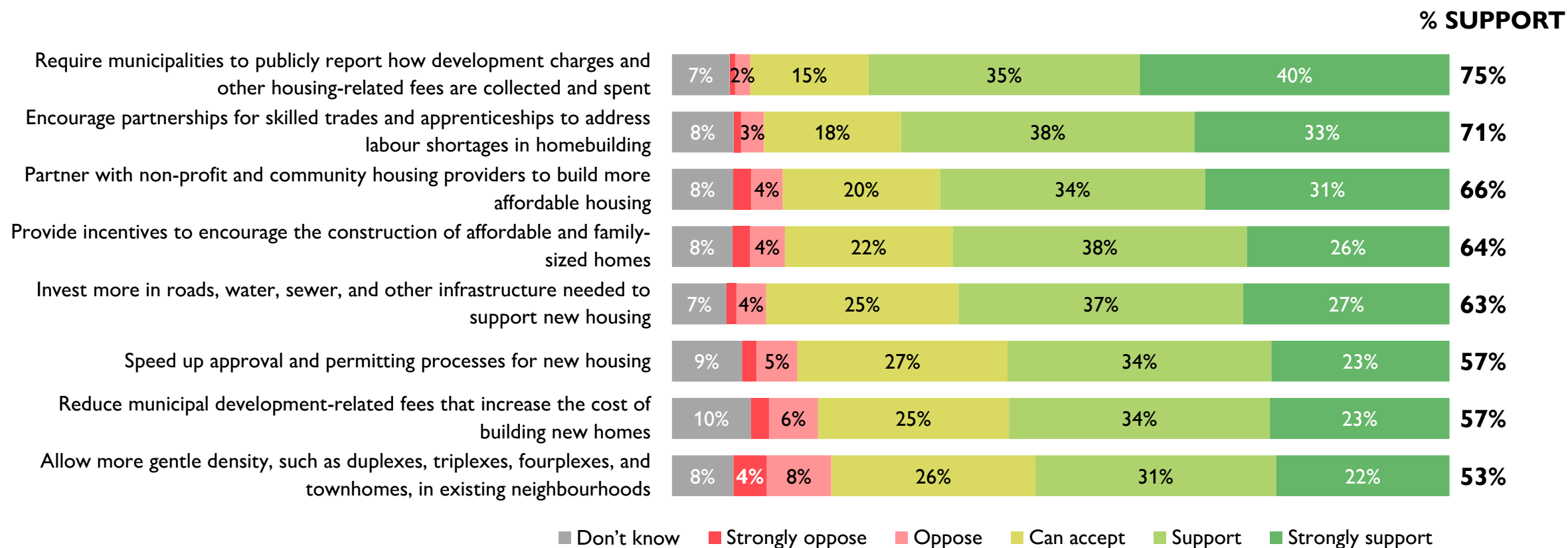
	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
All share responsibility equally	34%	36%	31%	28%	36%	39%	38%	33%	27%	36%	33%	32%	40%
Provincial government	28%	23%	30%	29%	31%	29%	27%	30%	37%	26%	28%	26%	25%
Municipal government	18%	20%	21%	17%	16%	13%	17%	14%	15%	18%	18%	21%	14%
Federal government	12%	12%	9%	15%	12%	12%	9%	12%	12%	13%	13%	11%	10%
Don't know	9%	9%	8%	11%	4%	7%	8%	11%	10%	7%	8%	10%	10%

Base: All respondents (n=4,050)



Thinking about ways to improve housing affordability and increase the supply of housing in your municipality, would you support or oppose each of the following measures?

Broad support exists for action across the housing system: 75% back greater transparency on development charges, 71% support skilled-trades partnerships, and 66% favour more non-profit and community housing



Base: All respondents (n=4,050)



Thinking about ways to improve housing affordability and increase the supply of housing in your municipality, would you support or oppose each of the following measures?

SUPPORT FOR HOUSING AFFORDABILITY MEASURES

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Require municipalities to publicly report how development charges and other housing-related fees are collected and spent	75%	69%	78%	70%	79%	78%	80%	71%	82%	75%	77%	76%	73%
Encourage partnerships for skilled trades and apprenticeships to address labour shortages in homebuilding	71%	66%	71%	64%	75%	77%	76%	67%	73%	70%	71%	72%	74%
Partner with non-profit and community housing providers to build more affordable housing	66%	62%	66%	59%	71%	76%	70%	53%	65%	67%	69%	67%	73%
Provide incentives to encourage the construction of affordable and family-sized homes	64%	61%	65%	63%	65%	67%	69%	53%	65%	64%	65%	65%	69%

Base: All respondents (n=4,050)





Thinking about ways to improve housing affordability and increase the supply of housing in your municipality, would you support or oppose each of the following measures?

SUPPORT FOR HOUSING AFFORDABILITY MEASURES

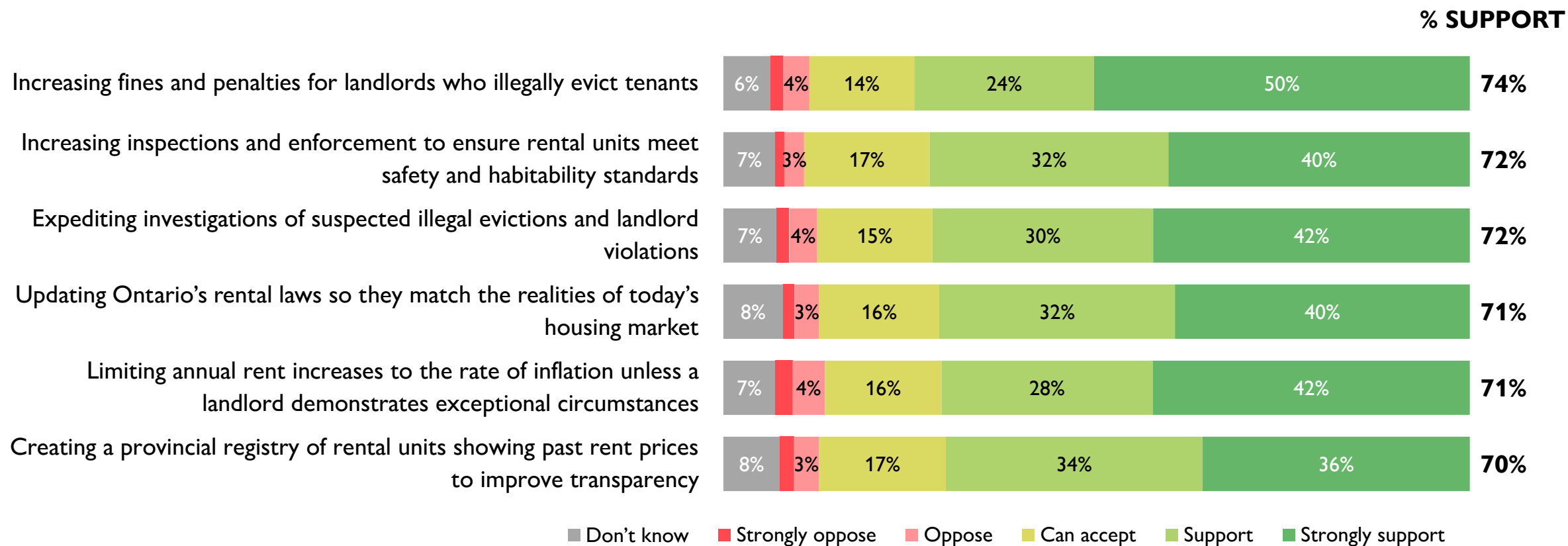
	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Invest more in roads, water, sewer, and other infrastructure needed to support new housing	63%	59%	66%	60%	67%	65%	69%	62%	65%	67%	61%	62%	68%
Speed up approval and permitting processes for new housing	57%	53%	64%	50%	54%	62%	60%	51%	60%	58%	55%	59%	64%
Reduce municipal development-related fees that increase the cost of building new homes	57%	55%	60%	57%	59%	62%	61%	56%	56%	51%	58%	56%	62%
Allow more gentle density, such as duplexes, triplexes, fourplexes, and townhomes, in existing neighbourhoods	53%	55%	56%	49%	55%	58%	57%	45%	52%	53%	44%	55%	62%

Base: All respondents (n=4,050)



Now, to help improve affordability and stability for renters in Ontario, would you support or oppose the provincial government doing the following?

There is broad consensus for stronger renter protections: 74% support tougher penalties for illegal evictions, 72% back greater inspections and faster investigations, and 71% support both updated rental laws and limits on rent increases



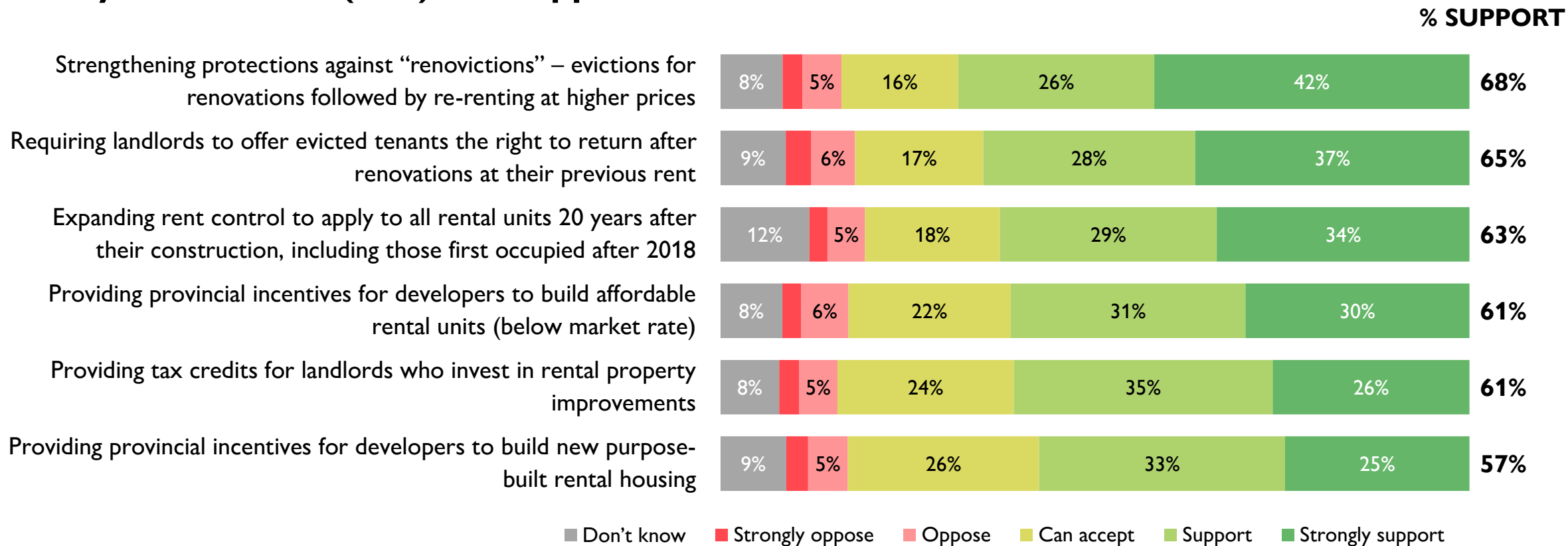
Base: All respondents (n=4,050)





Now, to help improve affordability and stability for renters in Ontario, would you support or oppose the provincial government doing the following?

Across all measures, Ontarians are least supportive of the provincial government providing provincial incentives for developers to build new purpose-built rental housing, though nearly three in five (57%) still support this measure.



Base: All respondents (n=4,050)



Now, to help improve affordability and stability for renters in Ontario, would you support or oppose the provincial government doing the following?

SUPPORT FOR RENTAL HOUSING MEASURES

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Increasing fines and penalties for landlords who illegally evict tenants	74%	71%	72%	71%	77%	79%	77%	66%	78%	73%	76%	78%	75%
Increasing inspections and enforcement to ensure rental units meet safety and habitability standards	72%	70%	73%	69%	70%	79%	78%	67%	79%	73%	72%	72%	73%
Expediting investigations of suspected illegal evictions and landlord violations	72%	69%	71%	64%	74%	78%	76%	67%	77%	75%	74%	73%	72%
Updating Ontario's rental laws so they match the realities of today's housing market	71%	66%	75%	68%	71%	78%	79%	68%	74%	69%	76%	70%	74%
Limiting annual rent increases to the rate of inflation unless a landlord demonstrates exceptional circumstances	71%	69%	68%	68%	69%	76%	72%	63%	75%	69%	74%	73%	74%
Creating a provincial registry of rental units showing past rent prices to improve transparency	70%	68%	72%	65%	69%	75%	74%	65%	74%	68%	71%	71%	74%

Base: All respondents (n=4,050)





Now, to help improve affordability and stability for renters in Ontario, would you support or oppose the provincial government doing the following?

SUPPORT FOR RENTAL HOUSING MEASURES

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Strengthening protections against “renovictions” – evictions for renovations followed by re-renting at higher prices	68%	63%	69%	62%	63%	80%	73%	60%	73%	71%	70%	71%	69%
Requiring landlords to offer evicted tenants the right to return after renovations at their previous rent	65%	64%	64%	60%	62%	69%	70%	51%	66%	63%	65%	70%	62%
Expanding rent control to apply to all rental units 20 years after their construction, including those first occupied after 2018	63%	60%	55%	58%	55%	73%	66%	59%	64%	63%	67%	66%	63%
Providing provincial incentives for developers to build affordable rental units (below market rate)	61%	58%	63%	59%	60%	71%	63%	53%	62%	56%	63%	65%	66%
Providing tax credits for landlords who invest in rental property improvements	61%	58%	62%	61%	59%	60%	65%	62%	58%	61%	64%	62%	61%
Providing provincial incentives for developers to build new purpose-built rental housing	57%	56%	59%	57%	58%	65%	61%	52%	59%	52%	59%	58%	61%

Base: All respondents (n=4,050)





Municipal Election



KEY FINDINGS

MUNICIPAL ELECTION

Housing affordability is the leading issue heading into the municipal election. Half of Ontarians (51%) select it as one of the three issues most important to their vote, well ahead of healthcare access and property taxes (36% each). The same proportion (51%) say affordability would be either the deciding issue or one of their top issues when voting. These views are particularly strong among Ontarians aged 18-44, renters, non-owners, and aspiring homeowners.

Brampton/Caledon residents (59%) are more likely to say housing affordability would be one of the three most important issues in their next municipal election.

Municipal council candidates may gain more traction from commitments around affordability and accountability. Keeping future property tax increases low has the broadest potential to increase support (71%), followed by greater transparency around development charge revenue (66%), using unspent DC surpluses to reduce property taxes (63%), and prioritizing core infrastructure (62%). In comparison, around half say commitments to reduce red tape that delays construction (53%), allowing more variety in housing types (53%), or speed up new housing approvals (50%), would make them more likely to vote for a candidate.

The commitments more likely to impact votes vary based on homeownership status. Owners are more likely than renters to indicate they would be more likely to vote for a candidate who committed to keeping property tax increases low (77% vs. 66%), publishing detailed development charge revenue reports (69% vs. 63%), using unspent DC surpluses to reduce property taxes (69% vs. 58%), and prioritizing core infrastructure (68% vs. 57%).

In contrast, renters are more likely than owners to vote for a candidate who commits to allowing a greater variety of housing types in established neighbourhoods (61% vs. 47%) and speeding up new housing approvals (56% vs. 46%).

KEY FINDINGS

MUNICIPAL ELECTION

Assessments of municipal government performance leave considerable room for improvement. One third (34%) rate their municipal government's performance over the past four years as poor or very poor, compared with 37% who describe it as fair and 21% who rate it good or excellent.

Owners (25%) are more likely than renters (19%) to rate their municipal government's performance as good or excellent. Regionally, York residents (28%) are more likely to rate their municipal government's performance as good or excellent.

Incumbents face more appetite for change than desire for re-election, though much of the electorate remains open. Nearly twice as many Ontarians are inclined to vote for someone else for mayor (31%) as to re-elect the incumbent (17%), but 25% say it depends on who runs and 20% are undecided. The pattern is similar for ward councillors, though less stark: 23% of Ontarians lean toward a different ward councillor vs. 15% toward the incumbent, while just over one quarter say it depends on the candidates (27%) or they have not decided (24%).

Toronto (24%), York (23%), and Ottawa (23%) residents are more likely to say they are inclined to re-elect their mayors.

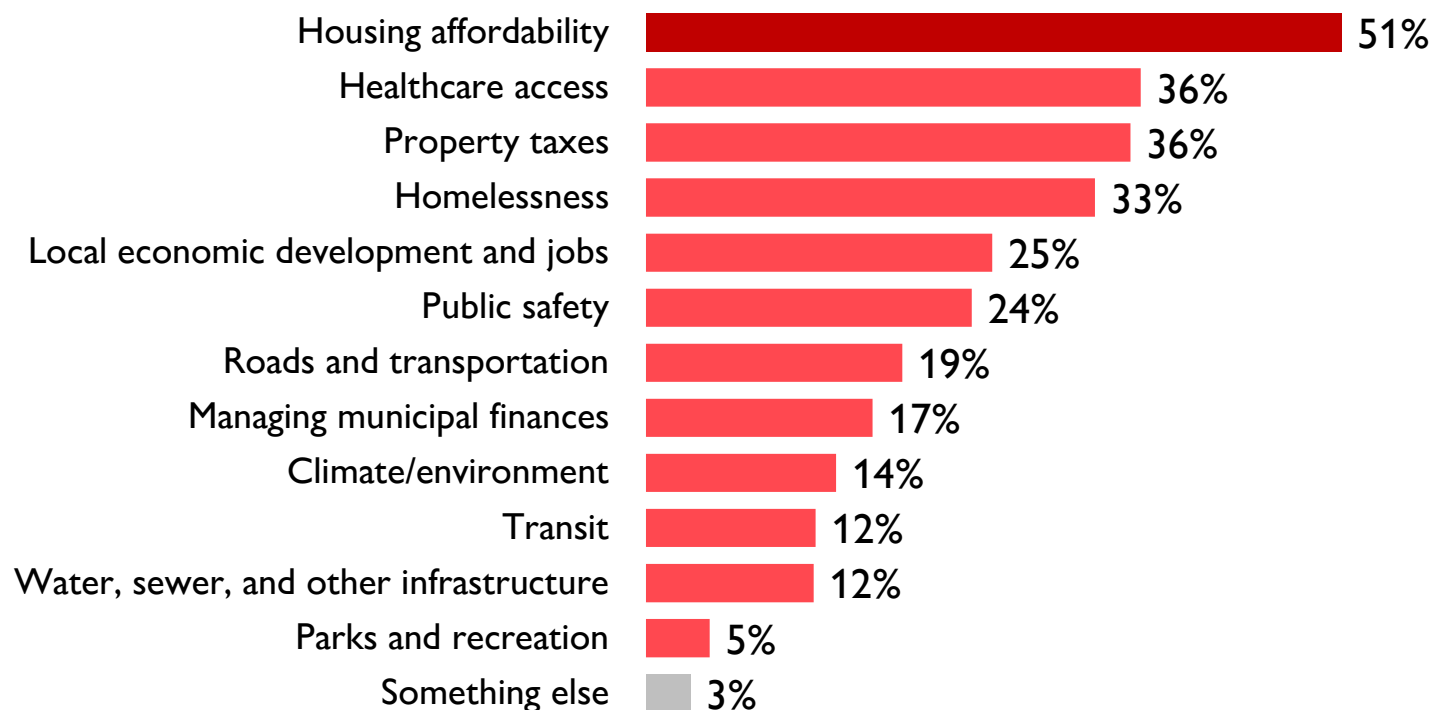
While Ottawa residents (20%) are more likely to be inclined to re-elect their current ward councillor, while Northern Ontarians (31%) are more likely to be inclined to vote for someone else.

Halton residents are more likely to say they haven't decided who they are inclined to vote for as their mayor (26%) or ward councillor (32%).



Which THREE of the following issues will be most important in deciding how you vote in your municipal election this October? *Select up to 3.*

Housing affordability leads the municipal agenda (51%), with property taxes (36%) and homelessness (33%) also among voters' top concerns.



Base: All respondents (n=4,050)



Which THREE of the following issues will be most important in deciding how you vote in your municipal election this October? *Select up to 3.*

TOP MUNICIPAL ELECTION ISSUES

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME			HOUSING			ASPIRING HOMEOWNER		COMMITTED PROV. VOTE		
		Male	Female	18-29	30-44	45-59	60+	< \$50K	\$50K-\$100K	\$100K +	Own	Rent	Non-owner	Yes	No	PCPO	OLP	ONDP
Housing affordability	51%	47%	55%	62%	60%	52%	36%	59%	53%	41%	33%	69%	64%	71%	60%	41%	52%	54%
Healthcare access	36%	31%	42%	32%	32%	35%	44%	40%	33%	35%	39%	35%	31%	32%	37%	34%	38%	39%
Property taxes	36%	40%	32%	25%	32%	37%	43%	27%	39%	41%	52%	16%	32%	25%	13%	49%	33%	26%
Homelessness	33%	29%	37%	35%	38%	35%	26%	43%	31%	25%	22%	48%	31%	40%	49%	24%	34%	42%
Local economic development and jobs	25%	26%	25%	27%	26%	27%	22%	23%	26%	28%	23%	28%	27%	29%	22%	28%	24%	22%
Public safety	24%	23%	24%	21%	27%	24%	23%	22%	23%	27%	25%	24%	21%	23%	24%	31%	22%	20%
Roads and transportation	19%	22%	16%	14%	15%	20%	24%	14%	20%	22%	24%	13%	16%	13%	16%	22%	18%	17%
Managing municipal finances	17%	21%	12%	12%	13%	15%	24%	12%	16%	22%	22%	11%	14%	11%	13%	21%	16%	15%
Climate/environment	14%	12%	16%	21%	12%	11%	14%	13%	14%	15%	14%	13%	17%	14%	14%	9%	17%	19%
Transit	12%	14%	11%	16%	14%	12%	10%	13%	11%	14%	11%	14%	16%	14%	15%	9%	15%	18%
Water, sewer, and other infrastructure	12%	14%	11%	10%	9%	12%	17%	9%	14%	13%	16%	8%	11%	8%	10%	14%	11%	11%
Parks and recreation	5%	5%	4%	7%	6%	4%	3%	4%	5%	6%	5%	4%	5%	5%	3%	5%	5%	5%
Something else	3%	3%	4%	2%	2%	4%	4%	5%	2%	2%	3%	3%	3%	2%	4%	2%	2%	3%

Base: All respondents (n=4,050)





Which THREE of the following issues will be most important in deciding how you vote in your municipal election this October? *Select up to 3.*

TOP MUNICIPAL ELECTION ISSUES

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Housing affordability	51%	48%	53%	51%	48%	59%	53%	45%	50%	46%	52%	55%	49%
Healthcare access	36%	33%	33%	36%	34%	36%	45%	35%	35%	33%	40%	39%	33%
Property taxes	36%	34%	46%	44%	43%	30%	32%	37%	43%	29%	39%	32%	28%
Homelessness	33%	28%	24%	28%	25%	46%	38%	16%	36%	26%	38%	41%	43%
Local economic development and jobs	25%	26%	25%	28%	34%	18%	19%	29%	28%	22%	21%	26%	26%
Public safety	24%	28%	29%	27%	17%	28%	23%	34%	26%	19%	21%	19%	22%
Roads and transportation	19%	18%	18%	15%	20%	20%	13%	20%	18%	26%	18%	17%	24%
Managing municipal finances	17%	14%	20%	17%	22%	15%	12%	17%	20%	15%	15%	18%	18%
Climate/environment	14%	17%	14%	9%	13%	11%	13%	16%	9%	17%	12%	15%	12%
Transit	12%	21%	9%	10%	11%	7%	11%	13%	8%	30%	9%	5%	8%
Water, sewer, and other infrastructure	12%	10%	11%	14%	14%	10%	24%	11%	9%	15%	12%	12%	14%
Parks and recreation	5%	4%	5%	6%	4%	5%	4%	7%	5%	6%	6%	4%	4%
Something else	3%	4%	1%	3%	2%	5%	5%	3%	3%	3%	5%	3%	3%

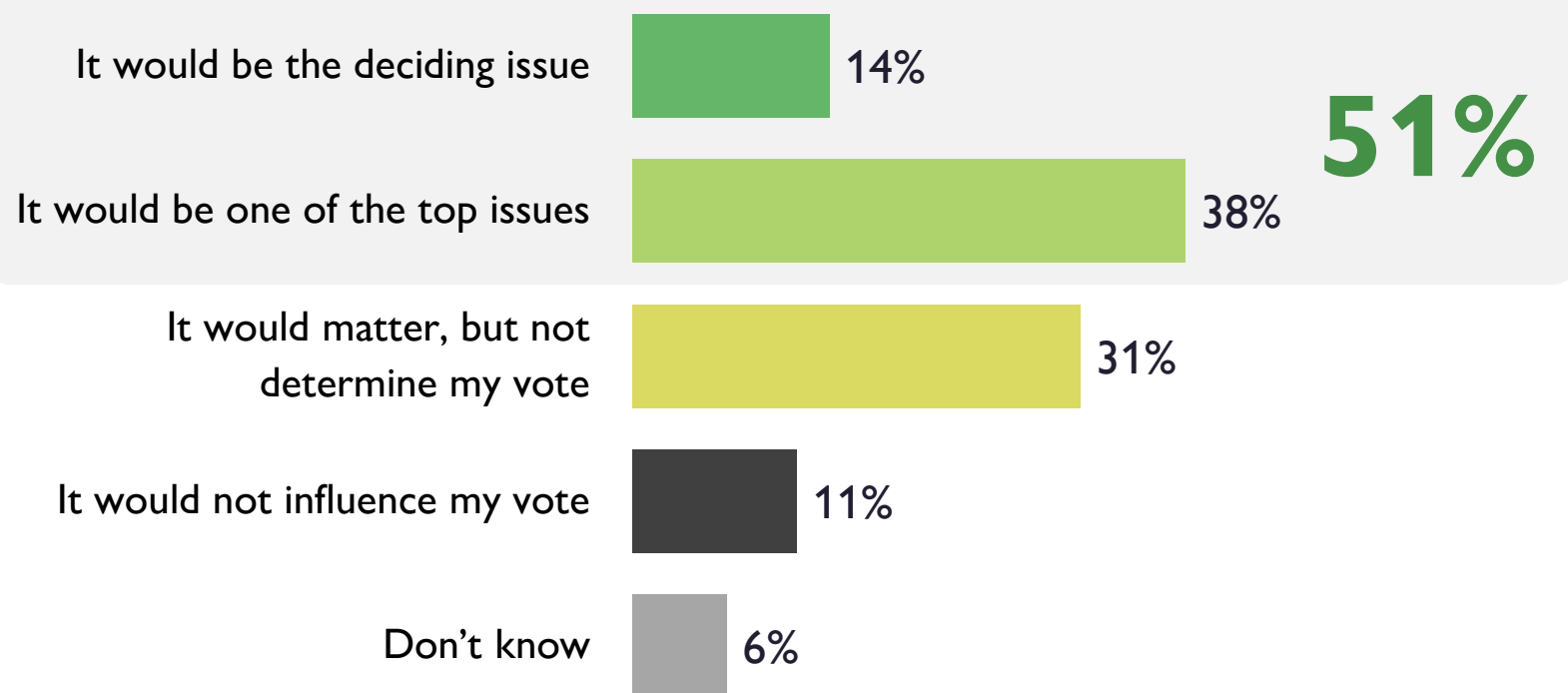
Base: All respondents (n=4,050)





If the municipal election in your community were held today, how much influence would housing affordability have on your vote?

Half (51%) say that housing affordability would have a significant influence on their vote if a municipal election were held in their community today. One in ten (11%) say it would not influence their vote.



Base: All respondents (n=4,050)

 If the municipal election in your community were held today, how much influence would housing affordability have on your vote?

HOUSING AFFORDABILITY & VOTING

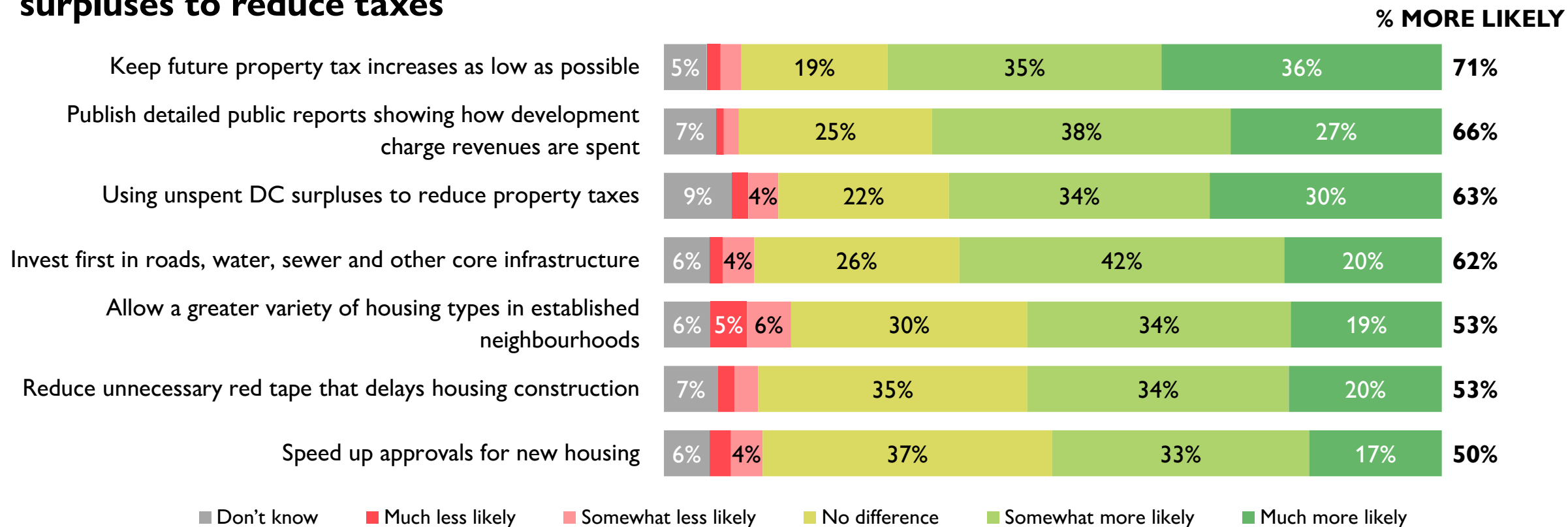
	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] DECIDING + ONE OF THE TOP ISSUES	51%	50%	57%	59%	54%	58%	52%	43%	49%	46%	49%	52%	53%
It would be the deciding issue	14%	14%	17%	15%	13%	18%	16%	7%	14%	13%	12%	12%	14%
It would be one of the top issues	38%	36%	40%	44%	41%	40%	36%	36%	35%	33%	37%	40%	40%
It would matter, but not determine my vote	31%	32%	29%	23%	31%	32%	29%	35%	30%	33%	32%	31%	26%
It would not influence my vote	11%	11%	9%	8%	12%	6%	11%	14%	14%	15%	12%	11%	11%
Don't know	6%	7%	6%	9%	3%	3%	8%	8%	6%	6%	6%	6%	9%

Base: All respondents (n=4,050)



If a candidate for municipal council made each of the following commitments, would it make you more likely or less likely to vote for them?

Municipal voters reward commitments that ease household costs and demand greater accountability, with 71% more likely to support candidates promising to limit property tax increases, 66% backing transparency on development charges and 63% favouring the use of surpluses to reduce taxes



Base: All respondents (n=4,050)



If a candidate for municipal council made each of the following commitments, would it make you more likely or less likely to vote for them?

IMPACT OF CANDIDATE COMMITMENTS

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
Keep future property tax increases as low as possible	71%	61%	81%	72%	80%	71%	75%	72%	72%	64%	75%	75%	72%
Publish detailed public reports showing how development charge revenues are spent	66%	59%	72%	67%	72%	68%	64%	64%	63%	66%	68%	69%	64%
Using unspent DC surpluses to reduce property taxes	63%	54%	73%	68%	73%	63%	70%	63%	64%	58%	69%	63%	65%
Invest first in roads, water, sewer and other core infrastructure	62%	57%	65%	56%	69%	64%	70%	66%	61%	65%	59%	63%	64%
Allow a greater variety of housing types in established neighbourhoods	53%	54%	59%	52%	56%	61%	53%	46%	47%	50%	49%	56%	58%
Reduce unnecessary red tape that delays housing construction	53%	51%	59%	57%	55%	54%	49%	45%	51%	58%	53%	56%	51%
Speed up approvals for new housing	50%	48%	56%	50%	49%	54%	52%	39%	47%	51%	49%	53%	51%

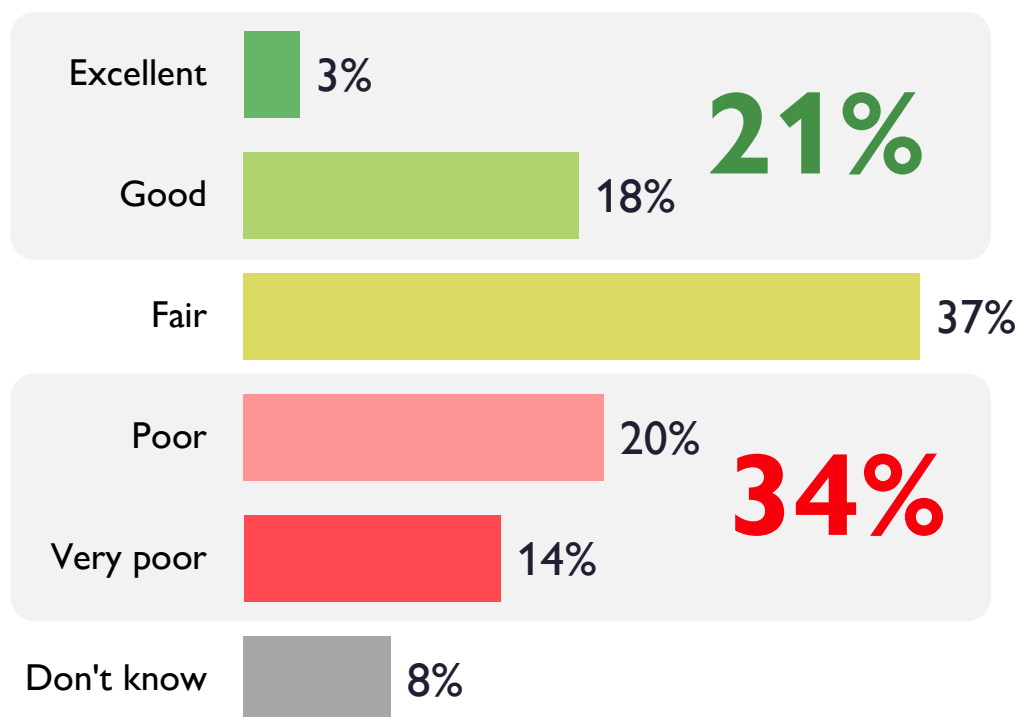
Base: All respondents (n=4,050)





Overall, how would you rate the job your municipal government has done over the past four years?

Ontarians give their municipal governments a weak performance rating, with 34% saying they have done a poor job over the past four years compared with just 21% who say they have done a good job



Base: All respondents (n=4,050)



Overall, how would you rate the job your municipal government has done over the past four years?

MUNICIPAL GOVERNMENT PERFORMANCE

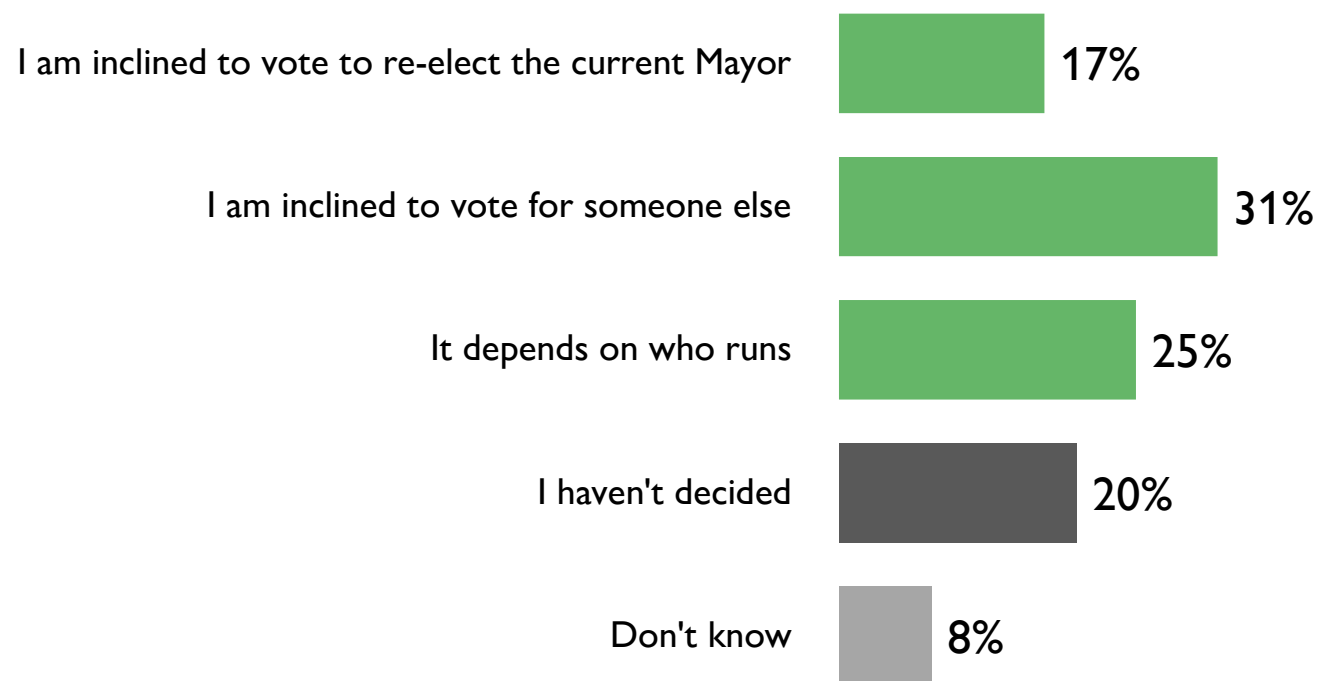
	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
[NET] EXCELLENT + GOOD	21%	23%	24%	23%	24%	18%	20%	28%	21%	24%	17%	21%	11%
Excellent	3%	5%	4%	3%	4%	3%	4%	4%	2%	3%	2%	2%	2%
Good	18%	18%	19%	19%	20%	15%	16%	24%	19%	20%	15%	19%	9%
Fair	37%	37%	45%	37%	42%	31%	32%	41%	38%	34%	36%	36%	35%
Poor	20%	16%	17%	19%	19%	23%	19%	12%	20%	23%	23%	22%	24%
Very poor	14%	18%	9%	13%	9%	23%	19%	9%	8%	11%	13%	13%	24%
[NET] VERY POOR + POOR	34%	34%	26%	32%	28%	46%	38%	20%	29%	34%	36%	35%	48%
Don't know	8%	6%	6%	8%	5%	5%	10%	11%	12%	8%	11%	8%	7%

Base: All respondents (n=4,050)



Thinking about the upcoming municipal election, which statement best reflects your current thinking about your Mayor?

Only 17% are inclined to re-elect their current Mayor, while nearly twice as many are leaning toward someone else (31%).



Base: All respondents (n=4,050)



Thinking about the upcoming municipal election, which statement best reflects your current thinking about your Mayor?

MAYORAL VOTE INTENTION

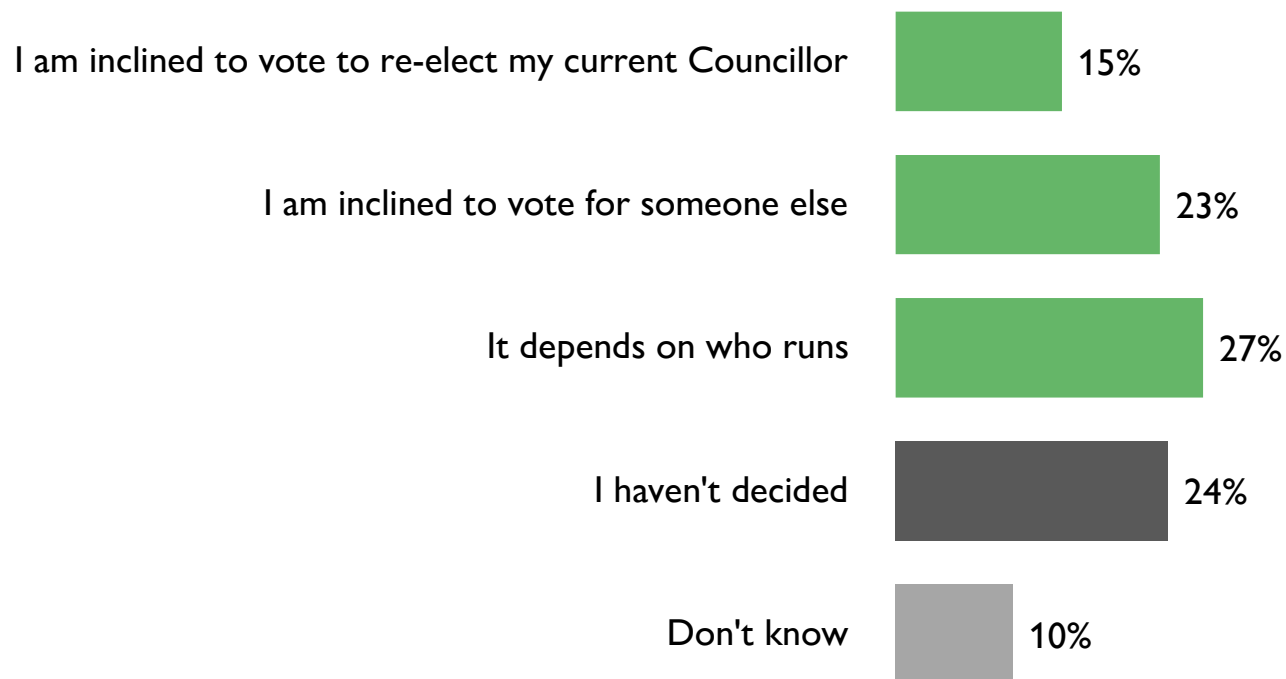
	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
I am inclined to vote to re-elect the current Mayor	17%	24%	18%	20%	22%	10%	18%	23%	12%	23%	11%	12%	7%
I am inclined to vote for someone else	31%	31%	31%	31%	23%	46%	34%	15%	29%	30%	29%	34%	42%
It depends on who runs	25%	23%	29%	27%	23%	26%	23%	29%	30%	18%	25%	24%	23%
I haven't decided	20%	16%	18%	16%	26%	14%	17%	23%	19%	21%	24%	22%	18%
Don't know	8%	6%	5%	6%	6%	4%	9%	10%	9%	8%	10%	8%	9%

Base: All respondents (n=4,050)



Thinking about your local Ward Councillor, which statement best reflects your current thinking?

As with the mayoral race, voters are more inclined to vote for a different Ward Councillor (23%) vs. the incumbent (15%), though many haven't made up their minds.



Base: All respondents (n=4,050)



Thinking about your local Ward Councillor, which statement best reflects your current thinking?

COUNCILLOR VOTE INTENTION

	TOTAL	REGION											
		Toronto	Mississauga	Brampton + Caledon	Halton	Hamilton	Niagara	York	Durham	Ottawa	E. ON	SW/C ON	N. ON
I am inclined to vote to re-elect my current Councillor	15%	17%	15%	14%	14%	16%	16%	18%	14%	20%	9%	13%	10%
I am inclined to vote for someone else	23%	23%	21%	29%	23%	26%	27%	14%	23%	22%	24%	23%	31%
It depends on who runs	27%	26%	31%	30%	24%	30%	24%	29%	25%	24%	28%	29%	26%
I haven't decided	24%	25%	22%	19%	32%	23%	22%	26%	26%	23%	26%	25%	19%
Don't know	10%	9%	9%	8%	8%	5%	11%	13%	11%	10%	13%	11%	14%

Base: All respondents (n=4,050)





Respondent Profile



Demographics

GENDER	
Male	50%
Female	50%
Non-binary / third gender	<1%
Self describe	<1%
AGE	
18 to 29	18%
30 to 44	26%
45 to 59	25%
60 and older	31%
REGION	
Toronto	12%
GTA	53%
Eastern Ontario	17%
Southwestern Ontario	10%
North Ontario	7%
AREA	
Urban	44%
Suburban	45%
Rural	11%

MARITAL STATUS	
Married / Domestic partner	53%
Widowed / Divorced / Separated	15%
Single / Never married	32%
EDUCATION	
High school or less	24%
College or some university	33%
Bachelor's degree	31%
Post-graduate work or higher	12%
EMPLOYMENT	
Permanent full-time	41%
Self-employed	7%
Full-time contract that is renewed	2%
Provide services on freelance basis	1%
Employed part-time	8%
Student	4%
Retired	24%
Unemployed	8%
Stay at home	4%
Other	2%

INCOME	
Less than \$50K	28%
\$50K to \$100K	36%
\$100K to \$150K	20%
Over \$150K	12%
Rather not say	5%
HOUSEHOLD	
1 – Just me	19%
2 people	31%
3 people	22%
4 people	18%
5 or more people	10%
TIME IN CANADA	
I was born in Canada	75%
Living in Canada < 5 years	3%
Living in Canada 5-10 years	3%
Living in Canada 10-15 years	3%
Living in Canada 15+ years	16%

CHILDREN	
Yes	54%
No	46%
ETHNICITY	
Canadian	46%
British / Scottish / Irish / Welsh	10%
Black / African Canadian / Caribbean	8%
Asian (Chinese, Japanese, Korean, etc.)	8%
Western European	7%
South Asian (India, Pakistan, Sri Lanka, etc.)	7%
Eastern European (inc. Russia)	5%
Southeast Asian (Buma, Thailand, Vietnam, etc.)	2%
First Nation / Metis / Inuit	2%
Middle Eastern	2%
Hispanic / Latin American	1%
Other	2%

Political Attitudes

2025 FEDERAL ELECTION	
I voted	78%
I did not vote	17%
Can't remember	5%
2025 FEDERAL VOTE	
Liberal Party	53%
Conservative Party	32%
NDP	8%
Green Party	3%
People's Party of Canada	1%
Another party	1%
Prefer not to say	2%
2025 PROVINCIAL VOTE	
Ontario PC Party	32%
Ontario Liberal Party	29%
Ontario NDP	13%
Green Party of Ontario	5%
Another party	2%
Can't remember	4%
Did not vote	15%

FEDERAL VOTE INTENTION	
Liberal Party	40%
Conservative Party	26%
NDP	9%
Green Party	4%
People's Party of Canada	2%
Another party	1%
Undecided at this point	20%
PROVINCIAL VOTE INTENTION	
Doug Ford's PC Party	26%
Liberal Party	25%
Marit Stiles' NDP	15%
Mike Schreiner's Green Party	4%
Another party	3%
Undecided at this point	26%

Good decisions require good data.

Good data drives success.



CONTACT
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