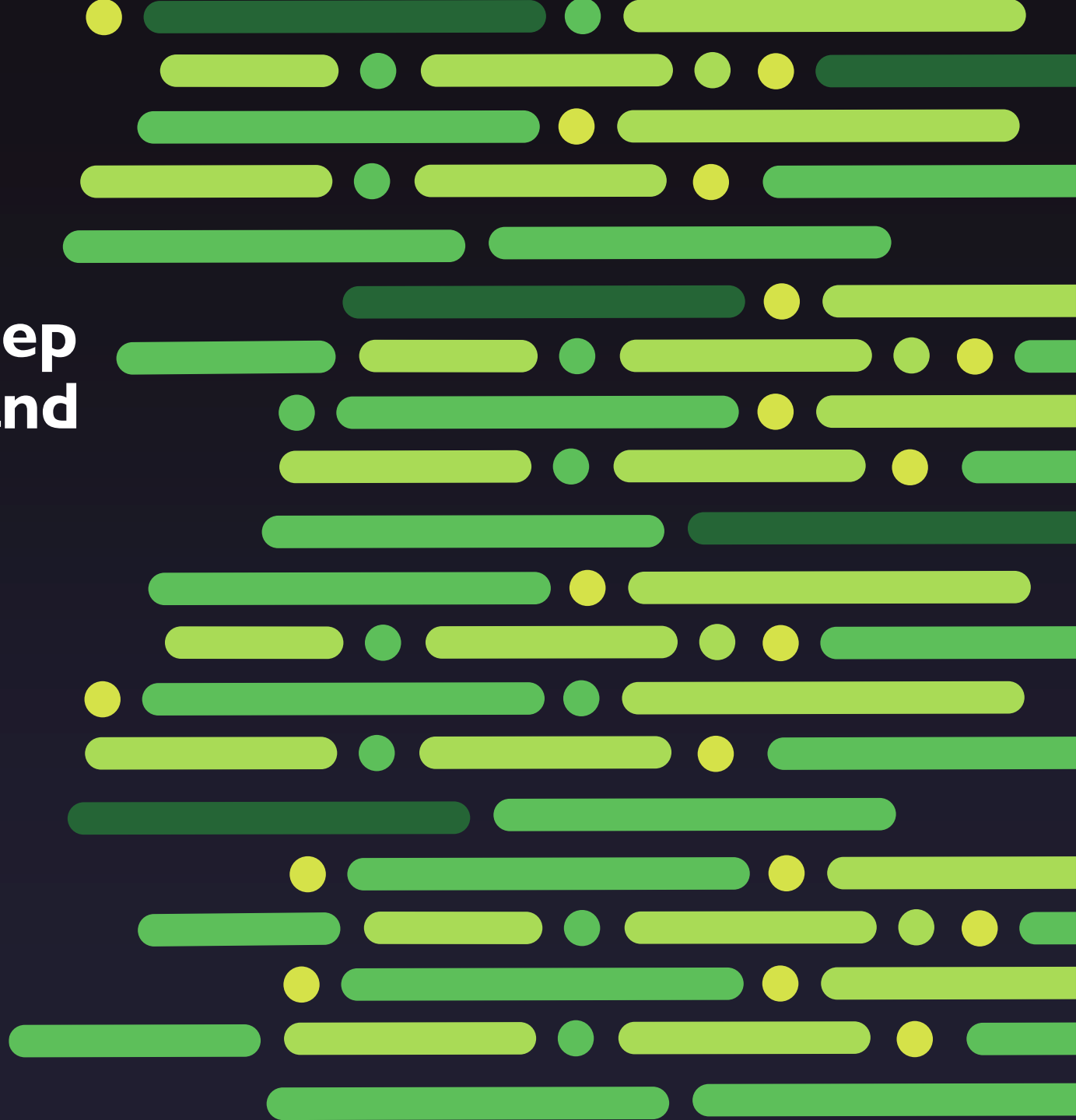


Residential Realities: A Deep Dive into Living, Politics, and Future Visions in Western Ontario

London – St. Thomas Realtors Association

FEBRUARY 2024



Methodology

- Representative survey of 1,250 adult residents living in
 - London and St. Thomas (n=500)
 - Chatham-Kent (n=250)
 - Huron-Perth (n=250)
 - Woodstock (n=250)
- Conducted from January 17 to February 12, 2024
- Survey conducted by phone and online.
- Weighted to match the populations of the region.
- Throughout the report % indicates a significantly higher proportion than the % in the same segment. Significance involving identity subgroups is used to compare the group to the total sample.
- Totals may not add up to 100 due to rounding.



KEY INSIGHTS



KEY INSIGHTS



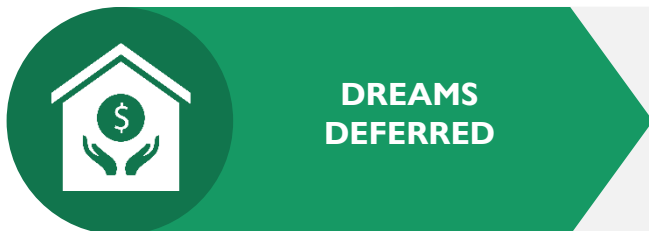
Western Ontario boasts a notably high satisfaction rate with 74% of residents reporting a positive quality of life. This sentiment is reinforced by the overwhelming majority (79%) who feel they have good access to daily activities and a substantial portion (70%) who view it as an excellent environment for raising a family. Moreover, a considerable percentage (68%) enjoy access to a healthy and active lifestyle. However, satisfaction wanes concerning future planning and community connection, with only 59% satisfied with the region's foresight and 53% feeling adequately linked to their community. This suggests a potential area for improvement in terms of fostering community engagement and long-term planning initiatives.



Although a slight majority (58%) believe the region is moving in the right direction, disparities emerge in satisfaction levels across various domains. While residents express contentment with park and recreational services (63%) and school quality (62%), concerns loom over economic stability and housing. Alarming low percentages, such as 30% satisfaction with the overall cost of living and 25% with affordable housing availability, underscore pressing challenges. The data reflect residents' prioritization of housing issues, with 48% pinpointing housing accessibility and affordability as the top concern along with the cost of living, emphasizing the urgency for targeted interventions in this realm.



The survey illuminates a complex landscape for homeowners, where concerns about mortgage affordability surface prominently. Sixty-two percent (62%) of mortgage holders express concerns about meeting their payments post-renewal, indicative of financial strain within this demographic. Meanwhile, intentions to purchase homes vary, with 30% planning to do so within the next decade, driven notably by younger age groups. However, a substantial portion (36%) claim to have found their "forever home," suggesting diverse aspirations and timelines within the housing market.



Despite aspirations for homeownership prevalent among 71% of non-homeowners, skepticism regarding attainability permeates the population. A notable 53% express pessimism or loss of hope regarding their prospects, signaling a decline in confidence. Furthermore, while nearly half (47%) aim to purchase a home within five years, a concerning 19% believe homeownership may remain beyond reach indefinitely. This dichotomy underscores the growing disillusionment among aspiring homeowners and underscores the imperative for targeted policy interventions to address affordability barriers.

KEY INSIGHTS



NAVIGATING HOUSING PRICE PERCEPTIONS

Residents hold divergent views on housing price trends, shaping expectations for the future housing market. While 44% anticipate housing prices to increase within the next year, a slightly larger cohort (49%) believes prices will continue to rise over the next five years. This juxtaposition of short-term and long-term outlooks reflects the complex dynamics at play within the housing market, where factors such as demand, supply, and economic conditions influence price trajectories. Such varied perceptions underscore the need for policymakers and stakeholders to navigate nuanced market dynamics effectively, ensuring housing affordability remains a central focus amidst evolving market trends.



FACTORS SHAPING HOUSING MARKET DYNAMICS

Residents highlight various factors influencing housing affordability, revealing intricate interactions within the market. Notably, increased immigration (50%) drives shifts in demand, while concerns about foreign investors (40%) emphasize the impact of external investments. Challenges with land availability and development costs (38%) further compound affordability issues, alongside a shortage of skilled trades workers (30%). This multifaceted perspective underscores the need for policymakers to adopt holistic strategies addressing both supply-side constraints and demand-side dynamics.



ECHOES OF DISCONTENT

Residents exhibit widespread dissatisfaction with governmental responses to the housing crisis across all levels. A staggering majority express discontent with federal (72%), provincial (71%), and municipal (59%) leadership, highlighting a significant deficit in public trust and perceived effectiveness. While the majority demand heightened prioritization of housing affordability by the provincial government (86%), confidence in governmental commitment remains tepid, with only 75% perceiving it as a priority. Notably, political preferences diverge on which party is perceived as prioritizing housing affordability, reflecting nuanced public perceptions of leadership efficacy and policy priorities.

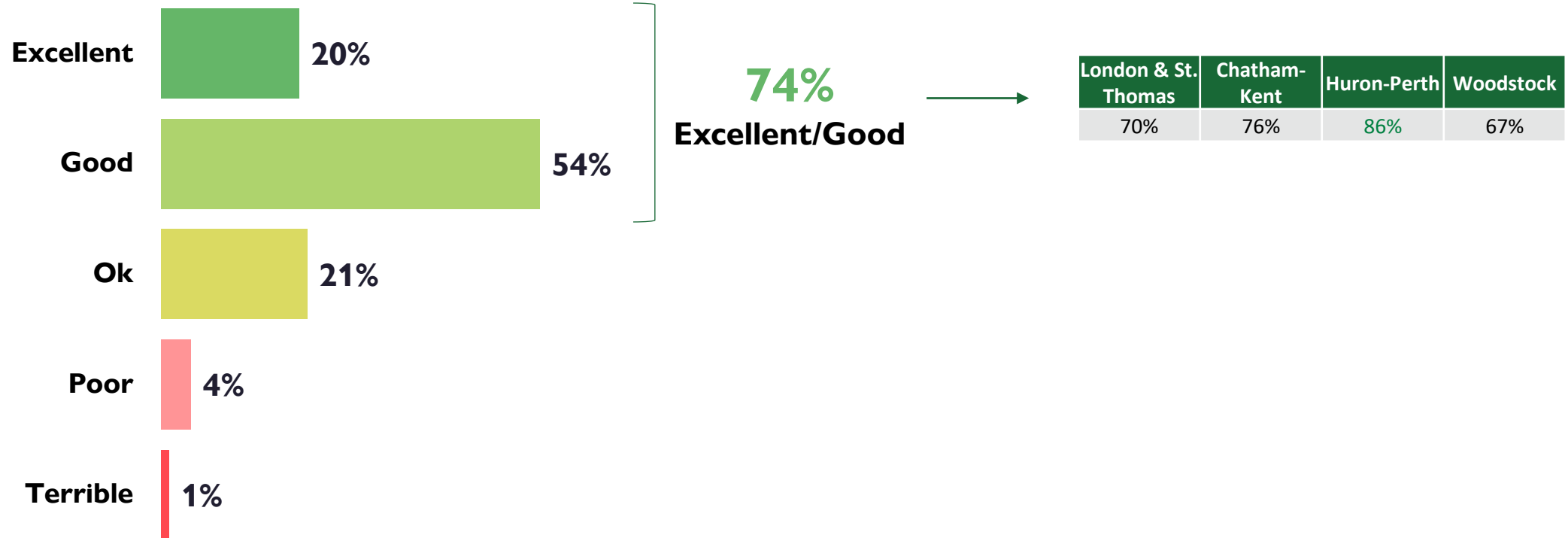
LIFE IN WESTERN ONTARIO





Overall, how would you describe the overall quality of life in [REGION]?

74% of residents have a positive quality of life in Western Ontario

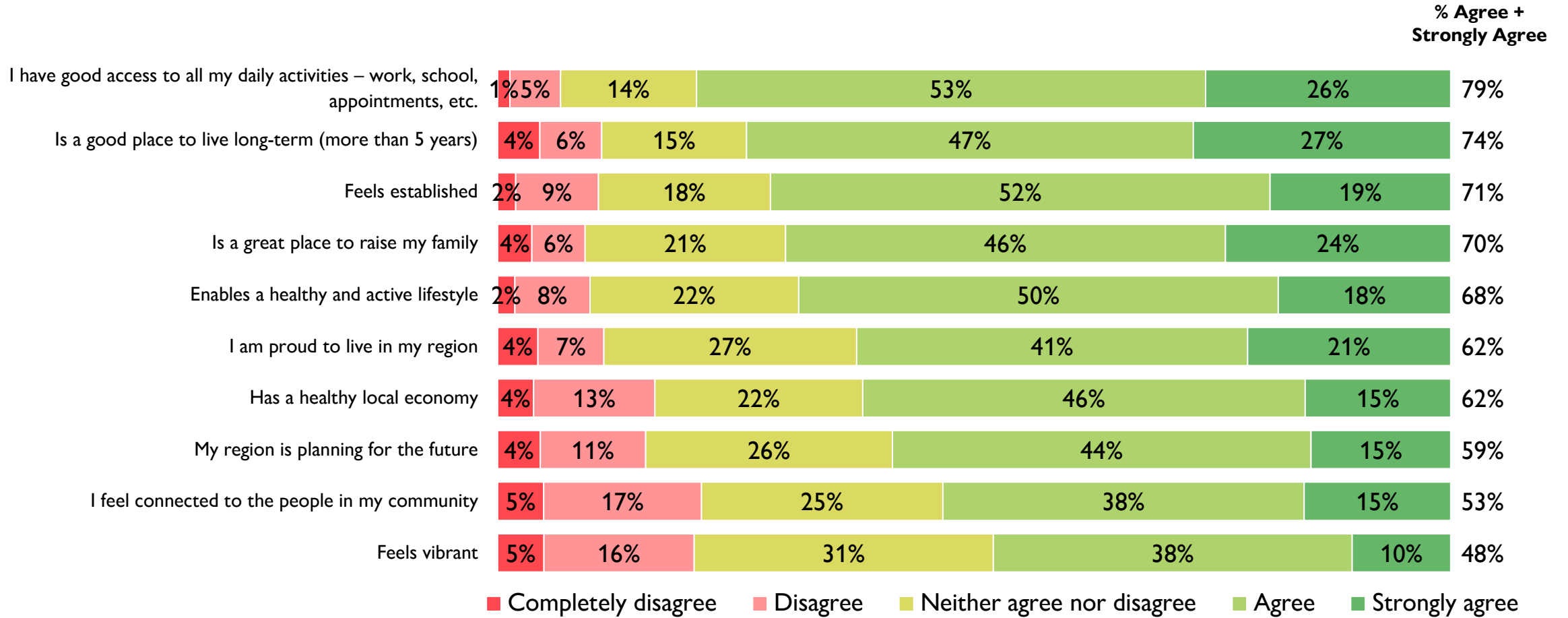


Base: n = 1250



Please indicate your level of agreement with the following statements

QUALITY OF LIFE IN WESTERN ONTARIO



Base: n = 801 to 1250



Please indicate your level of agreement with the following statements

QUALITY OF LIFE IN WESTERN ONTARIO

% AGREE + STRONGLY AGREE	TOTAL	REGION				Age			
		London & St. Thomas	Chatham-Kent	Huron-Perth	Woodstock	18-34	35-54	55-64	65+
I have good access to all my daily activities	79%	81%	76%	77%	77%	73%	80%	83%	87%
Is a good place to live long-term	74%	71%	72%	86%	78%	63%	72%	82%	89%
Feels established	71%	74%	65%	72%	68%	60%	70%	86%	89%
Is a great place to raise my family	70%	66%	69%	83%	73%	63%	68%	74%	81%
Enables a healthy and active lifestyle	68%	69%	66%	74%	63%	62%	65%	73%	84%
I am proud to live in my region	62%	56%	66%	79%	70%	54%	60%	66%	78%
Has a healthy local economy	62%	57%	65%	74%	65%	58%	57%	62%	74%
My region is planning for the future	59%	54%	64%	65%	62%	59%	51%	58%	68%
I feel connected to the people in my community	53%	50%	58%	63%	54%	53%	46%	51%	65%
Feels vibrant	48%	45%	54%	54%	55%	48%	41%	48%	59%

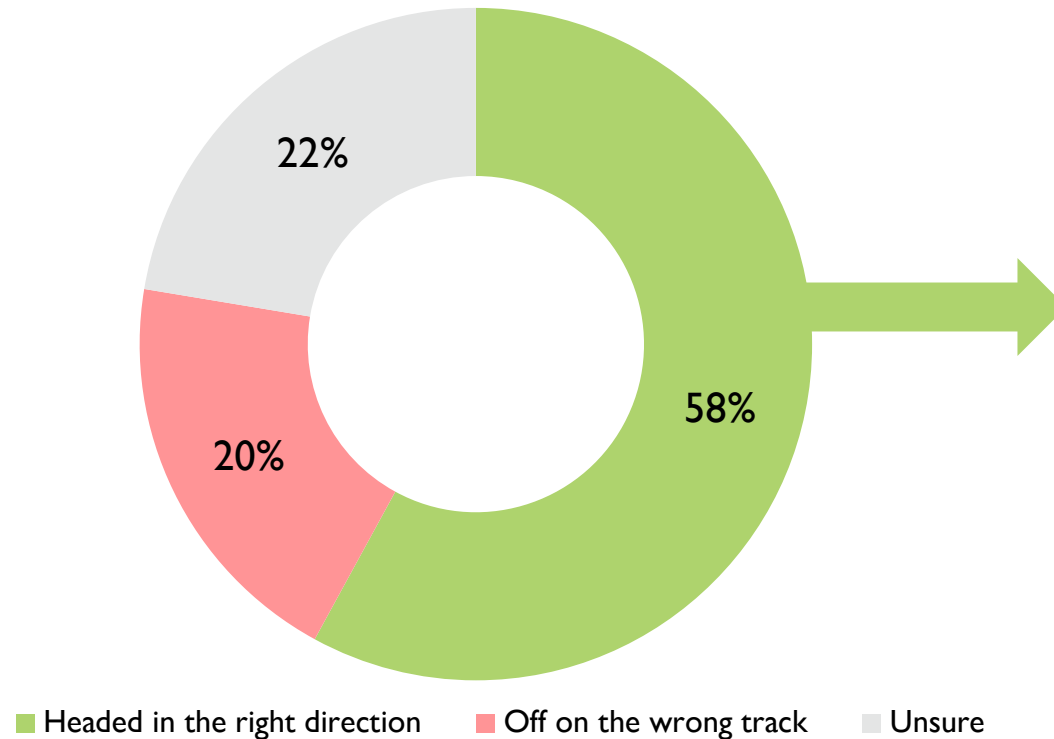
Base: n = 801 to 1250

DIRECTION OF THE REGION



Generally speaking, do you think things in [REGION] are headed in the right direction or are they off on the wrong track?

58% of residents believe their region is headed in the right direction

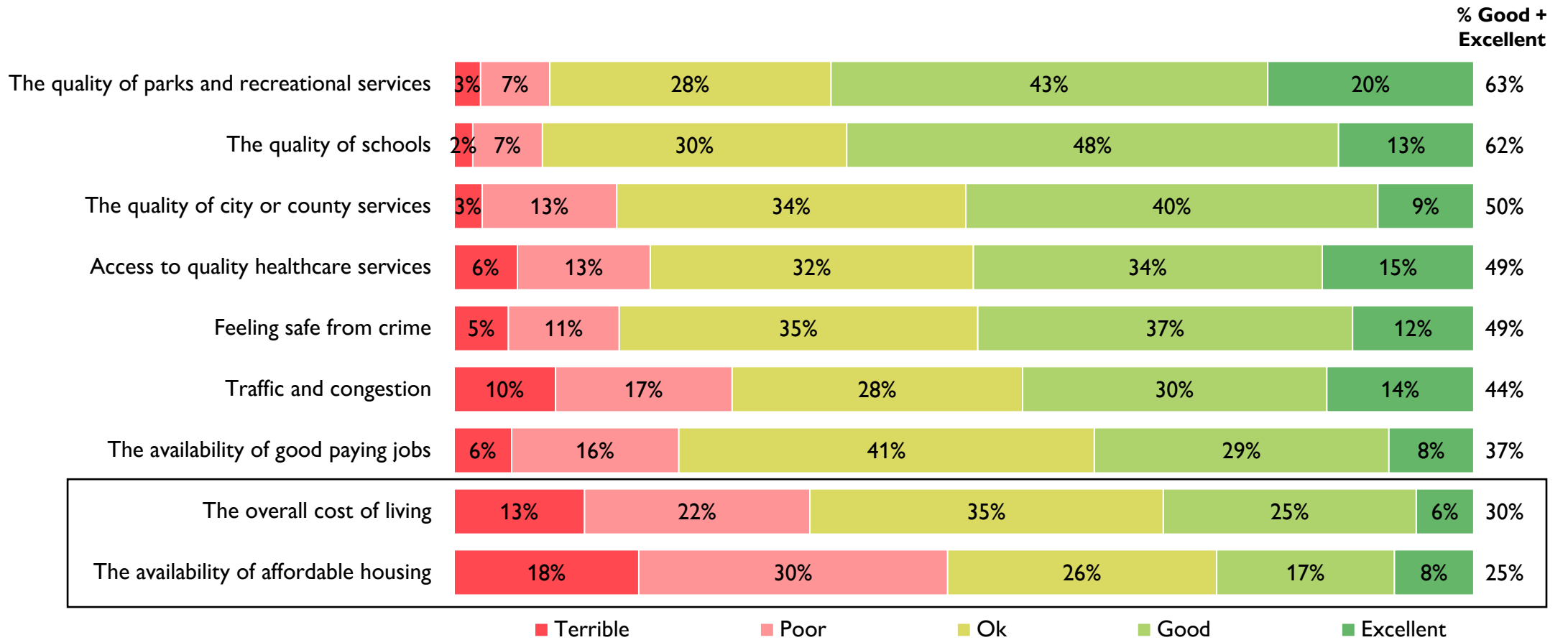


Region	Percentage
London & St. Thomas	54%
Chatham-Kent	60%
Huron-Perth	70%
Woodstock	62%


Base: n = 1250

How do you feel things are in [REGION] when it comes to each of the following? Are the following excellent, good, ok, poor, or terrible?

RATING LIFE IN WESTERN ONTARIO



Base n = 1250

 How do you feel things are in [REGION] when it comes to each of the following? Are the following excellent, good, ok, poor, or terrible?

RATING LIFE IN WESTERN ONTARIO

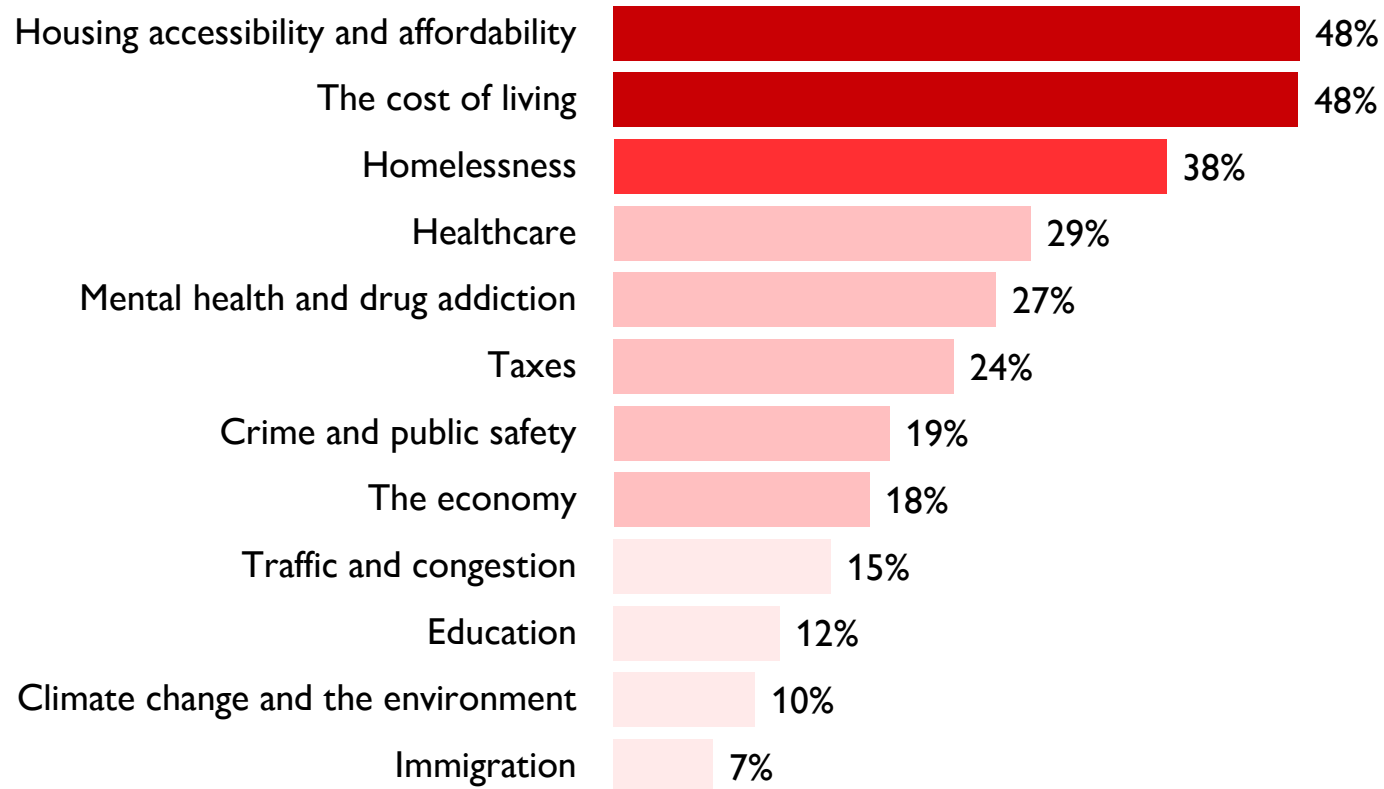
% GOOD + EXCELLENT	TOTAL	REGION				Age			
		London & St. Thomas	Chatham-Kent	Huron-Perth	Woodstock	18-34	35-54	55-64	65+
The quality of parks and recreational services	63%	64%	56%	72%	67%	57%	61%	67%	73%
The quality of schools	62%	57%	66%	72%	60%	61%	55%	65%	67%
The quality of city or county services	50%	45%	53%	63%	50%	49%	46%	46%	58%
Access to quality healthcare services	49%	49%	42%	60%	56%	46%	46%	51%	58%
Feeling safe from crime	49%	38%	58%	75%	48%	52%	41%	46%	54%
Traffic and congestion	44%	27%	68%	72%	43%	51%	41%	39%	41%
The availability of good paying jobs	37%	36%	36%	40%	45%	37%	31%	33%	47%
The overall cost of living	30%	26%	34%	41%	33%	33%	28%	22%	34%
The availability of affordable housing	25%	17%	41%	29%	28%	38%	20%	10%	19%

Base n = 1250



What are the top 3 issues you'd like elected officials representing [REGION] to focus on most?

TOP ISSUES THAT THE REGION SHOULD FOCUS ON



Base n = 1250



What are the top 3 issues you'd like elected officials representing [REGION] to focus on most?

TOP ISSUES THAT THE REGION SHOULD FOCUS ON

	REGION					Age				FED. COMMITTED VOTE				PROV. COMMITTED VOTE			
	Total	London & St. Thomas	Chatham-Kent	Huron-Perth	Woodstock	18-34	35-54	55-64	65+	CPC	LPC	NDP	Green	PC	OLP	NDP	Green
The cost of living	48%	47%	53%	48%	32%	58%	50%	40%	32%	50%	40%	49%	45%	51%	45%	41%	37%
Housing accessibility and affordability	48%	52%	39%	49%	40%	42%	52%	49%	52%	42%	45%	57%	52%	40%	53%	50%	37%
Homelessness	38%	45%	28%	28%	51%	31%	42%	46%	42%	36%	34%	54%	18%	32%	57%	31%	28%
Healthcare	29%	26%	32%	39%	23%	25%	26%	33%	38%	27%	35%	31%	13%	32%	33%	33%	15%
Taxes	24%	20%	31%	25%	24%	25%	21%	24%	25%	32%	25%	13%	16%	31%	15%	27%	21%
Mental health and drug addiction	27%	26%	28%	21%	41%	24%	31%	30%	23%	27%	17%	38%	24%	22%	38%	20%	29%
The economy	18%	16%	19%	19%	23%	18%	19%	20%	14%	21%	21%	9%	34%	22%	9%	20%	23%
Crime and public safety	19%	21%	19%	12%	18%	19%	18%	18%	21%	21%	22%	12%	27%	21%	11%	17%	34%
Traffic and congestion	15%	21%	6%	11%	8%	13%	13%	16%	20%	19%	15%	13%	7%	16%	13%	17%	21%
Education	12%	6%	22%	14%	10%	20%	8%	3%	6%	10%	12%	10%	20%	13%	10%	12%	19%
Immigration	7%	9%	3%	6%	7%	8%	8%	3%	7%	8%	6%	2%	22%	8%	2%	6%	14%
Climate change and the environment	10%	9%	9%	16%	7%	10%	9%	11%	10%	3%	16%	12%	19%	5%	11%	15%	16%

Base n = 1250

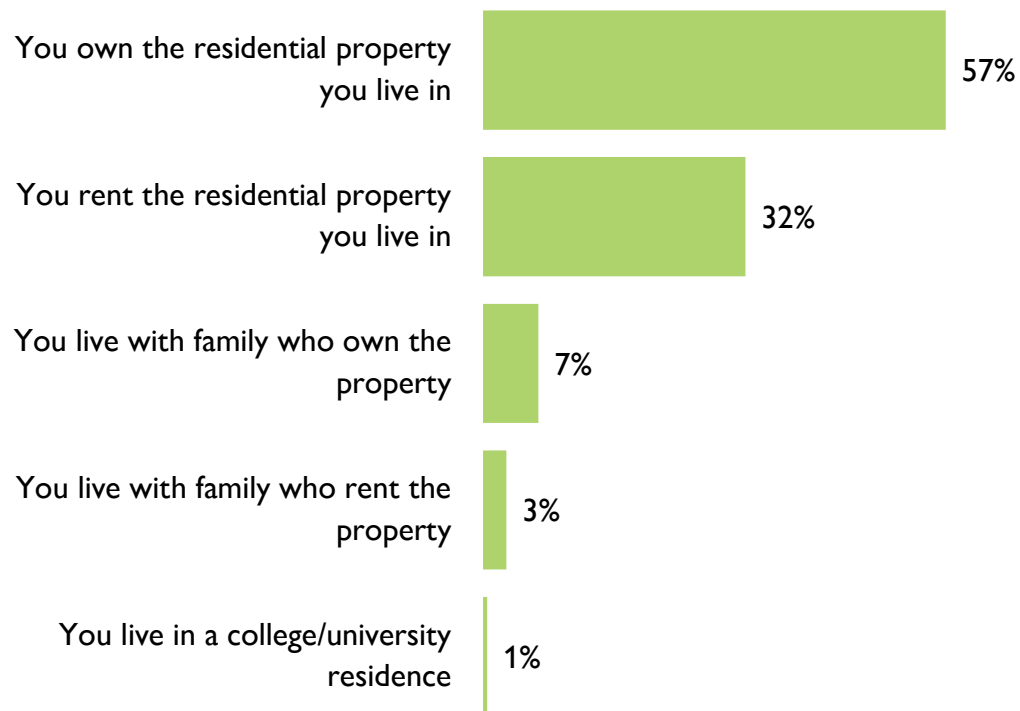
CURRENT HOUSING SITUATION





Which of the following best describes your current living situation?

CURRENT LIVING ARRANGEMENT



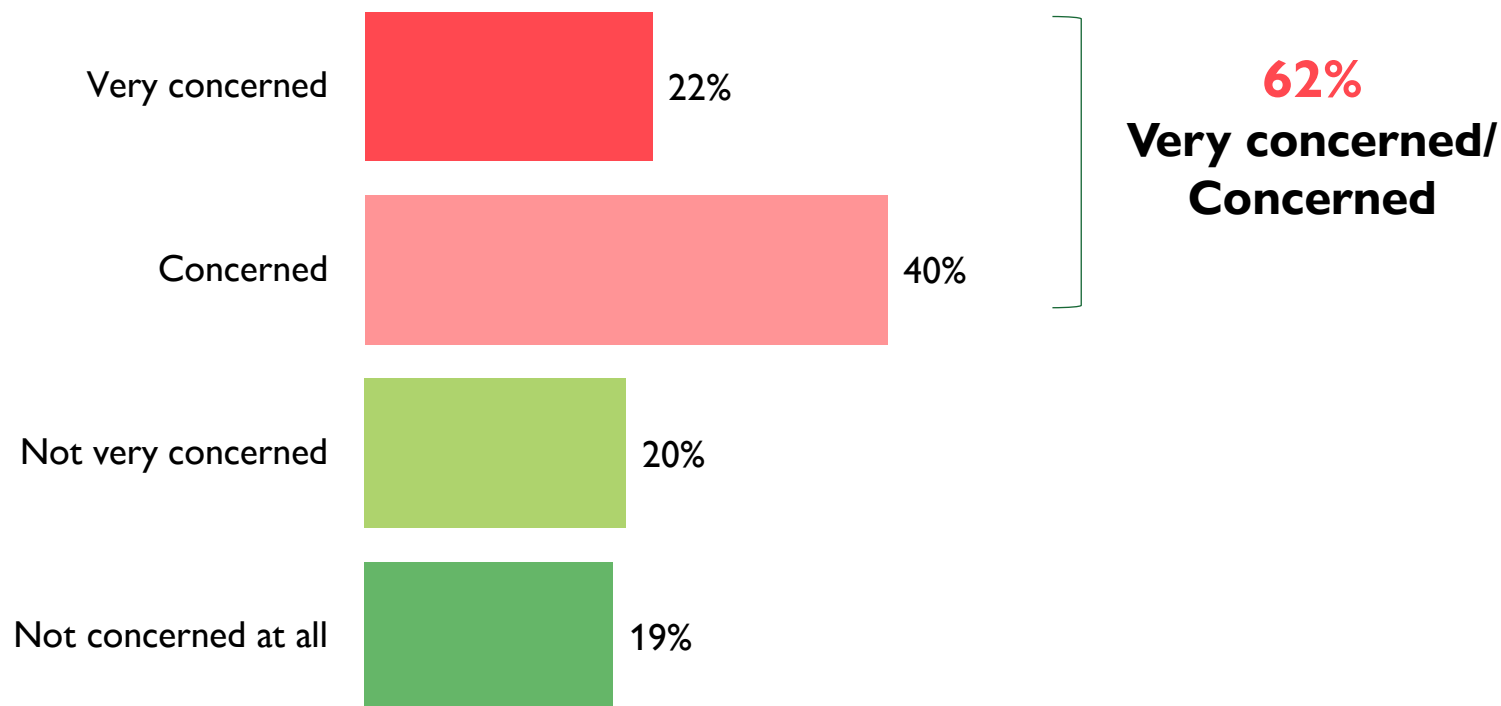
	TOTAL	REGION				Age			
		London & St. Thomas	Chatham-Kent	Huron-Perth	Woodstock	18-34	35-54	55-64	65+
You own the residential property you live in	57%	55%	50%	75%	63%	40%	59%	73%	75%
You rent the residential property you live in	32%	38%	29%	20%	30%	40%	36%	23%	23%
You live with family who own the property	7%	4%	14%	5%	4%	13%	5%	2%	3%
You live with family who rent the property	3%	2%	8%	0%	2%	7%	1%	1%	0%
You live in a college/university residence	1%	1%	0%	0%	0%	1%	0%	1%	0%

Base n = 1250



Based on the current mortgage interest rates, how concerned are you with your ability to afford your monthly mortgage payments when you renew your mortgage?

Nearly two-thirds of homeowners who will need to renew their mortgage are concerned about their ability to afford their monthly payments

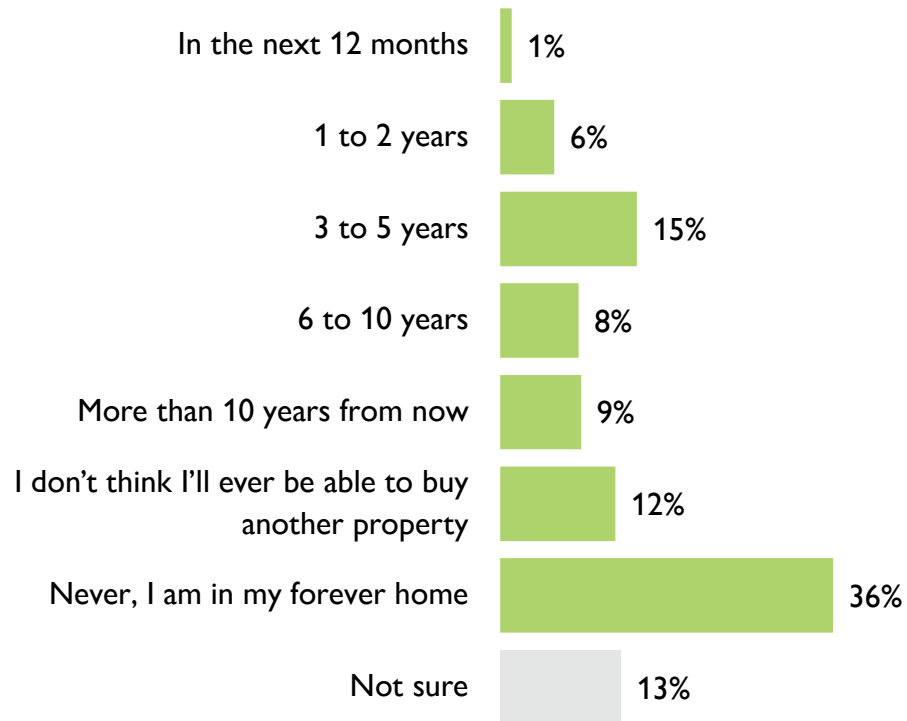


[THOSE WHO OWN THE RESIDENTIAL PROPERTY THEY LIVE IN; EXCLUDES THOSE WHO WILL HAVE THEIR MORTGAGE PAID OFF] Base n = 810



When, if ever, do you plan on purchasing your next primary home?

NEXT HOME PURCHASE



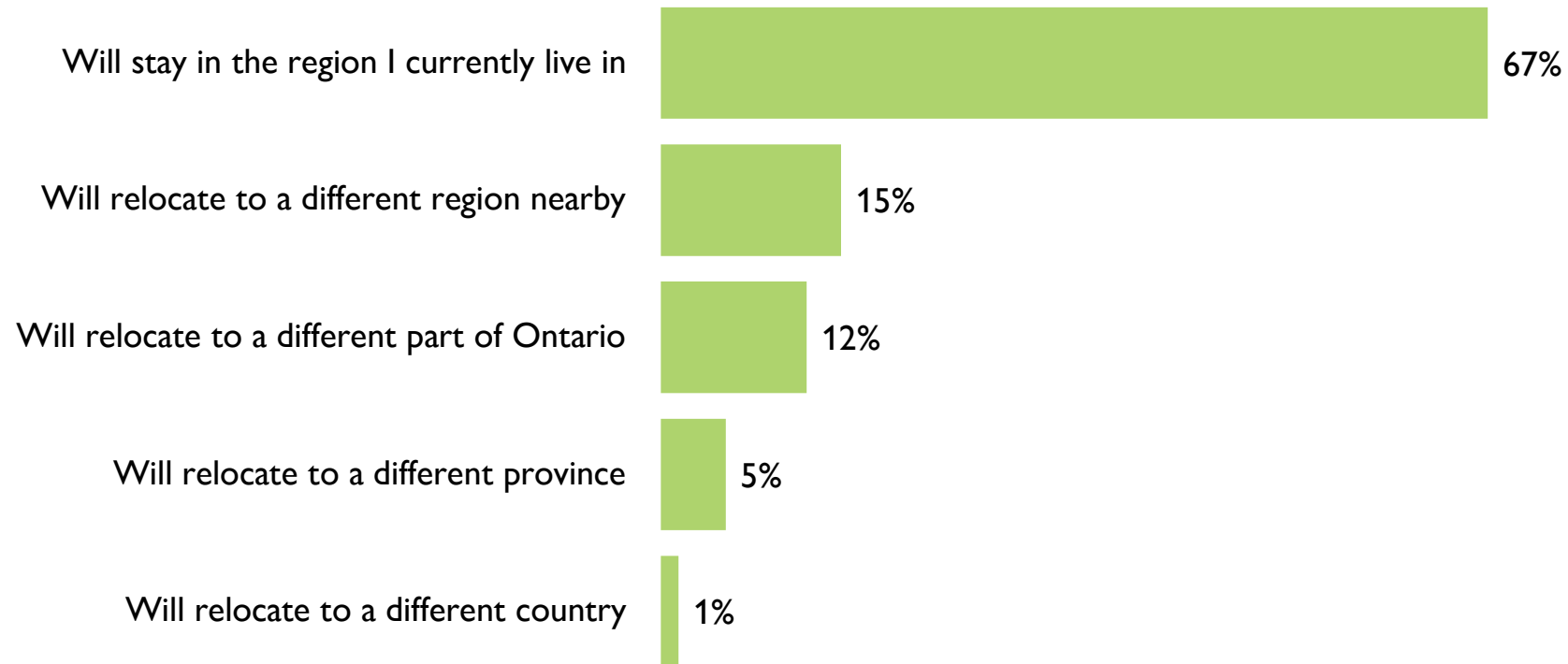
	Age			
	18-34	35-54	55-64	65+
In the next 2 years	11%	7%	5%	5%
3 to 5 years	29%	17%	6%	5%
6 to 10 years	11%	13%	5%	4%
More than 10 years from now	12%	14%	5%	3%
I don't think I'll ever be able to buy another property	21%	13%	8%	7%
Never, I am in my forever home	4%	23%	55%	65%
Not sure	12%	15%	16%	11%

[THOSE WHO OWN THE RESIDENTIAL PROPERTY THEY LIVE IN] Base n = 810



When purchasing your next home, will you stay in [REGION] or will you relocate to a different region?

DESIRED LOCATION OF NEXT HOME



[THOSE PLANNING ON PURCHASING THEIR NEXT PRIMARY HOME] Base n = 250

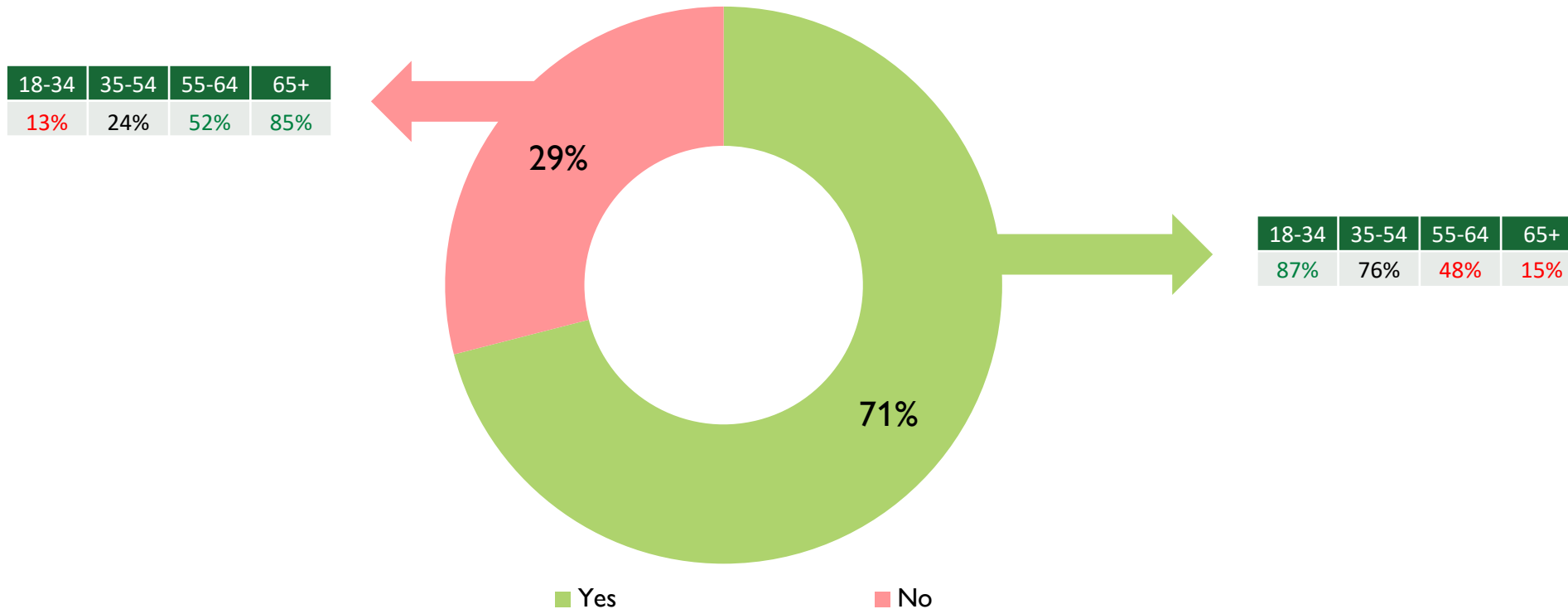
PROSPECTIVE HOMEOWNERS





Do you want to own a residential property like a house, townhouse, or condo someday?

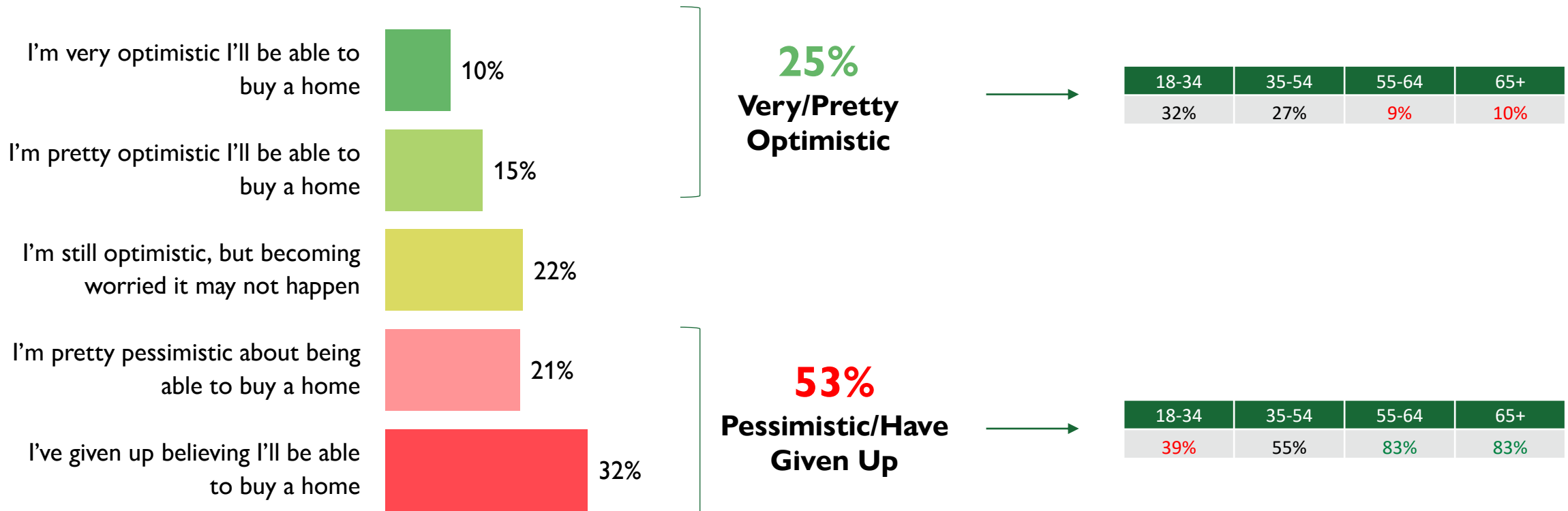
71% of non-homeowners want to own a property one day



[THOSE WHO DO NOT CURRENTLY OWN A PROPERTY] Base n = 440

Which of the following best describes how you're feeling about the possibility of buying a home in the community you want to live in?

Half of the residents either feel pessimistic or have lost hope about their ability to purchase a home

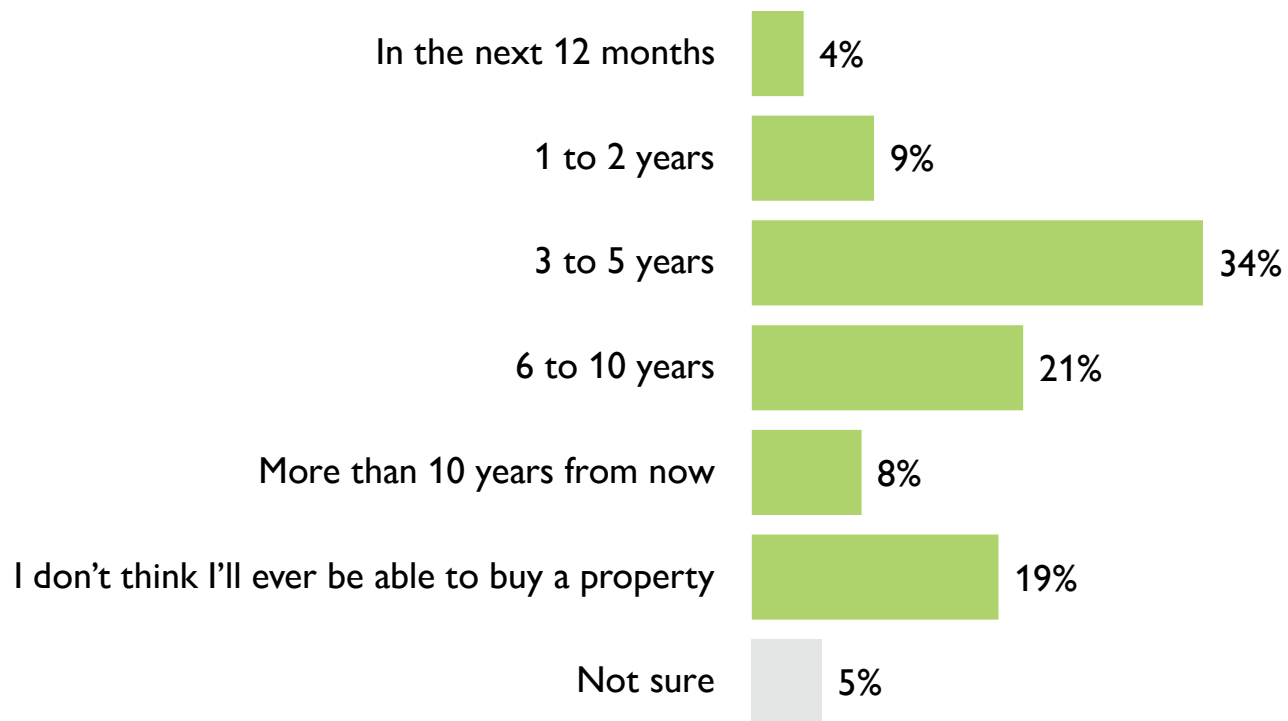


[THOSE WHO DO NOT CURRENTLY OWN A PROPERTY] Base n = 440



When do you think you will buy a residential property?

DESIRED PURCHASE TIMELINE

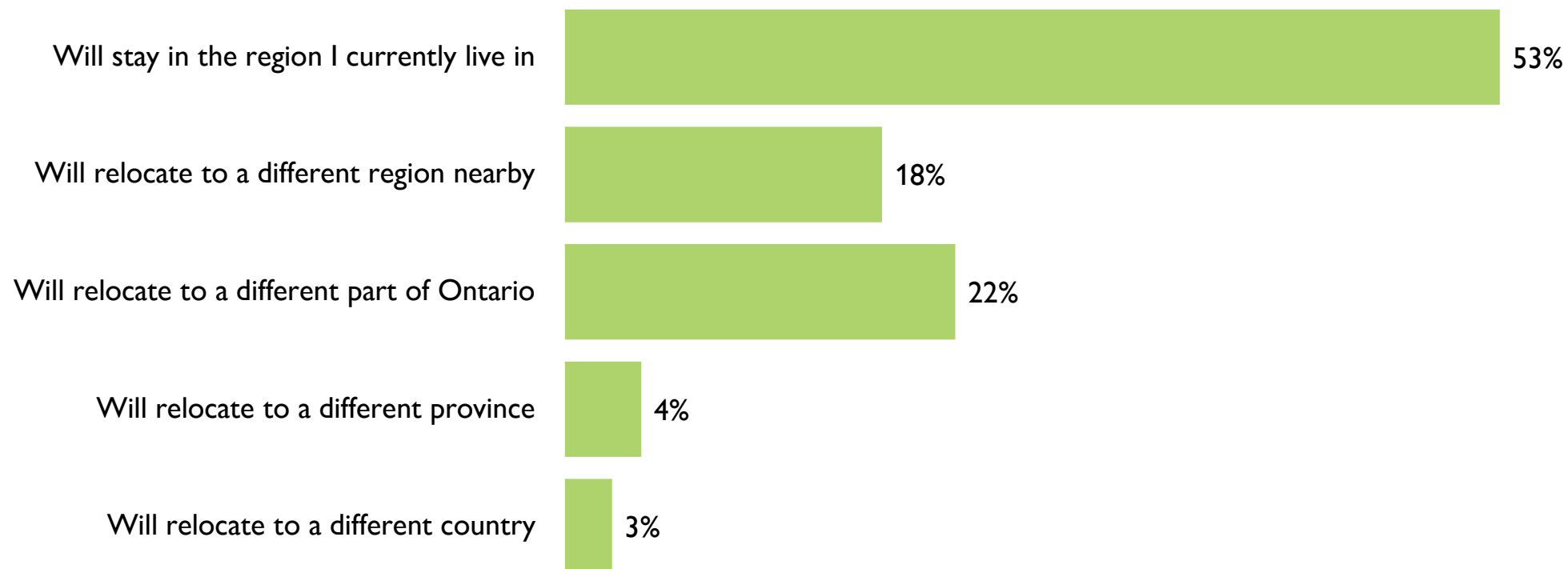


[THOSE WHO DO NOT CURRENTLY OWN A PROPERTY BUT WISH TO OWN ONE] Base n = 257



When purchasing your next home, will you stay in [REGION] or will you relocate to a different region?

DESIRED LOCATION OF FIRST HOME



[THOSE WHO DO NOT CURRENTLY OWN A PROPERTY BUT BELIEVE THEY WILL IN THE FUTURE] Base n = 172

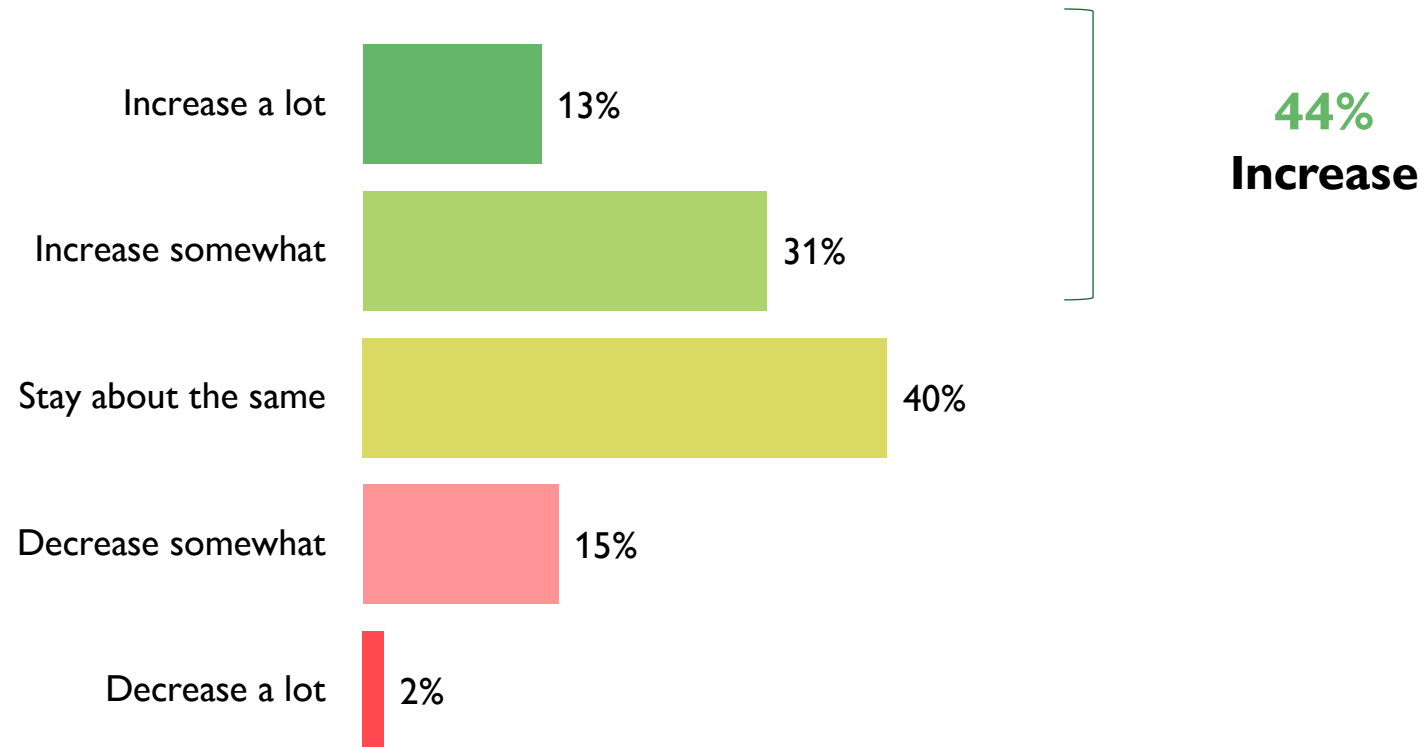
PERCEPTIONS OF THE HOUSING MARKET TODAY





Over the next year, do you think housing prices in your area will decrease a lot, decrease somewhat, stay about the same, increase somewhat, or increase a lot?

44% of residents believe housing prices will increase in the next year

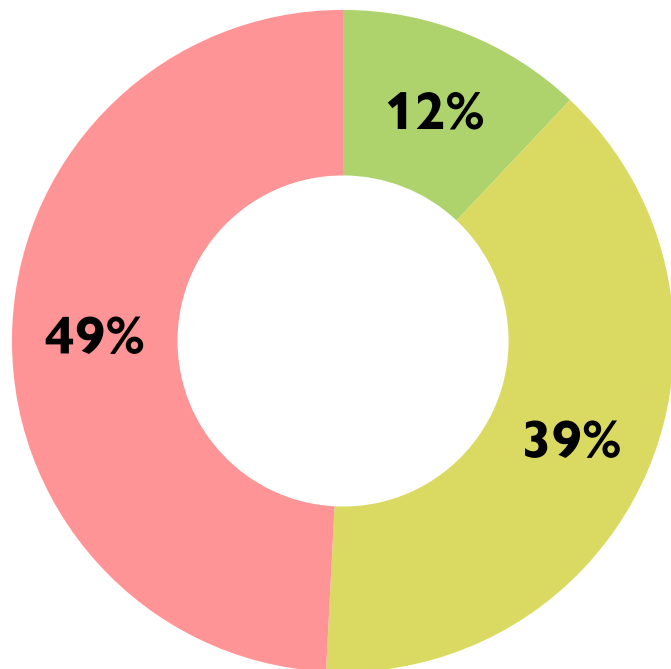


Base n = 1250



How about over the next 5 years? Do you think housing prices in your area will be more affordable, less affordable, or will they be about the same as now?

49% believe housing will become less affordable in the next 5 years



■ More affordable ■ About the same as they are now ■ Less affordable

Base n = 1250



Why has housing become unaffordable and expensive? Is it because...

REASONS WHY HOUSING HAS BECOME UNAFFORDABLE

HOUSING HAS BECOME UNAFFORDABLE AND EXPENSIVE BECAUSE...



39%

POPULATION IS
GROWING TOO
FAST



30%

INCREASING COSTS TO
BUILD HOMES LIKE
LABOUR AND
MATERIALS



14%

NOT BUILDING NEARLY
ENOUGH HOMES



3%

STRICT LAND USE
AND ZONING
RULES BY
MUNICIPALITIES

14% not sure

Base n = 1250

Which three of these possible factors do you think are MOST IMPORTANT to consider with respect to housing affordability in Ontario?

IMPORTANT FACTORS FOR HOUSING AFFORDABILITY

MOST IMPORTANT FACTORS TO CONSIDER WITH RESPECT TO HOUSING AFFORDABILITY



50%

**INCREASED
IMMIGRATION TO
CANADA**



40%

**FOREIGN INVESTORS
BUYING RESIDENTIAL
PROPERTIES**



38%

**AVAILABILITY AND
COST OF LAND FOR
DEVELOPMENT**



30%

**SHORTAGE OF
WORKERS IN THE
SKILLED TRADES**

OTHER IMPACTS

The cost of borrowing money for builders	30%
Provincial policies and regulations	26%
Municipal bylaws and policies	21%
Changes in housing demand due to remote work	17%
Environmental regulations and land conservation efforts	13%

Base n = 801

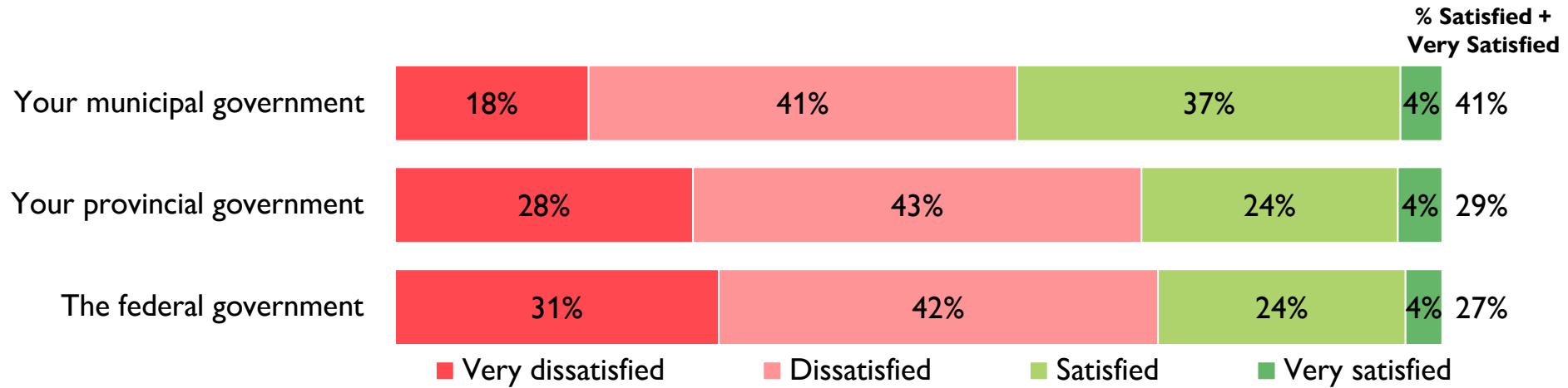
PERCEPTIONS OF POLITICS





How satisfied are you with the level of leadership taken to help address the housing crisis by:

SATISFACTION IN LEADERSHIP REGARDS THE HOUSING CRISIS



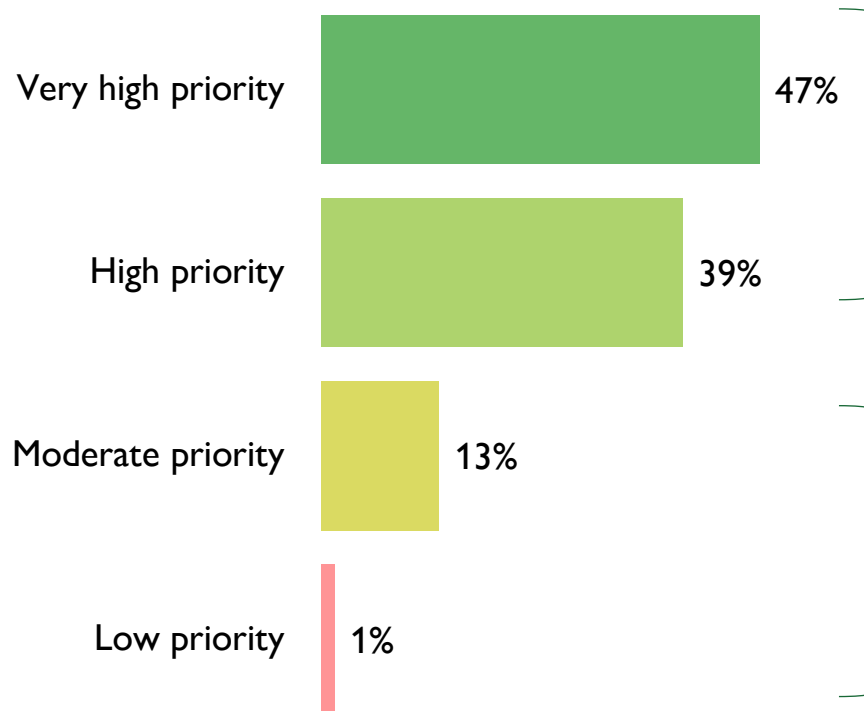
% SATISFIED + VERY SATISFIED	TOTAL	REGION				Age				FED. COMMITTED VOTE				PROV. COMMITTED VOTE			
		London & St. Thomas	Chatham-Kent	Huron-Perth	Woodstock	18-34	35-54	55-64	65+	CPC	LPC	NDP	Green	PC	OLP	NDP	Green
Your municipal government	59%	65%	56%	47%	46%	57%	63%	67%	53%	63%	40%	70%	50%	59%	71%	44%	43%
Your provincial government	71%	77%	64%	66%	60%	61%	71%	89%	77%	66%	54%	89%	69%	58%	91%	59%	68%
The federal government	73%	74%	76%	65%	64%	72%	73%	77%	72%	85%	42%	86%	59%	78%	79%	55%	59%

Base n = 1250



All things considered, how much of a priority should making housing more affordable be for the Ontario government?

HOUSING AFFORDABILITY AS PRIORITY IN ONTARIO



86%
Very/High
Priority

FED. COMMITTED VOTE				PROV. COMMITTED VOTE			
CPC	LPC	NDP	Green	PC	OLP	NDP	Green
82%	88%	95%	88%	80%	96%	85%	92%

14%
Low
Priority

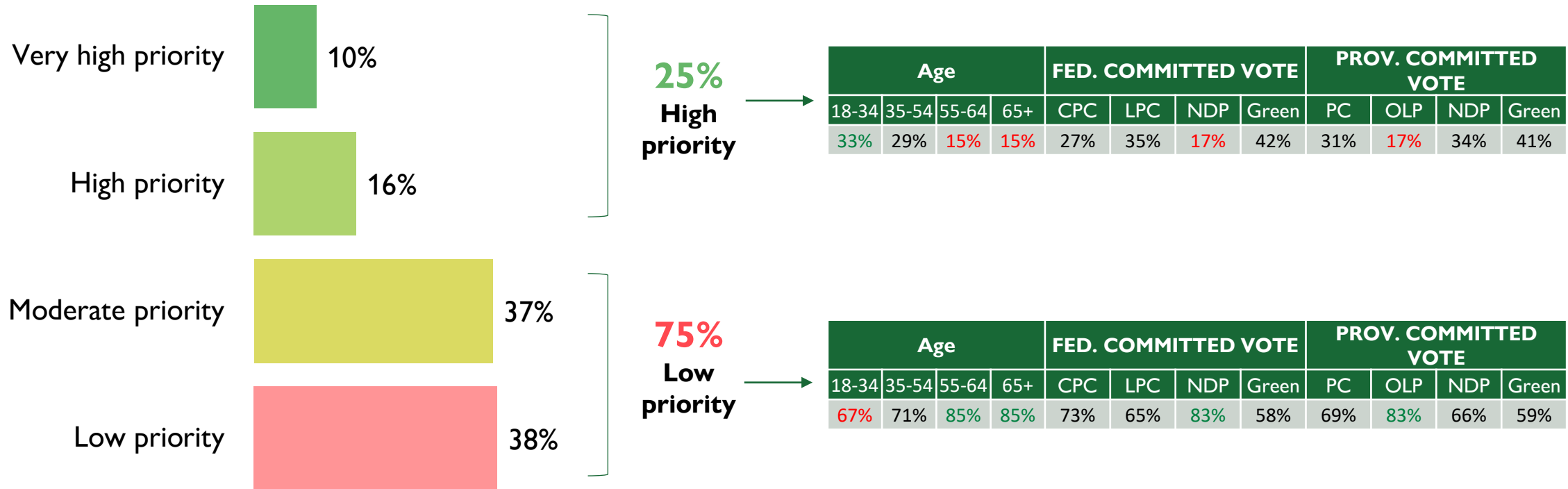
FED. COMMITTED VOTE				PROV. COMMITTED VOTE			
CPC	LPC	NDP	Green	PC	OLP	NDP	Green
14%	18%	12%	5%	12%	20%	4%	15%

Base n = 1250



And how much of a priority do you think the Ontario government is currently putting on making housing more affordable?

CURRENT PRIORITY THAT ONTARIO IS PUTTING ON HOUSING AFFORDABILITY

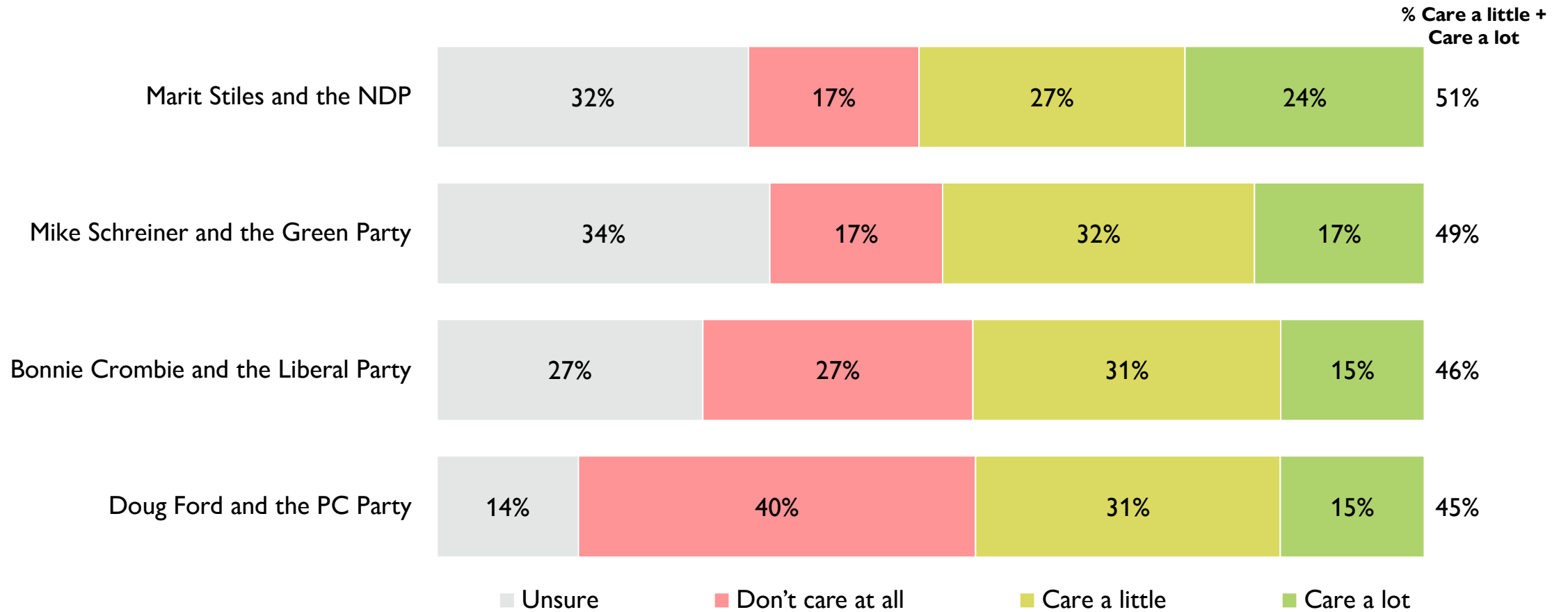


Base n = 1250



For each of the following political parties and leaders in Ontario, to what extent do you believe they care about making the housing market more affordable in Ontario?

CARE ABOUT HOUSING: POLITICAL LEADERS

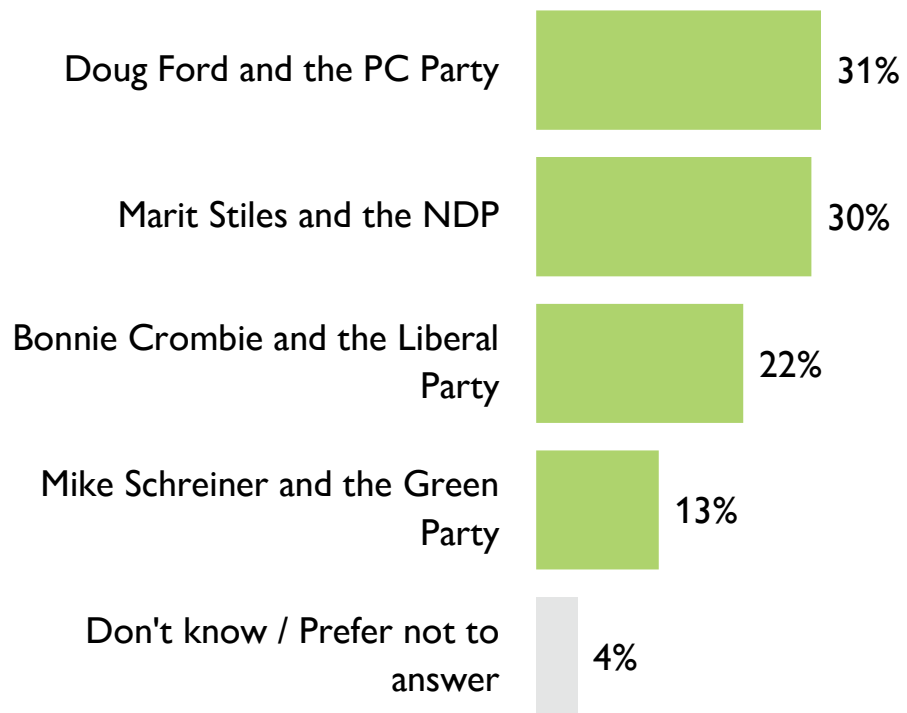


Base n = 1250



Which party and leader do you think would be BEST at making housing more affordable in Ontario?

BEST LEADER TO MAKE HOUSING MORE AFFORDABLE IN ONTARIO



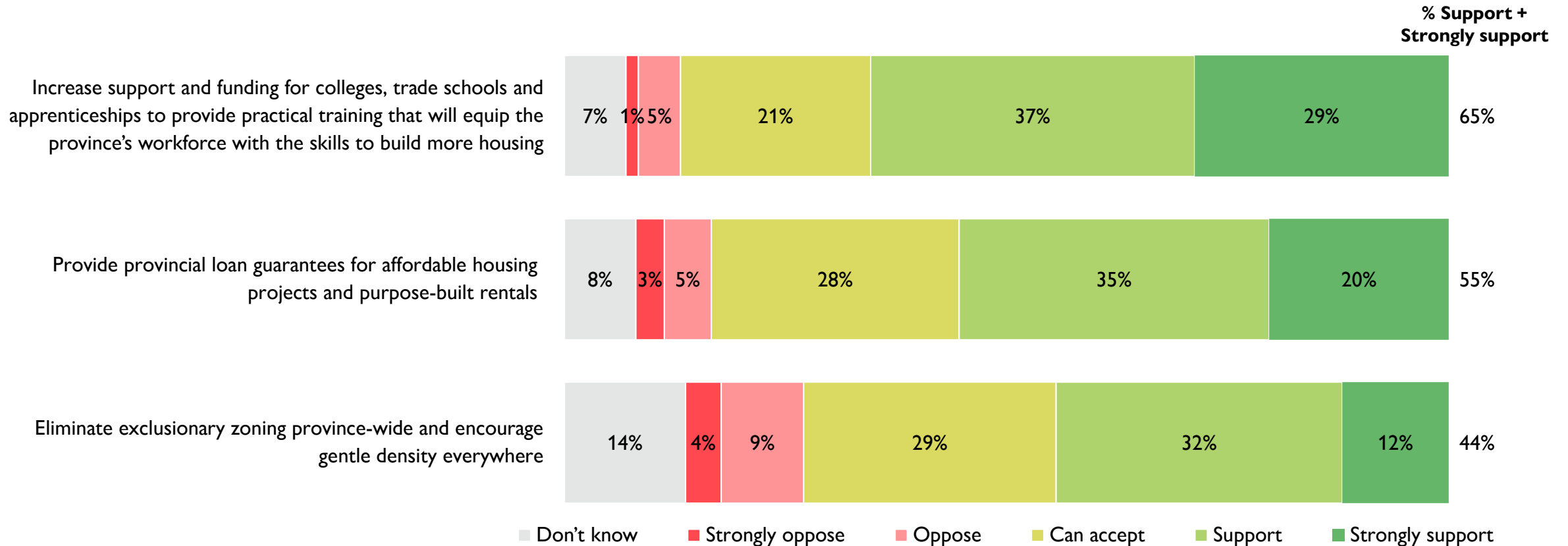
	FED. COMMITTED VOTE				PROV. COMMITTED VOTE			
	CPC	LPC	NDP	Green	PC	OLP	NDP	Green
Doug Ford and the PC Party	68%	14%	5%	2%	84%	2%	4%	2%
Marit Stiles and the NDP	11%	20%	81%	11%	5%	85%	10%	21%
Bonnie Crombie and the Liberal Party	10%	54%	8%	5%	4%	9%	77%	13%
Mike Schreiner and the Green Party	8%	10%	5%	80%	5%	4%	6%	63%
Don't know / Prefer not to answer	3%	2%	1%	2%	2%	1%	3%	1%

Base n = 1250



Please tell us whether you would support or oppose the Ontario government doing the following.

DO YOU SUPPORT...



Base n = 1025

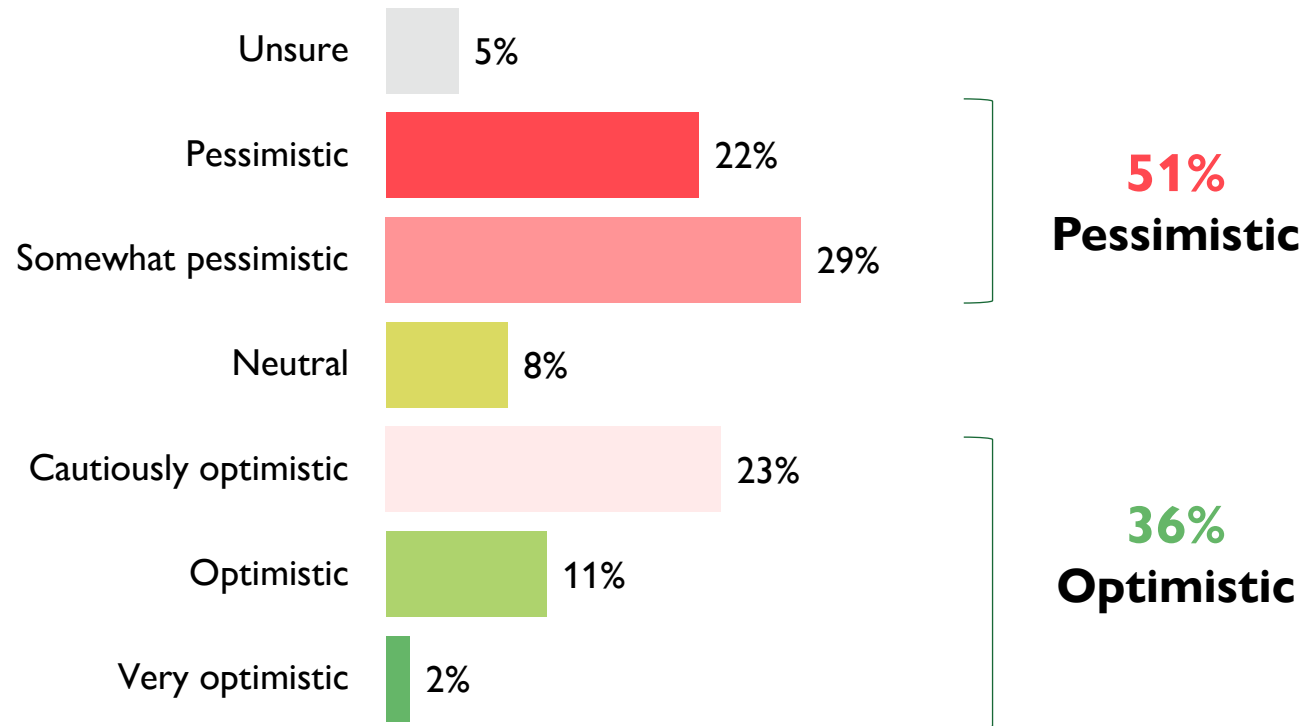
THINKING AHEAD





When thinking about 2024, how would you describe your overall outlook considering the ongoing housing crisis?

FEELING ABOUT HOUSING CRISIS IN 2024



Base n = 1250

Respondent Profile



Respondent profile

Membership	
London & St. Thomas	56%
Chatham-Kent	25%
Huron-Perth	15%
Woodstock	5%
Gender	
Female	51%
Male	49%
Age	
18-34	37%
35-54	26%
55-64	15%
65+	21%
Years in their Region	
Less than 1	5%
1-5	25%
6-10	11%
11-15	5%
16-20	4%
Over 20	49%
Education	
High School or Less	26%
College or University	61%
Post-Graduate Work or Higher	13%

Children	
Yes	58%
No	42%
Employment	
Employed (full or part-time)	59%
Student	6%
Retired	24%
Unemployed	5%
Stay at home	3%
Other	2%
Location	
Urban	40%
Suburban	40%
Rural	20%
Born in Canada	
Born in Canada	78%
Born outside of Canada	22%
Moved to Canada	
In the past 5 years	37%
5 to 10 years ago	16%
10 to 15 years ago	12%
Over 15 years ago	34%

Committed Vote - FEDERAL	
Pierre Poilievre and the Conservatives	38%
Justin Trudeau and the Liberals	27%
Jagmeet Singh and the NDP	24%
Elizabeth May and the Greens	7%
Maxime Bernier and the People's Party + Another party	5%
Committed Vote - PROVINCIAL	
Doug Ford and the PC Party	33%
Marit Stiles and the NDP	26%
Bonnie Crombie and The Ontario Liberal Party	25%
Mike Schreiner and the Green Party	12%
Another party	4%

Thank You