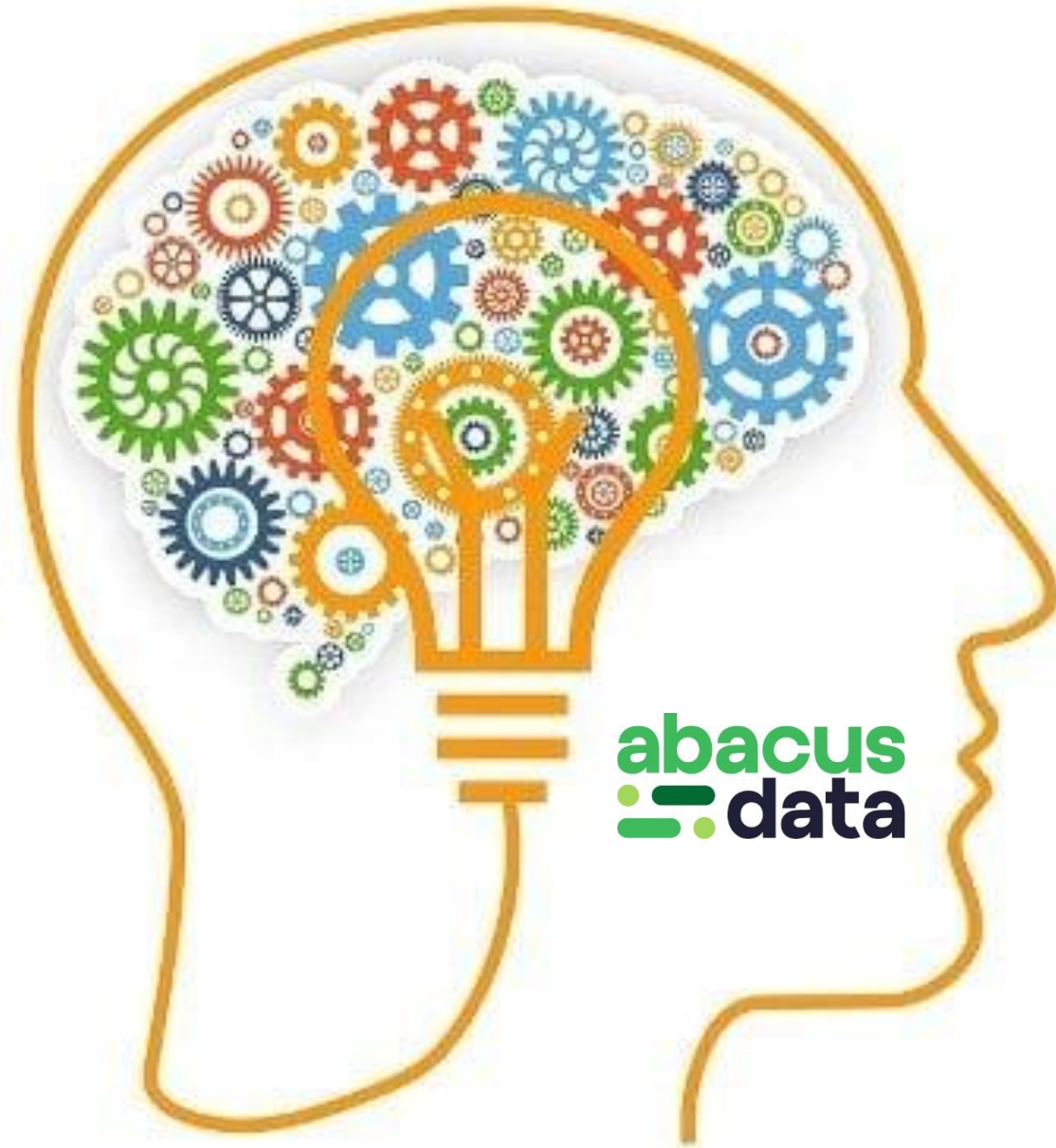


Hello



**abacus**  
**data**







# PERMACRISIS



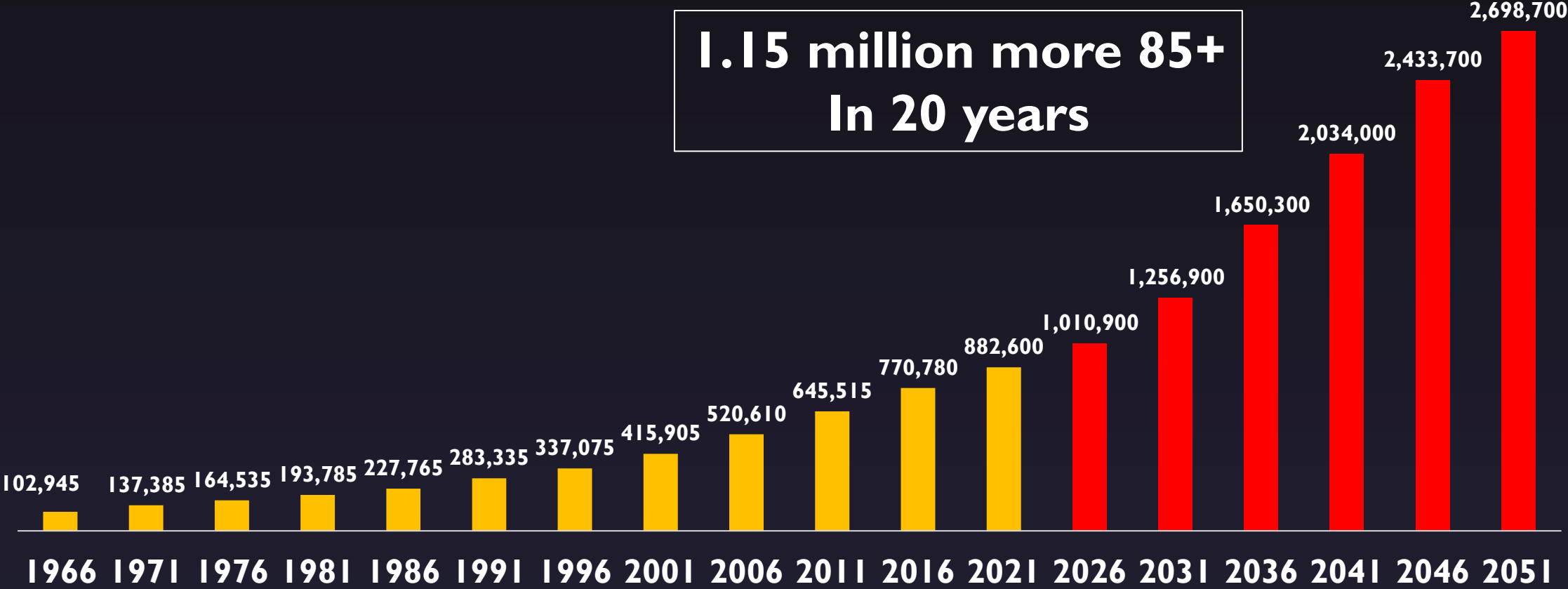
## **permacrisis**

(ˈpɜːməˌkraɪsɪs) *noun*  
an extended period  
of instability and  
insecurity

**#CollinsWOTY**

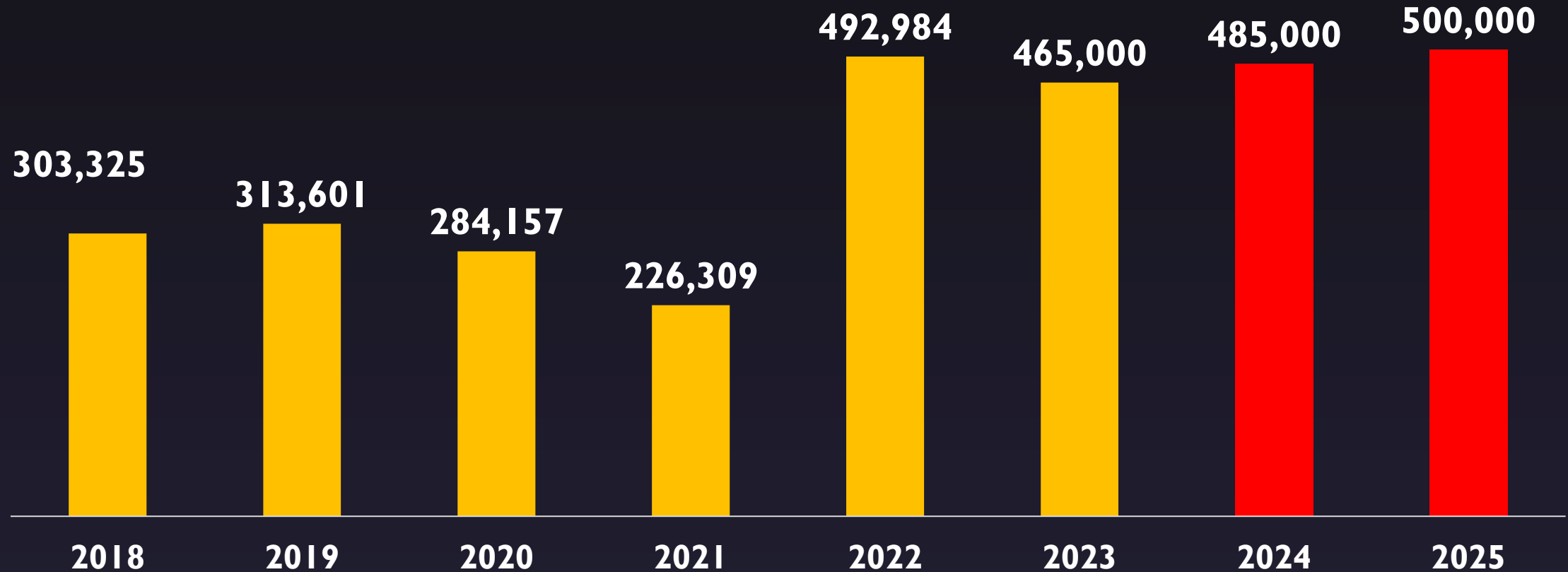


# CANADIANS AGED 85+

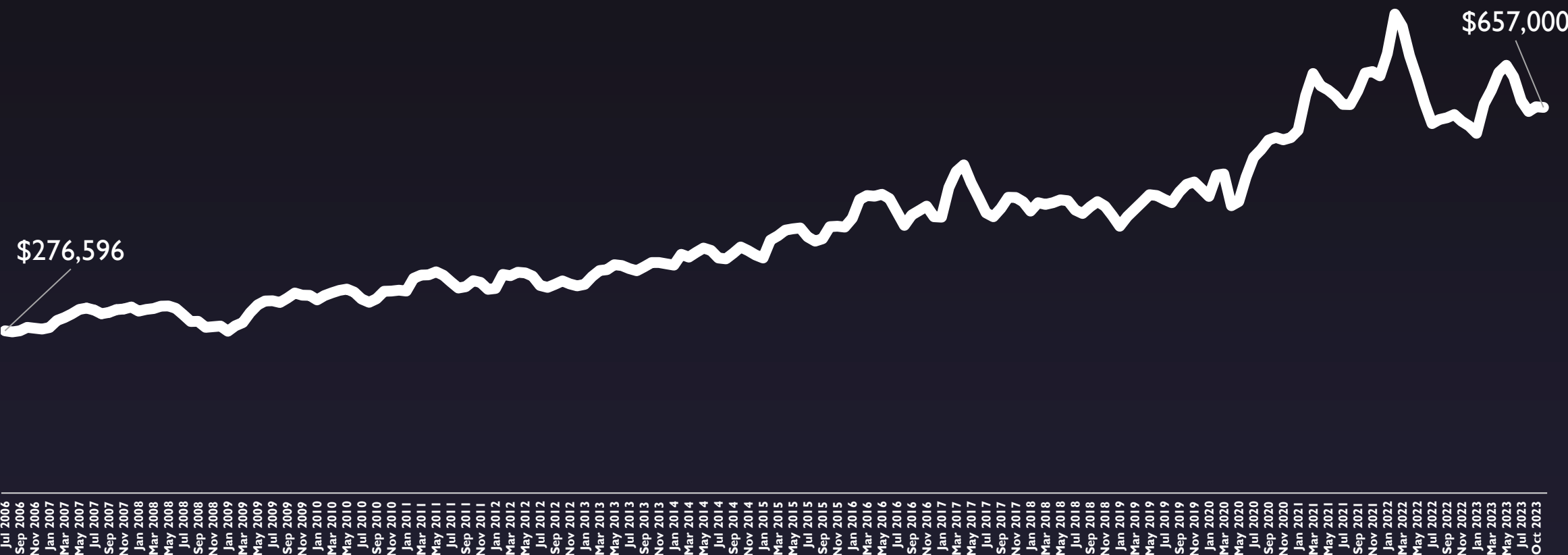


# IMMIGRATION TO CANADA

TOTAL IN 8 YEARS  
**3.1 MILLION**



# AVERAGE HOME PRICE IN CANADA





## **A SCARCITY MINDSET**





**HOW ARE CANADIANS  
FEELING TODAY?**





ONLY  
**25%**  
FEEL THINGS IN  
CANADA ARE  
HEADED IN THE  
RIGHT DIRECTION

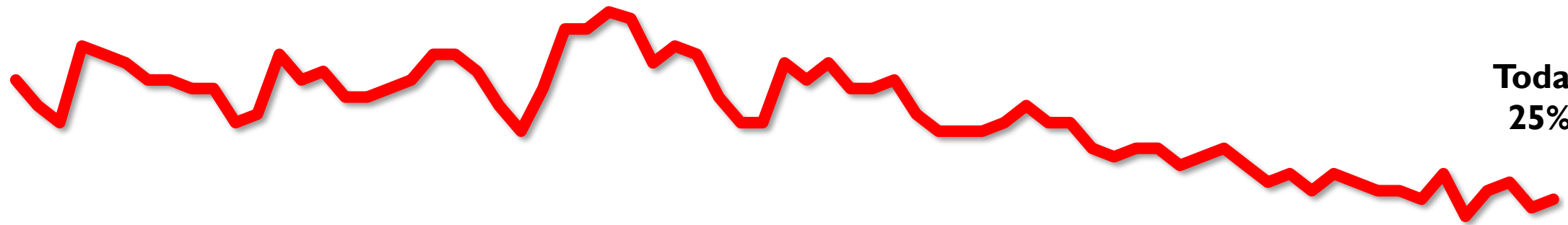




GENERALLY SPEAKING, DO YOU THINK THINGS ARE HEADED IN THE RIGHT DIRECTION OR ARE THEY OFF ON THE WRONG TRACK?

# CANADA IS HEADED IN THE RIGHT DIRECTION

**April 2020**  
**43%**



**Today**  
**25%**

● **●**

**●** **●**

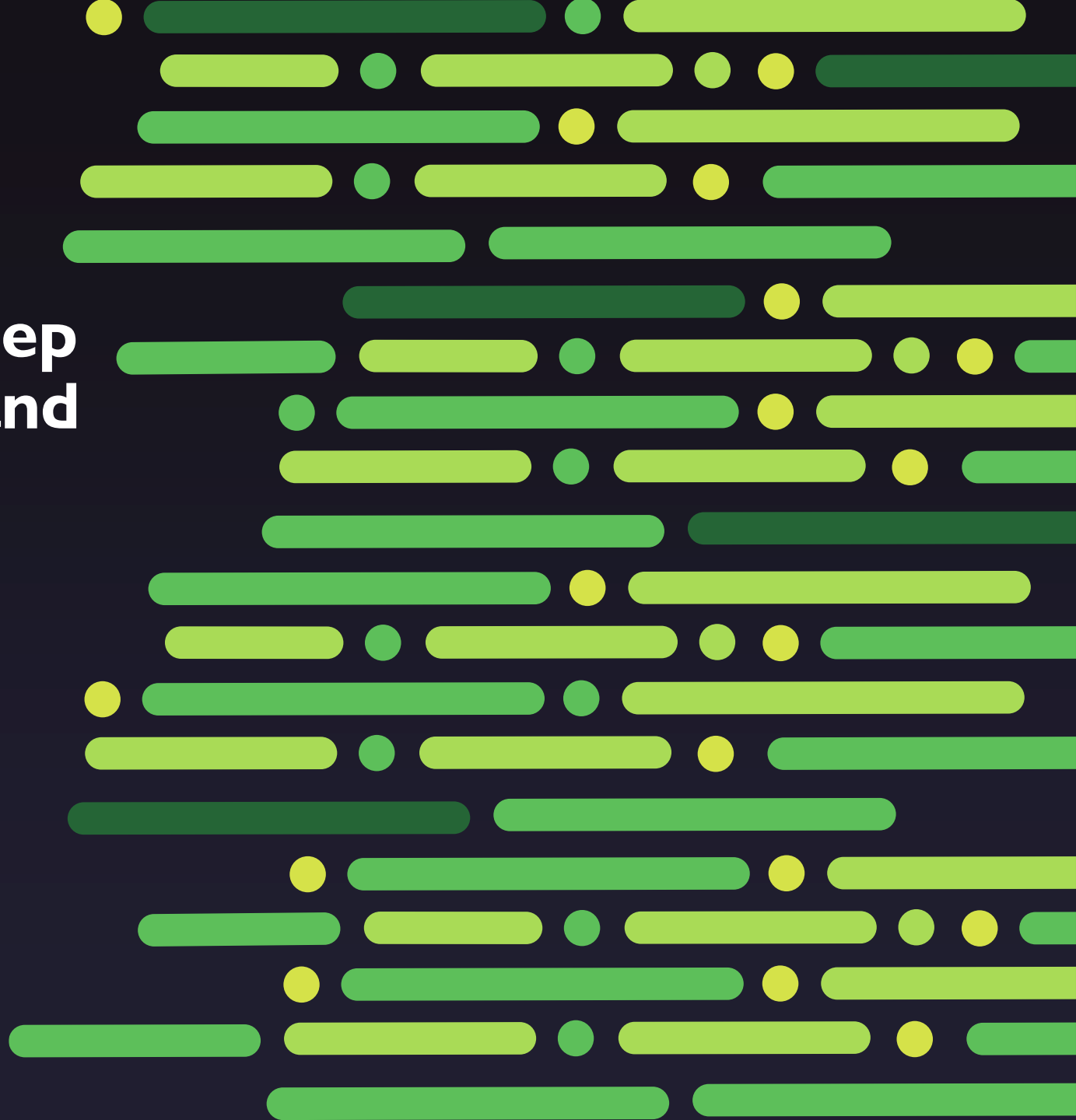




# Residential Realities: A Deep Dive into Living, Politics, and Future Visions in Western Ontario

Eddie Sheppard, PhD  
Vice President, Insights

FEBRUARY 2024



# SURVEY 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.**



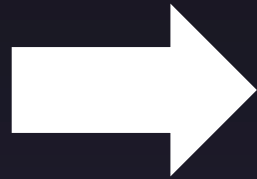
**Weighted to match the populations of the region**



# **HOW ARE RESIDENTS IN WESTERN ONTARIO FEELING ABOUT THEIR COMMUNITY?**

# 74%

DESCRIBE THEIR  
QUALITY OF LIFE AS  
**EXCELLENT OR  
GOOD**



LONDON & ST.  
THOMAS

70%

CHATHAM – KENT

76%

HURON – PERTH

**86%**

WOODSTOCK

67%

# QUALITY OF LIFE IN WESTERN ONTARIO





## London & St. Thomas

## Chatham-Kent

## Huron-Perth

## Woodstock

1.	I have good access to all my daily activities	I have good access to all my daily activities	Is a good place to live long-term	Is a good place to live long-term
2.	Feels established	Is a good place to live long-term	Is a great place to raise my family	I have good access to all my daily activities
3.	Is a good place to live long-term	Is a great place to raise my family	I am proud to live in	Is a great place to raise my family
4.	Enables a healthy and active lifestyle	Enables a healthy and active lifestyle	I have good access to all my daily activities	I am proud to live in
5.	Is a great place to raise my family	I am proud to live in	Enables a healthy and active lifestyle	Feels established
6.	Has a healthy local economy.	Feels established	Has a healthy local economy.	Has a healthy local economy.
7.	I am proud to live in	Has a healthy local economy.	Feels established	Enables a healthy and active lifestyle

# RATING LIFE IN WESTERN ONTARIO

	Excellent/Good	Poor/Terrible
Quality of parks and rec	63%	9%
Quality of schools	62%	9%
Quality of city of county services	50%	16%
Feeling safe from crime	49%	16%

# RATING LIFE IN WESTERN ONTARIO

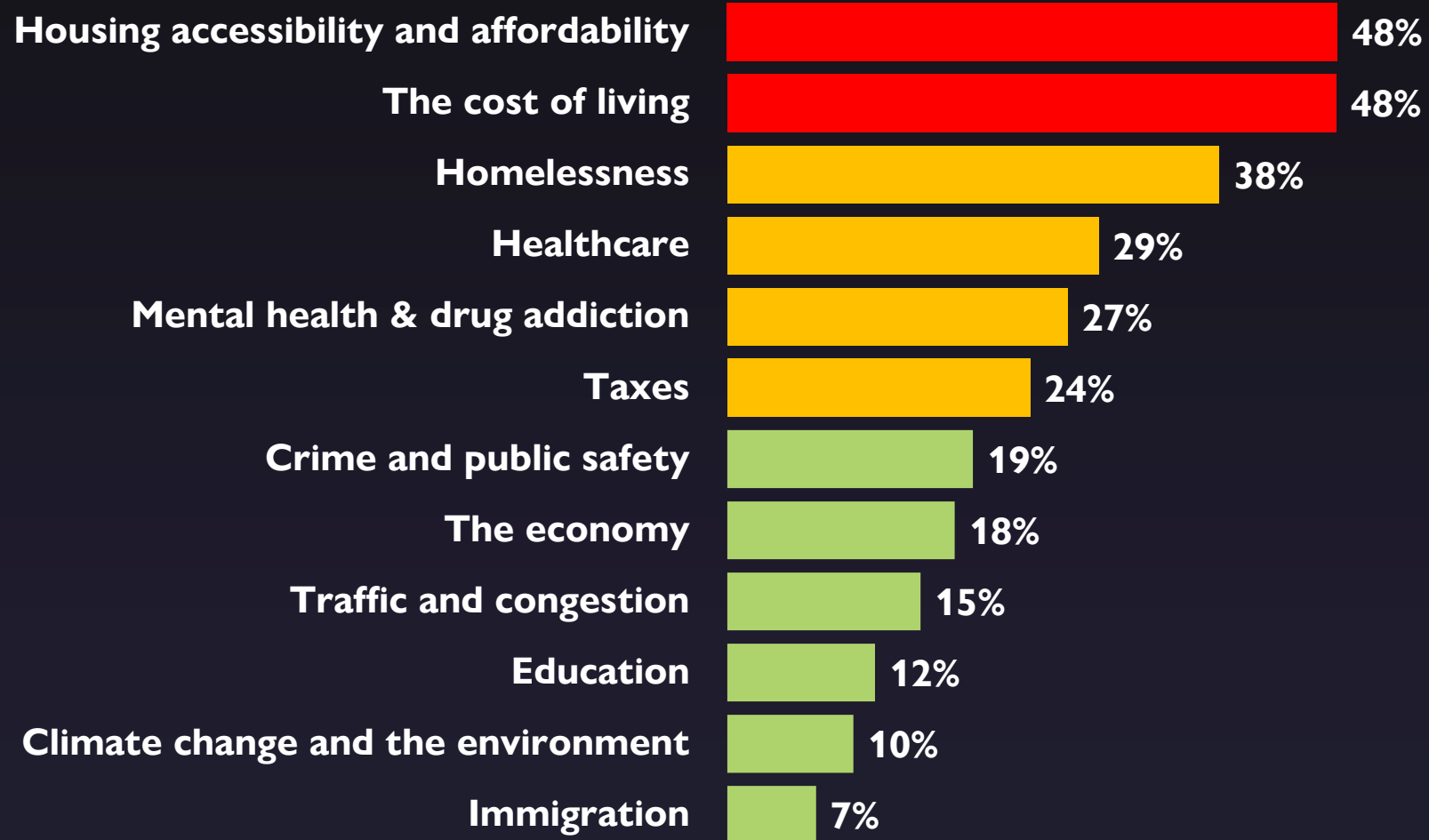
	Excellent/Good	Poor/Terrible
Access to quality healthcare	49%	19%
Traffic and congestion	44%	27%
Availability of good paying jobs	37%	22%

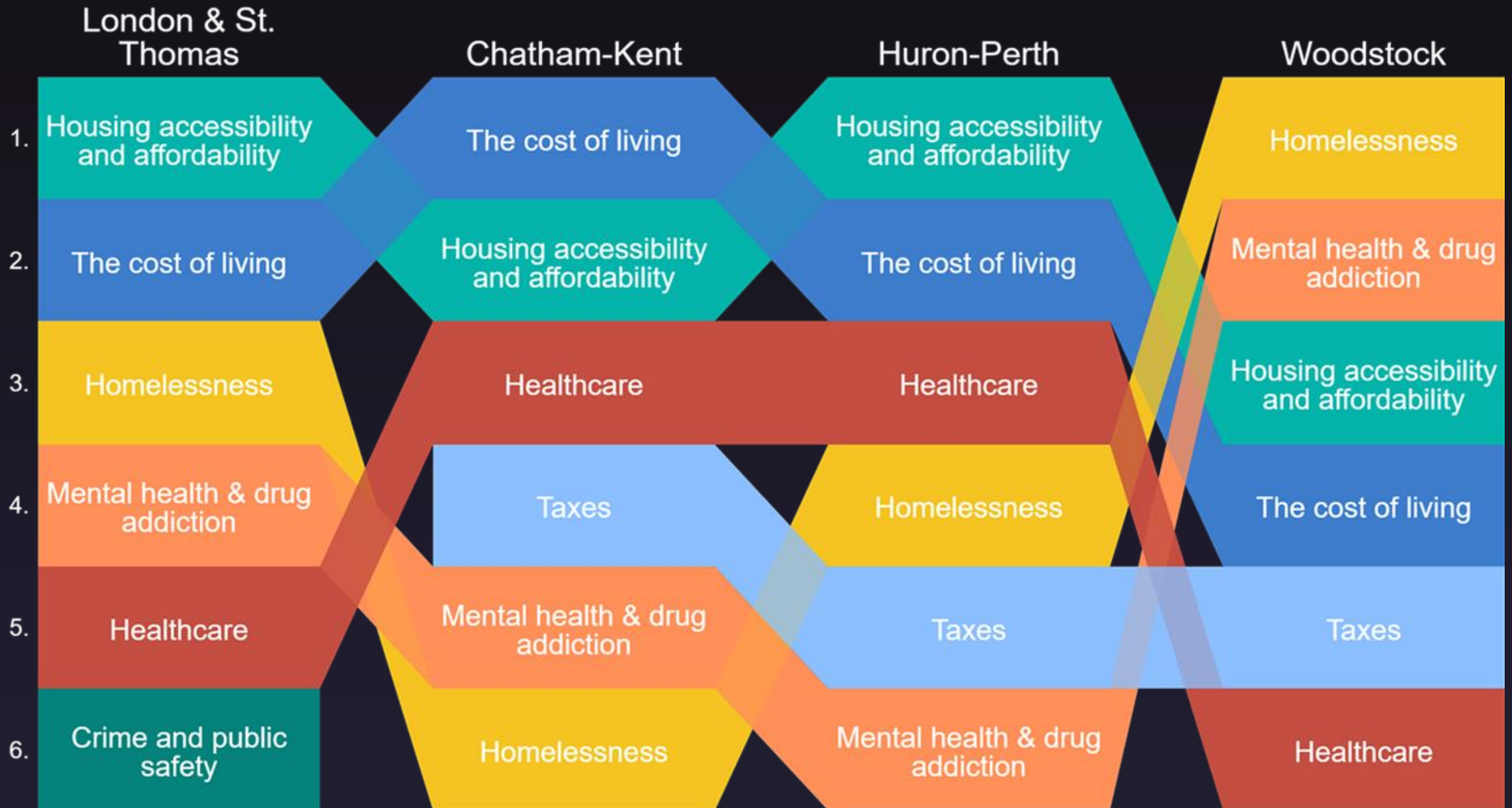


# RATING LIFE IN WESTERN ONTARIO

	Excellent/Good	Poor/Terrible
Overall cost of living	30%	35%
Availability of affordable housing	25%	48%

# THE TOP ISSUES IN WESTERN ONTARIO

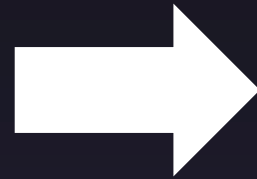






# 58%

**THINK THINGS IN  
WESTERN ONTARIO  
ARE HEADED IN THE  
RIGHT DIRECTION**



**LONDON & ST.  
THOMAS**

**54%**

**CHATHAM – KENT**

**60%**

**HURON – PERTH**

**70%**

**WOODSTOCK**

**62%**

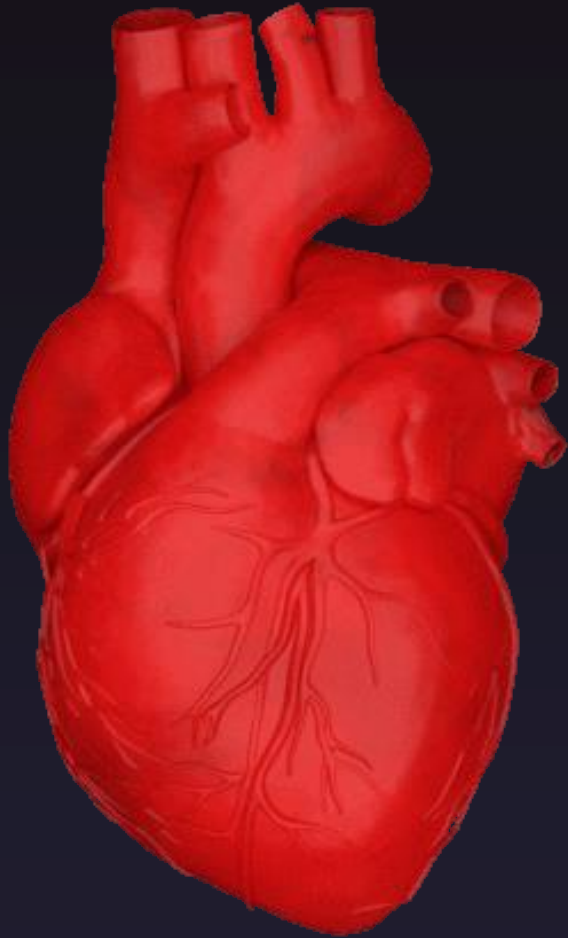
# **IS THE DREAM OF HOMEOWNERSHIP STILL ALIVE IN WESTERN ONTARIO?**



# 61%

**OF MORTGAGE HOLDERS ARE  
CONCERNED ABOUT THEIR  
ABILITY TO AFFORD  
MONTHLY PAYMENTS AFTER  
RENEWAL**





**70%**  
**OF NON-OWNERS  
WANT TO BUY A HOME  
SOMEDAY**



**BUT IT'S ON  
LIFE SUPPORT.**

**53% ARE  
PESSIMISTIC OR  
HAVE GIVEN UP.**

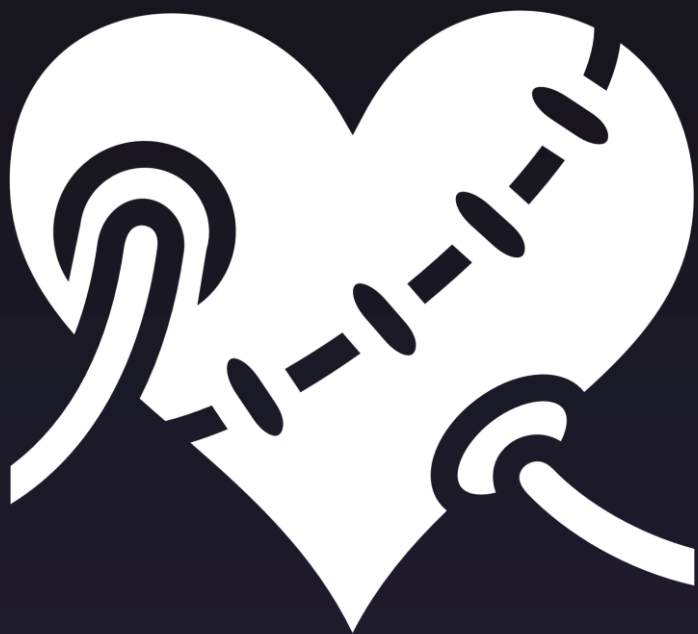
Among non-homeowners



44%

**BELIEVE HOME PRICES WILL  
RISE IN THE NEXT 12 MONTHS.**

Among non-homeowners



49%

BELIEVE HOUSING WILL BECOME  
**LESS AFFORDABLE** OVER THE  
NEXT 5 YEARS

Among non-homeowners



# WHY HAS HOUSING BECOME SO UNAFFORDABLE AND EXPENSIVE?



**Population is growing too fast**

**39%**



**Rising construction costs**

**30%**



**Not building nearly enough homes**

**14%**



**Strict land use and zoning rules by municipalities**

**3%**

# MOST IMPORTANT FACTORS TO CONSIDER WITH RESPECT TO HOUSING AFFORDABILITY IN ONTARIO



**IMMIGRATION**

**50%**



**FOREIGN  
BUYERS**

**40%**



**LAND  
AVAILABILITY**

**38%**



**LABOUR  
SHORTAGES**

**30%**



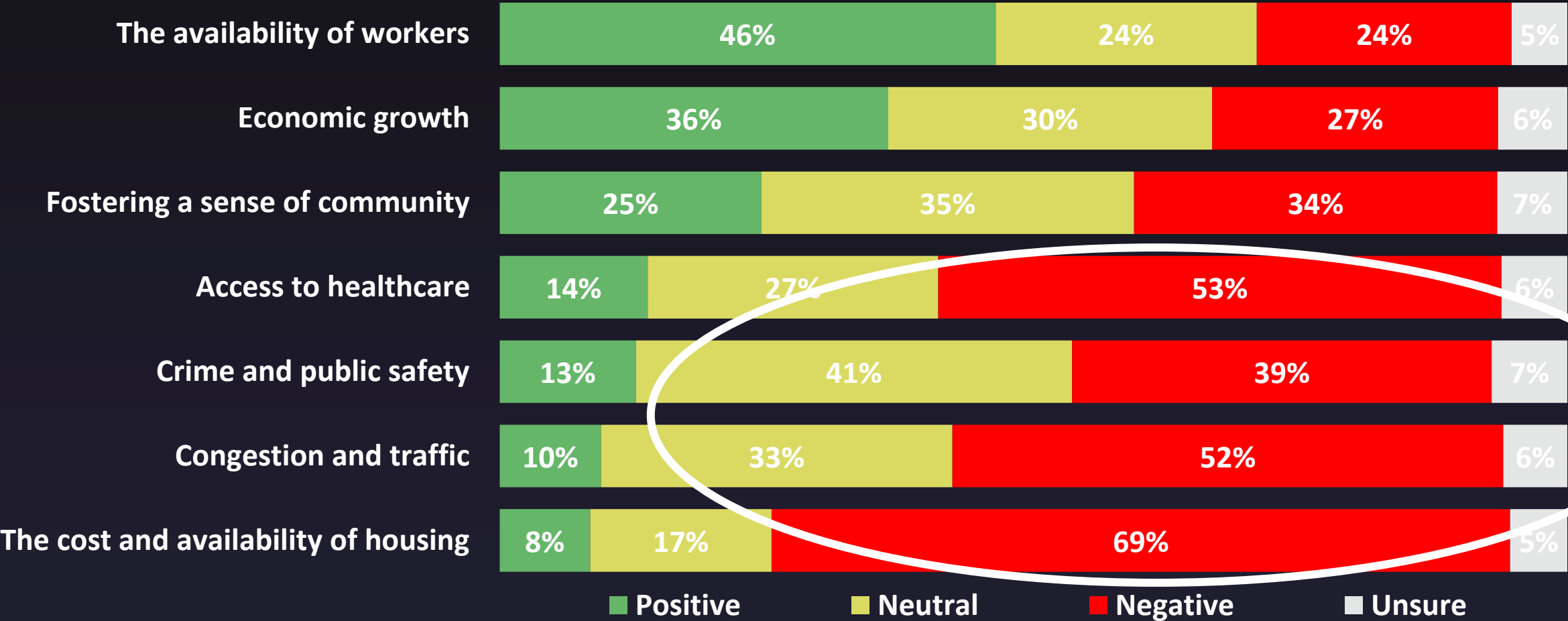
**COST OF  
BORROWING**

**30%**

# 67%

**CANADIANS BELIEVE  
CANADA'S IMMIGRATION  
TARGET IS **TOO HIGH****

# THE IMPACT OF NEW IMMIGRANTS



Data from November 2023 National Omni



# WHAT ARE THE SOLUTIONS?

# SUPPORT THE ONTARIO GOVERNMENT TO...



**Increase support and funding for colleges, trade schools and apprenticeships**

**65%**



**Provide provincial loan guarantees for affordable housing projects and purpose-built rentals**

**55%**



**Eliminate exclusionary zoning province-wide and encourage gentle density everywhere**

**44%**

# THE ROLE OF POLITICS IN HOUSING AND AFFORDABILITY

**PUBLIC PERCEPTION:**  
**GOVERNMENT POLICIES**  
***IMPACT ON HOUSING AFFORDABILITY***

**26%**

**PROVINCIAL POLICIES  
AND REGULATIONS**

**21%**

**MUNICIPAL BYLAWS  
AND POLICIES**

# SATISFACTION WITH GOVERNMENT PERFORMANCE ON HOUSING

Federal  
**73%**  
DISSATISFIED

LONDON & ST. THOMAS	74%
CHATHAM – KENT	76%
HURON – PERTH	65%
WOODSTOCK	64%

Provincial  
**71%**  
DISSATISFIED

LONDON & ST. THOMAS	77%
CHATHAM – KENT	64%
HURON – PERTH	66%
WOODSTOCK	60%

Municipal  
**59%**  
DISSATISFIED

LONDON & ST. THOMAS	65%
CHATHAM – KENT	56%
HURON – PERTH	47%
WOODSTOCK	46%



## **MAKING HOUSING MORE AFFORDABLE...**

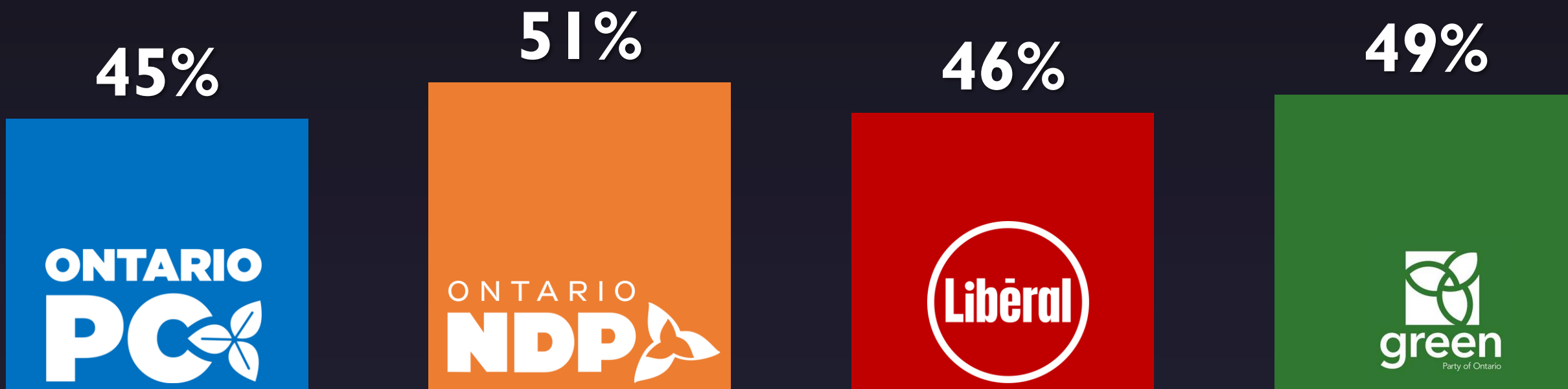
**86%**

**SHOULD BE A TOP  
PRIORITY FOR ONTARIO  
GOVERNMENT**

**25%**

**BELIEVE IT IS BEING  
TREATED AS A TOP  
PRIORITY TODAY**

# WHAT PARTY CARES THE MOST ABOUT MAKING HOUSING MORE AFFORDABLE IN ONTARIO?



# WHAT PARTY IS BEST ABLE TO HANDLE HOUSING?

31%



30%



22%



13%



# THE POLITICAL IMPACT & WHAT TO EXPECT



# CURRENT PROVINCIAL VOTE INTENTION

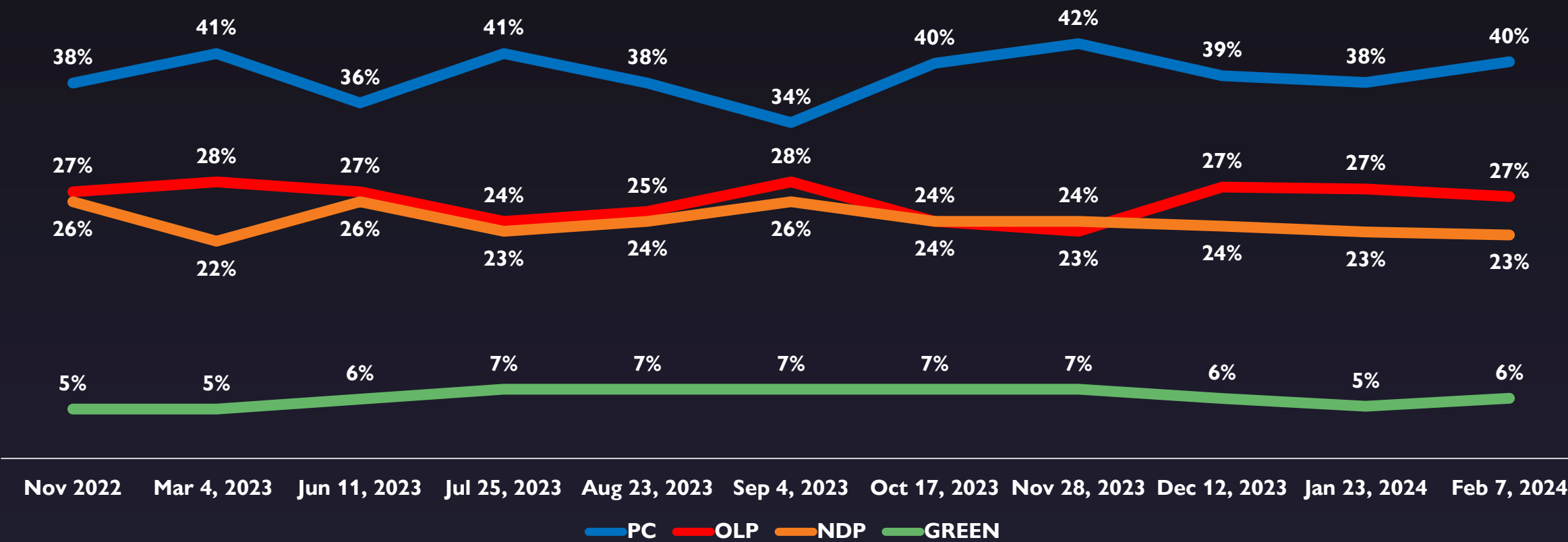
AMONG COMMITTED VOTERS IN WESTERN ONTARIO

PROGRESSIVE CONSERVATIVE	33%
LIBERAL	26%
NDP	25%
GREENS	12%
OTHER	4%



# CURRENT PROVINCIAL VOTE INTENTION

AMONG ALL COMMITTED VOTERS



Data from February 2024 National Omni

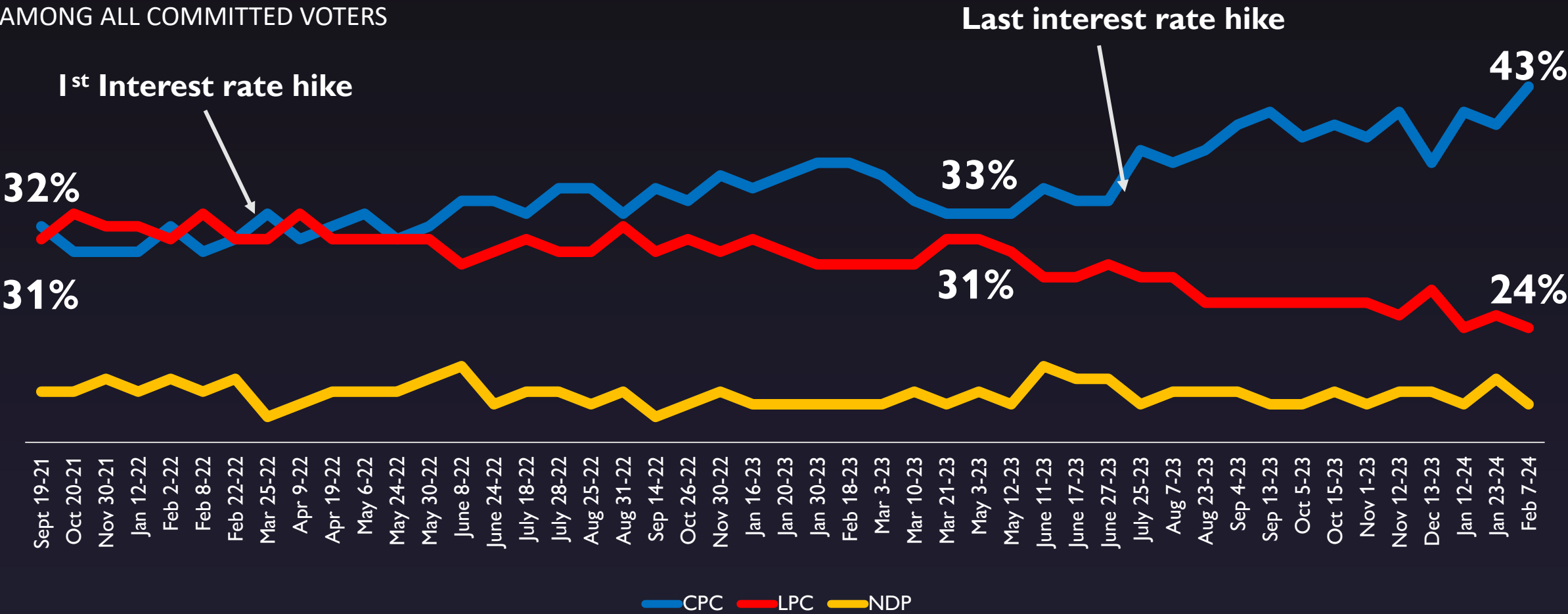
# CURRENT FEDERAL VOTE INTENTION

AMONG COMMITTED VOTERS IN WESTERN ONTARIO

PROGRESSIVE CONSERVATIVE	38%
LIBERAL	26%
NDP	24%
GREENS	7%
OTHER	5%

# CURRENT FEDERAL VOTE INTENTION

AMONG ALL COMMITTED VOTERS



# WHAT DOES 2024 LOOK LIKE?

# 2024 OUTLOOK

36%

ARE **OPTIMISTIC** ABOUT  
THEIR FINANCIAL AND  
PERSONAL WELL-BEING  
IN 2024

51%

ARE **PESSIMISTIC** ABOUT  
THEIR FINANCIAL AND  
PERSONAL WELL-BEING  
IN 2024



# FINAL THOUGHTS



**POLITICS**



**ACCEPTANCE OF  
IMMIGRATION**

**QUALITY OF LIFE  
COMPETITIVENESS**

**PRODUCTIVITY**

## FINAL THOUGHTS

1. Residents are generally happy with the quality of life in Western Ontario.
2. But housing affordability has become a universal concern and Western Ontario is no exception.
3. Issues relating the housing, cost of living, homelessness, healthcare and mental health/drug addiction are present across all regions
4. There is a significant gap between expected government action and perceived government action today

# Thank You

Stay in Touch  
[eddie@abacusdata.ca](mailto:eddie@abacusdata.ca)

**abacus**  
 **data**  
[abacusdata.ca](http://abacusdata.ca)