



MISSISSAUGA HOUSING SURVEY

Conducted for the Ontario Real Estate
Association

April 2023

METHODOLOGY

- Sample size: 750 Mississauga residents, aged 18 and over.
- Survey field dates: April 20 to 27, 2023.
- The data was weighted by age, gender, and education.
- Totals may not add up to 100 due to rounding.



Executive Summary

Mississauga Outlook

- Almost half of Mississauga residents (49%) think the City is heading in the right direction which is significantly more positive than their assessment of the direction of the Province as a whole (31% right direction).
- In fact, Mississauga residents have a very positive view of the City. 69% think the quality of life in Mississauga is excellent or good and the City gets high marks for key elements of the living experience such as the quality of recreational services (64% excellent or good), quality of schools (56%), healthcare services (53%) and transit (51%).
 - The City does not do as well on the overall cost of living (46% poor or terrible) and housing affordability (58%).
- 61% of Mississauga residents think the provincial government should place a high or very high priority on making housing more affordable but only 15% think the Ontario government is currently prioritizing making housing more affordable.
- Mississauga has a higher rate of homeownership (59%) than the Province of Ontario as a whole (52%).
 - 67% of non-homeowners would like to be a homeowner and 58% are optimistic about the possibility of buying a home in the community they want to live in.
- 70% believe it has become more difficult to buy a residential property in their community and 46% expect prices in the local community to rise (42%).

Executive Summary

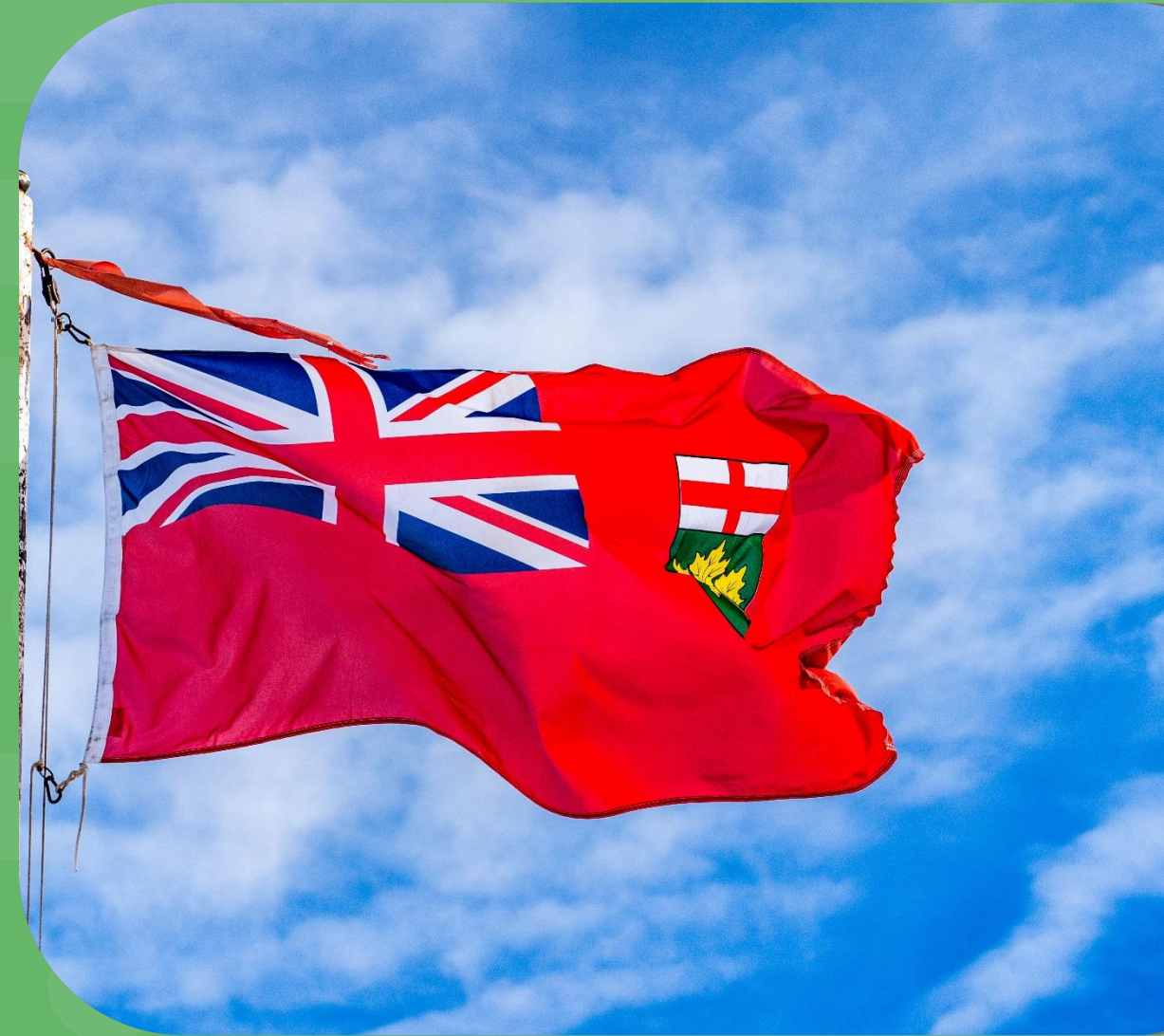
Auction House Loophole and Cooling Off Period

- 76% of Mississauga residents would support the provincial government closing the real estate auction loophole that currently exempts auctioneers from having to follow Ontario's real estate rules.
- If they were selling their home, only 21% of City residents would like it if the buyer had a cooling off period.

Bill 23, the More Homes Built Faster Act

- 13% are very or pretty familiar with Bill 23, *the More Homes Built Faster Act* and 46% have at least heard of it. Of those who have heard about it, 26% think it is a good approach to building more homes and addressing housing. This is slightly (-2) less support than in the province as a whole.
- Mississauga residents are also less positive than the provincial average about three specific aspects of Act:
 - 30% support (-8) and 23% oppose changing the current rules so that up to 3 separate residential units are allowed on each piece of land.
 - 31% support (-7) and 21% oppose providing special discounts and exemptions to development charges that builders pay to make it easier to build affordable homes and rental properties.
 - 23% support (-8) and 36% oppose restricting the ability of outside groups to challenge decisions related to construction projects while also allowing smaller (up to 10 homes) developments without going through a specific review process.

MISSISSAUGA THE CONTEXT



KEY FINDINGS: MISSISSAUGA THE CITY

- Almost half of Mississauga residents (49%) think the City is heading in the right direction which is significantly more positive than their assessment of the Province as a whole (31%).
- 69% think the quality of life in Mississauga is excellent or good.
- Positive assessment of Mississauga's quality of life are reflected in positive assessments of key aspects/services:
 - Residents rate the quality of recreational services most positively (64% excellent or good) but also overall positive about the quality of schools (56%), healthcare services (53%) and transit (51%).
 - The overall cost of living (46% poor or terrible) and housing affordability (58%) are areas where the City is not doing as well.
- In general, residents also think Mississauga is doing the same or better than other cities on key issues. The only areas where Mississauga is viewed as “worse” than other cities are the overall cost of living (38% worse or much worse) and housing affordability (41% worse or much worse).
- The top issues that Mississauga officials should focus on are cost of living (58%), crime and safety (41%) healthcare (41%) and housing accessibility and affordability (38%).
 - The cost of living and housing affordability are a higher priority for younger people, while healthcare, crime and safety are the priority of older residents.

KEY FINDINGS: MISSISSAUGA'S ELECTED OFFICIALS

General

- If a provincial election was held today, 46% of decided voters in Mississauga would vote for the PC party.
- When it comes to elected officials, Mayor Bonnie Crombie is viewed favourably (48% have a positive or very positive impression), with few detractors (just 15% hold a negative or very negative view).
- Just 30% of residents have a similar positive or very positive impression of Premier Doug Ford, with 39% reporting a negative or very negative impression.

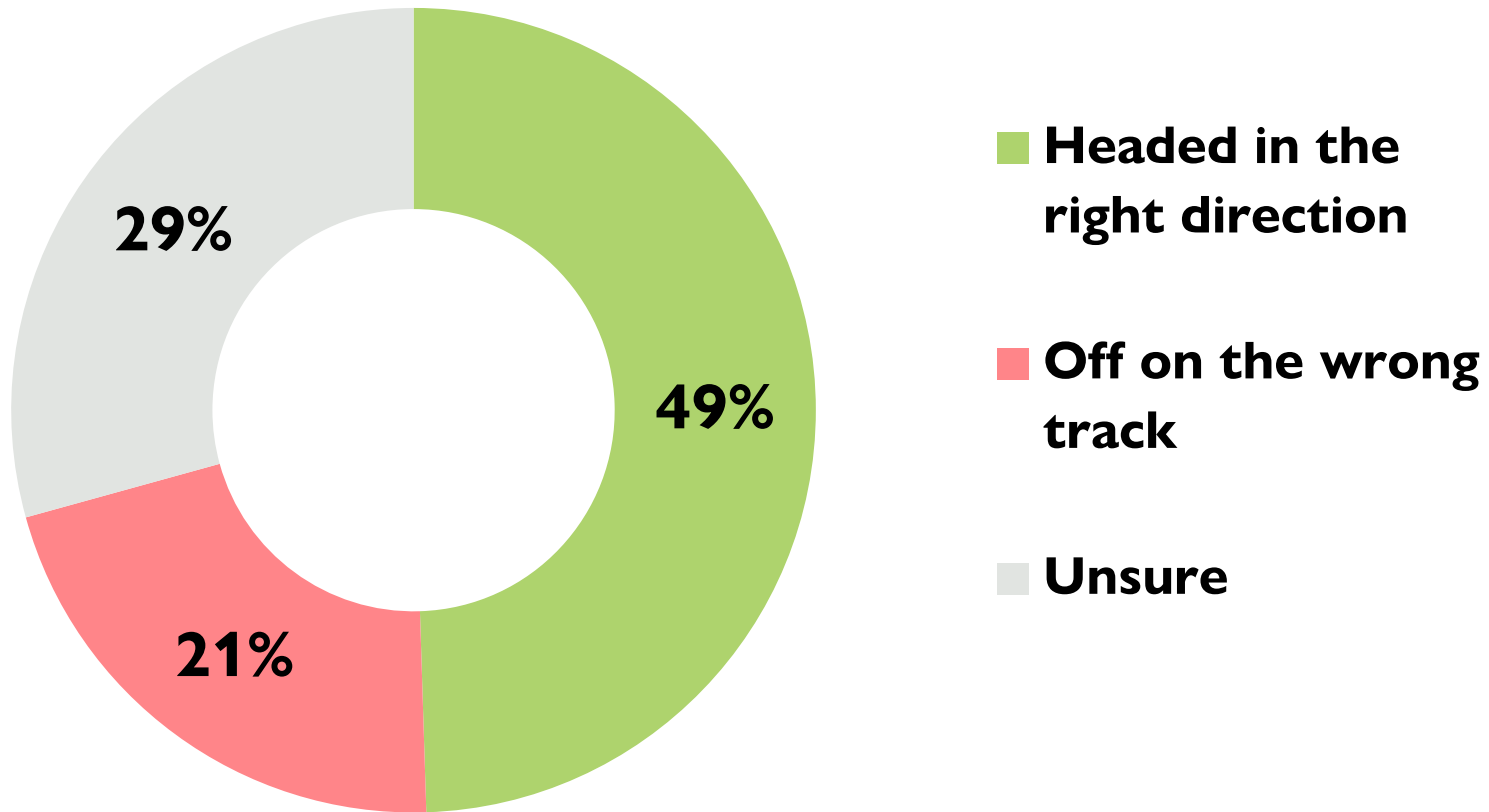
Housing

- Among Mississauga homeowners, 55% report having a positive or very positive view of Mayor Crombie, with 34% reporting the same about Premier Ford.
- However, when it comes to Mississauga's aspiring homeowners, just 36% say they have a positive or very positive impression of Mayor Crombie; with just 24% saying they have a positive or very positive opinion of Premier Ford.



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

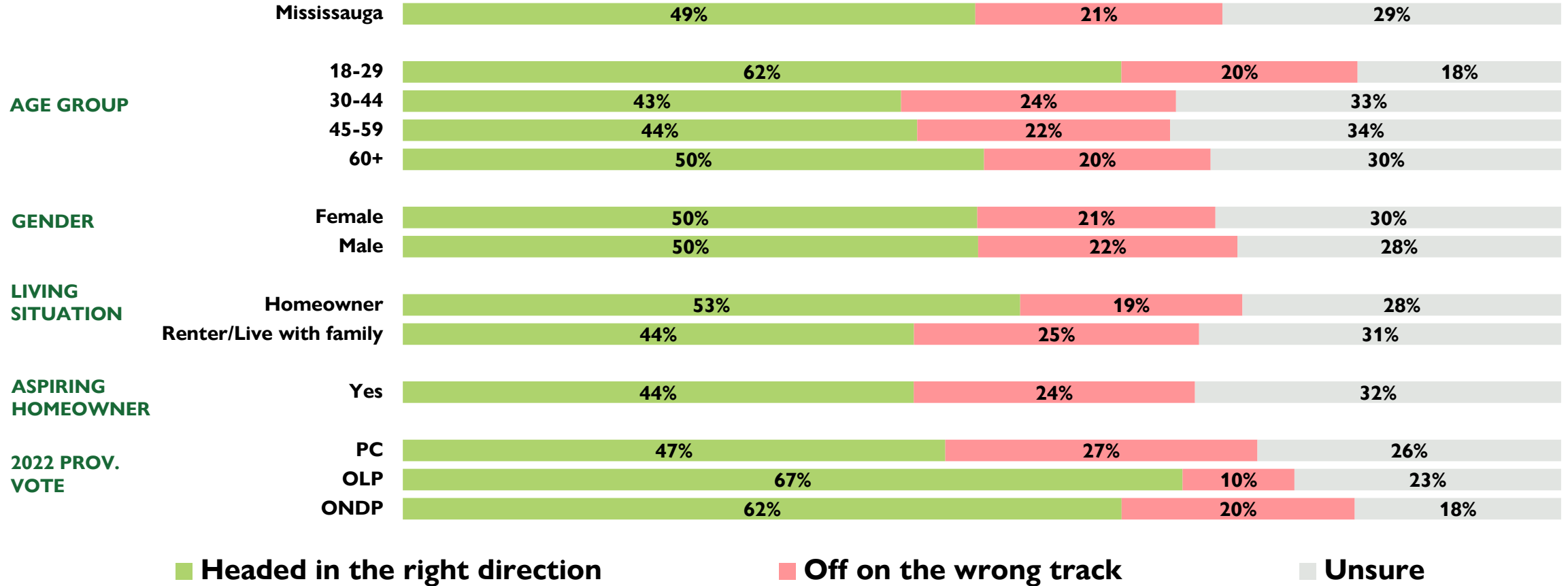
DIRECTION OF THE CITY





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

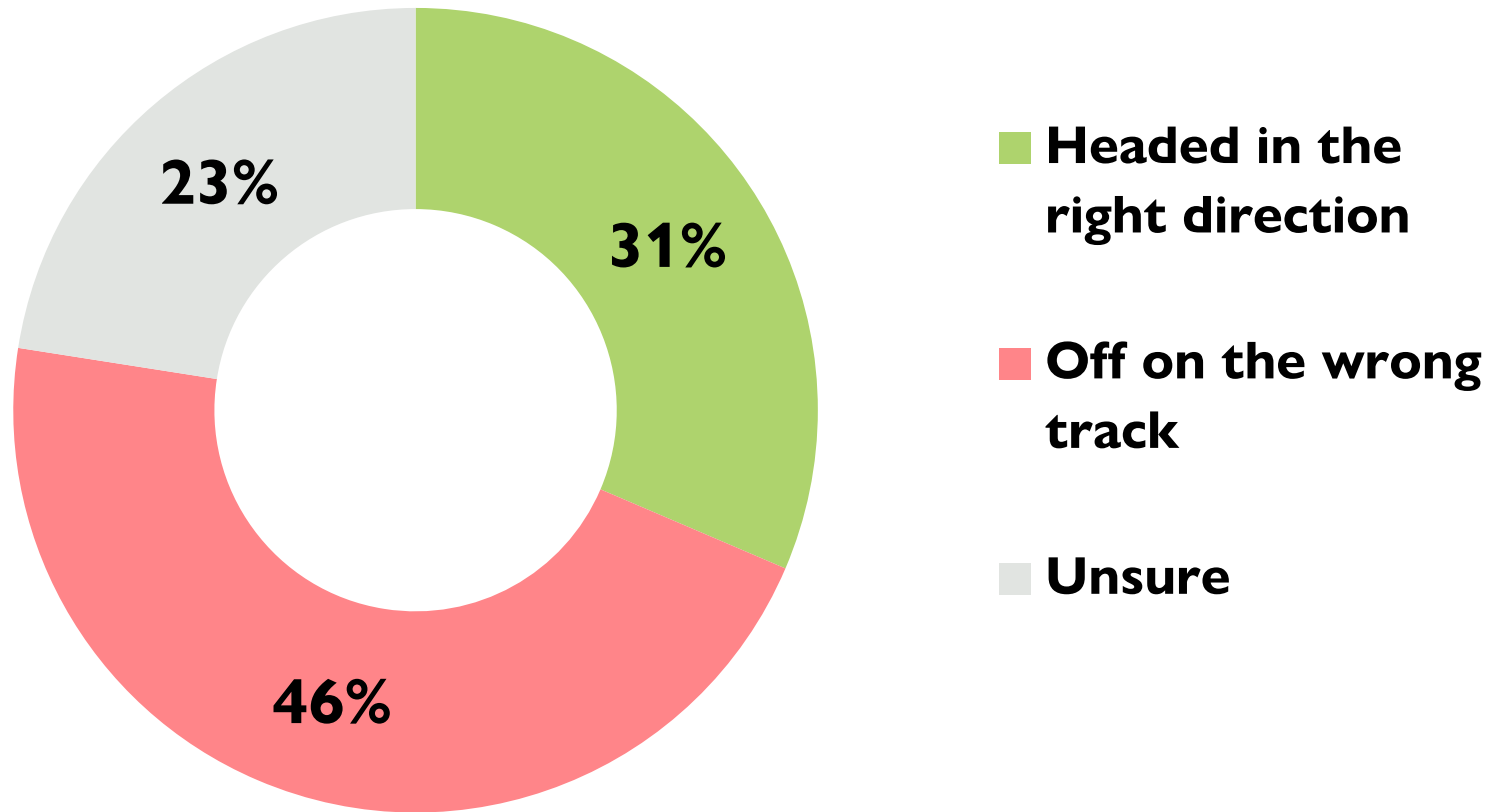
DIRECTION OF THE CITY





What about in Ontario? Do you think things are headed in the right direction or are they off on the wrong track?

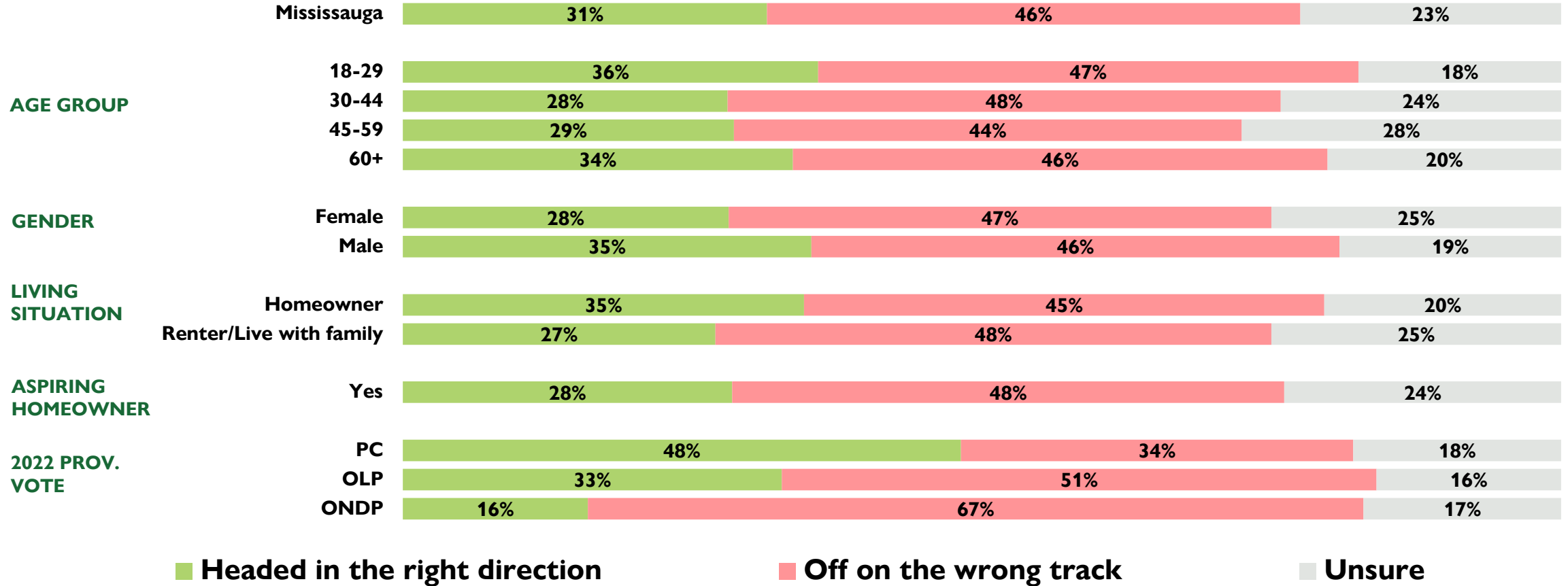
DIRECTION OF ONTARIO





What about in Ontario? Do you think things are headed in the right direction or are they off on the wrong track?

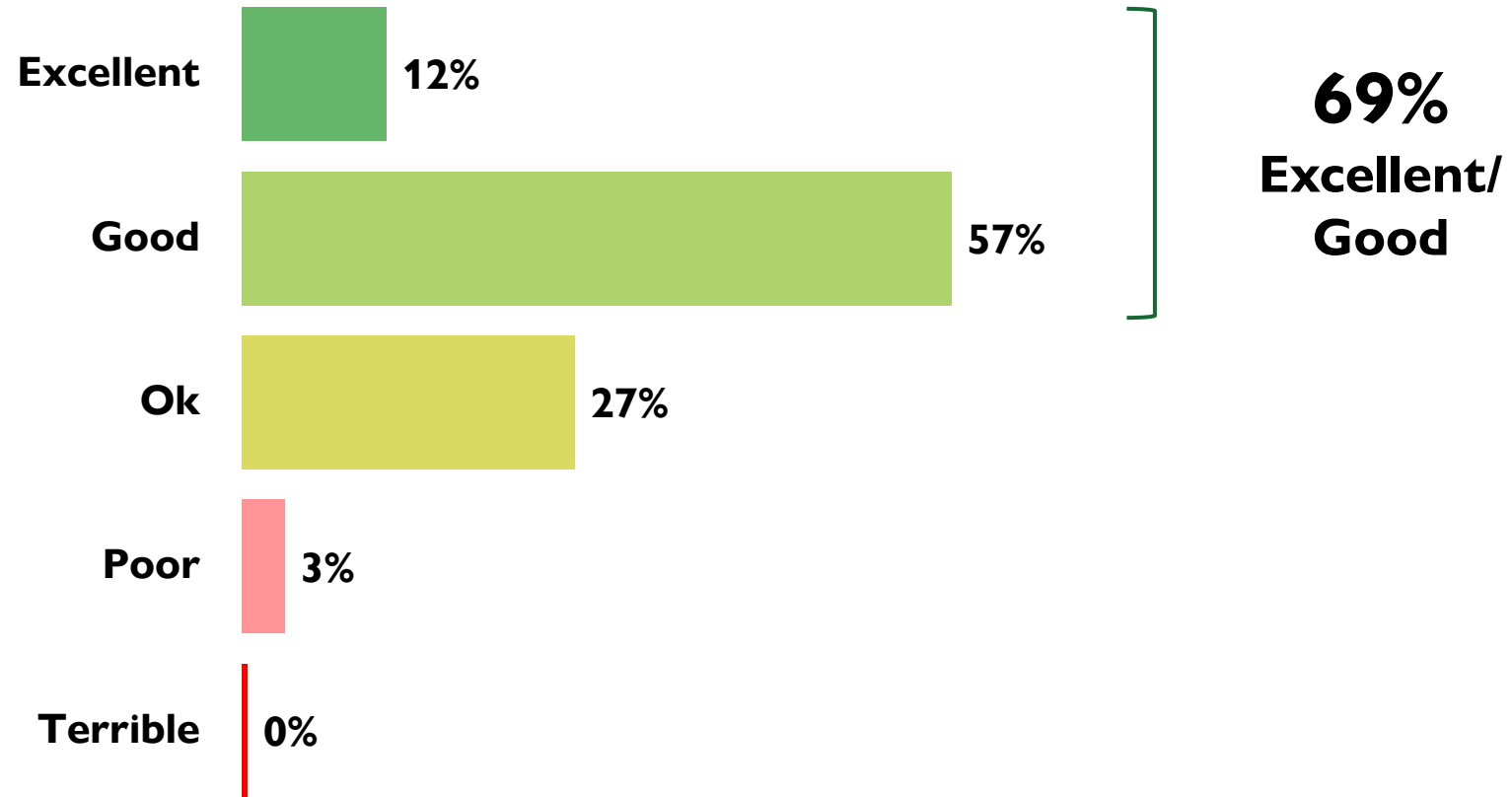
DIRECTION OF ONTARIO





Overall, how would you describe the overall quality of life in Mississauga?

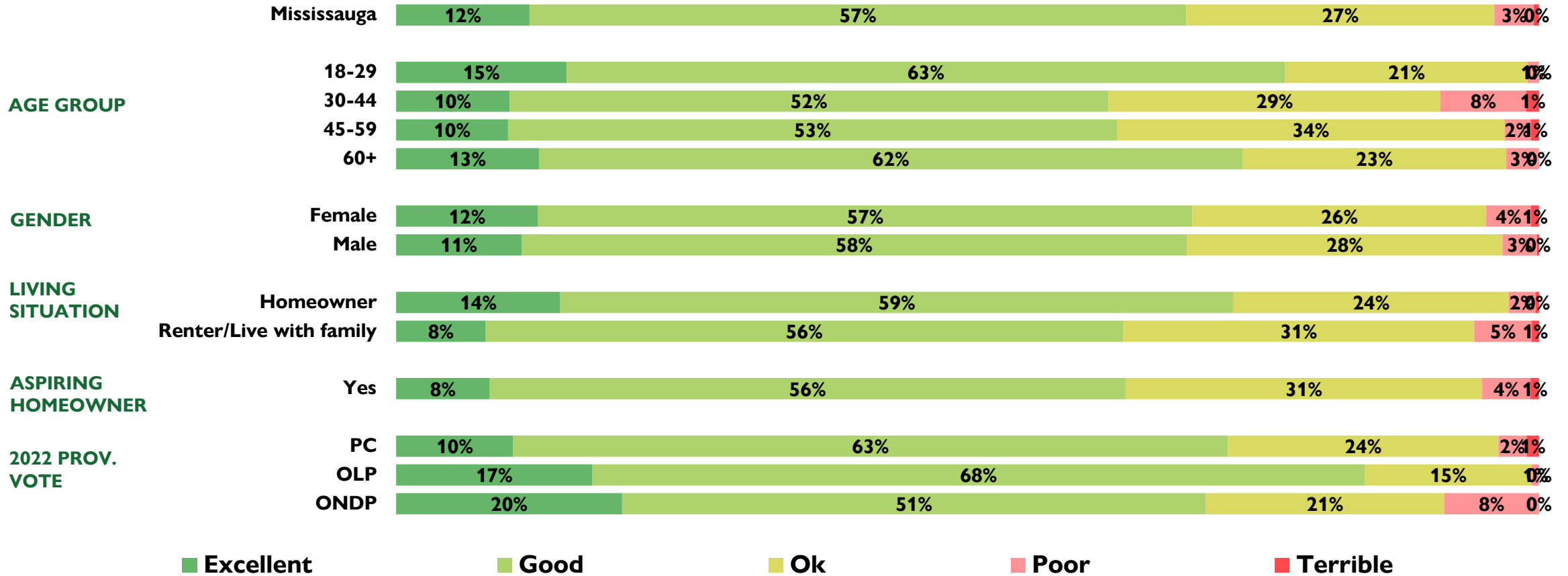
QUALITY OF LIFE IN MISSISSAUGA





Overall, how would you describe the overall quality of life in Mississauga?

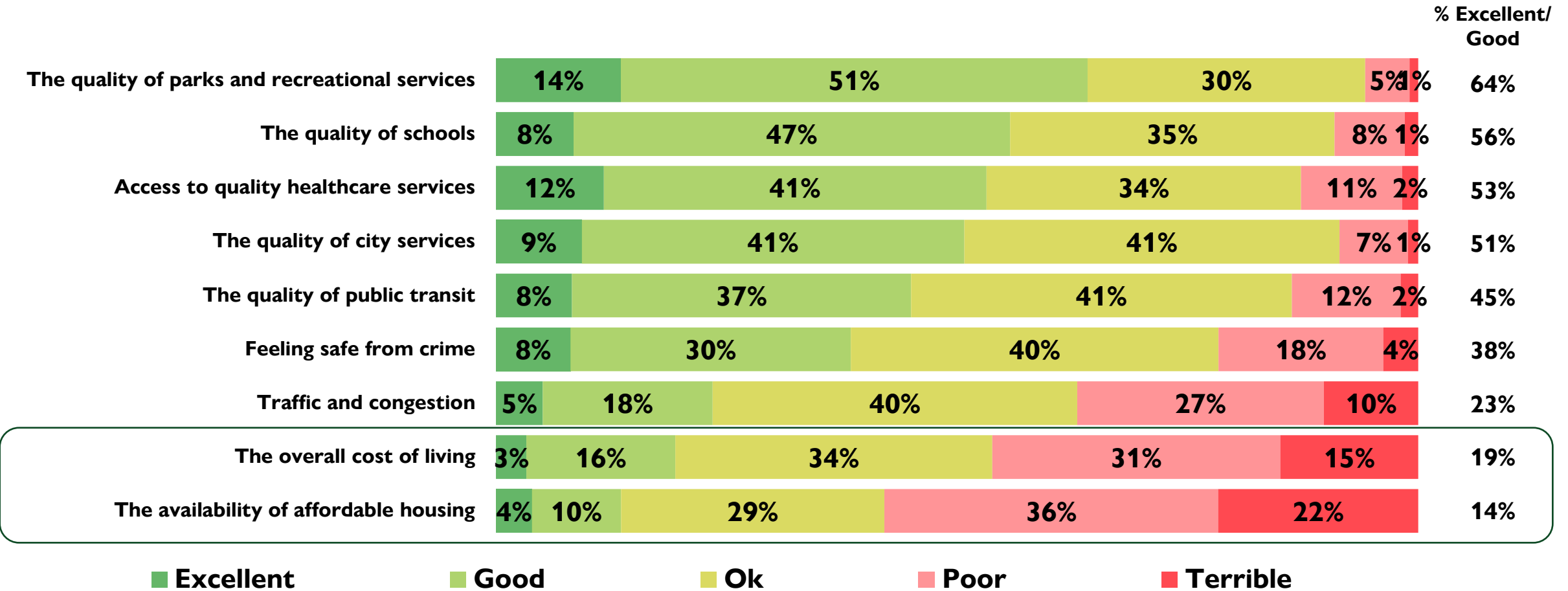
QUALITY OF LIFE IN MISSISSAUGA





How do you feel things are in Mississauga when it comes to the following?

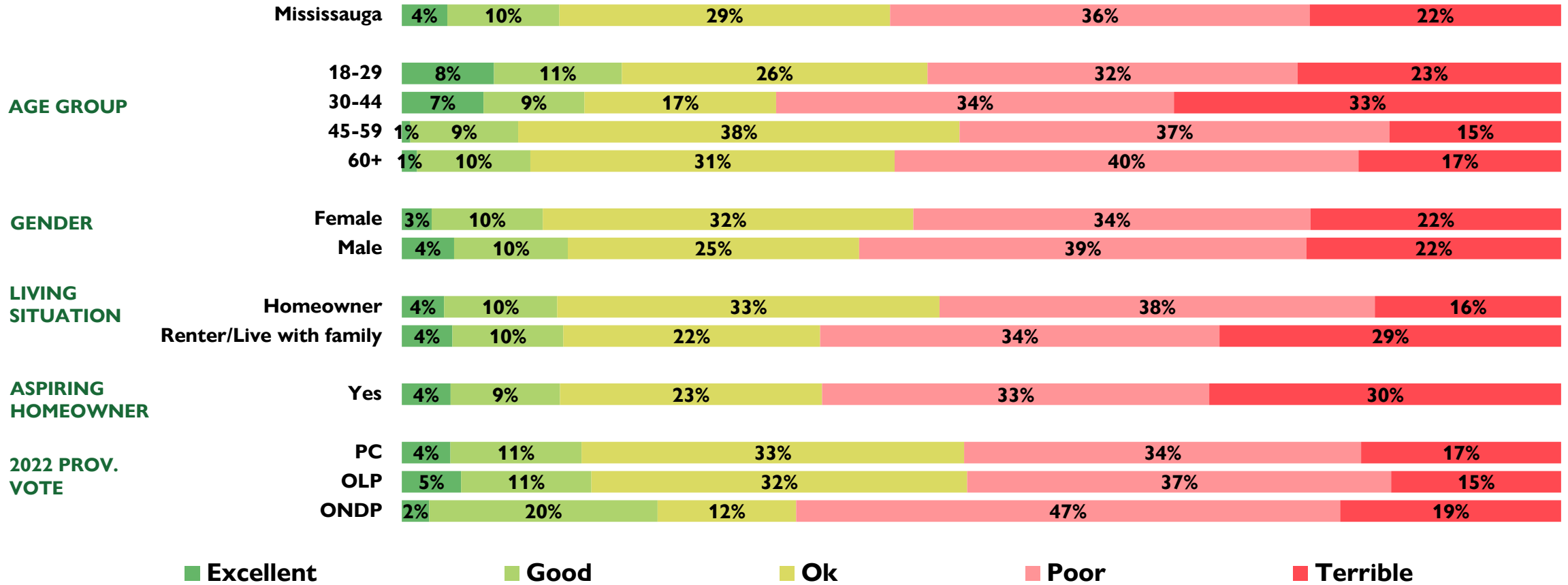
FEELINGS ON DIFFERENT ASPECTS OF THE CITY





How do you feel things are in Mississauga when it comes to the following?

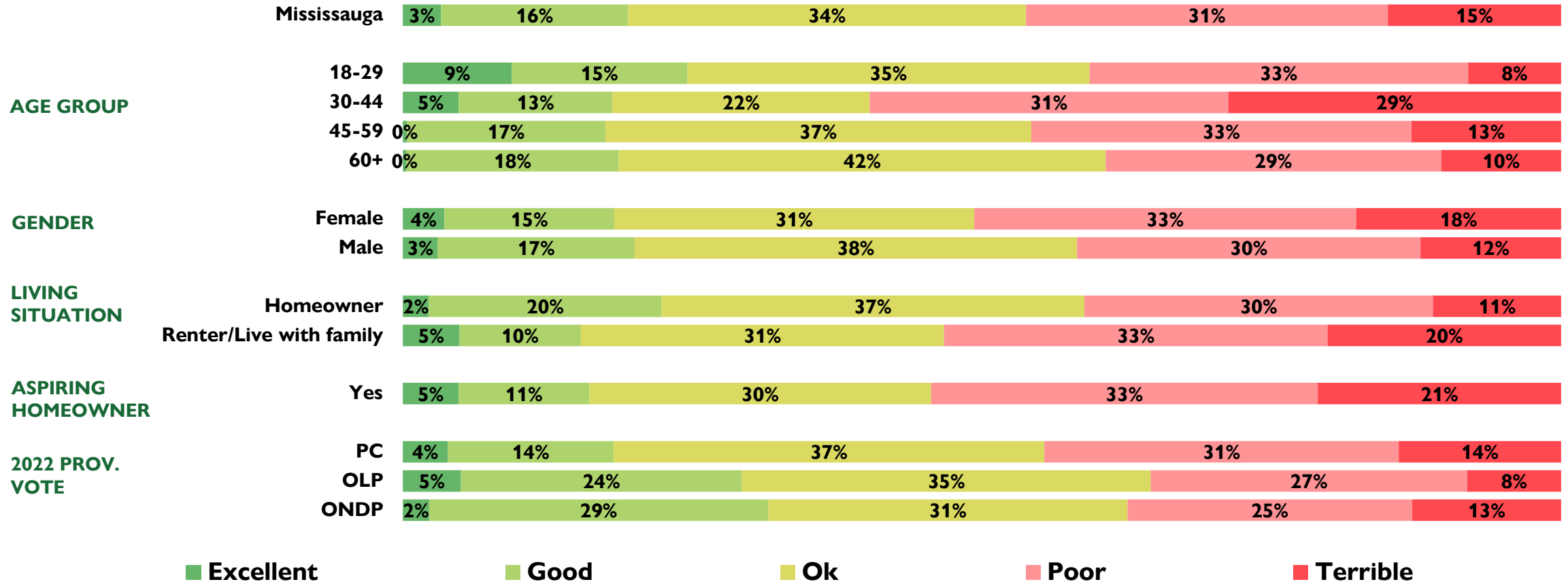
FEELINGS ON THE AVAILABILITY OF AFFORDABLE HOUSING





How do you feel things are in Mississauga when it comes to the following?

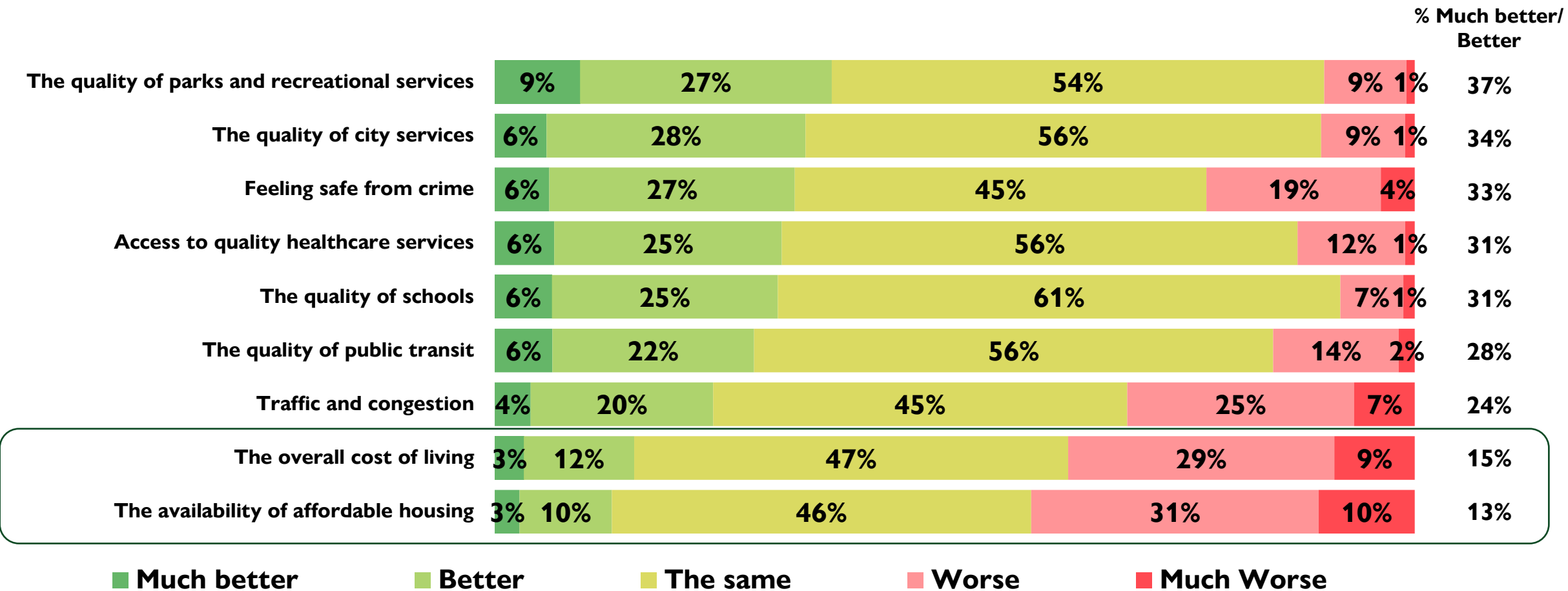
FEELINGS ON THE OVERALL COST OF LIVING





Compared with other cities the size of Mississauga in Ontario, do you feel the following are better, worse, or about the same?

MISSISSAUGA ASPECTS VS. COMPARABLE CITIES





Compared with other cities the size of Mississauga in Ontario, do you feel the following are better, worse, or about the same?

MISSISSAUGA ASPECTS VS. COMPARABLE CITIES

THE AVAILABILITY OF AFFORDABLE HOUSING

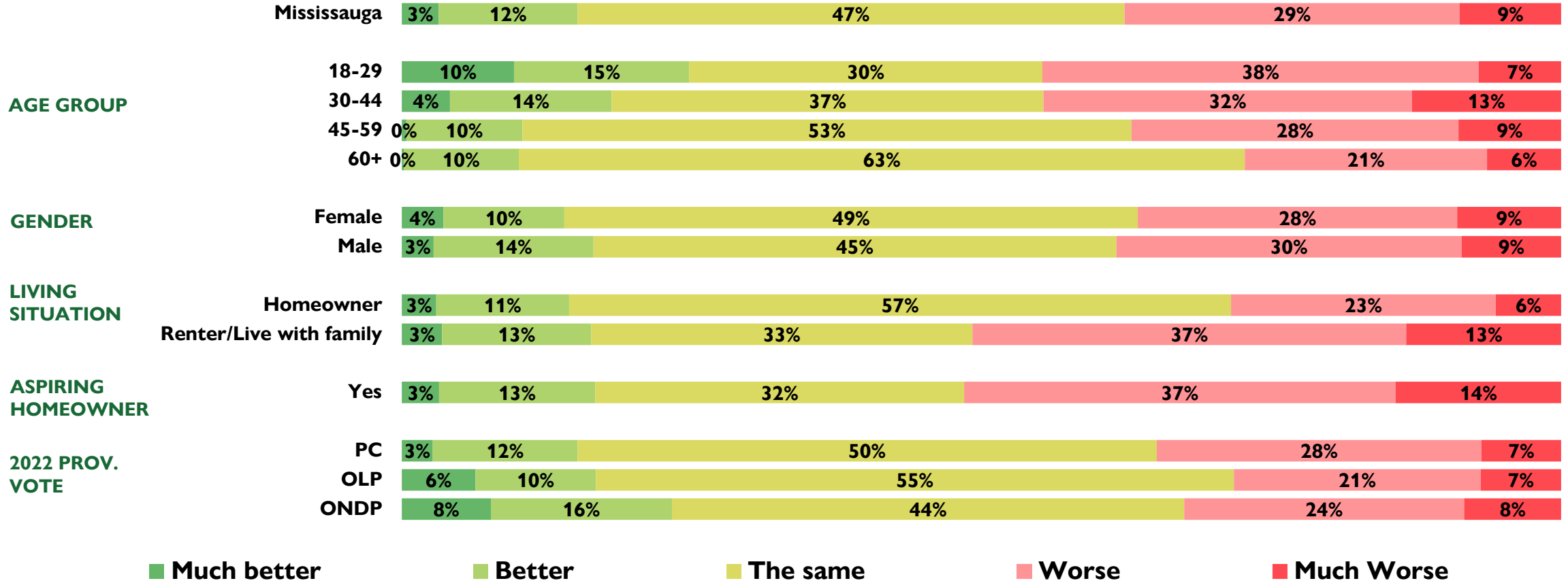




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MISSISSAUGA ASPECTS VS. COMPARABLE CITIES

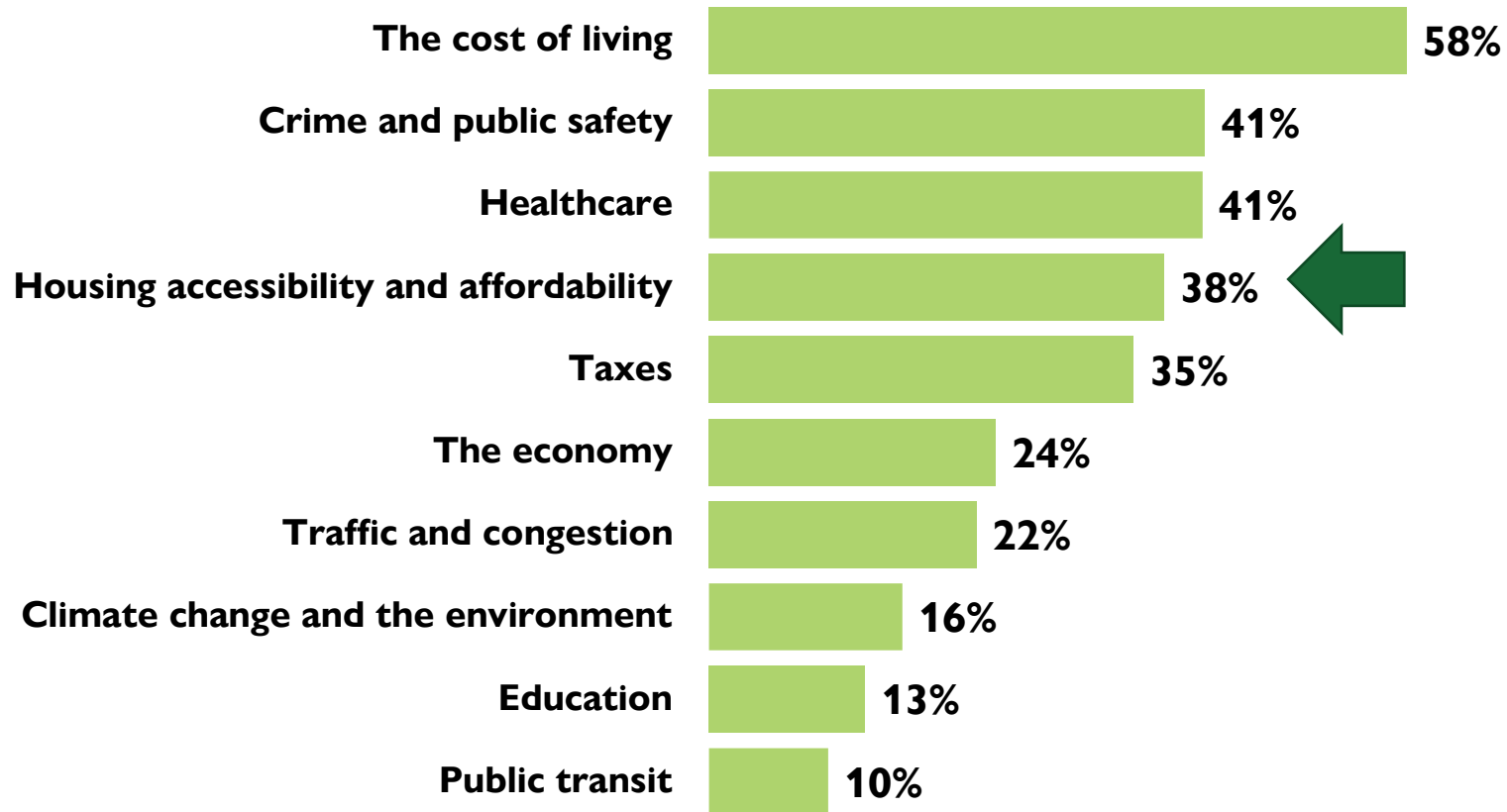
THE OVERALL COST OF LIVING





What are the top 3 issues you'd like elected officials representing Mississauga in the Ontario legislature to focus most on? Please select your top 3

TOP 3 ISSUES MISSISSAUGA OFFICIALS SHOULD FOCUS ON





What are the top 3 issues you'd like elected officials representing Mississauga in the Ontario legislature to focus most on? Please select your top 3

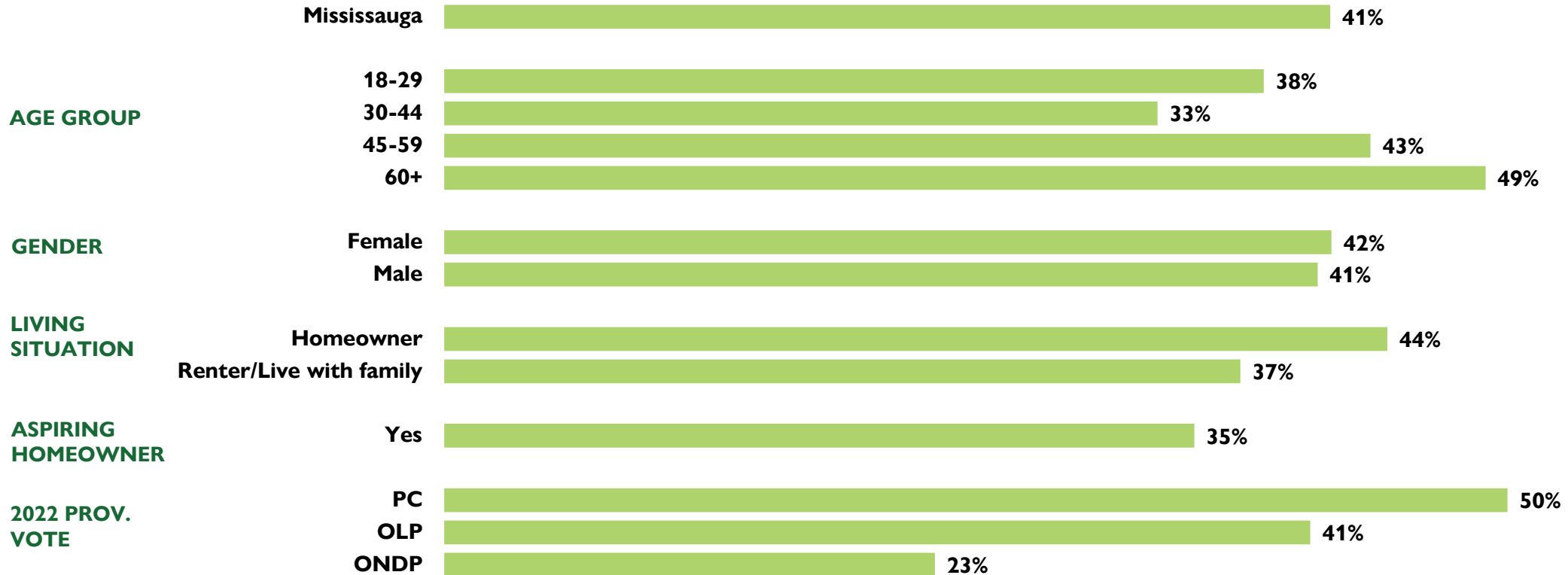
COST OF LIVING





What are the top 3 issues you'd like elected officials representing Mississauga in the Ontario legislature to focus most on? Please select your top 3

Crime and public safety





What are the top 3 issues you'd like elected officials representing Mississauga in the Ontario legislature to focus most on? Please select your top 3

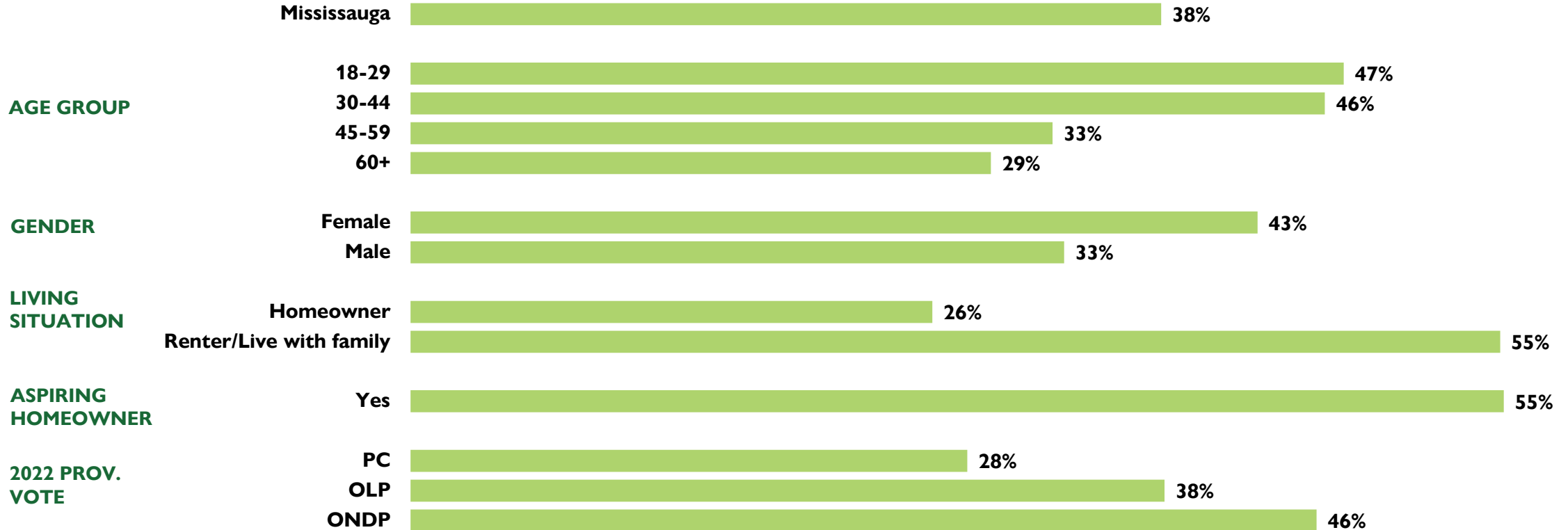
HEALTHCARE





What are the top 3 issues you'd like elected officials representing Mississauga in the Ontario legislature to focus most on? Please select your top 3

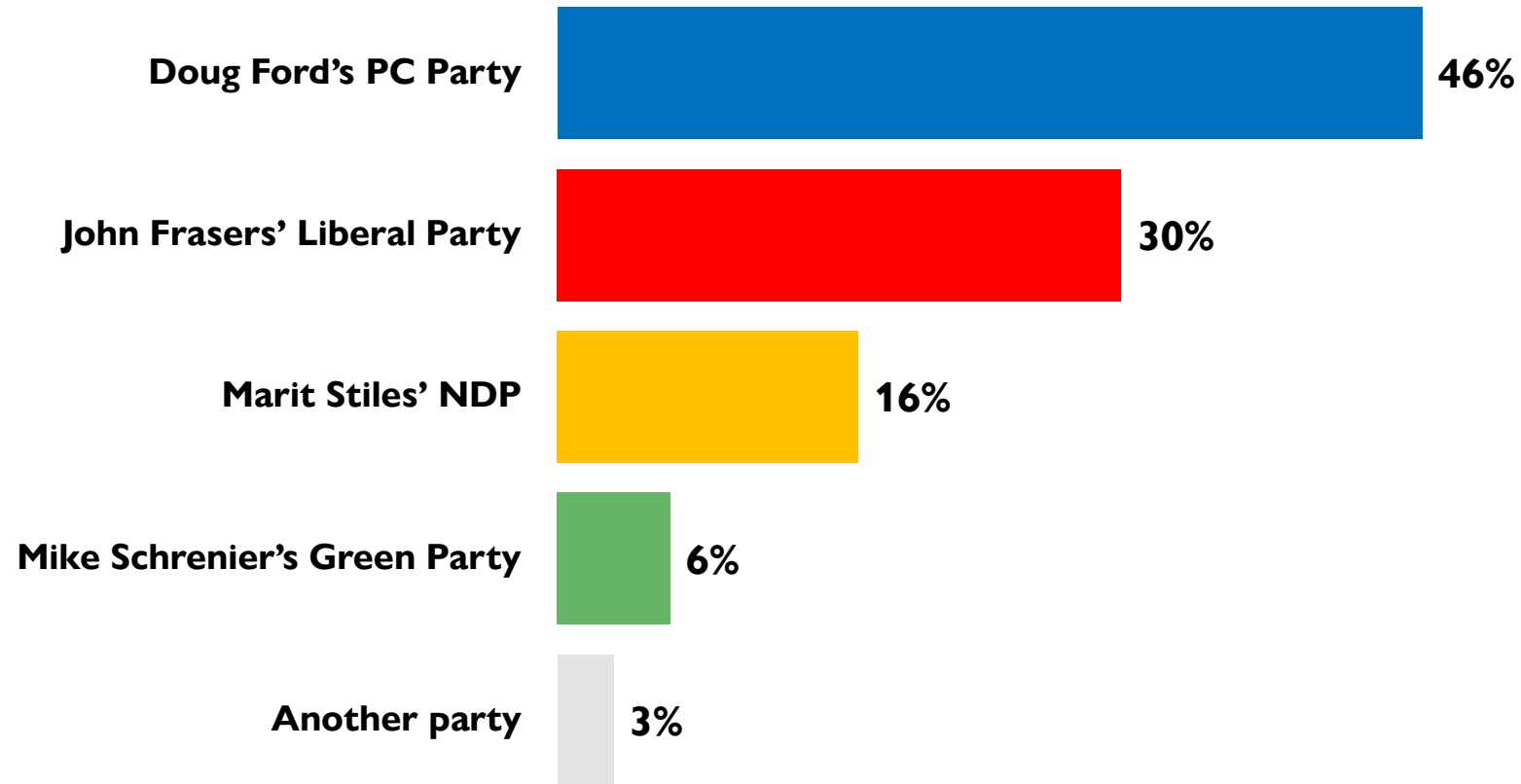
HOUSING ACCESSIBILITY AND AFFORDABILITY





If a provincial election was held today, which party would you vote for?

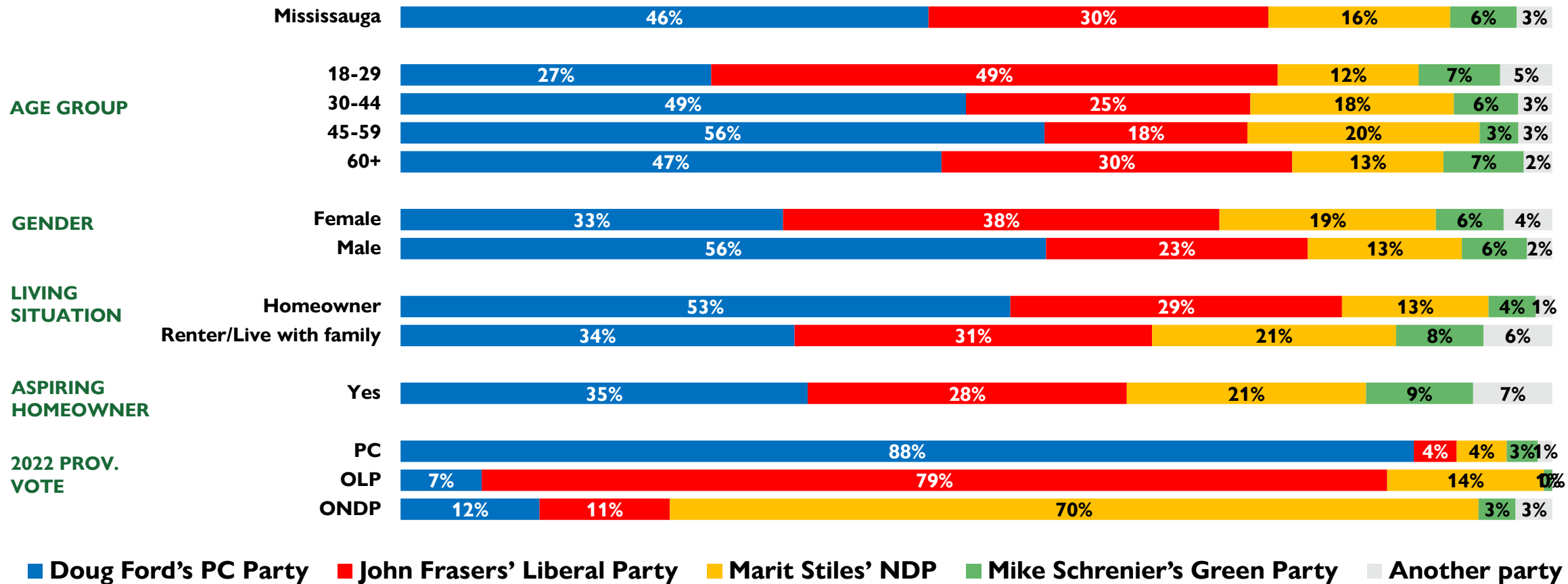
PROVINCIAL VOTE IN MISSISSAUGA





If a provincial election was held today, which party would you vote for?

PROVINCIAL VOTE IN MISSISSAUGA





Do you have a positive or negative impression of the following people?

IMPRESSION OF POLITICAL LEADERS

NET
IMPRESSION



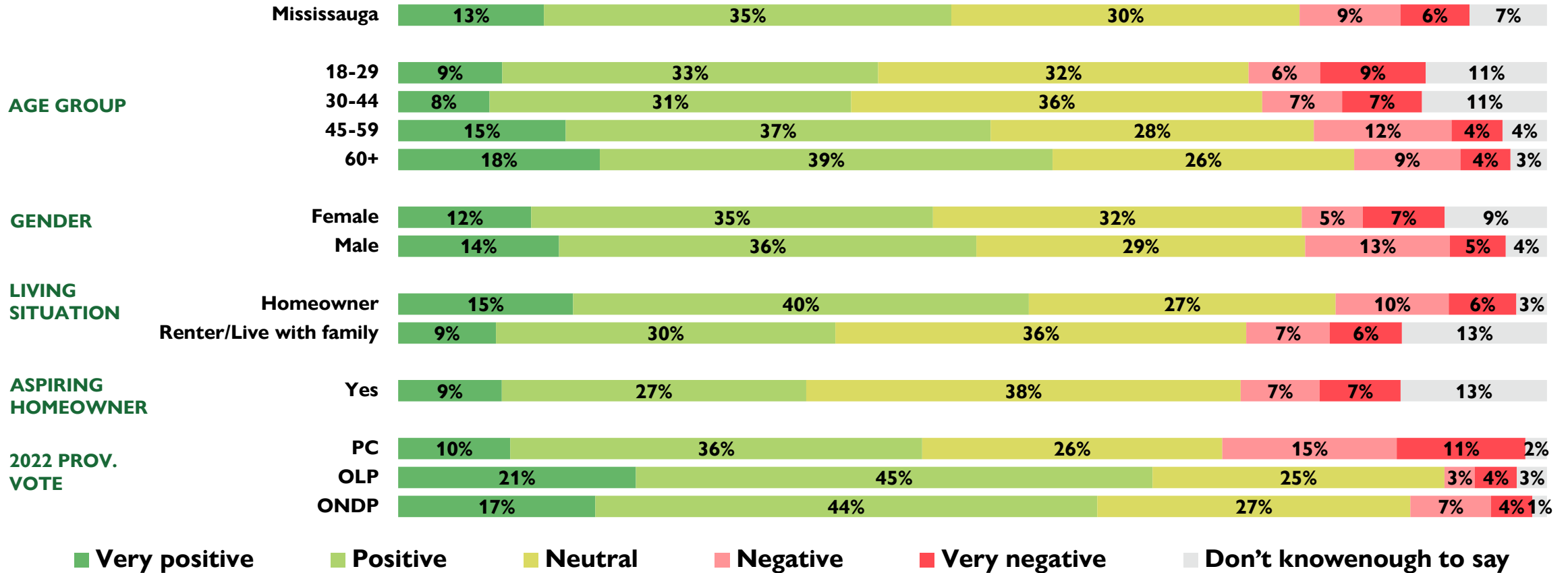
■ Very positive
 ■ Positive
 ■ Neutral
 ■ Negative
 ■ Very negative
 ■ Don't know enough to say





Do you have a positive or negative impression of the following people?

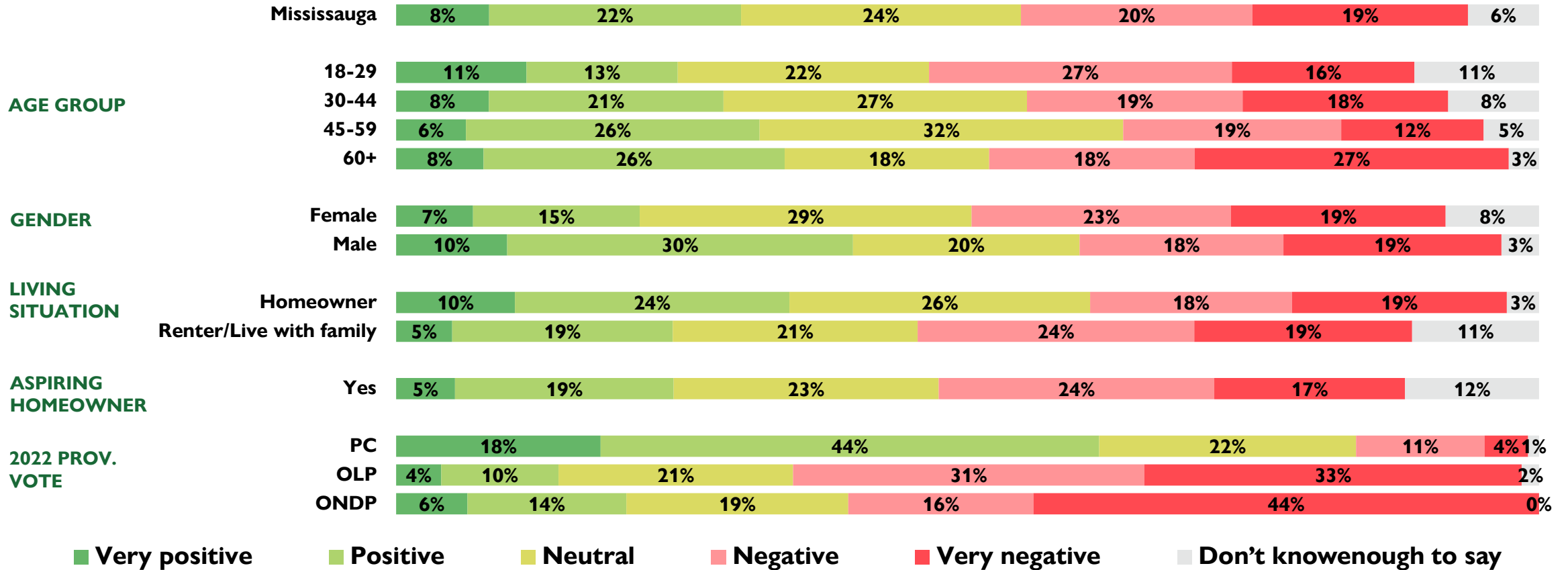
IMPRESSION OF MISSISSAUGA MAYOR BONNIE CROMBIE



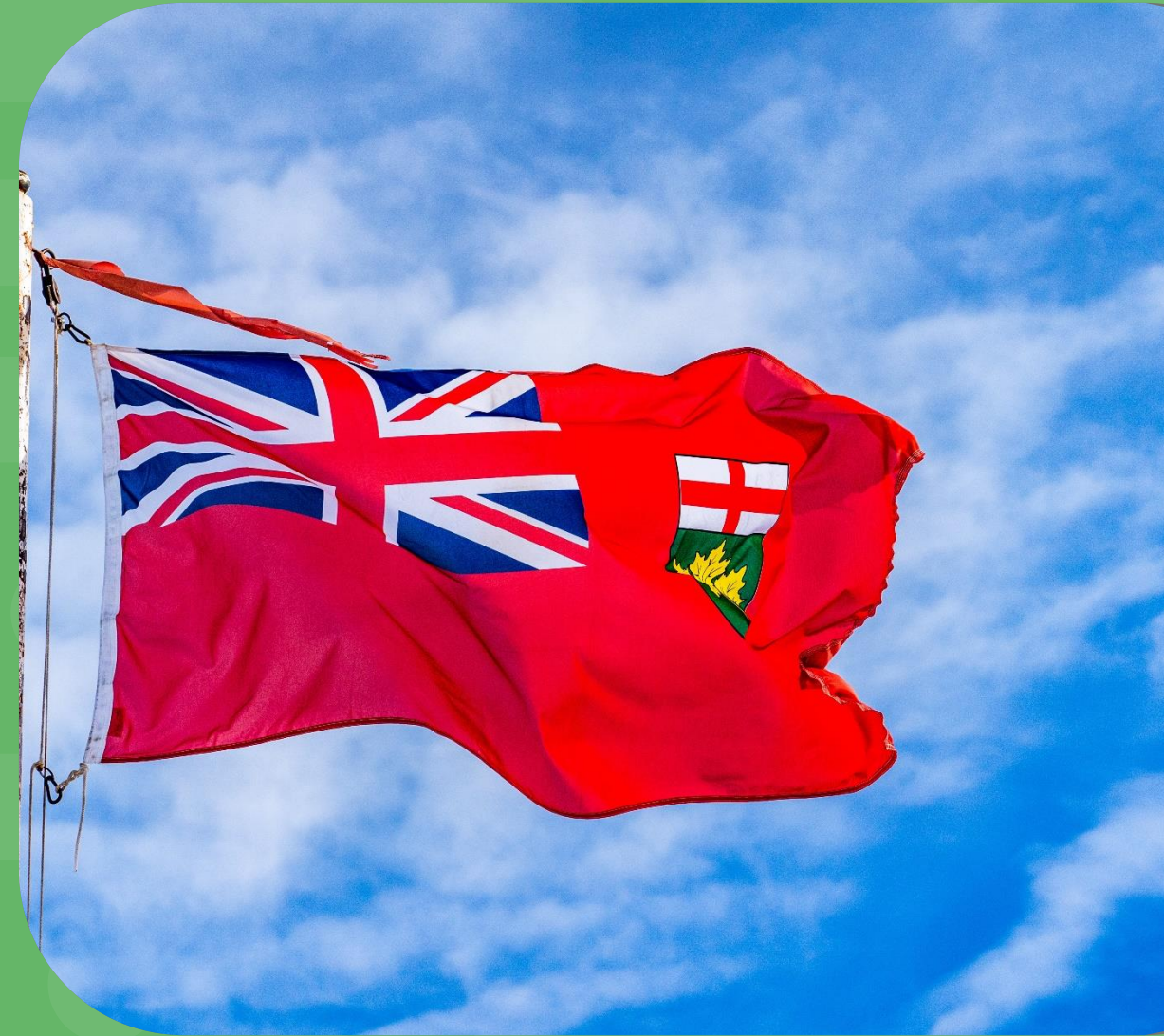


Do you have a positive or negative impression of the following people?

IMPRESSION OF PREMIER DOUG FORD



MISSISSAUGA HOUSING SITUATION AND MARKET



KEY FINDINGS

- More than half (59%) of City residents own the residential property they live in; and home ownership is higher than the provincial average (+7).

Non-Homeowners

- Among those who are not homeowners, 67% would like to be a homeowner (+8 compared with province). This is particularly high among those 18 to 29 (82%) and 30 to 44 years (68%).
- 58% of non-homeowners are optimistic about possibility of buying a home in the community they want to live in, which is higher than the provincial average (+5).

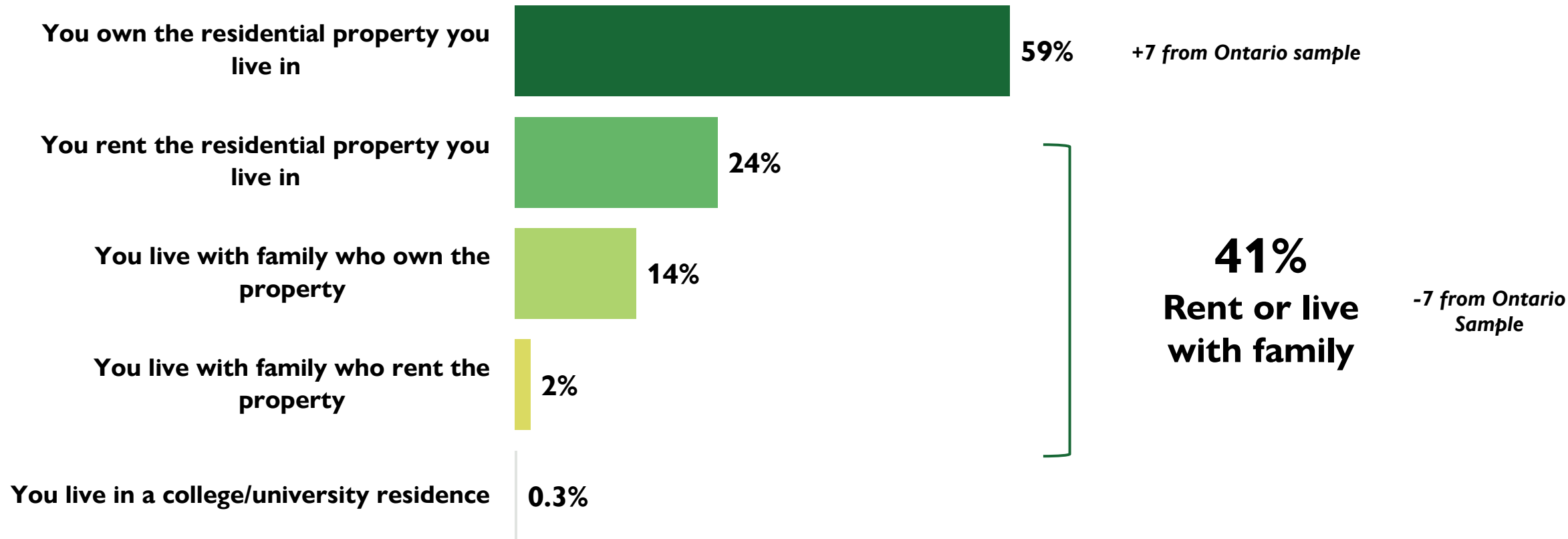
The Local Market

- When asked to describe their local housing market in one word, 'expensive,' 'ridiculous,' 'OK' and 'slow' were the top choices.
- 70% of Mississauga residents think it has become more difficult to buy a residential property in their community. This is on par with the Ontario average.
- Over the next year, 46% think that housing prices in their area will increase (+4 compared with Ontario)



Which of the following best describes your current living situation?

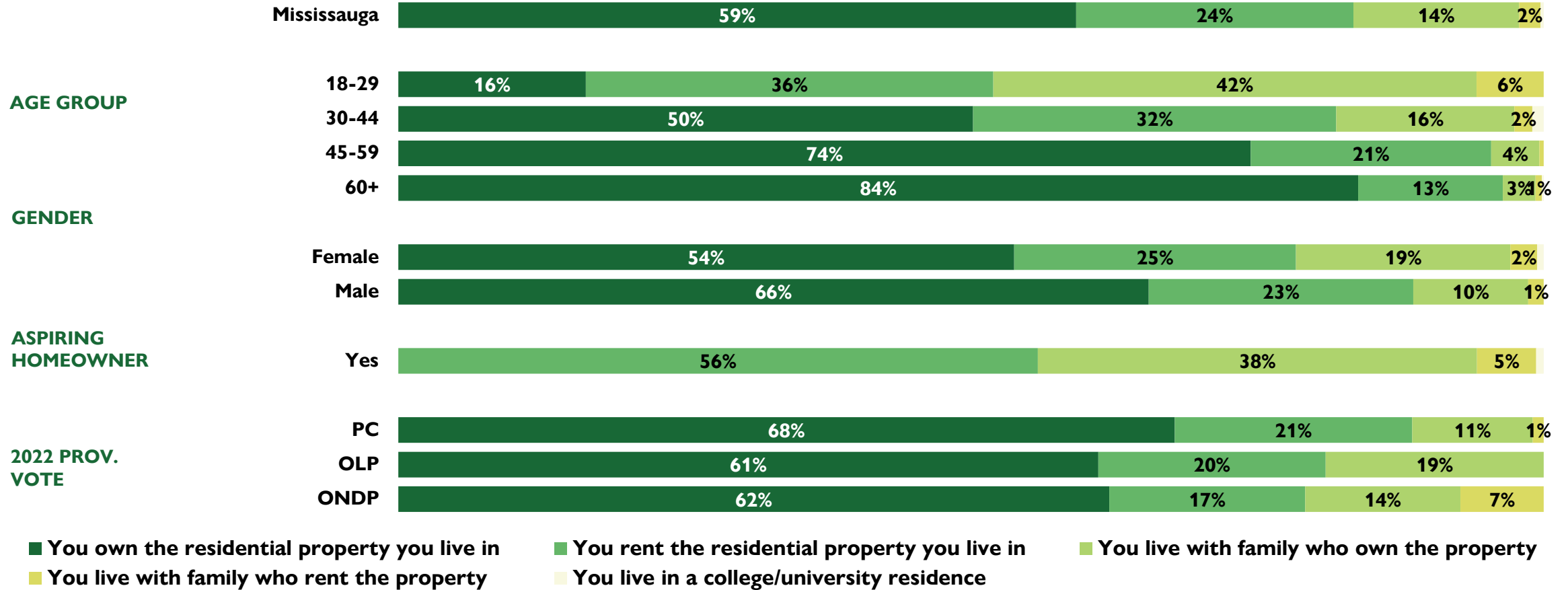
CURRENT LIVING SITUATION





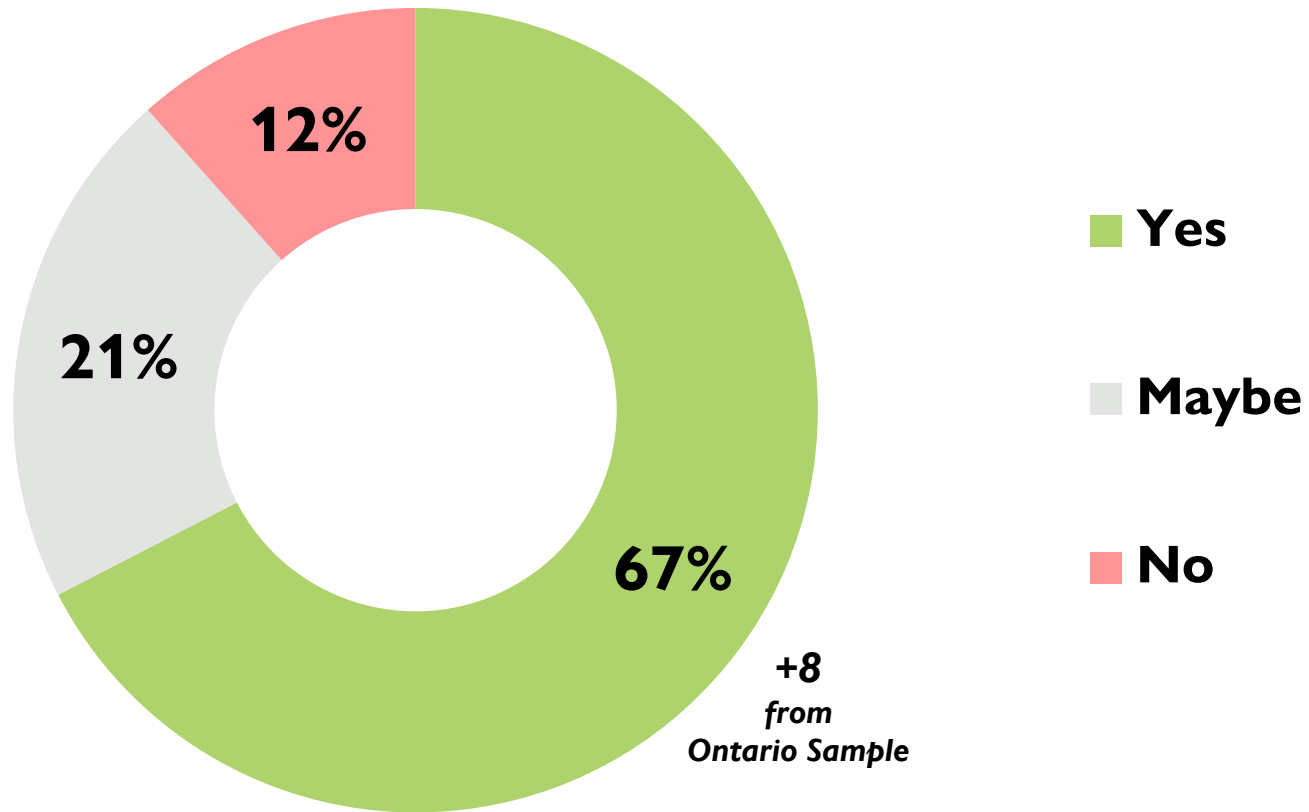
Which of the following best describes your current living situation?

CURRENT LIVING SITUATION



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

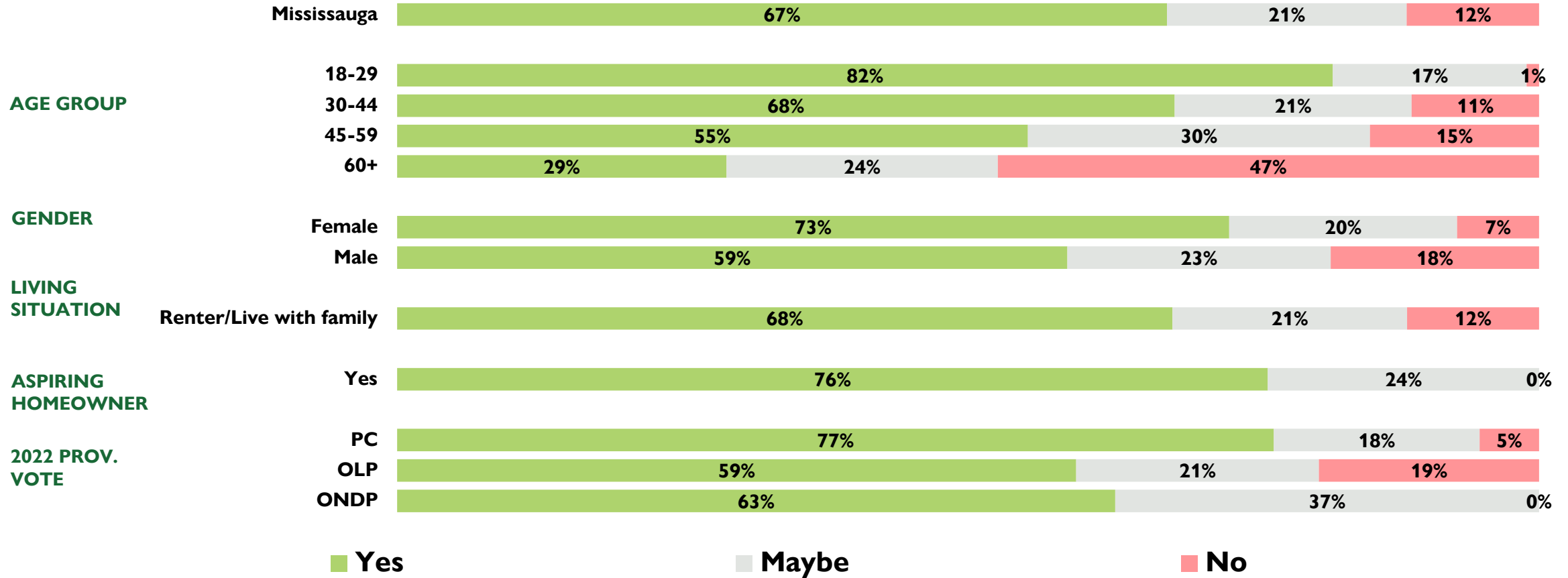
DESIRE OF OWNING A PROPERTY



Those who don't own residential property.

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

DESIRE OF OWNING A PROPERTY

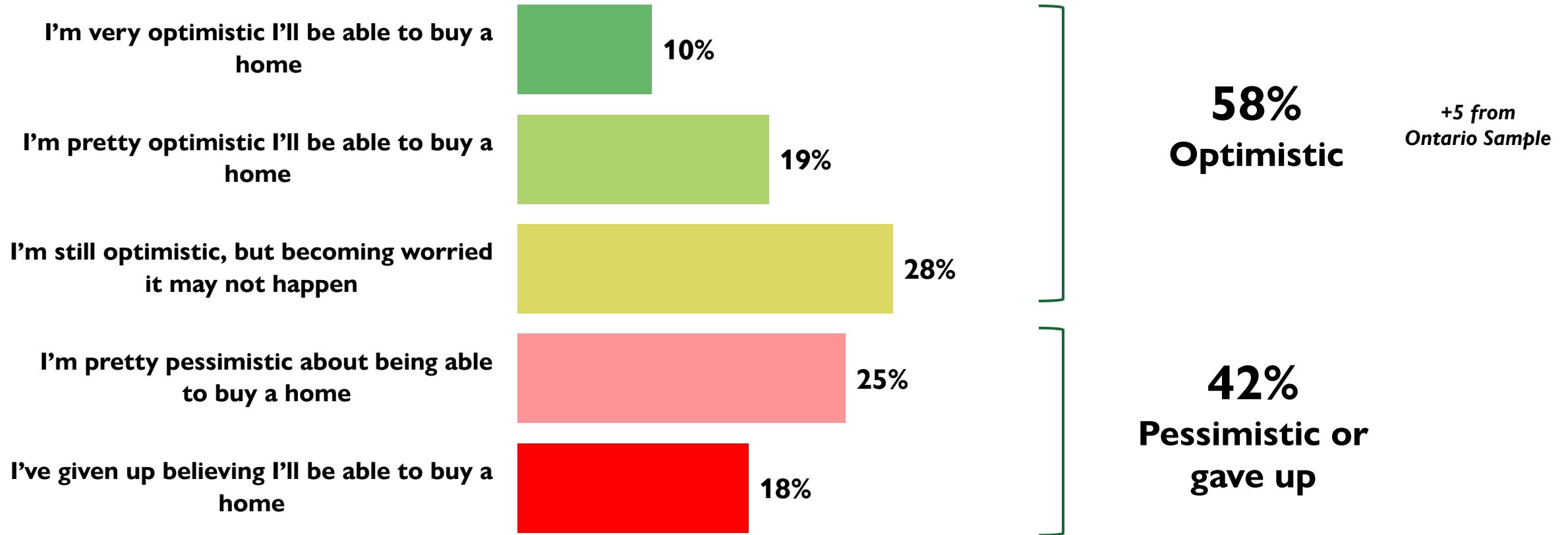


Those who don't own residential property.



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?

FEELINGS ON POSSIBLE BUYING A HOME

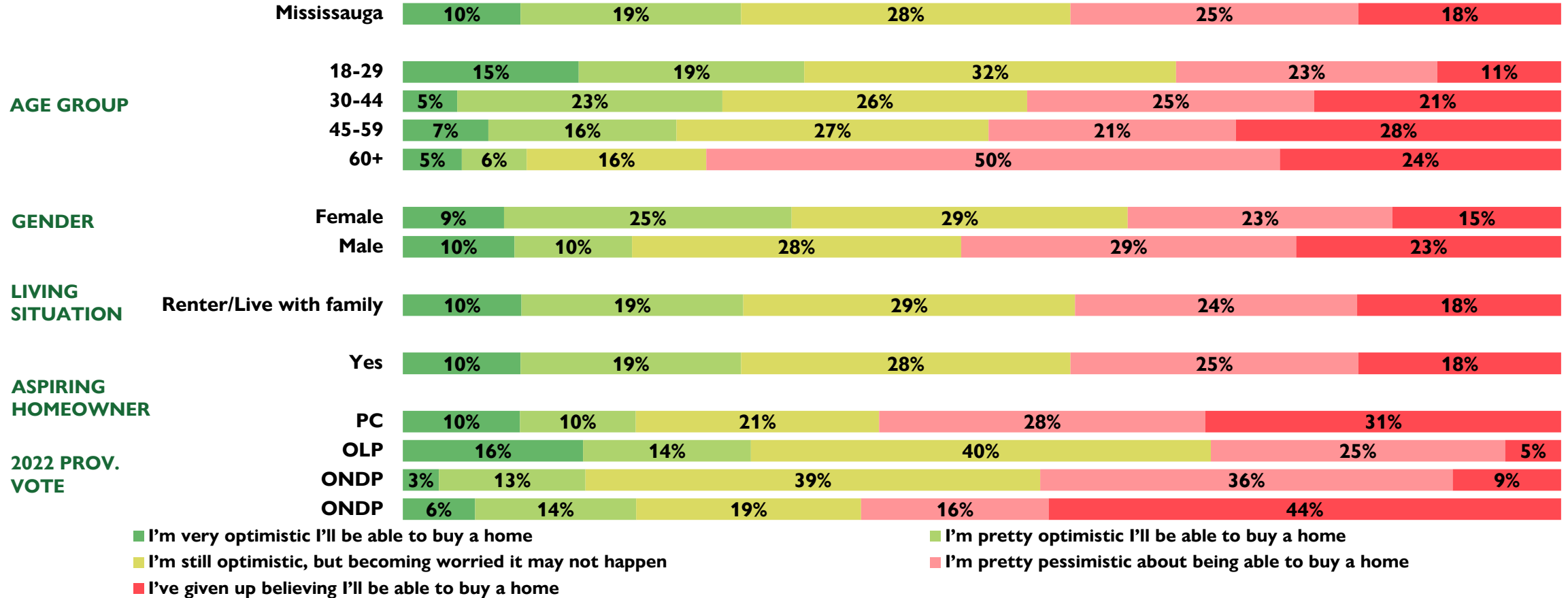


Those who desire and maybe desire to own residential property someday.



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?

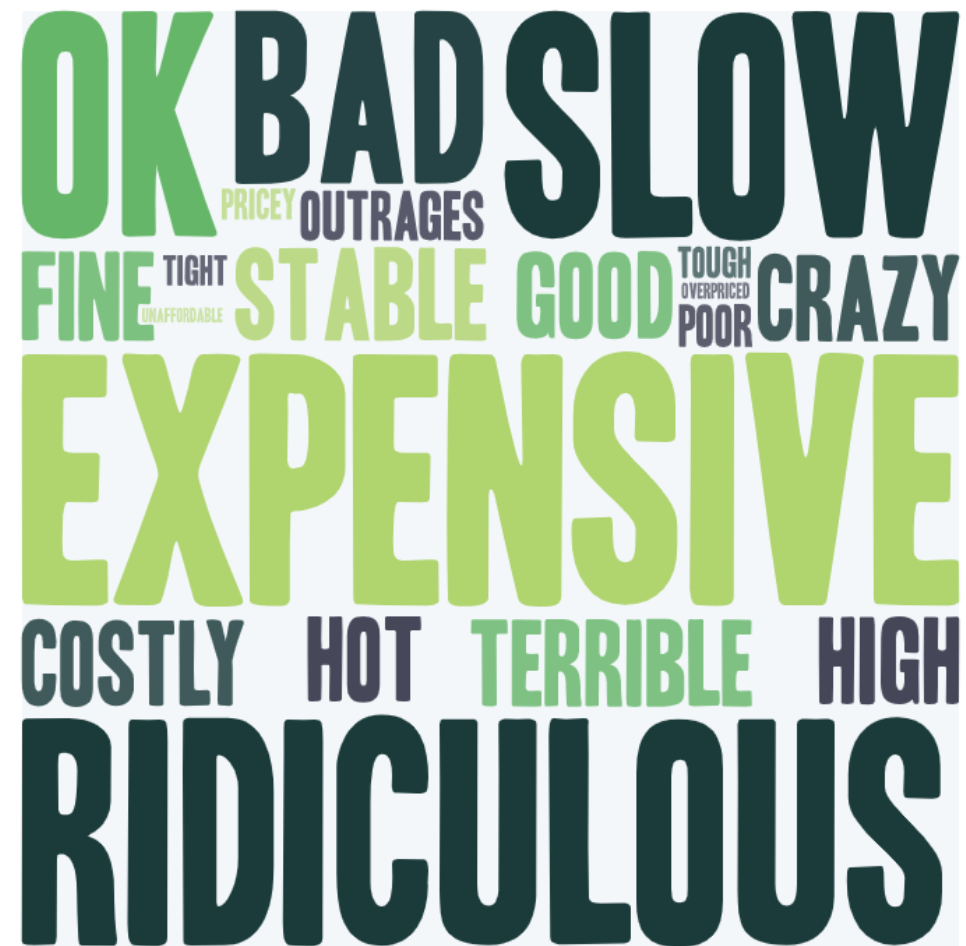
FEELINGS ON POSSIBLE BUYING A HOME



Those who desire and maybe desire to own residential property someday.

What one word would you use to describe the housing market in Mississauga right now?

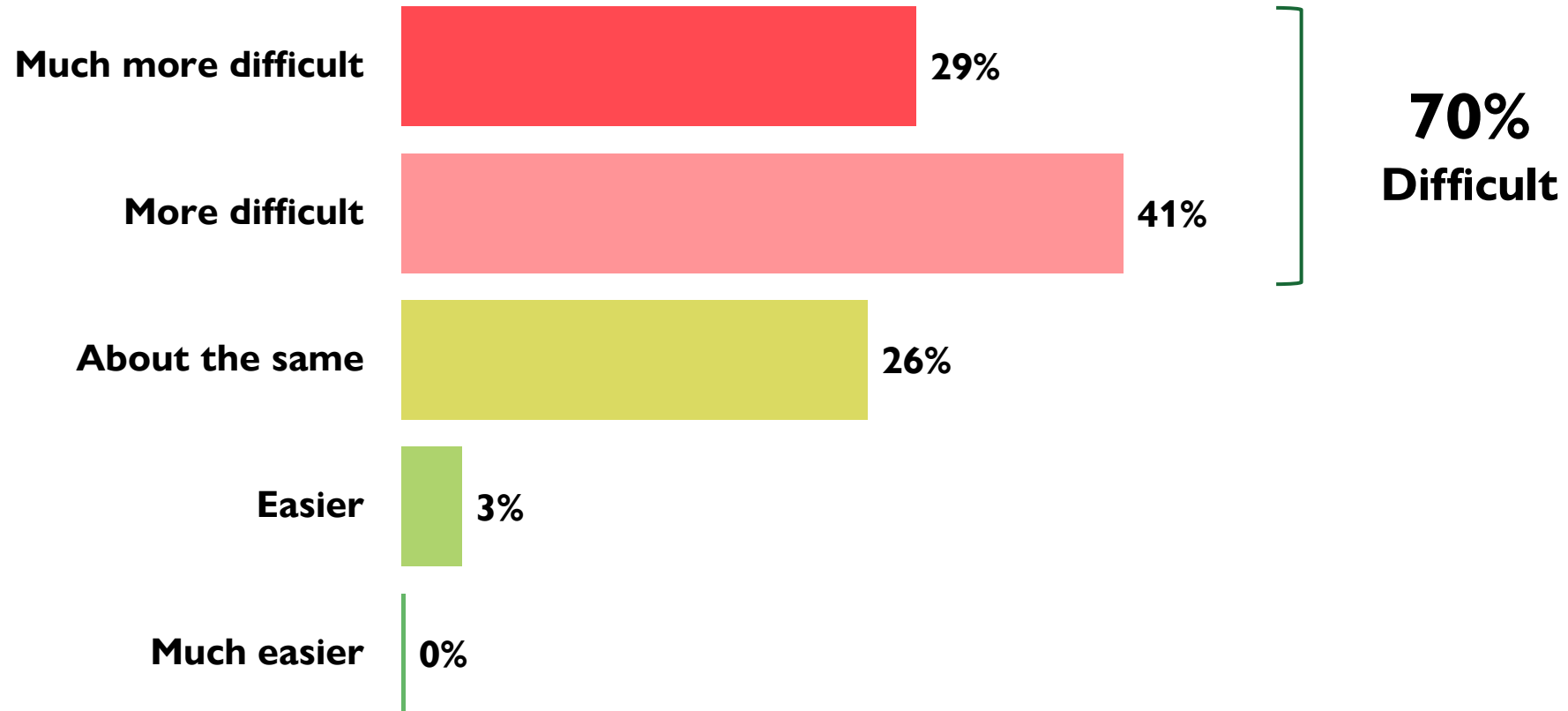
IN 1 WORD, THE HOUSING MARKET IN MISSISSAUGA IS...





Over the past year, has it become easier or more difficult to buy a residential property in Mississauga, or have things stayed about the same as they were?

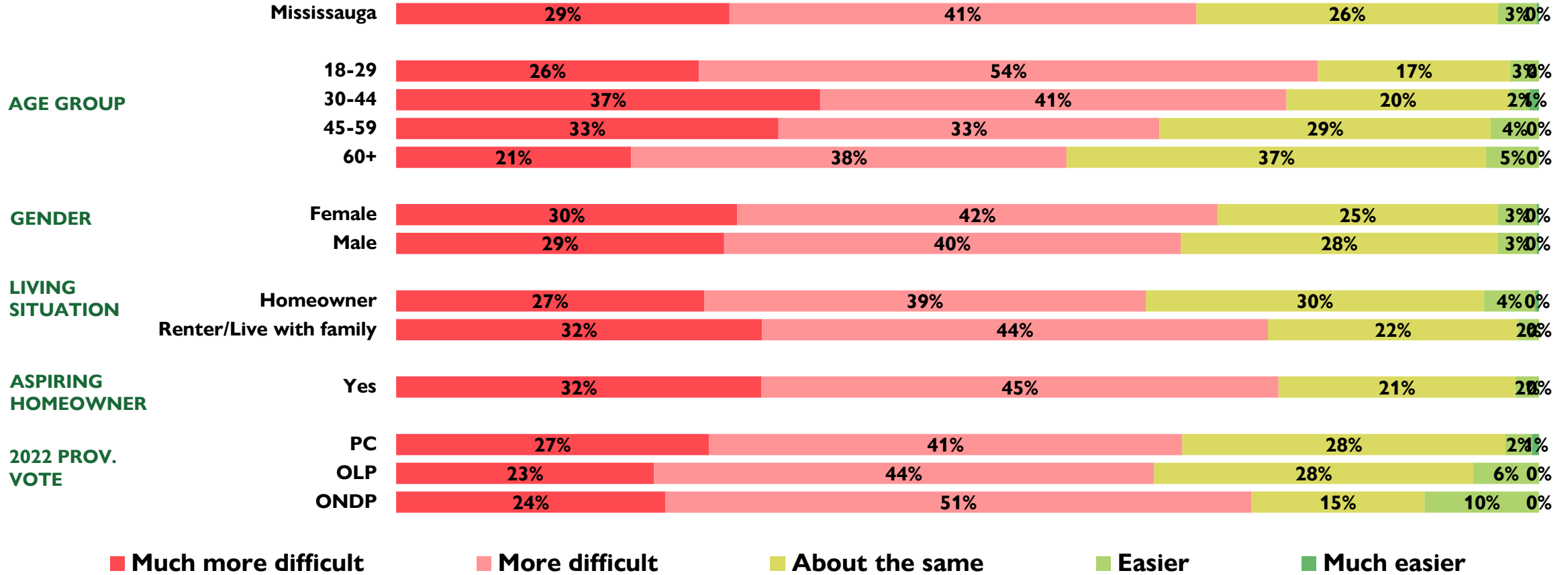
OVER THE PAST YEAR, BUYING A HOME IN MISSISSAUGA HAS BECOME...





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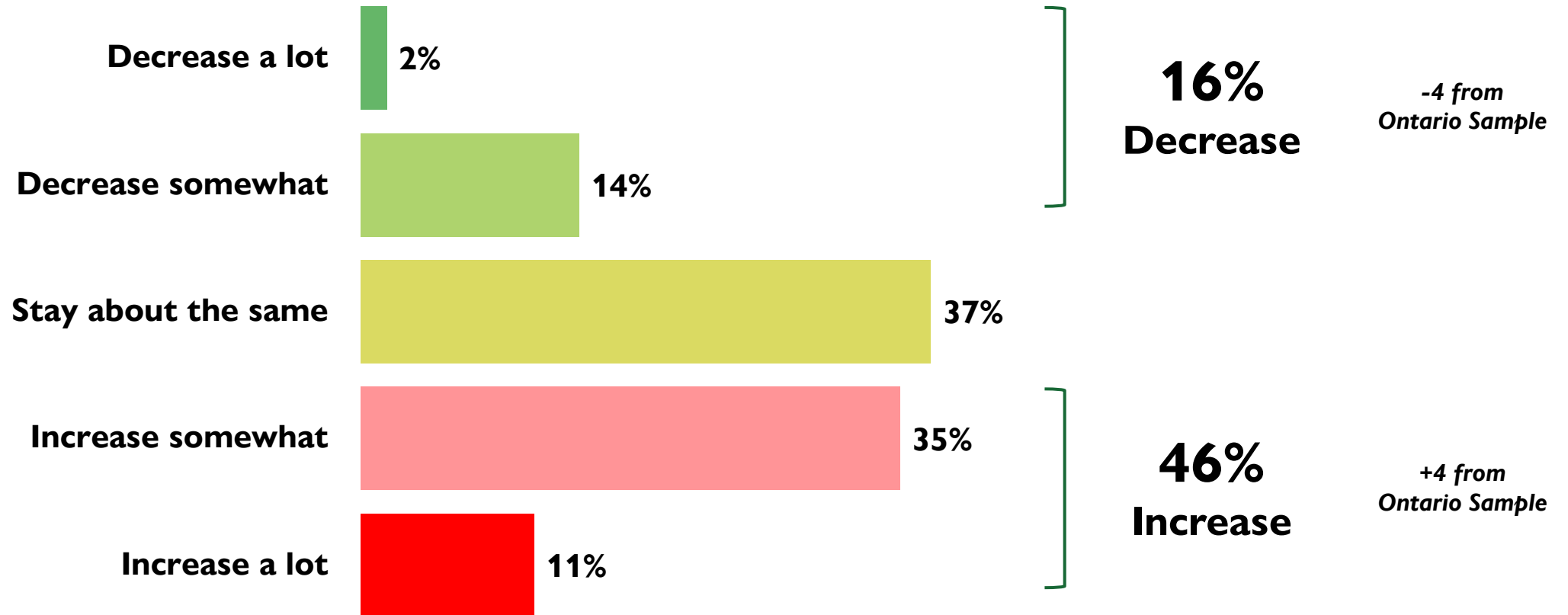
OVER THE PAST YEAR, BUYING A HOME IN MISSISSAUGA HAS BECOME...





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?

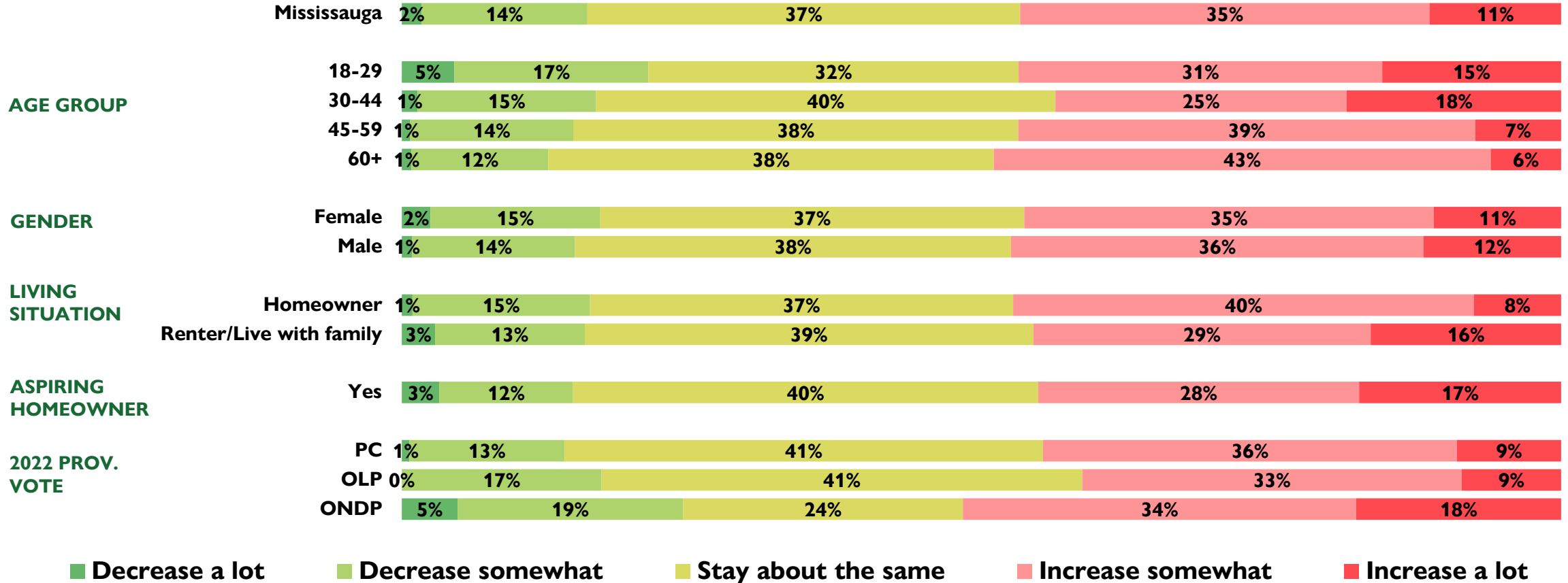
OVER THE NEXT YEAR, HOUSING PRICES WOULD...



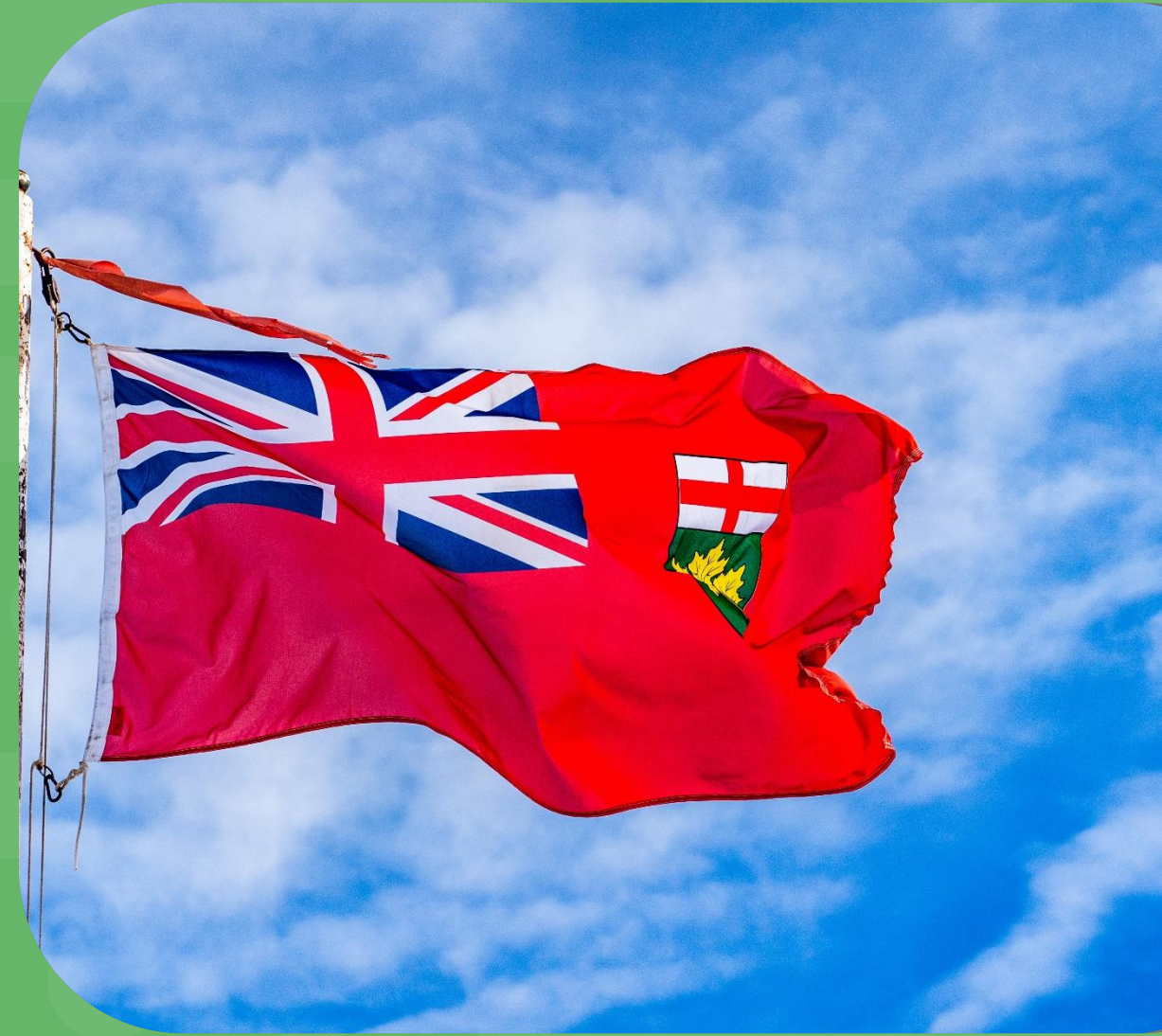


Over the next year, do you think housing prices in your area will decrease a lot, decrease somewhat, stay about the same, increase somewhat, or increase a lot?

OVER THE NEXT YEAR, HOUSING PRICES WOULD...



VIEWS ON PROVINCIAL GOVERNMENT



KEY FINDINGS

- A small percentage (15%) of Mississauga residents think the Ontario government is currently putting a high or very high priority on making housing more affordable.
 - 61% think the province **should** place a high/very high priority on making housing more affordable.
 - This is lower than the 69% province-wide who think it should be a high or very high priority.

Real Estate Auctions

- At this time, real estate auctioneers are exempt from having to follow the province's real estate rules.
 - More than three quarters (76%) of Mississauga residents would support the provincial government closing the auctioneer loophole to ensure that all those involved in selling real estate follow the same standard and rules to protect buyers and sellers.

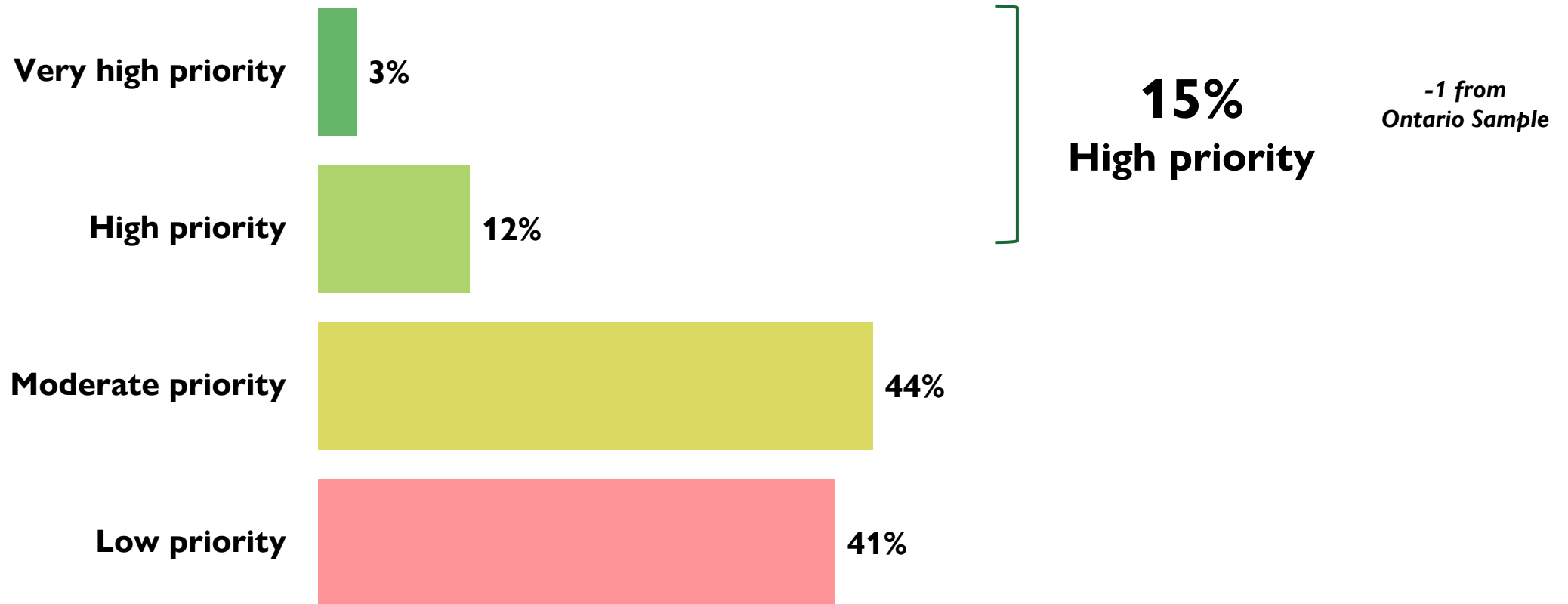
Cooling Off Period

- The provincial government is considering a cooling off period that would allow a real estate buyer to cancel a contract of purchase and sale within a few days.
 - If they were selling their home, only 21% of Mississauga residents would like it if the buyer had a cooling off period where they could change their mind and they were required to relist their home.
 - More than half (51%) are outright opposed to the idea.



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

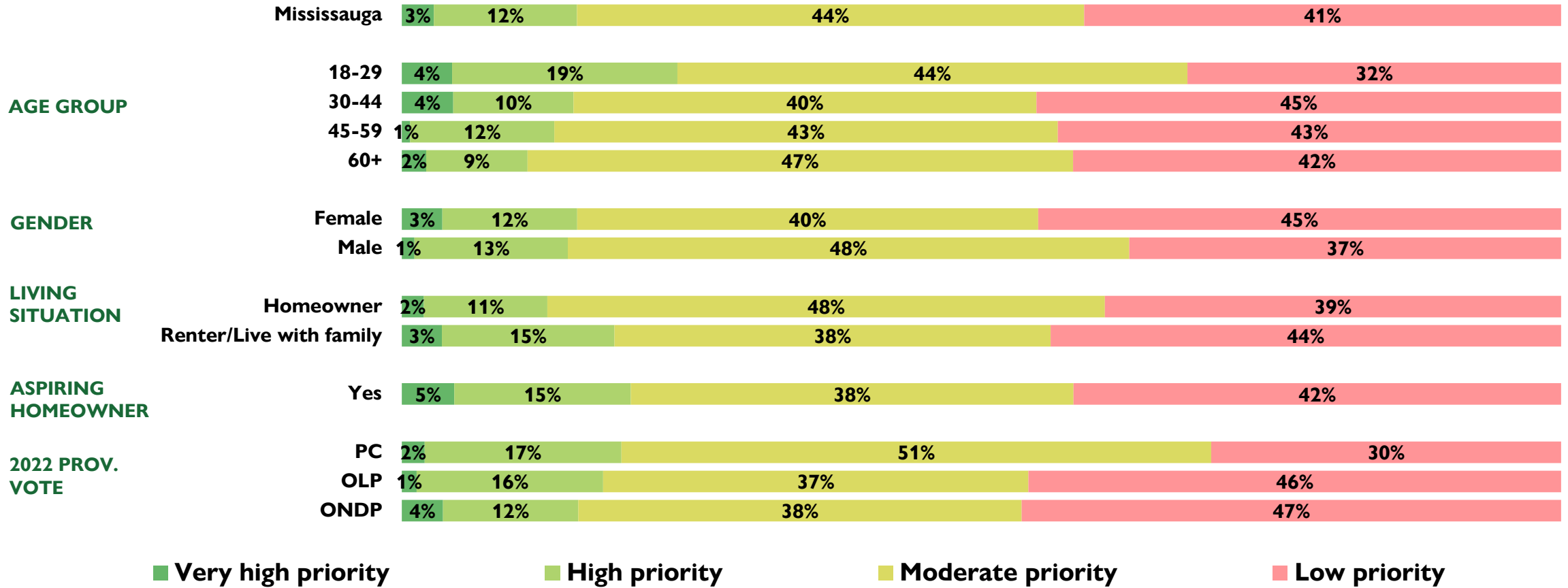
CURRENT PRIORITY ON MAKING HOUSING AFFORDABLE





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

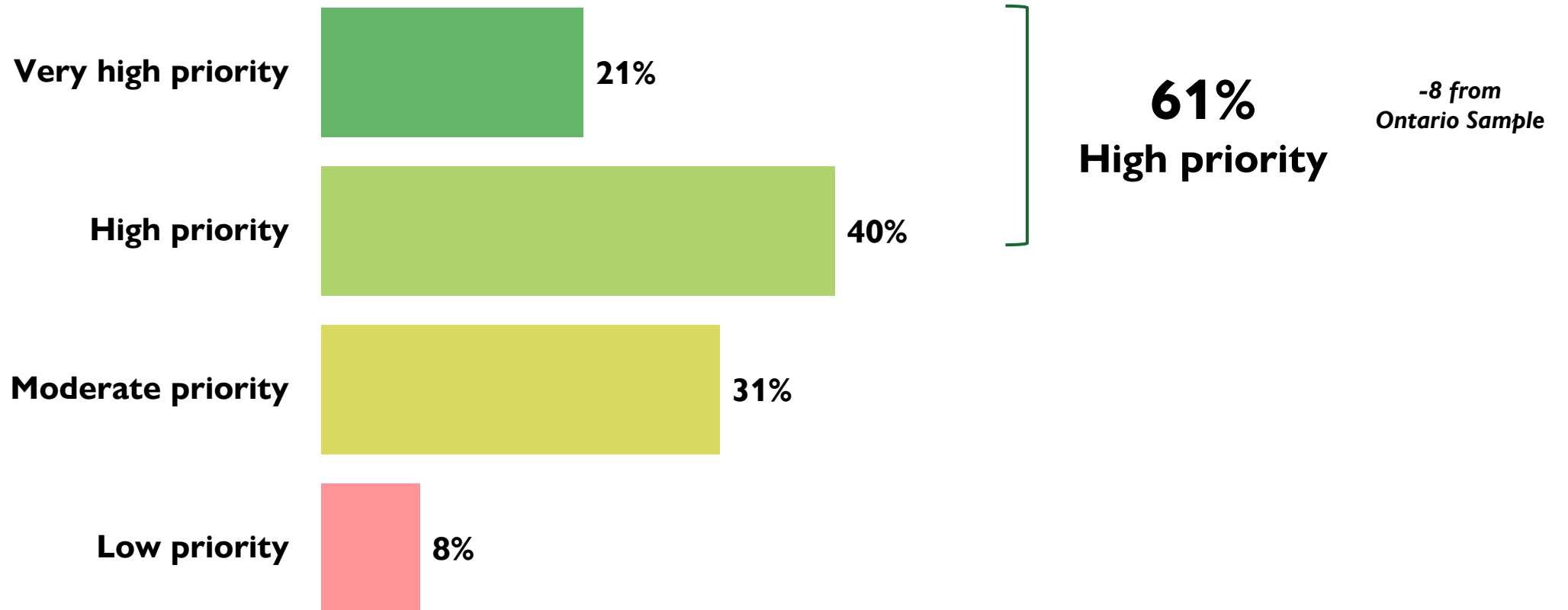
CURRENT PRIORITY ON MAKING HOUSING AFFORDABLE





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

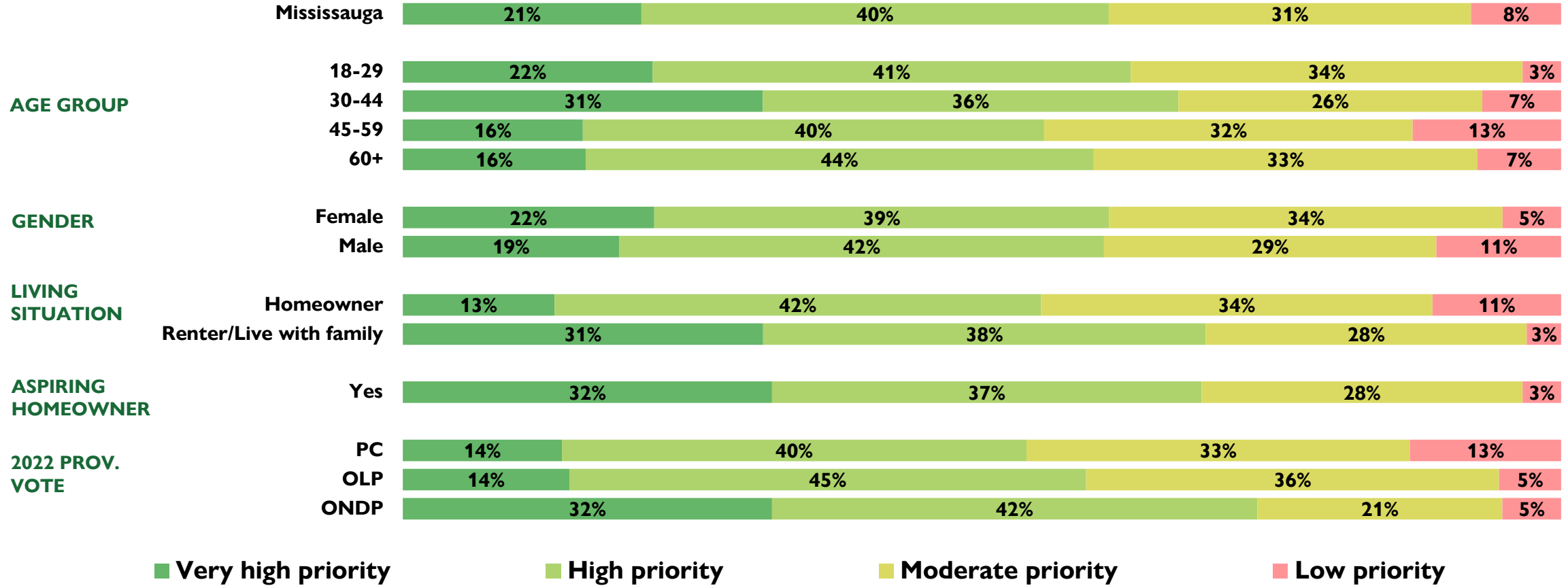
IDEAL PRIORITY ON HOUSING AFFORDABILITY





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

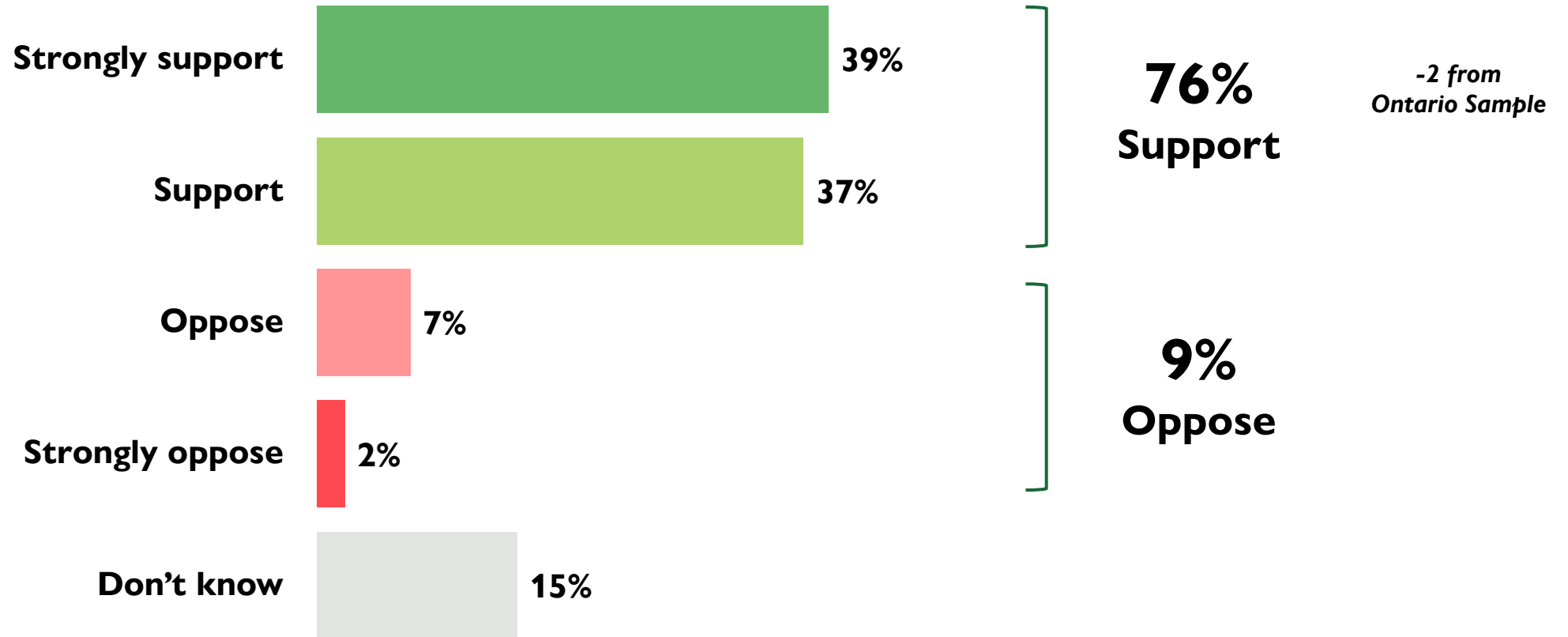
IDEAL PRIORITY ON HOUSING AFFORDABILITY





Would you support or oppose the provincial government closing the loophole to ensure that all those involved in selling real estate follow the same standard and rules to protect buyers and sellers?

SUPPORT FOR CLOSING AUCTION HOUSE LOOPHOLE

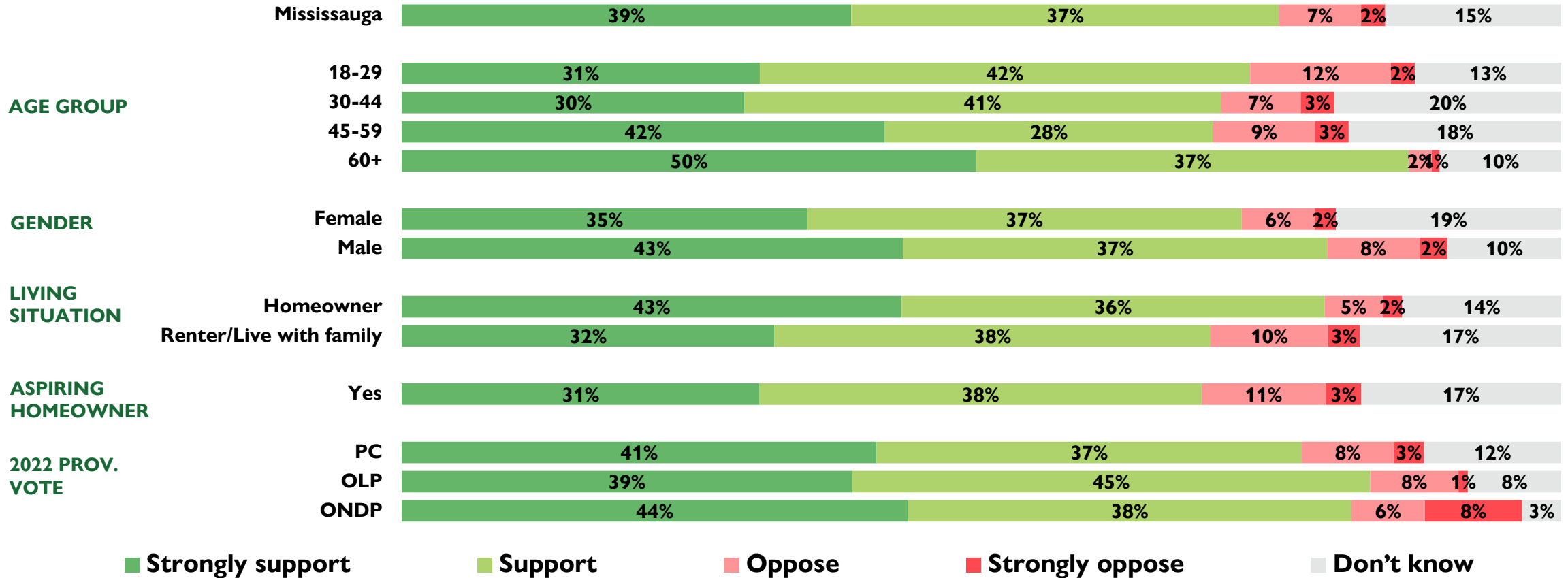


Right now, in Ontario's resale real estate market, real estate auctioneers are exempt from having to follow the province's real estate rules due to a rule established in the 1950s to help farmers sell their properties alongside their livestock, equipment and business. In Ontario, real estate agents and brokers must take mandatory licensing education, pass a background check, carry insurance and follow rules that are designed to protect consumers. Since auctioneers are exempt from the rules in Ontario, real estate auction companies operate with almost no oversight.



Would you support or oppose the provincial government closing the loophole to ensure that all those involved in selling real estate follow the same standard and rules to protect buyers and sellers?

SUPPORT FOR CLOSING AUCTION HOUSE LOOPHOLE

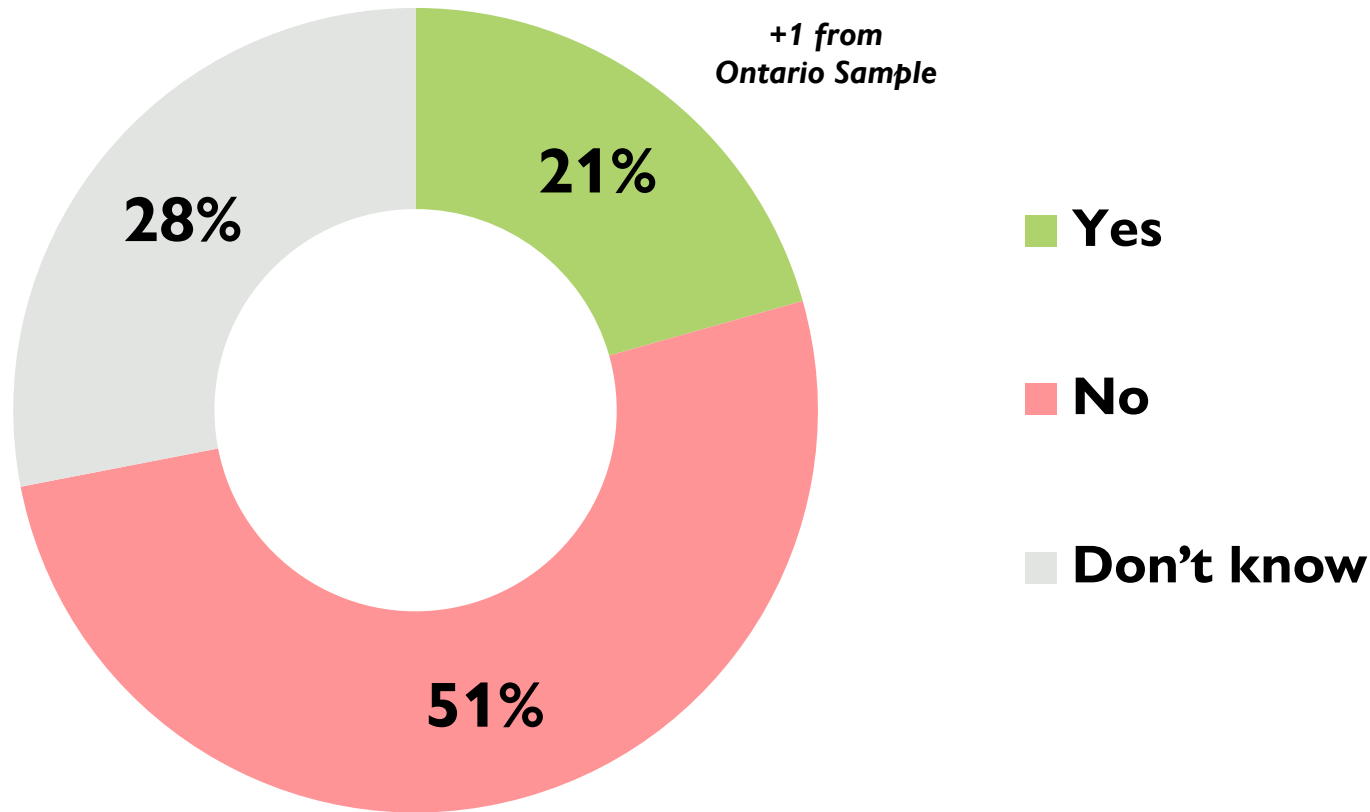


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If you were selling your home, would you like it if the buyer had a cooling off period where they could change their mind and you were required to relist your home?

SUPPORT A “COOLING OFF” PERIOD FOR THE BUYER?



The Ontario government is also consulting with stakeholders and the public about introducing a cooling off period for new home purchases in the province. This cooling off period would allow a buyer to cancel a contract of purchase and sale within a few days.

Some people are concerned that the government could include resale purchases as part of this cooling off period.

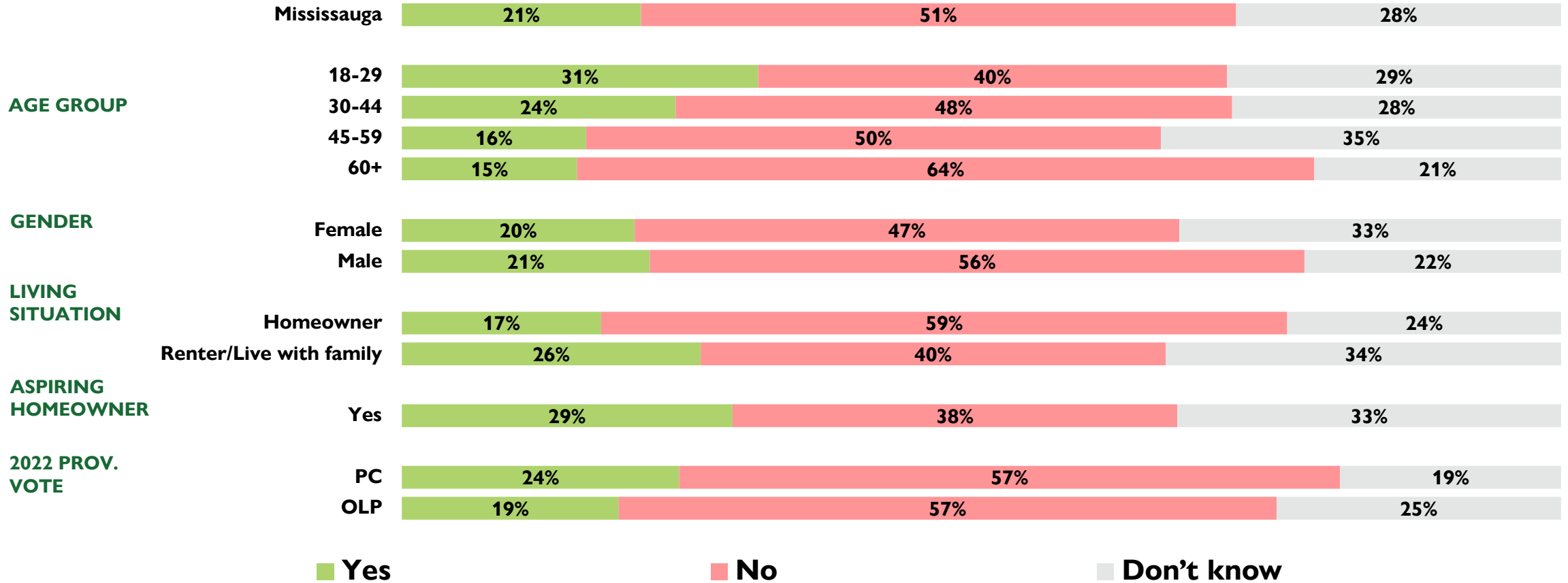
They argue that the process of purchasing a new build from a developer/corporation is vastly different from a resale home, as the purchase agreement typically occurs before shovels are even in the ground. A buyer opting out during a cooling off period for a new build will have minimal impact on the developer.

A resale home represents someone's life savings, and a buyer pulling out could force a retiree or a young family to relist, costing them time and money.

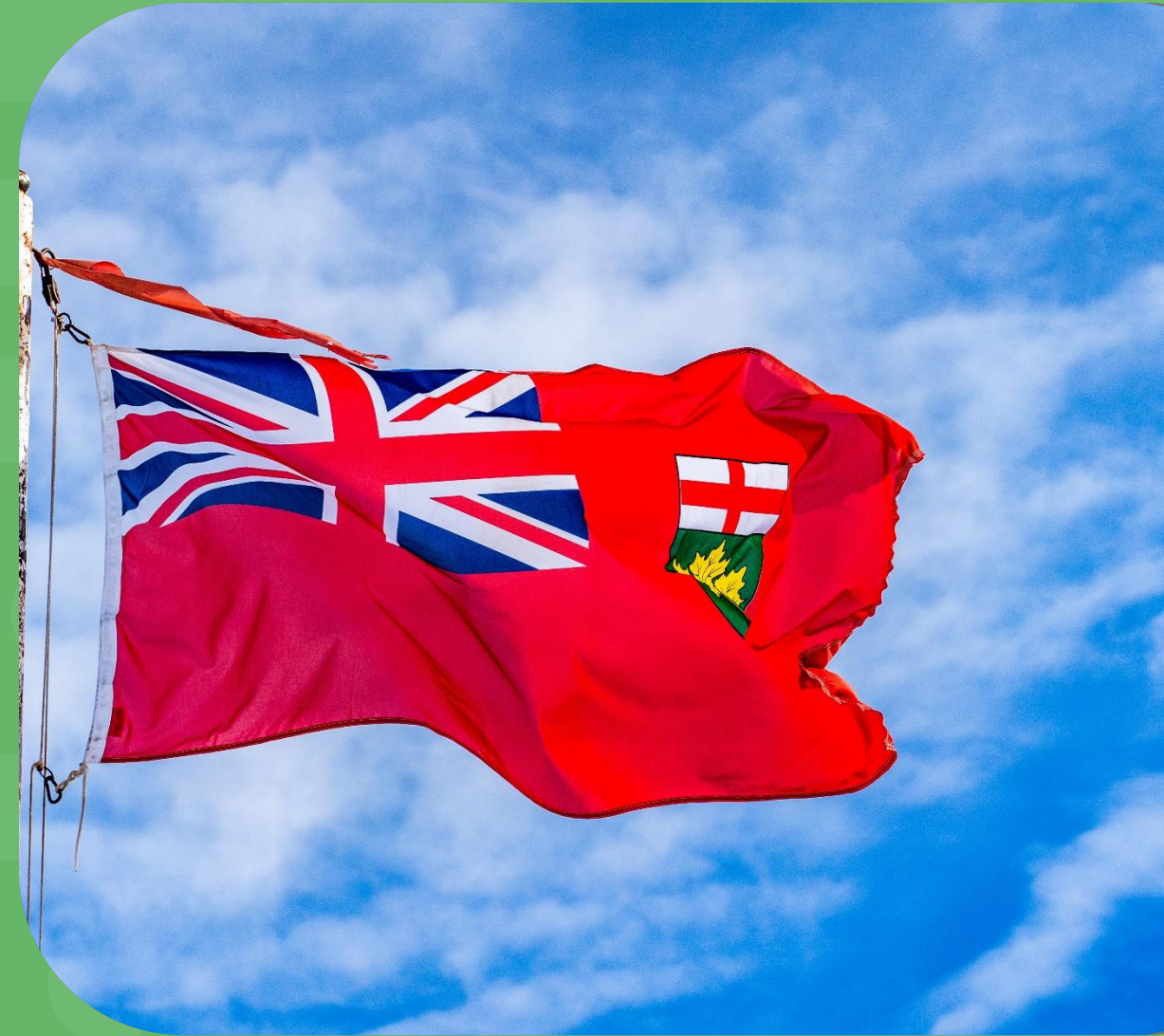


If you were selling your home, would you like it if the buyer had a cooling off period where they could change their mind and you were required to relist your home?

SUPPORT A “COOLING OFF” PERIOD FOR THE BUYER?



VIEWS ON BILL 23, THE MORE HOMES BUILT FASTER ACT



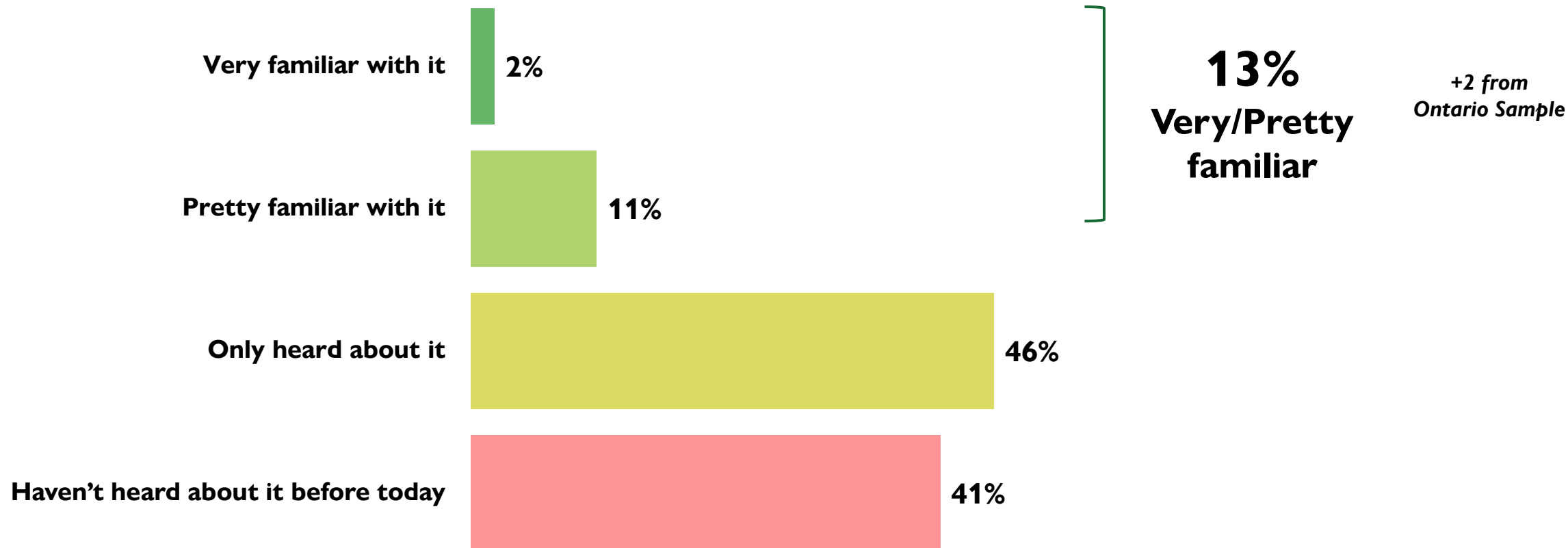
KEY FINDINGS

- Just 13% of Mississauga residents are very or pretty familiar with Bill 23, the *More Homes Built Faster Act*, and nearly half (48%) have not even heard about it.
- Of those who have at least heard about it, 26% think it is a good (20%) or very good (6%) approach to building more homes and addressing housing affordability, while 25% think it is a bad (14%) or very bad (11%) approach.
 - 34% think it's okay, with 15% reporting they don't know enough to say.
 - Those 60 years and older are more likely to think it is a bad approach (32%).
- A majority can at least accept key aspects of the new law:
 - 30% support and 23% oppose changing the current rules to allow up to three separate units per lot
 - 31% support and 21% oppose providing special discounts and exemptions to development charges that builders pay to make it easier to build affordable homes and rental properties.
 - 23% support and 36% oppose restricting the ability of outside groups to challenge decisions related to construction projects while also allowing smaller (up to 10 homes) housing developments without going through a specific review process.
- After exposure to the three key elements of the new law above, 26% think it is a good (19%, -1) or very good (7%, +1) approach compared with 23% who think it is a bad (15%, +1) or very bad (8%, -3) approach.
 - 34% say it's okay, with 17% (+2) reporting they don't know enough to say



Last year, the Ontario government passed Bill 23, the More Homes Built Faster Act. How familiar are you with this new law?

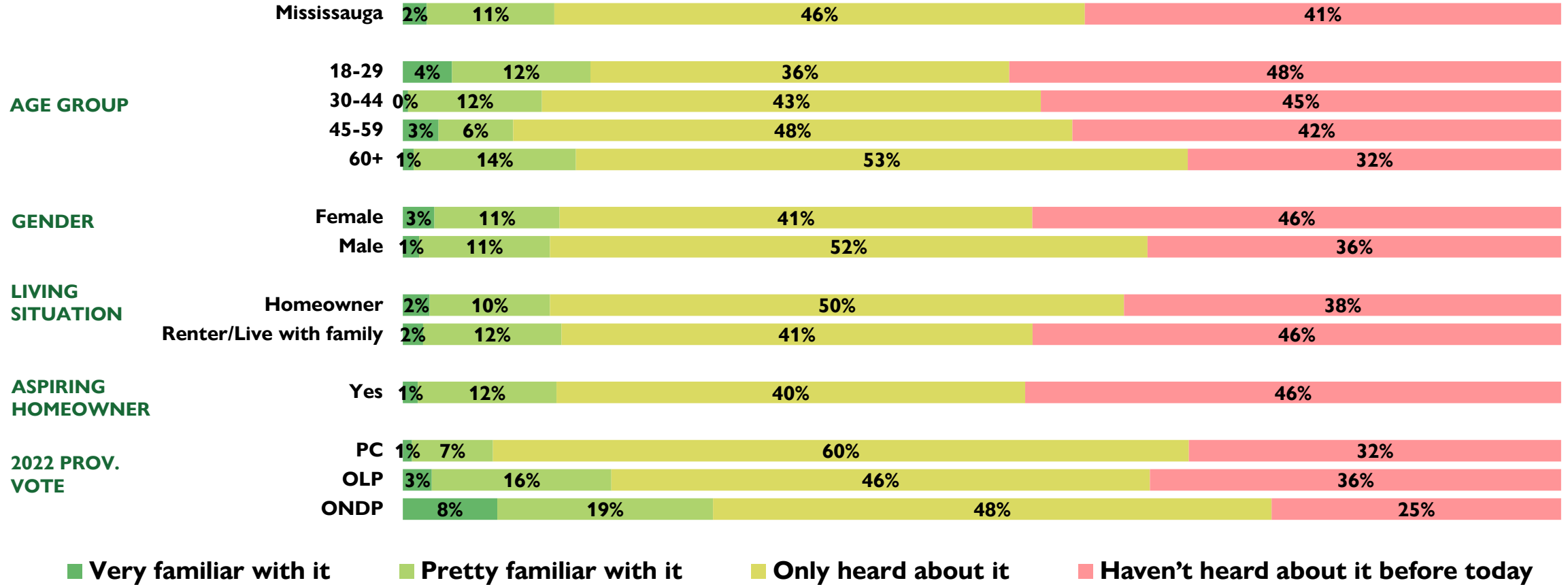
FAMILIARITY WITH BILL 23





Last year, the Ontario government passed Bill 23, the More Homes Built Faster Act. How familiar are you with this new law?

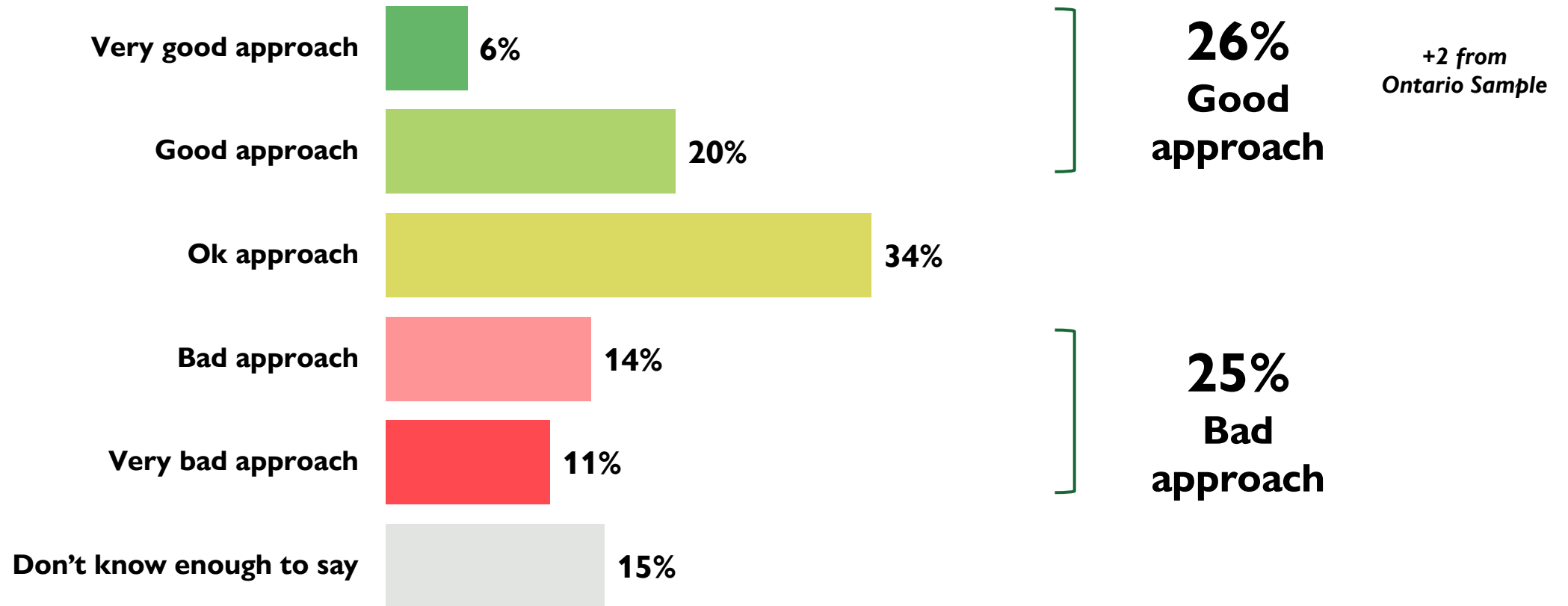
FAMILIARITY WITH BILL 23





Based on what you've heard about it, do you think it is a good or bad approach to building more homes in Ontario and make housing more affordable?

THE “MORE HOMES BUILT FASTER ACT” IS A...

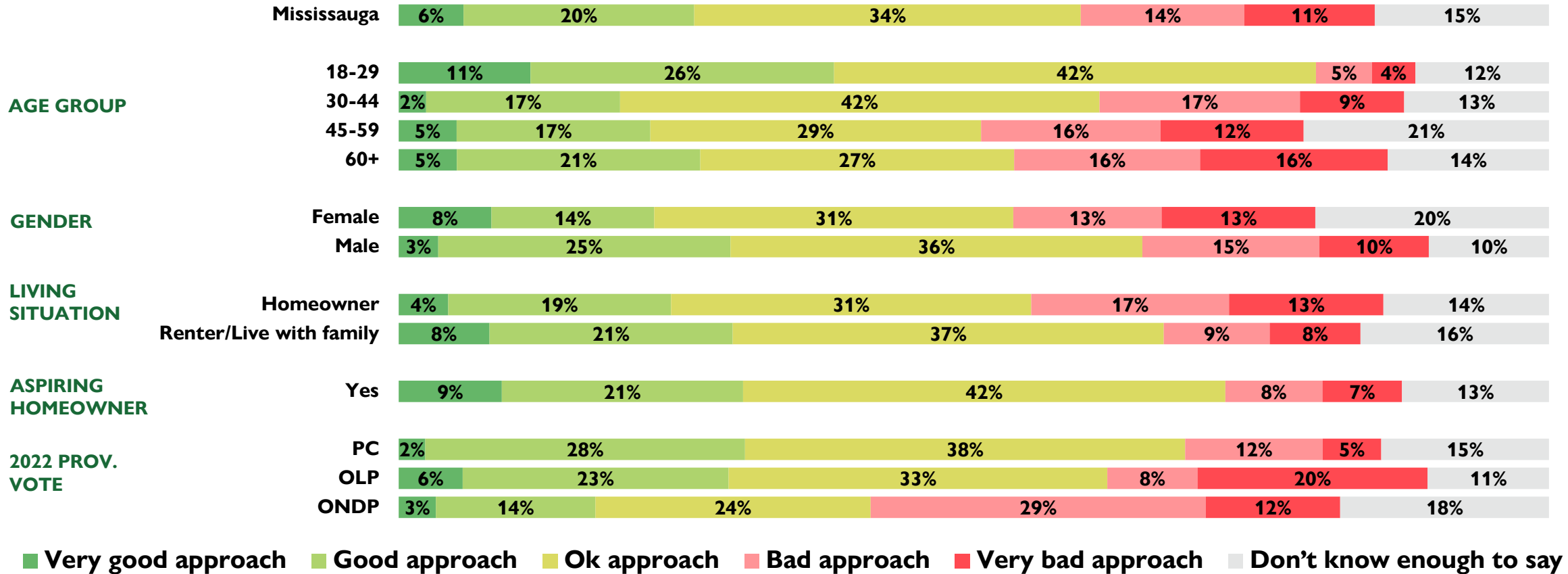


Those who are very and pretty familiar, and heard about Bill 23.



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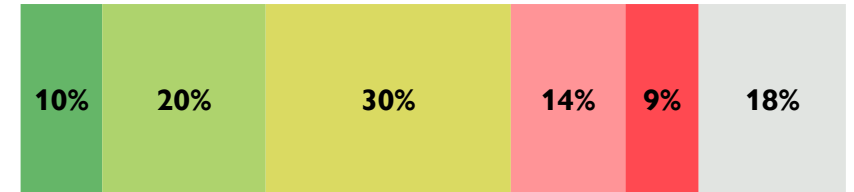
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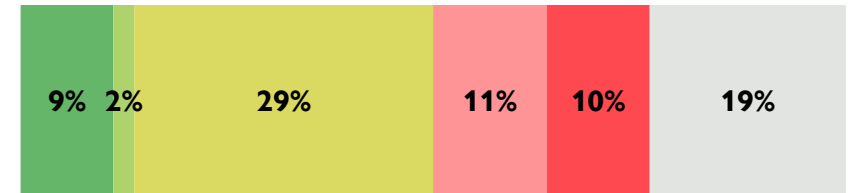
Below are some aspects of the new law. For each one, tell us whether you support or oppose it?

ASPECTS OF THE NEW LAW

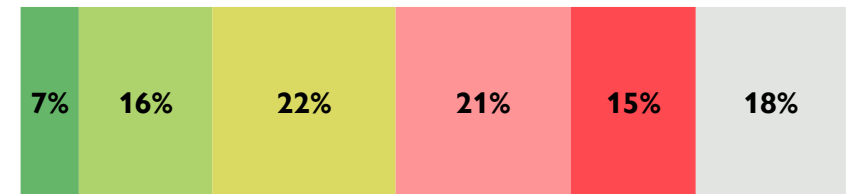
“Make it easier and quicker to build more residential units in neighborhoods with houses. The new law would change the current rules so that up to 3 separate residential units are allowed on each piece of land (2 in the main house and 1 in a smaller building). This means people wouldn’t have to ask for special permission to do this, and homeowners could create new residential units within their current homes”



“The law provides special discounts and exemptions to development charges that builders pay to municipalities to make it easier to build affordable homes and rental properties. They will give different levels of discounts based on the size of the rental property, with bigger discounts for units with more bedrooms. Additionally, they will completely remove certain charges for building affordable homes, which are homes that are cheaper than the average in the area, both for buying and renting. These benefits will be available for 25 years”



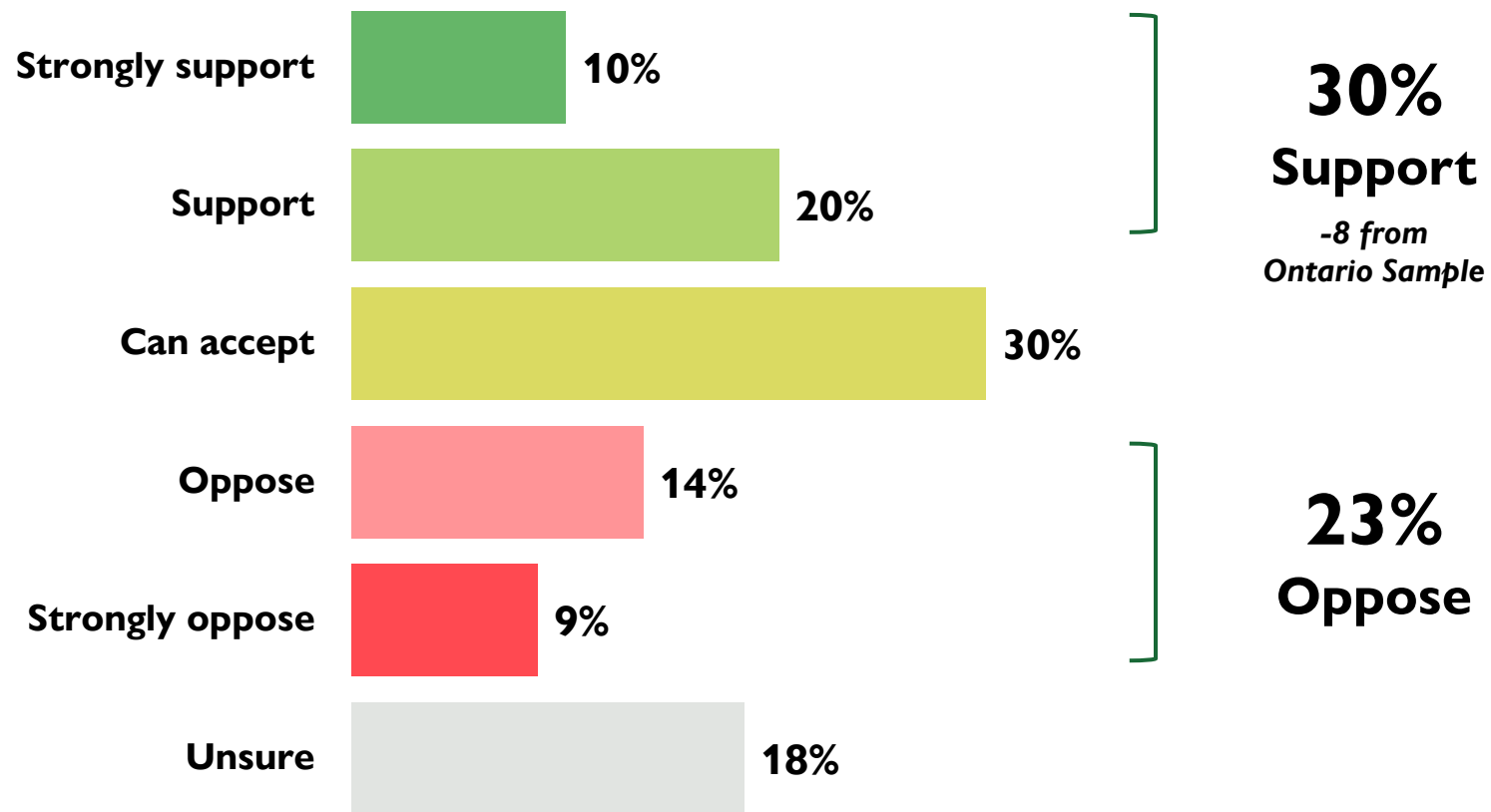
“The new law restricts the ability of outside groups to challenge decisions related to construction projects. Additionally, they want to allow smaller housing developments, with up to 10 homes, to be built without going through a specific review process”



■ Strongly support
 ■ Support
 ■ Can accept
 ■ Oppose
 ■ Strongly oppose
 ■ Unsure

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BUILD MORE HOME QUICKER



ASPECT A:

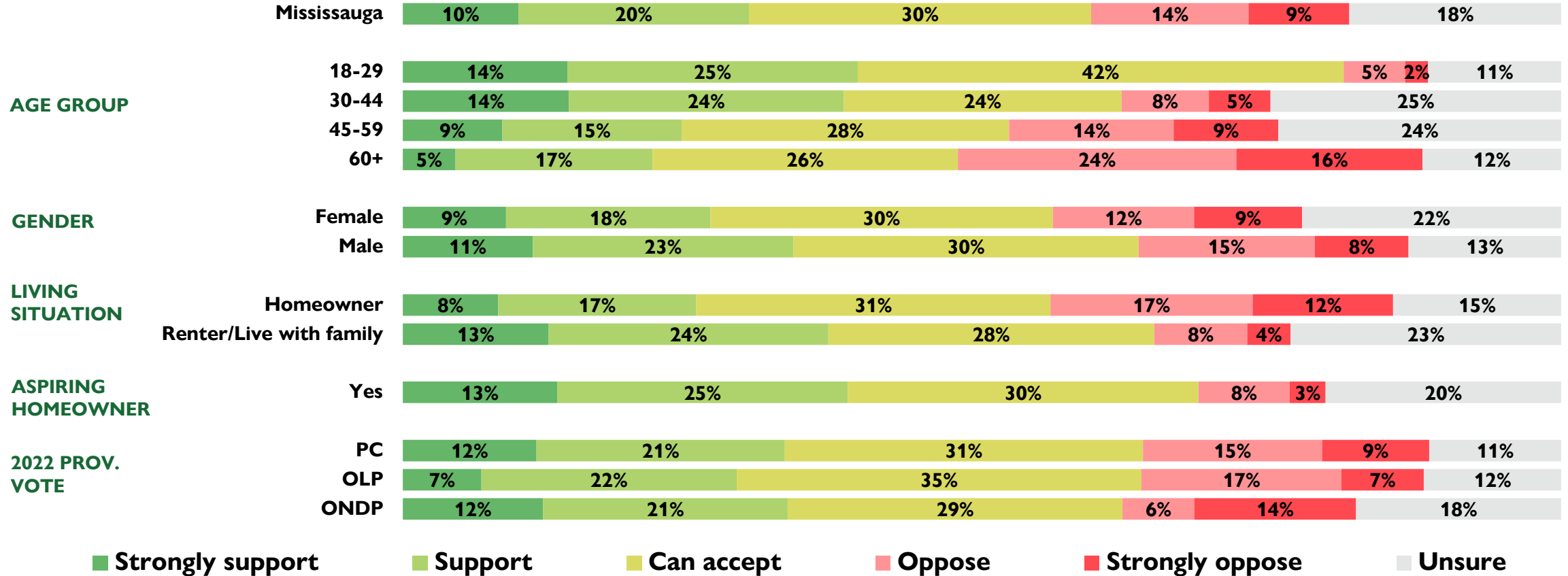
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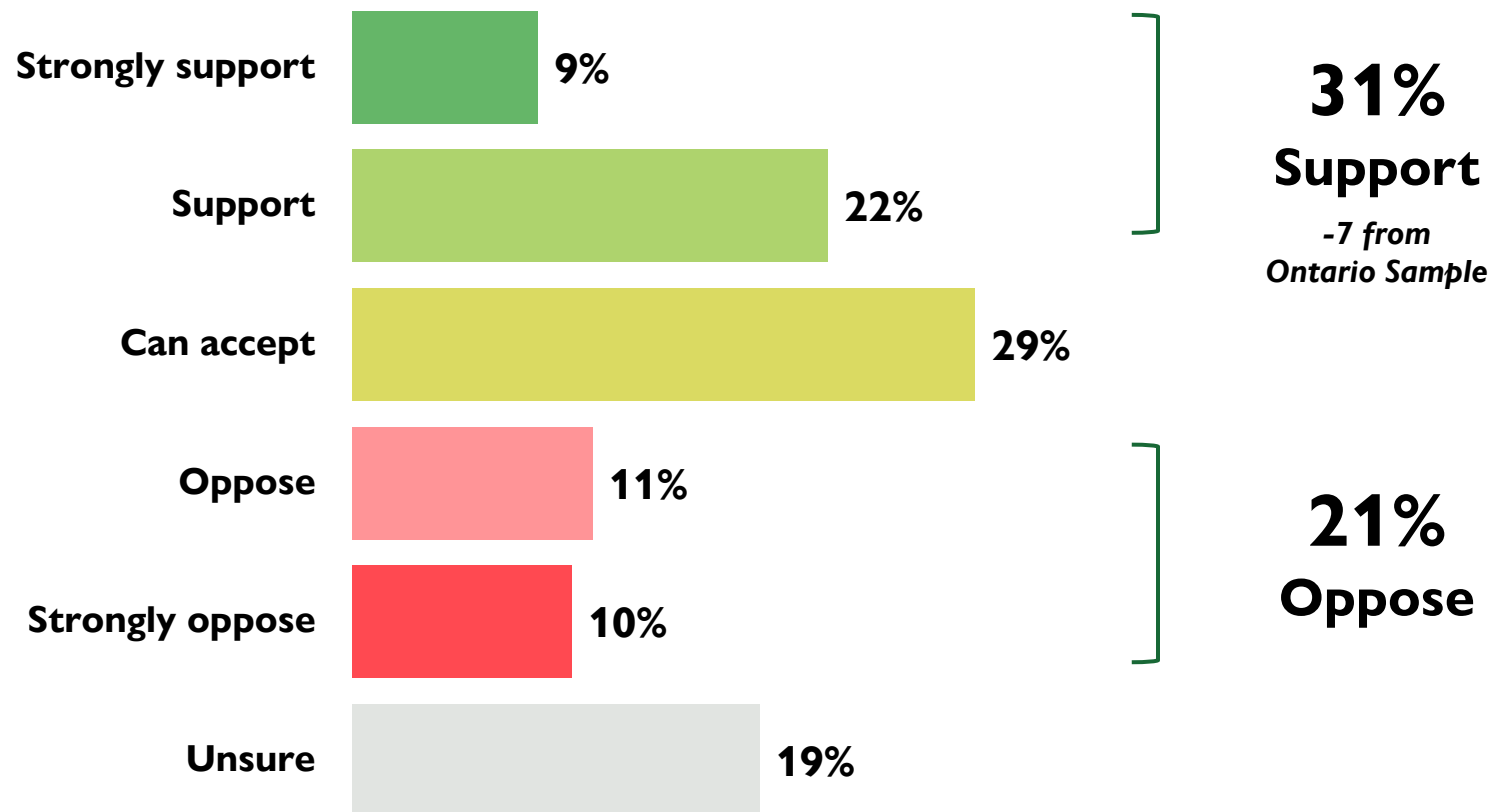
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DEVELOPMENT CHARGES



ASPECT B:

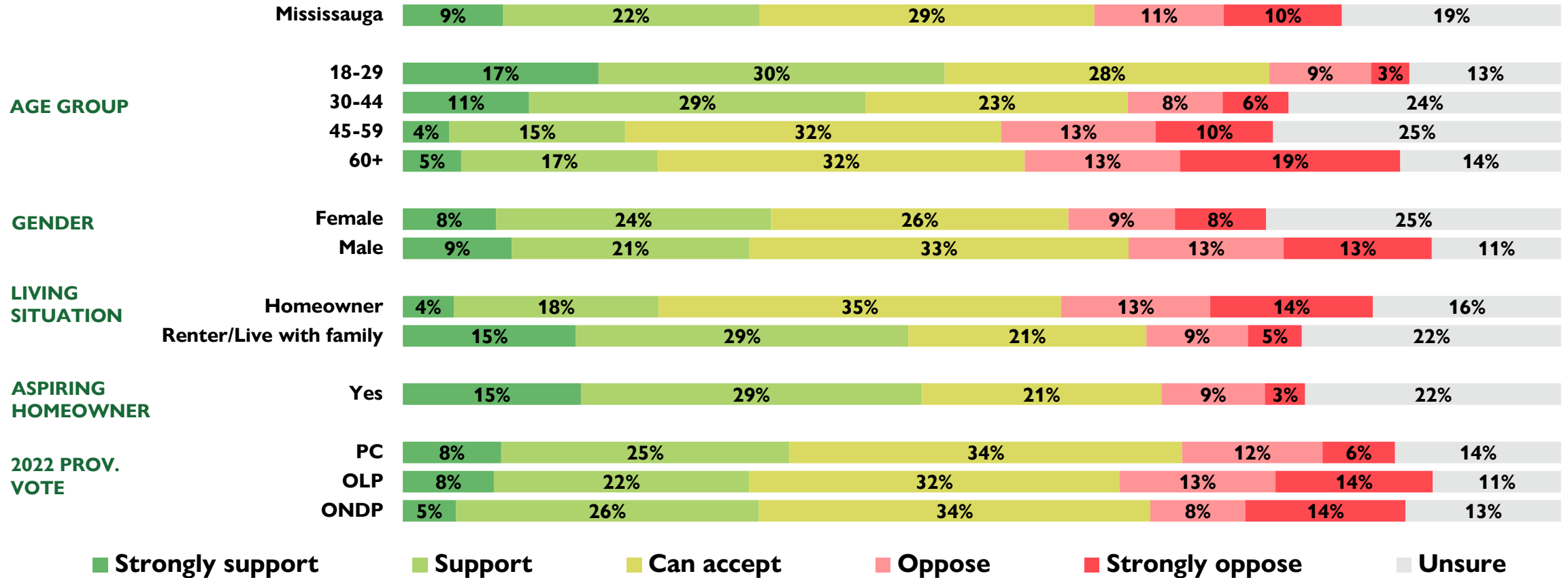
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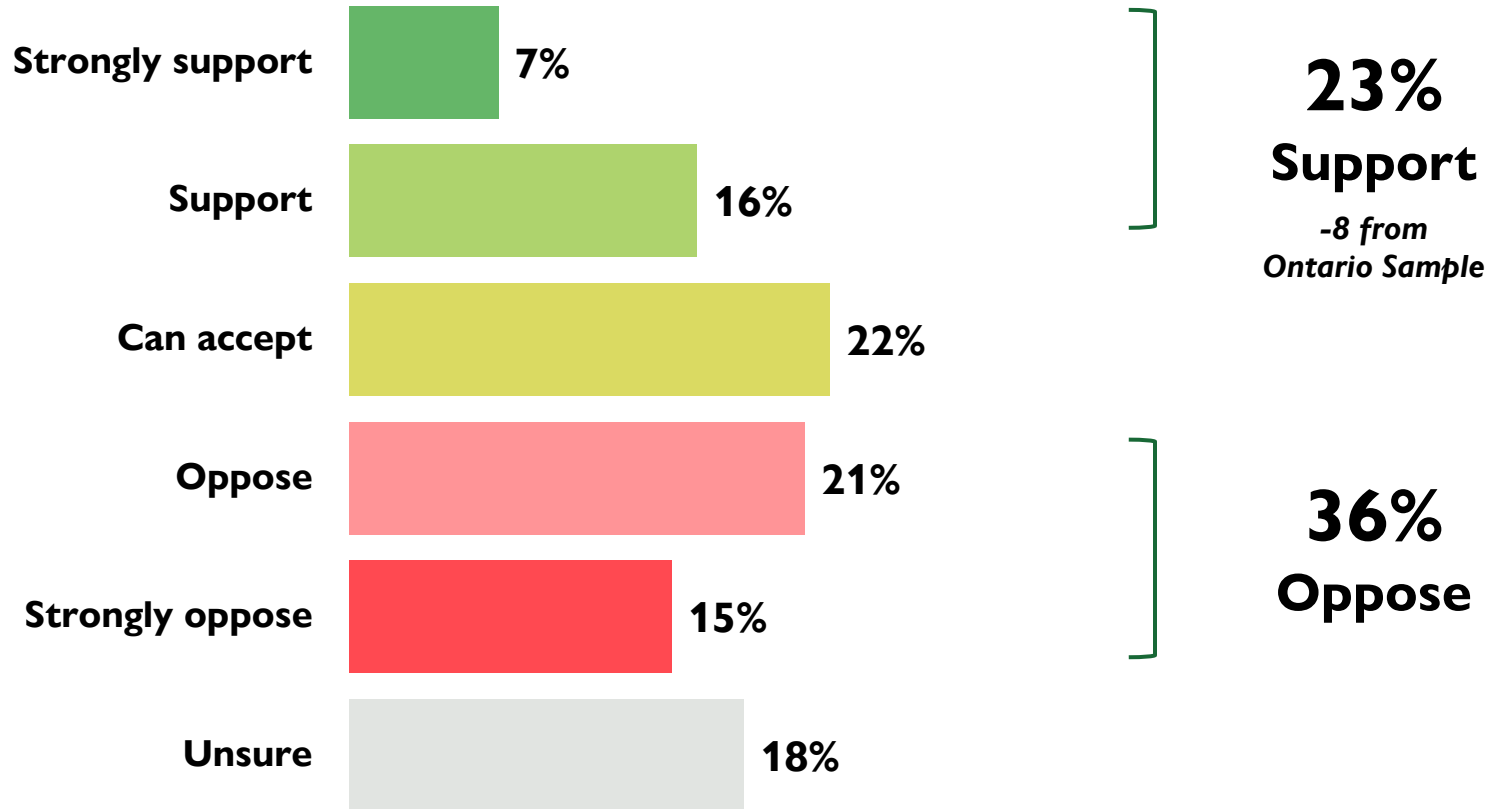
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QUICKER REVIEW PROCESS



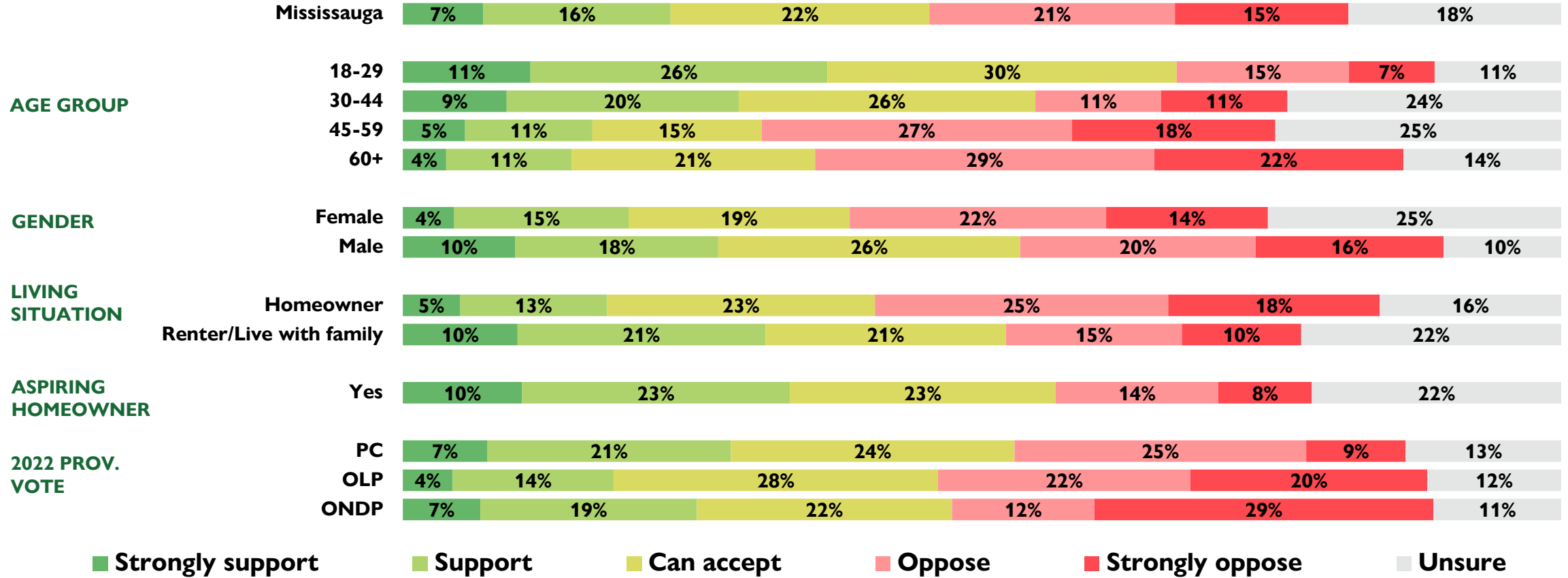
ASPECT C:

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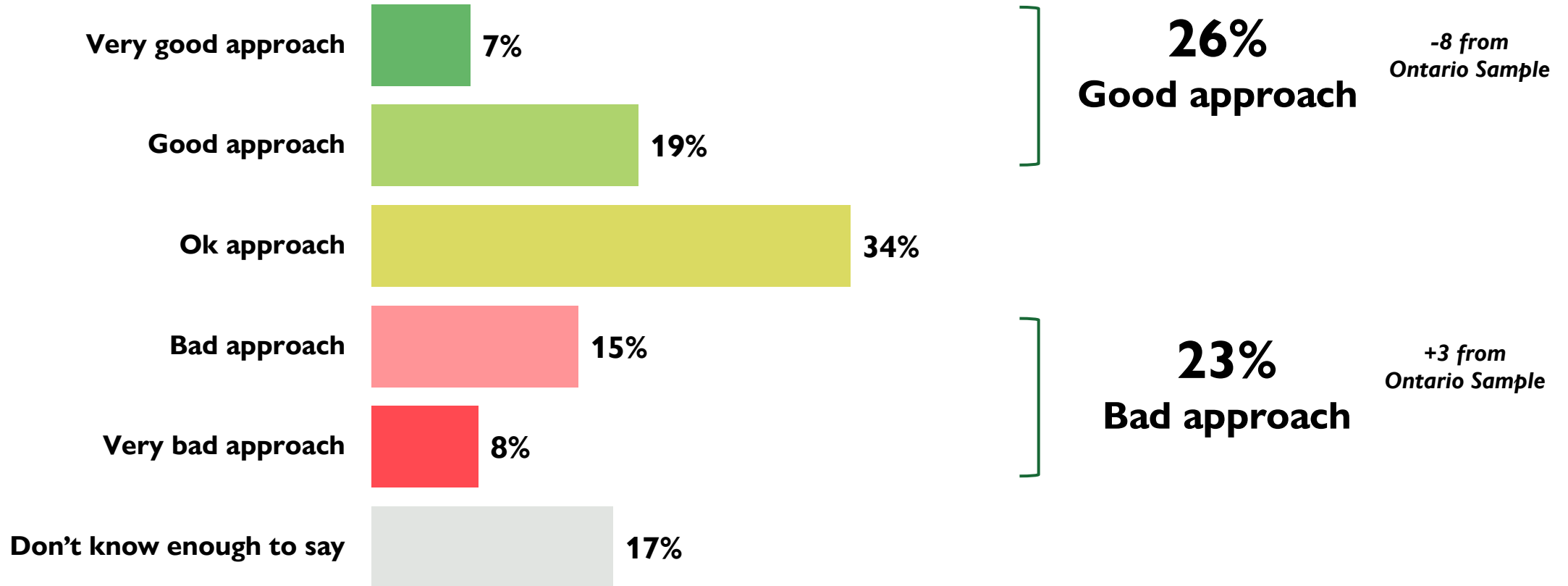


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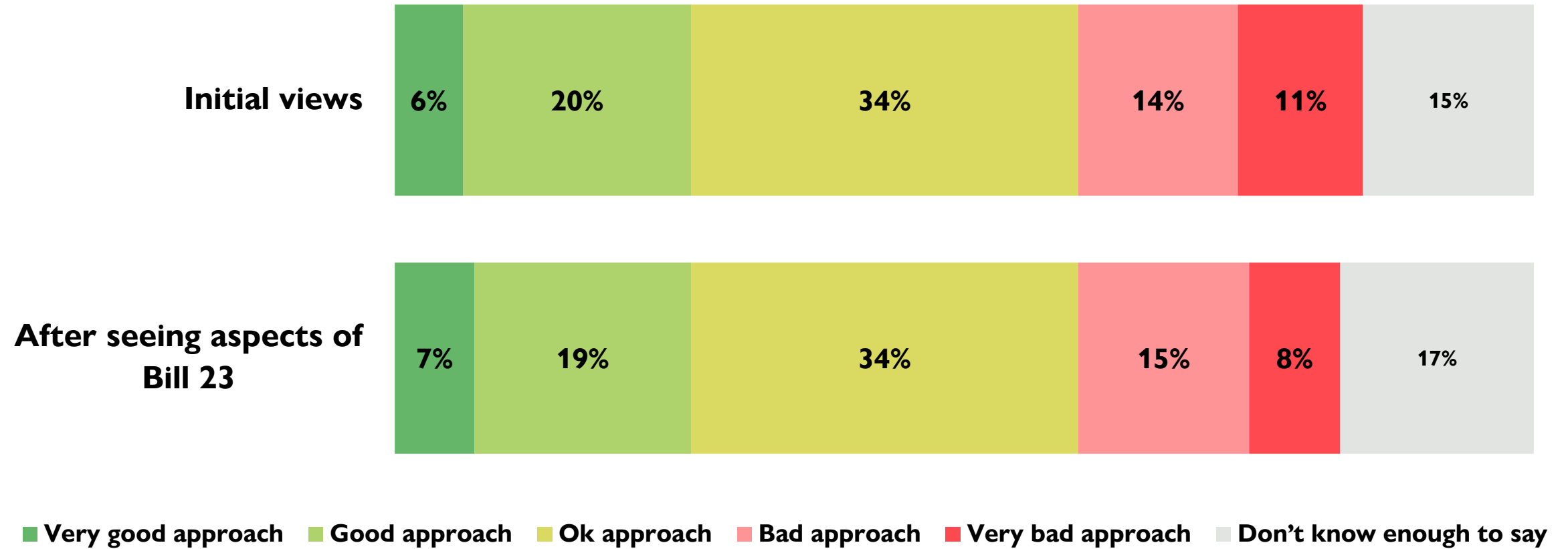
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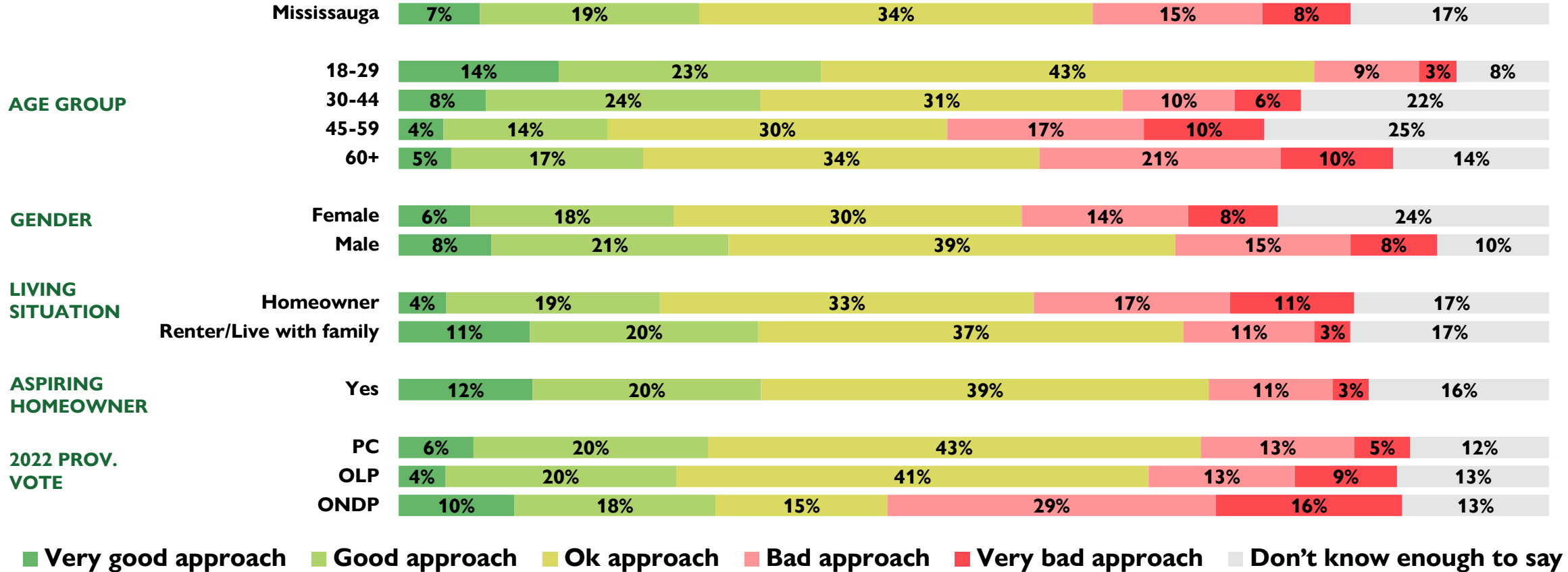
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TIME LIVED IN MISSISSAUGA

