



***Gimme Shelter: views on housing  
in Toronto, Edmonton, Calgary, Vancouver for CityNews  
Everywhere***

**September 24, 2024**—A poll conducted by Maru Public Opinion for City News finds an average of non-homeowners (77%) in the cities of Vancouver, Toronto, Calgary, Edmonton agree they will never be able to own their own house/residence in their own city. And when the average homeowner is asked why the price of homes/condos are out of reach for so many, they first point to the cost of materials from suppliers to build (45%), followed by the view that developers, investors, and others have overvalued the worth of these properties for greater returns (45%), and that there are not enough units available, so the demand has forced prices up (35%).

Meanwhile, when renters are asked what is contributing to the high price of rentals in their city, the four-cities average found a majority (55%) believing it's because of companies, landlords and others who are gouging tenants by inflating the prices.

According to the companion results released yesterday with respect to the most important issues for residents in each city, affordable rent/home ownership is the second most important issue for those living in Vancouver (44%) and equally for those living in both Toronto (36%) and Edmonton (36%) and is the sixth ranked issue for residents of Calgary (22%).

The wide-ranging study covered other housing issues (including specific aspects in the cities of Toronto and Vancouver), of which a full set of graphics for each set of results follow this written synopsis.

## **Non-homeowners jettison idea of ever owning their own house/residence**

The four-cities average of **non-homeowner**\* respondents finds a majority (77%) who agree that they will never be able to own their own house/residence in their city, with almost half (49%) who *strongly* agree with that view. This attitude is highest in Vancouver (86%/60% *strongly*), followed by those non-homeowners in Toronto (77%/52% *strongly*), Calgary (74%/46% *strongly*), and Edmonton (70%/38% *strongly*).

In the alternate, the four-cities average finds almost one quarter (23%/7% *strongly*) of non-homeowner residents who agree they will be able to achieve home ownership in their city. Those most optimistic of this prospect hail from Edmonton (23%/7% *strongly*), followed by those residing in Calgary (26%/9% *strongly*), Toronto (23%/6% *strongly*), and Vancouver (14%/6% *strongly*).

## **Homeowners\*\* speculate on one's driving the high price of homes/condos**

When asked what has contributed to the price of homes/condos in their city which is much higher than they were before the pandemic, the four-cities average of **homeowners**\*\* finds them speculating that the primary reason is the cost of materials from suppliers has increased dramatically (45%), followed by developers, investors, and others who have overvalued the worth of these for greater returns (42%), there being not enough units available so the demand has forced the price up (41%), that municipal taxes on building, buying, holding, and transferring these homes/condos are too high (33%) which ties with the view that during the pandemic, low interest rates pushed purchase prices way up and they're stuck there (33%).

As for the primary reason given by homeowners as to why they believe prices are much higher now than they were before the pandemic, both Vancouver (46%) and Calgary (45%) homeowners speculated that it was due to the cost of materials from suppliers, compared to Toronto residents who pointed to developers, investors, and others who have overvalued the worth of these properties for greater returns (45%), and those in Edmonton who believe that it's due to the lack of units being available so the demand has forced the price up (51%).

\*Respondent sample comprised of current renters (28%) and those living in a home owned/rented by a family member/friend (14%)

\*\*Respondent sample of homeowners (58%).

On a city-by-city basis, the reasons given by **homeowners** as to what is driving the high price of homes and condos in their city is as follows:

- **Toronto**--developers, investors and others have overvalued the worth of these for greater returns (45%), the cost of materials from suppliers to build has increased dramatically (41%), not enough units are available, so the demand has forced the price up (35%), municipal taxes on building, buying, holding, and transferring these homes/condos are too high (33%), and during the pandemic, low interest rates pushed purchase prices way up and they're stuck there (33%).
- **Vancouver**--the cost of materials from suppliers to build has increased dramatically (46%), developers, investors and others have overvalued the worth of these for greater returns (45%), not enough units are available, so the demand has forced the price up (39%), municipal taxes on building, buying, holding, and transferring these homes/condos are too high (40%), and during the pandemic, low interest rates pushed purchase prices way up and they're stuck there (30%).
- **Calgary**--the cost of materials from suppliers to build has increased dramatically (45%), not enough units are available, so the demand has forced the price up (38%), developers, investors and others have overvalued the worth of these for greater returns (36%), municipal taxes on building, buying, holding, and transferring these homes/condos are too high (33%), and during the pandemic, low interest rates pushed purchase prices way up and they're stuck there (25%).
- **Edmonton**-- not enough units are available, so the demand has forced the price up (51%), the cost of materials from suppliers to build has increased dramatically (48%), developers, investors and others have overvalued the worth of these for greater returns (40%), municipal taxes on building, buying, holding, and transferring these homes/condos are too high (35%), and during the pandemic, low interest rates pushed purchase prices way up and they're stuck there (29%).

## Why are the prices of rentals so high?

When **renters**\* are asked what is contributing to the high price of rentals in their city compared to what the case was before the pandemic, the four-city average points to a majority (55%) believing it's because of companies, landlords and others who are gouging tenants by inflating the prices. On a per city basis, the reasons given for inflated rental rates are as follows:

- **Vancouver** – landlords gouging tenants (61%), renovictions (57%), higher interest rates passed on to renters (48%), not enough units (47%), and landlords passing on more costs (25%).
- **Toronto** – landlords gouging tenants (55%), renovictions (50%), higher interest rates passed on to renters (47%), not enough units (47%), and landlords passing on more costs (27%).
- **Calgary** – higher interest rates passed on to renters (52%), landlords gouging tenants (51%), not enough units (48%), renovictions (43%), and landlords passing on more costs (33%).
- **Edmonton** – landlords gouging tenants (52%), higher interest rates passed on to renters (48%), renovictions (41%), not enough units (41%), and landlords passing on more costs (24%).

\*Respondent sample comprised of current renters (28%).

## City specific poll questions for Toronto and Vancouver

The survey included extra questions for both the city of Toronto and Vancouver:

### Toronto

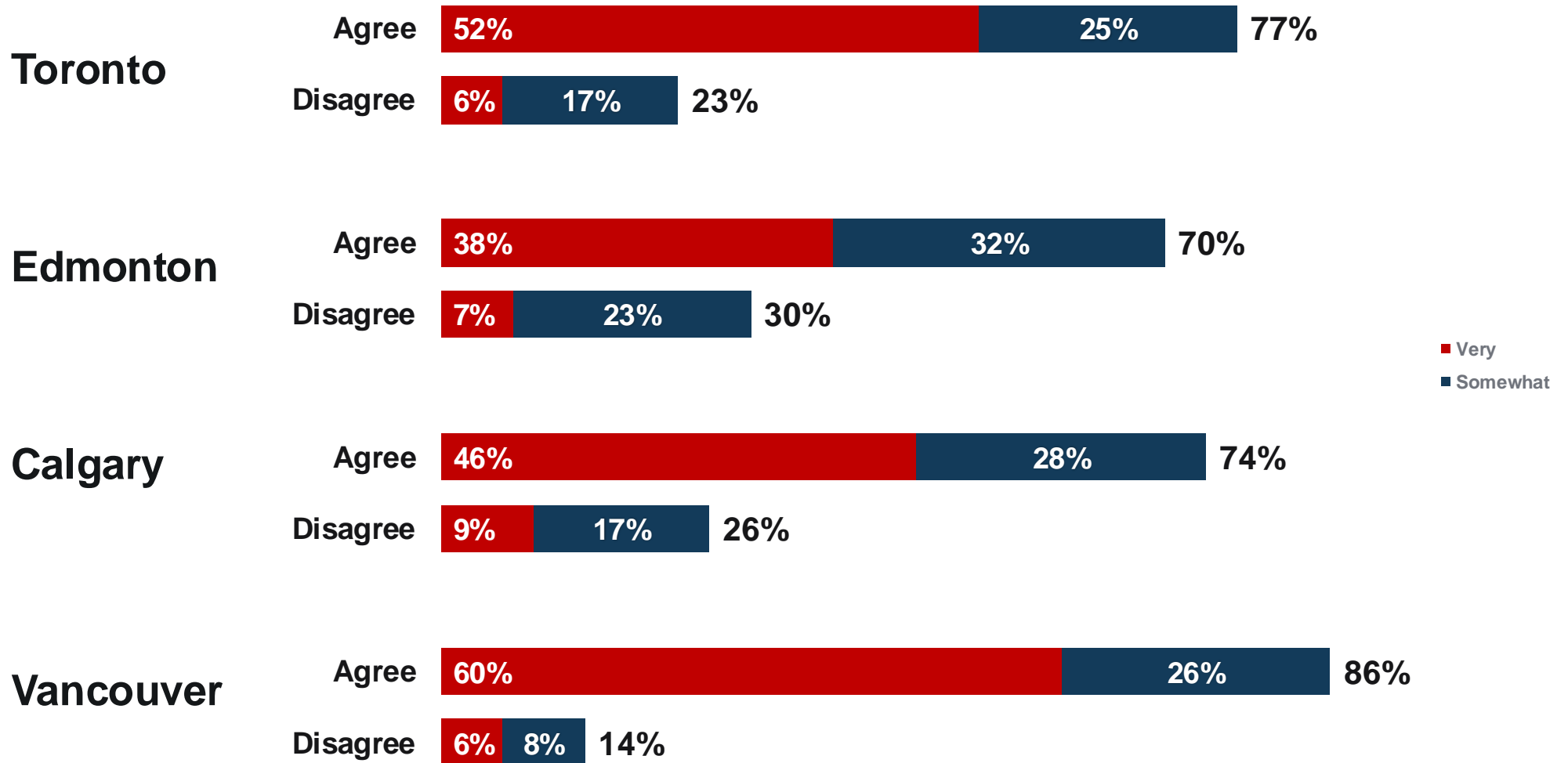
Mayor Olivia Chow's top priorities have been building more affordable housing and assisting renters. When asked which of the following best describes how they think she has done on this file since he was elected more than a year ago, just one in six (17%) believe that the mayor is making either great (2%) or good (15%) direction compared with the vast majority (83%) indicate that they don't see much progress (46%) or any evidence (37%) that this priority has achieved so far in her mandate.

And two thirds of residents in the city agree (66%/21% *strongly*) that the Ontario government should allow the building of up to four residential units, up to four stories, on any parcel or land zoned as "residential" in their neighbourhood so more available homes can be created versus one third who disagree (34%/14% *strongly*) with this proposition.

### Vancouver

British Columbia's new restrictions on short-term rentals took effect on May 1, 2024, and are aimed at moving thousands of units listed through services like Airbnb and VRBO from the short-term market to the traditional rental pool. So far, a majority (55%) do not think that this effort has been effective in increasing the amount of available long-term rentals compared with the remainder (45%) who believe the plan is working.

# Non-Homeowners\*: I will never be able to own my own house/residence in this city

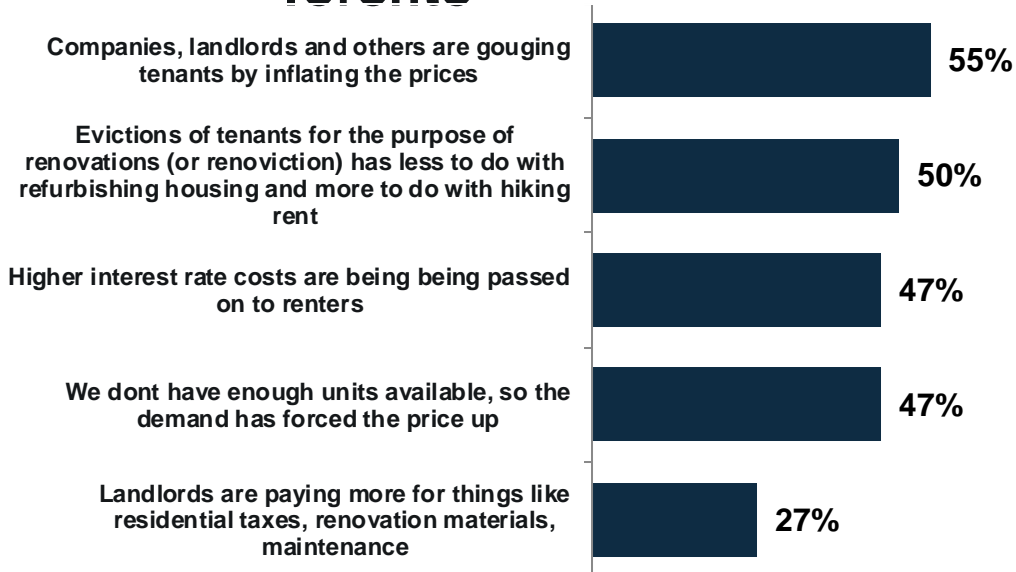


\*Respondent sample comprised of current renters (28%) and those living in a home owned/rented by a family member/friend (14%).

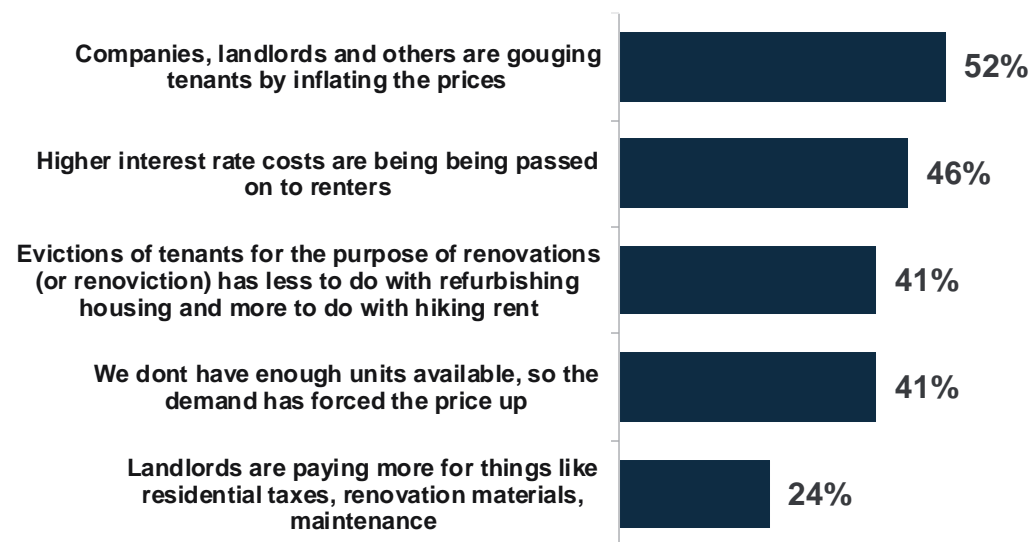
# Renters\*: the price of rentals in our city are much higher than they were before the pandemic.

How much do you think each of the following has contributed to this?

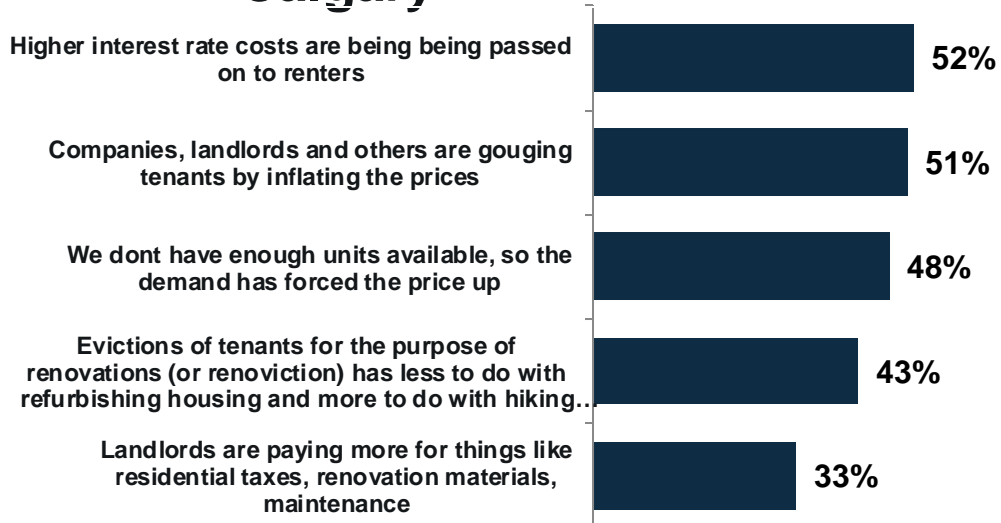
## Toronto



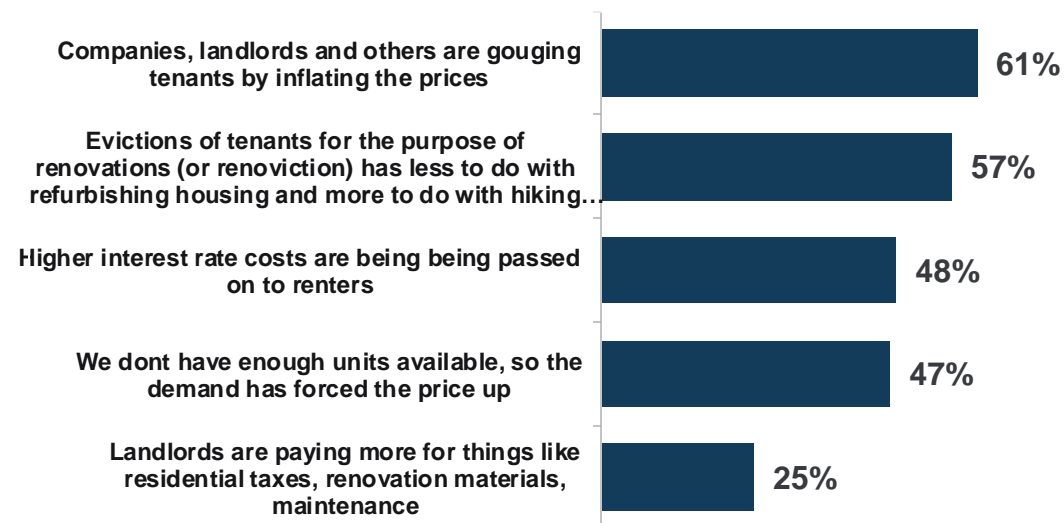
## Edmonton



## Calgary



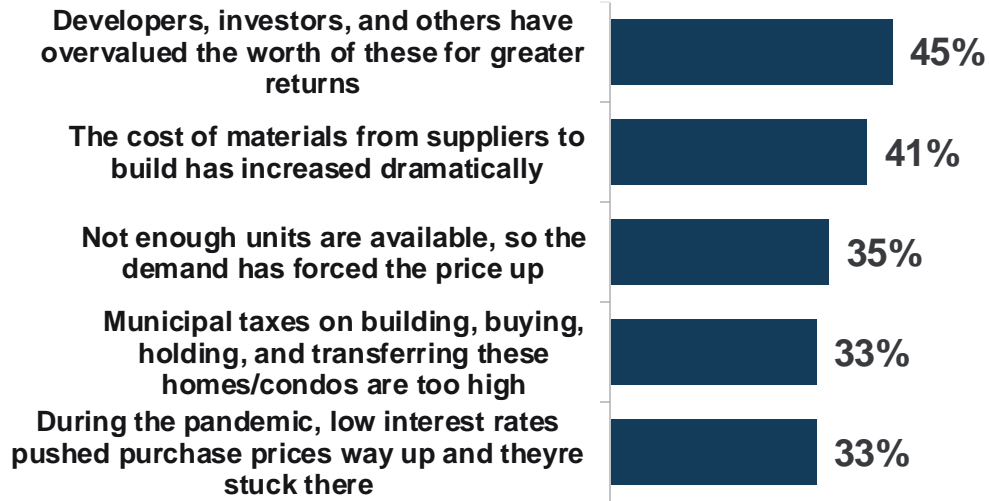
## Vancouver



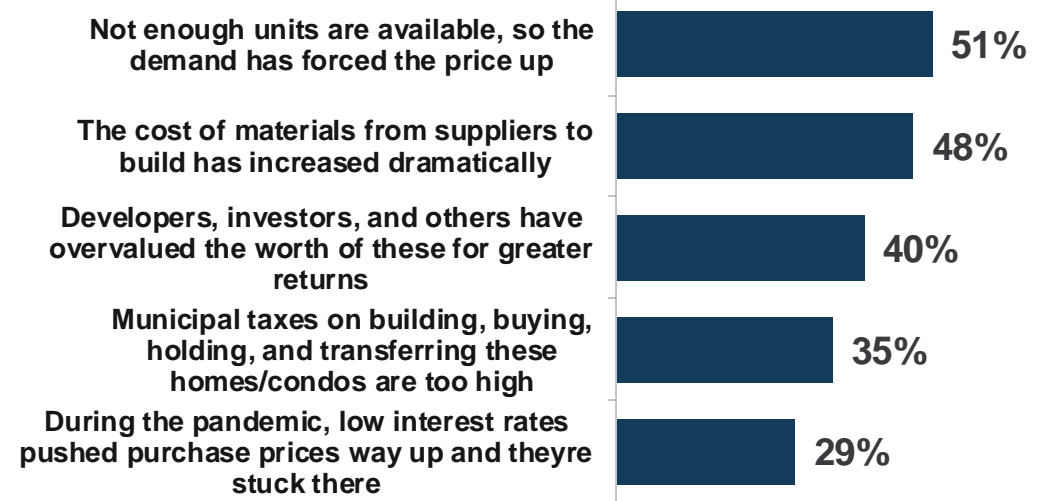
\*Respondent sample comprised of current renters (28%).

**Homeowners\*: the price of homes/condos in our city are much higher than they were before the pandemic. How much do you think each of the following has contributed to this?**

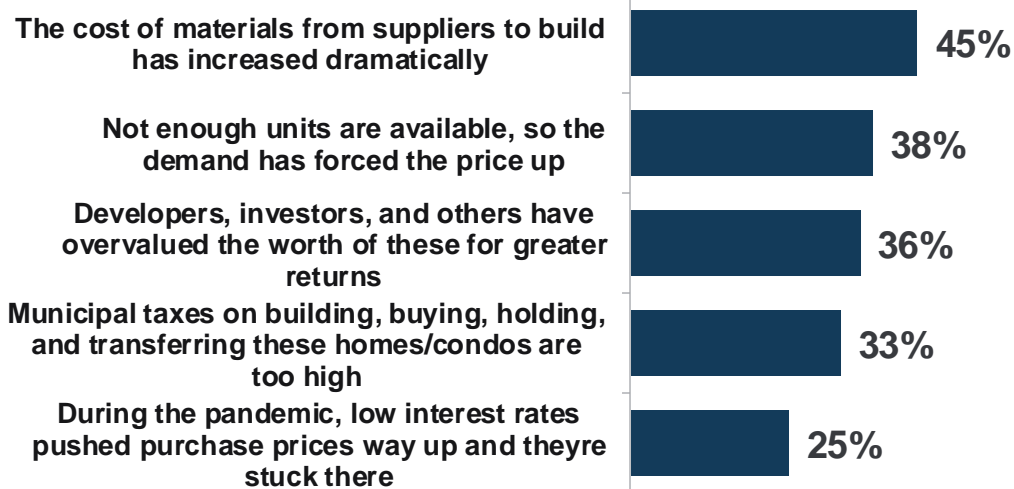
**Toronto**



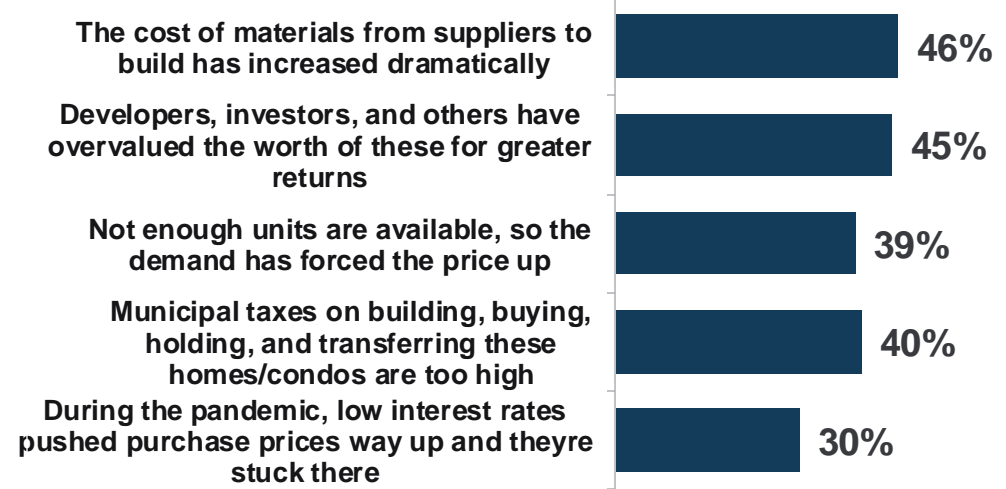
**Edmonton**



**Calgary**



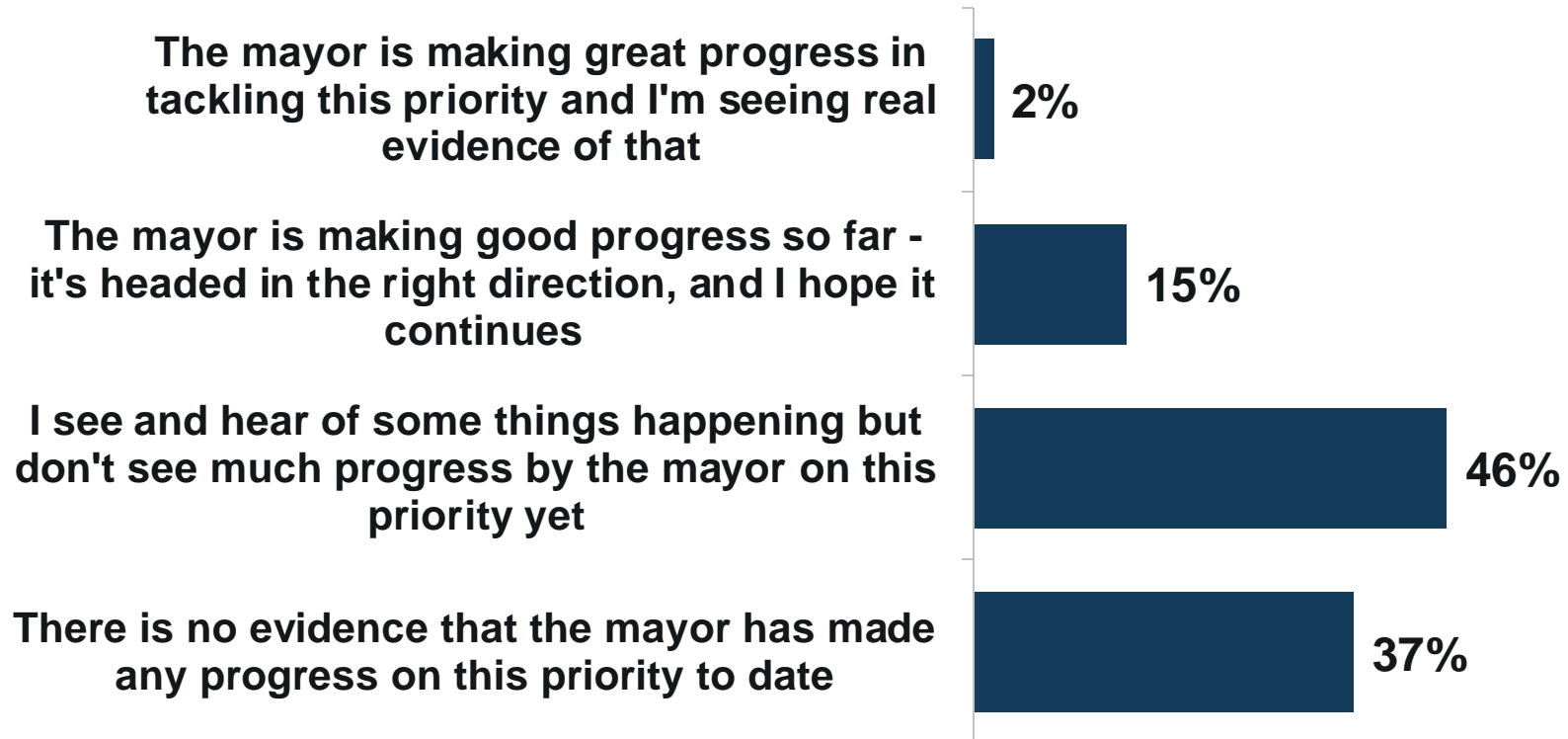
**Vancouver**



\*Respondent sample comprised of homeowners (58%).

# Toronto

Mayor Olivia Chow's top priorities have been building more affordable housing and assisting renters. Which of the following best describes how you think she has done on this file since she was elected more than a year ago?

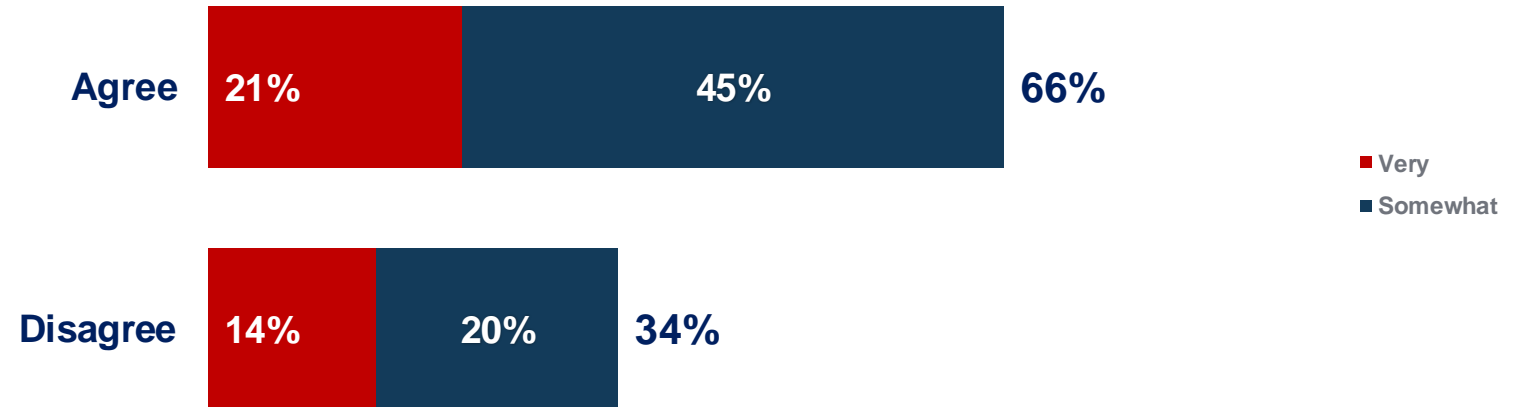




# Toronto

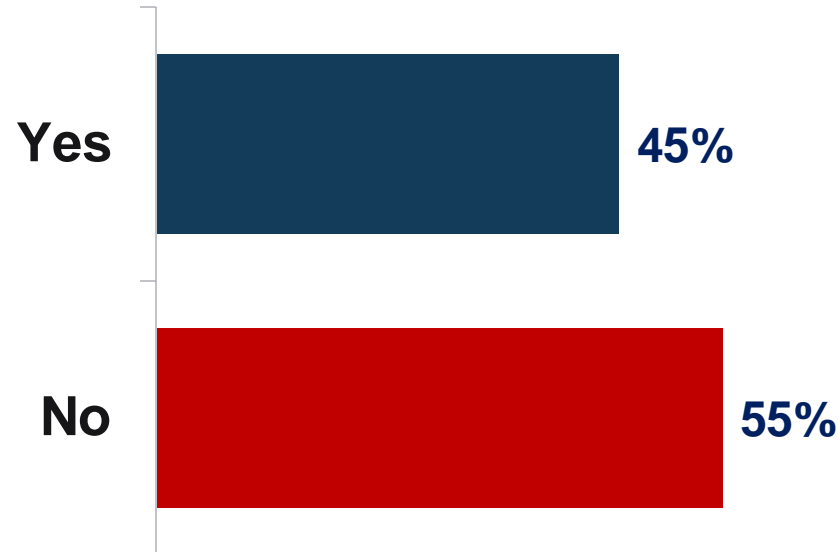
## Residential Zoning: do you agree or disagree with the following statements?

The Ontario government should allow the building of up to four residential units, up to four stories, on any parcel or land zoned as “residential” in my neighbourhood so we can create more available homes



# Vancouver

British Columbia's new restrictions on short-term rentals took effect on May 1, 2024, and are aimed at moving thousands of units listed through services like Airbnb and VRBO from the short-term market to the traditional rental pool. Do you think this has been effective in increasing the amount of available long-term rentals?



## Methodology

- These are some of the findings from a study undertaken by [Maru Public Opinion](#) and [Maru/Matchbox](#) by its sample and data collection experts at [Maru/Blue](#) on August 29-September 6, 2024, among a random selection of Canadian adults who are [Unlock Surveys](#) online panelists.
- For this study, respondents were surveyed within the specific cities of Toronto (n=500), Vancouver (n=500), Edmonton (n=400), and Calgary (n=401). For comparison purposes, probability samples of this size have an estimated margin of error (which measures sampling variability) of +/- 4.4% (n=500) and +/- 4.9% (n=400), 19 times out of 20.
- The results have been weighted by education, age, gender, to match the population according to census data which ensures the sample is representative of the entire adult population of those cities surveyed. Discrepancies in or between totals when compared to the data tables are due to rounding.
- Maru Public Opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants. Maru Public Opinion publicly released Canadian polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.
- Unlock Surveys sits within the [Stagwell Marketing Cloud](#) (SMC) suite of data-driven SaaS products for modern marketers. Organizations interested in using Unlock Surveys to conduct research can reach out to [support@unlocksurveys.com](mailto:support@unlocksurveys.com).
- Maru Public Opinion follows the Canadian Research and Insights Council ([CRIC](#)) [standards and disclosure requirements](#). Maru Public Opinion does not do any work for any political party. Maru is a proud member of the [Stagwell Marketing Cloud](#).



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