

## **OTTAWANS LOOKING FOR MIX OF INTENSIFICATION AND BOUNDARY EXPANSION TO ENSURE HOUSING AFFORDABILITY**

*MOST HOMEOWNERS COULD NOT AFFORD THE HOME THEY LIVE IN*

[Ottawa – May 7, 2020] A survey of 770 Ottawa residents reveals that housing is becoming increasingly unaffordable for Ottawa residents. Half of homeowners report they could not afford their current home if they were house shopping for the first time today and few respondents think their children will be able to afford a home. This has left many residents looking for alternative solutions and forty per cent of Ottawa residents would consider commuting 30 minutes to a nearby town in order to buy a home.

It is therefore not surprising that the vast majority of Ottawa residents see housing affordability as a top priority, particularly among low-income households. Residents are, however, divided on how best to approach the issue.

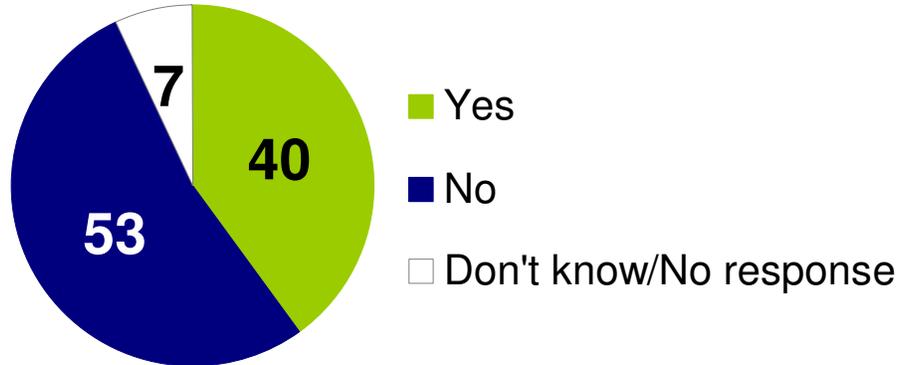
The vast majority of residents – particularly those who reside in Central Ottawa and the Inner Suburbs – are open to intensification to avoid unnecessary boundary expansion. There is, however, a certain ‘not in my backyard’ sentiment evident in the survey results. When the scope of intensification is narrowed to focus on respondents’ respective neighbourhoods, a significant portion of respondents – particularly those who reside outside of the city centre – are averse to increased housing density – especially tall buildings – near where they live.

Overall, results suggest that Ottawa residents are looking for a mix of intensification and boundary expansion to ensure that affordable homes are available to the city’s growing population.



## Ability to afford current home

**Q.** [HOMEOWNERS ONLY] If you were purchasing a home for the first time today, could you afford to buy the home you currently live in?



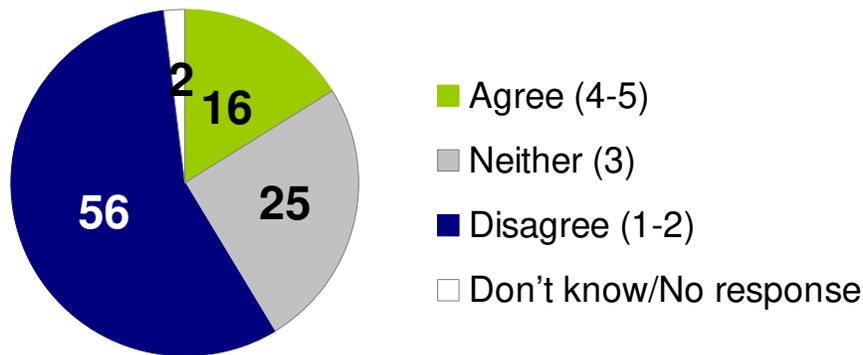
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**BASE:** Ottawa homeowners; April 15-23, 2020, n=647, MOE +/- 3.9%, 19 times out of 20

## Confidence in future affordability

**Q.** Please rate the extent to which you agree or disagree with the following statement:

***I am confident that the next generation will be able to afford a home in Ottawa***

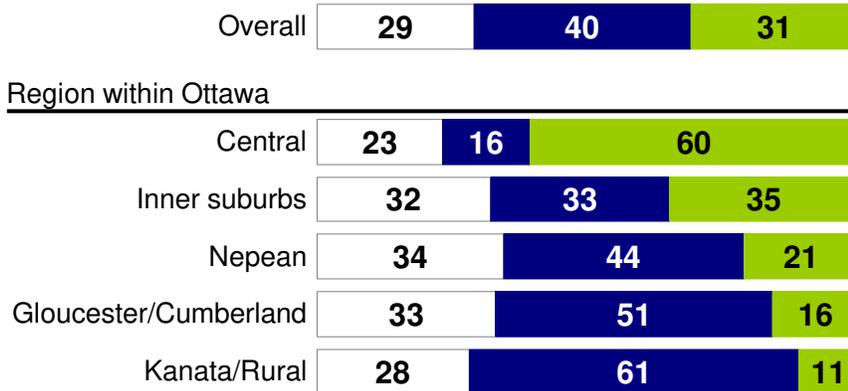


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**BASE:** Residents of Ottawa; April 15-23, 2020, n=770, MOE +/- 3.5%, 19 times out of 20

## Response to rising housing prices

**Q.** *If housing prices continue to rise, would you be more likely to...?*



- Don't know/No response
- Drive 30 minutes to a nearby town in order to buy a home
- Rent a home/apartment inside the city

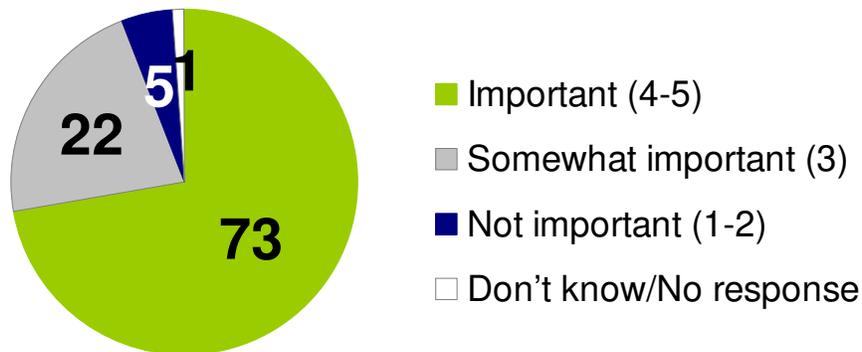
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## Importance of housing affordability

**Q.** *How important is it to you that young people and families be able to afford a home in Ottawa?*



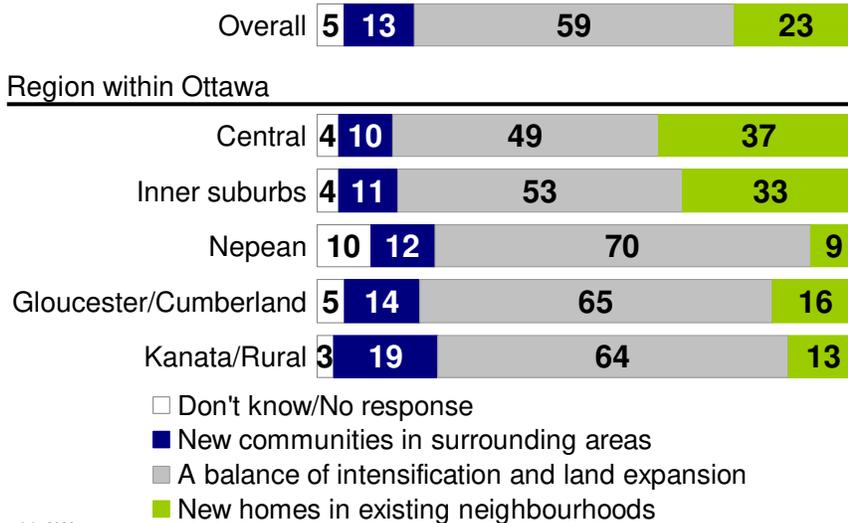
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**BASE:** Residents of Ottawa; April 15-23, 2020, n=770, MOE +/- 3.5%, 19 times out of 20

## Preferred means of ensuring adequate housing

**Q.** How should the City of Ottawa ensure that new homes are available to its growing population over the next 25 years?



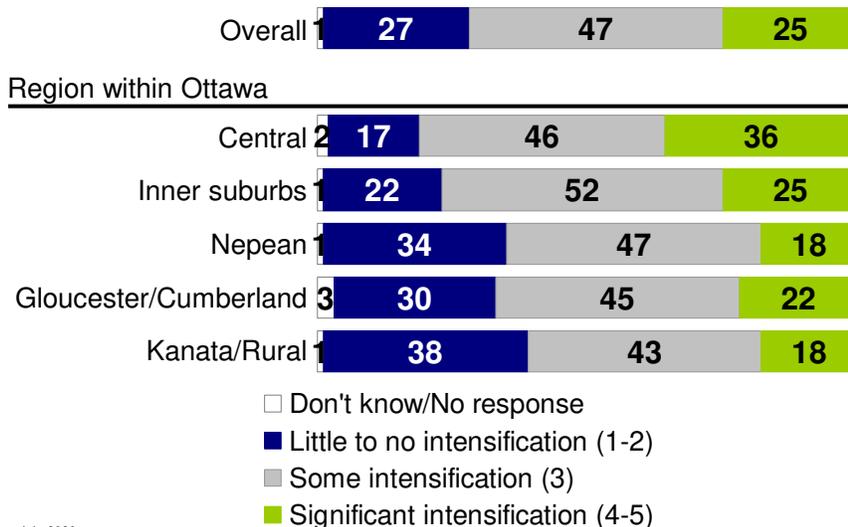
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## Openness to intensification

**Q.** How much housing intensification do you want to see in your neighbourhood?



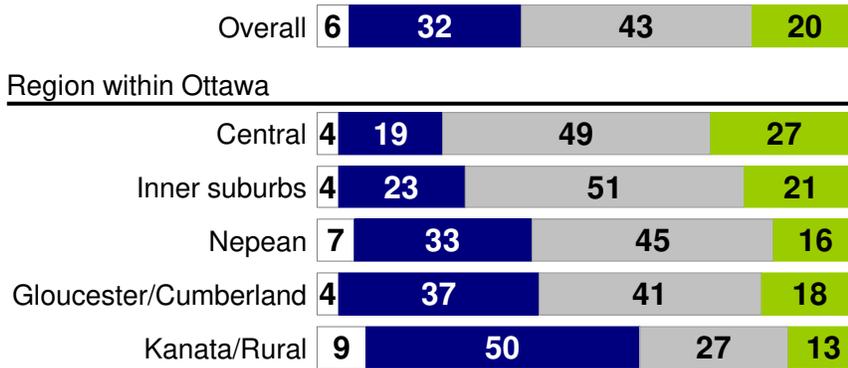
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## Preference between intensification and expansion

**Q.** When considering intensification of housing in your neighbourhood, would you prefer... ?



- Don't know/No response
- The same types of homes and more boundary expansion
- More low-rise homes/multi-unit housing and some boundary expansion
- More tall buildings to avoid boundary expansion

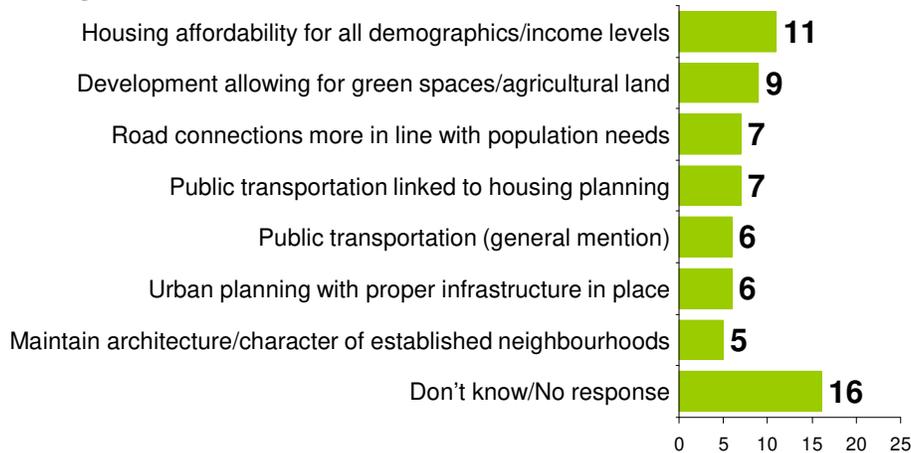
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## Most important issue for Ottawa's Official Plan

**Q.** What is the most important issue facing Ottawa that the City needs to consider in developing its Official Plan for growth? [OPEN]



*Note: Only those responses selected by at least 5% displayed above*

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## Methodology:

This survey was conducted using EKOS' unique online research panel, *Probit*. *Probit* offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly; they do not opt themselves into the panel), and equal probability sampling. All panellists are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Probit* supports margin of error estimates.

The field dates for this survey are April 15-23, 2020. In total, a random sample of 770 Ottawa residents aged 18 and over responded to the survey online. The margin of error associated with the total sample is +/- 3.5 percentage points, 19 times out of 20. The survey was conducted in both English and French.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, gender, age, income, and education). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of Ottawa according to Census data.

This survey was commissioned by the Greater Ottawa Home Builders' Association.