



HOUSING HAS IS SEEN AS MORE UNAFFORDABLE IN CANADA THAN IT IS IN THE UNITED STATES

JACK JEDWAB

PRESIDENT/PDG-CEO

ACS-AEC ET METROPOLIS CANADA

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INTRODUCTION AND METHODOLOGY

It is widely believed that housing affordability is a growing problem, with the majority of people living in urban, suburban and rural communities in Canada and the United States in agreement with the statement that housing has become unaffordable for most people in my city or town. That view is held more widely by Canadians and Americans especially in urban and suburban areas.

The survey was conducted by Leger for the Association for Canadian Studies with 1539 respondents in Canada over the period November 22 to 24, 2024. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1539 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20. In the United States, the survey was conducted by Leger with 1009 respondents over the period November 22-24, 2024 and has a probabilistic margin of error of $\pm 3.9\%$, 19 times out of 20

CANADIANS ARE MORE LIKELY THAN AMERICANS TO BELIEVE THAT HOUSING HAS BECOME UNAFFORDABLE

	Housing has become unaffordable for most people in my city or town							
	United States				Canada			
	Total	Urban	Suburban	Rural	Total	Urban	Suburban	Rural
Yes	65%	66%	62%	69%	81%	84%	82%	73%
No	21%	21%	20%	20%	12%	12%	10%	16%
I don't know	14%	13%	17%	11%	7%	4%	8%	11%

IN CANADA THE VIEW OF HOUSING AS UNAFFORDABLE IS NOT IMPACTED BY INCOME COHORT

Housing has become unaffordable for most people in my city or town									
	United States				Canada				
	<35k	35-50k	50-100k	100k+		40-59k	60-79k	80-99k	100k+
Yes	67%	79%	65%	55%	82%	82%	79%	84%	82%
No	19%	12%	23%	25%	11%	14%	12%	11%	13%
I don't know	14%	8%	12%	21%	7%	4%	9%	5%	5%

AGE HAS MUCH LESS IMPACT ON PERCEIVED AFFORDABILITY OF HOUSING

Housing has become unaffordable for most people in my city or town								
	United States					Canada		
	18-29	30-39	40-49	50-64	65 +	18-34	35-54	55+
Yes	63%	63%	69%	75%	56%	82%	84%	78%
No	24%	23%	22%	13%	23%	11%	9%	14%
I don't know	13%	15%	10%	12%	22%	6%	6%	8%

RESIDENTS OF THE PRAIRIES AND ALBERTA ARE MUCH LESS LIKELY THAN OTHER CANADIANS TO BELIEVE THAT HOUSING HAS BECOME UNAFFORDABLE

	United States				Canada					
	NE	MW	South	West	Atl.	QC	ON	MB/SK	AB	BC
Housing has become unaffordable for most people in my city or town										
Yes	70%	61%	62%	71%	88%	83%	84%	63%	69%	87%
No	14%	25%	23%	17%	9%	10%	10%	20%	19%	11%
I don't know	16%	14%	15%	12%	2%	7%	6%	16%	12%	2%