

RRHBA Public Awareness and Perceptions Survey



Research Report
November 2018



About the Survey

Our approach

online survey

Total sample (unweighted)

150

Field dates

October 24-29, 2018



Key Takeaways

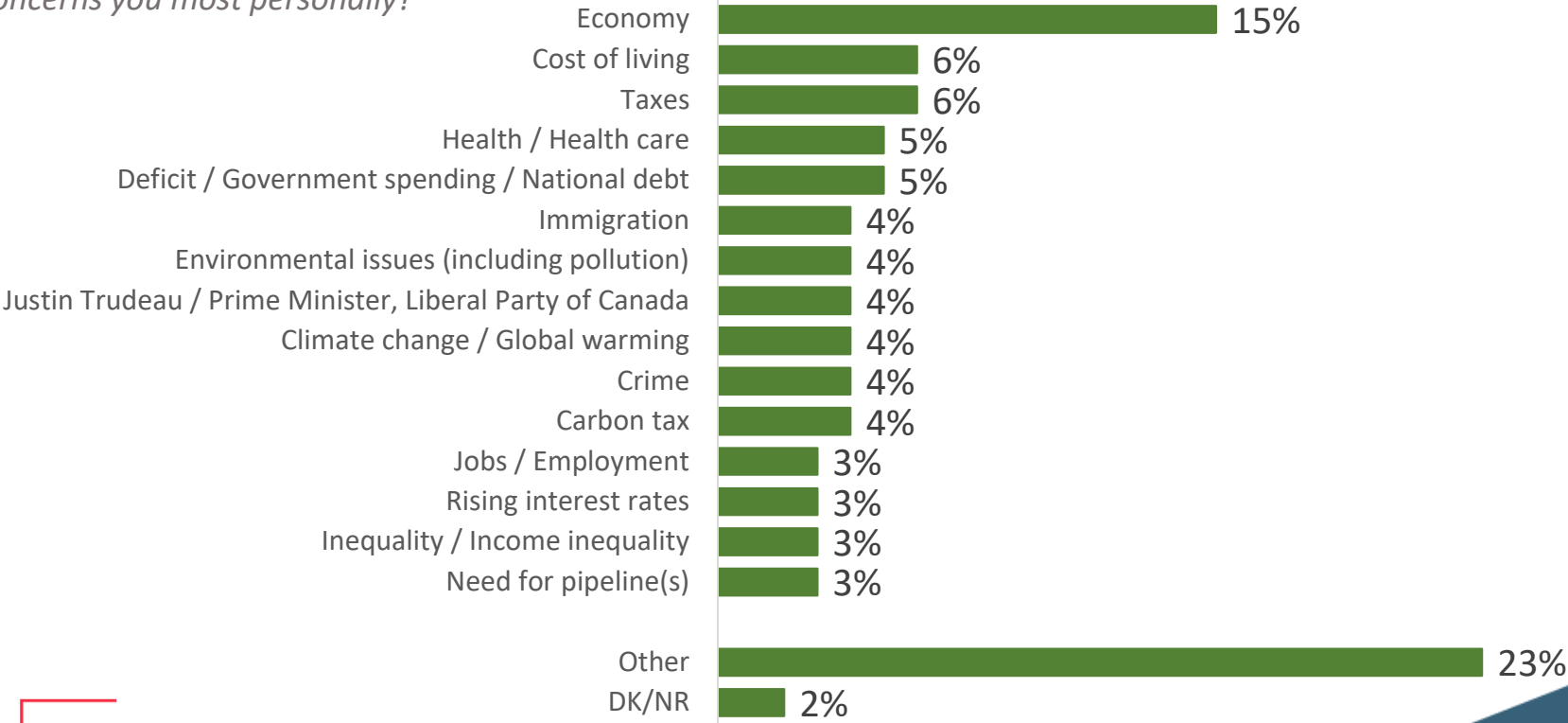
- Though the economy is the most important issue in the eyes of many participants, over one-third (39%) feel housing is of equal importance.
 - Another 56% agree it is not as important, but still very important or somewhat important.
 - Only 2% of respondents see housing as not very or not at all important.
- Most respondents (83%) agree that middle class Canadians should definitely or probably be able to own their own homes.
- Seventy percent of respondents own homes, which is higher than the national average (64%) reported in the Canada-wide study.
 - Of the 30% who rent, 76% report they would like to own a home if it were feasible. However, over half of renters (53%) claim that it is not very, or not at all likely they will ever own their own home. Of those individuals, more than three quarters (78%) are very or somewhat disappointed by this possibility.
- Three out of every four respondents say it is significantly or somewhat more difficult to buy a house compared to 20 years ago.
 - In keeping with the nation-wide survey results, three-quarters (73%) of respondents agree that owning a home would make them more financially secure.
 - The majority indicate that all levels of government are doing a poor job of making houses affordable.
- Over two-thirds (69%) of participants agree that falling home ownership rates is a very serious / serious problem.
 - Three quarters agree (73%) that only the rich will be able to afford to own a home in an area they want to live in the future.



Most Important Issue facing Canada Today

The economy is most often selected as the top issue facing Canada today. Cost of living and taxes are second.

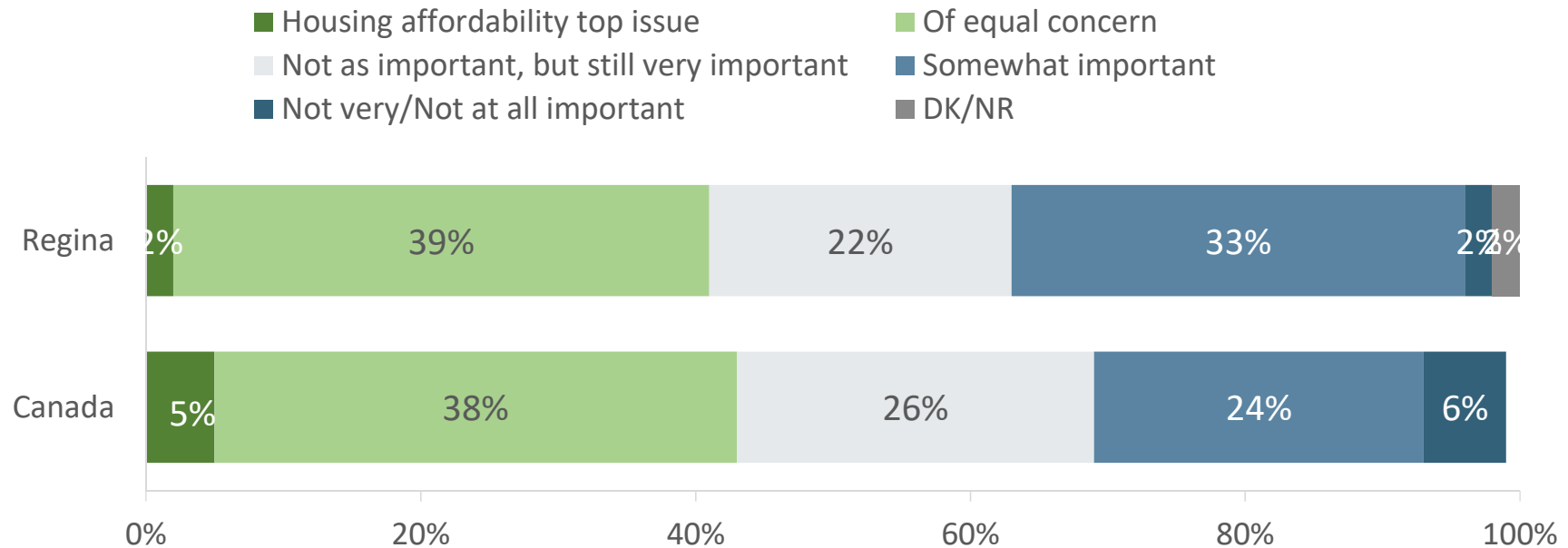
Q5. What in your opinion is the most important issue facing Canada today – in other words the issue or problem that concerns you most personally?



Top Issue vs. Housing Affordability

For almost 40%, housing affordability is equally as important of an issue as the top issue they named.

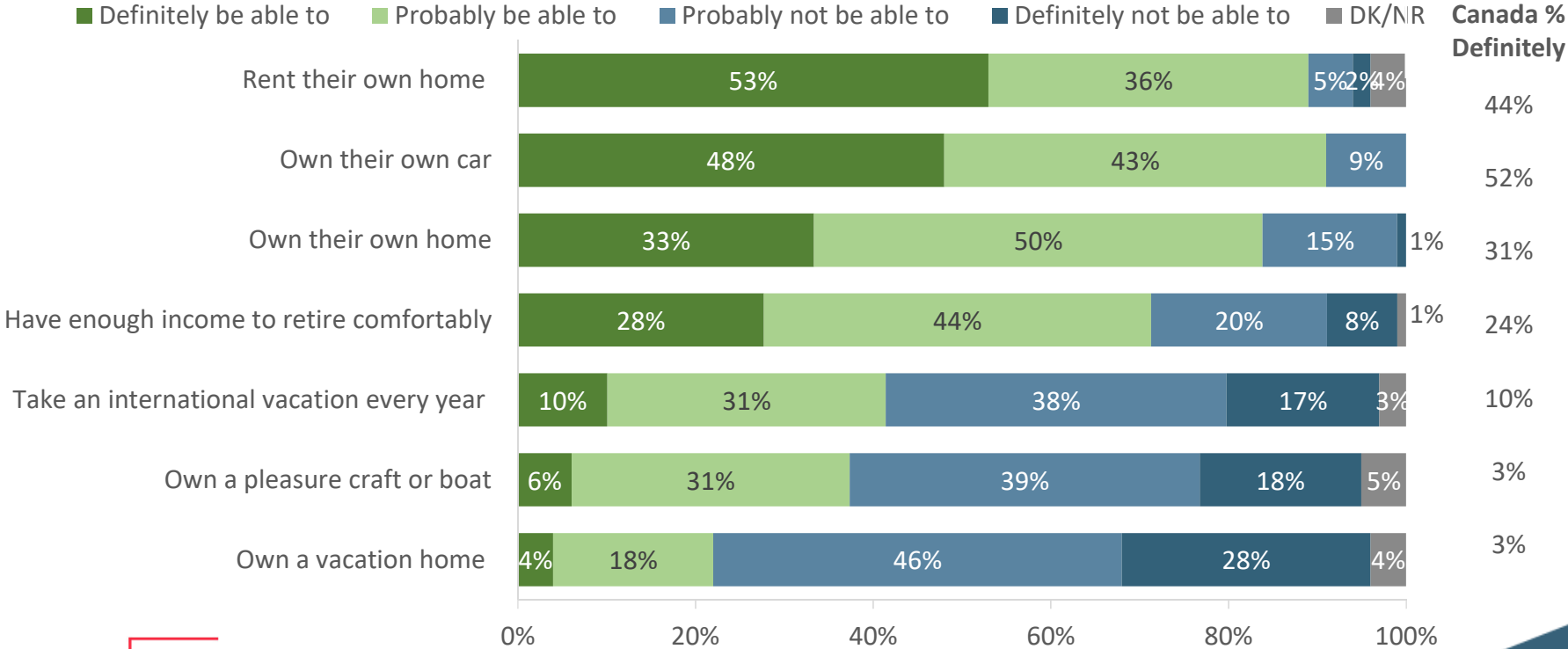
Q6. What about housing affordability and the financial challenges people are facing as they seek to become homeowners? Would you say that that is a problem of equal concern to the one you just mentioned, not as important but still very important, somewhat important, not very important, or not important at all?



What is Middle Class Today?

Almost all believe that middle class Canadians should definitely or probably be able to rent or own their own home and own a car.

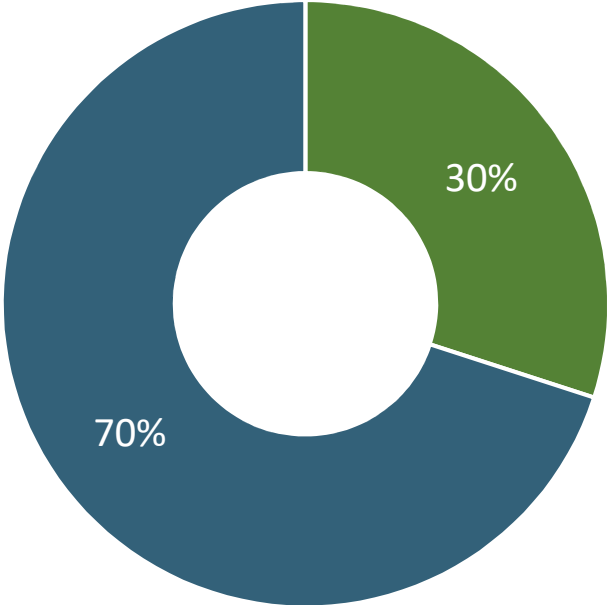
Q7 - 13. When you think about what it means to be middle class in Canada today, would you say someone who is middle class should definitely be able, probably be able, probably not be able or definitely not be able to...?



Rent or Own Current Dwelling - Regina

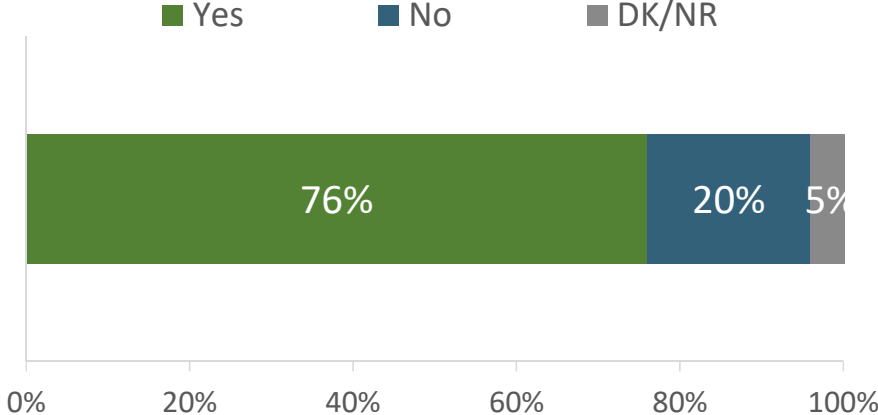
The majority of participants currently own their home. However, among those who rent, the majority agree they would like to own if it were feasible.

Q14. Do you own or rent your current dwelling?



■ Rent ■ Own

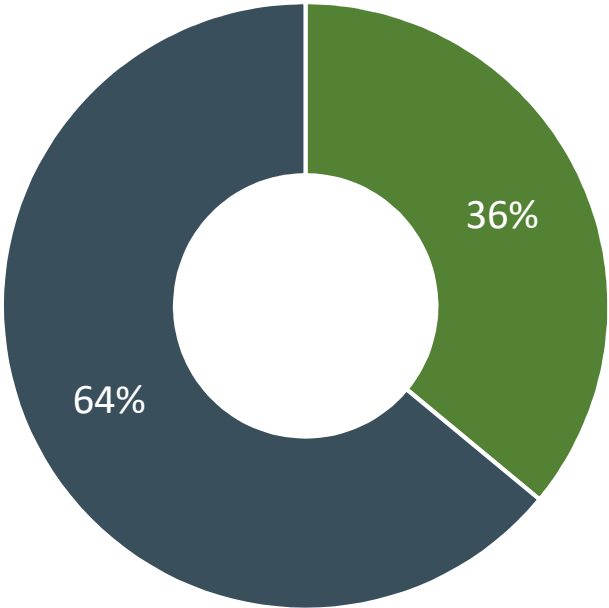
Q15. [IF RENT] If feasible, would you like to own your own home?



Rent or Own Current Dwelling - Canada

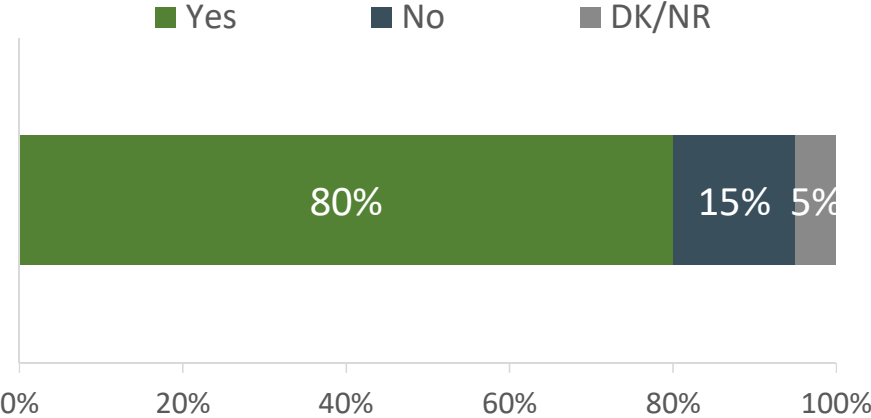
Results from the Spring 2018 survey also showed that among those who rent, almost all would like to own their own home.

Q14. Do you own or rent your current dwelling?



■ Rent ■ Own

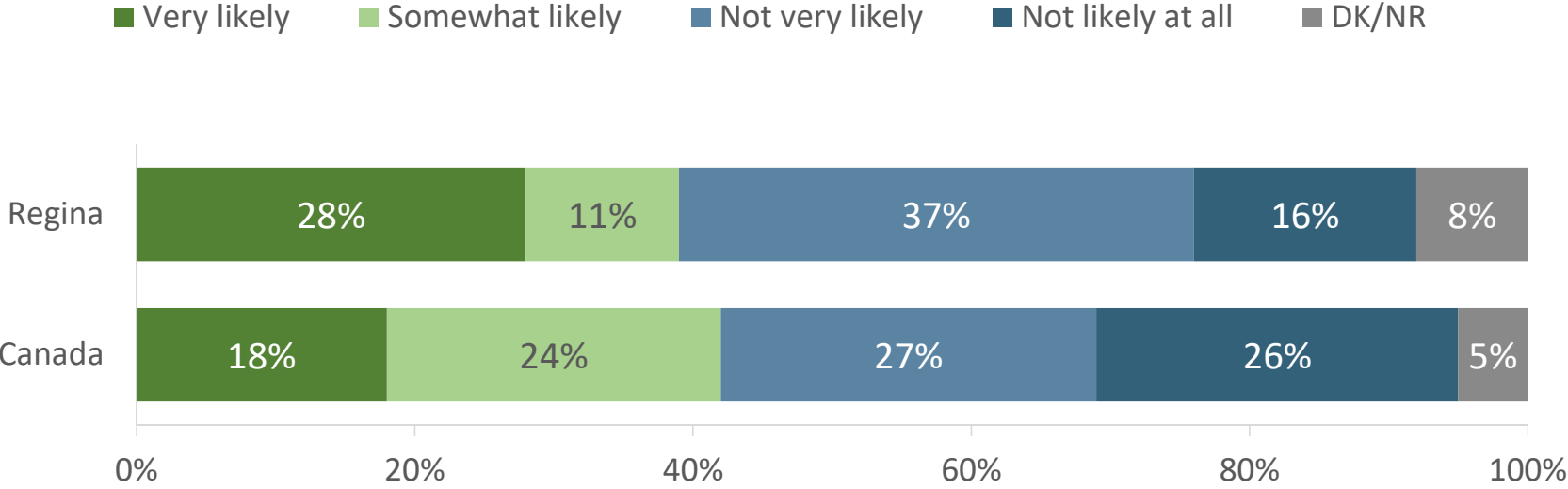
Q15. [IF RENT] If feasible, would you like to own your own home?



Likelihood of Owning

Renters are divided in their views of potentially owning a home. Over a third feel it is likely, while over 50% of respondents state it is either not very, or not at all likely.

Q16. [IF RENT] And how likely do you think it is that at some point you will own your own home?

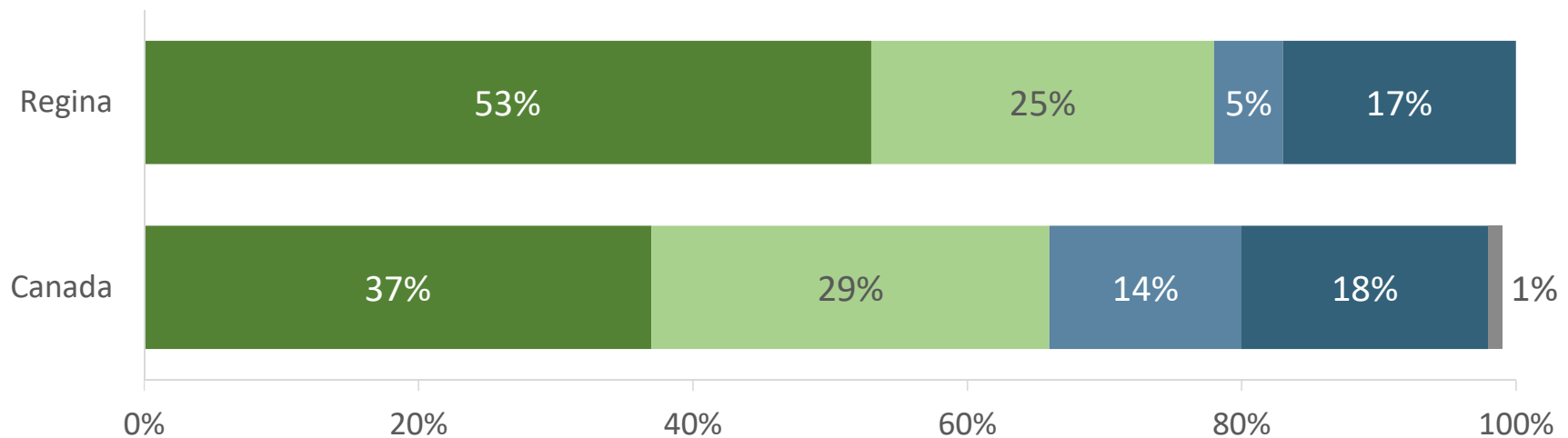


Emotions Towards Never Owning a Home

Nearly 3 out of every 4 renters who view themselves as not very likely, or not at all likely to own a home are disappointed by this possibility – a greater proportion than among Canadians as a whole.

Q17. [IF NOT VERY LIKELY OR NOT LIKELY AT ALL TO OWN A HOME] Do you feel very disappointed that you may never own a home, somewhat disappointed, not very disappointed or not disappointed at all?

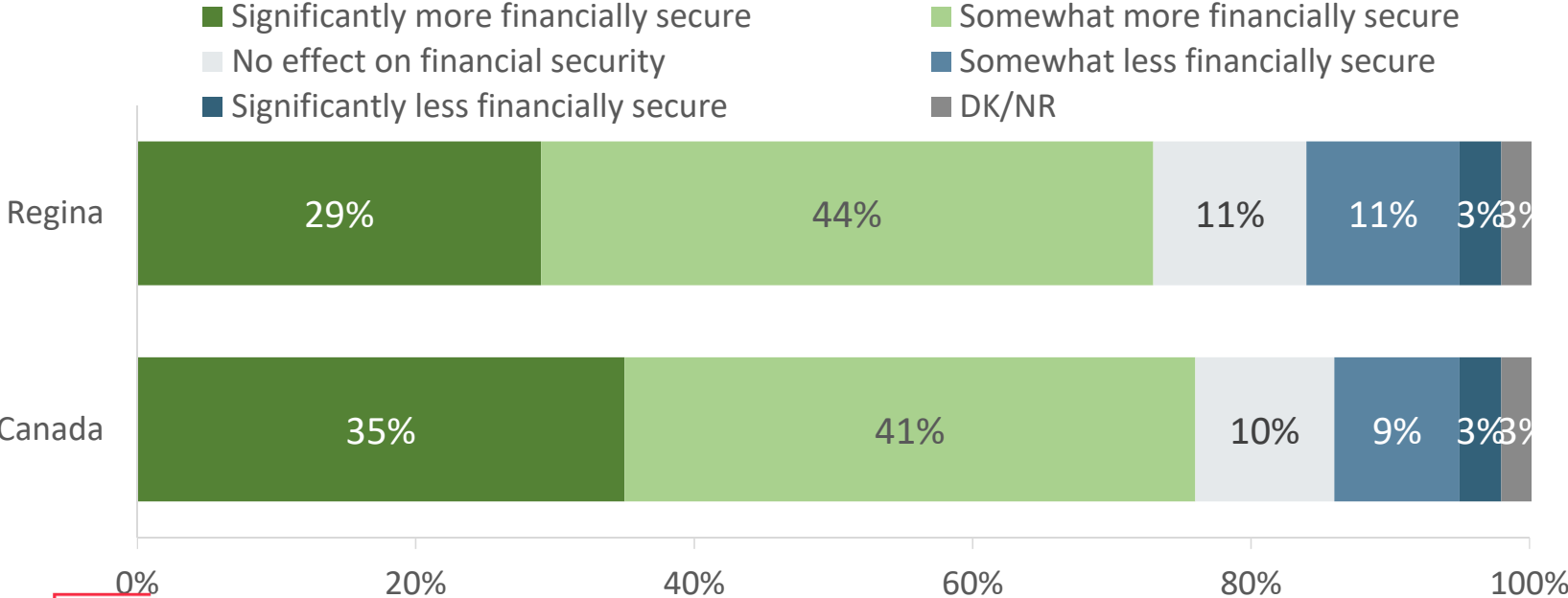
■ Very disappointed ■ Somewhat disappointed ■ Not very disappointed ■ Not disappointed at all ■ DK/NR



Owning a Home and Financial Security

Almost three-quarters of Regina respondents believe owning a home strengthens one's financial security.

Q18. Do you think that owning a home makes you significantly more financially secure, somewhat more financially secure, somewhat less financially secure, significantly less financially secure than if you didn't own a home, or does owning a home has no effect on your financial security?

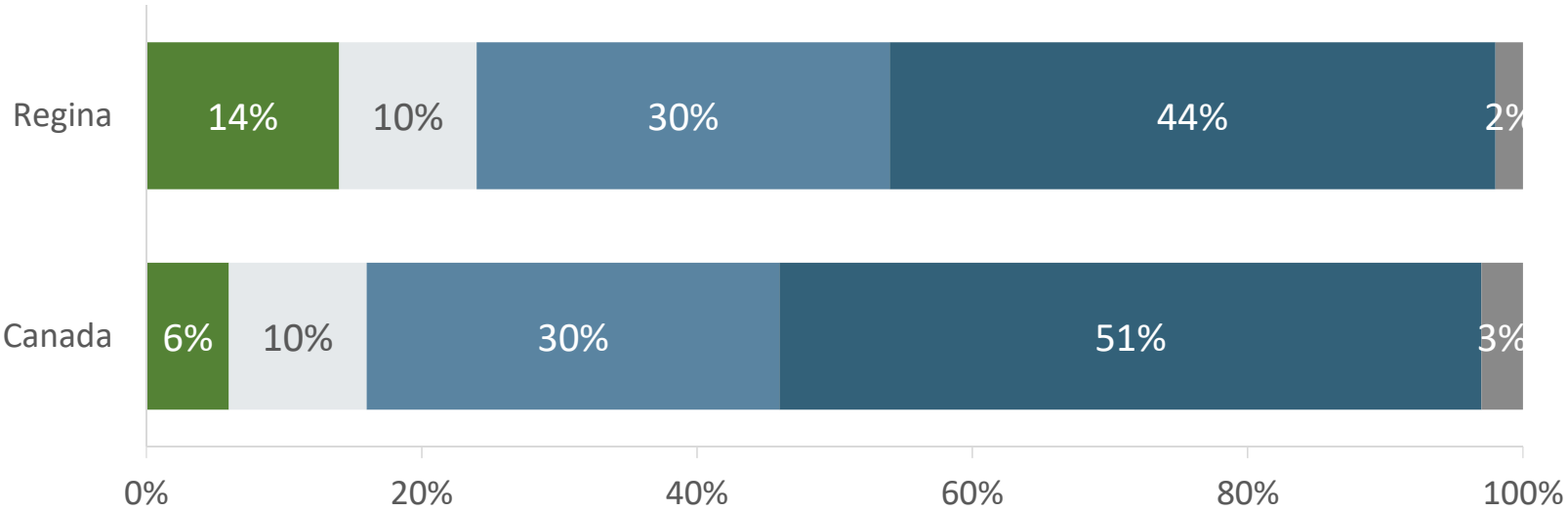


Difficulty of Owning a New Home

Three quarters agree that owning a home has become significantly or somewhat more difficult for young Canadians today, slightly lower than the nation-wide results.

Q19. Compared to 20 years ago, do you think today it is significantly easier, somewhat easier, about the same, somewhat more difficult or significantly more difficult for young people in Canada to own their own home?

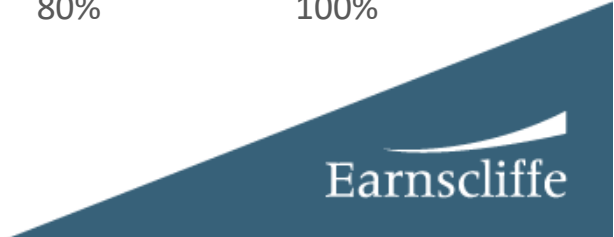
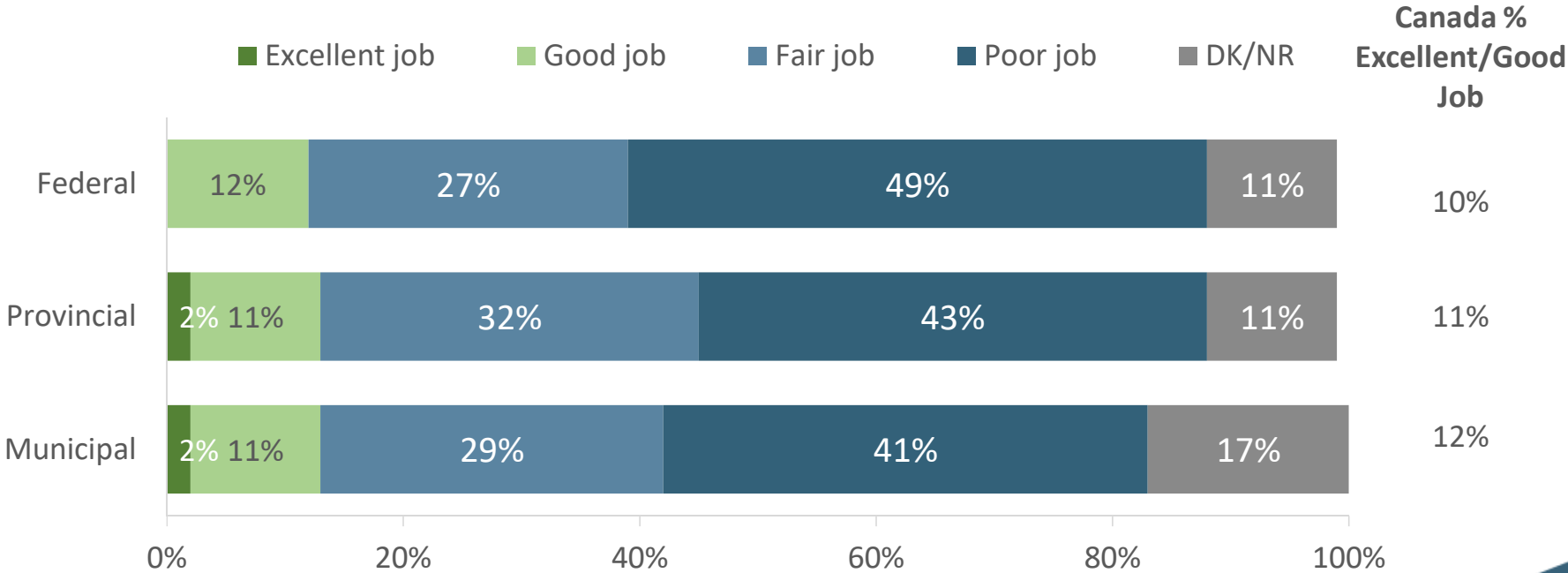
■ Easier ■ About the same ■ Somewhat more difficult ■ Significantly more difficult ■ DK/NR



Government Performance on Housing Affordability

The vast majority feel federal, provincial, and municipal governments are doing a poor job of making homes more affordable, as was the case in the nation-wide survey.

Q20-22. How would you rate the performance of the federal/provincial/municipal government when it comes to making sure that homes are affordable to the middle class? Would you say they are doing an excellent, good, fair or poor job?

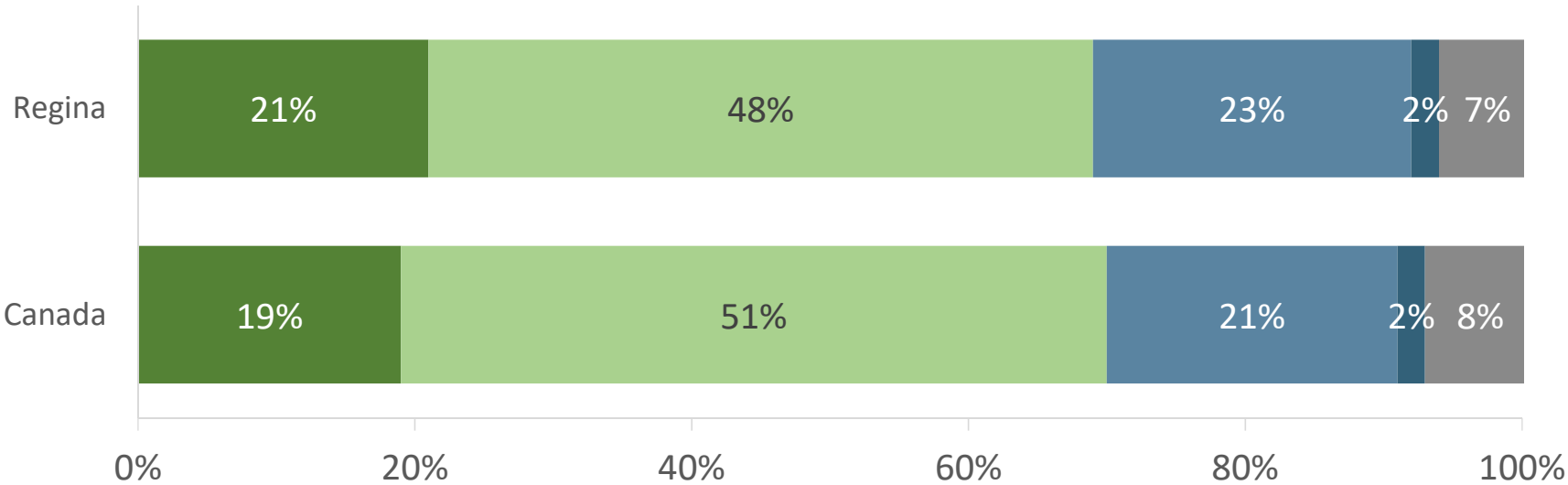


Falling Home Ownership Rates

Almost half of respondents see the fall of home ownership rates as a serious problem, and another 21% view it as a very serious problem.

Q23. Home ownership rates have fallen in the last 5 years. From your point of view is this a very serious problem, a serious problem, not much of a problem or no problem at all?

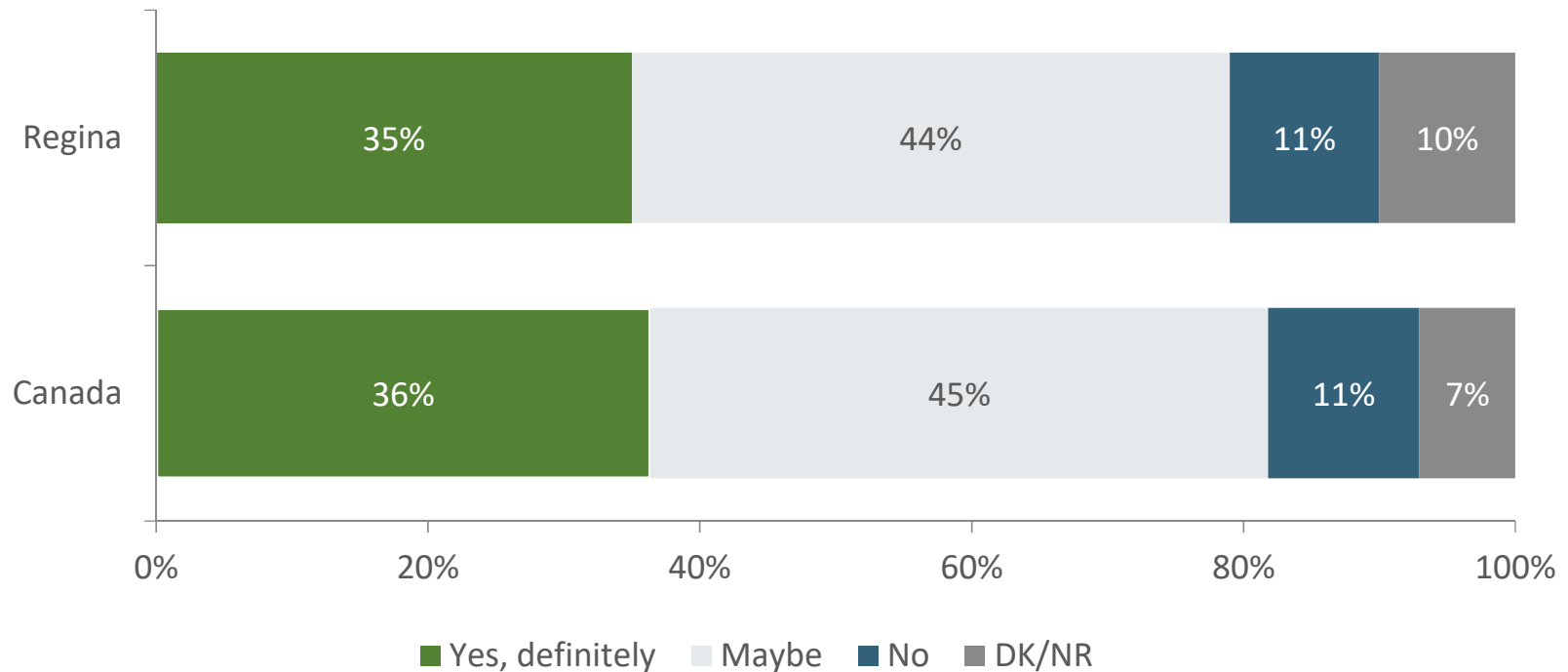
■ A very serious problem ■ A serious problem ■ Not much of a problem ■ No problem at all ■ DK/NR



Home Ownership Rates, the Economy and Social Systems

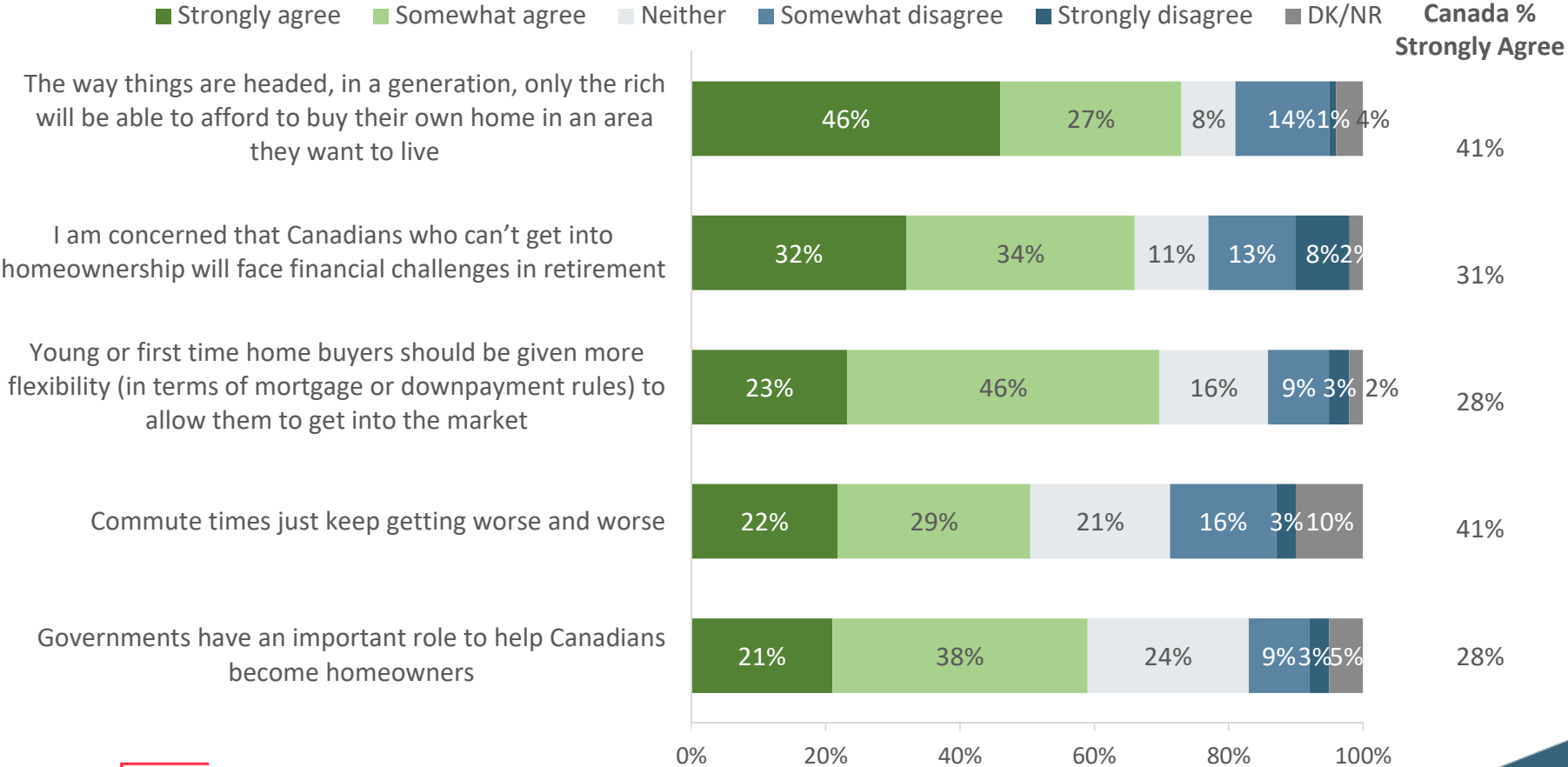
The majority of respondents think there may be a correlation between falling home ownership rates and the poor performance of the economic and social system.

Q24. And does the fact that home ownership rates have fallen in the last 5 years mean that Canada's economic and social system is not performing as it should?



Attitudinal Statements on Home Ownership

Q25 - 29. Please indicate the extent to which you agree or disagree with each of the following statements.





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