

Views on Housing Affordability

March 2024 Probe Omnibus Survey

The
Free Press

PROBE
RESEARCH INC.

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Key Findings

How affordable it is to buy or rent a place to live is a significant concern among Manitobans, as more than one-half indicate that affordability is their primary concern related to housing. Younger adults and those living in Winnipeg are much more likely to worry about how affordable it is to find a place to live. Slightly fewer than one in five Manitobans express concern about a lack of available places to live, while nearly one in ten are concerned about how rent increases and property taxes make housing less affordable.

While the vast majority of Manitobans are at least somewhat concerned about how housing affordability affects others in their community, more than one-half are concerned about how housing costs affect them personally. This includes more than seven in ten Manitobans between the ages of 18 and 34 who are very or somewhat concerned about how housing affordability affects them personally, with renters and those with lower household incomes also much more likely to worry about housing costs on a personal level than older and more affluent Manitobans.

Six in ten Winnipeg adults are in favour of recent changes to Winnipeg's zoning bylaws that will allow up to four housing units to be built on any piece of residential land anywhere in the city. More than three in ten are opposed, with nearly one in ten unsure or not expressing an opinion. Younger adults and other demographic groups most likely to be concerned about housing affordability are much more likely to be in favour of these zoning changes, with support also strongest among those living in inner-city neighbourhoods.

While majorities of those living in suburban areas of Winnipeg are in favour of these zoning changes, support is less intense and opposition is much stronger. Those who are opposed to allowing fourplexes to be built easily in residential neighbourhoods are most likely to raise concerns about how these new homes will not fit with the existing character of their neighbourhood, or to object to having more people and too many vehicles in the area. About one in ten each argue that allowing these changes will lead to increases in crime and will depress property values.

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between March 5 and 18, 2024.

With a sample of 1,000, one can say with 95 per cent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been surveyed. The margin of error is higher within each of the survey's population sub-groups.

The sample consists of 493 Manitobans randomly recruited via live-agent operator, 288 randomly recruited via Interactive Voice Response (IVR) and 219 members of Probe Research's online panel. All respondents completed the survey on an online platform.

Modified random digit dialing, including both landline and wireless numbers, ensured all Manitoba adults had an equal opportunity to participate in this Probe Research survey.

Minor statistical weighting has been applied to this sample so that age, gender and regional characteristics properly reflect the province's population. All data analysis was performed using SPSS statistical analysis software.

About the Probe Research Omnibus

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey is the province's largest and most trusted general population survey.

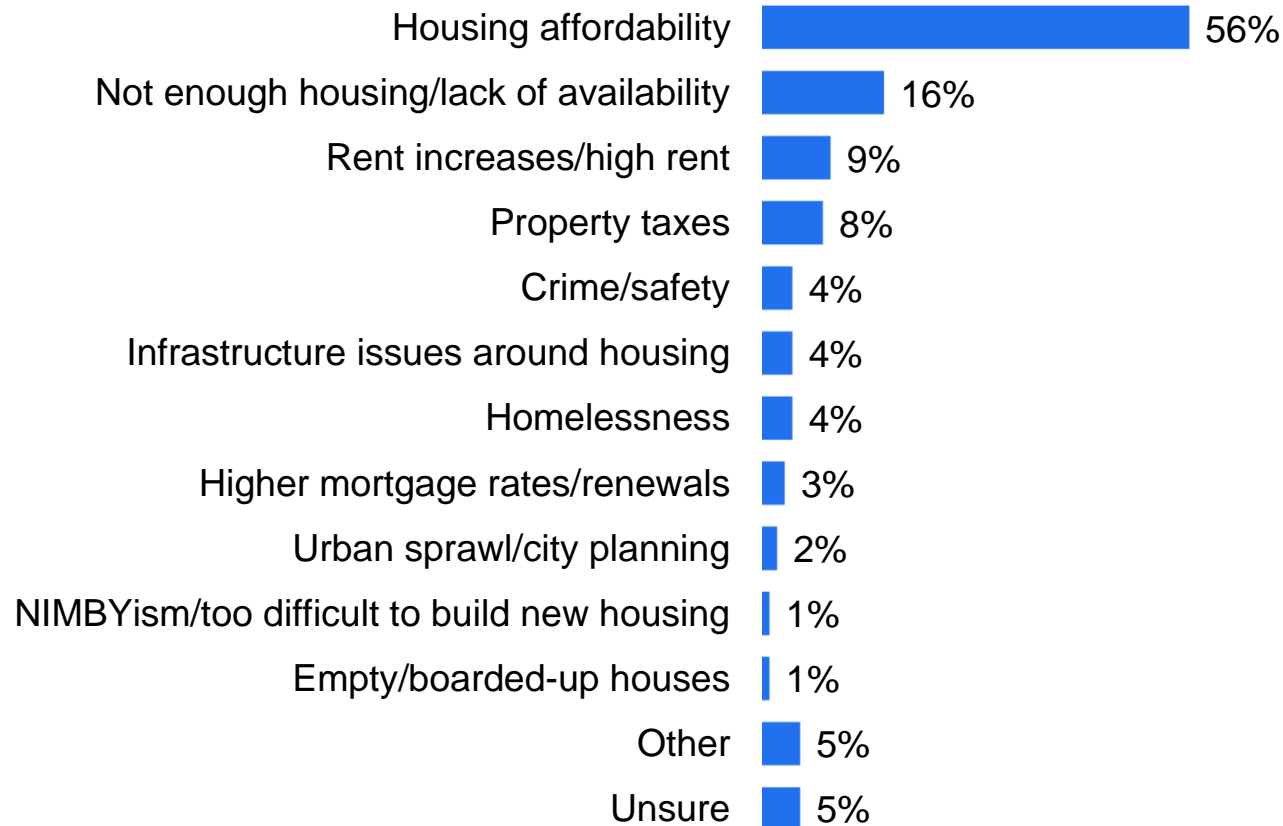
Survey Instrument

The survey instrument was designed by Probe Research in close consultation with the *Free Press*.

Main Concern About Housing

Manitobans are most preoccupied with the cost of housing

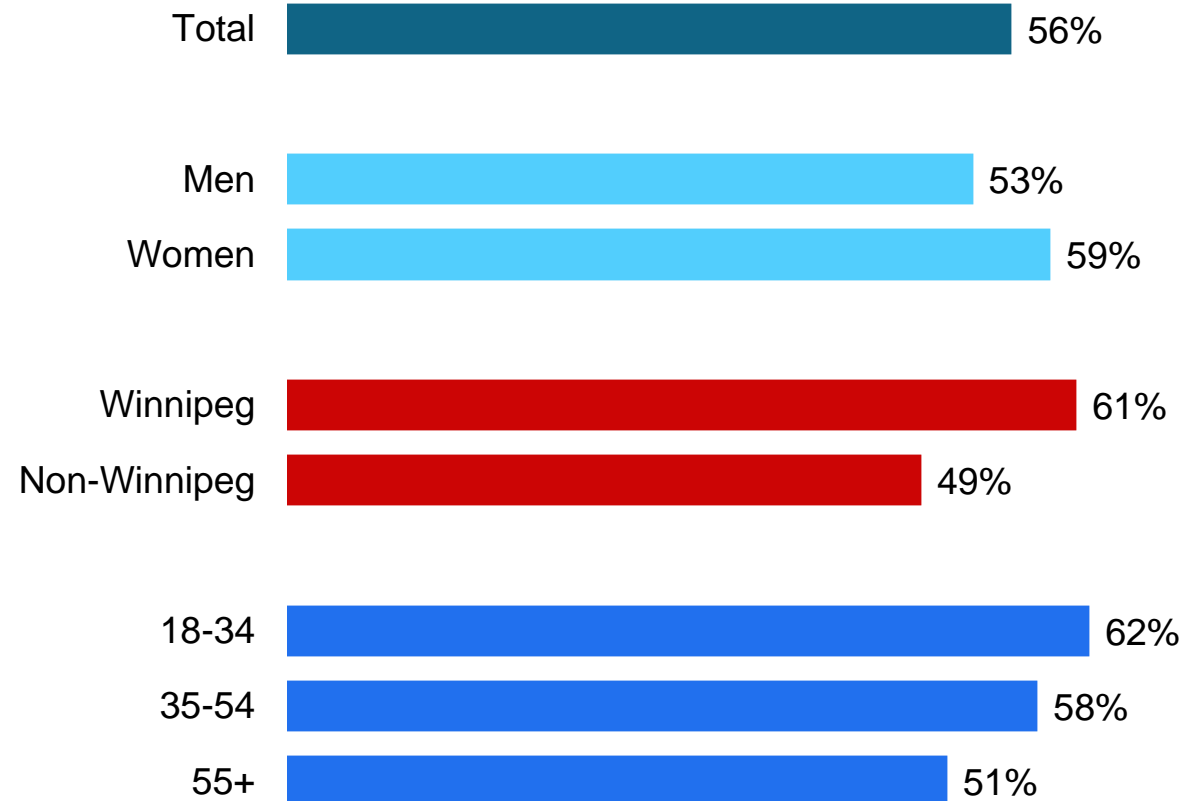
WFP3. When it comes to housing in Winnipeg/your community, what is your biggest issue or concern? Please write your response into the space provided below. (Base: All respondents, N=1,000)



Concern about Housing Affordability: By Subgroup

Younger adults and those living in Winnipeg are most concerned about housing affordability

WFP3. When it comes to housing in Winnipeg/your community, what is your biggest issue or concern? Please write your response into the space provided below. (Base: All respondents, N=1,000)



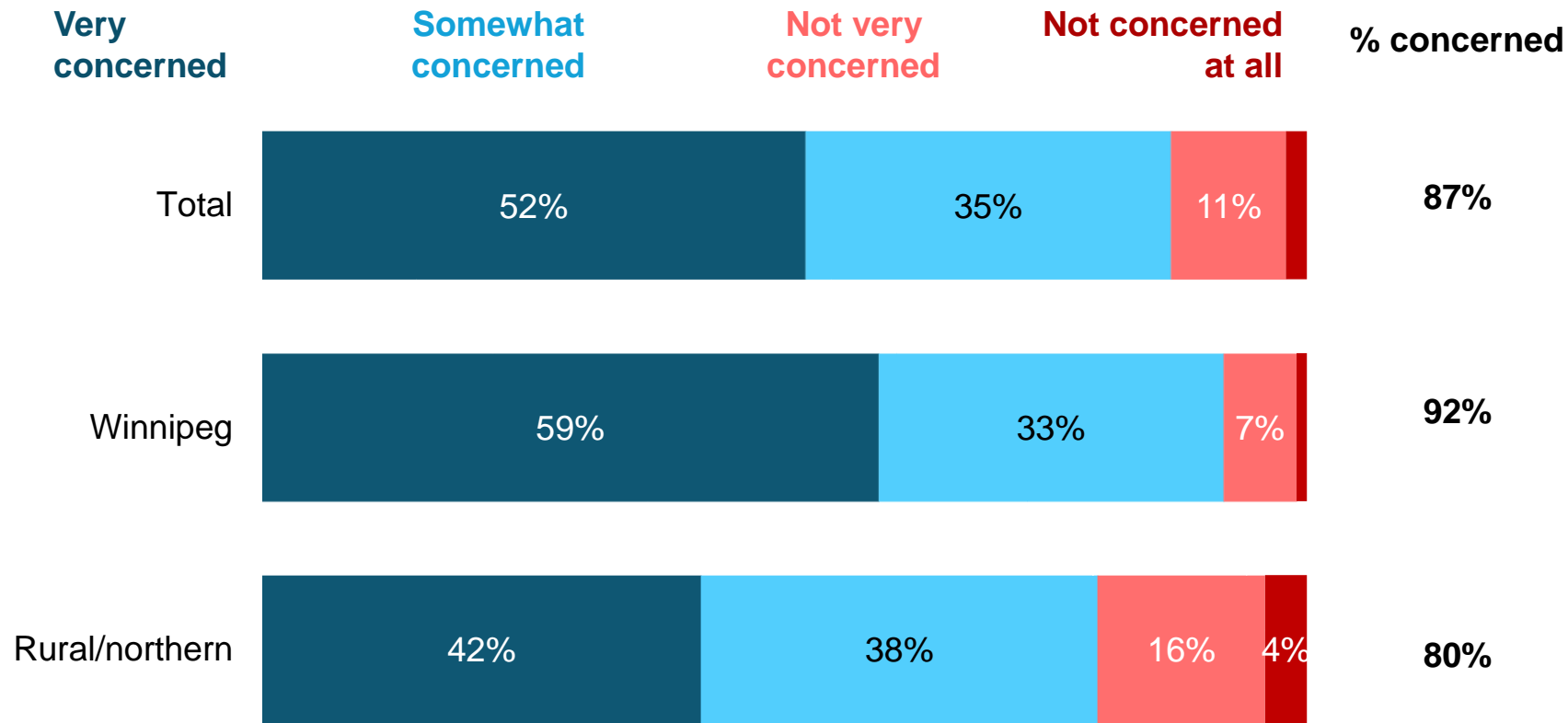
Those who are most likely to be concerned about **rent increases/high rent** include:

- Current renters (22% vs. 6% among homeowners).
- Those with lower household incomes (19% <\$50K vs. 5% among those earning \$100K+).

Level of Concern about Housing Affordability in Community

Nearly nine in ten Manitobans worry about housing affordability where they live

WFP4a. How concerned are you about the issue of housing affordability in **Winnipeg/in your community**? (Base: N=1,000)



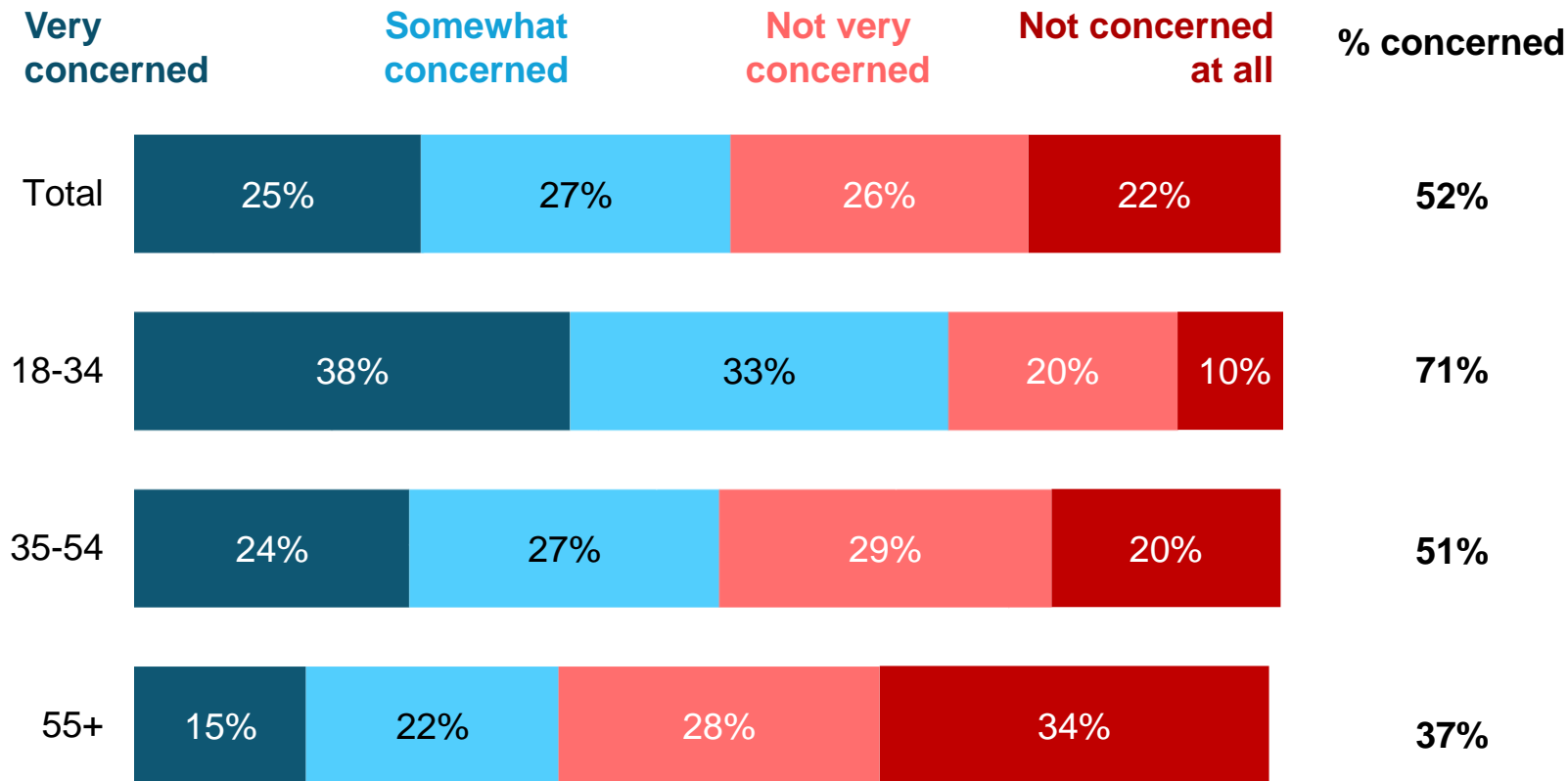
Those who are most likely to be concerned about **housing affordability in their community** include:

- Women (91% vs. 83% among men).
- Younger adults aged 18-34 (90% vs. 85% among those aged 55+).
- Those with lower household incomes (93% <\$50K v. 81% \$100K+).

Level of Concern about Housing Affordability on a Personal Level

One-half of Manitobans, including seven in ten younger adults, worry about affording their home

WFP4b. How concerned are you about the issue of housing affordability for you personally? (Base: N=1,000)



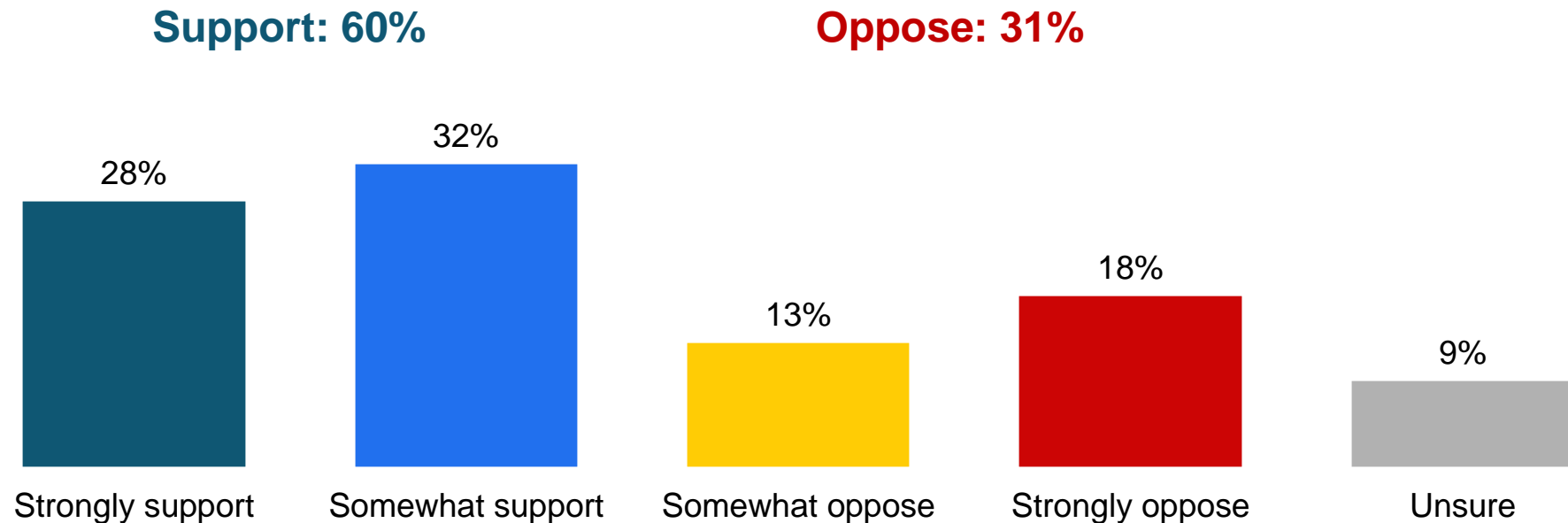
Those who are most likely to be concerned about **being able to afford housing personally** include:

- Renters (79% vs. 41% among homeowners).
- Those with lower household incomes (77% <\$50K vs. 37% \$100K+).
- Those with less formal education (57% among those with high school or less and 58% with college/partial post-secondary vs. 43% among university graduates).

Support for Allowing Multi-Family Dwellings in all Residential Areas

Six in ten Winnipeggers are in favour of allowing up to four units to be built on a single property

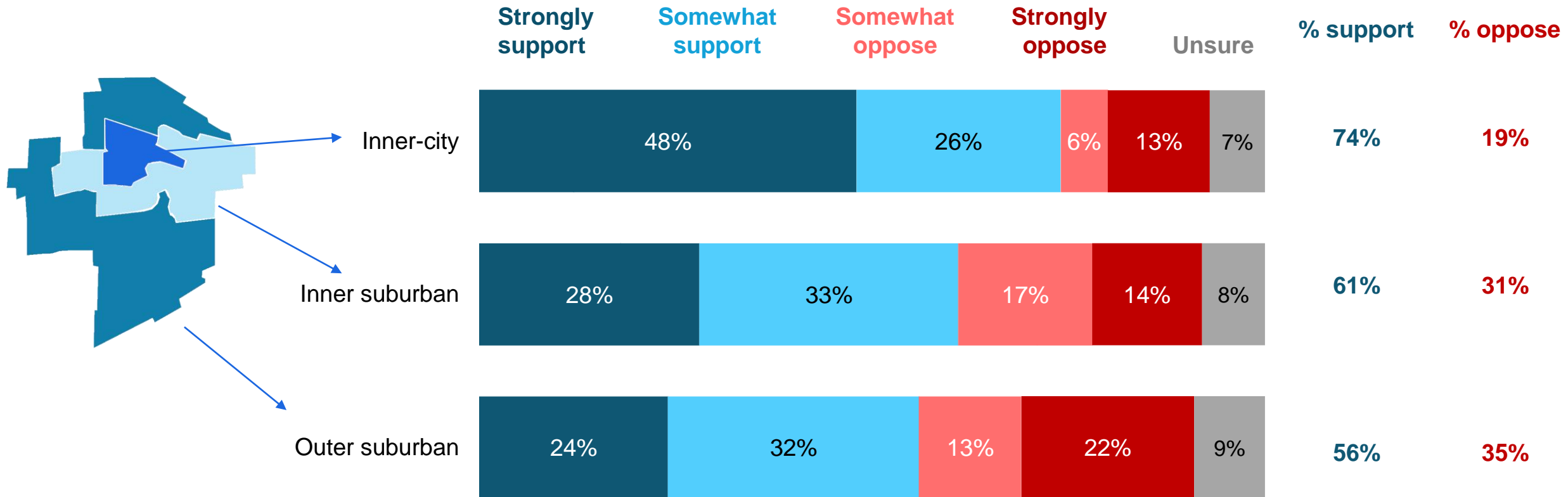
WFP5. Recently, City Council approved changes to allow buildings with up to four housing units to be built on any residential piece of land in Winnipeg. Do you support or oppose this decision to allow multi-family dwellings to be built in all residential areas?
(Base: Winnipeg residents, N=600)



Support for Allowing Multi-Family Dwellings: By Area of Winnipeg

Inner-city residents are much more likely to be in favour of these zoning changes

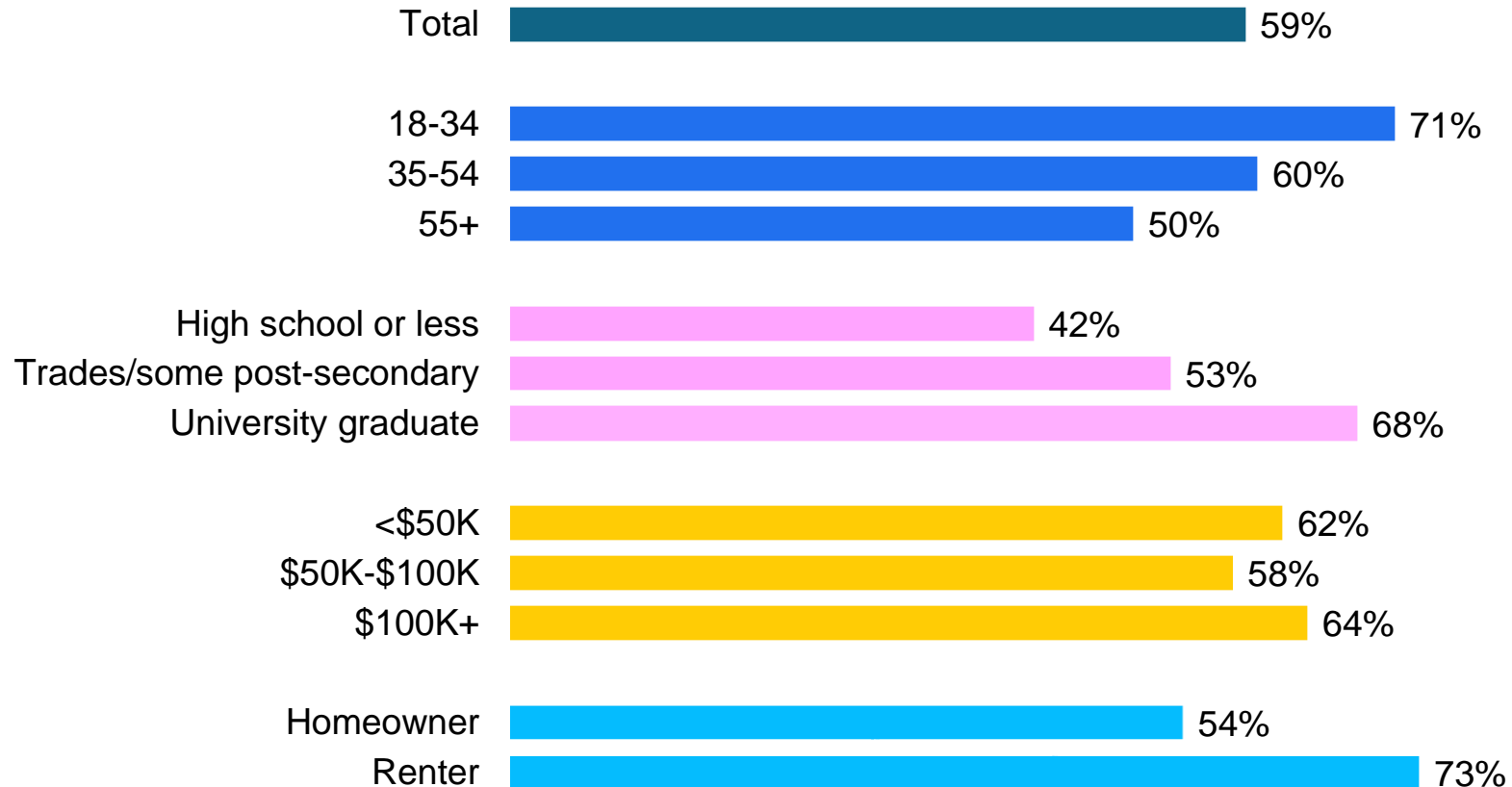
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 (Base: Winnipeg residents, N=600)



Support for Allowing Multi-Family Dwellings: By Subgroup

Younger adults express strong support for allowing fourplexes throughout Winnipeg

WFP5. Recently, City Council approved changes to allow buildings with up to four housing units to be built on any residential piece of land in Winnipeg. Do you support or oppose this decision to allow multi-family dwellings to be built in all residential areas?
(Base: Winnipeg residents, N=600)



Main Concern About Housing

Opponents are most likely to cite threats to neighbourhood character, impact of more people

WFP6. Why are you opposed to this? (Base: Those who somewhat/strongly oppose allowing multi-family dwellings to be built on any residential property, N=190)

