

# MANITOBA PUBLIC OPINION REPORT

## SEPTEMBER 2023



PREPARED BY: COUNSEL PUBLIC AFFAIRS INC.



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MANITOBA POLL

# METHODOLOGY



# 505

**505 Manitoba residents 18+ were surveyed between September 11 – September 16, 2023.**

The survey was conducted online by way of the *Leger Opinion (LEO) Panel*.

Margin of error is not applicable for online surveys, however, if the survey was a probability-based random sample of the same size, it would be considered accurate to +/- 4% nineteen times out of twenty.

Results are weighted for:

- Age, gender, and region according to the most recent Census.



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# TOPLINE FINDINGS

## Policy Priority Ranking

- More than a third (58%) of Manitoba residents ranked housing affordability in their top three most important public policy issues (behind healthcare and cost of living).

## Rent vs. Own/Home Ownership

- 60% of renters in the province of Manitoba say they rent because they cannot afford to buy a home.
  - Of these renters, 86% are between the ages of 25-34
  - Women 18-34 account of 84% of those who say they rent because they cannot afford to purchase a home.
- 69% of Manitobans who indicated that they rent, do not believe they will be able to afford to purchase a home within the next three years.
  - Only 3% of renters indicated “yes, very much so” when asked if they will be able to afford a home within the next three years.

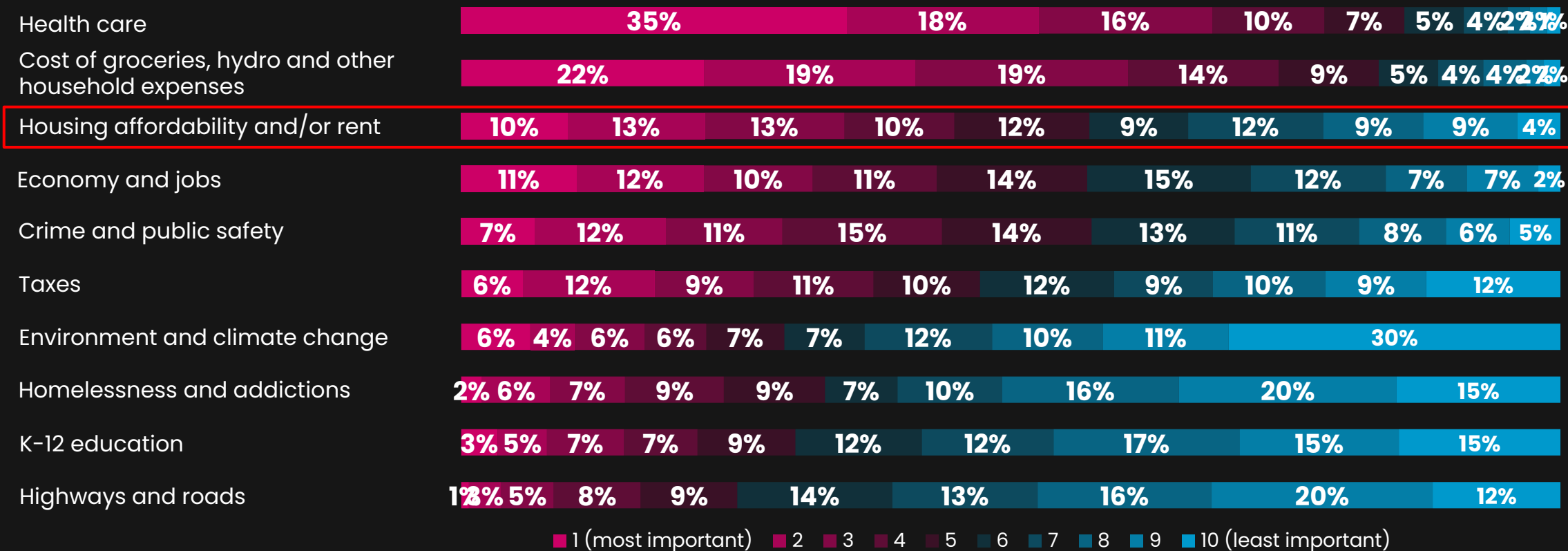
# TOPLINE FINDINGS

## Housing Market Policy Priorities

- Half of Manitobans strongly agree that the provincial government and/or municipal governments should tax vacant or derelict properties, while an additional 26% somewhat agree.
- 69% of Manitobans strongly agree or somewhat agree that the provincial government should provide subsidies or tax incentives for first-time homebuyers.
- 67% of respondents strongly agree or somewhat agree that property developers should be legally required to dedicate a certain percentage of new residential units they build as “affordable housing” for low-income residents.
- 66% of Manitobans strongly agree or somewhat agree that labour shortages and high material costs are forcing developers to delay new housing construction.
- 53% of respondents strongly agree or somewhat agree that government delays in issuing permits is hindering new housing construction.

# POLICY PRIORITIES – MANITOBANS OVERALL

Q: Please tell us how important each of the following public policy issues are to you from first, meaning most important, to last, meaning least important.







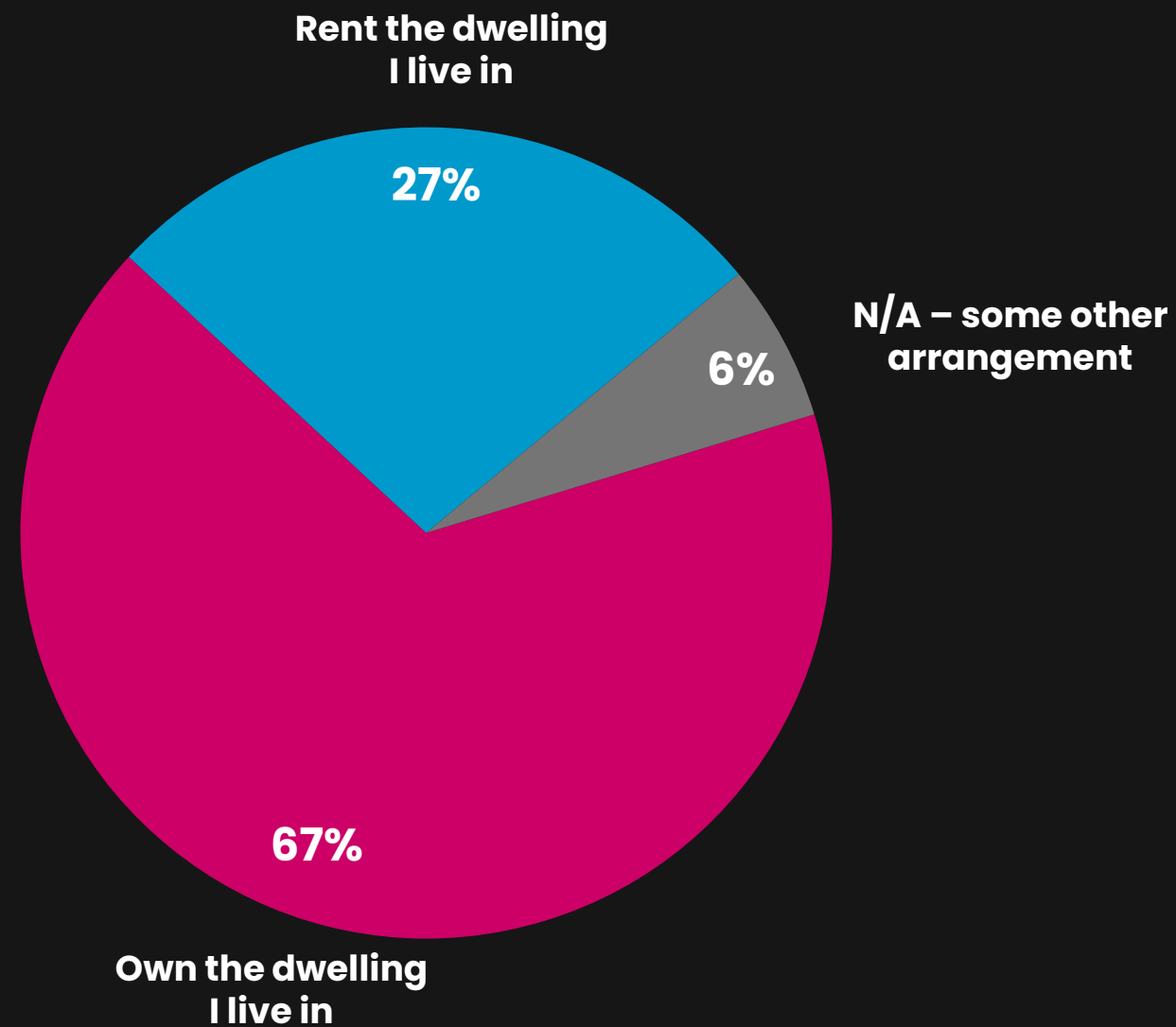
# HOUSING MARKET

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# OWN/RENT

Q: Please tell us which option below best describes your current housing situation:

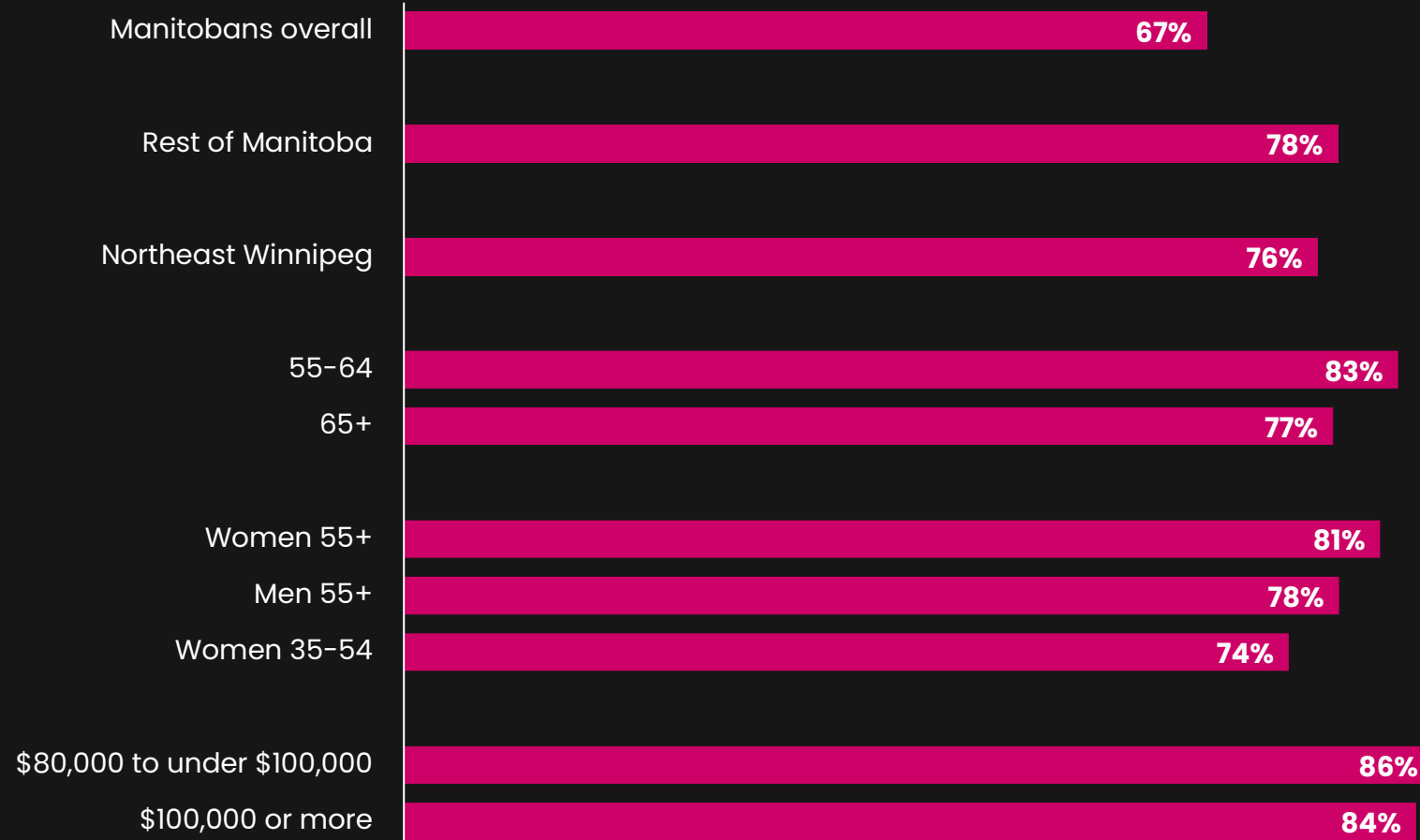
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# OWN OR RENT?

Q: Please tell us which option below best describes your current housing situation "I own":

# I OWN



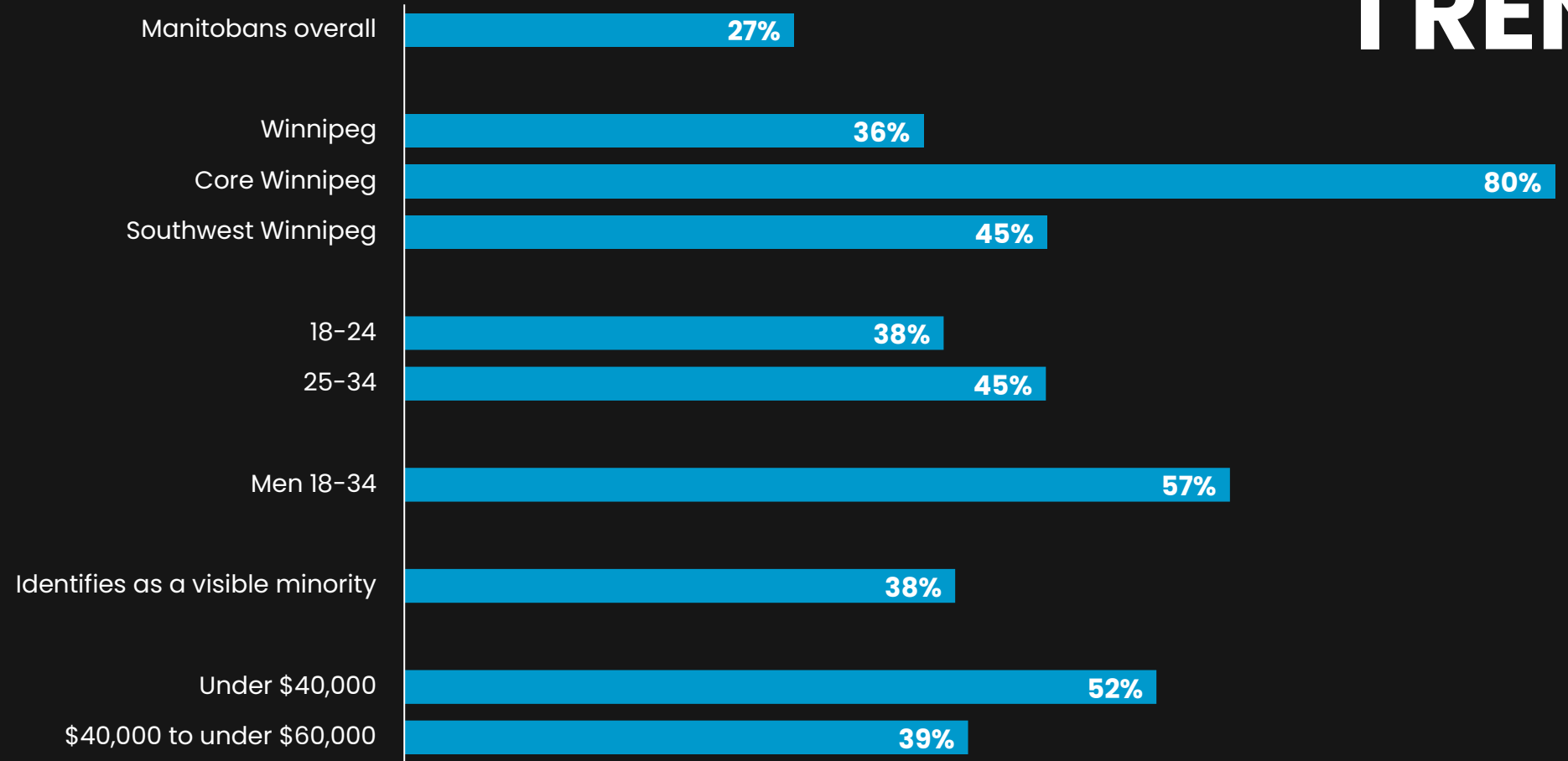
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# OWN OR RENT

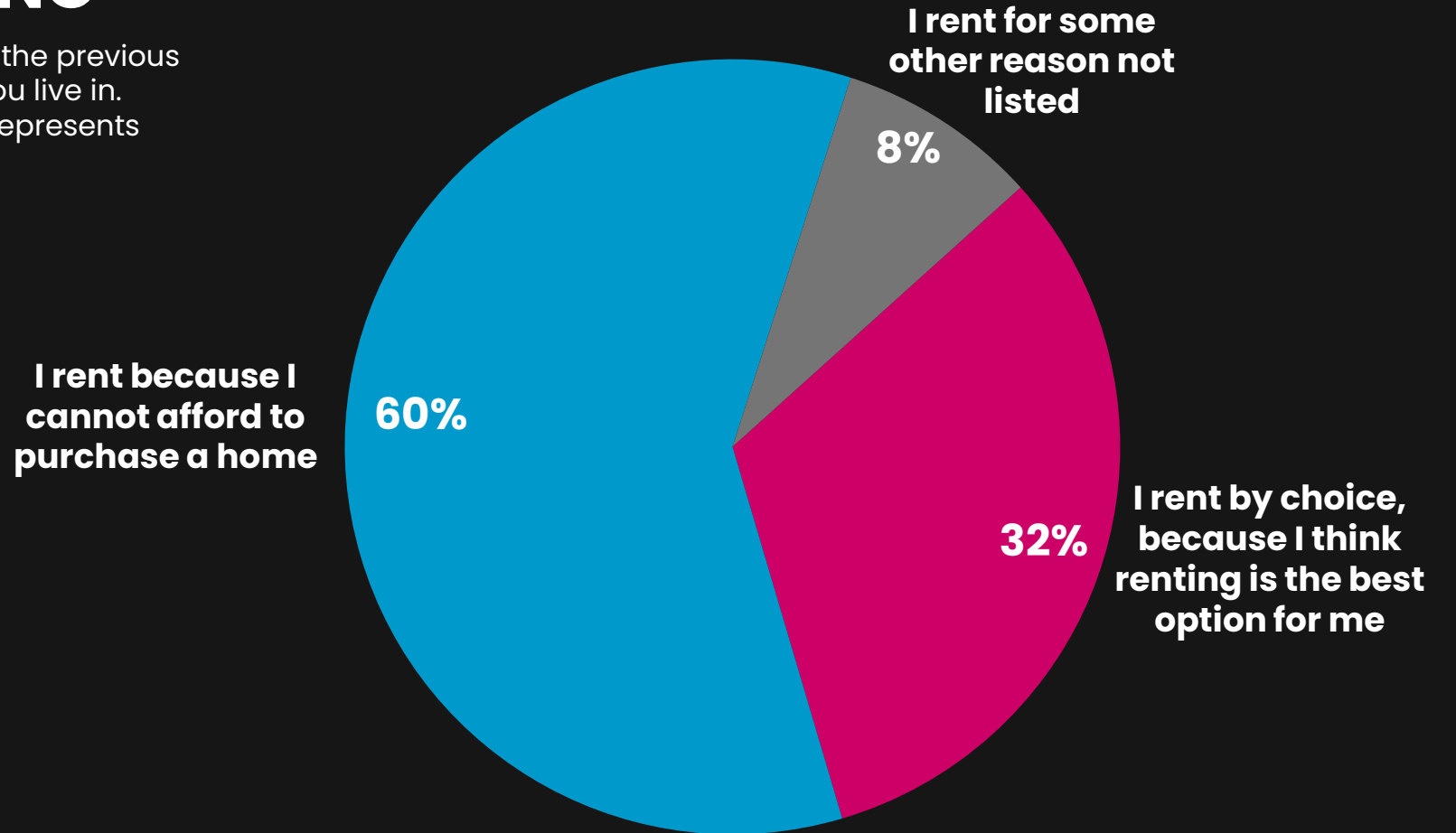
Q: Please tell us which option below best describes your current housing situation "I rent":

# I RENT



# REASONS FOR RENTING

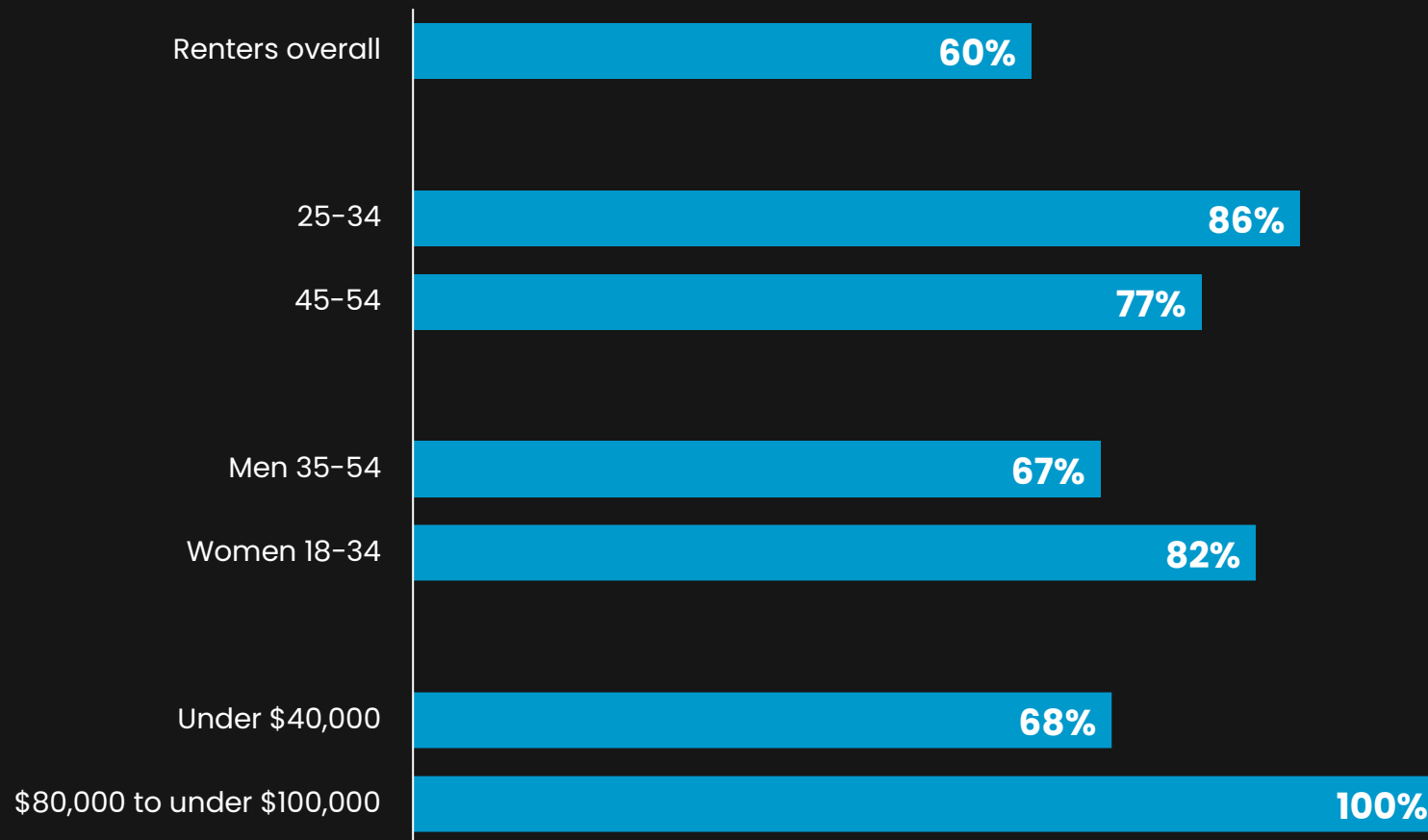
Q: (AMONG THOSE WHO RENT) You indicated in the previous question that you currently rent the dwelling you live in. Please tell us which of the options below best represents your rental situation:



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# REASONS FOR RENTING

Q: (AMONG THOSE WHO RENT) You indicated in the previous question that you currently rent the dwelling you live in. Please tell us which of the options below best represents your rental situation:

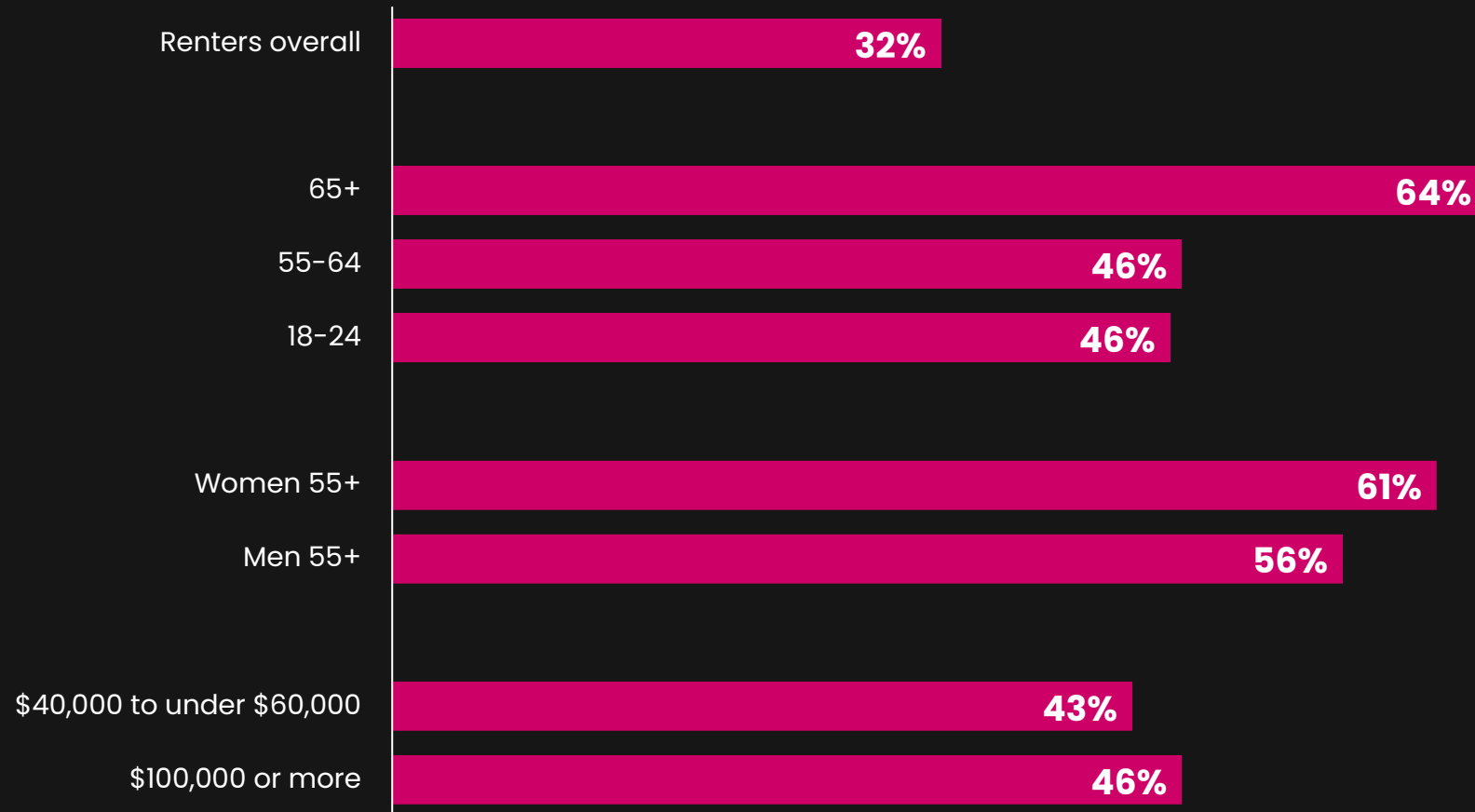


**I rent because I  
cannot afford to  
purchase a home**

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# REASONS FOR RENTING

Q: (AMONG THOSE WHO RENT) You indicated in the previous question that you currently rent the dwelling you live in. Please tell us which of the options below best represents your rental situation:



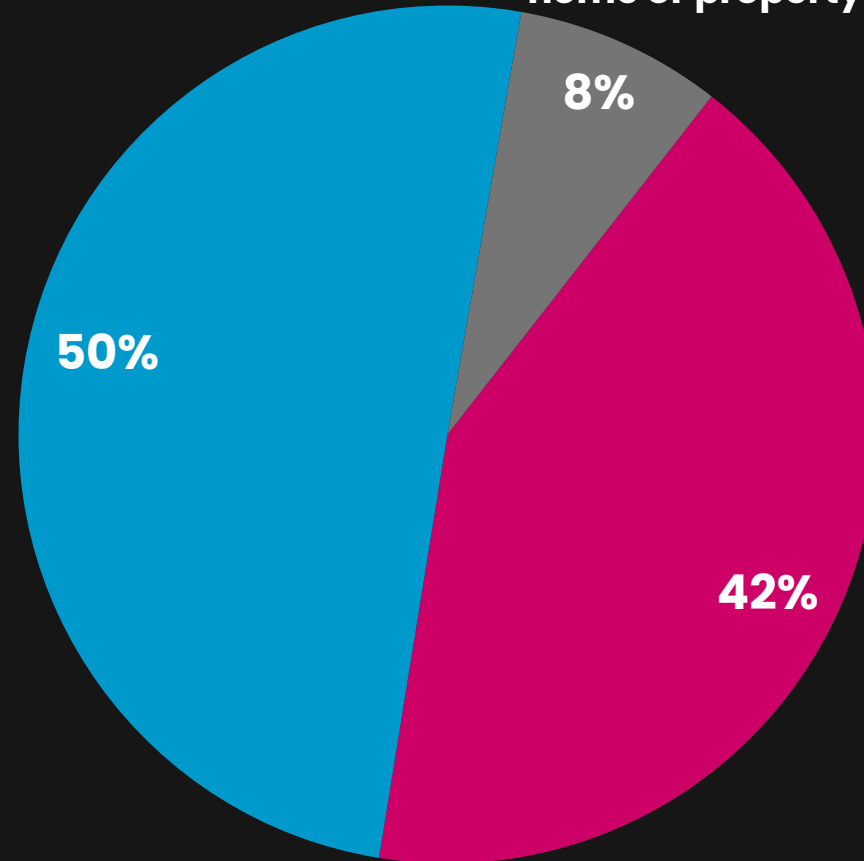
**I rent by choice,  
because I think  
renting is the best  
option for me**



# HOME OWNERSHIP

Q: (AMONG THOSE WHO OWN) You indicated in the previous question that you currently own the dwelling you live in. Please tell us which of the options below best represents your home ownership situation:

I have purchased or owned other homes before the one I currently live in

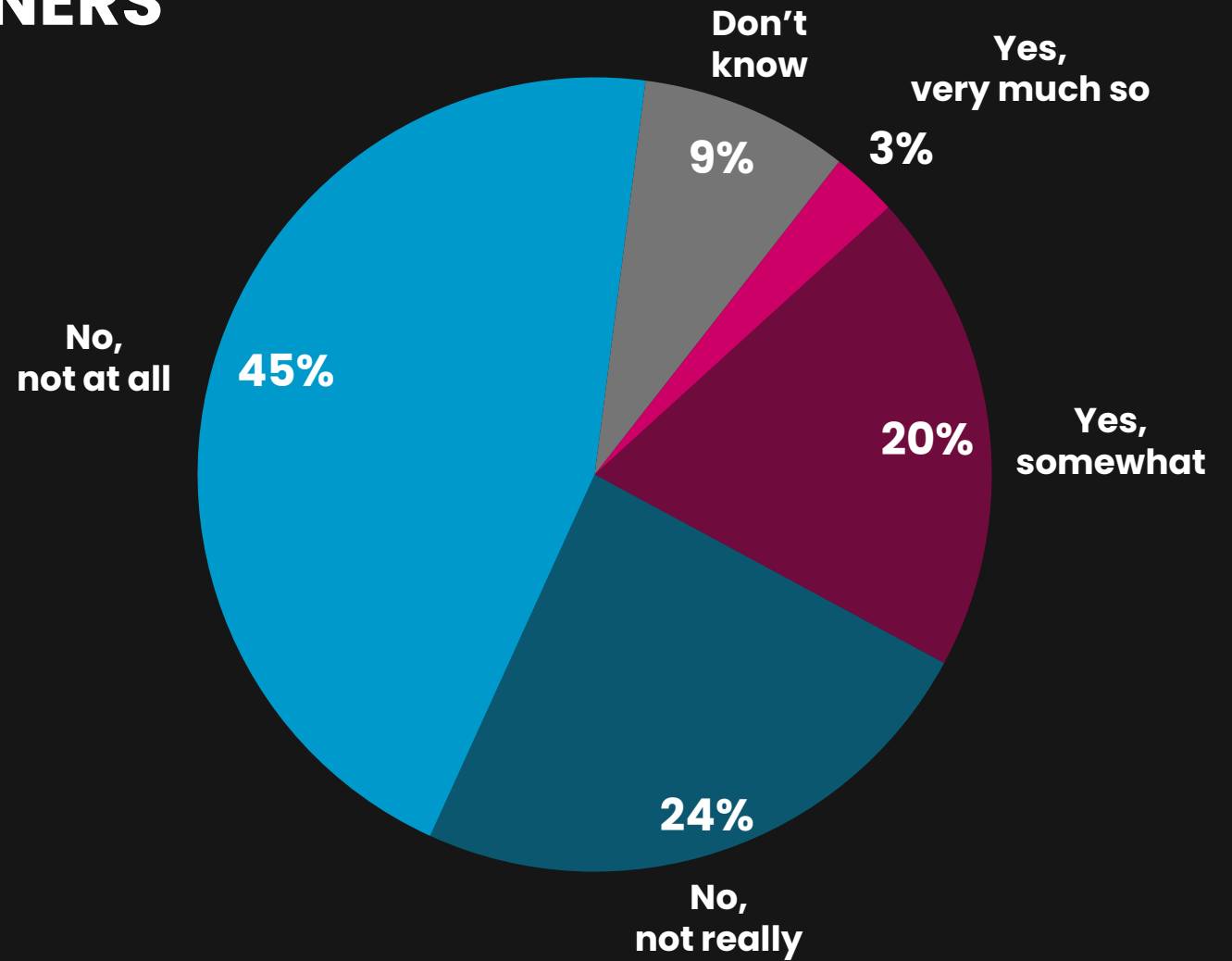


I currently own more than one home or property

I am a first-time home buyer or owner

# RENTERS BECOMING OWNERS

Q: (AMONG THOSE WHO SAID THEY RENT BECAUSE THEY CANNOT AFFORD TO PURCHASE A HOME) Within the next three years, do you think you will be able to afford to purchase a home in Manitoba?



# REAL ESTATE POLICY TESTING

Q: When thinking about housing and real estate in Manitoba, please tell us whether you agree or disagree with the statements below:

The provincial government and/or municipal governments should tax vacant or derelict properties



The provincial government should provide subsidies or tax incentives for first-time homebuyers



Property developers should be legally required to dedicate a certain percentage of new residential units they build as "affordable housing" for low-income residents



Labour shortages and high material costs are forcing developers to delay new housing construction



Government delays in issuing permits is hindering new housing construction



■ Somewhat disagree

■ Strongly disagree

■ Somewhat agree

■ Strongly agree



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