

## NEWS RELEASE

### TRREB: Ipsos Polling Shows 9 in 10 Mississauga Residents are Concerned About Local Housing Affordability

*Respondents support more government action to get more homes built faster*

**MISSISSAUGA, ON** — January 29, 2026 — A recent survey of Mississauga residents conducted by Ipsos on behalf of the Toronto Regional Real Estate Board (TRREB) finds that housing affordability remains a top concern for residents, even as strong public support continues for the City's efforts to accelerate homebuilding. The survey shows that 91 per cent of Mississauga respondents are concerned about local housing affordability, underscoring both the scale of the challenge and the importance of continuing to deliver more homes, faster.

“The data shows Mississauga residents are worried and feel the housing system is failing them,” said Daniel Steinfeld, TRREB President. “If we can’t give families more options to stay and thrive in Mississauga, we risk losing talent, business investment and the economic prosperity that comes from a strong local housing market.”

#### **Survey Findings**

The survey highlights an opportunity to better align housing supply with the evolving needs of Mississauga residents as the City continues its efforts to expand housing choice and affordability:

- **91 per cent of Mississauga respondents say they are concerned about housing affordability.**
- **48 per cent of Mississauga residents believe there are too many high-rise condominiums, while 43 per cent say there are not enough “missing middle” housing options such as duplexes and triplexes.**
- **34 per cent of Mississauga residents believe governments are doing an effective job addressing housing affordability, while 80 per cent say municipalities need to do more to improve affordability.**
- **Nearly one in two Mississauga residents (47 per cent) say they are likely to leave the City within the next five years due to affordability pressures. Across the GTA, this concern is even more pronounced among younger residents, with 66 per cent of those aged 18-34 saying they are likely to leave the region in the next five years due to affordability.**

“Keeping Mississauga and the GTA attractive to the next generation is essential,” said John DiMichele, TRREB CEO. “Affordability challenges show why it’s so important to continue accelerating the delivery of housing types that better align with the needs of local home buyers and renters.”

## **Mississauga Housing Starts**

According to CMHC, Mississauga is struggling to build enough homes required to meet Ontario’s housing supply target of 120,000 homes over 10 years. To remain on schedule, Mississauga would need to average roughly 12,000 new housing starts annually, yet even in its best year for housing starts (4,556 in 2022), Mississauga is building less than half of its target. Through the first three quarters of 2025, the City produced only 2,066 starts, short of the annual rate needed to meet its 10-year goal.

## **Mississauga’s Housing Policy Response**

Recognizing the scale of the challenge, under the leadership of Mayor Carolyn Parrish, the City of Mississauga has taken significant action over the past year to improve affordability and accelerate new housing supply. In January 2025, Council approved a motion to reduce residential development charges by 50 per cent, and to eliminate them for three-bedroom units in purpose-built rental buildings.

“These are meaningful steps in the right direction for which we congratulate Mayor Parrish and City Council,” said DiMichele. “Mississauga must continue to move forward with bold policy change that will get more homes built faster that families and individuals can afford.”

## **Building More “Missing-Middle” Housing in Mississauga**

Drawing on the data and the policy momentum, TRREB is calling on the City of Mississauga and the Province of Ontario to take the following actions:

### **1. Extend and lock-in Development Charges (DC) relief and fee reductions**

Residents overwhelmingly believe that government fees and charges are unreasonable. Mississauga residents overwhelmingly support (88 per cent) reducing or capping municipal development charges to help lower the cost of new housing. Maintaining the 50 per cent DC reduction and 100 per cent waiver for three-bedroom purpose-built rental beyond 2026 would provide certainty for developers and encourage more family-sized housing.

### **2. Increase the supply of low-rise, mid-rise and multiplex family-friendly housing**

Mississauga residents believe the City is not building enough missing-middle family-sized homes. The City has taken essential steps, including allowing up to four units as-of-right on most residential lots

and updating zoning rules to support gentle density. Still, more action is needed to turn these policy changes into actual homes being delivered.

### **3. Accelerate approval timelines and streamline zoning for missing-middle housing**

Efficiency in permitting and approvals is critical. Mississauga should build on its work on garden suites and pre-approved housing design catalogues and adopt firm timelines for development approvals.

#### **About the Poll**

These are some of the findings of an Ipsos poll conducted between Oct 17 – 30, 2025, on behalf of TRREB. For this survey, a sample of 2,000 GTA residents aged 18 years. The poll is accurate to within  $\pm 2.7$  percentage points, 19 times out of 20.

Click here for the [Mississauga Ipsos poll factum.](#)

#### **Media Inquiries:**

For all media inquiries, please email [media@trreb.ca](mailto:media@trreb.ca).

#### **About TRREB:**

The [Toronto Regional Real Estate Board](#) is Canada's largest real estate board, with over 70,000 residential and commercial professionals connecting people, property, and communities.