

### FORUM RESEARCH INC.

### Mississauga is the most expensive city in Canada to rent in

### Mississauga is ranked the third most unaffordable city in Canada

Toronto, September 23<sup>rd</sup>, 2019 – In a random sampling of public opinion taken by The Forum Poll™ among 3572 Canadian voters, two-thirds (67%) of Canadians think their city is becoming unaffordable. A third (33%) think their city is still affordable.

Mississauga is the third most unaffordable city in Canada among the 10 cities surveyed. The majority of Mississauga residents (77%) think their city is unaffordable with a quarter (23%) saying their city is affordable.

| Rank | Cities                              | Unaffordable | Affordable |
|------|-------------------------------------|--------------|------------|
| 1    | Vanœuwer<br>(n=315)                 | 87%          | 13%        |
| 2    | Toronto<br>(n=522)                  | 82%          | 18%        |
| 3    | Mississauga<br>(n=325)              | 77%          | 23%        |
| 4    | Calgary<br>(n=352)                  | 69%          | 31%        |
| 5    | Montreal<br>(n=408)                 | 68%          | 32%        |
| 6    | Ottawa<br>(n=318)                   | 63%          | 37%        |
| 7    | Halifa x <u>- тієо</u><br>(n=308)   | 58%          | 42%        |
| 8    | Saska toon <u>- тієр</u><br>(n=372) | 58%          | 42%        |
| 9    | Edmonton<br>(n=326)                 | 52%          | 48%        |
| 10   | Winnipeg<br>(n=326)                 | 51%          | 49%        |

Mississauga residents who are more likely to say their city is unaffordable include those aged 18-34 (86%), those earning less than \$20k (92%), those with some college or university (86%), and housing renters (93%).

In contrast, Mississauga residents who are more likely to say their city affordable include those age 65 and over (34%), those earning \$60k-\$80k (33%), \$80k-\$100k (31%), those with secondary school education or less (40%), and homeowners (30%).

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

### Mississauga residents split on staying or leaving Mississauga due to its unaffordability

Respondents that said their city is unaffordable were then asked to determine: "is the cost of living in your city making you consider leaving?" Canadian respondents were split; with half (48%) saying they had considered leaving and the other half (52%) saying they had not.

Those who had considered leaving their cities included, those aged 18 to 34 (55%), or 35 to 44 (52%), males (51%), those earning \$80k and less (55% of those earning \$60k-\$80k, 53% of those earning \$40k-\$60k, 54% of those earning \$20k-\$40k, 54% of those earning less than \$20k), those with secondary school education or less (51%), and those with some college or university education (53%).

Those who had not considered leaving their cities included, those aged 65 and over (73%), females (55%), those earning \$100k-\$250k (65%), those who have completed college or university (55%), and post-grads (55%).

Like Canadians, Mississauga residents are split regarding leaving or staying. Half (53%) have not considered leaving, while the other half (47%) have.

| Rank | Cities               | Yes   | No   |  |  |
|------|----------------------|-------|------|--|--|
| 1    | Vancouver            | 61%   | 39%  |  |  |
| -    | (n=262)              | 01/0  | 3370 |  |  |
| 2    | Calgary              | 60%   | 40%  |  |  |
|      | (n=240)              | 3377  |      |  |  |
| 3    | Toronto              | 52%   | 48%  |  |  |
|      | (n=412)              |       |      |  |  |
| 4    | Edmonton <u>-</u>    | 47%   | 53%  |  |  |
|      | <u>TIED</u> (n=178)  |       |      |  |  |
| 5    | Mississauga <u>-</u> | 47%   | 53%  |  |  |
|      | <u>TIED</u> (n=236)  | .,,,, | 3678 |  |  |
| 6    | Saskatoon            | 44%   | 56%  |  |  |
| ŭ    | (n=205)              |       |      |  |  |
| 7    | Montreal             | 43%   | 57%  |  |  |
| · ·  | (n=265)              | 4370  | 3770 |  |  |
| 8    | Winnipeg             | 41%   | 59%  |  |  |
| Ü    | (n=136)              | 41/0  | 3370 |  |  |
| 9    | Halifax              | 40%   | 60%  |  |  |
|      | (n=176)              | 7070  | 0070 |  |  |
| 10   | Ottawa               | 35%   | 65%  |  |  |
| 10   | (n=184)              | 35/0  |      |  |  |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### Calgarians spend more on groceries than other Canadians

Canadians were asked how much they spend on groceries per month. On average, Canadians spend \$326 on groceries. Unsurprisingly, smaller households spend less money on groceries.

| Number of people in household | Average spending on groceries (CAD \$) |
|-------------------------------|--|
| 1                             | \$204                                  |
| 2                             | \$312                                  |
| 3                             | \$373                                  |
| 4                             | \$432                                  |
| 5                             | \$415                                  |
| 6                             | \$451                                  |
| 7+                            | \$444                                  |

Mississauga residents spend an average of \$332 on groceries per month. Mississauga residents with the highest average spending on groceries per month include those aged 45 to 54 (\$401), those earning \$100k-\$250k (\$399), those with some college or university (\$346), or post-grads (\$347), and homeowners (\$343).

| Rank | Cities                            | Average Spending on groceries (CAD \$) |
|------|-----------------------------------|--|
| 1    | Calgary (n=352)                   | \$362                                  |
| 2    | Saskatoon (n=372)                 | \$340                                  |
| 3    | Edmonton (n=326)                  | \$334                                  |
| 4    | Mississauga (n=325)               | \$332                                  |
| 5    | Vancouver (n=315)                 | \$321                                  |
| 6    | Montreal <u>- тієр</u><br>(n=408) | \$319                                  |
| 7    | Toronto <u>- τιευ</u><br>(n=522)  | \$319                                  |
| 8    | Ottawa <u>- TIED</u><br>(n=318)   | \$319                                  |
| 9    | Halifax (n=308)                   | \$309                                  |
| 10   | Winnipeg<br>(n=326)               | \$303                                  |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

### 6-in-10 Canadians own their homes, 7-in-10 Mississauga residents own their homes

More than half of Canadians (57%) own their homes; while 4-in-10 (43%) rent their homes. Those more likely to own their homes include those aged 55 to 64 (74%), those earning \$100k-\$250k (82%), and post-grads (65%). Those more likely to rent their homes include those aged 18 to 34 (65%), those earning less than \$20k (81%), and those with secondary school education or less (54%).

| Rank | Cities              | % of Homeowners |
|------|---------------------|-----------------|
| 1    | Mississauga (n=325) | 69%             |
| 2    | Saskatoon (n=372)   | 67%             |
| 3    | Calgary (n=352)     | 65%             |
| 4    | Winnipeg (n=326)    | 62%             |
| 5    | Edmonton (n=326)    | 61%             |
| 6    | Halifax (n=308)     | 59%             |
| 7    | Toronto (n=522)     | 54%             |
| 8    | Otta wa (n=318)     | 52%             |
| 9    | Van couver (n=315)  | 43%             |
| 10   | Montreal (n-408)    | 42%             |

Mississauga is ranked first as the city with the most homeowners in terms of percentage. Over half (69%) are homeowners while a third (31%) are renters.

Mississauga residents more likely to be homeowners include those age 45 and over (83% of those are aged 45 to 54, 84% of those are aged 55 to 64, 85% of those are 65 and over), males (73%), earning \$100k-\$250k (95%), those with some secondary school education or less (78%) or post-grads (81%).

Mississauga residents more likely to be renters include those aged 18 to 34 (58%), females (34%), earning \$20k-\$40k (58%), and those with some college or university (44%).

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### 6-in-10 of Mississauga residents live in houses, 2-in-10 live in apartments

Over half (57%) of Canadians live in a house, a quarter (24%) live in an apartment, a tenth (11%) live in a townhouse, and another tenth (9%) live in a condominium.

Those more likely to live in a house include those aged 45 to 64 (69% of those aged 45 to 54 and 69% of those 55 to 64), males (59%), those earning \$100k-\$250k (73%), and post-grads (62%).

Those more likely to live in an apartment include those aged 18 to 34 (33%), females (25%), those earning less than \$20k (50%), those with secondary school education or less (28%), or those with some college or university education (26%).

| Cities                               | House | Townhouse | Apartment | Condo-<br>minium |
|--------------------------------------|-------|-----------|-----------|------------------|
| Saska toon<br>(n=372)                | 73%   | 4%        | 15%       | 8%               |
| Winnipeg<br>(n=326)                  | 69%   | 3%        | 20%       | 7%               |
| Calgary<br>(n=352)                   | 67%   |           |           | 8%               |
| Mississauga <u>-</u><br>TIED (n=325) | 65%   | 11%       | 17%       | 7%               |
| Edmonton <u>-</u><br>TIED (n=326)    | 65%   | 12%       | 17%       | 5%               |
| Halifax<br>(n=308)                   | 62%   | 9%        | 24%       | 5%               |
| Ottawa<br>(n=318)                    | 54%   | 13%       | 27%       | 7%               |
| Toronto<br>(n=522)                   | 50%   |           |           | 12%              |
| Vancouver<br>(n=315)                 | 44%   | 15%       | 26%       | 15%              |
| Montreal<br>(n=408)                  | 27%   | 12%       | 45%       | 16%              |

The largest proportion of residents, excluding Montreal, live in houses. The three largest population centres in Canada (Toronto, Vancouver, and Montreal) are all at the bottom of the list—with higher proportions of residents living in townhouses, apartments, and condominiums than the other cities surveyed.

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### Mississauga is the most expensive city to rent in

Renters across Canada were asked how much they spend on rent per month. The average renter spends \$1172 on rent per month.

A few (6%) spend less than \$300, one-tenth (9%) spend \$300-\$500, another tenth (13%) spend more than \$500 but less than \$750, a fifth (22%) spend \$750-\$1000, a quarter (25%) spend more than \$1000 but less than \$1500, a sixth (15%) spend \$1500-\$2000, a few (7%) spend more than \$2000 but less than \$3000, a few (2%) spend \$3000-\$4000, and another few (1%) spend more than \$4000.

Canadians that have the highest spending on rent per month include those aged 35 to 34 (\$1299), the highest earners (\$1573), and post-graduates (\$1245).

| Rank | Cities                | Average Spending on rent (CAD \$) |
|------|-----------------------|-----------------------------------|
| 1    | Mississauga<br>(n=51) | \$1669                            |
| 2    | Toronto (n=210)       | \$1394                            |
| 3    | Vanœuver (n=144)      | \$1333                            |
| 4    | Edmonton (n=94)       | \$1196                            |
| 5    | Ottawa (n=122)        | \$1156                            |
| 6    | Calgary (n=95)        | \$1113                            |
| 7    | Saskatoon<br>(n=94)   | \$1103                            |
| 8    | Halifax<br>(n=120)    | \$1041                            |
| 9    | Montreal (n=206)      | \$903                             |
| 10   | Winnipeg<br>(n=104)   | \$876                             |

Mississauga residents spending more on rent include those aged 35 to 44 (\$1810), females (\$1952), those earning \$20k-\$40k (\$2174), and those with secondary school education or less (\$1603).

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

Mississauga residents spend the third highest proportion of their monthly income on rent

Canadians spend an average of 33% of their monthly income on rent. Half of Canadians (49%) spend more than 30% of their monthly income on rent and a sixth spend 50% or more.

| Rank | Cities              | Average proportion spent on rent |
|------|---------------------|----------------------------------|
| 1    | Toronto (n=210)     | 36%                              |
| 2    | Vancouver (n=144)   | 35%                              |
| 3    | Mississauga (n=59)  | 35%                              |
| 4    | Saskatoon<br>(n=94) | 33%                              |
| 5    | Winnipeg<br>(n=104) | 33%                              |
| 6    | Edmonton (n=94)     | 32%                              |
| 7    | Halifax<br>(n=120)  | 32%                              |
| 8    | Calgary (n=95)      | 32%                              |
| 9    | Ottawa (n=122)      | 31%                              |
| 10   | Montreal (n=206)    | 29%                              |

Mississauga residents spend the third highest proportion of their monthly income on rent (35%). Those Mississauga residents that are spending the most rent include those aged 55 to 64 (43%), males (38%), those earning less than \$20k (40%), \$40k-\$60k (38%), or \$80k-\$100k (38%), and those with secondary school education or less (51%).

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### Mississauga residents have the fourth highest average monthly spending on mortgages

Canadians spend an average of \$1560 on their mortgages per month. Those more likely to have a highest average of mortgage spending include those aged 35 to 44 (\$1690), males (\$1571), those earning less than \$20k (\$1753), and post-grads (\$1757).

| Rank | Cities      | Average spent on mortgages |  |
|------|-------------|----------------------------|--|
| 1    | Toronto     | \$1958                     |  |
| 2    | Vancouver   | \$1871                     |  |
| 3    | Calgary     | \$1788                     |  |
| 4    | Mississauga | \$1750                     |  |
| 5    | Edmonton    | \$1483                     |  |
| 6    | Winnipeg    | \$1414                     |  |
| 7    | Saskatoon   | \$1375                     |  |
| 8    | Ottawa      | \$1368                     |  |
| 9    | Montreal    | \$1282                     |  |
| 10   | Halifax     | \$1270                     |  |

Mississauga is the city with the fourth highest average proportion spent on mortgages. Those Mississauga residents that spend more include those aged 35 to 44 (\$2175), males (\$1759), those earning \$100k-\$250k (\$2198), and those who have completed college or university (\$2189).

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### Toronto, Vancouver, and Calgary residents have the highest proportions of spending on their mortgages

Canadians spend an average of 27% of their monthly income on their mortgages. A third (31%) spends more than 30% of their monthly income, a few (7%) spend more than 50%.

| Rank | Cities      | Average proportion spent on mortgages |
|------|-------------|---------------------------------------|
| 1    | Calgary     | 30%                                   |
| 2    | Toronto     | 29%                                   |
| 3    | Vancouver   | 29%                                   |
| 4    | Edmonton    | 28%                                   |
| 5    | Montreal    | 26%                                   |
| 6    | Mississauga | 26%                                   |
| 7    | Halifax     | 26%                                   |
| 8    | Winnipeg    | 25%                                   |
| 9    | Ottawa      | 25%                                   |
| 10   | Saskatoon   | 23%                                   |

Mississauga residents spend an average of 26% of their monthly income on their mortgages. Those more likely to spend a higher proportion include those aged 18 to 54 (26% of those are aged 18 to 34, 29% of those are aged 35 to 44, 27% of those aged 45 to 54), those earning \$60k-\$80k (42%), those with secondary school education or less (29%) or those who have completed college or university (31%).

"Mississauga is ranked the most expensive city in Canada to rent in," said Dr. Lorne Bozinoff, President of Forum Research. "But despite the average monthly rent cost of \$1669, and three-quarters saying the city is becoming unaffordable, Mississauga residents are split on whether they have considered leaving or not."

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 3572 randomly selected Canadians in Toronto, Ottawa, Mississauga, Saskatoon, Edmonton, Calgary, Vancouver, Winnipeg, Halifax, and Montreal. The poll was conducted from August 22<sup>nd</sup>-25<sup>th</sup>, 2019.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20, measured as the average deviation across all response categories. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at <a href="https://www.forumresearch.com/samplestim.asp">www.forumresearch.com/samplestim.asp</a>

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.

### Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

| and most union of the postage and megatine cope most |       |       |       |       |       |     |      |        |
|--|-------|-------|-------|-------|-------|-----|------|--------|
| %  | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
| Sample   | 631   | 112   | 91    | 133   | 119   | 176 | 303  | 315    |
| NET: TOP3  | 66    | 57    | 60    | 68    | 78    | 86  | 67   | 64     |
| NET: BTM3  | 34    | 43    | 39    | 32    | 21    | 14  | 32   | 36     |
| Very satisfied                                       | 9     | 9     | 6     | 6     | 13    | 20  | 11   | 8      |
| Satisfied  | 28    | 17    | 29    | 35    | 32    | 45  | 25   | 31     |
| Somewhat satisfied                                   | 28    | 31    | 26    | 28    | 32    | 20  | 31   | 25     |
| Somewhat dissatisfied                                | 12    | 11    | 16    | 14    | 11    | 8   | 13   | 12     |
| Dissatisfied   | 11    | 15    | 15    | 9     | 5     | 3   | 9    | 13     |
| Very dissatisfied                                    | 11    | 18    | 9     | 8     | 5     | 3   | 9    | 12     |
| Don't know   | 0     | 0     | 1     | 0     | 1     | 0   | 1    | 0      |

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied. TABLE IS AN EXAMPLE ONLY.

### Due to rounding some numbers may not add up to 100

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





#### Canadian Cities Affordability - Overall

In your opinion, would you say your city is becoming unaffordable?

### Age/gender

| %      | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>binary |
|--------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample | 3572  | 473         | 492         | 595         | 815         | 1142           | 1869 | 1594   | 109            |
| Yes    | 67    | 73          | 70          | 69          | 62          | 57             | 65   | 69     | 60             |
| No     | 33    | 27          | 30          | 31          | 38          | 43             | 35   | 31     | 40             |

#### Income

| %      | Total | Less<br>than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000<br>to<br>\$100,000 | \$100,000<br>to<br>\$250,000 | More<br>than<br>\$250,000 |
|--------|-------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|
| Sample | 3572  | 299                      | 516                        | 509                        | 453                        | 417                         | 742                          | 124                       |
| Yes    | 67    | 77                       | 70                         | 70                         | 72                         | 69                          | 59                           | 56                        |
| No     | 33    | 23                       | 30                         | 30                         | 28                         | 31                          | 41                           | 44                        |

#### **Education**

| %      | Total | Secondary school or less | Some college or<br>university | Completed college or university | Post graduate<br>degree |
|--------|-------|--------------------------|-------------------------------|---------------------------------|-------------------------|
| Sample | 3572  | 512                      | 892                           | 1330                            | 838                     |
| Yes    | 67    | 70                       | 70                            | 67                              | 62                      |
| No     | 33    | 30                       | 30                            | 33                              | 38                      |

### Mississauga's affordability

In your opinion, would you say Mississauga is becoming unaffordable?

### Age/gender

| %      | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|--------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample | 325   | 15          | 18          | 46          | 99          | 142            | 170  | 151    | 4              |
| Yes    | 77    | 86          | 73          | 73          | 79          | 66             | 78   | 77     | 50             |
| No     | 23    | 14          | 27          | 27          | 21          | 34             | 22   | 23     | 50             |



Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %      | Total | Less than<br>\$20,000 | \$20,000 to<br>\$40,000 | \$40,000 to<br>\$60,000 | \$60,000 to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000 to<br>\$250,000 |
|--------|-------|-----------------------|-------------------------|-------------------------|-------------------------|--------------------------|---------------------------|
| Sample | 325   | 17                    | 39                      | 42                      | 45                      | 37                       | 66                        |
| Yes    | 77    | 92                    | 84                      | 85                      | 67                      | 69                       | 79                        |
| No     | 23    | 8                     | 16                      | 15                      | 33                      | 31                       | 21                        |

#### **Education**

| %      | Total | Secondary school or less | Some college or<br>university | Completed college or<br>university | Post graduate<br>degree |
|--------|-------|--------------------------|-------------------------------|------------------------------------|-------------------------|
| Sample | 325   | 31                       | 90                            | 125                                | 79                      |
| Yes    | 77    | 60                       | 86                            | 76                                 | 69                      |
| No     | 23    | 40                       | 14                            | 24                                 | 31                      |

### Rent/Own Housing

| %      | Total | Rent | Own |  |
|--------|-------|------|-----|--|
| Sample | 325   | 59   | 266 |  |
| Yes    | 77    | 93   | 70  |  |
| No     | 23    | 7    | 30  |  |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





#### Canadians Leaving Cities - Overall

Is the cost of living in your city making you consider leaving?

[Base: Those who think the city they live in is becoming unaffordable]

### Age/gender

| %      | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>binary |
|--------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample | 2294  | 338         | 345         | 412         | 513         | 654            | 1181 | 1048   | 65             |
| Yes    | 48    | 55          | 52          | 49          | 46          | 27             | 51   | 45     | 65             |
| No     | 52    | 45          | 48          | 51          | 54          | 73             | 49   | 55     | 35             |

#### Income

| %      | Total | Less<br>than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000<br>to<br>\$100,000 | \$100,000<br>to<br>\$250,000 | More<br>than<br>\$250,000 |
|--------|-------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|
| Sample | 2294  | 213                      | 357                        | 349                        | 305                        | 269                         | 414                          | 68                        |
| Yes    | 48    | 54                       | 54                         | 53                         | 55                         | 48                          | 35                           | 45                        |
| No     | 52    | 46                       | 46                         | 47                         | 45                         | 52                          | 65                           | 55                        |

### Education

| %      | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate degree |
|--------|-------|--------------------------|----------------------------|---------------------------------|----------------------|
| Sample | 2294  | 343                      | 599                        | 858                             | 494                  |
| Yes    | 48    | 51                       | 53                         | 45                              | 45                   |
| No     | 52    | 49                       | 47                         | 55                              | 55                   |

#### Mississauga residents leaving the city

Is the cost of living in your city making you consider leaving?

[Base: Those who think Mississauga is becoming unaffordable]

### Age/gender

| %      | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|--------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample | 236   | 12          | 13          | 34          | 79          | 94             | 126  | 108    | 2              |
| Yes    | 47    | 55          | 39          | 50          | 47          | 32             | 41   | 50     | 100            |
| No     | 53    | 45          | 61          | 50          | 53          | 68             | 59   | 50     | 0              |

**MEDIA INQUIRIES:** 

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %      | Total | Less than<br>\$20,000 | \$20,000 to<br>\$40,000 | \$40,000 to<br>\$60,000 | \$60,000 to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000 to<br>\$250,000 |
|--------|-------|-----------------------|-------------------------|-------------------------|-------------------------|--------------------------|---------------------------|
| Sample | 236   | 14                    | 31                      | 33                      | 34                      | 26                       | 47                        |
| Yes    | 47    | 27                    | 72                      | 59                      | 74                      | 40                       | 26                        |
| No     | 53    | 73                    | 28                      | 41                      | 26                      | 60                       | 74                        |

#### **Education**

| %      | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate degree |  |
|--------|-------|--------------------------|----------------------------|---------------------------------|----------------------|--|
| Sample | 236   | 18                       | 74                         | 93                              | 51                   |  |
| Yes    | 47    | 31                       | 59                         | 42                              | 37                   |  |
| No     | 53    | 69                       | 41                         | 58                              | 63                   |  |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### Average Canadian Grocery Spending - Overall

Per month, approximately how much do you spend on groceries?

### Number of people per household

| %                                   | Total | 1   | 2    | 3   | 4   | 5   | 6   | 7+  |
|-------------------------------------|-------|-----|------|-----|-----|-----|-----|-----|
| Sample                              | 3572  | 900 | 1375 | 502 | 460 | 209 | 72  | 54  |
| Less than \$150                     | 7     | 19  | 4    | 5   | 1   | 3   | 0   | 6   |
| \$150-\$200                         | 14    | 30  | 15   | 7   | 3   | 6   | 2   | 6   |
| More than \$200 but less than \$250 | 15    | 20  | 18   | 12  | 9   | 12  | 1   | 3   |
| \$250-\$300                         | 13    | 13  | 15   | 14  | 10  | 7   | 10  | 1   |
| More than \$300 but less than \$350 | 9     | 7   | 11   | 9   | 7   | 10  | 7   | 3   |
| \$350-\$400                         | 9     | 8   | 10   | 8   | 8   | 8   | 25  | 1   |
| More than \$400 but less than \$450 | 7     | 2   | 6    | 8   | 10  | 7   | 8   | 35  |
| \$450-\$500                         | 6     | 1   | 6    | 10  | 13  | 7   | 2   | 3   |
| More than \$500                     | 19    | 2   | 13   | 26  | 39  | 41  | 44  | 43  |
| Mean                                | 326   | 204 | 312  | 373 | 432 | 415 | 451 | 444 |

### Mississauga residents' grocery purchasing

When you're purchasing groceries for the month, including yourself, how many people are you buying for?

### Age/gender

| %             | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|---------------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample        | 325   | 15          | 18          | 46          | 99          | 142            | 170  | 151    | 4              |
| One           | 14    | 17          | 6           | 11          | 15          | 17             | 16   | 12     | 0              |
| Two           | 30    | 23          | 17          | 20          | 40          | 56             | 33   | 29     | 0              |
| Three         | 18    | 20          | 15          | 16          | 20          | 18             | 27   | 9      | 50             |
| Four          | 21    | 12          | 33          | 42          | 19          | 5              | 14   | 27     | 25             |
| Five          | 5     | 0           | 12          | 10          | 3           | 3              | 4    | 5      | 0              |
| Six           | 2     | 0           | 11          | 0           | 2           | 0              | 2    | 2      | 0              |
| Seven or more | 10    | 28          | 5           | 0           | 1           | 2              | 4    | 15     | 25             |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %             | Total | Less than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000 to<br>\$250,000 |
|---------------|-------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|---------------------------|
| Sample        | 325   | 17                    | 39                         | 42                         | 45                         | 37                       | 66                        |
| One           | 14    | 18                    | 23                         | 26                         | 6                          | 20                       | 1                         |
| Two           | 30    | 36                    | 12                         | 51                         | 44                         | 27                       | 24                        |
| Three         | 18    | 36                    | 14                         | 5                          | 25                         | 22                       | 20                        |
| Four          | 21    | 8                     | 0                          | 15                         | 17                         | 30                       | 40                        |
| Five          | 5     | 0                     | 3                          | 4                          | 2                          | 2                        | 5                         |
| Six           | 2     | 0                     | 0                          | 0                          | 0                          | 0                        | 9                         |
| Seven or more | 10    | 3                     | 48                         | 0                          | 6                          | 0                        | 0                         |

#### Education

| %             | Total | Secondary<br>school or less | Some college or university | Completed college or university | Post graduate<br>degree |
|---------------|-------|-----------------------------|----------------------------|---------------------------------|-------------------------|
| Sample        | 325   | 31                          | 90                         | 125                             | 79                      |
| One           | 14    | 16                          | 17                         | 10                              | 16                      |
| Two           | 30    | 40                          | 23                         | 30                              | 38                      |
| Three         | 18    | 8                           | 11                         | 26                              | 13                      |
| Four          | 21    | 24                          | 14                         | 24                              | 26                      |
| Five          | 5     | 7                           | 4                          | 4                               | 7                       |
| Six           | 2     | 0                           | 0                          | 5                               | 0                       |
| Seven or more | 10    | 6                           | 30                         | 0                               | 0                       |

### **Rent/Own Housing**

| %             | Total | Rent | Own |
|---------------|-------|------|-----|
| Sample        | 325   | 59   | 266 |
| One           | 14    | 14   | 14  |
| Two           | 30    | 29   | 31  |
| Three         | 18    | 17   | 18  |
| Four          | 21    | 10   | 26  |
| Five          | 5     | 2    | 6   |
| Six           | 2     | 0    | 3   |
| Seven or more | 10    | 28   | 2   |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





#### Average Mississauga resident grocery spending

Per month, approximately how much do you spend on groceries?

### Age/gender

| %                                   | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|-------------------------------------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample                              | 325   | 15          | 18          | 46          | 99          | 142            | 170  | 151    | 4              |
| Less than \$150                     | 7     | 9           | 6           | 2           | 6           | 12             | 9    | 5      | 0              |
| \$150-\$200                         | 11    | 4           | 11          | 11          | 7           | 25             | 11   | 12     | 0              |
| More than \$200 but less than \$250 | 17    | 21          | 5           | 16          | 18          | 21             | 14   | 19     | 25             |
| \$250-\$300                         | 12    | 10          | 23          | 2           | 16          | 12             | 10   | 14     | 0              |
| More than \$300 but less than \$350 | 10    | 21          | 0           | 4           | 9           | 7              | 19   | 2      | 0              |
| \$350-\$400                         | 6     | 0           | 11          | 9           | 11          | 5              | 6    | 7      | 0              |
| More than \$400 but less than \$450 | 11    | 30          | 0           | 5           | 3           | 4              | 1    | 20     | 25             |
| \$450-\$500                         | 7     | 0           | 5           | 17          | 12          | 5              | 8    | 6      | 0              |
| More than \$500                     | 18    | 5           | 38          | 34          | 18          | 9              | 22   | 15     | 50             |
| Mean                                | 332   | 312         | 380         | 401         | 343         | 254            | 330  | 332    | 450            |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

| %  | Total | Less than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000<br>to<br>\$250,000 |
|--|-------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|------------------------------|
| Sample                                       | 325   | 17                    | 39                         | 42                         | 45                         | 37                       | 66                           |
| Less than<br>\$150                           | 7     | 38                    | 2                          | 2                          | 2                          | 2                        | 3                            |
| \$150-\$200                                  | 11    | 8                     | 22                         | 10                         | 10                         | 6                        | 4                            |
| More than<br>\$200 but<br>less than<br>\$250 | 17    | 2                     | 4                          | 42                         | 21                         | 18                       | 11                           |
| \$250-\$300                                  | 12    | 2                     | 4                          | 15                         | 36                         | 7                        | 17                           |
| More than<br>\$300 but<br>less than<br>\$350 | 10    | 30                    | 15                         | 5                          | 2                          | 17                       | 7                            |
| \$350-\$400                                  | 6     | 10                    | 1                          | 6                          | 3                          | 13                       | 9                            |
| More than<br>\$400 but<br>less than<br>\$450 | 11    | 3                     | 44                         | 0                          | 2                          | 18                       | 2                            |
| \$450-\$500                                  | 7     | 2                     | 5                          | 6                          | 9                          | 0                        | 15                           |
| More than<br>\$500                           | 18    | 6                     | 3                          | 15                         | 15                         | 20                       | 31                           |
| Mean   | 332   | 238                   | 328                        | 298                        | 315                        | 361                      | 399                          |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

| %   | Total | Secondary<br>school or less | Some college or university | Complete d<br>college or<br>university | Post<br>graduate<br>degree |
|---|-------|-----------------------------|----------------------------|--|----------------------------|
| Sample                                    | 325   | 31                          | 90                         | 125                                    | 79                         |
| Less than \$150                           | 7     | 17                          | 5                          | 10                                     | 4                          |
| \$150-\$200                               | 11    | 18                          | 17                         | 9                                      | 8                          |
| More than \$200<br>but less than<br>\$250 | 17    | 13                          | 7                          | 22                                     | 21                         |
| \$250-\$300                               | 12    | 15                          | 4                          | 21                                     | 4                          |
| More than \$300<br>but less than<br>\$350 | 10    | 0                           | 11                         | 5                                      | 21                         |
| \$350-\$400                               | 6     | 0                           | 8                          | 6                                      | 5                          |
| More than \$400<br>but less than<br>\$450 | 11    | 6                           | 31                         | 1                                      | 3                          |
| \$450-\$500                               | 7     | 13                          | 5                          | 5                                      | 14                         |
| More than \$500                           | 18    | 20                          | 13                         | 22                                     | 19                         |
| Mean                                      | 332   | 303                         | 346                        | 318                                    | 347                        |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603

### **Rent/Own Housing**

| %                                   | Total | Rent | Own |
|-------------------------------------|-------|------|-----|
| Sample                              | 325   | 59   | 266 |
| Less than \$150                     | 7     | 11   | 5   |
| \$150-\$200                         | 11    | 12   | 11  |
| More than \$200 but less than \$250 | 17    | 19   | 15  |
| \$250-\$300                         | 12    | 10   | 12  |
| More than \$300 but less than \$350 | 10    | 0    | 14  |
| \$350-\$400                         | 6     | 1    | 8   |
| More than \$400 but less than \$450 | 11    | 33   | 2   |
| \$450-\$500                         | 7     | 4    | 9   |
| More than \$500                     | 18    | 9    | 23  |
| Mean                                | 332   | 308  | 343 |





Do you rent or own your home?

### Age/gender

| %      | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>binary |
|--------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample | 3572  | 473         | 492         | 595         | 815         | 1142           | 1869 | 1594   | 109            |
| Rent   | 43    | 65          | 44          | 29          | 26          | 30             | 43   | 43     | 50             |
| Own    | 57    | 35          | 56          | 71          | 74          | 70             | 57   | 57     | 50             |

#### Income

| %      | Total | Less<br>than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000<br>to<br>\$100,000 | \$100,000<br>to<br>\$250,000 | More<br>than<br>\$250,000 |
|--------|-------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|
| Sample | 3572  | 299                      | 516                        | 509                        | 453                        | 417                         | 742                          | 124                       |
| Rent   | 43    | 81                       | 65                         | 56                         | 41                         | 36                          | 18                           | 22                        |
| Own    | 57    | 19                       | 35                         | 44                         | 59                         | 64                          | 82                           | 78                        |

### **Education**

| %      | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate<br>degree |
|--------|-------|--------------------------|----------------------------|---------------------------------|-------------------------|
| Sample | 3572  | 512                      | 892                        | 1330                            | 838                     |
| Rent   | 43    | 54                       | 49                         | 40                              | 35                      |
| Own    | 57    | 46                       | 51                         | 60                              | 65                      |

#### Mississauga homeowners

Do you rent or own your home?

### Age/gender

| %      | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|--------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample | 325   | 15          | 18          | 46          | 99          | 142            | 170  | 151    | 4              |
| Rent   | 31    | 58          | 21          | 17          | 16          | 15             | 27   | 34     | 50             |
| Own    | 69    | 42          | 79          | 83          | 84          | 85             | 73   | 66     | 50             |

#### Income

| %      | Total | Less than<br>\$20,000 | \$20,000 to<br>\$40,000 | \$40,000 to<br>\$60,000 | \$60,000 to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000 to<br>\$250,000 |
|--------|-------|-----------------------|-------------------------|-------------------------|-------------------------|--------------------------|---------------------------|
| Sample | 325   | 17                    | 39                      | 42                      | 45                      | 37                       | 66                        |
| Rent   | 31    | 52                    | 58                      | 54                      | 41                      | 26                       | 5                         |
| Own    | 69    | 48                    | 42                      | 46                      | 59                      | 74                       | 95                        |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603



### FORUM RESEARCH INC.

#### Some college or Secondary school Completed college or Post graduate % Total or less university university degree Sample 325 31 90 125 79 Rent 31 22 44 28 19 72 78 56 Own 69 81

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### Canadians by Type of Dwelling - Overall

Which of the following best describes where you live?

### Age/gender

| %           | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>binary |
|-------------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample      | 3572  | 473         | 492         | 595         | 815         | 1142           | 1869 | 1594   | 109            |
| House       | 57    | 46          | 59          | 69          | 69          | 54             | 59   | 54     | 55             |
| Townhouse   | 11    | 12          | 12          | 11          | 8           | 8              | 10   | 11     | 10             |
| Apartment   | 24    | 33          | 22          | 15          | 15          | 23             | 22   | 25     | 27             |
| Condominium | 9     | 9           | 7           | 5           | 8           | 15             | 8    | 10     | 8              |

#### Income

| %                | Tota<br>I | Less<br>than<br>\$20,00<br>0 | \$20,00<br>0 to<br>\$40,00<br>0 | \$40,00<br>0 to<br>\$60,00<br>0 | \$60,00<br>0 to<br>\$80,00<br>0 | \$80,000<br>to<br>\$100,00<br>0 | \$100,00<br>0 to<br>\$250,00<br>0 | More<br>than<br>\$250,00<br>0 |
|------------------|-----------|------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|-----------------------------------|-------------------------------|
| Sample           | 3572      | 299                          | 516                             | 509                             | 453                             | 417                             | 742                               | 124                           |
| House            | 57        | 36                           | 43                              | 47                              | 51                              | 64                              | 73                                | 76                            |
| Townhouse        | 11        | 9                            | 11                              | 11                              | 12                              | 13                              | 9                                 | 12                            |
| Apartment        | 24        | 50                           | 37                              | 33                              | 24                              | 14                              | 8                                 | 9                             |
| Condomini u<br>m | 9         | 5                            | 10                              | 9                               | 13                              | 9                               | 9                                 | 4                             |
| •••              |           |                              |                                 |                                 |                                 |                                 |                                   | -                             |

#### **Education**

| %           | Total | Secondary<br>school or less | Some college or university | Completed college or university | Post graduate degree |  |
|-------------|-------|-----------------------------|----------------------------|---------------------------------|----------------------|--|
| Sample      | 3572  | 512                         | 892                        | 1330                            | 838                  |  |
| House       | 57    | 54                          | 54                         | 57                              | 62                   |  |
| Townhouse   | 11    | 10                          | 12                         | 11                              | 9                    |  |
| Apartment   | 24    | 28                          | 26                         | 23                              | 20                   |  |
| Condominium | 9     | 9                           | 9                          | 9                               | 10                   |  |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





Which of the following best describes where you live?

### Age/gender

| %           | Total | Total | 65 and | Male | Female | Non- |        |        |        |
|-------------|-------|-------|--------|------|--------|------|--------|--------|--------|
| /0          | iotai | 34    | 44     | 54   | 64     | over | IVIAIC | remaie | Binary |
| Sample      | 325   | 15    | 18     | 46   | 99     | 142  | 170    | 151    | 4      |
| House       | 65    | 55    | 67     | 76   | 74     | 65   | 65     | 65     | 50     |
| Townhouse   | 11    | 12    | 11     | 11   | 13     | 7    | 7      | 16     | 0      |
| Apartment   | 17    | 28    | 11     | 10   | 8      | 14   | 21     | 12     | 25     |
| Condominium | 7     | 5     | 11     | 2    | 5      | 15   | 7      | 7      | 25     |

#### Income

| %           | Total | Less than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000<br>to<br>\$250,000 |
|-------------|-------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|------------------------------|
| Sample      | 325   | 17                    | 39                         | 42                         | 45                         | 37                       | 66                           |
| House       | 65    | 46                    | 65                         | 55                         | 26                         | 60                       | 90                           |
| Townhouse   | 11    | 0                     | 3                          | 3                          | 41                         | 26                       | 5                            |
| Apartment   | 17    | 49                    | 28                         | 32                         | 20                         | 5                        | 1                            |
| Condominium | 7     | 5                     | 5                          | 11                         | 12                         | 8                        | 4                            |

### **Education**

| %           | Total | Secondary<br>school or less | Some college or university | Completed college or university | Post graduate degree |  |
|-------------|-------|-----------------------------|----------------------------|---------------------------------|----------------------|--|
| Sample      | 325   | 31                          | 90                         | 125                             | 79                   |  |
| House       | 65    | 63                          | 62                         | 60                              | 78                   |  |
| Townhouse   | 11    | 6                           | 13                         | 12                              | 9                    |  |
| Apartment   | 17    | 16                          | 15                         | 20                              | 12                   |  |
| Condominium | 7     | 15                          | 10                         | 7                               | 1                    |  |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





Approximately how much do you spend on rent per month?

[Base: Those who rent]

### Age/gender

| %   | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>binary |
|---|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample                                      | 1248  | 299         | 224         | 176         | 214         | 312            | 658  | 536    | 54             |
| less than \$300                             | 6     | 8           | 4           | 3           | 7           | 5              | 6    | 7      | 7              |
| \$300-\$500                                 | 9     | 13          | 2           | 7           | 6           | 7              | 11   | 8      | 6              |
| more than \$500<br>but less than<br>\$750   | 13    | 13          | 8           | 15          | 16          | 20             | 12   | 14     | 13             |
| \$750-\$1000                                | 22    | 21          | 23          | 21          | 25          | 19             | 22   | 22     | 15             |
| more than \$1000<br>but less than<br>\$1500 | 25    | 22          | 35          | 26          | 24          | 25             | 25   | 27     | 19             |
| \$1500-\$2000                               | 15    | 14          | 18          | 21          | 13          | 13             | 17   | 14     | 15             |
| more than \$2000<br>but less than<br>\$3000 | 7     | 7           | 7           | 4           | 5           | 7              | 6    | 7      | 15             |
| \$3000 to \$4000                            | 2     | 0           | 3           | 2           | 2           | 3              | 1    | 2      | 7              |
| More than \$4000                            | 1     | 2           | 0           | 0           | 1           | 1              | 1    | 1      | 4              |
| Mean  | 1172  | 1115        | 1299        | 1211        | 1144        | 1197           | 1150 | 1165   | 1550           |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603



### FORUM RESEARCH INC.

| %  | Total | Less<br>than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000<br>to<br>\$100,000 | \$100,000<br>to<br>\$250,000 | More<br>than<br>\$250,000 |
|--|-------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|
| Sample   | 1248  | 228                      | 290                        | 224                        | 142                        | 122                         | 117                          | 19                        |
| less than<br>\$300                                   | 6     | 15                       | 2                          | 2                          | 2                          | 8                           | 2                            | 25                        |
| \$300-<br>\$500                                      | 9     | 20                       | 11                         | 7                          | 4                          | 5                           | 1                            | 3                         |
| more<br>than<br>\$500 but<br>less than<br>\$750      | 13    | 19                       | 21                         | 12                         | 6                          | 6                           | 5                            | 0                         |
| \$750-<br>\$1000                                     | 22    | 22                       | 29                         | 30                         | 16                         | 16                          | 10                           | 0                         |
| more<br>than<br>\$1000<br>but less<br>than<br>\$1500 | 25    | 17                       | 19                         | 28                         | 38                         | 31                          | 30                           | 5                         |
| \$1500-<br>\$2000                                    | 15    | 4                        | 8                          | 14                         | 23                         | 27                          | 38                           | 24                        |
| more<br>than<br>\$2000<br>but less<br>than<br>\$3000 | 7     | 1                        | 10                         | 5                          | 9                          | 4                           | 10                           | 30                        |
| \$3000 to<br>\$4000                                  | 2     | 1                        | 1                          | 2                          | 1                          | 2                           | 1                            | 0                         |
| More<br>than<br>\$4000                               | 1     | 1                        | 0                          | 1                          | 0                          | 2                           | 2                            | 12                        |
| Mean   | 1172  | 789                      | 1080                       | 1189                       | 1363                       | 1338                        | 1573                         | 1895                      |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603



### FORUM RESEARCH INC.

| %   | Total | Secondary<br>school or less | Some college or university | Complete d<br>college or<br>university | Post<br>graduate<br>degree |
|---|-------|-----------------------------|----------------------------|--|----------------------------|
| Sample                                      | 1248  | 227                         | 364                        | 426                                    | 231                        |
| less than \$300                             | 6     | 10                          | 5                          | 6                                      | 6                          |
| \$300-\$500                                 | 9     | 17                          | 9                          | 5                                      | 9                          |
| more than \$500<br>but less than<br>\$750   | 13    | 14                          | 14                         | 12                                     | 14                         |
| \$750-\$1000                                | 22    | 28                          | 22                         | 21                                     | 17                         |
| more than \$1000<br>but less than<br>\$1500 | 25    | 20                          | 21                         | 31                                     | 26                         |
| \$1500-\$2000                               | 15    | 8                           | 16                         | 17                                     | 18                         |
| more than \$2000<br>but less than<br>\$3000 | 7     | 2                           | 11                         | 6                                      | 5                          |
| \$3000 to \$4000                            | 2     | 0                           | 2                          | 2                                      | 2                          |
| More than \$4000                            | 1     | 1                           | 0                          | 1                                      | 3                          |
| Mean  | 1172  | 936                         | 1207                       | 1228                                   | 1245                       |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### Mississauga renters' monthly spending on rent

Approximately how much do you spend on rent per month?

[Base: Those who rent]

### Age/gender

| %   | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|---|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample                                      | 59    | 8           | 4           | 8           | 16          | 19             | 28   | 29     | 2              |
| less than \$300                             | 10    | 15          | 0           | 12          | 0           | 4              | 24   | 0      | 0              |
| \$300-\$500                                 | 0     | 0           | 0           | 0           | 0           | 0              | 0    | 0      | 0              |
| more than \$500<br>but less than<br>\$750   | 2     | 0           | 0           | 0           | 6           | 15             | 2    | 2      | 0              |
| \$750-\$1000                                | 4     | 0           | 0           | 12          | 13          | 4              | 6    | 2      | 0              |
| more than \$1000<br>but less than<br>\$1500 | 22    | 18          | 24          | 39          | 25          | 26             | 22   | 23     | 0              |
| \$1500-\$2000                               | 30    | 26          | 52          | 37          | 25          | 16             | 34   | 27     | 50             |
| more than \$2000<br>but less than<br>\$3000 | 32    | 41          | 24          | 0           | 31          | 29             | 12   | 45     | 50             |
| \$3000 to \$4000                            | 0     | 0           | 0           | 0           | 0           | 5              | 0    | 1      | 0              |
| More than \$4000                            | 0     | 0           | 0           | 0           | 0           | 0              | 0    | 0      | 0              |
| Mean  | 1669  | 1733        | 1810        | 1263        | 1674        | 1671           | 1266 | 1952   | 2125           |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %  | Total | Less than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000<br>to<br>\$250,000 |
|--|-------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|------------------------------|
| Sample   | 59    | 11                    | 14                         | 12                         | 9                          | 7                        | 2                            |
| Less than<br>\$300                             | 10    | 58                    | 0                          | 7                          | 0                          | 4                        | 0                            |
| \$300-\$500                                    | 0     | 0                     | 0                          | 0                          | 0                          | 0                        | 0                            |
| More than<br>\$500 but<br>less than<br>\$750   | 2     | 2                     | 1                          | 3                          | 3                          | 0                        | 0                            |
| \$750-\$1000                                   | 4     | 7                     | 6                          | 0                          | 3                          | 0                        | 0                            |
| More than<br>\$1000 but<br>less than<br>\$1500 | 22    | 13                    | 10                         | 41                         | 44                         | 11                       | 0                            |
| \$1500-<br>\$2000                              | 30    | 10                    | 10                         | 47                         | 30                         | 77                       | 100                          |
| More than<br>\$2000 but<br>less than<br>\$3000 | 32    | 10                    | 73                         | 3                          | 17                         | 9                        | 0                            |
| \$3000 to<br>\$4000                            | 0     | 0                     | 0                          | 0                          | 3                          | 0                        | 0                            |
| More than<br>\$4000                            | 0     | 0                     | 0                          | 0                          | 0                          | 0                        | 0                            |
| Mean   | 1669  | 756                   | 2174                       | 1430                       | 1648                       | 1706                     | 1750                         |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### **Education**

| %   | Total | Secondary<br>school or less | Some college or university | Complete d<br>college or<br>university | Post<br>graduate<br>degree |
|---|-------|-----------------------------|----------------------------|--|----------------------------|
| Sample                                      | 59    | 6                           | 22                         | 20                                     | 11                         |
| Less than \$300                             | 10    | 0                           | 1                          | 23                                     | 9                          |
| \$300-\$500                                 | 0     | 0                           | 0                          | 0                                      | 0                          |
| More than \$500<br>but less than<br>\$750   | 2     | 9                           | 2                          | 0                                      | 3                          |
| \$750-\$1000                                | 4     | 15                          | 4                          | 3                                      | 0                          |
| More than \$1000<br>but less than<br>\$1500 | 22    | 24                          | 2                          | 25                                     | 79                         |
| \$1500-\$2000                               | 30    | 26                          | 28                         | 45                                     | 0                          |
| More than \$2000<br>but less than<br>\$3000 | 32    | 26                          | 63                         | 2                                      | 8                          |
| \$3000 to \$4000                            | 0     | 0                           | 0                          | 1                                      | 0                          |
| More than \$4000                            | 0     | 0                           | 0                          | 0                                      | 0                          |
| Mean  | 1669  | 1603                        | 2142                       | 1264                                   | 1236                       |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





Canadian's rent proportion - Overall

And approximately what percentage of your monthly income does your rent take up? Your best guess is okay.

[Base: Those who rent]

### Age/gender

| %             | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>binary |
|---------------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample        | 1248  | 299         | 224         | 176         | 214         | 312            | 658  | 536    | 54             |
| 15% or less   | 8     | 8           | 5           | 7           | 10          | 9              | 9    | 7      | 9              |
| 16%-20%       | 12    | 12          | 6           | 15          | 12          | 17             | 13   | 11     | 11             |
| 21%-25%       | 16    | 14          | 16          | 16          | 17          | 22             | 20   | 12     | 9              |
| 26%-30%       | 16    | 16          | 16          | 13          | 12          | 18             | 13   | 19     | 11             |
| 31%-35%       | 10    | 9           | 14          | 7           | 11          | 10             | 10   | 9      | 9              |
| 36%-40%       | 10    | 10          | 11          | 11          | 12          | 9              | 11   | 10     | 7              |
| 41%-50%       | 14    | 16          | 14          | 15          | 10          | 7              | 12   | 15     | 19             |
| 50%-60%       | 6     | 5           | 9           | 8           | 6           | 3              | 6    | 6      | 7              |
| More than 60% | 9     | 9           | 10          | 9           | 11          | 6              | 7    | 10     | 17             |
| Mean          | 33    | 33          | 35          | 33          | 33          | 29             | 31   | 34     | 37             |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





#### Income

| %                   | Total | Less<br>than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000<br>to<br>\$100,000 | \$100,000<br>to<br>\$250,000 | More<br>than<br>\$250,000 |
|---------------------|-------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|
| Sample              | 1248  | 228                      | 290                        | 224                        | 142                        | 122                         | 117                          | 19                        |
| 15% or<br>less      | 8     | 11                       | 2                          | 2                          | 8                          | 11                          | 15                           | 21                        |
| 16%-<br>20%         | 12    | 12                       | 11                         | 10                         | 11                         | 15                          | 17                           | 3                         |
| 21%-<br>25%         | 16    | 11                       | 11                         | 20                         | 13                         | 16                          | 33                           | 25                        |
| 26%-<br>30%         | 16    | 8                        | 19                         | 14                         | 22                         | 15                          | 18                           | 1                         |
| 31%-<br>35%         | 10    | 8                        | 12                         | 11                         | 10                         | 14                          | 4                            | 8                         |
| 36%-<br>40%         | 10    | 9                        | 9                          | 15                         | 14                         | 10                          | 3                            | 8                         |
| 41%-<br>50%         | 14    | 13                       | 19                         | 14                         | 15                         | 12                          | 6                            | 3                         |
| 50%-<br>60%         | 6     | 9                        | 8                          | 7                          | 2                          | 2                           | 2                            | 0                         |
| More<br>than<br>60% | 9     | 19                       | 8                          | 6                          | 5                          | 5                           | 1                            | 30                        |
| Mean                | 33    | 37                       | 35                         | 34                         | 31                         | 29                          | 24                           | 36                        |

### Education

| %              | Total | Secondary<br>school or less | Some college or university | Completed college or university | Post graduate<br>degree |
|----------------|-------|-----------------------------|----------------------------|---------------------------------|-------------------------|
| Sample         | 1248  | 227                         | 364                        | 426                             | 231                     |
| 15% or<br>less | 8     | 8                           | 8                          | 6                               | 10                      |
| 16%-20%        | 12    | 15                          | 11                         | 10                              | 13                      |
| 21%-25%        | 16    | 14                          | 16                         | 15                              | 17                      |
| 26%-30%        | 16    | 16                          | 17                         | 14                              | 18                      |
| 31%-35%        | 10    | 7                           | 7                          | 13                              | 11                      |
| 36%-40%        | 10    | 9                           | 9                          | 14                              | 6                       |
| 41%-50%        | 14    | 14                          | 17                         | 13                              | 10                      |
| 50%-60%        | 6     | 3                           | 6                          | 8                               | 4                       |
| More than 60%  | 9     | 14                          | 9                          | 6                               | 10                      |
| Mean           | 33    | 34                          | 33                         | 33                              | 31                      |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603



# FORUM RESEARCH INC.

Mississauga residents' rent proportion

And approximately what percentage of your monthly income does your rent take up? Your best guess is okay.

[Base: Those who rent]

### Age/gender

| %             | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|---------------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample        | 59    | 8           | 4           | 8           | 16          | 19             | 28   | 29     | 2              |
| 15% or less   | 3     | 0           | 0           | 23          | 0           | 4              | 7    | 0      | 0              |
| 16%-20%       | 1     | 0           | 0           | 0           | 13          | 0              | 0    | 2      | 0              |
| 21%-25%       | 6     | 0           | 24          | 0           | 13          | 16             | 6    | 6      | 0              |
| 26%-30%       | 34    | 52          | 0           | 0           | 6           | 19             | 5    | 57     | 0              |
| 31%-35%       | 12    | 15          | 0           | 12          | 6           | 15             | 26   | 2      | 0              |
| 36%-40%       | 12    | 18          | 0           | 0           | 13          | 9              | 12   | 13     | 0              |
| 41%-50%       | 18    | 7           | 52          | 53          | 13          | 16             | 21   | 14     | 50             |
| 50%-60%       | 9     | 7           | 24          | 12          | 6           | 5              | 20   | 1      | 0              |
| More than 60% | 6     | 2           | 0           | 0           | 31          | 15             | 4    | 5      | 50             |
| Mean          | 35    | 34          | 39          | 34          | 43          | 37             | 38   | 33     | 55             |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %                   | Total | Less than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000 to<br>\$250,000 |
|---------------------|-------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|---------------------------|
| Sample              | 59    | 11                    | 14                         | 12                         | 9                          | 7                        | 2                         |
| 15% or<br>less      | 3     | 0                     | 0                          | 13                         | 0                          | 4                        | 0                         |
| 16%-20%             | 1     | 0                     | 0                          | 3                          | 3                          | 0                        | 0                         |
| 21%-25%             | 6     | 0                     | 2                          | 2                          | 5                          | 0                        | 100                       |
| 26%-30%             | 34    | 9                     | 71                         | 0                          | 36                         | 11                       | 0                         |
| 31%-35%             | 12    | 58                    | 7                          | 3                          | 0                          | 0                        | 0                         |
| 36%-40%             | 12    | 7                     | 0                          | 0                          | 23                         | 75                       | 0                         |
| 41%-50%             | 18    | 7                     | 7                          | 55                         | 23                         | 0                        | 0                         |
| 50%-60%             | 9     | 0                     | 7                          | 24                         | 7                          | 5                        | 0                         |
| More<br>than<br>60% | 6     | 20                    | 6                          | 0                          | 3                          | 5                        | 0                         |
| Mean                | 35    | 40                    | 33                         | 38                         | 36                         | 38                       | 23                        |

#### **Education**

| %              | Total | Secondary school or less | Some college or<br>university | Completed college<br>or university | Post graduate degree |
|----------------|-------|--------------------------|-------------------------------|------------------------------------|----------------------|
| Sample         | 59    | 6                        | 22                            | 20                                 | 11                   |
| 15% or<br>less | 3     | 0                        | 1                             | 0                                  | 18                   |
| 16%-20%        | 1     | 0                        | 1                             | 1                                  | 0                    |
| 21%-25%        | 6     | 0                        | 6                             | 8                                  | 3                    |
| 26%-30%        | 34    | 9                        | 56                            | 0                                  | 62                   |
| 31%-35%        | 12    | 9                        | 2                             | 27                                 | 0                    |
| 36%-40%        | 12    | 0                        | 15                            | 14                                 | 2                    |
| 41%-50%        | 18    | 41                       | 11                            | 26                                 | 11                   |
| 50%-60%        | 9     | 0                        | 4                             | 19                                 | 0                    |
| More than 60%  | 6     | 41                       | 5                             | 5                                  | 3                    |
| Mean           | 35    | 51                       | 33                            | 40                                 | 27                   |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603



Canadian homeowners' monthly spending on their mortgage - Overall

Approximately hever yet to you spendensyour marky see per month?

(Base: Homeowners with a mortgage)

### Age/gender

| %   | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|---|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample                                      | 1141  | 137         | 228         | 305         | 273         | 190            | 620  | 490    | 31             |
| Less than \$300                             | 3     | 4           | 2           | 2           | 3           | 5              | 3    | 3      | 3              |
| \$300-\$500                                 | 5     | 4           | 3           | 4           | 7           | 14             | 4    | 6      | 6              |
| More than \$500<br>but less than<br>\$750   | 9     | 7           | 5           | 7           | 14          | 18             | 9    | 9      | 13             |
| \$750-\$1000                                | 15    | 13          | 12          | 15          | 21          | 22             | 16   | 15     | 13             |
| More than \$1000<br>but less than<br>\$1500 | 25    | 22          | 28          | 27          | 23          | 20             | 27   | 22     | 32             |
| \$1500-\$2000                               | 22    | 29          | 25          | 20          | 17          | 10             | 20   | 25     | 6              |
| More than \$2000<br>but less than<br>\$3000 | 13    | 15          | 16          | 15          | 9           | 5              | 13   | 13     | 13             |
| \$3000 to \$4000                            | 4     | 2           | 7           | 7           | 2           | 2              | 5    | 3      | 0              |
| More than \$4000                            | 3     | 5           | 2           | 3           | 4           | 3              | 3    | 3      | 13             |
| Mean  | 1560  | 1635        | 1690        | 1645        | 1352        | 1156           | 1571 | 1542   | 1708           |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %  | Total | Less<br>than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000<br>to<br>\$100,000 | \$100,000<br>to<br>\$250,000 | More<br>than<br>\$250,000 |
|--|-------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|
| Sample   | 1141  | 30                       | 85                         | 127                        | 147                        | 171                         | 390                          | 52                        |
| Less<br>than<br>\$300                                | 3     | 10                       | 9                          | 3                          | 3                          | 3                           | 1                            | 5                         |
| \$300-<br>\$500                                      | 5     | 8                        | 9                          | 8                          | 8                          | 4                           | 2                            | 0                         |
| More<br>than<br>\$500<br>but less<br>than<br>\$750   | 9     | 9                        | 15                         | 13                         | 12                         | 5                           | 6                            | 7                         |
| \$750-<br>\$1000                                     | 15    | 7                        | 21                         | 25                         | 21                         | 10                          | 13                           | 4                         |
| More<br>than<br>\$1000<br>but less<br>than<br>\$1500 | 25    | 28                       | 12                         | 26                         | 27                         | 42                          | 23                           | 6                         |
| \$1500-<br>\$2000                                    | 22    | 11                       | 25                         | 19                         | 19                         | 21                          | 28                           | 18                        |
| More<br>than<br>\$2000<br>but less<br>than<br>\$3000 | 13    | 11                       | 7                          | 5                          | 7                          | 13                          | 18                           | 19                        |
| \$3000 to<br>\$4000                                  | 4     | 0                        | 0                          | 2                          | 3                          | 1                           | 6                            | 21                        |
| More<br>than<br>\$4000                               | 3     | 15                       | 1                          | 0                          | 0                          | 2                           | 2                            | 21                        |
| Mean   | 1560  | 1753                     | 1157                       | 1162                       | 1263                       | 1490                        | 1713                         | 2728                      |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### **Education**

| %   | Total | Secondary<br>school or less | Some college<br>or university | Completed college or university | Post<br>graduate<br>degree |
|---|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------|
| Sample                                      | 1141  | 128                         | 262                           | 450                             | 301                        |
| Less than \$300                             | 3     | 4                           | 6                             | 1                               | 3                          |
| \$300-\$500                                 | 5     | 8                           | 9                             | 3                               | 3                          |
| More than \$500<br>but less than<br>\$750   | 9     | 11                          | 11 11 9                       |                                 | 6                          |
| \$750-\$1000                                | 15    | 16                          | 16                            | 18                              | 11                         |
| More than \$1000<br>but less than<br>\$1500 | 25    | 25                          | 26                            | 23                              | 27                         |
| \$1500-\$2000                               | 22    | 24                          | 18                            | 23                              | 23                         |
| More than \$2000<br>but less than<br>\$3000 | 13    | 12                          | 9                             | 15                              | 15                         |
| \$3000 to \$4000                            | 4     | 0                           | 1                             | 5                               | 7                          |
| More than \$4000                            | 3     | 0                           | 4                             | 3                               | 5                          |
| Mean  | 1560  | 1291                        | 1363                          | 1607                            | 1757                       |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





#### Mississauga homeowners' monthly spending on mortgage

Approximately how much do you spend on your mortgage per month?

[Base: Homeowners with a mortgage]

### Age/gender

| 0-70  |       |             |             |             |             |             |      |        |                |
|---|-------|-------------|-------------|-------------|-------------|-------------|------|--------|----------------|
| %   | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and over | Male | Female | Non-<br>Binary |
| Sample                                      | 99    | 4           | 12          | 29          | 37          | 17          | 52   | 46     | 1              |
| Less than \$300                             | 4     | 19          | 0           | 0           | 3           | 6           | 6    | 2      | 0              |
| \$300-\$500                                 | 1     | 0           | 0           | 0           | 5           | 5           | 1    | 1      | 0              |
| More than \$500<br>but less than<br>\$750   | 6     | 0           | 0           | 7           | 14          | 25          | 4    | 9      | 0              |
| \$750-\$1000                                | 9     | 0           | 9           | 13          | 11          | 11          | 8    | 11     | 0              |
| More than \$1000<br>but less than<br>\$1500 | 25    | 61          | 8           | 22          | 16          | 37          | 29   | 18     | 100            |
| \$1500-\$2000                               | 24    | 0           | 33          | 28          | 29          | 11          | 20   | 29     | 0              |
| More than \$2000<br>but less than<br>\$3000 | 22    | 19          | 33          | 20          | 16          | 0           | 23   | 21     | 0              |
| \$3000 to \$4000                            | 7     | 0           | 17          | 7           | 0           | 0           | 6    | 8      | 0              |
| More than \$4000                            | 2     | 0           | 0           | 3           | 5           | 5           | 3    | 1      | 0              |
| Mean  | 1750  | 1279        | 2175        | 1819        | 1595        | 1171        | 1759 | 1749   | 1250           |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %  | Total | Less than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000<br>to<br>\$250,000 |
|--|-------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|------------------------------|
| Sample   | 99    | 1                     | 9                          | 11                         | 10                         | 13                       | 29                           |
| Less than<br>\$300                             | 4     | 0                     | 50                         | 0                          | 0                          | 3                        | 0                            |
| \$300-\$500                                    | 1     | 0                     | 0                          | 13                         | 4                          | 0                        | 0                            |
| More than<br>\$500 but<br>less than<br>\$750   | 6     | 0                     | 4                          | 8                          | 6                          | 5                        | 5                            |
| \$750-\$1000                                   | 9     | 0                     | 19                         | 22                         | 4                          | 0                        | 9                            |
| More than<br>\$1000 but<br>less than<br>\$1500 | 25    | 100                   | 0                          | 31                         | 18                         | 60                       | 7                            |
| \$1500-<br>\$2000                              | 24    | 0                     | 27                         | 25                         | 55                         | 3                        | 30                           |
| More than<br>\$2000 but<br>less than<br>\$3000 | 22    | 0                     | 0                          | 0                          | 13                         | 29                       | 29                           |
| \$3000 to<br>\$4000                            | 7     | 0                     | 0                          | 0                          | 0                          | 0                        | 17                           |
| More than<br>\$4000                            | 2     | 0                     | 0                          | 0                          | 0                          | 0                        | 3                            |
| Mean   | 1750  | 1250                  | 747                        | 1130                       | 1601                       | 1572                     | 2198                         |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### **Education**

| %   | Total | Secondary<br>school or less | Some college or university | Complete d<br>college or<br>university | Post<br>graduate<br>degree |
|---|-------|-----------------------------|----------------------------|--|----------------------------|
| Sample                                      | 99    | 5                           | 21                         | 40                                     | 33                         |
| Less than \$300                             | 4     | 0                           | 21                         | 1                                      | 0                          |
| \$300-\$500                                 | 1     | 0                           | 2                          | 1                                      | 1                          |
| More than \$500<br>but less than<br>\$750   | 6     | 6                           | 7                          | 5                                      | 7                          |
| \$750-\$1000                                | 9     | 33                          | 24                         | 1                                      | 9                          |
| More than \$1000<br>but less than<br>\$1500 | 25    | 11                          | 12                         | 11                                     | 50                         |
| \$1500-\$2000                               | 24    | 50                          | 27                         | 30                                     | 11                         |
| More than \$2000<br>but less than<br>\$3000 | 22    | 0                           | 6                          | 38                                     | 13                         |
| \$3000 to \$4000                            | 7     | 0                           | 0                          | 11                                     | 7                          |
| More than \$4000                            | 2     | 0                           | 0                          | 3                                      | 2                          |
| Mean  | 1750  | 1336                        | 1064                       | 2189                                   | 1611                       |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603





#### Canadians' mortgage monthly income proportion - Overall

And approximately what percentage of your monthly income does your mortgage take up? Your best guess is okay.

[Base: Homeowners with a mortgage]

### Age/gender

| %             | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|---------------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample        | 1141  | 137         | 228         | 305         | 273         | 190            | 620  | 490    | 31             |
| 15% or less   | 13    | 9           | 13          | 11          | 17          | 18             | 11   | 14     | 19             |
| 16%-20%       | 19    | 15          | 21          | 19          | 21          | 25             | 22   | 16     | 16             |
| 21%-25%       | 23    | 25          | 24          | 22          | 20          | 26             | 21   | 25     | 26             |
| 26%-30%       | 14    | 17          | 14          | 14          | 15          | 10             | 15   | 14     | 6              |
| 31%-35%       | 9     | 8           | 9           | 11          | 10          | 5              | 10   | 9      | 3              |
| 36%-40%       | 8     | 6           | 10          | 10          | 6           | 5              | 8    | 8      | 10             |
| 41%-50%       | 7     | 9           | 6           | 7           | 7           | 3              | 5    | 8      | 10             |
| 50%-60%       | 3     | 3           | 3           | 2           | 3           | 4              | 3    | 3      | 6              |
| More than 60% | 4     | 7           | 2           | 3           | 1           | 4              | 4    | 3      | 3              |
| Mean          | 27    | 29          | 26          | 27          | 25          | 24             | 27   | 26     | 26             |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %                   | Total | Less<br>than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000<br>to<br>\$100,000 | \$100,000<br>to<br>\$250,000 | More<br>than<br>\$250,000 |
|---------------------|-------|--------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|
| Sample              | 1141  | 30                       | 85                         | 127                        | 147                        | 171                         | 390                          | 52                        |
| 15% or<br>less      | 13    | 10                       | 12                         | 6                          | 7                          | 8                           | 16                           | 33                        |
| 16%-<br>20%         | 19    | 15                       | 19                         | 12                         | 17                         | 16                          | 21                           | 17                        |
| 21%-<br>25%         | 23    | 34                       | 8                          | 25                         | 17                         | 22                          | 27                           | 21                        |
| 26%-<br>30%         | 14    | 1                        | 15                         | 12                         | 23                         | 19                          | 13                           | 13                        |
| 31%-<br>35%         | 9     | 10                       | 8                          | 9                          | 13                         | 11                          | 8                            | 8                         |
| 36%-<br>40%         | 8     | 10                       | 6                          | 12                         | 10                         | 11                          | 7                            | 4                         |
| 41%-<br>50%         | 7     | 5                        | 14                         | 14                         | 8                          | 6                           | 4                            | 2                         |
| 50%-<br>60%         | 3     | 5                        | 4                          | 6                          | 1                          | 2                           | 2                            | 0                         |
| More<br>than<br>60% | 4     | 10                       | 14                         | 4                          | 3                          | 3                           | 1                            | 2                         |
| Mean                | 27    | 30                       | 33                         | 31                         | 28                         | 28                          | 24                           | 20                        |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603



### Education

| %              | Total | Secondary<br>school or less | Some college or university | Completed college or university | Post graduate degree |
|----------------|-------|-----------------------------|----------------------------|---------------------------------|----------------------|
| Sample         | 1141  | 128                         | 262                        | 450                             | 301                  |
| 15% or<br>less | 13    | 11                          | 13                         | 12                              | 14                   |
| 16%-20%        | 19    | 15                          | 17                         | 19                              | 22                   |
| 21%-25%        | 23    | 31                          | 22                         | 23                              | 22                   |
| 26%-30%        | 14    | 11                          | 18                         | 14                              | 14                   |
| 31%-35%        | 9     | 9                           | 8                          | 10                              | 9                    |
| 36%-40%        | 8     | 9                           | 8                          | 8                               | 8                    |
| 41%-50%        | 7     | 12                          | 8                          | 5                               | 6                    |
| 50%-60%        | 3     | 1                           | 2                          | 3                               | 3                    |
| More than 60%  | 4     | 2                           | 5                          | 5                               | 1                    |
| Mean           | 27    | 27                          | 27                         | 27                              | 25                   |



#### Mississauga residents' mortgage monthly income proportion

And approximately what percentage of your monthly income does your mortgage take up? Your best guess is okay.

[Base: Homeowners with a mortgage]

### Age/gender

| %             | Total | 18 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 and<br>over | Male | Female | Non-<br>Binary |
|---------------|-------|-------------|-------------|-------------|-------------|----------------|------|--------|----------------|
| Sample        | 99    | 4           | 12          | 29          | 37          | 17             | 52   | 46     | 1              |
| 15% or less   | 14    | 19          | 9           | 10          | 19          | 35             | 12   | 16     | 100            |
| 16%-20%       | 13    | 0           | 9           | 14          | 27          | 27             | 8    | 19     | 0              |
| 21%-25%       | 27    | 42          | 31          | 28          | 11          | 9              | 38   | 15     | 0              |
| 26%-30%       | 11    | 0           | 17          | 10          | 13          | 11             | 11   | 10     | 0              |
| 31%-35%       | 18    | 19          | 17          | 24          | 11          | 11             | 18   | 19     | 0              |
| 36%-40%       | 7     | 0           | 9           | 10          | 5           | 0              | 3    | 12     | 0              |
| 41%-50%       | 4     | 19          | 0           | 0           | 3           | 0              | 6    | 1      | 0              |
| 50%-60%       | 2     | 0           | 0           | 0           | 8           | 6              | 1    | 3      | 0              |
| More than 60% | 4     | 0           | 9           | 3           | 3           | 0              | 3    | 5      | 0              |
| Mean          | 26    | 26          | 29          | 27          | 25          | 20             | 26   | 27     | 8              |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603





### FORUM RESEARCH INC.

#### Income

| %                   | Total | Less than<br>\$20,000 | \$20,000<br>to<br>\$40,000 | \$40,000<br>to<br>\$60,000 | \$60,000<br>to<br>\$80,000 | \$80,000 to<br>\$100,000 | \$100,000 to<br>\$250,000 |
|---------------------|-------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|---------------------------|
| Sample              | 99    | 1                     | 9                          | 11                         | 10                         | 13                       | 29                        |
| 15% or<br>less      | 14    | 0                     | 50                         | 0                          | 4                          | 4                        | 10                        |
| 16%-20%             | 13    | 0                     | 4                          | 42                         | 24                         | 0                        | 8                         |
| 21%-25%             | 27    | 100                   | 4                          | 26                         | 0                          | 25                       | 31                        |
| 26%-30%             | 11    | 0                     | 0                          | 18                         | 6                          | 3                        | 12                        |
| 31%-35%             | 18    | 0                     | 19                         | 0                          | 6                          | 42                       | 24                        |
| 36%-40%             | 7     | 0                     | 13                         | 7                          | 24                         | 0                        | 11                        |
| 41%-50%             | 4     | 0                     | 0                          | 0                          | 0                          | 26                       | 0                         |
| 50%-60%             | 2     | 0                     | 5                          | 7                          | 0                          | 0                        | 1                         |
| More<br>than<br>60% | 4     | 0                     | 5                          | 0                          | 37                         | 0                        | 3                         |
| Mean                | 26    | 23                    | 23                         | 25                         | 42                         | 32                       | 27                        |

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President lbozinoff@forumresearch.com 416.960.9603

#### **Education**

| %              | Total | Secondary school or less | Some college or<br>university | Completed college<br>or university | Post graduate degree |
|----------------|-------|--------------------------|-------------------------------|------------------------------------|----------------------|
| Sample         | 99    | 5                        | 21                            | 40                                 | 33                   |
| 15% or<br>less | 14    | 0                        | 37                            | 11                                 | 9                    |
| 16%-20%        | 13    | 0                        | 15                            | 9                                  | 19                   |
| 21%-25%        | 27    | 56                       | 8                             | 23                                 | 39                   |
| 26%-30%        | 11    | 9                        | 23                            | 9                                  | 6                    |
| 31%-35%        | 18    | 0                        | 15                            | 20                                 | 20                   |
| 36%-40%        | 7     | 35                       | 0                             | 9                                  | 5                    |
| 41%-50%        | 4     | 0                        | 0                             | 9                                  | 0                    |
| 50%-60%        | 2     | 0                        | 2                             | 2                                  | 1                    |
| More than 60%  | 4     | 0                        | 0                             | 8                                  | 1                    |
| Mean           | 26    | 29                       | 20                            | 31                                 | 25                   |





E-mail: <a href="mailto:lbozinoff@forumresearch.com">lbozinoff@forumresearch.com</a>

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President Ibozinoff@forumresearch.com 416.960.9603

