BUILDING MORE MISSING MIDDLE HOUSING IN WATERLOO REGION

Results from the 2023 Waterloo Region Matters Survey

9/25/23
The Waterloo Region Matters Survey, previously known as the Waterloo Regional Area Survey, has been conducted by the Survey Research Centre since 1998 as a partnership between community and academic researchers. The omnibus study allows partners to pool resources to conduct a larger, higher quality survey at a reduced cost than each would be able to conduct individually. The 2023 wave of research included researchers from the University of Waterloo, Wilfrid Laurier University, Waterloo Region Immigration Partnership, Waterloo Region Association of REALTORS® (WRAR), and Hospice Waterloo Region.

The goal of this survey was to obtain a random sample of residents in Waterloo Region to complete the omnibus survey by telephone and to include a panel of previously recruited Waterloo Region Matters Survey respondents (previously recruited through random digit dialing telephone numbers) to complete the omnibus survey online.

Survey data collection took place from May 15 to July 3, 2023. A total of 225 surveys were completed over the telephone and 275 were completed online.

WRAR’s questions focused on housing, housing affordability and housing supply in Waterloo Region.
HOUSING AFFORDABILITY & SUPPLY
SURVEY RESPONSES
42.6% of millennials, 20.4% of boomers and 37.6% of all residents are spending 30% or more of their household income on housing.

4 in 10 (38.8%) of boomers spend 10% or less of their household income on housing.

Q: Approximately, what percentage of your total household monthly income would you say goes towards your housing payment?
Q: What is your level of agreement or disagreement with the following statement, "I am considering moving to a more affordable location outside of the Waterloo Region"?

- **Strongly disagree**: 11.0%
- **Disagree**: 26.0%
- **Neither disagree or agree**: 21.4%
- **Agree**: 24.8%
- **Strongly Agree**: 16.7%

### Residents considering moving to a more affordable location outside of Waterloo Region

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither disagree or agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>28.6%</td>
<td>24.9%</td>
<td>18.9%</td>
<td>17.3%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Boomers</td>
<td>39.3%</td>
<td>23.3%</td>
<td>18.4%</td>
<td>11.7%</td>
<td>7.3%</td>
</tr>
<tr>
<td>All Residents</td>
<td>26.0%</td>
<td>24.8%</td>
<td>21.4%</td>
<td>16.7%</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

- 27.7% of residents are considering moving out of Waterloo Region for a more affordable location.
68.4% of residents (70.8% of millennials, 75.1% of boomers) most prefer a single-detached house.

Millennials are less likely to prefer apartments than boomers (9.2% vs. 12.4%)

Q: Which of the following options is your most preferred housing type?
SUPPORT FOR MISSING MIDDLE HOUSING

- Both boomers and millennials are strong supporters (67.8% and 68.9%) of missing middle (row, townhome, duplex, triplex and fourplex housing).
- 63.0% of residents support missing middle housing.
- Boomers and millennials are more likely to say they support missing middle vs. all residents (67.8% & 68.9% vs. 63.0%)

Q: Please select one of the following statements that best reflects your level of support for developing the Missing Middle

- Strongly Support
- Somewhat Support
- Neutral
- Slightly Support
- Do No Support

Millenials | Boomers | All Residents
0% | 5% | 10% | 15% | 20% | 25% | 30% | 35% | 40% | 45% | 50%

Strongly Support | Somewhat Support | Neutral | Slightly Support | Do No Support

WRAR
WATERLOO REGION ASSOCIATION OF REALTORS®
CMHC HOUSING COMPLETIONS
WATERLOO REGION
### HOUSING COMPLETIONS IN WATERLOO REGION

Over half (56%) of all homes being built in Waterloo Region are apartments.

All cities are below their housing targets as of July 2023. The City of Waterloo is significantly below with only 290 units completed.

As of September 1, 2023, cities should have 66.7% of homes completed.

#### TRI-CITIES YEAR-TO-DATE (AUGUST 2023) HOUSING COMPLETIONS

<table>
<thead>
<tr>
<th>CITY</th>
<th>SINGLE-DETACHED</th>
<th>SEMI-DETACHED</th>
<th>ROW</th>
<th>APARTMENT</th>
<th>ALL</th>
<th>Municipal Targets</th>
<th>% of Annual (2023) Municipal Housing Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATERLOO</td>
<td>33</td>
<td>4</td>
<td>73</td>
<td>180</td>
<td>290</td>
<td>1600</td>
<td>18.1%</td>
</tr>
<tr>
<td>KITCHENER</td>
<td>220</td>
<td>28</td>
<td>314</td>
<td>1217</td>
<td>1779</td>
<td>3500</td>
<td>50.8%</td>
</tr>
<tr>
<td>CAMBRIDGE</td>
<td>124</td>
<td>4</td>
<td>425</td>
<td>170</td>
<td>723</td>
<td>1900</td>
<td>38.0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>377</td>
<td>36</td>
<td>812</td>
<td>1567</td>
<td>2792</td>
<td>7100</td>
<td>39.3%</td>
</tr>
</tbody>
</table>

| % OF TOTAL COMPLETIONS | 11% | 1% | 29% | 56% | Source: CMHC Sept 2023 |

Source: CMHC Sept 2023
WRAR RECOMMENDATIONS

ROLL BACK EXCLUSIONARY ZONING
Roll back exclusionary (i.e., single-family) zoning and allowing for row, duplex, triplex, and fourplex style housing.

REDUCE PARKING MINIMUMS
Reduce parking minimums in areas rezoned to permit more missing middle housing.

ACTION KEY RECOMMENDATIONS
Action key recommendations coming out of the City of Kitchener’s “Enabling Missing Middle and Affordable Housing” Feasibility Study adopted May 2023.
MORE HOMES FOR WATERLOO FAMILIES

“Growth does not have to be a debate between building single family homes and high-rise apartments. Elected officials must turn their attention to policies that will make it easier to build semi-detached, row, duplex, triplex and fourplex style housing.”

MEGAN BELL, 2023 WRAR PRESIDENT
If you have any questions, please contact us using any of the methods below.

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