

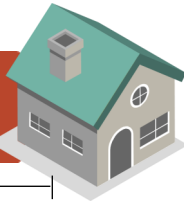
# Housing is Unaffordable for Many Households in Perth-Huron

## AFFORDABLE

EVERYTHING ELSE  
70%

HOUSING  
30%

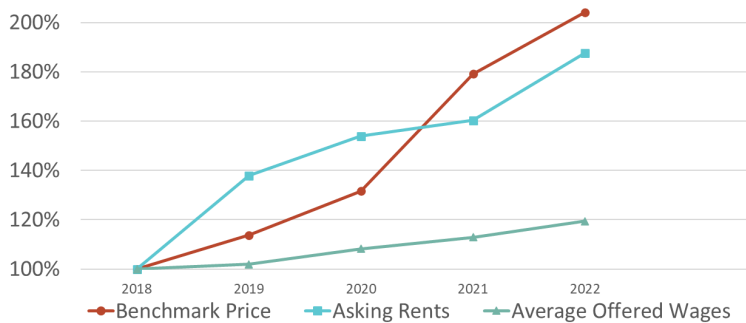
Total Household income



Unfortunately, **many households pay more than the recommended 30%** of their income on housing, because local housing costs have risen dramatically.

## Prices and asking rents dramatically outpace offered wages

Figure 1: Housing Costs vs. Wage Growth: A 5 Year Comparison (2018-2022)



Source: HPAR, City of Stratford, UWPH calculations.



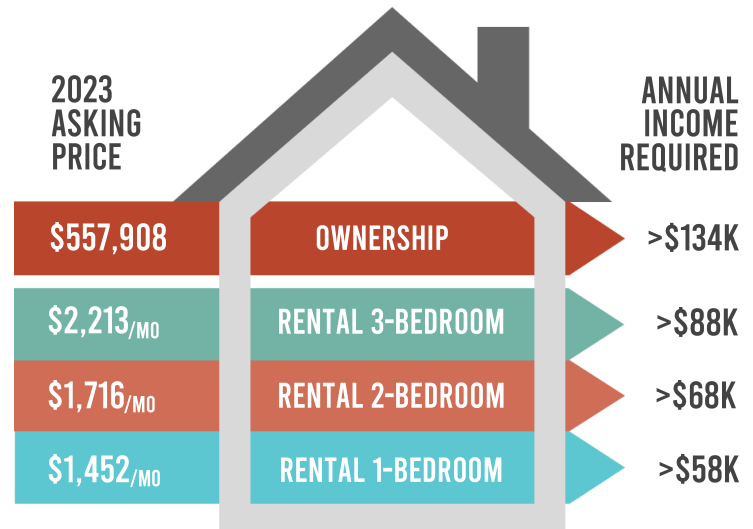
**62%** of Perth-Huron households could not afford the benchmark single-family home

We estimate that **1 in 4 households in Perth and Huron** couldn't afford a one-bedroom at 2023 asking rents.



Source: Statistics Canada, UWPH calculations

Figure 2: 2023 Housing Costs and Income Requirements



Source: HPAR, City of Stratford, County of Huron, UWPH calculations.

## Most households can't afford homeownership

Figure 3: Household Income vs Downpayment on Homes

ONE PERSON	ONE PARENT	COUPLE ONLY	TWO-OR-MORE	COUPLE W CHILDREN
MEDIAN HOUSEHOLD INCOME				
\$47K	\$80K	\$100K	\$116K	\$150K
PERCENT OF MONTHLY INCOME SPENT TO OWN BENCHMARK HOME WITH 20% DOWN PAYMENT				
91%	54%	43%	43%	29%
YEARS TO SAVE FOR 20% DOWN PAYMENT				
26	18	16	15	12

Source: Statistics Canada, HPAR, UWPH calculations

"I'm living with my parents when that is the last thing any of us wishes for. I won't ever be able to afford a house in this economy unless someone dies and gives me the money."

- St. Marys Resident,  
Cost of Housing Survey 2024

# The Workers We Need Can't Afford Rent in Perth-Huron



## Housing is the top barrier to hiring

In 2023, Perth and Huron employers reported the top two barriers to hiring were:



**UNAFFORDABLE HOUSING**



**UNAVAILABLE HOUSING**

Source: Four County Labour Market Planning Board (FCLMPB).

Staffing shortages in our region lead to service reductions, such as temporary ER closures.

## Estimated asking rents, 2023

	HURON	PERTH	STRATFORD	PERTH-HURON AVERAGE
ONE-BEDROOM	\$1,416	\$1,479	\$1,492	\$1,452
TWO-BEDROOM	\$1,503	\$1,876	\$1,963	\$1,716
THREE-BEDROOM	\$1,895	\$2,453	\$2,532	\$2,213

## Asking Rents are Too High for Workers in Key Sectors

These are the sectors with the most posted vacancies in 2023, with their median posted wage:



HEALTHCARE



CONSTRUCTION



MANUFACTURING



HOSPITALITY  
/RETAIL

The **Rental Wage** is what each full-time earner in a household would need to earn to afford asking rents at 30% of their income, with no government assistance.



Source: City of Stratford, County of Huron, UWPH calculations

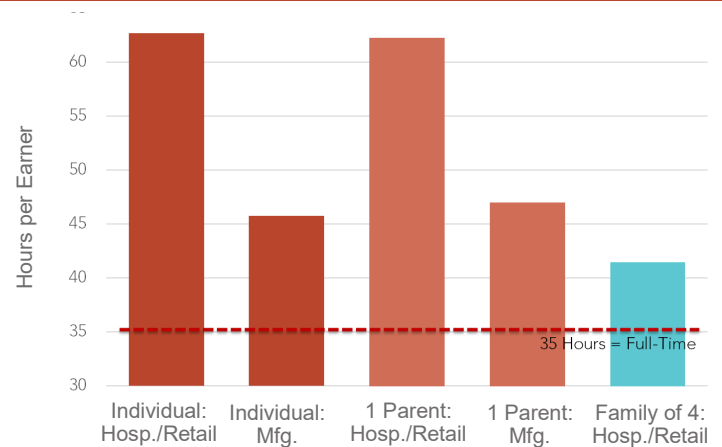
Rents are too high for single-earner households and for workers in hospitality, retail, and manufacturing. A single individual working at posted hospitality/retail wages would spend 52% of their income on rent.

Many individuals who can't work depend on social assistance benefits like *Ontario Works* (OW) and the *Ontario Disability Support Program* (ODSP). Households relying on these programs would have to spend between 52% and 160% of their monthly income to pay asking rents.

"I am a professional in a full-time, permanent position. My rent per month for an old apartment that has many issues is more than one of my paycheques."

- Central Huron Resident,  
Cost of Housing Survey 2024

## Workers in hospitality, retail, and manufacturing have to work overtime to afford rent



Source: FCLMPB, City of Stratford, County of Huron, UWPH calculations

## New community housing can help

Community housing is run by governments or non-profits and includes rent-geared-to-income housing, co-op housing, and 'affordable/attainable' housing offered at a discount. It aims to serve low-to-moderate-income households.

## Thousands of affordable units needed to end housing poverty

Thousands of households in Perth-Huron have housing that's too small, too run-down, or too expensive, and can't afford alternatives.

REGION	HOUSEHOLDS IN NEED/ UNITS NEEDED	MAXIMUM RENT	AFFORDABILITY LEVEL
HURON	300	\$451	Deeply Affordable
	795	\$1,128	Affordable
PERTH (excluding Stratford)	200	\$483	Deeply Affordable
	510	\$1,208	Affordable
STRATFORD	160	\$443	Deeply Affordable
	810	\$1,107	Affordable

Source: HART, UWPH calculations