

Housing is Unaffordable for Many Households in Perth-Huron



United Way Perth-Huron



Social Research & Planning Council



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.

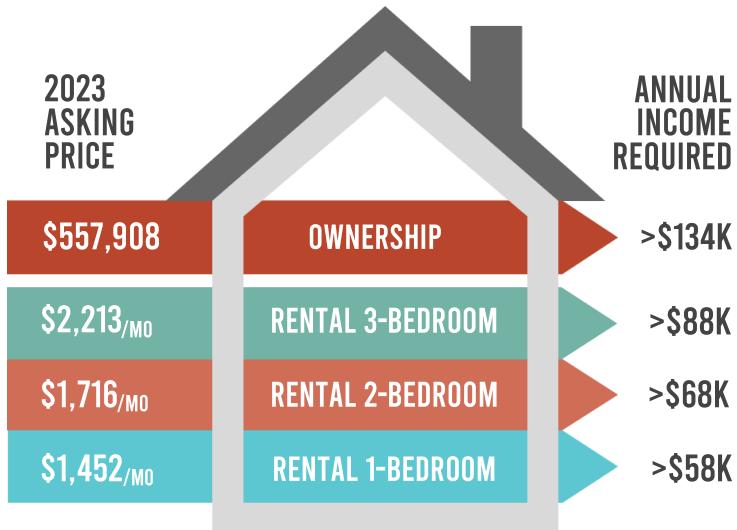


62% of Perth-Huron households could not afford the benchmark single-family home

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



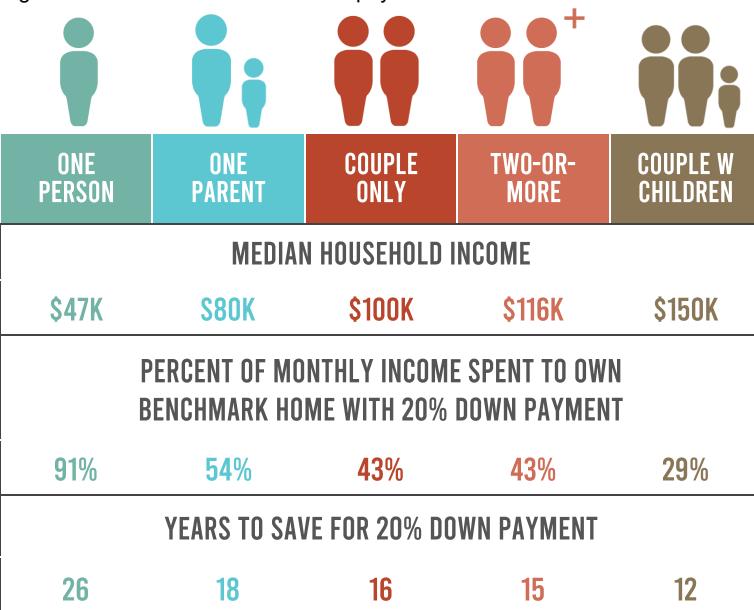
Figure 2: 2023 Housing Costs and Income Requirements



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

Most households can't afford homeownership

Figure 3: Household Income vs Downpayment on Homes



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



United Way
Perth-Huron



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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

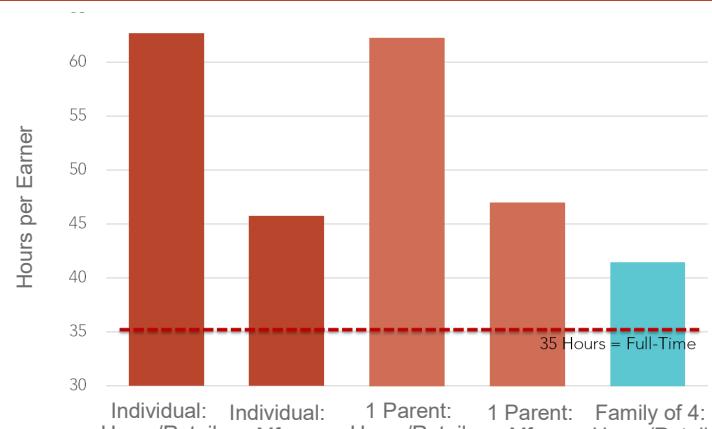
Rents are too high for single-earner households and for workers in hospitality, retail, and manufacturing. A single individual working at posted hospitality/retail wages would spend 52% of their income on rent.

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