




Toronto Real Estate Board Home Buyers

MAY 2017

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METHODOLOGY

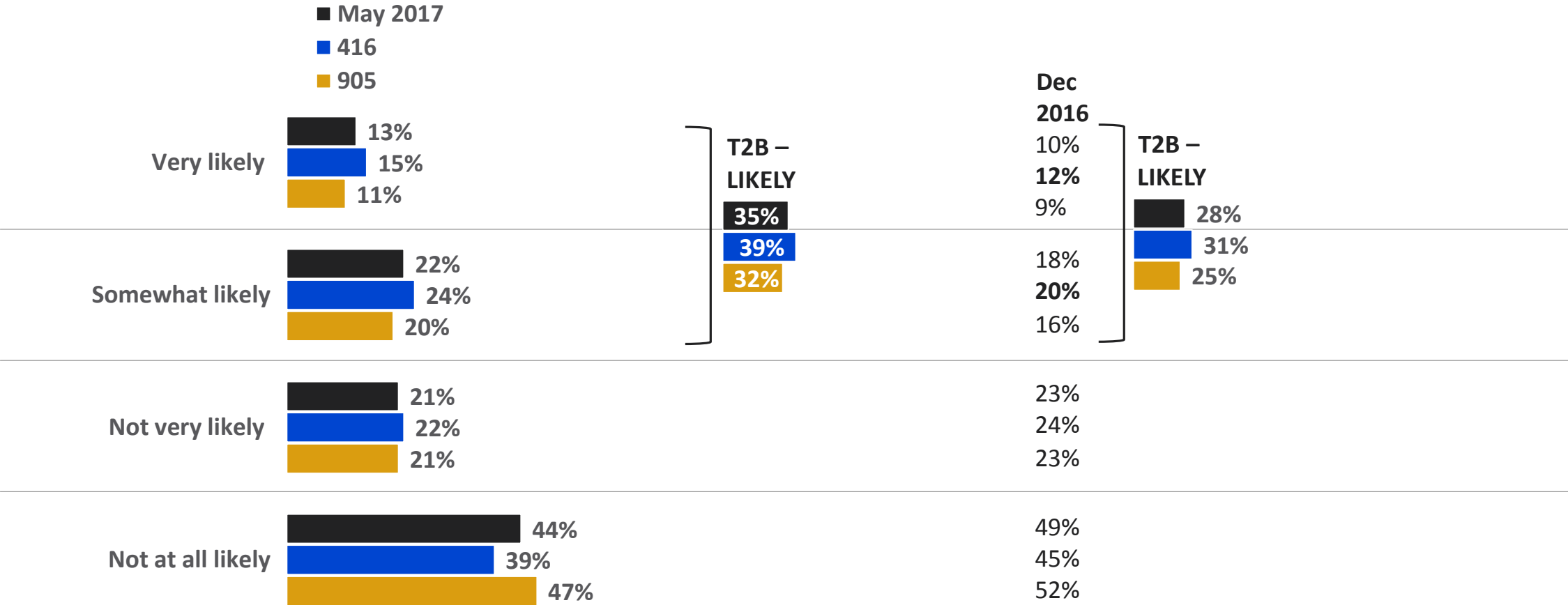
Methodology

- The survey was conducted through Ipsos online I-Say panel among Ontario residents in the 416 and 905 regions aged 18+.
- Final sample size is n=1376 likely homebuyers (very likely or somewhat likely). In order to gather a sample of n=1376 likely home buyers, a total Ontario sample size of n=3407 had to be interviewed.
- Interviews were completed between May 23 to May 29, 2017.
- Data is weighted according to Statistics Canada census data by age, gender, and region to make certain that the accuracy of the data accurately reflects the actual distribution of Ontarians within this region.
- The accuracy of Ipsos online polls is measured using a credibility interval. In this case, the results are considered accurate to within +/- 3.0 percentage points of what the results would have been had every likely homebuyer in the 416 and 905 regions aged 18+ been polled.
- The credibility interval is wider among subsets of the population, including homebuyers in the 416 (n=781 +/- 4.0) or 905 (n=595 +/- 4.6).
- Statistically significant differences within groups are indicated throughout the report with a green box ().

HOME BUYING TRENDS

Likelihood To Purchase A Home

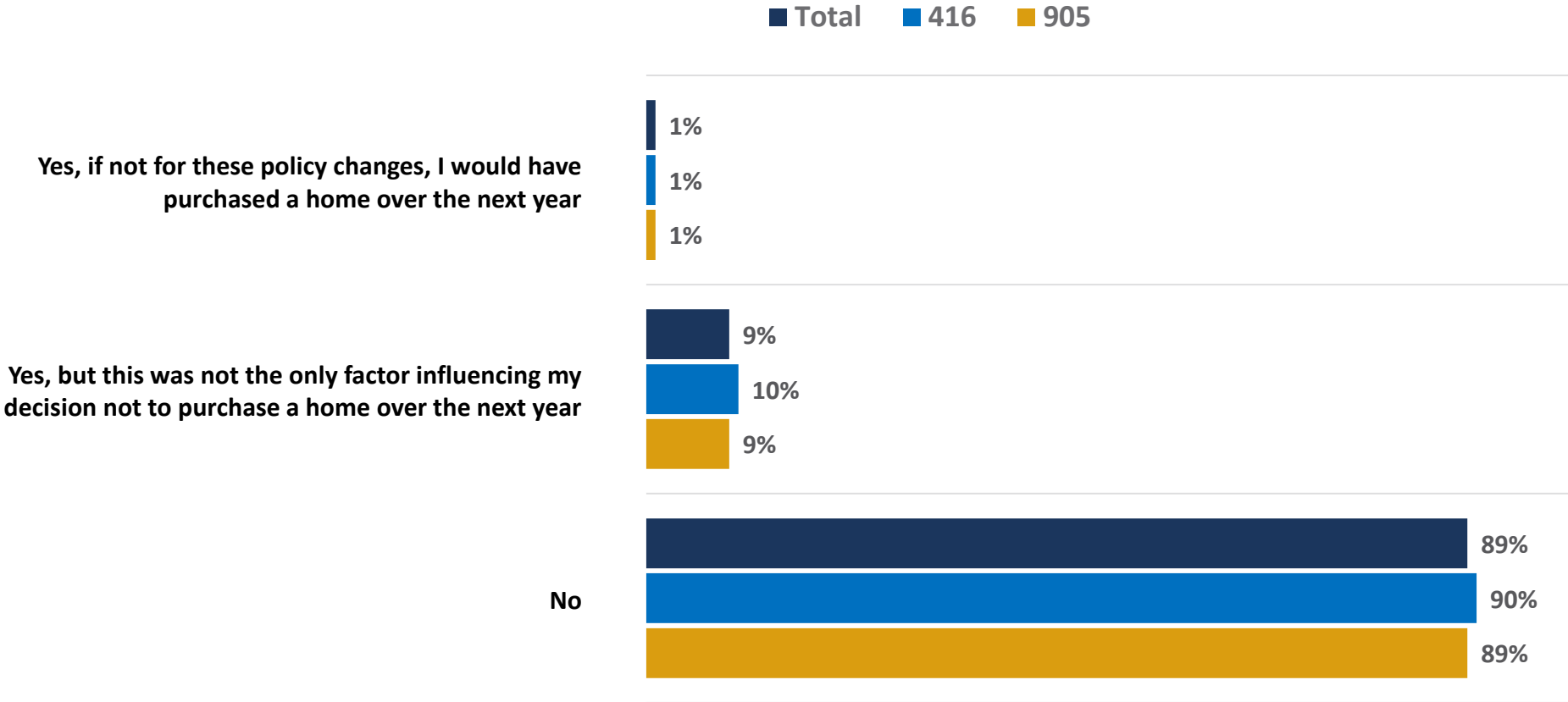
- About one in three GTA residents (35%) claim to be at least somewhat likely to purchase a home to live in over the next year up 7 points since December 2016. While seasonality may be at play in these results, it's important to note that just over one in ten (13%) describe themselves as 'very likely' to buy – a closer approximation of serious intent.
- Intent to buy is stronger among those living in the 416 than in the 905.



1. How likely are you to purchase a home in which to live over the next year?
 Base: All respondents. May 2017 (n=3407); 416 (n=1768); 905 (n=1639). Dec 2016 (n=3,774); 416 (n=1,475); 905 (n=2,299). Nov 2015 (n=3451); 416 (n=1518); 905 (n=1933);

Did Recent Policy Changes Impact Your Decision NOT to Purchase?

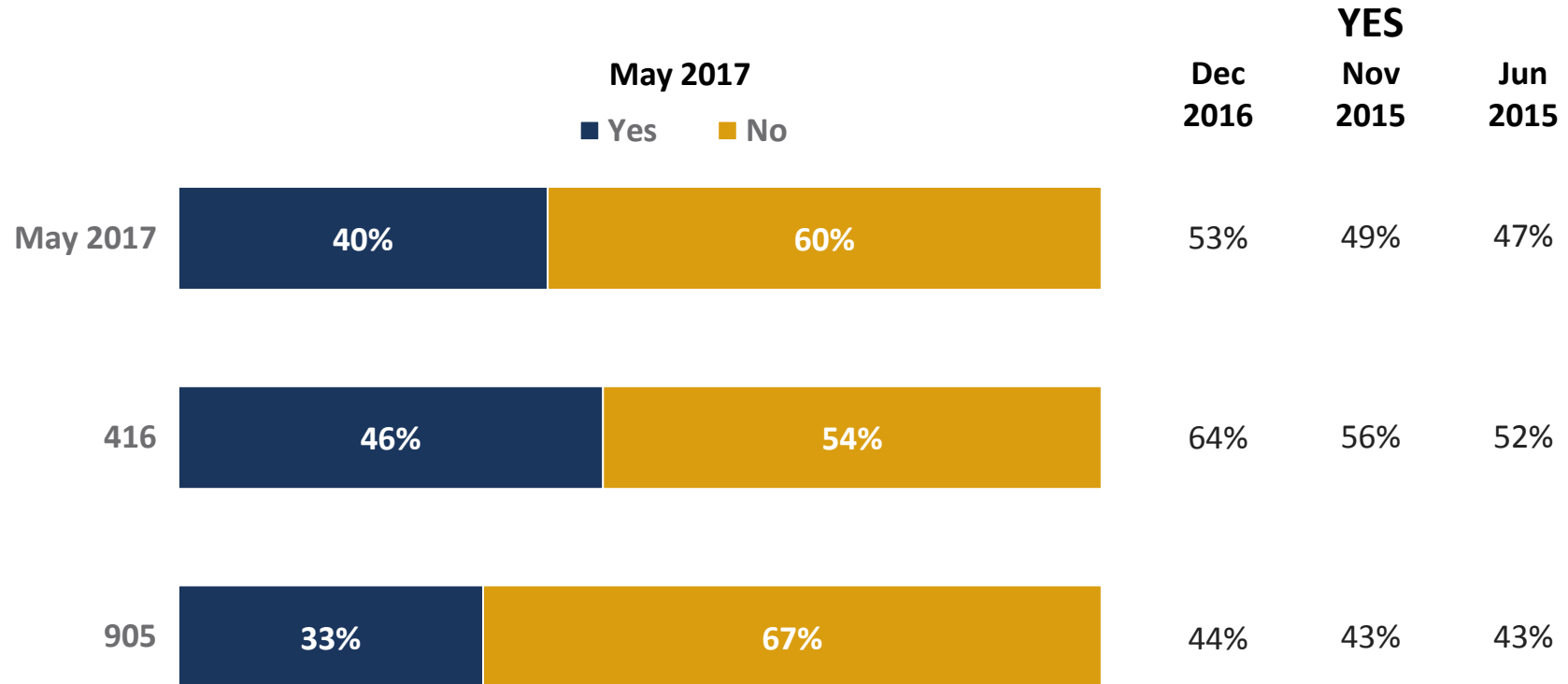
- While a majority of those who aren't likely to buy a home in the next year say that changes to the Fair Housing Plan didn't contribute to their decision, one in ten (9%) say it was a factor in their deciding not to sell.
- This pattern is consistent across regions.



Q2. Did the recent policy changes made by the Ontario Provincial Government in the Ontario Fair Housing Plan specifically influence your decision NOT to purchase a home over the next year? The Fair Housing Plan includes a tax on foreign buyers, rent controls, measures to increase housing supply and measures to address tax avoidance. Base: All Respondents. May 2017 (n=2016); 416 (n=979); 905 (n=1037).

Incidence of First-Time Home Buyers

- Of those who are planning to buy, only four in ten (40%) will be first-time home buyers – down 13 points from last December.
- Home buyers in the 416 are more likely to be buying for the first time.



3. Will you be a first-time home buyer?

Base: Likely To Purchase. May 2017 (n=1376); 416 (n=781); 905 (n=595). Dec 2016 (n=1,001); 416 (n=455); 905 (n=546). Nov 2015 (n=1000); 416 (n=490); 905 (n=510); June 2015 (n=768); 416 (n=387); 905 (n=381).

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