




Toronto Real Estate Board Home Sellers

MAY 2017

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METHODOLOGY

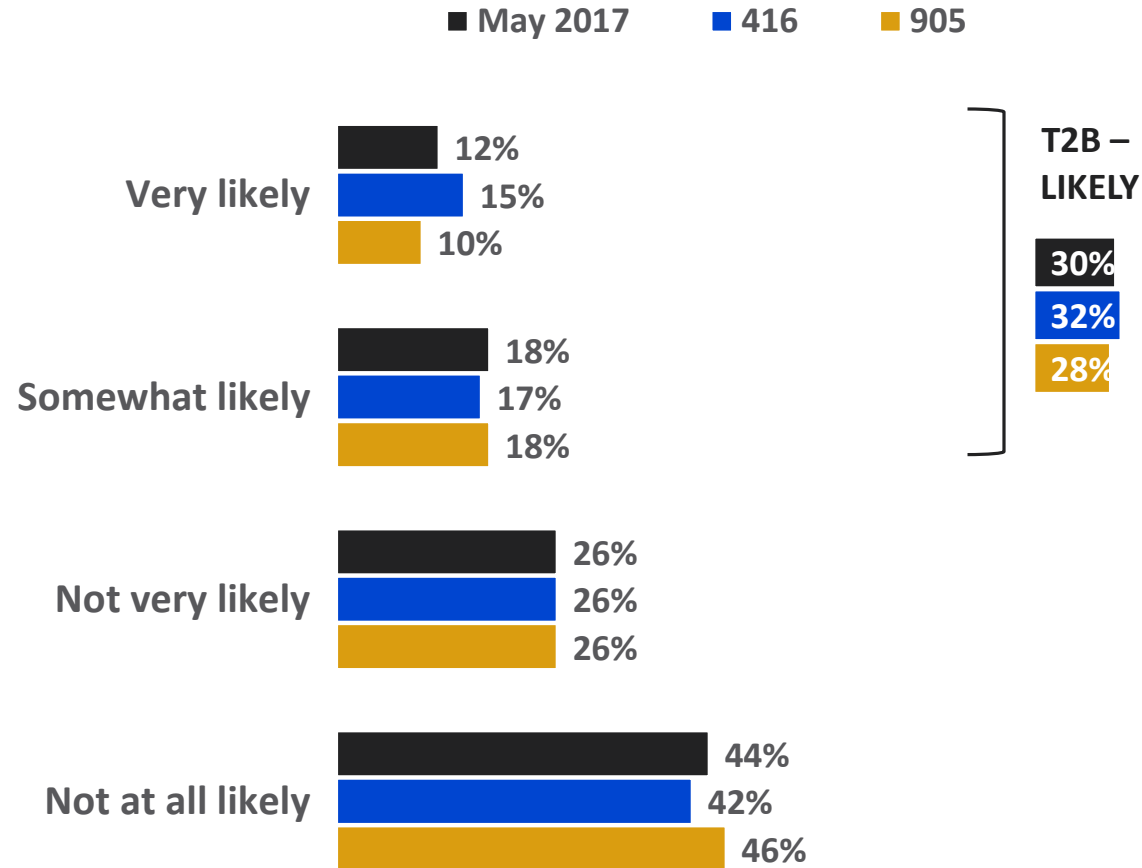
Methodology

- The survey was conducted through the Ipsos online I-Say panel among Ontario residents in the 416 and 905 regions aged 18+.
- Final sample size is n=500 likely home sellers (very likely or somewhat likely). In order to gather a sample of n=500 likely home buyers, a total GTA 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 +/- 5.0 percentage points of what the results would have been had every GTA home seller had been polled.
- The credibility interval is wider among subsets of the population, including either the 416 (n=225 +/- 7.4) or 905 (n=275 +/- 6.7)
- Statistically significant differences within groups is indicated throughout the report with a green box ().

DETAILED FINDINGS

Likelihood of Listing Home For Sale

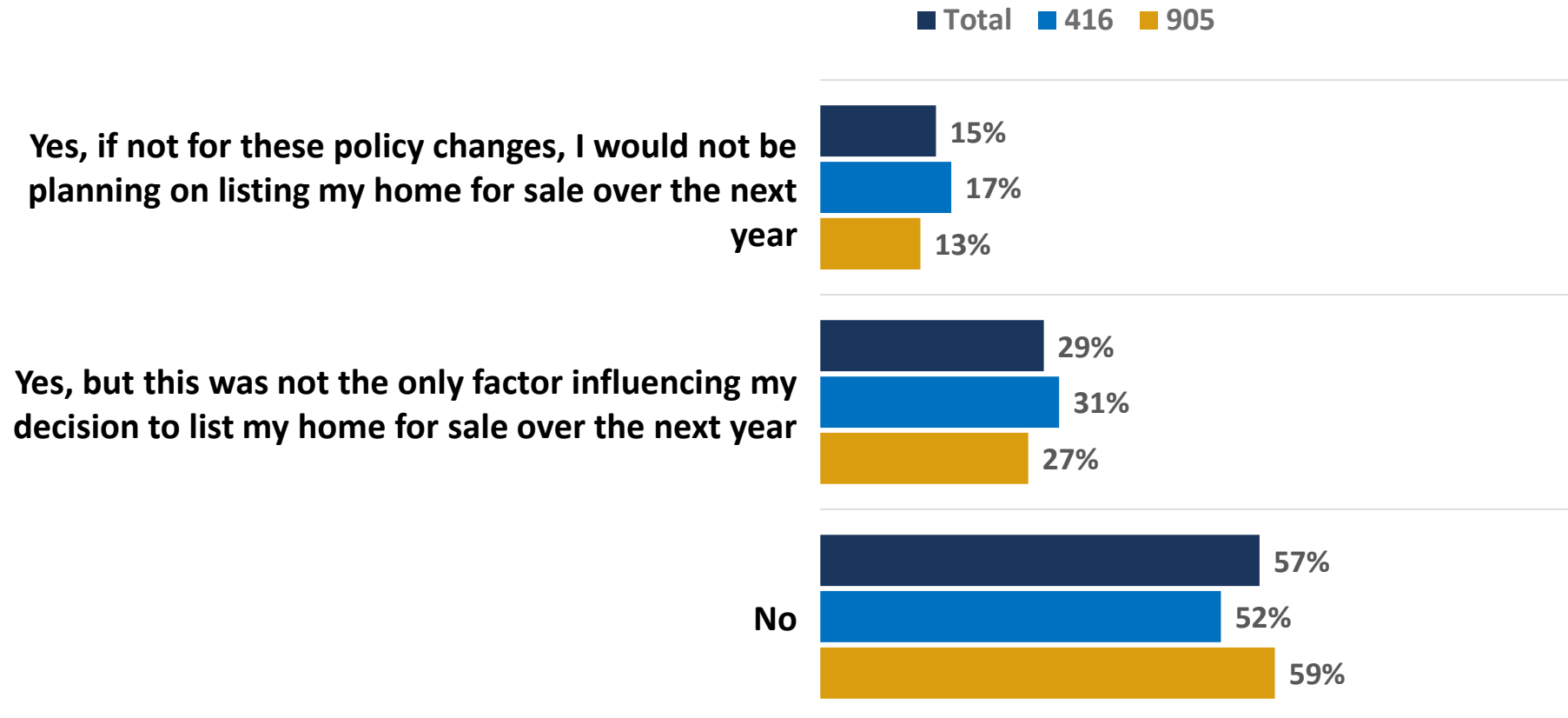
- Three in ten GTA homeowners (30%) say they're at least somewhat likely to list their home for sale over the next year, with one in ten (12%) being 'very likely' to do so.
- Those in the 905 region are less likely to consider selling their home.



Q4. How likely are you to list your home for sale over the next year?
 Base: HomeOwner (n=2019); 416 (n=959); 905 (n=1060)

Did Recent Policy Change Impact Your Decision to List

- More than one in ten home sellers (15%) say they wouldn't be considering listing their home for sale were it not for the recent changes to the Ontario Fair Housing Plan, while a further three in ten (29%) say it impacted their decision in some way.
- For most (57%) there has been no impact – this applies across both regions of the GTA.

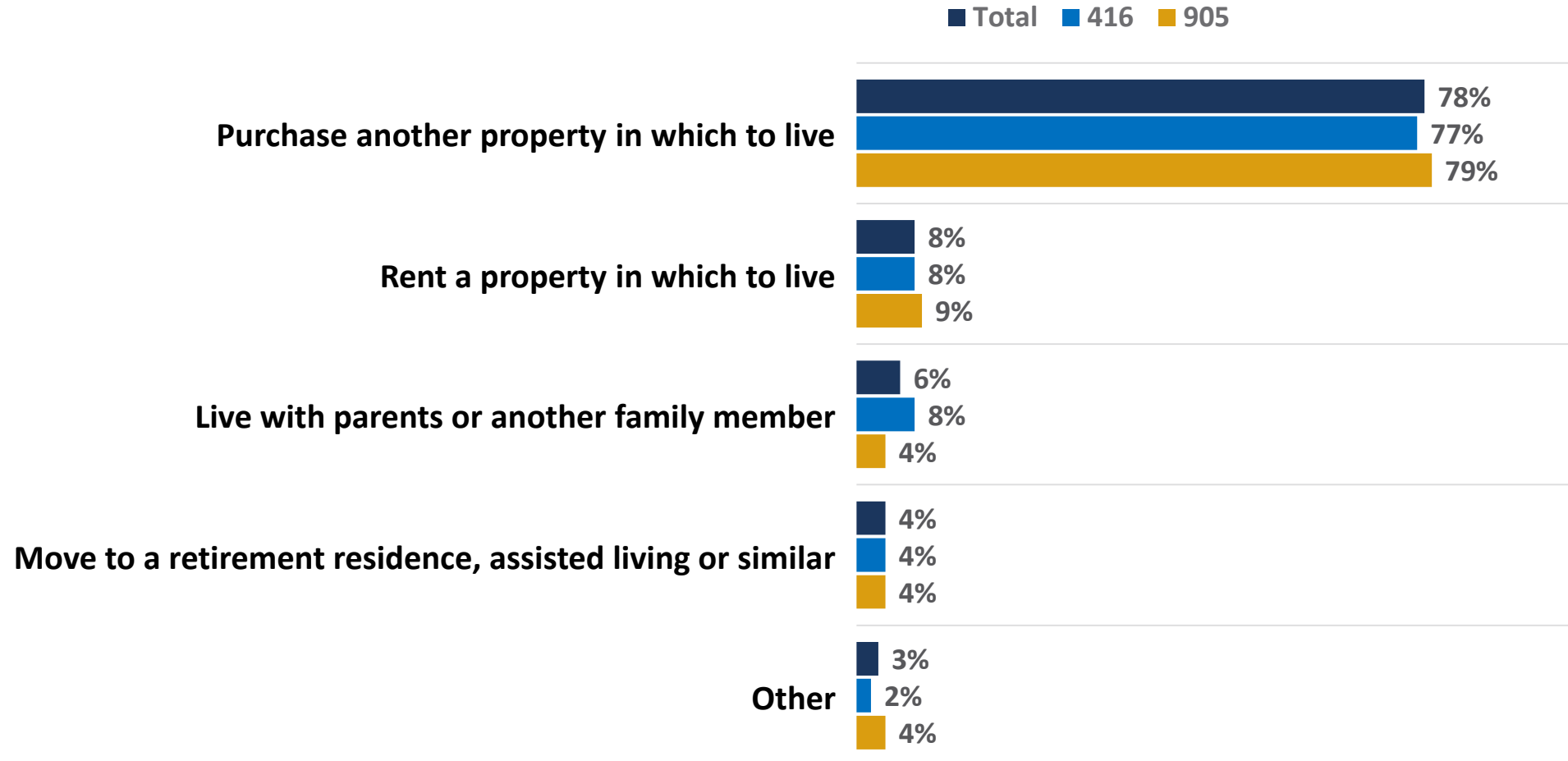


Q5. Did the recent policy changes made by the Ontario Provincial Government in the Ontario Fair Housing Plan specifically influence your decision to list your property for sale over the next year? The Fair Housing Plan includes a tax on foreign buyers, rent controls, measures to increase housing supply and measures to address tax avoidance.

Base: Home Seller (n=510); 416 (n=231); 905 (n=279)

Plan Once Property is Sold

- Most sellers (78%) plan to buy another property to live in. Smaller numbers will rent, live with family, or move to an assisted living facility or retirement residence.
- This means that most people selling will remain in the market, while few (22%) will at least temporarily exit it. This trend is comparable across the 416 and 905.



Q6. What do you plan to do once you sell your property?
Base: Home Seller (n=505); 416 (n=228), 905 (n=277)

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