



The Ontario Real Estate Association **Real Estate Market Index**

WAVE 8 - JUNE 2017

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Methodology

The survey was fielded between **MAY 29th and MAY 31st**, 2017. For this survey, a sample of **2,003 Ontarian adults**, aged 18 and over, from Ipsos' Ontario I-say panel was interviewed online. This sample also included:

- 923 GTA region residents
- 204 Central Ontario residents
- 225 Eastern Ontario residents
- 549 Southwestern Ontario residents
- 102 Northern Ontario residents
- **137 First-time homebuyers**
- **476 Millennials**
- 495 Prospective homebuyers (including 246 who are 'very likely' to buy) within the next two years
- 352 Prospective home sellers (including 188 who are 'very likely' to sell) within the next two years

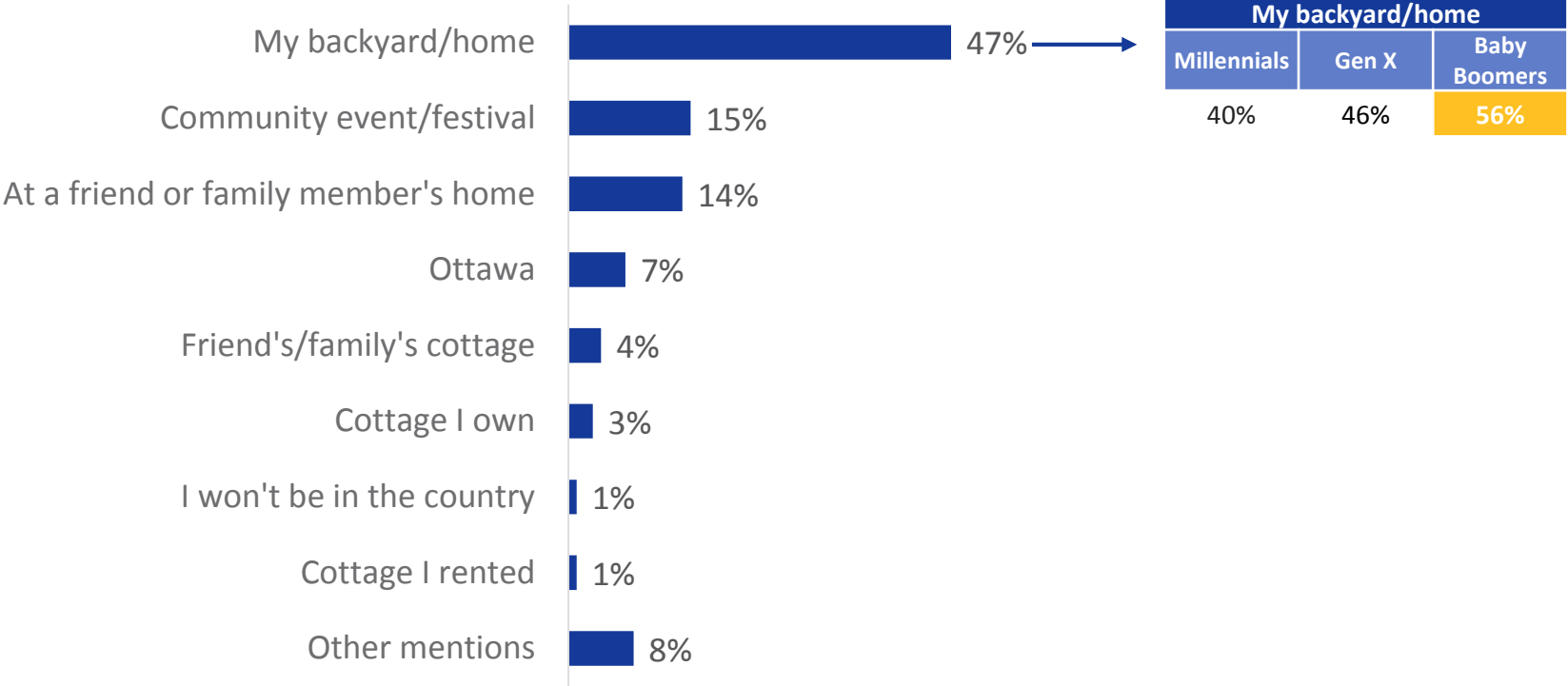
Weighting was then employed to ensure that the sample's composition reflects that of the adult population according to Census data for age, gender, and region.

Results are considered **accurate to within +/- 2.5 percentage points**, 19 times out of 20.

CANADA DAY

Plans for Canada Day

- Most people will celebrate Canada Day in their own home, a friend/family member's home, or at a cottage – suggesting that homes remain the focal point for important celebrations. Boomers are especially likely to stay home.



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