

REAL ESTATE AFFORDABILITY

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GAME CHANGERS



METHODOLOGY

These are the findings of the **Global Advisor Wave 132**, an Ipsos survey conducted between Sept 20 – Oct 4, 2019.

The survey instrument is conducted monthly in 29 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

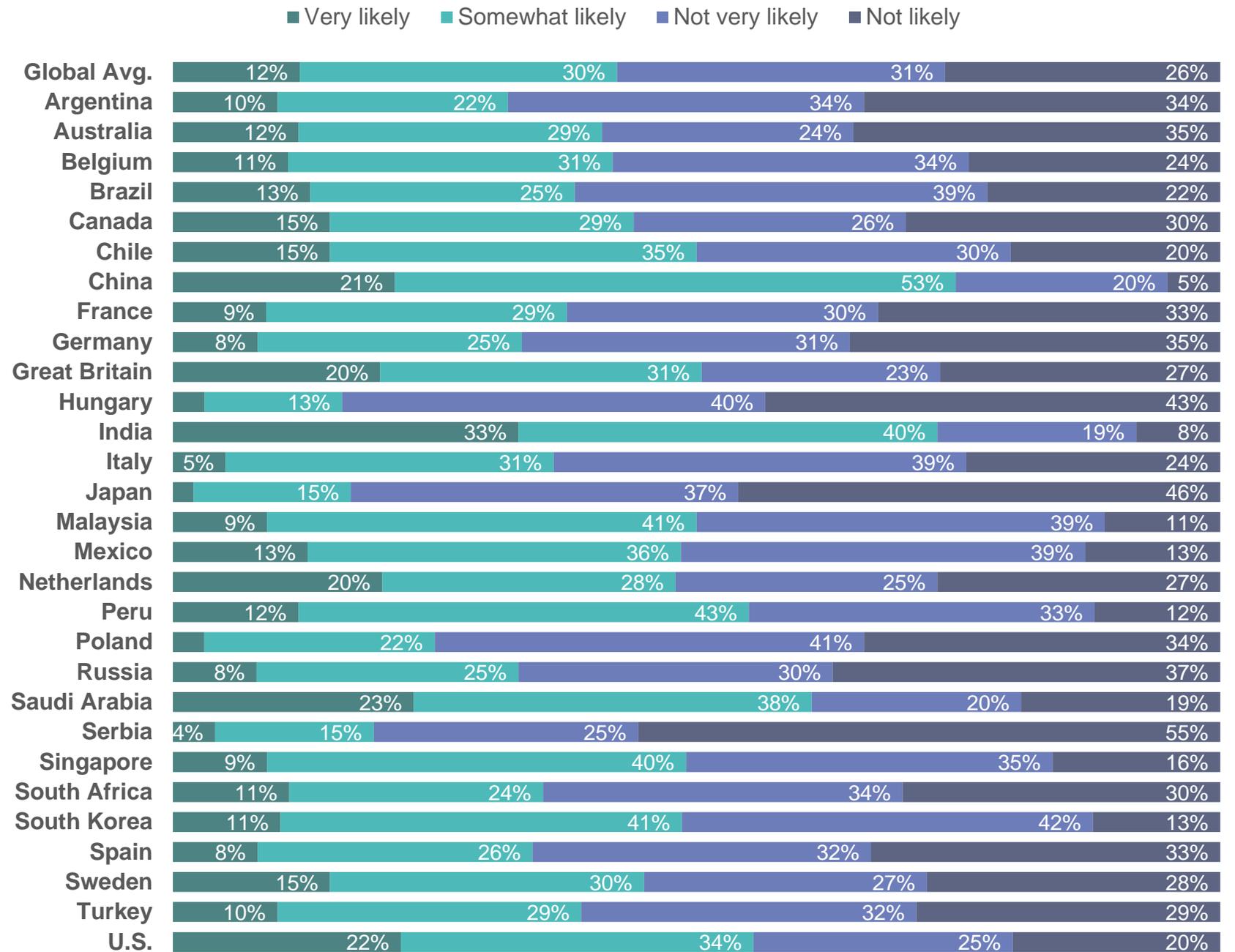
For the results of the survey presented herein, an international sample of 20,448 adults ages 19-74 in South Korea, 18-74 in the United States of America, Canada, China, Malaysia, South Africa and Turkey, and ages 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Belgium, Chile, Hungary, India, Israel, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

15 of the 29 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States).

Brazil, China, Chile, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

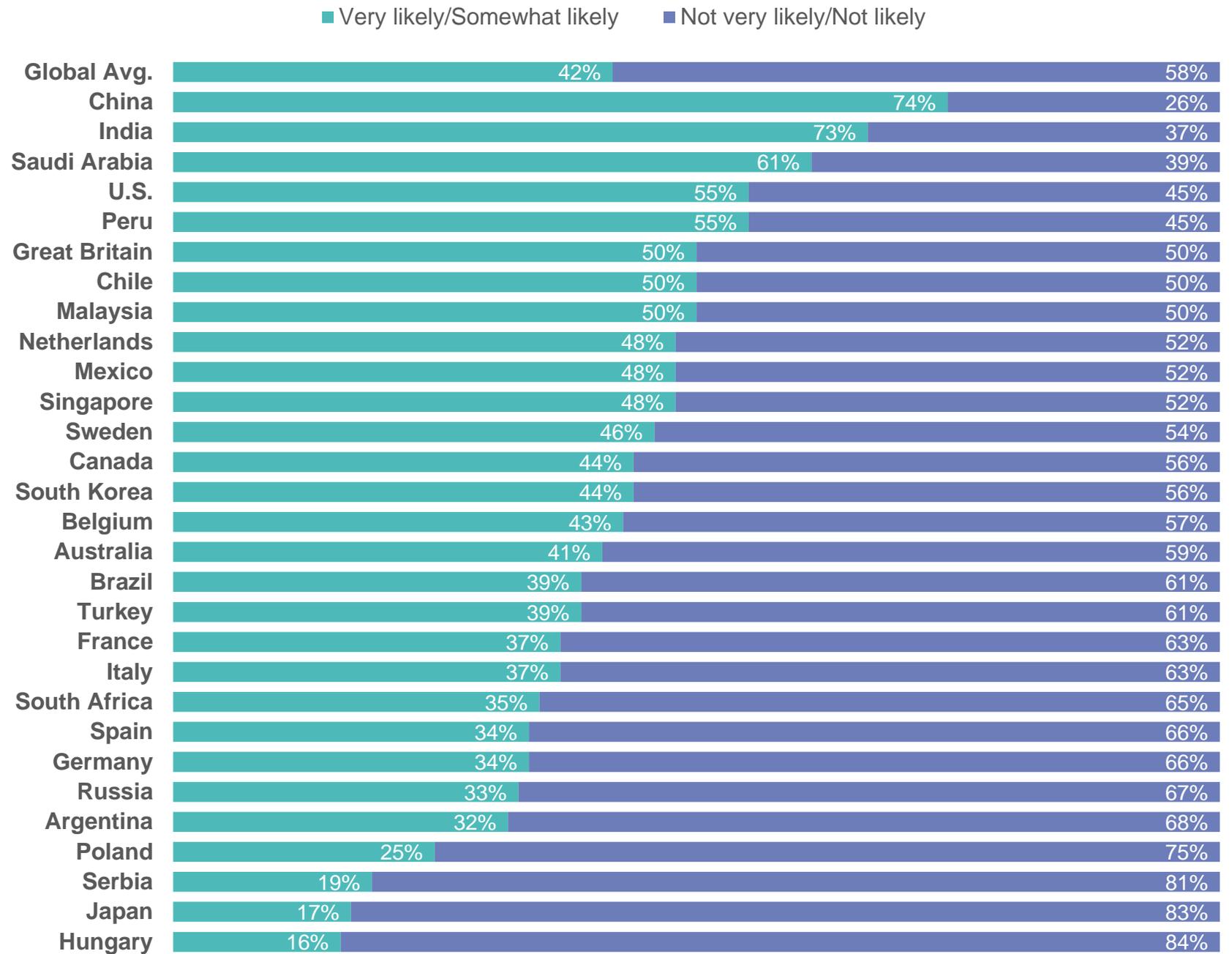
Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Q1. Assuming you are looking for a new place to live, do you think you can afford to buy a home in your local property/real estate market?



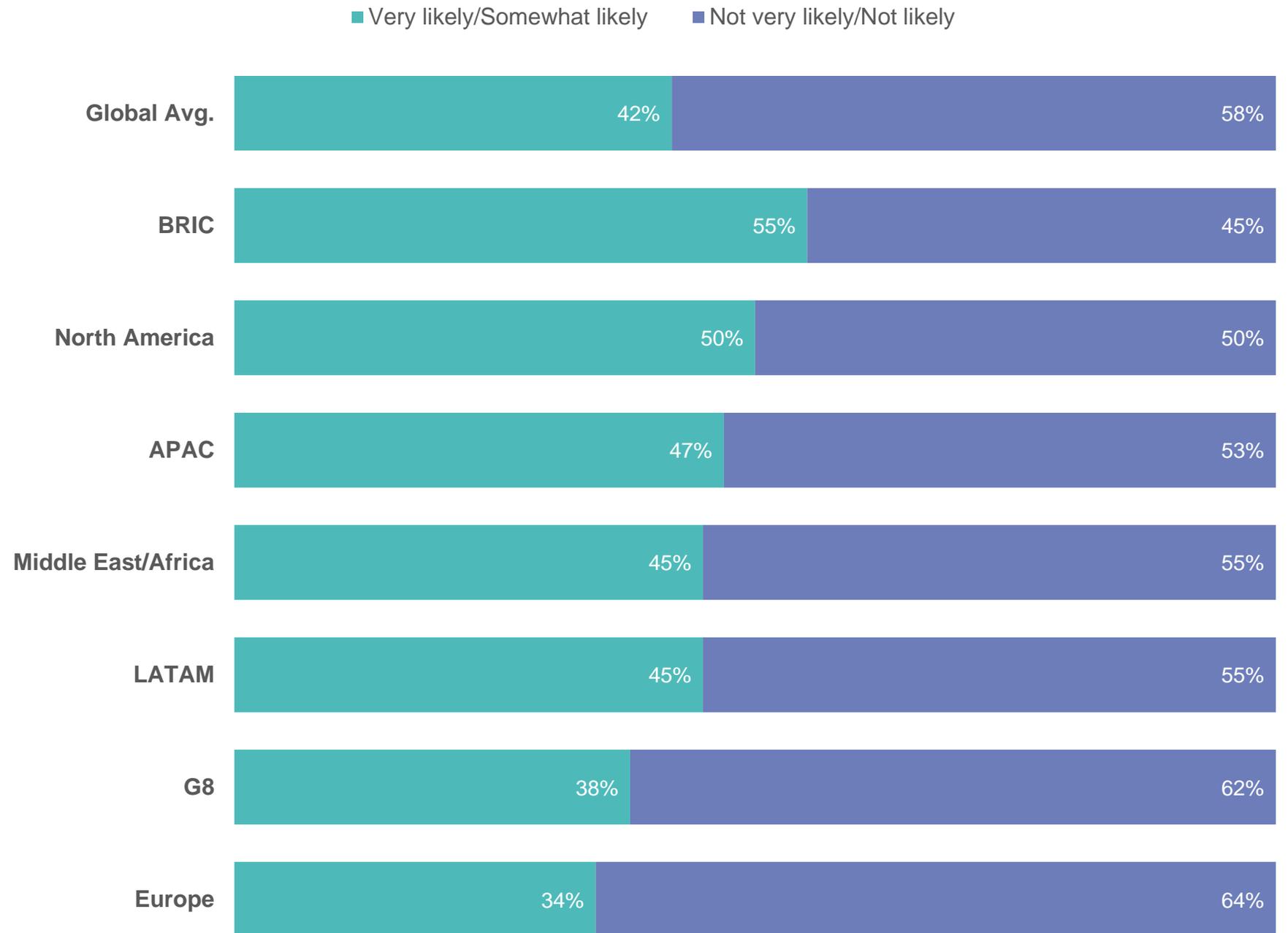
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Emerging markets account for seven of the top 10 countries where most say they can afford to buy a home.



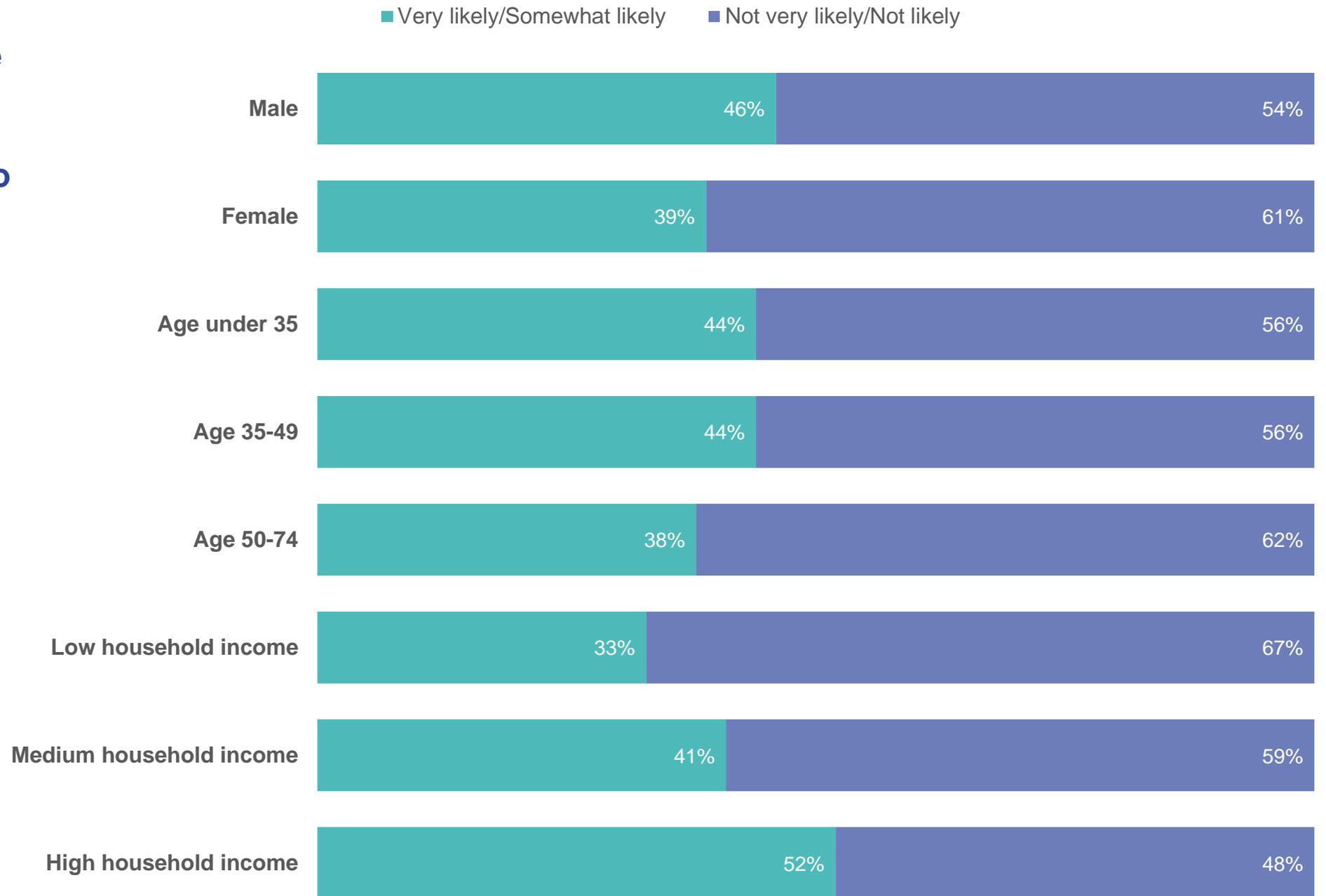
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People in Europe and the G8 countries say they are least able to afford to buy a home.



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More than three in five people aged 50 and older say they are unlikely to afford buying a home.

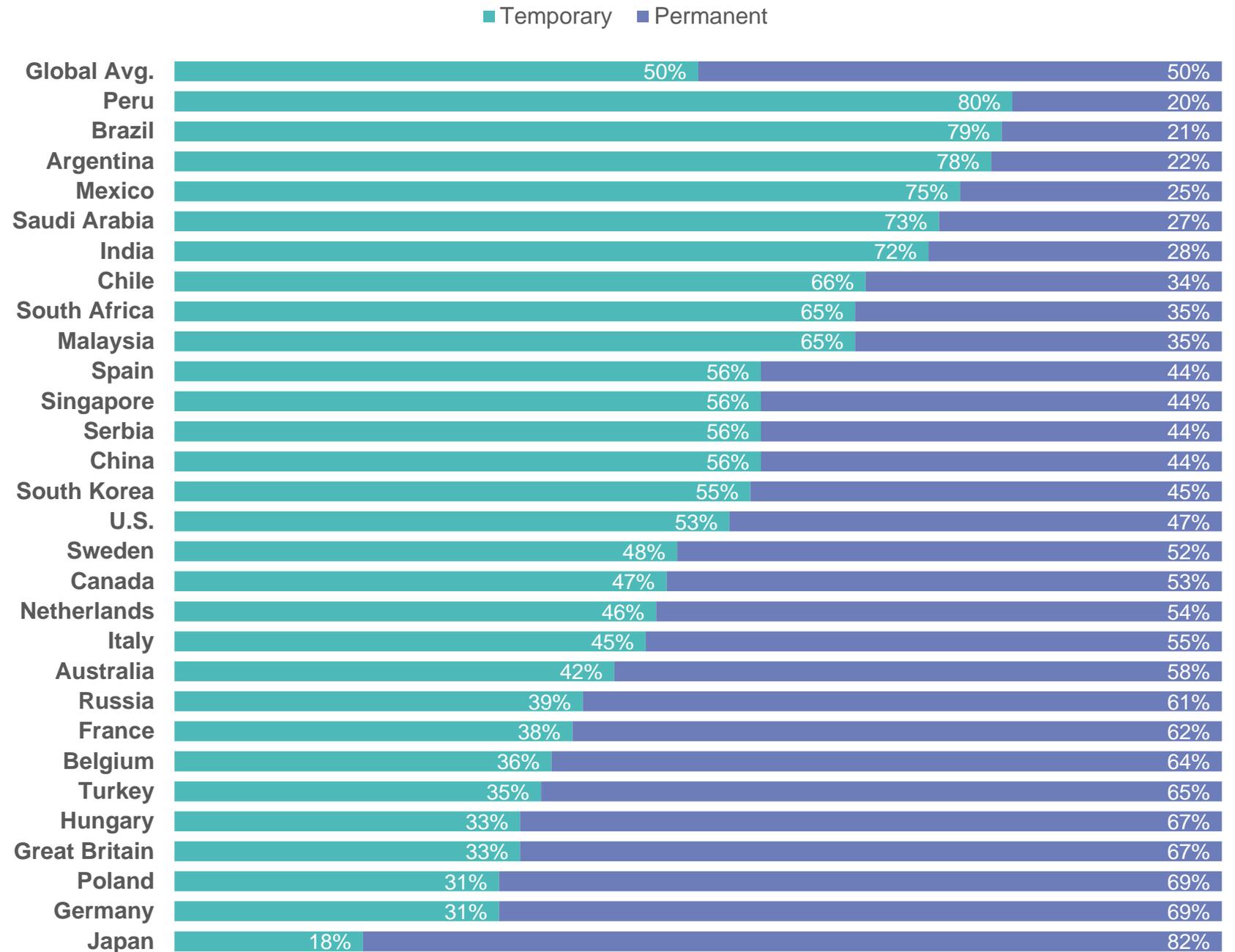


Q2. For those who say it's unlikely they can afford to buy a home, do you think this is a temporary situation that could improve in the future, or a permanent one?

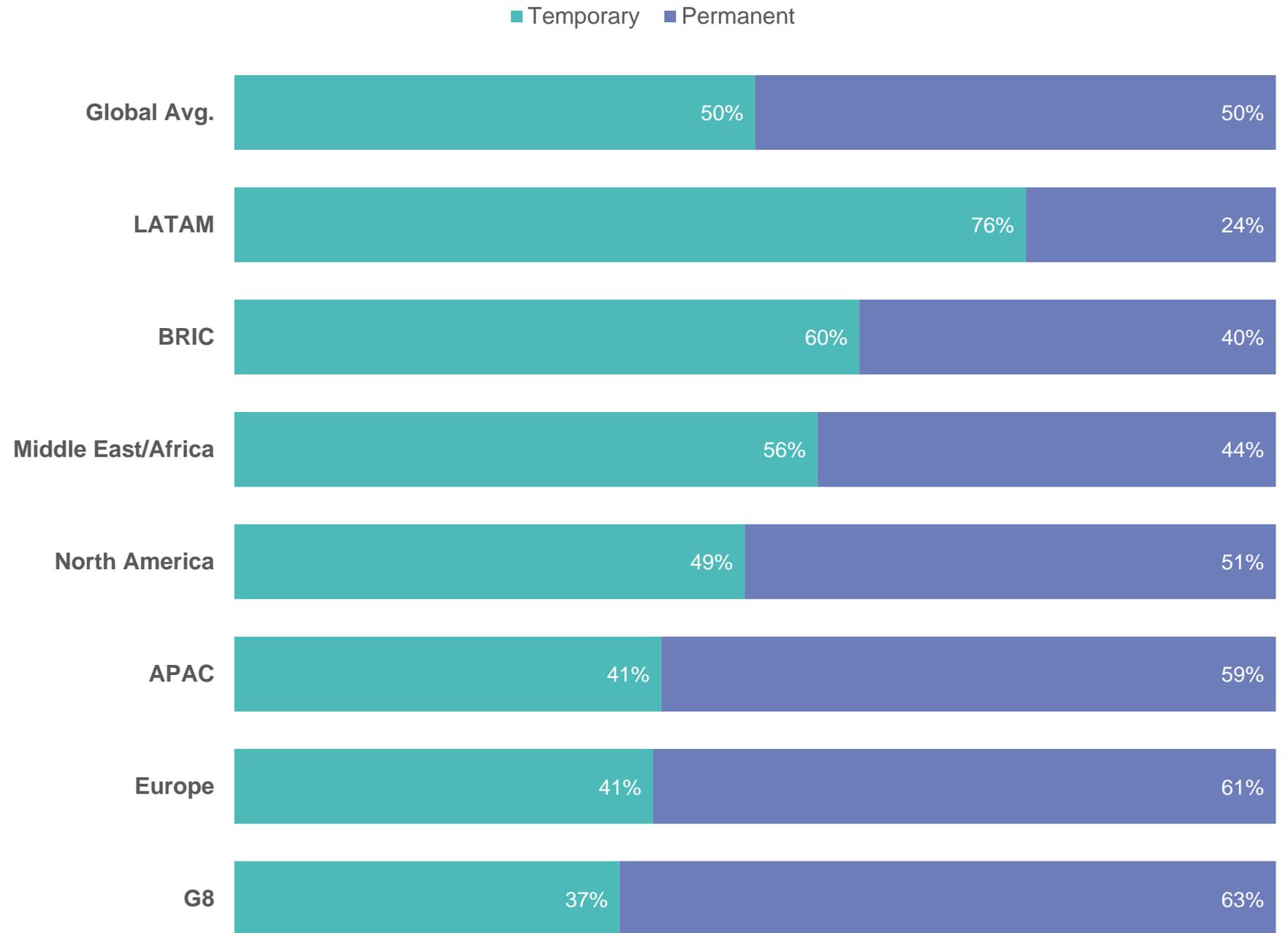


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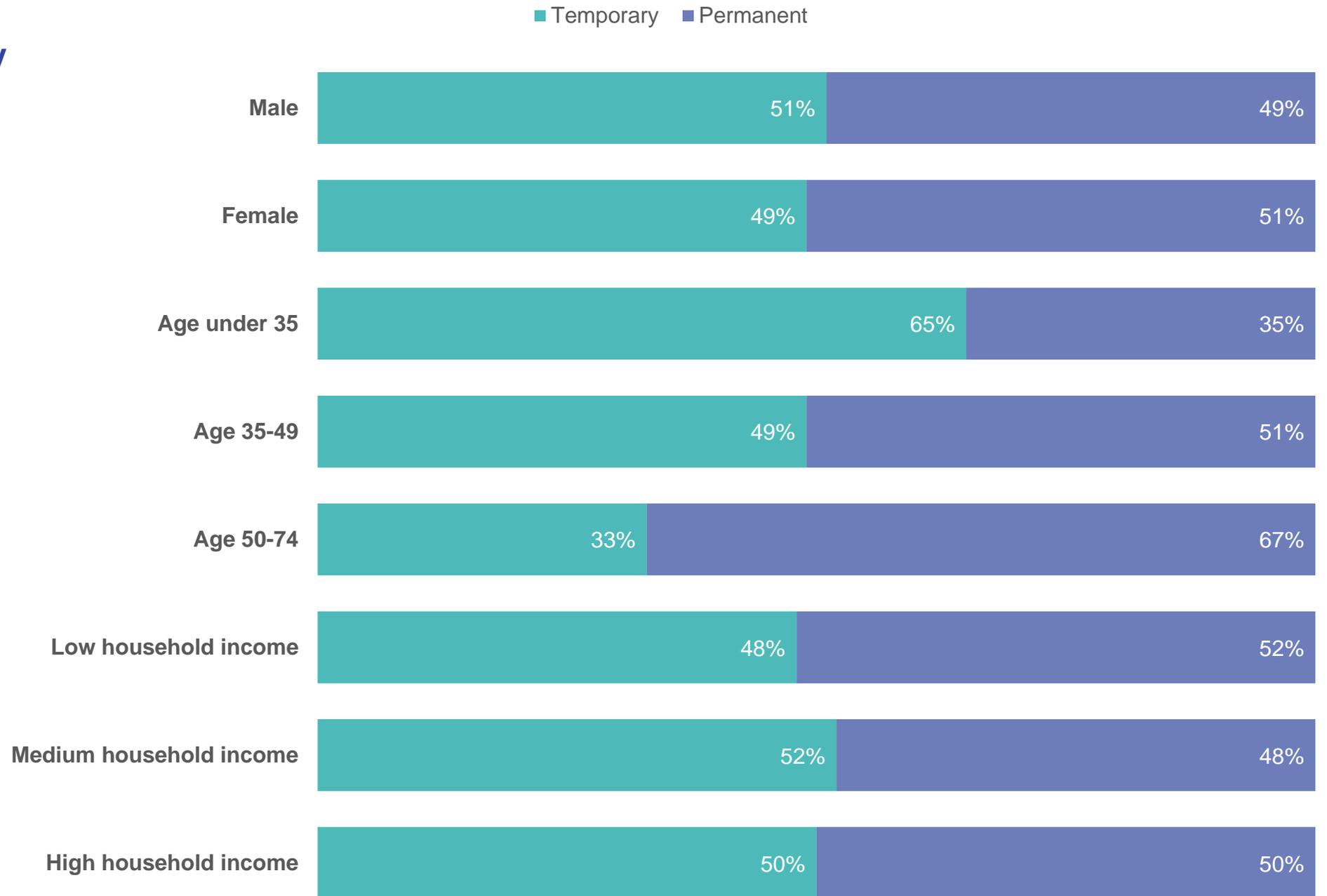
People in developing markets are most likely to say not being able to afford a home is a temporary situation.



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CONTACT FOR MORE INFORMATION

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