

How likely are you to do the following in 2023: - Top 2 Box Summary

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Buy a home	190	89	101	-	100	70	20	12	39	70	69	50	88	38	14
	19%	18%	20%	-	38%	22%	5%	27%	16%	19%	21%	42%	32%	15%	4%
				**	EF	F		*					MN	MN	N
Buy a second/investment home	80	38	41	-	42	36	2	1	11	33	35	20	39	19	2
	14%	13%	15%	-	34%	19%	1%	7%	9%	14%	16%	38%	28%	12%	1%
				**	EF	F		**					MN*	MN	N
Sell your home	102	52	50	1	44	37	21	2	19	42	38	19	45	22	17
	17%	17%	17%	33%	35%	20%	8%	13%	16%	19%	17%	37%	32%	14%	7%
				**	EF	F		**					MN*	MN	N
Find somewhere to rent	172	80	90	2	81	51	40	13	52	59	47	43	58	40	31
	41%	42%	40%	60%	57%	38%	29%	47%	42%	40%	41%	64%	44%	40%	27%
				**	EF			*					LMN*	N	

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Buy a home	811	399	407	5	167	252	392	32	203	308	267	70	185	218	338
	81%	82%	80%	100%	62%	78%	95%	73%	84%	81%	79%	58%	68%	85%	96%
				**		D	DE	*							KL
Buy a second/investment home	506	261	243	2	83	150	272	15	107	197	187	32	101	137	236
	86%	87%	85%	100%	66%	81%	99%	93%	91%	86%	84%	62%	72%	88%	99%
				**		D	DE	**				*			KL
Sell your home	483	247	235	1	81	149	253	14	98	187	184	33	96	134	221
	83%	83%	83%	67%	65%	80%	92%	87%	84%	81%	83%	63%	68%	86%	93%
				**		D	DE	**				*			KL
Find somewhere to rent	244	109	134	1	61	85	98	15	72	90	67	25	75	61	83
	59%	58%	60%	40%	43%	62%	71%	53%	58%	60%	59%	36%	56%	60%	73%
				**		D	D	*				*	K	K	KL*

Thinking about housing in Canada, to what extent do you agree or disagree with the following: - Top 2 Box Summary

	Gender				AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
I have given up on ever owning a home	263	116	145	1	72	83	108	18	81	94	69	34	70	74	85
	63%	61%	65%	37%	51%	61%	78%	65%	65%	63%	61%	50%	53%	73%	75%
				**			DE	*				*		KL	KL*
I would consider co-ownership with family or friends in order to afford a home	211	94	116	1	97	67	47	13	66	69	63	45	85	44	37
	51%	50%	52%	23%	69%	49%	34%	48%	53%	46%	55%	66%	64%	44%	32%
				**	EF	F		*				MN*	MN		*
It is possible to be financially secure and not own a home	801	382	417	2	197	257	348	31	183	318	269	84	211	208	299
	80%	78%	82%	42%	74%	80%	84%	71%	76%	84%	80%	70%	77%	81%	85%
				**			D	*		GH				K	KL
Owning a home in Canada is now only for the rich	689	315	371	2	197	223	269	23	167	262	237	85	202	182	220
	69%	65%	73%	46%	74%	69%	65%	53%	69%	69%	71%	71%	74%	71%	63%
			A	**	F			*	G	G	G		N	N	
The federal government is doing enough to address the housing affordability issue in Canada	269	154	115	-	98	86	84	15	58	100	96	48	89	62	70
	27%	32%	23%	-	37%	27%	20%	33%	24%	26%	29%	40%	33%	24%	20%
		B		**	EF			*				MN	MN		
Owning a home is less important now than it was 25 years ago	459	223	234	2	125	164	169	19	93	193	153	61	128	122	147
	46%	46%	46%	42%	47%	51%	41%	43%	39%	51%	46%	51%	47%	48%	42%
				**	F			*		H					
Owning your own home is the best investment a person can make	764	373	389	2	188	244	333	30	195	286	254	80	201	198	286
	76%	76%	77%	46%	70%	76%	81%	67%	81%	75%	76%	67%	73%	77%	81%
				**			D	*						K	KL
I won't feel I have accomplished what I need to in my life until I own my own home	475	232	244	-	177	169	130	22	111	159	184	75	175	121	106
	47%	47%	48%	-	66%	52%	31%	49%	46%	42%	55%	62%	64%	47%	30%
				**	EF	F		*			HI	MN	MN	N	
Since owning a home is so far out of reach for me, I'm considering focusing less on earning money and more on enjoying myself	444	223	219	2	147	141	156	22	118	160	144	71	138	106	130
	44%	46%	43%	42%	55%	44%	38%	50%	49%	42%	43%	59%	50%	41%	37%
				**	EF			*				MN	MN		
High interest rates have me on the sidelines for now, and I won't buy or sell a home as a result	707	339	367	1	191	233	283	31	176	274	226	81	205	184	237
	71%	69%	72%	16%	72%	72%	69%	71%	73%	72%	67%	68%	75%	72%	67%
				**				*					N		
Now is good time for first-time buyers to buy a home	298	167	131	-	107	91	100	12	72	112	102	52	97	58	91
	30%	34%	26%	-	40%	28%	24%	28%	30%	30%	30%	43%	36%	23%	26%
		B		**	EF			*				MN	MN		
Now is a good time to be buying a home	302	167	135	1	105	90	107	10	84	101	108	52	96	61	93
	30%	34%	27%	16%	40%	28%	26%	22%	35%	27%	32%	44%	35%	24%	26%
		B		**	EF			*	I			MN	MN		
Now is a good time to be selling a home	443	231	210	2	130	149	163	17	124	165	137	71	124	110	139
	44%	47%	41%	31%	49%	46%	40%	39%	51%	43%	41%	59%	45%	43%	39%
				**	F			*	J			LMN			

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	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
I have given up on ever owning a home	153	73	78	2	69	54	30	10	43	55	45	34	63	27	29
	37%	39%	35%	63%	49%	39%	22%	35%	35%	37%	39%	50%	47%	27%	25%
				**	F	F		*				MN*	MN		*
I would consider co-ownership with family or friends in order to afford a home	205	95	107	3	44	69	91	14	59	80	51	23	48	57	77
	49%	50%	48%	77%	31%	51%	66%	52%	47%	54%	45%	34%	36%	56%	68%
				**	D	DE		*				*			KL
It is possible to be financially secure and not own a home	200	106	91	3	70	65	64	13	59	60	68	36	63	49	52
	20%	22%	18%	58%	26%	20%	16%	29%	24%	16%	20%	30%	23%	19%	15%
				**	F			I*	I			MN	N		
Owning a home in Canada is now only for the rich	312	173	136	3	70	99	143	21	75	117	99	35	71	74	132
	31%	35%	27%	54%	26%	31%	35%	47%	31%	31%	29%	29%	26%	29%	37%
		B		**	D			HIU*							LM
The federal government is doing enough to address the housing affordability issue in Canada	732	334	393	5	169	236	327	29	184	279	240	72	184	194	282
	73%	68%	77%	100%	63%	73%	80%	67%	76%	74%	71%	60%	67%	76%	80%
		A		**	D	D		*							KL
Owning a home is less important now than it was 25 years ago	542	265	274	3	142	158	242	25	149	186	183	59	145	134	205
	54%	54%	54%	58%	53%	49%	59%	57%	61%	49%	54%	49%	53%	52%	58%
				**	E			*	I						
Owning your own home is the best investment a person can make	237	115	119	3	79	79	79	14	47	93	82	40	73	59	66
	24%	24%	23%	54%	30%	24%	19%	33%	19%	25%	24%	33%	27%	23%	19%
				**	F			*				MN	N		
I won't feel I have accomplished what I need to in my life until I own my own home	526	256	264	5	90	154	282	23	131	219	152	45	99	135	246
	53%	53%	52%	100%	34%	48%	69%	51%	54%	58%	45%	38%	36%	53%	70%
				**	D	DE		*	J	J					KL
Since owning a home is so far out of reach for me, I'm considering focusing less on earning money and more on enjoying myself	557	265	289	3	120	181	256	22	124	219	192	49	136	150	222
	56%	54%	57%	58%	45%	56%	62%	50%	51%	58%	57%	41%	50%	59%	63%
				**	D	D		*							KL
High interest rates have me on the sidelines for now, and I won't buy or sell a home as a result	294	149	141	4	76	90	129	13	66	105	111	39	68	73	115
	29%	31%	28%	84%	28%	28%	31%	29%	27%	28%	33%	32%	25%	28%	33%
				**				*							L
Now is good time for first-time buyers to buy a home	703	321	377	5	160	231	312	32	170	267	234	68	176	198	261
	70%	66%	74%	100%	60%	72%	76%	72%	70%	70%	70%	57%	64%	77%	74%
		A		**	D	D		*							KL
Now is a good time to be buying a home	699	321	373	4	161	232	305	34	158	278	228	67	177	195	259
	70%	66%	73%	84%	60%	72%	74%	78%	65%	73%	68%	56%	65%	76%	74%
		A		**	D	D		*		H					KL
Now is a good time to be selling a home	558	257	297	3	137	173	248	27	118	214	200	49	150	146	213
	56%	53%	59%	69%	51%	54%	60%	61%	49%	57%	59%	41%	55%	57%	61%
				**			D	*		H			K	K	K

What are your expectations for the Canadian housing market in 2023?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	464	532	5	248	400	353	48	241	375	337	118	297	288	298
Base: All Respondents (wtd)	1001	488	508	5	267	322	412	44	242	379	336	120	273	256	352
Bank of Canada will continue to increase interest rates	346	157	187	2	95	104	148	10	87	129	119	38	102	81	125
	35%	32%	37%	46%	35%	32%	36%	23%	36%	34%	36%	32%	37%	32%	36%
				**				*							
Bank of Canada will reduce interest rates	165	101	62	1	52	58	54	6	31	62	66	22	51	48	43
	16%	21%	12%	16%	20%	18%	13%	14%	13%	16%	20%	18%	19%	19%	12%
		B		**	F			*		H		N	N		
Not enough housing will be built in Canada to keep up with demand	359	174	182	2	77	95	187	14	81	126	138	36	83	80	160
	36%	36%	36%	46%	29%	29%	45%	32%	33%	33%	41%	30%	30%	31%	45%
				**			DE	*		I					KLM
Average home prices will increase	346	159	186	-	78	127	141	19	80	137	110	40	86	103	117
	35%	33%	37%	-	29%	40%	34%	43%	33%	36%	33%	33%	32%	40%	33%
				**		D		*						L	
Average home prices will decrease	237	119	117	1	50	64	123	4	49	84	99	13	62	55	107
	24%	24%	23%	26%	19%	20%	30%	9%	20%	22%	30%	11%	23%	21%	30%
				**			DE	*		G	GHI		K	K	KLM
Housing market prices will crash	177	79	97	1	66	62	49	7	37	86	47	32	59	49	37
	18%	16%	19%	26%	25%	19%	12%	16%	15%	23%	14%	27%	22%	19%	10%
				**	F	F		*		HJ		N	N	N	
Many Canadians will default on their mortgage payments due to high interest rates	475	220	254	1	106	152	218	15	125	179	157	42	124	120	190
	47%	45%	50%	26%	40%	47%	53%	34%	52%	47%	47%	35%	45%	47%	54%
				**			D	*	G					K	KL
Immigration will continue to drive high demand for real estate	341	170	169	2	78	101	162	11	73	135	122	29	91	87	135
	34%	35%	33%	42%	29%	31%	39%	25%	30%	36%	36%	24%	33%	34%	38%
				**			DE	*							K
None of the above	86	41	43	2	25	27	34	12	25	33	16	12	20	23	32
	9%	8%	8%	38%	9%	8%	8%	26%	10%	9%	5%	10%	7%	9%	9%
				**				HJJ*	J						
Sigma	2532	1221	1299	13	626	791	1116	98	588	972	874	266	677	645	945
	253%	250%	256%	264%	234%	245%	271%	223%	243%	257%	260%	222%	248%	252%	269%