CENTURY 21: GREAT CANADIAN HOUSING ADAPTATION

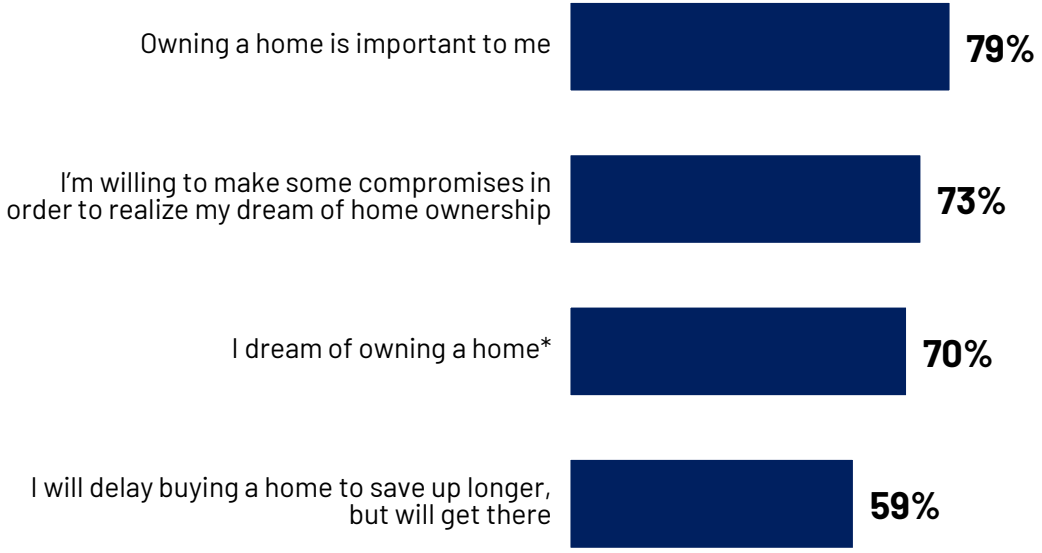
October 2026



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Sentiment Towards Home Ownership (1/3)

Homeownership continues is a widely shared aspiration among Canadians. Nearly eight in ten (79%) agree that owning a home is important to them, and almost three-quarters (73%) are willing to make compromises to achieve that goal. While renters are somewhat less likely than homeowners to prioritize homeownership, seven in ten renters (70%) agree that they still dream of owning a home, and 59% expect they will need to delay purchasing in order to save for longer.



	LIVING SITUATION					
	Own	Rent	Pay rent to parents/family	NET RENT	Live rent free	Other
	A	B	C	D	E	F
Owning a home is important to me	94% BCDE	64%	56%	63%	75% BCD	77%
I'm willing to make some compromises in order to realize my dream of home ownership	77% BD	67%	66%	67%	77%	83%
I dream of owning a home*	-	70%	64%	70%	-	-
I will delay buying a home to save up longer, but will get there	57%	59%	62%	59%	77% ABD	71%

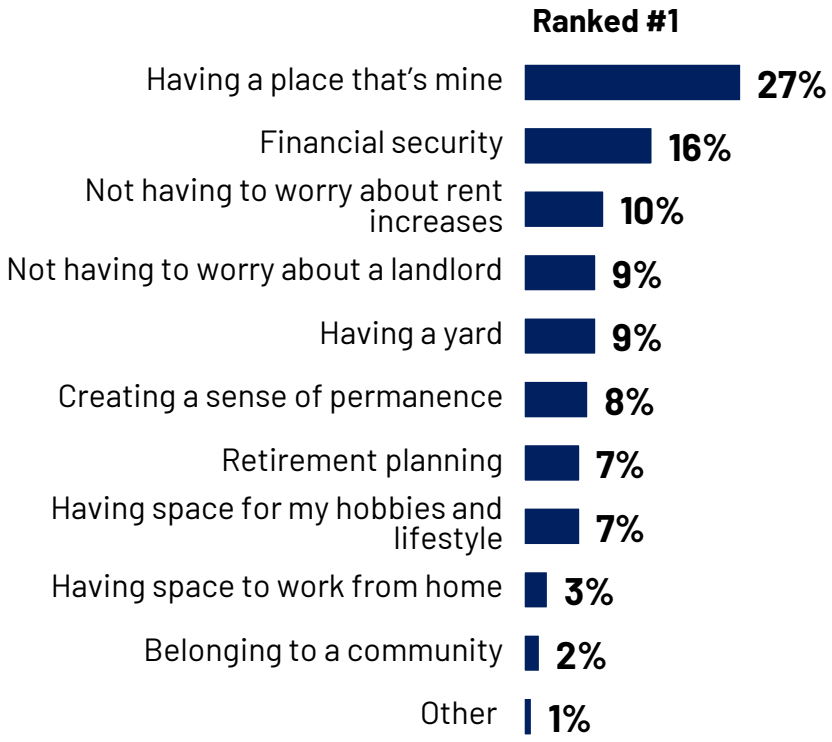
Base: All Respondents (n=2295)
Q7. To what extent do you agree or disagree with the following about your home?
* Statements only shown to renters (n=960)

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Reasons Homeownership Is Important

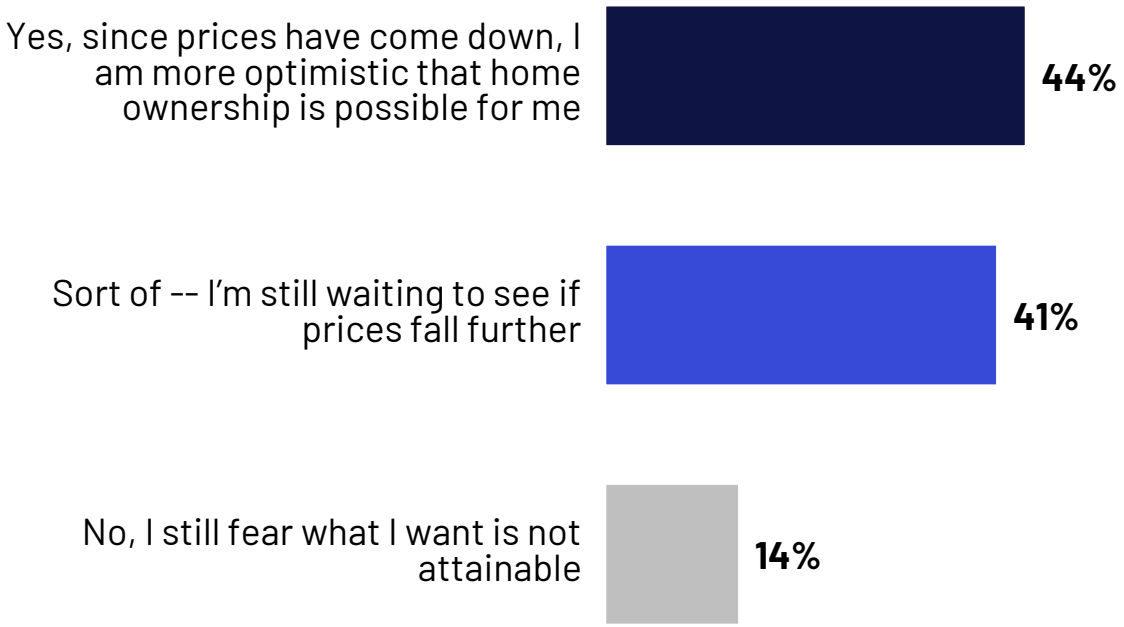
For those who say homeownership is important, the leading reason is having a place they can call their own (27%). Financial security (16%) ranks second, while protection from rent increases (10%) and the ability to avoid dealing with landlords (9%) also factor prominently. **Home ownership is valued for the sense of stability, control, and security it provides.**



Base: Canadians who agree that owning a home is important to them (n=1837)
Q7B. What are the most important reasons that owning a home is important to you? *Reasons ranked #1

Drop in Home Prices Leading More Canadians to Feel Optimistic About Homeownership (1/2)

Nearly half of Canadians (44%) considering a home purchase are optimistic that the drop in home prices has made homeownership more possible for them, with another four in ten (41%) still waiting to see if prices will drop further. 14% believe that even with price reductions, homeownership is still not within reach.





Base: Those very/somewhat likely to buy a home in which to live in the next year (n=528)
Q12. Major markets/cities in Canada have seen a drop in home prices in the past couple of years. Has this made you feel like home ownership is more in your reach?:

Likelihood of Buying Home in Next Year

Nearly one-quarter of Canadians (23%) say they are at least somewhat likely to purchase a home in the next year, up four points from Spring 2026. Purchase intentions are highest among younger Canadians aged 18-34 (32%), as well as among men (27%) and residents of Atlantic Canada (26%).

23% **+ 4% vs. Spring 2026**

(8% very/14% somewhat)

are at least somewhat likely to buy a home in the next year



	Total	REGION							GENDER		AGE			HOUSEHOLD INCOME			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	<$40K	$40-$60K	$60-$100K	$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base n=	2295	244	202	274	226	701	447	201	1095	1186	585	892	818	608	402	586	595
Very/ Somewhat Likely	23%	22%	23%	20%	18%	22%	23%	26%	27%I	19%	32%KL	27%L	12%	19%	25%	24%	25%

Base: All Respondents (n=2295)
Q8. How likely are you to buy a home in which to live in the next year?

Incidence of First-Time Buyers Among all Likely Buyers

Of all those likely to buy a home, 55% say it's their first time. The incidence is even higher in Alberta (69%), among women (63%) and among those aged 18-34 (73%).

55% **unchanged vs. Spring 2026**

of likely homebuyers are first-time buyers



	Total	REGION							GENDER		AGE			HOUSEHOLD INCOME			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	<$40K	$40-$60K	$60-$100K	$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base n=	528	57	47	59	43	166	103	53	293	232	198	233	97	121	95	142	152
First home	55%	48%D	45%D	44%D	23%	59%CD	60%D	61%D	53%	59%	70%KL	55%L	26%	76%OP	62%P	49%	42%

Base: Those likely to buy a home (n=528)
Q9. Would this be your first time buying a home?

Budget or Anticipated Purchase Price (2/2)

Likely homebuyers report an average anticipated purchase price of $656K, down modestly from Spring 2026 (-$21K). Expected purchase prices remain highest in British Columbia ($804K) and Ontario ($788K), underscoring continued regional differences in housing market expectations.

$655,725

Average price

- $21,006 vs. Spring 2026



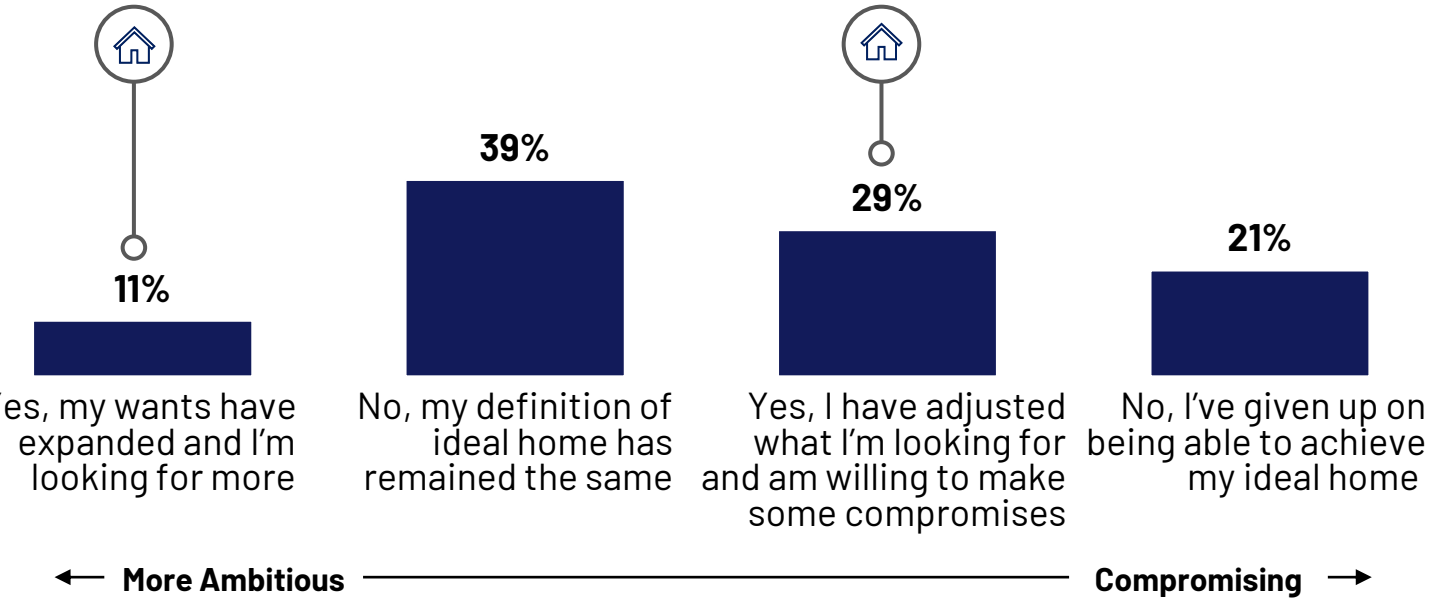
	Total	REGION							GENDER		AGE			HOUSEHOLD INCOME			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	<$40K	$40-$60K	$60-$100K	$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base n=	528	57	47	59	43	166	103	53	293	232	198	233	97	121	95	142	152
Mean ($)	655,725	803,522 CDF	590,900	468,361	435,785	787,957 CDF	487,029	510,272	658,401	640,615	634,424	688,234	631,228	594,845	734,382	572,541	711,556

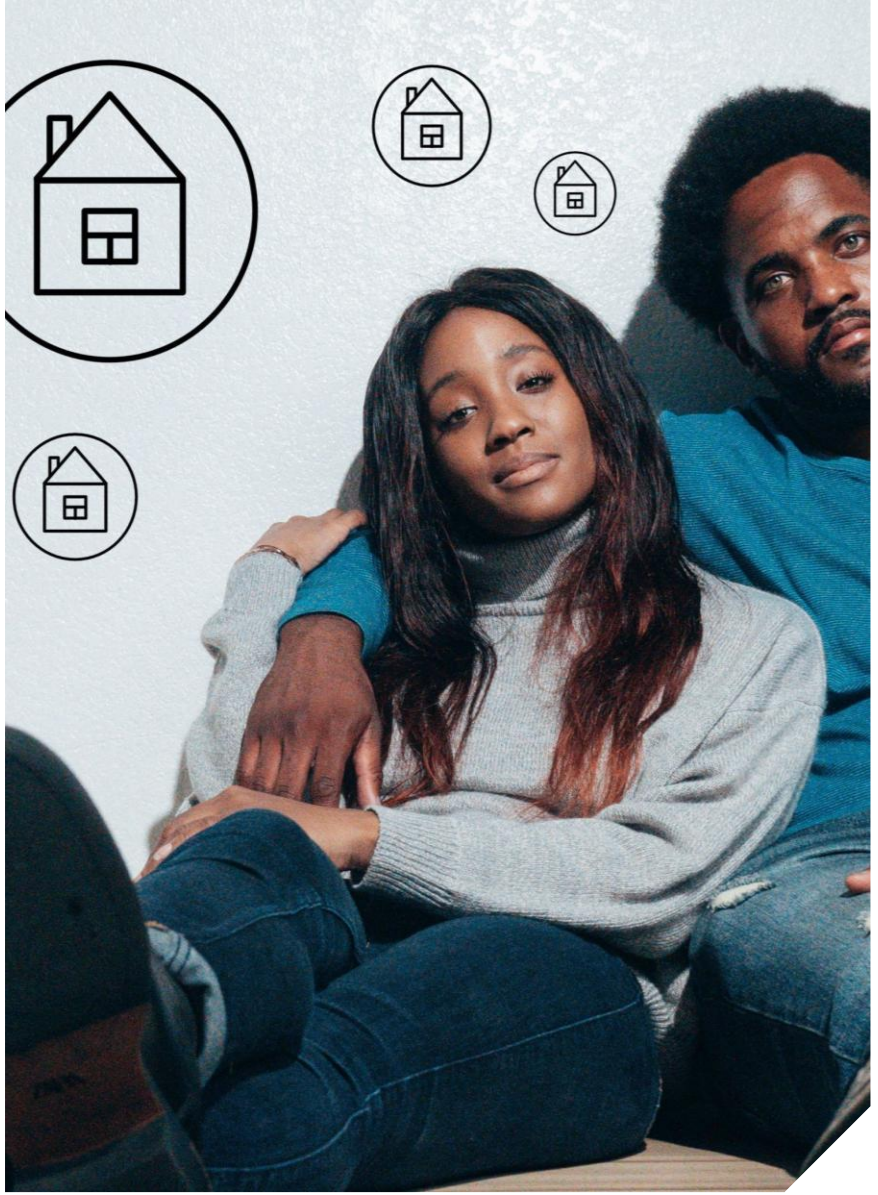
Base: Those likely to buy a home (n=439)
Q10. What is your budget or the anticipated purchase price of a home you'd like to buy?

Ideal Home Expectations

Canadians have responded to housing market realities in different ways over the past two years. While 39% say their definition of an ideal home has remained unchanged, half report modifying their expectations, including 29% who have become more willing to compromise and 21% who say they have given up on achieving their ideal home. Conversely, 11% say their housing aspirations have expanded.

Young Canadians (18-34) are most likely to both compromise their ideal home expectations (37%) and be more ambitious by expanding expectations (21%).



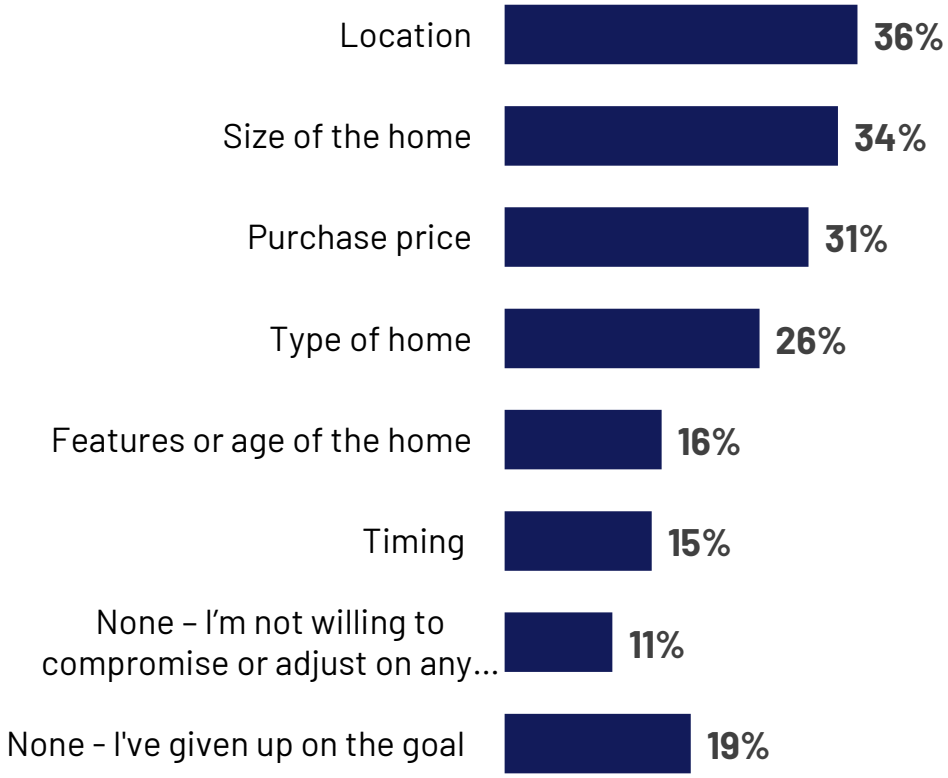


Base: Canadians not living in their ideal home (n=1828)
Q42. Over the past two years, has your definition of ideal home changed?



Redefining the Ideal Home

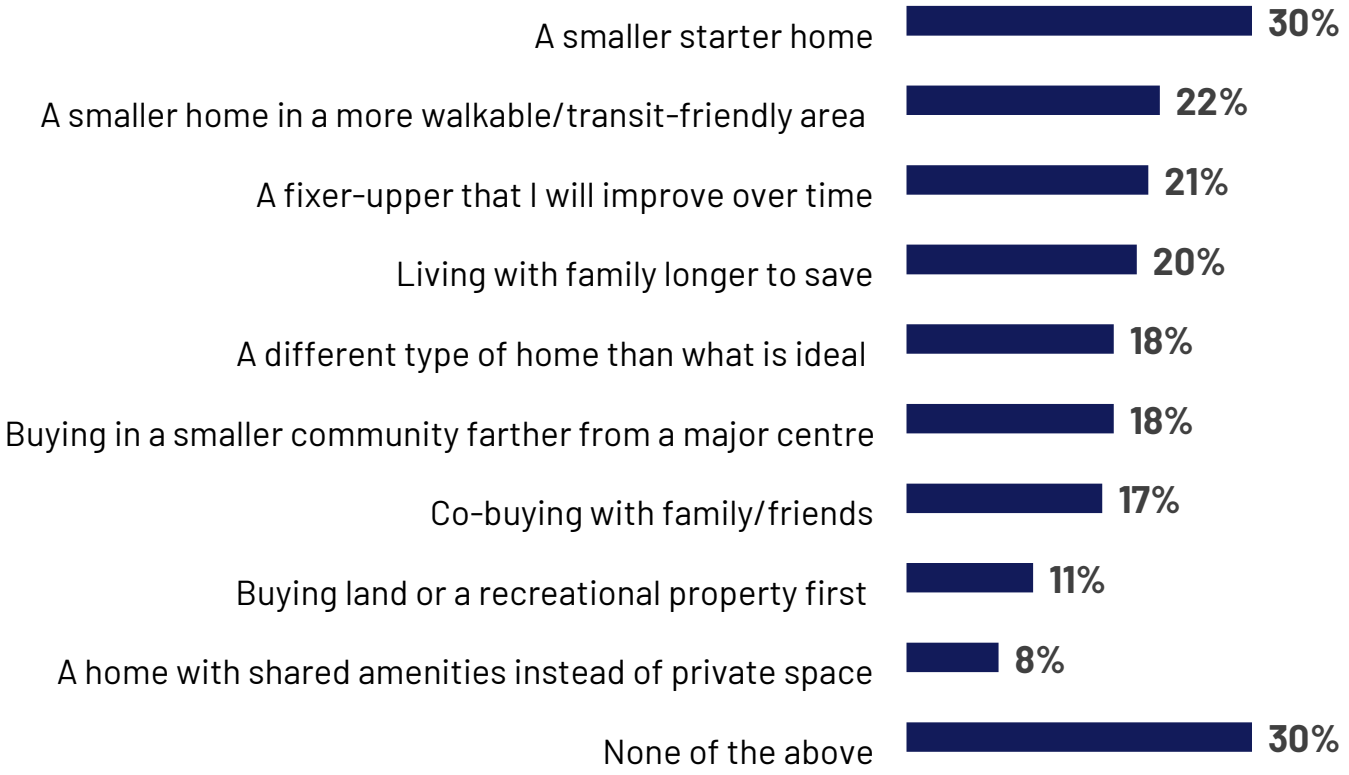
Among Canadians who are not living in their ideal home, location (36%), home size (34%), and purchase price (31%) are the most common areas where expectations have been adjusted. Canadians are also making compromises related to the type of home they can afford (26%). While most have adapted their expectations in some way, nearly one in five (19%) say they have given up on achieving their ideal home altogether.



Base: Canadians not living In their ideal home (n=1828)
Q43. What adjustments have you made to your personal definition of an ideal home for you?

Prospective Buyers Willing To Compromise to Enter Market

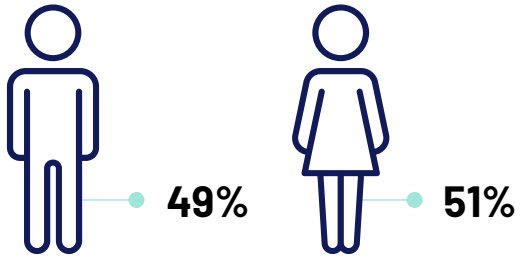
Among non-homeowners, no single compromise stands out as a dominant pathway to homeownership. The most common option is purchasing a smaller starter home (30%), followed by buying a smaller home in a walkable or transit-friendly area (22%) and purchasing a fixer-upper (21%). Notably, three in ten (30%) say they would not consider any of the listed compromises to achieve homeownership.



Base: Non-homeowners (n=1104)
Q5. Which of the following compromises would you make to achieve home ownership?

Weighted Sample Demographics

GENDER



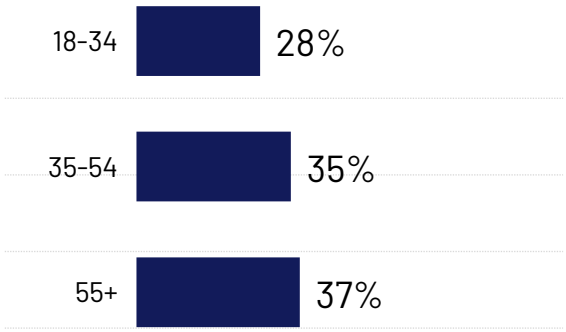
REGION

British Columbia	13%
Alberta	11%
Manitoba/Saskatchewan	6%
Ontario	39%
Quebec	24%
Atlantic	7%

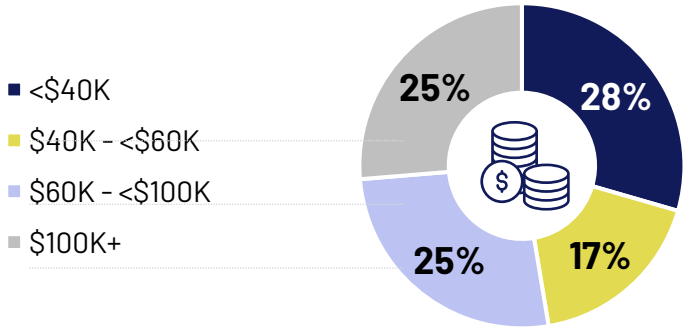
EDUCATION

Less than High School	15%
High School	28%
Post-Secondary	33 %
University Graduate	24 %

AGE



HOUSEHOLD INCOME



HOUSEHOLD COMPOSITION (%)

