

RBC FINANCIAL GROUP 13TH ANNUAL HOUSING SURVEY

Part Three: Priorities



Ipsos Reid

Public Release Date: - April 26, 2006 – 6:00 a.m. (EDT)

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Toronto, ON – The 13th Annual RBC Housing Survey, conducted by Ipsos Reid, asks Canadians what sacrifices they would be willing to make in order to make a new home more affordable. The survey indicates that Canadians would rather "buy a smaller home to save money" (51% first choice, 44% second choice), "move closer to work to save money/time commuting" (46% first choice, 44% second choice), "move to a different area that is less expensive" (44% first choice, 48% second choice), or "take another job to make more money" (43% first choice, 32% second choice) than "borrow money from friends and/or family to make it more affordable" (83% would never consider) or "live with friends/family to share expenses" (70% would never consider).

The survey also reveals that when purchasing a home, Canadians rank community safety (57%) the most important of a series of factors regarding the community in which they would live. Following community safety is job proximity (36%) in the second tier and living close to family (23%), shopping (21%), and public transportation (20%) in the third tier.

- As might be expected, job proximity is more important to young adults 18-24 years of age (52%) and living close to family (30%) and shopping (33%) is more important to those 55 years of age or older.

Please refer to detailed data tables and PowerPoint charts for full results.



These are some of the findings of an Ipsos Reid/RBC Financial Group poll conducted from January 18th to January 24th, 2006. For the survey, a representative randomly selected sample of 2,158 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 2.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

-30-

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