

Q3. Which of the following would you say reflects the current housing market?

		Gender		Age							Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2103	1078	1025	245	356	601	447	410	857	645	194	707	890	312
Weighted	2103	1022	1081	233	354	587	435	399	835	681	222	815	686	381
Balanced market	843	434	409	71	139	209	187	169	357	277	97	335	259	152
	40.1%	42.5%	37.8%	30.3%	39.2%	35.7%	43.0%	42.4%	42.7%	40.7%	43.8%	41.1%	37.8%	39.8%
		B			CE	C	CE	CE	CE	C				
Buyer's market - a market where buyers have the advantage because of the number of houses available exceeds the number of buyers														
	842	369	473	102	137	239	155	159	315	288	82	336	272	151
	40.0%	36.1%	43.8%	43.7%	38.8%	40.7%	35.7%	39.9%	37.7%	42.3%	37.2%	41.2%	39.7%	39.8%
Seller's market - a market where sellers have the advantage because of the number of buyers exceeds the number of homes available			A	F						F				
	418	219	199	61	78	138	93	71	164	116	42	144	154	78
	19.9%	21.4%	18.4%	26.0%	22.0%	23.6%	21.3%	17.7%	19.6%	17.1%	19.0%	17.7%	22.5%	20.4%
				GHI		GI							K	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used.

Q4. Given current housing prices and economic conditions, do you think that it makes more sense to buy a house now, or wait until next year?

		Gender		Age							Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2103	1078	1025	245	356	601	447	410	857	645	194	707	890	312
Weighted	2103	1022	1081	233	354	587	435	399	835	681	222	815	686	381
Buy now	1155	555	600	93	170	263	224	222	446	445	102	436	397	219
	54.9%	54.3%	55.5%	39.9%	48.2%	44.9%	51.4%	55.6%	53.4%	65.4%	46.1%	53.5%	58.0%	57.6%
					C	C	CE	CDE	CE	CDEFGH			J	J
Wait until next year	948	467	481	140	183	323	211	177	389	236	119	379	288	161
	45.1%	45.7%	44.5%	60.1%	51.8%	55.1%	48.6%	44.4%	46.6%	34.6%	53.9%	46.5%	42.0%	42.4%
				DEFGHI	GI	FGHI	I	I	I		LM			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used.

Q6. How likely are you to purchase a home, or another home, within the next two years? Are you ...

		Gender		Age							Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2103	1078	1025	245	356	601	447	410	857	645	194	707	890	312
Weighted	2103	1022	1081	233	354	587	435	399	835	681	222	815	686	381
Very likely	161	64	97	34	36	70	29	30	60	32	8	46	70	36
	7.7%	6.3%	8.9%	14.5%	10.1%	11.9%	6.8%	7.6%	7.2%	4.6%	3.8%	5.7%	10.3%	9.4%
			A	FGHI	I	FGHI		I	I				JK	JK
Somewhat likely	445	212	232	71	113	184	100	79	179	83	45	157	142	101
	21.2%	20.8%	21.5%	30.5%	31.9%	31.3%	22.9%	19.8%	21.4%	12.1%	20.4%	19.2%	20.7%	26.6%
				FGHI	FGHI	FGHI	I	I	I					KL
Not very likely	604	324	280	60	111	171	136	122	258	176	56	253	192	104
	28.7%	31.7%	25.9%	25.6%	31.4%	29.1%	31.1%	30.6%	30.9%	25.8%	25.2%	31.0%	28.0%	27.3%
		B							I					
Not likely at all	893	421	471	68	94	162	171	168	339	392	112	359	282	139
	42.4%	41.2%	43.6%	29.4%	26.6%	27.7%	39.2%	42.0%	40.6%	57.5%	50.7%	44.1%	41.1%	36.6%
							CDE	CDE	CDE	CDEFGH	LM	M		
Summary														
Top2Box (Very/ Somewhat likely)	606	277	329	105	148	253	129	109	238	114	54	203	212	137
	28.8%	27.1%	30.4%	45.0%	42.0%	43.2%	29.7%	27.4%	28.6%	16.8%	24.2%	24.9%	30.9%	36.1%
				FGHI	FGHI	FGHI	I	I	I				K	JK
Low2Box (Not very likely/ likely at all)	1497	745	752	128	205	333	306	290	596	567	168	612	473	243
	71.2%	72.9%	69.6%	55.0%	58.0%	56.8%	70.3%	72.6%	71.4%	83.2%	75.8%	75.1%	69.1%	63.9%
							CDE	CDE	CDE	CDEFGH	M	LM		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used.

Q13b. And which of the following sources do you intend to use or will likely use to assist with your home purchase search?

		Gender		Age							Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Likely to purchase home within next two years	613	299	314	108	150	258	133	114	247	108	47	175	277	114
Weighted	606	277	329	105	148	253	129	109	238	114	54*	203	212	137
Real estate agent	408	183	226	67	94	161	86	77	163	84	32	138	138	100
	67.4%	65.9%	68.6%	64.1%	63.2%	63.6%	66.3%	70.5%	68.2%	73.9%	60.4%	67.9%	65.1%	72.7%
Real estate websites (e.g. MLS, Broker.ca, Zoocasa.com)	312	137	175	53	86	139	66	57	123	50	23	97	113	79
	51.5%	49.3%	53.3%	50.6%	57.8%	54.8%	51.4%	51.9%	51.6%	43.9%	43.7%	47.6%	53.0%	57.9%
					I									
Family	213	95	118	55	66	121	34	31	65	27	11	82	62	58
	35.2%	34.2%	36.0%	52.5%	44.2%	47.6%	26.5%	28.6%	27.4%	23.8%	19.7%	40.4%	29.3%	42.6%
				FGHI	FGHI	FGHI						JL		JL
Private sale websites (e.g. Kijiji, Craigslist, bytheowner.com, etc.)	208	97	112	42	49	91	48	39	88	30	20	68	67	52
	34.4%	34.9%	33.9%	39.6%	33.0%	35.7%	37.4%	35.9%	36.7%	26.4%	37.9%	33.7%	31.8%	37.9%
				I										
Friends	189	89	100	40	48	88	43	31	75	26	13	65	55	56
	31.2%	32.2%	30.4%	38.3%	32.5%	34.9%	33.6%	28.7%	31.3%	22.9%	25.0%	31.9%	26.0%	40.9%
				I		I								L
Social media sites (such as Facebook, LinkedIn, etc.)	36	12	24	8	9	17	8	8	16	3	3	17	7	9
	6.0%	4.3%	7.4%	7.7%	6.3%	6.9%	6.0%	7.4%	6.6%	2.8%	6.5%	8.3%	3.5%	6.3%
												L		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used. * small base

Q17b. Which of the following concerns you the most about purchasing a home?

		Gender		Age							Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Likely to purchase home within next two years	613	299	314	108	150	258	133	114	247	108	47	175	277	114
Weighted	606	277	329	105	148	253	129	109	238	114	54*	203	212	137
Qualifying for a mortgage	91	36	55	17	21	37	26	13	39	14	10	39	30	12
	15.0%	12.8%	16.8%	15.8%	14.1%	14.8%	20.2%	11.7%	16.3%	12.6%	19.5%	19.0%	13.9%	8.9%
												M		
Having a good down payment	122	61	61	19	38	57	22	20	42	23	13	40	37	31
	20.2%	22.2%	18.5%	18.4%	25.6%	22.6%	16.9%	18.4%	17.6%	20.2%	25.2%	19.9%	17.7%	22.6%
Your current debt level	104	50	53	17	31	47	25	16	42	15	5	33	42	24
	17.1%	18.2%	16.2%	16.1%	20.6%	18.7%	19.5%	15.1%	17.5%	12.7%	8.5%	16.3%	20.0%	17.2%
Mortgage rates increasing	131	66	65	25	27	52	27	30	57	21	11	45	41	33
	21.6%	23.7%	19.7%	23.9%	18.1%	20.5%	21.1%	27.5%	24.1%	18.8%	21.5%	22.3%	19.1%	24.3%
Home prices increasing	159	64	95	27	32	59	29	30	59	41	14	46	62	37
	26.2%	23.1%	28.8%	25.9%	21.6%	23.4%	22.3%	27.4%	24.6%	35.7%	25.4%	22.5%	29.3%	27.0%
										DEFH				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used. * small base

Q25_1. [My mortgage is bigger than I would like it to be] How strongly do you agree or disagree with each of the following statements?

		Gender		Age							Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Homeowners who have a mortgage	771	385	386	57	137	194	204	189	393	184	60	264	328	119
Weighted	770	367	403	56*	136	192	201	183	384	195	69*	303	253	146
My mortgage is bigger than I would like it to be														
Strongly agree	187	90	97	10	23	34	55	42	97	57	17	76	66	28
	24.3%	24.6%	24.1%	18.5%	17.2%	17.6%	27.4%	22.8%	25.2%	29.2%	24.1%	25.2%	26.1%	19.5%
Somewhat agree							DE		E	DE				
	303	162	141	27	65	92	76	68	144	67	24	106	113	60
	39.4%	44.2%	35.0%	48.3%	48.2%	48.2%	38.0%	37.1%	37.6%	34.2%	34.6%	34.9%	44.8%	41.4%
Somewhat disagree		B			HI	FGHI							K	
	196	84	112	11	34	45	52	58	110	40	15	86	57	38
	25.4%	22.8%	27.8%	19.9%	25.1%	23.6%	26.0%	31.6%	28.7%	20.8%	22.3%	28.5%	22.4%	25.8%
Strongly disagree								I						
	84	31	53	7	13	20	18	15	33	31	13	34	17	19
	10.9%	8.5%	13.1%	13.3%	9.5%	10.6%	8.7%	8.4%	8.6%	15.8%	19.1%	11.4%	6.7%	13.3%
Summary			A							FGH	L			L
Top2Box (Strongly/ Somewhat agree)	491	252	238	37	89	126	132	110	241	123	40	182	180	89
	63.7%	68.7%	59.1%	66.8%	65.5%	65.8%	65.3%	59.9%	62.8%	63.4%	58.7%	60.1%	70.9%	60.9%
		B											KM	
Low2Box (Somewhat/ Strongly disagree)	280	115	165	18	47	65	70	73	143	71	28	121	74	57
	36.3%	31.3%	40.9%	33.2%	34.5%	34.2%	34.7%	40.1%	37.2%	36.6%	41.3%	39.9%	29.1%	39.1%
			A									L		L

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used. * small base

Q25_2. [My mortgage is using up too much of my income] How strongly do you agree or disagree with each of the following statements?

	Gender		Age								Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Homeowners who have a mortgage	771	385	386	57	137	194	204	189	393	184	60	264	328	119
Weighted	770	367	403	56*	136	192	201	183	384	195	69*	303	253	146
My mortgage is using up too much of my income														
Strongly agree	107	48	60	8	14	22	32	23	54	31	7	49	36	14
	13.9%	12.9%	14.8%	14.1%	10.3%	11.4%	15.9%	12.3%	14.2%	15.8%	10.7%	16.2%	14.3%	9.9%
Somewhat agree	249	124	124	25	41	66	77	52	129	54	26	89	85	49
	32.3%	33.9%	30.8%	44.3%	30.5%	34.5%	38.3%	28.3%	33.5%	27.6%	38.2%	29.3%	33.5%	33.5%
				GI			GHI		G					
Somewhat disagree	321	153	168	14	63	77	73	92	166	79	29	121	105	66
	41.7%	41.7%	41.7%	25.8%	46.3%	40.4%	36.4%	50.4%	43.1%	40.4%	42.1%	40.0%	41.6%	45.4%
					CE	C		CFH	CF					
Strongly disagree	93	42	51	9	17	26	19	16	35	32	6	44	27	16
	12.1%	11.5%	12.7%	15.7%	12.8%	13.7%	9.4%	9.0%	9.2%	16.3%	9.0%	14.5%	10.6%	11.2%
										FGH				
Summary														
Top2Box (Strongly/ Somewhat agree)	356	172	184	33	55	88	109	74	183	84	33	138	121	63
	46.2%	46.8%	45.6%	58.4%	40.8%	45.9%	54.1%	40.6%	47.7%	43.4%	48.8%	45.5%	47.8%	43.4%
				DEG		D	DGHI		G					
Low2Box (Somewhat/ Strongly disagree)	415	195	219	23	80	104	92	109	201	110	35	165	132	83
	53.8%	53.2%	54.4%	41.6%	59.2%	54.1%	45.9%	59.4%	52.3%	56.6%	51.2%	54.5%	52.2%	56.6%
					CEF	C		CFH	F	F				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used. * small base

Q25_4. [I am paying off my mortgage faster than I expected to] How strongly do you agree or disagree with each of the following statements?

		Gender		Age							Education			
	Total	Male	Female	18-24	25-34	18-34	35-44	45-54	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Homeowners who have a mortgage	771	385	386	57	137	194	204	189	393	184	60	264	328	119
Weighted	770	367	403	56*	136	192	201	183	384	195	69*	303	253	146
I am paying off my mortgage faster than I expected to														
Strongly agree	64	35	29	6	14	19	20	8	28	17	5	28	15	16
	8.3%	9.6%	7.2%	10.4%	10.1%	10.2%	10.0%	4.3%	7.3%	8.7%	6.8%	9.3%	6.0%	11.2%
Somewhat agree					G	G	GH		G					
	245	121	125	21	42	63	58	56	115	68	20	94	83	48
Somewhat disagree	31.9%	32.9%	30.9%	38.5%	30.6%	32.9%	28.9%	30.9%	29.9%	34.9%	29.3%	31.2%	32.9%	32.7%
Strongly disagree	332	161	171	23	57	80	92	90	182	71	33	129	104	66
	43.1%	43.9%	42.4%	40.9%	41.8%	41.5%	45.5%	49.3%	47.3%	36.3%	48.5%	42.6%	41.0%	45.2%
Summary								I	I					
	129	50	79	6	24	30	31	28	60	39	11	51	51	16
Top2Box (Strongly/ Somewhat agree)	16.7%	13.6%	19.5%	10.1%	17.6%	15.4%	15.6%	15.5%	15.5%	20.2%	15.5%	16.9%	20.1%	10.9%
			A										M	
Low2Box (Somewhat/ Strongly disagree)	310	156	154	27	55	82	78	64	143	85	25	122	99	64
	40.2%	42.5%	38.1%	49.0%	40.6%	43.1%	38.9%	35.1%	37.1%	43.5%	36.0%	40.5%	38.9%	43.9%
Summary														
	461	211	249	28	81	109	123	119	242	110	44	180	155	82
Summary	59.8%	57.5%	61.9%	51.0%	59.4%	56.9%	61.1%	64.9%	62.9%	56.5%	64.0%	59.5%	61.1%	56.1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H/I - J/K/L/M Overlap formulae used. * small base