

1. [In Ontario as a whole]

In terms of the current economic conditions, how would you describe the overall state of the economy right now?
Please answer on a scale from 1 to 10, where 1 means 'very bad' and 10 means 'very good'.

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - Very Good	8	11
	2%	3%
9	8	7
	2%	2%
8	35	40
	10%	10%
7	81	104
	24%	26%
	AB	AB
6	61	77
	18%	20%
5	73	87
	22%	22%
4	34	30
	10%	8%
3	15	19
	4%	5%
2	9	14
	3%	4%
1 - Very Bad	14	5
	4%	1%
	D	
Summary		
Top3Box (8-10)	51	58
	15%	15%

Low3Box (1-3)	38	38
	11%	10%
Good (6-10)	193	239
	57%	61%
	B	AB
Neutral (5)	73	87
	22%	22%
Bad (1-4)	72	67
	21%	17%
Mean	5.7	5.9
	AB	AB
Std. Dev.	1.9	1.8
Std. Err.	0.1	0.1
Median	6	6

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2. [Do you currently own a home?]

Please answer 'yes' or 'no' to the following questions:

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
Yes	208	119
	61%	30%
	D	
No	131	274
	39%	70%
	AB	ABC

- Column Proportions:
Columns Tested (5%): A/B/C/D,E/F/G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D,E/F/G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

3. [Purchase a home within the next 2 years]

On a scale of 1 to 10, where 1 means 'not at all likely' and 10 means 'almost certainly', how likely would you say you are to...

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - Almost Certainly	25	19
	7%	5%
	A	A
9	12	10
	3%	3%
	B	B
8	21	25
	6%	6%
	A	A
7	17	35
	5%	9%
	A	AB
6	25	27
	7%	7%
	AB	AB
5	28	51
	8%	13%
	AB	AB
4	11	19
	3%	5%
		B
3	26	19
	8%	5%
2	26	37
	8%	9%
1 - Not At All Likely	147	150
	43%	38%
Summary		
Very likely (8-10)	58	54
	17%	14%
	AB	AB

Low3Box (1-3)	198	207
	59%	53%
Likely (6-10)	100	116
	30%	29%
	AB	AB
Neutral (5)	28	51
	8%	13%
	AB	AB
Low4Box (1-4)	210	226
	62%	57%
Mean	3.7	3.8
	AB	AB
Std. Dev.	3.1	2.9
Std. Err.	0.2	0.1
Median	2	3

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

4. The overall residential real estate market in Ontario]

On a scale of 1 to 10, where 1 means 'not favourable at all' and 10 means 'very favourable', overall, how would you describe the following...

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - Very Favourable	8	11
	2%	3%
9	10	12
	3%	3%
8	55	27
	16%	7%
	D	
7	74	76
	22%	19%
6	66	73
	20%	19%
5	69	102
	20%	26%
4	28	45
	8%	11%
3	16	23
	5%	6%
	B	B
2	4	8
	1%	2%
1 - Not Favourable At All	9	17
	3%	4%
Summary		
Top3Box (8-10)	72	50
	21%	13%
	D	

Low3Box (1-3)	30	48
	9%	12%
Top5Box (6-10)	212	199
	63%	51%
	D	
Neutral (5)	69	102
	20%	26%
Low4Box (1-4)	57	92
	17%	23%
		B
Mean	6	5.6
	D	
Std. Dev.	1.8	1.9
Std. Err.	0.1	0.1
Median	6	6

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

5. [The overall residential real estate market in Ontario - Looking ahead to the next year]
On a scale of 1 to 10, where 1 means 'a lot weaker', 10 means 'a lot stronger', and 5 means 'no difference', how would you describe...

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - A lot stronger	12	15
	4%	4%
	B	B
9	1	4
	*	1%
8	19	22
	6%	6%
7	29	50
	8%	13%
6	50	60
	15%	15%
5 - No difference	158	166
	47%	42%
4	26	31
	8%	8%
3	26	18
	8%	5%
2	4	17
	1%	4%
		AC
1 - A lot weaker	12	9
	4%	2%
Summary		
Top3Box (8-10)	33	42
	10%	11%
		B

Low3Box (1-3)	43	44
	13%	11%
Top5Box (6-10)	112	152
	33%	39%
		B
Neutral (5)	158	166
	47%	42%
Low4Box (1-4)	68	75
	20%	19%
Mean	5.3	5.4
		B
Std. Dev.	1.7	1.8
Std. Err.	0.1	0.1
Median	5	5

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

6. [The overall residential real estate market in Ontario - Looking ahead to the next ten years]

On a scale of 1 to 10, where 1 means 'a lot weaker', 10 means 'a lot stronger', and 5 means 'no difference', how would you describe...

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - A lot stronger	18	33
	5%	8%
		B
9	10	18
	3%	5%
8	33	51
	10%	13%
7	59	45
	17%	12%
6	43	48
	13%	12%
5 - No difference	95	123
	28%	31%
4	25	26
	7%	7%
3	28	30
	8%	8%
	A	
2	7	7
	2%	2%
1 - A lot weaker	21	11
	6%	3%
Summary		
Top3Box (8-10)	61	102
	18%	26%
		BC

Low3Box (1-3)	56	49
	16%	12%
	A	
Top5Box (6-10)	162	196
	48%	50%
Neutral (5)	95	123
	28%	31%
Low4Box (1-4)	81	74
	24%	19%
	A	
Mean	5.6	6
		B
Std. Dev.	2.2	2.2
Std. Err.	0.1	0.1
Median	5	5

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

7. [Homeownership is important to me]

Please indicate how much you agree or disagree with the following statements, using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree'.

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - Strongly Agree	119	116
	35%	29%
9	54	36
	16%	9%
	D	
8	47	55
	14%	14%
7	26	48
	8%	12%
		A
6	22	50
	7%	13%
		ABC
5	32	45
	9%	11%
4	10	13
	3%	3%
	A	A
3	9	7
	3%	2%
2	6	9
	2%	2%
1 - Strongly Disagree	13	15
	4%	4%
Summary		
Top3Box (8-10)	219	207
	65%	53%
	D	

Low3Box (1-3)	29	32
	8%	8%
Top5Box (6-10)	268	304
	79%	77%
Neutral (5)	32	45
	9%	11%
Low4Box (1-4)	39	44
	11%	11%
Mean	7.7	7.3
Std. Dev.	2.5	2.5
Std. Err.	0.1	0.1
Median	9	8

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

8. [Real estate is a good investment]

Please indicate how much you agree or disagree with the following statements, using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree'.

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - Strongly Agree	101	101
	30%	26%
9	53	33
	16%	8%
	D	
8	56	55
	17%	14%
7	46	61
	13%	16%
6	21	38
	6%	10%
5	41	60
	12%	15%
		B
4	8	18
	2%	5%
3	4	7
	1%	2%
2	2	10
	1%	2%
1 - Strongly Disagree	6	9
	2%	2%
Summary		
Top3Box (8-10)	210	189
	62%	48%
	D	

Low3Box (1-3)	13	26
	4%	6%
Top5Box (6-10)	276	289
	82%	73%
	D	
Neutral (5)	41	60
	12%	15%
		B
Low4Box (1-4)	21	44
	6%	11%
		ABC
Mean	7.8	7.2
	D	
Std. Dev.	2.2	2.4
Std. Err.	0.1	0.1
Median	8	7

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

9. [Over the long-term, it makes more sense to own a home rather than rent]

Please indicate how much you agree or disagree with the following statements, using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree'.

	Gen X	Gen Y
	C	D
Base: All Respondents	382	338
Weighted	338	393
10 - Strongly Agree	140	145
	41%	37%
9	47	38
	14%	10%
8	53	40
	16%	10%
7	24	48
	7%	12%
		C
6	14	28
	4%	7%
5	30	54
	9%	14%
		B
4	11	13
	3%	3%
	A	A
3	9	9
	3%	2%
2	-	7
	-	2%
		C
1 - Strongly Disagree	10	11
	3%	3%
Summary		
Top3Box (8-10)	240	223
	71%	57%
	D	

Low3Box (1-3)	19	27
	6%	7%
		B
Top5Box (6-10)	279	300
	82%	76%
Neutral (5)	30	54
	9%	14%
		B
Low4Box (1-4)	30	40
	9%	10%
	AB	AB
Mean	8.1	7.6
	D	
Std. Dev.	2.3	2.5
Std. Err.	0.1	0.1
Median	9	8

- Column Proportions:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D,E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

10. Thinking of your current home or a home that you're considering purchasing in the future, please indicate your top 3 reasons for the purchase.

	Gen X	Gen Y
	C	D
Base: Likely To Purchase A Home	279	163
Weighted	239	179
Long term investment value	70	58
	30%	32%
Desire to own a home of my own	73	60
	30%	33%
Change in family situation	58	44
	24%	25%
Affordability/availability of homes	55	32
	23%	18%
Mortgage rates were/are right	70	26
	29%	15%
	AD	
Financially, I was/am ready	52	52
	22%	29%
		B
Desire for a home in a better area	56	42
	24%	23%
	A	
Desire for a larger home	74	44
	31%	24%
	AB	AB
Distance to amenities/family/friends	44	33
	19%	18%
Desire for a smaller home	19	7
	8%	4%
Job-related move	36	21
	15%	12%
Emotionally, I was/am ready	18	28
	7%	16%

		ABC
Other	14	12
	6%	7%

- Column Proportions:
Columns Tested (5%): A/B/C/D,E/F/G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D,E/F/G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)