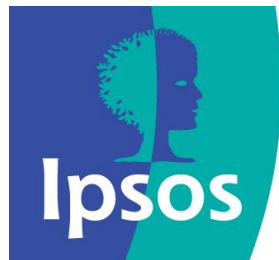


More Young Canadians See Homeownership as a Good Investment in 2014 (86%, Up 8 Points)

Positive Sentiment for Real Estate Echoes in Buying Intention

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Toronto, ON - According to a new survey conducted by Ipsos Reid on behalf of RBC and their 21st Annual Homeownership Poll, positive sentiment for homeownership among young Canadians has noticeably increased since this time last year.

Nearly nine in ten (86%) young Canadians, ages 25-34, believe that owning a house or condo is a very good investment, up from less about three quarters (78%) who believed this in 2013.

This sentiment has also echoed into buying intention as likelihood to purchase has increased in nearly every region of the country. Interest from the 25-34 age group has increased significantly from one in four (25%) in 2013 to nearly half (41%) of young Canadians in 2014. This change in buying intention points to a new renewed confidence from young buyers who may have felt that buying wasn't an option last year.

While the majority of Canadians (62%), overall, intend to buy a home with their spouse or partner, more than one in four (28%) Canadians intend to buy a home by themselves. Some of the top factors considered by those who intend to buy this year include the stability of their job situation and manageable debt levels. Among those likely to buy a home within the next two years, four in ten will be first time homebuyers.



These are some of the findings of an Ipsos Reid poll conducted on behalf of RBC from February 4th to 14th, 2014. For the survey, a sample of 2,591 adult Canadians was interviewed online via Ipsos's I-Say online panel. The precision of Ipsos online surveys is measured using a Bayesian Credibility Interval. In this case, the survey is considered accurate to within +/- 2.2 percentage points, 19 times out of 20, had all adult Canadians been surveyed. These data were weighted to ensure that the sample's age/sex composition reflects that of the actual Canadian population according to the latest Census information.

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