

Two Thirds (64%) of Prospective Home Buyers in Ontario Plan to Continue Search Over the Holidays

Majority (55%) Believe Holiday House Hunting Comes With Better Prices

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Toronto, ON – Prospective home buyers in Ontario won't be taking a break from house hunting this holiday season, as many believe Santa might gift them a great find or a great deal for their persistence, according to a new survey conducted by Ipsos Reid on behalf of the Ontario Real Estate Association (OREA).

Two-thirds (64%) of prospective home buyers in the province indicate that they plan on continuing their home search over the holidays, compared to just one in five (19%) who say they won't be continuing their search.

In fact, a majority feel that shopping for a home during the holiday season could mean less competition among potential buyers (64%) and, possibly, a better deal on the price of a desired home (55%). One in five don't believe there will be less competition (16%) or better prices (17%) for homes during the holiday season.

With the thought that potential sellers could be worried their home will sit on the market while prospective buyers are enjoying the holiday season with their families, a majority (55%) of likely buyers believe that sellers are more willing to negotiate on the price over the holidays, compared to two in ten (19%) who don't believe sellers will be in a negotiating mood over the holidays.



These are some of the findings of an Ipsos Reid poll conducted between October 28th to November 4th on behalf of the Ontario Real Estate Association (OREA). For this survey, a sample of 1,000 Ontarian adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Ontarian adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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