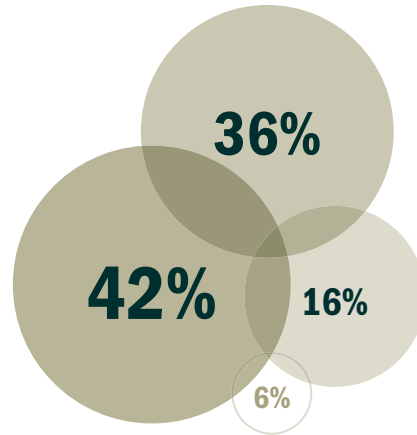
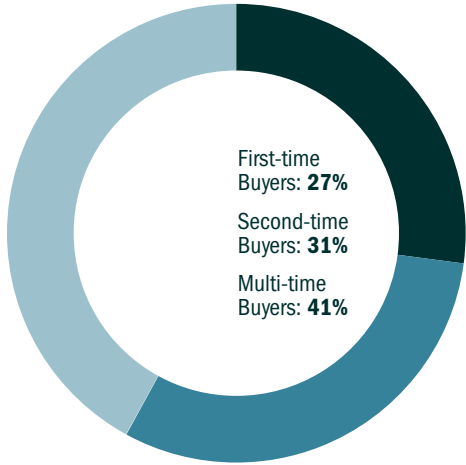


Who's Buying Real Estate?



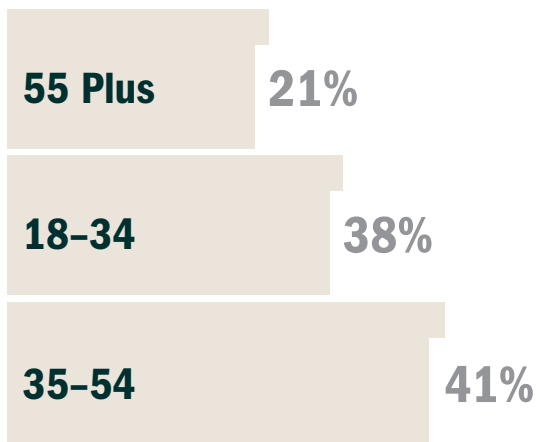
- Singles: 16%
- Couples: 42%
- Families: 36%
- Other: 6%

ONTARIO HOMEBUYING TRENDS

2013-2014



Age Breakdown



Location, location, location!



- 38% going urban
- 31% going suburban
- 13% going rural
- 17% not sure

Confidence in the Market



51% believe housing values will rise in their area



34% believe housing values will remain the same

10% believe housing values will decline



NOT SURE

6

PER CENT



SPENDING PATTERNS

Under \$250,000
31 per cent

\$250,000 – \$500,000
45 per cent

\$500,000 – \$1 million
13 per cent

Over \$1 million
1 per cent

Fiscal Responsibility

5% Down: 6%

10% Down: 13%

15% Down: 10%

20% Down: 17%

25% Down: 7%

30% Down: 5%

More than 30% Down: 22%

NOT SURE?

FINANCIALS



20% earning less than \$50,000

39% earning \$50,000 to \$99,999

26% earning \$100,000 plus

9

PER CENT PREFER NOT TO SAY

15

PER CENT

Breakdown of Downpayments

The Canadian Homebuying Trends Survey was conducted online from December 5th to December 10th, 2012, among a sample of **1,109 prospective purchasers from coast-to-coast intending to buy a residence in the next 24 months**, who are Angus Reid Forum panel members. The results have been statistically weighted to ensure a representative sample. The margin of error on the full base—which measures sampling variability—of 2013 respondents is +/- 2.2%. Discrepancies in or between totals are due to rounding.