



Ontarians optimistic about market outlook and home ownership

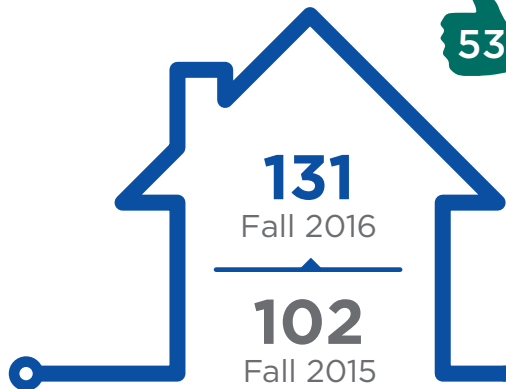
**Current market outlook in Ontario:**  
**53% Favourable**  
**24% Unfavourable**

**81%** Over long term, it makes more sense to own rather than rent

**79%** Home ownership is important to me

**82%** Real estate is a good investment

**83%** Owning a home gives me a sense of pride



The Ontario Home Ownership Index shows positive movement in sentiment

Market predictions for next year: **42% Stronger** **22% Weaker**

Housing preferences:



49%

Detached



19%

Condo/apartment



14%

Row/townhouse



19%

Semi-detached

Top 3 reasons to buy:



34%

Long term-investment



28%

Desire to own a home



26%

Affordability/availability

Intentions to buy/sell a home in the next 2 years:



14%

Very likely to buy



15%

Very likely to sell

Methodology: These are some of the findings of an Ipsos Reid online poll of 1,003 Ontarians conducted from October 27 - 31, 2016 on behalf of the Ontario Real Estate Association. The Ontario Home Ownership Index: A composite measure designed to reflect Ontarians' overall views of the residential real estate market and home ownership in Ontario.