

OREA ONTARIO HOME OWNERSHIP INDEX
REGIONAL SURVEY HIGHLIGHTS

GTA

- **Current overall real estate market health**
 - 55% of GTA residents (416 & 905 combined) say their city's real estate market is favourable, up one point from last year
 - In the 416, 52% of residents say the current residential real estate market in their city is favourable, up ten points from last year
 - In the 905, 57% of residents say their city's real estate market is favourable – down 7 points from last year
- **Home buying intentions**
 - 18% of GTA residents say they plan to purchase a home within the next two years; up from 15% a year ago
 - 17% of 416 residents say they are very likely to purchase a home within the next 2 years, up 3 points from a year ago
 - 18% of 905 residents say they are very likely to purchase a home within the next 2 years, up 3 points from a year ago
- **Home selling intentions**
 - 19% of GTA residents say they plan to sell a home; up from 14% a year ago
 - 14% of 416 residents say they are very likely to sell a home within the next 2 years, up 2 points from a year ago
 - 22% of 905 residents say they are very likely to sell a home within the next 2 years, up 6 points from a year ago
- **Market predictions**
 - Half of GTA residents (49%) say their city's real estate market will be stronger in the next year; up from 46% this time last year
- **Housing type trends**
 - 50% of prospective home buyers in the 416 and 905 say they are likely to buy a detached house, up by 21 and 11 points respectively from a year ago
 - 23% of 416 and 20% of 905 residents say they are likely to buy a semi-detached house, up 3 and 7 points respectively from a year ago
 - 22% of 416 and 17% of 905 residents say they are likely to buy a condo, down 17 points and 6 points respectively
 - 22% of 416 and 12% of 905 residents say they are likely to buy a row house/townhouse, up 2 points and down 7 points respectively

CENTRAL

- **Current overall real estate market health**
 - 57% of central Ontarians say the current residential real estate market in their city or town is favourable (remains steady from last year at 56%)
- **Market predictions**
 - 43% of Central Ontarians say their city's real estate market will be stronger in the next year, 2 points increase since last year

EAST

- **Current overall real estate market health**
 - 64% of eastern Ontarians say the current residential real estate market in their city or town is favourable, up 18 points from a year ago
- **Market predictions**
 - 32% of Eastern Ontarians say the real estate market in their city or town will be stronger in the next year, up 10 points from a year ago

SOUTH WEST

- **Current overall real estate market health**
 - 64% of south western Ontarians say the current residential real estate market in their city or town is favourable, up 12 points from a year ago
- **Market predictions**
 - 45% of South Western Ontarians say their city's real estate market will be stronger in the next year, up 9 points from a year ago

To read a copy of the full Ipsos Reid factum, visit <http://ipsos-na.com/news-polls/pressrelease.aspx?id=7513>

Methodology

These are some of the findings of an Ipsos poll conducted between October 27 and 31, 2016, on behalf of the Ontario Real Estate Association (OREA). For this survey, a sample of 1,003 Ontarians from Ipsos' 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, 19 times out of 20, had all Ontario adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

About The Ontario Home Ownership Index

The Ontario Home Ownership Index is designed to reflect Ontarians' overall views of the residential real estate market in Ontario, and incorporates measures such as Ontarians' perceptions of whether the



market in their neighbourhood, city, and Ontario, respectively, have improved or worsened in the last year and looking ahead into the future, whether home ownership is important to them and whether it is a good investment in the long-term. The first wave of the index, conducted in the fall 2013, was set to a baseline of 100 points.

About the Ontario Real Estate Association

The Ontario Real Estate Association represents 67,800 brokers and salespeople who are members of the 40 real estate boards throughout the province. OREA serves its REALTOR® members through a wide variety of professional publications, educational programs, advocacy, and other services.

www.OREA.com

-30-

For more information, or to schedule an interview, contact:

Katarina Markovinovic

Ontario Real Estate Association

(416) 445-9910 ext. 615

katarinam@orea.com