

# 2020 OREA HOME BUYER & SELLER PROFILE

ONTARIO REAL ESTATE ASSOCIATION  
(OREA)

Report of Findings

24 February 2020

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# INTRODUCTION

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# Methodology



## METHODOLOGY

- **Online survey** through the Ipsos I-Say panel among Ontario residents aged 18+.
- The interviews were conducted between **January 27 and February 6, 2020**.
- In the end, we gathered the opinions of **1,420 Ontario residents**, of which 1,170 said they were likely home buyers in the next 12 months and 1,000 said they were likely home sellers in the next 12 months. Overlapping was allowed between the buyer and seller groups, since many both buy and sell.
- The total number of participants (including those who disqualified or dropped out) was **weighted according to Statistics Canada census data by gender, age, and region** to accurately reflect the actual distribution of Ontarians.
- As a result, we believe that the resulting sample paints an accurate sociodemographic portrait of home buyers and sellers in Ontario.



## INTERPRETATION OF FINDINGS

- The precision of Ipsos online polls is measured using a credibility interval. In this case, the polling is considered **accurate to within  $\pm 3.3$  percentage points for buyers and  $\pm 3.5$  points for sellers**, 19 times out of 20, of what the results would have been had every adult in Ontario been polled. The credibility interval is wider among sample subsets.
- Statistical significance in data tables and charts is indicated with colouring. **Red** indicates that a percentage is **statistically lower** than all other groups, whereas **green** indicates that a percentage is **statistically higher** than all other groups.
- In all cases, groups are compared within subgroups (i.e. age groups are compared to each other and personas are compared to each other).
- All statistical testing is done at the **95% confidence interval**.
- Figures might not always sum to 100% given rounding

# Selected Profiles of Home Buyers/Sellers

- In addition to age breaks, we would also like to profile three specific groups of home buyers and sellers that could be of interest to real estate professionals.
- These groups are those who are buying for the very first time, those who are already in the housing market and looking to upgrade their home, and those who are looking to exit the housing market.
- Different profiles certainly demonstrate different preferences when it comes to buying or selling a home.



## FIRST-TIME HOMEBUYERS

- Defined as those who are buying a home for the first time
- Represent approximately 24% of likely buyers in Ontario
- 54% fall into the 18-34 age group
- 38% are single (never married)
- Sometimes have a kid in the household, but not always



## UPGRADERS

- Defined as those who are buying a larger home
- Represent approximately 19% of likely buyers in Ontario
- 49% fall into the 35-54 age group
- On average have at least 1 kid in the household
- 61% are married
- Bigger families, bigger incomes



## EXITERS

- Defined as those who are selling their primary residence but are not buying another one
- Represent approximately 18% of likely sellers in Ontario
- 56% fall into the 55+ age group
- More likely to be in Southwest Ontario (34%) than other groups

# SNAPSHOT OF FINDINGS

# 2

# Summary

## Buyers

- 19% of Ontarians are at least somewhat likely to buy a home in the next 12 months. Among those who are, most (78%) are looking for a primary residence in which to live, while 16% are looking for an investment property and 5% are hunting for a vacation property.
- Buyers are looking primarily for detached homes (60%), particularly older buyers. Row/townhomes (15%), high-rise condos (10%), semi-detached homes (9%), and low-rise condos (6%) comprise a much smaller portion. However, among first-time buyers, town/rowhomes (22%) are being targeted more frequently, given their more accessible price point.
- When searching for a home, affordability, community safety, quality of neighbourhood, proximity to work, and community amenities are the most important factors influencing the home search. Boomers place more emphasis on affordability and amenities, including walkable communities and being senior-friendly.
- The average purchase price is anticipated to be \$543,267, with first-timers anticipating spending a little less (\$454,489). Down payments are healthy at 35% on average, including 23% for first-time homebuyers. Just 8% of prospective buyers anticipate putting down less than 10%.

# Summary

## Buyers (continued)

- The average size of home buyers anticipate purchasing is 1,843 square feet. Just 13% are looking for a home under 1,000 square feet or above 3,000 square feet (13%). The most common type of home being sought is a three-bedroom, two-bathroom home.
- While most Ontarians say they'll buy a resale home (68%) instead of a new build (32%), the general preference is for newer rather than older. Four in ten (41%) anticipate buying a home that is less than 10 years old and just 16% plan to buy a home that is older than 30 years old. The average age of the home likely to be bought is 15 years old. Boomers lean towards older homes; Millennials lean towards newer homes.
- Two in three (66%) prospective buyers have actively started to search for a home. For most, the search starts online. In general, top sources consulted include REALTOR.ca, a REALTOR®, friends/family, and a real estate franchise website. Pictures, property details, floor plans, and financial details are the most important features of listings websites.
- The average amount of time buyers expect a home search to take is about 3 months, but first-time buyers expect the process to take a little longer. Only half (48%) of buyers in Ontario think it can be accomplished in less than 5 weeks.

# Summary

## Sellers

- 19% of Ontarians are at least somewhat likely to sell in the next 12 months. Among those who are, most (83%) are selling their primary residence, while 12% are selling an investment property and 5% a vacation property.
- For 35% of those selling a home, this is their first time selling a home. Another 31% have only done it once before, underscoring the value that a REALTOR® can play in helping sellers navigate the process.
- While family concerns typically top the list of reasons why people are selling, the number-one reason for Boomers to be selling is because of a desire to downsize (37%) followed by age or health reasons (18%).
- Homes being sold largely match the desire of buyers: heavily skewed towards detached homes (66%), with fewer townhomes/rowhomes (14%), high-rise condos (9%), semi-detached homes (7%), or low-rise condos (3%) being sold. On average, sellers anticipate it will take 6.5 weeks to sell their home, although one quarter (26%) think they'll sell their home in less than 2 weeks' time.

# Summary

## Sellers (continued)

- The anticipated selling price is \$576,692, which is roughly \$33,000 more than what buyers anticipate spending. Despite this gap, most remain confident that they'll get the price they've asked for. In fact, nearly two in ten (17%) won't budge off their selling price, while the average flexibility a seller is willing to offer is 6.5% below their asking price. Sellers over the age of 55 are less flexible, as are those who are looking to exit the real estate market, since they have no need to search for a new house to buy and appear to be more willing to play the waiting game until the right buyer comes along.
- While the number of bedrooms and bathrooms in the homes up for sale is aligned with what buyers want to purchase, the age of the home is not. While buyers anticipate buying a home that is 15 years old, sellers are selling homes that are on average 30 years old. New builds can help bridge that gap, but some buyers will likely end up in homes that are older than they initially desired.
- Those who are selling have lived in their home for 12 years on average. For those who sold a previous home, most (82%) recall using a REALTOR® for that sale. They sold their home for \$357,637. With anticipated selling prices over \$200,000 higher now than the average recalled from 12 years ago, the sellers' investment has no doubt paid off.

# Summary

## REALTORS® for Buying

- Just 13% of prospective buyers say they won't use a REALTOR® to help them through the home buying. Most have either already begun to use one (39%) or intend to use one (47%) to help them find their next home. Despite the proliferation of DIY platforms, even most buyers under the age of 35 say they'll use a REALTOR® (88%). Moreover, most first-time homebuyers (84%) say they'll also use a REALTOR®.
- REALTORS® are seen as being valuable with a wide-range of tasks, including help with paperwork, helping buyers navigate the process, knowing what to watch out for, and helping buyers find the best home that fits their needs – something that Boomers especially value. First-time homebuyers especially like the peace of mind REALTORS® bring in helping them know what to watch out for when looking at homes.
- Among the 13% not using a REALTOR® to help them buy, the leading reasons include being able to search for themselves (39%), the belief that they can save money by not using one (25%), and that they can negotiate for themselves (24%). Those under 35 are most likely to be confident in their own negotiation skills, while Boomers are most confident in their ability to find a home themselves.
- Referrals are the number-one way that clients connect with a REALTOR®, although buyers under the age of 35 are nearly equally as likely to find one on the internet (33%) as through a referral (36%), underscoring the importance of having a good online presence. When researching an agent, interviewing the prospective agent is the top action taken by those aged 35 or older, while finding out more information on a franchise's website is the preferred course of action for those under the age of 35, many of whom also seek out information on social media (28%).
- Thinking about the traits they want in their REALTOR®, trustworthiness tops the list across all segments. Experience is also important, as are negotiating skills, imparting value for money and knowledge of the local market – something that is particularly important for Boomers.

# Summary

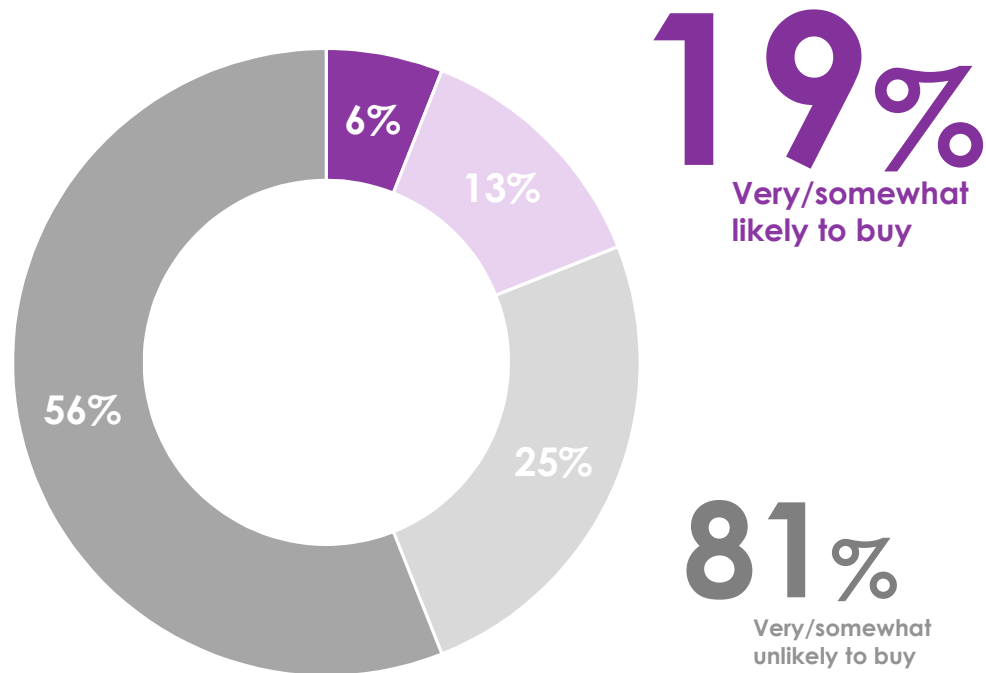
## REALTORS® for Selling

- Most (84%) say they will use a REALTOR® to help them sell their home. REALTORS® working hard to retain former clients is key, as 48% of sellers say they'll use the same REALTOR® they used last time to sell their home, rising to 70% among those looking to climb the property ladder and upgrade their current home. Among those not using the same REALTOR® to sell their home, most say their REALTOR® is no longer in the area.
- Among the 16% who won't use a REALTOR® to help them sell their home, the leading reasons are in an effort to save money (53%), the belief they can list their home themselves (35%), negotiate themselves (33%), and navigate the process themselves (31%). Two in ten (21%) say they have experience as they've done it before.
- The most important services that a REALTOR® provides when selling a home include help with pricing the home competitively (49%), marketing their home to potential buyers (45%) and helping to find a buyer for their home (41%). Other important services include negotiating (38%), help with paperwork (34%), helping to prepare the home for selling (28%), and help selling the home within a particular timeframe (21%).
- Trustworthiness, negotiating skills, experience and local market knowledge are the key traits that those selling their home are looking for in their real estate professional.

# BUYERS

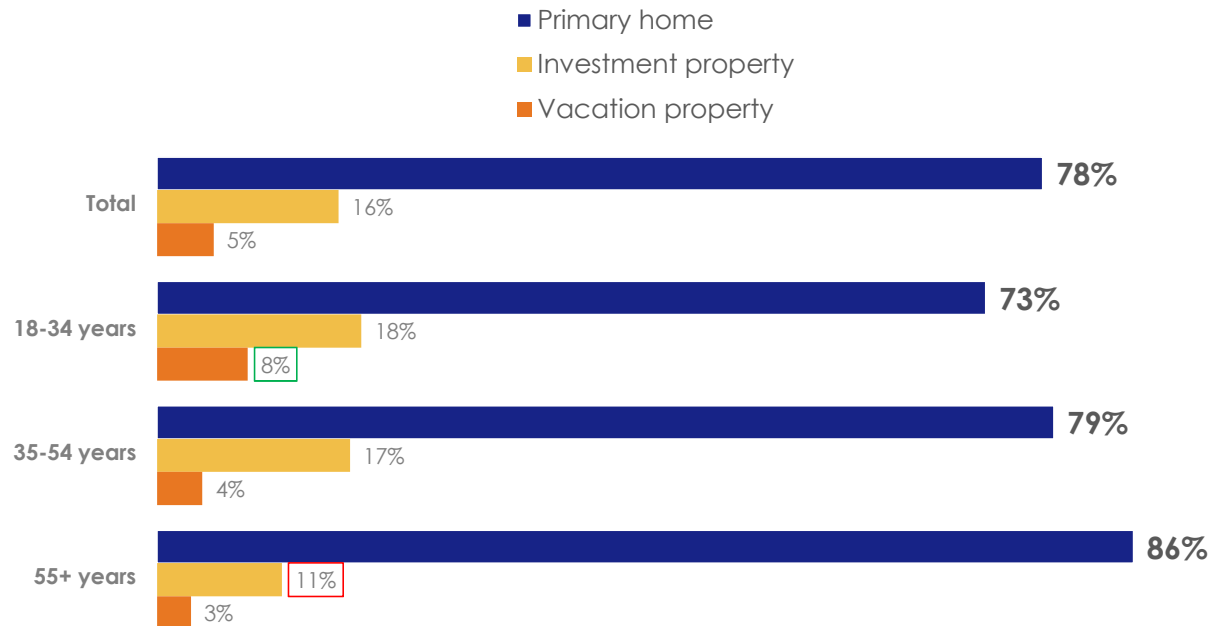
# 3

## Likelihood of Buying a Home in Next Year



- 19% of Ontarians are likely to buy a home in the next twelve months.
- Of that, 6% say they are 'very likely' to buy a home sometime in the next year, while the remaining 13% say they are 'somewhat likely'.

## Intended Home Purchase (Likely Buyers)



- Among those looking to buy a home, the vast majority (78%) are looking for a primary home (a home in which to live), while 16% are focused on buying an investment property.
- Just 5% of those likely to buy are looking to purchase a vacation property.
- Intentions to buy a vacation property are highest among the 18-34 segment.

## Previously Bought a Home vs. First-Time Homebuyers

### NUMBER OF TIMES

|                   | Total | 18-34 | 35-54 | 55+ |
|-------------------|-------|-------|-------|-----|
| None (First-Time) | 26%   | 42%   | 23%   | 8%  |
| One               | 37%   | 40%   | 41%   | 23% |
| Two               | 18%   | 13%   | 20%   | 22% |
| Three             | 10%   | 4%    | 11%   | 18% |
| Four              | 5%    | 1%    | 2%    | 13% |
| Five              | 5%    | 0%    | 2%    | 15% |

- Overall, 26% of those looking to buy a home are first-time homebuyers.
- For the vast majority of homebuyers, they have been through the process before a maximum of one other time (63% have either bought no homes previously or only one home).
- Among buyers aged 18-34, 42% are first-time homebuyers, which drops to 23% among those aged 35-54, and 8% among those aged 55+.

## Timing of Home Purchase

- Reasons for why prospective buyers are choosing to buy now vary: for 25% of them, they say they simply want to own their own home. For others, they want a larger home (22%), there's been a change in their family situation (14%), they're looking to move closer to family or friends (11%), they're retiring (8%), or they've found a new job and need to relocate (5%). For 15%, some other reason has informed their timing.
- Perhaps not surprisingly, the top reason for those aged 55+ is retirement (27%).

### MAIN REASON

|                                              | Total | 18-34 | 35-54 | 55+ |
|----------------------------------------------|-------|-------|-------|-----|
| I want to own my own home                    | 25%   | 33%   | 27%   | 10% |
| I need a larger home                         | 22%   | 28%   | 25%   | 8%  |
| There's been a change in my family situation | 14%   | 9%    | 17%   | 17% |
| I'm looking to move closer to family/friends | 11%   | 11%   | 9%    | 14% |
| I'm retiring                                 | 8%    | 2%    | 2%    | 27% |
| I've found a new job and need to relocate    | 5%    | 9%    | 5%    | 2%  |
| Other                                        | 15%   | 9%    | 15%   | 22% |

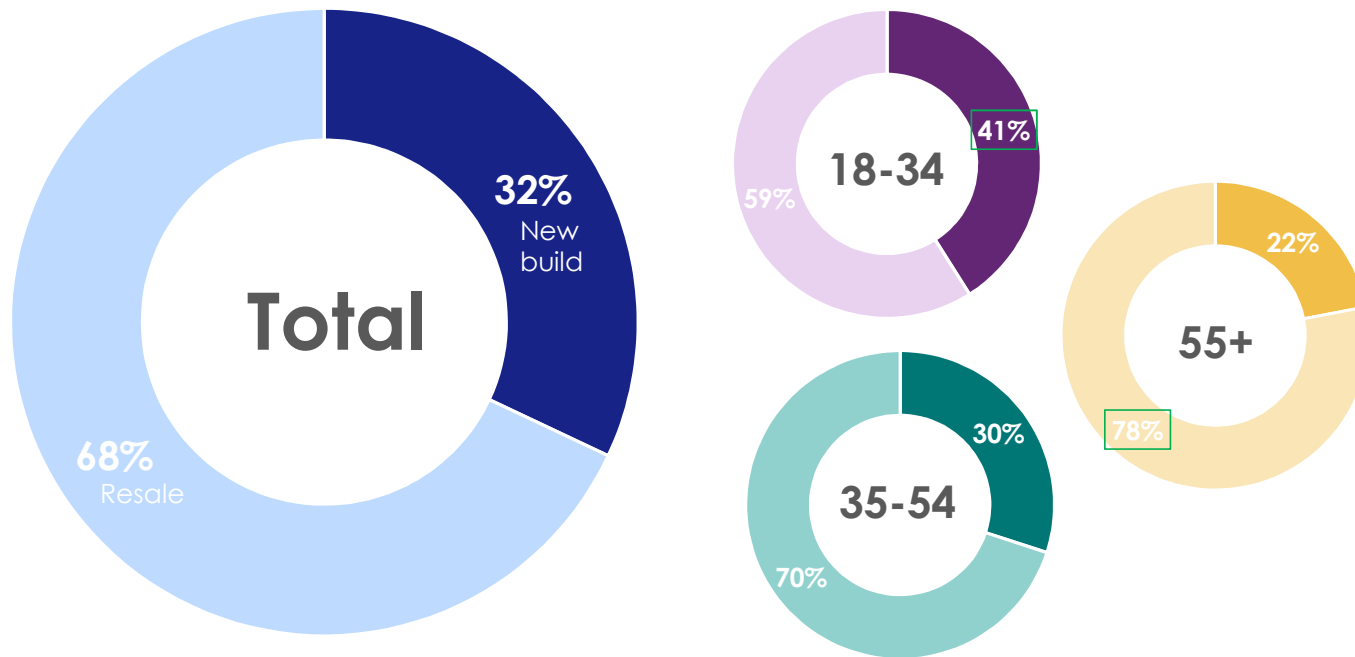
## Timing of Home Purchase

- For first-time buyers, the leading cause driving their decision to buy now is a desire to own their own home, with 66% expressing this desire – far beyond any other motivation.

### MAIN REASON

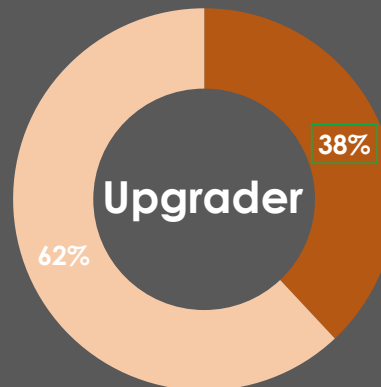
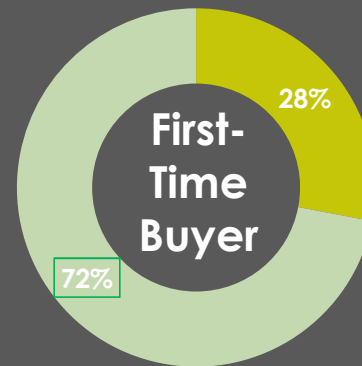
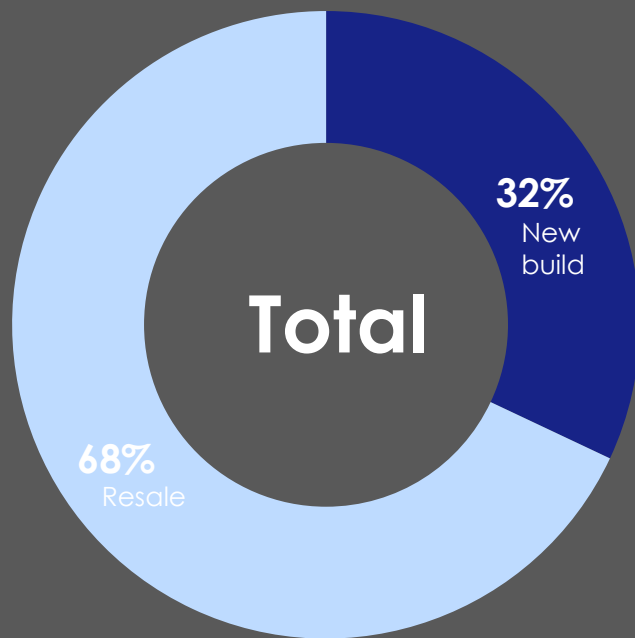
|                                              | Total | First Time Buyer | Upgrader |
|----------------------------------------------|-------|------------------|----------|
| I want to own my own home                    | 25%   | 66%              |          |
| I need a larger home                         | 22%   | 12%              | 100%     |
| There's been a change in my family situation | 14%   | 8%               |          |
| I'm looking to move closer to family/friends | 11%   | 2%               |          |
| I'm retiring                                 | 8%    | 1%               |          |
| I've found a new job and need to relocate    | 5%    | 3%               |          |
| Other                                        | 15%   | 8%               |          |

## New Build vs. Resale Home



- Buyers are leaning more towards resale homes (68%) than new builds (32%).
- Younger buyers are more likely than other groups to lean more towards new builds, but still a majority will buy resale (59% resale vs. 41% new)
- For those aged 35-54, the split is more heavily towards resale (70%) than new (30%).
- For those aged 55+, most (78%) will opt for a resale over a new build (22%).

## New Build vs. Resale Home



- Upgraders are more likely (38%) than first-time homebuyers (28%) to be inclined to buy a new build.
- First-time homebuyers (72%) are more likely than upgraders (62%) to say they're most likely to buy a resale home.

# Type of Home

## MOST LIKELY TO BUY

|                              | Total | 18-34 | 35-54 | 55+ |
|------------------------------|-------|-------|-------|-----|
| Detached home                | 60%   | 57%   | 60%   | 65% |
| Town/rowhouse                | 15%   | 15%   | 15%   | 11% |
| High-rise condo (6+ stories) | 10%   | 13%   | 10%   | 9%  |
| Semi-detached                | 9%    | 11%   | 9%    | 5%  |
| Low-rise condo (≤5 stories)  | 6%    | 4%    | 6%    | 10% |

- The majority (60%) of homebuyers are most likely to buy a detached home, with smaller proportions likely to buy a town/rowhouse (15%), high-rise condo (10%), semi-detached (9%) or low-rise condo (6%).
- In general, the inclination towards a detached home grows with age, although some Boomers are opting for low-rise condos (10%), more so than any other generation.

# Type of Home

## MOST LIKELY TO BUY

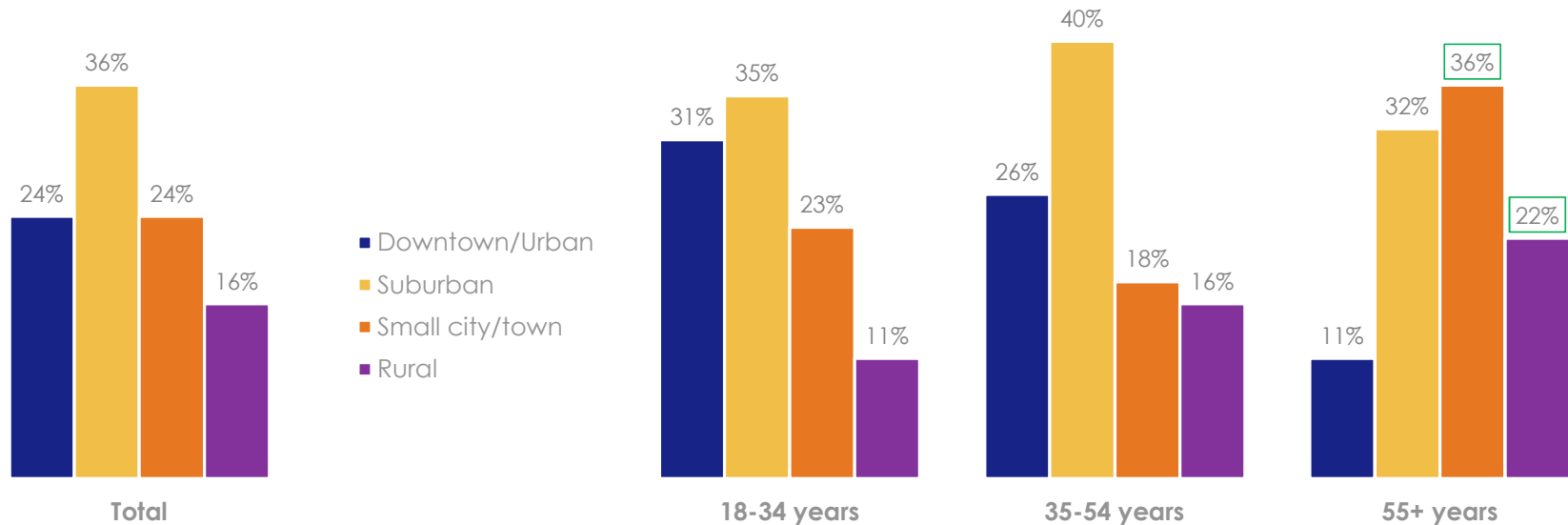
|                              | Total | First Time Buyer | Upgrader |
|------------------------------|-------|------------------|----------|
| Detached home                | 60%   | 51%              | 66%      |
| Town/rowhouse                | 15%   | 22%              | 9%       |
| High-rise condo (6+ stories) | 10%   | 12%              | 8%       |
| Semi-detached                | 9%    | 10%              | 13%      |
| Low-rise condo (≤5 stories)  | 6%    | 4%               | 4%       |

- Upgraders (66%) are far more likely than first-time homebuyers (51%) to be buying a detached home.
- First-time homebuyers are more likely to be leaning towards a town/rowhouse (22%) than upgraders are (9%).

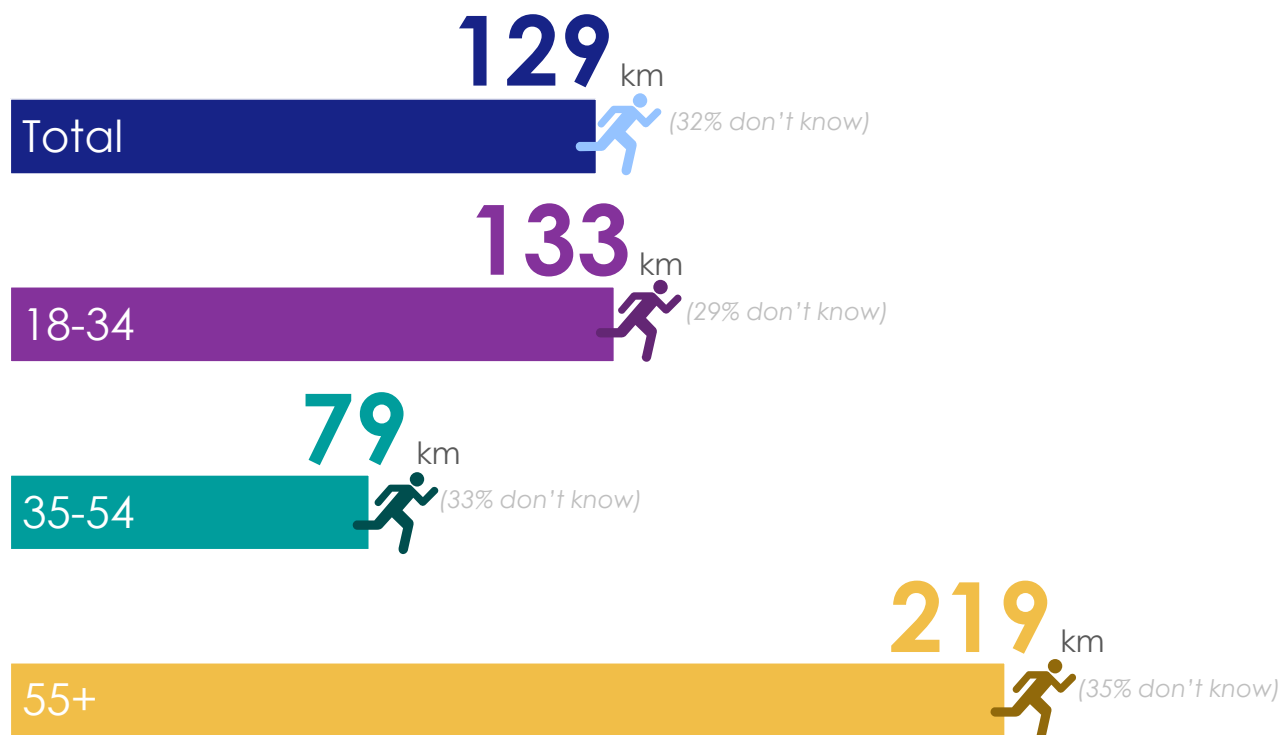
## Location

- Overall, 24% of buyers will be looking to buy in downtown/urban centres. Suburban locations (36%) receive the largest share of the pie, while small cities and towns are the most likely location for 24% of buyers. Fewer than two in ten (16%) homebuyers in the province are looking at a rural location.
- By age, those aged 18-34 are more likely than other generations to be looking at downtown/urban cores, while Boomers have a disproportionately stronger affinity for smaller markets .

### LOCATION OF THE HOME WILL PURCHASE



## Average Distance from Current Home



- The average Ontarian who is planning to move will move 129km away from their current home – but of course the average is pulled by those moving great distances.
- 36% are moving within 25km of their current home.
- Those aged 35-54 are moving shorter distances, perhaps because they are tied down to family and work obligations. This makes it more difficult to move greater distances.

# Choosing Location

## MOST IMPORTANT FACTORS

|                                    | Total | 18-34 | 35-54 | 55+ |
|------------------------------------|-------|-------|-------|-----|
| Affordability of homes             | 43%   | 41%   | 41%   | 49% |
| Safe community                     | 38%   | 39%   | 36%   | 40% |
| Quality of neighbourhood           | 34%   | 30%   | 35%   | 38% |
| Convenient to work/job             | 27%   | 36%   | 29%   | 9%  |
| Close to amenities                 | 25%   | 22%   | 24%   | 34% |
| Close to family/friends            | 20%   | 18%   | 19%   | 23% |
| Close to transit                   | 17%   | 18%   | 19%   | 12% |
| Walkable community                 | 16%   | 12%   | 15%   | 23% |
| Close to schools                   | 15%   | 15%   | 19%   | 5%  |
| Style/age of home in neighbourhood | 13%   | 12%   | 13%   | 15% |
| Child-friendly                     | 13%   | 18%   | 14%   | 3%  |
| Senior-friendly                    | 9%    | 3%    | 4%    | 24% |

- The top-five factors influencing where Ontarians will buy their home include affordability (43%), safe communities (38%), quality of neighbourhood (34%), convenient to work/job (27%) and close to amenities (25%).
- Boomers have a slightly different list, placing more emphasis on affordability, being close to amenities, walkable and senior-friendly, and less emphasis on proximity to work since many will be retired.

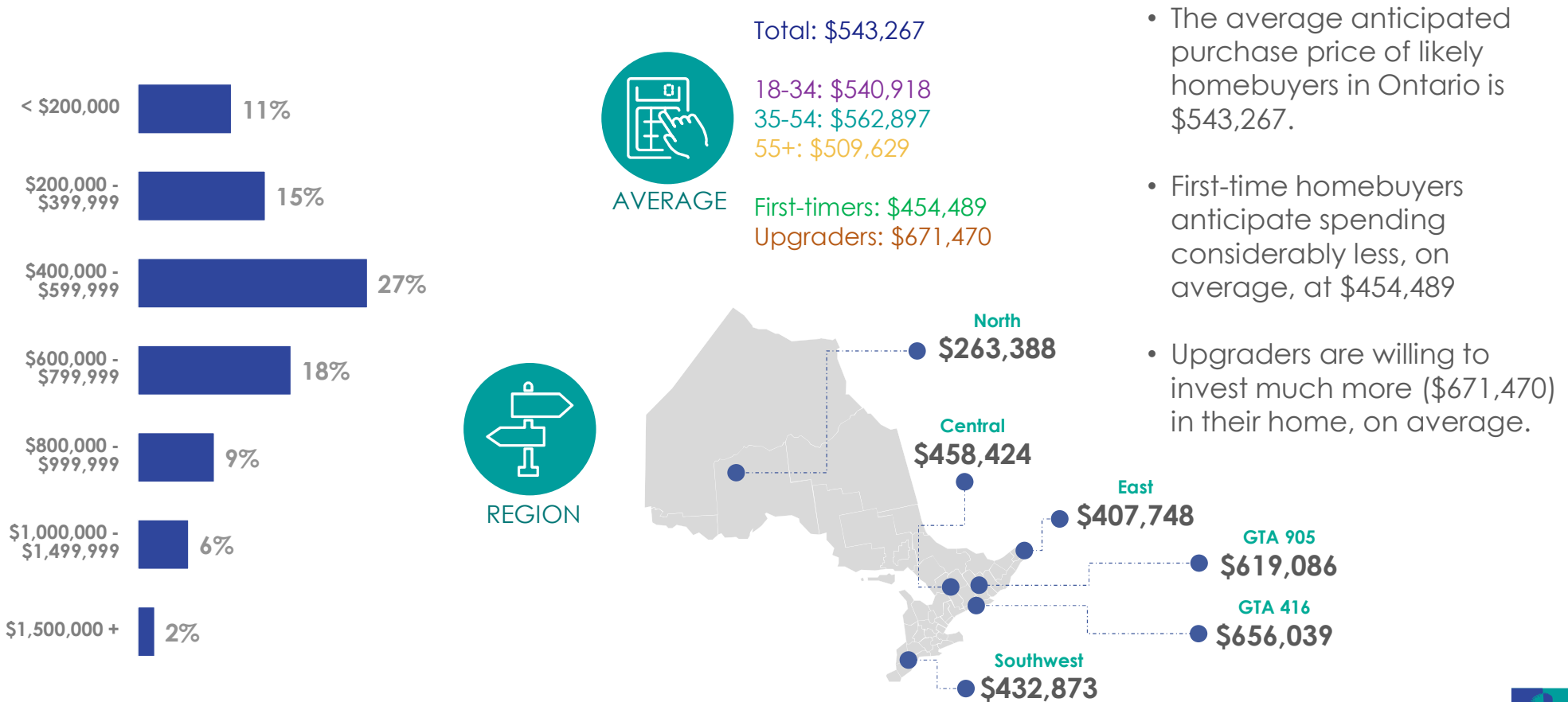
# Choosing Location

## MOST IMPORTANT FACTORS

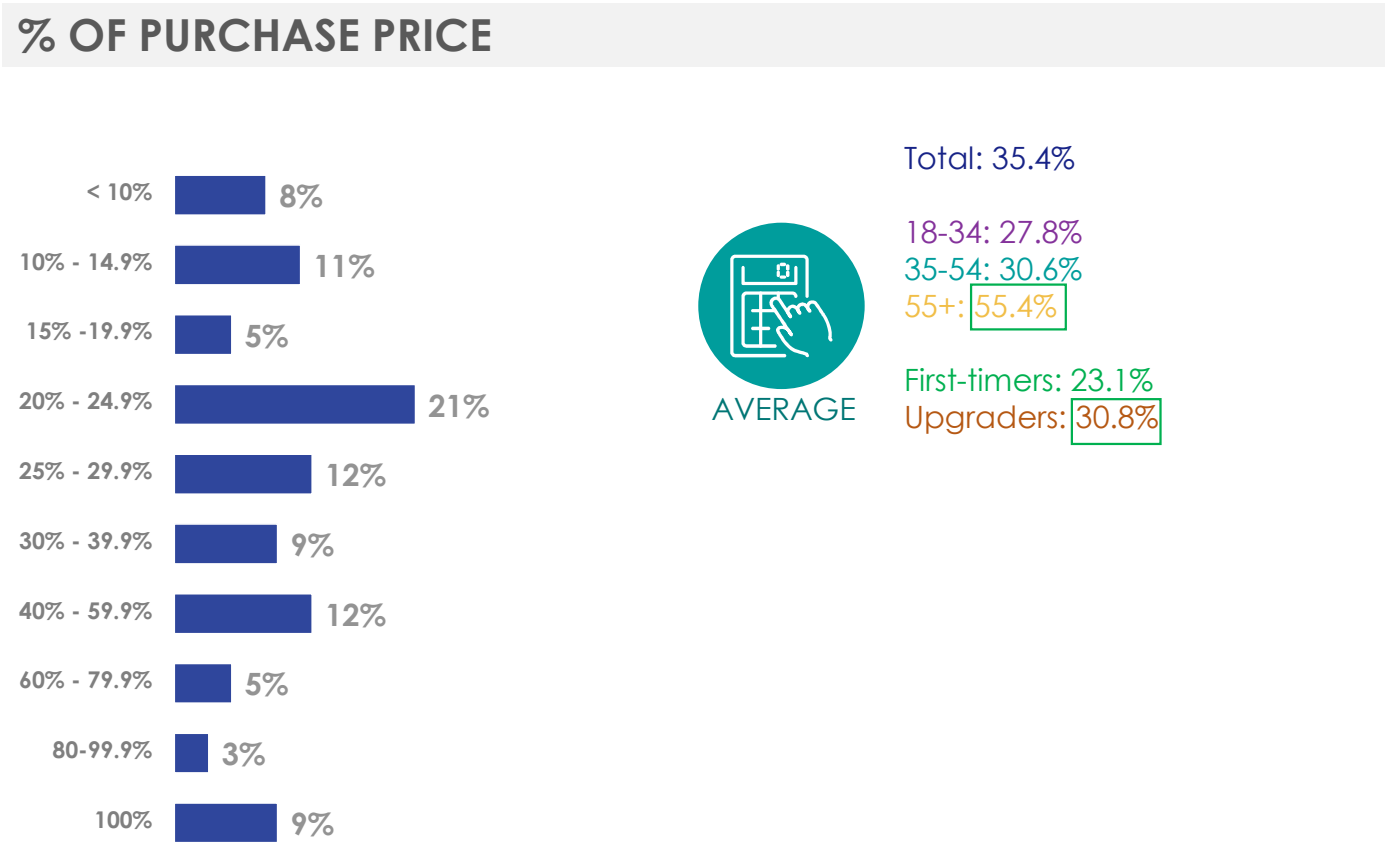
|                                    | Total | First Time Buyer | Upgrader |
|------------------------------------|-------|------------------|----------|
| Affordability of homes             | 43%   | 48%              | 38%      |
| Safe community                     | 38%   | 42%              | 40%      |
| Quality of neighbourhood           | 34%   | 29%              | 39%      |
| Convenient to work/job             | 27%   | 29%              | 32%      |
| Close to amenities                 | 25%   | 26%              | 19%      |
| Close to family/friends            | 20%   | 14%              | 19%      |
| Close to transit                   | 17%   | 25%              | 16%      |
| Walkable community                 | 16%   | 12%              | 11%      |
| Close to schools                   | 15%   | 14%              | 25%      |
| Style/age of home in neighbourhood | 13%   | 10%              | 12%      |
| Child-friendly                     | 13%   | 15%              | 16%      |
| Senior-friendly                    | 9%    | 5%               | 5%       |

- First-time homebuyers are more likely than those who are climbing the property ladder to place emphasis on affordability and proximity to transit.
- Upgraders are more likely to be searching for a high-quality neighbourhood with close proximity to schools, given they are more likely to have children than first-time homebuyers.

# Anticipated Purchase Price

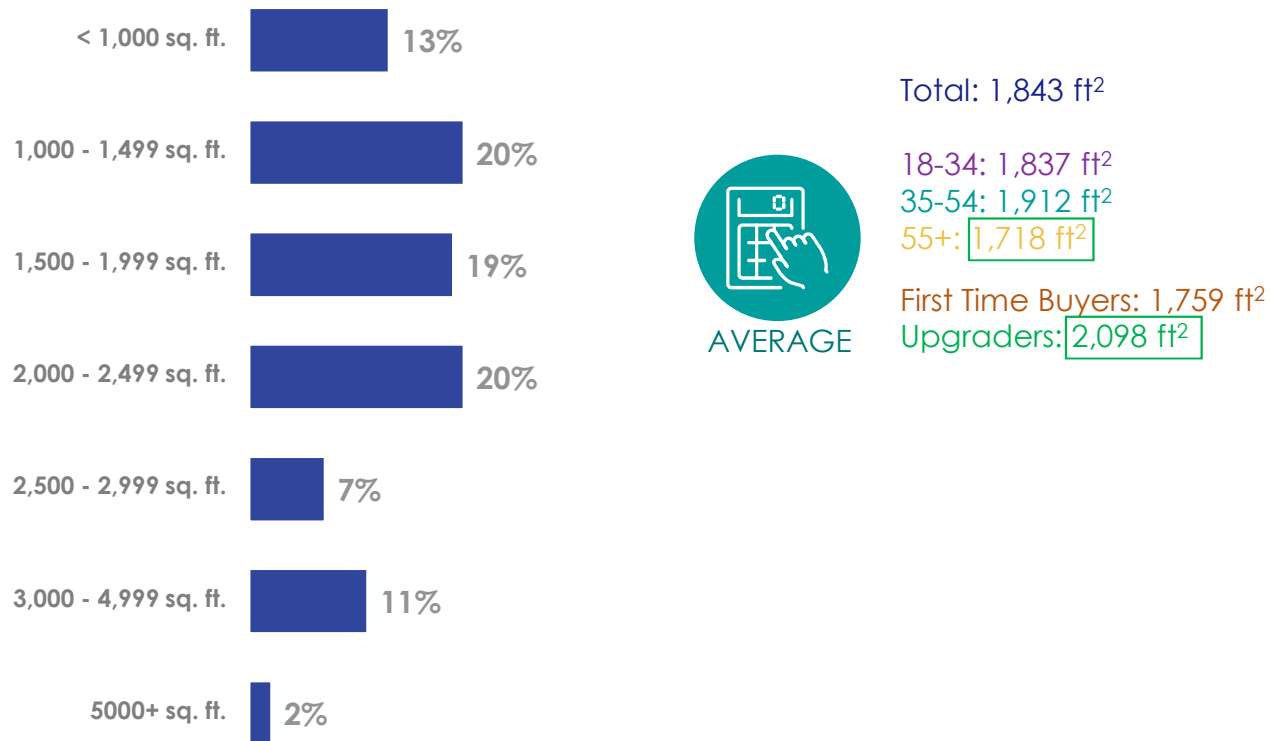


# Percentage Down Payment



- On average, Ontarians anticipate being able to contribute 35% of the purchase price of the home as a down payment. Even among first-time homebuyers, the average down payment is 23%.
- Naturally, the size of the down payment grows with the age of the buyer (since they've had more time to build equity).
- It's important to note that only 8% of buyers anticipate putting down less than 10%.

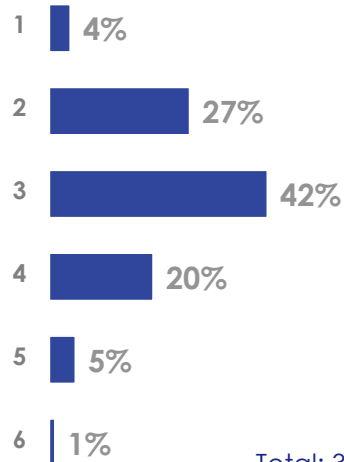
## Size of Home Would Like to Buy



- The average-sized home being purchased is 1,843 square feet. First-time homebuyers are on the slightly smaller side at 1,759 square feet, with upgraders desiring more space on average at 2,098 square feet.
- Only 13% of buyers anticipate buying a home that is less than 1000 square feet, which skews more heavily towards younger people in large urban centres.

# Number of Bedrooms and Bathrooms Desired

## BEDROOMS



Total: 3 bedrooms

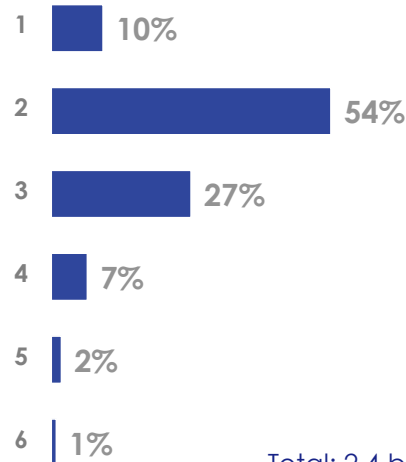


AVERAGE

18-34: 3.1 bedrooms  
35-54: 3 bedrooms  
55+: 2.8 bedrooms

First-Timers: 3 bedrooms  
Upgraders: 3 bedrooms

## BATHROOMS



Total: 2.4 bathrooms



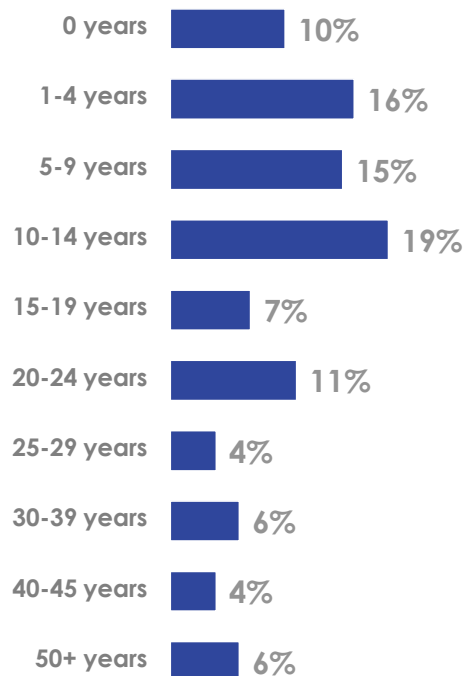
AVERAGE

18-34: 2.4 bathrooms  
35-54: 2.4 bathrooms  
55+: 2.3 bathrooms

First-Timers: 2.2 bathrooms  
Upgraders: 2.6 bathrooms

- The most commonly sought-after home type is a three-bedroom home with two bathrooms.
- Just 10% of the population is looking for only one bathroom, while nearly four in ten (36%) want at least 3 bathrooms in their next home.
- Just 4% want one bedroom, while 27% want two bedrooms. Most (69%) buyers in Ontario want three or more bedrooms. Even first-time homebuyers want three bedrooms.

# Age of Home Likely to Buy



AVERAGE

Total: 15.4 years

18-34: 12 years

35-54: 15.9 years

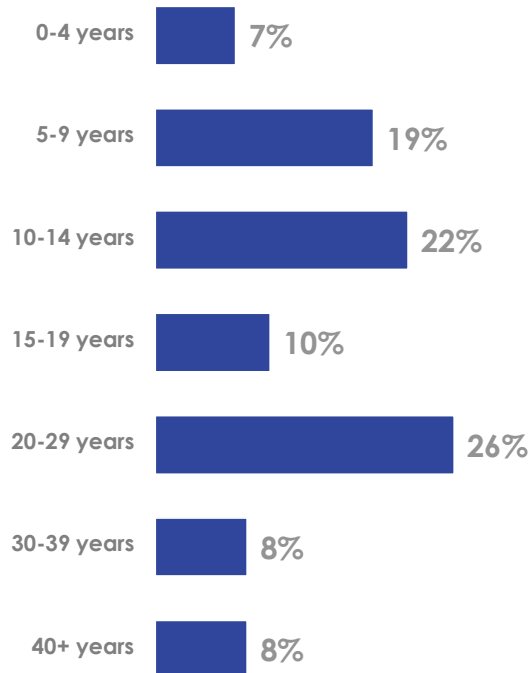
55+: 19.4 years

First-Time Buyers: 15.1 years

Upgraders: 12.2 years

- The average age of home Ontarians are looking to buy is 15 years old.
- Four in ten (41%) want a home that is less than 10 years old; conversely, 6% want a home that is more than 50 years old.
- First-time homebuyers are okay with a slightly older home than upgraders are.
- Younger buyers also prefer younger homes, while Boomers preferences skew more towards older homes.

## Expected Period of Tenancy



Total: 17.2 years

18-34: 15.5 years

35-54: 18.2 years

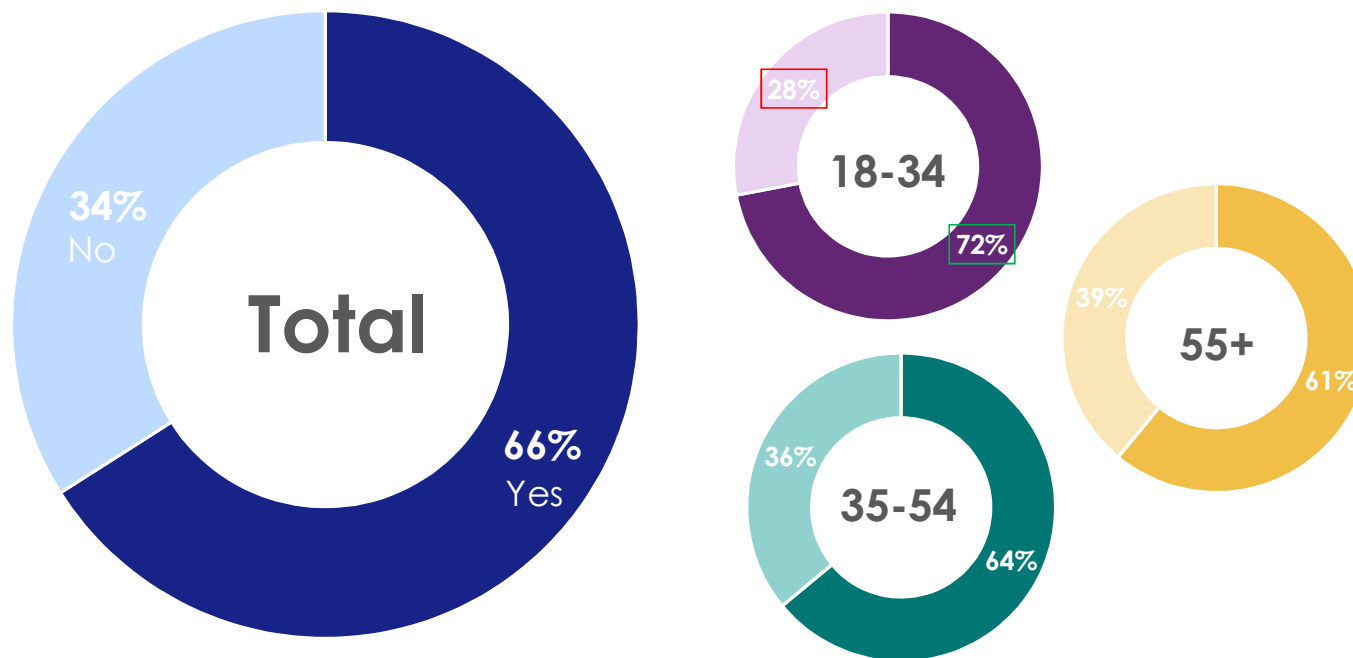
55+: 17.5 years

First-Timers: 19.7 years

Upgraders: 16.7 years

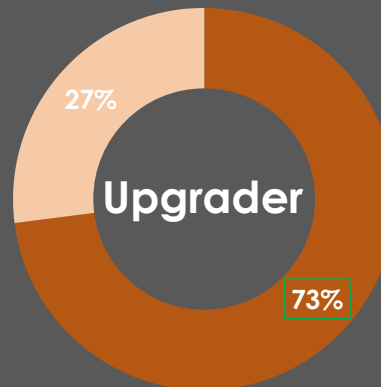
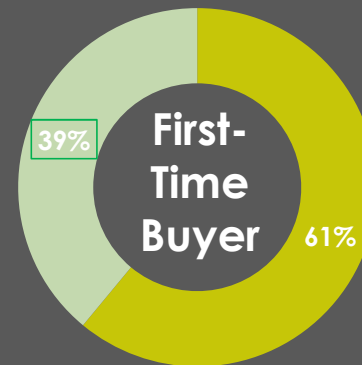
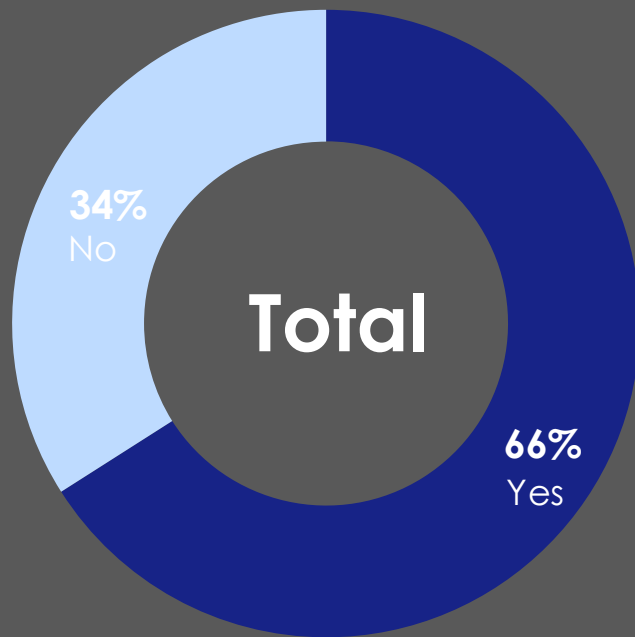
- Most buyers anticipate being in their home for quite a long time – 17.2 years on average. Even first-time homebuyers expect to be in their home for nearly 20 years (but we know that doesn't often happen as younger people are climbing the property ladder and move more often).
- For 26% of buyers, they anticipate being in their home for less than 10 years.
- For 16% of buyers, they anticipate being in their home for at least 30 years.

## Actively Started Searching



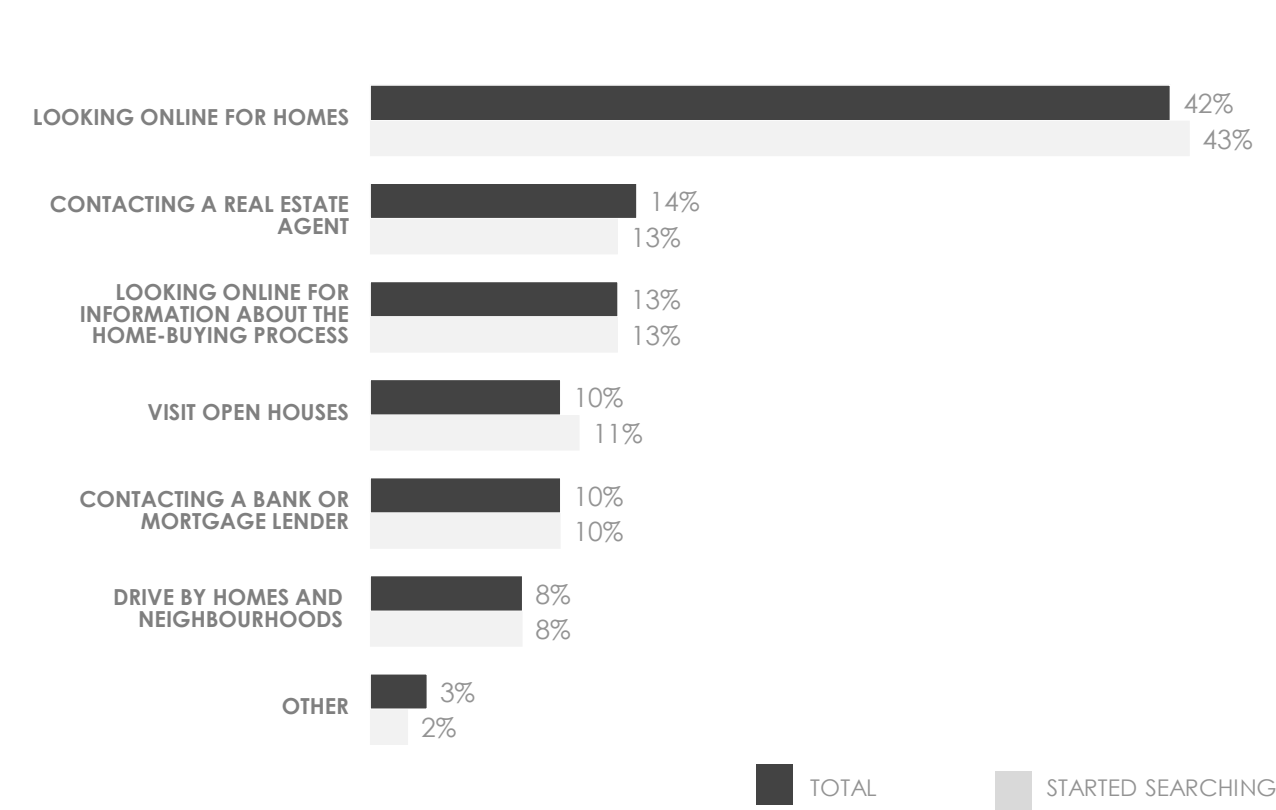
- Among those likely to buy a home, 66% have already actively started searching for a home, while 34% say they have not yet started.
- Younger buyers (72%) are the most likely to say they've begun their search, while fewer 35-54 year olds (64%) and those 55+ (61%) have actively begun their search.

## Actively Started Searching



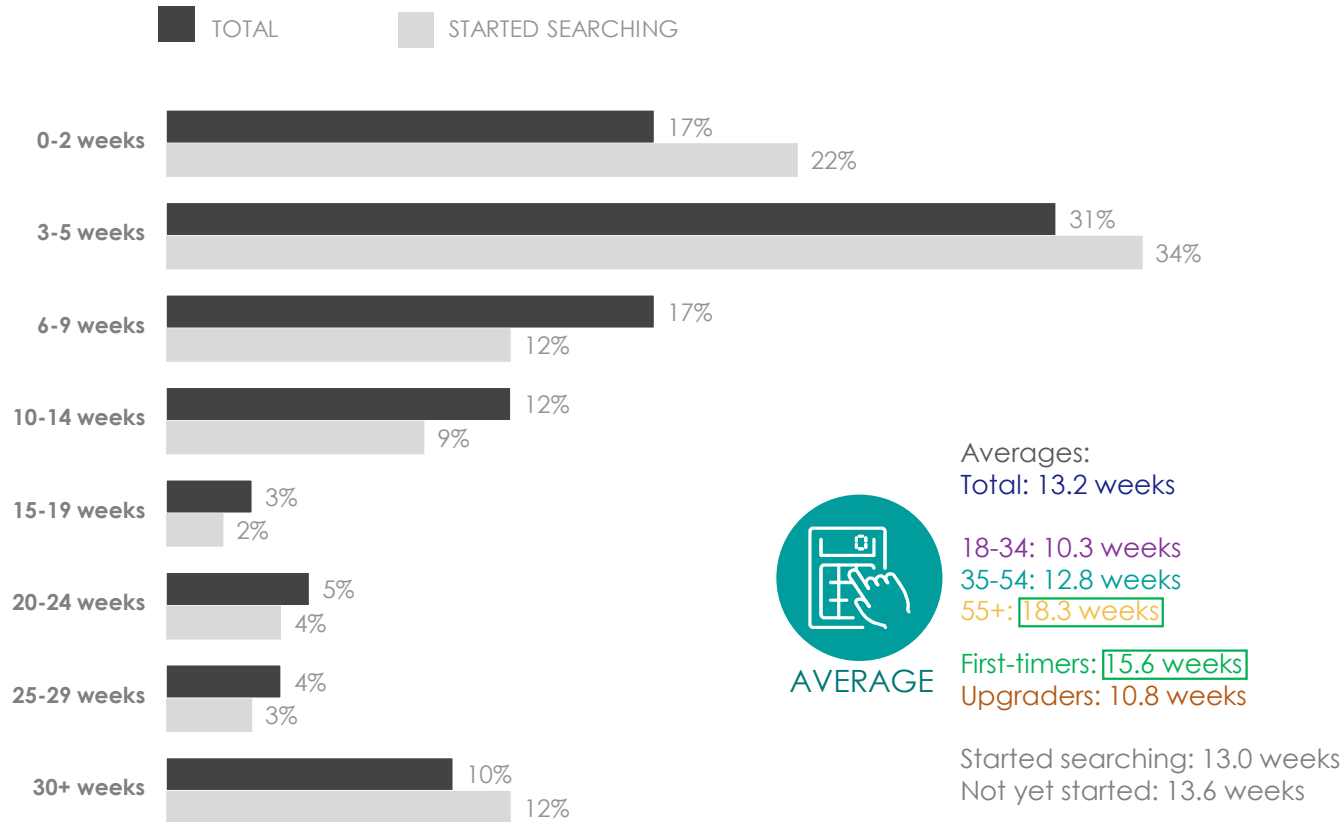
- Upgraders are also more likely (73%) than first-time homebuyers (61%) to say they've actively started searching for their home, suggesting that first-time homebuyers may be a little more unsure about the process or timing. As a result, they haven't started yet.

# First Step in Home-Buying Process



- For nearly half of homebuyers, the first step starts with an online search for homes (42%).
- For others, though, the first step looks different, including contacting a real estate agent (14%), looking online for information about the homebuying process (13%, rising to 20% among those aged 18-34), visiting open houses (10%), contacting a bank or lender (10%), or driving by homes and neighbourhoods (8%).

# Expected Number of Weeks to Be Spent Searching for Home



- The average prospective buyer says that they have either been searching or anticipate searching for 18 weeks on average.
- First-timers anticipate a search of close to 16 weeks, while upgraders are in more of a rush and say they've been searching or are likely to search for 11 weeks.
- Interestingly, Boomers are the most patient (or picky!), with an average search of 18 weeks.
- 12% of those who are already searching have been on the hunt for more than 30 weeks.

## Sources Consulted about Homes or Home-Buying Process

|                                  | Total | 18-34 | 35-54 | 55+ |
|----------------------------------|-------|-------|-------|-----|
| REALTOR.ca                       | 55%   | 54%   | 60%   | 48% |
| REALTOR®                         | 37%   | 42%   | 38%   | 29% |
| Friends or family                | 33%   | 36%   | 33%   | 30% |
| Real estate franchise website    | 33%   | 35%   | 30%   | 35% |
| Real estate broker website       | 27%   | 26%   | 24%   | 35% |
| Kijiji.ca                        | 21%   | 29%   | 19%   | 12% |
| Homebuilder website/sales office | 18%   | 19%   | 16%   | 18% |
| Newspaper                        | 15%   | 16%   | 13%   | 17% |
| Bank or mortgage lender          | 14%   | 15%   | 15%   | 11% |
| Purplebricks.ca                  | 11%   | 14%   | 10%   | 11% |
| Yard signs                       | 11%   | 12%   | 10%   | 10% |
| Zillow.ca                        | 8%    | 14%   | 7%    | 2%  |
| Redfin.ca                        | 3%    | 7%    | 3%    | 0%  |
| Other                            | 8%    | 6%    | 7%    | 15% |

- The top-three sources that buyers use to get their information about the home-buying process are REALTOR.ca (55%), a REALTOR® (37%), and a tie for friends and family (33%) and a real estate franchise website (33%).
- Interestingly, 29% of those aged 18-34 say they get at some of their information about homes or the homebuying process from Kijiji.ca.

## Sources Consulted about Homes or Home-Buying Process

|                                  | Total | First Time Buyer | Upgrader |
|----------------------------------|-------|------------------|----------|
| REALTOR.ca                       | 55%   | 45%              | 61%      |
| REALTOR®                         | 37%   | 35%              | 39%      |
| Friends or family                | 33%   | 39%              | 31%      |
| Real estate franchise website    | 33%   | 32%              | 30%      |
| Real estate broker website       | 27%   | 24%              | 25%      |
| Kijiji.ca                        | 21%   | 26%              | 19%      |
| Homebuilder website/sales office | 18%   | 19%              | 19%      |
| Newspaper                        | 15%   | 13%              | 17%      |
| Bank or mortgage lender          | 14%   | 15%              | 17%      |
| Purplebricks.ca                  | 11%   | 11%              | 16%      |
| Yard signs                       | 11%   | 10%              | 11%      |
| Zillow.ca                        | 8%    | 7%               | 10%      |
| Redfin.ca                        | 3%    | 3%               | 5%       |
| Other                            | 8%    | 8%               | 6%       |

- First-time homebuyers are more likely than those who have been through the process before to cite friends or family as a source of information, as well as to use Kijiji.ca.
- Still, the number-one source for first-time buyers is the same as other buyers – REALTOR.ca

## Website Features Most Valued

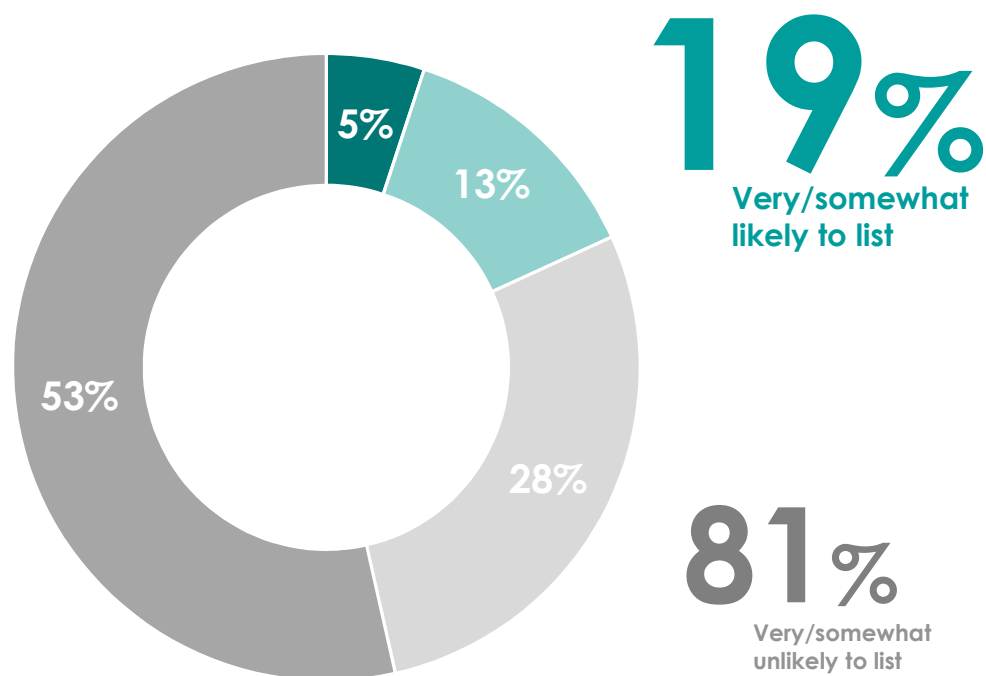
|                                 | Total | 18-34 | 35-54 | 55+ |
|---------------------------------|-------|-------|-------|-----|
| Pictures                        | 63%   | 57%   | 63%   | 73% |
| Details about the property      | 60%   | 51%   | 60%   | 73% |
| Floor plans                     | 47%   | 44%   | 46%   | 54% |
| Property tax/financial details  | 45%   | 36%   | 47%   | 54% |
| Virtual tours                   | 37%   | 32%   | 39%   | 41% |
| Details about the neighbourhood | 35%   | 34%   | 33%   | 40% |
| Ease of use of website          | 31%   | 33%   | 32%   | 27% |
| Open-house information          | 27%   | 32%   | 28%   | 18% |
| Anticipated mortgage payments   | 24%   | 32%   | 24%   | 13% |
| Videos                          | 22%   | 26%   | 21%   | 16% |
| Details about listing agent     | 15%   | 19%   | 16%   | 7%  |
| Other                           | 3%    | 2%    | 3%    | 4%  |

- In terms of website features that buyers value most, those aged 55+ place the most emphasis on pictures, details about the property and floor plans.
- Among those aged 18-34, while they value many of the same things that Boomers do, they place less emphasis on property tax and financial details, and more emphasis on open-house information, estimated mortgage payments, and videos of the home.

# SELLERS

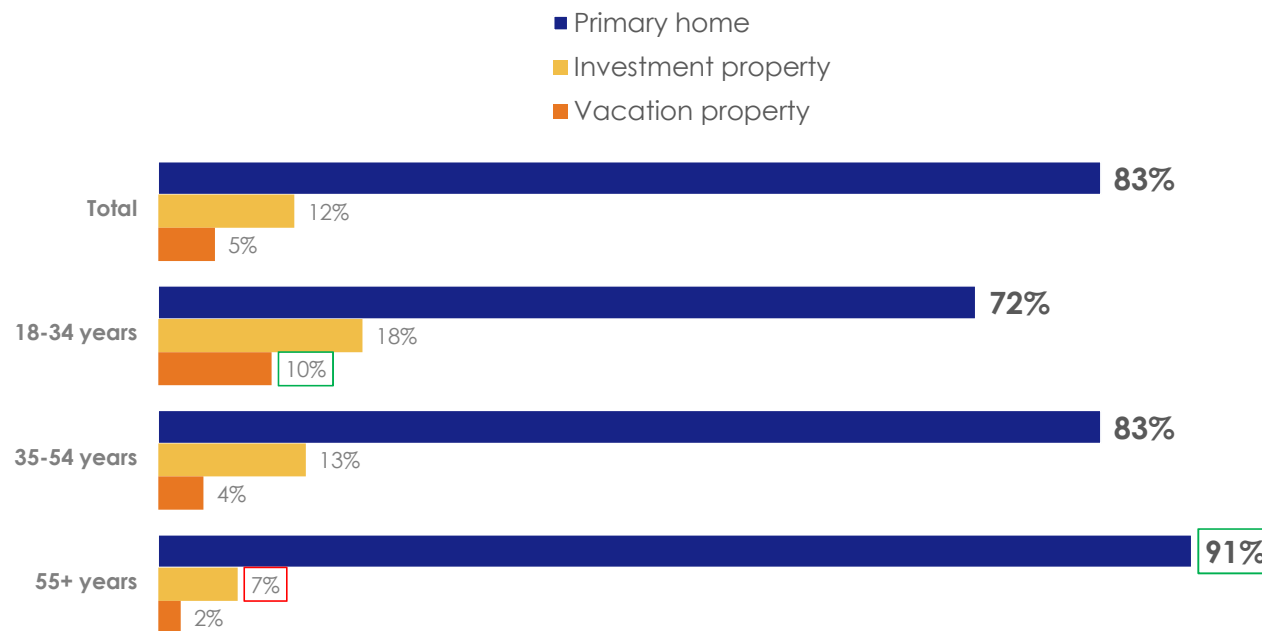
# 4

## Likelihood of Listing Home for Sale in Next Year



- 19% of homeowners are at least somewhat likely to list their home for sale in the next twelve months.
- Of that, 5% say they are 'very likely' to list their home for sale sometime in the next year, while the remaining 13% say they are 'somewhat likely'.

## Type of Home Being Sold



- Among those likely to sell a home, the vast majority (83%) say they are selling their primary residence, while 12% are selling an investment property and 5% are likely to sell a vacation property.
- Sellers aged 55+ are most likely to be selling their primary residence as opposed to a vacation or investment property.

## Previously Sold a Home

### NUMBER OF TIMES

|                   | Total | 18-34 | 35-54 | 55+ |
|-------------------|-------|-------|-------|-----|
| None (First-Time) | 35%   | 50%   | 37%   | 19% |
| One               | 31%   | 32%   | 32%   | 28% |
| Two               | 18%   | 13%   | 19%   | 21% |
| Three             | 7%    | 3%    | 6%    | 11% |
| Four              | 4%    | 2%    | 3%    | 8%  |
| Five              | 5%    | 0%    | 3%    | 13% |

- One in three (35%) sellers is navigating the process of selling a home for the very first time.
- For the vast majority (66%), they've been through the process of selling a home either one time or never before.
- Among sellers aged 18-34, half (50%) have never sold a home before.

## Main Reason Behind Home Sale

- Leading factors impacting the timing of their home sale include moving for family reasons (19%), downsizing (19%), believing that the time is right to sell (17%) and that home prices are favourable for selling (15%).
- Younger sellers are more likely to cite moving for work reasons, and believing that the time is right to sell. Boomers are by far the most likely to say they're selling to downsize (37%), or for age or health reasons (18%).

### MAIN REASON

|                                         | Total | 18-34 | 35-54 | 55+ |
|-----------------------------------------|-------|-------|-------|-----|
| I'm moving for family reasons           | 19%   | 20%   | 25%   | 12% |
| Downsizing                              | 19%   | 4%    | 14%   | 37% |
| I'm ready to sell – the time is right   | 17%   | 23%   | 18%   | 10% |
| House prices are favourable for selling | 15%   | 15%   | 18%   | 10% |
| Age or health reasons                   | 9%    | 5%    | 5%    | 18% |
| I'm moving for work reasons             | 8%    | 16%   | 8%    | 2%  |
| I want to exit the real estate market   | 3%    | 7%    | 2%    | 1%  |
| Other                                   | 10%   | 11%   | 11%   | 10% |

## Main Reason Behind Home Sale

- While those looking to upgrade mainly cite the time being right (27%) and family reasons (22%) as why they are looking to move, exiters want to downsize (29%), but also cite age or health-related reasons (18%).

### MAIN REASON

|                                         | Total | Upgrader | Exiters |
|-----------------------------------------|-------|----------|---------|
| I'm moving for family reasons           | 19%   | 22%      | 11%     |
| Downsizing                              | 19%   | 1%       | 29%     |
| I'm ready to sell – the time is right   | 17%   | 27%      | 10%     |
| House prices are favourable for selling | 15%   | 20%      | 13%     |
| Age or health reasons                   | 9%    | 7%       | 18%     |
| I'm moving for work reasons             | 8%    | 6%       | 7%      |
| I want to exit the real estate market   | 3%    | 3%       | 2%      |
| Other                                   | 10%   | 13%      | 10%     |

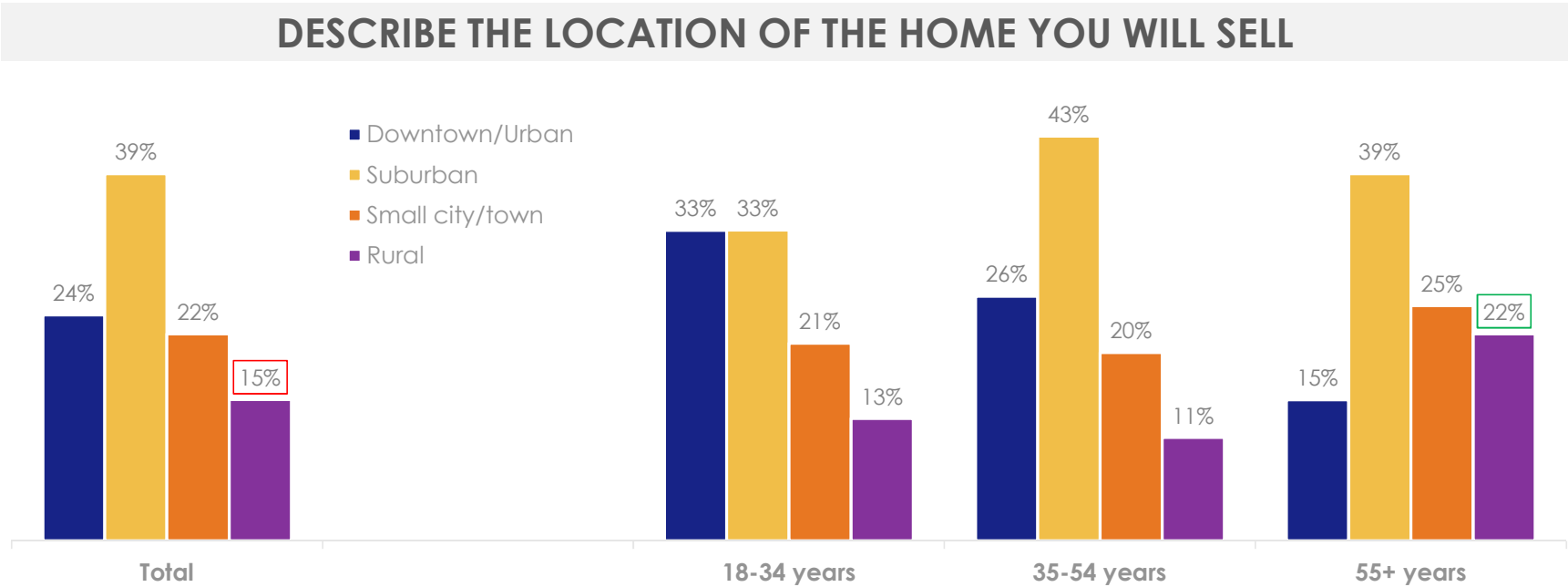
## Type of Home Being Sold

|                              | Total | 18-34 | 35-54 | 55+ |
|------------------------------|-------|-------|-------|-----|
| Detached home                | 66%   | 54%   | 63%   | 80% |
| Town/rowhouse                | 14%   | 20%   | 15%   | 8%  |
| High-rise condo (6+ stories) | 9%    | 15%   | 9%    | 4%  |
| Semi-detached                | 7%    | 9%    | 8%    | 6%  |
| Low-rise condo (≤5 stories)  | 3%    | 3%    | 4%    | 2%  |

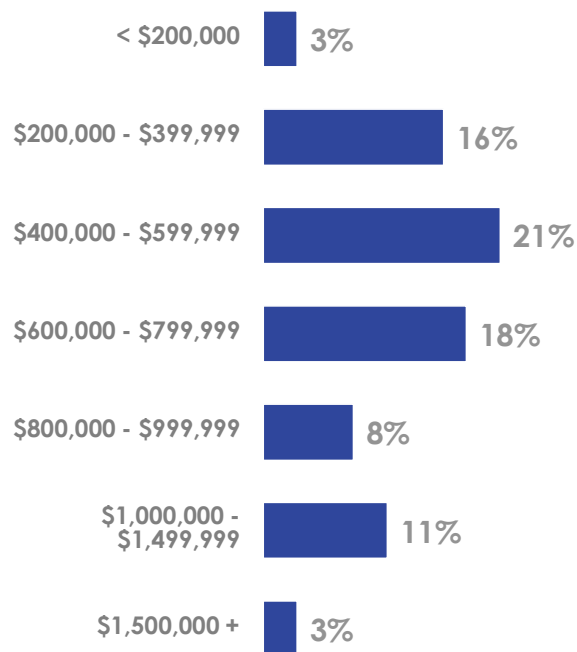
- Roughly two in three (66%) sellers will be selling a detached home, while 14% will sell a town/rowhouse. Fewer will be selling a high-rise condo (9%), semi-detached (7%) or low-rise condo (3%).
- Those aged 55+ are much more likely to be selling a detached home (80%).
- The distribution of homes being sold roughly matches the distributions of homes Ontarians are likely to buy.

# Location of Home Being Sold

- One quarter (24%) will be selling a downtown/urban home, while 39% will sell a suburban home. Fewer Ontarians looking to sell say their home is located in a small city/town (22%) or rural locale (15%).
- Younger people are more likely to be selling a home in an urban setting. Those aged 35-54 are more likely to be selling their suburban home. Those aged 55+ are more likely to be selling a small city/town or rural home.



# Anticipated Selling Price



Total: \$576,692

18-34: \$504,112

35-54: \$600,015

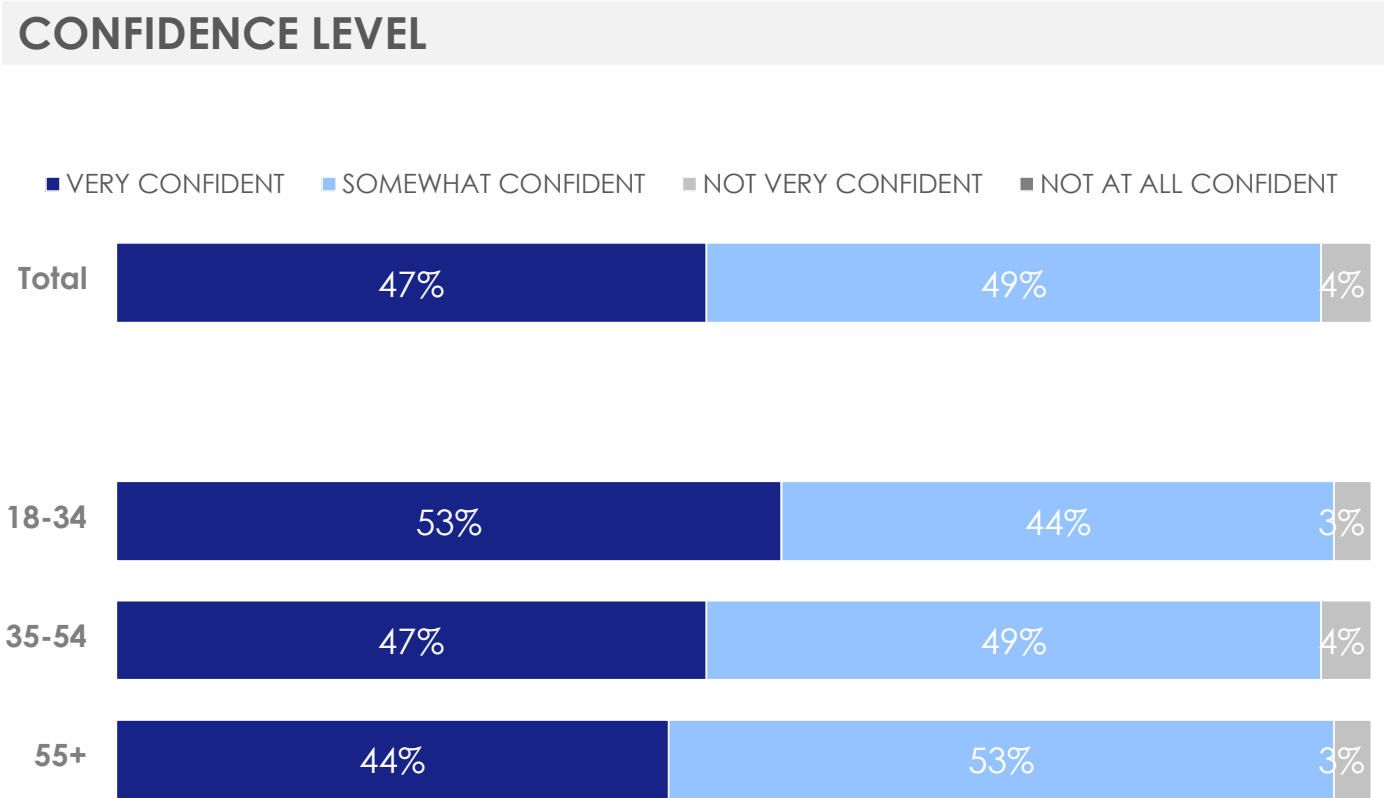
55+: \$607,972

Upgraders: \$580,342

Exiters: \$520,144

- The average price that homeowners anticipate selling for is \$576,692, which is slightly higher than the \$543K that buyers anticipated spending.
- Those looking to climb the property ladder anticipate selling their home for \$580K on average; those looking to exit the real estate market anticipate selling their investment for \$520K.
- 14% of the homes being sold are anticipated to be sold for over \$1,000,000.

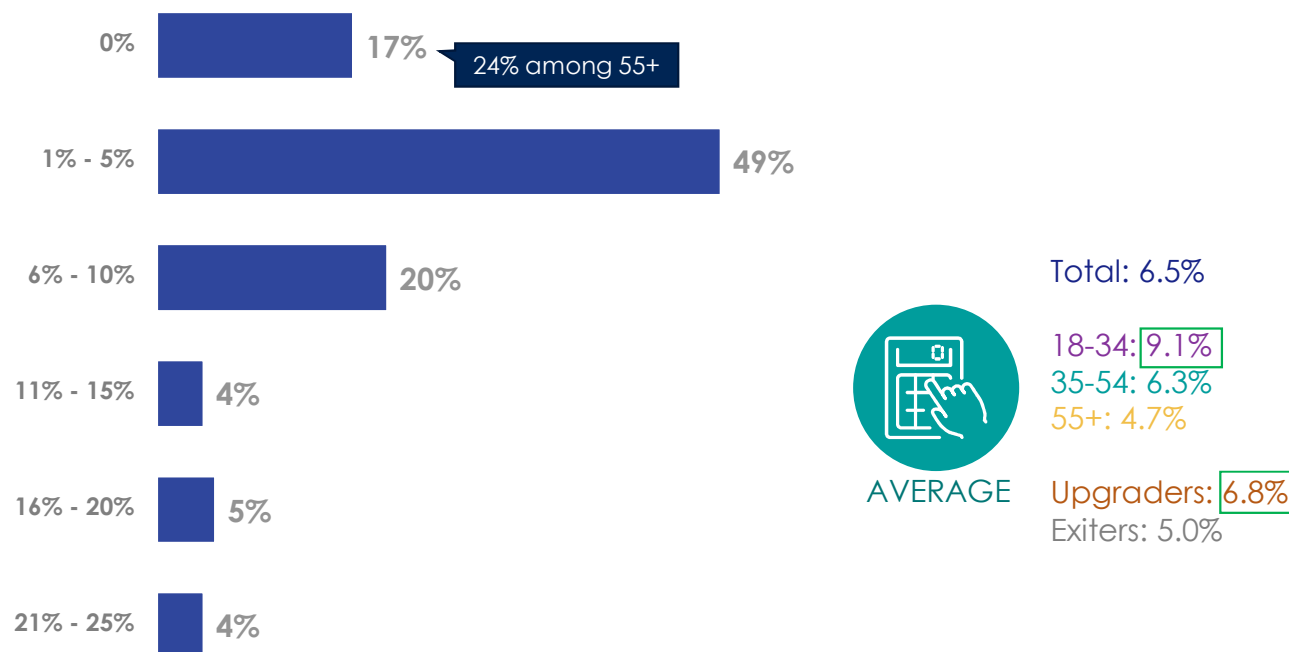
# Confidence in Getting Selling Price



- Given that the real estate market in Ontario is largely a seller's market, it's perhaps not surprising that most sellers are confident that they'll get their anticipated selling price.

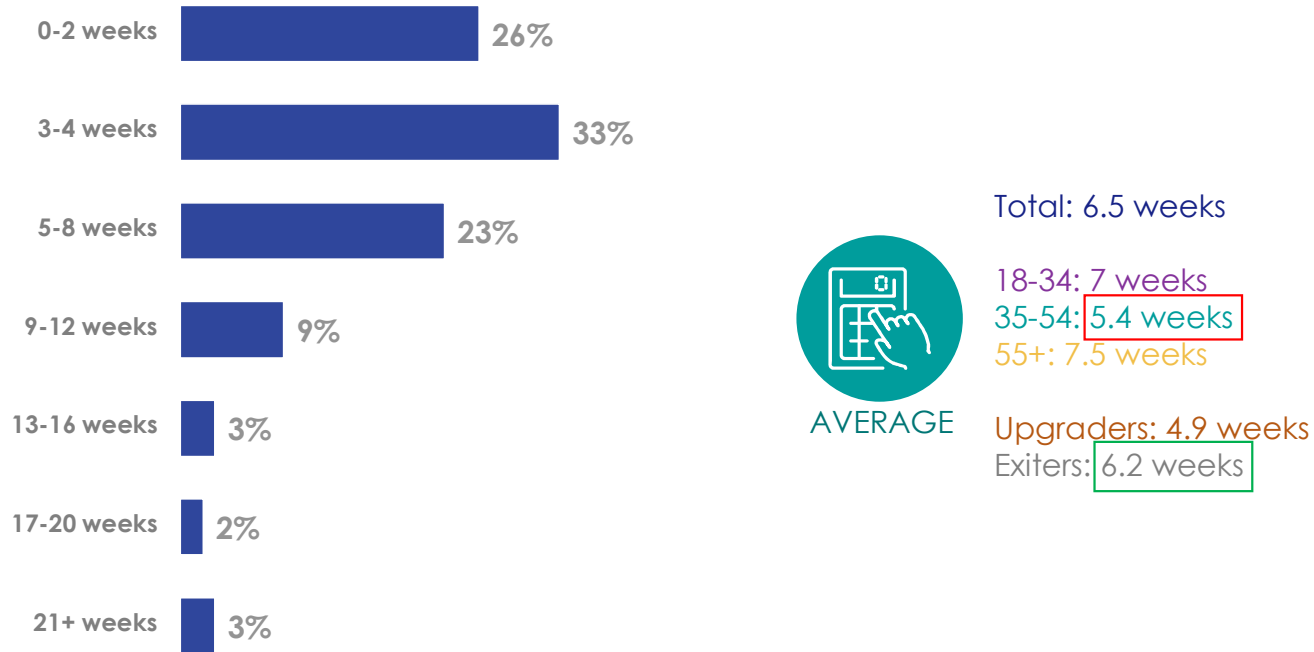
# Amount Below Asking Price Willing to Go

## % BELOW ASKING PRICE



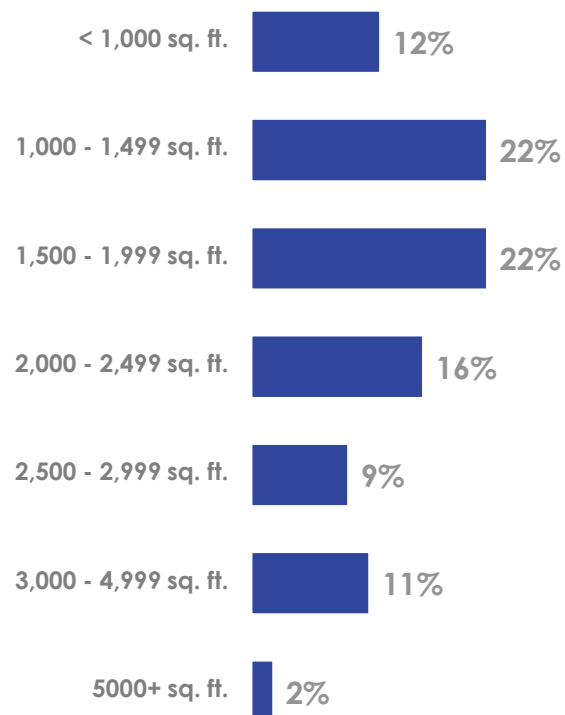
- Nearly two in ten (17%) sellers say they are not willing to accept an offer below their asking price in order to close the deal – rising to 24% among sellers aged 55+, who may be in less of a rush to sell.
- The average discount that sellers are willing to tolerate in order to sell is 6.5%
- Interestingly, sellers aged 18-34 appear more flexible with the acceptable discount (9.1%) than those aged 55+ (4.7%) on average.

# Expected Waiting Time from Listing to Accepting an Offer



- Sellers think it will take 6.5 weeks for their home to sell. Upgraders think they'll have their house sold more quickly (4.9 weeks on average), while Boomers believe it might take a little longer (7.5 weeks on average).
- One quarter (26%) of home sellers think they'll have their home sold in less than two weeks.
- Very few (5%) think it will take more than about 4 months to sell their home.

## Size of Home Being Sold



AVERAGE

Total: 1,831 ft<sup>2</sup>

18-34: 1,682 ft<sup>2</sup>

35-54: 1,863 ft<sup>2</sup>

55+: 1,916 ft<sup>2</sup>

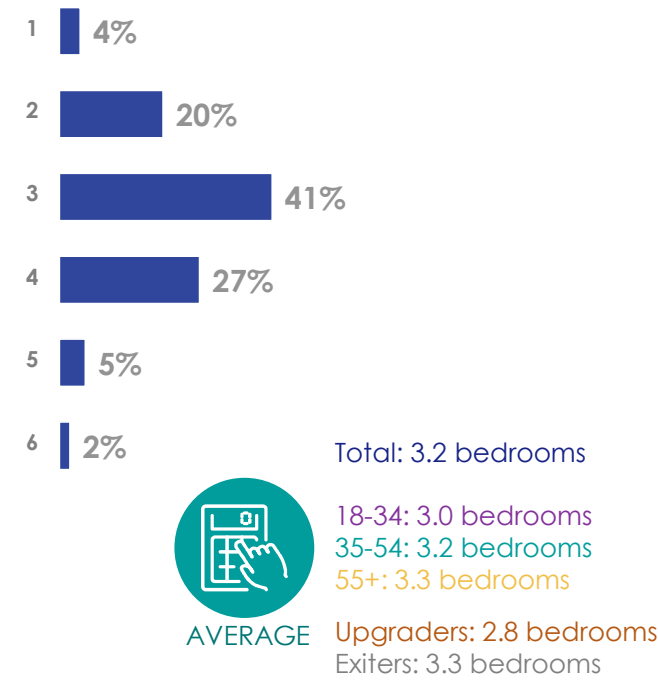
Upgraders: 1,527 ft<sup>2</sup>

Exiters: 1,875 ft<sup>2</sup>

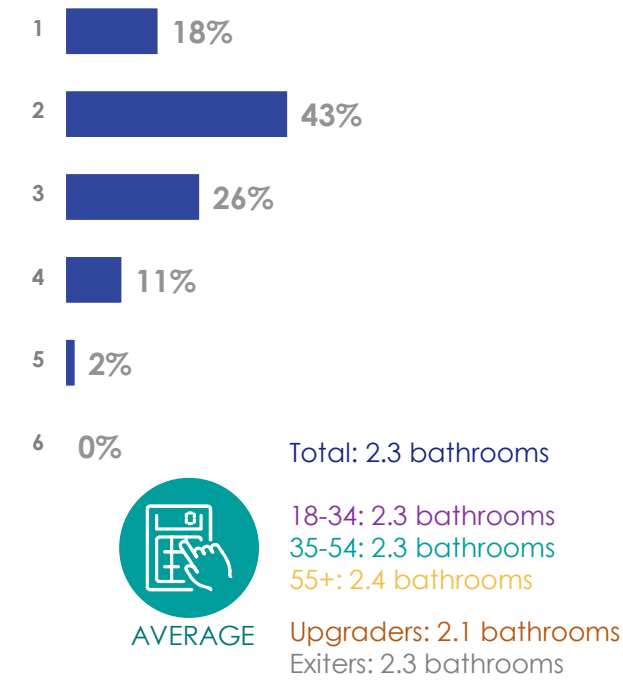
- The average size of home being sold is 1,831 square feet.
- Roughly one in seven (13%) homes being sold is over 3,000 square feet, while a similar proportion (12%) is on the smaller side at less than 1,000 square feet.
- Upgraders are selling slightly smaller homes (1,527 square feet), which underscores the reason why they're upgrading to a bigger home.

# Number of Bedrooms and Bathrooms in Home Being Sold

## BEDROOMS

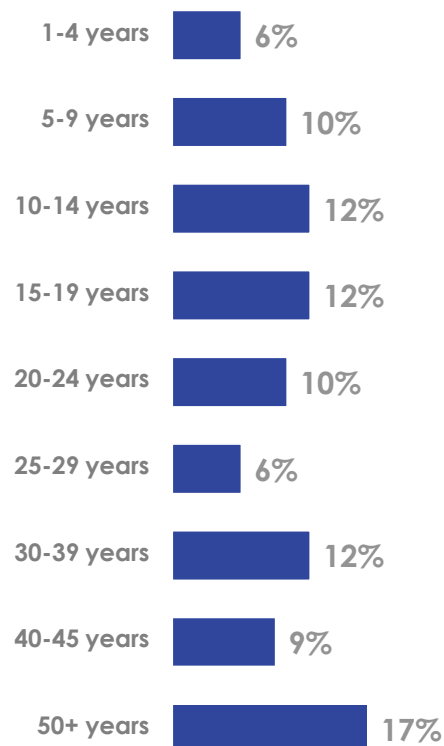


## BATHROOMS



- Matching what buyers are looking to purchase, sellers are most likely to be selling three-bedroom homes with two bathrooms.
- Only one quarter (24%) of sellers are selling homes of two bedrooms or less, while most (76%) will be selling three or four bedroom homes.
- Only 18% of sellers have 1 bathroom. The vast majority (82%) have two or more.

# Age of Home Being Sold



Total: 30.3 years

18-34: 21.9 years

35-54: 28.2 years

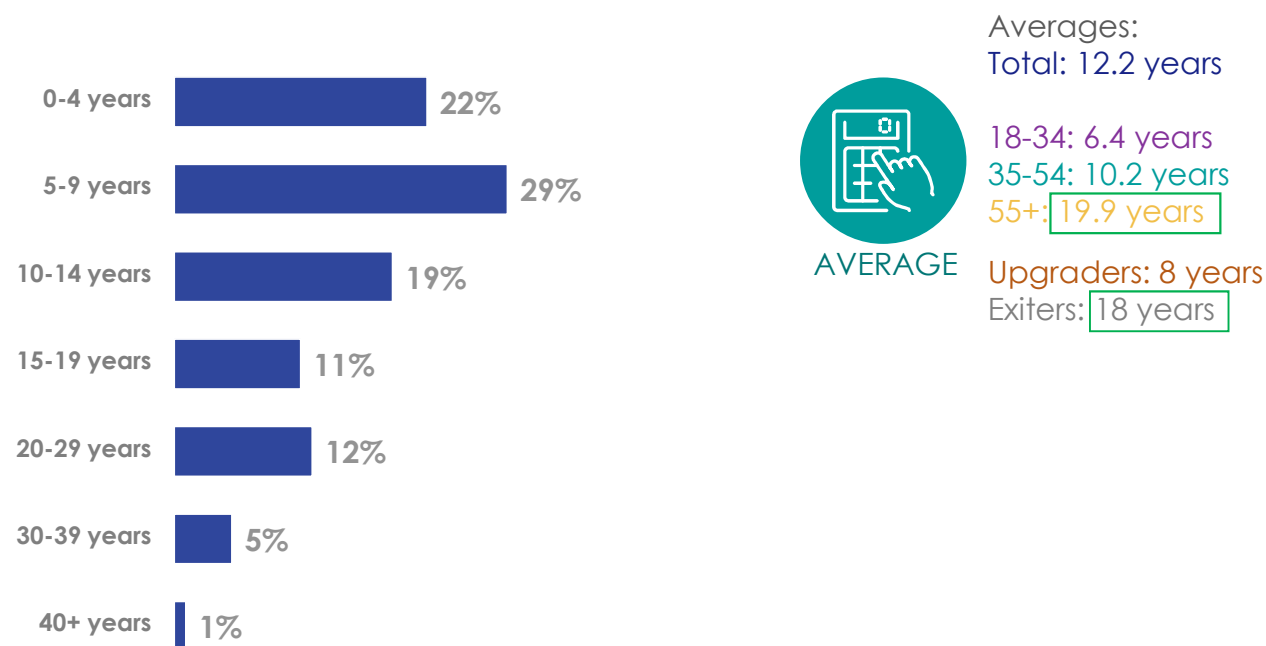
55+: 40.3 years

Upgraders: 25.4 years

Exiters: 39.8 years

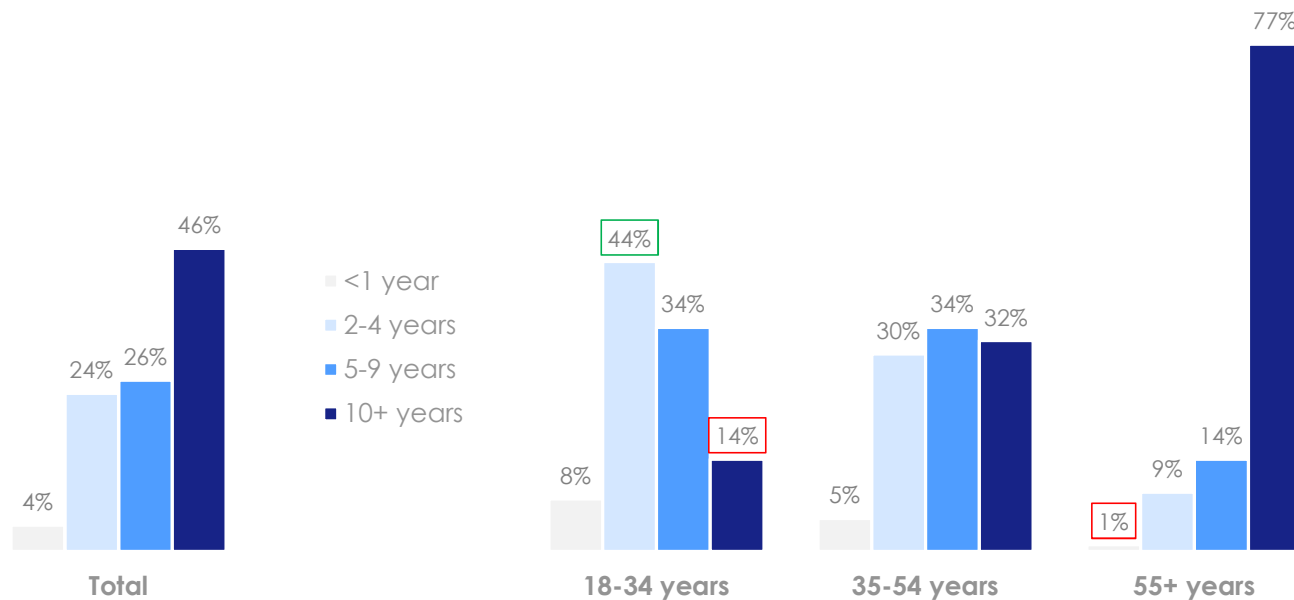
- Here is one area where what sellers are putting on the market is not matching what buyers are intending to purchase. While new stock can close some of the gap, it's likely that some buyers end up buying homes that are older than what they initially anticipate buying.
- Sellers are selling homes that are, on average, 30 years old. Those looking to exit the real estate market are selling homes that are 40 years old.
- Just 16% are selling homes that are newer than 10 years old.

# Length of Time Lived in Home for Sale



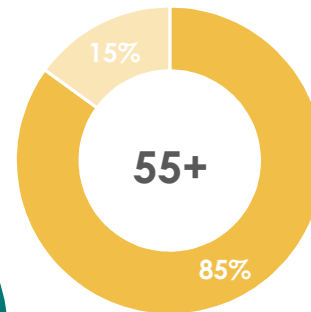
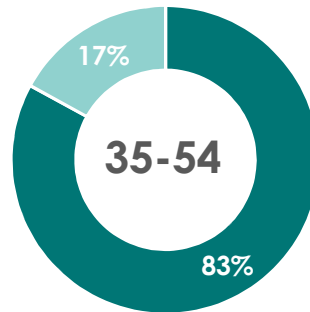
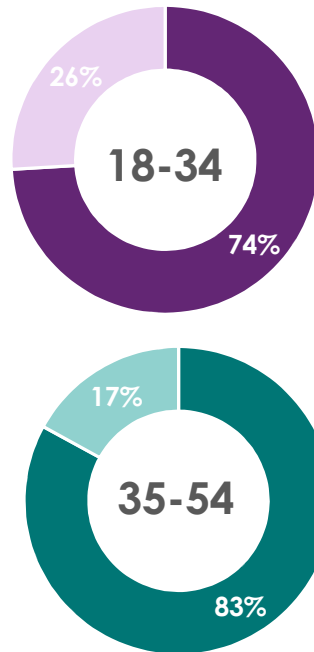
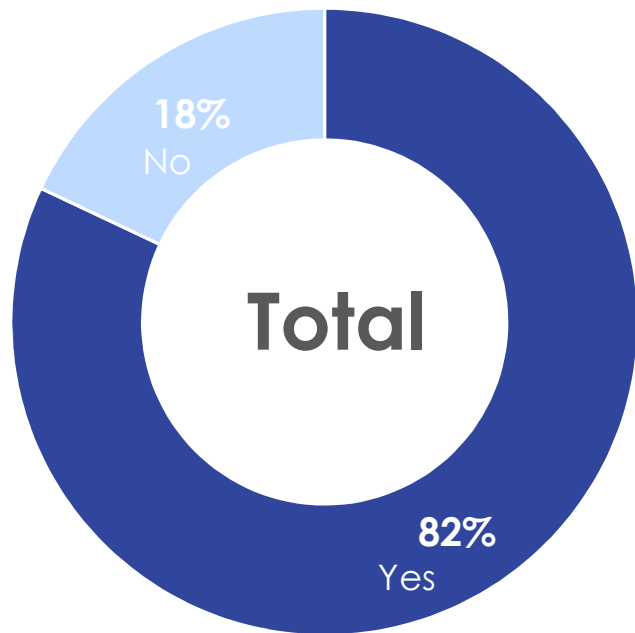
- Younger sellers are moving more quickly than older sellers. The average amount of time that a seller who is 18-34 has lived in their home is 6 years – most likely moving from their starter home. This rises to 10 years for those aged 35-54, and 20 years for those aged 55+.
- Those looking to exit the real estate market have been in their current home for 18 years on average.

## Years Elapsed Since Selling Home



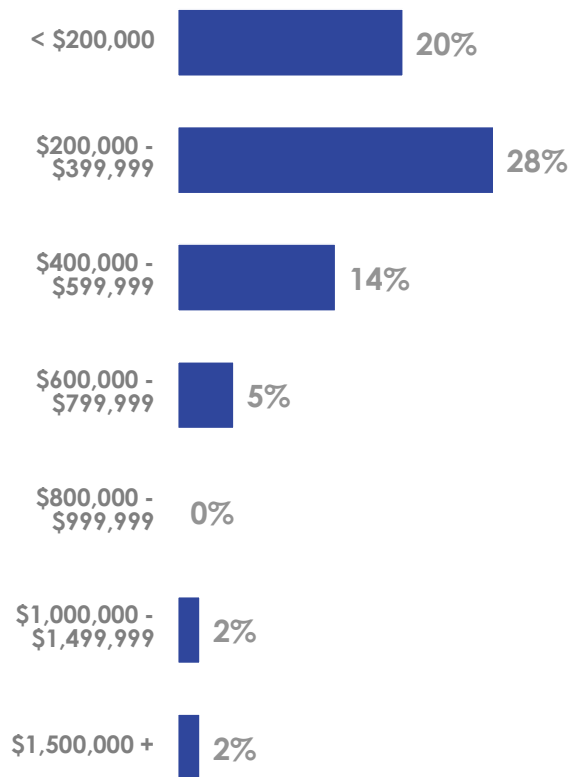
- While 46% of sellers have been in their home for at least 10 years, this rises to 77% of those who are 55 years of age or older.
- Younger people tend to move around more often. Half (52%) of those aged 18-34 have been in their current home for less than 5 years.

## Used REALTOR® to Sell Previous Home



- Thinking back to their previous real estate sale, most (82%) say they used a REALTOR® to sell that home.
- Propensity to have used a REALTOR® rises with age: 74% of those aged 18-34 used a REALTOR® to sell their previous home, rising to 83% among 35-54 year olds and 85% among those 55 or older.

## Sale Price of Previous Home Sold



AVERAGE

Total: \$357,637

18-34: \$410,748

35-54: \$410,594

55+: \$276,674

Upgraders: \$407,826

Exiters: \$250,122

- Reflecting the length of time people have been in their home, and the significant increase in the value of real estate over that time, the average selling price of the previous home they sold was \$357,637 – over \$200K less than the anticipated selling price of their current home.
- Given the nearly 20 years on average that those now looking to exit the real estate market have been in their current home, they stand to more than double their investment.

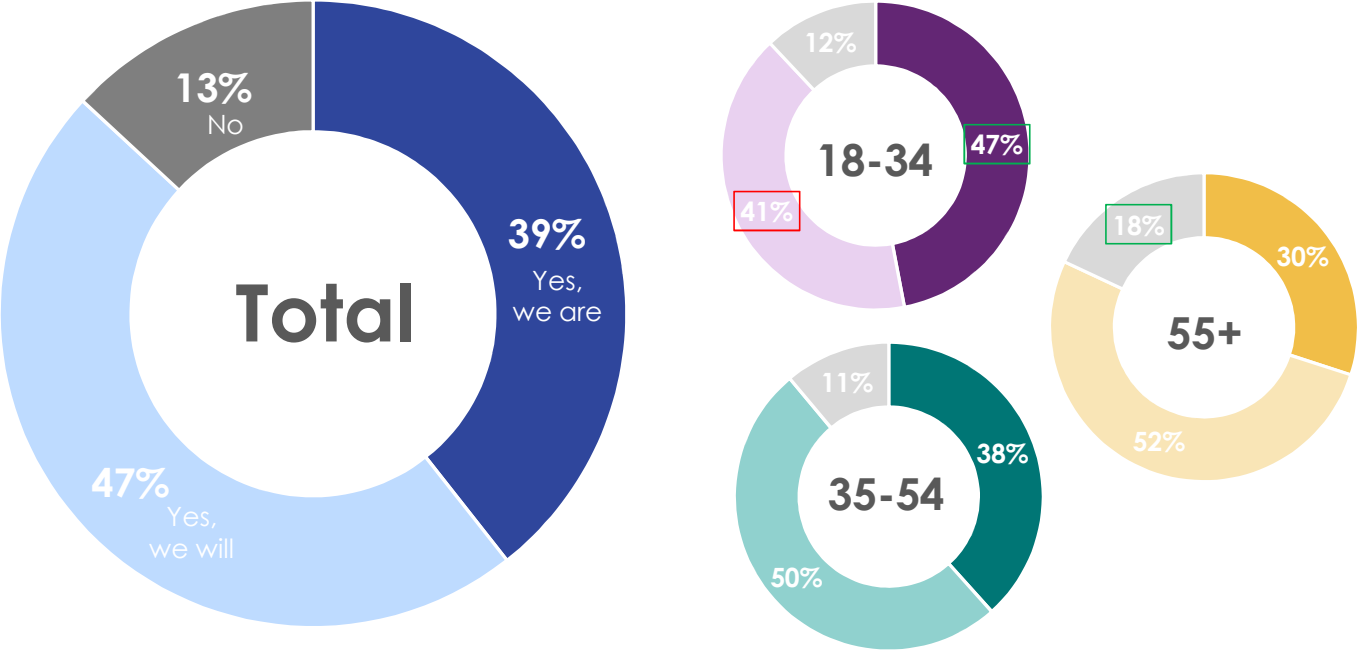
# USE OF REALTORS®

# 5

# USE OF REALTORS® TO BUY

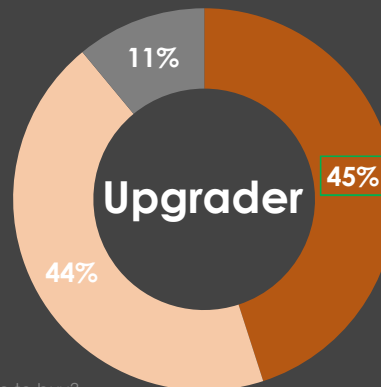
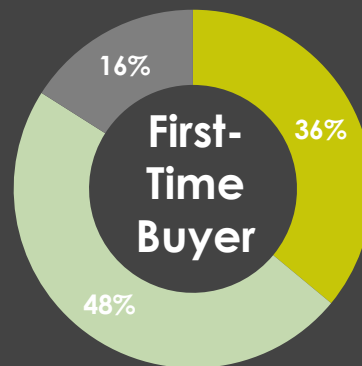
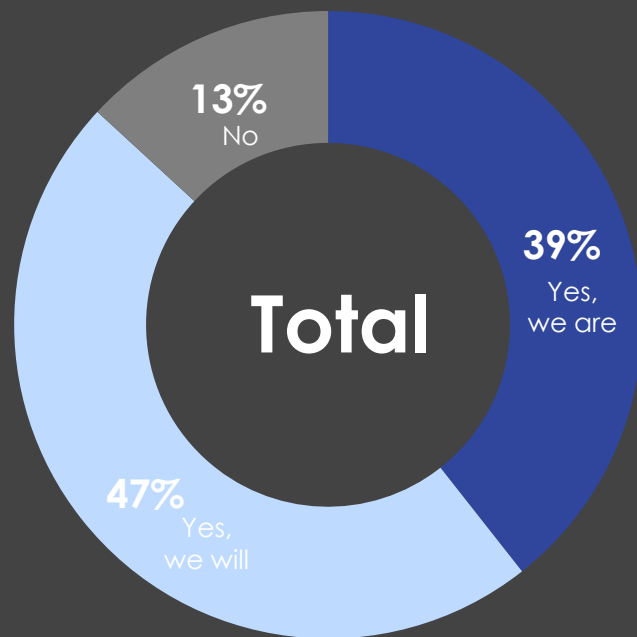


# Using REALTOR® to Help Find a Home to Buy



- Whatever their motivations, 86% say they either are using or will use the services of a REALTOR® to help them find a home to buy.
- Younger buyers are even more likely to say they are using a REALTOR®, whereas older ones are a little more likely to say that they aren't.

## Using a REALTOR® to help you find a home to buy



- First-time home buyers are very likely to say they either are using or will use the services of a REALTOR® to help them find a home to buy. Just 16% won't use one.
- Those looking to upgrade by moving are also highly likely to use a REALTOR®, with 89% saying they will use one.

## Reasons Why Will Use a REALTOR®

|                                                | Total | 18-34 | 35-54 | 55+ |
|------------------------------------------------|-------|-------|-------|-----|
| Help with paperwork                            | 44%   | 35%   | 48%   | 51% |
| Help me navigate the process                   | 41%   | 38%   | 41%   | 47% |
| Know what to watch out for in homes looking at | 41%   | 37%   | 42%   | 46% |
| Help me find the best home that meets my needs | 39%   | 36%   | 37%   | 46% |
| Help me save time                              | 38%   | 39%   | 39%   | 37% |
| Help me get the best price or terms            | 36%   | 36%   | 36%   | 37% |
| Gives me peace of mind                         | 34%   | 36%   | 33%   | 35% |
| Expertise in a particular neighbourhood/area   | 30%   | 30%   | 28%   | 34% |
| Already using them to help me sell my home     | 21%   | 13%   | 22%   | 30% |
| Some other reason                              | 5%    | 4%    | 5%    | 4%  |

- Home buyers of all ages find value in using the services of a REALTOR®.
- For older buyers, the value comes from agents using their expertise to find the best possible home that meets their needs.
- Older buyers also need a little more guidance with paperwork and navigating the process. Interestingly, they seem to value that guidance more than younger buyers.

## Reasons Why Will Use a REALTOR®

|                                                | Total | First-Timer | Upgrader |
|------------------------------------------------|-------|-------------|----------|
| Help with paperwork                            | 44%   | 45%         | 48%      |
| Help me navigate the process                   | 41%   | 44%         | 40%      |
| Know what to watch out for in homes looking at | 41%   | 44%         | 34%      |
| Help me find the best home that meets my needs | 39%   | 42%         | 30%      |
| Help me save time                              | 38%   | 41%         | 42%      |
| Help me get the best price or terms            | 36%   | 38%         | 40%      |
| Gives me peace of mind                         | 34%   | 38%         | 38%      |
| Expertise in a particular neighbourhood/area   | 30%   | 27%         | 30%      |
| Already using them to help me sell my home     | 21%   | 5%          | 28%      |
| Some other reason                              | 5%    | 6%          | 4%       |

- Whether a first-time buyer or one with experience, guidance with paperwork and process are two oft-cited reasons for using a REALTOR®.
- First-time buyers believe they need a REALTOR®'s expertise when it comes to knowing what to watch out for in the homes they are looking at and finding a home that best meets their needs.

## Reasons Why Will Not Use a REALTOR®

|                                                 | Total | 18-34 | 35-54 | 55+ |
|-------------------------------------------------|-------|-------|-------|-----|
| I can search for a home on my own               | 39%   | 27%   | 42%   | 45% |
| I think I can save money by not using one       | 25%   | 17%   | 35%   | 21% |
| I can negotiate for myself                      | 24%   | 33%   | 22%   | 16% |
| I've bought a home before, so I have experience | 21%   | 6%    | 31%   | 24% |
| Online resources just as good as using REALTOR® | 19%   | 25%   | 19%   | 11% |
| I'm confident I can navigate the process myself | 18%   | 11%   | 19%   | 23% |
| Some other reason                               | 30%   | 30%   | 31%   | 30% |

- Among buyers who will not use a REALTOR®, younger people believe they can negotiate for themselves, even though they may not have much previous experience. No doubt they are emboldened by information available online.
- While buyers 55+ will rely on their experience to help them through the process without a REALTOR®, those aged 35-54 are more likely to not use an agent to purely for the reason of saving money – a decision that could cost them later.

## Ways of Finding Real Estate Professional

|                                                       | Total | 18-34 | 35-54 | 55+ |
|-------------------------------------------------------|-------|-------|-------|-----|
| Referral from family or friend                        | 40%   | 36%   | 42%   | 43% |
| Internet search                                       | 24%   | 33%   | 22%   | 16% |
| Used agent previously                                 | 15%   | 8%    | 16%   | 24% |
| Social media                                          | 7%    | 11%   | 8%    | 1%  |
| Out of home advertising (e.g. billboard, bus shelter) | 3%    | 5%    | 2%    | 2%  |
| Newspaper ad                                          | 3%    | 4%    | 3%    | 2%  |
| Other                                                 | 7%    | 4%    | 7%    | 12% |

- It is clear that word of mouth still matters, as it remains the most popular way of finding a real estate professional across all groups.
- However, it is impossible to ignore the popularity of internet searches, in a close second-place in the 18-34 age group.
- Social media in and of itself has a moderate impact among young buyers, but it may indirectly lead to a referral in that social media may plant the seed in potential buyers' heads to do a more detailed internet search.

## Researching an Agent

|                                                 | Total | 18-34 | 35-54 | 55+ |
|-------------------------------------------------|-------|-------|-------|-----|
| Interview them in person                        | 45%   | 37%   | 46%   | 55% |
| Go to a franchise website                       | 33%   | 40%   | 29%   | 31% |
| Consult an agent's brokerage website            | 30%   | 30%   | 29%   | 31% |
| Look for information about them on social media | 27%   | 28%   | 29%   | 19% |
| Ask to speak with other clients                 | 22%   | 22%   | 23%   | 19% |
| Ask about recent transactions                   | 18%   | 19%   | 18%   | 18% |
| Other                                           | 10%   | 6%    | 10%   | 16% |

- It may not be a surprise that younger buyers prefer to use websites to do their research, but it is also important to note that the personal touch still matters.
- Although it's not their number-one choice, many younger buyers still like interviewing potential real estate professionals they may want to work with.

## Most Important Things Looking for in Real Estate Professional

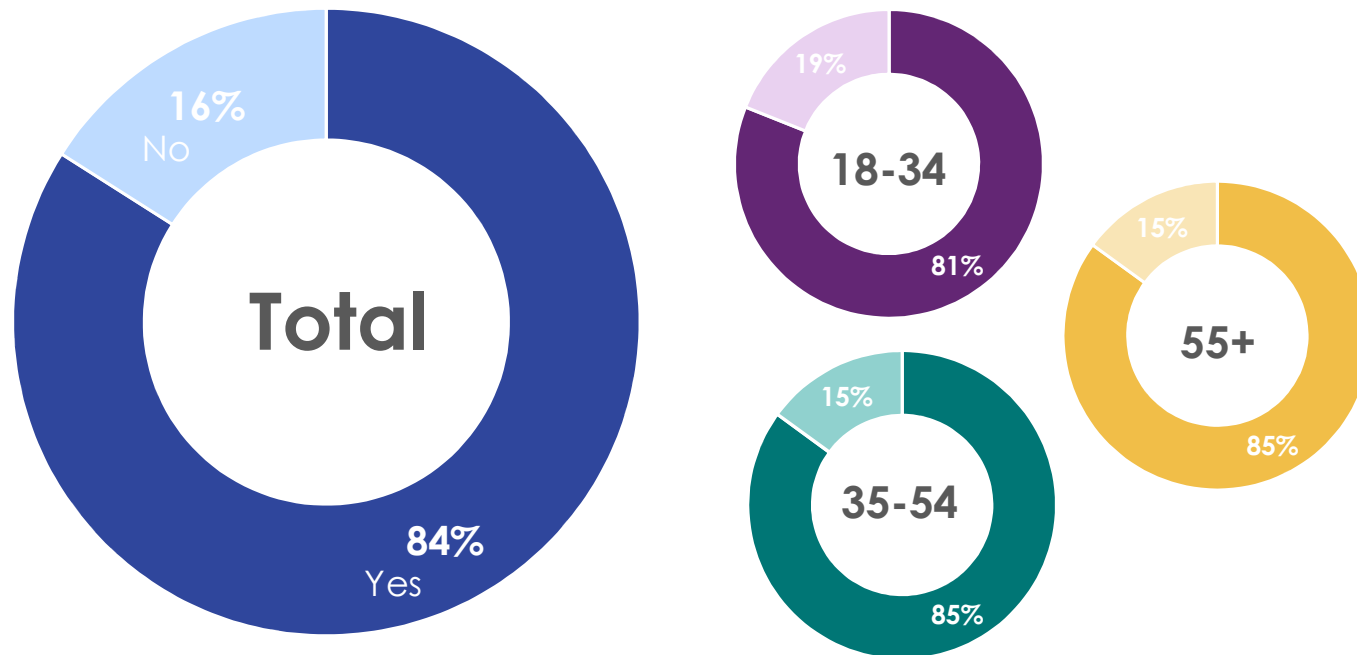
|                                         | Total | 18-34 | 35-54 | 55+ |
|-----------------------------------------|-------|-------|-------|-----|
| Trustworthiness                         | 42%   | 34%   | 45%   | 50% |
| Experience – done lots of deals         | 28%   | 30%   | 27%   | 28% |
| Negotiating skills – help get best deal | 27%   | 25%   | 31%   | 21% |
| Value for money re: fees/commissions    | 23%   | 20%   | 24%   | 27% |
| Local market knowledge                  | 22%   | 20%   | 21%   | 28% |
| Personal connection                     | 17%   | 21%   | 14%   | 18% |
| Accessible/convenience                  | 15%   | 19%   | 14%   | 13% |
| Other                                   | 1%    | 0%    | 1%    | 1%  |

- Across age groups, the top three traits don't change that much. Buyers still demand someone who is trustworthy, has experience, and is a skilled negotiator.
- Older buyers are a little more likely to care about having local market knowledge than younger buyers.
- While younger buyers are slightly less likely to cite trustworthiness, they make up for it by putting their faith in having a personal connection and valuing accessibility.

# USE OF REALTORS® TO SELL



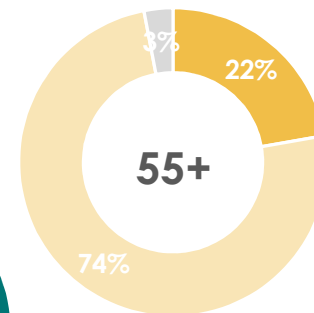
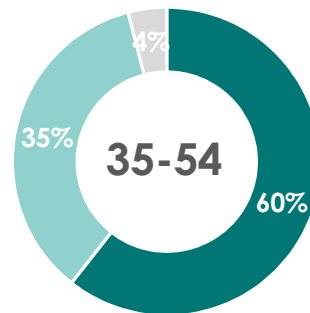
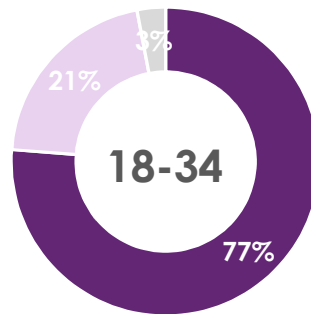
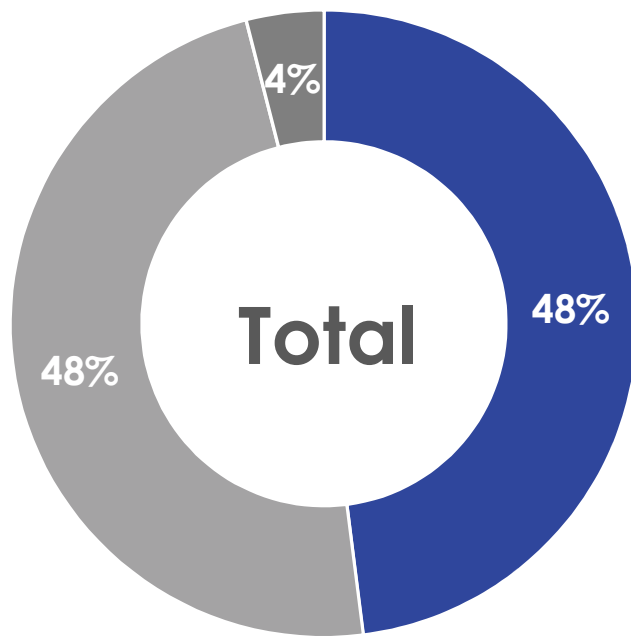
## Using REALTOR® to Help Sell Home



- A large proportion of likely sellers are enlisting the services of an agent to help them sell their home.
- Regarding using a REALTOR® to buy a home, those aged 18-34 are just a little less likely to say they will use an agent to help them sell their home.

## Using Same REALTOR®

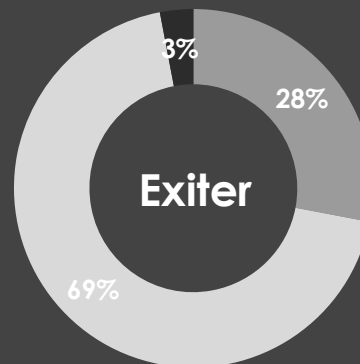
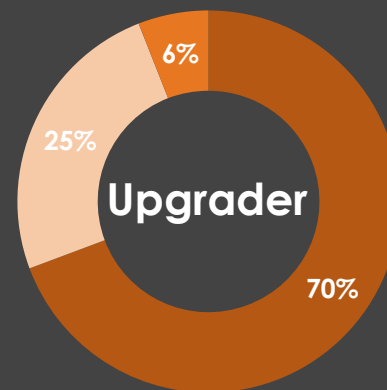
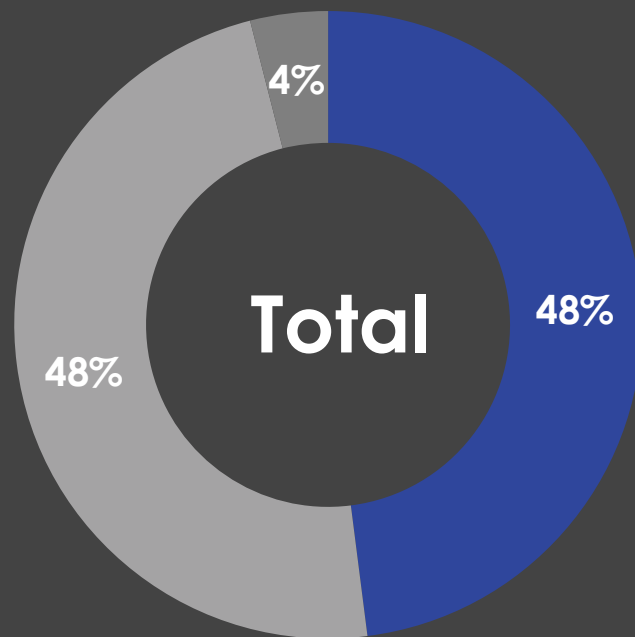
■ YES   ■ NO   ■ DIDN'T USE REALTOR®



- Among those likely sellers who already have experience selling a previous home, half say they are using the same REALTOR® this time.
- This repeat business is most likely to come from younger sellers, most likely because they tend to stay in a home for a shorter period of time.
- By comparison, only 22% of older sellers are using their previous REALTOR®. Given that this age group tends to stay in a home for longer, perhaps their previous REALTOR® has already retired or moved away by the time comes to sell their home.

## Using Same REALTOR®

■ YES   ■ NO   ■ DIDN'T USE REALTOR®



- Exiters face a similar situation as the 55+ sellers when it comes to using the same REALTOR® that they used to sell their previous home – too much time has passed that the REALTOR® may not be in the business or region anymore.

## Reasons Why Not Using Same REALTOR®

|                                                  | Total      | 18-34      | 35-54      | 55+        |
|--------------------------------------------------|------------|------------|------------|------------|
| I moved far away from them                       | <b>37%</b> | 26%        | <b>29%</b> | 42%        |
| They could have gotten more money for my home    | 10%        | 22%        | 18%        | 5%         |
| They managed the selling process poorly          | 10%        | 14%        | 15%        | 7%         |
| They didn't provide good value for their fees    | 9%         | 22%        | 16%        | 4%         |
| They were bad at communicating with me           | 9%         | <b>28%</b> | 11%        | 6%         |
| They provided poor service (e.g. not responsive) | 9%         | 9%         | 15%        | 6%         |
| They overpromised services and didn't deliver    | 8%         | 15%        | 11%        | 6%         |
| Other                                            | 35%        | 9%         | 27%        | <b>43%</b> |

- The good news is that most non-repeat business is due to reasons such as moving (and less due to bad service).
- Given that older buyers tend to move further away than other age groups, it is not surprising to see this reason among the top explanations for non-repeat business.
- Younger sellers may have more stringent expectations. They are more likely to say they won't work with the same REALTOR® because of not getting enough money for their home, value for money, and communication.

## Why Won't Use a REALTOR®

|                                                   | Total | 18-34 | 35-54 | 55+ |
|---------------------------------------------------|-------|-------|-------|-----|
| To save money                                     | 53%   | 46%   | 61%   | 49% |
| I can list my home for sale on my own             | 35%   | 27%   | 44%   | 33% |
| I can negotiate for myself                        | 33%   | 37%   | 27%   | 36% |
| I can navigate the process myself                 | 31%   | 25%   | 30%   | 38% |
| Online resources just as good as using a REALTOR® | 24%   | 15%   | 33%   | 22% |
| I've sold a home before, so I have experience     | 21%   | 12%   | 26%   | 24% |
| Some other reason                                 | 18%   | 17%   | 13%   | 25% |

- Cost is the main reason why likely sellers choose not to use a REALTOR® to help them sell their home. In all age groups, almost half or more cite this as the main reason for not working with one.
- Likely sellers aged 35-54 are most inclined to say that they can get by with online resources, more so than younger sellers. These middle-aged sellers may be feeling brave having previous experience selling a home.
- However this is not the case for 55+ sellers. They too have previous experience (like the 35-54 year olds), but seem more willing to enlist help in finding a home.

## Most Important Services When Selling a Home

|                                            | Total | 18-34 | 35-54 | 55+ |
|--------------------------------------------|-------|-------|-------|-----|
| Price the home competitively               | 49%   | 48%   | 48%   | 52% |
| Market my home to potential buyers         | 45%   | 34%   | 42%   | 58% |
| Find a buyer for my home                   | 41%   | 33%   | 38%   | 51% |
| Negotiate with prospective buyers          | 38%   | 34%   | 41%   | 39% |
| Help with paperwork/inspections            | 34%   | 37%   | 34%   | 31% |
| Help me prepare the home for selling       | 28%   | 28%   | 29%   | 26% |
| Sell the home within a specific time frame | 21%   | 30%   | 19%   | 17% |
| Other                                      | 2%    | 0%    | 3%    | 2%  |

- While pricing a home competitively is the most important service a REALTOR® can offer their clients, according to sellers, different age groups value different services.
- For example, older sellers place importance on marketing the home to buyers and finding buyers for the home.
- Younger sellers, on the other hand, tend to think timeliness in selling the home is important.

## Most Important Things Looking for in Real Estate Professional

|                                         | Total | 18-34 | 35-54 | 55+ |
|-----------------------------------------|-------|-------|-------|-----|
| Trustworthiness                         | 48%   | 43%   | 49%   | 51% |
| Negotiating skills – help get best deal | 41%   | 36%   | 41%   | 44% |
| Experience – done lots of deals         | 33%   | 33%   | 33%   | 34% |
| Local market knowledge                  | 26%   | 22%   | 22%   | 34% |
| Personal connection                     | 14%   | 19%   | 12%   | 12% |
| Accessible/convenience                  | 13%   | 18%   | 14%   | 7%  |
| Other                                   | 1%    | 0%    | 2%    | 1%  |

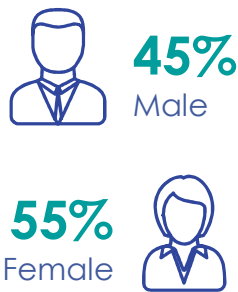
- As with using a REALTOR® to buy a home, trustworthiness is still the most sought-after characteristic when it comes to selling a home with a real estate professional.
- While a REALTOR®'s experience was the second choice for buying a home, when it comes to selling, their negotiation skills matter more (although experience comes in third place).

# ABOUT THE SAMPLE

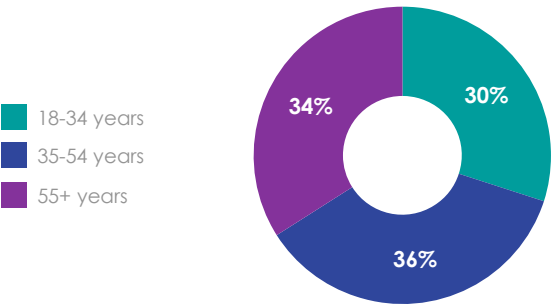
# 6

# Overall Sample Demographics

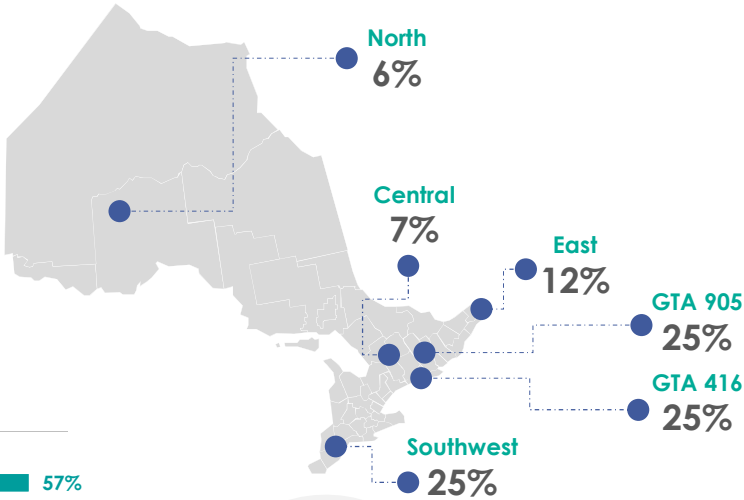
## Gender



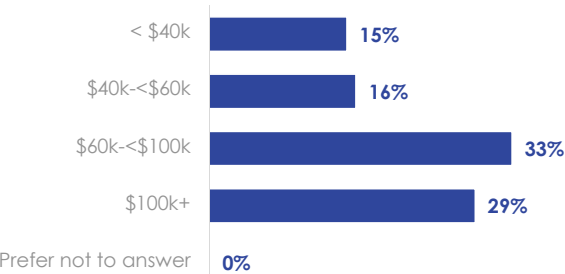
## Age



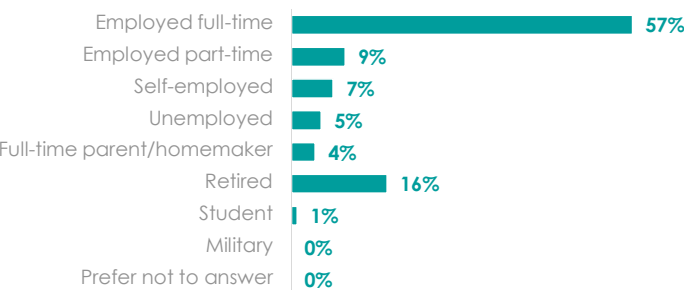
## Region



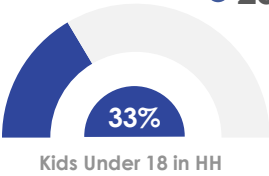
## Income



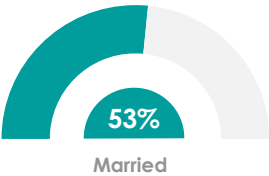
## Employment Status



## Household Composition



## Marital Status



## Education



## Contact Information



**Sean Simpson**  
**Vice President, Ipsos Public Affairs**

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