

Homeownership continues to be seen as a good investment in COVID-19 environment; comfort attending open houses with other buyers continues to increase

Pulse Check on Consumer Attitudes – TRACKING

Conducted by Nanos for Ontario Real Estate Association, August 2020

Submission 2020-1706



Changes between waves

	Increase a lot/ somewhat	Stay the same	Decrease a lot/ somewhat
August 2020	62%	15%	16%
July 2020	59%	16%	19%
June 2020	51%	17%	27%

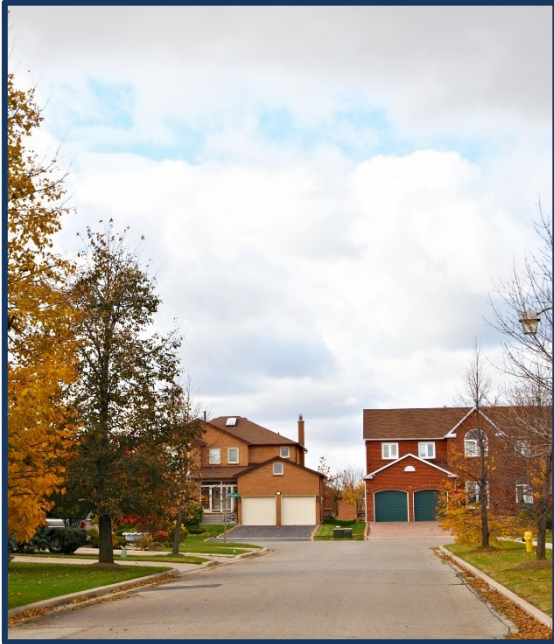
QUESTION - After the pandemic is over, do you think that homes prices will increase a lot, increase somewhat, stay the same, decrease somewhat or decrease a lot?

	Comfortable/ Somewhat comfortable	Not comfortable/ Somewhat not comfortable
August 2020	81%	17%
July 2020	76%	22%
June 2020	66%	31%

QUESTION - Once open houses are allowed by the Government of Ontario, assuming the Realtor® took proper safety precautions, would you be comfortable, somewhat comfortable, somewhat not comfortable or not comfortable attending an in-person open house with other buyers for a home that is for sale?

Where Ontarians want to live

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]



August

June

62% **61%**

AGREE or SOMEWHAT AGREE that living in the suburbs is more appealing now than before the pandemic

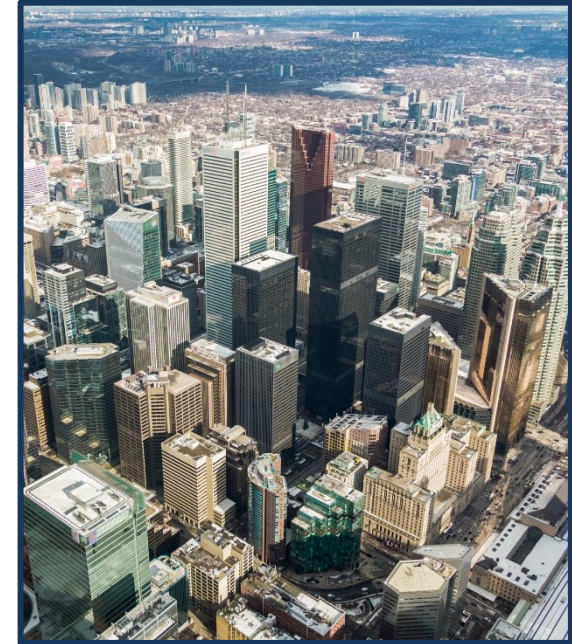


August

June

60% **60%**

AGREE or SOMEWHAT AGREE that living in a rural area is more appealing now than before the pandemic



August

June

21% **20%**

AGREE or SOMEWHAT AGREE that living in downtown setting is more appealing now than before the pandemic

Changing house prices post-COVID

QUESTION - After the pandemic is over, do you think that homes prices will increase a lot, increase somewhat, stay the same, decrease somewhat or decrease a lot?



August






July



June



-  Increase a lot/somewhat
-  Stay the same
-  Decrease a lot/somewhat

Nanos Research was retained by the Ontario Real Estate Association to create the Ontario Residential Real Estate Monitor by conducting monthly research among Ontarians actively in the real estate market. The purpose of the Ontario Real Estate Monitor is to benchmark, measure and track sentiment of Ontarians who are actively in the housing market. The Monitor is a combination of core tracking questions and special issue questions.


Ontarians actively in the housing market are defined as those who are actively looking to buy a home and/or who plan to buy or sell a home in the next two years. To follow is a summary of the findings.

The tracking study includes the following questions:

1. Do you own or rent your home?
2. Are you currently actively looking to buy a home?
3. Do you intend to buy or sell a home in the next two years?
4. Would you say that buying a home today is a very good, good, average, poor or very poor investment?
5. After the pandemic is over, do you think that homes prices will increase a lot, increase somewhat, stay the same, decrease somewhat or decrease a lot?
6. In how many months do you think it will be a good time to list a home for sale?
7. In how many months do you think it will be a good time to buy a home?
8. Would you be open, somewhat open, somewhat not open or not open to buying a house if you could only view it virtually using online tools?
9. Would it be important, somewhat important, somewhat not important or not important to use a Realtor®, to help you purchase a home that you could only visit virtually?
10. Once open houses are allowed by the Government of Ontario, assuming the Realtor® took proper safety precautions, would you be comfortable, somewhat comfortable, somewhat not comfortable or not comfortable attending an in-person open house with other buyers for a home that is for sale?
11. Has being in isolation at home changed or not changes your view of what you want in your next home?
12. Do you agree, somewhat agree, somewhat disagree or disagree that living in a rural area is more appealing now than before the pandemic?
13. Do you agree, somewhat agree, somewhat disagree or disagree that living in a downtown setting is more appealing now than before the pandemic?
14. Do you agree, somewhat agree, or somewhat disagree that living in the suburbs is more appealing now than before the pandemic?

Nanos Research was retained by the Ontario Real Estate Association to conduct research among Ontarians who are actively in the real estate market, defined as those who are actively looking to buy a home and/or who plan to buy or sell a home in the next two years. To follow is a summary of the findings.

Impressions and expectations of the real estate market



More than six in ten Ontarians who are actively in the real estate market say buying a home today is a very good or good investment

- **Over six in ten Ontarians who are actively in the real estate market say buying a home today is a very good or good investment** – A majority of Ontarians active in the real estate market say buying a home today is a very good (25%) or good (39%) investment, while 25 per cent say it is an average investment. Just under one in ten think this is a poor (six per cent) or very poor (three per cent) investment. Three per cent are unsure. This is consistent with the previous waves of research.
- **Ontarians active in the real estate market more often say they think house prices will increase when the pandemic is over** – In line with the previous waves of research, just over one in two Ontarians who are active in the real estate market most often say they think house prices will increase a lot (16%) or increase somewhat (46%), while under two in ten think prices will decrease a lot (two per cent) or decrease somewhat (14%). Fifteen per cent think prices will stay the same and seven per cent are unsure.
- **Ontarians active in the real estate market say it will be a good time to list a home for sale in a median of six months; more than one in two are unsure** – Asked in how many months they think it will be a good time to list a home for sale, Ontarians active in the real estate market say a median of 6.0 months (consistent with previous waves), while over one in two are unsure (53%). Residents of Eastern Ontario say a median of 3.0 months will be a good time to list a home for sale (median of 6.0 in the previous wave).
- **On average Ontarians active in the real estate market say it will be a good time to buy a home in a median of six months; over four in ten are unsure** – Asked in how many months they think it will be a good time to buy a home, Ontarians active in the real estate market say a median of 6.0 months (the same as previous waves of research), while just over four in ten are unsure (47%). Renters say a higher median of months (8.0 months; 8.5 months in the previous wave) than homeowners (6.0 months).



FOR
ALE

A strong majority of Ontarians actively in the real estate market say they would be comfortable or somewhat comfortable attending an in-person open house with other buyers

FOR SALE

Openness to purchasing a home with a virtual viewing only

- **Ontarians who are actively in the real estate market are split on whether they would be open or not open to buying a house if they could only view it virtually** – Consistent with the previous waves of research, more than one in two Ontarians who are actively in the real estate market say they would be not open (32%) or somewhat not open (21%) to buying a house if they could only view it virtually using online tools, while over four in ten say they would be open (11%) or somewhat open (32%). Three per cent are unsure.
- **A majority of Ontarians actively in the real estate market say it would be important or somewhat important to use a Realtor® to help with a home purchase if they could only visit the home virtually** – Over three in four Ontarians actively in the real estate market say it would be important (40%) or somewhat important (37%) to use a Realtor® to help them purchase a home that they could only visit virtually. Just under two in ten say this would be somewhat not important (nine per cent) or not important (eight per cent), and seven per cent are unsure. Residents of Southwestern Ontario are more likely to say this is important (46%) than residents of the City of Toronto (34%) or the GTA (34%). Younger residents (18-34) and older residents (55 plus) are more likely to say this is important (43% and 45%, respectively) than those 35 to 54 (33%).

Consumer comfort levels

- **Over eight in ten Ontarians actively in the real estate market say they would be comfortable or somewhat comfortable attending an in-person open house with other buyers once open houses are allowed by the Government of Ontario** – A majority of Ontarians actively in the real estate market say they would be comfortable (36%; 33% in July wave; 22% in June wave) or somewhat comfortable (45%) attending an in-person open house with other buyers once open houses are allowed by the Government of Ontario, assuming the Realtor® took property safety precautions. Just under two in ten say they would be somewhat not comfortable (12%) or not comfortable (five per cent), and two per cent are unsure. Residents of Golden Horseshoe West (43%) and Eastern Ontario (41%) report a higher level of comfort with this than residents of the City of Toronto (33%) or the GTA (32%), and younger residents (18 to 34) are slightly more likely to be comfortable with this (41%) than older residents (55 plus)(31%).

Seven in ten Ontarians actively in the real estate market say being in isolation at home has not changed their view of what they want in their next home

Changing views on what they want in their next home

- **A majority of Ontarians actively in the real estate market say being in isolation at home has not changed their view of what they want in their next home** – Asked if being in isolation at home has changed or not changed their view of what they want in their next home, a majority of Ontarians active in the real estate market say it has not changed what they want (70%), while 30 per cent say it has changed what they want in their next home, consistent with the previous waves of research.
- **Ontarians who say isolation has changed what they want in their next home most often mention wanting a bigger home with more space** – Asked how their views of their next home have changed, those who say isolation has changed what they want in their next home most often mention bigger home/more space/more amenities (31%), followed by want more outdoor space (16%), different location/away from the City (12%), it needs a home office (nine per cent), I know what I actually need now/priorities have changed (six per cent), a smaller home (five per cent), pricing/too expensive (four per cent), practical/convenient accessible layout (four per cent) and more personable/comfortable (three per cent). These findings are consistent with the previous waves of research.

Consumer intentions

- **Three in five Ontarians active in the real estate market agree or somewhat agree that living in a rural area is more appealing now than before the pandemic** – Consistent with the previous wave, a majority of Ontarians active in the real estate market agree (27%) or somewhat agree (34%) that living in a rural area is more appealing to them now than before the pandemic, while over one in three somewhat disagree (15%) or disagree (21%). Four per cent are unsure. Residents of Central or Northern Ontario (36%) and Eastern Ontario (35%) are more likely to agree with this than residents of the GTA (21%) or the City of Toronto (17%). Older residents (55 plus) are more likely to agree with this (33%) than younger residents (18 to 34)(23%).
- **Over three in four Ontarians active in the real estate market disagree or somewhat disagree that living in a downtown setting is more appealing now than before the pandemic** – Similarly to the June wave of research, a strong majority of Ontarians active in the real estate market disagree (54%) or somewhat disagree (22%) that living in a downtown setting is more appealing to them now than before the pandemic, while just over two in ten somewhat agree (14%) or agree (seven per cent). Four per cent are unsure. Residents of Central or Northern Ontario (68%) and Eastern Ontario (64%) are more likely to disagree with this than residents of the GTA (53%) or the City of Toronto (38%), and older residents (55 plus) are more likely to disagree with this (60%) than younger residents (18 to 34)(50%).

FOR SALE

Around three in five Ontarians active in the real estate market agree or somewhat agree that living in a rural area or living in the suburbs are more appealing now than before the pandemic



- **Just over three in five Ontarians active in the real estate market agree or somewhat agree that living in the suburbs is more appealing now than before the pandemic** – A majority of Ontarians active in the real estate market agree (25%) or somewhat agree (37%) that living in the suburbs is more appealing to them now than before the pandemic, while one in three somewhat disagree (14%) or disagree (19%). Five per cent are unsure. This is consistent with the June wave of the research. Residents of the GTA are more likely to agree with this (33%) than residents of Eastern Ontario (20%), Southwestern Ontario (21%) and the City of Toronto (22%).

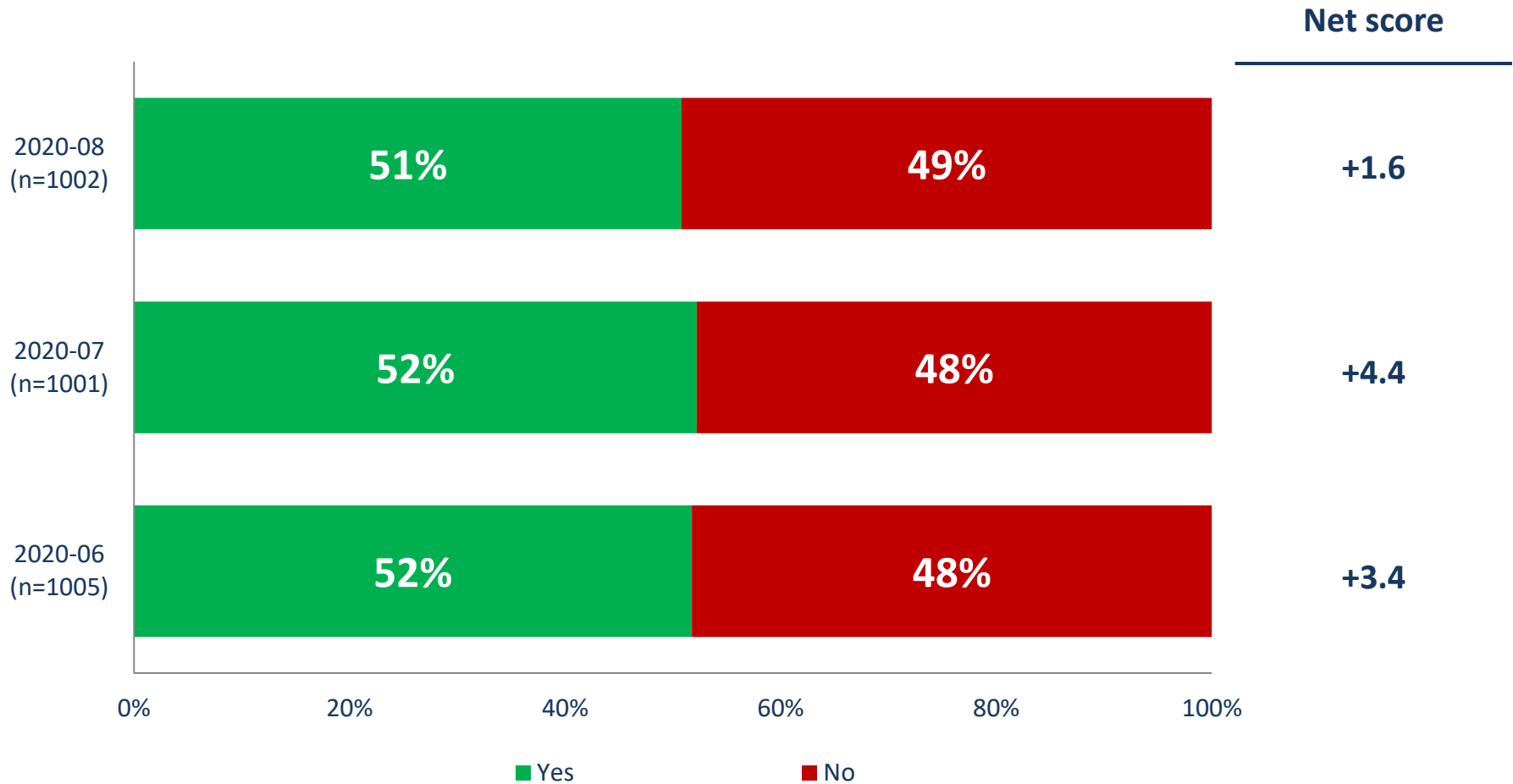
Activity in the real estate market

- **One in two Ontarians who are actively in the real estate market report they are currently actively looking to buy a home; another one in two report they are not** – Just over one in two Ontarians actively in the real estate market (51%) report they are currently actively looking to buy a home, while 49 per cent report they are not. Renters are more likely to report they are actively looking (59%) than homeowners (45%), and younger Ontarians are more likely to report actively looking (18-34: 60%; 35-54: 53%) than those 55 plus (33%). This is similar to the previous waves of research.
- **Ontarians who are actively in the real estate market more often report they intend to buy a home in the next two years** – Consistent with the previous waves of research, over half of Ontarians actively in the real estate market report they intend to buy a home in the next two years (52%), while 37 per cent report they intend to buy and sell a home, 10 per cent report they plan sell a home, and two per cent report they do not plan to buy or sell a home in the next two years. Younger Ontarians are more likely to report they plan to buy (18 to 34: 72%) than those 55 plus (25%), and renters are significantly more likely to report they plan to buy in the next two years (91%) than homeowners (19%).

Nanos conducted an online representative survey of 1,002 Ontarians who are active in the real estate market, 18 years of age or older, between August 26th to 31st, 2020.

The research was commissioned by the Ontario Real Estate Association was conducted by Nanos Research.

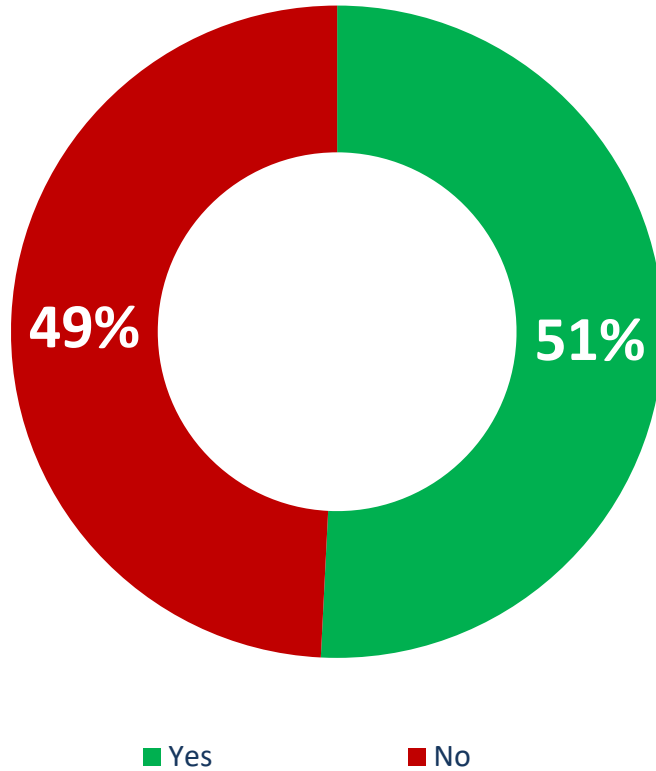
Actively looking for a home



*Charts may not add up to 100 due to rounding.

QUESTION – [ASK RENTERS AND HOMEOWNERS] Are you currently actively looking to buy a home?

Actively looking for a home

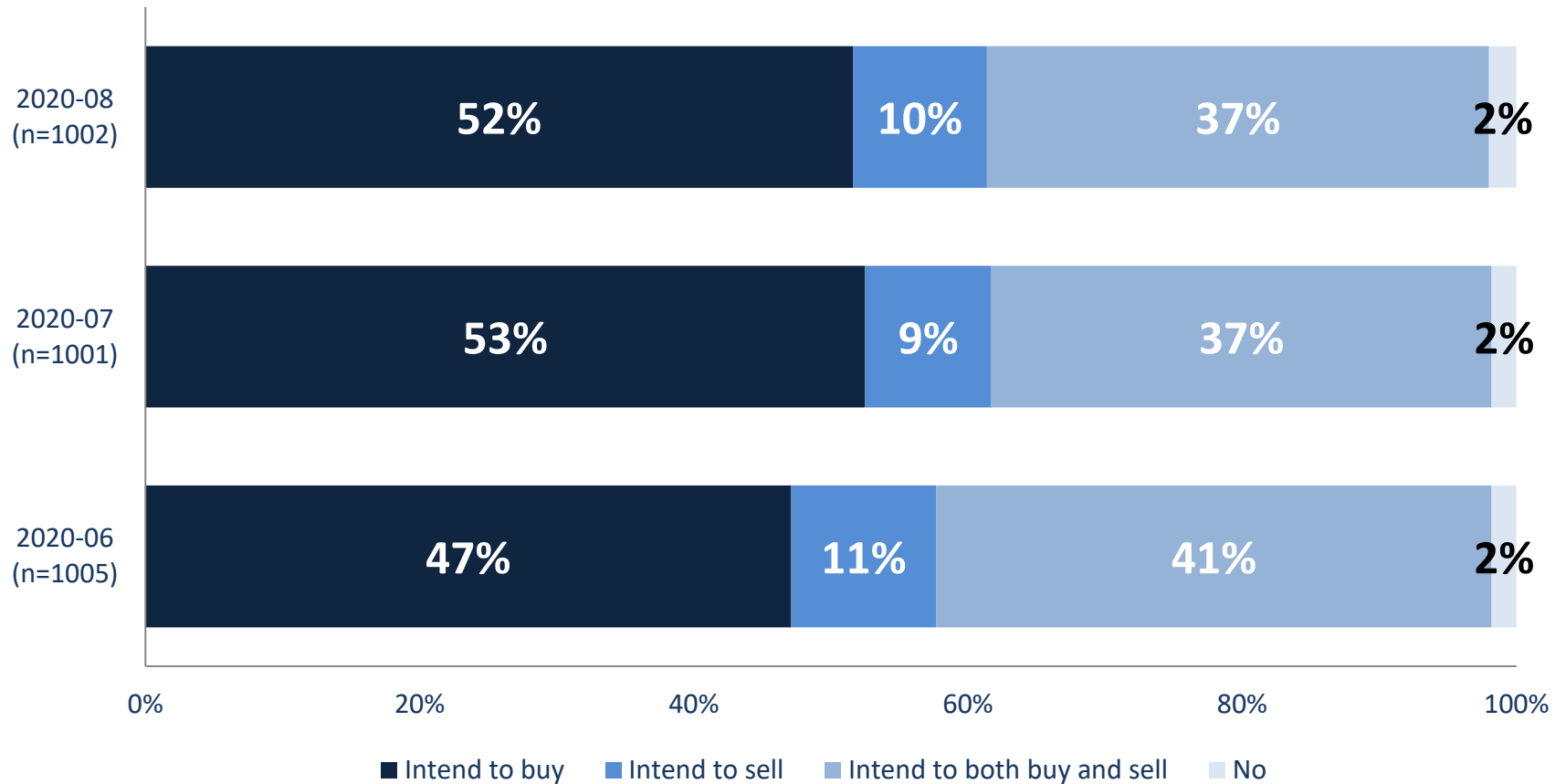


*Charts may not add up to 100 due to rounding.

QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME] Are you currently actively looking to buy a home?

	Yes	No
Plan to buy in next 2 years (n=517)	57.4%	42.6%
Plan to sell in next 2 years (n=98)	9.2%	90.8%
Plan to buy and sell in next 2 years (n=367)	49.9%	50.1%
Central/Northern Ontario (n=120)	43.3%	56.7%
Eastern Ontario (n=148)	48.0%	52.0%
Golden Horseshoe West (n=159)	53.5%	46.5%
GTA (n=232)	55.2%	44.8%
Southwestern Ontario (n=128)	41.4%	58.6%
City of Toronto (n=215)	55.8%	44.2%
Male (n=464)	51.3%	48.7%
Female (n=537)	50.5%	49.5%
18 to 34 (n=390)	60.3%	39.7%
35 to 54 (n=369)	52.8%	47.2%
55 plus (n=243)	32.5%	67.5%
Own (n=537)	44.7%	55.3%
Rent (n=341)	58.7%	41.3%

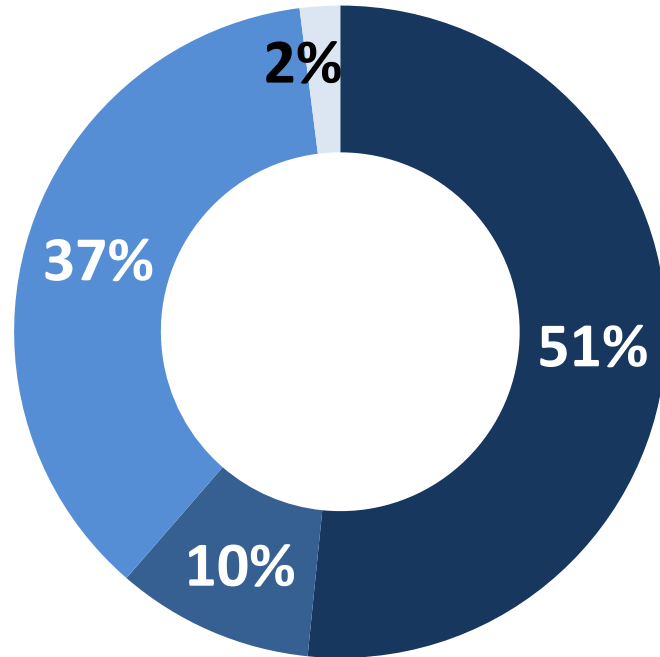
Intention to buy or sell a home in the next two years



*Charts may not add up to 100 due to rounding.

QUESTION – [ASK RENTERS AND HOMEOWNERS] Do you intend to buy or sell a home in the next two years? [SELECT ONE]

Intention to buy or sell a home in the next two years



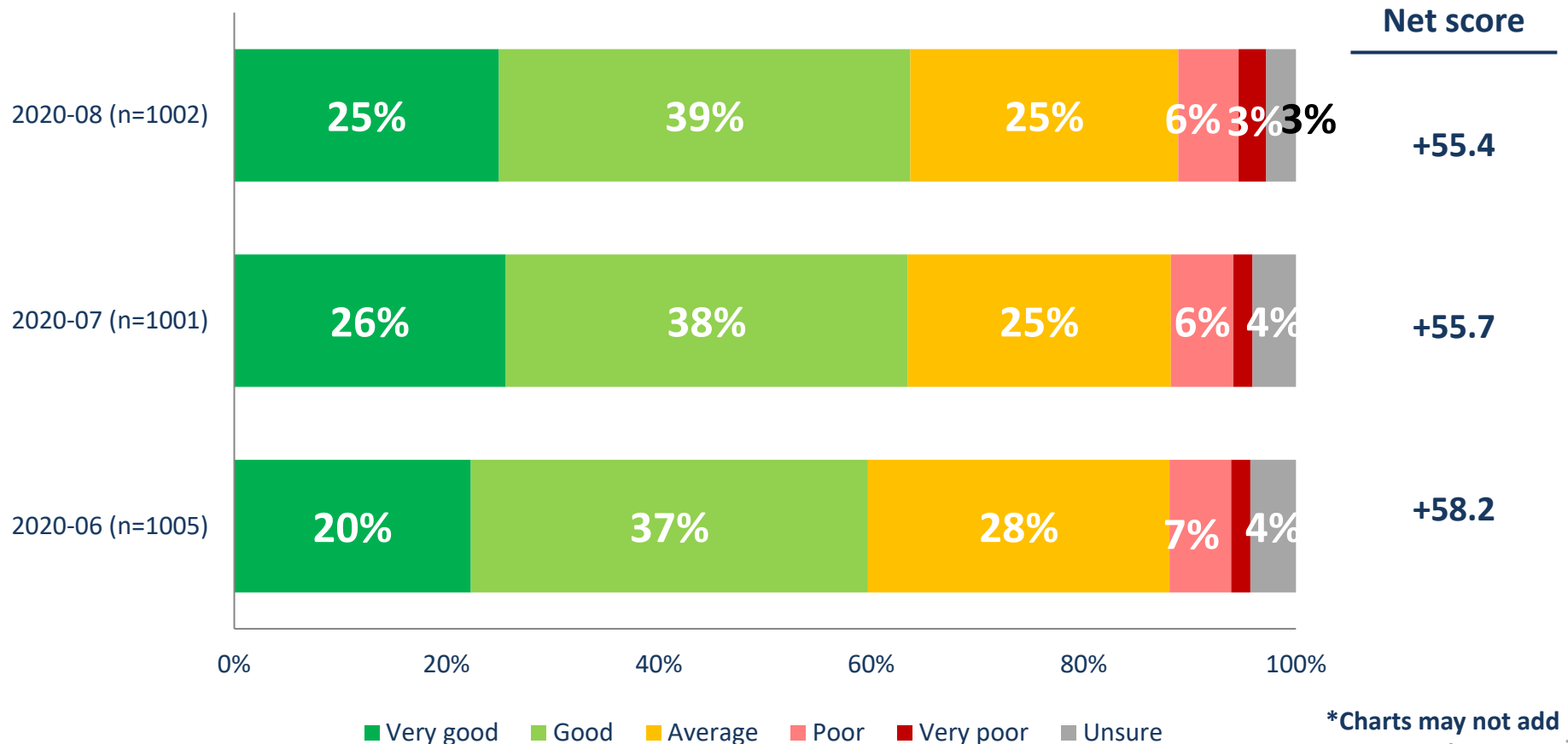
Intend to buy
 Intend to sell
 Intend to both buy and sell
 No

	Intend to buy
Central/Northern Ontario (n=120)	47.5%
Eastern Ontario (n=148)	52.0%
Golden Horseshoe West (n=159)	47.8%
GTA (n=232)	50.0%
Southwestern Ontario (n=128)	45.3%
City of Toronto (n=215)	61.9%
Male (n=464)	42.7%
Female (n=537)	59.2%
18 to 34 (n=390)	72.1%
35 to 54 (n=369)	47.4%
55 plus (n=243)	25.1%
Own (n=537)	19.0%
Rent (n=341)	90.9%

*Charts may not add up to 100 due to rounding.

QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME] Do you intend to buy or sell a home in the next two years? [SELECT ONE]

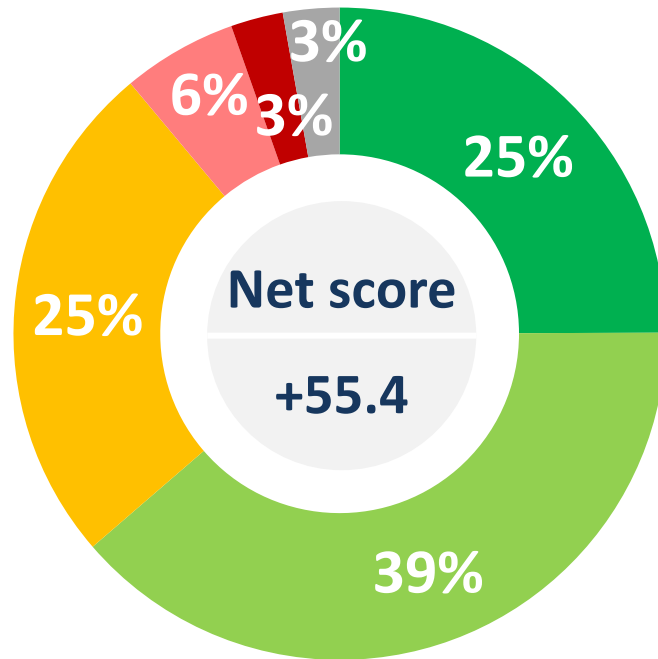
Homeownership as an investment



*Charts may not add up to 100 due to rounding

QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME WHO ARE ACTIVE IN THE REAL ESTATE MARKET] Would you say that buying a home today is a very good, good, average, poor or very poor investment?

Homeownership as an investment



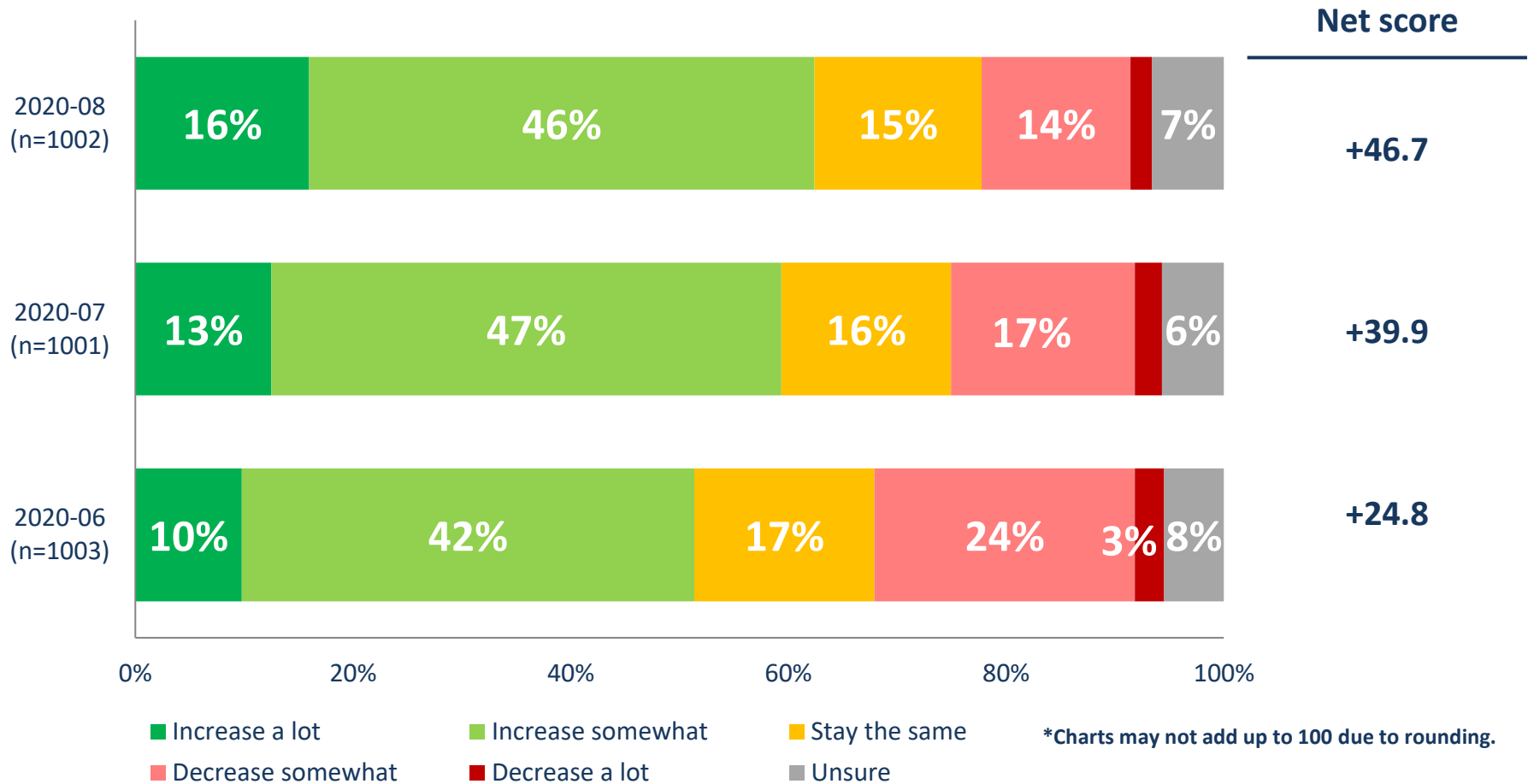
■ Very good
 ■ Good
 ■ Average
 ■ Poor
 ■ Very poor
 ■ Unsure

QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME WHO ARE ACTIVE IN THE REAL ESTATE MARKET] Would you say that buying a home today is a very good, good, average, poor or very poor investment?

	Very good/ good
Plan to buy in next 2 years (n=517)	61.5%
Plan to sell in next 2 years (n=98)	59.2%
Plan to buy and sell in next 2 years (n=367)	68.7%
Central/Northern Ontario (n=120)	57.5%
Eastern Ontario (n=148)	61.5%
Golden Horseshoe West (n=159)	61.6%
GTA (n=232)	66.4%
Southwestern Ontario (n=128)	64.8%
City of Toronto (n=215)	66.5%
Male (n=464)	66.8%
Female (n=537)	61.1%
18 to 34 (n=390)	60.0%
35 to 54 (n=369)	68.0%
55 plus (n=243)	63.0%
Own (n=537)	68.3%
Rent (n=341)	58.0%

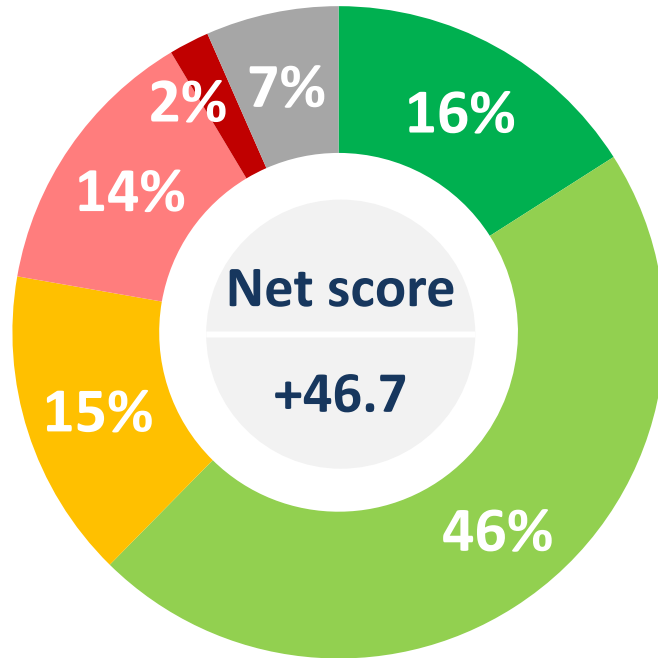
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Change in house prices after the pandemic



QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME WHO ARE ACTIVE IN THE REAL ESTATE MARKET] After the pandemic is over, do you think that home prices will increase a lot, increase somewhat, stay the same, decrease somewhat or decrease a lot?

Change in house prices after the pandemic



■ Increase a lot ■ Increase somewhat ■ Stay the same
■ Decrease somewhat ■ Decrease a lot ■ Unsure

QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME WHO ARE ACTIVE IN THE REAL ESTATE MARKET] After the pandemic is over, do you think that home prices will increase a lot, increase somewhat, stay the same, decrease somewhat or decrease a lot?

	Increase a lot/ somewhat
Plan to buy in next 2 years (n=517)	64.1%
Plan to sell in next 2 years (n=98)	60.2%
Plan to buy and sell in next 2 years (n=367)	61.1%
Central/Northern Ontario (n=120)	50.0%
Eastern Ontario (n=148)	58.7%
Golden Horseshoe West (n=159)	65.4%
GTA (n=232)	67.2%
Southwestern Ontario (n=128)	64.8%
City of Toronto (n=215)	62.8%
Male (n=464)	66.8%
Female (n=537)	58.5%
18 to 34 (n=390)	66.1%
35 to 54 (n=369)	59.9%
55 plus (n=243)	60.1%
Own (n=537)	63.6%
Rent (n=341)	59.9%

*Charts may not add up to 100 due to rounding.

Good time to list a home for sale

All

2020-08 (n=1002)		2020-07 (n=1001)	
Mean	Median	Mean	Median
7.3	6.0	9.1	6.0

Planning to sell

2020-08 (n=98)		2020-07 (n=92)	
Mean	Median	Mean	Median
8.0	6.0	9.6	6.0

Planning to buy

2020-08 (n=517)		2020-07 (n=526)	
Mean	Median	Mean	Median
6.7	5.0	9.0	6.0

Planning to buy & sell

2020-08 (n=367)		2020-07 (n=365)	
Mean	Median	Mean	Median
7.4	6.0	7.80	6.0

Top Mentions

	June 2020 (n=1005)	July 2020 (n=1001)	August 2020 (n=1002)
6 months	7.5%	8.0%	9.4%
1 month	6.1%	6.9%	9.0%
12 months	10.7%	8.4%	5.4%
3 months	4.7%	4.8%	2.8%
2 months	3.7%	2.9%	2.5%
24 months	4.1%	3.0%	2.3%
Unsure	49.7%	53.0%	52.6%

QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME WHO ARE ACTIVE IN THE REAL ESTATE MARKET] In how many months do you think it will be a good time to do the following: [ROTATE]

To list a home for sale

Good time to buy a home

All

2020-08 (n=1002)		2020-07 (n=1001)	
Mean	Median	Mean	Median
9.9	6.0	10.6	8.0

Planning to sell

2020-08 (n=98)		2020-07 (n=526)	
Mean	Median	Mean	Median
10.5	8.5	11.3	8.0

Planning to buy

2020-08 (n=517)		2020-07 (n=92)	
Mean	Median	Mean	Median
10.1	6.0	9.7	7.0

Planning to buy & sell

2020-08 (n=367)		2020-07 (n=365)	
Mean	Median	Mean	Median
9.1	6.0	9.6	6.0

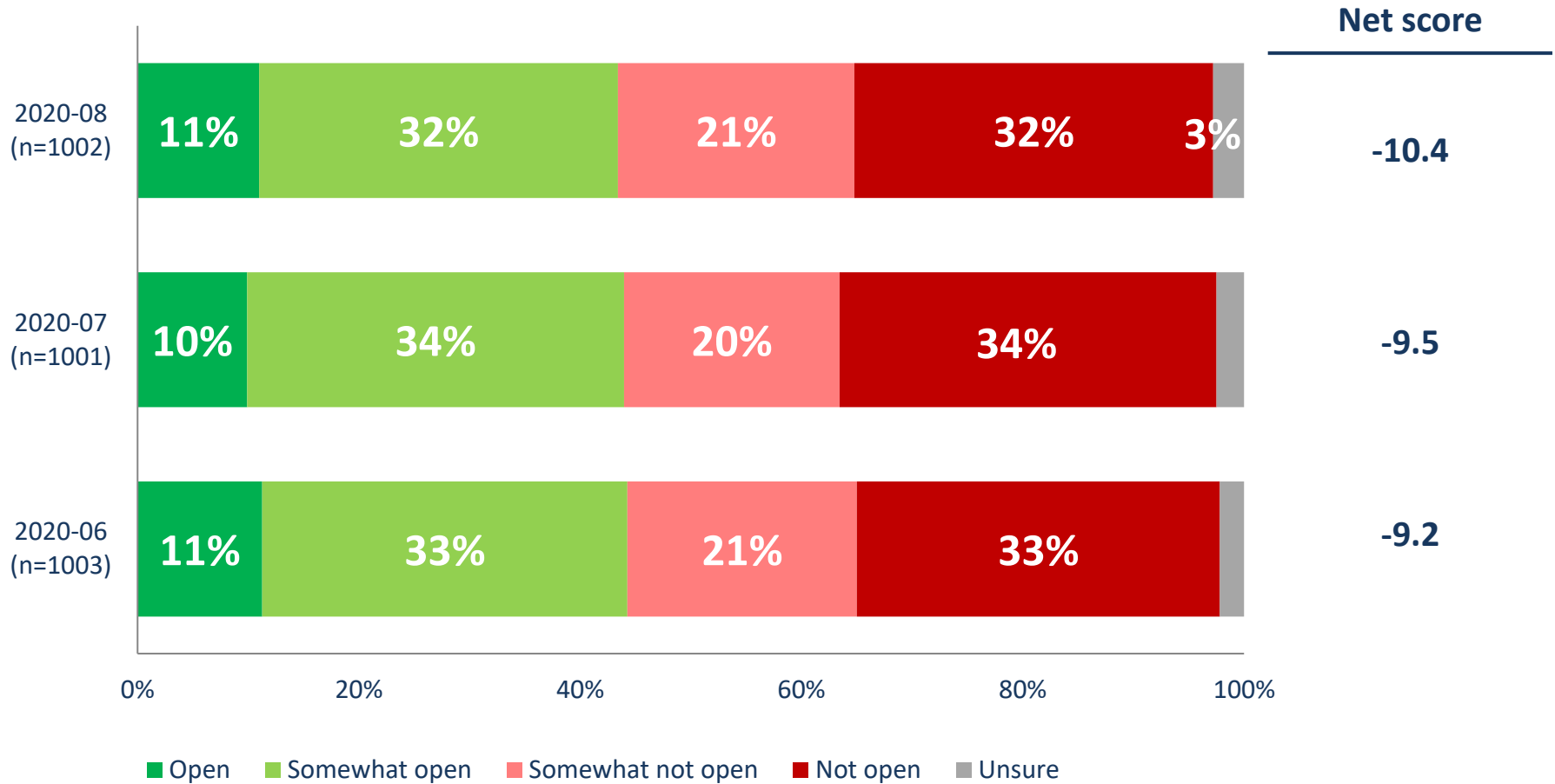
Top Mentions

	June 2020 (n=1005)	July 2020 (n=1001)	August 2020 (n=1002)
6 months	10.0%	9.7%	9.6%
12 months	11.3%	9.6%	8.6%
1 month	5.3%	4.7%	5.9%
24 months	3.9%	4.5%	4.8%
3 months	5.9%	4.1%	3.9%
2 months	4.2%	2.4%	2.6%
Unsure	41.9%	44.9%	47.2%

QUESTION – [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME WHO ARE ACTIVE IN THE REAL ESTATE MARKET] In how many months do you think it will be a good time to do the following: [ROTATE]

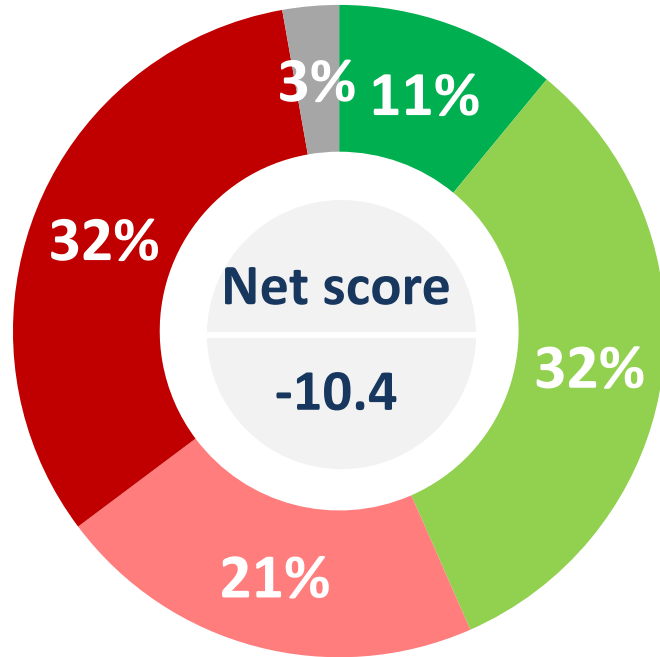
To buy a home

Openness to buying a house only seen virtually



QUESTION – [ASK RENTERS AND HOMEOWNERS] Would you be open, somewhat open, somewhat not open or not open to buying a house if you could only view it virtually using online tools?

Openness to buying a house only seen virtually



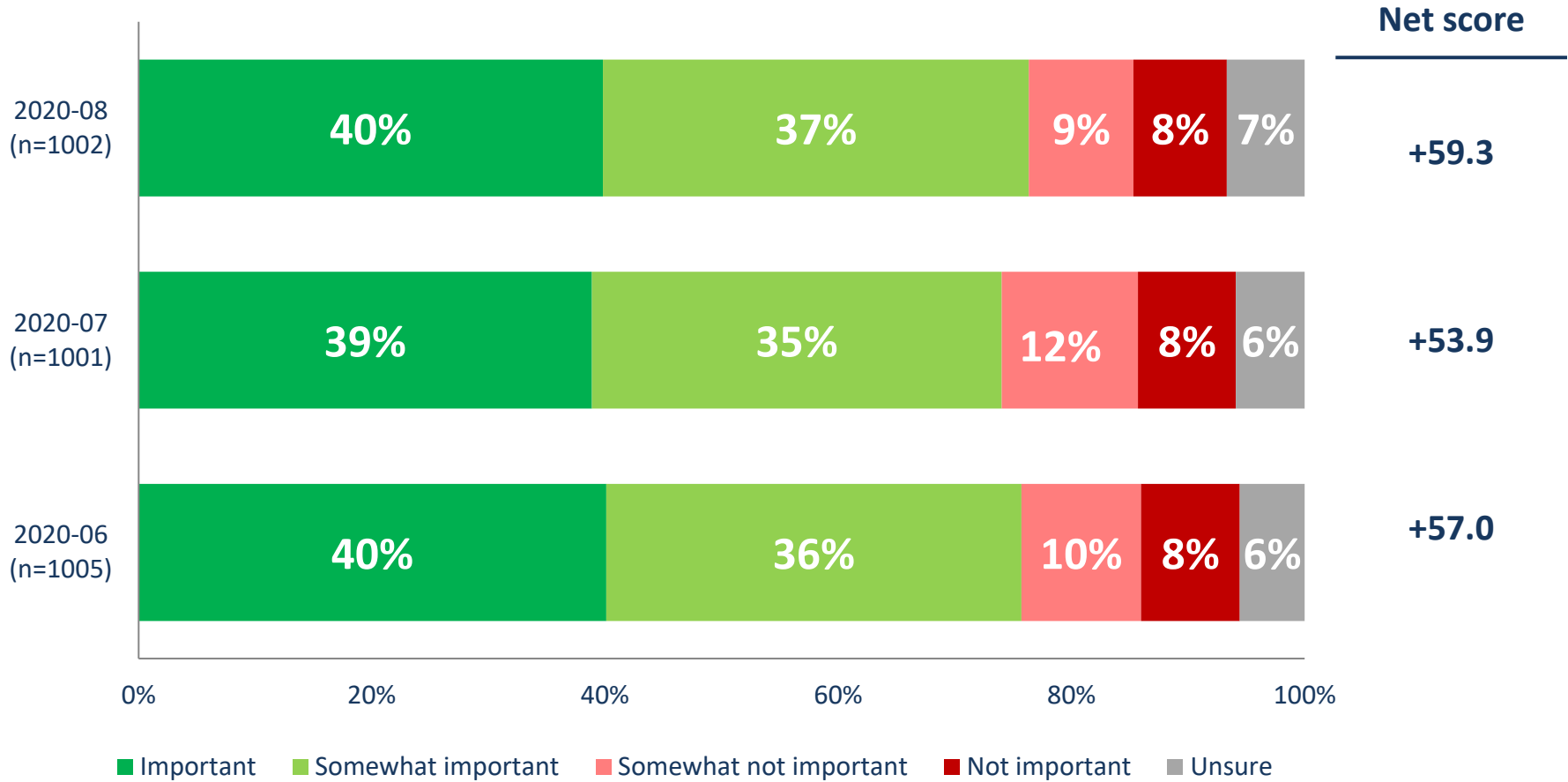
■ Open
■ Somewhat not open
■ Unsure
■ Somewhat open
■ Not open

QUESTION – [ASK RENTERS AND HOMEOWNERS] Would you be open, somewhat open, somewhat not open or not open to buying a house if you could only view it virtually using online tools?

	Not open/ somewhat not open
Plan to buy in next 2 years (n=517)	53.8%
Plan to sell in next 2 years (n=98)	56.2%
Plan to buy and sell in next 2 years (n=367)	54.2%
Central/Northern Ontario (n=120)	58.4%
Eastern Ontario (n=148)	58.8%
Golden Horseshoe West (n=159)	57.2%
GTA (n=232)	48.7%
Southwestern Ontario (n=128)	53.9%
City of Toronto (n=215)	50.7%
Male (n=464)	46.7%
Female (n=537)	59.7%
18 to 34 (n=390)	51.3%
35 to 54 (n=369)	52.6%
55 plus (n=243)	59.7%
Own (n=537)	53.3%
Rent (n=341)	56.0%

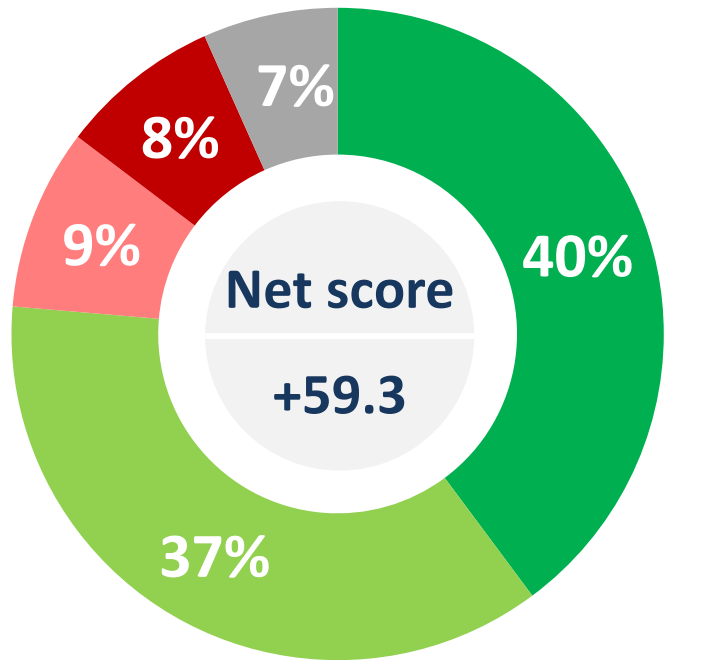
*Charts may not add up to 100 due to rounding.

Importance of using a Realtor® if homes can only be viewed virtually



QUESTION – [ASK RENTERS AND HOMEOWNERS][IF OPEN OR SOMEWHAT OPEN TO BUYING A HOUSE IF THEY COULD ONLY VIEW IT VIRTUALLY USING ONLINE TOOLS] Would it be important, somewhat important, somewhat not important or not important to use a Realtor® to help you purchase a home that you could only visit virtually?

Importance of using a Realtor® if homes can only be viewed virtually



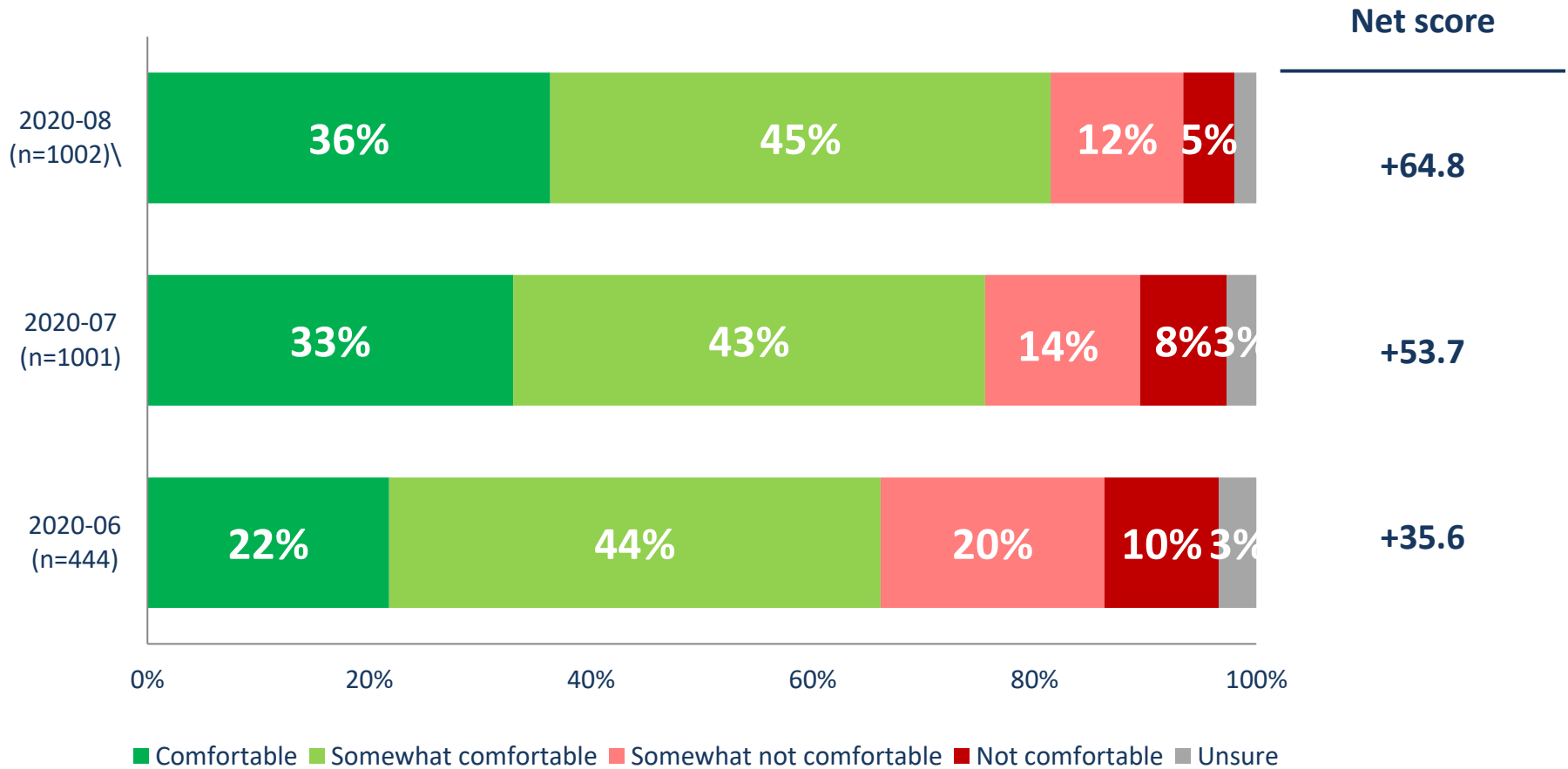
- Important
- Somewhat important
- Somewhat not important
- Not important
- Unsure

QUESTION – [ASK RENTERS AND HOMEOWNERS][IF OPEN OR SOMEWHAT OPEN TO BUYING A HOUSE IF THEY COULD ONLY VIEW IT VIRTUALLY USING ONLINE TOOLS] Would it be important, somewhat important, somewhat not important or not important to use a Realtor® to help you purchase a home that you could only visit virtually?

	Important/ somewhat important
Plan to buy in next 2 years (n=517)	76.2%
Plan to sell in next 2 years (n=98)	67.4%
Plan to buy and sell in next 2 years (n=367)	79.3%
Central/Northern Ontario (n=120)	75.0%
Eastern Ontario (n=148)	75.0%
Golden Horseshoe West (n=159)	78.0%
GTA (n=232)	72.5%
Southwestern Ontario (n=128)	77.4%
City of Toronto (n=215)	80.5%
Male (n=464)	74.8%
Female (n=537)	77.6%
18 to 34 (n=390)	78.5%
35 to 54 (n=369)	75.3%
55 plus (n=243)	74.5%
Own (n=537)	77.8%
Rent (n=341)	74.2%

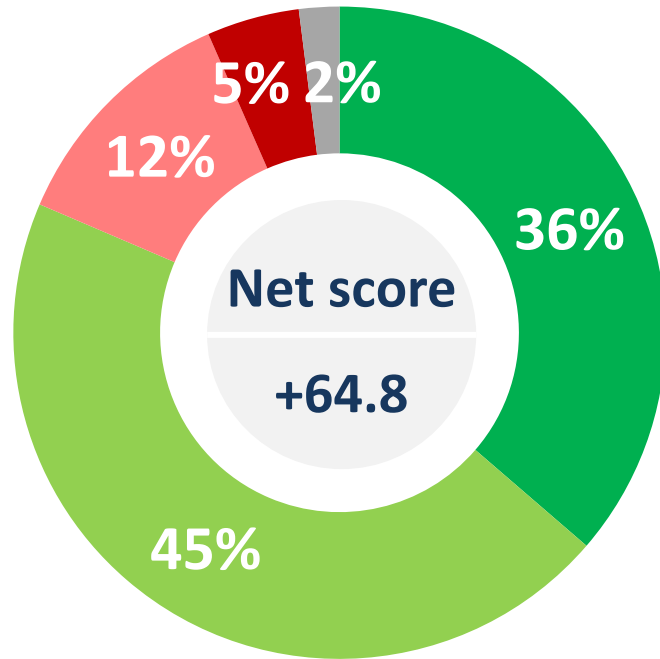
*Charts may not add up to 100 due to rounding.

Level of comfort attending in-person open houses



QUESTION – Once open houses are allowed by the Government of Ontario, assuming the Realtor® took proper safety precautions, would you be comfortable, somewhat comfortable, somewhat not comfortable or not comfortable attending an in-person open house with other buyers for a home that is for sale?

Level of comfort attending in-person open houses



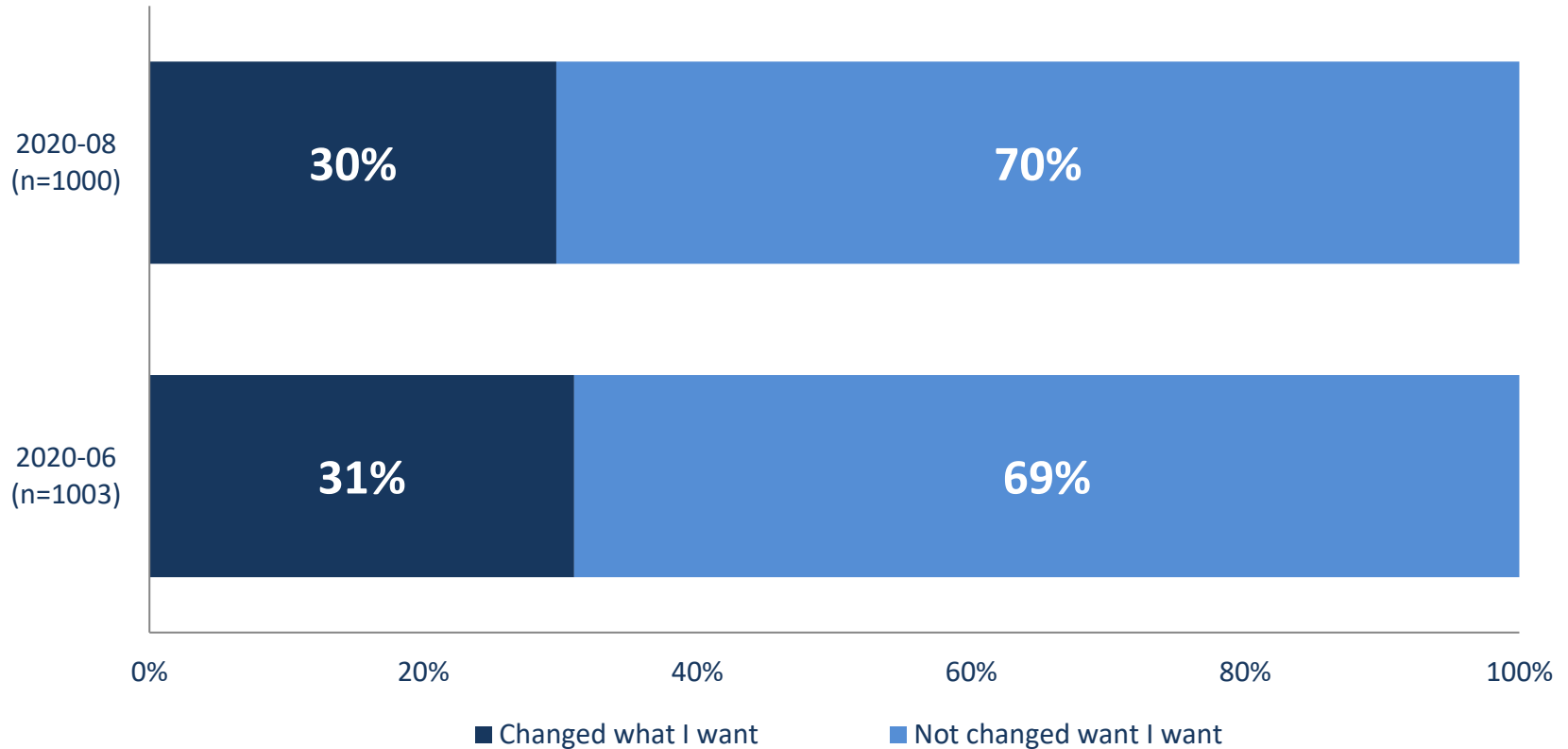
- Comfortable
- Somewhat comfortable
- Somewhat not comfortable
- Not comfortable
- Unsure

QUESTION – Once open houses are allowed by the Government of Ontario, assuming the Realtor® took proper safety precautions, would you be comfortable, somewhat comfortable, somewhat not comfortable or not comfortable attending an in-person open house with other buyers for a home that is for sale?

	Comfortable/ somewhat comfortable
Plan to buy in next 2 years (n=517)	84.2%
Plan to sell in next 2 years (n=98)	68.4%
Plan to buy and sell in next 2 years (n=367)	81.5%
Central/Northern Ontario (n=120)	79.2%
Eastern Ontario (n=148)	81.7%
Golden Horseshoe West (n=159)	83.1%
GTA (n=232)	83.7%
Southwestern Ontario (n=128)	82.8%
City of Toronto (n=215)	78.2%
Male (n=464)	79.5%
Female (n=537)	83.0%
18 to 34 (n=390)	83.6%
35 to 54 (n=369)	83.5%
55 plus (n=243)	74.9%
Own (n=537)	81.6%
Rent (n=341)	82.1%

*Charts may not add up to 100 due to rounding.

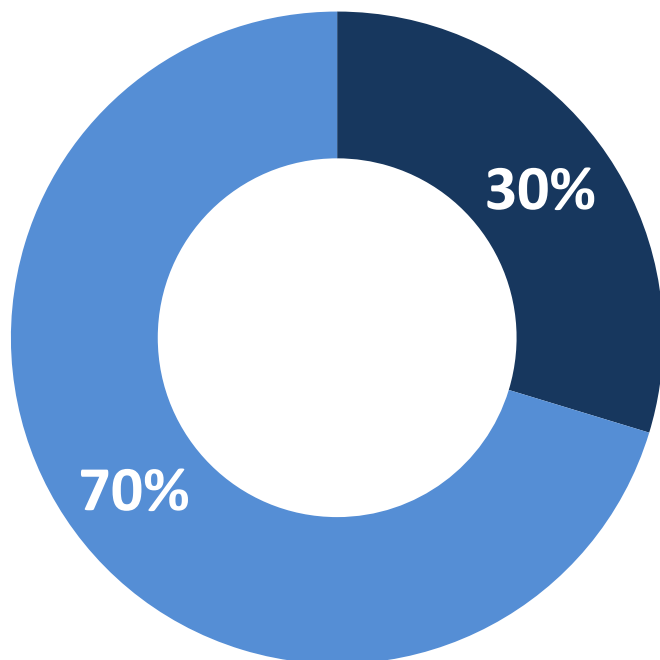
Isolation and views of home characteristics



*Charts may not add up to 100 due to rounding.

QUESTION – Has being in isolation at home changed or not changed your view of what you want in your next home?

Isolation and views of home characteristics



■ Changed ■ Not Changed

*Charts may not add up to 100 due to rounding.

QUESTION – Has being in isolation at home changed or not changed your view of what you want in your next home?

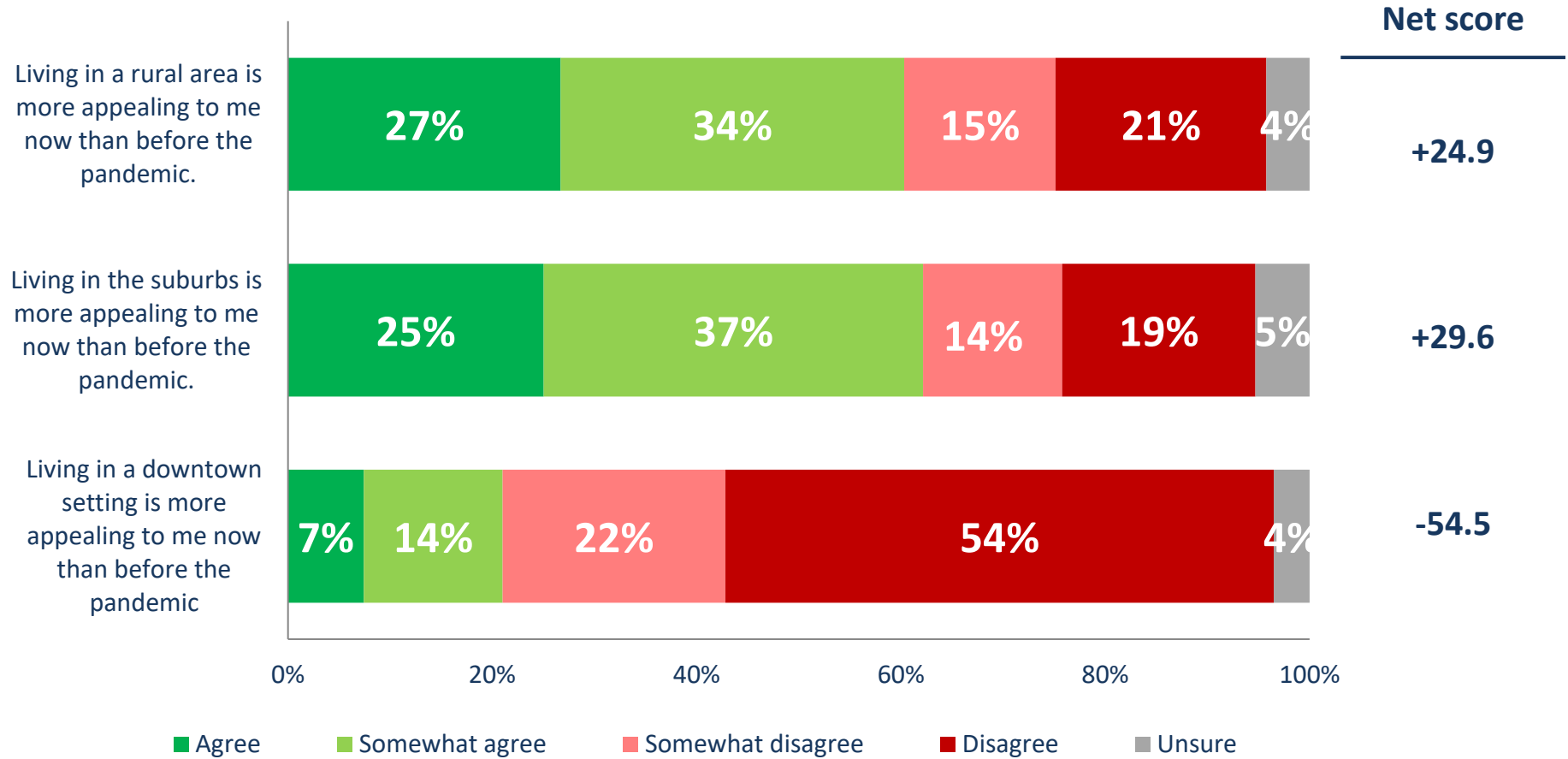
	Changed	Not changed
Plan to buy in next 2 years (n=516)	28.1%	71.9%
Plan to sell in next 2 years (n=97)	26.8%	73.2%
Plan to buy and sell in next 2 years (n=367)	31.6%	68.4%
Central/Northern Ontario (n=119)	30.3%	69.7%
Eastern Ontario (n=148)	30.4%	69.6%
Golden Horseshoe West (n=159)	28.9%	71.1%
GTA (n=231)	28.1%	71.9%
Southwestern Ontario (n=128)	25.8%	74.2%
City of Toronto (n=215)	33.5%	66.5%
Male (n=464)	26.3%	73.7%
Female (n=535)	32.5%	67.5%
18 to 34 (n=390)	31.5%	68.5%
35 to 54 (n=369)	29.0%	71.0%
55 plus (n=241)	27.8%	72.2%
Own (n=536)	31.2%	68.8%
Rent (n=340)	29.7%	70.3%

Changes in views of next home

Top Mentions	August 2020 (n=263)	June 2020 (n=289)
Bigger home/more space/more amenities	31.2%	30.1%
I want more/better outdoor space	16.3%	19.0%
Different location/away from the City	11.8%	6.9%
It needs a home office	8.7%	5.9%
I know what I actually need now/priorities have changed	5.7%	4.8%
Smaller home	5.3%	5.9%
Practical/convenient/accessible layout	3.8%	3.8%
Unsure	0.4%	1.4%

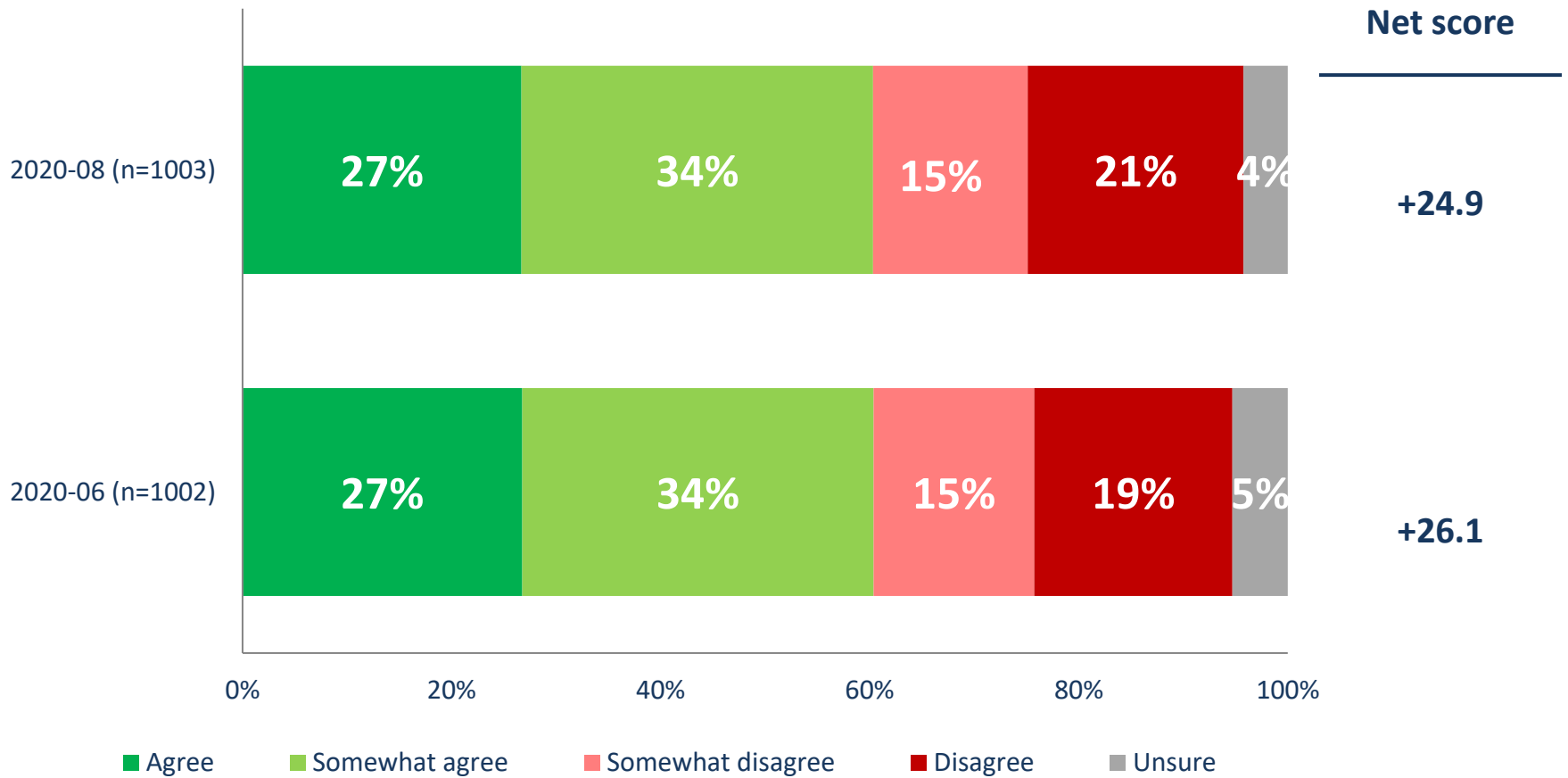
QUESTION – [IF CHANGED] – How have your views of your next home changed? [OPEN]

Appeal of different residential settings since the pandemic



QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following? [ROTATE]

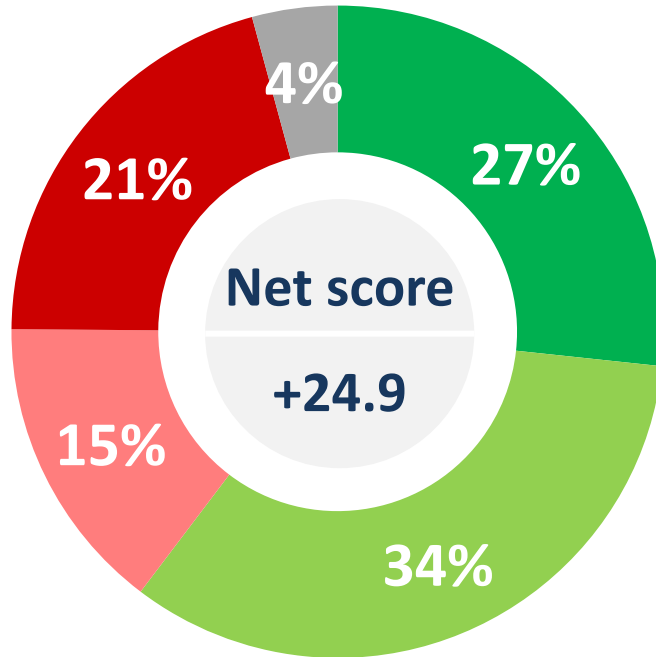
Appeal of rural areas since the pandemic



QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following? [ROTATE]

Living in a rural area is more appealing to me now than before the pandemic.

Appeal of rural areas since the pandemic



Net score
+24.9

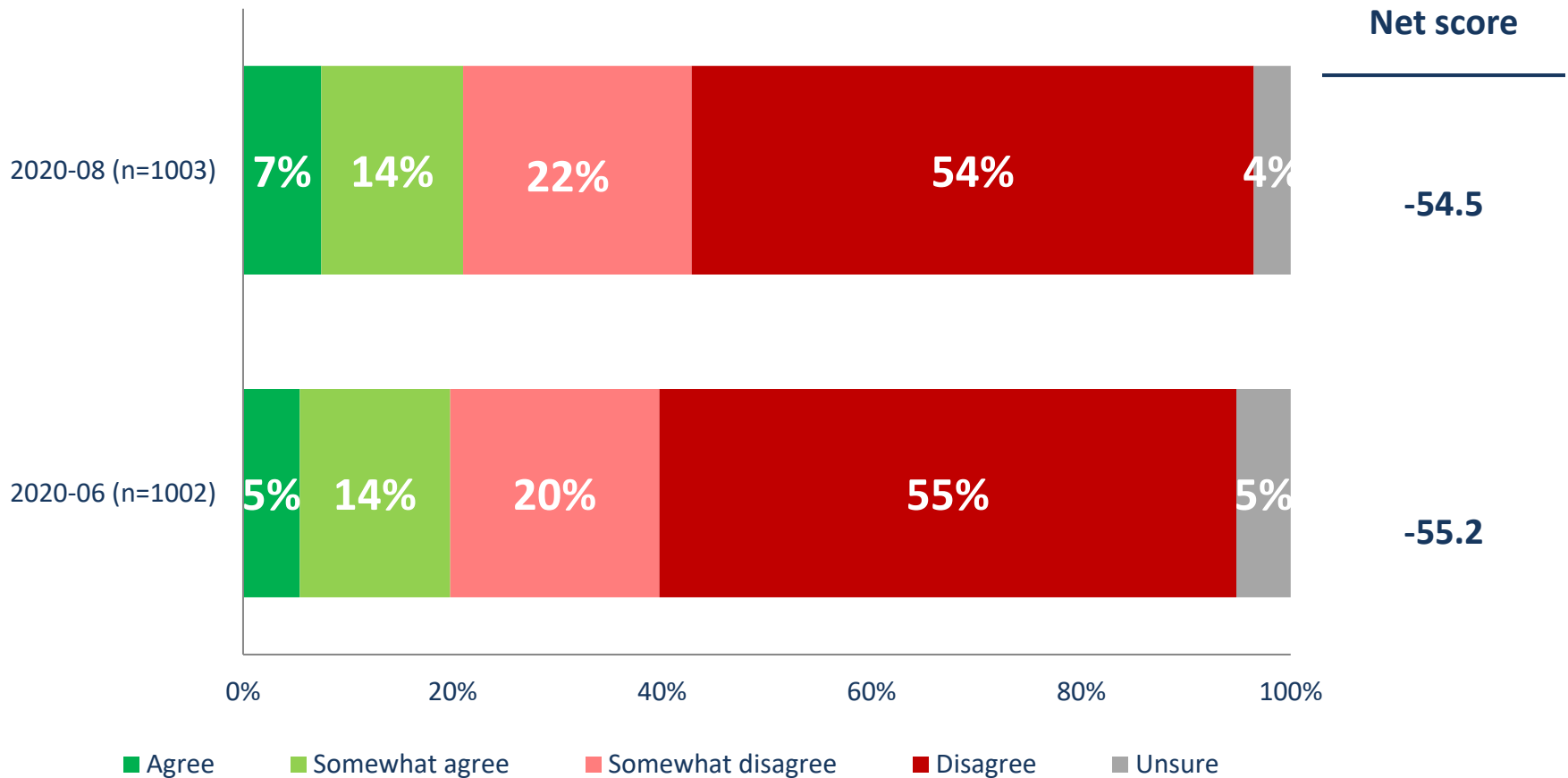
■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following? [ROTATE]
Living in a rural area is more appealing to me now than before the pandemic.

	Agree/ Somewhat agree
Plan to buy in next 2 years (n=511)	58.9%
Plan to sell in next 2 years (n=98)	64.3%
Plan to buy and sell in next 2 years (n=364)	60.4%
Central/Northern Ontario (n=119)	72.2%
Eastern Ontario (n=148)	64.2%
Golden Horseshoe West (n=158)	58.9%
GTA (n=231)	59.8%
Southwestern Ontario (n=127)	63.0%
City of Toronto (n=210)	50.9%
Male (n=461)	62.0%
Female (n=532)	58.8%
18 to 34 (n=387)	56.9%
35 to 54 (n=365)	61.9%
55 plus (n=241)	63.5%
Own (n=534)	63.8%
Rent (n=337)	57.0%

*Charts may not add up to 100 due to rounding.

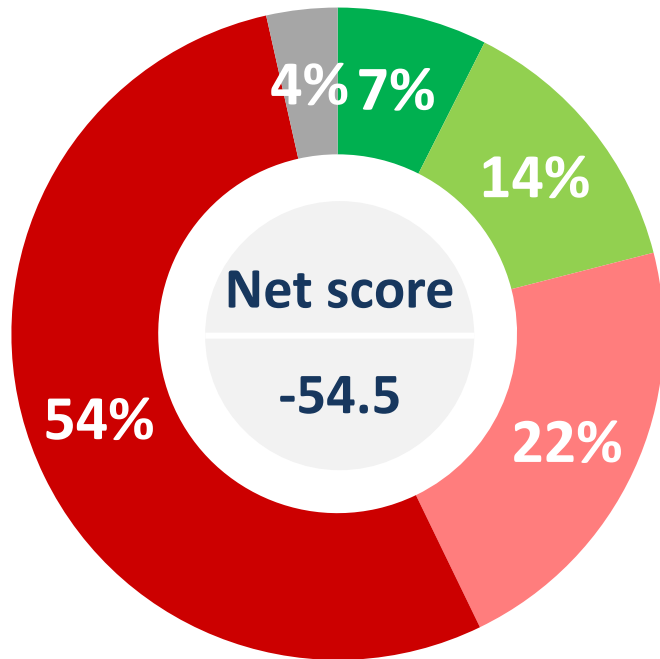
Appeal of downtown settings since the pandemic



QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following? [ROTATE]

Living in a downtown setting is more appealing to me now than before the pandemic.

Appeal of downtown settings since the pandemic



Net score

-54.5

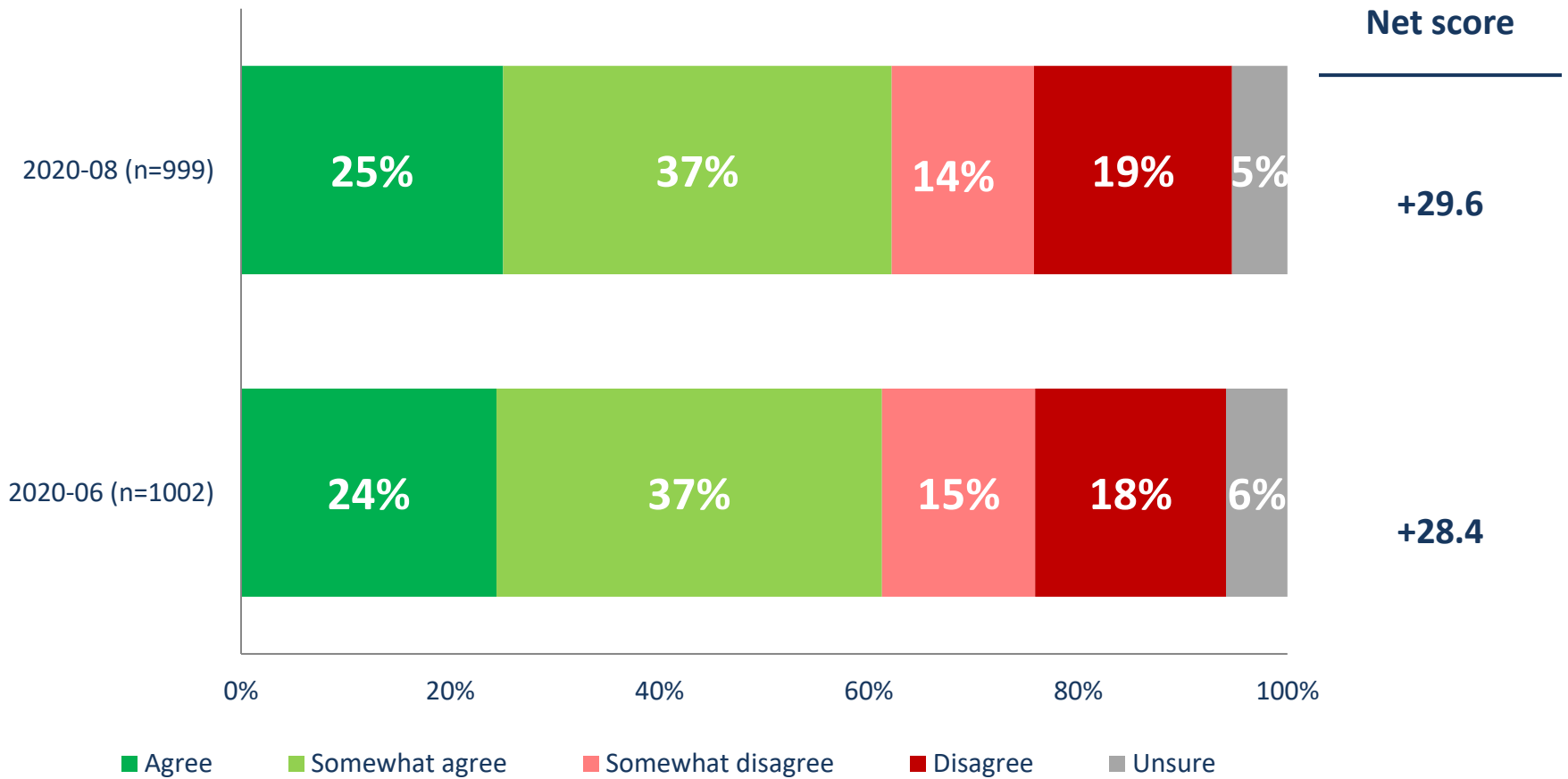
■ Agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Disagree
 ■ Unsure

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following? [ROTATE]
Living in a downtown setting is more appealing to me now than before the pandemic.

	Disagree/ Somewhat disagree
Plan to buy in next 2 years (n=512)	72.5%
Plan to sell in next 2 years (n=98)	80.6%
Plan to buy and sell in next 2 years (n=365)	78.6%
Central/Northern Ontario (n=119)	83.2%
Eastern Ontario (n=148)	81.1%
Golden Horseshoe West (n=158)	73.4%
GTA (n=231)	74.9%
Southwestern Ontario (n=128)	77.4%
City of Toronto (n=211)	68.2%
Male (n=461)	73.5%
Female (n=534)	77.2%
18 to 34 (n=387)	70.6%
35 to 54 (n=367)	77.4%
55 plus (n=241)	80.5%
Own (n=535)	76.5%
Rent (n=338)	73.7%

*Charts may not add up to 100 due to rounding.

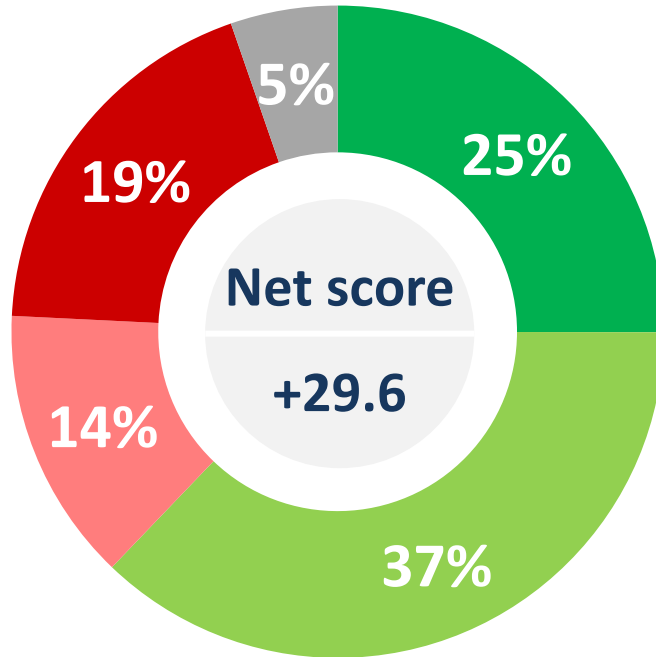
Appeal of suburbs since the pandemic



QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following? [ROTATE]

Living in the suburbs is more appealing to me now than before the pandemic.

Appeal of suburbs since the pandemic



Net score
+29.6

■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following? [ROTATE]
Living in the suburbs is more appealing to me now than before the pandemic.

	Agree/ Somewhat agree
Plan to buy in next 2 years (n=515)	62.0%
Plan to sell in next 2 years (n=98)	58.1%
Plan to buy and sell in next 2 years (n=366)	63.7%
Central/Northern Ontario (n=119)	58.9%
Eastern Ontario (n=148)	54.1%
Golden Horseshoe West (n=159)	59.1%
GTA (n=232)	69.9%
Southwestern Ontario (n=127)	64.6%
City of Toronto (n=214)	62.2%
Male (n=463)	63.5%
Female (n=535)	60.9%
18 to 34 (n=388)	63.4%
35 to 54 (n=368)	61.2%
55 plus (n=243)	61.8%
Own (n=536)	65.5%
Rent (n=339)	56.3%

*Charts may not add up to 100 due to rounding.



Nanos conducted an online representative survey of 1,002 Ontarians who are active in the real estate market, 18 years of age or older, between August 26th to 31st, 2020.

Qualified respondents met at least one of the following criteria:

- Are actively looking to buy a home; or,
- Intend to buy or sell a home in the next two years.

The research was commissioned by the Ontario Real Estate Association was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Nanos used the directly comparable profile of Ontarians active in the real estate market from the previous wave of research.

TECHNICAL NOTE

Element	Description
Research sponsor	Ontario Real Estate Association (OREA)
Population and Final Sample Size	1,002 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Non-probability
Margin of Error	Not applicable
Mode of Survey	Online survey
Sampling Method Base	Drawn from a panel
Demographics (Captured)	Ontario; Men and Women; 18 years and older. Six digit postal code was used to validate geography
Fieldwork/Validation	Not applicable.
Number of Calls	Not applicable.
Time of Calls	Not applicable.
Field Dates	August 26 th to 31 st , 2020.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	Not applicable.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate. Individuals not actively participating in the real estate market could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ontario.
Estimated Response Rate	Not applicable.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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TABULATIONS





2020-1706 – Ontario Real Estate Association – Residential Real Estate Monitor – August Wave – STAT SHEET

			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 2 - Are you currently actively looking to buy a home?	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
	Yes	%	50.8	43.3	48.0	53.5	55.2	41.4	55.8	51.3	50.5		60.3	52.8	32.5	44.7	58.7	55.0	
	No	%	49.2	56.7	52.0	46.5	44.8	58.6	44.2	48.7	49.5		39.7	47.2	67.5	55.3	41.3	45.0	

			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 3- [ASK RENTERS, HOMEOWNERS, AND THOSE THAT LIVE AT HOME] Do you intend to buy or sell a home in the next two years?	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
	Intend to buy	%	51.6	47.5	52.0	47.8	50.0	45.3	61.9	42.7	59.2		72.1	47.4	25.1	19.0	90.9	85.8	
	Intend to sell	%	9.8	13.3	10.1	11.3	7.8	11.7	7.4	12.5	7.4		3.8	8.4	21.4	16.4	1.2	5.0	
	Intend to both buy and sell	%	36.6	39.2	33.8	39.6	40.5	42.2	27.4	42.2	31.8		22.1	42.8	50.6	63.5	4.7	7.5	
	No	%	2.0	0.0	4.1	1.3	1.7	0.8	3.3	2.6	1.5		2.1	1.4	2.9	1.1	3.2	1.7	

Nanos conducted an online survey of 1,002 Ontarians who are active in the real estate market, 18 years of age or older, between August 26th to 31st, 2020. Some results have been shaded due to a small sample size.



2020-1706 – Ontario Real Estate Association – Residential Real Estate Monitor – August Wave – STAT SHEET

			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 4 – Would you say that buying a home today is a very good, good, average, poor or very poor investment?	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
	Very good	%	25.0	21.7	29.1	23.9	27.2	20.3	25.1	26.9	23.3		22.8	28.2	23.5	26.4	24.6	20.0	
	Good	%	38.7	35.8	32.4	37.7	39.2	44.5	41.4	39.9	37.8		37.2	39.8	39.5	41.9	33.4	38.3	
	Average	%	25.2	31.7	26.4	28.9	24.1	21.9	21.4	23.7	26.4		27.7	21.7	26.7	22.2	29.9	25.8	
	Poor	%	5.7	7.5	5.4	3.8	6.0	5.5	6.0	5.4	6.0		6.2	5.4	5.3	4.5	7.0	7.5	
	Very poor	%	2.6	2.5	3.4	1.9	2.2	3.9	2.3	1.9	3.2		3.8	1.6	2.1	2.2	2.3	5.0	
	Unsure	%	2.8	0.8	3.4	3.8	1.3	3.9	3.7	2.2	3.4		2.3	3.3	2.9	2.8	2.6	3.3	

			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 5 - After the pandemic is over, do you think that homes prices will increase a lot, increase somewhat, stay the same, decrease somewhat, decrease a lot or decrease a lot?	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
	Increase a lot	%	16.0	10.0	15.5	14.5	16.8	16.4	19.5	17.2	14.9		19.2	14.4	13.2	14.3	18.8	15.8	
	Increase somewhat	%	46.4	40.0	43.2	50.9	50.4	48.4	43.3	49.6	43.6		46.9	45.5	46.9	49.3	41.1	47.5	
	Stay the same	%	15.4	15.8	14.2	13.8	16.4	14.8	16.3	15.9	14.9		11.8	16.8	18.9	16.8	13.8	14.2	
	Decrease somewhat	%	13.7	22.5	16.2	13.2	11.6	8.6	12.6	10.6	16.4		13.8	12.5	15.2	12.7	15.8	12.5	
	Decrease a lot	%	2.0	4.2	2.7	1.9	0.4	2.3	1.9	2.4	1.7		2.6	1.4	2.1	1.1	3.5	1.7	
	Unsure	%	6.6	7.5	8.1	5.7	4.3	9.4	6.5	4.3	8.6		5.6	9.5	3.7	5.8	7.0	8.3	

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In how many months do you think it will be a good time to do the following: [ROTATE]

		Region									Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
		Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer		
Question 6 - To list a home for sale	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4	
		Mean	7.34	7.11	5.47	7.82	7.74	8.60	7.27	6.80	7.88		8.07	6.77	7.03	7.29	7.38	7.58		
		Median	6.00	6.00	3.00	6.00	6.00	6.00	6.00	6.00	6.00		6.00	6.00	6.00	6.00	6.00	5.50		
	0	%	2.2	4.2	4.1	1.9	0.9	3.1	0.9	3.2	1.3		2.1	1.9	2.9	1.9	3.5	0.0		
	1	%	9.0	10.8	14.2	7.5	9.1	5.5	7.4	9.5	8.6		7.2	8.4	12.8	10.6	7.6	5.8		
	2	%	2.5	2.5	4.1	1.9	2.2	4.7	0.9	2.8	2.2		3.6	2.2	1.2	1.9	2.6	5.0		
	3	%	2.8	0.0	3.4	5.0	2.6	3.1	2.3	3.2	2.4		3.6	2.4	2.1	2.8	2.6	3.3		
	4	%	1.4	1.7	0.7	0.6	1.7	0.8	2.3	1.5	1.3		1.8	1.6	0.4	1.3	1.5	1.7		
	5	%	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.4	0.2	0.0	0.0		
	5	%	1.4	0.0	0.7	0.6	2.2	2.3	1.9	1.3	1.5		3.1	0.3	0.4	1.1	0.9	4.2		
	6	%	9.4	10.0	6.8	5.7	9.5	10.2	13.0	10.6	8.4		7.4	8.9	13.2	12.5	5.9	5.0		
	7	%	2.0	0.8	2.7	1.9	3.4	1.6	0.9	3.0	1.1		1.8	1.4	3.3	3.0	0.3	2.5		
	8	%	2.8	1.7	4.1	1.3	3.0	3.9	2.8	3.7	2.0		1.5	2.7	4.9	3.7	1.8	1.7		
	9	%	1.2	0.8	0.7	0.6	2.2	0.8	1.4	0.9	1.5		0.8	1.9	0.8	1.3	1.2	0.8		
	10	%	1.6	2.5	1.4	1.9	1.3	1.6	1.4	1.5	1.7		1.5	1.1	2.5	1.7	0.9	3.3		
	11	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0		0.0	0.0	0.4	0.2	0.0	0.0		
12	%	5.4	6.7	3.4	5.7	6.0	4.7	5.6	5.2	5.4		5.1	6.2	4.5	5.8	5.9	2.5			
14	%	0.3	0.0	0.0	0.6	0.0	0.0	0.9	0.2	0.4		0.8	0.0	0.0	0.4	0.3	0.0			
15	%	0.2	0.0	0.0	0.6	0.0	0.0	0.5	0.2	0.2		0.3	0.0	0.4	0.2	0.3	0.0			

Nanos conducted an online survey of 1,002 Ontarians who are active in the real estate market, 18 years of age or older, between August 26th to 31st, 2020. Some results have been shaded due to a small sample size.



2020-1706 – Ontario Real Estate Association – Residential Real Estate Monitor – August Wave – STAT SHEET

		Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?		
		Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
16	%	0.2	0.0	0.0	1.3	0.0	0.0	0.0	0.4		0.5	0.0	0.0	0.0	0.3	0.8	
18	%	1.4	0.0	0.7	1.9	2.6	1.6	0.9	1.1		1.3	1.6	1.2	1.3	1.8	0.8	
20	%	0.5	0.0	1.4	0.0	0.0	2.3	0.0	0.4		0.5	0.5	0.4	0.9	0.0	0.0	
21	%	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.4	0.2	0.0	0.0	
22	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.2		0.3	0.0	0.0	0.2	0.0	0.0	
24	%	2.3	4.2	0.7	3.1	2.2	3.9	0.9	1.9		2.3	1.4	3.7	2.6	2.1	1.7	
36	%	0.3	0.0	0.7	0.0	0.0	0.0	0.9	0.2		0.8	0.0	0.0	0.4	0.3	0.0	
60	%	0.2	0.0	0.0	0.0	0.4	0.8	0.0	0.2		0.5	0.0	0.0	0.0	0.3	0.8	
Unsure	%	52.6	53.3	50.0	57.9	50.0	49.2	54.9	48.5		53.3	57.5	44.0	46.0	60.1	60.0	

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In how many months do you think it will be a good time to do the following: [ROTATE]

		Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?				
		Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer	
Question 7 - To buy a home	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
		Mean	9.85	10.47	9.76	9.95	9.52	10.77	9.42	9.87	9.80		10.98	9.03	9.06	9.04	11.07	9.72	
		Median	6.00	6.00	6.00	9.00	6.00	6.00	7.00	6.00	7.00		7.00	6.00	6.00	6.00	8.00	7.50	
	0	%	0.9	0.8	2.0	0.6	0.0	0.8	1.4	1.1	0.7		1.3	1.1	0.0	0.9	0.6	0.8	
	1	%	5.9	8.3	6.8	4.4	6.5	6.3	4.2	5.4	6.3		6.2	6.2	4.9	5.6	5.6	8.3	
	2	%	2.6	3.3	4.1	1.9	1.3	1.6	3.7	3.2	2.0		2.3	3.3	2.1	3.2	2.3	0.8	
	3	%	3.9	2.5	4.1	5.0	2.6	2.3	6.0	4.5	3.4		4.6	3.0	4.1	4.1	4.1	2.5	
	4	%	2.1	0.0	1.4	1.3	3.4	3.9	1.9	1.7	2.4		3.1	1.9	0.8	1.9	2.9	0.8	
	5	%	1.7	0.8	1.4	1.3	3.4	1.6	0.9	1.9	1.5		2.3	1.6	0.8	1.5	1.5	3.3	
	6	%	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.4	0.2	0.0	0.0	
	6	%	9.6	8.3	9.5	7.5	12.5	10.2	8.4	11.0	8.4		6.9	10.8	11.9	10.6	9.4	5.8	
	7	%	1.4	0.8	0.0	0.0	3.4	1.6	1.4	1.1	1.7		1.8	1.4	0.8	1.5	0.9	2.5	
	8	%	2.8	2.5	5.4	1.3	2.6	0.0	4.2	2.2	3.4		2.6	3.3	2.5	2.6	2.6	4.2	
	9	%	1.3	0.8	2.0	1.9	1.7	0.0	0.9	1.5	1.1		1.5	1.1	1.2	1.1	1.5	1.7	
	10	%	1.3	0.0	2.0	1.9	1.3	0.8	1.4	1.5	1.1		1.5	0.5	2.1	1.3	1.5	0.8	
	11	%	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.2	0.0		0.3	0.0	0.0	0.2	0.0	0.0	
	12	%	8.6	6.7	6.1	8.2	9.1	8.6	11.2	8.2	8.9		8.2	8.4	9.5	8.2	9.1	9.2	
	14	%	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.2		0.3	0.0	0.0	0.0	0.3	0.0	
	15	%	0.4	0.0	0.0	1.9	0.4	0.0	0.0	0.2	0.6		0.5	0.0	0.8	0.4	0.3	0.8	

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		Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
		Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
16	%	0.6	0.0	0.0	1.9	0.0	1.6	0.5	0.2	0.9		1.3	0.3	0.0	0.0	1.2	0.8	
18	%	2.0	3.3	1.4	3.1	1.7	0.0	2.3	2.2	1.7		2.1	1.6	2.5	1.9	2.6	0.8	
20	%	0.7	0.0	1.4	0.0	0.0	2.3	0.9	0.6	0.7		1.0	0.8	0.0	0.9	0.6	0.0	
21	%	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.4	0.2	0.0	0.0	
22	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0		0.3	0.0	0.0	0.2	0.0	0.0	
24	%	4.8	6.7	4.1	5.7	4.3	6.3	3.3	5.4	4.3		5.4	4.3	4.5	3.7	6.5	5.0	
36	%	1.1	0.8	2.7	0.0	0.4	1.6	1.4	1.1	1.1		1.8	1.1	0.0	0.6	2.1	0.8	
46	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0		0.3	0.0	0.0	0.0	0.0	0.8	
48	%	0.3	0.8	0.0	0.0	0.0	0.8	0.5	0.2	0.4		0.5	0.3	0.0	0.2	0.6	0.0	
49	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0		0.3	0.0	0.0	0.2	0.0	0.0	
60	%	0.2	0.0	0.7	0.0	0.4	0.0	0.0	0.2	0.2		0.5	0.0	0.0	0.2	0.3	0.0	
Unsure	%	47.2	52.5	44.6	51.6	43.5	50.0	45.1	45.5	48.8		43.3	49.1	50.6	48.8	43.7	50.0	

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			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 8 - Would you be open, somewhat open, somewhat not open or not open to buying a house if you could only view it virtually using online tools?	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
	Open	%	11.0	5.0	10.1	11.3	12.5	8.6	14.4	14.4	8.0		12.3	11.4	8.2	11.2	10.6	11.7	
	Somewhat open	%	32.4	35.0	29.1	29.6	34.1	33.6	33.0	36.0	29.4		34.9	31.4	30.0	33.1	30.5	33.3	
	Somewhat not open	%	21.4	21.7	18.9	21.4	20.7	20.3	24.2	19.8	22.5		20.8	22.0	21.4	22.9	20.5	17.5	
	Not open	%	32.4	36.7	39.9	35.8	28.0	33.6	26.5	26.9	37.2		30.5	30.6	38.3	30.4	35.5	33.3	
	Unsure	%	2.8	1.7	2.0	1.9	4.7	3.9	1.9	2.8	2.8		1.5	4.6	2.1	2.4	2.9	4.2	

			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 9 - Would it be important, somewhat important, somewhat not important or not important to use a Realtor® to help you purchase a home that you could only visit virtually?	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
	Important	%	39.8	44.2	43.9	44.0	34.1	46.1	34.0	37.5	41.7		43.1	32.8	45.3	40.2	39.6	37.5	
	Somewhat important	%	36.5	30.8	31.1	34.0	38.4	31.3	46.5	37.3	35.9		35.4	42.5	29.2	37.6	34.6	37.5	
	Somewhat not important	%	9.0	8.3	9.5	6.9	9.9	10.9	8.4	10.1	8.0		9.2	8.9	8.6	8.2	9.4	11.7	
	Not important	%	8.0	11.7	6.8	7.5	8.6	6.3	7.4	7.5	8.4		6.9	8.7	8.6	8.0	8.8	5.8	
	Unsure	%	6.7	5.0	8.8	7.5	9.1	5.5	3.7	7.5	6.0		5.4	7.0	8.2	6.0	7.6	7.5	

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			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 10 - Once open houses are allowed by the Government of Ontario, assuming the Realtor® took proper safety precautions, would you be comfortable, somewhat comfortable, somewhat not comfortable or not comfortable attending an in-person open house with other buyers for a home that is for sale?	Total	Unwgt N	1002	120	148	159	232	128	215	464	537	1	390	369	243	537	341	120	4
	Comfortable	%	36.3	37.5	40.5	42.8	31.5	37.5	32.6	33.6	38.7		40.8	35.5	30.5	33.0	40.5	40.0	
	Somewhat comfortable	%	45.1	41.7	41.2	40.3	52.2	45.3	45.6	45.9	44.3		42.8	48.0	44.4	48.6	41.6	39.2	
	Somewhat not comfortable	%	12.0	10.8	11.5	10.7	10.3	13.3	14.9	12.9	11.2		11.5	11.1	14.0	12.3	11.1	12.5	
	Not comfortable	%	4.6	7.5	4.1	5.0	3.9	1.6	5.6	5.2	4.1		3.6	3.3	8.2	4.5	4.1	6.7	
	Unsure	%	2.0	2.5	2.7	1.3	2.2	2.3	1.4	2.4	1.7		1.3	2.2	2.9	1.7	2.6	1.7	

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			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 11 - Has being in isolation at home changed or not changed your view of what you want in your next home?	Total	Unwgt N	1000	119	148	159	231	128	215	464	535	1	390	369	241	536	340	120	4
	Changed what I want	%	29.7	30.3	30.4	28.9	28.1	25.8	33.5	26.3	32.5		31.5	29.0	27.8	31.2	29.7	23.3	
	Not changed what I want	%	70.3	69.7	69.6	71.1	71.9	74.2	66.5	73.7	67.5		68.5	71.0	72.2	68.8	70.3	76.7	

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			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 12 - How have your views of your next home changed? [OPEN-ENDED]	Total	Unwgt N	263	32	42	38	57	30	64	105	157	1	109	94	60	147	91	24	1
	I want more/better outdoor space	%	16.3	18.8	14.3	10.5	22.8	6.7	18.8	11.4	19.7		14.7	20.2	13.3	16.3	17.6		
	Smaller home	%	5.3	3.1	4.8	5.3	8.8	3.3	4.7	7.6	3.8		2.8	5.3	10.0	6.8	1.1		
	Bigger home/more space/more amenities	%	31.2	43.8	31.0	34.2	17.5	46.7	28.1	31.4	30.6		34.9	31.9	23.3	32.7	31.9		
	I know what I actually need now/priorities have changed	%	5.7	6.3	7.1	2.6	5.3	3.3	7.8	2.9	7.6		6.4	5.3	5.0	3.4	6.6		
	It needs a home office	%	8.7	6.3	11.9	10.5	12.3	13.3	1.6	8.6	8.9		12.8	7.4	3.3	8.8	9.9		
	Practical/convenient/accessible layout	%	3.8	0.0	7.1	5.3	5.3	0.0	3.1	4.8	3.2		1.8	2.1	10.0	3.4	4.4		
	Pricing/too expensive/lower income now	%	3.8	0.0	2.4	5.3	5.3	0.0	6.3	4.8	3.2		2.8	4.3	5.0	4.1	3.3		
	More personal/comfortable	%	2.7	0.0	2.4	5.3	1.8	0.0	4.7	1.9	3.2		2.8	3.2	1.7	0.7	5.5		
	Different location/away from the City	%	11.8	9.4	9.5	10.5	8.8	20.0	14.1	13.3	10.8		9.2	10.6	18.3	13.6	9.9		
	Accessible to needed amenities/transit/stores/schools	%	1.5	3.1	2.4	0.0	0.0	0.0	3.1	1.9	1.3		1.8	1.1	1.7	0.7	2.2		
	Do not want to live in a condo/apartment anymore	%	1.5	0.0	0.0	2.6	1.8	0.0	3.1	1.0	1.9		1.8	2.1	0.0	1.4	1.1		
	Other	%	7.2	9.4	7.1	7.9	8.8	6.7	4.7	9.5	5.7		8.3	5.3	8.3	7.5	6.6		
	Unsure	%	0.4	0.0	0.0	0.0	1.8	0.0	0.0	1.0	0.0		0.0	1.1	0.0	0.7	0.0		

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Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Region							Gender		Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 13 - Living in a rural area is more appealing to me now than before the pandemic	Total	Unwgt N	993	119	148	158	231	127	210	461	532	387	365	241	534	337	118	4
	Agree	%	26.7	36.1	34.5	28.5	20.8	33.1	17.1	26.9	26.5	23.3	26.3	32.8	27.7	27.3	21.2	
	Somewhat agree	%	33.6	36.1	29.7	30.4	39.0	29.9	33.8	35.1	32.3	33.6	35.6	30.7	36.1	29.7	33.1	
	Somewhat disagree	%	14.8	15.1	14.2	13.3	14.3	16.5	15.7	15.0	14.7	18.6	12.3	12.4	12.7	17.2	16.9	
	Disagree	%	20.6	10.9	18.9	22.2	19.9	15.7	30.0	18.9	22.2	20.7	21.1	19.9	19.3	22.6	22.0	
	Unsure	%	4.2	1.7	2.7	5.7	6.1	4.7	3.3	4.1	4.3	3.9	4.7	4.1	4.1	3.3	6.8	

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Region							Gender		Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 14 - Living in a downtown setting is more appealing to me now than before the pandemic	Total	Unwgt N	995	119	148	158	231	128	211	461	534	387	367	241	535	338	118	4
	Agree	%	7.4	5.0	6.1	8.2	6.5	6.3	10.9	7.8	7.1	7.2	7.1	8.3	7.7	6.8	8.5	
	Somewhat agree	%	13.6	9.2	10.1	12.0	15.6	12.5	18.0	15.4	12.0	19.6	10.6	8.3	12.1	17.2	10.2	
	Somewhat disagree	%	21.8	15.1	16.9	19.0	22.1	22.7	30.3	24.5	19.5	20.7	23.7	20.7	21.7	22.2	21.2	
	Disagree	%	53.7	68.1	64.2	54.4	52.8	54.7	37.9	49.0	57.7	49.9	53.7	59.8	54.8	51.5	55.1	
	Unsure	%	3.5	2.5	2.7	6.3	3.0	3.9	2.8	3.3	3.7	2.6	4.9	2.9	3.7	2.4	5.1	

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Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Region							Gender			Age			Our first few questions are about home ownership. Do you own or rent your home?			
			Ontario 2020-08	Central or Northern Ontario	Eastern Ontario	Golden Horseshoe West	The GTA	Southwestern Ontario	City of Toronto	Male	Female	Other	18 to 34	35 to 54	55 plus	Own	Rent	Live with parents/relative	Refuse/No answer
Question 15 - Living in the suburbs is more appealing to me now than before the pandemic	Total	Unwgt N	999	119	148	159	232	127	214	463	535	1	388	368	243	536	339	120	4
	Agree	%	25.0	26.1	19.6	25.8	32.8	21.3	21.5	24.4	25.4		25.0	26.1	23.5	27.1	22.1	24.2	
	Somewhat agree	%	37.1	32.8	34.5	33.3	37.1	43.3	40.7	39.1	35.5		38.4	35.1	38.3	38.4	34.2	40.0	
	Somewhat disagree	%	13.6	10.1	13.5	16.4	15.9	12.6	11.7	14.5	12.9		14.9	13.6	11.5	12.3	15.6	13.3	
	Disagree	%	18.9	25.2	27.7	15.7	11.6	18.1	20.1	16.6	20.9		17.0	19.0	21.8	17.5	22.1	16.7	
	Unsure	%	5.3	5.9	4.7	8.8	2.6	4.7	6.1	5.4	5.2		4.6	6.3	4.9	4.7	5.9	5.8	

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Do you intend to buy or sell a home in the next two years?

			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 2 - Are you currently actively looking to buy a home?	Total	Unwgt N	1002	517	98	367	20
	Yes	%	50.8	57.4	9.2	49.9	
	No	%	49.2	42.6	90.8	50.1	

Do you intend to buy or sell a home in the next two years?

			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 4 - Would you say that buying a home today is a very good, good, average, poor or very poor investment?	Total	Unwgt N	1002	517	98	367	20
	Very good	%	25.0	25.3	20.4	25.9	
	Good	%	38.7	36.2	38.8	42.8	
	Average	%	25.2	26.9	30.6	21.0	
	Poor	%	5.7	6.2	6.1	4.9	
	Very poor	%	2.6	2.7	3.1	1.9	
	Unsure	%	2.8	2.7	1.0	3.5	

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		Do you intend to buy or sell a home in the next two years?					
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 5 - After the pandemic is over, do you think that homes prices will increase a lot, increase somewhat, stay the same, decrease somewhat or decrease a lot?	Total	Unwgt N	1002	517	98	367	20
	Increase a lot	%	16.0	18.8	8.2	14.2	
	Increase somewhat	%	46.4	45.3	52.0	46.9	
	Stay the same	%	15.4	13.3	19.4	16.9	
	Decrease somewhat	%	13.7	13.7	15.3	13.6	
	Decrease a lot	%	2.0	2.5	3.1	0.8	
	Unsure	%	6.6	6.4	2.0	7.6	

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In how many months do you think it will be a good time to do the following: [ROTATE]

Do you intend to buy or sell a home in the next two years?

			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 6 - To list a home for sale	Total	Unwgt N	1002	517	98	367	20
		Mean	7.34	6.72	7.97	7.40	
		Median	6.00	5.00	6.00	6.00	
	0	%	2.2	3.3	2.0	0.8	
	1	%	9.0	7.5	12.2	10.4	
	2	%	2.5	3.7	1.0	1.4	
	3	%	2.8	2.7	3.1	3.0	
	4	%	1.4	1.4	1.0	1.6	
	5	%	0.1	0.0	0.0	0.3	
	5	%	1.4	1.5	1.0	1.4	
	6	%	9.4	6.0	14.3	13.4	
	7	%	2.0	1.4	1.0	3.3	
	8	%	2.8	1.4	5.1	4.4	
	9	%	1.2	0.8	1.0	1.9	
	10	%	1.6	1.4	3.1	1.6	
	11	%	0.1	0.0	0.0	0.3	
	12	%	5.4	4.3	8.2	5.7	
	14	%	0.3	0.0	0.0	0.8	
	15	%	0.2	0.2	0.0	0.3	

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		Do you intend to buy or sell a home in the next two years?				
		Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
16	%	0.2	0.2	0.0	0.3	
18	%	1.4	1.4	2.0	1.4	
20	%	0.5	0.0	0.0	1.4	
21	%	0.1	0.0	0.0	0.3	
22	%	0.1	0.0	0.0	0.3	
24	%	2.3	1.5	6.1	2.2	
36	%	0.3	0.6	0.0	0.0	
60	%	0.2	0.2	0.0	0.0	
Unsure	%	52.6	60.7	38.8	43.9	

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In how many months do you think it will be a good time to do the following: [ROTATE]

Do you intend to buy or sell a home in the next two years?

			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 7 - To buy a home	Total	Unwgt N	1002	517	98	367	20
		Mean	9.85	10.05	10.53	9.06	
		Median	6.00	6.00	8.50	6.00	
	0	%	0.9	0.8	0.0	1.4	
	1	%	5.9	6.4	3.1	6.0	
	2	%	2.6	2.3	3.1	2.7	
	3	%	3.9	4.6	3.1	3.3	
	4	%	2.1	3.1	0.0	1.4	
	5	%	1.7	1.9	2.0	1.4	
	6	%	0.1	0.0	0.0	0.3	
	6	%	9.6	8.3	8.2	12.3	
	7	%	1.4	1.5	0.0	1.6	
	8	%	2.8	2.7	1.0	3.5	
	9	%	1.3	1.5	1.0	1.1	
	10	%	1.3	1.4	1.0	1.4	
	11	%	0.1	0.0	0.0	0.3	
	12	%	8.6	8.7	9.2	8.2	
	14	%	0.1	0.0	0.0	0.3	
	15	%	0.4	0.4	0.0	0.5	

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			Do you intend to buy or sell a home in the next two years?				
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
16	%		0.6	1.0	0.0	0.3	
18	%		2.0	1.7	3.1	2.2	
20	%		0.7	0.6	0.0	1.1	
21	%		0.1	0.2	0.0	0.0	
22	%		0.1	0.0	0.0	0.3	
24	%		4.8	5.2	5.1	4.4	
36	%		1.1	1.5	1.0	0.5	
46	%		0.1	0.0	0.0	0.0	
48	%		0.3	0.4	0.0	0.3	
49	%		0.1	0.2	0.0	0.0	
60	%		0.2	0.2	0.0	0.0	
Unsure	%		47.2	45.3	59.2	45.5	

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Do you intend to buy or sell a home in the next two years?

			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 8 - Would you be open, somewhat open, somewhat not open or not open to buying a house if you could only view it virtually using online tools?	Total	Unwgt N	1002	517	98	367	20
	Open	%	11.0	11.2	10.2	10.4	
	Somewhat open	%	32.4	32.3	30.6	33.0	
	Somewhat not open	%	21.4	20.5	23.5	22.6	
	Not open	%	32.4	33.3	32.7	31.6	
	Unsure	%	2.8	2.7	3.1	2.5	

Do you intend to buy or sell a home in the next two years?

			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 9 - Would it be important, somewhat important, somewhat not important or not important to use a Realtor® to help you purchase a home that you could only visit virtually?	Total	Unwgt N	1002	517	98	367	20
	Important	%	39.8	38.3	39.8	41.7	
	Somewhat important	%	36.5	37.9	27.6	37.6	
	Somewhat not important	%	9.0	8.9	15.3	7.6	
	Not important	%	8.0	8.1	11.2	7.1	
	Unsure	%	6.7	6.8	6.1	6.0	

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		Do you intend to buy or sell a home in the next two years?					
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 10 - Once open houses are allowed by the Government of Ontario, assuming the Realtor® took proper safety precautions, would you be comfortable, somewhat comfortable, somewhat not comfortable or not comfortable attending an in-person open house with other buyers for a home that is for sale?	Total	Unwgt N	1002	517	98	367	20
	Comfortable	%	36.3	42.2	24.5	31.9	
	Somewhat comfortable	%	45.1	42.0	43.9	49.6	
	Somewhat not comfortable	%	12.0	10.1	19.4	12.8	
	Not comfortable	%	4.6	4.1	8.2	4.1	
	Unsure	%	2.0	1.7	4.1	1.6	

		Do you intend to buy or sell a home in the next two years?					
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 11 - Has being in isolation at home changed or not changed your view of what you want in your next home?	Total	Unwgt N	1000	516	97	367	20
	Changed what I want	%	29.7	28.1	26.8	31.6	
	Not changed what I want	%	70.3	71.9	73.2	68.4	

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		Do you intend to buy or sell a home in the next two years?					
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 12 - How have your views of your next home changed? [OPEN]	Total	Unwgt N	263	126	23	107	7
	I want more/better outdoor space	%	16.3	15.9		18.7	
	Smaller home	%	5.3	4.0		3.7	
	Bigger home/more space/more amenities	%	31.2	32.5		33.6	
	I know what I actually need now/priorities have changed	%	5.7	8.7		1.9	
	It needs a home office	%	8.7	7.9		10.3	
	Practical/convenient/accessible layout	%	3.8	4.0		3.7	
	Pricing/too expensive/lower income now	%	3.8	3.2		2.8	
	More personal/comfortable	%	2.7	4.8		0.9	
	Different location/away from the City	%	11.8	10.3		12.1	
	Accessible to needed amenities/transit/stores/schools	%	1.5	1.6		0.9	
	Do not want to live in a condo/apartment anymore	%	1.5	0.8		2.8	
	Other	%	7.2	6.3		7.5	
	Unsure	%	0.4	0.0		0.9	

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Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Do you intend to buy or sell a home in the next two years?				
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 13 - Living in a rural area is more appealing to me now than before the pandemic	Total	Unwgt N	993	511	98	364	20
	Agree	%	26.7	26.8	24.5	26.9	
	Somewhat agree	%	33.6	32.1	39.8	33.5	
	Somewhat disagree	%	14.8	15.7	13.3	14.6	
	Disagree	%	20.6	21.9	18.4	19.8	
	Unsure	%	4.2	3.5	4.1	5.2	

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Do you intend to buy or sell a home in the next two years?				
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 14 - Living in a downtown setting is more appealing to me now than before the pandemic	Total	Unwgt N	995	512	98	365	20
	Agree	%	7.4	8.4	6.1	6.0	
	Somewhat agree	%	13.6	16.6	11.2	10.1	
	Somewhat disagree	%	21.8	21.7	29.6	20.8	
	Disagree	%	53.7	50.8	51.0	57.8	
	Unsure	%	3.5	2.5	2.0	5.2	

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Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

			Do you intend to buy or sell a home in the next two years?				
			Ontario 2020-08	Intend to buy	Intend to sell	Intend to both buy and sell	No
Question 15 - Living in the suburbs is more appealing to me now than before the pandemic	Total	Unwgt N	999	515	98	366	20
	Agree	%	25.0	23.9	21.4	27.9	
	Somewhat agree	%	37.1	38.1	36.7	35.8	
	Somewhat disagree	%	13.6	14.0	18.4	12.3	
	Disagree	%	18.9	18.6	20.4	18.3	
	Unsure	%	5.3	5.4	3.1	5.7	

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