

Which of the following best applies to you?

	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: All Respondents	1526	421	1006	99
BASE: WEIGHTED	1526	497	898	131*
I own my home	898	0	898	0
	59%	-	100%	-
			XZ	
NON-HOMEOWNER (NET)	628	497	0	131
	41%	100%	-	100%
		Y		Y
I rent my home	497	497	0	0
	33%	100%	-	-
		YZ		
I reside with parents/family or others	131	0	0	131
	9%	-	-	100%
				XY

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 28th, 2024 (Launch date)

Maru/Blue

February 29th, 2024 (Report date)

29 Feb 2024

How much do you agree or disagree with each statement below?

I'm unable to own a home due to the overpriced housing market	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: If Select Rent Or Resider With Others At C1	520	421	0	99
BASE: WEIGHTED	628	497	-**	131*
TOP 2 BOX (NET)	438	349	0	89
	70%	70%	-	68%
(4) Agree strongly	318	249	0	69
	51%	50%	-	52%
(3) Agree somewhat	120	100	0	20
	19%	20%	-	15%
(2) Disagree somewhat	37	32	0	5
	6%	6%	-	4%
(1) Disagree strongly	49	41	0	8
	8%	8%	-	6%
BOTTOM 2 BOX (NET)	86	73	0	13
	14%	15%	-	10%
Not applicable	104	74	0	30
	17%	15%	-	23%
MEAN	3.30	3.30	0.00	3.50
STD. DEV.	1.0	1.0	0	0.9
STD. ERR.	0.1	0.1	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 28th, 2024 (Launch date)

Maru/Blue

February 29th, 2024 (Report date)

29 Feb 2024

How much do you agree or disagree with each statement below?

I would consider buying a home with friends or other in order to be able to afford homeownership	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: All Respondents	1526	421	1006	99
BASE: WEIGHTED	1526	497	898	131*
TOP 2 BOX (NET)	397	166	168	62
	26%	33%	19%	48%
(4) Agree strongly		Y		XY
	134	54	60	21
	9%	11%	7%	16%
(3) Agree somewhat		Y		Y
	263	113	108	42
	17%	23%	12%	32%
(2) Disagree somewhat		Y		Y
	211	80	111	21
	14%	16%	12%	16%
(1) Disagree strongly				
	528	177	323	27
	35%	36%	36%	21%
BOTTOM 2 BOX (NET)		Z	Z	
	739	257	434	48
	48%	52%	48%	37%
Not applicable		Z		
	390	73	296	21
	26%	15%	33%	16%
MEAN			XZ	
	2.00	2.10	1.80	2.50
STD. DEV.		Y		XY
	1.1	1.1	1.0	1.1
STD. ERR.	0.0	0.1	0.0	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 28th, 2024 (Launch date)

Maru/Blue

February 29th, 2024 (Report date)

29 Feb 2024

How much do you agree or disagree with each statement below?

For my first or next home, I would consider moving outside of a major city (i.e. Greater Toronto, Vancouver, Montreal areas) to get more for my money	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: All Respondents	1526	421	1006	99
BASE: WEIGHTED	1526	497	898	131*
TOP 2 BOX (NET)	739	241	421	77
	48%	49%	47%	59%
(4) Agree strongly	414	145	226	44
	27%	29%	25%	34%
(3) Agree somewhat	325	96	195	33
	21%	19%	22%	25%
(2) Disagree somewhat	157	62	79	15
	10%	13%	9%	11%
(1) Disagree strongly	222	99	107	17
	15%	20%	12%	13%
BOTTOM 2 BOX (NET)	379	161	186	32
	25%	32%	21%	24%
Not applicable	408	94	291	22
	27%	19%	32%	17%
MEAN	2.80	2.70	2.90	3.00
			X	
STD. DEV.	1.1	1.2	1.1	1.1
STD. ERR.	0.0	0.1	0.0	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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Maru/Blue

February 29th, 2024 (Report date)

29 Feb 2024

How much do you agree or disagree with each statement below?

I am saving for a down payment on a home	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: All Respondents	1526	421	1006	99
BASE: WEIGHTED	1526	497	898	131*
TOP 2 BOX (NET)	293	137	119	37
	19%	28%	13%	28%
(4) Agree strongly		Y		Y
	105	42	51	12
	7%	9%	6%	9%
(3) Agree somewhat				
	188	95	68	25
	12%	19%	8%	19%
(2) Disagree somewhat		Y		Y
	159	73	61	25
	10%	15%	7%	19%
(1) Disagree strongly		Y		Y
	391	184	166	42
	26%	37%	18%	32%
BOTTOM 2 BOX (NET)		Y		Y
	550	257	227	67
	36%	52%	25%	51%
Not applicable				
	683	103	553	28
	45%	21%	62%	21%
MEAN			XZ	
	2.00	2.00	2.00	2.10
STD. DEV.	1.1	1.1	1.1	1.1
STD. ERR.	0.0	0.1	0.1	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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February 29th, 2024 (Report date)

29 Feb 2024

How much do you agree or disagree with each statement below?

Homeownership is a goal I hope to accomplish someday	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: If Select Rent Or Resider With Others At C1	520	421	0	99
BASE: WEIGHTED	628	497	-**	131*
TOP 2 BOX (NET)	353	267	0	87
	56%	54%	-	66%
(4) Agree strongly	212	155	0	56
	34%	31%	-	43%
(3) Agree somewhat	142	112	0	30
	23%	22%	-	23%
(2) Disagree somewhat	75	69	0	6
	12%	14%	-	5%
(1) Disagree strongly	108	93	0	14
	17%	19%	-	11%
BOTTOM 2 BOX (NET)	183	162	0	21
	29%	33%	-	16%
Not applicable	92	68	0	24
	15%	14%	-	18%
MEAN	2.90	2.80	0.00	3.20
				X
STD. DEV.	1.2	1.2	0	1.0
STD. ERR.	0.1	0.1	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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Maru/Blue

February 29th, 2024 (Report date)

29 Feb 2024

C2\_7. How much do you agree or disagree with each statement below?

Right now, future homeownership feels out of reach	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: If Select Rent Or Resider With Others At C1	520	421	0	99
BASE: WEIGHTED	628	497	-**	131*
TOP 2 BOX (NET)	476	374	0	102
	76%	75%	-	78%
(4) Agree strongly	340	265	0	75
	54%	53%	-	57%
(3) Agree somewhat	136	109	0	27
	22%	22%	-	21%
(2) Disagree somewhat	58	50	0	8
	9%	10%	-	6%
(1) Disagree strongly	37	30	0	7
	6%	6%	-	6%
BOTTOM 2 BOX (NET)	95	80	0	15
	15%	16%	-	12%
Not applicable	57	43	0	14
	9%	9%	-	10%
MEAN	3.40	3.30	0.00	3.50
STD. DEV.	0.9	0.9	0	0.9
STD. ERR.	0.0	0.1	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

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Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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Omni February 28th, 2024 (Launch date)

Maru/Blue

February 29th, 2024 (Report date)

29 Feb 2024

C2\_12. How much do you agree or disagree with each statement below?

I'll only be able to afford a new home with an inheritance/cash gift from my family	C1			
	Total	Rent	Own	Reside with others
	A	X	Y	Z
BASE: If Select Rent Or Resider With Others At C1	520	421	0	99
BASE: WEIGHTED	628	497	-**	131*
TOP 2 BOX (NET)	343	264	0	79
	55%	53%	-	60%
(4) Agree strongly	187	144	0	42
	30%	29%	-	32%
(3) Agree somewhat	156	120	0	36
	25%	24%	-	28%
(2) Disagree somewhat	82	65	0	17
	13%	13%	-	13%
(1) Disagree strongly	88	76	0	11
	14%	15%	-	8%
BOTTOM 2 BOX (NET)	170	141	0	28
	27%	28%	-	22%
Not applicable	115	91	0	24
	18%	18%	-	18%
MEAN	2.90	2.80	0.00	3.00
STD. DEV.	1.1	1.1	0	1.0
STD. ERR.	0.1	0.1	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 28th, 2024 (Launch date)

Maru/Blue

February 29th, 2024 (Report date)

29 Feb 2024





Which of the following best applies to you?

Base: Total

	Banner 3			
	Total	Home purchase intenders	Type of mortgage rate	
		Net Total	Fixed	Variable
Unweighted Base	1115	506	562	131
Weighted Base	1115	504	563	133
I rent	30%	66%	-	-
I own my home	65%	22%	100%	100%
I reside with parents/family or others	6%	12%	-	-

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y  
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Maru/Blue  
 February 23-27, 2024

When, if at all, do you expect to purchase your next, or first, home?

Base: Total

	Banner 3			
	Total	Home purchase intenders	Type of mortgage rate	
		Net Total	Fixed	Variable
Unweighted Base	1115	506	562	131
Weighted Base	1115	504	563	133
NEXT 5 YEARS (NET)	49%	97%	21%	24%
NEXT 2 YEARS (SUB-NET)	44%	96%	14%	12%
In the next 12 months	16%	35%	5%	6%
In the next 1-2 years	28%	61%	8%	6%
In the next 3-5 years	5%	1%	7%	13%
More than 5 years from now	6%	0%	9%	7%
I do not have a specific timeframe yet	20%	2%	31%	27%
NEVER (NET)	26%	1%	39%	42%
Never, I'm already in my forever home	26%	1%	39%	42%
Never, homeownership is not a goal for me	-	-	-	-
Never, homeownership is not achievable for me	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Maru/Blue  
 February 23-27, 2024

Please select a response for each statement below. I have a mortgage on my home (the one I reside in)

Base: Homeowner

	Banner 3			
	Total	Home purchase intenders	Type of mortgage rate	
		Net Total	Fixed	Variable
Unweighted Base	719	110	562	131
Weighted Base	721	111	563	133
Yes	100%	100%	100%	100%
No	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y  
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Maru/Blue  
 February 23-27, 2024

What type of mortgage do you currently have?

Base: Homeowner with mortgage

	Home purchase intenders			
	Total	Net Total	Type of mortgage rate	
			Fixed	Variable
Unweighted Base	719	110	562	131
Weighted Base	721	111	563	133
A variable rate	18%	20%	-	100%
A fixed rate	78%	79%	100%	-
I don't know	4%	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y

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Maru/Blue

February 23-27, 2024

When is the mortgage on your primary residence up for renewal?

Base: Homeowner with mortgage

	Home purchase intenders			
	Total	Net Total	Type of mortgage rate	
			Fixed	Variable
Unweighted Base	719	110	562	131
Weighted Base	721	111	563	133
MORTGAGE RENEWER (NET)	41%	56%	46%	25%
(0.5) Less than one year	16%	21%	18%	9%
(1.5) 1 to less than 2 years	24%	34%	27%	15%
(2.5) 2 to less than 3 years	24%	22%	23%	32%
(3.5) 3 to less than 4 years	14%	8%	15%	16%
(4.5) 4 to 5 years	9%	9%	9%	12%
I don't know	6%	3%	3%	6%
I will pay off my mortgage before I have to renew it	6%	3%	5%	10%
MEAN	2.2	2.0	2.2	2.6
STD. DEV.	1.2	1.2	1.2	1.2
STD. ERR.	0.1	0.1	0.1	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y

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Maru/Blue

February 23-27, 2024

How concerned are you about the impact of inflation and rising interest rates on your ability to make your mortgage payments in the future?

Base: Homeowner with mortgage

	Home purchase intenders			
	Total	Net Total	Type of mortgage rate	
			Fixed	Variable
Unweighted Base	719	110	562	131
Weighted Base	721	111	563	133
TOP 2 BOX (NET)	73%	77%	72%	78%
Very concerned	33%	44%	34%	27%
Somewhat concerned	40%	33%	38%	51%
BOTTOM 2 BOX (NET)	27%	23%	28%	22%
Not very concerned	19%	18%	19%	17%
Not concerned at all	9%	5%	10%	6%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y

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Maru/Blue

February 23-27, 2024

What actions, if any, have you taken, are you taking now or considering taking to offset higher rates associated with your variable rate mortgage?

Base: Homeowner with a variable rate

	Home purchase intenders			
	Total	Net Total	Type of mortgage rate	
			Fixed	Variable
Unweighted Base	131	22	0	131
Weighted Base	133	22	0	133
Cutting back on my expenses (such as shopping at more affordable grocery stores, and/or spending less money...	51%	23%	-	51%
Finding ways to increase my income (e.g. a new job, a second job, ask for a raise)	25%	23%	-	25%
Putting a lump sum payment towards my mortgage so that payments stay manageable after renewal	21%	18%	-	21%
Actively shopping around for the best rates	14%	10%	-	14%
Choosing shorter or longer rate terms, e.g. move to 2 or 3 years instead of 5 years (or vice versa)	10%	5%	-	10%
Extending my mortgage amortization period (e.g. from 20 years to 25 years or longer)	10%	18%	-	10%
Choosing a different rate, e.g. move from variable to fixed (or vice versa)	9%	18%	-	9%
Selling my home and moving (e.g. downsize to a less expensive home)	8%	49%	-	8%
Selling my home and renting	5%	9%	-	5%
Working directly with a mortgage broker for my renewal	5%	14%	-	5%
Renting my basement or a room in my home	4%	4%	-	4%
Moving to an alternative mortgage provider, e.g. those with different lending criteria and greater flexibility...	4%	10%	-	4%
Selling my home and moving to a less expensive neighbourhood/city	3%	18%	-	3%
Selling my home and moving in with family or friends	2%	9%	-	2%
Leasing my home and living elsewhere (e.g. with friends/family, in another country, etc)	1%	4%	-	1%
Making updates to my home with the intention of renting out a room or the basement	1%	-	-	1%
Other	12%	9%	-	12%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y

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Maru/Blue

February 23-27, 2024

What actions, if any, are you taking now or considering taking to prepare for your mortgage renewal in the next 2 years?

Base: Renewers who believe interest rates will be higher than current rate

	Home purchase intenders			
	Total	Net Total	Type of mortgage rate	
			Fixed	Variable
Unweighted Base	163	39	154	6
Weighted Base	162	38	154	6
Cutting back on my expenses (such as shopping at more affordable grocery stores, and/or spending less money...	44%	46%	45%	19%
Actively shopping around for the best rates	33%	26%	34%	16%
Choosing shorter or longer rate terms, e.g. move to 2 or 3 years instead of 5 years (or vice versa)	27%	18%	28%	-
Putting a lump sum payment towards my mortgage so that payments stay manageable after renewal	20%	19%	21%	-
Working directly with a mortgage broker for my renewal	17%	26%	17%	17%
Finding ways to increase my income (e.g. a new job, a second job, ask for a raise)	16%	6%	15%	34%
Extend my mortgage amortization period (e.g. from 20 years to 25 years or longer)	16%	16%	16%	16%
Choosing a different rate, e.g. move from variable to fixed (or vice versa)	15%	10%	16%	14%
Selling my home and moving (e.g. downsize to a less expensive home)	13%	57%	14%	-
Moving to an alternative mortgage providers, e.g. those with different lending criteria and greater flexibility...	12%	13%	12%	-
Selling my home and moving to a less expensive neighbourhood/city	6%	27%	7%	-
Selling my home and renting	5%	17%	5%	-
Renting my basement or a room in my home	2%	3%	2%	-
Making updates to my home with the intention of renting out a room or the basement	1%	-	1%	-
Selling my home and moving in with family or friends	-	-	-	-
Leasing my home and living elsewhere (e.g. with friends/family, in another country, etc)	-	-	-	-
Other	10%	5%	10%	-

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Maru/Blue

February 23-27, 2024

To what extent do you agree or disagree with each of the following? I need a better understanding of what the additional costs associated with buying a home are

Non homeowners/property owners

	Home purchase intenders			
	Total	Net Total	Type of mortgage rate	
			Fixed	Variable
Unweighted Base	396	396	0	0
Weighted Base	394	394	0	0
TOP 2 BOX (NET)	82%	82%	-	-
Strongly agree	38%	38%	-	-
Somewhat agree	44%	44%	-	-
BOTTOM 2 BOX (NET)	18%	18%	-	-
Somewhat disagree	13%	13%	-	-
Strongly disagree	6%	6%	-	-

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I - J/K - L/M - N/O - P/Q/R/S/T/U/V/W/X/Y

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Maru/Blue

February 23-27, 2024