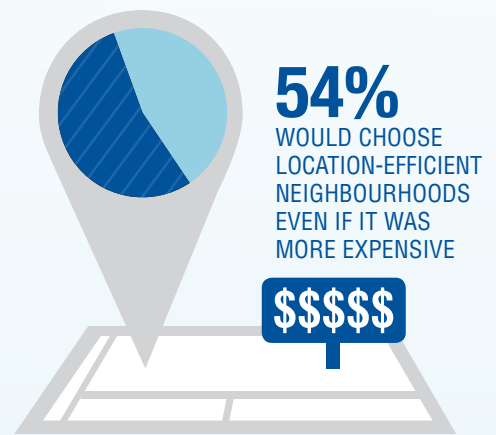


79%
OF GTA
RESIDENTS
SAID THAT
AFFORDABILITY
INFLUENCED
THE LOCATION
OF WHERE
THEY LIVE



AFFORDABILITY AND EASY ACCESS TO TRANSIT, WORK AND SERVICES ARE A HIGH PRIORITY IN GTA NEIGHBOURHOODS

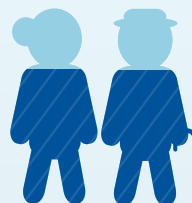
The majority of Greater Toronto Area residents would prefer to live in a walkable and transit-accessible neighbourhood – either in the suburbs or the city – that better suits their day-to-day life, according to an RBC-Pembina Institute study.

Affordability remains a key consideration for many homebuyers but this extends beyond just the purchase price, as a better location can help cut commuting costs, reduce home servicing expenses and save on your household budget.

“TRADITIONAL VIEWS OF SUBURBAN AND DOWNTOWN NEIGHBOURHOODS ARE CHANGING. LOCATION AND LIFE STAGE MATTERS WHEN DECIDING THE TYPE OF HOME YOU LIVE IN AND WHERE YOU LIVE.”

CLAUDE DEMONE, Director of client strategy for home-equity financing, RBC

SENIORS 60+ YEARS:



70%
PREFER
WALKABLE
AND COMPACT
NEIGHBOURHOODS
DESPITE A
HIGHER COST

FAMILIES WITH 2 OR MORE KIDS:



59%
PREFER LARGE
DETACHED
HOMES IN
CAR-DEPENDENT
NEIGHBOURHOODS
AT A LOWER COST

ABOUT THE 2012 RBC-PEMBINA HOME LOCATION STUDY

The study was conducted May 1-8, 2012, by Environics Research Group. It asked 1,014 adult residents in the Greater Toronto Area a series of questions regarding their preferences for location-associated attributes such as access to rapid transit, walkability, commute times,

house and yard size and privacy in trying to understand the types of neighbourhoods where GTA residents prefer to live. Questions also explored how home prices influence these preferences, and did not ask about specific neighbourhoods.