



RBC STUDY FINDS HOME PURCHASING INTENTIONS EDGE HIGHER IN QUEBEC

Majority of Quebecers say it's a buyer's market

MONTREAL, March 4, 2009 — Homebuying intentions in Quebec have been trending higher over the last two years, according to the 16th Annual RBC Homeownership Survey. The poll found that 22 percent of Quebecers said they are likely to purchase a home within the next two years, up from 21 per cent in 2008 and 19 per cent in 2007.

“We’ll likely see a moderate increase in homebuying activity over the next couple years in Quebec, with purchase intentions on the rise and many convinced the time is right to buy,” said Danielle Coutlée, manager, Sales Strategy and Support, Quebec, RBC. “A large majority of Quebecers also continue to see good investment potential in owning a home.

More than half (52 per cent) of Quebecers believe it is a buyers’ market, given current prices and conditions. Only 16 per cent agree sellers hold the advantage. However, 56 per cent of Quebecers believe it makes more sense to wait until next year to buy, rather than purchase now.

According to the survey, 79 per cent of those polled in Quebec said that buying a home is a good or very good investment. On average, Quebec homeowners approximate the value of their home at \$201,955. On average, they also estimate that the value of their homes increased 17 per cent over the last two years.

Among those who plan to purchase this year or next, 31 per cent cited the need for a bigger home. Twenty-six per cent will do so because their current home does not meet their needs, 22 per cent said they will buy because house prices are attractive. Seventy-five per cent said they plan to purchase resale and most (60 per cent) will opt for a detached house.

Future Quebec homebuyers also said that environmental considerations would weigh on their purchase decision. Nine out of ten respondents (93 per cent) indicated that buying a home with low energy consumption was important to them and 66 per cent said the same about environmentally-friendly features. Further, 96 per cent of those surveyed were interested in having standardized energy ratings for their homes.

Regional Differences	Nat	BC	AB	SK/MB	ON	QC	AT
Own a home	67%	69%	69%	70%	68%	60%	67%
Percentage of homeowners who have a mortgage	61%	56%	46%	62%	64%	66%	60%
Percentage who believe it is a buyer's market	65%	78%	72%	34%	73%	52%	58%
Owners and renters who are 'likely' or 'very likely' to purchase a home in the next two years	27%	26%	35%	25%	30%	22%	25%
Believe mortgage rates will be higher in one year's time	33%	28%	26%	35%	33%	33%	46%
Believe housing prices will be higher in one year's time	25%	20%	23%	27%	26%	25%	36%
Believe buying a home is a good investment	83%	81%	86%	83%	84%	79%	84%
Homebuyers planning to purchase a detached home	68%	76%	63%	63%	69%	60%	84%
Homebuyers planning to buy a bigger home	47%	42%	40%	69%	52%	49%	20%
Homebuyers planning to buy a resale home	74%	83%	71%	60%	76%	75%	64%
Homebuyers planning to buy a new home	26%	17%	29%	40%	24%	25%	36%

These are some of the findings of an RBC poll conducted by Ipsos Reid between January 6 and 9, 2009. The online survey is based on a randomly selected representative sample of 2,026 adult Canadians. With a sample of this size, the results are considered accurate to within ± 2.2 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error for residents of Quebec is ± 4.4 per cent (N=499) and the margin of error for Quebec homeowners is ± 5.6 per cent (N=312). The margin of error will be larger for other sub-groupings of the population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2006 Census data.

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For full tabular results, please see the Ipsos Reid website at www.ipsos.ca.