



## RISE IN HOME BUYING INTENT AMID BUYER'S MARKET IN QUEBEC: RBC POLL

**MONTREAL, June 11, 2015** — Half of Quebec respondents say it's a buyers' market and about the same say it makes sense to buy now, according to the 22<sup>nd</sup> Annual RBC Home Ownership Poll. Among prospective home buyers who plan to make a purchase in the next two years, nearly one-in-four (24 per cent) respondents said they intend to do so, comparable with 23 per cent last year.

"Quebecers are confident that real estate is a very good investment and have strong intentions to buy. The survey also shows that while the economic landscape is a factor, many Quebecers do expect a favourable buying environment with stable home prices and mortgage rates," said Danielle Coutlee, director, sales and strategies, RBC. "Home buyers are divided on whether it makes sense to buy now or wait. If you're thinking about buying now or in the future, my advice is to sit down with a mortgage specialist who can help you see that it is possible to own a home and create a financial plan to guide the way."

### Highlights from Quebec:

- Given current housing prices and economic conditions:
  - 52 per cent of respondents say it makes more sense to wait until next year to buy a house (national: 51 per cent)
  - 48 per cent say buy now (national : 49 per cent)
  
- Consumer sentiment about the state of the market:
  - 50 per cent of respondents say it is a buyers' market (national: 36 per cent)
  - 36 per cent say the housing market is balanced (national: 37 per cent)
  - 14 per cent say it's a sellers' market (national: 28 per cent)
  
- Thinking about housing prices at this time next year:
  - 42 per cent of Quebecers expect house prices to remain about the same next year (national: 40 per cent)
  - 33 per cent say house prices will be higher (national: 39 per cent)
  - 25 per cent expect house prices to be lower (national: 21 per cent)

Across the country, 84 per cent of Canadians surveyed believe housing is a good investment (85 per cent in Quebec). Among Canadians likely to buy a home within the next two years, four-in-10 (44 per cent) say they will be first-time buyers, up from 40 per cent in 2014. In Quebec, 50 per cent of prospective homebuyers in the next two years will be entering the market for the first time.

### **About the 22<sup>nd</sup> Annual Home Ownership Poll**

RBC conducts consumer surveys as one way to provide insight to Canadians about the marketplace in which they live. These are some of the findings of the RBC's 22<sup>nd</sup> Annual Home Ownership poll conducted by Ipsos Reid from February 3 to February 14, 2015. The annual online survey tracks Canadians attitudes and behaviours around home buying and home ownership. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. The precision of Ipsos online polls is measured using a credibility interval. In this case, with a sample of 2,000 Canadian adults, the poll is accurate to within  $\pm 2$  percentage points had all Canadian adults been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

### **About RBC Employee Mortgage Pricing**

RBC is the largest residential mortgage lender in Canada. For a limited time, RBC is offering Canadians the same mortgage pricing as it offers its employees with [RBC Employee Mortgage Pricing](#): a hassle-free great rate on four- and five-year fixed mortgages and unmatched [financial advice](#) and service for all home buying needs. [Contact](#) an RBC mortgage specialist today.

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