



RBC STUDY FINDS HOME PURCHASING INTENTIONS REBOUND IN ALBERTA

Almost two-in-three Albertans say it's a buyer's market

CALGARY, March 4, 2009 — Homebuying intentions in Alberta have increased over last year back to 2007 levels according to the 16th Annual RBC Homeownership Survey. The poll found that 35 per cent of Albertans were likely to purchase a home within the next two years, well above the national average of 27 per cent and up from 29 per cent in 2008.

“Home purchase intentions in Alberta have not only shown big gains over last year, they also remain higher than any other region in the country,” said Don Peard, vice-president, Mortgage Specialists, RBC. “More favourable mortgage rates and home prices may in part explain this increase, and Albertans still believe firmly in the long-term value of a home.”

The survey, conducted by Ipsos Reid, found that a large majority (72 per cent) believe it is a buyer's market right now. Given current housing prices and economic conditions, most Albertans (57 per cent) believe it makes more sense to wait until next year to buy.

In fact, according to the survey, 86 per cent of those polled in Alberta said that buying a home is a good or very good investment – the largest percentage in Canada.

Among those who plan to purchase this year or next, 39 per cent said they will do so because housing prices look attractive. Seventeen per cent cited the need for a larger home, and another 16 per cent said they will purchase because their current home does not meet their needs. Seventy-one per cent said they plan to purchase resale and most (63 per cent) will opt for a detached house.

Future Alberta homebuyers also said that environmental considerations would weigh on their purchase decision. Almost all respondents (98 per cent) indicated that buying a home with low energy consumption was important to them and 81 per cent said the same about environmentally-friendly features. Further, 88 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 Alberta is ± 7.4 per cent (N=174) and the margin of error for Alberta homeowners is ± 8.8 per cent (N=125). 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.