

# Royal LePage Demographic Survey

Canadians aged 25-35: Home ownership, financial outlook, remote work and home preferences\*

Do you own your own home?												
	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
Yes	48%	49%	56%	53%	44%	50%	48%	45%	38%	51%	46%	59%
No	51%	51%	44%	47%	55%	50%	52%	55%	62%	49%	54%	41%
I don't know	<1%	<1%	0%	0%	<1%	<1%	0%	<1%	1%	<1%	1%	0%

Do you intend to purchase a home? (of respondents who said they did not currently own their home)	
	National
	Total
Within 12 months	16%
More than 1 year but less than 2 years	14%
Within 2-5 years	39%
More than 5 years	16%
I do not intend to purchase a home	8%
I don't know	8%

Have you purchased a property since March 15, 2020? (of those who own their home)	
	National
	Total
Yes	25%
No	74%
I don't know	<1%

All percentages are rounded to the nearest whole number.

# Canadians aged 25-35: Home ownership, financial outlook, remote work and home preferences\*

To what extent do you agree or disagree with the following?

## I consider home ownership a good financial investment

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
Strongly agree	56%	52%	42%	60%	61%	55%	65%	65%	49%	54%	51%	45%
Somewhat agree	36%	38%	45%	34%	31%	39%	28%	29%	43%	36%	39%	44%
Somewhat disagree	5%	5%	7%	3%	4%	4%	4%	4%	5%	6%	5%	7%
Strongly disagree	1%	2%	2%	1%	1%	<1%	1%	1%	<1%	1%	1%	2%
I don't know	3%	2%	3%	3%	2%	2%	3%	2%	3%	3%	4%	2%
Top 2	92%	91%	87%	94%	92%	93%	92%	93%	92%	90%	91%	89%
Bottom 2	6%	7%	9%	3%	5%	4%	5%	5%	5%	7%	6%	9%

## I am confident in my short-term personal financial outlook

Strongly agree	26%	22%	23%	33%	25%	31%	25%	24%	27%	24%	30%	27%
Somewhat agree	46%	49%	43%	40%	46%	47%	49%	47%	47%	49%	43%	41%
Somewhat disagree	17%	19%	22%	14%	16%	14%	17%	16%	15%	18%	14%	22%
Strongly disagree	6%	5%	7%	8%	6%	4%	6%	6%	6%	4%	10%	7%
I don't know	5%	5%	4%	5%	7%	4%	3%	7%	4%	6%	4%	3%
Top 2	72%	71%	66%	73%	71%	78%	74%	71%	74%	72%	73%	68%
Bottom 2	23%	24%	29%	22%	23%	18%	23%	22%	22%	22%	24%	29%

## I am confident in my long-term personal financial outlook

Strongly agree	32%	24%	29%	31%	29%	41%	38%	30%	38%	24%	31%	32%
Somewhat agree	47%	48%	50%	49%	45%	46%	44%	45%	45%	48%	44%	52%
Somewhat disagree	11%	15%	11%	10%	13%	6%	10%	13%	8%	16%	13%	8%
Strongly disagree	5%	5%	7%	6%	5%	3%	5%	4%	3%	5%	9%	7%
I don't know	6%	7%	4%	4%	7%	5%	4%	8%	6%	8%	4%	2%
Top 2	78%	72%	79%	80%	75%	86%	82%	75%	83%	72%	75%	84%
Bottom 2	16%	20%	17%	16%	18%	9%	15%	17%	11%	20%	21%	14%

All percentages are rounded to the nearest whole number.

# Canadians aged 25-35: Home ownership, financial outlook, remote work and home preferences\*

## Since the onset of the pandemic in mid-March, has your savings:

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
Grown significantly	11%	9%	8%	12%	12%	12%	13%	12%	11%	10%	11%	10%
Grown slightly	29%	32%	28%	24%	30%	27%	27%	30%	31%	34%	29%	30%
Stayed the same	30%	30%	25%	32%	29%	36%	32%	27%	34%	29%	29%	23%
Decreased slightly	15%	14%	18%	13%	15%	14%	16%	15%	14%	15%	16%	20%
Decreased significantly	14%	14%	19%	18%	14%	9%	13%	15%	8%	11%	13%	18%
I don't know	1%	1%	1%	2%	1%	1%	0%	1%	2%	2%	1%	0%
Top 2	40%	41%	37%	36%	41%	39%	40%	42%	42%	44%	41%	40%
Bottom 2	29%	28%	37%	30%	29%	24%	29%	30%	22%	26%	29%	37%

## Has the pandemic increased your desire to move from your current home to a less dense area (whether it is a smaller city, suburb or cottage country)?

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
Yes, I desire to move to a less dense area significantly more	17%	13%	16%	23%	19%	16%	20%	20%	19%	16%	14%	19%
Yes, I desire to move to a less dense area slightly more	21%	22%	17%	18%	24%	20%	23%	26%	27%	22%	21%	19%
Same	46%	47%	46%	44%	42%	52%	46%	41%	40%	45%	44%	43%
No, I desire to move to a less dense area slightly less	6%	9%	8%	4%	7%	3%	7%	7%	6%	10%	11%	6%
No, I desire to move to a less dense area significantly less	6%	9%	8%	4%	7%	3%	7%	7%	6%	10%	11%	6%
I don't know	4%	5%	6%	4%	4%	4%	2%	3%	4%	4%	5%	5%
Top 2	39%	35%	32%	41%	43%	36%	43%	46%	46%	38%	36%	38%
Bottom 2	11%	13%	16%	11%	11%	8%	9%	10%	10%	13%	15%	13%

All percentages are rounded to the nearest whole number.

# Canadians aged 25-35: Home ownership, financial outlook, remote work and home preferences\*

## Which of the following describes why you are interested to move from your current home to a less dense area?

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
More outdoor spaces	62%	50%	63%	59%	64%	63%	65%	63%	67%	46%	78%	63%
Lower home prices	61%	64%	56%	43%	66%	59%	63%	69%	63%	65%	68%	57%
I can buy a larger home	51%	44%	46%	37%	58%	48%	60%	58%	47%	46%	58%	42%
Greater ability to social distance	24%	12%	25%	21%	32%	13%	34%	30%	13%	14%	26%	21%
I don't know	1%	0%	0%	0%	2%	2%	0%	2%	2%	0%	2%	0%

## If employed or seeking employment, has the availability of remote work increased your likelihood to move further from your employer or expected future place of work if unemployed?

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
Yes, I would live a further 15 minutes to 30 minutes	21%	23%	17%	27%	20%	20%	26%	20%	23%	25%	20%	16%
Yes, I would live a further 30 minutes to 1 hour	19%	19%	20%	16%	22%	16%	13%	23%	17%	22%	23%	21%
Yes, I would live a further 1 hour to 1 hour and 30 minutes	5%	6%	5%	3%	7%	4%	4%	9%	4%	6%	1%	6%
Yes, I would live a further 1 hour and 30 minutes to 2 hours	2%	3%	3%	1%	2%	2%	1%	4%	2%	3%	1%	4%
Yes, I would live more than 2 hours	4%	3%	3%	4%	5%	3%	3%	6%	4%	3%	4%	1%
No, it has not increased my likelihood to move further from my employer	24%	22%	26%	23%	22%	30%	18%	20%	29%	21%	25%	27%
I do not work remotely/do not intend to work remotely	17%	15%	16%	20%	14%	20%	26%	11%	13%	11%	18%	17%
I don't know	7%	8%	9%	6%	7%	5%	9%	6%	7%	9%	8%	9%

All percentages are rounded to the nearest whole number.

# Canadians aged 25-35: Home ownership, financial outlook, remote work and home preferences\*

## If employed or seeking employment, how important is it for you to work for an employer that allows you to work remotely?

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
Very important	30%	28%	27%	27%	35%	30%	20%	39%	34%	31%	35%	28%
Somewhat important	33%	35%	33%	25%	34%	31%	33%	34%	33%	37%	33%	34%
Not very important	14%	15%	18%	17%	11%	13%	16%	10%	11%	15%	14%	19%
Not at all important	5%	6%	7%	8%	5%	4%	8%	4%	4%	5%	5%	5%
Remote work is not an option for my job	14%	11%	11%	16%	12%	19%	20%	11%	12%	8%	9%	10%
I don't know	4%	5%	4%	6%	4%	3%	4%	2%	5%	4%	4%	4%
Top 2	63%	63%	60%	52%	68%	61%	52%	72%	67%	68%	68%	62%
Bottom 2	19%	21%	25%	25%	16%	17%	24%	15%	16%	20%	19%	24%

## If given the choice between city-living or living in a town or countryside, which would you prefer?

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
City	45%	57%	54%	52%	43%	37%	29%	50%	55%	63%	44%	60%
Town, countryside	47%	33%	40%	40%	48%	57%	68%	42%	36%	26%	42%	35%
Neither	2%	3%	1%	2%	3%	1%	1%	2%	<1%	3%	5%	1%
I don't know	6%	7%	5%	6%	7%	6%	2%	7%	9%	8%	9%	4%

All percentages are rounded to the nearest whole number.

# Canadians aged 25-35: Home ownership, financial outlook, remote work and home preferences\*

## What is the most attractive feature of living in a city? TOP RESPONSE

	National	Regions						City-level				
	Total	BC	AB	SK/MB	ON	QC	ATL	Toronto	Montreal	Vancouver	Ottawa	Calgary
Walkability	21%	26%	15%	23%	18%	30%	17%	14%	28%	27%	31%	16%
More events, attractions and entertainment options	21%	21%	20%	15%	24%	16%	31%	22%	14%	20%	31%	23%
Diversity of people and cultures	18%	18%	14%	27%	21%	12%	23%	24%	14%	20%	13%	16%
More employment opportunities	17%	15%	19%	14%	16%	17%	17%	18%	19%	13%	8%	18%
Proximity and more choice of schools and healthcare	8%	7%	14%	7%	7%	9%	3%	5%	9%	6%	8%	14%
Energy or buzz from high density of people	6%	5%	6%	2%	5%	13%	3%	7%	12%	5%	5%	6%
More opportunities to make friends and/or find a partner	4%	4%	5%	5%	4%	1%	3%	5%	1%	4%	2%	3%
Other	3%	1%	4%	5%	2%	2%	3%	2%	2%	1%	3%	3%
I don't know	2%	3%	1%	2%	2%	1%	0%	2%	1%	3%	0%	2%

All percentages are rounded to the nearest whole number.

### \*About Leger Survey

An online survey of 2000 Canadians aged 25-35 was completed between December 29, 2020 to January 8, 2021, using Leger's online panel.

No margin of error can be associated with a non-probability sample (i.e. a web panel in this case). For comparative purposes, though, a probability sample of 2000 respondents would have a margin of error of  $\pm 2.2\%$ , 19 times out of 20.