

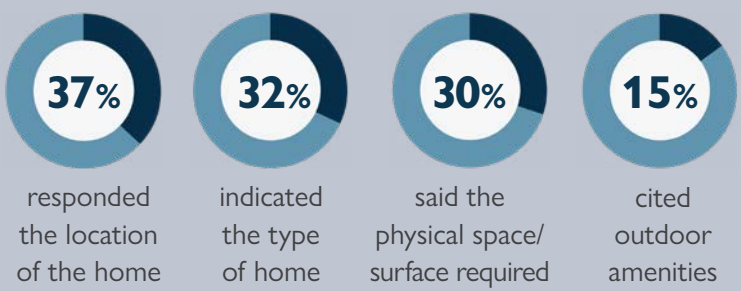
2021

MORTGAGE CONSUMER SURVEY

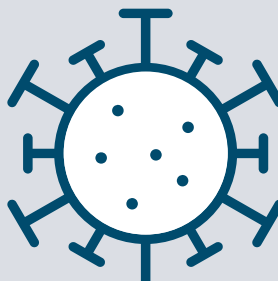


We surveyed over **3,500** recent mortgage consumers across Canada to better understand their behaviours, attitudes and expectations when it comes to their mortgage. Here's a snapshot of what they told us.

The pandemic did impact purchasing decisions:



Impact of COVID-19 on mortgage consumers



25%

purchased a home sooner than expected.



46%

of buyers had **concerns** or felt **uncertainty** during the home buying process.



72%

of first-time buyers were aware of the **First-Time Home Buyer Incentive**.

31%

of buyers were involved in a **bidding war** in the search for homes.



Realtors and family members

are the most valuable people in the home buying process. (37% and 17%)



65% of buyers **paid the maximum price** they could afford on the purchase of their home.



43% of mortgage consumers solely **researched online** for information about mortgage options.

84%

of mortgage consumers are **confident** that they will be able to make future mortgage payments.



85%



of mortgage consumers agree that homeownership is a **good** long-term financial investment.

85%

felt that a **mortgage broker** would get them the best mortgage rate or deal.

70%

of mortgage consumers plan to renovate in the next 5 years.

61%



of first-time buyers took out their current mortgage with their existing **financial institution**.

20210217-003A