

TD Canada Trust Women and Home Ownership Poll Ontario Fact Sheet

The TD Canada Trust Women and Home Ownership Poll surveyed women 18 years of age or older across Canada, to better understand home ownership behaviour among women.

National highlights:

- Out of the Canadian women that were surveyed who purchased homes independently:
 - 37% were between the ages of 18 to 29,
 - 30% were between 30-39,
 - And, 33% were 40 years old or over

- When asked what are the top three best things about homeownership:
 - 43% of women said financial security,
 - 35% said having a backyard is the best thing about homeownership,
 - And, 34% said that they enjoy having a quiet and private space for themselves.

- When asked to rate the important factors impacting the decision to purchase a specific home, the responses from Canadian women who have purchased a home were:
 - 98% said cost,
 - 97% said neighbourhood and location,
 - 96% said security and safety,
 - And, almost three quarters (72%) said proximity to work and two thirds said proximity to family (65%)

- When asked if they would be more likely or less likely to buy a home now due to the current economy, 64% said they have no intentions of buying a new home now regardless of the economy

- 67% of women purchasers said that the first home they purchased was a house, while only 14% said a condominium was the first home they purchased independently.

- When asked, who was your main source of advice regarding your home purchase, 38% said that they did not seek advice, while the next popular source for advice was real estate agent (22%).

Ontario highlights:

- Out of the Ontarian women that were surveyed who purchased homes independently:
 - 40% were between the ages of 18 to 29,
 - 26% were between 30-39,
 - And, 34% were 40 years old or over

- When asked what are the top three best things about homeownership:

- 46% of Ontarian women said financial security,
- 37% said having a place of their own/being a homeowner
- And, 33% said that they enjoy having a backyard/garden.

- When asked to rate the important factors impacting the decision to purchase a specific home, the responses from Ontarian women were:
 - 98% said cost which tied with neighbourhood and location,
 - 94% said security and safety,
 - And, 92% said size of the specific home.

- When asked if they were more likely or less likely to buy a home now due to the current economic state, the responses from Ontarians were:
 - 11% said they were more likely.
 - 28% said they were less likely.
 - 61% said they had no intentions to buy a new home regardless of the current economic state.

- 70% of women homeowners said that the first home they purchased independently was a house, while only 12% said a condominium was the first home they purchased.

- Ontario women homeowners stated that the cost of maintenance and repairs was the worst thing about homeownership at 44%.

About the TD Canada Trust Women and Home Ownership Poll:

- The survey was conducted by Angus Reid Strategies from February 4 - 10, 2009 with English and French speaking Canadian women aged 18+, using the Angus Reid Forum.

- The sample size included 1,000 women who have purchased a home independently

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