



**GLOBE INSIDERS**



**Real Estate Study**  
**November 2024**



# Introduction

## Objective and Methodology

In November 2024, we surveyed Globe Insiders to get their thoughts and opinions on real estate. We previously ran a similar study in May 2022. Specifically, we asked them:

- How long they lived in their current home, the type of home they own, how they found and purchased it
- If they owned other properties
- If they were planning to move and if so, where were they planning a move to, what kind of home would they move to and whether they would buy or rent
- Their reasons for moving, what was most important to them about the location of their future home
- Their prior and planned use of real estate agents in buying and selling homes

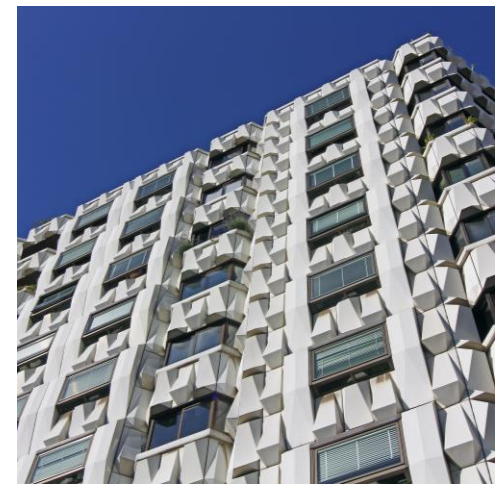
### Survey Period:

November 14-18, 2024

### Survey Participants:

Completed Globe Insiders Real Estate survey from May 2022

983 respondents (59% response rate)





# Real Estate Study Summary

## 66% of Globe readers have lived in their home for 10+ years

- 86% of Globe readers own a home
- 59% of Globe readers live in a detached house

## Among readers who currently rent, 40% stated that affordability issues have prevented them from buying a home

- 61% of current renters sold a home before moving into their current home

## 26% of readers own at least one property that is not their primary home

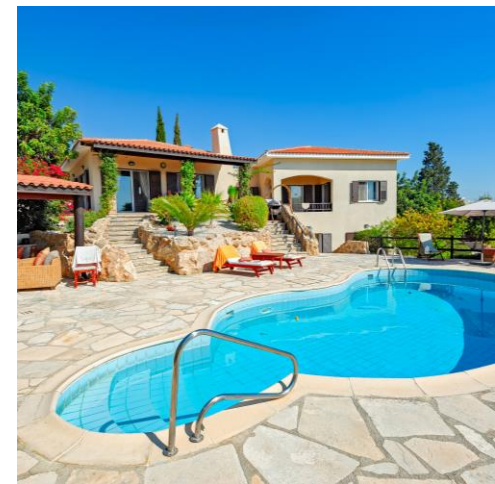
- This is most often a vacation home or cottage in Canada

## 78% do not currently have a mortgage

- 35% have helped a family member with a down payment
- 8% have helped a family member with mortgage payments

## 35% of readers are planning to move within the next few years. Of those planning to move within 5 years:

- 30% plan to move to a different neighbourhood or city that is close by
- 41% are downsizing
- When considering location, 62% are prioritizing walking distance to restaurants and shops
- 66% will buy (vs. rent), 66% will use a real estate agent to do so
- 93% will sell a home, 69% will use a real estate agent to do so



# Real Estate Study

## November 2024



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**For more information on this study or  
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