

HOUSING AFFORDABILITY SURVEY



FP CanadaTM

*Advancing Professional
Financial Planning*

A Survey By
Leger



METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1557 Canadians was completed between April 26-29, 2019, using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

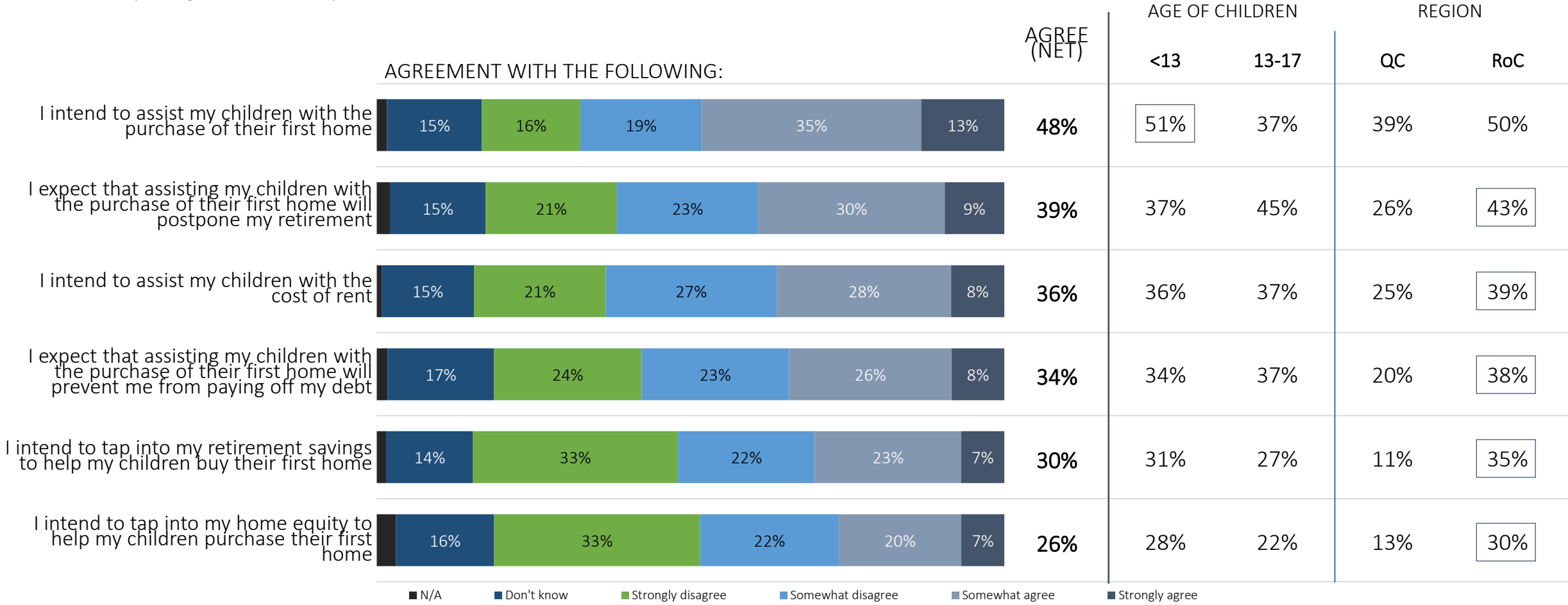
Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

HALF OF PARENTS WITH CHILDREN <18 SAY THEY INTEND TO ASSIST THEIR CHILDREN WITH THE PURCHASE OF THEIR FIRST HOME

Half (48%) of parents with children under age 18 say they intend to assist their children with the purchase of their first home, and four-in-ten (39%) expect that assisting their children with the purchase of their own home will postpone their retirement. Parents living in an urban area (compared to those in suburban or rural areas) are significantly more likely to say they would dip into retirement savings or home equity. Parents living in the rest of Canada (vs. Quebec) are more likely to agree with nearly all statements.



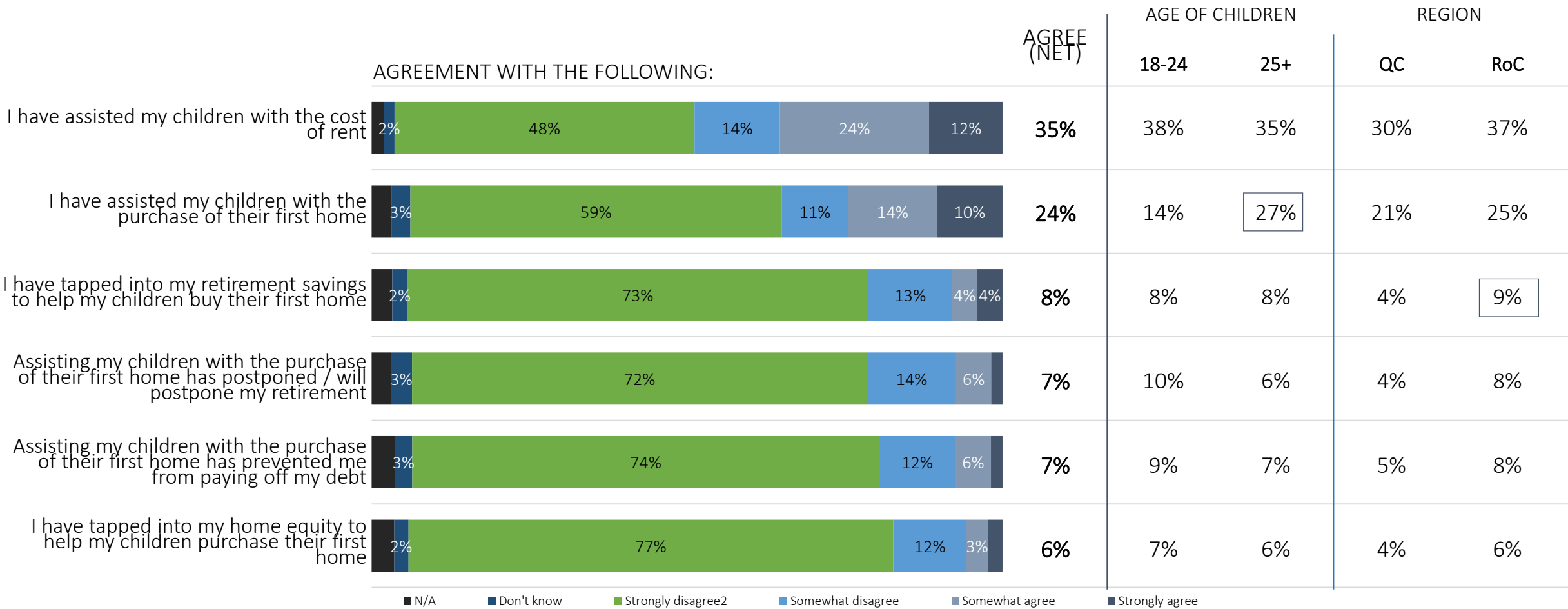
0002 When thinking about providing financial assistance to your children, to what extent do you agree or disagree with each of the following:

Base: Those with children <18 (n=357).

 Significantly higher

ONE-QUARTER OF PARENTS WITH CHILDREN 18+ HAVE ASSISTED THEIR CHILDREN WITH THE PURCHASE OF A HOME

One-quarter (24%) have assisted their children (18 and older) with the purchase of their first home, although few (less than one-in-ten) have tapped into their own retirement or home equity to do so. One-third (35%) have also assisted their older children with the cost of rent. Older parents (55 or older) are more likely to agree they have assisted their children with the purchase of a home (27% vs. 15% of those younger than 55).



0002 When thinking about providing financial assistance to your children, to what extent do you agree or disagree with each of the following:
 Base: Those with children 18+ (n=595).

27% Significantly higher

Leger

We know Canadians



leger360.com



[@leger360](https://twitter.com/leger360)



[/LegerCanada](https://www.facebook.com/LegerCanada)



[/company/leger360](https://www.linkedin.com/company/leger360)



[@leger360](https://www.instagram.com/leger360)