

CENTURY 21 SPRING STUDY

February 2026



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February 2026 | Client Use Only



METHODOLOGY

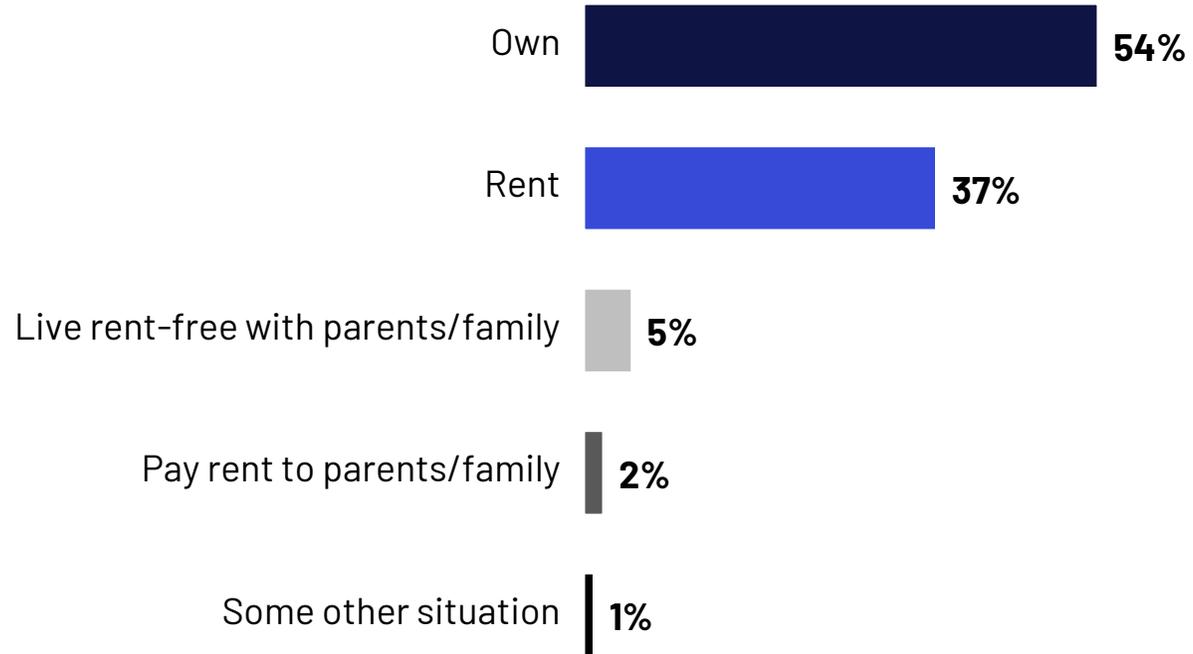
- The survey was conducted by Ipsos for Century 21 online between February 6rd to 10th, 2026, via the Ipsos I-Say Panel. For the survey, a representative sample of n = 2,300 Canadians aged 18+ was interviewed.
- Data are weighted according to Statistics Canada census data to ensure that the data accurately reflect the population of Canada.
- The accuracy of Ipsos online polls is measured using a credibility interval. In this case, the results are considered accurate to within +/- 2.5 percentage points of what the results would have been had all Canadian adults been polled. Credibility intervals are wider among smaller subsets of the population, such as by region, or among likely buyers, for example.

Canada	n = 2,300
BC	245
Alberta	203
Saskatchewan	274
Manitoba	227
Ontario	713
Quebec	435
Atlantic Canada	203

XXX

Current Living Situation

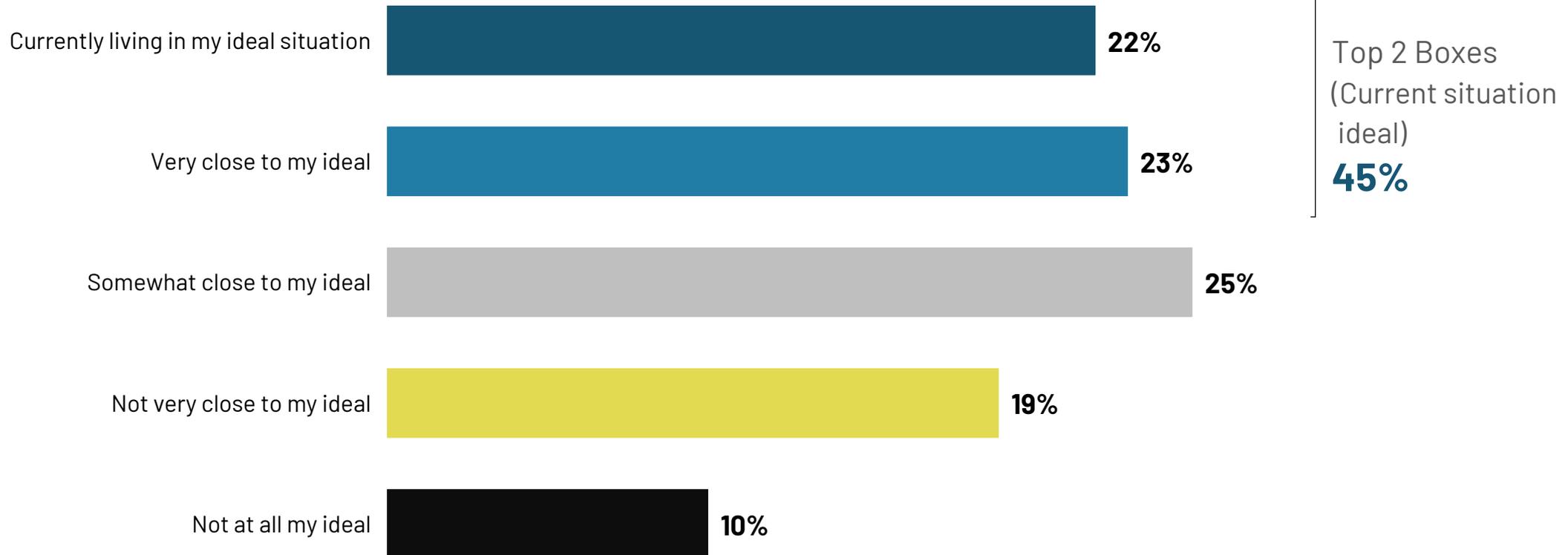
A majority (54%) of Canadians own their own home, while 37% pay rent to a landlord. Ownership is highest among those aged 55+ (74%) and drops among those aged 35-54 (56%) or 18-34 (26%).



Base: All Respondents (n=2,300)
Q1. Which of the following best describes your current living situation:

Ideal Living Situation

Nearly half (45%) of Canadians say their current living situation is ideal (22%) or very close to it (23%), leaving the rest with significant room for improvement.



Base: All Respondents (n=2,300)
Q3. How close is your current living situation to your ideal living situation?

Ideal Living Situation by Current Housing

Owners (64%) are far more likely than renters (23%) to say their situation is ideal. Only 28% of those living with parents or family say the situation is ideal. 57% of those living in a single detached house say their situation is ideal, regardless of whether they rent or own, compared to just 25% of those living in a low-rise condo or apartment building.

RENTING VS. OWNING - IDEAL LIVING SITUATION BY CURRENT SITUATION					
	Own	Rent	Live rent-free with parents or family	Pay rent to parents or family	Other situation
Base n =	1,423	737	87	35	18
% Ideal	64%	23%	28%	30%	25%

This graph represents the percentage of those who said they are currently living in their ideal situation or very close to it (the top 2 boxes for this question) by their current living situation - whether they rent or own. While 64% of those who own now say their situation is ideal or very close to it, only 23% of renters report the same. Just 28% of those living rent-free with parents or family say their situation is ideal or very close to it.

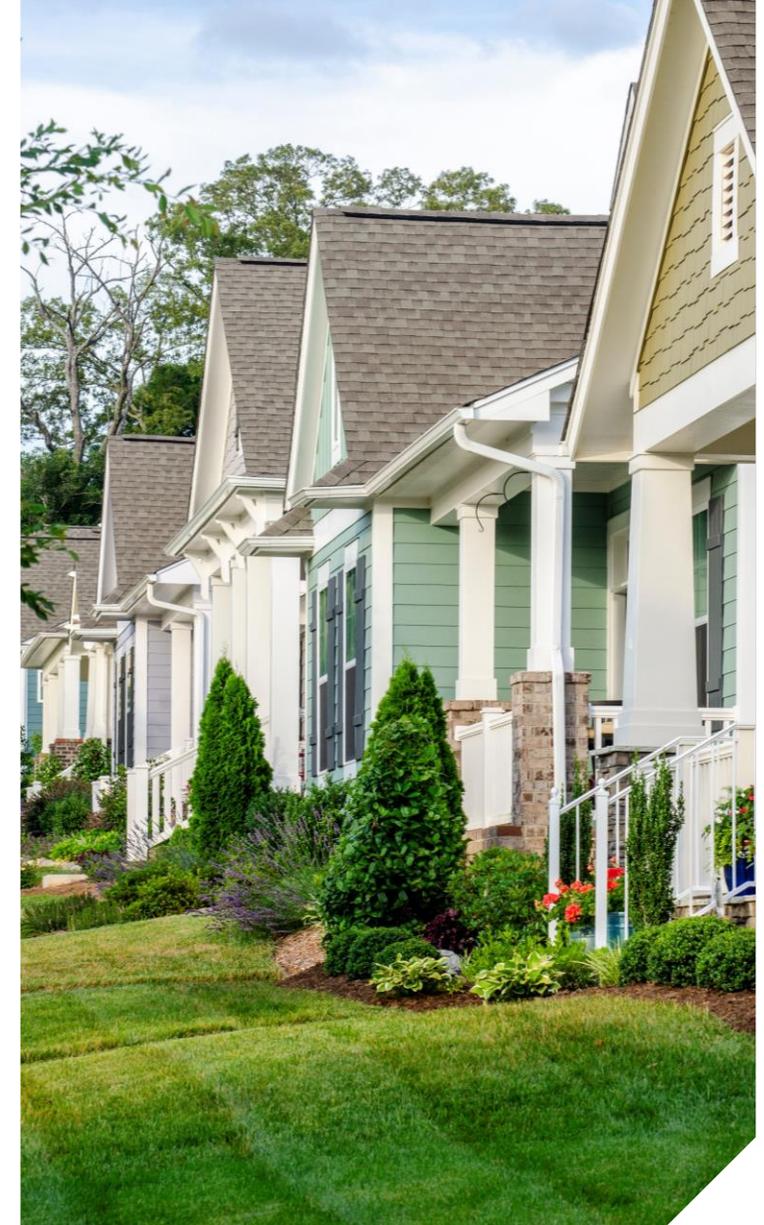
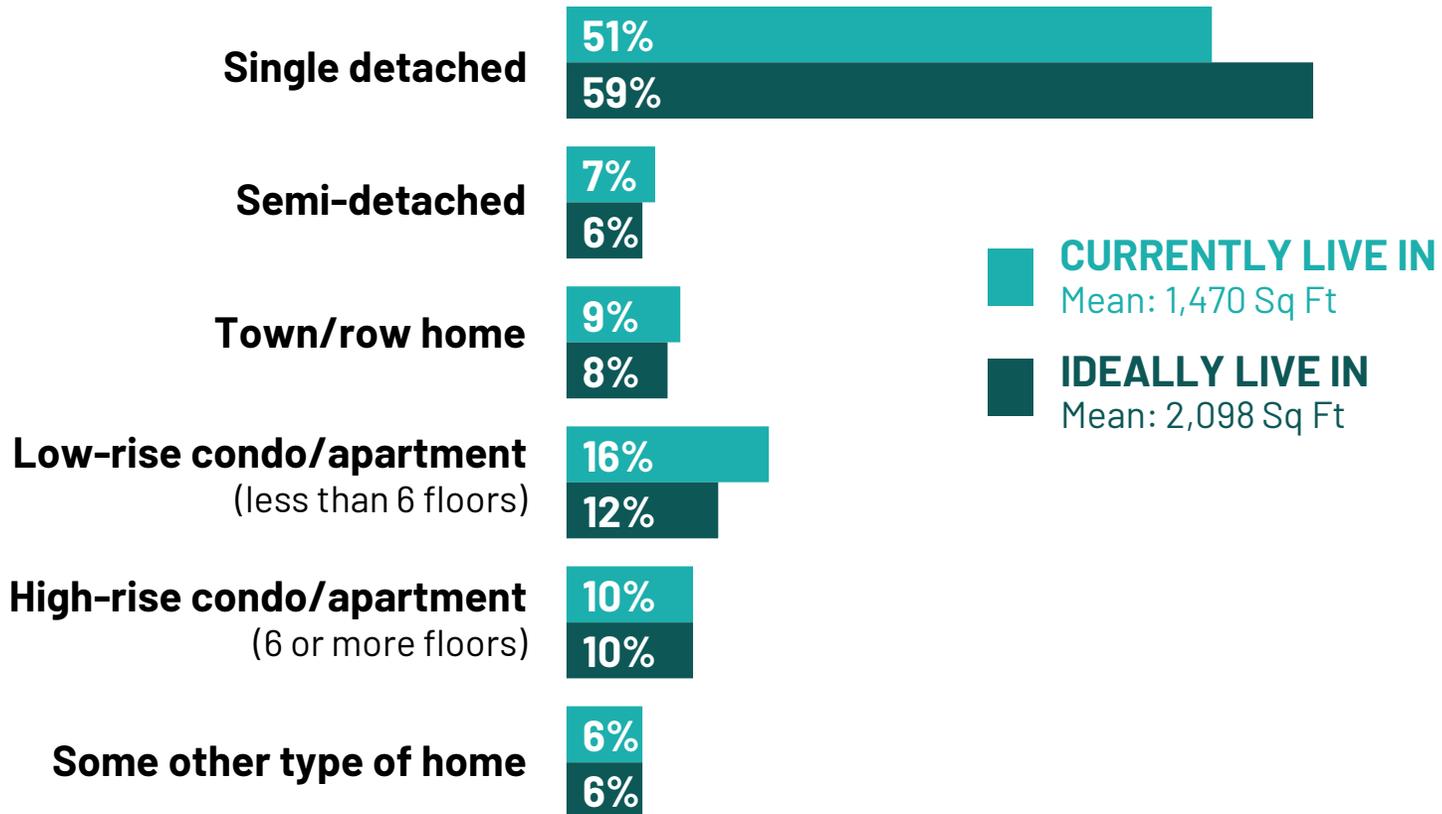
This graph represents the percentage of those who said they are currently living in their ideal situation or very close to it (the top 2 boxes) by their current home type, regardless of whether they rent or own. 57% of those currently living in a single detached home said it is their ideal situation or very close to it, compared to just 25% of those living in a low-rise condo or apartment building

TYPE OF HOME - IDEAL LIVING SITUATION BY CURRENT TYPE OF HOME					
	Single detached	Semi-detached	Town/row home	Low-rise condo/ apartment	High rise condo/ apartment
Base n =	1312	150	195	335	203
% Ideal	57%	48%	36%	25%	35%

Base: All Respondents (n=2300)
Q3., How close is your current living situation to your ideal living situation?

Current Home vs. Ideal Home

Detached homes are viewed as the ideal home for 65% of Canadians, yet only 58% live in a detached (single or semi). Only 22% say any apartment/condo is their ideal home.



Current Home vs. Ideal Home

Among those who live in a detached house, 91% say it's their ideal situation. However, those living in a high-rise (73%), town/row home (57%), low-rise (57%) or semi (52%), fewer say it's their ideal type of home.

		CURRENT HOME						
		Total	Single detached	Semi-detached	Town/row home	Low-rise condo/apartment (less than 6 floors)	High-rise condo/apartment (6 or more floors)	Some other type of home
IDEAL HOME	Base n =	2,300	1,312	150	195	335	203	105
Single detached		59%	91%	34%	28%	26%	13%	24%
Semi-detached		6%	2%	52%	6%	2%	-	7%
Town/row home		8%	1%	5%	57%	6%	2%	4%
Low-rise condo/apartment (less than 6 floors)		12%	2%	6%	3%	57%	5%	4%
High-rise condo/apartment (6 or more floors)		10%	2%	1%	3%	5%	73%	2%
Some other type of home		6%	2%	3%	3%	4%	6%	58%

Base: All Respondents (n=2,300)
 Q4_2. What type of home do you currently live in, and what is or would be your ideal? - Would ideally live in

Current Square Footage by Region and Stock

Nationally, the average home size is 1,470 square feet. BC has the largest, on average, at 1,603 square feet, while Manitoba has the smallest at 1,285 square feet. Detached houses are the largest, of course, at 1,810 square feet, while low-rise condo/apartments and "some other type of home" are the smallest at 964 and 917 square feet, respectively.

1470

Average square footage

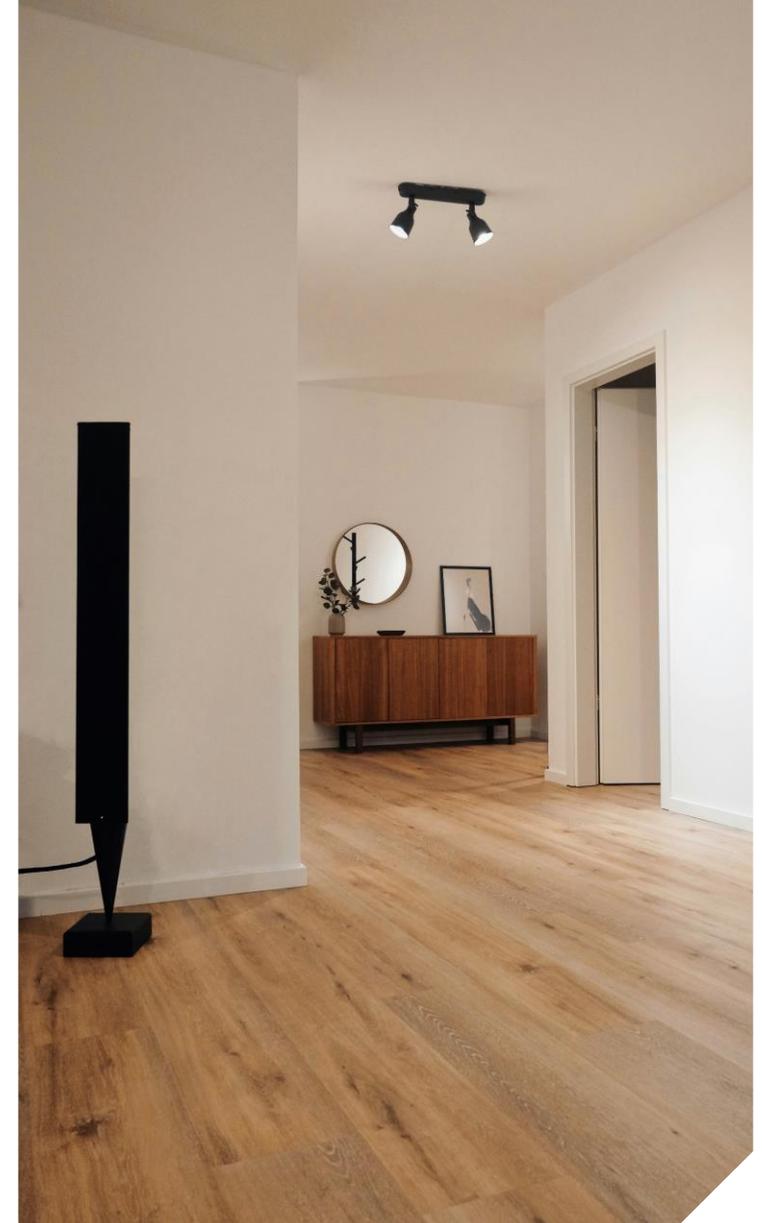
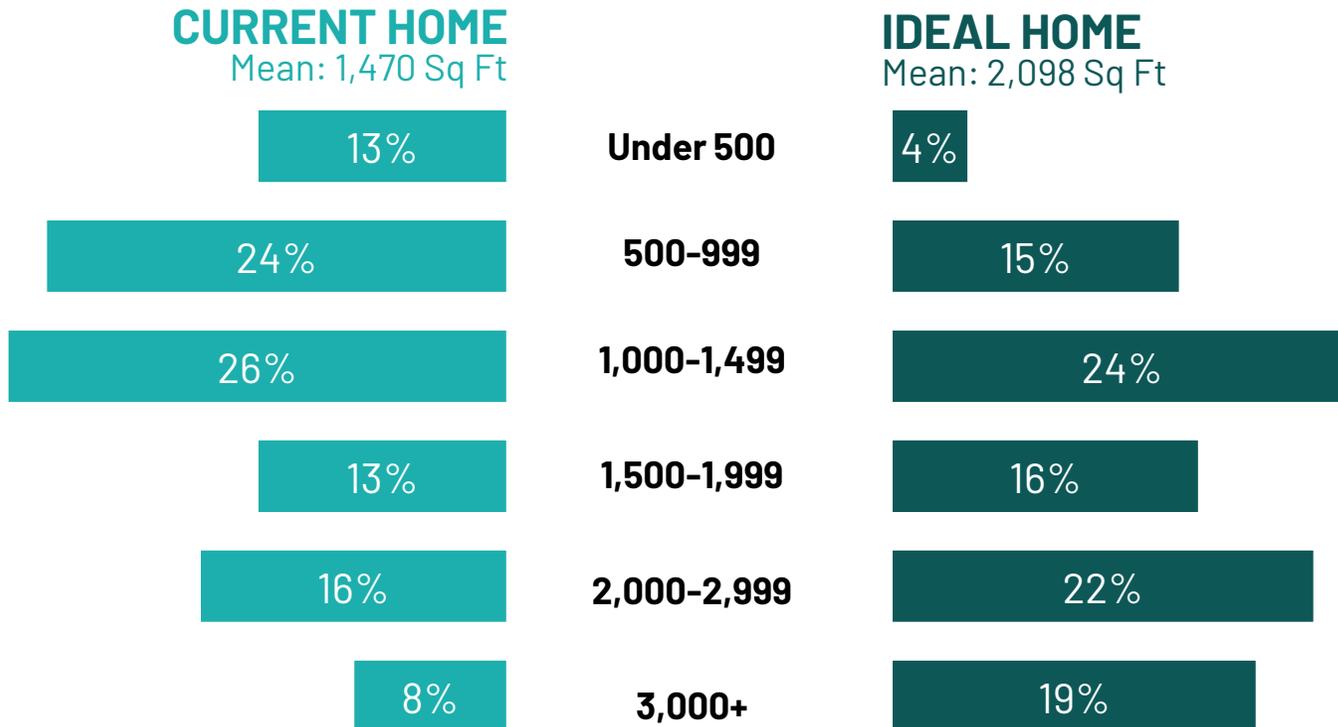


	REGION							TYPE OF HOME					
	BC	AB	SK	MB	ON	QC	ATL	Single detached	Semi-detached	Town/row home	Low-rise condo/apartment (less than 6 floors)	High-rise condo/apartment (6 or more floors)	Some other type of home
Base n=	245	203	274	227	713	435	203	1,312	150	195	335	203	105
Average square ft/size	1,603	1,438	1,379	1,285	1,479	1,438	1,455	1,810	1,447	1,295	964	1,053	917

Base: All Respondents (n=2,300)
Q4A. In square feet, what is the size of....

Square Footage of Current vs. Ideal Home

Nearly four in ten (37%) Canadians live in a home of less than 1,000 square feet, while just 19% prefer to live in a home of this size. The average home in Canada is 1,470 square feet, but Canadians desire a home that is, on average, 628 square feet larger at 2,098 square feet.





Square Footage of Current vs. Ideal Home

A majority of Canadians (63%) say their ideal home would have more square footage than their current home. Just 12% would ideally have less space than they currently have, while 24% are living in a space that is the ideal size for them.

Want More Space



63%

Ideal Space



24%

Want Less Space



12%

Square Footage of Current vs. Ideal Home by Age

Those aged 18-34 are most likely to want more space (76%), but nearly half (45%) of those aged 55+ say their ideal home would have more space than what they currently have. Only 19% of those aged 55+ presently want to downsize.

63%

Want more space

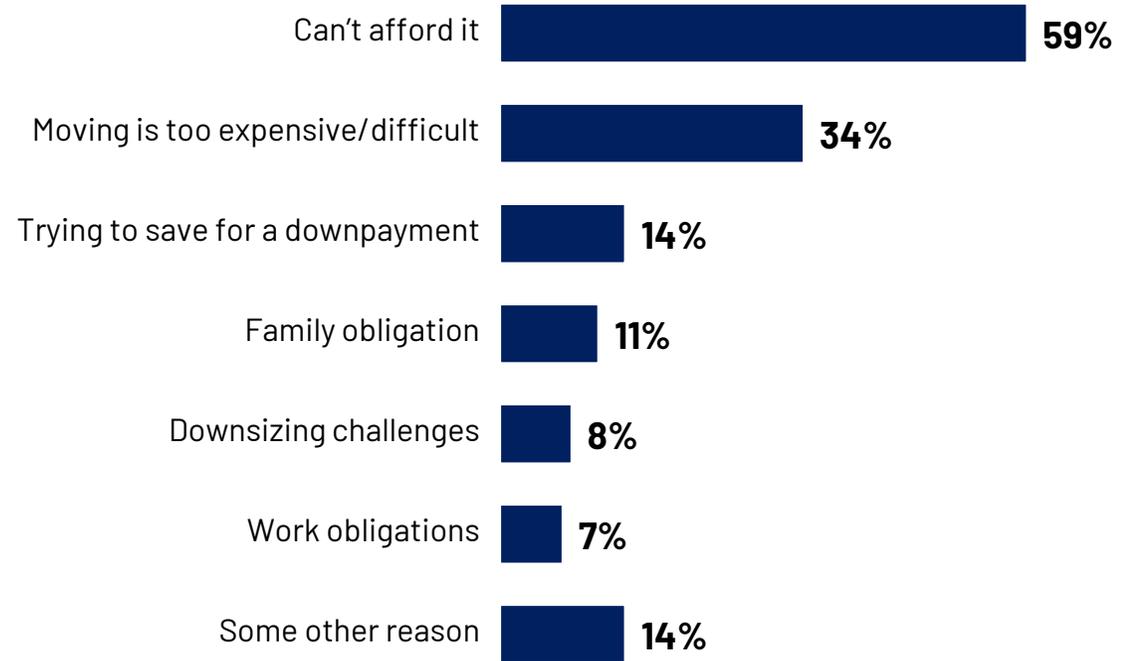


	Total	AGE		
		18-34	35-54	55+
Base n=	2,300	485	926	889
Want more space	63%	76%	71%	45%
Ideal space	24%	15%	20%	36%
Want less space	12%	9%	8%	19%



Barriers to Living in Ideal Home

Among those not living in their ideal home, the primary barrier is price (59%), followed by the costs of moving (34%) and saving for a downpayment (14%). Affordability and downpayments are a larger barrier for those aged 18-34.



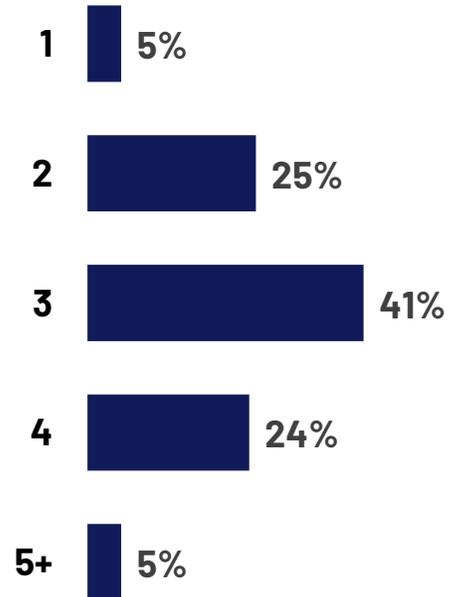
Base: Canadians not living in their ideal home (n=1,740)
Q4B. What are the factors keeping you from living in your ideal home?

Number of Bedrooms and Bathrooms Within Budget

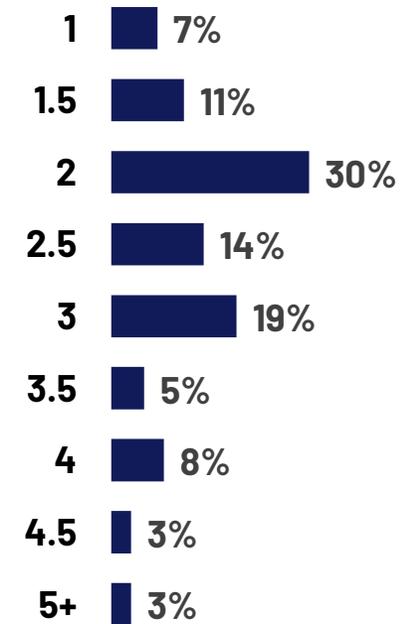
The average likely buyer in Canada is looking for a 3-bedroom home, with two-and-a-half baths.



of Bedrooms



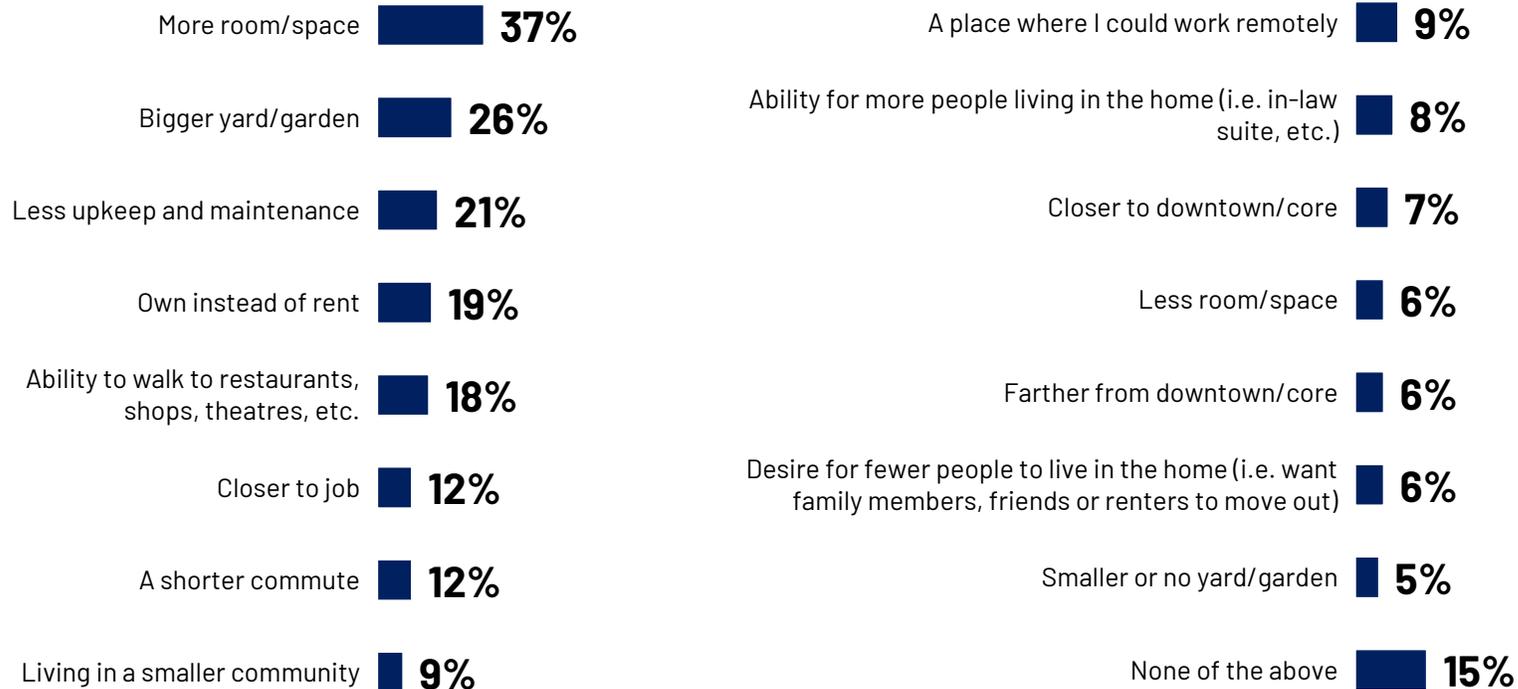
of Bathrooms



Base: Those likely to buy a home (n=439)
Q11. How many bedrooms and bathrooms are you looking for in a home that falls within your budget?

What Could Make Home More Ideal

When asked what would make their current living situation more ideal, four in ten (37%) want more space, while 26% would ideal like a larger yard/garden. Others prefer less upkeep and maintenance (21%), to own instead of rent (19%), and more amenities nearby (18%).



Base: All Respondents (n=2,300)

Q5. Which of the following would make your current living situation more ideal?

What Could Make Home More Ideal by Age

Younger respondents generally prefer more space; older respondents are looking for less maintenance and upkeep.

44% of younger Canadians

Want more space

27% of older Canadians

Want more space; 33% want less upkeep and maintenance



	Total	AGE		
		18-34	35-54	55+
Base n=	2,300	485	926	889
Want more space	37%	44%	41%	27%
Less upkeep and maintenance	21%	12%	16%	33%

Base: All Respondents (n=2,300)

Q5. Which of the following would make your current living situation more ideal?

Love of Their Home

While two in three (66%) Canadians, overall, love their home, owners (80%) are far more likely than renters (50%) to say so.

Owners are **30 points**
more likely to say they love their home than renters

I love my home - it's perfect for me



66%

LIVING SITUATION - % Agree

Own	Rent
80%	50%

Base: All Respondents (n=2,300)

Q7. To what extent do you agree or disagree with the following about your home?

* Statements only shown to renters



Likelihood of Buying Home in Next Year

Two in ten (19%) Canadians are at least somewhat likely to buy a home in the next year, rising to 23% of British Columbians (the strongest intentions in the country), and to 33% among those aged 18-34.

19% (5% very/14% somewhat)
are likely to buy a home
in the next year



	Total	REGION							GENDER		AGE			HOUSEHOLD INCOME		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	40-60K	61-100K	100K+
Base n=	2,300	245	203	274	227	713	435	203	1,038	1,252	485	926	889	463	384	613
Very/somewhat likely	19%	23%	21%	18%	18%	19%	17%	16%	21%	16%	33%	20%	8%	20%	22%	20%

Base: All Respondents (n=2,300)
Q8. How likely are you to buy a home in which to live in the next year?

Incidence of First-Time Buyers among all Likely Buyers

Of all those likely to buy a home, 55% say it's their first time. The incidence is even higher in Alberta (69%), among women (63%) and among those aged 18-34 (73%).

55%

of likely homebuyers are first-time buyers



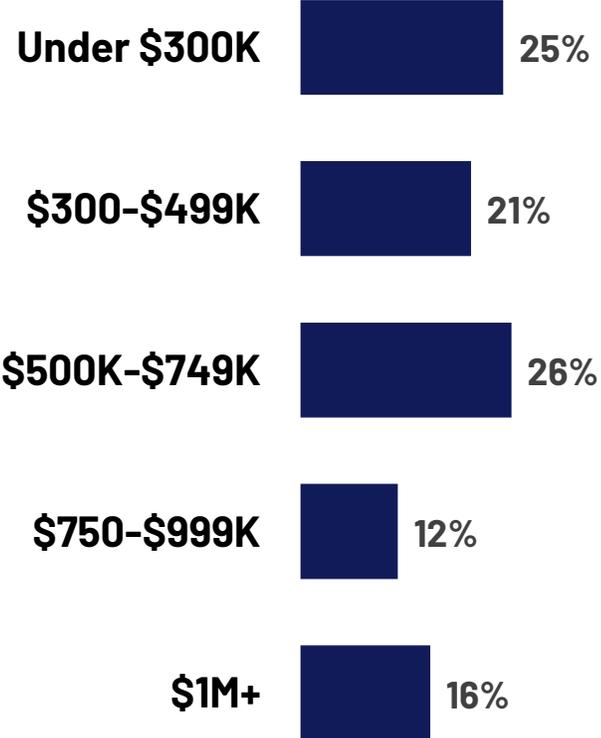
		REGION						GENDER		AGE			HOUSEHOLD INCOME			
Total		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	40-60K	61-100K	100K+
Base n=	439	57	40	55	43	139	68	37	234	200	180	187	72	77	121	140
First home	55%	56%	69%	57%	60%	47%	59%	50%	49%	63%	73%	43%	20%	58%	55%	37%

Base: Those likely to buy a home (n=439)
 Q9. Would this be your first time buying a home?



Budget or Anticipated Purchase Price

Among likely buyers, nearly half (46%) say their budget is less than \$500K. Relatively few (16%) have a budget of \$1 million or more.



Base: Those likely to buy a home (n=439)
Q10. What is your budget or the anticipated purchase price of a home you'd like to buy?

Budget or Anticipated Purchase Price

Among those looking to buy, the average anticipated purchase price is \$677K, with Alberta seeing the highest anticipated prices (\$937K)

\$676,731
Average price

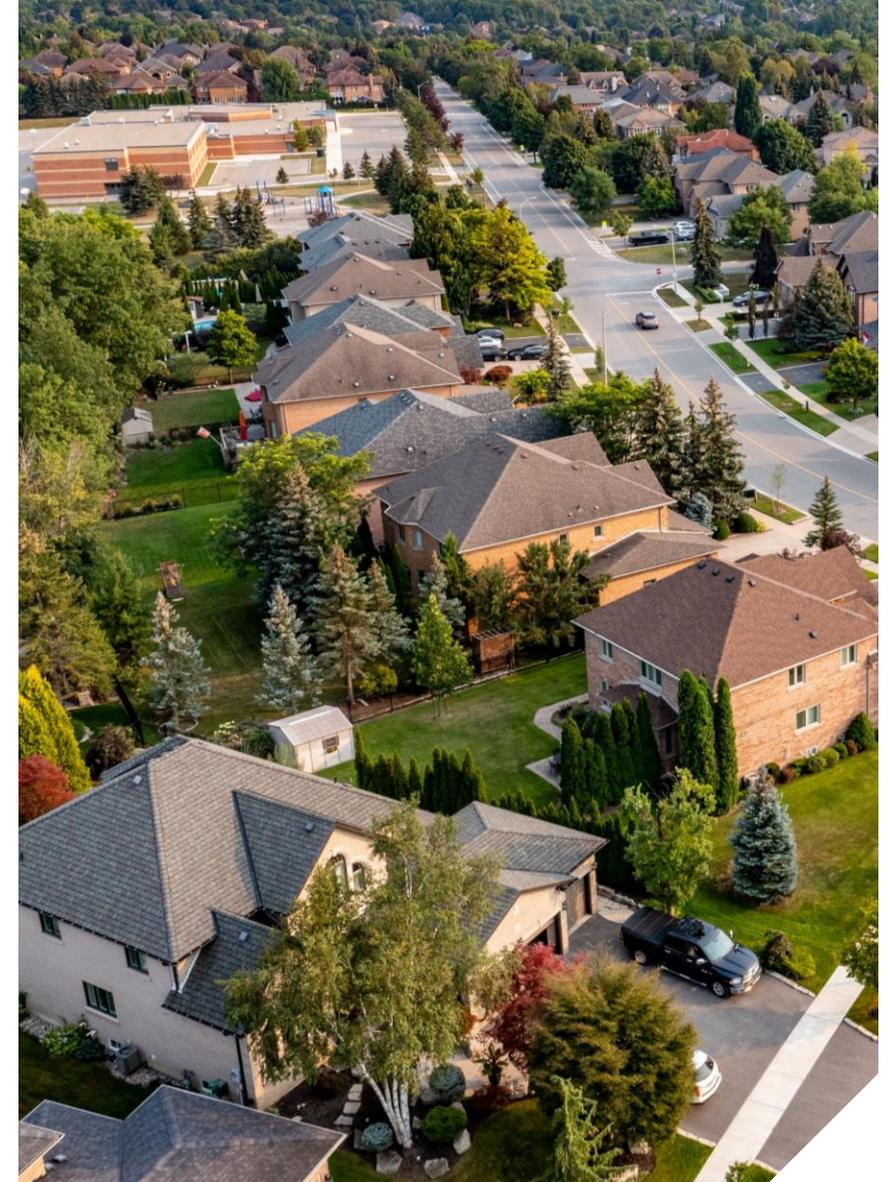
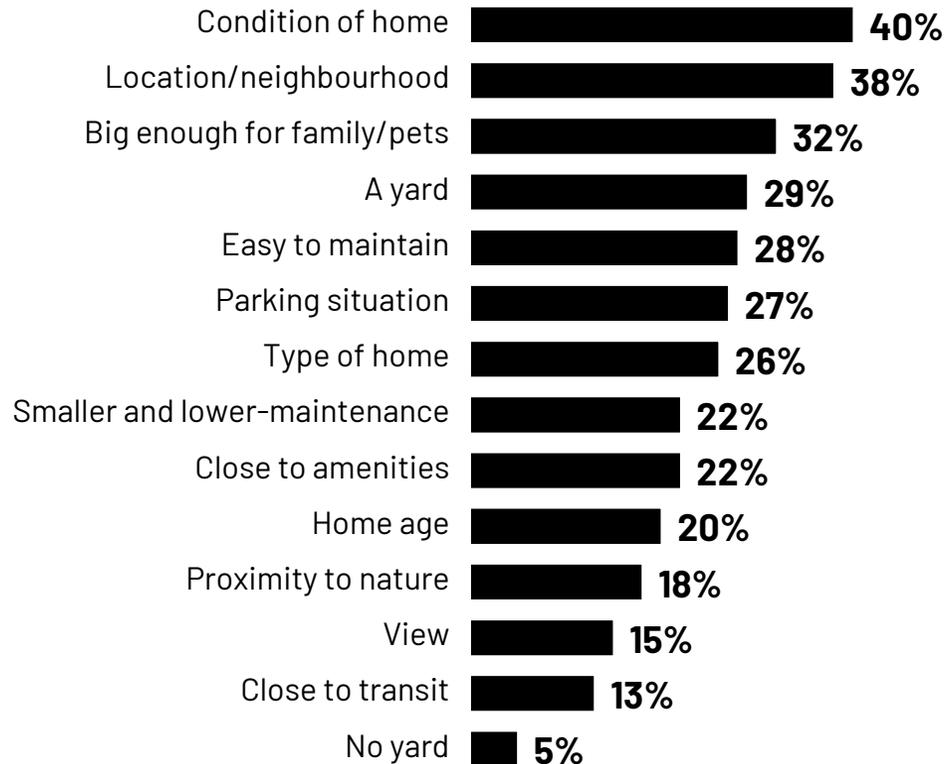


	Total	REGION							GENDER		AGE			HOUSEHOLD INCOME		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	40-60K	61-100K	100K+
Base n=	439	57	40	55	43	139	68	37	234	200	180	187	72	77	121	140
Mean (\$)	676,731	721,057	937,334	473,771	416,001	761,148	469,599	416,705	753,874	577,441	659,332	734,558	595,024	716,876	621,354	924,108

Base: Those likely to buy a home (n=439)
Q10. What is your budget or the anticipated purchase price of a home you'd like to buy?

Top Factors Other Than Price

Among likely buyers, the top factors when choosing a home to purchase – other than price – are condition (40%), location (38%), size (32%), having a yard (29%) and easy to maintain (28%).



Base: Those likely to buy a home (n=439)
Q13. Aside from the price/affordability of the home, what are the five most-important factors when choosing a home to purchase?

Top Factors Other Than Price by Age

Older buyers are more concerned about condition, location, type and size.

59% of older buyers care about condition of home

58% of 55+ are concerned about location

40% of 55+ prioritize type of home

37% of 55+ want something smaller and lower-maintenance



	Total	AGE		
		18-34	35-54	55+
Base n=	439	180	187	72
Condition of home	40%	34%	39%	59%
Location/neighbourhood	38%	28%	44%	58%
Type of home	26%	23%	23%	40%
Size of home - I prefer something smaller and lower-maintenance	22%	19%	20%	37%

Base: Those likely to buy a home (n=439)
 Q13. Aside from the price/affordability of the home, what are the five most-important factors when choosing a home to purchase?

Moving Quickly or Waiting to see?

Among those looking to buy, there appears to be no rush for most: three in ten (31%) want to move quickly, while the majority 69% are taking a wait-and-see approach. Those looking to move more quickly are in British Columbia (46%) and under the age of 35 (40%), underscoring the importance that first-time buyers will have to the recovery of the real-estate market in Canada.

31%

intend to move relatively quickly

69%

intend to wait and see

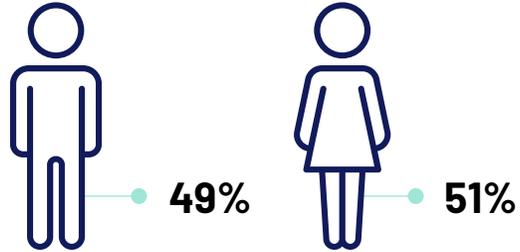
	Total	REGION						GENDER		AGE			HOUSEHOLD INCOME			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	40-60K	61-100K	100K+
Base n=	439	57	40	55	43	139	68	37	234	200	180	187	72	77	121	140
Move relatively quickly	31%	46%	29%	27%	19%	29%	26%	34%	32%	29%	40%	25%	17%	31%	35%	23%
Wait and see	69%	54%	71%	73%	81%	71%	74%	66%	68%	71%	60%	75%	83%	69%	65%	77%

Base: Those likely to buy a home (n=439)
 Q11_1 and Q11_2: , How many bedrooms and bathrooms are you looking for in a home that falls within your budget? - Bedrooms/Bathrooms

SAMPLE DEMOGRAPHICS

Weighted Sample Demographics

GENDER



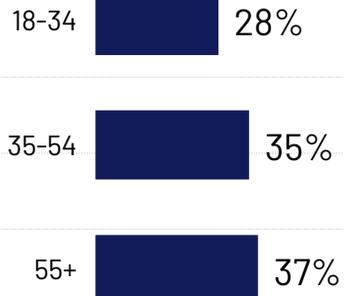
REGION

British Columbia	13%
Alberta	11%
Manitoba/Saskatchewan	6%
Ontario	39%
Quebec	24%
Atlantic	7%

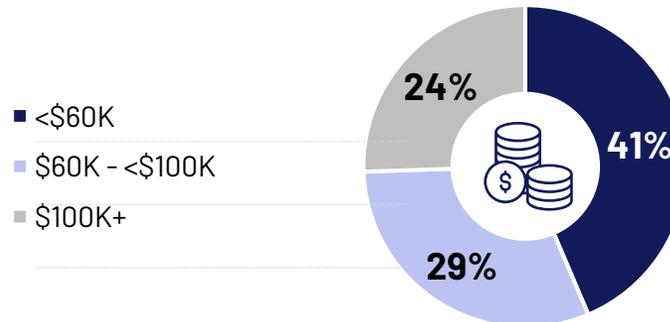
EDUCATION

High School or Less	23%
Some College/University	19%
College/Trade School Grad	18%
University Undergrad	22%
University Grad Degree	17%

AGE



HOUSEHOLD INCOME



HOUSEHOLD COMPOSITION (%)



THANK YOU

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