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## IPSOS REID/FIRST CANADIAN TITLE SURVEY HIGHLIGHTS

Percentage of Canadians claiming to be unprepared for the costs and expenditures they had to endure during the first year in their first home (including such items as a new lawnmower, landscaping, window coverings or decorating costs):

- National: 26 per cent
- Alberta: 29 per cent
- Atlantic provinces: 30 per cent
- BC: 30 per cent
- Ontario: 26 per cent
- Quebec: 18 per cent
- Sask. and Manitoba: 26 per cent

Percentage of Canadians claiming to be unknowledgeable of up-front closing costs before they made an offer on their first home (such as mortgage loan insurance, legal fees, title insurance, and land transfer taxes):

- National: 43 per cent
- Alberta: 44 per cent
- Atlantic provinces: 53 per cent
- BC: 49 per cent
- Ontario: 43 per cent
- Quebec: 34 per cent
- Sask. and Manitoba: 39 per cent

Percentage of Canadians claiming to have experienced a high level of stress around the time of their move to their first home:

- National: 21 per cent
- Alberta: 17 per cent
- Atlantic provinces: 24 per cent
- BC: 17 per cent
- Ontario: 23 per cent
- Quebec: 20 per cent
- Sask. and Manitoba: 29 per cent

### **About the Ipsos Reid/First Canadian Title survey**

The Ipsos-Reid Moving Day online survey was conducted exclusively for First Canadian from June 18 -22, 2007. For the survey, a representative sample of 1000+ adult homeowners were surveyed. With a sample of this size, the results are considered accurate to within  $\pm 2.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian homeowner population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data. Please refer to the data tables and charts for further survey results.

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