



BC Home Buyers Report:

A Syndicated Research Study by Ipsos Reid



Keep your finger on the pulse of BC's home buying market.

With the recent market downturn, prospective home buyers are treading carefully. Understanding buyers' changing perceptions and needs is critical to breaking through in an increasingly competitive environment.

Ipsos Reid's *BC Home Buyers Report* is specifically designed to profile, track, and measure the attitudes of recent and upcoming home buyers in British Columbia.

The study will provide real estate developers, financial institutions, and other organizations vested in the real estate industry with consumer information that is up-to-date and insightful to navigate market conditions.

This survey covers a comprehensive set of home buyer topics, including:

- Economic outlook and attitudes towards home purchase.
- Proportion of British Columbians intending to buy a home.
- Demographic and psychographic profiling.
- Home purchase motivators and lifestyle considerations.
- Home purchase criteria including: purchase price, type of home, location, features/amenities and use of home.
- Mortgage measures (qualification, mortgage lenders, types and options considered).
- The shopping process (information sources, impact of online, developer/builder awareness).

Key Benefits

This report will support existing census, market, and absorption data by providing an analysis on home buyer behaviours and their future outlook, direct from home buyers themselves.

Developers, agencies, financial institutions, and other organizations can respond to changing market conditions more quickly and understand how the home buyer sees the market.

Survey Methodology

This research study is based on 800 online interviews with British Columbians making home purchase decisions for their household. Respondents will:

- Represent a cross-section of the adult population in BC.
- Have purchased a home in the past 6 months or are looking to purchase in the next 24 months.

The study will be fielded twice a year in January and July, with reports provided in February and August.

Deliverables

- Electronic delivery of report and tabulations. The report will include an analysis of the findings from Ipsos Real Estate researchers.
- Additional proprietary questions, custom sub-group analysis and geographic sample boosts available for an additional charge.

Pricing

The *BC Home Buyers Report* begins in the first quarter of 2009.

Yearly Subscription (2 reports): **\$5,000**

One issue: **\$3,000**

Contact

To subscribe or find out more information on the *BC Home Buyer's Report*, please contact:

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