



## **CONSUMEROLOGY: CANADIANS OPTIMISTIC ABOUT REAL ESTATE MARKET**

***Majority of Canadians expect value of their homes to increase; One in three Canadians interested in buying real estate in the next year***

**TORONTO – January 24, 2013** – Despite expectations from industry experts that Canada’s real estate market will start to cool or interest rates may rise, Canadian homeowners remain optimistic about the value of their homes. The latest Consumerology Report, commissioned by Toronto ad agency Bensimon Byrne, examined attitudes among Canadians towards buying and selling real estate, mortgages and interest rates.

“The majority of Canadians own a home, and we know from our previous research it’s the single most important contributor to their sense of economic well-being,” said Jack Bensimon, President of Bensimon Byrne. “So understanding the outlook for residential real estate is key to assessing the direction of consumer spending.”

Seventy-one per cent of Canadian homeowners expect the value of their homes to increase in the next year and 77 per cent believe their home value will increase in the next five.

“Canadian homeowners continue to have confidence in the real estate market despite recent softness,” said Bensimon. “This bodes well for the continued health of the market, and should bolster confidence for first time buyers.”

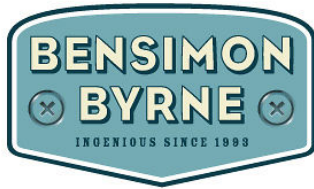
There is equal interest among Canadians to buy or sell a home. One in three Canadians (34%) are interested in buying real estate in the next year and 31 per cent who own their home are interested in selling in the next year. And all this robust activity is occurring while expectations that interest rates will rise are prevalent. A majority of Canadians (56 per cent) expect mortgage rates to be higher in a year and even more expect them to be higher in 5 years (74 per cent).

“There is realism among Canadians that the current low interest rate environment will not last forever,” concludes Bensimon. “So the fact that interest in real estate remains high is a very encouraging sign for the overall economy.”

To view the full report: [http://bensimonbyrne.com/wp-content/uploads/2013/01/Consumerology18\\_RealEstate\\_Jan2013\\_1.pdf](http://bensimonbyrne.com/wp-content/uploads/2013/01/Consumerology18_RealEstate_Jan2013_1.pdf)

### **About the Survey**

The Consumerology Report is a quarterly survey commissioned by Toronto-based advertising agency Bensimon Byrne. This quarter’s survey was conducted online by



The Gandalf Group with a representative sample of 1,500 Canadian adults, with an additional oversample of Canadians with a household income of over \$100,000. The survey was conducted in English and French and fielded from November 6 through November 21st, 2012. Previous editions of the Consumerology Report have covered a variety of topics, including: The Impact of Macro-Economic Trends; The Impact of Environmental Issues; New Canadians, New Consumers; Corporate Social Responsibility; Retirement; and Economic Trends and Consumer Behaviour. All reports can be found at [www.consumerology.ca](http://www.consumerology.ca).

**About Bensimon Byrne**

Bensimon Byrne is a privately owned, full-service, Canadian advertising agency. Established in 1993, the agency has worked with a host of blue-chip companies and brands, producing some of Canada's most effective and memorable advertising.

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