

In May 2022, we reached out to our Globe Insiders to learn more about our readers' behaviours when it comes to their real estate needs. We asked them about their current living situation, their plans to move and their real estate purchase intentions.

## QUICK FACTS

- 1** 86% of Globe readers currently own and 12% currently rent the home they live in.
- 2** Globe readers are mostly city-dwellers: 57% live in the city, 29% live in the suburbs, and 14% live in a town or rural area.
- 3** Over 1 in 3 (37%) have lived in their current home for over 20 years.
- 4** 1 in 4 (24%) are planning to move in the next few years: 37% to a detached home and 24% to a condo.
- 5** 66% are interested in Globe real estate/related content and over half (54%) read it weekly or more often.

## DESIRABLE FACTORS

### ***MOST IMPORTANT IN CHOOSING WHERE TO LIVE***

1. Quiet neighbourhood (68%)
2. Easy walking distance (58%)
3. Easy access to rapid transit (41%)
4. Privacy from neighbours (37%)
5. Spacious lot or backyard (37%)

### ***TYPE OF HOME CURRENTLY LIVE IN***

1. Detached house (59%)
2. Condo (17%)
3. Semi-detached (8%)
4. Row or townhouse (7%)
5. Apartment building (7%)

### ***CONDO AMENITIES THAT ARE IMPORTANT WHEN PURCHASING***

1. EV charging stations (53%)
2. 24 hour concierge (47%)
3. Gym (42%)
4. Outdoor BBQ area (33%)
5. Pool (30%)
6. Environmental features (30%)

## INTERESTS AND INSIGHTS

### **WHERE READERS ARE MOVING TO**

1 in 3

plan to move within the same city, while 30% of city-dwellers are considering moving further away

### **TOP REASONS FOR MOVING**

1. Empty nesters (26%)
2. Need less space (25%)
3. Upgrading to nicer/newer home (21%)
4. Want to be closer to family/friends (19%)
5. Able to sell home for a high price (17%)