



**THE  
GLOBE  
AND  
MAIL**

**INSIDERS**

**Real Estate Study**  
**May 2022**

# Introduction

## Objective and Methodology

The Globe wanted to learn more about our readers' behaviours when it comes to their real estate needs.

We reached out to our Globe Insiders to ask them about their current living situation, their plans to move and their real estate purchase intentions. The survey included these questions:

- Type of neighbourhood they currently live in?
- Type of home they live in / own or rent?
- Their plans to move in the next few years?
- Do they plan to buy or rent?
- Type of home they plan to purchase?
- Condo purchasers / importance of amenities?
- Where they are considering moving to?
- Reasons for wanting to move?

### Survey Period:

May 12-15, 2022

### Survey Participants:

1,935 respondents (50% response rate)

*The results from this survey reflect a sample of Globe print and digital readers and are not representative of the Canadian population.*



# Summary

## Globe readers tend to be long-term homeowners, living primarily in a city residential neighbourhood or downtown

- 86% currently own and 12% currently rent the home they live in
- Over 1 in 3 (37%) have lived in their current home for over 20 years
- 59% live in a detached house, 17% live in a condo
- 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
- In choosing where to live, 68% want a quiet area and 58% want easy walking distance to shops/restaurants/other services

## 1 in 4 readers are planning to move in the next few years with the majority looking to 'buy' their next home

- Of those planning to move, 56% plan to do so in the next 3 years
- 64% will buy their next home, 27% will rent, 9% are undecided
- 37% plan to move to a detached house and 24% plan to move to a condo
- Their top two reasons for wanting to move are related to downsizing: 26% said they are empty nesters, 25% need less space

## Globe readers appear to be contemplating a change and they turn to The Globe to keep up with their real estate needs

- 1 in 3 are planning to stay in the same city; people living in the suburbs are less likely than city-dwellers to stay in the same neighbourhood
- 30% of city-dwellers are considering moving over an hour away or to a different province; people living in the suburbs are more likely to move a shorter distance (less than an hour away)
- 66% are interested in Globe real estate/related content and over half (54%) read it weekly or more often

Source: Globe Insiders panel, Travel Survey, May 26-29, 2022 (n=1,657)

