

HOMEOWNERSHIP IS STILL THE 

AND MODERATE-INCOME CALGARIANS MIGHT NOT KNOW THEY CAN AFFORD IT

CALGARIANS WANT TO BUY A HOME

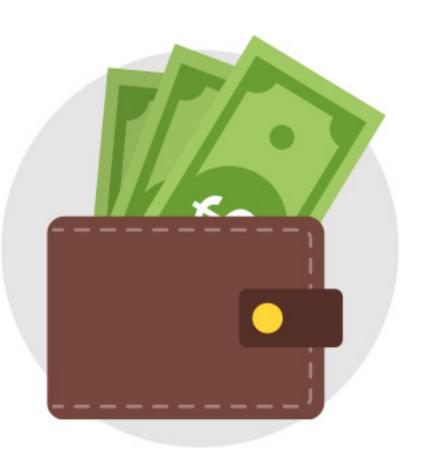


WHY?

TOP 3 REASONS WHY MODERATE-INCOME CALGARIANS WANT TO OWN:

- Housing Stability
- 2) Personal Investment
- Cost Certainty

TOP 4 REASONS INCOMF CAI GARIANS ARE NOT BUYING A HOME



**COSTS ARE** TOO HIGH



NO DOWN **PAYMENT** 



TOO **EXPENSIVE** 



**BAD CREDIT** 

## HOW MUCH CAN THEY AFFORD?

Respondents who think they'd qualify for a mortgage were asked how much they could afford to spend on a mortgage and property tax per month.

9%

Less than \$750 20%

\$750 to Less than \$1,000

19%

\$1,000 to Less than \$1,250

35%

\$1,250 to Less than \$1,500

11%

\$1,500 to Less than \$1,500

3%

\$2,000 to Less than \$2,500

3%

\$2500 or More

BELIEVE THAT A HOME IS

A GOOD FINANCIAL

INVESTMENT

Equals home prices of \$245,000 to \$310,000

SUPPLY IN CALGARY UNDER \$300,000

2,161 homes in Resale Market

715 homes in New Construction

This research was made possible through a grant from the Alberta Real Estate Foundation as well as through sponsorship from Calgary Real Estate Board and the non-profit Attainable Homes Calgary.

Results shared in this release are outcomes from research completed on behalf of AHC, AREF and CREB by Stone-Olafson. A total of 148 surveys were completed in June 2019 using an online methodology with qualified respondents from a local non-random sample of renters, families and those in strict income categories. A typical sample of this size produces a margin of error of  $\pm 1/2$  8.0%.





