

HOMEOWNERSHIP IS STILL THE DREAM

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

81%

OF MODERATE-INCOME
CALGARIANS
WANT TO BUY A HOME



WHY?

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

- 1 Housing Stability
- 2 Personal Investment
- 3 Cost Certainty

TOP 4 REASONS
WHY MODERATE-
INCOME CALGARIANS 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.



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

60%

BELIEVE
THAT A HOME IS
A GOOD FINANCIAL
INVESTMENT

SUPPLY IN CALGARY **UNDER \$300,000**

 **2,161** homes in Resale Market

 **715** homes in New Construction

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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 +/- 8.0%.



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