

Genworth Financial Canada – First-Time Homebuyer's Monitor



Genworth
Financial
Canada

The HOMEOWNERSHIP Company

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Expert Commentary

The First-Time Homebuyer Monitor results confirm something that homebuilders consistently witness at the point of sale, namely the intense desire of Canadians, particularly first-time homebuyers, to achieve the dream of homeownership.

Canadian homebuyers know they need to make sacrifices such as delaying major purchases, giving up vacations or working a second job until they can afford to purchase a home. But they are also willing to do the little things as well, from packing a lunch to foregoing non-essential purchases to simply doing without – whatever it takes to get their foot in the door.

Once they are in their new home, most buyers never look back, although those that do experience difficulty keeping up with the mortgage payments will make many sacrifices to protect their most cherished asset – their home.

*Stephen Dupuis
President and CEO,
Building Industry & Land Development Association (BILD)*

Methodology

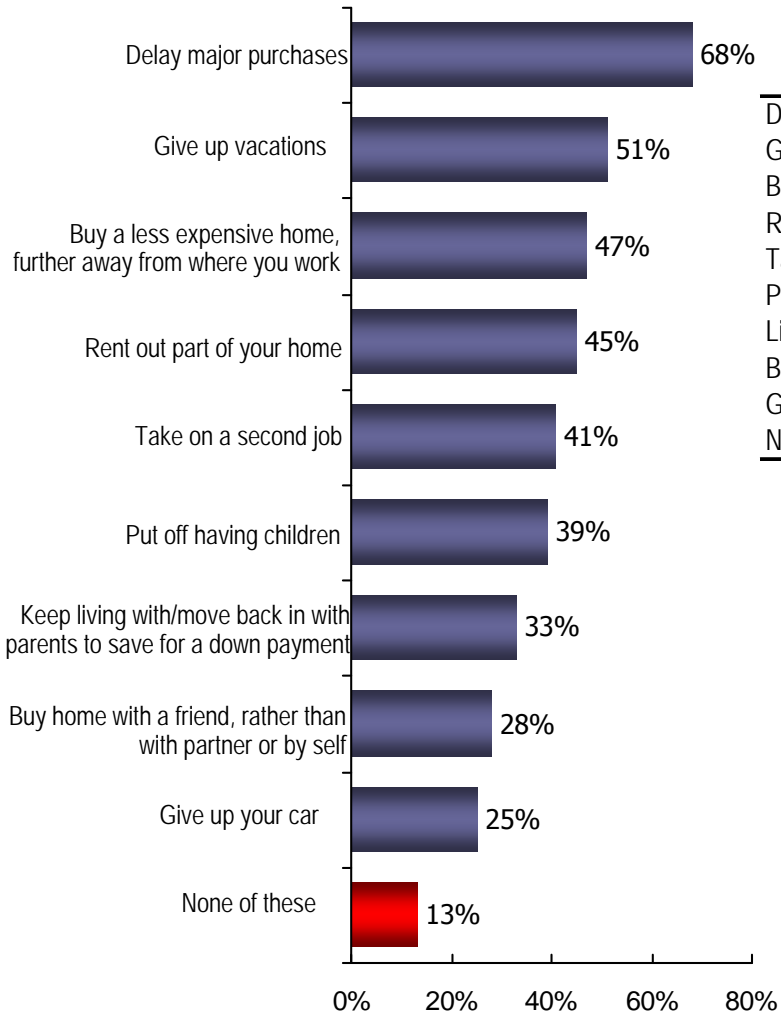
- Genworth commissioned Environics Research Group to conduct a national Omnibus survey. Interviewing was completed between September 16-25, 2009. A total of 2,000 interviews were completed.
- Supplemental data (pg.6) was also used from a research poll conducted in May 2009, utilizing an online data collection methodology.

Summary of Findings

- Results show that the goal of homeownership remains very strong in Canada with many indicating that they would be disappointed if they never owned their own home.
- Many are willing to make great sacrifices to either achieve homeownership or maintain ownership of a home and keep up with mortgage payments.
- Just as current living arrangements vary by age, so too does the importance of achieving homeownership and the range of sacrifices that people would be willing to make.
- Younger Canadians place greater importance on homeownership than older Canadians, and are willing to go to greater lengths to achieve and maintain it.

Steps to Attain Homeownership

Which of the following would you be willing to do or to sacrifice so you could own a home?



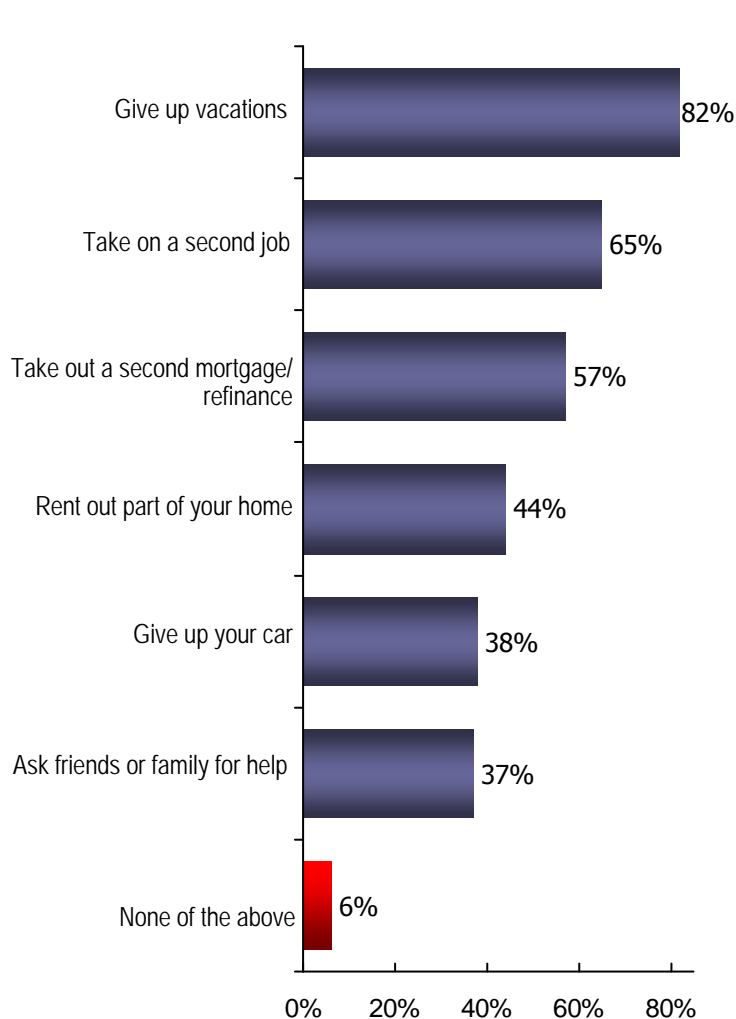
	Total	Toronto	Montreal	Vanc.
Delay major purchases	540	49	105	33
Give up vacations	68	71	39	50
Buy less exp. home further from work	47	54	41	51
Rent out part of your home	45	51	39	57
Take on a second job	41	45	38	26
Put off having children	39	45	33	54
Live with parents to save DP	33	43	25	44
Buy home w/friend rather than self/partner	28	37	32	26
Give up your car	25	27	28	31
None of the above	13	8	11	10

Findings:

- 68% of renters said they would be willing to delay major purchases and another 51% would be willing to give up vacations.
- Those in Montreal (39%) would be much less likely than Toronto (71%) or Vancouver (50%) to give up vacations.

Homeownership Insights

Which of the following would you be willing to do if you found you were unable to keep up with your Mortgage payments?



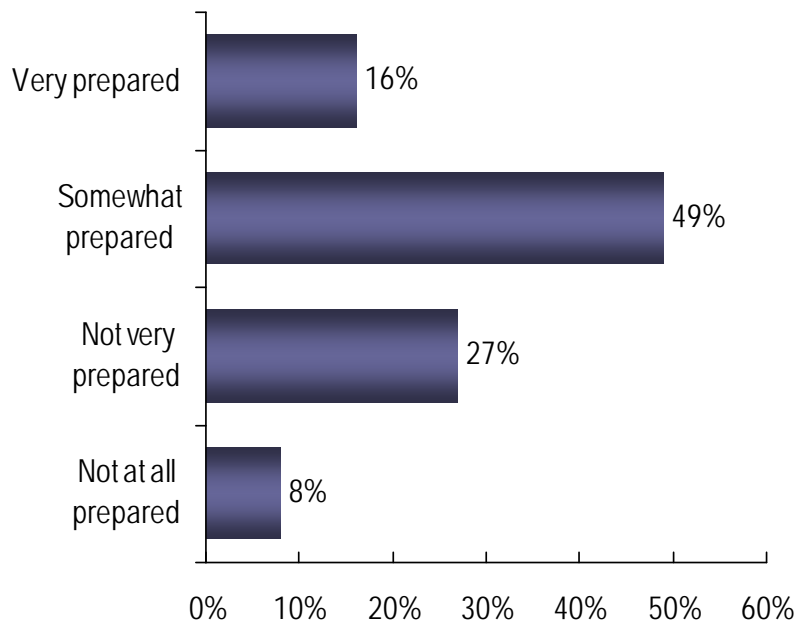
	Total 1414	Toronto 139	Montreal 122	Vanc. 84
Give up vacations	82	82	70	79
Take on a second job	65	61	51	64
Take out a second mort./refinance	57	52	52	61
Rent out part of your home	44	46	34	51
Give up your car	38	35	41	45
Ask friends/family for help	37	33	34	43
None of the above	6	8	11	7

Findings:

- 82% of homeowners would be willing to give up vacations if they were unable to keep up with their mortgage payments.
- 65% would take on a second job, and another 57% would look at a second mortgage or refinancing options.
- Those in Montreal are less likely to consider giving up vacations (70%), taking on a second job (51%) or rent out part of their home (34%) than those in Toronto or Vancouver.

Preparedness

How prepared are you, with savings or alternate means of earning an income, for the event that you might experience a loss of income



	Total 2094	Toronto 228	Montreal 165	Vancouver 218
Very prepared	16	21	13	15
Somewhat prepared	49	49	50	51
Not very prepared	27	25	33	23
Not at all prepared	8	6	4	11

Findings:

- Only 16% of Canadians feel very prepared in the event of an unexpected loss of income.
- 35% do not feel prepared at all for an event that may disrupt income.