



**2025**

# Homeowner Trends & **Financial Fitness Study**



# 2025 Homeowner Trends & Financial Fitness Study



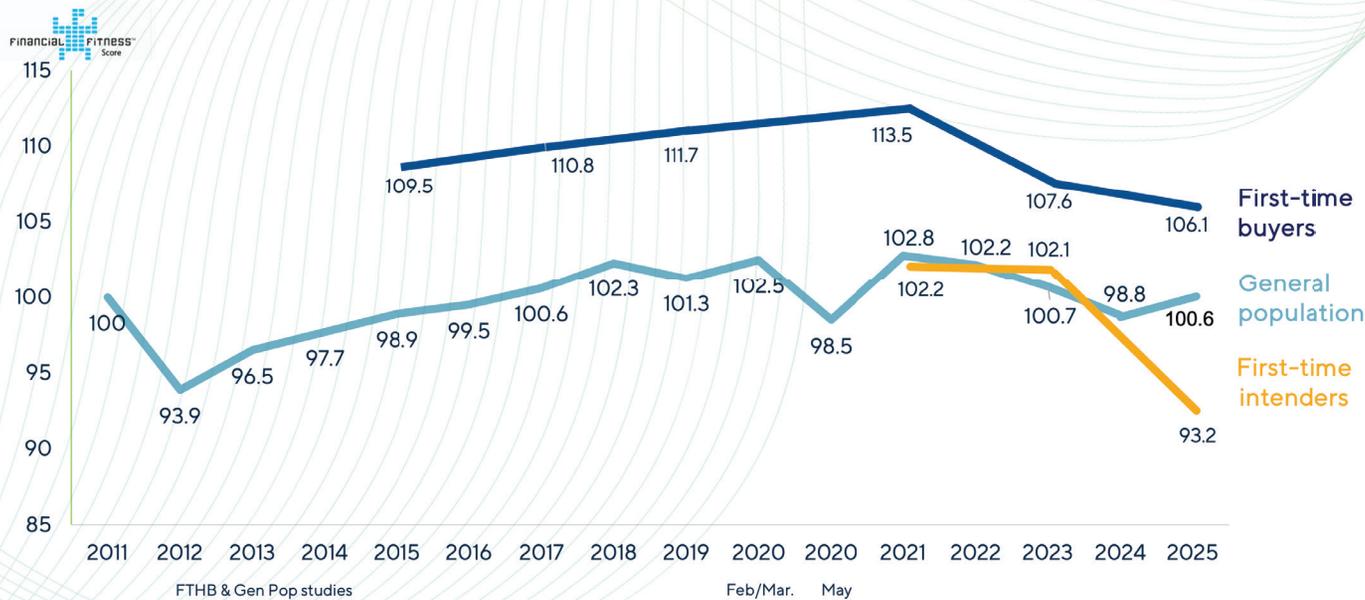
## Methodology

A total of 2,059 interviews were completed with Canadians aged 25-45 using an online methodology. Interviewing was completed between February 25-March 17, 2025.

Study completed by Environics Research on behalf of Sagen and in association with the Canadian Association for Financial Empowerment.

## Financial Fitness

Despite a minor decline, Financial Fitness of First-time buyers continue to outpace all Canadians; First-time intenders see a notable decline.



- First-Time Buyers
- First-Time Intenders

47% 38%

Likely to pay off all their bills and save some money

54% 48%

Likely to pay off credit cards in full each month

76% 68%

Have a long-term plan for retirement

78% 76%

Have confidence in their long-term finance health

35% 34%

Likely to say their financial situation improved in the past year

49% 59%

Likely to say their financial situation will improve in the coming year

# First-Time Intenders



More likely to **delay buying** for 12 to 24 months

**76%** 2025    **67%** 2023

2025    2023



Decrease in those wanting starter homes; increase demand for permanent for permanent homes to renovate and stay in

A starter home    **39%** 2025  
**45%** 2023

Your permanent home that you plan to renovate and stay in    **32%** 2025  
**27%** 2023

**5 in 10** may delay purchase due to current economic conditions

**55%**

The possibility of decreasing interest rates in the future

**53%**

The possibility of declining home prices in the future

**49%**

The possibility of economic disruption from threatened US trade tariffs



Greater concern around missing a buying opportunity due to lack of down payment

**67%** 2025    **63%** 2023

2025    2023



55% of First Time Intenders likely to **receive financial support from family**

**55%** 2025    **50%** 2023

2025    2023



**6 in 10** intend to obtain a mortgage with a mortgage specialist at a bank/credit union, while **3 in 10** intend to work with an independent mortgage broker

Despite concerns, **research and education** are priorities

**86%**

Looking at home listings online

**68%**

Used online home and mortgage tools to estimate what you can afford

**56%**

Learned about mortgage features

**37%**

Visited homes to see if they would meet your needs

**30%**

Found a real estate agent to work with

# Trends and Behaviours

- First-Time Buyers
- First-Time Intenders



**25-year amortization remains preference, with 30-year amortization growing in popularity among intenders**



**6 in 10 Intenders to benefit from increase in maximum allowable insured price cap**



## Use of First Home Savings Account & Inheritance for down payment increases

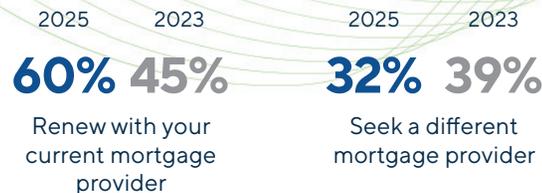
Your own/partner's savings/non-registered investments	<b>48%</b>	<b>54%</b>
Withdrawal from a TFSA	<b>27%</b>	<b>24%</b>
Gift from a family member	<b>22%</b>	<b>19%</b>
Withdrawal from an RRSP	<b>20%</b>	<b>23%</b>
Participation in the FHSA	<b>17%</b>	<b>39%</b>
Line of credit/other financing	<b>15%</b>	<b>25%</b>
Private Loan	<b>14%</b>	<b>17%</b>
Loan from a family member	<b>14%</b>	<b>16%</b>
Inheritance	<b>12%</b>	<b>14%</b>



**5 year-mortgage terms majority, with shorter terms more likely for those who bought in past 12 months**



## Increase in Buyers planning to renew with current mortgage provider



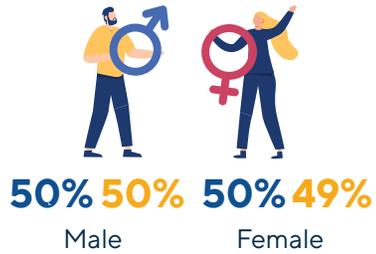
**26%** **37%**

**Future Intenders place high value on mortgage professional expertise**

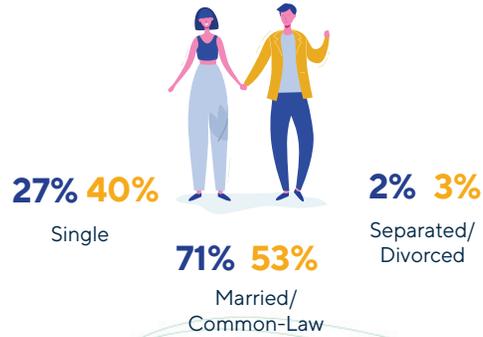
# Respondent Profile

● First-Time Buyers  
● First-Time Intenders

## Gender



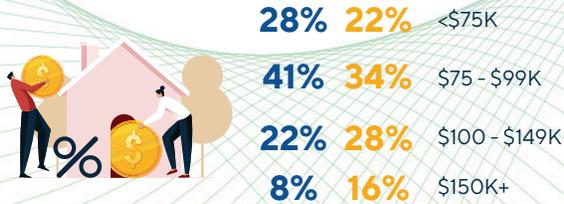
## Marital Status



## Birthplace



## Household Income



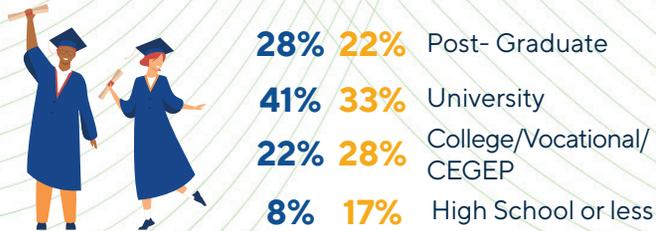
## Employment



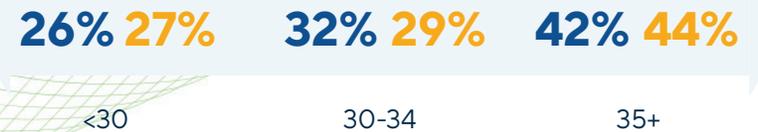
## Household Size



## Education



## Age



Stay connected with us!

