



**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%** **67%**

2025

2023



Decrease in those wanting starter  
homes; increase demand 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



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

**55%**

2025

**50%**

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

<b>40%</b>	<b>30%</b>	<b>3%</b>	<b>14%</b>
25 years		30 years	

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

**33%**

Yes, without the change, I will have to remain a renter due to the lack of suitable homes costing less than \$1 million

**5%**

Yes, without the change I will have to buy a home costing less than \$1 million

**20%**

Yes, the change will allow me to buy a more suitable home in the \$1.0 to \$1.5 million range

**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>48%</b>	<b>54%</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

**43%**

5-year mortgage

**35%**

3 or 4-year mortgage

**17%**

1 or 2-year mortgage

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

**60%**

2025

**45%**

2023

Renew with your current mortgage provider

**32%**

2025

**39%**

2023

Seek a different mortgage provider



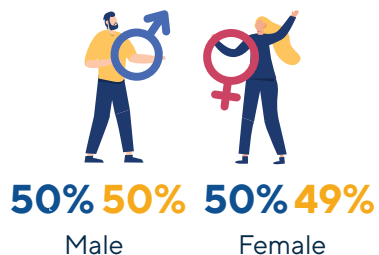
**26%**

Future Intenders place high value on mortgage professional expertise

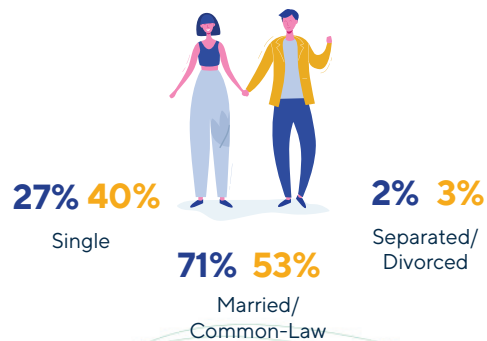
# Respondent Profile

● First-Time Buyers  
● First-Time Intenders

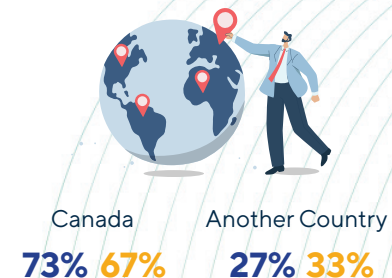
## Gender



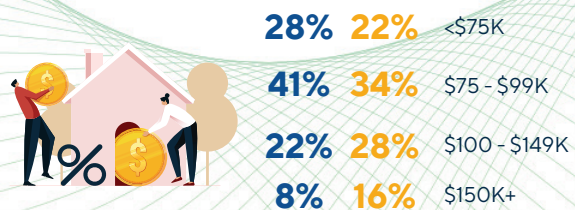
## Marital Status



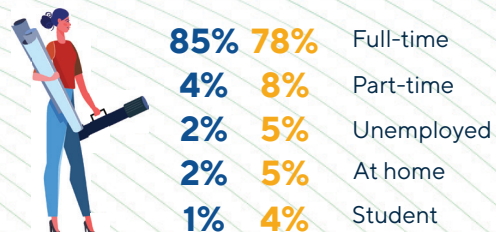
## Birthplace



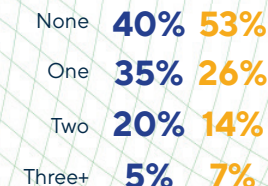
## Household Income



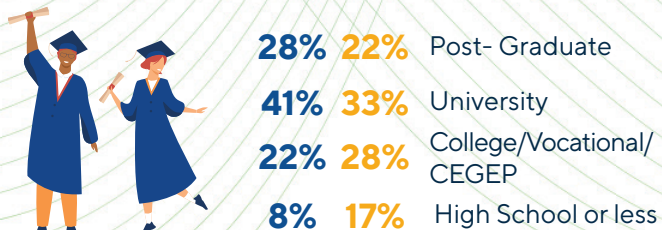
## Employment



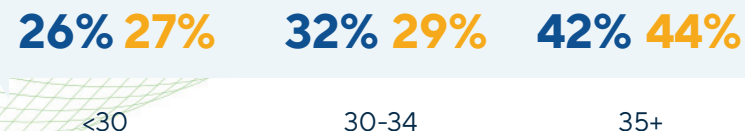
## Household Size



## Education



## Age





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