

TRREB 2024 Market Outlook & Year in Review

Consumer Polling Results

Video opens with Jason Mercer sitting facing the camera in a grey suit against a plain off-white background.

0:0:00 – 0:0:06 Text on screen- Jason Mercer, TRREB’s Chief Market Analyst

Audio

Jason Mercer – “In TRREB’S latest round of consumer surveys conducted by Ipsos, the share of likely home buyers for 2024 was at 28%, which was in line with the 2023 results. However, the share of people very likely to buy edge lower, which follows the impact of higher borrow costs on affordability...”

Visual – Text on screen – Buying Intentions at 28% in blue font

Audio

Jason Mercer – “...Now, on the supply side of the ledger, the number of homeowners, very likely or somewhat likely to list their home for sale in 2024 declined two percentage points to 37%...”

Visual – Text on screen – Selling Intentions Inclined in blue font

Audio

Jason Mercer – “...More alarming is the fact that those who indicated they were very likely to list dropped by four percentage points to 14%. The bottom line is that the lack of inventory in the GTA has been massed over the last two years by waning demand as demand picks up, we need to see strong effort from all levels of government to get shovels in the ground on new housing projects...”

Visual – The cover of TRREB’s report with the headline – Explore the Digital Digest and images of buildings, a housing development in construction, a street from above, coins and a couple looking at a laptop. TREBB’s logo is at the bottom left.