

Overall Buying Intentions [MO, 2022]

Jason Mercer, TRREB's Chief Market Analyst, stands in front of a grey background and speaks to the camera.

TRREB's most recent consumer polling, conducted by Ipsos, suggests that overall buying intentions for 2022 have dipped. When we look at those who indicate that they are very likely to buy, that share has remained in line with results for the last number of years. The bottom line is that those who are fully committed to a home purchase will do so in 2022, whereas some of those on the fence may put their decision on hold, partially due to higher borrowing costs.