

2018 Mortgage Consumer Survey

RENEWERS

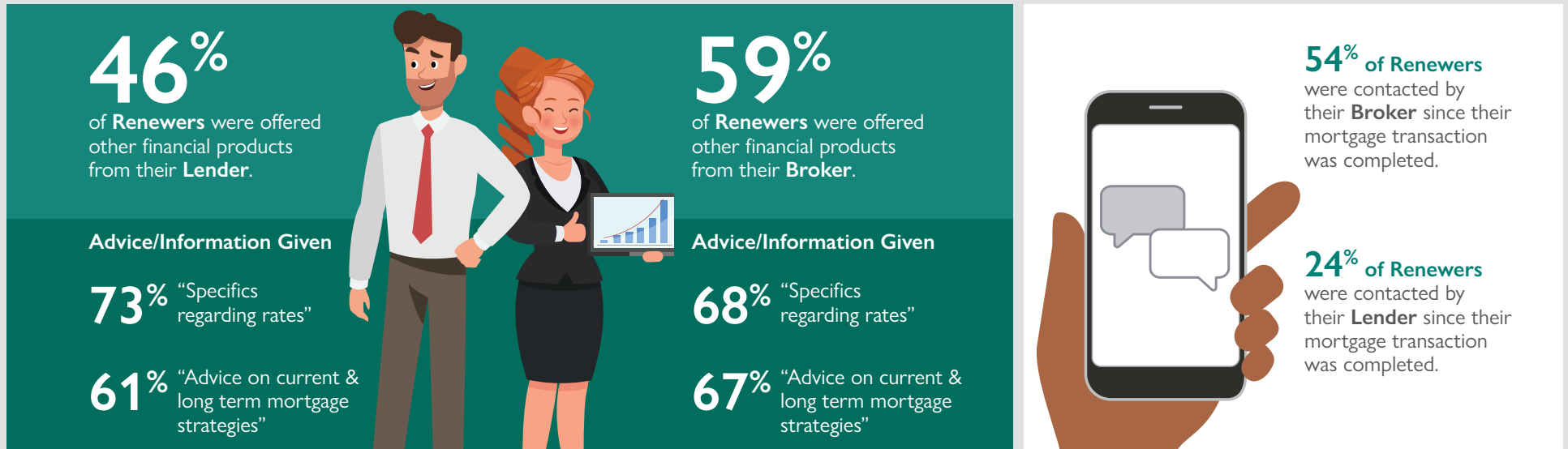
Renewers

- 26%** of Renewers are Gen X.
(35 – 44 years old)
- 80%** are employed full-time; 6% are self-employed.
- 71%** owned a single-detached home.
- 24%** have a household income of \$60k – \$90k;
17% have a household income over \$125k.

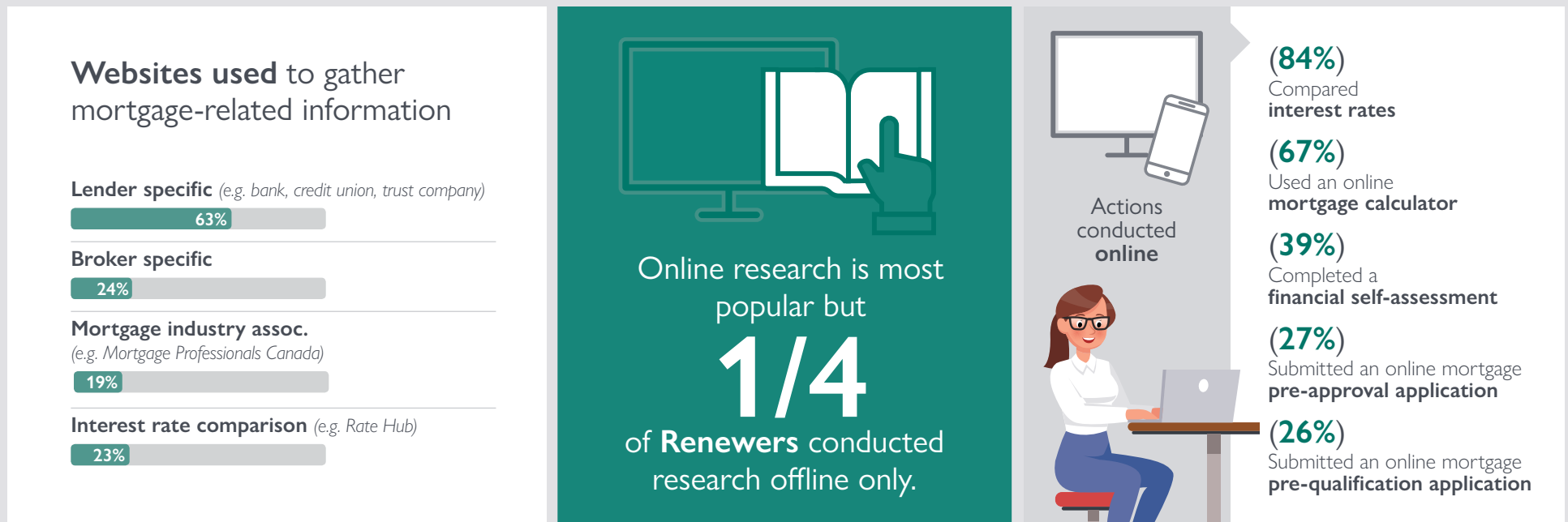


INSIGHTS FROM THE 2018 MORTGAGE CONSUMER SURVEY

Mortgage Process



Mortgage Information Gathering



Broker & Lender Experience

81%

of **Renewers** were satisfied with their **Mortgage Lender**.

69%

of **Renewers** were satisfied with their **Mortgage Broker**.



How did you find your **Broker**?

(21%)
Received a recommendation

(12%)
Already knew my Broker

(26%)
Broker website

How did you find your **Lender**?

(11%)
Received a recommendation

(26%)
Already knew my Lender

(47%)
It's my primary lending institution



of **Renewers** indicated their current level of debt, including their mortgage, is higher than expected.

Technology



Facebook was the top social media channel used among **Renewers**



53%



38%



23%



About **50%**

of **Renewers** somewhat or totally agree with the following statements:

"I would feel comfortable using more technology to arrange my next mortgage transaction."
(i.e. *online mortgage renewal*)

"I feel comfortable not having to visit my bank if I could access secure online tools/apps which provide me with the same access to services."

Summary of key findings

Researching mortgage-related information

- Online research is most popular but 1/4 of Renewers conducted research offline only.
- Most use a computer to access online mortgage-related information. The top actions conducted online include using an online mortgage calculator and comparing interest rates.
- The primary website used to gather mortgage information is by far lender websites.
- About half indicated they would feel comfortable using more technology to arrange their next mortgage transaction; however, face-to-face interaction is still rated as important.
- On average, Renewers contact 2.1 brokers and 2.5 lenders.

Broker experience

- Broker share remained steady amongst Renewers.
- Most find their broker as a result of the broker's website or a recommendation.
- The main reason for using a broker is to get the best rate or deal.
- Renewers would have liked more information on interest rates, mortgage or purchase fees and types of mortgages.
- 69% of Renewers were satisfied with their broker.

Lender experience

- Lender loyalty increased slightly amongst Renewers.
- When asked how they found their lender, almost half of Renewers indicated that it was their primary lending institution.
- Beside a better interest rate, a reason for staying with their lender: convenience/saves time and trust in the existing relationship.
- Top reason for switching lenders is: better product terms/conditions and trust in existing relationship.
- Renewers using a lender would have liked more information on interest rates and types of mortgages.
- 81% were satisfied with their mortgage lender.

Mortgage features and related costs

- Most Renewers obtained a fixed interest rate, a 5-year renewal term and 11 to 20-year amortization period.
- Nearly 1/4 indicated their current level of debt, including their mortgage, is higher than expected.
- Only 68% have a monthly budget.
- 70% are renovating or plan to renovate in the next 5 years.
- 30% did not know their renovation costs could be incorporated into their mortgage.

For more 2018 Mortgage Consumer Survey findings, go to cmhc.ca/MCS2018



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