

WHAT MORTGAGE CONSUMERS SAY

7 Quick Facts about Mortgage Consumers





76% looked online to research mortgage options and features

AMONG THOSE GOING ONLINE...



42%

used a mortgage rate comparison site



66%

used a mortgage calculator



33%

of Repeat Buyers in the last 12 months
said low interest rates was the most
important reason they bought a home

OUT OF RECENT BORROWERS...



24%

of lender clients

AND



53%

of broker clients

said they would have preferred to receive more information about interest rates

According to those polled, the top reasons for switching lenders were

**1. WANTING A BETTER
INTEREST RATE**

**2. BETTER PRODUCT TERMS
& CONDITIONS**



40% would be comfortable arranging their entire mortgage transaction using secure online tools and apps, without having to meet their mortgage professional in person



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Source: cmhc.ca/surveys