#### HOUSING MARKET INFORMATION

# HOUSING NOW London CMA



CANADA MORTGAGE AND HOUSING CORPORATION

#### Date Released: Second Quarter 2010

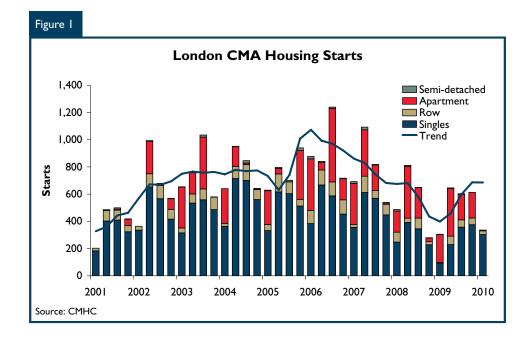
#### **New Home Market**

## New Housing Starts Soar in First Quarter

Home builders opened 2010 on a brighter note than in the previous three years in the London Census Metropolitan Area (CMA). Single-detached housing starts in the first quarter of 2010 were nearly triple the year before. While a large part of the increase is a result of the low

numbers last year, the 360 new home starts were the sixth best showing for a first quarter since 1973. The bulk of construction was in the City of London, where consumers have a variety of locations and styles from which to choose.

Since construction of townhouses and apartments was down significantly, the trend in total starts flattened in the first quarter of 2010 after having risen for several quarters. Only



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six apartment units were started compared to several apartment buildings totalling 206 units a year earlier. The rental vacancy rate has increased so the need for rental apartments is not strong.

The recovery in housing demand reflected trends in the labour market. Employment levels showed a gain of 1,800 jobs since the first quarter of 2009, with the strongest recovery coming in the educational services sector followed by health care and public administration. Overall, the recovery is still early and remains fragile.

Inventory trends diverged in the first quarter. The number of singledetached homes under construction rose somewhat faster than starts. indicating builders increased their working inventories. However, the stock of units completed and not yet sold was down to about a half of what is was at the end of the first quarter of 2009. The drop in inventories occurred mainly when demand began to pick up in mid-2009, indicating that builders are managing inventories prudently. However the market is slower to absorb the large number of apartment completions. In particular, some condominium apartments completed in early 2008 remain on the market. On the whole, the number of absorbed units was up 16 per cent in the first quarter.

## Average Price of New Homes Falters

The average price of new singledetached homes completed in the first quarter of 2010 was down four per cent from first quarter 2009 figures. The decrease in price was influenced by a greater share of new homes with values between \$200,000 and \$249,999 sold in the City of London resulting in an average price of \$332,212 for the CMA.

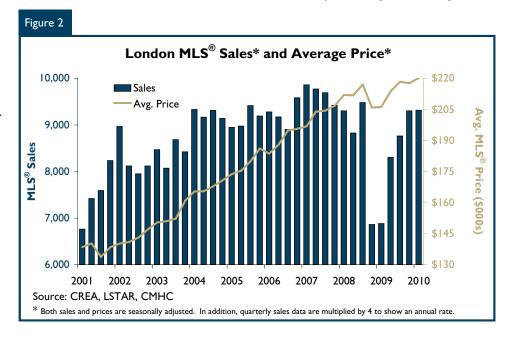
#### **Resale Home Market**

## Spring Fever Hits London's Resale Market in First Quarter of Year

Sales of existing homes through the Multiple Listing Service started the year with a bang, jumping 35 per cent from a year earlier. Many first-time homebuyers were encouraged to enter the homeownership market sooner rather than later due to the expectation of rising mortgage rates. However, after seasonal adjustment, sales were virtually unchanged from the previous quarter, indicating that sales are stabilizing at a high level.

New listings were up much less than sales on a year-over-year basis in the first quarter of 2010, and the market was significantly tighter than it had been a year ago. However, on a seasonally-adjusted basis, growth of new listings, like sales, was slowing significantly. However, it was still faster than sales and the sales-to-new listing ratio declined. The average price rose eight per cent to just over \$225,000 in the first quarter of 2010, reflecting the tightness of the market in the previous quarter. The changed distribution of sales by price range also explains part of the price increase. Homes with price tags of \$300,000 or more represented 19 per cent of sales in first quarter 2010 compared to 14 per cent in 2009. Sales activity has been above trend as sales are brought forward due to pending tax implementation and interest rate increases.

In the City of London, two storey homes were the number one seller. The strong sales growth which was accompanied by some price gains was an indication that repeat buyers were becoming a bigger force in the market. At the same time, strong activity in the lower price ranges was a sign that



first-time buyers continued to be an important presence. Prices were up for bungalows and condominiums. Indeed, the most affordable home experienced the strongest price

increase. Prices of low-rise apartment style condominium units increased 24 per cent as first-time buyers competing for a limited number of listings drove up sale prices. In St. Thomas, the MLS average house price remained virtually unchanged while sales showed a small uptick.

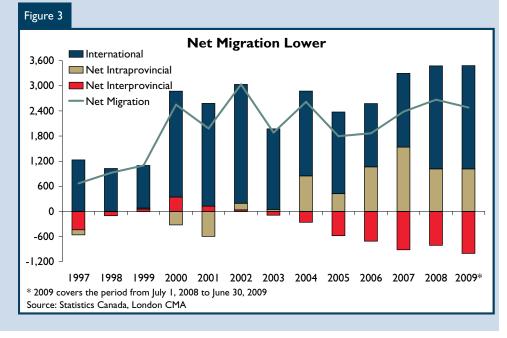
#### **Net Migration to London CMA Lower**

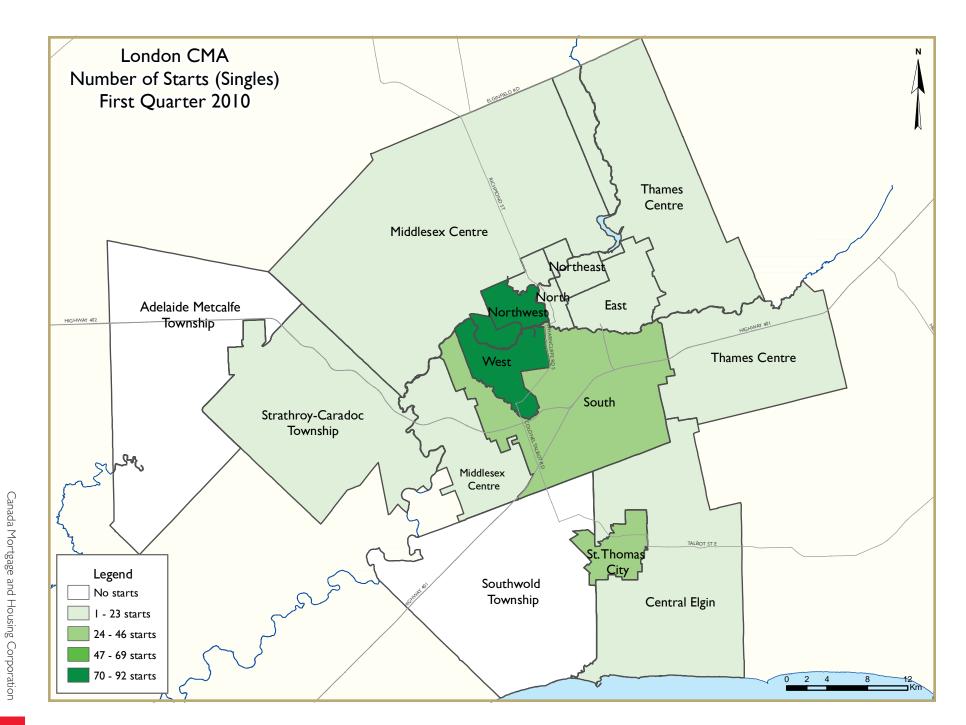
Recent figures released in the first quarter of 2010 by Statistics Canada estimate that net migration to the London CMA was down seven per cent in 2009 to just under 2,500 people. The decline was due to

interprovincial migration or more people leaving the CMA for other areas within the country, likely attracted by employment opportunities. However, based on the most recent data not yet available at the CMA level, this appears to be changing. This trend was seen in most major CMAs in Ontario except for Ottawa and Kingston. For more recent data on interprovincial migration, please consult this quarter's Ontario Housing Now.

London continued to attract international migrants and people relocating from within Ontario.

These people in combination with the number of new births minus deaths during the year resulted in a growth of 3,797 more residents.





#### HOUSING NOW REPORT TABLES

#### Available in ALL reports:

- I Housing Activity Summary of CMA
- 2 Starts by Submarket and by Dwelling Type Current Month or Quarter
- 2.1 Starts by Submarket and by Dwelling Type Year-to-Date
- 3 Completions by Submarket and by Dwelling Type Current Month or Quarter
- 3.1 Completions by Submarket and by Dwelling Type Year-to-Date
- 4 Absorbed Single-Detached Units by Price Range
- 5 MLS® Residential Activity
- 6 Economic Indicators

#### **Available in SELECTED Reports:**

- 1.1 Housing Activity Summary by Submarket
- 1.2 History of Housing Activity (once a year)
- 2.2 Starts by Submarket, by Dwelling Type and by Intended Market Current Month or Quarter
- 2.3 Starts by Submarket, by Dwelling Type and by Intended Market Year-to-Date
- 2.4 Starts by Submarket and by Intended Market Current Month or Quarter
- 2.5 Starts by Submarket and by Intended Market Year-to-Date
- 3.2 Completions by Submarket, by Dwelling Type and by Intended Market Current Month or Quarter
- 3.3 Completions by Submarket, by Dwelling Type and by Intended Market Year-to-Date
- 3.4 Completions by Submarket and by Intended Market Current Month or Quarter
- 3.5 Completions by Submarket and by Intended Market Year-to-Date
- 4.1 Average Price (\$) of Absorbed Single-Detached Units

#### **SYMBOLS**

- n/a Not applicable
- \* Totals may not add up due to co-operatives and unknown market types
- \*\* Percent change > 200%
- Nil
- -- Amount too small to be expressed
- SA Monthly figures are adjusted to remove normal seasonal variation

Table I: Housing Activity Summary of London CMA											
		Fi	rst Quart	er 2010							
			Owne	rship			Ren	4-1			
		Freehold		C	Condominium	ı	Ken	tai	T . 14		
	Single	Semi	Row, Apt. & Other	Single	Row and Semi	Apt. & Other	Single, Semi, and Row	Apt. & Other	Total*		
STARTS											
Q1 2010	326	0	0	34	27	0	0	6	393		
Q1 2009	84	2	3	10	0	0	0	206	305		
% Change	**	-100.0	-100.0	**	n/a	n/a	n/a	-97.1	28.9		
Year-to-date 2010	326	0	0	34	27	0	0	6	393		
Year-to-date 2009	84	2	3	10	0	0	0	206	305		
% Change	**	-100.0	-100.0	**	n/a	n/a	n/a	-97.1	28.9		
UNDER CONSTRUCTION											
Q1 2010	481	0	9	40	159	182	12	1,287	2,170		
Q1 2009	195	8	10	33	99	17	8	1,229	1,599		
% Change	146.7	-100.0	-10.0	21.2	60.6	**	50.0	4.7	35.7		
COMPLETIONS											
Q1 2010	242	2	0	32	31	0	2	207	516		
Q1 2009	162	0	0	28	25	0	21	129	365		
% Change	49.4	n/a	n/a	14.3	24.0	n/a	-90.5	60.5	41.4		
Year-to-date 2010	242	2	0	32	31	0	2	207	516		
Year-to-date 2009	162	0	0	28	25	0	21	129	365		
% Change	49.4	n/a	n/a	14.3	24.0	n/a	-90.5	60.5	41.4		
<b>COMPLETED &amp; NOT ABSORB</b>	ED										
Q1 2010	74	0	3	23	77	108	2	278	565		
Q1 2009	156	3	6	26	103	150	7	221	672		
% Change	-52.6	-100.0	-50.0	-11.5	-25.2	-28.0	-71.4	25.8	-15.9		
ABSORBED											
Q1 2010	251	3	0	26	43	21	2	126	472		
Q1 2009	152	2	0	25	25	17	2	184	407		
% Change	65.1	50.0	n/a	4.0	72.0	23.5	0.0	-31.5	16.0		
Year-to-date 2010	251	3	0	26	43	21	2	126	472		
Year-to-date 2009	152	2	0	25	25	17	2	184	407		
% Change	65.1	50.0	n/a	4.0	72.0	23.5	0.0	-31.5	16.0		

	Table I.I:	_			y by Subn	narket			
		Fi	rst Quart	er 2010					
			Owne	rship			Ren	4-1	
		Freehold		C	Condominium		Ken	tai	T 19
	Single	Semi	Row, Apt. & Other	Single	Row and Semi	Apt. & Other	Single, Semi, and Row	Apt. & Other	Total*
STARTS									
London City									
Q1 2010	269	0	0	34	27	0	0	6	336
Q1 2009	66	0	3	9	0	0	0	206	284
St. Thomas City									
Q1 2010	26	0	0	0	0	0	0	0	26
Q1 2009	6	2	0	I	0	0	0	0	9
Central Elgin									
Q1 2010	- 1	0	0	0	0	0	0	0	- 1
Q1 2009	2	0	0	0	0	0	0	0	2
Middlesex Centre									
Q1 2010	18	0	0	0	0	0	0	0	18
Q1 2009	4	0	0	0	0	0	0	0	4
Southwold TP									
Q1 2010	0	0	0	0	0	0	0	0	0
Q1 2009	2	0	0	0	0	0	0	0	2
Strathroy-Caradoc TP									
Q1 2010	- 11	0	0	0	0	0	0	0	11
Q1 2009	2	0	0	0	0	0	0	0	2
Thames Centre									
Q1 2010	1	0	0	0	0	0	0	0	- 1
Q1 2009	2	0	0	0	0	0	0	0	2
Adelaide Metcalfe TP									
Q1 2010	0	0	0	0	0	0	0	0	0
Q1 2009	0	0	0	0	0	0	0	0	0
London CMA									
Q1 2010	326	0	0	34	27	0	0	6	393
Q1 2009	84	2	3	10	0	0	0	206	305

	Table I.I:	_			y by Subn	narket			
		Fi	rst Quart						
			Owne	rship			Ren	tal	
		Freehold		C	Condominium		rten	cai	T . 19
	Single	Semi	Row, Apt. & Other	Single	Row and Semi	Apt. & Other	Single, Semi, and Row	Apt. & Other	Total*
UNDER CONSTRUCTION									
London City									
Q1 2010	380	0	9	39	136	182	12	1,275	2,033
Q1 2009	143	0	6	28	89	17	3	1,209	1, <del>4</del> 95
St. Thomas City									
Q1 2010	27	0	0	1	0	0	0	12	40
Q1 2009	9	8	0	I	0	0	0	0	18
Central Elgin									
Q1 2010	6	0	0	0	0	0	0	0	6
Q1 2009	8	0	0	0	0	0	0	0	8
Middlesex Centre									
Q1 2010	40	0	0	0	13	0	0	0	53
Q1 2009	14	0	0	3	0	0	0	20	37
Southwold TP									
Q1 2010	1	0	0	0	0	0	0	0	- 1
Q1 2009	5	0	0	0	0	0	0	0	5
Strathroy-Caradoc TP									
Q1 2010	18	0	0	0	10	0	0	0	28
Q1 2009	6	0	0	I	10	0	5	0	22
Thames Centre									
Q1 2010	9	0	0	0	0	0	0	0	9
Q1 2009	7	0	4	0	0	0	0	0	11
Adelaide Metcalfe TP									
Q1 2010	0	0	0	0	0	0	0	0	0
Q1 2009	3	0	0	0	0	0	0	0	3
London CMA									
Q1 2010	481	0	9	<del>4</del> 0	159	182	12	1,287	2,170
Q1 2009	195	8	10	33	99	17	8	1,229	1,599

Table I.I: Housing Activity Summary by Submarket											
		Fi	rst Quart	er 2010							
			Owne	rship							
		Freehold		C	Condominium		Ren	ital			
	Single	Semi	Row, Apt. & Other	Single	Row and Semi	Apt. & Other	Single, Semi, and Row	Apt. & Other	Total*		
COMPLETIONS											
London City											
Q1 2010	179	2	0	24	27	0	2	201	435		
Q1 2009	117	0	0	28	25	0	21	129	320		
St. Thomas City											
Q1 2010	23	0	0	3	0	0	0	6	32		
Q1 2009	19	0	0	0	0	0	0	0	19		
Central Elgin											
Q1 2010	7	0	0	0	0	0	0	0	7		
Q1 2009	2	0	0	0	0	0	0	0	2		
Middlesex Centre											
Q1 2010	18	0	0	3	4	0	0	0	25		
Q1 2009	16	0	0	0	0	0	0	0	16		
Southwold TP											
Q1 2010	0	0	0	0	0	0	0	0	0		
Q1 2009	- 1	0	0	0	0	0	0	0	I		
Strathroy-Caradoc TP											
Q1 2010	9	0	0	2	0	0	0	0	11		
Q1 2009	5	0	0	0	0	0	0	0	5		
Thames Centre											
Q1 2010	6	0	0	0	0	0	0	0	6		
Q1 2009	2	0	0	0	0	0	0	0	2		
Adelaide Metcalfe TP											
Q1 2010	0	0	0	0	0	0	0	0	0		
Q1 2009	0	0	0	0	0	0	0	0	0		
London CMA											
Q1 2010	242	2	0	32	31	0	2	207	516		
Q1 2009	162	0	0	28	25	0	21	129	365		

	Гable I.I:	_			y by Subn	narket			
		Fi	rst Quart						
			Owne	rship			Ren	tal	
		Freehold		C	Condominium		rten	cai	Total*
	Single	Semi	Row, Apt. & Other	Single	Row and Semi	Apt. & Other	Single, Semi, and Row	Apt. & Other	
<b>COMPLETED &amp; NOT ABSORB</b>	ED								
London City									
Q1 2010	53	0	3	19	70	108	2	238	493
Q1 2009	116	0	0	23	102	150	7	160	558
St. Thomas City									
Q1 2010	6	0	0	3	0	0	0	0	9
Q1 2009	13	3	0	2	0	0	0	0	18
Central Elgin									
Q1 2010	0	0	0	0	0	0	0	0	0
Q1 2009	3	0	0	0	0	0	0	0	3
Middlesex Centre									
Q1 2010	6	0	0	0	2	0	0	17	25
Q1 2009	17	0	0	0	1	0	0	20	38
Southwold TP									
Q1 2010	0	0	0	0	0	0	0	0	0
Q1 2009	0	0	0	0	0	0	0	0	0
Strathroy-Caradoc TP									
Q1 2010	7	0	0	1	0	0	0	23	31
Q1 2009	7	0	0	I	0	0	0	41	49
Thames Centre									
Q1 2010	2	0	0	0	5	0	0	0	7
Q1 2009	0	0	6	0	0	0	0	0	6
Adelaide Metcalfe TP									
Q1 2010	0	0	0	0	0	0	0	0	0
Q1 2009	0	0	0	0	0	0	0	0	0
London CMA									
Q1 2010	74	0	3	23	77	108	2	278	565
Q1 2009	156	3	6	26	103	150	7	221	672

	Table I.I:	_			y by Subn	narket				
		<u>Fi</u>	rst Quart							
			Owne	rship			Ren	tal		
		Freehold		C	Condominium		Ken	Lai	T 19	
	Single	Semi	Row, Apt. & Other	Single	Row and Semi	Apt. & Other	Single, Semi, and Row	Apt. & Other	Total*	
ABSORBED										
London City										
Q1 2010	193	2	0	20	39	21	2	118	395	
Q1 2009	111	0	0	25	25	17	2	179	359	
St. Thomas City										
Q1 2010	21	- 1	0	2	0	0	0	6	30	
Q1 2009	18	2	0	0	0	0	0	0	20	
Central Elgin										
Q1 2010	7	0	0	0	0	0	0	0	7	
Q1 2009	2	0	0	0	0	0	0	0	2	
Middlesex Centre										
Q1 2010	17	0	0	3	2	0	0	2	24	
Q1 2009	11	0	0	0	0	0	0	0	- 11	
Southwold TP										
Q1 2010	0	0	0	0	0	0	0	0	0	
Q1 2009	- 1	0	0	0	0	0	0	0	- 1	
Strathroy-Caradoc TP										
Q1 2010	9	0	0	1	1	0	0	0	11	
Q1 2009	7	0	0	0	0	0	0	5	12	
Thames Centre										
Q1 2010	4	0	0	0	1	0	0	0	5	
Q1 2009	2	0	0	0	0	0	0	0	2	
Adelaide Metcalfe TP										
Q1 2010	0	0	0	0	0	0	0	0	0	
Q1 2009	0	0	0	0	0	0	0	0	0	
London CMA										
Q1 2010	251	3	0	26	43	21	2	126	472	
Q1 2009	152	2	0	25	25	17	2	184	407	

Table 1.2: History of Housing Starts of London CMA											
			2000 - 2	2009							
			Owne	rship			Ren	tal			
		Freehold		(	Condominium		Ken	Ital			
	Single	Semi	Row, Apt. & Other	Single	Row and Semi	Apt. & Other	Single, Semi, and Row Other		Total*		
2009	950	10	10	103	141	182	23	749	2,168		
% Change	-23.4	-58.3	11.1	-12.7	-16.1	**	-42.5	-0.1	-9.1		
2008	1,241	24	9	118	168	35	40	750	2,385		
% Change	-32.9	-42.9	-57.1	-18.6	33.3	-5.4	-24.1				
2007	1,849	<del>4</del> 2	21	112	251	<del>4</del> 3	30	793	3,141		
% Change	-5.8	23.5	-41.7	-2.6	-31.2	n/a	-9.1	-29.7	-14.5		
2006	1,963	34	36	115	365	0	33	1,128	3,674		
% Change	2.1	-15.0	n/a	-18.4	43.7	n/a	-45.0	73.5	19.8		
2005	1,922	40	0	141	254	0	60	650	3,067		
% Change	-14.2	81.8	-100.0	62.1	16.5	-100.0	-31.0	95.2	-0.4		
2004	2,239	22	12	87	218	80	87	333	3,078		
% Change	24.9	57.1	-70.7	-6.5	8.5	n/a	77.6	-60.2	1.7		
2003	1,792	14	41	93	201	0	49	837	3,027		
% Change	-5.2	-12.5	-16.3	24.0	-16.6	n/a	**	163.2	16.2		
2002	1,891	16	49	75	241	0	14	318	2,604		
% Change	54.9	60.0	**	-21.9	38.5	n/a	-60.0	**	62.0		
2001	1,221	10	15	96	174	0	35	54	1,607		
% Change	6.7	0.0	-25.0	77.8	-30.1	n/a	-35.2	-70.3	-6.2		
2000	1,144	10	20	54	249	0	54	182	1,713		

Table 2: Starts by Submarket and by Dwelling Type First Quarter 2010												
	Sin	ıgle	Se	mi	Ro	ow	Apt. &	Other				
Submarket	QI 2010	QI 2009	% Change									
London City	303	75	0	0	27	3	6	206	336	284	18.3	
St. Thomas City	26	7	0	2	0	0	0	0	26	9	188.9	
Central Elgin	- 1	2	0	0	0	0	0	0	- 1	2	-50.0	
Middlesex Centre	18	4	0	0	0	0	0	0	18	4	**	
Southwold TP	0	2	0	0	0	0	0	0	0	2	-100.0	
Strathroy-Caradoc TP	- 11	2	0	0	0	0	0	0	- 11	2	**	
Thames Centre	- 1	2	0	0	0	0	0	0	I	2	-50.0	
Adelaide Metcalfe TP 0 0 0 0 0 0 0 0 0 0											n/a	
London CMA 360 94 0 2 27 3 6 206 393 305												

Table 2.2: S	tarts by Su		by Dwellir Quarter		nd by Inter	nded Mark	æt					
		Ro	W			Apt. &	Other					
Submarket	Freeho Condor		Ren	ital	Freeho Condor		Rer	ıtal				
	QI 2010	l 2010 Q I 2009 Q I 2010 Q I 2009 Q I 2010 Q I 2009 Q I 2010 Q										
London City	27	3	0	0	0	0	6	206				
St. Thomas City	0	0	0	0	0	0	0	0				
Central Elgin	0	0	0	0	0	0	0	0				
Middlesex Centre	0	0	0	0	0	0	0	0				
Southwold TP	0	0	0	0	0	0	0	0				
Strathroy-Caradoc TP	0	0	0	0	0	0	0	0				
Thames Centre	0	0 0 0 0 0 0										
Adelaide Metcalfe TP	0	0	0	0	0	0	0	0				
London CMA	27 3 0 0 0 0 6 20											

Table 2.4: Starts by Submarket and by Intended Market First Quarter 2010												
Freehold Condominium Rental Total*												
Submarket         Q1 2010         Q1 2009         Q1 2010         Q1 2009         Q1 2010         Q1 2010												
London City	269	69	61	9	6	206	336	284				
St. Thomas City	26	8	0	- 1	0	0	26	9				
Central Elgin	- 1	2	0	0	0	0	1	2				
Middlesex Centre	18	4	0	0	0	0	18	4				
Southwold TP	0	2	0	0	0	0	0	2				
Strathroy-Caradoc TP	11	2	0	0	0	0	11	2				
Thames Centre	I	2	0	0	0	0	1	2				
Adelaide Metcalfe TP	0	0	0	0	0	0	0	0				
London CMA	326	89	61	10	6	206	393	305				

Table 3: Completions by Submarket and by Dwelling Type First Quarter 2010												
	Sin	gle	Se	mi	Ro	ow	Apt. &	Other				
Submarket	QI 2010	QI 2009	QI 2010	QI 2009	QI 2010	Q1 2009	QI 2010	QI 2009	QI 2010	QI 2009	% Change	
London City	205	147	2	0	27	44	201	129	435	320	35.9	
St. Thomas City	26	19	0	0	0	0	6	0	32	19	68.4	
Central Elgin	7	2	0	0	0	0	0	0	7	2	**	
Middlesex Centre	21	16	0	0	4	0	0	0	25	16	56.3	
Southwold TP	0	- 1	0	0	0	0	0	0	0	- 1	-100.0	
Strathroy-Caradoc TP	- 11	5	0	0	0	0	0	0	- 11	5	120.0	
Thames Centre	6	2	0	0	0	0	0	0	6	2	200.0	
Adelaide Metcalfe TP	0	0	0	0	0	0	0	0	0	0	n/a	
London CMA	276	192	2	0	31	44	207	129	516	365	41.4	

Table 3.2: Completions by Submarket, by Dwelling Type and by Intended Market First Quarter 2010												
Row Apt. & Other												
Submarket		Freehold and Rental Freehold and Condominium										
	QI 2010	21 2010 QI 2009 QI 2010 QI 2009 QI 2010 QI 2009 QI 2010 QI 2										
London City	27	27 25 0 19 0 0 201										
St. Thomas City	0	0	0	0	0	0	6	0				
Central Elgin	0	0	0	0	0	0	0	0				
Middlesex Centre	4	0	0	0	0	0	0	0				
Southwold TP	0	0	0	0	0	0	0	0				
Strathroy-Caradoc TP	0	0	0	0	0	0	0	0				
Thames Centre	0	0 0 0 0 0 0										
Adelaide Metcalfe TP	0	0	0	0	0	0	0	0				
London CMA	31	25	0	19	0	0	207	129				

Table 3.4: Completions by Submarket and by Intended Market First Quarter 2010										
Submarket	Freel	nold	Condor	minium	Ren	ital	Total*			
	Q1 2010	Q1 2009								
London City	181	117	51	53	203	150	435	320		
St. Thomas City	23	19	3	0	6	0	32	19		
Central Elgin	7	2	0	0	0	0	7	2		
Middlesex Centre	18	16	7	0	0	0	25	16		
Southwold TP	0	- 1	0	0	0	0	0	- 1		
Strathroy-Caradoc TP	9	5	2	0	0	0	11	5		
Thames Centre	6	2	0	0	0	0	6	2		
Adelaide Metcalfe TP	0	0	0	0	0	0	0	0		
London CMA	244	162	63	53	209	150	516	365		

Table 4: Absorbed Single-Detached Units by Price Range													
First Quarter 2010													
	T			<del></del>		Ranges							
Submarket	ubmarket < \$20		\$200,000 \$200,000 - \$249,999		\$250,000 - \$299,999		\$300, \$399		\$400,000 +		Total	Median	Average
	Units	Share (%)	Units	Share (%)	Units	Share (%)	Units	Share (%)	Units	Share (%)		Price (\$)	Price (\$)
London City													
QI 2010	0	0.0	29	14.0	51	24.6	90	43.5	37	17.9	207	319,900	337,365
Q1 2009	2	1.5	6	4.4	41	30.1	59	43.4	28	20.6	136	329,093	351,847
Year-to-date 2010	0	0.0	29	14.0	51	24.6	90	43.5	37	17.9	207	319,900	337,365
Year-to-date 2009	2	1.5	6	4.4	41	30.1	59	43.4	28	20.6	136	329,093	351,847
St. Thomas City													
QI 2010	2	8.7	15	65.2	2	8.7	4	17.4	0	0.0	23	232,900	247,003
QI 2009	- 1	5.6	12	66.7	2	11.1	3	16.7	0	0.0	18	228,664	247,353
Year-to-date 2010	2	8.7	15	65.2	2	8.7	4	17.4	0	0.0	23	232,900	247,003
Year-to-date 2009	- 1	5.6	12	66.7	2	11.1	3	16.7	0	0.0	18	228,664	247,353
Central Elgin													
QI 2010	0	0.0	- 1	14.3	- 1	14.3	- 1	14.3	4	57.1	7		
Q1 2009	0	0.0	0	0.0	0	0.0	2	100.0	0	0.0	2		
Year-to-date 2010	0	0.0	- 1	14.3	- 1	14.3	- 1	14.3	4	57.1	7		
Year-to-date 2009	0	0.0	0	0.0	0	0.0	2	100.0	0	0.0	2		
Middlesex Centre													
Q1 2010	0	0.0	- 1	5.3	4	21.1	10	52.6	4	21.1	19	340,000	363,579
Q1 2009	0	0.0	0	0.0	3	27.3	2	18.2	6	54.5	- 11	400,000	425,455
Year-to-date 2010	0	0.0	- 1	5.3	4	21.1	10	52.6	4	21.1	19	340,000	363,579
Year-to-date 2009	0	0.0	0	0.0	3	27.3	2	18.2	6	54.5	- 11	400,000	425,455
Southwold TP													
QI 2010	0	n/a	0	n/a	0	n/a	0	n/a	0	n/a	0		
Q1 2009	0	0.0	0	0.0	0	0.0	I	100.0	0	0.0	- 1		
Year-to-date 2010	0	n/a	0	n/a	0	n/a	0	n/a	0	n/a	0		
Year-to-date 2009	0	0.0	0	0.0	0	0.0	- 1	100.0	0	0.0	- 1		
Strathroy-Caradoc TP													
QI 2010	2	25.0	- 1	12.5	2	25.0	3	37.5	0	0.0	8		
Q1 2009	0	0.0	0	0.0	2	28.6	3	42.9	2	28.6	7		
Year-to-date 2010	2	25.0	- 1	12.5	2		3		0	0.0	8		
Year-to-date 2009	0	0.0	0	0.0	2		3	42.9	2	28.6	7		
Thames Centre													
Q1 2010	0	0.0	0	0.0	- 1	25.0	0	0.0	3	75.0	4		
Q1 2009	0	0.0	0	0.0	0		- 1	50.0	- 1	50.0	2		
Year-to-date 2010	0	0.0	0	0.0	I		0		3	75.0			
Year-to-date 2009	0		0	0.0			I		1	50.0			
Adelaide Metcalfe TP													
Q1 2010	0	n/a	0	n/a	0	n/a	0	n/a	0	n/a	0		
Q1 2009	0	n/a	0	n/a	0	n/a	0	n/a	0	n/a	0		
Year-to-date 2010	0	n/a	0	n/a	0		0		0	n/a			
Year-to-date 2009	0	n/a		n/a	0		0		0	n/a			
London CMA									-				
Q1 2010	4	1.5	47	17.5	61	22.8	108	40.3	48	17.9	268	312,059	332,212
Q1 2009	3	1.7	18	10.2	48	27.1	71	40.1	37	20.9	177	322,250	346,032
Year-to-date 2010	4		47	17.5	61		108	40.3	48	17.9	268	312,059	332,212
Year-to-date 2009	3		18	10.2	48		71		37	20.9	177	322,250	346,032
1 Cal -LO-Uale 2007		1./	10	10.2	70	۷/.۱	/ 1	<del>1</del> U. I	3/	20.7	1//	322,230	370,032

Source: CMHC (Market Absorption Survey)

Table 4.1: Average Price (\$) of Absorbed Single-detached Units First Quarter 2010												
Submarket         Q1 2010         Q1 2009         % Change         YTD 2010         YTD 2009         % Change												
London City	337,365	351,847	-4.1	337,365	351,847	-4.1						
St. Thomas City	247,003	247,353	-0.1	247,003	247,353	-0.1						
Central Elgin			n/a			n/a						
Middlesex Centre	363,579	425,455	-14.5	363,579	425,455	-14.5						
Southwold TP			n/a			n/a						
Strathroy-Caradoc TP			n/a			n/a						
Thames Centre			n/a			n/a						
Adelaide Metcalfe TP			n/a			n/a						
London CMA	332,212	346,032	-4.0	332,212	346,032	-4.0						

Source: CMHC (Market Absorption Survey)

	Table 5: MLS® Residential Activity for London										
				First Q	uarter 20	10					
		Number of Sales	Yr/Yr <sup>2</sup> (%)	Sales SA <sup>1</sup>	Number of New Listings <sup>1</sup>	New Listings SA <sup>1</sup>	Sales-to- New Listings SA <sup>2</sup>	Average Price <sup>1</sup> (\$)	Yr/Yr² (%)	Average Price <sup>I</sup> (\$) SA	
2009	January	311	-35.5	520	1,149	1,252	41.5	205,919		204,267	
	February	494	-29.6	582	1,166	1,244	46.8	212,164	-2.3	206,535	
	March	686	-10.3	619	1,464	1,252	49.4	207,319	-0.3	207,472	
	April	821	-4.4	678	1,458	1,190	57.0	209,573	-0.5	208,013	
	May	886	-14.8	677	1,454	1,158	58.5	217,699	1.1	216,243	
	June	964	4.4	721	1,391	1,143	63.1	217,869	1.1	216,959	
	July	917	-6.3	711	1,347	1,175	60.5	218,675	2.1	216,434	
	August	761	-2.8	739	1,190	1,237	59.7	212,017	1.3	220,553	
	September	728	-8.1	741	1,304	1,191	62.2	217,473	1.0	218,037	
	October	688	14.7	773	1,162	1,231	62.8	217,083	4.0	215,751	
	November	600	50.0	750		1,332	56.3	215,199	3.8	221,093	
	December	458	55.3	803	655	1,392	57.7	215,582	11.9	216,311	
2010	January	487	56.6	816	1,129	1,286	63.5	221,917	7.8	223,027	
	February	623	26.1	744	1,185	1,279	58.2	221,956	4.6	211,670	
	March	885	29.0	769	1,774	1,487	51.7	228,897	10.4	225,301	
	April										
	May										
	June										
	July										
	August										
	September										
	October										
	November										
	December										
	QI 2009	1,491	-23.5		3,779			208,632	-2.1		
	Q1 2010	1,995	33.8		4,088			225,025	7.9		
	YTD 2009	1,491	-23.5		3,779			208,632	-2.1		
	YTD 2010	1,995	33.8		4,088			225,025	7.9		

MLS® is a registered trademark of the Canadian Real Estate Association (CREA).

Source: CREA

 $<sup>^2\</sup>mbox{Source: CMHC, adapted from MLS}\ensuremath{\mathbb{B}}$  data supplied by CREA

	Table 6: Economic Indicators First Quarter 2010											
		Intere	Interest Rates			CPI, 2002 =100 (Ontario)	London Labour Market					
		P & I		Total, London CMA 1997=100	Employment SA (,000)		Unemployment Rate (%) SA	Participation Rate (%) SA	Average Weekly Earnings (\$)			
2009	January	627	5.00	5.79	143.3	112.4	243.6	8.2	68.5	814		
	February	627	5.00	5.79	144.4	113.1	241.7	8.8	68.3	815		
	March	613	4.50	5.55	144.4	113.7	239.0	9.3	67.9	813		
	April	596	3.90	5.25	144.4	113.2	235.6	9.9	67.4	813		
	May	596	3.90	5.25	144.4	114.0	235.3	10.5	67.6	811		
	June	631	3.75	5.85	144.4	114.2	234.5	10.6	67.5	805		
	July	631	3.75	5.85	144.4	113.7	232.4	10.9	67.0	797		
	August	631	3.75	5.85	144.4	113.7	229.5	11.0	66.2	789		
	September	610	3.70	5.49	144.4	113.8	228.9	10.9	65.9	789		
	October	630	3.80	5.84	144.4	113.9	231.7	10.4	66.2	787		
	November	616	3.60	5.59	145.1	114.6	236.4	9.6	66.9	782		
	December	610	3.60	5.49	145.1	114.1	240.3	8.8	67.4	784		
2010	January	610	3.60	5.49	145.1	114.5	241.4	8.7	67.6	791		
	February	604	3.60	5.39	147.9	115.1	241.2	8.8	67.5	814		
	March	631	3.60	5.85		115.3	240.8	9.3	67.7	813		
	April											
	May											
	June											
	July											
	August											
	September											
	October											
	November											
	December											

<sup>&</sup>quot;P & I" means Principal and Interest (assumes \$100,000 mortgage amortized over 25 years using current 5 year interest rate)

Source: CMHC, adapted from Statistics Canada (CANSIM), Statistics Canada (CANSIM)

<sup>&</sup>quot;NHPI" means New Housing Price Index

<sup>&</sup>quot;CPI" means Consumer Price Index

<sup>&</sup>quot;SA" means Seasonally Adjusted

#### **METHODOLOGY**

#### **Starts & Completions Survey Methodology**

The Starts and Completions Survey is conducted by way of site visits which are used to confirm that new units have reached set stages in the construction process. Since most municipalities in the country issue building permits, these are used as an indication of where construction is likely to take place. In areas where there are no permits, reliance has to be placed either on local sources or searching procedures.

The Starts and Completions Survey is carried out monthly in urban areas with population in excess of 50,000, as defined by the 2006 Census. In urban areas with populations of 10,000 to 49,999, all Starts are enumerated in the last month of the quarter (i.e. four times a year, in March, June, September and December). In these centres with quarterly enumeration, Completion activity is modelled based on historical patterns. Monthly Starts and Completions activity in these quarterly locations are statistically estimated at a provincial level for single and multi categories. Centres with populations below 10,000 are enumerated on a sample basis, also in the last month of each quarter (i.e. four times a year, in March, June, September and December).

The Starts and Completions Survey enumerates dwelling units in new structures only, designed for non-transient and year-round occupancy.

Mobile homes are included in the surveys. A mobile home is a type of manufactured house that is completely assembled in a factory and then moved to a foundation before it is occupied.

Trailers or any other movable dwelling (the larger often referred to as a mobile home) with no permanent foundation are excluded from the survey.

Conversions and/or alterations within an existing structure are excluded from the surveys as are seasonal dwellings, such as: summer cottages, hunting and ski cabins, trailers and boat houses; and hostel accommodations, such as: hospitals, nursing homes, penal institutions, convents, monasteries, military and industrial camps, and collective types of accommodation such as: hotels, clubs, and lodging homes.

#### **Market Absorption Survey Methodology**

The Market Absorption Survey is carried out in conjunction with the Starts and Completions Survey in urban areas with populations in excess of 50,000. When a structure is recorded as completed, an update is also made as units are sold or rented. The dwellings are then enumerated each month until such time as full absorption occurs.

## STARTS AND COMPLETIONS SURVEY AND MARKET ABSORPTION SURVEY DEFINITIONS

A "dwelling unit", for purposes of the Starts and Completions Survey, is defined as a structurally separate set of self-contained living premises with a private entrance from outside the building or from a common hall, lobby, or stairway inside the building. Such an entrance must be one that can be used without passing through another separate dwelling unit.

A "start", for purposes of the Starts and Completions Survey, is defined as the beginning of construction work on a building, usually when the concrete has been poured for the whole of the footing around the structure, or an equivalent stage where a basement will not be part of the structure.

The number of units "under construction" as at the end of the period shown, takes into account certain adjustments which are necessary for various reasons. For example, after a start on a dwelling has commenced construction may cease, or a structure, when completed, may contain more or fewer dwelling units than were reported at start.

A "completion", for purposes of the Starts and Completions Survey, is defined as the stage at which all the proposed construction work on a dwelling unit has been performed, although under some circumstances a dwelling may be counted as completed where up to 10 per cent of the proposed work remains to be done.

The term "absorbed" means that a housing unit is no longer on the market (i.e. has been sold or rented). This usually happens when a binding contract is secured by a non-refundable deposit and has been signed by a qualified purchaser. The purpose of the Market Absorption Survey is to measure the rate at which units are sold or rented after they are completed, as well as collect prices.

#### **DWELLING TYPES:**

A "**Single-Detached**" dwelling (also referred to as "**Single**") is a building containing only one dwelling unit, which is completely separated on all sides from any other dwelling or structure. Includes link homes, where two units may share a common basement wall but are separated above grade. Also includes cluster-single developments.

A "Semi-Detached (Double)" dwelling (also referred to as "Semi") is one of two dwellings located side-by-side in a building, adjoining no other structure and separated by a common or party wall extending from ground to roof.

A "Row (Townhouse)" dwelling is a one family dwelling unit in a row of three or more attached dwellings separated by a common or party wall extending from ground to roof.

The term "Apartment and other" includes all dwellings other than those described above, including structures commonly known as stacked townhouses, duplexes, triplexes, double duplexes and row duplexes.

#### INTENDED MARKET:

The "intended market" is the tenure in which the unit is being marketed. This includes the following categories:

Freehold: A residence where the owner owns the dwelling and lot outright.

**Condominium (including Strata-Titled):** An individual dwelling which is privately owned, but where the building and/or the land are collectively owned by all dwelling unit owners. A condominium is a form of ownership rather than a type of house.

**Rental**: Dwelling constructed for rental purposes regardless of who finances the structure.

#### **GEOGRAPHICAL TERMS:**

A census metropolitan area (CMA) or a census agglomeration (CA) is formed by one or more adjacent municipalities centred on a large urban area (known as the urban core). The census population count of the urban core is at least 10,000 to form a census agglomeration and at least 100,000 to form a census metropolitan area. To be included in the CMA or CA, other adjacent municipalities must have a high degree on integration with the central urban area, as measured by commuting flows derived from census place of work data. CMAs and CAs contain whole municipalities or Census Subdivisions.

A "Rural" area, for the purposes of this publication, is a centre with a population less than 10,000.

All data presented in this publication is based on Statistics Canada's 2006 Census area definitions, except the Economic Indicators data (Table 6) which is based on Statistics Canada's 2001 Census area definitions.

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