

Q1. How important is it for you to stay in your current home throughout your retirement?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Answering (unwtd)	1349	572	777	220	473	656	40	193	606	510
Base: All Answering (wtd)	1211	596	615	221	424	565	83	376	513	239
Very important	516 43%	250 42%	265 43%	67 30%	159 37%	290 51%	48 57%	166 44%	205 40%	97 41%
Somewhat important	404 33%	225 38%	179 29%	70 32%	144 34%	190 34%	27 32%	126 34%	171 33%	79 33%
Somewhat unimportant	167 14%	76 13%	91 15%	41 18%	72 17%	55 10%	9 11%	42 11%	77 15%	39 16%
Not at all important	125 10%	44 7%	80 13%	44 20%	51 12%	30 5%	- -	41 11%	60 12%	23 10%
Sigma	1211 100%	596 100%	615 100%	221 100%	424 100%	565 100%	83 100%	376 100%	513 100%	239 100%
Summary										
Important (Net)	919 76%	475 80%	444 72%	137 62%	302 71%	480 85%	75 89%	292 78%	376 73%	177 74%
Not Important (Net)	292 24%	121 20%	171 28%	85 38%	122 29%	85 15%	9 11%	84 22%	137 27%	62 26%

Q2. Why is it important for you to stay in your home during retirement?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Answering (unwtd)	550	231	319	-	-	550	25	98	250	177
Base: All Answering (wtd)	480	231	250	-	-	480	45	175	188	72
Maintain independence	305	146	159	-	-	305	29	112	119	46
	64%	63%	64%	-	-	64%	63%	64%	63%	63%
							**	*		
Stay close to family, friends and/or your community	152	79	73	-	-	152	21	48	60	24
	32%	34%	29%	-	-	32%	46%	27%	32%	33%
							**	*		
Emotional attachments and memories	109	56	53	-	-	109	7	38	42	22
	23%	24%	21%	-	-	23%	15%	22%	23%	30%
							**	*		
Don't want to downsize	97	43	53	-	-	97	10	32	42	13
	20%	19%	21%	-	-	20%	22%	18%	22%	18%
							**	*		
Can't afford to move	68	27	41	-	-	68	5	29	24	9
	14%	12%	17%	-	-	14%	12%	17%	13%	13%
							**	*		
Other	30	12	18	-	-	30	-	13	13	4
	6%	5%	7%	-	-	6%	-	7%	7%	5%
							**	*		

Q3. Who has approached you about selling your home, sometimes known as ("downsizing")?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Answering (unwtd)	656	278	378	-	-	656	28	112	302	214
Base: All Answering (wtd)	565	277	288	-	-	565	52	200	226	87
Realtors	98 17%	52 19%	46 16%	-	-	98 17%	10 19%	24 12%	44 20%	20 23%
Friends and/or other family members	35 6%	18 7%	16 6%	-	-	35 6%	4 8%	12 6%	11 5%	7 8%
Adult Children	17 3%	5 2%	13 4%	-	-	17 3%	4 7%	2 1%	8 3%	4 5%
Bank and/or Financial Advisors	6 1%	4 2%	2 1%	-	-	6 1%	2 4%	1 1%	2 1%	* 1%
Neighbours	5 1%	* *	4 2%	-	-	5 1%	2 3%	- -	2 1%	1 1%
No one	427 76%	205 74%	222 77%	-	-	427 76%	33 65%	163 81%	171 76%	59 68%
Sigma	588 104%	285 103%	303 105%	-	-	588 104%	55 106%	202 101%	239 106%	92 105%
Summary										
Family and Friends (Net)	45 8%	22 8%	23 8%	-	-	45 8%	6 12%	14 7%	15 7%	9 11%