

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

	Total	REGION							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	West (Net)	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Answering (unwtd)</b>	<b>1349</b>	<b>153</b>	<b>157</b>	<b>113</b>	<b>560</b>	<b>227</b>	<b>139</b>	<b>423</b>	<b>187</b>	<b>229</b>	<b>448</b>	<b>314</b>	<b>339</b>	<b>1010</b>
<b>Base: All Answering (wtd)</b>	<b>1211</b>	<b>164</b>	<b>142</b>	<b>74</b>	<b>504</b>	<b>232</b>	<b>95</b>	<b>380</b>	<b>204</b>	<b>213</b>	<b>420</b>	<b>220</b>	<b>309</b>	<b>902</b>
Very important	516	66	56	24	205	121	44	145	109	93	167	69	107	408
	43%	40%	40%	32%	41%	52%	47%	38%	54%	43%	40%	31%	35%	45%
Somewhat important	404	58	42	29	176	66	32	129	60	78	142	77	98	306
	33%	35%	30%	39%	35%	29%	34%	34%	29%	37%	34%	35%	32%	34%
Somewhat unimportant	167	20	18	12	74	35	8	50	25	22	62	45	54	113
	14%	12%	13%	16%	15%	15%	9%	13%	12%	10%	15%	20%	17%	13%
Not at all important	125	21	26	9	49	9	10	56	9	21	49	29	50	75
	10%	13%	18%	12%	10%	4%	11%	15%	5%	10%	12%	13%	16%	8%
Sigma	1211	164	142	74	504	232	95	380	204	213	420	220	309	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>														
Important (Net)	919	123	98	53	381	187	76	274	169	171	310	146	205	714
	76%	75%	69%	72%	76%	81%	81%	72%	83%	80%	74%	67%	66%	79%
Not Important (Net)	292	41	44	21	123	44	18	106	34	43	111	74	104	188
	24%	25%	31%	28%	24%	19%	19%	28%	17%	20%	26%	33%	34%	21%

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

	REGION								HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	West (Net)	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Base: All Answering (unwtd)</b>	<b>550</b>	<b>67</b>	<b>69</b>	<b>31</b>	<b>229</b>	<b>100</b>	<b>54</b>	<b>167</b>	<b>104</b>	<b>115</b>	<b>150</b>	<b>88</b>	<b>16</b>	<b>534</b>
<b>Base: All Answering (wtd)</b>	<b>480</b>	<b>73</b>	<b>59</b>	<b>20</b>	<b>200</b>	<b>97</b>	<b>32</b>	<b>152</b>	<b>105</b>	<b>108</b>	<b>132</b>	<b>54</b>	<b>12</b>	<b>468</b>
Maintain independence	305	54	34	11	113	70	24	99	72	68	83	26	5	300
	64%	75%	58%	52%	57%	72%	74%	65%	69%	63%	63%	48%	43%	64%
Stay close to family, friends and/or your community	152	24	19	7	75	19	8	50	24	35	50	20	4	148
	32%	33%	33%	33%	38%	20%	25%	33%	23%	32%	38%	37%	35%	32%
	*	*	**	E	*	*	*	*	*	*	H	*	**	*
Emotional attachments and memories	109	13	14	5	49	22	6	31	21	31	28	12	5	104
	23%	17%	24%	23%	25%	23%	20%	21%	20%	29%	21%	21%	39%	22%
	*	*	**	*	*	*	*	*	*	*	*	*	**	*
Don't want to downsize	97	17	10	5	44	15	6	32	18	24	23	10	2	95
	20%	23%	17%	25%	22%	15%	18%	21%	17%	22%	17%	19%	16%	20%
	*	*	**	*	*	*	*	*	*	*	*	*	**	*
Can't afford to move	68	7	20	4	30	4	3	31	17	14	18	7	2	66
	14%	10%	34%	18%	15%	5%	10%	20%	17%	13%	13%	13%	17%	14%
	*	ADEFG*	**	E	*	*	AE	*	*	*	*	*	**	*
Other	30	5	2	*	13	8	2	7	6	4	6	7	2	28
	6%	6%	4%	2%	7%	8%	6%	5%	6%	4%	5%	12%	13%	6%
	*	*	**	*	*	*	*	*	*	*	*	I*	**	*

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

	REGION								HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	West (Net)	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Base: All Answering (unwtd)</b>	<b>656</b>	<b>77</b>	<b>88</b>	<b>42</b>	<b>275</b>	<b>115</b>	<b>59</b>	<b>207</b>	<b>115</b>	<b>133</b>	<b>182</b>	<b>114</b>	<b>20</b>	<b>636</b>
<b>Base: All Answering (wtd)</b>	<b>565</b>	<b>81</b>	<b>72</b>	<b>28</b>	<b>238</b>	<b>112</b>	<b>35</b>	<b>181</b>	<b>118</b>	<b>122</b>	<b>156</b>	<b>73</b>	<b>15</b>	<b>550</b>
Realtors	98	16	11	2	65	4	1	28	9	22	37	18	1	97
	17%	19%	15%	6%	27%	3%	4%	16%	8%	18%	23%	24%	5%	18%
Friends and/or other family members	35	5	4	2	13	9	2	11	11	9	4	6	2	33
	6%	6%	5%	6%	6%	8%	6%	6%	9%	7%	3%	8%	12%	6%
Adult Children	17	2	3	2	8	1	1	7	1	7	7	1	*	17
	3%	3%	4%	7%	3%	1%	2%	4%	1%	6%	4%	1%	2%	3%
Bank and/or Financial Advisors	6	-	1	1	4	*	-	2	-	3	3	1	1	5
	1%	-	1%	4%	2%	*	-	1%	-	2%	2%	1%	6%	1%
Neighbours	5	-	3	-	2	-	-	3	-	1	3	*	-	5
	1%	-	4%	-	1%	-	-	2%	-	1%	2%	*	-	1%
No one	427	59	54	22	161	100	31	135	98	90	109	51	12	415
	76%	73%	74%	79%	68%	89%	89%	75%	83%	74%	70%	70%	80%	75%
Sigma	588	82	75	28	253	114	35	186	119	131	163	76	15	572
	104%	102%	104%	102%	106%	102%	101%	103%	101%	108%	104%	105%	106%	104%
<b>Summary</b>														
Family and Friends (Net)	45	7	6	3	17	9	3	17	12	14	9	6	2	43
	8%	9%	8%	12%	7%	8%	8%	9%	10%	11%	6%	8%	14%	8%