

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

	Total	Age 1								Age 2					Importance	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55-74	75+	55+	65+	T2B Important	B2B Not important
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1349	44	176	213	260	373	223	60	220	473	596	60	656	283	1016	333
Base: All Answering (wtd)	1211	60	161	187	238	319	184	62	221	424	503	62	565	245	919	292
Very important	516	25	42	62	96	149	101	40	67	159	250	40	290	141	516	-
	43%	41%	26%	33%	41%	47%	55%	65%	30%	37%	50%	65%	51%	57%	56%	-
Somewhat important	404	24	46	64	79	103	70	17	70	144	173	17	190	87	404	-
	33%	40%	29%	34%	33%	32%	38%	28%	32%	34%	34%	28%	34%	36%	44%	-
Somewhat unimportant	167	7	34	33	39	43	8	4	41	72	51	4	55	12	-	167
	14%	12%	21%	17%	16%	13%	4%	6%	18%	17%	10%	6%	10%	5%	-	57%
Not at all important	125	5	39	28	23	24	5	1	44	51	29	1	30	6	-	125
	10%	8%	24%	15%	10%	8%	3%	1%	20%	12%	6%	1%	5%	2%	-	43%
Sigma	1211	60	161	187	238	319	184	62	221	424	503	62	565	245	919	292
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Important (Net)	919	49	88	126	176	252	171	57	137	302	423	57	480	228	919	-
	76%	80%	55%	68%	74%	79%	93%	93%	62%	71%	84%	93%	85%	93%	100%	-
Not Important (Net)	292	12	73	60	62	67	13	5	85	122	80	5	85	17	-	292
	24%	20%	45%	32%	26%	21%	7%	7%	38%	29%	16%	7%	15%	7%	-	100%

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

	Total	Age 1							Age 2						Importance	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55-74	75+	55+	65+	T2B important	B2B Not important
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	550	-	-	-	-	291	203	56	-	-	494	56	550	259	550	-
Base: All Answering (wtd)	480	-	-	-	-	252	171	57	-	-	423	57	480	228	480	-
Maintain independence	305	-	-	-	-	148	125	33	-	-	272	33	305	158	305	-
	64%	-	-	-	-	59%	73%	58%	-	-	64%	58%	64%	69%	64%	-
Stay close to family, friends and/or your community	152	-	-	-	-	80	43	29	-	-	123	29	152	72	152	-
	32%	-	-	-	-	32%	25%	51%	-	-	29%	51%	32%	32%	32%	-
Emotional attachments and memories	109	-	-	-	-	59	28	23	-	-	86	23	109	50	109	-
	23%	-	-	-	-	23%	16%	40%	-	-	20%	40%	23%	22%	23%	-
Don't want to downsize	97	-	-	-	-	52	36	9	-	-	88	9	97	45	97	-
	20%	-	-	-	-	21%	21%	15%	-	-	21%	15%	20%	20%	20%	-
Can't afford to move	68	-	-	-	-	40	24	4	-	-	64	4	68	28	68	-
	14%	-	-	-	-	16%	14%	8%	-	-	15%	8%	14%	12%	14%	-
Other	30	-	-	-	-	16	13	1	-	-	29	1	30	14	30	-
	6%	-	-	-	-	6%	7%	2%	-	-	7%	2%	6%	6%	6%	-

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

	Total	Age 1							Age 2						Importance	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55-74	75+	55+	65+	T2B important	B2B Not important
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	656	-	-	-	-	373	223	60	-	-	596	60	656	283	550	106
Base: All Answering (wtd)	565	-	-	-	-	319	184	62	-	-	503	62	565	245	480	85
Realtors	98	-	-	-	-	57	26	15	-	-	83	15	98	41	84	14
	17%	-	-	-	-	18%	14%	24%	-	-	17%	24%	17%	17%	17%	17%
								*			*					*
Friends and/or other family members	35	-	-	-	-	19	9	6	-	-	29	6	35	15	26	9
	6%	-	-	-	-	6%	5%	10%	-	-	6%	10%	6%	6%	5%	11%
								*			*					*
Adult Children	17	-	-	-	-	7	7	3	-	-	14	3	17	10	11	7
	3%	-	-	-	-	2%	4%	4%	-	-	3%	4%	3%	4%	2%	8%
								*			*					N*
Bank and/or Financial Advisors	6	-	-	-	-	6	-	*	-	-	6	*	6	*	4	3
	1%	-	-	-	-	2%	-	1%	-	-	1%	1%	1%	*	1%	3%
								*			*					*
Neighbours	5	-	-	-	-	3	1	-	-	-	5	-	5	1	3	1
	1%	-	-	-	-	1%	1%	-	-	-	1%	-	1%	1%	1%	2%
								*			*					*
No one	427	-	-	-	-	239	145	42	-	-	385	42	427	187	368	59
	76%	-	-	-	-	75%	79%	69%	-	-	76%	69%	76%	76%	77%	69%
								*			*					*
Sigma	588	-	-	-	-	332	189	66	-	-	521	66	588	256	495	93
	104%	-	-	-	-	104%	103%	108%	-	-	104%	108%	104%	104%	103%	110%
Summary																
Family and Friends (Net)	45	-	-	-	-	24	14	7	-	-	39	7	45	21	32	13
	8%	-	-	-	-	8%	8%	11%	-	-	8%	11%	8%	9%	7%	15%
								*			*					N*