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1. Which of the following best applies to you?

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Respondents (unwtd)	1870	895	975	872	768	230
Base: All Respondents (wtd)	1866	878	988	844	579	444
Have downsized my home	345	132	213	114	112	120
	18%	15%	22%	13%	19%	27%
			A		C	C*
Plan to downsize (Net)	626	286	340	319	189	118
	34%	33%	34%	38%	33%	27%
				DE		*
Haven't downsized yet, but plan to do so in the next 5 years	352	149	203	171	93	88
	19%	17%	21%	20%	16%	20%
				D		*
Haven't downsized yet, but plan to do so in over 5 years from now	274	137	137	148	96	30
	15%	16%	14%	18%	16%	7%
				E	E	*
Do not plan to downsize my home	895	460	435	411	279	206
	48%	52%	44%	49%	48%	46%
		B				*
Sigma	1866	878	988	844	579	444
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2_1. Please let us know if the following applies to you or not. - I moved to a new city/town when I downsized my home

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	319	134	185	114	149	56
Base: All Answering (wtd)	345	132	213	114	112	120
Yes	173	69	103	67	63	42
	50%	53%	48%	59%	57%	35%
			*			**
No	172	63	110	46	48	78
	50%	47%	52%	41%	43%	65%
			*			**
Sigma	345	132	213	114	112	120
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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Minimum Base: 30 (**), Small Base: 100 (*)

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2_2. Please let us know if the following applies to you or not. - I plan to move to a new city/town when downsizing my home

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	650	294	356	335	251	64
Base: All Answering (wtd)	626	286	340	319	189	118
Yes	212	104	108	144	58	11
	34%	37%	32%	45%	31%	9%
				D		**
No	414	181	232	175	131	107
	66%	63%	68%	55%	69%	91%
					C	**
Sigma	626	286	340	319	189	118
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B,C/D/E

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- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_1. To what extent do you agree or disagree with each of the following statements? - I am happy with my current home or living arrangement

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Respondents (unwtd)	1870	895	975	872	768	230
Base: All Respondents (wtd)	1866	878	988	844	579	444
Top 2 Box (Net)	1610	747	864	697	500	413
	86%	85%	87%	83%	86%	93%
					C	C*
Strongly agree	1044	454	590	398	323	322
	56%	52%	60%	47%	56%	73%
			A		C	CD*
Somewhat agree	566	293	274	299	177	91
	30%	33%	28%	35%	31%	20%
				DE		*
Neither agree nor disagree	134	78	56	79	42	13
	7%	9%	6%	9%	7%	3%
				E		*
Bottom 2 Box (Net)	122	53	69	67	37	17
	7%	6%	7%	8%	6%	4%
						*
Somewhat disagree	74	28	47	49	22	4
	4%	3%	5%	6%	4%	1%
				E		*
Strongly disagree	48	25	22	19	16	13
	3%	3%	2%	2%	3%	3%
						*
Sigma	1866	878	988	844	579	444
	100%	100%	100%	100%	100%	100%

Statistics:

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Minimum Base: 30 (**), Small Base: 100 (*)

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3_2. To what extent do you agree or disagree with each of the following statements? - I regret downsizing my home

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	319	134	185	114	149	56
Base: All Answering (wtd)	345	132	213	114	112	120
Top 2 Box (Net)	26 8%	11 9%	15 7%	12 11%	5 4%	9 8%
			*			**
Strongly agree	4 1%	3 2%	1 *	3 2%	1 1%	- -
			*			**
Somewhat agree	22 7%	8 6%	14 7%	9 8%	4 3%	9 8%
			*			**
Neither agree nor disagree	31 9%	14 10%	17 8%	10 9%	14 13%	7 6%
			*			**
Bottom 2 Box (Net)	288 83%	107 81%	181 85%	91 80%	93 83%	104 87%
			*			**
Somewhat disagree	72 21%	29 22%	43 20%	19 17%	26 23%	27 22%
			*			**
Strongly disagree	216 63%	78 59%	138 65%	72 64%	67 60%	77 64%
			*			**
Sigma	345 100%	132 100%	213 100%	114 100%	112 100%	120 100%

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_3. To what extent do you agree or disagree with each of the following statements? - The costs incurred as a result of downsizing was more than expected

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	319	134	185	114	149	56
Base: All Answering (wtd)	345	132	213	114	112	120
Top 2 Box (Net)	93 27%	43 32%	50 24%	33 29%	33 29%	27 23%
Strongly agree	13 4%	4 3%	9 4%	3 2%	9 8%	2 2%
Somewhat agree	80 23%	39 29%	41 19%	30 27%	24 21%	25 21%
Neither agree nor disagree	84 24%	36 28%	48 22%	32 28%	31 28%	21 17%
Bottom 2 Box (Net)	168 49%	53 40%	115 54%	49 43%	48 43%	72 60%
Somewhat disagree	115 33%	31 23%	84 40%	27 23%	29 26%	59 50%
Strongly disagree	53 15%	22 17%	31 14%	22 20%	18 16%	12 10%
Sigma	345 100%	132 100%	213 100%	114 100%	112 100%	120 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_4. To what extent do you agree or disagree with each of the following statements? - Downsizing my home was more trouble than it's worth

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	319	134	185	114	149	56
Base: All Answering (wtd)	345	132	213	114	112	120
Top 2 Box (Net)	27 8%	12 9%	15 7%	12 10%	11 10%	4 3%
			*			**
Strongly agree	7 2%	3 2%	4 2%	2 1%	4 4%	1 1%
			*			**
Somewhat agree	20 6%	9 7%	10 5%	10 9%	7 7%	3 2%
			*			**
Neither agree nor disagree	72 21%	21 16%	52 24%	15 13%	19 17%	38 32%
			*			**
Bottom 2 Box (Net)	246 71%	99 75%	147 69%	87 77%	82 73%	78 65%
			*			**
Somewhat disagree	108 31%	46 35%	62 29%	36 32%	29 26%	42 35%
			*			**
Strongly disagree	138 40%	53 40%	85 40%	50 44%	52 47%	35 29%
			*			**
Sigma	345 100%	132 100%	213 100%	114 100%	112 100%	120 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_5. To what extent do you agree or disagree with each of the following statements? - Downsizing my home was a great decision

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	319	134	185	114	149	56
Base: All Answering (wtd)	345	132	213	114	112	120
Top 2 Box (Net)	303	112	191	98	100	105
	88%	85%	90%	86%	89%	88%
			*			**
Strongly agree	199	65	134	71	62	66
	58%	49%	63%	62%	56%	55%
			*			**
Somewhat agree	104	47	56	27	38	39
	30%	36%	26%	24%	34%	32%
			*			**
Neither agree nor disagree	28	12	16	10	7	11
	8%	9%	8%	9%	6%	9%
			*			**
Bottom 2 Box (Net)	14	8	6	6	5	4
	4%	6%	3%	5%	4%	3%
			*			**
Somewhat disagree	8	5	4	3	3	3
	2%	4%	2%	3%	3%	2%
			*			**
Strongly disagree	6	3	3	3	2	1
	2%	2%	1%	3%	2%	1%
			*			**
Sigma	345	132	213	114	112	120
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_6. To what extent do you agree or disagree with each of the following statements? - The cost of downsizing a home is worth it

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Respondents (unwtd)	1870	895	975	872	768	230
Base: All Respondents (wtd)	1866	878	988	844	579	444
Top 2 Box (Net)	873	372	501	415	252	205
	47%	42%	51%	49%	44%	46%
		A	B	D		*
Strongly agree	241	101	141	122	64	55
	13%	11%	14%	14%	11%	12%
				D		*
Somewhat agree	631	271	360	293	188	150
	34%	31%	36%	35%	32%	34%
						*
Neither agree nor disagree	734	385	350	323	242	169
	39%	44%	35%	38%	42%	38%
		B				*
Bottom 2 Box (Net)	259	121	138	105	85	69
	14%	14%	14%	12%	15%	16%
						*
Somewhat disagree	197	96	101	89	65	43
	11%	11%	10%	11%	11%	10%
						*
Strongly disagree	62	25	37	16	20	27
	3%	3%	4%	2%	3%	6%
						*
Sigma	1866	878	988	844	579	444
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_7. To what extent do you agree or disagree with each of the following statements? - The cost of downsizing a home is expensive

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Respondents (unwtd)	1870	895	975	872	768	230
Base: All Respondents (wtd)	1866	878	988	844	579	444
Top 2 Box (Net)	595	288	307	263	209	123
	32%	33%	31%	31%	36%	28%
					C	*
Strongly agree	77	31	46	29	32	16
	4%	4%	5%	3%	6%	4%
					C	*
Somewhat agree	517	256	261	233	177	107
	28%	29%	26%	28%	31%	24%
						*
Neither agree nor disagree	808	364	445	338	233	237
	43%	41%	45%	40%	40%	53%
						CD*
Bottom 2 Box (Net)	463	226	237	243	137	84
	25%	26%	24%	29%	24%	19%
				D		*
Somewhat disagree	378	181	198	198	109	72
	20%	21%	20%	23%	19%	16%
				D		*
Strongly disagree	85	46	39	45	28	12
	5%	5%	4%	5%	5%	3%
						*
Sigma	1866	878	988	844	579	444
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_9. To what extent do you agree or disagree with each of the following statements? - I need the money from my home in order to live comfortably in retirement

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Respondents (unwtd)	1870	895	975	872	768	230
Base: All Respondents (wtd)	1866	878	988	844	579	444
Top 2 Box (Net)	571	232	340	295	155	122
	31%	26%	34%	35%	27%	27%
			A	D		*
Strongly agree	147	59	89	81	45	21
	8%	7%	9%	10%	8%	5%
						*
Somewhat agree	424	173	251	214	110	101
	23%	20%	25%	25%	19%	23%
			A	D		*
Neither agree nor disagree	457	226	231	206	156	95
	24%	26%	23%	24%	27%	21%
						*
Bottom 2 Box (Net)	838	420	418	343	268	227
	45%	48%	42%	41%	46%	51%
					C	*
Somewhat disagree	456	224	232	210	141	105
	24%	26%	23%	25%	24%	24%
						*
Strongly disagree	382	196	186	133	128	121
	20%	22%	19%	16%	22%	27%
					C	C*
Sigma	1866	878	988	844	579	444
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_10. To what extent do you agree or disagree with each of the following statements? - I'm skeptical that downsizing will actually save me money

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	1551	761	790	758	619	174
Base: All Answering (wtd)	1521	746	775	730	467	324
Top 2 Box (Net)	595	278	317	254	184	157
	39%	37%	41%	35%	39%	49%
						C*
Strongly agree	102	47	56	45	35	22
	7%	6%	7%	6%	8%	7%
						*
Somewhat agree	492	231	261	208	148	136
	32%	31%	34%	29%	32%	42%
						C*
Neither agree nor disagree	519	259	261	248	178	93
	34%	35%	34%	34%	38%	29%
						*
Bottom 2 Box (Net)	407	209	198	228	106	73
	27%	28%	26%	31%	23%	23%
				D		*
Somewhat disagree	330	165	165	175	85	70
	22%	22%	21%	24%	18%	21%
				D		*
Strongly disagree	77	44	33	53	21	4
	5%	6%	4%	7%	4%	1%
				DE		*
Sigma	1521	746	775	730	467	324
	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E

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- Column Means:

Columns Tested (5%): A/B,C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Why did you downsize / do you plan to downsize your home?

	Total	Gender		AGE		
		Male	Female	55-64	65-74	75+
		A	B	C	D	E
Base: All Answering (unwtd)	969	428	541	449	400	120
Base: All Answering (wtd)	971	418	553	433	301	238
Too expensive to remain in home	170 18%	60 14%	110 20%	70 16%	40 13%	59 25% *
Too much maintenance in home	495 51%	198 47%	297 54%	195 45%	140 47%	160 67% CD*
House is too big	453 47%	187 45%	265 48%	191 44%	140 47%	122 51% *
Children moved out	213 22%	91 22%	122 22%	111 26%	61 20%	41 17% *
Use income from sale to finance retirement	193 20%	79 19%	114 21%	97 23%	52 17%	43 18% *
Use income from sale to finance other purchases	108 11%	40 10%	69 12%	48 11%	23 8%	38 16% *
Other	139 14%	51 12%	88 16%	54 12%	49 16%	36 15% *
Sigma	1771 182%	706 169%	1065 192%	767 177%	506 168%	499 210%

Statistics:

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Columns Tested (5%): A/B,C/D/E

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Columns Tested (5%): A/B,C/D/E

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