

What type of home are you most likely to buy?

	Gender		Age			Region of Ontario						HH Income				Education				
	Total	Male	Female	18-34	35-54	55+	GTA 416	GTA 905	Central ON	East ON	SW ON	North ON	< \$40k	\$40-60k	\$60-100k	\$100k+	< HS	HS Only	Post-Sec	Univ. Grad
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Unweighted Base	1170	519	651	393	446	331	308	310	80	137	275	60	176	174	381	349	15	112	459	584
Base: Likely buyers	1276	698	578	424	557	295	356	389	82	123	267	59	179	187	424	394	15	114	482	665
Detached home	767	412	355	242	333	192	171	214	64	82	195	42	96	98	269	248	10	66	302	388
	60%	59%	61%	57%	60%	65%	48%	55%	77%	66%	73%	72%	54%	52%	64%	63%	69%	58%	63%	58%
Semi-detached						C			FG*	FG	FG	FG*			LM	M	**			
	114	57	57	47	52	15	31	43	3	8	24	5	27	18	37	28	1	10	46	57
	9%	8%	10%	11%	9%	5%	9%	11%	3%	6%	9%	9%	15%	10%	9%	7%	7%	8%	10%	9%
Townhouse/row house				E	E			H	*			*	NO				**			
	185	110	75	65	86	34	61	67	8	20	23	6	32	32	56	49	1	24	64	96
	15%	16%	13%	15%	15%	11%	17%	17%	9%	16%	9%	11%	18%	17%	13%	13%	10%	21%	13%	14%
High-rise Condominium (with 6 or more stories)							J	J	*	J		*					**	R		
	132	66	66	53	54	25	66	44	3	9	10	-	18	19	37	45	1	9	39	83
	10%	9%	11%	13%	10%	9%	19%	11%	4%	7%	4%	-	10%	10%	9%	12%	8%	8%	8%	13%
Low-rise condominium (with 5 or fewer stories)							GHIJK	JK	*	K		*					**			R
	78	52	26	17	31	30	27	21	5	5	15	5	5	21	25	24	1	5	31	41
	6%	7%	4%	4%	6%	10%	8%	5%	6%	4%	6%	8%	3%	11%	6%	6%	6%	5%	6%	6%
	B					CD			*			*	LNO			**				

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S

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

Which of the following best describes the location of the home you will purchase:

	Total	Gender		Age			Region of Ontario						HH Income				Education			
		Male	Female	18-34	35-54	55+	GTA 416	GTA 905	Central ON	East ON	SW ON	North ON	< \$40k	\$40-60k	\$60-100k	\$100k+	< HS	HS Only	Post-Sec	Univ. Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Unweighted Base	1170	519	651	393	446	331	308	310	80	137	275	60	176	174	381	349	15	112	459	584
Base: Likely buyers	1276	698	578	424	557	295	356	389	82	123	267	59	179	187	424	394	15	114	482	665
Suburban	463	247	217	147	222	94	128	193	14	40	78	10	59	58	161	153	3	25	144	291
	36%	35%	38%	35%	40%	32%	36%	50%	18%	32%	29%	18%	33%	31%	38%	39%	23%	22%	30%	44%
Downtown/urban	310	193	117	133	146	31	156	63	12	33	40	6	33	51	104	104	1	18	80	211
	24%	28%	20%	31%	26%	11%	44%	16%	14%	27%	15%	10%	18%	27%	25%	26%	6%	16%	17%	32%
		B		E	E		GHIJK		*	GHJK		*				L	**			QR
Small city or town	303	144	159	96	101	106	46	93	28	20	92	24	47	48	95	84	5	43	144	111
	24%	21%	28%	23%	18%	36%	13%	24%	35%	16%	35%	41%	27%	26%	22%	21%	36%	38%	30%	17%
Rural			A			CD		F	FI*		FGI	FGI*					**	S	S	
	199	114	85	48	88	64	26	40	27	31	56	19	40	30	63	54	5	28	114	52
	16%	16%	15%	11%	16%	22%	7%	10%	33%	25%	21%	32%	22%	16%	15%	14%	34%	24%	24%	8%
						CD			FGJ*	FG	FG	FG*	NO				**	S	S	

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S

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

Which of the following are the most-important factors when choosing in what location to buy a home? Please choose the top 3.

	Total	Gender		Age			Region of Ontario						HH Income				Education			
		Male	Female	18-34	35-54	55+	GTA 416	GTA 905	Central ON	East ON	SW ON	North ON	< \$40k	\$40-60k	\$60-100k	\$100k+	< HS	HS Only	Post-Sec	Univ. Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Unweighted Base	1170	519	651	393	446	331	308	310	80	137	275	60	176	174	381	349	15	112	459	584
Base: Likely buyers	1276	698	578	424	557	295	356	389	82	123	267	59	179	187	424	394	15	114	482	665
Affordability of homes	549	284	265	172	231	146	128	170	42	52	130	28	83	89	182	152	5	59	236	248
	43%	41%	46%	41%	41%	49%	36%	44%	51%	42%	49%	47%	46%	48%	43%	38%	34%	52%	49%	37%
						CD			F*		F	*					**	S	S	
Safe community	484	234	250	166	200	117	125	145	30	37	122	26	63	86	160	143	4	36	203	241
	38%	34%	43%	39%	36%	40%	35%	37%	36%	30%	46%	45%	35%	46%	38%	36%	27%	31%	42%	36%
			A						*		FGI	*		LO			**		Q	
Quality of the neighbourhood	438	256	182	129	197	112	109	131	31	51	97	20	47	56	151	150	8	30	153	246
	34%	37%	32%	30%	35%	38%	31%	34%	37%	41%	36%	34%	26%	30%	36%	38%	56%	27%	32%	37%
						C			*	F		*			L	L	**			Q
Convenient to work/job	343	189	154	152	164	27	115	108	18	24	69	9	47	55	112	105	2	26	104	212
	27%	27%	27%	36%	29%	9%	32%	28%	22%	20%	26%	15%	26%	29%	26%	27%	12%	23%	22%	32%
				E	E		IK	K	*			*					**			R
Close to amenities like restaurants, shopping, theatres, parks, etc.	325	185	140	94	132	99	89	111	22	31	59	13	38	49	106	110	4	18	132	171
	25%	27%	24%	22%	24%	34%	25%	29%	26%	25%	22%	22%	21%	26%	25%	28%	26%	16%	27%	26%
						CD			*			*					**		Q	Q
Close to family and/or friends	252	136	116	78	107	67	57	63	18	27	68	18	34	35	81	79	5	29	104	114
	20%	19%	20%	18%	19%	23%	16%	16%	22%	22%	26%	31%	19%	18%	19%	20%	31%	25%	22%	17%
									*		FG	FG*					**			
Close to transit	218	112	106	77	105	35	106	79	3	13	14	2	25	29	81	60	1	17	58	142
	17%	16%	18%	18%	19%	12%	30%	20%	4%	10%	5%	4%	14%	16%	19%	15%	6%	15%	12%	21%
				E	E		GHIJK	HIJK	*			*					**			R
Walkable community	206	118	89	52	86	69	63	53	21	19	42	8	32	29	74	56	3	14	88	102
	16%	17%	15%	12%	15%	23%	18%	14%	26%	15%	16%	14%	18%	16%	18%	14%	18%	12%	18%	15%
						CD			GJ*			*					**			
Close to schools	187	87	100	64	108	15	52	75	4	16	36	4	29	19	62	70	2	17	64	104
	15%	12%	17%	15%	19%	5%	15%	19%	5%	13%	13%	7%	16%	10%	15%	18%	14%	15%	13%	16%
			A	E	E		H	HK	*			*			M		**			
Style or age of homes in neighbourhood	169	97	72	52	73	45	39	40	16	20	43	10	20	19	60	57	2	18	58	91
	13%	14%	12%	12%	13%	15%	11%	10%	19%	17%	16%	17%	11%	10%	14%	14%	16%	16%	12%	14%
									G*		G	*					**			
Child-friendly	163	90	73	76	78	9	52	45	10	19	27	9	26	22	52	57	1	14	62	86
	13%	13%	13%	18%	14%	3%	15%	12%	13%	16%	10%	15%	14%	12%	12%	14%	6%	12%	13%	13%
				E	E				*			*					**			
Senior-friendly	110	68	42	14	24	72	14	43	14	12	22	6	15	19	40	26	3	11	43	52
	9%	10%	7%	3%	4%	24%	4%	11%	17%	9%	8%	10%	8%	10%	9%	7%	23%	10%	9%	8%
						CD		F	FJ*	F	F	*					**			

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- Column Means:

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What is the main reason behind the timing for your home sale?

	Total	Gender		Age			Region of Ontario						HH Income				Education			
		Male	Female	18-34	35-54	55+	GTA 416	GTA 905	Central ON	East ON	SW ON	North ON	< \$40k	\$40-60k	\$60-100k	\$100k+	< HS	HS Only	Post-Sec	Univ. Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Unweighted Base	1000	461	539	263	352	385	218	257	82	124	255	64	111	143	342	329	16	94	403	487
Base: Likely sellers	1066	601	465	287	440	339	256	319	82	109	241	59	112	141	371	370	16	90	406	555
I'm moving for family reasons	208	112	96	57	109	42	60	55	13	19	49	12	21	24	70	83	1	12	88	107
	19%	19%	21%	20%	25%	12%	23%	17%	16%	17%	20%	20%	18%	17%	19%	22%	6%	13%	22%	19%
Downsizing				E	E				*			*					**	*		
	199	95	104	12	62	126	21	68	25	24	47	15	18	32	68	64	6	22	100	72
	19%	16%	22%	4%	14%	37%	8%	21%	30%	22%	19%	26%	16%	23%	18%	17%	37%	24%	25%	13%
I'm ready to sell - the time is right			A		C	CD		F	F*	F	F	F*					**	S*	S	
	178	107	71	67	78	33	48	54	10	19	39	10	18	17	76	59	3	16	60	99
	17%	18%	15%	23%	18%	10%	19%	17%	12%	17%	16%	17%	16%	12%	21%	16%	20%	17%	15%	18%
Housing prices are favourable right now for selling				E	E				*			*			M		**	*		
	156	91	65	43	79	34	50	48	6	16	31	5	18	22	58	47	1	20	54	81
	15%	15%	14%	15%	18%	10%	19%	15%	7%	15%	13%	8%	16%	16%	16%	13%	7%	22%	13%	15%
Age or health reasons				E			HK		*			*					**	R*		
	98	64	34	14	23	62	16	23	11	15	25	8	13	17	24	36	3	7	40	48
	9%	11%	7%	5%	5%	18%	6%	7%	14%	14%	10%	13%	11%	12%	7%	10%	21%	8%	10%	9%
I'm moving for work reasons						CD			F*	FG		*		N			**	*		
	87	56	31	45	34	7	26	26	4	5	22	4	8	16	28	30	-	5	20	62
	8%	9%	7%	16%	8%	2%	10%	8%	4%	5%	9%	7%	7%	11%	8%	8%	-	5%	5%	11%
I want to exit the real-estate market				DE	E				*			*					**	*		R
	29	22	7	19	7	2	10	12	-	2	3	1	6	2	11	8	-	2	4	23
	3%	4%	1%	7%	2%	1%	4%	4%	-	2%	1%	2%	6%	1%	3%	2%	-	3%	1%	4%
Other		B		DE					*			*					**	*		R
	112	54	58	31	48	33	27	33	14	8	26	5	11	11	36	42	1	6	40	64
	10%	9%	12%	11%	11%	10%	10%	10%	17%	8%	11%	8%	10%	7%	10%	11%	9%	7%	10%	11%
									*			*					**	*		

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S
 Minimum Base: 30 (**), Small Base: 100 (*)

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