

The first question is about the different considerations people have in deciding to make a real estate purchase. Thinking about the real estate purchase you (made/expect to make), were each of the following factors very important, somewhat important, not very important, or not at all important when you decided to buy?

Base: 900
%

Mortgage rates

Very important/Somewhat important	86
Not very important/Not at all important	14
Don't know	0

Selection or availability of homes on the market

Very important/Somewhat important	82
Not very important/Not at all important	17
Don't know	0

Stability of the Canadian economy

Very important/Somewhat important	62
Not very important/Not at all important	38
Don't know	0

Real estate prices

Very important/Somewhat important	93
Not very important/Not at all important	7
Don't know	0

The comparison with other investment options

Very important/Somewhat important	52
Not very important/Not at all important	46
Don't know	2

Regulations for minimum down payment or use of RRSP funds

Very important/Somewhat important	53
Not very important/Not at all important	45
Don't know	1

Your own financial readiness

Very important/Somewhat important	94
Not very important/Not at all important	6
Don't know	0

A personal situation such as marriage, change in family size or circumstances

Very important/Somewhat important	67
Not very important/Not at all important	33
Don't know	0

The next question asks how you feel about different investment options today compared to two or three years ago. For each of the following, please tell me whether you feel more or less confident in this type of investment now, or about the same as you did two or three years ago.

Base: 900
%

A home or personal residence

More confident now	45
About the same	41
Less confident now	13
Don't know	1

An acreage, lot or vacation property

More confident now	25
About the same	44
Less confident now	26
Don't know	5

Stocks and mutual funds

More confident now	23
About the same	33
Less confident now	41
Don't know	3

Foreign currencies

More confident now	13
About the same	30
Less confident now	53
Don't know	5

Commodities (e.g., metals, grain, livestock)

More confident now	10
About the same	43
Less confident now	38
Don't know	8

Which of these investment options do you personally feel will provide the best security over the next five years?

Base:	900
	%
A home or personal residence	49
An acreage, lot or vacation property	8
Stocks and mutual funds	31
Foreign currencies	1
Commodities	3
Or something else	6
My own business/ home-based business	1
Government investments	0
Bonds/ GIC's/ term deposits	1
Income property/ rental property/ Commercial real-estate	1
RRSP (unspecified)	1
Other	1
Don't know	2

**How important is that in your decision of which agent to use?
(Based on a 10 point importance scale)**

Easy to reach when called

Mean 9

Takes time to listen and understand your needs

Mean 9.3

Has many years of experience

Mean 7.4

Makes a point of contacting you on a regular basis

Mean 8.4

Is friendly and helpful

Mean 9

Referred by someone you know

Mean 7.4

Is someone you've dealt with before

Mean 7

Is familiar with the area or community involved

Mean 8.9

Is honest and trustworthy

Mean 9.6

Can provide advice about mortgages, insurance and other things related to your purchase

Mean 7.9

How much do you agree or disagree with this statement about real estate ownership.

Base: 900
%

Owning real estate makes me feel more financially secure

Strongly agree/Somewhat agree 88

Somewhat disagree/Strongly disagree 11

Don't know 1

I am proud of my home and like to show it off

Strongly agree/Somewhat agree 92

Somewhat disagree/Strongly disagree 7

Don't know 1

One of the best things about owning a home is that it's yours and you set the rules

Strongly agree/Somewhat agree 94

Somewhat disagree/Strongly disagree 6

Don't know 1

Owning real estate is a responsible thing to do

Strongly agree/Somewhat agree 87

Somewhat disagree/Strongly disagree 12

Don't know 1

I feel a greater sense of community or neighbourhood from owning real estate

Strongly agree/Somewhat agree 87

Somewhat disagree/Strongly disagree 11

Don't know 1

Owning a home is much more than a place to live or having a roof over your head

Strongly agree/Somewhat agree 96

Somewhat disagree/Strongly disagree 3

Don't know 1

Real estate ownership is a sign of achievement and success

Strongly agree/Somewhat agree	81
Somewhat disagree/Strongly disagree	18
Don't know	1

Open house information or registration

Very interested/Somewhat interested	89
Not very interested/Not at all interested	11
Don't know	1

How likely would you be to use the Internet to get information about or to help with buying or selling a home or other real estate? Is it that you...

Base:	900
	%
Definitely would/Probably would	56
Might or might not	15
Probably would not/Definitely would not	28
Don't know	1

How interested would you be in this feature of a real estate Internet site?

Base: Def would/ Prob would/ Might use the Internet	635
	%

Photos of homes and property for sale

Very interested/Somewhat interested	97
Not very interested/Not at all interested	3
Don't know	0

A directory of real estate agents

Very interested/Somewhat interested	71
Not very interested/Not at all interested	28
Don't know	1

Information about neighbourhoods

Very interested/Somewhat interested	94
Not very interested/Not at all interested	6
Don't know	0

Information about mortgages and financing

Very interested/Somewhat interested	87
Not very interested/Not at all interested	13
Don't know	0

A virtual or simulated tour of homes

Very interested/Somewhat interested	88
Not very interested/Not at all interested	12
Don't know	0