

Century 21 - Attitudes towards the Housing Market in Canada

On a scale of 1 to 7, with '1' being 'not at all important' and '7' being 'very important', how important do you believe it is to own your own home?

Detailed tables

		18-26				40-54			
	Total	Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: All respondents	601	264	42	84	188	337	231	31	51
Weighted	601	212	33	66	150	389	264	35	51
7 - Very important	39%	30%	47%	35%	29%	44%	54%	44%	40%
6	25%	31%	23%	36%	35%	21%	24%	29%	21%
5	18%	22%	19%	16%	22%	16%	16%	17%	23%
4	11%	9%	7%	9%	9%	12%	4%	7%	8%
3	3%	2%	4%	-	0	3%	2%	3%	8%
2	1%	1%	-	-	2%	1%	0	-	-
1 - Not at all important	4%	5%	-	5%	3%	3%	-	-	-
Summary									
Top2Box (6,7)	64%	61%	70%	71%	64%	65%	78%	72%	61%
Low2Box (1,2)	5%	6%	-	5%	5%	4%	0	-	-
Mean	5.7	5.6	6.0	5.8	5.7	5.7	6.2	6.0	5.8

Do you currently own the home in which you live?

		18-26				40-54			
	Total	Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: All respondents	601	264	42	84	188	337	231	31	51
Weighted	601	212	33	66	150	389	264	35	51
Yes	49%	16%	100%	-	-	68%	100%	-	-
No	51%	84%	-	100%	100%	32%	-	100%	100%

How likely are you to purchase a home within the next 2 years?

		18-26				40-54			
	Total	Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: Those who currently do not own the home they live in	328	222	0	84	188	106	0	31	51
Weighted	304	179	0	66	150	125	0	35	51
Very likely	11%	14%	-	37%	16%	8%	-	29%	20%
Somewhat likely	22%	23%	-	63%	28%	20%	-	71%	48%
Not very likely	36%	34%	-	-	39%	40%	-	-	27%
Not at all likely	31%	30%	-	-	17%	32%	-	-	5%
Summary									
Top2Box (Likely)	33%	37%	-	100%	44%	28%	-	100%	68%
Low2Box (Unlikely)	67%	63%	-	-	56%	72%	-	-	32%

Summary table of ownership intentions

		18-26				40-54			
	Total	Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: All respondents	601	264	42	84	188	337	231	31	51
Weighted	601	212	33	66	150	389	264	35	51
Will buy within 10 years	33%	71%	-	100%	100%	13%	-	100%	100%
Base: Those who do not currently own home	328	222	0	84	188	106	0	31	51
Weighted	304	179	0	66	150	125	0	35	51
Will buy within 10 years	66%	84%	-	100%	100%	41%	-	100%	100%

Century 21 - Attitudes towards the Housing Market in Canada

Detailed tables

Thinking back to when you bought your current home, what was the main reason you decided to buy it rather than stay where you were? What is the main reason you will likely buy a home within the next 2 years? What would be the main reason for you to buy a home in the future? [COMBINED TABLE]

	Total	18-26				40-54			
		Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: Valid respondents	534	247	42	84	188	287	231	31	51
Weighted	519	197	33	66	150	321	264	35	51
Saved up enough money / financially capable	22%	28%	12%	16%	29%	18%	18%	12%	18%
Need(ed)/want(ed) more space	16%	13%	18%	17%	13%	18%	20%	7%	5%
Tired of renting	16%	16%	16%	24%	18%	15%	14%	18%	20%
Cheaper than renting	12%	18%	18%	24%	16%	9%	7%	18%	15%
Larger family	10%	10%	8%	7%	11%	10%	11%	6%	6%
Investment opportunity	7%	10%	17%	9%	9%	5%	3%	13%	17%
Relocated/ moved to a different town-city/ transferred	4%	0	1%	-	-	6%	7%	8%	5%
Better location (various reasons)	2%	1%	3%	-	0	2%	3%	-	-
Change in marital status	2%	0	-	1%	0	2%	2%	3%	2%
Low interest rates	2%	1%	6%	-	-	2%	2%	5%	3%
Concern about rising house prices	1%	0	-	1%	0	2%	2%	-	2%
'Empty Nester'/ smaller family/ downsized	0	-	-	-	-	1%	1%	-	-
Other	7%	2%	2%	-	3%	10%	10%	11%	8%

What were the three most important features/attributes you looked for when searching for your new home? What are the three most important features/attributes you will look for when searching for your new home? What would be the three most important features/attributes you would look for when searching for your new home? [TOTAL MENTIONS COMBINED TABLE]

	Total	18-26				40-54			
		Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: Valid respondents	534	247	42	84	188	287	231	31	51
Weighted	519	197	33	66	150	321	264	35	51
HOUSE FEATURES (NET)	80%	84%	81%	80%	83%	78%	77%	80%	81%
– Size/ space/ square footage	34%	39%	37%	42%	38%	31%	29%	37%	41%
– Condition of the house/ quality/ construction	16%	21%	7%	22%	24%	13%	12%	14%	17%
– Size of the yard/ lot size/ acreage	15%	16%	11%	19%	18%	15%	14%	21%	19%
– Style (bungalow, split./ appearance/ exterior look/ design	9%	11%	9%	11%	10%	8%	8%	5%	8%
– Number of bedrooms	8%	7%	17%	6%	5%	9%	11%	-	3%
– Layout/ floor plan	8%	8%	9%	6%	8%	8%	7%	5%	3%
– Features (Fireplace, furnishings, accessibility)	7%	6%	5%	7%	7%	7%	6%	8%	9%
– Age of the house	6%	9%	10%	12%	9%	3%	3%	9%	6%
– Garage (double, attached, detached.)	5%	4%	8%	5%	4%	6%	5%	5%	7%
– Basement	3%	3%	8%	1%	3%	3%	3%	5%	7%
– Size of rooms	3%	3%	3%	4%	3%	3%	3%	2%	1%
– Kitchen	2%	2%	-	1%	2%	3%	1%	13%	9%
– Number of bathrooms	2%	1%	-	3%	1%	3%	1%	7%	5%
LOCATION (NET)	70%	69%	63%	58%	69%	71%	73%	78%	72%
– Location	45%	44%	43%	41%	44%	45%	46%	49%	48%
– Neighborhood/ community	11%	14%	14%	12%	14%	10%	10%	12%	11%
– Peaceful/ safe area	10%	10%	3%	7%	11%	9%	8%	19%	15%
– Country/ rural setting	6%	2%	3%	-	2%	8%	9%	-	2%
– Nice View	2%	2%	2%	1%	2%	2%	3%	-	-
– Waterfront property	2%	1%	-	-	1%	2%	2%	-	2%
CONVENIENCES (NET)	15%	13%	16%	11%	13%	16%	18%	7%	8%
– Proximity to amenities (shopping, schools, services, parks etc..)	10%	10%	14%	7%	9%	10%	11%	7%	8%
– Proximity to work	4%	2%	2%	4%	3%	4%	5%	-	-
– Public transportation available	2%	1%	-	1%	1%	2%	3%	-	-
OTHERS (NET)	65%	62%	70%	58%	59%	67%	71%	59%	55%
– Price/ affordability	47%	44%	62%	44%	41%	48%	51%	36%	35%
– Privacy	3%	1%	2%	-	-	4%	4%	3%	2%
– Resale value/ resale potential	2%	1%	2%	1%	1%	2%	2%	3%	2%
– Other	22%	22%	13%	20%	22%	22%	23%	21%	20%
None/ nothing	0	0	-	1%	0	-	-	-	-
(DK/NS)	1%	2%	2%	4%	2%	-	-	-	-

And approximately how many years ago did you purchase this home

		18-26				40-54			
	Total	Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: Those who currently own the home they live in	273	42	42	0	0	231	231	0	0
Weighted	297	33	33	0	0	264	264	0	0
1 yr or less	11%	44%	44%	-	-	7%	7%	-	-
2 to 3 yrs	14%	25%	25%	-	-	12%	12%	-	-
4 to 5 yrs	6%	6%	6%	-	-	6%	6%	-	-
6 to 7 yrs	12%	5%	5%	-	-	13%	13%	-	-
8 to 9 yrs	12%	5%	5%	-	-	12%	12%	-	-
10 to 11 yrs	9%	4%	4%	-	-	9%	9%	-	-
12 to 13 yrs	8%	1%	1%	-	-	9%	9%	-	-
14 to 15 yrs	7%	-	-	-	-	8%	8%	-	-
16 to 17 yrs	3%	2%	2%	-	-	3%	3%	-	-
18 to 19 yrs	7%	-	-	-	-	8%	8%	-	-
20 yrs or more	11%	8%	8%	-	-	12%	12%	-	-
Summary									
3 yrs or less	25%	69%	69%	-	-	19%	19%	-	-
4 to 11 years	38%	20%	20%	-	-	41%	41%	-	-
12 yrs or more	37%	11%	11%	-	-	40%	40%	-	-
Mean	9.8	4.8	4.8	0	0	10.4	10.4	0	0
Standard Deviation	6.9	6.4	6.4	0	0	6.8	6.8	0	0
Standard Error	0.4	1.0	1.0	0	0	0.4	0.4	0	0
Median	7.8	1.3	1.3	0	0	8.7	8.7	0	0

What type of home is it? What type of home do you think you will purchase? What type of home do you think you will purchase? [COMBINED TABLE]

		18-26				40-54			
	Total	Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: Valid respondents	534	247	42	84	188	287	231	31	51
Weighted	519	197	33	66	150	321	264	35	51
Detached home	65%	62%	52%	58%	63%	67%	68%	68%	65%
Semi-detached home	7%	4%	16%	3%	1%	9%	10%	3%	2%
Condominium	7%	12%	14%	10%	11%	3%	2%	7%	10%
Town house	10%	11%	11%	16%	12%	9%	8%	8%	11%
Apartment	1%	3%	3%	3%	3%	1%	1%	2%	2%
Other	10%	8%	3%	11%	10%	12%	11%	11%	11%
Summary									
Attached Home	24%	29%	44%	31%	27%	21%	21%	20%	24%

Of the following, which one had the strongest influence on the final choice of your current home? Of the following, whose advice do you think you will rely on most to make your final choice? Of the following, whose advice do you think you would rely on most to make your final choice? [COMBINED TABLE]

		18-26				40-54			
	Total	Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: Valid respondents	534	247	42	84	188	287	231	31	51
Weighted	519	197	33	66	150	321	264	35	51
Spouse/Significant Other	52%	47%	38%	48%	47%	55%	57%	57%	49%
Parents	14%	26%	28%	26%	27%	7%	7%	8%	8%
Other family member	5%	7%	6%	8%	8%	4%	1%	-	9%
Friends	2%	1%	-	1%	1%	3%	3%	13%	9%
Children	2%	1%	5%	-	1%	2%	3%	-	-
Real Estate Agent	5%	7%	7%	9%	8%	3%	3%	5%	5%
Bank	2%	2%	2%	3%	2%	2%	1%	3%	2%
Investment Advisor	1%	2%	-	1%	2%	0	-	3%	2%
None of the above (DK/NS)	17%	5%	15%	3%	4%	23%	25%	11%	16%
Summary									
Family	73%	81%	76%	82%	82%	68%	69%	66%	67%

Assuming you had a mortgage for your home, did you receive any financial assistance to raise the deposit for the mortgage?

	Total	18-26				40-54			
		Total 18-26	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs	Total 40-54	Current home owners	Likely to purchase in 2 yrs	Intend to purchase in next 10 yrs
Base: Those who currently own the home they live in	273	42	42	0	0	231	231	0	0
Weighted	297	33	33	0	0	264	264	0	0
Yes	17%	38%	38%	-	-	15%	15%	-	-
No	70%	44%	44%	-	-	73%	73%	-	-
Didn't have a mortgage	10%	10%	10%	-	-	10%	10%	-	-
Don't Know	3%	8%	8%	-	-	2%	2%	-	-