

RBC 12TH ANNUAL HOUSING SURVEY

Do you currently own or rent your principal residence?

Proportions/Mean: Columns Tested

(5% risk level) - A/B/C/D/E/F/G - H/I/J/K/L - M/N

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2001	264	194	136	758	320	495	154	194	354	392	448	556	932	1069
Weighted Base	2001	265	194	136	758	315	494	155	205	381	363	413	588	967	1034
Own	1297	173	141	95	480	187	288	119	43	175	262	329	452	620	677
	65%	65%	73%	70%	63%	59%	58%	77%	21%	46%	72%	80%	77%	64%	65%
Rent	682	90	52	39	263	119	204	33	157	202	99	82	133	337	345
	34%	34%	27%	29%	35%	38%	41%	22%	76%	53%	27%	20%	23%	35%	33%
Don't know/Refused	23	2	0	1	16	9	2	2	5	5	2	3	3	10	12
	1%	1%	-	1%	2%	3%	0	1%	3%	1%	1%	1%	0	1%	1%

		PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	2001	1312	666	1622	374	236	431	774	546	445	630	705
Weighted Base	2001	1297	682	1623	373	241	433	774	540	453	640	690
Own	1297	1297	0	994	298	123	259	500	405	159	422	565
	65%	100%	-	61%	80%	51%	60%	65%	75%	35%	66%	82%
Rent	682	0	682	609	73	115	170	270	124	291	212	122
	34%	-	100%	38%	20%	48%	39%	35%	23%	64%	33%	18%
Don't know/Refused	23	0	0	20	2	2	4	4	10	4	6	3
	1%	-	-	1%	1%	1%	1%	0	2%	1%	1%	0

BUYING INTENTIONS SECTION

How likely are you to **PURCHASE** a home or another home within the next two years?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J/K/L - M/N

	TOTAL	REGION							AGE					GENDER	
		BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2001	264	194	136	758	320	495	154	194	354	392	448	556	932	1069
Weighted Base	2001	265	194	136	758	315	494	155	205	381	363	413	588	967	1034
Very likely	268 13%	43 16% G	33 17% G	16 12% C	108 14% G	64 20% CDFG	57 11% F	12 8% G	29 14% L	93 24% HJKL	59 16% KL	46 11% L	35 6% L	139 14% M	130 13% N
Somewhat likely	308 15%	46 17% F	29 15% F	22 16% F	128 17% F	60 19% F	57 12% F	26 17% F	44 22% KL	84 22% KL	66 18% KL	52 13% L	51 9% L	176 18% N	132 13% N
Not very likely	336 17%	51 19%	35 18%	22 16%	131 17%	54 17%	74 15%	23 15%	40 19% L	76 20% L	63 17% L	75 18% L	79 13% L	162 17% M	174 17% M
Not likely at all	1084 54%	125 47%	97 50%	73 54% E	391 52% E	137 43% ABDE	305 62% ABDE	93 60% AE	92 45% I	128 34% I	175 48% I	240 58% HIJ	422 72% HIJK	487 50% M	596 58% M
Don't know/Refused	5 0	0 -	0 -	2 1% DE	1 0	0 -	2 0	0 -	0 -	1 0	1 0	1 0	1 0	3 0	2 0
TOPBOX & LOWBOX SUMMARY															
Likely (Top2Box)	576 29%	88 33% F	61 32% F	38 28% F	236 31% F	124 39% CDFG	114 23% F	39 25% G	74 36% KL	177 46% HJKL	125 34% KL	98 24% L	86 15% L	315 33% N	261 25% N
Not likely (Low2Box)	1420 71%	176 67%	132 68%	95 70%	522 69% E	191 61% ABDE	378 77% ABDE	116 75% E	132 64% I	203 53% I	238 65% I	314 76% HIJ	501 85% HIJK	649 67% M	771 75% M

BUYING INTENTIONS SECTION

How likely are you to **PURCHASE** a home or another home within the next two years?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J/K

	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	2001	1312	666	1622	374	236	431	774	546	445	630	705
Weighted Base	2001	1297	682	1623	373	241	433	774	540	453	640	690
Very likely	268 13%	128 10%	138 20%	229 14%	38 10%	18 7%	50 12%	111 14%	88 16%	34 8%	96 15%	117 17%
			A	D				E	EF		I	I
Somewhat likely	308 15%	161 12%	144 21%	262 16%	45 12%	28 12%	64 15%	124 16%	91 17%	54 12%	112 18%	110 16%
			A								I	
Not very likely	336 17%	222 17%	111 16%	281 17%	54 14%	29 12%	72 17%	139 18%	95 18%	76 17%	107 17%	121 18%
								E				
Not likely at all	1084 54%	783 60%	288 42%	847 52%	235 63%	166 69%	248 57%	398 51%	261 48%	290 64%	322 50%	342 50%
			B	C		FGH	H			JK		
Don't know/Refused	5 0	3 0	1 0	4 0	1 0	0 -	0 -	1 0	4 1%	0 -	2 0	1 0
TOPBOX & LOWBOX SUMMARY												
Likely (Top2Box)	576 29%	288 22%	282 41%	491 30%	83 22%	46 19%	114 26%	236 30%	179 33%	88 19%	208 33%	226 33%
			A	D			E	E	EF		I	I
Not likely (Low2Box)	1420 71%	1005 78%	399 58%	1128 70%	289 77%	195 81%	320 74%	537 69%	356 66%	365 81%	429 67%	463 67%
			B	C		FGH	H			JK		

BUYING INTENTIONS SECTION

Do you plan to buy within the next?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J/K/L - M/N

* small base

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Very/Somewhat likely to buy															
Unweighted Base	572	86	60	39	235	126	115	37	70	162	134	106	81	306	266
Weighted Base	576	88*	61*	38*	236	124	114	39*	74*	177	125	98	86*	315	261
6 months	58 10%	5 6%	7 11%	3 7%	22 9%	12 10%	18 16% A	3 8%	5 6%	16 9%	15 12%	12 12%	9 10%	30 9%	28 11%
6 to 12 months	86 15%	12 13%	16 26% F	5 13%	37 16%	20 16%	11 9%	5 13%	2 3%	32 18% H	17 13% H	15 16% H	15 17% H	40 13%	46 18%
12 to 18 months	92 16%	20 23%	9 14%	6 14%	28 12%	17 14%	22 19%	8 21%	12 16%	22 12%	28 22% I	16 17%	14 16%	55 18%	37 14%
18 to 24 months	316 55%	46 51%	27 45%	24 63%	141 60%	72 58%	60 53%	18 46%	53 72% JKL	103 58%	59 47%	53 54%	39 46%	178 57%	138 53%
Don't know/Refused	24 4%	6 6%	3 5%	1 3%	7 3%	3 3%	3 3%	4 12% DEF	2 3%	4 2%	6 5%	1 1%	9 10% IK	11 4%	13 5%

		PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: Very/Somewhat likely to buy												
Unweighted Base	572	292	274	489	81	44	112	232	182	86	201	231
Weighted Base	576	288	282	491	83*	46*	114	236	179	88*	208	226
6 months	58 10%	29 10%	28 10%	48 10%	8 10%	4 10%	9 8%	23 10%	21 12%	9 11%	19 9%	29 13%
6 to 12 months	86 15%	47 16%	38 14%	74 15%	12 14%	4 8%	17 15%	30 13%	35 20%	2 2%	28 14% I	43 19% I
12 to 18 months	92 16%	50 17%	40 14%	86 17%	6 8%	8 17%	22 20%	33 14%	28 15%	10 11%	35 17%	45 20%
18 to 24 months	316 55%	150 52%	166 59%	261 53%	54 65%	23 51%	61 54%	138 59%	94 52%	59 67% K	124 60% K	101 45%
Don't know/Refused	24 4%	13 4%	11 4%	22 4%	3 3%	7 15% FGH	5 4%	10 4%	2 1% H	8 9% J	2 1%	9 4% J

BUYING INTENTIONS SECTION

Do you plan to buy a newly built home or a resale home?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J/K/L - M/N

* small base

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Very/Somewhat likely to buy															
Unweighted Base	572	86	60	39	235	126	115	37	70	162	134	106	81	306	266
Weighted Base	576	88*	61*	38*	236	124	114	39*	74*	177	125	98	86*	315	261
New house	168 29%	22 25%	23 38%	8 22%	64 27%	35 28%	32 28%	19 49%	26 35%	57 32%	32 26%	29 29%	21 24%	96 30%	73 28%
Resale house	365 63%	61 69%	34 55%	26 67%	154 65%	75 60%	73 64%	18 46%	46 62%	109 61%	83 67%	63 64%	55 64%	197 62%	169 65%
Don't know/Refused	43 7%	5 6%	4 7%	4 11%	18 8%	15 12%	9 8%	2 5%	2 3%	12 7%	9 7%	6 6%	10 12%	23 7%	20 8%

		PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: Very/Somewhat likely to buy												
Unweighted Base	572	292	274	489	81	44	112	232	182	86	201	231
Weighted Base	576	288	282	491	83*	46*	114	236	179	88*	208	226
New house	168 29%	99 34%	70 25%	141 29%	26 31%	12 27%	33 29%	75 32%	49 27%	27 31%	59 28%	70 31%
Resale house	365 63%	166 58%	194 69%	311 63%	53 64%	28 61%	77 68%	144 61%	115 64%	60 68%	135 65%	136 60%
Don't know/Refused	43 7%	23 8%	19 7%	39 8%	4 5%	6 12%	4 4%	17 7%	16 9%	1 1%	14 7%	20 9%

BUYING INTENTIONS SECTION

Are you planning to buy a bigger home, a smaller home, or a home about the same size as your current home?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J/K/L - M/N

* small base

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Very/Somewhat likely to buy															
Unweighted Base	572	86	60	39	235	126	115	37	70	162	134	106	81	306	266
Weighted Base	576	88*	61*	38*	236	124	114	39*	74*	177	125	98	86*	315	261
Bigger home	266 46%	31 35%	27 44%	16 41%	113 48%	58 46%	64 56%	15 40%	32 44%	100 56%	78 63%	34 35%	15 17%	147 47%	119 46%
Smaller home	125 22%	28 31%	13 21%	5 14%	48 20%	25 20%	21 18%	11 27%	18 24%	20 11%	14 11%	27 28%	42 49%	67 21%	58 22%
The same size as current home	184 32%	30 34%	22 36%	17 45%	73 31%	40 32%	29 25%	13 33%	24 32%	56 31%	33 26%	36 37%	29 34%	101 32%	83 32%
Don't know/Refused	1 0	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 0

		PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: Very/Somewhat likely to buy												
Unweighted Base	572	292	274	489	81	44	112	232	182	86	201	231
Weighted Base	576	288	282	491	83*	46*	114	236	179	88*	208	226
Bigger home	266 46%	119 41%	147 52%	234 48%	31 38%	19 41%	49 43%	117 50%	81 45%	45 51%	97 46%	104 46%
Smaller home	125 22%	85 30%	38 14%	98 20%	26 32%	9 21%	27 24%	49 21%	40 22%	13 15%	49 23%	53 24%
The same size as current home	184 32%	83 29%	97 34%	158 32%	26 31%	18 38%	38 33%	70 30%	58 32%	30 34%	63 30%	68 30%
Don't know/Refused	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%