

RBC HOUSING STUDY PART III

Canadians On Renovating And Relaxing



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Toronto, ON – Bigger is better according to the RBC Royal Bank 12th Annual Housing Study which found that 12% of Canadians would like more space or a bigger home if they could change one thing about their current house. One in seven (14%) Canadians would not change anything about their house.

Six in ten (57%) Canadians say their “living room” is their favourite room for relaxing. Furthermore, one-quarter (26%) of Canadians say they have renovated their favourite room in the past 12 months.

Interestingly, the “stove/oven” (25%) ranks higher than computers (16%) when Canadians are asked to think about the home electronic device that is most important to them.

These are the findings of an Ipsos-Reid/RBC Royal Bank poll conducted from January 18th to January 24th, 2005. For the survey, a representative randomly selected sample of 2001 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within \pm 2.2 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

When asked what one thing they would change about their current home if they could, 12% of Canadians say they would like “more space/bigger home.” Approximately half as many



(6%) say they would change the “location”, 5% say the “cost/price/mortgage is too high.” Fewer Canadians say they would put in “new windows” (4%), “another bathroom/more bathrooms” (4%), better heating system/new furnace (4%), or a “new/renovated kitchen/bigger” (4%). Three percent or less mention other reasons such as “bigger garage,” “new carpeting/flooring,” “better insulation,” “home renovations (general),” “landscaping,” or “type of house.” One in seven (14%) Canadians would not change anything about their house.

- Current renters are more likely than current owners to say they would live “more space/bigger” homes (16% vs. 10%).

Six in ten (57%) Canadians say their “living room” is their favourite room for relaxing. Followed far behind by the “bedroom” (15%), “family room” (6%), and “den” (4%). Furthermore, one-quarter (26%) of Canadians say they have renovated their favourite room in the past 12 months.

- Residents of Atlantic Canada (30%) and Quebec (29%) are slightly more likely than those in Ontario (25%), Alberta (23%), British Columbia (22%), and Saskatchewan/Manitoba (20%) to say they have renovated their favourite room in the past 12 months.
- Canadians with an annual household income of at least \$30,000 are more likely than those with less than \$30,000 to say they have renovated their favourite room in the past 12 months (29% vs. 18%).

And, even though Canadians seem to rely on their computers, when asked to think about the home electronic device that is most important to them, the “stove/oven” (25%) ranks higher



than computers (16%) which is even with the “refrigerator” (15%). Slightly fewer Canadians mention the “television” (12%), and “microwave” (6%). Fewer than 5% of Canadians mention some other device as the most important to them.

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For more information on this news release, please contact:

John Wright
Senior Vice President
Ipsos-Reid
Public Affairs
(416) 324-2900

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