

# Detailed Tables

**B20\_1. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a smaller home to save money**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	886	415	471	59	125	171	238	293	32	121	409	324
Weighted	890	415	475	53*	121	144	195	377	35**	119	402	334
FIRST/SECOND CHOICE (NET)	845	391	455	49	110	135	183	368	33	114	377	322
	95%	94%	96%	92%	91%	93%	94%	98% CDEF	94%	96%	94%	96%
First choice you would consider	454	218	236	22	55	67	102	208	17	61	206	170
	51%	53%	50%	41%	46%	47%	53%	55%	50%	51%	51%	51%
Second choice you would consider	391	172	218	28	55	67	81	161	15	53	171	152
	44%	42%	46%	52%	45%	47%	42%	43%	45%	45%	42%	45%
Choice you would never consider	44	24	20	4	11	9	11	8	2	5	26	12
	5%	6%	4%	8% G	9% G	7% G	6% G	2%	6%	4%	6%	4%

**B20\_1. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a smaller home to save money**

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

\* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	886	136	95	70	358	159	68	108	190	276	420
Weighted	890	109	92*	59*	368	196	66*	112*	194	278	418
FIRST/SECOND CHOICE (NET)	845	97	88	54	356	189	62	105	175	265	406
	95%	89%	96%	91%	97% AC	96% A	94% AE	93%	90%	95%	97% G
First choice you would consider	454	49	50	31	195	88	42	45	88	145	222
	51%	45%	55%	52%	53%	45%	63% AE	40%	45%	52%	53%
Second choice you would consider	391	48	38	23	161	100	20	60	87	120	184
	44%	44%	41%	39%	44% F	51% F	31% F	53%	45%	43%	44%
Choice you would never consider	44	12	4	5	12	7	4	8	19	13	13
	5%	11% DE	4%	9% D	3%	4%	6%	7%	10% I	5%	3%

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## B20\_1. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a smaller home to save money

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	886	669	130	87	649	237
Weighted	890	686	125	79*	656	233
FIRST/SECOND CHOICE (NET)	845	656	115	74	622	223
	95%	96%	93%	94%	95%	96%
First choice you would consider	454	356	67	32	354	101
	51%	52%	54%	40%	54%	43%
Second choice you would consider	391	300	49	42	269	122
	44%	44%	39%	54%	41%	52%
Choice you would never consider	44	30	9	5	34	10
	5%	4%	7%	6%	5%	4%

## B20\_2. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move closer to work to save money/time in commuting

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE					EDUCATION			
		Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	452	209	243	43	121	118	107	63	14	62	210	166
Weighted	467	241	226	42**	136*	104	95*	91*	15**	60*	211	181
FIRST/SECOND CHOICE (NET)	421	218	203	41	129	96	79	76	13	56	193	159
	90%	90%	90%	98%	94%	93%	84%	84%	89%	92%	91%	88%
First choice you would consider	214	107	107	21	72	49	40	32	9	29	105	70
	46%	44%	47%	49%	53%	48%	42%	35%	61%	49%	50%	39%
Second choice you would consider	207	111	96	20	57	47	39	44	4	26	88	89
	44%	46%	43%	49%	42%	45%	42%	48%	28%	44%	42%	49%
Choice you would never consider	46	23	23	1	8	8	15	15	2	5	18	22
	10%	10%	10%	2%	6%	7%	16%	16%	11%	8%	9%	12%

# Detailed Tables

**B20\_2. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move closer to work to save money/time in commuting**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	REGION								HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	452	52	46	40	140	142	32	51	101	143	208
Weighted	467	44*	44*	38**	142	152	46**	55*	110*	154	203
FIRST/SECOND CHOICE (NET)	421	36	43	33	126	139	43	49	105	132	184
	90%	82%	98% A	87%	89%	91%	94%	89%	96% H	85%	91%
First choice you would consider	214	16	18	14	58	92	16	20	56	61	96
	46%	35%	42%	37%	41%	60% ABD	34%	37%	51%	39%	48%
Second choice you would consider	207	20	24	19	68	47	28	29	49	71	87
	44%	46%	56% E	50%	48% E	31%	60%	52%	45%	46%	43%
Choice you would never consider	46	8	1	5	16	13	3	6	5	22	19
	10%	18% B	2%	13%	11%	9%	6%	11%	4%	15% G	9%

**B20\_2. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move closer to work to save money/time in commuting**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	452	280	90	82	292	160
Weighted	467	298	84*	85*	295	171
FIRST/SECOND CHOICE (NET)	421	262	79	80	261	160
	90%	88%	94%	95%	88%	93%
First choice you would consider	214	134	35	44	125	89
	46%	45%	42%	53%	42%	52%
Second choice you would consider	207	128	43	35	136	71
	44%	43%	52%	42%	46%	42%
Choice you would never consider	46	36	5	5	34	12
	10%	12%	6%	5%	12%	7%

# Detailed Tables

**B20\_3. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move further away from work to have more space**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	392	202	190	36	100	112	91	53	14	44	192	142
Weighted	387	222	165	32*	111*	95	79*	71*	15**	41*	190	141
FIRST/SECOND CHOICE (NET)	271 70%	159 72%	112 68%	12 39%	75 67%	73 77%	60 77%	51 72%	12 77%	27 65%	129 68%	104 74%
First choice you would consider	151 39%	85 39%	66 40%	10 32%	34 31%	48 51%	29 36%	30 42%	6 43%	12 30%	70 37%	62 44%
Second choice you would consider	120 31%	73 33%	46 28%	2 7%	40 36%	25 26%	32 40%	21 29%	5 34%	15 35%	58 31%	42 29%
Choice you would never consider	117 30%	63 28%	53 32%	19 61%	37 33%	22 23%	18 23%	20 28%	4 23%	14 35%	61 32%	37 26%

**B20\_3. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move further away from work to have more space**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	392	46	33	34	151	103	25	56	76	117	199
Weighted	387	44*	33*	27**	149	105*	29**	56*	79*	113*	195
FIRST/SECOND CHOICE (NET)	271 70%	29 66%	21 64%	20 72%	106 71%	79 76%	16 55%	34 60%	46 59%	73 65%	151 78%
First choice you would consider	151 39%	13 30%	10 30%	11 40%	59 40%	50 48%	8 28%	22 39%	22 28%	34 30%	95 49%
Second choice you would consider	120 31%	16 36%	11 35%	9 32%	46 31%	29 28%	8 27%	12 21%	24 30%	39 35%	56 29%
Choice you would never consider	117 30%	15 34%	12 36%	8 28%	44 29%	26 24%	13 45%	22 40%	33 41%	40 35%	44 22%

# Detailed Tables

**B20\_3. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move further away from work to have more space**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	392	259	68	65	262	130
Weighted	387	258	59*	70*	254	133*
FIRST/SECOND CHOICE (NET)						
	271	182	47	42	191	80
	70%	71%	79% C	60%	75% E	60%
First choice you would consider	151	106	24	22	111	40
	39%	41%	40%	31%	44% E	30%
Second choice you would consider	120	76	23	21	80	40
	31%	29%	39%	29%	31%	30%
Choice you would never consider	117	76	12	28	64	53
	30%	29%	21%	40% B	25%	40% D

**B20\_4. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a condo instead of a house to save money**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE					EDUCATION			
		Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	626	310	316	45	125	104	138	214	21	69	295	241
Weighted	654	316	338	44*	132	87*	114	276	22**	74*	310	249
FIRST/SECOND CHOICE (NET)												
	473	226	247	31	74	48	75	244	15	54	210	194
	72%	71%	73%	71%	56%	55%	66%	88% CDEF	70%	73%	68%	78% J
First choice you would consider	261	124	137	15	44	28	34	140	8	31	118	104
	40%	39%	41%	33%	33%	32%	29%	51% CDEF	39%	42%	38%	42%
Second choice you would consider	212	102	110	16	30	20	42	104	7	23	93	90
	32%	32%	33%	37%	23%	23%	37% DE	38% DE	31%	31%	30%	36%
Choice you would never consider	181	91	90	13	58	39	39	32	6	20	100	55
	28%	29%	27%	29% G	44% G	45% G	34% G	12%	30%	27%	32% K	22%

# Detailed Tables

**B20\_4. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a condo instead of a house to save money**

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

\* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	626	125	78	43	233	113	34	94	134	229	263
Weighted	654	109	80*	42*	250	139*	34*	100*	144	248	262
FIRST/SECOND CHOICE (NET)	473	87	68	31	170	100	17	70	89	184	200
	72%	80% DF	85% DF	72% F	68% F	72% F	50%	71%	62%	74% G	76% G
First choice you would consider	261	54	48	12	83	56	8	37	55	106	100
	40%	49% CDF	60% CDEF	28%	33%	40%	24%	37%	38%	43%	38%
Second choice you would consider	212	33	20	19	87	45	9	34	34	78	100
	32%	30%	25%	44%	35%	32%	26%	34%	24%	31%	38% G
Choice you would never consider	181	22	12	12	80	39	17	29	55	64	62
	28%	20%	15%	28%	32% AB	28%	50% ABDE	29%	38% HI	26%	24%

**B20\_4. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a condo instead of a house to save money**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	626	428	100	98	407	219
Weighted	654	458	102*	93*	435	219
FIRST/SECOND CHOICE (NET)	473	348	68	56	325	148
	72%	76% C	67%	61%	75%	67%
First choice you would consider	261	189	36	36	168	92
	40%	41%	35%	38%	39%	42%
Second choice you would consider	212	159	32	21	157	55
	32%	35% C	31%	22%	36% E	25%
Choice you would never consider	181	110	34	37	109	72
	28%	24%	33%	39% A	25%	33%

# Detailed Tables

**B20\_5. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Live with friends/family to share expenses**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	660	315	345	62	127	143	164	164	32	83	318	227
Weighted	643	314	329	55*	124	122	136	206	30**	79*	302	232
FIRST/SECOND CHOICE (NET)	193 30%	83 26%	110 34%	44 79% DEFG	42 34% EF	26 21%	27 20%	54 26%	9 31%	26 33%	92 30%	65 28%
First choice you would consider	92 14%	36 11%	56 17%	26 48% DEFG	22 18% E	9 7%	13 10%	22 11%	3 10%	15 19%	40 13%	34 15%
Second choice you would consider	101 16%	47 15%	54 16%	17 31% DEFG	21 17%	17 14%	14 10%	32 16%	6 22%	11 14%	52 17%	32 14%
Choice you would never consider	450 70%	231 74%	218 66%	12 21%	82 66% C	96 79% CD	109 80% CD	152 74% C	20 69%	53 67%	210 70%	166 72%

**B20\_5. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Live with friends/family to share expenses**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I  
 \* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	660	101	73	44	234	161	47	75	164	200	296
Weighted	643	87*	67*	34*	239	170	46*	73*	169	187	287
FIRST/SECOND CHOICE (NET)	193 30%	35 40% B	10 15%	9 26%	72 30% B	55 32%	12 26%	26 35%	73 43% HI	58 31% I	63 22%
First choice you would consider	92 14%	19 22% B	4 6%	6 18%	36 15%	21 12%	6 14%	16 22%	28 17%	34 18% I	30 10%
Second choice you would consider	101 16%	16 19%	6 9%	3 8%	36 15%	34 20%	6 13%	9 13%	44 26% HI	24 13%	33 11%
Choice you would never consider	450 70%	52 60%	57 85% ADE	26 74%	167 70%	115 68%	34 74%	47 65%	96 57%	129 69% G	224 78% GH

# Detailed Tables

**B20\_5. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Live with friends/family to share expenses**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	660	480	101	79	421	239
Weighted	643	485	89*	68*	412	231
FIRST/SECOND CHOICE (NET)						
	193	148	28	17	88	105
	30%	31%	31%	26%	21%	45% D
First choice you would consider	92	71	12	9	34	58
	14%	15%	13%	13%	8%	25% D
Second choice you would consider	101	77	16	9	54	47
	16%	16%	18%	13%	13%	20% D
Choice you would never consider	450	337	62	51	323	126
	70%	69%	69%	74%	79% E	55%

**B20\_6. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a home that is a bit run down and needs renovating to save money**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE					EDUCATION			
		Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	696	331	365	52	156	154	189	145	30	88	376	202
Weighted	679	349	330	49*	165	123	157	184	30**	82*	361	206
FIRST/SECOND CHOICE (NET)												
	518	269	249	27	120	96	129	146	23	59	286	149
	76%	77%	75%	55%	72% C	78% C	82% C	79% C	76%	72%	79%	73%
First choice you would consider	212	106	106	13	51	41	57	49	9	25	123	55
	31%	30%	32%	27%	31%	33%	36%	27%	30%	31%	34%	27%
Second choice you would consider	306	163	143	14	68	55	72	97	14	34	163	94
	45%	47%	43%	28%	41%	45% C	46% C	53% C	46%	42%	45%	46%
Choice you would never consider	161	80	81	22	46	27	28	38	7	23	75	56
	24%	23%	25%	45% DEFG	28%	22%	18%	21%	24%	28%	21%	27%



# Detailed Tables

**B20\_6. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a home that is a bit run down and needs renovating to save money**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	REGION								HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	696	134	63	56	261	132	50	78	185	223	288
Weighted	679	113	60*	47*	253	147	60**	78*	192	226	261
FIRST/SECOND CHOICE (NET)											
	518	88	51	40	195	107	36	51	139	177	202
	76%	78%	86%	86%	77%	73%	61%	66%	72%	78%	77%
First choice you would consider	212	38	20	20	85	38	11	19	68	67	78
	31%	33%	33%	44%	34%	26%	18%	24%	35%	29%	30%
Second choice you would consider	306	50	31	20	111	69	25	32	72	110	124
	45%	44%	52%	42%	44%	47%	42%	42%	37%	49%	48%
Choice you would never consider	161	25	9	7	57	40	23	26	53	49	59
	24%	22%	14%	14%	23%	27%	39%	34%	28%	22%	23%

**B20\_6. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Buy a home that is a bit run down and needs renovating to save money**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	696	459	118	119	440	256
Weighted	679	455	115*	109*	424	255
FIRST/SECOND CHOICE (NET)						
	518	344	90	84	333	185
	76%	76%	78%	77%	78%	73%
First choice you would consider	212	130	40	43	125	87
	31%	29%	34%	39%	30%	34%
Second choice you would consider	306	215	50	41	208	98
	45%	47%	44%	37%	49%	39%
Choice you would never consider	161	110	25	26	91	70
	24%	24%	22%	23%	22%	27%

# Detailed Tables

**B20\_7. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move to a different area that is less expensive**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	754	348	406	59	146	191	176	182	32	108	357	257
Weighted	750	367	383	56*	154	162	149	230	33**	110*	340	267
FIRST/SECOND CHOICE (NET)	689 92%	342 93%	347 91%	53 94%	146 95%	149 92%	138 93%	204 89%	27 80%	101 92%	317 93%	244 92%
First choice you would consider	328 44%	169 46%	159 41%	27 49%	67 43%	67 41%	66 44%	102 44%	13 40%	47 43%	150 44%	117 44%
Second choice you would consider	362 48%	173 47%	189 49%	26 46%	79 51%	82 51%	72 49%	102 45%	13 40%	54 49%	167 49%	127 48%
Choice you would never consider	61 8%	25 7%	36 9%	3 6%	8 5%	13 8%	11 7%	26 11%	7 20%	9 8%	22 7%	23 8%

**B20\_7. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move to a different area that is less expensive**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I  
 \* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	754	129	64	52	297	161	51	116	179	252	323
Weighted	750	112	62*	47*	294	181	54*	116	185	245	321
FIRST/SECOND CHOICE (NET)	689 92%	105 93%	53 85%	44 94%	271 92%	167 92%	49 92%	106 92%	170 92%	215 88%	304 95% H
First choice you would consider	328 44%	55 49%	22 35%	24 50%	128 43%	76 42%	24 44%	51 44%	86 47%	103 42%	138 43%
Second choice you would consider	362 48%	50 44%	31 50%	21 44%	143 49%	91 50%	26 47%	55 48%	84 45%	112 46%	166 52%
Choice you would never consider	61 8%	8 7%	9 15%	3 6%	23 8%	14 8%	5 8%	10 8%	15 8%	30 12% I	17 5%

# Detailed Tables

**B20\_7. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Move to a different area that is less expensive**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	754	515	135	104	503	251
Weighted	750	521	127	102*	500	251
FIRST/SECOND CHOICE (NET)						
	689	478	117	95	463	226
	92%	92%	92%	93%	93%	90%
First choice you would consider	328	224	56	48	212	115
	44%	43%	44%	47%	42%	46%
Second choice you would consider	362	254	61	47	251	111
	48%	49%	48%	46%	50%	44%
Choice you would never consider	61	43	11	7	37	24
	8%	8%	8%	7%	7%	10%

**B20\_8. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Rent out part of my home to save money**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE					EDUCATION			
		Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	562	247	315	52	118	124	138	130	30	90	262	180
Weighted	565	263	302	49*	124*	103	111	178	32**	94*	257	183
FIRST/SECOND CHOICE (NET)												
	315	135	180	28	73	53	73	88	21	57	153	84
	56%	51%	60%	57%	59%	51%	65% EG	49%	66%	60% K	60% K	46%
First choice you would consider	126	49	77	7	36	17	29	37	7	24	62	34
	22%	19%	25%	14%	29% E	16%	26%	21%	21%	25%	24%	19%
Second choice you would consider	188	85	103	21	37	36	44	51	14	33	91	50
	33%	32%	34%	43%	30%	35%	39%	28%	45%	35%	36%	27%
Choice you would never consider	250	128	122	21	50	50	39	90	11	37	104	99
	44%	49%	40%	43%	41%	49% F	35%	51% F	34%	40%	40%	54% IJ

# Detailed Tables

**B20\_8. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Rent out part of my home to save money**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I  
\* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	562	96	54	46	222	103	41	82	148	197	217
Weighted	565	82*	52*	38*	233	120*	40*	88*	149	200	216
FIRST/SECOND CHOICE (NET)	315 56%	57 70% BDE	26 51%	23 60%	130 56%	55 45%	24 61%	47 53%	90 60%	112 56%	113 52%
First choice you would consider	126 22%	21 26% B	5 10%	7 18%	55 23% B	25 21%	14 35% B	28 32%	42 28%	44 22%	41 19%
Second choice you would consider	188 33%	36 44% E	21 41% E	16 42%	75 32%	29 24%	11 26%	19 22%	48 32%	67 34%	73 34%
Choice you would never consider	250 44%	25 30%	26 49% A	15 40%	104 44% A	65 55% A	16 39%	41 47%	59 40%	88 44%	103 48%

**B20\_8. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Rent out part of my home to save money**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	562	386	95	81	375	187
Weighted	565	401	86*	78*	373	192
FIRST/SECOND CHOICE (NET)	315 56%	225 56%	46 53%	44 57%	204 55%	111 58%
First choice you would consider	126 22%	90 23%	18 21%	18 23%	86 23%	41 21%
Second choice you would consider	188 33%	135 34%	28 32%	26 33%	118 32%	70 37%
Choice you would never consider	250 44%	176 44%	40 47%	34 43%	169 45%	81 42%

# Detailed Tables

**B20\_9. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Take another job to make more money**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	612	271	341	50	150	162	157	93	21	79	307	205
Weighted	591	287	304	49*	156	135	130	120*	20**	72*	293	205
FIRST/SECOND CHOICE (NET)	448	209	239	37	114	118	97	82	20	58	225	145
	76%	73%	79%	74%	73%	88% CDFS	75%	68%	100%	80%	77%	71%
First choice you would consider	256	123	134	21	66	69	61	39	15	30	123	87
	43%	43%	44%	42%	42%	51% G	47% G	33%	76%	42%	42%	43%
Second choice you would consider	192	86	105	16	48	49	36	43	5	28	101	58
	32%	30%	35%	33%	31%	36%	28%	35%	24%	39%	35%	28%
Choice you would never consider	142	78	65	13	42	17	33	38	0	14	68	60
	24%	27%	21%	26% E	27% E	12%	25% E	32% E	-	20%	23%	29%

**B20\_9. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Take another job to make more money**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	612	86	59	52	239	131	45	84	161	176	275
Weighted	591	73*	57*	39*	230	137	54**	82*	148	183	259
FIRST/SECOND CHOICE (NET)	448	49	39	31	184	96	51	67	114	153	181
	76%	66%	68%	78%	80% AE	70%	94%	82%	77%	83% I	70%
First choice you would consider	256	26	23	18	106	51	32	40	67	89	101
	43%	35%	40%	45%	46%	37%	60%	48%	45%	49%	39%
Second choice you would consider	192	23	16	13	77	44	18	27	47	64	80
	32%	31%	28%	33%	34%	32%	34%	33%	32%	35%	31%
Choice you would never consider	142	25	18	9	46	42	3	15	34	31	78
	24%	34% D	32%	22%	20%	30% D	6%	18%	23%	17%	30% H

# Detailed Tables

**B20\_9. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Take another job to make more money**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	612	441	91	80	406	206
Weighted	591	421	89*	81*	389	202
FIRST/SECOND CHOICE (NET)						
	448	322	64	62	300	148
	76%	77%	72%	76%	77%	73%
First choice you would consider	256	183	39	34	175	81
	43%	43%	44%	42%	45%	40%
Second choice you would consider	192	139	25	28	125	67
	32%	33%	28%	34%	32%	33%
Choice you would never consider	142	98	25	19	89	54
	24%	23%	28%	24%	23%	27%

**B20\_10. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Borrow money from friends and/or family to make it more affordable**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE					EDUCATION			
		Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	834	361	473	79	155	197	207	196	32	123	406	273
Weighted	848	396	452	78*	173	167	169	262	34**	122	414	279
FIRST/SECOND CHOICE (NET)												
	142	83	60	17	48	34	27	16	4	17	71	50
	17%	21%	13%	21%	28%	21%	16%	6%	11%	14%	17%	18%
First choice you would consider	63	40	24	8	18	18	14	5	0	10	29	25
	7%	10%	5%	10%	10%	11%	8%	2%	-	8%	7%	9%
Second choice you would consider	79	43	36	9	30	16	13	11	4	8	42	26
	9%	11%	8%	12%	18%	10%	8%	4%	11%	6%	10%	9%
Choice you would never consider	706	313	393	62	125	132	142	246	30	105	342	228
	83%	79%	87%	79%	72%	79%	84%	94%	89%	86%	83%	82%
			A				D	CDEF				

# Detailed Tables

**B20\_10. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Borrow money from friends and/or family to make it more affordable**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

	REGION								HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	834	148	77	64	325	169	51	108	198	275	361
Weighted	848	130	77*	58*	333	188	63**	111*	209	287	353
FIRST/SECOND CHOICE (NET)	142 17%	20 15%	15 20% C	3 5%	51 15% C	38 20% C	16 26%	25 23%	50 24% I	47 16%	45 13%
First choice you would consider	63 7%	11 9%	8 10%	1 2%	26 8%	15 8%	3 4%	14 12%	14 7%	25 9%	24 7%
Second choice you would consider	79 9%	8 7%	8 10%	1 3%	25 8%	23 12%	14 22%	12 11%	37 17% HI	21 7%	21 6%
Choice you would never consider	706 83%	110 85%	62 80%	55 95% BDE	282 85%	151 80%	47 74%	86 77%	158 76%	240 84%	308 87% G

**B20\_10. Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you? Borrow money from friends and/or family to make it more affordable**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	834	577	140	117	547	287
Weighted	848	585	139	125*	550	298
FIRST/SECOND CHOICE (NET)	142 17%	80 14%	24 17%	39 31% AB	71 13%	72 24% D
First choice you would consider	63 7%	40 7%	12 9%	11 9%	38 7%	25 8%
Second choice you would consider	79 9%	40 7%	11 8%	28 22% AB	32 6%	47 16% D
Choice you would never consider	706 83%	505 86% C	115 83% C	86 69%	480 87% E	226 76%

# Detailed Tables

**B20. (FIRST CHOICE SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

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

\* small base

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	2158	1003	1155	179	441	492	535	511	86	289	1044	739
Weighted	2158	1057	1101	169	466	414	445	665	89*	285	1026	758
Buy a smaller home to save money	454 21%	218 21%	236 21%	22 13%	55 12%	67 16%	102 23% CDE	208 31% CDEF	17 20%	61 21%	206 20%	170 22%
Move closer to work to save money/time in commuting	214 10%	107 10%	107 10%	21 12% G	72 15% FG	49 12% G	40 9% G	32 5%	9 10%	29 10%	105 10%	70 9%
Move further away from work to have more space	151 7%	85 8%	66 6%	10 6%	34 7%	48 12% DFG	29 6%	30 4%	6 7%	12 4%	70 7%	62 8% I
Buy a condo instead of a house to save money	261 12%	124 12%	137 12%	15 9%	44 10%	28 7%	34 8%	140 21% CDEF	8 9%	31 11%	118 11%	104 14%
Live with friends/family to share expenses	92 4%	36 3%	56 5%	26 16% DEFG	22 5%	9 2%	13 3%	22 3%	3 3%	15 5%	40 4%	34 4%
Buy a home that is a bit run down and needs renovating to save money	212 10%	106 10%	106 10%	13 8%	51 11%	41 10%	57 13% G	49 7%	9 10%	25 9%	123 12% K	55 7%
Move to a different area that is less expensive	328 15%	169 16%	159 14%	27 16%	67 14%	67 16%	66 15%	102 15%	13 15%	47 17%	150 15%	117 15%
Rent out part of my home to save money	126 6%	49 5%	77 7% A	7 4%	36 8% E	17 4%	29 7%	37 6%	7 8%	24 8% K	62 6%	34 4%
Take another job to make more money	256 12%	123 12%	134 12%	21 12% G	66 14% G	69 17% G	61 14% G	39 6%	15 17%	30 11%	123 12%	87 12%
Borrow money from friends and/or family to make it more affordable	63 3%	40 4% B	24 2%	8 4% G	18 4% G	18 4% G	14 3% G	5 1%	0 -	10 3%	29 3%	25 3%



# Detailed Tables

**B20. (FIRST CHOICE SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

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

\* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	2158	351	214	167	820	458	148	284	512	696	950
Weighted	2158	301	208	144	830	512	164*	290	526	707	925
Buy a smaller home to save money	454 21%	49 16%	50 24% AE	31 21%	195 23% AE	88 17%	42 25% A	45 15%	88 17%	145 21%	222 24% G
Move closer to work to save money/time in commuting	214 10%	16 5%	18 9%	14 10%	58 7%	92 18% ABCDEF	16 10%	20 7%	56 11%	61 9%	96 10%
Move further away from work to have more space	151 7%	13 4%	10 5%	11 8%	59 7%	50 10% AB	8 5%	22 8%	22 4%	34 5%	95 10% GH
Buy a condo instead of a house to save money	261 12%	54 18% CDEF	48 23% CDEF	12 8%	83 10%	56 11%	8 5%	37 13%	55 10%	106 15% GI	100 11%
Live with friends/family to share expenses	92 4%	19 6% B	4 2%	6 4%	36 4%	21 4%	6 4%	16 6%	28 5%	34 5%	30 3%
Buy a home that is a bit run down and needs renovating to save money	212 10%	38 13% E	20 10%	20 14% E	85 10%	38 7%	11 7%	19 6%	68 13% I	67 9%	78 8%
Move to a different area that is less expensive	328 15%	55 18% B	22 10%	24 17%	128 15%	76 15%	24 15%	51 18%	86 16%	103 15%	138 15%
Rent out part of my home to save money	126 6%	21 7% B	5 2%	7 5%	55 7% B	25 5%	14 8% B	28 10%	42 8% I	44 6%	41 4%
Take another job to make more money	256 12%	26 9%	23 11%	18 12%	106 13%	51 10%	32 20% ABE	40 14%	67 13%	89 13%	101 11%
Borrow money from friends and/or family to make it more affordable	63 3%	11 4%	8 4%	1 1%	26 3%	15 3%	3 2%	14 5%	14 3%	25 4%	24 3%

# Detailed Tables

**B20. (FIRST CHOICE SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	2158	1498	356	304	1434	724
Weighted	2158	1523	338	297	1430	728
Buy a smaller home to save money	454 21%	356 23% C	67 20% C	32 11%	354 25% E	101 14%
Move closer to work to save money/time in commuting	214 10%	134 9%	35 10%	44 15% A	125 9%	89 12% D
Move further away from work to have more space	151 7%	106 7%	24 7%	22 7%	111 8%	40 6%
Buy a condo instead of a house to save money	261 12%	189 12%	36 11%	36 12%	168 12%	92 13%
Live with friends/family to share expenses	92 4%	71 5%	12 3%	9 3%	34 2%	58 8% D
Buy a home that is a bit run down and needs renovating to save money	212 10%	130 9%	40 12%	43 14% A	125 9%	87 12% D
Move to a different area that is less expensive	328 15%	224 15%	56 16%	48 16%	212 15%	115 16%
Rent out part of my home to save money	126 6%	90 6%	18 5%	18 6%	86 6%	41 6%
Take another job to make more money	256 12%	183 12%	39 12%	34 12%	175 12%	81 11%
Borrow money from friends and/or family to make it more affordable	63 3%	40 3%	12 4%	11 4%	38 3%	25 3%

# Detailed Tables

**B20. (FIRST/SECOND CHOICE SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

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

\* small base

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	2158	1003	1155	179	441	492	535	511	86	289	1044	739
Weighted	2158	1057	1101	169	466	414	445	665	89*	285	1026	758
Buy a smaller home to save money	845 39%	391 37%	455 41%	49 29%	110 24%	135 33% D	183 41% CDE	368 55% CDEF	33 37%	114 40%	377 37%	322 42% J
Move closer to work to save money/time in commuting	421 20%	218 21%	203 18%	41 24% G	129 28% FG	96 23% FG	79 18% G	76 11%	13 15%	56 20%	193 19%	159 21%
Move further away from work to have more space	271 13%	159 15% B	112 10%	12 7%	75 16% CG	73 18% CG	60 14% CG	51 8%	12 13%	27 9%	129 13%	104 14%
Buy a condo instead of a house to save money	473 22%	226 21%	247 22%	31 18% E	74 16% E	48 12% E	75 17% E	244 37% CDEF	15 17%	54 19%	210 20%	194 26% IJ
Live with friends/family to share expenses	193 9%	83 8%	110 10%	44 26% DEFG	42 9%	26 6%	27 6%	54 8%	9 10%	26 9%	92 9%	65 9%
Buy a home that is a bit run down and needs renovating to save money	518 24%	269 25%	249 23%	27 16%	120 26% C	96 23%	129 29% CEG	146 22%	23 26%	59 21%	286 28% IK	149 20%
Move to a different area that is less expensive	689 32%	342 32%	347 32%	53 31%	146 31%	149 36%	138 31%	204 31%	27 30%	101 36%	317 31%	244 32%
Rent out part of my home to save money	315 15%	135 13%	180 16% A	28 16%	73 16%	53 13%	73 16%	88 13%	21 24% JK	57 20% K	153 15% K	84 11%
Take another job to make more money	448 21%	209 20%	239 22%	37 22% G	114 25% G	118 29% FG	97 22% G	82 12%	20 23%	58 20%	225 22%	145 19%
Borrow money from friends and/or family to make it more affordable	142 7%	83 8% B	60 5%	17 10% G	48 10% FG	34 8% G	27 6% G	16 2%	4 4%	17 6%	71 7%	50 7%

# Detailed Tables

**B20. (FIRST/SECOND CHOICE SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

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

\* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	2158	351	214	167	820	458	148	284	512	696	950
Weighted	2158	301	208	144	830	512	164*	290	526	707	925
Buy a smaller home to save money	845 39%	97 32%	88 42% A	54 38% A	356 43% A	189 37%	62 38%	105 36%	175 33%	265 37%	406 44% GH
Move closer to work to save money/time in commuting	421 20%	36 12%	43 21% A	33 23% AD	126 15%	139 27% AD	43 26% AD	49 17%	105 20%	132 19%	184 20%
Move further away from work to have more space	271 13%	29 10%	21 10%	20 14%	106 13%	79 16% A	16 10%	34 12%	46 9%	73 10%	151 16% GH
Buy a condo instead of a house to save money	473 22%	87 29% DEF	68 33% CDEF	31 21% F	170 20% F	100 20% F	17 10%	70 24%	89 17%	184 26% G	200 22%
Live with friends/family to share expenses	193 9%	35 12% B	10 5%	9 6%	72 9%	55 11% B	12 7%	26 9%	73 14% HI	58 8%	63 7%
Buy a home that is a bit run down and needs renovating to save money	518 24%	88 29% E	51 25%	40 28%	195 24%	107 21%	36 22%	51 18%	139 26%	177 25%	202 22%
Move to a different area that is less expensive	689 32%	105 35% B	53 26%	44 31%	271 33%	167 33%	49 30%	106 37%	170 32%	215 30%	304 33%
Rent out part of my home to save money	315 15%	57 19% E	26 13%	23 16%	130 16% E	55 11%	24 15%	47 16%	90 17% I	112 16%	113 12%
Take another job to make more money	448 21%	49 16%	39 19%	31 21%	184 22% A	96 19%	51 31% ABE	67 23%	114 22%	153 22%	181 20%
Borrow money from friends and/or family to make it more affordable	142 7%	20 7% C	15 7% C	3 2%	51 6% C	38 7% C	16 10% C	25 9%	50 10% I	47 7%	45 5%

# Detailed Tables

**B20. (FIRST/SECOND CHOICE SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	2158	1498	356	304	1434	724
Weighted	2158	1523	338	297	1430	728
Buy a smaller home to save money	845 39%	656 43% BC	115 34% C	74 25%	622 44% E	223 31%
Move closer to work to save money/time in commuting	421 20%	262 17%	79 23% A	80 27% A	261 18%	160 22%
Move further away from work to have more space	271 13%	182 12%	47 14%	42 14%	191 13%	80 11%
Buy a condo instead of a house to save money	473 22%	348 23%	68 20%	56 19%	325 23%	148 20%
Live with friends/family to share expenses	193 9%	148 10%	28 8%	17 6%	88 6%	105 14% D
Buy a home that is a bit run down and needs renovating to save money	518 24%	344 23%	90 27%	84 28%	333 23%	185 25%
Move to a different area that is less expensive	689 32%	478 31%	117 34%	95 32%	463 32%	226 31%
Rent out part of my home to save money	315 15%	225 15%	46 14%	44 15%	204 14%	111 15%
Take another job to make more money	448 21%	322 21%	64 19%	62 21%	300 21%	148 20%
Borrow money from friends and/or family to make it more affordable	142 7%	80 5%	24 7%	39 13% AB	71 5%	72 10% D

# Detailed Tables

**B20. (WOULD NEVER CONSIDER SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

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

\* small base

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	2158	1003	1155	179	441	492	535	511	86	289	1044	739
Weighted	2158	1057	1101	169	466	414	445	665	89*	285	1026	758
Buy a smaller home to save money	44 2%	24 2%	20 2%	4 2%	11 2%	9 2%	11 3%	8 1%	2 2%	5 2%	26 3%	12 2%
Move closer to work to save money/time in commuting	46 2%	23 2%	23 2%	1 1%	8 2%	8 2%	15 3%	15 2%	2 2%	5 2%	18 2%	22 3%
Move further away from work to have more space	117 5%	63 6%	53 5%	19 11% EFG	37 8% FG	22 5%	18 4%	20 3%	4 4%	14 5%	61 6%	37 5%
Buy a condo instead of a house to save money	181 8%	91 9%	90 8%	13 8%	58 12% G	39 9% G	39 9% G	32 5%	6 7%	20 7%	100 10%	55 7%
Live with friends/family to share expenses	450 21%	231 22%	218 20%	12 7%	82 18% C	96 23% C	109 24% CD	152 23% C	20 23%	53 19%	210 20%	166 22%
Buy a home that is a bit run down and needs renovating to save money	161 7%	80 8%	81 7%	22 13% EFG	46 10% G	27 7%	28 6%	38 6%	7 8%	23 8%	75 7%	56 7%
Move to a different area that is less expensive	61 3%	25 2%	36 3%	3 2%	8 2%	13 3%	11 2%	26 4%	7 7% J	9 3%	22 2%	23 3%
Rent out part of my home to save money	250 12%	128 12%	122 11%	21 12%	50 11%	50 12%	39 9%	90 14% F	11 12%	37 13%	104 10%	99 13%
Take another job to make more money	142 7%	78 7%	65 6%	13 8%	42 9% E	17 4%	33 7% E	38 6%	0 -	14 5%	68 7% H	60 8% H
Borrow money from friends and/or family to make it more affordable	706 33%	313 30%	393 36% A	62 36% D	125 27%	132 32%	142 32%	246 37% D	30 34%	105 37%	342 33%	228 30%

# Detailed Tables

**B20. (WOULD NEVER CONSIDER SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

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

\* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	2158	351	214	167	820	458	148	284	512	696	950
Weighted	2158	301	208	144	830	512	164*	290	526	707	925
Buy a smaller home to save money	44 2%	12 4% DE	4 2%	5 4%	12 1%	7 1%	4 2%	8 3%	19 4% I	13 2%	13 1%
Move closer to work to save money/time in commuting	46 2%	8 3%	1 0	5 3% B	16 2%	13 3%	3 2%	6 2%	5 1%	22 3% G	19 2%
Move further away from work to have more space	117 5%	15 5%	12 6%	8 5%	44 5%	26 5%	13 8%	22 8%	33 6%	40 6%	44 5%
Buy a condo instead of a house to save money	181 8%	22 7%	12 6%	12 8%	80 10%	39 8%	17 10%	29 10%	55 10% I	64 9%	62 7%
Live with friends/family to share expenses	450 21%	52 17%	57 27% ACD	26 18%	167 20%	115 23%	34 21%	47 16%	96 18%	129 18%	224 24% GH
Buy a home that is a bit run down and needs renovating to save money	161 7%	25 8%	9 4%	7 5%	57 7%	40 8%	23 14% BCD	26 9%	53 10% I	49 7%	59 6%
Move to a different area that is less expensive	61 3%	8 3%	9 4%	3 2%	23 3%	14 3%	5 3%	10 3%	15 3%	30 4% I	17 2%
Rent out part of my home to save money	250 12%	25 8%	26 12%	15 11%	104 12%	65 13%	16 10%	41 14%	59 11%	88 12%	103 11%
Take another job to make more money	142 7%	25 8% F	18 9% F	9 6%	46 6%	42 8% F	3 2%	15 5%	34 6%	31 4%	78 8% H
Borrow money from friends and/or family to make it more affordable	706 33%	110 36%	62 30%	55 38%	282 34%	151 29%	47 29%	86 30%	158 30%	240 34%	308 33%

# Detailed Tables

**B20. (WOULD NEVER CONSIDER SUMMARY) Best reflects a compromise you would be willing to make, in order to make a new home more affordable for you?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	2158	1498	356	304	1434	724
Weighted	2158	1523	338	297	1430	728
Buy a smaller home to save money	44 2%	30 2%	9 3%	5 2%	34 2%	10 1%
Move closer to work to save money/time in commuting	46 2%	36 2%	5 2%	5 2%	34 2%	12 2%
Move further away from work to have more space	117 5%	76 5%	12 4%	28 9% AB	64 4%	53 7% D
Buy a condo instead of a house to save money	181 8%	110 7%	34 10%	37 12% A	109 8%	72 10%
Live with friends/family to share expenses	450 21%	337 22%	62 18%	51 17%	323 23% E	126 17%
Buy a home that is a bit run down and needs renovating to save money	161 7%	110 7%	25 7%	26 9%	91 6%	70 10% D
Move to a different area that is less expensive	61 3%	43 3%	11 3%	7 2%	37 3%	24 3%
Rent out part of my home to save money	250 12%	176 12%	40 12%	34 11%	169 12%	81 11%
Take another job to make more money	142 7%	98 6%	25 7%	19 6%	89 6%	54 7%
Borrow money from friends and/or family to make it more affordable	706 33%	505 33%	115 34%	86 29%	480 34%	226 31%



# Detailed Tables

**B28. When purchasing a home, which of the following factors would you say would be the two most important factors to you regarding the community in which you would live?**

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

\* small base

	GENDER			AGE					EDUCATION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	2158	1003	1155	179	441	492	535	511	86	289	1044	739
Weighted	2158	1057	1101	169	466	414	445	665	89*	285	1026	758
Community safety	1224 57%	577 55%	647 59%	90 53%	275 59%	250 61%	255 57%	354 53%	45 51%	147 52%	625 61%	407 54%
Living close to your job	769 36%	387 37%	382 35%	88 52%	170 37%	167 40%	190 43%	153 23%	29 33%	114 40%	345 34%	281 37%
Living close to family	506 23%	199 19%	308 28%	32 19%	87 19%	82 20%	104 23%	201 30%	32 36%	94 33%	219 21%	162 21%
Living close to shopping	447 21%	221 21%	226 21%	23 13%	64 14%	56 14%	88 20%	216 33%	27 30%	73 26%	217 21%	130 17%
Living close to public transportation	432 20%	237 22%	195 18%	43 25%	112 24%	53 13%	82 18%	142 21%	15 17%	52 18%	207 20%	157 21%
Living close to a park	253 12%	151 14%	101 9%	16 9%	70 15%	45 11%	44 10%	78 12%	7 8%	25 9%	118 11%	103 14%
Living close to any school	177 8%	102 10%	75 7%	21 12%	70 15%	52 13%	24 5%	10 1%	5 6%	17 6%	82 8%	72 10%
Living close to a particular school	146 7%	61 6%	85 8%	13 8%	31 7%	63 15%	27 6%	12 2%	6 7%	16 6%	75 7%	49 6%
Country living/ lots of land/ space	74 3%	32 3%	41 4%	4 2%	10 2%	15 4%	20 5%	25 4%	2 3%	8 3%	37 4%	27 3%
Living close to a church	65 3%	33 3%	32 3%	0 -	8 2%	14 3%	16 4%	27 4%	4 4%	7 3%	23 2%	31 4%
Living close to a library	41 2%	17 2%	24 2%	2 1%	4 1%	2 1%	8 2%	25 4%	1 1%	2 1%	21 2%	17 2%
Close to a hospital/ medical care	26 1%	18 2%	8 1%	0 -	0 -	1 0	3 1%	22 3%	1 1%	4 1%	15 1%	6 1%
Friends/ friendly community/ community spirit	18 1%	12 1%	5 0	2 1%	2 1%	3 1%	5 1%	6 1%	0 -	2 1%	9 1%	7 1%
Quiet area	17 1%	13 1%	4 0	0 -	3 1%	3 1%	4 1%	7 1%	0 -	1 0	7 1%	9 1%

# Detailed Tables

**B28. When purchasing a home, which of the following factors would you say would be the two most important factors to you regarding the community in which you would live?**

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

\* small base

	Total	GENDER		AGE					EDUCATION			
		Male	Female	18-24	25-34	35-44	45-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K
Living close to water/ rivers/ lakes/ marina	13 1%	9 1%	4 0	0 -	1 0	6 1% DF	1 0	6 1%	1 1%	0 -	8 1%	4 1%
Nice area	11 1%	4 0	7 1%	2 1% F	1 0	5 1% F	0 -	3 0	0 -	1 0	5 1%	5 1%
Living close to downtown/ amenities	11 1%	6 1%	5 0	1 1%	2 1%	1 0	1 0	4 1%	0 -	1 0	5 0	5 1%
Affordability/ price range	10 0	3 0	7 1%	0 -	3 1%	3 1%	3 1%	2 0	0 -	1 0	2 0	8 1% J
Living close to gym/ community centers	8 0	6 1%	3 0	0 -	2 0	0 -	0 -	6 1%	0 -	1 0	3 0	5 1%
Living close to nightlife/ entertainment	4 0	2 0	2 0	0 -	1 0	0 -	1 0	2 0	0 -	0 -	2 0	2 0
Other	64 3%	27 3%	37 3%	2 1%	16 3%	8 2%	11 2%	27 4%	1 2%	6 2%	26 3%	31 4%
Nothing	2 0	1 0	2 0	1 0	0 -	0 -	1 0	1 0	0 -	0 -	2 0	0 -

# Detailed Tables

**B28. When purchasing a home, which of the following factors would you say would be the two most important factors to you regarding the community in which you would live?**

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

\* small base

		REGION							HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Base: Valid respondents	2158	351	214	167	820	458	148	284	512	696	950
Weighted	2158	301	208	144	830	512	164*	290	526	707	925
Community safety	1224 57%	172 57%	118 57%	86 60%	454 55%	292 57%	102 62%	168 58%	300 57%	398 56%	526 57%
Living close to your job	769 36%	104 34%	70 33%	49 34%	272 33%	205 40%	69 42%	91 31%	174 33%	240 34%	355 38%
Living close to family	506 23%	72 24%	44 21%	37 26%	229 28%	85 17%	38 23%	67 23%	115 22%	183 26%	208 23%
Living close to shopping	447 21%	58 19%	46 22%	26 18%	184 22%	95 19%	38 23%	76 26%	105 20%	181 26%	162 18%
Living close to public transportation	432 20%	63 21%	37 18%	16 11%	161 19%	126 25%	29 18%	79 27%	151 29%	129 18%	151 16%
Living close to a park	253 12%	36 12%	30 14%	14 10%	85 10%	77 15%	10 6%	20 7%	56 11%	82 12%	114 12%
Living close to any school	177 8%	23 8%	20 10%	15 10%	65 8%	48 9%	7 4%	21 7%	44 8%	59 8%	74 8%
Living close to a particular school	146 7%	25 8%	19 9%	14 9%	61 7%	15 3%	13 8%	15 5%	25 5%	38 5%	83 9%
Country living/ lots of land/ space	74 3%	5 2%	5 2%	4 3%	30 4%	26 5%	5 3%	7 2%	20 4%	18 3%	35 4%
Living close to a church	65 3%	4 1%	7 3%	10 7%	29 4%	8 2%	6 4%	8 3%	24 4%	23 3%	18 2%
Living close to a library	41 2%	8 3%	1 0	0 -	20 2%	10 2%	2 1%	13 4%	9 2%	16 2%	16 2%

# Detailed Tables

**B28. When purchasing a home, which of the following factors would you say would be the two most important factors to you regarding the community in which you would live?**

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

\* small base

	Total	REGION							HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F		G	H	I
Close to a hospital/ medical care	26 1%	3 1%	4 2% E	1 1%	13 2%	2 0	2 1%	1 0	3 1%	10 1%	12 1%
Friends/ friendly community/ community spirit	18 1%	3 1% E	1 0	2 2% E	9 1% E	0 -	3 2% E	2 1%	4 1%	1 0	13 1% H
Quiet area	17 1%	2 1%	1 1%	1 0	4 0	10 2% D	0 -	1 0	3 1%	7 1%	6 1%
Living close to water/ rivers/ lakes/ marina	13 1%	5 2%	0 -	0 -	4 0	4 1%	1 1%	0 -	3 1%	4 1%	6 1%
Nice area	11 1%	1 0	2 1%	1 1%	4 0	2 0	1 1%	1 0	5 1%	1 0	5 1%
Living close to downtown/ amenities	11 1%	2 1%	3 1% E	1 1% E	3 0	0 -	1 1%	1 0	1 0	3 0	7 1%
Affordability/ price range	10 0	1 0	0 -	3 2% E	6 1%	1 0	0 -	0 -	3 1%	0 -	8 1% H
Living close to gym/ community centers	8 0	1 0	2 1%	2 2% E	3 0	0 -	1 1%	1 0	0 -	2 0	7 1%
Living close to nightlife/ entertainment	4 0	2 1%	0 -	0 -	2 0	0 -	0 -	1 0	0 -	1 0	3 0
Other	64 3%	13 4% F	8 4% F	3 2%	23 3%	17 3%	0 -	5 2%	6 1%	19 3%	39 4% G
Nothing	2 0	0 -	1 0	0 -	0 -	1 0	1 1%	0 -	1 0	1 0	1 0

# Detailed Tables

**B28. When purchasing a home, which of the following factors would you say would be the two most important factors to you regarding the community in which you would live?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Base: Valid respondents	2158	1498	356	304	1434	724
Weighted	2158	1523	338	297	1430	728
Community safety	1224 57%	855 56%	204 60%	165 56%	825 58%	399 55%
Living close to your job	769 36%	537 35%	106 31%	127 43% AB	480 34%	290 40% D
Living close to family	506 23%	369 24%	78 23%	59 20%	374 26% E	133 18%
Living close to shopping	447 21%	330 22%	67 20%	50 17%	304 21%	143 20%
Living close to public transportation	432 20%	319 21% B	53 16%	59 20%	223 16%	209 29% D
Living close to a park	253 12%	163 11%	54 16% A	36 12%	168 12%	85 12%
Living close to any school	177 8%	101 7%	32 10%	43 15% A	111 8%	66 9%
Living close to a particular school	146 7%	100 7%	27 8%	20 7%	109 8%	37 5%
Country living/ lots of land/ space	74 3%	57 4%	10 3%	6 2%	54 4%	20 3%
Living close to a church	65 3%	52 3%	6 2%	7 2%	42 3%	23 3%
Living close to a library	41 2%	28 2%	5 1%	8 3%	24 2%	17 2%
Close to a hospital/ medical care	26 1%	20 1%	5 1%	1 0	23 2% E	2 0
Friends/ friendly community/ community spirit	18 1%	8 1%	8 2% A	1 0	15 1%	3 0
Quiet area	17 1%	15 1%	1 0	1 0	12 1%	5 1%

# Detailed Tables

**B28. When purchasing a home, which of the following factors would you say would be the two most important factors to you regarding the community in which you would live?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

	Total	BUYING INTENTIONS			RESIDENCE	
		Not Likely	Owners Likely to Buy	Renters Likely to Buy	Own	Rent
		A	B	C	D	E
Living close to water/ rivers/ lakes/ marina	13 1%	12 1%	1 0	0 -	9 1%	4 0
Nice area	11 1%	8 0	2 0	2 1%	6 0	6 1%
Living close to downtown/ amenities	11 1%	7 0	2 1%	2 1%	8 1%	2 0
Affordability/ price range	10 0	9 1%	1 0	1 0	9 1%	1 0
Living close to gym/ community centers	8 0	8 1%	0 -	0 -	8 1%	0 -
Living close to nightlife/ entertainment	4 0	3 0	1 0	0 -	2 0	2 0
Other	64 3%	47 3%	13 4%	4 1%	53 4%	11 1%
Nothing	2 0	2 0	1 0	0 -	1 0	1 0