

TD Bank - Women and Home Ownership Poll (0483-89)



1	q3. How many homes have you purchased as an individual (i.e., not with a spouse or common law partner)?
2	q4. When did you purchase your home as an individual? When was the last time you purchased a home as an individual?
4	q6. What kind of home did you purchase?
5	q7. Why did you decide on that type of home?
6	q7. [Cross-Tab Q7 by Q6] Why did you decide on that type of home?
7	q8. Why did you buy a home as an individual?
8	q9. What was your biggest worry before buying your home?
9	q10. Currently, what do you like best about home ownership/what gives you the greatest pleasure?
10	q11. Currently, what do you like least about home ownership/what gives you the worst headache?
11	q12. If you were planning on renovating your home, which room would you choose?
12	q13. For what reason(s) would you sell your home?
16	q17. Age. (Asked as: In what year were you born?)
17	q18. How old were you when you bought your first home as an individual (i.e. not with a spouse or common law partner)?
18	q19. Which of the following best describes your current marital status?
19	q20. How many children do you have under the age of 18?
20	q21. What is the highest level of education you have had the opportunity to obtain?
21	q22. Which of the following categories best describes your annual income, before taxes?
22	Region

q3. How many homes have you purchased as an individual (i.e., not with a spouse or common law partner)?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
One	580 81%	256 87% C	314 77%	348 85%	177 80%	108 76%	470 83%	45 84%	241 80%	291 83%	289 77%	282 88% L	483 83%	92 77%
Two	98 14%	27 9%	69 17% A	46 11%	29 13%	24 17%	73 13%	3 5%	46 15%	47 14%	61 16%	36 11%	79 14%	18 15%
Three	19 3%	4 1%	15 4%	6 2%	12 6% E	4 3%	15 3%	1 3%	9 3%	8 2%	16 4% N	3 1%	17 3%	1 1%
Four	2 0%	1 0%	1 0%	1 0%	1 0%	0 -	2 0%	1 2% J	0 -	1 0%	2 0%	0 -	2 0%	0 -
Five or more	2 0%	0 -	2 1%	0 -	1 0%	0 -	2 0%	0 -	0 -	2 1%	2 1%	0 -	0 -	2 2% P
Don't know	13 2%	6 2%	5 1%	7 2%	2 1%	6 4% H	5 1%	3 7% K	7 2% K	1 0%	4 1%	1 0%	4 1%	6 5% P
Summary														
One	580 81%	256 87% C	314 77%	348 85%	177 80%	108 76%	470 83%	45 84%	241 80%	291 83%	289 77%	282 88% L	483 83%	92 77%
Two or more	120 17%	31 11%	87 21% A	53 13%	43 19% E	28 20%	91 16%	5 9%	55 18%	58 17%	81 22% N	39 12%	98 17%	22 18%

q4. When did you purchase your home as an individual? When was the last time you purchased a home as an individual?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Within the past year (2007)	122 17%	83 28% C	37 9%	79 19%	32 14%	16 11%	106 19%	12 23%	48 16%	62 18%	67 18%	53 17%	106 18%	16 13%
2 or 3 years ago (2005 or 2006)	211 30%	115 39% C	90 22%	121 30%	64 29%	35 24%	177 31%	6 12%	94 31% I	110 32% I	111 30%	97 30%	179 31%	31 26%
4 or 5 years ago (2003 or 2004)	136 19%	60 20%	74 18%	73 18%	47 21%	26 18%	109 19%	10 20%	50 16%	74 21%	64 17%	69 22%	106 18%	28 24%
6 to 10 years ago (1997 to 2002)	173 24%	31 11%	141 35% A	91 22%	63 29%	38 26%	133 23%	16 30%	79 26%	78 22%	81 22%	89 28%	144 25%	26 22%
More than 10 years ago (1996 or earlier)	61 9%	1 0%	61 15% A	38 9%	15 7%	21 15% H	39 7%	6 11%	28 9%	26 7%	48 13% N	13 4%	48 8%	12 10%
(Dk/Ns)	10 1%	6 2%	4 1%	6 2%	1 0%	7 5% H	3 1%	3 5% K	4 1%	1 0%	3 1%	0 -	2 0%	6 5% P

q6. What kind of home did you purchase?

Proportions/Means: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Condo	299 42%	146 50%	147 36%	174 43%	98 44%	19 13%	279 49%	16 30%	107 35%	175 50%	165 44%	128 40%	256 44%	40 33%
House	242 34%	83 28%	157 39%	142 35%	67 30%	89 63%	151 27%	21 40%	120 40%	99 28%	126 34%	110 34%	185 32%	53 44%
Townhouse	95 13%	39 13%	52 13%	47 12%	36 16%	13 9%	80 14%	7 13%	37 12%	50 14%	49 13%	42 13%	83 14%	11 9%
Duplex	44 6%	13 4%	31 8%	24 6%	11 5%	7 5%	37 7%	4 8%	19 6%	21 6%	17 5%	27 8%	35 6%	9 7%
Mobile home/ mini home	17 2%	7 2%	10 3%	10 3%	3 1%	7 5%	10 2%	3 6%	11 4%	3 1%	6 2%	11 3%	13 2%	4 3%
Other	9 1%	1 1%	8 2%	5 1%	3 1%	2 1%	7 1%	0 -	5 2%	4 1%	2 1%	7 2%	7 1%	2 2%
(Dk/Ns)	15 2%	7 2%	8 2%	9 2%	5 2%	6 4%	9 2%	2 4%	9 3%	3 1%	11 3%	3 1%	10 2%	4 4%

q7. Why did you decide on that type of home?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Cost	496 70%	211 72%	277 68%	287 70%	154 69%	89 63%	405 71%	37 69%	212 70%	243 69%	257 69%	230 71%	419 72% Q	74 61%
Location/neighbourhood	462 65%	198 67%	259 64%	252 62%	165 74% E	90 64%	371 65%	30 56%	185 61%	246 70% IJ	240 64%	215 67%	386 66%	72 60%
Size	272 38%	113 39%	157 39%	146 36%	102 46% E	56 40%	215 38%	12 22%	113 37% I	144 41% I	134 36%	133 41%	228 39%	40 34%
Low/no maintenance requirements	216 30%	99 34%	116 29%	118 29%	84 38% E	20 14%	197 35% G	8 15%	82 27%	125 36% IJ	110 29%	102 32%	197 34% Q	18 15%
Wanted a yard	183 26%	64 22%	117 29% A	115 28%	47 21%	49 35% H	134 24%	11 20%	89 29%	82 23%	85 23%	95 29%	154 26%	27 23%
Security/safety	148 21%	70 24%	75 19%	74 18%	58 26% E	25 18%	122 22%	4 7%	66 22% I	77 22% I	74 20%	70 22%	122 21%	24 20%
Investment/ wanted to own property	11 2%	6 2%	5 1%	8 2%	3 1%	2 2%	9 2%	1 1%	1 1%	9 3% J	6 2%	5 2%	9 2%	2 2%
Privacy/ privacy from neighbours	9 1%	6 2%	3 1%	5 1%	1 0%	1 1%	8 1%	0 -	2 1%	7 2%	5 1%	4 1%	8 1%	1 1%
Didn't want to rent/ same price as renting	8 1%	0 -	8 2% A	4 1%	3 1%	0 -	8 2%	1 1%	3 1%	5 1%	1 0%	8 2% L	8 1%	0 -
Finishings/ features of house (incl. kitchen, bathrooms, etc)	6 1%	5 2%	1 0%	4 1%	1 0%	1 1%	5 1%	0 -	4 1%	2 1%	5 1%	1 0%	5 1%	1 1%
Was my family's/ parent's home/ already lived here	6 1%	0 -	6 1%	4 1%	0 -	3 2%	3 1%	0 -	3 1%	3 1%	4 1%	1 0%	3 1%	2 2%
Could put in rental suite/ could rent out section/ could rent out	4 1%	4 1%	1 0%	1 0%	1 0%	0 -	4 1%	0 -	1 0%	3 1%	4 1%	1 0%	3 1%	1 1%
Close to work/ commute to work	4 1%	1 1%	3 1%	3 1%	1 1%	0 -	4 1%	0 -	3 1%	1 0%	1 0%	3 1%	4 1%	0 -
Own garage/ parking space	4 1%	1 1%	2 1%	2 0%	2 1%	1 1%	3 1%	0 -	1 0%	3 1%	1 0%	2 1%	4 1%	0 -
Other	9 1%	4 1%	5 1%	4 1%	5 2%	1 1%	8 1%	2 5% J	1 0%	6 2%	5 1%	4 1%	8 1%	1 1%
(Dk/Ns)	9 1%	3 1%	6 2%	6 2%	3 1%	3 3%	6 1%	0 -	8 3%	2 1%	6 2%	3 1%	4 1%	5 4%

q7. Why did you decide on that type of home?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

		Age		Income		Children		Education			Age at First Purchase		Marital Status	
	Total	18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
									K					P

q7. [Cross-Tab Q7 by Q6] Why did you decide on that type of home?

Proportions/Mean: All Columns Tested (5% risk level) * small base

	Type of Home			
	Condo	Duplex	Townhouse	House
	A	B	C	D
Base: All respondents	290	41	89	257
Weighted	299	44*	95*	242
Cost	230 77% D	36 81% D	67 71% D	137 57%
Location/neighbourhood	198 66%	31 71%	64 67%	149 62%
Low/no maintenance requirements	151 50% BCD	5 10%	34 36% BD	18 8%
Size	98 33%	16 36%	45 47% A	101 42% A
Security/safety	87 29% BCD	1 3%	12 13%	43 18% B
Didn't want to rent/ same price as renting	6 2%	0 -	0 -	3 1%
Investment/ wanted to own property	5 2%	0 -	2 2%	1 0%
Wanted a yard	3 1%	17 39% A	33 35% A	116 48% AC
Was my family's/ parent's home/ already lived here	3 1%	0 -	0 -	3 1%
Finishings/ features of house (incl. kitchen, bathrooms, etc)	2 1%	0 -	0 -	2 1%
Could put in rental suite/ could rent out section/ could rent out	1 1%	1 2%	0 -	2 1%
Own garage/ parking space	1 1%	1 2%	0 -	2 1%

q7. [Cross-Tab Q7 by Q6] Why did you decide on that type of home?

Proportions/Means: All Columns Tested (5% risk level) * small base

	Type of Home			
	Condo	Duplex	Townhouse	House
	A	B	C	D
Close to work/ commute to work	1 1%	1 3% D	1 1%	0 -
Privacy/ privacy from neighbours	1 0%	0 -	3 3% A	5 2%
Other	4 1%	0 1%	2 2%	3 1%
(Dk/Ns)	0 -	0 -	1 1%	5 2% A

q8. Why did you buy a home as an individual?

Proportions/Means: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Felt it was a good investment	503 71%	212 72%	284 70%	284 70%	177 80%	84 59%	418 74%	31 58%	210 69%	259 74%	261 70%	234 73%	422 72%	76 63%
Didn't want to spend money on rent anymore	436 61%	179 61%	252 62%	248 61%	141 64%	84 59%	352 62%	32 59%	189 63%	212 61%	222 59%	206 64%	364 62%	66 55%
Wanted to get into the housing market	386 54%	154 52%	229 56%	207 51%	140 63%	78 55%	306 54%	21 40%	163 54%	199 57%	194 52%	186 58%	324 55%	59 49%
Wanted to purchase a home while I could still afford to	253 36%	98 33%	150 37%	149 36%	80 36%	43 30%	208 37%	19 36%	109 36%	122 35%	119 32%	128 40%	213 36%	34 28%
Felt it would make me more independent	198 28%	95 32%	101 25%	126 31%	52 24%	30 21%	168 30%	17 33%	82 27%	98 28%	111 30%	86 27%	173 30%	24 20%
Felt it would give me more control of my life	163 23%	65 22%	93 23%	99 24%	50 23%	24 17%	139 25%	13 25%	68 22%	81 23%	78 21%	81 25%	142 24%	19 16%
Wanted the condo lifestyle	77 11%	38 13%	39 10%	44 11%	27 12%	5 3%	72 13%	4 7%	31 10%	42 12%	35 9%	41 13%	68 12%	8 7%
Moved out of parents' home	6 1%	4 1%	3 1%	4 1%	1 1%	3 2%	4 1%	0 -	3 1%	4 1%	5 1%	1 0%	5 1%	1 1%
Wanted things that only my own home could offer (yard, pet, appliances, etc)	4 1%	1 1%	3 1%	3 1%	2 1%	0 -	4 1%	0 -	0 -	4 1%	1 0%	3 1%	4 1%	0 -
(Became a) single parent/ divorced/ separated/ single	4 1%	1 1%	1 0%	3 1%	0 -	1 1%	3 1%	0 -	2 1%	2 1%	1 0%	2 1%	4 1%	0 -
Did not want to rent/ preferred to own rather than paying rent	3 1%	3 1%	1 0%	3 1%	1 0%	1 1%	2 0%	0 -	2 1%	1 0%	3 1%	0 -	3 1%	0 -
To be closer to family/ work/ school	3 0%	1 1%	1 0%	3 1%	0 -	0 -	3 1%	0 -	1 0%	2 1%	1 0%	1 1%	3 1%	0 -
The timing was right/ it was a good deal	2 0%	1 1%	1 0%	0 -	1 0%	1 1%	1 0%	0 -	1 0%	1 0%	1 0%	1 0%	1 0%	1 1%
Good family home/ good for kids	2 0%	1 1%	1 0%	1 0%	1 1%	2 2%	0 -	0 -	2 1%	0 -	0 -	2 1%	1 0%	1 1%
Was my family's/ parents' home/ already lived here	2 0%	0 0%	2 0%	1 0%	1 0%	1 1%	1 0%	0 -	1 0%	1 0%	1 0%	1 0%	2 0%	0 -
To be able to do renovations/ do things my way	1 0%	0 -	1 0%	1 0%	0 -	0 0%	1 0%	0 -	1 1%	0 -	1 0%	0 0%	1 0%	0 -

q8. Why did you buy a home as an individual?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
As a rental property/ to supplement income	1 0%	0 -	1 0%	0 -	1 1%	0 -	1 0%	0 -	0 -	1 0%	1 0%	0 -	1 0%	0 -
Other	8 1%	3 1%	5 1%	5 1%	1 1%	1 1%	7 1%	0 -	1 0%	7 2%	6 2%	2 1%	6 1%	2 2%
Nothing	1 0%	0 -	1 0%	0 -	1 0%	0 -	1 0%	0 -	0 -	1 0%	0 -	1 0%	1 0%	0 -
(Dk/Ns)	10 1%	6 2%	4 1%	6 2%	1 1%	3 2%	7 1%	2 4% K	5 2%	2 1%	2 1%	4 1%	6 1%	4 4% P

q9. What was your biggest worry before buying your home?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

		Age		Income		Children		Education			Age at First Purchase		Marital Status	
	Total	18 to 34 A	35 to 45 C	<\$60K E	\$60K+ F	Yes G	No H	High School or less I	Post Secondary / College J	University Degree K	18 to 29 L	30 to 45 N	Single P	Married or common law, Divorced or Widowed Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Affordability / financial commitment	549 77%	227 77%	317 78%	309 76%	179 81%	98 69%	449 79% G	40 75%	232 76%	274 78%	281 75%	260 81%	463 79% Q	81 68%
Assuming the responsibilities of a homeowner (having to do maintenance, legal responsibilities, etc.)	362 51%	150 51%	204 50%	207 51%	110 50%	78 55%	282 50%	30 56%	173 57% K	157 45%	191 51%	161 50%	285 49%	71 59% P
Impact on my disposable income and lifestyle	294 41%	131 44%	155 38%	159 39%	103 46%	45 32%	249 44% G	16 30%	126 41%	151 43%	149 40%	137 42%	252 43%	41 35%
Living on my own	142 20%	71 24% C	69 17%	79 19%	48 22%	25 17%	117 21%	13 24%	68 22%	61 17%	87 23% N	53 16%	105 18%	37 31% P
Being lonely	116 16%	59 20% C	55 14%	74 18%	31 14%	19 13%	96 17%	9 17%	61 20% K	46 13%	63 17%	51 16%	94 16%	21 18%
What my parents would think	37 5%	19 6%	17 4%	26 6% F	3 2%	7 5%	30 5%	0 -	25 8% IK	12 3%	18 5%	17 5%	30 5%	6 5%
Security	58 8%	18 6%	37 9%	37 9%	13 6%	12 8%	46 8%	5 9%	25 8%	28 8%	24 6%	32 10%	50 9%	7 6%
Saleability/ possibility of making money upon sale	3 0%	1 1%	2 0%	2 1%	1 0%	0 -	3 1%	0 -	1 0%	2 1%	1 0%	2 1%	2 0%	1 1%
The type of home/ what home would look like	4 1%	3 1%	1 0%	3 1%	1 1%	0 -	4 1%	0 -	1 0%	3 1%	1 0%	3 1%	4 1%	0 -
Other	28 4%	13 5%	13 3%	19 5%	6 3%	9 6%	19 3%	4 7% K	18 6% K	7 2%	19 5%	9 3%	20 4%	8 7%
Nothing	39 6%	18 6%	19 5%	25 6%	9 4%	16 11% H	21 4%	4 8%	18 6%	14 4%	27 7% N	9 3%	22 4%	15 13% P
(Dk/Ns)	2 0%	0 -	2 1%	2 1%	0 -	1 1%	1 0%	0 -	1 0%	1 0%	1 0%	1 0%	1 0%	1 1%

q10. Currently, what do you like best about home ownership/what gives you the greatest pleasure?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Financial security/ investing in (my) future/ building equity	164 23%	68 23%	93 23%	88 22%	64 29%	30 21%	134 24%	7 14%	67 22%	90 26%	79 21%	84 26%	147 25% Q	18 15%
Having a place of my own/ being a homeowner/ knowing that it is mine	156 22%	62 21%	93 23%	90 22%	46 21%	17 12%	139 25% G	5 10%	68 22% I	82 23% I	79 21%	77 24%	139 24% Q	17 14%
Being independent/ free/ having control	127 18%	60 20%	65 16%	73 18%	40 18%	20 14%	107 19%	7 13%	49 16%	70 20%	66 18%	55 17%	104 18%	20 17%
Being able to do what I want with my space/ decorate as I please/ renovate	96 14%	40 14%	56 14%	64 16% F	20 9%	16 11%	80 14%	7 13%	44 15%	45 13%	42 11%	54 17% L	89 15% Q	7 6%
Not paying rent/ paying others	94 13%	35 12%	56 14%	53 13%	34 15%	17 12%	77 14%	10 19%	40 13%	44 12%	44 12%	47 15%	81 14%	13 11%
A sense of accomplishment/ personal fulfillment	83 12%	33 11%	50 12%	52 13%	24 11%	23 16%	60 11%	10 18%	39 13%	35 10%	53 14%	30 9%	59 10%	24 20% P
Having quiet/ privacy/ space to myself	47 7%	18 6%	29 7%	31 8%	12 6%	11 8%	37 7%	2 4%	17 6%	28 8%	21 6%	26 8%	41 7%	7 6%
Sense of pride in homeownership	34 5%	14 5%	20 5%	18 4%	13 6%	8 5%	26 5%	2 4%	13 4%	19 6%	15 4%	18 6%	30 5%	4 3%
Backyard/ garden	33 5%	7 2%	25 6% A	20 5%	11 5%	11 8%	22 4%	1 3%	17 6%	15 4%	11 3%	21 7% L	30 5%	3 3%
Rising property values	27 4%	13 4%	14 4%	13 3%	10 4%	1 1%	27 5% G	1 3%	6 2%	20 6% J	17 5%	10 3%	27 5%	1 1%
Feeling a sense of home/ at home	26 4%	10 3%	16 4%	12 3%	12 6%	8 5%	18 3%	2 4%	10 3%	14 4%	15 4%	11 3%	18 3%	8 7% P
Being able to do whatever I'd like while I'm at home/ can play by my own rules	23 3%	11 4%	11 3%	17 4%	6 3%	4 3%	18 3%	0 1%	12 4%	10 3%	14 4%	9 3%	18 3%	5 4%
Sense of community/ belonging	14 2%	3 1%	11 3%	9 2%	5 2%	2 2%	12 2%	2 3%	8 3%	4 1%	8 2%	6 2%	13 2%	1 1%
More space/ more room	13 2%	2 1%	11 3%	7 2%	4 2%	7 5% H	6 1%	0 -	4 2%	8 2%	4 1%	9 3%	12 2%	1 1%
Paying less money than renting/ saving money/ more disposable income	12 2%	4 1%	7 2%	5 1%	6 3%	3 2%	9 2%	0 -	4 1%	8 2%	4 1%	6 2%	11 2%	1 1%
Garage/parking	9 1%	2 1%	7 2%	1 0%	6 3%	0 -	9 2%	1 1%	2 1%	6 2%	5 1%	4 1%	5 1%	4 4%

q10. Currently, what do you like best about home ownership/what gives you the greatest pleasure?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

		Age		Income		Children		Education			Age at First Purchase		Marital Status	
	Total	18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
					E									P
Other	64 9%	22 7%	43 11%	46 11%	17 8%	17 12%	48 8%	3 5%	22 7%	39 11%	31 8%	33 10%	59 10%	5 4%
Nothing	72 10%	25 9%	42 10%	40 10%	15 7%	17 12%	51 9%	9 17%	29 10%	31 9%	35 9%	29 9%	52 9%	15 13%
(Dk/Ns)	30 4%	16 5%	14 4%	17 4%	10 5%	6 4%	24 4%	1 1%	18 6%	10 3%	16 4%	14 4%	23 4%	7 6%

q11. Currently, what do you like least about home ownership/what gives you the worst headache?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Maintenance/ repairs	147 21%	51 17%	95 23%	79 19%	54 25%	34 24%	112 20%	8 14%	58 19%	81 23%	68 18%	79 24%	132 23% Q	14 12%
Expenses/ more expenses/ more financial responsibilities (unspecified)	48 7%	24 8%	23 6%	24 6%	20 9%	10 7%	38 7%	0 1%	22 7%	25 7%	21 6%	26 8%	39 7%	8 6%
Cost of maintenance/ repairs	45 6%	9 3%	36 9% A	23 6%	20 9%	6 5%	39 7%	3 5%	15 5%	27 8%	19 5%	26 8%	41 7%	3 2%
Neighbours/ problems with neighbours	39 5%	19 7%	19 5%	22 6%	12 5%	5 3%	34 6%	3 6%	10 3%	26 7% J	23 6%	16 5%	35 6%	4 3%
More work/ housework (include yard work, snow removal, etc)	37 5%	11 4%	24 6%	18 4%	14 6%	11 8%	25 5%	4 8%	13 4%	19 6%	20 5%	15 5%	34 6%	3 3%
Mortgage payments/ interest/ rates	34 5%	18 6%	17 4%	22 5%	8 4%	4 3%	31 5%	1 1%	15 5%	19 5%	19 5%	16 5%	32 6%	2 2%
(Problems with) condo board/ association/ management/ condo politics	34 5%	12 4%	22 5%	21 5%	9 4%	1 1%	32 6% G	2 4%	13 4%	18 5%	17 5%	16 5%	30 5%	3 3%
Responsibility (of home ownership as a single person)	29 4%	8 3%	22 5%	10 3%	19 8% E	3 2%	26 5%	3 5%	12 4%	15 4%	8 2%	21 7% L	27 5%	3 2%
Bills	25 3%	17 6% C	7 2%	13 3%	8 3%	3 2%	22 4%	1 1%	16 5%	8 2%	17 5%	8 2%	22 4%	3 2%
Financial worries (unspecified)	19 3%	10 3%	9 2%	14 3%	4 2%	1 1%	18 3%	0 -	6 2%	13 4%	8 2%	10 3%	16 3%	3 2%
Less disposable income/ change to lifestyle	18 3%	6 2%	12 3%	12 3%	7 3%	1 1%	17 3%	1 1%	4 1%	13 4%	5 1%	13 4% L	17 3%	1 1%
Unexpected/ unanticipated expenses	16 2%	8 3%	9 2%	11 3%	5 2%	2 1%	15 3%	3 7%	6 2%	7 2%	9 2%	8 2%	14 2%	2 2%
Taxes/ property taxes	16 2%	6 2%	10 2%	7 2%	9 4%	3 3%	13 2%	0 -	10 3%	7 2%	8 2%	8 3%	13 2%	3 3%
Condo fees	16 2%	7 2%	9 2%	13 3%	3 1%	0 -	16 3%	0 -	3 1%	12 4%	9 2%	7 2%	13 2%	3 3%
Renovations/ renovation costs	15 2%	7 2%	7 2%	9 2%	4 2%	3 2%	13 2%	4 7% J	2 1%	10 3%	6 2%	8 3%	11 2%	4 3%
Unexpected repairs to home	11 2%	5 2%	7 2%	6 2%	5 2%	2 1%	9 2%	3 6%	3 1%	5 1%	6 2%	5 2%	11 2%	0 -

q11. Currently, what do you like least about home ownership/what gives you the worst headache?

Proportions/Means: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
								J						
Finding professionals/ trustworthy professionals to do repairs/ maintenance	9 1%	4 1%	4 1%	7 2%	1 1%	1 1%	7 1%	0 -	4 1%	5 1%	5 1%	3 1%	7 1%	1 1%
Stability of housing market/ list price of home when selling	8 1%	3 1%	5 1%	3 1%	4 2%	0 -	8 1%	0 -	4 1%	4 1%	1 0%	7 2% L	8 1%	0 -
Loneliness	7 1%	5 2%	2 1%	6 1%	1 0%	0 -	7 1%	0 -	1 0%	5 2%	3 1%	4 1%	7 1%	0 -
Job security worries	7 1%	1 0%	5 1%	4 1%	3 1%	3 2%	4 1%	0 -	1 0%	5 2%	2 1%	5 1%	5 1%	1 1%
Lack of space/ need more space (including yard mentions)	6 1%	4 1%	2 1%	5 1%	1 0%	0 -	6 1%	0 -	2 1%	4 1%	2 1%	4 1%	6 1%	0 -
Tenants (in rental properties)	4 1%	1 1%	3 1%	1 0%	2 1%	0 -	4 1%	0 -	1 0%	3 1%	1 0%	3 1%	3 1%	1 1%
Security/ home security	4 1%	1 1%	3 1%	3 1%	1 0%	0 -	4 1%	2 3% K	1 1%	1 0%	1 0%	3 1%	3 1%	0 0%
Being 'stuck' in one community/ one area/ being tied down	4 1%	3 1%	1 0%	2 1%	2 1%	0 -	4 1%	0 -	0 -	4 1%	3 1%	1 0%	4 1%	0 -
More to worry about (unspecified)	4 1%	2 1%	0 -	1 0%	1 0%	2 2%	1 0%	1 3% K	1 0%	1 0%	2 1%	1 0%	1 0%	2 2% P
Home decor/ decorating decisions	2 0%	1 1%	1 0%	0 -	2 1%	0 -	2 0%	0 -	1 0%	1 0%	1 0%	1 0%	2 0%	0 -
Other	41 6%	12 4%	29 7%	21 5%	14 6%	7 5%	34 6%	1 1%	21 7%	19 5%	21 6%	20 6%	38 7%	3 2%
Nothing	65 9%	32 11%	30 7%	36 9%	16 7%	10 7%	54 10%	5 9%	29 10%	29 8%	37 10%	22 7%	52 9%	11 9%
(Dk/Ns)	192 27%	79 27%	109 27%	113 28%	52 23%	53 37% H	137 24%	21 38% K	97 32% K	73 21%	114 31% N	71 22%	128 22%	60 50% P

q12. If you were planning on renovating your home, which room would you choose?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

		Age		Income		Children		Education			Age at First Purchase		Marital Status	
	Total	18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Kitchen	246 35%	109 37%	134 33%	134 33%	82 37%	52 36%	194 34%	19 36%	101 33%	124 35%	139 37%	101 31%	206 35%	38 31%
Bathroom	162 23%	54 18%	106 26% A	90 22%	50 23%	29 20%	133 24%	11 21%	64 21%	85 24%	78 21%	81 25%	130 22%	30 25%
Bedroom	59 8%	23 8%	35 9%	37 9%	16 7%	11 8%	48 8%	7 13%	29 10%	22 6%	31 8%	26 8%	49 8%	10 8%
Basement	32 4%	13 4%	19 5%	19 5%	9 4%	10 7%	22 4%	0 -	18 6%	14 4%	14 4%	18 5%	29 5%	3 2%
Livingroom	16 2%	7 2%	10 2%	5 1%	7 3%	1 1%	16 3%	0 -	8 3%	7 2%	6 2%	10 3%	14 3%	1 1%
Update flooring	8 1%	4 2%	4 1%	5 1%	3 1%	1 1%	7 1%	0 -	3 1%	5 1%	4 1%	4 1%	4 1%	4 3% P
Office	7 1%	1 0%	4 1%	2 1%	2 1%	2 2%	3 1%	1 3% J	1 0%	5 1%	3 1%	2 1%	4 1%	2 1%
Entire house/condo	6 1%	0 0%	5 1%	3 1%	3 1%	3 3% H	2 0%	0 -	3 1%	2 1%	4 1%	2 1%	4 1%	2 2%
Yard/ outdoor space (incl. driveway, fence, other outdoor features)	5 1%	1 1%	2 1%	5 1%	0 -	0 -	5 1%	0 -	0 0%	5 1%	1 0%	2 1%	5 1%	0 -
Laundry room	5 1%	1 1%	3 1%	4 1%	1 0%	0 -	5 1%	0 -	3 1%	2 1%	3 1%	1 0%	2 0%	3 2% P
Roof	3 0%	0 0%	3 1%	2 0%	1 1%	3 2% H	0 0%	0 -	0 -	3 1%	3 1%	0 -	2 0%	1 1%
Garage	2 0%	1 0%	1 0%	1 0%	1 1%	0 -	2 0%	0 -	1 0%	1 0%	2 1%	0 -	2 0%	0 -
Diningroom	2 0%	1 0%	1 0%	0 -	2 1%	0 -	2 0%	0 -	0 -	2 1%	1 0%	1 0%	2 0%	0 -
Exterior of house/ siding	1 0%	1 1%	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	1 0%	1 0%	0 -
Other	13 2%	4 1%	9 2%	9 2%	1 1%	3 2%	10 2%	1 1%	10 3% K	2 1%	4 1%	8 3%	10 2%	2 2%
Would not renovate	105 15%	50 17%	54 13%	65 16%	33 15%	14 10%	91 16%	7 13%	42 14%	56 16%	59 16%	42 13%	88 15%	18 15%

q12. If you were planning on renovating your home, which room would you choose?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

		Age		Income		Children		Education			Age at First Purchase		Marital Status	
	Total	18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
(Dk/Ns)	54 8%	25 8%	27 7%	33 8%	13 6%	17 12% H	36 6%	8 14% K	26 9%	19 6%	27 7%	27 8%	40 7%	13 11%

q13. For what reason(s) would you sell your home?

Proportions/Means: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Trade up to a better home	355 50%	152 52%	199 49%	194 48%	122 55%	71 50%	285 50%	29 54%	158 52%	166 47%	190 51%	160 50%	294 50%	58 48%
More space	295 41%	144 49%	149 37%	166 41%	99 45%	56 39%	238 42%	25 47%	111 37%	155 44%	166 45%	125 39%	240 41%	52 43%
Change to a different type of home (e.g., condo to a house)	261 37%	122 42%	138 34%	147 36%	88 40%	30 21%	232 41%	14 27%	106 35%	139 40%	144 39%	114 36%	222 38%	37 31%
Move to a different neighbourhood/community	235 33%	101 34%	131 32%	130 32%	76 34%	40 28%	195 34%	14 26%	90 30%	130 37%	136 36%	97 30%	205 35%	29 24%
Get married	203 29%	89 30%	111 27%	114 28%	68 31%	13 9%	190 34%	10 18%	77 25%	116 33%	109 29%	91 28%	189 32%	13 11%
Cash in on price appreciation	198 28%	91 31%	105 26%	106 26%	70 32%	30 21%	166 29%	14 26%	77 26%	105 30%	95 26%	98 30%	166 28%	29 25%
Arrival of children	10 2%	4 1%	7 2%	6 2%	2 1%	0 -	10 2%	0 -	5 2%	6 2%	4 1%	6 2%	9 2%	1 1%
Move to a different city/ province/ country	4 1%	0 -	4 1%	2 1%	2 1%	0 -	4 1%	0 -	2 1%	2 1%	2 1%	2 1%	4 1%	0 -
Could not afford the expenses/ for financial reasons	4 1%	3 1%	2 0%	2 1%	0 -	1 1%	3 1%	0 -	1 0%	3 1%	3 1%	2 1%	4 1%	0 -
Move in with partner	4 1%	1 1%	3 1%	4 1%	0 -	0 -	4 1%	0 -	0 -	4 1%	1 0%	3 1%	4 1%	0 -
Relocation for work	3 0%	0 -	3 1%	1 0%	1 1%	0 0%	3 0%	0 -	0 -	3 1%	2 0%	1 0%	3 1%	0 -
Would not sell/ move	2 0%	0 -	2 0%	1 0%	0 0%	0 0%	1 0%	0 -	0 0%	1 0%	0 -	2 1%	2 0%	0 -
Downsizing/ not wanting to take care of the space anymore	0 0%	0 -	0 0%	0 -	0 0%	0 -	0 0%	0 -	0 -	0 0%	0 -	0 0%	0 0%	0 -
Other	9 1%	0 0%	8 2%	6 2%	1 0%	3 2%	6 1%	1 3%	1 0%	6 2%	4 1%	5 2%	8 1%	1 1%
Nothing	4 1%	0 -	4 1%	3 1%	1 0%	3 2%	1 0%	0 -	3 1%	1 0%	1 0%	3 1%	3 1%	1 1%
(Dk/Ns)	15 2%	3 1%	11 3%	9 2%	3 1%	3 2%	11 2%	1 1%	8 3%	6 2%	7 2%	6 2%	13 2%	1 1%

q13. For what reason(s) would you sell your home?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

		Age		Income		Children		Education			Age at First Purchase		Marital Status	
	Total	18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q

q17. Age. (Asked as: In what year were you born?)

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
18-24	27 4%	27 9% C	0 -	23 6% F	3 2%	3 2%	24 4%	2 4%	17 6% K	8 2%	27 7% N	0 -	19 3%	7 6%
25-29	104 15%	104 35% C	0 -	78 19% F	20 9%	14 10%	90 16%	10 18%	43 14%	51 15%	104 28% N	0 -	85 15%	19 16%
30-34	163 23%	163 56% C	0 -	90 22%	50 23%	31 22%	133 23%	15 28%	57 19%	90 26% J	117 31% N	43 13%	131 22%	31 26%
35-39	167 23%	0 -	167 41% A	92 23%	59 26%	43 31% H	124 22%	10 18%	73 24%	82 23%	60 16%	103 32% L	136 23%	28 24%
40-45	239 34%	0 -	239 59% A	123 30%	88 40% E	52 36%	186 33%	16 30%	109 36%	113 32%	64 17%	174 54% L	203 35%	33 28%
(Dk/Ns)	13 2%	0 -	0 -	3 1%	1 1%	0 -	11 2%	1 3%	4 1%	7 2%	3 1%	2 1%	11 2%	0 -
Summary														
Mean	35.8	29.6	40.3 A	35	37.1 E	37 H	35.5	35.2	35.9	35.9	32.6	39.6 L	36	34.9
Median	36	30	40	35	38 E	38 H	36	34 JK	37	36	32	40	37	35 P

q18. How old were you when you bought your first home as an individual (i.e. not with a spouse of common law partner)?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
18-24	142 20%	109 37% C	31 8%	94 23% F	29 13%	31 22%	109 19%	15 28% K	74 25% K	53 15%	142 38% N	0 -	104 18%	38 32% P
25-29	231 32%	138 47% C	92 23%	138 34%	66 30%	42 30%	189 33%	17 32%	86 28%	127 36% J	231 62% N	0 -	190 33%	39 32%
30-34	192 27%	43 15%	148 36% A	99 24%	73 33% E	37 26%	155 27%	8 14%	83 28% I	101 29% I	0 -	192 60% L	167 29%	24 20%
35-39	105 15%	0 -	104 26% A	53 13%	45 21% E	23 16%	83 15%	9 17%	43 14%	54 15%	0 -	105 33% L	93 16%	13 11%
40-45	25 4%	0 -	25 6% A	19 5%	4 2%	5 4%	19 3%	3 5%	10 4%	11 3%	0 -	25 8% L	22 4%	3 2%
(Dk/Ns)	17 2%	4 1%	6 2%	4 1%	4 2%	3 3%	12 2%	2 4%	6 2%	6 2%	0 -	0 -	10 2%	3 3%
Summary														
Mean	29.3	25.8	31.9 A	28.9	30.2 E	29.5	29.3	28.5	29.1	29.6	25.2	34.1 L	29.6 Q	27.8
Median	29	26	32	28	30 E	29 H	29	27 JK	29	29	25	33	29	27 P

q19. Which of the following best describes your current marital status?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Single	585 82%	234 80%	339 84%	344 84%	180 81%	83 58%	501 88%	35 65%	246 81%	301 86%	294 79%	281 87%	585 100%	0 -
Divorced	14 2%	0 -	14 4%	6 2%	6 3%	9 7%	5 1%	1 3%	7 2%	6 2%	3 1%	11 3%	0 -	14 12%
Widowed	1 0%	1 1%	0 -	1 0%	0 -	1 1%	0 -	1 3%	0 -	0 -	1 0%	0 -	0 -	1 1%
Married or common law	104 15%	57 19%	48 12%	56 14%	36 16%	47 33%	58 10%	14 26%	48 16%	42 12%	72 19%	29 9%	0 -	104 87%
Decline to respond	9 1%	1 1%	5 1%	1 0%	0 -	2 2%	4 1%	2 4%	1 1%	1 0%	3 1%	2 1%	0 -	0 -
Summary														
Single	585 82%	234 80%	339 84%	344 84%	180 81%	83 58%	501 88%	35 65%	246 81%	301 86%	294 79%	281 87%	585 100%	0 -
Married or common law, Divorced or Widowed	120 17%	58 20%	62 15%	64 16%	42 19%	57 40%	62 11%	17 31%	55 18%	48 14%	77 21%	40 12%	0 -	120 100%

q20. How many children do you have under the age of 18?

Proportions/Means: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
None/do not have any children	567 80%	247 84% C	309 76%	321 79%	178 80%	0 -	567 100% G	31 58%	222 73% I	312 89% IJ	299 80%	256 80%	501 86% Q	62 52%
One	83 12%	31 11%	52 13%	45 11%	28 13%	83 58% H	0 -	11 20% K	51 17% K	20 6%	47 13%	36 11%	63 11%	20 16%
Two	52 7%	11 4%	41 10% A	35 9%	15 7%	52 37% H	0 -	8 14% K	26 9%	17 5%	22 6%	27 8%	15 3%	35 29% P
Three or more	7 1%	5 2%	2 1%	6 2%	1 0%	7 5% H	0 -	3 5% K	3 1%	1 0%	4 1%	3 1%	4 1%	3 3%
Decline to respond	4 1%	0 -	2 1%	1 0%	0 -	0 -	0 -	1 3% K	1 0%	0 -	1 0%	1 0%	1 0%	0 -
Summary														
Yes	142 20%	47 16%	95 23% A	86 21%	44 20%	142 100% H	0 -	21 39% K	80 26% K	39 11%	73 20%	65 20%	83 14%	57 48% P
No	567 80%	247 84% C	309 76%	321 79%	178 80%	0 -	567 100% G	31 58%	222 73% I	312 89% IJ	299 80%	256 80%	501 86% Q	62 52%

q21. What is the highest level of education you have had the opportunity to obtain?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Grade school or some high school	5 1%	3 1%	1 0%	5 1%	0 -	3 2% H	1 0%	5 9% JK	0 -	0 -	2 1%	3 1%	3 1%	2 2%
Completed high school	49 7%	23 8%	24 6%	39 10% F	5 2%	17 12% H	30 5%	49 91% JK	0 -	0 -	30 8%	17 5%	32 6%	15 12% P
Post secondary technical school	38 5%	13 5%	25 6%	29 7% F	3 1%	17 12% H	21 4%	0 -	38 13% IK	0 -	26 7% N	10 3%	26 4%	12 10% P
Some university or college	110 16%	47 16%	62 15%	65 16%	34 15%	29 20%	80 14%	0 -	110 36% IK	0 -	56 15%	53 16%	89 15%	21 18%
Completed college diploma	155 22%	57 19%	95 24%	102 25% F	32 14%	34 24%	120 21%	0 -	155 51% IK	0 -	78 21%	74 23%	131 23%	22 18%
Completed university degree	277 39%	118 40%	154 38%	146 36% E	108 49%	33 23%	244 43% G	0 -	0 -	277 79% IJ	144 39%	129 40%	238 41%	40 33%
Post-grad degree (masters or PhD)	74 10%	31 10%	41 10%	22 6% E	40 18%	6 4%	68 12% G	0 -	0 -	74 21% IJ	35 9%	37 12%	64 11%	8 7%
Decline to respond	6 1%	1 1%	4 1%	0 -	0 -	2 2%	2 0%	0 -	0 -	0 -	2 0%	1 0%	2 0%	0 -
Summary														
High School or less	54 8%	27 9%	26 6%	44 11% F	5 2%	21 15% H	31 6%	54 100% JK	0 -	0 -	32 9%	19 6%	35 6%	17 14% P
Post Secondary / College	303 43%	117 40%	183 45%	196 48% F	69 31%	80 56% H	222 39%	0 -	303 100% IK	0 -	160 43%	137 42%	246 42%	55 46%
University Degree	351 49%	149 51%	195 48%	168 41% E	148 67%	39 27%	312 55% G	0 -	0 -	351 100% IJ	179 48%	166 51%	301 52% Q	48 40%

q22. Which of the following categories best describes your annual income, before taxes?

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Less than \$30,000	78 11%	34 12%	42 10%	78 19% F	0 -	22 15%	54 10%	10 19% K	43 14% K	24 7%	42 11%	34 11%	64 11%	13 11%
\$30,000 to just under \$60,000	330 46%	156 53% C	173 43%	330 81% F	0 -	64 45%	266 47%	33 62% K	153 51% K	144 41%	191 51% N	137 43%	280 48%	51 42%
\$60,000 to just under \$100,000	190 27%	62 21%	127 31% A	0 - E	190 86% E	33 23%	157 28%	5 9%	60 20%	125 36% IJ	74 20% L	112 35% L	157 27%	33 27%
\$100,000 or more	32 5%	12 4%	20 5%	0 - E	32 14% E	11 8%	21 4%	0 - J	9 3% J	23 7% J	21 6% J	11 3% J	23 4% J	9 8% J
Decline to respond	83 12%	30 10%	45 11%	0 -	0 -	12 9%	68 12%	5 9%	38 12%	35 10%	45 12%	29 9%	61 10%	14 12%
Summary														
<\$60K	408 57%	190 65% C	215 53%	408 100% F	0 -	86 61%	321 57%	44 82% JK	196 65% K	168 48%	233 62% N	171 53%	344 59%	64 53%
\$60K+	222 31%	74 25%	146 36% A	0 - E	222 100% E	44 31%	178 31%	5 9%	69 23% I	148 42% IJ	95 26% L	123 38% L	180 31%	42 35%

Region

Proportions/Mean: Columns Tested (5% risk level) - A/C - E/F - G/H - I/J/K - L/N - P/Q * small base

	Total	Age		Income		Children		Education			Age at First Purchase		Marital Status	
		18 to 34	35 to 45	<\$60K	\$60K+	Yes	No	High School or less	Post Secondary / College	University Degree	18 to 29	30 to 45	Single	Married or common law, Divorced or Widowed
		A	C	E	F	G	H	I	J	K	L	N	P	Q
Base: All respondents	713	289	413	421	210	142	567	59	303	344	380	317	587	117
Weighted	713	294	406	408	222	142	567	54*	303	351	373	323	585	120
Vancouver	95 13%	34 12%	58 14%	57 14%	27 12%	17 12%	76 14%	11 21% J	32 11%	50 14%	60 16% N	31 10%	67 12%	24 20% P
Calgary & Edmonton	92 13%	38 13%	53 13%	49 12%	30 14%	11 8%	81 14% G	5 9%	41 14%	46 13%	50 14%	42 13%	86 15% Q	6 5%
Prairies	49 7%	20 7%	29 7%	37 9% F	9 4%	10 7%	39 7%	5 9%	24 8%	20 6%	27 7%	22 7%	45 8%	4 4%
Toronto	216 30%	91 31%	121 30%	95 23%	99 45% E	22 15%	195 34% G	10 18%	82 27%	125 36% IJ	101 27%	113 35% L	196 34% Q	19 16%
Montreal	214 30%	94 32%	114 28%	143 35% F	45 20%	68 48% H	143 25%	16 31%	105 35% K	91 26%	113 30%	91 28%	155 27%	56 47% P
Atlantic	46 7%	16 5%	31 8%	26 6%	11 5%	14 10%	32 6%	7 13% K	19 6%	18 5%	22 6%	23 7%	35 6%	10 8%