

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/B - C/D/F - G/H/I - J/K/L/M/N/O * small base

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
		Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
One	580 81%	580 100% B	0 -	99 81%	279 80%	201 86%	250 84%	71 78%	218 80%	79 83%	69 74%	40 81%	178 82%	176 82%	38 83%
Two	98 14%	0 -	98 81% A	14 12%	57 17%	26 11%	41 14%	17 18%	34 12%	15 15%	16 18%	8 16%	30 14%	22 10%	7 15%
Three	19 3%	0 -	19 16% A	5 5%	9 3%	5 2%	5 2%	1 2%	10 4%	0 -	6 7% JNO	1 3% J	8 4%	3 1%	0 -
Four	2 0%	0 -	2 1% A	2 1% D	0 -	0 -	0 -	1 1%	1 0%	0 -	1 1%	0 -	0 -	0 -	1 2% MN
Five or more	2 0%	0 -	2 2% A	0 -	2 1%	0 -	1 1%	0 -	1 0%	1 1%	0 -	0 -	0 -	1 1%	0 -
Don't know	13 2%	0 -	0 -	1 1%	0 -	3 1%	1 1%	1 2%	9 3% G	1 1%	0 -	0 -	0 -	12 6% JKLM	0 -
Summary															
One	580 81%	580 100% B	0 -	99 81%	279 80%	201 86%	250 84%	71 78%	218 80%	79 83%	69 74%	40 81%	178 82%	176 82%	38 83%
Two or more	120 17%	0 -	120 100% A	22 18%	68 20% F	30 13%	48 16%	19 21%	45 17%	15 16%	24 26% N	9 19%	38 18%	26 12%	8 17%

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/B - C/D/F - G/H/I - J/K/L/M/N/O * small base

		Number of Homes		Recency of Purchase			Type of Purchase			Region						
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic	
		A	B	C	D	F	G	H	I	J	K	L	M	N	O	
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65	
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*	
Within the past year (2007)	122 17%	99 17%	22 18%	122 100% DF	0 -	0 -	63 21% I	13 14%	33 12%	14 15%	17 19%	5 9%	39 18%	38 18%	9 19%	
2 or 3 years ago (2005 or 2006)	211 30%	162 28%	49 41% A	0 -	211 61% CF	0 -	102 34% I	25 27%	70 26%	21 23%	32 35% J	15 31%	54 25%	78 36% JM	11 23%	
4 or 5 years ago (2003 or 2004)	136 19%	116 20%	19 16%	0 -	136 39% CF	0 -	64 22% I	25 27% I	37 14%	16 17%	21 23%	10 20%	52 24% N	30 14%	7 15%	
6 to 10 years ago (1997 to 2002)	173 24%	148 26%	24 20%	0 -	0 -	173 74% CD	54 18%	24 26%	85 31% G	27 28%	16 18%	16 33% KN	54 25%	42 20%	17 37% KN	
More than 10 years ago (1996 or earlier)	61 9%	54 9%	6 5%	0 -	0 -	61 26% CD	16 5%	5 5%	38 14% GH	16 17% KLMNO	5 6%	4 8%	16 8%	18 8%	2 5%	
(Dk/Ns)	10 1%	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	8 3% G	1 1%	0 -	0 -	0 -	8 4% M	1 2% M	

q6. What kind of home did you purchase?

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region						
		Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O	
Base: All respondents		713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted		713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Condo		299 42%	250 43%	48 40%	63 51% F	167 48% F	70 30%	299 100% HI	0 -	0 -	70 73% KLMNO	28 31% O	13 26% O	112 52% KLNO	75 35% O	2 5%
House		242 34%	193 33%	41 34%	26 21%	100 29%	108 46% CD	0 -	0 -	242 89% GH	11 11%	30 33% J	31 64% JKMN	54 25% J	89 41% JM	26 57% JKMN
Townhouse		95 13%	74 13%	20 17%	14 12%	52 15%	29 12%	0 -	92 100% GI	0 -	13 14% LO	21 23% LNO	2 5% LNO	42 20% LNO	15 7%	1 3%
Duplex/Triplex/Fourplex		44 6%	39 7%	4 3%	9 7%	16 5%	19 8%	0 -	0 -	31 11% GH	0 -	9 10% JM	1 3% J	5 3%	23 11% JLM	5 11% JLM
Mobile home/ mini home		17 2%	14 2%	3 3%	7 6% F	8 2%	2 1%	1 1%	0 -	1 0%	0 -	3 3% M	2 4% JM	0 -	8 4% JM	4 9% JM
Other		9 1%	5 1%	3 3%	0 -	6 2%	2 1%	3 1%	1 2%	2 1%	2 2%	1 1%	1 2%	3 1%	1 1%	1 2%
(Dk/Ns)		15 2%	10 2%	4 3%	3 3%	5 1%	6 2%	0 -	0 -	0 -	0 -	0 -	0 1%	3 1%	5 3%	6 14% JKLMN

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

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

	Number of Homes						Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic			
		A	B	C	D	F	G	H	I	J	K	L	M	N	O			
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65			
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*			
Cost	496 70%	423 73% B	64 53%	86 71%	243 70%	160 68%	230 77% I	64 70%	161 59%	67 71%	62 67%	33 67%	155 72%	143 67%	35 75%			
Location/neighbourhood	462 65%	382 66%	77 64%	83 68%	227 65%	150 64%	198 66%	61 66%	173 64%	64 68% N	59 64%	30 60%	158 73% LN	120 56%	31 68%			
Size	272 38%	221 38%	46 38%	55 45%	130 38%	82 35%	98 33%	43 47% G	113 41% G	41 44% N	38 42%	19 38%	84 39%	68 32%	21 45%			
Low/no maintenance requirements	216 30%	176 30%	39 32%	33 27%	128 37% F	53 23%	151 50% HI	31 34% I	22 8%	26 27%	37 40% NO	18 36% NO	76 35% NO	52 24%	8 17%			
Wanted a yard	183 26%	157 27%	24 20%	20 17%	85 25%	75 32% C	3 1%	31 34% G	128 47% GH	8 9%	37 40% JMN	22 45% JMN	44 20% J	53 25% J	19 42% JMN			
Security/safety	148 21%	126 22%	20 16%	32 27% F	76 22%	37 16%	87 29% HI	11 12%	45 16%	23 24% O	20 22% O	11 22% O	53 25% O	37 17%	4 9%			
Investment/ wanted to own property	11 2%	9 2%	2 2%	4 3%	5 2%	2 1%	5 2%	2 2%	1 0%	0 -	2 2%	0 1%	3 1%	5 3%	1 2%			
Privacy/ privacy from neighbours	9 1%	9 2%	0 -	0 -	8 2%	1 1%	1 0%	1 2%	5 2%	1 1%	0 -	0 -	1 1%	5 3%	1 3%			
Didn't want to rent/ same price as renting	8 1%	7 1%	1 1%	1 1%	6 2%	2 1%	6 2%	0 -	3 1%	2 2%	1 1%	0 1%	5 3% N	0 -	0 -			
Finishings/ features of house (incl. kitchen, bathrooms, etc)	6 1%	5 1%	1 1%	1 1%	4 1%	1 1%	2 1%	0 -	2 1%	0 -	2 2%	0 -	3 1%	1 1%	0 -			
Was my family/s/ parent's home/ already lived here	6 1%	3 1%	3 2%	0 -	3 1%	3 1%	3 1%	0 -	3 1%	0 -	0 -	0 -	0 -	4 2%	1 3% JM			
Could put in rental suite/ could rent out section/ could rent out	4 1%	2 0%	2 2%	1 1%	3 1%	0 -	1 1%	0 -	3 1%	0 -	1 1%	0 -	1 1%	1 1%	1 2%			
Close to work/ commute to work	4 1%	3 1%	1 1%	1 1%	0 -	3 1%	1 1%	1 2%	1 1%	0 -	0 -	0 -	3 1%	1 1%	0 -			
Own garage/ parking space	4 1%	4 1%	0 -	1 1%	0 -	3 1% D	1 1%	0 -	2 1%	0 -	1 1%	0 -	1 1%	0 -	1 3% JN			
Other	9 1%	6 1%	3 3%	5 4% D	2 1%	2 1%	4 1%	2 3%	3 1%	1 1%	3 3% N	1 3% N	3 1%	0 -	1 3% N			
(Dk/Ns)	9 1%	8 1%	1 1%	0 -	3 1%	6 2%	0 -	1 2% G	5 2% G	1 1%	0 -	1 2%	1 1%	5 3%	1 2%			

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/B - C/D/F - G/H/I - J/K/L/M/N/O * small base

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Felt it was a good investment	503 71%	414 72%	86 72%	96 79% F	253 73%	153 65%	222 74% I	67 73%	176 65%	61 65%	65 70%	38 77% JO	167 77% JO	144 68%	28 60%
Didn't want to spend money on rent anymore	436 61%	369 64% B	59 49%	66 54%	215 62%	148 63%	166 55%	57 62%	181 66% G	48 51%	63 68% J	39 79% JMN	124 57%	127 59%	35 77% JMN
Wanted to get into the housing market	386 54%	306 53%	73 61%	64 52%	193 56%	125 53%	168 56%	55 60%	137 50%	54 57% LO	61 66% LMO	18 36%	113 52% LO	127 59% LO	13 28%
Wanted to purchase a home while I could still afford to	253 36%	216 37%	33 28%	43 35%	133 38%	76 32%	90 30%	45 49% GI	92 34%	40 42% NO	49 54% MNO	20 41% NO	69 32%	63 29%	11 25%
Felt it would make me more independent	198 28%	168 29%	30 25%	45 37% F	96 28%	56 24%	105 35% I	23 25%	58 21%	25 27%	20 22%	14 29%	79 37% KN	48 22%	11 25%
Felt it would give me more control of my life	163 23%	140 24%	23 19%	34 28%	81 23%	49 21%	83 28% I	24 26%	53 20%	23 24%	19 21%	13 26% N	64 30% N	33 15%	11 25%
Wanted the condo lifestyle	77 11%	63 11%	14 12%	25 20% DF	39 11% F	13 6%	70 23% HI	1 2%	4 1%	9 10% N	8 9% N	4 8%	46 21% JKLNO	7 3%	3 6%
Moved out of parents' home	6 1%	6 1%	0 -	0 -	4 1%	3 1%	4 1%	0 -	1 0%	0 -	1 1%	0 -	4 2%	1 1%	0 -
Wanted things that only my own home could offer (yard, pet, appliances, etc)	4 1%	3 1%	1 1%	2 2%	1 0%	1 1%	2 1%	0 -	2 1%	0 -	2 2% M	0 1%	0 -	1 1%	1 2% M
(Became a) single parent/ divorced/ separated/ single	4 1%	4 1%	0 -	0 -	3 1%	1 1%	2 1%	1 1%	0 -	1 1%	0 -	0 -	1 1%	1 1%	1 2%
Did not want to rent/ preferred to own rather than paying rent	3 1%	3 1%	0 -	0 -	3 1%	1 0%	2 1%	0 -	0 -	1 1%	0 -	0 -	3 1%	0 -	0 -
To be closer to family/ work/ school	3 0%	3 1%	0 -	1 1%	1 0%	1 0%	2 1%	0 -	1 0%	1 1%	0 -	0 -	1 1%	0 -	1 2% N
The timing was right/ it was a good deal	2 0%	1 0%	1 1%	0 -	2 1%	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -	1 1%	0 -
Good family home/ good for kids	2 0%	2 0%	0 -	1 1%	0 -	1 0%	0 -	0 -	2 1%	0 -	1 1%	0 -	0 -	1 1%	0 -
Was my family's/ parents' home/ already lived here	2 0%	2 0%	0 0%	0 -	1 0%	1 0%	0 0%	0 -	2 1%	0 -	1 1%	0 1%	0 -	0 -	1 2% MN
To be able to do renovations/ do things my way	1 0%	0 0%	1 1%	0 -	1 0%	0 -	0 -	0 -	1 1%	0 -	1 1%	0 1%	0 -	0 -	0 -
As a rental property/ to supplement income	1 0%	0 -	1 1% A	0 -	0 -	1 1%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -
Other	8 1%	6 1%	2 2%	0 -	5 1%	3 1%	3 1%	1 2%	3 1%	0 -	2 2%	0 -	3 1%	3 1%	1 2%

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Nothing	1 0%	1 0%	0 -	1 1%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 2% MN
(Dk/Ns)	10 1%	7 1%	0 -	2 2%	2 1%	3 1%	2 1%	0 -	4 2%	3 3% M	0 -	0 -	0 -	4 2%	3 6% KLM

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Affordability / financial commitment	549 77%	449 78%	91 76%	108 88% DF	260 75%	175 75%	242 81% I	77 84% I	194 71%	82 86% LNO	71 77%	36 72%	186 86% LNO	144 68%	30 65%
Assuming the responsibilities of a homeowner (having to do maintenance, legal responsibilities, etc.)	362 51%	289 50%	67 56%	60 49%	178 51%	120 51%	124 41%	45 49%	171 63% GH	37 39%	45 49%	29 59% J	114 53% J	105 49%	33 71% JKMN
Impact on my disposable income and lifestyle	294 41%	251 43%	40 34%	63 52% F	151 43% F	78 33%	133 44%	40 43%	98 36%	44 46% O	37 40% O	18 36% O	105 48% O	82 38% O	9 20%
Living on my own	142 20%	119 21%	21 18%	31 26%	68 20%	41 18%	67 22%	16 18%	46 17%	33 35% KLMNO	11 12%	10 20% O	46 21% O	41 19% O	1 3%
Being lonely	116 16%	101 18%	13 11%	27 22% F	63 18% F	25 11%	56 19%	16 17%	38 14%	19 20% K	9 10%	6 13%	35 16%	38 18%	8 17%
What my parents would think	37 5%	27 5%	8 7%	9 8%	17 5%	10 4%	14 5%	4 5%	17 6%	7 7% K	1 1%	4 8% K	8 4%	15 7% K	2 5%
Security	58 8%	48 8%	9 8%	11 9%	28 8%	18 8%	21 7%	7 7%	22 8%	7 7% K	6 7%	5 9%	14 6%	20 10%	6 12%
Saleability/ possibility of making money upon sale	3 0%	1 0%	2 1%	2 2% D	0 -	1 0%	2 1%	0 -	1 1%	1 1%	1 1%	0 -	0 -	1 1%	0 -
The type of home/ what home would look like	4 1%	4 1%	0 -	0 -	3 1%	1 1%	3 1%	0 -	0 -	0 -	0 -	0 -	0 -	4 2%	0 -
Other	28 4%	21 4%	7 6%	5 5%	15 5%	7 3%	10 3%	0 -	15 6% H	6 7% KM	1 1%	2 4%	4 2%	10 5%	6 12% KLMN
Nothing	39 6%	31 5%	6 5%	4 3%	19 6%	14 6%	14 5%	4 5%	16 6%	7 7%	2 2%	3 6%	8 4%	15 7%	4 9% K
(Dk/Ns)	2 0%	2 0%	0 -	0 -	0 -	2 1%	1 0%	0 -	1 0%	1 1%	0 -	0 1%	0 -	0 -	1 2% MN

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region						
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		A	B	C	D	F	G	H	I	J	K	L	M	N	O	
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65	
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*	
Financial security/ investing in (my) future/ building equity	164 23%	132 23%	32 26%	20 16%	92 26% C	53 23%	83 28% I	25 27%	47 17%	17 18%	36 39% JMNO	13 27% NO	56 26% O	37 17%	6 12%	
Having a place of my own/ being a homeowner/ knowing that it is mine	156 22%	125 22%	29 24%	26 21%	81 23%	49 21%	75 25%	21 23%	52 19%	18 19%	28 31% JN	11 22%	61 28% N	30 14%	8 17%	
Being independent/ free/ having control	127 18%	101 17%	19 16%	28 23%	55 16%	39 17%	54 18%	13 14%	50 19%	17 18% K	7 8%	6 13%	38 18% K	53 25% KLO	5 11%	
Being able to do what I want with my space/ decorate as I please/ renovate	96 14%	80 14%	16 13%	17 14%	48 14%	31 13%	40 14%	11 12%	33 12%	10 11%	17 19%	8 16%	24 11%	29 13%	8 17%	
Not paying rent/ paying others	94 13%	79 14%	13 11%	9 8%	49 14%	35 15%	44 15%	13 15%	31 11%	11 11%	21 23% JN	6 13%	31 15%	18 8%	6 14%	
A sense of accomplishment/ personal fulfillment	83 12%	72 12%	11 9%	10 9%	36 10%	37 16%	19 6%	8 9%	49 18% G	14 15% K	5 5%	7 15% K	23 11%	20 10%	14 31% JKLMN	
Having quiet/ privacy/ space to myself	47 7%	38 7%	10 8%	12 10%	22 7%	13 5%	17 6%	5 5%	23 9%	4 4%	4 4%	2 5%	12 6%	22 10%	4 8%	
Sense of pride in homeownership	34 5%	27 5%	7 6%	5 4%	18 5%	12 5%	12 4%	9 10% GI	10 4%	5 6%	3 3%	3 6% O	19 9% NO	4 2%	0 -	
Backyard/ garden	33 5%	28 5%	5 4%	4 3%	13 4%	17 7%	1 1%	6 7% G	20 8% G	1 1%	3 3%	4 8% J	12 6% J	11 5%	3 6% J	
Rising property values	27 4%	21 4%	6 5%	4 4%	9 3%	14 6%	15 5%	3 4%	7 3%	4 4%	7 8% M	2 4%	5 3%	8 4%	1 2%	
Feeling a sense of home/ at home	26 4%	22 4%	4 3%	3 2%	12 3%	12 5%	10 3%	5 6%	10 4%	1 1%	1 1%	0 1%	5 3%	18 8% JKLM	1 2%	
Being able to do whatever I'd like while I'm at home/ can play by my own rules	23 3%	21 4%	2 2%	0 -	17 5% C	6 3%	11 4%	1 1%	10 4%	5 5% M	2 2%	3 7% MO	3 1%	11 5%	0 -	
Sense of community/ belonging	14 2%	11 2%	3 3%	3 2%	5 1%	7 3%	5 2%	0 -	6 2%	3 3%	2 2%	0 1%	4 2%	4 2%	1 2%	
More space/ more room	13 2%	12 2%	1 1%	1 1%	3 1%	8 3% D	3 1%	1 1%	9 3%	2 2%	1 1%	1 3%	3 1%	5 3%	1 2%	
Paying less money than renting/ saving money/ more disposable income	12 2%	10 2%	2 2%	1 1%	8 2%	3 1%	5 2%	3 3%	2 1%	2 2%	5 5% N	1 2%	3 1%	1 1%	0 -	
Garage/parking	9 1%	6 1%	3 2%	3 2% F	6 2%	0 -	8 3% I	0 1%	0 -	2 2%	0 -	0 1%	1 1%	5 3%	0 -	
Other	64 9%	55 9%	10 8%	8 7%	33 9%	23 10%	32 11%	4 5%	25 9%	7 7%	7 8%	3 6%	15 7%	29 13%	4 8%	
Nothing	72 10%	58 10%	9 8%	11 9%	29 8%	28 12%	29 10%	7 7%	29 11%	11 11%	7 8%	5 10%	14 6%	30 14%	5 11%	

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
(Dk/Ns)	30 4%	25 4%	5 4%	9 7%	14 4%	7 3%	15 5%	5 6%	9 3%	5 6%	2 2%	1 3%	12 6%	8 4%	1 2%

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
		Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Maintenance/ repairs	147 21%	121 21%	26 22%	20 17%	67 19%	59 25%	38 13%	18 19%	80 30% G	6 7%	27 30% J	13 27% J	49 23% J	42 20% J	9 19% J
Expenses/ more expenses/ more financial responsibilities (unspecified)	48 7%	37 6%	6 5%	9 8% F	30 9% F	6 3%	23 8%	9 9%	16 6%	5 6%	6 7%	1 3%	12 6%	22 10% LO	1 2%
Cost of maintenance/ repairs	45 6%	34 6%	11 9%	4 3%	17 5%	24 10% CD	14 5%	7 7%	21 8%	6 7%	8 9%	4 8%	16 8%	8 4%	2 5%
Neighbours/ problems with neighbours	39 5%	33 6%	6 5%	4 3%	23 7%	12 5%	28 9% I	3 3%	8 3%	5 5%	6 7%	3 7%	14 6%	10 5%	1 3%
More work/ housework (include yard work, snow removal, etc)	37 5%	25 4%	11 10% A	3 3%	16 5%	18 8%	3 1%	7 8% G	24 9% G	2 2%	8 9% JN	3 6%	12 6%	7 3%	4 9% JN
Mortgage payments/ interest/ rates	34 5%	29 5%	6 5%	10 8%	14 4%	11 5%	19 6%	4 4%	9 3%	2 2%	6 7% L	0 1%	16 8% L	7 3%	2 5%
(Problems with) condo board/ association/ management/ condo politics	34 5%	29 5%	4 4%	3 3%	17 5%	14 6%	29 10% HI	2 3%	3 1%	6 7%	3 3%	2 5%	11 5%	11 5%	1 2%
Responsibility (of home ownership as a single person)	29 4%	27 5%	2 2%	1 1%	23 7% CF	5 2%	10 4%	4 5%	11 4%	1 1%	2 2%	1 2%	8 4%	16 8% J	1 3%
Bills	25 3%	20 4%	5 4%	9 7% F	13 4%	3 1%	11 4%	8 9% GI	5 2%	2 2%	3 3%	0 1%	16 8% LNO	3 1%	0 -
Financial worries (unspecified)	19 3%	18 3%	0 0%	8 6% DF	7 2%	4 2%	12 4%	3 3%	4 1%	2 2%	2 2%	2 4%	11 5%	3 1%	0 -
Less disposable income/ change to lifestyle	18 3%	16 3%	2 2%	4 4% F	14 4% F	0 -	11 4%	2 2%	5 2%	2 2%	2 2%	0 1%	5 3%	8 4%	0 -
Unexpected/ unanticipated expenses	16 2%	14 3%	2 2%	3 3%	5 2%	8 3%	10 3%	2 2%	3 1%	4 4%	4 4%	1 3%	4 2%	3 1%	1 2%
Taxes/ property taxes	16 2%	15 3%	1 1%	1 1%	10 3%	5 2%	10 3%	1 1%	5 2%	3 3%	4 4%	0 -	7 3%	3 1%	0 -
Condo fees	16 2%	16 3%	0 -	2 2%	7 2%	7 3%	14 5% I	2 2% I	0 -	3 3% N	5 6% N	0 1%	7 3% N	0 -	0 -
Renovations/ renovation costs	15 2%	13 2%	2 2%	2 2%	10 3%	4 2%	5 2%	1 2%	9 3%	0 -	3 3% M	0 1%	0 -	12 6% JM	0 -
Unexpected repairs to home	11 2%	10 2%	1 1%	2 2%	5 2%	4 2%	2 1%	3 4%	5 2%	2 2% N	2 2% N	1 2% N	3 1%	0 -	4 8% MN
Finding professionals/ trustworthy professionals to do repairs/ maintenance	9 1%	7 1%	1 1%	1 1%	5 1%	3 1%	3 1%	0 -	6 2%	0 -	1 1%	1 3% J	1 1%	3 1%	2 5% JM
Stability of housing market/ list price of home when selling	8 1%	8 1%	0 -	1 1%	5 1%	2 1%	7 2%	1 1%	0 -	1 1%	3 3%	0 1%	3 1%	1 1%	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/B - C/D/F - G/H/I - J/K/L/M/N/O * small base

	Region														
	Number of Homes			Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
	A	B	C	D	F		G	H	I	J	K	L	M	N	O
Loneliness	7 1%	7 1%	0 -	4 3% F	3 1%	0 -	4 1%	1 2%	0 -	0 -	1 1%	0 1%	3 1%	3 1%	0 -
Job security worries	7 1%	4 1%	3 2%	0 -	4 1%	3 1%	2 1%	0 -	3 1%	1 1%	0 -	0 1%	4 2%	1 1%	0 -
Lack of space/ need more space (including yard mentions)	6 1%	4 1%	2 2%	1 1%	5 1%	0 -	1 1%	1 1%	1 1%	0 -	2 2%	0 -	1 1%	3 1%	0 -
Tenants (in rental properties)	4 1%	4 1%	0 -	0 -	2 1%	2 1%	0 -	0 -	3 1%	0 -	1 1%	0 -	0 -	3 1%	1 2% M
Security/ home security	4 1%	4 1%	0 -	0 -	2 1%	2 1%	0 -	0 -	2 1%	0 -	3 3% MN	0 1%	0 -	0 -	1 2% MN
Being 'stuck' in one community/ one area/ being tied down	4 1%	4 1%	0 -	1 1%	1 0%	1 0%	3 1%	0 -	1 0%	1 1%	1 1%	0 -	1 1%	0 -	1 2% N
More to worry about (unspecified)	4 1%	2 0%	0 -	0 -	2 1%	0 -	1 1%	0 -	2 1%	0 -	1 1%	0 -	0 -	3 1%	0 -
Home decor/ decorating decisions	2 0%	2 0%	0 -	0 -	0 -	2 1%	1 1%	0 -	1 0%	0 -	1 1%	0 -	1 1%	0 -	0 -
Other	41 6%	34 6%	7 5%	4 3%	20 6%	17 7%	19 6%	3 3%	14 5%	8 8%	6 7%	1 3%	10 4%	14 6%	2 5%
Nothing	65 9%	49 9%	11 9%	11 9%	34 10%	19 8%	30 10%	10 11%	16 6%	6 7%	13 14% M	4 8%	14 6%	26 12%	2 5%
(Dk/Ns)	192 27%	157 27%	32 26%	41 33% D	80 23%	67 29%	73 25%	18 20%	84 31%	47 49% KLMN	2 2%	14 29% K	48 22% K	60 28% K	22 48% KLMN

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Kitchen	246 35%	209 36%	35 29%	43 36%	112 32%	88 38%	103 34%	32 35%	94 35%	45 48% KMN	25 27%	22 44% KN	73 34%	64 30%	17 37%
Bathroom	162 23%	131 23%	28 23%	19 15%	88 25% C	52 22%	62 21%	16 18%	72 27%	16 17%	21 23%	13 26%	52 24%	46 22%	13 29%
Bedroom	59 8%	53 9%	6 5%	10 9%	18 5%	30 13% D	25 8%	7 8%	23 8%	8 9%	6 7%	2 4%	22 10%	18 8%	3 6%
Basement	32 4%	24 4%	8 6%	1 1%	24 7% CF	6 3%	2 1%	10 10% G	16 6% G	0 -	10 11% JMNO	3 7% J	10 4% J	8 4% J	1 2%
Livingroom	16 2%	13 2%	3 3%	2 1%	9 3%	6 2%	10 3%	2 2%	2 1%	5 5% LN	4 4% N	0 -	5 3%	1 1%	1 3%
Update flooring	8 1%	8 1%	0 0%	2 2%	3 1%	3 1%	3 1%	1 2%	3 1%	0 -	1 1%	1 2% N	5 3% N	0 -	1 2% N
Office	7 1%	3 1%	2 2%	0 -	2 1%	5 2%	2 1%	2 3%	1 1%	2 2%	1 1%	0 -	0 -	3 1%	1 3% M
Entire house/condo	6 1%	5 1%	1 1%	1 1%	2 1%	3 1%	1 0%	0 -	5 2%	1 1%	1 1%	0 1%	0 -	3 1%	1 2% M
Yard/ outdoor space (incl. driveway, fence, other outdoor features)	5 1%	5 1%	0 -	2 2%	2 1%	1 0%	0 -	3 3% G	2 1%	0 -	2 2% M	0 1%	0 -	3 1%	0 -
Laundry room	5 1%	3 1%	1 1%	0 -	3 1%	2 1%	1 1%	0 -	3 1%	1 1%	0 -	0 1%	0 -	3 1%	1 2% M
Roof	3 0%	0 0%	3 2% A	0 -	0 0%	3 1%	0 -	0 -	3 1%	0 -	0 -	0 1%	0 -	3 1%	0 -
Garage	2 0%	1 0%	1 1%	0 -	2 1%	0 -	1 1%	0 -	1 0%	0 -	1 1%	0 -	0 -	1 1%	0 -
Diningroom	2 0%	2 0%	0 -	0 -	1 0%	1 0%	0 -	1 2% G	1 0%	0 -	0 -	0 -	1 1%	0 -	1 2% N
Exterior of house/ siding	1 0%	1 0%	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%	0 -
Other	13 2%	11 2%	2 2%	2 2%	4 1%	6 3%	6 2%	1 2%	5 2%	1 1%	2 2%	1 3%	4 2%	4 2%	1 2%
Would not renovate	105 15%	81 14%	20 17%	29 24% DF	50 14%	26 11%	65 22% I	13 14%	21 8%	13 14%	17 19% O	5 9%	31 15% O	37 17% O	2 5%
(Dk/Ns)	54 8%	43 7%	9 8%	9 7%	30 9%	12 5%	21 7%	4 5%	25 9%	7 7%	2 2%	2 4%	16 8%	20 10% K	7 15% KL

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

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/F - G/H/I - J/K/L/M/N/O * small base

	Number of Homes		Recency of Purchase			Type of Purchase			Region						
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Trade up to a better home	355 50%	289 50%	63 52%	68 56%	176 51%	107 46%	149 50%	50 54%	125 46%	57 60% N	46 50%	24 49%	114 53% N	87 41%	28 60% N
More space	295 41%	249 43% B	39 32%	54 44%	140 40%	96 41%	152 51% I	40 44% I	78 29%	45 48% N	32 35%	19 39%	112 52% KNO	71 33%	16 34%
Change to a different type of home (e.g., condo to a house)	261 37%	231 40% B	31 26%	49 40%	143 41% F	70 30%	148 49% I	53 58% I	37 14%	46 48% LNO	33 36%	12 24%	94 43% LNO	65 31%	11 25%
Move to a different neighbourhood/community	235 33%	182 31%	53 44% A	39 32%	121 35%	75 32%	100 34%	36 40%	81 30%	37 39% N	37 40% N	15 30%	83 38% N	50 24%	13 29%
Get married	203 29%	163 28%	41 34%	39 32%	108 31%	56 24%	112 37% I	28 30%	58 21%	27 28% N	37 40% NO	19 38% NO	88 41% JNO	23 11%	9 20%
Cash in on price appreciation	198 28%	157 27%	37 31%	38 31%	104 30%	53 23%	95 32% I	26 29%	63 23%	31 32% K	16 17%	12 23%	80 37% KLN	49 23%	11 25%
Arrival of children	10 2%	6 1%	4 4% A	1 1%	5 1%	4 2%	5 2%	1 2%	3 1%	1 1%	1 1%	0 1%	5 3%	1 1%	1 3%
Move to a different city/ province/ country	4 1%	2 0%	2 2%	0 -	4 1%	0 0%	2 1%	0 -	2 1%	1 1%	2 2% M	0 1%	0 -	1 1%	0 -
Could not afford the expenses/ for financial reasons	4 1%	4 1%	0 -	0 -	1 0%	3 1%	2 1%	0 -	2 1%	1 1%	1 1%	0 -	1 1%	1 1%	0 -
Move in with partner	4 1%	3 1%	1 1%	0 -	4 1%	0 -	3 1%	0 -	1 1%	0 -	0 -	0 -	0 -	4 2%	0 -
Relocation for work	3 0%	1 0%	2 2% A	2 1% D	0 -	1 1%	0 -	0 -	3 1%	0 -	2 2% MN	0 1%	0 -	0 -	1 2% MN
Would not sell/ move	2 0%	2 0%	0 -	0 -	2 1%	0 -	0 -	0 -	0 0%	0 -	0 -	0 1%	0 -	1 1%	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 1%	0 -	0 -	0 -
Other	9 1%	5 1%	4 3% A	0 -	4 1%	5 2%	4 1%	0 -	3 1%	1 1%	1 1%	0 1%	1 1%	5 3%	0 -
Nothing	4 1%	4 1%	0 -	1 1%	1 0%	1 1%	3 1%	0 -	0 0%	1 1%	0 -	0 1%	0 -	3 1%	0 -
(Dk/Ns)	15 2%	15 3%	1 1%	0 -	6 2%	9 4% C	5 2%	1 2%	8 3%	3 3%	0 -	2 4% K	4 2%	3 1%	4 8% KMN

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

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

	Total	Number of Homes		Recency of Purchase			Type of Purchase			Region					
		One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
18-24	27 4%	25 4%	1 1%	17 14% DF	10 3% F	0 -	11 4%	2 2%	11 4%	2 2%	1 1%	2 5%	11 5%	8 4%	2 5%
25-29	104 15%	92 16%	10 9%	36 29% DF	64 18% F	4 2%	59 20% I	16 17%	27 10%	15 15%	16 18%	7 15%	30 14%	31 15%	4 9%
30-34	163 23%	139 24%	19 16%	30 25% F	100 29% F	28 12%	75 25%	20 22%	57 21%	18 19%	21 23%	11 22%	50 23%	55 26%	9 20%
35-39	167 23%	130 23%	33 27%	21 17%	80 23%	62 26%	67 22%	19 21%	66 24%	23 24%	22 24%	12 25%	41 19%	55 26%	14 31% M
40-45	239 34%	184 32%	54 45% A	16 13%	83 24% C	140 60% CD	80 27%	30 33%	111 41% G	35 37%	31 34%	17 34%	80 37%	60 28%	16 35%
(Dk/Ns)	13 2%	9 2%	2 2%	2 2%	9 3%	1 1%	7 2%	4 5% I	2 1%	2 2%	1 1%	0 -	4 2%	5 3%	0 -
Summary															
Mean	35.8	35.5	37.9 A	31.7	34.6 C	39.9 CD	34.8	35.6	36.8 G	36.3	35.6	35.6	36.1	35.4	36.7
Median	36	36	38 A	32 D	34	41 D	35	36 GI	38	38 MN	36 MN	36 JKMN	37	35	37 JKMN

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/B - C/D/F - G/H/I - J/K/L/M/N/O * small base

	Total	Number of Homes		Recency of Purchase			Type of Purchase			Region					
		One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
18-24	142 20%	109 19%	30 25%	33 27%	65 19%	43 18%	59 20%	17 18%	61 22%	24 26% MO	22 24% O	12 23% O	34 16%	45 21%	5 11%
25-29	231 32%	179 31%	51 42% A	34 28%	110 32%	86 37%	106 35%	31 34%	81 30%	36 38%	28 31%	15 31%	67 31%	68 32%	17 37%
30-34	192 27%	157 27%	33 28%	31 26%	93 27%	68 29%	80 27%	24 26%	72 26%	18 19%	23 25%	17 34% J	69 32% J	52 24%	13 28%
35-39	105 15%	102 18% B	4 3%	13 11%	59 17%	33 14%	39 13%	13 14%	44 16%	8 9%	16 18%	5 9%	39 18% J	27 13%	9 20% J
40-45	25 4%	23 4%	2 2%	9 7% F	14 4% F	2 1%	10 3%	3 3%	10 4%	5 5%	3 3%	1 2%	4 2%	12 6%	1 2%
(Dk/Ns)	17 2%	9 2%	1 1%	1 1%	6 2%	4 2%	6 2%	4 5%	6 2%	3 3%	0 -	0 1%	3 1%	10 5% K	1 3%
Summary															
Mean	29.3	29.7 B	27.6	29	29.8 F	28.8	29.1	29.3	29.2	28.5	29.2	28.7	29.7	29.2	30.1 J
Median	29	29	27 A	28 DF	29	29	28	28 GI	29	28 MN	28 MN	29 JKMN	30	28	30 JKMN

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

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

	Total	Number of Homes		Recency of Purchase			Type of Purchase			Region					
		One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Single	585 82%	483 83%	98 81%	106 87%	285 82%	192 82%	256 86% I	79 87%	208 77%	67 71%	86 93% JNO	45 92% JNO	196 91% JNO	155 73%	35 75%
Divorced	14 2%	10 2%	4 4%	5 4%	6 2%	3 1%	4 1%	1 1%	7 3%	4 4% KM	0 -	0 -	1 1%	7 3%	2 5% KLM
Widowed	1 0%	1 0%	0 -	0 -	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%	0 -
Married or common law	104 15%	81 14%	17 15%	11 9%	52 15%	35 15%	36 12%	10 11%	52 19% G	21 22% KLM	6 7%	4 8%	18 8%	48 22% KLM	8 17% KM
Decline to respond	9 1%	5 1%	1 1%	0 -	2 1%	5 2%	3 1%	1 2%	3 1%	3 3%	0 -	0 -	1 1%	3 1%	1 3%
Summary															
Single	585 82%	483 83%	98 81%	106 87%	285 82%	192 82%	256 86% I	79 87%	208 77%	67 71%	86 93% JNO	45 92% JNO	196 91% JNO	155 73%	35 75%
Married or common law, Divorced or Widowed	120 17%	92 16%	22 18%	16 13%	60 17%	38 16%	40 13%	11 12%	61 22% GH	24 26% KLM	6 7%	4 8%	19 9%	56 26% KLM	10 22% KLM

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
		Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
None/do not have any children	567 80%	470 81%	91 76%	106 87% F	286 82% F	172 73%	279 93% HI	77 84% I	174 64%	76 81% N	81 88% NO	39 79% N	195 90% JLNO	143 67%	32 69%
One	83 12%	66 11%	17 14%	8 7%	37 11%	37 16% C	9 3%	11 12% G	55 20% G	7 7%	5 6%	9 18% JKM	20 9%	31 15% K	10 22% JKM
Two	52 7%	37 6%	11 9%	6 5%	22 6%	20 8%	8 3%	2 3%	37 13% GH	10 11% LM	4 4% M	1 2%	1 1%	33 15% KLM	4 8% M
Three or more	7 1%	6 1%	0 -	2 2%	1 0%	3 1%	1 1%	0 -	6 2%	0 -	2 2% M	0 1%	0 -	4 2%	1 2% M
Decline to respond	4 1%	2 0%	1 1%	0 -	1 0%	3 2%	2 1%	1 2%	1 1%	2 2%	0 -	0 -	0 -	3 1%	0 -
Summary															
Yes	142 20%	108 19%	28 23%	16 13%	60 17%	59 25% CD	19 6%	13 15% G	97 36% GH	17 18%	11 12%	10 21% M	22 10%	68 32% JKM	14 31% JKM
No	567 80%	470 81%	91 76%	106 87% F	286 82% F	172 73%	279 93% HI	77 84% I	174 64%	76 81% N	81 88% NO	39 79% N	195 90% JLNO	143 67%	32 69%

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

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

		Number of Homes		Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Grade school or some high school	5 1%	3 1%	0 -	1 1%	1 0%	1 0%	1 1%	1 2%	1 1%	0 -	0 -	0 -	0 -	4 2%	1 2%
Completed high school	49 7%	42 7%	5 4%	11 9%	15 4%	21 9%	15 5%	6 6%	21 8%	11 12% MN	5 5%	5 9%	10 4%	12 6%	6 14% KMN
Post secondary technical school	38 5%	24 4%	11 9% A	6 5%	13 4%	18 8%	10 3%	3 3%	23 9% G	8 8% M	5 6% M	4 8% M	0 -	18 8% M	3 6% M
Some university or college	110 16%	98 17%	11 9%	22 18%	52 15%	36 15%	47 16%	7 8%	43 16%	15 15%	12 13%	7 15%	30 14%	40 19%	7 15%
Completed college diploma	155 22%	119 21%	33 27%	21 17%	79 23%	54 23%	50 17%	27 29% G	67 25% G	10 11%	24 26% J	12 25% J	52 24% J	48 22% J	9 20%
Completed university degree	277 39%	234 40%	42 35%	50 41%	141 41%	85 36%	142 47% I	34 37%	88 32%	45 48% LNO	38 41% O	14 29%	101 47% LNO	68 32%	11 25%
Post-grad degree (masters or PhD)	74 10%	57 10%	17 14%	12 10%	43 12%	19 8%	32 11%	12 14%	26 10%	5 5%	8 9%	6 12% J	24 11%	23 11%	7 15% J
Decline to respond	6 1%	3 1%	2 1%	0 -	3 1%	1 1%	2 1%	1 1%	2 1%	2 2%	1 1%	0 1%	0 -	1 1%	1 3% M
Summary															
High School or less	54 8%	45 8%	5 4%	12 10%	17 5%	22 9% D	16 5%	7 8%	23 8%	11 12% M	5 5%	5 9%	10 4%	16 8%	7 15% KM
Post Secondary / College	303 43%	241 42%	55 46%	48 40%	143 41%	107 46%	107 36%	37 41%	133 49% G	32 34%	41 45%	24 49% J	82 38%	105 49% JM	19 42%
University Degree	351 49%	291 50%	58 49%	62 51%	184 53% F	104 44%	175 58% I	47 51%	114 42%	50 52%	46 50%	20 41%	125 58% LNO	91 43%	18 40%

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

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

	Total	Number of Homes		Recency of Purchase			Type of Purchase			Region					
		One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic
		A	B	C	D	F	G	H	I	J	K	L	M	N	O
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*
Less than \$30,000	78 11%	66 12%	8 7%	11 9%	31 9%	32 14%	21 7%	11 12%	34 13% G	11 11% K	3 3%	9 19% KM	15 7%	31 15% KM	9 19% KM
\$30,000 to just under \$60,000	330 46%	282 49% B	45 37%	68 56% F	163 47%	97 41%	153 51% H	35 38%	126 46%	46 48%	47 51% M	28 57% MO	80 37%	112 52% M	18 39%
\$60,000 to just under \$100,000	190 27%	158 27%	31 26%	29 24%	94 27%	65 28%	83 28%	34 37% I	62 23%	21 22%	28 31% LN	8 16%	93 43% JLNO	31 15%	9 20%
\$100,000 or more	32 5%	19 3%	12 10% A	2 2%	17 5%	13 5%	15 5%	1 1%	14 5%	6 7%	2 2%	1 3%	7 3%	14 6%	2 5%
Decline to respond	83 12%	55 10%	24 20% A	11 9%	41 12%	28 12%	27 9%	11 12%	37 14%	11 12%	13 14%	3 6%	22 10%	26 12%	9 19% L
Summary															
<\$60K	408 57%	348 60% B	53 44%	79 65%	194 56%	128 55%	174 58%	46 50%	160 59%	57 60% M	49 54%	37 76% JKMO	95 44%	143 67% KM	26 57%
\$60K+	222 31%	177 31%	43 36%	32 26%	111 32%	78 33%	98 33%	35 38%	75 28%	27 28%	30 33% LN	9 19%	99 46% JKLNO	45 21%	11 25%

Region

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

	Number of Homes						Recency of Purchase			Type of Purchase			Region					
	Total	One	Two or more	Past year	2 or 5 years ago	6 or more years ago	Condo	Townhouse	House or Duplex	Vancouver	Calgary & Edmonton	Prairies	Toronto	Montreal	Atlantic			
		A	B	C	D	F	G	H	I	J	K	L	M	N	O			
Base: All respondents	713	579	124	116	343	246	290	86	288	124	101	107	159	157	65			
Weighted	713	580	120	122	347	234	299	92*	272	95	92	49	216	214	46*			
Vancouver	95 13%	79 14%	15 13%	14 11%	37 11%	43 18% D	70 23% I	13 14% I	11 4%	95 100% KLMNO	0 -	0 -	0 -	0 -	0 -			
Calgary & Edmonton	92 13%	69 12%	24 20% A	17 14%	53 15% F	22 9%	28 10%	19 21% G	38 14%	0 -	92 100% JLMNO	0 -	0 -	0 -	0 -			
Prairies	49 7%	40 7%	9 8%	5 4%	25 7%	20 9%	13 4%	2 3%	33 12% GH	0 -	0 -	49 100% JKMNO	0 -	0 -	0 -			
Toronto	216 30%	178 31%	38 32%	39 32%	106 31%	71 30%	112 37% I	41 45% I	56 21%	0 -	0 -	0 -	216 100% JKLNO	0 -	0 -			
Montreal	214 30%	176 30%	26 22%	38 31%	108 31%	60 26%	75 25%	15 16%	104 38% GH	0 -	0 -	0 -	0 -	214 100% JKLMO	0 -			
Atlantic	46 7%	38 7%	8 7%	9 7%	18 5%	19 8%	2 1%	1 2%	31 12% GH	0 -	0 -	0 -	0 -	0 -	46 100% JKLMN			