

**B1. Which of the following types of communities would you most prefer to live in when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A cultural community focused on my heritage	14	2	4	0	3	5	1	1	3	2	9	6	8
	1%	1%	3%	-	1%	2%	1%	1%	1%	0	2%	2%	1%
An arts community that is focused on learning, art, music, and sharing of ideas	21	3	1	1	10	6	0	1	9	6	6	3	18
	2%	2%	1%	1%	2%	2%	-	1%	3% J	2%	1%	1%	2%
An environmental community that is designed to minimize energy consumption, and promote an environmentally friendly lifestyle	74	4	10	4	40	13	4	9	15	24	34	18	56
	6%	2%	8% A	5%	8% AE	4%	4%	10%	6%	7%	6%	6%	6%
A health community that is focused on maintaining good health through fitness, nutrition, and emotional wellbeing	76	12	11	5	19	21	8	3	18	23	35	22	53
	6%	7%	9% D	7%	4%	7% D	8%	3%	7%	6%	6%	7%	6%
A social community that is focused on social interaction through a variety of activities, interests, and events	109	16	13	7	41	22	10	9	19	33	57	28	81
	9%	10%	11%	9%	9%	8%	11%	10%	7%	9%	10%	9%	9%
A golfer's community that is focused on the needs and lifestyles of golfers	32	7	4	1	14	5	2	3	5	10	17	9	23
	3%	4%	3%	1%	3%	2%	2%	4%	2%	3%	3%	3%	3%
A 'close to nature' community that is focused on outdoor activities, such as hiking, boating, skiing, fishing, etc.	142	24	17	14	62	22	3	16	33	37	72	41	101
	12%	14% EF	14% F	19% EF	13% EF	8%	4%	17%	13%	10%	12%	13%	11%
A home renovation and lifestyle community that is focused on maintaining, and restoring older homes, as well as the design and décor elements of beautifying a home	18	3	2	0	4	8	1	1	5	7	7	5	13
	1%	2%	2%	-	1%	3% D	1%	1%	2%	2%	1%	2%	1%
I'd prefer to stay right where I currently live	734 60%	95 58%	61 50%	45 59%	285 60%	181 64% B	67 70% AB	48 52%	156 59%	231 62%	348 59%	183 58%	551 61%

**B1. [Rebased to Respondents who would prefer not to live at their current location after retirement] Which of the following types of communities would you most prefer to live in when you retire?**

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

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

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	497	75	56	39	187	109	31	44	109	146	242	138	359
	486	70*	61*	31*	193	102	29**	44*	107	141	237	133	353
A cultural community focused on my heritage	14	2	4	0	3	5	1	1	3	2	9	6	8
	3%	2%	6%	-	2%	5%	4%	3%	3%	1%	4%	5%	2%
An arts community that is focused on learning, art, music, and sharing of ideas	21	3	1	1	10	6	0	1	9	6	6	3	18
	4%	4%	2%	3%	5%	6%	-	3%	8% J	4%	3%	2%	5%
An environmental community that is designed to minimize energy consumption, and promote an environmentally friendly lifestyle	74	4	10	4	40	13	4	9	15	24	34	18	56
	15%	5%	16%	12%	21% A	12%	15%	22%	14%	17%	15%	13%	16%
A health community that is focused on maintaining good health through fitness, nutrition, and emotional wellbeing	76	12	11	5	19	21	8	3	18	23	35	22	53
	16%	18%	19%	16%	10%	20% D	26%	6%	17%	16%	15%	17%	15%
A social community that is focused on social interaction through a variety of activities, interests, and events	109	16	13	7	41	22	10	9	19	33	57	28	81
	22%	23%	21%	21%	21%	22%	36%	21%	18%	23%	24%	21%	23%
A golfer's community that is focused on the needs and lifestyles of golfers	32	7	4	1	14	5	2	3	5	10	17	9	23
	7%	10%	6%	2%	7%	5%	5%	7%	5%	7%	7%	7%	6%
A 'close to nature' community that is focused on outdoor activities, such as hiking, boating, skiing, fishing, etc.	142	24	17	14	62	22	3	16	33	37	72	41	101
	29%	34%	28%	46% E	32%	21%	12%	36%	31%	26%	30%	31%	29%
A home renovation and lifestyle community that is focused on maintaining, and restoring older homes, as well as the design and décor elements of beautifying a home	18	3	2	0	4	8	1	1	5	7	7	5	13
	4%	4%	3%	-	2%	8% D	3%	2%	4%	5%	3%	4%	4%

## RBC Housing

## Detailed tables

**B2\_1. (Having everything I want or need on one floor) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Having everything I want or need on one floor													
Very Appealing	559	85	53	30	250	87	53	46	125	186	248	118	441
	46%	52% E	43% E	40%	52% CE	31%	56% CE	50%	48%	50% J	42%	37% K	49% K
Somewhat Appealing	507	59	58	38	177	142	32	34	97	151	259	144	362
	42%	36% DF	48% DF	50% ADF	37% ADF	50% ADF	33% BCDF	37%	37% I	41% H	44% I	46% L	40% L
Not Very Appealing	114	17	9	4	35	43	7	8	29	24	61	40	74
	9%	10% BCDF	7% BCDF	6% BCDF	7% BCDF	15% BCDF	7% BCDF	9% BCDF	11% I	6% I	10% I	13% L	8% L
Not At All Appealing	41	4	2	3	16	12	4	4	12	11	17	14	27
	3%	3% BCD	2% BCD	4% BCD	3% BCD	4% BCD	4% BCD	4% BCD	5% I	3% I	3% I	4% L	3% L
Summary													
Top2Box - Appealing	1066	145	111	69	427	229	85	80	222	337	507	263	803
	87%	87% E	91% E	90% E	89% E	81% E	89% E	87% E	84% H	91% H	87% H	83% K	89% K
Low2Box - Not Appealing	155	21	11	8	50	54	11	12	41	35	78	54	101
	13%	13% BCD	9% BCD	10% BCD	11% BCD	19% BCD	11% BCD	13% BCD	16% I	9% I	13% I	17% L	11% L

**B2.2. (A maintenance service for my home that provides services such as grass cutting and snow removal) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A maintenance service for my home that provides services such as grass cutting and snow removal													
Very Appealing	390 32%	46 28%	47 39%	22 29%	152 32%	96 34%	26 27%	32 34%	98 37% J	131 35% J	161 27%	85 27%	304 34% K
Somewhat Appealing	564 46%	72 44%	52 43%	39 51%	213 45%	141 50%	47 49%	41 45%	114 43%	160 43%	290 50%	157 50%	407 45%
Not Very Appealing	179 15%	35 21% E	16 13%	10 13%	74 16%	31 11%	14 14%	8 9%	29 11%	58 16%	93 16%	51 16%	129 14%
Not At All Appealing	87 7%	13 8%	6 5%	5 6%	39 8%	15 5%	9 10%	10 11%	22 8%	23 6%	42 7%	23 7%	64 7%
Summary													
Top2Box - Appealing	954 78%	118 71%	100 81%	62 81%	364 76%	237 84% AD	73 76%	73 79%	212 81%	291 78%	451 77%	243 77%	711 79%
Low2Box - Not Appealing	266 22%	47 29% E	23 19%	15 19%	113 24% E	46 16%	23 24%	19 21%	51 19%	81 22%	134 23%	74 23%	193 21%

## RBC Housing

## Detailed tables

**B2\_3. (A home close to water or waterfront) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
<b>A home close to water or waterfront</b>													
Very Appealing	521 43%	77 47%	52 42%	29 38%	207 43%	120 43%	35 37%	45 49%	106 41%	151 41%	263 45%	132 42%	389 43%
Somewhat Appealing	504 41%	59 36%	50 41%	29 37%	199 42%	117 41%	51 53% ACDE	34 37%	96 36%	165 44% H	243 42%	139 44%	365 40%
Not Very Appealing	136 11%	22 13%	12 10%	15 20% BDF	48 10%	34 12%	6 6%	9 10%	39 15% J	38 10%	58 10%	33 10%	103 11%
Not At All Appealing	59 5%	7 4%	9 7%	4 5%	23 5%	12 4%	4 4%	4 4%	21 8% J	17 5%	21 4%	13 4%	46 5%
<b>Summary</b>													
Top2Box - Appealing	1025 84%	136 82%	102 83%	57 75%	406 85% C	237 84%	86 90% C	79 86%	202 77%	317 85% H	506 87% H	271 86%	754 83%
Low2Box - Not Appealing	195 16%	29 18%	21 17%	19 25% DF	71 15%	46 16%	10 10%	13 14%	61 23% IJ	55 15%	79 13%	45 14%	150 17%

**B2\_4. (A new construction home with the latest cutting edge designs and features) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A new construction home with the latest cutting edge designs and features													
Very Appealing	200	26	17	12	79	45	21	11	43	61	95	51	150
	16%	16%	14%	16%	17%	16%	21%	12%	16%	16%	16%	16%	17%
Somewhat Appealing	518	68	61	28	200	124	38	40	111	154	254	132	386
	42%	41%	50%	37%	42%	44%	39%	44%	42%	41%	43%	42%	43%
Not Very Appealing	333	46	30	27	117	88	25	23	74	99	159	102	231
	27%	28%	24%	36%	25%	31%	26%	25%	28%	27%	27%	32%	26%
Not At All Appealing	169	25	15	9	81	27	13	18	34	58	77	32	137
	14%	15%	12%	12%	17%	9%	14%	20%	13%	16%	13%	10%	15%
Summary													
Top2Box - Appealing	718	94	78	40	279	169	58	51	154	215	349	183	535
	59%	57%	64%	53%	59%	60%	61%	56%	59%	58%	60%	58%	59%
Low2Box - Not Appealing	502	71	45	36	198	114	38	41	108	157	236	133	369
	41%	43%	36%	47%	41%	40%	39%	44%	41%	42%	40%	42%	41%

**B2\_5. (A home within walking distance of most services I need like a grocery store, drugstore, doctor's office) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home within walking distance of most services I need like a grocery store, drugstore, doctor's office													
Very Appealing	566 46%	80 48%	60 49%	32 43%	231 48%	125 44%	37 39%	49 53%	137 52%	180 48%	249 42%	140 44%	426 47%
Somewhat Appealing	525 43%	71 43%	48 39%	36 47%	194 41%	131 46%	45 47%	33 36%	97 37%	156 42%	272 46%	144 46%	381 42%
Not Very Appealing	92 8%	10 6%	9 7%	7 9%	37 8%	19 7%	11 11%	7 7%	20 8%	28 7%	44 8%	17 5%	75 8%
Not At All Appealing	37 3%	5 3%	5 4%	1 1%	15 3%	9 3%	3 3%	4 4%	9 3%	8 2%	21 4%	15 5%	22 2%
Summary													
Top2Box - Appealing	1090 89%	151 91%	108 89%	68 90%	425 89%	255 90%	82 86%	82 89%	234 89%	336 90%	520 89%	284 90%	806 89%
Low2Box - Not Appealing	130 11%	14 9%	14 11%	8 10%	52 11%	28 10%	14 14%	11 11%	29 11%	36 10%	65 11%	32 10%	98 11%

**B2\_6. (A home that is close to nature (lakes, woods, mountains etc.)) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home that is close to nature (lakes, woods, mountains etc.)													
Very Appealing	576	80	66	37	236	122	36	45	111	176	288	138	438
	47%	48%	54% F	49%	49% F	43%	37%	49%	42%	47%	49%	44%	48%
Somewhat Appealing	508	71	49	30	191	118	50	36	109	155	244	139	369
	42%	43%	40%	39%	40%	42%	52% D	40%	42%	42%	42%	44%	41%
Not Very Appealing	101	11	3	7	36	35	8	9	27	33	41	35	66
	8%	6%	3%	10% B	8%	13% ABD	9%	9%	10%	9%	7%	11% L	7%
Not At All Appealing	36	5	4	2	15	8	2	2	15	8	13	5	31
	3%	3%	3%	3%	3%	3%	2%	2%	6% IJ	2%	2%	2%	3%
Summary													
Top2Box - Appealing	1083	150	115	66	427	239	85	81	221	331	532	277	807
	89%	91%	94% E	87%	89%	85%	89%	88%	84%	89%	91% H	87%	89%
Low2Box - Not Appealing	137	15	7	10	51	43	11	11	42	41	53	40	97
	11%	9%	6%	13%	11%	15% B	11%	12%	16% J	11%	9%	13%	11%



## RBC Housing

## Detailed tables

**B2\_7. (A condominium community where everything is maintained for me - like security, landscaping, and shared amenities such as a pool, gym, or golf course) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A condominium community where everything is maintained for me - like security, landscaping, and shared amenities such as a pool, gym, or golf course													
Very Appealing	272 22%	36 22%	29 24%	14 19%	103 22%	71 25%	19 19%	22 24%	67 26% J	93 25% J	112 19%	70 22%	202 22%
Somewhat Appealing	453 37%	50 30%	61 50% AD	31 40%	163 34%	113 40% A	35 37%	30 33%	100 38%	130 35%	223 38%	122 39%	331 37%
Not Very Appealing	272 22%	49 30% BD	20 16%	17 23%	103 22%	63 22%	19 20%	18 19%	57 22%	79 21%	137 23%	74 23%	198 22%
Not At All Appealing	223 18%	30 18%	13 10%	14 18%	108 23% BE	36 13%	23 24% BE	22 24%	39 15%	70 19%	113 19%	51 16%	172 19%
Summary													
Top2Box - Appealing	725 59%	86 52%	90 73% ACDF	45 59%	266 56%	184 65% AD	54 56%	52 57%	167 64%	223 60%	335 57%	192 61%	533 59%
Low2Box - Not Appealing	495 41%	79 48% BE	33 27%	31 41% B	211 44% BE	99 35%	42 44% B	40 43%	96 36%	149 40%	250 43%	124 39%	371 41%

## RBC Housing

## Detailed tables

**B2.8. (A home in an area where there is a mix of younger and older residents) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home in an area where there is a mix of younger and older residents													
Very Appealing	212	35	17	16	90	43	11	23	47	44	122	60	152
	17%	21%	14%	22%	19%	15%	12%	25%	18%	12%	21%	19%	17%
Somewhat Appealing	733	98	78	42	283	169	63	47	140	240	353	190	543
	60%	59%	64%	56%	59%	60%	66%	51%	53%	64%	60%	60%	60%
Not Very Appealing	198	24	19	14	71	52	18	11	52	66	80	55	144
	16%	15%	16%	19%	15%	18%	18%	12%	20%	18%	14%	17%	16%
Not At All Appealing	76	9	8	3	34	18	4	11	24	22	30	11	65
	6%	5%	7%	4%	7%	6%	4%	12%	9%	6%	5%	4%	7%
Summary													
Top2Box - Appealing	946	132	95	59	373	213	74	70	187	284	475	251	695
	78%	80%	78%	77%	78%	75%	77%	76%	71%	76%	81%	79%	77%
Low2Box - Not Appealing	274	33	27	17	105	70	22	22	76	89	110	66	209
	22%	20%	22%	23%	22%	25%	23%	24%	29%	24%	19%	21%	23%

**B2\_9. (A home well suited for entertaining family and friends) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home well suited for entertaining family and friends													
Very Appealing	466 38%	61 37%	44 36%	25 32%	173 36%	128 45% CD	34 35%	34 37%	101 39%	139 37%	225 39%	111 35%	355 39%
	611 50%	83 50%	66 54%	46 60% E	234 49%	134 48%	47 49%	47 51%	118 45%	190 51%	302 52%	165 52%	445 49%
Not Very Appealing	112 9%	17 10% E	8 7%	5 6%	56 12% E	15 5%	12 12% E	10 11%	33 12% J	36 10%	44 7%	32 10%	81 9%
Not At All Appealing	32 3%	5 3%	4 3%	1 1%	14 3%	5 2%	3 3%	2 2%	11 4%	7 2%	14 2%	9 3%	23 3%
Summary													
Top2Box - Appealing	1076 88%	144 87%	110 90%	71 93%	407 85%	263 93% ADF	81 84%	80 87%	219 83%	329 89%	528 90% H	276 87%	800 89%
Low2Box - Not Appealing	144 12%	21 13% E	12 10%	6 7%	70 15% E	20 7%	15 16% E	12 13%	44 17% J	43 11%	58 10%	41 13%	103 11%

**B2\_10. (A home in a downtown or urban centre with easy access to the arts, cultural events, restaurants, entertainment venues, and sporting events) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home in a downtown or urban centre with easy access to the arts, cultural events, restaurants, entertainment venues, and sporting events													
Very Appealing	151 12%	24 14%	11 9%	6 8%	49 10%	53 19%	9 9%	11 12%	40 15%	46 12%	65 11%	29 9%	122 14%
Somewhat Appealing	437 36%	60 36%	41 34%	28 36%	180 38%	96 34%	32 33%	29 31%	107 41%	133 36%	198 34%	117 37%	321 35%
Not Very Appealing	368 30%	44 27%	40 33%	24 32%	134 28%	90 32%	36 37%	29 31%	71 27%	115 31%	183 31%	106 33%	263 29%
Not At All Appealing	263 22%	38 23%	30 24%	18 24%	114 24%	43 15%	19 20%	23 25%	45 17%	79 21%	139 24%	65 20%	198 22%
Summary													
Top2Box - Appealing	589 48%	83 50%	52 43%	34 44%	230 48%	149 53%	41 42%	40 44%	147 56%	178 48%	263 45%	146 46%	443 49%
Low2Box - Not Appealing	631 52%	82 50%	70 57%	42 56%	248 52%	134 47%	55 58%	52 56%	115 44%	194 52%	322 55%	170 54%	461 51%

**B2\_11. (A home with separate living quarters designed to meet the needs of aging, elderly or infirm parents or relatives) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home with separate living quarters designed to meet the needs of aging, elderly or infirm parents or relatives													
Very Appealing	177	21	18	11	60	55	12	12	56	56	66	41	136
	15%	13%	14%	15%	13%	19%	13%	13%	21%	15%	11%	13%	15%
Somewhat Appealing	469	54	42	24	165	144	39	29	105	156	207	120	348
	38%	33%	35%	32%	35%	51%	41%	31%	40%	42%	35%	38%	39%
Not Very Appealing	382	54	38	27	166	67	30	32	65	118	199	119	263
	31%	33%	31%	35%	35%	24%	31%	35%	25%	32%	34%	38%	29%
Not At All Appealing	192	36	24	14	86	18	15	19	36	42	114	36	157
	16%	21%	20%	18%	18%	6%	16%	20%	14%	11%	19%	11%	17%
Summary													
Top2Box - Appealing	646	76	60	35	225	198	51	41	161	212	273	162	484
	53%	46%	49%	46%	47%	70%	53%	45%	61%	57%	47%	51%	54%
Low2Box - Not Appealing	574	90	62	41	252	84	45	51	102	160	312	155	420
	47%	54%	51%	54%	53%	30%	47%	55%	39%	43%	53%	49%	46%

**B2\_12. (A home with separate living quarters for adult children who still live at home) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home with separate living quarters for adult children who still live at home													
Very Appealing	125	14	12	7	47	35	10	11	37	36	52	39	86
	10%	8%	10%	10%	10%	12%	10%	12%	14%	10%	9%	12%	9%
Somewhat Appealing	353	37	31	18	117	122	28	20	93	123	137	117	236
	29%	23%	25%	24%	25%	43% ABCDF	29%	22%	35%	33%	23%	37%	26%
Not Very Appealing	405	60	37	21	164	86	37	31	72	131	202	106	299
	33%	36%	30%	28%	34%	30%	38%	33%	27%	35%	34%	34%	33%
Not At All Appealing	337	54	42	30	149	40	22	30	61	82	195	54	283
	28%	33%	34%	39%	31%	14%	23%	33%	23%	22%	33%	17%	31%
Summary													
Top2Box - Appealing	478	51	43	25	164	157	37	31	130	159	189	156	322
	39%	31%	35%	33%	34%	56% ABCDF	39%	34%	49%	43%	32%	49%	36%
Low2Box - Not Appealing	742	114	79	51	314	125	59	61	133	213	396	160	582
	61%	69%	65%	67%	66%	44%	61%	66%	51%	57%	68%	51%	64%
		E	E	E	E	E	E			HI		K	

**B2\_13. (A home in a community with people of a similar age or life stage) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home in a community with people of a similar age or life stage													
Very Appealing	190	24	25	11	82	35	12	22	54	52	84	40	150
	16%	15%	20%	15%	17%	13%	12%	24%	20%	14%	14%	13%	17%
Somewhat Appealing	631	89	64	41	248	129	60	44	130	207	294	161	470
	52%	54%	52%	53%	52%	46%	62%	47%	50%	56%	50%	51%	52%
Not Very Appealing	295	39	25	19	110	84	17	17	54	84	157	88	207
	24%	24%	21%	25%	23%	30%	18%	18%	20%	23%	27%	28%	23%
Not At All Appealing	105	13	8	5	37	35	7	9	25	29	51	27	77
	9%	8%	7%	7%	8%	12%	8%	10%	9%	8%	9%	9%	9%
Summary													
Top2Box - Appealing	821	113	89	52	331	165	72	66	184	259	378	201	620
	67%	69%	73%	68%	69%	58%	75%	72%	70%	70%	65%	64%	69%
Low2Box - Not Appealing	399	52	34	24	147	118	24	26	79	113	207	115	284
	33%	31%	27%	32%	31%	42%	25%	28%	30%	30%	35%	36%	31%

**B2\_14. (A home in a high rise building with concierge services, health club, pool and maid service) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A home in a high rise building with concierge services, health club, pool and maid service													
Very Appealing	117 10%	14 8%	9 8%	6 7%	32 7%	53 19% ABCD	4 4%	11 12%	37 14% J	39 10%	41 7%	25 8%	92 10%
	304 25%	26 16%	28 23%	17 22%	110 23%	108 38% ABCD	15 15%	25 28%	82 31% J	90 24%	132 23%	82 26%	222 25%
Somewhat Appealing	392 32%	58 35% E	42 35%	32 42% E	150 31%	73 26%	38 40% E	20 22%	76 29%	116 31%	200 34%	116 37% L	276 31%
	406 33%	68 41% E	42 34% E	22 29% E	185 39% E	50 18%	39 41% E	36 39%	68 26%	127 34% H	212 36% H	94 30%	313 35%
Summary													
Top2Box - Appealing	421 35%	40 24%	38 31%	22 29%	142 30% F	161 57% ABCD	19 19%	36 39%	119 45% IJ	129 35%	173 30%	107 34%	315 35%
	799 65%	126 76% E	84 69% E	54 71% E	335 70% E	122 43%	77 81% DE	56 61%	144 55%	243 65% H	412 70% H	210 66%	589 65%



**B2\_15. (An antique or older home that I can restore or update as a 'project') Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
An antique or older home that I can restore or update as a 'project'													
Very Appealing	103	14	5	5	38	35	5	8	31	28	44	27	76
	8%	8%	4%	7%	8%	12%	5%	9%	12%	8%	7%	8%	8%
Somewhat Appealing	288	39	28	15	110	79	18	25	67	107	114	86	203
	24%	23%	23%	20%	23%	28%	19%	27%	26%	29%	19%	27%	22%
Not Very Appealing	464	57	57	31	170	109	41	35	92	140	232	129	336
	38%	35%	46%	40%	36%	38%	42%	38%	35%	38%	40%	41%	37%
Not At All Appealing	365	56	33	25	159	60	32	24	73	97	195	75	290
	30%	34%	27%	33%	33%	21%	34%	26%	28%	26%	33%	24%	32%
Summary													
Top2Box - Appealing	391	53	33	20	148	114	23	33	98	135	158	113	279
	32%	32%	27%	26%	31%	40%	24%	36%	37%	36%	27%	36%	31%
Low2Box - Not Appealing	829	113	89	56	329	169	73	59	165	237	427	204	625
	68%	68%	73%	74%	69%	60%	76%	64%	63%	64%	73%	64%	69%

**B2. (Top2Box - Appealing) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Having everything I want or need on one floor	1066	145	111	69	427	229	85	80	222	337	507	263	803
	87%	87%	91% E	90% E	89% E	81%	89%	87%	84%	91% H	87%	83%	89% K
A maintenance service for my home that provides services such as grass cutting and snow removal	954	118	100	62	364	237	73	73	212	291	451	243	711
	78%	71%	81%	81%	76%	84% AD	76%	79%	81%	78%	77%	77%	79%
A home close to water or waterfront	1025	136	102	57	406	237	86	79	202	317	506	271	754
	84%	82%	83%	75%	85% C	84%	90% C	86%	77%	85% H	87% H	86%	83%
A new construction home with the latest cutting edge designs and features	718	94	78	40	279	169	58	51	154	215	349	183	535
	59%	57%	64%	53%	59%	60%	61%	56%	59%	58%	60%	58%	59%
A home within walking distance of most services I need like a grocery store, drugstore, doctor's office	1090	151	108	68	425	255	82	82	234	336	520	284	806
	89%	91%	89%	90%	89%	90%	86%	89%	89%	90%	89%	90%	89%
A home that is close to nature (lakes, woods, mountains etc.)	1083	150	115	66	427	239	85	81	221	331	532	277	807
	89%	91%	94% E	87%	89%	85%	89%	88%	84%	89%	91% H	87%	89%
A condominium community where everything is maintained for me - like security, landscaping, and shared amenities such as a pool, gym, or golf course	725	86	90	45	266	184	54	52	167	223	335	192	533
	59%	52%	73% ACDF	59%	56%	65% AD	56%	57%	64%	60%	57%	61%	59%
A home in an area where there is a mix of younger and older residents	946	132	95	59	373	213	74	70	187	284	475	251	695
	78%	80%	78%	77%	78%	75%	77%	76%	71%	76%	81% H	79%	77%
A home well suited for entertaining family and friends	1076	144	110	71	407	263	81	80	219	329	528	276	800
	88%	87%	90%	93%	85%	93% ADF	84%	87%	83%	89%	90% H	87%	89%
A home in a downtown or urban centre with easy access to the arts, cultural events, restaurants, entertainment venues, and sporting events	589	83	52	34	230	149	41	40	147	178	263	146	443
	48%	50%	43%	44%	48%	53%	42%	44%	56% IJ	48%	45%	46%	49%
A home with separate living quarters designed to meet the needs of aging, elderly or infirm parents or relatives	646	76	60	35	225	198	51	41	161	212	273	162	484
	53%	46%	49%	46%	47%	70% ABCD	53%	45%	61% J	57% J	47%	51%	54%

## RBC Housing

## Detailed tables

A home with separate living quarters for adult children who still live at home	478	51	43	25	164	157	37	31	130	159	189	156	322
	39%	31%	35%	33%	34%	56% ABCDF	39%	34%	49% J	43% J	32%	49% L	36%
A home in a community with people of a similar age or life stage	821	113	89	52	331	165	72	66	184	259	378	201	620
	67%	69% E	73% E	68%	69% E	58%	75% E	72%	70%	70%	65%	64%	69%

## RBC Housing

## Detailed tables

**B2. (Top2Box - Appealing)** Please rate the appeal of each of the following items as it relates to a possible retirement home.

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
A home in a high rise building with concierge services, health club, pool and maid service	421	40	38	22	142	161	19	36	119	129	173	107	315
	35%	24%	31%	29%	30% F	57% ABCDF	19%	39%	45% IJ	35%	30%	34%	35%
An antique or older home that I can restore or update as a 'project'	391	53	33	20	148	114	23	33	98	135	158	113	279
	32%	32%	27%	26%	31%	40% BCDF	24%	36%	37% J	36% J	27%	36%	31%

**B2. (Low2Box - Not Appealing) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Having everything I want or need on one floor	155	21	11	8	50	54	11	12	41	35	78	54	101
	13%	13%	9%	10%	11%	19% BCD	11%	13%	16% I	9%	13%	17% L	11%
A maintenance service for my home that provides services such as grass cutting and snow removal	266	47	23	15	113	46	23	19	51	81	134	74	193
	22%	29% E	19%	19%	24% E	16%	24%	21%	19%	22%	23%	23%	21%
A home close to water or waterfront	195	29	21	19	71	46	10	13	61	55	79	45	150
	16%	18%	17%	25% DF	15%	16%	10%	14%	23% IJ	15%	13%	14%	17%
A new construction home with the latest cutting edge designs and features	502	71	45	36	198	114	38	41	108	157	236	133	369
	41%	43%	36%	47%	41%	40%	39%	44%	41%	42%	40%	42%	41%
A home within walking distance of most services I need like a grocery store, drugstore, doctor's office	130	14	14	8	52	28	14	11	29	36	65	32	98
	11%	9%	11%	10%	11%	10%	14%	11%	11%	10%	11%	10%	11%
A home that is close to nature (lakes, woods, mountains etc.)	137	15	7	10	51	43	11	11	42	41	53	40	97
	11%	9%	6%	13%	11%	15% B	11%	12%	16% J	11%	9%	13%	11%
A condominium community where everything is maintained for me - like security, landscaping, and shared amenities such as a pool, gym, or golf course	495	79	33	31	211	99	42	40	96	149	250	124	371
	41%	48% BE	27%	41% B	44% BE	35%	44% B	43%	36%	40%	43%	39%	41%
A home in an area where there is a mix of younger and older residents	274	33	27	17	105	70	22	22	76	89	110	66	209
	22%	20%	22%	23%	22%	25%	23%	24%	29% J	24%	19%	21%	23%
A home well suited for entertaining family and friends	144	21	12	6	70	20	15	12	44	43	58	41	103
	12%	13% E	10%	7%	15% E	7%	16% E	13%	17% J	11%	10%	13%	11%
A home in a downtown or urban centre with easy access to the arts, cultural events, restaurants, entertainment venues, and sporting events	631	82	70	42	248	134	55	52	115	194	322	170	461
	52%	50%	57%	56%	52%	47%	58%	56%	44%	52% H	55% H	54%	51%
A home with separate living quarters designed to meet the needs of aging, elderly or infirm parents or relatives	574	90	62	41	252	84	45	51	102	160	312	155	420
	47%	54% E	51% E	54% E	53% E	30%	47% E	55%	39%	43%	53% HI	49%	46%

## RBC Housing

## Detailed tables

A home with separate living quarters for adult children who still live at home	742	114	79	51	314	125	59	61	133	213	396	160	582
	61%	69% E	65% E	67% E	66% E	44%	61% E	66%	51%	57%	68% HI	51%	64% K
A home in a community with people of a similar age or life stage	399	52	34	24	147	118	24	26	79	113	207	115	284
	33%	31%	27%	32%	31%	42% ABDF	25%	28%	30%	30%	35%	36%	31%

## RBC Housing

**B2. (Low2Box - Not Appealing) Please rate the appeal of each of the following items as it relates to a possible retirement home.**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
A home in a high rise building with concierge services, health club, pool and maid service	799	126	84	54	335	122	77	56	144	243	412	210	589
	65%	76% E	69% E	71% E	70% E	43%	81% DE	61%	55%	65% H	70% H	66%	65%
An antique or older home that I can restore or update as a 'project'	829	113	89	56	329	169	73	59	165	237	427	204	625
	68%	68%	73% E	74% E	69% E	60%	76% E	64%	63%	64%	73% HI	64%	69%

## B3\_1. (Minor remodelling to current home) How likely are you to make the following housing changes when you retire?

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Minor remodelling to current home													
Very Likely	134 11%	21 12%	11 9%	10 13%	51 11%	32 11%	10 10%	8 8%	26 10%	46 12%	62 11%	30 9%	104 12%
Somewhat Likely	516 42%	64 39%	56 46%	32 43%	204 43%	106 37%	53 55%	36 40%	68 26%	171 46%	277 47%	147 46%	369 41%
Not Very Likely	303 25%	48 29%	32 26%	21 27%	100 21%	86 31%	16 16%	20 22%	79 30%	88 24%	136 23%	86 27%	217 24%
Not At All Likely	267 22%	33 20%	23 19%	13 17%	122 26%	59 21%	17 18%	28 30%	90 34%	68 18%	110 19%	54 17%	214 24%
Summary													
Top2Box - Likely	650 53%	84 51%	67 55%	43 56%	255 53%	138 49%	63 66%	44 48%	94 36%	217 58%	339 58%	177 56%	473 52%
Low2Box - Not likely	570 47%	81 49%	55 45%	33 44%	222 47%	145 51%	33 34%	48 52%	169 64%	156 42%	246 42%	140 44%	431 48%



## RBC Housing

## Detailed tables

### B3.2. (Major remodeling, or an addition to your current home) How likely are you to make the following housing changes when you retire?

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Major remodeling, or an addition to your current home													
Very Likely	51 4%	5 3%	5 4%	4 6%	18 4%	12 4%	6 6%	3 4%	11 4%	15 4%	25 4%	11 4%	40 4%
Somewhat Likely	177 14%	29 17%	17 14%	10 13%	63 13%	35 12%	24 25% BDE	9 9%	39 15%	63 17%	75 13%	48 15%	129 14%
Not Very Likely	501 41%	64 39%	46 38%	37 48%	184 39%	132 47%	38 39% D	40 43%	80 31%	151 41% H	270 46% H	161 51% L	340 38%
Not At All Likely	491 40%	68 41%	54 44% F	25 33%	212 44% CEF	104 37%	29 30%	40 44%	132 50% IJ	143 38%	215 37%	96 30%	395 44% K
Summary													
Top2Box - Likely	228 19%	34 21%	22 18%	15 19%	81 17%	47 17%	30 31% BDE	12 13%	50 19%	78 21%	100 17%	60 19%	168 19%
Low2Box - Not likely	992 81%	131 79%	100 82% F	62 81%	397 83% F	236 83% F	67 69%	80 87%	213 81%	294 79%	485 83%	257 81%	735 81%

## RBC Housing

## Detailed tables

### B3\_3. (A move to a better climate) How likely are you to make the following housing changes when you retire?

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A move to a better climate													
Very Likely	101 8%	10 6%	20 17% ADF	10 13% DF	31 6%	28 10% F	3 3%	6 6%	23 9%	22 6%	56 10% I	25 8%	76 8%
	324 27%	41 25%	47 39% ADEF	24 32%	123 26%	66 23%	22 23%	26 28%	59 22%	94 25%	171 29% H	99 31% L	225 25%
Not Very Likely	476 39%	70 42%	38 31%	27 36%	192 40%	110 39%	38 40%	40 44%	101 38%	152 41%	223 38%	128 40%	348 39%
Not At All Likely	319 26%	45 27% B	16 13%	15 20%	131 28% B	79 28% B	33 34% BC	20 22%	80 30% J	105 28%	135 23%	65 21%	254 28% K
Summary													
Top2Box - Likely	425 35%	51 31%	68 55% ADEF	34 44% ADF	153 32%	94 33%	25 26%	32 35%	82 31%	115 31%	227 39% HI	124 39%	301 33%
Low2Box - Not likely	795 65%	115 69% BC	55 45%	42 56%	324 68% BC	189 67% B	71 74% BC	60 65%	180 69% J	257 69% J	358 61%	193 61%	603 67%

**B3\_4. (A move to a region where housing is more affordably priced) How likely are you to make the following housing changes when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A move to a region where housing is more affordably priced													
Very Likely	120	16	21	4	58	15	7	16	36	40	44	25	95
	10%	9%	17% CEF	6%	12% E	5%	7%	17%	14% J	11%	8%	8%	10%
Somewhat Likely	368	56	47	27	138	76	24	31	82	113	174	105	263
	30%	34%	39% EF	36%	29%	27%	25%	34%	31%	30%	30%	33%	29%
Not Very Likely	440	63	42	31	174	97	32	31	79	134	227	118	322
	36%	38%	34%	40%	37%	34%	34%	34%	30%	36%	39% H	37%	36%
Not At All Likely	292	31	12	14	107	94	33	14	66	85	141	68	224
	24%	19% B	10%	18%	22% B	33% ABCD	34% ABCD	16%	25%	23%	24%	21%	25%
Summary													
Top2Box - Likely	488	71	68	32	196	91	31	47	118	153	218	131	358
	40%	43% E	56% ACDEF	41%	41% E	32%	32%	51%	45% J	41%	37%	41%	40%
Low2Box - Not likely	732	94	54	45	282	192	66	45	145	220	368	186	546
	60%	57% B	44%	59% B	59% B	68% ABD	68% B	49%	55%	59%	63% H	59%	60%

**B3.5. (A move to be closer to friends and family) How likely are you to make the following housing changes when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
<b>A move to be closer to friends and family</b>													
Very Likely	77 6%	10 6%	10 8%	7 10%	24 5%	22 8%	5 5%	2 3%	24 9%	19 5%	34 6%	20 6%	58 6%
Somewhat Likely	367 30%	51 31%	49 40% DF	23 31%	135 28%	87 31%	22 23%	34 37%	76 29%	122 33%	170 29%	101 32%	266 29%
Not Very Likely	470 39%	63 38%	47 38%	30 40%	188 39%	104 37%	37 39%	34 36%	87 33%	142 38%	241 41% H	135 43%	335 37%
Not At All Likely	305 25%	42 25% B	16 13%	15 20%	131 27% B	70 25% B	32 33% BC	22 24%	76 29%	89 24%	141 24%	60 19%	245 27% K
<b>Summary</b>													
Top2Box - Likely	445 36%	60 37%	59 48% DF	31 40%	158 33%	109 39%	27 28%	36 39%	100 38%	141 38%	204 35%	121 38%	324 36%
Low2Box - Not likely	775 64%	105 63%	63 52%	45 60%	319 67% B	174 61%	69 72% B	56 61%	163 62%	231 62%	381 65%	196 62%	580 64%

**B3\_6. (A move to a larger home) How likely are you to make the following housing changes when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
<b>A move to a larger home</b>													
Very Likely	27 2%	5 3%	5 4%	1 1%	13 3%	4 2%	0 -	6 6%	13 5% IJ	6 2%	8 1%	5 2%	22 2%
Somewhat Likely	96 8%	16 10%	8 6%	8 10%	29 6%	31 11% D	5 5%	6 7%	32 12% J	31 8%	33 6%	17 5%	79 9%
Not Very Likely	461 38%	62 37%	55 45% D	32 42%	158 33%	115 41% D	39 41%	30 33%	91 34%	154 41%	216 37%	133 42%	327 36%
Not At All Likely	636 52%	83 50%	55 45%	36 48%	278 58% BE	132 47%	52 54%	50 55%	126 48%	182 49%	328 56% HI	160 51%	476 53%
<b>Summary</b>													
Top2Box - Likely	124 10%	21 13%	12 10%	8 11%	41 9%	35 13%	5 5%	12 13%	46 17% IJ	36 10%	41 7%	23 7%	101 11% K
Low2Box - Not likely	1097 90%	145 87%	110 90%	68 89%	436 91%	247 87%	91 95%	80 87%	217 83%	336 90% H	544 93% H	294 93% L	803 89%

**B3\_7. (A move to a smaller home) How likely are you to make the following housing changes when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A move to a smaller home													
Very Likely	141	22	18	7	56	25	13	6	25	45	71	40	102
	12%	13%	15%	10%	12%	9%	13%	6%	10%	12%	12%	13%	11%
Somewhat Likely	414	58	48	26	164	86	32	42	66	120	228	143	271
	34%	35%	39%	34%	34%	30%	33%	45%	25%	32%	39% HI	45% L	30%
Not Very Likely	377	52	38	28	142	88	30	23	78	120	179	86	291
	31%	31%	31%	36%	30%	31%	31%	25%	30%	32%	31%	27%	32%
Not At All Likely	288	34	18	15	115	83	22	22	94	87	107	48	240
	24%	20%	15%	20%	24% B	29% AB	23%	24%	36% IJ	23%	18%	15%	27% K
Summary													
Top2Box - Likely	556	80	66	33	221	111	45	47	92	165	299	183	373
	46%	48%	54% E	43%	46%	39%	46%	52%	35%	44% H	51% HI	58% L	41%
Low2Box - Not likely	664	85	56	43	257	171	51	45	171	207	286	133	531
	54%	52%	46%	57%	54%	61% B	54%	48%	65% IJ	56% J	49%	42%	59% K

**B3.8. (A move to another country) How likely are you to make the following housing changes when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
<b>A move to another country</b>													
Very Likely	35 3%	2 1%	5 4%	5 6% A	11 2%	11 4%	2 2%	3 4%	8 3%	10 3%	17 3%	10 3%	25 3%
Somewhat Likely	100 8%	16 10% E	17 14% E	7 9%	40 8%	14 5%	6 7%	10 11%	23 9%	26 7%	50 9%	30 10%	70 8%
Not Very Likely	322 26%	47 28%	37 31%	15 20%	120 25%	81 29%	23 24%	31 34%	61 23%	100 27%	161 28%	102 32% L	220 24%
Not At All Likely	762 62%	101 61%	63 52%	50 65%	307 64% B	177 62%	65 68% B	47 51%	171 65%	235 63%	356 61%	174 55%	588 65% K
<b>Summary</b>													
Top2Box - Likely	135 11%	18 11%	22 18% DE	11 15%	51 11%	25 9%	8 9%	14 15%	31 12%	37 10%	67 12%	40 13%	95 11%
Low2Box - Not likely	1085 89%	147 89%	101 82%	65 85%	427 89% B	258 91% B	88 91%	78 85%	231 88%	336 90%	518 88%	276 87%	808 89%

**B3\_9. (Buying, building or renting a second home, or vacation property) How likely are you to make the following housing changes when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Buying, building or renting a second home, or vacation property													
Very Likely	55 4%	6 4%	12 10% ADEF	7 9% DF	18 4%	11 4%	1 1%	6 6%	10 4%	9 2%	36 6% I	11 3%	44 5%
Somewhat Likely	241 20%	32 19%	36 29% DE	14 18%	90 19%	47 17%	23 24%	26 28%	23 9%	59 16% H	160 27% HI	85 27% L	156 17%
Not Very Likely	423 35%	62 37%	45 37%	29 38%	153 32%	99 35%	36 37%	28 30%	93 35%	133 36%	197 34%	126 40% L	298 33%
Not At All Likely	501 41%	65 40% B	30 24%	27 35%	216 45% B	126 45% B	37 38% B	33 36%	137 52% J	172 46% J	192 33%	95 30%	406 45% K
Summary													
Top2Box - Likely	296 24%	38 23%	48 39% ADEF	20 27%	108 23%	58 21%	24 24%	32 34%	33 13%	67 18%	196 33% HI	96 30% L	200 22%
Low2Box - Not likely	924 76%	127 77% B	75 61%	56 73%	370 77% B	225 79% B	73 76% B	61 66%	230 87% J	305 82% J	390 67%	220 70%	704 78% K



## RBC Housing

## Detailed tables

### B3\_10. (A move to a condominium) How likely are you to make the following housing changes when you retire?

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1238	175	111	93	460	301	98	91	264	376	598	330	908
	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
A move to a condominium													
Very Likely	44 4%	11 7%	4 3%	4 6%	9 2%	15 5%	1 1%	4 4%	10 4%	19 5%	15 3%	13 4%	32 4%
Somewhat Likely	241 20%	24 15%	43 35%	21 28%	85 18%	50 18%	18 19%	26 28%	41 15%	67 18%	133 23%	61 19%	181 20%
Not Very Likely	420 34%	57 34%	42 34%	29 38%	162 34%	101 36%	29 30%	29 32%	84 32%	125 34%	211 36%	123 39%	298 33%
Not At All Likely	514 42%	73 44%	33 27%	22 28%	222 46%	118 42%	48 50%	34 37%	128 49%	161 43%	226 39%	121 38%	394 44%
Summary													
Top2Box - Likely	286 23%	36 21%	47 39%	26 34%	94 20%	64 23%	19 20%	29 32%	51 19%	86 23%	149 25%	73 23%	212 23%
Low2Box - Not likely	935 77%	130 79%	75 61%	51 66%	384 80%	219 77%	77 80%	63 68%	212 81%	286 77%	436 75%	243 77%	691 77%

**B3. (Top2box - Likely Summary) How likely are you to make the following housing changes when you retire?**

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Minor remodelling to current home	650 53%	84 51%	67 55%	43 56%	255 53%	138 49%	63 66% ADE	44 48%	94 36%	217 58% H	339 58% H	177 56%	473 52%
Major remodeling, or an addition to your current home	228 19%	34 21%	22 18%	15 19%	81 17%	47 17%	30 31% BDE	12 13%	50 19%	78 21%	100 17%	60 19%	168 19%
A move to a better climate	425 35%	51 31%	68 55% ADE	34 44% ADF	153 32%	94 33%	25 26%	32 35%	82 31%	115 31%	227 39% HI	124 39%	301 33%
A move to a region where housing is more affordably priced	488 40%	71 43% E	68 56% ACDEF	32 41%	196 41% E	91 32%	31 32%	47 51%	118 45% J	153 41%	218 37%	131 41%	358 40%
A move to be closer to friends and family	445 36%	60 37%	59 48% DF	31 40%	158 33%	109 39%	27 28%	36 39%	100 38%	141 38%	204 35%	121 38%	324 36%
A move to a larger home	124 10%	21 13%	12 10%	8 11%	41 9%	35 13%	5 5%	12 13%	46 17% IJ	36 10%	41 7%	23 7%	101 11% K
A move to a smaller home	556 46%	80 48%	66 54% E	33 43%	221 46%	111 39%	45 46%	47 52%	92 35%	165 44% H	299 51% HI	183 58% L	373 41%
A move to another country	135 11%	18 11%	22 18% DE	11 15%	51 11%	25 9%	8 9%	14 15%	31 12%	37 10%	67 12%	40 13%	95 11%
Buying, building or renting a second home, or vacation property	296 24%	38 23%	48 39% ADE	20 27%	108 23%	58 21%	24 24%	32 34%	33 13%	67 18%	196 33% HI	96 30% L	200 22%
A move to a condominium	286 23%	36 21%	47 39% ADE	26 34% ADE	94 20%	64 23%	19 20%	29 32%	51 19%	86 23%	149 25%	73 23%	212 23%

## RBC Housing

### B3. (Low2box - Not likely Summary) How likely are you to make the following housing changes when you retire?

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

\* small base

		REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1238	175	111	93	460	301	98	91	264	376	598	330	908
Weighted	1220	165	122	76*	477	283	96*	92*	263	372	585	316	904
Minor remodelling to current home	570 47%	81 49% F	55 45%	33 44%	222 47% F	145 51% F	33 34%	48 52%	169 64% IJ	156 42%	246 42%	140 44%	431 48%
Major remodeling, or an addition to your current home	992 81%	131 79%	100 82% F	62 81%	397 83% F	236 83% F	67 69%	80 87%	213 81%	294 79%	485 83%	257 81%	735 81%
A move to a better climate	795 65%	115 69% BC	55 45%	42 56%	324 68% BC	189 67% B	71 74% BC	60 65%	180 69% J	257 69% J	358 61%	193 61%	603 67%
A move to a region where housing is more affordably priced	732 60%	94 57% B	54 44%	45 59% B	282 59% B	192 68% ABD	66 68% B	45 49%	145 55%	220 59%	368 63% H	186 59%	546 60%
A move to be closer to friends and family	775 64%	105 63%	63 52%	45 60%	319 67% B	174 61%	69 72% B	56 61%	163 62%	231 62%	381 65%	196 62%	580 64%
A move to a larger home	1097 90%	145 87%	110 90%	68 89%	436 91%	247 87%	91 95%	80 87%	217 83%	336 90% H	544 93% H	294 93% L	803 89%
A move to a smaller home	664 54%	85 52%	56 46%	43 57%	257 54%	171 61% B	51 54%	45 48%	171 65% IJ	207 56% J	286 49%	133 42%	531 59% K
A move to another country	1085 89%	147 89%	101 82%	65 85%	427 89% B	258 91% B	88 91%	78 85%	231 88%	336 90%	518 88%	276 87%	808 89%
Buying, building or renting a second home, or vacation property	924 76%	127 77% B	75 61%	56 73%	370 77% B	225 79% B	73 76% B	61 66%	230 87% J	305 82% J	390 67%	220 70%	704 78% K
A move to a condominium	935 77%	130 79% BC	75 61%	51 66%	384 80% BC	219 77% BC	77 80% BC	63 68%	212 81%	286 77%	436 75%	243 77%	691 77%

## Detailed tables