

3. Which of the following would you say reflects the current housing market?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2026	923	1103	431	800	795	176	687	912	251
Weighted	2026	981	1045	565	804	656	197	741	660	427
Buyer's market - a market where buyers have the advantage because of the number of houses available exceeds the number of buyers	1317	622	695	343	506	469	107	502	441	267
	65%	63%	66%	61%	63%	71% CD	54%	68% F	67% F	62%
Balanced market	464	240	225	135	196	133	55	152	137	120
	23%	24%	21%	24%	24%	20%	28% GH	21%	21%	28% GH
Seller's market - a market where sellers have the advantage because of the number of buyers exceeds the number of homes available	245	119	126	87	103	54	36	87	82	41
	12%	12%	12%	15% E	13% E	8%	18% GI	12%	12%	10%

5. How likely are you to purchase a home or another home within the next two years? Are you...

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2026	923	1103	431	800	795	176	687	912	251
Weighted	2026	981	1045	565	804	656	197	741	660	427
Very likely	179 9%	96 10%	83 8%	104 18% DE	50 6% E	25 4%	16 8%	37 5%	60 9% G	66 16% FGH
Somewhat likely	374 18%	179 18%	196 19%	167 29% DE	155 19% E	53 8%	40 20%	124 17%	115 17%	95 22%
Not very likely	472 23%	241 25%	230 22%	140 25% E	205 25% E	127 19%	48 24%	165 22%	167 25%	92 22%
Not likely at all	1001 49%	465 47%	536 51%	155 27%	395 49% C	452 69% CD	94 48%	414 56% HI	318 48% I	174 41%
Summary										
Top2Box (Likely)	553 27%	275 28%	279 27%	270 48% DE	205 25% E	78 12%	56 28%	161 22%	175 27% G	161 38% GH
Low2Box (Not likely)	1473 73%	706 72%	767 73%	295 52%	599 75% C	578 88% CD	142 72%	580 78% HI	485 73% I	266 62%

10. Are you planning to buy a bigger home, a smaller home, or a home about the same size as your current home?

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Homeowners likely to purchase home within next two years	277	120	157	78	119	80	16	75	132	54
Weighted	297	147	150	113*	118	65*	17**	82*	97	100*
Bigger home	140 47%	70 48%	70 47%	79 69% DE	49 41% E	13 19%	6 34%	32 38%	43 44%	60 60% G
Smaller home	81 27%	38 26%	43 29%	15 14%	32 27% C	34 51% CD	7 41%	27 33% I	32 33% I	15 15%
The same size as current home	76 25%	39 26%	37 25%	19 17%	37 31% C	19 29%	4 25%	24 29%	23 23%	25 25%

11. Which of the following types of housing best describes the home you plan to buy? Is it a...

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Detached house	376 68%	188 69%	187 67%	187 69%	144 70% E	45 57%	38 68%	121 75% H	111 63%	106 66%
Condominium/loft	68 12%	42 15%	26 9%	31 12%	17 9%	19 24% CD	6 10%	12 7%	26 15% G	24 15%
Townhouse	44 8%	19 7%	24 9%	31 11% D	9 4%	4 5%	3 5%	13 8%	14 8%	14 8%
Semi-detached house	34 6%	15 6%	19 7%	14 5%	16 8%	4 6%	6 11%	8 5%	12 7%	9 5%
Other	28 5%	9 3%	20 7%	4 1%	19 9% C	6 7% C	3 6%	6 4%	12 7%	6 4%
Don't know	4 1%	1 0	3 1%	3 1%	0 -	1 1%	0 -	1 1%	1 1%	2 1%

12_1. (A home with low energy consumption) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	300 54%	146 53%	154 55%	145 53%	111 54%	45 57%	30 54%	94 58%	96 54%	80 50%
Somewhat important	228 41%	116 42%	113 40%	115 43%	85 41%	28 36%	24 42%	56 35%	72 41%	77 48%
Not very important	24 4%	12 4%	12 4%	9 3%	9 5%	5 7%	2 4%	11 7%	7 4%	3 2%
Not at all important	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 1%	0 -
Summary										
Top2Box (Important)	528 95%	261 95%	267 96%	260 96%	196 95%	73 93%	54 96%	150 93%	167 95%	158 98%
Low2Box (Not important)	25 5%	13 5%	12 4%	10 4%	9 5%	5 7%	2 4%	11 7%	8 5%	3 2%

12.2. (A home with environment friendly features like low flow toilets) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	155 28%	74 27%	81 29%	72 26%	62 30%	21 27%	17 31%	49 30%	46 26%	44 27%
Somewhat important	273 49%	127 46%	146 52%	138 51%	99 48%	36 46%	30 54%	69 43%	90 51%	85 53%
Not very important	106 19%	62 23%	44 16%	52 19%	35 17%	19 24%	6 11%	38 23%	31 18%	30 19%
Not at all important	19 3%	11 4%	8 3%	8 3%	9 4%	2 2%	2 4%	6 4%	9 5%	2 1%
Summary										
Top2Box (Important)	428 77%	201 73%	227 81% A	210 78%	161 79%	57 74%	47 84%	117 73%	135 77%	129 80%
Low2Box (Not important)	125 23%	74 27% B	52 19%	61 22%	44 21%	21 26%	9 16%	44 27%	40 23%	32 20%

12_3. (Reasonable property taxes) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	310 56%	142 52%	168 60%	138 51%	122 60%	50 64% C	31 55%	102 63% I	101 57%	76 47%
Somewhat important	230 42%	125 45%	105 38%	128 47% DE	75 37%	27 34%	24 43%	55 34%	67 38%	83 52% GH
Not very important	14 2%	8 3%	6 2%	5 2%	8 4%	1 2%	1 2%	4 3%	7 4%	1 1%
Summary										
Top2Box (Important)	540 98%	267 97%	273 98%	266 98%	197 96%	77 98%	55 98%	157 97%	168 96%	160 99%
Low2Box (Not important)	14 2%	8 3%	6 2%	5 2%	8 4%	1 2%	1 2%	4 3%	7 4%	1 1%

12_4. (Low Land transfer taxes or fees) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	217 39%	99 36%	118 42%	93 34%	93 45% C	30 39%	23 41%	70 43%	72 41%	52 32%
Somewhat important	259 47%	131 48%	128 46%	132 49%	94 46%	33 42%	26 46%	70 43%	83 47%	81 50%
Not very important	71 13%	42 15%	29 11%	44 16% D	14 7%	13 17% D	6 10%	20 12%	19 11%	26 16%
Not at all important	7 1%	3 1%	4 1%	1 0	4 2%	2 2%	1 2%	2 1%	2 1%	2 1%
Summary										
Top2Box (Important)	476 86%	230 84%	246 88%	226 83%	187 91% CE	63 81%	49 88%	139 87%	155 88%	133 83%
Low2Box (Not important)	78 14%	45 16%	33 12%	45 17% D	18 9%	15 19% D	7 12%	22 13%	21 12%	28 17%

12_5. (Convenient location to work/schools) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	266 48%	117 43%	149 53% A	162 60% DE	88 43% E	16 20%	24 43%	73 45%	80 46%	89 55%
Somewhat important	183 33%	97 35%	86 31%	83 31%	80 39% E	20 26%	21 37%	58 36%	57 33%	47 29%
Not very important	83 15%	47 17%	36 13%	24 9%	33 16% C	26 34% CD	10 17%	22 13%	30 17%	22 14%
Not at all important	21 4%	13 5%	8 3%	1 0	4 2%	16 20% CD	2 3%	8 5%	8 5%	2 2%
Summary										
Top2Box (Important)	449 81%	214 78%	235 84%	245 91% DE	168 82% E	36 46%	44 79%	131 82%	137 78%	136 85%
Low2Box (Not important)	104 19%	61 22%	44 16%	25 9%	37 18% C	42 54% CD	12 21%	30 18%	38 22%	25 15%

12_6. (Convenient location to highways) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	128 23%	51 19%	77 28% A	67 25%	40 19%	21 27%	13 23%	35 22%	35 20%	44 27%
Somewhat important	218 39%	114 42%	103 37%	104 38%	79 39%	35 45%	21 37%	54 33%	81 46% G	62 39%
Not very important	175 32%	95 35%	80 29%	87 32%	69 34%	19 25%	20 36%	64 40% H	44 25%	47 29%
Not at all important	32 6%	14 5%	19 7%	13 5%	17 8%	3 3%	2 4%	8 5%	15 8%	8 5%
Summary										
Top2Box (Important)	346 62%	165 60%	180 65%	171 63%	119 58%	56 72% D	34 60%	89 55%	116 66% G	107 66%
Low2Box (Not important)	208 38%	109 40%	99 35%	100 37%	86 42% E	22 28%	22 40%	72 45% H	59 34%	54 34%

12_7. (The look/appearance of the home) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	296 54%	148 54%	149 53%	145 54%	108 53%	43 55%	34 61%	76 47%	92 53%	94 58%
Somewhat important	224 40%	112 41%	112 40%	112 42%	80 39%	31 40%	17 30%	75 47%	70 40%	63 39%
Not very important	32 6%	14 5%	17 6%	13 5%	15 7%	4 5%	5 9%	10 6%	12 7%	4 3%
Not at all important	1 0	1 0	1 0	0 -	1 1%	0 -	0 -	0 -	1 1%	0 -
Summary										
Top2Box (Important)	520 94%	260 95%	261 94%	258 95%	188 92%	74 95%	51 91%	151 94%	162 92%	157 97%
Low2Box (Not important)	33 6%	15 5%	18 6%	13 5%	17 8%	4 5%	5 9%	10 6%	13 8%	4 3%

RBC Housing

Detailed tables

12_8. (The size of the home (# of bedrooms, # bathrooms)) How important are each of the following when considering a home to buy

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	373 67%	167 61%	206 74% A	199 74% D	124 60%	50 65%	30 54%	111 69%	121 69%	111 69%
Somewhat important	158 29%	94 34% B	64 23%	64 24%	71 35% C	23 29%	23 42% G	41 26%	51 29%	43 26%
Not very important	22 4%	14 5%	8 3%	8 3%	10 5%	5 6%	2 4%	9 6%	4 2%	7 5%
Summary										
Top2Box (Important)	531 96%	260 95%	271 97%	263 97%	195 95%	73 94%	54 96%	152 94%	172 98%	154 95%
Low2Box (Not important)	22 4%	14 5%	8 3%	8 3%	10 5%	5 6%	2 4%	9 6%	4 2%	7 5%

12_9. (Available parking) How important are each of the following when considering a home to buy

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very important	338 61%	152 55%	186 67% A	175 65%	114 56%	49 63%	34 60%	96 60%	107 61%	102 63%
Somewhat important	162 29%	93 34% B	69 25%	63 23%	72 35% C	26 34%	18 33%	46 29%	54 31%	43 27%
Not very important	44 8%	25 9%	20 7%	29 11% E	14 7%	1 2%	4 7%	16 10%	11 6%	13 8%
Not at all important	9 2%	5 2%	4 1%	3 1%	4 2%	1 2%	0 -	3 2%	4 2%	3 2%
Summary										
Top2Box (Important)	500 90%	245 89%	255 92%	238 88%	187 91%	75 97% C	52 93%	142 88%	161 92%	145 90%
Low2Box (Not important)	54 10%	30 11%	24 8%	33 12% E	18 9%	3 3%	4 7%	19 12%	15 8%	16 10%

13. When buying your new home, how interested would you be in having a standardized energy rating available for all homes? A Home Energy Rating is a rating that is an assessment of the energy efficiency performance of a home.

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

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Likely to purchase home within next two years	496	221	275	196	206	94	46	136	229	85
Weighted	553	275	279	270	205	78*	56*	161	175	161*
Very interested	262 47%	111 40%	151 54%	133 49%	88 43%	40 52%	20 35%	79 49%	78 44%	85 53%
Somewhat interseted	250 45%	135 49%	115 41%	124 46%	96 47%	31 39%	29 51%	63 39%	87 49%	72 45%
Not very interested	35 6%	23 9%	11 4%	12 4%	16 8%	6 8%	6 11%	14 9%	11 6%	3 2%
Not at all interested	7 1%	5 2%	2 1%	1 1%	4 2%	1 1%	1 3%	5 3%	1 0	0 -
Summary										
Top2Box (Interested)	512 93%	246 90%	266 95%	257 95%	184 90%	71 91%	48 86%	142 88%	164 94%	158 98%
Low2Box (Not interested)	41 7%	29 10%	13 5%	14 5%	21 10%	7 9%	8 14%	19 12%	11 6%	3 2%