



# Canadian Online Omni October 3 - October 10, 2011

## Home Owners 2

### Table of Contents

<a href="#">1</a>	1. When it comes to residential properties (houses, townhouses, condominiums, etc.) have you ever done any of the following?
<a href="#">2</a>	2. And what sources have you used to sell your home?
<a href="#">3</a>	3. What did you do to your home to get it ready for sale?
<a href="#">4</a>	4. The last time you sold a home, do you think you got fair market value for it?
<a href="#">5</a>	5. In your opinion, what factors contributed to getting less for your house than you think it was worth?
<a href="#">6</a>	6. What is your comfort level when it comes to selling a property?
<a href="#">7</a>	7. Are you planning on selling your home or another piece of property in the next year?
<a href="#">8</a>	8. When selling your next home would you consider selling it yourself if it was easy and more affordable than using a real estate agent?
<a href="#">9</a>	9. Which of the following would prevent you from selling a property yourself?
<a href="#">10</a>	10_1. [Staging] To what extent do you believe the following are important when preparing your home for sale?
<a href="#">11</a>	10_2. [Decluttering/purging] To what extent do you believe the following are important when preparing your home for sale?
<a href="#">12</a>	10_3. [Renovations] To what extent do you believe the following are important when preparing your home for sale?
<a href="#">13</a>	10_4. [Curb appeal] To what extent do you believe the following are important when preparing your home for sale?
<a href="#">14</a>	10_5. [Professional inspection] To what extent do you believe the following are important when preparing your home for sale?
<a href="#">15</a>	10. [Top2Box (Important) Summary] To what extent do you believe the following are important when preparing your home for sale?
<a href="#">16</a>	10. [Low2Box (Not Important) Summary] To what extent do you believe the following are important when preparing your home for sale?
<a href="#">17</a>	11. Have you ever purchased a piece of property because of any of the following reasons?
<a href="#">18</a>	12. When was the last time you moved?

1. When it comes to residential properties (houses, townhouses, condominiums, etc.) have you ever done any of the following?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
Purchased a home	822	112	100	66	284	192	69	97	225	500	134	688
	83%	86%	86%	88%	81%	84%	80%	80%	81%	85%	84%	83%
Sold a home that you owned	473	73	68	41	167	86	39	56	115	302	59	414
	48%	56%	59%	55%	48%	37%	45%	47%	42%	51%	37%	50%
		E	DEF	E	E					H		J
Rented out a home that you owned	124	30	20	14	45	8	8	16	29	79	13	111
	13%	23%	18%	18%	13%	3%	9%	13%	10%	13%	8%	13%
		DEF	E	E	E							
None of the above	132	16	15	7	49	30	16	17	48	67	23	109
	13%	12%	13%	10%	14%	13%	18%	14%	17%	11%	15%	13%
									I			

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

2. And what sources have you used to sell your home?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Sold a home	543	89	106	39	189	75	45	66	133	344	54	489
Weighted	473	73*	68*	41*	167	86*	39*	56*	115	302	59*	414
I used a real estate agent	413	67	63	37	148	62	37	47	95	270	52	361
	87%	91%	92%	88%	89%	72%	96%	83%	83%	90%	88%	87%
		E	E		E		E					
I sold it by myself	105	23	14	11	31	22	3	17	31	57	9	96
	22%	31%	20%	27%	19%	26%	9%	30%	27%	19%	15%	23%
		DF		F		F		I				
I used a do-it-yourself service to sell my home	15	3	1	1	7	3	1	2	6	8	5	10
	3%	4%	1%	3%	4%	3%	2%	3%	5%	3%	9%	2%
											K	
I used online tools to help me sell my home	10	0	1	1	6	2	0	0	4	6	2	8
	2%	-	2%	3%	4%	2%	-	-	4%	2%	3%	2%
Other	4	0	0	1	0	3	0	1	0	3	0	4
	1%	-	-	2%	-	3%	-	2%	-	1%	-	1%
						D						

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

3. What did you do to your home to get it ready for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Sold a home	543	89	106	39	189	75	45	66	133	344	54	489
Weighted	473	73*	68*	41*	167	86*	39*	56*	115	302	59*	414
I did some minimal maintenance to get the house ready for sale	294	41	43	21	119	43	27	32	63	200	40	255
	62%	57%	63%	52%	71%	50%	69%	56%	54%	66%	67%	61%
					ACE					H		
I staged the home myself	155	24	26	6	60	28	11	17	35	103	25	129
	33%	33%	38%	14%	36%	32%	28%	29%	30%	34%	43%	31%
		C	C		C							
I have purged many of my items	131	17	14	11	61	16	12	14	29	88	22	110
	28%	23%	20%	27%	37%	19%	31%	25%	25%	29%	36%	26%
					ABE							
I have done extensive renovations	61	11	6	5	24	7	8	8	14	39	12	49
	13%	15%	9%	12%	15%	8%	20%	15%	12%	13%	20%	12%
I hired a home stager to prep the property	9	0	1	1	6	1	0	1	3	5	1	8
	2%	-	1%	3%	3%	1%	-	2%	3%	2%	2%	2%
Other	10	3	2	2	3	0	0	0	1	8	1	9
	2%	5%	2%	4%	2%	-	-	-	1%	3%	2%	2%
I did nothing	79	19	10	9	16	19	6	8	21	50	5	74
	17%	26%	14%	23%	10%	22%	16%	14%	18%	17%	8%	18%
		D		D		D						

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

4. The last time you sold a home, do you think you got fair market value for it?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Sold a home	543	89	106	39	189	75	45	66	133	344	54	489
Weighted	473	73*	68*	41*	167	86*	39*	56*	115	302	59*	414
Yes - I got what I think it was worth	376	56	61	31	134	66	28	39	87	250	47	328
	79%	76%	90%	75%	81%	77%	73%	70%	75%	83%	80%	79%
			ACEF							G		
No - I got less than what it was worth	86	16	6	7	27	18	11	13	28	44	9	76
	18%	21%	10%	18%	16%	21%	27%	24%	24%	15%	16%	18%
		B				B	B		I			
I don't know	12	2	0	3	5	2	0	4	1	8	2	9
	3%	2%	1%	7%	3%	2%	-	6%	1%	2%	4%	2%
								H				

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

5. In your opinion, what factors contributed to getting less for your house than you think it was worth?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Do not think got fair market value	98	17	13	8	34	15	11	16	29	53	8	90
Weighted	86*	16**	6**	7**	27*	18**	11**	13**	28**	44*	9**	76*
The market wasn't 'hot' enough	48	8	4	5	18	6	7	9	11	28	5	42
	56%	51%	60%	69%	67%	33%	63%	63%	40%	63%	57%	56%
My agent didn't do the best they could	26	6	1	3	10	5	1	5	9	13	5	21
	31%	40%	17%	35%	37%	27%	14%	38%	31%	29%	56%	28%
I had the home listed at the wrong price (too high/too low)	7	1	2	1	2	2	0	1	4	2	0	7
	9%	3%	28%	14%	6%	13%	-	11%	14%	5%	-	10%
My house was too cluttered	5	2	1	0	2	0	0	3	2	0	0	5
	5%	14%	10%	-	6%	-	-	23%	6%	-	-	6%
I didn't invest enough in staging	3	1	0	0	1	0	0	0	2	0	0	3
	3%	6%	7%	-	5%	-	-	-	8%	1%	-	4%
The market was too 'hot'	2	0	0	0	2	0	0	1	1	1	0	2
	3%	-	-	-	8%	-	-	6%	2%	2%	-	3%
Other	23	6	2	1	5	6	2	1	9	12	3	20
	27%	36%	27%	17%	20%	35%	24%	11%	33%	28%	35%	26%

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

6. What is your comfort level when it comes to selling a property?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
Very comfortable	210	31	33	14	82	34	16	20	44	147	28	183
	21%	23%	29%	19%	23%	15%	19%	17%	16%	25%	17%	22%
			E		E					H		
Somewhat comfortable	446	63	48	38	160	101	37	48	124	274	71	375
	45%	48%	41%	51%	46%	44%	43%	40%	45%	47%	45%	45%
Not very comfortable	250	29	27	19	86	63	26	35	83	131	44	206
	25%	22%	23%	25%	25%	27%	30%	29%	30%	22%	27%	25%
									I			
Not comfortable	80	8	8	4	21	32	7	18	26	36	17	63
	8%	6%	7%	5%	6%	14%	8%	15%	10%	6%	11%	8%
						ABD		I				
Summary												
Top2Box (Comfortable)	657	94	81	52	241	135	53	68	168	421	99	558
	67%	72%	70%	70%	69%	59%	62%	56%	61%	72%	62%	67%
		E	E		E					GH		
Low2Box (Not comfortable)	330	37	35	23	107	95	33	53	109	167	61	269
	33%	28%	30%	30%	31%	41%	38%	44%	39%	28%	38%	33%
						ABD		I	I			

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

7. Are you planning on selling your home or another piece of property in the next year?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
Yes	89	22	9	9	25	16	8	11	29	48	15	74
	9%	17%	8%	11%	7%	7%	10%	9%	11%	8%	10%	9%
		BDE										
No	772	85	95	63	275	187	66	91	210	472	128	644
	78%	65%	82%	83%	79%	82%	77%	75%	76%	80%	80%	78%
			A	A	A	A						
I don't know	125	23	11	4	49	26	12	20	38	68	16	109
	13%	18%	10%	5%	14%	11%	13%	16%	14%	12%	10%	13%
		C										

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



8. When selling your next home would you consider selling it yourself if it was easy and more affordable than using a real estate agent?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
Yes - I'd consider it	604	77	68	54	208	127	69	83	178	343	93	510
	61%	59%	59%	72%	60%	55%	80%	68%	64%	58%	58%	62%
				E			ABDE	I				
No - I wouldn't consider it	383	54	48	21	140	103	17	38	99	245	66	316
	39%	41%	41%	28%	40%	45%	20%	32%	36%	42%	42%	38%
		F	F		F	CF				G		

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

9. Which of the following would prevent you from selling a property yourself?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
The lack of knowledge on how to sell a property	553	71	64	49	214	110	44	60	169	323	91	461
	56%	54%	56%	65%	61%	48%	51%	50%	61%	55%	57%	56%
				E	E				G			
The amount of time it takes	310	43	39	20	110	66	31	33	80	198	56	254
	31%	33%	34%	26%	32%	29%	36%	27%	29%	34%	35%	31%
The costs associated with selling a property	140	19	14	18	58	24	6	30	38	72	28	112
	14%	15%	12%	24%	17%	11%	8%	25%	14%	12%	17%	14%
				BEF	F			HI				
None of the above	189	30	20	17	49	52	21	26	45	118	26	162
	19%	23%	17%	23%	14%	22%	25%	21%	16%	20%	16%	20%
		D				D	D					
I don't know - I just wouldn't do it	66	5	9	1	21	24	7	10	23	33	13	54
	7%	4%	7%	1%	6%	10%	8%	9%	8%	6%	8%	7%
						AC						

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

10\_1. [Staging] To what extent do you believe the following are important when preparing your home for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
<b>Staging</b>												
Very important	380	38	42	30	126	105	40	38	108	235	64	316
	39%	29%	36%	40%	36%	46%	46%	31%	39%	40%	40%	38%
Somewhat important	471	71	59	34	169	102	36	61	140	270	75	396
	48%	55%	50%	46%	48%	45%	41%	50%	50%	46%	47%	48%
Not very important	108	16	14	8	41	20	10	15	25	68	17	91
	11%	12%	12%	10%	12%	9%	11%	12%	9%	12%	11%	11%
Not at all important	27	6	2	3	13	3	1	8	5	15	4	24
	3%	4%	2%	4%	4%	1%	1%	6%	2%	2%	2%	3%
<b>Summary</b>												
Top2Box (Important)	851	110	100	64	294	207	76	99	248	505	139	712
	86%	84%	86%	86%	84%	90%	88%	81%	89%	86%	87%	86%
Low2Box (Not important)	135	21	16	11	54	23	11	23	30	83	20	115
	14%	16%	14%	14%	16%	10%	12%	19%	11%	14%	13%	14%

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

10\_2. [Decluttering/purging] To what extent do you believe the following are important when preparing your home for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
<b>Decluttering/purging</b>												
Very important	681	83	87	65	252	137	58	72	190	420	105	577
	69%	63%	75%	86%	72%	59%	67%	59%	68%	71%	66%	70%
Somewhat important			AE	ADEF	E					G		
	271	46	27	9	88	75	27	46	74	152	47	225
	27%	35%	23%	12%	25%	33%	31%	38%	27%	26%	29%	27%
Not very important		BCD			C	C	C	HI				
	25	2	1	1	6	13	1	1	12	12	8	17
	3%	2%	1%	2%	2%	6%	2%	1%	4%	2%	5%	2%
Not at all important						D						
	8	0	1	0	3	5	0	3	2	4	0	8
	1%	-	1%	-	1%	2%	-	2%	1%	1%	-	1%
<b>Summary</b>												
Top2Box (Important)	953	129	114	74	340	212	85	117	264	572	152	801
	97%	98%	98%	98%	98%	92%	98%	97%	95%	97%	95%	97%
		E	E		E							
Low2Box (Not important)	34	2	2	1	9	18	1	4	14	16	8	26
	3%	2%	2%	2%	2%	8%	2%	3%	5%	3%	5%	3%
						ABD						

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

10\_3. [Renovations] To what extent do you believe the following are important when preparing your home for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
<b>Renovations</b>												
Very important	333	32	27	29	125	89	31	39	101	192	57	276
	34%	25%	23%	39%	36%	39%	36%	32%	37%	33%	35%	33%
Somewhat important				AB	AB	AB	B					
	534	81	70	40	179	112	51	66	138	330	86	448
	54%	62%	61%	53%	51%	49%	59%	55%	50%	56%	54%	54%
Not very important		DE	E									
	108	15	15	6	43	26	3	14	33	60	17	91
	11%	11%	13%	8%	12%	11%	3%	12%	12%	10%	11%	11%
Not at all important		F	F	F	F	F						
	12	3	3	0	2	3	2	2	5	6	0	12
	1%	2%	3%	-	0	1%	2%	1%	2%	1%	-	1%
			D									
<b>Summary</b>												
Top2Box (Important)	867	113	97	69	304	201	82	105	239	522	143	724
	88%	87%	84%	92%	87%	88%	95%	87%	86%	89%	89%	88%
Low2Box (Not important)							B					
	120	18	19	6	45	29	4	16	38	66	17	103
	12%	13%	16%	8%	13%	12%	5%	13%	14%	11%	11%	12%
			F									

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

10\_4. [Curb appeal] To what extent do you believe the following are important when preparing your home for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
<b>Curb appeal</b>												
Very important	604	78	81	53	236	100	58	69	170	366	89	515
	61%	59%	70%	70%	68%	43%	67%	57%	61%	62%	56%	62%
Somewhat important		E	E	E	E		E					
	345	50	33	23	98	114	28	47	97	202	62	283
	35%	38%	28%	30%	28%	50%	32%	39%	35%	34%	39%	34%
Not very important		D				ABCDF						
	27	2	1	0	12	13	0	3	8	16	8	19
	3%	1%	1%	-	3%	6%	-	3%	3%	3%	5%	2%
Not at all important						BF						
	9	1	1	0	3	3	1	2	2	5	0	9
	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	-	1%
<b>Summary</b>												
Top2Box (Important)	950	128	114	75	334	214	85	116	267	567	151	798
	96%	98%	98%	100%	96%	93%	99%	95%	96%	96%	95%	97%
Low2Box (Not important)				E			E					
	37	3	2	0	15	16	1	6	10	21	8	29
	4%	2%	2%	-	4%	7%	1%	5%	4%	4%	5%	3%
						CF						

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

10\_5. [Professional inspection] To what extent do you believe the following are important when preparing your home for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
<b>Professional inspection</b>												
Very important	475	59	59	32	170	113	42	56	128	291	82	394
	48%	45%	51%	42%	49%	49%	49%	46%	46%	50%	51%	48%
Somewhat important	388	55	43	35	139	83	32	46	116	226	65	323
	39%	42%	37%	46%	40%	36%	37%	38%	42%	38%	41%	39%
Not very important	103	15	11	7	34	26	10	14	27	62	12	91
	10%	12%	9%	9%	10%	11%	12%	12%	10%	11%	8%	11%
Not at all important	20	1	3	2	5	8	2	5	6	9	1	20
	2%	1%	3%	2%	1%	4%	2%	4%	2%	2%	0	2%
<b>Summary</b>												
Top2Box (Important)	863	114	102	67	309	196	75	102	244	517	146	717
	87%	88%	88%	89%	89%	85%	87%	84%	88%	88%	92%	87%
Low2Box (Not important)	123	16	14	8	39	34	12	19	33	71	13	110
	13%	12%	12%	11%	11%	15%	13%	16%	12%	12%	8%	13%

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

10. [Top2Box (Important) Summary] To what extent do you believe the following are important when preparing your home for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
<b>Top2Box (Important) Summary</b>												
Decluttering/purging	953	129	114	74	340	212	85	117	264	572	152	801
	97%	98%	98%	98%	98%	92%	98%	97%	95%	97%	95%	97%
		E	E		E							
Curb appeal	950	128	114	75	334	214	85	116	267	567	151	798
	96%	98%	98%	100%	96%	93%	99%	95%	96%	96%	95%	97%
				E			E					
Renovations	867	113	97	69	304	201	82	105	239	522	143	724
	88%	87%	84%	92%	87%	88%	95%	87%	86%	89%	89%	88%
							B					
Professional inspection	863	114	102	67	309	196	75	102	244	517	146	717
	87%	88%	88%	89%	89%	85%	87%	84%	88%	88%	92%	87%
Staging	851	110	100	64	294	207	76	99	248	505	139	712
	86%	84%	86%	86%	84%	90%	88%	81%	89%	86%	87%	86%
								G				

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



10. [Low2Box (Not Important) Summary] To what extent do you believe the following are important when preparing your home for sale?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
<b>Low2Box (Not Important) Summary</b>												
Staging	135	21	16	11	54	23	11	23	30	83	20	115
	14%	16%	14%	14%	16%	10%	12%	19%	11%	14%	13%	14%
Professional inspection								H				
	123	16	14	8	39	34	12	19	33	71	13	110
	13%	12%	12%	11%	11%	15%	13%	16%	12%	12%	8%	13%
Renovations												
	120	18	19	6	45	29	4	16	38	66	17	103
	12%	13%	16%	8%	13%	12%	5%	13%	14%	11%	11%	12%
Curb appeal			F									
	37	3	2	0	15	16	1	6	10	21	8	29
	4%	2%	2%	-	4%	7%	1%	5%	4%	4%	5%	3%
Decluttering/purging						CF						
	34	2	2	1	9	18	1	4	14	16	8	26
	3%	2%	2%	2%	2%	8%	2%	3%	5%	3%	5%	3%
						ABD						

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

11. Have you ever purchased a piece of property because of any of the following reasons?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
I like how they had painted the house	36	5	5	2	11	8	5	4	14	18	11	25
	4%	4%	4%	2%	3%	4%	5%	3%	5%	3%	7%	3%
											K	
The choice of flooring won me over	30	2	3	0	10	12	2	5	10	14	10	20
	3%	2%	2%	-	3%	5%	3%	4%	4%	2%	7%	2%
											K	
The kitchen had the most amazing appliances	21	5	3	0	10	1	2	5	6	10	7	14
	2%	4%	3%	-	3%	1%	2%	4%	2%	2%	4%	2%
		E										
The owners were willing to sell us all of the light fixtures	20	4	3	1	6	3	2	4	7	8	7	13
	2%	3%	2%	1%	2%	1%	3%	3%	3%	1%	4%	2%
											K	
I fell in love with a piece of furniture in the house	6	0	1	0	1	3	0	1	5	0	5	1
	1%	-	1%	-	0	1%	-	1%	2%	-	3%	0
								I	I		K	
None of the above	919	119	109	72	326	214	80	110	257	553	137	782
	93%	91%	94%	96%	93%	93%	93%	91%	93%	94%	86%	95%
												J

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

12. When was the last time you moved?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Own primary residence	1027	147	165	68	368	185	94	131	281	615	135	892
Weighted	986	131	116	75*	348	230	86*	121	277	588	159	827
In the last year	76	12	8	6	28	13	9	14	22	40	10	66
	8%	9%	7%	8%	8%	6%	10%	12%	8%	7%	6%	8%
In the last 12 to 24 months	67	8	9	5	18	24	4	11	24	32	16	51
	7%	6%	8%	6%	5%	10%	4%	9%	9%	6%	10%	6%
						D						
Two to 5 years ago	200	28	21	12	78	43	18	29	59	112	50	150
	20%	21%	18%	16%	22%	19%	20%	24%	21%	19%	31%	18%
											K	
More than 5 years ago	644	83	78	52	225	150	56	67	173	404	83	560
	65%	64%	67%	70%	64%	65%	65%	55%	62%	69%	52%	68%
										G		J

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