

Thinking about your home, how important are each of the following to you in deciding where to live? Using a scale from 1 to 10, where 1 is not important at all and 10 is extremely important. - Top 3 Box Summary

	Total	Gender		AGE			EDUCATION				Age 1			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	460	542	212	401	389	44	199	401	358	46	293	300	363
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243	72	320	263	347
Sense of community	342	164	178	92	122	129	47	92	116	87	27	108	91	117
	34%	33%	35%	33%	35%	34%	32%	33%	34%	36%	38%	34%	34%	34%
							*				*			
Market value of the home	398	200	198	98	135	165	41	114	142	101	33	108	105	152
	40%	41%	39%	35%	39%	44%	28%	41%	42%	41%	45%	34%	40%	44%
							*				*			K
Level of safety in the community	711	336	375	191	239	281	100	188	248	176	53	220	178	260
	71%	69%	73%	68%	69%	75%	68%	68%	74%	72%	74%	69%	68%	75%
							*				*			
Cost to maintain the home	578	255	323	144	199	235	66	152	218	142	40	167	154	217
	58%	52%	63%	51%	57%	63%	45%	55%	65%	58%	56%	52%	59%	63%
			A			C	*		FG		*			K
Level of comfort within the home	734	338	396	183	255	296	97	192	257	187	39	224	201	270
	73%	69%	77%	65%	73%	79%	67%	70%	77%	77%	54%	70%	76%	78%
			A			C	*				*		J	JK
Proximity to work, school, or other regular commitments	442	210	232	135	182	124	54	117	146	125	31	154	147	109
	44%	43%	45%	48%	53%	33%	37%	42%	43%	51%	44%	48%	56%	31%
				E	E		*			H	*	M	M	
Being close to family or friends	431	202	229	127	151	153	63	128	134	106	33	145	113	140
	43%	41%	45%	45%	44%	41%	43%	46%	40%	43%	46%	45%	43%	40%
							*				*			

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Base: All Respondents (unwtd)	1002	460	542	212	401	389	44	199	401	358	46	293	300	363
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243	72	320	263	347
Sense of community	96	49	47	34	35	27	19	27	31	19	3	42	31	20
	10%	10%	9%	12%	10%	7%	13%	10%	9%	8%	4%	13%	12%	6%
							*				*	M	M	
Market value of the home	128	62	66	36	38	53	46	32	36	15	14	28	34	52
	13%	13%	13%	13%	11%	14%	31%	11%	11%	6%	19%	9%	13%	15%
							GHI*	I	I		*			K
Level of safety in the community	19	11	9	13	5	1	10	5	4	-	3	11	4	1
	2%	2%	2%	5%	1%	*	7%	2%	1%	-	5%	3%	2%	*
				DE			I*		I		M*	M		
Cost to maintain the home	48	32	16	21	14	14	24	13	8	3	3	20	12	14
	5%	7%	3%	7%	4%	4%	16%	5%	2%	1%	4%	6%	4%	4%
		B					GHI*	I			*			
Level of comfort within the home	13	9	5	11	1	2	6	4	2	2	5	7	-	2
	1%	2%	1%	4%	*	*	4%	1%	1%	1%	6%	2%	-	*
				DE			*				LM*	L		
Proximity to work, school, or other regular commitments	120	62	58	28	15	77	30	33	39	19	10	20	14	76
	12%	13%	11%	10%	4%	21%	21%	12%	11%	8%	13%	6%	5%	22%
				D		CD	I*				*			KL
Being close to family or friends	77	48	29	16	31	29	6	22	30	19	1	21	26	29
	8%	10%	6%	6%	9%	8%	4%	8%	9%	8%	2%	6%	10%	8%
		B					*				*			

And thinking about the impact of the COVID-19 pandemic, how has the amount of importance you place on each of the following changed in deciding where to live, if at all? - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION				Age 1			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	460	542	212	401	389	44	199	401	358	46	293	300	363
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243	72	320	263	347
Sense of community	309	146	163	96	118	94	50	85	91	82	32	102	87	87
	31%	30%	32%	34%	34%	25%	34%	31%	27%	34%	45%	32%	33%	25%
				E	E		*				M*			
Market value of the home	320	152	168	106	117	97	39	93	96	93	32	110	88	91
	32%	31%	33%	38%	34%	26%	26%	33%	29%	38%	44%	34%	33%	26%
				E	E		*			H	M*			
Level of safety in the community	430	195	235	129	150	151	65	117	134	114	40	135	116	139
	43%	40%	46%	46%	43%	41%	44%	42%	40%	47%	56%	42%	44%	40%
							*				*			
Cost to maintain the home	364	168	196	123	133	109	57	86	124	98	41	120	105	97
	36%	34%	38%	44%	38%	29%	39%	31%	37%	40%	58%	38%	40%	28%
				E	E		*			G	KM*	M	M	
Level of comfort within the home	460	203	257	150	168	141	59	113	149	139	50	148	129	133
	46%	41%	50%	53%	49%	38%	40%	41%	44%	57%	70%	46%	49%	38%
			A	E	E		*			FGH	KLM*		M	
Proximity to work, school, or other regular commitments	296	149	147	116	124	56	49	74	91	81	38	115	92	52
	30%	30%	29%	41%	36%	15%	34%	27%	27%	33%	52%	36%	35%	15%
				E	E		*				M*	M	M	
Being close to family or friends	354	160	194	110	133	112	47	94	117	96	42	108	98	106
	35%	33%	38%	39%	38%	30%	32%	34%	35%	40%	59%	34%	37%	31%
					E		*				KLM*			

And thinking about the impact of the COVID-19 pandemic, how has the amount of importance you place on each of the following changed in deciding where to live, if at all? - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION				Age 1			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	460	542	212	401	389	44	199	401	358	46	293	300	363
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243	72	320	263	347
Sense of community	82	35	46	33	29	20	14	17	29	22	14	29	21	17
	8%	7%	9%	12%	8%	5%	9%	6%	9%	9%	20%	9%	8%	5%
				E			*				LM*			
Market value of the home	83	50	33	28	24	30	30	20	22	11	16	22	17	27
	8%	10%	6%	10%	7%	8%	20%	7%	7%	5%	22%	7%	7%	8%
							GHI*				KLM*			
Level of safety in the community	33	19	14	18	13	1	9	8	8	9	7	20	4	1
	3%	4%	3%	6%	4%	*	6%	3%	2%	4%	10%	6%	2%	*
				E	E		*				LM*	LM		
Cost to maintain the home	62	35	27	28	15	18	17	26	14	5	10	25	9	18
	6%	7%	5%	10%	4%	5%	12%	9%	4%	2%	14%	8%	3%	5%
				DE			I*	HI			L*	L		
Level of comfort within the home	41	24	17	19	15	8	20	11	4	6	11	16	6	8
	4%	5%	3%	7%	4%	2%	14%	4%	1%	2%	15%	5%	2%	2%
				E			GHI*	H			KLM*			
Proximity to work, school, or other regular commitments	125	62	63	41	30	54	14	34	39	38	14	39	19	53
	12%	13%	12%	15%	9%	15%	10%	12%	12%	15%	19%	12%	7%	15%
						D	*				L*			L
Being close to family or friends	76	43	33	33	33	10	12	21	21	22	6	36	24	10
	8%	9%	6%	12%	10%	3%	8%	8%	6%	9%	8%	11%	9%	3%
				E	E		*				*	M	M	

During the COVID-19 pandemic (i.e., since March 2020), have you done any of the following?

	Total	Gender		AGE			EDUCATION				Age 1			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	460	542	212	401	389	44	199	401	358	46	293	300	363
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243	72	320	263	347
Moved (Net)	99	35	65	47	41	11	13	22	38	26	18	49	24	9
	10%	7%	13%	17%	12%	3%	9%	8%	11%	11%	25%	15%	9%	2%
		A	B	C	D	E	F	G	H	I	J	K	L	M
Moved to another city, town, or village within the same province	69	23	46	35	24	10	10	16	28	15	16	28	18	7
	7%	5%	9%	13%	7%	3%	7%	6%	8%	6%	22%	9%	7%	2%
		A	B	DE	E		*				KLM*	M	M	
Moved to another province in Canada	24	9	15	8	15	1	3	3	12	6	4	12	7	1
	2%	2%	3%	3%	4%	*	2%	1%	4%	3%	5%	4%	3%	*
					E		*				M*	M	M	
Moved to another country	20	10	10	12	8	-	-	5	7	8	4	15	1	-
	2%	2%	2%	4%	2%	-	-	2%	2%	3%	6%	5%	*	-
				E	E		*				LM*	LM		
Invested (Net)	38	16	22	21	16	1	-	9	15	15	13	17	8	1
	4%	3%	4%	7%	5%	*	-	3%	5%	6%	18%	5%	3%	*
				E	E		*				KLM*	M	M	
Invested in an additional property for personal use (for example, a vacation home)	23	11	12	13	9	1	-	5	11	6	9	8	5	1
	2%	2%	2%	5%	3%	*	-	2%	3%	3%	12%	2%	2%	*
				E	E		*				KLM*			
Invested in an additional property for the purpose of renting out to others	22	9	13	13	9	1	-	5	6	11	8	11	3	1
	2%	2%	2%	4%	3%	*	-	2%	2%	4%	11%	3%	1%	*
				E	E		*			H	LM*	M		
None of the above	876	445	431	219	295	362	133	247	289	207	45	260	234	337
	87%	91%	84%	78%	85%	97%	91%	89%	86%	85%	62%	81%	89%	97%
		B				CD	*				*	J	JK	JKL
Sigma	1034	507	527	299	360	375	146	281	354	253	85	332	269	348
	103%	103%	103%	106%	104%	100%	100%	102%	105%	104%	118%	104%	102%	100%

Which of the following factors were most important to you when choosing ...?

	Total	Gender			AGE			EDUCATION				Age 1			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: All Answering (unwtd)	126	48	78	62	52	13	4	20	52	50	19	63	34	10	
Base: All Answering (wtd)	126	45	81	61	52	12	13	30	47	36	27	61	29	9	
Finding a bigger space for me/my family	28	9	18	11	13	3	8	7	7	6	8	9	7	2	
	22%	20%	23%	18%	26%	25%	59%	24%	14%	16%	31%	15%	26%	26%	
Finding a smaller space for me/my family	13	3	10	5	5	3	3	3	5	2	1	6	2	3	
	10%	6%	12%	8%	9%	22%	20%	9%	12%	5%	4%	10%	8%	29%	
Proximity to nature/more rural environment	27	12	14	13	10	3	-	8	14	5	7	10	8	1	
	21%	27%	18%	21%	20%	29%	-	25%	30%	14%	27%	17%	27%	15%	
Finding a home I could renovate and sell for a profit	19	6	13	11	8	-	5	4	5	6	9	6	4	-	
	15%	14%	16%	18%	16%	-	36%	13%	10%	16%	34%	10%	14%	-	
Finding a home suitable for a rental property	19	7	11	6	9	4	-	3	8	7	1	9	7	1	
	15%	16%	14%	9%	18%	29%	-	10%	18%	20%	4%	15%	25%	15%	
The ability to settle down and start/raise a family in the area	21	3	18	13	8	-	5	3	5	8	8	11	1	-	
	16%	6%	22%	21%	15%	-	36%	9%	11%	21%	30%	18%	5%	-	
Being close to or in a big city	22	11	11	7	13	1	-	4	10	9	2	12	7	1	
	18%	24%	14%	12%	26%	11%	-	14%	20%	24%	7%	20%	23%	15%	
Being close to family or friends	33	12	22	18	9	7	3	11	9	11	5	19	5	4	
	26%	26%	27%	29%	17%	54%	20%	36%	20%	29%	18%	32%	18%	41%	
Having outdoor/green space on my property	38	10	28	17	18	3	5	13	10	11	9	13	14	3	
	30%	22%	35%	27%	35%	27%	36%	43%	21%	29%	33%	21%	47%	29%	
Proximity to my job/work	30	12	18	18	10	1	-	4	11	15	6	19	5	-	
	24%	26%	22%	29%	20%	12%	-	14%	23%	40%	21%	31%	18%	-	
Having a separated space or room for a home office	29	8	22	18	7	4	3	11	8	7	8	12	6	3	
	23%	17%	27%	30%	13%	35%	20%	36%	18%	20%	30%	20%	22%	29%	
Living in a neighbourhood that suits my lifestyle	35	11	24	13	16	6	-	12	11	12	3	16	11	4	
	28%	25%	29%	21%	30%	53%	-	40%	23%	34%	11%	27%	40%	45%	
Having a new/fresh start in a new place	46	15	31	19	19	8	8	17	16	6	9	19	13	6	
	37%	33%	39%	31%	37%	63%	57%	56%	34%	17%	33%	31%	45%	60%	
Having control over my home/being able to decorate the space	43	9	33	24	15	4	8	13	11	11	12	17	10	3	
	34%	21%	41%	39%	28%	31%	57%	43%	23%	31%	44%	28%	37%	33%	
Having space for my pet (s)	28	6	22	15	10	3	-	10	12	6	8	11	6	3	
	22%	12%	28%	23%	19%	29%	-	33%	27%	16%	29%	18%	22%	30%	
Other	4	2	2	1	2	1	-	3	2	-	1	2	1	-	
	3%	4%	3%	1%	3%	12%	-	5%	4%	-	1%	6%	16%	-	
Don't know/ Not Stated	1	-	1	-	-	1	-	-	1	-	-	-	-	1	
	1%	-	1%	-	-	7%	-	-	2%	-	-	-	-	9%	
Sigma	434	136	298	209	172	53	45	120	146	123	97	192	109	36	
	345%	300%	370%	336%	333%	440%	344%	407%	311%	338%	356%	315%	383%	391%	

To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

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I feel more emotionally connected to my home because of the COVID-19 pandemic.	654	309	346	184	238	233	89	179	216	171	47	217	175	216
	65%	63%	68%	65%	69%	62%	61%	65%	64%	70%	65%	68%	67%	62%
							*				*			
My home has become more important to me because of the COVID-19 pandemic.	748	343	404	208	268	271	102	200	247	199	48	247	201	252
	75%	70%	79%	74%	77%	73%	70%	72%	73%	82%	67%	77%	76%	73%
			A				*			GH	*			
I am more likely to see purchasing a home as a capital investment because of the COVID-19 pandemic.	415	205	209	162	151	102	55	100	135	124	41	168	109	96
	41%	42%	41%	57%	44%	27%	38%	36%	40%	51%	57%	52%	41%	28%
				DE	E		*			GH	M*	LM	M	
I have become more knowledgeable about the real estate market in Canada during the COVID-19 pandemic.	483	244	240	167	167	149	54	129	164	137	52	175	116	140
	48%	50%	47%	59%	48%	40%	37%	46%	49%	56%	73%	55%	44%	40%
				DE	E		*			FGH	LM*	LM		
I believe there is a severe housing shortage in Canada.	811	385	426	229	276	306	121	217	273	201	55	261	207	289
	81%	79%	83%	81%	80%	82%	83%	78%	81%	82%	77%	81%	79%	83%
							*				*			

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Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243	72	320	263	347
I feel more emotionally connected to my home because of the COVID-19 pandemic.	348	181	166	98	109	141	58	98	120	73	25	104	88	131
	35%	37%	32%	35%	31%	38%	39%	35%	36%	30%	35%	32%	33%	38%
							*				*			
My home has become more important to me because of the COVID-19 pandemic.	254	147	108	73	79	103	44	76	89	45	24	73	62	95
	25%	30%	21%	26%	23%	27%	30%	28%	27%	18%	33%	23%	24%	27%
		B					*	I	I		*			
I am more likely to see purchasing a home as a capital investment because of the COVID-19 pandemic.	587	285	303	120	195	272	91	177	200	119	31	152	154	250
	59%	58%	59%	43%	56%	73%	62%	64%	60%	49%	43%	48%	59%	72%
					C	CD	*	I	I		*		K	JKL
I have become more knowledgeable about the real estate market in Canada during the COVID-19 pandemic.	519	246	273	115	180	224	92	148	172	107	19	145	147	206
	52%	50%	53%	41%	52%	60%	63%	54%	51%	44%	27%	45%	56%	60%
					C	CD	I*	I	I		*		JK	JK
I believe there is a severe housing shortage in Canada.	191	105	86	52	71	68	25	60	63	43	17	60	56	58
	19%	21%	17%	19%	20%	18%	17%	22%	19%	18%	23%	19%	21%	17%
							*				*			