

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	135	104	87	373	200	103	263	191	244	224	232	770
Base: All Respondents (wtd)	1002	134	113	62	386	239	67	318	194	228	186	212	790
Sense of community	342	44	47	23	133	66	30	91	67	86	71	86	256
	34%	33%	41%	37%	35%	27%	44%	29%	34%	38%	38%	41%	32%
			E*	*			E*					L	
Market value of the home	398	55	38	20	158	95	31	93	85	101	80	95	303
	40%	41%	34%	33%	41%	40%	46%	29%	44%	44%	43%	45%	38%
			*	*			*		G	G	G		
Level of safety in the community	711	99	88	45	270	156	54	208	136	168	134	151	561
	71%	74%	78%	72%	70%	65%	80%	65%	70%	74%	72%	71%	71%
			*	*			E*						
Cost to maintain the home	578	84	68	32	221	128	44	172	115	142	107	130	449
	58%	63%	60%	52%	57%	53%	66%	54%	59%	62%	58%	61%	57%
			*	*			*						
Level of comfort within the home	734	100	82	43	290	167	52	215	140	172	142	156	578
	73%	75%	72%	69%	75%	70%	78%	68%	72%	75%	77%	74%	73%
			*	*			*						
Proximity to work, school, or other regular commitments	442	56	51	21	171	116	27	117	82	115	92	123	319
	44%	42%	45%	34%	44%	48%	41%	37%	42%	50%	49%	58%	40%
			*	*			*			G	G	L	
Being close to family or friends	431	46	59	23	170	94	39	117	88	96	86	101	330
	43%	34%	52%	36%	44%	39%	58%	37%	46%	42%	47%	48%	42%
			A*	*			ACDE*						

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 Bottom 3 Box Summary

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Base: All Respondents (wtd)	1002	134	113	62	386	239	67	318	194	228	186	212	790
Sense of community	96	10	6	4	40	28	7	49	23	12	9	19	78
	10%	8%	5%	7%	10%	12%	11%	15%	12%	5%	5%	9%	10%
			*	*			*	IJ	IJ				
Market value of the home	128	13	17	10	53	28	6	83	16	15	9	14	113
	13%	10%	15%	16%	14%	12%	9%	26%	8%	6%	5%	7%	14%
			*	*			*	HIJ					K
Level of safety in the community	19	2	1	1	9	6	-	12	7	-	1	-	19
	2%	2%	1%	1%	2%	3%	-	4%	4%	-	*	-	2%
			*	*			*	I	I				K
Cost to maintain the home	48	2	7	3	18	14	4	31	8	6	2	7	41
	5%	1%	7%	5%	5%	6%	6%	10%	4%	3%	1%	4%	5%
			*	*			*	IJ					
Level of comfort within the home	13	2	-	2	3	6	-	4	6	1	2	1	12
	1%	1%	-	4%	1%	3%	-	1%	3%	1%	1%	1%	2%
			*	*			*						
Proximity to work, school, or other regular commitments	120	24	15	8	46	16	10	57	20	19	13	10	110
	12%	18%	13%	13%	12%	7%	16%	18%	10%	8%	7%	5%	14%
		E	*	*			E*	IJ					K
Being close to family or friends	77	15	9	8	24	17	3	29	14	17	10	9	67
	8%	11%	8%	13%	6%	7%	5%	9%	7%	7%	5%	4%	9%
			*	*			*						

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
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Base: All Respondents (unwtd)	1002	135	104	87	373	200	103	263	191	244	224	232	770
Base: All Respondents (wtd)	1002	134	113	62	386	239	67	318	194	228	186	212	790
Sense of community	309	32	35	15	133	70	23	103	52	71	59	72	236
	31%	24%	31%	25%	35%	29%	35%	32%	27%	31%	32%	34%	30%
Market value of the home			*	*	A		*						
	320	37	40	12	115	95	22	85	66	67	77	77	243
	32%	27%	35%	19%	30%	40%	33%	27%	34%	30%	42%	36%	31%
Level of safety in the community			C*	*		AC	*				GI		
	430	63	48	22	154	117	26	136	85	97	73	93	337
	43%	47%	42%	35%	40%	49%	39%	43%	44%	42%	39%	44%	43%
Cost to maintain the home			*	*	C		C*					L	
	364	44	39	15	150	87	28	126	63	71	65	96	268
	36%	33%	34%	24%	39%	36%	42%	40%	33%	31%	35%	45%	34%
Level of comfort within the home			*	*	C		C*						
	460	63	48	19	167	127	35	132	90	111	93	103	357
	46%	47%	43%	30%	43%	53%	52%	42%	46%	49%	50%	48%	45%
Proximity to work, school, or other regular commitments			C	*	*	C	C*						
	296	31	38	14	111	79	22	91	54	70	57	85	211
	30%	23%	33%	23%	29%	33%	33%	29%	28%	31%	31%	40%	27%
Being close to family or friends			*	*			*					L	
	354	33	45	19	131	91	35	106	66	83	68	88	266
	35%	24%	40%	31%	34%	38%	51%	33%	34%	36%	37%	42%	34%
		A*	*		A	ACD*							

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	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	135	104	87	373	200	103	263	191	244	224	232	770
Base: All Respondents (wtd)	1002	134	113	62	386	239	67	318	194	228	186	212	790
Sense of community	82	10	6	1	31	27	6	30	21	8	17	21	61
	8%	7%	6%	2%	8%	11%	8%	10%	11%	4%	9%	10%	8%
			*	*		C	*	I	I		I		
Market value of the home	83	10	13	4	32	19	5	34	19	16	6	12	70
	8%	7%	12%	7%	8%	8%	7%	11%	10%	7%	3%	6%	9%
			*	*			*	J	J				
Level of safety in the community	33	-	2	1	15	14	2	13	10	5	4	7	26
	3%	-	1%	2%	4%	6%	3%	4%	5%	2%	2%	3%	3%
			*	*	A	A	*						
Cost to maintain the home	62	4	8	2	22	23	2	24	16	17	3	9	53
	6%	3%	7%	4%	6%	10%	3%	7%	8%	7%	1%	4%	7%
			*	*			*	J	J	J			
Level of comfort within the home	41	3	3	3	17	14	2	19	12	6	4	13	28
	4%	2%	3%	4%	4%	6%	3%	6%	6%	3%	2%	6%	4%
			*	*			*						
Proximity to work, school, or other regular commitments	125	19	9	4	57	30	7	37	30	24	28	22	103
	12%	14%	8%	7%	15%	12%	10%	12%	15%	11%	15%	10%	13%
			*	*			*						
Being close to family or friends	76	7	5	4	39	19	2	22	22	19	9	15	62
	8%	6%	4%	6%	10%	8%	3%	7%	12%	8%	5%	7%	8%
			*	*			*		J				

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	135	104	87	373	200	103	263	191	244	224	232	770
Base: All Respondents (wtd)	1002	134	113	62	386	239	67	318	194	228	186	212	790
Moved (Net)	99	10	8	10	41	23	7	41	22	19	12	27	73
	10%	7%	7%	16%	11%	10%	10%	13%	11%	8%	7%	13%	9%
			*	*			*						
Moved to another city, town, or village within the same province	69	8	5	8	26	17	5	33	11	13	8	19	50
	7%	6%	4%	12%	7%	7%	7%	10%	6%	6%	5%	9%	6%
			*	*			*	J					
Moved to another province in Canada	24	3	2	2	14	3	2	5	7	6	4	6	18
	2%	2%	2%	3%	4%	1%	2%	2%	4%	3%	2%	3%	2%
			*	*			*						
Moved to another country	20	4	2	*	8	5	1	6	8	4	1	8	12
	2%	3%	2%	1%	2%	2%	1%	2%	4%	2%	1%	4%	2%
			*	*			*		J				
Invested (Net)	38	7	1	3	18	9	1	10	9	9	10	14	24
	4%	5%	1%	4%	5%	4%	2%	3%	5%	4%	5%	7%	3%
			*	*			*					L	
Invested in an additional property for personal use (for example, a vacation home)	23	3	1	2	10	6	1	6	7	6	4	9	14
	2%	2%	1%	4%	3%	2%	2%	2%	4%	3%	2%	4%	2%
			*	*			*						
Invested in an additional property for the purpose of renting out to others	22	6	-	1	12	4	*	4	4	6	7	7	14
	2%	4%	-	1%	3%	2%	1%	1%	2%	3%	4%	4%	2%
			*	*			*						
None of the above	876	121	104	51	332	209	59	270	167	204	166	176	700
	87%	90%	92%	83%	86%	87%	88%	85%	86%	89%	89%	83%	89%
			*	*			*						K
Sigma	1034	144	114	64	402	243	67	324	204	238	190	224	809
	103%	107%	101%	103%	104%	101%	100%	102%	105%	105%	102%	106%	103%

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

	REGION												HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids					
	A	B	C	D	E	F	G	H	I	J	K	L						
Base: All Answering (unwtd)	126	13	9	13	50	27	14	40	28	28	23	43	83					
Base: All Answering (wtd)	126	13	10	11	54	30	8	48	28	24	20	36	90					
Finding a bigger space for me/my family	28	1	1	1	11	11	3	9	8	7	4	10	18					
	22%	9%	9%	7%	20%	35%	37%	18%	28%	28%	18%	27%	20%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Finding a smaller space for me/my family	13	2	-	3	4	3	1	4	4	2	2	2	10					
	10%	15%	-	28%	8%	10%	7%	9%	14%	6%	10%	6%	12%					
	**	**	**	*	**	**	**	**	**	**	**	*	*					
Proximity to nature/more rural environment	27	2	3	2	13	4	3	8	4	9	5	6	21					
	21%	15%	27%	16%	25%	13%	35%	16%	14%	36%	25%	16%	23%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Finding a home I could renovate and sell for a profit	19	-	3	1	10	6	-	10	4	4	2	4	16					
	15%	-	27%	11%	19%	18%	-	21%	13%	15%	11%	10%	17%					
	**	**	**	*	**	**	**	**	**	**	**	*	*					
Finding a home suitable for a rental property	19	2	1	1	9	4	2	6	6	4	2	5	14					
	15%	15%	15%	8%	16%	14%	20%	13%	20%	17%	11%	13%	15%					
	**	**	**	*	**	**	**	**	**	**	**	*	*					
The ability to settle down and start/raise a family in the area	21	1	-	1	10	7	2	8	4	5	1	9	12					
	16%	5%	-	8%	19%	22%	24%	17%	14%	20%	7%	24%	13%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Being close to or in a big city	22	2	2	1	10	6	1	5	8	5	4	9	13					
	18%	17%	26%	5%	18%	21%	11%	10%	28%	19%	22%	24%	15%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Being close to family or friends	33	2	4	4	13	7	3	11	10	7	3	10	23					
	26%	17%	40%	35%	24%	24%	38%	23%	36%	28%	17%	28%	26%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Having outdoor/green space on my property	38	3	3	2	17	11	2	14	2	14	6	12	26					
	30%	20%	30%	23%	32%	37%	18%	30%	8%	56%	30%	33%	29%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Proximity to my job/work	30	3	2	*	19	4	2	6	9	10	4	9	20					
	24%	20%	20%	3%	36%	12%	24%	12%	34%	41%	18%	26%	23%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Having a separated space or room for a home office	29	2	1	4	15	6	1	11	3	7	8	9	20					
	23%	19%	7%	36%	29%	20%	9%	23%	11%	30%	39%	25%	23%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Living in a neighbourhood that suits my lifestyle	35	4	4	1	18	5	3	11	5	9	7	9	26					
	28%	31%	43%	6%	34%	18%	33%	22%	19%	37%	38%	24%	29%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Having a new/fresh start in a new place	46	4	3	4	17	13	5	23	9	7	3	12	34					
	37%	31%	34%	35%	31%	43%	62%	47%	33%	28%	16%	33%	38%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Having control over my home/being able to decorate the space	43	3	2	4	20	12	2	18	7	9	7	13	30					
	34%	21%	22%	33%	38%	39%	26%	37%	27%	39%	36%	35%	33%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Having space for my pet (s)	28	5	3	1	15	3	1	9	7	7	4	5	23					
	22%	36%	34%	5%	28%	10%	15%	18%	25%	27%	20%	13%	26%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Other	4	2	-	-	2	1	-	1	-	1	2	-	4					
	3%	12%	-	-	3%	3%	-	2%	-	3%	12%	-	5%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Don't know/ Not Stated	1	-	-	-	-	1	-	1	-	-	-	-	1					
	1%	-	-	-	-	3%	-	2%	-	-	-	-	1%					
	**	**	**	**	*	**	**	**	**	**	**	*	*					
Sigma	434	37	32	28	204	104	30	155	89	105	65	123	312					
	345%	281%	334%	261%	379%	341%	358%	321%	321%	431%	332%	336%	348%					

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

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Base: All Respondents (wtd)	1002	134	113	62	386	239	67	318	194	228	186	212	790
I feel more emotionally connected to my home because of the COVID-19 pandemic.	654	92	75	32	245	167	43	186	128	166	125	143	512
	65%	68%	66%	52%	64%	70%	64%	59%	66%	73%	67%	67%	65%
My home has become more important to me because of the COVID-19 pandemic.		C	*	*		C	*			G			
	748	104	79	40	303	171	50	218	145	185	144	167	580
	75%	77%	69%	65%	79%	71%	75%	68%	75%	81%	78%	79%	74%
I am more likely to see purchasing a home as a capital investment because of the COVID-19 pandemic.		*	*		C		*			G			
	415	52	40	17	139	141	25	107	95	99	84	115	300
	41%	39%	35%	28%	36%	59%	38%	34%	49%	43%	45%	54%	38%
I have become more knowledgeable about the real estate market in Canada during the COVID-19 pandemic.		*	*		BC	ABCDF	*		G	G	G	L	
	483	71	44	19	201	114	34	117	107	125	98	116	367
	48%	53%	38%	31%	52%	48%	51%	37%	55%	55%	53%	55%	47%
I believe there is a severe housing shortage in Canada.		C	*	*	BC	C	C*		G	G	G		
	811	120	82	40	303	211	56	254	159	182	152	173	639
	81%	89%	72%	64%	79%	88%	83%	80%	82%	80%	82%	81%	81%
		BCD	*	*	C	BCD	C*						

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Base: All Respondents (wtd)	1002	134	113	62	386	239	67	318	194	228	186	212	790
I feel more emotionally connected to my home because of the COVID-19 pandemic.	348	43	39	30	140	72	24	132	66	62	60	70	278
	35%	32%	34%	48%	36%	30%	36%	41%	34%	27%	33%	33%	35%
			*	AE*			*	I					
My home has become more important to me because of the COVID-19 pandemic.	254	31	35	22	82	68	17	100	49	43	41	45	209
	25%	23%	31%	35%	21%	29%	25%	32%	25%	19%	22%	21%	26%
			*	D*			*	I					
I am more likely to see purchasing a home as a capital investment because of the COVID-19 pandemic.	587	82	73	45	247	98	42	211	99	129	102	97	490
	59%	61%	65%	72%	64%	41%	62%	66%	51%	57%	55%	46%	62%
		E	E*	E*	E		E*	HIJ					K
I have become more knowledgeable about the real estate market in Canada during the COVID-19 pandemic.	519	63	70	43	185	125	33	201	88	103	87	96	422
	52%	47%	62%	69%	48%	52%	49%	63%	45%	45%	47%	45%	53%
			D*	ADEF*			*	HIJ					
I believe there is a severe housing shortage in Canada.	191	14	31	22	83	28	11	64	35	46	34	40	151
	19%	11%	28%	36%	21%	12%	17%	20%	18%	20%	18%	19%	19%
			AE*	ADEF*	AE		*						