
Backgrounder

CENTURY 21 Canada and RONA Home Buyer Preferences Survey

Provincial home buying preferences:

The Atlantic provinces are practical home buyers, valuing location and having funds remaining for personal expenses.

- Rank access to services and amenities as a top home location priority, more than any other region (90% rank this amongst their top three priorities for home location).
- Rank having funds left over for personal expenses, after a home purchase, higher than any other region (72% rank this amongst their top three priorities for home buying).

Quebec home buyers want convenience for their commute and a move-in ready home.

- Most likely, of any region, to want a house that is move-in ready (75% rank this amongst their top three priorities for home buying), and to prefer a short commute time (72% rank this amongst their top three priorities for home location).

Ontario home buyers desire character homes, and move more often.

- Most likely, of any region, to want a home with character (42% rank this amongst their top three priorities for home features).
- Most likely to be planning to move within two years (25%), a sign the market will stay active.

The Prairies prioritize their social lives when home buying.

- Most likely, of any region, to want to have post home purchase funds left over for socializing (84 % rank this amongst their top three priorities for personal expense spending).
- The most likely, of any region, to want a sense of belonging in the community they move into (58% rank this amongst their top three priorities for community selection).

Alberta is a family-focused province.

- Most likely, of all regions, to rank living in a family-oriented community as their number one community desire (19% rank this as their number one priority for community selection).
- Most likely, of all regions, to rank an indoor layout to fit their lifestyle as their top home feature priority (39% rank this as their number one priority for home features).

British Columbian home buyers want a great location and outdoor spaces.

- Place highest value in country on the convenience of a home location (72% rank this amongst their top three priorities for home buying).
- Most likely of any region to value the great outdoors at home (28% rank having an outdoor space as their number one priority for home features).

National home buying trends:

- The majority of homeowners surveyed bought their first home between the ages of 25 and 34 (18-24 years 23%, 25-34 years 59%, 35-64 years combined 19%).
- Those currently living in rural areas bought their first home slightly earlier (mean: 28.1 years old) than those in urban areas (29.4), suburbs (29.8), or smaller cities/towns (29.4).

Regions:

The regions sampled included the Atlantic provinces (Newfoundland, Nova Scotia, Prince Edward Island, New Brunswick), Quebec, Ontario, the Prairie Provinces (Manitoba, Saskatchewan), Alberta, and British Columbia.

Survey methodology:

Results are from an online survey of 1,001 Canadians 18 years of age and older, conducted between September 12th and September 16th, 2013 by Pollara Strategic Insights on behalf of Century 21 Canada Limited Partnership. As a guideline, a probability sample of this size would yield results accurate to $\pm 3.1\%$, 19 times out of 20. Data has been weighted by region, gender, and age so that it is representative of all adult Canadians.