
Backgrounder

CENTURY 21 Canadian Home Critics Survey

Provincial differences:

Albertans consider a home's space over place:

- Residents' first impression of a home is most impacted by its layout (51%) – the highest in Canada.
- 32% say they would purchase a home with a good layout over location considerations such as its neighbourhood (26%) and commute distance (10%).
- 28% say updated finishings (counters, flooring, mouldings) are added home features that would persuade them to buy, the highest in the nation.

Atlantic Canadians see green – in the bank and in their homes:

- Residents say their #2 home buying motivation is “because it’s a smart investment,” the only region to do so.
- 59% rated energy efficiency upgrades as the top home feature that would persuade them to buy, the highest percentage in Canada.
- Residents are also the least deterred by opportunities to add value, as only 5% viewed the need to renovate rooms as a home buying turn off.

BC home buyers focus on the future of homes:

- BC is the only region to list “the potential of a home’s value to increase” in their top three home choice factors.
- 30% would avoid the potential costs of a home with outdated plumbing/electrical facilities, the highest in Canada.
- Residents overwhelmingly say energy efficiency upgrades are the number one additional feature that would persuade them to buy a home (41%).

A clean and modern look key to Ontario home buyers' hearts:

- Ontario is the only Canadian region to rank dated flooring as their #2 home décor turn off.
- The #1 way to turn off Ontario home buyers is to not clean the house well (57%).
- 18% say old furniture taints their first impression of a home (the highest nationally).

Ontarians would walk away from a home purchase, if they noted:

- #1 Even a little water damage (31%)
- #2 Outdated heating/electrical facilities (29%)

Prairie residents want a house that's a home:

- 53% of Prairie residents say finding a home that “fits their new life stage” motivates them to purchase – the highest in Canada.
- As well as fitting their family inside a home, 38% the Prairies rank the “desirability of the community” as their #1 home buying factor (the nation’s highest).
- Home sellers beware: Of all regions, Prairie residents are most turned off by uncleanly homes (67%).

Quebec residents most desire homeownership:

- Quebec is the only province in Canada to rank “having a home of their own” as their #1 home buying motivator.
- Residents want to picture themselves in a home: 20% say they are turned off by home décor full of the owner’s personal touches – the highest in Canada.

Size matters (more) to Quebec residents’ first impression of a home:

#1 Layout 28%.

#2 Brightness 20% (the highest in Canada).

#3 Size 18% (the only region to rank this in their top 3).

Nationwide home buyer desires:

- Layout has the most impact on buyers’ first impressions (39%).
- Layout was also the most important home feature that influences consumers’ decision to buy (27%).
- Canadians’ main reason for buying a home: “to better fit a new life stage” (40%).
- An unclean home topped Canadians’ home décor turn offs list (60%).
- Energy efficiency upgrades were the number one added home feature that could persuade home buyers to buy (41%).
- Water damage is the leading home issue that would cause buyers to walk away from a sale (30%).

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 1,000 Canadians 18 years of age and older, conducted between September 8th and September 12th, 2014 by Pollara Strategic Insights on behalf of CENTURY 21 Canada. As a guideline, a probability sample of this size would yield results accurate to $\pm 3.1\%$, 19 times out of 20. Note that the error margin would be larger when comparing results among sub-samples such as regional and demographic groups. Data has been weighted according to Statistics Canada’s 2011 Census data for age, gender and region. In this report, any discrepancies that may appear in or between totals are due to rounding.