

July 2007

Real Estate Board of Greater Vancouver - Buyers & Sellers Survey



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➤ Executive Overview

The Real Estate Board of Greater Vancouver commissioned Mustel Group to conduct a survey of 2006 residential home buyers and home sellers. Highlights from the survey of 1,000 buyers and sellers include:

Characteristics of Home Purchased/ Sold

- Just over half of respondents (54%) both bought and sold a home or property in 2006. 44% only bought and 2% only sold a home or property.
- Approximately one-third of buyers are first-time home owners.
- A total of 7% of home buyers bought a new home. Among those who bought a new home, approximately six-in-ten purchased the home pre-completion.
- Most homes bought and sold in the Greater Vancouver region were a principle residence rather than vacation home, investment property or second home.
- Approximately half (52%) of those who sold a detached single family home bought the same type of home, with 28% purchasing a condo and 16% a townhouse.
- Under half (43%) of condo sellers bought another condo, with 32% purchasing a detached home and 22% a townhouse.
- Townhouse sellers are more inclined to buy a detached home (52%) than another townhouse (22%) or condo (25%).

➤ Executive Overview (cont'd)

Decision Criteria

- Proximity to such amenities as shops, grocery stores and medical facilities is the most common factor considered in selecting neighbourhoods, particularly among condo, townhouse or duplex buyers. Secondary considerations include: proximity to transit, work, schools, and parks or green space.
- Furthermore, approximately one-third of buyers report to have paid more for their home to be closer or within walking distance to such amenities as public transit, shops and schools. The findings do not vary by type of home purchased but City of Vancouver, Burnaby/New Westminster and North Shore residents are more inclined than others to pay a premium to be close to amenities.
- In terms of factors considered in the selection of their home, apart from price, the style of home, followed by the size (with the majority desiring a larger home) are the most common considerations. The location and condition of the home are other important considerations.
- The size is the most common characteristic of the home or neighbourhood that is compromised to afford their home. A number of other features are also mentioned but note that 44% did not make any compromises, a level that is relatively consistent across all areas.

➤ Executive Overview (cont'd)

The Home Search Process

- A total of 94% of both buyers and sellers used a REALTOR®.
- Among those who both bought and sold a home, three-quarters used the same REALTOR®.
- The primary reason for using a different REALTOR® is knowledge of the area. Dissatisfaction with the initial REALTOR® is a reason stated by one-in-ten of this group.
- Referral by a friend or family member is the predominant way buyers and sellers first learned about their REALTOR®.
- Regardless of whether the REALTOR® was used to buy or sell their home, the key quality in their selection of a REALTOR® is the honesty or integrity of the agent. Other considerations include knowledge of the local area and market conditions.
- The majority of those who used a REALTOR® were at least 'somewhat' satisfied overall with their agent, with those who used the same agent for both buying and selling expressing the highest level of satisfaction.
- Those satisfied with their experience commonly use descriptions such as 'professional', 'hard working', 'listened to me', and 'supportive' when probed for reasons for their satisfaction rating.
- Lack of professionalism and among those who used a different agent to sell their home, a perception that the agent did not obtain market value, are the key reasons for dissatisfaction.

➤ Executive Overview (cont'd)

- Eight-in-ten sellers believed they received at least 'somewhat' good value relative to the fees they paid; however, only four-in-ten felt they received 'very' good value. A total of 17% rated the value as 'not very' or 'not at all good'.
- The most valuable services provided by their REALTOR® includes locating the most suitable neighbourhood, and placing or negotiating offers.
- Six-in-ten recall reading the "Working With a REALTOR®" brochure.
- Approximately one-in-ten believe their REALTOR® did not explain their roles and responsibilities to them.
- Just over half claim to be aware of the consumer protection available through using a professional REALTOR®.
- A REALTOR® followed by the MLS listings on the Internet are the most common ways consumers first learnt about the home they bought.
- MLS listings on the Internet were most commonly used to market homes for sale, followed at some distance by REALTOR® client lists, open-houses and newspaper ads.
- The Internet, followed by a REALTOR® are the most useful sources of information about homes for sale. In fact, almost nine-in-ten rate the Internet as 'very' or 'somewhat' useful.
- Email is the most commonly preferred method of receiving information by buyers who used a REALTOR®.

➤ Executive Overview (cont'd)

Financing

- Equity from the sale of a previous home, followed by personal savings are the most frequently reported sources of down payment.
- Among the 6% of buyers that used their RRSPs, one-quarter could have used more than the \$20,000 that is allowed.
- An average of just over 50% of the purchase price was financed, this proportion being relatively consistent across the Greater Vancouver region.
- Most were aware of the property transfer tax but 8% were not, increasing to 16% of first-time buyers.
- Among those aware of the property transfer tax, most also were aware of the amount they were required to pay.

Demographic Profile of Buyers and Sellers

Key characteristics of buyers and sellers include:

- Approximately six-in-ten are female.
- Buyers tend to be younger than sellers with just over half of buyers being less than 45 years of age whereas just over half of sellers are 35 to 54 years of age.



➤ Executive Overview (cont'd)

- The majority (over seven-in-ten) buyers and sellers are married or living common-law.
- The average household size of both groups is 2.7.
- Over six-in-ten buyers and sellers have obtained a university degree or college diploma.
- Approximately three-quarters are employed.
- Approximately one-in-ten work from home and an equal size group do so at least part of the time.
- Only one-third were born in B.C.
- Buyers tend to be newer to the region with 35% having lived less than 10 years in the area in contrast to 22% of sellers.
- A language other than English is spoken in the homes of 18% of buyers and 12% of sellers.
- Approximately 5% of households have extended family living with them.

➤ Research Objectives and Methodology

The Real Estate Board of Greater Vancouver commissioned Mustel Group to conduct a survey of 2006 residential home buyers and home sellers with the primary objectives to:

- Profile home sellers and buyers with respect to demographic and housing characteristics;
- Assess the experience of buyers and sellers in the housing market;
- Determine factors that impacted purchase decisions; and
- Determine the type of residence bought/sold (e.g. principal residence, second home, investment or a retirement home).

A total of 1000 interviews were conducted by telephone with a random selection of Greater Vancouver region residents who had either bought or sold a home or residential property in 2006. The sample frame of potential buyers/sellers was supplied by REBGV by cross referencing listings of properties bought or sold in 2006 against published telephone listings. Several steps were taken to insure the final sample would be representative of all Greater Vancouver region buyers and sellers including:

- Random selection of households contacted from sample frame;
- Random selection of individual interviewed if more than one adult in household was involved in the buying and/or selling process;
- Up to 6 attempts to obtain an interview with the selected household/individual to minimize potential bias due to non-response.

➤ Research Objectives and Methodology (cont'd)

The margin of error on the total sample is +/-3% at the 95% level of confidence. The margin of error is larger on sub-samples.

Interviewing was completed June 14th to July 13th, 2007 weekday evenings and during the day on Saturday from Mustel Group's CATI (computer assisted telephone interviewing) centre located in Vancouver. Translation was available in Chinese.

A pretest of the survey was conducted prior to interviewing. The questionnaire administered is appended to the report.



Key Findings



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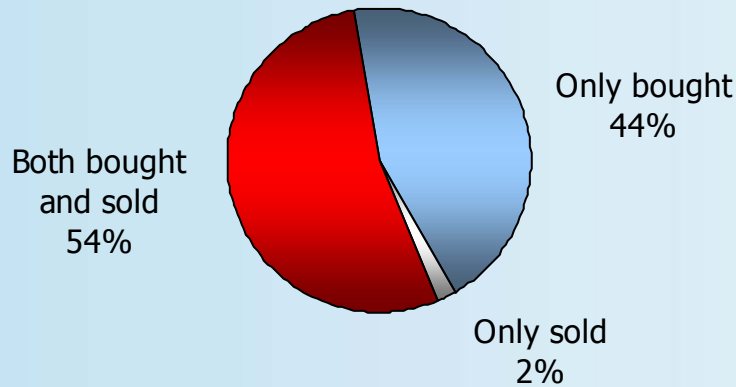
Characteristics of Home Purchased/Sold



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➤ Bought or Sold Home or Property in 2006



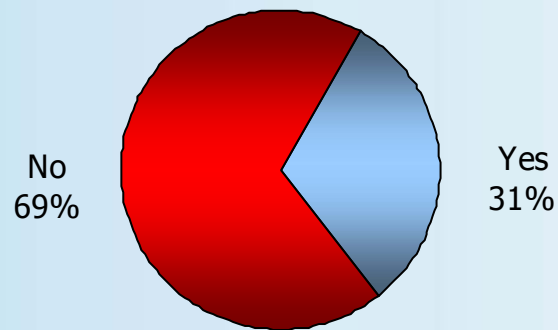
Base: Total (n=1,000)

Q.I Did you buy or sell a home or residential property in 2006?

- Just over half of respondents (54%) both bought and sold a home or property in 2006.
- 44% only bought and 2% only sold a home or property.
- The findings are consistent across Greater Vancouver.



➤ First-Time Home Buyer



Base: Total bought (n=978)

Q.1) Are you a first-time home buyer?

- Approximately one-third of buyers are first-time home owners.



➤ Characteristics of First-Time and Repeat Buyers

	First-time Buyers (302) %	Repeat Buyers (676) %
Gender		
Male	41	39
Female	59	61
Age		
18-34 years	48	14
35-44	36	29
45-54	12	24
55-64	3	16
65 + years	<1	16
Household Size		
One	16	21
Two	30	35
Three	29	18
Four or more	25	26
Average	2.8	2.6
Children Under 18 years		
Yes	47	38
Under 10 years	39	31
10-17	14	17
No	53	62
Birthplace		
Vancouver	14	18
Other BC	14	13
Other Canada	21	31
Europe	12	16
China/ Japan/ Korea	14	7
Other Asia	10	5
Other	15	9

- First-time home buyers are more inclined to be young (under 45 years of age), with children, and from Asian countries in comparison to repeat buyers.

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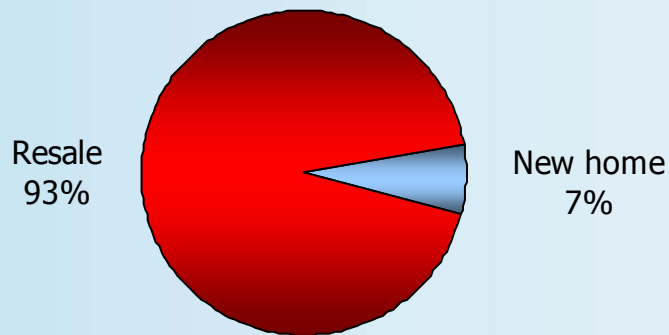
➤ Characteristics of First-Time and Repeat Buyers (cont'd)

	First-time Buyers (302) %	Repeat Buyers (676) %
# of years lived in Region		
Born in region	14	18
Less than 10 years	57	25
10-29 years	23	32
30 years or more	5	23
Household Income		
Less than \$60,000	26	18
\$60,000 - \$89,999	28	23
\$90,000 - \$119,999	22	20
\$120,000 or more	12	22
Refused	12	17
Location of Home Purchased		
Vancouver	32	26
Tri-Cities	15	16
Richmond	12	14
Burnaby/ New Westminister	25	15
North Shore	9	14
Maple Ridge/ Pitt Meadows	4	9
Other REBGV	2	4
Other	<1	1
Purchase Price		
Less than \$300,000	37	17
\$300,000 - \$499,999	37	35
\$500,000 - \$699,999	13	25
\$700,000 - \$999,999	2	11
\$1 Million or more	4	7
Refused	5	6
<i>Q.1) Are you a first-time home buyer?</i>		

- First-time home buyers also are more likely than repeat buyers to be new to the region (over half have lived in the region for less than 10 years), from low income households, to have purchased a home in Vancouver or Burnaby/New Westminister, and to have paid less than \$300,000.



➤ Purchased a New Home or a Resale



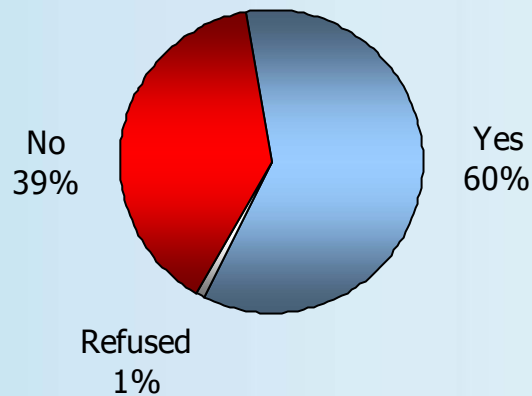
Base: Total bought (n=978)

Q.2) Did you buy a new home or a resale?

- A total of 7% of home buyers bought a new home.
- In terms of type of home, those buying single detached homes or townhouses or duplexes were more inclined to purchase new (8% and 11% respectively) than condominium apartments buyers (4% of whom purchased new).



➤ Purchased New Home as a Pre-Sale or Pre-Completion



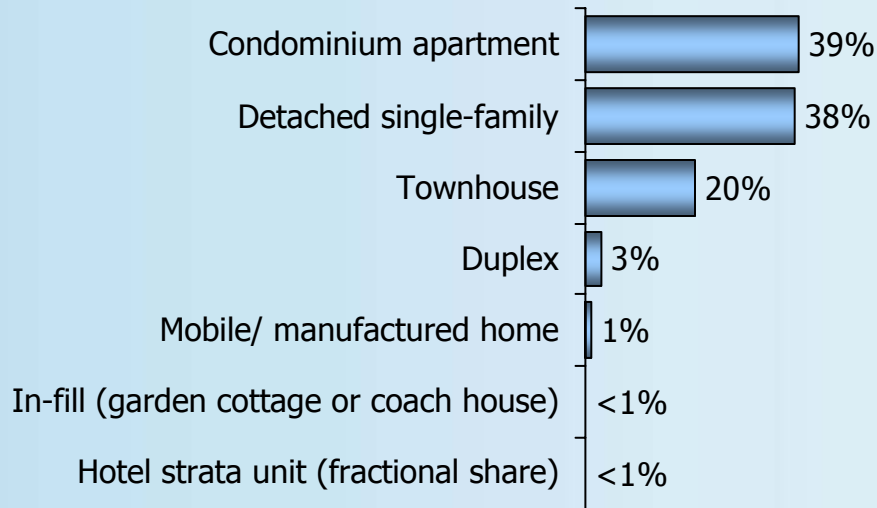
Base: Total bought new (n=70)

Q.3) Did you purchase the home as a pre-sale or pre-completion?

- Among those who bought a new home, approximately six-in-ten purchased the home pre-completion.



➤ Type of Home Bought in 2006



Base: Total bought (n=978)

Q.4) What type of home did you buy in 2006?

- Equal proportions, approximately four-in-ten purchased a condominium apartment and a detached single-family home.

➤ Characteristics of Single Family, Condo & Townhouse Buyers

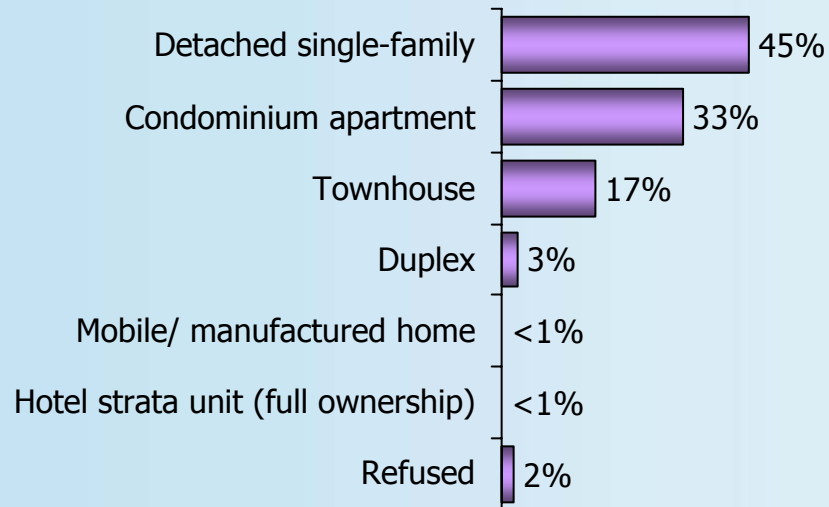
	Detached single family (371) %	Condominium apartment (384) %	Townhouse (194) %
Bought			
First-time buyer	18	40	38
Repeat buyer	82	60	62
Purchase price			
Less than \$300,000	1	43	24
\$300,000 to \$499,999	28	36	52
\$500,000 to \$699,999	37	10	16
\$700,000 to \$999,999	14	2	2
\$1 million and over	12	3	1
Age			
18-34 years	20	25	33
35-44	42	20	34
45-54	22	19	19
55-64	9	17	8
65 + years	6	17	7
Marital status			
Married/ common law	88	57	74
Single/divorced/separated	11	41	26
Household size			
One	2	37	18
Two	29	39	30
Three	22	16	28
Four or more	47	7	23
Children under 18 years			
Yes	59	20	46
No	40	77	52
Household income			
Less than \$60,000	11	30	17
\$60,000 to less than \$90,000	21	28	28
\$90,000 to less than \$120,000	21	13	23
\$120,000 or more	28	12	16
Refused	20	17	16

Q.4) What type of home did you buy in 2006?

- Detached single family home buyers are more inclined to be:
 - Repeat buyers
 - Spend \$500,000 or more
 - 35-44 years of age
 - Married or living common-law
 - Have children
 - Have a household income of \$90,000 or more
- Condo buyers are more inclined than other buyers to be:
 - First-time buyers
 - Spend less than \$500,000
 - 55 years of age or over
 - Single, divorced or separated
 - Without children
 - Household income less than \$90,000
- Townhouse buyers like condo buyers are more inclined to be first-time buyers but are similar to single family home buyers in other ways.



► Type of Home Sold in 2006



Base: Total sold (n=556)

Q.4) What type of home did you sell in 2006?

- While condominiums were purchased in equal numbers to detached single family homes, a higher proportion of the latter were sold in 2006.

➤ Characteristics of Single Family, Condo & Townhouse Sellers

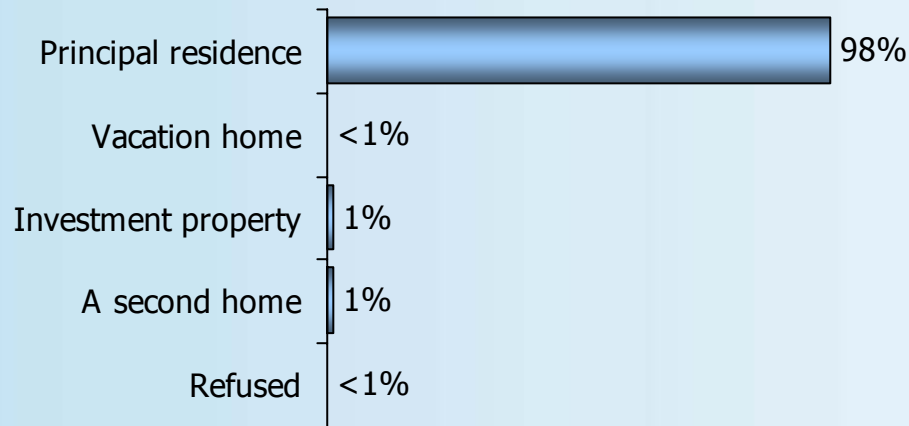
	Detached single family (251) %	Condominium apartment (184) %	Townhouse (92) %
Type of Home Bought			
Detached single family	52	32	52
Condominium apartment	28	43	25
Townhouse	16	22	22
Purchase price			
Less than \$300,000	6	21	15
\$300,000 to \$499,999	30	37	36
\$500,000 to \$699,999	26	19	28
\$700,000 to \$999,999	10	7	9
\$1 million and over	11	5	2
Age			
18-34 years	10	23	21
35-44	24	32	32
45-54	28	21	23
55-64	18	13	10
65 + years	19	11	14
Marital status			
Married/ common law	73	66	73
Single/divorced/separated	26	32	26
Household size			
One	17	21	21
Two	33	41	33
Three	18	20	13
Four or more	31	17	32
Children under 18 years			
Yes	38	34	40
No	60	65	57
Household income			
Less than \$60,000	17	21	20
\$60,000 to less than \$90,000	20	25	24
\$90,000 to less than \$120,000	14	18	20
\$120,000 or more	23	21	19
Refused	26	16	19

Q.4) What type of home did you sell in 2006?

- Approximately half (52%) of those who sold a detached single family home bought the same type of home, with 28% purchasing a condo and 16% a townhouse.
- Under half (43%) of condo sellers bought another condo, with 32% purchasing a detached home and 22% a townhouse.
- Townhouse sellers are more inclined to buy a detached home (52%) than another townhouse (22%) or condo (25%).
- Demographic characteristics of each group of sellers are similar to the buyers with the exception that sellers are less inclined to have children under 18 years of age. Detached single family sellers also tend to be older than those buying this type of home.



► Purpose of Home/Property Bought



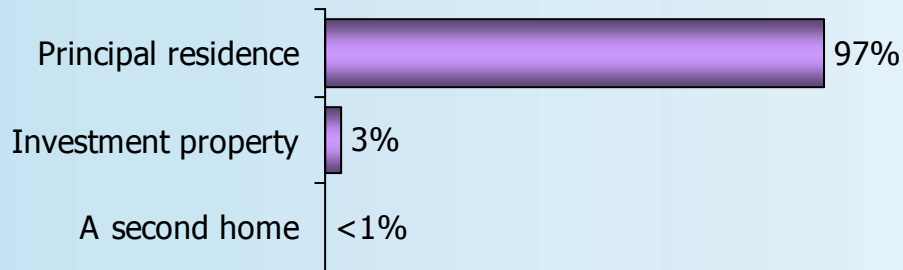
Base: Total bought (n=978)

Q.5) Is the home you bought:

- Most homes bought in the Greater Vancouver region were a principle residence rather than vacation home, investment property or second home.



➤ Purpose of Home/Property Sold



Base: Total sold (n=556)

Q.5) Was the home you sold:

- This also pertains to the homes sold.

➤ Location of Home/ Property Purchased or Sold

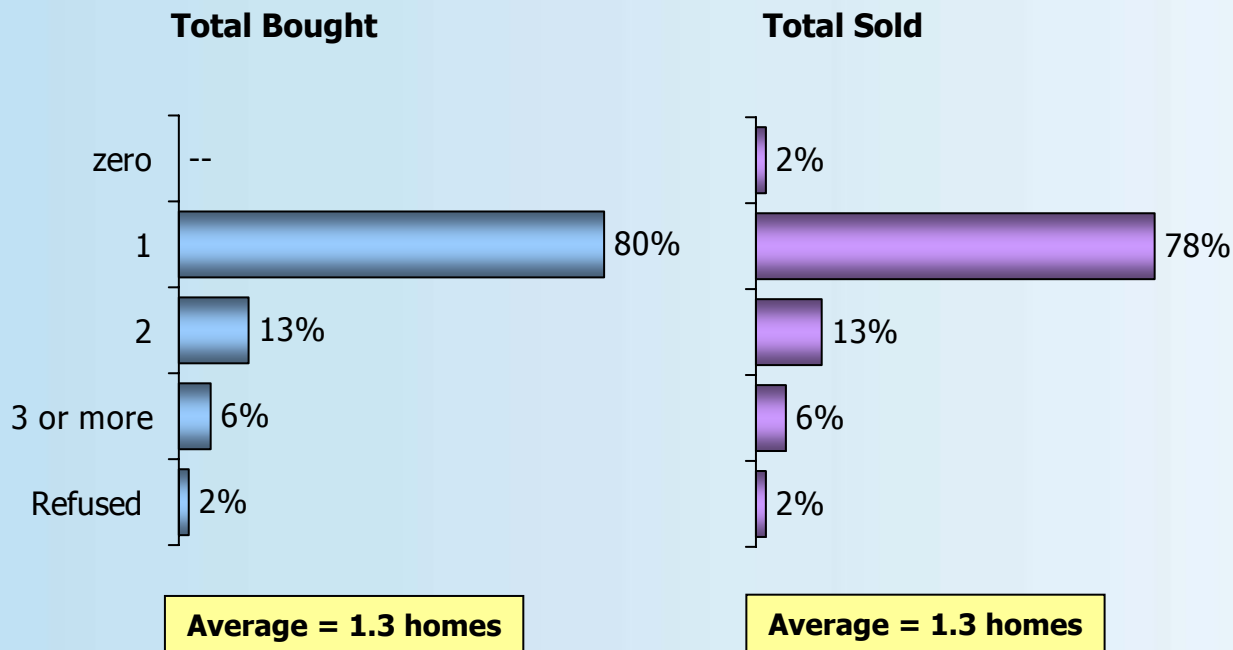
	Total Bought (978) %	Total Sold (556) %
Greater Vancouver Real Estate Board Area	99	85
City of Vancouver	28	26
Tri-Cities	16	14
Richmond	14	13
Burnaby	13	10
North Vancouver	9	8
Maple Ridge	6	4
New Westminister	5	3
West Vancouver	3	3
Pitt Meadows	2	1
Squamish	2	1
Sunshine Coast	1	1
Bowen Island	1	<1
South Delta, Ladner & Tsawwassen	1	<1
Gulf Islands	<1	-
Whistler	<1	<1
Fraser Valley Real Estate Board Area	<1	6
Other BC	1	5
Other Canada	-	3

Q.6) Where is the [home/ property] you **bought**?

Q.6) Where is the [home/ property] you **sold**?

- Just over one-quarter of homes were bought or sold in the City of Vancouver.
- The Tri-Cities, Richmond and Burnaby accounted for 10-16% of transactions.
- Note that among sellers currently residing in the Greater Vancouver region, 14% sold property outside the region—6% in the Fraser Valley Region, 5% in other parts of BC and 3% in other parts of Canada.

➤ Number of Homes/ Property Own



- Approximately 20% of buyers and sellers own more than one home.
- Those 45 to 64 years of age are more inclined to own more than one home.

Base: Total bought (n=978), Total sold (n=556)

Q.7) How many homes including vacation and investment property do you own? (Note: Any where in the world)



➤ Purchase Price of Homes Bought

	Total Bought (978) %	Age				
		18-34 (241) %	35-44 (308) %	45-54 (198) %	55-64 (116) %	65+ (106) %
Less than \$300,000	23	31	20	21	25	15
\$300,000 to \$499,999	36	36	35	35	35	42
\$500,000 to \$699,999	22	20	25	21	19	20
\$700,000 to \$999,999	8	6	9	12	8	5
\$1,000,000 or more	6	3	6	8	7	8
Refused	6	5	5	4	6	11

Q.8) How much did you pay for your home?

- Almost six-in-ten paid less than \$500,000 for their home.
- Those 45 to 54 years of age paid the most, with 20% spending \$700,000 or more.



➤ Amount Home Was Sold For

	Total Sold (556) %	Age				
		18-34 (91) %	35-44 (160) %	45-54 (136) %	55-64 (81) %	65+ (82) %
Less than \$300,000	26	29	31	24	22	18
\$300,000 to \$499,999	33	40	34	35	33	18
\$500,000 to \$699,999	20	18	21	20	22	22
\$700,000 to \$999,999	8	8	4	9	7	17
\$1,000,000 or more	6	-	5	8	9	11
Refused	7	7	5	5	6	13

Q.8) How much did you sell your home for?

- Similarly, approximately six-in-ten sold their home for less than \$500,000.
- Those 65 years of age or over sold for the highest amount.

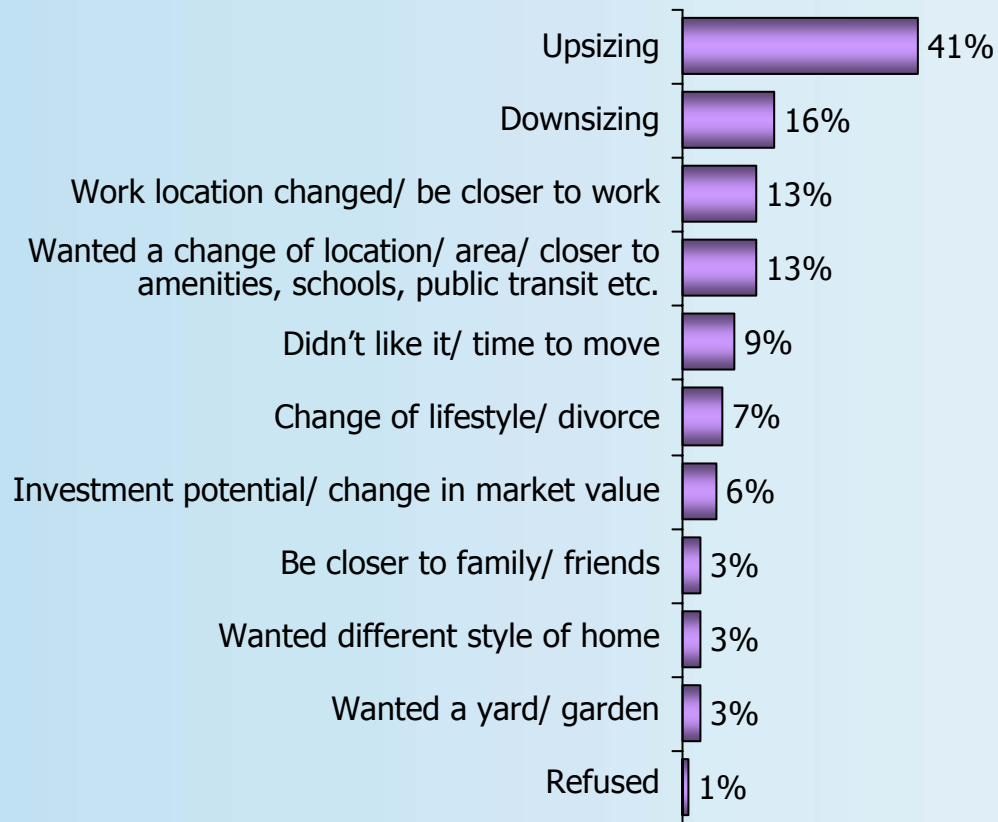


Decision Criteria



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➤ Main Reasons For Selling Home

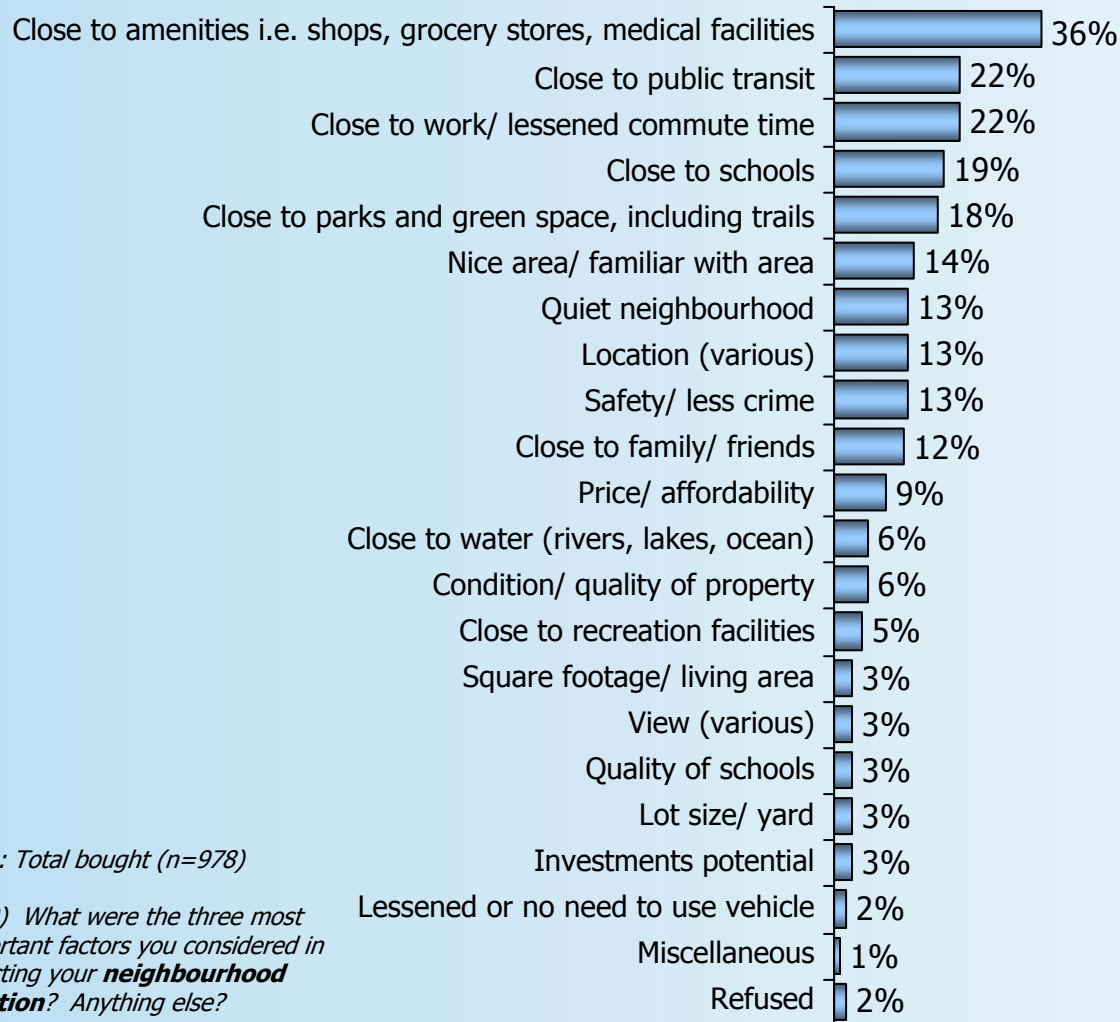


- Up-sizing is the main reason cited for selling their home in virtually all areas of Greater Vancouver.
- Downsizing and to be close to work and/or other amenities are secondary reasons for selling.
- Detached single family and townhouse/duplex buyers are more inclined to cite upsizing whereas condo buyers tend more to downsize. Also as one would expect, age is related to size needs with downsizing being more common once buyers reach the age of approximately 55 years.

Base: Total sold (n=556)

Q.9) What were your main reasons for selling your home?

► Important Factors in Selecting Neighbourhood Location

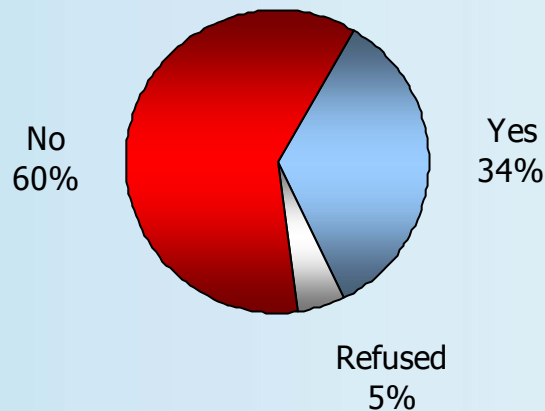


- Proximity to such amenities as shops, grocery stores and medical facilities is the most common factor considered in selecting neighbourhoods, particularly among condo and townhouse or duplex buyers.
- Secondary considerations include: proximity to transit, work, schools, and parks or green space.
- The quietness of the neighbourhood, safety issues and proximity to friends or family are tertiary considerations.
- The results are relatively consistent by area with the exception that proximity to transit is more important to Burnaby/New Westminster residents.

Base: Total bought (n=978)

Q.10) What were the three most important factors you considered in selecting your **neighbourhood location**? Anything else?

➤ Paid More for Home to be Closer to Amenities



Base: Total bought (n=978)

Q.11) Did you pay more for your home to be closer or within walking distance to such amenities as public transit, shops, and schools?

- Supporting the previous findings, approximately one-third of buyers report to have paid more for their home to be closer or within walking distance to such amenities as public transit, shops and schools.
- The findings do not vary by type of home purchased but City of Vancouver, Burnaby/New Westminister and North Shore residents are more inclined than others to pay a premium for amenities.

➤ Most Important Factors in Selecting Home (Other Than Price)

	Total Bought (978) %
Style of home	40
Size	33
- upsizing (moving to a larger home)	25
- downsizing (moving to a smaller home)	8
Good location/ close to work/ schools/ family/ friends	22
New property/ newly renovated/ low maintenance/ well maintained/ move in ready	19
Environmental/ smart growth/ green	13
Number of bedrooms	12
Specific features included (in-suite W/D, fireplace etc)	10
Lot size/ yard	9
Investment potential/ value for money	8
Quality of construction	7
Nice area/ familiar with area/ good neighbourhood	5
View (various)	5
Interior receives lots of natural light/ has lots of windows	3
Safety/ less crime	3
Secondary suite in home	3
Close to amenities i.e. shops, grocery stores, medical facilities	3
Miscellaneous	3
No other factors/ price only factor	2
Refused	3

- In terms of factors considered in the selection of their home, apart from price, the style of home, followed by the size (with the majority desiring a larger home) are the most common considerations.
- The location and condition of the home are other important considerations.
- The findings do not vary significantly by type of home purchased or by demographic characteristics of buyers (apart from size needs).

Q.12) Apart from the price, what were the three most important factors you considered in selecting your **home**? Anything else?

➤ Characteristics Compromised to Afford Home

	Total Bought (978) %
Size of home	16
Not in preferred neighbourhood/ city/ busier/ noisier area	9
Condition of home	8
Style of home/ layout	5
Distance from work	5
Specific features not included (in-suite W/D, fireplace, balcony etc.)	4
Lot size	4
Distance from amenities i.e. shops, grocery stores, medical facilities, transit	3
Didn't get the view I wanted	3
Higher density neighbourhood	3
Distance from friends/ family	2
Distance from schools	2
Quality of schools	<1
Miscellaneous	1
Did not make any compromises	44
Refused	6

- The size is the most common characteristic of the home or neighbourhood that is compromised to afford their home.
- A number of other features are also mentioned but note that 44% did not make any compromises, a level that is relatively consistent across all regions.

Q.13) What characteristics of your home or neighbourhood did you compromise in order to afford your home?

The Home Search Process

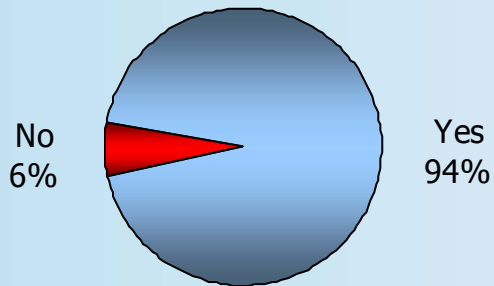


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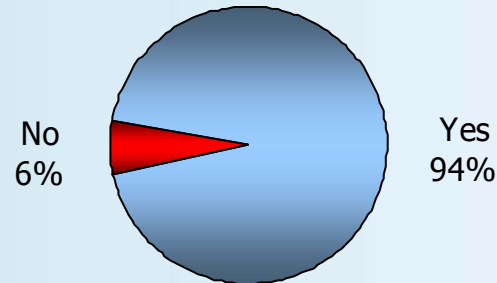


➤ Incidence of Using a REALTOR®

To Buy Home



To Sell Home



- A total of 94% of both buyers and sellers used a REALTOR®, this level being consistent across all municipalities.

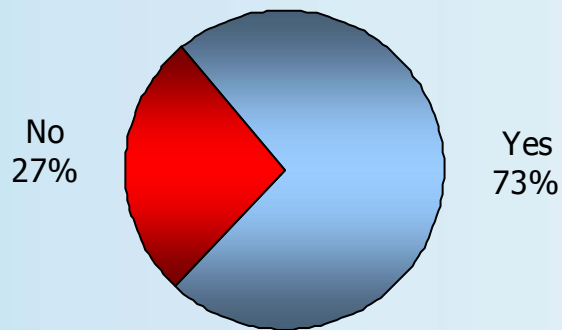
Base: Total bought (n=978), Total sold (n=556)

Q.14a) Did you use a REALTOR® to **buy** your home?

Q.14a) Did you use a REALTOR® to **sell** your home?



➤ Used Same REALTOR® to Both Buy and Sell Home



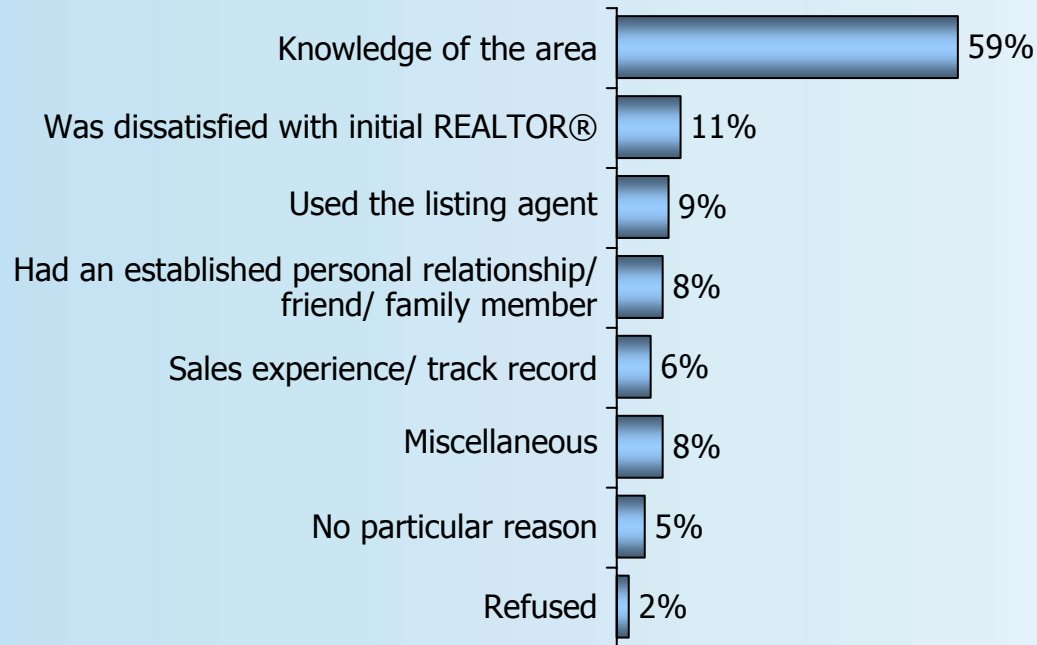
- Among those who both bought and sold a home, three-quarters used the same REALTOR®, again with no difference by area.

Base: Total bought and sold and used REALTOR® for both (n=478)

Q.14b) Did you use the same realtor to both buy and sell your home?



► Reasons Used Different REALTOR®



- The primary reason for using a different REALTOR® is knowledge of area. Dissatisfaction with the initial REALTOR® is a reason stated by one-in-ten of this group.

Base: Total used a different REALTOR® (n=127)

Q.14c) Why did you use a different REALTOR®?

➤ Where First Learned About REALTOR® Used

	Total used a REALTOR® (966) %
Referral	59
- friend/ family member	56
- other REALTOR®	3
Previously used same REALTOR® to buy or sell a home	8
Open house visit	8
Internet web-site	6
Media advertisement (e.g. newspaper)	5
Reputation	3
For sale sign	3
Walked into a real estate office and the REALTOR® was on duty	2
Realtor cold call	2
Mortgage broker	1
Direct mail (i.e. business card, brochure, flyer)	1
Promotional advertisement (e.g. calendar, pen etc.)	1
Yellow pages	1
Business or community event (e.g. Board of Trade)	<1
Miscellaneous	<1
Don't recall	1

Q.15) Where did you first learn about the REALTOR® that helped you buy and/ or sell your home?

- Referral by a friend or family member is the predominant way buyers and sellers first learned about their REALTOR® regardless of whether they bought or sold a home.

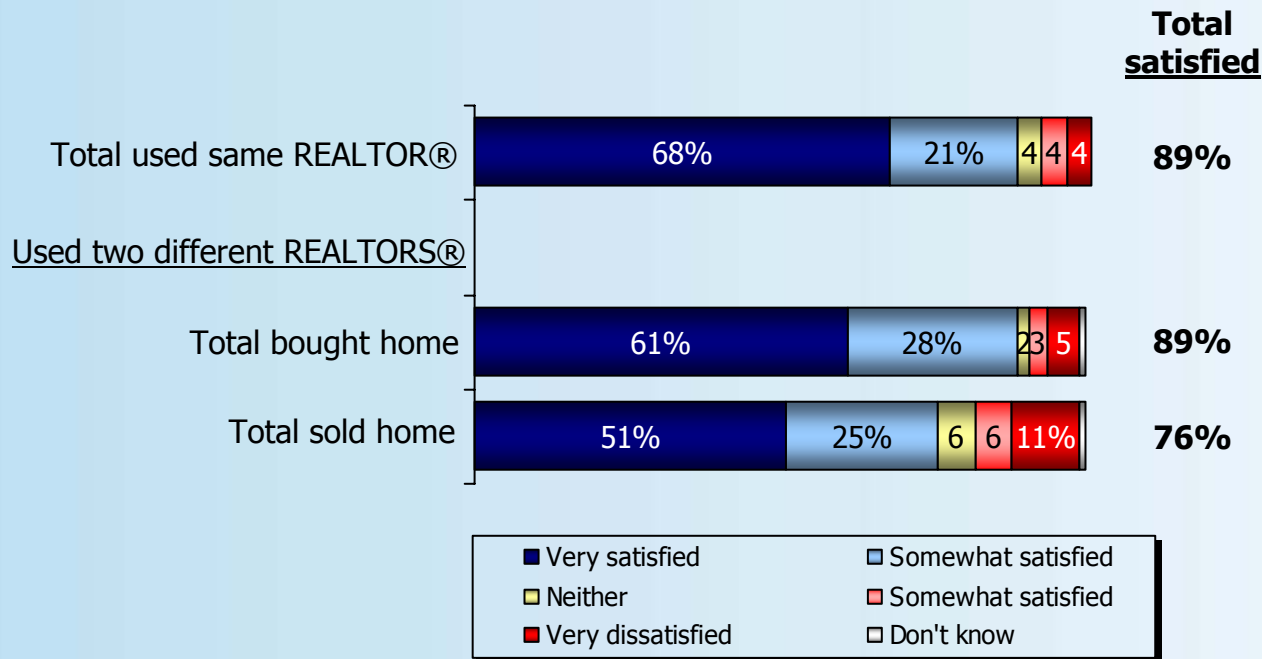
➤ Most Important Qualities/ Skills in Choosing REALTOR®

	<u>Used same REALTOR®</u> (839) %	<u>Used two different REALTORS®</u>	
		<u>Total bought home</u> (127) %	<u>Total sold home</u> (127) %
Honesty, integrity and ethical behaviour	39	38	30
Knowledge of the local area	22	26	28
Knowledge of the market and comparable homes for sale	22	21	28
Gut feeling/ compatibility/ like them	18	9	6
Responsiveness	14	6	9
Sales experience/ track record	10	4	6
Knowledge of the process of buying a home	8	8	9
Negotiating skills	7	6	12
Had an established personal relationship/ friend/ family member	6	4	8
Professionalism	3	4	3
Hard working	3	-	-
Positive referrals	5	3	2
Knowledge about financing	2	2	-
Technology skills	2	2	-
Used the listing agent	12	4	-
Miscellaneous	1	12	13
Nothing in particular/ don't know	9	9	3

*Q.16) What were the most important qualities and skills in choosing your REALTOR®?
IF USED TWO DIFFERENT REALTORS®: What were the most important qualities and skills in choosing your REALTOR® to sell your home? What were the most important qualities and skills in choosing your REALTOR® to buy your home?*

- Regardless of whether the REALTOR® was used to buy or sell their home, the key quality in their selection of a REALTOR® is the honesty or integrity of the agent.
- Other considerations include knowledge of the local area and the market conditions.

➤ Overall Satisfaction With REALTOR®



Base: Total used same REALTOR® (n=839)

Total used two different REALTORS®: to buy home (n=127), to sell home (n=126)

Q.17) Overall how satisfied were you with your REALTOR®?

IF USED TWO DIFFERENT REALTORS®: Overall how satisfied were you with the REALTOR® you used to sell your home? Overall how satisfied were you with the REALTOR® you used to buy your home?

- The majority of those who used a REALTOR® were at least 'somewhat' satisfied overall with their agent, with those who used the same agent for both buying and selling expressing the highest level of satisfaction.
- Dissatisfaction is highest with those who used a different agent to sell their home, with 17% being dissatisfied in contrast to 8% of those using a different agent for buying their home or same agent for both.

➤ Positive Reasons for Overall Satisfaction

	Used same REALTOR® (839) %	Used two different REALTORS®	
		Total bought home (126) %	Total sold home (126) %
Positive comments			
Very professional	18	25	24
Smooth process/ no problems/ did a good job	24	22	11
Listened to me/ not pushy/ very supportive/ helpful	23	18	8
Good negotiating skills/ got asking/ more than asking price	13	14	14
Was very responsive/ available to answer questions	12	10	6
Didn't waste my time/ showed me suitable properties	11	6	1
Gut feeling/ compatibility/ liked them	11	6	6
Hard working	10	-	-
Seemed to be very honest/ had integrity	8	7	6
It was a very quick turnaround/ fast sale/ purchase	7	6	16
Had an established personal relationship/ friend/ family member	3	2	3
Took me to open houses	2	2	-
Knowledgeable about financing	1	-	-
Gave a discount on commission/ low commission	1	3	1

Q.17b) Why do you say that?

- Those satisfied with their experience commonly use descriptions such as 'professional', 'listened to me', and 'supportive' when probed for reasons for their satisfaction rating.

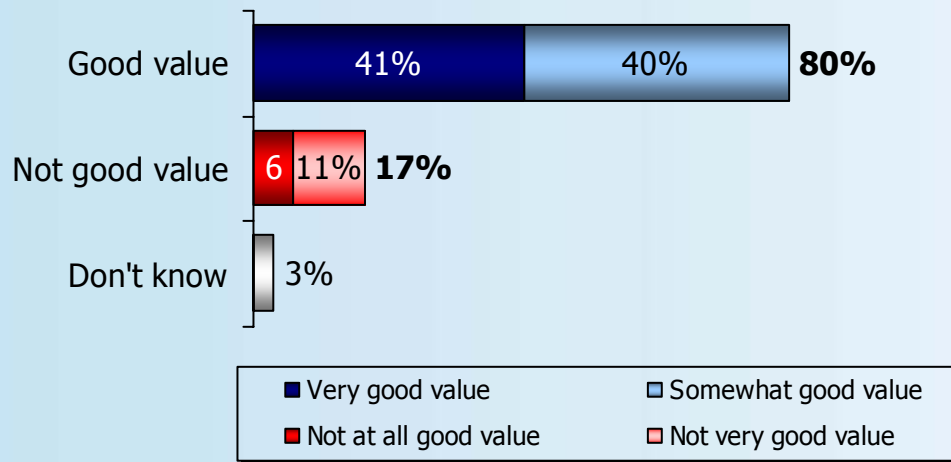
➤ Negative Reasons for Overall Satisfaction

	<u>Used same REALTOR®</u> (839) %	<u>Used two different REALTORS®</u>	
		<u>Total bought home</u> (126) %	<u>Total sold home</u> (126) %
Negative comments			
Not professional/ not hard working/ I did all of the work	11	12	10
Didn't listen to me/ pushy/ not supportive/ not helpful	5	6	9
Bad negotiating skills/ paid too much/ didn't get asking price	4	6	12
Wasn't very honest/ lack of integrity	4	3	4
Not very responsive/ not available to answer questions	2	2	5
Took a long time to sell/ find a property	2	3	7
Commission was too high	2	-	5
There were a lot of problems/ didn't do a good job	2	2	7
Wasted my time/ didn't show me suitable properties	1	-	-
Didn't take me to open houses	<1	1	-
Miscellaneous reasons	2	2	2
No specific reasons/ don't know	6	8	6

Q.17b) Why do you say that?

- Lack of professionalism and among those who used a different agent to sell their home, a perception that the agent did not obtain market value are the key reasons for dissatisfaction.

➤ Overall Value Provided by REALTOR® Relative to Fees Paid



Base: Total sold and used a REALTOR® (n=521)

Q.18) Overall, how would you rate the value provided by your REALTOR® relative to the fees you paid?

- Eight-in-ten sellers believed they received at least 'somewhat' good value relative to the fees they paid; however, only four-in-ten felt they received 'very' good value.
- A total of 17% rated the value as 'not very' or 'not at all good'.

➤ Most Valuable Services Provided by REALTOR®

	Used same REALTOR® (839) %	Used two different REALTORS®	
		Total bought home (127) %	Total sold home (127) %
Helped to determine neighbourhoods and communities best suited to needs	32	28	17
Placing/ negotiating offers	20	23	27
Worked hard for me/ placed listing on MLS/ was aware of new listings	21	7	23
Took to open houses	17	16	11
Helped to determine what could afford	16	12	6
Helped with paperwork	14	10	11
Responsiveness	12	13	7
Reviewed sales/ contracts of purchase	7	9	6
Gut feeling/ compatibility/ liked them/ spoke a particular language	6	4	4
Coordinated appraisal, home inspection	5	6	2
Staging	3	1	6
Attended closing	2	4	2
Suggested lawyer/ mortgage broker	2	1	-
Miscellaneous	2	9	11
Nothing in particular	3	2	5
Don't know	11	13	14

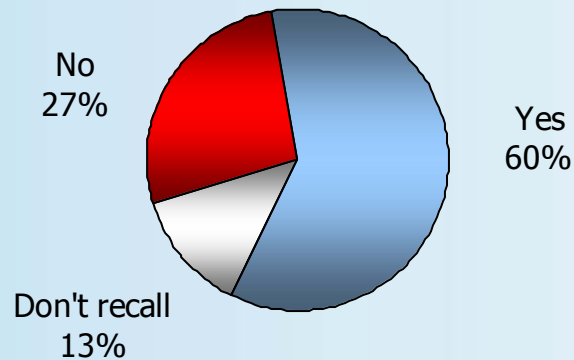
- The most valuable services provided by their REALTOR® includes locating the most suitable neighbourhood, and placing or negotiating offers.
- Consumers also value being taken to open houses, determining what they could afford, help with paperwork and general responsiveness.

Q.19) What were the three most valuable services provided by your REALTOR®?

IF USED TWO DIFFERENT REALTORS®: What were the three most valuable services provided by the REALTOR® that sold your home? What were the three most valuable services provided by the REALTOR® that bought your home?



➤ Read and Signed "Working With a REALTOR®" Brochure



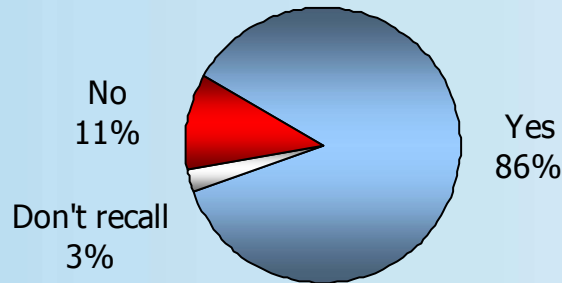
- Six-in-ten recall reading the "Working With a REALTOR®" brochure.

Base: Total bought and used a REALTOR® (n=978)

Q.20) Did you read the "Working With a REALTOR®" brochure and sign it?

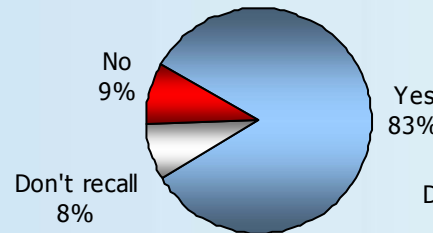
➤ REALTOR® Explained Their Roles and Responsibilities

Total used same REALTOR®

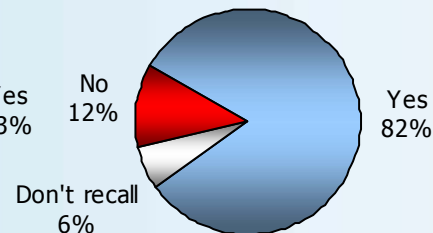


Used two different REALTORS®

Total Bought Home



Total Sold Home



- Approximately one-in-ten believe their REALTOR® did not explain their roles and responsibilities to them.

Base: Total used a REALTOR® (n=839)

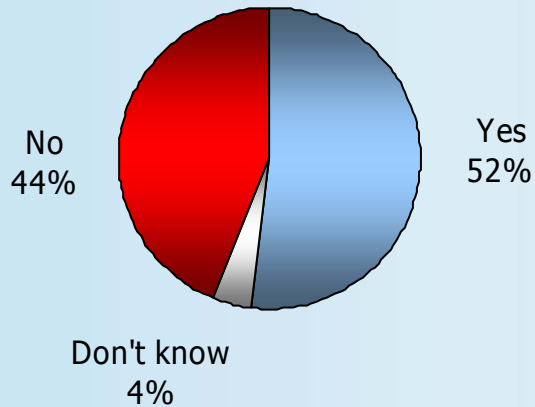
Total used two different REALTORS®: to buy home (n=127), to sell home (n=176)

Q.21) Did your REALTOR® explain their roles and responsibilities?

IF USED TWO DIFFERENT REALTORS®: Did the REALTOR® that sold your home explain their roles and responsibilities? Did the REALTOR® that bought your home explain their roles and responsibilities?



➤ Aware of the Consumer Protection Available Through a REALTOR®

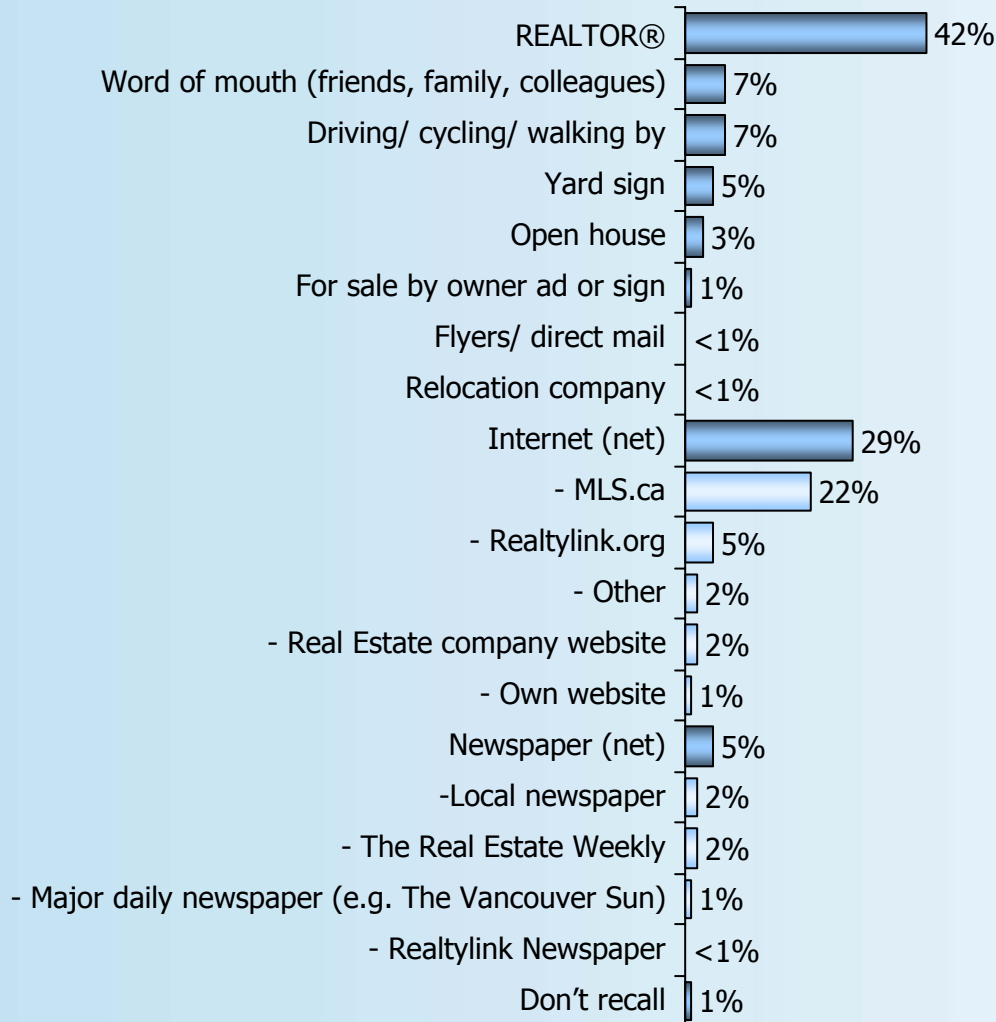


Base: Total (n=1,000)

Q.22) Are you aware of the consumer protection available through using a professional REALTOR® such as Errors and Omissions Insurance, Real Estate Council for complaints and a special compensation fund?

- Just over half claim to be aware of the consumer protection available through using a professional REALTOR®.
- Those who *only* bought are less inclined to be aware (47%) than those who also sold (56%), as are first-time buyers (44% aware).

➤ Where First Learnt About Home Bought

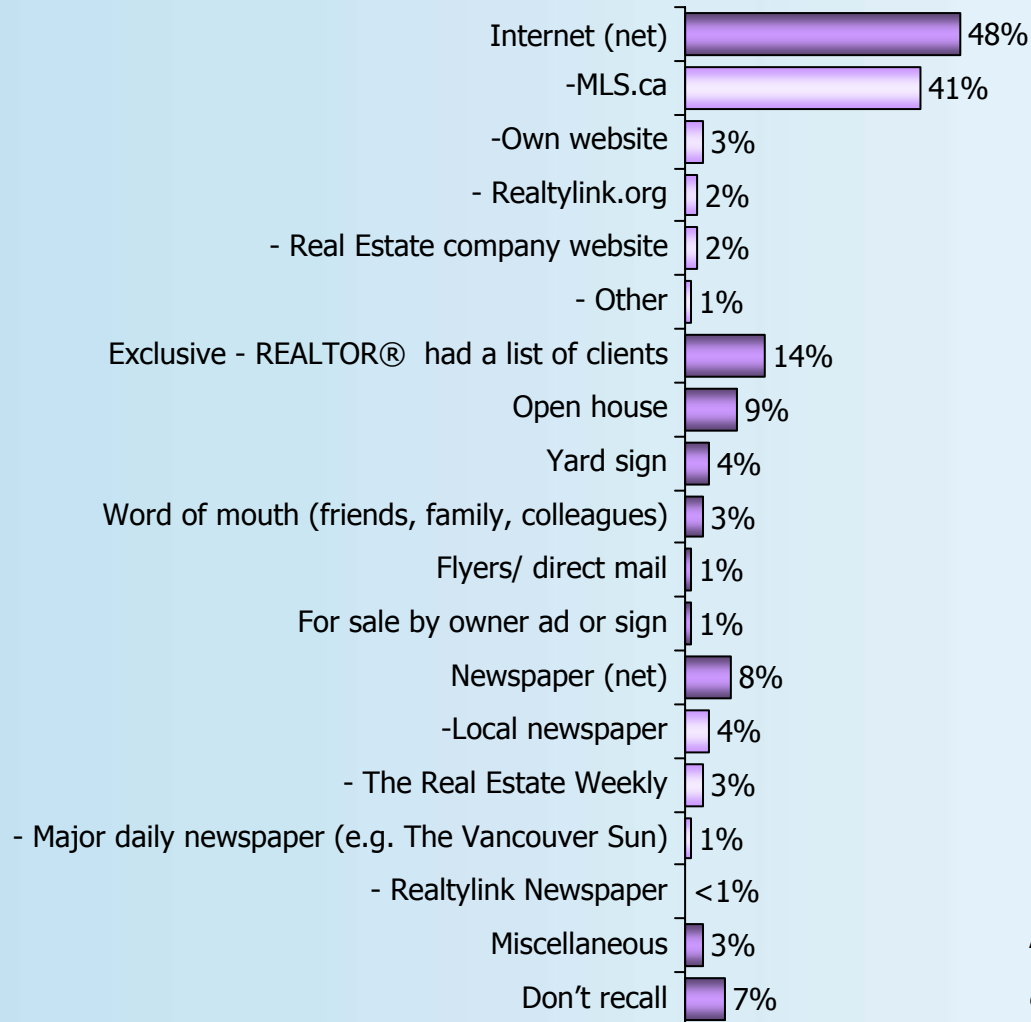


- A REALTOR® followed by the MLS listings on the Internet are the most common ways consumers first learnt about the home they bought.

Base: Total bought (n=978)

Q.23a) Where did you first learn about the home you bought?

➤ How Marketed Home for Sale



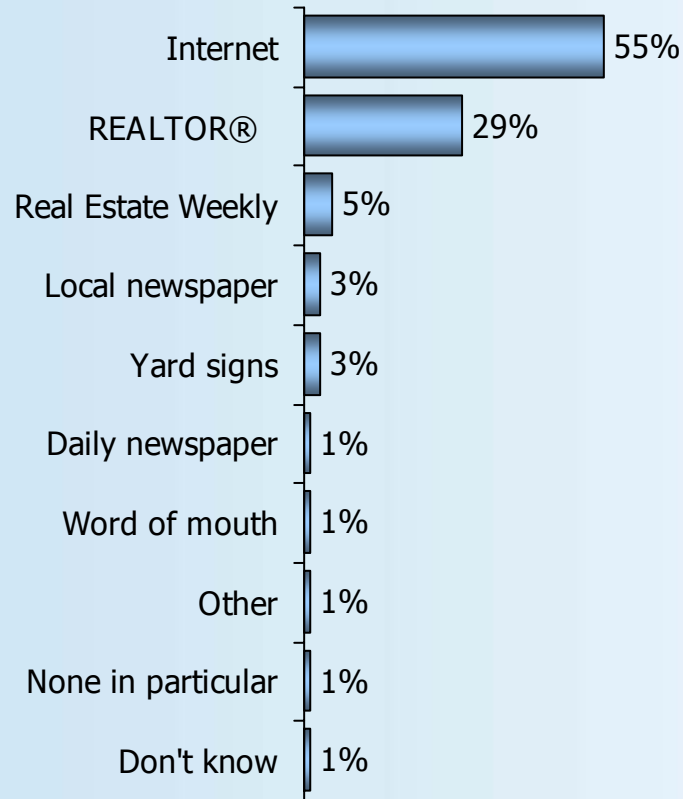
- MLS listings on the Internet were most commonly used to market homes for sale, followed at some distance by REALTOR® client lists, open-houses and newspaper ads.

Base: Total sold (n=556)

Q.23a) How did you market your home for sale?



➤ Most Useful Source of Information About Homes for Sale

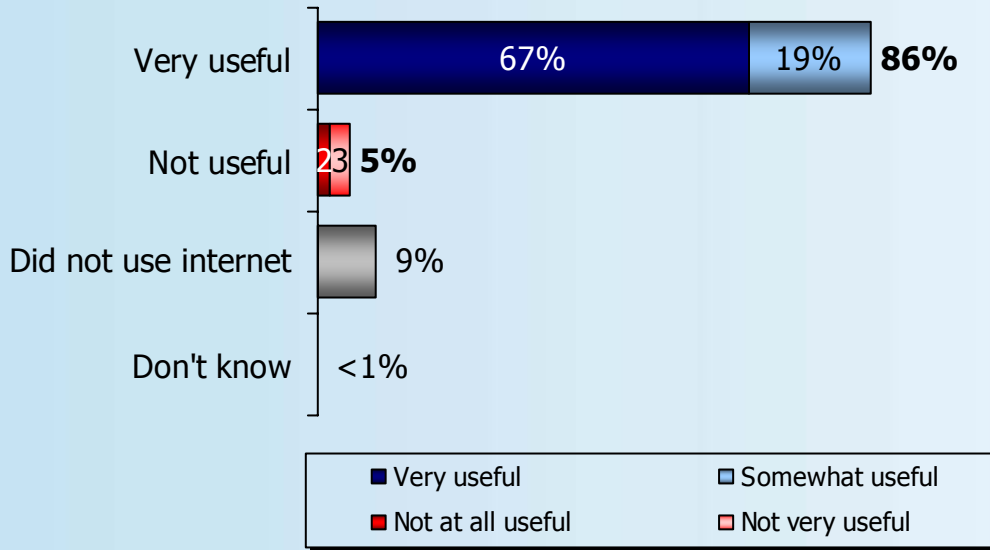


- The Internet, followed by a REALTOR® are the most useful sources of information about homes for sale.

Base: Total bought (n=978)

Q.24) What was your most useful source of information about homes for sale?

➤ Usefulness of the Internet



Base: Total bought (n=978)

Q.25) How useful did you find the internet?

- In fact, almost nine-in-ten rate the Internet as 'very' or 'somewhat' useful. Those 65 years of age or over are less enthused.

➤ Preferred Method of Receiving Information



Base: Total bought and used a REALTOR® (n=923)

Q.26) How did you most like to receive information on homes for sale from your REALTOR®?

- Email is the most commonly preferred method of receiving information by buyers who used a REALTOR®.
- Telephone calls and in person are the next most preferred ways (except among seniors who tend to prefer these methods over e-mail).

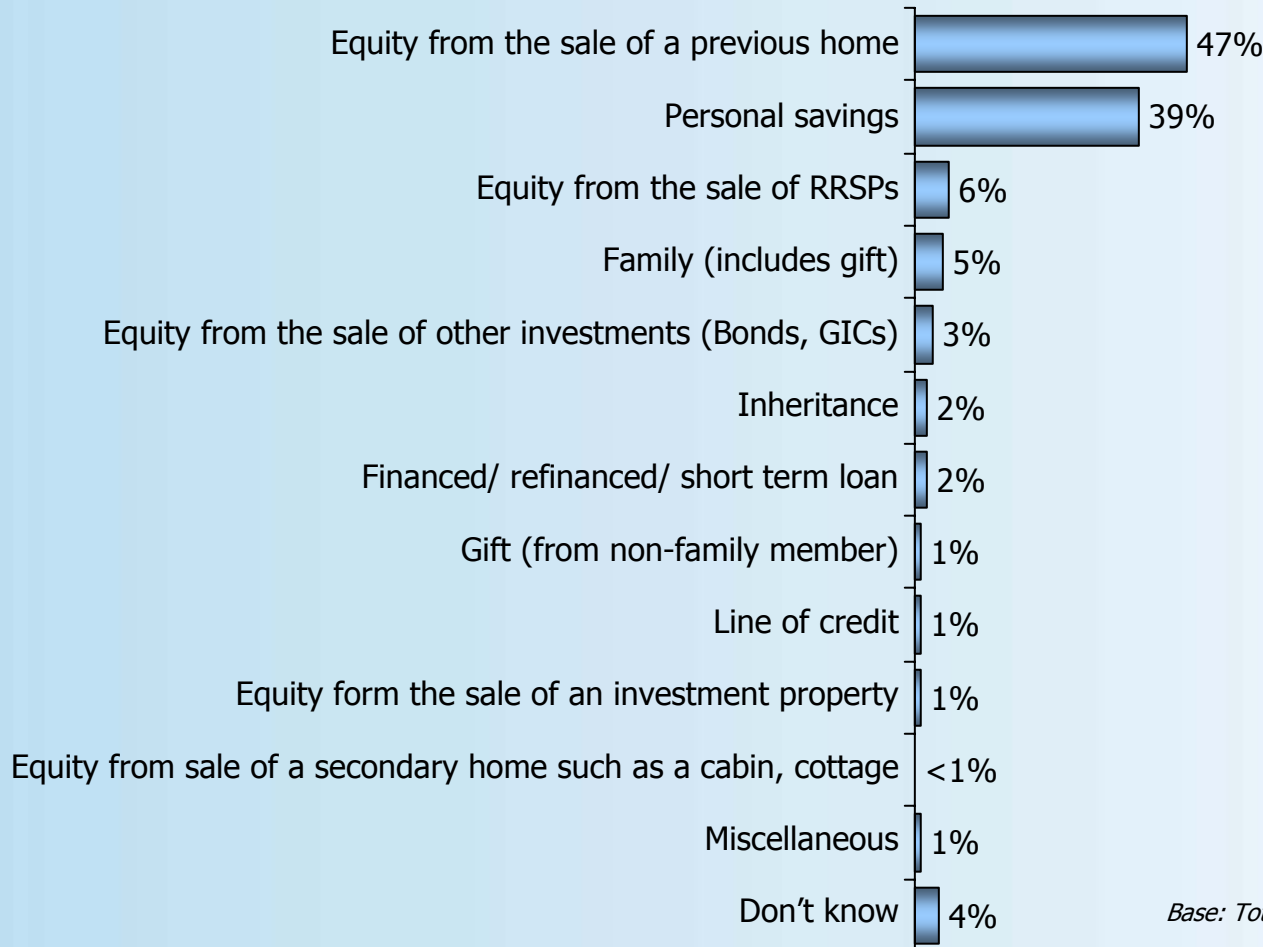


Financing



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➤ Source of Down Payment for Purchased Home



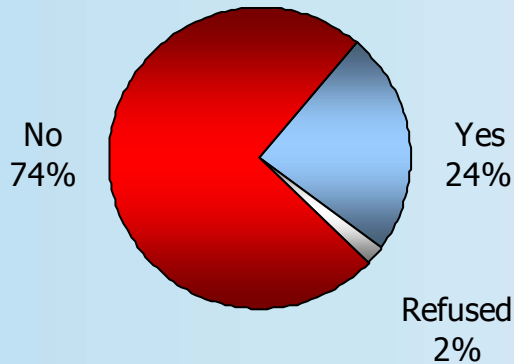
- Equity from the sale of a previous home, followed by personal savings are the most frequently reported sources of down payment.

Base: Total bought (n=978)

Q.27) What was the source of your down payment?



➤ Wanted to Use More Than the \$20,000 RRSP Limit

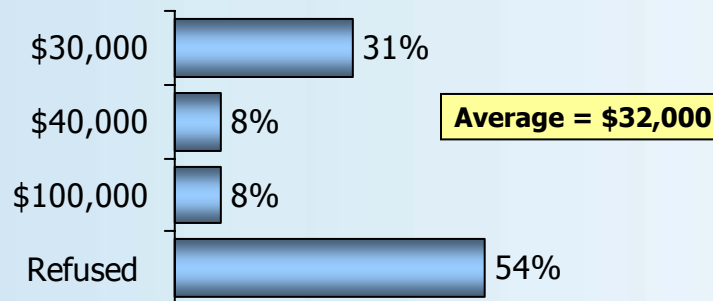


Base: Total used equity from sale of RRSPs for down payment (n=54)

Q.28a) Could you have used more of your RRSP than the \$20,000 that is allowed?

Q.28b) How much in total would you have liked to use?

Amount Wanted to Use

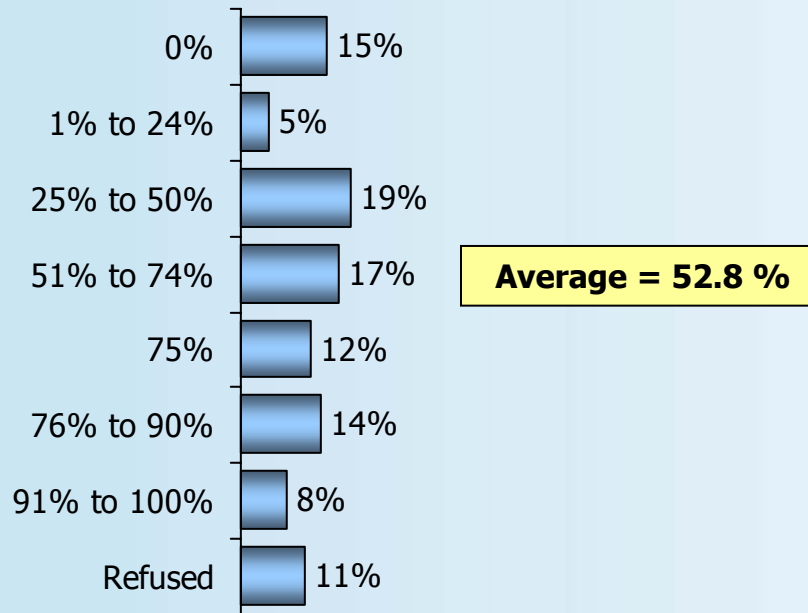


Base: Total used equity from sale of RRSPs for down payment and wanted to use more than \$20,000 (n=13)

- Among the 6% of buyers that used their RRSPs, one-quarter could have used more than the \$20,000 that is allowed.
- An average of approximately \$30,000 is given as the desired amount.
- Note: Interpret results with caution due to small base sizes.



➤ Percentage of Purchase Price Financed



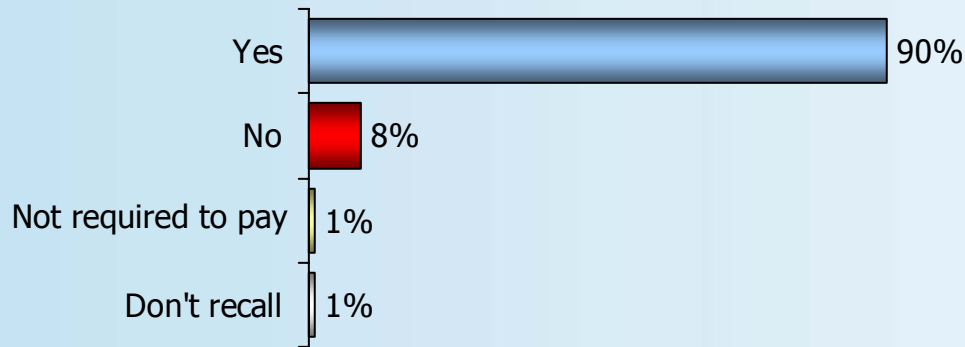
- An average of just over 50% of the purchase price was financed, this proportion being relatively consistent across the Greater Vancouver region.

Base: Total bought (n=978)

Q.29) Approximately what percentage of the purchase price did you finance?



➤ Aware of Property Transfer Tax



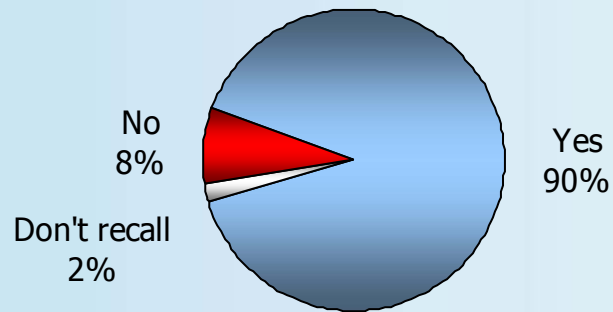
Base: Total sold (n=556)

Q.30a) Were you aware of the need to pay property transfer tax?

- Most were aware of the property transfer tax but 8% were not, increasing to 16% of first-time buyers.



➤ Aware of Amount Required to Pay



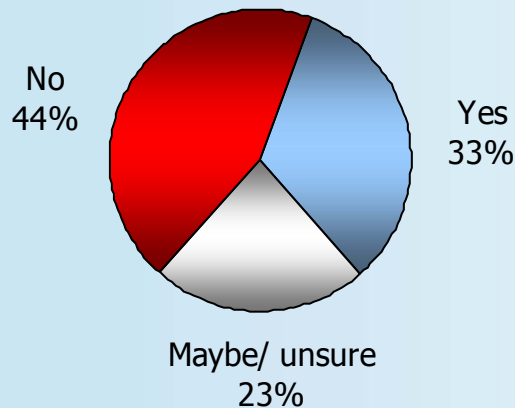
Base: Total aware of the need to pay property transfer tax (n=499)

Q.30b) Were you aware of the amount you were required to pay?

- Among those aware of the property transfer tax, most also were aware of the amount they were required to pay.



► Plan to Buy or Sell Within Next Five Years



Base: Total (n=1,000)

Q.31) Do you plan to buy or sell a home or property within the next five years?

- One-third intend to buy or sell a home or property in the next five years or so. Another quarter may.
- The findings are correlated with age ranging from 49% of those 18-34 years of age to only 6% of those 65 years or over intending to make a purchase



Demographics



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➤ Demographic Profile

	Total Buyers (978) %	Total Sellers (556) %
Gender		
Male	40	37
Female	60	63
Age		
18 to 34 years	25	17
35 to 44 years	32	29
45 to 54 years	20	25
55 to 64 years	12	15
65 to 74 years	6	7
75 or older	5	7
Marital status		
Single	15	14
Married or common-law	72	71
Divorced	7	8
Widowed	5	7
# of people living in household		
1	19	18
2	33	36
3	21	18
4	18	17
5 or more	8	9
Average	2.7 people	2.7 people

Key characteristics of buyers and sellers include:

- Approximately six-in-ten are female.
- Buyers tend to be younger than sellers with just over half of buyers being less than 45 years of age whereas just over half of sellers are 35 to 54 years of age.
- The majority (over seven-in-ten) buyers and sellers are married or living common-law.
- The average household size of both groups is 2.7.

continued...



➤ Demographic Profile (cont'd)

	Total bought (978) %	Total sold (556) %
Education		
Less than grade 12	3	3
Grade 12 graduation	10	11
Technical or vocational school	6	6
Some college or university	12	14
University degree or college diploma	46	43
Post-graduate degree	23	21
Refused	1	2
Employment status		
Total employed	75	72
- work from home	9	11
- work outside home	57	52
- both	9	9
Not working	8	6
Retired	14	20
Student	3	2
Place of birth		
British Columbia	30	32
Other Canada	28	30
Europe	15	16
China	8	8
Philippines	4	3
United States	4	3
Middle East	3	1
Africa	1	1
India/ Pakistan	1	1
Other countries	5	5

- Over six-in-ten buyers and sellers have obtained a university degree or college diploma.
- Approximately three-quarters are employed
- Approximately one-in-ten work from home and an equal size group do so at least part of the time.
- Only one-third were born in B.C.

continued...

➤ Demographic Profile (cont'd)

	Total bought (978) %	Total sold (556) %
# of years lived in Region		
Born in BC	17	18
Less than 10 years	35	22
10 - 29 years	29	34
30 years or more	18	23
Primary language spoken in home		
English	82	88
Mandarin	4	3
Cantonese	2	3
Farsi	2	1
Tagalog	2	1
French	1	1
Korean	1	-
Punjabi	<1	<1
Japanese	<1	<1
Other	5	2
Household income		
Less than \$60,000	20	19
\$60,000 to less than \$90,000	25	22
\$90,000 to less than \$120,000	17	17
\$120,000 or more	19	21
Refused	18	20
Extended family living in the home		
Yes	5	6
No	95	94

- Buyers tend to be newer to the region with 35% having lived less than 10 years in the area in contrast to 22% of buyers.
- A language other than English is spoken in the homes of 18% of buyers and 12% of sellers.
- Approximately 5% of households have extended family living with them.



Questionnaire



MUSTEL GROUP
MARKET RESEARCH



REBGV Buyers/Sellers Survey (A593)
May 31, 2007
Final

ASK FOR MALE OR FEMALE HEAD OF HOUSEHOLD

Hello, I'm ___ of Mustel Group Market Research, a professional research firm. We are conducting a survey on behalf of the Real Estate Board of Greater Vancouver among people who have bought or sold property in 2006. Please be assured we are not selling or soliciting anything and all responses are kept strictly confidential. We are interested in your experiences in the housing market to help better serve your needs.

Did you buy or sell a home or residential property in 2006?

- Bought and sold
- Only bought
- Only sold

IF NO END INTERVIEW

How many adults in this household were involved in the buying and/or selling process? IF MORE THAN ONE: In order to randomize who we interview, may I please to speak to the person whose birthday is coming up next?

IF NOT AVAILABLE, OBTAIN GENDER AND ARRANGE CALLBACK APPOINTMENT

GENDER OF SELECTED INDIVIDUAL

- MALE
- FEMALE

Persuaders—only if needed:

This is strictly an opinion survey; we are not selling or soliciting anything. Your number was selected at random for participation in this research from listings of properties recently bought and sold, cross referenced against published telephone listings. The survey is being conducted for the Real Estate Board of Greater Vancouver, a not-for-profit organizations that represents REALTORS®. This study is important as it will help the Real Estate Board of Greater Vancouver better understand the needs of home buyers and sellers. All responses are strictly confidential and anonymous; your identity is never revealed to anyone else, including the client. The survey will take approximately 10-15 minutes to complete depending on your responses. Contact: Noreen Davis: 604-730-3048 or ndavis@rebgv.org

REBGV Buyers/Sellers Survey (A593)
May 31, 2007
Final

Characteristics of Home Purchased/Sold

1. IF BOUGHT: Are you a first-time home buyer?

Yes
No

2. IF BOUGHT: Did you buy a new home or a resale?

New
Resale

3. IF BOUGHT NEW: Did you purchase the home as a pre-sale or pre-completion?

4. IF BOUGHT: What type of home did you buy in 2006? READ IF NECESSARY
IF SOLD: What type of home did you sell in 2006? READ IF NECESSARY

detached single-family
duplex
townhouse
condominium apartment
in-fill (garden cottage or coach house)
mobile/ manufactured home
hotel strata unit PROBE: Fractional share or full ownership?
building lot
OTHER: SPECIFY

IF BOUGHT OR SOLD MORE THAN ONE PROPERTY, REFER TO MOST RECENT PURCHASE IN 2006 FOR REMAINDER OF QUESTIONNAIRE

5. IF BOUGHT: Is the home you bought:
IF SOLD: Was the home you sold:

your principal residence
a vacation home
an investment property
or a second home
OTHER: SPECIFY

IF INVESTMENT PROPERTY IN Q.5 OR BUILDING LOT IN Q.4 USE TERM 'PROPERTY' INSTEAD OF HOME FOR REMAINDER OF QUESTIONNAIRE

REBGV Buyers/Sellers Survey (A593)
May 31, 2007
Final

6. IF BOUGHT: Where is the home you bought?
IF SOLD: Where is the home you sold?

Greater Vancouver Real Estate Board Area:

Burnaby
City of Vancouver
South Delta, Ladner and Tsawwassen
Lions Bay
Maple Ridge
New Westminster
North Vancouver
Pitt Meadows,
Tri-cities (Port Coquitlam, Port Moody, Coquitlam, Anmore, Belcarra)
Richmond
West Vancouver

Bowen Island
Gulf Islands
Sunshine Coast (Sechelt, Gibsons)
Squamish
Pemberton
Whistler

Fraser Valley Real Estate Board Area

Abbotsford
North Delta
Langley
Mission
Surrey
White Rock

Other BC

Greater Victoria
Other Vancouver Island: SPECIFY: _____
Other BC: SPECIFY: _____

Other Canada

Alberta
Manitoba/Saskatchewan
Ontario
Quebec
Maritimes
Northwest Territories

Other

United States
Europe
Hong Kong

Other China
Japan
Other: SPECIFY

REBGV Buyers/Sellers Survey (A593)
May 31, 2007
Final

7. How many homes including vacation and investment property do you own? (NOTE: Any where in the world)
8. IF BOUGHT: How much did you pay for your home? READ RANGES
IF SOLD: How much did you sell your home for? READ RANGES

Less than \$500,000

Is that:

Less than \$200,000
\$200,000 to less than \$300,000
\$300,000 to less than \$400,000
\$400,000 or more

\$500,000 to less than \$1 million

Is that:

Less than \$600,000
\$600,000 to less than \$700,000
\$700,000 to less than \$800,000
\$800,000 to less than \$900,000
\$900,000 or more

More than \$1 million

Is that:

Less than \$1.2 million
\$1.2 to less than \$1.4 million
\$1.4 to less than \$1.6 million
\$1.6 to less than \$1.8 million
\$1.8 to less than \$2 million
\$2 million or more

Decision Criteria

9. IF SOLD: What were your main reasons for selling your home?

UPSIZING
DOWNSIZING
WORK LOCATION CHANGED/BE CLOSER TO WORK
OTHER: SPECIFY

REBGV Buyers/Sellers Survey (A593)
May 31, 2007
Final

The Home Search Process

- 14a. IF BOUGHT: Did you use a REALTOR® to buy your home?
IF SOLD: Did you use a REALTOR® to sell your home?

Yes
No

IF DID NOT USE A REALTOR® SKIP TO Q.22

- b. IF BOTH BOUGHT AND SOLD AND USED REALTOR® FOR BOTH ASK: Did you use the same realtor to both buy and sell your home?

Yes
No

- c. IF NO: Why did you use a different REALTOR®?

15. Where did you first learn about the REALTOR® that helped you buy and/or sell your home? DO NOT READ LIST

PROMOTIONAL ADVERTISEMENT (e.g. CALENDAR, PEN OR FRIDGE MAGNET)
MEDIA ADVERTISEMENT (e.g., NEWSPAPER ADVERTISEMENT)
BUSINESS OR COMMUNITY EVENT (e.g., CHAMBER OF COMMERCE, ROTARY CLUB,
BOARD OF TRADE)
DIRECT MAIL (e.g., BUSINESS CARD, BROCHURE, FLYER)
FOR SALE SIGN
INTERNET WEB SITE
OPEN HOUSE VISIT
REFERRAL PROBE: Friend/family member or other REALTOR®
REPUTATION
PREVIOUSLY USED SAME REALTOR® TO BUY OR SELL A HOME
WALKED INTO A REAL ESTATE OFFICE AND THE REALTOR® WAS ON DUTY
YELLOW PAGES
OTHER: SPECIFY

REBGV Buyers/Sellers Survey (A593)
May 31, 2007
Final

16. What were the most important qualities and skills in choosing your REALTOR®? DO NOT READ LIST

IF USED TWO DIFFERENT REALTORS®: What were the most important qualities and skills in choosing your REALTOR® to sell your home? DO NOT READ LIST
What were the most important qualities and skills in choosing your REALTOR® to buy your home? DO NOT READ LIST

HONESTY, INTEGRITY AND ETHICAL BEHAVIOUR
KNOWLEDGE OF THE LOCAL AREA
KNOWLEDGE OF THE MARKET AND COMPARABLE HOMES FOR SALE
KNOWLEDGE OF THE PROCESS OF BUYING A HOME
TECHNOLOGY SKILLS
NEGOTIATING SKILLS
KNOWLEDGE ABOUT FINANCING
RESPONSIVENESS
OTHER: SPECIFY

- 17a. Overall how satisfied were you with your REALTOR®?

IF USED TWO DIFFERENT REALTORS®: Overall how satisfied were you with the REALTOR® you used to sell your home?
Overall how satisfied were you with the REALTOR® you used to buy a home?

Very satisfied
Somewhat satisfied
Neither satisfied nor dissatisfied
Somewhat dissatisfied
Very dissatisfied

- b. Why do you say that? PROBE FULLY

18. IF SOLD HOME: Overall, how would you rate the value provided by your realtor relative to the fees you paid? READ SCALE

Very good value
Somewhat good value
Not very good value
Not at all good value

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19. What were the three most valuable services provided by your REALTOR®? DO NOT READ LIST
- IF USED TWO DIFFERENT REALTORS®: What were the three most valuable services provided by the REALTOR® that sold your home? DO NOT READ LIST
What were the three most valuable services provided by the REALTOR® that bought your home? DO NOT READ LIST
- HELPED TO DETERMINE WHAT COULD AFFORD
HELPED TO DETERMINE NEIGHBOURHOODS AND COMMUNITIES BEST SUITED TO NEEDS
HELPED WITH PAPERWORK
TOOK TO OPEN HOUSES
PLACING/NEGOTIATING OFFERS
REVIEWED SALES/CONTRACTS OF PURCHASE
COORDINATED APPRAISAL, HOME INSPECTION
ATTENDED CLOSING
STAGING
OTHER: SPECIFY
20. IF BOUGHT: Did you read the *Working With a REALTOR®* brochure and sign it?
YES
No
Do not recall
21. Did your REALTOR® explain their roles and responsibilities?
- IF USED TWO DIFFERENT REALTORS®: Did the REALTOR® that sold your home explain their roles and responsibilities?
Did the REALTOR® that bought your home explain their roles and responsibilities?
22. Are you aware of the consumer protection available through using a professional REALTOR® such as errors and omissions insurance, real estate council for complaints and a special compensation fund?
- Yes
No

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- 23a. IF BOUGHT: Where did you first learn about the home you bought? DO NOT READ LIST
IF SOLD: How did your REALTOR® market your home for sale? DO NOT READ LIST

NEWSPAPER: PROBE: Major Daily Newspaper (e.g., *Vancouver Sun*)
Local Newspapers (e.g., *Burnaby Now*, *North Shore News*,
Richmond Review, *West Ender*)
The Real Estate Weekly
Realtylink Newspaper

FLYERS/DIRECT MAIL

DRIVING/CYCLING/WALKING BY

INTERNET: PROBE: MLS.Ca
Realtylink.Org
Real Estate Company Website
Own website
Other: SPECIFY

YARD SIGN

OPEN HOUSE

FOR SALE BY OWNER AD OR SIGN

WORD OF MOUTH (FRIENDS, FAMILY, COLLEAGUES)

RELOCATION COMPANY

IF BOUGHT: REALTOR®

IF SOLD: EXCLUSIVE- REALTOR® HAD LIST OF CLIENTS

OTHER: SPECIFY

24. IF BOUGHT: What was your most useful source of information about homes for sale? READ LIST IN RANDOM ORDER

REALTOR®

Internet

Daily newspaper

Local newspaper

Real Estate Weekly

Yard signs

Other: SPECIFY

25. How useful did you find the Internet? READ SCALE

Very useful

Somewhat useful

Not very useful

Not at all useful

DID NOT USE INTERNET

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26. IF BOUGHT: How did you most like to receive information on homes for sale from your REALTOR®?

telephone call
fax
email
text message
in person
Other SPECIFY

Financing

27. IF BOUGHT: What was the source of your down payment? READ IF NECESSARY

equity from the sale of a previous home
equity from sale of a secondary home such as a cabin, cottage
equity from the sale of an investment property
equity from the sale of bonds, GICs, RRSPs
family (includes gift)
gift (from non-family member)
inheritance
sale of assets such as a car, art, jewellery
winnings from gaming (lotteries, casino, horse races)
savings

28. IF USED RRSP: Could you have used more of your RRSP then the \$20,000 that is allowed?
IF YES: How much in total would you have liked to use?

29. IF BOUGHT: Approximately what percentage of the purchase price did you finance?

- 30a. IF SOLD: Were you aware of the need to pay property transfer tax?

Yes
No SKIP TO Q.31
NOT REQUIRED TO PAY SKIP TO Q.31

- b. Were you aware of the amount you were required to pay?

Yes
No

Future Plans

31. Do you plan to buy or sell a home or property within the next five years?

Yes
No
MAYBE/UNSURE

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Demographics

And, I have just a few more questions for classification purposes...

- A. Into which of the following age categories do you fall?
- 18 to 24 years
 - 25 to 34 years
 - 35 to 44 years
 - 45 to 54 years
 - 55 to 64 years
 - 65 to 74 years
 - 75 to 84 years
 - 85 years or older
- B. What is your marital status?
- Single
 - married or common law
 - divorced
 - widowed
- Ci. How many people including yourself live in this household?
- No. ___
- ii. IF MORE THAN ONE:
- How many are:
- Under 10 years of age
 - 10 to 17 years of age
 - 18 years of age or over
- iii. IF TWO OR MORE ADULTS ASK: Do you have any extended family living with you?
- Yes
 - No
- D. What is the highest level of education you have had the opportunity to complete? **(READ)**
- Less than Grade 12
 - Grade 12 graduation
 - Technical or vocational school
 - Some college or university
 - University degree or college diploma
 - Post-graduate degree

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E. Are you currently: (**READ LIST**)

Employed: PROBE: Do you tend to work from home or outside the home?
Self employed PROBE: Do you tend to work from home or outside the home?
Not working
Student
Retired

Fi. Where were you born?

Vancouver
Bowen Island
Gulf Islands
Sunshine Coast (Sechelt, Gibsons)
Squamish
Pemberton
Whistler
SKIP TO Q.G IF ANSWER ANY OF THE ABOVE

Other BC
Other Canada
United States
China
Japan
Korea
India
Other SPECIFY

ii. How long have you lived in this area of BC?

G. What is the primary language spoken in your home?

English
French
Cantonese
Mandarin
Japanese
Korean
Punjabi
Other SPECIFY



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Hi. Which of the following categories best describes your total annual household income before taxes?

Less than \$60,000

Is that:

Less than \$45,000

\$45,000 or more

\$60,000 to less than \$90,000

Is that:

less than \$75,000

\$75,000 or more

\$90,000 or more

Is that:

\$90,000 to less than \$105,000

\$105,000 to less than \$120,000

\$120,000 or more

ii. IF MORE THAN ONE HOUSEHOLD MEMBER: How many income earners are there in this household?

Thank you. That completes our survey.

In case my supervisor may wish to verify this survey, may I please have your first name or initial?
