

2017

CANADIAN HOME BUYER PREFERENCE NATIONAL STUDY



*Conducted and Produced by Avid Ratings Canada
in partnership with the Canadian Home Builders' Association*

Canadian
Home Builders'
Association



History of this research study...



Year Three of this Landmark Study

CHBA Home Buyer Preference Study

- ❖ Nearly 22,000 recent new home buyers surveyed across Canada
- ❖ 12.7% Response Rate for 2017 Study
- ❖ Results by Province (6 provinces participated)
- ❖ Segmentation of data available by:
 - ✓ Location
 - ✓ Buyer Type
 - ✓ Age Group
 - ✓ Home Type
 - ✓ Price



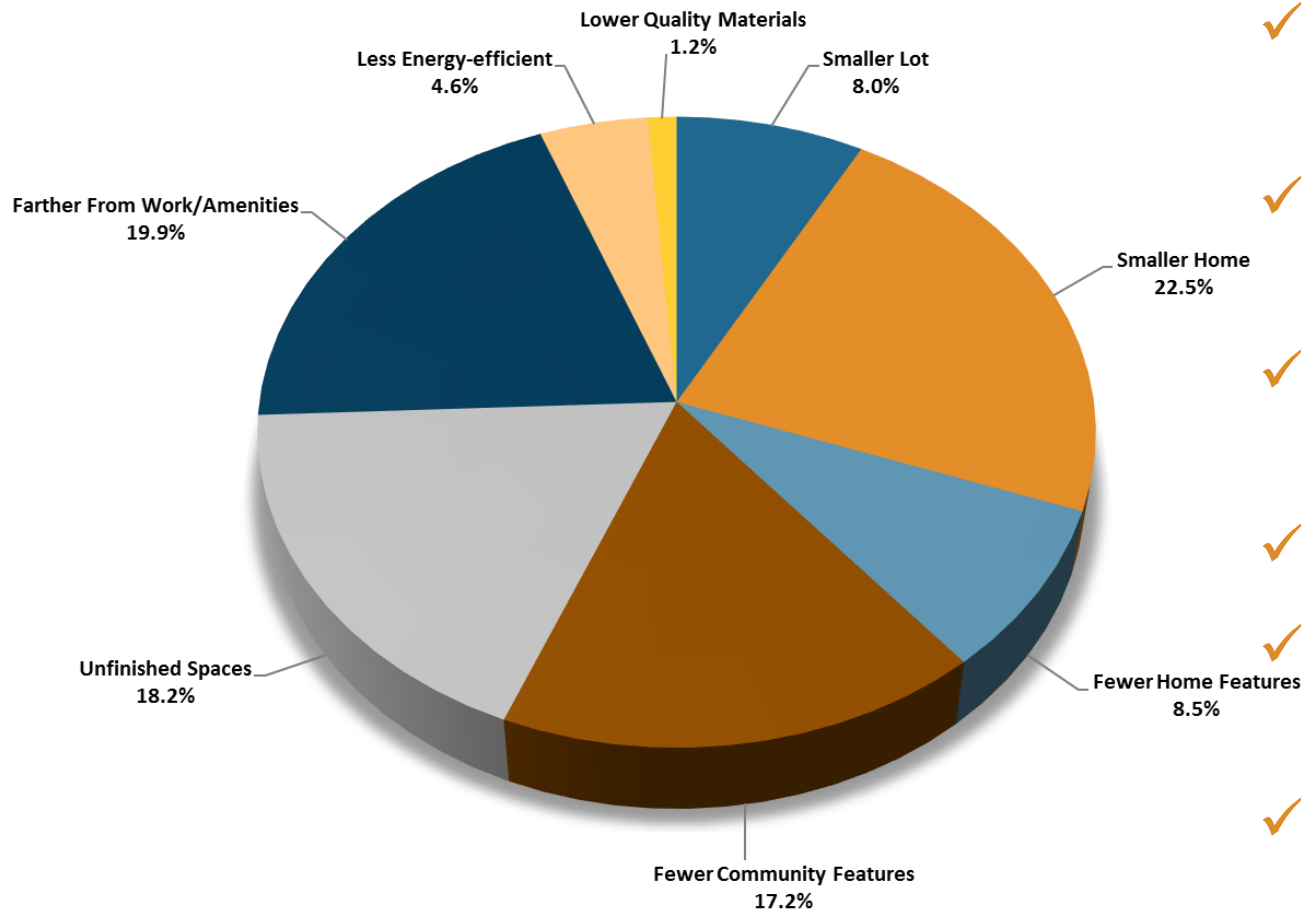
Year Three of this Landmark Study

CHBA Home Buyer Preference Study

- ❖ Detailed data collected on:
 - Marketing resources used in decision-making process
 - ✓ Initial resources used to find a builder
 - ✓ Resources used in final decision making
 - Home features
 - ✓ Interior features
 - ✓ Exterior features
 - ✓ Building amenities
 - ✓ Community features
 - Energy efficiency, construction methods & materials



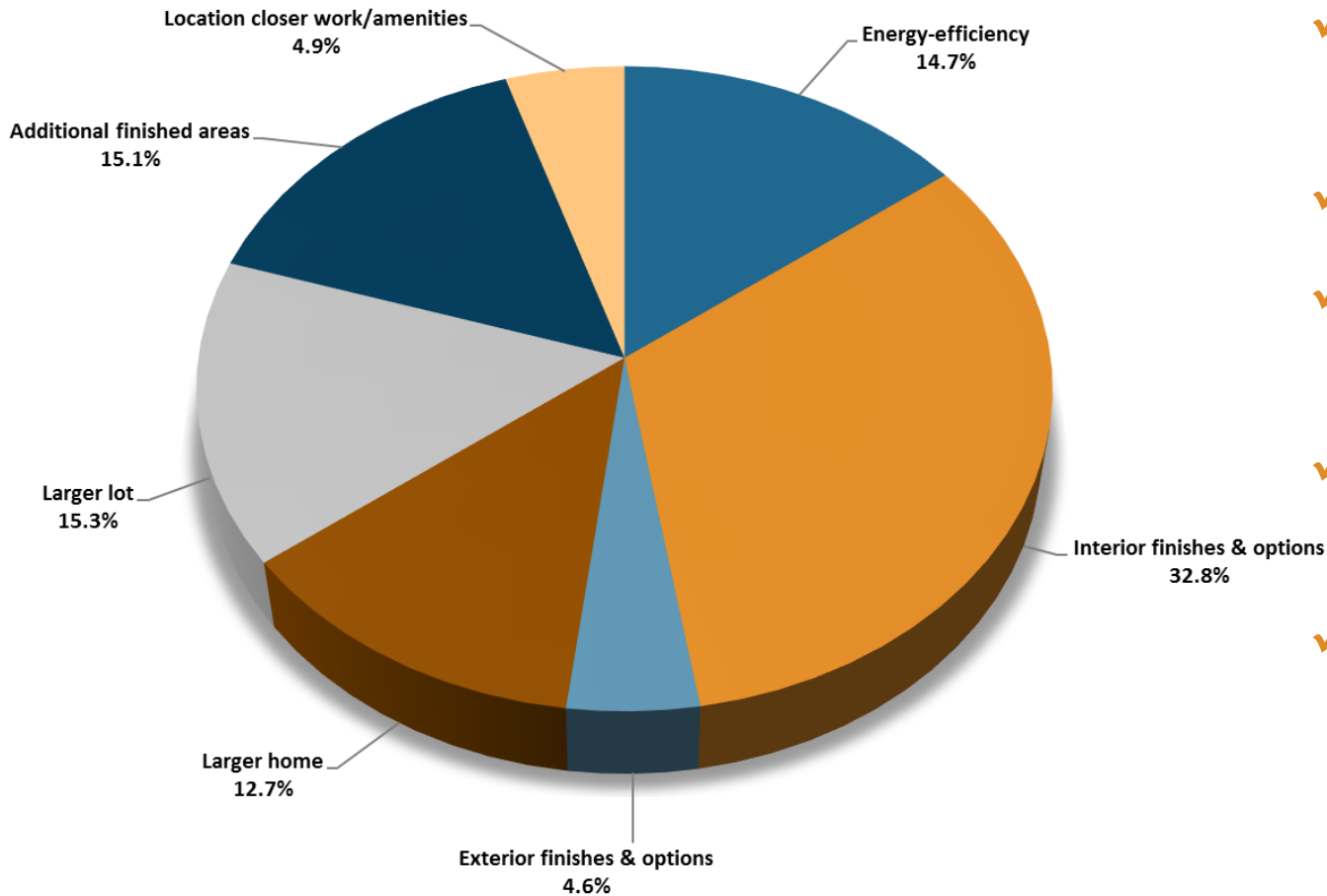
What are respondents most willing to accept to make their next home more affordable?



- ✓ Smaller home 23%
- ✓ Location farther from work/amenities 20%
- ✓ Unfinished spaces 18%
- ✓ Fewer community features 17%
- ✓ Smaller lot 8%
- ✓ Fewer home features 9%
- ✓ **Not lower quality or less energy-efficiency**

Buyer Profile

If you had an extra \$10,000 to spend on one thing in your next home, what would you put it towards?



- ✓ Interior finishes 33%
- ✓ Larger lot 15%
- ✓ Finished areas 15%
- ✓ Energy-efficiency 15%
- ✓ Larger home 13%

Top 10 “Must Have” Home Features Overall

1. Walk-in closets
2. Energy-efficient appliances
3. High-efficiency windows
4. Linen closets
5. Overall energy-efficient home
6. Kitchen islands
7. Open concept kitchens
8. Large windows
9. 2-Car garage
10. HRV-ERV Air Exchange



Three Recurring Themes in Top 10 List

1. Seeking storage

- Walk-in closets, linen closets, 2-car garage

2. Kitchen is key

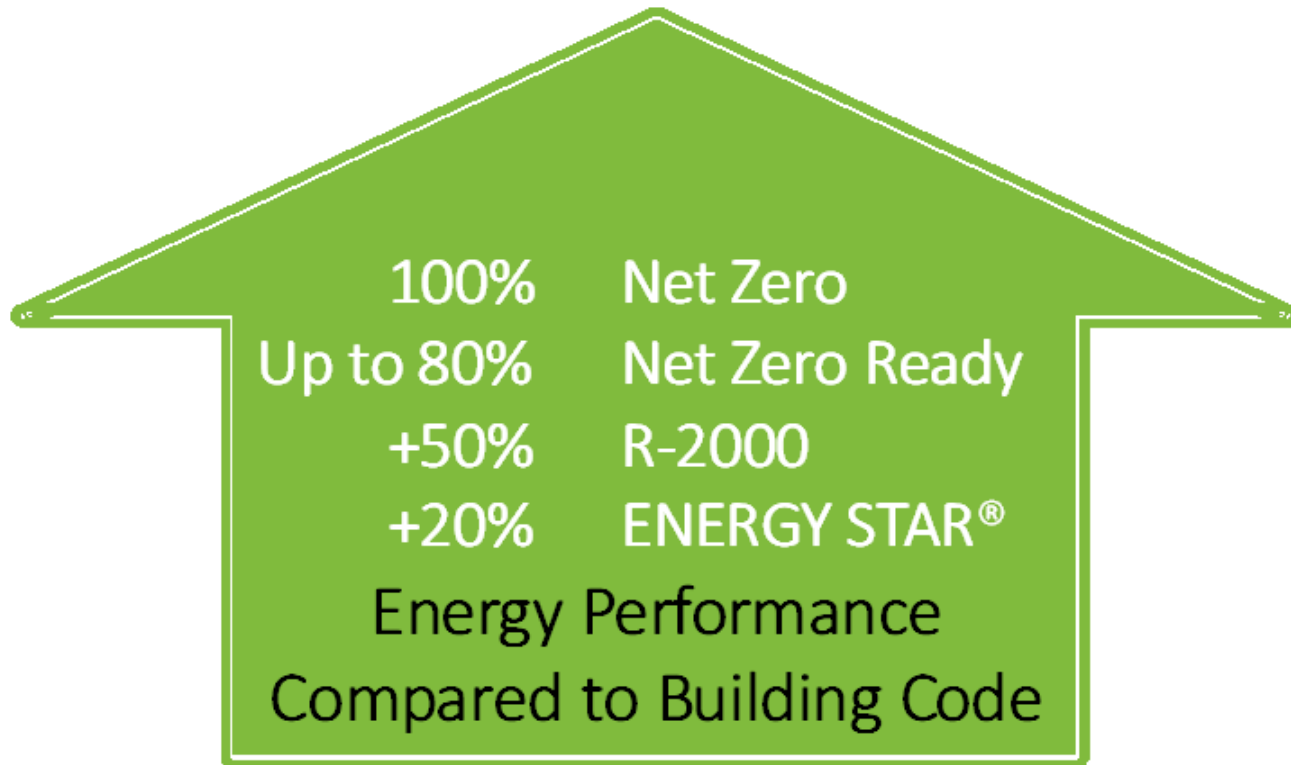
- Open-concept kitchens, kitchen islands

3. Energy-efficiency is essential

- Energy-efficient appliances, high-efficiency windows, overall energy-efficient home, HRV-ERV Air Exchange

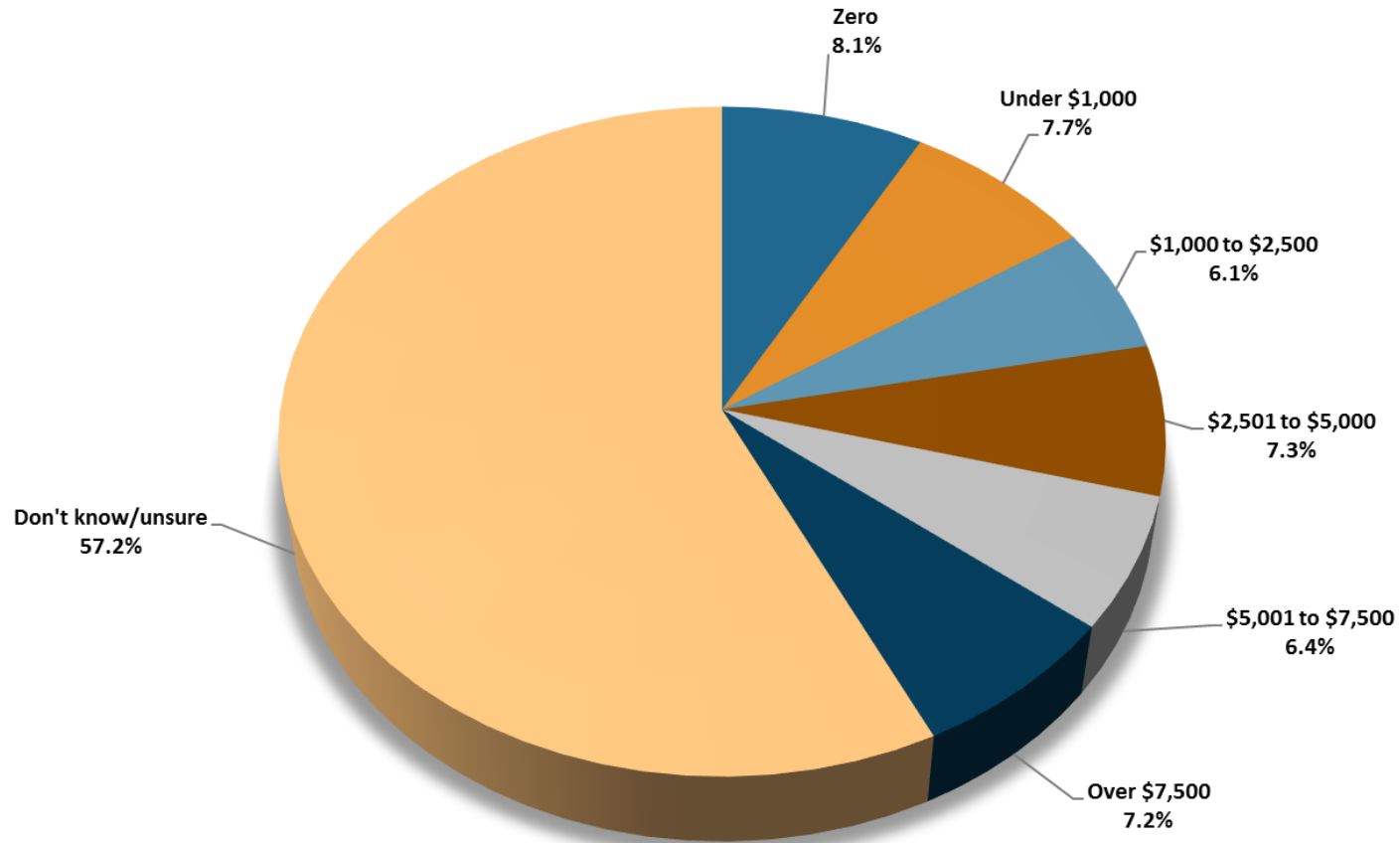


Energy-Efficiency Preferences



Energy-Efficiency – Dollars & “Sense”

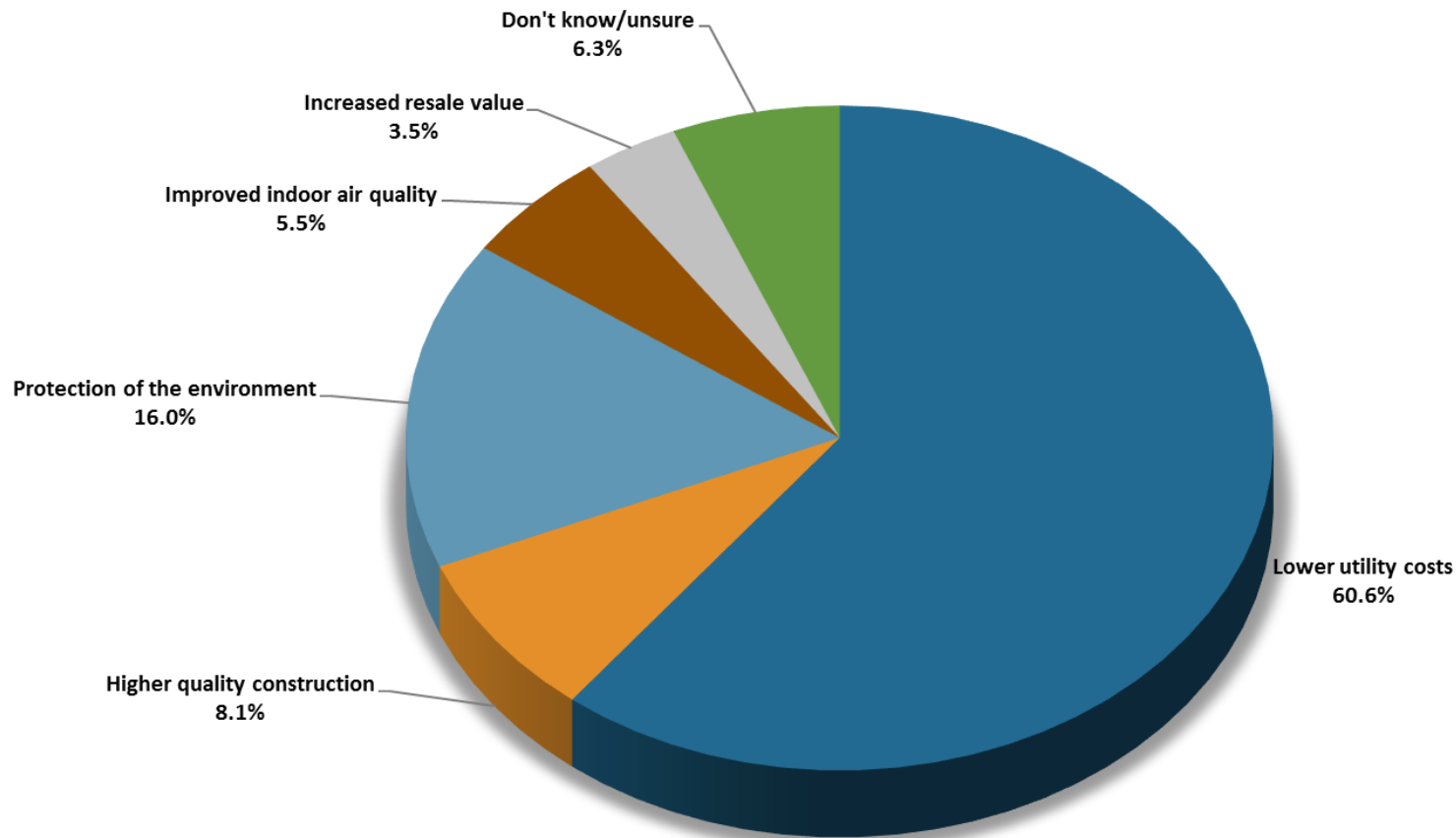
Paid for Energy Efficiency



27% paid over \$1,000 with
7% paying over \$7,500.

Energy-Efficiency – Dollars & “Sense”

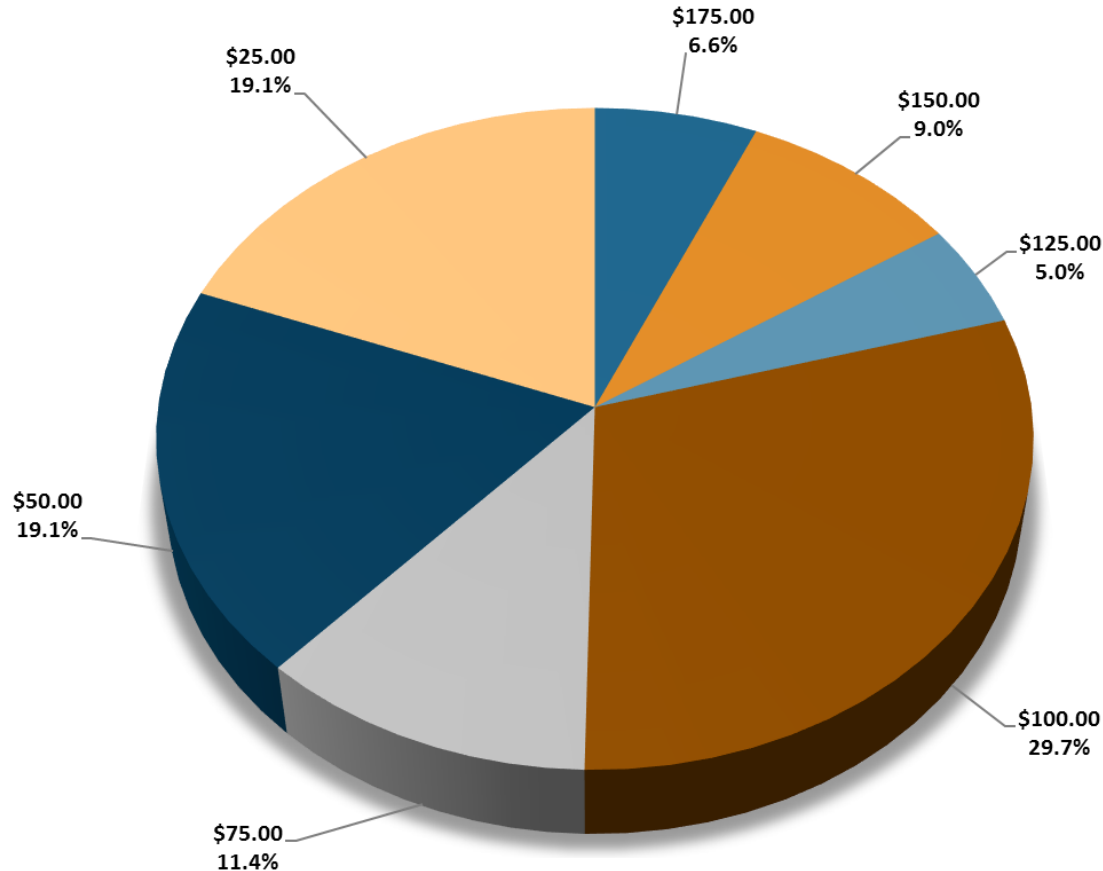
Motivates to Energy Efficiency



Lower utility costs is the key driver, followed by protection of the environment.

Energy-Efficiency – Dollars & “Sense”

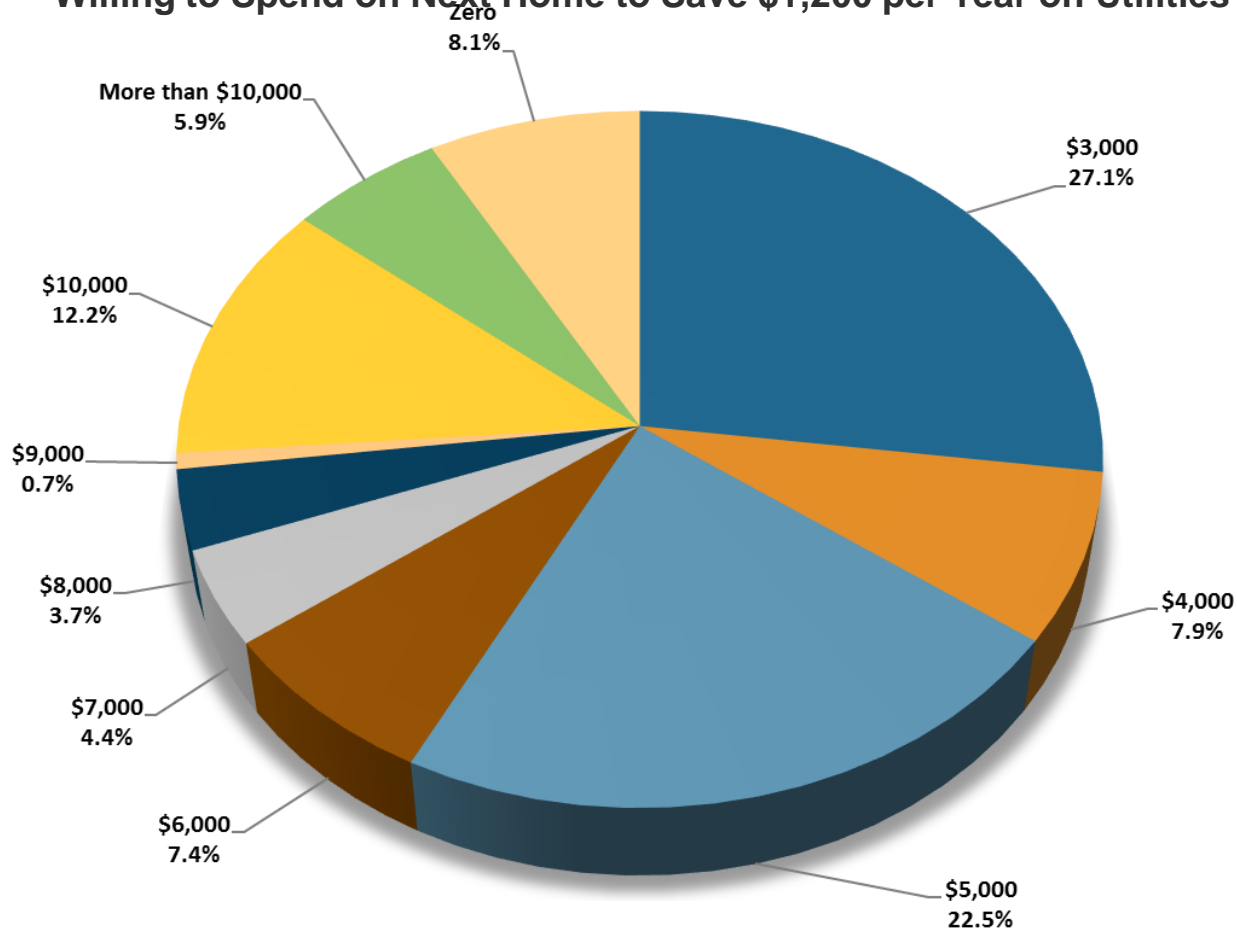
Additional Monthly Mortgage to Save \$100 per Month on Utilities



30% seeking a breakeven,
50% looking for a return and 21% would
invest more than the return.

Energy-Efficiency – Dollars & “Sense”

Willing to Spend on Next Home to Save \$1,200 per Year on Utilities



58% would invest \$3,000 to \$5,000.

16% would invest \$6,000 to \$9,000. 18% would invest \$10,000+

Only 8% would invest nothing.

Energy-efficiency Trends & Observations

1. Four items in “Top 10 List” relate to energy-efficiency (energy-efficient appliances, high-efficiency windows, overall energy-efficient home, HRV-ERV).
2. LED lighting is on a steep trend upwards.
3. Solar power generation is still low but on an upwards trend.
4. Certification by a “designated program” (e.g. ENERGY STAR®) is a “must have” to 52% of respondents (79% “must have” or “really want”).



Interested in learning more?



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 Avid[®]
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Canada

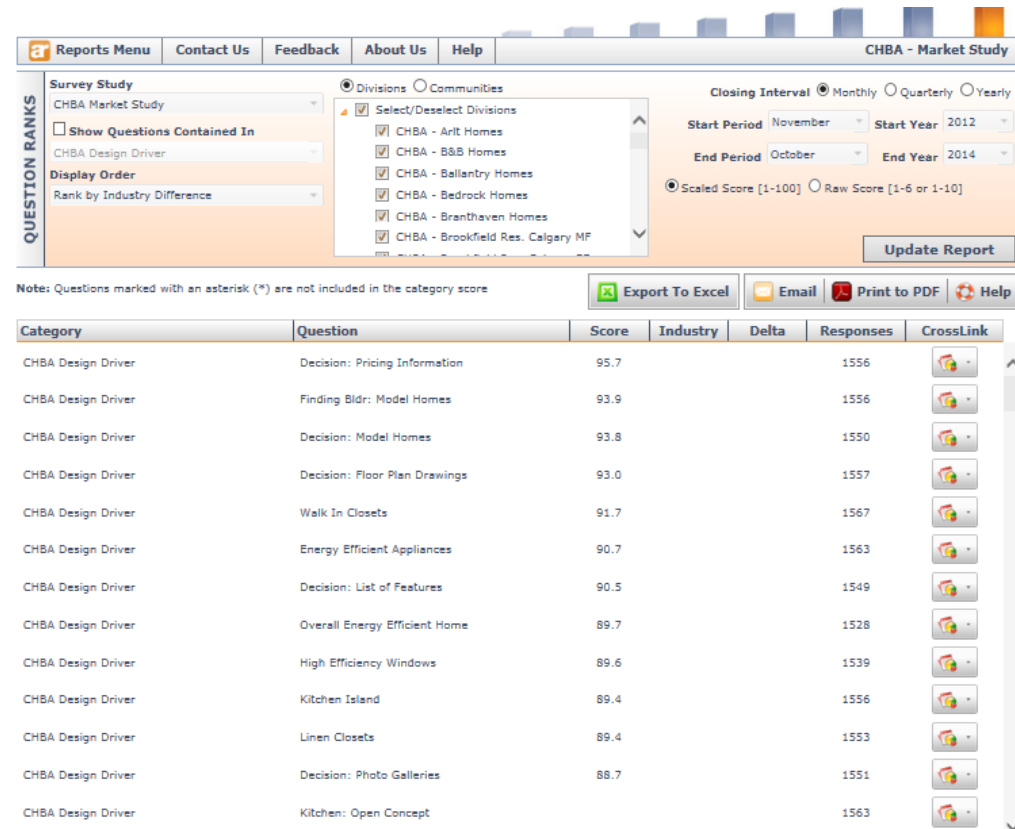
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2017 Report is available at www.chba.ca/survey

Purchasers will also receive access to the survey data in Avid Reports software.

- Question Ranking, Frequency Reporting, & more
- User defined/specified data-mining of all survey questions
- Drill-downs by home type, buyer type, age group, price, province
- Participant builders obtain all data from their home buyers complimentary (which can be compared to Industry Averages)



The screenshot displays the CHBA Market Study software interface. At the top, there is a navigation bar with links: Reports Menu, Contact Us, Feedback, About Us, and Help. Below this, a sidebar on the left contains a 'QUESTION RANKS' section with a 'Survey Study' dropdown set to 'CHBA Market Study'. A 'Show Questions Contained In' dropdown is set to 'CHBA Design Driver'. The 'Display Order' is set to 'Rank by Industry Difference'. The main panel shows a list of divisions with checkboxes: CHBA - Arit Homes, CHBA - B&B Homes, CHBA - Ballantry Homes, CHBA - Bedrock Homes, CHBA - Branthaven Homes, and CHBA - Brookfield Res. Calgary MF. To the right, there are settings for 'Closing Interval' (Monthly, Quarterly, Yearly), 'Start Period' (November), 'Start Year' (2012), 'End Period' (October), and 'End Year' (2014). Below these are radio buttons for 'Scaled Score [1-100]' and 'Raw Score [1-6 or 1-10]'. An 'Update Report' button is at the bottom right. A note states: 'Note: Questions marked with an asterisk (*) are not included in the category score'. Below the note are buttons for 'Export To Excel', 'Email', 'Print to PDF', and 'Help'. The main table has columns: Category, Question, Score, Industry, Delta, Responses, and CrossLink. The table lists 13 questions with their respective scores and response counts.

Category	Question	Score	Industry	Delta	Responses	CrossLink
CHBA Design Driver	Decision: Pricing Information	95.7			1556	
CHBA Design Driver	Finding Bldr: Model Homes	93.9			1556	
CHBA Design Driver	Decision: Model Homes	93.8			1550	
CHBA Design Driver	Decision: Floor Plan Drawings	93.0			1557	
CHBA Design Driver	Walk In Closets	91.7			1567	
CHBA Design Driver	Energy Efficient Appliances	90.7			1563	
CHBA Design Driver	Decision: List of Features	90.5			1549	
CHBA Design Driver	Overall Energy Efficient Home	89.7			1528	
CHBA Design Driver	High Efficiency Windows	89.6			1539	
CHBA Design Driver	Kitchen Island	89.4			1556	
CHBA Design Driver	Linen Closets	89.4			1553	
CHBA Design Driver	Decision: Photo Galleries	88.7			1551	
CHBA Design Driver	Kitchen: Open Concept				1563	

Big Data

Get Involved to Grow the Study for 2018

- ❖ Extremely easy to participate
- ❖ Receive your respondents data for free
- ❖ Receive the full study at a 60% discount
- ❖ The more builders that participate, the more the data can be mined by market area

