

# Webinar

## Top Canadian Home Buyer Trends Heading Into 2022

Learn about the most recent results from the 2021 CHBA Homebuyer Preference Study powered by Avid Ratings Canada. How has the pandemic affected buying preferences? How do people feel about aging in place features? What are the trends in energy efficiency, design features, and proximity preferences?



Kevin Lee  
CEO



Tim Bailey  
Chief Strategy Officer



## 2021 CHBA Homebuyer Preference Study powered by Avid Ratings

- 7<sup>th</sup> year of research study
- Surveyed 18,838 new homebuyers
  - Nearly 150,000 surveyed since Year 1
- Received 1.496 responses
  - Nearly 17,000 responses since Year 1
- 72 participating builders
- 5 participating provinces
- Surveys fielded from 06/14/22 to 09/27/21

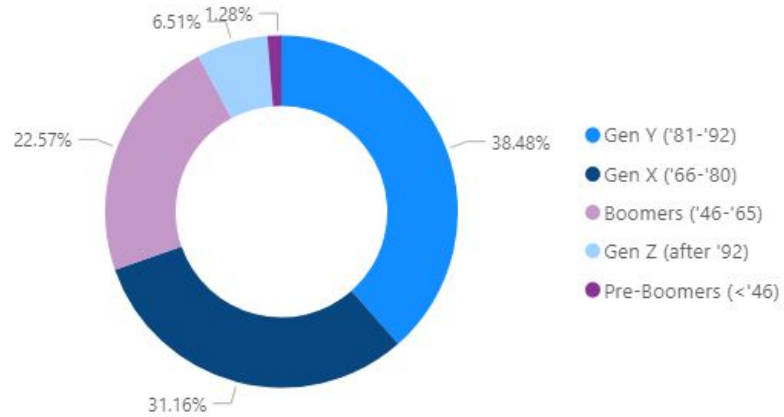


# New for the this year

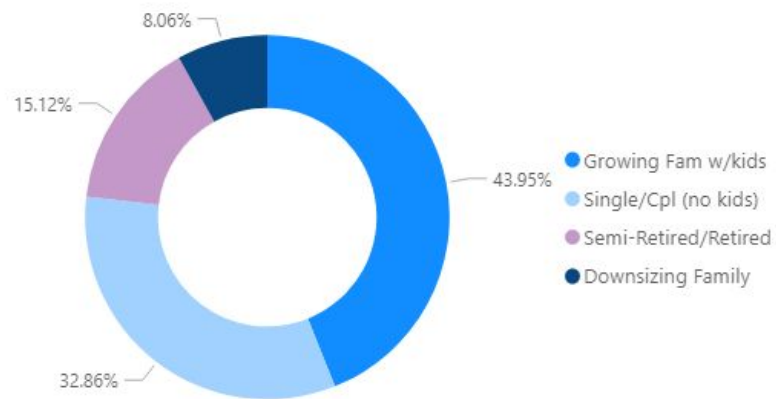
- Updates to the survey instrument:
  - Additional questions on buyer profiles
  - Additional questions on home features
  - New section on aging in place
  - New section on convenience/luxury features
  - New question on the impact of Covid on purchasing decisions



Age Range



Buying Profile



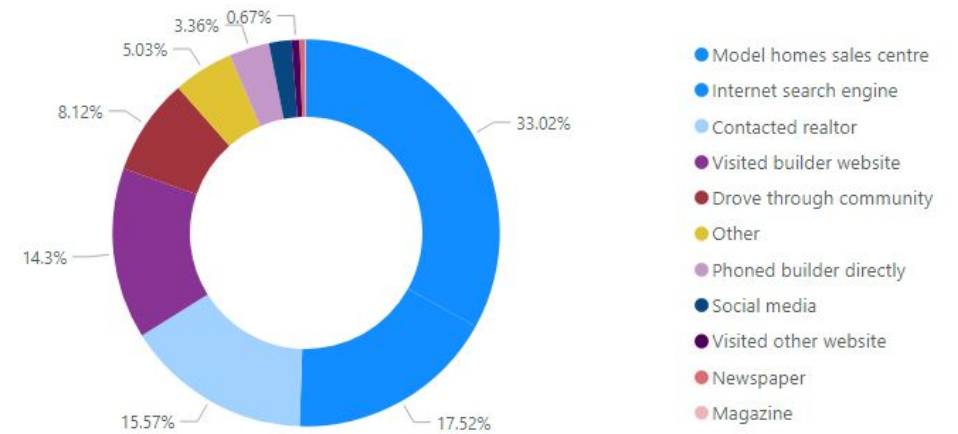
## Today's new home buyers

- Largest age cohort buying new homes in 2021 is the Millennial generation
- Largest buyer profile of new home buyers in 2021 is the “Growing Family with Kids”
- 61% of new home buyers have an annual household income over \$100,000 in 2021
- Largest activity is in the \$500,000 to \$750,000 price range

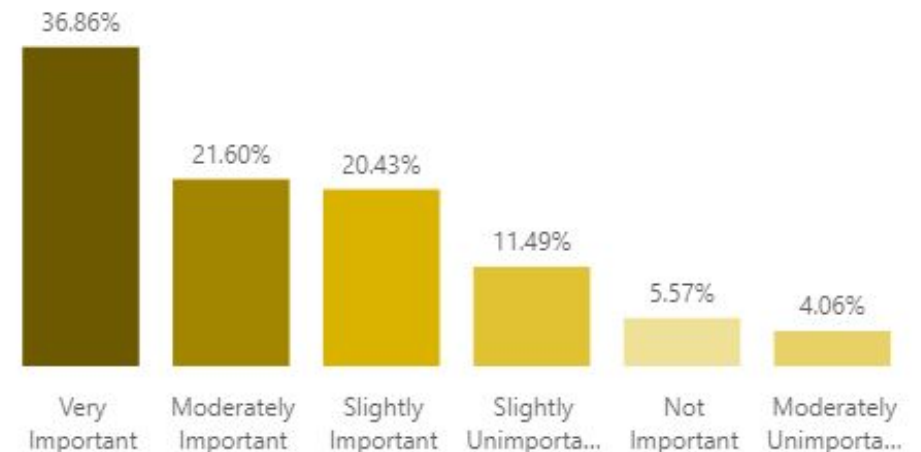
## Preferred resources for “finding a builder”

- 6% increase in the use of “online research” from pre-pandemic to current data
- Finding a builder by visiting model homes is down by 6.5% from last year
- 77% of buyers indicate that the Internet is an important resource to find a builder
- 88% of buyers indicate that a builder’s website is an important resource to find a builder

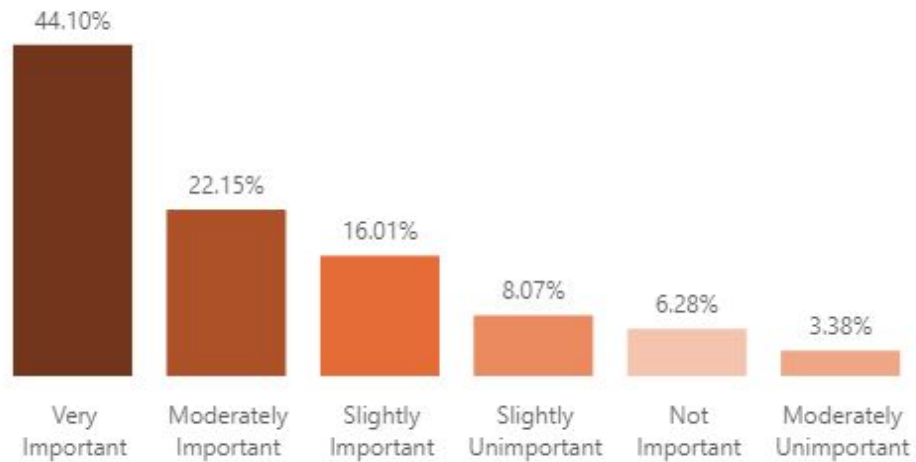
First Resource Used



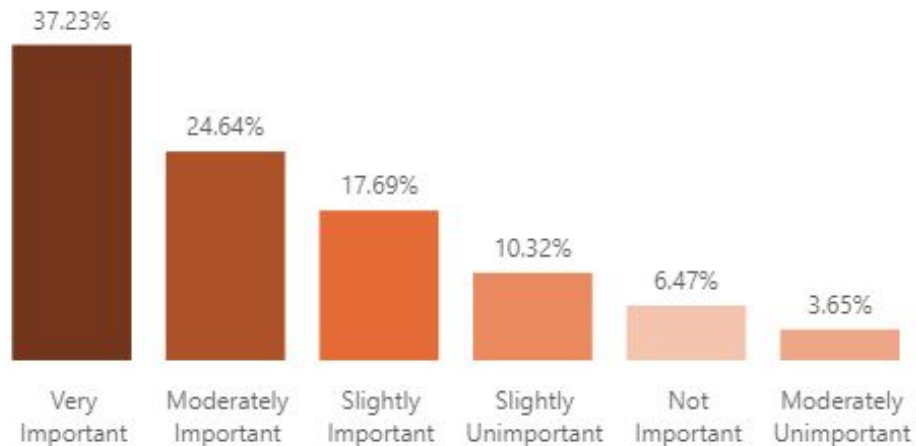
Builder's Website



### Online Interactive Floor Plans



### Customer Reviews



## Preferred resources for “final purchasing decision”

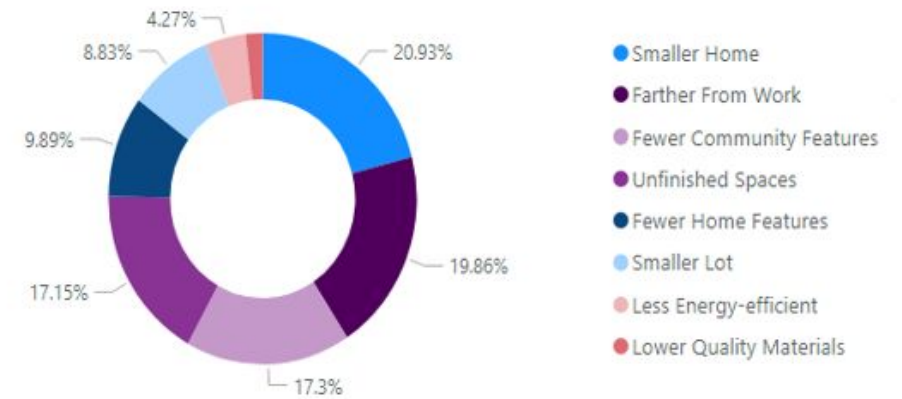
- Online home feature selection tools increase by 3.6% in importance
- Online interactive floor plans increase by 3.5%
- Online reviews important to 80% of homebuyers (compared to referrals important to 64%)
- Other “validation” methods increasing in importance (e.g. design awards)



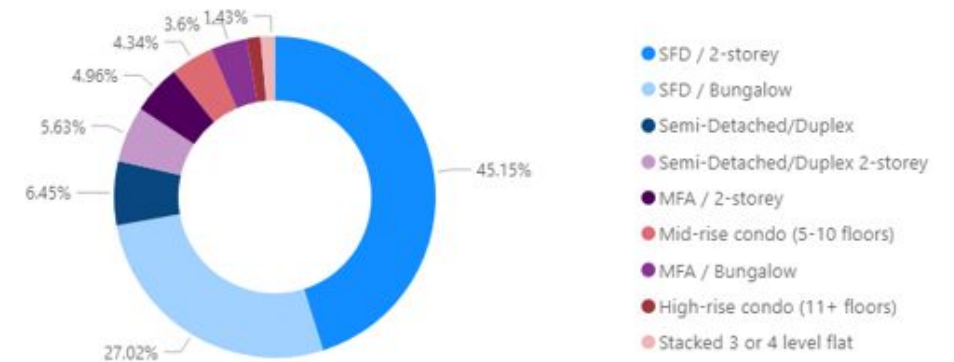
## Future Purchasing Considerations

- Largest segment would accept a smaller home to make next home more affordable
- 19.9% would move further from work/amenities
- 72.2% of respondents will be seeking a single-detached home for their next home
- 72% of buyers will be seeking a single-detached home for their next home

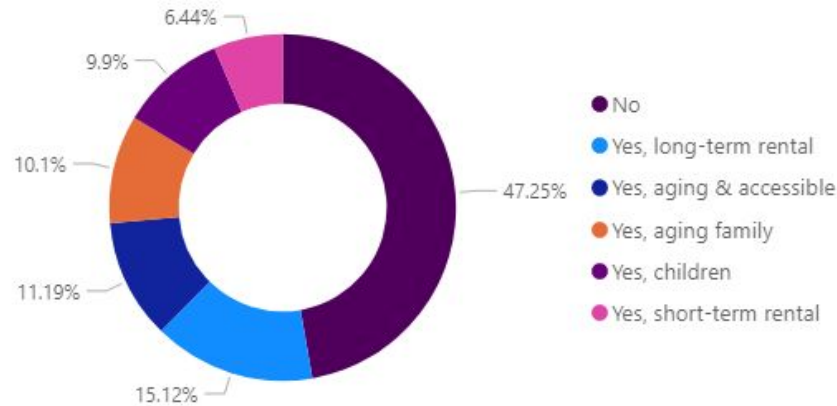
Willing To Accept To Make Next Home More Affordable



Type Of Home

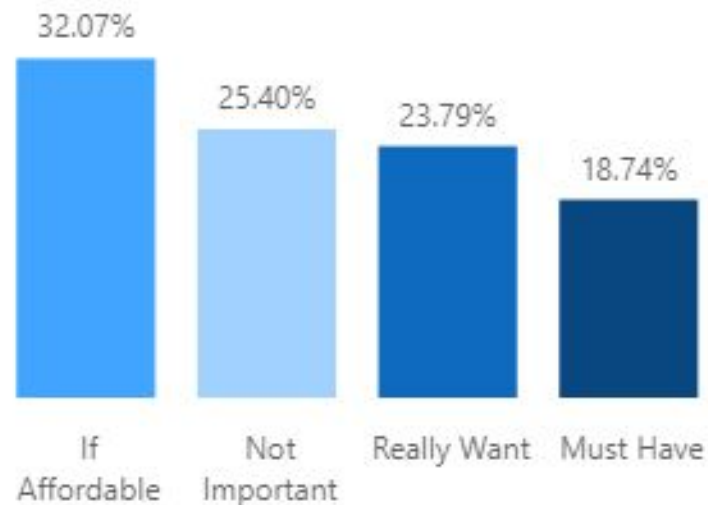


### Legal Secondary Suite



If you were in the market for a new home, would you be looking for a legal secondary suite (separate entrance, kitchen, full bath, living space)?

### Second Primary Suite



## Legal secondary suite in next home

- New question in the 2021 study
- 52.8% of buyers would be seeking a legal secondary suite in their next home
- Largest segment for long-term rental at 15.1%
- 21.3% for aging family members
  - 11.2% requiring aging/accessibility features
- Second primary suite is a “must have” or “really want” feature to 43% of buyers



## Top 10 Home Features

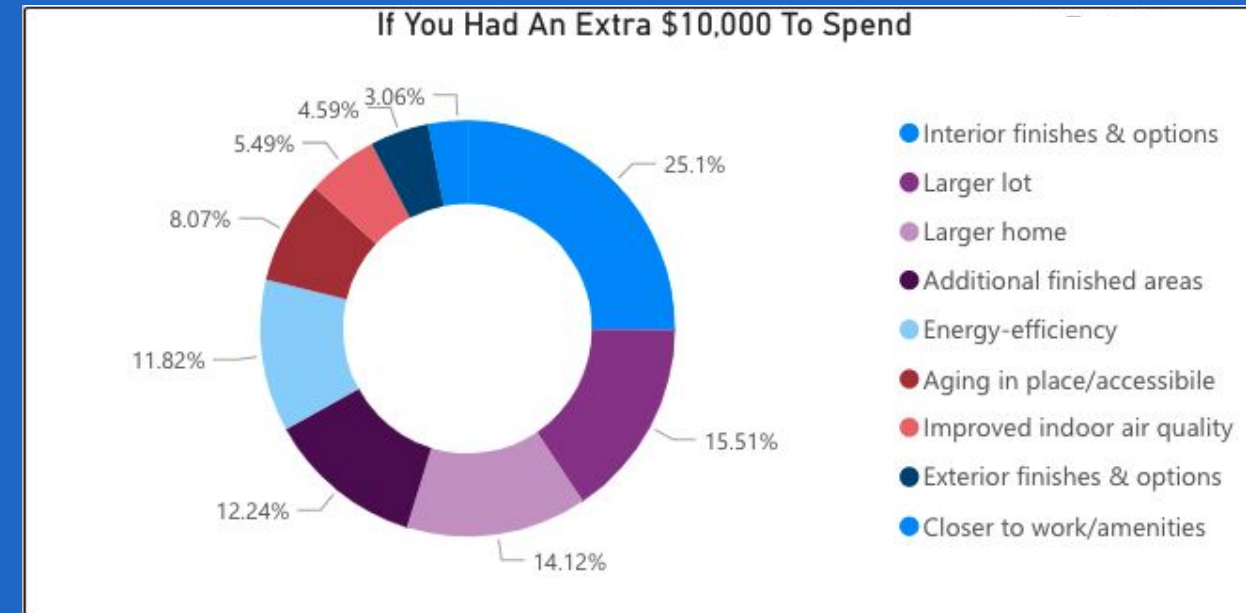
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1. High efficiency windows
2. Energy efficient appliances
3. Overall energy efficient home
4. Walk-in closets
5. Kitchen island
6. HRV/ERV air exchange system
7. Open-concept kitchen
8. Linen closets
9. Two-car garage
10. Large windows

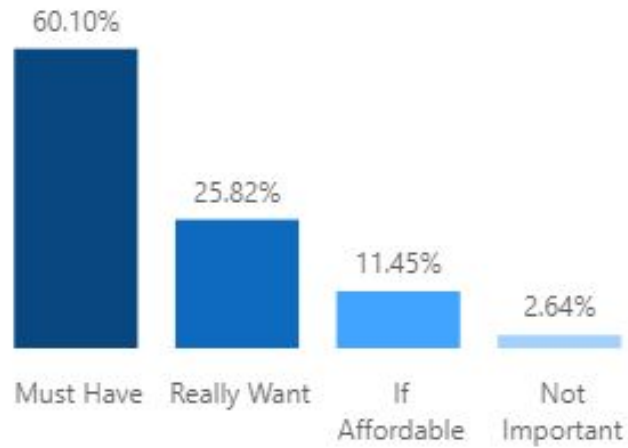
## Where would homebuyers spend extra money?

- Changes since 2020:
  - Interior finishes/options down from 30.4%
  - Energy efficiency down from 16.2%
  - Closer to work/amenities down from 5.7%
  - Larger lot up from 13.3%
  - Larger home up from 13.1%

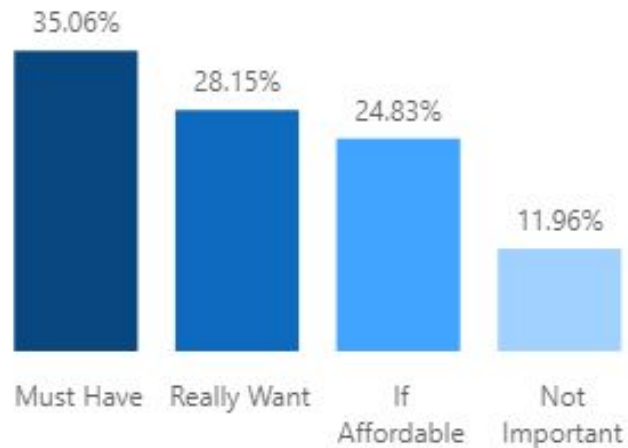


\*Two new answer-set options were added to this question in 2021 so direct comparison between 2020 and 2021 is not exact.

### Walk-In Closets



### Home Office



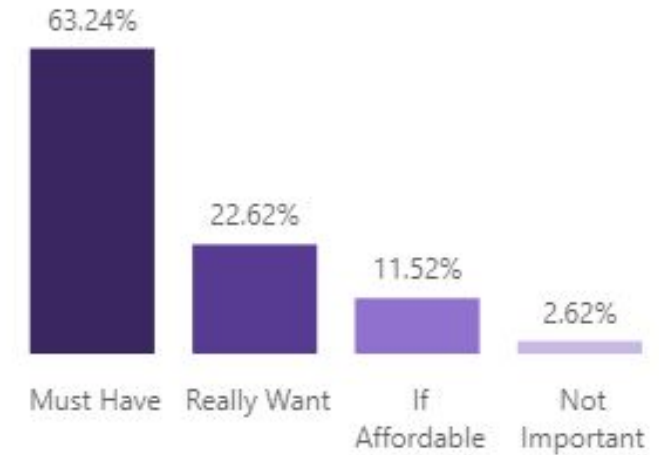
## Interior features

- Top 5 ranked features interior features are:
  - Walk-in closets
  - Linen closets
  - Large windows
  - Structured wiring
  - Upstairs laundry

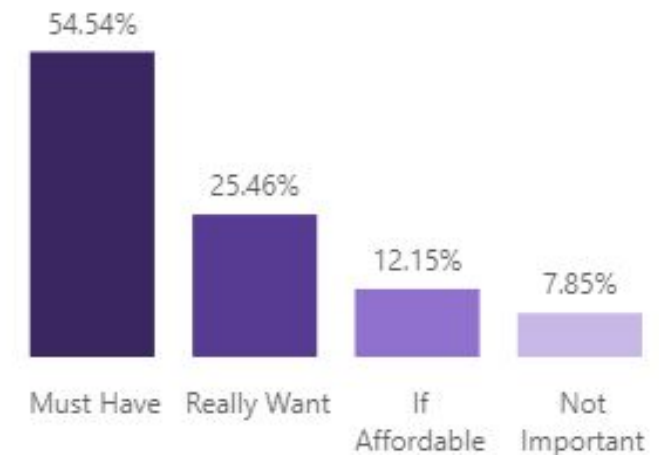
# Kitchen features

- Most important kitchen features are:
  - Energy-efficient appliances
  - Kitchen island
  - Open-concept kitchen
- Over-sized kitchens on an upward trend
- Quartz countertops are the most desired counter type
- Most desired cabinet type is “wood-natural or stained”
- Flooring preference for the kitchen is “hardwood/wood-looking”

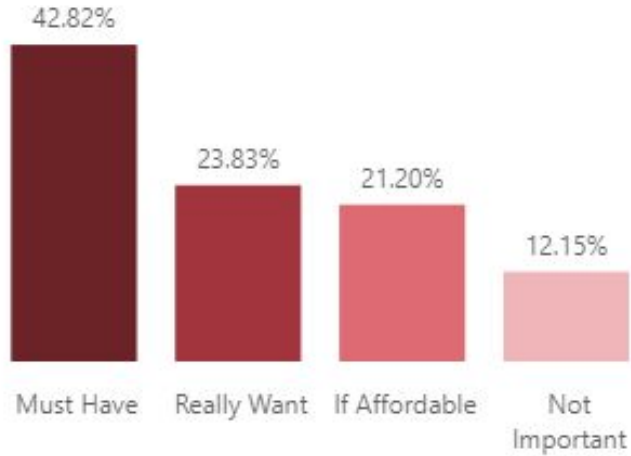
## Energy Efficient Appliances



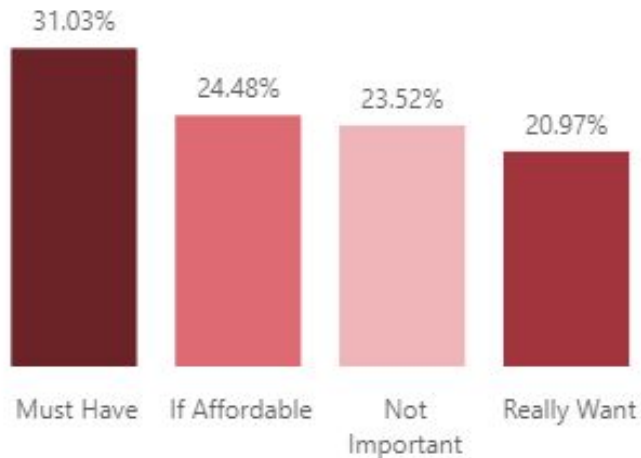
## Hardwood/Wood-Look Floor



### Double Sinks



### Main Floor Primary



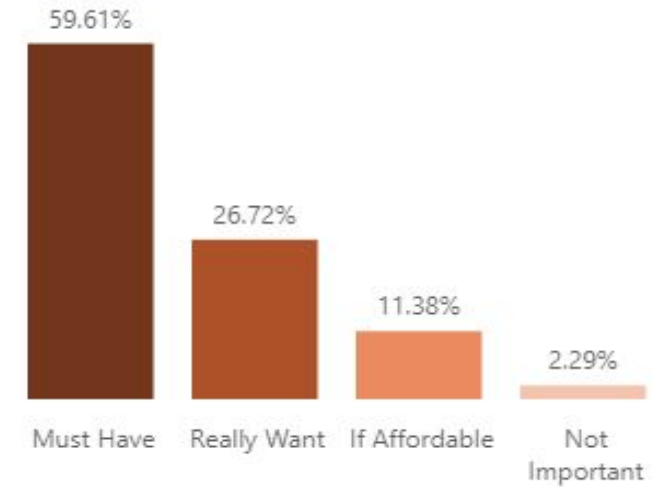
## Primary suite features

- Most important primary suite features are:
  - Walk-in closets
  - Double sinks
  - Oversized shower
- Main-floor primary suite is in spot #4 (a “must have” or “really want” feature to 52% of buyers)

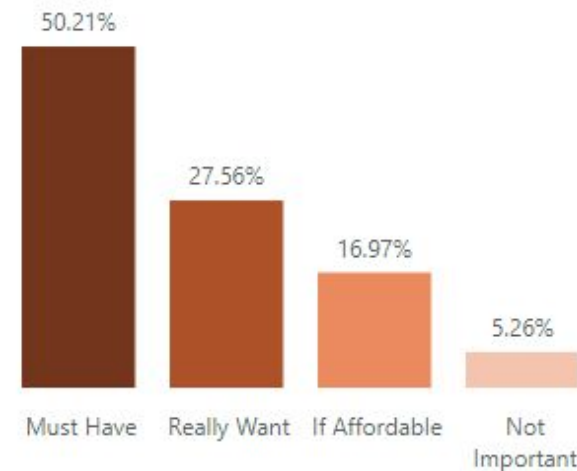
## Energy efficiency/sustainability

- Most important energy efficiency/sustainability features:
  - High efficiency windows
  - Overall energy efficient home
  - HRV/ERV air exchange system
- Certification by a 3rd party rating system came in 4th spot in this section

Overall Energy Efficient Home

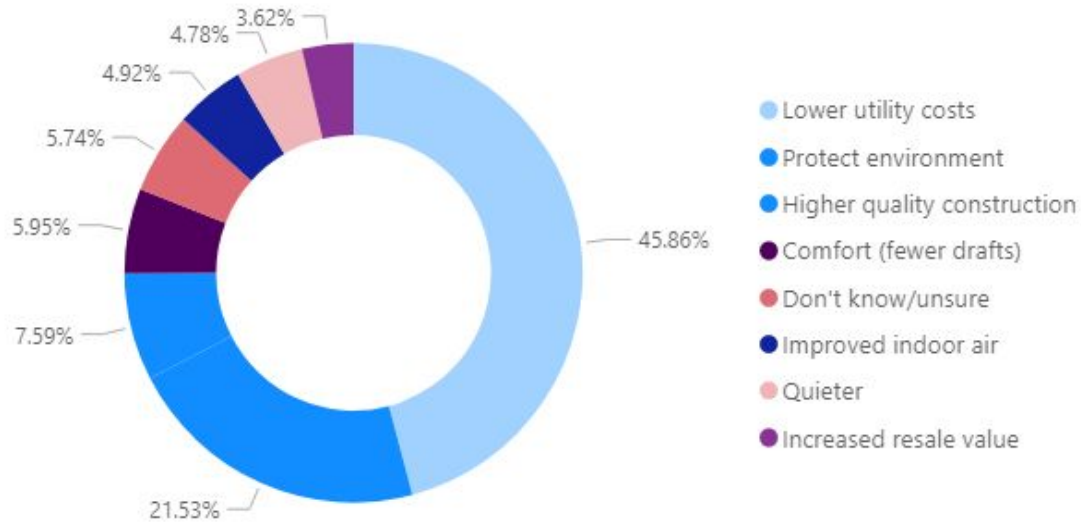


Certification/ Rating by a Designated Program





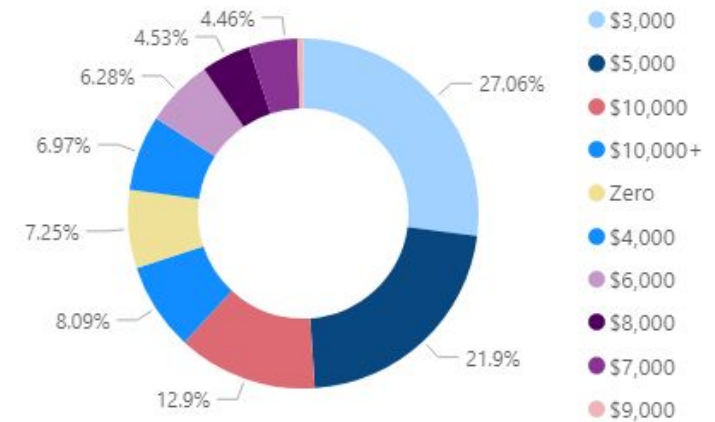
Motivation For Energy-Efficient Features



## Energy efficiency/sustainability

- 45.9% of buyers would invest in energy efficient features to lower utility costs
- 21.5% are motivated to invest to protect the environment

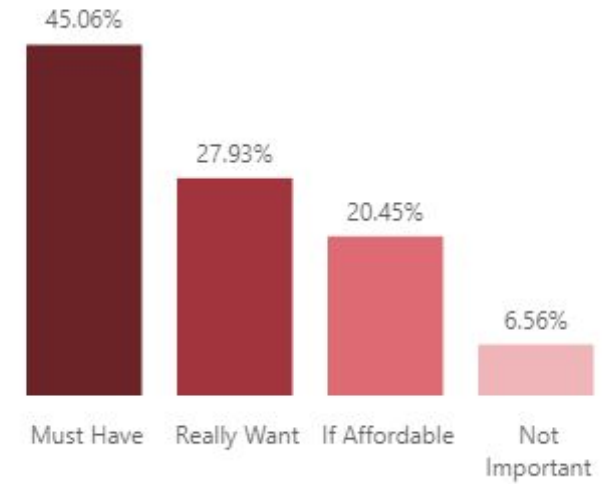
Willing To Spend To Reduce Utility Cost



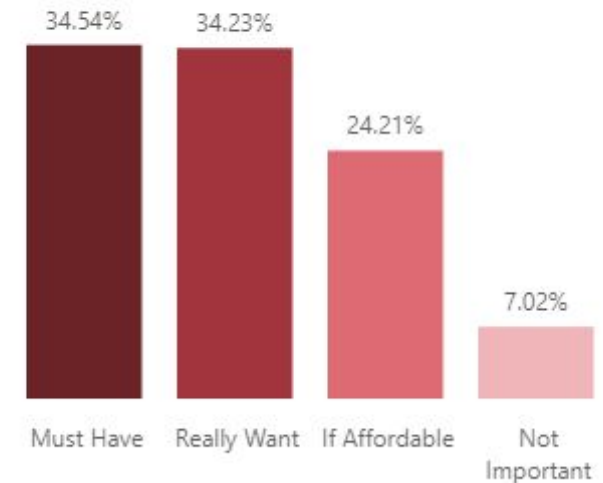
## Smart home features

- Most important smart home features are:
  - WiFi thermostat
  - Smart lighting
  - Security system

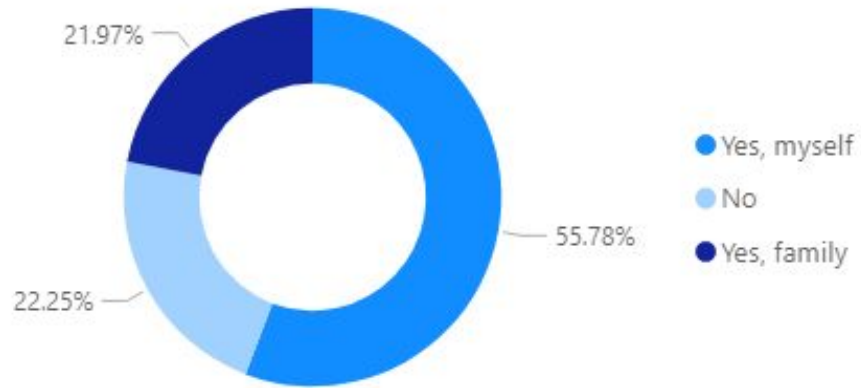
Wi-Fi Thermostat



Lighting (Smart)



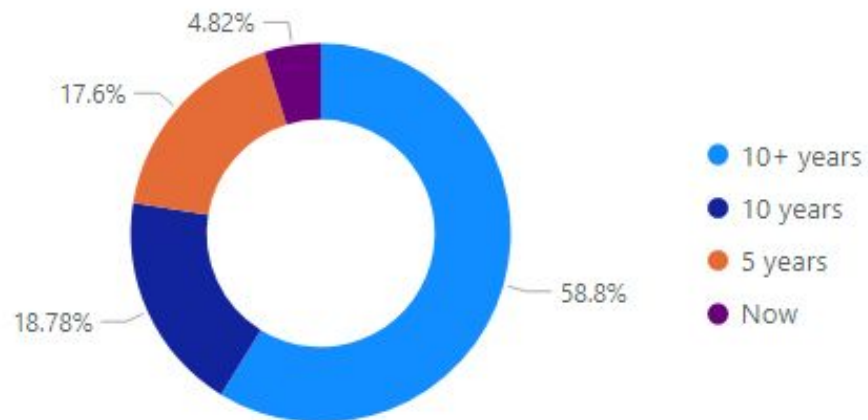
### Born Before 1965: Looking for Aging in Place Features



## Aging in place features

- Most important aging in place features:
  - Main floor primary suite
  - Wide doorways and hallway
  - Easy grip handles
- Largest segment will need aging in place features in 10+ years

### Timeline For Needing Aging In Place Features

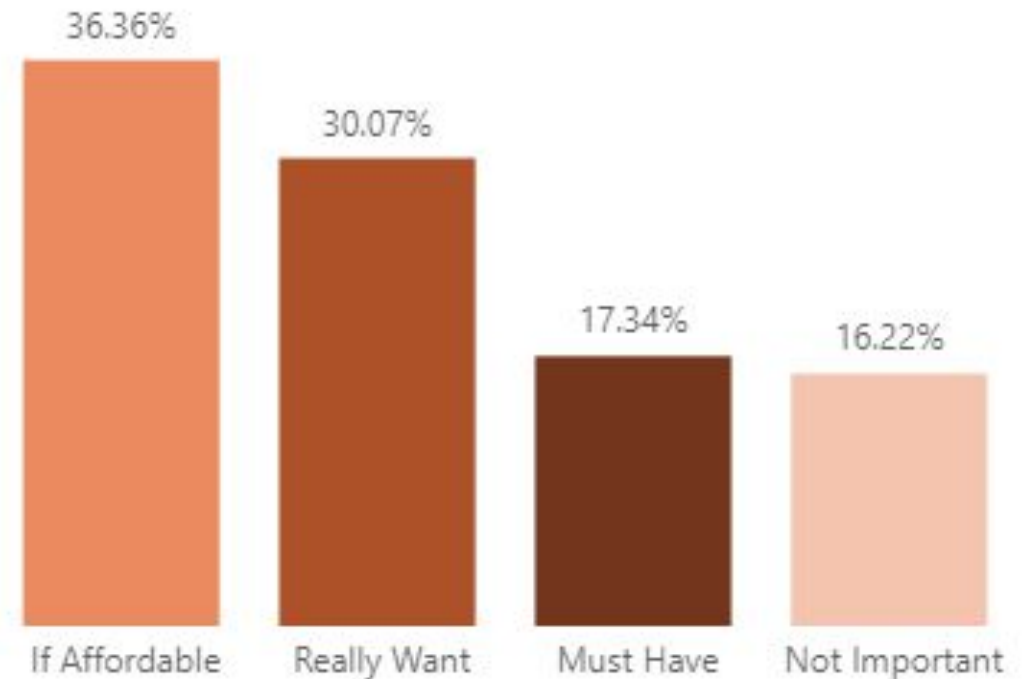


## Convenience/Luxury Features

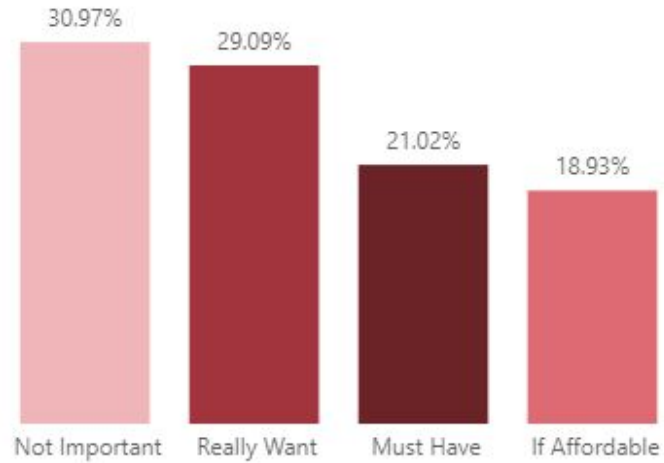
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- Most important convenience/luxury features are:
  - Motion sensor lights
  - Snow melt for driveway/stairs
  - Master light switch

Motion Sensor Lights



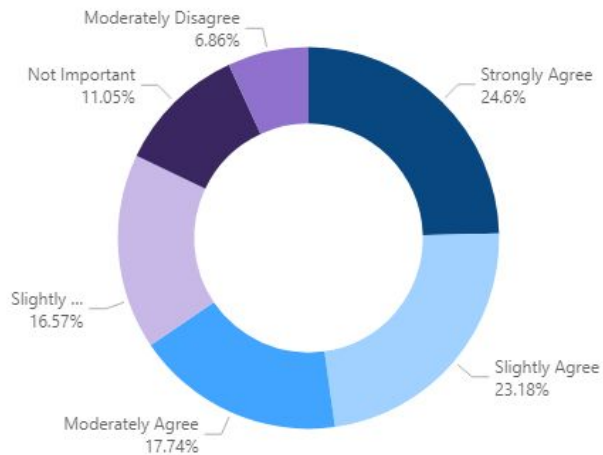
### Proximity to Workplace



## Proximity Preferences

- Declining importance of proximity to various amenities, including:
  - Proximity to downtown
  - Proximity to public transit
  - Proximity to work
  - Proximity to airports
- Desire to purchase in same community decreased since 2020

### Purchase in Same Community



1. Solid surface countertops
2. Stucco exterior
3. Outdoor built-in bar/eating area
4. Hobby/games room
5. 1-car garage
6. Vinyl siding
7. Primary suite whirlpool tub
8. 4+ car garage
9. Laminate countertops
10. No garage/open parking

## Bottom 10 Home Features

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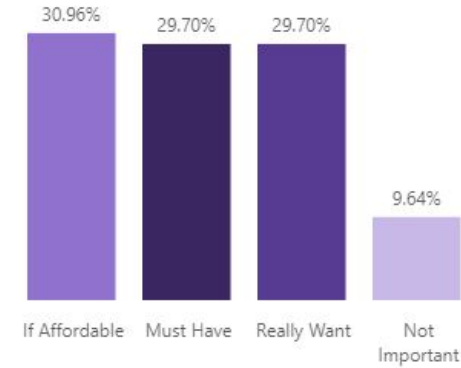




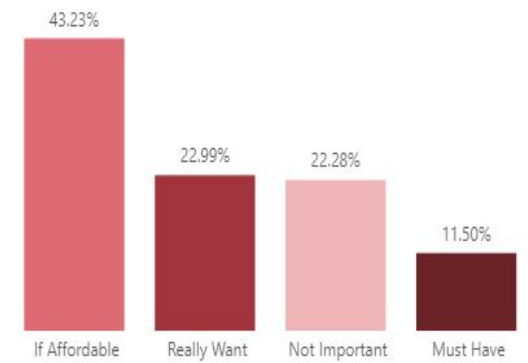
## Other areas of data

- Construction systems
- Power generation
- Insulation
- Exterior features
- Outdoor living
- Gated or age-restricted communities
- Mid/high-rise amenities

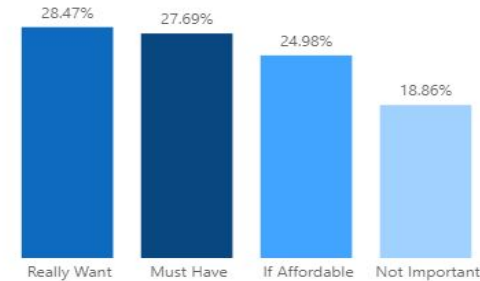
ICF (insulated concrete forms)



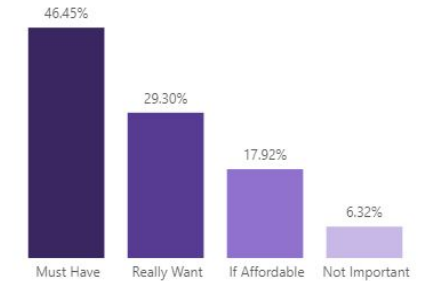
Solar Electric



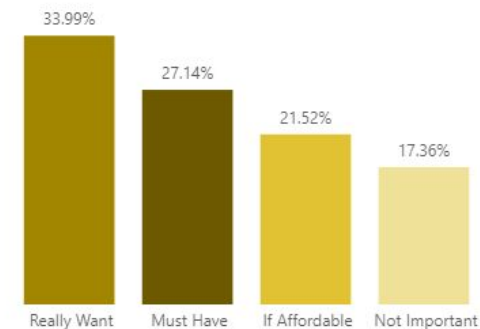
Brick



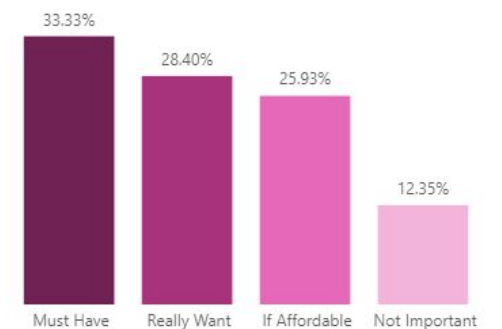
Privacy Fence



Health Club/Gym



24-Hour Security



# Questions

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Visit [www.chba.ca/buyersurvey](http://www.chba.ca/buyersurvey) to get your copy of the survey results – included FREE with your CHBA membership