

Perceptions of REALTORS® remain mostly positive except on trust

CREA Great Expectations Survey Summary - DRAFT
submitted by Nanos to CREA, December 2017
(Submission 2017-1020)



Summary



Nanos Research was retained by the Canadian Real Estate Association to conduct a survey among homeowners and individuals who have bought or sold real estate in the past two years or intend to buy or sell in the next two years.

There is a lower intensity of trust in real estate agents and brokers compared to other professions, although it remains consistent with 2014 findings. A review of shifts in opinion since 2014 suggests that the use of REALTOR.ca and identification of the website with the national organization have both positively improved. However, loyalty to one's REALTOR® for the next transaction is noticeably down. Perceived difficulty in buying a home is up largely because of the opinion that prices are on the rise. Individuals in the market are more likely to believe that now is a time to sell rather than buy a house. Positive impressions of REALTORS® are on the decline with low scores on perceptions of the value received by clients for the services provided by REALTORS®.

Overall, readers should note that a combination of market factors and a decline in the impressions on the value delivered by REALTORS® suggests that CREA should advance strategies that enhance the reputation of the profession and the value REALTORS® deliver.

Changes from the previous wave of research

- Awareness of REALTOR.ca has seen a significant increase since 2014 (92%; up from 85% in 2014).
- Use of REALTOR.ca has seen an increase since 2014, with significant increases in those who have used the service to buy a home (20%; 13% in 2014) and buy/sell a home (23%; 15% in 2014). There has also been a significant decline in those who say they have not used it since 2014 (48%; 66% in 2014).
- Among Canadians who have bought a home in the past two years or intend to buy a home in the next two years who have used REALTOR.ca there has been an increase in those who say they would use REALTOR.ca again (88%; 77% in 2014).
- An increasing number of Canadians who have bought a home in the past two years or intend to buy a home in the next two years say REALTOR.ca is owned and operated by the National Real Estate Board (21%; 15% in 2014).
- There has been a significant decrease in Canadians who have bought a home in the past two years or intend to buy a home in the next two years who say they'll use the same REALTOR® to sell their home as they did previously (42%; 73% in 2014).
- The proportion of Canadians who have bought a home in the past two years or intend to buy a home in the next two years who feel that buying a home has become more difficult over the last 10 years has seen a significant increase since 2014 (41%; 22% in 2014).



- The number of Canadians who have bought a home in the past two years or intend to buy a home in the next two years who think now is a good time to buy a home has decreased from 2014 (48%, 59% in 2014).
- There has been an increase in Canadians who have bought a home in the past two years or intend to buy a home in the next two years who started their real estate search by looking online (71%; 65% in 2014) and a decrease in those who contacted a REALTOR® (16%, 21% in 2014).
- There was a decrease in those rating REALTORS® as excellent on various attributes, including their expertise in negotiating (36%; 42% in 2014) and the value they provide for the money required for their services (24%; 29% in 2014).

Trust in professionals

Canadians who have bought a home in the past two years or intend to buy a home in the next two years were asked to rate professionals on a scale from 1 to 10, where 1 means they don't trust them at all and 10 means they trust them completely. The highest intensity of trust is towards firefighters and nurses, while there is lower trust in real estate agents and brokers, Members of the Federal Parliament, and used-car salespeople.



- **Canadians who have bought a home in the past two years or intend to buy a home in the next two years have the most trust in firefighters and nurses** – Firefighters and nurses received the highest intensities of trust (mean scores of 8.5 and 8.3 out of 10 respectively), followed by doctors (mean score of 7.9 out of 10). The professionals that received the lowest intensity of trust were insurance agents (mean score of 5.3 out of 10), real estate agents and brokers (mean score of 5.1 out of 10), Members of the Federal Parliament (mean score of 4.7 out of 10), and used-car salespeople (mean score of 3.6 out of 10). These scores are all consistent with the previous wave of research in 2014.
- **More than six in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years have an average level of trust towards real estate agents and brokers** – Sixty-three per cent say they have an average level of trust in real estate agents and brokers (score of 4-7), while 23 per cent say are not trustworthy (score of 1-3), and 13 per cent say they are trustworthy (score of 8-10). This is consistent with the previous waves of research.

Buying and selling a home

About half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years think now is a good time to buy or sell a home, and the majority began their last search by looking online, as opposed to contacting a REALTOR® or friends and family. Four in ten say buying or selling a home has become more difficult over the past 10 years.

- **Just under half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years think now is a good time to buy a home** – Asked if they think now is a good time to BUY a home, 48 per cent of say yes (decreased from 59% in 2014), while 29 per cent say no (increase from 20% in 2014). Twenty-three per cent are unsure.



- **More than half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years think now is a good time to sell a home** – Asked if they think now is a good time to SELL a home, 52 per cent say yes (slight increase from 48% in 2014), while 30 per cent say no. Nineteen per cent are unsure (25% in 2014).
- **Seven in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years started their search by looking online** – Seventy-one per cent say they started their search for a home or property by looking online (increased from 65% in 2014), followed by contacting a REALTOR® (16%; compared to 21% in 2014), talking to family and friends (11%), and talking to neighbours (two per cent).
- **Over four in ten feel the process of buying or selling a home has become more difficult over the past 10 years** – Just over four in ten Canadians who purchased a home in the past two years or intend to purchase one in the next two years (41%, a significant increase from 22% in 2014) feel buying or selling a home has become more difficult over the past 10 years, while 31 per cent feel it has the same degree of difficulty and 23 per cent feel it is less difficult (a decrease from 34% in 2014). Five per cent are unsure.
- **Canadians who purchased a home in the past two years or intend to purchase one in the next two years most frequently mentioned higher house prices as the reason for their opinion on the difficulty of buying or selling a home** – Asked why they have that opinion, nearly two in ten Canadians who purchased a home in the past two years or intend to purchase one in the next two years mentioned higher house prices (17%; increased from eight per cent in 2014), followed by more regulations (15%; 10% in 2014), and Internet resources (15%; 20% in 2014). Also mentioned was no change/same process/same difficulty (nine per cent), my experience/point of view (nine per cent), and high demand/hot market (eight per cent; two per cent in 2014).

Using a REALTOR®

The majority of Canadians who have bought a home in the past two years or intend to buy a home in the next two years feel listing with a REALTOR® makes the process less difficult, and say they'll use a REALTOR® the next time they buy or sell a home. About four in ten say they'll use the same agent or broker as they did previously, a significant decline from 2014, and the vast majority of homeowners say they used a real estate agent or broker the last time they bought or sold their home.

- **Over seven in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years feel listing a home with a REALTOR®, real estate agent or broker makes the buying and selling process less difficult** – Just over seven in ten (72%, consistent with 2014 – 73%) feel listing a home with a REALTOR® makes the buying and selling process less difficult, while 19 per cent feel it makes it no easier or no harder (14% in 2014), and four per cent feel it is more difficult with a REALTOR®. Five per cent are unsure.
- **Nearly four in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years mention REALTORS® being knowledgeable as the reason for their opinion on the impact of REALTORS® on the buying and selling process** – Asked why they have that opinion, 39 per cent say knowledgeable (up from 28% in 2014), followed by they do all the work (13%), fewer hassles (six per cent), greater visibility (five per cent), and good experiences (four per cent). Also mentioned was screen buyers/negotiate, can list/sell home themselves, procedures/paperwork, and it's more expensive (three per cent each).



- **Six in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years say they will use a REALTOR®, real estate agent or broker the next time they buy a home –** Asked if they will use a REALTOR® when they next BUY a home, 60 per cent of say yes (consistent with the 2014 wave), while 11 per cent say no (five per cent in 2014), and six per cent say they are already working a with a REALTOR®. Twenty-three per cent are unsure.
- **Over six in ten Canadians who have bought a home in the past two years or intend to sell a home in the next two years say they will use a REALTOR®, real estate agent or broker the next time they sell a home –** Asked if they will use a REALTOR® when they next SELL a home, 63 per cent say yes (61% in 2014), while 10 per cent say no, and six per cent say they are already working a with a REALTOR®. Twenty-one per cent are unsure.
- **Over four in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years who are using or say they will use a REALTOR® will use the same agent or broker they used before when selling their home –** Just over four in ten (42%) Canadians who have bought a home in the past two years or intend to buy a home in the next two years who are using or say they will use a REALTOR® say they will use the same agent or broker to sell their home as they have used before (significant decline from 73% in 2014), while 31 per cent say they will use a different agent (a significant increase from four per cent in 2014), and one per cent say no agent. Twenty-six per cent are unsure (nine per cent in 2014).
- **Nearly six in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years who will not use a REALTOR® say the reason is to save money/commission –** Asked why they would not use a REALTOR® or broker to sell their home, 56 per cent say to save money/ commission (41% in 2014), followed by can sell home by myself (28%; up from 18% in 2014), and do not trust brokers (seven per cent; 12% in 2014). Also mentioned was Internet/private ads eliminate need for agents (three per cent), agents not helpful or reliable (two per cent), and bad experience with a broker (two per cent).
- **More than four in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years say they wish brokers were trustworthy and honest when selling their home –** In terms of what qualities they wish brokers possess when selling their home, 45 per cent mentioned trustworthy and honest (37% in 2014), followed by sincerely helpful (21%; 13% in 2014), overall market knowledge (19%), and good track record (six per cent). Also mentioned was understands my needs and flexible with commission (two per cent each).
- **A little over four in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years say that in terms of buying their home they wish brokers were trustworthy and honest –** In terms of what qualities they wish brokers possess when buying their home, 41 per cent mentioned trustworthy and honest (37% in 2014), followed by solid overall knowledge of the housing market (21%; 13% in 2014), sincerely helpful (15%; eight per cent in 2014), and fully understands your needs (eight per cent). Also mentioned was good track record in home purchases (four per cent), charges reasonable fees and keeps to set financial parameters/does not try to oversell (one per cent each).



- **More than eight in ten homeowners say they used a REALTOR®, real estate agent or broker the last time they purchased or sold their home** – Asked if they used the services of a REALTOR® the last time they bought or sold their home, just over eight in ten homeowners (83%) say yes, while 16 per cent say no. One per cent are unsure. This is consistent with the 2014 wave of research.
- **Over half of homeowners who have used a REALTOR® are very satisfied with their performance** – Homeowners who have used a REALTOR® were asked to rate their satisfaction with the performance of any REALTOR® or real estate agent professionals with whom they have dealt with in the past on a scale from 1 to 10, where 1 is not at all satisfied and 10 is very satisfied. Just over one in two homeowners who have used a REALTOR® (53%, 58% in 2014) say they were satisfied with the REALTOR®'s performance (score of 8-10), while 39 per cent had an average level of satisfaction (score of 4-7), and eight per cent were not satisfied (score of 1-3)(three per cent in 2014). Homeowners who have used a REALTOR® gave their satisfaction a mean score of 7.4 out of 10.
- **Canadians who have bought a home in the past two years or intend to buy a home in the next two years gave the highest performance rating to the expertise of REALTORS® with required paperwork** – Canadians who have bought a home in the past two years or intend to buy a home in the next two years were asked to rank their impressions of REALTORS® on a number of attributes from a score of 1 to 10 where 1 is extremely poor and 10 is excellent. The highest mean score was given to their expertise with the paperwork required (mean score of 7.7 out of 10), followed by their knowledge of the market and what's available for sale (mean score of 7.5 out of 10), their ability to make the buying and selling process easier for their clients (mean score of 7.3), and their expertise when it comes to the buying and selling of property (mean score of 7.3 out of 10). Lower mean scores were given to their expertise in negotiating (mean score of 6.6 out of 10), their ability to find the right house to buy (mean score of 6.5 out of 10), and the value they provide for the money paid for their services (mean score 5.6 out of 10).
- **Ratings for the performance of REALTORS® in various areas have decreased slightly across the board** – The percentage of "excellent" performance ratings (score of 8-10) for REALTORS® have decreased across the various areas. The biggest decreases were found in their expertise in negotiating (36%, 42% in 2014), the value they provide for the money required for their services (24%, 29% in 2014), and their ability to find the right house to buy (38%, 42% in 2014).



Use of listing services

Awareness of REALTOR.ca is high, and just under half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years have used REALTOR.ca to sell and/or buy a home. Those who have used REALTOR.ca generally say it has average or high value, and the vast majority say they'd use the service again in the future.

- **More than eight in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years say they know of REALTOR.ca as a listing service** – Asked if they know of any listing services where they can find comprehensive listings of all houses for sale in their area 84 per cent say Yes, REALTOR.ca, followed by No (five per cent). Also mentioned was local real estate agents/broker sites (two per cent), Google/Internet search (two per cent), Centris.ca, local regional/paper, Kijiji, and ComFree.ca (one per cent each).
- **Nearly half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years say they'd go to REALTOR.ca if they wanted to search for a new home** – Asked which websites they would go to if they wanted to search for a new home, 46 per cent of Canadians who have bought a home in the past two years or intend to buy a home in the next two years mentioned REALTOR.ca, followed by local real estate agents/brokers sites (23%), Google/Internet search (20%; increased from eight per cent in 2014), multiple sites (14%), and Kijiji (five per cent).
- **Over nine in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years have heard of REALTOR.ca** – Asked if they have previously heard of REALTOR.ca (previously known as MLS.ca) 92 per cent say yes (up from 85% in 2014), while seven per cent say no (decreased from 13% in 2014), and one per cent are unsure.
- **Just under half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years have used REALTOR.ca to sell and/or buy a home** – Just under half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years say they have used REALTOR.ca to sell and buy a home (23%, 15% in 2014), buy a home only (20%, 13% in 2014), and sell a home only (six per cent, three per cent in 2014), while 48 per cent have not used it (significant decline from 66% in 2014 and 80% in 2009). Three per cent are unsure.
- **Over half of Canadians who have bought a home in the past two years or intend to buy a home in the next two years who have used REALTOR.ca say the website has high value** – Asked to rate the value of REALTOR.ca on a scale of 1 to 10, where 1 is poor value and 10 is high value, 55 per cent of Canadians who have bought a home in the past two years or intend to buy a home in the next two years who have used REALTOR.ca say its high value (score of 8-10)(slight decrease from 60% in 2014). Thirty-nine per cent say it is average value (score of 4-7)(35% in 2014) and two per cent say it is poor value (score of 1-3). Four per cent are unsure.



- **Nearly nine in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years who have used REALTOR.ca say they would use the service again** – Eighty-eight per cent say they would use REALTOR.ca again (up from 77% in 2014), while three per cent say they would not and nine per cent are unsure (19% in 2014).
- **Over two in ten Canadians who have bought a home in the past two years or intend to buy a home in the next two years think REALTOR.ca is owned and operated by real estate agents and brokers or the National Real Estate Board** – Twenty-two per cent think REALTOR.ca is owned and operated by real estate agents and brokers, while 21 per cent think it is the National Real Estate Board (15% in 2014), followed by the Provincial Real Estate Board (six per cent), the Local Real Estate Board (six per cent), and a separate private company (five per cent). Forty per cent are unsure.

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 2,000 Canadians who have bought a home in the past two years or intend to buy a home in the next two years from the Nanos-CREA Consumer Panel between October 12th to November 24th, 2017. Participants were randomly recruited by telephone and administered a survey online. The margin of error for a random survey of 2,000 Canadians who have bought a home in the past two years or intend to buy a home in the next two years is ± 2.2 percentage points, 19 times out of 20.

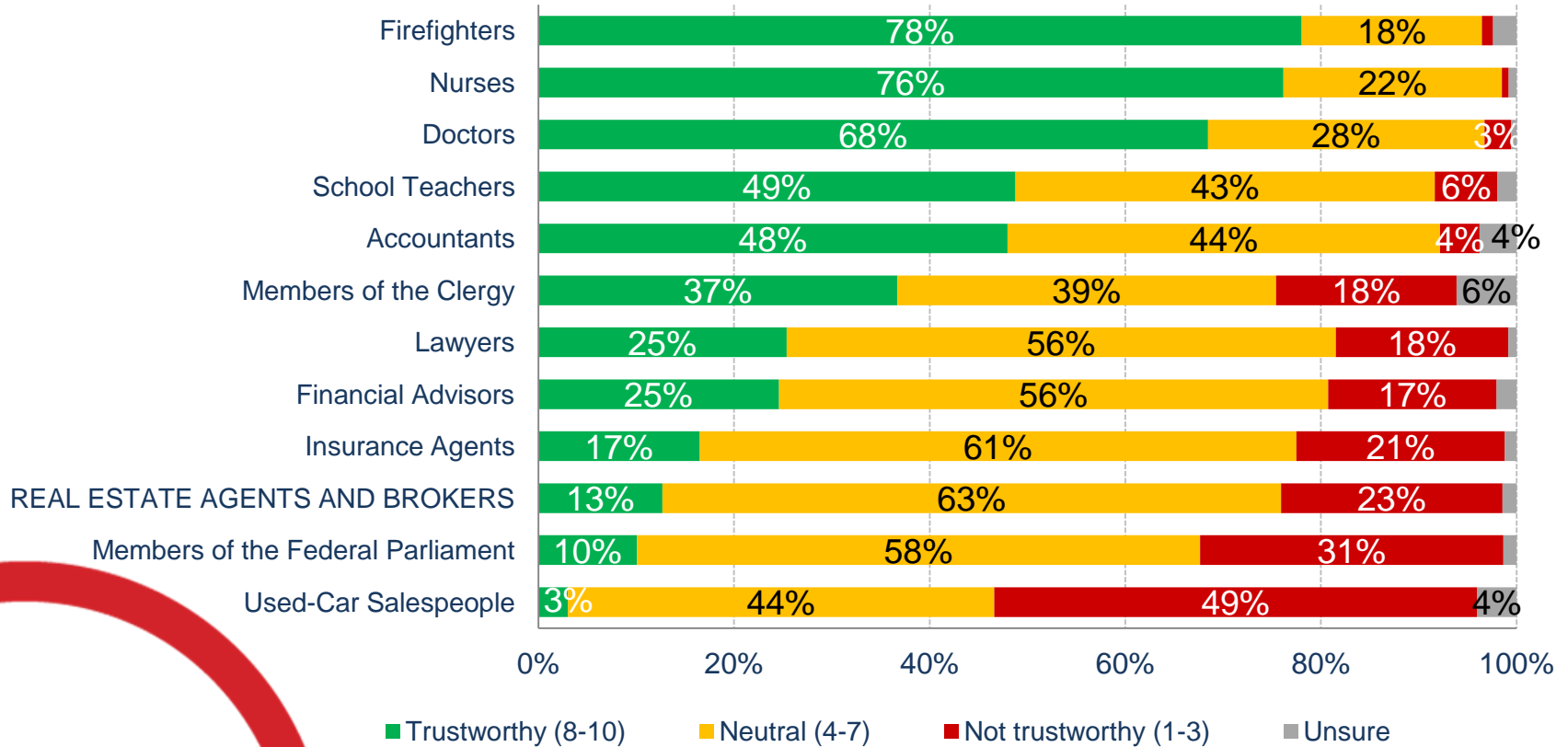
This study was commissioned by the Canadian Real Estate Association (CREA) and the research was conducted by Nanos Research.

1.0 Trust in professionals



Trust in professionals

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.



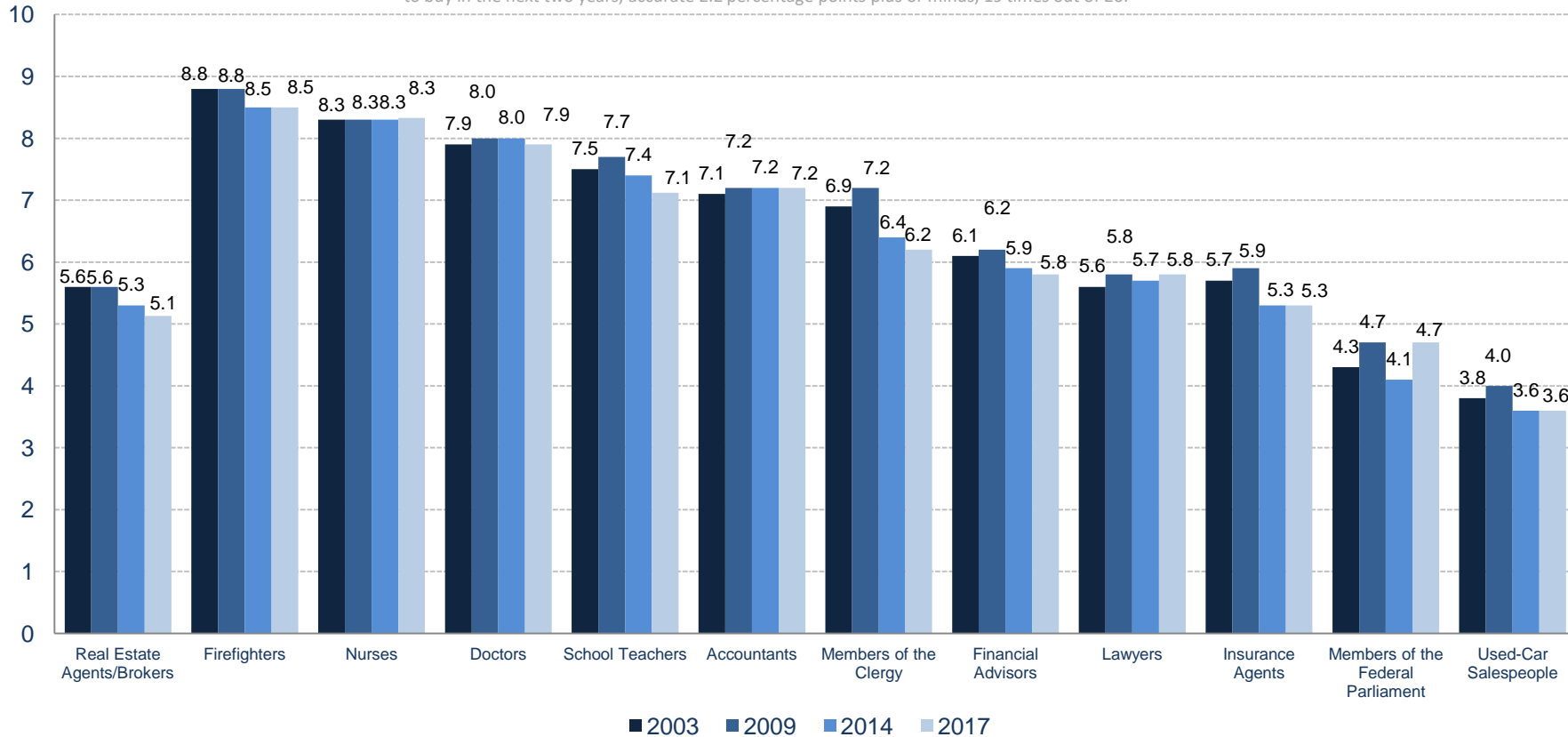
*Note: Charts may not add up to 100 due to rounding

QUESTION – To what degree do you trust the following professionals with whom you may, or may not, have had dealings with over the years? Please just give us your impressions rated on a scale of 1 to 10, where 1 means you don't trust them at all and 10 means they are the most trustworthy. How about...[RANDOMIZE]

Trust in professionals – tracking

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

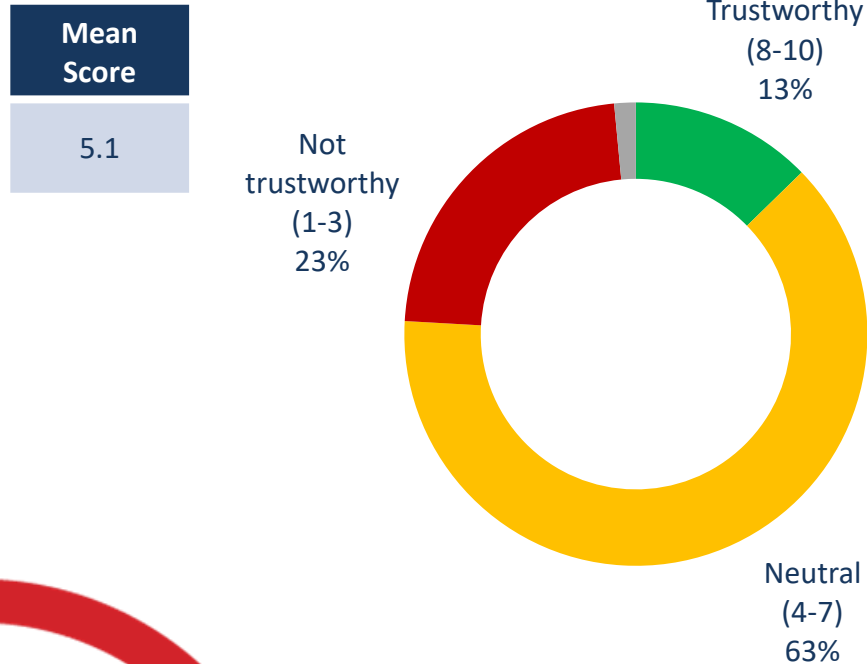


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QUESTION – To what degree do you trust the following professionals with whom you may, or may not, have had dealings with over the years? Please just give us your impressions rated on a scale of 1 to 10, where 1 means you don't trust them at all and 10 means they are the most trustworthy. How about...[RANDOMIZE]

Trust towards real estate agents and brokers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Subgroups	Mean Score
Atlantic (n=286)	5.1
Quebec (n=285)	5.3
Ontario (n=286)	5.0
Manitoba (n=286)	5.3
Saskatchewan (n=285)	5.3
Alberta (n=286)	5.3
British Columbia (n=286)	4.9
Male (n=1031)	4.8
Female (n=969)	5.5
18 to 29 (n=279)	5.1
30 to 39 (n=484)	5.1
40 to 49 (n=475)	4.9
50 to 59 (n=416)	5.2
60 plus (n=346)	5.5

QUESTION – To what degree do you trust the following professionals with whom you may, or may not, have had dealings with over the years? Please just give us your impressions rated on a scale of 1 to 10, where 1 means you don't trust them at all and 10 means they are the most trustworthy. How about...

Real Estate Agents and Brokers

Confidential

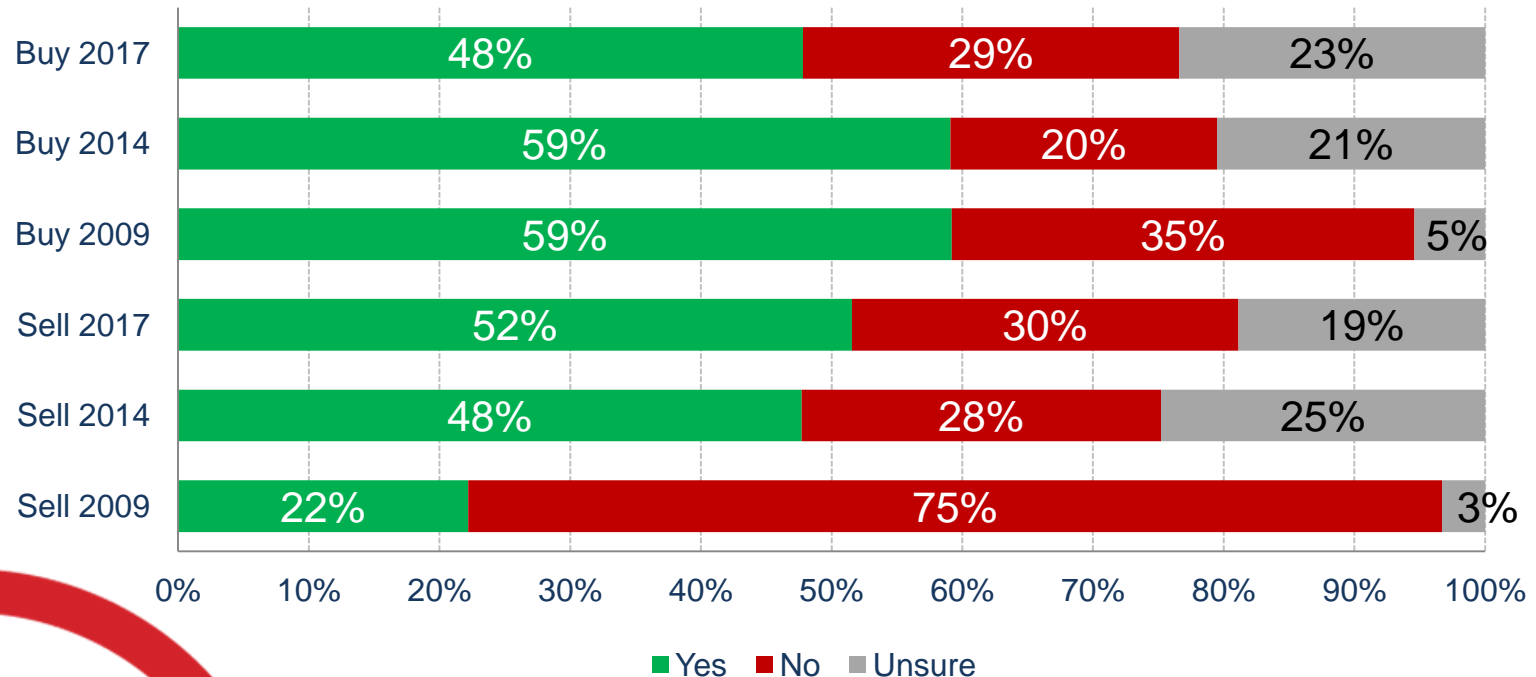
2.0 Buying and selling a home



Buying and selling a home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.



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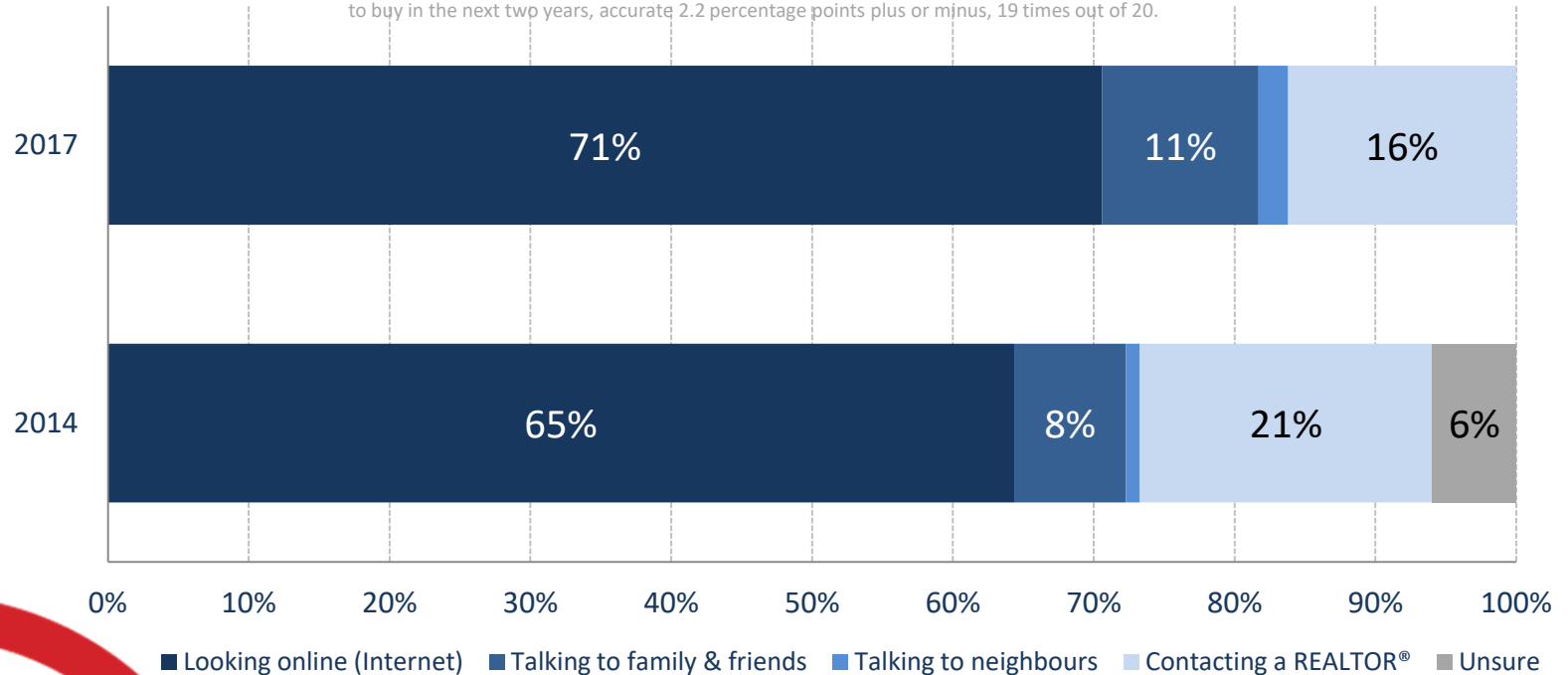
QUESTION – Do you think now is a good time to BUY a home?

QUESTION – Do you think now is a good time to SELL a home?

Where to begin searching

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1967 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

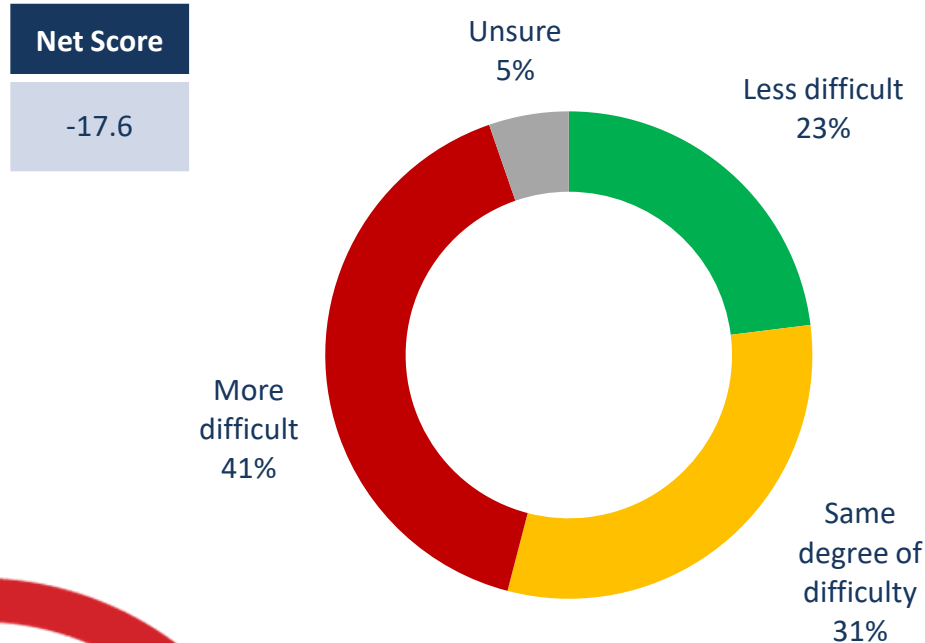


***Note: Charts may not add up to 100 due to rounding**

QUESTION – Did you start your search for a home or residential property by (please select one)

Changes in the process

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

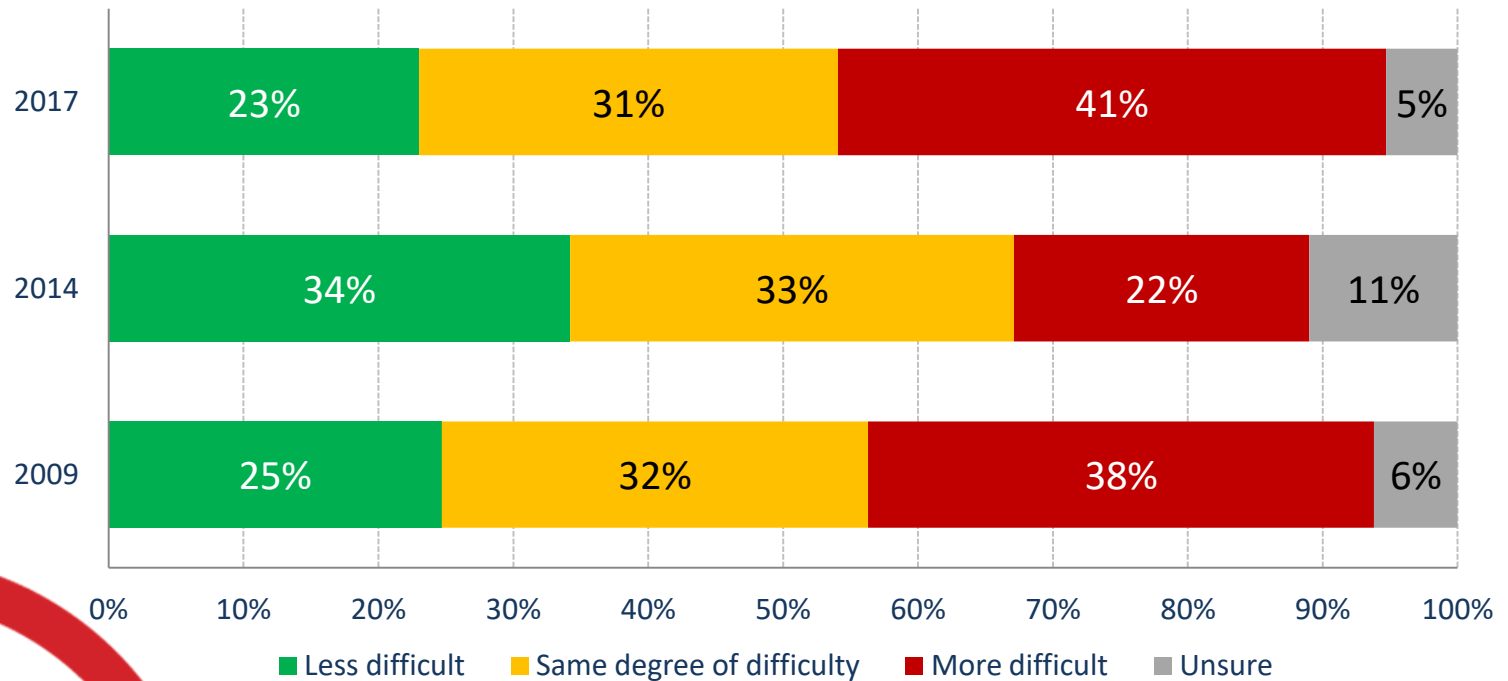
Subgroups	More difficult	Less difficult
Atlantic (n=286)	43.7%	24.1%
Quebec (n=285)	33.3%	27.0%
Ontario (n=286)	42.3%	22.7%
Manitoba (n=286)	44.4%	24.8%
Saskatchewan (n=285)	42.5%	20.7%
Alberta (n=286)	35.7%	20.3%
British Columbia (n=286)	48.6%	18.2%
Male (n=1031)	37.8%	23.0%
Female (n=969)	43.5%	23.0%
18 to 29 (n=279)	40.7%	27.5%
30 to 39 (n=484)	35.2%	27.3%
40 to 49 (n=475)	39.9%	23.4%
50 to 59 (n=416)	41.7%	19.5%
60 plus (n=346)	47.2%	17.2%

QUESTION – Overall, do you feel the process of buying or selling a home has become less difficult over the past 10 years, has the same degree of difficulty as ever, or has become more difficult over the past 10 years?

Changes in the process

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.



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QUESTION – Overall, do you feel the process of buying or selling a home has become less difficult over the past 10 years, has the same degree of difficulty as ever, or has become more difficult over the past 10 years?

Reason for opinion

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1892 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=1662 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

	Less difficult		Same degree of difficulty		More difficult		Total	
	2014 (n=641)	2017 (n=460)	2014 (n=586)	2017 (n=621)	2014 (n=412)	2017 (n=811)	2014 (n=1662)	2017 (n=1892)
Higher house prices	-	-	5.6%	7.9%	23.8%	32.9%	7.9%	16.7%
More regulations	-	-	7.7%	12.1%	29.9%	26.8%	10.1%	15.4%
Internet resources	46.5%	50.7%	4.9%	8.7%	-	-	19.7%	15.2%
No change/same process/same difficulty	-	-	37.0%	27.9%	-	-	13.1%	9.1%
My experience/point of view	7.3%	2.6%	15.9%	23.3%	6.1%	1.8%	9.9%	9.1%
High demand/hot market	1.1%	2.8%	-	1.9%	6.6%	15.9%	2.0%	8.1%
Easier financing	9.8%	21.1%	1.5%	6.0%	-	-	4.3%	7.1%
Hard to get a mortgage	-	-	1.9%	0.8%	7.5%	8.6%	2.5%	4.0%
More information available	9.0%	12.8%	2.2%	0.5%	1.9%	-	4.8%	3.3%
Real estate agents inform/look after you better	6.6%	4.8%	4.3%	3.7%	-	-	4.0%	2.4%
Economy	0.8%	-	4.1%	2.1%	5.8%	2.5%	3.2%	1.7%
A lot of unqualified home inspectors	-	-	-	0.2%	2.9%	3.1%	0.7%	1.4%
Many unethical people in this process	-	-	-	0.6%	-	2.8%	-	1.4%
Easy/fast process	7.0%	4.1%	2.6%	0.6%	-	-	3.6%	1.2%
More paperwork needed	-	-	-	1.0%	-	2.0%	-	1.2%
Lots of bad advice being given	-	-	-	1.0%	0.7%	1.7%	0.2%	1.1%
The need to stage a home for sale now	-	-	-	-	1.9%	0.5%	0.5%	0.2%
There can be too much information out there	-	-	-	-	-	0.5%	-	0.2%
Listing prices aren't necessarily true reflection of market	-	-	-	0.2%	0.7%	0.1%	0.2%	0.1%
Other	11.9%	-	12.3%	1.3%	12.9%	0.7%	13.5%	0.7%
Unsure	-	1.1%	-	0.3%	-	-	-	0.4%

QUESTION – Why do you have that opinion? [Open ended]

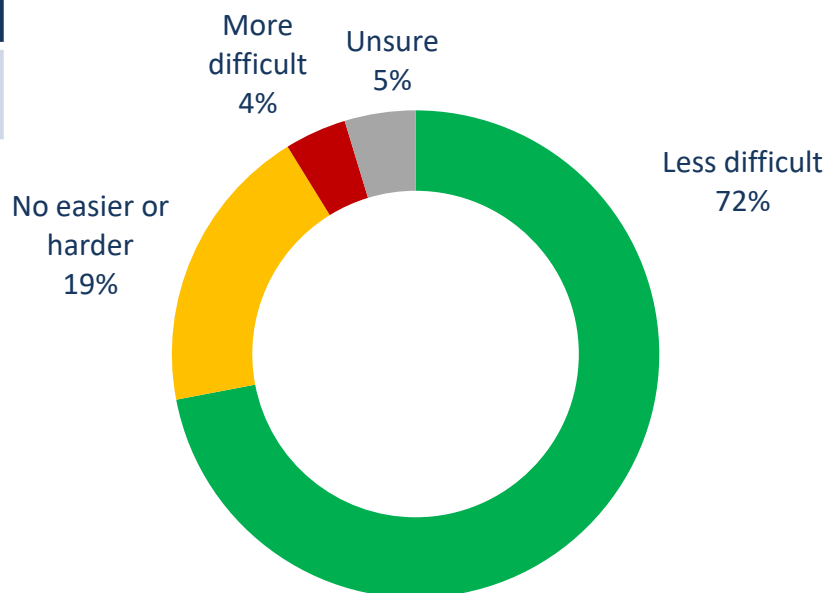
3.0 Using a REALTOR®



Listing with a REALTOR®

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Net Score
+67.9



***Note: Charts may not add up to 100 due to rounding**

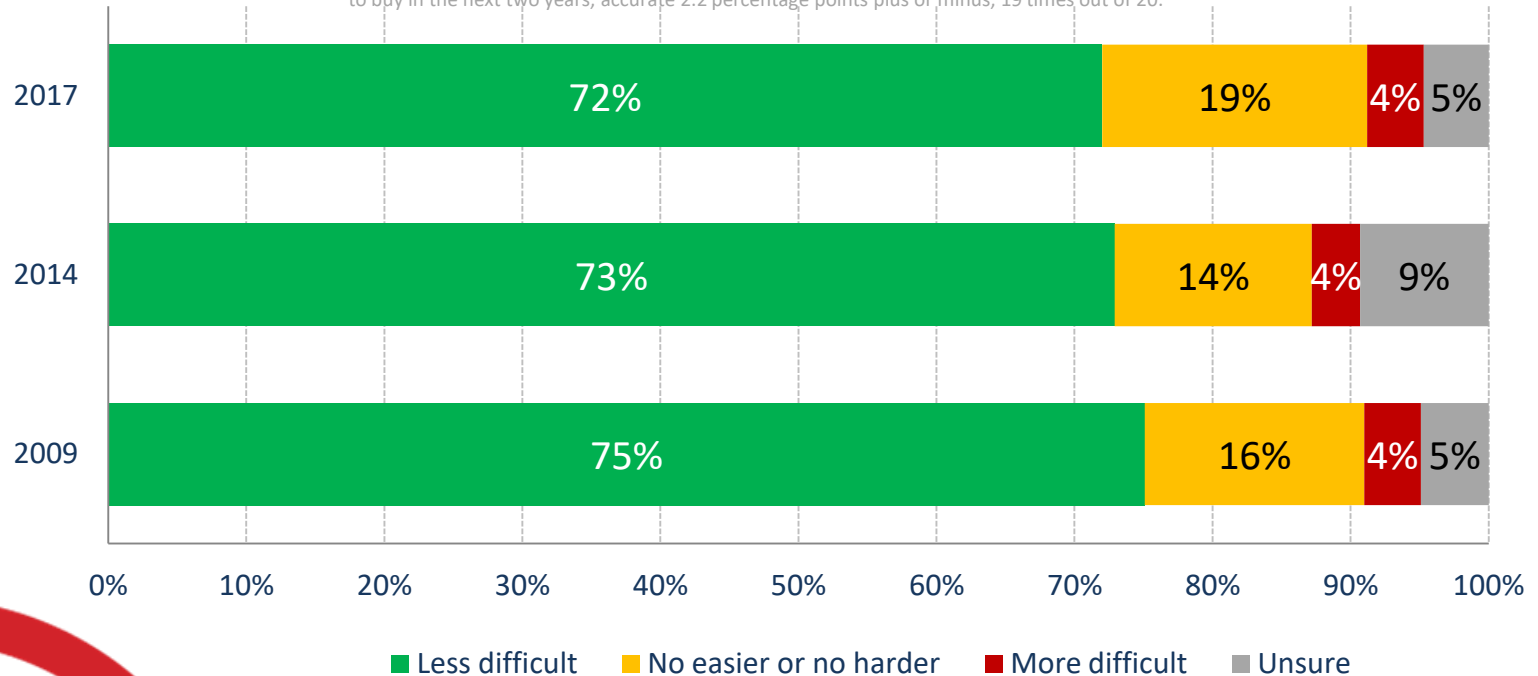
Subgroups	Less difficult
Atlantic (n=286)	71.7%
Quebec (n=285)	71.6%
Ontario (n=286)	73.8%
Manitoba (n=286)	75.2%
Saskatchewan (n=285)	69.8%
Alberta (n=286)	68.2%
British Columbia (n=286)	71.3%
Male (n=1031)	69.9%
Female (n=969)	74.2%
18 to 29 (n=279)	73.7%
30 to 39 (n=484)	70.5%
40 to 49 (n=475)	67.6%
50 to 59 (n=416)	73.6%
60 plus (n=346)	76.4%

QUESTION – And generally speaking, do you think that listing a home with a REALTOR® or real estate agent or broker makes the process easier, makes the process no easier, or makes the process more difficult?

Listing with a REALTOR®

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.



***Note:** Charts may not add up to 100 due to rounding

QUESTION – And generally speaking, do you think that listing a home with a REALTOR® or real estate agent or broker makes the process easier, makes the process no easier, or makes the process more difficult?

Reason for opinion

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1906 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=1662 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

	Less difficult		Same degree of difficulty		More difficult		Total	
	2014 (n=1294)	2017 (n=1439)	2014 (n=259)	2017 (n=386)	2014 (n=62)	2017 (n=81)	2014 (n=1615)	2017 (n=1906)
Knowledgeable	34.4%	43.6%	4.6%	29.5%	-	-	28.3%	38.9%
They do all the work	17.3%	15.0%	1.9%	9.3%	-	-	14.2%	13.2%
Fewer hassles	6.5%	6.7%	3.5%	4.4%	-	-	5.8%	5.9%
Greater visibility	6.9%	5.4%	2.7%	2.3%	-	-	5.9%	4.5%
Good experiences	-	4.7%	-	2.1%	-	-	-	4.0%
Screen buyers/negotiate	4.7%	4.1%	-	0.5%	-	-	3.8%	3.2%
Can list/sell home yourself	2.2%	-	22.8%	11.1%	-	17.3%	5.4%	3.0%
Procedures/paperwork	4.8%	3.2%	3.9%	0.8%	6.5%	6.2%	4.7%	2.8%
It's more expensive	-	-	16.2%	6.5%	54.8%	28.4%	4.7%	2.5%
More contacts/connections	5.9%	2.8%	1.5%	1.0%	-	-	5.0%	2.3%
Depends on the REALTOR®	3.6%	1.5%	19.3%	3.6%	-	2.5%	6.0%	1.9%
They're professionals	-	1.7%	-	0.3%	-	-	-	1.4%
Process is easier but commission is too high	2.5%	-	-	1.6%	-	16.0%	2.0%	1.0%
Many unprofessional realtors/ inspectors/ etc	-	-	0.4%	1.8%	-	11.1%	0.1%	0.8%
Poor service	0.2%	-	3.5%	1.6%	17.7%	3.7%	1.4%	0.5%
Bad experience with a REALTOR®	0.5%	-	3.9%	1.8%	8.1%	3.7%	1.3%	0.5%
Not necessarily working for you/your best interests	-	-	-	1.6%	-	1.2%	-	0.4%
Other	10.6%	0.3%	15.8%	3.9%	12.9%	2.5%	11.5%	1.2%
Unsure	-	11.0%	-	16.3%	-	7.4%	-	12.0%

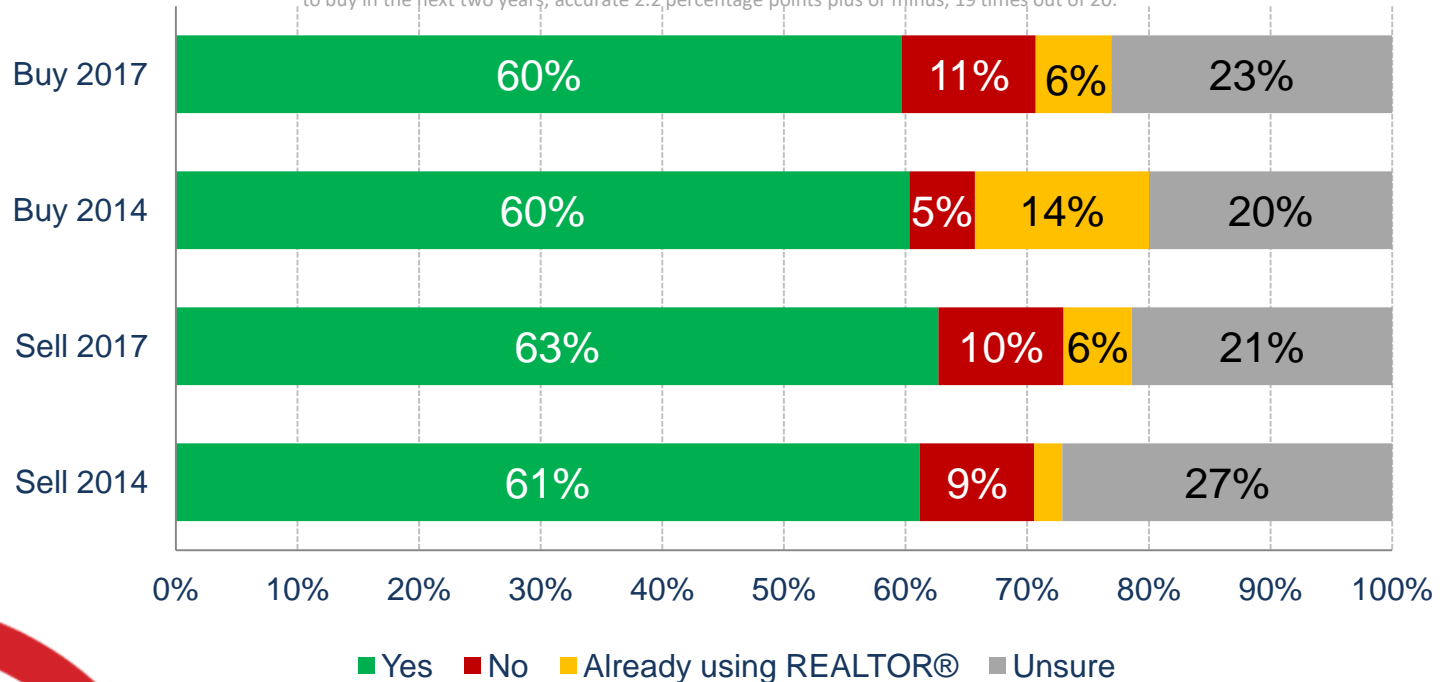
QUESTION – Why do you have that opinion? [Open-ended]

Confidential

Using a REALTOR® to buy or sell a Home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.



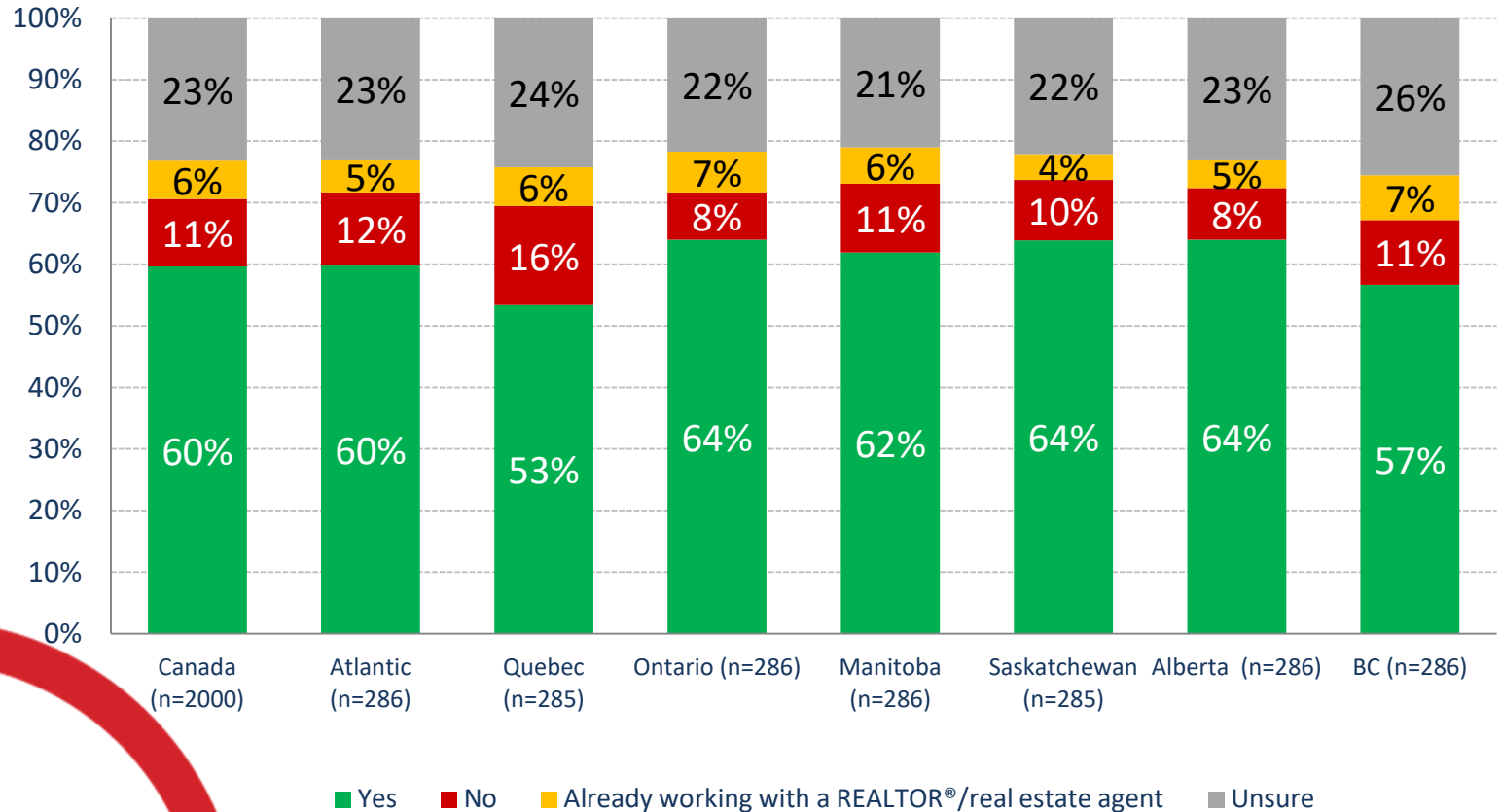
*Note: Charts may not add up to 100 due to rounding

QUESTION – And when you BUY a home or residential property next, will you use a REALTOR® or real estate agent or broker?

QUESTION – And when you SELL a home or residential property next, will you use a REALTOR® or real estate agent or broker?

Using a REALTOR® to buy a home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

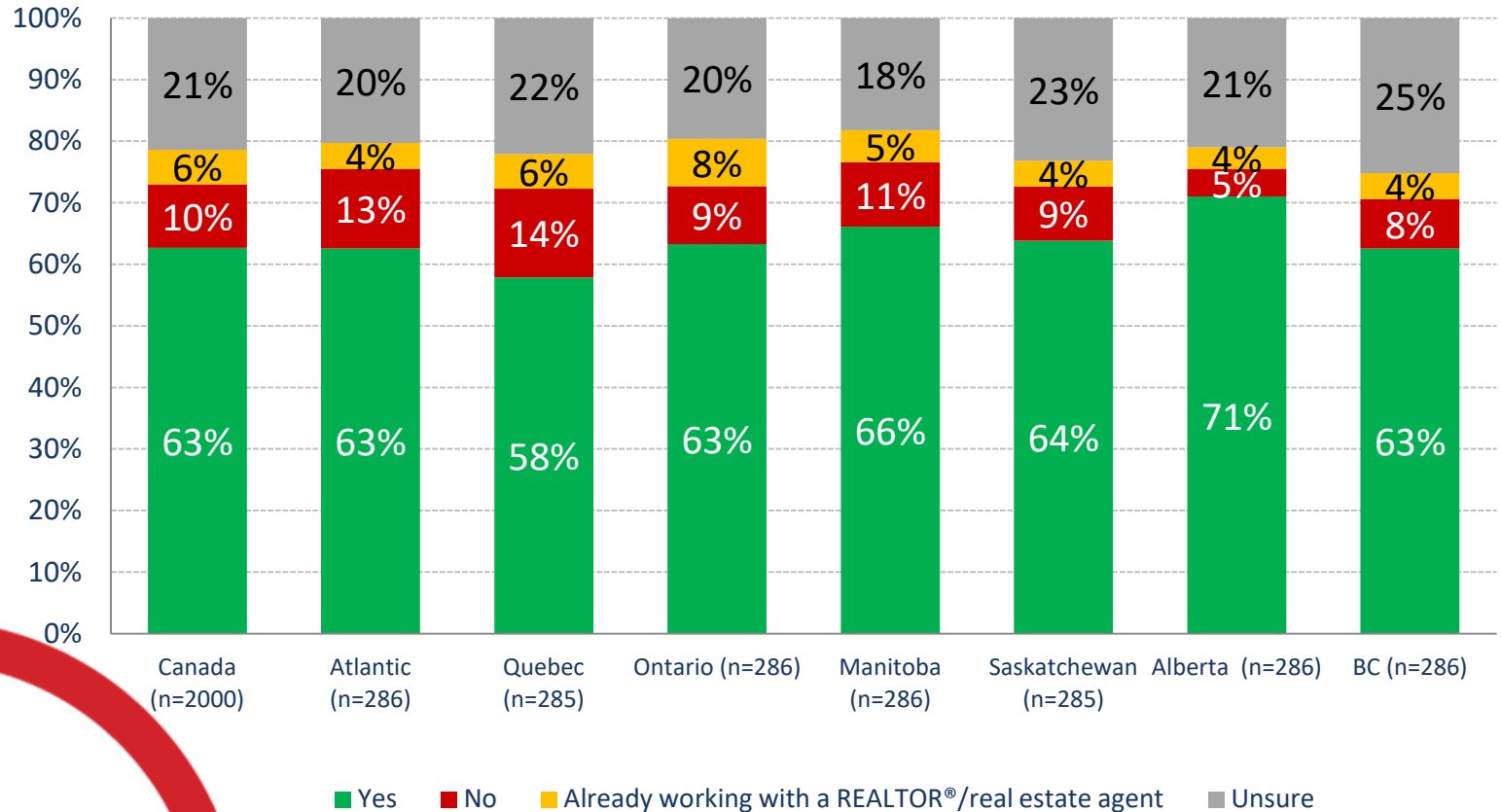


*Note: Charts may not add up to 100 due to rounding

QUESTION – And when you BUY a home or residential property next, will you use a REALTOR® or real estate agent or broker?

Using a REALTOR® to sell a home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.



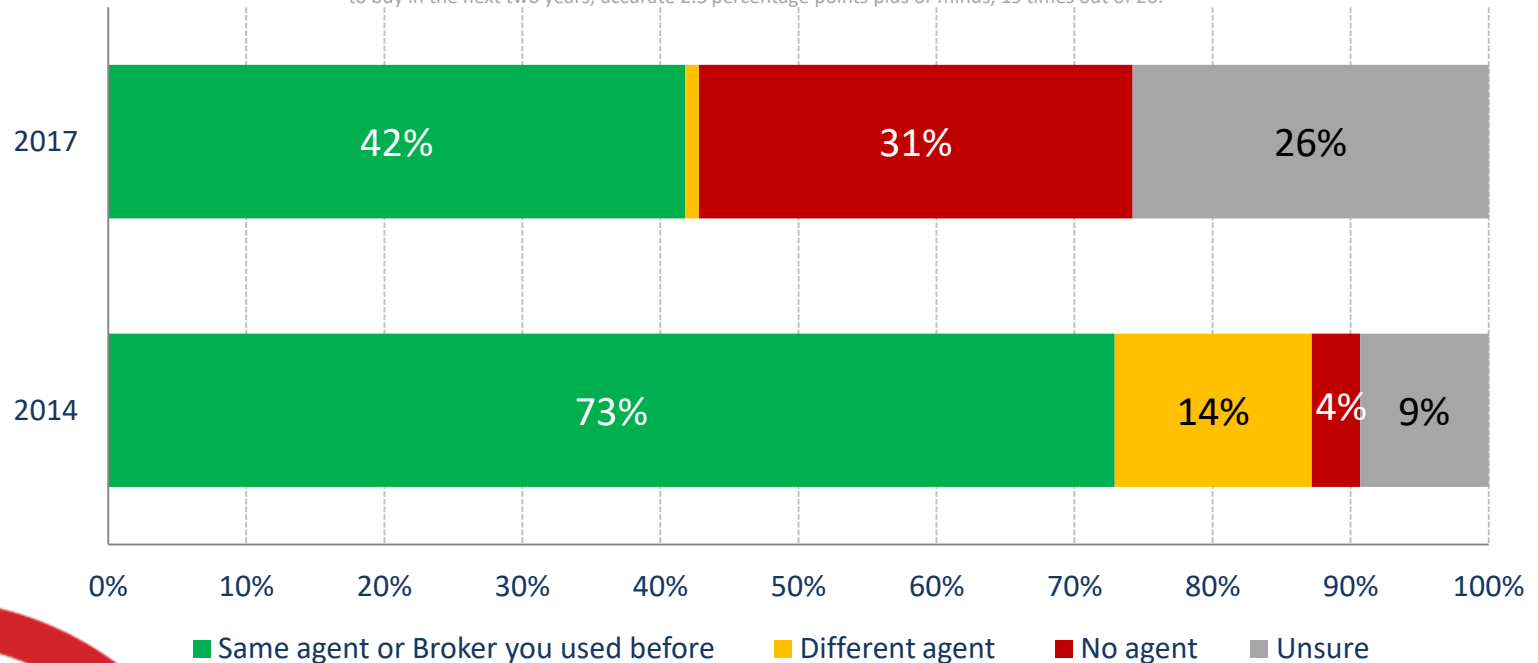
*Note: Charts may not add up to 100 due to rounding

QUESTION – And when you SELL a home or residential property next, will you use a REALTOR® or real estate agent or broker?

Using the same or a different agent

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1379 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.6 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th, 2013 to January 20th, 2014, n=1811 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.3 percentage points plus or minus, 19 times out of 20.

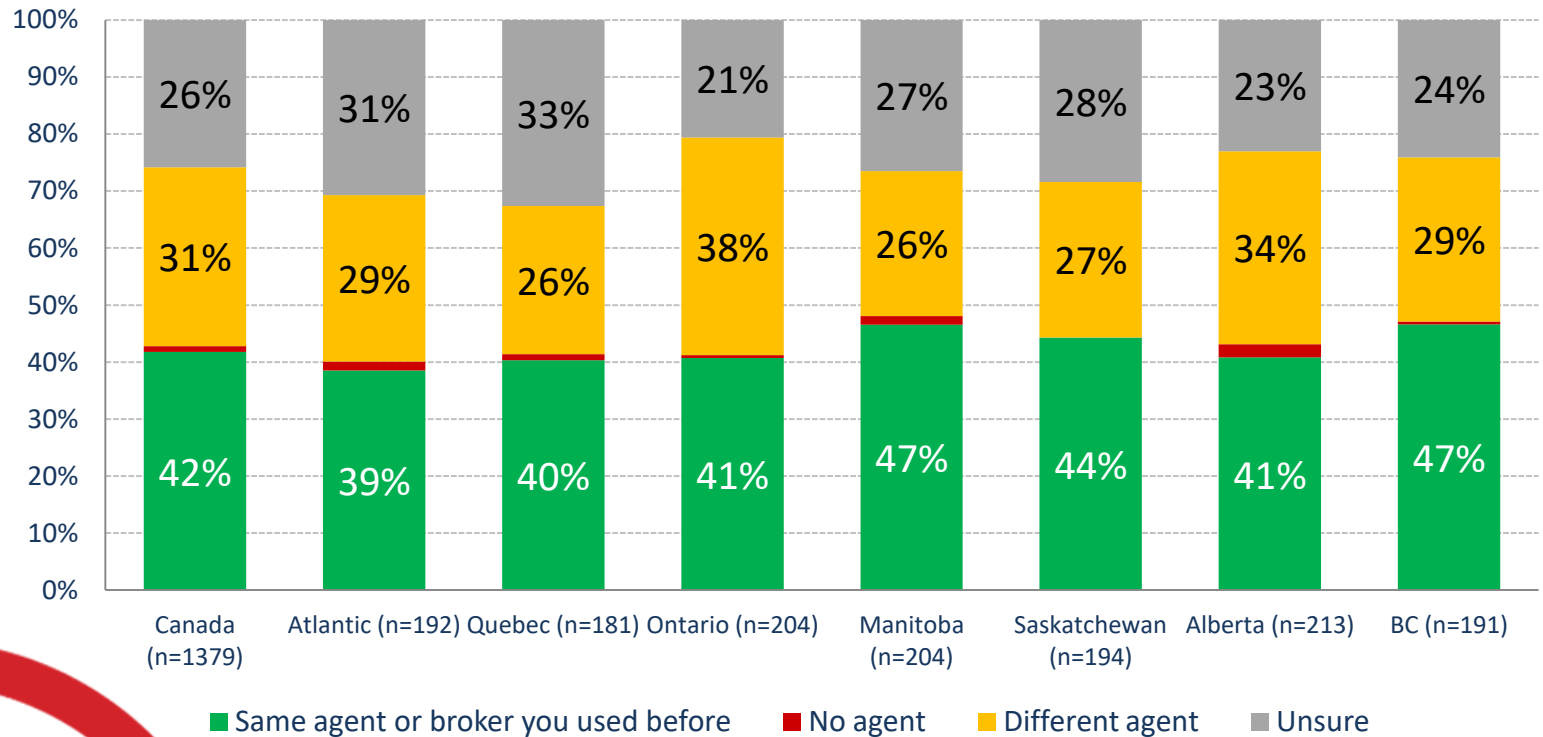


***Note: Charts may not add up to 100 due to rounding**

QUESTION – [If “YES” to using a REALTOR® or already using a REALTOR®] And when you sell your home, will you use the same agent or broker you used before to help you buy a new home?

Using the same or a different agent

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1379 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.6 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

QUESTION – [If “YES” to using a REALTOR® or already using a REALTOR®] And when you sell your home, will you use the same agent or broker you used before to help you buy a new home?

Reason for not using an agent or broker

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=196 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 7.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=197 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 7.1 percentage points plus or minus, 19 times out of 20.

	2014 (n=197)	2017 (n=196)
Save money/commission	41.0%	56.3%
Can sell home by myself	17.9%	28.1%
Do not trust brokers	11.5%	6.8%
Internet/private ads eliminate need for agents	6.6%	2.9%
Agents not reliable/helpful	4.4%	2.2%
Bad experience with a broker	2.3%	1.9%
House will sell easily	0.9%	1.2%
Depends on fees/situation/the market	2.7%	0.2%
Can get a better deal	0.9%	0.2%
Have family/friends who handle this	0.9%	-
Other	4.4%	0.3%
Unsure	6.4%	-

QUESTION – [If “NO” to using a REALTOR®] Why would you not use an agent or broker to sell your home? [Open-ended]

Ideal qualities of a broker when selling

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

	Total	
	2014 (n=2000)	2017 (n=2000)
Trustworthy and honest	36.5%	45.4%
Sincerely helpful	13.4%	21.2%
Overall market knowledge	17.6%	19.0%
Good track record	7.9%	5.8%
Understands my needs	3.2%	1.9%
Flexible with commission	-	1.9%
Other	3.7%	1.5%
Unsure	17.7%	3.2%

QUESTION – In terms of selling your home, which qualities do you most wish a broker to possess? [Open-ended]

Ideal qualities of a broker when buying

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

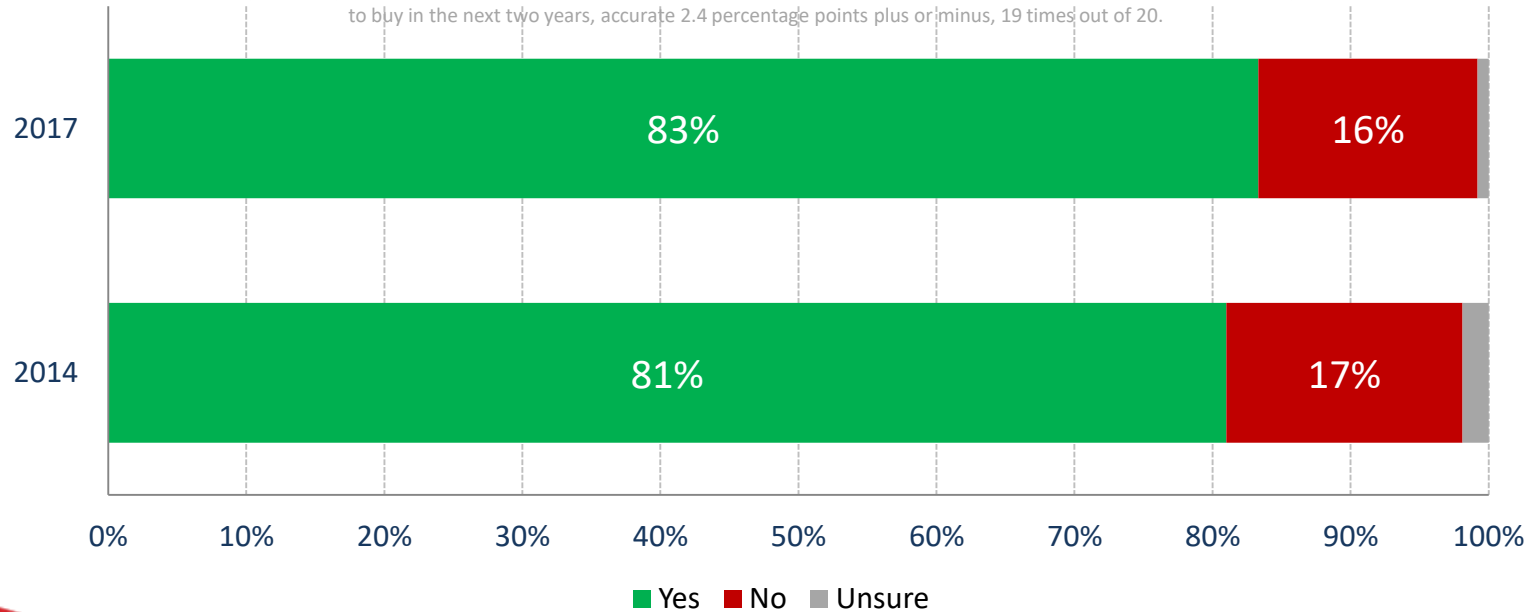
	2014 (n=2000)	2017 (n=2000)
Trustworthy and honest	36.5%	40.8%
Solid overall knowledge of the housing market	13.2%	20.8%
Sincerely helpful	8.0%	14.7%
Fully understands your needs	9.5%	8.1%
Good track record in home purchases	4.4%	3.7%
Keeps to set financial parameters/not tries to oversell	2.5%	0.6%
Completely understands housing legalities and regulations	1.5%	0.3%
Charges reasonable fees	0.4%	1.2%
Can communicate effectively	1.1%	0.1%
Does due diligence on home evaluations in the area	0.7%	-
Other	2.3%	1.5%
Unsure	19.8%	8.3%

QUESTION – In terms of buying your home, which qualities do you most wish a broker to possess? [Open-ended]

Last time purchased a home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1680 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=1727 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

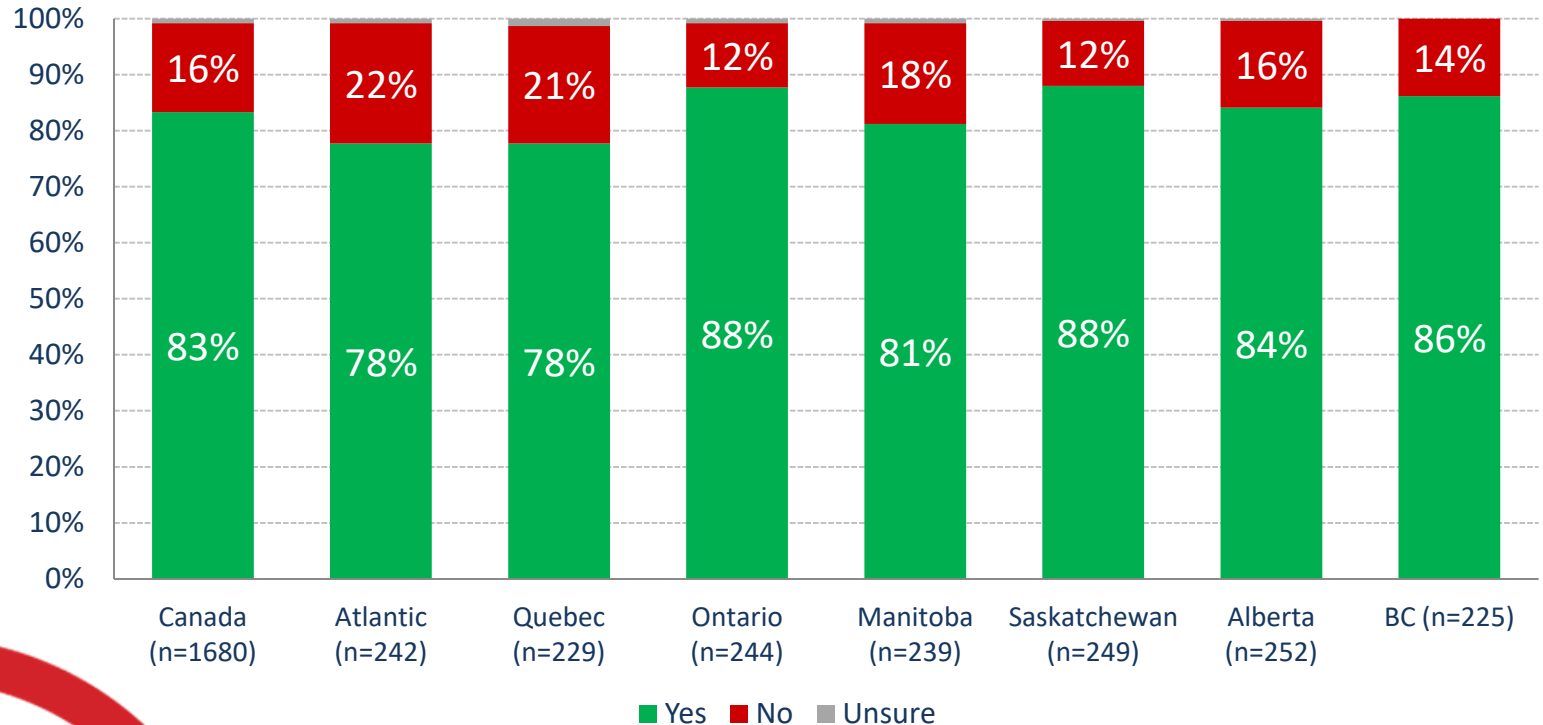


***Note:** Charts may not add up to 100 due to rounding

QUESTION – [If homeowner] And the last time you purchased or sold your home, did you use the services of a REALTOR® or real estate agent or broker?

Last time purchased a home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1680 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.



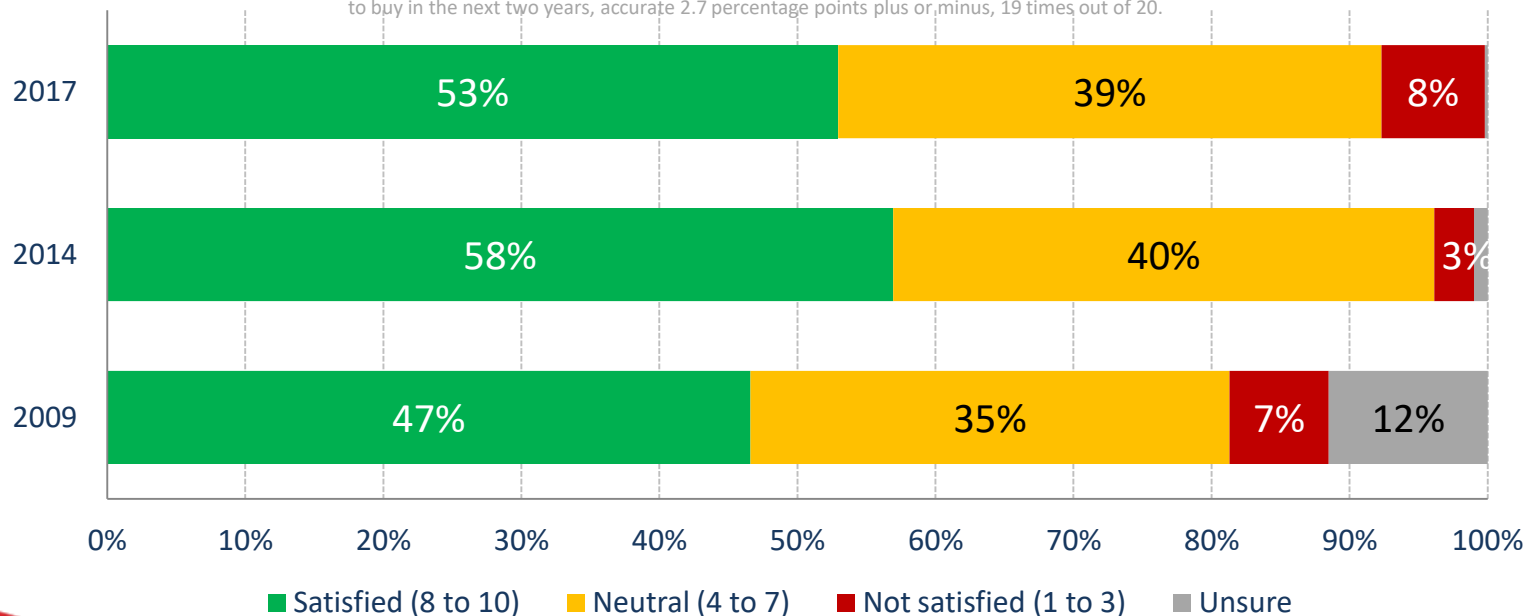
***Note:** Charts may not add up to 100 due to rounding

QUESTION – [If homeowner] And the last time you purchased or sold your home, did you use the services of a REALTOR® or real estate agent or broker?

Overall satisfaction with REALTORS® - tracking

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1399 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.6 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=1386 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.7 percentage points plus or minus, 19 times out of 20.

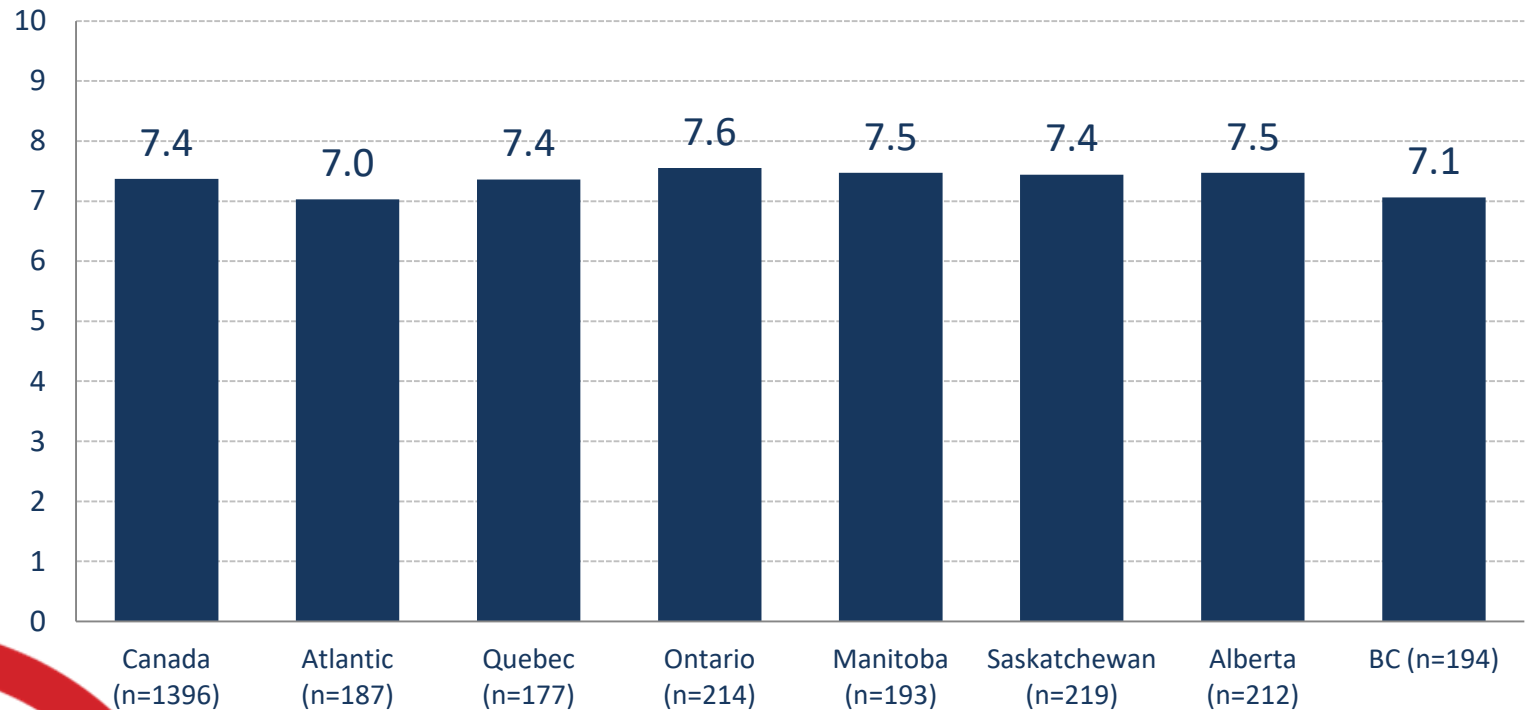


*Note: Charts may not add up to 100 due to rounding

QUESTION – [If homeowner and “YES” used a REALTOR®] Overall, on a scale of 1 to 10, where 1 means not at all satisfied and 10 means very satisfied, how would you rate your satisfaction with the performance of any REALTORS® or real estate professionals with whom you dealt in the past?

Overall satisfaction with REALTORS®

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1399 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.6 percentage points plus or minus, 19 times out of 20.

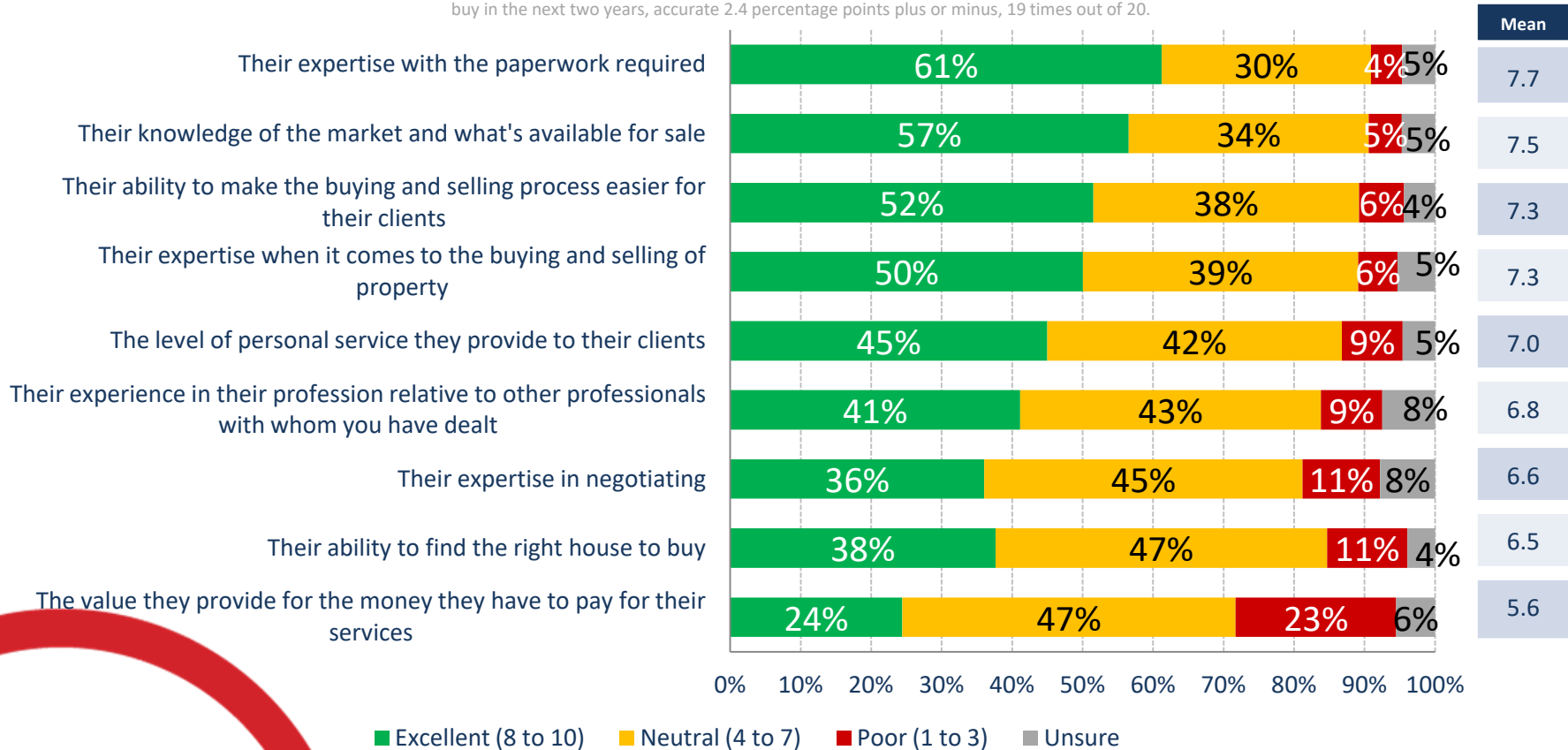


***Note:** Charts may not add up to 100 due to rounding

QUESTION – [If homeowner and “YES” used a REALTOR®] Overall, on a scale of 1 to 10, where 1 means not at all satisfied and 10 means very satisfied, how would you rate your satisfaction with the performance of any REALTORS® or real estate professionals with whom you dealt in the past? [Mean scores]

Attributes of REALTORS®

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.



***Note:** Charts may not add up to 100 due to rounding

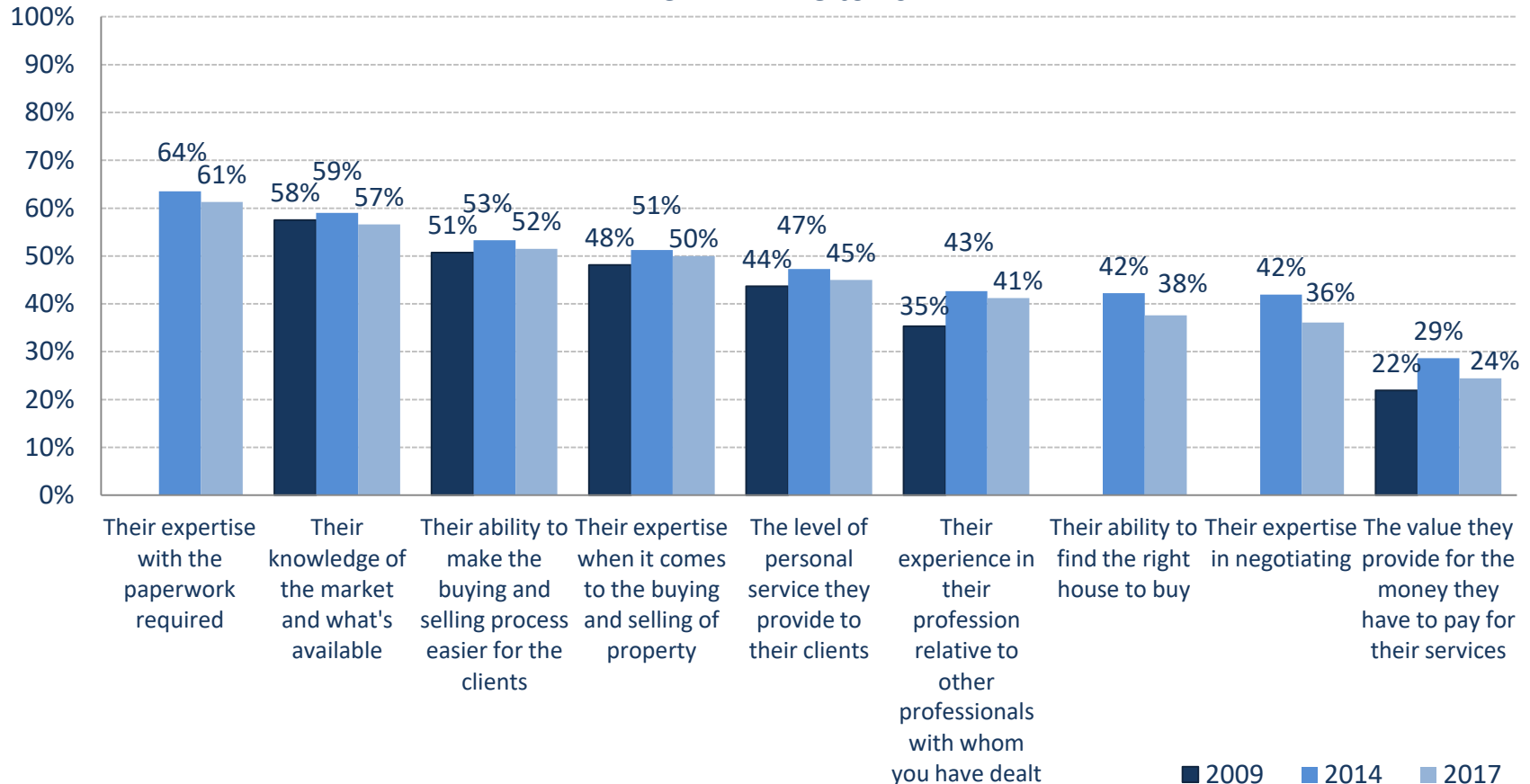
QUESTION – I would now like to ask you for your impressions of REALTORS® or real estate agents and brokers in a number of specific areas...again on a scale of 1 to 10, where 1 means extremely poor and 10 means excellent, how would you rate real estate agents and brokers on the following attributes? [RANDOMIZE]

Attributes of REALTORS® - tracking

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.

"EXCELLENT – 8 to 10"



QUESTION – I would now like to ask you for your impressions of REALTORS® or real estate agents and brokers in a number of specific areas...again on a scale of 1 to 10, where 1 means extremely poor and 10 means excellent, how would you rate real estate agents and brokers on the following attributes?

4.0 Use of listing services



Listing services

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

	Frequency (n=2000)
REALTOR.ca/MLS	83.8%
No	4.6%
Local real estate agents/brokers sites	2.0%
Google/Internet search	1.5%
Centris.ca	0.9%
Local/ regional newspaper	0.8%
Kijiji	0.7%
ComFree.com	0.6%
Viewpoint.ca	0.5%
Zolo	0.3%
DuProprio.com	0.2%
Homefinder.ca	0.2%
Point2homes.com	0.1%
Grapevine.ca	0.1%
Local Real Estate Board	0.1%
Unsure	3.7%

QUESTION – Do you know of any listing services where you can find comprehensive listings of all houses for sale in your area?

*Open-ended in 2014

Confidential

Websites to search for a new home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=2357 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.1 percentage points plus or minus, 19 times out of 20.

Top Mentions	2014 (n=2357)	2017 (n=2000)
REALTOR.ca/MLS	56.1%	45.6%
Local real estate agent's/broker's sites	33.2%	22.5%
Google/Internet search	11.3%	19.8%
Unsure/multiple sites	-	14.4%
Kijiji	4.8%	4.5%
DuProprio.com	2.2%	3.2%
Centris.ca	0.6%	2.0%
ComFree.com	1.5%	1.6%
Local/regional newspaper	2.2%	1.5%
Viewpoint	0.3%	1.2%
Other mentions	10.2%	7.2%
Unsure	-	2.5%

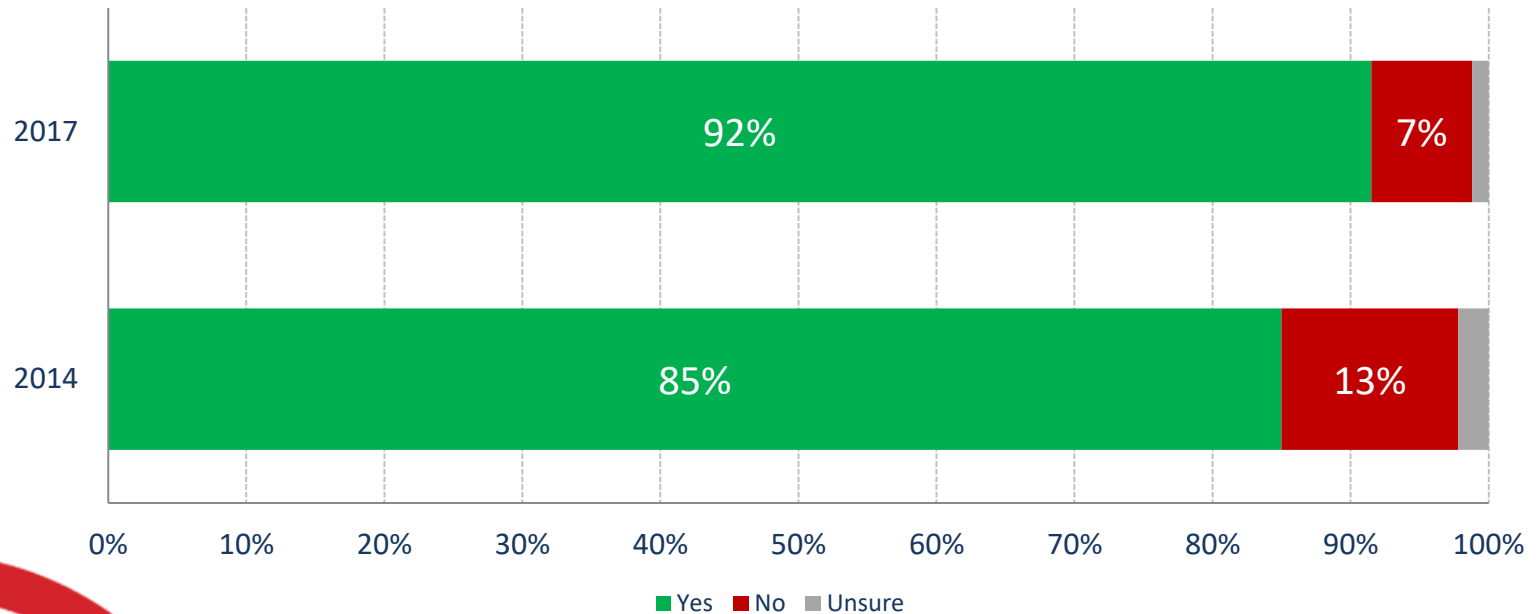
*based on multiple mentions

QUESTION – If you wanted to search for a new home, what websites would you go to? [Open-ended]

Awareness of REALTOR.ca

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.



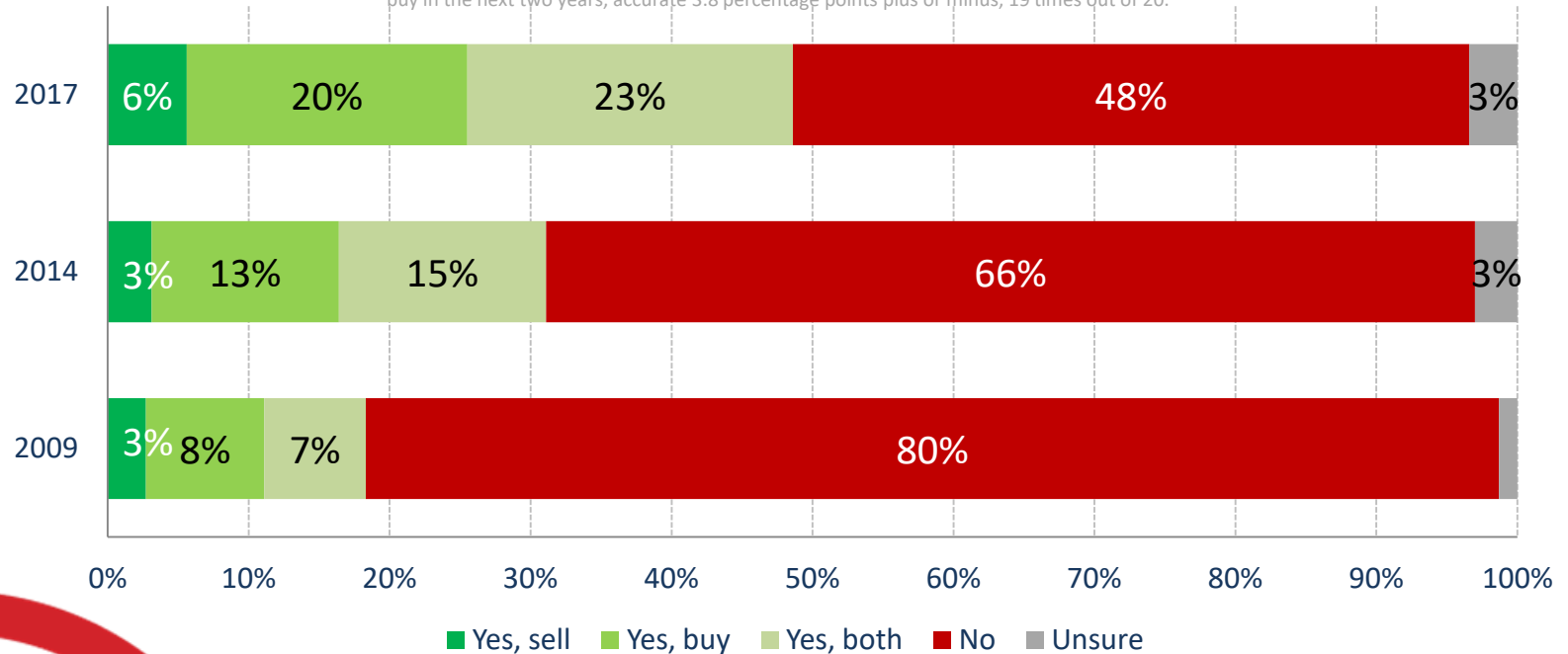
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Have you heard of REALTOR.ca (previously known as MLS.ca)?
2014: Have you heard of REALTOR.ca or MLS®?

Usage of REALTOR.ca - tracking

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1040 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=666 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 3.8 percentage points plus or minus, 19 times out of 20.



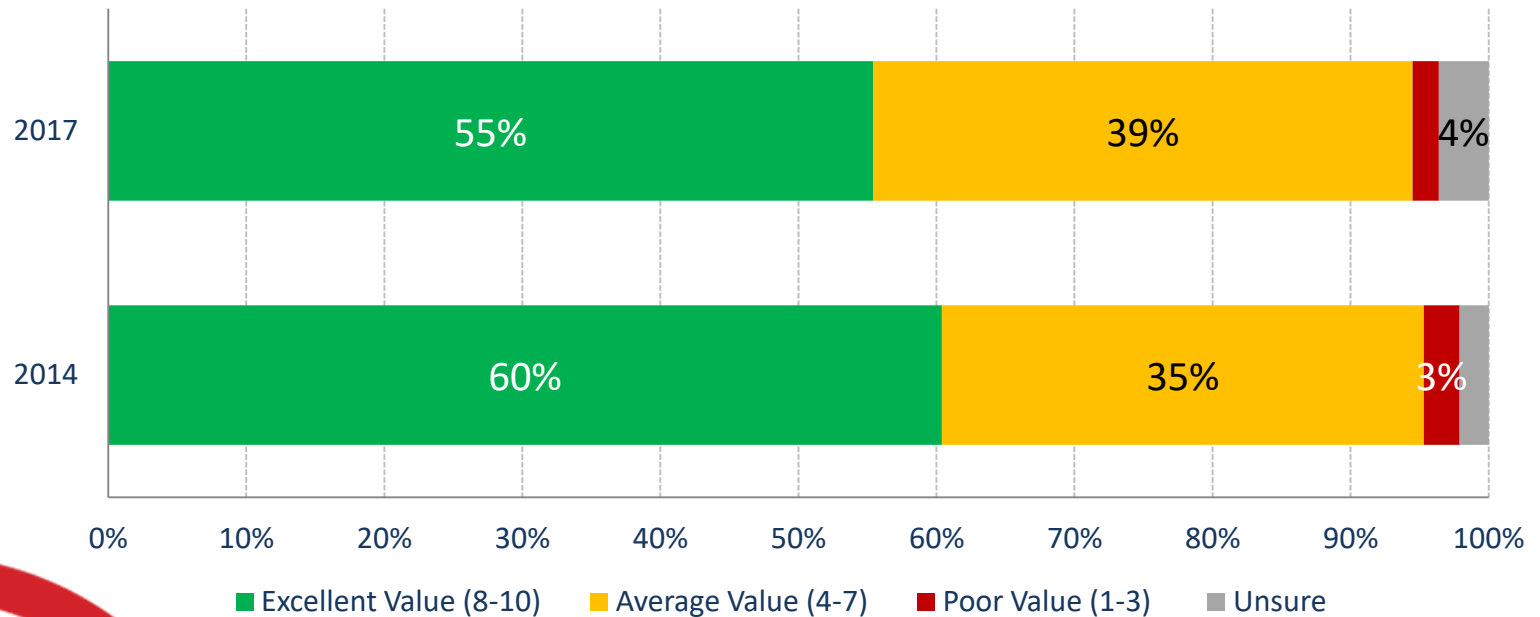
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Have you used REALTOR.ca (previously known as MLS.ca) to sell a home, buy a home, or both?

Value of REALTOR.ca

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1040 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=666 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 3.9 percentage points plus or minus, 19 times out of 20.



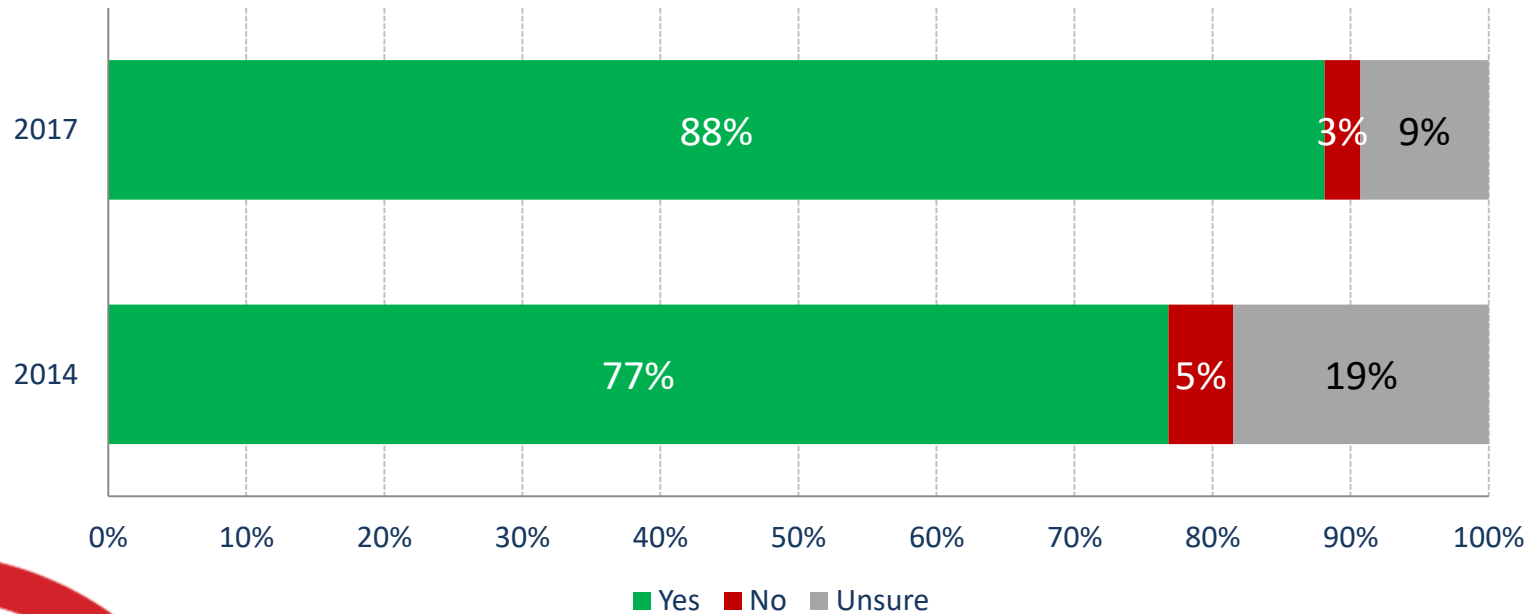
***Note: Charts may not add up to 100 due to rounding**

QUESTION – – [IF HAVE USED REALTOR.ca – previously known as MLS.ca] And on a 10-point scale with “1” meaning “very poor value” and “10” meaning “excellent value”, how would you rate the value of this service?

Likelihood of using REALTOR.ca again

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=1040 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=666 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 3.9 percentage points plus or minus, 19 times out of 20.



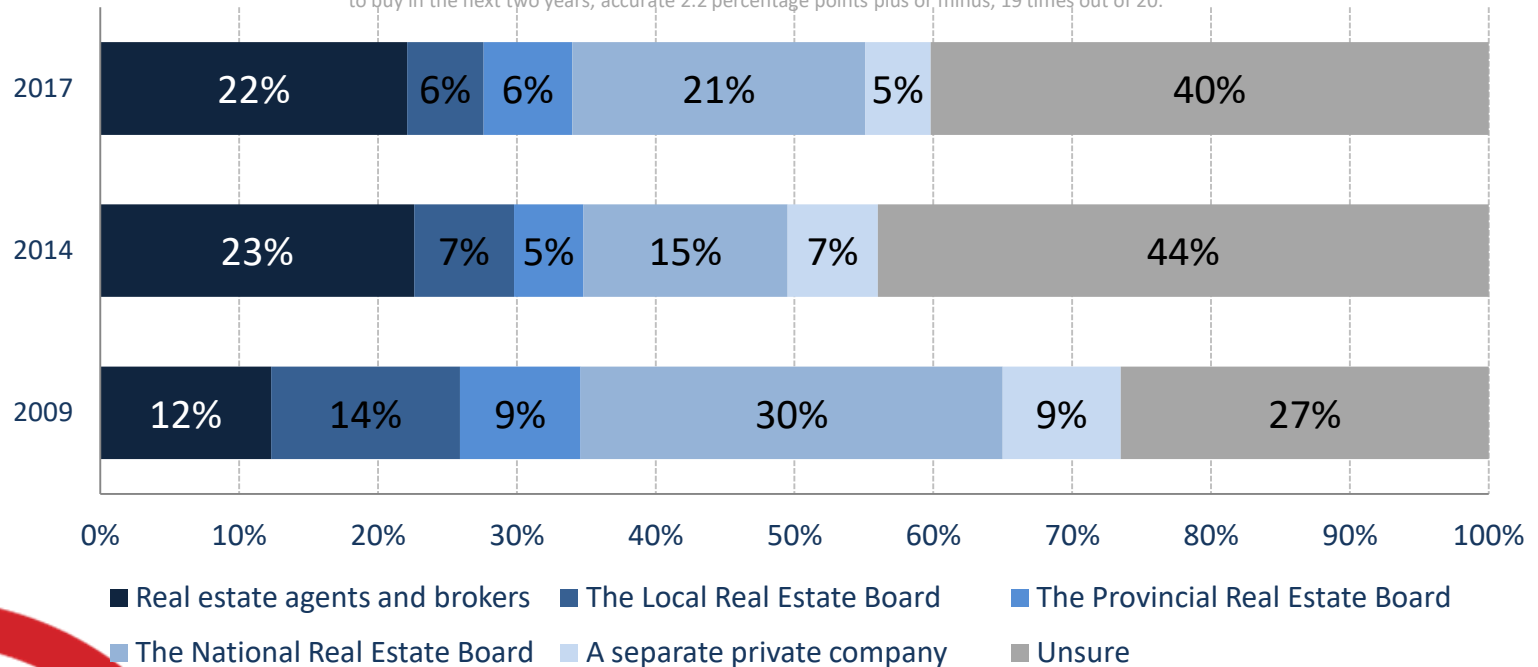
***Note: Charts may not add up to 100 due to rounding**

QUESTION – [IF YOU HAVE USED REALTOR.ca or MLS.ca] Would you use this service again?

Ownership and operation of REALTOR.ca - tracking

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 12th to November 24th, 2017, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.4 percentage points plus or minus, 19 times out of 20.

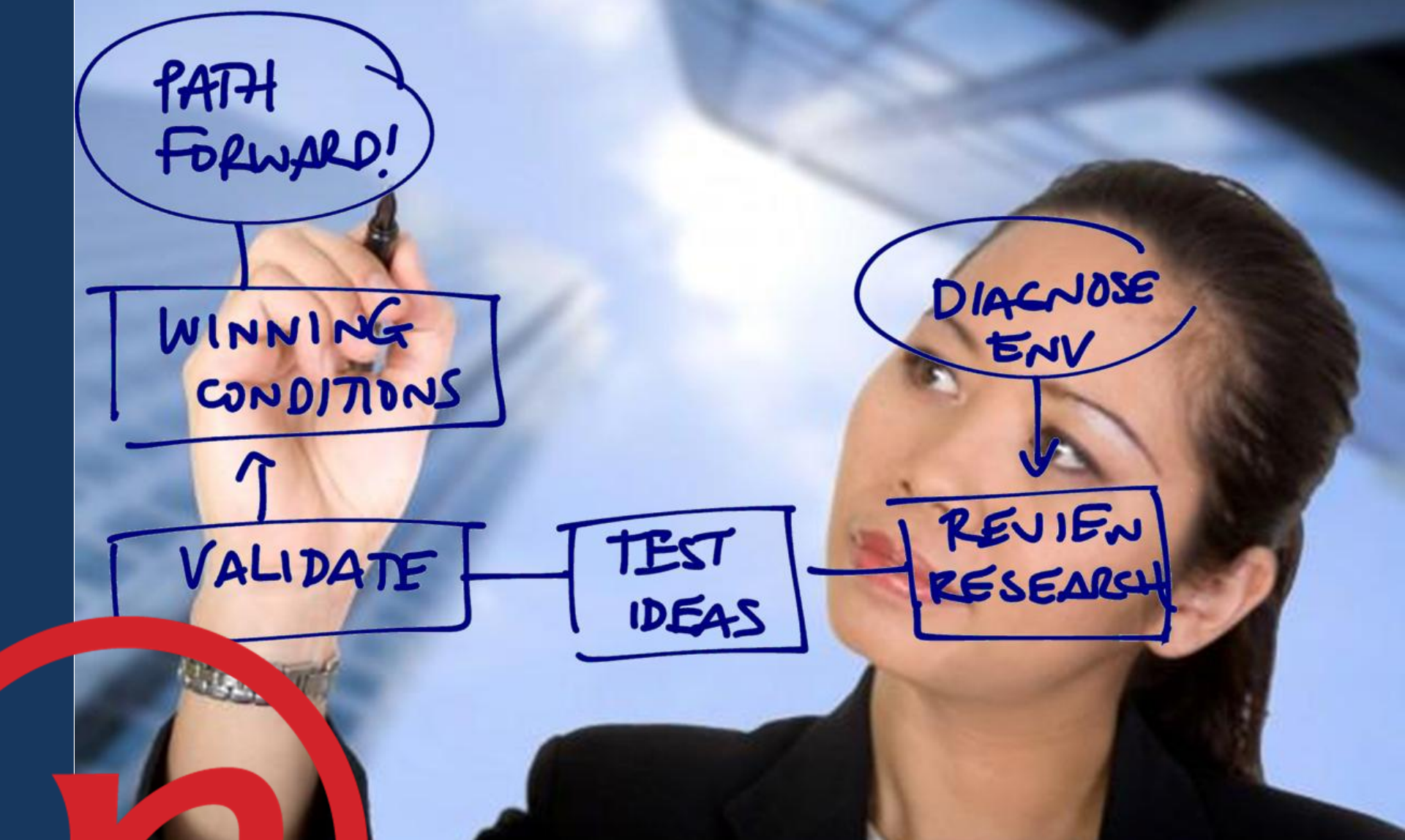
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th 2013 to January 20th 2014, n=2000 individuals who have bought a home in the past two years or plan to buy in the next two years, accurate 2.2 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

QUESTION – Who do you think owns and operates REALTOR.ca (previously known as MLS.ca)?

2009: Who do you think owns and operates MLS®?



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 2,000 Canadian individuals who have bought a home in the past two years or plan to buy in the next two years from the Nanos-CREA Consumer Panel, 18 years of age or older, between October 12th to November 24th, 2017. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 2,000 Canadian individuals who have bought a home in the past two years or plan to buy in the next two years is ± 2.2 percentage points, 19 times out of 20.

The research was commissioned by the Canadian Real Estate Association and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

2014: National Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 2,000 homeowners and individuals who have bought or sold real estate in the past two years or intend to buy or sell in the next two years from the Nanos-CREA Consumer Panel between December 27th, 2013 and January 20th, 2014 and another wave from July 22nd, and August 11th, 2014. Participants were randomly recruited by telephone and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Individuals randomly called using random digit dialling and were called five times. The margin of error for a random survey of 2,000 Canadians is ± 2.2 percentage points, 19 times out of 20. This study was commissioned by the Canadian Real Estate Association (CREA).

2009: The wave of research from 2009 was comprised of a random telephone survey of 2,888 individuals with the intent to purchase a home, six focus groups, and an online survey. According to the report, a total of approximately 17,000 individuals participated in the study. Based on Nanos' review of the report, we have the opinion that focus groups were not necessary and that the telephone and online survey should be merged into one questionnaire instrument. The 2014 study right-sized the sample from 2,888 to 2,000 to allow for regional granularity. Individuals who had purchased a home in the past two years were added to the sample of consumers planning to purchase a home in the next two years to allow for a better mix of respondents with actual experience. Although there are limitations to the comparability with previous research, the 2014 research is comparable and methodologically compatible with the telephone research conducted as part of the previous Great Expectations Project. This study was commissioned by the Canadian Real Estate Association (CREA).

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Canadian Real Estate Association	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	2000 Randomly selected individuals who have bought a home in the past two years or plan to buy in the next two years	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±2.2 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate; individuals who did not purchase a home in the past two years or do not intend to buy a home in the next two years.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	11 percent, consistent with industry norms.
Demographics (Captured)	Individuals who have bought a home in the past two years or plan to buy in the next two years in Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	All questions asked are contained in the report.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	October 12 th to November 24 th , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Nurses	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	8.33	8.32	8.46	8.24	8.44	8.39	8.24	8.27	8.34	8.31	8.07	8.18	8.44	8.42	8.46
	2	%	0.2	0.7	0.0	0.3	0.0	0.0	0.0	0.3	0.3	0.1	0.0	0.1	0.8	0.0	0.0
	3	%	0.5	0.7	0.4	0.3	0.3	0.4	0.7	0.7	0.4	0.6	1.3	0.1	0.0	0.9	0.5
	4	%	1.5	1.0	1.1	2.1	0.7	1.4	2.4	0.7	1.2	1.8	2.4	1.7	1.5	1.1	0.7
	5	%	3.5	2.1	2.8	4.2	2.4	3.2	3.5	4.9	2.9	4.2	2.6	5.1	2.9	2.2	4.4
	6	%	4.0	5.6	3.5	3.1	3.5	4.6	4.5	4.9	3.4	4.5	5.8	4.4	3.0	5.0	2.2
	7	%	13.4	11.9	13.7	15.0	12.6	10.9	12.9	11.9	14.3	12.4	16.8	15.2	12.8	12.8	9.9
	8	%	23.9	25.5	21.4	23.1	27.6	26.3	25.2	25.5	25.2	22.5	26.2	26.2	20.0	20.5	27.4
	9	%	30.8	30.1	32.3	30.8	29.4	28.8	31.5	29.7	31.3	30.3	30.6	27.4	33.9	34.6	27.7
	The most trustworthy (10)	%	21.5	21.7	24.2	19.6	23.1	23.2	19.2	21.0	20.4	22.6	14.2	19.3	24.4	22.7	24.6
	Unsure	%	0.8	0.7	0.7	1.4	0.3	1.4	0.0	0.3	0.5	1.1	0.1	0.5	0.5	0.3	2.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years from the Nanos-CREA Consumer Panel, 18 years of age or older, between October 12th and November 24th, 2017. The margin of error for a random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years is ± 2.2 percentage points, 19 times out of 20.

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Nurses	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	0.7	1.4	0.4	0.7	0.3	0.4	0.7	1.0	0.7	0.7	1.3	0.3	0.8	0.9	0.5
	Average trust (4-7)	%	22.3	20.6	21.1	24.5	19.2	20.0	23.4	22.4	21.9	22.8	27.5	26.4	20.3	21.0	17.2
	Most trustworthy (8-10)	%	76.2	77.3	77.9	73.4	80.1	78.2	75.9	76.2	76.9	75.4	71.1	72.8	78.3	77.8	79.8
	Unsure	%	0.8	0.7	0.7	1.4	0.3	1.4	0.0	0.3	0.5	1.1	0.1	0.5	0.5	0.3	2.6

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			Province								Gender		Age				
I			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - School Teachers	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.12	7.25	7.39	6.92	7.13	7.13	7.03	7.03	6.91	7.34	7.15	7.07	7.07	7.34	7.00
	Do not trust at all (1)	%	1.0	1.0	0.7	0.7	1.4	1.4	1.4	1.7	1.6	0.4	1.5	1.1	1.3	0.9	0.4
	2	%	2.3	1.4	1.1	3.8	2.8	1.4	1.4	2.4	2.8	1.7	0.1	1.7	3.1	2.1	3.7
	3	%	3.1	1.7	3.2	3.5	1.7	4.2	1.7	4.2	3.9	2.3	4.9	3.5	2.6	2.5	2.6
	4	%	4.1	2.4	3.2	4.9	3.8	2.8	5.6	4.9	4.3	4.0	3.2	5.9	3.1	2.3	5.7
	5	%	8.8	11.2	7.0	9.4	12.6	9.5	7.3	8.4	10.1	7.4	6.8	10.0	8.3	9.6	8.5
	6	%	9.6	9.8	7.7	9.8	6.3	9.5	11.9	11.5	10.2	8.9	9.1	7.4	11.5	9.0	10.8
	7	%	20.4	19.2	20.4	21.7	18.2	18.6	23.4	17.8	20.4	20.4	23.4	19.9	21.5	19.9	17.7
	8	%	24.5	26.2	27.4	22.4	27.3	26.3	25.9	20.6	24.0	25.1	29.7	25.8	24.2	21.5	22.8
	9	%	15.9	18.9	16.1	12.9	16.4	14.7	15.0	19.9	13.5	18.3	14.0	16.6	14.7	20.4	13.1
	The most trustworthy (10)	%	8.4	7.0	10.5	8.4	8.4	8.8	4.2	8.4	7.6	9.2	6.3	7.3	8.1	10.8	9.2
	Unsure	%	1.9	1.0	2.8	2.4	1.0	2.8	2.1	0.0	1.7	2.2	1.0	0.8	1.5	1.1	5.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - School Teachers	Total	Unwgt N	1977	284	283	284	282	281	282	281	1013	964	276	476	469	412	344
		Wgt N	1980	199	496	596	99	99	197	295	1012	968	269	484	469	383	374
	Do not trust (1-3)	%	5.5	3.5	4.2	7.4	4.6	5.7	3.2	6.8	6.8	4.1	5.1	5.3	5.9	4.7	6.4
	Average trust (4-7)	%	43.3	43.0	38.5	46.1	41.5	40.9	48.9	43.4	45.6	40.8	43.2	43.7	45.0	41.2	42.9
	Most trustworthy (8-10)	%	49.3	52.5	54.4	44.0	52.8	50.5	45.7	49.8	45.9	52.8	50.7	50.2	47.6	53.1	45.2
	Unsure	%	2.0	1.1	2.8	2.5	1.1	2.8	2.1	0.0	1.7	2.2	1.0	0.8	1.6	1.1	5.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Real Estate Agents and Brokers	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	5.13	5.09	5.32	5.01	5.29	5.28	5.26	4.93	4.84	5.45	5.12	5.07	4.94	5.15	5.46
	Do not trust at all (1)	%	6.5	7.3	4.9	7.7	5.6	3.5	4.9	8.4	9.0	3.9	7.0	6.6	6.5	6.2	6.2
	2	%	6.4	5.2	4.6	7.3	5.6	7.0	5.9	8.7	7.6	5.1	6.8	6.4	9.1	6.7	2.5
	3	%	9.7	9.4	11.6	8.0	9.1	9.5	8.4	11.5	10.4	9.1	8.6	9.0	9.6	11.3	10.2
	4	%	11.8	11.9	12.3	11.5	12.6	13.0	12.6	10.5	12.2	11.5	11.9	13.9	11.9	12.0	8.9
	5	%	20.8	22.7	16.5	24.8	19.9	18.9	19.6	20.6	22.9	18.7	18.6	20.4	21.2	21.2	22.2
	6	%	14.6	14.0	14.0	15.0	13.3	16.5	18.2	12.2	13.3	15.9	15.2	14.9	13.6	13.6	15.9
	7	%	16.0	15.7	19.6	12.9	17.8	14.7	16.4	15.7	12.4	19.8	18.9	18.9	16.9	11.4	13.7
	8	%	8.5	7.7	10.5	7.7	8.7	10.2	7.0	7.7	7.6	9.5	6.7	7.3	6.6	10.6	11.7
	9	%	3.4	3.5	2.8	3.1	4.9	3.5	4.5	3.5	2.9	3.9	3.5	1.8	2.1	5.2	5.1
	The most trustworthy (10)	%	0.8	0.3	0.7	1.0	0.7	0.7	0.3	1.0	0.6	1.0	0.4	0.5	0.5	1.0	1.6
	Unsure	%	1.5	2.1	2.5	0.7	1.7	2.5	2.1	0.0	1.2	1.7	2.4	0.4	2.1	0.8	2.1

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Real Estate Agents and Brokers	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	22.6	22.0	21.1	23.1	20.3	20.0	19.2	28.7	27.0	18.0	22.4	22.0	25.1	24.2	18.8
	Average trust (4-7)	%	63.2	64.3	62.5	64.3	63.6	63.2	66.8	59.1	60.7	65.9	64.7	68.0	63.5	58.2	60.7
	Most trustworthy (8-10)	%	12.7	11.5	14.0	11.9	14.3	14.4	11.9	12.2	11.1	14.4	10.5	9.6	9.3	16.8	18.4
	Unsure	%	1.5	2.1	2.5	0.7	1.7	2.5	2.1	0.0	1.2	1.7	2.4	0.4	2.1	0.8	2.1

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - Members of the Clergy	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	6.18	6.45	5.70	6.33	6.71	7.06	6.27	5.99	6.05	6.33	5.11	5.80	6.40	6.51	6.83
	Do not trust at all (1)	%	7.4	6.3	10.5	6.6	7.0	3.5	6.3	6.6	9.1	5.7	11.8	9.3	6.4	6.7	3.7
	2	%	5.5	3.8	7.7	6.3	2.4	2.5	3.8	4.5	5.6	5.4	9.1	7.4	5.2	3.1	3.5
	3	%	5.5	4.5	7.4	3.8	2.8	3.9	4.5	8.7	6.4	4.6	7.7	6.2	4.5	5.8	4.2
	4	%	5.0	4.9	4.6	4.9	4.2	3.9	5.9	5.9	3.9	6.1	7.0	5.9	3.5	4.1	5.1
	5	%	12.3	14.0	13.0	13.3	10.1	8.1	12.9	9.4	13.5	11.0	11.8	11.7	14.3	12.8	10.3
	6	%	9.4	9.8	10.9	5.9	9.8	9.8	10.8	12.2	8.8	10.0	11.4	10.4	8.2	8.2	9.2
	7	%	12.1	11.5	8.8	14.0	16.1	12.6	13.6	11.5	10.2	14.0	9.1	11.8	14.1	12.0	12.1
	8	%	14.9	20.3	14.4	14.7	14.3	18.6	14.0	12.2	15.6	14.2	15.5	14.5	12.8	14.1	18.5
	9	%	13.8	14.7	9.5	17.1	18.9	19.3	12.9	10.8	13.6	14.0	5.4	10.9	15.9	17.8	17.0
	The most trustworthy (10)	%	8.0	8.0	8.4	7.3	9.4	11.6	7.3	7.3	7.7	8.4	1.9	6.5	9.5	9.5	10.9
	Unsure	%	6.1	2.1	4.9	5.9	4.9	6.3	7.7	10.5	5.6	6.6	9.3	5.5	5.6	5.9	5.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - Members of the Clergy	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	18.5	14.7	25.6	16.8	12.2	9.8	14.7	19.9	21.1	15.7	28.6	22.9	16.1	15.6	11.4
	Average trust (4-7)	%	38.7	40.2	37.2	38.1	40.2	34.4	43.4	39.2	36.4	41.1	39.3	39.7	40.1	37.1	36.7
	Most trustworthy (8-10)	%	36.7	43.0	32.3	39.2	42.7	49.5	34.3	30.4	36.8	36.6	22.8	31.9	38.2	41.5	46.4
	Unsure	%	6.1	2.1	4.9	5.9	4.9	6.3	7.7	10.5	5.6	6.6	9.3	5.5	5.6	5.9	5.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years from the Nanos-CREA Consumer Panel, 18 years of age or older, between October 12th and November 24th, 2017. The margin of error for a random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years is ± 2.2 percentage points, 19 times out of 20.

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - Doctors	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.90	7.92	7.90	7.87	8.12	7.95	8.04	7.76	7.96	7.83	7.72	7.74	7.92	8.06	8.04
	Do not trust at all (1)	%	0.4	1.0	0.0	0.7	0.3	0.4	0.0	0.3	0.4	0.4	0.8	0.2	0.6	0.0	0.6
	2	%	0.8	1.4	0.7	0.7	0.3	0.0	0.3	1.4	1.0	0.5	0.3	0.9	1.0	0.8	0.7
	3	%	1.6	1.4	1.1	1.7	0.3	1.1	1.4	2.8	1.3	1.8	2.0	1.6	1.7	1.4	1.0
	4	%	1.3	0.7	1.1	2.1	0.7	2.1	0.3	1.0	1.3	1.3	1.0	1.5	1.0	1.1	1.8
	5	%	4.8	3.8	5.3	4.5	3.8	4.6	4.2	6.3	4.9	4.8	5.6	3.9	5.4	5.7	3.9
	6	%	7.4	6.6	10.5	6.3	4.2	6.3	8.0	5.6	5.6	9.3	8.5	8.7	7.3	6.0	6.3
	7	%	14.8	16.1	10.5	17.1	18.2	16.1	14.7	14.7	14.8	14.7	19.5	17.4	11.5	12.5	14.5
	8	%	28.2	27.6	32.6	24.1	28.7	29.5	29.7	28.0	27.9	28.5	28.2	31.6	29.9	24.9	25.2
	9	%	26.0	22.0	24.6	27.6	28.0	25.3	24.5	28.7	27.5	24.5	21.2	24.9	25.3	30.4	27.5
	The most trustworthy (10)	%	14.2	18.2	13.3	14.3	15.4	14.0	16.8	10.5	14.9	13.4	12.8	8.5	15.7	16.7	18.0
	Unsure	%	0.5	1.0	0.4	0.7	0.0	0.7	0.0	0.7	0.4	0.7	0.1	0.8	0.6	0.5	0.6

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			Province								Gender		Age				
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Question 5 - Doctors	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	2.7	3.8	1.8	3.1	1.0	1.4	1.7	4.5	2.7	2.8	3.1	2.7	3.3	2.3	2.3
	Average trust (4-7)	%	28.3	27.3	27.4	30.1	26.9	29.1	27.3	27.6	26.7	30.0	34.6	31.5	25.2	25.3	26.4
	Most trustworthy (8-10)	%	68.4	67.8	70.5	66.1	72.0	68.8	71.0	67.1	70.3	66.5	62.2	65.0	70.9	72.0	70.7
	Unsure	%	0.5	1.0	0.4	0.7	0.0	0.7	0.0	0.7	0.4	0.7	0.1	0.8	0.6	0.5	0.6

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 6 - Accountants	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.19	7.17	7.28	7.03	7.12	7.44	7.47	7.15	7.13	7.26	6.99	7.02	7.34	7.31	7.26
	Do not trust at all (1)	%	1.0	1.7	0.7	1.4	0.3	0.7	0.3	0.7	1.4	0.5	1.2	0.6	0.5	1.6	1.1
	2	%	1.2	1.4	1.4	1.7	1.0	0.0	0.7	0.7	1.5	0.9	1.2	1.1	1.3	1.3	1.3
	3	%	1.8	1.4	1.8	2.1	1.4	1.8	1.4	2.1	1.9	1.7	1.8	2.5	1.1	1.7	2.0
	4	%	3.2	2.8	3.9	3.5	3.5	1.4	1.7	3.1	3.9	2.4	3.3	3.9	3.2	1.9	3.4
	5	%	9.8	7.0	7.4	12.6	13.6	6.3	9.1	10.5	9.4	10.3	12.3	10.9	9.7	7.3	9.2
	6	%	11.1	12.9	9.8	11.5	8.4	12.3	9.8	12.2	11.4	10.7	10.8	13.4	9.4	8.7	12.8
	7	%	20.2	19.2	19.6	20.3	22.0	22.8	20.6	19.6	18.6	21.8	24.7	18.8	18.6	23.5	17.1
	8	%	25.6	29.0	28.4	19.6	26.2	27.4	29.0	27.3	25.2	26.0	21.5	27.6	29.6	25.4	20.8
	9	%	14.7	12.6	13.3	16.4	13.6	15.4	15.0	15.0	15.6	13.9	10.8	12.3	14.7	17.9	17.6
	The most trustworthy (10)	%	7.7	6.6	8.8	7.7	5.6	8.1	10.5	5.2	7.2	8.2	7.0	5.4	8.9	6.9	10.4
	Unsure	%	3.8	5.2	4.9	3.1	4.2	3.9	1.7	3.5	3.9	3.7	5.5	3.3	2.9	3.7	4.4

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Question 6 - Accountants	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	4.0	4.5	3.9	5.2	2.8	2.5	2.4	3.5	4.9	3.1	4.1	4.3	2.9	4.6	4.4
	Average trust (4-7)	%	44.2	42.0	40.7	47.9	47.6	42.8	41.3	45.5	43.3	45.2	51.1	47.1	40.9	41.4	42.4
	Most trustworthy (8-10)	%	48.0	48.3	50.5	43.7	45.5	50.9	54.5	47.6	47.9	48.0	39.3	45.3	53.2	50.2	48.8
	Unsure	%	3.8	5.2	4.9	3.1	4.2	3.9	1.7	3.5	3.9	3.7	5.5	3.3	2.9	3.7	4.4

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 7 - Firefighters	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	8.47	8.47	8.66	8.37	8.50	8.40	8.45	8.40	8.27	8.68	8.53	8.34	8.45	8.53	8.56
	Do not trust at all (1)	%	0.4	0.3	0.4	0.3	0.0	0.7	0.7	0.3	0.5	0.2	0.3	0.5	0.8	0.2	0.0
	2	%	0.3	0.7	0.0	0.3	0.0	0.0	0.0	0.7	0.4	0.1	0.3	0.4	0.7	0.0	0.0
	3	%	0.5	0.7	0.4	0.3	0.3	0.7	0.3	0.7	0.7	0.2	0.8	0.1	0.5	1.0	0.1
	4	%	1.3	0.0	1.8	1.7	1.0	0.7	0.3	1.4	1.0	1.7	2.4	2.2	1.3	0.0	0.6
	5	%	3.5	4.2	2.1	4.5	3.5	2.5	3.5	3.8	4.3	2.8	2.2	4.0	3.8	4.2	3.0
	6	%	5.1	4.5	3.2	7.0	5.2	4.6	5.2	5.2	6.8	3.4	3.8	7.1	3.8	4.4	6.1
	7	%	8.5	10.1	8.4	5.6	9.8	11.2	10.8	10.1	10.1	6.7	7.2	8.1	8.5	9.9	8.4
	8	%	20.2	18.9	18.6	22.0	18.9	23.2	21.7	18.5	21.3	19.0	23.8	17.9	20.5	19.2	21.3
	9	%	28.6	29.4	28.8	30.1	30.8	26.3	26.2	26.2	27.6	29.6	25.6	32.9	27.4	28.0	27.1
	The most trustworthy (10)	%	29.3	29.4	33.7	26.2	26.9	25.6	28.7	30.4	24.7	34.2	32.7	24.5	31.0	30.4	29.7
	Unsure	%	2.4	1.7	2.8	1.7	3.5	4.6	2.4	2.4	2.6	2.3	1.0	2.4	1.8	2.8	3.9

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Question 7 – Firefighters	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	1.1	1.7	0.7	1.0	0.3	1.4	1.0	1.7	1.7	0.5	1.3	0.9	2.0	1.2	0.1
	Average trust (4-7)	%	18.4	18.9	15.4	18.9	19.6	18.9	19.9	20.6	22.1	14.5	15.6	21.4	17.3	18.5	18.0
	Most trustworthy (8-10)	%	78.0	77.6	81.1	78.3	76.6	75.1	76.6	75.2	73.6	82.7	82.1	75.3	78.9	77.6	78.0
	Unsure	%	2.4	1.7	2.8	1.7	3.5	4.6	2.4	2.4	2.6	2.3	1.0	2.4	1.8	2.8	3.9

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 8 - Members of the Federal Parliament	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	4.68	4.63	4.97	4.52	4.61	4.74	4.41	4.74	4.51	4.86	4.44	4.47	4.62	5.01	4.87
	Do not trust at all (1)	%	12.1	12.2	8.1	14.0	14.0	14.4	12.6	12.9	15.2	8.7	15.6	12.6	11.6	10.9	10.4
	2	%	8.9	8.0	9.1	9.4	9.1	7.4	11.2	7.0	9.0	8.8	6.1	11.5	9.1	7.1	9.1
	3	%	10.0	11.9	9.8	9.4	10.5	9.8	11.9	9.1	9.7	10.4	9.6	9.6	13.2	9.3	7.7
	4	%	10.8	11.2	9.8	10.8	8.4	9.5	12.9	11.9	12.0	9.5	13.6	11.2	11.4	9.9	8.4
	5	%	19.9	18.9	18.2	21.7	20.3	19.6	18.5	20.6	18.5	21.3	19.5	19.9	18.0	18.9	23.7
	6	%	13.1	15.4	15.4	10.5	15.4	14.0	12.9	12.2	11.1	15.3	15.4	15.7	10.8	12.4	11.9
	7	%	13.7	12.9	17.9	14.3	11.2	10.5	9.4	10.8	13.7	13.8	11.3	12.1	14.7	15.5	14.6
	8	%	7.0	6.3	7.7	5.2	7.3	8.8	5.9	9.8	6.3	7.7	5.0	5.3	7.2	7.9	9.6
	9	%	2.6	2.8	2.1	2.4	3.1	3.2	3.1	3.1	2.8	2.5	0.8	1.4	2.7	6.2	1.9
	The most trustworthy (10)	%	0.4	0.0	0.7	0.3	0.3	1.8	0.0	0.3	0.5	0.4	0.6	0.3	0.3	0.5	0.7
	Unsure	%	1.3	0.3	1.1	1.7	0.3	1.1	1.4	2.1	1.1	1.6	2.6	0.4	1.0	1.5	2.1

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		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	31.0	32.2	27.0	32.9	33.6	31.6	35.7	29.0	33.9	28.0	31.4	33.8	33.9	27.3	27.2
	Average trust (4-7)	%	57.6	58.4	61.4	57.3	55.2	53.7	53.8	55.6	55.4	59.9	59.7	58.8	55.0	56.7	58.6
	Most trustworthy (8-10)	%	10.1	9.1	10.5	8.0	10.8	13.7	9.1	13.3	9.6	10.6	6.4	7.0	10.2	14.5	12.1
	Unsure	%	1.3	0.3	1.1	1.7	0.3	1.1	1.4	2.1	1.1	1.6	2.6	0.4	1.0	1.5	2.1

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To what degree do you trust the following professionals with whom you may, or may not have had, dealings with over the years. Please just give us your impressions rated on a scale of “1 to 10” where “1” means you don’t trust them at all and “10” means they are the most trustworthy. How about...[ROTATE OCCUPATIONS]

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 - Insurance Agents	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	5.33	5.24	5.34	5.23	5.41	5.31	5.52	5.44	5.21	5.46	5.12	5.03	5.35	5.46	5.75
	Do not trust at all (1)	%	5.2	8.4	4.9	4.5	4.2	3.2	4.2	6.3	5.8	4.5	6.8	4.8	6.4	5.4	2.6
	2	%	5.2	4.2	5.3	6.3	4.9	7.7	3.8	3.8	5.9	4.5	4.2	7.0	5.7	4.8	3.4
	3	%	11.0	6.6	13.0	11.2	10.5	11.6	8.0	11.9	11.6	10.2	9.1	13.4	9.4	10.0	12.1
	4	%	12.4	12.2	15.1	12.9	11.2	12.3	10.8	8.7	11.9	13.0	17.5	12.6	12.7	10.4	10.4
	5	%	18.9	21.7	15.1	21.0	20.6	16.1	18.9	19.6	19.8	17.9	22.9	20.6	17.5	19.0	15.4
	6	%	13.6	17.1	11.2	11.2	13.3	16.8	21.3	14.0	13.3	13.9	9.6	15.9	13.9	14.8	11.9
	7	%	16.0	14.3	15.4	16.4	18.2	13.3	17.5	16.4	14.8	17.3	14.7	14.9	14.8	15.8	20.1
The most trustworthy (10)	8	%	10.0	8.0	10.5	10.1	11.2	8.1	9.1	10.8	9.4	10.6	10.8	6.1	11.9	9.2	12.7
	9	%	4.7	4.2	5.6	3.8	3.5	6.3	4.9	5.2	4.3	5.3	1.0	3.1	5.2	8.3	5.3
		%	1.8	1.7	2.8	1.0	1.4	1.8	0.7	2.4	1.7	1.9	2.3	1.1	1.6	0.8	3.5
Unsure		%	1.2	1.4	1.1	1.4	1.0	2.8	0.7	0.7	1.4	1.0	1.0	0.4	0.8	1.4	2.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years from the Nanos-CREA Consumer Panel, 18 years of age or older, between October 12th and November 24th, 2017. The margin of error for a random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years is ± 2.2 percentage points, 19 times out of 20.

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 - Insurance Agents	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	21.3	19.2	23.2	22.0	19.6	22.5	16.1	22.0	23.4	19.2	20.1	25.2	21.4	20.2	18.2
	Average trust (4-7)	%	61.0	65.4	56.8	61.5	63.3	58.6	68.5	58.7	59.9	62.1	64.8	64.0	59.0	60.1	57.7
	Most trustworthy (8-10)	%	16.5	14.0	18.9	15.0	16.1	16.1	14.7	18.5	15.4	17.7	14.1	10.4	18.8	18.4	21.5
	Unsure	%	1.2	1.4	1.1	1.4	1.0	2.8	0.7	0.7	1.4	1.0	1.0	0.4	0.8	1.4	2.6

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 10 - Lawyers	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	5.80	5.79	5.66	5.86	5.98	5.94	5.80	5.80	5.55	6.06	5.74	5.60	5.69	5.90	6.13
	Do not trust at all (1)	%	4.8	6.6	4.6	4.2	5.6	4.9	3.1	6.3	6.3	3.3	4.5	4.6	4.6	5.3	5.1
	2	%	5.4	3.8	7.7	4.5	5.9	3.5	7.0	3.8	6.3	4.5	5.1	7.1	7.2	3.6	3.0
	3	%	7.4	6.3	6.7	8.7	5.2	7.0	7.3	7.3	8.7	5.9	7.2	7.0	7.4	6.9	8.5
	4	%	8.0	10.5	8.4	6.6	5.6	11.6	8.4	7.7	7.6	8.5	9.0	8.5	6.6	9.4	6.9
	5	%	17.2	14.7	19.6	16.8	15.0	10.5	18.2	17.8	18.4	15.9	17.3	17.9	20.8	17.1	11.7
	6	%	12.9	12.9	11.6	13.6	17.8	15.4	11.5	12.2	12.9	13.0	13.4	13.4	13.4	11.1	13.2
	7	%	18.0	18.2	16.5	19.6	14.3	19.6	19.9	16.8	16.4	19.7	22.4	20.4	14.5	19.4	14.8
	8	%	16.1	18.2	14.7	16.4	17.1	15.4	15.0	16.8	14.3	18.0	11.5	13.9	15.6	16.8	22.0
	9	%	6.4	5.9	6.3	6.3	9.1	5.3	5.6	7.3	5.3	7.6	5.6	3.9	7.8	6.7	8.4
	The most trustworthy (10)	%	2.9	2.4	2.8	2.4	3.8	5.3	3.5	2.4	2.7	3.0	2.9	2.0	1.9	3.6	4.3
	Unsure	%	0.8	0.3	1.1	0.7	0.3	1.4	0.3	1.4	1.1	0.6	1.0	1.2	0.1	0.0	2.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years from the Nanos-CREA Consumer Panel, 18 years of age or older, between October 12th and November 24th, 2017. The margin of error for a random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years is ± 2.2 percentage points, 19 times out of 20.

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 10 - Lawyers	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	17.6	16.8	18.9	17.5	16.8	15.4	17.5	17.5	21.3	13.7	16.8	18.8	19.2	15.8	16.6
	Average trust (4-7)	%	56.1	56.3	56.1	56.6	52.8	57.2	58.0	54.5	55.3	57.0	62.1	60.2	55.3	57.0	46.6
	Most trustworthy (8-10)	%	25.4	26.6	23.9	25.2	30.1	26.0	24.1	26.6	22.3	28.6	20.1	19.8	25.3	27.2	34.7
	Unsure	%	0.8	0.3	1.1	0.7	0.3	1.4	0.3	1.4	1.1	0.6	1.0	1.2	0.1	0.0	2.1

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 11 - Financial Advisors	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	5.84	5.78	5.96	5.71	5.95	6.02	5.99	5.73	5.61	6.08	5.88	5.57	5.87	6.07	5.89
	Do not trust at all (1)	%	4.1	4.9	3.2	5.2	3.8	1.8	2.4	4.9	5.1	3.1	2.4	4.4	4.1	4.0	5.1
	2	%	5.4	6.3	4.6	6.3	4.2	2.8	3.8	6.6	6.8	3.9	4.4	5.6	6.8	3.3	6.3
	3	%	7.7	8.0	8.1	7.3	6.6	6.0	5.9	9.8	8.9	6.5	6.1	8.3	5.6	8.2	10.3
	4	%	7.6	6.3	7.0	7.7	7.0	9.1	8.7	8.0	8.0	7.1	11.3	8.1	5.6	7.9	6.3
	5	%	16.7	15.7	16.1	18.2	18.5	15.8	19.2	13.6	15.4	18.2	15.7	20.5	18.6	14.3	12.8
	6	%	14.8	12.9	14.7	14.7	12.6	18.2	18.9	12.9	14.7	14.8	17.9	16.7	13.8	12.9	13.0
	7	%	17.1	19.6	20.0	14.0	18.9	20.7	15.4	16.1	17.3	16.8	17.5	15.2	18.6	18.3	16.0
	8	%	13.1	13.3	13.0	11.2	17.1	12.6	11.2	16.8	11.3	15.0	13.7	12.9	14.7	11.9	11.8
	9	%	8.0	7.7	9.5	7.7	5.9	6.0	9.8	6.3	8.0	7.9	5.1	4.6	6.9	12.6	11.1
	The most trustworthy (10)	%	3.6	2.8	2.5	4.9	3.1	2.5	3.5	3.8	2.3	4.9	3.5	2.3	3.2	3.5	5.8
	Unsure	%	2.0	2.4	1.4	2.8	2.1	4.6	1.0	1.0	2.1	1.9	2.3	1.4	2.1	3.1	1.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 11 - Financial Advisors	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	17.2	19.2	15.8	18.9	14.7	10.5	12.2	21.3	20.8	13.4	12.9	18.3	16.4	15.5	21.7
	Average trust (4-7)	%	56.2	54.5	57.9	54.5	57.0	63.9	62.2	50.7	55.4	56.9	62.5	60.5	56.6	53.4	48.1
	Most trustworthy (8-10)	%	24.6	23.8	24.9	23.8	26.2	21.1	24.5	26.9	21.6	27.8	22.3	19.8	24.8	28.1	28.6
	Unsure	%	2.0	2.4	1.4	2.8	2.1	4.6	1.0	1.0	2.1	1.9	2.3	1.4	2.1	3.1	1.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 12 - Used-Car Salespeople	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	3.58	3.69	3.77	3.55	3.61	3.58	3.52	3.31	3.42	3.77	3.55	3.43	3.59	3.64	3.75
	Do not trust at all (1)	%	15.9	16.4	12.6	15.7	16.1	13.0	16.4	21.7	18.3	13.3	18.2	16.2	17.8	15.3	11.9
	2	%	16.7	13.3	15.8	17.5	15.4	20.0	15.7	18.9	17.3	16.0	15.5	18.2	15.5	19.0	14.8
	3	%	16.8	15.4	17.9	17.1	15.4	17.2	19.9	13.3	18.2	15.2	11.8	18.2	16.2	15.2	20.8
	4	%	15.4	16.1	14.0	15.4	16.8	15.1	15.7	16.8	14.9	16.0	19.8	15.6	14.2	14.1	14.8
	5	%	16.4	18.2	17.9	16.1	17.5	16.8	14.7	14.0	15.5	17.4	16.5	16.4	15.7	16.7	16.9
	6	%	6.7	9.8	7.4	4.9	7.7	6.7	8.4	5.6	6.0	7.4	4.4	6.9	7.0	7.2	7.3
	7	%	5.1	4.2	4.9	5.9	4.5	4.9	4.5	4.9	5.4	4.7	6.3	3.7	5.5	4.7	5.9
	8	%	2.4	1.7	3.2	2.8	2.1	1.8	1.7	1.4	1.4	3.4	2.3	1.4	1.8	4.0	2.8
	9	%	0.4	0.3	0.4	0.3	0.0	0.7	0.3	0.7	0.2	0.6	0.3	0.2	0.7	0.5	0.2
	The most trustwor thy (10)	%	0.2	0.3	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.7	0.0	0.2
	Unsure	%	4.1	4.2	5.3	4.2	4.2	3.9	2.4	2.8	2.6	5.6	5.0	3.1	4.9	3.3	4.4

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 12 - Used-Car Salespeople	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Do not trust (1-3)	%	49.3	45.1	46.3	50.3	46.9	50.2	52.1	53.8	53.9	44.5	45.4	52.6	49.4	49.5	47.6
	Average trust (4-7)	%	43.6	48.3	44.2	42.3	46.5	43.5	43.4	41.3	41.8	45.5	47.0	42.5	42.5	42.7	44.9
	Most trustworthy (8-10)	%	3.0	2.4	4.2	3.1	2.4	2.5	2.1	2.1	1.7	4.4	2.6	1.7	3.2	4.5	3.2
	Unsure	%	4.1	4.2	5.3	4.2	4.2	3.9	2.4	2.8	2.6	5.6	5.0	3.1	4.9	3.3	4.4

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 13 - Do you think now is a good time to BUY a home?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Yes	%	47.8	58.0	46.7	45.8	49.7	51.2	56.3	39.5	48.4	47.2	49.0	50.2	46.9	48.4	44.3
	No	%	28.8	22.0	24.2	32.5	28.3	28.8	24.1	37.1	28.9	28.7	32.1	30.0	27.7	27.0	28.3
	Unsure	%	23.4	19.9	29.1	21.7	22.0	20.0	19.6	23.4	22.7	24.0	18.8	19.8	25.4	24.6	27.4

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 14 - Do you think now is a good time to SELL a home?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Yes	%	51.6	42.3	42.8	59.1	59.4	50.5	37.8	64.3	52.1	51.1	46.0	51.1	47.1	55.1	58.4
	No	%	29.6	39.5	30.2	25.5	23.1	34.7	44.8	20.3	29.3	29.8	39.1	31.5	30.6	28.0	20.4
	Unsure	%	18.9	18.2	27.0	15.4	17.5	14.7	17.5	15.4	18.6	19.1	15.0	17.4	22.3	16.9	21.2

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 15 - Did you start your search for a home or residential property by (please select one):	Total	Unwgt N	1967	280	279	281	285	278	281	283	1015	952	274	480	463	411	339
		Wgt N	1965	196	489	590	100	98	197	297	1008	957	270	488	463	380	365
	Looking online (Internet)	%	70.6	72.1	71.0	70.1	68.1	70.5	66.9	73.1	69.8	71.4	81.0	77.9	70.1	64.5	60.0
	Talking to family and friends	%	11.1	10.4	11.1	11.7	10.2	10.4	11.0	11.0	11.1	11.1	7.5	9.1	14.2	11.1	12.6
	Talking to neighbours	%	2.1	2.5	1.8	1.8	3.5	1.1	2.5	2.5	2.4	1.7	2.0	2.0	1.6	2.3	2.7
	Contacting a REALTOR®	%	16.2	15.0	16.1	16.4	18.2	18.0	19.6	13.4	16.6	15.8	9.5	11.0	14.1	22.2	24.7

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 16 - Overall, do you feel the process of buying or selling a home has become less difficult over the past 10 years, has the same degree of difficulty as ever, or has become more difficult over the past 10 years?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Less difficult	%	23.0	24.1	27.0	22.7	24.8	20.7	20.3	18.2	23.0	23.0	27.5	27.3	23.4	19.5	17.2
	Same degree of difficulty	%	31.0	25.9	33.3	30.4	25.5	30.2	38.1	29.4	33.9	28.0	27.0	32.6	30.1	34.5	29.7
	More difficult	%	40.6	43.7	33.3	42.3	44.4	42.5	35.7	48.6	37.8	43.5	40.7	35.2	39.9	41.7	47.2
	Unsure	%	5.3	6.3	6.3	4.5	5.2	6.7	5.9	3.8	5.2	5.5	4.7	4.9	6.6	4.3	6.0

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			Question 16 - Overall, do you feel the process of buying or selling a home has become less difficult over the past 10 years, has the same degree of difficulty as ever, or has become more difficult over the past 10 years?			
			Less difficult	Same degree of difficulty	More difficult	Total
Question 17 - Why do you have that opinion? [OPEN-ENDED]	Higher house prices	Count	0 0.0%	49 7.9%	267 32.9%	316 16.7%
	Economy	Count	0 0.0%	13 2.1%	20 2.5%	33 1.7%
	Hard to get a mortgage	Count	0 0.0%	5 0.8%	70 8.6%	75 4.0%
	Real estate agents inform/look after you better	Count	22 4.8%	23 3.7%	0 0.0%	45 2.4%
	More regulations	Count	0 0.0%	75 12.1%	217 26.8%	292 15.4%
	No change/same process/same difficulty	Count	0 0.0%	173 27.9%	0 0.0%	173 9.1%
	Easier financing	Count	97 21.1%	37 6.0%	0 0.0%	134 7.1%
	High demand/hot market	Count	13 2.8%	12 1.9%	129 15.9%	154 8.1%
	More information available	Count	59 12.8%	3 0.5%	0 0.0%	62 3.3%
	Internet resources	Count	233 50.7%	54 8.7%	0 0.0%	287 15.2%
	Easy/fast process	Count	19 4.1%	4 0.6%	0 0.0%	23 1.2%
	My experience/point of view	Count	12 2.6%	145 23.3%	15 1.8%	172 9.1%
	The need to stage a home for sale now	Count	0 0.0%	0 0.0%	4 0.5%	4 0.2%
	A lot of unqualified home inspectors	Count	0 0.0%	1 0.2%	25 3.1%	26 1.4%
	Listing prices aren't necessarily true reflection of market	Count	0 0.0%	1 0.2%	1 0.1%	2 0.1%
	Lots of bad advice being given	Count	0	6	14	20

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		Question 16 - Overall, do you feel the process of buying or selling a home has become less difficult over the past 10 years, has the same degree of difficulty as ever, or has become more difficult over the past 10 years?			
		Less difficult	Same degree of difficulty	More difficult	Total
		0.0%	1.0%	1.7%	1.1%
More paperwork needed	Count	0	6	16	22
		0.0%	1.0%	2.0%	1.2%
There can be too much information out there	Count	0	0	4	4
		0.0%	0.0%	0.5%	0.2%
Many unethical people in this process	Count	0	4	23	27
		0.0%	0.6%	2.8%	1.4%
Other	Count	0	8	6	14
		0.0%	1.3%	0.7%	0.7%
Unsure	Count	5	2	0	7
		1.1%	0.3%	0.0%	0.4%
Total	Count	460	621	811	1892
		100.0%	100.0%	100.0%	100.0%

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 18 - And generally speaking, do you think that listing a home with a REALTOR® or real estate agent or broker makes the process easier, makes the process no easier, or makes the process more difficult?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Less difficult	%	72.0	71.7	71.6	73.8	75.2	69.8	68.2	71.3	69.9	74.2	73.7	70.5	67.6	73.6	76.4
	No easier or no harder	%	19.2	18.5	18.2	18.5	17.5	22.1	23.4	19.6	21.9	16.4	16.9	19.8	24.2	19.2	13.9
	More difficult	%	4.1	5.9	4.6	3.1	4.5	4.9	1.4	5.6	4.0	4.3	5.4	4.3	4.1	3.9	3.4
	Unsure	%	4.7	3.8	5.6	4.5	2.8	3.2	7.0	3.5	4.2	5.2	4.0	5.4	4.1	3.4	6.3

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			Question 18 - And generally speaking, do you think that listing a home with a REALTOR® or real estate agent or broker makes the process easier, makes the process no easier, or makes the process more difficult?			
			Less difficult	No easier or no harder	More difficult	Total
Question 19 - Why do you have that opinion? [OPEN-ENDED]	They do all the work	Count	216 15.0%	36 9.3%	0 0.0%	252 13.2%
	Knowledgeable	Count	627 43.6%	114 29.5%	0 0.0%	741 38.9%
	Greater visibility	Count	77 5.4%	9 2.3%	0 0.0%	86 4.5%
	Screen buyers/negotiate	Count	59 4.1%	2 0.5%	0 0.0%	61 3.2%
	Fewer hassles	Count	96 6.7%	17 4.4%	0 0.0%	113 5.9%
	More contacts/connections	Count	40 2.8%	4 1.0%	0 0.0%	44 2.3%
	It's more expensive	Count	0 0.0%	25 6.5%	23 28.4%	48 2.5%
	Poor service	Count	0 0.0%	6 1.6%	3 3.7%	9 0.5%
	Procedures/paperwork	Count	46 3.2%	3 0.8%	5 6.2%	54 2.8%
	Can list/sell home yourself	Count	0 0.0%	43 11.1%	14 17.3%	57 3.0%
	Bad experience with a REALTOR	Count	0 0.0%	7 1.8%	3 3.7%	10 0.5%
	Depends on the REALTOR	Count	21 1.5%	14 3.6%	2 2.5%	37 1.9%
	Process is easier but commissions too high	Count	0 0.0%	6 1.6%	13 16.0%	19 1.0%
	Many unprofessional realtors/inspectors/etc	Count	0 0.0%	7 1.8%	9 11.1%	16 0.8%
	Good experiences	Count	68 4.7%	8 2.1%	0 0.0%	76 4.0%

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		Question 18 - And generally speaking, do you think that listing a home with a REALTOR® or real estate agent or broker makes the process easier, makes the process no easier, or makes the process more difficult?			
		Less difficult	No easier or no harder	More difficult	Total
They're professionals	Count	25	1	0	26
		1.7%	0.3%	0.0%	1.4%
Not necessarily working for you/your best interests	Count	0	6	1	7
		0.0%	1.6%	1.2%	0.4%
Other	Count	5	15	2	22
		0.3%	3.9%	2.5%	1.2%
Unsure	Count	159	63	6	228
		11.0%	16.3%	7.4%	12.0%
Total	Count	1439	386	81	1906
		100.0%	100.0%	100.0%	100.0%

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 20 - And when you BUY a home or residential property next, will you use a REALTOR® or real estate agent or broker?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Yes	%	59.7	59.8	53.3	64.0	61.9	63.9	64.0	56.6	56.7	62.8	50.9	56.7	59.1	66.0	64.3
	No	%	11.0	11.9	16.1	7.7	11.2	9.8	8.4	10.5	11.8	10.2	19.1	13.3	6.7	9.3	9.2
	Already working with REALTOR®/real estate agent	%	6.2	5.2	6.3	6.6	5.9	4.2	4.5	7.3	5.7	6.7	6.8	4.6	5.3	6.1	9.0
	Unsure	%	23.2	23.1	24.2	21.7	21.0	22.1	23.1	25.5	25.8	20.4	23.2	25.4	28.9	18.6	17.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 21 - And when you SELL a home or residential property next, will you use a REALTOR® or real estate agent or broker?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Yes	%	62.7	62.6	57.9	63.3	66.1	63.9	71.0	62.6	59.5	66.1	59.6	55.8	61.4	67.4	70.7
	No	%	10.3	12.9	14.4	9.4	10.5	8.8	4.5	8.0	11.7	8.9	12.1	13.7	9.9	9.1	6.7
	Already working with a REALTOR®/real estate agent	%	5.6	4.2	5.6	7.7	5.2	4.2	3.5	4.2	6.4	4.7	3.1	5.3	6.7	5.7	6.3
	Unsure	%	21.4	20.3	22.1	19.6	18.2	23.2	21.0	25.2	22.3	20.4	25.2	25.2	22.0	17.8	16.3

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 22 – [If ‘Yes’ or ‘Already working with’ to Q21] And when you sell your home, will you use the same agent or broker you used before to help you buy a new home?	Total	Unwgt N	1379	192	181	204	204	194	213	191	678	701	183	309	328	290	269
		Wgt N	1368	134	318	428	71	68	149	200	681	688	171	300	323	283	291
	Same agent or broker you used before	%	41.8	38.5	40.3	40.7	46.6	44.3	40.8	46.6	43.4	40.1	41.2	45.0	34.6	42.1	46.3
	No agent	%	1.0	1.6	1.1	0.5	1.5	0.0	2.3	0.5	1.1	0.8	1.2	0.3	0.9	0.1	2.4
	Different agent	%	31.4	29.2	26.0	38.2	25.5	27.3	33.8	28.8	31.7	31.2	21.4	34.4	36.4	33.3	27.0
	Unsure	%	25.8	30.7	32.6	20.6	26.5	28.4	23.0	24.1	23.8	27.9	36.1	20.2	28.1	24.5	24.3

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 23 – [IF NOT USING A REALTOR] Why would you not use an agent or broker to sell your home? [OPEN- ENDED]	Total	Unwgt N	196	37	41	27	30	25	13	23	114	82	29	56	45	44	22
		Wgt N	207	26	72	57	10	9	9	24	121	86	33	67	47	35	25
	Save money/ commission	%	56.3	67.6	53.7	55.6	70.0	56.0	46.2	52.2	62.3	48.0	61.7	54.5	66.4	44.0	52.8
	Can sell home by myself	%	28.1	18.9	36.6	25.9	16.7	40.0	30.8	17.4	25.5	31.7	35.1	30.4	9.0	40.0	31.9
	Do not trust brokers	%	6.8	2.7	4.9	7.4	3.3	0.0	0.0	21.7	7.8	5.3	3.2	4.7	6.0	11.0	12.5
	Agents not reliable/helpful	%	2.2	2.7	2.4	0.0	3.3	0.0	7.7	4.3	2.3	2.0	0.0	1.0	5.2	4.0	0.0
	House will sell easily	%	1.2	0.0	0.0	3.7	0.0	4.0	0.0	0.0	0.0	2.8	0.0	3.1	0.0	1.0	0.0
	Bad experience with broker	%	1.9	0.0	0.0	3.7	0.0	0.0	7.7	4.3	1.7	2.0	0.0	4.7	1.5	0.0	0.0
	Can get a better deal	%	0.2	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.7	0.0	0.0
	Internet/private ads eliminate need for agents	%	2.9	5.4	2.4	3.7	0.0	0.0	7.7	0.0	0.0	6.9	0.0	1.0	11.2	0.0	0.0
	Depends on fees/situation/the market	%	0.2	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0	0.0	0.0
	Other	%	0.3	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	2.8

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 24 - In terms of selling your home, which qualities do you most wish a broker to possess? [OPEN- ENDED]	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Trustworthy and honest	%	45.4	43.4	42.5	45.8	46.2	43.2	48.3	49.3	42.4	48.5	38.1	47.0	45.8	49.1	44.0
	Overall market knowledge	%	19.0	21.0	17.9	21.3	15.7	25.3	18.2	14.7	19.0	19.1	17.7	14.8	20.9	19.9	22.3
	Sincerely helpful	%	21.2	24.8	18.6	19.9	23.1	19.6	23.8	24.1	22.5	20.0	23.6	24.0	18.8	19.0	21.4
	Understands my needs	%	1.9	1.4	3.9	1.0	2.8	2.1	1.0	1.0	1.6	2.2	3.1	1.4	1.9	2.6	1.0
	Good track record	%	5.8	5.9	6.3	4.9	5.9	7.7	6.6	5.6	6.3	5.4	8.2	2.9	8.0	5.2	5.8
	Flexible with commission	%	1.9	1.4	1.8	2.4	1.7	1.4	0.3	2.8	2.2	1.6	2.6	3.1	1.8	1.5	0.6
	Other	%	1.5	0.7	2.5	1.7	1.4	0.0	1.0	0.7	2.2	0.7	1.5	2.1	0.6	0.6	2.7
	Unsure	%	3.2	1.4	6.7	2.8	3.1	0.7	0.7	1.7	3.7	2.6	5.3	4.6	2.2	1.9	2.2

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			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 25 - In terms of buying a home, which qualities do you most wish a broker to possess? [OPEN- ENDED]	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Solid overall knowledge of the housing market	%	20.8	21.3	15.8	25.9	18.2	26.3	19.6	18.2	21.6	19.8	16.8	17.2	20.6	22.9	26.3
	Keeps to set financial parameters/not tries to oversell	%	0.6	0.3	0.7	0.3	0.3	1.1	1.4	0.3	0.6	0.5	0.5	0.8	1.0	0.2	0.2
	Trustworthy and honest	%	40.8	40.9	41.1	40.6	46.5	39.3	36.0	42.3	38.5	43.1	41.1	40.7	41.2	41.4	39.4
	Good track record in home purchases	%	3.7	4.9	3.9	3.1	3.1	3.9	4.2	3.8	3.9	3.6	4.7	2.5	3.7	4.1	4.4
	Charges reasonable fees	%	1.2	1.0	1.1	1.7	0.0	0.7	0.0	1.7	1.6	0.8	0.8	1.4	1.4	0.4	1.8
	Sincerely helpful	%	14.7	14.7	15.1	12.9	10.1	10.2	19.2	17.5	15.6	13.7	15.2	18.9	12.3	13.0	13.5
	Fully understands your needs	%	8.1	7.3	11.6	6.3	6.6	11.2	7.3	6.3	7.8	8.4	9.2	6.9	8.5	8.6	7.8
	Completely understands housing legalities and regulations	%	0.3	0.0	0.0	0.3	0.3	0.4	0.3	0.7	0.0	0.5	0.1	0.2	0.0	1.1	0.0
	Can communicate effectively	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.2	0.0	0.0	0.0
	Other	%	1.5	1.4	1.4	1.7	1.7	1.1	1.0	1.7	1.4	1.6	0.4	1.1	2.7	1.8	1.2
Unsure	%	8.3	8.0	9.5	7.0	12.9	6.0	10.8	7.0	8.8	7.8	11.1	10.1	8.7	6.6	5.4	

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 26 – [Homeowners only] And the last time you purchased or sold your home, did you use the services of a REALTOR® or real estate agent or broker?	Total	Unwgt N	1680	242	229	244	239	249	252	225	877	803	186	411	417	377	289
		Wgt N	1666	169	402	512	84	87	176	236	865	802	184	418	416	347	300
	Yes	%	83.4	77.7	77.7	87.7	81.2	88.0	84.1	86.2	81.3	85.7	80.6	81.8	81.5	87.2	85.6
	No	%	15.9	21.5	21.0	11.5	18.0	11.6	15.5	13.8	18.3	13.3	18.4	17.2	17.9	12.3	13.8
	Unsure	%	0.8	0.8	1.3	0.8	0.8	0.4	0.4	0.0	0.5	1.0	1.0	1.1	0.6	0.5	0.7

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 27 – [Home owners only] Overall, on a scale of “1 to 10” where “1” means “not at all satisfied” and “10” means “very satisfied”, how would you rate your satisfaction with the performance of any REALTORS® or real estate professionals with whom you dealt in the past?	Total	Unwgt N	1396	187	177	214	193	219	212	194	707	689	151	342	349	312	242
		Wgt N	1386	131	311	449	67	77	148	203	700	686	149	342	337	302	257
		Mean	7.37	7.03	7.36	7.55	7.47	7.44	7.47	7.06	7.18	7.56	6.95	7.18	7.16	7.59	7.88
	Not at all satisfied	%	2.4	5.9	3.4	0.9	1.6	2.7	1.9	2.6	3.1	1.8	7.5	1.9	1.6	1.9	1.9
	2	%	2.3	3.2	1.7	1.4	2.6	1.4	2.4	4.6	2.0	2.5	3.8	2.1	2.9	1.4	1.8
	3	%	2.8	3.7	3.4	1.9	5.7	3.2	2.4	2.6	2.9	2.7	3.3	3.5	3.2	2.8	1.1
	4	%	4.5	3.7	4.0	5.1	5.7	4.1	2.8	5.7	5.1	3.9	4.7	6.8	3.3	3.8	4.0
	5	%	8.0	8.0	6.8	8.9	7.8	7.8	7.1	8.8	9.0	7.0	5.6	6.3	11.6	9.3	5.3
	6	%	9.2	7.0	7.9	9.3	3.6	7.8	12.3	12.4	9.3	9.1	6.3	12.1	13.3	5.1	6.4
	7	%	17.7	19.3	18.6	18.7	11.9	20.1	17.5	14.4	19.4	16.0	17.4	18.0	17.9	21.2	13.2
	8	%	17.3	17.1	19.2	15.0	21.2	15.5	17.5	19.1	16.6	18.1	17.9	19.9	14.5	13.5	21.8
	9	%	11.6	9.6	12.4	13.6	12.4	12.3	11.8	6.7	13.0	10.2	14.4	8.5	10.6	12.8	14.2
	Very satisfied	%	24.1	22.5	22.6	25.2	27.5	25.1	24.5	23.2	19.6	28.8	19.1	20.9	21.1	28.3	30.4

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Question 27 – [Home owners only] Overall, on a scale of “1 to 10” where “1” means “not at all satisfied” and “10” means “very satisfied”, how would you rate your satisfaction with the performance of any REALTORS® or real estate professionals with whom you dealt in the past?	Total	Unwgt N	1399	188	178	214	194	219	212	194	709	690	151	342	350	314	242
		Wgt N	1389	131	312	449	68	77	148	203	702	687	149	342	339	303	257
	Not at all satisfied (1-3)	%	7.5	12.8	8.4	4.2	9.8	7.3	6.6	9.8	8.0	7.0	14.6	7.6	7.6	6.0	4.8
	Average satisfaction (4-7)	%	39.4	37.8	37.1	42.1	28.9	39.7	39.6	41.2	42.7	36.0	34.1	43.2	45.9	39.3	28.9
	Very satisfied (8-10)	%	52.9	48.9	53.9	53.7	60.8	53.0	53.8	49.0	49.0	57.0	51.3	49.2	46.0	54.3	66.3
	Unsure	%	0.2	0.5	0.6	0.0	0.5	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.5	0.3	0.0

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			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 28 - Their knowledge of the market and what's available for sale	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.54	7.42	7.55	7.57	7.72	7.60	7.51	7.46	7.35	7.73	7.26	7.46	7.39	7.71	7.83
	Extremely poor (1)	%	1.1	1.4	1.4	1.4	0.0	1.1	0.3	0.7	1.4	0.8	2.9	1.4	0.7	0.3	0.7
	2	%	1.5	1.7	1.1	1.7	0.7	0.7	1.4	2.4	1.7	1.4	1.9	0.6	2.2	1.9	1.2
	3	%	2.1	3.1	2.1	2.8	1.4	1.4	1.0	1.4	2.2	2.1	2.4	2.4	4.1	1.3	0.0
	4	%	2.3	1.7	2.5	1.4	2.4	3.2	3.5	2.8	2.8	1.7	0.5	2.9	2.3	3.1	1.8
	5	%	7.1	5.9	6.3	7.3	8.4	7.0	7.7	8.0	7.8	6.4	7.9	7.7	7.7	6.2	6.1
	6	%	8.9	8.0	10.5	7.3	8.7	8.8	7.3	10.8	10.7	6.9	11.0	7.9	9.6	9.3	7.2
	7	%	15.7	17.8	13.7	16.4	14.7	16.8	20.6	12.9	16.5	14.9	12.3	17.7	17.2	13.7	15.9
	8	%	24.1	27.3	24.2	21.3	23.4	24.2	25.2	26.9	23.8	24.4	24.7	26.4	21.5	23.2	25.0
	9	%	17.7	15.0	18.2	18.9	18.5	19.3	18.5	15.0	15.5	20.1	12.5	17.1	16.6	18.7	22.8
	Excellent (10)	%	14.7	12.6	14.7	16.4	16.4	14.4	11.2	14.7	13.1	16.5	12.8	12.5	15.6	18.1	14.5
	Unsure	%	4.7	5.2	5.3	4.9	5.2	3.2	3.1	4.2	4.6	4.8	10.9	3.4	2.5	4.3	4.9

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		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	4.8	6.3	4.6	5.9	2.1	3.2	2.8	4.5	5.3	4.2	7.3	4.4	7.0	3.4	2.0
	Average satisfaction (4-7)	%	34.0	33.6	33.0	32.5	34.3	35.8	39.2	34.6	37.7	30.0	31.8	36.2	36.8	32.2	30.9
	Very satisfied (8-10)	%	56.6	54.9	57.2	56.6	58.4	57.9	54.9	56.6	52.3	61.1	50.1	56.0	53.7	60.0	62.2
	Unsure	%	4.7	5.2	5.3	4.9	5.2	3.2	3.1	4.2	4.6	4.8	10.9	3.4	2.5	4.3	4.9

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			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 29 - their expertise when it comes to the buying and selling of property	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.25	7.19	7.25	7.36	7.39	7.22	7.23	7.06	7.04	7.48	7.03	7.15	7.13	7.41	7.52
	Extremely poor (1)	%	1.8	2.4	1.8	1.4	1.0	1.4	1.4	2.8	2.2	1.3	3.8	1.9	1.8	1.1	0.8
	2	%	1.5	2.4	1.1	1.7	0.7	1.1	1.0	2.1	2.0	1.0	1.5	1.1	2.2	1.4	1.4
	3	%	2.3	1.7	1.1	3.1	2.1	3.5	1.7	3.1	2.2	2.4	1.5	2.6	3.1	2.4	1.4
	4	%	2.8	2.1	3.5	2.4	3.8	4.2	2.4	2.4	3.8	1.8	3.3	2.6	3.4	2.2	2.8
	5	%	9.1	10.5	9.1	8.0	8.7	7.0	9.4	10.8	9.4	8.8	7.7	10.4	9.5	9.5	7.5
	6	%	10.4	7.3	11.2	9.8	11.2	8.8	13.6	10.5	12.2	8.6	9.2	12.1	10.5	10.3	9.1
	7	%	16.7	16.8	19.3	15.0	15.4	19.3	18.9	14.0	16.6	16.8	17.8	17.9	16.9	15.8	15.0
	8	%	22.7	26.2	20.7	22.7	22.0	25.3	22.4	23.4	24.1	21.3	20.0	21.7	24.5	21.3	25.4
	9	%	16.1	15.0	18.2	15.4	16.4	18.2	15.4	14.3	13.0	19.3	11.4	14.3	16.4	17.6	19.9
	Excellent (10)	%	11.2	10.1	8.8	14.3	13.6	7.4	9.8	10.8	9.3	13.2	10.4	10.6	9.9	13.8	11.5
	Unsure	%	5.3	5.2	5.3	5.9	4.9	3.9	3.8	5.6	5.2	5.4	13.3	4.9	1.7	4.6	5.2

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		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	5.6	6.6	3.9	6.3	3.8	6.0	4.2	8.0	6.4	4.8	6.9	5.6	7.1	4.9	3.6
	Average satisfaction (4-7)	%	39.1	36.7	43.2	35.3	39.2	39.3	44.4	37.8	42.0	36.0	38.0	43.0	40.3	37.8	34.4
	Very satisfied (8-10)	%	50.0	51.4	47.7	52.4	52.1	50.9	47.6	48.6	46.4	53.9	41.7	46.5	50.8	52.7	56.7
	Unsure	%	5.3	5.2	5.3	5.9	4.9	3.9	3.8	5.6	5.2	5.4	13.3	4.9	1.7	4.6	5.2

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Question 30 - Their experience in their profession relative to other professionals with whom you have dealt	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	6.79	6.72	6.98	6.78	6.78	6.78	6.75	6.59	6.57	7.03	6.51	6.69	6.67	6.90	7.15
	Extremely poor (1)	%	2.5	2.4	2.1	2.8	2.1	3.5	1.0	3.1	2.8	2.2	3.7	3.3	2.7	1.2	1.6
	2	%	2.8	3.1	1.8	3.8	1.4	1.4	3.1	3.1	3.2	2.5	4.7	1.9	3.4	3.4	1.4
	3	%	3.4	1.4	3.2	1.7	3.8	6.0	6.3	5.2	3.7	3.0	3.1	2.8	5.2	3.5	1.8
	4	%	4.7	6.6	3.9	4.9	5.2	4.6	4.2	4.5	5.4	3.9	3.1	5.5	4.3	4.0	6.0
	5	%	12.8	10.1	9.1	16.1	12.9	8.4	12.6	15.4	14.2	11.2	10.4	14.6	12.1	13.5	12.1
	6	%	9.6	11.5	11.2	8.7	12.9	9.8	7.0	7.7	10.6	8.5	9.6	10.2	9.7	10.6	7.6
	7	%	15.6	18.5	14.7	14.0	15.4	18.6	19.2	15.0	16.6	14.5	14.7	16.4	18.5	14.1	13.1
	8	%	19.9	19.6	26.0	18.2	18.9	19.6	17.1	15.7	19.2	20.7	17.8	19.6	18.7	20.2	23.0
	9	%	11.3	10.8	8.1	11.9	8.4	15.4	15.4	12.6	9.7	12.9	7.9	9.1	11.3	11.9	15.9
	Excellent (10)	%	10.0	7.0	10.5	11.9	11.2	7.0	7.0	9.8	8.1	12.0	7.8	9.8	9.4	11.5	10.9
	Unsure	%	7.5	8.7	9.5	5.9	7.7	5.6	7.0	7.7	6.4	8.8	17.2	6.8	4.7	6.2	6.5

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		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	8.7	7.0	7.0	8.4	7.3	10.9	10.5	11.5	9.7	7.6	11.5	7.9	11.3	8.1	4.8
	Average satisfaction (4-7)	%	42.6	46.9	38.9	43.7	46.5	41.4	43.0	42.7	46.9	38.1	37.8	46.7	44.6	42.2	38.8
	Very satisfied (8-10)	%	41.2	37.4	44.6	42.0	38.5	42.1	39.5	38.1	37.0	45.6	33.5	38.5	39.4	43.5	49.9
	Unsure	%	7.5	8.7	9.5	5.9	7.7	5.6	7.0	7.7	6.4	8.8	17.2	6.8	4.7	6.2	6.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 31 - The level of personal service they provide to their clients	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	6.98	6.95	7.13	6.96	7.03	7.03	6.93	6.81	6.74	7.23	6.75	6.78	6.92	7.16	7.29
	Extremely poor (1)	%	2.2	2.1	2.1	2.4	1.4	2.5	1.0	3.1	3.1	1.4	5.1	2.9	1.8	0.8	1.2
	2	%	2.0	3.1	1.4	1.0	2.4	1.4	3.8	3.1	2.6	1.5	0.9	1.6	2.8	3.2	1.2
	3	%	4.4	2.4	2.1	6.6	4.9	4.9	4.9	4.2	4.7	4.0	3.2	4.9	4.9	5.1	3.2
	4	%	4.4	4.2	4.2	3.5	3.5	5.6	3.8	6.6	4.3	4.4	5.6	4.2	4.8	2.5	4.9
	5	%	9.5	9.4	8.1	10.8	10.8	6.0	10.1	9.8	10.4	8.6	10.2	12.7	8.6	8.6	7.0
	6	%	9.9	11.2	10.9	9.8	9.8	9.8	9.8	8.0	11.4	8.4	7.4	10.1	11.4	8.9	10.8
	7	%	17.9	18.9	18.9	17.1	16.8	19.3	19.2	16.1	18.7	17.1	13.6	19.1	20.0	17.9	16.8
	8	%	19.8	20.3	23.5	17.1	18.9	19.6	18.5	19.9	19.0	20.7	17.7	20.5	19.5	19.7	21.0
	9	%	13.9	12.6	11.9	16.8	11.9	17.9	12.9	12.6	11.9	16.1	12.9	10.0	12.5	16.0	19.5
	Excellent (10)	%	11.2	10.1	10.9	11.2	14.0	9.1	11.9	11.9	9.3	13.3	9.3	10.6	11.6	12.9	11.3
	Unsure	%	4.6	5.6	6.0	3.5	5.6	3.9	3.8	4.5	4.8	4.4	14.0	3.4	2.0	4.4	3.1

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Question 31 - The level of personal service they provide to their clients	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	8.6	7.7	5.6	10.1	8.7	8.8	9.8	10.5	10.3	6.9	9.2	9.5	9.5	9.0	5.6
	Average satisfaction (4-7)	%	41.7	43.7	42.1	41.3	40.9	40.7	43.0	40.6	44.7	38.6	36.9	46.1	44.9	37.9	39.6
	Very satisfied (8-10)	%	45.0	43.0	46.3	45.1	44.8	46.7	43.4	44.4	40.1	50.1	39.9	41.0	43.6	48.6	51.8
	Unsure	%	4.6	5.6	6.0	3.5	5.6	3.9	3.8	4.5	4.8	4.4	14.0	3.4	2.0	4.4	3.1

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			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 32 - Their ability to make the buying and selling process easier for the clients	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.27	7.20	7.28	7.32	7.51	7.29	7.29	7.09	7.13	7.41	7.04	7.19	7.20	7.34	7.54
	Extremely poor (1)	%	1.7	1.7	1.8	1.4	0.3	1.8	1.0	2.8	1.8	1.5	2.9	1.6	2.1	1.1	0.9
	2	%	1.7	2.4	0.7	2.4	1.7	0.4	1.0	2.4	1.6	1.9	2.8	2.1	0.9	2.3	1.0
	3	%	3.0	3.8	2.1	2.8	1.4	5.3	3.5	3.8	3.0	3.1	2.7	2.4	3.5	3.7	2.7
	4	%	2.3	3.5	2.5	1.7	2.8	4.9	2.1	1.4	2.5	2.1	2.2	2.4	2.1	2.6	2.1
	5	%	9.1	7.0	9.5	9.4	9.8	5.3	10.5	9.1	9.7	8.4	5.6	11.6	11.4	8.1	6.3
	6	%	9.9	8.0	10.9	9.4	8.0	9.1	9.1	11.5	10.9	8.8	10.1	8.4	10.5	10.3	10.3
	7	%	16.4	17.8	15.8	15.0	18.2	15.8	19.2	17.1	18.4	14.4	18.7	17.6	16.9	15.2	13.9
	8	%	23.7	20.3	28.1	24.1	21.3	23.9	22.0	19.6	24.1	23.2	23.1	24.6	24.2	20.0	26.1
	9	%	16.1	18.2	12.3	17.5	14.0	19.6	17.5	16.8	14.0	18.3	10.4	14.1	13.5	20.1	22.0
	Excellent (10)	%	11.8	10.8	11.2	12.2	17.1	10.9	11.2	11.2	9.5	14.1	10.0	11.2	13.1	13.1	10.6
	Unsure	%	4.4	6.3	5.3	3.8	5.2	3.2	2.8	4.2	4.6	4.2	11.5	4.1	1.7	3.5	4.0

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		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	6.4	8.0	4.6	6.6	3.5	7.4	5.6	9.1	6.3	6.5	8.4	6.0	6.5	7.1	4.7
	Average satisfaction (4-7)	%	37.6	36.4	38.6	35.7	38.8	35.1	40.9	39.2	41.4	33.6	36.6	40.0	41.0	36.2	32.5
	Very satisfied (8-10)	%	51.5	49.3	51.6	53.8	52.4	54.4	50.7	47.6	47.7	55.6	43.4	49.9	50.8	53.2	58.8
	Unsure	%	4.4	6.3	5.3	3.8	5.2	3.2	2.8	4.2	4.6	4.2	11.5	4.1	1.7	3.5	4.0

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 33 - The value they provide for the money they have to pay for their services	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	5.57	5.61	5.50	5.60	5.75	5.73	5.70	5.43	5.26	5.91	5.43	5.20	5.42	5.74	6.20
	Extremely poor (1)	%	8.5	9.1	6.7	9.4	7.0	8.1	7.3	10.5	10.0	6.8	10.1	10.8	9.8	7.1	3.9
	2	%	6.7	5.2	6.7	8.0	5.6	6.7	6.6	5.6	6.9	6.6	7.3	8.9	8.3	5.3	2.9
	3	%	7.6	7.7	6.3	7.3	8.4	6.0	6.6	10.8	9.1	6.0	4.9	9.7	7.8	9.0	4.9
	4	%	8.1	7.3	10.9	5.2	9.1	9.5	9.4	8.0	9.2	7.0	6.4	7.9	8.9	8.3	8.4
	5	%	13.1	12.6	15.4	12.6	10.5	12.3	13.3	11.5	14.4	11.7	12.5	13.7	11.9	14.0	13.2
	6	%	10.2	12.9	8.1	9.4	11.9	7.7	11.9	12.6	10.7	9.7	8.8	10.3	11.5	9.0	10.6
	7	%	15.9	14.0	16.8	17.1	16.4	15.8	15.7	13.3	14.9	17.0	12.7	15.4	16.4	15.6	18.8
	8	%	13.0	14.0	13.0	15.0	10.5	17.2	11.5	8.4	10.7	15.3	11.9	9.1	11.6	12.8	20.7
	9	%	6.6	7.0	3.5	7.0	7.3	7.0	9.8	8.4	4.8	8.6	6.8	4.7	5.8	10.0	6.5
	Excellent (10)	%	4.8	4.2	4.2	4.5	7.0	4.9	4.5	6.3	4.2	5.5	3.6	5.9	5.5	4.6	3.7
	Unsure	%	5.5	5.9	8.4	4.2	6.3	4.9	3.1	4.5	5.2	5.8	15.0	3.6	2.5	4.2	6.2

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 33 - The value they provide for the money they have to pay for their services	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	22.7	22.0	19.6	24.8	21.0	20.7	20.6	26.9	26.0	19.3	22.3	29.4	25.9	21.4	11.7
	Average satisfaction (4-7)	%	47.3	46.9	51.2	44.4	47.9	45.3	50.3	45.5	49.1	45.4	40.5	47.3	48.7	47.0	51.0
	Very satisfied (8-10)	%	24.4	25.2	20.7	26.6	24.8	29.1	25.9	23.1	19.7	29.4	22.3	19.7	22.9	27.4	31.0
	Unsure	%	5.5	5.9	8.4	4.2	6.3	4.9	3.1	4.5	5.2	5.8	15.0	3.6	2.5	4.2	6.2

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 34 - Their expertise with the paperwork required	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.71	7.56	7.77	7.75	7.94	7.76	7.67	7.57	7.55	7.88	7.63	7.67	7.62	7.81	7.85
	Extremely poor (1)	%	1.6	1.0	1.4	1.7	0.7	2.1	0.7	2.4	1.8	1.3	3.3	1.0	2.1	0.8	1.1
	2	%	1.1	2.1	1.1	1.0	0.3	0.4	1.4	0.7	1.1	1.0	1.2	0.6	1.3	1.2	1.1
	3	%	1.7	2.4	1.1	1.7	2.4	2.8	1.4	2.1	1.7	1.8	1.2	1.3	3.1	2.0	0.8
	4	%	2.5	2.1	2.5	2.4	2.1	2.1	3.1	2.8	3.3	1.7	2.6	2.7	2.0	2.4	2.9
	5	%	5.8	10.8	4.6	4.9	4.9	4.9	5.2	7.0	5.9	5.6	6.5	8.2	3.8	5.3	4.9
	6	%	6.7	3.8	7.4	7.7	5.2	7.4	6.3	6.3	7.7	5.7	4.7	7.7	6.7	7.2	6.5
	7	%	14.7	12.6	13.7	14.7	14.7	12.3	18.2	16.1	15.1	14.2	10.5	13.9	19.9	14.9	11.7
	8	%	23.9	21.0	27.0	22.4	23.8	22.1	27.3	22.4	26.9	20.9	23.8	23.7	22.4	22.2	28.2
	9	%	20.5	24.5	20.4	21.7	20.6	25.3	17.1	16.1	16.3	24.9	15.9	21.9	20.4	18.9	23.5
	Excellent (10)	%	16.9	13.6	15.8	18.2	20.6	16.5	15.4	18.2	15.1	18.8	18.4	14.4	16.6	20.5	15.7
	Unsure	%	4.7	5.9	5.3	3.5	4.5	4.2	3.8	5.9	5.2	4.1	11.9	4.6	1.6	4.5	3.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 34 - Their expertise with the paperwork required	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	4.4	5.6	3.5	4.5	3.5	5.3	3.5	5.2	4.5	4.2	5.6	2.9	6.5	4.0	3.1
	Average satisfaction (4-7)	%	29.7	29.4	28.1	29.7	26.9	26.7	32.9	32.2	32.0	27.2	24.3	32.5	32.4	30.0	26.0
	Very satisfied (8-10)	%	61.3	59.1	63.2	62.2	65.0	63.9	59.8	56.6	58.2	64.5	58.1	60.0	59.5	61.5	67.4
	Unsure	%	4.7	5.9	5.3	3.5	4.5	4.2	3.8	5.9	5.2	4.1	11.9	4.6	1.6	4.5	3.5

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 35 - Their expertise in negotiating	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	6.55	6.46	6.47	6.71	6.48	6.54	6.62	6.39	6.20	6.92	6.18	6.35	6.41	6.71	7.07
	Extremely poor (1)	%	3.0	4.5	3.2	2.8	2.8	3.5	2.4	2.1	3.4	2.5	7.8	2.9	1.8	2.3	1.8
	2	%	3.6	3.5	2.8	3.1	3.1	4.6	4.2	5.2	4.7	2.4	3.5	4.5	3.6	3.4	2.6
	3	%	4.4	4.9	3.5	4.2	4.9	4.9	2.4	6.6	5.3	3.4	2.8	3.7	7.9	3.9	2.3
	4	%	4.4	3.1	3.5	4.2	7.7	4.9	6.3	4.9	4.5	4.4	4.4	5.4	4.6	4.3	3.1
	5	%	12.6	10.5	16.8	11.5	10.1	8.4	10.5	12.6	15.1	9.9	13.3	17.0	11.9	11.3	8.4
	6	%	12.6	12.9	13.3	12.6	12.9	13.3	14.3	9.8	13.4	11.7	8.1	13.9	14.4	11.6	13.1
	7	%	15.6	17.5	17.9	13.3	14.3	17.2	16.4	14.3	17.4	13.7	12.2	14.2	18.3	17.7	14.3
	8	%	17.4	15.7	14.7	19.2	17.5	17.2	18.9	18.5	15.4	19.6	15.2	14.2	16.6	19.0	22.7
	9	%	10.9	11.5	10.9	11.2	9.1	13.7	10.8	9.4	7.7	14.2	7.5	10.4	7.9	11.9	16.7
	Excellent (10)	%	7.8	6.6	6.3	9.8	8.4	6.7	7.7	7.3	5.9	9.8	8.2	7.7	7.9	8.0	7.4
	Unsure	%	7.8	9.1	7.0	8.0	9.1	5.6	5.9	9.1	7.1	8.4	17.0	6.1	5.2	6.6	7.7

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 35 - Their expertise in negotiating	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	10.9	12.9	9.5	10.1	10.8	13.0	9.1	14.0	13.4	8.3	14.1	11.1	13.3	9.6	6.7
	Average satisfaction (4-7)	%	45.2	44.1	51.6	41.6	45.1	43.9	47.6	41.6	50.4	39.7	37.9	50.5	49.2	45.0	38.8
	Very satisfied (8-10)	%	36.1	33.9	31.9	40.2	35.0	37.5	37.4	35.3	29.0	43.6	31.0	32.3	32.4	38.8	46.7
	Unsure	%	7.8	9.1	7.0	8.0	9.1	5.6	5.9	9.1	7.1	8.4	17.0	6.1	5.2	6.6	7.7

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 36 - Their ability to find the right house to buy	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	6.54	6.47	6.57	6.54	6.62	6.82	6.71	6.31	6.36	6.73	6.22	6.41	6.49	6.80	6.74
	Extremely poor (1)	%	4.7	7.7	5.3	4.2	4.5	1.8	3.8	4.5	4.4	5.1	8.8	4.6	3.3	2.8	5.6
	2	%	2.5	1.4	2.8	3.1	2.1	2.5	1.4	2.4	2.5	2.6	3.8	2.8	3.5	2.0	0.6
	3	%	4.2	4.2	2.1	5.2	4.2	3.5	3.8	6.3	5.0	3.4	2.7	3.7	4.8	5.3	4.2
	4	%	5.8	4.5	6.3	5.2	4.9	5.3	4.9	7.7	7.1	4.3	10.0	5.2	5.4	3.5	6.2
	5	%	10.6	9.8	10.2	10.1	11.9	10.2	9.8	13.3	11.6	9.7	6.3	13.8	11.1	11.4	8.4
	6	%	12.2	11.9	12.6	12.9	12.2	9.8	11.2	11.5	12.5	11.9	9.3	14.0	12.7	12.0	11.4
	7	%	18.4	18.5	16.8	18.2	16.8	23.2	23.4	16.8	19.0	17.7	13.2	20.5	21.7	17.7	16.0
	8	%	18.7	17.8	21.4	17.8	17.5	18.9	19.6	16.4	18.1	19.4	21.8	16.9	15.8	20.5	20.8
	9	%	11.0	13.6	10.5	9.8	12.6	15.1	12.6	9.4	9.7	12.4	8.8	9.9	10.0	12.5	13.8
	Excellent (10)	%	7.9	6.3	7.4	9.8	8.7	5.6	5.9	8.0	5.7	10.3	7.8	6.4	7.7	9.4	8.8
	Unsure	%	3.9	4.2	4.6	3.5	4.5	4.2	3.5	3.5	4.4	3.4	7.4	2.1	4.2	2.9	4.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years from the Nanos-CREA Consumer Panel, 18 years of age or older, between October 12th and November 24th, 2017. The margin of error for a random survey of 2,000 Canadians who have purchased a home in the last two years or plan to purchase a home in the next two years is ± 2.2 percentage points, 19 times out of 20.

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 36 - Their ability to find the right house to buy	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Not at all satisfied (1-3)	%	11.5	13.3	10.2	12.6	10.8	7.7	9.1	13.3	11.9	11.1	15.4	11.1	11.6	10.1	10.4
	Average satisfaction (4-7)	%	47.0	44.8	46.0	46.5	45.8	48.4	49.3	49.3	50.2	43.5	38.8	53.5	50.8	44.6	41.9
	Very satisfied (8-10)	%	37.6	37.8	39.3	37.4	38.8	39.6	38.1	33.9	33.5	42.1	38.4	33.2	33.5	42.4	43.4
	Unsure	%	3.9	4.2	4.6	3.5	4.5	4.2	3.5	3.5	4.4	3.4	7.4	2.1	4.2	2.9	4.4

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 37 - Do you know of any listing services where you can find comprehensive listings of all houses for sale in your area?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Realtor.ca/MLS	%	83.8	83.6	78.9	85.7	85.3	83.5	86.0	86.7	84.1	83.5	86.5	85.6	81.9	84.6	81.3
	Viewpoint.ca	%	0.5	4.2	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.8	0.5	0.6	0.7	0.4	0.0
	PropertyGuys.com	%	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
	Kijiji	%	0.7	1.0	1.1	0.7	0.0	0.7	0.0	0.7	0.5	0.9	0.6	1.2	0.3	0.5	0.9
	Local/ regional newspaper	%	0.8	1.0	0.0	0.7	1.4	1.1	1.4	1.4	1.0	0.6	0.5	0.3	0.3	0.8	2.2
	Google/Internet search	%	1.5	1.7	1.8	1.4	2.1	1.4	2.1	0.3	0.8	2.2	0.5	1.1	2.0	1.5	2.0
	Point2homes.com	%	0.1	0.0	0.0	0.0	0.0	0.4	0.3	0.3	0.2	0.0	0.3	0.0	0.2	0.1	0.0
	Centris.ca	%	0.9	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.7	1.1	1.9	1.4	0.7	0.5	0.0
	DuProprio.com	%	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.7	0.0	0.0	0.0
	Grapevine.ca	%	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.1	0.1	0.0	0.1	0.2	0.2	0.0
	Local Real Estate Board	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0
	ComFree.com	%	0.6	0.7	0.0	0.7	1.4	1.1	1.0	0.3	0.7	0.4	0.3	0.3	0.4	0.4	1.5
	Homefinder.ca	%	0.2	0.0	0.0	0.3	0.3	0.0	0.3	0.0	0.2	0.1	0.0	0.0	0.6	0.1	0.0
	Zolo	%	0.3	0.0	0.4	0.7	0.0	0.0	0.0	0.0	0.2	0.4	0.6	0.4	0.4	0.0	0.0
	Local real estate agents/brokers sites	%	2.0	1.0	2.5	2.4	1.0	2.1	1.0	1.7	1.7	2.3	1.8	1.4	1.3	3.0	2.6
	Unsure	%	3.7	3.1	6.7	2.4	3.1	4.6	3.1	2.1	4.1	3.3	3.6	3.0	4.0	3.8	4.4
	No	%	4.6	3.5	4.6	4.5	5.2	4.9	3.8	5.6	4.9	4.2	2.7	3.7	6.4	4.3	5.1

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - 38 If you wanted to search for a new home, what websites would you go to? [OPEN- ENDED]	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Realtor.ca/MLS	%	45.6	45.5	31.6	51.4	47.9	48.1	50.7	52.8	42.4	49.1	46.3	52.1	43.0	47.8	37.9
	Viewpoint.ca	%	1.2	10.8	0.0	0.3	0.0	0.0	0.0	0.3	1.1	1.4	2.0	1.4	2.1	0.5	0.2
	PropertyGuys.com	%	0.9	4.2	0.0	0.3	1.0	1.1	0.7	1.4	0.7	1.1	1.7	1.6	1.0	0.3	0.0
	Kijiji	%	4.5	10.8	3.5	2.1	7.0	5.6	7.7	3.5	4.6	4.4	6.0	6.6	3.8	3.4	2.6
	Local/ regional newspaper	%	1.5	1.4	1.1	1.4	0.3	0.7	1.7	3.1	1.4	1.7	0.8	0.6	0.8	2.4	3.3
	Assist2sell.ca	%	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
	Google/Internet search	%	19.8	17.8	16.1	23.1	18.5	22.1	25.9	16.1	21.7	17.7	12.4	15.4	23.1	20.5	25.8
	TheRedPin	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.8	0.0	0.0	0.0	0.0
	Point2homes.com	%	0.1	0.0	0.0	0.0	1.4	1.1	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.1	0.0
	Centris.ca	%	2.0	0.0	7.7	0.0	0.0	0.0	0.0	0.3	1.9	2.1	6.8	2.1	1.8	0.5	0.0
	DuProprio.com	%	3.2	0.0	13.0	0.0	0.0	0.0	0.0	0.0	2.6	4.0	9.6	2.1	3.7	1.8	0.9
	Grapevine.ca	%	0.9	0.7	1.4	1.4	0.3	1.8	0.0	0.0	0.8	1.1	1.0	1.9	1.0	0.2	0.5
	Local Real Estate Board	%	0.8	0.7	0.4	0.7	2.1	2.8	1.0	0.3	1.3	0.3	0.4	0.7	0.8	0.9	0.9
	Propriodirect.com	%	0.4	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.3	0.4	0.0	0.5	0.5
	ComFree.com	%	1.6	0.3	1.4	1.7	6.6	2.5	1.7	0.3	1.6	1.5	2.6	1.9	1.8	0.5	1.2
	Social Media	%	0.5	0.7	0.7	0.3	0.7	0.4	0.3	0.7	0.2	0.9	0.4	0.9	0.4	0.6	0.3
	Craigslist	%	0.4	0.0	0.4	0.0	0.3	1.1	0.3	1.4	0.5	0.3	0.9	0.4	0.0	0.9	0.0
	Bchomesforsale.co m	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0
	Builders web sites	%	0.8	1.0	0.7	0.7	0.3	0.7	1.7	0.3	0.8	0.7	1.0	0.2	1.3	1.4	0.0
	Unsure/multiiple sites	%	14.4	12.6	15.1	13.3	17.8	16.8	13.3	15.4	16.0	12.7	16.9	16.0	10.9	13.7	15.6
	Homefinder.ca	%	0.2	0.7	0.4	0.0	0.7	0.0	0.0	0.0	0.3	0.1	0.3	0.1	0.1	0.5	0.0
	Zolo	%	0.5	0.0	0.0	1.4	0.0	0.4	0.0	0.7	0.2	0.9	0.4	1.1	0.9	0.0	0.0
	Local real estate agents/brokers sites	%	22.5	19.2	27.0	22.4	16.1	20.4	17.1	23.8	22.7	22.3	13.1	16.6	25.0	28.9	27.3
	Buzzbuzzhome.ca	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0
	Realtylink.org	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.2	0.0	0.3

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WPS real estate news	%	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0
Swiftcurrentonline	%	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Unsure	%	2.5	3.1	1.4	3.5	4.2	1.8	2.1	2.1	2.8	2.2	1.3	2.0	3.4	3.1	2.5
Soldonlethbridge.com	%	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
Ottawaliving.ca	%	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0
Viacapitale	%	0.3	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.6	0.4	0.4	0.0	0.0
Condos Ottawa	%	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
No	%	0.1	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.7
Realty.ca	%	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.1	0.1	0.0	0.2	0.0	0.4	0.0
Rew	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.1	0.0	0.4	0.0	0.0	0.0
Castanet.net	%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.3	0.1	0.4	0.0	0.2	0.5	0.0
Myzer	%	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0
Languest	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0
Condoinvancouver	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0
Condos.ca	%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.3

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 39 - Have you heard of REALTOR.ca (previously known as MLS.ca)?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Yes	%	91.5	94.4	84.6	94.1	92.7	91.2	93.0	94.8	91.4	91.6	91.4	92.4	91.1	92.3	90.1
	No	%	7.3	4.5	14.4	4.9	6.3	6.3	5.2	4.2	7.2	7.5	7.4	7.3	7.4	6.2	8.1
	Unsure	%	1.2	1.0	1.1	1.0	1.0	2.5	1.7	1.0	1.5	0.9	1.2	0.3	1.5	1.5	1.8

			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 40 - Have you used REALTOR.ca (previously known as MLS.ca) to sell a home, buy a home or both?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Yes, sell	%	5.6	8.0	2.1	7.7	6.6	7.7	5.6	4.5	6.1	5.1	2.4	4.2	5.6	6.5	8.8
	Yes, buy	%	19.9	23.1	15.4	21.0	22.0	19.3	24.1	19.9	21.3	18.5	28.4	24.3	17.0	17.6	14.1
	Yes, both	%	23.1	19.6	13.0	23.8	28.0	31.2	28.0	33.2	22.6	23.6	21.2	24.1	20.0	28.0	21.9
	No	%	48.0	45.8	66.7	43.4	38.5	38.6	39.2	39.9	46.4	49.7	46.6	44.3	54.3	43.9	50.1
	Unsure	%	3.4	3.5	2.8	4.2	4.9	3.2	3.1	2.4	3.6	3.2	1.3	3.1	3.0	4.0	5.1

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 41 – [If has used REALTOR.CA] And on a 10- point scale with “1” meaning “very poor value” and “10” meaning “excellent value”, how would you rate the value of the REALTOR.ca (previously known as MLS.ca) service?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
		Mean	7.69	7.58	7.76	7.64	7.69	7.68	7.84	7.69	7.66	7.73	7.87	7.71	7.65	7.66	7.60
	No answer	%	51.4	49.3	69.5	47.6	43.4	41.8	42.3	42.3	50.0	52.8	47.9	47.4	57.3	47.9	55.2
	Very poor value (1)	%	0.4	0.7	0.0	0.7	0.3	0.4	0.3	0.3	0.6	0.1	0.3	0.6	0.2	0.3	0.7
	2	%	0.3	0.3	0.0	0.3	0.0	0.0	0.7	0.3	0.4	0.1	0.3	0.1	0.6	0.3	0.0
	3	%	0.3	0.3	0.4	0.0	0.3	0.4	0.0	0.7	0.4	0.1	0.8	0.4	0.0	0.3	0.0
	4	%	1.0	1.4	1.1	0.7	1.0	1.8	1.0	1.0	1.2	0.8	0.3	1.6	1.0	1.4	0.4
	5	%	3.7	3.5	1.4	4.9	4.2	3.2	3.1	5.9	3.9	3.6	4.1	3.6	3.1	4.4	3.8
	6	%	4.6	5.2	2.5	5.9	7.0	5.3	3.5	4.9	4.6	4.6	3.6	3.6	3.6	6.8	5.7
	7	%	9.6	8.4	7.0	10.1	10.8	12.3	14.3	9.4	9.1	10.2	9.9	11.9	10.1	8.6	7.1
	8	%	10.2	12.6	7.0	8.7	11.9	16.1	12.6	12.9	10.0	10.5	10.1	10.7	9.7	8.0	12.8
	9	%	8.0	11.5	4.6	10.1	8.0	9.8	8.7	5.9	8.6	7.4	10.0	7.9	6.2	9.0	7.8
	Excellent value (10)	%	8.7	5.6	5.3	9.1	10.5	7.7	11.9	13.3	9.3	8.1	10.6	10.3	7.4	10.2	5.3
	Unsure	%	1.7	1.0	1.4	1.7	2.4	1.4	1.4	2.8	1.9	1.5	2.3	1.8	0.9	2.8	1.2

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			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 41 - [If has used REALTOR.CA] And on a 10-point scale with "1" meaning "very poor value" and "10" meaning "excellent value", how would you rate the value of the REALTOR.ca (previously known as MLS.ca) service?	Total	Unwgt N	1040	145	87	150	162	166	165	165	546	494	156	271	230	224	159
		Wgt N	972	101	153	315	57	58	115	173	514	458	142	258	203	202	168
	Poor value	%	1.9	2.8	1.1	2.0	1.2	1.2	1.8	2.4	2.9	0.8	2.5	2.2	1.9	1.6	1.5
	Average value	%	39.1	36.6	39.1	41.3	40.7	38.6	38.2	37.0	37.7	40.8	34.2	39.4	41.6	40.8	37.9
	High value	%	55.4	58.6	55.2	53.3	53.7	57.8	57.6	55.8	55.7	55.1	59.0	55.0	54.4	52.3	57.9
	Unsure	%	3.6	2.1	4.6	3.3	4.3	2.4	2.4	4.8	3.8	3.3	4.4	3.4	2.1	5.4	2.7

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 42 - [If has used REALTOR.CA]	Total	Unwgt N	1040	145	87	150	162	166	165	165	546	494	156	271	230	224	159
		Wgt N	972	101	153	315	57	58	115	173	514	458	142	258	203	202	168
Would you use the REALTOR.ca (previously known as MLS.ca) service again?	Yes	%	88.2	87.6	82.8	90.7	90.1	86.7	85.5	90.3	87.4	89.0	86.5	90.6	93.4	84.7	83.5
	No	%	2.6	1.4	4.6	2.7	2.5	2.4	3.0	1.2	3.2	1.9	2.2	2.3	1.6	2.8	4.4
	Unsure	%	9.3	11.0	12.6	6.7	7.4	10.8	11.5	8.5	9.4	9.1	11.3	7.1	5.0	12.5	12.1

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			Province								Gender		Age				
			Canada 2017-11	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 43 - Who do you think owns and operates REALTOR.ca (previously known as MLS.ca)?	Total	Unwgt N	2000	286	285	286	286	285	286	286	1031	969	279	484	475	416	346
		Wgt N	2000	200	500	600	100	100	200	300	1028	972	273	490	475	387	375
	Real Estate Agents and Brokers	%	22.1	23.4	20.7	23.8	15.7	21.8	23.1	21.7	23.9	20.2	17.8	19.6	25.6	21.2	24.8
	The Local Real Estate Board	%	5.5	3.1	4.9	7.3	5.9	7.0	4.5	4.2	6.1	4.8	2.0	4.5	5.9	4.4	9.8
	The Provincial Real Estate Board	%	6.4	7.7	3.9	8.7	4.9	6.0	3.8	7.3	5.0	7.9	5.5	5.7	8.2	6.6	5.4
	The National Real Estate Board	%	21.1	16.8	14.0	31.1	15.4	17.5	21.3	18.9	22.5	19.7	28.8	23.2	18.6	20.0	17.2
	A separate private company	%	4.7	2.4	5.6	4.5	3.8	4.2	5.2	4.9	5.9	3.3	7.7	4.9	3.5	6.1	2.2
	Unsure	%	40.2	46.5	50.9	24.5	54.2	43.5	42.0	43.0	36.7	44.0	38.2	42.0	38.2	41.7	40.6

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