

## Attention Real Estate Reporters/Business Editors:

# Most Canadian homeowners are living in their dream home - and it may not be what you would imagine

- CIBC poll reveals that most Canadian homeowners would stay in their current home if they won a million dollars -

TORONTO, April 6 /CNW/ - CIBC (NYSE: BCM, TSX: CM) - Nearly two in three (63%) Canadian homeowners say they are living in their dream home, according to results from the 2005 CIBC Spring Homeownership Poll released today. Surprisingly, three in five (60%) homeowners say they would stay in their current home even if they won a million dollars.

"If I had to pick a word to describe what the Canadian dream home looks like, I would say 'comfortable' - the most popular type of dream home is a country cottage," said Paul Mims, Vice President, CIBC Mortgages and Lending. "Most homeowners and potential homebuyers (82%) also say their dream home would be located in Canada."

When asked the most important feature of their dream home, location was most important (43%), followed by larger property/yard (17%), and a chef's kitchen (8%).

Buying or renovating their dream home will be a little easier for the winners of a grand prize of \$20,000 or one of three secondary prizes of \$10,000 in The CIBC "Make your dream home a reality" contest. For more information and full contest rules, visit [www.cibc.com/dreamhome](http://www.cibc.com/dreamhome) before May 31, 2005.

CIBC is the second largest residential mortgage provider in Canada, with \$86 billion in single-family residential mortgages under administration. The CIBC Better than Prime Mortgage is one of the most popular mortgages in Canada, with a no-haggle interest rate and the flexibility to convert to a closed fixed-rate mortgage at any time. To find other news releases and information about CIBC, visit the bank's Press Centre at [www.cibc.com](http://www.cibc.com).

### JUST THE FACTS

Canadian homeowners and prospective homebuyers were asked the following questions regarding their dream home:

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I am living in my dream home

(Note: This question was asked only of homeowners.)

	Canada	BC	AB	MB	SK	ONT	PQ	ATL
Strongly agree	29%	21%	28%	30%	31%	30%	34%	27%
Somewhat agree	34%	34%	29%	40%	30%	33%	36%	38%
Somewhat disagree	21%	23%	26%	17%	21%	21%	17%	24%
Strongly disagree	15%	21%	16%	13%	17%	15%	13%	11%
Don't know/not stated	1%	1%	-	1%	2%	1%	-	-

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 Even if I won a million dollars,  
 I would stay in my current home  
 (Note: This question was  
 asked only of homeowners.)

	Canada	BC	AB	MB	SK	ONT	PQ	ATL
Strongly agree	41%	33%	39%	39%	40%	44%	42%	41%
Somewhat agree	19%	27%	21%	22%	23%	17%	18%	15%
Somewhat disagree	12%	9%	9%	14%	10%	10%	16%	15%
Strongly disagree	27%	30%	30%	24%	26%	28%	23%	30%
Don't know/not stated	1%	1%	1%	1%	-	1%	2%	-

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 Which of the following types  
 of homes is closest to your  
 dream home?  
 (Note: Most popular responses  
 are listed below.)

	Canada	BC	AB	MB	SK	ONT	PQ	ATL
Country cottage/home	42%	41%	48%	40%	52%	42%	38%	51%
Comfortable house with a white picket fence	27%	23%	24%	38%	32%	26%	26%	33%
Older mansion in an established neighbourhood	16%	18%	14%	16%	13%	18%	13%	9%

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 Where would your dream home  
 be located?  
 (Note: Most popular responses  
 are listed below.)

	Canada	BC	AB	MB	SK	ONT	PQ	ATL
In the city, town or area that I currently live in	32%	32%	29%	33%	34%	30%	33%	38%
On an ocean, lake or river in Canada	26%	32%	22%	19%	17%	24%	30%	20%
In the countryside somewhere in Canada	24%	22%	25%	31%	33%	23%	20%	30%
In a warm climate outside of Canada	10%	5%	15%	10%	8%	12%	8%	6%

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What is the most important  
feature of your dream home?  
(Note: Most popular responses  
are listed below.)

	Canada	BC	AB	MB	SK	ONT	PQ	ATL
The location	43%	40%	39%	39%	38%	45%	46%	43%
Larger property/yard	17%	16%	16%	18%	16%	19%	14%	19%
Chef's kitchen	8%	16%	6%	8%	6%	9%	4%	7%

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Note to Editors: The 2005 CIBC Homeownership Poll was conducted by The Strategic Counsel between January 25th and February 1st, 2005 and was based on a randomly selected sample of 2,150 English and French speaking Canadian household decision-makers (2,003 current homeowners, 147 current renters who are potential homebuyers). With a sample of this size, the results are considered accurate to within +/-2.11% percentage points, 19 times out of 20, of what they would have been had the entire Canadian adult population of homeowners and renters who are potential homebuyers been polled. The margin of error will be larger within regions, Census Metropolitan Areas, and for other sub-groupings of the survey population. The sample of household decision-makers is representative of the regional and age distribution produced by Statistics Canada. Percentages may not sum to one hundred due to rounding or the acceptance of multiple mentions.

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