

HOUSING AND FAMILIES

NEW NEEDS AND NEW TRENDS

MY INDUSTRY

I TAKE CARE OF IT!

WORKSHOP IX

**FAMILIES AND THE DECISION
TO PURCHASE OR RENOVATE**

WORK PAPER

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HOUSING AND FAMILIES

New Needs and New Trends

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Introduction

At the beginning of a new decade at the dawn of the year 2000, as a severe interminable recession draws to a close, our analysis of market possibilities casts a generous but questioning glance on the road covered and points a finger at new paths.

A recession naturally arises out of certain economic conditions and is structural. It is a turning point, both an outcome and a renaissance that urges questioning and calls for change. Our analysis wants to nourish this renaissance by manifesting a new interest for families.

Families make up the great clientele of the members of the PHBAQ and it is constantly changing. The multiplication of types of families is undoubtedly one of the most visible elements of the contemporary scene. The movements and jolts that rock it, announce new ways of living as couples and new housing needs.

The links between the family and space in a housing unit are not all evident. Yet, we all know they exist. In particular, many family events and new values exercise increased pressures on housing. That is what we have analyzed both for couples who have purchased a new house as well as those who have renovated their house.

To go deeper into the analysis and explain it in detail, we use two angles of observation. The first concerns not only segmentation of families proper but their anatomy, their internal structure that groups together a woman, a man and generally one or some children. The analysis thus consists in seeing the family from the angle of a molecule made up of several atoms each having characteristics and proper needs. The analysis of the particular housing needs of spouses appeared to us likely to identify new points of view and new paths.

The second angle of observation consists in seeing housing from the angle of another molecule also made up of several atoms or parts each having their proper functions. The analysis of the function of each room in a house, of its evolution and what it means for spouses also appeared to us likely to identify new points of view and new paths.

We shall thus see that the walls, the doors, stairs, windows, entrances, etc... tell us of the private life and the social life of families. Conversely, one must expect that any change in the private and social life of families will end at one time or another by telling us about walls, doors, stairs, windows, etc...

1. Clientele of Members of the PHBAQ and Households in Quebec

The 80's allowed an unprecedented diversification of housing in Quebec. The 90's again called on the imagination of the members of the PHBAQ and announced an acceleration in the diversification of housing.

1.1 Age of Purchasers and Age of Households

For the analysis to have the necessary passing of time, we are using the results of PHBAQ surveys among purchasers in 1978 and 1989 and the Statistics Canada Census from 1976 to 1986.

Information on the age groups of purchasers and the entire households in Quebec are the following:

| | <u>Purchasers</u> | | <u>Households</u> | |
|-----------------|-------------------|-------------|-------------------|-------------|
| | <u>1978</u> | <u>1989</u> | <u>1976</u> | <u>1986</u> |
| - from 35 years | 74.6% | 57.9% | 32.4% | 28.5% |
| 35-44 years | 18.1% | 25.1% | 19.7% | 23.8% |
| 45-54 years | 5.5% | 10.0% | 18.9% | 16.7% |
| 55 years and + | 1.8% | 7.0% | 28.9% | 31.1% |
| Total | 100% | 100% | 100% | 100% |

The comparison makes it possible to appreciate the targeting of all the PHBAQ members. The predominant accent decreases but always focuses on households less than 35 years made up largely of first-time buyers. It is a valid aspect and encouraged by all levels of government. It is even a survival aspect in times of recession.

Nevertheless the reading is clear, it is not a direction that corresponds best to the age pyramid of households today and especially of tomorrow. It does not correspond either to the best interests of municipalities who constantly try to enrich their fiscal base and to appreciably enhance, their central sectors. It does not either correspond to the best interests of the members of PHBAQ.

The period 1978-1989 shows that the industry solidly started the diversification of housing in order to interest a larger register of purchasing households. These efforts should accelerate during the 90s.

One must expect that experienced purchasers be more and more predominant in the activities of the members of the PHBAQ during the next decade. Besides it is more and more imperative and in 1987, a year where the members really loosened and a "quick look" year on the destiny of industry, experienced purchasers represented 52.5% of their clientele. One must also expect new types of housing for households more than 55 years old.

1.2 Types of Purchasers and Households

The analysis of the types of purchasers and households in Quebec distinguishes the families and the singles as well as households who have or do not have children. The significance and the evolution of these types of purchasers and households is the following in Quebec:

| | <u>Purchasers</u> | | <u>Households</u> | |
|--------------------------|-------------------|-------------|-------------------|-------------|
| | <u>1978</u> | <u>1989</u> | <u>1976</u> | <u>1986</u> |
| Couples with children | 66.0% | 52.0% | 51.5% | 26.4% |
| Couples without children | 29.9% | 36.5% | 24.6% | 40.7% |
| Single persons | 2.5% | 7.5% | 14.4% | 21.6% |
| Single parent families | 1.6% | 3.9% | 9.5% | 11.3% |
| TOTAL | 100% | 100% | 100% | 100% |

Couples with children at home always represent the predominant clientele of the members of the PHBAQ whereas their significance drops considerably since the beginning of the 80s. Conversely, single parent families and in particular singles increase appreciably, two clienteles likely to have different housing needs.

Nearly 52% of the families were without children at the house in 1986 whereas they represented 31.7% in 1981, 25.6% in 1971 and 23.2% in 1961. The phenomenon accelerates and will have other major impacts on housing. It will be necessary to watch this trend closely.

Here again, the diversification has already well started in the direction wished by the members of the PHBAQ. It will accelerate with the disappearance of present programs and the economic recovery.

1.3 Conclusion

If the 80's have especially been those of first-time buyers, the 90's will be those of more senior and more diversified clienteles, made up of as many if not more experienced purchasers than first-time buyers.

2. Events that Exercise Pressures on Housing

The coming of each child, the departure of each child, the return of the spouse to studies and/or to work, the particular needs of adolescents, the work of one of the spouse's at the house, divorces, marriages and remarriages and many other events all exercise specific pressures on housing. These events rock families and generally modify their housing needs. Some have an impact on the number of houses and others rather have a impact on their arrangements.

2.1 Families and Marriages

The formation of families experienced its peak in Quebec in 1971 and 1976 and an accelerated decrease since then. Thus, 183,000 families were formed from 1971 to 1976, relatively to 132,000 families from 1976 to 1981 and to 79,000 families from 1981 to 1986.

Marriages have followed a less accentuated downward itinerary: 259,375 marriages from 1971 to 1976, 236,295 marriages from 1976 to 1981 and 189,955 marriages from 1981 to 1986.

This decrease in the formation of couples increases the necessity to develop new products to interest other clienteles and also to otherwise excite their usual clienteles in order to alleviate, to neutralize if not set back as far as possible the decrease on industry.

2.2 Divorces and Remarriages

Divorces, occasional before legislative changes in 1968, quickly became a major phenomenon, regularly increasing until 1981 and in relative stability since then. Thus, there were 2,947 divorces in 1969, relatively to 19,193 divorces in 1981 and to 19,315 divorces in 1987 which is our last year of observation.

Vice versa, remarriages are continually increasing, namely 1,141 remarriages in 1969, 4,941 remarriages in 1981 and 5,502 remarriages in 1988. These remarriages with children accentuate the problems of privacy of arrangements in the house.

2.3 Children and Adolescents

The decrease in birth rate in Quebec diminishes the needs in number of bedrooms but not necessarily in area in the housing units. In particular, adolescents create new needs. It is the appearance of a sound system, many friends and special decorations of their spaces.

The turmoil that often lives in adolescents sometimes becomes turmoil in the whole house. Protection of sound and visual privacy is at its utmost with adolescents and exercises heavy pressures on arrangements.

Nevertheless, the analysis of housing needs resulting from the presence of adolescents is fascinating. We shall see further on that meeting adequately their needs is also responding to a number of situations that threaten privacy.

2.4 Spouses at Work and/or in Studies

Married women who are responsible for children are more and more active outside the home. Thus, 30.2% of the women having children aged less than 2 years had a job outside in 1977, relatively to 54.0% in 1984 which is our last year of observation. This trend is surely upwards since then.

Also they occupy more and more full time jobs and less and less part time jobs. This obviously allows more couples to present themselves on the market or to aspire to more expensive houses or renovations.

They may both have a full time job and have a part time professional activity at the house, which also exercises pressure on the facilities.

The participation of women in general training and especially professional training has increased much more rapidly than that of men. Many wives therefore need spaces to study and/or to work at the house. Many among them also discover that they do not really have such spaces, contrary to their husbands or their children.

2.5 Autonomous Workers

The proportion of autonomous workers in the whole active population has experienced a marked increase from 1966 to 1982, increasing from 4% to 13% before going down close to 9% in 1988. This proportion increases during periods of recession and must very likely be close to 13% or even 15% at present.

This proportion is also called to increase during the next decade resulting from increased controls on the evolution of the strength of the public service at all levels of governments and rationalizations of enterprises in the context of free trade.

2.6 Conclusion

The events all exercise specific pressures on houses but each among them do not affect forcibly all the families nor necessarily at the same time. These events, that specifically rock families, again personalize more their housing needs. These events thus come to increase the needs for flexibility and diversification of housing at a unprecedented level in Quebec.

3. Needs of Spouses and Functions of the Rooms

The analysis of the needs of spouses who have recently purchased or renovated a house as well as their impact on the functions and the arrangements of each of the rooms in the houses constitute the *raison d'être* of our entire communication in this 30th PHBAQ Congress.

3.1 Methodological Approach

The analysis of these needs and of these functions being essentially qualitative, it was agreed to proceed with discussion groups. They are more appropriate than postal dispatches or telephone interviews to focus on the qualitative and the depth since they make the appropriate situation possible.

Thus, nine discussion groups were achieved during the months of October and November. The objectives of the first two groups was exploratory. The first and the second group were achieved respectively with vendors of houses and with renovation entrepreneurs.

The seven other discussion groups were held with some 30 couples, namely 32 wives and 28 husbands who recently purchased or renovated a house. The houses of these 60 persons were registered in one of the two PHBAQ warrantee programs. These persons all had in commun having recently being placed in a situation to discuss if not debate their housing needs. According to the CROP firm, these groups made up of 60 persons were sufficient for the type of analysis sought.

Groups easily took two hours to achieve. The first hour allowed the setting up of the situation and free discussion where the second hour barely gave time for each person to complete and exhaust the questionnaire.

3.2 Profile of Couples

The profile of the couples is summarized in the following information:

- . Close to half the couples are without children at home. The other half of the couples had one or two children. This sketch is the same for persons who have purchased or renovated a house.
- . Persons who have purchased a house are all nearly 35 years old or less. On the other hand, persons who have renovated their house are almost as numerous in the thirties in the forties as in the fifties.
- . Nothing astonishing that the children of the first persons are less than 5 years old for the most part and those of the second persons are of every age although concentrated on the adolescents.

In short, couples both buyers as well as renovators respectively have family profiles, which substantiates their representativity.

3.3 Former Housing of Purchasers

Couples purchasers for the most part are first-time buyers and lived in duplexes, triplexes or in apartment houses. For the most part they visited many houses during one year if not two before purchasing their present house.

They left their former house because mainly it was too restricted in area, they had just married, they wanted to become owners, to be quiet at home, to live in a life style that is more private and better lighted.

3.4 Present House

In the following, we examined the elements that counted in the choice of the present house whether they spontaneously were taken by it, what they liked the most and the less in this house, the most and the less appreciated rooms, the elements that were particularly the subject of discussion and if they would make the same choice again.

3.4.1 Choice of their Present House

Couples purchasers and renovators have the following in common:

- . the municipality, the whole project, the immediate neighborhood, the site, the style of the house and the price truly counted.
- . Vice versa, the distance to work, to family and friends were not very important when all's said and done.

On the other hand, couples purchasers and renovators have different attitudes as to the following:

- . For the first, inside arrangements are truly important even very important whereas for the second ones these arrangements are somewhat of little importance or simply important as a factor of choice of their present house.
- . Couples purchasers grant importance to possibilities of rearrangements of their present house but clearly less than couples renovators.

3.4.2 Taken by the Present House

In couples purchasers, 91% of the husbands were immediately taken by their present house the first time they saw it. On the other hand, 55% of the wives did not experience this.

In couples renovators, the husbands are just as numerous as the wives in having and not having been taken by their present house immediately.

3.4.3 The Two Rooms they Like the Best

In couples purchasers, the first room that is most appreciated is without contradiction the living room for the husbands and the kitchen and the living room for the wives. The second most appreciated room for the two spouses are the kitchen and the living room.

For couples renovators, the choices are more definite. Thus, the first room which is most appreciated without contradiction is the kitchen for the wives and the living room for the husbands. The second most appreciated room remains the kitchen for the wives and the living room for the husbands.

In brief, it is the day rooms and in particular the living room and the kitchen that the spouses both purchasers as well as renovators like the best.

3.4.4 The Two Rooms they Like the Least

For couples purchasers, the room they least like is the bathroom for the husbands and the kitchen for other wives. The other room the least liked is the second bedroom for the wives and the kitchen and the second bedroom for the husbands.

For couples renovators, the less liked room is without contradiction the bathroom for the two spouses. The other less liked room is mainly the first and the second bedroom for the two spouses.

In brief, the bathroom first of all then the bedrooms are the least liked.

3.4.5 Elements that were the Subject of Discussion

For couples purchasers, the wives have more to say than the husbands as to the elements that were the subject of discussion. They bring up the price first of all, then the location, the style of the house and finally the neighborhood. Spouses first of all brought up the location, then the price then finally the style of the house.

For couples who are renovators, the spouses discuss rooms, materials and the costs of work. The kitchen and the cost of the work gave rise to much discussion among spouses. On the other hand, the wives are more critical and are said to have discussed much more about the choice of materials, colour and various arrangements.

3.4.6 If it were to be done over, same choice or different choice

In couples who are purchasers, 64% of the female spouses would not make the same purchase again whereas 82% of the spouses would make the same choice again.

These results are astonishing and contrast with those of couples renovators where 73% of the husbands and 80% of the wives would make the same renovations.

It must not be surprising then when couples who are purchasers do not expect to live more than two or three years in their present houses, contrary to couples who renovate and expect to stay for a long time.

3.4.7 Why Not Have Purchased a New House or an Existing House

For couples purchasers, the spouses did not want to assume too many renovations and in addition pay for major esthetic elements important for the household vendor but useless and even irritating to their eyes. They also had a taste for something new.

As for the spouses, they did not want an existing house in order to have it to their taste. They also found that existing houses were clearly too expensive.

Among couples renovators, the wives were not prompted by a new house because they found them too dear and not sufficiently personalized. They preferred an existing house for its site and the beauty of the land. The husbands also found the new houses too expensive and often too far from their place of work.

3.4.8 Conclusion

The reading is clear, all the rooms are not equally satisfactory to the eye of each of the spouses or to the two spouses. Also, that a majority of spouses in couples purchasers were not immediately taken by their house and especially would not do the same purchase again if it were to be done again is a serious observation, a major questioning that deserves our attention and which substantiates the objective of the analysis presented at this PHBAQ Congress to go to the level of needs of each of the members of the family to identify new paths. We come back on these questions in all that follows.

4.0 Arrangements

The preceding section notes that there are variances in the housing needs of spouses. This section attempts to understand them.

To better bring out the differences in the needs of the two spouses, we have developed a situation where each of the main rooms were given two functions and where the spouses were invited to specify on a scale of preference which of the two best corresponds to their expectations or their life style.

The objective here was as much as possible have them "come out" of their present house and create the appropriate context so that the spouses individually project their real expectations that they direct towards each room. This in order to better understand what truly excites them in their present house and on the contrary what they do not agree with.

Thus we have dealt with possible functions of the outside appearance of the house and the whole project as well as those of each of the main rooms.

4.1 Outside appearance of the house and the whole project

The envelope of the house is seen here as a skin that separates social life from private life. The envelope that we like says something to the society in which we live. It also offers a protection of privacy.

Invited to specify, on a scale, up to what point their house was to be different from that of their immediate surroundings, couples purchasers and renovators have very different points of view. On the other hand, in the two types of couples, spouses have the same preferences.

For couples purchasers, more than 70% among them estimate it important that the envelope of their house be very different from their immediate surroundings. It is likewise for the whole project that must strongly distinguish itself from the immediate neighborhood.

For couples renovators, only 40% among them find it important that the envelope of their house be different from that of the houses in their immediate neighborhood. Nevertheless, close to 50% among them estimate it important that the whole project be distinguished from the immediate neighborhood.

In brief, new houses attract much more than existing houses, couples who want to appreciably distinguish themselves from their immediate neighborhood.

4.2 The Kitchen

Couples purchasers have especially laboratory kitchens that open out on a dining room space. The other couples purchasers simply have a laboratory kitchen with a lunch-counter.

Couples renovators have either a laboratory kitchen open on a dining room space namely a closed kitchen with a table and four chairs.

4.2.1 The Function of Their Kitchen

The kitchen may be used mainly for the preparation of meals or also be used as a meeting place among the members of the family or with friends or neighbors. Spouses purchasers or renovators were invited to specify on a scale of preference what kitchen function is most suitable to their way of living.

The result is that couples purchasers and renovators have different preferences as to the functions that their kitchens must fulfill. Within each couple, few differences existed between husbands and wives.

For couples who are purchasers, preferences are very varied and cover all the functions called to mind. For some, it suffices that it be a place to be used strictly for the preparation of meals. For others, it must necessarily also be a major place for meeting. A single formula is not suitable for all these couples, many are needed and flexibility is indispensable.

For couples who are renovators, the function of their kitchen is more strongly centered on a meeting place. Reducing it to a place to prepare meals does not correspond at all to the way of living of most of these couples. A single formula is not suitable either to these couples, many are needed and again flexibility is indispensable.

4.2.2 One or two places to eat

Couples who are purchasers are as numerous in finding important having one or two places to eat. Couples who are renovators prefer even more having only one place to eat.

The sharing of tasks progresses nevertheless in our society, a majority of spouses of the two types of couples participate occasionally in preparing meals.

4.2.3 What is liked the most and the least in their present kitchen

Couples who are purchasers and renovators truly consider it interesting that everything be close at hand in their kitchen. They all consider nevertheless missing cupboard space and area in their kitchen.

They also agree in the improvements to be made in their present kitchen: enlarge the area, the storage space, the counters and the cupboards.

4.3 The Main Bathroom

The main bathroom is a room that has earned several functions with time and which often has become a special object in marketing houses. We focus on what it represents among couples purchasers and renovators.

4.3.1 The Function of the Main Bathroom

In addition to its essential functions, a main bathroom may be a place to store beauty products and linens or be a high place that gives a particular atmosphere of relaxation. Spouses who are purchasers or renovators were invited to specify on a scale of preference which of the functions are most suitable to their way of living.

Couples purchasers are relatively divided on this question. As for the kitchen, no single formula is likely to be suitable to them, many are needed. On the other hand, couples renovators particularly consider it important that their bathroom be a high place for relaxation.

Spouses of the two types of couples in the majority are favorable to the main bathroom being developed with noble materials. It is particularly the case for the wives of couples renovators. Conversely, a majority of the spouses did not wish to have noble materials in the main bathroom. It is particularly the case for the spouses of couples purchasers.

4.3.2 What Is Liked the Most and the Least in the Main Bathroom

The wives of couples purchasers and renovators particularly appreciate the equipment and the atmosphere of relaxation that emerges from the main bathroom. On the other hand, their spouses appear rather centered on the functional aspects such as the area and its lighting.

Female wives note a lack of storage space and are critical of the general organization of equipment in the bathroom. Their spouses are not enchanted with the functional character of much of the equipment such as the size of the shower.

4.4 The main room

The main room has also gained functions among some clienteles. We are dealing with what they represent among couples who are purchasers and renovators.

4.4.1 The function of the main room

The main room can be especially a night space and a place for storage and can just as well be a day and a night place that confers on it the characteristic "apartment in the house" only for spouses, sheltered from the children. Spouses who are purchasers or renovators were invited to specify on a scale of preference which of the two functions is best suitable to their way of living.

The function of the main room as a simple night space interests close to a third of the couples purchasers and renovators. Another third are half-way between the two proposed options. Nevertheless, a quarter of the couples opt for a main room "apartment in the house". The attraction for this "apartment in the house" is even slightly more accentuated among couples who are renovators.

4.4.2 Master bedroom or main room

This question is a small curiosity. Spouses in the two groups are divided on this question. On the other hand, the near totality of the couples who are purchasers prefer the "main room" whereas it is nearly the opposite for spouses who are couples renovators.

4.4.3 Television and Main Bedroom

A strong majority of couples purchasers have a television in their main bedroom. It is the opposite for couples renovators. There is no difference between the spouses of each type of couples.

4.4.4 The Furniture and Integrated Storage

Invited to specify whether the storage in their room should rather be assumed by an integrated space-storage in the walls and closed rather than with furniture, a strong majority of couples purchasers and renovators say yes.

4.4.5 Space-Office in the Main Bedroom

The reply is unequivocal. No couple wants it.

4.4.6 What Is Liked the Most and the Least in the Main Bedroom

Both couples purchasers as well as renovators particularly like the area of the main room and the light allowed by the vast fenestration. On the other hand, they deplore all the smallness of the clothes-closets which they all estimate necessary to enlarge.

4.5 The Second Room

Two thirds of the couples estimate the second room should be less big than the main room. Nevertheless, the other third of the couples would wish that it be just as large.

Intended for one or some children, in particular an adolescent, the spouses in the two groups are strongly favorable that the second room have the character of an "apartment in the house". Nearly half the couples renovators have developed an office space. On the other hand, a little less than half the couples purchasers have done so.

The second room often is equipped with a television and a sound system. One must not be surprised that a majority of the couples estimate that the soundproofing of the bedrooms should be increased. It is nearly all the couples who are renovators who wish it. Many among them besides have adolescents.

In brief, we understand that a number of couples wish it were bigger, better soundproofed and equipped with more storage space.

4.6 The third room or the extra room

The room is especially intended for a second child and is marginally used as a room for friends and even less as an office. Couples who have one find that it is far too small and not sufficiently lighted.

4.7 The living room and the family room

For most of the couples who are purchasers and renovators, the living room merges with the family room in an open area with the dining room and the kitchen. They are generally satisfied with the openness and the lighting of the open space. To improve, they would wish that the open area be even still larger.

Nevertheless, the majority of couples who are purchasers and renovators wish for a family room in addition to their living room. It is important for this majority of couples who are purchasers and renovators to have a rather formal living room and a rather informal family room in their house. This family room must be clearly larger than the living room for most of the couples. It would be the main room for recreation, for the television, to be with the children and for receptions with friends.

The living room would be even more appreciated by the spouses and could be used for some family gatherings, it should be private, warm and at the same time allow a view on several other rooms. It must show in the house.

4.8 Various Arrangements

The Entrance

Half the couples purchasers and renovators find it important that visitors do not see too much of the whole house when entering. The other half do not see any disadvantage. Nevertheless, nearly all the couples wish to have a vestibule that is reasonably large at the entrance.

Fenestration

Evidently, all the couples want the greatest possible fenestration. Invited to specify if they wish that the rear fenestration be larger than that in the front, couples are divided in two on this question. Half are very favorable and the other half are rather lukewarm. Nevertheless, they define two markets and it is important to a positioning.

The Rooms in Front and Rooms at the Rear

Nearly all the couples wish that the living room and/or the family room open up on the front of their house. These rooms are there for themselves but also for the others. They must appear and be close to the entrance. At the rear, couples want to see the kitchen, the dining room and the rooms.

A Distinct Office-Room

Couples such as spouses are divided in two as to their need for a distinct office-room. This room nevertheless meets an increasing need.

An outside entrance for the second room, the extra room or the office room

Again, couples such as spouses are divided in two as to their need for an outside entrance for the second room, the extra room or the office.

4.9 Interest of spouses for financial questions and interior and exterior arrangements

The respective roles of spouses are relatively clear cut. The wives are those who are most interested in the financial questions and the inside arrangements. Husbands are most interested in outside arrangements. The sharing of these activities by the two spouses is marginal and barely affects a quarter among them.

5.0 Conclusion

A message stands out with an increasing intensity throughout our analysis. The 80s allowed an unprecedented diversification of houses in Quebec. The 90s call on the imagination again of the members of the PHBAQ and announce an acceleration of the diversification of houses.

The increased diversification first of all ensues from the difference noted between the profile of clientele purchasers and that of all the households in Quebec. It then ensues from a series of family events that all exercise potentially specific pressures on the families and on the houses. It also ensues from differences noted in the housing needs of the spouses. It finally ensues from the diversity of the functions that are directed on the main rooms and new functions that are claimed in the house.

Diversity of Functions

A larger diversity of functions is claimed in the kitchen, in the main bathroom and in the main room. A formula or two are not suitable to all couples purchasers or renovators, many are needed and flexibility is a must.

This implies that the closed laboratory kitchen, the large kitchen with a long table and all the intermediary formulas are all part of tomorrow's market. They evidently will have to be well lighted, practical and spacious, which does not always seem to be the case.

The diversity of the bathrooms is extraordinary and the needs also. This room must be designed with care since it is the subject of different expectations coming in particular from spouses of couples purchasers.

The main room is also the subject of various expectations. The significant increase in families without children at the house will affect the function and the size of the main room. For those who have children at the house, an improvement in soundproofing between the rooms is imperative.

Request for new functions

New functions are called for in houses. They concern in particular the second bedroom, a distinct office-room and a second outside entrance for the second room, the extra room or the office-room. It concerns also the possibility of a common storage room for all the members of the family.

The presence of adolescents at the house urges many spouses to wish that the second room that is intended for them have the characteristic of an "apartment in the house". Full time or part time work increasing at the house and the return of wives to studies create a major need to think more about the design of varied office rooms. A second distinct entrance is an important protection for privacy and is necessary in many cases for adolescents and for office activities.

An element of discussion with couples purchasers and renovators is promising and concerns the storage and furniture. The favorable reception of numerous couples towards integrated storage in their bedroom in order to be released as much as possible from furniture ended in the possibility of designing a storage room common to all. Storage is everywhere a concern and deserves increased thought in order to make it more functional and also for easy maintenance of the house which has become released from much furniture.

The popularity of more open spaces in the day spaces is considerable and suggests that they join up more with the night spaces to release them as much as possible of furniture.

APPENDIX

**Information shown at the Congress
but commented on in the text**

Functions of the Kitchen

%

| | Purchasers | Renovators | Husbands | Wives | Total |
|-------------------------|------------|------------|----------|-------|-------|
| Preparation of Meals | | | | | |
| 1 | 33 | 17 | 23 | 14 | 25 |
| 2 | 21 | 4 | 9 | 14 | 12 |
| 3 | 21 | 46 | 40 | 28 | 33 |
| 4 | 21 | 12 | 19 | 28 | 17 |
| 5 | 21 | 21 | 9 | 16 | 13 |

Meeting Place

Comments

Couples who are purchasers and renovators have different preferences as to the functions that their kitchen must fulfill.

For couples who are purchasers, the preferences are very varied and cover all the functions called to mind. For some, it suffices that it be a place to be used only for the preparation of meals. For others, it must necessarily also be a significant meeting place. A single formula is not suitable for all these couples, many are needed and flexibility is necessary.

For couples renovators, the function of their kitchen is more heavily centered on a meeting place. Reducing it to a place where meals are prepared does not correspond at all to the way of living of most of these couples. A unique single is not suitable also for these couples, many are needed and flexibility is again necessary.

Functions of the Main Bathroom

%

| | Purchasers | Renovators | Husbands | Wives | Total |
|---------------|------------|------------|----------|-------|-------|
| Storage Space | | | | | |
| 1 | 18 | 15 | 24 | 10 | 17 |
| 2 | 14 | 5 | 5 | 14 | 10 |
| 3 | 31 | 5 | 19 | 19 | 19 |
| 4 | 14 | 35 | 24 | 24 | 24 |
| 5 | 23 | 40 | 28 | 33 | 30 |

High Place for
Relaxation

Comments

Couples purchasers are relatively divided on the functions of the main bathroom. As for the kitchen, no single formula is likely to be suitable to them, many are needed. On the other hand, couples who are renovators estimate particularly important that their bathroom be a high place for relaxation.

Spouses are also just as divided on the functions of the main bathroom. Nevertheless, wives are a little bit more prompted than the male spouses that the main bathroom be a high place of relaxation.

Functions of the Main Room

%

| | Purchasers | Renovators | Husbands | Wives | Total |
|-------------|------------|------------|----------|-------|-------|
| Night Space | | | | | |
| 1 | 31 | 31 | 32 | 32 | 32 |
| 2 | 14 | 9 | 14 | 8 | 11 |
| 3 | 32 | 32 | 31 | 32 | 32 |
| 4 | 9 | 5 | 9 | 5 | 7 |
| 5 | 14 | 23 | 14 | 23 | 18 |

Apartment
in the House

Comments

The function of the main room as a simple night space interests close to a third of the couples purchasers and renovators. Another third is half-way between the two proposed options. Nevertheless, a quarter of the couples opt for a main room "apartment in the house". The attraction for this "apartment in the house" is even slightly more accentuated among the couples who are renovators.

Spouses are divided in the same way.

In brief, a single formula of the main room is not suitable to all these couples and to all these spouses, many are needed and flexibility is necessary. All these functions of the main room are at present in the market.