



2018 – 2019 Tours, **Survey** Results

There is no end to determining what people want in their living spaces—have you explored Pinterest lately? Our primary objective is to determine the credence and value of “little is better”, to see if the concept itself makes sense and fits into our bigger world—given all of the external constraints of space misconceptions...time will tell...

FYI, this survey is ongoing and consists of 16 feedback questions. The survey is administered to only those who have toured our show home, mainly so that we can measure the full experience of each individual—at least to a degree and hopefully the take away's will be valuable enough to set company priorities and focus on areas of importance to most people.

In this first segment the demographics; we determined age, gender and where you're from as factors.

Gender		Age Range			
Male	Female	Age 7-17	Age 18-29	Age 30-59	Age 60-90
43%	58%	25%	19%	31%	23%

Location
Where are you from?
Cardston, AB - 74%
Raymond, AB - 9%
Calgary, AB - 5%
Medicine Hat, AB - 3%
Hawaii - 3%
Magrath - 3%
Utah - 3%

What did you like most about the cottage?	%T
Creative, Mystical, Cool Surprises, Adventurous, Takes you back in time, Delightful, Unique Design	27%
Charming, Cozy, Inviting, Storybook, Whimsical, Inviting	20%
Spacial Use, Variety, Functional	18%
Secret Passageways, Cupboards, Hidden Pictures, Hidden rooms	16%
Kids Place, Slide, Fun	14%
Natural Materials, Repurposed	5%

What did you like least about the cottage?	%T
Stairs	55%
Nothing	10%
Small Spaces, Crowded	6%
Heights	4%

“Like Lemony Snickets”

“I like the functional features like the laundry chute”

“This is what I want for my future family home. Great work!”

What were your feelings as you toured the cottage?	%T
Fun, Neat, Cool, Unique, Well done, Loved it, Creative, Awesome	47%
Happy, Excited, Interesting, Amazing, Awe, Adventurous, Inspiring, Thrilling	25%
Whimsical, Warm, Cozy, Charming, Inviting, Pure Elation, Bliss, Enchanting, Adorable	22%
Hidden Spaces	6%



How important is it make a house fun, functional, no wasted space, energy efficient, have things built-in, everything on one floor?

One third were interested in possibly owning a cottage

Importance	Ranking
Functional	1
Energy efficient	2
Fun	3
Things Built-in	4
No wasted space	5
Everything on one floor	6

What design motifs would you like to see?

“It's like visiting Disneyland as a child”

Motifs	Ranking
Castle	1
Hobbit Hut	2
Tree Fort	3
Fairy-tale	4
Steampunk	5
Old Ship	6
Old West	7
Victorian	8
Farm House	9
Fun House	10
Swiss Chalet	11

Please rank the things you like the most--from the things you least liked?

Liked Most	Ranking
Options, such as solarium, laundry chute, library, office	1
Things built-in	2
Use of natural materials	3
Kids space, fort, ship, slide	4
The rustic look	5
Compact space	6



“A contender for the "fine home" market for adult living”

“felt like home...”



“Loved the attention to detail and the craftsmanship, the storage, secret cupboards, and multiple levels of balconies were delightful”

What would you expect to pay for a cottage like this?

Expect to pay	Ranking
\$175,000 - \$225,000	1
\$125,000 - \$175,000	2
\$225,000 - \$275,000	3
\$275,000 - \$325,000	4
Above \$325,000	5



Where would you want your cottage?

Would you ever?

Cottage preferences	Ranking
Stay a weekend in cottage	1
Rent a cottage	2
Own a cottage	3
Live in a cottage year round	4
Build a 2 nd cottage	5

Cottage Location	Ranking
By a lake	1
In the mountains	2
In the backyard	3
In the country	4
In town	5
In a village with other cottages	6

“I've never seen anything like this and I wish it was my actual house”

“All the secret passage-ways and how much is going in a relatively small space”



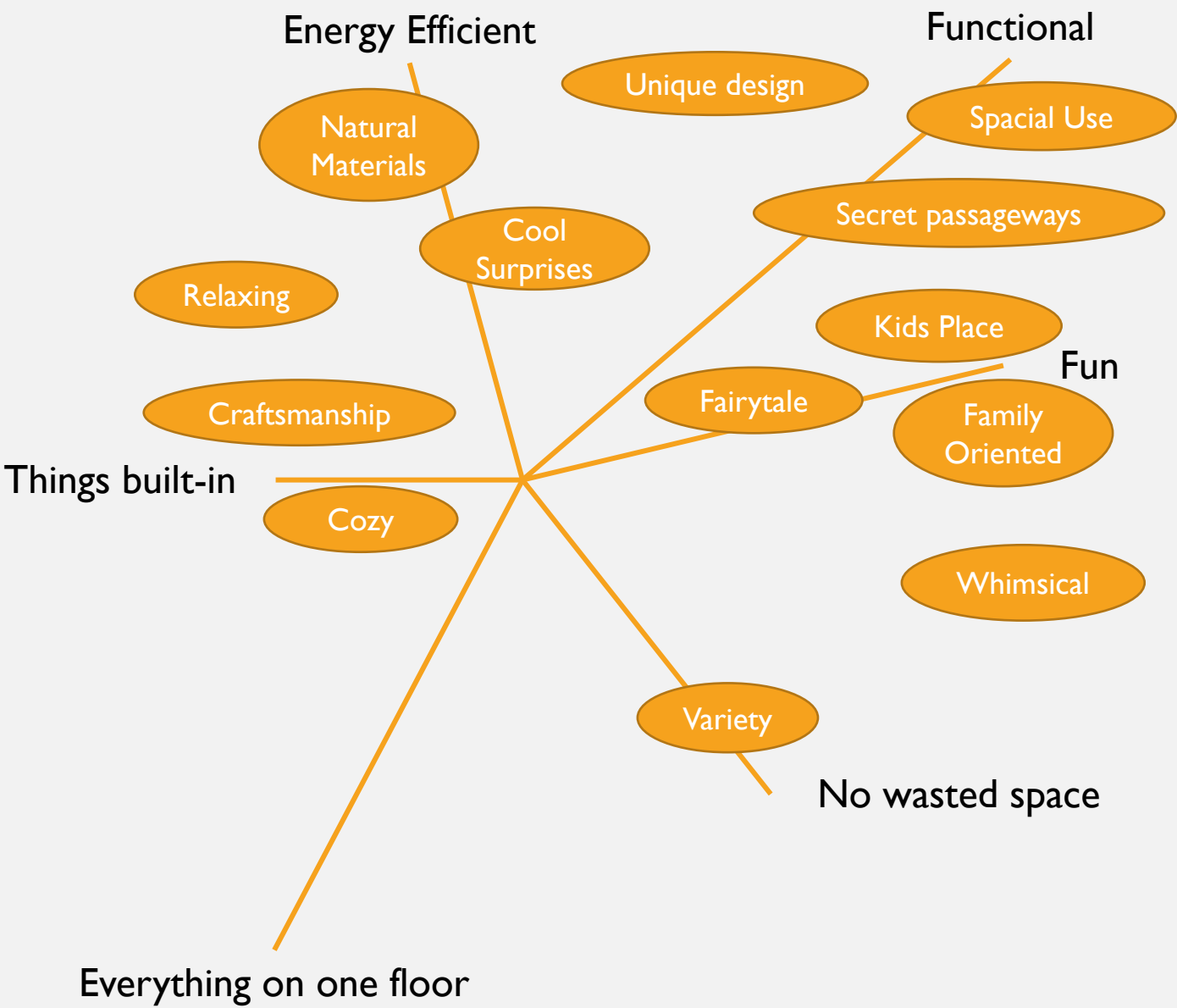
“I would love to have one of these as my own! It would be fun and whimsical for my own child and myself”

“Look and feel the light through so many windows”

“How unique it is, designs you don't see in homes anymore, show of creativity”

LOVE the use of space!

GB Cottage Importance Factors



Importance	Ranking
Functional	1
Energy efficient	2
Fun	3
Things Built-in	4
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There is no end to determining what people want in their living spaces—have you explored Pinterest lately? One objective is to determine the credence and value of “little is better”, to see if the concept itself makes sense and fits into our bigger world—given all of the external constraints of space misconceptions, human factors, ergonomics, movement programming, etc. Is it possible to make a home small, fun, and adventurous?

What do you like most about cottages?	%T
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Charming, Cozy, Inviting, Storybook, Whimsical, Inviting	20%
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Target Age Range	
Newlywed 22- 30	Young Families 25 - 38



“It's like visiting Disneyland as a child”

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Preferred Motifs	Ranking
Castle	1
Hobbit Hut	2
Tree Fort	3
Fairy-tale	4
Steampunk	5
Old Ship	6
Old West	7
Victorian	8
Farm House	9
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Like Most	Ranking
Options, such as solarium, laundry chute, library, office	1
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“Like Lemony Snickets”

Some examples (please note this is just a guide, not an exhaustive list!): – Who they are – gender, age, job etc (demographic information) – Hobbies, interests – Values and attitudes – Self perception – Personality – Shopping habits – How they spend their time, what they do – Influences – What does their daily routine look like? – Attitude to fashion/trends – How they spend their money and time • Provide as much detail about your target consumer as possible to demonstrate your understanding of your brand's consumer and your



“It's like visiting Disneyland as a child”

