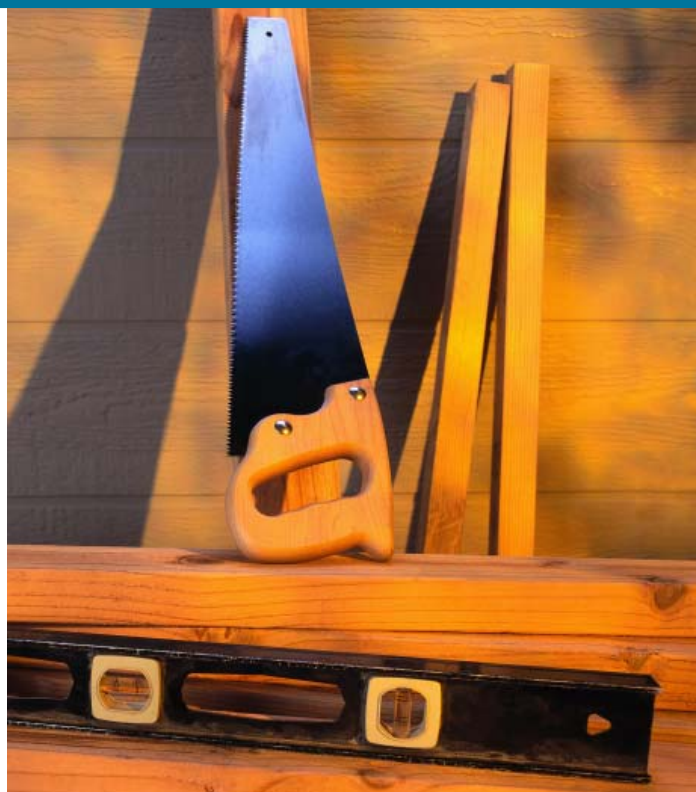


CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

Major Market Highlights - Intentions Data Tables 2006



CANADA MORTGAGE AND HOUSING CORPORATION

Release date:

CMHC – HOME TO CANADIANS

Canada Mortgage and Housing Corporation (CMHC) has been Canada's national housing agency for over 60 years.

Together with other housing stakeholders, we help ensure that Canada maintains one of the best housing systems in the world. We are committed to helping Canadians access a wide choice of quality, affordable homes, while making vibrant, healthy communities and cities a reality across the country.

For more information, visit our website at www.cmhc.ca

You can also reach us by phone at 1 800 668-2642 or by fax at 1 800 245-9274.

Outside Canada call (613) 748-2003 or fax to (613) 748-2016.

Canada Mortgage and Housing Corporation supports the Government of Canada policy on access to information for people with disabilities. If you wish to obtain this publication in alternative formats, call 1 800 668-2642.

The Market Analysis Centre's (MAC) electronic suite of national standardized products is now available for **free** on CMHC's website. You can now view, print, download or subscribe to future editions and get market information e-mailed automatically to you the same day it is released. It's quick and convenient! Go to www.cmhc.ca/housingmarketinformation

For more information on MAC and the wealth of housing market information available to you, visit us today at www.cmhc.ca/housingmarketinformation

To subscribe to priced, printed editions of the national standardized product suite or regional specialty publications, call 1 800 668-2642.

©2006 Canada Mortgage and Housing Corporation. All rights reserved. CMHC grants reasonable rights of use of this publication's content solely for personal, corporate or public policy research, and educational purposes. This permission consists of the right to use the content for general reference purposes in written analyses and in the reporting of results, conclusions, and forecasts including the citation of limited amounts of supporting data extracted from this publication. Reasonable and limited rights of use are also permitted in commercial publications subject to the above criteria, and CMHC's right to request that such use be discontinued for any reason.

Any use of the publication's content must include the source of the information, including statistical data, acknowledged as follows:

Source: CMHC (or "Adapted from CMHC," if appropriate), name of product, year and date of publication issue.

Other than as outlined above, the content of the publication cannot be reproduced or transmitted to any person or, if acquired by an organization, to users outside the organization. Placing the publication, in whole or part, on a website accessible to the public or on any website accessible to persons not directly employed by the organization is not permitted. To use the content of any CMHC Market Analysis publication for any purpose other than the general reference purposes set out above or to request permission to reproduce large portions of, or entire CMHC Market Analysis publications, please contact: the Canadian Housing Information Centre (CHIC) at chic@cmhc.gc.ca; (613) 748-2367 or 1 800 668-2642

For permission, please provide CHIC with the following information:
Publication's name, year and date of issue.

Without limiting the generality of the foregoing, no portion of the content may be translated from English or French into any other language without the prior written permission of Canada Mortgage and Housing Corporation.

The information, analyses and opinions contained in this publication are based on various sources believed to be reliable, but their accuracy cannot be guaranteed. The information, analyses and opinions shall not be taken as representations for which Canada Mortgage and Housing Corporation or any of its employees shall incur responsibility.

How do we define households who intend to purchase?

Respondents who intend to buy a home fall into three groups. Households that have strong intentions (ready to buy) are those that state that they have a high chance of buying in the next 12 months. Those having moderate intentions report a 50/50 chance of buying in the next 12 months, while those having low intentions declare that their chances of buying are lower than 50 per cent. Serious intenders are households that are either ready to buy or have moderate intentions to buy. Non-intenders are households that state that they have no intentions to buy a home in the next twelve months.

How do we define households who intend to renovate?

Respondents who intend to renovate fall into three groups. Households who are ready to renovate are those that state that they have a high chance of renovating their home in the next 12 months and the total cost will be \$1000 or more. Those thinking about renovating state that they have a 50/50 chance of renovating in the next 12 months and the total cost will be \$1000 or more. Possible/Potential renovators are households that state that they have a low chance of renovating in the next 12 months at a total cost \$1000 or more. Serious intenders are households that are either ready to renovate or thinking about renovating. Non-intenders are households that state that they have no intentions to renovate in the next twelve months.

Sample and geographic coverage

Our survey is conducted using a sample of approximately 4,000 households per centre, and asking them about their plans for purchasing or renovating a home. Information is gathered on the type, size and price range of homes. Intenders were also asked demographic questions related to income, family size, tenure and locations within five centres: Vancouver, Calgary, Toronto, Montreal and Halifax. The survey was completed during the first quarter of 2006 and collected intentions to buy or renovate in the following 12 months. An aggregate 5-centre total was derived by weighting each centre's results by 2006 population projections.

By asking about motivations or barriers to buying or renovating, we can provide some useful insight. Our demographic and socio-economic profiles help us, and you, identify trends in various sub-markets.

Statistical Reliability of Data

Despite the large sample, caution should be used in interpreting the results of the extensive subsets and cross-tabulations of the survey results. Cells based on less than 50 respondents should be viewed as indicative rather than conclusive. This is especially true of cells based on a sample of less than 25 respondents.

**Canada Mortgage and Housing Corporation (CMHC)
2006 Intention to Buy or Renovate Survey:**

**Consumer Intentions to Buy:
Intentions Data Tables 2006
All CMAs – Weighted Data**

TABLE OF CONTENTS

Table 1: Home purchase intenders.....	1
Table 2: Home purchase intender profile—Chances of buying a home in the next 12 months	1
Table 3: Own or rent residence.....	1
Table 4: Purchase residence in past 12 months.....	1
Table 5: Home purchase intender profile—age.....	2
Table 6: Home purchase intender profile—own or rent current home.....	2
Table 7: Home purchase intender profile—Household composition	2
Table 8: Home purchase intender profile—Households where there are /are not Children under 18 years of age in the household.....	2
Table 9: Home purchase intender profile—Total household income.....	3
Table 10: Home purchase intender profile—Thought of buying home in last six months.....	3
Table 11: Home purchase intender profile—Community in which most likely to buy a home	3
Table 12: Home purchase intender profile—Type of home looking for / intending to buy	3
Table 13a: Home purchase intender profile—Dwelling Type of home looking for / intending to buy.....	4
Table 13b: Home purchase intender profile—Condominium type of ownership of home looking for / intending to buy	4
Table 14: Home purchase intender profile—Type of neighbourhood preferred: home looking for / intending to buy	4
Table 15: Home purchase intender profile—Price range of home looking for: home looking for / intending to buy	4
Table 16: Home purchase intender profile (Homeowners)—Price range of home looking for compared to current home.....	5
Table 17: Home purchase intender profile—Size of home looking for / intending to purchase (sq ft)	5
Table 18: Home purchase intender profile—Size of home you are thinking of buying (in sq ft) compared to your present residence	5
Table 19: What made you decide not to buy a home now?*	6
Table 20: Home purchase intender profile (Homeowners) Listed your home for sale?.....	6
Table 21: Home purchase intender profile—Talked to a realtor about buying a home?.....	6
Table 22: Home purchase intender profile—Read any publications for information on the housing market?.....	6
Table 23: Home purchase intender profile—Talked to a financial institution about obtaining a mortgage?.....	7
Table 24: Home purchase intender profile—Been pre-approved for a mortgage?	7
Table 25: Home purchase intender profile—Have you contacted a builder / developer for information about a brand new home?	7
Table 26: Home purchase intender profile—In the last month, have you visited homes for sale?	7

Table 27: Home purchase intender profile—Home purchase intentions by Total household income	8
Table 28: Home purchase intender profile—Home purchase intentions by Own/ Rent.....	8
Table 29a: Home purchase intender profile—Home purchase intentions by Household size	8
Table 29b: Home purchase intender profile—Home purchase intentions in households where there are / are not Children under 18 years of age in the household	9
Table 30: Home purchase intender profile—Home purchase intentions by Respondent age	9
Table 31: Home purchase intender profile—Home purchase intentions by Type of house searching for (New / Pre-owned)	9
Table 32: Home purchase intender profile—Home purchase intentions by Dwelling Type of house searching for	10
Table 33: Home purchase intender profile—Home purchase intentions by Price of house searching for	10
Table 34: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)	11
Table 35: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house	11
Table 36: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred	11
Table 37: Home purchase intender profile—Home purchase intentions by Price of home searching for	12
Table 38: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)	12
Table 39: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house	13
Table 40: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred	13
Table 41: Home purchase intender profile—Home purchase intentions by Total household income	14
Table 42: Home purchase intender profile—Home purchase intentions by Own/Rent.....	14
Table 43a: Home purchase intender profile—Home purchase intentions by Household size	15
Table 43b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household	15
Table 44: Home purchase intender profile—Home purchase intentions by Respondent age	16
Table 45: Home purchase intender profile—Home purchase intentions by Price of house searching for	16
Table 46: Home purchase intender profile—Home purchase intentions by Type of house search for (New/Pre-owned).....	17
Table 47: Home purchase intender profile—Home purchase intentions by Dwelling Type of house search for	17
Table 48: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred	18

Table 49: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house	18
Table 50: Home purchase intender profile—Home purchase intentions by Total household income	19
Table 51: Home purchase intender profile—Home purchase intentions by Own/Rent.....	19
Table 52a: Home purchase intender profile—Home purchase intentions by Household size	20
Table 52b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household	20
Table 53: Home purchase intender profile—Home purchase intentions by Respondent age	20
Table 54: Home purchase intender profile—Home purchase intentions by Type of house searching for (New / Pre-owned)	21
Table 55: Home purchase intender profile—Home purchase intentions by Type of house searching for (Structure)	21
Table 56: Home purchase intender profile—Home purchase intentions by Size of house searching for (sq ft).....	22
Table 57: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a home	22
Table 58: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred	22
Table 59: Home purchase intender profile—Home purchase intentions by Total household income	23
Table 60: Home purchase intender profile—Home purchase intentions by Own/Rent.....	23
Table 61a: Home purchase intender profile—Home purchase intentions by Household size	24
Table 61b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household	24
Table 62: Home purchase intender profile—Home purchase intentions by Respondent age	25
Table 63: Home purchase intender profile—Size of down payment on residence	25
Table 64: Home purchase intender profile—Source(s) of the down payment on the residence [MULTIPLE RESPONSE]	25
Table 65: Home purchase intender profile—Main source of down payment on residence.....	26

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 1: Home purchase intenders		
Are you thinking of buying a primary residence at some point in the next 12 months?	Percent	Estimated Households
Yes (High / 50/50 chance / Low)	13.9%	670,599
Yes (High / 50/50 only)	12.7%	612,782
No	85.0%	4,113,063

Note: This table was created using data drawn from multiple questions and 'don't know' / 'no response' options were not included. Therefore, percentages do not add up to 100%.

Table 2: Home purchase intender profile—Chances of buying a home in the next 12 months		
What are the chances you will buy a home in the next 12 months?	Percent	Estimated Households
No chance	0.2%	1,455
Low	8.6%	57,787
50/50	34.4%	231,078
High	56.8%	381,684
No response	0.1%	899
Total	100%	672,392

Table 3: Own or rent residence		
First, do you own or rent your residence?	Percent	Estimated Households
Own	48.9%	299,502
Rent	51.1%	313,280
Total	100%	612,782

Table 4: Purchase residence in past 12 months		
Did you buy this residence within the past 12 months?	Percent	Estimated Households
Yes	10.5%	31,357
No	89.3%	267,465
Don't Know	0.2%	680
Total	100%	299,502

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 5: Home purchase intender profile–age		
In which of the following age groups do you belong?	Percent	Estimated Households
18-24 years	4.0%	24,671
25-34 years	28.5%	174,571
35-44 years	32.9%	201,866
45-54 years	20.9%	127,808
55-64 years	9.1%	55,772
65+ years	3.3%	20,405
Don't know / No response	1.3%	7,687
Total	100%	612,782

Table 6: Home purchase intender profile–own or rent current home		
First, do you own or rent your residence?	Percent	Estimated Households
Own	48.9%	299,502
Rent	51.1%	313,280
Total	100%	612,782

Table 7: Home purchase intender profile–Household composition		
In total, how many people including yourself currently live in your household?	Percent	Estimated Households
One	13.7%	83,785
Two	29.4%	180,343
Three	19.7%	120,451
Four	21.1%	129,022
Five or more	14.4%	87,983
No Response	1.8%	11,197
Total	100%	612,782

Table 8: Home purchase intender profile–Households where there are /are not Children under 18 years of age in the household		
Are there children under 18 years of age in your household?	Percent	Estimated Households
Yes	43.7%	267,970
No	56.3%	344,812
Total	100%	612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 9: Home purchase intender profile—Total household income		
What is your total household income?	Percent	Estimated Households
Under \$20k	2.8%	16,990
\$20k to less than \$40k	9.7%	59,629
\$40k to less than \$60k	15.2%	93,040
\$60k to less than \$80k	14.2%	87,300
\$80k to less than \$100k	18.1%	110,816
\$100k to less than \$120k	7.7%	47,106
\$120k to less than \$140k	4.9%	30,252
\$140k to less than \$160k	3.2%	19,703
\$160k to less than \$180k	1.6%	9,651
\$180k to less than \$200k	0.8%	4,960
More than 200k	3.7%	22,584
Don't Know	4.7%	29,078
No Response	13.3%	81,672
Total	100%	612,782

Table 10: Home purchase intender profile—Thought of buying home in last six months		
In the past six months, have you seriously thought about buying a residence?	Percent	Estimated Households
Yes	8.4%	360,812
No	87.2%	3,737,220
Don't Know	0.5%	20,496
No Response	3.9%	167,106
Total	100%	4,285,634

Table 11: Home purchase intender profile—Community in which most likely to buy a home		
In which community are you most likely to buy a home?	Percent	Estimated Households
Table Not Applicable for All-CMA Total		

Table 12: Home purchase intender profile—Type of home looking for / intending to buy		
What would be your first choice for purchasing a residence?	Percent	Estimated Households
Brand new	28.0%	171,734
Pre-owned home	59.5%	364,794
Other	3.1%	19,190
Don't Know	8.3%	50,917
No Response	1.0%	6,147
Total	100%	612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 13a: Home purchase intender profile—Dwelling Type of home looking for / intending to buy		
Would you most likely purchase a...	Percent	Estimated Households
Single detached home	60.1%	368,372
Semi-detached home or duplex	13.6%	83,093
Row or Town house, only share common walls	8.8%	53,800
Apartment	10.9%	66,967
Other	2.2%	13,306
Don't Know	3.6%	22,193
No Response	0.8%	5,052
Total	100%	612,782

Table 13b: Home purchase intender profile—Condominium type of ownership of home looking for / intending to buy		
Would this be a condominium type of ownership?	Percent	Estimated Households
Yes	54.4%	102,338
No	31.0%	58,345
Don't Know	3.2%	5,928
No Response	11.4%	21,528
Total	100%	188,140

Table 14: Home purchase intender profile—Type of neighbourhood preferred: home looking for / intending to buy		
Would that be in a...	Percent	Estimated Households
New subdivision / development	18.9%	116,041
An established neighbourhood	63.4%	388,657
Acreage / farm	8.0%	49,216
Other	1.6%	9,515
Don't Know	7.0%	42,729
No Response	1.1%	6,623
Total	100%	612,782

Table 15: Home purchase intender profile—Price range of home looking for: home looking for / intending to buy		
How much do you expect to pay for your next residence?	Percent	Estimated Households
Under \$200k	25.6%	156,570
\$200k to less than \$250k	17.3%	105,788
\$250k to less than \$300k	15.3%	93,835
\$300k to less than \$350k	9.8%	60,090
\$350k to less than \$400k	7.2%	44,322
\$400k to less than \$500k	8.4%	51,482
Over \$500k	9.2%	56,192
Don't Know / No Response	7.3%	44,504
Total	100%	612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 16: Home purchase intender profile (Homeowners)—Price range of home looking for compared to current home		
Would this be more, less or about the same as the value of your current residence?	Percent	Estimated Households
More	46.0%	137,727
Same	15.4%	46,027
Less	29.5%	88,228
Don't Know	0.6%	1,888
No Response	8.6%	25,632
Total	100%	299,502

Table 17: Home purchase intender profile—Size of home looking for / intending to purchase (sq ft)		
How many square feet are you looking for?	Percent	Estimated Households
Up to 1200 sq ft	17.6%	108,088
1201 - 2000 sq ft	32.2%	197,168
2001 - 3000 sq ft	20.0%	122,280
Over 3000 sq ft	7.5%	45,862
Don't Know	22.2%	135,793
No Response	0.6%	3,590
Total	100%	612,782

Table 18: Home purchase intender profile—Size of home you are thinking of buying (in sq ft) compared to your present residence		
Is the residence you are thinking of buying larger, smaller, or about the same size (in square feet) as your present residence?	Percent	Estimated Households
Larger	59.6%	365,467
Same	20.9%	128,083
Smaller	16.2%	99,041
Don't Know	2.4%	14,694
No Response	0.9%	5,498
Total	100%	612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 19: What made you decide not to buy a home now?*		
What is the main reason why you decided not to buy a residence now?	Percent	Estimated Households
Change or worry about financial or employment situation	8.2%	29,582
Costs too high	48.2%	173,952
Decided to renovate / just renovated	3.4%	12,139
Cannot find a suitable house / location	7.2%	25,925
Personal reasons (Specified or Unspecified)	0.5%	1,660
Cannot sell my existing residence	0.6%	2,242
Prefer to rent / Do not want to own	7.9%	28,352
Other	21.4%	77,133
Don't Know	1.6%	5,950
No Response	1.1%	3,877
Total	100%	360,812

*Note: Only those who said 'yes' in Table 10 were asked this question.

Table 20: Home purchase intender profile (Homeowners) Listed your home for sale?		
Have you listed your residence for sale?	Percent	Estimated Households
Yes	22.2%	66,614
No	76.5%	229,065
Don't Know	0.5%	1,359
No Response	0.8%	2,464
Total	100%	299,502

Table 21: Home purchase intender profile—Talked to a realtor about buying a home?		
Have you talked to a realtor about buying a residence?	Percent	Estimated Households
Yes	58.1%	356,048
No	41.1%	251,682
No Response	0.8%	5,052
Total	100%	612,782

Table 22: Home purchase intender profile—Read any publications for information on the housing market?		
Have you read any publications for information on the housing market?	Percent	Estimated Households
Yes	65.8%	403,356
No	32.9%	201,554
Don't Know	0.5%	2,820
No Response	0.8%	5,052
Total	100%	612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 23: Home purchase intender profile—Talked to a financial institution about obtaining a mortgage?		
Have you talked to a financial institution about obtaining a mortgage?	Percent	Estimated Households
Yes	53.4%	327,442
No	45.7%	280,170
Don't Know	0.0%	118
No Response	0.8%	5,052
Total	100%	612,782

Table 24: Home purchase intender profile—Been pre-approved for a mortgage?		
Have you been pre-approved for a mortgage?	Percent	Estimated Households
Yes	70.7%	231,573
No	25.2%	82,391
Don't Know	4.1%	13,334
No Response	0.0%	144
Total	100%	327,442

Table 25: Home purchase intender profile—Have you contacted a builder / developer for information about a brand new home?		
Have you contacted a builder or developer for information about a brand new residence?	Percent	Estimated Households
Yes	29.5%	180,599
No	69.3%	424,582
Don't Know	0.4%	2,345
No Response	0.9%	5,255
Total	100%	612,782

Table 26: Home purchase intender profile—In the last month, have you visited homes for sale?		
In the last month, have you visited residences for sale?	Percent	Estimated Households
Yes	50.0%	306,680
No	48.9%	299,722
Don't Know	0.2%	1,327
No Response	0.8%	5,052
Total	100%	612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 27: Home purchase intender profile—Home purchase intentions by Total household income				
What is your total household income?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
Under \$20k	3.2%	2.5%	2.8%	16,990
\$20k to less than \$40k	10.5%	9.3%	9.7%	59,629
\$40k to less than \$60k	15.7%	14.9%	15.2%	93,040
\$60k to less than \$80k	14.4%	14.1%	14.2%	87,300
\$80k to less than \$100k	17.5%	18.4%	18.1%	110,816
\$100k to less than \$120k	7.0%	8.1%	7.7%	47,106
\$120k to less than \$140k	4.3%	5.3%	4.9%	30,252
\$140k to less than \$160k	2.0%	3.9%	3.2%	19,703
\$160k to less than \$180k	1.4%	1.7%	1.6%	9,651
\$180k to less than \$200k	0.6%	1.0%	0.8%	4,960
More than \$200k	2.2%	4.6%	3.7%	22,584
Don't Know	5.4%	4.4%	4.7%	29,078
No Response	15.7%	11.9%	13.3%	81,672
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Table 28: Home purchase intender profile—Home purchase intentions by Own/ Rent				
Do you own or rent your residence?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
Own	45.5%	50.9%	48.9%	299,502
Rent	54.5%	49.1%	51.1%	313,280
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Table 29a: Home purchase intender profile—Home purchase intentions by Household size				
In total, how many people including yourself currently live in your household?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
One	14.0%	13.5%	13.7%	83,785
Two	29.1%	29.6%	29.4%	180,343
Three	19.7%	19.6%	19.7%	120,451
Four	21.4%	20.9%	21.1%	129,022
Five or more	12.6%	15.4%	14.4%	87,983
No Response	3.3%	0.9%	1.8%	11,197
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 29b: Home purchase intender profile—Home purchase intentions in households where there are / are not Children under 18 years of age in the household

Are there children under 18 years of age in your household?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
Yes	41.2%	45.2%	43.7%	267,970
No	58.8%	54.8%	56.3%	344,812
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Table 30: Home purchase intender profile—Home purchase intentions by Respondent age

In which of the following age groups do you belong?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
18-24 years	2.3%	5.1%	4.0%	24,671
25-34 years	26.4%	29.8%	28.5%	174,571
35-44 years	33.5%	32.6%	32.9%	201,866
45-54 years	21.9%	20.2%	20.9%	127,808
55-64 years	9.9%	8.6%	9.1%	55,772
65+ years	4.4%	2.7%	3.3%	20,405
Don't Know / No Response	1.5%	1.1%	1.3%	7,687
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Table 31: Home purchase intender profile—Home purchase intentions by Type of house searching for (New / Pre-owned)

What would be your first choice for purchasing a residence?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
Brand new	24.5%	30.1%	28.0%	171,734
Pre-owned home	59.5%	59.5%	59.5%	364,794
Other	2.9%	3.3%	3.1%	19,190
Don't Know	12.4%	5.8%	8.3%	50,917
No Response	0.6%	1.2%	1.0%	6,147
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 32: Home purchase intender profile—Home purchase intentions by Dwelling Type of house searching for				
Would you most likely purchase a...	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
Single detached home	53.6%	64.0%	60.1%	368,372
Semi-detached home or duplex	14.8%	12.8%	13.6%	83,093
Row or Town house, only share common walls	10.8%	7.6%	8.8%	53,800
Apartment	12.0%	10.3%	10.9%	66,967
Other	2.4%	2.0%	2.2%	13,306
Don't Know	5.8%	2.3%	3.6%	22,193
No Response	0.6%	1.0%	0.8%	5,052
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Table 33: Home purchase intender profile—Home purchase intentions by Price of house searching for				
How much do you expect to pay for your next residence?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
Under \$200k	27.9%	24.1%	25.6%	156,570
\$200k to less than \$250k	19.0%	16.2%	17.3%	105,788
\$250k to less than \$300k	15.6%	15.1%	15.3%	93,835
\$300k to less than \$350k	8.3%	10.7%	9.8%	60,090
\$350k to less than \$400k	7.6%	7.0%	7.2%	44,322
\$400k to less than \$500k	5.6%	10.1%	8.4%	51,482
Over \$500k	7.6%	10.1%	9.2%	56,192
Don't Know / No Response	8.4%	6.6%	7.3%	44,504
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 34: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)

How many square feet are you looking for?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Up to 1200 sq ft	134	18.0%	213	17.4%	346	17.6%	108,088
1201 - 2000 sq ft	225	30.4%	407	33.3%	632	32.2%	197,168
2001 - 3000 sq ft	133	18.0%	259	21.2%	392	20.0%	122,280
Over 3000 sq ft	35	4.7%	112	9.2%	147	7.5%	45,862
Don't Know	211	28.5%	224	18.3%	435	22.2%	135,793
No Response	4	0.5%	8	0.6%	12	0.6%	3,590
Total	741	100%	1,223	100%	1,964	100%	612,782
Estimated Households	231,083		381,699		612,782		

Table 35: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house

In which community are you most likely to buy a home?	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
Data Not Appropriate for All-CMA Total				

Table 36: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred

Would that be in a...	What are the chances you will buy a home in the next 12 months?			
	50/50	High	Total	
	Percent	Percent	Percent	Estimated Households
New subdivision / development	15.1%	21.3%	18.9%	116,041
An established neighbourhood	64.4%	62.9%	63.4%	388,657
Acreage / farm	7.7%	8.2%	8.0%	49,216
Other	2.2%	1.2%	1.6%	9,515
Don't Know	10.1%	5.1%	7.0%	42,729
No Response	0.6%	1.4%	1.1%	6,623
Total	100%	100%	100%	612,782
Estimated Households	231,083	381,699	612,782	

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 37: Home purchase intender profile—Home purchase intentions by Price of home searching for								
How much do you expect to pay for your next residence?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$200k	19.3%	29.1%	30.7%	50.3%	49.2%	17.1%	25.6%	156,570
\$200k to less than \$250k	15.7%	19.6%	20.0%	25.0%	16.4%	7.7%	17.3%	105,788
\$250k to less than \$300k	14.2%	20.0%	21.6%	8.1%	18.8%	20.2%	15.3%	93,835
\$300k to less than \$350k	12.0%	7.7%	6.1%	3.9%	5.1%	11.2%	9.8%	60,090
\$350k to less than \$400k	8.4%	7.1%	4.4%	4.3%	1.9%	6.7%	7.2%	44,322
\$400k to less than \$500k	11.3%	6.1%	4.1%	1.5%	0.0%	5.6%	8.4%	51,482
Over \$500k	13.3%	4.4%	3.1%	1.5%	0.0%	2.5%	9.2%	56,192
Don't Know / No Response	5.8%	6.0%	9.9%	5.5%	8.6%	29.1%	7.3%	44,504
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244	612,782	

Table 38: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)								
How many square feet are you looking for?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Up to 1200 sq ft	7.8%	15.5%	26.2%	65.3%	51.6%	6.3%	17.6%	108,088
1201 - 2000 sq ft	33.3%	34.1%	40.8%	15.4%	23.6%	39.5%	32.2%	197,168
2001 - 3000 sq ft	28.3%	9.8%	4.5%	4.0%	7.0%	14.7%	20.0%	122,280
Over 3000 sq ft	10.0%	7.2%	3.5%	0.7%	1.1%	1.6%	7.5%	45,862
Don't Know	20.5%	33.3%	22.5%	14.6%	16.7%	31.3%	22.2%	135,793
No Response	0.1%	0.0%	2.5%	0.0%	0.0%	6.5%	0.6%	3,590
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244	612,782	

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 39: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house

In which community are you most likely to buy a home?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Data not appropriate for All-CMA Total								

Table 40: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred

Would that be in a...	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
New subdivision / development	20.8%	15.3%	23.0%	15.4%	11.8%	9.2%	18.9%	116,041
An established neighbourhood	58.8%	74.8%	67.9%	79.5%	64.1%	43.1%	63.4%	388,657
Acreage / farm	12.0%	1.4%	1.3%	0.7%	13.4%	3.3%	8.0%	49,216
Other	1.6%	2.2%	2.2%	0.2%	2.4%	0.0%	1.6%	9,515
Don't Know	6.7%	5.9%	4.4%	4.2%	8.2%	25.9%	7.0%	42,729
No Response	0.1%	0.5%	1.3%	0.0%	0.0%	18.5%	1.1%	6,623
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 41: Home purchase intender profile—Home purchase intentions by Total household income

What is your total household income?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$20 k	2.2%	1.2%	5.5%	3.1%	8.7%	6.7%	2.8%	16,990
\$20k to less than \$40k	6.8%	13.1%	12.5%	13.4%	35.1%	12.6%	9.7%	59,629
\$40k to less than \$60k	12.9%	19.7%	16.4%	24.2%	19.8%	5.8%	15.2%	93,040
\$60k to less than \$80k	13.8%	15.9%	16.7%	13.8%	9.3%	13.4%	14.2%	87,300
\$80k to less than \$100k	19.5%	16.7%	17.7%	15.7%	15.2%	11.2%	18.1%	110,816
\$100k to less than \$120k	9.2%	5.4%	2.9%	8.8%	0.0%	4.7%	7.7%	47,106
\$120k to less than \$140k	6.6%	3.5%	1.3%	2.2%	0.0%	3.4%	4.9%	30,252
\$140k to less than \$160k	3.6%	2.2%	5.5%	2.2%	1.1%	0.0%	3.2%	19,703
\$160k to less than \$180k	1.5%	1.5%	2.8%	0.7%	0.0%	3.5%	1.6%	9,651
\$180k to less than \$200k	1.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%	4,960
More than \$200k	4.8%	2.3%	1.9%	2.1%	0.0%	2.6%	3.7%	22,584
Don't Know	4.7%	5.3%	5.8%	3.2%	3.8%	6.1%	4.7%	29,078
No Response	13.2%	13.2%	10.9%	10.5%	7.1%	30.0%	13.3%	81,672
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244		612,782

Table 42: Home purchase intender profile—Home purchase intentions by Own/Rent

Do you own or rent your residence?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Own	60.5%	35.0%	29.3%	28.4%	24.1%	34.6%	48.9%	299,502
Rent	39.5%	65.0%	70.7%	71.6%	75.9%	65.4%	51.1%	313,280
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 43a: Home purchase intender profile—Home purchase intentions by Household size								
In total, how many people including yourself currently live in your household?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
One	9.8%	8.5%	13.6%	40.1%	20.5%	14.4%	13.7%	83,785
Two	28.4%	32.9%	33.9%	31.0%	37.7%	16.7%	29.4%	180,343
Three	18.6%	27.4%	22.9%	13.7%	17.4%	19.7%	19.7%	120,451
Four	24.0%	20.8%	12.6%	11.4%	17.4%	23.6%	21.1%	129,022
Five or more	18.2%	10.1%	11.5%	3.0%	7.0%	12.2%	14.4%	87,983
No Response	1.0%	0.3%	5.7%	0.8%	0.0%	13.4%	1.8%	11,197
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244		612,782

Table 43b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household								
Are there children under 18 years of age in your household?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Yes	49.8%	45.8%	33.1%	20.5%	36.5%	37.2%	43.7%	267,970
No	50.2%	54.2%	66.9%	79.5%	63.5%	62.8%	56.3%	344,812
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 44: Home purchase intender profile—Home purchase intentions by Respondent age

In which of the following age groups do you belong?	Would you most likely purchase a...							
	Single detached home	Semi-detached home or duplex	Row or Town house, only share common walls	Apartment	Other	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
18-24 years	3.6%	6.4%	2.3%	5.1%	0.0%	5.8%	4.0%	24,671
25-34 years	26.9%	31.5%	36.9%	26.9%	37.5%	23.7%	28.5%	174,571
35-44 years	34.9%	35.5%	26.8%	30.1%	16.3%	25.7%	32.9%	201,866
45-54 years	21.0%	17.7%	23.9%	22.2%	24.3%	17.0%	20.9%	127,808
55-64 years	9.6%	5.2%	8.3%	8.9%	15.7%	13.8%	9.1%	55,772
65+ years	3.3%	2.8%	1.3%	6.1%	6.2%	1.1%	3.3%	20,405
Don't Know / No Response	0.7%	0.9%	0.6%	0.7%	0.0%	12.9%	1.3%	7,687
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	368,372	83,093	53,800	66,967	13,306	27,244		612,782

Table 45: Home purchase intender profile—Home purchase intentions by Price of house searching for

How much do you expect to pay for your next residence?	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$200k	49.7%	16.6%	8.5%	13.4%	38.6%	31.4%	25.6%	156,570
\$200k to less than \$250k	22.7%	20.7%	5.8%	8.0%	21.9%	0.0%	17.3%	105,788
\$250k to less than \$300k	13.5%	24.0%	11.2%	7.5%	10.9%	0.0%	15.3%	93,835
\$300k to less than \$350k	5.1%	14.4%	12.8%	10.6%	4.2%	0.0%	9.8%	60,090
\$350k to less than \$400k	2.7%	6.8%	13.9%	8.8%	5.2%	0.0%	7.2%	44,322
\$400k to less than \$500k	1.8%	8.0%	20.4%	9.3%	3.4%	0.0%	8.4%	51,482
Over \$500k	1.7%	6.3%	19.2%	32.4%	2.7%	0.0%	9.2%	56,192
Don't Know / No Response	2.8%	3.3%	8.3%	10.0%	13.1%	68.6%	7.3%	44,504
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	45,862	3,590		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 46: Home purchase intender profile—Home purchase intentions by Type of house search for (New/Pre-owned)

What would be your first choice for purchasing a residence?	How many square feet are you looking for?							Estimated Households
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
Brand new	26.5%	28.5%	30.1%	40.2%	23.0%	12.4%	28.0%	171,734
Pre-owned home	61.2%	60.0%	58.5%	53.8%	61.5%	18.9%	59.5%	364,794
Other	3.5%	3.3%	2.6%	1.1%	3.9%	0.0%	3.1%	19,190
Don't Know	8.4%	8.2%	6.1%	3.9%	11.6%	18.9%	8.3%	50,917
No Response	0.4%	0.1%	2.7%	1.0%	0.0%	49.7%	1.0%	6,147
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Table 47: Home purchase intender profile—Home purchase intentions by Dwelling Type of house search for

Would you most likely purchase a...	How many square feet are you looking for?							Estimated Households
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
Single detached home	26.6%	62.2%	85.2%	80.6%	55.6%	12.4%	60.1%	368,372
Semi-detached home or duplex	12.0%	14.4%	6.6%	13.1%	20.4%	0.0%	13.6%	83,093
Row or Town house, only share common walls	13.0%	11.1%	2.0%	4.1%	8.9%	37.9%	8.8%	53,800
Apartment	40.4%	5.2%	2.2%	1.0%	7.2%	0.0%	10.9%	66,967
Other	6.4%	1.6%	0.8%	0.3%	1.6%	0.0%	2.2%	13,306
Don't Know	1.6%	5.5%	0.6%	1.0%	6.3%	0.0%	3.6%	22,193
No Response	0.0%	0.0%	2.7%	0.0%	0.0%	49.7%	0.8%	5,052
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 48: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred

Would that be in a...	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
New subdivision / development	13.0%	23.8%	20.6%	22.9%	14.2%	0.0%	18.9%	116,041
An established neighbourhood	75.8%	60.7%	60.3%	51.4%	65.7%	18.9%	63.4%	388,657
Acreage/ farm	5.1%	7.8%	9.5%	16.9%	6.2%	12.4%	8.0%	49,216
Other	0.3%	2.5%	1.7%	0.3%	1.5%	0.0%	1.6%	9,515
Don't Know	5.4%	5.2%	4.8%	8.5%	12.4%	0.0%	7.0%	42,729
No Response	0.4%	0.0%	3.0%	0.0%	0.0%	68.6%	1.1%	6,623
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Table 49: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house

In which community are you most likely to buy a home?	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Data not appropriate for All-CMA Total								

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 50: Home purchase intender profile—Home purchase intentions by Total household income								
What is your total household income?	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$20k	3.6%	1.1%	0.8%	4.5%	5.5%	12.4%	2.8%	16,990
\$20k to less than 40k	12.3%	9.6%	5.0%	5.7%	13.5%	12.4%	9.7%	59,629
\$40k to less than \$60k	23.9%	12.6%	10.6%	5.8%	18.9%	31.4%	15.2%	93,040
\$60k to less than \$80k	15.6%	17.0%	11.3%	9.0%	14.0%	0.0%	14.2%	87,300
\$80k to less than \$100k	18.4%	20.7%	16.3%	14.5%	17.0%	12.4%	18.1%	110,816
\$100k to less than \$120k	6.2%	8.7%	11.3%	9.3%	3.8%	0.0%	7.7%	47,106
\$120k to less than \$140k	3.2%	7.2%	6.1%	3.6%	2.6%	0.0%	4.9%	30,252
\$140k to less than \$160k	2.5%	3.2%	5.4%	3.4%	1.7%	0.0%	3.2%	19,703
\$160k to less than \$180k	0.6%	2.0%	2.1%	2.6%	0.5%	12.4%	1.6%	9,651
\$180k to less than \$200k	0.1%	0.5%	1.5%	4.1%	0.2%	0.0%	0.8%	4,960
More than \$200k	0.6%	2.0%	6.9%	15.8%	1.6%	0.0%	3.7%	22,584
Don't Know	2.4%	3.8%	6.4%	3.9%	7.0%	0.0%	4.7%	29,078
No Response	10.5%	11.6%	16.3%	17.7%	13.8%	18.9%	13.3%	81,672
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Table 51: Home purchase intender profile—Home purchase intentions by Own/Rent								
Do you own or rent your residence?	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Own	26.3%	53.3%	71.5%	71.1%	32.0%	68.6%	48.9%	299,502
Rent	73.7%	46.7%	28.5%	28.9%	68.0%	31.4%	51.1%	313,280
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 52a: Home purchase intender profile—Home purchase intentions by Household size								
In total, how many people including yourself currently live in your household?	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
One	29.7%	12.8%	7.8%	3.2%	11.1%	12.4%	13.7%	83,785
Two	35.7%	32.0%	24.0%	22.3%	28.7%	0.0%	29.4%	180,343
Three	15.1%	20.5%	18.3%	21.9%	22.3%	24.9%	19.7%	120,451
Four	13.8%	22.3%	25.2%	29.6%	18.6%	12.4%	21.1%	129,022
Five or more	4.6%	10.3%	21.7%	22.5%	18.7%	12.4%	14.4%	87,983
No Response	1.2%	2.0%	3.0%	0.5%	0.5%	37.9%	1.8%	11,197
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Table 52b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household								
Are there children under 18 years of age in your household?	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Yes	21.8%	38.1%	56.8%	65.3%	50.5%	37.3%	43.7%	267,970
No	78.2%	61.9%	43.2%	34.7%	49.5%	62.7%	56.3%	344,812
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Table 53: Home purchase intender profile—Home purchase intentions by Respondent age								
In which of the following age groups do you belong?	How many square feet are you looking for?							
	Up to 1200 sq ft	1201 - 2000 sq ft	2001 - 3000 sq ft	Over 3000 sq ft	Don't Know	No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
18-24 years	3.9%	1.6%	3.9%	7.2%	6.4%	12.4%	4.0%	24,671
25-34 years	30.0%	29.0%	24.3%	16.1%	34.8%	18.9%	28.5%	174,571
35-44 years	29.9%	32.8%	34.9%	45.2%	29.5%	37.3%	32.9%	201,866
45-54 years	20.5%	20.1%	27.1%	19.1%	17.2%	18.9%	20.9%	127,808
55-64 years	10.1%	12.4%	5.4%	9.8%	6.5%	12.4%	9.1%	55,772
65+ years	4.8%	3.3%	1.3%	2.1%	4.5%	0.0%	3.3%	20,405
Don't Know / No Response	0.8%	0.8%	3.0%	0.5%	1.0%	0.0%	1.3%	7,687
Total	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	108,088	197,168	122,280	45,862	135,793	3,590		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 54: Home purchase intender profile—Home purchase intentions by Type of house searching for (New / Pre-owned)

What would be your first choice for purchasing a residence?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Brand new	25.4%	30.6%	26.3%	32.1%	32.1%	34.9%	21.4%	25.6%	28.0%	171,734
Pre-owned home	63.1%	57.9%	62.1%	57.2%	54.1%	57.1%	70.5%	42.7%	59.5%	364,794
Other	3.1%	2.9%	2.8%	3.4%	5.1%	2.6%	3.5%	2.4%	3.1%	19,190
Don't Know	8.0%	8.6%	8.1%	7.3%	8.7%	5.3%	4.7%	17.9%	8.3%	50,917
No Response	0.3%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	11.4%	1.0%	6,147
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504		612,782

Table 55: Home purchase intender profile—Home purchase intentions by Type of house searching for (Structure)

Would you most likely purchase a...	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Single detached home	45.3%	54.6%	55.6%	73.3%	70.2%	81.0%	87.5%	48.3%	60.1%	368,372
Semi-detached home or duplex	15.5%	15.4%	17.7%	10.6%	13.3%	9.8%	6.5%	11.1%	13.6%	83,093
Row or Town house, only share common walls	10.6%	10.2%	12.4%	5.5%	5.3%	4.3%	3.0%	11.9%	8.8%	53,800
Apartment	21.5%	15.8%	5.8%	4.3%	6.4%	2.0%	1.8%	8.2%	10.9%	66,967
Other	4.2%	2.1%	2.7%	1.1%	0.6%	0.0%	0.0%	2.6%	2.2%	13,306
Don't Know	3.0%	2.0%	5.9%	5.1%	4.1%	2.9%	1.2%	6.5%	3.6%	22,193
No Response	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.8%	5,052
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 56: Home purchase intender profile—Home purchase intentions by Size of house searching for (sq ft)

How many square feet are you looking for?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Up to 1200 sq ft	34.3%	23.2%	15.6%	9.2%	6.6%	3.8%	3.3%	6.8%	17.6%	108,088
1201 - 2000 sq ft	20.9%	38.5%	50.5%	47.4%	30.0%	30.5%	21.9%	14.6%	32.2%	197,168
2001 - 3000 sq ft	6.6%	6.7%	14.6%	26.0%	38.3%	48.4%	41.7%	22.8%	20.0%	122,280
Over 3000 sq ft	3.9%	3.5%	3.7%	8.1%	9.1%	8.3%	26.4%	10.3%	7.5%	45,862
Don't Know	33.5%	28.1%	15.7%	9.4%	16.0%	9.0%	6.6%	40.0%	22.2%	135,793
No Response	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.6%	3,590
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504		612,782

Table 57: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a home

In which community are you most likely to buy a home?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Data not appropriate for All-CMA total										

Table 58: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred

Would that be in a...	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
New subdivision / development	13.5%	21.2%	20.5%	27.9%	26.1%	28.7%	10.1%	10.0%	18.9%	116,041
An established neighbourhood	65.6%	61.4%	66.5%	57.4%	61.1%	61.6%	73.7%	53.7%	63.4%	388,657
Acreage / farm	10.4%	7.7%	8.4%	5.6%	3.8%	3.0%	10.7%	9.5%	8.0%	49,216
Other	1.3%	2.0%	0.5%	3.4%	3.6%	0.0%	0.7%	1.9%	1.6%	9,515
Don't Know	8.5%	7.6%	4.2%	5.7%	5.4%	6.7%	4.0%	13.5%	7.0%	42,729
No Response	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	11.4%	1.1%	6,623
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504		612,782

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 59: Home purchase intender profile—Home purchase intentions by Total household income										
What is your total household income?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$20k	5.8%	1.3%	2.2%	3.4%	0.6%	1.3%	0.9%	2.3%	2.8%	16,990
\$20k to less than 40k	16.4%	10.3%	12.1%	7.7%	3.2%	2.4%	1.3%	8.4%	9.7%	59,629
\$40k to less than \$60k	25.9%	18.6%	11.9%	7.8%	9.4%	12.5%	6.6%	5.6%	15.2%	93,040
\$60k to less than \$80k	17.4%	16.6%	15.1%	14.3%	14.9%	11.3%	3.5%	12.1%	14.2%	87,300
\$80k to less than \$100k	13.4%	22.3%	23.0%	26.3%	24.2%	18.1%	10.7%	6.2%	18.1%	110,816
\$100k to less than \$120k	3.1%	11.9%	7.2%	13.6%	8.6%	7.1%	8.0%	6.2%	7.7%	47,106
\$120k to less than \$140k	1.7%	3.0%	5.3%	7.1%	8.3%	9.3%	10.8%	1.5%	4.9%	30,252
\$140k to less than \$160k	0.4%	2.8%	4.6%	5.5%	5.2%	4.1%	6.3%	1.1%	3.2%	19,703
\$160k to less than \$180k	0.5%	1.4%	1.2%	0.0%	2.9%	6.4%	2.4%	1.0%	1.6%	9,651
\$180k to less than \$200k	0.0%	0.0%	0.2%	0.5%	1.7%	1.3%	5.5%	0.0%	0.8%	4,960
More than \$200k	0.5%	1.4%	0.0%	2.1%	1.0%	5.7%	25.1%	3.6%	3.7%	22,584
Don't Know	5.1%	1.8%	3.5%	4.7%	5.4%	5.3%	3.4%	13.7%	4.7%	29,078
No Response	9.9%	8.4%	13.8%	7.0%	14.8%	15.4%	15.4%	38.3%	13.3%	81,672
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504	612,782	

Table 60: Home purchase intender profile—Home purchase intentions by Own/Rent										
Do you own or rent your residence?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Own	24.8%	35.4%	54.0%	58.6%	62.7%	74.7%	82.7%	55.1%	48.9%	299,502
Rent	75.2%	64.6%	46.0%	41.4%	37.3%	25.3%	17.3%	44.9%	51.1%	313,280
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504	612,782	

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 61a: Home purchase intender profile—Home purchase intentions by Household size

In total, how many people including yourself currently live in your household?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
One	20.1%	12.1%	12.7%	15.2%	8.7%	10.2%	8.3%	10.7%	13.7%	83,785
Two	30.7%	35.4%	25.7%	25.0%	25.8%	25.9%	32.4%	28.6%	29.4%	180,343
Three	19.7%	23.4%	20.4%	17.2%	20.3%	19.9%	16.6%	15.2%	19.7%	120,451
Four	16.9%	16.6%	20.5%	28.0%	28.5%	27.2%	23.5%	20.3%	21.1%	129,022
Five or more	11.2%	11.3%	18.7%	14.4%	16.1%	15.7%	18.4%	15.2%	14.4%	87,983
No Response	1.4%	1.3%	2.0%	0.2%	0.7%	1.0%	0.9%	10.0%	1.8%	11,197
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504	612,782	

Table 61b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household

Are there children under 18 years of age in your household?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
Yes	39.4%	41.0%	40.3%	41.5%	59.2%	56.7%	48.2%	39.3%	43.7%	267,970
No	60.6%	59.0%	59.7%	58.5%	40.8%	43.3%	51.8%	60.7%	56.3%	344,812
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504	612,782	

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 62: Home purchase intender profile—Home purchase intentions by Respondent age

In which of the following age groups do you belong?	How much do you expect to pay for your next residence?									
	Under \$200k	\$200k to less than \$250k	\$250k to less than \$300k	\$300k to less than \$350k	\$350k to less than \$400k	\$400k to less than \$500k	Over \$500k	Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Estimated Households
18-24 years	6.1%	4.5%	3.6%	4.1%	3.3%	2.6%	0.3%	3.6%	4.0%	24,671
25-34 years	31.0%	34.4%	27.6%	30.0%	33.2%	22.7%	15.7%	23.7%	28.5%	174,571
35-44 years	30.4%	34.9%	27.8%	33.9%	33.2%	37.4%	41.9%	30.4%	32.9%	201,866
45-54 years	19.5%	16.8%	21.6%	17.4%	21.7%	23.3%	31.7%	21.1%	20.9%	127,808
55-64 years	8.4%	7.1%	12.4%	11.2%	6.7%	10.7%	8.6%	7.6%	9.1%	55,772
65+ years	3.8%	2.3%	5.3%	3.0%	1.9%	2.3%	1.9%	4.6%	3.3%	20,405
Don't Know / No Response	0.9%	0.0%	1.7%	0.3%	0.0%	1.0%	0.0%	9.0%	1.3%	7,687
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	612,782
Estimated Households	156,570	105,788	93,835	60,090	44,322	51,482	56,192	44,504	612,782	

Table 63: Home purchase intender profile—Size of down payment on residence

Which of the following three categories best describes the size of your down payment on the residence you are considering purchasing?	Percent	Estimated Households
Less than 5% down payment	8.5%	52,248
5% to 24% down payment	41.1%	251,912
25% or more down payment	41.1%	251,822
Don't Know	5.8%	35,543
No Response	3.5%	21,257
Total	100%	612,782

Table 64: Home purchase intender profile—Source(s) of the down payment on the residence [MULTIPLE RESPONSE]

What is / are the source(s) of the down payment, that is, where is the money coming from?	% Responses	% of Cases	Estimated Households
Savings (not including RRSPs and investments)	35.0%	44.1%	270,253
Inheritance	2.0%	2.5%	15,260
Parents / relative gift	2.5%	3.2%	19,875
Parents / relative loan	3.0%	3.9%	23,798
Equity from present / previous residence	28.0%	35.7%	218,774
Investments (e.g., stocks, bonds, etc.)	5.6%	7.1%	43,676
Bank loan / Credit Union loan / (Caisse Populaire)	7.2%	9.2%	56,486
RRSPs / Home Buyers Plan	11.0%	13.7%	83,850
Other sources	1.6%	2.0%	12,511
Don't Know	1.4%	1.8%	10,888
No Response	3.3%	4.2%	25,589
Total	100%		
1,964 valid cases			

Note: Totals may add to more than 100% due to multiple response

Consumer Intentions to Buy: All CMAs Intentions Data Tables 2006

Table 65: Home purchase intender profile—Main source of down payment on residence		
What is the <u>main</u> source of the down payment?	Percent	Estimated Households
Savings (excluding RRSPs)	35.4%	204,012
Inheritance	1.4%	7,781
Parents / relative gift	2.1%	12,266
Parents / relative loan	2.2%	12,678
Equity from present/previous residence	34.8%	200,691
Investments (e.g., Stocks, Bonds, etc. NOT Savings or RRSPs)	4.1%	23,875
Bank Loan / Credit Union Loan/ (Caisse Populaire)	6.2%	35,541
RRSPs / HOME BUYERS PLAN	8.8%	50,590
Not Applicable	2.8%	16,067
Don't Know	1.7%	9,664
No Response	0.5%	3,139
Total	100%	576,305

**Canada Mortgage and Housing Corporation (CMHC)
2006 Intention to Buy or Renovate Survey:**

**Consumer Intentions to Renovate:
Intentions Data Tables 2006
All CMAs – Weighted Data**

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

TABLE OF CONTENTS

Table 1: Renovation intention in next 12 months	1
Table 2: Chances of renovating in the next 12 months	1
Table 3: Deferred renovation project in the past six months	1
Table 4: Reasons decided not to renovate	1
Table 5: Renovation intender profile – Age	2
Table 6: Renovation intender profile – Household composition.....	2
Table 7: Renovation intender profile – Households where there are / are not Children under 18 years of age	2
Table 8: Renovation intender profile – Total household income.....	2
Table 9: Renovation intender - Have you made renovations to your residence in the past 12 months of \$1000 or more?	3
Table 10: Renovation intender - Which of the following categories does the project you are planning fall into [MULTIPLE RESPONSE]?.....	3
Table 11: Renovation intender - All home renovation planned.....	4
Table 12: Renovation intender - Who will do the renovations: Repair / Maintenance	5
Table 13: Renovation intender - Who will do the renovations: Replacement/ Installation	5
Table 14: Renovation intender - Who will do the renovations: Remodeling	5
Table 15: Renovation intender - Amount planned to spend ALL Renovations by Renovation Intention	6
Table 16: Renovation intender - Amount planned to spend on ALL renovations.....	6
Table 17: Renovation intender - Amount planned to spend on Repair / Maintenance.....	7
Table 18: Renovation intender - Amount planned to spend on Replacement / Installation	7
Table 19: Renovation intender - Amount planned to spend on Remodeling.....	7
Table 20: Home purchase intentions by Total household income.....	8
Table 21: Renovation intender - Home renovations intentions by Total household income	9
Table 22: Renovation intender - Who will do the REPAIRS by Total household income	10
Table 23: Renovation intender - Who will do the REPLACEMENTS by Total household income	11
Table 24: Renovation intender - Who will do the REMODELING by Total household income.....	12
Table 25a: Renovation intender - Home renovation intentions by Household size	12
Table 25b: Renovation intender - Home renovation intentions in households where there are / are not Children under 18 years of age	13
Table 26a: Renovation intender - Who will do the REPAIRS by Household size.....	13
Table 26b: Renovation intender - Who will do the REPAIRS in households where there are / are not Children under 18 years of age in the household	13
Table 27a: Renovation intender - Who will do the REPLACEMENTS by Household size.....	14

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 27b: Renovation intender - Who will do the REPLACEMENTS in households where there are / are not Children under 18 years of age	14
Table 28a: Renovation intender - Who will do the REMODELING by Household size	15
Table 28b: Renovation intender - Who will do the REMODELING in households where there are / are not Children under 18 years of age	15
Table 29: Renovation intender – Home renovation intentions by respondent age	16
Table 30: Renovations intender - Who will do the REPAIRS by Respondent age	16
Table 31: Renovations intender - Who will do the REPLACEMENTS by Respondent age	17
Table 32: Who will do the REMODELING by Respondent age	17
Table 33: Renovation intender – Home renovation intentions by All renovations planned.....	18
Table 34: Renovation intender - Who will do the REPAIRS by All renovations planned	18
Table 35: Renovation intender - Who will do the REPLACEMENTS by All renovations planned	19
Table 36: Renovation intender - Who will do the REMODELING by All renovations planned	20
Table 37: Renovation intender - In planning your renovation, have you contacted a contractor for information about your renovations	20
Table 38: Renovation intender - Have you priced out the cost of materials and labour for this (these) project(s)	20
Table 39: Renovation intender - Have you done any of the following [MULTIPLE RESPONSE]	21
Table 40: Renovation intender - How will you pay for this renovation work [MULTIPLE RESPONSE]	21

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 1: Renovation intention in next 12 months		
Are you thinking about renovating, or doing additional renovations costing at least a \$1,000 to your residence in the next twelve months?	Percent	Estimated Households*
Yes (High / 50/50 chance / Low)	18.3%	883,750
Yes (High / 50/50 chance only)	17.4%	841,393
No	80.2%	3,883,305
Total	100%	4,840,555

Note: This table was created using data when the quota (n=400) for 'intend to renovate' completions was achieved in each CMA. Additional completions occurred after the quota was met and the data for all completions is included in subsequent tables. Data was drawn from multiple questions and 'don't know'/'no response' options were not included. Therefore, percentages do not add up to 100%. This table was developed to compute the incidence rate for intend to renovate.

* Based on incidence rate.

Table 2: Chances of renovating in the next 12 months		
What are the chances that you will actually renovate your residence in the next 12 months? Would you say there is a high chance, a 50/50 chance or a low chance?	Percent	Estimated Households
Low	4.8%	42,850
50/50	22.2%	198,427
High	72.0%	643,173
Don't Know	0.9%	8,296
Total	100%	892,746

Note: Data in Table 2 may not align with Table 1 due to rounding.

Table 3: Deferred renovation project in the past six months		
At any time in the last six months, have you seriously thought about repairing or remodeling your residence (e.g., kitchen, bathroom, flooring, etc.) but decided to defer the project?	Percent	Estimated Households
Yes	11.7%	455,343
No	85.6%	3,323,911
Don't Know	0.9%	33,411
No Response	1.8%	70,640
Total	100%	3,883,305

Note: Includes only those who did not intend to renovate in the next 12 months.

Table 4: Reasons decided not to renovate		
What made you decide not to renovate?	Percent	Estimated Households
Change in or worry about financial or employment situation	7.1%	32,456
Costs too high	40.7%	185,192
Sold the residence / Decided to sell residence instead	15.3%	69,686
Condo rules	0.4%	1,909
Not worth putting money into residence / Residence too old	7.8%	35,320
Unable to find a contractor	1.3%	5,728
Unspecified personal reasons	23.7%	107,870
Don't Know	1.9%	8,591
No Response	1.9%	8,591
Total	100%	455,343

Note: Includes only those respondents who were not planning on renovating in the next 12 months but indicated that they had seriously considered repairing or remodeling but decided to defer the project.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 5: Renovation intender profile – Age		
In which of the following age groups do you belong?	Percent	Estimated Households
18-24 years	2.0%	16,792
25-34 years	13.6%	113,972
35-44 years	32.9%	276,534
45-54 years	27.1%	227,587
55-64 years	16.4%	138,267
65+ years	7.7%	64,668
Don't Know / No Response	0.4%	3,573
Total	100%	841,393

Table 6: Renovation intender profile – Household composition		
In total, how many people including yourself currently live in your household?	Percent	Estimated Households
One	9.6%	80,388
Two	25.7%	216,154
Three	20.0%	168,279
Four	27.4%	230,802
Five or more	16.4%	137,553
No Response	0.9%	7,860
Total	100%	841,393

Table 7: Renovation intender profile – Households where there are / are not Children under 18 years of age		
Are there children under 18 years of age in your household?	Percent	Estimated Households
Yes	48.0%	403,726
No	52.0%	437,310
No Response	0.1%	357
Total	100%	841,393

Table 8: Renovation intender profile – Total household income		
What is your total household income?	Percent	Estimated Households
Under \$20k	1.7%	14,291
\$20k to less than \$40k	7.2%	60,380
\$40k to less than \$60k	12.6%	105,755
\$60k to less than \$80k	11.3%	94,679
\$80k to less than \$100k	18.2%	152,916
\$100k to less than \$120k	10.5%	88,605
\$120k to less than \$140k	6.0%	50,734
\$140k to less than \$160k	4.2%	35,013
\$160k to less than \$180k	1.6%	13,577
\$180k to less than \$200k	1.8%	15,006
More than \$200k	5.4%	45,374
Don't Know	3.8%	31,798
No Response	15.8%	132,908
Total	100%	841,393

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 9: Renovation intender - Have you made renovations to your residence in the past 12 months of \$1000 or more?		
Have you made a renovation to your residence in the past 12 months of \$1,000 or more?	Percent	Estimated Households
Yes	55.3%	465,535
No	41.9%	352,635
Currently renovating	2.5%	21,437
Don't Know	0.2%	1,786
Total	100%	841,393

Table 10: Renovation intender - Which of the following categories does the project you are planning fall into [MULTIPLE RESPONSE]?			
Which of the following categories does the project you are planning fall into? Is it...	Percent Responses	Percent of Cases	Estimated Households
Repairs and maintenance (includes repairs to damaged components, paint and wallpapering – done to keep structure in good condition)	19.2%	23.3%	195,789
Replacement of existing equipment/ new installation / or an addition	36.6%	44.4%	373,714
Remodelling and alteration (done to upgrade property standards, rearrange interior space, modernize existing facilities to suit needs, etc.)	43.7%	53%	446,242
Don't Know	0.3%	0.4%	3,573
No Response	0.3%	0.3%	2,501
Total	100%		

Note: Totals will add to more than 100% due to multiple response.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 11: Renovation intender - All home renovation planned			
What kind of home renovations are you planning to do?	Percent of Responses	Percent of Cases	Estimated Households
paint / wallpaper - one room	1.5%	2.9%	24,652
paint / wallpaper - more than one room	3.7%	7.4%	62,167
paint / wallpaper - whole house	3.4%	6.9%	58,237
kitchen - cabinets / counter tops	4.1%	8.4%	70,384
kitchen - complete renovation	5.8%	11.7%	97,895
bathroom - fixtures / cabinets / counter tops	3.2%	6.4%	53,949
bathroom - tile	2.5%	5.0%	42,159
bathroom - complete renovation	8.7%	17.7%	148,986
bathroom - addition/basement conversion	1.8%	3.6%	30,726
add/refurbish closets/cabinets/drawers	0.8%	1.5%	12,862
carpet / flooring - one room	2.2%	4.5%	37,872
carpet / flooring - more than one room	6.8%	13.7%	115,401
carpet / flooring - whole house	2.6%	5.3%	44,660
rec room - new addition	0.8%	1.5%	12,862
rec room - basement conversion	5.3%	10.6%	89,320
rec room - drywall / plastering	0.7%	1.4%	11,790
insulation	1.5%	3.0%	25,367
other room - new addition / extension	2.8%	5.7%	47,518
other room - drywall / plastering / remodelling	1.8%	3.7%	30,726
walls - remove / replace / remodel	2.0%	4.0%	33,227
add a fireplace / repair / replace	0.8%	1.6%	13,219
furnace	1.4%	2.8%	23,580
hot water heater	0.5%	1.0%	8,575
air conditioning - new install or replace	0.5%	1.1%	9,289
wiring	1.5%	3.0%	25,010
plumbing	1.2%	2.5%	21,079
add a pool / hot tub / sauna	0.2%	0.3%	2,858
build a garage	1.0%	2.0%	16,792
deck/patio	4.3%	8.7%	73,242
doors	3.1%	6.3%	52,877
exterior painting	0.7%	1.3%	11,076
eaves troughing / gutters	0.6%	1.3%	10,718
fence	1.0%	2.0%	16,435
foundation	0.8%	1.6%	13,577
landscaping	2.5%	5.0%	42,516
ornamental lighting	0.5%	1.0%	8,217
roofing	5.1%	10.3%	86,462
siding / stucco / brick or masonry work / chimney	1.5%	3.0%	25,010
sidewalk / driveway	1.2%	2.5%	21,079
windows / skylights	5.8%	11.7%	98,609
other (specify)	3.6%	7.3%	61,095
Don't Know	0.5%	1.1%	8,932
No Response	0.1%	0.2%	2,144
Total	100%		

Note: Totals will add to more than 100% due to multiple response.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 12: Renovation intender - Who will do the renovations: Repair / Maintenance		
Thinking about this repair or maintenance work, how is it going to be done?	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	39.2%	76,692
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	22.5%	43,875
Both - do some yourself and contract some out	35.8%	70,271
Some other arrangement	0.0%	0
Don't Know	2.1%	4,280
No Response	0.2%	357
Total	100%	195,475

Note: Includes only those respondents who indicated repair/maintenance activities.

Table 13: Renovation intender - Who will do the renovations: Replacement/ Installation		
Thinking about the replacement, new installation or addition, how is it going to be done?	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	41.0%	153,360
Do it all yourself (or with Friends & Family - NOT PAYING ANYONE)	25.5%	95,448
Both - do some yourself and contract some out	31.4%	117,612
Don't Know	1.9%	7,150
No Response	0.1%	357
Total	100%	373,927

Note: Includes only those respondents who indicated replacement/installation activities.

Table 14: Renovation intender - Who will do the renovations: Remodeling		
Thinking about this remodeling or alteration work, how is it going to be done?	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	32.9%	146,626
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	27.2%	120,939
Both - do some yourself and contract some out	38.3%	170,528
Some other arrangement	0.2%	714
Don't Know	1.2%	5,351
No Response	0.2%	1,070
Total	100%	445,585

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 15: Renovation intender - Amount planned to spend ALL Renovations by Renovation Intention				
Amount planned to spend on All renovations	What are the chances that you will renovate in the next 12 months?			
	High	50/50	Total	
	Percent	Percent	Percent	Estimated Households
Up to \$1,000	2.5%	3.7%	2.8%	23,223
\$1,001 to \$2,000	11.8%	11.9%	11.8%	99,681
\$2,001 to \$3,000	9.7%	7.8%	9.3%	78,244
\$3,001 to \$5,000	17.1%	15.8%	16.8%	141,125
\$5,001 to \$10,000	17.3%	16.6%	17.2%	144,341
\$10,001 to \$25,000	13.1%	8.8%	12.1%	102,182
Over \$25,000	10.3%	6.1%	9.4%	78,959
Don't Know / No Response	18.1%	29.2%	20.6%	173,638
Total	100%	100%	100%	841,393
Estimated Households	649,534	191,859	841,393	

Table 16: Renovation intender - Amount planned to spend on ALL renovations		
Amount planned to spend on All renovations	Percent	Estimated Households
Up to \$1,000	2.8%	23,223
\$1,001 to \$2,000	11.8%	99,681
\$2,001 to \$3,000	9.3%	78,244
\$3,001 to \$5,000	16.8%	141,125
\$5,001 to \$10,000	17.2%	144,341
\$10,001 to \$25,000	12.1%	102,182
Over \$25,000	9.4%	78,959
Don't Know / No Response	20.4%	173,638
Total	100%	841,393

Note: Cases with 'No Response' or 'Don't Know' in one or more categories (repair, remodeling or renovating) are all included in 'Don't Know/No Response'.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 17: Renovation intender - Amount planned to spend on Repair / Maintenance		
How much to you plan to spend on the repair or maintenance work?	Percent	Estimated Households
Up to \$1,000	6.0%	11,771
\$1,001 to \$2,000	13.9%	27,110
\$2,001 to \$3,000	9.3%	18,192
\$3,001 to \$5,000	18.6%	36,384
\$5,001 to \$10,000	15.9%	31,033
\$10,001 to \$25,000	7.7%	14,982
Over \$25,000	2.9%	5,707
Don't Know / No Response	25.9%	50,652
Total	100%	195,475

Note: Includes only those respondents who indicated repair/maintenance activities.

Table 18: Renovation intender - Amount planned to spend on Replacement / Installation		
How much do you plan to spend on the replacement, new installation or addition work?	Percent	Estimated Households
Up to \$1,000	5.0%	18,589
\$1,001 to \$2,000	12.7%	47,545
\$2,001 to \$3,000	11.1%	41,468
\$3,001 to \$5,000	20.0%	74,714
\$5,001 to \$10,000	16.9%	63,274
\$10,001 to \$25,000	9.5%	35,391
Over \$25,000	6.3%	23,594
Don't Know / No Response	18.7%	70,067
Total	100%	373,927

Note: Includes only those respondents who indicated replacement/installation activities.

Table 19: Renovation intender - Amount planned to spend on Remodeling		
How much do you plan to spend on the remodeling or alteration work?	Percent	Estimated Households
Up to \$1,000	3.8%	16,767
\$1,001 to \$2,000	11.8%	52,443
\$2,001 to \$3,000	8.1%	36,032
\$3,001 to \$5,000	14.2%	63,145
\$5,001 to \$10,000	17.7%	78,843
\$10,001 to \$25,000	13.5%	59,935
Over \$25,000	11.9%	53,156
Don't Know / No Response	19.2%	85,621
Total	100%	445,585

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 20: Home purchase intentions by Total household income					
What is your total household income?	What are the chances you will buy a home in the next 12 months?				
	High	50/50	Low	Total	
	Percent	Percent	Percent	Percent	Estimated Households
Under \$20k	0.5%	2.9%	6.7%	1.9%	2,491
\$20k to less than \$40k	6.5%	5.8%	3.3%	6.0%	7,829
\$40k to less than \$60k	13.9%	8.8%	16.7%	12.3%	16,013
\$60k to less than \$80k	8.5%	16.1%	13.3%	12.0%	15,657
\$80k to less than \$100k	17.9%	24.8%	20.0%	20.7%	27,044
\$100k to less than \$120k	6.0%	10.2%	6.7%	7.6%	9,964
\$120k to less than \$140k	5.0%	2.9%	0.0%	4.1%	5,338
\$140k to less than \$160k	4.5%	0.7%	3.3%	3.3%	4,270
\$160k to less than \$180k	5.0%	2.9%	13.3%	4.6%	6,049
\$180k to less than \$200k	2.5%	1.5%	0.0%	1.9%	2,491
More than \$200k	11.4%	4.4%	10.0%	8.4%	11,031
Don't Know	2.0%	3.6%	0.0%	2.5%	3,203
No Response	15.9%	14.6%	6.7%	14.7%	19,216
Total	100%	100%	100%	100%	130,595
Estimated Households	71,436	48,646	10,513	130,595	

Note: Refers only to proportion of renovators who also intend to buy.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 21: Renovation intender - Home renovations intentions by Total household income					
What is your total household income?	What are the chances that you will renovate in the next 12 months?				
	High	50/50	Don't Know	Total	
	Percent	Percent	Percent	Percent	Estimated Households
Under \$20k	1.5%	2.5%	0.0%	1.7%	14,291
\$20k to less than \$40k	6.6%	9.1%	0.0%	7.2%	60,380
\$40k to less than \$60k	11.6%	15.7%	0.0%	12.6%	105,755
\$60k to less than \$80k	10.6%	13.4%	0.0%	11.3%	94,679
\$80k to less than \$100k	18.3%	17.7%	0.0%	18.2%	152,916
\$100k to less than \$120k	11.1%	8.8%	0.0%	10.5%	88,605
\$120k to less than \$140k	6.9%	3.3%	0.0%	6.0%	50,734
\$140k to less than \$160k	4.5%	3.2%	0.0%	4.2%	35,013
\$160k to less than \$180k	1.8%	1.0%	0.0%	1.6%	13,577
\$180k to less than \$200k	2.1%	0.7%	0.0%	1.8%	15,006
More than \$200k	6.1%	3.2%	0.0%	5.4%	45,374
Don't Know	4.0%	3.2%	0.0%	3.8%	31,798
No Response	15.0%	18.3%	0.0%	15.8%	132,908
Total	100%	100%	0.0%	100%	841,393
Estimated Households	643,103	198,290	0	841,393	

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 22: Renovation intender - Who will do the REPAIRS by Total household income						
What is your total household income?	Thinking about this repair or maintenance work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friends & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$20k	2.4%	0.4%	1.6%	18.4%	2.1%	3,924
\$20k to less than \$40k	10.7%	11.0%	12.9%	0.0%	11.3%	22,116
\$40k to less than \$60k	10.2%	20.5%	10.8%	29.4%	13.2%	26,040
\$60k to less than \$80k	13.3%	13.8%	16.7%	11.6%	14.6%	28,536
\$80k to less than \$100k	15.6%	13.3%	15.5%	16.6%	15.1%	29,607
\$100k to less than \$120k	4.9%	7.6%	7.3%	16.0%	6.6%	12,841
\$120k to less than \$140k	3.3%	6.2%	8.5%	1.8%	5.8%	11,415
\$140k to less than \$160k	1.7%	2.0%	2.6%	0.0%	2.0%	3,924
\$160k to less than \$180k	1.9%	1.1%	0.3%	0.0%	1.1%	2,140
\$180k to less than \$200k	4.1%	0.0%	1.2%	0.0%	2.0%	3,924
More than \$200k	7.1%	2.5%	0.3%	0.0%	3.5%	6,777
Don't Know	4.9%	1.2%	4.3%	0.0%	3.7%	7,134
No Response	19.8%	20.5%	17.9%	6.2%	19.0%	37,097
Total	100%	100%	100%	100%	100%	195,475
Estimated Households	76,692	43,875	70,271	4,637	195,475	

Note: Includes only those respondents who indicated repair/maintenance activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 23: Renovation intender - Who will do the REPLACEMENTS by Total household income						
What is your total household income?	Thinking about the replacement, new installation or addition, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friends & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$20k	3.0%	2.2%	0.9%	4.8%	2.2%	8,222
\$20k to less than \$40k	7.5%	6.0%	10.6%	23.8%	8.4%	31,458
\$40k to less than \$60k	11.9%	23.6%	11.9%	14.3%	14.9%	55,767
\$60k to less than \$80k	8.6%	13.5%	15.2%	14.3%	12.0%	45,043
\$80k to less than \$100k	19.1%	14.6%	19.1%	9.5%	17.8%	66,492
\$100k to less than \$120k	10.7%	11.6%	9.1%	14.3%	10.5%	39,323
\$120k to less than \$140k	3.7%	5.6%	7.3%	0.0%	5.3%	19,662
\$140k to less than \$160k	6.1%	1.5%	2.7%	0.0%	3.7%	13,942
\$160k to less than \$180k	3.0%	0.7%	1.2%	0.0%	1.8%	6,792
\$180k to less than \$200k	1.6%	1.5%	0.9%	9.5%	1.5%	5,720
More than \$200k	6.5%	1.5%	2.1%	0.0%	3.7%	13,942
Don't Know	5.4%	4.1%	2.1%	0.0%	3.9%	14,657
No Response	12.6%	13.5%	16.4%	9.5%	14.0%	52,192
Total	100%	100%	100%	100%	100%	373,927
Estimated Households	153,360	95,448	117,612	7,507	373,927	

Note: Includes only those respondents who indicated replacement/installation activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 24: Renovation intender - Who will do the REMODELING by Total household income						
What is your total household income?	Thinking about this remodeling or alteration work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friends & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know / No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
Under \$20k	1.2%	0.4%	1.0%	0.0%	0.9%	3,924
\$20k to less than \$40k	6.2%	3.2%	6.5%	7.7%	5.5%	24,616
\$40k to less than \$60k	4.6%	17.5%	10.3%	11.0%	10.4%	46,378
\$60k to less than \$80k	9.5%	10.6%	8.5%	4.1%	9.4%	41,740
\$80k to less than \$100k	14.2%	20.6%	20.9%	23.6%	18.7%	83,124
\$100k to less than \$120k	12.7%	12.8%	12.1%	9.5%	12.4%	55,297
\$120k to less than \$140k	6.7%	7.6%	6.9%	20.5%	7.3%	32,465
\$140k to less than \$160k	6.5%	3.6%	6.6%	3.0%	5.7%	25,329
\$160k to less than \$180k	2.0%	0.8%	2.5%	0.0%	1.8%	8,205
\$180k to less than \$200k	3.4%	1.3%	2.1%	0.0%	2.3%	9,989
More than \$200k	12.3%	4.2%	4.2%	0.0%	6.8%	30,324
Don't Know	3.8%	3.7%	2.3%	3.0%	3.1%	13,913
No Response	16.8%	13.8%	16.1%	17.5%	15.7%	70,280
Total	100%	100%	100%	100%	100%	445,585
Estimated Households	146,626	120,939	170,528	7,135	445,585	

Note: Includes only those respondents who indicated remodeling activities.

Table 25a: Renovation intender - Home renovation intentions by Household size					
In total, how many people including yourself currently live in your household?	What are the chances that you will renovate in the next 12 months?				
	High	50/50	Don't Know	Total	
	Percent	Percent	Percent	Percent	Estimated Households
One	9.6%	9.4%	0.0%	9.6%	80,388
Two	25.9%	24.9%	0.0%	25.7%	216,154
Three	19.4%	22.1%	0.0%	20.0%	168,279
Four	28.1%	25.2%	0.0%	27.4%	230,802
Five or more	16.2%	16.8%	0.0%	16.4%	137,553
No Response	0.8%	1.5%	0.0%	0.9%	7,860
Total	100%	100%	0.0%	100%	841,393
Estimated Households	643,103	198,290	0	841,393	

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 25b: Renovation intender - Home renovation intentions in households where there are / are not Children under 18 years of age					
Are there children under 18 years of age in your household?	What are the chances that you will renovate in the next 12 months?				
	High	50/50	Don't Know	Total	
	Percent	Percent	Percent	Percent	Estimated Households
Yes	47.4%	49.8%	0.0%	48.0%	403,726
No	52.6%	50.2%	0.0%	52.0%	437,310
Total	100%	100%	0.0%	100%	841,035
Estimated Households	642,388	198,290	0	841,035	

Table 26a: Renovation intender - Who will do the REPAIRS by Household size						
In total, how many people including yourself live in your current household?	Thinking about this remodeling or alteration work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
One	14.3%	9.8%	7.7%	18.8%	11.1%	22,866
Two	32.2%	23.3%	35.2%	31.3%	31.1%	63,953
Three	20.4%	26.3%	14.8%	18.8%	19.8%	40,730
Four	19.1%	27.8%	21.9%	6.3%	21.7%	44,660
Five or more	13.0%	12.0%	19.4%	18.8%	15.1%	31,083
No Response	0.9%	0.8%	1.0%	6.3%	1.0%	2,144
Total	100%	100.0%	100.0%	100.0%	100.0%	205,436
Estimated Households	82,174	47,518	70,027	5,716	205,436	

Note: Includes only those respondents who indicated repair/maintenance activities.

Table 26b: Renovation intender - Who will do the REPAIRS in households where there are / are not Children under 18 years of age in the household						
Are there children under 18 years of age in your household?	Thinking about this remodeling or alteration work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
Yes	40.0%	54.9%	38.3%	31.3%	42.6%	87,533
No	60.0%	45.1%	60.7%	68.8%	57.0%	117,188
Don't Know / No Response	0.0%	0.0%	1.0%	0.0%	0.3%	715
Total	100%	100.0%	100.0%	100.0%	100.0%	205,436
Estimated Households	82,174	47,518	70,027	5,716	205,436	

Note: Includes only those respondents who indicated repair/maintenance activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 27a: Renovation intender - Who will do the REPLACEMENTS by Household size						
In total, how many people including yourself live in your current household?	Thinking about the replacement, new installation or addition, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
One	13.2%	9.6%	8.2%	24.6%	11.0%	41,111
Two	21.8%	22.2%	26.7%	25.2%	23.5%	87,941
Three	19.4%	21.3%	23.8%	12.4%	21.1%	79,004
Four	27.4%	27.8%	26.0%	31.6%	27.2%	101,525
Five or more	18.1%	17.8%	13.9%	6.1%	16.5%	61,487
No Response	0.0%	1.4%	1.3%	0.0%	0.8%	2,860
Total	100%	100%	100%	100%	100%	373,927
Estimated Households	153,360	95,448	117,612	7,507	373,927	

Note: Includes only those respondents who indicated replacement/installation activities.

Table 27b: Renovation intender - Who will do the REPLACEMENTS in households where there are / are not Children under 18 years of age						
Are there children under 18 years of age in your household?	Thinking about the replacement, new installation or addition, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
Yes	48.1%	53.6%	43.6%	46.2%	48.1%	179,456
No	51.9%	46.4%	56.4%	53.8%	51.9%	194,471
Total	100%	100%	100%	100%	100%	373,927
Estimated Households	153,360	95,448	117,612	7,507	373,927	

Note: Includes only those respondents who indicated replacement/installation activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 28a: Renovation intender - Who will do the REMODELING by Household size						
In total, how many people including yourself live in your current household?	Thinking about this remodeling or alteration work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
One	9.8%	4.0%	9.3%	6.0%	8.0%	35,675
Two	26.2%	27.9%	26.8%	20.5%	26.8%	119,512
Three	22.9%	21.4%	17.6%	12.2%	20.3%	90,259
Four	25.7%	32.0%	26.5%	47.6%	28.1%	124,864
Five or more	14.9%	14.6%	18.7%	10.6%	16.2%	72,421
No Response	0.6%	0.0%	1.0%	3.0%	0.6%	2,854
Total	100%	100%	100%	100%	100%	445,585
Estimated Households	146,626	120,939	170,528	7,135	445,585	

Note: Includes only those respondents who indicated remodeling activities.

Table 28b: Renovation intender - Who will do the REMODELING in households where there are / are not Children under 18 years of age						
Are there children under 18 years of age in your household?	Thinking about this remodeling or alteration work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
Yes	43.5%	55.6%	50.1%	48.4%	49.4%	220,117
No	56.5%	44.4%	49.9%	51.6%	50.6%	225,825
Total	100%	100%	100%	100%	100%	445,585
Estimated Households	146,626	120,939	170,528	7,135	445,585	

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 29: Renovation intender – Home renovation intentions by respondent age					
In which of the following age groups do you belong?	What are the chances that you will renovate in the next 12 months?				
	High	50/50	Don't Know	Total	
	Percent	Percent	Percent	Percent	Estimated Households
18-24 years	2.0%	2.0%	0.0%	2.0%	16,792
25-34 years	12.6%	16.7%	0.0%	13.6%	113,972
35-44 years	33.4%	31.0%	0.0%	32.9%	276,534
45-54 years	27.6%	25.4%	0.0%	27.1%	227,587
55-64 years	17.2%	14.1%	0.0%	16.4%	138,267
65+ years	7.0%	9.8%	0.0%	7.7%	64,668
Don't Know / No Response	0.2%	1.0%	0.0%	0.4%	3,573
Total	100%	100%	0.0%	100%	841,393
Estimated Households	643,103	198,290	0	841,393	

Table 30: Renovations intender - Who will do the REPAIRS by Respondent age						
In which of the following age groups do you belong?	Thinking about this repair or maintenance work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
18-24 years	2.6%	2.2%	1.8%	0.0%	2.2%	4,280
25-34 years	7.2%	17.2%	18.1%	9.8%	13.4%	26,040
35-44 years	28.6%	32.4%	29.5%	22.2%	29.6%	57,786
45-54 years	26.2%	28.4%	33.8%	5.4%	28.9%	56,716
55-64 years	17.6%	12.9%	11.9%	26.4%	14.7%	28,893
65+ years	17.5%	6.7%	3.7%	36.2%	10.6%	20,689
Don't Know / No Response	0.4%	0.2%	1.1%	0.0%	0.6%	1,070
Total	100%	100%	100%	100%	100%	195,475
Estimated Households	76,692	43,875	70,271	4,637	195,475	

Note: Includes only those respondents who indicated repair/maintenance activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 31: Renovations intender - Who will do the REPLACEMENTS by Respondent age						
In which of the following age groups do you belong?	Thinking about the replacement, new installation or addition, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent	Percent	Percent	Percent	Count Percent	Estimated Households
18-24 years	1.9%	3.6%	2.8%	0.0%	2.6%	9,652
25-34 years	8.0%	14.5%	15.7%	6.1%	12.0%	45,043
35-44 years	31.5%	42.3%	29.1%	43.3%	33.7%	126,191
45-54 years	28.7%	23.0%	29.8%	12.4%	27.3%	101,883
55-64 years	18.4%	11.8%	19.1%	37.0%	17.3%	64,704
65+ years	11.5%	4.7%	3.5%	1.1%	7.0%	26,454
Don't Know / No Response	0.0%	0.1%	0.0%	0.0%	0.0%	0
Total	100%	100%	100%	100%	100%	373,927
Estimated Households	153,360	95,448	117,612	7,507	373,927	

Note: Includes only those respondents who indicated replacement/installation activities.

Table 32: Who will do the REMODELING by Respondent age						
In which of the following age groups do you belong?	Thinking about this remodeling or alteration work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/ No Response	Total	
	Percent	Percent	Percent	Percent	Percent	Estimated Households
18-24 years	1.4%	1.7%	1.7%	11.0%	1.8%	7,849
25-34 years	6.8%	19.5%	16.2%	39.6%	14.4%	64,216
35-44 years	28.0%	38.8%	36.9%	10.7%	34.1%	151,977
45-54 years	28.7%	26.9%	28.1%	21.6%	27.9%	124,150
55-64 years	24.6%	10.0%	12.7%	3.0%	15.7%	70,280
65+ years	10.4%	3.0%	3.9%	14.0%	6.0%	26,400
Don't Know / No Response	0.0%	0.0%	0.5%	0.0%	0.2%	714
Total	100%	100%	100%	100%	100%	445,585
Estimated Households	146,626	120,939	170,528	7,135	445,585	

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 33: Renovation intender – Home renovation intentions by All renovations planned				
Types of renovations planned	What are the chances that you will renovate in the next 12 months?			
	High	50/50	Total	
	Percent of Cases	Percent of Cases	Percent of Cases	Estimated Households
Paint / wallpaper	14.3%	3.0%	17.3%	145,055
Kitchen	15.6%	4.4%	20.0%	168,636
Bathroom	25.1%	7.7%	32.8%	275,820
Carpet / flooring	19.1%	4.4%	23.5%	197,933
Rec room	11.1%	2.5%	13.5%	113,972
Doors / windows	14.6%	3.4%	18.0%	151,486
External construction / repairs	32.3%	6.7%	39.0%	327,982
Other	31.7%	5.4%	37.1%	312,262
Don't Know	0.4%	0.7%	1.1%	8,932
No Response	0.2%	0.0%	100%	2,144
Estimated Households	643,103	198,290	841,393	841,393

Note: Totals will add to more than 100% due to multiple response.

Table 34: Renovation intender - Who will do the REPAIRS by All renovations planned						
What kind of renovations are you planning to do?	Thinking about this repair or maintenance work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent of Cases	Percent of Cases	Percent of Cases	Percent of Cases	Percent of Cases	Estimated Households
Paint / wallpaper	17.1%	42.0%	38.8%	28.1%	30.7%	60,283
Kitchen	14.6%	17.8%	17.7%	8.1%	16.3%	31,747
Bathroom	24.4%	27.6%	38.7%	33.7%	30.4%	59,570
Carpet / flooring	18.3%	22.3%	30.8%	28.7%	23.9%	46,729
Rec room	8.2%	8.1%	7.9%	10.0%	8.1%	15,695
Doors / windows	28.3%	16.5%	30.8%	67.4%	27.5%	53,863
External construction / repairs	67.2%	46.5%	72.9%	53.1%	64.3%	125,561
Other	38.2%	33.5%	54.4%	83.2%	44.0%	86,323
Don't Know	0.4%	0.5%	2.2%	0.0%	1.1%	2,140
No response	0.0%	0.2%	1.1%	0.0%	0.4%	713
Estimated Households	76,692	43,875	70,271	4,637		195,475

Note: Includes only those respondents who indicated repair/maintenance activities. Totals will add to more than 100% due to multiple response.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 35: Renovation intender - Who will do the REPLACEMENTS by All renovations planned						
What kind of renovations are you planning to do?	Thinking about the replacement, new installation or addition, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent of Cases	Percent of Cases	Percent of Cases	Percent of Cases	Percent of Cases	Estimated Households
Paint / wallpaper	10.2%	14.3%	19.1%	6.1%	14.0%	52,192
Kitchen	22.5%	19.1%	25.0%	22.1%	22.4%	84,008
Bathroom	26.5%	28.8%	42.3%	47.7%	32.5%	121,544
Carpet / flooring	18.5%	26.5%	24.7%	15.1%	22.4%	83,651
Rec room	4.4%	20.7%	13.2%	33.0%	11.9%	44,685
Doors / windows	33.1%	12.5%	24.6%	32.2%	25.2%	94,018
External construction / repairs	44.7%	41.7%	54.7%	45.1%	47.1%	176,239
Other	29.8%	30.1%	51.9%	36.9%	36.9%	137,988
Don't Know	0.6%	0.0%	0.7%	0.0%	0.5%	1,787
No response	0.1%	0.0%	0.7%	1.1%	0.3%	1,072
Estimated Households	153,360	95,448	117,612	7,507		373,927

Note: Includes only those respondents who indicated replacement/installation activities. Totals will add to more than 100% due to multiple response.

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 36: Renovation intender - Who will do the REMODELING by All renovations planned						
What kind of renovations are you planning to do?	Thinking about this remodeling or alteration work, how is it going to be done?					
	Contract all the work out - Pay someone to do it (Pay someone else to do it)	Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	Both - do some yourself and contract some out	Some other arrangement/ Don't Know/No Response	Total	
	Percent of Cases	Percent of Cases	Percent of Cases	Percent of Cases	Percent of Cases	Estimated Households
Paint / wallpaper	15.2%	18.6%	19.8%	17.2%	17.9%	79,913
Kitchen	29.7%	19.2%	25.1%	15.6%	24.9%	110,594
Bathroom	38.3%	35.5%	46.7%	17.5%	40.4%	180,160
Carpet / flooring	21.7%	29.2%	29.6%	24.0%	26.8%	119,512
Rec room	8.1%	29.0%	22.1%	30.1%	19.5%	86,691
Doors/ windows	14.4%	11.0%	14.2%	27.1%	13.6%	60,648
External construction / repairs	33.6%	35.2%	38.0%	20.2%	35.5%	158,042
Other	38.6%	31.6%	59.1%	89.8%	45.4%	202,279
Don't Know	0.9%	1.3%	1.0%	0.0%	1.0%	4,638
No response	0.2%	0.0%	0.0%	1.2%	0.1%	357
Estimated Households	146,626	120,939	170,528	7,135		445,585

Note: Includes only those respondents who indicated remodeling activities. Totals will add to more than 100% due to multiple response.

Table 37: Renovation intender - In planning your renovation, have you contacted a contractor for information about your renovations		
In planning your renovation, have you contacted a contractor for information about your renovations?	Percent	Estimated Households
Yes	34.3%	288,682
No	65.3%	549,496
Don't Know	0.2%	1,786
No Response	0.1%	1,072
Total	100%	841,393

Table 38: Renovation intender - Have you priced out the cost of materials and labour for this (these) project(s)		
Have you priced out the cost of materials and labour for this (these) project(s)?	Percent	Estimated Households
Yes	54.5%	458,747
No	44.2%	371,571
Don't Know	1.1%	9,289
No Response	0.2%	1,786
Total	100%	841,393

Consumer Intentions to Renovate: All CMA's - Intentions Data Tables 2006

Table 39: Renovation intender - Have you done any of the following [MULTIPLE RESPONSE]			
Have you...	Percent Responses	Percent of Cases	Estimated Households
Read any publications for information on home renovation	27.8%	46.5%	391,578
Watched any TV programs or videos on home renovation	34.1%	57.2%	480,898
Searched on the internet for information on home renovation	22.7%	37.9%	319,408
No/ none of these	14.9%	25%	210,438
Don't Know	0.3%	0.6%	5,002
Total	100%		
Valid Cases	2,355		

Note: Totals will add to more than 100% due to multiple response.

Table 40: Renovation intender - How will you pay for this renovation work [MULTIPLE RESPONSE]			
How will you pay for this renovation work?	Percent Responses	Percent of Cases	Estimated Households
Pay for it from savings/ pay as you go / cash	65.6%	73.9%	621,666
Loan – from financial institution	7.3%	8.2%	68,955
Credit charge / credit card / put it on credit line	14.7%	16.5%	138,982
Finance it a mortgage renewal/ mortgage refinancing time	4.7%	5.3%	44,303
Borrow from a relative or friend	0.8%	0.9%	7,503
Some other arrangement (Specify)	1.6%	1.8%	15,363
Don't Know	4.4%	4.9%	41,444
No Response	1.0%	1.1%	9,647
Total	100%		

Note: Totals will add to more than 100% due to multiple response.

SUBSCRIBE NOW!

Access CMHC's Market Analysis Centre publications quickly and conveniently on the Order Desk at **www.cmhc.ca/housingmarketinformation**. View, print, download or subscribe to get market information e-mailed to you on the day it is released.

New ! CMHC's electronic suite of national standardized products is now available for **free**.



CANADIAN WOOD-FRAME

This national best-selling guide to constructing a wood-frame house is the ideal learning tool and job-site manual. The new edition of Canadian Wood-Frame House Construction has been updated to reflect the residential requirements of the 2005 National Building Code of Canada. In addition, many changes have been made to bring the book in line with current building science research, construction methods and construction materials. **Order now at www.cmhc.ca or call | 800 668-2642**