



# Consumer intentions To buy Or renovate

A Look at Tomorrow's Customer Today

## Major Market Highlights

Intentions Data Tables 2004



Canada



# CONSUMER INTENTIONS TO BUY

A Look at Tomorrow's Customer Today

Major Market Highlights  
Intentions Data Tables 2004



Canada

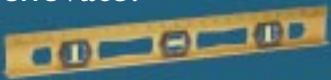
## Definitions

How do we define someone who intends to purchase?



Generally, households who are *ready to buy*, that is, those we judge to have strong intentions, 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 percent.

How do we define someone who intends to renovate?



Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next 12 months and the total cost will be \$1000 or more. Those *thinking about renovation* stated that they had a 50/50 chance of renovating in the next 12 months and the total cost will be \$1000 or more. A *possible/potential renovator* stated that they had a low chance of renovating in the next 12 months at a total cost of \$1000 or more. A *non-intender* stated they had no intentions to renovate.



Unless you own a crystal ball, how can you anticipate when, how and why consumers are planning to buy or renovate a home? In short, without huge resources, a proven methodology and detailed analysis, you can't. That's where we come in. CMHC is pleased to offer housing research to all those who can use it; lenders, realtors, builders, developers, planners, building suppliers, construction professionals, manufacturers, home buyers and more. It's called *Consumer Intentions to Buy or Renovate a Home*.

## The Right Information. Right Now.

Our survey is conducted using a carefully selected sample of approximately 4,000 households per city, and asking them about their plans for purchasing or renovating a home. The information is gathered on the type, size and price range of homes and is then classified by demographics, income, family size, tenure and locations within six cities: Vancouver, Calgary, Toronto, Ottawa, Montreal and Halifax. The survey was completed during the late fall of 2004 and collected intentions to buy or renovate in the following 12 months. See definitions section. We used the latest Census data released in 2001 to weight the results.

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 submarkets.

## Detailed Data for Your Market

To perform our analysis of the survey, we produce very detailed data tables. The tables provide much more information than what we can put in this report. If you are interested in details such as intenders by house size, price and location, or would like to perform your own analysis, or validate your own data, the tables can be purchased on CMHC's website at [www.cmhc.ca](http://www.cmhc.ca)

Detailed tables are available for home buying intentions and home renovation intentions for each of the six cities. Data tables are also available for the overall results. Data in the overall tables are weighted to be representative of the total population in the six cities.

The City of Ottawa was a funding partner for the Ottawa portion of the survey.

## Statistical Reliability of Data

This survey was conducted by telephone involving 25,483 respondents – between 3,513 to 5,382 randomly selected individuals in each of the six centres: Halifax, Montreal, Ottawa, Toronto, Calgary, and Vancouver. The survey results printed in this report summarize the findings for these six centres only. While the results may be indicative of consumer intentions in all of urban Canada, they cannot be representative of the entire country.

For each centre, the large (between 3,513 to 5,382) sample provides a theoretical error rate of between +/- 1.69% to 1.36%, 19 times out of 20. This is required in order to identify sufficiently large numbers of home buying and renovation “intenders”. Without the large sample, it would not be possible to provide such an extensive a profile by characteristics like income, family, age or preference for new, existing, by price, size, etc.

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.

Some columns and rows will not sum to 100% due to rounding or weighting and in some cases, subsetting.

Tables in this Data Report include missing values (i.e. “don’t know/no response”) in the column percentages when applicable.

Are you thinking about buying a principal place of residence sometimes in the next 12 months ?	
	Total
Population :	4761389
Number of respondents :	25088
YES	571477 12% 2876
NO	4120636 87% 21858
Bought a home within past year	56423 1% 288
No answer	12826 0% 66

Chances of buying a home in next 12 months	
	Total
Population :	571477
Number of respondents :	2876
HIGH	247571 43% 1325
MODERATE	215586 38% 1078
LOW	101906 18% 453
No answer	6414 1% 20

Table 1 : Home purchase intenders	
Population :	463157
Number of respondents :	2403
Moderate ( looking to buy)	215586 47% 1078
Strong ( ready to buy)	247571 53% 1325

Table 2 : Home purchase intender profile - Residence	
	Total
Population :	463158
Number of respondents :	2403
Calgary	44081 10% 400
Halifax	13764 3% 401
Montreal	109126 24% 400
Ottawa	31691 7% 401
Toronto	173672 37% 400
Vancouver	90823 20% 401

Table 3 : Home purchase intender profile- age	
	Total
Population :	463158
Number of respondents :	2403
18 to 24	20023 4% 105
25 to 34	123516 27% 670
35 to 44	143551 31% 729
45 to 54	92389 20% 472
55 to 64	42500 9% 226
65 +	18188 4% 95
No answer	22989 5% 106
Valid number :	440168
Mean:	40.99
Std. Deviation :	11.81

Table 4 : Home purchase intender profile - gender	
	Total
Population :	462809
Number of respondents :	2401
Male	225436 49% 1175
Female	237372 51% 1226

Table 5 : Home purchase intender profile – own or rent current home	
	Total
Population :	463158
Number of respondents :	2403
OWN	187517 40% 1189
RENT	275640 60% 1214

Table 6 : Home purchase intender profile – Household composition	
	Total
Population :	463158
Number of respondents :	2403
One	88962 19% 337
Two	143582 31% 785
Three	85965 19% 506
Four	80708 17% 456
Five or more	55716 12% 289
No answer	8225 2% 30
Valid number :	454932
Mean:	2.78
Std. Deviation:	1.46

Table 7 : Home purchase intender profile - Children under 18 years of age in household	
	Total
Population :	454405
Number of respondents :	2371
Yes	180877 40% 1030
No	273527 60% 1341

Table 8 : Home purchase intender profile - Total household income	
	Total
Population :	463158
Number of respondents :	2403
Under 20 K	9205 2% 43
20K to less than 40K	51449 11% 265
40K to less than 60K	82487 18% 426
60K to less than 80K	69704 15% 341
80K to less than 100K	84279 18% 441
100K to less than 120K	33579 7% 181
120K to less than 140K	25433 5% 135
140K to less than 160K	8713 2% 71
160K to less than 180K	5332 1% 27
180K to less than 200K	2484 1% 19
More than 200K	13106 3% 64
DK	19863 4% 94
No answer	57524 12% 296

Table 9 : Home purchase intenders	
	Total
Population :	463158
Number of respondents :	2403
Moderate ( looking to buy)	215586 47% 1078
Strong ( ready to buy )	247571 53% 1325

Table 10 : Thought of buying home in last six months	
	Total
Population :	4133461
Number of respondents :	21924
Yes	417140 10% 2116
No	3710648 90% 19781
DK	5503 0% 25
No answer	178 0% 2

Table 11 :Type of home looking for / intending to buy

	Total
Population :	463158
Number of respondents :	2403
Brand new/ Build	142093 31% 730
Pre-owned home	266920 58% 1405
It depends	3437 1% 20
Other	7885 2% 38
DK	42501 9% 209
No answer	321 0% 1

Table 12 : Type of home looking for / intending to buy	
	Total
Population :	463158
Number of respondents :	2403
Single detached home	275252 59% 1609
Semi-detached home / duplex	67227 15% 272
Row / Town house	44156 10% 212
Apartment	55897 12% 215
It depends	1263 0% 4
Other	5330 1% 24
DK	14032 3% 67
No answer	0 0% 0

Table 13 : Would it be a condominium ?	
	Total
Population :	463158
Number of respondents :	2403
YES	97670 21% 429
NO	344549 74% 1881
DK	20938 5% 93
No answer	0 0% 0

Table 14 : Type of neighbourhood preferred : home looking for / intending to buy	
	Total
Population :	463158
Number of respondents :	2403
New subdivision / development	85682 18% 464
Established neighbourhood	286405 62% 1436
Acreage	40707 9% 246
It depends	2086 0% 12
Other	2743 1% 11
DK	44515 10% 229
No answer	1019 0% 5

Table 15 : Price range of home looking for : Home looking for / intending to buy

	Total
Population:	462427
Number of respondents:	2401
Under \$75K	5600 1% 26
\$75K to less than \$100K	2816 1% 23
\$100K to less than \$125K	15434 3% 88
\$125K to less than \$150K	16406 4% 91
\$150K to less than \$175K	42227 9% 258
\$175K to less than \$200K	23098 5% 143
\$200K to less than \$250K	73528 16% 435
\$250K to less than \$300K	72022 16% 346
\$300K to less than \$400K	84447 18% 369
\$400K to less than \$500K	28383 6% 146
\$500K to less than \$700K	21033 5% 104
\$700K and more	11663 3% 57
DK/NR	65770 14% 315
Valid number :	396656
Mean (in thousand dollars) :	287.13
Std. Deviation :	234.19

Table 16 : Price range of home looking for compared to current home	
	Total
Owner only	
Population :	187517
Number of respondents :	1189
More	94383 50% 623
Same	35238 19% 212
Less	54425 29% 333
DK	2706 1% 14
No answer	765 0% 7

Table 17 : Size of home looking for / intending to purchase (sq ft)

	Total
Population :	462593
Number of respondents :	2400
Up to 1200 sq ft	83346 18% 373
1201-2000 sq ft	155400 34% 854
2001-3000 sq ft	64928 14% 386
Over 3000 sq ft	23677 5% 124
DK	128198 28% 631
No answer	7044 2% 32
Valid number :	327351
Mean :	1899.22
Std. Deviation :	874.21

Table 18 : Size of home you are thinking of buying ( in square feet) compared to your present residence	
	Total
Population :	463158
Number of respondents :	2403
LARGER	303881 66% 1504
SAME	101887 22% 546
SMALLER	53461 12% 331
DK	3514 1% 21
No answer	415 0% 1

Table 19 : What made you decide not to buy a home now ?	
	Total
Population :	417140
Number of respondents :	2116
CHANGE IN FINANCIAL SITUATION	57858 14% 290
CHANGE IN JOB SITUATION	26616 6% 117
COST IS TOO HIGH	223416 54% 1044
General worry about the economy / not a good time to buy	12498 3% 61
Decided I like my house and neighbourhood	22473 5% 137
Just bought / built a home	1304 0% 14

Table 19 : What made you decide not to buy a home now ?

	Total
Population :	417140
Number of respondents :	2116
Just renovated	3042 1% 15
Cannot find the right house ( size / design etc.)	15680 4% 87
Cannot find a suitable house in the right location	13922 3% 77
Cannot sell my existing home	3489 1% 17
No longer the right time ( Personal reasons: too old, children in school ...)	26048 6% 145
Too busy/ hassle / do not want to disrupt the family	4105 1% 33
Prefer to rent / do not want to own	2726 1% 14
Need to deal with debts / existing mortgage	5463 1% 37
Renovation is a better option	1023 0% 13
Personal reasons ( specified or not )	29198 7% 160
Market value has raised too much	3032 1% 13
Other	5616 1% 35
DK	1997 0% 9
No answer	833 0% 4

Table 20 : Circumstances under which might consider buying a home	
	Total
Population :	463158
Number of respondents :	2403
Size of house ( bigger, smaller or better home)	144728 31% 796
Area ( closer to... / farther than ...)	54383 12% 334
Market conditions	20377 4% 106
Becoming an owner	153109 33% 697
Investment	16229 4% 70
Familial reasons	9354 2% 53
Quality of life	10761 2% 51
Apartment is too expensive ( market is good)	6710 1% 30
Other	40154 9% 228
DK	3162 1% 18
No answer	6022 1% 30

Table 21 : Listed your home for sale ?( owners)	
	Total
Owners only	
Population :	187517
Number of respondents :	1189
YES	34833 19% 229
NO	152684 81% 960

Table 22 : Talked to a realtor about buying a home ?	
	Total
Population :	463158
Number of respondents :	2403
YES	252081 54% 1273
NO	210102 45% 1127
DK	974 0% 3
No answer	0 0% 0

Table 23 : Read any publications for information on the housing market?	
	Total
Population :	463158
Number of respondents :	2403
YES	289072 62% 1478
NO	173419 37% 922
DK	665 0% 3
No answer	0 0% 0

Table 24 : Been pre-approved for a mortgage ?	
	Total
Population :	200364
Number of respondents :	1063
YES	138945 69% 738
NO	54473 27% 289
DK	6381 3% 33
No answer	564 0% 3

Table 25 : Talked to a financial institution about obtaining a mortgage ?	
	Total
Population :	463158
Number of respondents :	2403
YES	200364 43% 1063
NO	262265 57% 1336
DK	528 0% 4
No answer	0 0% 0

Table 26 : Contacted a builder/ developer for information about a brand new home?	
	Total
Population :	463158
Number of respondents :	2403
YES	113785 25% 611
NO	348924 75% 1789
DK	449 0% 3
No answer	0 0% 0

Table 27 : In the last month, have you visited homes for sale ?

	Total
Population :	463158
Number of respondents :	2403
YES	218495 47% 1151
NO	243954 53% 1248
DK	551 0% 3
No answer	158 0% 1

Table 28 : Home purchase intentions by current residence of respondent

	Total	Current Residence					
		Calgary	Halifax	Montreal	Ottawa	Toronto	Vancouver
Population :	463158	44081	13764	109126	31691	173672	90823
Number of respondents :	2403	400	401	400	401	400	401
Moderate ( looking to buy)	215586 47%	17916 41%	6409 47%	53741 49%	13095 41%	78739 45%	45686 50%
	1078 --	163 --	181	193	165	177	199 +
Strong ( ready to buy)	247571 53%	26165 59%	7354 53%	55385 51%	18596 59%	94933 55%	45137 50%
	1325 ++	237 ++	220	207	236	223	202 -

Table 29 : Home purchase intentions by Total household income

	Total	INCOME										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	385771	9205	51449	82487	69704	84279	33579	25433	8713	5332	2484	13106
Number of respondents :	2013	43	265	426	341	441	181	135	71	27	19	64
Moderate ( looking to buy)	179017 46%	5263 57%	30836 60%	42397 51%	35462 51%	35240 42%	12213 36%	8670 34%	2202 25%	1302 24%	1189 48%	4244 32%
	904	25	155	211	167	180	66	44	24	6	8	18
Strong ( ready to buy)	206753 54%	3941 43%	20614 40%	40090 49%	34242 49%	49038 58%	21367 64%	16763 66%	6510 75%	4030 76%	1295 52%	8863 68%
	1109	18	110	215	174	261	115	91	47	21	11	46

Table 30 : Home purchase intentions by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	463158	187517	275640
Number of respondents :	2403	1189	1214
Moderate ( looking to buy)	215586 47% 1078	83187 44% - 501	132399 48% + 577
Strong ( ready to buy)	247571 53% 1325	104330 56% + 688	143241 52% - 637

Table 31 : Home purchase intentions by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454933	88962	143582	85965	136424	180877	273527
Number of respondents :	2373	337	785	506	745	1030	1341
Moderate ( looking to buy)	211616 47%	46819 53% +++	62308 43% --	34505 40% ---	67985 50% ++	82669 46%	128419 47%
	1066	169	342	207	348	458	606
Strong ( ready to buy)	243316 53%	42142 47% ---	81274 57% ++	51460 60% +++	68439 50% --	98208 54%	145107 53%
	1307	168	443	299	397	572	735

Table 32 : Home purchase intentions by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	440169	20023	123516	143551	92389	42500	18188
Number of respondents :	2297	105	670	729	472	226	95
Moderate ( looking to buy)	207128 47%	10641 53%	50150 41%	65481 46%	51291 56%	20774 49%	8792 48%
	1041	53	276	322	245	100	45
Strong ( ready to buy)	233040 53%	9383 47%	73365 59%	78070 54%	41099 44%	21727 51%	9396 52%
	1256	52	394	407	227	126	50

Table 33 : Home purchase intentions by Type of house searching for ( New/Pre-owned)

	Total	Would most likely purchase new or used home			
		Brand new/Build	Pre-owned home	Depend	Other
Population :	420337	142093	266920	3437	7885
Number of respondents :	2193	730	1405	20	38
Moderate ( looking to buy)	191493 46%	60406 43%	126255 47%	1489 43%	3343 42%
	967	-- 292	++ 647	9	19
Strong ( ready to buy)	228843 54%	81687 57%	140666 53%	1948 57%	4543 58%
	1226	++ 438	-- 758	11	19

Table 34 : Home purchase intentions by Type of house searching for ( Structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/duplex	Row/ town house	Apartment	Depend	Other
Population :	449126	275252	67227	44156	55897	1263	5330
Number of respondents :	2336	1609	272	212	215	4	24
Moderate ( looking to buy)	206813 46%	121655 44%	35347 53%	20062 45%	26670 48%	359 28%	2721 51%
	1042	-- 696	++ 140	99	96	1	10
Strong( Ready to buy)	242312 54%	153598 56%	31879 47%	24094 55%	29227 52%	904 72%	2609 49%
	1294	++ 913	-- 132	113	119	3	14

Table 35 : Home purchase intentions by Price of house searching for

	Total	Price range of next home ?												
		Less Than \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$500K	\$500K to less than \$700K	\$700K and more	DK / NR
Population :	462427	5600	2816	15434	16406	42227	23098	73528	72022	84447	28383	21033	11663	65770
Number of respondents :	2401	26	23	88	91	258	143	435	346	369	146	104	57	315
Moderate ( looking to buy)	215477 47%	2904 52%	1127 40%	10013 65% ++++	8946 55%	19104 45%	11117 48%	34657 47%	32737 45%	34702 41% --	10531 37% --	10503 50%	5593 48%	3354 4 51% +
	1077	16	10	50	46	123	68	197	149	144	54	47	25	148
Strong ( ready to buy)	246948 53%	2696 48%	1689 60%	5421 35% ----	7460 45%	23122 55%	11982 52%	38870 53%	39285 55%	49745 59% ++	17852 63% ++	10530 50%	6070 52%	3222 6 49% -
	1324	10	13	38	45	135	75	238	197	225	92	57	32	167

Table 36 : Home purchase intentions by Size of house searching for ( sq ft)

	Total	Size of home looking for/intending to purchase( sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	327352	83346	155400	64928	23677
Number of respondents :	1737	373	854	386	124
Moderate ( looking to buy)	139610 43%	40702 49% +++	62623 40% -	25976 40%	10308 44%
	699	161	354	140	44
Strong ( ready to buy)	187741 57%	42644 51% ---	92776 60% +	38952 60%	13369 56%
	1038	212	500	246	80

Table 37 : Home purchase intentions by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	417624	85682	286405	40707	2086	2743
Number of respondents :	2169	464	1436	246	12	11
Moderate ( looking to buy)	190781 46%	29742 35% ----	137850 48% ++++	21657 53% ++	1063 51%	470 17%
	950	168	658	118	4	2
Strong ( ready to buy)	226842 54%	55940 65% ++++	148555 52% ----	19050 47% --	1024 49%	2273 83%
	1219	296	778	128	8	9

Table 38 : Type of home searching for by Price of house searching for

	Total	Price range of next home ?												
		Less Than \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$500K	\$500K to less than \$700K	\$700K and more	DK / NR
Population :	462427	5600	2816	15434	16406	42227	23098	73528	72022	84447	28383	21033	11663	65770
Number of respondents :	2401	26	23	88	91	258	143	435	346	369	146	104	57	315
Single detached home	274521 59%	3689 66%	1409 50%	8415 55%	7723 47%	20781 49%	14936 65%	36581 50%	37300 52%	57701 68%	23490 83%	16715 79%	8091 69%	37690 57%
	1607	18	13	53	56	154	95	266	219	281	122	85	46	199
Semi-detached home/ duplex	67227 15%	501 9%	622 22%	1504 10%	1231 8%	7629 18%	3095 13%	10360 14%	16531 23%	11320 13%	1766 6%	1586 8%	703 6%	10379 16%
	272	4	4	10	6	37	18	49	58	35	6	7	1	37
Row/Town house	44156 10%	250 4%	87 3%	1502 10%	923 6%	5632 13%	2201 10%	9634 13%	8205 11%	6613 8%	297 1%	1172 6%	984 8%	6657 10%
	212	2	2	8	6	32	16	52	27	28	4	6	5	24
Apartment	55897 12%	1159 21%	698 25%	3431 22%	5938 36%	6756 16%	2296 10%	12852 17%	7263 10%	6578 8%	949 3%	854 4%	1777 15%	5346 8%
	215	2	4	13	20	30	11	49	29	19	5	3	4	26
It depends	1263 0%	0 0%	0 0%	0 0%	0 0%	216 1%	0 0%	688 1%	0 0%	0 0%	0 0%	0 0%	0 0%	359 1%
	4	0	0	0	0	1	0	2	0	0	0	0	0	1

Table 38 : Type of home searching for by Price of house searching for

[illegible]

Table 39 : Type of home searching for by Size of house searching for ( sq ft)

	Total	Size of home looking for/intending to purchase ( sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 –3000 sq ft	Over 3000 sq ft
Population :	327352	83346	155400	64928	23677
Number of respondents :	1737	373	854	386	124
Single detached home	195557 60%	23653 28%	95948 62%	57872 89%	18083 76%
	1190 ----	150 ----	583 ----	353 ++++	104 ++++
Semi-detached home / duplex	43579 13%	11403 14%	24325 16%	4544 7%	3308 14%
	175 ----	45 ----	98 +++	18 ----	14 ----
Row / Town house	32906 10%	12684 15%	18192 12%	1781 3%	250 1%
	150 ++++	51 ++++	91 ++	7 ----	1 ----
Apartment	44209 14%	30589 37%	12226 8%	163 0%	1231 5%
	169 ++++	110 ++++	54 ----	3 ----	2 ---
It depends	632 0%	273 0%	0 0%	0 0%	359 2%
	2 ----	1 ----	0 -	0 ----	1 ++++

Table 39 : Type of home searching for by Size of house searching for ( sq ft)

	Total	Size of home looking for/intending to purchase ( sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 –3000 sq ft	Over 3000 sq ft
Population :	327352	83346	155400	64928	23677
Number of respondents :	1737	373	854	386	124
Other	3967 1%	927 1%	2415 2%	178 0%	446 2%
	17	3	11	1	2
DK	6501 2%	3817 5%	2293 1%	391 1%	0 0%
	34	++++ 13	17	-- 4	- 0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0

Table 40 : Type of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	417624	85682	286405	40707	2086	2743
Number of respondents :	2169	464	1436	246	12	11
Single detached home	251324 60% 1467	56683 66% +++ 332	157364 55% ---- 899	34596 85% ++++ 222	1394 67% 9	1287 47% 5
Semi-detached home / duplex	58972 14% 243	8768 10% --- 43	45676 16% ++++ 182	3438 8% --- 13	477 23% 2	612 22% 3
Row / town house	39195 9% 187	11900 14% ++++ 50	25632 9% 132	1664 4% --- 5	0 0% 0	0 0% 0
Apartment	52139 12% 198	7158 8% --- 31	44205 15% ++++ 163	404 1% ---- 2	0 0% 0	372 14% 2
It depends	1263 0% 4	0 0% 0	1047 0% 3	0 0% 0	216 10% 1	0 0% 0

Table 40 : Type of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	417624	85682	286405	40707	2086	2743
Number of respondents :	2169	464	1436	246	12	11
Other	4996	383	4524	89	0	0
	1%	0%	2%	0%	0%	0%
	22	2	19	1	0	0
DK	9734	790	7956	516	0	471
	2%	1%	3%	1%	0%	17%
	48	6	38	3	0	1
No answer	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%
	0	0	0	0	0	0

Table 41 : Type of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	385771	9205	51449	82487	69704	84279	33579	25433	8713	5332	2484	13106
Number of respondents :	2013	43	265	426	341	441	181	135	71	27	19	64
Single detached home	228035 59%	4492 49%	28049 55%	44159 54%	37864 54%	51716 61%	21479 64%	17974 71%	7542 87%	4058 76%	2044 82%	8657 66%
	1343	23	160	249	216	307	133	104	62	24	16	49
Semi-detached home / duplex	56100 15%	2395 26%	9197 18%	12334 15%	10198 15%	13494 16%	5034 15%	2056 8%	657 8%	274 5%	0 0%	459 3%
	232	9	42	56	43	51	16	7	5	1	0	2
Row / Town house	38669 10%	776 8%	6215 12%	11006 13%	8506 12%	6080 7%	2996 9%	1771 7%	404 5%	467 9%	173 7%	276 2%
	186	4	34	62	33	29	11	6	3	1	1	2
Apartment	47816 12%	1160 13%	5669 11%	12875 16%	9310 13%	10017 12%	2211 7%	2839 11%	0 0%	0 0%	267 11%	3467 26%
	184	5	21	46	35	40	13	13	0	0	2	9
It depends	273 0%	0 0%	0 0%	0 0%	0 0%	0 0%	273 1%	0 0%	0 0%	0 0%	0 0%	0 0%
	1	0	0	0	0	0	1	0	0	0	0	0

Table 41 : Type of home searching for by Total household income

[illegible]

Table 42 : Type of home searching for by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	463158	187517	275640
Number of respondents :	2403	1189	1214
Single detached home	275252 59% 1609	136254 73% ++++ 914	138998 50% ---- 695
Semi-detached home / duplex	67227 15% 272	16298 9% ---- 85	50928 18% ++++ 187
Row / Town house	44156 10% 212	9904 5% ---- 62	34252 12% ++++ 150
Apartment	55897 12% 215	18034 10% --- 87	37862 14% +++ 128
It depends	1263 0% 4	359 0% 1	904 0% 3
Other	5330 1% 24	1940 1% 11	3390 1% 13

Table 42 : Type of home searching for by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	463158	187517	275640
Number of respondents :	2403	1189	1214
DK	14032 3%	4727 3%	9305 3%
	67	29	38
No answer	0 0%	0 0%	0 0%
	0	0	0

Table 43 : Type of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454933	88962	143582	85965	136424	180877	273527
Number of respondents :	2373	337	785	506	745	1030	1341
Single detached home	272088 60%	29379 33% ----	84790 59%	58420 68% ++++	99500 73% ++++	130923 72% ++++	140637 51% ----
	1596	129	507	368	592	802	792
Semi-detached home / duplex	65271 14%	16022 18% ++	19307 13%	9880 11% --	20062 15%	26933 15%	38338 14%
	267	49	89	49	80	115	152
Row/ town house	43707 10%	13554 15% ++++	14832 10%	6477 8% -	8845 6% ----	12299 7% ----	31408 11% ++++
	210	60	72	39	39	60	150
Apartment	54252 12%	25499 29% ++++	17206 12%	6292 7% ----	5254 4% ----	4721 3% ----	49531 18% ++++
	209	84	79	28	18	22	187
It depends	848 0%	0 0%	0 0%	632 1% +++	216 0%	489 0%	359 0%
	3	0	0	2	1	2	1
Other	5330 1%	942 1%	2245 2%	986 1%	1156 1%	1910 1%	3420 1%
	24	3	11	5	5	8	16

Table 43 : Type of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454933	88962	143582	85965	136424	180877	273527
Number of respondents :	2373	337	785	506	745	1030	1341
DK	13435 3%	3565 4%	5202 4%	3277 4%	1391 1%	3601 2%	9834 4%
	64 ----	12 --	27 ++	15 43	10 21	21 43	43 43
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 44 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	440169	20023	123516	143551	92389	42500	18188
Number of respondents :	2297	105	670	729	472	226	95
Single detached home	262838 60%	11721 59%	71364 58%	92098 64%	56372 61%	23508 55%	7775 43%
	1543	68	451	+++ 522	323	136	---- 43
Semi-detached home / duplex	63201 14%	3472 17%	22130 18%	18048 13%	12456 13%	5330 13%	1766 10%
	258	14	+++ 87	- 79	44	25	9
Row / Town house	42243 10%	2728 14%	12368 10%	14006 10%	8339 9%	3020 7%	1783 10%
	207	15	60	62	40	23	7
Apartment	53513 12%	1409 7%	11489 9%	14504 10%	12648 14%	8140 19%	5324 29%
	205	5	--- 45	-- 45	50	++++ 30	++++ 30
It depends	632 0%	359 2%	0 0%	273 0%	0 0%	0 0%	0 0%
	2	++++ 1	0	1	0	0	0

Table 44 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	440169	20023	123516	143551	92389	42500	18188
Number of respondents :	2297	105	670	729	472	226	95
Other	5126 1%	335 2%	2304 2% ++	1526 1%	251 0% --	330 1%	380 2%
	23	2	10	6	1	2	2
DK	12615 3%	0 0% -	3862 3%	3095 2%	2323 3%	2173 5% ++	1161 6% ++
	59	0	17	14	14	10	4
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 45 : Size of home searching for by Price of house searching for

	Total	Price range of next home ?												
		Less Than \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$500K	\$500K to less than \$700K	\$700K and more	DK / NR
Population :	461862	5600	2816	15374	15995	42134	23098	73528	72022	84447	28383	21033	11663	65770
Number of respondents :	2398	26	23	87	90	257	143	435	346	369	146	104	57	315
Up to 1200 sq ft	83346 18%	1326 24%	845 30%	5151 34%	6677 42%	13860 33%	6209 27%	18565 25%	9569 13%	9872 12%	2536 9%	160 1%	855 7%	7721 12%
	373	5	6	++++ 25	++++ 34	++++ 59	+++ 34	++++ 85	-- 41	---- 32	--- 8	---- 1	-- 6	--- 37
1201-2000 sq ft	155291 34%	930 17%	159 6%	2409 16%	2586 16%	8148 19%	8774 38%	28339 39%	37246 52%	35302 42%	8737 31%	5702 27%	2857 24%	1410 2
	853	5	3	---- 15	---- 18	---- 70	61	++ 191	++++ 181	++++ 163	43	26	8	21% ---- 69
2001-3000 sq ft	64306 14%	564 10%	325 12%	301 2%	429 3%	1808 4%	710 3%	4022 5%	6970 10%	19950 24%	11762 41%	8706 41%	2582 22%	6177 9%
	385	2	2	--- 6	--- 5	---- 17	---- 9	---- 28	-- 49	++++ 104	++++ 69	++++ 44	+ 15	-- 35
Over 3000 sq ft	23677 5%	206 4%	0 0%	222 1%	283 2%	1635 4%	246 1%	3267 4%	1583 2%	851 1%	2247 8%	4339 21%	4658 40%	4141 6%
	124	1	0	2	1	7	-- 1	14	--- 9	---- 10	8%	++++ 26	++++ 21	19

Table 45 : Size of home searching for by Price of house searching for

	Total	Price range of next home ?												
		Less Than \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$500K	\$500K to less than \$700K	\$700K and more	DK / NR
Population :	461862	5600	2816	15374	15995	42134	23098	73528	72022	84447	28383	21033	11663	65770
Number of respondents :	2398	26	23	87	90	257	143	435	346	369	146	104	57	315
DK	128198 28%	2516 45%	1141 41%	7266 47%	5765 36%	15126 36%	7126 31%	18480 25%	15133 21%	17656 21%	3101 11%	2126 10%	712 6%	3205 0
	631	12	11	++++ 38	+ 31	+++ 96	37	113	61	57	13	7	7	49% +++ + 148
No answer	7044 2%	57 1%	346 12%	25 0%	255 2%	1557 4%	34 0%	854 1%	1521 2%	816 1%	0 0%	0 0%	0 0%	1580 2%
	32	1	1	1	1	+++ 8	1	4	5	3	0	0	0	7
Valid number	327351	3027	1329	8083	9976	25451	15938	54194	55369	65975	25282	18907	10951	32140
Mean :	1899.22	1681.77	1371.33	1370.69	1303.69	1517.92	1533.88	1660.22	1774.93	1967.74	2337.81	2730.21	2991.12	1991.31
Std. Deviation :	874.21	838.84	631.89	748.12	674.56	964.87	582.72	852.35	621.36	590.99	770.44	854.64	1235.78	991.91

Table 46 : Size of home searching for by Type of house searching for ( New/ Pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	419772	141622	266828	3437	7885
Number of respondents :	2190	728	1404	20	38
Up to 1200 sq ft	75361 18%	19705 14%	52605 20%	218 6%	2833 36%
	344 ----	90 ----	241 +++	1	12 +++
1201-2000 sq ft	141843 34%	49346 35%	89059 33%	1257 37%	2181 28%
	786	267	498	9	12
2001-3000 sq ft	61605 15%	27967 20%	32891 12%	364 11%	384 5%
	361 ++++	166 ++++	189 ----	3	3 -
Over 3000 sq ft	22365 5%	11038 8%	10542 4%	470 14%	314 4%
	116 ++++	61 ++++	50 ----	2	3
DK	112684 27%	31388 22%	77995 29%	1128 33%	2173 28%
	556 -----	135 -----	408 +++++	5	8

Table 46 : Size of home searching for by Type of house searching for ( New/ Pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	419772	141622	266828	3437	7885
Number of respondents :	2190	728	1404	20	38
No answer	5913 1%	2178 2%	3736 1%	0 0%	0 0%
	27	9	18	0	0
Valid number :	327351	108056	185097	2309	5712
Mean :	1899.22	2068.86	1824.43	2361.30	1507.37
Std. Deviation :	874.21	918.54	820.18	1360.46	874.20

Table 47 : Size of home searching for Type of house searching for ( structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	448561	274781	67227	44156	55804	1263	5330
Number of respondents :	2333	1607	272	212	214	4	24
Up to 1200 sq ft	79529 18% ----- 360	23653 9% ----- 150	11403 17% ----- 45	12684 29% +++++ 51	30589 55% +++++ 110	273 22% ----- 1	927 17% ----- 3
1201-2000 sq ft	153107 34% ----- 837	95948 35% ----- 583	24325 36% ----- 98	18192 41% ++ 91	12226 22% ----- 54	0 0% ----- 0	2415 45% ----- 11
2001-3000 sq ft	64537 14% ----- 382	57872 21% +++++ 353	4544 7% ----- 18	1781 4% ----- 7	163 0% ----- 3	0 0% ----- 0	178 3% ----- 1
Over 3000 sq ft	23677 5% ----- 124	18083 7% +++ 104	3308 5% ----- 14	250 1% --- 1	1231 2% -- 2	359 28% ----- 1	446 8% ----- 2
DK	121388 27% ----- 601	74283 27% ----- 394	23029 34% +++ 94	10832 25% ----- 60	11249 20% -- 44	631 50% ----- 2	1364 26% ----- 7

Table 47 : Size of home searching for Type of house searching for ( structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	448561	274781	67227	44156	55804	1263	5330
Number of respondents :	2333	1607	272	212	214	4	24
No answer	6323 1%	4941 2%	619 1%	417 1%	346 1%	0 0%	0 0%
	29	+ 23	3	2	1	0	0
Valid number :	327351	195557	43579	32906	44209	632	3967
Mean :	1899.22	2159.52	1803.53	1481.69	1225.47	2788.68	1791.74
Std. Deviation :	874.21	859.31	876.53	540.81	586.61	1388.33	911.54

Table 48 : Size of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	417060	85622	285901	40707	2086	2743
Number of respondents :	2166	463	1434	246	12	11
Up to 1200 sq ft	78254 19%	12621 15%	57638 20%	7780 19%	27 1%	189 7%
	--	--	++			
	349	59	253	34	1	2
1201-2000 sq ft	140340 34%	35402 41%	92601 32%	10961 27%	609 29%	768 28%
	++++	-	--			
	779	194	505	70	5	5
2001-3000 sq ft	60662 15%	15058 18%	37391 13%	7048 17%	1165 56%	0 0%
	++	---				
	356	97	206	49	4	0
Over 3000 sq ft	22021 5%	5543 6%	11725 4%	4445 11%	0 0%	308 11%
	----	----	----	++++		
	116	33	57	25	0	1
DK	109691 26%	15498 18%	82704 29%	9725 24%	286 14%	1478 54%
	----	++++				
	537	72	397	63	2	3

Table 48 : Size of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	417060	85622	285901	40707	2086	2743
Number of respondents :	2166	463	1434	246	12	11
No answer	6090 1%	1500 2%	3842 1%	748 2%	0 0%	0 0%
	29	8	16	5	0	0
Valid number :	327351	68624	199355	30234	1800	1264
Mean :	1899.22	1987.21	1837.51	2101.18	2390.75	2433.14
Std. Deviation :	874.21	874.09	846.05	1035.92	615.35	1483.82

Table 49 : Size of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	385618	9205	51449	82394	69704	84279	33579	25433	8653	5332	2484	13106
Number of respondents :	2011	43	265	425	341	441	181	135	70	27	19	64
Up to 1200 sq ft	71708 19%	1566 17%	12633 25%	17953 22%	15914 23%	12671 15%	4587 14%	3647 14%	801 9%	1093 20%	65 3%	779 6%
	318	8	+++ 56	+ 83	++ 68	-- 58	- 17	-- 15	-- 5	3	1	---
1201-2000 sq ft	135498 35%	2236 24%	10797 21%	25817 31%	26008 37%	36511 43%	14057 42%	10314 41%	3454 40%	1559 29%	1032 42%	3713 28%
	742	10	---- 65	- 148	133	++++ 203	++ 73	51	26	9	8	16
2001-3000 sq ft	53944 14%	695 8%	2542 5%	5465 7%	8088 12%	14744 17%	7761 23%	6458 25%	1917 22%	1311 25%	1256 51%	3707 28%
	313	3	---- 15	---- 32	39	++ 70	++++ 53	++++ 43	++ 19	10	8	++++ 21
Over 3000 sq ft	18234 5%	414 4%	1820 4%	2001 2%	2291 3%	3344 4%	1451 4%	1432 6%	567 7%	838 16%	132 5%	3943 30%
	99	1	7	-- 14	11	19	9	11	3	3	2	++++ 19
DK	100780 26%	3957 43%	22797 44%	29419 36%	16698 24%	15196 18%	5723 17%	3581 14%	1914 22%	531 10%	0 0%	964 7%
	515	++ 20	++++ 117	++++ 139	87	---- 85	--- 29	---- 15	17	2	0	---- 4

Table 49 : Size of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	385618	9205	51449	82394	69704	84279	33579	25433	8653	5332	2484	13106
Number of respondents :	2011	43	265	425	341	441	181	135	70	27	19	64
No answer	5453 1%	336 4%	860 2%	1740 2%	704 1%	1814 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	24	1	5	9	3	6	0	0	0	0	0	0
Valid number	327351	4911	27793	51236	52301	67269	27856	21852	6738	4801	2484	12143
Mean :	1899.22	1868.41	1581.59	1668.15	1727.93	1917.19	1996.54	2057.80	2167.08	2208.93	2420.46	2784.27
Std. Deviation :	874.21	1087.07	824.01	782.86	764.85	803.38	772.78	816.75	767.75	838.99	653.26	1115.91

Table 50 : Size of home searching for by Own/ Rent

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	462593	187457	275136	0	0
Number of respondents :	2400	1188	1212	0	0
Up to 1200 sq ft	83346 18% 373	22765 12% ---- 140	60581 22% ++++ 233	0 0% 0	0 0% 0
1201-2000 sq ft	155400 34% 854	73545 39% ++++ 468	81855 30% ---- 386	0 0% 0	0 0% 0
2001-3000 sq ft	64928 14% 386	43905 23% ++++ 296	21023 8% ---- 90	0 0% 0	0 0% 0
Over 3000 sq ft	23677 5% 124	14802 8% ++++ 86	8875 3% ---- 38	0 0% 0	0 0% 0
DK	128198 28% 631	29438 16% ---- 187	98760 36% ++++ 444	0 0% 0	0 0% 0
No answer	7044 2% 32	3001 2% 11	4042 1% 21	0 0% 0	0 0% 0

Table 50 : Size of home searching for by Own/ Rent

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	462593	187457	275136	0	0
Number of respondents :	2400	1188	1212	0	0
Valid number :	327351	155017	172334	0	0
Mean :	1899.22	2118.45	1702.01	*	*
Std. Deviation :	874.21	871.51	828.47	*	*

Table 51 : Size of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454368	88962	143077	85965	136364	180877	272962
Number of respondents :	2370	337	783	506	744	1030	1338
Up to 1200 sq ft	82241	35870	22874	12667	10831	17584	64561
	18%	40%	16%	15%	8%	10%	24%
		++++	-	--	----	----	++++
	367	119	122	67	59	96	270
1201-2000 sq ft	152808	24930	56785	32006	39087	58699	94109
	34%	28%	40%	37%	29%	32%	34%
		--	++++	+	----		
	846	101	319	207	219	346	500
2001-3000 sq ft	64404	3587	15285	14338	31194	36768	27204
	14%	4%	11%	17%	23%	20%	10%
		----	----	+	++++	++++	----
	384	16	96	81	191	228	155
Over 3000 sq ft	23153	2295	6667	4975	9216	11246	11907
	5%	3%	5%	6%	7%	6%	4%
		--			++	++	--
	122	7	31	25	59	71	51
DK	125365	21944	39398	19563	44461	53212	72153
	28%	25%	28%	23%	33%	29%	26%
				---	++++		
	621	93	203	115	210	274	347
No answer	6397	336	2069	2417	1575	3368	3029
	1%	0%	1%	3%	1%	2%	1%
		-		+++			
	30	1	12	11	6	15	15

Table 51 : Size of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454368	88962	143077	85965	136364	180877	272962
Number of respondents :	2370	337	783	506	744	1030	1338
Valid number :	327351	66682	101611	63985	90328	124297	197781
Mean :	1899.22	1429.67	1859.52	1966.60	2245.66	2150.75	1741.27
Std. Deviation :	874.21	688.98	866.90	815.51	877.75	859.77	844.99

Table 52 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	439605	19931	123456	143140	92389	42500	18188
Number of respondents :	2294	104	669	728	472	226	95
Up to 1200 sq ft	81046 18%	972 5%	23046 19%	23430 16%	19407 21%	7989 19%	6203 34%
	-----	-----	-----	-			++++
	358	5	109	96	77	36	35
1201-2000 sq ft	147235 33%	5496 28%	44871 36%	45997 32%	29119 32%	15895 37%	5857 32%
	-----	-----	+				
	822	32	249	246	161	104	30
2001-3000 sq ft	63222 14%	1493 7%	13494 11%	27066 19%	15638 17%	4729 11%	802 4%
	-----	--	---	++++	+		---
	372	7	84	151	95	26	9
Over 3000 sq ft	22504 5%	659 3%	5900 5%	6649 5%	5673 6%	3108 7%	515 3%
	-----	-----	-----	-----	-----	-----	-----
	118	2	31	41	30	12	2
DK	119547 27%	10851 54%	35012 28%	37765 26%	21063 23%	10044 24%	4812 26%
	-----	++++			--		
	598	56	187	186	104	46	19
No answer	6050 1%	458 2%	1132 1%	2234 2%	1490 2%	736 2%	0 0%
	26	2	9	8	5	2	0

Table 52 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	439605	19931	123456	143140	92389	42500	18188
Number of respondents :	2294	104	669	728	472	226	95
Valid number :	327351	8621	87312	103141	69837	31720	13376
Mean :	1899.22	1944.03	1854.69	1967.73	1935.32	1866.95	1508.53
Std. Deviation :	874.21	907.47	904.17	844.02	915.57	838.11	672.32

Table 53 : Price of home searching for by Type of house searching for ( new/ pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	419606	142093	266189	3437	7885
Number of respondents :	2191	730	1403	20	38
Under \$75K	5261 1%	1334 1%	3927 1%	0 0%	0 0%
	25	7	18	0	0
\$75K to less than \$100K	2454 1%	509 0%	1907 1%	37 1%	0 0%
	20	3	16	1	0
\$100K to less than \$125K	14871 4%	2786 2%	12086 5%	0 0%	0 0%
	84	16	68	0	0
\$125K to less than \$150K	15317 4%	4527 3%	10790 4%	0 0%	0 0%
	86	22	64	0	0
\$150K to less than \$175K	38080 9%	10228 7%	26382 10%	298 9%	1173 15%
	233	61	164	2	6

Table 53 : Price of home searching for by Type of house searching for ( new/ pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	419606	142093	266189	3437	7885
Number of respondents :	2191	730	1403	20	38
\$175K to less than \$200K	20482 5%	7615 5%	12211 5%	196 6%	460 6%
	129	38	89	1	1
\$200K to less than \$250K	65554 16%	22908 16%	38767 15%	1093 32%	2786 35%
	398	139	- 243	5	++++ 11
\$250K to less than \$300K	66645 16%	22866 16%	43015 16%	288 8%	476 6%
	322	112	205	2	- 3
\$300K to less than \$400K	77314 18%	29849 21%	46114 17%	0 0%	1351 17%
	339	++ 130	- 202	0	7
\$400K to less than \$500K	27538 7%	10037 7%	16803 6%	609 18%	89 1%
	138	54	80	3	1

Table 53 : Price of home searching for by Type of house searching for ( new/ pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	419606	142093	266189	3437	7885
Number of respondents :	2191	730	1403	20	38
\$500K to less than \$700K	18879 4%	8505 6% ++	9972 4% --	189 5%	213 3%
	95	39	52	3	1
\$700K and more	11332 3%	3774 3%	7067 3%	0 0%	492 6%
	54	21	29	0	4
DK / NR	55877 13%	17155 12%	37149 14%	727 21%	847 11%
	268	88	173	3	4

Table 54 : Price of home searching for by Type of house searching for ( structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	448395	274521	67227	44156	55897	1263	5330
Number of respondents :	2334	1607	272	212	215	4	24
Under \$75K	5600 1%	3689 1%	501 1%	250 1%	1159 2%	0 0%	0 0%
	26	18	4	2	2	0	0
\$75K to less than \$100K	2816 1%	1409 1%	622 1%	87 0%	698 1%	0 0%	0 0%
	23	13	4	2	4	0	0
\$100K to less than \$125K	14852 3%	8415 3%	1504 2%	1502 3%	3431 6% ++	0 0%	0 0%
	84	53	10	8	13	0	0
\$125K to less than \$150K	15814 4%	7723 3%	1231 2%	923 2%	5938 11% ++++	0 0%	0 0%
	88	-- 56	- 6	6	20	0	0
\$150K to less than \$175K	41336 9%	20781 8%	7629 11%	5632 13%	6756 12%	216 17%	321 6%
	255	---- 154	+ 37	32	30	1	1

Table 54 : Price of home searching for by Type of house searching for ( structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	448395	274521	67227	44156	55897	1263	5330
Number of respondents :	2334	1607	272	212	215	4	24
\$175K to less than \$200K	22528 5%	14936 5%	3095 5%	2201 5%	2296 4%	0 0%	0 0%
	140	95	18	16	11	0	0
\$200K to less than \$250K	71145 16%	36581 13%	10360 15%	9634 22%	12852 23%	688 55%	1030 19%
	423	266 ----	49	52 ++	49 +++	2	5
\$250K to less than \$300K	70227 16%	37300 14%	16531 25%	8205 19%	7263 13%	0 0%	929 17%
	337	219 ----	58 ++++	27	29	0	4
\$300K to less than \$400K	82764 18%	57701 21%	11320 17%	6613 15%	6578 12%	0 0%	553 10%
	366	281 ++++	35	28	19 ---	0	3
\$400K to less than \$500K	27748 6%	23490 9%	1766 3%	297 1%	949 2%	0 0%	1246 23%
	142	122 ++++	6 ---	4 ----	5 ---	0	5
\$500K to less than \$700K	20604 5%	16715 6%	1586 2%	1172 3%	854 2%	0 0%	277 5%
	102	85 ++++	7 -	6	3 --	0	1

Table 54 : Price of home searching for by Type of house searching for ( structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	448395	274521	67227	44156	55897	1263	5330
Number of respondents :	2334	1607	272	212	215	4	24
\$700K and more	11663 3%	8091 3%	703 1%	984 2%	1777 3%	0 0%	109 2%
	57	46	1	5	4	0	1
DK/NR	61298 14%	37690 14%	10379 15%	6657 15%	5346 10%	359 28%	866 16%
	291	199	37	24	26	1	4

Table 55 : Price of home searching for by Size of house searching for ( sq ft)

	Total	Size of home looking for/intending to purchase ( sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	326621	83346	155291	64306	23677
Number of respondents :	1735	373	853	385	124
Under \$75K	3027 1%	1326 2%	930 1%	564 1%	206 1%
	13	5	5	2	1
\$75K to less than \$100K	1329 0%	845 1% ++	159 0% -	325 1%	0 0%
	11	6	3	2	0
\$100K to less than \$125K	8083 2%	5151 6% ++++	2409 2% --	301 0% ---	222 1%
	48	25	15	6	2
\$125K to less than \$150K	9976 3%	6677 8% ++++	2586 2% ---	429 1% ---	283 1%
	58	34	18	5	1
\$150K to less than \$175K	25451 8%	13860 17% ++++	8148 5% ----	1808 3% ----	1635 7%
	153	59	70	17	7
\$175K to less than \$200K	15938 5%	6209 7% +++	8774 6%	710 1% ----	246 1% --
	105	34	61	9	1

Table 55 : Price of home searching for by Size of house searching for ( sq ft)

	Total	Size of home looking for/intending to purchase ( sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	326621	83346	155291	64306	23677
Number of respondents :	1735	373	853	385	124
\$200K to less than \$250K	54194 17%	18565 22%	28339 18%	4022 6%	3267 14%
	318	85	191	28	14
\$250K to less than \$300K	55369 17%	9569 11%	37246 24%	6970 11%	1583 7%
	280	41	181	49	9
\$300K to less than \$400K	65975 20%	9872 12%	35302 23%	19950 31%	851 4%
	309	32	163	104	10
\$400K to less than \$500K	25282 8%	2536 3%	8737 6%	11762 18%	2247 9%
	133	8	43	69	13
\$500K to less than \$700K	18907 6%	160 0%	5702 4%	8706 14%	4339 18%
	97	1	26	44	26
\$700K and more	10951 3%	855 1%	2857 2%	2582 4%	4658 20%
	50	6	8	15	21

Table 55 : Price of home searching for by Size of house searching for ( sq ft)

	Total	Size of home looking for/intending to purchase ( sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	326621	83346	155291	64306	23677
Number of respondents :	1735	373	853	385	124
DK/NR	32140 10%	7721 9%	14102 9%	6177 10%	4141 17%
	160	37	69	35	+++ 19

Table 56 : Price of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	416893	85682	285674	40707	2086	2743
Number of respondents :	2167	464	1434	246	12	11
Under \$75K	5162 1%	0 0%	2642 1%	2520 6%	0 0%	0 0%
	---	---	--	++++		
	24	0	13	11	0	0
\$75K to less than \$100K	2816 1%	333 0%	2087 1%	396 1%	0 0%	0 0%
	23	3	16	4	0	0
\$100K to less than \$125K	13803 3%	659 1%	9615 3%	3529 9%	0 0%	0 0%
	---	---		++++		
	76	7	51	18	0	0
\$125K to less than \$150K	15928 4%	1698 2%	11005 4%	3167 8%	0 0%	58 2%
	---	--		++++		
	88	12	58	17	0	1
\$150K to less than \$175K	37279 9%	7585 9%	23176 8%	5994 15%	216 10%	308 11%
	---		--	++++		
	230	47	145	36	1	1
\$175K to less than \$200K	20803 5%	5870 7%	13216 5%	1585 4%	0 0%	131 5%
	---	++				
	128	29	84	14	0	1

Table 56 : Price of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	416893	85682	285674	40707	2086	2743
Number of respondents :	2167	464	1434	246	12	11
\$200K to less than \$250K	67198 16%	15545 18%	44999 16%	5649 14%	680 33%	324 12%
	393	90	260	37	4	2
\$250K to less than \$300K	63409 15%	15932 19%	43040 15%	3825 9%	85 4%	526 19%
	313	++ 89	---	23	2	2
\$300K to less than \$400K	77848 19%	17886 21%	54017 19%	4893 12%	144 7%	908 33%
	340	82	225	30	1	2
\$400K to less than \$500K	26492 6%	5279 6%	20343 7%	804 2%	66 3%	0 0%
	137	32	++ 96	---	1	0
\$500K to less than \$700K	19339 5%	2937 3%	13953 5%	1311 3%	825 40%	314 11%
	96	16	67	10	2	1
\$700K and more	11399 3%	2230 3%	8512 3%	657 2%	0 0%	0 0%
	53	7	39	7	0	0

Table 56 : Price of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	416893	85682	285674	40707	2086	2743
Number of respondents :	2167	464	1434	246	12	11
DK/NR	55417 13%	9729 11%	39068 14%	6376 16%	70 3%	173 6%
	266	50	183	31	1	1

Table 57 : Price of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	385040	9205	51449	82487	69704	84279	33471	25433	8713	5332	2484	12484
Number of respondents :	2011	43	265	426	341	441	180	135	71	27	19	63
Under \$75K	4645 1%	172 2%	1620 3% +++	1363 2%	1383 2%	67 0%	40 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	22	3	6	6	4	2	1	0	0	0	0	0
\$75K to less than \$100K	2439 1%	0 0%	1041 2% +++	582 1%	346 0%	97 0%	57 0%	0 0%	0 0%	0 0%	0 0%	317 3% +
	19	0	9	6	1	1	1	0	0	0	0	1
\$100K to less than \$125K	14397 4%	1368 15%	4741 9% ++++	4714 6% ++	802 1% ---	2382 3% ---	0 0% ---	31 0% --	359 4%	0 0%	0 0%	0 0%
	83	5	32	23	7	12	0	1	3	0	0	0
\$125K to less than \$150K	15112 4%	681 7%	3424 7% ++	5649 7% ++++	3364 5%	1619 2% --	0 0% ---	375 1% -	0 0%	0 0%	0 0%	0 0%
	82	3	21	30	16	10	0	2	0	0	0	0
\$150K to less than \$175K	37313 10%	1285 14%	10038 20% ++++	10768 13% +++	7856 11%	4639 6% ----	1129 3% ---	1238 5% --	362 4%	0 0%	0 0%	0 0% ---
	232	7	46	74	45	41	9	7	3	0	0	0
\$175K to less than \$200K	20779 5%	0 0%	2534 5%	6448 8% ++	4876 7%	3277 4%	1393 4%	1527 6%	534 6%	128 2%	0 0%	62 0% -
	132	0	19	36	34	24	7	5	4	2	0	1

Table 57 : Price of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	385040	9205	51449	82487	69704	84279	33471	25433	8713	5332	2484	12484
Number of respondents :	2011	43	265	426	341	441	180	135	71	27	19	63
\$200K to less than \$250K	66656 17%	1482 16%	8822 17%	12759 15%	14825 21%	15621 19%	5641 17%	5404 21%	940 11%	368 7%	288 12%	508 4%
	384	8	48	86	++ 75	97	31	19	9	2	4	---
\$250K to less than \$300K	61778 16%	853 9%	4465 9%	15679 19%	10177 15%	17681 21%	7526 22%	3562 14%	570 7%	331 6%	617 25%	317 3%
	303	4	----	+ 63	48	+++ 90	++ 44	22	-- 8	2	3	---
\$300K to less than \$400K	73197 19%	999 11%	4872 9%	10401 13%	14503 21%	20659 25%	8264 25%	6888 27%	2307 26%	975 18%	519 21%	2811 23%
	312	4	----	----	53	++++ 77	++ 36	++ 35	20	7	7	12
\$400K to less than \$500K	23198 6%	185 2%	742 1%	1616 2%	3272 5%	6364 8%	4112 12%	2696 11%	1410 16%	1524 29%	83 3%	1195 10%
	123	1	----	----	15	30	++++ 23	++ 22	++++ 7	5	2	9
\$500K to less than \$700K	15967 4%	534 6%	252 0%	1879 2%	1389 2%	3188 4%	1678 5%	2084 8%	792 9%	1391 26%	728 29%	2053 16%
	83	1	---	-- 8	-- 9	14	9	++ 10	++ 8	7	2	++++ 14
\$700K and more	9025 2%	0 0%	960 2%	1571 2%	512 1%	301 0%	70 0%	821 3%	726 8%	0 0%	0 0%	4065 33%
	45	0	5	4	-- 4	---	-- 1	5	++++ 5	0	0	++++ 16

Table 57 : Price of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	385040	9205	51449	82487	69704	84279	33471	25433	8713	5332	2484	12484
Number of respondents :	2011	43	265	426	341	441	180	135	71	27	19	63
DK/NR	40533 11%	1646 18%	7937 15% +++	9057 11%	6402 9%	8385 10%	3562 11%	808 3% ---	713 8%	614 12%	250 10%	1158 9%
	191	7	37	44	30	38	18	7	4	2	1	3

Table 58 : Price of home searching for by Own/ Rent			
	Total	Own or rent current home	
		Own	Rent
Population :	462427	186786	275640
Number of respondents :	2401	1187	1214
Under \$75K	5600 1%	76 0%	5524 2%
	26 ----	2 ----	24 ++++
\$75K to less than \$100K	2816 1%	934 0%	1882 1%
	23 ----	9 ----	14 ----
\$100K to less than \$125K	15434 3%	2094 1%	13340 5%
	88 ----	22 ----	66 ++++
\$125K to less than \$150K	16406 4%	2341 1%	14065 5%
	91 ----	24 ----	67 ++++
\$150K to less than \$175K	42227 9%	8414 5%	33812 12%
	258 ----	72 ----	186 ++++
\$175K to less than \$200K	23098 5%	6673 4%	16425 6%
	143 ----	54 ---	89 +++

Table 58 : Price of home searching for by Own/ Rent			
	Total	Own or rent current home	
		Own	Rent
Population :	462427	186786	275640
Number of respondents :	2401	1187	1214
\$200K to less than \$250K	73528 16%	27256 15%	46272 17%
	435	197	238
\$250K to less than \$300K	72022 16%	31897 17%	40126 15%
	346	192	154
\$300K to less than \$400K	84447 18%	40410 22%	44037 16%
	369	224	145
\$400K to less than \$500K	28383 6%	18496 10%	9887 4%
	146	115	31
\$500K to less than \$700K	21033 5%	14238 8%	6795 2%
	104	82	22
\$700K and more	11663 3%	7516 4%	4147 2%
	57	41	16

Table 58 : Price of home searching for by Own/ Rent			
	Total	Own or rent current home	
		Own	Rent
Population :	462427	186786	275640
Number of respondents :	2401	1187	1214
DK/NR	65770 14%	26441 14%	39328 14%
	315	153	162

Table 59 : Price of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454202	88962	143473	85965	135801	180255	273418
Number of respondents :	2371	337	784	506	744	1029	1340
Under \$75K	5600	1944	464	773	2420	2980	2619
	1%	2%	0%	1%	2%	2%	1%
	26	+	---	5	8	12	14
\$75K to less than \$100K	2816	387	1540	738	150	680	2136
	1%	0%	1%	1%	0%	0%	1%
	23	2	+	6	--	8	15
\$100K to less than \$125K	15434	6576	3217	3216	2426	4723	10711
	3%	7%	2%	4%	2%	3%	4%
	88	++++	--	21	---	-	+
\$125K to less than \$150K	16072	4261	5896	2654	3261	5266	10806
	4%	5%	4%	3%	2%	3%	4%
	89	20	26	19	--	36	53
\$150K to less than \$175K	41965	13509	13772	8637	6048	13817	28148
	9%	15%	10%	10%	4%	8%	10%
	257	++++	94	61	----	--	++
\$175K to less than \$200K	23098	6129	7756	3782	5432	7571	15527
	5%	7%	5%	4%	4%	4%	6%
	143	+	43	28	40	54	+
		32					89

Table 59 : Price of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454202	88962	143473	85965	135801	180255	273418
Number of respondents :	2371	337	784	506	744	1029	1340
\$200K to less than \$250K	72931	17506	22473	13373	19579	25122	47809
	16%	20%	16%	16%	14%	14%	17%
		++				--	++
	432	73	146	89	124	165	267
\$250K to less than \$300K	70262	11807	24051	13504	20901	27039	43223
	15%	13%	17%	16%	15%	15%	16%
	341	42	125	75	99	146	195
\$300K to less than \$400K	83058	12428	27019	13821	29791	34378	48152
	18%	14%	19%	16%	22%	19%	18%
		--			+++		
	364	37	116	68	143	169	193
\$400K to less than \$500K	27484	3323	6248	6869	11044	14681	12803
	6%	4%	4%	8%	8%	8%	5%
		--	--	++	+++	++++	----
	144	9	38	32	65	84	60
\$500K to less than \$700K	21033	2475	6036	4737	7784	9692	11341
	5%	3%	4%	6%	6%	5%	4%
		-			+		
	104	6	26	24	48	56	48
\$700K and more	11663	1656	3920	1864	4223	5764	5899
	3%	2%	3%	2%	3%	3%	2%
	57	5	17	13	22	27	30

Table 59 : Price of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	454202	88962	143473	85965	135801	180255	273418
Number of respondents :	2371	337	784	506	744	1029	1340
DK/NR	62784	6962	21083	11995	22744	28542	34242
	14%	8%	15%	14%	17%	16%	13%
	303	28	107	65	103	134	169

Table 60 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	439438	20023	123407	142929	92389	42500	18188
Number of respondents :	2295	105	669	728	472	226	95
Under \$75K	5600 1%	447 2%	1269 1%	2101 1%	1109 1%	86 0%	587 3%
	26	2	7	9	5	1	2
\$75K to less than \$100K	2594 1%	479 2% ++	429 0%	678 0%	362 0%	646 2% +	0 0%
	22	2	8	5	3	4	0
\$100K to less than \$125K	15434 4%	902 5%	4634 4%	5489 4%	2849 3%	1066 3%	496 3%
	88	4	31	29	15	5	4
\$125K to less than \$150K	16270 4%	651 3%	3533 3%	5095 4%	4138 4%	2239 5%	614 3%
	89	3	25	31	18	8	4
\$150K to less than \$175K	41264 9%	3249 16% ++	13824 11% +	11057 8% -	7034 8%	4962 12%	1137 6%
	252	22	85	72	41	26	6

Table 60 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	439438	20023	123407	142929	92389	42500	18188
Number of respondents :	2295	105	669	728	472	226	95
\$175K to less than \$200K	22582 5%	1753 9%	7267 6%	6798 5%	3245 4%	1869 4%	1649 9%
	142 +	10 +	49 +	43 -	23 -	11 +	6 +
\$200K to less than \$250K	71871 16%	4340 22%	20479 17%	26698 19%	14289 15%	3756 9%	2310 13%
	421 ++	25 ---	125 ---	139 ---	82 ---	32 ---	18 ---
\$250K to less than \$300K	68871 16%	2011 10%	25239 20%	18509 13%	15561 17%	5799 14%	1752 10%
	331 ++	9 ++	119 ++	90 --	71 --	33 --	9 --
\$300K to less than \$400K	80333 18%	1191 6%	21801 18%	29095 20%	15910 17%	8541 20%	3795 21%
	354 ----	6 ----	102 +	121 +	76 +	34 +	15 +
\$400K to less than \$500K	26160 6%	495 2%	5147 4%	10221 7%	7565 8%	1915 5%	817 4%
	139 --	3 --	26 --	53 +	36 ++	16 ++	5 ++
\$500K to less than \$700K	20069 5%	321 2%	4514 4%	5884 4%	5402 6%	3144 7%	804 4%
	100 ++	2 ++	20 ++	32 ++	27 ++	15 ++	4 ++

Table 60 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	439438	20023	123407	142929	92389	42500	18188
Number of respondents :	2295	105	669	728	472	226	95
\$700K and more	11438	204	953	4256	3923	1966	136
	3%	1%	1%	3%	4%	5%	1%
	56	3	7	18	20	6	2
DK/NR	56950	3980	14318	17047	11001	6512	4092
	13%	20%	12%	12%	12%	15%	23%
	275	14	65	86	55	35	20

Table 61 : Which of the following three categories best describes the size of your down payment on the home you are considering purchasing ?	
	Total
Population :	463158
Number of respondents :	2403
Les than 5% down payment	42540 9% 253
5% to 24% down payment	200789 43% 994
25% or more down payment	187305 40% 991
DK	26175 6% 129
No answer	6348 1% 36

Table 62 : What is the main source of the down payment ?

	Total
Population :	463158
Number of respondents :	2403
Savings	253381 55% 1236
Inheritance	10151 2% 46
Parents gift	8596 2% 35
Parents loan	4369 1% 21
Equity from present home	143772 31% 910
Investments ( stocks, bonds)	22903 5% 105
Bank loan / Credit Union loan /(Caisse Populaire)	28911 6% 129
RRSP's/ home buyers plan	57525 12% 241
Other source(s)	6414 1% 27
DK	15135 3% 61
No answer	11598 3% 60

Table 63 : What is the main source of the down payment ? (Frequencies to the first mention)	
	Total
First mention	
Population :	463158
Number of respondents :	2403
Savings	222355 48% 1086
Inheritance	7444 2% 32
Parents gift	4157 1% 22
Parents loan	2184 0% 8
Equity from present home	128815 28% 830
Investments ( stocks, bonds)	11644 3% 49
Bank loan/ credit union loan	17457 4% 76
RRSP's/ Home buyer's plan	37224 8% 159
Other sources	5145 1% 20
DK	15135 3% 61
No answer	11598 3% 60



# CONSUMER INTENTIONS TO RENOVATE

A Look at Tomorrow's Customer Today

Major Market Highlights  
Intentions Data Tables 2004



Canada

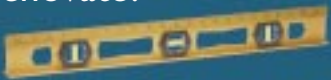
## Definitions

How do we define someone who intends to purchase?



Generally, households who are *ready to buy*, that is, those we judge to have strong intentions, 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 percent.

How do we define someone who intends to renovate?



Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next 12 months and the total cost will be \$1000 or more. Those *thinking about renovation* stated that they had a 50/50 chance of renovating in the next 12 months and the total cost will be \$1000 or more. A *possible/potential renovator* stated that they had a low chance of renovating in the next 12 months at a total cost of \$1000 or more. A *non-intender* stated they had no intentions to renovate.



Unless you own a crystal ball, how can you anticipate when, how and why consumers are planning to buy or renovate a home? In short, without huge resources, a proven methodology and detailed analysis, you can't. That's where we come in. CMHC is pleased to offer housing research to all those who can use it; lenders, realtors, builders, developers, planners, building suppliers, construction professionals, manufacturers, home buyers and more. It's called *Consumer Intentions to Buy or Renovate a Home*.

## The Right Information. Right Now.

Our survey is conducted using a carefully selected sample of approximately 4,000 households per city, and asking them about their plans for purchasing or renovating a home. The information is gathered on the type, size and price range of homes and is then classified by demographics, income, family size, tenure and locations within six cities: Vancouver, Calgary, Toronto, Ottawa, Montreal and Halifax. The survey was completed during the late fall of 2004 and collected intentions to buy or renovate in the following 12 months. See definitions section. We used the latest Census data released in 2001 to weight the results.

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 submarkets.

## Detailed Data for Your Market

To perform our analysis of the survey, we produce very detailed data tables. The tables provide much more information than what we can put in this report. If you are interested in details such as intenders by house size, price and location, or would like to perform your own analysis, or validate your own data, the tables can be purchased on CMHC's website at [www.cmhc.ca](http://www.cmhc.ca)

Detailed tables are available for home buying intentions and home renovation intentions for each of the six cities. Data tables are also available for the overall results. Data in the overall tables are weighted to be representative of the total population in the six cities.

The City of Ottawa was a funding partner for the Ottawa portion of the survey.

## Statistical Reliability of Data

This survey was conducted by telephone involving 25,483 respondents – between 3,513 to 5,382 randomly selected individuals in each of the six centres: Halifax, Montreal, Ottawa, Toronto, Calgary, and Vancouver. The survey results printed in this report summarize the findings for these six centres only. While the results may be indicative of consumer intentions in all of urban Canada, they cannot be representative of the entire country.

For each centre, the large (between 3,513 to 5,382) sample provides a theoretical error rate of between +/- 1.69% to 1.36%, 19 times out of 20. This is required in order to identify sufficiently large numbers of home buying and renovation “intenders”. Without the large sample, it would not be possible to provide such an extensive a profile by characteristics like income, family, age or preference for new, existing, by price, size, etc.

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.

Some columns and rows will not sum to 100% due to rounding or weighting and in some cases, subsetting.

Tables in this Data Report include missing values (i.e. “don’t know/no response”) in the column percentages when applicable.

Table 1 : Renovation intentions	
	Total
Population :	2771294
Number of respondents :	9651
No intention	1680943 61% 5592
Potential Renovator	64942 2% 226
Moderate ( thinking of renovating)	251160 9% 871
Strong ( Ready to renovate)	774250 28% 2962

Table 2 : Renovation intender profile – Residence	
	Total
Population :	1090351
Number of respondents :	4059
Calgary	104626 10% 805
Halifax	41979 4% 738
Montreal	289191 27% 741
Ottawa	80248 7% 783
Toronto	392729 36% 488
Vancouver	181578 17% 504

Table 3 : Renovation intender profile - Age	
	Total
Population :	1090350
Number of respondents :	4059
18 to 24	14869 1% 56
25 to 34	136286 12% 541
35 to 44	311643 29% 1214
45 to 54	324007 30% 1226
55 to 64	170070 16% 641
65 +	92809 9% 275
No answer	40667 4% 106
Valid number :	1049685
Mean :	47.18
Std. Deviation :	12.04

Table 4 : Renovation intender profile - Gender	
	Total
Population :	1090350
Number of respondents :	4059
Male	500177 46% 1885
Female	590172 54% 2174

Table 5 : Renovation intender profile – Household composition	
	Total
Population :	1090350
Number of respondents :	4059
One	123675 11% 349
Two	320508 29% 1218
Three	212188 19% 851
Four	267845 25% 1055
Five or more	155003 14% 561
No answer	11132 1% 25
Valid number :	1079219
Mean :	3.07
Std. Deviation :	1.40

Table 6 : Renovation intender profile – Children under 18 years of age in household	
	Total
Population :	1079012
Number of respondents :	4032
Yes	498247 46% 1967
No	580765 54% 2065
Valid number:	498247
Mean:	1.83
Std Deviation:	0.84

Table 7 : Renovation intender profile – Total household income	
	Total
Population :	1090350
Number of respondents :	4059
Under 20K	14015 1% 51
20K to less than 40K	89358 8% 316
40K to less than 60K	165236 15% 596
60K to less than 80K	116158 11% 478
80K to less than 100K	202593 19% 786
100K to less than 120K	96843 9% 379
120K to less than 140K	58521 5% 237
140K to less than 160K	36890 3% 133
160K to less than 180K	18399 2% 71
180K to less than 200K	16146 1% 55
More than 200K	46277 4% 149
DK	46178 4% 168
No answer	183737 17% 640
Valid number:	860436
Mean:	4.98
Std Deviation:	2.37

Table 8 : Have you made renovations to your home in the past 12 months of \$1000 or more ?	
	Total
Population :	1090350
Number of respondents :	4059
Yes	639388 59% 2393
No	443858 41% 1638
Currently renovating	5467 1% 23
DK	353 0% 3
No answer	1283 0% 2

Table 9 : Thought about renovating : in the next twelve months, in which the total cost be \$1000 or more ?	
	Total
Population :	1090350
Number of respondents :	4059
Yes	1090350 100% 4059
No	0 0% 0
DK	0 0% 0
No answer	0 0% 0

Table 10 : Chances of renovating in next 12 months	
	Total
Population :	1090350
Number of respondents :	4059
High	774246 71% 2962
50/50	251160 23% 871
Low	64942 6% 226
DK	0 0% 0
No answer	0 0% 0

Table 11 : Chances of renovating in next 6 months	
	Total
Population :	1090350
Number of respondents :	4059
High	481552 44% 1809
50/50	224805 21% 831
Low	379070 35% 1396
DK	4005 0% 19
No answer	918 0% 4

Table 12 : All home renovations planned	
	Total
Population :	1024453
Number of respondents :	2421
Paint/ wallpaper - one room	19102 2% 39
Paint/ wallpaper – more than one room	76824 7% 158
Paint/ wallpaper – whole house	51935 5% 111
Kitchen – cabinets/ counter top	83109 8% 186
Kitchen – complete renovation	103840 10% 249
Bathroom - fixture/ cabinets/ counter	43319 4% 89
Bathroom - tile	25315 2% 56
Bathroom – complete renovation	154675 15% 328
Bathroom – addition/ basement conversion	33078 3% 79
Carpet/ flooring - one room	40019 4% 94
Carpet/ flooring – more than one room	118108 12% 324
Carpet/ flooring – whole house	44575 4% 109
Rec room – new addition	11574 1% 28
Rec room – basement conversion	64791 6% 162
Rec room – drywall/ plastering	11239 1% 25

Table 12 : All home renovations planned	
	Total
Population :	1024453
Number of respondents :	2421
Doors	39258 4% 89
Windows/ skylights	116313 11% 275
Add a pool/ hot tub/ sauna	6028 1% 12
Build a garage	17910 2% 52
Deck/ patio	85689 8% 209
Exterior painting	14025 1% 34
Eavestrough/ gutters	7646 1% 18
Fence	13634 1% 35
Foundation	8625 1% 21
Landscaping	46977 5% 106
Ornamental lighting	1061 0% 1
Roofing	62198 6% 157
Siding/ stucco/ brick or masonry work/ chimney	24972 2% 64
Sidewalk/ driveway	27172 3% 59
Add/ refurbish closets/ cabinets/ drawers	11489 1% 22
Insulation	18748 2% 49

Table 12 : All home renovations planned	
	Total
Population :	1024453
Number of respondents :	2421
Other room - new addition/ extension	35562 3% 87
Other room – drywall/ plastering/ remodeling	20521 2% 46
Walls – remove/ replace/ remodel	29273 3% 67
Add a fireplace/ repair/ replace	11384 1% 31
Furnace/ heating system	18433 2% 45
Hot-water heater	3150 0% 7
Air conditioning – new install or replace	3692 0% 9
Wiring	7309 1% 17
Plumbing	10708 1% 21
Stairs/ railing/ ramp	4972 0% 7
Installation of the basement	9520 1% 15
Major renovation/ addition extension/ 2 <sup>nd</sup> floor	3359 0% 4
Other	68010 7% 209
DK	5002 0% 10
No answer	8580 1% 18

**Table 13 : Who will do the renovations : Repair/ Maintenance**

	Total
Population :	232450
Number of respondents :	509
Do it all yourself	97962 42% 210
Contract all the work out – Pay someone to do it	102807 44% 220
Both – do some yourself and contract some out	24537 11% 65
DK	6458 3% 13
No answer	687 0% 1

**Table 14 : Who will do the renovations : Replacement/ Installation**

	Total
Population :	611039
Number of respondents :	1487
Do it all yourself	203371 33% 543
Contract all the work out – Pay someone to do it	328619 54% 746
Both – do some yourself and contract some out	66523 11% 169
DK	12525 2% 29
No answer	0 0% 0

Table 15 : Who will do the renovations : Remodeling

	Total
Population :	375392
Number of respondents :	899
Do it all yourself	183936 49% 417
Contract all the work out – Pay someone to do it	129777 35% 330
Both- do some yourself and contract some out	52608 14% 136
DK	6665 2% 14
No answer	2407 1% 2

Table 16 : Amount planned to spend on Repair/ Maintenance

	Total
Population :	232450
Number of respondents :	509
Up to \$1000	18126 8% 36
\$1001 to \$2000	14046 6% 37
\$2001 to \$3000	11178 5% 21
\$3001 to \$5000	18169 8% 40
\$5001 to \$10000	14037 6% 38
\$10001 to \$25000	9589 4% 20
Over \$25000	3755 2% 8
DK/NR	143548 62% 309
Valid number :	88902
Mean :	7423.36
Std. Deviation :	14287.93

Table 17 : Amount planned to spend on Replacement/ Installation

	Total
Population :	611039
Number of respondents :	1487
Up to \$1000	16825 3% 43
\$1001 to \$2000	47981 8% 136
\$2001 to \$3000	37591 6% 86
\$3001 to \$5000	49830 8% 123
\$5001 to \$10000	71392 12% 164
\$10001 to \$25000	36065 6% 92
Over \$25000	26825 4% 51
DK/NR	324528 53% 792
Valid number :	286510
Mean :	13095.19
Std. Deviation :	33620.21

Table 18 : Amount planned to spend on Remodeling

	Total
Population :	375392
Number of respondents :	899
Up to \$1000	18237 5% 37
\$1001 to \$2000	20210 5% 47
\$2001 to \$3000	12549 3% 38
\$3001 to \$5000	27890 7% 72
\$5001 to \$10000	31746 8% 75
\$10001 to \$25000	19653 5% 61
Over \$25000	15631 4% 33
DK/NR	229477 61% 536
Valid number :	145915
Mean :	13393.46
Std Deviation :	29307.89

Table 19 : Amount planned to spend on all renovations

	Total
Population :	448333
Number of respondents :	1065
Up to \$1000	34227 8% 71
\$1001 to \$2000	75400 17% 193
\$2001 to \$3000	47975 11% 115
\$3001 to \$5000	79933 18% 192
\$5000 to \$10000	102874 23% 230
\$10001 to \$25000	64907 14% 166
Over \$25000	43018 10% 98
Valid number :	450188
Mean :	14141.11
Std. Deviation :	34611.25

Table 20 : In the last six months, have you thought about repairing/ replacing something/ remodeling but decided to defer the project ?	
	Total
Population :	1263374
Number of respondents :	4198
Yes	201920 16% 730
No	1056251 84% 3454
DK	3515 0% 10
No answer	1684 0% 4

Table 21 : Reasons decided not to renovate	
	Total
Population :	201920
Number of respondents :	730
Change in financial situation/ cannot afford it	46062 23% 158
Change in job situation	4532 2% 20
Cost too high ( loan interest rates, materials, contractors)	83741 41% 292
General worry about the economy/ not a good time to buy	2928 1% 7
Decided i like my house	4263 2% 16
Just bought a home	3409 2% 12

Table 21 : Reasons decided not to renovate

	Total
Population :	201920
Number of respondents :	730
Just renovated	106 0% 1
Sold the home/ selling home	7088 4% 30
No longer the right time ( children in school, too old, retiring soon, etc )	11417 6% 41
Too busy/ is a hassle/ do not want to disrupt the family now	16092 8% 61
Need to deal with debts/ existing mortgage	1380 1% 4
Condo rules	0 0% 0
Not worth putting money into home/ home too old	509 0% 4
Unspecified personal reasons	5221 3% 23
Other	27086 13% 94
DK	1013 1% 5
No answer	139 0% 1

Table 22 : Home renovation intentions by Current residence of respondent

	Total	Current residence					
		Calgary	Halifax	Montreal	Ottawa	Toronto	Vancouver
Population :	1090350	104626	41979	289191	80248	392729	181579
Number of respondents :	4059	805	738	741	783	488	504
Potential Renovator	64942 6%	6216 6%	1308 3%	14965 5%	4752 6%	22518 6%	15184 8%
	226	50	24	39	45	27	41
Moderate ( thinking of renovating)	251160 23%	23002 22%	8351 20%	60856 21%	16292 20%	101332 26%	41326 23%
	871	181	146	150	153	123	118
Strong ( ready to renovate)	774246 71%	75408 72%	32319 77%	213371 74%	59205 74%	268879 68%	125069 69%
	2962	574	568	552	585	338	345

Table 23 : Home renovation intentions by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	860435	14015	89358	165236	116158	202593	96843	58521	36890	18399	16146	46277
Number of respondents :	3251	51	316	596	478	786	379	237	133	71	55	149
Potential Renovator	49594 6%	4303 31% ++++	10580 12% ++++	13207 8% +++	4568 4% -	6857 3% ---	4761 5%	2234 4%	1421 4%	113 1% -	285 2%	1266 3%
	172	11	36	41	21	26	17	8	5	1	1	5
Moderate (thinking of renovating)	193596 22%	3576 26%	26158 29% +++	39640 24%	28228 24%	41725 21%	23869 25%	10166 17% -	7498 20%	3328 18%	3622 22%	5786 13% ---
	682	12	96	136	118	145	78	34	21	12	10	20
Strong ( ready to renovate)	617243 72%	6137 44%	52620 59%	112390 68%	83361 72%	154011 76%	68213 70%	46121 79%	27971 76%	14958 81%	12240 76%	39225 85%
	2397	28	184	419	339	615	284	195	107	58	44	124

Table 24 : Home renovation intentions by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	1079218	123675	320508	212188	422848	498247	580765
Number of respondents :	4034	349	1218	851	1616	1967	2065
Potential Renovator	64789 6%  225	9883 8% + 23	17456 5%  76	12011 6%  41	25439 6%  85	25988 5% -- 95	38800 7% ++ 130
Moderate ( thinking of renovating)	247193 23%  862	27861 23%  73	82658 26% +++ 295	50332 24%  173	86341 20% --- 321	97049 19% ---- 387	150035 26% ++++ 474
Strong ( ready to renovate)	767235 71%  2947	85931 69%  253	220394 69% -- 847	149846 71%  637	311067 74% +++ 1210	375210 75% ++++ 1485	391931 67% ---- 1461

Table 25 : Home renovation intentions by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	1049683	14869	136286	311643	324007	170070	92809
Number of respondents :	3953	56	541	1214	1226	641	275
Potential Renovator	62910 6%	113 1%	4593 3%	15270 5%	18236 6%	14104 8%	10594 11%
	220	- 1	--- 21	- 61	60	+++ 47	++++ 30
Moderate ( thinking of renovating)	242355 23%	2810 19%	26836 20%	60923 20%	76466 24%	46434 27%	28886 31%
	845	9	-- 101	---- 233	274	+++ 154	++++ 74
Strong ( ready to renovate)	744416 71%	11945 80%	104857 77%	235451 76%	229305 71%	109532 64%	53329 57%
	2888	46	++++ 419	++++ 920	892	---- 440	---- 171

Table 26 : Home renovation intentions by All renovations planned

	Total	Renovations planned							
		Paint/ wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ Windows	External construc- tion/ repairs	Other
Population :	1000562	147598	180892	237877	201346	85064	142348	260565	209300
Number of respondents :	2378	306	419	515	524	209	331	630	545
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0	0	0
Moderate ( thinking of renovating )	233103 23%	28100 19%	42327 23%	55119 23%	35233 17%	17576 21%	38595 27%	48375 19%	41790 20%
	531	- 57	104	118	---- 99	42	+ 74	--- 115	-- 107
Strong ( ready to renovate )	767458 77%	119498 81%	138565 77%	182759 77%	166113 83%	67489 79%	103753 73%	212190 81%	167510 80%
	1847	+ 249	315	397	++++ 425	167	- 257	+++ 515	++ 438

Table 27 : Home renovation intentions by Amount planned to spend on all renovations

	Amount planned to spend on all renovations							
	Total	Up to \$1000	\$1001 to \$2000	\$2001 to \$3000	\$3001 to \$5000	\$5001 to \$10000	\$10001 to \$25000	Over \$25000
Population :	448333	34227	75400	47975	79933	102874	64907	43018
Number of respondents :	1065	71	193	115	192	230	166	98
Potential Renovator	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
Moderate ( thinking of renovating)	74659 17% 179	11615 34% 21	12946 17% 37	7841 16% 19	11246 14% 30	21744 21% 45	5284 8% 17	3984 9% 10
Strong ( ready to renovate)	373674 83% 886	22612 66% 50	62454 83% 156	40134 84% 96	68688 86% 162	81130 79% 185	59624 92% 149	39033 91% 88

Table 28 : Who will do the REPAIRS by Current residence of respondent

	Total	Current residence					
		Calgary	Halifax	Montreal	Ottawa	Toronto	Vancouver
Population :	232450	21301	8276	66527	13563	89117	33667
Number of respondents :	509	82	81	96	77	89	84
Do it all yourself	97962 42%	10251 48%	3195 39%	34873 52%	3661 27%	32490 36%	13492 40%
	210 +++	40 ---	33 53	53 ---	22 ---	30 ---	32 ---
Contract all the work out – pay someone to do it	102807 44%	7516 35%	4067 49%	25767 39%	7516 55%	43906 49%	14034 42%
	220 +	- +	37 +	35 +	40 +	46 +	35 +
Both – do some yourself and contract some out	24537 11%	2618 12%	917 11%	4505 7%	1994 15%	8980 10%	5522 16%
	65 +	11 +	10 +	6 +	13 +	10 +	15 +
DK	6458 3%	915 4%	96 1%	694 1%	393 3%	3742 4%	618 2%
	13 +	4 +	1 +	1 +	2 +	3 +	2 +
No answer	687 0%	0 0%	0 0%	687 1%	0 0%	0 0%	0 0%
	1 ++	0 ++	0 ++	1 ++	0 ++	0 ++	0 ++

Table 29 : Who will do the REPLACEMENTS by Current residence of respondent

	Total	Current residence					
		Calgary	Halifax	Montreal	Ottawa	Toronto	Vancouver
Population :	611039	62414	26178	148946	47132	223589	102779
Number of respondents :	1487	252	259	214	268	246	248
Do it all yourself	203371 33%	28901 46%	10426 40%	53522 36%	14761 31%	59790 27%	35972 35%
	543 118 ++++	106 106 ++	80 83 ---	83 65 ---	91 119 ---		
Contract all the work out - pay someone to do it	328619 54%	25686 41%	12244 47%	73877 50%	28026 59%	137222 61%	51564 50%
	746 99 ----	117 117 --	102 158 +	151 151 ++++	119 119 ++++		
Both – do some yourself and contract some out	66523 11%	7164 11%	2758 11%	19431 13%	3851 8%	19702 9%	13617 13%
	169 12525 2%	32 663 1%	28 751 3%	28 2116 1%	24 494 1%	23 6874 3%	34 1626 2%
DK	29 0%	3 0%	8 0%	4 0%	3 0%	7 0%	4 0%
	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No answer	0	0	0	0	0	0	0

Table 30 : Who will do the REMODELING by Current residence of respondent

	Total	Current residence					
		Calgary	Halifax	Montreal	Ottawa	Toronto	Vancouver
Population :	375392	38630	15912	114781	29332	120501	56237
Number of respondents :	899	151	157	169	165	127	130
Do it all yourself	183936 49%	20140 52%	6429 40%	65129 57%	11176 38%	54595 45%	26468 47%
	417	76	-- 66	+++ 97	--- 63	55	60
Contract all the work out – pay someone to do it	129777 35%	12256 32%	7734 49%	33620 29%	12058 41%	43960 36%	20149 36%
	330	47	++++ 73	- 46	+ 68	48	48
Both - do some yourself and contract some out	52608 14%	5347 14%	1749 11%	14577 13%	5462 19%	15854 13%	9619 17%
	136	24	18	24	+ 30	18	22
DK	6665 2%	888 2%	0 0%	769 1%	636 2%	4373 4%	0 0%
	14	4	- 0	1	4	++ 5	- 0
No answer	2407 1%	0 0%	0 0%	687 1%	0 0%	1720 1%	0 0%
	2	0	0	1	0	+ 1	0

Table 31 : Who will do the REPAIRS by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	183792	5583	18673	40675	27722	47131	16741	9000	6451	1973	3169	6674
Number of respondents :	406	14	40	83	72	95	35	25	15	8	7	12
Do it all yourself	78073 42%	1337 24%	11563 62% +++	20677 51% +	14798 53% ++	19903 42%	4522 27% -	1965 22%	2024 31%	0 0%	904 29%	380 6%
	172	5	20	45	38	41	9	8	4	0	1	1
Contract all the work out – pay someone to do it	80812 44%	2444 44%	5785 31% -	16505 41%	11089 40%	18654 40%	8679 52%	4953 55%	3605 56%	1788 91%	1499 47%	5812 87%
	173	7	12	30	28	38	19	10	9	7	3	10
Both – do some yourself and contract some out	20053 11%	1801 32%	985 5%	2194 5% -	1835 7%	6672 14%	3540 21% ++	1164 13%	614 10%	0 0%	765 24%	483 7%
	52	2	7	6	6	14	7	5	1	0	3	1
DK	4167 2%	0 0%	340 2%	1299 3%	0 0%	1902 4%	0 0%	232 3%	208 3%	185 9%	0 0%	0 0%
	8	0	1	2	0	2	0	1	1	1	0	0
No answer	687 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	687 8%	0 0%	0 0%	0 0%	0 0%
	1	0	0	0	0	0	0	1	0	0	0	0

Table 32 : Who will do the REPLACEMENTS by Total household income

[illegible]

Table 33 : Who will do the REMODELING by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	310529	2802	25435	45769	44434	80684	41269	26049	14541	7076	6781	15689
Number of respondents :	752	3	60	114	111	186	102	66	38	16	17	39
Do it all yourself	151168 49%	219 8%	9918 39%	25181 55%	25520 57% ++	40555 50%	22369 54%	12040 46%	6362 44%	4839 68%	2877 42%	1288 8% ----
	350	1	27	63	60	91	46	33	13	8	4	4
Contract all the work out – pay someone to do it	106993 34%	863 31%	11685 46% +	14505 32%	10570 24% --	23536 29% -	15359 37%	9960 38%	4146 29%	2134 30%	3516 52%	10718 68% ++++
	274	1	22	35	32	60	42	24	17	7	11	23
Both – do some yourself and contract some out	45231 15%	0 0%	3184 13%	6083 13%	7576 17%	13930 17%	2987 7% --	3363 13%	4032 28% ++	102 1%	387 6%	3587 23%
	117	0	8	16	18	32	13	8	8	1	2	11
DK	4730 2%	0 0%	648 3%	0 0%	769 2%	2663 3% ++	555 1%	0 0%	0 0%	0 0%	0 0%	96 1%
	9	0	3	0	1	3	1	0	0	0	0	1
No answer	2407 1%	1720 61%	0 0%	0 0%	0 0%	0 0%	0 0%	687 3%	0 0%	0 0%	0 0%	0 0%
	2	1	0	0	0	0	0	1	0	0	0	0

Table 34 : Who will do the REPAIRS by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	228871	22579	72433	42269	91590	102888	125776
Number of respondents :	505	37	161	97	210	237	267
Do it all yourself	95711 42%	8095 36%	29734 41%	16154 38%	41728 46%	52248 51%	43256 34%
	208	12	69	35	92	++++ 112	---- 95
Contract all the work out - pay someone to do it	101479 44%	13155 58%	31559 44%	21643 51%	35122 38%	36086 35%	65393 52%
	218	+ 23	66	50	-- 79	---- 89	++++ 129
Both – do some yourself and contract some out	24537 11%	126 1%	8433 12%	3236 8%	12742 14%	12070 12%	12467 10%
	65	-- 1	21	8	+ 35	30	35
DK	6458 3%	1203 5%	2706 4%	1236 3%	1312 1%	1798 2%	4660 4%
	13	1	5	4	3	5	8
No answer	687 0%	0 0%	0 0%	0 0%	687 1%	687 1%	0 0%
	1	0	0	0	1	1	0

Table 35 : Who will do the REPLACEMENTS by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	601282	56042	195062	109001	241176	280044	321067
Number of respondents :	1475	109	459	297	610	722	752
Do it all yourself	200895 33%	13515 24%	54307 28%	39228 36%	93845 39%	116623 42%	84101 26%
	--	---			++++	++++	----
	540	28	154	108	250	303	236
Contract all the work out – pay someone to do it	321338 53%	36548 65%	115217 59%	54671 50%	114902 48%	127634 46%	193704 60%
	+++	+++			----	----	++++
	737	69	247	148	273	320	417
Both – do some yourself and contract some out	66523 11%	5526 10%	18525 9%	12546 12%	29927 12%	31718 11%	34806 11%
	169	11	47	32	79	86	83
DK	12525 2%	454 1%	7012 4%	2556 2%	2503 1%	4069 1%	8456 3%
			+++		--		
	29	1	11	9	8	13	16
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 36 : Who will do the REMODELING by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	371846	40525	93245	79717	158359	190626	181221
Number of respondents :	894	69	243	194	388	471	423
Do it all yourself	181184 49%	14451 36%	44918 48%	41787 52%	80027 51%	102575 54%	78608 43%
	414 --	23 --	114 --	91 --	186 --	231 --	183 --
Contract all the work out – pay someone to do it	129485 35%	19598 48%	33798 36%	28707 36%	47382 30%	56360 30%	73125 40%
	329 ++	32 ++	93 ++	75 ++	129 ++	160 ++	169 ++
Both – do some yourself and contract some out	52107 14%	6476 16%	11624 12%	8754 11%	25253 16%	26605 14%	25502 14%
	135 +	14 +	31 +	25 +	65 +	71 +	64 +
DK	6665 2%	0 0%	2905 3%	470 1%	3291 2%	2679 1%	3986 2%
	14 +	0 +	5 +	3 +	6 +	7 +	7 +
No answer	2407 1%	0 0%	0 0%	0 0%	2407 2%	2407 1%	0 0%
	2 --	0 --	0 --	0 --	2 --	2 --	0 --

Table 37 : Who will do the REPAIRS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	218892	1505	26375	55897	80809	34845	19462
Number of respondents :	487	4	55	125	172	90	41
Do it all yourself	90681 41%	193 13%	12968 49%	27036 48%	31184 39%	13003 37%	6296 32%
	201	1	28	+ 64	66	29	13
Contract all the work out – pay someone to do it	98954 45%	830 55%	7570 29%	20893 37%	40535 50%	17245 49%	11881 61%
	213	2	16	--- 47	+ 83	40	++ 25
Both – do some yourself and contract some out	22345 10%	483 32%	3113 12%	6078 11%	7546 9%	3841 11%	1284 7%
	60	1	8	12	18	18	3
DK	6226 3%	0 0%	2724 10%	1203 2%	1544 2%	755 2%	0 0%
	12	0	++++ 3	1	5	3	0
No answer	687 0%	0 0%	0 0%	687 1%	0 0%	0 0%	0 0%
	1	0	0	++ 1	0	0	0

Table 38 : Who will do the REPLACEMENTS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Population :	586612	7222	70059	166920	185122	101502	55787
Number of respondents :	1444	17	174	431	469	246	107
Do it all yourself	198030 34%	2554 35%	36446 52%	66102 40%	59215 32%	23225 23%	10489 19%
	533	8	++++ 98	+++ 195		---- 71	---- 20
Contract all the work out – pay someone to do it	311559 53%	3778 52%	22330 32%	79006 47%	99898 54%	64793 64%	41754 75%
	719	6	---- 54	--- 181		++++ 145	++++ 78
Both – do some yourself and contract some out	64737 11%	890 12%	8184 12%	18803 11%	22484 12%	12196 12%	2180 4%
	164	3	19	46	62	27	-- 7
DK	12284 2%	0 0%	3099 4%	3008 2%	3526 2%	1288 1%	1364 2%
	28	0	++ 3	9	11	3	2
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 39 : Who will do the REMODELING by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	361593	7317	64302	114498	113465	43524	18487
Number of respondents :	878	15	150	279	277	114	43
Do it all yourself	178916 49%	5412 74%	39318 61% +++	61302 54%	50439 44% --	19181 44%	3264 18% ----
	412	9	92	140	114	46	11
Contract all the work out – pay someone to do it	122593 34%	1046 14%	14771 23% ---	32485 28% --	41171 36%	21332 49% ++++	11788 64% ++++
	318	3	34	93	107	56	25
Both – do some yourself and contract some out	51012 14%	630 9%	8422 13%	16482 14%	20576 18% ++	1909 4% ---	2993 16%
	132	2	22	40	53	10	5
DK	6665 2%	229 3%	1790 3%	1823 2%	1279 1%	1102 3%	442 2%
	14	1	2	4	3	2	2
No answer	2407 1%	0 0%	0 0%	2407 2% ++++	0 0%	0 0%	0 0%
	2	0	0	2	0	0	0

Table 40 : Who will do the REPAIRS by All renovations planned

	Total	Renovations planned							
		Paint/ wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ windows	External construc- tion / repairs	Other
Population :	227574	84250	34711	45420	45010	8698	26271	85403	50736
Number of respondents :	500	161	77	102	98	21	71	187	130
Do it all yourself	93662 41%	42319 50%	14954 43%	21249 47%	26949 60%	4836 56%	7987 30%	27057 32%	24415 48%
	203 76	+++ 76	32	45	++++ 52	14	- 23	---- 61	+ 57
Contract all the work out – pay someone to do it	102617 45%	29506 35%	12307 35%	15253 34%	13312 30%	2194 25%	15851 60%	46046 54%	19918 39%
	219	---- 55	- 29	--- 34	---- 33	5	+++ 37	+++ 97	51
Both – do some yourself and contract some out	24150 11%	9851 12%	6843 20%	8353 18%	2569 6%	824 9%	2433 9%	10642 12%	4274 8%
	64	27	+++ 13	+++ 20	- 10	1	11	24	19
DK	6458 3%	2574 3%	606 2%	565 1%	2181 5%	844 10%	0 0%	971 1%	2130 4%
	13	3	3	3	3	1	0	- 4	3
No answer	687 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	687 1%	0 0%
	1	0	0	0	0	0	0	1	0

Table 41 : Who will do the REPLACEMENTS by All renovations planned

[illegible]

Table 42 : Who will do the REMODELING by All renovations planned

	Total	Renovations planned							
		Paint / wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ windows	External construction / repairs	Other
Population :	362212	44899	79378	104065	59374	48822	34851	89413	101487
Number of respondents :	874	97	188	219	160	121	95	222	268
Do it all yourself	176698 49%	25923 58%	34550 44%	47912 46%	33593 57%	26504 54%	10831 31%	41278 46%	55650 55%
	403 + 56	73 + 56	94 + 73	90 ++ 90	67 ++ 67	36 ---- 36	105 ++ 105	128 ++ 128	
Contract all the work out – pay someone to do it	126037 35%	10584 24%	29417 37%	36849 35%	15737 27%	13309 27%	16015 46%	33918 38%	32662 32%
	322 -- 23	76 -- 23	83 -- 76	41 -- 41	34 - 34	41 ++ 41	83 ++ 83	95 ++ 95	
Both – do some yourself and contract some out	50406 14%	6698 15%	13308 17%	15565 15%	7011 12%	8143 17%	7486 21%	11661 13%	12110 12%
	133 ++ 17	36 ++ 17	37 ++ 36	24 ++ 24	19 ++ 19	17 ++ 17	30 ++ 30	42 ++ 42	
DK	6665 2%	1694 4%	383 0%	2019 2%	3033 5%	865 2%	519 1%	1870 2%	1065 1%
	14 +++ 5	1 +++ 1	2 +++ 2	4 +++ 4	5 +++ 5	1 +++ 1	1 +++ 1	3 +++ 3	3 +++ 3

Table 42 : Who will do the REMODELING by All renovations planned

	Total	Renovations planned							
		Paint / wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ windows	External construc- tion / repairs	Other
Population :	362212	44899	79378	104065	59374	48822	34851	89413	101487
Number of respondents :	874	97	188	219	160	121	95	222	268
No answer	2407 1%	0 0%	1720 2% +++	1720 2% ++	0 0%	0 0%	0 0%	687 1%	0 0%
	2	0	1	1	0	0	0	1	0

Table 43 : In planning your renovation, have you contacted a contractor for information about your renovations ?	
	Total
Population :	1025409
Number of respondents :	2423
Yes	316114 31% 762
No	705939 69% 1656
DK	730 0% 2
No answer	2626 0% 3

Table 44 : Have you priced out the cost of materials and labour for this( these) project(s) ?	
	Total
Population :	1025409
Number of respondents :	2423
Yes	496577 48% 1180
No	514108 50% 1216
DK	12097 1% 24
No answer	2626 0% 3

Table 45 : Which of the following categories does the project you are planning fall into ?	
	Total
Population :	1025409
Number of respondents :	2423
Repairs and maintenance	232450 23% 509
Remodeling and alteration	375392 37% 899
Replacement of existing equipment	611039 60% 1487
DK	10140 1% 19
No answer	4985 0% 9

Table 46 : Have you done any of the following ?	
	Total
Population :	1024087
Number of respondents :	2421
Read any publications for information on home renovation	470170 46% 1177
Watched any TV programs or videos on home renovation	593603 58% 1460
Searched on the Internet for information on home renovation	335842 33% 879
No/ None of these	247094 24% 552
DK/NR	2626 0% 3

Table 47 : How will you pay for this renovation work ?

	Total
Population :	1024268
Number of respondents :	2418
Pay for it from savings/ pay as you go/ cash	804941 79% 1904
Loan ( from financial institution)	43415 4% 98
Credit charge/ credit card/ put it on credit line	88797 9% 205
Finance it at mortgage renewal	50040 5% 115
Borrow from a friend or parents	844 0% 2
Other	2617 0% 8
DK/NR	46883 5% 111

Tableau 48 : Renovation interder	
	Total
Population :	2820008
Number of respondents :	9809
Deferred intenders	180593 6% 651
Potential Renovator	64942 2% 226
Moderate ( thinking of renovating)	251160 9% 871
Strong ( ready to renovate)	774246 27% 2962
No intention	1549066 55% 5099

Table 49 : Do you own or rent your home ?	
	Total
Population :	4761361
Number of respondents :	14173
Owner	2826572 59% 9828
Renter	1934789 41% 4345
DK	0 0% 0
No answer	0 0% 0