

1. How likely are you to renovate your home in the next year?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2023	285	229	222	743	301	243	308	320	560	573	515	1508
Base: All Respondents (wtd)	2023	285	226	182	740	388	202	354	333	564	508	496	1527
Top 2 Box (Net)	1158	151	119	80	449	278	81	209	198	343	296	335	823
	57%	53%	53%	44%	61%	72%	40%	59%	59%	61%	58%	68%	54%
		F	F		CF	ABCF						L	
Very likely	451	56	53	32	177	105	28	67	76	147	126	143	308
	22%	20%	23%	17%	24%	27%	14%	19%	23%	26%	25%	29%	20%
			F		F	CF				G		L	
Somewhat likely	707	94	67	49	271	173	53	142	122	196	170	192	514
	35%	33%	29%	27%	37%	45%	26%	40%	37%	35%	34%	39%	34%
					CF	ABCF							
Bottom 2 Box (Net)	865	134	107	102	291	110	121	145	135	221	212	161	704
	43%	47%	47%	56%	39%	28%	60%	41%	41%	39%	42%	32%	46%
		E	E	DE	E		ABDE						K
Not very likely	555	81	64	62	195	74	79	95	87	134	146	111	444
	27%	28%	28%	34%	26%	19%	39%	27%	26%	24%	29%	22%	29%
		E	E	E	E		ABDE						K
Not at all likely	310	53	43	40	96	36	42	50	48	87	66	50	260
	15%	19%	19%	22%	13%	9%	21%	14%	14%	15%	13%	10%	17%
		DE	DE	DE			DE						K
Sigma	2023	285	226	182	740	388	202	354	333	564	508	496	1527
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Approximately how much money do you intend to spend on your home renovation?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	135	109	105	388	154	112	138	153	299	322	298	705
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	184	166	303	257	279	724
0 - 9999	487	68	36	38	185	117	42	91	103	147	92	126	361
	49%	51%	34%	58%	48%	49%	59%	49%	62%	48%	36%	45%	50%
		B*	*	B*	B	*	B*	J*	IJ*	J			
10000 - 19999	222	23	27	13	98	51	10	48	27	72	60	63	160
	22%	17%	26%	20%	26%	21%	14%	26%	16%	24%	23%	22%	22%
		*	*	*	F	*	*	*	*				
20000 - 29999	155	22	20	7	57	40	8	30	27	39	41	46	108
	15%	16%	19%	11%	15%	17%	12%	16%	16%	13%	16%	17%	15%
		*	*	*		*	*	*	*				
30000 - 39999	34	9	6	3	11	4	1	3	3	10	18	15	18
	3%	6%	5%	5%	3%	2%	2%	1%	2%	3%	7%	6%	3%
		*	*	*		*	*	*	*		G		
40000 - 49999	32	5	4	1	2	17	2	4	2	9	17	6	25
	3%	4%	4%	2%	*	7%	3%	2%	1%	3%	6%	2%	4%
		D*	D*	*		D*	D*	*	*				
50000 - 59999	39	5	9	2	12	9	2	4	3	13	17	14	25
	4%	4%	8%	3%	3%	4%	2%	2%	2%	4%	6%	5%	3%
		*	*	*		*	*	*	*				
60000 - 69999	6	*	1	-	3	-	2	2	1	3	1	1	5
	1%	*	1%	-	1%	-	2%	1%	*	1%	*	*	1%
		*	*	*		*	*	*	*				
70000 - 79999	*	*	-	-	-	-	-	-	-	*	-	-	*
	*	*	-	-	-	-	-	-	-	*	-	-	*
		*	*	*		*	*	*	*				
80000 - 89999	5	-	-	1	4	-	-	-	-	2	2	1	4
	*	-	-	1%	1%	-	-	-	-	1%	1%	*	1%
		*	*	*		*	*	*	*				
90000 - 99999	1	-	1	-	-	-	-	-	-	-	1	-	1
	*	-	*	-	-	-	-	-	-	-	*	-	*
		*	*	*		*	*	*	*				
100000 - 109999	12	-	1	-	9	-	3	3	-	3	7	3	9
	1%	-	1%	-	2%	-	4%	2%	-	1%	3%	1%	1%
		*	*	*		*	AE*	*	*				
150000 - 159999	4	-	-	-	-	2	2	-	-	2	-	-	4
	*	-	-	-	-	1%	2%	-	-	1%	-	-	*
		*	*	*		*	D*	*	*				
200000 - 209999	3	2	1	-	*	-	*	-	-	1	2	2	1
	*	1%	1%	-	*	-	*	-	-	*	1%	1%	*
		*	*	*		*	*	*	*				
220000 - 229999	*	-	-	-	*	-	-	-	-	*	-	-	*
	*	-	-	-	*	-	-	-	-	*	-	-	*
		*	*	*		*	*	*	*				
300000 - 309999	2	-	-	-	2	-	-	-	-	2	1	1	2
	*	-	-	-	1%	-	-	-	-	1%	*	*	*
		*	*	*		*	*	*	*				
350000 - 359999	*	-	-	-	*	-	-	-	-	*	-	-	*
	*	-	-	-	*	-	-	-	-	*	-	-	*
		*	*	*		*	*	*	*				

500000	1	-	1	-	-	-	-	-	-	-	1	1	-
	*	-	1%	-	-	-	-	-	-	-	*	*	-
		*	*	*		*	*	*	*				
Sigma	1003	135	106	65	385	241	71	184	166	303	257	279	724
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	16439.4	15239.5	22586	11933.5	16808.9	14505.7	18198.7	13137.3	10120	18000.9	22732.6	18009.7	15832.9
		*	*	*		*	*	*	*	H	GH		
Std. Dev.	29025.03	24160.2	44619.88	13611.56	31761.8	18229.89	31799.34	16445.92	10203.24	33905.94	37993.71	35522.28	26089.98
Std. Err.	916.48	2083.19	4325.63	1684.91	1619.76	1174.23	3766.22	1212.12	792.8	1948.87	2369.37	2124.99	969.92
Median	10000	6000	12356.9	5690.6	10000	10000	5000	10000	5000	10000	10000	10000	10000

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Approximately what percentage of your renovation will be paid for with cash or savings, and what percentage will be paid for with debt such as refinancing your mortgage, a line of credit, credit cards, a loan, etc.)? - % paid with debt

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	135	109	105	388	154	112	138	153	299	322	298	705
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	184	166	303	257	279	724
0	575	92	65	40	223	115	41	87	100	166	168	145	430
	57%	68%	61%	62%	58%	48%	57%	47%	60%	55%	65%	52%	59%
		E*	*	*		*	*	*	*		G		
1 - 10	20	1	1	3	10	5	-	1	1	8	8	8	12
	2%	1%	1%	5%	3%	2%	-	1%	1%	3%	3%	3%	2%
		*	*	*		*	*	*	*				
11 - 19	*	-	-	-	-	-	*	-	-	-	*	-	*
	*	-	-	-	-	-	*	-	-	-	*	-	*
		*	*	*		*	*	*	*				
20-29	48	6	1	1	20	19	2	14	12	10	10	18	30
	5%	4%	1%	1%	5%	8%	3%	8%	7%	3%	4%	6%	4%
		*	*	*		*	*	*	*				
30-39	16	-	2	1	4	9	1	1	4	6	3	9	7
	2%	-	2%	1%	1%	4%	1%	1%	3%	2%	1%	3%	1%
		*	*	*		*	*	*	*				
40-49	16	-	2	5	3	6	-	12	2	*	2	3	13
	2%	-	1%	8%	1%	2%	-	6%	1%	*	1%	1%	2%
		*	*	ADF*		*	*	IJ*	*				
50-59	141	13	12	7	61	31	16	40	23	34	29	33	108
	14%	10%	12%	11%	16%	13%	22%	22%	14%	11%	11%	12%	15%
		*	*	*		*	A*	IJ*	*				
60-69	28	2	1	1	13	11	*	*	*	19	8	9	20
	3%	1%	1%	2%	3%	5%	*	*	*	6%	3%	3%	3%
		*	*	*		*	*	*	*	GH			
70-79	26	3	3	3	8	8	1	2	2	17	5	11	15
	3%	2%	3%	4%	2%	3%	2%	1%	1%	6%	2%	4%	2%
		*	*	*		*	*	*	*				
80-89	25	6	2	1	9	7	1	3	2	7	6	10	15
	2%	4%	2%	1%	2%	3%	1%	2%	1%	2%	2%	4%	2%
		*	*	*		*	*	*	*				
90-99	34	2	4	2	12	8	7	9	6	8	10	10	25
	3%	2%	3%	3%	3%	3%	10%	5%	4%	3%	4%	4%	3%
		*	*	*		*	AD*	*	*				
100	73	10	14	1	22	23	3	14	14	26	8	24	50
	7%	8%	13%	2%	6%	10%	4%	8%	8%	9%	3%	8%	7%
		*	CD*	*		*	*	*	*	J			
Sigma	1003	135	106	65	385	241	71	184	166	303	257	279	724
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	25.5	20.6	27.6	19.8	24.1	30.7	27	30.3	23.1	28.6	19.4	28.5	24.4
		*	*	*		*	*	J*	*	J			
Std. Dev.	34.67	34.31	38.59	29.83	33.27	35.86	35.1	34.39	34.07	36.43	31.12	35.91	34.13
Std. Err.	1.09	2.96	3.74	3.69	1.7	2.31	4.16	2.53	2.65	2.09	1.94	2.15	1.27
Median	-	-	-	-	-	20	-	24	-	-	-	-	-

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. How long will it take you to pay down the debt that you accumulate as a result of your home renovation? - years

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	404	45	42	37	160	73	47	61	58	129	129	146	258
Base: All Answering (wtd)	428	43	42	25	162	126	30	97	66	137	89	134	294
0	62	5	10	6	25	13	3	11	4	22	17	18	44
	14%	13%	24%	24%	15%	10%	9%	11%	6%	16%	19%	13%	15%
		**	**	**	*	*	**	*	*	*	*	*	
1	84	7	9	7	36	20	5	17	12	26	28	35	50
	20%	17%	22%	28%	22%	16%	18%	18%	17%	19%	32%	26%	17%
		**	**	**	*	*	**	*	*	*	*	*	
2	106	17	4	5	37	32	11	24	23	33	20	25	81
	25%	40%	11%	21%	23%	25%	35%	25%	35%	24%	22%	19%	27%
		**	**	**	*	*	**	*	*	*	*	*	
3	46	3	5	2	17	16	3	9	4	18	7	10	36
	11%	7%	12%	6%	11%	13%	10%	9%	6%	13%	7%	8%	12%
		**	**	**	*	*	**	*	*	*	*	*	
4	19	-	-	-	8	10	1	7	2	7	1	5	14
	4%	-	-	-	5%	8%	2%	7%	3%	5%	2%	4%	5%
		**	**	**	*	*	**	*	*	*	*	*	
5	57	8	5	2	20	14	7	11	9	19	9	26	31
	13%	19%	12%	10%	13%	11%	22%	11%	14%	14%	10%	20%	10%
		**	**	**	*	*	**	*	*	*	*	*	
6	7	-	-	-	2	6	-	2	6	-	-	-	7
	2%	-	-	-	1%	5%	-	2%	9%	-	-	-	3%
		**	**	**	*	*	**	*	IJ*	*	*	*	
7	9	-	-	-	2	7	-	6	-	-	2	-	9
	2%	-	-	-	1%	6%	-	6%	-	-	3%	-	3%
		**	**	**	*	*	**	*	*	*	*	*	
8	*	-	-	-	*	-	-	-	*	-	-	-	*
	*	-	-	-	*	-	-	-	*	-	-	-	*
		**	**	**	*	*	**	*	*	*	*	*	
9	2	-	-	-	1	1	-	-	1	1	-	2	-
	1%	-	-	-	1%	1%	-	-	2%	1%	-	2%	-
		**	**	**	*	*	**	*	*	*	*	*	
10	28	2	5	2	10	7	2	8	2	10	4	12	15
	6%	4%	13%	7%	6%	5%	5%	8%	3%	8%	4%	9%	5%
		**	**	**	*	*	**	*	*	*	*	*	
11	*	-	-	-	*	-	-	-	-	*	-	-	*
	*	-	-	-	*	-	-	-	-	*	-	-	*
		**	**	**	*	*	**	*	*	*	*	*	
12	7	-	2	1	4	-	-	4	2	*	*	*	7
	2%	-	6%	5%	2%	-	-	4%	4%	*	*	*	2%
		**	**	**	*	*	**	*	*	*	*	*	
Sigma	428	43	42	25	162	126	30	97	66	137	89	134	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3	2.5	3.4	2.6	3	3.2	2.8	3.6	3.4	2.9	2.3	3.1	3
		**	**	**	*	*	**	J*	J*	*	*	*	
Std. Dev.	2.87	2.19	3.86	3.36	2.98	2.58	2.31	3.24	2.88	2.76	2.47	2.95	2.84
Std. Err.	0.14	0.34	0.6	0.67	0.23	0.23	0.42	0.33	0.35	0.24	0.26	0.25	0.17

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. How long will it take you to pay down the debt that you accumulate as a result of your home renovation? - months

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	404	45	42	37	160	73	47	61	58	129	129	146	258
Base: All Answering (wtd)	428	43	42	25	162	126	30	97	66	137	89	134	294
0	257	31	22	14	97	76	17	57	40	83	54	79	178
	60%	72%	53%	55%	60%	60%	56%	58%	60%	60%	61%	59%	61%
		**	**	**	*	*	**	*	*	*	*	*	
1	20	1	2	3	11	2	*	8	1	6	3	5	16
	5%	3%	4%	13%	7%	2%	1%	8%	2%	5%	4%	3%	5%
		**	**	**	*	*	**	*	*	*	*	*	
2	34	4	3	*	13	6	8	12	4	9	6	14	20
	8%	9%	7%	1%	8%	5%	28%	12%	6%	7%	7%	11%	7%
		**	**	**	*	*	**	*	*	*	*	*	
3	14	-	3	-	9	2	1	5	1	4	4	5	9
	3%	-	6%	-	5%	1%	2%	5%	2%	3%	4%	3%	3%
		**	**	**	*	*	**	*	*	*	*	*	
4	13	-	-	1	*	11	*	6	-	3	1	1	12
	3%	-	-	4%	*	9%	1%	6%	-	2%	1%	1%	4%
		**	**	**	*	D*	**	*	*	*	*	*	
5	20	1	1	*	9	6	2	4	2	11	4	9	11
	5%	3%	3%	1%	6%	5%	7%	4%	4%	8%	4%	7%	4%
		**	**	**	*	*	**	*	*	*	*	*	
6	57	5	10	6	19	14	2	6	10	19	16	17	39
	13%	13%	24%	24%	12%	11%	5%	6%	15%	14%	18%	13%	13%
		**	**	**	*	*	**	*	*	*	*	*	
7	*	-	-	-	*	-	-	*	-	-	-	*	-
	*	-	-	-	*	-	-	*	-	-	-	*	-
		**	**	**	*	*	**	*	*	*	*	*	
8	2	-	1	-	1	*	-	*	-	1	1	2	1
	*	-	2%	-	1%	*	-	*	-	1%	1%	1%	*
		**	**	**	*	*	**	*	*	*	*	*	
10	7	-	-	-	1	6	-	-	6	*	1	-	7
	2%	-	-	-	*	5%	-	-	9%	*	1%	-	2%
		**	**	**	*	*	**	*	I*	*	*	*	
11	*	-	-	-	*	-	-	-	-	*	-	*	-
	*	-	-	-	*	-	-	-	-	*	-	*	-
		**	**	**	*	*	**	*	*	*	*	*	
12	2	-	-	1	-	2	-	1	2	-	-	2	1
	1%	-	-	3%	-	1%	-	1%	3%	-	-	1%	*
		**	**	**	*	*	**	*	*	*	*	*	
Sigma	428	43	42	25	162	126	30	97	66	137	89	134	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	1.7	1.1	2.1	2.1	1.5	2.1	1.3	1.4	2.5	1.7	1.8	1.8	1.7
		**	**	**	*	*	**	*	*	*	*	*	
Std. Dev.	2.64	2.12	2.67	3.05	2.34	3.14	1.84	2.13	3.67	2.48	2.55	2.67	2.63
Std. Err.	0.13	0.33	0.41	0.61	0.18	0.28	0.33	0.22	0.45	0.21	0.27	0.23	0.15

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. How long will it take you to pay down the debt that you accumulate as a result of your home renovation? - NET TABLE

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	404	45	42	37	160	73	47	61	58	129	129	146	258
Base: All Answering (wtd)	428	43	42	25	162	126	30	97	66	137	89	134	294
1 month	20	1	2	3	11	2	*	8	1	6	3	5	16
	5%	3%	4%	13%	7%	2%	1%	8%	2%	5%	4%	3%	5%
		**	**	**	*	*	**	*	*	*	*	*	
2 months	34	4	3	*	13	6	8	12	4	9	6	14	20
	8%	9%	7%	1%	8%	5%	28%	12%	6%	7%	7%	11%	7%
		**	**	**	*	*	**	*	*	*	*	*	
3 months	14	-	3	-	9	2	1	5	1	4	4	5	9
	3%	-	6%	-	5%	1%	2%	5%	2%	3%	4%	3%	3%
		**	**	**	*	*	**	*	*	*	*	*	
4 months	13	-	-	1	*	11	*	6	-	3	1	1	12
	3%	-	-	4%	*	9%	1%	6%	-	2%	1%	1%	4%
		**	**	**	*	D*	**	*	*	*	*	*	
5 months	20	1	1	*	9	6	2	4	2	11	4	9	11
	5%	3%	3%	1%	6%	5%	7%	4%	4%	8%	4%	7%	4%
		**	**	**	*	*	**	*	*	*	*	*	
6 months	57	5	10	6	19	14	2	6	10	19	16	17	39
	13%	13%	24%	24%	12%	11%	5%	6%	15%	14%	18%	13%	13%
		**	**	**	*	*	**	*	*	*	*	*	
7 months	*	-	-	-	*	-	-	*	-	-	-	*	-
	*	-	-	-	*	-	-	*	-	-	-	*	-
		**	**	**	*	*	**	*	*	*	*	*	
8 months	2	-	1	-	1	*	-	*	-	1	1	2	1
	*	-	2%	-	1%	*	-	*	-	1%	1%	1%	*
		**	**	**	*	*	**	*	*	*	*	*	
10 months	7	-	-	-	1	6	-	-	6	*	1	-	7
	2%	-	-	-	*	5%	-	-	9%	*	1%	-	2%
		**	**	**	*	*	**	*	I*	*	*	*	
11 months	*	-	-	-	*	-	-	-	-	*	-	*	-
	*	-	-	-	*	-	-	-	-	*	-	*	-
		**	**	**	*	*	**	*	*	*	*	*	
12 months	47	4	4	3	22	11	3	8	5	15	19	16	31
	11%	10%	9%	14%	14%	9%	9%	8%	7%	11%	21%	12%	11%
		**	**	**	*	*	**	*	*	*	*	*	
13-18 months	36	3	6	4	13	8	3	10	6	11	10	18	19
	9%	7%	13%	14%	8%	6%	9%	10%	9%	8%	11%	13%	6%
		**	**	**	*	*	**	*	*	*	*	*	
19-24 months	1	-	-	-	-	1	-	-	*	*	-	1	-
	*	-	-	-	-	1%	-	-	1%	*	-	1%	-
		**	**	**	*	*	**	*	*	*	*	*	
2 years	106	17	4	5	37	32	11	24	24	33	20	26	81
	25%	40%	11%	21%	23%	25%	35%	25%	36%	24%	22%	19%	27%
		**	**	**	*	*	**	*	*	*	*	*	
3 years	47	3	5	2	17	18	3	9	5	18	7	12	36
	11%	7%	12%	6%	11%	14%	10%	9%	8%	13%	7%	9%	12%
		**	**	**	*	*	**	*	*	*	*	*	
4 years	19	-	-	-	8	10	1	7	2	7	1	5	14
	4%	-	-	-	5%	8%	2%	7%	3%	5%	2%	4%	5%
		**	**	**	*	*	**	*	*	*	*	*	

5 years	57	8	5	2	20	14	7	11	9	19	9	26	31
	13%	19%	12%	10%	13%	11%	22%	11%	14%	14%	10%	20%	10%
		**	**	**	*	*	**	*	*	*	*	*	*
6 years	7	-	-	-	2	6	-	2	6	-	-	-	7
	2%	-	-	-	1%	5%	-	2%	9%	-	-	-	3%
		**	**	**	*	*	**	*	IJ*	*	*	*	*
7 years	9	-	-	-	2	7	-	6	-	-	2	-	9
	2%	-	-	-	1%	6%	-	6%	-	-	3%	-	3%
		**	**	**	*	*	**	*	*	*	*	*	*
8 years	*	-	-	-	*	-	-	-	*	-	-	-	*
	*	-	-	-	*	-	-	-	*	-	-	-	*
		**	**	**	*	*	**	*	*	*	*	*	*
9 years	2	-	-	-	1	1	-	-	1	1	-	2	-
	1%	-	-	-	1%	1%	-	-	2%	1%	-	2%	-
		**	**	**	*	*	**	*	*	*	*	*	*
10 years	28	2	5	2	10	7	2	8	2	10	4	12	15
	6%	4%	13%	7%	6%	5%	5%	8%	3%	8%	4%	9%	5%
		**	**	**	*	*	**	*	*	*	*	*	*
11 years	*	-	-	-	*	-	-	-	-	*	-	-	*
	*	-	-	-	*	-	-	-	-	*	-	-	*
		**	**	**	*	*	**	*	*	*	*	*	*
12 years	7	-	2	1	4	-	-	4	2	*	*	*	7
	2%	-	6%	5%	2%	-	-	4%	4%	*	*	*	2%
		**	**	**	*	*	**	*	*	*	*	*	*
Summary													
Mean	30.6	27.7	35.3	28.3	30.2	32	26.5	34.2	32.9	29.4	24.3	31.2	30.3
		*	*	**		*	*	*	*				
Std. Dev.	32.8	25.58	43.2	37.47	33.98	30	27.19	37.62	32.9	31.44	27.71	33.5	32.51
Std. Err.	1.42	3.66	6.05	6.87	2.39	2.35	4.25	3.34	3.5	2.42	2.68	2.56	1.7

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5. Have you set a budget for how much you are willing to spend on renovations?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	135	109	105	388	154	112	138	153	299	322	298	705
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	184	166	303	257	279	724
Yes	489	55	41	30	202	137	23	95	84	147	135	141	348
	49%	41%	39%	46%	53%	57%	33%	52%	51%	49%	52%	51%	48%
		*	*	*	BF	ABF*	*	*	*				
Not yet, but I intend to	421	62	61	29	146	90	34	77	63	129	99	115	307
	42%	46%	58%	44%	38%	37%	48%	42%	38%	43%	38%	41%	42%
		*	DE*	*		*	*	*	*				
No, and I won't	92	17	4	7	37	14	14	12	19	26	23	24	69
	9%	13%	4%	10%	10%	6%	19%	7%	11%	9%	9%	8%	9%
		*	*	*		*	BDE*	*	*				
Sigma	1003	135	106	65	385	241	71	184	166	303	257	279	724
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6. If the renovations exceed your budget, what will you do?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	913	118	101	93	357	145	99	126	139	273	293	277	636
Base: All Answering (wtd)	911	117	102	59	348	227	58	172	147	276	234	256	655
Spend more savings to complete the renovation	403	54	43	29	148	104	25	58	64	117	128	106	297
	44%	46%	42%	50%	43%	46%	43%	34%	44%	42%	55%	42%	45%
		*	*	*		*	*	*	*		GI		
Take on more debt to complete the renovation	140	14	23	8	52	31	12	25	18	39	42	51	89
	15%	12%	23%	14%	15%	14%	20%	15%	12%	14%	18%	20%	14%
		*	*	*		*	*	*	*				
Ask for a loan or gift from family or friends	63	2	3	3	38	13	3	23	9	22	6	15	48
	7%	2%	3%	5%	11%	6%	6%	14%	6%	8%	3%	6%	7%
		*	*	*	AB	*	*	J*	*	J			
Stop repairs and finish them when you have the money	230	30	29	15	80	50	24	46	42	90	40	74	155
	25%	26%	29%	26%	23%	22%	42%	27%	29%	32%	17%	29%	24%
		*	*	*		*	DE*	*	J*	J			
Look for another contractor who can do the work within our budget	158	24	12	5	65	44	7	52	25	39	35	40	119
	17%	21%	12%	9%	19%	19%	13%	30%	17%	14%	15%	15%	18%
		*	*	*		*	*	IJ*	*				
Other	46	7	6	4	19	8	2	8	6	10	10	17	29
	5%	6%	6%	6%	5%	4%	3%	4%	4%	4%	4%	7%	5%
		*	*	*		*	*	*	*				
Sigma	1040	132	117	65	403	251	73	212	163	316	261	303	737
	114%	112%	114%	110%	116%	110%	127%	123%	111%	114%	112%	119%	113%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7. What are your biggest financial fears about renovating?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	135	109	105	388	154	112	138	153	299	322	298	705
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	184	166	303	257	279	724
I'm going to take on too much debt	142	15	19	14	55	28	11	26	36	40	34	53	89
	14%	11%	18%	21%	14%	11%	15%	14%	21%	13%	13%	19%	12%
		*	*	*		*	*	*	*			L	
I won't get my investment back when I sell	171	16	24	12	51	51	18	38	26	42	50	43	127
	17%	12%	22%	18%	13%	21%	25%	21%	16%	14%	19%	16%	18%
		*	*	*		*	AD*	*	*				
I'll uncover larger problems that will add to my total renovation cost	331	51	33	19	148	52	29	71	42	112	82	103	228
	33%	38%	31%	29%	38%	22%	41%	39%	25%	37%	32%	37%	32%
		E*	*	*	E	*	E*	*	*				
The housing market will collapse and my home's value will decrease	151	20	24	3	70	24	11	39	21	42	36	37	115
	15%	15%	22%	5%	18%	10%	16%	21%	12%	14%	14%	13%	16%
		*	CE*	*	C	*	*	*	*				
Interest rates will rise and my debt payments will rise	86	19	15	7	29	10	5	7	22	28	23	24	63
	9%	14%	15%	11%	8%	4%	6%	4%	13%	9%	9%	8%	9%
		E*	E*	*		*	*	*	G*				
I won't pay off the debt incurred as quickly as I want	134	18	26	10	44	21	15	25	25	38	35	37	97
	13%	13%	24%	15%	11%	9%	21%	13%	15%	12%	14%	13%	13%
		*	DE*	*		*	E*	*	*				
My financial situation will change (job loss, divorce, illness, etc.)	184	24	24	9	80	37	11	28	34	59	48	71	114
	18%	18%	23%	13%	21%	15%	15%	15%	20%	20%	19%	25%	16%
		*	*	*		*	*	*	*			L	
I don't have any financial fears about renovating	344	52	32	23	125	86	24	46	59	99	98	86	258
	34%	39%	30%	35%	33%	36%	34%	25%	35%	33%	38%	31%	36%
		*	*	*		*	*	*	*		G		
Sigma	1543	215	197	96	602	309	124	280	264	460	406	453	1090
	154%	160%	185%	148%	157%	128%	173%	152%	159%	152%	158%	162%	151%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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8. As a result of undertaking a renovation, what financial obligations or expenditures are you putting off?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	135	109	105	388	154	112	138	153	299	322	298	705
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	184	166	303	257	279	724
Not saving as much for an emergency as I should be	254	35	32	19	106	45	16	54	34	82	63	77	176
	25%	26%	30%	29%	28%	19%	22%	29%	20%	27%	25%	28%	24%
		*	*	*		*	*	*	*				
Not paying down debt as fast as I should be	245	28	34	22	99	43	19	39	47	92	55	89	156
	24%	21%	32%	34%	26%	18%	27%	21%	28%	30%	22%	32%	22%
		*	E*	E*		*	*	*	*			L	
Retirement (Net)	259	30	35	9	114	48	23	49	44	75	77	78	181
	26%	22%	33%	13%	30%	20%	33%	27%	27%	25%	30%	28%	25%
		*	C*	*	C	*	C*	*	*				
Not saving for retirement as much as I should be	215	26	28	8	98	35	19	44	42	58	60	68	146
	21%	19%	27%	12%	26%	15%	27%	24%	25%	19%	23%	25%	20%
		*	C*	*	CE	*	CE*	*	*				
Delaying my retirement	78	9	15	2	30	14	7	7	11	31	26	21	57
	8%	7%	14%	4%	8%	6%	10%	4%	7%	10%	10%	8%	8%
		*	*	*		*	*	*	*				
Foregoing a vacation or other leisure activities	326	47	33	24	122	80	20	48	55	109	83	96	230
	33%	35%	31%	37%	32%	33%	29%	26%	33%	36%	32%	34%	32%
		*	*	*		*	*	*	*				
Delaying another major purchase, such as a car	185	31	16	12	78	40	9	38	27	52	50	49	136
	18%	23%	15%	19%	20%	16%	12%	21%	16%	17%	19%	18%	19%
		*	*	*		*	*	*	*				
Other	182	26	20	12	56	47	20	28	34	35	53	41	141
	18%	19%	19%	19%	15%	20%	28%	15%	21%	12%	21%	15%	20%
		*	*	*		*	D*	*	*		I		
Sigma	1485	202	178	100	590	304	111	258	249	459	389	442	1043
	148%	150%	167%	153%	154%	126%	156%	140%	150%	152%	151%	158%	144%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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