Detailed Tables

If you were given $100,000 that you had to spend on only one of the following items, which one would be your first choice? Would it be...

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1057	132	102	100	385	238	100	319	449	258	484	573
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Home improvement	613	89	58	40	240	136	51	167	261	170	301	312
	61%	67%	60%	59%	63%	55%	66%	57%	68%	58%	62%	60%
		E			E				GI			
A vacation	238	25	18	16	80	84	16	85	82	65	103	135
	24%	19%	18%	23%	21%	34%	20%	29%	21%	22%	21%	26%
						ABDF		H				
A luxury car	91	11	10	8	39	16	6	29	28	31	56	34
	9%	8%	11%	12%	10%	7%	8%	10%	7%	10%	12%	7%
											K	
Jewellery or clothes	20	2	3	2	8	5	1	6	7	6	5	15
	2%	1%	3%	3%	2%	2%	1%	2%	2%	2%	1%	3%
												J
(DK/NS)	39	5	8	3	13	6	4	6	7	22	18	21
	4%	4%	8%	4%	3%	2%	5%	2%	2%	7%	4%	4%
			DE							GH		

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1057	113	245	377	315	259	335	338
Weighted Base	1000	113	234	354	293	247	321	313
Home improvement	613	65	147	216	182	130	215	203
	61%	58%	63%	61%	62%	53%	67%	65%
							E	E
A vacation	238	21	53	81	79	67	67	75
	24%	19%	23%	23%	27%	27%	21%	24%
A luxury car	91	9	28	32	21	25	27	26
	9%	8%	12%	9%	7%	10%	8%	8%
			D					
Jewellery or clothes	20	7	2	7	4	8	6	3
	2%	6%	1%	2%	1%	3%	2%	1%
		BCD				G		
(DK/NS)	39	10	4	17	6	16	6	7
	4%	9%	2%	5%	2%	6%	2%	2%
		BD		B		FG		

Detailed Tables

If you were given $100,000 that you had to spend on only one of the following items, which one would be your first choice? Would it be...
_____
Proportions/Means: Columns Tested (5% risk level) - A/B

Overlap formulae used.

	Total	HOMEOWNERS	RENTERS
		A	B
Base: All respondents			
Unweighted Base	1057	716	324
Weighted Base	1000	672	311
Home improvement	613	451	156
	61%	67%	50%
		B	
A vacation	238	135	97
	24%	20%	31%
			A
A luxury car	91	52	35
	9%	8%	11%
Jewellery or clothes	20	6	13
	2%	1%	4%
			A
(DK/NS)	39	29	10
	4%	4%	3%

Detailed Tables

Thinking about your residence, and what improvements you dream all the time of doing. To make these home improvement dreams come true, how much money do you think you would need...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1057	113	245	377	315	259	335	338
Weighted Base	1000	113	234	354	293	247	321	313
NONE	45	8	7	19	10	12	15	13
	5%	7%	3%	5%	3%	5%	5%	4%
1 to 5000	77	10	20	25	21	35	21	7
	8%	9%	8%	7%	7%	14%	6%	2%
						FG	G	
5001 to 10,000	95	13	23	30	29	23	34	28
	10%	11%	10%	8%	10%	9%	11%	9%
10,001 to 25,000	179	19	42	71	46	51	61	46
	18%	17%	18%	20%	16%	21%	19%	15%
25,001 to 50,000	303	27	71	106	99	49	106	119
	30%	24%	30%	30%	34%	20%	33%	38%
							E	E
50,001 to 100,000	143	9	38	53	43	33	37	55
	14%	8%	16%	15%	15%	13%	11%	18%
			A					F
100,001 to 500,000	87	12	16	32	27	18	34	31
	9%	10%	7%	9%	9%	7%	11%	10%
500,001+	3	0	1	0	2	1	0	1
	0	-	0	-	1%	0	-	0
(DK/NS)	68	15	17	18	16	23	13	14
	7%	13%	7%	5%	6%	9%	4%	4%
		CD				FG		
Summary								
Mean (excl. 0)	62369.06	58785.13	60379.08	60592.86	67395.96	59121.12	58686.06	70876.63
Mean (incl. 0)	59333.48	54252.76	58499.66	57227.26	65005.64	55993.09	55792.38	67802.64
Standard Deviation	86047.38	84375.95	85602.93	77026.42	97288.53	98067.97	69710.84	91939.27
Standard Error	2741.70	8437.59	5681.67	4076.67	5654.78	6410.90	3890.88	5107.74
Median	29937.63	23924.31	35224.55	29367.57	37932.09	21108.81	29366.98	45700.76

Detailed Tables

Thinking about your residence, and what improvements you dream all the time of doing. To make these home improvement dreams come true, how much money do you think you would need...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1057	132	102	100	385	238	100	319	449	258	484	573
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
NONE	45	7	4	2	19	12	1	2	12	31	25	21
	5%	5%	4%	3%	5%	5%	2%	1%	3%	10%	5%	4%
									G	GH		
1 to 5000	77	9	11	5	30	16	7	27	18	27	27	49
	8%	7%	11%	7%	8%	6%	8%	9%	5%	9%	6%	10%
								H		H		J
5001 to 10,000	95	13	12	4	38	20	8	35	31	27	37	58
	10%	10%	12%	6%	10%	8%	10%	12%	8%	9%	8%	11%
10,001 to 25,000	179	28	8	13	55	58	16	50	68	57	83	95
	18%	21%	8%	19%	15%	24%	21%	17%	18%	19%	17%	18%
		B		B		BD	B					
25,001 to 50,000	303	31	36	21	116	82	17	83	138	76	163	141
	30%	24%	37%	32%	31%	33%	22%	28%	36%	26%	34%	27%
			AF			F			GI		K	
50,001 to 100,000	143	19	12	12	61	25	13	42	68	31	63	80
	14%	14%	12%	18%	16%	10%	17%	14%	18%	11%	13%	15%
					E				I			
100,001 to 500,000	87	15	9	2	36	16	7	31	34	20	50	36
	9%	12%	9%	4%	10%	7%	9%	10%	9%	7%	10%	7%
		C										
500,001+	3	1	1	0	0	1	0	1	0	2	1	2
	0	1%	1%	-	-	0	-	0	-	1%	0	0
			D									
(DK/NS)	68	8	4	8	23	16	8	23	17	22	34	34
	7%	6%	5%	12%	6%	7%	11%	8%	4%	8%	7%	7%
				D								
Summary												
Mean (excl. 0)	62369.06	69710.88	70518.89	46503.01	66505.30	54603.49	56957.49	63844.23	64210.48	58800.41	65045.40	59908.21
Mean (incl. 0)	59333.48	65679.58	67605.28	45002.50	63027.01	51681.78	55740.16	63438.45	62091.13	52177.07	61469.18	57344.41
Standard Deviation	86047.38	99232.73	113853.03	39345.32	87402.09	76418.40	67362.79	87551.48	81033.97	92126.63	82903.91	88914.90
Standard Error	2741.70	8911.36	11560.02	4147.36	4600.11	5117.35	7100.66	5106.11	3907.80	5971.68	3903.79	3847.72
Median	29937.68	28937.13	33712.52	33630.45	35940.50	27598.35	28788.77	32833.68	39045.48	23245.33	37232.22	27702.19

Detailed Tables

Thinking about your residence, and what improvements you dream all the time of doing. To make these home improvement dreams come true, how much money do you think you would need...

_____
Proportions/Means: Columns Tested (5% risk level) - A/B
Overlap formulae used.

	Total	HOMEOWNERS	RENTERS
		A	B
Base: All respondents			
Unweighted Base	1057	716	324
Weighted Base	1000	672	311
NONE	45	32	12
	5%	5%	4%
1 to 5000	77	46	30
	8%	7%	10%
5001 to 10,000	95	67	29
	10%	10%	9%
10,001 to 25,000	179	129	48
	18%	19%	16%
25,001 to 50,000	303	228	70
	30%	34%	23%
		B	
50,001 to 100,000	143	96	43
	14%	14%	14%
100,001 to 500,000	87	45	42
	9%	7%	13%
			A
500,001+	3	2	1
	0	0	0
(DK/NS)	68	28	36
	7%	4%	12%
			A
Summary			
Mean (excl. 0)	62369.06	56957.52	74999.90
			A
Mean (incl. 0)	59333.48	54121.83	71625.83
			A
Standard Deviation	86047.38	77707.95	103406.02
Standard Error	2741.70	2962.59	6125.24
Median	29937.68	29734.48	29822.52

Detailed Tables

If you had $100,000 for changes to your home, what is the first area or room you would improve? Would it be...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1057	132	102	100	385	238	100	319	449	258	484	573
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
The Kitchen	290	48	30	18	100	77	17	78	119	84	127	163
	29%	37%	31%	26%	26%	31%	22%	27%	31%	28%	26%	32%
		DF										
The Basement	157	12	19	16	65	33	10	49	60	44	82	75
	16%	9%	20%	24%	17%	14%	13%	17%	15%	15%	17%	14%
			A	AE	A							
Outdoor living space	146	19	6	10	63	34	15	38	57	46	83	63
	15%	15%	6%	15%	17%	14%	19%	13%	15%	16%	17%	12%
		B		B	B	B	B				K	
The Bathroom or bathrooms	132	19	9	6	41	46	12	37	57	35	64	68
	13%	14%	9%	9%	11%	19%	15%	13%	15%	12%	13%	13%
						BCD						
The Living Room	128	16	13	8	54	24	13	55	40	31	57	70
	13%	12%	14%	11%	14%	10%	17%	19%	10%	11%	12%	14%
								HI				
The Bedroom or bedrooms	68	5	4	3	30	19	6	22	23	22	23	45
	7%	4%	5%	4%	8%	8%	8%	7%	6%	7%	5%	9%
												J
The Workshop	34	8	6	4	13	1	2	7	17	10	25	9
	3%	6%	6%	7%	3%	0	3%	2%	4%	3%	5%	2%
		E	E	E	E		E				K	
(DK/NS)	46	5	9	3	14	12	2	7	13	22	22	23
	5%	4%	10%	4%	4%	5%	3%	2%	3%	7%	5%	5%
			D							GH		

Detailed Tables

If you had $100,000 for changes to your home, what is the first area or room you would improve? Would it be...

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1057	113	245	377	315	259	335	338
Weighted Base	1000	113	234	354	293	247	321	313
The Kitchen	290	32	49	112	97	65	96	101
	29%	29%	21%	32%	33%	27%	30%	32%
				B	B			
The Basement	157	17	53	47	39	36	49	50
	16%	15%	23%	13%	13%	15%	15%	16%
			CD					
Outdoor living space	146	18	28	55	43	30	46	51
	15%	16%	12%	16%	15%	12%	14%	16%
The Bathroom or bathrooms	132	10	36	47	38	30	53	38
	13%	9%	15%	13%	13%	12%	17%	12%
The Living Room	128	11	34	42	39	42	29	39
	13%	10%	15%	12%	13%	17%	9%	13%
						F		
The Bedroom or bedrooms	68	12	16	25	15	28	23	12
	7%	10%	7%	7%	5%	11%	7%	4%
						G		
The Workshop	34	3	7	12	12	4	14	13
	3%	3%	3%	3%	4%	2%	4%	4%
(DK/NS)	46	10	11	14	10	10	11	8
	5%	9%	5%	4%	3%	4%	3%	3%
		D						

Detailed Tables

If you had $100,000 for changes to your home, what is the first area or room you would improve? Would it be...

_____

 Proportions/Means: Columns Tested (5% risk level) - A/B
 Overlap formulae used.

	Total	HOMEOWNERS	RENTERS
		A	B
Base: All respondents			
Unweighted Base	1057	716	324
Weighted Base	1000	672	311
The Kitchen	290 29%	195 29%	92 29%
The Basement	157 16%	120 18% B	33 11%
Outdoor living space	146 15%	107 16%	35 11%
The Bathroom or bathrooms	132 13%	95 14%	36 12%
The Living Room	128 13%	68 10%	57 18% A
The Bedroom or bedrooms	68 7%	38 6%	30 10% A
The Workshop	34 3%	27 4%	7 2%
(DK/NS)	46 5%	23 3%	20 7% A