

Are you currently a homeowner with a mortgage?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	2116	265	200	200	771	479	201	574	901	597	1016	1100
Weighted Base	2000	264	193	136	758	494	155	587	787	587	967	1033
Yes	732 37%	109 41%	68 35%	48 35%	276 36%	177 36%	54 35%	160 27% I	433 55% GI	130 22%	369 38%	363 35%
No	1260 63%	155 59%	126 65%	86 64%	479 63%	313 63%	100 65%	426 73% H	349 44%	456 78% H	593 61%	668 65%
Don't know/Refused	7 0	0 -	0 -	1 1%	3 0	3 1%	0 -	0 -	5 1% G	1 0	5 0	3 0

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(5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2116	1669	447	248	495	773	591	510	677	723
Weighted Base	2000	1600	400	234	471	729	559	493	641	676
Yes	732 37%	587 37%	146 36%	61 26%	141 30%	276 38% CD	252 45% CDE	72 15%	216 34% G	389 58% GH
No	1260 63%	1008 63%	252 63%	172 74% EF	329 70% EF	450 62% F	304 54%	420 85% HI	423 66% I	286 42%
Don't know/Refused	7 0	5 0	3 1%	1 0	1 0	3 0	3 1%	1 0	2 0	1 0

When you purchased your home, did you factor in costs for renovations or makeovers ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowner with a mortgage												
Unweighted Base	789	111	70	67	293	173	75	158	492	128	393	396
Weighted Base	732	109	68*	48*	276	177	54*	160	433	130	369	363
Yes	263	29	17	22	90	89	16	69	142	48	127	136
	36%	26%	25%	46% ABD	33%	50% ABDF	30%	43% H	33%	37%	34%	38%
No	466	81	51	26	184	87	37	91	289	81	241	225
	64%	74% CE	75% CE	54%	67% E	49%	69% E	57% G	67% G	62%	65%	62%
Don't know/Refused	4	0	0	0	2	1	1	0	3	1	2	2
	0	-	-	-	1%	1%	1%	-	1%	1%	0	1%

When you purchased your home, did you factor in costs for renovations or makeovers?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Homeowner with a mortgage										
Unweighted Base	789	626	163	62	152	302	270	77	232	421
Weighted Base	732	587	146	61*	141	276	252	72*	216	389
Yes	263	210	53	17	45	85	116	34	59	149
	36%	36%	36%	28%	32%	31%	46% CDE	48% H	27%	38% H
No	466	374	92	43	96	189	136	38	155	238
	64%	64%	63%	71% F	68% F	69% F	54%	52%	72% GI	61%
Don't know/Refused	4	3	1	1	0	2	1	0	2	2
	0	0	0	2%	-	1%	0	-	1%	0

When did you begin the first renovation or makeover in your house, if ever ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowner with a mortgage												
Unweighted Base	789	111	70	67	293	173	75	158	492	128	393	396
Weighted Base	732	109	68*	48*	276	177	54*	160	433	130	369	363
Before you moved in	96 13%	16 15%	6 8%	4 8%	33 12%	30 17%	8 14%	21 13%	61 14%	13 10%	55 15%	41 11%
Right after you moved in	101 14%	14 12%	10 15%	10 21% E	39 14%	15 8%	13 24% ADE	30 19% H	53 12%	18 14%	46 12%	55 15%
Within the first year of living there	139 19%	19 17%	15 22%	12 26%	56 20%	30 17%	8 14%	31 19%	83 19%	23 18%	71 19%	67 19%
After one year of being in the home	206 28%	26 24%	19 28%	8 18%	75 27%	65 36% ACDF	12 23%	29 18%	127 29% G	47 36% G	99 27%	107 30%
You did not renovate	186 25%	35 32%	18 26%	13 28%	69 25%	38 22%	13 25%	49 30%	107 25%	29 22%	98 26%	89 24%
Don't know/Refused	4 0	0 -	0 -	0 -	4 1%	0 -	0 -	0 -	2 0	0 -	1 0	3 1%

When did you begin the first renovation or makeover in your house, if ever ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Homeowner with a mortgage										
Unweighted Base	789	626	163	62	152	302	270	77	232	421
Weighted Base	732	587	146	61*	141	276	252	72*	216	389
Before you moved in	96 13%	80 14%	16 11%	5 9%	18 13%	31 11%	42 16%	9 13%	26 12%	56 14%
Right after you moved in	101 14%	82 14%	20 14%	9 15%	19 14%	41 15%	32 13%	14 19%	28 13%	51 13%
Within the first year of living there	139 19%	113 19%	26 18%	9 14%	30 21%	54 19%	46 18%	8 11%	41 19%	83 21%
After one year of being in the home	206 28%	161 27%	45 31%	17 28%	35 24%	78 28%	75 30%	22 30%	53 25%	111 29%
You did not renovate	186 25%	148 25%	38 26%	20 33%	39 28%	71 26%	56 22%	19 26%	68 31% I	85 22%
Don't know/Refused	4 0	4 1%	0 -	0 -	0 -	2 1%	2 1%	0 -	0 -	3 1%

On average, how much money do you expect to spend on home renovations or makeovers this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowner with a mortgage												
Unweighted Base	789	111	70	67	293	173	75	158	492	128	393	396
Weighted Base	732	109	68*	48*	276	177	54*	160	433	130	369	363
None	100 14%	16 14%	9 13%	6 14%	35 13%	29 17%	5 9%	20 12%	43 10%	35 27% GH	45 12%	56 15%
Less than \$1,000	124 17%	21 19%	14 20%	8 16%	42 15%	32 18%	9 16%	27 17%	69 16%	26 20%	53 14%	71 20%
\$1,000 to just under \$5,000	331 45%	55 51%	29 43%	25 52%	115 42%	78 44%	29 53%	78 48% I	209 48% I	42 32%	179 48%	153 42%
\$5,000 to just under \$10,000	105 14%	7 6%	9 14%	5 10%	52 19% A	24 14% A	8 14%	16 10%	73 17% G	16 12%	52 14%	53 15%
\$10,000 to just under \$15,000	40 5%	9 8%	6 9%	1 1%	16 6%	7 4%	2 4%	14 8% I	25 6%	2 2%	22 6%	18 5%
\$15,000 to just under \$20,000	9 1%	0 -	1 2%	1 1%	7 3% E	0 -	0 -	4 3%	3 1%	1 1%	8 2% K	1 0
More than \$20,000	16 2%	1 1%	0 -	1 1%	9 3%	5 3%	0 -	1 1%	10 2%	5 4% G	9 2%	7 2%
Don't know/Refused	6 1%	1 1%	0 -	2 4% D	0 -	1 1%	2 3% D	2 1% H	0 -	4 3% H	3 1%	3 1%

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* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Homeowner with a mortgage										
Unweighted Base	789	626	163	62	152	302	270	77	232	421
Weighted Base	732	587	146	61*	141	276	252	72*	216	389
None	100 14%	79 14%	21 14%	16 27% EF	26 19% E	27 10%	30 12%	18 25% HI	32 15% I	33 8%
Less than \$1,000	124 17%	100 17%	24 17%	15 24%	21 15%	41 15%	47 19%	17 24% I	44 20% I	54 14%
\$1,000 to just under \$5,000	331 45%	274 47%	57 39%	19 31%	62 44%	144 52% CF	105 42%	24 34%	95 44%	195 50% G
\$5,000 to just under \$10,000	105 14%	82 14%	23 16%	8 13%	16 11%	40 14%	41 16%	8 11%	29 13%	61 16%
\$10,000 to just under \$15,000	40 5%	30 5%	10 7%	2 3%	11 8%	13 5%	13 5%	2 3%	13 6%	24 6%
\$15,000 to just under \$20,000	9 1%	7 1%	2 1%	0 -	2 1%	4 1%	3 1%	0 -	0 -	9 2% H
More than \$20,000	16 2%	11 2%	5 3%	0 -	3 2%	5 2%	9 3%	1 1%	1 0	12 3% H
Don't know/Refused	6 1%	3 0	3 2% A	1 2%	0 -	2 1%	3 1%	1 2%	2 1%	1 0

Which room of your home is in most need of a renovation or makeover?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowner with a mortgage												
Unweighted Base	789	111	70	67	293	173	75	158	492	128	393	396
Weighted Base	732	109	68*	48*	276	177	54*	160	433	130	369	363
Kitchen	227 31%	40 37% C	22 33% C	8 17%	93 34% C	50 28%	13 24%	42 26%	141 33%	42 32%	119 32%	108 30%
Bathroom(s)	164 22%	30 27%	12 18%	13 27%	56 20%	40 23%	14 25%	41 26%	96 22%	26 20%	82 22%	82 23%
Bedroom(s)	74 10%	9 8%	7 11%	9 19% ADE	25 9%	15 8%	9 17% DE	22 13% I	44 10%	8 6%	35 9%	39 11%
Living room	131 18%	16 14%	15 22%	9 20%	54 20%	25 14%	11 21%	35 22%	76 18%	19 14%	68 19%	63 17%
Don't know/Refused	136 19%	15 14%	11 17%	8 17%	48 17%	47 26% ADF	7 13%	21 13%	76 18%	37 28% GH	65 18%	71 20%

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	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: Homeowner with a mortgage										
Unweighted Base	789	626	163	62	152	302	270	77	232	421
Weighted Base	732	587	146	61*	141	276	252	72*	216	389
Kitchen	227 31%	178 30%	48 33%	21 34%	46 33%	84 30%	75 30%	24 34%	63 29%	122 31%
Bathroom(s)	164 22%	135 23%	29 20%	7 12%	33 23%	63 23%	60 24% C	11 15%	54 25%	89 23%
Bedroom(s)	74 10%	54 9%	20 14%	6 10%	11 8%	36 13%	21 8%	11 15%	19 9%	43 11%
Living room	131 18%	111 19%	21 14%	11 17%	21 15%	56 20%	43 17%	13 18%	44 20%	67 17%
Don't know/Refused	136 19%	109 19%	27 19%	16 27% E	29 21%	37 14%	53 21% E	13 19%	36 17%	67 17%

If you were to renovate or makeover just one part of your house to increase the overall resale value of your home which part would it be ?

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Base: Homeowner with a mortgage												
Unweighted Base	789	111	70	67	293	173	75	158	492	128	393	396
Weighted Base	732	109	68*	48*	276	177	54*	160	433	130	369	363
Kitchen	355 49%	63 58% BCF	26 38%	18 38%	141 51%	84 47%	23 42%	66 41%	221 51% G	64 49%	171 46%	185 51%
Bathroom(s)	150 21%	20 18%	14 20%	10 21%	48 18%	46 26% D	12 23%	35 22%	85 20%	29 23%	71 19%	79 22%
Bedroom(s)	44 6%	9 8%	6 9%	6 13% DE	12 4%	8 4%	4 7%	10 6%	26 6%	8 6%	26 7%	18 5%
Living room	135 18%	16 15%	15 22%	9 18%	56 20%	27 15%	12 22%	44 27% HI	73 17%	16 13%	77 21%	58 16%
Don't know/Refused	48 7%	2 2%	7 11% A	5 10% A	18 6%	13 7% A	3 6%	5 3%	29 7%	12 9% G	24 7%	23 6%

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Weighted Base	732	587	146	61*	141	276	252	72*	216	389
Kitchen	355 49%	282 48%	73 50%	30 49%	63 45%	142 52%	119 47%	31 42%	101 47%	191 49%
Bathroom(s)	150 21%	122 21%	29 20%	10 16%	32 23%	49 18%	59 24%	10 13%	47 22%	87 22%
Bedroom(s)	44 6%	33 6%	11 8%	1 2%	11 8%	20 7%	12 5%	8 11% H	10 5%	25 6%
Living room	135 18%	110 19%	24 17%	16 27% F	27 19%	52 19%	39 15%	18 25%	50 23% I	63 16%
Don't know/Refused	48 7%	40 7%	8 5%	4 7%	7 5%	13 5%	23 9% E	5 8%	8 4%	24 6%

Thinking back to when you purchased your first home, when did you apply for your mortgage?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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		REGION						AGE			GENDER	
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Unweighted Base	789	111	70	67	293	173	75	158	492	128	393	396
Weighted Base	732	109	68*	48*	276	177	54*	160	433	130	369	363
Before deciding to buy the house	297 41%	47 43%	33 48% E	20 43%	114 41%	60 34%	23 43%	80 50% HI	171 40%	42 32%	152 41%	145 40%
After finding a house you wanted to buy	418 57%	61 56%	32 48%	27 56%	154 56%	114 64% B	30 56%	79 49%	252 58%	82 63% G	209 57%	209 58%
Don't know/Refused	17 2%	1 1%	3 4%	1 1%	8 3%	4 2%	1 1%	1 1%	10 2%	7 5% G	8 2%	9 2%

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Unweighted Base	789	626	163	62	152	302	270	77	232	421
Weighted Base	732	587	146	61*	141	276	252	72*	216	389
Before deciding to buy the house	297 41%	245 42%	52 36%	22 36%	54 38%	113 41%	106 42%	25 35%	85 39%	165 42%
After finding a house you wanted to buy	418 57%	326 56%	92 63%	37 61%	86 61%	156 57%	139 55%	45 63%	128 59%	215 55%
Don't know/Refused	17 2%	16 3%	2 1%	2 3%	2 1%	6 2%	7 3%	2 2%	3 1%	10 3%