

HOUSING STUDY/ RENOVATION STUDY

1. Which of the following best describes your principal residence ?

Proportions/Means: Columns Tested

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

	TOTAL	REGION						AGE			GENDER	
		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	3074	396	292	272	1138	744	232	815	1254	906	1383	1691
Weighted Base	3074	406	297	209	1165	759	238	902	1178	903	1486	1588
Detached	1790 58%	237 58%	173 58%	137 66%	705 61%	389 51%	150 63%	399 44%	773 66%	558 62%	872 59%	918 58%
Semi-detached house	258 8%	31 8%	27 9%	13 6%	108 9%	66 9%	14 6%	93 10%	98 8%	60 7%	121 8%	137 9%
Apartment	573 19%	63 16%	45 15%	29 14%	194 17%	199 26%	43 18%	259 29%	162 14%	137 15%	270 18%	302 19%
Condominium	154 5%	24 6%	15 5%	10 5%	67 6%	36 5%	2 1%	53 6%	38 3%	60 7%	77 5%	78 5%
Townhouse	177 6%	26 6%	16 5%	6 3%	73 6%	40 5%	16 7%	61 7%	71 6%	41 5%	89 6%	87 6%
Loft	20 1%	2 1%	1 0	3 1%	5 0	6 1%	2 1%	9 1%	5 0	5 1%	16 1%	5 0
Other	66 2%	12 3%	16 5%	6 3%	7 1%	21 3%	5 2%	14 2%	16 1%	35 4%	27 2%	39 2%
Don't know/Refused	35 1%	11 3%	6 2%	4 2%	5 0	3 0	6 3%	13 1%	14 1%	5 1%	13 1%	22 1%

HOUSING STUDY/ RENOVATION STUDY

1. Which of the following best describes your principal residence ?

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

	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: All respondents										
Unweighted Base	3074	2404	669	349	731	1101	879	721	982	983
Weighted Base	3074	2419	654	349	722	1108	882	725	982	983
Detached	1790 58%	1290 53%	500 76%	177 51%	404 56%	670 60%	535 61%	295 41%	541 55%	723 73%
		A	A	C	C	C	C	G	G	GH
Semi-detached house	258 8%	214 9%	44 7%	35 10%	60 8%	84 8%	75 8%	41 6%	101 10%	89 9%
		G	G	G	G	G	G	G	G	G
Apartment	573 19%	537 22%	36 6%	80 23%	153 21%	194 18%	143 16%	282 39%	182 19%	51 5%
		B	B	EF	F	F	F	HI	I	I
Condominium	154 5%	145 6%	9 1%	8 2%	34 5%	49 4%	63 7%	25 3%	50 5%	54 5%
		B	B	B	B	CDE	CDE	CDE	CDE	CDE
Townhouse	177 6%	151 6%	26 4%	27 8%	36 5%	61 5%	54 6%	40 6%	57 6%	54 6%
		B	B	B	B	B	B	B	B	B
Loft	20 1%	12 0	8 1%	4 1%	4 1%	8 1%	4 0	4 1%	13 1%	3 0
		A	A	A	A	A	A	I	I	I
Other	66 2%	47 2%	19 3%	11 3%	19 3%	29 3%	6 1%	32 4%	22 2%	6 1%
		F	F	F	F	F	F	HI	I	I
Don't know/Refused	35 1%	23 1%	12 2%	5 1%	13 2%	14 1%	2 0	6 1%	15 1%	3 0
		F	F	F	F	F	F	I	I	I

HOUSING STUDY/ RENOVATION STUDY

2. Do you currently own or rent your principal residence ?

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	3074	396	292	272	1138	744	232	815	1254	906	1383	1691
Weighted Base	3074	406	297	209	1165	759	238	902	1178	903	1486	1588
Own	2069 67%	262 64%	207 70% E	145 70%	807 69% E	476 63%	171 72% E	411 46%	889 75% G	700 78% G	992 67%	1077 68%
Rent	982 32%	139 34%	90 30%	61 29%	349 30%	281 37% BCDF	63 27%	482 53% HI	285 24%	195 22%	484 33%	498 31%
Don't know/Refused	23 1%	6 1% E	1 0	3 1% E	9 1%	2 0	3 1% E	8 1%	5 0	7 1%	10 1%	13 1%

Proportions/Mean: Columns Tested (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	3074	2404	669	349	731	1101	879	721	982	983
Weighted Base	3074	2419	654	349	722	1108	882	725	982	983
Own	2069	1524	545	217	465	729	649	299	647	845
	67%	63%	83% A	62%	64%	66%	74% CDE	41%	66% G	86% GH
Rent	982	876	105	128	252	371	229	423	330	135
	32%	36% B	16%	37% F	35% F	33% F	26%	58% HI	34% I	14%
Don't know/Refused	23	19	4	4	5	8	4	3	5	4
	1%	1%	1%	1%	1%	1%	0	0	0	0

HOUSING STUDY/ RENOVATION STUDY

3A. Are you planning any renovations or home improvements to your home over the next twelve months ?

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: Principal residence owner												
Unweighted Base	2090	266	207	193	799	455	170	364	948	704	927	1163
Weighted Base	2069	262	207	145	807	476	171	411	889	700	992	1077
Yes	853 41%	116 44%	97 47% DE	65 45%	315 39%	178 37%	82 48% DE	207 50% I	417 47% I	203 29%	439 44% K	413 38%
No	1197 58%	141 54%	106 51%	79 54%	487 60% BF	297 62% ABF	88 51%	198 48%	467 53%	490 70% GH	543 55%	654 61% J
Don't know/Refused	19 1%	5 2% E	4 2%	1 0	5 1%	2 0	2 1%	6 1%	5 1%	8 1%	10 1%	9 1%

Proportions/Mean: Columns Tested (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: Principal residence owner										
Unweighted Base	2090	1535	555	217	480	732	651	302	654	852
Weighted Base	2069	1524	545	217	465	729	649	299	647	845
Yes	853 41%	619 41%	234 43%	49 23%	155 33% C	334 46% CD	312 48% CD	104 35%	232 36%	424 50% GH
No	1197 58%	893 59%	304 56%	165 76% DEF	303 65% EF	391 54%	331 51%	193 64% I	412 64% I	417 49%
Don't know/Refused	19 1%	12 1%	8 1%	3 1%	7 2%	4 1%	5 1%	3 1%	3 1%	4 1%

HOUSING STUDY/ RENOVATION STUDY

3B. What about over the next two years ?

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: Not planning any renovations in the next twelve months												
Unweighted Base	1210	144	108	102	485	279	92	175	498	491	505	705
Weighted Base	1197	141	106	79*	487	297	88*	198	467	490	543	654
Yes	379 32%	43 31%	39 37% C	18 23%	150 31%	97 33%	32 36%	77 39% I	189 40% I	97 20%	167 31%	213 33%
No	766 64%	90 64%	62 58%	57 73% B	318 65%	186 63%	52 59%	117 59%	263 56%	367 75% GH	352 65%	414 63%
Don't know/Refused	51 4%	7 5%	5 5%	4 4%	18 4%	13 4%	4 5%	4 2%	15 3%	25 5%	24 4%	27 4%

Proportions/Means: Columns Tested (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: Not planning any renovations in the next twelve months										
Unweighted Base	1210	898	312	165	308	398	332	196	415	419
Weighted Base	1197	893	304	165	303	391	331	193	412	417
Yes	379 32%	282 32%	97 32%	35 21%	88 29%	138 35% C	116 35% C	47 25%	130 32%	160 38% GH
No	766 64%	569 64%	197 65%	118 72% EF	206 68% E	235 60%	202 61%	136 71% I	268 65% I	242 58%
Don't know/Refused	51 4%	41 5%	10 3%	12 7% D	9 3%	18 5%	13 4%	9 5%	13 3%	15 3%

HOUSING STUDY/ RENOVATION STUDY

4. What type of home improvement or renovation do you intend to make in your home in the next 2 years ?

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
TOTAL MENTIONS												
Base: Planning renovations in the 2 years												
Unweighted Base	1244	161	134	114	458	268	109	251	646	303	564	680
Weighted Base	1232	159	136	84	466	275	113*	284	606	300	606	626
New Floors/flooring	206 17%	41 26% DEF	35 26% DEF	18 22% DE	63 13%	33 12%	16 14%	39 14%	119 20% GI	42 14%	84 14%	122 19% J
Painting/Staining/Caulking	206 17%	35 22% F	26 19% F	15 18% F	78 17% F	42 15%	10 8%	48 17%	92 15%	58 19%	85 14%	121 19% J
New windows	152 12%	11 7%	12 8%	12 14% A	46 10%	47 17% ABD	25 22% ABD	29 10%	71 12%	46 15%	74 12%	78 12%
Bathroom	149 12%	17 11%	18 13%	10 12%	63 14%	30 11%	10 9%	36 13%	81 13%	28 9%	62 10%	88 14% J
Kitchen	148 12%	23 14%	12 9%	10 12%	69 15% F	27 10%	8 7%	26 9%	72 12%	46 15% G	70 12%	78 12%
New roof	144 12%	15 9%	10 8%	12 14%	52 11%	39 14%	17 15%	23 8%	68 11%	50 17% GH	82 13%	63 10%
Basement	142 12%	9 5%	24 18% AF	9 11%	57 12% A	34 12% A	9 8%	47 17% I	77 13% I	12 4%	69 11%	73 12%
Outdoor Deck/patio	114 9%	18 11%	16 11%	6 7%	39 8%	19 7%	17 15% DE	33 11%	52 9%	24 8%	56 9%	58 9%
Landscaping	84 7%	13 8%	10 8%	8 9%	29 6%	20 7%	5 4%	31 11% I	44 7% I	5 2%	47 8%	38 6%
New addition	74 6%	9 6%	6 4%	6 7%	40 9% E	9 3%	5 4%	14 5%	39 6%	20 7%	47 8% K	27 4%
Bedroom	34 3%	6 4%	3 2%	3 4%	13 3%	3 1%	5 4%	5 2%	22 4%	7 2%	19 3%	15 2%

HOUSING STUDY/ RENOVATION STUDY

4. What type of home improvement or renovation do you intend to make in your home in the next 2 years ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
New doors	28 2%	1 1%	5 3%	6 7% ADE	6 1%	3 1%	7 6% ADE	5 2%	8 1%	15 5% GH	14 2%	14 2%
Furnace/ heating	26 2%	3 2%	4 3%	2 3%	11 2%	3 1%	2 2%	2 1%	14 2%	10 3% G	15 2%	11 2%
Redecorating	23 2%	2 1%	1 1%	1 1%	9 2%	8 3%	2 2%	5 2%	10 2%	8 3%	13 2%	10 2%
New garage	23 2%	2 1%	5 4%	1 1%	6 1%	5 2%	4 4%	6 2%	13 2%	4 1%	14 2%	9 1%
New Driveway	22 2%	3 2%	0 -	1 1%	14 3% BE	2 1%	2 2%	9 3%	8 1%	4 1%	12 2%	10 2%
Exterior	20 2%	0 -	3 2% D	2 2% AD	0 -	13 5% AD	3 2% D	4 1%	12 2%	4 1%	6 1%	15 2%
Insulation	19 2%	0 -	3 2%	4 5% AD	3 1%	6 2%	3 3% A	4 1%	10 2%	6 2%	9 1%	10 2%
New siding	17 1%	4 3% DE	1 1%	5 6% BDE	2 0	0 -	5 4% DE	3 1%	8 1%	4 1%	5 1%	12 2%
Moving/ removing walls	9 1%	2 1%	0 -	3 3% BDE	3 1%	0 -	1 1%	3 1%	4 1%	1 0	4 1%	5 1%
New furniture	8 1%	0 -	2 2%	1 1%	2 0	2 1%	1 1%	3 1%	3 1%	2 1%	5 1%	3 0
Pool	6 0	0 -	0 -	0 -	5 1%	1 0	0 -	2 1%	4 1%	0 -	3 1%	3 0
Sunroom/ solarium	5 0	0 -	0 -	1 1% D	0 -	3 1% D	2 1% D	0 -	5 1%	0 -	3 0	3 0
Family room/ living room	4 0	0 -	1 1%	1 2% E	2 0	0 -	0 -	0 -	3 1%	1 0	2 0	2 0
Hot tub	3 0	0 -	0 -	0 -	3 1%	0 -	0 -	3 1% H	0 -	1 0	3 0	1 0
Appliances	3 0	0 -	1 1%	0 -	2 0	0 -	0 -	1 0	2 0	0 -	3 0	1 0

HOUSING STUDY/ RENOVATION STUDY

4. What type of home improvement or renovation do you intend to make in your home in the next 2 years ?

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 A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Buy a new home	2 0	0 -	2 2% DE	0 -	0 -	0 -	0 -	0 -	1 0	1 0	1 0	1 0
Other	120 10%	18 12%	16 12%	8 10%	46 10%	20 7%	12 11%	21 7%	65 11%	30 10%	60 10%	60 10%
Don't know/Refused	32 3%	5 3%	1 1%	0 -	12 3%	9 3%	5 4% C	10 3%	12 2%	7 2%	18 3%	13 2%

HOUSING STUDY/ RENOVATION STUDY

4. What type of home improvement or renovation do you intend to make in your home in the next 2 years ?

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

* 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
TOTAL MENTIONS										
Base: Planning renovations in the 2 years										
Unweighted Base	1244	910	334	84	255	468	432	153	369	588
Weighted Base	1232	901	331	84*	243	472	428	151	362	584
New Floors/flooring	206 17%	154 17%	51 16%	11 13%	48 20%	78 17%	68 16%	18 12%	63 17%	105 18%
Painting/Staining/Caulking	206 17%	159 18%	47 14%	16 19%	37 15%	71 15%	82 19%	23 15%	64 18%	94 16%
New windows	152 12%	111 12%	41 12%	10 12%	44 18% EF	53 11%	45 11%	23 15%	43 12%	64 11%
Bathroom	149 12%	126 14% B	23 7%	6 7%	20 8%	61 13%	62 14% D	13 9%	42 12%	75 13%
Kitchen	148 12%	120 13% B	28 8%	7 9%	22 9%	62 13%	55 13%	14 9%	43 12%	72 12%
New roof	144 12%	93 10%	51 15% A	14 17%	32 13%	53 11%	44 10%	25 17% I	38 11%	63 11%
Basement	142 12%	114 13% B	28 8%	10 12%	23 10%	56 12%	53 12%	12 8%	31 9%	89 15% GH
Outdoor Deck/patio	114 9%	81 9%	33 10%	6 7%	13 5%	53 11% D	42 10% D	11 7%	40 11%	51 9%
Landscaping	84 7%	75 8% B	9 3%	1 1%	16 6%	32 7%	35 8% C	3 2%	24 7% G	50 9% G
New addition	74 6%	43 5%	31 9% A	5 6%	10 4%	27 6%	32 7%	8 5%	20 5%	35 6%
Bedroom	34 3%	20 2%	14 4%	3 3%	5 2%	17 3%	9 2%	7 5%	11 3%	15 3%
New doors	28 2%	13 1%	15 5% A	5 6% EF	8 3%	9 2%	6 1%	5 3%	9 3%	10 2%
Furnace/ heating	26 2%	17 2%	8 2%	1 1%	6 2%	13 3%	6 1%	3 2%	8 2%	10 2%

HOUSING STUDY/ RENOVATION STUDY

4. What type of home improvement or renovation do you intend to make in your home in the next 2 years ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Redecorating	23 2%	17 2%	6 2%	1 1%	4 2%	13 3%	5 1%	6 4%	5 1%	12 2%
New garage	23 2%	15 2%	8 2%	1 1%	5 2%	11 2%	6 1%	1 1%	9 3%	10 2%
New Driveway	22 2%	17 2%	4 1%	0 -	4 1%	6 1%	12 3%	0 -	4 1%	12 2%
Exterior	20 2%	13 1%	7 2%	1 1%	8 3% E	5 1%	6 1%	2 1%	7 2%	10 2%
Insulation	19 2%	12 1%	8 2%	4 4%	3 1%	7 1%	6 1%	3 2%	5 1%	9 2%
New siding	17 1%	5 1%	12 4% A	1 2%	5 2%	8 2%	2 1%	3 2% I	6 2%	3 1%
Moving/ removing walls	9 1%	6 1%	3 1%	2 2%	1 0	2 0	4 1%	0 -	2 1%	5 1%
New furniture	8 1%	6 1%	2 1%	1 1%	2 1%	3 1%	2 0	0 -	5 1%	3 1%
Pool	6 0	4 0	2 1%	0 -	0 -	3 1%	3 1%	0 -	0 -	5 1%
Sunroom/ solarium	5 0	3 0	2 1%	0 -	2 1%	3 1%	1 0	0 -	3 1%	2 0
Family room/ living room	4 0	2 0	3 1%	0 -	4 2% EF	1 0	0 -	1 1%	0 -	3 1%
Hot tub	3 0	3 0	1 0	0 -	1 0	0 -	3 1%	1 1%	1 0	1 0
Appliances	3 0	3 0	0 -	0 -	0 -	0 -	3 1%	0 -	0 -	2 0
Buy a new home	2 0	1 0	1 0	0 -	0 -	1 0	1 0	0 -	1 0	1 0
Other	120 10%	84 9%	35 11%	7 9%	26 11%	45 9%	41 10%	18 12%	40 11%	53 9%

HOUSING STUDY/ RENOVATION STUDY

4. What type of home improvement or renovation do you intend to make in your home in the next 2 years ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Don't know/Refused	32 3%	20 2%	11 3%	5 6% F	6 2%	13 3%	8 2%	7 4% I	11 3%	9 2%

HOUSING STUDY/ RENOVATION STUDY

5. How much do you think you will spend on these renovations ?

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: Planning renovations in the 2 years												
Unweighted Base	1244	161	134	114	458	268	109	251	646	303	564	680
Weighted Base	1232	159	136	84	466	275	113*	284	606	300	606	626
Less than \$1,000	71 6%	13 8%	7 5%	4 5%	30 6%	12 4%	5 5%	19 7%	26 4%	22 7%	34 6%	37 6%
\$1,000 - \$2,499	195 16%	26 16%	28 21% D	18 22% D	60 13%	43 16%	21 19%	49 17%	92 15%	52 17%	99 16%	96 15%
\$2,500 - \$4,999	150 12%	14 9%	11 8%	13 16%	47 10%	48 17% ABD	16 14%	34 12%	73 12%	38 13%	79 13%	71 11%
\$5,000 - \$9,999	268 22%	31 19%	31 23%	17 20%	105 23%	69 25% F	17 15%	60 21%	140 23%	62 21%	127 21%	141 23%
\$10,000 - \$19,999	251 20%	31 20%	21 16%	15 18%	113 24% B	50 18%	20 18%	54 19%	129 21%	60 20%	126 21%	125 20%
\$20,000+	175 14%	26 16% E	26 19% E	9 11%	73 16% E	25 9%	16 14%	31 11%	99 16% G	39 13%	95 16%	80 13%
Don't know/Refused	121 10%	18 11%	12 9%	7 9%	39 8%	28 10%	18 16% D	38 13% H	46 8%	26 9%	45 7%	76 12% J
STATISTICS												
Mean	12744	13080	18587	9007	12777	11170	11568	11790	12918	13606	14321	11138
Standard Deviation	30343.2	23536.9	49852.4	12963.8	24773.4	33754.6	28746.8	33935.7	23707.1	39258.9	35955.1	23194.7
Standard Error	905.5	1961.4	4495.0	1271.2	1208.8	2178.9	2997.1	2298.4	970.3	2363.1	1570.7	947.7

HOUSING STUDY/ RENOVATION STUDY

6. And how are you planning to finance these renovations ?

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
TOTAL MENTIONS												
Base: Planning renovations in the 2 years												
Unweighted Base	1244	161	134	114	458	268	109	251	646	303	564	680
Weighted Base	1232	159	136	84	466	275	113*	284	606	300	606	626
Cash	624 51%	76 48%	72 53%	45 54%	221 47%	145 53%	64 57%	135 48%	296 49%	173 58% GH	331 55% K	292 47%
Savings/Personal Savings	323 26%	45 28%	42 31%	17 20%	127 27%	65 24%	27 24%	91 32% I	157 26%	67 22%	140 23%	183 29% J
Line of credit	130 11%	12 7%	13 9%	11 14%	52 11%	28 10%	14 13%	22 8%	76 13% G	26 9%	67 11%	63 10%
Credit cards	76 6%	14 9%	7 5%	8 10% E	28 6%	11 4%	9 8%	20 7%	35 6%	18 6%	35 6%	41 7%
Secured line of credit	58 5%	8 5%	10 7%	2 2%	20 4%	13 5%	5 4%	3 1%	43 7% G	13 4% G	34 6%	25 4%
New loan	44 4%	1 1%	3 3%	7 9% ABD	12 3%	14 5% A	7 6% A	10 4%	22 4%	9 3%	22 4%	22 4%
Add-on to mortgage	39 3%	5 3%	4 3%	1 2%	13 3%	10 4%	6 5%	8 3%	23 4%	7 2%	22 4%	17 3%
Refinance mortgage	30 2%	3 2%	1 1%	3 3% F	6 1%	17 6% ABDF	0 -	3 1%	18 3%	7 2%	18 3%	12 2%
Home equity loan	22 2%	4 3%	0 -	1 2%	4 1%	11 4% BD	1 1%	6 2%	10 2%	4 1%	15 2%	7 1%
Other	22 2%	3 2%	4 3%	2 2%	8 2%	5 2%	0 -	7 2%	10 2%	5 2%	9 2%	12 2%
Don't know/Refused	59 5%	7 4%	5 4%	3 3%	25 5%	10 4%	10 8%	17 6%	26 4%	9 3%	24 4%	35 6%

HOUSING STUDY/ RENOVATION STUDY

6. And how are you planning to finance these renovations ?

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

* 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
TOTAL MENTIONS										
Base: Planning renovations in the 2 years										
Unweighted Base	1244	910	334	84	255	468	432	153	369	588
Weighted Base	1232	901	331	84*	243	472	428	151	362	584
Cash	624 51%	439 49%	185 56% A	43 52%	127 52%	241 51%	211 49%	73 48%	186 51%	298 51%
Savings/Personal Savings	323 26%	242 27%	81 25%	20 24%	62 25%	122 26%	120 28%	35 23%	99 27%	158 27%
Line of credit	130 11%	102 11%	28 8%	4 5%	23 9%	53 11%	49 12%	8 6%	32 9%	79 14% GH
Credit cards	76 6%	60 7%	16 5%	8 10%	12 5%	29 6%	27 6%	15 10% I	22 6%	28 5%
Secured line of credit	58 5%	42 5%	16 5%	2 2%	14 6%	17 4%	26 6%	5 3%	15 4%	37 6%
New loan	44 4%	27 3%	17 5%	5 6%	8 3%	20 4%	11 3%	10 7% I	15 4%	16 3%
Add-on to mortgage	39 3%	30 3%	9 3%	1 1%	12 5%	15 3%	11 3%	6 4%	15 4%	15 3%
Refinance mortgage	30 2%	24 3%	5 2%	2 3%	5 2%	13 3%	9 2%	8 5% I	9 3%	11 2%
Home equity loan	22 2%	18 2%	3 1%	3 4% F	3 1%	11 2%	4 1%	3 2%	8 2%	10 2%
Other	22 2%	17 2%	5 1%	4 5% F	4 2%	10 2%	4 1%	6 4% I	6 2%	6 1%
Don't know/Refused	59 5%	44 5%	14 4%	3 4%	13 5%	19 4%	23 5%	8 5%	13 4%	20 3%

HOUSING STUDY/ RENOVATION STUDY

7. What proportion of your renovation will you pay for with cash or savings ?

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: Planning to finance renovations Cash or with savings												
Unweighted Base	902	118	106	82	324	189	83	190	450	235	409	493
Weighted Base	894	116	107	60*	331	195	85*	215	421	232	441	453
All of it	618 69%	89 76%	71 66%	44 73%	221 67%	134 69%	60 70%	124 58%	296 70%	180 78%	315 71%	304 67%
Most of it	150 17%	12 10%	21 20%	8 14%	63 19%	35 18%	11 13%	50 23%	74 18%	22 9%	64 14%	86 19%
Some of it	107 12%	14 12%	11 11%	6 11%	40 12%	22 11%	13 16%	38 18%	44 10%	21 9%	61 14%	46 10%
None of it	8 1%	2 1%	2 2%	1 1%	1 0	2 1%	1 1%	0 -	4 1%	3 1%	0 -	8 2%
Don't know/Refused	11 1%	0 -	2 2%	1 2%	6 2%	2 1%	0 -	2 1%	3 1%	6 3%	2 1%	9 2%
TOPBOX & LOWBOX SUMMARY												
All/Most of it (Top2Box)	768 86%	100 86%	92 86%	52 87%	284 86%	168 87%	71 83%	175 81%	370 88%	202 87%	378 86%	390 86%
Some/None of it (Low2Box)	115 13%	16 14%	13 12%	7 12%	41 12%	24 12%	14 17%	38 18%	48 11%	24 10%	61 14%	54 12%

HOUSING STUDY/ RENOVATION STUDY

7. What proportion of your renovation will you pay for with cash or savings ?

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: Planning to finance renovations Cash or with savings										
Unweighted Base	902	649	253	61	191	332	315	103	274	429
Weighted Base	894	644	251	61*	180	337	314	100*	269	430
All of it	618 69%	440 68%	178 71%	34 56%	128 71%	236 70%	219 70%	58 58%	193 72%	302 70%
Most of it	150 17%	109 17%	41 16%	13 21%	24 13%	59 17%	54 17%	20 20%	44 16%	79 18%
Some of it	107 12%	78 12%	29 11%	9 14%	22 12%	40 12%	35 11%	18 18%	27 10%	45 10%
None of it	8 1%	5 1%	3 1%	2 3%	2 1%	1 0	3 1%	1 1%	4 1%	2 0
Don't know/Refused	11 1%	11 2% B	0 -	3 5% EF	3 2%	2 1%	3 1%	3 3% I	2 1%	3 1%
TOPBOX & LOWBOX SUMMARY										
All/Most of it (Top2Box)	768 86%	549 85%	219 87%	47 78%	152 85%	294 87%	273 87%	78 78%	237 88% G	380 89% G
Some/None of it (Low2Box)	115 13%	83 13%	31 13%	10 17%	25 14%	41 12%	38 12%	19 19% I	31 11%	46 11%

HOUSING STUDY/ RENOVATION STUDY

8. During what time of year do you plan to renovate or make a home improvement ?

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: Planning renovations in the 2 years												
Unweighted Base	1244	161	134	114	458	268	109	251	646	303	564	680
Weighted Base	1232	159	136	84	466	275	113*	284	606	300	606	626
Spring	434 35%	52 33%	54 40%	32 38%	152 33%	110 40% D	34 30%	93 33%	214 35%	113 37%	202 33%	232 37%
Summer	279 23%	42 26%	26 19%	21 25%	100 21%	60 22%	30 27%	79 28% I	133 22%	53 18%	155 26% K	125 20%
Fall	290 24%	31 19%	30 22%	14 16%	113 24%	68 25%	35 31% AC	61 21%	149 25%	77 26%	143 24%	148 24%
Winter	179 15%	26 16% E	25 18% E	15 18% E	75 16% E	26 9% E	12 10%	46 16%	83 14%	47 16%	83 14%	96 15%
Don't know/Refused	49 4%	8 5% B	1 1%	2 2%	25 5% B	11 4%	3 2%	6 2%	26 4%	11 4%	24 4%	26 4%

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: Planning renovations in the 2 years										
Unweighted Base	1244	910	334	84	255	468	432	153	369	588
Weighted Base	1232	901	331	84*	243	472	428	151	362	584
Spring	434 35%	322 36%	112 34%	37 44%	86 35%	165 35%	143 33%	53 35%	135 37%	211 36%
Summer	279 23%	193 21%	86 26%	23 28% E	61 25% E	85 18% E	109 25% E	41 27%	84 23%	118 20%
Fall	290 24%	217 24%	73 22%	16 19%	57 23%	115 24%	103 24%	34 22%	82 23%	139 24%
Winter	179 15%	126 14%	53 16%	7 9%	30 12%	90 19% CDF	51 12%	20 13%	56 15%	91 16%
Don't know/Refused	49 4%	43 5% B	7 2%	0 -	9 4%	17 4%	23 5% C	4 3%	6 2%	26 4% H

HOUSING STUDY/ RENOVATION STUDY

9. Now that you've decided to renovate or make a home improvement, where did you, or will you, get your inspiration for design, colour, model, features, etc ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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: Planning renovations in the 2 years												
Unweighted Base	1244	161	134	114	458	268	109	251	646	303	564	680
Weighted Base	1232	159	136	84	466	275	113*	284	606	300	606	626
Magazines	329 27%	44 28%	37 27%	20 24%	124 27%	83 30%	20 18%	96 34%	166 27%	57 19%	110 18%	218 35%
Friends/family/neighbours homes	258 21%	35 22%	33 24%	19 22%	97 21%	48 18%	26 23%	70 24%	127 21%	54 18%	175 29%	83 13%
Myself/ my own ideas	223 18%	35 22%	22 17%	13 15%	86 18%	44 16%	23 20%	44 16%	116 19%	58 19%	116 19%	107 17%
Big box store (i.e. Home Depot, Rona, Sears Home, Lansing, Building Box)	171 14%	22 14%	23 17%	20 24%	68 15%	25 9%	13 12%	31 11%	84 14%	51 17%	80 13%	91 14%
TV home improvement show	155 13%	18 11%	23 17%	15 18%	66 14%	22 8%	10 9%	50 17%	72 12%	30 10%	61 10%	94 15%
Specialty store (i.e. interior decor, design shops, flooring, tile, cabinet store)	75 6%	8 5%	10 7%	4 5%	25 5%	20 7%	9 8%	11 4%	43 7%	18 6%	33 5%	43 7%
Internet	37 3%	7 5%	4 3%	4 4%	15 3%	5 2%	2 1%	12 4%	22 4%	3 1%	18 3%	20 3%
Interior decorator/ Designer	34 3%	3 2%	3 2%	1 1%	7 1%	20 7%	2 1%	3 1%	21 4%	8 3%	13 2%	20 3%
Model homes	32 3%	5 3%	9 6%	3 4%	5 1%	7 3%	4 4%	5 2%	16 3%	9 3%	18 3%	14 2%
Other large retailers (Cdn Tire, The Bay, Sears, Future Shop, IKEA)	26 2%	0 -	4 3%	2 3%	9 2%	6 2%	6 5%	2 1%	13 2%	9 3%	16 3%	10 2%
Contractors	18 1%	2 1%	1 1%	2 2%	9 2%	2 1%	2 2%	0 -	7 1%	10 3%	3 1%	15 2%
Books	14 1%	2 1%	2 2%	1 1%	6 1%	1 0	2 2%	5 2%	6 1%	2 1%	5 1%	9 1%

HOUSING STUDY/ RENOVATION STUDY

9. Now that you've decided to renovate or make a home improvement, where did you, or will you, get your inspiration for design, colour, model, features, etc ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Hotel/restaurant	2 0	0 -	1 1% D	0 -	0 -	1 0	0 -	1 0	1 0	0 -	2 0	0 -
Other	81 7%	8 5%	8 6%	5 6%	29 6%	25 9%	7 6%	14 5%	41 7%	22 7%	37 6%	44 7%
None/ Won't be renovating	3 0	1 1%	0 -	0 -	0 -	2 1%	0 -	0 -	1 0	2 1%	2 0	1 0
Don't know/Refused	123 10%	12 7%	15 11%	4 4%	43 9%	38 14% ACD	12 11%	32 11%	52 9%	31 10%	67 11%	56 9%

HOUSING STUDY/ RENOVATION STUDY

9. Now that you've decided to renovate or make a home improvement, where did you, or will you, get your inspiration for design, colour, model, features, etc ?

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: Planning renovations in the 2 years										
Unweighted Base	1244	910	334	84	255	468	432	153	369	588
Weighted Base	1232	901	331	84*	243	472	428	151	362	584
Magazines	329 27%	257 29% B	71 21%	8 10%	52 21% C	133 28% C	134 31% CD	22 15%	107 30% G	166 29% G
Friends/family/neighbours homes	258 21%	184 20%	74 22%	14 16%	45 18%	101 21%	99 23%	29 19%	71 20%	125 21%
Myself/ my own ideas	223 18%	150 17%	74 22% A	18 22%	43 18%	89 19%	73 17%	37 24% H	56 16%	106 18%
Big box store (i.e. Home Depot, Rona, Sears Home, Lansing, Building Box)	171 14%	137 15% B	33 10%	10 12%	35 14%	70 15%	55 13%	14 9%	65 18% GI	74 13%
TV home improvement show	155 13%	115 13%	40 12%	13 15%	32 13%	60 13%	49 11%	17 11%	48 13%	75 13%
Specialty store (i.e. interior decor, design shops, flooring, tile, cabinet store)	75 6%	54 6%	22 7%	4 5%	12 5%	34 7%	24 6%	5 3%	23 6%	35 6%
Internet	37 3%	32 3%	6 2%	0 -	9 4%	13 3%	15 3%	2 1%	13 4%	20 3%
Interior decorator/ Designer	34 3%	29 3%	5 1%	1 1%	7 3%	7 1%	19 5% E	1 1%	11 3%	19 3%
Model homes	32 3%	22 2%	10 3%	3 3%	7 3%	15 3%	7 2%	3 2%	7 2%	18 3%
Other large retailers (Cdn Tire, The Bay, Sears, Future Shop, IKEA)	26 2%	18 2%	8 2%	2 3%	6 2%	11 2%	5 1%	1 1%	10 3%	14 2%
Contractors	18 1%	15 2%	4 1%	0 -	3 1%	4 1%	10 2%	3 2%	5 1%	9 2%
Books	14 1%	9 1%	5 2%	1 1%	1 1%	6 1%	5 1%	3 2%	1 0	9 1%
Hotel/restaurant	2 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -	1 0	1 0

HOUSING STUDY/ RENOVATION STUDY

9. Now that you've decided to renovate or make a home improvement, where did you, or will you, get your inspiration for design, colour, model, features, etc ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Other	81 7%	52 6%	29 9%	5 6%	18 7%	32 7%	26 6%	11 8%	20 6%	41 7%
None/ Won't be renovating	3 0	1 0	2 1%	0 -	1 0	2 0	0 -	0 -	1 0	1 0
Don't know/Refused	123 10%	87 10%	36 11%	13 16%	26 11%	42 9%	40 9%	28 19% HI	34 9%	50 8%

HOUSING STUDY/ RENOVATION STUDY

10. Who will do the MAJORITY of your home improvement/renovation ?

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
TOTAL MENTIONS												
Base: Planning renovations in the 2 years												
Unweighted Base	1244	161	134	114	458	268	109	251	646	303	564	680
Weighted Base	1232	159	136	84	466	275	113*	284	606	300	606	626
Self	569 46%	73 46%	73 54% E	48 58% DE	213 46%	111 40%	51 45%	166 58% HI	300 50% I	91 30%	361 60% K	209 33%
Contractor	445 36%	62 39%	48 35%	27 32%	170 36%	101 37%	38 34%	68 24%	209 34% G	153 51% GH	208 34%	237 38%
Family	254 21%	33 21%	27 20%	20 24%	80 17%	65 24% D	29 26% D	70 25%	119 20%	54 18%	44 7%	210 33% J
Friends	62 5%	8 5%	4 3%	3 3%	23 5%	14 5%	10 8%	16 6%	30 5%	14 5%	32 5%	30 5%
Other	12 1%	3 2%	0 -	0 -	4 1%	4 1%	1 1%	1 0	5 1%	5 2%	3 1%	8 1%
Don't know/Refused	29 2%	3 2%	1 1%	1 1%	12 3%	9 3%	3 3%	2 1%	13 2%	9 3%	11 2%	18 3%

HOUSING STUDY/ RENOVATION STUDY

10. Who will do the MAJORITY of your home improvement/renovation ?

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

* 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
TOTAL MENTIONS										
Base: Planning renovations in the 2 years										
Unweighted Base	1244	910	334	84	255	468	432	153	369	588
Weighted Base	1232	901	331	84*	243	472	428	151	362	584
Self	569 46%	398 44%	172 52% A	36 43%	120 49% F	239 51% F	171 40%	67 45%	172 47%	276 47%
Contractor	445 36%	345 38% B	101 30%	22 26%	67 28%	144 31%	210 49% CDE	43 28%	117 32%	235 40% GH
Family	254 21%	184 20%	70 21%	32 38% DEF	61 25% F	95 20%	65 15%	38 25% I	87 24% I	99 17%
Friends	62 5%	46 5%	15 5%	4 4%	18 7% F	28 6% F	12 3%	15 10% HI	13 4%	28 5%
Other	12 1%	8 1%	4 1%	1 1%	2 1%	5 1%	4 1%	3 2%	4 1%	5 1%
Don't know/Refused	29 2%	22 2%	7 2%	4 4%	5 2%	10 2%	10 2%	3 2%	9 3%	7 1%

HOUSING STUDY/ RENOVATION STUDY

11. Where will you purchase most of your renovation/home improvement materials/supplies ?

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: Planning renovations in the 2 years												
Unweighted Base	1244	161	134	114	458	268	109	251	646	303	564	680
Weighted Base	1232	159	136	84	466	275	113*	284	606	300	606	626
Big box store (i.e. Home Depot, Rona, Sears Home, Lansing, Building Box)	697	82	88	44	269	158	57	180	360	134	351	347
	57%	51%	64% AF	52%	58%	58%	50%	63% I	59% I	45%	58%	55%
Through contractor	111	18	13	6	44	27	3	16	45	46	56	56
	9%	11% F	9%	7%	9% F	10% F	3%	6%	7%	15% GH	9%	9%
Specialty store (i.e. interior decor, design shops, flooring, tile, cabinet store)	111	13	7	5	38	27	22	13	63	33	53	58
	9%	8%	5%	6%	8%	10%	19% ABCDE	5%	10% G	11% G	9%	9%
Local store/ local lumberyard	74	9	6	12	30	12	4	13	32	27	44	30
	6%	6%	5%	15% ABDEF	7%	4%	3%	4%	5%	9% GH	7%	5%
Other large retailers (Cdn Tire, The Bay, Sears, Future Shop, IKEA)	64	10	5	5	30	4	10	20	25	17	28	36
	5%	6% E	3%	6% E	6% E	1%	9% E	7%	4%	6%	5%	6%
Other	51	5	5	3	6	24	7	12	21	16	20	31
	4%	3%	3%	4% D	1%	9% AD	7% D	4%	4%	5%	3%	5%
Don't know/Refused	124	23	14	8	48	22	10	30	59	27	55	69
	10%	15% E	10%	9%	10%	8%	9%	11%	10%	9%	9%	11%

HOUSING STUDY/ RENOVATION STUDY

11. Where will you purchase most of your renovation/home improvement materials/supplies ?

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: Planning renovations in the 2 years										
Unweighted Base	1244	910	334	84	255	468	432	153	369	588
Weighted Base	1232	901	331	84*	243	472	428	151	362	584
Big box store (i.e. Home Depot, Rona, Sears Home, Lansing, Building Box)	697	545	152	45	131	281	239	72	204	359
	57%	60% B	46%	54%	54%	59%	56%	48%	56%	61% G
Through contractor	111	92	19	5	14	30	61	14	27	54
	9%	10% B	6%	6%	6%	6%	14% CDE	9%	7%	9%
Specialty store (i.e. interior decor, design shops, flooring, tile, cabinet store)	111	77	35	7	23	47	34	14	34	50
	9%	8%	10%	8%	9%	10%	8%	9%	9%	9%
Local store/ local lumberyard	74	33	41	11	20	20	23	14	21	33
	6%	4%	12% A	13% EF	8% E	4%	5%	9%	6%	6%
Other large retailers (Cdn Tire, The Bay, Sears, Future Shop, IKEA)	64	40	24	7	17	25	15	14	23	19
	5%	4%	7%	8% F	7% F	5%	3%	10% I	6% I	3%
Other	51	26	25	0	12	19	20	9	18	18
	4%	3%	7% A	-	5% C	4%	5% C	6%	5%	3%
Don't know/Refused	124	89	35	9	27	51	37	13	37	51
	10%	10%	11%	11%	11%	11%	9%	9%	10%	9%

HOUSING STUDY/ RENOVATION STUDY

12. If you had \$25,000 to spend on a renovation or home improvement what would you use it for ?

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
TOTAL MENTIONS												
Base: Principal residence owner												
Unweighted Base	2090	266	207	193	799	455	170	364	948	704	927	1163
Weighted Base	2069	262	207	145	807	476	171	411	889	700	992	1077
Kitchen	375 18%	35 13%	33 16%	25 17%	166 21%	87 18%	29 17%	75 18%	189 21%	105 15%	169 17%	206 19%
New flooring	256 12%	48 18%	38 18%	18 12%	82 10%	43 9%	27 16%	51 12%	104 12%	94 13%	90 9%	166 15%
Bathroom	252 12%	24 9%	28 13%	9 6%	98 12%	73 15%	20 12%	51 12%	132 15%	64 9%	110 11%	143 13%
Basement	198 10%	8 3%	30 14%	12 8%	88 11%	41 9%	19 11%	55 13%	110 12%	29 4%	99 10%	99 9%
An/new addition	195 9%	27 10%	20 9%	13 9%	84 10%	27 6%	24 14%	50 12%	79 9%	58 8%	102 10%	93 9%
New windows	170 8%	14 5%	20 10%	16 11%	40 5%	58 12%	23 13%	18 4%	87 10%	58 8%	74 7%	96 9%
Landscaping	150 7%	23 9%	24 12%	7 5%	53 7%	30 6%	13 8%	40 10%	68 8%	38 5%	67 7%	82 8%
New roof	128 6%	15 6%	9 5%	7 5%	45 6%	35 7%	15 9%	27 7%	53 6%	46 7%	63 6%	66 6%
Outdoor Deck/patio	120 6%	20 8%	15 7%	10 7%	30 4%	38 8%	8 5%	21 5%	62 7%	37 5%	56 6%	64 6%
Painting/staining/caulking	82 4%	9 3%	13 6%	6 4%	32 4%	14 3%	7 4%	23 5%	30 3%	29 4%	28 3%	54 5%
Garage/ add a new garage	63 3%	4 2%	12 6%	6 4%	19 2%	14 3%	7 4%	18 4%	30 3%	15 2%	42 4%	21 2%
New driveway	45 2%	3 1%	2 1%	3 2%	17 2%	16 3%	5 3%	6 2%	15 2%	21 3%	21 2%	25 2%

HOUSING STUDY/ RENOVATION STUDY

12. If you had \$25,000 to spend on a renovation or home improvement what would you use it for ?

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

	TOTAL	REGION						AGE			GENDER	
		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
New furniture	45 2%	8 3%	5 2%	3 2%	16 2%	12 2%	2 1%	7 2%	23 3%	12 2%	14 1%	30 3% J
Bedroom	44 2%	6 2%	5 2%	2 2%	17 2%	11 2%	3 2%	8 2%	24 3%	12 2%	20 2%	25 2%
Pool	40 2%	4 2%	1 0	1 1%	20 3%	10 2%	3 2%	16 4% I	21 2% I	3 0	22 2%	18 2%
Hot Tub	38 2%	3 1%	5 3%	1 0	18 2%	11 2%	1 0	12 3% I	21 2% I	6 1%	22 2%	16 2%
Exterior	37 2%	4 1%	0 -	5 4% BD	6 1%	16 3% BD	6 4% BD	3 1%	20 2%	13 2%	15 2%	22 2%
Sun room/ solarium	36 2%	0 -	2 1%	2 2% A	7 1%	20 4% ABD	5 3% AD	4 1%	19 2%	14 2%	17 2%	19 2%
Furnace/ heating	29 1%	1 0	8 4% ADE	4 2% AE	10 1%	2 0	5 3% AE	4 1%	13 1%	11 2%	14 1%	14 1%
Living room/ family room	23 1%	0 -	1 1%	6 4% ABDE	8 1%	6 1%	2 1%	7 2%	11 1%	5 1%	11 1%	12 1%
Redecorating	19 1%	4 1%	2 1%	1 1%	6 1%	7 1%	0 -	5 1%	7 1%	7 1%	11 1%	9 1%
Buy a new home	19 1%	4 1%	3 1%	1 1%	5 1%	3 1%	2 1%	8 2% H	5 1%	5 1%	12 1%	7 1%
Appliances	17 1%	8 3% DE	2 1%	1 0	5 1%	0 -	1 0	4 1%	8 1%	5 1%	2 0	14 1% J
Insulation	12 1%	1 0	3 1%	3 2% DE	4 0	2 0	0 -	3 1%	6 1%	3 0	6 1%	6 1%
Home Theatre	12 1%	4 2% E	1 1%	0 -	5 1%	1 0	0 -	5 1%	3 0	4 1%	8 1%	4 0
Moving/ removing walls	7 0	0 -	1 0	0 -	5 1%	2 0	0 -	5 1% I	3 0	0 -	4 0	4 0
Home Gym	2 0	0 -	0 -	0 -	2 0	0 -	0 -	1 0	1 0	0 -	1 0	1 0

HOUSING STUDY/ RENOVATION STUDY

12. If you had \$25,000 to spend on a renovation or home improvement what would you use it for ?

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

	TOTAL	REGION						AGE			GENDER	
		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
Other	195 9%	22 8%	20 10%	18 12% D	57 7%	49 10%	28 17% ADE	43 10%	87 10%	59 8%	97 10%	98 9%
Don't know/Refused	448 22%	49 19%	34 17%	40 28% ABF	183 23%	111 23%	32 19%	59 14%	151 17%	216 31% GH	227 23%	221 21%

HOUSING STUDY/ RENOVATION STUDY

12. If you had \$25,000 to spend on a renovation or home improvement what would you use it for ?

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

	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
TOTAL MENTIONS										
Base: Principal residence owner										
Unweighted Base	2090	1535	555	217	480	732	651	302	654	852
Weighted Base	2069	1524	545	217	465	729	649	299	647	845
Kitchen	375 18%	290 19%	85 16%	24 11%	84 18%	145 20%	121 19%	45 15%	110 17%	183 22%
New flooring	256 12%	198 13%	58 11%	29 13%	57 12%	97 13%	72 11%	34 11%	95 15%	96 11%
Bathroom	252 12%	191 13%	61 11%	14 6%	49 11%	102 14%	87 13%	30 10%	71 11%	125 15%
Basement	198 10%	150 10%	49 9%	12 6%	36 8%	81 11%	69 11%	32 11%	50 8%	97 11%
An/new addition	195 9%	138 9%	57 10%	15 7%	34 7%	74 10%	71 11%	28 9%	44 7%	89 11%
New windows	170 8%	123 8%	47 9%	15 7%	46 10%	56 8%	52 8%	24 8%	65 10%	62 7%
Landscaping	150 7%	118 8%	32 6%	11 5%	23 5%	55 8%	61 9%	14 5%	49 7%	72 9%
New roof	128 6%	79 5%	49 9%	18 8%	29 6%	45 6%	36 5%	27 9%	42 6%	45 5%
Outdoor Deck/patio	120 6%	84 6%	36 7%	6 3%	29 6%	46 6%	39 6%	15 5%	38 6%	51 6%
Painting/staining/caulking	82 4%	64 4%	18 3%	8 4%	21 5%	33 5%	20 3%	11 4%	31 5%	34 4%
Garage/ add a new garage	63 3%	45 3%	18 3%	5 2%	10 2%	27 4%	21 3%	8 3%	19 3%	32 4%
New driveway	45 2%	33 2%	12 2%	10 4%	12 3%	14 2%	9 1%	9 3%	15 2%	14 2%
New furniture	45 2%	37 2%	7 1%	5 2%	8 2%	13 2%	19 3%	4 1%	16 2%	23 3%

HOUSING STUDY/ RENOVATION STUDY

12. If you had \$25,000 to spend on a renovation or home improvement what would you use it for ?

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

	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
Bedroom	44 2%	31 2%	14 2%	6 3%	10 2%	14 2%	14 2%	10 3% H	9 1%	20 2%
Pool	40 2%	32 2%	8 1%	1 1%	5 1%	14 2%	20 3% CD	2 1%	9 1%	25 3% GH
Hot Tub	38 2%	26 2%	13 2%	2 1%	8 2%	13 2%	15 2%	1 0	17 3% G	17 2% G
Exterior	37 2%	27 2%	10 2%	4 2%	13 3% F	17 2% F	4 1%	6 2%	20 3% I	8 1%
Sun room/ solarium	36 2%	21 1%	15 3% A	4 2%	12 3%	13 2%	7 1%	5 2%	16 2%	15 2%
Furnace/ heating	29 1%	23 1%	6 1%	1 0	7 1%	15 2%	6 1%	2 1%	12 2%	12 1%
Living room/ family room	23 1%	13 1%	10 2%	3 1%	6 1%	10 1%	4 1%	6 2%	7 1%	7 1%
Redecorating	19 1%	14 1%	6 1%	4 2% D	2 0	6 1%	7 1%	1 0	4 1%	11 1%
Buy a new home	19 1%	14 1%	5 1%	3 1%	6 1%	5 1%	5 1%	5 2%	3 1%	7 1%
Appliances	17 1%	17 1% B	0 -	1 0	2 1%	8 1%	6 1%	1 0	7 1%	6 1%
Insulation	12 1%	8 1%	4 1%	0 -	3 1%	8 1% F	2 0	1 0	9 1% I	2 0
Home Theatre	12 1%	11 1%	1 0	0 -	3 1%	2 0	7 1%	0 -	1 0	7 1%
Moving/ removing walls	7 0	7 0	1 0	1 0	1 0	3 0	2 0	3 1%	2 0	2 0
Home Gym	2 0	2 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	2 0
Other	195 9%	133 9%	62 11%	21 10%	45 10%	64 9%	64 10%	31 10%	65 10%	73 9%

HOUSING STUDY/ RENOVATION STUDY

12. If you had \$25,000 to spend on a renovation or home improvement what would you use it for ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Don't know/Refused	448 22%	334 22%	114 21%	76 35% DEF	113 24% E	124 17%	130 20%	80 27% I	147 23% I	137 16%

HOUSING STUDY/ RENOVATION STUDY

13. Have you ever borrowed against the equity in your home, that is, by increasing the amount of mortgage on your home, or by taking out a secured line of credit ?

Proportions/Means: 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: Principal residence owner												
Unweighted Base	2090	266	207	193	799	455	170	364	948	704	927	1163
Weighted Base	2069	262	207	145	807	476	171	411	889	700	992	1077
Yes	458	64	50	23	195	92	33	59	248	138	232	226
	22%	25% C	24% C	16%	24% C	19%	19%	14%	28% GI	20% G	23%	21%
No	1276	167	123	91	472	307	114	298	518	420	604	672
	62%	64%	60%	63%	58%	64% D	67%	72% HI	58%	60%	61%	62%
Don't know/Refused	335	30	33	31	140	77	24	55	122	142	157	179
	16%	12%	16%	21% A	17% A	16%	14%	13%	14%	20% GH	16%	17%

Proportions/Means: Columns Tested (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: Principal residence owner										
Unweighted Base	2090	1535	555	217	480	732	651	302	654	852
Weighted Base	2069	1524	545	217	465	729	649	299	647	845
Yes	458	352	106	33	86	178	161	49	143	227
	22%	23%	19%	15%	18%	24% CD	25% CD	16%	22% G	27% GH
No	1276	921	355	126	292	460	392	193	400	511
	62%	60%	65%	58%	63%	63%	60%	64%	62%	61%
Don't know/Refused	335	251	85	57	87	92	96	58	104	107
	16%	16%	16%	26% DEF	19% E	13%	15%	19% I	16%	13%

HOUSING STUDY/ RENOVATION STUDY

14. What was the primary reason for BORROWING AGAINST THE EQUITY IN YOUR HOME ?

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

* small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	REGION						AGE			GENDER	
		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
TOTAL MENTIONStti												
Base: Respondents who borrowed against the equity of their home												
Unweighted Base	465	66	52	32	197	87	31	52	264	136	218	247
Weighted Base	458	64*	50*	23*	195	92*	33**	59*	248	138	232	226
Renovate home	171 37%	20 32%	13 27%	10 42%	70 36%	44 47% B	13 41%	22 37%	97 39%	46 34%	86 37%	85 38%
Pay off debt/ debt consolidation	63 14%	14 22% DE	13 26% DE	5 20% E	21 11%	6 6%	4 13%	8 14%	44 18% I	11 8%	32 14%	31 14%
Buy vehicle	43 9%	5 8%	8 16%	1 5%	20 10%	7 7%	2 6%	6 10%	18 7%	17 12%	18 8%	25 11%
Make an investment	28 6%	2 2%	4 8%	2 8%	14 7%	5 6%	1 3%	1 2%	19 8%	8 6%	16 7%	12 5%
Buy another property	23 5%	5 8%	1 2%	2 10%	10 5%	4 5%	0 -	4 6%	12 5%	5 4%	12 5%	11 5%
Finance a business	22 5%	4 7%	3 7%	2 7%	9 5%	4 4%	0 -	2 4%	9 4%	10 7%	11 5%	11 5%
Finance education	11 2%	0 -	2 3%	0 -	8 4%	1 1%	1 2%	0 -	8 3%	3 2%	6 3%	5 2%
Finance vacation home	8 2%	2 3%	1 2%	0 -	3 1%	2 2%	0 -	1 1%	4 2%	2 2%	1 1%	6 3%
Lower interest rate	7 2%	1 2%	0 -	0 -	3 1%	0 -	3 10%	2 3%	4 2%	1 1%	4 2%	4 2%
Finance another family event	4 1%	0 -	2 3%	0 -	1 0	1 1%	0 -	0 -	2 1%	2 1%	0 -	4 2%
Pay for vacation	4 1%	1 1%	1 2%	0 -	2 1%	0 -	0 -	0 -	2 1%	2 1%	1 0	3 1%
Finance a wedding	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	1 2%	1 0	0 -	1 0	1 0
Buy furnishing	2 0	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	1 0	1 1%	2 1%	0 -

HOUSING STUDY/ RENOVATION STUDY

14. What was the primary reason for BORROWING AGAINST THE EQUITY IN YOUR HOME ?

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

* small base; ** very small base (under 30) ineligible for sig testing

		REGION						AGE			GENDER	
	TOTAL	BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Don't know/Refused	88 19%	11 17%	6 11%	2 9%	40 21%	22 23%	8 25%	12 20%	37 15%	37 27% H	49 21%	39 17%

HOUSING STUDY/ RENOVATION STUDY

14. What was the primary reason for BORROWING AGAINST THE EQUITY IN YOUR HOME ?

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

* small base; ** very small base (under 30) ineligible for sig testing

	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
TOTAL MENTIONStti										
Base: Respondents who borrowed against the equity of their home										
Unweighted Base	465	359	106	31	87	182	164	49	142	234
Weighted Base	458	352	106	33**	86*	178	161	49*	143	227
Renovate home	171 37%	135 38%	36 34%	15 47%	25 30%	68 38%	62 39%	13 27%	56 39%	90 40%
Pay off debt/ debt consolidation	63 14%	57 16% B	6 6%	6 18%	8 10%	30 17%	19 12%	11 22%	19 13%	31 14%
Buy vehicle	43 9%	34 10%	8 8%	2 7%	13 15% F	15 9%	12 7%	5 11%	14 10%	19 8%
Make an investment	28 6%	21 6%	7 6%	0 -	4 5%	9 5%	14 9%	3 7%	10 7%	13 6%
Buy another property	23 5%	15 4%	8 8%	1 3%	4 4%	13 7%	4 3%	1 2%	6 4%	12 5%
Finance a business	22 5%	14 4%	9 8%	0 -	4 5%	10 5%	8 5%	3 6%	6 4%	12 5%
Finance education	11 2%	8 2%	3 3%	1 3%	2 2%	5 3%	3 2%	2 4%	1 1%	8 4%
Finance vacation home	8 2%	7 2%	1 1%	0 -	0 -	3 2%	4 3%	0 -	1 1%	6 3%
Lower interest rate	7 2%	7 2%	0 -	0 -	2 2%	0 -	6 4% E	0 -	3 2%	3 2%
Finance another family event	4 1%	2 0	2 2%	0 -	0 -	4 2%	0 -	3 6% HI	0 -	0 -
Pay for vacation	4 1%	2 1%	2 2%	0 -	0 -	3 2%	1 1%	0 -	3 2%	1 0
Finance a wedding	2 0	2 1%	0 -	0 -	0 -	2 1%	0 -	0 -	1 1%	1 0
Buy furnishing	2 0	2 1%	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -	2 1%

HOUSING STUDY/ RENOVATION STUDY

14. What was the primary reason for **BORROWING AGAINST THE EQUITY IN YOUR HOME** ?

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

* small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Don't know/Refused	88 19%	62 17%	27 25%	8 25%	22 25% E	24 13%	35 22%	11 22%	31 21%	37 16%