

Are you planning to buy a bigger home, a smaller home, or a home about the same size as your current home?

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

* small base

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Very/Somewhat likely to buy															
Unweighted Base	572	86	60	39	235	126	115	37	70	162	134	106	81	306	266
Weighted Base	576	88*	61*	38*	236	124	114	39*	74*	177	125	98	86*	315	261
Bigger home	266 46%	31 35%	27 44%	16 41%	113 48%	58 46%	64 56%	15 40%	32 44%	100 56%	78 63%	34 35%	15 17%	147 47%	119 46%
Smaller home	125 22%	28 31%	13 21%	5 14%	48 20%	25 20%	21 18%	11 27%	18 24%	20 11%	14 11%	27 28%	42 49%	67 21%	58 22%
The same size as current home	184 32%	30 34%	22 36%	17 45%	73 31%	40 32%	29 25%	13 33%	24 32%	56 31%	33 26%	36 37%	29 34%	101 32%	83 32%
Don't know/Refused	1 0	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 0

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

* small base

		PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- \$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: Very/Somewhat likely to buy												
Unweighted Base	572	292	274	489	81	44	112	232	182	86	201	231
Weighted Base	576	288	282	491	83*	46*	114	236	179	88*	208	226
Bigger home	266 46%	119 41%	147 52%	234 48%	31 38%	19 41%	49 43%	117 50%	81 45%	45 51%	97 46%	104 46%
Smaller home	125 22%	85 30%	38 14%	98 20%	26 32%	9 21%	27 24%	49 21%	40 22%	13 15%	49 23%	53 24%
The same size as current home	184 32%	83 29%	97 34%	158 32%	26 31%	18 38%	38 33%	70 30%	58 32%	30 34%	63 30%	68 30%
Don't know/Refused	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%

If you could change **ONE** thing about your current home what would it be?

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

Proportions/means: Columns Tested (5% risk level) = AB/CD/EF/G = H/I/J/K/L = M/N		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2001	264	194	136	758	320	495	154	194	354	392	448	556	932	1069
	2001	265	194	136	758	315	494	155	205	381	363	413	588	967	1034
More space/ bigger	240 12%	40 15% F	28 14% F	15 11% C	100 13% F	43 14% F	31 6% F	26 17% F	31 15% L	57 15% L	58 16% L	51 12% L	40 7% L	108 11% M	132 13% N
Location	120 6%	18 7% F	10 5% F	12 9% F	54 7% F	24 8% F	16 3% F	10 6% F	15 7% H	24 6% I	22 6% J	27 7% K	31 5% L	82 8% M	38 4% N
Cost/ Price/ Mortgage too high	91 5%	10 4%	10 5%	2 1%	44 6% C	23 7% CF	18 4%	7 4%	16 8% JK	20 5%	10 3%	15 4%	28 5%	47 5%	44 4%
New windows	80 4%	7 3%	7 4%	2 2%	27 4%	6 2%	30 6% ACDE	7 4%	3 2%	10 3%	14 4%	22 5% H	29 5% H	34 4%	45 4%
Another bathroom/ more bathrooms	77 4%	8 3%	2 1%	6 4%	19 2%	9 3%	29 6% BDE	13 8% ABDE	6 3%	20 5%	19 5% L	15 4%	16 3%	35 4%	42 4%
Better heating system/ new furnace	76 4%	9 3%	3 1%	7 5% E	19 3%	4 1%	22 4% E	17 11% ABDEF	12 6% I	6 2%	10 3%	13 3%	32 5% IJ	45 5% N	30 3%
New/ renovated kitchen/ bigger	74 4%	5 2%	4 2%	10 7% AB	30 4%	14 5%	21 4%	4 3%	4 2%	8 2%	19 5% I	21 5% I	20 3%	26 3%	48 5% M
Bigger garage	66 3%	6 2%	6 3%	3 3%	28 4%	13 4%	20 4%	2 2%	5 3%	10 3%	17 5%	17 4%	16 3%	42 4% N	24 2%
New carpeting/ flooring	63 3%	15 6% CDG	8 4% G	1 1%	17 2%	10 3%	21 4% CDG	1 0	5 3%	10 3%	14 4%	13 3%	18 3%	24 2%	39 4%
Better insulation	61 3%	3 1%	7 3%	7 5% ADE	17 2%	4 1%	22 4% ADE	5 3%	7 4%	14 4%	9 2%	14 3%	17 3%	34 4%	27 3%
Home improvements/ renovations (unspecified)	57 3%	3 1%	10 5% AF	4 3%	28 4% AF	16 5% AF	7 1%	4 3%	5 3%	10 3%	16 4% L	13 3%	10 2%	29 3%	27 3%
Landscaping	52 3%	6 2%	5 2%	2 1%	15 2%	6 2%	21 4% D	3 2%	5 2%	6 2%	12 3%	20 5% IL	9 2%	31 3%	22 2%
Size (unspecified)	48 2%	5 2%	6 3%	6 4%	22 3%	6 2%	9 2%	1 1%	8 4% L	12 3% L	9 2%	11 3% L	5 1%	25 3%	23 2%

If you could change **ONE** thing about your current home what would it be?

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

	TOTAL	REGION							AGE					GENDER	
		BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Finished basement/ renovate basement	45 2%	5 2%	6 3%	3 2%	17 2%	6 2%	13 3%	2 1%	4 2%	7 2%	9 3%	13 3%	11 2%	19 2%	26 3%
Type of house	34 2%	5 2%	5 2%	0 -	19 3%	6 2%	3 1%	2 1%	3 1%	8 2%	7 2%	5 1%	11 2%	16 2%	18 2%
Smaller house	25 1%	5 2%	2 1%	1 1%	8 1%	5 2%	4 1%	5 3% DF	0 -	1 0	1 0	6 1%	14 2% HIJ	10 1%	15 1%
Painting	21 1%	4 1%	4 2% D	2 1%	4 1%	2 1%	5 1%	2 1%	0 -	5 1%	1 0	6 1%	8 1%	5 1%	16 2% M
Taxes	18 1%	3 1%	0 -	2 1%	11 1%	3 1%	2 0	0 -	0 -	6 2%	5 1%	3 1%	3 1%	10 1%	8 1%
New house/ too old	17 1%	8 3% DEF	2 1%	1 1%	2 0	2 1%	2 0	2 1% D	1 0	2 1%	7 2%	3 1%	5 1%	10 1%	7 1%
Electricity/ Hydro too expensive/ bills	16 1%	1 0	3 1%	1 1%	6 1%	3 1%	3 1%	2 1%	2 1% K	9 2% JKL	2 0	0 -	3 1%	7 1%	9 1%
Size of lot	14 1%	2 1%	2 1%	0 -	8 1%	6 2% F	1 0	2 1%	2 1% L	6 2% L	4 1% L	2 0	0 -	5 1%	9 1%
Other	320 16%	40 15%	30 16%	19 14%	116 15%	46 15%	94 19%	19 12%	33 16%	81 21% KL	58 16%	62 15%	82 14%	142 15%	178 17%
Nothing/ wouldn't change anything about my house	279 14%	43 16%	25 13%	16 12%	116 15%	41 13%	65 13%	15 9%	23 11%	30 8%	29 8%	51 12% IJ	133 23% HIJK	122 13%	157 15%
Don't know/Refused	109 5%	13 5%	11 6%	13 10% DG	33 4%	16 5%	34 7% D	4 3%	14 7% K	17 5%	12 3%	12 3%	47 8% IJK	59 6%	50 5%

If you could change ONE thing about your current home what would it be?

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

	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	2001	1312	666	1622	374	236	431	774	546	445	630	705
Weighted Base	2001	1297	682	1623	373	241	433	774	540	453	640	690
More space/ bigger	240 12%	133 10%	106 16% A	188 12%	51 14%	31 13%	54 13%	87 11%	68 13%	50 11%	83 13%	87 13%
Location	120 6%	82 6%	37 5%	98 6%	21 6%	11 4%	21 5%	47 6%	41 8%	22 5%	33 5%	49 7%
Cost/ Price/ Mortgage too high	91 5%	36 3%	52 8% A	79 5%	12 3%	12 5%	27 6% H	34 4%	16 3%	31 7% JK	26 4%	26 4%
New windows	80 4%	64 5%	16 2% B	59 4%	21 6%	9 4%	19 5%	38 5% H	14 3%	19 4%	31 5%	22 3%
Another bathroom/ more bathrooms	77 4%	53 4%	23 3%	63 4%	14 4%	5 2%	14 3%	29 4%	28 5%	11 2%	30 5%	29 4%
Better heating system/ new furnace	76 4%	45 3%	30 4%	58 4%	17 4%	12 5%	18 4%	30 4%	15 3%	34 8% JK	22 3%	16 2%
New/ renovated kitchen/ bigger	74 4%	61 5% B	12 2%	60 4%	14 4%	4 2%	9 2%	38 5% EF	22 4%	6 1%	30 5% I	31 4% I
Bigger garage	66 3%	58 4% B	7 1%	60 4% D	6 2%	4 2%	13 3%	27 3%	21 4%	7 2%	12 2%	38 5% IJ
New carpeting/ flooring	63 3%	41 3%	22 3%	54 3%	8 2%	9 4%	13 3%	21 3%	20 4%	11 2%	23 4%	19 3%
Better insulation	61 3%	34 3%	26 4%	55 3%	6 2%	7 3%	14 3%	21 3%	17 3%	21 5%	18 3%	18 3%
Home improvements/ renovations (unspecified)	57 3%	39 3%	16 2%	49 3%	7 2%	3 1%	14 3%	21 3%	18 3%	7 2%	14 2%	23 3%

If you could change ONE thing about your current home what would it be?

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

	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Landscaping	52 3%	46 4%	7 1%	42 3%	10 3%	7 3%	10 2%	19 2%	16 3%	9 2%	19 3%	22 3%
Size (unspecified)	48 2%	35 3%	13 2%	38 2%	10 3%	1 0	10 2%	20 3%	17 3%	8 2%	18 3%	19 3%
Finished basement/ renovate basement	45 2%	41 3%	4 1%	37 2%	7 2%	0 -	12 3%	21 3%	12 2%	0 -	14 2%	28 4%
Type of house	34 2%	22 2%	11 2%	30 2%	4 1%	4 1%	5 1%	19 2%	7 1%	4 1%	15 2%	15 2%
Smaller house	25 1%	23 2%	2 0	17 1%	8 2%	2 1%	5 1%	8 1%	9 2%	2 0	10 2%	12 2%
Painting	21 1%	17 1%	4 1%	21 1%	0 -	2 1%	3 1%	10 1%	6 1%	7 1%	5 1%	8 1%
Taxes	18 1%	16 1%	1 0	12 1%	6 1%	3 1%	0 -	6 1%	8 2%	1 0	6 1%	8 1%
New house/ too old	17 1%	11 1%	6 1%	11 1%	6 2%	2 1%	6 1%	2 0	7 1%	3 1%	6 1%	6 1%
Electricity/ Hydro too expensive/ bills	16 1%	7 1%	9 1%	11 1%	5 1%	6 3%	4 1%	4 0	1 0	8 2%	6 1%	1 0
Size of lot	14 1%	12 1%	2 0	12 1%	2 1%	0 -	1 0	5 1%	8 1%	1 0	3 0	10 2%
Other	320 16%	167 13%	148 22%	265 16%	54 14%	40 17%	68 16%	123 16%	88 16%	88 19%	99 15%	102 15%
Nothing/ wouldn't change anything about my house	279 14%	193 15%	81 12%	217 13%	63 17%	43 18%	66 15%	104 13%	64 12%	69 15%	82 13%	81 12%
Don't know/Refused	109 5%	61 5%	47 7%	86 5%	23 6%	23 10%	29 7%	42 5%	14 3%	36 8%	35 5%	22 3%

What room in your home would you say is your favorite room for relaxing ?

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

	REGION								AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2001	264	194	136	758	320	495	154	194	354	392	448	556	932	1069
	2001	265	194	136	758	315	494	155	205	381	363	413	588	967	1034
ENTERTAINMENT ROOMS (NET)	1247 62%	151 57%	127 66%	92 68%	438 58%	170 54%	331 67%	107 69%	100 49%	253 66%	224 62%	265 64%	376 64%	631 65%	616 60%
- Living Room	1131 57%	141 53%	118 61%	84 62%	379 50%	142 45%	320 65%	89 58%	92 45%	239 63%	209 57%	234 57%	334 57%	557 58%	574 56%
- Rec. room	91 5%	5 2%	6 3%	7 5%	52 7%	23 7%	4 1%	17 11%	8 4%	9 2%	13 4%	25 6%	35 6%	60 6%	31 3%
- Great room	10 1%	4 1%	4 2%	1 1%	2 0	2 1%	0 -	0 -	0 -	1 0	0 -	5 1%	3 0	5 0	6 1%
- Common room	8 0	0 -	0 -	0 -	1 0	1 0	7 1%	0 -	0 -	0 -	2 1%	1 0	4 1%	5 1%	3 0
- Games room	5 0	1 0	0 -	0 -	3 0	1 0	0 -	1 1%	0 -	3 1%	0 -	1 0	0 -	4 0	1 0
- Play room	1 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0
Bedroom	297 15%	34 13%	21 11%	14 10%	130 17%	64 20%	80 16%	18 12%	77 37%	68 18%	54 15%	44 11%	46 8%	120 12%	177 17%
Family room	113 6%	25 9%	15 8%	7 5%	57 7%	25 8%	4 1%	6 4%	7 3%	16 4%	19 5%	29 7%	41 7%	41 4%	72 7%
Den	81 4%	12 5%	13 7%	6 5%	30 4%	11 3%	11 2%	9 6%	2 1%	5 1%	12 3%	18 4%	42 7%	46 5%	36 3%
Kitchen	67 3%	11 4%	8 4%	4 3%	17 2%	9 3%	23 5%	4 2%	2 1%	5 1%	11 3%	18 4%	30 5%	22 2%	44 4%
Basement	55 3%	0 -	0 -	8 6%	27 4%	12 4%	19 4%	1 1%	6 3%	11 3%	16 4%	11 3%	10 2%	37 4%	17 2%
Bathroom	23 1%	8 3%	1 1%	0 -	8 1%	4 1%	5 1%	1 1%	4 2%	7 2%	8 2%	5 1%	0 -	8 1%	15 1%

What room in your home would you say is your favorite room for relaxing ?

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

	TOTAL	REGION							AGE					GENDER	
		BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
TV room		A	B	C	D	E	F	G	H	I	J	K	L	M	N
	22 1%	6 2% BF	0 -	0 -	12 2% F	4 1%	2 0	2 1%	1 1%	5 1%	3 1%	3 1%	8 1%	9 1%	13 1%
Office															
	19 1%	3 1%	2 1%	0 -	7 1%	1 0	3 1%	3 2%	1 0	3 1%	6 2%	5 1%	2 0	16 2% N	3 0
None															
	1 0	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0
Other															
	71 4%	13 5%	7 4%	5 4%	29 4%	14 4%	14 3%	2 2%	4 2%	8 2%	11 3%	15 4%	31 5% HI	35 4%	36 3%
Don't know/Refused															
	7 0	2 1%	0 -	0 -	4 0	1 0	1 0	0 -	1 1%	1 0	1 0	0 -	0 -	3 0	4 0

What room in your home would you say is your favorite room for relaxing ?

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

	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	2001	1312	666	1622	374	236	431	774	546	445	630	705
Weighted Base	2001	1297	682	1623	373	241	433	774	540	453	640	690
ENTERTAINMENT ROOMS (NET)	1247 62%	799 62%	437 64%	990 61%	252 68% C	159 66%	282 65%	475 61%	322 60%	290 64%	422 66% K	411 60%
- Living Room	1131 57%	702 54%	419 62% A	900 55%	226 61%	155 64% GH	263 61% H	425 55%	281 52%	279 62% K	392 61% K	348 50%
- Rec. room	91 5%	76 6% B	15 2%	68 4%	23 6%	2 1%	16 4% E	42 5% E	30 6% E	7 1%	27 4% I	52 8% IJ
- Great room	10 1%	10 1% B	0 -	9 1%	1 0	1 1%	2 0	2 0	5 1%	1 0	1 0	6 1%
- Common room	8 0	6 0	2 0	7 0	1 0	0 -	1 0	3 0	4 1%	2 0	3 0	2 0
- Games room	5 0	4 0	1 0	4 0	1 0	1 0	0 -	3 0	1 0	1 0	0 -	3 0
- Play room	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -
Bedroom	297 15%	133 10%	159 23% A	255 16% D	42 11%	36 15%	69 16%	113 15%	76 14%	93 21% JK	92 14%	82 12%
Family room	113 6%	102 8% B	10 2%	97 6%	16 4%	7 3%	10 2%	56 7% EF	40 7% EF	7 2%	26 4% I	67 10% IJ
Den	81 4%	70 5% B	11 2%	65 4%	16 4%	7 3%	11 3%	29 4%	34 6% FG	15 3%	22 3%	32 5%
Kitchen	67 3%	52 4% B	14 2%	50 3%	16 4%	9 4%	18 4%	22 3%	17 3%	16 4%	26 4%	17 3%
Basement	55 3%	43 3% B	10 1%	43 3%	11 3%	3 1%	14 3%	21 3%	16 3%	6 1%	16 2%	28 4% I
Bathroom	23 1%	12 1%	11 2%	21 1%	2 1%	2 1%	5 1%	11 1%	5 1%	7 2%	8 1%	6 1%

What room in your home would you say is your favorite room for relaxing ?

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

	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
TV room	22 1%	17 1%	5 1%	19 1%	3 1%	4 2%	6 1%	8 1%	5 1%	5 1%	3 1%	10 1%
Office	19 1%	14 1%	5 1%	15 1%	3 1%	3 1%	2 0	10 1%	5 1%	3 1%	4 1%	12 2%
None	1 0	0 -	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -
Other	71 4%	50 4%	17 2%	59 4%	11 3%	10 4%	15 4%	24 3%	20 4%	11 2%	21 3%	24 3%
Don't know/Refused	7 0	4 0	1 0	7 0	0 -	0 -	1 0	4 1%	1 0	1 0	1 0	1 0

Have you renovated this room at all in the past 12 months?

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

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Respondents did mention favorite room for relaxing															
Unweighted Base	1998	263	194	136	757	320	494	154	194	354	392	448	556	931	1067
	Weighted Base	1998	264	194	136	758	315	493	155	205	381	363	413	588	966
Yes	512	57	45	28	193	79	143	46	61	112	89	123	117	261	250
	26%	22%	23%	20%	25%	25%	29%	30%	30%	29%	25%	30%	20%	27%	24%
No							AC		L	L		L			
	1486	207	147	108	565	236	350	109	143	269	274	291	471	705	781
	74%	78%	76%	80%	75%	75%	71%	70%	70%	71%	75%	70%	80%	73%	76%
Don't know/Refused													HIK		
	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1
	0	-	1%	-	-	-	-	-	0	-	-	-	-	-	0
			D												

Have you renovated this room at all in the past 12 months?

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

Proportions means: Columns tested (5% risk level) 7/15 0/0 0/0 0/0 0/0 0/0 0/0 0/0 0/0 0/0 0/0 0/0												
	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents did mention favorite room for relaxing												
Unweighted Base	1998	1311	666	1619	374	236	431	773	545	444	630	705
Weighted Base	1998	1296	682	1620	373	241	433	773	539	453	640	690
Yes	512 26%	345 27%	160 23%	417 26%	94 25%	48 20%	102 24%	212 27% E	146 27% E	81 18%	180 28% I	204 30% I
No	1486 74%	950 73%	521 76%	1202 74%	279 75%	193 80% GH	331 76%	561 73%	391 73%	371 82% JK	460 72%	486 70%
Don't know/Refused	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -	0 -

Now, there are many home **ELECTRONIC** devices that we have in our homes ranging from those that provide us with entertainment to those that cook our food or help us with our work. Thinking about all of these devices, which is the most important to you?

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

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2001	264	194	136	758	320	495	154	194	354	392	448	556	932	1069
	Weighted Base	2001	265	194	136	758	315	494	155	205	381	363	413	588	967
Stove/ oven	498	68	51	33	191	77	104	52	34	70	76	114	190	206	292
	25%	26%	26%	24%	25%	24%	21%	33% DEF	17%	18%	21%	28% HIJ	32% HIJ	21%	28% M
Computer	330	44	30	17	127	48	89	22	57	82	61	66	59	192	138
	16%	17%	16%	12%	17%	15%	18%	14%	28% JKL	22% KL	17% L	16% L	10%	20% N	13%
Refrigerator/ fridge	297	40	33	17	103	39	86	17	33	64	59	66	70	129	168
	15%	15%	17%	13%	14%	12%	17%	11%	16% L	17% L	16% L	16% L	12%	13%	16%
Television	247	31	17	15	82	33	78	24	16	55	47	45	76	139	108
	12%	12%	9%	11%	11%	10%	16% BDE	16% B	8%	14% H	13%	11%	13%	14% N	10%
Microwave	121	17	12	11	50	18	27	4	14	11	22	32	41	56	65
	6%	6%	6%	8% G	7%	6%	6%	3%	7% I	3%	6% I	8% I	7% I	6%	6%
Cooking device (Unspecified)	81	14	5	6	37	18	10	10	9	14	15	17	20	43	38
	4%	5% F	2%	4%	5% F	6% F	2%	6% F	4%	4%	4%	4%	3%	4%	4%
Stereo/ radio/ CD player	63	12	2	8	23	11	16	3	11	12	10	10	17	30	32
	3%	4% B	1%	6% B	3%	3%	3%	2%	5%	3%	3%	2%	3%	3%	3%
Heater/ furnace	49	4	6	7	29	12	1	2	4	7	10	8	18	27	22
	2%	1%	3% F	5% AF	4% F	4% F	0	1%	2% F	2%	3%	2%	3%	3%	2%
Washing machine/ dryer	43	3	4	3	13	7	16	3	1	6	9	9	15	13	30
	2%	1%	2%	2%	2%	2%	3%	2%	0	2%	2%	2%	3%	1%	3% M
Dishwasher	30	3	4	2	10	5	9	3	4	5	4	9	8	10	20
	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%
Alarm systems/ security	22	3	2	3	10	3	1	2	0	5	2	4	10	15	6
	1%	1%	1%	3% F	1% F	1%	0	1%	-	1%	0	1%	2%	2% N	1%
Other	164	17	19	11	59	33	47	10	18	39	40	24	36	68	96
	8%	7%	10%	8%	8%	10%	9%	7%	9%	10% KL	11% KL	6%	6%	7%	9%
None	9	0	1	0	5	3	3	0	0	1	1	3	3	4	5
	0	-	0	-	1%	1%	1%	-	-	0	0	1%	1%	0	0

*Now, there are many home **ELECTRONIC** devices that we have in our homes ranging from those that provide us with entertainment to those that cook our food or help us with our work. Thinking about all of these devices, which is the most important to you?*

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

		REGION							AGE					GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	GTA	QUE	ATL	18-24	25-34	35-44	45-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Don't know/Refused	49 2%	8 3%	7 4%	3 2%	20 3%	8 3%	7 1%	3 2%	3 2%	8 2%	7 2%	4 1%	24 4% JK	34 4% N	14 1%

Now, there are many home **ELECTRONIC** devices that we have in our homes ranging from those that provide us with entertainment to those that cook our food or help us with our work. Thinking about all of these devices, which is the most important to you?

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

	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	2001	1312	666	1622	374	236	431	774	546	445	630	705
Weighted Base	2001	1297	682	1623	373	241	433	774	540	453	640	690
Stove/ oven	498 25%	344 27% B	148 22%	387 24%	112 30% C	90 37% FGH	122 28% GH	177 23%	102 19%	123 27%	168 26%	152 22%
Computer	330 16%	181 14%	146 21% A	282 17% D	47 13%	21 9%	53 12%	135 17% EF	120 22% EFG	64 14%	100 16%	132 19% I
Refrigerator/ fridge	297 15%	188 14%	106 16%	248 15%	48 13%	34 14%	61 14%	123 16%	79 15%	58 13%	104 16%	108 16%
Television	247 12%	174 13%	71 10%	204 13%	41 11%	29 12%	57 13%	106 14% H	54 10%	56 12%	76 12%	86 12%
Microwave	121 6%	78 6%	39 6%	93 6%	28 7%	14 6%	24 6%	42 5%	39 7%	31 7%	39 6%	39 6%
Cooking device (Unspecified)	81 4%	48 4%	33 5%	61 4%	19 5%	7 3%	18 4%	34 4%	22 4%	19 4%	21 3%	33 5%
Stereo/ radio/ CD player	63 3%	34 3%	29 4%	54 3%	9 2%	5 2%	17 4%	25 3%	16 3%	21 5% K	24 4% K	13 2%
Heater/ furnace	49 2%	42 3% B	6 1%	35 2%	13 4%	6 2%	7 2%	17 2%	18 3%	9 2%	9 1%	27 4% J
Washing machine/ dryer	43 2%	27 2%	15 2%	35 2%	8 2%	2 1%	11 3%	17 2%	13 2%	6 1%	15 2%	11 2%
Dishwasher	30 2%	21 2%	9 1%	28 2%	3 1%	2 1%	4 1%	14 2%	10 2%	7 2%	10 2%	10 2%
Alarm systems/ security	22 1%	14 1%	6 1%	17 1%	5 1%	2 1%	5 1%	9 1%	5 1%	4 1%	12 2%	5 1%
Other	164 8%	110 8%	51 7%	140 9%	24 6%	15 6%	41 9%	57 7%	48 9%	32 7%	49 8%	63 9%

Now, there are many home **ELECTRONIC** devices that we have in our homes ranging from those that provide us with entertainment to those that cook our food or help us with our work. Thinking about all of these devices, which is the most important to you?

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

	TOTAL	PRINCIPAL RESIDENCE		REGION TYPE		EDUCATION				INCOME		
		Own	Rent	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
		A	B	C	D	E	F	G	H	I	J	K
None	9 0	6 0	3 0	6 0	3 1%	0 -	3 1%	4 1%	2 0	5 1% J	1 0	3 0
Don't know/Refused	49 2%	31 2%	18 3%	33 2%	16 4% C	14 6% FGH	11 2%	11 1%	12 2%	17 4% JK	10 2%	9 1%