

Detailed Tables

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

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

* small base

		Region						Age			Gender		Education				Income		
	Total	BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Femal e	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
Base: Valid respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	1854	296	185	164	649	386	174	201	735	918	1012	842	122	293	874	561	273	594	987
	1854	245	179	126*	703	458	143	544	766	544	896	958	113*	280	906	553	221	617	1016
Own	1854	245	179	126	703	458	143	544	766	544	896	958	113	280	906	553	221	617	1016
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2A. Are you planning any renovations or home improvements to your home over the next twelve months?

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

* small base

		Region						Age			Gender		Education				Income			
		Total	BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Femal e	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Valid respondents Weighted		1854	296	185	164	649	386	174	201	735	918	1012	842	122	293	874	561	273	594	987
	1854	245	179	126*	703	458	143		544	766	544	896	958	113*	280	906	553	221	617	1016
Yes		1266 68%	167 68%	122 68%	88 70%	498 71%	286 62%	105 73%	394 72%	546 71%	326 60%	579 65%	687 72%	56 49%	184 66%	628 69%	397 72%	140 64%	410 66%	715 70%
No		588 32%	78 32%	57 32%	38 30%	205 29%	172 38%	39 27%	150 28%	220 29%	218 40%	317 35%	271 28%	57 51%	97 34%	278 31%	156 28%	81 36%	207 34%	301 30%

2B. 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 - L/M/N/O - P/Q/R

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

		Region						Age			Gender		Education				Income		
	Total	BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
Base: Not planning renovations in next year Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	627	104	59	49	211	150	54	53	202	372	381	246	66	102	279	179	105	214	308
	588	78*	57**	38**	205	172	39*	150*	220	218	317	271	57*	97*	278	156	81*	207	301
Yes	141 24%	16 20%	15 26%	9 25%	51 25%	37 22%	13 34%	39 26%	56 25%	47 21%	72 23%	70 26%	15 27%	29 30%	65 23%	32 20%	20 25%	50 24%	71 24%
No	158 27%	26 33%	20 36%	5 12%	50 24%	46 27%	11 29%	42 28%	60 27%	56 25%	102 32%	56 21%	7 13%	28 29%	76 27%	47 30%	20 24%	55 27%	83 28%
(DK/NS)	289 49%	36 47%	22 38%	24 63%	104 51%	89 52%	15 38%	70 46%	104 47%	116 53%	143 45%	146 54%	34 60%	40 41%	137 49%	77 50%	41 50%	102 49%	147 49%

Detailed Tables

2B. What about over the next two years? [REBASED TO INCLUDE ALL RESPONDENTS]

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O - P/Q/R
 * small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Valid respondents																			
Weighted	1854	296	185	164	649	386	174	201	735	918	1012	842	122	293	874	561	273	594	987
	1854	245	179	126*	703	458	143	544	766	544	896	958	113*	280	906	553	221	617	1016
Yes	141 8%	16 6%	15 8%	9 7%	51 7%	37 8%	13 9%	39 7%	56 7%	47 9%	72 8%	70 7%	15 14% NO	29 10%	65 7%	32 6%	20 9%	50 8%	71 7%
No	158 9%	26 10%	20 11% C	5 4%	50 7%	46 10%	11 8%	42 8%	60 8%	56 10%	102 11% K	56 6%	7 7%	28 10%	76 8%	47 8%	20 9%	55 9%	83 8%
(DK/NS)	1555 84%	204 83%	144 80%	112 89%	602 86%	374 82%	119 83%	463 85%	649 85%	442 81%	723 81%	832 87% J	90 80%	224 80%	765 84%	474 86%	181 82%	512 83%	862 85%

2AB. Are you planning any renovations or home improvements to your home over the next twelve months? What about over the next two years? (Combined Table)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O - P/Q/R
 * small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Valid respondents																			
Weighted	1854	296	185	164	649	386	174	201	735	918	1012	842	122	293	874	561	273	594	987
	1854	245	179	126*	703	458	143	544	766	544	896	958	113*	280	906	553	221	617	1016
Yes	1407 76%	183 75%	137 76%	97 77%	549 78% E	323 71%	118 82% E	432 80% I	602 79% I	373 69%	651 73%	756 79% J	71 63%	212 76% L	693 76% L	429 78% L	161 73%	460 75%	786 77%
No	158 9%	26 10%	20 11% C	5 4%	50 7%	46 10%	11 8%	42 8%	60 8%	56 10%	102 11% K	56 6%	7 7%	28 10%	76 8%	47 8%	20 9%	55 9%	83 8%
(DK/NS)	289 16%	36 15%	22 12%	24 19%	104 15%	89 19% F	15 10%	70 13%	104 14%	116 21% GH	143 16%	146 15%	34 30% MNO	40 14%	137 15%	77 14%	41 18%	102 16%	147 14%

Detailed Tables

3. What types of home improvements or renovations are you planning to make to your home?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning renovations within next two years Weighted	1377	213	139	127	492	269	137	163	585	629	718	659	71	215	666	421	190	431	756
HOME IMPROVEMENTS (Net)	1407	183	137*	97*	549	323	118*	432	602	373	651	756	71*	212	693	429	161	460	786
	1144	156	115	81	443	249	100	366	490	288	530	614	52	181	552	359	138	373	634
	81%	85%	84%	83%	81%	77%	85%	85% I	81%	77%	81%	81%	73%	85%	80%	84%	86%	81%	81%
-- Painting/Staining/Caulking	723	111	79	47	281	138	68	248	300	176	315	408	30	112	364	216	94	246	383
	51%	60% E	58% E	48%	51%	43%	57% E	57% I	50%	47%	48%	54%	42%	53%	53%	50%	59% R	53%	49%
-- Floors	491 35%	86 47% CDE	46 33%	31 31%	190 35%	87 27%	53 45% E	185 43% I	205 34% I	101 27%	212 33%	279 37%	26 37%	86 40%	236 34%	143 33%	48 30%	176 38%	267 34%
-- Windows	301 21%	33 18%	35 25%	23 23%	98 18%	83 26% D	29 25%	102 24%	124 21%	74 20%	148 23%	152 20%	10 13%	55 26%	142 21%	94 22%	46 28% R	107 23%	148 19%
-- Roof	176 12%	22 12%	10 8%	20 20% BE	66 12%	33 10%	24 20% BDE	47 11%	80 13%	49 13%	82 13%	94 12%	7 9%	27 13%	102 15% O	40 9%	35 22% QR	63 14%	78 10%
-- Driveway	165 12%	16 9%	10 7%	17 18% E	80 15% E	23 7%	18 16% E	73 17% HI	58 10%	34 9%	84 13%	81 11%	4 5%	23 11%	72 10%	66 15%	13 8%	57 12%	95 12%
-- Big Screen TV	88 6%	11 6%	9 7%	9 9%	35 6%	13 4%	10 9%	37 9% I	39 7% I	11 3%	57 9% K	31 4%	2 2%	9 4%	49 7%	29 7%	2 1%	20 4%	66 8% PQ
-- Hot tub	72 5%	5 3%	3 2%	3 3%	40 7%	17 5%	5 4%	34 8% I	32 5% I	6 2%	43 7%	30 4%	1 2%	9 4%	38 5%	24 6%	4 3%	24 5%	44 6%
-- Siding	22 2%	1 1%	1 1%	1 1%	15 3%	1 0	2 2%	7 2%	12 2%	2 1%	6 1%	15 2%	1 2%	2 1%	14 2%	4 1%	7 4% QR	5 1%	10 1%
-- New/ replace doors	17 1%	1 1%	5 4% E	3 3% E	7 1%	0 -	0 -	8 2%	5 1%	4 1%	12 2%	4 1%	0 -	4 2%	5 1%	7 2%	3 2%	5 1%	8 1%
-- Garage/ garage door/ roof/ car port	16 1%	3 2%	3 2%	3 3% D	2 0	4 1%	0 -	4 1%	10 2%	2 0	5 1%	10 1%	0 -	2 1%	8 1%	6 1%	3 2%	3 1%	9 1%
-- A/C/ Furnace (HVAC)	13 1%	2 1%	2 1%	0 -	6 1%	3 1%	1 1%	0 -	7 1%	7 2% G	7 1%	6 1%	0 -	3 2%	4 1%	7 2%	0 -	5 1%	9 1%
-- Fencing	10 1%	1 0	1 1%	0 0	7 1%	1 0	0 -	6 1%	2 0	2 1%	7 1%	4 0	0 1%	1 0	3 0	6 1%	1 1%	0 -	9 1%
-- Insulation	10 1%	1 1%	3 2%	0 0	2 0	3 1%	1 1%	1 0	6 1%	3 1%	4 1%	6 1%	1 2%	0 0	2 0	7 2%	2 1%	3 1%	5 1%

Detailed Tables

3. What types of home improvements or renovations are you planning to make to your home?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
-- Stairs	10 1%	1 1%	0 -	0 -	3 1%	6 2%	0 -	4 1%	1 0	4 1%	6 1%	4 0	2 2%	0 -	3 0	5 1%	3 2%	1 0	6 1%
-- Electrical/ rewiring	5 0	1 0	1 1%	0 -	3 1%	0 -	0 -	3 1%	0 -	2 1%	0 0	4 1%	0 -	0 -	0 -	5 1%	1 1%	0 -	4 1%
RENOVATIONS (Net)	1114 79%	143 78%	110 81%	85 88%	442 80%	240 74%	94 79%	380 88%	476 79%	258 69%	513 79%	601 79%	62 87%	169 80%	552 80%	330 77%	115 71%	382 83%	618 79%
-- Bathroom	469 33%	77 42%	43 31%	34 35%	183 33%	89 28%	42 36%	183 42%	191 32%	95 25%	221 34%	248 33%	32 44%	65 31%	234 34%	138 32%	51 32%	178 39%	240 31%
-- Landscaping	410 29%	58 32%	43 32%	38 39%	170 31%	70 22%	31 27%	159 37%	167 28%	84 23%	192 30%	218 29%	19 26%	50 24%	202 29%	139 32%	37 23%	143 31%	230 29%
-- Kitchen	382 27%	66 36%	26 19%	25 26%	169 31%	62 19%	33 28%	149 34%	156 26%	78 21%	175 27%	207 27%	18 26%	65 30%	192 28%	107 25%	38 24%	133 29%	211 27%
-- Basement	365 26%	25 14%	41 30%	34 34%	162 29%	79 24%	25 21%	162 37%	146 24%	57 15%	170 26%	195 26%	20 28%	60 28%	167 24%	118 28%	28 17%	118 26%	219 28%
-- Outdoor Deck/patio	322 23%	49 27%	35 26%	21 21%	117 21%	72 22%	28 24%	120 28%	139 23%	63 17%	160 25%	162 21%	18 25%	44 21%	175 25%	85 20%	31 19%	121 26%	171 22%
-- Bedroom	259 18%	42 23%	22 16%	14 15%	104 19%	58 18%	19 16%	117 27%	101 17%	41 11%	109 17%	150 20%	13 19%	50 23%	131 19%	64 15%	35 22%	97 21%	127 16%
-- Home Theatre	80 6%	13 7%	7 5%	9 10%	31 6%	17 5%	3 2%	39 9%	33 6%	8 2%	58 9%	22 3%	1 2%	7 3%	40 6%	32 8%	2 2%	26 6%	52 7%
-- Sound system	58 4%	11 6%	7 5%	4 4%	25 5%	7 2%	5 4%	32 7%	16 3%	10 3%	46 7%	11 2%	3 5%	5 2%	21 3%	28 6%	7 5%	24 5%	26 3%
-- New addition	55 4%	13 7%	3 2%	4 4%	22 4%	11 3%	3 3%	7 2%	37 6%	11 3%	27 4%	28 4%	3 4%	8 4%	28 4%	16 4%	8 5%	24 5%	24 3%
-- Pool	28 2%	2 1%	0 -	0 0	14 2%	9 3%	3 3%	12 3%	13 2%	3 1%	15 2%	13 2%	2 3%	6 3%	13 2%	7 2%	6 4%	10 2%	12 1%
-- Family/ living room	10 1%	0 -	1 1%	0 -	7 1%	2 1%	0 -	4 1%	2 0	4 1%	1 0	9 1%	0 -	2 1%	5 1%	3 1%	0 -	5 1%	5 1%

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3. What types of home improvements or renovations are you planning to make to your home?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Other	36 3%	3 2%	4 3%	1 1%	13 2%	14 4%	1 1%	5 1%	13 2%	18 5% GH	14 2%	22 3%	0 -	4 2%	18 3%	14 3%	5 3%	9 2%	22 3%
Nothing	2 0	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	2 0	0 -	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	2 0

4. 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 - L/M/N/O - P/Q/R

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning renovations within next two years Weighted	1377	213	139	127	492	269	137	163	585	629	718	659	71	215	666	421	190	431	756
Less than \$1000	1407	183	137*	97*	549	323	118*	432	602	373	651	756	71*	212	693	429	161	460	786
\$1K to less than \$5K	115 8%	16 9%	15 11%	6 6%	39 7%	32 10%	8 7%	41 9%	40 7%	35 9%	53 8%	63 8%	10 14%	16 8%	51 7%	38 9%	18 11%	37 8%	60 8%
\$5K to less than \$10K	330 23%	46 25%	30 22%	27 28%	115 21%	85 26%	28 23%	101 23%	137 23%	92 25%	170 26%	160 21%	12 17%	44 21%	171 25%	102 24%	30 18%	112 24%	188 24%
\$10K to less than \$15K	201 14%	23 13%	13 9%	10 11%	97 18%	42 13%	17 14%	68 16%	83 14%	50 13%	109 17%	92 12%	4 6%	24 11%	104 15%	69 16%	16 10%	57 12%	128 16%
\$15K to less than \$25K	117 8%	14 8%	13 10%	12 12%	40 7%	28 9%	10 9%	41 9%	49 8%	27 7%	57 9%	60 8%	4 5%	11 5%	56 8%	46 11%	9 5%	20 4%	89 11% PQ
\$25K to less than \$50K	81 6%	20 11% DEF	11 8%	5 5%	26 5%	15 5%	4 3%	32 7%	33 5%	16 4%	60 9% K	21 3%	0 -	14 7%	43 6%	24 6%	1 1%	24 5% P	56 7% P
\$50K+	44 3%	4 2%	0 -	2 2%	27 5% B	7 2%	3 3%	11 2%	24 4%	9 3%	25 4%	19 2%	1 1%	4 2%	18 3%	20 5%	1 1%	4 1%	38 5% PQ
(DK/NS)	23 2%	2 1%	1 1%	1 1%	16 3%	3 1%	0 -	4 1%	13 2%	6 2%	15 2%	8 1%	0 -	2 1%	6 1%	15 4% N	0 -	8 2%	15 2%
Median	496 35%	58 32%	55 40%	34 35%	189 34%	111 34%	49 41%	134 31%	224 37%	138 37%	162 25%	334 44% J	40 57% NO	97 46% NO	243 35% O	115 27%	85 53% R	198 43% R	212 27%
Mean	4543.1 8834.2	4538.2 7962.1	3514.6 6334.2	2782.4 6899.5	4707.1 11752.2	3248.0 6970.8	3229.7 5665.0	4153.7 9672.3	4264.8 9026.5	3521.6 7459.8	4684.8 10495.1 K	3219.6 6911.3	2336.6 3933.7	3746.7 6979.1	4519.0 7352.6	4767.8 12137.0 N	2512.6 4060.9	2831.3 9803.9	4772.1 9018.2 P

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5. What proportion of your renovations do you plan to pay for with cash or savings?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning renovations within next two years	1377	213	139	127	492	269	137	163	585	629	718	659	71	215	666	421	190	431	756
Weighted	1407	183	137*	97*	549	323	118*	432	602	373	651	756	71*	212	693	429	161	460	786
All of it	649 46%	92 50%	64 47%	54 55%	237 43%	148 46%	55 47%	158 36%	270 45%	221 59% GH	326 50% K	323 43%	31 43%	102 48%	307 44%	208 48%	92 57% QR	191 41%	366 47%
Most of it	346 25%	39 22%	36 26%	24 25%	149 27%	70 22%	28 24%	113 26%	159 26%	75 20% I	148 23%	198 26%	20 29%	50 24%	158 23%	118 27%	30 19%	113 24%	203 26%
Some of it	258 18%	26 14%	22 16%	14 15%	106 19%	70 22%	19 16%	96 22% I	115 19% I	47 13%	115 18%	143 19%	11 16%	42 20%	132 19%	73 17%	19 12%	91 20%	148 19%
None of it	52 4%	14 8% EF	7 5%	2 2%	20 4%	7 2%	2 1%	14 3%	25 4%	13 3%	24 4%	28 4%	0 -	4 2%	34 5%	14 3%	3 2%	22 5%	27 3%
(DK/NS)	102 7%	11 6%	9 6%	3 3%	37 7%	28 9%	14 11% C	52 12% HI	32 5%	18 5%	39 6%	63 8%	9 13% O	14 7%	62 9% O	16 4%	16 10% R	45 10% R	41 5%
Top3Box	1254 89%	157 86%	122 89%	92 95%	492 90%	287 89%	103 87%	366 85%	545 90%	343 92% G	589 90%	665 88%	62 87%	195 92%	597 86%	398 93% N	142 88%	394 86%	718 91% Q

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7. How do you plan to finance the cost of these renovations?

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

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

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Not using all cash or savings to pay for renovations	672	87	66	60	251	147	61	108	321	243	318	354	35	100	341	195	76	224	372
Weighted	758	91*	73*	43*	312	175	63*	275*	331	152	325	433	41**	110*	386	221	69*	270	420
Line of credit	286 38%	35 38%	24 32%	21 48%	118 38%	58 33%	31 50%	112 41%	117 35%	57 38%	134 41%	152 35%	7 18%	46 42%	133 34%	100 45% N	20 29%	91 34%	175 42%
Credit cards	204 27%	41 44% CDEF	18 25%	9 21%	84 27%	43 25%	9 15%	99 36% HI	70 21%	35 23%	96 30%	108 25%	10 24%	31 28%	110 29%	53 24%	10 15%	86 32% P	108 26%
Secured line of credit	80 11%	8 9%	10 14%	5 13%	35 11%	10 6%	11 18% E	22 8%	47 14% I	11 7%	41 12%	40 9%	1 2%	14 13%	39 10%	27 12%	5 7%	26 10%	50 12%
Home equity line of credit	75 10%	11 12%	9 13%	2 6%	39 13%	12 7%	2 3%	18 6%	41 12%	17 11%	33 10%	42 10%	2 6%	9 8%	38 10%	27 12%	5 7%	24 9%	47 11%
Personal loan	55 7%	2 2%	1 2%	3 6%	34 11%	12 7%	3 5%	21 8%	27 8%	8 5%	28 9%	27 6%	4 9%	11 10%	24 6%	17 8%	5 7%	30 11% R	20 5%
Add-on/refinance the mortgage	41 5%	3 4%	0 0	1 2%	10 3%	24 14% BD	3 4%	8 3%	26 8%	7 5%	9 3%	33 8% J	4 9%	7 6%	23 6%	8 4%	6 8%	16 6%	19 5%
Cash/ pay as we go	15 2%	1 2%	1 1%	1 2%	8 3%	2 1%	2 2%	4 2%	7 2%	3 2%	8 3%	7 2%	0 -	2 2%	6 2%	8 3%	1 1%	2 1%	12 3%
Savings	13 2%	2 2%	0 -	0 -	6 2%	1 1%	4 7% E	3 1%	7 2%	3 2%	3 1%	10 2%	0 -	0 0	10 2%	3 1%	1 2%	7 3%	4 1%
Other	22 3%	2 2%	1 2%	3 6%	8 3%	8 4%	0 -	8 3%	12 3%	2 1%	9 3%	13 3%	0 1%	2 2%	9 2%	11 5%	5 7%	6 2%	11 3%
(DK/NS)	112 15%	10 11%	12 17%	6 14%	40 13%	36 20%	8 12%	50 18%	37 11%	26 17%	31 10%	81 19% J	16 39%	17 16%	59 15%	20 9%	21 31% QR	46 17%	44 11%

Detailed Tables

8. If house prices were to level off or decline, would you still plan to continue with your renovation project?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
Base: Planning renovations within next two years Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	1377	213	139	127	492	269	137	163	585	629	718	659	71	215	666	421	190	431	756
	1407	183	137*	97*	549	323	118*	432	602	373	651	756	71*	212	693	429	161	460	786
	895 64%	129 70%	80 58%	65 67%	333 61%	204 63%	84 71%	244 57%	388 64%	262 70% GH	427 66%	468 62%	42 59%	145 68%	438 63%	270 63%	93 58%	305 66%	496 63%
	477 34%	43 24%	56 41% A	30 31%	208 38% A	108 33%	32 27%	175 40% I	198 33%	104 28%	200 31%	277 37%	27 38%	66 31%	237 34%	146 34%	63 39%	143 31%	270 34%
	30 2%	8 4%	1 1%	2 2%	7 1%	10 3%	3 2%	13 3%	11 2%	6 2%	21 3%	9 1%	1 2%	2 1%	15 2%	11 3%	3 2%	11 2%	15 2%
	6 0	3 2%	0 -	0 -	2 0	1 0	0 -	0 -	5 1%	0 0	4 1%	2 0	0 1%	0 -	3 0	2 0	0 0	1 0	4 1%
	1372 97%	172 94%	136 99%	95 98%	541 98% A	312 97%	115 98%	419 97%	586 97%	367 98%	627 96%	745 99% J	69 97%	210 99%	674 97%	416 97%	157 98%	448 97%	767 98%
	36 3%	11 6% D	1 1%	2 2%	8 2%	11 3%	3 2%	13 3%	16 3%	6 2%	24 4% K	11 1%	2 3%	2 1%	18 3%	13 3%	4 2%	12 3%	20 2%

Detailed Tables

9. Who will do the majority of the work on your renovation?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning renovations within next two years	1377	213	139	127	492	269	137	163	585	629	718	659	71	215	666	421	190	431	756
Weighted	1407	183	137*	97*	549	323	118*	432	602	373	651	756	71*	212	693	429	161	460	786
Yourself	708 50%	101 55% F	71 52%	52 53%	279 51% F	158 49%	46 39%	269 62% HI	293 49% I	146 39%	431 66% K	277 37%	37 52%	97 45%	358 52%	216 50%	83 51%	245 53%	381 48%
Your spouse/partner	532 38%	72 39%	51 37%	44 46%	192 35%	124 38%	48 41%	224 52% HI	231 38% I	77 21%	103 16%	429 57% J	32 44%	90 42% O	273 39% O	136 32%	51 32%	210 46% PR	270 34%
Contractor	520 37%	68 37%	39 29%	28 29%	247 45% BCE	97 30%	40 34%	108 25%	212 35% G	200 53% GH	263 40%	257 34%	14 20%	60 28%	244 35% L	201 47% LMN	58 36%	134 29%	328 42% Q
Family	232 16%	24 13%	42 31% ACDE	16 16%	79 14%	44 14%	26 22%	112 26% HI	71 12%	49 13%	83 13%	149 20% J	22 31% NO	39 18%	112 16%	58 14%	47 29% QR	74 16%	111 14%
Friends	190 14%	12 7%	10 7%	12 12%	86 16% A	44 14%	26 22% AB	86 20% HI	67 11%	38 10%	96 15%	94 12%	10 14%	25 12%	92 13%	62 14%	26 16%	61 13%	103 13%
Other	5 0	1 1%	0 -	1 1%	1 0	2 0	0 -	0 -	1 0	3 1%	1 0	4 1%	0 -	0 -	3 0	2 0	2 1%	0 -	3 0
(DK/NS)	10 1%	1 1%	1 1%	0 0	5 1%	1 0	1 1%	1 0	5 1%	3 1%	5 1%	4 1%	0 1%	3 1%	3 1%	3 1%	1 0	5 1%	4 0

Detailed Tables

10. What is the primary reason that you are planning these renovations?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning renovations within next two years Weighted	1377	213	139	127	492	269	137	163	585	629	718	659	71	215	666	421	190	431	756
	1407	183	137*	97*	549	323	118*	432	602	373	651	756	71*	212	693	429	161	460	786
	865	133	86	72	328	173	72	309	331	225	397	468	44	135	427	257	89	301	474
To make our home more attractive	61%	73% DE	63%	74% DE	60%	54%	61%	71% HI	55%	60%	61%	62%	62%	64%	62%	60%	55%	65%	60%
	493	64	34	37	169	145	44	145	206	142	249	244	23	82	215	172	75	178	240
	35%	35%	25%	38%	31%	45% BD	37%	34%	34%	38%	38%	32%	33%	39%	31%	40% N	47% R	39% R	31%
For safety/maintenance/repair reasons/ necessity	422	64	49	30	200	44	35	158	176	89	211	211	24	56	208	135	44	121	256
	30%	35% E	36% E	31% E	36% E	14%	30% E	36% I	29%	24%	32%	28%	33%	26%	30%	31%	28%	26%	33%
	407	58	48	18	190	65	29	168	147	92	210	197	30	51	207	119	41	146	221
Because I/we enjoy it	29%	32% CE	35% CE	18%	35% CE	20%	24%	39% HI	24%	25%	32% K	26%	42% M	24%	30%	28%	25%	32%	28%
	169	20	21	8	101	12	7	59	68	41	83	86	9	22	87	51	20	59	89
	12%	11% E	16% EF	8%	18% CEF	4%	6%	14%	11%	11%	13%	11%	13%	10%	13%	12%	13%	13%	11%
To increase the value of our home	161	21	16	11	62	38	13	69	81	12	79	82	5	17	84	54	9	67	84
	11%	11%	12%	12%	11%	12%	11%	16% I	13% I	3%	12%	11%	7%	8%	12%	13%	6%	15% P	11%
	17	2	2	1	1	8	3	7	4	6	8	9	0	0	7	10	2	1	14
To make our home easier to sell	1%	1%	1%	1%	0	3% D	3% D	2%	1%	2%	1%	1%	-	-	1%	2%	1%	0	2%
	17	2	2	1	6	4	1	4	7	5	10	7	0	2	6	9	3	8	6
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	2%	2%	1%
Because we need more space	8	0	1	0	3	2	3	0	2	6	3	6	0	2	2	4	2	1	5
	1%	0	1%	-	1%	0	2%	-	0	2% H	0	1%	-	1%	0	1%	1%	0	1%
	2	0	1	1	1	0	0	0	2	1	2	1	0	0	2	0	0	0	2
For our own comfort/ make our life easier (shovelling/ cleaning)	0	-	1%	1%	0	-	-	-	0	0	0	0	-	-	0	-	-	0	0
	27	3	2	0	16	5	0	9	8	9	12	14	0	3	18	5	3	6	18
	2%	2%	1%	0	3%	1%	0	2%	1%	3%	2%	2%	-	2%	3%	1%	2%	1%	2%
More energy efficient/ saving heating costs	17	2	2	1	6	4	1	4	7	5	10	7	0	2	6	9	3	8	6
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	2%	2%	1%
	8	0	1	0	3	2	3	0	2	6	3	6	0	2	2	4	2	1	5
To be more up to date	1%	0	1%	-	1%	0	2%	-	0	2% H	0	1%	-	1%	0	1%	1%	0	1%
	2	0	1	1	1	0	0	0	2	1	2	1	0	0	2	0	0	0	2
	0	-	1%	1%	0	-	-	-	0	0	0	0	-	-	0	-	-	0	0
To finish off our house	27	3	2	0	16	5	0	9	8	9	12	14	0	3	18	5	3	6	18
	2%	2%	1%	0	3%	1%	0	2%	1%	3%	2%	2%	-	2%	3%	1%	2%	1%	2%
	Other																		

Detailed Tables

11. Have you completed any renovation projects in the last 2 years?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Valid respondents Weighted																			
	1854	296	185	164	649	386	174	201	735	918	1012	842	122	293	874	561	273	594	987
	1854	245	179	126*	703	458	143	544	766	544	896	958	113*	280	906	553	221	617	1016
Yes	1302	171	118	98	475	332	108	402	530	370	630	671	74	184	647	395	138	427	737
	70%	70%	66%	78% D	68%	72%	75%	74%	69%	68%	70%	70%	65%	66%	71%	71%	62%	69%	73% P
No	552	74	62	28	227	126	35	142	236	175	266	286	39	96	259	158	84	190	278
	30%	30%	34%	22% C	32%	28%	25%	26%	31%	32%	30%	30%	35%	34%	29%	29%	38% R	31%	27%

15. If your current home needed major renovations, and you had a choice about what to do, what would you be more likely to do: sell your current home and move to another home, or renovate your current home?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Valid respondents Weighted																			
	1854	296	185	164	649	386	174	201	735	918	1012	842	122	293	874	561	273	594	987
	1854	245	179	126*	703	458	143	544	766	544	896	958	113*	280	906	553	221	617	1016
Sell and move to another home	485	77	68	31	206	77	26	182	193	110	229	256	23	56	242	164	56	160	269
	26%	31% EF	38% EF	25%	29% EF	17%	18%	33% HI	25% I	20%	26%	27%	20%	20%	27%	30% M	25%	26%	26%
Renovate current home	1369	169	112	95	496	381	117	362	573	434	667	702	90	225	664	388	165	457	747
	74%	69%	62%	75%	71%	83% ABD	82% ABD	67%	75% G	80% GH	74%	73%	80%	80% O	73%	70%	75%	74%	74%

16. Would you ever consider borrowing against the equity in your home to finance a renovation?

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

* small base

	Total	Region						Age			Gender		Education				Income		
		BC	AB	SK/MB	ON	PQ	Atl	18-34	35-54	55+	Male	Female	<HS	HS	Post Sec	Univ degree	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Valid respondents Weighted																			
	1854	296	185	164	649	386	174	201	735	918	1012	842	122	293	874	561	273	594	987
	1854	245	179	126*	703	458	143	544	766	544	896	958	113*	280	906	553	221	617	1016
Yes	606	87	65	39	276	97	43	170	294	143	323	283	31	63	304	208	55	176	375
	33%	35% E	36% E	31% E	39% E	21%	30%	31%	38% I	26%	36% K	30%	27%	23%	34% M	38% M	25%	28%	37% PQ
No	835	111	76	57	292	235	65	228	321	287	403	432	48	143	401	243	105	266	464
	45%	45%	42%	45%	42%	51% D	45%	42%	42%	53% GH	45%	45%	42%	51%	44%	44%	48%	43%	46%
(DK/NS)	412	47	39	30	135	126	36	146	151	115	170	242	35	74	201	102	61	175	177
	22%	19%	22%	24%	19%	28% D	25%	27% H	20%	21%	19%	25% J	31% O	26% O	22%	18%	27% R	28% R	17%