

If your current home needed major renovations, and you had a choice about what to do, what would you be more likely to do:

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 DKs excluded

		REGION						AGE			GENDER		EDUCATION				HH Income bands		
	TOTAL	BC	ALB	SK/M N	ONT	QUE	ATL	18-34	35-54	55+	Male	Female	<HS	HS	Post sec	Unive rsity	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents Weighted																			
	2367	344	248	182	895	493	205	252	906	1209	1360	1007	10	535	1063	759	903	391	164
	2367	330	228*	157	911	562	179	647	972	748	1133	1234	10**	518	1123	716	917	402	147*
Sell your current home and move to another home	398	66	48	28	148	78	30	153	157	88	206	192	0	67	195	136	162	71	34
	20%	25%	23%	21%	18%	16%	18%	29% HI	18% I	14%	20%	18%	0%	15%	19%	22% M	20%	20%	26%
Renovate your current home	1666	200	160	108	653	411	135	390	716	560	792	874	8	371	799	488	657	288	99
	80%	75%	77%	79%	82% A	84% A	82% A	71% G	82% G	86% G	80% G	82% G	100%	85%	81%	78%	80%	80%	74%

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

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	TOTAL	BC	ALB	SK/M N	ONT	QUE	ATL	18-34	35-54	55+	Male	Female	<HS	HS	Post sec	Unive rsity	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents Weighted																			
	2367	344	248	182	895	493	205	252	906	1209	1360	1007	10	535	1063	759	903	391	164
	2367	330	228*	157	911	562	179	647	972	748	1133	1234	10**	518	1123	716	917	402	147*
Yes	1366	174	151	101	518	301	121	375	599	393	625	742	6	265	689	406	545	238	85
	58%	53%	66% E	64% E	57%	54%	68% ADE	58%	62% I	53%	55%	60%	65%	51%	61% M	57%	59%	59%	58%
No	822	127	67	46	307	229	47	208	307	307	441	381	2	197	360	263	305	145	55
	35%	39% F	29%	29%	34%	41% CDF	26%	32%	32%	41% GH	39% K	31%	19%	38%	32%	37%	33%	36%	38%
(Dk/Ns)	178	28	11	11	86	32	11	65	66	47	67	112	2	56	74	47	68	19	7
	8%	9%	5%	7%	9% E	6%	6%	10%	7%	6%	6%	9% J	16%	11% NO	7%	7%	7%	5%	5%

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

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	TOTAL	REGION						AGE			GENDER		EDUCATION				HH Income bands		
	L	BC	ALB	SK/M N	ONT	QUE	ATL	18-34	35-54	55+	Male	Femal e	<HS	HS	Post sec	Unive rsity	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Not planning any renovations or home improvement over the next twelve months	1033	166	102	70	393	231	71	100	347	586	634	399	3	261	429	340	377	174	66
Weighted	1001	156*	77**	57*	393	260	58*	273*	373	355	508	493	3**	253	435	309	372	164*	62*
Yes	296 30%	41 27%	20 26%	18 32%	127 32%	67 26%	23 39%	73 27%	129 35%	94 26%	144 28%	152 31%	1 16%	60 24%	151 35%	84 27%	130 35%	47 29%	13 21%
No	403 40%	73 47%	39 50%	19 34%	128 33%	120 46%	23 40%	107 39%	138 37%	157 44%	224 44%	179 36%	1 37%	94 37%	175 40%	132 43%	152 41%	68 42%	33 53%
(Dk/Ns)	302 30%	42 27%	18 24%	19 34%	138 35%	73 28%	12 21%	92 34%	106 28%	104 29%	140 28%	162 33%	2 46%	99 39%	109 25%	92 30%	91 24%	49 30%	16 26%

q2ab. Total plan to renovate in next 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

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	TOTAL	REGION						AGE			GENDER		EDUCATION				HH Income bands		
	L	BC	ALB	SK/M N	ONT	QUE	ATL	18-34	35-54	55+	Male	Femal e	<HS	HS	Post sec	Unive rsity	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents	2367	344	248	182	895	493	205	252	906	1209	1360	1007	10	535	1063	759	903	391	164
Weighted	2367	330	228*	157	911	562	179	647	972	748	1133	1234	10**	518	1123	716	917	402	147*
Yes	1662 70%	216 65%	171 75%	119 75%	644 71%	369 66%	144 80%	448 69%	728 75%	487 65%	769 68%	894 72%	7 71%	325 63%	839 75%	491 69%	674 74%	286 71%	98 67%
No	400 17%	73 22%	39 17%	19 12%	126 14%	120 21%	22 12%	107 17%	137 14%	156 21%	224 20%	176 14%	1 13%	91 17%	175 16%	132 19%	150 16%	68 17%	33 22%
(Dk/Ns)	305 13%	42 13%	18 8%	19 12%	140 15%	73 13%	13 7%	92 14%	108 11%	105 14%	140 12%	165 13%	2 16%	102 20%	109 10%	92 13%	92 10%	49 12%	16 11%

Who will do the majority of the work on your 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

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning any renovations or home improvements Weighted	1650	227	177	137	623	323	163	180	685	785	915	735	8	343	786	513	658	266	112
	1662	216	171*	119*	644	369	144	448	728	487	769	894	7**	325	839	491	674	286	98*
Yourself	796 48%	103 48%	81 47%	64 54%	297 46%	191 52%	60 42%	220 49%	384 53%	192 39%	452 59%	345 39%	2 36%	139 43%	437 52%	218 44%	307 45%	132 46%	36 36%
Your spouse/partner	595 36%	82 38%	66 39%	50 42%	197 31%	143 39%	57 39%	204 46%	270 37%	121 25%	100 13%	495 55%	3 41%	139 43%	309 37%	144 29%	286 42%	80 28%	23 24%
Friends	169 10%	17 8%	11 7%	10 8%	63 10%	41 11%	27 19%	65 14%	61 8%	43 9%	62 8%	107 12%	2 28%	29 9%	104 12%	35 7%	70 10%	19 7%	4 4%
Family	246 15%	16 7%	21 12%	16 13%	102 16%	68 19%	23 16%	103 23%	87 12%	57 12%	82 11%	165 18%	0 -	53 16%	128 15%	66 13%	121 18%	42 15%	6 6%
Contractor	660 40%	84 39%	58 34%	39 33%	298 46%	123 33%	58 40%	148 33%	258 35%	254 52%	354 46%	306 34%	1 8%	108 33%	294 35%	258 53%	257 38%	142 50%	55 56%
Other	10 1%	3 1%	1 1%	1 1%	5 1%	0 -	1 1%	0 -	2 0	8 2%	3 0	8 1%	0 -	0 0	5 1%	6 1%	3 0	2 1%	0 -
(Dk/Ns)	14 1%	1 0	1 0	1 1%	10 2%	1 0	0 -	0 -	11 1%	3 1%	5 1%	9 1%	0 -	5 2%	6 1%	3 1%	9 1%	0 -	1 1%

How much do you think you will spend on all of your renovations?

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	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female	<HS	HS	Post sec	Univ	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning any renovations or home improvements Weighted	1650	227	177	137	623	323	163	180	685	785	915	735	8	343	786	513	658	266	112
	1662	216	171*	119*	644	369	144	448	728	487	769	894	7**	325	839	491	674	286	98*
less - 1900	279 17%	29 13%	21 12%	26 22%	102 16%	78 21%	24 16%	58 13%	128 18%	93 19%	131 17%	148 17%	3 37%	56 17%	144 17%	76 15%	111 16% R	36 13%	4 4%
1901 - 4000	270 16%	38 17%	26 15%	19 16%	100 16%	65 18%	21 15%	69 15%	111 15%	89 18%	133 17%	136 15%	0 -	49 15%	133 16%	87 18%	117 17%	49 17%	11 11%
4001 - 9000	278 17%	32 15%	40 24%	21 17%	107 17%	60 16%	19 13%	101 22% I	112 15%	65 13%	150 20% K	128 14%	1 8%	46 14%	134 16%	97 20%	125 19%	54 19%	26 27%
9001 - 19000	206 12%	19 9%	24 14%	21 17%	81 13%	37 10%	24 17%	66 15% I	101 14% I	38 8%	106 14%	99 11%	0 -	33 10%	117 14%	57 12%	96 14%	47 16%	16 17%
19001- 90000	159 10%	21 10%	25 15% C	4 3%	70 11% C	25 7%	14 10%	55 12% I	72 10% I	32 7%	103 13% K	56 6%	0 -	29 9%	73 9%	57 12%	57 8%	38 13%	19 20% P
90001+	5 0	1 0	0 0	0 -	3 0	0 -	1 1%	0 -	2 0	2 0	3 0	2 0	0 -	0 -	3 0	2 0	2 0	0 -	2 2%
(Dk/Ns)	466 28%	78 36% B	34 20%	29 24%	181 28%	103 28%	41 28%	100 22%	200 27%	166 34% GH	142 19%	323 36% J	4 55%	112 34% O	235 28%	115 23%	166 25%	62 22%	19 20%
Summary																			
Mean	8982. 4	11683 .3 E	9322. 0	6073. 5	9632. 4 E	6783. 6	10195 .0 E	9143. 3	9542. 8	7884. 1	10311 .5 K	7522. 6	1542. 3	8127. 0	8668. 5	10035 .3	9009. 8	9168. 2	16297 .6
Standard Deviation	13885 .1	20135 .1	12799 .8	6277. 3	13979 .9	9382. 4	17755 .4	12138 .8	14142 .6	15156 .6	15468 .0	11747 .8	3670. 2	11193 .9	13403 .2	15895 .2	15121 .0	9363. 6	21547 .9
Standard Error	404.2 1	1655. 1	1118. 3	627.7	660.5	605.6	1670. 3	1048. 6	639.6	642.2	577.3	546.6	1835. 1	730.2	571.0	804.9	683.1	658.8	2271. 4
Median	4633. 0	4120. 4	4713. 4	3933. 1	4711. 9	3517. 7	4525. 1	4681. 8	4659. 6	3181. 5	4732. 7	4329. 1	5.0	4421. 3	4639. 3	4705. 4	4311. 7	4844. 6	6595. 5

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

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	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female	<HS	HS	Post sec	Univ	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning any renovations or home improvements Weighted	1650	227	177	137	623	323	163	180	685	785	915	735	8	343	786	513	658	266	112
	1662	216	171*	119*	644	369	144	448	728	487	769	894	7**	325	839	491	674	286	98*
All of it	799 48%	102 47%	96 56%	52 44%	303 47%	185 50%	63 43%	148 33%	337 46%	315 65%	372 48%	427 48%	3 46%	158 49%	390 46%	249 51%	301 45%	156 55%	45 46%
Most of it	380 23%	41 19%	46 27%	20 17%	164 25%	81 22%	28 19%	115 26%	183 25%	82 17%	182 24%	198 22%	2 28%	68 21%	192 23%	118 24%	151 22%	69 24%	34 35%
Some of it	334 20%	42 19%	21 13%	37 31% BD	118 18%	80 22%	36 25% B	123 27% I	149 20% I	62 13%	143 19%	191 21%	1 8%	63 19%	186 22%	84 17%	157 23%	47 16%	15 15%
None of it	74 4%	14 6%	3 2%	5 5%	29 4%	11 3%	12 9% E	30 7%	28 4%	16 3%	41 5%	33 4%	0 -	10 3%	44 5%	20 4%	39 6%	7 2%	3 3%
(Dk/Ns)	75 5%	18 8%	4 2%	5 4%	31 5%	13 3%	5 3%	32 7% I	31 4%	12 2%	30 4%	44 5%	1 18%	26 8% N	28 3%	20 4%	26 4%	8 3%	2 2%
Summary																			
Top2Box	1180 71%	142 66%	142 83% ACF	72 61%	467 72% C	266 72% C	90 63%	263 59%	520 71%	397 81% GH	554 72%	625 70%	5 74%	226 69%	581 69%	367 75%	452 67%	225 79% P	79 81%

How do you plan to finance the cost of 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
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	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female	<HS	HS	Post sec	Univ	\$55k - \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Not plan to pay off the cost of these renovations	756	94	66	73	287	158	78	119	364	273	389	367	4	162	373	217	322	110	47
Weighted	863	114*	75**	67*	342	184	82*	300*	391	172	396	467	4**	167	450	242*	373	129*	53**
Credit cards	220 26%	35 31%	18 25%	19 29%	90 26%	46 25%	11 14%	102 34%	79 20%	40 23%	90 23%	130 28%	1 15%	44 26%	112 25%	64 26%	100 27%	23 18%	8 15%
Line of credit	327 38%	36 32%	33 44%	23 35%	127 37%	75 41%	33 40%	120 40%	149 38%	58 34%	150 38%	177 38%	1 15%	55 33%	175 39%	96 40%	154 41%	62 48%	28 53%
Personal loan	61 7%	5 5%	5 7%	9 14%	20 6%	16 9%	5 6%	21 7%	28 7%	13 8%	21 5%	40 9%	0 -	19 11%	33 7%	9 4%	31 8%	5 4%	5 9%
Add-on/refinance the mortgage	88 10%	22 19%	8 10%	4 6%	14 4%	24 13%	17 21%	31 10%	45 11%	13 7%	42 10%	47 10%	0 -	19 12%	44 10%	25 10%	47 12%	3 2%	3 6%
Home equity line of credit	114 13%	20 17%	8 11%	7 10%	58 17%	16 9%	6 7%	30 10%	59 15%	25 15%	67 17%	47 10%	0 -	16 9%	59 13%	40 16%	43 12%	20 15%	14 26%
Secured line of credit	66 8%	9 8%	4 6%	4 6%	36 11%	9 5%	3 3%	9 3%	40 10%	16 9%	34 8%	32 7%	0 -	4 2%	34 7%	28 12%	30 8%	19 15%	3 5%
Cash/pay as we go	17 2%	1 1%	1 2%	1 1%	7 2%	2 1%	4 5%	0 -	7 2%	9 5%	9 2%	8 2%	0 -	4 3%	6 1%	6 2%	5 1%	3 2%	0 -
Savings	15 2%	1 1%	0 -	0 -	13 4%	0 -	1 1%	6 2%	5 1%	4 2%	4 1%	11 2%	0 -	5 3%	7 2%	3 1%	7 2%	3 2%	0 -
Other	25 3%	2 2%	0 -	6 8%	10 3%	5 3%	2 3%	2 1%	13 3%	10 6%	4 1%	21 4%	2 52%	3 2%	16 4%	4 2%	7 2%	0 -	0 -
(Dk/Ns)	101 12%	9 8%	7 9%	12 18%	39 11%	22 12%	12 15%	42 14%	40 10%	19 11%	42 10%	59 13%	1 33%	23 14%	60 13%	16 7%	43 12%	7 5%	3 6%

When you did your renovations, did you have a budget?

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Completed any renovation projects in the last 2 years	1529	216	162	118	597	296	140	176	606	747	866	663	8	310	712	499	610	274	117
Weighted	1546	196	168*	106*	620	335	121*	454	644	449	746	800	7**	304	759	476	634	287	106*
Yes	994 64%	122 62%	106 63%	63 59%	409 66%	220 66%	73 60%	281 62%	429 67%	283 63%	465 62%	529 66%	3 38%	170 56%	488 64%	334 70%	407 64%	180 63%	81 76%
No	522 34%	67 34%	62 37%	42 39%	192 31%	111 33%	47 38%	152 34%	208 32%	161 36%	261 35%	260 33%	5 62%	119 39%	260 34%	138 29%	217 34%	105 37%	23 22%
(Dk/Ns)	31 2%	6 3%	0 -	1 1%	19 3%	3 1%	2 1%	20 5% HI	6 1%	4 1%	20 3%	10 1%	0 -	15 5% NO	11 1%	5 1%	9 1%	2 1%	2 2%

And, did your renovations go over budget?

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have budget for renovations	962	137	96	69	377	197	86	113	399	450	524	438	3	167	462	330	389	161	80
Weighted	994	122*	106**	63*	409	220	73*	281*	429	283	465	529	3**	170	488	334	407	180*	81**
Yes	380 38%	37 30%	38 36%	24 38%	151 37%	103 47%	26 36%	104 37%	180 42%	95 34%	178 38%	201 38%	2 68%	60 35%	191 39%	127 38%	166 41%	59 33%	41 51%
No	594 60%	84 69%	68 64%	39 62%	241 59%	115 53%	47 64%	162 58%	247 58%	184 65%	275 59%	319 60%	1 32%	102 60%	293 60%	198 59%	233 57%	116 64%	40 49%
(Dk/Ns)	20 2%	1 1%	0 -	0 -	17 4%	2 1%	0 -	14 5% H	2 0	4 1%	11 2%	9 2%	0 -	8 5% N	3 1%	9 3%	9 2%	5 3%	0 -

And by how much did you exceed your budget?

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Base: Renovations exceeded budget Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	369	42	31	27	146	91	32	46	169	154	204	165	1	63	187	118	167	57	33
	380	37**	38**	24**	151*	103*	26**	104**	180	95	178*	201	2**	60*	191	127*	166	59*	41**
1-9	84 22%	11 30%	4 9%	6 24%	40 26%	17 17%	6 24%	24 23%	38 21%	22 23%	35 20%	49 24%	2 100%	6 9%	47 25% M	29 23%	44 27%	10 17%	4 10%
11-19	32 8%	1 4%	0 -	3 13%	16 11%	8 8%	3 12%	7 7%	15 8%	10 11%	14 8%	18 9%	0 -	6 9%	17 9%	9 7%	21 13%	4 7%	2 4%
20-24	64 17%	10 28%	3 9%	5 21%	28 19%	13 12%	4 17%	14 14%	34 19%	16 16%	40 22% K	24 12%	0 -	12 20%	21 11%	31 24% N	20 12%	16 27%	8 19%
25-40	54 14%	5 14%	6 15%	3 13%	24 16%	14 13%	2 8%	7 7%	31 17%	15 16%	21 12%	33 16%	0 -	10 16%	23 12%	21 16%	23 14%	10 17%	8 19%
41-100	56 15%	4 12%	18 46%	1 5%	16 10%	12 12%	5 17%	22 21%	23 13%	11 11%	33 19%	22 11%	0 -	5 9%	22 11%	29 23%	18 11%	7 12%	14 35%
101+	47 12%	3 8%	1 3%	5 19%	13 8%	21 21% D	4 17%	17 16%	22 12%	8 9%	22 12%	25 13%	0 -	12 19% O	33 17% O	2 2%	16 10%	8 13%	0 -
(Dk/Ns)	44 11%	2 5%	7 18%	1 6%	15 10%	18 17%	1 4%	13 12%	18 10%	13 13%	14 8%	30 15%	0 -	10 17% O	28 14%	6 5%	23 14%	4 7%	5 12%
Summary																			
Mean	87.7	46.8	58.1	153.6	58.6	147.4 D	80.6	118.9	83.6	61.3	79.0	96.0	2.0	129.1 O	113.6 O	37.0	74.7	108.4	33.1
Standard Deviation	176.7	91.0	89.4	280.9	122.8	248.1	133.8	215.5	173.3	125.1	145.1	202.5	0	214.6	207.3	77.1	166.6	219.5	17.7
Standard Error	9.8	14.6	17.2	56.2	10.8	28.3	24.4	34.5	14.1	10.7	10.7	17.0	0	30.1	16.1	7.3	13.8	30.4	3.4
Median	19.2	17.5	34.6	17.6	17.2	23.9 D	18.3	20.4	19.3	18.0	19.3	18.9	2.0	24.4 NO	19.2	18.6	16.5	19.3 P	23.5

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

	TOTAL	REGION						AGE			GENDER		EDUCATION				HH Income bands		
		BC	ALB	SK/M N	ONT	QUE	ATL	18-34	35-54	55+	Male	Femal e	<HS	HS	Post sec	Unive rsity	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning any renovations or home improvements Weighted	1650	227	177	137	623	323	163	180	685	785	915	735	8	343	786	513	658	266	112
	1662	216	171*	119*	644	369	144	448	728	487	769	894	7**	325	839	491	674	286	98*
Reno (Net)	1308 79%	170 79%	142 83%	95 80%	512 79%	275 75%	113 78%	370 83%	592 81%	346 71%	592 77%	716 80%	5 67%	266 82%	651 78%	386 79%	528 78%	240 84%	79 81%
Bathroom	598 36%	94 43%	61 36%	41 34%	252 39%	104 28%	45 32%	172 38%	284 39%	142 29%	269 35%	328 37%	2 27%	120 37%	310 37%	166 34%	243 36%	96 34%	48 49%
Kitchen	465 28%	65 30%	46 27%	31 26%	190 30%	87 24%	46 32%	133 30%	211 29%	122 25%	215 28%	251 28%	3 42%	100 31%	224 27%	139 28%	186 28%	93 33%	23 23%
Basement	446 27%	50 23%	45 26%	40 33%	183 28%	104 28%	25 17%	140 31%	214 29%	91 19%	192 25%	254 28%	0 5%	87 27%	239 28%	120 25%	198 29%	90 31%	20 20%
Outdoor deck/patio	421 25%	68 31%	40 23%	23 19%	168 26%	68 19%	55 38%	124 28%	206 28%	91 19%	191 25%	231 26%	2 22%	97 30%	210 25%	114 23%	193 29%	69 24%	23 23%
Landscaping	429 26%	59 27%	59 34%	29 25%	165 26%	77 21%	40 28%	132 30%	189 26%	107 22%	203 26%	226 25%	1 12%	75 23%	210 25%	144 29%	166 25%	77 27%	43 44%
Pool	36 2%	2 1%	0 -	0 0	13 2%	16 4%	4 3%	11 2%	19 3%	7 1%	11 1%	25 3%	0 -	12 4%	15 2%	9 2%	13 2%	7 2%	3 3%
New addition	63 4%	7 3%	1 1%	1 1%	27 4%	17 5%	9 7%	20 5%	33 5%	9 2%	27 3%	36 4%	0 -	10 3%	42 5%	11 2%	19 3%	6 2%	4 4%
Home office	81 5%	16 7%	8 5%	4 3%	27 4%	18 5%	8 6%	24 5%	36 5%	21 4%	37 5%	44 5%	0 -	15 5%	30 4%	36 7%	29 4%	18 6%	5 5%
Home theatre	70 4%	10 4%	16 9%	4 3%	23 4%	17 5%	0 0	33 7%	23 3%	14 3%	50 7%	20 2%	0 -	9 3%	25 3%	36 7%	13 2%	39 14%	6 6%
Sound system	49 3%	2 1%	17 10%	3 3%	13 2%	6 2%	7 5%	26 6%	14 2%	8 2%	38 5%	11 1%	0 -	1 0	22 3%	26 5%	7 1%	19 7%	3 3%
Bedroom	21 1%	1 0	2 1%	2 2%	11 2%	5 1%	0 -	9 2%	6 1%	6 1%	4 1%	17 2%	0 5%	4 1%	11 1%	6 1%	1 0	7 3%	0 0
Family Room/Living room	10 1%	2 1%	1 0	1 1%	4 1%	1 0	1 1%	0 -	3 0	7 1%	2 0	8 1%	0 -	1 0	4 0	4 1%	2 0	1 0	1 1%

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

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

	TOTAL	REGION						AGE			GENDER		EDUCATION				HH Income bands		
		BC	ALB	SK/M N	ONT	QUE	ATL	18-34	35-54	55+	Male	Female	<HS	HS	Post sec	Unive rsity	\$55k - < \$100k	\$100k - \$149k	\$150k +
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Planning any renovations or home improvements Weighted	1650	227	177	137	623	323	163	180	685	785	915	735	8	343	786	513	658	266	112
	1662	216	171*	119*	644	369	144	448	728	487	769	894	7**	325	839	491	674	286	98*
TV home improvement show	485 29%	59 27%	57 34%	34 29%	206 32% E	90 24%	39 27%	138 31%	233 32% I	115 24%	184 24%	301 34% J	2	86 27%	248 30%	149 30%	218 32%	107 38%	27 27%
Friends/family/neighbour homes	584 35%	79 37%	55 32%	46 39% E	233 36% E	102 28%	69 48% DE	172 38%	256 35%	157 32%	244 32%	340 38% J	1 13%	104 32%	299 36%	181 37%	246 36%	85 30%	34 35%
Magazines	641 39%	84 39%	71 42%	40 33%	256 40%	143 39%	47 33%	171 38%	293 40%	178 37%	239 31%	402 45% J	2 22%	109 33%	309 37%	222 45% MN	278 41%	117 41%	59 60% PQ
Model homes	202 12%	38 18% EF	35 21% EF	24 20% DEF	77 12% E	18 5%	10 7%	52 12%	80 11%	70 14%	89 12%	113 13%	1 8%	42 13%	82 10%	77 16% N	86 13%	43 15%	26 26% P
Big box store (i.e. Home Depot, Rona, Sears Home, Lansing, Building Box)	739 44%	92 42%	61 36%	60 50%	311 48% F	162 44%	53 37%	179 40%	336 46%	224 46%	280 36%	459 51% J	3 50%	150 46%	382 46%	204 42%	339 50%	132 46%	41 42%
Specialty store (i.e. interior decor, design shops, flooring, tile, cabinet store)	484 29%	77 36% EF	49 29% F	29 24%	216 33% EF	92 25% F	21 14%	128 29%	190 26%	167 34% H	234 30%	250 28%	0 -	73 23%	235 28%	176 36% MN	196 29%	113 40% P	37 38%
Other large retailers (Cdn Tire, The Bay, Sears, Future Shop, IKEA)	317 19%	36 17%	29 17%	18 16%	130 20%	71 19%	33 23%	85 19%	131 18%	101 21%	105 14%	212 24% J	2 33%	62 19%	152 18%	100 20%	148 22%	46 16%	12 12%
Internet	378 23%	43 20%	43 25%	19 16%	149 23%	82 22%	41 28% C	97 22%	183 25% I	97 20%	191 25%	187 21%	2 28%	68 21%	183 22%	125 25%	162 24%	61 21%	32 32%
Contractor	13 1%	0 0	0 -	0 -	9 1%	3 1%	1 1%	7 2%	2 0	4 1%	10 1%	3 0	0 -	1 0	4 1%	8 2%	1 0	6 2% P	1 1%
Interior decorator/ designer	22 1%	4 2%	2 1%	1 1%	7 1%	6 2%	1 1%	0 -	15 2%	8 2%	13 2%	10 1%	0 -	2 1%	8 1%	12 3%	7 1%	5 2%	6 6% P
My own design/ ideas	110 7%	12 6%	16 9%	10 9%	42 7%	17 5%	12 8%	16 4%	60 8%	34 7%	57 7%	53 6%	0 -	23 7%	55 7%	32 6%	36 5%	15 5%	6 6%
Spouse/partner	6 0	1 0	2 1%	1 1%	2 0	0 -	0 0	0 -	4 1%	2 0	5 1%	1 0	0 -	0 0	4 0	2 0	3 0	2 1%	1 1%
Trade Shows	2 0	0 -	0 -	1 1%	0 0	0 -	0 -	0 -	1 0	1 0	1 0	1 0	0 -	0 -	1 0	1 0	1 0	0 -	0 0