

1. If there was one room in your home you could renovate from among the following list, which would it be?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1010	124	97	77	378	239	94	105	296	609	153	857
Weighted	1011	133*	103*	66*	387	246	75*	99*	305	607	191	820
Kitchen	386 38%	53 40%	39 38%	26 39%	150 39%	85 34%	34 45%	47 47%	104 34%	235 39%	86 45%	300 37%
Bathroom	269 27%	47 35%	23 22%	6 10%	99 26%	79 32%	15 20%	22 22%	88 29%	159 26%	41 22%	227 28%
Basement	261 26%	9 7%	36 35%	28 43%	111 29%	57 23%	20 26%	24 24%	80 26%	156 26%	51 27%	209 26%
Bedroom	96 9%	25 18%	5 5%	5 8%	27 7%	26 11%	7 9%	6 6%	32 11%	57 9%	13 7%	82 10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. \* small base

2. Have you ever done a do-it-yourself project?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1010	124	97	77	378	239	94	105	296	609	153	857
Weighted	1011	133*	103*	66*	387	246	75*	99*	305	607	191	820
Yes	741	89	80	56	275	188	52	57	227	457	142	599
	73%	67%	77%	85%	71%	76%	70%	57%	74%	75%	74%	73%
				ADF					G	G		
No	270	44	23	10	112	58	23	42	78	150	49	221
	27%	33%	23%	15%	29%	24%	30%	43%	26%	25%	26%	27%
		C			C		C	HI				

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. \* small base

3. And what did you renovate?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have done a do-it yourself project	747	87	79	66	270	179	65	65	222	460	117	630
Weighted	741	89*	80*	56*	275	188	52*	57*	227	457	142*	599
Bedroom	331 45%	45 51%	31 39%	25 44%	124 45%	83 44%	22 42%	25 44%	96 42%	210 46%	72 50%	259 43%
Bathroom	317 43%	49 55%	32 40%	26 47%	107 39%	78 41%	25 47%	24 42%	86 38%	207 45%	56 39%	261 44%
Basement	272 37%	D 22 25%	38 48%	20 36%	102 37%	71 38%	19 36%	17 30%	66 29%	189 41%	47 33%	225 38%
Kitchen	263 35%	A 33 37%	26 33%	17 30%	88 32%	77 41%	22 41%	22 39%	80 35%	161 35%	37 26%	225 38%
Other	249 34%	36 40%	31 39%	20 35%	81 30%	65 34%	17 33%	23 41%	74 33%	152 33%	49 35%	200 33%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. \* small base

4. Which of the following explains why you haven't you done a do-it-yourself project?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Haven't done a do-it-yourself project	263	37	18	11	108	60	29	40	74	149	36	227
Weighted	270	44*	23**	10**	112*	58*	23**	42*	78*	150	49**	221
I don't have the skills	172 64%	25 56%	10 45%	8 77%	76 68%	35 61%	18 79%	21 51%	50 64%	101 67%	24 50%	147 67%
I'm afraid of making mistakes (or doing more damage than good)	100 37%	19 43%	8 33%	5 54%	48 43%	14 24%	6 28%	20 47%	28 36%	52 35%	20 40%	80 36%
I don't have time	68 25%	10 23%	10 44%	3 35%	26 23%	12 21%	6 25%	12 28%	23 29%	33 22%	12 25%	56 25%
I don't have any interest	51 19%	9 19%	6 26%	1 8%	28 25%	6 11%	2 7%	9 20%	5 6%	38 25%	10 19%	41 19%
Other	27 10%	6 14%	4 19%	1 15%	7 6%	8 13%	0 -	7 16%	5 7%	15 10%	4 8%	23 10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## DIY Banner 2

5. Which of the following would help you get more comfortable with completing a do-it-yourself project?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Haven't done a do-it-yourself project	263	37	18	11	108	60	29	40	74	149	36	227
Weighted	270	44*	23**	10**	112*	58*	23**	42*	78*	150	49**	221
The help of an expert	182 67%	30 68%	13 58%	7 72%	81 73%	34 58%	17 74%	20 48%	50 64%	112 75%	28 57%	154 70%
An easy reference guide for how-to projects	75 28%	15 34%	13 56%	2 24%	26 24%	10 18%	8 35%	12 29%	19 25%	44 29%	24 48%	52 23%
The proper tools	73 27%	14 32%	9 37%	2 24%	30 27%	10 18%	8 33%	9 21%	21 27%	43 29%	19 38%	55 25%
More free time	69 26%	12 28%	12 53%	3 35%	24 21%	10 17%	7 33%	11 25%	25 33%	33 22%	12 25%	57 26%
Other	31 11%	6 13%	0 -	3 28%	13 11%	10 17%	0 -	6 13%	11 14%	14 10%	6 13%	25 11%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing