

Q17cnew. If your current home needed major renovations, and you had a choice, what would you be more likely to do:

		Region						Household Income			Household with Children	
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Children	No Children
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowners	1328	181	134	87	494	319	112	159	370	799	369	959
Weighted	1305	171	141	88*	522	288	94	163	367	776	370	935
Sell your current home and move to another home	188	34	23	10	68	39	15	22	45	121	59	129
	14.4%	19.6%	16.1%	11.1%	13.0%	13.6%	15.9%	13.6%	12.3%	15.6%	15.9%	13.9%
	D											
Renovate your current home	889	99	90	70	364	203	63	101	255	533	252	637
	68.1%	58.1%	63.7%	79.1%	69.8%	70.7%	66.6%	62.0%	69.6%	68.7%	68.0%	68.2%
				AB	A	A						
Don't know	228	38	28	9	90	45	17	40	66	122	60	168
	17.5%	22.3%	20.2%	9.8%	17.2%	15.7%	17.6%	24.4%	18.1%	15.7%	16.1%	18.0%
		C						I				

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

Q17dnew. Are you planning any home improvements or renovations?

		Region						Household Income			Household with Children	
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Children	No Children
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowners	1328	181	134	87	494	319	112	159	370	799	369	959
Weighted	1305	171	141	88*	522	288	94	163	367	776	370	935
Yes - in the next 12 months	510	57	46	41	218	105	42	52	140	319	162	348
	39.1%	33.4%	32.6%	46.7%	41.7%	36.4%	45.0%	31.8%	38.1%	41.1%	43.8%	37.2%
				AB						G	K	
Yes - the next 24 months	290	32	31	19	109	80	18	44	93	153	86	204
	22.2%	18.5%	22.3%	22.0%	21.0%	27.8%	18.7%	27.1%	25.3%	19.7%	23.3%	21.8%
						AD		I	I			
No	505	82	64	28	195	103	34	67	134	304	122	383
	38.7%	48.0%	45.1%	31.3%	37.3%	35.8%	36.3%	41.0%	36.6%	39.2%	32.9%	41.0%
		CDE										J

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

Q17enew. What is/are the primary reason(s) that you are planning these renovations?

		Region						Household Income			Household with Children	
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Children	No Children
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowners planning a home improvement	826	97	76	60	317	202	73	95	238	493	250	576
Weighted	800	89*	77*	60*	327	185	60*	96*	232	471	248	551
To make your home more attractive/upgrade	529	64	58	40	218	113	36	52	146	331	160	369
	66.2%	72.2%	74.3%	66.8%	66.6%	61.1%	60.5%	54.5%	62.9%	70.2%	64.6%	66.9%
										G		
To increase the value of your home	370	43	39	26	160	74	27	39	110	221	118	252
	46.3%	48.9%	50.0%	43.7%	48.8%	40.3%	45.7%	40.4%	47.2%	47.0%	47.7%	45.6%
For safety/maintenance/repair reasons	315	29	30	23	131	76	27	51	97	167	92	223
	39.4%	32.2%	39.2%	37.8%	39.9%	40.8%	45.3%	53.0%	41.6%	35.5%	37.1%	40.4%
								I				
To increase energy efficiency	314	28	31	31	130	63	31	45	94	175	104	210
	39.2%	31.6%	39.5%	50.7%	39.8%	34.1%	52.0%	46.5%	40.4%	37.2%	41.7%	38.1%
				AE			AE					
To make your home easier to sell	182	23	28	15	69	34	12	20	60	103	59	123
	22.8%	25.9%	35.7%	24.5%	21.1%	18.6%	20.3%	20.4%	25.7%	21.8%	23.8%	22.3%
			DE									
To make your home more eco friendly	125	11	11	13	59	14	15	17	40	68	37	88
	15.6%	12.7%	14.2%	22.2%	18.1%	7.7%	25.7%	17.3%	17.1%	14.5%	14.8%	16.0%
				E	E		AE					
Because you need more space	79	6	5	6	36	20	6	8	19	51	49	30
	9.9%	6.3%	6.4%	9.2%	11.1%	10.9%	10.4%	8.5%	8.3%	10.9%	19.6%	5.5%
											K	
To generate rental income	25	3	1	2	9	7	2	5	6	14	5	20
	3.1%	3.6%	1.1%	3.0%	2.9%	3.8%	3.8%	4.8%	2.5%	3.0%	1.9%	3.6%
Other	42	5	3	4	15	15	0	7	9	26	11	31
	5.3%	5.5%	4.1%	6.9%	4.6%	8.2%	-	7.1%	4.0%	5.5%	4.5%	5.6%
				F		F						

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

Q17fnew. What type of home improvements or renovations are you planning?

		Region						Household Income			Household with Children	
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Children	No Children
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowners planning a home improvement	826	97	76	60	317	202	73	95	238	493	250	576
Weighted	800	89*	77*	60*	327	185	60*	96*	232	471	248	551
Bathroom	342	38	39	24	144	72	24	36	97	209	123	219
	42.7%	43.1%	50.9%	39.6%	43.9%	39.2%	39.8%	37.4%	41.7%	44.3%	49.4%	39.7%
											K	
Kitchen	341	48	38	28	140	65	21	39	100	202	115	226
	42.6%	53.4%	49.5%	45.8%	42.7%	35.3%	35.0%	41.0%	42.9%	42.8%	46.2%	41.0%
		EF	E									
Basement	266	18	28	19	106	70	24	32	73	161	100	165
	33.2%	20.3%	36.5%	31.1%	32.3%	37.6%	40.5%	33.3%	31.3%	34.1%	40.4%	30.0%
			A		A	A	A				K	
Other	372	52	31	27	143	90	28	54	113	205	102	270
	46.5%	58.8%	40.5%	44.4%	43.6%	48.8%	47.5%	56.1%	48.8%	43.4%	40.9%	49.0%
		BD						I				J

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

Q17gnew. How much do you expect to spend on home improvements this year?

		Region						Household Income			Household with Children	
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Children	No Children
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowners planning a home improvement	826	97	76	60	317	202	73	95	238	493	250	576
Weighted	800	89*	77*	60*	327	185	60*	96*	232	471	248	551
(500) Less than \$1,000	87	5	7	8	41	22	4	14	34	39	26	61
	10.9%	5.1%	9.2%	12.5%	12.6%	11.9%	7.4%	14.2%	14.7%	8.3%	10.4%	11.1%
(2500) Between \$1,000 and \$4,999									I			
	317	42	23	22	125	77	27	49	105	162	99	217
	39.6%	47.1%	29.7%	36.1%	38.3%	41.6%	45.8%	51.2%	45.2%	34.5%	40.1%	39.4%
(7500) More than \$5,000 but less than \$10,000		B						I	I			
	215	19	21	20	88	50	16	26	51	137	59	156
	26.8%	21.7%	26.6%	33.0%	26.9%	27.2%	27.4%	27.0%	22.0%	29.2%	23.7%	28.2%
(12500) More than \$10,000 but less than \$15,000												
	92	10	12	8	36	19	6	3	29	60	32	61
	11.6%	11.6%	15.4%	13.5%	11.1%	10.3%	9.4%	3.4%	12.7%	12.7%	12.7%	11.0%
(17500) More than \$15,000 but less than \$20,000									G	G		
	44	5	7	1	17	11	4	2	8	34	16	29
	5.5%	5.9%	8.5%	1.2%	5.1%	5.9%	6.9%	1.7%	3.4%	7.3%	6.3%	5.2%
(22500) More than \$20,000												
	45	8	8	2	20	6	2	2	4	38	17	28
	5.7%	8.6%	10.5%	3.7%	6.0%	3.1%	3.2%	2.5%	1.9%	8.1%	6.9%	5.1%
Summary			E							H		
	Mean	6738.9	7239.4	8567.1	6176.2	6665.5	6148	6329.1	4671.4	5476.6	7781.9	7057.3
				CDEF						GH		
Median	4954.1	4810.9	7074.7	5218.5	4900	4660	4724.6	3797.1	4121.5	6244.4	4952.5	4954.9

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

Q17hnew. How do you plan to finance the cost of these renovations?

		Region						Household Income			Household with Children	
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Children	No Children
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowners planning a home improvement	826	97	76	60	317	202	73	95	238	493	250	576
Weighted	800	89*	77*	60*	327	185	60*	96*	232	471	248	551
Credit cards	81	11	6	9	30	19	7	10	23	49	26	55
	10.2%	12.2%	7.2%	14.7%	9.1%	10.2%	11.9%	10.4%	9.8%	10.3%	10.4%	10.0%
Add-on to/re-finance mortgage/home equity line of credit/secured line of credit	106	7	6	10	35	36	11	12	24	70	43	64
	13.3%	8.3%	8.3%	17.0%	10.6%	19.5%	17.9%	12.1%	10.5%	14.9%	17.3%	11.5%
						ABD					K	
Regular line of credit	119	11	16	13	49	24	6	7	38	75	41	78
	14.9%	12.3%	20.3%	21.2%	15.1%	12.9%	10.5%	6.8%	16.3%	15.8%	16.6%	14.1%
									G	G		
Personal loan	28	2	3	3	7	11	2	4	14	11	7	21
	3.6%	2.2%	4.1%	4.8%	2.1%	6.1%	3.8%	4.0%	5.9%	2.3%	2.9%	3.8%
						D			I			
Line of credit secured by other asset than home	35	6	5	1	18	2	2	3	10	22	7	28
	4.3%	6.6%	6.6%	1.2%	5.6%	1.0%	4.1%	3.0%	4.1%	4.7%	2.7%	5.0%
		E	E		E							
Cash or savings	564	67	54	38	251	117	38	69	159	337	170	394
	70.6%	74.8%	69.5%	62.1%	76.7%	63.0%	63.7%	71.5%	68.5%	71.4%	68.5%	71.5%
					CEF							
Other	33	4	4	2	11	6	6	11	5	16	13	20
	4.1%	4.9%	5.6%	3.6%	3.2%	3.1%	9.2%	11.7%	2.2%	3.5%	5.2%	3.6%
							DE	HI				

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

Q17inew. Who do you expect will do the majority of the work on your renovation?

		Region						Household Income			Household with Children	
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Children	No Children
		A	B	C	D	E	F	G	H	I	J	K
Base: Homeowners planning a home improvement	826	97	76	60	317	202	73	95	238	493	250	576
Weighted	800	89*	77*	60*	327	185	60*	96*	232	471	248	551
Yourself	364	47	34	25	146	89	24	47	117	200	125	239
	45.5%	52.7%	43.5%	40.8%	44.6%	48.2%	39.5%	48.9%	50.3%	42.4%	50.3%	43.3%
Your spouse/partner	203	23	17	18	84	45	15	19	64	120	76	127
	25.3%	26.2%	21.8%	29.0%	25.7%	24.2%	25.7%	19.3%	27.4%	25.5%	30.5%	23.0%
Friends	104	8	7	5	48	26	10	20	36	48	38	66
	13.0%	8.9%	9.1%	8.2%	14.7%	14.2%	16.5%	21.3%	15.3%	10.2%	15.4%	12.0%
Family	168	14	13	9	73	44	16	24	59	85	55	113
	21.0%	15.9%	16.2%	14.8%	22.2%	23.9%	25.9%	24.9%	25.4%	18.1%	22.1%	20.5%
Contractor	337	41	37	27	136	72	24	38	76	222	90	247
	42.1%	45.7%	47.2%	44.4%	41.5%	38.8%	40.5%	40.0%	32.7%	47.2%	36.2%	44.8%
Other	12	1	1	1	5	1	3	3	3	6	5	7
	1.5%	0.7%	1.0%	1.2%	1.6%	0.8%	4.8%	2.8%	1.2%	1.3%	2.0%	1.2%
							E					

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