



Consumer intentions To buy Or renovate

A Look at Tomorrow's Customer Today

Toronto

Intentions Data Tables 2004



Canada



CONSUMER INTENTIONS TO BUY

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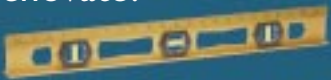
Definitions

How do we define someone who intends to purchase?



Generally, households who are *ready to buy*, that is, those we judge to have strong intentions, state that they have a high chance of buying in the next 12 months. Those having moderate intentions report a 50/50 chance of buying in the next 12 months, while those having low intentions declare that their chances of buying are lower than 50 percent.

How do we define someone who intends to renovate?



Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next 12 months and the total cost will be \$1000 or more. Those *thinking about renovation* stated that they had a 50/50 chance of renovating in the next 12 months and the total cost will be \$1000 or more. A *possible/potential renovator* stated that they had a low chance of renovating in the next 12 months at a total cost of \$1000 or more. A *non-intender* stated they had no intentions to renovate.



Unless you own a crystal ball, how can you anticipate when, how and why consumers are planning to buy or renovate a home? In short, without huge resources, a proven methodology and detailed analysis, you can't. That's where we come in. CMHC is pleased to offer housing research to all those who can use it; lenders, realtors, builders, developers, planners, building suppliers, construction professionals, manufacturers, home buyers and more. It's called *Consumer Intentions to Buy or Renovate a Home*.

The Right Information. Right Now.

Our survey is conducted using a carefully selected sample of approximately 4,000 households per city, and asking them about their plans for purchasing or renovating a home. The information is gathered on the type, size and price range of homes and is then classified by demographics, income, family size, tenure and locations within six cities: Vancouver, Calgary, Toronto, Ottawa, Montreal and Halifax. The survey was completed during the late fall of 2004 and collected intentions to buy or renovate in the following 12 months. See definitions section. We used the latest Census data released in 2001 to weight the results.

By asking about motivations or barriers to buying or renovating, we can provide some useful insight. Our demographic and socio-economic profiles help us, and you, identify trends in various submarkets.

Detailed Data for Your Market

To perform our analysis of the survey, we produce very detailed data tables. The tables provide much more information than what we can put in this report. If you are interested in details such as intenders by house size, price and location, or would like to perform your own analysis, or validate your own data, the tables can be purchased on CMHC's website at www.cmhc.ca

Detailed tables are available for home buying intentions and home renovation intentions for each of the six cities. Data tables are also available for the overall results. Data in the overall tables are weighted to be representative of the total population in the six cities.

The City of Ottawa was a funding partner for the Ottawa portion of the survey.

Statistical Reliability of Data

This survey was conducted by telephone involving 25,483 respondents – between 3,513 to 5,382 randomly selected individuals in each of the six centres: Halifax, Montreal, Ottawa, Toronto, Calgary, and Vancouver. The survey results printed in this report summarize the findings for these six centres only. While the results may be indicative of consumer intentions in all of urban Canada, they cannot be representative of the entire country.

For each centre, the large (between 3,513 to 5,382) sample provides a theoretical error rate of between +/- 1.69% to 1.36%, 19 times out of 20. This is required in order to identify sufficiently large numbers of home buying and renovation “intenders”. Without the large sample, it would not be possible to provide such an extensive a profile by characteristics like income, family, age or preference for new, existing, by price, size, etc.

Despite the large sample, caution should be used in interpreting the results of the extensive subsets and cross-tabulations of the survey results. Cells based on less than 50 respondents should be viewed as indicative rather than conclusive. This is especially true of cells based on a sample of less than 25 respondents.

Some columns and rows will not sum to 100% due to rounding or weighting and in some cases, subsetting.

Tables in this Data Report include missing values (i.e. “don’t know/no response”) in the column percentages when applicable.

Are you thinking about buying a principal place of residence sometimes in the next 12 months ?	
	Total
Population :	1671085
Number of respondents :	3831
YES	224495 13% 501
NO	1421886 85% 3269
Bought a home within past year	20899 1% 50
No answer	3806 0% 11

Chances of buying a home in next 12 months	
	Total
Population :	224495
Number of respondents :	501
HIGH	94933 42% 223
MODERATE	78739 35% 177
LOW	46248 21% 94
No answer	4575 2% 7

Table 1 : Home purchase intenders	
Population :	173673
Number of respondents :	400
Moderate (looking to buy)	78739 45% 177
Strong (ready to buy)	94933 55% 223

Table 2 : Home purchase intender profile - Residence	
	Total
Population :	173672
Number of respondents :	400
Ajax-Pickering	2128 1% 5
Toronto East	25999 15% 46
Toronto Central	69312 40% 122
Toronto West	11521 7% 35
York Region	21472 12% 44
Brampton	16957 10% 60
Mississauga	22308 13% 78
Halton Region	3976 2% 10
Durham Region	0 0% 0

Table 3 : Home purchase intender profile- age	
	Total
Population :	173672
Number of respondents :	400
18 to 24	5441 3% 13
25 to 34	42570 25% 94
35 to 44	54614 31% 128
45 to 54	36772 21% 87
55 to 64	14706 8% 34
65 +	6983 4% 15
No answer	12587 7% 29
Valid number :	161086
Mean:	41.40
Std. Deviation :	11.64

Table 4 : Home purchase intender profile - gender	
	Total
Population :	173404
Number of respondents :	399
Male	77583 45% 187
Female	95821 55% 212

Table 5 : Home purchase intender profile – own or rent current home	
	Total
Population :	173672
Number of respondents :	400
OWN	75276 43% 202
RENT	98397 57% 198

Table 6 : Home purchase intender profile – Household composition	
	Total
Population :	173672
Number of respondents :	400
One	27088 16% 43
Two	50053 29% 108
Three	31781 18% 84
Four	34150 20% 89
Five or more	24549 14% 62
No answer	6051 3% 14
Valid number :	167621
Mean:	2.95
Std. Deviation:	1.48

Table 7 : Home purchase intender profile - Children under 18 years of age in household	
	Total
Population :	167190
Number of respondents :	385
Yes	68606 41% 180
No	98584 59% 205

Table 8 : Home purchase intender profile - Total household income	
	Total
Population :	173672
Number of respondents :	400
Under 20 K	1884 1% 5
20K to less than 40K	10791 6% 25
40K to less than 60K	27902 16% 63
60K to less than 80K	24676 14% 51
80K to less than 100K	36399 21% 83
100K to less than 120K	13209 8% 33
120K to less than 140K	10837 6% 27
140K to less than 160K	2002 1% 6
160K to less than 180K	2342 1% 6
180K to less than 200K	872 1% 2
More than 200K	5539 3% 10
DK	8103 5% 17
No answer	29117 17% 72

Table 9 : Home purchase intenders	
	Total
Population :	173672
Number of respondents :	400
Moderate (looking to buy)	78739 45% 177
Strong (ready to buy)	94933 55% 223

Table 10 : Thought of buying home in last six months	
	Total
Population :	1425692
Number of respondents :	3280
Yes	140878 10% 320
No	1284084 90% 2959
DK	731 0% 1
No answer	0 0% 0

Table 11 : Community in which most likely to buy a home

	Total
Population:	173672
Number of respondents :	400
Ajax-Pickering	4373 3% 8
Rest of Durham Region (Oshawa / Whitby)	5670 3% 11
Toronto East (East York, Scarborough)	14681 8% 26
Toronto Central (Toronto City, York)	29424 17% 54
Toronto West (Etobicoke)	21562 12% 53
York Region	19264 11% 35
Brampton	10787 6% 33
Mississauga	18144 10% 61
Halton Region	8741 5% 24
Outside city limits	14692 8% 32
Outside market area	7809 4% 18
Other (specify)	8893 5% 20
Don't know	9633 6% 25
No response	0 0% 0

Table 12 :Type of home looking for / intending to buy

Table 12 :Type of home looking for / intending to buy	
	Total
Population :	173672
Number of respondents :	400
Brand new/ Build	60781 35% 141
Pre-owned home	95311 55% 218
It depends	274 0% 1
Other	2482 1% 6
DK	14504 8% 33
No answer	321 0% 1

Table 13 : Type of home looking for / intending to buy

Table 13 : Type of home looking for / intending to buy	
	Total
Population :	173672
Number of respondents :	400
Single detached home	103432 60% 250
Semi-detached home / duplex	28635 16% 63
Row / Town house	16349 9% 35
Apartment	19041 11% 36
It depends	415 0% 1
Other	0 0% 0
DK	5800 3% 15
No answer	0 0% 0

Table 14 : Would it be a condominium ?	
	Total
Population :	173672
Number of respondents :	400
YES	29761 17% 59
NO	135530 78% 322
DK	8382 5% 19
No answer	0 0% 0

Table 15 : Type of neighbourhood preferred : home looking for / intending to buy	
	Total
Population :	173672
Number of respondents :	400
New subdivision / development	36276 21% 88
Established neighbourhood	109650 63% 247
Acreage	7554 4% 18
It depends	896 1% 2
Other	1619 1% 3
DK	16771 10% 40
No answer	906 1% 2

Table 16 : Price range of home looking for : Home looking for / intending to buy	
	Total
Population (sum of mentions) :	173672
Number of respondents (sum of mentions) :	400
Under \$150K	8521 5% 18
\$150K to less than \$200K	14490 8% 32
\$200K to less than \$250K	25729 15% 56
\$250K to less than \$300K	38158 22% 92
\$300K to less than \$400K	47791 28% 111
\$400K to less than \$700K	20522 12% 54
\$700K and more	5204 3% 9
DK/Refused	13258 8% 28
Valid number :	141170
Mean (in thousand dollars) :	324.75
Std. Deviation :	262.62

Table 17 : Price range of home looking for compared to current home	
	Total
Owner only	
Population :	75276
Number of respondents :	202
More	37006 49% 106
Same	14803 20% 37
Less	21807 29% 54
DK	1659 2% 5
No answer	0 0% 0

Table 18 : Size of home looking for / intending to purchase (sq ft)

	Total
Population :	173261
Number of respondents :	399
Up to 1200 sq ft	21047 12% 40
1201-2000 sq ft	64389 37% 158
2001-3000 sq ft	30129 17% 77
Over 3000 sq ft	6266 4% 17
DK	48830 28% 101
No answer	2601 2% 6
Valid number :	121830
Mean :	1948.75
Std. Deviation :	737.34

Table 19 : Size of home you are thinking of buying (in square feet) compared to your present residence	
	Total
Population :	173672
Number of respondents :	400
LARGER	116252 67% 262
SAME	38942 22% 97
SMALLER	17077 10% 37
DK	986 1% 3
No answer	415 0% 1

Table 20 : What made you decide not to buy a home now ?	
	Total
Population :	140878
Number of respondents :	320
CHANGE IN FINANCIAL SITUATION	21843 16% 47
CHANGE IN JOB SITUATION	12273 9% 22
COST IS TOO HIGH	73256 52% 157
General worry about the economy / not a good time to buy	3516 2% 9
Decided I like my house and neighbourhood	7319 5% 19
Just bought / built a home	0 0% 0

Table 20 : What made you decide not to buy a home now ?

	Total
Population :	140878
Number of respondents :	320
Just renovated	1606 1% 4
Cannot find the right house (size / design etc.)	6400 5% 14
Cannot find a suitable house in the right location	5852 4% 15
Cannot sell my existing home	1075 1% 2
No longer the right time (Personal reasons: too old, children in school ...)	10724 8% 26
Too busy/ hassle / do not want to disrupt the family	1007 1% 2
Prefer to rent / do not want to own	516 0% 1
Need to deal with debts / existing mortgage	399 0% 2
Renovation is a better option	0 0% 0
Personal reasons (specified or not)	8240 6% 20
Market value has raised too much	0 0% 0
Other	949 1% 4
DK	1396 1% 5
No answer	429 0% 1

Table 21 : Circumstances under which might consider buying a home	
	Total
Population :	173672
Number of respondents :	400
Size of house (bigger, smaller or better home)	53593 31% 127
Area (closer to... / farther than ...)	18599 11% 50
Market conditions	6174 4% 13
Becoming an owner	57437 33% 122
Investment	5630 3% 12
Familial reasons	3539 2% 8
Quality of life	6448 4% 15
Apartment is too expensive (market is good)	2294 1% 3
Other	13986 8% 33
DK	1455 1% 4
No answer	4517 3% 13

Table 22 : Listed your home for sale ?(owners)	
	Total
Owners only	
Population :	75276
Number of respondents :	202
YES	10526 14% 28
NO	64750 86% 174

Table 23 : Talked to a realtor about buying a home ?	
	Total
Population :	173672
Number of respondents :	400
YES	103224 59% 232
NO	69710 40% 166
DK	738 0% 2
No answer	0 0% 0

Table 24 : Read any publications for information on the housing market?	
	Total
Population :	173672
Number of respondents :	400
YES	113150 65% 252
NO	59944 35% 146
DK	578 0% 2
No answer	0 0% 0

Table 25 : Been pre-approved for a mortgage ?	
	Total
Population :	76444
Number of respondents :	176
YES	56125 73% 131
NO	18148 24% 40
DK	1805 2% 4
No answer	366 0% 1

Table 26 : Talked to a financial institution about obtaining a mortgage ?	
	Total
Population :	173672
Number of respondents :	400
YES	76444 44% 176
NO	97027 56% 223
DK	201 0% 1
No answer	0 0% 0

Table 27 : Contacted a builder/ developer for information about a brand new home?	
	Total
Population :	173672
Number of respondents :	400
YES	49216 28% 121
NO	124456 72% 279
DK	0 0% 0
No answer	0 0% 0

Table 28 : In the last month, have you visited homes for sale ?

Table 28 : In the last month, have you visited homes for sale ?	
	Total
Population :	173672
Number of respondents :	400
YES	83740 48% 194
NO	89587 52% 205
DK	346 0% 1
No answer	0 0% 0

Table 29 : Home purchase intentions by current residence of respondent

	Total	Current Residence								
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Halton Region	Durham Region
Population :	173672	2128	25999	69312	11521	21472	16957	22308	3976	0
Number of respondents :	400	5	46	122	35	44	60	78	10	0
Moderate (looking to buy)	78739 45%	425 20%	14269 55%	33305 48%	3927 34%	9809 46%	6168 36%	9639 43%	1197 30%	0 0%
	177	1	27	57	11	20	24	34	3	0
Strong (ready to buy)	94933 55%	1703 80%	11729 45%	36007 52%	7594 66%	11663 54%	10789 64%	12668 57%	2779 70%	0 0%
	223	4	19	65	24	24	36	44	7	0

Table 30 : Home purchase intentions by Total household income

	Total	INCOME										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	136452	1884	10791	27902	24676	36399	13209	10837	2002	2342	872	5539
Number of respondents :	311	5	25	63	51	83	33	27	6	6	2	10
Moderate (looking to buy)	60727 45%	1192 63%	7371 68%	14116 51%	14784 60%	12759 35%	2806 21%	4811 44%	297 15%	274 12%	622 71%	1695 31%
	135	3	16	32	30	29	9	11	1	1	1	2
Strong (ready to buy)	75725 55%	691 37%	3420 32%	13786 49%	9891 40%	23640 65%	10404 79%	6026 56%	1705 85%	2068 88%	250 29%	3844 69%
	176	2	9	31	21	54	24	16	5	5	1	8

Table 31 : Home purchase intentions by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	173672	75276	98397
Number of respondents :	400	202	198
Moderate (looking to buy)	78739 45%	34778 46%	43961 45%
	177	91	86
Strong (ready to buy)	94933 55%	40498 54%	54436 55%
	223	111	112

Table 32 : Home purchase intentions by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	167621	27088	50053	31781	58699	68606	98584
Number of respondents :	386	43	108	84	151	180	205
Moderate (looking to buy)	75662 45%	14355 53%	21471 43%	10515 33%	29321 50%	30526 44%	44703 45%
	170	23	48	-- 28	71	78	91
Strong (ready to buy)	91960 55%	12734 47%	28582 57%	21265 67%	29379 50%	38080 56%	53880 55%
	216	20	60	++ 56	80	102	114

Table 33 : Home purchase intentions by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	161086	5441	42570	54614	36772	14706	6983
Number of respondents :	372	13	94	128	88	34	15
Moderate (looking to buy)	74092 46%	2528 46%	14135 33%	24612 45%	21503 58%	8787 60%	2526 36%
	166	6	31	58	46	20	5
Strong (ready to buy)	86994 54%	2913 54%	28436 67%	30002 55%	15269 42%	5919 40%	4457 64%
	206	7	63	70	42	14	10

Table 34 : Home purchase intentions by Type of house searching for (New/Pre-owned)

	Total	Would most likely purchase new or used home			
		Brand new/Build	Pre-owned home	Depend	Other
Population :	158847	60781	95311	274	2482
Number of respondents :	366	141	218	1	6
Moderate (looking to buy)	71018 45%	27551 45%	42587 45%	274 100%	605 24%
	161	62	96	1	2
Strong (ready to buy)	87830 55%	33230 55%	52724 55%	0 0%	1876 76%
	205	79	122	0	4

Table 35 : Home purchase intentions by Type of house searching for (Structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/duplex	Row/ town house	Apartment	Depend	Other
Population :	167872	103432	28635	16349	19041	415	0
Number of respondents :	385	250	63	35	36	1	0
Moderate (looking to buy)	75140 45%	46469 45%	13820 48%	6985 43%	7866 41%	0 0%	0 0%
Strong(Ready to buy)	168 92732 55%	112 56963 55%	29 14815 52%	15 9364 57%	12 11175 59%	0 415 100%	0 0 0%
	217	138	34	20	24	1	0

Table 36 : Home purchase intentions by Price of house searching for

	Total	Price range of next home ?							
		Under \$150K	\$150K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$700K	Over \$700K	DK/NR
Population :	173672	8521	14490	25729	38158	47791	20522	5204	13258
Number of respondents :	400	18	32	56	92	111	54	9	28
Moderate (looking to buy)	78739 45% 177	4662 55% 10	8463 58% 20	11699 45% 24	18128 48% 42	19594 41% 46	8419 41% 19	2818 54% 5	4956 37% 11
Strong (ready to buy)	94933 55% 223	3858 45% 8	6027 42% 12	14030 55% 32	20030 52% 50	28197 59% 65	12103 59% 35	2387 46% 4	8301 63% 17

Table 37 : Home purchase intentions by Size of house searching for (sq ft)

	Total	Size of home looking for/intending to purchase(sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	121830	21047	64389	30129	6266
Number of respondents :	292	40	158	77	17
Moderate (looking to buy)	51858 43%	11270 54%	24975 39%	13676 45%	1937 31%
	120	19	62	36	3
Strong (ready to buy)	69972 57%	9777 46%	39413 61%	16453 55%	4329 69%
	172	21	96	41	14

Table 38 : Home purchase intentions by Community in which most likely to buy a house

In which community are you most likely to buy a home ?													
	Total	Ajax-Pickering	Rest of Durham Region (Oshawa / Whitby)	Toronto East (East York, Scarborough)	Toronto Central (Toronto City, York)	Toronto West (Etobicoke)	York Region	Brampton	Mississauga	Halton Region	Outside city limits	Outside market area	Other
Population:	164040	4373	5670	14681	29424	21562	19264	10787	18144	8741	14692	7809	8893
Number of respondents:	375	8	11	26	54	53	35	33	61	24	32	18	20
Moderate (looking to buy)	73863 45% 164	2933 67% 5	1855 33% 4	7436 51% 13	13604 46% 22	10026 46% 24	9505 49% 16	4310 40% 13	9086 50% 29	2362 27% 7	4721 32% 12	3484 45% 9	4542 51% 10
Strong (ready to buy)	90177 55% 211	1440 33% 3	3815 67% 7	7245 49% 13	15820 54% 32	11535 54% 29	9759 51% 19	6478 60% 20	9058 50% 32	6379 73% 17	9971 68% 20	4325 55% 9	4351 49% 10

Table 39 : Home purchase intentions by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	155996	36276	109650	7554	896	1619
Number of respondents :	358	88	247	18	2	3
Moderate (looking to buy)	69908 45%	11410 31%	53385 49%	4216 56%	896 100%	0 0%
	156	30	114	10	2	0
Strong (ready to buy)	86088 55%	24867 69%	56265 51%	3338 44%	0 0%	1619 100%
	202	58	133	8	0	3

Table 40 : Type of home searching for by Price of house searching for

	Total	Price range of next home ?							
		Under \$150K	\$150K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$700K	Over \$700K	DK/NR
Population :	173672	8521	14490	25729	38158	47791	20522	5204	13258
Number of respondents :	400	18	32	56	92	111	54	9	28
Single detached home	103432 60% 250	3315 39% 7	6803 47% 17	10159 39% 23	17853 47% 43	35815 75% 87	18336 89% 48	2468 47% 6	8681 65% 19
Semi-detached home/ duplex	28635 16% 63	1280 15% 3	439 3% 2	4254 17% 9	10770 28% 26	6701 14% 14	1586 8% 4	703 14% 1	2903 22% 4
Row/Town house	16349 9% 35	269 3% 1	4719 33% 7	4050 16% 10	5199 14% 13	1279 3% 3	0 0% 0	834 16% 1	0 0% 0
Apartment	19041 11% 36	3657 43% 7	1702 12% 4	6448 25% 12	2685 7% 5	2207 5% 4	314 2% 1	1199 23% 1	830 6% 2
It depends	415 0% 1	0 0% 0	0 0% 0	415 2% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
Other	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
DK	5800 3% 15	0 0% 0	826 6% 2	404 2% 1	1651 4% 5	1790 4% 3	285 1% 1	0 0% 0	844 6% 3

Table 40 : Type of home searching for by Price of house searching for

	Total	Price range of next home ?							
		Under \$150K	\$150K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$700K	Over \$700K	DK/NR
Population :	173672	8521	14490	25729	38158	47791	20522	5204	13258
Number of respondents :	400	18	32	56	92	111	54	9	28
No answer	173672	8521	14490	25729	38158	47791	20522	5204	13258

Table 41 : Type of home searching for by Size of house searching for (sq ft)

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	121830	21047	64389	30129	6266
Number of respondents :	292	40	158	77	17
Single detached home	71948 59%	2648 13%	37308 58%	27663 92%	4329 69%
	186	6	94	72	14
Semi-detached home / duplex	20803 17%	3765 18%	14066 22%	2234 7%	737 12%
	46	7	33	4	2
Row / Town house	12935 11%	3941 19%	8994 14%	0 0%	0 0%
	28	7	21	0	0
Apartment	14374 12%	9923 47%	3252 5%	0 0%	1199 19%
	26	18	7	0	1
It depends	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0

Table 41 : Type of home searching for by Size of house searching for (sq ft)

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	121830	21047	64389	30129	6266
Number of respondents :	292	40	158	77	17
Other	0 0%	0 0%	0 0%	0 0%	0 0%
DK	0 1%	0 4%	0 1%	0 1%	0 0%
No answer	6 0%	2 0%	3 0%	1 0%	0 0%
	0	0	0	0	0

Table 43 : Type of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	155996	36276	109650	7554	896	1619
Number of respondents :	358	88	247	18	2	3
Single detached home	96152 62%	22674 63%	66095 60%	5927 78%	622 69%	834 51%
	232	58	156	16	1	1
Semi-detached home / duplex	23804 15%	4377 12%	18467 17%	686 9%	274 31%	0 0%
	53	11	40	1	1	0
Row / town house	13764 9%	6827 19%	5996 5%	941 12%	0 0%	0 0%
	28	13 ++++	14 ----	1	0	0
Apartment	18830 12%	2167 6%	16349 15%	0 0%	0 0%	314 19%
	35	5 --	29 +++	0	0	1
It depends	415 0%	0 0%	415 0%	0 0%	0 0%	0 0%
	1	0	1	0	0	0

Table 43 : Type of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	155996	36276	109650	7554	896	1619
Number of respondents :	358	88	247	18	2	3
Other	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
DK	0 2%	0 1%	0 2%	0 0%	0 0%	0 29%
No answer	9 0%	1 0%	7 0%	0 0%	0 0%	1 0%
	0	0	0	0	0	0

Table 45 : Type of home searching for by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	173672	75276	98397
Number of respondents :	400	202	198
Single detached home	103432 60%	56144 75% ++++	47288 48% ----
	250	156	94
Semi-detached home / duplex	28635 16%	5713 8% ----	22922 23% ++++
	63	16	47
Row / Town house	16349 9%	2642 4% ----	13707 14% ++++
	35	6	29
Apartment	19041 11%	8219 11%	10823 11%
	36	17	19
It depends	415 0%	0 0%	415 0%
	1	0	1
Other	0 0%	0 0%	0 0%
	0	0	0

Table 45 : Type of home searching for by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	173672	75276	98397
Number of respondents :	400	202	198
DK	5800 3%	2558 3%	3242 3%
	15	7	8
No answer	0 0%	0 0%	0 0%
	0	0	0

Table 46 : Type of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	167621	27088	50053	31781	58699	68606	98584
Number of respondents :	386	43	108	84	151	180	205
Single detached home	101184 60%	9329 34%	28901 58%	23170 73%	39784 68%	48787 71%	51966 53%
	245	16	63	58	108	131	113
Semi-detached home / duplex	26941 16%	5954 22%	8497 17%	2802 9%	9687 17%	11278 16%	15662 16%
	59	8	20	8	23	28	31
Row/ town house	16349 10%	4843 18%	4972 10%	2097 7%	4437 8%	5274 8%	11075 11%
	35	8	10	7	10	12	23
Apartment	17762 11%	5755 21%	5409 11%	2398 8%	4201 7%	2134 3%	15628 16%
	33	9	9	7	8	5	28
It depends	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0
Other	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 46 : Type of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	167621	27088	50053	31781	58699	68606	98584
Number of respondents :	386	43	108	84	151	180	205
DK	5385 3%	1207 4%	2274 5%	1314 4%	590 1%	1133 2%	4253 4%
	14	2	6	4	2	4	10
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	161086	5441	42570	54614	36772	14706	6983
Number of respondents :	371	13	94	128	87	34	15
Single detached home	97592 61%	3199 59%	24959 59%	35205 64%	22781 62%	7835 53%	3613 52%
	237	8	59	85	57	20	8
Semi-detached home / duplex	25865 16%	866 16%	9529 22% ++	7342 13%	6327 17%	1320 9%	481 7%
	56	2	20	17	13	3	1
Row / Town house	15112 9%	1376 25%	3454 8%	5418 10%	3056 8%	543 4%	1265 18%
	33	3	5	14	7	2	2
Apartment	17762 11%	0 0%	3928 9%	4764 9%	4074 11%	3845 26% +++	1151 16%
	33	0	8	8	8	6	3
It depends	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	161086	5441	42570	54614	36772	14706	6983
Number of respondents :	371	13	94	128	87	34	15
Other	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0
DK	4754 3%	0 0%	699 2%	1886 3%	534 1%	1163 8%	471 7%
	12	0	2	4	2	3	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 48 : Size of home searching for by Price of house searching for

	Total	Price range of next home ?							
		Under \$150K	\$150K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$300K	\$300K to less than \$400K	\$400K to less than \$700K	Over \$700K	DK/NR
Population :	173672	8521	14490	25729	38158	47791	20522	5204	13258
Number of respondents :	400	18	32	56	92	111	54	9	28
Valid number	5800	0	826	404	1651	1790	285	0	844
	3%	0%	6%	2%	4%	4%	1%	0%	6%
	15	0	2	1	5	3	1	0	3
Mean :	173672	8521	14490	25729	38158	47791	20522	5204	13258
Std. Deviation :	400	18	32	56	92	111	54	9	28

Table 49 : Size of home searching for by Type of house searching for (New/ Pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	158436	60370	95311	274	2482
Number of respondents :	365	140	218	1	6
Up to 1200 sq ft	19818 13%	6034 10%	13324 14%	0 0%	460 19%
	38	12	25	0	1
1201-2000 sq ft	58591 37%	20739 34%	37271 39%	0 0%	580 23%
	145	51	93	0	1
2001-3000 sq ft	28874 18%	13590 23%	15010 16%	274 100%	0 0%
	72	35	37	1	0
Over 3000 sq ft	6266 4%	4120 7%	2146 2%	0 0%	0 0%
	17	11	6	0	0
DK	42702 27%	14437 24%	26824 28%	0 0%	1442 58%
	88	29	55	0	4

Table 49 : Size of home searching for by Type of house searching for (New/ Pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	158436	60370	95311	274	2482
Number of respondents :	365	140	218	1	6
No answer	2186 1%	1450 2%	736 1%	0 0%	0 0%
	5	3	2	0	0
Valid number :	121830	44483	67751	274	1040
Mean :	1948.75	2095.91	1882.84	2250.00	1323.22
Std. Deviation :	737.34	797.36	706.83	0.51	198.74

Table 50 : Size of home searching for Type of house searching for (structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	167461	103020	28635	16349	19041	415	0
Number of respondents :	384	249	63	35	36	1	0
Up to 1200 sq ft	20276 12%	2648 3% ----	3765 13%	3941 24% ++	9923 52% ++++	0 0%	0 0%
	38	6	7	7	18	0	0
1201-2000 sq ft	63621 38%	37308 36%	14066 49% ++	8994 55% ++	3252 17% ---	0 0%	0 0%
	155	94	33	21	7	0	0
2001-3000 sq ft	29897 18%	27663 27% ++++	2234 8% --	0 0% ---	0 0% ---	0 0%	0 0%
	76	72	4	0	0	0	0
Over 3000 sq ft	6266 4%	4329 4%	737 3%	0 0%	1199 6%	0 0%	0 0%
	17	14	2	0	1	0	0
DK	45214 27%	29232 28%	7832 27%	3414 21%	4322 23%	415 100%	0 0%
	93	59	17	7	9	1	0

Table 50 : Size of home searching for Type of house searching for (structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	167461	103020	28635	16349	19041	415	0
Number of respondents :	384	249	63	35	36	1	0
No answer	2186 1%	1840 2%	0 0%	0 0%	346 2%	0 0%	0 0%
	5	4	0	0	1	0	0
Valid number :	121830	71948	20803	12935	14374	0	0
Mean :	1948.75	2230.11	1712.75	1473.45	1356.28	*	*
Std. Deviation :	737.34	658.93	588.97	410.30	844.65	*	*

Table 51 : Size of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	155584	36276	109239	7554	896	1619
Number of respondents :	357	88	246	18	2	3
Up to 1200 sq ft	20194 13%	3207 9%	16046 15%	941 12%	0 0%	0 0%
	38	7	30	1	0	0
1201-2000 sq ft	57267 37%	15222 42%	39319 36%	2412 32%	0 0%	314 19%
	144	38	99	6	0	1
2001-3000 sq ft	28400 18%	8639 24%	17279 16%	1585 21%	896 100%	0 0%
	71	24	- 41	4	2	0
Over 3000 sq ft	5779 4%	925 3%	3757 3%	1096 15%	0 0%	0 0%
	15	3	9	3	0	0
DK	41759 27%	7468 21%	31467 29%	1519 20%	0 0%	1305 81%
	84	14	64	4	0	2

Table 51 : Size of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	155584	36276	109239	7554	896	1619
Number of respondents :	357	88	246	18	2	3
No answer	2186 1%	815 2%	1371 1%	0 0%	0 0%	0 0%
	5	2	3	0	0	0
Valid number :	121830	27994	76401	6035	896	314
Mean :	1948.75	1979.00	1920.41	2167.09	2770.73	2000.00
Std. Deviation :	737.34	633.60	758.81	984.49	345.72	0.32

Table 52 : Size of home searching for by Community in which most likely to buy a house

	In which community are you most likely to buy a home ?												
	Total	Ajax- Pickering	Rest of Durham Region (Oshawa / Whitby)	Toronto East (East York, Scarborou gh)	Toronto Central (Toronto City, York)	Toronto West (Etobicoke)	York Region	Brampton	Mississauga	Halton Region	Outside city limits	Outside city market	Other
Population:	163628	4373	5670	14681	29424	21150	19264	10787	18144	8741	14692	7809	8893
Number of respondents:	374	8	11	26	54	52	35	33	61	24	32	18	20
Up to 1200 sq ft	20561 13% 39	511 12% 1	0 0% 0	1628 11% 2	8916 30% 16	2392 11% 5	0 0% 0	1233 11% 3	2034 11% 6	1258 14% 2	1304 9% 2	825 11% 1	460 5% 1
1201- 2000 sq ft	61552 38% 151	1459 33% 3	2686 47% 5	4371 30% 9	8384 28% 15	9768 46% 27	6741 35% 12	3676 34% 14	7775 43% 25	2888 33% 8	5460 37% 13	4147 53% 11	4196 47% 9
2001- 3000 sq ft	28593 17% 72	598 14% 1	2182 38% 5	2243 15% 4	4084 14% 8	2506 12% 7	4934 26% 10	1507 14% 5	1585 9% 8	3356 38% 11	2112 14% 5	699 9% 1	2787 31% 7
Over 3000 sq ft	6266 4% 17	0 0% 0	0 0% 0	397 3% 1	1868 6% 3	334 2% 1	199 1% 1	334 3% 1	736 4% 3	728 8% 2	692 5% 2	977 13% 3	0 0% 0
Don't know	44056 27% 89	1415 32% 2	802 14% 1	4992 34% 8	6172 21% 12	6150 29% 12	7034 37% 11	4036 37% 10	5554 31% 18	511 6% 1	5124 35% 10	1161 15% 2	1104 12% 2
No response	2601 2% 6	391 9% 1	0 0% 0	1050 7% 2	0 0% 0	0 0% 0	356 2% 1	0 0% 0	459 3% 1	0 0% 0	0 0% 0	0 0% 0	346 4% 1

Table 52 : Size of home searching for by Community in which most likely to buy a house

In which community are you most likely to buy a home ?													
	Total	Ajax-Pickering	Rest of Durham Region (Oshawa / Whitby)	Toronto East (East York, Scarborough)	Toronto Central (Toronto City, York)	Toronto West (Etobicoke)	York Region	Brampton	Mississauga	Halton Region	Outside city limits	Outside city market	Other
Population:	163628	4373	5670	14681	29424	21150	19264	10787	18144	8741	14692	7809	8893
Number of respondents:	374	8	11	26	54	52	35	33	61	24	32	18	20
Valid number:	121830	2568	4868	8639	23252	15000	11874	6751	12131	8230	9568	6648	7443
Mean:	1948.75	1780.38	2125.46	1882.26	1760.03	1894.26	2199.78	1882.40	1905.10	2177.85	1944.04	2111.38	2045.48
Std. Deviation:	737.34	526.91	625.80	789.91	860.56	707.10	474.29	763.72	660.14	737.49	740.17	866.23	645.77

Table 53 : Size of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	136452	1884	10791	27902	24676	36399	13209	10837	2002	2342	872	5539
Number of respondents :	311	5	25	63	51	83	33	27	6	6	2	10
Up to 1200 sq ft	16988 12%	0 0%	1711 16%	2707 10%	5055 20%	5009 14%	1136 9%	811 7%	0 0%	0 0%	0 0%	559 10%
	33	0	3	7	+ 7	10	2	3	0	0	0	1
1201-2000 sq ft	54286 40%	158 8%	3134 29%	10844 39%	9728 39%	16104 44%	6139 46%	4554 42%	1037 52%	901 38%	0 0%	1686 30%
	130	1	8	26	24	40	12	11	3	2	0	3
2001-3000 sq ft	25470 19%	534 28%	0 0%	2784 10%	3808 15%	8196 23%	3476 26%	3295 30%	681 34%	469 20%	872 100%	1356 24%
	62	1	0	7	--	8	17	11	9	2	2	3
Over 3000 sq ft	4858 4%	0 0%	288 3%	334 1%	277 1%	641 2%	419 3%	216 2%	285 14%	462 20%	0 0%	1937 35%
	13	0	1	1	1	2	2	1	1	1	0	3
DK	33021 24%	1192 63%	5658 52%	10774 39%	5462 22%	5423 15%	2039 15%	1961 18%	0 0%	511 22%	0 0%	0 0%
	69	3	13	+++ 21	10	-- 12	6	3	0	1	0	0

Table 53 : Size of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	136452	1884	10791	27902	24676	36399	13209	10837	2002	2342	872	5539
Number of respondents :	311	5	25	63	51	83	33	27	6	6	2	10
No answer	1830 1%	0 0%	0 0%	459 2%	346 1%	1025 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Valid number	4	0	0	1	1	2	0	0	0	0	0	0
Mean :	121830	691	5133	16669	18868	29950	11170	8875	2002	1832	872	5539
Std. Deviation :	1948.75	2385.99	1604.84	1835.37	1687.69	1888.43	1986.54	2074.66	2568.60	2451.43	2856.84	2833.77
	737.34	209.93	683.30	617.02	583.73	681.90	662.35	562.46	708.71	702.57	226.15	1105.57

Table 54 : Size of home searching for by Own/ Rent

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	173261	75276	97985	0	0
Number of respondents :	399	202	197	0	0
Up to 1200 sq ft	21047 12%	5648 8%	15399 16%	0 0%	0 0%
	40	-- 10	++ 30	0	0
1201-2000 sq ft	64389 37%	28980 38%	35409 36%	0 0%	0 0%
	158	80	78	0	0
2001-3000 sq ft	30129 17%	21368 28%	8760 9%	0 0%	0 0%
	77	++++ 61	---- 16	0	0
Over 3000 sq ft	6266 4%	5239 7%	1026 1%	0 0%	0 0%
	17	+++ 14	--- 3	0	0
DK	48830 28%	12314 16%	36517 37%	0 0%	0 0%
	101	---- 33	++++ 68	0	0
No answer	2601 2%	1727 2%	874 1%	0 0%	0 0%
	6	4	2	0	0

Table 54 : Size of home searching for by Own/ Rent

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	173261	75276	97985	0	0
Number of respondents :	399	202	197	0	0
Valid number :	121830	61235	60595	0	0
Mean :	1948.75	2206.68	1688.10	*	*
Std. Deviation :	737.34	765.89	604.26	*	*

Table 55 : Size of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	167210	27088	49642	31781	58699	68606	98172
Number of respondents :	385	43	107	84	151	180	204
Up to 1200 sq ft	20632 12%	10146 37%	4015 8%	3536 11%	2935 5%	3810 6%	16823 17%
	39	++++ 15	9	10	----- 5	----- 9	++++ 30
1201-2000 sq ft	62210 37%	10100 37%	21453 43%	11891 37%	18766 32%	23166 34%	39044 40%
	153	17	49	33	54	67	86
2001-3000 sq ft	29679 18%	671 2%	6340 13%	7699 24%	14970 26%	17172 25%	12075 12%
	76	--- 1	14	+ 18	+++ 43	+++ 48	---- 27
Over 3000 sq ft	5816 3%	0 0%	1865 4%	2128 7%	1823 3%	2933 4%	2883 3%
	16	0	3	+ 7	6	9	7
DK	46687 28%	6171 23%	15233 31%	5712 18%	19570 33%	20710 30%	25977 26%
	96	10	30	-- 14	+ 42	45	51
No answer	2186 1%	0 0%	736 1%	815 3%	635 1%	815 1%	1371 1%
	5	0	2	2	1	2	3

Table 55 : Size of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	167210	27088	49642	31781	58699	68606	98172
Number of respondents :	385	43	107	84	151	180	204
Valid number :	121830	20917	33672	25254	38494	47081	70825
Mean :	1948.75	1334.44	1937.55	2088.66	2194.04	2209.53	1767.88
Std. Deviation :	737.34	411.96	705.12	729.22	703.67	709.80	693.54

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	160674	5441	42570	54203	36772	14706	6983
Number of respondents :	370	13	94	127	87	34	15
Up to 1200 sq ft	20289 13%	0 0%	4204 10%	5850 11%	7263 20%	1486 10%	1485 21%
	38	0	8	12	++ 13	3	2
1201-2000 sq ft	59559 37%	1266 23%	19136 45%	19914 37%	12492 34%	4209 29%	2543 36%
	146	3	+ 43	52	30	12	6
2001-3000 sq ft	29504 18%	364 7%	5896 14%	13449 25%	6758 18%	2807 19%	229 3%
	75	1	15	++ 32	19	7	1
Over 3000 sq ft	5572 3%	0 0%	1423 3%	0 0%	1973 5%	1798 12%	378 5%
	15	0	4	--- 0	7	+++ 3	1
DK	43565 27%	3812 70%	11911 28%	14175 26%	7652 21%	3669 25%	2347 34%
	91	9	24	29	17	7	5
No answer	2186 1%	0 0%	0 0%	815 2%	635 2%	736 5%	0 0%
	5	0	0	2	1	+ 2	0

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	160674	5441	42570	54203	36772	14706	6983
Number of respondents :	370	13	94	127	87	34	15
Valid number :	121830	1629	30660	39213	28486	10300	4635
Mean :	1948.75	1741.60	1895.68	1968.22	1933.59	2195.47	1709.10
Std. Deviation :	737.34	408.50	755.16	593.95	781.65	952.63	751.11

Table 57 : Price of home searching for by Type of house searching for (new/ pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	158847	60781	95311	274	2482
Number of respondents :	366	141	218	1	6
Under \$150K	8182 5% 17	2031 3% 4	6151 6% 13	0 0% 0	0 0% 0
\$150K less than \$200K	13813 9% 29	4880 8% 9	7868 8% 17	0 0% 0	1065 43% 3
\$200K less than \$250K	22788 14% 50	8547 14% 17	13130 14% 30	274 100% 1	837 34% 2
\$250K less than \$300K	35186 22% 85	14362 24% 34	20824 22% 51	0 0% 0	0 0% 0
\$300K less than \$400K	43038 27% 100	18339 30% 46	24119 25% 53	0 0% 0	579 23% 1
\$400K less than \$700K	19977 13% 52	8124 13% 21	11852 12% 31	0 0% 0	0 0% 0
\$700K and more	5204 3% 9	1507 2% 2	3697 4% 7	0 0% 0	0 0% 0

Table 57 : Price of home searching for by Type of house searching for (new/ pre-owned)

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	158847	60781	95311	274	2482
Number of respondents :	366	141	218	1	6
DK / NR	10658 7% 24	2989 5% 8	7670 8% 16	0 0% 0	0 0% 0

Table 58 : Price of home searching for by Type of house searching for (structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	167872	103432	28635	16349	19041	415	0
Number of respondents :	385	250	63	35	36	1	0
Under \$150K	8521 5% 18	3315 3% 7	1280 4% 3	269 2% 1	3657 19% 7	0 0% 0	0 0% 0
\$150K less than \$200K	13663 8% 30	6803 7% 17	439 2% 2	4719 29% 7	1702 9% 4	0 0% 0	0 0% 0
\$200K less than \$250K	25325 15% 55	10159 10% 23	4254 15% 9	4050 25% 10	6448 34% 12	415 100% 1	0 0% 0
\$250K less than \$300K	36507 22% 87	17853 17% 43	10770 38% 26	5199 32% 13	2685 14% 5	0 0% 0	0 0% 0
\$300K less than \$400K	46002 27% 108	35815 35% 87	6701 23% 14	1279 8% 3	2207 12% 4	0 0% 0	0 0% 0
\$400K less than \$700K	20237 12% 53	18336 18% 48	1586 6% 4	0 0% 0	314 2% 1	0 0% 0	0 0% 0
\$700K and more	5204 3% 9	2468 2% 6	703 2% 1	834 5% 1	1199 6% 1	0 0% 0	0 0% 0

Table 58 : Price of home searching for by Type of house searching for (structure)

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	167872	103432	28635	16349	19041	415	0
Number of respondents :	385	250	63	35	36	1	0
DK/NR	12414	8681	2903	0	830	0	0
	7%	8%	10%	0%	4%	0%	0%
	25	19	4	0	2	0	0

Table 59 : Price of home searching for by Size of house searching for (sq ft)

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	121830	21047	64389	30129	6266
Number of respondents :	292	40	158	77	17
Under \$150K	2963 2% 8	1455 7% 4	1508 2% 4	0 0% 0	0 0% 0
\$150K less than \$200K	8871 7% 19	5530 26% 9	2842 4% 8	165 1% 1	334 5% 1
\$200K less than \$250K	17750 15% 39	5841 28% 11	10278 16% 24	1630 5% 4	0 0% 0
\$250K less than \$300K	28775 24% 70	2853 14% 5	22955 36% 58	2680 9% 6	288 5% 1
\$300K less than \$400K	35477 29% 87	3562 17% 6	19194 30% 48	12258 41% 31	463 7% 2
\$400K less than \$700K	17382 14% 48	1392 7% 4	3620 6% 10	10105 34% 27	2266 36% 7
\$700K and more	5204 4% 9	0 0% 0	2471 4% 3	915 3% 3	1818 29% 3

Table 59 : Price of home searching for by Size of house searching for (sq ft)

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	121830	21047	64389	30129	6266
Number of respondents :	292	40	158	77	17
DK/NR	5408 4% 12	415 2% 1	1521 2% 3	2375 8% 5	1096 17% 3

Table 60 : Price of home searching for by Community in which most likely to buy a house - Toronto

In which community are you most likely to buy a home ?													
	Total	Ajax-Pickering	Rest of Durham Region (Oshawa / Whitby)	Toronto East (East York, Scarborough)	Toronto Central (Toronto City, York)	Toronto West (Etobicoke)	York Region	Brampton	Mississauga	Halton Region	Outside city limits	Outside market area	Other
Population:	164040	4373	5670	14681	29424	21562	19264	10787	18144	8741	14692	7809	8893
Number of respondents:	375	8	11	26	54	53	35	33	61	24	32	18	20
Under \$150K	8521 5% 18	0 0% 0	0 0% 0	2503 17% 3	1007 3% 2	980 5% 2	0 0% 0	338 3% 1	1095 6% 4	0 0% 0	2253 15% 5	0 0% 0	346 4% 1
\$150K- \$200K	13779 8% 30	511 12% 1	0 0% 0	366 2% 1	1835 6% 2	2500 12% 6	893 5% 1	1468 14% 5	1155 6% 3	0 0% 0	1439 10% 4	2121 27% 4	1491 17% 3
\$200K- \$250K	23896 15% 52	391 9% 1	1964 35% 3	1576 11% 3	4962 17% 8	2094 10% 6	1250 6% 2	3193 30% 7	1565 9% 6	1706 20% 4	3949 27% 8	1247 16% 4	0 0% 0
\$250K- \$300K	35100 21% 85	1022 23% 2	2218 39% 4	4554 31% 7	3055 10% 8	5032 23% 12	2662 14% 5	3138 29% 10	5969 33% 19	1680 19% 5	2798 19% 6	1881 24% 4	1089 12% 3
\$300K- \$400K	46089 28% 105	1067 24% 2	1263 22% 3	3476 24% 7	10870 37% 19	5118 24% 12	8161 42% 16	1837 17% 7	5749 32% 19	2465 28% 6	2082 14% 4	1871 24% 4	2130 24% 6
\$400K- \$700K	20070 12% 53	0 0% 0	225 4% 1	1224 8% 3	3486 12% 8	4205 20% 10	4006 21% 8	364 3% 2	1810 10% 7	2624 30% 8	544 4% 2	0 0% 0	1582 18% 4

Table 60 : Price of home searching for by Community in which most likely to buy a house - Toronto

In which community are you most likely to buy a home ?													
	Total	Ajax-Pickering	Rest of Durham Region (Oshawa / Whitby)	Toronto East (East York, Scarborough)	Toronto Central (Toronto City, York)	Toronto West (Etobicoke)	York Region	Brampton	Mississauga	Halton Region	Outside city limits	Outside market area	Other
Population:	164040	4373	5670	14681	29424	21562	19264	10787	18144	8741	14692	7809	8893
Number of respondents:	375	8	11	26	54	53	35	33	61	24	32	18	20
Over \$700K	5204 3% 9	703 16% 1	0 0% 0	0 0% 0	2441 8% 3	675 3% 2	834 4% 1	0 0% 0	0 0% 0	266 3% 1	0 0% 0	285 4% 1	0 0% 0
DK/NR	11381 7% 23	679 16% 1	0 0% 0	982 7% 2	1769 6% 4	958 4% 3	1456 8% 2	450 4% 1	801 4% 3	0 0% 0	1627 11% 3	404 5% 1	2256 25% 3

Table 61 : Price of home searching for by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	155996	36276	109650	7554	896	1619
Number of respondents :	358	88	247	18	2	3
Under \$150K	8521 5% 18	319 1% 1	7613 7% 16	589 8% 1	0 0% 0	0 0% 0
\$150K less than \$200K	13187 8% 28	4196 12% 7	7050 6% 16	1940 26% 5	0 0% 0	0 0% 0
\$200K less than \$250K	22650 15% 49	5602 15% 13	15892 14% 32	883 12% 3	274 31% 1	0 0% 0
\$250K less than \$300K	32393 21% 79	9276 26% 24	21959 20% 53	686 9% 1	0 0% 0	471 29% 1
\$300K less than \$400K	43339 28% 100	10772 30% 30	29636 27% 65	2097 28% 4	0 0% 0	834 51% 1
\$400K less than \$700K	19524 13% 50	3330 9% 9	14994 14% 38	263 3% 1	622 69% 1	314 19% 1
\$700K and more	5204 3% 9	1845 5% 3	3359 3% 6	0 0% 0	0 0% 0	0 0% 0
DK/NR	11178 7% 25	935 3% 1	9146 8% 21	1096 15% 3	0 0% 0	0 0% 0

Table 62 : Price of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	136452	1884	10791	27902	24676	36399	13209	10837	2002	2342	872	5539
Number of respondents :	311	5	25	63	51	83	33	27	6	6	2	10
Under \$150K	6515 5% 13	891 47% 2	851 8% 2	3208 11% 6	997 4% 2	568 2% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$150K less than \$200K	12084 9% 26	301 16% 1	1191 11% 3	2664 10% 5	4079 17% 7	2451 7% 6	990 7% 2	407 4% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$200K less than \$250K	22038 16% 47	0 0% 0	1523 14% 3	3430 12% 9	4755 19% 8	7404 20% 17	693 5% 1	3662 34% 7	297 15% 1	274 12% 1	0 0% 0	0 0% 0
\$250K less than \$300K	29656 22% 73	158 8% 1	2280 21% 7	8766 31% 21	4883 20% 11	8798 24% 21	3482 26% 8	1290 12% 4	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$300K less than \$400K	41275 30% 95	0 0% 0	1708 16% 5	7514 27% 17	9127 37% 20	12299 34% 26	4151 31% 11	4034 37% 10	740 37% 2	705 30% 2	0 0% 0	998 18% 2
\$400K less than \$700K	14678 11% 39	534 28% 1	742 7% 1	1217 4% 3	538 2% 2	4475 12% 11	2510 19% 9	1444 13% 4	681 34% 2	1363 58% 3	622 71% 1	553 10% 2
\$700K and more	4289 3% 6	0 0% 0	703 7% 1	834 3% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	285 14% 1	0 0% 0	0 0% 0	2467 45% 3
DK/NR	5918 4% 12	0 0% 0	1794 17% 3	269 1% 1	297 1% 1	404 1% 1	1383 10% 2	0 0% 0	0 0% 0	0 0% 0	250 29% 1	1522 27% 3

Table 63 : Price of home searching for by Own/ Rent

	Total	Own or rent current home	
		Own	Rent
Population :	173672	75276	98397
Number of respondents :	400	202	198
Under \$150K	8521 5% 18	1602 2% 4	6919 7% 14
\$150K less than \$200K	14490 8% 32	3374 4% 11	11116 11% 21
\$200K less than \$250K	25729 15% 56	10116 13% 27	15613 16% 29
\$250K less than \$300K	38158 22% 92	14545 19% 35	23613 24% 57
\$300K less than \$400K	47791 28% 111	25228 34% 67	22563 23% 44
\$400K less than \$700K	20522 12% 54	13148 17% 40	7374 7% 14
\$700K and more	5204 3% 9	2733 4% 6	2471 3% 3

Table 63 : Price of home searching for by Own/ Rent

	Total	Own or rent current home	
		Own	Rent
Population :	173672	75276	98397
Number of respondents :	400	202	198
DK/NR	13258 8% 28	4529 6% 12	8728 9% 16

Table 64 : Price of home searching for by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	167621	27088	50053	31781	58699	68606	98584
Number of respondents :	386	43	108	84	151	180	205
Under \$150K	8521 5% 18	1566 6% 3	2742 5% 6	1409 4% 3	2804 5% 6	3459 5% 7	5062 5% 11
\$150K less than \$200K	14490 9% 32	3833 14% 6	4533 9% 8	2457 8% 8	3666 6% 10	4124 6% 11	10366 11% 21
\$200K less than \$250K	25315 15% 55	6893 25% 10	6410 13% 14	5074 16% 13	6938 12% 18	7473 11% 22	17842 18% 33
\$250K less than \$300K	35979 21% 87	4686 17% 8	11208 22% 29	7731 24% 20	12355 21% 30	13567 20% 36	22412 23% 51
\$300K less than \$400K	46927 28% 109	6161 23% 11	14151 28% 28	6746 21% 18	19868 34% 52	21804 32% 57	24691 25% 51
\$400K less than \$700K	19623 12% 52	1998 7% 3	4512 9% 11	6432 20% 16	6681 11% 22	9851 14% 29	9772 10% 23
\$700K and more	5204 3% 9	703 3% 1	2441 5% 3	285 1% 1	1775 3% 4	2709 4% 5	2495 3% 4
DK/NR	11563 7% 24	1248 5% 1	4056 8% 9	1646 5% 5	4613 8% 9	5620 8% 13	5943 6% 11

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	161086	5441	42570	54614	36772	14706	6983
Number of respondents :	371	13	94	128	87	34	15
Under \$150K	8521 5% 18	408 7% 1	941 2% 2	4338 8% 9	1137 3% 3	1697 12% 3	0 0% 0
\$150K less than \$200K	14149 9% 31	592 11% 2	5697 13% 11	1439 3% 4	2973 8% 7	1570 11% 4	1877 27% 3
\$200K less than \$250K	24568 15% 54	1580 29% 3	6083 14% 11	10977 20% 26	4087 11% 9	697 5% 2	1144 16% 3
\$250K less than \$300K	34805 22% 84	1333 24% 4	11686 27% 29	8623 16% 22	9482 26% 19	2578 18% 8	1103 16% 2
\$300K less than \$400K	44638 28% 103	0 0% 0	12795 30% 30	17778 33% 39	8227 22% 22	4130 28% 9	1708 24% 3
\$400K less than \$700K	19279 12% 51	0 0% 0	2313 5% 6	6787 12% 19	8108 22% 20	1299 9% 3	772 11% 3
\$700K and more	5204 3% 9	0 0% 0	0 0% 0	2375 4% 4	1345 4% 3	1484 10% 2	0 0% 0

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	161086	5441	42570	54614	36772	14706	6983
Number of respondents :	371	13	94	128	87	34	15
DK/NR	9920 6% 21	1529 28% 3	3055 7% 5	2297 4% 5	1412 4% 4	1251 9% 3	378 5% 1

Table 66 : Which of the following three categories best describes the size of your down payment on the home you are considering purchasing ?	
	Total
Population :	173672
Number of respondents :	400
Les than 5% down payment	14147 8% 33
5% to 24% down payment	67892 39% 151
25% or more down payment	78966 45% 186
DK	11173 6% 26
No answer	1495 1% 4

Table 67 : What is the main source of the down payment ?

Table 67 : What is the main source of the down payment ?	
	Total
Population :	173672
Number of respondents :	400
Savings	92138 53% 206
Inheritance	3899 2% 7
Parents gift	2762 2% 7
Parents loan	1555 1% 3
Equity from present home	49882 29% 132
Investments (stocks, bonds)	8137 5% 17
Bank loan / Credit Union loan /(Caisse Populaire)	11140 6% 25
RRSP's/ home buyers plan	22085 13% 41
Other source(s)	2489 1% 6
DK	8796 5% 19
No answer	5417 3% 13

Table 68 : What is the main source of the down payment ? (Frequencies to the first mention)	
	Total
First mention	
Population :	173672
Number of respondents :	400
Savings	80785 47% 179
Inheritance	2164 1% 4
Parents gift	1064 1% 3
Parents loan	1555 1% 3
Equity from present home	45517 26% 120
Investments (stocks, bonds)	5516 3% 12
Bank loan/ credit union loan	7531 4% 17
RRSP's/ Home buyer's plan	13501 8% 26
Other sources	1825 1% 4
DK	8796 5% 19
No answer	5417 3% 13



CONSUMER INTENTIONS TO Renovate

A Look at Tomorrow's Customer Today

Toronto
Intentions Data Tables 2004



Canada

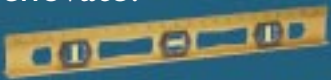
Definitions

How do we define someone who intends to purchase?



Generally, households who are *ready to buy*, that is, those we judge to have strong intentions, state that they have a high chance of buying in the next 12 months. Those having moderate intentions report a 50/50 chance of buying in the next 12 months, while those having low intentions declare that their chances of buying are lower than 50 percent.

How do we define someone who intends to renovate?



Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next 12 months and the total cost will be \$1000 or more. Those *thinking about renovation* stated that they had a 50/50 chance of renovating in the next 12 months and the total cost will be \$1000 or more. A *possible/potential renovator* stated that they had a low chance of renovating in the next 12 months at a total cost of \$1000 or more. A *non-intender* stated they had no intentions to renovate.



Unless you own a crystal ball, how can you anticipate when, how and why consumers are planning to buy or renovate a home? In short, without huge resources, a proven methodology and detailed analysis, you can't. That's where we come in. CMHC is pleased to offer housing research to all those who can use it; lenders, realtors, builders, developers, planners, building suppliers, construction professionals, manufacturers, home buyers and more. It's called *Consumer Intentions to Buy or Renovate a Home*.

The Right Information. Right Now.

Our survey is conducted using a carefully selected sample of approximately 4,000 households per city, and asking them about their plans for purchasing or renovating a home. The information is gathered on the type, size and price range of homes and is then classified by demographics, income, family size, tenure and locations within six cities: Vancouver, Calgary, Toronto, Ottawa, Montreal and Halifax. The survey was completed during the late fall of 2004 and collected intentions to buy or renovate in the following 12 months. See definitions section. We used the latest Census data released in 2001 to weight the results.

By asking about motivations or barriers to buying or renovating, we can provide some useful insight. Our demographic and socio-economic profiles help us, and you, identify trends in various submarkets.

Detailed Data for Your Market

To perform our analysis of the survey, we produce very detailed data tables. The tables provide much more information than what we can put in this report. If you are interested in details such as intenders by house size, price and location, or would like to perform your own analysis, or validate your own data, the tables can be purchased on CMHC's website at www.cmhc.ca

Detailed tables are available for home buying intentions and home renovation intentions for each of the six cities. Data tables are also available for the overall results. Data in the overall tables are weighted to be representative of the total population in the six cities.

The City of Ottawa was a funding partner for the Ottawa portion of the survey.

Statistical Reliability of Data

This survey was conducted by telephone involving 25,483 respondents – between 3,513 to 5,382 randomly selected individuals in each of the six centres: Halifax, Montreal, Ottawa, Toronto, Calgary, and Vancouver. The survey results printed in this report summarize the findings for these six centres only. While the results may be indicative of consumer intentions in all of urban Canada, they cannot be representative of the entire country.

For each centre, the large (between 3,513 to 5,382) sample provides a theoretical error rate of between +/- 1.69% to 1.36%, 19 times out of 20. This is required in order to identify sufficiently large numbers of home buying and renovation “intenders”. Without the large sample, it would not be possible to provide such an extensive a profile by characteristics like income, family, age or preference for new, existing, by price, size, etc.

Despite the large sample, caution should be used in interpreting the results of the extensive subsets and cross-tabulations of the survey results. Cells based on less than 50 respondents should be viewed as indicative rather than conclusive. This is especially true of cells based on a sample of less than 25 respondents.

Some columns and rows will not sum to 100% due to rounding or weighting and in some cases, subsetting.

Tables in this Data Report include missing values (i.e. “don’t know/no response”) in the column percentages when applicable.

Table 1 : Renovation intentions	
	Total
Population :	1040456
Number of respondents :	1250
No intention	647726 62% 762
Potential Renovator	22518 2% 27
Moderate (thinking of renovating)	101332 10% 123
Strong (Ready to renovate)	268879 26% 338

Table 2 : Renovation intender profile - Residence

Table 2 : Renovation intender profile - Residence	
	Total
Population :	392729
Number of respondents :	488
Ajax-Pickering	12778 3% 17
Toronto East	45127 11% 56
Toronto Central	104701 27% 110
Toronto West	27338 7% 28
York Region	82141 21% 103
Brampton	38308 10% 56
Mississauga	56198 14% 76
Halton Region	26137 7% 42
Durham Region	0 0% 0

Table 3 : Renovation intender profile - Age	
	Total
Population :	392729
Number of respondents :	488
18 to 24	5388 1% 7
25 to 34	45709 12% 54
35 to 44	105211 27% 138
45 to 54	116880 30% 151
55 to 64	55671 14% 69
65 +	39650 10% 41
No answer	24219 6% 28
Valid number :	368509
Mean :	47.57
Std. Deviation :	12.31

Table 4 : Renovation intender profile - Gender	
	Total
Population :	392729
Number of respondents :	488
Male	171839 44% 216
Female	220890 56% 272

Table 5 : Renovation intender profile – Household composition	
	Total
Population :	392729
Number of respondents :	488
One	28827 7% 25
Two	112705 29% 130
Three	73806 19% 95
Four	104014 26% 145
Five or more	66479 17% 86
No answer	6898 2% 7
Valid number :	385831
Mean :	3.27
Std. Deviation :	1.43

Table 6 : Renovation intender profile – Children under 18 years of age in household	
	Total
Population :	385831
Number of respondents :	481
Yes	181406 47% 243
No	204425 53% 238

Table 7 : Renovation intender profile – Total household income

	Total
Population :	392729
Number of respondents :	488
Under 20K	4407 1% 5
20K to less than 40K	24290 6% 26
40K to less than 60K	51226 13% 62
60K to less than 80K	29402 7% 38
80K to less than 100K	74938 19% 93
100K to less than 120K	36019 9% 42
120K to less than 140K	20198 5% 25
140K to less than 160K	16561 4% 22
160K to less than 180K	6199 2% 7
180K to less than 200K	7212 2% 10
More than 200K	22046 6% 31
DK	13644 3% 17
No answer	86586 22% 110

Table 8 : Have you made renovations to your home in the past 12 months of \$1000 or more ?	
	Total
Population :	392729
Number of respondents :	488
Yes	227495 58% 281
No	161592 41% 201
Currently renovating	2656 1% 5
DK	0 0% 0
No answer	985 0% 1

Table 9 : Thought about renovating : in the next twelve months, in which the total cost be \$1000 or more ?	
	Total
Population :	392729
Number of respondents :	488
Yes	392729 100% 488
No	0 0% 0
DK	0 0% 0
No answer	0 0% 0

Table 10 : Chances of renovating in next 12 months	
	Total
Population :	392729
Number of respondents :	488
High	268879 68% 338
50/50	101332 26% 123
Low	22518 6% 27
DK	0 0% 0
No answer	0 0% 0

Table 11 : Chances of renovating in next 6 months	
	Total
Population :	392729
Number of respondents :	488
High	169068 43% 212
50/50	79436 20% 100
Low	142731 36% 174
DK	769 0% 1
No answer	724 0% 1

Table 12 : All home renovations planned	
	Total
Population :	370211
Number of respondents :	400
Paint/ wallpaper - one room	7463 2% 7
Paint/ wallpaper - more than one room	32682 9% 32
Paint/ wallpaper - whole house	19203 5% 24
Kitchen - cabinets/ counter top	28050 8% 31
Kitchen - complete renovation	39718 11% 45
Bathroom - fixture/ cabinets/ counter	13437 4% 12
Bathroom - tile	9232 2% 11
Bathroom - complete renovation	65478 18% 70
Bathroom - addition/ basement conversion	10265 3% 11
Carpet/ flooring - one room	7960 2% 9
Carpet/ flooring - more than one room	35416 10% 38
Carpet/ flooring - whole house	17071 5% 17
Rec room - new addition	4756 1% 5
Rec room - basement conversion	36432 10% 45
Rec room - drywall/ plastering	7165 2% 7

Table 12 : All home renovations planned

Table 12 : All home renovations planned	
	Total
Population :	370211
Number of respondents :	400
Doors	14519 4% 17
Windows/ skylights	46649 13% 46
Add a pool/ hot tub/ sauna	3248 1% 3
Build a garage	2020 1% 2
Deck/ patio	29415 8% 31
Exterior painting	4800 1% 5
Eavestrough/ gutters	2112 1% 3
Fence	4175 1% 5
Foundation	1569 0% 2
Landscaping	18449 5% 22
Ornamental lighting	0 0% 0
Roofing	21127 6% 24
Siding/ stucco/ brick or masonry work/ chimney	6068 2% 7
Sidewalk/ driveway	12149 3% 16
Add/ refurbish closets/ cabinets/ drawers	4969 1% 5
Insulation	5615 2% 6

Table 12 : All home renovations planned	
	Total
Population :	370211
Number of respondents :	400
Other room - new addition/ extension	12646 3% 14
Other room - drywall/ plastering/ remodelling	7316 2% 7
Walls - remove/ replace/ remodel	9672 3% 9
Add a fireplace/ repair/ replace	4534 1% 6
Furnace/ heating system	6290 2% 7
Hot-water heater	874 0% 1
Air conditioning - new install or replace	2301 1% 3
Wiring	3722 1% 3
Plumbing	4609 1% 5
Stairs/ railing/ ramp	0 0% 0
Installation of the basement	0 0% 0
Major renovation/ addition extension/ 2 nd floor	0 0% 0
Other	20666 6% 22
DK	2879 1% 3
No answer	5424 1% 6

Table 13 : Who will do the renovations : Repair/ Maintenance

	Total
Population :	89117
Number of respondents :	89
Do it all yourself	32490 36% 30
Contract all the work out – Pay someone to do it	43906 49% 46
Both – do some yourself and contract some out	8980 10% 10
DK	3742 4% 3
No answer	0 0% 0

Table 14 : Who will do the renovations : Replacement/ Installation

	Total
Population :	223589
Number of respondents :	246
Do it all yourself	59790 27% 65
Contract all the work out – Pay someone to do it	137222 61% 151
Both – do some yourself and contract some out	19702 9% 23
DK	6874 3% 7
No answer	0 0% 0

Table 15 : Who will do the renovations : Remodeling

Table 15 : Who will do the renovations : Remodeling	
	Total
Population :	120501
Number of respondents :	127
Do it all yourself	54595 45% 55
Contract all the work out – Pay someone to do it	43960 36% 48
Both- do some yourself and contract some out	15854 13% 18
DK	4373 4% 5
No answer	1720 1% 1

Table 16 : Amount planned to spend on Repair/ Maintenance

	Total
Population :	89117
Number of respondents :	89
Up to \$1000	4799 5% 4
\$1001 to \$2000	1689 2% 2
\$2001 to \$3000	6529 7% 7
\$3001 to \$5000	5099 6% 6
\$5001 to \$10000	3486 4% 4
\$10001 to \$25000	4723 5% 4
Over \$25000	2549 3% 2
DK/NR	60242 68% 60
Valid number :	28875
Mean :	11550.31
Std. Deviation :	21794.78

Table 17 : Amount planned to spend on Replacement/ Installation

	Total
Population :	223589
Number of respondents :	246
Up to \$1000	3460 2% 3
\$1001 to \$2000	12339 6% 14
\$2001 to \$3000	16485 7% 19
\$3001 to \$5000	16647 7% 18
\$5001 to \$10000	22506 10% 24
\$10001 to \$25000	15556 7% 15
Over \$25000	17145 8% 18
DK/NR	119451 53% 135
Valid number :	104138
Mean :	19413.21
Std. Deviation :	46642.41

Table 18 : Amount planned to spend on Remodeling

Table 18 : Amount planned to spend on Remodeling	
	Total
Population :	120501
Number of respondents :	127
Up to \$1000	8940 7% 7
\$1001 to \$2000	3283 3% 4
\$2001 to \$3000	699 1% 1
\$3001 to \$5000	4583 4% 5
\$5001 to \$10000	10887 9% 12
\$10001 to \$25000	4963 4% 6
Over \$25000	7731 6% 9
DK/NR	79416 66% 83
Valid number :	41086
Mean :	21949.08
Std Deviation :	46495.35

Table 19 : Amount planned to spend on all renovations

Table 19 : Amount planned to spend on all renovations	
	Total
Population :	147730
Number of respondents :	160
Up to \$1000	11574 8% 10
\$1001 to \$2000	17717 12% 20
\$2001 to \$3000	17469 12% 21
\$3001 to \$5000	23834 16% 26
\$5000 to \$10000	31194 21% 33
\$10001 to \$25000	24059 16% 25
Over \$25000	21882 15% 25
Valid number :	149432
Mean :	21795.56
Std. Deviation :	50488.50

Table 20 : In the last six months, have you thought about repairing/ replacing something/ remodeling but decided to defer the project ?	
	Total
Population :	477382
Number of respondents :	561
Yes	75972 16% 93
No	399269 84% 466
DK	2140 0% 2
No answer	0 0% 0

Table 21 : Reasons decided not to renovate	
	Total
Population :	75972
Number of respondents :	93
Change in financial situation/ cannot afford it	17060 22% 21
Change in job situation	0 0% 0
Cost too high (loan interest rates, materials, contractors)	39592 52% 46
General worry about the economy/ not a good time to by	1570 2% 2
Decided I like my house	1497 2% 2
Just bought a home	1738 2% 2

Table 21 : Reasons decided not to renovate

Table 21 : Reasons decided not to renovate	
	Total
Population :	75972
Number of respondents :	93
Just renovated	0 0% 0
Sold the home/ selling home	2752 4% 3
No longer the right time (children in school, too old, retiring soon, etc)	4496 6% 6
Too busy/ is a hassle/ do not want to disrupt the family now	4542 6% 7
Need to deal with debts/ existing mortgage	0 0% 0
Condo rules	0 0% 0
Not worth putting money into home/ home too old	0 0% 0
Unspecified personal reasons	721 1% 1
Other	8223 11% 10
DK	0 0% 0
No answer	0 0% 0

Table 22 : Home renovation intentions by Current residence of respondent

	Total	Current residence								
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Halton Region	Durham Region
Population :	392729	12778	45127	104701	27338	82141	38308	56198	26137	0
Number of respondents :	488	17	56	110	28	103	56	76	42	0
Potential Renovator	22518 6%	0 0%	2615 6%	8821 8%	972 4%	4769 6%	0 0%	2878 5%	2463 9%	0 0%
	27	0	3	10	1	6	- 0	3	4	0
Moderate (thinking of renovating)	101332 26%	2102 16%	10226 23%	22978 22%	8481 31%	24119 29%	9072 24%	19740 35%	4613 18%	0 0%
	123	3	14	23	8	29	13	++ 26	7	0
Strong (ready to renovate)	268879 68%	10677 84%	32285 72%	72903 70%	17884 65%	53253 65%	29235 76%	33581 60%	19060 73%	0 0%
	338	14	39	77	19	68	43	- 47	31	0

Table 23 : Home renovation intentions by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	292499	4407	24290	51226	29402	74938	36019	20198	16561	6199	7212	22046
Number of respondents :	361	5	26	62	38	93	42	25	22	7	10	31
Potential Renovator	15924 5%	1599 36%	2657 11%	5704 11% ++	746 3%	1641 2%	2530 7%	0 0%	417 3%	0 0%	0 0%	629 3%
	19	2	3	6	1	2	3	0	1	0	0	1
Moderate (thinking of renovating)	73256 25%	2052 47%	7885 32%	11892 23%	7192 24%	19576 26%	9689 27%	5590 28%	4299 26%	1745 28%	1761 24%	1575 7% --
	89	2	7	14	10	22	13	8	6	2	2	3
Strong (ready to renovate)	203320 70%	755 17%	13748 57%	33630 66%	21464 73%	53720 72%	23800 66%	14609 72%	11844 72%	4454 72%	5451 76%	19843 90% ++
	253	1	16	42	27	69	26	17	15	5	8	27

Table 24 : Home renovation intentions by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	385831	28827	112705	73806	170493	181406	204425
Number of respondents :	481	25	130	95	231	243	238
Potential Renovator	22518 6%	2876 10%	2494 2%	4310 6%	12838 8%	11144 6%	11374 6%
	27	2	-- 3	5	17	15	12
Moderate (thinking of renovating)	98376 25%	5878 20%	34535 31%	24083 33%	33880 20%	32783 18%	65593 32%
	120	5	37	+ 32	-- 46	----	++++ 74
Strong (ready to renovate)	264937 69%	20073 70%	75677 67%	45413 62%	123775 73%	137479 76%	127458 62%
	334	18	90	- 58	+ 168	+++ 182	--- 152

Table 25 : Home renovation intentions by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	368509	5388	45709	105211	116880	55671	39650
Number of respondents :	460	7	54	138	151	69	41
Potential Renovator	22004 6%	0 0%	861 2%	5154 5%	7969 7%	5140 9%	2879 7%
Moderate (thinking of renovating)	26 96818 26%	0 1490 28%	1 10852 24%	6 19845 19%	11 31585 27%	5 18364 33%	3 14683 37%
Strong (ready to renovate)	118 249687 68%	2 3899 72%	12 33996 74%	-- 80212 76%	43 77326 66%	22 32167 58%	14 22088 56%
	316	5	41	++ 107	97	- 42	- 24

Table 26 : Home renovation intentions by All renovations planned

	Total	Renovations planned							
		Paint/ wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ Windows	External construc- tion/ repairs	Other
Population :	361908	59347	64664	89250	59462	46800	57133	84018	69235
Number of respondents :	391	63	72	93	63	55	58	96	74
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0	0	0
Moderate (thinking of renovating)	94949 26%	11015 19%	14469 22%	19785 22%	10892 18%	11174 24%	20165 35%	14349 17%	16846 24%
	99	11	13	22	11	14	+ 20	-- 15	18
Strong (ready to renovate)	266959 74%	48333 81%	50195 78%	69465 78%	48569 82%	35626 76%	36968 65%	69669 83%	52389 76%
	292	52	59	71	52	41	- 38	++ 81	56

Table 27 : Home renovation intentions by Amount planned to spend on all renovations

	Amount planned to spend on all renovations							
	Total	Up to \$1000	\$1001 to \$2000	\$2001 to \$3000	\$3001 to \$5000	\$5001 to \$10000	\$10001 to \$25000	Over \$25000
Population :	147730	11574	17717	17469	23834	31194	24059	21882
Number of respondents :	160	10	20	21	26	33	25	25
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0	0
Moderate (thinking of renovating)	24610 17%	4413 38%	1399 8%	2834 16%	3025 13%	9912 32%	1902 8%	1126 5%
	27	4	2	3	4	+++ 11	2	1
Strong (ready to renovate)	123120 83%	7161 62%	16318 92%	14635 84%	20809 87%	21282 68%	22157 92%	20757 95%
	133	6	18	18	22	--- 22	23	24

Table 30 : Who will do the REMODELING by Current residence of respondent

	Total	Current residence								
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Halton Region	Durham Region
Population :	120501	3864	12236	31480	8513	33542	6541	16386	7940	0
Number of respondents :	127	4	13	29	7	37	8	18	11	0
Do it all yourself	54595 45%	2699 70%	4157 34%	10103 32%	5122 60%	19533 58%	2620 40%	7922 48%	2438 31%	0 0%
	55	3	4	10	4	+ 21	3	7	3	0
Contract all the work out – pay someone to do it	43960 36%	1165 30%	6190 51%	14151 45%	3390 40%	8915 27%	2363 36%	4723 29%	3063 39%	0 0%
	48	1	7	13	3	10	3	7	4	0
Both - do some yourself and contract some out	15854 13%	0 0%	1888 15%	3072 10%	0 0%	5094 15%	693 11%	3741 23%	1365 17%	0 0%
	18	0	2	3	0	6	1	4	2	0
DK	4373 4%	0 0%	0 0%	2434 8%	0 0%	0 0%	865 13%	0 0%	1074 14%	0 0%
	5	0	0	2	0	0	1	0	2	0
No answer	1720 1%	0 0%	0 0%	1720 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	1	0	0	1	0	0	0	0	0	0

Table 34 : Who will do the REPAIRS by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	86866	10018	24626	16889	35333	37118	49748
Number of respondents :	87	8	23	17	39	38	49
Do it all yourself	30238 35%	4082 41%	8912 36%	3279 19%	13965 40%	15552 42%	14687 30%
	28	3	9	3	13	14	14
Contract all the work out - pay someone to do it	43906 51%	4733 47%	11064 45%	11500 68%	16608 47%	15522 42%	28384 57%
	46	4	10	11	21	17	29
Both – do some yourself and contract some out	8980 10%	0 0%	2955 12%	2110 12%	3915 11%	5201 14%	3779 8%
	10	0	3	3	4	6	4
DK	3742 4%	1203 12%	1694 7%	0 0%	844 2%	844 2%	2898 6%
	3	1	1	0	1	1	2
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 35 : Who will do the REPLACEMENTS by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	216836	9380	78662	33827	94967	100700	116135
Number of respondents :	240	7	78	39	116	122	118
Do it all yourself	57539 27%	3842 41%	14873 19%	9304 28%	29520 31%	33367 33%	24171 21%
	63	3	- 17	11	32	++ 36	-- 27
Contract all the work out – pay someone to do it	132720 61%	5538 59%	51693 66%	19109 56%	56381 59%	57265 57%	75455 65%
	147	4	49	22	72	73	74
Both – do some yourself and contract some out	19702 9%	0 0%	6540 8%	4705 14%	8457 9%	7886 8%	11816 10%
	23	0	7	5	11	10	13
DK	6874 3%	0 0%	5556 7%	709 2%	609 1%	2181 2%	4693 4%
	7	0	+++ 5	1	-- 1	3	4
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 36 : Who will do the REMODELING by Household size and Children under 18

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	118250	10783	30722	24459	52286	60246	58004
Number of respondents :	125	9	31	27	58	67	58
Do it all yourself	52344 44%	3653 34%	12323 40%	9787 40%	26582 51%	29130 48%	23214 40%
	53	3	11	11	28	31	22
Contract all the work out – pay someone to do it	43960 37%	7129 66%	11307 37%	11018 45%	14505 28%	19176 32%	24783 43%
	48	6	12	12	18	23	25
Both – do some yourself and contract some out	15854 13%	0 0%	4880 16%	3654 15%	7320 14%	8926 15%	6928 12%
	18	0	6	4	8	10	8
DK	4373 4%	0 0%	2213 7%	0 0%	2160 4%	1294 2%	3079 5%
	5	0	2	0	3	2	3
No answer	1720 1%	0 0%	0 0%	0 0%	1720 3%	1720 3%	0 0%
	1	0	0	0	1	1	0

Table 37 : Who will do the REPAIRS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	79937	716	13795	17763	34640	6888	6136
Number of respondents :	80	1	12	16	37	8	6
Do it all yourself	25858 32%	0 0%	6020 44%	4819 27%	8806 25%	3738 54%	2475 40%
	24	0	5	4	9	4	2
Contract all the work out – pay someone to do it	42182 53%	716 100%	3533 26%	9155 52%	22675 65%	3150 46%	2953 48%
	44	1	3	9	24 ++	4	3
Both – do some yourself and contract some out	8156 10%	0 0%	1705 12%	2586 15%	3158 9%	0 0%	708 12%
	9	0	2	2	4	0	1
DK	3742 5%	0 0%	2538 18%	1203 7%	0 0%	0 0%	0 0%
	3	0	2	1	0 -	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 38 : Who will do the REPLACEMENTS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Population :	208988	2933	21910	57173	63859	36219	26894
Number of respondents :	232	3	21	70	76	39	23
Do it all yourself	55594 27%	0 0%	10259 47%	15046 26%	19281 30%	5959 16%	5050 19%
	61	0	10	18	22	7	4
Contract all the work out – pay someone to do it	127579 61%	2933 100%	6006 27%	35092 61%	37135 58%	25480 70%	20933 78%
	142	3	6	45	43	27	18
Both – do some yourself and contract some out	18941 9%	0 0%	2642 12%	5463 10%	6056 9%	4781 13%	0 0%
	22	0	3	5	9	5	0
DK	6874 3%	0 0%	3004 14%	1572 3%	1388 2%	0 0%	911 3%
	7	0	2	2	2	0	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 39 : Who will do the REMODELING by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	110547	2506	19912	30563	34579	16828	6158
Number of respondents :	118	3	22	32	37	18	6
Do it all yourself	49794 45%	1694 68%	10787 54%	17035 56%	14404 42%	5874 35%	0 0%
	51	2	12	16	15	6	0
Contract all the work out – pay someone to do it	39720 36%	813 32%	4745 24%	8050 26%	12440 36%	10089 60%	3583 58%
	44	1	5	11	13	11	3
Both – do some yourself and contract some out	14940 14%	0 0%	2685 13%	3019 10%	6661 19%	0 0%	2575 42%
	17	0	4	3	7	0	3
DK	4373 4%	0 0%	1694 9%	740 2%	1074 3%	865 5%	0 0%
	5	0	1	1	2	1	0
No answer	1720 2%	0 0%	0 0%	1720 6%	0 0%	0 0%	0 0%
	1	0	0	++ 1	0	0	0

Table 42 : Who will do the REMODELING by All renovations planned

	Total	Renovations planned							
		Paint / wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ windows	External construction / repairs	Other
Population :	119376	18542	22918	33278	16062	26979	13140	24106	30874
Number of respondents :	126	19	23	35	17	32	13	26	32
Do it all yourself	53470 45%	11183 60%	9468 41%	10505 32%	5307 33%	13827 51%	1337 10%	9949 41%	17423 56%
	54	11	9	- 10	5	17	1	11	16
Contract all the work out – pay someone to do it	43960 37%	3336 18%	9712 42%	14321 43%	5689 35%	7396 27%	7787 59%	9986 41%	11389 37%
	48	4	10	16	7	9	7	10	13
Both – do some yourself and contract some out	15854 13%	2329 13%	2017 9%	4918 15%	2631 16%	4890 18%	3498 27%	3305 14%	1322 4%
	18	3	3	5	3	5	4	4	- 2
DK	4373 4%	1694 9%	0 0%	1813 5%	2434 15%	865 3%	519 4%	865 4%	740 2%
	5	1	0	3	2	1	1	1	1
No answer	1720 1%	0 0%	1720 8%	1720 5%	0 0%	0 0%	0 0%	0 0%	0 0%
	1	0	1	++ 1	0	0	0	0	0

Table 43 : In planning your renovation, have you contacted a contractor for information about your renovations ?	
	Total
Population :	370211
Number of respondents :	400
Yes	117570 32% 138
No	250014 68% 259
DK	0 0% 0
No answer	2626 1% 3

Table 44 : Have you priced out the cost of materials and labour for this(these) project(s) ?	
	Total
Population :	370211
Number of respondents :	400
Yes	168248 45% 184
No	195149 53% 209
DK	4187 1% 4
No answer	2626 1% 3

Table 45 : Which of the following categories does the project you are planning fall into ?	
	Total
Population :	370211
Number of respondents :	400
Repairs and maintenance	89117 24% 89
Remodeling and alteration	120501 33% 127
Replacement of existing equipment	223589 60% 246
DK	5815 2% 7
No answer	2626 1% 3

Table 46 : Have you done any of the following ?	
	Total
Population :	369310
Number of respondents :	399
Read any publications for information on home renovation	163808 44% 183
Watched any TV programs or videos on home renovation	238870 65% 256
Searched on the Internet for information on home renovation	121821 33% 140
No/ None of these	71995 19% 76
DK/NR	2626 1% 3

Table 47 : How will you pay for this renovation work ?

	Total
Population :	370211
Number of respondents :	400
Pay for it from savings/ pay as you go/ cash	287046 78% 308
Loan (from financial institution)	15992 4% 17
Credit charge/ credit card/ put it on credit line	33419 9% 37
Finance it at mortgage renewal	18964 5% 20
Borrow from a friend or parents	0 0% 0
Other	0 0% 0
DK/NR	19280 5% 23

Tableau 48 : Renovation interder	
	Total
Population :	1056566
Number of respondents :	1269
Deferred intenders	70032 7% 87
Potential Renovator	22518 2% 27
Moderate (thinking of renovating)	101332 10% 123
Strong (ready to renovate)	268879 25% 338
No intention	593805 56% 694

Table 49 : Do you own or rent your home ?	
	Total
Population :	1671090
Number of respondents :	1743
Owner	1059304 63% 1273
Renter	611786 37% 470
DK	0 0% 0
No answer	0 0% 0