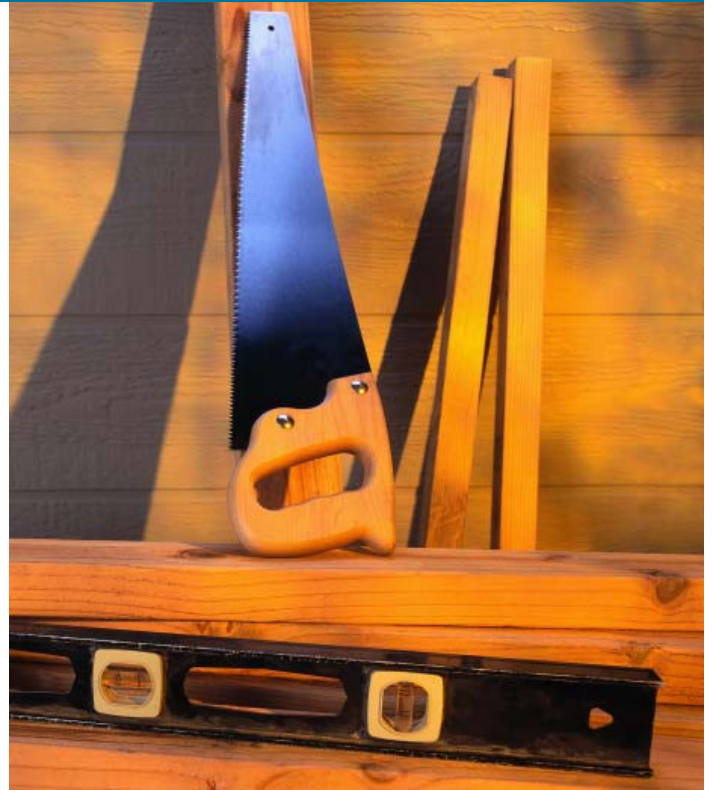


# CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

Toronto - Intentions Data Tables 2006



CANADA MORTGAGE AND HOUSING CORPORATION

Release date:

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## **How do we define households who intend to purchase?**

Respondents who intend to buy a home fall into three groups. Households that have strong intentions (ready to buy) are those that 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 per cent. Serious intenders are households that are either ready to buy or have moderate intentions to buy. Non-intenders are households that state that they have no intentions to buy a home in the next twelve months.

## **How do we define households who intend to renovate?**

Respondents who intend to renovate fall into three groups. Households who are ready to renovate are those that state that they have a high chance of renovating their home in the next 12 months and the total cost will be \$1000 or more. Those thinking about renovating state that they have a 50/50 chance of renovating in the next 12 months and the total cost will be \$1000 or more. Possible/Potential renovators are households that state that they have a low chance of renovating in the next 12 months at a total cost \$1000 or more. Serious intenders are households that are either ready to renovate or thinking about renovating. Non-intenders are households that state that they have no intentions to renovate in the next twelve months.

## **Sample and geographic coverage**

Our survey is conducted using a sample of approximately 4,000 households per centre, and asking them about their plans for purchasing or renovating a home. Information is gathered on the type, size and price range of homes. Intenders were also asked demographic questions related to income, family size, tenure and locations within five centres: Vancouver, Calgary, Toronto, Montreal and Halifax. The survey was completed during the first quarter of 2006 and collected intentions to buy or renovate in the following 12 months. An aggregate 5-centre total was derived by weighting each centre's results by 2006 population projections.

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 sub-markets.

## **Statistical Reliability of Data**

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.

**Canada Mortgage Housing Corporation (CMHC)  
2006 Intention to Buy or Renovate Survey:**

**Consumer Intentions to Buy:  
Toronto Intentions Data Tables 2006**

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## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 1: Home purchase intenders</b>			
Are you thinking of buying a primary residence at some point in the next 12 months?	Count	Percent	Estimated Households
Yes (High / 50/50 chance / Low)	428	15.1%	290,829
Yes (High / 50/50 only)	390	13.7%	265,008
No	2,389	84.1%	1,623,345
<b>Total</b>	<b>2,840</b>	<b>100%</b>	<b>1,929,803</b>

Note: This table was created using data drawn from multiple questions and 'don't know'/'no response' options were not included. Therefore, percentages do not add up to 100%.

<b>Table 2: Home purchase intender profile—Chances of buying a home in the next 12 months</b>			
What are the chances you will buy a home in the next 12 months?	Count	Percent	Estimated Households
Low	38	8.9%	25,821
50/50	154	36.0%	104,644
High	236	55.1%	160,364
<b>Total</b>	<b>428</b>	<b>100%</b>	<b>290,829</b>

<b>Table 3: Own or rent residence (Entire Sample)</b>			
First, do you own or rent your residence?	Count	Percent	Estimated Households
Own	216	50.5%	146,774
Rent	212	49.5%	144,056
<b>Total</b>	<b>428</b>	<b>100%</b>	<b>290,829</b>

<b>Table 4: Purchase residence in past 12 months</b>			
Did you buy this residence within the past 12 months?	Count	Percent	Estimated Households
Yes	22	11.0%	14,949
No	177	88.5%	120,273
Don't Know	1	0.5%	680
<b>Total</b>	<b>200</b>	<b>100%</b>	<b>135,902</b>



## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 5: Home purchase intender profile–age</b>			
In which of the following age groups do you belong?	Count	Percent	Estimated Households
18-24 years	12	3.1%	8,154
25-34 years	112	28.7%	76,105
35-44 years	131	33.6%	89,015
45-54 years	91	23.3%	61,835
55-64 years	31	7.9%	21,065
65+ years	11	2.8%	7,475
Don't know / No response	2	0.5%	1,359
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 6: Home purchase intender profile–own or rent current home</b>			
First, do you own or rent your residence?	Count	Percent	Estimated Households
Own	200	51.3%	135,902
Rent	190	48.7%	129,106
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 7: Home purchase intender profile–Household composition</b>			
In total, how many people including yourself currently live in your household?	Count	Percent	Estimated Households
One	54	13.8%	36,693
Two	100	25.6%	67,951
Three	70	17.9%	47,566
Four	87	22.3%	59,117
Five or more	73	18.7%	49,604
No Response	6	1.5%	4,077
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Mean	3.07		
Standard deviation	1.35		

<b>Table 8: Home purchase intender profile–Households where there are / are not Children under 18 years of age in household</b>			
Are there children under 18 years of age in your household?	Count	Percent	Estimated Households
Yes	172	44.1%	116,875
No	217	55.6%	147,453
No Response	1	0.3%	680
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 9: Home purchase intender profile—Total household income</b>			
What is your total household income?	Count	Percent	Estimated Households
Under \$20k	8	2.1%	5,436
\$20k to less than \$40k	37	9.5%	25,142
\$40k to less than \$60k	55	14.1%	37,373
\$60k to less than \$80k	48	12.3%	32,616
\$80k to less than \$100k	76	19.5%	51,643
\$100k to less than \$120k	32	8.2%	21,744
\$120k to less than \$140k	22	5.6%	14,949
\$140k to less than \$160k	19	4.9%	12,911
\$160k to less than \$180k	7	1.8%	4,757
\$180k to less than \$200k	4	1.0%	2,718
More than 200k	21	5.4%	14,270
Don't Know	17	4.4%	11,552
No Response	44	11.3%	29,898
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 10: Home purchase intender profile—Thought of buying home in last six months</b>			
In the past 6 months, have you seriously thought about buying a residence?	Count	Percent	Estimated Households
Yes	236	9.8%	160,393
No	2,037	84.5%	1,384,232
Don't Know	16	0.7%	10,783
No Response	123	5.1%	83,566
<b>Total</b>	<b>2,412</b>	<b>100%</b>	<b>1,638,974</b>

Note: Only those who were not intending to buy were asked this question.

<b>Table 11: Home purchase intender profile—Community in which most likely to buy a home</b>			
In which community are you most likely to buy a home?	Count	Percent	Estimated Households
Ajax-Pickering	14	3.6%	9,513
Rest of Durham Region (Oshawa / Whitby)	9	2.3%	6,116
Toronto East (East York, Scarborough)	44	11.3%	29,898
Toronto Central (Toronto City, Scarborough)	65	16.7%	44,168
Toronto West (Etobicoke)	38	9.7%	25,821
York Region	32	8.2%	21,744
Brampton	25	6.4%	16,988
Mississauga	46	11.8%	31,257
Halton Region (Oakville, Burlington, Milton)	28	7.2%	19,026
Country Area / Outside city limits	15	3.8%	10,193
Other (Specify)	67	17.2%	45,527
Don't know	7	1.8%	4,757
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 12: Home purchase intender profile—Type of home looking for / intending to buy</b>			
What would be your first choice for purchasing a residence?	Count	Percent	Estimated Households
Brand new	118	30.3%	80,182
Pre-owned home	222	56.9%	150,851
Other	14	3.6%	9,513
Don't Know	36	9.2%	24,462
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 13a: Home purchase intender profile— Dwelling Type of home looking for / intending to buy</b>			
Would you most likely purchase a...	Count	Percent	Estimated Households
Single detached home	234	60.0%	159,005
Semi-detached home or duplex	59	15.1%	40,091
Row or Town house, only share common walls	42	10.8%	28,539
Apartment	34	8.7%	23,103
Other	6	1.5%	4,077
Don't Know	15	3.8%	10,193
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 13b: Home purchase intender profile—Condominium ownership: home looking for / intending to buy</b>			
Would this be a condominium type of ownership?	Count	Percent	Estimated Households
Yes	73	51.8%	49,604
No	59	41.8%	40,091
Don't Know	1	0.7%	680
No Response	8	5.7%	5,436
<b>Total</b>	<b>141</b>	<b>100%</b>	<b>95,811</b>

<b>Table 14: Home purchase intender profile—Type of neighbourhood preferred: home looking for / intending to buy</b>			
Would that be in a...	Count	Percent	Estimated Households
New subdivision / development	82	21.0%	55,720
An established neighbourhood	251	64.4%	170,556
Acreage / farm	24	6.2%	16,308
Other	8	2.1%	5,436
Don't Know	24	6.2%	16,308
No Response	1	0.3%	680
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 15: Home purchase intender profile—Price range of home looking for: home looking for / intending to buy</b>			
How much do you expect to pay for your next residence?	Count	Percent	Estimated Households
Under \$200k	57	14.6%	38,732
\$200k to less than \$250k	69	17.7%	46,886
\$250k to less than \$300k	74	19.0%	50,284
\$300k to less than \$350k	52	13.3%	35,334
\$350k to less than \$400k	32	8.2%	21,744
\$400k to less than \$500k	36	9.2%	24,462
Over \$500k	41	10.5%	27,860
Don't Know / No Response	29	7.4%	19,706
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 16: Home purchase intender profile (Homeowners)—Price range of home looking for compared to current home</b>			
Would this be more, less or about the same as the value of your current residence?	Count	Percent	Estimated Households
More	91	45.5%	61,835
Same	28	14.0%	19,026
Less	62	31.0%	42,129
No Response	19	9.5%	12,911
<b>Total</b>	<b>200</b>	<b>100%</b>	<b>135,902</b>

Note: Only those who owned their current residence were asked this question.

<b>Table 17: Home purchase intender profile—Size of home looking for / intending to purchase (sq ft)</b>			
How many square feet are you looking for?	Count	Percent	Estimated Households
Up to 1200 sq ft	53	13.6%	36,014
1201 - 2000 sq ft	139	35.6%	94,452
2001 - 3000 sq ft	88	22.6%	59,797
Over 3000 sq ft	27	6.9%	18,347
Don't Know	81	20.8%	55,040
No Response	2	0.5%	1,359
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

**Table 18: Home purchase intender profile—Size of home you are thinking of buying (in sq ft) compared to your present residence**

Is the residence you are thinking of buying larger, smaller, or about the same size (in square feet) as your present residence?	Count	Percent	Estimated Households
Larger	238	61.0%	161,723
Same	76	19.5%	51,643
Smaller	67	17.2%	45,527
Don't Know	9	2.3%	6,116
Total	390	100%	265,008

**Table 19: What made you decide not to buy a home now? [Multiple Response]**

What is the main reason why you decided not to buy a residence now?	Count	Percent	Estimated Households
Change or worry about financial or employment situation	24	10.2%	16,415
Costs too high	106	44.9%	71,974
Decided to renovate / just renovated	9	3.9%	6,314
Cannot find a suitable house / location	17	7.1%	11,364
Personal reasons (Specified or Unspecified)	19	7.9%	12,627
Other	56	23.6%	37,881
Don't Know	4	1.6%	2,525
No Response	2	0.8%	1,263
Total	236	100%	160,393

Note: Only those who said "yes" in Table 10 were asked this question.

**Table 20: Home purchase intender profile (Homeowners) Listed your home for sale?**

Have you listed your residence for sale?	Count	Percent	Estimated Households
Yes	38	19.0%	25,821
No	159	79.5%	108,042
Don't Know	2	1.0%	1,359
No Response	1	0.5%	680
Total	200	100%	135,902

**Table 21: Home purchase intender profile—Talked to a realtor about buying a home?**

Have you talked to a realtor about buying a residence?	Count	Percent	Estimated Households
Yes	226	57.9%	153,569
No	164	42.1%	111,439
Total	390	100%	265,008

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 22: Home purchase intender profile—Read any publications for information on the housing market?</b>			
Have you read any publications for information on the housing market?	Count	Percent	Estimated Households
Yes	271	69.5%	184,147
No	118	30.3%	80,182
Don't Know	1	0.3%	680
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 23: Home purchase intender profile—Talked to a financial institution about obtaining a mortgage?</b>			
Have you talked to a financial institution about obtaining a mortgage?	Count	Percent	Estimated Households
Yes	211	54.1%	143,376
No	179	45.9%	121,632
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 24: Home purchase intender profile—Been pre-approved for a mortgage?</b>			
Have you been pre-approved for a mortgage?	Count	Percent	Estimated Households
Yes	144	68.2%	97,849
No	59	28.0%	40,091
Don't Know	8	3.8%	5,436
<b>Total</b>	<b>211</b>	<b>100%</b>	<b>143,376</b>

Note: Only those who answered 'yes' in Table 23 were asked this question.

<b>Table 25: Home purchase intender profile—Have you contacted a builder / developer for information about a brand new home?</b>			
Have you contacted a builder or developer for information about a brand new residence?	Count	Percent	Estimated Households
Yes	123	31.5%	83,579
No	265	67.9%	180,070
Don't Know	2	0.5%	1,359
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 26: Home purchase intender profile—In the last month, have you visited homes for sale?</b>			
In the last month, have you visited residences for sale?	Count	Percent	Estimated Households
Yes	183	46.9%	124,350
No	206	52.8%	139,979
Don't Know	1	0.3%	680
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 27: Home purchase intender profile—Home purchase intentions by Total household income</b>							
What is your total household income?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20 k	3	1.9%	5	2.1%	8	2.1%	5,436
\$20k to less than \$40k	18	11.7%	19	8.1%	37	9.5%	25,142
\$40k to less than \$60k	21	13.6%	34	14.4%	55	14.1%	37,373
\$60k to less than \$80k	19	12.3%	29	12.3%	48	12.3%	32,616
\$80k to less than \$100k	32	20.8%	44	18.6%	76	19.5%	51,643
\$100k to less than \$120k	12	7.8%	20	8.5%	32	8.2%	21,744
\$120k to less than \$140k	8	5.2%	14	5.9%	22	5.6%	14,949
\$140k to less than \$160k	5	3.2%	14	5.9%	19	4.9%	12,911
\$160k to less than \$180k	3	1.9%	4	1.7%	7	1.8%	4,757
\$180k to less than \$200k	1	0.6%	3	1.3%	4	1.0%	2,718
More than \$200k	4	2.6%	17	7.2%	21	5.4%	14,270
Don't Know	7	4.5%	10	4.2%	17	4.4%	11,552
No Response	21	13.6%	23	9.7%	44	11.3%	29,898
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

<b>Table 28: Home purchase intender profile—Home purchase intentions by Own / Rent</b>							
Do you own or rent your residence?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Own	76	49.4%	124	52.5%	200	51.3%	135,902
Rent	78	50.6%	112	47.5%	190	48.7%	129,106
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 29a: Home purchase intender profile—Home purchase intentions by Household size</b>							
In total, how many people including yourself currently live in your household?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	22	14.3%	32	13.6%	54	13.8%	36,693
Two	37	24.0%	63	26.7%	100	25.6%	67,951
Three	31	20.1%	39	16.5%	70	17.9%	47,566
Four	33	21.4%	54	22.9%	87	22.3%	59,117
Five or more	26	16.9%	47	19.9%	73	18.7%	49,604
No Response	5	3.2%	1	0.4%	6	1.5%	4,077
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

<b>Table 29b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household</b>							
Are there children under 18 years of age in your household?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	66	42.9%	106	44.9%	172	44.1%	116,875
No	87	56.5%	130	55.1%	217	55.6%	147,453
No Response	1	0.6%	0	0.0%	1	0.3%	680
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

<b>Table 30: Home purchase intender profile—Home purchase intentions by Respondent age</b>							
In which of the following age groups do you belong?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	1	0.6%	11	4.7%	12	3.1%	8,154
25-34 years	45	29.2%	67	28.4%	112	28.7%	76,105
35-44 years	51	33.1%	80	33.9%	131	33.6%	89,015
45-54 years	39	25.3%	52	22.0%	91	23.3%	61,835
55-64 years	11	7.1%	20	8.5%	31	7.9%	21,065
65+ years	6	3.9%	5	2.1%	11	2.8%	7,475
Don't Know / No Response	1	0.6%	1	0.4%	2	0.5%	1,359
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		



## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

What would be your first choice for purchasing a residence?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Brand new	43	27.9%	75	31.8%	118	30.3%	80,182
Pre-owned home	84	54.5%	138	58.5%	222	56.9%	150,851
Other	4	2.6%	10	4.2%	14	3.6%	9,513
Don't Know	23	14.9%	13	5.5%	36	9.2%	24,462
No Response	0	0.0%	0	0.0%	0	0.0%	0
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

Would you most likely purchase a...	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Single detached home	79	51.3%	155	65.7%	234	60.0%	159,005
Semi-detached home or duplex	27	17.5%	32	13.6%	59	15.1%	40,091
Row or Town house, only share common walls	22	14.3%	20	8.5%	42	10.8%	28,539
Apartment	13	8.4%	21	8.9%	34	8.7%	23,103
Other	3	1.9%	3	1.3%	6	1.5%	4,077
Don't Know	10	6.5%	5	2.1%	15	3.8%	10,193
No Response	0	0.0%	0	0.0%	0	0.0%	0
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

**Table 33: Home purchase intender profile—Home purchase intentions by Price of house searching for**

How much do you expect to pay for your next residence?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$200k	24	15.6%	33	14.0%	57	14.6%	38,732
\$200k to less than \$250k	34	22.1%	35	14.8%	69	17.7%	46,886
\$250k to less than \$300k	33	21.4%	41	17.4%	74	19.0%	50,284
\$300k to less than \$350k	17	11.0%	35	14.8%	52	13.3%	35,334
\$350k to less than \$400k	14	9.1%	18	7.6%	32	8.2%	21,744
\$400k to less than \$500k	7	4.5%	29	12.3%	36	9.2%	24,462
Over \$500k	11	7.1%	30	12.7%	41	10.5%	27,860
Don't Know / No Response	14	9.1%	15	6.4%	29	7.4%	19,706
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

**Table 34: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)**

How many square feet are you looking for?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Up to 1200 sq ft	20	13.0%	33	14.0%	53	13.6%	36,014
1201 - 2000 sq ft	52	33.8%	87	36.9%	139	35.6%	94,452
2001 - 3000 sq ft	32	20.8%	56	23.7%	88	22.6%	59,797
Over 3000 sq ft	6	3.9%	21	8.9%	27	6.9%	18,347
Don't Know	43	27.9%	38	16.1%	81	20.8%	55,040
No Response	1	0.6%	1	0.4%	2	0.5%	1,359
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 35: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house</b>							
In which community are you most likely to buy a home?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Ajax-Pickering	8	5.2%	6	2.5%	14	3.6%	9,513
Rest of Durham Region (Oshawa / Whitby)	2	1.3%	7	3.0%	9	2.3%	6,116
Toronto East (East York, Scarborough)	19	12.3%	25	10.6%	44	11.3%	29,898
Toronto Central (Toronto City, Scarborough)	26	16.9%	39	16.5%	65	16.7%	44,168
Toronto West (Etobicoke)	19	12.3%	19	8.1%	38	9.7%	25,821
York Region	9	5.8%	23	9.7%	32	8.2%	21,744
Brampton	10	6.5%	15	6.4%	25	6.4%	16,988
Mississauga	20	13.0%	26	11.0%	46	11.8%	31,257
Halton Region (Oakville, Burlington, Milton)	13	8.4%	15	6.4%	28	7.2%	19,026
Country Area / Outside city limits	9	5.8%	6	2.5%	15	3.8%	10,193
Other	17	11.0%	50	21.2%	67	17.2%	45,527
Don't Know	2	1.3%	5	2.1%	7	1.8%	4,757
No Response	0	0.0%	0	0.0%	0	0.0%	0
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

<b>Table 36: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred</b>							
Would that be in a...	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
New subdivision / development	27	17.5%	55	23.3%	82	21.0%	55,720
An established neighbourhood	97	63.0%	154	65.3%	251	64.4%	170,556
Acreage / farm	10	6.5%	14	5.9%	24	6.2%	16,308
Other	5	3.2%	3	1.3%	8	2.1%	5,436
Don't Know	15	9.7%	9	3.8%	24	6.2%	16,308
No Response	0	0.0%	1	0.4%	1	0.3%	680
<b>Total</b>	<b>154</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	104,644		160,364		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 37: Home purchase intender profile—Home purchase intentions by Price of home searching for</b>															
How much do you expect to pay for your next residence?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$200k	13	5.6%	9	15.3%	14	33.3%	16	47.1%	3	50.0%	2	13.3%	57	14.6%	38,732
\$200k to less than \$250k	37	15.8%	12	20.3%	8	19.0%	11	32.4%	0	0.0%	1	6.7%	69	17.7%	46,886
\$250k to less than \$300k	42	17.9%	14	23.7%	8	19.0%	2	5.9%	2	33.3%	6	40.0%	74	19.0%	50,284
\$300k to less than \$350k	37	15.8%	5	8.5%	3	7.1%	3	8.8%	1	16.7%	3	20.0%	52	13.3%	35,334
\$350k to less than \$400k	22	9.4%	7	11.9%	2	4.8%	0	0.0%	0	0.0%	1	6.7%	32	8.2%	21,744
\$400k to less than \$500k	31	13.2%	4	6.8%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	36	9.2%	24,462
Over \$500k	35	15.0%	4	6.8%	1	2.4%	0	0.0%	0	0.0%	1	6.7%	41	10.5%	27,860
Don't Know / No Response	17	7.3%	4	6.8%	5	11.9%	2	5.9%	0	0.0%	1	6.7%	29	7.4%	19,706
<b>Total</b>	<b>234</b>	<b>100%</b>	<b>59</b>	<b>100%</b>	<b>42</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>6</b>	<b>100%</b>	<b>15</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 38: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)</b>															
How many square feet are you looking for?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Up to 1200 sq ft	12	5.1%	4	6.8%	10	23.8%	24	70.6%	3	50.0%	0	0.0%	53	13.6%	36,014
1201 - 2000 sq ft	77	32.9%	27	45.8%	18	42.9%	4	11.8%	2	33.3%	11	73.3%	139	35.6%	94,452
2001 - 3000 sq ft	78	33.3%	5	8.5%	1	2.4%	2	5.9%	1	16.7%	1	6.7%	88	22.6%	59,797
Over 3000 sq ft	24	10.3%	2	3.4%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	27	6.9%	18,347
Don't Know	43	18.4%	21	35.6%	10	23.8%	4	11.8%	0	0.0%	3	20.0%	81	20.8%	55,040
No Response	0	0.0%	0	0.0%	2	4.8%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	1,359
<b>Total</b>	234	100%	59	100%	42	100%	34	100%	6	100%	15	100%	390	100%	265,008
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 39: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house</b>															
In which community are you most likely to buy a home?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Ajax-Pickering	9	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	2.3%	9,513
Rest of Durham Region (Oshawa / Whitby)	21	9.0%	11	18.6%	5	11.9%	6	17.6%	0	0.0%	1	6.7%	44	11.3%	6,116
Toronto East (East York, Scarborough)	26	11.1%	10	16.9%	10	23.8%	15	44.1%	1	16.7%	3	20.0%	65	16.7%	29,898
Toronto Central (Toronto City, Scarborough)	20	8.5%	6	10.2%	6	14.3%	4	11.8%	1	16.7%	1	6.7%	38	9.7%	44,168
Toronto West (Etobicoke)	18	7.7%	6	10.2%	1	2.4%	5	14.7%	1	16.7%	1	6.7%	32	8.2%	25,821
York Region	17	7.3%	4	6.8%	2	4.8%	0	0.0%	1	16.7%	1	6.7%	25	6.4%	21,744
Brampton	22	9.4%	9	15.3%	8	19.0%	2	5.9%	1	16.7%	4	26.7%	46	11.8%	16,988
Mississauga	21	9.0%	5	8.5%	2	4.8%	0	0.0%	0	0.0%	0	0.0%	28	7.2%	31,257
Halton Region (Oakville, Burlington, Milton)	10	4.3%	1	1.7%	1	2.4%	2	5.9%	1	16.7%	0	0.0%	15	3.8%	19,026
Country Area / Outside city limits	51	21.8%	7	11.9%	6	14.3%	0	0.0%	0	0.0%	3	20.0%	67	17.2%	10,193
Other	5	2.1%	0	0.0%	1	2.4%	0	0.0%	0	0.0%	1	6.7%	7	1.8%	45,527
Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4,757
<b>Total</b>	<b>234</b>	<b>100%</b>	<b>59</b>	<b>100%</b>	<b>42</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>6</b>	<b>100%</b>	<b>15</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 40: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred</b>															
Would that be in a...	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
New subdivision / development	50	21.4%	13	22.0%	11	26.2%	5	14.7%	1	16.7%	2	13.3%	82	21.0%	55,720
An established neighbourhood	144	61.5%	39	66.1%	26	61.9%	28	82.4%	5	83.3%	9	60.0%	251	64.4%	170,556
Acreage / farm	22	9.4%	1	1.7%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	24	6.2%	16,308
Other	5	2.1%	2	3.4%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	8	2.1%	5,436
Don't Know	13	5.6%	4	6.8%	2	4.8%	1	2.9%	0	0.0%	4	26.7%	24	6.2%	16,308
No Response	0	0.0%	0	0.0%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	680
<b>Total</b>	<b>234</b>	<b>100%</b>	<b>59</b>	<b>100%</b>	<b>42</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>6</b>	<b>100%</b>	<b>15</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

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<b>Table 41: Home purchase intender profile—Home purchase intentions by Total household income</b>															
What is your total household income?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20 k	4	1.7%	0	0.0%	3	7.1%	0	0.0%	0	0.0%	1	6.7%	8	2.1%	5,436
\$20k to less than \$40k	13	5.6%	9	15.3%	6	14.3%	5	14.7%	1	16.7%	3	20.0%	37	9.5%	25,142
\$40k to less than \$60k	26	11.1%	12	20.3%	6	14.3%	7	20.6%	3	50.0%	1	6.7%	55	14.1%	37,373
\$60k to less than \$80k	22	9.4%	12	20.3%	6	14.3%	4	11.8%	1	16.7%	3	20.0%	48	12.3%	32,616
\$80k to less than \$100k	49	20.9%	9	15.3%	8	19.0%	8	23.5%	1	16.7%	1	6.7%	76	19.5%	51,643
\$100k to less than \$120k	23	9.8%	3	5.1%	1	2.4%	4	11.8%	0	0.0%	1	6.7%	32	8.2%	21,744
\$120k to less than \$140k	18	7.7%	2	3.4%	0	0.0%	1	2.9%	0	0.0%	1	6.7%	22	5.6%	14,949
\$140k to less than \$160k	13	5.6%	2	3.4%	3	7.1%	1	2.9%	0	0.0%	0	0.0%	19	4.9%	12,911
\$160k to less than \$180k	4	1.7%	1	1.7%	2	4.8%	0	0.0%	0	0.0%	0	0.0%	7	1.8%	4,757
\$180k to less than \$200k	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	1.0%	2,718
More than \$200k	17	7.3%	2	3.4%	1	2.4%	1	2.9%	0	0.0%	0	0.0%	21	5.4%	14,270
Don't Know	11	4.7%	1	1.7%	3	7.1%	0	0.0%	0	0.0%	2	13.3%	17	4.4%	11,552
No Response	30	12.8%	6	10.2%	3	7.1%	3	8.8%	0	0.0%	2	13.3%	44	11.3%	29,898
Total	234	100%	59	100%	42	100%	34	100%	6	100%	15	100%	390	100%	265,008
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		



## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 42: Home purchase intender profile—Home purchase intentions by Own / Rent</b>															
Do you own or rent your residence?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Own	153	65.4%	21	35.6%	12	28.6%	9	26.5%	1	16.7%	4	26.7%	200	51.3%	135,902
Rent	81	34.6%	38	64.4%	30	71.4%	25	73.5%	5	83.3%	11	73.3%	190	48.7%	129,106
Total	234	100%	59	100%	42	100%	34	100%	6	100%	15	100%	390	100%	265,008
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

<b>Table 43a: Home purchase intender profile—Home purchase intentions by Household size</b>															
In total, how many people including yourself currently live in your household?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	26	11.1%	6	10.2%	4	9.5%	16	47.1%	0	0.0%	2	13.3%	54	13.8%	36,693
Two	59	25.2%	17	28.8%	11	26.2%	10	29.4%	2	33.3%	1	6.7%	100	25.6%	67,951
Three	35	15.0%	15	25.4%	11	26.2%	4	11.8%	1	16.7%	4	26.7%	70	17.9%	47,566
Four	57	24.4%	13	22.0%	6	14.3%	4	11.8%	2	33.3%	5	33.3%	87	22.3%	59,117
Five or more	54	23.1%	8	13.6%	7	16.7%	0	0.0%	1	16.7%	3	20.0%	73	18.7%	49,604
No Response	3	1.3%	0	0.0%	3	7.1%	0	0.0%	0	0.0%	0	0.0%	6	1.5%	4,077
Total	234	100%	59	100%	42	100%	34	100%	6	100%	15	100%	390	100%	265,008
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 43b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household</b>															
Are there children under 18 years of age in your household?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	113	48.3%	26	44.1%	17	40.5%	3	8.8%	4	66.7%	9	60.0%	172	44.1%	116,875
No	120	51.3%	33	55.9%	25	59.5%	31	91.2%	2	33.3%	6	40.0%	217	55.6%	147,453
No Response	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	680
Total	234	100.0%	59	100.0%	42	100.0%	34	100.0%	6	100.0%	15	100.0%	390	100.0%	265,008
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

<b>Table 44: Home purchase intender profile—Home purchase intentions by Respondent age</b>															
In which of the following age groups do you belong?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	7	3.0%	2	3.4%	0	0.0%	2	5.9%	0	0.0%	1	6.7%	12	3.1%	8,154
25-34 years	57	24.4%	24	40.7%	17	40.5%	8	23.5%	2	33.3%	4	26.7%	112	28.7%	76,105
35-44 years	81	34.6%	18	30.5%	13	31.0%	14	41.2%	1	16.7%	4	26.7%	131	33.6%	89,015
45-54 years	60	25.6%	13	22.0%	9	21.4%	4	11.8%	1	16.7%	4	26.7%	91	23.3%	61,835
55-64 years	18	7.7%	2	3.4%	3	7.1%	5	14.7%	1	16.7%	2	13.3%	31	7.9%	21,065
65+ years	9	3.8%	0	0.0%	0	0.0%	1	2.9%	1	16.7%	0	0.0%	11	2.8%	7,475
Don't Know / No Response	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	1,359
Total	234	100%	59	100%	42	100%	34	100%	6	100%	15	100%	390	100%	265,008
Estimated Households	159,005		40,091		28,539		23,103		4,077		10,193		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 45: Home purchase intender profile—Home purchase intentions by Price of house searching for</b>																
How much do you expect to pay for your next residence?	How many square feet are you looking for?															
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households	
Under \$200k	20	37.7%	14	10.1%	3	3.4%	1	3.7%	18	22.2%	1	50.0%	57	14.6%	38,732	
\$200k to less than \$250k	15	28.3%	26	18.7%	3	3.4%	2	7.4%	23	28.4%	0	0.0%	69	17.7%	46,886	
\$250k to less than \$300k	13	24.5%	36	25.9%	12	13.6%	0	0.0%	13	16.0%	0	0.0%	74	19.0%	50,284	
\$300k to less than \$350k	3	5.7%	27	19.4%	17	19.3%	2	7.4%	3	3.7%	0	0.0%	52	13.3%	35,334	
\$350k to less than \$400k	0	0.0%	10	7.2%	15	17.0%	2	7.4%	5	6.2%	0	0.0%	32	8.2%	21,744	
\$400k to less than \$500k	1	1.9%	12	8.6%	18	20.5%	2	7.4%	3	3.7%	0	0.0%	36	9.2%	24,462	
Over \$500k	0	0.0%	10	7.2%	14	15.9%	13	48.1%	4	4.9%	0	0.0%	41	10.5%	27,860	
Don't Know / No Response	1	1.9%	4	2.9%	6	6.8%	5	18.5%	12	14.8%	1	50.0%	29	7.4%	19,706	
Total	53	100%	139	100%	88	100%	27	100%	81	100%	2	100%	390	100%	265,008	
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008			

<b>Table 46: Home purchase intender profile—Home purchase intentions by Type of house search for (New / Pre-owned)</b>																
What would be your first choice for purchasing a residence?	How many square feet are you looking for?															
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households	
Brand new	20	37.7%	42	30.2%	22	25.0%	13	48.1%	21	25.9%	0	0.0%	118	30.3%	80,182	
Pre-owned home	25	47.2%	77	55.4%	59	67.0%	13	48.1%	47	58.0%	1	50.0%	222	56.9%	150,851	
Other	1	1.9%	8	5.8%	2	2.3%	0	0.0%	3	3.7%	0	0.0%	14	3.6%	9,513	
Don't Know	7	13.2%	12	8.6%	5	5.7%	1	3.7%	10	12.3%	1	50.0%	36	9.2%	24,462	
Total	53	100%	139	100%	88	100%	27	100%	81	100%	2	100%	390	100%	265,008	
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008			

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 47: Home purchase intender profile—Home purchase intentions by Dwelling Type of house search for</b>															
Would you most likely purchase a...	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Single detached home	12	22.6%	77	55.4%	78	88.6%	24	88.9%	43	53.1%	0	0.0%	234	60.0%	159,005
Semi-detached home or duplex	4	7.5%	27	19.4%	5	5.7%	2	7.4%	21	25.9%	0	0.0%	59	15.1%	40,091
Row or Town house, only share common walls	10	18.9%	18	12.9%	1	1.1%	1	3.7%	10	12.3%	2	100%	42	10.8%	28,539
Apartment	24	45.3%	4	2.9%	2	2.3%	0	0.0%	4	4.9%	0	0.0%	34	8.7%	23,103
Other	3	5.7%	2	1.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	6	1.5%	4,077
Don't Know	0	0.0%	11	7.9%	1	1.1%	0	0.0%	3	3.7%	0	0.0%	15	3.8%	10,193
<b>Total</b>	<b>53</b>	<b>100%</b>	<b>139</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>81</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008		

<b>Table 48: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred</b>															
Would that be in a...	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
New subdivision / development	4	7.5%	41	29.5%	19	21.6%	8	29.6%	10	12.3%	0	0.0%	82	21.0%	55,720
An established neighbourhood	45	84.9%	80	57.6%	57	64.8%	13	48.1%	55	67.9%	1	50.0%	251	64.4%	170,556
Acreage / farm	1	1.9%	9	6.5%	7	8.0%	4	14.8%	3	3.7%	0	0.0%	24	6.2%	16,308
Other	0	0.0%	5	3.6%	2	2.3%	0	0.0%	1	1.2%	0	0.0%	8	2.1%	5,436
Don't Know	3	5.7%	4	2.9%	3	3.4%	2	7.4%	12	14.8%	0	0.0%	24	6.2%	16,308
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	50.0%	1	0.3%	680
<b>Total</b>	<b>53</b>	<b>100%</b>	<b>139</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>81</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 49: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house</b>																
In which community are you most likely to buy a home?	How many square feet are you looking for?															
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households	
Ajax-Pickering	0	0.0%	3	2.2%	6	6.8%	2	7.4%	3	3.7%	0	0.0%	14	3.6%	9,513	
Rest of Durham Region (Oshawa / Whitby)	1	1.9%	2	1.4%	4	4.5%	0	0.0%	2	2.5%	0	0.0%	9	2.3%	6,116	
Toronto East (East York, Scarborough)	9	17.0%	14	10.1%	7	8.0%	2	7.4%	12	14.8%	0	0.0%	44	11.3%	29,898	
Toronto Central (Toronto City, Scarborough)	18	34.0%	20	14.4%	13	14.8%	5	18.5%	9	11.1%	0	0.0%	65	16.7%	44,168	
Toronto West (Etobicoke)	8	15.1%	13	9.4%	6	6.8%	0	0.0%	11	13.6%	0	0.0%	38	9.7%	25,821	
York Region	3	5.7%	11	7.9%	9	10.2%	3	11.1%	6	7.4%	0	0.0%	32	8.2%	21,744	
Brampton	0	0.0%	12	8.6%	8	9.1%	1	3.7%	3	3.7%	1	50.0%	25	6.4%	16,988	
Mississauga	4	7.5%	17	12.2%	11	12.5%	3	11.1%	11	13.6%	0	0.0%	46	11.8%	31,257	
Halton Region (Oakville, Burlington, Milton)	1	1.9%	11	7.9%	9	10.2%	4	14.8%	3	3.7%	0	0.0%	28	7.2%	19,026	
Country Area / Outside city limits	4	7.5%	4	2.9%	2	2.3%	1	3.7%	4	4.9%	0	0.0%	15	3.8%	10,193	
Other	4	7.5%	30	21.6%	12	13.6%	6	22.2%	15	18.5%	0	0.0%	67	17.2%	45,527	
Don't know	1	1.9%	2	1.4%	1	1.1%	0	0.0%	2	2.5%	1	50.0%	7	1.8%	4,757	
<b>Total</b>	<b>53</b>	<b>100%</b>	<b>139</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>81</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008			

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 50: Home purchase intender profile—Home purchase intentions by Total household income</b>															
What is your total household income?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20 k	1	1.9%	2	1.4%	1	1.1%	1	3.7%	3	3.7%	0	0.0%	8	2.1%	5,436
\$20k to less than \$40k	6	11.3%	14	10.1%	4	4.5%	0	0.0%	13	16.0%	0	0.0%	37	9.5%	25,142
\$40k to less than \$60k	15	28.3%	17	12.2%	9	10.2%	1	3.7%	12	14.8%	1	50.0%	55	14.1%	37,373
\$60k to less than \$80k	5	9.4%	21	15.1%	8	9.1%	0	0.0%	14	17.3%	0	0.0%	48	12.3%	32,616
\$80k to less than \$100k	11	20.8%	32	23.0%	15	17.0%	4	14.8%	14	17.3%	0	0.0%	76	19.5%	51,643
\$100k to less than \$120k	4	7.5%	11	7.9%	10	11.4%	4	14.8%	3	3.7%	0	0.0%	32	8.2%	21,744
\$120k to less than \$140k	3	5.7%	11	7.9%	5	5.7%	0	0.0%	3	3.7%	0	0.0%	22	5.6%	14,949
\$140k to less than \$160k	2	3.8%	6	4.3%	7	8.0%	1	3.7%	3	3.7%	0	0.0%	19	4.9%	12,911
\$160k to less than \$180k	1	1.9%	2	1.4%	2	2.3%	1	3.7%	1	1.2%	0	0.0%	7	1.8%	4,757
\$180k to less than \$200k	0	0.0%	0	0.0%	2	2.3%	2	7.4%	0	0.0%	0	0.0%	4	1.0%	2,718
More than \$200k	0	0.0%	4	2.9%	7	8.0%	7	25.9%	3	3.7%	0	0.0%	21	5.4%	14,270
Don't Know	0	0.0%	3	2.2%	7	8.0%	2	7.4%	5	6.2%	0	0.0%	17	4.4%	11,552
No Response	5	9.4%	16	11.5%	11	12.5%	4	14.8%	7	8.6%	1	50.0%	44	11.3%	29,898
<b>Total</b>	<b>53</b>	<b>100%</b>	<b>139</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>81</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008		

<b>Table 51: Home purchase intender profile—Home purchase intentions by Own / Rent</b>															
Do you own or rent your residence?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Own	13	24.5%	69	49.6%	67	76.1%	23	85.2%	27	33.3%	1	50.0%	200	51.3%	135,902
Rent	40	75.5%	70	50.4%	21	23.9%	4	14.8%	54	66.7%	1	50.0%	190	48.7%	129,106
<b>Total</b>	<b>53</b>	<b>100%</b>	<b>139</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>81</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 52a: Home purchase intender profile—Home purchase intentions by Household size</b>																
In total, how many people including yourself currently live in your household?	How many square feet are you looking for?															
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households	
One	16	30.2%	19	13.7%	7	8.0%	0	0.0%	12	14.8%	0	0.0%	54	13.8%	36,693	
Two	19	35.8%	37	26.6%	21	23.9%	5	18.5%	18	22.2%	0	0.0%	100	25.6%	67,951	
Three	5	9.4%	26	18.7%	10	11.4%	9	33.3%	20	24.7%	0	0.0%	70	17.9%	47,566	
Four	9	17.0%	36	25.9%	27	30.7%	3	11.1%	12	14.8%	0	0.0%	87	22.3%	59,117	
Five or more	4	7.5%	17	12.2%	23	26.1%	10	37.0%	19	23.5%	0	0.0%	73	18.7%	49,604	
No Response	0	0.0%	4	2.9%	0	0.0%	0	0.0%	0	0.0%	2	100%	6	1.5%	4,077	
<b>Total</b>	<b>53</b>	<b>100%</b>	<b>139</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>81</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008			

<b>Table 52b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household</b>																
Are there children under 18 years of age in your household?	How many square feet are you looking for?															
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households	
Yes	7	13.2%	51	36.7%	51	58.0%	22	81.5%	41	50.6%	0	0.0%	172	44.1%	116,875	
No	46	86.8%	87	62.6%	37	42.0%	5	18.5%	40	49.4%	2	100.0%	217	55.6%	147,453	
No Response	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	680	
<b>Total</b>	<b>53</b>	<b>100.0%</b>	<b>139</b>	<b>100.0%</b>	<b>88</b>	<b>100.0%</b>	<b>27</b>	<b>100.0%</b>	<b>81</b>	<b>100.0%</b>	<b>2</b>	<b>100.0%</b>	<b>390</b>	<b>100.0%</b>	<b>265,008</b>	
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008			

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 53: Home purchase intender profile—Home purchase intentions by Respondent age</b>																
In which of the following age groups do you belong?	How many square feet are you looking for?															
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
18-24 years	1	1.9%	1	0.7%	4	4.5%	0	0.0%	6	7.4%	0	0.0%	12	3.1%	8,154	
25-34 years	17	32.1%	44	31.7%	22	25.0%	2	7.4%	26	32.1%	1	50.0%	112	28.7%	76,105	
35-44 years	17	32.1%	42	30.2%	31	35.2%	15	55.6%	26	32.1%	0	0.0%	131	33.6%	89,015	
45-54 years	10	18.9%	31	22.3%	27	30.7%	6	22.2%	16	19.8%	1	50.0%	91	23.3%	61,835	
55-64 years	6	11.3%	16	11.5%	3	3.4%	4	14.8%	2	2.5%	0	0.0%	31	7.9%	21,065	
65+ years	2	3.8%	4	2.9%	1	1.1%	0	0.0%	4	4.9%	0	0.0%	11	2.8%	7,475	
Don't Know / No Response	0	0.0%	1	0.7%	0	0.0%	0	0.0%	1	1.2%	0	0.0%	2	0.5%	1,359	
<b>Total</b>	<b>53</b>	<b>100%</b>	<b>139</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>81</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	36,014		94,452		59,797		18,347		55,040		1,359		265,008			

<b>Table 54: Home purchase intender profile—Home purchase intentions by Type of house searching for (New / Pre-owned)</b>																				
What would be your first choice for purchasing a residence?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Brand new	22	38.6%	23	33.3%	17	23.0%	18	34.6%	11	34.4%	11	30.6%	7	17.1%	9	31.0%	118	30.3%	80,182	
Pre-owned home	26	45.6%	36	52.2%	48	64.9%	27	51.9%	17	53.1%	23	63.9%	31	75.6%	14	48.3%	222	56.9%	150,851	
Other	2	3.5%	2	2.9%	2	2.7%	2	3.8%	2	6.3%	2	5.6%	1	2.4%	1	3.4%	14	3.6%	9,513	
Don't Know	7	12.3%	8	11.6%	7	9.5%	5	9.6%	2	6.3%	0	0.0%	2	4.9%	5	17.2%	36	9.2%	24,462	
No Response	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%	0	
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008			



## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

Would you most likely purchase a...	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Single detached home	13	22.8%	37	53.6%	42	56.8%	37	71.2%	22	68.8%	31	86.1%	35	85.4%	17	58.6%	234	60.0%	159,005
Semi-detached home or duplex	9	15.8%	12	17.4%	14	18.9%	5	9.6%	7	21.9%	4	11.1%	4	9.8%	4	13.8%	59	15.1%	40,091
Row or Town house, only share common walls	14	24.6%	8	11.6%	8	10.8%	3	5.8%	2	6.3%	1	2.8%	1	2.4%	5	17.2%	42	10.8%	28,539
Apartment	16	28.1%	11	15.9%	2	2.7%	3	5.8%	0	0.0%	0	0.0%	0	0.0%	2	6.9%	34	8.7%	23,103
Other	3	5.3%	0	0.0%	2	2.7%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	1.5%	4,077
Don't Know	2	3.5%	1	1.4%	6	8.1%	3	5.8%	1	3.1%	0	0.0%	1	2.4%	1	3.4%	15	3.8%	10,193
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008		

How many square feet are you looking for?	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Up to 1200 sq ft	20	35.1%	15	21.7%	13	17.6%	3	5.8%	0	0.0%	1	2.8%	0	0.0%	1	3.4%	53	13.6%	36,014
1201 - 2000 sq ft	14	24.6%	26	37.7%	36	48.6%	27	51.9%	10	31.3%	12	33.3%	10	24.4%	4	13.8%	139	35.6%	94,452
2001 - 3000 sq ft	3	5.3%	3	4.3%	12	16.2%	17	32.7%	15	46.9%	18	50.0%	14	34.1%	6	20.7%	88	22.6%	59,797
Over 3000 sq ft	1	1.8%	2	2.9%	0	0.0%	2	3.8%	2	6.3%	2	5.6%	13	31.7%	5	17.2%	27	6.9%	18,347
Don't Know	18	31.6%	23	33.3%	13	17.6%	3	5.8%	5	15.6%	3	8.3%	4	9.8%	12	41.4%	81	20.8%	55,040
No Response	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.4%	2	0.5%	1,359
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008		

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 57: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a home</b>																				
In which community are you most likely to buy a home?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Ajax-Pickering	0	0.0%	4	5.8%	1	1.4%	6	11.5%	1	3.1%	1	2.8%	0	0.0%	1	3.4%	14	3.6%	9,513	
Rest of Durham Region (Oshawa / Whitby)	0	0.0%	4	5.8%	4	5.4%	0	0.0%	1	3.1%	0	0.0%	0	0.0%	0	0.0%	9	2.3%	6,116	
Toronto East (East York, Scarborough)	11	19.3%	7	10.1%	10	13.5%	4	7.7%	4	12.5%	5	13.9%	2	4.9%	1	3.4%	44	11.3%	29,898	
Toronto Central (Toronto City, Scarborough)	11	19.3%	10	14.5%	13	17.6%	5	9.6%	3	9.4%	5	13.9%	15	36.6%	3	10.3%	65	16.7%	44,168	
Toronto West (Etobicoke)	7	12.3%	8	11.6%	7	9.5%	3	5.8%	2	6.3%	3	8.3%	6	14.6%	2	6.9%	38	9.7%	25,821	
York Region	3	5.3%	6	8.7%	7	9.5%	4	7.7%	2	6.3%	5	13.9%	3	7.3%	2	6.9%	32	8.2%	21,744	
Brampton	2	3.5%	5	7.2%	7	9.5%	4	7.7%	4	12.5%	1	2.8%	1	2.4%	1	3.4%	25	6.4%	16,988	
Mississauga	4	7.0%	13	18.8%	4	5.4%	7	13.5%	3	9.4%	8	22.2%	2	4.9%	5	17.2%	46	11.8%	31,257	
Halton Region (Oakville, Burlington, Milton)	1	1.8%	3	4.3%	5	6.8%	4	7.7%	3	9.4%	3	8.3%	5	12.2%	4	13.8%	28	7.2%	19,026	
Country Area / Outside city limits	5	8.8%	2	2.9%	3	4.1%	2	3.8%	1	3.1%	2	5.6%	0	0.0%	0	0.0%	15	3.8%	10,193	
Other	12	21.1%	7	10.1%	11	14.9%	11	21.2%	8	25.0%	3	8.3%	7	17.1%	8	27.6%	67	17.2%	45,527	
Don't know	1	1.8%	0	0.0%	2	2.7%	2	3.8%	0	0.0%	0	0.0%	0	0.0%	2	6.9%	7	1.8%	4,757	
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008			

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 58: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred</b>																				
Would that be in a...	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
New subdivision / development	8	14.0%	13	18.8%	16	21.6%	17	32.7%	11	34.4%	11	30.6%	3	7.3%	3	10.3%	82	21.0%	55,720	
An established neighbourhood	40	70.2%	42	60.9%	48	64.9%	28	53.8%	18	56.3%	22	61.1%	34	82.9%	19	65.5%	251	64.4%	170,556	
Acreage / farm	2	3.5%	7	10.1%	7	9.5%	2	3.8%	1	3.1%	1	2.8%	3	7.3%	1	3.4%	24	6.2%	16,308	
Other	0	0.0%	3	4.3%	0	0.0%	3	5.8%	1	3.1%	0	0.0%	0	0.0%	1	3.4%	8	2.1%	5,436	
Don't Know	6	10.5%	4	5.8%	3	4.1%	2	3.8%	1	3.1%	2	5.6%	1	2.4%	5	17.2%	24	6.2%	16,308	
No Response	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	680	
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008			

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 59: Home purchase intender profile—Home purchase intentions by Total household income</b>																					
What is your total household income?	How much do you expect to pay for your next residence?																				
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/No Response		Total				
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20 k	3	5.3%	1	1.4%	2	2.7%	2	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8	2.1%	5,436
\$20k to less than 40k	11	19.3%	9	13.0%	11	14.9%	4	7.7%	0	0.0%	0	0.0%	0	0.0%	2	6.9%	37	9.5%	25,142		
\$40k to less than \$60k	18	31.6%	13	18.8%	7	9.5%	4	7.7%	3	9.4%	4	11.1%	4	9.8%	2	6.9%	55	14.1%	37,373		
\$60k to less than \$80k	6	10.5%	11	15.9%	11	14.9%	7	13.5%	6	18.8%	3	8.3%	0	0.0%	4	13.8%	48	12.3%	32,616		
\$80k to less than \$100k	10	17.5%	15	21.7%	18	24.3%	12	23.1%	10	31.3%	7	19.4%	4	9.8%	0	0.0%	76	19.5%	51,643		
\$100k to less than \$120k	1	1.8%	8	11.6%	3	4.1%	9	17.3%	3	9.4%	3	8.3%	2	4.9%	3	10.3%	32	8.2%	21,744		
\$120k to less than \$140k	3	5.3%	2	2.9%	4	5.4%	3	5.8%	1	3.1%	3	8.3%	5	12.2%	1	3.4%	22	5.6%	14,949		
\$140k to less than \$160k	0	0.0%	3	4.3%	5	6.8%	4	7.7%	2	6.3%	2	5.6%	3	7.3%	0	0.0%	19	4.9%	12,911		
\$160k to less than \$180k	1	1.8%	0	0.0%	1	1.4%	0	0.0%	1	3.1%	3	8.3%	1	2.4%	0	0.0%	7	1.8%	4,757		
\$180k to less than \$200k	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.8%	3	7.3%	0	0.0%	4	1.0%	2,718		
More than \$200k	0	0.0%	1	1.4%	0	0.0%	1	1.9%	0	0.0%	3	8.3%	14	34.1%	2	6.9%	21	5.4%	14,270		
Don't Know	1	1.8%	0	0.0%	3	4.1%	2	3.8%	2	6.3%	1	2.8%	1	2.4%	7	24.1%	17	4.4%	11,552		
No Response	3	5.3%	6	8.7%	9	12.2%	4	7.7%	4	12.5%	6	16.7%	4	9.8%	8	27.6%	44	11.3%	29,898		
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>		
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008				

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 60: Home purchase intender profile—Home purchase intentions by Own / Rent</b>																				
Do you own or rent your residence?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Own	11	19.3%	19	27.5%	41	55.4%	31	59.6%	19	59.4%	26	72.2%	35	85.4%	18	62.1%	200	51.3%	135,902	
Rent	46	80.7%	50	72.5%	33	44.6%	21	40.4%	13	40.6%	10	27.8%	6	14.6%	11	37.9%	190	48.7%	129,106	
Total	57	100%	69	100%	74	100%	52	100%	32	100%	36	100%	41	100%	29	100%	390	100%	265,008	
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008			

<b>Table 61a: Home purchase intender profile—Home purchase intentions by Household size</b>																				
In total, how many people including yourself currently live in your household?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
One	12	21.1%	9	13.0%	9	12.2%	9	17.3%	2	6.3%	7	19.4%	3	7.3%	3	10.3%	54	13.8%	36,693	
Two	12	21.1%	23	33.3%	15	20.3%	11	21.2%	8	25.0%	11	30.6%	15	36.6%	5	17.2%	100	25.6%	67,951	
Three	10	17.5%	16	23.2%	15	20.3%	6	11.5%	7	21.9%	4	11.1%	5	12.2%	7	24.1%	70	17.9%	47,566	
Four	8	14.0%	12	17.4%	16	21.6%	18	34.6%	9	28.1%	8	22.2%	9	22.0%	7	24.1%	87	22.3%	59,117	
Five or more	13	22.8%	8	11.6%	17	23.0%	8	15.4%	6	18.8%	6	16.7%	9	22.0%	6	20.7%	73	18.7%	49,604	
No Response	2	3.5%	1	1.4%	2	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.4%	6	1.5%	4,077	
Total	57	100%	69	100%	74	100%	52	100%	32	100%	36	100%	41	100%	29	100%	390	100%	265,008	
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008			

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 61b: Home purchase intender profile—Home purchase intentions in households where there are /are not Children under 18 years of age in the household</b>																				
Are there children under 18 years of age in your household?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Yes	21	36.8%	26	37.7%	28	37.8%	21	40.4%	23	71.9%	17	47.2%	19	46.3%	17	58.6%	172	44.1%	116,875	
No	36	63.2%	43	62.3%	45	60.8%	31	59.6%	9	28.1%	19	52.8%	22	53.7%	12	41.4%	217	55.6%	147,453	
No Response	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	680	
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008			

<b>Table 62: Home purchase intender profile—Home purchase intentions by Respondent age</b>																				
In which of the following age groups do you belong?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
18-24 years	2	3.5%	4	5.8%	2	2.7%	1	1.9%	1	3.1%	1	2.8%	0	0.0%	1	3.4%	12	3.1%	8,154	
25-34 years	20	35.1%	20	29.0%	18	24.3%	18	34.6%	13	40.6%	9	25.0%	6	14.6%	8	27.6%	112	28.7%	76,105	
35-44 years	17	29.8%	29	42.0%	20	27.0%	17	32.7%	10	31.3%	13	36.1%	16	39.0%	9	31.0%	131	33.6%	89,015	
45-54 years	12	21.1%	12	17.4%	20	27.0%	8	15.4%	7	21.9%	9	25.0%	15	36.6%	8	27.6%	91	23.3%	61,835	
55-64 years	5	8.8%	3	4.3%	8	10.8%	6	11.5%	1	3.1%	3	8.3%	4	9.8%	1	3.4%	31	7.9%	21,065	
65+ years	1	1.8%	1	1.4%	4	5.4%	2	3.8%	0	0.0%	1	2.8%	0	0.0%	2	6.9%	11	2.8%	7,475	
Don't Know / No Response	0	0.0%	0	0.0%	2	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	1,359	
<b>Total</b>	<b>57</b>	<b>100%</b>	<b>69</b>	<b>100%</b>	<b>74</b>	<b>100%</b>	<b>52</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>	
Estimated Households	38,732		46,886		50,284		35,334		21,744		24,462		27,860		19,706		265,008			

## Consumer Intentions to Buy: Toronto Intentions Data Tables 2006

<b>Table 63: Home purchase intender profile—Size of down payment on residence</b>			
Which of the following three categories best describes the size of your down payment on the residence you are considering purchasing?	Count	Percent	Estimated Households
Less than 5% down payment	30	7.7%	20,385
5% to 24% down payment	162	41.5%	110,080
25% or more down payment	169	43.3%	114,837
Don't Know	21	5.4%	14,270
No Response	8	2.1%	5,436
<b>Total</b>	<b>390</b>	<b>100%</b>	<b>265,008</b>

<b>Table 64: [MULTIPLE RESPONSE] Home purchase intender profile—Source(s) of the down payment on the residence?</b>				
What is / are the source(s) of the down payment, that is, where is the money coming from?	Count	% Responses	% of Cases	Estimated Households
Savings (not including RRSPs and investments)	188	37.2%	48.2%	127,748
Inheritance	10	2.0%	2.6%	6,795
Parents / relative gift	12	2.4%	3.1%	8,154
Parents / relative loan	13	2.6%	3.3%	8,834
Equity from present / previous residence	143	28.3%	36.7%	97,170
Investments (e.g., stocks, bonds, etc.)	18	3.6%	4.6%	12,231
Bank loan / Credit Union loan / (Caisse Populaire)	35	6.9%	9.0%	23,783
RRSPs / Home Buyers Plan	59	11.7%	15.1%	40,091
Other sources	11	2.2%	2.8%	7,475
Don't Know	4	0.8%	1.0%	2,718
No Response	12	2.4%	3.1%	8,154
<b>Total</b>	<b>505</b>	<b>100%</b>	<b>129.5%</b>	
401 valid cases				

<b>Table 65: Home purchase intender profile—Main source of down payment on residence</b>			
What is the <u>main</u> source of the down payment?	Count	Percent	Estimated Households
Savings (excluding RRSPs)	143	38.2%	97,170
Inheritance	4	1.1%	2,718
Parents / relative gift	7	1.9%	4,757
Parents / relative loan	5	1.3%	3,398
Equity from present/previous residence	130	34.8%	88,336
Investments (e.g., Stocks, Bonds, etc. NOT Savings or RRSPs)	8	2.1%	5,436
Bank Loan/Credit Union Loan / (Caisse Populaire)	23	6.1%	15,629
RRSP's / HOME BUYERS PLAN	36	9.6%	24,462
Not Applicable	9	2.4%	6,116
Don't Know	7	1.9%	4,757
No Response	2	0.5%	1,359
<b>Total</b>	<b>374</b>	<b>100%</b>	<b>254,136</b>

**Canada Mortgage and Housing Corporation (CMHC)  
2006 Intention to Buy or Renovate Survey:**

**Consumer Intentions to Renovate:  
Toronto Intentions Data Tables 2006**



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## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 1: Renovation intention in next 12 months</b>			
Are you thinking about renovating, or doing additional renovations costing at least a \$1,000 to your residence in the next twelve months?	Count	Percent	Estimated Households*
Yes (High / 50/50 chance / Low)	422	19.5%	376,503
Yes (High / 50/50 chance only)	401	18.5%	356,875
No	1,717	79.4%	1,531,887
Total	2,163	100%	1,929,803

Note: This table was created using data when the quota (n~400) for 'intend to renovate' completions was achieved. Additional completions occurred after the quota was met and the data for all completions is included in subsequent tables. Data was drawn from multiple questions and 'Don't Know' / 'No Response' options were not included. Therefore, percentages do not add up to 100%. This table was developed to compute the incidence rate for intend to renovate.

\*Based on incidence rate.

<b>Table 2: Chances of renovating in the next 12 months</b>			
What are the chances that you will actually renovate your residence in the next 12 months? Would you say there is a high chance, a 50/50 chance or a low chance?	Count	Percent	Estimated Households
Low	26	5.4%	20,665
50/50	115	24.0%	91,405
High	334	69.6%	265,471
Don't Know / No Response	5	1.0%	3,974
Total	480	100%	381,515

<b>Table 3: Deferred renovation project in the past six months</b>			
At any time in the last six months, have you seriously thought about repairing or remodeling your residence (e.g., kitchen, bathroom, flooring, etc.) but decided to defer the project?	Count	Percent	Estimated Households
Yes	111	10.3%	158,070
No	925	86.0%	1,318,027
Don't Know	23	2.1%	32,544
No Response	16	1.5%	23,246
Total	1,075	100%	1,531,887

Note: Includes only those who did not intend to renovate in the next 12 months.

<b>Table 4: Reasons decided not to renovate</b>			
What made you decide not to renovate?	Count	Percent	Estimated Households
Change in or worry about financial or employment situation	2	1.5%	2,325
Costs too high	57	51.5%	81,360
Sold the residence / Decided to sell residence instead	16	14.7%	23,246
Condo rules	2	1.5%	2,325
Not worth putting money into residence / Residence too old	10	8.8%	13,947
Unable to find a contractor	0	0.0%	0
Unspecified personal reasons	21	19.1%	30,219
Don't Know	2	1.5%	2,325
No Response	2	1.5%	2,325
Total	111	100%	158,070

Note: Includes only those respondents who were not planning on renovating in the next 12 months but indicated that they had seriously considered repairing or remodeling but decided to defer the project.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 5: Renovation intender profile – Age</b>			
In which of the following age groups do you belong?	Count	Percent	Estimated Households
18-24 years	11	2.4%	8,743
25-34 years	58	12.9%	46,100
35-44 years	152	33.9%	120,813
45-54 years	119	26.5%	94,584
55-64 years	71	15.8%	56,432
65+ years	35	7.8%	27,819
Don't Know / No Response	3	0.7%	2,384
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

<b>Table 6: Renovation intender profile – Household composition</b>			
In total, how many people including yourself currently live in your household?	Count	Percent	Estimated Households
One	35	7.8%	27,819
Two	101	22.5%	80,277
Three	91	20.3%	72,329
Four	130	29.0%	103,327
Five or more	85	18.9%	67,560
No Response	7	1.6%	5,564
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

<b>Table 7: Renovation intender profile – Children under 18 years of age in household</b>			
Are there children under 18 years of age in your household?	Count	Percent	Estimated Households
Yes	220	49.0%	174,861
No	229	51.0%	182,014
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

<b>Table 8: Renovation intender profile – Total household income</b>			
What is your total household income?	Count	Percent	Estimated Households
Under \$20k	7	1.6%	5,564
\$20k to less than \$40k	27	6.0%	21,460
\$40k to less than \$60k	52	11.6%	41,331
\$60k to less than \$80k	44	9.8%	34,972
\$80k to less than \$100k	69	15.4%	54,843
\$100k to less than \$120k	47	10.5%	37,357
\$120k to less than \$140k	28	6.2%	22,255
\$140k to less than \$160k	26	5.8%	20,665
\$160k to less than \$180k	7	1.6%	5,564
\$180k to less than \$200k	12	2.7%	9,538
More than \$200k	36	8.0%	28,614
Don't Know	16	3.6%	12,717
No Response	78	17.4%	61,996
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 9: Renovation intender - Have you made renovations to your home in the past 12 months of \$1000 or more?</b>			
Have you made a renovation to your residence in the past 12 months of \$1,000 or more?	Count	Percent	Estimated Households
Yes	256	57.0%	203,474
No	184	41.0%	146,247
Currently renovating	7	1.6%	5,564
Don't Know	2	0.4%	1,590
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

<b>Table 10: Renovation intender - Which of the following categories does the project you are planning fall into [MULTIPLE RESPONSE]?</b>				
Which of the following categories does the project you are planning fall into? Is it...	Count	Percent Responses	Percent of Cases	Estimated Households
Repairs and maintenance (includes repairs to damaged components, paint and wallpapering – done to keep structure in good condition)	92	16.9%	20.5%	73,124
Replacement of existing equipment/ new installation/ or an addition	183	33.6%	40.8%	145,452
Remodelling and alteration (done to upgrade property standards, rearrange interior space, modernize existing facilities to suit needs, etc.)	267	49.0%	59.5%	212,217
Don't Know	2	0.4%	0.4%	1,590
No Response	1	0.2%	0.2%	795
<b>Total</b>	<b>545</b>	<b>100%</b>		
Valid Cases	449			

Note: Totals will add to more than 100% due to multiple response.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 11: Renovation intender - All home renovation planned</b>				
What kind of home renovations are you planning to do?	Count	Percent of Responses	Percent of Cases	Estimated Households
Paint / wallpaper - one room	16	1.7%	3.6%	12,717
Paint / wallpaper - more than one room	32	3.5%	7.1%	25,434
Paint / wallpaper - whole house	29	3.2%	6.5%	23,050
Kitchen - cabinets / counter tops	28	3.1%	6.2%	22,255
Kitchen - complete renovation	52	5.7%	11.6%	41,331
Bathroom - fixtures / cabinets / counter tops	30	3.3%	6.7%	23,845
Bathroom – tile	24	2.6%	5.3%	19,076
Bathroom - complete renovation	83	9.1%	18.5%	65,970
Bathroom – addition / basement conversion	17	1.9%	3.8%	13,512
Add / refurbish closets / cabinets / drawers	4	0.4%	0.9%	3,179
Carpet / flooring - one room	17	1.9%	3.8%	13,512
Carpet / flooring - more than one room	58	6.3%	12.9%	46,100
Carpet / flooring - whole house	23	2.5%	5.1%	18,281
Rec room - new addition	6	0.7%	1.3%	4,769
Rec room - basement conversion	58	6.3%	12.9%	46,100
Rec room - drywall / plastering	8	0.9%	1.8%	6,359
Insulation	15	1.6%	3.3%	11,922
Other room - new addition / extension	27	2.9%	6.0%	21,460
Other room - drywall / plastering / remodelling	16	1.7%	3.6%	12,717
Walls - remove / replace / remodel	18	2.0%	4.0%	14,307
Add a fireplace / repair / replace	9	1.0%	2.0%	7,153
Furnace	14	1.5%	3.1%	11,128
Hot water heater	7	0.8%	1.6%	5,564
Air conditioning - new install or replace	6	0.7%	1.3%	4,769
Wiring	15	1.6%	3.3%	11,922
Plumbing	12	1.3%	2.7%	9,538
Add a pool / hot tub / sauna	1	0.1%	0.2%	795
Build a garage	6	0.7%	1.3%	4,769
Deck / patio	37	4.0%	8.2%	29,408
Doors	25	2.7%	5.6%	19,871
Exterior painting	4	0.4%	0.9%	3,179
Eaves troughing / gutters	7	0.8%	1.6%	5,564
Fence	6	0.7%	1.3%	4,769
Foundation	4	0.4%	0.9%	3,179
Landscaping	22	2.4%	4.9%	17,486
Ornamental lighting	3	0.3%	0.7%	2,384
Roofing	42	4.6%	9.4%	33,383
Siding / stucco / brick or masonry work / chimney	13	1.4%	2.9%	10,333
Sidewalk / driveway	13	1.4%	2.9%	10,333
Windows / skylights	51	5.6%	11.4%	40,536
Other (specify)	51	5.6%	11.4%	40,536
Don't Know	6	0.7%	1.3%	4,769
No Response	1	0.1%	0.2%	795
Total	916	100%		
Valid Cases	449			

Note: Totals will add to more than 100% due to multiple response.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 12: Renovation intender - Who will do the renovations: Repair / Maintenance</b>			
Thinking about this repair or maintenance work, how is it going to be done?	Count	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	37	40.2%	29,408
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	17	18.5%	13,512
Both - do some yourself and contract some out	36	39.1%	28,614
Don't Know	2	2.2%	1,590
<b>Total</b>	<b>92</b>	<b>100%</b>	<b>73,124</b>

Note: Includes only those respondents who indicated repair / maintenance activities.

<b>Table 13: Renovation intender - Who will do the renovations: Replacement / Installation</b>			
Thinking about the replacement, new installation or addition, how is it going to be done?	Count	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	87	47.5%	69,149
Do it all yourself (or with Friends & Family - NOT PAYING ANYONE)	37	20.2%	29,408
Both - do some yourself and contract some out	56	30.6%	44,510
Don't Know	3	1.6%	2,384
<b>Total</b>	<b>183</b>	<b>100%</b>	<b>145,452</b>

Note: Includes only those respondents who indicated replacement / installation activities.

<b>Table 14: Renovation intender - Who will do the renovations: Remodeling</b>			
Thinking about this remodeling or alteration work, how is it going to be done?	Count	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	103	38.6%	81,867
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	60	22.5%	47,689
Both - do some yourself and contract some out	100	37.5%	79,482
Some other arrangement	1	0.4%	795
Don't Know	3	1.1%	2,384
<b>Total</b>	<b>267</b>	<b>100%</b>	<b>212,217</b>

Note: Includes only those respondents who indicated remodeling activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 15: Renovation intender – Amount planned to spend on ALL renovations by Intentions to Renovate</b>							
Amount planned to spend on ALL Renovations	What are the chances that you will renovate in the next 12 months?						
	High		50/50		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Up to \$1,000	8	2.4%	0	0.0%	8	1.8%	6,359
\$1,001 to \$2,000	36	10.8%	11	9.6%	47	10.5%	37,357
\$2,001 to \$3,000	32	9.6%	11	9.6%	43	9.6%	34,177
\$3,001 to \$5,000	52	15.6%	18	15.7%	70	15.6%	55,638
\$5,001 to \$10,000	51	15.3%	22	19.1%	73	16.3%	58,022
\$10,001 to \$25,000	50	15.0%	10	8.7%	60	13.4%	47,689
Over \$25,000	42	12.6%	8	7.0%	50	11.1%	39,741
Don't Know / No Response	63	18.9%	35	30.4%	98	21.8%	77,893
<b>Total</b>	<b>334</b>	<b>100%</b>	<b>115</b>	<b>100%</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>
Estimated Households	265,470		91,405		356,875		

Note: Cases with 'No Response' or 'Don't Know' in one or more \$ categories (repair, remodeling or renovating) are all included in 'Don't Know / No Response'.

<b>Table 16: Renovation intender - Amount planned to spend on ALL renovations</b>			
Amount planned to spend on ALL Renovations	Count	Percent	Estimated Households
Up to \$1,000	8	1.8%	6,359
\$1,001 to \$2,000	47	10.5%	37,357
\$2,001 to \$3,000	43	9.6%	34,177
\$3,001 to \$5,000	70	15.6%	55,638
\$5,001 to \$10,000	73	16.3%	58,022
\$10,001 to \$25,000	60	13.4%	47,689
Over \$25,000	50	11.1%	39,741
Don't Know / No Response	98	21.8%	77,893
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

<b>Table 17: Renovation intender - Amount planned to spend on Repair / Maintenance</b>			
How much to you plan to spend on the repair or maintenance work?	Count	Percent	Estimated Households
Up to \$1,000	3	3.3%	2,384
\$1,001 to \$2,000	13	14.1%	10,333
\$2,001 to \$3,000	10	10.9%	7,948
\$3,001 to \$5,000	19	20.7%	15,102
\$5,001 to \$10,000	12	13.0%	9,538
\$10,001 to \$25,000	6	6.5%	4,769
Over \$25,000	2	2.2%	1,590
Don't Know / No Response	27	29.3%	21,460
<b>Total</b>	<b>92</b>	<b>100%</b>	<b>73,124</b>

Note: Includes only those respondents who indicated repair / maintenance activities.



## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 18: Renovation intender - Amount planned to spend on Replacement / Installation</b>			
How much do you plan to spend on the replacement, new installation or addition work?	Count	Percent	Estimated Households
Up to \$1,000	8	4.4%	6,359
\$1,001 to \$2,000	25	13.7%	19,871
\$2,001 to \$3,000	18	9.8%	14,307
\$3,001 to \$5,000	35	19.1%	27,819
\$5,001 to \$10,000	35	19.1%	27,819
\$10,001 to \$25,000	16	8.7%	12,717
Over \$25,000	10	5.5%	7,948
Don't Know / No Response	36	19.7%	28,613
<b>Total</b>	<b>183</b>	<b>100%</b>	<b>145,452</b>

Note: Includes only those respondents who indicated replacement / installation activities.

<b>Table 19: Renovation intender - Amount planned to spend on Remodeling</b>			
How much do you plan to spend on the remodeling or alteration work?	Count	Percent	Estimated Households
Up to \$1,000	9	3.4%	7,153
\$1,001 to \$2,000	26	9.7%	20,665
\$2,001 to \$3,000	21	7.9%	16,691
\$3,001 to \$5,000	33	12.4%	26,229
\$5,001 to \$10,000	48	18.0%	38,151
\$10,001 to \$25,000	40	15.0%	31,793
Over \$25,000	35	13.1%	27,819
Don't Know / No Response	55	20.6%	43,715
<b>Total</b>	<b>267</b>	<b>100%</b>	<b>212,217</b>

Note: Includes only those respondents who indicated remodeling activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

Table 20: Home purchase intentions by Total household income									
What is your total household income?	What are the chances you will buy a home in the next 12 months?								
	High		50/50		Low		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	0	0.0%	0	0.0%	1	16.7%	1	1.4%	795
\$20k to less than \$40k	2	4.9%	1	3.8%	0	0.0%	3	4.1%	2,384
\$40k to less than \$60k	7	17.1%	2	7.7%	0	0.0%	9	12.3%	7,153
\$60k to less than \$80k	2	4.9%	3	11.5%	1	16.7%	6	8.2%	4,769
\$80k to less than \$100k	4	9.8%	10	38.5%	1	16.7%	15	20.5%	11,922
\$100k to less than \$120k	2	4.9%	2	7.7%	1	16.7%	5	6.8%	3,974
\$120k to less than \$140k	2	4.9%	1	3.8%	0	0.0%	3	4.1%	2,384
\$140k to less than \$160k	3	7.3%	0	0.0%	0	0.0%	3	4.1%	2,384
\$160k to less than \$180k	2	4.9%	1	3.8%	1	16.7%	4	5.5%	3,179
\$180k to less than \$200k	1	2.4%	1	3.8%	0	0.0%	2	2.7%	1,590
More than \$200k	7	17.1%	1	3.8%	1	16.7%	9	12.3%	7,153
Don't Know	0	0.0%	1	3.8%	0	0.0%	1	1.4%	795
No Response	9	22.0%	3	11.5%	0	0.0%	12	16.4%	9,538
Total	41	100%	26	100%	6	100%	73	100%	58,022
Estimated Households	32,588		20,665		4,769		58,022		

Note: Refers only to proportion of renovators who also intend to buy.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 21: Renovation intender - Home renovations intentions by Total household income</b>									
What is your total household income?	What are the chances that you will renovate in the next 12 months?								
	High		50/50		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	3	0.9%	4	3.5%	0	0.0%	7	1.6%	5,564
\$20k to less than \$40k	20	6.0%	7	6.1%	0	0.0%	27	6.0%	21,460
\$40k to less than \$60k	32	9.6%	20	17.4%	0	0.0%	52	11.6%	41,331
\$60k to less than \$80k	30	9.0%	14	12.2%	0	0.0%	44	9.8%	34,972
\$80k to less than \$100k	52	15.6%	17	14.8%	0	0.0%	69	15.4%	54,843
\$100k to less than \$120k	34	10.2%	13	11.3%	0	0.0%	47	10.5%	37,357
\$120k to less than \$140k	24	7.2%	4	3.5%	0	0.0%	28	6.2%	22,255
\$140k to less than \$160k	22	6.6%	4	3.5%	0	0.0%	26	5.8%	20,665
\$160k to less than \$180k	6	1.8%	1	0.9%	0	0.0%	7	1.6%	5,564
\$180k to less than \$200k	11	3.3%	1	0.9%	0	0.0%	12	2.7%	9,538
More than \$200k	31	9.3%	5	4.3%	0	0.0%	36	8.0%	28,614
Don't Know	13	3.9%	3	2.6%	0	0.0%	16	3.6%	12,717
No Response	56	16.8%	22	19.1%	0	0.0%	78	17.4%	61,996
Total	334	100%	115	100%	0	0.0%	449	100%	356,875
Estimated Households	265,470		91,405		0		356,875		

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

**Table 22: Renovation intender - Who will do the REPAIRS by Total household income**

What is your total household income?	Thinking about this repair or maintenance work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	1	2.7%	0	0.0%	0	0.0%	1	50.0%	2	2.2%	1,590
\$20k to less than \$40k	4	10.8%	1	5.9%	4	11.1%	0	0.0%	9	9.8%	7,153
\$40k to less than \$60k	2	5.4%	2	11.8%	4	11.1%	0	0.0%	8	8.7%	6,359
\$60k to less than \$80k	5	13.5%	3	17.6%	8	22.2%	0	0.0%	16	17.4%	12,717
\$80k to less than \$100k	2	5.4%	1	5.9%	3	8.3%	1	50.0%	7	7.6%	5,564
\$100k to less than \$120k	3	8.1%	1	5.9%	3	8.3%	0	0.0%	7	7.6%	5,564
\$120k to less than \$140k	2	5.4%	1	5.9%	3	8.3%	0	0.0%	6	6.5%	4,769
\$140k to less than \$160k	0	0.0%	1	5.9%	2	5.6%	0	0.0%	3	3.3%	2,384
\$160k to less than \$180k	1	2.7%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	795
\$180k to less than \$200k	3	8.1%	0	0.0%	0	0.0%	0	0.0%	3	3.3%	2,384
More than \$200k	4	10.8%	1	5.9%	0	0.0%	0	0.0%	5	5.4%	3,974
Don't Know	2	5.4%	0	0.0%	2	5.6%	0	0.0%	4	4.3%	3,179
No Response	8	21.6%	6	35.3%	7	19.4%	0	0.0%	21	22.8%	16,691
Total	37	100%	17	100%	36	100%	2	100%	92	100%	73,124
Estimated Households	29,408		13,512		28,614		1,590		73,124		

Note: Includes only those respondents who indicated repair / maintenance activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 23: Renovation intender - Who will do the REPLACEMENTS by Total household income</b>											
What is your total household income?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	3	3.4%	1	2.7%	0	0.0%	0	0.0%	4	2.2%	3,179
\$20k to less than \$40k	7	8.0%	2	5.4%	5	8.9%	1	33.3%	15	8.2%	11,922
\$40k to less than \$60k	8	9.2%	9	24.3%	9	16.1%	1	33.3%	27	14.8%	21,460
\$60k to less than \$80k	8	9.2%	4	10.8%	8	14.3%	0	0.0%	20	10.9%	15,896
\$80k to less than \$100k	16	18.4%	3	8.1%	11	19.6%	0	0.0%	30	16.4%	23,845
\$100k to less than \$120k	8	9.2%	8	21.6%	4	7.1%	0	0.0%	20	10.9%	15,896
\$120k to less than \$140k	2	2.3%	1	2.7%	4	7.1%	0	0.0%	7	3.8%	5,564
\$140k to less than \$160k	7	8.0%	0	0.0%	3	5.4%	0	0.0%	10	5.5%	7,948
\$160k to less than \$180k	4	4.6%	0	0.0%	1	1.8%	0	0.0%	5	2.7%	3,974
\$180k to less than \$200k	1	1.1%	1	2.7%	1	1.8%	1	33.3%	4	2.2%	3,179
More than \$200k	8	9.2%	1	2.7%	0	0.0%	0	0.0%	9	4.9%	7,153
Don't Know	4	4.6%	1	2.7%	0	0.0%	0	0.0%	5	2.7%	3,974
No Response	11	12.6%	6	16.2%	10	17.9%	0	0.0%	27	14.8%	21,460
<b>Total</b>	<b>87</b>	<b>100%</b>	<b>37</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>3</b>	<b>100%</b>	<b>183</b>	<b>100%</b>	<b>145,452</b>
Estimated Households	69,149		29,408		44,510		2,384		145,452		

Note: Includes only those respondents who indicated replacement / installation activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

**Table 24: Renovation intender - Who will do the REMODELING by Total household income**

What is your total household income?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	1	1.0%	0	0.0%	0	0.0%	0	0.0%	1	0.4%	795
\$20k to less than \$40k	7	6.8%	0	0.0%	5	5.0%	0	0.0%	12	4.5%	9,538
\$40k to less than \$60k	3	2.9%	9	15.0%	12	12.0%	1	25.0%	25	9.4%	19,871
\$60k to less than \$80k	7	6.8%	3	5.0%	9	9.0%	0	0.0%	19	7.1%	15,102
\$80k to less than \$100k	15	14.6%	11	18.3%	17	17.0%	1	25.0%	44	16.5%	34,972
\$100k to less than \$120k	12	11.7%	11	18.3%	10	10.0%	0	0.0%	33	12.4%	26,229
\$120k to less than \$140k	8	7.8%	4	6.7%	6	6.0%	1	25.0%	19	7.1%	15,102
\$140k to less than \$160k	9	8.7%	3	5.0%	9	9.0%	0	0.0%	21	7.9%	16,691
\$160k to less than \$180k	1	1.0%	0	0.0%	3	3.0%	0	0.0%	4	1.5%	3,179
\$180k to less than \$200k	4	3.9%	1	1.7%	4	4.0%	0	0.0%	9	3.4%	7,153
More than \$200k	15	14.6%	6	10.0%	4	4.0%	0	0.0%	25	9.4%	19,871
Don't Know	3	2.9%	2	3.3%	3	3.0%	0	0.0%	8	3.0%	6,359
No Response	18	17.5%	10	16.7%	18	18.0%	1	25.0%	47	17.6%	37,357
<b>Total</b>	<b>103</b>	<b>100%</b>	<b>60</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>4</b>	<b>100%</b>	<b>267</b>	<b>100%</b>	<b>212,217</b>
Estimated Households	81,867		47,689		79,482		3,179		212,217		

Note: Includes only those respondents who indicated remodeling activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 25a: Renovation intender - Home renovation intentions by Household size</b>									
In total, how many people including yourself currently live in your household?	What are the chances that you will renovate in the next 12 months?								
	High		50/50		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	25	7.5%	10	8.7%	0	0.0%	35	7.8%	27,819
Two	73	21.9%	28	24.3%	0	0.0%	101	22.5%	80,277
Three	64	19.2%	27	23.5%	0	0.0%	91	20.3%	72,329
Four	101	30.2%	29	25.2%	0	0.0%	130	29.0%	103,327
Five or more	66	19.8%	19	16.5%	0	0.0%	85	18.9%	67,560
No Response	5	1.5%	2	1.7%	0	0.0%	7	1.6%	5,564
<b>Total</b>	<b>334</b>	<b>100%</b>	<b>115</b>	<b>100%</b>	<b>0</b>	<b>0.0%</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>
Estimated Households	265,470		91,405		0		356,875		

<b>Table 25b: Renovation intender - Home renovation intentions in households where there are / are not Children under 18 years</b>									
Are there children under 18 years of age in your household?	What are the chances that you will renovate in the next 12 months?								
	High		50/50		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	165	49.4%	55	47.8%	0	0.0%	220	49.0%	174,861
No	169	50.6%	60	52.2%	0	0.0%	229	51.0%	182,014
<b>Total</b>	<b>334</b>	<b>100%</b>	<b>115</b>	<b>100%</b>	<b>0</b>	<b>0.0%</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>
Estimated Households	265,470		91,405		0		356,875		

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

**Table 26a: Renovation intender - Who will do the REPAIRS by Household size**

In total, how many people including yourself live in your current household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	5	13.5%	1	5.9%	0	0.0%	1	50.0%	7	7.6%	5,564
Two	7	18.9%	2	11.8%	13	36.1%	0	0.0%	22	23.9%	17,486
Three	6	16.2%	6	35.3%	6	16.7%	1	50.0%	19	20.7%	15,102
Four	9	24.3%	6	35.3%	9	25.0%	0	0.0%	24	26.1%	19,076
Five or more	9	24.3%	2	11.8%	7	19.4%	0	0.0%	18	19.6%	14,307
No Response	1	2.7%	0	0.0%	1	2.8%	0	0.0%	2	2.2%	1,590
Total	37	100%	17	100%	36	100%	2	100%	92	100%	73,124
Estimated Households	29,408		13,512		28,614		1,590		73,124		

Note: Includes only those respondents who indicated repair / maintenance activities.

**Table 26b: Renovation intender - Who will do the REPAIRS in households where there are / are not Children under 18**

Are there children under 18 years of age in your household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	19	51.4%	9	52.9%	17	47.2%	0	0.0%	45	48.9%	35,767
No	18	48.6%	8	47.1%	19	52.8%	2	100.0%	47	51.1%	37,357
Total	37	100%	17	100%	36	100%	2	100%	92	100%	73,124
Estimated Households	29,408		13,512		28,614		1,590		73,124		

Note: Includes only those respondents who indicated repair / maintenance activities.



## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 27a: Renovation intender - Who will do the REPLACEMENTS by Household size</b>											
In total, how many people including yourself live in your current household?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	9	10.3%	2	5.4%	1	1.8%	2	66.7%	14	7.7%	11,128
Two	16	18.4%	5	13.5%	17	30.4%	0	0.0%	38	20.8%	30,203
Three	14	16.1%	11	29.7%	15	26.8%	0	0.0%	40	21.9%	31,793
Four	26	29.9%	12	32.4%	14	25.0%	1	33.3%	53	29.0%	42,126
Five or more	22	25.3%	6	16.2%	7	12.5%	0	0.0%	35	19.1%	27,819
No Response	0	0.0%	1	2.7%	2	3.6%	0	0.0%	3	1.6%	2,384
<b>Total</b>	<b>87</b>	<b>100%</b>	<b>37</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>3</b>	<b>100%</b>	<b>183</b>	<b>100%</b>	<b>145,452</b>
Estimated Households	69,149		29,408		44,510		2,384		145,452		

Note: Includes only those respondents who indicated replacement / installation activities.

<b>Table 27b: Renovation intender - Who will do the REPLACEMENTS in households where there are / are not Children under 18</b>											
Are there children under 18 years of age in your household?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	46	52.9%	20	54.1%	23	41.1%	1	33.3%	90	49.2%	71,534
No	41	47.1%	17	45.9%	33	58.9%	2	66.7%	93	50.8%	73,918
<b>Total</b>	<b>87</b>	<b>100%</b>	<b>37</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>3</b>	<b>100%</b>	<b>183</b>	<b>100%</b>	<b>145,452</b>
Estimated Households	69,149		29,408		44,510		2,384		145,452		

Note: Includes only those respondents who indicated replacement / installation activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 28a: Renovation intender - Who will do the REMODELING by Household size</b>											
In total, how many people including yourself live in your current household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	8	7.8%	1	1.7%	9	9.0%	0	0.0%	18	6.7%	14,307
Two	27	26.2%	13	21.7%	24	24.0%	1	25.0%	65	24.3%	51,663
Three	26	25.2%	14	23.3%	15	15.0%	1	25.0%	56	21.0%	44,510
Four	26	25.2%	21	35.0%	26	26.0%	2	50.0%	75	28.1%	59,612
Five or more	15	14.6%	11	18.3%	24	24.0%	0	0.0%	50	18.7%	39,741
No Response	1	1.0%	0	0.0%	2	2.0%	0	0.0%	3	1.1%	2,384
Total	103	100%	60	100%	100	100%	4	100%	267	100%	212,217
Estimated Households	81,867		47,689		79,482		3,179		212,217		

Note: Includes only those respondents who indicated remodeling activities.

<b>Table 28b: Renovation intender - Who will do the REMODELING in households where there are / are not Children under 18</b>											
Are there children under 18 years of age in your household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	44	42.7%	33	55.0%	51	51.0%	1	25.0%	129	48.3%	102,532
No	59	57.3%	27	45.0%	49	49.0%	3	75.0%	138	51.7%	109,685
Total	103	100%	60	100%	100	100%	4	100%	267	100%	212,217
Estimated Households	81,867		47,689		79,482		3,179		212,217		

Note: Includes only those respondents who indicated remodeling activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 29: Renovation intender – Home renovation intentions by respondent age</b>							
In which of the following age groups do you belong?	What are the chances that you will renovate in the next 12 months?						
	High		50/50		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	8	2.4%	3	2.6%	11	2.4%	8,743
25-34 years	33	9.9%	25	21.7%	58	12.9%	46,100
35-44 years	118	35.3%	34	29.6%	152	33.9%	120,813
45-54 years	92	27.5%	27	23.5%	119	26.5%	94,584
55-64 years	59	17.7%	12	10.4%	71	15.8%	56,432
65+ years	23	6.9%	12	10.4%	35	7.8%	27,819
Don't Know / No Response	1	0.3%	2	1.7%	3	0.7%	2,384
<b>Total</b>	<b>334</b>	<b>100%</b>	<b>115</b>	<b>100%</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>
Estimated Households	265,470		91,405		356,875		

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

**Table 30: Renovation intender - Who will do the REPAIRS by Respondent age**

In which of the following age groups do you belong?	Thinking about this repair or maintenance work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	2	5.4%	1	5.9%	1	2.8%	0	0.0%	4	4.3%	3,179
25-34 years	3	8.1%	2	11.8%	9	25.0%	0	0.0%	14	15.2%	11,128
35-44 years	12	32.4%	5	29.4%	10	27.8%	0	0.0%	27	29.3%	21,460
45-54 years	9	24.3%	6	35.3%	11	30.6%	0	0.0%	26	28.3%	20,665
55-64 years	5	13.5%	1	5.9%	4	11.1%	1	50.0%	11	12.0%	8,743
65+ years	6	16.2%	2	11.8%	0	0.0%	1	50.0%	9	9.8%	7,153
Don't Know / No Response	0	0.0%	0	0.0%	1	2.8%	0	0.0%	1	1.1%	795
<b>Total</b>	<b>37</b>	<b>100%</b>	<b>17</b>	<b>100%</b>	<b>36</b>	<b>100%</b>	<b>2</b>	<b>100%</b>	<b>92</b>	<b>100%</b>	<b>73,124</b>
Estimated Households	29,408		13,512		28,614		1,590		73,124		

Note: Includes only those respondents who indicated repair / maintenance activities.

**Table 31: Renovation intender - Who will do the REPLACEMENTS by Respondent age**

In which of the following age groups do you belong?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	2	2.3%	1	2.7%	2	3.6%	0	0.0%	5	2.7%	3,974
25-34 years	7	8.0%	2	5.4%	9	16.1%	0	0.0%	18	9.8%	14,307
35-44 years	32	36.8%	18	48.6%	13	23.2%	1	33.3%	64	35.0%	50,869
45-54 years	24	27.6%	10	27.0%	19	33.9%	0	0.0%	53	29.0%	42,126
55-64 years	11	12.6%	6	16.2%	12	21.4%	2	66.7%	31	16.9%	24,639
65+ years	11	12.6%	0	0.0%	1	1.8%	0	0.0%	12	6.6%	9,538
Don't Know / No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Total</b>	<b>87</b>	<b>100%</b>	<b>37</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>3</b>	<b>100%</b>	<b>183</b>	<b>100%</b>	<b>145,452</b>
Estimated Households	69,149		29,408		44,510		2,384		145,452		

Note: Includes only those respondents who indicated replacement / installation activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

**Table 32: Renovation intender - Who will do the REMODELING by Respondent age**

In which of the following age groups do you belong?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	2	1.9%	1	1.7%	2	2.0%	1	25.0%	6	2.2%	4,769
25-34 years	7	6.8%	11	18.3%	15	15.0%	1	25.0%	34	12.7%	27,024
35-44 years	28	27.2%	25	41.7%	39	39.0%	0	0.0%	92	34.5%	73,124
45-54 years	29	28.2%	17	28.3%	28	28.0%	1	25.0%	75	28.1%	59,612
55-64 years	27	26.2%	4	6.7%	12	12.0%	0	0.0%	43	16.1%	34,177
65+ years	10	9.7%	2	3.3%	3	3.0%	1	25.0%	16	6.0%	12,717
Don't Know / No Response	0	0.0%	0	0.0%	1	1.0%	0	0.0%	1	0.4%	795
Total	103	100%	60	100%	100	100%	4	100%	267	100%	212,217
Estimated Households	81,867		47,689		79,482		3,179		212,217		

Note: Includes only those respondents who indicated remodeling activities.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 33: Renovation intender – Home renovation intentions by ALL renovations planned</b>							
Types of renovations planned	What are the chances that you will renovate in the next 12 months?						
	High		50/50		Total		
	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Estimated Households
Paint / wallpaper	66	19.8%	11	9.6%	77	17.1%	61,201
Kitchen	62	18.6%	18	15.7%	80	17.8%	63,586
Bathroom	110	32.9%	44	38.3%	154	34.3%	122,403
Carpet / flooring	79	23.7%	19	16.5%	98	21.8%	77,893
Rec room	56	16.8%	16	13.9%	72	16.0%	57,227
Doors / windows	61	18.3%	15	13.0%	76	16.9%	60,406
External construction / repairs	132	39.5%	26	22.6%	158	35.2%	125,582
Other	166	49.7%	28	24.3%	194	43.2%	154,195
Don't Know	2	0.6%	4	3.5%	6	1.3%	4,769
No Response	1	0.3%	0	0.0%	1	0.2%	795
Valid Cases	334		115		449		356,875
Estimated Households	265,470		91,405		356,875		

Note: Totals will add to more than 100% due to multiple response.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

**Table 34: Renovation intender - Who will do the REPAIRS by All renovations planned**

What kind of renovations are you planning to do?	Thinking about this repair or maintenance work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Estimated Households
Paint / wallpaper	7	18.9%	8	47.1%	15	41.7%	0	0.0%	30	32.6%	23,845
Kitchen	6	16.2%	3	17.6%	5	13.9%	0	0.0%	14	15.2%	11,128
Bathroom	9	24.3%	6	35.3%	16	44.4%	0	0.0%	31	33.7%	24,639
Carpet / flooring	6	16.2%	4	23.5%	13	36.1%	1	50.0%	24	26.1%	19,076
Rec room	6	16.2%	1	5.9%	4	11.1%	0	0.0%	11	12.0%	8,743
Doors / windows	14	37.8%	5	29.4%	10	27.8%	2	100%	31	33.7%	24,639
External construction / repairs	19	51.4%	5	29.4%	25	69.4%	1	50.0%	50	54.3%	39,741
Other	23	62.2%	5	29.4%	21	58.3%	1	50.0%	50	54.3%	39,741
Don't Know	0	0.0%	0	0.0%	2	5.6%	0	0.0%	2	2.2%	1,590
No response	0	0.0%	0	0.0%	1	2.8%	0	0.0%	1	1.1%	795
Valid Cases	37		17		36		2		92		73,124
Estimated Households	29,408		13,512		28,614		1,590		73,124		

Note: Includes only those respondents who indicated repair / maintenance activities. Totals will add to more than 100% due to multiple response.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 35: Renovation intender - Who will do the REPLACEMENTS by All renovations planned</b>											
What kind of renovations are you planning to do?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Estimated Households
Paint / wallpaper	10	11.5%	7	18.9%	13	23.2%	0	0.0%	30	16.4%	23,845
Kitchen	23	26.4%	4	10.8%	12	21.4%	1	33.3%	40	21.9%	31,793
Bathroom	25	28.7%	8	21.6%	23	41.1%	2	66.7%	58	31.7%	46,100
Carpet / flooring	15	17.2%	11	29.7%	12	21.4%	0	0.0%	38	20.8%	30,203
Rec room	5	5.7%	10	27.0%	12	21.4%	2	66.7%	29	15.8%	23,050
Doors / windows	26	29.9%	2	5.4%	17	30.4%	1	33.3%	46	25.1%	36,562
External construction / repairs	28	32.2%	10	27.0%	47	83.9%	1	33.3%	86	47.0%	68,355
Other	31	35.6%	11	29.7%	45	80.4%	0	0.0%	87	47.5%	69,149
Don't Know	0	0.0%	0	0.0%	1	1.8%	0	0.0%	1	0.5%	795
No response	0	0.0%	0	0.0%	1	1.8%	0	0.0%	1	0.5%	795
Valid Cases	87		37		56		3		183		145,452
Estimated Households	69,149		29,408		44,510		2,384		145,452		

Note: Includes only those respondents who indicated replacement/installation activities. Totals will add to more than 100% due to multiple response.



## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 36: Renovation intender - Who will do the REMODELING by All renovations planned</b>											
What kind of renovations are you planning to do?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know		Total		
	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Estimated Households
Paint / wallpaper	18	17.5%	8	13.3%	19	19.0%	0	0.0%	45	16.9%	35,767
Kitchen	27	26.2%	8	13.3%	19	19.0%	0	0.0%	54	20.2%	42,920
Bathroom	39	37.9%	19	31.7%	52	52.0%	1	25.0%	111	41.6%	88,225
Carpet / flooring	21	20.4%	15	25.0%	27	27.0%	1	25.0%	64	24.0%	50,869
Rec room	8	7.8%	22	36.7%	27	27.0%	1	25.0%	58	21.7%	46,100
Doors / windows	9	8.7%	7	11.7%	13	13.0%	1	25.0%	30	11.2%	23,845
External construction / repairs	30	29.1%	17	28.3%	42	42.0%	0	0.0%	89	33.3%	70,739
Other	44	42.7%	17	28.3%	70	70.0%	2	50.0%	133	49.8%	105,711
Don't Know	1	1.0%	1	1.7%	1	1.0%	0	0.0%	3	1.1%	2,384
Valid Cases	103		60		100		4		267		212,217
Estimated Households	81,867		47,689		79,482		3,179		212,217		

Note: Includes only those respondents who indicated remodeling activities. Totals will add to more than 100% due to multiple response.

## Consumer Intentions to Renovate: Toronto Intentions Data Tables 2006

<b>Table 37: Renovation intender - In planning your renovation, have you contacted a contractor for information about your renovations?</b>			
In planning your renovation, have you contacted a contractor for information about your renovations?	Count	Percent	Estimated Households
Yes	167	37.2%	132,735
No	280	62.4%	222,550
Don't Know	1	0.2%	795
No Response	1	0.2%	795
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

<b>Table 38: Renovation intender - Have you priced out the cost of materials and labour for this (these) project (s)?</b>			
Have you priced out the cost of materials and labour for this (these) project(s)?	Count	Percent	Estimated Households
Yes	230	51.2%	182,809
No	211	47.0%	167,707
Don't Know	6	1.3%	4,769
No Response	2	0.4%	1,590
<b>Total</b>	<b>449</b>	<b>100%</b>	<b>356,875</b>

<b>Table 39: Renovation intender - Have you done any of the following [MULTIPLE RESPONSE]?</b>				
Have you...	Count	Percent Responses	Percent of Cases	Estimated Households
Read any publications for information on home renovation	209	27.4%	46.5%	166,118
Watched any TV programs or videos on home renovation	280	36.7%	62.4%	222,550
Searched on the internet for information on home renovation	171	22.4%	38.1%	135,915
No / none of these	98	12.9%	21.8%	77,893
Don't Know	4	0.5%	0.9%	3,179
<b>Total</b>	<b>762</b>	<b>100%</b>		
<b>Valid Cases</b>	<b>449</b>			

Note: Totals will add to more than 100% due to multiple response.

<b>Table 40: Renovation intender - How will you pay for this renovation work [MULTIPLE RESPONSE]?</b>				
How will you pay for this renovation work?	Count	Percent Responses	Percent of Cases	Estimated Households
Pay for it from savings / pay as you go / cash	332	65.5%	73.9%	263,881
Loan – from financial institution	36	7.1%	8.0%	28,614
Credit charge / credit card / put it on credit line	74	14.6%	16.5%	58,817
Finance it a mortgage renewal / mortgage refinancing time	22	4.3%	4.9%	17,486
Borrow from a relative or friend	3	0.6%	0.7%	2,384
Some other arrangement (Specify)	7	1.4%	1.6%	5,564
Don't Know	28	5.5%	6.2%	22,255
No Response	5	1.0%	1.1%	3,974
<b>Total</b>	<b>507</b>	<b>100%</b>		
<b>Valid Cases</b>	<b>449</b>			

Note: Totals will add to more than 100% due to multiple response.

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