



Consumer intentions To buy Or renovate

A Look at Tomorrow's Customer Today

Montreal

Intentions Data Tables 2004



Canada



CONSUMER INTENTIONS TO BUY

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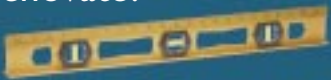
Definitions

How do we define someone who intends to purchase?



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

How do we define someone who intends to renovate?



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



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

The Right Information. Right Now.

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

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

Detailed Data for Your Market

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

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

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

Statistical Reliability of Data

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

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

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

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

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

Are you thinking about buying a principal place of residence sometimes in the next 12 months ?	
	Total
Population :	1473495
Number of respondents :	5336
YES	125380 9% 457
NO	1329787 90% 4811
Bought a home within past year	15047 1% 55
No answer	3278 0% 13

Chances of buying a home in next 12 months	
	Total
Population :	125380
Number of respondents :	457
HIGH	55385 44% 207
MODERATE	53741 43% 193
LOW	15852 13% 55
No answer	402 0% 2

Table 1 : Home purchase intenders	
	Total
Population :	109126
Number of respondents :	400
Moderate (looking to buy)	53741 49% 193
Strong (ready to buy)	55385 51% 207

Table 2 : Home purchase intender profile - Residence	
	Total
Population :	109126
Number of respondents :	400
East Island	21314 20% 82
Middle Island	27473 25% 88
Middle West Island	11193 10% 32
West Island	12932 12% 39
Laval	8474 8% 34
South Shore	15397 14% 70
North Shore	12341 11% 55

Table 3 : Home purchase intender profile- age	
	Total
Population :	109126
Number of respondents :	400
18 to 24	6234 6% 25
25 to 34	30421 28% 116
35 to 44	35959 33% 132
45 to 54	21926 20% 77
55 to 64	9377 9% 33
65 +	3201 3% 10
No answer	2007 2% 7
Valid number :	107119
Mean:	40.20
Std. Deviation :	11.39

Table 4 : Home purchase intender profile - gender	
	Total
Population :	109126
Number of respondents :	400
Male	57354 53% 209
Female	51772 47% 191

Table 5 : Home purchase intender profile – own or rent current home	
	Total
Population :	109126
Number of respondents :	400
OWN	32711 30% 139
RENT	76414 70% 261

Table 6 : Home purchase intender profile – Household composition	
	Total
Population :	109126
Number of respondents :	400
One	22271 20% 54
Two	35559 33% 138
Three	20451 19% 79
Four	17342 16% 76
Five or more	13240 12% 52
No answer	261 0% 1
Valid number :	108864
Mean:	2.71
Std. Deviation:	1.40

Table 7 : Home purchase intender profile - Children under 18 years of age in household	
	Total
Population :	108864
Number of respondents :	399
Yes	48919 45% 197
No	59946 55% 202

Table 8 : Home purchase intender profile - Total household income	
	Total
Population :	109126
Number of respondents :	400
Under 20 K	3856 4% 13
20K to less than 40K	20024 18% 64
40K to less than 60K	22556 21% 82
60K to less than 80K	16990 16% 62
80K to less than 100K	18107 17% 72
100K to less than 120K	8111 7% 32
120K to less than 140K	4120 4% 14
140K to less than 160K	2597 2% 10
160K to less than 180K	224 0% 1
180K to less than 200K	586 1% 2
More than 200K	2633 2% 10
DK	3746 3% 15
No answer	5576 5% 23

Table 9 : Home purchase intenders	
	Total
Population :	109126
Number of respondents :	400
Moderate (looking to buy)	53741 49% 193
Strong (ready to buy)	55385 51% 207

Table 10 : Thought of buying home in last six months	
	Total
Population :	1333065
Number of respondents :	4829
Yes	132709 10% 490
No	1198138 90% 4332
DK	2217 0% 6
No answer	0 0% 1

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

Table 11 : Community in which most likely to buy a home	
	Total
Population:	109126
Number of respondents:	400
Island of Montreal	41048 38% 136
South Shore	22455 21% 92
Laval	10368 10% 37
North Shore	23530 22% 93
Vaudreuil-Soulanges	2587 2% 10
Other (specify)	7059 6% 24
Don't know	2079 2% 8
No response	0 0% 0

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

	Total
Population :	109126
Number of respondents :	400
Brand new/ Build	29425 27% 109
Pre-owned home	64603 59% 234
It depends	1283 1% 5
Other	1546 1% 7
DK	12269 11% 45
No answer	0 0% 0

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

Table 13 : Type of home looking for / intending to buy	
	Total
Population :	109126
Number of respondents :	400
Single detached home	62733 57% 241
Semi-detached home / duplex	25085 23% 90
Row / Town house	2859 3% 10
Apartment	11125 10% 34
It depends	489 0% 2
Other	3312 3% 14
DK	3522 3% 9
No answer	0 0% 0

Table 14 : Would it be a condominium ?	
	Total
Population :	109126
Number of respondents :	400
YES	21416 20% 73
NO	82886 76% 311
DK	4824 4% 16
No answer	0 0% 0

Table 15 : Type of neighbourhood preferred : home looking for / intending to buy	
	Total
Population :	109126
Number of respondents :	400
New subdivision / development	18325 17% 73
Established neighbourhood	62292 57% 224
Acreage	18170 17% 65
It depends	419 0% 2
Other	605 1% 2
DK	9315 9% 34
No answer	0 0% 0

Table 16 : Price range of home looking for : Home looking for / intending to buy	
	Total
Population :	109126
Number of respondents :	400
Under \$75K	2621 2% 8
\$75K to less than \$100K	1707 2% 8
\$100K to less than \$125K	9005 8% 33
\$125K to less than \$150K	11740 11% 44
\$150K to less than \$175K	24119 22% 85
\$175K to less than \$200K	10366 9% 38
\$200K to less than \$250K	19441 18% 70
Over \$250K	27307 25% 104
DK/NR	2819 3% 10
Valid number :	97751
Mean (in thousands dollars):	197.35
Std. Deviation :	77.46

Table 17 : Price range of home looking for compared to current home	
	Total
Owner only	
Population :	32711
Number of respondents :	139
More	13592 42% 60
Same	8101 25% 35
Less	10762 33% 43
DK	255 1% 1
No answer	0 0% 0

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

	Total
Population :	109126
Number of respondents :	400
Up to 1200 sq ft	21932 20% 76
1201-2000 sq ft	26333 24% 97
2001-3000 sq ft	9244 8% 37
Over 3000 sq ft	8214 8% 28
DK	40450 37% 151
No answer	2953 3% 11
Valid number :	65723
Mean :	1952.85
Std. Deviation :	1101.35

Table 19 : Size of home you are thinking of buying (in square feet) compared to your present residence	
	Total
Population :	109126
Number of respondents :	400
LARGER	75636 69% 272
SAME	22660 21% 85
SMALLER	9629 9% 38
DK	1201 1% 5
No answer	0 0% 0

Table 20 : What made you decide not to buy a home now ?	
	Total
Population :	132709
Number of respondents :	490
CHANGE IN FINANCIAL SITUATION	16090 12% 58
CHANGE IN JOB SITUATION	7206 5% 25
COST IS TOO HIGH	78111 59% 288
General worry about the economy / not a good time to buy	2514 2% 9
Decided I like my house and neighbourhood	5907 4% 24
Just bought / built a home	659 0% 3

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

	Total
Population :	132709
Number of respondents :	490
Just renovated	442 0% 2
Cannot find the right house (size / design etc.)	4478 3% 18
Cannot find a suitable house in the right location	3264 2% 10
Cannot sell my existing home	881 1% 3
No longer the right time (Personal reasons: too old, children in school ...)	7940 6% 29
Too busy/ hassle / do not want to disrupt the family	802 1% 4
Prefer to rent / do not want to own	713 1% 3
Need to deal with debts / existing mortgage	3046 2% 12
Renovation is a better option	532 0% 3
Personal reasons (specified or not)	10699 8% 38
Market value has raised too much	2770 2% 9
Other	0 0% 0
DK	0 0% 0
No answer	241 0% 1

Table 21 : Circumstances under which might consider buying a home

	Total
Population :	109126
Number of respondents :	400
Size of house (bigger, smaller or better home)	37909 35% 147
Area (closer to... / farther than ...)	14619 13% 58
Market conditions	3096 3% 10
Becoming an owner	33056 30% 112
Investment	8589 8% 28
Familial reasons	4324 4% 17
Quality of life	3261 3% 12
Apartment is too expensive (market is good)	3674 3% 13
Other	707 1% 3
DK	484 0% 2
No answer	847 1% 3

Table 22 : Listed your home for sale ?(owners)	
	Total
Owners only	
Population :	32711
Number of respondents :	139
YES	8356 26% 37
NO	24355 74% 102

Table 23 : Talked to a realtor about buying a home ?	
	Total
Population :	109126
Number of respondents :	400
YES	56562 52% 206
NO	52328 48% 193
DK	236 0% 1
No answer	0 0% 0

Table 24 : Read any publications for information on the housing market?	
	Total
Population :	109126
Number of respondents :	400
YES	57314 53% 205
NO	51812 47% 195
DK	0 0% 0
No answer	0 0% 0

Table 25 : Been pre-approved for a mortgage ?	
	Total
Population :	43648
Number of respondents :	160
YES	28485 65% 103
NO	12939 30% 48
DK	2224 5% 9
No answer	0 0% 0

Table 26 : Talked to a financial institution about obtaining a mortgage ?	
	Total
Population :	109126
Number of respondents :	400
YES	43648 40% 160
NO	65478 60% 240
DK	0 0% 0
No answer	0 0% 0

Table 27 : Contacted a builder/ developer for information about a brand new home?	
	Total
Population :	109126
Number of respondents :	400
YES	22232 20% 85
NO	86894 80% 315
DK	0 0% 0
No answer	0 0% 0

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

Table 28 : In the last month, have you visited homes for sale ?	
	Total
Population :	109126
Number of respondents :	400
YES	46480 43% 169
NO	62645 57% 231
DK	0 0% 0
No answer	0 0% 0

Table 29 : Home purchase intentions by current residence of respondent

	Total	Current Residence						
		East Island	Middle Island	Middle West Island	West Island	Laval	South Shore	North Shore
Population :	109126	21314	27473	11193	12932	8474	15397	12341
Number of respondents :	400	82	88	32	39	34	70	55
Moderate (looking to buy)	53741 49%	9983 47%	15576 57%	5800 52%	5311 41%	4727 56%	6623 43%	5721 46%
	193	38	+ 47	18	16	19	30	25
Strong (ready to buy)	55385 51%	11331 53%	11898 43%	5393 48%	7622 59%	3747 44%	8773 57%	6621 54%
	207	44	- 41	14	23	15	40	30

Table 30 : Home purchase intentions by Total household income

	Total	INCOME										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	99804	3856	20024	22556	16990	18107	8111	4120	2597	224	586	2633
Number of respondents :	362	13	64	82	62	72	32	14	10	1	2	10
Moderate (looking to buy)	50183 50%	2307 60%	11528 58%	12794 57%	7436 44%	9382 52%	4156 51%	814 20%	671 26%	0 0%	203 35%	894 34%
	179	8	40	45	26	36	14	3	3	0	1	3
Strong (ready to buy)	49621 50%	1549 40%	8497 42%	9761 43%	9554 56%	8725 48%	3955 49%	3306 80%	1926 74%	224 100%	384 65%	1739 66%
	183	5	24	37	36	36	18	11	7	1	1	7

Table 31 : Home purchase intentions by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	109126	32711	76414
Number of respondents :	400	139	261
Moderate (looking to buy)	53741 49%	15524 47%	38217 50%
Strong (ready to buy)	193 55385 51%	64 17187 53%	129 38198 50%
	207	75	132

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	108864	22271	35559	20451	30583	48919	59946
Number of respondents :	399	54	138	79	128	197	202
Moderate (looking to buy)	53479 49%	13686 61% ++	15707 44%	8977 44%	15110 49%	22396 46%	31083 52%
	192	34	60	35	63	90	102
Strong (ready to buy)	55385 51%	8585 39% --	19852 56%	11475 56%	15472 51%	26522 54%	28863 48%
	207	20	78	44	65	107	100

Table 33 : Home purchase intentions by Respondent age

Table 33 : Home purchase intentions by Respondent age							
	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	107119	6234	30421	35959	21926	9377	3201
Number of respondents :	393	25	116	132	77	33	10
Moderate (looking to buy)	52228 49%	3830 61%	13633 45%	16815 47%	11247 51%	4618 49%	2085 65%
	188	15	49	60	40	17	7
Strong (ready to buy)	54890 51%	2404 39%	16788 55%	19144 53%	10680 49%	4759 51%	1115 35%
	205	10	67	72	37	16	3

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

	Total	Would most likely purchase new or used home			
		Brand new/Build	Pre-owned home	Depend	Other
Population :	96857	29425	64603	1283	1546
Number of respondents :	355	109	234	5	7
Moderate (looking to buy)	45713 47%	11909 40%	32695 51%	241 19%	869 56%
	165	- 44	+ 116	1	4
Strong (ready to buy)	51144 53%	17516 60%	31908 49%	1043 81%	677 44%
	190	+ 65	- 118	4	3

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/duplex	Row/ town house	Apartment	Depend	Other
Population :	105603	62733	25085	2859	11125	489	3312
Number of respondents :	391	241	90	10	34	2	14
Moderate (looking to buy)	51270 49%	26424 42%	14785 59%	1436 50%	7226 65%	0 0%	1399 42%
	187	102	53	5	22	0	5
Strong(Ready to buy)	54333 51%	36309 58%	10300 41%	1423 50%	3899 35%	489 100%	1913 58%
	204	139	37	5	12	2	9

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	109126	2621	1707	9005	11740	24119	10366	19441	27307	2819
Number of respondents :	400	8	8	33	44	85	38	70	104	10
Moderate (looking to buy)	53741 49% 193	872 33% 3	681 40% 3	6616 73% 22	7214 61% 27	9851 41% 37	5377 52% 20	9561 49% 32	12629 46% 45	940 33% 4
Strong (ready to buy)	55385 51% 207	1749 67% 5	1026 60% 5	2389 27% 11	4526 39% 17	14268 59% 48	4989 48% 18	9881 51% 38	14678 54% 59	1879 67% 6

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

	Total	Size of home looking for/intending to purchase(sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	65723	21932	26333	9244	8214
Number of respondents :	238	76	97	37	28
Moderate (looking to buy)	29805 45%	11863 54%	10075 38%	2956 32%	4911 60%
	103	40	35	12	16
Strong (ready to buy)	35918 55%	10069 46%	16258 62%	6288 68%	3303 40%
	135	36	62	25	12

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

		In which community are you most likely to buy a home ?					
	Total	Island of Montreal	South Shore	Laval	North Shore	Vaudreuil-Soulanges	Other
Population:	107047	41048	22455	10368	23530	2587	7059
Number of respondents:	392	136	92	37	93	10	24
Moderate (looking to buy)	52119 49% 187	23118 56% 76	8779 39% 37	6449 62% 23	10244 44% 39	1256 49% 5	2274 32% 7
Strong (Ready to buy)	54928 51% 205	17930 44% 60	13676 61% 55	3919 38% 14	13287 56% 54	1331 51% 5	4785 68% 17

Table 39 : Home purchase intentions by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	99810	18325	62292	18170	419	605
Number of respondents :	366	73	224	65	2	2
Moderate (looking to buy)	48391 48%	6895 38%	31698 51%	9502 52%	0 0%	297 49%
	174	-- 25	113	35	0	1
Strong (ready to buy)	51419 52%	11430 62%	30594 49%	8668 48%	419 100%	308 51%
	192	++ 48	111	30	2	1

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	109126	2621	1707	9005	11740	24119	10366	19441	27307	2819
Number of respondents :	400	8	8	33	44	85	38	70	104	10
Single detached home	62733 57% 241	2442 93% 7	1422 83% 6	5006 56% 20	7544 64% 30	14356 60% 55	6547 63% 27	10786 55% 40	12884 47% 49	1746 62% 7
Semi-detached home/ duplex	25085 23% 90	179 7% 1	285 17% 2	1002 11% 4	1705 15% 7	6028 25% 19	2282 22% 7	4548 23% 17	8392 31% 31	662 23% 2
Row/Town house	2859 3% 10	0 0% 0	0 0% 0	193 2% 1	263 2% 1	651 3% 2	0 0% 0	1134 6% 4	207 1% 1	411 15% 1
Apartment	11125 10% 34	0 0% 0	0 0% 0	2098 23% 6	1845 16% 5	1806 7% 5	1226 12% 3	969 5% 3	3181 12% 12	0 0% 0
It depends	489 0% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0	216 1% 1	0 0% 0	273 1% 1	0 0% 0	0 0% 0
Other	3312 3% 14	0 0% 0	0 0% 0	0 0% 0	0 0% 0	321 1% 1	0 0% 0	688 4% 3	2303 8% 10	0 0% 0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	65723	21932	26333	9244	8214
Number of respondents :	238	76	97	37	28
Single detached home	38249 58% 148	10776 49% -- 44	15247 58% 58	6643 72% + 28	5582 68% 18
Semi-detached home / duplex	12844 20% 44	4771 22% 15	4225 16% 15	1663 18% 6	2185 27% 8
Row / Town house	1745 3% 6	193 1% 1	792 3% 3	760 8% ++ 2	0 0% 0
Apartment	7811 12% 23	3810 17% + 10	4001 15% 13	0 0% -- 0	0 0% 0
It depends	273 0% 1	273 1% 1	0 0% 0	0 0% 0	0 0% 0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	65723	21932	26333	9244	8214
Number of respondents :	238	76	97	37	28
Other	2608 4%	191 1%	1793 7%	178 2%	446 5%
	11	- 1	+ 7	1	2
DK	2192 3%	1918 9%	274 1%	0 0%	0 0%
	5	++++ 4	1	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0

Table 42 : Type of home searching for by Community in which most likely to buy a house

	Total	In which community are you most likely to buy a home ?					
		Island of Montreal	South Shore	Laval	North Shore	Vaudreuil-Soulanges	Other
Population:	107047	41048	22455	10368	23530	2587	7059
Number of respondents:	392	136	92	37	93	10	24
Single detached home	61303 57% 235	9324 23% 31	15344 68% 64	7751 75% 28	20542 87% 82	1731 67% 7	6612 94% 23
Semi-detached home / duplex	24436 23% 88	16539 40% 58	3896 17% 16	2114 20% 7	1229 5% 5	211 8% 1	446 6% 1
Row / town house	2859 3% 10	1116 3% 4	1192 5% 4	288 3% 1	0 0% 0	263 10% 1	0 0% 0
Apartment	11125 10% 34	8899 22% 26	1314 6% 5	215 2% 1	697 3% 2	0 0% 0	0 0% 0
It depends	489 0% 2	489 1% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
Other	3312 3% 14	2246 5% 9	435 2% 2	0 0% 0	631 3% 3	0 0% 0	0 0% 0
Don't know	3522 3% 9	2434 6% 6	274 1% 1	0 0% 0	432 2% 1	382 15% 1	0 0% 0

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

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	99810	18325	62292	18170	419	605
Number of respondents :	366	73	224	65	2	2
Single detached home	56806 57%	14227 78% ++++	26654 43% ----	15628 86% ++++	0 0%	297 49%
	219	58	102	58	0	1
Semi-detached home / duplex	23412 23%	1466 8% ----	19569 31% ++++	1866 10% ---	203 48%	308 51%
	83	6	70	5	1	1
Row / town house	2859 3%	488 3%	2371 4%	0 0%	0 0%	0 0%
	10	2	8	0	0	0
Apartment	9912 10%	1691 9%	7927 13% ++	294 2% --	0 0%	0 0%
	31	5	25	1	0	0
It depends	489 0%	0 0%	273 0%	0 0%	216 52%	0 0%
	2	0	1	0	1	0

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

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	99810	18325	62292	18170	419	605
Number of respondents :	366	73	224	65	2	2
Other	3149 3%	178 1%	2970 5% ++	0 0%	0 0%	0 0%
	13	1	12	0	0	0
DK	3183 3%	274 1%	2527 4%	382 2%	0 0%	0 0%
	8	1	6	1	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0

Table 44 : Type of home searching for by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	99804	3856	20024	22556	16990	18107	8111	4120	2597	224	586	2633
Number of respondents :	362	13	64	82	62	72	32	14	10	1	2	10
Single detached home	56002 56%	2546 66%	11836 59%	12423 55%	9271 55%	9877 55%	4096 51%	1724 42%	2180 84%	224 100%	384 65%	1440 55%
	213	8	40	48	35	40	19	7	8	1	1	6
Semi-detached home / duplex	23252 23%	778 20%	4967 25%	4711 21%	4305 25%	5229 29%	1417 17%	1087 26%	417 16%	0 0%	0 0%	341 13%
	83	3	16	18	15	20	5	3	2	0	0	1
Row / Town house	2859 3%	288 7%	550 3%	969 4%	356 2%	697 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	10	1	2	3	1	3	0	0	0	0	0	0
Apartment	10824 11%	0 0%	1420 7%	2882 13%	1961 12%	1188 7%	1399 17%	919 22%	0 0%	0 0%	203 35%	852 32%
	33	0	3	8	6	5	5	2	0	0	1	3
It depends	273 0%	0 0%	0 0%	0 0%	0 0%	0 0%	273 3%	0 0%	0 0%	0 0%	0 0%	0 0%
	1	0	0	0	0	0	++++ 1	0	0	0	0	0

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

	Total	Own or rent current home	
		Own	Rent
Population :	109126	32711	76414
Number of respondents :	400	139	261
Single detached home	62733 57%	22362 68% +++	40371 53% ---
	241	96	145
Semi-detached home / duplex	25085 23%	5521 17% --	19564 26% ++
	90	23	67
Row / Town house	2859 3%	297 1%	2562 3%
	10	1	9
Apartment	11125 10%	3544 11%	7581 10%
	34	14	20
It depends	489 0%	0 0%	489 1%
	2	0	2

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

	Total	Own or rent current home	
		Own	Rent
Population :	109126	32711	76414
Number of respondents :	400	139	261
Other	3312 3%	987 3%	2325 3%
	14	5	9
DK	3522 3%	0 0%	3522 5%
	9	-- 0	++ 9
No answer	0 0%	0 0%	0 0%
	0	0	0

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	108864	22271	35559	20451	30583	48919	59946
Number of respondents :	399	54	138	79	128	197	202
Single detached home	62733 58%	9404 42%	21496 60%	11988 59%	19845 65%	31114 64%	31619 53%
	241	22	85	48	86	130	111
Semi-detached home / duplex	24823 23%	5692 26%	6472 18%	4442 22%	8217 27%	11370 23%	13453 22%
	89	15	25	17	32	43	46
Row/ town house	2859 3%	0 0%	881 2%	1235 6%	742 2%	1830 4%	1029 2%
	10	0	3	4	3	7	3
Apartment	11125 10%	5699 26%	4205 12%	983 5%	238 1%	880 2%	10245 17%
	34	14	15	4	1	4	30
It depends	489 0%	0 0%	0 0%	273 1%	216 1%	489 1%	0 0%
	2	0	0	1	1	2	0

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	108864	22271	35559	20451	30583	48919	59946
Number of respondents :	399	54	138	79	128	197	202
Other	3312 3%	0 0%	1572 4%	754 4%	985 3%	1739 4%	1572 3%
	14	0	7	3	4	7	7
DK	3522 3%	1475 7%	932 3%	775 4%	339 1%	1496 3%	2026 3%
	9	+	3	2	1	4	5
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	107119	6234	30421	35959	21926	9377	3201
Number of respondents :	393	25	116	132	77	33	10
Single detached home	61422 57%	3862 62%	15699 52%	22977 64%	13163 60%	4757 51%	964 30%
	237	16	65	87	48	17	4
Semi-detached home / duplex	24605 23%	2176 35%	9269 30%	6712 19%	3704 17%	2185 23%	559 17%
	88	8	32	25	14	7	2
Row / Town house	2859 3%	0 0%	288 1%	1459 4%	1113 5%	0 0%	0 0%
	10	0	1	5	4	0	0
Apartment	11125 10%	0 0%	1480 5%	3530 10%	2873 13%	1904 20%	1338 42%
	34	0	6	10	8	7	3
It depends	273 0%	0 0%	0 0%	273 1%	0 0%	0 0%	0 0%
	1	0	0	1	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	107119	6234	30421	35959	21926	9377	3201
Number of respondents :	393	25	116	132	77	33	10
Other	3312 3%	197 3%	1909 6% ++	734 2%	251 1%	221 2%	0 0%
	14	1	8	3	1	1	0
DK	3522 3%	0 0%	1777 6% +	274 1%	822 4%	310 3%	339 11%
	9	0	4	1	2	1	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	109126	2621	1707	9005	11740	24119	10366	19441	27307	2819
Number of respondents :	400	8	8	33	44	85	38	70	104	10
Up to 1200 sq ft	21932 20% 76	305 12% 1	424 25% 2	3293 37% 12	4022 34% 14	6297 26% 20	1853 18% 7	3118 16% 10	2211 8% 9	408 14% 1
1201-2000 sq ft	26333 24% 97	471 18% 1	0 0% 0	1295 14% 5	1790 15% 7	3595 15% 13	3453 33% 12	5972 31% 22	9586 35% 36	171 6% 1
2001-3000 sq ft	9244 8% 37	520 20% 1	543 32% 3	173 2% 1	274 2% 1	1433 6% 5	419 4% 2	1227 6% 5	4244 16% 18	411 15% 1
Over 3000 sq ft	8214 8% 28	206 8% 1	0 0% 0	195 2% 1	283 2% 1	1547 6% 5	559 5% 2	2998 15% 9	2189 8% 8	238 8% 1
DK	40450 37% 151	1119 43% 4	740 43% 3	4049 45% 14	5115 44% 20	9760 40% 36	4083 39% 15	5818 30% 23	8175 30% 30	1592 56% 6
No answer	2953 3% 11	0 0% 0	0 0% 0	0 0% 0	255 2% 1	1487 6% 6	0 0% 0	308 2% 1	903 3% 3	0 0% 0
Valid number	65723	1503	967	4956	6370	12871	6283	13316	18230	1227
Mean :	1952.85	2140.70	1846.78	1398.99	1434.39	1783.95	1830.35	2276.60	2193.39	2047.38

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	109126	2621	1707	9005	11740	24119	10366	19441	27307	2819
Number of respondents :	400	8	8	33	44	85	38	70	104	10
Std. Deviation :	1101.35	864.03	677.09	858.41	703.20	1215.18	930.70	1271.56	992.64	989.15

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	96857	29425	64603	1283	1546
Number of respondents :	355	109	234	5	7
Up to 1200 sq ft	18096 19%	3418 12%	14032 22%	0 0%	645 42%
	64	-- 13	++ 48	0	3
1201-2000 sq ft	24042 25%	9540 32%	13672 21%	412 32%	418 27%
	88	++ 33	-- 51	2	2
2001-3000 sq ft	8531 9%	3964 13%	4567 7%	0 0%	0 0%
	34	++ 17	17	0	0
Over 3000 sq ft	7716 8%	2515 9%	4786 7%	414 32%	0 0%
	26	10	15	1	0
DK	36083 37%	9453 32%	25692 40%	457 36%	482 31%
	134	34	96	2	2

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	96857	29425	64603	1283	1546
Number of respondents :	355	109	234	5	7
No answer	2389 2%	535 2%	1853 3%	0 0%	0 0%
	9	2	7	0	0
Valid number :	65723	19437	37058	827	1064
Mean :	1952.85	2167.54	1887.37	3355.76	1234.03
Std. Deviation :	1101.35	1103.25	1071.64	1650.14	168.64

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	105603	62733	25085	2859	11125	489	3312
Number of respondents :	391	241	90	10	34	2	14
Up to 1200 sq ft	20014 19%	10776 17%	4771 19%	193 7%	3810 34% ++	273 56%	191 6%
	72	44	15	1	10	1	1
1201-2000 sq ft	26059 25%	15247 24%	4225 17%	792 28%	4001 36%	0 0%	1793 54%
	96	58	15	3	13	0	7
2001-3000 sq ft	9244 9%	6643 11%	1663 7%	760 27%	0 0%	0 0%	178 5%
	37	28	6	2	0	0	1
Over 3000 sq ft	8214 8%	5582 9%	2185 9%	0 0%	0 0%	0 0%	446 13%
	28	18	8	0	0	0	2
DK	39360 37%	22653 36%	11654 46%	819 29%	3315 30%	216 44%	703 21%
	148	86	44	3	11	1	3

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	105603	62733	25085	2859	11125	489	3312
Number of respondents :	391	241	90	10	34	2	14
No answer	2713 3%	1831 3%	586 2%	295 10%	0 0%	0 0%	0 0%
	10	7	2	1	0	0	0
Valid number :	65723	38249	12844	1745	7811	273	2608
Mean :	1952.85	2084.75	2070.61	2095.33	1339.47	1200.00	1981.99
Std. Deviation :	1101.35	1142.83	1248.02	421.15	333.77	0.00	1046.58

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	99810	18325	62292	18170	419	605
Number of respondents :	366	73	224	65	2	2
Up to 1200 sq ft	20990 21%	3180 17%	12587 20%	5223 29%	0 0%	0 0%
	72	11	43	+ 18	0	0
1201-2000 sq ft	23995 24%	6529 36%	13405 22%	3764 21%	0 0%	297 49%
	90	++ 26	50	13	0	1
2001-3000 sq ft	9244 9%	1525 8%	5026 8%	2491 14%	203 48%	0 0%
	37	7	20	9	1	0
Over 3000 sq ft	7747 8%	2542 14%	3137 5%	1760 10%	0 0%	308 51%
	26	++ 10	-- 11	4	0	1
DK	35204 35%	4049 22%	26424 42%	4515 25%	216 52%	0 0%
	131	--- 17	++++ 94	- 19	1	0

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

	Total	Location of new home ?				
		New subdivision/development	Established neighbourhood	Acreage	It depends	Other
Population :	99810	18325	62292	18170	419	605
Number of respondents :	366	73	224	65	2	2
No answer	2631 3%	500 3%	1713 3%	418 2%	0 0%	0 0%
	10	2	6	2	0	0
Valid number :	65723	13776	34155	13238	203	605
Mean :	1952.85	2204.46	1841.85	1935.71	3000.00	3233.59
Std. Deviation :	1101.35	1174.17	1016.70	1074.71	0.69	1801.18

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

	Total	In which community are you most likely to buy a home ?					
		Island of Montreal	South Shore	Laval	North Shore	Vaudreuil-Soulanges	Other
Population:	107047	41048	22455	10368	23530	2587	7059
Number of respondents:	392	136	92	37	93	10	24
Up to 1200 sq ft	21723 20% 75	7892 19% 22	5376 24% 20	995 10% 4	4786 20% 19	946 37% 3	1727 24% 7
1201- 2000 sq ft	26333 25% 97	10870 26% 36	5437 24% 21	1508 15% 6	7106 30% 28	306 12% 1	1106 16% 5
2001- 3000 sq ft	8934 8% 36	1801 4% 6	1691 8% 8	716 7% 3	2570 11% 11	344 13% 2	1812 26% 6
Over 300 sq ft	8214 8% 28	2399 6% 8	1576 7% 7	1389 13% 4	1762 7% 7	0 0% 0	1089 15% 2
Don't know	38891 36% 145	17135 42% 61	7567 34% 33	5760 56% 20	6325 27% 24	779 30% 3	1325 19% 4
No response	2953 3% 11	951 2% 3	809 4% 3	0 0% 0	982 4% 4	211 8% 1	0 0% 0

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

		In which community are you most likely to buy a home ?					
	Total	Island of Montreal	South Shore	Laval	North Shore	Vaudreuil-Soulanges	Other
Population:	107047	41048	22455	10368	23530	2587	7059
Number of respondents:	392	136	92	37	93	10	24
Valid number:	65723	22962	14080	4608	16224	1596	5734
Mean:	1952.85	1856.51	1886.97	2589.80	1943.19	1490.94	2147.82
Std. Deviation:	1101.35	1055.05	1087.04	1421.64	1049.30	671.23	1085.05

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	99804	3856	20024	22556	16990	18107	8111	4120	2597	224	586	2633
Number of respondents :	362	13	64	82	62	72	32	14	10	1	2	10
Up to 1200 sq ft	20530 21%	919 24%	5136 26%	5306 24%	3015 18%	2926 16%	1929 24%	1018 25%	281 11%	0 0%	0 0%	0 0%
	70	3	16	19	10	12	6	3	1	0	0	0
1201-2000 sq ft	24867 25%	1131 29%	1833 9%	3780 17%	5240 31%	6043 33%	2767 34%	1665 40%	750 29%	0 0%	586 100%	1073 41%
	91	4	6	12	19	25	12	5	2	0	2	4
2001-3000 sq ft	8087 8%	0 0%	1641 8%	1199 5%	1382 8%	1982 11%	927 11%	381 9%	0 0%	224 100%	0 0%	350 13%
	32	0	5	5	5	7	5	2	0	1	0	2
Over 3000 sq ft	7091 7%	414 11%	1295 6%	1063 5%	1470 9%	1622 9%	226 3%	212 5%	238 9%	0 0%	0 0%	552 21%
	24	1	3	4	5	6	1	1	1	0	0	2
DK	36516 37%	1056 27%	9371 47%	10657 47%	5561 33%	4779 26%	2262 28%	844 20%	1329 51%	0 0%	0 0%	658 25%
	135	4	31	40	22	19	8	3	6	0	0	2

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	99804	3856	20024	22556	16990	18107	8111	4120	2597	224	586	2633
Number of respondents :	362	13	64	82	62	72	32	14	10	1	2	10
No answer	2713 3%	336 9%	749 4%	551 2%	322 2%	755 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	10	1	3	2	1	3	0	0	0	0	0	0
Valid number	65723	2464	9904	11347	11107	12573	5849	3276	1268	224	586	1975
Mean :	1952.85	2021.57	1737.45	1770.80	1994.88	2068.46	1832.45	1832.06	2122.35	3000.00	1827.07	2242.18
Std. Deviation :	1101.35	1390.67	1014.57	1116.35	1054.93	1159.84	834.63	938.22	778.99	0.36	238.03	1046.72

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	109126	32711	76414	0	0
Number of respondents :	400	139	261	0	0
Up to 1200 sq ft	21932 20%	4935 15%	16996 22%	0 0%	0 0%
	76	- 21	+ 55	0	0
1201-2000 sq ft	26333 24%	11676 36%	14657 19%	0 0%	0 0%
	97	++++ 46	---- 51	0	0
2001-3000 sq ft	9244 8%	4285 13%	4959 6%	0 0%	0 0%
	37	++ 21	-- 16	0	0
Over 3000 sq ft	8214 8%	3287 10%	4927 6%	0 0%	0 0%
	28	12	16	0	0
DK	40450 37%	7838 24%	32613 43%	0 0%	0 0%
	151	---- 36	++++ 115	0	0
No answer	2953 3%	691 2%	2262 3%	0 0%	0 0%
	11	3	8	0	0

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	109126	32711	76414	0	0
Number of respondents :	400	139	261	0	0
Valid number :	65723	24183	41540	0	0
Mean :	1952.85	2137.73	1845.23	*	*
Std. Deviation :	1101.35	1124.49	1073.10	*	*

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	108864	22271	35559	20451	30583	48919	59946
Number of respondents :	399	54	138	79	128	197	202
Up to 1200 sq ft	21932 20%	8075 36%	6149 17%	3987 19%	3721 12%	7748 16%	14184 24%
	76	++++ 20	25	15	16	-- 30	++ 46
1201-2000 sq ft	26333 24%	4596 21%	10424 29%	5187 25%	6125 20%	11496 23%	14837 25%
	97	11	+ 40	21	25	47	50
2001-3000 sq ft	9244 8%	1570 7%	2456 7%	1441 7%	3778 12%	4857 10%	4388 7%
	37	3	10	6	+ 18	22	15
Over 3000 sq ft	8214 8%	1508 7%	3014 8%	1152 6%	2541 8%	3201 7%	5013 8%
	28	3	11	5	9	12	16
DK	40189 37%	6186 28%	12580 35%	7826 38%	13597 44%	19726 40%	20463 34%
	150	16	48	29	++ 57	79	71
No answer	2953 3%	336 2%	936 3%	859 4%	821 3%	1892 4%	1061 2%
	11	1	4	3	3	7	4

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	108864	22271	35559	20451	30583	48919	59946
Number of respondents :	399	54	138	79	128	197	202
Valid number :	65723	15749	22043	11766	16164	27301	38422
Mean :	1952.85	1700.59	1988.93	1847.83	2225.89	2010.76	1911.71
Std. Deviation :	1101.35	939.47	1221.29	1001.49	1077.84	1020.01	1153.93

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	107119	6234	30421	35959	21926	9377	3201
Number of respondents :	393	25	116	132	77	33	10
Up to 1200 sq ft	21590 20%	450 7%	6955 23%	5866 16%	4231 19%	2521 27%	1568 49%
	75	2	25	22	12	9	5
1201-2000 sq ft	26333 25%	1271 20%	7234 24%	8530 24%	6277 29%	2699 29%	321 10%
	97	5	27	32	24	8	1
2001-3000 sq ft	9244 9%	485 8%	1919 6%	3872 11%	2608 12%	361 4%	0 0%
	37	2	9	15	9	2	0
Over 3000 sq ft	8214 8%	301 5%	2204 7%	3366 9%	2060 9%	283 3%	0 0%
	28	1	9	10	7	1	0
DK	38785 36%	3392 54%	11451 38%	13156 37%	5961 27%	3512 37%	1312 41%
	145	14	43	49	22	13	4
No answer	2953 3%	336 5%	658 2%	1170 3%	789 4%	0 0%	0 0%
	11	1	3	4	3	0	0

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	107119	6234	30421	35959	21926	9377	3201
Number of respondents :	393	25	116	132	77	33	10
Valid number :	65723	2507	18312	21633	15176	5865	1889
Mean :	1952.85	2084.23	1931.39	2057.52	2085.01	1569.83	1051.18
Std. Deviation :	1101.35	1208.71	1200.89	1020.36	1167.49	741.39	205.07

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	96857	29425	64603	1283	1546
Number of respondents :	355	109	234	5	7
Under \$75K	2621 3% 8	776 3% 2	1574 2% 5	0 0% 0	271 18% 1
\$75K to less than \$100K	1707 2% 8	464 2% 2	1243 2% 6	0 0% 0	0 0% 0
\$100K to less than \$125K	8147 8% 30	2099 7% 7	6048 9% 23	0 0% 0	0 0% 0
\$125K to less than \$150K	10131 10% 39	2178 7% 8	7713 12% 30	241 19% 1	0 0% 0
\$150K to less than \$175K	21178 22% 73	6221 21% 23	14741 23% 49	216 17% 1	0 0% 0
\$175K to less than \$200K	8219 8% 30	2364 8% 8	5658 9% 21	196 15% 1	0 0% 0
\$200K to less than \$250K	16854 17% 62	5774 20% 23	10211 16% 36	414 32% 1	455 29% 2

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	96857	29425	64603	1283	1546
Number of respondents :	355	109	234	5	7
Over \$250K	25716 27% 97	8959 30% 33	15722 24% 59	216 17% 1	820 53% 4
DK / NR	2284 2% 8	591 2% 3	1693 3% 5	0 0% 0	0 0% 0

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	105603	62733	25085	2859	11125	489	3312
Number of respondents :	391	241	90	10	34	2	14
Under \$75K	2621 2% 8	2442 4% 7	179 1% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$75k to less than \$100K	1707 2% 8	1422 2% 6	285 1% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$100K to less than \$125k	8299 8% 31	5006 8% 20	1002 4% 4	193 7% 1	2098 19% 6	0 0% 0	0 0% 0
\$125K to less than \$150K	11358 11% 43	7544 12% 30	1705 7% 7	263 9% 1	1845 17% 5	0 0% 0	0 0% 0
\$150K to less than \$175K	23378 22% 83	14356 23% 55	6028 24% 19	651 23% 2	1806 16% 5	216 44% 1	321 10% 1
\$175K to less than \$200K	10056 10% 37	6547 10% 27	2282 9% 7	0 0% 0	1226 11% 3	0 0% 0	0 0% 0

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	105603	62733	25085	2859	11125	489	3312
Number of respondents :	391	241	90	10	34	2	14
\$200K to less than \$250K	18398 17% 68	10786 17% 40	4548 18% 17	1134 40% 4	969 9% 3	273 56% 1	688 21% 3
Over \$250K	26968 26% 103	12884 21% 49	8392 33% 31	207 7% 1	3181 29% 12	0 0% 0	2303 70% 10
DK/NR	2819 3% 10	1746 3% 7	662 3% 2	411 14% 1	0 0% 0	0 0% 0	0 0% 0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	65723	21932	26333	9244	8214
Number of respondents :	238	76	97	37	28
Under \$75K	1503 2% 4	305 1% 1	471 2% 1	520 6% 1	206 3% 1
\$75K to less than \$100K	967 1% 5	424 2% 2	0 0% 0	543 6% 3	0 0% 0
\$100K to less than \$125K	4956 8% 19	3293 15% 12	1295 5% 5	173 2% 1	195 2% 1
\$125K to less than \$150K	6370 10% 23	4022 18% 14	1790 7% 7	274 3% 1	283 3% 1
\$150K to less than \$175K	12871 20% 43	6297 29% 20	3595 14% 13	1433 15% 5	1547 19% 5
\$175K to less than \$200K	6283 10% 23	1853 8% 7	3453 13% 12	419 5% 2	559 7% 2
\$200K to less than \$250K	13316 20% 46	3118 14% 10	5972 23% 22	1227 13% 5	2998 36% 9
Over \$250K	18230 28% 71	2211 10% 9	9586 36% 36	4244 46% 18	2189 27% 8

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	65723	21932	26333	9244	8214
Number of respondents :	238	76	97	37	28
DK/NR	1227 2% 4	408 2% 1	171 1% 1	411 4% 1	238 3% 1

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

	In which community are you most likely to buy a home ?						
	Total	Island of Montreal	South Shore	Laval	North Shore	Vaudreuil-Soulanges	Other
Population:	107047	41048	22455	10368	23530	2587	7059
Number of respondents:	392	136	92	37	93	10	24
Under \$75K	2621 2% 8	0 0% 0	897 4% 3	0 0% 0	982 4% 3	222 9% 1	520 7% 1
\$75K / \$100K	1707 2% 8	0 0% 0	693 3% 4	317 3% 1	697 3% 3	0 0% 0	0 0% 0
\$100K - \$125K	9005 8% 33	2216 5% 7	1038 5% 5	1589 15% 5	3557 15% 13	0 0% 0	607 9% 3
\$125K- \$150K	11504 11% 43	2321 6% 7	2942 13% 12	1189 11% 4	3618 15% 15	952 37% 3	481 7% 2
\$150K - \$175K	23562 22% 83	6301 15% 19	7421 33% 27	2109 20% 7	4778 20% 18	661 26% 3	2290 32% 9
\$175K - \$200K	9981 9% 36	3916 10% 11	2057 9% 9	833 8% 3	2433 10% 10	0 0% 0	742 11% 3
\$200K - \$250K	18852 18% 68	8613 21% 29	3328 15% 14	1663 16% 6	3349 14% 14	563 22% 2	1336 19% 3

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

		In which community are you most likely to buy a home ?					
	Total	Island of Montreal	South Shore	Laval	North Shore	Vaudreuil-Soulanges	Other
Population:	107047	41048	22455	10368	23530	2587	7059
Number of respondents:	392	136	92	37	93	10	24
Over \$250K	26996 25% 103	15816 39% 57	3842 17% 17	2124 20% 9	3944 17% 16	188 7% 1	1083 15% 3
DK/NR	2819 3% 10	1865 5% 6	238 1% 1	545 5% 2	171 1% 1	0 0% 0	0 0% 0

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	99810	18325	62292	18170	419	605
Number of respondents :	366	73	224	65	2	2
Under \$75K	2350 2% 7	0 0% 0	626 1% 2	1725 9% 5	0 0% 0	0 0% 0
\$75K to less than \$100K	1707 2% 8	218 1% 1	1013 2% 5	476 3% 2	0 0% 0	0 0% 0
\$100K to less than \$125K	7623 8% 29	474 3% 2	4877 8% 17	2272 13% 10	0 0% 0	0 0% 0
\$125K to less than \$150K	11002 11% 41	1812 10% 7	5634 9% 21	3556 20% 13	0 0% 0	0 0% 0
\$150K to less than \$175K	21307 21% 75	4196 23% 15	11944 19% 41	4643 26% 17	216 52% 1	308 51% 1
\$175K to less than \$200K	9375 9% 34	1022 6% 4	7591 12% 27	761 4% 3	0 0% 0	0 0% 0
\$200K to less than \$250K	18478 19% 66	3921 21% 17	11725 19% 41	2535 14% 7	0 0% 0	297 49% 1
Over \$250K	25839 26% 99	6273 34% 25	17569 28% 66	1795 10% 7	203 48% 1	0 0% 0

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

	Total	Location of new home ?				
		New subdivision/development	Established neighbourhood	Acreage	It depends	Other
Population :	99810	18325	62292	18170	419	605
Number of respondents :	366	73	224	65	2	2
DK/NR	2129 2% 7	409 2% 2	1313 2% 4	408 2% 1	0 0% 0	0 0% 0

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	99804	3856	20024	22556	16990	18107	8111	4120	2597	224	586	2633
Number of respondents :	362	13	64	82	62	72	32	14	10	1	2	10
Under \$75K	2399 2% 7	179 5% 1	727 4% 2	1023 5% 3	471 3% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$75K to less than \$100K	1489 1% 7	0 0% 0	748 4% 4	424 2% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	317 12% 1
\$100K to less than \$125K	8782 9% 32	254 7% 1	2122 11% 7	3906 17% 14	787 5% 3	1432 8% 6	0 0% 0	0 0% 0	281 11% 1	0 0% 0	0 0% 0	0 0% 0
\$125K to less than \$150K	11093 11% 41	665 17% 2	2557 13% 9	2393 11% 9	3523 21% 13	1203 7% 5	214 3% 1	303 7% 1	236 9% 1	0 0% 0	0 0% 0	0 0% 0
\$150K to less than \$175K	21732 22% 75	730 19% 2	7334 37% 23	4920 22% 19	4220 25% 14	2585 14% 11	816 10% 3	882 21% 2	245 9% 1	0 0% 0	0 0% 0	0 0% 0
\$175K to less than \$200K	9229 9% 34	0 0% 0	1134 6% 4	2288 10% 9	2231 13% 8	1632 9% 6	386 5% 2	1127 27% 3	431 17% 2	0 0% 0	0 0% 0	0 0% 0
\$200K to less than \$250K	17442 17% 62	1247 32% 4	2927 15% 8	3121 14% 12	3107 18% 12	3273 18% 13	3237 40% 11	255 6% 1	276 11% 1	0 0% 0	0 0% 0	0 0% 0
Over \$250K	25520 26% 97	781 20% 3	1682 8% 5	4070 18% 13	2402 14% 10	7811 43% 30	3203 39% 14	1553 38% 7	891 34% 3	224 100% 1	586 100% 2	2316 88% 9

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	99804	3856	20024	22556	16990	18107	8111	4120	2597	224	586	2633
Number of respondents :	362	13	64	82	62	72	32	14	10	1	2	10
DK/NR	2118 2% 7	0 0% 0	794 4% 2	411 2% 1	250 1% 1	171 1% 1	255 3% 1	0 0% 0	238 9% 1	0 0% 0	0 0% 0	0 0% 0

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

	Total	Own or rent current home	
		Own	Rent
Population :	109126	32711	76414
Number of respondents :	400	139	261
Under \$75K	2621 2% 8	0 0% 0	2621 3% 8
\$75K to less than \$100K	1707 2% 8	419 1% 2	1288 2% 6
\$100K to less than \$125K	9005 8% 33	825 3% 4	8181 11% 29
\$125K to less than \$150K	11740 11% 44	1484 5% 6	10256 13% 38
\$150K to less than \$175K	24119 22% 85	5881 18% 26	18238 24% 59
\$175K to less than \$200K	10366 9% 38	2624 8% 12	7742 10% 26
\$200K to less than \$250K	19441 18% 70	6445 20% 25	12996 17% 45
Over \$250K	27307 25% 104	14457 44% 61	12850 17% 43

Table 63 : Price of home searching for by Own/ Rent			
	Total	Own or rent current home	
		Own	Rent
Population :	109126	32711	76414
Number of respondents :	400	139	261
DK/NR	2819 3% 10	577 2% 3	2242 3% 7

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	108864	22271	35559	20451	30583	48919	59946
Number of respondents :	399	54	138	79	128	197	202
Under \$75K	2621 2% 8	1438 6% 3	493 1% 2	305 1% 1	385 1% 2	962 2% 4	1660 3% 4
\$75K to less than \$100K	1707 2% 8	317 1% 1	761 2% 4	629 3% 3	0 0% 0	428 1% 2	1279 2% 6
\$100K to less than \$125K	9005 8% 33	3618 16% 10	2046 6% 9	2295 11% 10	1046 3% 4	3169 6% 13	5837 10% 20
\$125K to less than \$150K	11740 11% 44	2207 10% 6	3811 11% 14	2342 11% 10	3379 11% 14	4912 10% 19	6827 11% 25
\$150K to less than \$175K	23858 22% 84	5835 26% 14	8615 24% 34	5119 25% 17	4288 14% 19	9650 20% 38	14208 24% 46
\$175K to less than \$200K	10366 10% 38	1892 8% 5	3691 10% 13	1437 7% 6	3346 11% 14	5060 10% 21	5306 9% 17
\$200K to less than \$250K	19441 18% 70	2806 13% 6	6531 18% 25	4098 20% 15	6007 20% 24	9782 20% 38	9660 16% 32

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	108864	22271	35559	20451	30583	48919	59946
Number of respondents :	399	54	138	79	128	197	202
Over \$250K	27307 25% 104	3750 17% 8	8527 24% 33	4225 21% 17	10804 35% 46	13630 28% 57	13677 23% 47
DK/NR	2819 3% 10	408 2% 1	1084 3% 4	0 0% 0	1326 4% 5	1326 3% 5	1492 2% 5

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	107119	6234	30421	35959	21926	9377	3201
Number of respondents :	393	25	116	132	77	33	10
Under \$75K	2621 2% 8	0 0% 0	982 3% 3	897 2% 3	742 3% 2	0 0% 0	0 0% 0
\$75K to less than \$100K	1707 2% 8	479 8% 2	67 0% 1	424 1% 2	317 1% 1	419 4% 2	0 0% 0
\$100K to less than \$125K	8594 8% 32	371 6% 2	2547 8% 10	3324 9% 11	1454 7% 6	643 7% 2	254 8% 1
\$125K to less than \$150K	11521 11% 43	651 10% 3	2520 8% 10	3469 10% 13	3234 15% 11	1234 13% 5	414 13% 1
\$150K to less than \$175K	23363 22% 82	1313 21% 5	7919 26% 28	6413 18% 24	4320 20% 15	2794 30% 9	603 19% 1
\$175K to less than \$200K	10366 10% 38	724 12% 3	3127 10% 12	4162 12% 16	1058 5% 3	1295 14% 4	0 0% 0
\$200K to less than \$250K	19100 18% 69	985 16% 4	5596 18% 21	6707 19% 24	4480 20% 15	820 9% 3	512 16% 2

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	107119	6234	30421	35959	21926	9377	3201
Number of respondents :	393	25	116	132	77	33	10
Over \$250K	27307 25% 104	1711 27% 6	7491 25% 30	9263 26% 35	5253 24% 20	2172 23% 8	1417 44% 5
DK/NR	2539 2% 9	0 0% 0	171 1% 1	1300 4% 4	1068 5% 4	0 0% 0	0 0% 0

Table 66 : Which of the following three categories best describes the size of your down payment on the home you are considering purchasing ?	
	Total
Population :	109126
Number of respondents :	400
Les than 5% down payment	11458 11% 43
5% to 24% down payment	56307 52% 203
25% or more down payment	33830 31% 125
DK	6509 6% 25
No answer	1020 1% 4

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

	Total
Population :	109126
Number of respondents :	400
Savings	63230 58% 222
Inheritance	2882 3% 11
Parents gift	2776 3% 8
Parents loan	1396 1% 5
Equity from present home	31085 28% 128
Investments (stocks, bonds)	6983 6% 26
Bank loan / Credit Union loan /(Caisse Populaire)	11164 10% 39
RRSP's/ home buyers plan	20830 19% 75
Other source(s)	1808 2% 6
DK	1456 1% 6
No answer	1658 2% 6

Table 68 : What is the main source of the down payment ?
(Frequencies to the first mention)

	Total
First mention	109126
Population :	400
Number of respondents :	54185 50% 189
Savings	2653 2% 10
Inheritance	1096 1% 3
Parents gift	255 0% 1
Parents loan	26635 24% 110
Equity from present home	2065 2% 7
Investments (stocks, bonds)	4968 5% 17
Bank loan/ credit union loan	12801 12% 47
RRSP's/ Home buyer's plan	12801 12% 47
Other sources	1353 1% 4
DK	1456 1% 6
No answer	1658 2% 6



CONSUMER INTENTIONS TO RENOVATE

A Look at Tomorrow's Customer Today

Montreal
Intentions Data Tables 2004



Canada

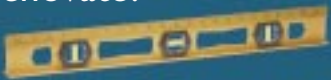
Definitions

How do we define someone who intends to purchase?



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

How do we define someone who intends to renovate?



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



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

The Right Information. Right Now.

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

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

Detailed Data for Your Market

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

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

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

Statistical Reliability of Data

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

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

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

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

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

Table 1 : Renovation intentions	
	Total
Population :	723102
Number of respondents :	1821
No intention	433910 60% 1080
Potential Renovator	14965 2% 39
Moderate (thinking of renovating)	60856 8% 150
Strong (Ready to renovate)	213371 30% 552

Table 2 : Renovation intender profile - Residence

Table 2 : Renovation intender profile - Residence	
	Total
Population :	289191
Number of respondents :	741
East Island	31160 11% 83
Middle Island	43899 15% 92
Middle West Island	24101 8% 46
West Island	30451 11% 75
Laval	28239 10% 82
South Shore	75393 26% 200
North Shore	55948 19% 163

Table 3 : Renovation intender profile - Age	
	Total
Population :	289191
Number of respondents :	741
18 to 24	3411 1% 8
25 to 34	37982 13% 105
35 to 44	91476 32% 237
45 to 54	83120 29% 221
55 to 64	49537 17% 117
65 +	20994 7% 48
No answer	2672 1% 5
Valid number :	286519
Mean :	46.71
Std. Deviation :	11.76

Table 4 : Renovation intender profile - Gender	
	Total
Population :	289191
Number of respondents :	741
Male	142462 49% 364
Female	146729 51% 377

Table 5 : Renovation intender profile – Household composition	
	Total
Population :	289191
Number of respondents :	741
One	37098 13% 62
Two	81758 28% 211
Three	67447 23% 174
Four	67658 23% 198
Five or more	34314 12% 94
No answer	916 0% 2
Valid number :	288275
Mean :	2.97
Std. Deviation :	1.31

Table 6 : Renovation intender profile – Children under 18 years of age in household	
	Total
Population :	288275
Number of respondents :	739
Yes	139176 48% 385
No	149099 52% 354

Table 7 : Renovation intender profile – Total household income

	Total
Population :	289191
Number of respondents :	741
Under 20K	3190 1% 8
20K to less than 40K	29854 10% 72
40K to less than 60K	60058 21% 147
60K to less than 80K	38631 13% 100
80K to less than 100K	53728 19% 150
100K to less than 120K	21971 8% 59
120K to less than 140K	13782 5% 36
140K to less than 160K	7630 3% 20
160K to less than 180K	4495 2% 12
180K to less than 200K	2988 1% 7
More than 200K	9362 3% 21
DK	15300 5% 39
No answer	28203 10% 70

Table 8 : Have you made renovations to your home in the past 12 months of \$1000 or more ?	
	Total
Population :	289191
Number of respondents :	741
Yes	183173 63% 476
No	105287 36% 263
Currently renovating	731 0% 2
DK	0 0% 0
No answer	0 0% 0

Table 9 : Thought about renovating : in the next twelve months, in which the total cost be \$1000 or more ?	
	Total
Population :	289191
Number of respondents :	741
Yes	289191 100% 741
No	0 0% 0
DK	0 0% 0
No answer	0 0% 0

Table 10 : Chances of renovating in next 12 months	
	Total
Population :	289191
Number of respondents :	741
High	213371 74% 552
50/50	60856 21% 150
Low	14965 5% 39
DK	0 0% 0
No answer	0 0% 0

Table 11 : Chances of renovating in next 6 months	
	Total
Population :	289191
Number of respondents :	741
High	129025 45% 337
50/50	64347 22% 154
Low	94599 33% 246
DK	1221 0% 4
No answer	0 0% 0

Table 12 : All home renovations planned	
	Total
Population :	273355
Number of respondents :	399
Paint/ wallpaper - one room	7120 3% 11
Paint/ wallpaper - more than one room	22084 8% 33
Paint/ wallpaper - whole house	14955 5% 20
Kitchen - cabinets/ counter top	18225 7% 27
Kitchen - complete renovation	19529 7% 29
Bathroom - fixture/ cabinets/ counter	13243 5% 20
Bathroom - tile	3383 1% 6
Bathroom - complete renovation	38801 14% 56
Bathroom - addition/ basement conversion	10568 4% 17
Carpet/ flooring - one room	14265 5% 20
Carpet/ flooring - more than one room	30765 11% 40
Carpet/ flooring - whole house	4308 2% 7
Rec room - new addition	1906 1% 3
Rec room - basement conversion	7338 3% 12
Rec room - drywall/ plastering	1357 0% 2

Table 12 : All home renovations planned	
	Total
Population :	273355
Number of respondents :	399
Doors	14265 5% 21
Windows/ skylights	36761 13% 52
Add a pool/ hot tub/ sauna	1021 0% 2
Build a garage	6827 2% 10
Deck/ patio	20224 7% 29
Exterior painting	2554 1% 3
Eavestrough/ gutters	3431 1% 6
Fence	4175 2% 7
Foundation	4933 2% 7
Landscaping	13557 5% 19
Ornamental lighting	1061 0% 1
Roofing	18598 7% 25
Siding/ stucco/ brick or masonry work/ chimney	11448 4% 19
Sidewalk/ driveway	9878 4% 16
Add/ refurbish closets/ cabinets/ drawers	2830 1% 4
Insulation	5649 2% 9

Table 12 : All home renovations planned

Table 12 : All home renovations planned	
	Total
Population :	273355
Number of respondents :	399
Other room - new addition/ extension	9316 3% 15
Other room - drywall/ plastering/ remodeling	9015 3% 14
Walls - remove/ replace/ remodel	10104 4% 17
Add a fireplace/ repair/ replace	1967 1% 3
Furnace/ heating system	6016 2% 8
Hot-water heater	0 0% 0
Air conditioning - new install or replace	694 0% 1
Wiring	1763 1% 3
Plumbing	3364 1% 5
Stairs/ railing/ ramp	4972 2% 7
Installation of the basement	9520 3% 15
Major renovation/ addition extension/ 2 nd floor	3359 1% 4
Other	6891 3% 10
DK	740 0% 1
No answer	449 0% 1

Table 13 : Who will do the renovations : Repair/ Maintenance	
	Total
Population :	66527
Number of respondents :	96
Do it all yourself	34873 52% 53
Contract all the work out – Pay someone to do it	25767 39% 35
Both – do some yourself and contract some out	4505 7% 6
DK	694 1% 1
No answer	687 1% 1

Table 14 : Who will do the renovations : Replacement/ Installation	
	Total
Population :	148946
Number of respondents :	214
Do it all yourself	53522 36% 80
Contract all the work out – Pay someone to do it	73877 50% 102
Both – do some yourself and contract some out	19431 13% 28
DK	2116 1% 4
No answer	0 0% 0

Table 15 : Who will do the renovations : Remodeling

Table 15 : Who will do the renovations : Remodeling	
	Total
Population :	114781
Number of respondents :	169
Do it all yourself	65129 57% 97
Contract all the work out – Pay someone to do it	33620 29% 46
Both- do some yourself and contract some out	14577 13% 24
DK	769 1% 1
No answer	687 1% 1

Table 16 : Amount planned to spend on Repair/ Maintenance

Table 16 : Amount planned to spend on Repair/ Maintenance	
	Total
Population :	66527
Number of respondents :	96
Up to \$1000	8731 13% 13
\$1001 to \$2000	7226 11% 10
\$2001 to \$3000	1616 2% 2
\$3001 to \$5000	7030 11% 9
\$5001 to \$10000	5198 8% 7
\$10001 to \$25000	1822 3% 3
Over \$25000	0 0% 0
DK/NR	34903 52% 52
Valid number :	31624
Mean :	4094.68
Std. Deviation :	4289.83

Table 17 : Amount planned to spend on Replacement/ Installation

	Total
Population :	148946
Number of respondents :	214
Up to \$1000	7862 5% 11
\$1001 to \$2000	12169 8% 17
\$2001 to \$3000	10053 7% 15
\$3001 to \$5000	14134 9% 21
\$5001 to \$10000	22759 15% 31
\$10001 to \$25000	4435 3% 7
Over \$25000	3308 2% 5
DK/NR	74226 50% 107
Valid number :	74720
Mean :	7662.31
Std. Deviation :	13425.72

Table 18 : Amount planned to spend on Remodeling

Table 18 : Amount planned to spend on Remodeling	
	Total
Population :	114781
Number of respondents :	169
Up to \$1000	3893 3% 6
\$1001 to \$2000	9965 9% 12
\$2001 to \$3000	5454 5% 7
\$3001 to \$5000	11385 10% 17
\$5001 to \$10000	7043 6% 7
\$10001 to \$25000	4119 4% 7
Over \$25000	3679 3% 6
DK/NR	69243 60% 107
Valid number :	45538
Mean :	8934.80
Std Deviation :	15059.57

Table 19 : Amount planned to spend on all renovations

Table 19 : Amount planned to spend on all renovations	
	Total
Population :	134461
Number of respondents :	189
Up to \$1000	12657 9% 18
\$1001 to \$2000	27640 21% 39
\$2001 to \$3000	13772 10% 19
\$3001 to \$5000	25858 19% 37
\$5000 to \$10000	35293 26% 46
\$10001 to \$25000	12098 9% 19
Over \$25000	7143 5% 11
Valid number :	134461
Mean :	8246.96
Std. Deviation :	13851.52

Table 20 : In the last six months, have you thought about repairing/ replacing something/ remodeling but decided to defer the project ?	
	Total
Population :	314053
Number of respondents :	783
Yes	44626 14% 115
No	267473 85% 664
DK	778 0% 2
No answer	1177 0% 2

Table 21 : Reasons decided not to renovate	
	Total
Population :	44626
Number of respondents :	115
Change in financial situation/ cannot afford it	12038 27% 27
Change in job situation	2758 6% 7
Cost too high (loan interest rates, materials, contractors)	12127 27% 34
General worry about the economy/ not a good time to buy	822 2% 3
Decided I like my house	1143 3% 4
Just bought a home	897 2% 3

Table 21 : Reasons decided not to renovate

Table 21 : Reasons decided not to renovate	
	Total
Population :	44626
Number of respondents :	115
Just renovated	0 0% 0
Sold the home/ selling home	1696 4% 5
No longer the right time (children in school, too old, retiring soon, etc)	3611 8% 11
Too busy/ is a hassle/ do not want to disrupt the family now	5094 11% 13
Need to deal with debts/ existing mortgage	386 1% 1
Condo rules	0 0% 0
Not worth putting money into home/ home too old	0 0% 0
Unspecified personal reasons	2154 5% 5
Other	3784 8% 8
DK	458 1% 1
No answer	0 0% 0

Table 22 : Home renovation intentions by Current residence of respondent

	Total	Current residence						
		East Island	Middle Island	Middle West Island	West Island	Laval	South Shore	North Shore
Population :	289191	31160	43899	24101	30451	28239	75393	55948
Number of respondents :	741	83	92	46	75	82	200	163
Potential Renovator	14965 5%	2234 7%	3098 7%	881 4%	1173 4%	2406 9%	2662 4%	2512 4%
	39	6	5	2	3	8	7	8
Moderate (thinking of renovating)	60856 21%	6772 22%	10013 23%	4028 17%	7894 26%	6456 23%	14779 20%	10914 20%
	150	16	19	7	19	19	35	35
Strong (ready to renovate)	213371 74%	22154 71%	30788 70%	19192 80%	21384 70%	19377 69%	57952 77%	42523 76%
	552	61	68	37	53	55	158	120

Table 23 : Home renovation intentions by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	245688	3190	29854	60058	38631	53728	21971	13782	7630	4495	2988	9362
Number of respondents :	632	8	72	147	100	150	59	36	20	12	7	21
Potential Renovator	12440 5%	1283 40%	2161 7%	3058 5%	1867 5%	1727 3%	637 3%	1119 8%	589 8%	0 0%	0 0%	0 0%
	31	3	6	8	5	4	2	2	1	0	0	0
Moderate (thinking of renovating)	51520 21%	0 0%	8094 27%	15760 26% +	8437 22%	9356 17%	5785 26%	1067 8% --	0 0%	664 15%	521 17%	1836 20%
	127	0	20	38	21	25	13	3	0	2	1	4
Strong (ready to renovate)	181728 74%	1908 60%	19599 66%	41240 69% -	28327 73%	42645 79% +	15549 71%	11596 84%	7041 92%	3831 85%	2467 83%	7526 80%
	474	5	46	101	74	121	44	31	19	10	6	17

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	288275	37098	81758	67447	101972	139176	149099
Number of respondents :	739	62	211	174	292	385	354
Potential Renovator	14965 5%	1123 3%	5555 7%	4455 7%	3832 4%	5481 4%	9484 6%
Moderate (thinking of renovating)	39	2	15	11	11	15	24
	60856 21%	9757 26%	17470 21%	13036 19%	20594 20%	26344 19%	34512 23%
Strong (ready to renovate)	150	14	44	34	58	74	76
	212455 74%	26218 71%	58734 72%	49955 74%	77547 76%	107352 77%	105103 70%
	550	46	152	129	223	++ 296	-- 254

Table 25 : Home renovation intentions by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	286519	3411	37982	91476	83120	49537	20994
Number of respondents :	736	8	105	237	221	117	48
Potential Renovator	14965 5%	0 0%	612 2%	3962 4%	2893 3%	3903 8%	3595 17%
	39	0	- 2	9	9	10	++++ 9
Moderate (thinking of renovating)	60106 21%	0 0%	5687 15%	17611 19%	17536 21%	14494 29%	4778 23%
	149	0	15	45	46	++ 33	10
Strong (ready to renovate)	211449 74%	3411 100%	31683 83%	69903 76%	62691 75%	31140 63%	12622 60%
	548	8	++ 88	183	166	--- 74	-- 29

Table 26 : Home renovation intentions by All renovations planned

	Total	Renovations planned							
		Paint/ wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ Windows	External construction / repairs	Other
Population :	261857	44160	37205	62717	49338	10067	46449	80477	50962
Number of respondents :	382	64	55	93	67	16	67	117	78
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0	0	0
Moderate (thinking of renovating)	50753 19%	8087 18%	7660 21%	12788 20%	5008 10%	956 9%	11898 26%	15078 19%	6864 13%
	74	11	12	18	8	2	16	22	11
Strong (ready to renovate)	211104 81%	36073 82%	29545 79%	49929 80%	44330 90%	9111 91%	34551 74%	65399 81%	44099 87%
	308	53	43	75	59	14	51	95	67

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

	Amount planned to spend on all renovations							
	Total	Up to \$1000	\$1001 to \$2000	\$2001 to \$3000	\$3001 to \$5000	\$5001 to \$10000	\$10001 to \$25000	Over \$25000
Population :	134461	12657	27640	13772	25858	35293	12098	7143
Number of respondents :	189	18	39	19	37	46	19	11
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Moderate (thinking of renovating)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	20336 15%	4403 35%	5353 19%	1909 14%	2894 11%	4662 13%	406 3%	708 10%
	30	6	9	2	4	7	1	1
Strong (ready to renovate)	114125 85%	8253 65%	22287 81%	11863 86%	22964 89%	30631 87%	11692 97%	6435 90%
	159	12	30	17	33	39	18	10

Table 28 : Who will do the REPAIRS by Current residence of respondent

	Total	Current residence						
		East Island	Middle Island	Middle West Island	West Island	Laval	South Shore	North Shore
Population :	66527	6996	9506	4467	7892	6541	21364	9760
Number of respondents :	96	11	11	5	11	9	32	17
Do it all yourself	34873 52%	4905 70%	2800 29%	589 13%	2834 36%	2838 43%	12690 59%	8216 84%
	53	8	2	1	3	4	21	14
Contract all the work out – pay someone to do it	25767 39%	492 7%	6706 71%	3191 71%	3642 46%	3703 57%	6489 30%	1544 16%
	35	1	9	3	6	5	8	3
Both – do some yourself and contract some out	4505 7%	1598 23%	0 0%	0 0%	723 9%	0 0%	2185 10%	0 0%
	6	2	0	0	1	0	3	0
DK	694 1%	0 0%	0 0%	0 0%	694 9%	0 0%	0 0%	0 0%
	1	0	0	0	1	0	0	0
No answer	687 1%	0 0%	0 0%	687 15%	0 0%	0 0%	0 0%	0 0%
	1	0	0	1	0	0	0	0

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

	Total	Current residence						
		East Island	Middle Island	Middle West Island	West Island	Laval	South Shore	North Shore
Population :	114781	9108	12648	8221	11385	12682	31771	28966
Number of respondents :	169	14	15	9	14	21	50	46
Do it all yourself	65129 57%	3794 42%	3068 24%	5564 68%	7746 68%	5771 46%	20752 65%	18434 64%
	97	6	3	6	10	9	33	30
Contract all the work out – pay someone to do it	33620 29%	1375 15%	8919 71%	1970 24%	2870 25%	4873 38%	7712 24%	5901 20%
	46	2	11	2	3	8	11	9
Both - do some yourself and contract some out	14577 13%	3939 43%	662 5%	0 0%	0 0%	2038 16%	3307 10%	4631 16%
	24	6	1	0	0	4	6	7
DK	769 1%	0 0%	0 0%	0 0%	769 7%	0 0%	0 0%	0 0%
	1	0	0	0	1	0	0	0
No answer	687 1%	0 0%	0 0%	687 8%	0 0%	0 0%	0 0%	0 0%
	1	0	0	1	0	0	0	0

Table 31 : Who will do the REPAIRS by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	55943	644	6918	14861	11121	12821	6044	1819	1040	0	0	674
Number of respondents :	83	1	10	21	18	20	8	3	1	0	0	1
Do it all yourself	30968 55%	0 0%	3165 46%	11302 76%	7566 68%	7795 61%	530 9%	611 34%	0 0%	0 0%	0 0%	0 0%
	48	0	5	16	12	13	1	1	0	0	0	0
Contract all the work out – pay someone to do it	20582 37%	644 100%	3753 54%	3559 24%	2350 21%	3808 30%	4231 70%	522 29%	1040 100%	0 0%	0 0%	674 100%
	29	1	5	5	4	6	5	1	1	0	0	1
Both – do some yourself and contract some out	3706 7%	0 0%	0 0%	0 0%	1205 11%	1218 9%	1283 21%	0 0%	0 0%	0 0%	0 0%	0 0%
	5	0	0	0	2	1	2	0	0	0	0	0
DK	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	0	0	0	0	0	0	0	0
No answer	687 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	687 38%	0 0%	0 0%	0 0%	0 0%
	1	0	0	0	0	0	0	1	0	0	0	0

Table 33 : Who will do the REMODELING by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	100777	0	9288	17811	22910	23080	9837	9016	3531	787	1591	2926
Number of respondents :	149	0	14	26	32	37	14	13	6	1	1	5
Do it all yourself	57732 57%	0 0%	4181 45%	11802 66%	13252 58%	14510 63%	4741 48%	4771 53%	1494 42%	787 100%	1591 100%	604 21%
	87	0	7	18	19	23	8	7	2	1	1	1
Contract all the work out – pay someone to do it	29724 29%	0 0%	3904 42%	3881 22%	5511 24%	5956 26%	5095 52%	3558 39%	644 18%	0 0%	0 0%	1174 40%
	40	0	5	5	7	9	6	5	1	0	0	2
Both – do some yourself and contract some out	11866 12%	0 0%	1203 13%	2128 12%	3379 15%	2614 11%	0 0%	0 0%	1393 39%	0 0%	0 0%	1148 39%
	20	0	2	3	5	5	0	0	3	0	0	2
DK	769 1%	0 0%	0 0%	0 0%	769 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	1	0	0	0	1 ++	0	0	0	0	0	0	0
No answer	687 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	687 8%	0 0%	0 0%	0 0%	0 0%
	1	0	0	0	0	0	0	1	0	0	0	0

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	65700	6025	23636	11099	24940	33481	32218
Number of respondents :	95	6	33	17	39	53	42
Do it all yourself	34873 53%	1691 28%	11673 49%	7067 64%	14443 58%	21069 63%	13804 43%
	53	2	17	11	23	+ 34	- 19
Contract all the work out - pay someone to do it	24940 38%	4334 72%	10745 45%	3338 30%	6523 26%	8438 25%	16502 51%
	34	4	15	5	- 10	--- 13	+++ 21
Both – do some yourself and contract some out	4505 7%	0 0%	1218 5%	0 0%	3287 13%	3287 10%	1218 4%
	6	0	1	0	+ 5	5	1
DK	694 1%	0 0%	0 0%	694 6%	0 0%	0 0%	694 2%
	1	0	0	1	0	0	1
No answer	687 1%	0 0%	0 0%	0 0%	687 3%	687 2%	0 0%
	1	0	0	0	1	1	0

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	147293	17864	40502	32598	56329	73061	74232
Number of respondents :	212	17	60	45	90	113	99
Do it all yourself	53522 36%	3452 19%	13298 33%	12313 38%	24459 43%	34508 47%	19014 26%
	80	3	21	17	+ 39	+++ 54	--- 26
Contract all the work out – pay someone to do it	72223 49%	11501 64%	22942 57%	16012 49%	21768 39%	27872 38%	44351 60%
	100	11	32	22	-- 35	--- 43	+++ 57
Both – do some yourself and contract some out	19431 13%	2911 16%	3809 9%	3192 10%	9519 17%	10680 15%	8751 12%
	28	3	6	4	15	16	12
DK	2116 1%	0 0%	453 1%	1080 3%	583 1%	0 0%	2116 3%
	4	0	1	2	1	- 0	+ 4
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	114781	12183	22407	29073	51118	65657	49124
Number of respondents :	169	11	34	41	83	103	66
Do it all yourself	65129 57%	5882 48%	12667 57%	20338 70%	26243 51%	41159 63%	23969 49%
	97	5	19	++ 29	44	+ 65	- 32
Contract all the work out – pay someone to do it	33620 29%	4480 37%	7538 34%	7481 26%	14121 28%	14899 23%	18721 38%
	46	4	11	10	21	-- 22	++ 24
Both – do some yourself and contract some out	14577 13%	1821 15%	2203 10%	1254 4%	9299 18%	8143 12%	6434 13%
	24	2	4	- 2	+ 16	14	10
DK	769 1%	0 0%	0 0%	0 0%	769 2%	769 1%	0 0%
	1	0	0	0	1	1	0
No answer	687 1%	0 0%	0 0%	0 0%	687 1%	687 1%	0 0%
	1	0	0	0	1	1	0

Table 37 : Who will do the REPAIRS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	65700	0	5966	19709	21879	12636	5510
Number of respondents :	95	0	9	30	32	17	7
Do it all yourself	34873 53%	0 0%	4424 74%	9788 50%	14337 66%	4977 39%	1347 24%
	53	0	7	16	21	7	2
Contract all the work out – pay someone to do it	24940 38%	0 0%	1542 26%	6887 35%	4688 21%	7659 61%	4163 76%
	34	0	2	10	7	10	5
Both – do some yourself and contract some out	4505 7%	0 0%	0 0%	2346 12%	2159 10%	0 0%	0 0%
	6	0	0	3	3	0	0
DK	694 1%	0 0%	0 0%	0 0%	694 3%	0 0%	0 0%
	1	0	0	0	1	0	0
No answer	687 1%	0 0%	0 0%	687 3%	0 0%	0 0%	0 0%
	1	0	0	1	0	0	0

Table 38 : Who will do the REPLACEMENTS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Population :	146365	1336	17664	44566	45184	27521	10094
Number of respondents :	211	2	27	66	68	36	12
Do it all yourself	53522 37%	1336 100%	9496 54%	16600 37%	18199 40%	5408 20%	2483 25%
	80	2	15	26	26	-- 9	2
Contract all the work out – pay someone to do it	71296 49%	0 0%	5242 30%	22220 50%	19218 43%	17728 64%	6888 68%
	99	0	7	31	31	++ 21	9
Both – do some yourself and contract some out	19431 13%	0 0%	2927 17%	5292 12%	7184 16%	3305 12%	723 7%
	28	0	5	8	10	4	1
DK	2116 1%	0 0%	0 0%	453 1%	583 1%	1080 4%	0 0%
	4	0	0	1	1	2	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 39 : Who will do the REMODELING by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	113883	2466	22626	38519	37354	8889	4029
Number of respondents :	168	2	34	58	56	13	5
Do it all yourself	65129 57%	2466 100%	16519 73%	19408 50%	19000 51%	5826 66%	1910 47%
	97	2	++ 26	29	29	8	3
Contract all the work out – pay someone to do it	32722 29%	0 0%	3742 17%	11846 31%	11952 32%	3063 34%	2119 53%
	45	0	- 4	17	17	5	2
Both – do some yourself and contract some out	14577 13%	0 0%	2365 10%	5810 15%	6402 17%	0 0%	0 0%
	24	0	4	10	10	0	0
DK	769 1%	0 0%	0 0%	769 2%	0 0%	0 0%	0 0%
	1	0	0	1	0	0	0
No answer	687 1%	0 0%	0 0%	687 2%	0 0%	0 0%	0 0%
	1	0	0	1	0	0	0

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

	Total	Renovations planned							
		Paint / wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ windows	External construction / repairs	Other
Population :	104953	13390	24619	36227	16730	6242	10558	28127	27808
Number of respondents :	154	20	38	53	24	11	17	40	41
Do it all yourself	59719 57%	7466 56%	14018 57%	22704 63%	13196 79%	3071 49%	5103 48%	12565 45%	19983 72%
	88	12	21	33	19	5	9	- 19	++ 30
Contract all the work out – pay someone to do it	31404 30%	5341 40%	6727 27%	10104 28%	3080 18%	1902 30%	3463 33%	10508 37%	5867 21%
	43	7	11	14	4	3	4	13	8
Both – do some yourself and contract some out	12375 12%	582 4%	3874 16%	3419 9%	454 3%	1269 20%	1992 19%	3599 13%	1958 7%
	21	1	6	6	1	3	4	6	3
DK	769 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	769 3%	0 0%
	1	0	0	0	0	0	0	+ 1	0
No answer	687 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	687 2%	0 0%
	1	0	0	0	0	0	0	+ 1	0

Table 43 : In planning your renovation, have you contacted a contractor for information about your renovations ?	
	Total
Population :	274226
Number of respondents :	400
Yes	81855 30% 117
No	192371 70% 283
DK	0 0% 0
No answer	0 0% 0

Table 44 : Have you priced out the cost of materials and labour for this(these) project(s) ?	
	Total
Population :	274226
Number of respondents :	400
Yes	142623 52% 200
No	129598 47% 197
DK	2005 1% 3
No answer	0 0% 0

Table 45 : Which of the following categories does the project you are planning fall into ?	
	Total
Population :	274226
Number of respondents :	400
Repairs and maintenance	66527 24% 96
Remodeling and alteration	114781 42% 169
Replacement of existing equipment	148946 54% 214
DK	0 0% 0
No answer	0 0% 0

Table 46 : Have you done any of the following ?	
	Total
Population :	273804
Number of respondents :	399
Read any publications for information on home renovation	110782 40% 163
Watched any TV programs or videos on home renovation	113414 41% 165
Searched on the Internet for information on home renovation	68000 25% 102
No/ None of these	96821 35% 141
DK/NR	0 0% 0

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

Table 47 : How will you pay for this renovation work ?	
	Total
Population :	273700
Number of respondents :	399
Pay for it from savings/ pay as you go/ cash	217025 79% 314
Loan (from financial institution)	11406 4% 17
Credit charge/ credit card/ put it on credit line	19265 7% 26
Finance it at mortgage renewal	17281 6% 27
Borrow from a friend or parents	0 0% 0
Other	0 0% 0
DK/NR	12822 5% 20

Table 48 : Renovation intender	
	Total
Population :	740238
Number of respondents :	1863
Deferred intenders	40605 5% 102
Potential Renovator	14965 2% 39
Moderate (thinking of renovating)	60856 8% 150
Strong (ready to renovate)	213371 29% 552
No intention	410441 55% 1020

Table 49 : Do you own or rent your home ?	
	Total
Population :	1473490
Number of respondents :	3420
Owner	741166 50% 1865
Renter	732325 50% 1555
DK	0 0% 0
No answer	0 0% 0