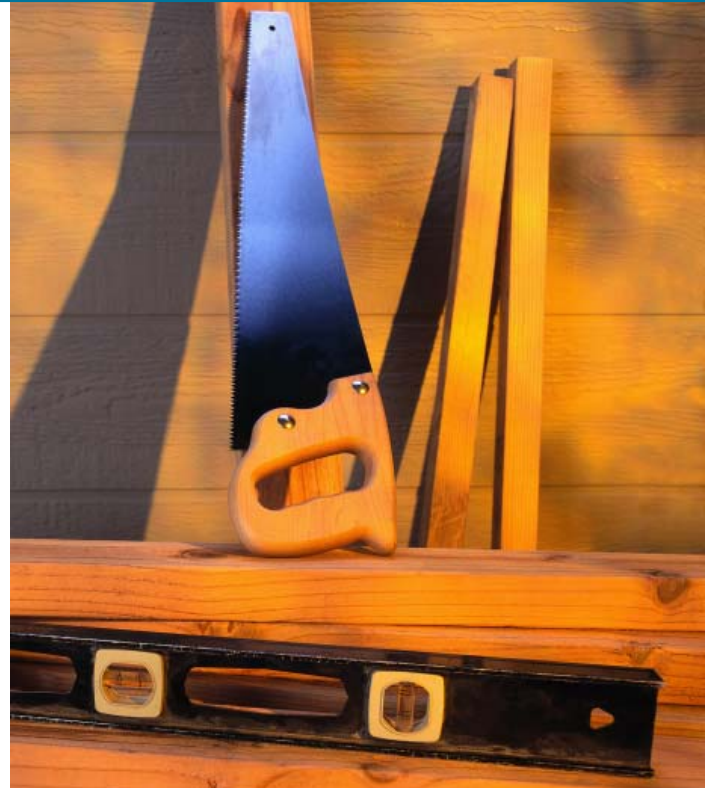


CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

Montreal - 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:
Montreal Intentions Data Tables 2006**

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Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 1: Home purchase intenders			
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)	397	11.2%	177,109
Yes (High / 50/50 only)	371	10.5%	165,510
No	3,093	87.4%	1,379,841
Total	3,537	100.0%	1,577,917

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%.

Table 2: Home purchase intender profile—Chances of buying a home in the next 12 months			
What are the chances you will buy a home in the next 12 months?	Count	Percent	Estimated Households
No Chance	2	0.5%	892
Low	26	6.5%	11,599
50/50	138	34.6%	61,564
High	233	58.4%	103,945
Total	399	100%	178,001

Table 3: Own or rent residence (High / 50/50 / Low)			
First, do you own or rent your residence?	Count	Percent	Estimated Households
Own	153	38.3%	68,256
Rent	246	61.7%	109,745
Total	399	100%	178,001

Table 4: Purchase residence in past 12 months			
Did you buy this residence within the past 12 months?	Count	Percent	Estimated Households
Yes	13	9.0%	5,800
No	132	91.0%	58,888
Total	145	100%	64,687

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 5: Home purchase intender profile–age			
In which of the following age groups do you belong?	Count	Percent	Estimated Households
18-24 years	19	5.1%	8,476
25-34 years	112	30.2%	49,965
35-44 years	123	33.2%	54,873
45-54 years	55	14.8%	24,537
55-64 years	40	10.8%	17,845
65+ years	13	3.5%	5,800
Don't know / No response	9	2.4%	4,015
Total	371	100%	165,510

Table 6: Home purchase intender profile–own or rent current home			
First, do you own or rent your residence?	Count	Percent	Estimated Households
Own	145	39.1%	64,687
Rent	226	60.9%	100,823
Total	371	100%	165,510

Table 7: Home purchase intender profile–Household composition			
In total, how many people including yourself currently live in your household?	Count	Percent	Estimated Households
One	45	12.1%	20,075
Two	130	35.0%	57,995
Three	80	21.6%	35,689
Four	70	18.9%	31,228
Five or more	37	10.0%	16,506
No Response	9	2.4%	4,015
Total	371	100%	165,510
Mean	2.79		
Standard deviation	1.19		

Table 8: Home purchase intender profile–Households where there are /are not Children under 18 years of age in household			
Are there children under 18 years of age in your household?	Count	Percent	Estimated Households
Yes	164	44.2%	73,163
No	207	55.8%	92,347
Total	371	100%	165,510

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

What is your total household income?	Count	Percent	Estimated Households
Under \$20k	15	4.0%	6,692
\$20k to less than \$40k	40	10.8%	17,845
\$40k to less than \$60k	65	17.5%	28,998
\$60k to less than \$80k	62	16.7%	27,659
\$80k to less than \$100k	65	17.5%	28,998
\$100k to less than \$120k	22	5.9%	9,815
\$120k to less than \$140k	12	3.2%	5,353
\$140k to less than \$160k	4	1.1%	1,784
\$160k to less than \$180k	7	1.9%	3,123
\$180k to less than \$200k	0	0	0
More than 200k	4	1.1%	1,784
Don't Know	21	5.7%	9,368
No Response	54	14.6%	24,090
Total	371	100%	165,510

In the past 6 months, have you seriously thought about buying a residence?	Count	Percent	Estimated Households
Yes	204	6.5%	90,793
No	2,858	91.0%	1,274,918
Don't Know	9	0.3%	3,815
No Response	70	2.2%	31,282
Total	3,140	100%	1,400,808

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

In which community are you most likely to buy a home?	Count	Percent	Estimated Households
Island of Montreal	126	34.0%	56,211
South Shore	64	17.3%	28,552
Laval	40	10.8%	17,845
North Shore	38	10.2%	16,953
Vaudreuil-Soulanges	11	3.0%	4,907
Country Area / Outside city limits	32	8.6%	14,276
Other (Specify)	41	11.1%	18,291
Don't know	8	2.2%	3,569
No Response	11	3.0%	4,907
Total	371	100%	165,510

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 12: Home purchase intender profile—Type of home looking for / intending to buy			
What would be your first choice for purchasing a residence?	Count	Percent	Estimated Households
Brand new	92	24.8%	41,043
Pre-owned home	230	62.0%	102,607
Other	8	2.2%	3,569
Don't Know	28	7.5%	12,491
No Response	13	3.5%	5,800
Total	371	100%	165,510

Table 13a: Home purchase intender profile— Dwelling Type of home looking for / intending to buy			
Would you most likely purchase a...	Count	Percent	Estimated Households
Single detached home	196	52.8%	87,439
Semi-detached home or duplex	77	20.8%	34,351
Row or Town house, only share common walls	14	3.8%	6,246
Apartment	42	11.3%	18,737
Other	15	4.0%	6,692
Don't Know	16	4.3%	7,138
No Response	11	3.0%	4,907
Total	371	100%	165,510

Table 13b: Home purchase intender profile—Condominium ownership: home looking for / intending to buy			
Would this be a condominium type of ownership?	Count	Percent	Estimated Households
Yes	45	30.4%	20,075
No	59	39.9%	26,321
Don't Know	6	4.1%	2,677
No Response	38	25.7%	16,953
Total	148	100.0%	66,026

Table 14: Home purchase intender profile—Type of neighbourhood preferred: home looking for / intending to buy			
Would that be in a...	Count	Percent	Estimated Households
New subdivision/ development	66	17.8%	29,444
An established neighbourhood	221	59.6%	98,592
Acreage / farm	45	12.1%	20,075
Other	3	0.8%	1,338
Don't Know	23	6.2%	10,261
No Response	13	3.5%	5,800
Total	371	100%	165,510

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 15: Home purchase intender profile—Price range of home looking for: home looking for / intending to buy			
How much do you expect to pay for your next residence?	Count	Percent	Estimated Households
Under \$200k	176	47.4%	78,517
\$200k to less than \$250k	71	19.1%	31,674
\$250k to less than \$300k	47	12.7%	20,968
\$300k to less than \$350k	16	4.3%	7,138
\$350k to less than \$400k	14	3.8%	6,246
\$400k to less than \$500k	9	2.4%	4,015
Over \$500k	3	0.8%	1,338
Don't Know / No Response	35	9.4%	15,614
Total	371	100%	165,510

Table 16: Home purchase intender profile (Homeowners)—Price range of home looking for compared to current home			
Would this be more, less or about the same as the value of your current residence?	Count	Percent	Estimated Households
More	56	38.6%	24,983
Same	23	15.9%	10,261
Less	46	31.7%	20,521
Don't Know	2	1.4%	892
No Response	18	12.4%	8,030
Total	145	100%	64,687

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

Table 17: Home purchase intender profile—Size of home looking for / intending to purchase (sq ft)			
How many square feet are you looking for?	Count	Percent	Estimated Households
Up to 1200 sq ft	72	19.4%	32,121
1201 - 2000 sq ft	88	23.7%	39,258
2001 - 3000 sq ft	49	13.2%	21,860
Over 3000 sq ft	33	8.9%	14,722
Don't Know	124	33.4%	55,319
No Response	5	1.3%	2,231
Total	371	100%	165,510

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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	232	62.5%	103,499
Same	70	18.9%	31,228
Smaller	50	13.5%	22,306
Don't Know	7	1.9%	3,123
No Response	12	3.2%	5,353
Total	371	100%	165,510

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	34	15.3%	5,132
Costs too high	108	48.1%	48,067
Decided to renovate / just renovated	5	2.3%	2,225
Cannot find a suitable house/location	17	7.6%	7,566
Cannot sell my existing residence	2	0.8%	890
Prefer to rent / Do not want to own	3	1.5%	1,335
Personal reasons (Specified or Unspecified)	21	9.2%	9,346
Other	31	13.7%	13,796
Don't Know	2	0.8%	890
No Response	2	0.8%	890
Total	225	100%	
204 valid cases			

*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	60	41.4%	26,767
No	81	55.9%	36,136
No Response	4	2.8%	1,784
Total	145	100%	64,687

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	198	53.4%	88,331
No	162	43.7%	72,271
No Response	11	3.0%	4,907
Total	371	100%	165,510

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 22: Home purchase intender profile—Read any publications for information on the housing market?			
Have you read any publications for information on the housing market?	Count	Percent	Estimated Households
Yes	205	55.3%	91,454
No	152	41.0%	67,810
Don't Know	3	0.8%	1,338
No Response	11	3.0%	4,907
Total	371	100%	165,510

Table 23: Home purchase intender profile—Talked to a financial institution about obtaining a mortgage?			
Have you talked to a financial institution about obtaining a mortgage?	Count	Percent	Estimated Households
Yes	198	53.4%	
No	162	43.7%	
No Response	11	3.0%	
Total	371	100%	

Table 24: Home purchase intender profile—Been pre-approved for a mortgage?			
Have you been pre-approved for a mortgage?	Count	Percent	Estimated Households
Yes	150	75.8%	88,331
No	38	19.2%	72,271
Don't Know	10	5.1%	4,907
Total	198	100%	165,510

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

Table 25: Home purchase intender profile—Have you contacted a builder / developer for information about a brand new home?			
Have you contacted a builder or developer for information about a brand new residence?	Count	Percent	Estimated Households
Yes	113	31.3%	50,411
No	246	68.1%	109,745
Don't Know	1	0.3%	446
No Response	1	0.3%	446
Total	361	100%	161,049

Table 26: Home purchase intender profile—In the last month, have you visited homes for sale?			
In the last month, have you visited residences for sale?	Count	Percent	Estimated Households
Yes	196	52.8%	87,439
No	164	44.2%	73,163
Don't Know	11	3.0%	4,907
Total	371	100%	165,510

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 27: Home purchase intender profile—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?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	8	5.8%	7	3.0%	15	4.0%	6,692
\$20k to less than \$40k	11	8.0%	29	12.4%	40	10.8%	17,845
\$40k to less than \$60k	27	19.6%	38	16.3%	65	17.5%	28,998
\$60k to less than \$80k	22	15.9%	40	17.2%	62	16.7%	27,659
\$80k to less than \$100k	19	13.8%	46	19.7%	65	17.5%	28,998
\$100k to less than \$120k	9	6.5%	13	5.6%	22	5.9%	9,815
\$120k to less than \$140k	4	2.9%	8	3.4%	12	3.2%	5,353
\$140k to less than \$160k	1	0.7%	3	1.3%	4	1.1%	1,784
\$160k to less than \$180k	2	1.4%	5	2.1%	7	1.9%	3,123
\$180k to less than \$200k	0	0.0%	0	0.0%	0	0.0%	0
More than \$200k	1	0.7%	3	1.3%	4	1.1%	1,784
Don't Know	10	7.2%	11	4.7%	21	5.7%	9,368
No Response	24	17.4%	30	12.9%	54	14.6%	24,090
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

Table 28: Home purchase intender profile—Home purchase intentions by Own / Rent							
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	45	32.6%	100	42.9%	145	39.1%	64,687
Rent	93	67.4%	133	57.1%	226	60.9%	100,823
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 29a: Home purchase intender profile—Home purchase intentions by Household size							
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	14	10.1%	31	13.3%	45	12.1%	20,075
Two	54	39.1%	76	32.6%	130	35.0%	57,995
Three	28	20.3%	52	22.3%	80	21.6%	35,689
Four	26	18.8%	44	18.9%	70	18.9%	31,228
Five or more	11	8.0%	26	11.2%	37	10.0%	16,506
No Response	5	3.6%	4	1.7%	9	2.4%	4,015
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

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							
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	54	39.1%	110	47.2%	164	44.2%	73,163
No	84	60.9%	123	52.8%	207	55.8%	92,347
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

Table 30: Home purchase intender profile—Home purchase intentions by Respondent age							
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	5	3.6%	14	6.0%	19	5.1%	8,476
25-34 years	34	24.6%	78	33.5%	112	30.2%	49,965
35-44 years	51	37.0%	72	30.9%	123	33.2%	54,873
45-54 years	20	14.5%	35	15.0%	55	14.8%	24,537
55-64 years	19	13.8%	21	9.0%	40	10.8%	17,845
65+ years	6	4.3%	7	3.0%	13	3.5%	5,800
Don't Know / No Response	3	2.2%	6	2.6%	9	2.4%	4,015
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

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Table 31: Home purchase intender profile—Home purchase intentions by Type of house searching for (New/Pre-owned)							
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	30	21.7%	62	26.6%	92	24.8%	41,043
Pre-owned home	88	63.8%	142	60.9%	230	62.0%	102,607
Other	4	2.9%	4	1.7%	8	2.2%	3,569
Don't Know	13	9.4%	15	6.4%	28	7.5%	12,491
No Response	3	2.2%	10	4.3%	13	3.5%	5,800
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

Table 32: Home purchase intender profile—Home purchase intentions by Dwelling Type of house searching for							
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	67	48.6%	129	55.4%	196	52.8%	87,439
Semi-detached home or duplex	29	21.0%	48	20.6%	77	20.8%	34,351
Row or Town house, only share common walls	4	2.9%	10	4.3%	14	3.8%	6,246
Apartment	20	14.5%	22	9.4%	42	11.3%	18,737
Other	6	4.3%	9	3.9%	15	4.0%	6,692
Don't Know	9	6.5%	7	3.0%	16	4.3%	7,138
No Response	3	2.2%	8	3.4%	11	3.0%	4,907
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

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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	71	51.4%	105	45.1%	176	47.4%	78,517
\$200k to less than \$250k	25	18.1%	46	19.7%	71	19.1%	31,674
\$250k to less than \$300k	14	10.1%	33	14.2%	47	12.7%	20,968
\$300k to less than \$350k	5	3.6%	11	4.7%	16	4.3%	7,138
\$350k to less than \$400k	8	5.8%	6	2.6%	14	3.8%	6,246
\$400k to less than \$500k	1	0.7%	8	3.4%	9	2.4%	4,015
Over \$500k	2	1.4%	1	0.4%	3	0.8%	1,338
Don't Know / No Response	12	8.7%	23	9.9%	35	9.4%	15,614
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

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	29	21.0%	43	18.5%	72	29	32,121
1201 - 2000 sq ft	30	21.7%	58	24.9%	88	30	39,258
2001 - 3000 sq ft	15	10.9%	34	14.6%	49	15	21,860
Over 3000 sq ft	9	6.5%	24	10.3%	33	9	14,722
Don't Know	54	39.1%	70	30.0%	124	54	55,319
No Response	1	0.7%	4	1.7%	5	1	2,231
Total	138	100%	233	100%	371	138	165,510
Estimated Households	61,564		103,946		165,510		

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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
Island of Montreal	62	44.9%	64	27.5%	126	34.0%	56,211
South Shore	19	13.8%	45	19.3%	64	17.3%	28,552
Laval	9	6.5%	31	13.3%	40	10.8%	17,845
North Shore	13	9.4%	25	10.7%	38	10.2%	16,953
Vaudreuil-Soulanges	4	2.9%	7	3.0%	11	3.0%	4,907
Country Area / Outside city limits	14	10.1%	18	7.7%	32	8.6%	14,276
Other (Specify)	9	6.5%	32	13.7%	41	11.1%	18,291
Don't know	5	3.6%	3	1.3%	8	2.2%	3,569
No Response	3	2.2%	8	3.4%	11	3.0%	4,907
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

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	21	15.2%	45	19.3%	66	17.8%	29,444
An established neighbourhood	86	62.3%	135	57.9%	221	59.6%	98,592
Acreage / farm	16	11.6%	29	12.4%	45	12.1%	20,075
Other	0	0.0%	3	1.3%	3	0.8%	1,338
Don't Know	12	8.7%	11	4.7%	23	6.2%	10,261
No Response	3	2.2%	10	4.3%	13	3.5%	5,800
Total	138	100%	233	100%	371	100%	165,510
Estimated Households	61,564		103,946		165,510		

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Table 37: Home purchase intender profile—Home purchase intentions by Price of home searching for															
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	96	49.0%	34	44.2%	4	28.6%	29	69.0%	7	46.7%	6	22.2%	176	47.4%	78,517
\$200k to less than \$250k	41	20.9%	15	19.5%	2	14.3%	7	16.7%	4	26.7%	2	7.4%	71	19.1%	31,674
\$250k to less than \$300k	22	11.2%	13	16.9%	6	42.9%	2	4.8%	2	13.3%	2	7.4%	47	12.7%	20,968
\$300k to less than \$350k	10	5.1%	5	6.5%	0	0.0%	0	0.0%	0	0.0%	1	3.7%	16	4.3%	7,138
\$350k to less than \$400k	9	4.6%	2	2.6%	0	0.0%	1	2.4%	0	0.0%	2	7.4%	14	3.8%	6,246
\$400k to less than \$500k	5	2.6%	3	3.9%	0	0.0%	0	0.0%	0	0.0%	1	3.7%	9	2.4%	4,015
Over \$500k	1	0.5%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.8%	1,338
Don't Know / No Response	12	6.1%	3	3.9%	2	14.3%	3	7.1%	2	13.3%	13	48.1%	35	9.4%	15,614
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

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Table 38: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)															
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	21	10.7%	19	24.7%	1	7.1%	22	52.4%	8	53.3%	1	3.7%	72	19.4%	32,121
1201 - 2000 sq ft	54	27.6%	15	19.5%	4	28.6%	7	16.7%	4	26.7%	4	14.8%	88	23.7%	39,258
2001 - 3000 sq ft	31	15.8%	8	10.4%	1	7.1%	2	4.8%	0	0.0%	7	25.9%	49	13.2%	21,860
Over 3000 sq ft	19	9.7%	10	13.0%	2	14.3%	1	2.4%	0	0.0%	1	3.7%	33	8.9%	14,722
Don't Know	70	35.7%	25	32.5%	6	42.9%	10	23.8%	3	20.0%	10	37.0%	124	33.4%	55,319
No Response	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	14.8%	5	1.3%	2,231
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

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Table 39: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house															
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/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Island of Montreal	32	16.3%	44	57.1%	8	57.1%	26	61.9%	5	33.3%	11	40.7%	126	34.0%	56,211
South Shore	41	20.9%	10	13.0%	2	14.3%	8	19.0%	2	13.3%	1	3.7%	64	17.3%	28,552
Laval	28	14.3%	6	7.8%	2	14.3%	1	2.4%	2	13.3%	1	3.7%	40	10.8%	17,845
North Shore	30	15.3%	5	6.5%	0	0.0%	0	0.0%	3	20.0%	0	0.0%	38	10.2%	16,953
Vaudreuil-Soulanges	10	5.1%	0	0.0%	0	0.0%	0	0.0%	1	6.7%	0	0.0%	11	3.0%	4,907
Country Area / Outside city limits	21	10.7%	6	7.8%	0	0.0%	2	4.8%	1	6.7%	2	7.4%	32	8.6%	14,276
Other (Specify)	30	15.3%	6	7.8%	2	14.3%	2	4.8%	1	6.7%	0	0.0%	41	11.1%	18,291
Don't know	4	2.0%	0	0.0%	0	0.0%	3	7.1%	0	0.0%	1	3.7%	8	2.2%	3,569
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	40.7%	11	3.0%	4,907
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

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Table 40: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred															
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/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
New subdivision / development	45	23.0%	5	6.5%	4	28.6%	8	19.0%	2	13.3%	2	7.4%	66	17.8%	29,444
An established neighbourhood	98	50.0%	66	85.7%	10	71.4%	32	76.2%	8	53.3%	7	25.9%	221	59.6%	98,592
Acreage / farm	37	18.9%	1	1.3%	0	0.0%	1	2.4%	4	26.7%	2	7.4%	45	12.1%	20,075
Other	2	1.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.8%	1,338
Don't Know	13	6.6%	3	3.9%	0	0.0%	1	2.4%	1	6.7%	5	18.5%	23	6.2%	10,261
No Response	1	0.5%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	11	40.7%	13	3.5%	5,800
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

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Table 41: Home purchase intender profile—Home purchase intentions by Total household income															
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/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20 k	6	3.1%	2	2.6%	1	7.1%	3	7.1%	1	6.7%	2	7.4%	15	4.0%	6,692
\$20k to less than \$40k	18	9.2%	7	9.1%	2	14.3%	4	9.5%	7	46.7%	2	7.4%	40	10.8%	17,845
\$40k to less than \$60k	33	16.8%	16	20.8%	2	14.3%	11	26.2%	1	6.7%	2	7.4%	65	17.5%	28,998
\$60k to less than \$80k	41	20.9%	9	11.7%	1	7.1%	7	16.7%	1	6.7%	3	11.1%	62	16.7%	27,659
\$80k to less than \$100k	37	18.9%	14	18.2%	3	21.4%	5	11.9%	3	20.0%	3	11.1%	65	17.5%	28,998
\$100k to less than \$120k	13	6.6%	4	5.2%	1	7.1%	3	7.1%	0	0.0%	1	3.7%	22	5.9%	9,815
\$120k to less than \$140k	9	4.6%	3	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12	3.2%	5,353
\$140k to less than \$160k	2	1.0%	1	1.3%	0	0.0%	1	2.4%	0	0.0%	0	0.0%	4	1.1%	1,784
\$160k to less than \$180k	3	1.5%	1	1.3%	0	0.0%	1	2.4%	0	0.0%	2	7.4%	7	1.9%	3,123
\$180k to less than \$200k	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than \$200k	1	0.5%	1	1.3%	0	0.0%	1	2.4%	0	0.0%	1	3.7%	4	1.1%	1,784
Don't Know	11	5.6%	7	9.1%	1	7.1%	1	2.4%	1	6.7%	0	0.0%	21	5.7%	9,368
No Response	22	11.2%	12	15.6%	3	21.4%	5	11.9%	1	6.7%	11	40.7%	54	14.6%	24,090
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

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Table 42: Home purchase intender profile—Home purchase intentions by Own/Rent															
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/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Own	95	48.5%	26	33.8%	2	14.3%	10	23.8%	4	26.7%	8	29.6%	145	39.1%	64,687
Rent	101	51.5%	51	66.2%	12	85.7%	32	76.2%	11	73.3%	19	70.4%	226	60.9%	100,823
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

Table 43a: Home purchase intender profile—Home purchase intentions by Household size															
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/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	20	10.2%	4	5.2%	2	14.3%	12	28.6%	4	26.7%	3	11.1%	45	12.1%	20,075
Two	65	33.2%	30	39.0%	8	57.1%	15	35.7%	7	46.7%	5	18.5%	130	35.0%	57,995
Three	42	21.4%	22	28.6%	2	14.3%	7	16.7%	2	13.3%	5	18.5%	80	21.6%	35,689
Four	41	20.9%	16	20.8%	1	7.1%	5	11.9%	2	13.3%	5	18.5%	70	18.9%	31,228
Five or more	27	13.8%	5	6.5%	1	7.1%	2	4.8%	0	0.0%	2	7.4%	37	10.0%	16,506
No Response	1	0.5%	0	0.0%	0	0.0%	1	2.4%	0	0.0%	7	25.9%	9	2.4%	4,015
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

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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															
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/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	98	50.0%	37	48.1%	4	28.6%	15	35.7%	3	20.0%	7	25.9%	164	44.2%	73,163
No	98	50.0%	40	51.9%	10	71.4%	27	64.3%	12	80.0%	20	74.1%	207	55.8%	92,347
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

Table 44: Home purchase intender profile—Home purchase intentions by Respondent age															
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/No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	8	4.1%	8	10.4%	0	0.0%	1	2.4%	0	0.0%	2	7.4%	19	5.1%	8,476
25-34 years	64	32.7%	17	22.1%	3	21.4%	15	35.7%	7	46.7%	6	22.2%	112	30.2%	49,965
35-44 years	64	32.7%	33	42.9%	5	35.7%	11	26.2%	2	13.3%	8	29.6%	123	33.2%	54,873
45-54 years	27	13.8%	9	11.7%	4	28.6%	10	23.8%	4	26.7%	1	3.7%	55	14.8%	24,537
55-64 years	26	13.3%	6	7.8%	2	14.3%	1	2.4%	2	13.3%	3	11.1%	40	10.8%	17,845
65+ years	6	3.1%	4	5.2%	0	0.0%	3	7.1%	0	0.0%	0	0.0%	13	3.5%	5,800
Don't Know / No Response	1	0.5%	0	0.0%	0	0.0%	1	2.4%	0	0.0%	7	25.9%	9	2.4%	4,015
Total	196	100%	77	100%	14	100%	42	100%	15	100%	27	100%	371	100%	165,510
Estimated Households	87,439		34,351		34,351		18,737		6,692		12,045		165,510		

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Table 45: Home purchase intender profile—Home purchase intentions by Price of house searching for															
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	51	70.8%	25	28.4%	14	28.6%	10	30.3%	75	60.5%	1	20.0%	176	47.4%	78,517
\$200k to less than \$250k	10	13.9%	31	35.2%	6	12.2%	4	12.1%	20	16.1%	0	0.0%	71	19.1%	31,674
\$250k to less than \$300k	5	6.9%	21	23.9%	7	14.3%	7	21.2%	7	5.6%	0	0.0%	47	12.7%	20,968
\$300k to less than \$350k	3	4.2%	3	3.4%	2	4.1%	5	15.2%	3	2.4%	0	0.0%	16	4.3%	7,138
\$350k to less than \$400k	0	0.0%	2	2.3%	4	8.2%	4	12.1%	4	3.2%	0	0.0%	14	3.8%	6,246
\$400k to less than \$500k	0	0.0%	2	2.3%	3	6.1%	2	6.1%	2	1.6%	0	0.0%	9	2.4%	4,015
Over \$500k	1	1.4%	0	0.0%	2	4.1%	0	0.0%	0	0.0%	0	0.0%	3	0.8%	1,338
Don't Know / No Response	2	2.8%	4	4.5%	11	22.4%	1	3.0%	13	10.5%	4	80.0%	35	9.4%	15,614
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

Table 46: Home purchase intender profile—Home purchase intentions by Type of house search for (New/Pre-owned)															
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	17	23.6%	24	27.3%	13	26.5%	10	30.3%	27	21.8%	1	20.0%	92	24.8%	41,043
Pre-owned home	50	69.4%	56	63.6%	24	49.0%	21	63.6%	79	63.7%	0	0.0%	230	62.0%	102,607
Other	2	2.8%	0	0.0%	1	2.0%	0	0.0%	5	4.0%	0	0.0%	8	2.2%	3,569
Don't Know	2	2.8%	8	9.1%	4	8.2%	1	3.0%	13	10.5%	0	0.0%	28	7.5%	12,491
No Response	1	1.4%	0	0.0%	7	14.3%	1	3.0%	0	0.0%	4	80.0%	13	3.5%	5,800
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

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Table 47: Home purchase intender profile—Home purchase intentions by Dwelling Type of house search for															
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	21	29.2%	54	61.4%	31	63.3%	19	57.6%	70	56.5%	1	20.0%	196	52.8%	87,439
Semi-detached home or duplex	19	26.4%	15	17.0%	8	16.3%	10	30.3%	25	20.2%	0	0.0%	77	20.8%	34,351
Row or Town house, only share common walls	1	1.4%	4	4.5%	1	2.0%	2	6.1%	6	4.8%	0	0.0%	14	3.8%	6,246
Apartment	22	30.6%	7	8.0%	2	4.1%	1	3.0%	10	8.1%	0	0.0%	42	11.3%	18,737
Other	8	11.1%	4	4.5%	0	0.0%	0	0.0%	3	2.4%	0	0.0%	15	4.0%	6,692
Don't Know	1	1.4%	4	4.5%	0	0.0%	1	3.0%	10	8.1%	0	0.0%	16	4.3%	7,138
No Response	0	0.0%	0	0.0%	7	14.3%	0	0.0%	0	0.0%	4	80.0%	11	3.0%	4,907
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

Table 48: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred															
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	15	20.8%	16	18.2%	8	16.3%	5	15.2%	22	17.7%	0	0.0%	66	17.8%	29,444
An established neighbourhood	46	63.9%	55	62.5%	25	51.0%	18	54.5%	77	62.1%	0	0.0%	221	59.6%	98,592
Acreage / farm	9	12.5%	10	11.4%	5	10.2%	8	24.2%	12	9.7%	1	20.0%	45	12.1%	20,075
Other	0	0.0%	2	2.3%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	3	0.8%	1,338
Don't Know	1	1.4%	5	5.7%	3	6.1%	2	6.1%	12	9.7%	0	0.0%	23	6.2%	10,261
No Response	1	1.4%	0	0.0%	8	16.3%	0	0.0%	0	0.0%	4	80.0%	13	3.5%	5,800
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

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Table 49: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house															
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
Island of Montreal	37	51.4%	30	34.1%	7	14.3%	7	21.2%	45	36.3%	0	0.0%	126	34.0%	56,211
South Shore	12	16.7%	16	18.2%	14	28.6%	2	6.1%	19	15.3%	1	20.0%	64	17.3%	28,552
Laval	5	6.9%	11	12.5%	2	4.1%	6	18.2%	16	12.9%	0	0.0%	40	10.8%	17,845
North Shore	5	6.9%	10	11.4%	6	12.2%	4	12.1%	13	10.5%	0	0.0%	38	10.2%	16,953
Vaudreuil-Soulanges	1	1.4%	4	4.5%	1	2.0%	2	6.1%	3	2.4%	0	0.0%	11	3.0%	4,907
Country Area / Outside city limits	6	8.3%	6	6.8%	4	8.2%	4	12.1%	12	9.7%	0	0.0%	32	8.6%	14,276
Other (Specify)	4	5.6%	9	10.2%	8	16.3%	8	24.2%	12	9.7%	0	0.0%	41	11.1%	18,291
Don't know	2	2.8%	2	2.3%	0	0.0%	0	0.0%	4	3.2%	0	0.0%	8	2.2%	3,569
No Response	0	0.0%	0	0.0%	7	14.3%	0	0.0%	0	0.0%	4	80.0%	11	3.0%	4,907
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

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Table 50: Home purchase intender profile—Home purchase intentions by Total household income															
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	3	4.2%	1	1.1%	0	0.0%	2	6.1%	8	6.5%	1	20.0%	15	4.0%	6,692
\$20k to less than \$40k	9	12.5%	9	10.2%	4	8.2%	4	12.1%	13	10.5%	1	20.0%	40	10.8%	17,845
\$40k to less than \$60k	16	22.2%	9	10.2%	5	10.2%	3	9.1%	31	25.0%	1	20.0%	65	17.5%	28,998
\$60k to less than \$80k	13	18.1%	19	21.6%	7	14.3%	8	24.2%	15	12.1%	0	0.0%	62	16.7%	27,659
\$80k to less than \$100k	14	19.4%	18	20.5%	6	12.2%	5	15.2%	21	16.9%	1	20.0%	65	17.5%	28,998
\$100k to less than \$120k	4	5.6%	7	8.0%	5	10.2%	0	0.0%	6	4.8%	0	0.0%	22	5.9%	9,815
\$120k to less than \$140k	0	0.0%	6	6.8%	2	4.1%	1	3.0%	3	2.4%	0	0.0%	12	3.2%	5,353
\$140k to less than \$160k	2	2.8%	0	0.0%	1	2.0%	1	3.0%	0	0.0%	0	0.0%	4	1.1%	1,784
\$160k to less than \$180k	0	0.0%	4	4.5%	2	4.1%	0	0.0%	0	0.0%	1	20.0%	7	1.9%	3,123
\$180k to less than \$200k	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than \$200k	1	1.4%	0	0.0%	1	2.0%	2	6.1%	0	0.0%	0	0.0%	4	1.1%	1,784
Don't Know	2	2.8%	7	8.0%	3	6.1%	1	3.0%	8	6.5%	0	0.0%	21	5.7%	9,368
No Response	8	11.1%	8	9.1%	13	26.5%	6	18.2%	19	15.3%	0	0.0%	54	14.6%	24,090
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

Table 51: Home purchase intender profile—Home purchase intentions by Own/Rent															
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	16	22.2%	48	54.5%	25	51.0%	17	51.5%	35	28.2%	4	80.0%	145	39.1%	64,687
Rent	56	77.8%	40	45.5%	24	49.0%	16	48.5%	89	71.8%	1	20.0%	226	60.9%	100,823
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

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Table 52a: Home purchase intender profile—Home purchase intentions by Household size															
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	17	23.6%	10	11.4%	5	10.2%	3	9.1%	9	7.3%	1	20.0%	45	12.1%	20,075
Two	28	38.9%	36	40.9%	12	24.5%	11	33.3%	43	34.7%	0	0.0%	130	35.0%	57,995
Three	15	20.8%	19	21.6%	11	22.4%	5	15.2%	28	22.6%	2	40.0%	80	21.6%	35,689
Four	10	13.9%	16	18.2%	8	16.3%	11	33.3%	24	19.4%	1	20.0%	70	18.9%	31,228
Five or more	1	1.4%	6	6.8%	6	12.2%	3	9.1%	20	16.1%	1	20.0%	37	10.0%	16,506
No Response	1	1.4%	1	1.1%	7	14.3%	0	0.0%	0	0.0%	0	0.0%	9	2.4%	4,015
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

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															
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	23	31.9%	34	38.6%	24	49.0%	15	45.5%	65	52.4%	3	60.0%	164	44.2%	73,163
No	49	68.1%	54	61.4%	25	51.0%	18	54.5%	59	47.6%	2	40.0%	207	55.8%	92,347
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

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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	Estimated Households
18-24 years	3	4.2%	1	1.1%	1	2.0%	6	18.2%	7	5.6%	1	20.0%	19	5.1%	8,476
25-34 years	20	27.8%	21	23.9%	13	26.5%	8	24.2%	50	40.3%	0	0.0%	112	30.2%	49,965
35-44 years	25	34.7%	37	42.0%	13	26.5%	10	30.3%	35	28.2%	3	60.0%	123	33.2%	54,873
45-54 years	13	18.1%	13	14.8%	10	20.4%	4	12.1%	15	12.1%	0	0.0%	55	14.8%	24,537
55-64 years	7	9.7%	14	15.9%	4	8.2%	3	9.1%	11	8.9%	1	20.0%	40	10.8%	17,845
65+ years	3	4.2%	2	2.3%	1	2.0%	2	6.1%	5	4.0%	0	0.0%	13	3.5%	5,800
Don't Know / No Response	1	1.4%	0	0.0%	7	14.3%	0	0.0%	1	0.8%	0	0.0%	9	2.4%	4,015
Total	72	100%	88	100%	49	100%	33	100%	124	100%	5	100%	371	100%	165,510
Estimated Households	32,121		39,258		21,860		14,722		55,319		2,231		165,510		

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	41	23.3%	19	26.8%	15	31.9%	3	18.8%	4	28.6%	4	44.4%	0	0.0%	6	17.1%	92	24.8%	41,043	
Pre-owned home	119	67.6%	46	64.8%	27	57.4%	12	75.0%	8	57.1%	4	44.4%	2	66.7%	12	34.3%	230	62.0%	102,607	
Other	5	2.8%	1	1.4%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	1	33.3%	0	0.0%	8	2.2%	3,569	
Don't Know	10	5.7%	5	7.0%	3	6.4%	1	6.3%	2	14.3%	1	11.1%	0	0.0%	6	17.1%	28	7.5%	12,491	
No Response	1	0.6%	0	0.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	31.4%	13	3.5%	5,800	
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510	
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510			

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Table 55: Home purchase intender profile—Home purchase intentions by Type of house searching for (Structure)																			
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	96	54.5%	41	57.7%	22	46.8%	10	62.5%	9	64.3%	5	55.6%	1	33.3%	12	34.3%	196	52.8%	87,439
Semi-detached home or duplex	34	19.3%	15	21.1%	13	27.7%	5	31.3%	2	14.3%	3	33.3%	2	66.7%	3	8.6%	77	20.8%	34,351
Row or Town house, only share common walls	4	2.3%	2	2.8%	6	12.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	5.7%	14	3.8%	6,246
Apartment	29	16.5%	7	9.9%	2	4.3%	0	0.0%	1	7.1%	0	0.0%	0	0.0%	3	8.6%	42	11.3%	18,737
Other	7	4.0%	4	5.6%	2	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	5.7%	15	4.0%	6,692
Don't Know	6	3.4%	2	2.8%	2	4.3%	1	6.3%	2	14.3%	1	11.1%	0	0.0%	2	5.7%	16	4.3%	7,138
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	31.4%	11	3.0%	4,907
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510		

Table 56: Home purchase intender profile—Home purchase intentions by Size of house searching for (sq ft)																			
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	51	29.0%	10	14.1%	5	10.6%	3	18.8%	0	0.0%	0	0.0%	1	33.3%	2	5.7%	72	19.4%	32,120
1201 - 2000 sq ft	25	14.2%	31	43.7%	21	44.7%	3	18.8%	2	14.3%	2	22.2%	0	0.0%	4	11.4%	88	23.7%	39,258
2001 - 3000 sq ft	14	8.0%	6	8.5%	7	14.9%	2	12.5%	4	28.6%	3	33.3%	2	66.7%	11	31.4%	49	13.2%	21,860
Over 3000 sq ft	10	5.7%	4	5.6%	7	14.9%	5	31.3%	4	28.6%	2	22.2%	0	0.0%	1	2.9%	33	8.9%	14,722
Don't Know	75	42.6%	20	28.2%	7	14.9%	3	18.8%	4	28.6%	2	22.2%	0	0.0%	13	37.1%	124	33.4%	55,319
No Response	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	11.4%	5	1.3%	2,231
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510		

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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
Island of Montreal	51	29.0%	29	40.8%	19	40.4%	8	50.0%	6	42.9%	5	55.6%	1	33.3%	7	20.0%	126	34.0%	56,211	
South Shore	40	22.7%	9	12.7%	7	14.9%	1	6.3%	2	14.3%	1	11.1%	1	33.3%	3	8.6%	64	17.3%	28,552	
Laval	13	7.4%	12	16.9%	6	12.8%	3	18.8%	1	7.1%	1	11.1%	0	0.0%	4	11.4%	40	10.8%	17,845	
North Shore	25	14.2%	7	9.9%	4	8.5%	1	6.3%	0	0.0%	0	0.0%	0	0.0%	1	2.9%	38	10.2%	16,952	
Vaudreuil-Soulanges	5	2.8%	1	1.4%	1	2.1%	0	0.0%	2	14.3%	1	11.1%	0	0.0%	1	2.9%	11	3.0%	4,907	
Country Area / Outside city limits	17	9.7%	5	7.0%	4	8.5%	1	6.3%	2	14.3%	0	0.0%	0	0.0%	3	8.6%	32	8.6%	14,276	
Other (Specify)	20	11.4%	8	11.3%	5	10.6%	2	12.5%	1	7.1%	1	11.1%	1	33.3%	3	8.6%	41	11.1%	18,291	
Don't know	5	2.8%	0	0.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	5.7%	8	2.2%	3,569	
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	31.4%	11	3.0%	4,907	
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510	
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510			

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 58: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred																			
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
New subdivision / development	28	15.9%	19	26.8%	11	23.4%	3	18.8%	1	7.1%	2	22.2%	0	0.0%	2	5.7%	66	17.8%	29,444
An established neighbourhood	104	59.1%	44	62.0%	31	66.0%	12	75.0%	8	57.1%	5	55.6%	2	66.7%	15	42.9%	221	59.6%	98,592
Acreage / farm	27	15.3%	3	4.2%	5	10.6%	1	6.3%	2	14.3%	1	11.1%	0	0.0%	6	17.1%	45	12.1%	20,075
Other	3	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.8%	1,338
Don't Know	13	7.4%	5	7.0%	0	0.0%	0	0.0%	3	21.4%	1	11.1%	0	0.0%	1	2.9%	23	6.2%	10,261
No Response	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	33.3%	11	31.4%	13	3.5%	5,800
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510		

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 59: Home purchase intender profile—Home purchase intentions by Total household income

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
Under \$20 k	12	6.8%	0	0.0%	1	2.1%	1	6.3%	0	0.0%	0	0.0%	0	0.0%	1	2.9%	15	4.0%	6,692	
\$20k to less than 40k	24	13.6%	6	8.5%	4	8.5%	2	12.5%	0	0.0%	0	0.0%	0	0.0%	4	11.4%	40	10.8%	17,845	
\$40k to less than \$60k	43	24.4%	12	16.9%	4	8.5%	1	6.3%	1	7.1%	2	22.2%	0	0.0%	2	5.7%	65	17.5%	28,998	
\$60k to less than \$80k	35	19.9%	11	15.5%	8	17.0%	2	12.5%	1	7.1%	0	0.0%	0	0.0%	5	14.3%	62	16.7%	27,659	
\$80k to less than \$100k	21	11.9%	19	26.8%	12	25.5%	5	31.3%	3	21.4%	2	22.2%	0	0.0%	3	8.6%	65	17.5%	28,998	
\$100k to less than \$120k	6	3.4%	10	14.1%	5	10.6%	0	0.0%	1	7.1%	0	0.0%	0	0.0%	0	0.0%	22	5.9%	9,815	
\$120k to less than \$140k	0	0.0%	1	1.4%	3	6.4%	3	18.8%	3	21.4%	2	22.2%	0	0.0%	0	0.0%	12	3.2%	5,353	
\$140k to less than \$160k	1	0.6%	0	0.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	1	33.3%	1	2.9%	4	1.1%	1,784	
\$160k to less than \$180k	0	0.0%	3	4.2%	0	0.0%	0	0.0%	1	7.1%	2	22.2%	0	0.0%	1	2.9%	7	1.9%	3,123	
\$180k to less than \$200k	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	
More than \$200k	1	0.6%	1	1.4%	0	0.0%	0	0.0%	1	7.1%	0	0.0%	1	33.3%	0	0.0%	4	1.1%	1,784	
Don't Know	13	7.4%	2	2.8%	2	4.3%	1	6.3%	0	0.0%	1	11.1%	0	0.0%	2	5.7%	13	7.4%	9,368	
No Response	20	11.4%	6	8.5%	7	14.9%	1	6.3%	3	21.4%	0	0.0%	1	33.3%	16	45.7%	20	11.4%	24,090	
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	176	100%	165,510	
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510			

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

Table 60: Home purchase intender profile—Home purchase intentions by Own/Rent

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	Own	44	25.0%	31	43.7%	24	51.1%	7	43.8%	11	78.6%	9	100.0%	2	66.7%	17	48.6%	145	64,687	
Rent	Rent	132	75.0%	40	56.3%	23	48.9%	9	56.3%	3	21.4%	0	0.0%	1	33.3%	18	51.4%	226	100,823	
Total	Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	165,510	
Estimated Households		78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510		

Table 61a: Home purchase intender profile—Home purchase intentions by Household size

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	27	15.3%	6	8.5%	7	14.9%	1	6.3%	0	0.0%	0	0.0%	1	33.3%	3	8.6%	45	12.1%	20,075	
Two	62	35.2%	27	38.0%	17	36.2%	4	25.0%	2	14.3%	2	22.2%	1	33.3%	15	42.9%	130	35.0%	57,995	
Three	38	21.6%	19	26.8%	7	14.9%	6	37.5%	3	21.4%	4	44.4%	1	33.3%	2	5.7%	80	21.6%	35,689	
Four	33	18.8%	10	14.1%	11	23.4%	3	18.8%	7	50.0%	1	11.1%	0	0.0%	5	14.3%	70	18.9%	31,228	
Five or more	15	8.5%	8	11.3%	5	10.6%	2	12.5%	2	14.3%	2	22.2%	0	0.0%	3	8.6%	37	10.0%	16,506	
No Response	1	0.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	20.0%	9	2.4%	4,015	
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510	
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510			

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

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																			
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
Yes	78	44.3%	34	47.9%	19	40.4%	9	56.3%	10	71.4%	6	66.7%	1	33.3%	7	20.0%	164	44.2%	73,163
No	98	55.7%	37	52.1%	28	59.6%	7	43.8%	4	28.6%	3	33.3%	2	66.7%	28	80.0%	207	55.8%	92,346
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510		

Table 62: Home purchase intender profile—Home purchase intentions by Respondent age																			
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
18-24 years	12	6.8%	2	2.8%	2	4.3%	2	12.5%	0	0.0%	0	0.0%	0	0.0%	1	2.9%	19	5.1%	8,476
25-34 years	53	30.1%	28	39.4%	15	31.9%	2	12.5%	4	28.6%	2	22.2%	0	0.0%	8	22.9%	112	30.2%	49,965
35-44 years	59	33.5%	23	32.4%	13	27.7%	8	50.0%	5	35.7%	5	55.6%	1	33.3%	9	25.7%	123	33.2%	54,872
45-54 years	28	15.9%	9	12.7%	6	12.8%	2	12.5%	3	21.4%	1	11.1%	1	33.3%	5	14.3%	55	14.8%	24,536
55-64 years	14	8.0%	7	9.9%	10	21.3%	2	12.5%	2	14.3%	1	11.1%	0	0.0%	4	11.4%	40	10.8%	17,845
65+ years	8	4.5%	2	2.8%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	1	33.3%	1	2.9%	13	3.5%	5,800
Don't Know / No Response	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	20.0%	9	2.4%	4,015
Total	176	100%	71	100%	47	100%	16	100%	14	100%	9	100%	3	100%	35	100%	371	100%	165,510
Estimated Households	78,517		31,674		20,968		7,138		6,246		4,015		1,338		15,614		165,510		

Consumer Intentions to Buy: Montreal Intentions Data Tables 2006

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	46	12.4%	20,521
5% to 24% down payment	144	38.8%	64,241
25% or more down payment	124	33.4%	55,319
Don't Know	29	7.8%	12,937
No Response	28	7.5%	12,491
Total	371	100%	165,510

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)	156	32.5%	42.0%	69,594
Inheritance	10	2.1%	2.7%	4,461
Parents / relative gift	13	2.7%	3.5%	5,800
Parents / relative loan	18	3.8%	4.9%	8,030
Equity from present / previous residence	100	20.8%	27.0%	44,612
Investments (e.g., stocks, bonds, etc.)	42	8.8%	11.3%	18,737
Bank loan / Credit Union loan / (Caisse Populaire)	43	9.0%	11.6%	19,183
RRSPs / Home Buyers Plan	54	11.3%	14.6%	24,090
Other sources	5	1.0%	1.3%	2,231
Don't Know	13	2.7%	3.5%	5,800
No Response	26	5.4%	7.0%	11,599
Total	480	100%	129.4%	
0 missing cases, 371 valid cases				

What is the <u>main</u> source of the down payment?	Count	Percent	Estimated Households
Savings (excluding RRSPs)	117	35.2%	52,196
Inheritance	6	1.8%	2,677
Parents / relative gift	8	2.4%	3,569
Parents / relative loan	10	3.0%	4,461
Equity from present/previous residence	89	26.8%	39,705
Investments (e.g., Stocks, Bonds, etc. NOT Savings or RRSPs)	22	6.6%	9,815
Bank Loan/Credit Union Loan/ (Caisse Populaire)	27	8.1%	12,045
RRSP's / HOME BUYERS PLAN	32	9.6%	14,276
Not Applicable	11	3.3%	4,907
Don't Know	8	2.4%	3,569
No Response	2	0.6%	892
Total	332	100%	148,111

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

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

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

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Table 1: Renovation intention in next 12 months			
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)	423	14.2%	223,529
Yes (High / 50/50 chance only)	401	13.4%	211,904
No	2,511	84.1%	1,326,909
Total	2,986	100%	1,577,917

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.

Table 2: Chances of renovating in the next 12 months			
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	23	4.9%	11,153
50/50	89	19.1%	43,157
High	348	74.5%	168,747
Don't Know / No Response	7	1.5%	3,394
Total	467	100%	226,451

Table 3: Deferred renovation project in the past six months			
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	132	10.4%	138,024
No	1,124	88.4%	1,173,201
Don't Know	9	0.7%	9,411
No Response	6	0.5%	6,274
Total	1,271	100%	1,326,909

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

Table 4: Reasons decided not to renovate			
What made you decide not to renovate?	Count	Percent	Estimated Households
Changes in or worry about financial or employment situation	14	10.2%	14,116
Costs too high	53	39.8%	54,896
Sold the residence / Decided to sell residence instead	18	13.6%	18,821
Condo rules	0	0.0%	0
Not worth putting money into residence / Residence too old	3	2.3%	3,137
Unable to find a contractor	0	0.0%	0
Unspecified personal reasons	42	31.8%	43,917
Don't Know	0	0.0%	0
No Response	3	2.3%	3,137
Total	132	100%	138,024

Note: Includes only those who do not intend to buy in the next 12 months but did seriously consider repairing or remodeling in the last six months.

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

Table 5: Renovation intender profile – Age			
In which of the following age groups do you belong?	Count	Percent	Estimated Households
18-24 years	7	1.6%	3,394
25-34 years	55	12.6%	26,670
35-44 years	142	32.5%	68,857
45-54 years	119	27.2%	57,704
55-64 years	81	18.5%	39,277
65+ years	32	7.3%	15,517
Don't Know / No Response	1	0.2%	485
Total	437	100%	211,904

Table 6: Renovation intender profile – Household composition			
In total, how many people including yourself currently live in your household?	Count	Percent	Estimated Households
One	46	10.5%	22,306
Two	122	27.9%	59,159
Three	84	19.2%	40,732
Four	119	27.2%	57,704
Five or more	64	14.6%	31,034
No Response	2	0.5%	970
Total	437	100%	211,904

Table 7: Renovation intender profile – Children under 18 years of age in household			
Are there children under 18 years of age in your household?	Count	Percent	Estimated Households
Yes	211	48.3%	102,315
No	226	51.7%	109,589
Total	437	100%	211,904

Table 8: Renovation intender profile – Total household income			
What is your total household income?	Count	Percent	Estimated Households
Under \$20k	10	2.3%	4,849
\$20k to less than \$40k	35	8.0%	16,972
\$40k to less than \$60k	71	16.2%	34,428
\$60k to less than \$80k	62	14.2%	30,064
\$80k to less than \$100k	90	20.6%	43,642
\$100k to less than \$120k	31	7.1%	15,032
\$120k to less than \$140k	20	4.6%	9,698
\$140k to less than \$160k	7	1.6%	3,394
\$160k to less than \$180k	10	2.3%	4,849
\$180k to less than \$200k	4	0.9%	1,940
More than \$200k	12	2.7%	5,819
Don't Know	20	4.6%	9,698
No Response	65	14.9%	31,519
Total	437	100%	211,904

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Table 9: Renovation intender - Have you made renovations to your home in the past 12 months of \$1000 or more?			
Have you made renovations to your home in the past 12 months of \$1,000 or more?	Count	Percent	Estimated Households
Yes	257	58.8%	124,621
No	172	39.4%	83,404
Currently renovating	8	1.8%	3,879
Total	437	100%	211,904

Table 10: Renovation intender - Which of the following categories does the project you are planning fall into [MULTIPLE RESPONSE]?				
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)	123	23.7%	28.1%	59,643
Replacement of existing equipment / new installation / or an addition	219	42.2%	50.1%	106,194
Remodelling and alteration (done to upgrade property standards, rearrange interior space, modernize existing facilities to suit needs, etc.)	175	33.7%	40.0%	84,859
Don't Know	1	0.2%	0.2%	485
No Response	1	0.2%	0.2%	485
Total	519	100%		
Valid cases	437			

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

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Table 11: Renovation intender - All home renovation planned

What kind of home renovations are you planning to do?	Count	Percent of Responses	Percent of Cases	Estimated Households
Paint / wallpaper - one room	13	1.5%	3.0%	6,304
Paint / wallpaper - more than one room	31	3.6%	7.1%	15,032
Paint / wallpaper - whole house	28	3.2%	6.4%	13,577
Kitchen - cabinets / counter tops	33	3.8%	7.6%	16,002
Kitchen - complete renovation	53	6.1%	12.1%	25,700
Bathroom - fixtures / cabinets / counter	31	3.6%	7.1%	15,032
Bathroom - tile	22	2.5%	5.0%	10,668
Bathroom - complete renovation	84	9.7%	19.2%	40,732
Bathroom - addition/basement conversion	13	1.5%	3.0%	6,304
Add / refurbish closets / cabinets / drawers	8	0.9%	1.8%	3,879
Carpet / flooring - one room	23	2.7%	5.3%	11,153
Carpet / flooring - more than one room	38	4.4%	8.7%	18,426
Carpet / flooring - whole house	9	1.0%	2.1%	4,364
Rec room - new addition	6	0.7%	1.4%	2,909
Rec room - basement conversion	39	4.5%	8.9%	18,911
Rec room - drywall / plastering	3	0.3%	0.7%	1,455
Insulation	16	1.8%	3.7%	7,758
Other room - new addition / extension	21	2.4%	4.8%	10,183
Other room - drywall / plastering / remo	6	0.7%	1.4%	2,909
Walls - remove / replace / remodel	17	2.0%	3.9%	8,243
Add a fireplace / repair / replace	4	0.5%	0.9%	1,940
Furnace	7	0.8%	1.6%	3,394
Hot water heater	3	0.3%	0.7%	1,455
Air conditioning - new install or replace	8	0.9%	1.8%	3,879
Wiring	14	1.6%	3.2%	6,789
Plumbing	11	1.3%	2.5%	5,334
Add a pool / hot tub / sauna	1	0.1%	0.2%	485
Build a garage	8	0.9%	1.8%	3,879
Deck / patio	40	4.6%	9.2%	19,396
Doors	36	4.2%	8.2%	17,457
Exterior painting	4	0.5%	0.9%	1,940
Eaves troughing / gutters	5	0.6%	1.1%	2,425
Fence	8	0.9%	1.8%	3,879
Foundation	10	1.2%	2.3%	4,849
Landscaping	23	2.7%	5.3%	11,153
Ornamental lighting	8	0.9%	1.8%	3879
Roofing	64	7.4%	14.6%	31,034
Siding / stucco / brick or masonry work	14	1.6%	3.2%	6,789
Sidewalk / driveway	13	1.5%	3.0%	6,304
Windows / skylights	59	6.8%	13.5%	28,609
Other (specify)	26	3.0%	5.9%	12,608
Don't Know	6	0.7%	1.4%	2,909
Total	866	100%		
Valid Cases	437			

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

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Table 12: Renovation intender - Who will do the renovations: Repair / Maintenance			
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)	47	38.5%	22,791
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	37	30.3%	17,942
Both - do some yourself and contract some out	36	29.5%	17,457
Don't Know	2	1.6%	970
Total	122	100%	59,159

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

Table 13: Renovation intender - Who will do the renovations: Replacement / Installation			
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)	80	36.5%	38,792
Do it all yourself (or with Friends & Family - NOT PAYING ANYONE)	75	34.2%	36,368
Both - do some yourself and contract some out	56	25.6%	27,155
Don't Know	7	3.2%	3,394
No Response	1	0.5%	485
Total	219	100%	106,194

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

Table 14: Renovation intender - Who will do the renovations: Remodeling			
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)	44	25.1%	21,336
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	65	37.1%	31,519
Both - do some yourself and contract some out	61	34.9%	29,579
Don't Know	4	2.3%	1,940
No Response	1	0.6%	485
Total	175	100%	84,859

Note: Includes only those respondents who indicated remodeling activities.

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Table 15: Renovation intender – Amount planned to spend on ALL renovations by Intentions to Renovate							
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	12	3.4%	7	8.0%	19	4.3%	9,213
\$1,001 to \$2,000	38	10.9%	13	14.8%	51	11.7%	24,730
\$2,001 to \$3,000	37	10.6%	3	3.4%	40	9.2%	19,396
\$3,001 to \$5,000	60	17.2%	13	14.8%	73	16.7%	35,398
\$5,001 to \$10,000	55	15.8%	15	17.0%	70	16.0%	33,943
\$10,001 to \$25,000	39	11.2%	5	5.7%	44	10.1%	21,336
Over \$25,000	44	12.6%	2	2.3%	46	10.5%	22,306
Don't Know / No Response	64	18.3%	30	34.1%	94	21.5%	45,581
Total	349	100%	88	100%	437	100%	211,904
Estimated Households	169,232		42,672		211,904		211,904

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'.

Table 16: Renovation intender - Amount planned to spend on ALL renovations			
Amount planned to spend on ALL Renovations	Count	Percent	Estimated Households
Up to \$1,000	19	4.3%	9,213
\$1,001 to \$2,000	51	11.7%	24,730
\$2,001 to \$3,000	40	9.2%	19,396
\$3,001 to \$5,000	73	16.7%	35,398
\$5,001 to \$10,000	70	16.0%	33,943
\$10,001 to \$25,000	44	10.1%	21,336
Over \$25,000	46	10.5%	22,306
Don't Know / No Response	94	21.5%	45,581
Total	437	100%	211,904

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'.

Table 17: Renovation intender - Amount planned to spend on Repair / Maintenance			
How much do you plan to spend on the repair or maintenance work?	Count	Percent	Estimated Households
Up to \$1,000	10	8.2%	4,849
\$1,001 to \$2,000	13	10.7%	6,304
\$2,001 to \$3,000	4	3.3%	1,940
\$3,001 to \$5,000	22	18.0%	10,668
\$5,001 to \$10,000	26	21.3%	12,608
\$10,001 to \$25,000	9	7.4%	4,364
Over \$25,000	5	4.1%	2,425
Don't Know / No Response	33	27.0%	16,001
Total	122	100%	59,159

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

Table 18: Renovation intender - Amount planned to spend on Replacement / Installation			
How much do you plan to spend on the replacement, new installation or addition work?	Count	Percent	Estimated Households
Up to \$1,000	11	5.0%	5,334
\$1,001 to \$2,000	27	12.3%	13,092
\$2,001 to \$3,000	29	13.2%	14,062
\$3,001 to \$5,000	48	21.9%	23,275
\$5,001 to \$10,000	31	14.2%	15,032
\$10,001 to \$25,000	21	9.6%	10,183
Over \$25,000	15	6.8%	7,274
Don't Know / No Response	37	16.9%	17,942
Total	219	100%	106,194

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

Table 19: Renovation intender - Amount planned to spend on Remodeling			
How much do you plan to spend on the remodeling or alteration work?	Count	Percent	Estimated Households
Up to \$1,000	11	6.3%	5,334
\$1,001 to \$2,000	25	14.3%	12,123
\$2,001 to \$3,000	16	9.1%	7,758
\$3,001 to \$5,000	26	14.9%	12,608
\$5,001 to \$10,000	24	13.7%	11,638
\$10,001 to \$25,000	20	11.4%	9,698
Over \$25,000	21	12.0%	10,183
Don't Know / No Response	32	18.3%	15,517
Total	175	100%	85,859

Note: Includes only those respondents who indicated remodeling activities.

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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	1	3.7%	2	9.5%	0	0.0%	3	6.0%	1,455
\$20k to less than \$40k	2	7.4%	3	14.3%	0	0.0%	5	10.0%	2,425
\$40k to less than \$60k	4	14.8%	0	0.0%	1	50.0%	5	10.0%	2,425
\$60k to less than \$80k	4	14.8%	6	28.6%	1	50.0%	11	22.0%	5,334
\$80k to less than \$100k	7	25.9%	3	14.3%	0	0.0%	10	20.0%	4,849
\$100k to less than \$120k	1	3.7%	2	9.5%	0	0.0%	3	6.0%	1,455
\$120k to less than \$140k	1	3.7%	0	0.0%	0	0.0%	1	2.0%	485
\$140k to less than \$160k	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
\$160k to less than \$180k	4	14.8%	1	4.8%	0	0.0%	5	10.0%	2,425
\$180k to less than \$200k	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than \$200k	1	3.7%	1	4.8%	0	0.0%	2	4.0%	970
Don't Know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Response	2	7.4%	3	14.3%	0	0.0%	5	10.0%	2,425
Total	27	100%	21	100%	2	100%	50	100%	24,245
Estimated Households	13,092		10,183		970		24,245		

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

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Table 21: Renovation intender - Home renovations intentions by Total household income									
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	8	2.3%	2	2.2%	0	0.0%	10	2.3%	4,849
\$20k to less than \$40k	23	6.6%	12	13.5%	0	0.0%	35	8.0%	16,972
\$40k to less than \$60k	56	16.1%	15	16.9%	0	0.0%	71	16.2%	34,428
\$60k to less than \$80k	49	14.1%	13	14.6%	0	0.0%	62	14.2%	30,064
\$80k to less than \$100k	71	20.4%	19	21.3%	0	0.0%	90	20.6%	43,642
\$100k to less than \$120k	28	8.0%	3	3.4%	0	0.0%	31	7.1%	15,032
\$120k to less than \$140k	20	5.7%	0	0.0%	0	0.0%	20	4.6%	9,698
\$140k to less than \$160k	6	1.7%	1	1.1%	0	0.0%	7	1.6%	3,394
\$160k to less than \$180k	8	2.3%	2	2.2%	0	0.0%	10	2.3%	4,849
\$180k to less than \$200k	4	1.1%	0	0.0%	0	0.0%	4	0.9%	1,940
More than \$200k	11	3.2%	1	1.1%	0	0.0%	12	2.7%	5,819
Don't Know	15	4.3%	5	5.6%	0	0.0%	20	4.6%	9,698
No Response	49	14.1%	16	18.0%	0	0.0%	65	14.9%	31,519
Total	348	100%	89	100%	0	0.0%	437	100%	211,904
Estimated Households	168,747		43,157		0		211,904		

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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 / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	1	2.1%	0	0.0%	1	2.8%	0	0.0%	2	1.6%	970
\$20k to less than \$40k	5	10.6%	4	10.8%	7	19.4%	0	0.0%	16	13.1%	7,758
\$40k to less than \$60k	8	17.0%	10	27.0%	4	11.1%	2	100%	24	19.7%	11,638
\$60k to less than \$80k	7	14.9%	6	16.2%	4	11.1%	0	0.0%	17	13.9%	8,243
\$80k to less than \$100k	14	29.8%	6	16.2%	8	22.2%	0	0.0%	28	23.0%	13,577
\$100k to less than \$120k	0	0.0%	0	0.0%	1	2.8%	0	0.0%	1	0.8%	485
\$120k to less than \$140k	0	0.0%	4	10.8%	2	5.6%	0	0.0%	6	4.9%	2,909
\$140k to less than \$160k	1	2.1%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	485
\$160k to less than \$180k	0	0.0%	1	2.7%	0	0.0%	0	0.0%	1	0.8%	485
\$180k to less than \$200k	0	0.0%	0	0.0%	1	2.8%	0	0.0%	1	0.8%	485
More than \$200k	2	4.3%	0	0.0%	0	0.0%	0	0.0%	2	1.6%	970
Don't Know	1	2.1%	0	0.0%	2	5.6%	0	0.0%	3	2.5%	1,455
No Response	8	17.0%	6	16.2%	6	16.7%	0	0.0%	20	16.4%	9,698
Total	47	100%	37	100%	36	100%	2	100%	122	100%	59,159
Estimated Households	22,791		17,942		17,457		970		59,159		

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

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Table 23: Renovation intender - Who will do the REPLACEMENTS by Total household income

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 / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	3	3.8%	2	2.7%	1	1.8%	1	12.5%	7	3.2%	3,394
\$20k to less than \$40k	3	3.8%	4	5.3%	6	10.7%	1	12.5%	14	6.4%	6,789
\$40k to less than \$60k	13	16.3%	19	25.3%	6	10.7%	0	0.0%	38	17.4%	18,426
\$60k to less than \$80k	7	8.8%	12	16.0%	13	23.2%	2	25%	34	15.5%	16,487
\$80k to less than \$100k	19	23.8%	12	16.0%	10	17.9%	1	12.5%	42	19.2%	20,366
\$100k to less than \$120k	8	10.0%	4	5.3%	3	5.4%	2	25%	17	7.8%	8,243
\$120k to less than \$140k	4	5.0%	4	5.3%	2	3.6%	0	0.0%	10	4.6%	4,849
\$140k to less than \$160k	2	2.5%	1	1.3%	0	0.0%	0	0.0%	3	1.4%	1,455
\$160k to less than \$180k	2	2.5%	1	1.3%	1	1.8%	0	0.0%	4	1.8%	1,940
\$180k to less than \$200k	2	2.5%	0	0.0%	0	0.0%	0	0.0%	2	0.9%	970
More than \$200k	3	3.8%	1	1.3%	2	3.6%	0	0.0%	6	2.7%	2,909
Don't Know	5	6.3%	5	6.7%	4	7.1%	0	0.0%	14	6.4%	6,789
No Response	9	11.3%	10	13.3%	8	14.3%	1	12.5%	28	12.8%	13,577
Total	80	100%	75	100%	56	100%	8	100%	219	100%	106,194
Estimated Households	38,792		36,368		27,155		3,879		106,194		

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

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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		Don't Know / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	1	2.3%	0	0.0%	3	4.9%	0	0.0%	4	2.3%	1,940
\$20k to less than \$40k	1	2.3%	4	6.2%	6	9.8%	1	20.0%	12	6.9%	5,819
\$40k to less than \$60k	3	6.8%	17	26.2%	5	8.2%	0	0.0%	25	14.3%	12,123
\$60k to less than \$80k	7	15.9%	9	13.8%	6	9.8%	0	0.0%	22	12.6%	10,668
\$80k to less than \$100k	6	13.6%	12	18.5%	14	23.0%	1	20.0%	33	18.9%	16,002
\$100k to less than \$120k	4	9.1%	3	4.6%	8	13.1%	1	20.0%	16	9.1%	7,758
\$120k to less than \$140k	1	2.3%	6	9.2%	3	4.9%	1	20.0%	11	6.3%	5,334
\$140k to less than \$160k	1	2.3%	0	0.0%	2	3.3%	0	0.0%	3	1.7%	1,455
\$160k to less than \$180k	2	4.5%	2	3.1%	2	3.3%	0	0.0%	6	3.4%	2,909
\$180k to less than \$200k	2	4.5%	1	1.5%	0	0.0%	0	0.0%	3	1.7%	1,455
More than \$200k	4	9.1%	0	0.0%	3	4.9%	0	0.0%	7	4.0%	3,394
Don't Know	3	6.8%	3	4.6%	0	0.0%	0	0.0%	6	3.4%	2,909
No Response	9	20.5%	8	12.3%	9	14.8%	1	20.0%	27	15.4%	13,092
Total	44	100%	65	100%	61	100%	5	100%	175	100%	84,859
Estimated Households	21,336		31,519		29,579		2,425		84,859		

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

Table 25a: Renovation intender - Home renovation intentions by Household size									
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	38	10.9%	8	9.0%	0	0.0%	46	10.5%	22,306
Two	98	28.2%	24	27.0%	0	0.0%	122	27.9%	59,159
Three	65	18.7%	19	21.3%	0	0.0%	84	19.2%	40,732
Four	98	28.2%	21	23.6%	0	0.0%	119	27.2%	57,704
Five or more	49	14.1%	15	16.9%	0	0.0%	64	14.6%	31,034
No Response	0	0.0%	2	2.2%	0	0.0%	2	0.5%	970
Total	348	100%	89	100%	0	0.0%	437	100%	211,904
Estimated Households	168,747		43,157		0		211,904		

Table 25b: Renovation intender - Home renovation intentions in households where there are / are not Children under 18 years									
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	164	47.1%	47	52.8%	0	0.0%	211	48.3%	102,315
No	184	52.9%	42	47.2%	0	0.0%	226	51.7%	109,589
Total	348	100%	89	100%	0	0.0%	437	100%	211,904
Estimated Households	168,747		43,157		0		211,904		

Consumer Intentions to Renovate: Montreal 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	9	19.1%	4	10.8%	1	2.8%	1	33.3%	15	12.2%	7,274
Two	17	36.2%	10	27.0%	13	36.1%	1	33.3%	41	33.3%	19,881
Three	8	17.0%	12	32.4%	7	19.4%	0	0.0%	27	22.0%	13,092
Four	6	12.8%	6	16.2%	10	27.8%	1	33.3%	23	18.7%	11,153
Five or more	7	14.9%	5	13.5%	5	13.9%	0	0.0%	17	13.8%	8,243
Total	47	100%	37	100%	36	100%	3	100%	123	100%	59,643
Estimated Households	22,791		17,942		17,457		1,455		59,643		

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	16	34.0%	23	62.2%	11	30.6%	2	66.7%	52	42.3%	25,215
No	31	66.0%	14	37.8%	25	69.4%	1	33.3%	71	57.7%	34,428
Total	47	100%	37	100%	36	100%	3	100%	123	100%	59,643
Estimated Households	22,791		17,942		17,457		1,455		59,643		59,643

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

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

Table 27a: Renovation intender - Who will do the REPLACEMENTS by Household size											
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 / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	15	18.8%	10	13.3%	5	8.9%	0	0.0%	30	13.7%	14,547
Two	17	21.3%	19	25.3%	16	28.6%	3	37.5%	55	25.1%	26,670
Three	17	21.3%	14	18.7%	11	19.6%	1	12.5%	43	19.6%	20,851
Four	19	23.8%	18	24.0%	15	26.8%	3	37.5%	55	25.1%	26,670
Five or more	12	15.0%	13	17.3%	9	16.1%	1	12.5%	35	16.0%	16,972
No Response	0	0.0%	1	1.3%	0	0.0%	0	0.0%	1	0.5%	485
Total	80	100%	75	100%	56	100%	8	100%	219	100%	106,194
Estimated Households	38,792		36,368		27,155		3,879		106,194		

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

Table 27b: Renovation intender - Who will do the REPLACEMENTS in households where there are / are not Children under 18											
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 / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	34	42.5%	40	53.3%	21	37.5%	5	62.5%	100	45.7%	48,491
No	46	57.5%	35	46.7%	35	62.5%	3	37.5%	119	54.3%	57,704
Total	80	100%	75	100%	56	100%	8	100%	219	100%	106,194
Estimated Households	38,792		36,368		27,155		3,879		106,194		

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

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

Table 28a: Renovation intender - Who will do the REMODELING 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	3	6.8%	4	6.2%	5	8.2%	0	0.0%	12	6.9%	5,819
Two	12	27.3%	22	33.8%	16	26.2%	1	20.0%	51	29.1%	24,730
Three	9	20.5%	10	15.4%	13	21.3%	0	0.0%	32	18.3%	15,517
Four	13	29.5%	21	32.3%	19	31.1%	3	60.0%	56	32.0%	27,155
Five or more	7	15.9%	8	12.3%	8	13.1%	1	20.0%	24	13.7%	11,638
Total	44	100%	65	100%	61	100%	5	100%	175	100%	84,859
Estimated Households	21,336		31,519		29,579		2,425		84,859		

Note: Includes only those respondents who indicated remodeling activities.

Table 28b: Renovation intender - Who will do the REMODELING 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	20	45.5%	41	63.1%	32	52.5%	4	80.0%	97	55.4%	47,036
No	24	54.5%	24	36.9%	29	47.5%	1	20.0%	78	44.6%	37,823
Total	44	100%	65	100%	61	100%	5	100%	175	100%	84,859
Estimated Households	21,336		31,519		29,579		2,425		84,859		

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

Table 29: Renovation intender – Home renovation intentions by respondent age							
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	7	2.0%	0	0.0%	7	1.6%	3,394
25-34 years	45	12.9%	10	11.2%	55	12.6%	26,670
35-44 years	112	32.2%	30	33.7%	142	32.5%	68,857
45-54 years	100	28.7%	19	21.3%	119	27.2%	57,704
55-64 years	63	18.1%	18	20.2%	81	18.5%	39,277
65+ years	21	6.0%	11	12.4%	32	7.3%	15,517
Don't Know / No Response	0	0.0%	1	1.1%	1	0.2%	485
Total	348	100%	89	100%	437	100%	211,904
Estimated Households	168,747		43,157		211,904		

Consumer Intentions to Renovate: Montreal 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	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25-34 years	4	8.5%	8	21.6%	2	5.6%	0	0.0%	14	11.5%	6,789
35-44 years	12	25.5%	11	29.7%	15	41.7%	1	50.0%	39	32.0%	18,911
45-54 years	13	27.7%	9	24.3%	13	36.1%	0	0.0%	35	28.7%	16,972
55-64 years	11	23.4%	7	18.9%	4	11.1%	0	0.0%	22	18.0%	10,668
65+ years	7	14.9%	2	5.4%	2	5.6%	1	50.0%	12	9.8%	5,819
Total	47	100%	37	100%	36	100%	2	100%	122	100%	59,159
Estimated Households	22,791		17,942		17,457		970		59,159		

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 / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	1	1.3%	3	4.0%	2	3.6%	0	0.0%	6	2.7%	2,909
25-34 years	6	7.5%	12	16.0%	7	12.5%	1	12.5%	26	11.9%	12,608
35-44 years	21	26.3%	34	45.3%	17	30.4%	5	62.5%	77	35.2%	37,338
45-54 years	22	27.5%	14	18.7%	15	26.8%	0	0.0%	51	23.3%	24,730
55-64 years	21	26.3%	6	8.0%	13	23.2%	2	25.0%	42	19.2%	20,366
65+ years	9	11.3%	6	8.0%	2	3.6%	0	0.0%	17	7.8%	8,243
Total	80	100%	75	100%	56	100%	8	100%	219	100%	106,194
Estimated Households	38,792		36,368		27,155		3,879		106,194		

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

Consumer Intentions to Renovate: Montreal 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 / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	0	0.0%	1	1.5%	1	1.6%	0	0.0%	2	1.1%	970
25-34 years	0	0.0%	14	21.5%	6	9.8%	3	60.0%	23	13.1%	11,153
35-44 years	14	31.8%	24	36.9%	19	31.1%	1	20.0%	58	33.1%	28,125
45-54 years	11	25.0%	18	27.7%	22	36.1%	1	20.0%	52	29.7%	25,215
55-64 years	14	31.8%	6	9.2%	10	16.4%	0	0.0%	30	17.1%	14,547
65+ years	5	11.4%	2	3.1%	3	4.9%	0	0.0%	10	5.7%	4,849
Total	44	100%	65	100%	61	100%	5	100%	175	100%	84,859
Estimated Households	21,336		31,519		29,579		2,425		84,859		

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

Table 33: Renovation intender – Home renovation intentions by ALL RENOVATIONS planned							
Types of renovations planned	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
Paint / wallpaper	58	16.7%	14	15.7%	72	16.5%	34,913
Kitchen	72	20.7%	14	15.7%	86	19.7%	41,702
Bathroom	121	34.8%	29	32.6%	150	34.3%	72,736
Carpet / flooring	63	18.1%	7	7.9%	70	16.0%	33,943
Rec room	44	12.6%	4	4.5%	48	11.0%	23,275
Doors / windows	76	21.8%	19	21.3%	95	21.7%	46,066
External construction / repairs	163	46.8%	35	39.3%	198	45.3%	96,011
Other	123	35.3%	18	20.2%	141	32.3%	68,372
Don't Know / No Response	2	0.6%	4	4.5%	6	1.4%	2,909
Valid Cases	348		89		437		211,904
Estimated Households	168,747		43,157		211,904		

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

Consumer Intentions to Renovate: Montreal 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	3	6.4%	17	45.9%	14	38.9%	1	50.0%	35	28.7%	16,972
Kitchen	6	12.8%	7	18.9%	6	16.7%	0	0.0%	19	15.6%	9,213
Bathroom	13	27.7%	10	27.0%	10	27.8%	2	100%	35	28.7%	16,972
Carpet / flooring	5	10.6%	7	18.9%	5	13.9%	0	0.0%	17	13.9%	8,243
Rec room	1	2.1%	4	10.8%	1	2.8%	0	0.0%	6	4.9%	2,909
Doors / windows	9	19.1%	2	5.4%	16	44.4%	1	50.0%	28	23.0%	13,577
External construction / repairs	43	91.5%	18	48.6%	33	91.7%	0	0.0%	94	77.0%	45,581
Other	8	17.0%	13	35.1%	19	52.8%	1	50.0%	41	33.6%	19,881
Valid Cases	47		37		36		2		122		59,159
Estimated Households	22,791		17,942		17,457		970		59,159		

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: Montreal Intentions Data Tables 2006

Table 35: Renovation intender - Who will do the REPLACEMENTS by All renovations planned

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/No Response		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	8.8%	4	5.3%	9	16.1%	1	0.125	21	9.6%	10,183
Kitchen	11	13.8%	15	20.0%	19	33.9%	0	0.0%	45	20.5%	21,821
Bathroom	25	31.3%	24	32.0%	26	46.4%	3	37.5%	78	35.6%	37,823
Carpet / flooring	6	7.5%	13	17.3%	9	16.1%	2	25.0%	30	13.7%	14,547
Rec room	1	1.3%	12	16.0%	4	7.1%	2	25.0%	19	8.7%	9,213
Doors / windows	32	40.0%	12	16.0%	16	28.6%	3	37.5%	63	28.8%	30,549
External construction / repairs	50	62.5%	32	42.7%	23	41.1%	5	62.5%	110	50.2%	53,340
Other	15	18.8%	22	29.3%	21	37.5%	6	75.0%	64	29.2%	31,034
No Response	2	2.5%	0	0.0%	0	0.0%	0	0.0%	2	0.9%	970
Valid Cases	80		75		56		8		219		106,194
Estimated Households	38,792		36,368		27,155		3,879		106,194		

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: Montreal Intentions Data Tables 2006

Table 36: Renovation intender - Who will do the REMODELING by All renovations planned											
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		Don't Know/No Response		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	5	11.4%	14	21.5%	8	13.1%	2	40.0%	29	16.6%	14,062
Kitchen	14	31.8%	16	24.6%	15	24.6%	1	20.0%	46	26.3%	22,306
Bathroom	17	38.6%	28	43.1%	31	50.8%	1	20.0%	77	44.0%	37,338
Carpet / flooring	4	9.1%	13	20.0%	18	29.5%	2	40.0%	37	21.1%	17,942
Rec room	1	2.3%	17	26.2%	13	21.3%	2	40.0%	33	18.9%	16,002
Doors / windows	17	38.6%	3	4.6%	8	13.1%	2	40.0%	30	17.1%	14,547
External construction / repairs	24	54.5%	24	36.9%	23	37.7%	2	40.0%	73	41.7%	35,398
Other	11	25.0%	20	30.8%	38	62.3%	7	140.0%	76	43.4%	36,853
No response	0	0.0%	1	1.5%	2	3.3%	0	0.0%	3	1.7%	1,455
Valid Cases	44		65		61		5		175		84,859
Estimated Households	21,336		31,519		29,579		2,425		84,859		

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

Consumer Intentions to Renovate: Montreal Intentions Data Tables 2006

Table 37: Renovation intender - In planning your renovation, have you contacted a contractor for information about your renovations?			
In planning your renovation, have you contacted a contractor for information about your renovations?	Count	Percent	Estimated Households
Yes	128	29.3%	62,068
No	309	70.7%	149,836
Total	437	100%	211,904

Table 38: Renovation intender - Have you priced out the cost of materials and labour for this (these) project (s)?			
Have you priced out the cost of materials and labour for this (these) project(s)?	Count	Percent	Estimated Households
Yes	246	56.3%	119,287
No	186	42.6%	90,193
Don't Know	5	1.1%	2,425
Total	437	100%	211,904

Table 39: Renovation intender - Have you done any of the following [MULTIPLE RESPONSE]?				
Have you...	Count	Percent Responses	Percent of Cases	Estimated Households
Read any publications for information on home renovation	174	26.8%	39.8%	84,374
Watched any TV programs or videos on home renovation	159	24.5%	36.4%	77,100
Searched on the internet for information on home renovation	147	22.6%	33.6%	71,281
No / none of these	164	25.2%	37.5%	79,525
Don't Know	3	0.5%	0.7%	1,455
No Response	3	0.5%	0.7%	1,455
Total	650	100%		
Valid Cases	437			

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

Table 40: Renovation intender - How will you pay for this renovation work [MULTIPLE RESPONSE]?				
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	329	66.7%	75.3%	159,534
Loan – from financial institution	43	8.7%	9.8%	20,851
Credit charge/ credit card / put it on credit line	56	11.4%	12.8%	27,155
Finance it a mortgage renewal / mortgage refinancing time	27	5.5%	6.2%	13,092
Borrow from a relative or friend	7	1.4%	1.6%	3,394
Some other arrangement (Specify)	6	1.2%	1.4%	2,909
Don't Know	18	3.7%	4.1%	8,728
No Response	7	1.4%	1.6%	3,394
Total	493	100%		
Valid Cases	437			

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

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