



Consumer intentions To buy Or renovate

A Look at Tomorrow's Customer Today

Vancouver

Intentions Data Tables 2004



Canada



CONSUMER INTENTIONS TO BUY

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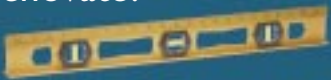
Definitions

How do we define someone who intends to purchase?



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

How do we define someone who intends to renovate?



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



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

The Right Information. Right Now.

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

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

Detailed Data for Your Market

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

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

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

Statistical Reliability of Data

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

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

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

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

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

Are you thinking about buying a principal place of residence sometimes in the next 12 months ?	
	Total
Population :	786275
Number of respondents :	3480
YES	114455 15% 499
NO	658374 84% 2926
Bought a home within past year	10412 1% 43
No answer	3036 0% 12

Chances of buying a home in next 12 months	
	Total
Population :	114455
Number of respondents :	499
HIGH	45137 39% 202
MODERATE	45686 40% 199
LOW	22987 20% 96
No answer	645 1% 2

Table 1 : Home purchase intenders	
Population :	90823
Number of respondents :	401
Moderate (looking to buy)	45686 50% 199
Strong (ready to buy)	45137 50% 202

Table 2 : Home purchase intender profile - Residence	
	Total
Population :	90823
Number of respondents :	401
North Shore	8752 10% 35
Vancouver Downtown	9132 10% 22
Vancouver West	11454 13% 45
Vancouver East	7420 8% 32
Burnaby/New Westminister	12172 13% 52
Tri-Cities	11569 13% 65
Richmond	5423 6% 18
Delta	3424 4% 18
Surrey	16269 18% 87
Central Fraser Valley	5208 6% 27

Table 3 : Home purchase intender profile- age	
	Total
Population :	90823
Number of respondents :	401
18 to 24	3806 4% 16
25 to 34	24206 27% 106
35 to 44	27434 30% 122
45 to 54	16426 18% 76
55 to 64	10604 12% 48
65 +	4337 5% 18
No answer	4011 4% 15
Valid number :	86812
Mean:	41.65
Std. Deviation :	12.39

Table 4 : Home purchase intender profile - gender	
	Total
Population :	90823
Number of respondents :	401
Male	45486 50% 200
Female	45338 50% 201

Table 5 : Home purchase intender profile – own or rent current home	
	Total
Population :	90823
Number of respondents :	401
OWN	38728 43% 205
RENT	52096 57% 196

Table 6 : Home purchase intender profile – Household composition	
	Total
Population :	90823
Number of respondents :	401
One	20010 22% 57
Two	28118 31% 125
Three	17301 19% 81
Four	15325 17% 84
Five or more	8939 10% 49
No answer	1130 1% 5
Valid number :	89693
Mean:	2.71
Std. Deviation:	1.53

Table 7 : Home purchase intender profile - Children under 18 years of age in household	
	Total
Population :	89693
Number of respondents :	396
Yes	31166 35% 162
No	58527 65% 234

Table 8 : Home purchase intender profile - Total household income	
	Total
Population :	90823
Number of respondents :	401
Under 20 K	1799 2% 6
20K to less than 40K	10927 12% 46
40K to less than 60K	15257 17% 64
60K to less than 80K	15147 17% 67
80K to less than 100K	14037 15% 64
100K to less than 120K	6253 7% 31
120K to less than 140K	3397 4% 16
140K to less than 160K	1193 1% 7
160K to less than 180K	1632 2% 6
180K to less than 200K	447 0% 3
More than 200K	2792 3% 13
DK	5015 6% 22
No answer	12928 14% 56

Table 9 : Home purchase intenders	
	Total
Population :	90823
Number of respondents :	401
Moderate (looking to buy)	45686 50% 199
Strong (ready to buy)	45137 50% 202

Table 10 : Thought of buying home in last six months	
	Total
Population :	661410
Number of respondents :	2938
Yes	70712 11% 311
No	589128 89% 2621
DK	1570 0% 6
No answer	0 0% 0

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

	Total
Population:	90823
Number of respondents:	401
North Shore	9119 10% 35
Downtown Vancouver	6101 7% 19
Vancouver Westside	10732 12% 41
Vancouver Eastside	7235 8% 29
Burnaby / New Westminster	10768 12% 45
Tri-cities (Coquitlam / Port Coquitlam / Port Richmond)	11356 13% 51
Surrey/Delta, Langley	17738 20% 91
Maple Ridge / Pitt Meadows	3546 4% 19
Abbotsford / Mission	1088 1% 6
Chilliwack	724 1% 4
Outside City limits / acreage	2747 3% 15
Outside market area	2430 3% 11
Other (specify)	4419 5% 20
Don't know	2643 3% 14
No response	178 0% 1

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

Table 12 :Type of home looking for / intending to buy	
	Total
Population :	90823
Number of respondents :	401
Brand new/ Build	22728 25% 102
Pre-owned home	56615 62% 252
It depends	1270 1% 5
Other	2013 2% 7
DK	8197 9% 35
No answer	0 0% 0

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

Table 13 : Type of home looking for / intending to buy	
	Total
Population :	90823
Number of respondents :	401
Single detached home	47986 53% 242
Semi-detached home / duplex	5317 6% 20
Row / Town house	16017 18% 64
Apartment	17452 19% 59
It depends	359 0% 1
Other	1287 1% 5
DK	2405 3% 10
No answer	0 0% 0

Table 14 : Would it be a condominium ?	
	Total
Population :	90823
Number of respondents :	401
YES	28318 31% 99
NO	57949 64% 284
DK	4556 5% 18
No answer	0 0% 0

Table 15 : Type of neighbourhood preferred : home looking for / intending to buy	
	Total
Population :	90823
Number of respondents :	401
New subdivision / development	12214 13% 57
Established neighbourhood	62514 69% 268
Acreage	6014 7% 30
It depends	0 0% 0
Other	173 0% 1
DK	9908 11% 45
No answer	0 0% 0

Table 16 : Price range of home looking for : Home looking for / intending to buy	
	Total
Population (sum of mentions) :	90823
Number of respondents (sum of mentions) :	401
Under \$200K	12618 14% 47
\$200K to less than \$250K	13136 14% 57
\$250K to less than \$300K	11993 13% 51
\$300K to less than \$350K	13766 15% 61
\$350K to less than \$400K	8746 10% 37
\$400K to less than \$500K	10531 12% 49
\$500K to less than \$750K	13080 14% 65
Over \$750K	3821 4% 18
DK/NR	3132 3% 16
Valid number :	79560
Mean (in thousand dollars) :	359.16
Std. Deviation :	280.85

Table 17 : Price range of home looking for compared to current home	
	Total
Owner only	
Population :	38728
Number of respondents :	205
More	21491 55% 113
Same	6046 16% 31
Less	10433 27% 57
DK	272 1% 1
No answer	486 1% 3

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

	Total
Population :	90823
Number of respondents :	401
Up to 1200 sq ft	23454 26% 80
1201-2000 sq ft	29135 32% 137
2001-3000 sq ft	13101 14% 69
Over 3000 sq ft	6660 7% 35
DK	17788 20% 77
No answer	684 1% 3
Valid number :	72351
Mean :	1887.55
Std. Deviation :	970.35

Table 19 : Size of home you are thinking of buying (in square feet) compared to your present residence	
	Total
Population :	90823
Number of respondents :	401
LARGER	55999 62% 237
SAME	20294 22% 97
SMALLER	13971 15% 64
DK	559 1% 3
No answer	0 0% 0

Table 20 : What made you decide not to buy a home now ?	
	Total
Population :	70712
Number of respondents :	311
CHANGE IN FINANCIAL SITUATION	6185 9% 28
CHANGE IN JOB SITUATION	2227 3% 12
COST IS TOO HIGH	40887 58% 168
General worry about the economy / not a good time to buy	4224 6% 19
Decided I like my house and neighbourhood	5378 8% 25
Just bought / built a home	0 0% 0

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

	Total
Population :	70712
Number of respondents :	311
Just renovated	486 1% 2
Cannot find the right house (size / design etc.)	2465 3% 13
Cannot find a suitable house in the right location	1641 2% 8
Cannot sell my existing home	876 1% 3
No longer the right time (Personal reasons: too old, children in school ...)	3004 4% 14
Too busy/ hassle / do not want to disrupt the family	701 1% 4
Prefer to rent / do not want to own	730 1% 3
Need to deal with debts / existing mortgage	585 1% 3
Renovation is a better option	0 0% 0
Personal reasons (specified or not)	4828 7% 21
Market value has raised too much	0 0% 0
Other	2711 4% 13
DK	258 0% 1
No answer	0 0% 0

Table 21 : Circumstances under which might consider buying a home	
	Total
Population :	90823
Number of respondents :	401
Size of house (bigger, smaller or better home)	25976 29% 127
Area (closer to... / farther than ...)	9561 11% 52
Market conditions	6710 7% 27
Becoming an owner	32984 36% 128
Investment	0 0% 0
Familial reasons	0 0% 0
Quality of life	0 0% 0
Apartment is too expensive (market is good)	0 0% 0
Other	14894 16% 63
DK	567 1% 3
No answer	131 0% 1

Table 22 : Listed your home for sale ?(owners)	
	Total
Owners only	
Population :	38728
Number of respondents :	205
YES	7954 21% 41
NO	30774 79% 164

Table 23 : Talked to a realtor about buying a home ?	
	Total
Population :	90823
Number of respondents :	401
YES	48542 53% 223
NO	42281 47% 178
DK	0 0% 0
No answer	0 0% 0

Table 24 : Read any publications for information on the housing market?	
	Total
Population :	90823
Number of respondents :	401
YES	63686 70% 280
NO	27137 30% 121
DK	0 0% 0
No answer	0 0% 0

Table 25 : Been pre-approved for a mortgage ?	
	Total
Population :	38673
Number of respondents :	172
YES	26067 67% 118
NO	11401 29% 48
DK	1206 3% 6
No answer	0 0% 0

Table 26 : Talked to a financial institution about obtaining a mortgage ?	
	Total
Population :	90823
Number of respondents :	401
YES	38673 43% 172
NO	51857 57% 227
DK	292 0% 2
No answer	0 0% 0

Table 27 : Contacted a builder/ developer for information about a brand new home?	
	Total
Population :	90823
Number of respondents :	401
YES	17530 19% 81
NO	72881 80% 318
DK	412 0% 2
No answer	0 0% 0

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

Table 28 : In the last month, have you visited homes for sale ?	
	Total
Population :	90823
Number of respondents :	401
YES	43820 48% 196
NO	47003 52% 205
DK	0 0% 0
No answer	0 0% 0

Table 29 : Home purchase intentions by current residence of respondent

	Total	Current Residence									
		North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby/ New Westminister	Tri-Cities	Richmond	Delta	Surrey	Central Fraser Valley
Population :	90823	8752	9132	11454	7420	12172	11569	5423	3424	16269	5208
Number of respondents :	401	35	22	45	32	52	65	18	18	87	27
Moderate (looking to buy)	45686 50%	4414 50%	4233 46%	5074 44%	5489 74%	7658 63%	4302 37%	3362 62%	1097 32%	7602 47%	2454 47%
	199	17	11	20	23 +++	31 +	24 --	11	7	42	13
Strong (ready to buy)	45137 50%	4337 50%	4899 54%	6380 56%	1931 26%	4514 37%	7268 63%	2061 38%	2327 68%	8666 53%	2754 53%
	202	18	11	25	9 ---	21 -	41 ++	7	11	45	14

Table 30 : Home purchase intentions by Total household income

	Total	INCOME										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	72880	1799	10927	15257	15147	14037	6253	3397	1193	1632	447	2792
Number of respondents :	323	6	46	64	67	64	31	16	7	6	3	13
Moderate (looking to buy)	35492 49%	653 36%	6593 60% +	7810 51%	7356 49%	7052 50%	3333 53%	736 22%	160 13%	749 46%	173 39%	879 31%
	154	2	27	33	34	32	15	3	1	2	1	4
Strong (ready to buy)	37388 51%	1145 64%	4335 40% -	7447 49%	7791 51%	6985 50%	2921 47%	2661 78%	1033 87%	883 54%	274 61%	1913 69%
	169	4	19	31	33	32	16	13	6	4	2	9

Table 31 : Home purchase intentions by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	90823	38728	52096
Number of respondents :	401	205	196
Moderate (looking to buy)	45686 50% 199	17195 44% 93	28491 55% 106
Strong (ready to buy)	45137 50% 202	21533 56% 112	23605 45% 90

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	89693	20010	28118	17301	24264	31166	58527
Number of respondents :	396	57	125	81	133	162	234
Moderate (looking to buy)	45237 50%	10348 52%	12891 46%	8521 49%	13476 56%	16697 54%	28539 49%
	197	29	58	38	72	86	111
Strong (ready to buy)	44456 50%	9662 48%	15227 54%	8780 51%	10787 44%	14469 46%	29987 51%
	199	28	67	43	61	76	123

Table 33 : Home purchase intentions by Respondent age

Table 33 : Home purchase intentions by Respondent age							
	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	86812	3806	24206	27434	16426	10604	4337
Number of respondents :	386	16	106	122	76	48	18
Moderate (looking to buy)	44551 51%	1988 52%	11148 46%	13994 51%	10236 62%	4915 46%	2271 52%
	195	7	48	61	47 ++	23	9
Strong (ready to buy)	42261 49%	1818 48%	13058 54%	13439 49%	6190 38%	5689 54%	2066 48%
	191	9	58	61	29 --	25	9

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

	Total	Would most likely purchase new or used home			
		Brand new/Build	Pre-owned home	Depend	Other
Population :	82626	22728	56615	1270	2013
Number of respondents :	366	102	252	5	7
Moderate (looking to buy)	41356 50%	10206 45%	29229 52%	727 57%	1193 59%
	181	46	128	3	4
Strong (ready to buy)	41270 50%	12521 55%	27386 48%	543 43%	820 41%
	185	56	124	2	3

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/duplex	Row/ town house	Apartment	Depend	Other
Population :	88418	47986	5317	16017	17452	359	1287
Number of respondents :	391	242	20	64	59	1	5
Moderate (looking to buy)	43991 50%	23652 49%	3196 60%	7736 48%	8137 47%	359 100%	912 71%
Strong(Ready to buy)	192 44427 50%	116 24333 51%	14 2121 40%	30 8282 52%	28 9315 53%	1 0 0%	3 376 29%
	199	126	6	34	31	0	2

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

	Total	Price range of next home ?								
		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	\$500K to less than \$750K	Over \$750K	DK/NR
Population :	90823	12618	13136	11993	13766	8746	10531	13080	3821	3132
Number of respondents :	401	47	57	51	61	37	49	65	18	16
Moderate (looking to buy)	45686 50% 199	7752 61% 28	6902 53% 32	6762 56% 29	6685 49% 26	3852 44% 19	5318 50% 24	5614 43% 28	1056 28% 4	1745 56% 9
Strong (ready to buy)	45137 50% 202	4865 39% 19	6235 47% 25	5231 44% 22	7081 51% 35	4894 56% 18	5213 50% 25	7466 57% 37	2765 72% 14	1386 44% 7

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

	Total	Size of home looking for/intending to purchase(sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	72351	23454	29135	13101	6660
Number of respondents :	321	80	137	69	35
Moderate (looking to buy)	33441 46%	11420 49%	13746 47%	5531 42%	2744 41%
	146	37	68	29	12
Strong (ready to buy)	38910 54%	12034 51%	15389 53%	7570 58%	3917 59%
	175	43	69	40	23

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

In which community are you most likely to buy a home ?														
	Total	North Shore	Downtown Vancouver	Vancouver Westside	Vancouver Eastside	Burnaby / New Westminister	Tri-cities (Coquitlam / Port Richmond)	Surrey/Delta, Langley	Maple Ridge / Pitt Meadows	Abottsford / Mission	Chilliwack	Outside City limits / acreage	Outside market area	Other
Population:	88002	9119	6101	10732	7235	10768	11356	17738	3546	1088	724	2747	2430	4419
Number of respondents :	386	35	19	41	29	45	51	91	19	6	4	15	11	20
Moderate (looking to buy)	44642 51% 193	3879 43% 15	2763 45% 9	4757 44% 20	5779 80% 22	6682 62% 26	5122 45% 21	7231 41% 39	2169 61% 11	654 60% 3	356 49% 2	1945 71% 11	1344 55% 5	1962 44% 9
Strong (ready to buy)	43360 49% 193	5240 57% 20	3337 55% 10	5975 56% 21	1457 20% 7	4086 38% 19	6234 55% 30	10507 59% 52	1376 39% 8	434 40% 3	368 51% 2	802 29% 4	1087 45% 6	2458 56% 11

Table 39 : Home purchase intentions by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	80915	12214	62514	6014	0	173
Number of respondents :	356	57	268	30	0	1
Moderate (looking to buy)	39684 49%	4685 38%	30781 49%	4044 67%	0 0%	173 100%
	174	- 22	133	++ 18	0	1
Strong (ready to buy)	41231 51%	7529 62%	31733 51%	1970 33%	0 0%	0 0%
	182	+ 35	135	-- 12	0	0

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

	Total	Price range of next home ?								
		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	\$500K to less than \$750K	Over \$750K	DK/NR
Population :	90823	12618	13136	11993	13766	8746	10531	13080	3821	3132
Number of respondents :	401	47	57	51	61	37	49	65	18	16
Single detached home	47986 53% 242	2886 23% 12	3338 25% 18	5869 49% 29	7219 52% 35	5124 59% 27	8275 79% 42	9648 74% 50	3496 91% 17	2130 68% 12
Semi-detached home/ duplex	5317 6% 20	501 4% 2	808 6% 3	1206 10% 5	1773 13% 6	0 0% 0	147 1% 1	882 7% 3	0 0% 0	0 0% 0
Row/Town house	16017 18% 64	3017 24% 11	3821 29% 16	2216 18% 7	3595 26% 15	1397 16% 5	185 2% 1	1172 9% 6	0 0% 0	615 20% 3
Apartment	17452 19% 59	6064 48% 21	4538 35% 17	2238 19% 8	140 1% 1	2226 25% 5	790 8% 2	744 6% 3	326 9% 1	387 12% 1
It depends	359 0% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	359 3% 1	0 0% 0	0 0% 0	0 0% 0
Other	1287 1% 5	0 0% 0	219 2% 1	0 0% 0	332 2% 2	0 0% 0	532 5% 1	204 2% 1	0 0% 0	0 0% 0
DK	2405 3% 10	149 1% 1	412 3% 2	464 4% 2	707 5% 2	0 0% 0	244 2% 1	429 3% 2	0 0% 0	0 0% 0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	72351	23454	29135	13101	6660
Number of respondents :	321	80	137	69	35
Single detached home	38239 53% ----- 196	3166 13% ----- 13	16868 58% ----- 85	12300 94% ++++ 66	5905 89% ++++ 32
Semi-detached home / duplex	4099 6% ----- 15	1045 4% ----- 4	2908 10% +++ 10	0 0% -- 0	147 2% ----- 1
Row / Town house	12199 17% ----- 49	6136 26% +++ 20	5012 17% ----- 25	801 6% --- 3	250 4% ----- 1
Apartment	14924 21% ----- 50	11601 49% ++++ 38	3323 11% ----- 12	0 0% ----- 0	0 0% ----- 0
It depends	359 0% ----- 1	0 0% ----- 0	0 0% ----- 0	0 0% ----- 0	359 5% ++++ 1

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	72351	23454	29135	13101	6660
Number of respondents :	321	80	137	69	35
Other	1127 2%	737 3%	390 1%	0 0%	0 0%
	4	2	2	0	0
DK	1404 2%	769 3%	635 2%	0 0%	0 0%
	6	3	3	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	80915	12214	62514	6014	0	173
Number of respondents :	356	57	268	30	0	1
Single detached home	42752 53%	5818 48%	31721 51%	5214 87% ++++	0 0%	0 0%
	216	31	158	27	0	0
Semi-detached home / duplex	4319 5%	827 7%	3105 5%	213 4%	0 0%	173 100%
	16	2	12	1	0	1
Row / town house	15007 19%	2581 21%	11838 19%	587 10%	0 0%	0 0%
	60	12	46	2	0	0
Apartment	15543 19%	2783 23%	12759 20%	0 0%	0 0%	0 0%
	52	11	41	0 ---	0	0
It depends	359 0%	0 0%	359 1%	0 0%	0 0%	0 0%
	1	0	1	0	0	0

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

	Total	Location of new home ?				
		New subdivision/development	Established neighbourhood	Acreage	It depends	Other
Population :	80915	12214	62514	6014	0	173
Number of respondents :	356	57	268	30	0	1
Other	1116 1%	204 2%	912 1%	0 0%	0 0%	0 0%
	4	1	3	0	0	0
DK	1820 2%	0 0%	1820 3%	0 0%	0 0%	0 0%
	7	0	7	0	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0

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

	Total	Own or rent current home	
		Own	Rent
Population :	90823	38728	52096
Number of respondents :	401	205	196
Single detached home	47986 53%	26253 68% ++++	21733 42% ----
	242	149	93
Semi-detached home / duplex	5317 6%	2049 5%	3268 6%
	20	8	12
Row / Town house	16017 18%	5051 13% --	10966 21% ++
	64	25	39
Apartment	17452 19%	3159 8% ----	14293 27% ++++
	59	13	46
It depends	359 0%	359 1%	0 0%
	1	1	0
Other	1287 1%	755 2%	532 1%
	5	4	1

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

	Total	Own or rent current home	
		Own	Rent
Population :	90823	38728	52096
Number of respondents :	401	205	196
DK	2405 3%	1102 3%	1304 3%
	10	5	5
No answer	0 0%	0 0%	0 0%
	0	0	0

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	89693	20010	28118	17301	24264	31166	58527
Number of respondents :	396	57	125	81	133	162	234
Single detached home	47536 53%	3235 16%	13392 48%	10304 60%	20606 85%	24385 78%	23151 40%
	240	10	63	53	114	130	110
Semi-detached home / duplex	5317 6%	2031 10%	1392 5%	1497 9%	398 2%	1712 5%	3605 6%
	20	5	7	6	2	7	13
Row/ town house	15568 17%	4114 21%	6837 24%	1943 11%	2675 11%	3543 11%	12025 21%
	62	12	28	8	14	18	44
Apartment	17220 19%	9442 47%	5005 18%	2360 14%	413 2%	1096 4%	16123 28%
	58	26	20	10	2	5	53
It depends	359 0%	0 0%	0 0%	359 2%	0 0%	0 0%	359 1%
	1	0	0	1	0	0	1
Other	1287 1%	532 3%	584 2%	0 0%	171 1%	171 1%	1116 2%
	5	1	3	0	1	1	4

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	89693	20010	28118	17301	24264	31166	58527
Number of respondents :	396	57	125	81	133	162	234
DK	2405 3%	656 3%	909 3%	840 5%	0 0%	258 1%	2147 4%
	10	3	4	3	0	1	9
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	86812	3806	24206	27434	16426	10604	4337
Number of respondents :	386	16	106	122	76	48	18
Single detached home	46073 53%	1573 41%	13715 57%	14730 54%	8087 49%	6173 58%	1795 41%
	233	8	66	77	44	31	7
Semi-detached home / duplex	4860 6%	0 0%	652 3%	1480 5%	1407 9%	941 9%	381 9%
	19	0	3	6	5	3	2
Row / Town house	15424 18%	558 15%	5728 24%	4637 17%	2768 17%	1484 14%	248 6%
	62	3	21	18	13	6	1
Apartment	16608 19%	1316 35%	3425 14%	5328 19%	3731 23%	1549 15%	1259 29%
	57	4	13	16	13	6	5
It depends	359 0%	359 9%	0 0%	0 0%	0 0%	0 0%	0 0%
	1	1	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	86812	3806	24206	27434	16426	10604	4337
Number of respondents :	386	16	106	122	76	48	18
Other	1083 1%	0 0%	0 0%	704 3%	0 0%	0 0%	380 9%
	4	0	0	2	0	0	2
DK	2405 3%	0 0%	687 3%	555 2%	433 3%	457 4%	274 6%
	10	0	3	3	1	2	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Price range of next home ?								
		Under \$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	\$500K to less than \$750K	Over \$750K	DK/NR
Population :	90823	12618	13136	11993	13766	8746	10531	13080	3821	3132
Number of respondents :	401	47	57	51	61	37	49	65	18	16
Up to 1200 sq ft	23454 26% 80	6090 48% 20	6046 46% 21	3256 27% 11	2688 20% 10	2763 32% 8	1002 10% 3	814 6% 4	525 14% 2	270 9% 1
1201-2000 sq ft	29135 32% 137	2624 21% 13	3503 27% 18	4679 39% 22	5832 42% 28	3152 36% 16	4496 43% 18	4066 31% 18	291 8% 1	492 16% 3
2001-3000 sq ft	13101 14% 69	0 0% 0	366 3% 2	1371 11% 8	2364 17% 11	1063 12% 5	2742 26% 16	4083 31% 21	656 17% 4	455 15% 2
Over 3000 sq ft	6660 7% 35	0 0% 0	250 2% 1	200 2% 1	0 0% 0	0 0% 0	1118 11% 6	3023 23% 17	1877 49% 9	192 6% 1
DK	17788 20% 77	3903 31% 14	2971 23% 15	2034 17% 7	2882 21% 12	1768 20% 8	1174 11% 6	1094 8% 5	472 12% 2	1490 48% 8
No answer	684 1% 3	0 0% 0	0 0% 0	453 4% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	232 7% 1

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

	Total	Price range of next home ?								
		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	\$500K to less than \$750K	Over \$750K	DK/NR
Population :	90823	12618	13136	11993	13766	8746	10531	13080	3821	3132
Number of respondents :	401	47	57	51	61	37	49	65	18	16
Valid number	72351	8714	10165	9506	10884	6978	9358	11986	3349	1410
Mean :	1887.55	1112.00	1333.87	1611.43	1793.45	1715.13	2259.65	2611.37	3233.35	2294.78
Std. Deviation :	970.35	390.95	755.17	660.59	592.37	622.54	842.92	982.45	1432.03	1185.84

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	82626	22728	56615	1270	2013
Number of respondents :	366	102	252	5	7
Up to 1200 sq ft	21609 26%	4910 22%	15192 27%	218 17%	1289 64%
	74	18	52	1	3
1201-2000 sq ft	26165 32%	6710 30%	18807 33%	467 37%	181 9%
	124	28	93	2	1
2001-3000 sq ft	12461 15%	4861 21%	7387 13%	0 0%	213 11%
	65	23	41	0	1
Over 3000 sq ft	5992 7%	2971 13%	2853 5%	0 0%	168 8%
	32	17	14	0	1
DK	15713 19%	3275 14%	11693 21%	584 46%	161 8%
	68	16	49	2	1

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	82626	22728	56615	1270	2013
Number of respondents :	366	102	252	5	7
No answer	684 1%	0 0%	684 1%	0 0%	0 0%
	3	0	3	0	0
Valid number :	72351	19452	44238	686	1852
Mean :	1887.55	2168.53	1778.36	1554.44	1408.96
Std. Deviation :	970.35	1080.58	848.86	652.60	1087.21

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	88418	47986	5317	16017	17452	359	1287
Number of respondents :	391	242	20	64	59	1	5
Up to 1200 sq ft	22685 26% 77	3166 7% ---- 13	1045 20% 4	6136 38% +++ 20	11601 66% ++++ 38	0 0% 0	737 57% 2
1201-2000 sq ft	28500 32% 134	16868 35% 85	2908 55% 10	5012 31% 25	3323 19% -- 12	0 0% 0	390 30% 2
2001-3000 sq ft	13101 15% 69	12300 26% ++++ 66	0 0% 0	801 5% -- 3	0 0% ---- 0	0 0% 0	0 0% 0
Over 3000 sq ft	6660 8% 35	5905 12% ++++ 32	147 3% 1	250 2% -- 1	0 0% -- 0	359 100% 1	0 0% 0
DK	16787 19% 73	9062 19% 43	1218 23% 5	3819 24% 15	2527 14% 9	0 0% 0	161 12% 1

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	88418	47986	5317	16017	17452	359	1287
Number of respondents :	391	242	20	64	59	1	5
No answer	684 1%	684 1%	0 0%	0 0%	0 0%	0 0%	0 0%
	3	3	0	0	0	0	0
Valid number :	72351	38239	4099	12199	14924	359	1127
Mean :	1887.55	2397.85	1571.35	1452.69	1062.98	4000.00	1363.00
Std. Deviation :	970.35	938.78	592.66	672.49	367.74	0.00	330.34

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	80915	12214	62514	6014	0	173
Number of respondents :	356	57	268	30	0	1
Up to 1200 sq ft	21135 26%	3584 29%	17001 27%	550 9%	0 0%	0 0%
	71	13	57	-- 1	0	0
1201-2000 sq ft	26802 33%	4188 34%	21077 34%	1536 26%	0 0%	0 0%
	127	20	99	8	0	0
2001-3000 sq ft	11638 14%	1052 9%	9018 14%	1568 26%	0 0%	0 0%
	60	6	46	+ 8	0	0
Over 3000 sq ft	6084 8%	1419 12%	3849 6%	816 14%	0 0%	0 0%
	33	8	- 19	6	0	0
DK	14789 18%	1970 16%	11334 18%	1312 22%	0 0%	173 100%
	63	10	46	6	0	1

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

	Total	Location of new home ?				
		New subdivision/development	Established neighbourhood	Acreage	It depends	Other
Population :	80915	12214	62514	6014	0	173
Number of respondents :	356	57	268	30	0	1
No answer	468 1%	0 0%	236 0%	232 4% ++	0 0%	0 0%
	2	0	1	1	0	0
Valid number :	72351	10244	50944	4470	0	0
Mean :	1887.55	1911.13	1833.55	2462.31	*	*
Std. Deviation :	970.35	1154.09	937.08	961.62	*	*

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

In which community are you most likely to buy a home ?														
	Total	North Shore	Downtown Vancouver	Vancouver Westside	Vancouver Eastside	Burnaby / New Westminister	Tri-cities (Coquitlam / Port Moody)	Surrey/ Delta, Langley	Maple Ridge / Pitt Meadows	Abottsford / Mission	Chilliwack	Outside City limits / acreage	Outside market area	Other
Population:	88002	9119	6101	10732	7235	10768	11356	17738	3546	1088	724	2747	2430	4419
Number of respondents:	386	35	19	41	29	45	51	91	19	6	4	15	11	20
Up to 1200 sq ft	23454 27% 80	2545 28% 10	2367 39% 7	4967 46% 16	2495 34% 7	3730 35% 13	2310 20% 8	2768 16% 10	196 6% 1	164 15% 1	0 0% 0	0 0% 0	938 39% 3	974 22% 4
1201-2000 sq ft	27398 31% 128	2608 29% 10	1836 30% 6	1960 18% 8	1285 18% 6	2634 24% 11	4410 39% 20	6601 37% 35	1781 50% 10	285 26% 2	300 41% 2	1298 47% 7	724 30% 4	1674 38% 7
2001-3000 sq ft	12923 15% 68	1546 17% 7	595 10% 2	1056 10% 6	549 8% 3	1012 9% 6	1665 15% 8	3125 18% 19	634 18% 3	639 59% 3	192 27% 1	805 29% 4	536 22% 3	568 13% 3
Over 3000 sq ft	6434 7% 34	938 10% 4	0 0% 0	1081 10% 4	211 3% 1	1028 10% 6	668 6% 4	1476 8% 10	166 5% 1	0 0% 0	0 0% 0	137 5% 1	0 0% 0	731 17% 3
Don't know	17109 19% 73	1481 16% 4	1303 21% 4	1668 16% 7	2696 37% 12	2364 22% 9	2302 20% 11	3532 20% 16	769 22% 4	0 0% 0	231 32% 1	290 11% 2	0 0% 0	473 11% 3

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

In which community are you most likely to buy a home ?														
	Total	North Shore	Downtown Vancouver	Vancouver Westside	Vancouver Eastside	Burnaby / New Westminister	Tri-cities (Coquitlam / Port Richmond)	Surrey/ Delta, Langley	Maple Ridge / Pitt Meadows	Abottsford / Mission	Chilliwack	Outside City limits / acreage	Outside market area	Other
Population:	88002	9119	6101	10732	7235	10768	11356	17738	3546	1088	724	2747	2430	4419
Number of respondents:	386	35	19	41	29	45	51	91	19	6	4	15	11	20
No response	684 1% 3	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	236 1% 1	0 0% 0	0 0% 0	0 0% 0	217 8% 1	232 10% 1	0 0% 0
Valid number:	72351	7637	4798	9064	4540	8404	9054	13970	2777	1088	493	2240	2198	3947
Mean:	1887.55	2020.21	1484.61	1713.15	1601.04	1769.61	1912.44	2041.78	1958.87	2273.11	1945.78	2260.97	1616.24	2119.89
Std. Deviation:	970.35	1068.37	675.23	1166.34	998.81	996.64	817.94	883.41	687.64	756.62	450.69	671.30	747.45	1161.85

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	72880	1799	10927	15257	15147	14037	6253	3397	1193	1632	447	2792
Number of respondents :	323	6	46	64	67	64	31	16	7	6	3	13
Up to 1200 sq ft	19014 26%	251 14%	3743 34%	5999 39%	3601 24%	2039 15%	1055 17%	970 29%	360 30%	999 61%	0 0%	0 0%
	63	1	13	18 +++	12	8	4	3	2	2	0	0
1201-2000 sq ft	25565 35%	710 39%	2739 25%	4498 29%	6677 44%	6955 50%	2216 35%	719 21%	325 27%	158 10%	173 39%	396 14%
	121	2	13	24	29 +	33 +++	10	4	2	1	1	2
2001-3000 sq ft	10639 15%	0 0%	508 5%	541 4%	2069 14%	2585 18%	1863 30%	960 28%	509 43%	98 6%	168 38%	1337 48%
	58	0	3	3	12	13	11 ++	5	3	1	1	6
Over 3000 sq ft	4285 6%	0 0%	133 1%	283 2%	429 3%	710 5%	701 11%	749 22%	0 0%	376 23%	106 24%	800 29%
	25	0	1	2	3	4	4	4	0	2	1	4
DK	12923 18%	838 47%	3804 35%	3484 23%	2372 16%	1748 12%	418 7%	0 0%	0 0%	0 0%	0 0%	258 9%
	54	3	16 ++++	15	11	6	2	0	0	0	0	1

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	72880	1799	10927	15257	15147	14037	6253	3397	1193	1632	447	2792
Number of respondents :	323	6	46	64	67	64	31	16	7	6	3	13
No answer	453 1%	0 0%	0 0%	453 3% +++	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0	0	2	0	0	0	0	0	0	0	0
Valid number	72351	961	7123	11320	12775	12288	5835	3397	1193	1632	447	2533
Mean :	1887.55	1422.67	1469.22	1396.44	1741.83	1986.35	2249.94	2386.66	1777.08	1964.89	2731.56	3126.25
Std. Deviation :	970.35	417.80	740.79	655.32	770.64	783.38	980.34	1238.04	766.20	1068.19	612.18	901.75

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	90823	38728	52096	0	0
Number of respondents :	401	205	196	0	0
Up to 1200 sq ft	23454 26%	5399 14%	18056 35%	0 0%	0 0%
	80	22	58	0	0
1201-2000 sq ft	29135 32%	14810 38%	14325 27%	0 0%	0 0%
	137	78	59	0	0
2001-3000 sq ft	13101 14%	9307 24%	3794 7%	0 0%	0 0%
	69	53	16	0	0
Over 3000 sq ft	6660 7%	4505 12%	2155 4%	0 0%	0 0%
	35	26	9	0	0
DK	17788 20%	4258 11%	13530 26%	0 0%	0 0%
	77	24	53	0	0
No answer	684 1%	449 1%	236 0%	0 0%	0 0%
	3	2	1	0	0

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	90823	38728	52096	0	0
Number of respondents :	401	205	196	0	0
Valid number :	72351	34021	38330	0	0
Mean :	1887.55	2155.65	1649.59	*	*
Std. Deviation :	970.35	923.18	948.93	*	*

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	89693	20010	28118	17301	24264	31166	58527
Number of respondents :	396	57	125	81	133	162	234
Up to 1200 sq ft	23005	10974	7620	2998	1413	2250	20756
	26%	55%	27%	17%	6%	7%	35%
		++++	-	-	----	----	++++
	78	31	27	13	7	12	66
1201-2000 sq ft	28903	3741	11959	7090	6113	11526	17377
	32%	19%	43%	41%	25%	37%	30%
		--	+++	+	-		
	136	10	57	34	35	58	78
2001-3000 sq ft	13101	374	2686	2686	7354	7972	5129
	15%	2%	10%	16%	30%	26%	9%
		---	-		++++	++++	----
	69	2	13	13	41	42	27
Over 3000 sq ft	6660	679	1278	1488	3214	3265	3395
	7%	3%	5%	9%	13%	10%	6%
					+++	+	-
	35	2	7	8	18	19	16
DK	17571	4241	4575	2586	6169	5701	11870
	20%	21%	16%	15%	25%	18%	20%
					+		
	76	12	21	11	32	29	47
No answer	453	0	0	453	0	453	0
	1%	0%	0%	3%	0%	1%	0%
				+++		+	-
	2	0	0	2	0	2	0

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	89693	20010	28118	17301	24264	31166	58527
Number of respondents :	396	57	125	81	133	162	234
Valid number :	72351	15769	23543	14262	18095	25013	46657
Mean :	1887.55	1286.29	1756.31	1996.67	2525.74	2315.17	1669.73
Std. Deviation :	970.35	758.19	853.37	934.32	917.19	905.60	928.53

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	86812	3806	24206	27434	16426	10604	4337
Number of respondents :	386	16	106	122	76	48	18
Up to 1200 sq ft	23028 27%	319 8%	6478 27%	7894 29%	4094 25%	2862 27%	1380 32%
	78	1	25	23	14	10	5
1201-2000 sq ft	27288 31%	1085 29%	7712 32%	7819 29%	4378 27%	4247 40%	2047 47%
	132	5	36	38	24	21	8
2001-3000 sq ft	12714 15%	536 14%	3366 14%	4700 17%	3171 19%	774 7%	167 4%
	67	3	18	24	17	4	1
Over 3000 sq ft	6315 7%	359 9%	1854 8%	2117 8%	1000 6%	849 8%	137 3%
	33	1	10	12	5	4	1
DK	17015 20%	1507 40%	4560 19%	4687 17%	3783 23%	1871 18%	606 14%
	74	6	16	24	16	9	3
No answer	453 1%	0 0%	236 1%	217 1%	0 0%	0 0%	0 0%
	2	0	1	1	0	0	0

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	86812	3806	24206	27434	16426	10604	4337
Number of respondents :	386	16	106	122	76	48	18
Valid number :	72351	2299	19410	22530	12643	8732	3731
Mean :	1887.55	2223.60	1911.40	1923.51	1885.95	1771.51	1543.89
Std. Deviation :	970.35	985.80	997.04	1038.83	979.07	791.59	655.18

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	82626	22728	56615	1270	2013
Number of respondents :	366	102	252	5	7
Under \$200K	11386 14% 41	1149 5% 6	9600 17% 34	0 0% 0	637 32% 1
\$200K to less than \$250K	12133 15% 53	3401 15% 13	7861 14% 37	218 17% 1	652 32% 2
\$250K to less than \$300K	11310 14% 48	2171 10% 10	8739 15% 37	400 31% 1	0 0% 0
\$300K to less than \$350K	11970 14% 55	4403 19% 17	7406 13% 37	0 0% 0	161 8% 1
\$350K to less than \$400K	8283 10% 34	2140 9% 10	5962 11% 23	0 0% 0	181 9% 1
\$400K to less than \$500K	10228 12% 47	3653 16% 16	6032 11% 29	543 43% 2	0 0% 0
\$500K to less than \$750K	11292 14% 58	3749 16% 19	7220 13% 37	109 9% 1	213 11% 1

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	82626	22728	56615	1270	2013
Number of respondents :	366	102	252	5	7
Over \$750K	3272 4% 16	992 4% 5	2112 4% 10	0 0% 0	168 8% 1
DK / NR	2753 3% 14	1069 5% 6	1684 3% 8	0 0% 0	0 0% 0

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	88418	47986	5317	16017	17452	359	1287
Number of respondents :	391	242	20	64	59	1	5
Under \$200K	12468	2886	501	3017	6064	0	0
	14%	6%	9%	19%	35%	0%	0%
	46	12	2	11	21	0	0
\$200k to less than \$250K	12724	3338	808	3821	4538	0	219
	14%	7%	15%	24%	26%	0%	17%
	55	18	3	16	17	0	1
\$250K to less than \$300k	11529	5869	1206	2216	2238	0	0
	13%	12%	23%	14%	13%	0%	0%
	49	29	5	7	8	0	0
\$300K to less than \$350K	13059	7219	1773	3595	140	0	332
	15%	15%	33%	22%	1%	0%	26%
	59	35	6	15	1	0	2
\$350K to less than \$400K	8746	5124	0	1397	2226	0	0
	10%	11%	0%	9%	13%	0%	0%
	37	27	0	5	5	0	0
\$400K to less than \$500K	10287	8275	147	185	790	359	532
	12%	17%	3%	1%	5%	100%	41%
	48	42	1	1	2	1	1
\$500K to less than \$750K	12651	9648	882	1172	744	0	204
	14%	20%	17%	7%	4%	0%	16%
	63	50	3	6	3	0	1

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	88418	47986	5317	16017	17452	359	1287
Number of respondents :	391	242	20	64	59	1	5
Over \$750K	3821	3496	0	0	326	0	0
	4%	7%	0%	0%	2%	0%	0%
DK/NR	18	17	0	0	1	0	0
	4%	4%	0%	4%	2%	0%	0%
	16	12	0	3	1	0	0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	72351	23454	29135	13101	6660
Number of respondents :	321	80	137	69	35
Under \$200K	8714 12% 33	6090 26% 20	2624 9% 13	0 0% 0	0 0% 0
\$200K to less than \$250K	10165 14% 42	6046 26% 21	3503 12% 18	366 3% 2	250 4% 1
\$250K to less than \$300K	9506 13% 42	3256 14% 11	4679 16% 22	1371 10% 8	200 3% 1
\$300K to less than \$350K	10884 15% 49	2688 11% 10	5832 20% 28	2364 18% 11	0 0% 0
\$350K to less than \$400K	6978 10% 29	2763 12% 8	3152 11% 16	1063 8% 5	0 0% 0
\$400K to less than \$500K	9358 13% 43	1002 4% 3	4496 15% 18	2742 21% 16	1118 17% 6
\$500K to less than \$750K	11986 17% 60	814 3% 4	4066 14% 18	4083 31% 21	3023 45% 17
Over \$750K	3349 5% 16	525 2% 2	291 1% 1	656 5% 4	1877 28% 9

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	72351	23454	29135	13101	6660
Number of respondents :	321	80	137	69	35
DK/NR	1410 2% 7	270 1% 1	492 2% 3	455 3% 2	192 3% 1

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

In which community are you most likely to buy a home ?														
	Total	North Shore	Downtown Vancouver	Vancouver Westside	Vancouver Eastside	Burnaby / New Westminister	Tri-cities (Coquitlam / Port Moody / Richmond)	Surrey/ Delta, Langley	Maple Ridge / Pitt Meadows	Abottsford / Mission	Chilliwack	Outside City limits / acreage	Outside market area	Other
Population:	88002	9119	6101	10732	7235	10768	11356	17738	3546	1088	724	2747	2430	4419
Number of respondents:	386	35	19	41	29	45	51	91	19	6	4	15	11	20
Under \$200K	12463 14% 46	231 3% 1	772 13% 2	990 9% 4	1711 24% 7	2503 23% 9	1914 17% 6	2044 12% 6	811 23% 4	0 0% 0	300 41% 2	240 9% 1	947 39% 4	0 0% 0
\$200K - \$250K	12948 15% 56	837 9% 3	618 10% 2	1747 16% 7	1145 16% 3	1765 16% 6	1301 11% 7	2679 15% 12	750 21% 4	285 26% 2	0 0% 0	480 17% 3	316 13% 2	1026 23% 5
\$250K - \$300K	11111 13% 47	636 7% 2	786 13% 2	555 5% 2	1339 19% 5	723 7% 3	1770 16% 7	2620 15% 13	366 10% 2	237 22% 1	192 27% 1	752 27% 4	676 28% 3	459 10% 2
\$300K - \$350K	13544 15% 60	2200 24% 6	371 6% 2	302 3% 1	694 10% 3	2264 21% 9	2492 22% 12	3330 19% 17	392 11% 2	296 27% 2	0 0% 0	367 13% 2	0 0% 0	836 19% 4
\$350K- \$400K	8450 10% 35	623 7% 3	467 8% 1	1923 18% 4	248 3% 1	599 6% 3	1628 14% 6	1707 10% 10	630 18% 4	0 0% 0	0 0% 0	148 5% 1	259 11% 1	217 5% 1

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

In which community are you most likely to buy a home ?														
	Total	North Shore	Downtown Vancouver	Vancouver Westside	Vancouver Eastside	Burnaby / New Westminister	Tri-cities (Coquitlam / Port Richmond)	Surrey/Delta, Langley	Maple Ridge / Pitt Meadows	Abottsford / Mission	Chilliwack	Outside City limits / acreage	Outside market area	Other
Population:	88002	9119	6101	10732	7235	10768	11356	17738	3546	1088	724	2747	2430	4419
Number of respondents:	386	35	19	41	29	45	51	91	19	6	4	15	11	20
\$400K - \$500K	10363 12% 48	1484 16% 5	1118 18% 3	952 9% 4	1052 15% 4	959 9% 5	1315 12% 7	2525 14% 16	330 9% 2	270 25% 1	0 0% 0	0 0% 0	0 0% 0	359 8% 1
\$500K - \$750K	12492 14% 62	1937 21% 10	1583 26% 6	2828 26% 12	776 11% 4	1330 12% 7	935 8% 6	1768 10% 11	0 0% 0	0 0% 0	0 0% 0	476 17% 2	0 0% 0	859 19% 4
Over \$750K	3632 4% 17	978 11% 4	0 0% 0	1291 12% 6	121 2% 1	624 6% 3	0 0% 0	156 1% 1	0 0% 0	0 0% 0	0 0% 0	137 5% 1	0 0% 0	326 7% 1
DK/NR	2998 3% 15	192 2% 1	387 6% 1	146 1% 1	149 2% 1	0 0% 0	0 0% 0	909 5% 5	268 8% 1	0 0% 0	231 32% 1	147 5% 1	232 10% 1	337 8% 2

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	80915	12214	62514	6014	0	173
Number of respondents :	356	57	268	30	0	1
Under \$200K	10836 13% 39	704 6% 4	8704 14% 31	1428 24% 4	0 0% 0	0 0% 0
\$200K to less than \$250K	11665 14% 50	3014 25% 13	7846 13% 32	806 13% 5	0 0% 0	0 0% 0
\$250K to less than \$300K	10069 12% 43	2350 19% 10	7162 11% 30	558 9% 3	0 0% 0	0 0% 0
\$300K to less than \$350K	12546 16% 56	2356 19% 9	9877 16% 45	312 5% 2	0 0% 0	0 0% 0
\$350K to less than \$400K	8366 10% 34	645 5% 3	6849 11% 27	873 15% 4	0 0% 0	0 0% 0
\$400K to less than \$500K	9347 12% 44	1276 10% 8	7801 12% 35	270 4% 1	0 0% 0	0 0% 0
\$500K to less than \$750K	11837 15% 60	1111 9% 6	9444 15% 46	1108 18% 7	0 0% 0	173 100% 1
Over \$750K	3700 5% 17	0 0% 0	3407 5% 15	293 5% 2	0 0% 0	0 0% 0

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

	Total	Location of new home ?				
		New subdivision/development	Established neighbourhood	Acreage	It depends	Other
Population :	80915	12214	62514	6014	0	173
Number of respondents :	356	57	268	30	0	1
DK/NR	2549	758	1426	365	0	0
	3%	6%	2%	6%	0%	0%
	13	4	7	2	0	0

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	72880	1799	10927	15257	15147	14037	6253	3397	1193	1632	447	2792
Number of respondents :	323	6	46	64	67	64	31	16	7	6	3	13
Under \$200K	9685 13% 35	517 29% 2	3708 34% 12	3485 23% 11	893 6% 5	1082 8% 5	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$200K to less than \$250K	11547 16% 50	0 0% 0	2248 21% 10	3197 21% 14	3389 22% 13	1870 13% 9	477 8% 2	0 0% 0	0 0% 0	0 0% 0	173 39% 1	194 7% 1
\$250K to less than \$300K	10927 15% 46	0 0% 0	1935 18% 7	3038 20% 13	2528 17% 10	2139 15% 10	860 14% 4	0 0% 0	0 0% 0	0 0% 0	168 38% 1	258 9% 1
\$300K to less than \$350K	11829 16% 53	710 39% 2	2161 20% 12	492 3% 3	3218 21% 15	2624 19% 9	1231 20% 6	560 16% 3	183 15% 1	0 0% 0	0 0% 0	650 23% 2
\$350K to less than \$400K	6725 9% 28	0 0% 0	350 3% 2	1768 12% 8	1258 8% 6	1371 10% 6	786 13% 3	726 21% 2	0 0% 0	467 29% 1	0 0% 0	0 0% 0
\$400K to less than \$500K	9279 13% 45	185 10% 1	0 0% 0	914 6% 4	2596 17% 11	2190 16% 12	1778 28% 9	852 25% 5	134 11% 1	631 39% 2	0 0% 0	0 0% 0
\$500K to less than \$750K	8711 12% 46	0 0% 0	385 4% 2	1286 8% 6	1099 7% 6	2055 15% 10	929 15% 6	647 19% 3	676 57% 4	534 33% 3	106 24% 1	994 36% 5
Over \$750K	2574 4% 12	0 0% 0	0 0% 0	609 4% 2	166 1% 1	291 2% 1	0 0% 0	612 18% 3	200 17% 1	0 0% 0	0 0% 0	696 25% 4

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	72880	1799	10927	15257	15147	14037	6253	3397	1193	1632	447	2792
Number of respondents :	323	6	46	64	67	64	31	16	7	6	3	13
DK/NR	1602 2% 8	387 21% 1	140 1% 1	468 3% 3	0 0% 0	415 3% 2	192 3% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0

Table 63 : Price of home searching for by Own/ Rent			
	Total	Own or rent current home	
		Own	Rent
Population :	90823	38728	52096
Number of respondents :	401	205	196
Under \$200K	12618 14% 47	1791 5% 10	10826 21% 37
\$200K to less than \$250K	13136 14% 57	4415 11% 22	8722 17% 35
\$250K to less than \$300K	11993 13% 51	4792 12% 23	7201 14% 28
\$300K to less than \$350K	13766 15% 61	4731 12% 26	9035 17% 35
\$350K to less than \$400K	8746 10% 37	3037 8% 18	5710 11% 19
\$400K to less than \$500K	10531 12% 49	6441 17% 34	4091 8% 15
\$500K to less than \$750K	13080 14% 65	8895 23% 48	4185 8% 17
Over \$750K	3821 4% 18	3071 8% 15	750 1% 3

Table 63 : Price of home searching for by Own/ Rent			
	Total	Own or rent current home	
		Own	Rent
Population :	90823	38728	52096
Number of respondents :	401	205	196
DK/NR	3132 3% 16	1556 4% 9	1576 3% 7

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	89693	20010	28118	17301	24264	31166	58527
Number of respondents :	396	57	125	81	133	162	234
Under \$200K	12386	6225	2867	1255	2039	2253	10133
	14%	31%	10%	7%	8%	7%	17%
	46	17	13	6	10	11	35
\$200K to less than \$250K	12919	3846	5080	1578	2415	2899	10020
	14%	19%	18%	9%	10%	9%	17%
	56	12	22	9	13	16	40
\$250K to less than \$300K	11993	2072	5452	2340	2128	4263	7730
	13%	10%	19%	14%	9%	14%	13%
	51	7	21	12	11	21	30
\$300K to less than \$350K	13534	1795	3722	4400	3616	5391	8143
	15%	9%	13%	25%	15%	17%	14%
	60	5	18	17	20	26	34
\$350K to less than \$400K	8529	1697	2884	1143	2806	3453	5076
	10%	8%	10%	7%	12%	11%	9%
	36	4	11	5	16	19	17
\$400K to less than \$500K	10531	2073	1993	1768	4698	5332	5199
	12%	10%	7%	10%	19%	17%	9%
	49	5	9	8	27	29	20
\$500K to less than \$750K	13080	1375	4485	2870	4350	5184	7896
	15%	7%	16%	17%	18%	17%	13%
	65	4	23	14	24	27	38
Over \$750K	3821	928	839	1020	1035	1146	2675
	4%	5%	3%	6%	4%	4%	5%
	18	3	4	6	5	6	12

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	89693	20010	28118	17301	24264	31166	58527
Number of respondents :	396	57	125	81	133	162	234
DK/NR	2900	0	797	926	1177	1246	1653
	3%	0%	3%	5%	5%	4%	3%
	15	0	4	4	7	7	8

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	86812	3806	24206	27434	16426	10604	4337
Number of respondents :	386	16	106	122	76	48	18
Under \$200K	12396 14% 46	1670 44% 7	2537 10% 10	3560 13% 13	2545 15% 9	1227 12% 5	857 20% 2
\$200K to less than \$250K	12919 15% 56	278 7% 1	3481 14% 14	4928 18% 20	2524 15% 12	1489 14% 8	219 5% 1
\$250K to less than \$300K	11735 14% 50	394 10% 2	5115 21% 20	3305 12% 14	1278 8% 7	1396 13% 6	248 6% 1
\$300K to less than \$350K	13093 15% 58	184 5% 1	3372 14% 15	4233 15% 20	2645 16% 10	1709 16% 7	950 22% 5
\$350K to less than \$400K	8571 10% 36	452 12% 1	1323 5% 8	3562 13% 15	1392 8% 5	1133 11% 4	710 16% 3
\$400K to less than \$500K	9665 11% 47	495 13% 2	3191 13% 15	3134 11% 15	1783 11% 11	817 8% 3	245 6% 1
\$500K to less than \$750K	11711 13% 60	212 6% 1	3316 14% 16	2980 11% 16	2310 14% 12	2076 20% 11	818 19% 4

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	86812	3806	24206	27434	16426	10604	4337
Number of respondents :	386	16	106	122	76	48	18
Over \$750K	3821 4% 18	121 3% 1	613 3% 3	890 3% 4	1381 8% 6	525 5% 3	291 7% 1
DK/NR	2900 3% 15	0 0% 0	1258 5% 5	843 3% 5	568 3% 4	231 2% 1	0 0% 0

Table 66 : Which of the following three categories best describes the size of your down payment on the home you are considering purchasing ?

	Total
Population :	90823
Number of respondents :	401
Les than 5% down payment	5750 6% 22
5% to 24% down payment	37990 42% 160
25% or more down payment	39988 44% 191
DK	4564 5% 18
No answer	2532 3% 10

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

Table 67 : What is the main source of the down payment ?	
	Total
Population :	90823
Number of respondents :	401
Savings	48688 54% 196
Inheritance	2012 2% 8
Parents gift	2088 2% 8
Parents loan	748 1% 2
Equity from present home	31991 35% 162
Investments (stocks, bonds)	3939 4% 18
Bank loan / Credit Union loan /(Caisse Populaire)	2980 3% 14
RRSP's/ home buyers plan	6492 7% 27
Other source(s)	1112 1% 3
DK	2936 3% 13
No answer	2564 3% 11

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

	Total
First mention	
Population :	90823
Number of respondents :	401
Savings	42850 47% 170
Inheritance	1786 2% 7
Parents gift	1199 1% 6
Parents loan	216 0% 1
Equity from present home	28443 31% 147
Investments (stocks, bonds)	1751 2% 9
Bank loan/ credit union loan	2775 3% 13
RRSP's/ Home buyer's plan	5190 6% 21
Other sources	1112 1% 3
DK	2936 3% 13
No answer	2564 3% 11



CONSUMER INTENTIONS TO RENOVATE

A Look at Tomorrow's Customer Today

Vancouver
Intentions Data Tables 2004



Canada

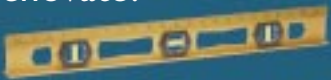
Definitions

How do we define someone who intends to purchase?



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

How do we define someone who intends to renovate?



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



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

The Right Information. Right Now.

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

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

Detailed Data for Your Market

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

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

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

Statistical Reliability of Data

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

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

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

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

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

Table 1 : Renovation intentions	
	Total
Population :	470601
Number of respondents :	1254
No intention	289022 61% 750
Potential Renovator	15184 3% 41
Moderate (thinking of renovating)	41326 9% 118
Strong (Ready to renovate)	125069 27% 345

Table 2 : Renovation intender profile - Residence

Table 2 : Renovation intender profile - Residence	
	Total
Population :	181579
Number of respondents :	504
North Shore	22739 13% 62
Vancouver Downtown	4369 2% 8
Vancouver West	22774 13% 59
Vancouver East	11947 7% 32
Burnaby/New Westminster	19875 11% 56
Tri-Cities	24369 13% 76
Richmond	17805 10% 42
Delta	7847 4% 23
Surrey	34435 19% 96
Central Fraser Valley	15419 8% 50

Table 3 : Renovation intender profile - Age	
	Total
Population :	181579
Number of respondents :	504
18 to 24	2683 1% 7
25 to 34	21157 12% 56
35 to 44	49524 27% 146
45 to 54	54006 30% 151
55 to 64	27765 15% 75
65 +	18562 10% 47
No answer	7882 4% 22
Valid number :	173696
Mean :	48.16
Std. Deviation :	12.52

Table 4 : Renovation intender profile - Gender	
	Total
Population :	181579
Number of respondents :	504
Male	79069 44% 221
Female	102509 56% 283

Table 5 : Renovation intender profile – Household composition	
	Total
Population :	181579
Number of respondents :	504
One	29308 16% 55
Two	56346 31% 149
Three	28178 16% 84
Four	41123 23% 133
Five or more	24878 14% 79
No answer	1746 1% 4
Valid number :	179832
Mean :	2.94
Std. Deviation :	1.47

Table 6 : Renovation intender profile – Children under 18 years of age in household	
	Total
Population :	179832
Number of respondents :	500
Yes	75859 42% 240
No	103974 58% 260

Table 7 : Renovation intender profile – Total household income

	Total
Population :	181579
Number of respondents :	504
Under 20K	3794 2% 10
20K to less than 40K	17463 10% 43
40K to less than 60K	21727 12% 55
60K to less than 80K	19560 11% 54
80K to less than 100K	32121 18% 88
100K to less than 120K	18481 10% 57
120K to less than 140K	9293 5% 26
140K to less than 160K	5572 3% 17
160K to less than 180K	3538 2% 10
180K to less than 200K	3393 2% 10
More than 200K	6497 4% 19
DK	9040 5% 26
No answer	31099 17% 89

Table 8 : Have you made renovations to your home in the past 12 months of \$1000 or more ?	
	Total
Population :	181579
Number of respondents :	504
Yes	100101 55% 282
No	80446 44% 219
Currently renovating	734 0% 2
DK	0 0% 0
No answer	297 0% 1

Table 9 : Thought about renovating : in the next twelve months, in which the total cost be \$1000 or more ?	
	Total
Population :	181579
Number of respondents :	504
Yes	181579 100% 504
No	0 0% 0
DK	0 0% 0
No answer	0 0% 0

Table 10 : Chances of renovating in next 12 months	
	Total
Population :	181579
Number of respondents :	504
High	125069 69% 345
50/50	41326 23% 118
Low	15184 8% 41
DK	0 0% 0
No answer	0 0% 0

Table 11 : Chances of renovating in next 6 months	
	Total
Population :	181579
Number of respondents :	504
High	82241 45% 228
50/50	35085 19% 98
Low	63209 35% 175
DK	1043 1% 3
No answer	0 0% 0

Table 12 : All home renovations planned	
	Total
Population :	166395
Number of respondents :	401
Paint/ wallpaper - one room	2108 1% 6
Paint/ wallpaper - more than one room	11921 7% 30
Paint/ wallpaper - whole house	9551 6% 22
Kitchen - cabinets/ counter top	21267 13% 49
Kitchen - complete renovation	23267 14% 54
Bathroom - fixture/ cabinets/ counter	9785 6% 23
Bathroom - tile	8133 5% 18
Bathroom - complete renovation	22838 14% 54
Bathroom - addition/ basement conversion	5269 3% 13
Carpet/ flooring - one room	9877 6% 23
Carpet/ flooring - more than one room	21756 13% 52
Carpet/ flooring - whole house	14228 9% 34
Rec room - new addition	2771 2% 7
Rec room - basement conversion	4963 3% 14
Rec room - drywall/ plastering	865 1% 2

Table 12 : All home renovations planned

Table 12 : All home renovations planned	
	Total
Population :	166395
Number of respondents :	401
Doors	3821 2% 8
Windows/ skylights	10051 6% 24
Add a pool/ hot tub/ sauna	1237 1% 3
Build a garage	4466 3% 11
Deck/ patio	15351 9% 36
Exterior painting	4581 3% 11
Eavestrough/ gutters	1210 1% 3
Fence	2977 2% 9
Foundation	405 0% 1
Landscaping	6094 4% 14
Ornamental lighting	0 0% 0
Roofing	9192 6% 25
Siding/ stucco/ brick or masonry work/ chimney	2832 2% 6
Sidewalk/ driveway	1523 1% 4
Add/ refurbish closets/ cabinets/ drawers	2263 1% 5
Insulation	1660 1% 5

Table 12 : All home renovations planned	
	Total
Population :	166395
Number of respondents :	401
Other room - new addition/ extension	7483 4% 18
Other room - drywall/ plastering/ remodeling	971 1% 3
Walls - remove/ replace/ remodel	4064 2% 11
Add a fireplace/ repair/ replace	2089 1% 4
Furnace/ heating system	1649 1% 4
Hot-water heater	2106 1% 5
Air conditioning - new install or replace	0 0% 0
Wiring	0 0% 0
Plumbing	1621 1% 3
Stairs/ railing/ ramp	0 0% 0
Installation of the basement	0 0% 0
Major renovation/ addition extension/ 2 nd floor	0 0% 0
Other	13983 8% 34
DK	0 0% 0
No answer	1165 1% 3

Table 13 : Who will do the renovations : Repair/ Maintenance	
	Total
Population :	33667
Number of respondents :	84
Do it all yourself	13492 40% 32
Contract all the work out – Pay someone to do it	14034 42% 35
Both – do some yourself and contract some out	5522 16% 15
DK	618 2% 2
No answer	0 0% 0

Table 14 : Who will do the renovations : Replacement/ Installation	
	Total
Population :	102779
Number of respondents :	248
Do it all yourself	35972 35% 91
Contract all the work out – Pay someone to do it	51564 50% 119
Both – do some yourself and contract some out	13617 13% 34
DK	1626 2% 4
No answer	0 0% 0

Table 15 : Who will do the renovations : Remodeling

Table 15 : Who will do the renovations : Remodeling	
	Total
Population :	56237
Number of respondents :	130
Do it all yourself	26468 47% 60
Contract all the work out – Pay someone to do it	20149 36% 48
Both- do some yourself and contract some out	9619 17% 22
DK	0 0% 0
No answer	0 0% 0

Table 16 : Amount planned to spend on Repair/ Maintenance

	Total
Population :	33667
Number of respondents :	84
Up to \$1000	1972 6% 4
\$1001 to \$2000	1375 4% 3
\$2001 to \$3000	1186 4% 3
\$3001 to \$5000	3131 9% 8
\$5001 to \$10000	1545 5% 4
\$10001 to \$25000	914 3% 2
Over \$25000	352 1% 1
DK/NR	23192 69% 59
Valid number :	10475
Mean :	7118.39
Std. Deviation :	13405.47

Table 17 : Amount planned to spend on Replacement/ Installation

	Total
Population :	102779
Number of respondents :	248
Up to \$1000	1584 2% 4
\$1001 to \$2000	9160 9% 22
\$2001 to \$3000	3429 3% 9
\$3001 to \$5000	6827 7% 17
\$5001 to \$10000	12547 12% 29
\$10001 to \$25000	6631 6% 16
Over \$25000	2906 3% 9
DK/NR	59694 58% 142
Valid number :	43085
Mean :	13347.44
Std. Deviation :	35041.46

Table 18 : Amount planned to spend on Remodeling

Table 18 : Amount planned to spend on Remodeling	
	Total
Population :	56237
Number of respondents :	130
Up to \$1000	2613 5% 5
\$1001 to \$2000	3378 6% 8
\$2001 to \$3000	1959 3% 4
\$3001 to \$5000	5915 11% 14
\$5001 to \$10000	6203 11% 11
\$10001 to \$25000	2363 4% 7
Over \$25000	1997 4% 5
DK/NR	31809 57% 76
Valid number :	24427
Mean :	10942.02
Std Deviation :	21821.39

Table 19 : Amount planned to spend on all renovations

Table 19 : Amount planned to spend on all renovations	
	Total
Population :	69822
Number of respondents :	167
Up to \$1000	5096 7% 11
\$1001 to \$2000	11810 17% 29
\$2001 to \$3000	5933 8% 14
\$3001 to \$5000	12445 18% 30
\$5000 to \$10000	17466 25% 41
\$10001 to \$25000	11696 17% 27
Over \$25000	5377 8% 15
Valid number :	69822
Mean :	13132.19
Std. Deviation :	32595.03

Table 20 : In the last six months, have you thought about repairing/ replacing something/ remodeling but decided to defer the project ?	
	Total
Population :	235645
Number of respondents :	608
Yes	41006 17% 111
No	194201 82% 496
DK	0 0% 0
No answer	437 0% 1

Table 21 : Reasons decided not to renovate	
	Total
Population :	41006
Number of respondents :	111
Change in financial situation/ cannot afford it	8945 22% 23
Change in job situation	614 1% 1
Cost too high (loan interest rates, materials, contractors)	16086 39% 42
General worry about the economy/ not a good time to buy	446 1% 1
Decided I like my house	1085 3% 4
Just bought a home	0 0% 0

Table 21 : Reasons decided not to renovate

Table 21 : Reasons decided not to renovate	
	Total
Population :	41006
Number of respondents :	111
Just renovated	0 0% 0
Sold the home/ selling home	323 1% 1
No longer the right time (children in school, too old, retiring soon, etc)	1219 3% 3
Too busy/ is a hassle/ do not want to disrupt the family now	3037 7% 9
Need to deal with debts/ existing mortgage	947 2% 2
Condo rules	0 0% 0
Not worth putting money into home/ home too old	273 1% 1
Unspecified personal reasons	924 2% 3
Other	9874 24% 28
DK	323 1% 1
No answer	0 0% 0

Table 22 : Home renovation intentions by Current residence of respondent

	Total	Current residence									
		North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby/ New Westminister	Tri-Cities	Richmond	Delta	Surrey	Central Fraser Valley
Population :	181579	22739	4369	22774	11947	19875	24369	17805	7847	34435	15419
Number of respondents :	504	62	8	59	32	56	76	42	23	96	50
Potential Renovator	15184 8%	1439 6%	0 0%	2749 12%	2034 17%	1717 9%	1642 7%	1002 6%	1021 13%	2463 7%	1116 7%
	41	4	0	8	5	5	5	2	3	6	3
Moderate (thinking of renovating)	41326 23%	2799 12%	2240 51%	7747 34%	1797 15%	3226 16%	5791 24%	5290 30%	1479 19%	7743 22%	3215 21%
	118	-- 7	5	++ 19	5	9	20	14	5	23	11
Strong (ready to renovate)	125069 69%	18501 81%	2128 49%	12278 54%	8116 68%	14932 75%	16937 70%	11513 65%	5348 68%	24229 70%	11088 72%
	345	++ 51	3	--- 32	22	42	51	26	15	67	36

Table 23 : Home renovation intentions by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	141439	3794	17463	21727	19560	32121	18481	9293	5572	3538	3393	6497
Number of respondents :	389	10	43	55	54	88	57	26	17	10	10	19
Potential Renovator	11875 8%	977 26%	3824 22% ++++	1888 9%	922 5%	2165 7%	565 3%	704 8%	206 4%	0 0%	285 8%	341 5%
	31	2	9	5	3	5	2	2	1	0	1	1
Moderate (thinking of renovating)	31558 22%	977 26%	4580 26%	4755 22%	5337 27%	4836 15%	5210 28%	1574 17%	2241 40%	306 9%	1091 32%	650 10%
	90	3	12	12	15	14	17	4	6	1	4	2
Strong (ready to renovate)	98006 69%	1841 49%	9059 52% ---	15083 69%	13301 68%	25120 78% ++	12706 69%	7016 75%	3125 56%	3232 91%	2017 59%	5506 85%
	268	5	22	38	36	69	38	20	10	9	5	16

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	179832	29308	56346	28178	66001	75859	103974
Number of respondents :	500	55	149	84	212	240	260
Potential Renovator	15184 8%	4406 15% ++	4758 8%	1157 4%	4863 7%	4206 6% --	10978 11% ++
	41	9	13	3	16	13	28
Moderate (thinking of renovating)	40890 23%	6354 22%	14191 25%	5672 20%	14672 22%	18018 24%	22871 22%
	117	12	39	18	48	59	58
Strong (ready to renovate)	123759 69%	18548 63%	37396 66%	21349 76%	46465 70%	53634 71%	70125 67%
	342	34	97	63	148	168	174

Table 25 : Home renovation intentions by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	173696	2683	21157	49524	54006	27765	18562
Number of respondents :	482	7	56	146	151	75	47
Potential Renovator	13897 8%	0 0%	1613 8%	2256 5%	4797 9%	2414 9%	2817 15%
	38	0	4	- 7	13	7	+ 7
Moderate (thinking of renovating)	39579 23%	779 29%	4303 20%	10914 22%	12344 23%	5600 20%	5640 30%
	113	2	13	33	35	16	14
Strong (ready to renovate)	120219 69%	1904 71%	15241 72%	36354 73%	36865 68%	19751 71%	10104 54%
	331	5	39	106	103	52	-- 26

Table 26 : Home renovation intentions by All renovations planned

Table 26 : Home renovation intentions by All renovations planned									
	Total	Renovations planned							
		Paint/ wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ Windows	External construc- tion/ repairs	Other
Population :	165230	23579	43290	42357	45860	8336	11863	43071	34448
Number of respondents :	398	58	99	98	109	22	28	106	83
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0	0	0
Moderate (thinking of renovating)	40944 25%	5507 23%	10315 24%	12419 29%	10027 22%	2045 25%	501 4%	7446 17%	7718 22%
	102	14	26	28	24	6	1	-- 21	20
Strong (ready to renovate)	124286 75%	18072 77%	32974 76%	29938 71%	35833 78%	6291 75%	11362 96%	35625 83%	26730 78%
	296	44	73	70	85	16	27	++ 85	63

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

	Amount planned to spend on all renovations							
	Total	Up to \$1000	\$1001 to \$2000	\$2001 to \$3000	\$3001 to \$5000	\$5001 to \$10000	\$10001 to \$25000	Over \$25000
Population :	69822	5096	11810	5933	12445	17466	11696	5377
Number of respondents :	167	11	29	14	30	41	27	15
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Moderate (thinking of renovating)	14699 21% 38	1681 33% 3	3629 31% 10	671 11% 2	3086 25% 8	3518 20% 9	1135 10% 3	979 18% 3
Strong (ready to renovate)	55123 79% 129	3414 67% 8	8180 69% 19	5262 89% 12	9359 75% 22	13948 80% 32	10562 90% 24	4398 82% 12

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	33165	1605	11042	6626	13891	14060	19105
Number of respondents :	83	3	26	16	38	38	45
Do it all yourself	13492 41%	1072 67%	3646 33%	3584 54%	5190 37%	6821 49%	6671 35%
	32	2	9	8	13	17	15
Contract all the work out - pay someone to do it	13533 41%	534 33%	4683 42%	2350 35%	5966 43%	5534 39%	8000 42%
	34	1	10	6	17	16	18
Both – do some yourself and contract some out	5522 17%	0 0%	2095 19%	692 10%	2735 20%	1427 10%	4095 21%
	15	0	5	2	8	4	11
DK	618 2%	0 0%	618 6%	0 0%	0 0%	278 2%	340 2%
	2	0	2	0	0	1	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	101776	13284	34767	16629	37096	45203	56573
Number of respondents :	246	22	79	44	101	122	124
Do it all yourself	35972 35%	1666 13%	9688 28%	7929 48%	16689 45%	22564 50%	13408 24%
	91	3	- 22	+ 20	++ 46	++++ 61	---- 30
Contract all the work out – pay someone to do it	50561 50%	9916 75%	20144 58%	6518 39%	13983 38%	15827 35%	34734 61%
	117	16	+ 46	18	--- 37	---- 43	++++ 74
Both – do some yourself and contract some out	13617 13%	1248 9%	4486 13%	2183 13%	5700 15%	6088 13%	7529 13%
	34	2	10	6	16	16	18
DK	1626 2%	454 3%	448 1%	0 0%	724 2%	724 2%	902 2%
	4	1	1	0	2	2	2
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	55234	10311	15319	10220	19383	23690	31544
Number of respondents :	128	16	34	24	54	63	65
Do it all yourself	25967 47%	2154 21%	7643 50%	5478 54%	10692 55%	13082 55%	12885 41%
	59	3	16	12	28	33	26
Contract all the work out – pay someone to do it	20149 36%	4911 48%	5596 37%	3272 32%	6371 33%	8159 34%	11990 38%
	48	8	13	8	19	23	25
Both – do some yourself and contract some out	9118 17%	3246 31%	2081 14%	1471 14%	2320 12%	2449 10%	6669 21%
	21	5	5	4	7	- 7	+ 14
DK	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 37 : Who will do the REPAIRS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	31798	483	971	6982	10233	8196	4932
Number of respondents :	79	1	3	17	27	20	11
Do it all yourself	13492 42%	0 0%	314 32%	5250 75%	4081 40%	2142 26%	1704 35%
	32	0	1	12	10	5	4
Contract all the work out – pay someone to do it	13533 43%	0 0%	256 26%	1345 19%	5259 51%	3811 47%	2862 58%
	34	0	1	4	14	9	6
Both – do some yourself and contract some out	4155 13%	483 100%	402 41%	387 6%	615 6%	1902 23%	366 7%
	11	1	1	1	2	5	1
DK	618 2%	0 0%	0 0%	0 0%	278 3%	340 4%	0 0%
	2	0	0	0	1	1	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 38 : Who will do the REPLACEMENTS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Population :	99959	1214	14057	28175	31100	15784	9629
Number of respondents :	242	3	31	73	75	38	22
Do it all yourself	35972 36%	0 0%	7075 50%	14324 51%	8835 28%	4672 30%	1066 11%
	91	0	+ 18	+++ 37	- 22	11	3
Contract all the work out – pay someone to do it	49112 49%	731 60%	5851 42%	8227 29%	17887 58%	9071 57%	7345 76%
	114	2	11	--- 21	+ 42	22	16
Both – do some yourself and contract some out	13249 13%	483 40%	1132 8%	5290 19%	3539 11%	2041 13%	764 8%
	33	1	2	14	9	5	2
DK	1626 2%	0 0%	0 0%	333 1%	839 3%	0 0%	454 5%
	4	0	0	1	2	0	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 39 : Who will do the REMODELING by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	54776	986	7888	20021	15053	6305	4523
Number of respondents :	126	2	19	48	35	14	8
Do it all yourself	26468 48%	503 51%	4451 56%	10451 52%	7308 49%	3365 53%	391 9%
	60	1	12	24	15	7	1
Contract all the work out – pay someone to do it	19055 35%	0 0%	2921 37%	4556 23%	5118 34%	2328 37%	4132 91%
	45	0	6	13	14	5	7
Both – do some yourself and contract some out	9252 17%	483 49%	516 7%	5014 25%	2627 17%	613 10%	0 0%
	21	1	1	11	6	2	0
DK	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 43 : In planning your renovation, have you contacted a contractor for information about your renovations ?	
	Total
Population :	166395
Number of respondents :	401
Yes	48416 29% 113
No	117480 71% 287
DK	498 0% 1
No answer	0 0% 0

Table 44 : Have you priced out the cost of materials and labour for this(these) project(s) ?	
	Total
Population :	166395
Number of respondents :	401
Yes	78768 47% 187
No	84864 51% 208
DK	2762 2% 6
No answer	0 0% 0

Table 45 : Which of the following categories does the project you are planning fall into ?	
	Total
Population :	166395
Number of respondents :	401
Repairs and maintenance	33667 20% 84
Remodeling and alteration	56237 34% 130
Replacement of existing equipment	102779 62% 248
DK	2393 1% 4
No answer	1470 1% 3

Table 46 : Have you done any of the following ?	
	Total
Population :	166395
Number of respondents :	401
Read any publications for information on home renovation	86751 52% 206
Watched any TV programs or videos on home renovation	113984 69% 278
Searched on the Internet for information on home renovation	64506 39% 161
No/ None of these	29852 18% 71
DK/NR	0 0% 0

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

Table 47 : How will you pay for this renovation work ?	
	Total
Population :	166075
Number of respondents :	400
Pay for it from savings/ pay as you go/ cash	128880 78% 311
Loan (from financial institution)	9947 6% 24
Credit charge/ credit card/ put it on credit line	17603 11% 43
Finance it at mortgage renewal	5753 3% 13
Borrow from a friend or parents	657 0% 1
Other	2216 1% 6
DK/NR	4459 3% 10

Tableau 48 : Renovation interder	
	Total
Population :	478601
Number of respondents :	1278
Deferred intenders	33762 7% 92
Potential Renovator	15184 3% 41
Moderate (thinking of renovating)	41326 9% 118
Strong (ready to renovate)	125069 26% 345
No intention	263260 55% 682

Table 49 : Do you own or rent your home ?	
	Total
Population :	786278
Number of respondents :	1855
Owner	480809 61% 1283
Renter	305469 39% 564
DK	0 0% 6
No answer	0 0% 2