



Consumer intentions To buy Or renovate

A Look at Tomorrow's Customer Today

Halifax

Intentions Data Tables 2004



Canada



CONSUMER INTENTIONS TO BUY

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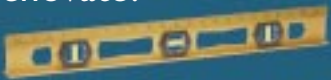
Definitions

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 :	153352
Number of respondents :	4718
YES	16122 11% 468
NO	135929 89% 4206
Bought a home within past year	1062 1% 37
No answer	239 0% 7

Chances of buying a home in next 12 months	
	Total
Population :	16122
Number of respondents :	468
HIGH	7354 46% 220
MODERATE	6409 40% 181
LOW	2298 14% 65
No answer	60 0% 2

Table 1 : Home purchase intenders	
	Total
Population :	13764
Number of respondents :	401
Moderate (looking to buy)	6409 47% 181
Strong (ready to buy)	7354 53% 220

Table 2 : Home purchase intender profile - Residence	
	Total
Population :	13764
Number of respondents :	401
Halifax City	6770 49% 175
Bedford Hammond Plains	927 7% 33
Darmouth City	3223 23% 105
Sackville	916 7% 29
Fall River Beaverbank	347 3% 9
Halifax County Southwest	786 6% 29
Halifax County Southeast	795 6% 21

Table 3 : Home purchase intender profile- age

Table 3 : Home purchase intender profile- age	
	Total
Population :	13764
Number of respondents :	401
18 to 24	570 4% 16
25 to 34	5023 36% 134
35 to 44	3460 25% 111
45 to 54	2571 19% 75
55 to 64	1131 8% 35
65 +	670 5% 19
No answer	340 2% 11
Valid number :	13424
Mean:	40.22
Std. Deviation :	12.21

Table 4 : Home purchase intender profile - gender	
	Total
Population :	13764
Number of respondents :	401
Male	5798 42% 172
Female	7966 58% 229

Table 5 : Home purchase intender profile – own or rent current home	
	Total
Population :	13764
Number of respondents :	401
OWN	5511 40% 204
RENT	8253 60% 197

Table 6 : Home purchase intender profile – Household composition	
	Total
Population :	13764
Number of respondents :	401
One	2653 19% 53
Two	4906 36% 143
Three	2939 21% 96
Four	2093 15% 67
Five or more	1108 8% 40
No answer	65 0% 2
Valid number :	13699
Mean:	2.59
Std. Deviation:	1.25

Table 7 : Home purchase intender profile - Children under 18 years of age in household	
	Total
Population :	13699
Number of respondents :	399
Yes	5423 40% 177
No	8277 60% 222

Table 8 : Home purchase intender profile - Total household income	
	Total
Population :	13764
Number of respondents :	401
Under 20 K	436 3% 9
20K to less than 40K	2388 17% 58
40K to less than 60K	3082 22% 82
60K to less than 80K	1722 13% 51
80K to less than 100K	2674 19% 84
100K to less than 120K	691 5% 25
120K to less than 140K	323 2% 11
140K to less than 160K	504 4% 16
160K to less than 180K	128 1% 5
180K to less than 200K	129 1% 5
More than 200K	217 2% 7
DK	279 2% 9
No answer	1189 9% 39

Table 9 : Home purchase intenders	
	Total
Population :	13764
Number of respondents :	401
Moderate (looking to buy)	6409 47% 181
Strong (ready to buy)	7354 53% 220

Table 10 : Thought of buying home in last six months	
	Total
Population :	136168
Number of respondents :	4220
Yes	11723 9% 347
No	124409 91% 3872
DK	37 0% 1
No answer	0 0% 0

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

	Total
Population:	13764
Number of respondents:	401
In the city of Halifax	4531 33% 123
In the city of Dartmouth	2549 19% 77
Bedford / Hammond's Plains	1143 8% 36
Sackville	614 4% 19
Fall River / Beaverbank	829 6% 22
In the county / outside of Halifax	1109 8% 32
In the county / outside of Dartmouth	548 4% 15
Outside market area	1250 9% 41
Other (specify)	465 3% 14
Don't know	726 5% 22
No response	0 0% 0

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

	Total
Population :	13764
Number of respondents :	401
Brand new/ Build	3881 28% 122
Pre-owned home	8669 63% 245
It depends	24 0% 1
Other	191 1% 4
DK	999 7% 29
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 :	13764
Number of respondents :	401
Single detached home	10473 76% 317
Semi-detached home / duplex	1096 8% 27
Row / Town house	860 6% 22
Apartment	989 7% 27
It depends	0 0% 0
Other	0 0% 0
DK	345 3% 8
No answer	0 0% 0

Table 14 : Would it be a condominium ?	
	Total
Population :	13764
Number of respondents :	401
YES	2001 15% 53
NO	11326 82% 338
DK	437 3% 10
No answer	0 0% 0

Table 15 : Type of neighbourhood preferred : home looking for / intending to buy	
	Total
Population :	13764
Number of respondents :	401
New subdivision / development	2399 17% 74
Established neighbourhood	8276 60% 237
Acreage	1580 11% 48
It depends	27 0% 1
Other	28 0% 1
DK	1342 10% 37
No answer	113 1% 3

Table 16 : Price range of home looking for : Home looking for / intending to buy

	Total
Population :	13764
Number of respondents :	401
Under \$75K	692 5% 16
\$75K to less than \$100K	550 4% 14
\$100K to less than \$125K	1444 10% 38
\$125K to less than \$150K	1269 9% 35
\$150K to less than \$175K	3077 22% 85
\$175K to less than \$200K	1242 9% 37
\$200K to less than \$250K	2365 17% 73
Over \$250K	2758 20% 93
DK/NR	367 3% 10
Valid number :	12300
Mean (in thousands dollars):	210.10
Std. Deviation :	203.37

Table 17 : Price range of home looking for compared to current home	
	Total
Owner only	
Population :	5511
Number of respondents :	204
More	2852 52% 108
Same	1069 19% 39
Less	1464 27% 54
DK	102 2% 2
No answer	25 0% 1

Table 18 : Size of home looking for / intending to purchase (sq ft)	
	Total
Population :	13764
Number of respondents :	401
Up to 1200 sq ft	1539 11% 40
1201-2000 sq ft	4029 29% 126
2001-3000 sq ft	2218 16% 74
Over 3000 sq ft	583 4% 20
DK	5266 38% 137
No answer	128 1% 4
Valid number :	8369
Mean :	2004.32
Std. Deviation :	854.21

Table 19 : Size of home you are thinking of buying (in square feet) compared to your present residence	
	Total
Population :	13764
Number of respondents :	401
LARGER	9342 68% 258
SAME	2628 19% 83
SMALLER	1700 12% 58
DK	94 1% 2
No answer	0 0% 0

Table 20 : What made you decide not to buy a home now ?	
	Total
Population :	11723
Number of respondents :	347
CHANGE IN FINANCIAL SITUATION	1936 17% 49
CHANGE IN JOB SITUATION	872 7% 21
COST IS TOO HIGH	5269 45% 154
General worry about the economy / not a good time to buy	189 2% 6
Decided I like my house and neighbourhood	801 7% 27
Just bought / built a home	92 1% 3

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

	Total
Population :	11723
Number of respondents :	347
Just renovated	0 0% 0
Cannot find the right house (size / design etc.)	557 5% 19
Cannot find a suitable house in the right location	357 3% 11
Cannot sell my existing home	97 1% 3
No longer the right time (Personal reasons: too old, children in school ...)	974 8% 32
Too busy/ hassle / do not want to disrupt the family	259 2% 9
Prefer to rent / do not want to own	43 0% 1
Need to deal with debts / existing mortgage	326 3% 10
Renovation is a better option	74 1% 3
Personal reasons (specified or not)	995 8% 29
Market value has raised too much	0 0% 0
Other	144 1% 4
DK	29 0% 1
No answer	39 0% 1

Table 21 : Circumstances under which might consider buying a home	
	Total
Population :	13764
Number of respondents :	401
Size of house (bigger, smaller or better home)	3754 27% 118
Area (closer to... / farther than ...)	1676 12% 60
Market conditions	389 3% 13
Becoming an owner	4881 35% 115
Investment	444 3% 13
Familial reasons	551 4% 17
Quality of life	439 3% 15
Apartment is too expensive (market is good)	298 2% 8
Other	1006 7% 32
DK	94 1% 2
No answer	283 2% 9

Table 22 : Listed your home for sale ?(owners)	
	Total
Owners only	
Population :	5511
Number of respondents :	204
YES	1098 20% 40
NO	4413 80% 164

Table 23 : Talked to a realtor about buying a home ?	
	Total
Population :	13764
Number of respondents :	401
YES	7458 54% 216
NO	6306 46% 185
DK	0 0% 0
No answer	0 0% 0

Table 24 : Read any publications for information on the housing market?	
	Total
Population :	13764
Number of respondents :	401
YES	8227 60% 242
NO	5536 40% 159
DK	0 0% 0
No answer	0 0% 0

Table 25 : Been pre-approved for a mortgage ?	
	Total
Population :	6580
Number of respondents :	182
YES	4406 67% 125
NO	2057 31% 54
DK	117 2% 3
No answer	0 0% 0

Table 26 : Talked to a financial institution about obtaining a mortgage ?	
	Total
Population :	13764
Number of respondents :	401
YES	6580 48% 182
NO	7149 52% 218
DK	34 0% 1
No answer	0 0% 0

Table 27 : Contacted a builder/ developer for information about a brand new home?	
	Total
Population :	13764
Number of respondents :	401
YES	2796 20% 88
NO	10968 80% 313
DK	0 0% 0
No answer	0 0% 0

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

Table 28 : In the last month, have you visited homes for sale ?	
	Total
Population :	13764
Number of respondents :	401
YES	6216 45% 182
NO	7548 55% 219
DK	0 0% 0
No answer	0 0% 0

Table 29 : Home purchase intentions by current residence of respondent

	Total	Current Residence						
		Halifax City	Bedford Hammond Plains	Darmouth City	Sackville	Fall River Beaverbank	Halifax County Southwest	Halifax County Southeast
Population :	13764	6770	927	3223	916	347	786	795
Number of respondents :	401	175	33	105	29	9	29	21
Moderate (looking to buy)	6409 47%	3228 48%	494 53%	1327 41%	448 49%	233 67%	321 41%	359 45%
	181	82	17	42	13	6	12	9
Strong (ready to buy)	7354 53%	3542 52%	433 47%	1896 59%	468 51%	114 33%	464 59%	436 55%
	220	93	16	63	16	3	17	12

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 :	12296	436	2388	3082	1722	2674	691	323	504	128	129	217
Number of respondents :	353	9	58	82	51	84	25	11	16	5	5	7
Moderate (looking to buy)	5708 46%	206 47%	1250 52%	1453 47%	1045 61%	1005 38%	303 44%	85 26%	220 44%	34 27%	77 60%	29 13%
	160	5	30	38	31	31	10	3	7	1	3	1
Strong (ready to buy)	6588 54%	229 53%	1138 48%	1629 53%	677 39%	1669 62%	388 56%	238 74%	284 56%	94 73%	52 40%	188 87%
	193	4	28	44	20	53	15	8	9	4	2	6

Table 31 : Home purchase intentions by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	13764	5511	8253
Number of respondents :	401	204	197
Moderate (looking to buy)	6409	2343	4066
	47%	43%	49%
Strong (ready to buy)	181	84	97
	7354	3167	4187
	53%	57%	51%
	220	120	100

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 :	13699	2653	4906	2939	3201	5423	8277
Number of respondents :	399	53	143	96	107	177	222
Moderate (looking to buy)	6409 47%	1509 57%	2404 49%	1346 46%	1150 36%	2218 41%	4192 51%
	181	+ 30	71	42	-- 38	- 71	+ 110
Strong (ready to buy)	7290 53%	1144 43%	2502 51%	1593 54%	2051 64%	3205 59%	4085 49%
	218	- 23	72	54	++ 69	+ 106	- 112

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 :	13424	570	5023	3460	2571	1131	670
Number of respondents :	390	16	134	111	75	35	19
Moderate (looking to buy)	6332 47%	208 36%	2247 45%	1597 46%	1568 61%	447 40%	265 40%
	178	6	60	47	43 +++	15	7
Strong (ready to buy)	7092 53%	362 64%	2776 55%	1862 54%	1003 39%	684 60%	405 60%
	212	10	74	64	32 ---	20	12

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 :	12765	3881	8669	24	191
Number of respondents :	372	122	245	1	4
Moderate (looking to buy)	5845 46%	1610 41%	4123 48%	24 100%	89 46%
	166	49	114	1	2
Strong (ready to buy)	6920 54%	2272 59%	4546 52%	0 0%	102 54%
	206	73	131	0	2

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 :	13419	10473	1096	860	989	0	0
Number of respondents :	393	317	27	22	27	0	0
Moderate (looking to buy)	6273 47%	4806 46%	646 59%	483 56%	338 34%	0 0%	0 0%
	178	141	17	11	9	0	0
Strong(Ready to buy)	7146 53%	5667 54%	450 41%	377 44%	651 66%	0 0%	0 0%
	215	176	10	11	18	0	0

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	13764	692	550	1444	1269	3077	1242	2365	2758	367
Number of respondents :	401	16	14	38	35	85	37	73	93	10
Moderate (looking to buy)	6409 47% 181	504 73% 12	291 53% 7	830 57% 21	624 49% 18	1422 46% 39	532 43% 15	979 41% 30	976 35% 33	251 68% 6
Strong (ready to buy)	7354 53% 220	188 27% 4	260 47% 7	614 43% 17	645 51% 17	1655 54% 46	710 57% 22	1386 59% 43	1781 65% 60	116 32% 4

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 :	8369	1539	4029	2218	583
Number of respondents :	260	40	126	74	20
Moderate (looking to buy)	3341 40%	636 41%	1723 43%	795 36%	187 32%
	101	17	52	25	7
Strong (ready to buy)	5028 60%	903 59%	2306 57%	1423 64%	396 68%
	159	23	74	49	13

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	In the city of Halifax	In the city of Dartmouth	Bedford / Hammond's Plains	Sackville	Fall River / Beaverbank	In the county / outside Halifax	In the county / outside Dartmouth	Outside market area	Other
Population:	13038	4531	2549	1143	614	829	1109	548	1250	465
Number of respondents:	379	123	77	36	19	22	32	15	41	14
Moderate (looking to buy)	5969	2460	994	487	308	400	515	201	410	193
	46%	54%	39%	43%	50%	48%	46%	37%	33%	42%
Strong (Ready to buy)	168	66	31	14	9	10	15	5	13	5
	7069	2071	1554	657	306	429	594	347	839	272
	54%	46%	61%	57%	50%	52%	54%	63%	67%	58%
	211	57	46	22	10	12	17	10	28	9

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 :	12309	2399	8276	1580	27	28
Number of respondents :	361	74	237	48	1	1
Moderate (looking to buy)	5490 45%	1112 46%	3746 45%	606 38%	27 100%	0 0%
	156	33	104	18	1	0
Strong (ready to buy)	6819 55%	1288 54%	4530 55%	974 62%	0 0%	28 100%
	205	41	133	30	0	1

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	13764	692	550	1444	1269	3077	1242	2365	2758	367
Number of respondents :	401	16	14	38	35	85	37	73	93	10
Single detached home	10473 76% 317	496 72% 12	395 72% 10	881 61% 24	1041 82% 30	2263 74% 65	982 79% 30	1947 82% 61	2220 81% 78	247 67% 7
Semi-detached home/ duplex	1096 8% 27	163 24% 3	35 6% 1	212 15% 6	37 3% 1	211 7% 5	78 6% 2	192 8% 5	82 3% 2	86 23% 2
Row/Town house	860 6% 22	34 5% 1	87 16% 2	147 10% 3	58 5% 1	198 6% 5	62 5% 2	102 4% 3	173 6% 5	0 0% 0
Apartment	989 7% 27	0 0% 0	33 6% 1	53 4% 2	69 5% 2	379 12% 9	83 7% 2	124 5% 4	247 9% 7	0 0% 0
It depends	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
Other	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
DK	345 3% 8	0 0% 0	0 0% 0	150 10% 3	63 5% 1	27 1% 1	37 3% 1	0 0% 0	35 1% 1	34 9% 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 :	8369	1539	4029	2218	583
Number of respondents :	260	40	126	74	20
Single detached home	6432 77%	933 61% ---	2966 74%	2014 91% ++++	520 89%
	208	25	97	68	18
Semi-detached home / duplex	646 8%	106 7%	394 10%	116 5%	31 5%
	17	3	10	3	1
Row / Town house	351 4%	162 10% ++	189 5%	0 0% --	0 0%
	10	4	6	0	0
Apartment	788 9%	340 22% +++	363 9%	53 2% --	32 6%
	21	8	10	2	1
It depends	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	8369	1539	4029	2218	583
Number of respondents :	260	40	126	74	20
Other	0 0%	0 0%	0 0%	0 0%	0 0%
DK	0 2%	0 0%	0 3%	0 2%	0 0%
No answer	4 0%	0 0%	3 0%	1 0%	0 0%
	0	0	0	0	0

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

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	12309	2399	8276	1580	27	28
Number of respondents :	361	74	237	48	1	1
Single detached home	9490 77%	1847 77%	6173 75%	1416 90%	27 100%	28 100%
	289	60	182	45 ++	1	1
Semi-detached home / duplex	1002 8%	34 1%	849 10%	119 8%	0 0%	0 0%
	25	-- 1	++ 22	2	0	0
Row / town house	694 6%	234 10%	414 5%	46 3%	0 0%	0 0%
	17	+ 5	11	1	0	0
Apartment	909 7%	221 9%	689 8%	0 0%	0 0%	0 0%
	25	7	18	-- 0	0	0
It depends	0 0%	0 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 :	12309	2399	8276	1580	27	28
Number of respondents :	361	74	237	48	1	1
Other	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0
DK	215 2%	63 3%	152 2%	0 0%	0 0%	0 0%
	5	1	4	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 :	13764	5511	8253
Number of respondents :	401	204	197
Single detached home	10473 76%	4740 86% ++++	5733 69% ----
	317	177	140
Semi-detached home / duplex	1096 8%	138 2% ----	959 12% ++++
	27	5	22
Row / Town house	860 6%	187 3% --	673 8% ++
	22	6	16
Apartment	989 7%	352 6%	637 8%
	27	13	14
It depends	0 0%	0 0%	0 0%
	0	0	0
Other	0 0%	0 0%	0 0%
	0	0	0

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

	Total	Own or rent current home	
		Own	Rent
Population :	13764	5511	8253
Number of respondents :	401	204	197
DK	345 3%	95 2%	251 3%
	8	3	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 :	13699	2653	4906	2939	3201	5423	8277
Number of respondents :	399	53	143	96	107	177	222
Single detached home	10440 76%	1543 58%	3605 73%	2440 83%	2852 89%	4672 86%	5768 70%
	316	32	105	81	98	157	159
Semi-detached home / duplex	1096 8%	250 9%	396 8%	244 8%	207 6%	484 9%	612 7%
	27	4	11	7	5	13	14
Row/ town house	860 6%	254 10%	429 9%	152 5%	25 1%	65 1%	795 10%
	22	5	11	5	1	2	20
Apartment	958 7%	455 17%	400 8%	31 1%	71 2%	33 1%	924 11%
	26	9	14	1	2	1	25
It depends	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0
Other	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	13699	2653	4906	2939	3201	5423	8277
Number of respondents :	399	53	143	96	107	177	222
DK	345 3%	150 6% +	77 2%	72 2%	46 1%	169 3%	177 2%
	8	3	2	2	1	4	4
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 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 :	13424	570	5023	3460	2571	1131	670
Number of respondents :	390	16	134	111	75	35	19
Single detached home	10252 76%	413 72%	4208 84%	2916 84%	1748 68%	568 50%	399 59%
	310	12	113	98	56	20	11
Semi-detached home / duplex	1072 8%	0 0%	384 8%	341 10%	123 5%	196 17%	28 4%
	26	0	10	8	3	4	1
Row / Town house	860 6%	157 28%	214 4%	97 3%	135 5%	215 19%	42 6%
	22	4	6	2	3	6	1
Apartment	895 7%	0 0%	137 3%	68 2%	363 14%	125 11%	202 30%
	24	0	3	2	9	4	6
It depends	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	13424	570	5023	3460	2571	1131	670
Number of respondents :	390	16	134	111	75	35	19
Other	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
DK	0 3%	0 0%	80 2%	37 1%	202 8% +++	27 2%	0 0%
No answer	8 0%	0 0%	2 0%	1 0%	4 0%	1 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	13764	692	550	1444	1269	3077	1242	2365	2758	367
Number of respondents :	401	16	14	38	35	85	37	73	93	10
Up to 1200 sq ft	1539	33	45	157	296	266	261	299	182	0
	11%	5%	8%	11%	23%	9%	21%	13%	7%	0%
1201-2000 sq ft	40	1	1	5	8	6	7	7	5	0
	4029	121	78	315	238	944	496	942	896	0
2001-3000 sq ft	29%	17%	14%	22%	19%	31%	40%	40%	33%	0%
	126	3	2	8	7	28	16	32	30	0
Over 3000 sq ft	2218	44	0	128	155	437	133	299	1003	18
	16%	6%	0%	9%	12%	14%	11%	13%	36%	5%
DK	74	1	0	5	4	12	5	11	35	1
	583	34	0	27	0	29	0	102	367	25
No answer	4%	5%	0%	2%	0%	1%	0%	4%	13%	7%
	20	1	0	1	0	1	0	3	13	1
Valid number	5266	460	428	793	580	1331	320	722	309	324
	38%	66%	78%	55%	46%	43%	26%	31%	11%	88%
Mean :	137	10	11	18	16	36	8	20	10	8
	128	0	0	25	0	69	34	0	0	0
Valid number	1%	0%	0%	2%	0%	2%	3%	0%	0%	0%
	4	0	0	1	0	2	1	0	0	0
Valid number	8369	232	123	626	689	1676	889	1642	2449	43
Mean :	2004.32	2258.31	1564.47	1772.68	1604.82	1842.27	1647.96	1958.04	2417.70	3572.31

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

	Total	Price range of next home ?								
		Under \$75K	\$75K to less than \$100K	\$100K to less than \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	Over \$250K	DK/NR
Population :	13764	692	550	1444	1269	3077	1242	2365	2758	367
Number of respondents :	401	16	14	38	35	85	37	73	93	10
Std. Deviation :	854.21	1221.48	374.60	856.00	731.18	637.52	446.63	807.72	928.91	500.61

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 :	12765	3881	8669	24	191
Number of respondents :	372	122	245	1	4
Up to 1200 sq ft	1539 12%	426 11%	1044 12%	0 0%	70 37%
	40	11	28	0	1
1201-2000 sq ft	3745 29%	1250 32%	2407 28%	0 0%	89 46%
	118	44	72	0	2
2001-3000 sq ft	2017 16%	909 23%	1084 13%	24 100%	0 0%
	67	31 +++	35 --	1	0
Over 3000 sq ft	556 4%	256 7%	268 3%	0 0%	32 17%
	19	9	9 -	0	1
DK	4779 37%	938 24%	3842 44%	0 0%	0 0%
	124	24 ----	100 ++++	0	0

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 :	12765	3881	8669	24	191
Number of respondents :	372	122	245	1	4
No answer	128 1%	103 3% ++	25 0% --	0 0%	0 0%
	4	3	1	0	0
Valid number :	8369	2840	4802	24	191
Mean :	2004.32	2112.26	1940.44	2500.00	1663.93
Std. Deviation :	854.21	807.31	888.01	0.00	1101.07

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 :	13419	10473	1096	860	989	0	0
Number of respondents :	393	317	27	22	27	0	0
Up to 1200 sq ft	1539 11%	933 9%	106 10%	162 19%	340 34%	0 0%	0 0%
	40	25	3	4	8	0	0
1201-2000 sq ft	3912 29%	2966 28%	394 36%	189 22%	363 37%	0 0%	0 0%
	123	97	10	6	10	0	0
2001-3000 sq ft	2183 16%	2014 19%	116 11%	0 0%	53 5%	0 0%	0 0%
	73	68 +++	3	0	2	0	0
Over 3000 sq ft	583 4%	520 5%	31 3%	0 0%	32 3%	0 0%	0 0%
	20	18	1	0	1	0	0
DK	5073 38%	3945 38%	418 38%	510 59%	201 20%	0 0%	0 0%
	133	106	9	12	6	0	0

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	13419	10473	1096	860	989	0	0
Number of respondents :	393	317	27	22	27	0	0
No answer	128 1%	96 1%	33 3%	0 0%	0 0%	0 0%	0 0%
	4	3	1	0	0	0	0
Valid number :	8369	6432	646	351	788	0	0
Mean :	2004.32	2123.98	1808.80	1352.81	1501.48	*	*
Std. Deviation :	854.21	856.21	851.72	450.76	682.15	*	*

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 :	12309	2399	8276	1580	27	28
Number of respondents :	361	74	237	48	1	1
Up to 1200 sq ft	1468 12%	219 9%	1068 13%	155 10%	27 100%	0 0%
	38	6	27	4	1	0
1201-2000 sq ft	3583 29%	778 32%	2442 30%	336 21%	0 0%	28 100%
	113	26	75	11	0	1
2001-3000 sq ft	2060 17%	420 17%	1280 15%	361 23%	0 0%	0 0%
	69	15	41	13	0	0
Over 3000 sq ft	537 4%	174 7%	276 3%	86 5%	0 0%	0 0%
	19	6	10	3	0	0
DK	4533 37%	713 30%	3210 39%	610 39%	0 0%	0 0%
	118	18	84	16	0	0

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	12309	2399	8276	1580	27	28
Number of respondents :	361	74	237	48	1	1
No answer	128 1%	96 4%	0 0%	33 2%	0 0%	0 0%
	4	+++ 3	--- 0	1	0	0
Valid number :	8369	1591	5065	938	27	28
Mean :	2004.32	2112.16	1948.05	2174.41	1200.00	1800.00
Std. Deviation :	854.21	796.27	843.88	924.27	0.00	0.00

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	In the city of Halifax	In the city of Dartmouth	Bedford / Hammond's Plains	Sackville	Fall River / Beaverville	In the county / outside Halifax	In the county / outside Dartmouth	Outside market area	Other
Population:	13038	4531	2549	1143	614	829	1109	548	1250	465
Number of respondents:	379	123	77	36	19	22	32	15	41	14
Valid number:	8369	2531	1560	838	375	560	756	329	921	192
Mean:	2004.32	2034.98	1989.20	2042.00	2097.27	2150.02	2095.94	1815.91	1783.71	2123.03
Std. Deviation:	854.21	984.07	942.87	479.74	1042.18	591.28	907.90	611.66	591.48	1057.53

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 :	12296	436	2388	3082	1722	2674	691	323	504	128	129	217
Number of respondents :	353	9	58	82	51	84	25	11	16	5	5	7
Up to 1200 sq ft	1320 11%	70 16%	324 14%	356 12%	312 18%	258 10%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	33	1	8	8	8	8	0	0	0	0	0	0
1201-2000 sq ft	3646 30%	44 10%	436 18%	901 29%	576 33%	1104 41%	223 32%	89 27%	136 27%	60 47%	50 39%	27 12%
	113	1	12	25	20	35	8	3	4	2	2	1
2001-3000 sq ft	1918 16%	34 8%	215 9%	280 9%	215 13%	435 16%	277 40%	111 34%	190 38%	48 38%	52 40%	60 27%
	63	1	5	9	6	14	11	4	7	2	2	2
Over 3000 sq ft	534 4%	0 0%	27 1%	127 4%	25 1%	83 3%	31 4%	84 26%	0 0%	0 0%	27 21%	130 60%
	18	0	1	4	1	3	1	3	0	0	1	4
DK	4749 39%	288 66%	1361 57%	1386 45%	556 32%	761 28%	160 23%	39 12%	178 35%	20 16%	0 0%	0 0%
	122	6	31	35	15	23	5	1	5	1	0	0

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	12296	436	2388	3082	1722	2674	691	323	504	128	129	217
Number of respondents :	353	9	58	82	51	84	25	11	16	5	5	7
No answer	128 1%	0 0%	25 1%	33 1%	37 2%	34 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	4	0	1	1	1	1	0	0	0	0	0	0
Valid number	8369	148	1003	1664	1129	1880	531	283	327	108	129	217
Mean :	2004.32	1544.04	1746.96	1957.88	1750.57	1991.32	2292.24	2639.42	2237.06	2153.92	2717.12	3501.38
Std. Deviation :	854.21	732.28	848.41	933.11	566.48	736.58	845.23	814.39	461.15	199.12	938.44	1090.15

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	13764	5511	8253	0	0
Number of respondents :	401	204	197	0	0
Up to 1200 sq ft	1539 11%	527 10%	1012 12%	0 0%	0 0%
	40	17	23	0	0
1201-2000 sq ft	4029 29%	1909 35%	2120 26%	0 0%	0 0%
	126	+ 74	- 52	0	0
2001-3000 sq ft	2218 16%	1479 27%	739 9%	0 0%	0 0%
	74	++++ 56	---- 18	0	0
Over 3000 sq ft	583 4%	503 9%	81 1%	0 0%	0 0%
	20	++++ 18	---- 2	0	0
DK	5266 38%	1093 20%	4173 51%	0 0%	0 0%
	137	---- 39	++++ 98	0	0
No answer	128 1%	0 0%	128 2%	0 0%	0 0%
	4	- 0	+ 4	0	0

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	13764	5511	8253	0	0
Number of respondents :	401	204	197	0	0
Valid number :	8369	4417	3952	0	0
Mean :	2004.32	2205.23	1779.74	*	*
Std. Deviation :	854.21	882.91	760.61	*	*

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 :	13699	2653	4906	2939	3201	5423	8277
Number of respondents :	399	53	143	96	107	177	222
Up to 1200 sq ft	1508 11%	525 20%	603 12%	275 9%	104 3%	294 5%	1214 15%
	39	++ 11	---	---	---	---	+++ 31
1201-2000 sq ft	4029 29%	603 23%	1528 31%	1072 36%	826 26%	1528 28%	2501 30%
	126	13	46	+ 38	29	54	72
2001-3000 sq ft	2218 16%	118 4%	714 15%	445 15%	941 29%	1246 23%	971 12%
	74	---	23	15	++++ 34	+++ 44	---
Over 3000 sq ft	583 4%	32 1%	111 2%	110 4%	330 10%	442 8%	141 2%
	20	1	4	4	++++ 11	+++ 15	---
DK	5233 38%	1375 52%	1888 38%	1004 34%	966 30%	1847 34%	3386 41%
	136	++ 26	51	30	- 29	54	82
No answer	128 1%	0 0%	62 1%	33 1%	34 1%	67 1%	62 1%
	4	0	2	1	1	2	2

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 :	13699	2653	4906	2939	3201	5423	8277
Number of respondents :	399	53	143	96	107	177	222
Valid number :	8369	1278	2957	1903	2201	3510	4828
Mean :	2004.32	1590.78	1874.44	1955.90	2477.88	2308.80	1790.79
Std. Deviation :	854.21	625.72	804.50	716.64	930.56	932.33	714.64

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 :	13424	570	5023	3460	2571	1131	670
Number of respondents :	390	16	134	111	75	35	19
Up to 1200 sq ft	1474 11%	46 8%	615 12%	115 3%	225 9%	171 15%	302 45%
	38	1	14	4	6	5	8
1201-2000 sq ft	3970 30%	81 14%	1322 26%	1107 32%	837 33%	445 39%	178 26%
	124	3	38	36	26	15	6
2001-3000 sq ft	2127 16%	0 0%	600 12%	887 26%	484 19%	101 9%	54 8%
	71	0	18	30	17	4	2
Over 3000 sq ft	583 4%	0 0%	127 3%	250 7%	145 6%	61 5%	0 0%
	20	0	4	9	5	2	0
DK	5142 38%	443 78%	2263 45%	1068 31%	879 34%	352 31%	136 20%
	133	12	57	31	21	9	3
No answer	128 1%	0 0%	96 2%	33 1%	0 0%	0 0%	0 0%
	4	0	3	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 :	13424	570	5023	3460	2571	1131	670
Number of respondents :	390	16	134	111	75	35	19
Valid number :	8369	126	2664	2359	1692	779	534
Mean :	2004.32	1625.57	1913.87	2288.81	2077.18	1885.35	1351.12
Std. Deviation :	854.21	500.44	837.38	839.47	809.86	926.56	563.76

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 :	12765	3881	8669	24	191
Number of respondents :	372	122	245	1	4
Under \$75K	692	214	478	0	0
	5%	6%	6%	0%	0%
	16	4	12	0	0
\$75K to less than \$100K	451	45	406	0	0
	4%	1%	5%	0%	0%
	11	1	10	0	0
\$100K to less than \$125K	1342	203	1139	0	0
	11%	5%	13%	0%	0%
	36	6	30	0	0
\$125K to less than \$150K	1122	315	806	0	0
	9%	8%	9%	0%	0%
	32	10	22	0	0
\$150K to less than \$175K	2959	871	1930	0	159
	23%	22%	22%	0%	83%
	82	25	54	0	3
\$175K to less than \$200K	1156	325	832	0	0
	9%	8%	10%	0%	0%
	34	10	24	0	0
\$200K to less than \$250K	2235	900	1303	0	32
	18%	23%	15%	0%	17%
	68	30	37	0	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 :	12765	3881	8669	24	191
Number of respondents :	372	122	245	1	4
Over \$250K	2567 20% 87	1008 26% 36	1536 18% 50	24 100% 1	0 0% 0
DK / NR	241 2% 6	0 0% 0	241 3% 6	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 :	13419	10473	1096	860	989	0	0
Number of respondents :	393	317	27	22	27	0	0
Under \$75K	692 5% 16	496 5% 12	163 15% 3	34 4% 1	0 0% 0	0 0% 0	0 0% 0
\$75k to less than \$100K	550 4% 14	395 4% 10	35 3% 1	87 10% 2	33 3% 1	0 0% 0	0 0% 0
\$100K to less than \$125k	1293 10% 35	881 8% 24	212 19% 6	147 17% 3	53 5% 2	0 0% 0	0 0% 0
\$125K to less than \$150K	1206 9% 34	1041 10% 30	37 3% 1	58 7% 1	69 7% 2	0 0% 0	0 0% 0
\$150K to less than \$175K	3050 23% 84	2263 22% 65	211 19% 5	198 23% 5	379 38% 9	0 0% 0	0 0% 0
\$175K to less than \$200K	1205 9% 36	982 9% 30	78 7% 2	62 7% 2	83 8% 2	0 0% 0	0 0% 0
\$200K to less than \$250K	2365 18% 73	1947 19% 61	192 17% 5	102 12% 3	124 13% 4	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 :	13419	10473	1096	860	989	0	0
Number of respondents :	393	317	27	22	27	0	0
Over \$250K	2723 20% 92	2220 21% 78	82 8% 2	173 20% 5	247 25% 7	0 0% 0	0 0% 0
DK/NR	333 2% 9	247 2% 7	86 8% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	8369	1539	4029	2218	583
Number of respondents :	260	40	126	74	20
Under \$75K	232 3% 6	33 2% 1	121 3% 3	44 2% 1	34 6% 1
\$75K to less than \$100K	123 1% 3	45 3% 1	78 2% 2	0 0% 0	0 0% 0
\$100K to less than \$125K	626 7% 19	157 10% 5	315 8% 8	128 6% 5	27 5% 1
\$125K to less than \$150K	689 8% 19	296 19% 8	238 6% 7	155 7% 4	0 0% 0
\$150K to less than \$175K	1676 20% 47	266 17% 6	944 23% 28	437 20% 12	29 5% 1
\$175K to less than \$200K	889 11% 28	261 17% 7	496 12% 16	133 6% 5	0 0% 0
\$200K to less than \$250K	1642 20% 53	299 19% 7	942 23% 32	299 14% 11	102 17% 3
Over \$250K	2449 29% 83	182 12% 5	896 22% 30	1003 45% 35	367 63% 13

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 :	8369	1539	4029	2218	583
Number of respondents :	260	40	126	74	20
DK/NR	43 1% 2	0 0% 0	0 0% 0	18 1% 1	25 4% 1

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

In which community are you most likely to buy a home ?										
	Total	In the city of Halifax	In the city of Dartmouth	Bedford / Hammond's Plains	Sackville	Fall River / Beaverbank	In the county / outside Halifax	In the county / outside Dartmouth	Outside market area	Other
Population:	13038	4531	2549	1143	614	829	1109	548	1250	465
Number of respondents:	379	123	77	36	19	22	32	15	41	14
Under \$75K	692 5% 16	39 1% 1	109 4% 3	0 0% 0	83 14% 2	145 18% 2	153 14% 4	95 17% 2	0 0% 0	67 14% 2
\$75K - \$100K	550 4% 14	197 4% 4	179 7% 5	38 3% 1	35 6% 1	37 4% 1	0 0% 0	43 8% 1	22 2% 1	0 0% 0
\$100K - \$125K	1278 10% 34	605 13% 14	185 7% 6	48 4% 1	50 8% 2	72 9% 2	79 7% 2	0 0% 0	163 13% 5	77 17% 2
\$125K - \$150K	1250 10% 34	259 6% 6	463 18% 13	0 0% 0	73 12% 2	0 0% 0	211 19% 6	101 18% 3	119 10% 3	25 5% 1
\$150K - \$175K	2970 23% 82	990 22% 25	716 28% 20	276 24% 8	191 31% 6	129 16% 4	193 17% 5	159 29% 4	183 15% 6	133 29% 4
\$175K - \$200K	1218 9% 36	321 7% 8	314 12% 9	182 16% 5	54 9% 2	0 0% 0	65 6% 3	21 4% 1	149 12% 5	112 24% 3

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

In which community are you most likely to buy a home ?										
	Total	In the city of Halifax	In the city of Dartmouth	Bedford / Hammond's Plains	Sackville	Fall River / Beaverbank	In the county / outside Halifax	In the county / outside Dartmouth	Outside market area	Other
Population:	13038	4531	2549	1143	614	829	1109	548	1250	465
Number of respondents:	379	123	77	36	19	22	32	15	41	14
\$200 - \$250K	2190 17% 67	818 18% 24	285 11% 10	200 18% 6	109 18% 3	170 20% 5	286 26% 9	52 9% 2	269 22% 8	0 0% 0
Over \$250K	2619 20% 88	1146 25% 37	234 9% 9	365 32% 14	18 3% 1	277 33% 8	122 11% 3	78 14% 2	326 26% 12	51 11% 2
DK/NR	270 2% 8	155 3% 4	63 2% 2	34 3% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	18 1% 1	0 0% 0

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	12309	2399	8276	1580	27	28
Number of respondents :	361	74	237	48	1	1
Under \$75K	692	0	412	280	0	0
	6%	0%	5%	18%	0%	0%
	16	0	10	6	0	0
\$75K to less than \$100K	502	115	326	61	0	0
	4%	5%	4%	4%	0%	0%
	13	2	9	2	0	0
\$100K to less than \$125K	1106	122	821	164	0	0
	9%	5%	10%	10%	0%	0%
	30	3	22	5	0	0
\$125K to less than \$150K	1191	207	748	236	0	0
	10%	9%	9%	15%	0%	0%
	32	7	19	6	0	0
\$150K to less than \$175K	2849	630	1882	336	0	0
	23%	26%	23%	21%	0%	0%
	79	18	51	10	0	0
\$175K to less than \$200K	1022	228	689	105	0	0
	8%	10%	8%	7%	0%	0%
	30	7	19	4	0	0
\$200K to less than \$250K	2109	483	1492	106	0	28
	17%	20%	18%	7%	0%	100%
	65	14	46	4	0	1
Over \$250K	2574	595	1659	293	27	0
	21%	25%	20%	19%	100%	0%
	88	22	54	11	1	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 :	12309	2399	8276	1580	27	28
Number of respondents :	361	74	237	48	1	1
DK/NR	265 2% 8	18 1% 1	246 3% 7	0 0% 0	0 0% 0	0 0% 0

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	12296	436	2388	3082	1722	2674	691	323	504	128	129	217
Number of respondents :	353	9	58	82	51	84	25	11	16	5	5	7
Under \$75K	692 6% 16	172 40% 3	219 9% 5	116 4% 3	44 3% 1	101 4% 3	40 6% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$75K to less than \$100K	474 4% 12	0 0% 0	237 10% 6	197 6% 5	0 0% 0	0 0% 0	0 0% 0	0 0% 0	40 8% 1	0 0% 0	0 0% 0	0 0% 0
\$100K to less than \$125K	1383 11% 36	38 9% 1	771 32% 19	289 9% 7	114 7% 3	123 5% 4	0 0% 0	31 9% 1	18 4% 1	0 0% 0	0 0% 0	0 0% 0
\$125K to less than \$150K	1054 9% 29	0 0% 0	273 11% 7	530 17% 14	181 11% 5	70 3% 3	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$150K to less than \$175K	2832 23% 77	151 35% 3	442 18% 10	710 23% 19	491 29% 15	818 31% 22	128 18% 5	62 19% 2	32 6% 1	0 0% 0	0 0% 0	0 0% 0
\$175K to less than \$200K	1219 10% 36	0 0% 0	84 4% 2	416 14% 11	322 19% 9	249 9% 9	77 11% 3	0 0% 0	46 9% 1	25 20% 1	0 0% 0	0 0% 0
\$200K to less than \$250K	2100 17% 63	74 17% 2	176 7% 5	552 18% 14	406 24% 12	561 21% 19	143 21% 5	39 12% 1	97 19% 3	0 0% 0	50 39% 2	0 0% 0
Over \$250K	2421 20% 81	0 0% 0	125 5% 3	272 9% 9	165 10% 6	713 27% 23	285 41% 10	191 59% 7	272 54% 9	103 80% 4	79 61% 3	217 100% 7

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 :	12296	436	2388	3082	1722	2674	691	323	504	128	129	217
Number of respondents :	353	9	58	82	51	84	25	11	16	5	5	7
DK/NR	120 1% 3	0 0% 0	62 3% 1	0 0% 0	0 0% 0	39 1% 1	18 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 :	13764	5511	8253
Number of respondents :	401	204	197
Under \$75K	692 5% 16	76 1% 2	616 7% 14
\$75K to less than \$100K	550 4% 14	100 2% 3	450 5% 11
\$100K to less than \$125K	1444 10% 38	343 6% 12	1100 13% 26
\$125K to less than \$150K	1269 9% 35	412 7% 15	857 10% 20
\$150K to less than \$175K	3077 22% 85	812 15% 31	2265 27% 54
\$175K to less than \$200K	1242 9% 37	483 9% 18	760 9% 19
\$200K to less than \$250K	2365 17% 73	1061 19% 42	1304 16% 31
Over \$250K	2758 20% 93	2028 37% 75	730 9% 18

Table 63 : Price of home searching for by Own/ Rent			
	Total	Own or rent current home	
		Own	Rent
Population :	13764	5511	8253
Number of respondents :	401	204	197
DK/NR	367 3% 10	195 4% 6	172 2% 4

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 :	13699	2653	4906	2939	3201	5423	8277
Number of respondents :	399	53	143	96	107	177	222
Under \$75K	692	179	315	131	66	241	451
	5%	7%	6%	4%	2%	4%	5%
	16	3	8	3	2	6	10
\$75K to less than \$100K	550	70	198	211	71	256	295
	4%	3%	4%	7%	2%	5%	4%
	14	1	5	6	2	7	7
\$100K to less than \$125K	1444	407	492	273	271	661	783
	11%	15%	10%	9%	8%	12%	9%
	38	8	15	8	7	18	20
\$125K to less than \$150K	1269	337	325	231	376	535	733
	9%	13%	7%	8%	12%	10%	9%
	35	7	9	7	12	17	18
\$150K to less than \$175K	3077	598	1310	643	526	1048	2029
	22%	23%	27%	22%	16%	19%	25%
	85	11	36	22	16	33	52
\$175K to less than \$200K	1242	407	342	250	243	396	847
	9%	15%	7%	9%	8%	7%	10%
	37	9	11	8	9	14	23
\$200K to less than \$250K	2365	286	911	555	612	770	1595
	17%	11%	19%	19%	19%	14%	19%
	73	6	28	18	21	26	47
Over \$250K	2693	182	978	587	946	1393	1300
	20%	7%	20%	20%	30%	26%	16%
	91	4	30	22	35	52	39

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 :	13699	2653	4906	2939	3201	5423	8277
Number of respondents :	399	53	143	96	107	177	222
DK/NR	367	186	35	57	89	122	245
	3%	7%	1%	2%	3%	2%	3%
	10	4	1	2	3	4	6

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 :	13424	570	5023	3460	2571	1131	670
Number of respondents :	390	16	134	111	75	35	19
Under \$75K	692 5% 16	0 0% 0	117 2% 3	359 10% 9	93 4% 2	86 8% 1	37 6% 1
\$75K to less than \$100K	550 4% 14	40 7% 1	347 7% 8	73 2% 2	46 2% 2	45 4% 1	0 0% 0
\$100K to less than \$125K	1444 11% 38	0 0% 0	698 14% 18	381 11% 11	281 11% 6	29 3% 1	56 8% 2
\$125K to less than \$150K	1234 9% 34	0 0% 0	487 10% 13	364 11% 11	237 9% 6	70 6% 2	77 11% 2
\$150K to less than \$175K	3020 23% 83	206 36% 6	1160 23% 29	811 23% 24	383 15% 11	326 29% 10	135 20% 3
\$175K to less than \$200K	1242 9% 37	0 0% 0	678 14% 19	161 5% 6	241 9% 7	97 9% 3	65 10% 2
\$200K to less than \$250K	2277 17% 70	224 39% 6	887 18% 24	506 15% 18	409 16% 13	147 13% 6	103 15% 3

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 :	13424	570	5023	3460	2571	1131	670
Number of respondents :	390	16	134	111	75	35	19
Over \$250K	2596 19% 88	100 18% 3	614 12% 19	729 21% 27	780 30% 26	227 20% 8	146 22% 5
DK/NR	367 3% 10	0 0% 0	34 1% 1	76 2% 3	102 4% 2	105 9% 3	51 8% 1

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

	Total
Population :	13764
Number of respondents :	401
Les than 5% down payment	2958 21% 72
5% to 24% down payment	5886 43% 162
25% or more down payment	3961 29% 138
DK	811 6% 24
No answer	147 1% 5

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

	Total
Population :	13764
Number of respondents :	401
Savings	7506 55% 194
Inheritance	291 2% 8
Parents gift	158 1% 4
Parents loan	160 1% 4
Equity from present home	4615 34% 169
Investments (stocks, bonds)	343 2% 9
Bank loan / Credit Union loan /(Caisse Populaire)	994 7% 26
RRSP's/ home buyers plan	1535 11% 37
Other source(s)	89 1% 3
DK	216 2% 6
No answer	321 2% 10

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

	Total
First mention	
Population :	13764
Number of respondents :	401
Savings	6930 50% 177
Inheritance	105 1% 3
Parents gift	158 1% 4
Parents loan	87 1% 2
Equity from present home	4287 31% 157
Investments (stocks, bonds)	96 1% 3
Bank loan/ credit union loan	552 4% 15
RRSP's/ Home buyer's plan	985 7% 23
Other sources	27 0% 1
DK	216 2% 6
No answer	321 2% 10



CONSUMER INTENTIONS TO renovate

A Look at Tomorrow's Customer Today

Halifax
Intentions Data Tables 2004



Canada

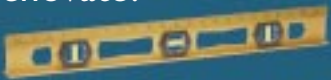
Definitions

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 :	93224
Number of respondents :	1618
No intention	51245 55% 880
Potential Renovator	1308 1% 24
Moderate (thinking of renovating)	8351 9% 146
Strong (Ready to renovate)	32319 35% 568

Table 2 : Renovation intender profile - Residence	
	Total
Population :	41979
Number of respondents :	738
Halifax City	12063 29% 188
Bedford Hammond Plains	2521 6% 46
Darmouth City	11841 28% 220
Sackville	4322 10% 82
Fall River Beaverbank	2998 7% 54
Halifax County Southwest	4232 10% 85
Halifax County Southeast	4001 10% 63

Table 3 : Renovation intender profile - Age	
	Total
Population :	41979
Number of respondents :	738
18 to 24	450 1% 8
25 to 34	5124 12% 93
35 to 44	12910 31% 235
45 to 54	13090 31% 227
55 to 64	6747 16% 116
65 +	3227 8% 51
No answer	429 1% 8
Valid number :	41549
Mean :	46.91
Std. Deviation :	11.43

Table 4 : Renovation intender profile - Gender	
	Total
Population :	41979
Number of respondents :	738
Male	19202 46% 341
Female	22776 54% 397

Table 5 : Renovation intender profile – Household composition	
	Total
Population :	41979
Number of respondents :	738
One	4914 12% 61
Two	14270 34% 244
Three	8963 21% 174
Four	9071 22% 169
Five or more	4621 11% 88
No answer	139 0% 2
Valid number :	41839
Mean :	2.89
Std. Deviation :	1.27

Table 6 : Renovation intender profile – Children under 18 years of age in household	
	Total
Population :	41839
Number of respondents :	736
Yes	18584 44% 352
No	23255 56% 384

Table 7 : Renovation intender profile – Total household income

	Total
Population :	41979
Number of respondents :	738
Under 20K	705 2% 12
20K to less than 40K	4186 10% 72
40K to less than 60K	7799 19% 135
60K to less than 80K	6572 16% 112
80K to less than 100K	8138 19% 147
100K to less than 120K	3587 9% 66
120K to less than 140K	1716 4% 30
140K to less than 160K	899 2% 15
160K to less than 180K	406 1% 7
180K to less than 200K	421 1% 7
More than 200K	858 2% 15
DK	1242 3% 24
No answer	5449 13% 96

Table 8 : Have you made renovations to your home in the past 12 months of \$1000 or more ?	
	Total
Population :	41979
Number of respondents :	738
Yes	25282 60% 445
No	16406 39% 288
Currently renovating	291 1% 5
DK	0 0% 0
No answer	0 0% 0

Table 9 : Thought about renovating : in the next twelve months, in which the total cost be \$1000 or more ?	
	Total
Population :	41979
Number of respondents :	738
Yes	41979 100% 738
No	0 0% 0
DK	0 0% 0
No answer	0 0% 0

Table 10 : Chances of renovating in next 12 months	
	Total
Population :	41979
Number of respondents :	738
High	32319 77% 568
50/50	8351 20% 146
Low	1308 3% 24
DK	0 0% 0
No answer	0 0% 0

Table 11 : Chances of renovating in next 6 months	
	Total
Population :	41979
Number of respondents :	738
High	18932 45% 336
50/50	8798 21% 151
Low	13903 33% 244
DK	216 1% 5
No answer	130 0% 2

Table 12 : All home renovations planned

Table 12 : All home renovations planned	
	Total
Population :	40585
Number of respondents :	399
Paint/ wallpaper - one room	764 2% 7
Paint/ wallpaper - more than one room	2293 6% 23
Paint/ wallpaper - whole house	1291 3% 13
Kitchen - cabinets/ counter top	1494 4% 15
Kitchen - complete renovation	4121 10% 37
Bathroom - fixture/ cabinets/ counter	1274 3% 12
Bathroom - tile	1063 3% 9
Bathroom - complete renovation	4472 11% 43
Bathroom - addition/ basement conversion	1288 3% 13
Carpet/ flooring - one room	948 2% 10
Carpet/ flooring - more than one room	7676 19% 77
Carpet/ flooring - whole house	1228 3% 14
Rec room - new addition	478 1% 5
Rec room - basement conversion	1938 5% 19
Rec room - drywall/ plastering	768 2% 8

Table 12 : All home renovations planned	
	Total
Population :	40585
Number of respondents :	399
Doors	1726 4% 18
Windows/ skylights	6666 16% 66
Add a pool/ hot tub/ sauna	184 0% 2
Build a garage	1277 3% 13
Deck/ patio	4720 12% 48
Exterior painting	751 2% 7
Eavestrough/ gutters	112 0% 1
Fence	77 0% 1
Foundation	410 1% 4
Landscaping	1191 3% 13
Ornamental lighting	0 0% 0
Roofing	3015 7% 30
Siding/ stucco/ brick or masonry work/ chimney	1779 4% 17
Sidewalk/ driveway	658 2% 7
Add/ refurbish closets/ cabinets/ drawers	193 0% 2
Insulation	1265 3% 11

Table 12 : All home renovations planned	
	Total
Population :	40585
Number of respondents :	399
Other room - new addition/ extension	1851 5% 17
Other room - drywall/ plastering/ remodeling	868 2% 9
Walls - remove/ replace/ remodel	1197 3% 10
Add a fireplace/ repair/ replace	763 2% 7
Furnace/ heating system	739 2% 7
Hot-water heater	0 0% 0
Air conditioning - new install or replace	178 0% 2
Wiring	520 1% 5
Plumbing	432 1% 4
Stairs/ railing/ ramp	0 0% 0
Installation of the basement	0 0% 0
Major renovation/ addition extension/ 2 nd floor	0 0% 0
Other	4573 11% 45
DK	0 0% 0
No answer	70 0% 1

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

	Total
Population :	8276
Number of respondents :	81
Do it all yourself	3195 39% 33
Contract all the work out – Pay someone to do it	4067 49% 37
Both – do some yourself and contract some out	917 11% 10
DK	96 1% 1
No answer	0 0% 0

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

	Total
Population :	26178
Number of respondents :	259
Do it all yourself	10426 40% 106
Contract all the work out – Pay someone to do it	12244 47% 117
Both – do some yourself and contract some out	2758 11% 28
DK	751 3% 8
No answer	0 0% 0

Table 15 : Who will do the renovations : Remodeling

Table 15 : Who will do the renovations : Remodeling	
	Total
Population :	15912
Number of respondents :	157
Do it all yourself	6429 40% 66
Contract all the work out – Pay someone to do it	7734 49% 73
Both- do some yourself and contract some out	1749 11% 18
DK	0 0% 0
No answer	0 0% 0

Table 16 : Amount planned to spend on Repair/ Maintenance

	Total
Population :	8276
Number of respondents :	81
Up to \$1000	375 5% 4
\$1001 to \$2000	998 12% 10
\$2001 to \$3000	352 4% 3
\$3001 to \$5000	546 7% 5
\$5001 to \$10000	731 9% 7
\$10001 to \$25000	173 2% 2
Over \$25000	90 1% 1
DK/NR	5012 61% 49
Valid number :	3264
Mean :	5959.95
Std. Deviation :	8792.02

Table 17 : Amount planned to spend on Replacement/ Installation

	Total
Population :	26178
Number of respondents :	259
Up to \$1000	1202 5% 12
\$1001 to \$2000	3508 13% 35
\$2001 to \$3000	1177 4% 11
\$3001 to \$5000	2568 10% 25
\$5001 to \$10000	2394 9% 24
\$10001 to \$25000	1084 4% 11
Over \$25000	543 2% 5
DK/NR	13703 52% 136
Valid number :	12476
Mean :	6713.83
Std. Deviation :	9273.75

Table 18 : Amount planned to spend on Remodeling

Table 18 : Amount planned to spend on Remodeling	
	Total
Population :	15912
Number of respondents :	157
Up to \$1000	875 6% 9
\$1001 to \$2000	1194 8% 11
\$2001 to \$3000	835 5% 8
\$3001 to \$5000	922 6% 9
\$5001 to \$10000	1177 7% 12
\$10001 to \$25000	1134 7% 12
Over \$25000	257 2% 3
DK/NR	9517 60% 93
Valid number :	6394
Mean :	7952.92
Std Deviation :	10607.79

Table 19 : Amount planned to spend on all renovations

Table 19 : Amount planned to spend on all renovations	
	Total
Population :	17238
Number of respondents :	171
Up to \$1000	1143 7% 12
\$1001 to \$2000	4414 26% 44
\$2001 to \$3000	1975 11% 19
\$3001 to \$5000	3083 18% 30
\$5000 to \$10000	2835 16% 28
\$10001 to \$25000	2588 15% 26
Over \$25000	1200 7% 12
Valid number :	17238
Mean :	8937.52
Std. Deviation :	12536.19

Table 20 : In the last six months, have you thought about repairing/ replacing something/ remodeling but decided to defer the project ?	
	Total
Population :	36017
Number of respondents :	613
Yes	7257 20% 129
No	28583 79% 481
DK	107 0% 2
No answer	70 0% 1

Table 21 : Reasons decided not to renovate	
	Total
Population :	7257
Number of respondents :	129
Change in financial situation/ cannot afford it	1628 22% 31
Change in job situation	97 1% 2
Cost too high (loan interest rates, materials, contractors)	3768 52% 65
General worry about the economy/ not a good time to buy	91 1% 1
Decided I like my house	265 4% 4
Just bought a home	49 1% 1

Table 21 : Reasons decided not to renovate

Table 21 : Reasons decided not to renovate	
	Total
Population :	7257
Number of respondents :	129
Just renovated	0 0% 0
Sold the home/ selling home	132 2% 3
No longer the right time (children in school, too old, retiring soon, etc)	321 4% 6
Too busy/ is a hassle/ do not want to disrupt the family now	294 4% 6
Need to deal with debts/ existing mortgage	48 1% 1
Condo rules	0 0% 0
Not worth putting money into home/ home too old	84 1% 2
Unspecified personal reasons	243 3% 4
Other	613 8% 9
DK	109 1% 2
No answer	0 0% 0

Table 22 : Home renovation intentions by Current residence of respondent

	Total	Current residence						
		Halifax City	Bedford Hammond Plains	Darmouth City	Sackville	Fall River Beaverbank	Halifax County Southwest	Halifax County Southeast
Population :	41979	12063	2521	11841	4322	2998	4232	4001
Number of respondents :	738	188	46	220	82	54	85	63
Potential Renovator	1308 3%	482 4%	53 2%	406 3%	171 4%	104 3%	44 1%	48 1%
	24	8	1	8	3	2	1	1
Moderate (thinking of renovating)	8351 20%	2410 20%	559 22%	2641 22%	411 10%	449 15%	1126 27%	755 19%
	146	38	10	48	8	8	22	12
Strong (ready to renovate)	32319 77%	9171 76%	1909 76%	8795 74%	3739 87%	2444 82%	3062 72%	3199 80%
	568	142	35	164	71	44	62	50

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 :	35288	705	4186	7799	6572	8138	3587	1716	899	406	421	858
Number of respondents :	618	12	72	135	112	147	66	30	15	7	7	15
Potential Renovator	1141 3%	122 17%	176 4%	88 1%	194 3%	342 4%	119 3%	44 3%	0 0%	0 0%	0 0%	56 7%
	21	2	3	2	4	6	2	1	0	0	0	1
Moderate (thinking of renovating)	6997 20%	230 33%	1393 33% +++	1317 17%	1390 21%	1449 18%	565 16%	194 11%	79 9%	185 45%	67 16%	128 15%
	122	4	24	23	25	25	11	3	1	3	1	2
Strong (ready to renovate)	27150 77%	352 50%	2617 63% ---	6394 82%	4988 76%	6348 78%	2903 81%	1477 86%	821 91%	222 55%	355 84%	673 79%
	475	6	45	110	83	116	53	26	14	4	6	12

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 :	41839	4914	14270	8963	13692	18584	23255
Number of respondents :	736	61	244	174	257	352	384
Potential Renovator	1308 3%	159 3%	452 3%	221 2%	477 3%	465 3%	843 4%
	24	2	8	5	9	9	15
Moderate (thinking of renovating)	8212 20%	800 16%	3246 23%	1715 19%	2451 18%	3556 19%	4656 20%
	144	10	56	33	45	65	79
Strong (ready to renovate)	32319 77%	3955 80%	10573 74%	7027 78%	10764 79%	14563 78%	17756 76%
	568	49	180	136	203	278	290

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 :	41549	450	5124	12910	13090	6747	3227
Number of respondents :	730	8	93	235	227	116	51
Potential Renovator	1308 3%	0 0%	51 1%	376 3%	546 4%	241 4%	94 3%
Moderate (thinking of renovating)	24 8186 20%	0 64 14%	1 903 18%	7 2327 18%	10 2696 21%	4 1509 22%	2 685 21%
Strong (ready to renovate)	143 32055 77%	1 386 86%	17 4170 81%	42 10207 79%	46 9848 75%	27 4997 74%	10 2448 76%
	563	7	75	186	171	85	39

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 construction/ repairs	Other
Population :	40515	4241	5417	7593	9852	2993	7579	11626	10715
Number of respondents :	398	42	50	72	101	30	76	116	103
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)	8491 21%	1165 27%	1427 26%	1558 21%	1592 16%	382 13%	1551 20%	2218 19%	1757 16%
	84	11	13	15	17	4	16	23	18
Strong (ready to renovate)	32024 79%	3076 73%	3990 74%	6035 79%	8259 84%	2611 87%	6029 80%	9409 81%	8959 84%
	314	31	37	57	84	26	60	93	85

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 :	17238	1143	4414	1975	3083	2835	2588	1200
Number of respondents :	171	12	44	19	30	28	26	12
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Moderate (thinking of renovating)	0 14%	0 30%	0 18%	0 11%	0 23%	0 7%	0 7%	0 0%
Strong (ready to renovate)	24 86%	4 70%	7 82%	2 89%	7 77%	2 93%	2 93%	0 100%
	14803	800	3613	1751	2387	2638	2414	1200
	86%	70%	82%	89%	77%	93%	93%	100%
	147	8	37	17	23	26	24	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 :	8276	971	3204	1268	2832	3561	4716
Number of respondents :	81	7	30	14	30	38	43
Do it all yourself	3195 39%	229 24%	1418 44%	230 18%	1318 47%	1394 39%	1801 38%
	33	2	14	3	14	15	18
Contract all the work out - pay someone to do it	4067 49%	742 76%	1497 47%	878 69%	949 34%	1650 46%	2417 51%
	37	5	13	9	10	17	20
Both – do some yourself and contract some out	917 11%	0 0%	289 9%	64 5%	565 20%	516 14%	402 9%
	10	0	3	1	6	6	4
DK	96 1%	0 0%	0 0%	96 8%	0 0%	0 0%	96 2%
	1	0	0	1	0	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 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 :	26056	3057	9265	5362	8372	10596	15460
Number of respondents :	258	21	89	59	89	114	144
Do it all yourself	10426 40%	1050 34%	3571 39%	1716 32%	4088 49%	4444 42%	5982 39%
	106	7	36	20	43 ++	48	58
Contract all the work out – pay someone to do it	12122 47%	1757 57%	4276 46%	2365 44%	3724 44%	4875 46%	7247 47%
	116	12	39	26	39	52	64
Both – do some yourself and contract some out	2758 11%	250 8%	1122 12%	1008 19%	378 5%	1012 10%	1746 11%
	28	2	11	10 ++	5 --	11	17
DK	751 3%	0 0%	295 3%	273 5%	183 2%	266 3%	485 3%
	8	0	3	3	2	3	5
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 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 :	15912	1856	5520	2908	5628	7200	8712
Number of respondents :	157	13	53	31	60	76	81
Do it all yourself	6429 40%	395 21%	2449 44%	1094 38%	2491 44%	2533 35%	3896 45%
	66	3	24	12	27	28	38
Contract all the work out – pay someone to do it	7734 49%	1217 66%	2457 45%	1435 49%	2625 47%	3865 54%	3868 44%
	73	8	23	15	27	39	34
Both – do some yourself and contract some out	1749 11%	245 13%	614 11%	379 13%	512 9%	802 11%	947 11%
	18	2	6	4	6	9	9
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 :	8276	114	1052	1763	2677	1677	992
Number of respondents :	81	1	10	18	26	17	9
Do it all yourself	3195 39%	0 0%	715 68%	283 16%	1348 50%	587 35%	262 26%
	33	0	7	3	14	6	3
Contract all the work out – pay someone to do it	4067 49%	114 100%	337 32%	1112 63%	1039 39%	736 44%	730 74%
	37	1	3	11	9	7	6
Both – do some yourself and contract some out	917 11%	0 0%	0 0%	368 21%	194 7%	355 21%	0 0%
	10	0	0	4	2	4	0
DK	96 1%	0 0%	0 0%	0 0%	96 4%	0 0%	0 0%
	1	0	0	0	1	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 38 : Who will do the REPLACEMENTS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Population :	26108	216	2783	7205	9181	4621	2102
Number of respondents :	258	2	28	76	88	46	18
Do it all yourself	10355 40%	102 47%	1579 57%	3236 45%	2899 32%	2038 44%	501 24%
	105	1	16	35	- 28	20	5
Contract all the work out – pay someone to do it	12244 47%	114 53%	905 33%	3257 45%	4499 49%	2084 45%	1385 66%
	117	1	9	33	42	21	11
Both – do some yourself and contract some out	2758 11%	0 0%	204 7%	513 7%	1326 14%	498 11%	216 10%
	28	0	2	6	13	5	2
DK	751 3%	0 0%	95 3%	200 3%	456 5%	0 0%	0 0%
	8	0	1	2	5	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 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 :	15829	363	1692	5152	4841	2739	1042
Number of respondents :	156	3	17	52	48	26	10
Do it all yourself	6429 41%	129 36%	945 56%	1968 38%	1911 39%	1092 40%	384 37%
	66	1	10	20	20	11	4
Contract all the work out – pay someone to do it	7734 49%	234 64%	648 38%	2643 51%	2111 44%	1440 53%	658 63%
	73	2	6	26	20	13	6
Both – do some yourself and contract some out	1667 11%	0 0%	99 6%	542 11%	819 17%	207 8%	0 0%
	17	0	1	6	8	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 :	40670
Number of respondents :	400
Yes	12980 32% 126
No	27690 68% 274
DK	0 0% 0
No answer	0 0% 0

Table 44 : Have you priced out the cost of materials and labour for this(these) project(s) ?	
	Total
Population :	40670
Number of respondents :	400
Yes	19212 47% 192
No	21118 52% 205
DK	340 1% 3
No answer	0 0% 0

Table 45 : Which of the following categories does the project you are planning fall into ?	
	Total
Population :	40670
Number of respondents :	400
Repairs and maintenance	8276 20% 81
Remodeling and alteration	15912 39% 157
Replacement of existing equipment	26178 64% 259
DK	94 0% 1
No answer	99 0% 1

Table 46 : Have you done any of the following ?	
	Total
Population :	40670
Number of respondents :	400
Read any publications for information on home renovation	19529 48% 193
Watched any TV programs or videos on home renovation	27598 68% 273
Searched on the Internet for information on home renovation	14372 35% 144
No/ None of these	9313 23% 90
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 :	40373
Number of respondents :	397
Pay for it from savings/ pay as you go/ cash	30238 75% 299
Loan (from financial institution)	1723 4% 17
Credit charge/ credit card/ put it on credit line	3259 8% 31
Finance it at mortgage renewal	3130 8% 30
Borrow from a friend or parents	0 0% 0
Other	81 0% 1
DK/NR	2027 5% 20

Tableau 48 : Renovation interder	
	Total
Population :	94614
Number of respondents :	1640
Deferred intenders	6611 7% 117
Potential Renovator	1308 1% 24
Moderate (thinking of renovating)	8351 9% 146
Strong (ready to renovate)	32319 34% 568
No intention	46024 49% 785

Table 49 : Do you own or rent your home ?	
	Total
Population :	153353
Number of respondents :	2265
Owner	94771 62% 1643
Renter	58581 38% 622
DK	0 0% 0
No answer	0 0% 0