

CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

Halifax - Intentions Data Tables 2006



CANADA MORTGAGE AND HOUSING CORPORATION

Release date:

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How do we define households who intend to purchase?

Respondents who intend to buy a home fall into three groups. Households that have strong intentions (ready to buy) are those that state that they have a high chance of buying in the next 12 months. Those having moderate intentions report a 50/50 chance of buying in the next 12 months, while those having low intentions declare that their chances of buying are lower than 50 per cent. Serious intenders are households that are either ready to buy or have moderate intentions to buy. Non-intenders are households that state that they have no intentions to buy a home in the next twelve months.

How do we define households who intend to renovate?

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

Sample and geographic coverage

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

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

Statistical Reliability of Data

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

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

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

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Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 1: Home purchase intenders			
Are you thinking of buying a primary residence at some point in the next 12 months?	Count	Percent	Estimated Households
Yes (High / 50/50 chance / Low/No Chance)	433	16.9%	25,527
Yes (High / 50/50 only)	402	15.7%	23,699
No	2,108	82.2%	124,273
Total	2,566	100%	151,273

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

Table 2: Home purchase intender profile—Chances of buying a home in the next 12 months			
What are the chances you will buy a home in the next 12 months?	Count	Percent	Estimated Households
No Chance	1	0.2%	59
Low	30	6.9%	1,769
50/50	135	31.2%	7,959
High	267	61.7%	15,740
Total	433	100%	25,527

Table 3: Own or rent residence (High / 50/50 / Low / No Chance)			
First, do you own or rent your residence?	Count	Percent	Estimated Households
Own	228	52.7%	13,441
Rent	205	47.3%	12,086
Total	433	100%	25,527

Table 4: Purchase residence in past 12 months			
Did you buy this residence within the past 12 months?	Count	Percent	Estimated Households
Yes	12	5.7%	707
No	200	94.3%	11,791
Total	212	100%	12,498

Note: The responses represent the proportion of respondents who own homes and indicated they had a high or 50/50 chance of buying a home in the next 12 months..

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 5: Home purchase intender profile–age			
In which of the following age groups do you belong?	Count	Percent	Estimated Households
18-24 years	16	4.0%	943
25-34 years	138	34.3%	8,135
35-44 years	126	31.3%	7,428
45-54 years	80	19.9%	4,716
55-64 years	32	8.0%	1,886
65+ years	8	2.0%	472
Don't know / No response	2	0.5%	118
Total	402	100%	23,699

Table 6: Home purchase intender profile–own or rent current home			
First, do you own or rent your residence?	Count	Percent	Estimated Households
Own	212	52.7%	12,498
Rent	190	47.3%	11,201
Total	402	100%	23,699

Table 7: Home purchase intender profile–Household composition			
In total, how many people including yourself currently live in your household?	Count	Percent	Estimated Households
One	51	12.7%	3,007
Two	133	33.1%	7,841
Three	102	25.4%	6,013
Four	82	20.4%	4,834
Five or more	32	8.0%	1,886
No Response	2	0.5%	118
Total	402	100%	23,699
Mean	2.78		
Standard deviation	1.15		

Table 8: Home purchase intender profile–Households where there are / are not Children under 18 yrs of age in the household			
Are there children under 18 years of age in your household?	Count	Percent	Estimated Households
Yes	187	46.5%	11,024
No	215	53.5%	12,675
Total	402	100%	23,699

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 9: Home purchase intender profile—Total household income			
What is your total household income?	Count	Percent	Estimated Households
Under \$20k	8	2.0%	472
\$20k to less than \$40k	49	12.2%	2,889
\$40k to less than \$60k	67	16.7%	3,950
\$60k to less than \$80k	70	17.4%	4,127
\$80k to less than \$100k	63	15.7%	3,714
\$100k to less than \$120k	45	11.2%	2,653
\$120k to less than \$140k	24	6.0%	1,415
\$140k to less than \$160k	11	2.7%	648
\$160k to less than \$180k	5	1.2%	295
\$180k to less than \$200k	2	0.5%	118
More than 200k	10	2.5%	590
Don't Know	15	3.7%	884
No Response	33	8.2%	1,945
Total	402	100%	23,699

Table 10: Home purchase intender profile—Thought of buying home in last six months			
In the past 6 months, have you seriously thought about buying a residence?	Count	Percent	Estimated Households
Yes	162	7.6%	9,550
No	1,876	87.9%	110,595
Don't Know	5	0.2%	295
No Response	90	4.2%	5,306
Total	2,133	100%	125,746

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

Table 11: Home purchase intender profile—Community in which most likely to buy a home			
In which community are you most likely to buy a home?	Count	Percent	Estimated Households
Halifax	123	30.6%	7,251
Dartmouth	76	18.9%	4,480
Bedford / Hammond's Plains	28	7.0%	1,651
Sackville	27	6.7%	1,592
Fall-River / Beaverbank	17	4.2%	1,002
Country Area / Outside city limits	60	14.9%	3,537
Other (Specify)	61	15.2%	3,596
Don't know	10	2.5%	590
Total	402	100%	23,699

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 12: Home purchase intender profile—Type of home looking for / intending to buy			
What would be your first choice for purchasing a residence?	Count	Percent	Estimated Households
Brand new	120	29.9%	7,074
Pre-owned home	244	60.7%	14,384
Other	12	3.0%	707
Don't Know	25	6.2%	1,474
No Response	1	0.2%	59
Total	402	100%	23,699

Table 13a: Home purchase intender profile— Dwelling Type of home looking for / intending to buy			
Would you most likely purchase a...	Count	Percent	Estimated Households
Single detached home	320	79.6%	18,865
Semi-detached home or duplex	38	9.5%	2,240
Row or Town house, only share common walls	16	4.0%	943
Apartment	13	3.2%	766
Other	7	1.7%	413
Don't Know	8	2.0%	472
Total	402	100%	23,699

Table 13b: Home purchase intender profile—Condominium ownership: home looking for / intending to buy			
Would this be a condominium type of ownership?	Count	Percent	Estimated Households
Yes	32	43.2%	1,886
No	31	41.9%	1,828
Don't Know	2	2.7%	118
No Response	9	12.2%	531
Total	74	100%	4,363

Table 14: Home purchase intender profile—Type of neighbourhood preferred: home looking for / intending to buy			
Would that be in a...	Count	Percent	Estimated Households
New subdivision/ development	74	18.4%	4,362
An established neighbourhood	238	59.2%	14,031
Acreage / farm	54	13.4%	3,183
Other	8	2.0%	472
Don't Know	28	7.0%	1,651
Total	402	100%	23,699

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 15: Home purchase intender profile—Price range of home looking for: home looking for / intending to buy			
How much do you expect to pay for your next residence?	Count	Percent	Estimated Households
Under \$200k	218	54.2%	12,852
\$200k to less than \$250k	77	19.2%	4,539
\$250k to less than \$300k	36	9.0%	2,122
\$300k to less than \$350k	27	6.7%	1,592
\$350k to less than \$400k	12	3.0%	707
\$400k to less than \$500k	8	2.0%	472
Over \$500k	8	2.0%	472
Don't Know / No Response	16	4.0%	943
Total	402	100%	23,699

Table 16: Home purchase intender profile (Homeowners)—Price range of home looking for compared to current home			
Would this be more, less or about the same as the value of your current residence?	Count	Percent	Estimated Households
More	111	52.4%	6,544
Same	47	22.2%	2,771
Less	43	20.3%	2,535
Don't Know	1	0.5%	59
No Response	10	4.7%	590
Total	212	100%	12,498

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

Table 17: Home purchase intender profile—Size of home looking for / intending to purchase (sq ft)			
How many square feet are you looking for?	Count	Percent	Estimated Households
Up to 1200 sq ft	50	12.4%	2,948
1201 - 2000 sq ft	160	39.8%	9,432
2001 - 3000 sq ft	87	21.6%	5,129
Over 3000 sq ft	29	7.2%	1,710
Don't Know	76	18.9%	4,480
Total	402	100%	23,699

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

Is the residence you are thinking of buying larger, smaller, or about the same size (in square feet) as your present residence?	Count	Percent	Estimated Households
Larger	234	58.2%	13,795
Same	100	24.9%	5,895
Smaller	64	15.9%	3,773
Don't Know	4	1.0%	236
Total	402	100%	23,699

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

What is the main reason why you decided not to buy a residence now?	Count	Percent	Estimated Households
Change or worry about financial or employment situation	17	9.9%	1,002
Costs too high	54	31.7%	3,183
Decided to renovate / just renovated	2	1.0%	118
Cannot find a suitable house / location	17	9.9%	1,002
Cannot sell my existing residence	5	3.0%	295
Prefer to rent / Do not want to own	3	2.0%	177
Personal reasons (Specified or Unspecified)	10	5.9%	590
Other	59	34.7%	3,478
Don't Know	3	2.0%	177
Total	170	100%	
162 Valid cases			

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

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

Have you listed your residence for sale?	Count	Percent	Estimated Households
Yes	51	24.1%	3,007
No	161	75.9%	9,491
Total	212	100%	12,498

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

Have you talked to a realtor about buying a residence?	Count	Percent	Estimated Households
Yes	230	57.2%	13,559
No	172	42.8%	10,140
Total	402	100%	23,699

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Table 22: Home purchase intender profile—Read any publications for information on the housing market?			
Have you read any publications for information on the housing market?	Count	Percent	Estimated Households
Yes	236	58.7%	13,913
No	164	40.8%	9,668
Don't Know	2	0.5%	118
Total	402	100%	23,699

Table 23: Home purchase intender profile—Talked to a financial institution about obtaining a mortgage?			
Have you talked to a financial institution about obtaining a mortgage?	Count	Percent	Estimated Households
Yes	229	57.0%	13,500
No	171	42.5%	10,081
Don't Know	2	0.5%	118
Total	402	100%	23,699

Table 24: Home purchase intender profile—Been pre-approved for a mortgage?			
Have you been pre-approved for a mortgage?	Count	Percent	Estimated Households
Yes	142	62.0%	8,371
No	80	34.9%	4,716
Don't Know	7	3.1%	413
Total	229	100%	13,500

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

Table 25: Home purchase intender profile—Have you contacted a builder / developer for information about a brand new home?			
Have you contacted a builder or developer for information about a brand new residence?	Count	Percent	Estimated Households
Yes	88	21.9%	5,188
No	313	77.9%	18,452
Don't Know	1	0.2%	59
Total	402	100%	23,699

Table 26: Home purchase intender profile—In the last month, have you visited homes for sale?			
In the last month, have you visited residences for sale?	Count	Percent	Estimated Households
Yes	186	46.3%	10,965
No	216	53.7%	12,734
Total	402	100%	23,699

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Table 27: Home purchase intender profile—Home purchase intentions by Total household income							
What is your total household income?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	4	3.0%	4	1.5%	8	2.0%	472
\$20k to less than \$40k	20	14.8%	29	10.9%	49	12.2%	2,889
\$40k to less than \$60k	24	17.8%	43	16.1%	67	16.7%	3,950
\$60k to less than \$80k	29	21.5%	41	15.4%	70	17.4%	4,127
\$80k to less than \$100k	23	17.0%	40	15.0%	63	15.7%	3,714
\$100k to less than \$120k	9	6.7%	36	13.5%	45	11.2%	2,653
\$120k to less than \$140k	4	3.0%	20	7.5%	24	6.0%	1,415
\$140k to less than \$160k	0	0.0%	11	4.1%	11	2.7%	648
\$160k to less than \$180k	1	0.7%	4	1.5%	5	1.2%	295
\$180k to less than \$200k	1	0.7%	1	0.4%	2	0.5%	118
More than \$200k	2	1.5%	8	3.0%	10	2.5%	590
Don't Know	8	5.9%	7	2.6%	15	3.7%	884
No Response	10	7.4%	23	8.6%	33	8.2%	1,945
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Table 28: Home purchase intender profile—Home purchase intentions by Own / Rent							
Do you own or rent your residence?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Own	69	51.1%	143	53.6%	212	52.7%	12,498
Rent	66	48.9%	124	46.4%	190	47.3%	11,201
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

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Table 29a: Home purchase intender profile—Home purchase intentions by Household size							
In total, how many people including yourself currently live in your household?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	27	20.0%	24	9.0%	51	12.7%	3,007
Two	39	28.9%	94	35.2%	133	33.1%	7,841
Three	37	27.4%	65	24.3%	102	25.4%	6,013
Four	22	16.3%	60	22.5%	82	20.4%	4,834
Five or more	10	7.4%	22	8.2%	32	8.0%	1,886
No Response	0	0.0%	2	0.7%	2	0.5%	118
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Table 29b: Home purchase intender profile—Home purchase intentions by Households where there are / are not Children under 18 yrs of age in the household							
Are there children under 18 years of age in your household?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	55	40.7%	132	49.4%	187	46.5%	11,024
No	80	59.3%	135	50.6%	215	53.5%	12,675
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Table 30: Home purchase intender profile—Home purchase intentions by Respondent age							
In which of the following age groups do you belong?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	7	5.2%	9	3.4%	16	4.0%	943
25-34 years	44	32.6%	94	35.2%	138	34.3%	8,135
35-44 years	36	26.7%	90	33.7%	126	31.3%	7,428
45-54 years	30	22.2%	50	18.7%	80	19.9%	4,716
55-64 years	15	11.1%	17	6.4%	32	8.0%	1,886
65+ years	2	1.5%	6	2.2%	8	2.0%	472
Don't Know / No Response	1	0.7%	1	0.4%	2	0.5%	118
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

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Table 31: Home purchase intender profile—Home purchase intentions by Type of house searching for (New / Pre-owned)

What would be your first choice for purchasing a residence?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Brand new	39	28.9%	81	30.3%	120	29.9%	7,074
Pre-owned home	82	60.7%	162	60.7%	244	60.7%	14,384
Other	2	1.5%	10	3.7%	12	3.0%	707
Don't Know	11	8.1%	14	5.2%	25	6.2%	1,474
No Response	1	0.7%	0	0.0%	1	0.2%	59
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Table 32: Home purchase intender profile—Home purchase intentions by Dwelling Type of house searching for

Would you most likely purchase a...	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Single detached home	108	80.0%	212	79.4%	320	79.6%	18,865
Semi-detached home or duplex	8	5.9%	30	11.2%	38	9.5%	2,240
Row or Town house, only share common walls	9	6.7%	7	2.6%	16	4.0%	943
Apartment	4	3.0%	9	3.4%	13	3.2%	766
Other	2	1.5%	5	1.9%	7	1.7%	413
Don't Know	4	3.0%	4	1.5%	8	2.0%	472
No Response	0	0.0%	0	0.0%	0	0.0%	0
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 33: Home purchase intender profile—Home purchase intentions by Price of house searching for							
How much do you expect to pay for your next residence?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$200k	81	60.0%	137	51.3%	218	54.2%	12,852
\$200k to less than \$250k	24	17.8%	53	19.9%	77	19.2%	4,539
\$250k to less than \$300k	9	6.7%	27	10.1%	36	9.0%	2,122
\$300k to less than \$350k	10	7.4%	17	6.4%	27	6.7%	1,592
\$350k to less than \$400k	2	1.5%	10	3.7%	12	3.0%	707
\$400k to less than \$500k	2	1.5%	6	2.2%	8	2.0%	472
Over \$500k	1	0.7%	7	2.6%	8	2.0%	472
Don't Know / No Response	6	4.4%	10	3.7%	16	4.0%	943
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Table 34: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)							
How many square feet are you looking for?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Up to 1200 sq ft	23	17.0%	27	10.1%	50	12.4%	2,948
1201 - 2000 sq ft	50	37.0%	110	41.2%	160	39.8%	9,432
2001 - 3000 sq ft	25	18.5%	62	23.2%	87	21.6%	5,129
Over 3000 sq ft	7	5.2%	22	8.2%	29	7.2%	1,710
Don't Know	30	22.2%	46	17.2%	76	18.9%	4,480
No Response	0	0.0%	0	0.0%	0	0.0%	0
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

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Table 35: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house

In which community are you most likely to buy a home?	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Halifax	46	34.1%	77	28.8%	123	30.6%	7,251
Dartmouth	29	21.5%	47	17.6%	76	18.9%	4,480
Bedford / Hammond's Plains	9	6.7%	19	7.1%	28	7.0%	1,651
Sackville	6	4.4%	21	7.9%	27	6.7%	1,592
Fall-River / Beaverbank	6	4.4%	11	4.1%	17	4.2%	1,002
Country Area / Outside city limits	23	17.0%	37	13.9%	60	14.9%	3,537
Other	9	6.7%	52	19.5%	61	15.2%	3,596
Don't Know	7	5.2%	3	1.1%	10	2.5%	590
No Response	0	0.0%	0	0.0%	0	0.0%	0
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Table 36: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred

Would that be in a...	What are the chances you will buy a home in the next 12 months?						
	50/50		High		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
New subdivision / development	15	11.1%	59	22.1%	74	18.4%	4,362
An established neighbourhood	88	65.2%	150	56.2%	238	59.2%	14,031
Acreage / farm	15	11.1%	39	14.6%	54	13.4%	3,183
Other	3	2.2%	5	1.9%	8	2.0%	472
Don't Know	14	10.4%	14	5.2%	28	7.0%	1,651
No Response	0	0.0%	0	0.0%	0	0.0%	0
Total	135	100%	267	100%	402	100%	23,699
Estimated Households	7,959		15,740		23,699		

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 37: Home purchase intender profile—Home purchase intentions by Price of home searching for															
How much do you expect to pay for your next residence?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$200k	164	51.3%	28	73.7%	8	50.0%	8	61.5%	7	100%	3	37.5%	218	54.2%	12,852
\$200k to less than \$250k	65	20.3%	4	10.5%	4	25.0%	2	15.4%	0	0.0%	2	25.0%	77	19.2%	4,539
\$250k to less than \$300k	33	10.3%	2	5.3%	0	0.0%	1	7.7%	0	0.0%	0	0.0%	36	9.0%	2,122
\$300k to less than \$350k	21	6.6%	2	5.3%	2	12.5%	1	7.7%	0	0.0%	1	12.5%	27	6.7%	1,592
\$350k to less than \$400k	12	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12	3.0%	707
\$400k to less than \$500k	6	1.9%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	1	12.5%	8	2.0%	472
Over \$500k	7	2.2%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8	2.0%	472
Don't Know / No Response	12	3.8%	0	0.0%	2	12.5%	1	7.7%	0	0.0%	1	12.5%	16	4.0%	943
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

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Table 38: Home purchase intender profile—Home purchase intentions by Size of house search for (sq ft)															
How many square feet are you looking for?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Up to 1200 sq ft	33	10.3%	3	7.9%	3	18.8%	6	46.2%	3	42.9%	2	25.0%	50	12.4%	2,948
1201 - 2000 sq ft	131	40.9%	13	34.2%	9	56.3%	4	30.8%	0	0.0%	3	37.5%	160	39.8%	9,432
2001 - 3000 sq ft	80	25.0%	3	7.9%	2	12.5%	1	7.7%	0	0.0%	1	12.5%	87	21.6%	5,129
Over 3000 sq ft	25	7.8%	3	7.9%	1	6.3%	0	0.0%	0	0.0%	0	0.0%	29	7.2%	1,710
Don't Know	51	15.9%	16	42.1%	1	6.3%	2	15.4%	4	57.1%	2	25.0%	76	18.9%	4,480
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 39: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house															
In which community are you most likely to buy a home?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Halifax	82	25.6%	13	34.2%	9	56.3%	10	76.9%	3	42.9%	6	75.0%	123	30.6%	7,251
Dartmouth	60	18.8%	11	28.9%	2	12.5%	3	23.1%	0	0.0%	0	0.0%	76	18.9%	4,480
Bedford / Hammond's Plains	21	6.6%	5	13.2%	2	12.5%	0	0.0%	0	0.0%	0	0.0%	28	7.0%	1,651
Sackville	19	5.9%	5	13.2%	1	6.3%	0	0.0%	2	28.6%	0	0.0%	27	6.7%	1,592
Fall-River / Beaverbank	17	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17	4.2%	1,002
Country Area / Outside city limits	59	18.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	12.5%	60	14.9%	3,537
Other (Specify)	56	17.5%	4	10.5%	1	6.3%	0	0.0%	0	0.0%	0	0.0%	61	15.2%	3,596
Don't know	6	1.9%	0	0.0%	1	6.3%	0	0.0%	2	28.6%	1	12.5%	10	2.5%	590
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 40: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred															
Would that be in a...	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
New subdivision / development	57	17.8%	11	28.9%	3	18.8%	3	23.1%	0	0.0%	0	0.0%	74	18.4%	4,362
An established neighbourhood	185	57.8%	24	63.2%	12	75.0%	7	53.8%	4	57.1%	6	75.0%	238	59.2%	14,031
Acreage / farm	54	16.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	54	13.4%	3,183
Other	5	1.6%	0	0.0%	0	0.0%	0	0.0%	3	42.9%	0	0.0%	8	2.0%	472
Don't Know	19	5.9%	3	7.9%	1	6.3%	3	23.1%	0	0.0%	2	25.0%	28	7.0%	1,651
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

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Table 41: Home purchase intender profile—Home purchase intentions by Total household income															
What is your total household income?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20 k	4	1.3%	2	5.3%	1	6.3%	0	0.0%	1	14.3%	0	0.0%	8	2.0%	472
\$20k to less than \$40k	31	9.7%	9	23.7%	2	12.5%	2	15.4%	3	42.9%	2	25.0%	49	12.2%	2,889
\$40k to less than \$60k	54	16.9%	9	23.7%	2	12.5%	2	15.4%	0	0.0%	0	0.0%	67	16.7%	3,950
\$60k to less than \$80k	56	17.5%	4	10.5%	4	25.0%	2	15.4%	2	28.6%	2	25.0%	70	17.4%	4,127
\$80k to less than \$100k	54	16.9%	5	13.2%	3	18.8%	1	7.7%	0	0.0%	0	0.0%	63	15.7%	3,714
\$100k to less than \$120k	37	11.6%	5	13.2%	1	6.3%	2	15.4%	0	0.0%	0	0.0%	45	11.2%	2,653
\$120k to less than \$140k	23	7.2%	0	0.0%	1	6.3%	0	0.0%	0	0.0%	0	0.0%	24	6.0%	1,415
\$140k to less than \$160k	10	3.1%	0	0.0%	0	0.0%	1	7.7%	0	0.0%	0	0.0%	11	2.7%	648
\$160k to less than \$180k	4	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	12.5%	5	1.2%	295
\$180k to less than \$200k	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118
More than \$200k	7	2.2%	2	5.3%	1	6.3%	0	0.0%	0	0.0%	0	0.0%	10	2.5%	590
Don't Know	11	3.4%	0	0.0%	0	0.0%	2	15.4%	1	14.3%	1	12.5%	15	3.7%	884
No Response	27	8.4%	2	5.3%	1	6.3%	1	7.7%	0	0.0%	2	25.0%	33	8.2%	1,945
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

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Table 42: Home purchase intender profile—Home purchase intentions by Own / Rent															
Do you own or rent your residence?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Own	181	56.6%	11	28.9%	5	31.3%	7	53.8%	1	14.3%	7	87.5%	212	52.7%	12,498
Rent	139	43.4%	27	71.1%	11	68.8%	6	46.2%	6	85.7%	1	12.5%	190	47.3%	11,201
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

Table 43a: Home purchase intender profile—Home purchase intentions by Household size															
In total, how many people including yourself currently live in your household?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	30	9.4%	4	10.5%	4	25.0%	5	38.5%	5	71.4%	3	37.5%	51	12.7%	3,007
Two	107	33.4%	13	34.2%	5	31.3%	6	46.2%	0	0.0%	2	25.0%	133	33.1%	7,841
Three	81	25.3%	13	34.2%	5	31.3%	0	0.0%	1	14.3%	2	25.0%	102	25.4%	6,013
Four	73	22.8%	6	15.8%	1	6.3%	0	0.0%	1	14.3%	1	12.5%	82	20.4%	4,834
Five or more	28	8.8%	2	5.3%	1	6.3%	1	7.7%	0	0.0%	0	0.0%	32	8.0%	1,886
No Response	1	0.3%	0	0.0%	0	0.0%	1	7.7%	0	0.0%	0	0.0%	2	0.5%	118
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

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Table 43b: Home purchase intender profile—Home purchase intentions in households where there are / are not Children under 18 yrs of age in the household															
Are there children under 18 years of age in your household?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	160	50.0%	16	42.1%	5	31.3%	2	15.4%	2	28.6%	2	25.0%	187	46.5%	11,024
No	160	50.0%	22	57.9%	11	68.8%	11	84.6%	5	71.4%	6	75.0%	215	53.5%	12,675
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

Table 44: Home purchase intender profile—Home purchase intentions by Respondent age															
In which of the following age groups do you belong?	Would you most likely purchase a...														
	Single detached home		Semi-detached home or duplex		Row or Town house, only share common walls		Apartment		Other		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	11	3.4%	2	5.3%	2	12.5%	1	7.7%	0	0.0%	0	0.0%	16	4.0%	943
25-34 years	112	35.0%	16	42.1%	5	31.3%	2	15.4%	2	28.6%	1	12.5%	138	34.3%	8,135
35-44 years	112	35.0%	8	21.1%	2	12.5%	2	15.4%	1	14.3%	1	12.5%	126	31.3%	7,428
45-54 years	56	17.5%	9	23.7%	5	31.3%	5	38.5%	2	28.6%	3	37.5%	80	19.9%	4,716
55-64 years	24	7.5%	0	0.0%	1	6.3%	3	23.1%	2	28.6%	2	25.0%	32	8.0%	1,886
65+ years	5	1.6%	2	5.3%	0	0.0%	0	0.0%	0	0.0%	1	12.5%	8	2.0%	472
Don't Know / No Response	0	0.0%	1	2.6%	1	6.3%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118
Total	320	100%	38	100%	16	100%	13	100%	7	100%	8	100%	402	100%	23,699
Estimated Households	18,865		2,240		943		766		413		472		23,699		

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Table 45: Home purchase intender profile—Home purchase intentions by Price of house searching for															
How much do you expect to pay for your next residence?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$200k	42	84.0%	90	56.3%	26	29.9%	6	20.7%	54	71.1%	0	0.0%	218	54.2%	12,852
\$200k to less than \$250k	3	6.0%	46	28.8%	16	18.4%	5	17.2%	7	9.2%	0	0.0%	77	19.2%	4,539
\$250k to less than \$300k	1	2.0%	10	6.3%	19	21.8%	1	3.4%	5	6.6%	0	0.0%	36	9.0%	2,122
\$300k to less than \$350k	1	2.0%	5	3.1%	12	13.8%	6	20.7%	3	3.9%	0	0.0%	27	6.7%	1,592
\$350k to less than \$400k	0	0.0%	2	1.3%	6	6.9%	4	13.8%	0	0.0%	0	0.0%	12	3.0%	707
\$400k to less than \$500k	0	0.0%	1	0.6%	2	2.3%	4	13.8%	1	1.3%	0	0.0%	8	2.0%	472
Over \$500k	0	0.0%	1	0.6%	4	4.6%	3	10.3%	0	0.0%	0	0.0%	8	2.0%	472
Don't Know / No Response	3	6.0%	5	3.1%	2	2.3%	0	0.0%	6	7.9%	0	0.0%	16	4.0%	943
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

Table 46: Home purchase intender profile—Home purchase intentions by Type of house search for (New/Pre-owned)															
What would be your first choice for purchasing a residence?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Brand new	4	8.0%	54	33.8%	38	43.7%	14	48.3%	10	13.2%	0	0.0%	120	29.9%	7,074
Pre-owned home	38	76.0%	94	58.8%	43	49.4%	12	41.4%	57	75.0%	0	0.0%	244	60.7%	14,384
Other	2	4.0%	2	1.3%	4	4.6%	0	0.0%	4	5.3%	0	0.0%	12	3.0%	707
Don't Know	6	12.0%	10	6.3%	2	2.3%	3	10.3%	4	5.3%	0	0.0%	25	6.2%	1,474
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	1	0.2%	59
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

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Table 47: Home purchase intender profile—Home purchase intentions by Dwelling Type of house search for															
Would you most likely purchase a...	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Single detached home	33	66.0%	131	81.9%	80	92.0%	25	86.2%	51	67.1%	0	0.0%	320	79.6%	18,865
Semi-detached home or duplex	3	6.0%	13	8.1%	3	3.4%	3	10.3%	16	21.1%	0	0.0%	38	9.5%	2,240
Row or Town house, only share common walls	3	6.0%	9	5.6%	2	2.3%	1	3.4%	1	1.3%	0	0.0%	16	4.0%	943
Apartment	6	12.0%	4	2.5%	1	1.1%	0	0.0%	2	2.6%	0	0.0%	13	3.2%	766
Other	3	6.0%	0	0.0%	0	0.0%	0	0.0%	4	5.3%	0	0.0%	7	1.7%	413
Don't Know	2	4.0%	3	1.9%	1	1.1%	0	0.0%	2	2.6%	0	0.0%	8	2.0%	472
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

Table 48: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred															
Would that be in a...	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
New subdivision / development	2	4.0%	36	22.5%	19	21.8%	6	20.7%	11	14.5%	0	0.0%	74	18.4%	4,362
An established neighbourhood	32	64.0%	92	57.5%	46	52.9%	16	55.2%	52	68.4%	0	0.0%	238	59.2%	14,031
Acreage / farm	5	10.0%	20	12.5%	18	20.7%	5	17.2%	6	7.9%	0	0.0%	54	13.4%	3,183
Other	3	6.0%	1	0.6%	1	1.1%	0	0.0%	3	3.9%	0	0.0%	8	2.0%	472
Don't Know	8	16.0%	11	6.9%	3	3.4%	2	6.9%	4	5.3%	0	0.0%	28	7.0%	1,651
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

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Table 49: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a house															
In which community are you most likely to buy a home?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Halifax	15	30.0%	53	33.1%	21	24.1%	10	34.5%	24	31.6%	0	0.0%	123	30.6%	7,251
Dartmouth	14	28.0%	26	16.3%	15	17.2%	3	10.3%	18	23.7%	0	0.0%	76	18.9%	4,480
Bedford / Hammond's Plains	3	6.0%	9	5.6%	10	11.5%	1	3.4%	5	6.6%	0	0.0%	28	7.0%	1,651
Sackville	3	6.0%	12	7.5%	3	3.4%	1	3.4%	8	10.5%	0	0.0%	27	6.7%	1,592
Fall-River / Beaverbank	1	2.0%	11	6.9%	3	3.4%	2	6.9%	0	0.0%	0	0.0%	17	4.2%	1,002
Country Area / Outside city limits	7	14.0%	24	15.0%	13	14.9%	7	24.1%	9	11.8%	0	0.0%	60	14.9%	3,537
Other (Specify)	4	8.0%	23	14.4%	22	25.3%	4	13.8%	8	10.5%	0	0.0%	61	15.2%	3,596
Don't know	3	6.0%	2	1.3%	0	0.0%	1	3.4%	4	5.3%	0	0.0%	10	2.5%	590
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

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Table 50: Home purchase intender profile—Home purchase intentions by Total household income															
What is your total household income?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20 k	3	6.0%	1	0.6%	0	0.0%	0	0.0%	4	5.3%	0	0.0%	8	2.0%	472
\$20k to less than \$40k	6	12.0%	15	9.4%	7	8.0%	3	10.3%	18	23.7%	0	0.0%	49	12.2%	2,889
\$40k to less than \$60k	15	30.0%	27	16.9%	8	9.2%	2	6.9%	15	19.7%	0	0.0%	67	16.7%	3,950
\$60k to less than \$80k	14	28.0%	27	16.9%	14	16.1%	3	10.3%	12	15.8%	0	0.0%	70	17.4%	4,127
\$80k to less than \$100k	4	8.0%	32	20.0%	14	16.1%	5	17.2%	8	10.5%	0	0.0%	63	15.7%	3,714
\$100k to less than \$120k	1	2.0%	24	15.0%	13	14.9%	2	6.9%	5	6.6%	0	0.0%	45	11.2%	2,653
\$120k to less than \$140k	1	2.0%	5	3.1%	12	13.8%	5	17.2%	1	1.3%	0	0.0%	24	6.0%	1,415
\$140k to less than \$160k	1	2.0%	5	3.1%	4	4.6%	1	3.4%	0	0.0%	0	0.0%	11	2.7%	648
\$160k to less than \$180k	0	0.0%	3	1.9%	1	1.1%	0	0.0%	1	1.3%	0	0.0%	5	1.2%	295
\$180k to less than \$200k	0	0.0%	1	0.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118
More than \$200k	0	0.0%	3	1.9%	2	2.3%	3	10.3%	2	2.6%	0	0.0%	10	2.5%	590
Don't Know	2	4.0%	5	3.1%	2	2.3%	0	0.0%	6	7.9%	0	0.0%	15	3.7%	884
No Response	3	6.0%	12	7.5%	9	10.3%	5	17.2%	4	5.3%	0	0.0%	33	8.2%	1,945
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699	1	

Table 51: Home purchase intender profile—Home purchase intentions by Own / Rent															
Do you own or rent your residence?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Own	16	32.0%	82	51.3%	72	82.8%	19	65.5%	23	30.3%	0	0.0%	212	52.7%	12,498
Rent	34	68.0%	78	48.8%	15	17.2%	10	34.5%	53	69.7%	0	0.0%	190	47.3%	11,201
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

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Table 52a: Home purchase intender profile—Home purchase intentions by Household size															
In total, how many people including yourself currently live in your household?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	12	24.0%	17	10.6%	6	6.9%	2	6.9%	14	18.4%	0	0.0%	51	12.7%	3,007
Two	16	32.0%	64	40.0%	23	26.4%	8	27.6%	22	28.9%	0	0.0%	133	33.1%	7,841
Three	13	26.0%	40	25.0%	24	27.6%	7	24.1%	18	23.7%	0	0.0%	102	25.4%	6,013
Four	8	16.0%	31	19.4%	25	28.7%	4	13.8%	14	18.4%	0	0.0%	82	20.4%	4,834
Five or more	0	0.0%	7	4.4%	9	10.3%	8	27.6%	8	10.5%	0	0.0%	32	8.0%	1,886
No Response	1	2.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

Table 52b: Home purchase intender profile—Home purchase intentions in households where there are / are not Children under 18 yrs of age in the household															
Are there children under 18 years of age in your household?	How many square feet are you looking for?														
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	18	36.0%	61	38.1%	51	58.6%	14	48.3%	43	56.6%	0	0.0%	187	46.5%	11,024
No	32	64.0%	99	61.9%	36	41.4%	15	51.7%	33	43.4%	0	0.0%	215	53.5%	12,675
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699		

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Table 53: Home purchase intender profile—Home purchase intentions by Respondent age																
In which of the following age groups do you belong?	How many square feet are you looking for?															
	Up to 1200 sq ft		1201 - 2000 sq ft		2001 - 3000 sq ft		Over 3000 sq ft		Don't Know		No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households	
18-24 years	1	2.0%	10	6.3%	1	1.1%	0	0.0%	4	5.3%	0	0.0%	16	4.0%	943	
25-34 years	22	44.0%	59	36.9%	21	24.1%	7	24.1%	29	38.2%	0	0.0%	138	34.3%	8,135	
35-44 years	12	24.0%	44	27.5%	36	41.4%	10	34.5%	24	31.6%	0	0.0%	126	31.3%	7,428	
45-54 years	9	18.0%	27	16.9%	23	26.4%	8	27.6%	13	17.1%	0	0.0%	80	19.9%	4,716	
55-64 years	6	12.0%	15	9.4%	4	4.6%	3	10.3%	4	5.3%	0	0.0%	32	8.0%	1,886	
65+ years	0	0.0%	3	1.9%	2	2.3%	1	3.4%	2	2.6%	0	0.0%	8	2.0%	472	
Don't Know / No Response	0	0.0%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118	
Total	50	100%	160	100%	87	100%	29	100%	76	100%	0	0.0%	402	100%	23,699	
Estimated Households	2,948		9,432		5,129		1,710		4,480		0		23,699			

Table 54: Home purchase intender profile—Home purchase intentions by Type of house searching for (New / Pre-owned)																			
What would be your first choice for purchasing a residence?	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Brand new	47	21.6%	32	41.6%	16	44.4%	12	44.4%	4	33.3%	2	25.0%	2	25.0%	5	31.3%	120	29.9%	7,074
Pre-owned home	151	69.3%	39	50.6%	17	47.2%	12	44.4%	7	58.3%	6	75.0%	5	62.5%	7	43.8%	244	60.7%	14,384
Other	8	3.7%	1	1.3%	2	5.6%	0	0.0%	0	0.0%	0	0.0%	1	12.5%	0	0.0%	12	3.0%	707
Don't Know	11	5.0%	5	6.5%	1	2.8%	3	11.1%	1	8.3%	0	0.0%	0	0.0%	4	25.0%	25	6.2%	1,474
No Response	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%	59
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699		

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Table 55: Home purchase intender profile—Home purchase intentions by Type of house searching for (Structure)																			
Would you most likely purchase a...	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Single detached home	164	75.2%	65	84.4%	33	91.7%	21	77.8%	12	100%	6	75.0%	7	87.5%	12	75.0%	320	79.6%	18,865
Semi-detached home or duplex	28	12.8%	4	5.2%	2	5.6%	2	7.4%	0	0.0%	1	12.5%	1	12.5%	0	0.0%	38	9.5%	2,240
Row or Town house, only share common walls	8	3.7%	4	5.2%	0	0.0%	2	7.4%	0	0.0%	0	0.0%	0	0.0%	2	12.5%	16	4.0%	943
Apartment	8	3.7%	2	2.6%	1	2.8%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	1	6.3%	13	3.2%	766
Other	7	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	1.7%	413
Don't Know	3	1.4%	2	2.6%	0	0.0%	1	3.7%	0	0.0%	1	12.5%	0	0.0%	1	6.3%	8	2.0%	472
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699		

Table 56: Home purchase intender profile—Home purchase intentions by Size of house searching for (sq ft)																			
How many square feet are you looking for?	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Up to 1200 sq ft	42	19.3%	3	3.9%	1	2.8%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	3	18.8%	50	12.4%	2,948
1201 - 2000 sq ft	90	41.3%	46	59.7%	10	27.8%	5	18.5%	2	16.7%	1	12.5%	1	12.5%	5	31.3%	160	39.8%	9,432
2001 - 3000 sq ft	26	11.9%	16	20.8%	19	52.8%	12	44.4%	6	50.0%	2	25.0%	4	50.0%	2	12.5%	87	21.6%	5,129
Over 3000 sq ft	6	2.8%	5	6.5%	1	2.8%	6	22.2%	4	33.3%	4	50.0%	3	37.5%	0	0.0%	29	7.2%	1,710
Don't Know	54	24.8%	7	9.1%	5	13.9%	3	11.1%	0	0.0%	1	12.5%	0	0.0%	6	37.5%	76	18.9%	4,480
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699		

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Table 57: Home purchase intender profile—Home purchase intentions by Community in which most likely to buy a home																			
In which community are you most likely to buy a home?	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Halifax	56	25.7%	33	42.9%	11	30.6%	6	22.2%	3	25.0%	3	37.5%	6	75.0%	5	31.3%	123	30.6%	7,251
Dartmouth	53	24.3%	8	10.4%	7	19.4%	4	14.8%	1	8.3%	0	0.0%	0	0.0%	3	18.8%	76	18.9%	4,480
Bedford / Hammond's Plains	15	6.9%	4	5.2%	7	19.4%	2	7.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	28	7.0%	1,651
Sackville	22	10.1%	3	3.9%	0	0.0%	1	3.7%	0	0.0%	0	0.0%	1	12.5%	0	0.0%	27	6.7%	1,592
Fall-River / Beaverbank	6	2.8%	4	5.2%	3	8.3%	2	7.4%	1	8.3%	0	0.0%	0	0.0%	1	6.3%	17	4.2%	1,002
Country Area / Outside city limits	39	17.9%	13	16.9%	1	2.8%	3	11.1%	1	8.3%	2	25.0%	1	12.5%	0	0.0%	60	14.9%	3,537
Other (Specify)	23	10.6%	10	13.0%	6	16.7%	9	33.3%	5	41.7%	3	37.5%	0	0.0%	5	31.3%	61	15.2%	3,596
Don't know	4	1.8%	2	2.6%	1	2.8%	0	0.0%	1	8.3%	0	0.0%	0	0.0%	2	12.5%	10	2.5%	590
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699		

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 58: Home purchase intender profile—Home purchase intentions by Type of neighbourhood preferred																				
Would that be in a...	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
New subdivision / development	27	12.4%	21	27.3%	11	30.6%	6	22.2%	2	16.7%	1	12.5%	2	25.0%	4	25.0%	74	18.4%	4,362	
An established neighbourhood	139	63.8%	40	51.9%	17	47.2%	15	55.6%	8	66.7%	7	87.5%	6	75.0%	6	37.5%	238	59.2%	14,031	
Acreage / farm	31	14.2%	10	13.0%	5	13.9%	4	14.8%	2	16.7%	0	0.0%	0	0.0%	2	12.5%	54	13.4%	3,183	
Other	6	2.8%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8	2.0%	472	
Don't Know	15	6.9%	4	5.2%	3	8.3%	2	7.4%	0	0.0%	0	0.0%	0	0.0%	4	25.0%	28	7.0%	1,651	
No Response	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699	
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699			

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 59: Home purchase intender profile—Home purchase intentions by Total household income																			
What is your total household income?	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Under \$20k	6	2.8%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	6.3%	8	2.0%	472
\$20k to less than 40k	41	18.8%	5	6.5%	1	2.8%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	1	6.3%	49	12.2%	2,889
\$40k to less than \$60k	52	23.9%	9	11.7%	3	8.3%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	2	12.5%	67	16.7%	3,950
\$60k to less than \$80k	49	22.5%	5	6.5%	6	16.7%	3	11.1%	2	16.7%	1	12.5%	1	12.5%	3	18.8%	70	17.4%	4,127
\$80k to less than \$100k	28	12.8%	19	24.7%	6	16.7%	5	18.5%	2	16.7%	1	12.5%	0	0.0%	2	12.5%	63	15.7%	3,714
\$100k to less than \$120k	14	6.4%	17	22.1%	5	13.9%	4	14.8%	2	16.7%	2	25.0%	0	0.0%	1	6.3%	45	11.2%	2,653
\$120k to less than \$140k	3	1.4%	5	6.5%	6	16.7%	6	22.2%	3	25.0%	0	0.0%	1	12.5%	0	0.0%	24	6.0%	1,415
\$140k to less than \$160k	3	1.4%	4	5.2%	1	2.8%	1	3.7%	0	0.0%	1	12.5%	0	0.0%	1	6.3%	11	2.7%	648
\$160k to less than \$180k	1	0.5%	0	0.0%	3	8.3%	0	0.0%	0	0.0%	1	12.5%	0	0.0%	0	0.0%	5	1.2%	295
\$180k to less than \$200k	0	0.0%	0	0.0%	0	0.0%	1	3.7%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118
More than \$200k	1	0.5%	1	1.3%	0	0.0%	3	11.1%	0	0.0%	1	12.5%	4	50.0%	0	0.0%	10	2.5%	590
Don't Know	7	3.2%	3	3.9%	1	2.8%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	3	18.8%	15	3.7%	884
No Response	13	6.0%	8	10.4%	4	11.1%	1	3.7%	2	16.7%	1	12.5%	2	25.0%	2	12.5%	33	8.2%	1,945
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699		

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 60: Home purchase intender profile—Home purchase intentions by Own / Rent																			
Do you own or rent your residence?	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Own	80	36.7%	48	62.3%	27	75.0%	23	85.2%	10	83.3%	8	100%	6	75.0%	10	62.5%	212	52.7%	12,498
Rent	138	63.3%	29	37.7%	9	25.0%	4	14.8%	2	16.7%	0	0.0%	2	25.0%	6	37.5%	190	47.3%	11,201
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699		

Table 61a: Home purchase intender profile—Home purchase intentions by Household size																			
In total, how many people including yourself currently live in your household?	How much do you expect to pay for your next residence?																		
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/ No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
One	33	15.1%	8	10.4%	5	13.9%	3	11.1%	0	0.0%	0	0.0%	0	0.0%	2	12.5%	51	12.7%	3,007
Two	72	33.0%	29	37.7%	6	16.7%	10	37.0%	6	50.0%	1	12.5%	2	25.0%	7	43.8%	133	33.1%	7,841
Three	55	25.2%	20	26.0%	9	25.0%	3	11.1%	1	8.3%	3	37.5%	5	62.5%	6	37.5%	102	25.4%	6,013
Four	46	21.1%	15	19.5%	11	30.6%	6	22.2%	2	16.7%	1	12.5%	1	12.5%	0	0.0%	82	20.4%	4,834
Five or more	11	5.0%	4	5.2%	5	13.9%	5	18.5%	3	25.0%	3	37.5%	0	0.0%	1	6.3%	32	8.0%	1,886
No Response	1	0.5%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699		

Consumer Intentions to Buy: Halifax Intentions Data Tables 2006

Table 61b: Home purchase intender profile—Home purchase intentions in households where there are / are not Children under 18 yrs of age in the household																				
Are there children under 18 years of age in your household?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Yes	95	43.6%	33	42.9%	24	66.7%	13	48.1%	6	50.0%	7	87.5%	5	62.5%	4	25.0%	187	46.5%	11,024	
No	123	56.4%	44	57.1%	12	33.3%	14	51.9%	6	50.0%	1	12.5%	3	37.5%	12	75.0%	215	53.5%	12,675	
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699	
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699			

Table 62: Home purchase intender profile—Home purchase intentions by Respondent age																				
In which of the following age groups do you belong?	How much do you expect to pay for your next residence?																			
	Under \$200k		\$200k to less than \$250k		\$250k to less than \$300k		\$300k to less than \$350k		\$350k to less than \$400k		\$400k to less than \$500k		Over \$500k		Don't Know/No Response		Total			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
18-24 years	11	5.0%	3	3.9%	0	0.0%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	1	6.3%	16	4.0%	943	
25-34 years	87	39.9%	27	35.1%	9	25.0%	4	14.8%	4	33.3%	1	12.5%	2	25.0%	4	25.0%	138	34.3%	8,135	
35-44 years	64	29.4%	25	32.5%	15	41.7%	9	33.3%	4	33.3%	4	50.0%	2	25.0%	3	18.8%	126	31.3%	7,428	
45-54 years	37	17.0%	11	14.3%	11	30.6%	8	29.6%	3	25.0%	2	25.0%	3	37.5%	5	31.3%	80	19.9%	4,716	
55-64 years	12	5.5%	11	14.3%	1	2.8%	3	11.1%	0	0.0%	1	12.5%	1	12.5%	3	18.8%	32	8.0%	1,886	
65+ years	6	2.8%	0	0.0%	0	0.0%	1	3.7%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	8	2.0%	472	
Don't Know/No Response	1	0.5%	0	0.0%	0	0.0%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	118	
Total	218	100%	77	100%	36	100%	27	100%	12	100%	8	100%	8	100%	16	100%	402	100%	23,699	
Estimated Households	12,852		4,539		2,122		1,592		707		472		472		943		23,699			

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Table 63: Home purchase intender profile—Size of down payment on residence			
Which of the following three categories best describes the size of your down payment on the residence you are considering purchasing?	Count	Percent	Estimated Households
Less than 5% down payment	36	9.0%	2,122
5% to 24% down payment	202	50.2%	11,908
25% or more down payment	142	35.3%	8,371
Don't Know	15	3.7%	884
No Response	7	1.7%	413
Total	402	100%	23,699

Table 64: [MULTIPLE RESPONSE] Home purchase intender profile—Source(s) of the down payment on the residence?				
What is / are the source(s) of the down payment, that is, where is the money coming from?	Count	% Responses	% of Cases	Estimated Households
Savings (not including RRSPs and investments)	160	31.7%	39.8%	9,432
Inheritance	5	1.0%	1.2%	295
Parents / relative gift	18	3.6%	4.5%	1,061
Parents / relative loan	12	2.4%	3.0%	707
Equity from present/ previous residence	181	35.9%	45.0%	10,670
Investments (e.g., stocks, bonds, etc.)	25	5.0%	6.2%	1,474
Bank loan / Credit Union loan / (Caisse Populaire)	29	5.8%	7.2%	1,710
RRSPs/ Home Buyers Plan	46	9.1%	11.4%	2,712
Other sources	14	2.8%	3.5%	825
Don't Know	6	1.2%	1.5%	354
No Response	8	1.6%	2.0%	472
Total	504	100%	125.4%	
402 valid cases				

Table 65: Home purchase intender profile—Main source of down payment on residence			
What is the <u>main</u> source of the down payment?	Count	Percent	Estimated Households
Savings (excluding RRSPs)	125	32.2%	7,369
Inheritance	2	0.5%	118
Parents / relative gift	7	1.8%	413
Parents / relative loan	3	0.8%	177
Equity from present/previous residence	166	42.8%	9,786
Investments (e.g., Stocks, Bonds, etc. NOT Savings or RRSPs)	15	3.9%	884
Bank Loan/Credit Union Loan / (Caisse Populaire)	18	4.6%	1,061
RRSP's / HOME BUYERS PLAN	27	7.0%	1,592
Not Applicable	19	4.9%	1,120
Don't Know	5	1.3%	295
No Response	1	0.3%	59
Total	388	100%	22,874

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

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

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Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 1: Renovation intention in next 12 months			
Are you thinking about renovating, or doing additional renovations costing at least a \$1,000 to your residence in the next twelve months?	Count	Percent	Estimated Households*
Yes (High / 50/50 chance / Low)	414	26.4%	39,941
Yes (High / 50/50 chance only)	401	25.6%	38,687
No	1,134	72.3%	109,403
Total	1,568	100%	151,273

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

*Based on incidence rate.

Table 2: Chances of renovating in the next 12 months			
What are the chances that you will actually renovate your residence in the next 12 months? Would you say there is a high chance, a 50/50 chance or a low chance?	Count	Percent	Estimated Households
Low	17	3.1%	1,234
50/50	113	20.4%	8,202
High	420	75.9%	30,485
Don't Know	3	0.5%	218
Total	553	100%	40,138

Table 3: Deferred renovation project in the past six months			
At any time in the last six months, have you seriously thought about repairing or remodeling your residence (e.g., kitchen, bathroom, flooring, etc.) but decided to defer the project?	Count	Percent	Estimated Households
Yes	154	15.1%	16,487
No	838	81.8%	89,525
Don't Know	1	0.1%	154
No Response	30	3.0%	3,236
Total	1,025	100%	109,403

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

Table 4: Reasons decided not to renovate			
What made you decide not to renovate?	Count	Percent	Estimated Households
Change in or worry about financial or employment situation	13	8.4%	1,387
Costs too high	61	39.3%	6,472
Sold the residence / Decided to sell residence instead	27	17.8%	2,928
Condo rules	1	0.9%	154
Not worth putting money into residence / Residence too old	12	7.5%	1,233
Unable to find a contractor	4	2.8%	462
Unspecified personal reasons	29	18.7%	3,082
Don't Know	4	2.8%	462
No Response	3	1.9%	308
Total	154	100%	16,487

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 5: Renovation intender profile – Age			
In which of the following age groups do you belong?	Count	Percent	Estimated Households
18-24 years	5	0.9%	363
25-34 years	76	14.3%	5,516
35-44 years	173	32.5%	12,557
45-54 years	148	27.8%	10,742
55-64 years	81	15.2%	5,879
65+ years	49	9.2%	3,557
Don't Know / No Response	1	0.2%	73
Total	533	100%	38,687

Table 6: Renovation intender profile – Household composition			
In total, how many people including yourself currently live in your household?	Count	Percent	Estimated Households
One	61	11.4%	4,428
Two	161	30.2%	11,686
Three	130	24.4%	9,436
Four	130	24.4%	9,436
Five or more	49	9.2%	3,557
No Response	2	0.4%	145
Total	533	100%	38,687

Table 7: Renovation intender profile – Children under 18 years of age in household			
Are there children under 18 years of age in your household?	Count	Percent	Estimated Households
Yes	248	46.5%	18,001
No	285	53.5%	20,686
Total	533	100%	38,687

Table 8: Renovation intender profile – Total household income			
What is your total household income?	Count	Percent	Estimated Households
Under \$20k	16	3.0%	1,161
\$20k to less than \$40k	48	9.0%	3,484
\$40k to less than \$60k	87	16.3%	6,315
\$60k to less than \$80k	79	14.8%	5,734
\$80k to less than \$100k	90	16.9%	6,533
\$100k to less than \$120k	66	12.4%	4,791
\$120k to less than \$140k	36	6.8%	2,613
\$140k to less than \$160k	13	2.4%	944
\$160k to less than \$180k	5	0.9%	363
\$180k to less than \$200k	6	1.1%	436
More than \$200k	8	1.5%	581
Don't Know	15	2.8%	1,089
No Response	64	12.0%	4,645
Total	533	100%	38,687

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Table 9: Renovation intender - Have you made renovations to your home in the past 12 months of \$1000 or more?			
Have you made renovations to your residence in the past 12 months of \$1,000 or more?	Count	Percent	Estimated Households
Yes	291	54.6%	21,122
No	226	42.4%	16,404
Currently Renovating	16	3.0%	1,161
Total	533	100%	38,687

Table 10: Renovation intender - Which of the following categories does the project you are planning fall into [MULTIPLE RESPONSE]?				
Which of the following categories does the project you are planning fall into? Is it...	Count	Percent Responses	Percent of Cases	Estimated Households
Repairs and maintenance (includes repairs to damaged components, paint and wallpapering – done to keep structure in good condition)	154	22.8%	28.9%	11,178
Replacement of existing equipment / new installation / or an addition	254	37.6%	47.7%	18,436
Remodeling and alteration (done to upgrade property standards, rearrange interior space, modernize existing facilities to suit needs, etc.)	263	39.0%	49.3%	19,089
Don't Know / No Response	4	0.6%	0.8%	290
Total	675	100%		
Valid cases	533			

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 11: Renovation intender - All home renovation planned [Multiple Response]				
What kind of home renovations are you planning to do?	Count	Percent of Responses	Percent of Cases	Estimated Households
Paint / wallpaper - one room	10	0.9%	1.9%	726
Paint / wallpaper - more than one room	33	3.1%	6.2%	2,395
Paint / wallpaper - whole house	22	2.1%	4.1%	1,597
Kitchen - cabinets / counter tops	39	3.7%	7.3%	2,831
Kitchen - complete renovation	32	3.0%	6.0%	2,323
Bathroom - fixtures / cabinets / counter tops	24	2.3%	4.5%	1,742
Bathroom - tile	22	2.1%	4.1%	1,597
Bathroom - complete renovation	65	6.1%	12.2%	4,718
Bathroom – addition / basement conversion	22	2.1%	4.1%	1,597
Add / refurbish closets / cabinets / drawers	12	1.1%	2.3%	871
Carpet / flooring - one room	36	3.4%	6.8%	2,613
Carpet / flooring - more than one room	84	7.9%	15.8%	6,097
Carpet / flooring - whole house	29	2.7%	5.4%	2,105
Rec room - new addition	12	1.1%	2.3%	871
Rec room - basement conversion	35	3.3%	6.6%	2,540
Rec room - drywall / plastering	6	0.6%	1.1%	436
Insulation	19	1.8%	3.6%	1,379
Other room - new addition / extension	45	4.2%	8.4%	3,266
Other room - drywall / plastering / remodelling	21	2.0%	3.9%	1,524
Walls - remove / replace / remodel	23	2.2%	4.3%	1,669
Add a fireplace / repair / replace	9	0.8%	1.7%	653
Furnace	11	1.0%	2.1%	798
Hot water heater	1	0.1%	0.2%	73
Air conditioning - new install or replace	10	0.9%	1.9%	726
Wiring	11	1.0%	2.1%	798
Plumbing	6	0.6%	1.1%	436
Add a pool / hot tub / sauna	16	1.5%	3.0%	1,161
Build a garage	65	6.1%	12.2%	4,718
Deck / patio	36	3.4%	6.8%	2,613
Doors	7	0.7%	1.3%	508
Exterior painting	4	0.4%	0.8%	290
Eaves troughing / gutters	8	0.8%	1.5%	581
Fence	1	0.1%	0.2%	73
Foundation	18	1.7%	3.4%	1,307
Landscaping	2	0.2%	0.4%	145
Ornamental lighting	60	5.6%	11.3%	4,355
Roofing	34	3.2%	6.4%	2,468
Siding / stucco / brick or masonry work / chimney	15	1.4%	2.8%	1,089
Sidewalk / driveway	117	11.0%	22.0%	8,492
Windows / skylights	42	3.9%	7.9%	3,049
Other (specify)	1	0.1%	0.2%	73
Don't know	1	0.1%	0.2%	73
Total	1,066	100%		
Valid Cases	533			

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

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Thinking about this repair or maintenance work, how is it going to be done?	Count	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	67	43.5%	4,863
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	39	25.3%	2,831
Both - do some yourself and contract some out	41	26.6%	2,976
Some other arrangement	1	0.6%	73
Don't Know	6	3.9%	436
Total	154	100%	11,178

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

Thinking about the replacement, new installation or addition, how is it going to be done?	Count	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	80	31.5%	5,807
Do it all yourself (or with Friends & Family - NOT PAYING ANYONE)	90	35.4%	6,533
Both - do some yourself and contract some out	80	31.5%	5,807
Don't Know	4	1.6%	290
Total	254	100%	18,436

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

Thinking about this remodeling or alteration work, how is it going to be done?	Count	Percent	Estimated Households
Contract all the work out - Pay someone to do it (Pay someone)	65	24.7%	4,718
Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)	98	37.3%	7,113
Both - do some yourself and contract some out	99	37.6%	7,186
Don't Know	1	0.4%	73
Total	263	100%	19,089

Note: Includes only those respondents who indicated remodeling activities.

Amount planned to spend on ALL Renovations	What are the chances that you will renovate in the next 12 months?						
	High		50/50		Total		Estimated Households
	Count	Percent	Count	Percent	Count	Percent	
Up to \$1,000	9	2.1%	6	5.3%	15	2.8%	1,089
\$1,001 to \$2,000	67	16.0%	16	14.2%	83	15.6%	6,024
\$2,001 to \$3,000	41	9.8%	6	5.3%	47	8.8%	3,411
\$3,001 to \$5,000	82	19.5%	19	16.8%	101	18.9%	7,331
\$5,001 to \$10,000	83	19.8%	18	15.9%	101	18.9%	7,331
\$10,001 to \$25,000	43	10.2%	7	6.2%	50	9.4%	3,629
Over \$25,000	26	6.2%	8	7.1%	34	6.4%	2,468
Don't Know / No Response	69	16.4%	33	29.2%	102	19.1%	7,404
Total	420	100%	113	100%	533	100%	38,687
Estimated Households	30,485		8,202		38,687		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 16: Renovation intender - Amount planned to spend on ALL renovations			
Amount planned to spend on ALL Renovations	Count	Percent	Estimated Households
Up to \$1,000	15	2.8%	1,089
\$1,001 to \$2,000	83	15.6%	6,024
\$2,001 to \$3,000	47	8.8%	3,411
\$3,001 to \$5,000	101	18.9%	7,331
\$5,001 to \$10,000	101	18.9%	7,331
\$10,001 to \$25,000	50	9.4%	3,629
Over \$25,000	34	6.4%	2,468
Don't Know / No Response	102	19.1%	7,404
Total	533	100%	38,687

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

Table 17: Renovation intender - Amount planned to spend on Repair / Maintenance			
How much to you plan do spend on the repair or maintenance work?	Count	Percent	Estimated Households
Up to \$1,000	12	7.8%	871
\$1,001 to \$2,000	21	13.6%	1,524
\$2,001 to \$3,000	16	10.4%	1,161
\$3,001 to \$5,000	37	24.0%	2,686
\$5,001 to \$10,000	18	11.7%	1,307
\$10,001 to \$25,000	12	7.8%	871
Over \$25,000	3	1.9%	218
Don't Know / No Response	35	22.7%	2,540
Total	154	100%	11,178

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

Table 18: Renovation intender - Amount planned to spend on Replacement / Installation			
How much do you plan to spend on the replacement, new installation or addition work?	Count	Percent	Estimated Households
Up to \$1,000	14	5.5%	1,016
\$1,001 to \$2,000	48	18.9%	3,484
\$2,001 to \$3,000	28	11.0%	2,032
\$3,001 to \$5,000	45	17.7%	3,266
\$5,001 to \$10,000	49	19.3%	3,557
\$10,001 to \$25,000	14	5.5%	1,016
Over \$25,000	14	5.5%	1,016
Don't Know / No Response	42	16.5%	3,049
Total	254	100%	18,436

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

How much do you plan to spend on the remodeling or alteration work?	Count	Percent	Estimated Households
Up to \$1,000	16	6.1%	1,161
\$1,001 to \$2,000	44	16.7%	3,194
\$2,001 to \$3,000	28	10.6%	2,032
\$3,001 to \$5,000	43	16.3%	3,121
\$5,001 to \$10,000	55	20.9%	3,992
\$10,001 to \$25,000	19	7.2%	1,379
Over \$25,000	15	5.7%	1,089
Don't Know / No Response	43	16.3%	3,121
Total	263	100%	19,089

Note: Includes only those respondents who indicated remodeling activities.

What is your total household income?	What are the chances you will buy a home in the next 12 months?								
	High		50/50		Low		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	0	0.0%	1	2.6%	1	9.1%	2	2.1%	145
\$20k to less than \$40k	4	8.9%	0	0.0%	0	0.0%	4	4.3%	290
\$40k to less than \$60k	7	15.6%	6	15.8%	5	45.5%	18	19.1%	1,307
\$60k to less than \$80k	5	11.1%	10	26.3%	3	27.3%	18	19.1%	1,307
\$80k to less than \$100k	9	20.0%	9	23.7%	0	0.0%	18	19.1%	1,307
\$100k to less than \$120k	7	15.6%	4	10.5%	0	0.0%	11	11.7%	798
\$120k to less than \$140k	5	11.1%	0	0.0%	0	0.0%	5	5.3%	363
\$140k to less than \$160k	0	0.0%	0	0.0%	1	9.1%	1	1.1%	73
\$160k to less than \$180k	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
\$180k to less than \$200k	1	2.2%	1	2.6%	0	0.0%	2	2.1%	145
More than \$200k	3	6.7%	1	2.6%	0	0.0%	4	4.3%	290
Don't know	0	0.0%	2	5.3%	0	0.0%	2	2.1%	145
No Response	4	8.9%	4	10.5%	1	9.1%	9	9.6%	653
Total	45	100%	38	100%	11	100%	94	100%	6,823
Estimated Households	3,266		2,758		798		6,823		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 21: Renovation intender - Home renovations intentions by Total household income									
What is your total household income?	What are the chances that you will renovate in the next 12 months?								
	High		50/50		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	33	7.9%	15	13.3%	0	0.0%	48	9.0%	1,161
\$20k to less than \$40k	65	15.5%	22	19.5%	0	0.0%	87	16.3%	3,483
\$40k to less than \$60k	61	14.5%	18	15.9%	0	0.0%	79	14.8%	6,313
\$60k to less than \$80k	73	17.4%	17	15.0%	0	0.0%	90	16.9%	5,733
\$80k to less than \$100k	54	12.9%	12	10.6%	0	0.0%	66	12.4%	6,531
\$100k to less than \$120k	33	7.9%	3	2.7%	0	0.0%	36	6.8%	4,789
\$120k to less than \$140k	8	1.9%	5	4.4%	0	0.0%	13	2.4%	2,612
\$140k to less than \$160k	5	1.2%	0	0.0%	0	0.0%	5	0.9%	943
\$160k to less than \$180k	6	1.4%	0	0.0%	0	0.0%	6	1.1%	363
\$180k to less than \$200k	8	1.9%	0	0.0%	0	0.0%	8	1.5%	435
More than \$200k	33	7.9%	15	13.3%	0	0.0%	48	9.0%	581
Don't Know	10	2.4%	5	4.4%	0	0.0%	15	2.8%	1,088
No Response	51	12.1%	13	11.5%	0	0.0%	64	12.0%	4,644
Total	420	100%	113	100%	0	0.0%	533	100%	38,678
Estimated Households	30,478		8,200		0		38,678		

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 22: Renovation intender - Who will do the REPAIRS by Total household income											
What is your total household income?	Thinking about this repair or maintenance work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	1	1.5%	2	5.1%	1	2.4%	1	14.3%	5	3.2%	363
\$20k to less than \$40k	10	14.9%	7	17.9%	3	7.3%	0	0.0%	20	13.0%	1,452
\$40k to less than \$60k	7	10.4%	8	20.5%	8	19.5%	2	28.6%	25	16.2%	1,815
\$60k to less than \$80k	8	11.9%	5	12.8%	12	29.3%	3	42.9%	28	18.2%	2,032
\$80k to less than \$100k	9	13.4%	7	17.9%	7	17.1%	0	0.0%	23	14.9%	1,669
\$100k to less than \$120k	2	3.0%	2	5.1%	4	9.8%	0	0.0%	8	5.2%	581
\$120k to less than \$140k	3	4.5%	1	2.6%	2	4.9%	1	14.3%	7	4.5%	508
\$140k to less than \$160k	0	0.0%	1	2.6%	0	0.0%	0	0.0%	1	0.6%	73
\$160k to less than \$180k	1	1.5%	0	0.0%	0	0.0%	0	0.0%	1	0.6%	73
\$180k to less than \$200k	3	4.5%	0	0.0%	1	2.4%	0	0.0%	4	2.6%	290
More than \$200k	2	3.0%	0	0.0%	0	0.0%	0	0.0%	2	1.3%	145
Don't Know	6	9.0%	0	0.0%	0	0.0%	0	0.0%	6	3.9%	436
No Response	15	22.4%	6	15.4%	3	7.3%	0	0.0%	24	15.6%	1,742
Total	67	100%	39	100%	41	100%	7	100%	154	100%	11,178
Estimated Households	4,863		2,831		2,976		508		11,178		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 23: Renovation intender - Who will do the REPLACEMENTS by Total household income											
What is your total household income?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	2	2.5%	3	3.3%	1	1.3%	0	0.0%	6	2.4%	435
\$20k to less than \$40k	11	13.8%	8	8.9%	3	3.8%	1	25.0%	23	9.1%	1,669
\$40k to less than \$60k	13	16.3%	17	18.9%	15	18.8%	2	50.0%	47	18.5%	3,411
\$60k to less than \$80k	9	11.3%	13	14.4%	13	16.3%	0	0.0%	35	13.8%	2,540
\$80k to less than \$100k	10	12.5%	22	24.4%	15	18.8%	0	0.0%	47	18.5%	3,411
\$100k to less than \$120k	10	12.5%	7	7.8%	17	21.3%	0	0.0%	34	13.4%	2,467
\$120k to less than \$140k	4	5.0%	5	5.6%	8	10.0%	0	0.0%	17	6.7%	1,234
\$140k to less than \$160k	2	2.5%	0	0.0%	1	1.3%	0	0.0%	3	1.2%	218
\$160k to less than \$180k	1	1.3%	0	0.0%	0	0.0%	0	0.0%	1	0.4%	73
\$180k to less than \$200k	2	2.5%	0	0.0%	0	0.0%	0	0.0%	2	0.8%	145
More than \$200k	1	1.3%	0	0.0%	1	1.3%	0	0.0%	2	0.8%	145
Don't Know	3	3.8%	0	0.0%	2	2.5%	1	25.0%	6	2.4%	435
No Response	12	15.0%	15	16.7%	4	5.0%	0	0.0%	31	12.2%	2,250
Total	80	100%	90	100%	80	100%	4	100%	254	100%	18,432
Estimated Households	5,805		6,531		5,805		290		18,432		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 24: Renovation intender - Who will do the REMODELING by Total household income											
What is your total household income?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Under \$20k	2	3.1%	5	5.1%	0	0.0%	0	0.0%	7	2.7%	508
\$20k to less than \$40k	5	7.7%	8	8.2%	3	3.0%	1	100%	17	6.5%	1,234
\$40k to less than \$60k	8	12.3%	17	17.3%	16	16.2%	0	0.0%	41	15.6%	2,976
\$60k to less than \$80k	9	13.8%	18	18.4%	7	7.1%	0	0.0%	34	12.9%	2,468
\$80k to less than \$100k	8	12.3%	18	18.4%	16	16.2%	0	0.0%	42	16.0%	3,049
\$100k to less than \$120k	12	18.5%	8	8.2%	20	20.2%	0	0.0%	40	15.2%	2,903
\$120k to less than \$140k	5	7.7%	7	7.1%	13	13.1%	0	0.0%	25	9.5%	1,815
\$140k to less than \$160k	1	1.5%	4	4.1%	5	5.1%	0	0.0%	10	3.8%	726
\$160k to less than \$180k	2	3.1%	0	0.0%	2	2.0%	0	0.0%	4	1.5%	290
\$180k to less than \$200k	1	1.5%	0	0.0%	2	2.0%	0	0.0%	3	1.1%	218
More than \$200k	3	4.6%	1	1.0%	2	2.0%	0	0.0%	6	2.3%	436
Don't Know	2	3.1%	1	1.0%	2	2.0%	0	0.0%	5	1.9%	363
No Response	7	10.8%	11	11.2%	11	11.1%	0	0.0%	29	11.0%	2,105
Total	65	100%	98	100%	99	100%	1	100%	263	100%	19,089
Estimated Households	4,718		7,113		7,186		73		19,809		

Note: Includes only those respondents who indicated remodeling activities.

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Table 25a: Renovation intender - Home renovation intentions by Household size									
In total, how many people including yourself currently live in your household?	What are the chances that you will renovate in the next 12 months?								
	High		50/50		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	44	10.5%	17	15.0%	0	0.0%	61	11.4%	4,427
Two	138	32.9%	23	20.4%	0	0.0%	161	30.2%	11,683
Three	103	24.5%	27	23.9%	0	0.0%	130	24.4%	9,434
Four	95	22.6%	35	31.0%	0	0.0%	130	24.4%	9,434
Five or more	38	9.0%	11	9.7%	0	0.0%	49	9.2%	3,556
No Response	2	0.5%	0	0.0%	0	0.0%	2	0.4%	145
Total	420	100%	113	100%	0	0.0%	533	100%	38,678
Estimated Households	30,478		8,200		0		38,678		

Table 25b: Renovation intender - Home renovation intentions in households where there are / are not Children under 18 years									
Are there children under 18 years of age in your household?	What are the chances that you will renovate in the next 12 months?								
	High		50/50		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	194	46.2%	54	47.8%	0	0.0%	248	46.5%	17,997
No	226	53.8%	59	52.2%	0	0.0%	285	53.5%	20,681
Total	420	100%	113	100%	0	0.0%	533	100%	38,678
Estimated Households	30,478		8,200		0		38,678		

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 26a: Renovation intender - Who will do the REPAIRS by Household size											
In total, how many people including yourself live in your current household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	10	14.9%	5	12.8%	6	14.6%	1	14.3%	22	14.3%	1,597
Two	22	32.8%	7	17.9%	17	41.5%	3	42.9%	49	31.8%	3,557
Three	14	20.9%	11	28.2%	7	17.1%	2	28.6%	34	22.1%	2,468
Four	16	23.9%	10	25.6%	7	17.1%	0	0.0%	33	21.4%	2,395
Five or more	4	6.0%	5	12.8%	4	9.8%	1	14.3%	14	9.1%	1,016
No Response	1	1.5%	1	2.6%	0	0.0%	0	0.0%	2	1.3%	145
Total	67	100%	39	100%	41	100%	7	100%	154	100%	11,178
Estimated Households	4,863		2,831		2,976		508		11,178		

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

Table 26b: Renovation intender - Who will do the REPAIRS in households where there are / are not Children under 18											
Are there children under 18 years of age in your household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know / No Response		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	26	38.8%	22	56.4%	12	29.3%	1	14.3%	61	39.6%	4,428
No	41	61.2%	17	43.6%	29	70.7%	6	85.7%	93	60.4%	6,750
Total	67	100.0%	39	100.0%	41	100.0%	7	100.0%	154	100.0%	11,178
Estimated Households	4,863		2,831		2,976		508		11,178		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 27a: Renovation intender - Who will do the REPLACEMENTS by Household size											
In total, how many people including yourself live in your current household?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	12	15.0%	6	6.7%	4	5.0%	0	0.0%	22	8.7%	1,597
Two	29	36.3%	25	27.8%	24	30.0%	1	25.0%	79	31.1%	5,734
Three	17	21.3%	21	23.3%	22	27.5%	3	75.0%	63	24.8%	4,573
Four	17	21.3%	24	26.7%	23	28.8%	0	0.0%	64	25.2%	4,645
Five or more	5	6.3%	13	14.4%	7	8.8%	0	0.0%	25	9.8%	1,815
No Response	0	0.0%	1	1.1%	0	0.0%	0	0.0%	1	0.4%	73
Total	80	100%	90	100%	80	100%	4	100%	254	100%	18,436
Estimated Households	5,807		6,533		5,807		290		18,436		

Table 27b: Renovation intender - Who will do the REPLACEMENTS in households where there are / are not Children under 18											
Are there children under 18 years of age in your household?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	33	41.3%	51	56.7%	35	43.8%	2	50.0%	121	47.6%	8,783
No	47	58.8%	39	43.3%	45	56.3%	2	50.0%	133	52.4%	9,654
Total	80	100%	90	100%	80	100%	4	100%	254	100%	18,436
Estimated Households	5,807		6,533		5,807		290		18,436		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 28a: Renovation intender - Who will do the REMODELING by Household size											
In total, how many people including yourself live in your current household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
One	12	18.5%	8	8.2%	8	8.1%	0	0.0%	28	10.6%	2,032
Two	16	24.6%	29	29.6%	26	26.3%	0	0.0%	71	27.0%	5,153
Three	17	26.2%	25	25.5%	26	26.3%	1	100%	69	26.2%	5,008
Four	12	18.5%	29	29.6%	25	25.3%	0	0.0%	66	25.1%	4,791
Five or more	7	10.8%	7	7.1%	14	14.1%	0	0.0%	28	10.6%	2,032
No Response	1	1.5%	0	0.0%	0	0.0%	0	0.0%	1	0.4%	73
Total	65	100%	98	100%	99	100%	1	100%	263	100%	19,089
Estimated Households	4,718		7,113		7,186		73		19,089		

Note: Includes only those respondents who indicated remodeling activities.

Table 28b: Renovation intender - Who will do the REMODELING in households where there are / are not Children under 18											
Are there children under 18 years of age in your household?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Yes	25	38.5%	53	54.1%	52	52.5%	1	100%	131	49.8%	9,508
No	40	61.5%	45	45.9%	47	47.5%	0	0.0%	132	50.2%	9,581
Total	65	100%	98	100%	99	100%	1	100%	263	100%	19,089
Estimated Households	4,718		7,113		7,186		73		19,089		

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 29: Renovation intender – Home renovation intentions by respondent age							
In which of the following age groups do you belong?	What are the chances that you will renovate in the next 12 months?						
	High		50/50		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	5	1.2%	0	0.0%	5	0.9%	363
25-34 years	56	13.3%	20	17.7%	76	14.3%	5,515
35-44 years	137	32.6%	36	31.9%	173	32.5%	12,554
45-54 years	121	28.8%	27	23.9%	148	27.8%	10,740
55-64 years	64	15.2%	17	15.0%	81	15.2%	5,878
65+ years	36	8.6%	13	11.5%	49	9.2%	3,556
Don't Know / No Response	1	0.2%	0	0.0%	1	0.2%	73
Total	420	100%	113	100%	533	100%	38,678
Estimated Households	30,478		8,200		38,678		

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 30: Renovation intender - Who will do the REPAIRS by Respondent age											
In which of the following age groups do you belong?	Thinking about this repair or maintenance work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	0	0.0%	2	5.1%	0	0.0%	0	0.0%	2	1.3%	145
25-34 years	4	6.0%	3	7.7%	5	12.2%	0	0.0%	12	7.8%	871
35-44 years	14	20.9%	16	41.0%	13	31.7%	0	0.0%	43	27.9%	3,121
45-54 years	26	38.8%	8	20.5%	14	34.1%	3	42.9%	51	33.1%	3,702
55-64 years	11	16.4%	4	10.3%	3	7.3%	2	28.6%	20	13.0%	1,452
65+ years	12	17.9%	5	12.8%	6	14.6%	2	28.6%	25	16.2%	1,815
Don't Know / No Response	0	0.0%	1	2.6%	0	0.0%	0	0.0%	1	0.6%	73
Total	67	100%	39	100%	41	100%	7	100%	154	100%	11,178
Estimated Households	4,863		2,831		2,976		508		11,178		

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

Table 31: Renovation intender - Who will do the REPLACEMENTS by Respondent age											
In which of the following age groups do you belong?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	0	0.0%	3	3.3%	0	0.0%	0	0.0%	3	1.2%	218
25-34 years	6	7.5%	16	17.8%	11	13.8%	0	0.0%	33	13.0%	2,395
35-44 years	21	26.3%	28	31.1%	26	32.5%	2	50.0%	77	30.3%	5,589
45-54 years	22	27.5%	28	31.1%	28	35.0%	0	0.0%	78	30.7%	5,662
55-64 years	22	27.5%	9	10.0%	11	13.8%	1	25.0%	43	16.9%	3,121
65+ years	9	11.3%	5	5.6%	4	5.0%	1	25.0%	19	7.5%	1,379
Don't Know / No Response	0	0.0%	1	1.1%	0	0.0%	0	0.0%	1	0.4%	73
Total	80	100%	90	100%	80	100%	4	100%	254	100%	18,436
Estimated Households	5,807		6,533		5,807		290		18,436		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 32: Renovation intender - Who will do the REMODELING by Respondent age											
In which of the following age groups do you belong?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Estimated Households
18-24 years	1	1.5%	2	2.0%	1	1.0%	0	0.0%	4	1.5%	290
25-34 years	10	15.4%	20	20.4%	18	18.2%	0	0.0%	48	18.3%	3,484
35-44 years	16	24.6%	37	37.8%	39	39.4%	1	100%	93	35.4%	6,750
45-54 years	24	36.9%	20	20.4%	26	26.3%	0	0.0%	70	26.6%	5,081
55-64 years	9	13.8%	15	15.3%	10	10.1%	0	0.0%	34	12.9%	2,468
65+ years	5	7.7%	4	4.1%	5	5.1%	0	0.0%	14	5.3%	1,016
Total	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know / No Response	65	100%	98	100%	99	100%	1	100%	263	100%	19,089
Estimated Households	4,718		7,113		7,186		73		19,089		

Note: Includes only those respondents who indicated remodeling activities.

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 33: Renovation intender – Home renovation intentions by ALL renovations planned							
Types of renovations planned	What are the chances that you will renovate in the next 12 months?						
	High		50/50		Total		
	Count	Percent	Count	Percent	Count	Percent	Estimated Households
Paint / wallpaper	59	14.0%	6	5.3%	65	12.2%	4,718
Kitchen	55	13.1%	16	14.2%	71	13.3%	5,153
Bathroom	99	23.6%	34	30.1%	133	25.0%	9,654
Carpet / flooring	125	29.8%	24	21.2%	149	28.0%	10,815
Rec room	36	8.6%	17	15.0%	53	9.9%	3,847
Doors / windows	127	30.2%	26	23.0%	153	28.7%	11,105
External construction / repairs	193	46.0%	43	38.1%	236	44.3%	17,130
Other	160	38.1%	44	38.9%	204	38.3%	14,807
Don't Know	0	0.0%	1	0.9%	1	0.2%	73
No Response	1	0.2%	0	0.0%	1	0.2%	73
Valid Cases	420		113		533		38,687
Estimated Households	30,485		8,202		38,687		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 34: Renovation intender - Who will do the REPAIRS by All renovations planned											
What kind of renovations are you planning to do?	Thinking about this repair or maintenance work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Some other arrangement / Don't Know		Total		
	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Estimated Households
Paint / wallpaper	6	9.0%	12	30.8%	12	29.3%	1	14.3%	31	20.1%	2,250
Kitchen	7	10.4%	1	2.6%	3	7.3%	1	14.3%	12	7.8%	871
Bathroom	9	13.4%	6	15.4%	11	26.8%	2	28.6%	28	18.2%	2,032
Carpet / flooring	12	17.9%	12	30.8%	11	26.8%	1	14.3%	36	23.4%	2,613
Rec room	8	11.9%	2	5.1%	2	4.9%	0	0.0%	12	7.8%	871
Doors / windows	24	35.8%	7	17.9%	21	51.2%	3	42.9%	55	35.7%	3,992
External construction / repairs	50	74.6%	29	74.4%	33	80.5%	5	71.4%	117	76.0%	8,492
Other	24	35.8%	17	43.6%	23	56.1%	1	14.3%	65	42.2%	4,718
No response	0	0.0%	1	2.6%	0	0.0%	0	0.0%	1	0.6%	73
Valid Cases	67		39		41		7		154		11,178
Estimated Households	4,863		2,831		2,976		508		11,178		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 35: Renovation intender - Who will do the REPLACEMENTS by All renovations planned											
What kind of renovations are you planning to do?	Thinking about the replacement, new installation or addition, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Estimated Households
Paint / wallpaper	5	6.3%	9	10.0%	10	12.5%	0	0.0%	24	9.4%	1,742
Kitchen	11	13.8%	9	10.0%	12	15.0%	1	25.0%	33	13.0%	2,395
Bathroom	13	16.3%	21	23.3%	24	30.0%	0	0.0%	58	22.8%	4,210
Carpet/ flooring	14	17.5%	34	37.8%	17	21.3%	0	0.0%	65	25.6%	4,718
Rec room	6	7.5%	7	7.8%	4	5.0%	0	0.0%	17	6.7%	1,234
Doors / windows	44	55.0%	31	34.4%	22	27.5%	3	75.0%	100	39.4%	7,258
External construction / repairs	37	46.3%	45	50.0%	42	52.5%	1	25.0%	125	49.2%	9,073
Other	38	47.5%	27	30.0%	24	30.0%	0	0.0%	89	35.0%	6,460
No response	0	0.0%	0	0.0%	0	0.0%	1	25.0%	1	0.4%	73
Valid Cases	80		90		80		4		254		18,436
Estimated Households	5,807		6,533		5,807		290		18,436		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 36: Renovation intender - Who will do the REMODELING by All renovations planned											
What kind of renovations are you planning to do?	Thinking about this remodeling or alteration work, how is it going to be done?										
	Contract all the work out - Pay someone to do it (Pay someone else to do it)		Do it all yourself (or with Friend & Family - NOT PAYING ANYONE)		Both - do some yourself and contract some out		Don't Know		Total		
	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Count	Percent of Cases	Estimated Households
Paint / wallpaper	4	6.2%	15	15.3%	20	20.2%	0	0.0%	39	14.8%	2,831
Kitchen	12	18.5%	11	11.2%	25	25.3%	0	0.0%	48	18.3%	3,484
Bathroom	19	29.2%	36	36.7%	36	36.4%	0	0.0%	91	34.6%	6,605
Carpet / flooring	16	24.6%	33	33.7%	35	35.4%	0	0.0%	84	31.9%	6,097
Rec room	13	20.0%	14	14.3%	14	14.1%	0	0.0%	41	15.6%	2,976
Doors / windows	8	12.3%	17	17.3%	17	17.2%	0	0.0%	42	16.0%	3,049
External construction / repairs	20	30.8%	47	48.0%	38	38.4%	0	0.0%	105	39.9%	7,621
Other	41	63.1%	41	41.8%	55	55.6%	0	0.0%	137	52.1%	9,944
No response	0	0.0%	0	0.0%	0	0.0%	1	100%	1	0.4%	73
Valid Cases	65		98		99		1		263		19,089
Estimated Households	4,718		7,113		7,186		73		19,089		

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

Consumer Intentions to Renovate: Halifax Intentions Data Tables 2006

Table 37: Renovation intender - In planning your renovation, have you contacted a contractor for information about your renovations?			
In planning your renovation, have you contacted a contractor for information about your renovations?	Count	Percent	Estimated Households
Yes	164	30.8%	11,904
No	368	69.0%	26,711
No Response	1	0.2%	73
Total	533	100%	38,687

Table 38: Renovation intender - Have you priced out the cost of materials and labour for this (these) project (s)?			
Have you priced out the cost of materials and labour for this (these) project(s)?	Count	Percent	Estimated Households
Yes	294	55.2%	21,340
No	233	43.7%	16,912
Don't Know	5	0.9%	363
No Response	1	0.2%	73
Total	533	100%	38,687

Table 39: Renovation intender - Have you done any of the following [MULTIPLE RESPONSE]?				
Have you...	Count	Percent Responses	Percent of Cases	Estimated Households
Read any publications for information on home renovation	250	31.2%	46.9%	18,146
Watched any TV programs or videos on home renovation	342	42.6%	64.2%	24,824
Searched on the internet for information on home renovation	204	25.4%	38.3%	14,807
No / none of these	4	0.5%	0.8%	290
Don't Know / No Response	2	0.2%	0.4%	145
Total	802	100%		
Valid cases	533			

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

Table 40: Renovation intender - How will you pay for this renovation work [MULTIPLE RESPONSE]?				
How will you pay for this renovation work?	Count	Percent Responses	Percent of Cases	Estimated Households
Pay for it from savings / pay as you go / cash	387	65.6%	72.6%	28,090
Loan – from financial institution	39	6.6%	7.3%	2,831
Credit charge / credit card / put it on credit line	105	17.8%	19.7%	7,621
Finance it a mortgage renewal / mortgage refinancing time	25	4.2%	4.7%	1,815
Borrow from a relative or friend	3	0.5%	0.6%	218
Some other arrangement (Specify)	9	1.5%	1.7%	653
Don't Know	19	3.2%	3.6%	1,379
No Response	3	0.5%	0.6%	218
Total	590	100%		
Valid cases	533			

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

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