



Consumer intentions To buy Or renovate

A Look at Tomorrow's Customer Today

Calgary

Intentions Data Tables 2004



Canada



CONSUMER INTENTIONS TO BUY

A Look at Tomorrow's Customer Today

Calgary
Intentions Data Tables 2004



Canada

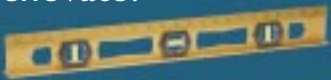
Definitions

How do we define someone who intends to purchase?



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

How do we define someone who intends to renovate?



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



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

The Right Information. Right Now.

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

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

Detailed Data for Your Market

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

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

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

Statistical Reliability of Data

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

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

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

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

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

Are you thinking about buying a principal place of residence sometimes in the next 12 months ?	
	Total
Population :	368532
Number of respondents :	3486
YES	53475 15% 477
NO	308386 84% 2945
Bought a home within past year	5147 1% 52
No answer	1524 0% 12

Chances of buying a home in next 12 months	
	Total
Population :	53475
Number of respondents :	477
HIGH	26165 49% 237
MODERATE	17916 34% 163
LOW	8919 17% 73
No answer	475 1% 4

Table 1 : Home purchase intenders	
Population :	44081
Number of respondents :	400
Moderate (looking to buy)	17916 41% 163
Strong (ready to buy)	26165 59% 237

Table 2 : Home purchase intender profile - Residence	
	Total
Population :	44081
Number of respondents :	400
Central	11773 27% 87
North West	5266 12% 37
North	5045 11% 50
North East	5042 11% 48
East	3197 7% 33
South East	1393 3% 15
South	7930 18% 89
West	4433 10% 41

Table 3 : Home purchase intender profile- age	
	Total
Population :	44081
Number of respondents :	400
18 to 24	3091 7% 25
25 to 34	12436 28% 107
35 to 44	12521 28% 120
45 to 54	8223 19% 80
55 to 64	3705 8% 33
65 +	1816 4% 16
No answer	2288 5% 19
Valid number :	41793
Mean:	40.06
Std. Deviation :	12.03

Table 4 : Home purchase intender profile - gender	
	Total
Population :	44001
Number of respondents :	399
Male	22553 51% 201
Female	21448 49% 198

Table 5 : Home purchase intender profile – own or rent current home	
	Total
Population :	44081
Number of respondents :	400
OWN	23424 53% 247
RENT	20657 47% 153

Table 6 : Home purchase intender profile – Household composition	
	Total
Population :	44081
Number of respondents :	400
One	8816 20% 56
Two	14296 32% 136
Three	8206 19% 84
Four	6708 15% 66
Five or more	5631 13% 54
No answer	424 1% 4
Valid number :	43657
Mean:	2.75
Std. Deviation:	1.47

Table 7 : Home purchase intender profile - Children under 18 years of age in household	
	Total
Population :	43560
Number of respondents :	395
Yes	16115 37% 160
No	27445 63% 235

Table 8 : Home purchase intender profile - Total household income	
	Total
Population :	44081
Number of respondents :	400
Under 20 K	1070 2% 8
20K to less than 40K	4798 11% 40
40K to less than 60K	7325 17% 64
60K to less than 80K	6309 14% 55
80K to less than 100K	6424 15% 60
100K to less than 120K	3733 8% 36
120K to less than 140K	4637 11% 36
140K to less than 160K	1306 3% 15
160K to less than 180K	428 1% 4
180K to less than 200K	143 0% 2
More than 200K	1378 3% 15
DK	1833 4% 19
No answer	4695 11% 46

Table 9 : Home purchase intenders	
	Total
Population :	44081
Number of respondents :	400
Moderate (looking to buy)	17916 41% 163
Strong (ready to buy)	26165 59% 237

Table 10 : Thought of buying home in last six months	
	Total
Population :	309910
Number of respondents :	2966
Yes	35346 11% 314
No	273970 88% 2647
DK	594 0% 5
No answer	0 0% 0

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

	Total
Population:	44081
Number of respondents:	400
North West Calgary	9831 22% 93
North East Calgary	2798 6% 27
North / Airdrie	1390 3% 10
Central Calgary	3670 8% 28
South	1331 3% 11
South East Calgary	4878 11% 47
South West Calgary	9322 21% 88
East	220 0% 3
West	74 0% 1
Outside city limits / Acreage	3877 9% 35
Outside market area	2469 6% 22
Other (specify)	1482 3% 13
Don't know	2738 6% 22
No response	0 0% 0

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

	Total
Population :	44081
Number of respondents :	400
Brand new/ Build	16583 38% 145
Pre-owned home	22186 50% 211
It depends	267 1% 3
Other	1298 3% 10
DK	3747 8% 31
No answer	0 0% 0

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

Table 13 : Type of home looking for / intending to buy	
	Total
Population :	44081
Number of respondents :	400
Single detached home	31532 72% 300
Semi-detached home / duplex	4078 9% 37
Row / Town house	3022 7% 22
Apartment	3952 9% 28
It depends	0 0% 0
Other	731 2% 5
DK	766 2% 8
No answer	0 0% 0

Table 14 : Would it be a condominium ?	
	Total
Population :	44081
Number of respondents :	400
YES	8972 20% 67
NO	34100 77% 325
DK	1009 2% 8
No answer	0 0% 0

Table 15 : Type of neighbourhood preferred : home looking for / intending to buy	
	Total
Population :	44081
Number of respondents :	400
New subdivision / development	11367 26% 102
Established neighbourhood	24387 55% 222
Acreage	3745 8% 35
It depends	550 1% 4
Other	205 0% 2
DK	3828 9% 35
No answer	0 0% 0

Table 16 : Price range of home looking for : Home looking for / intending to buy	
	Total
Population :	44081
Number of respondents :	400
Less than \$125K	1220 3% 12
\$125K to less than \$150K	2012 5% 15
\$150K to less than \$175K	4139 9% 33
\$175K to less than \$200K	4632 11% 36
\$200K to less than \$250K	12644 29% 110
\$250K to less than \$500K	14994 34% 147
More than \$500K	2977 7% 32
DK/Refusal	1463 3% 15
Valid number :	38155
Mean (in thousand dollars):	279.15
Std. Deviation :	246.65

Table 17 : Price range of home looking for compared to current home	
	Total
Owner only	
Population :	23424
Number of respondents :	247
More	13476 58% 140
Same	3311 14% 38
Less	6235 27% 65
DK	147 1% 1
No answer	255 1% 3

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

Table 18 : Size of home looking for / intending to purchase (sq ft)	
	Total
Population :	43928
Number of respondents :	398
Up to 1200 sq ft	10730 24% 91
1201-2000 sq ft	19603 45% 178
2001-3000 sq ft	5079 12% 55
Over 3000 sq ft	1242 3% 13
DK	7040 16% 59
No answer	234 1% 2
Valid number :	36655
Mean :	1687.64
Std. Deviation :	711.58

Table 19 : Size of home you are thinking of buying (in square feet) compared to your present residence	
	Total
Population :	44081
Number of respondents :	400
LARGER	25188 57% 219
SAME	11680 26% 109
SMALLER	6897 16% 69
DK	316 1% 3
No answer	0 0% 0

Table 20 : What made you decide not to buy a home now ?	
	Total
Population :	35346
Number of respondents :	314
CHANGE IN FINANCIAL SITUATION	6767 19% 54
CHANGE IN JOB SITUATION	2747 8% 20
COST IS TOO HIGH	13890 39% 126
General worry about the economy / not a good time to buy	1565 4% 11
Decided I like my house and neighbourhood	1695 5% 20
Just bought / built a home	266 1% 3

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

	Total
Population :	35346
Number of respondents :	314
Just renovated	393 1% 5
Cannot find the right house (size / design etc.)	1099 3% 11
Cannot find a suitable house in the right location	1908 5% 18
Cannot sell my existing home	269 1% 2
No longer the right time (Personal reasons: too old, children in school ...)	1976 6% 20
Too busy/ hassle / do not want to disrupt the family	827 2% 8
Prefer to rent / do not want to own	209 1% 2
Need to deal with debts / existing mortgage	649 2% 5
Renovation is a better option	141 0% 2
Personal reasons (specified or not)	2258 6% 22
Market value has raised too much	0 0% 0
Other	1694 5% 12
DK	314 1% 2
No answer	0 0% 0

Table 21 : Circumstances under which might consider buying a home	
	Total
Population :	44081
Number of respondents :	400
Size of house (bigger, smaller or better home)	13674 31% 134
Area (closer to... / farther than ...)	6476 15% 69
Market conditions	2138 5% 20
Becoming an owner	13780 31% 103
Investment	0 0% 0
Familial reasons	0 0% 0
Quality of life	0 0% 0
Apartment is too expensive (market is good)	0 0% 0
Other	7731 18% 71
DK	283 1% 3
No answer	0 0% 0

Table 22 : Listed your home for sale ?(owners)	
	Total
Owners only	
Population :	23424
Number of respondents :	247
YES	4263 18% 40
NO	19161 82% 207

Table 23 : Talked to a realtor about buying a home ?	
	Total
Population :	44081
Number of respondents :	400
YES	21473 49% 206
NO	22608 51% 194
DK	0 0% 0
No answer	0 0% 0

Table 24 : Read any publications for information on the housing market?	
	Total
Population :	44081
Number of respondents :	400
YES	27210 62% 250
NO	16784 38% 149
DK	87 0% 1
No answer	0 0% 0

Table 25 : Been pre-approved for a mortgage ?	
	Total
Population :	19811
Number of respondents :	182
YES	13459 68% 126
NO	5512 28% 48
DK	711 4% 7
No answer	129 1% 1

Table 26 : Talked to a financial institution about obtaining a mortgage ?	
	Total
Population :	44081
Number of respondents :	400
YES	19811 45% 182
NO	24270 55% 218
DK	0 0% 0
No answer	0 0% 0

Table 27 : Contacted a builder/ developer for information about a brand new home?	
	Total
Population :	44081
Number of respondents :	400
YES	13327 30% 124
NO	30754 70% 276
DK	0 0% 0
No answer	0 0% 0

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

Table 28 : In the last month, have you visited homes for sale ?	
	Total
Population :	44081
Number of respondents :	400
YES	22585 51% 211
NO	21133 48% 186
DK	205 0% 2
No answer	158 0% 1

Table 29 : Home purchase intentions by current residence of respondent

	Total	Current Residence							
		Central	North West	North	North East	East	South East	South	West
Population :	44081	11773	5266	5045	5042	3197	1393	7930	4433
Number of respondents :	400	87	37	50	48	33	15	89	41
Moderate (looking to buy)	17916 41%	5194 44%	1292 25%	1553 31%	2274 45%	2030 63%	1054 76%	2692 34%	1827 41%
	163	37	-- 11	17	21	+++ 21	11	29	16
Strong (ready to buy)	26165 59%	6579 56%	3974 75%	3492 69%	2768 55%	1167 37%	339 24%	5238 66%	2606 59%
	237	50	++ 26	33	27	--- 12	4	60	25

Table 30 : Home purchase intentions by Total household income

	Total	INCOME										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	37553	1070	4798	7325	6309	6424	3733	4637	1306	428	143	1378
Number of respondents :	335	8	40	64	55	60	36	36	15	4	2	15
Moderate (looking to buy)	15569 41%	811 76%	2493 52%	2741 37%	3023 48%	2625 41%	1203 32%	1283 28%	513 39%	151 35%	58 40%	669 49%
	137	6	21	23	24	25	12	- 11	6	1	1	7
Strong (ready to buy)	21984 59%	259 24%	2305 48%	4585 63%	3287 52%	3799 59%	2530 68%	3354 72%	792 61%	278 65%	86 60%	709 51%
	198	2	19	41	31	35	24	+ 25	9	3	1	8

Table 31 : Home purchase intentions by Own/Rent

	Total	Own or rent current home	
		Own	Rent
Population :	44081	23424	20657
Number of respondents :	400	247	153
Moderate (looking to buy)	17916 41% 163	9173 39% 101	8743 42% 62
Strong (ready to buy)	26165 59% 237	14251 61% 146	11914 58% 91

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	43657	8816	14296	8206	12339	16115	27445
Number of respondents :	396	56	136	84	120	160	235
Moderate (looking to buy)	17809 41% 162	3726 42% 22	5448 38% 50	3369 41% 36	5266 43% 54	6199 38% 67	11513 42% 94
Strong (ready to buy)	25848 59% 234	5090 58% 34	8849 62% 86	4836 59% 48	7074 57% 66	9916 62% 93	15932 58% 141

Table 33: Home purchase intentions by Respondent age

Table 33: Home purchase intentions by Respondent age							
	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	41793	3091	12436	12521	8223	3705	1816
Number of respondents :	381	25	107	120	80	33	16
Moderate (looking to buy)	17546 42%	1430 46%	5361 43%	4858 39%	3881 47%	907 24%	1109 61%
	159	11	43	48	38	-- 10	9
Strong (ready to buy)	24247 58%	1661 54%	7075 57%	7663 61%	4343 53%	2798 76%	707 39%
	222	14	64	72	42	++ 23	7

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

	Total	Would most likely purchase new or used home			
		Brand new/Build	Pre-owned home	Depend	Other
Population :	40334	16583	22186	267	1298
Number of respondents :	369	145	211	3	10
Moderate (looking to buy)	16028 40% 147	5918 36% 51	9562 43% 90	109 41% 1	440 34% 5
Strong (ready to buy)	24306 60% 222	10665 64% 94	12624 57% 121	158 59% 2	858 66% 5

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/duplex	Row/ town house	Apartment	Depend	Other
Population :	43315	31532	4078	3022	3952	0	731
Number of respondents :	392	300	37	22	28	0	5
Moderate (looking to buy)	17505 40% 159	13061 41% 126	1338 33% 11	836 28% 7	1859 47% 13	0 0% 0	410 56% 2
Strong(Ready to buy)	25810 60% 233	18471 59% 174	2740 67% 26	2185 72% 15	2093 53% 15	0 0% 0	321 44% 3

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

	Total	Price range of next home ?							
		Under \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$500K	Over \$500K	DK
Population :	44081	1220	2012	4139	4632	12644	14994	2977	1463
Number of respondents :	400	12	15	33	36	110	147	32	15
Moderate (looking to buy)	17916 41% 163	589 48% 5	1149 57% 8	1685 41% 13	2055 44% 16	4994 40% 42	5484 37% 59	1440 48% 15	519 35% 5
Strong (ready to buy)	26165 59% 237	630 52% 7	863 43% 7	2454 59% 20	2578 56% 20	7649 60% 68	9510 63% 88	1537 52% 17	944 65% 10

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

	Total	Size of home looking for/intending to purchase(sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	36655	10730	19603	5079	1242
Number of respondents :	337	91	178	55	13
Moderate (looking to buy)	13231 36%	4288 40%	6583 34%	1890 37%	470 38%
	125	33	66	21	5
Strong (ready to buy)	23424 64%	6442 60%	13020 66%	3189 63%	772 62%
	212	58	112	34	8

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

In which community are you most likely to buy a home ?													
	Total	North West Calgary	North East Calgary	North / Airdrie	Central Calgary	South	South East Calgary	South West Calgary	East	West	Outside city limits / Acreage	Outside market area	Other
Population:	41342	9831	2798	1390	3670	1331	4878	9322	220	74	3877	2469	1482
Number of respondents:	378	93	27	10	28	11	47	88	3	1	35	22	13
Moderate (Looking to buy)	16525 40% 151	2584 26% 27	1539 55% 14	184 13% 2	1696 46% 13	740 56% 5	2608 53% 23	4185 45% 40	160 73% 2	0 0% 0	1888 49% 18	460 19% 4	481 32% 3
Strong (Ready to buy)	24818 60% 227	7247 74% 66	1259 45% 13	1206 87% 8	1974 54% 15	591 44% 6	2271 47% 24	5137 55% 48	60 27% 1	74 100% 1	1989 51% 17	2009 81% 18	1000 68% 10

Table 39 : Home purchase intentions by Type of neighbourhood preferred

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	40253	11367	24387	3745	550	205
Number of respondents :	365	102	222	35	4	2
Moderate (looking to buy)	15652 39%	3631 32%	10059 41%	1822 49%	140 25%	0 0%
	143	- 34	91	17	1	0
Strong (ready to buy)	24601 61%	7736 68%	14328 59%	1923 51%	410 75%	205 100%
	222	+ 68	131	18	3	2

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

	Total	Price range of next home ?							
		Under \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$500K	Over \$500K	DK
Population :	44081	1220	2012	4139	4632	12644	14994	2977	1463
Number of respondents :	400	12	15	33	36	110	147	32	15
Single detached home	31532 72% 300	614 50% 7	663 33% 6	1699 41% 15	3719 80% 29	9508 75% 86	11992 80% 121	2451 82% 27	887 61% 9
Semi-detached home/ duplex	4078 9% 37	0 0% 0	259 13% 2	1059 26% 9	567 12% 4	707 6% 6	978 7% 11	417 14% 4	92 6% 1
Row/Town house	3022 7% 22	126 10% 1	228 11% 2	860 21% 5	346 7% 3	646 5% 5	681 5% 5	0 0% 0	134 9% 1
Apartment	3952 9% 28	480 39% 4	443 22% 3	383 9% 3	0 0% 0	1567 12% 11	968 6% 6	0 0% 0	111 8% 1
It depends	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
Other	731 2% 5	0 0% 0	272 14% 1	138 3% 1	0 0% 0	123 1% 1	89 1% 1	109 4% 1	0 0% 0
DK	766 2% 8	0 0% 0	148 7% 1	0 0% 0	0 0% 0	93 1% 1	287 2% 3	0 0% 0	238 16% 3

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	36655	10730	19603	5079	1242
Number of respondents :	337	91	178	55	13
Single detached home	26758 73% ---- 257	4787 45% ---- 47	16388 84% ++++ 149	4548 90% +++ 50	1035 83% 11
Semi-detached home / duplex	3582 10% 33	1390 13% 12	1455 7% 14	531 10% 5	207 17% 2
Row / Town house	2204 6% 17	1096 10% ++ 8	1108 6% 9	0 0% -- 0	0 0% 0
Apartment	3673 10% 26	3253 30% ++++ 22	421 2% ---- 4	0 0% --- 0	0 0% 0
It depends	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001 -3000 sq ft	Over 3000 sq ft
Population :	36655	10730	19603	5079	1242
Number of respondents :	337	91	178	55	13
Other	232 1%	0 0%	232 1%	0 0%	0 0%
	2	0	2	0	0
DK	205 1%	205 2% ++	0 0%	0 0%	0 0%
	2	2	0	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0

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

In which community are you most likely to buy a home ?													
	Total	North West Calgary	North East Calgary	North / Airdrie	Central Calgary	South	South East Calgary	South West Calgary	East	West	Outside city limits / Acreage	Outside market area	Other
Population:	41342	9831	2798	1390	3670	1331	4878	9322	220	74	3877	2469	1482
Number of respondents:	378	93	27	10	28	11	47	88	3	1	35	22	13
Single detached home	30087 73% 287	7497 76% 71	2304 82% 22	1301 94% 9	810 22% 9	592 44% 6	4104 84% 40	7075 76% 70	220 100% 3	74 100% 1	3504 90% 32	1798 73% 16	808 55% 8
Semi-detached home / duplex	3895 9% 36	1199 12% 12	237 8% 3	89 6% 1	311 8% 3	75 6% 1	171 4% 2	1036 11% 8	0 0% 0	0 0% 0	136 4% 1	215 9% 2	426 29% 3
Row / town house	2351 6% 18	837 9% 7	134 5% 1	0 0% 0	704 19% 4	0 0% 0	389 8% 3	231 2% 2	0 0% 0	0 0% 0	0 0% 0	57 2% 1	0 0% 0
Apartment	3846 9% 27	176 2% 2	124 4% 1	0 0% 0	1845 50% 12	318 24% 2	106 2% 1	806 9% 6	0 0% 0	0 0% 0	149 4% 1	322 13% 2	0 0% 0
It depends	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0
Other	731 2% 5	123 1% 1	0 0% 0	0 0% 0	0 0% 0	272 20% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	89 2% 1	0 0% 0	247 17% 2

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

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	40253	11367	24387	3745	550	205
Number of respondents :	365	102	222	35	4	2
Single detached home	28921 72%	9462 83% +++	15529 64% ----	3306 88% ++	550 100%	74 36%
	276	85	154	32	4	1
Semi-detached home / duplex	3609 9%	1162 10%	1966 8%	351 9%	0 0%	131 64%
	33	12	18	2	0	1
Row / town house	2704 7%	577 5%	2127 9% +	0 0% -	0 0%	0 0%
	20	4	16	0	0	0
Apartment	3799 9%	165 1%	3634 15% ++++	0 0% --	0 0%	0 0%
	26	1	25	0	0	0
It depends	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0

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

	Total	Location of new home ?				
		New subdivision /development	Established neighbourhood	Acreage	It depends	Other
Population :	40253	11367	24387	3745	550	205
Number of respondents :	365	102	222	35	4	2
Other	731 2%	0 0%	642 3%	89 2%	0 0%	0 0%
	5	0	4	1	0	0
DK	489 1%	0 0%	489 2%	0 0%	0 0%	0 0%
	5	0	5	0	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0

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

	Total	Own or rent current home	
		Own	Rent
Population :	44081	23424	20657
Number of respondents :	400	247	153
Single detached home	31532 72%	18341 78% +++	13191 64% ---
	300	196	104
Semi-detached home / duplex	4078 9%	2174 9%	1904 9%
	37	23	14
Row / Town house	3022 7%	693 3% ----	2328 11% ++++
	22	8	14
Apartment	3952 9%	1702 7%	2250 11%
	28	14	14
It depends	0 0%	0 0%	0 0%
	0	0	0
Other	731 2%	198 1%	533 3%
	5	2	3

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

	Total	Own or rent current home	
		Own	Rent
Population :	44081	23424	20657
Number of respondents :	400	247	153
DK	766 2%	316 1%	450 2%
	8	4	4
No answer	0 0%	0 0%	0 0%
	0	0	0

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	43657	8816	14296	8206	12339	16115	27445
Number of respondents :	396	56	136	84	120	160	235
Single detached home	31318 72%	2883 33%	10589 74%	6635 81%	11210 91%	14275 89%	16946 62%
	298	20	101	68	109	141	156
Semi-detached home / duplex	4078 9%	1431 16%	1254 9%	621 8%	772 6%	1051 7%	3026 11%
	37	10	12	7	8	11	26
Row/ town house	3022 7%	1870 21%	585 4%	287 4%	280 2%	396 2%	2625 10%
	22	11	6	3	2	4	18
Apartment	3850 9%	2222 25%	1291 9%	337 4%	0 0%	258 2%	3592 13%
	27	13	11	3	0	2	25
It depends	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0
Other	731 2%	410 5%	89 1%	232 3%	0 0%	0 0%	731 3%
	5	2	1	2	0	0	5

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	43657	8816	14296	8206	12339	16115	27445
Number of respondents :	396	56	136	84	120	160	235
DK	659 2%	0 0%	488 3% ++	93 1%	77 1%	135 1%	524 2%
	7	0	5	1	1	2	5
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	41793	3091	12436	12521	8223	3705	1816
Number of respondents :	381	25	107	120	80	33	16
Single detached home	29634 71%	2266 73%	7386 59%	10097 81%	6879 84%	2450 66%	556 31%
	285	19	70	98	70	22	6
Semi-detached home / duplex	3955 9%	182 6%	1643 13%	1179 9%	173 2%	462 12%	316 17%
	36	1	14	11	2	5	3
Row / Town house	3022 7%	411 13%	1065 9%	748 6%	464 6%	334 9%	0 0%
	22	3	7	6	3	3	0
Apartment	3850 9%	93 3%	1496 12%	258 2%	709 9%	351 9%	944 52%
	27	1	10	2	5	2	7
It depends	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 47 : Type of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	41793	3091	12436	12521	8223	3705	1816
Number of respondents :	381	25	107	120	80	33	16
Other	731 2%	138 4%	395 3%	89 1%	0 0%	109 3%	0 0%
	5	1	2	1	0	1	0
DK	601 1%	0 0%	450 4% ++	151 1%	0 0%	0 0%	0 0%
	6	0	4	2	0	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Price range of next home ?							
		Under \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$500K	Over \$500K	DK
Population :	43928	1160	2012	4046	4632	12644	14994	2977	1463
Number of respondents :	398	11	15	32	36	110	147	32	15
Up to 1200 sq ft	10730 24% 91	554 48% 6	1070 53% 8	2074 51% 16	1107 24% 10	3499 28% 29	1944 13% 17	237 8% 2	246 17% 3
1201-2000 sq ft	19603 45% 178	201 17% 2	421 21% 4	1526 38% 12	2153 46% 17	6661 53% 57	7796 52% 77	543 18% 6	302 21% 3
2001-3000 sq ft	5079 12% 55	0 0% 0	0 0% 0	0 0% 0	114 2% 1	349 3% 4	3204 21% 35	1412 47% 15	0 0% 0
Over 3000 sq ft	1242 3% 13	0 0% 0	0 0% 0	0 0% 0	0 0% 0	89 1% 1	373 2% 3	719 24% 8	60 4% 1
DK	7040 16% 59	404 35% 3	521 26% 3	446 11% 4	1258 27% 8	2046 16% 19	1555 10% 14	66 2% 1	743 51% 7
No answer	234 1% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	122 1% 1	0 0% 0	111 8% 1
Valid number	36655	756	1491	3600	3374	10598	13318	2911	608
Mean :	1687.64	1095.03	1070.03	1226.54	1430.41	1464.93	1886.27	2890.82	1867.73

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

	Total	Price range of next home ?							
		Under \$125K	\$125K to less than \$150K	\$150K to less than \$175K	\$175K to less than \$200K	\$200K to less than \$250K	\$250K to less than \$500K	Over \$500K	DK
Population :	43928	1160	2012	4046	4632	12644	14994	2977	1463
Number of respondents :	398	11	15	32	36	110	147	32	15
Std. Deviation :	711.58	279.94	421.23	234.08	292.10	400.93	605.59	1066.04	1111.64

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	40181	16523	22093	267	1298
Number of respondents :	367	144	210	3	10
Up to 1200 sq ft	9744 24%	3224 20%	6423 29%	0 0%	96 7%
	83	- 24	++ 58	0	1
1201-2000 sq ft	18227 45%	7645 46%	9574 43%	181 68%	828 64%
	166	65	94	2	5
2001-3000 sq ft	4899 12%	3006 18%	1722 8%	0 0%	170 13%
	53	+++ 33	--- 18	0	2
Over 3000 sq ft	1242 3%	905 5%	223 1%	0 0%	114 9%
	13	++ 10	-- 2	0	1
DK	5835 15%	1743 11%	3917 18%	87 32%	89 7%
	50	- 12	+ 36	1	1

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ Build	Pre-owned home	It depends	Other
Population :	40181	16523	22093	267	1298
Number of respondents :	367	144	210	3	10
No answer	234 1%	0 0%	234 1%	0 0%	0 0%
	2	0	2	0	0
Valid number :	36655	14780	17943	181	1209
Mean :	1687.64	1840.87	1566.59	1400.00	2174.12
Std. Deviation :	711.58	818.31	579.29	0.00	954.91

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	43162	31472	4078	3022	3859	0	731
Number of respondents :	390	299	37	22	27	0	5
Up to 1200 sq ft	10525 24%	4787 15%	1390 34%	1096 36%	3253 84%	0 0%	0 0%
	89	47	12	8	22	0	0
1201-2000 sq ft	19603 45%	16388 52%	1455 36%	1108 37%	421 11%	0 0%	232 32%
	178	149	14	9	4	0	2
2001-3000 sq ft	5079 12%	4548 14%	531 13%	0 0%	0 0%	0 0%	0 0%
	55	50	5	0	0	0	0
Over 3000 sq ft	1242 3%	1035 3%	207 5%	0 0%	0 0%	0 0%	0 0%
	13	11	2	0	0	0	0
DK	6479 15%	4603 15%	496 12%	695 23%	186 5%	0 0%	499 68%
	53	41	4	4	1	0	3

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	43162	31472	4078	3022	3859	0	731
Number of respondents :	390	299	37	22	27	0	5
No answer	234 1%	111 0%	0 0%	122 4%	0 0%	0 0%	0 0%
	2	1	0	1	0	0	0
Valid number :	36655	26758	3582	2204	3673	0	232
Mean :	1687.64	1807.18	1731.40	1306.42	1027.26	*	1734.93
Std. Deviation :	711.58	697.09	884.36	293.76	228.29	*	250.08

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

	Total	Location of new home ?				
		New subdivision/development	Established neighbourhood	Acreage	It depends	Other
Population :	40100	11307	24294	3745	550	205
Number of respondents :	363	101	221	35	4	2
Up to 1200 sq ft	10377 26%	1795 16%	8069 33%	381 10%	0 0%	131 64%
	87	14 ---	68 ++++	4 --	0	1
1201-2000 sq ft	17779 44%	6480 57%	9286 38%	1389 37%	550 100%	74 36%
	161	55 +++	90 ---	11	4	1
2001-3000 sq ft	4846 12%	1999 18%	2287 9%	559 15%	0 0%	0 0%
	52	22 ++	23 -	7	0	0
Over 3000 sq ft	1242 3%	408 4%	460 2%	374 10%	0 0%	0 0%
	13	5	4	4 ++	0	0
DK	5624 14%	625 6%	3957 16%	1042 28%	0 0%	0 0%
	48	5 ---	34	9 ++	0	0

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

	Total	Location of new home ?				
		New subdivision/development	Established neighbourhood	Acreage	It depends	Other
Population :	40100	11307	24294	3745	550	205
Number of respondents :	363	101	221	35	4	2
No answer	234 1%	0 0%	234 1%	0 0%	0 0%	0 0%
	2	0	2	0	0	0
Valid number :	36655	10682	20103	2703	550	205
Mean :	1687.64	1819.43	1555.81	2247.60	1632.67	1416.75
Std. Deviation :	711.58	677.36	640.08	1162.72	106.68	288.92

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

In which community are you most likely to buy a home ?													
	Total	North West Calgary	North East Calgary	North / Airdrie	Central Calgary	South	South East Calgary	South West Calgary	East	West	Outside city limits / Acreage	Outside market area	Other
Population:	41189	9831	2798	1390	3577	1331	4878	9262	220	74	3877	2469	1482
Number of respondents:	376	93	27	10	27	11	47	87	3	1	35	22	13
Up to 1200 sq ft	9861 24% 83	2278 23% 22	790 28% 7	165 12% 2	2283 64% 15	318 24% 2	693 14% 6	1690 18% 14	0 0% 0	0 0% 0	552 14% 5	645 26% 7	447 30% 3
1201- 2000 sq ft	18702 45% 171	5229 53% 48	1289 46% 13	1103 79% 7	651 18% 6	349 26% 4	2239 46% 23	3948 43% 39	80 36% 1	74 100% 1	1825 47% 14	1240 50% 9	675 46% 6
2001- 3000 sq ft	5079 12% 55	1088 11% 12	0 0% 0	122 9% 1	272 8% 3	0 0% 0	794 16% 9	1624 18% 16	60 27% 1	0 0% 0	802 21% 9	143 6% 2	175 12% 2
Over 3000 sq ft	1242 3% 13	421 4% 4	0 0% 0	0 0% 0	0 0% 0	78 6% 1	89 2% 1	607 7% 6	0 0% 0	0 0% 0	0 0% 0	0 0% 0	47 3% 1
Don't know	6072 15% 52	693 7% 6	720 26% 7	0 0% 0	371 10% 3	586 44% 4	1064 22% 8	1282 14% 11	80 36% 1	0 0% 0	698 18% 7	442 18% 4	138 9% 1
No response	234 1% 2	122 1% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0	111 1% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0

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

In which community are you most likely to buy a home ?													
	Total	North West Calgary	North East Calgary	North / Airdrie	Central Calgary	South	South East Calgary	South West Calgary	East	West	Outside city limits / Acreage	Outside market area	Other
Population:	41189	9831	2798	1390	3577	1331	4878	9262	220	74	3877	2469	1482
Number of respondents:	376	93	27	10	27	11	47	87	3	1	35	22	13
Valid number:	36655	9017	2079	1390	3206	744	3815	7869	140	74	3180	2028	1343
Mean:	1687.64	1768.56	1356.96	1623.74	1234.45	1646.05	1729.58	1923.77	2315.75	1800.00	1782.93	1500.76	1760.45
Std. Deviation:	711.58	784.65	289.31	299.20	503.53	721.34	534.70	868.45	596.19	0.00	529.61	512.45	835.31

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	37400	1070	4798	7232	6309	6424	3733	4637	1245	428	143	1378
Number of respondents :	333	8	40	63	55	60	36	36	14	4	2	15
Up to 1200 sq ft	9549 26%	259 24%	1565 33%	2229 31%	2476 39%	1556 24%	416 11%	849 18%	101 8%	0 0%	0 0%	96 7%
	78	2	14	18	20 ++	12	4 --	6	1	0	0	1
1201-2000 sq ft	17035 46%	193 18%	1815 38%	3721 51%	2391 38%	2810 44%	1926 52%	2535 55%	775 62%	336 79%	143 100%	390 28%
	155	2	15	34	23	28	19	16	9	3	2	4
2001-3000 sq ft	3832 10%	128 12%	178 4%	272 4%	304 5%	682 11%	790 21%	737 16%	280 23%	92 21%	0 0%	369 27%
	42	1	2	3	3	8	8 ++	9	3	1	0	4
Over 3000 sq ft	888 2%	0 0%	0 0%	0 0%	91 1%	157 2%	0 0%	116 3%	0 0%	0 0%	0 0%	524 38%
	10	0	0	0	1	2	0	1	0	0	0	6
DK	5973 16%	489 46%	1240 26%	889 12%	1047 17%	1218 19%	601 16%	400 9%	89 7%	0 0%	0 0%	0 0%
	47	3	9 +	7	8	10	5	4	1	0	0	0

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	37400	1070	4798	7232	6309	6424	3733	4637	1245	428	143	1378
Number of respondents :	333	8	40	63	55	60	36	36	14	4	2	15
No answer	122 0%	0 0%	0 0%	122 2% ++ 1	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Valid number	36655	581	3558	6221	5262	5206	3132	4237	1156	428	143	1378
Mean :	1687.64	1498.77	1299.62	1438.49	1456.52	1683.51	1796.77	1820.89	1925.62	1823.76	2000.00	2939.19
Std. Deviation :	711.58	593.36	443.43	371.16	546.31	588.15	462.05	706.68	543.76	351.18	0.37	1261.99

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	43928	23364	20564	0	0
Number of respondents :	398	246	152	0	0
Up to 1200 sq ft	10730 24%	4876 21%	5855 28%	0 0%	0 0%
	91	- 50	+ 41	0	0
1201-2000 sq ft	19603 45%	11277 48%	8326 40%	0 0%	0 0%
	178	113	65	0	0
2001-3000 sq ft	5079 12%	4047 17%	1032 5%	0 0%	0 0%
	55	++++ 46	---- 9	0	0
Over 3000 sq ft	1242 3%	948 4%	294 1%	0 0%	0 0%
	13	11	2	0	0
DK	7040 16%	2216 9%	4824 23%	0 0%	0 0%
	59	---- 26	++++ 33	0	0
No answer	234 1%	0 0%	234 1%	0 0%	0 0%
	2	- 0	+ 2	0	0

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

	Own or rent current home				
	Total	Own	Rent	DK	No answer
Population :	43928	23364	20564	0	0
Number of respondents :	398	246	152	0	0
Valid number :	36655	21148	15506	0	0
Mean :	1687.64	1824.77	1500.62	*	*
Std. Deviation :	711.58	765.02	581.50	*	*

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	43504	8816	14203	8206	12279	16115	27292
Number of respondents :	394	56	135	84	119	160	233
Up to 1200 sq ft	10521 24%	4035 46%	2994 21%	1428 17%	2064 17%	2593 16%	7831 29%
	89	++++ 26	29	14	20	25	63
1201-2000 sq ft	19496 45%	2769 31%	7479 53%	4277 52%	4972 40%	7371 46%	12125 44%
	177	-- 19	++ 69	44	45	70	107
2001-3000 sq ft	5079 12%	261 3%	1208 9%	1252 15%	2358 19%	3164 20%	1915 7%
	55	-- 2	13	14	26	35	20
Over 3000 sq ft	1242 3%	0 0%	211 1%	97 1%	933 8%	1030 6%	211 1%
	13	0	3	1	9	10	3
DK	6932 16%	1751 20%	2190 15%	1040 13%	1952 16%	1957 12%	4975 18%
	58	9	20	10	19	20	38
No answer	234 1%	0 0%	122 1%	111 1%	0 0%	0 0%	234 1%
	2	0	1	1	0	0	2

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	43504	8816	14203	8206	12279	16115	27292
Number of respondents :	394	56	135	84	119	160	233
Valid number :	36655	7065	11891	7055	10327	14158	22083
Mean :	1687.64	1311.47	1607.42	1730.14	2026.97	1957.20	1525.67
Std. Deviation :	711.58	407.95	542.75	529.08	958.04	874.66	518.93

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	41640	2998	12376	12521	8223	3705	1816
Number of respondents :	379	24	106	120	80	33	16
Up to 1200 sq ft	10164 24%	158 5%	3206 26%	2530 20%	2740 33%	653 18%	878 48%
	85	1	25	25	++ 22	5	7
1201-2000 sq ft	18724 45%	1549 52%	5762 47%	5446 43%	2801 34%	2660 72%	506 28%
	173	13	55	48	-- 29	+++ 23	5
2001-3000 sq ft	4827 12%	109 4%	728 6%	1969 16%	1656 20%	177 5%	189 10%
	53	1	-- 7	+ 22	+++ 19	2	2
Over 3000 sq ft	1242 3%	0 0%	97 1%	755 6%	342 4%	47 1%	0 0%
	13	0	1	++ 7	4	1	0
DK	6561 16%	1060 35%	2584 21%	1821 15%	685 8%	169 5%	243 13%
	54	8	+ 18	18	-- 6	- 2	2
No answer	122 0%	122 4%	0 0%	0 0%	0 0%	0 0%	0 0%
	1	1	0	0	0	0	0

Table 56 : Size of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	41640	2998	12376	12521	8223	3705	1816
Number of respondents :	379	24	106	120	80	33	16
Valid number :	36655	1816	9792	10700	7539	3537	1573
Mean :	1687.64	1643.80	1531.73	1843.96	1774.89	1670.73	1424.79
Std. Deviation :	711.58	463.67	519.20	835.66	825.39	541.04	628.00

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	40334	16583	22186	267	1298
Number of respondents :	369	145	211	3	10
Under \$125K	1110 3% 11	60 0% 1	1050 5% 10	0 0% 0	0 0% 0
\$125K to less than \$150K	1906 5% 14	1052 6% 7	854 4% 7	0 0% 0	0 0% 0
\$150K to less than \$175K	3833 10% 31	1305 8% 9	2455 11% 21	0 0% 0	73 6% 1
\$175K to less than \$200K	4430 11% 35	2295 14% 15	2135 10% 20	0 0% 0	0 0% 0
\$200K to less than \$250K	10961 27% 97	4071 25% 36	6265 28% 59	109 41% 1	516 40% 1
\$250K to less than \$500K	13724 34% 135	5610 34% 53	7657 35% 76	72 27% 1	385 30% 5
Over \$500K	2977 7% 32	1795 11% 20	858 4% 9	0 0% 0	323 25% 3

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

	Total	Would most likely purchase new or used home ?			
		Brand new/ build	Pre-owned home	It depends	Other
Population :	40334	16583	22186	267	1298
Number of respondents :	369	145	211	3	10
DK / NR	1393 3% 14	395 2% 4	911 4% 9	87 32% 1	0 0% 0

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	43315	31532	4078	3022	3952	0	731
Number of respondents :	392	300	37	22	28	0	5
Under \$125K	1220 3% 12	614 2% 7	0 0% 0	126 4% 1	480 12% 4	0 0% 0	0 0% 0
\$125k to less than \$150K	1864 4% 14	663 2% 6	259 6% 2	228 8% 2	443 11% 3	0 0% 0	272 37% 1
\$150K to less than \$175K	4139 10% 33	1699 5% 15	1059 26% 9	860 28% 5	383 10% 3	0 0% 0	138 19% 1
\$175K to less than \$200K	4632 11% 36	3719 12% 29	567 14% 4	346 11% 3	0 0% 0	0 0% 0	0 0% 0
\$200K to less than \$250K	12551 29% 109	9508 30% 86	707 17% 6	646 21% 5	1567 40% 11	0 0% 0	123 17% 1
\$250K to less than \$500K	14708 34% 144	11992 38% 121	978 24% 11	681 23% 5	968 25% 6	0 0% 0	89 12% 1
Over \$500K	2977 7% 32	2451 8% 27	417 10% 4	0 0% 0	0 0% 0	0 0% 0	109 15% 1

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

	Total	What type of home structure would you purchase ?					
		Single detached home	Semi-detached home/ duplex	Row/ Town house	Apartment	It depends	Other
Population :	43315	31532	4078	3022	3952	0	731
Number of respondents :	392	300	37	22	28	0	5
DK/NR	1224	887	92	134	111	0	0
	3%	3%	2%	4%	3%	0%	0%
	12	9	1	1	1	0	0

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	36655	10730	19603	5079	1242
Number of respondents :	337	91	178	55	13
Under \$125K	756 2% 8	554 5% 6	201 1% 2	0 0% 0	0 0% 0
\$125k to less than \$150K	1491 4% 12	1070 10% 8	421 2% 4	0 0% 0	0 0% 0
\$150K to less than \$175K	3600 10% 28	2074 19% 16	1526 8% 12	0 0% 0	0 0% 0
\$175K to less than \$200K	3374 9% 28	1107 10% 10	2153 11% 17	114 2% 1	0 0% 0
\$200K to less than \$250K	10598 29% 91	3499 33% 29	6661 34% 57	349 7% 4	89 7% 1
\$250K to less than \$500K	13318 36% 132	1944 18% 17	7796 40% 77	3204 63% 35	373 30% 3
Over \$500K	2911 8% 31	237 2% 2	543 3% 6	1412 28% 15	719 58% 8

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

	Total	Size of home looking for/intending to purchase (sq ft)			
		Up to 1200 sq ft	1201-2000 sq ft	2001-3000 sq ft	Over 3000 sq ft
Population :	36655	10730	19603	5079	1242
Number of respondents :	337	91	178	55	13
DK/Refusal	608 2% 7	246 2% 3	302 2% 3	0 0% 0	60 5% 1

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

In which community are you most likely to buy a home ?													
	Total	North West Calgary	North East Calgary	North / Airdrie	Central Calgary	South	South East Calgary	South West Calgary	East	West	Outside city limits / Acreage	Outside market area	Other
Population:	41342	9831	2798	1390	3670	1331	4878	9322	220	74	3877	2469	1482
Number of respondents :	378	93	27	10	28	11	47	88	3	1	35	22	13
Under \$125K	1094 3% 11	197 2% 2	342 12% 3	0 0% 0	97 3% 1	0 0% 0	0 0% 0	60 1% 1	0 0% 0	0 0% 0	76 2% 1	322 13% 3	0 0% 0
\$125K - \$150K	1758 4% 13	330 3% 3	118 4% 1	0 0% 0	234 6% 1	272 20% 1	249 5% 2	0 0% 0	0 0% 0	0 0% 0	339 9% 3	216 9% 2	0 0% 0
\$150K - \$175K	3937 10% 32	1019 10% 8	109 4% 1	273 20% 3	714 19% 6	0 0% 0	561 12% 4	530 6% 4	80 36% 1	0 0% 0	100 3% 1	103 4% 1	447 30% 3
\$175K - \$200K	4514 11% 35	425 4% 4	862 31% 7	516 37% 1	183 5% 1	58 4% 1	1015 21% 8	625 7% 5	80 36% 1	0 0% 0	367 9% 3	122 5% 2	260 18% 2
\$200K - \$250K	11463 28% 100	2489 25% 22	687 25% 8	406 29% 4	1287 35% 9	492 37% 3	1128 23% 12	2821 30% 26	0 0% 0	0 0% 0	1012 26% 10	878 36% 4	262 18% 2
\$250 - \$500K	14266 35% 141	4526 46% 45	340 12% 4	195 14% 2	883 24% 7	358 27% 4	1647 34% 18	3433 37% 33	60 27% 1	74 100% 1	1864 48% 15	649 26% 8	239 16% 3

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

In which community are you most likely to buy a home ?													
	Total	North West Calgary	North East Calgary	North / Airdrie	Central Calgary	South	South East Calgary	South West Calgary	East	West	Outside city limits / Acreage	Outside market area	Other
Population:	41342	9831	2798	1390	3670	1331	4878	9322	220	74	3877	2469	1482
Number of respondents :	378	93	27	10	28	11	47	88	3	1	35	22	13
Over \$500K	2977 7% 32	777 8% 8	129 5% 1	0 0% 0	272 7% 3	78 6% 1	171 4% 2	1159 12% 12	0 0% 0	0 0% 0	119 3% 2	0 0% 0	273 18% 3
DK/NR	1334 3% 14	70 1% 1	212 8% 2	0 0% 0	0 0% 0	74 6% 1	107 2% 1	693 7% 7	0 0% 0	0 0% 0	0 0% 0	179 7% 2	0 0% 0

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

	Total	Location of new home ?				
		New subdivision/ development	Established neighbourhood	Acreage	It depends	Other
Population :	40253	11367	24387	3745	550	205
Number of respondents :	365	102	222	35	4	2
Under \$125K	1036 3% 10	183 2% 2	775 3% 7	79 2% 1	0 0% 0	0 0% 0
\$125k to less than \$150K	2012 5% 15	255 2% 2	1567 6% 11	190 5% 2	0 0% 0	0 0% 0
\$150K to less than \$175K	3904 10% 31	806 7% 7	2998 12% 23	100 3% 1	0 0% 0	0 0% 0
\$175K to less than \$200K	4247 11% 34	1553 14% 9	2129 9% 21	435 12% 3	0 0% 0	131 64% 1
\$200K to less than \$250K	11194 28% 99	3534 31% 29	6620 27% 60	634 17% 7	406 74% 3	0 0% 0
\$250K to less than \$500K	13731 34% 132	4215 37% 44	7658 31% 73	1640 44% 13	144 26% 1	74 36% 1
Over \$500K	2977 7% 32	761 7% 8	1634 7% 17	581 16% 7	0 0% 0	0 0% 0
DK/NR	1151 3% 12	60 1% 1	1004 4% 10	87 2% 1	0 0% 0	0 0% 0

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

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	Over 200K
Population :	37553	1070	4798	7325	6309	6424	3733	4637	1306	428	143	1378
Number of respondents :	335	8	40	64	55	60	36	36	15	4	2	15
Under \$125K	1141 3% 11	186 17% 1	359 7% 3	199 3% 2	74 1% 1	97 2% 1	57 2% 1	109 2% 1	60 5% 1	0 0% 0	0 0% 0	0 0% 0
\$125k to less than \$150K	1770 5% 13	241 23% 2	797 17% 5	359 5% 3	148 2% 1	153 2% 1	0 0% 0	72 2% 1	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$150K to less than \$175K	3646 10% 28	275 26% 2	392 8% 3	1621 22% 12	931 15% 7	198 3% 2	0 0% 0	228 5% 2	0 0% 0	0 0% 0	0 0% 0	0 0% 0
\$175K to less than \$200K	3659 10% 30	0 0% 0	1188 25% 9	721 10% 5	923 15% 7	346 5% 4	161 4% 2	159 3% 1	58 4% 1	103 24% 1	0 0% 0	0 0% 0
\$200K to less than \$250K	11246 30% 96	165 15% 1	1382 29% 13	2766 38% 26	2261 36% 19	2178 34% 20	897 24% 7	1311 28% 7	89 7% 1	0 0% 0	0 0% 0	197 14% 2
\$250K to less than \$500K	12886 34% 123	203 19% 2	482 10% 5	1531 21% 15	1603 25% 16	3173 49% 28	2187 59% 22	2265 49% 19	784 60% 9	233 54% 2	143 100% 2	282 20% 3
Over \$500K	2482 7% 27	0 0% 0	0 0% 0	129 2% 1	277 4% 3	207 3% 3	70 2% 1	493 11% 5	315 24% 3	92 21% 1	0 0% 0	899 65% 10
DK/NR	725 2% 7	0 0% 0	198 4% 2	0 0% 0	92 1% 1	74 1% 1	361 10% 3	0 0% 0	0 0% 0	0 0% 0	0 0% 0	0 0% 0

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

	Total	Own or rent current home	
		Own	Rent
Population :	44081	23424	20657
Number of respondents :	400	247	153
Under \$125K	1220 3% 12	567 2% 7	653 3% 5
\$125k to less than \$150K	2012 5% 15	625 3% 6	1388 7% 9
\$150K to less than \$175K	4139 9% 33	1115 5% 12	3024 15% 21
\$175K to less than \$200K	4632 11% 36	1889 8% 17	2744 13% 19
\$200K to less than \$250K	12644 29% 110	5511 24% 55	7132 35% 55
\$250K to less than \$500K	14994 34% 147	10311 44% 112	4683 23% 35
Over \$500K	2977 7% 32	2550 11% 28	427 2% 4
DK/Refusal	1463 3% 15	857 4% 10	606 3% 5

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	43657	8816	14296	8206	12339	16115	27445
Number of respondents :	396	56	136	84	120	160	235
Under \$125K	1220 3% 12	312 4% 2	387 3% 4	382 5% 4	139 1% 2	385 2% 4	835 3% 8
\$125k to less than \$150K	1910 4% 14	868 10% 5	568 4% 5	72 1% 1	402 3% 3	367 2% 3	1543 6% 11
\$150K to less than \$175K	4139 9% 33	1358 15% 9	1645 12% 13	554 7% 5	583 5% 6	947 6% 9	3192 12% 24
\$175K to less than \$200K	4525 10% 35	1020 12% 6	1112 8% 10	847 10% 8	1546 13% 11	1657 10% 12	2868 10% 23
\$200K to less than \$250K	12536 29% 109	2771 31% 18	3504 25% 33	2674 33% 26	3587 29% 32	4805 30% 44	7732 28% 65
\$250K to less than \$500K	14994 34% 147	2371 27% 15	5931 41% 58	2604 32% 29	4089 33% 45	5457 34% 61	9441 34% 85
Over \$500K	2977 7% 32	117 1% 1	496 3% 6	762 9% 8	1601 13% 17	1983 12% 21	993 4% 11

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

	Total	Household size				Children under 18 in household	
		One	Two	Three	Four or more	Yes	No
Population :	43657	8816	14296	8206	12339	16115	27445
Number of respondents :	396	56	136	84	120	160	235
DK/Refusal	1355 3%	0 0%	653 5%	310 4%	393 3%	514 3%	841 3%
	14	0	7	3	4	6	8

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	41793	3091	12436	12521	8223	3705	1816
Number of respondents :	381	25	107	120	80	33	16
Under \$125K	1220 3% 12	123 4% 1	157 1% 2	446 4% 5	233 3% 2	76 2% 1	186 10% 1
\$125k to less than \$150K	1910 5% 14	0 0% 0	1167 9% 7	323 3% 3	190 2% 2	0 0% 0	229 13% 2
\$150K to less than \$175K	3923 9% 31	463 15% 4	1141 9% 9	1205 10% 9	649 8% 5	466 13% 4	0 0% 0
\$175K to less than \$200K	3931 9% 33	676 22% 5	1198 10% 9	1151 9% 11	678 8% 5	151 4% 2	76 4% 1
\$200K to less than \$250K	12253 29% 106	1249 40% 10	3601 29% 32	3794 30% 33	2216 27% 20	796 21% 6	597 33% 5
\$250K to less than \$500K	14479 35% 142	470 15% 4	4617 37% 43	4217 34% 44	2801 34% 30	1968 53% 17	406 22% 4
Over \$500K	2977 7% 32	109 4% 1	189 2% 2	893 7% 10	1326 16% 14	248 7% 3	211 12% 2

Table 65 : Price of home searching for by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	41793	3091	12436	12521	8223	3705	1816
Number of respondents :	381	25	107	120	80	33	16
DK/Refusal	1100 3% 11	0 0% 0	367 3% 3	492 4% 5	130 2% 2	0 0% 0	111 6% 1

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

	Total
Population :	44081
Number of respondents :	400
Les than 5% down payment	3773 9% 32
5% to 24% down payment	19473 44% 163
25% or more down payment	17964 41% 177
DK	2170 5% 21
No answer	701 2% 7

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

Table 67 : What is the main source of the down payment ?	
	Total
Population :	44081
Number of respondents :	400
Savings	23155 53% 199
Inheritance	615 1% 6
Parents gift	358 1% 3
Parents loan	0 0% 0
Equity from present home	17242 39% 179
Investments (stocks, bonds)	1730 4% 12
Bank loan / Credit Union loan /(Caisse Populaire)	1556 4% 11
RRSP's/ home buyers plan	3328 8% 25
Other source(s)	559 1% 5
DK	939 2% 9
No answer	680 2% 7

Table 68 : What is the main source of the down payment ? (Frequencies to the first mention)	
	Total
First mention	
Population :	44081
Number of respondents :	400
Savings	20429 46% 172
Inheritance	525 1% 5
Parents gift	291 1% 2
Parents loan	0 0% 0
Equity from present home	15472 35% 164
Investments (stocks, bonds)	1554 4% 10
Bank loan/ credit union loan	1125 3% 8
RRSP's/ Home buyer's plan	2595 6% 19
Other sources	470 1% 4
DK	939 2% 9
No answer	680 2% 7



CONSUMER INTENTIONS TO RENOVATE

A Look at Tomorrow's Customer Today

Calgary
Intentions Data Tables 2004



Canada

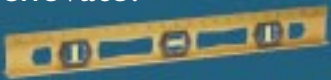
Definitions

How do we define someone who intends to purchase?



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

How do we define someone who intends to renovate?



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



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

The Right Information. Right Now.

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

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

Detailed Data for Your Market

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

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

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

Statistical Reliability of Data

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

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

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

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

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

Table 1 : Renovation intentions	
	Total
Population :	257121
Number of respondents :	1940
No intention	152495 59% 1135
Potential Renovator	6216 2% 50
Moderate (thinking of renovating)	23002 9% 181
Strong (Ready to renovate)	75408 29% 574

Table 2 : Renovation intender profile - Residence

Table 2 : Renovation intender profile - Residence	
	Total
Population :	104626
Number of respondents :	805
Central	11982 11% 75
North West	22140 21% 142
North	13754 13% 111
North East	10079 10% 87
East	9048 9% 72
South East	5040 5% 49
South	20888 20% 173
West	11694 11% 96

Table 3 : Renovation intender profile - Age	
	Total
Population :	104626
Number of respondents :	805
18 to 24	2452 2% 21
25 to 34	16697 16% 136
35 to 44	30912 30% 242
45 to 54	32386 31% 231
55 to 64	13999 13% 112
65 +	4172 4% 33
No answer	4008 4% 30
Valid number :	100618
Mean :	44.83
Std. Deviation :	11.18

Table 4 : Renovation intender profile - Gender	
	Total
Population :	104626
Number of respondents :	805
Male	52345 50% 392
Female	52280 50% 413

Table 5 : Renovation intender profile – Household composition	
	Total
Population :	104626
Number of respondents :	805
One	13743 13% 74
Two	31795 30% 262
Three	16428 16% 140
Four	26762 26% 209
Five or more	14978 14% 114
No answer	920 1% 6
Valid number :	103706
Mean :	3.04
Std. Deviation :	1.43

Table 6 : Renovation intender profile – Children under 18 years of age in household	
	Total
Population :	103597
Number of respondents :	798
Yes	47125 45% 372
No	56472 55% 426

Table 7 : Renovation intender profile – Total household income

	Total
Population :	104626
Number of respondents :	805
Under 20K	1336 1% 10
20K to less than 40K	8381 8% 58
40K to less than 60K	14449 14% 105
60K to less than 80K	13518 13% 92
80K to less than 100K	17342 17% 148
100K to less than 120K	9055 9% 76
120K to less than 140K	8105 8% 64
140K to less than 160K	2377 2% 20
160K to less than 180K	1673 2% 14
180K to less than 200K	727 1% 6
More than 200K	4233 4% 31
DK	3478 3% 28
No answer	19952 19% 153

Table 8 : Have you made renovations to your home in the past 12 months of \$1000 or more ?	
	Total
Population :	104626
Number of respondents :	805
Yes	55519 53% 436
No	48184 46% 361
Currently renovating	674 1% 6
DK	249 0% 2
No answer	0 0% 0

Table 9 : Thought about renovating : in the next twelve months, in which the total cost be \$1000 or more ?	
	Total
Population :	104626
Number of respondents :	805
Yes	104626 100% 805
No	0 0% 0
DK	0 0% 0
No answer	0 0% 0

Table 10 : Chances of renovating in next 12 months	
	Total
Population :	104626
Number of respondents :	805
High	75408 72% 574
50/50	23002 22% 181
Low	6216 6% 50
DK	0 0% 0
No answer	0 0% 0

Table 11 : Chances of renovating in next 6 months	
	Total
Population :	104626
Number of respondents :	805
High	47838 46% 359
50/50	21832 21% 174
Low	34582 33% 269
DK	373 0% 3
No answer	0 0% 0

Table 12 : All home renovations planned

	Total
Population :	98411
Number of respondents :	400
Paint/ wallpaper - one room	838 1% 4
Paint/ wallpaper - more than one room	3376 3% 15
Paint/ wallpaper - whole house	3811 4% 15
Kitchen - cabinets/ counter top	9332 9% 39
Kitchen - complete renovation	9934 10% 43
Bathroom - fixture/ cabinets/ counter	4001 4% 13
Bathroom - tile	2746 3% 7
Bathroom - complete renovation	14530 15% 58
Bathroom - addition/ basement conversion	4997 5% 21
Carpet/ flooring - one room	4164 4% 17
Carpet/ flooring - more than one room	12074 12% 54
Carpet/ flooring - whole house	5652 6% 24
Rec room - new addition	896 1% 4
Rec room - basement conversion	9704 10% 46
Rec room - drywall/ plastering	236 0% 1
Doors	1661 2% 7

Table 12 : All home renovations planned

Table 12 : All home renovations planned	
	Total
Population :	98411
Number of respondents :	400
Windows/ skylights	6450 7% 29
Add a pool/ hot tub/ sauna	221 0% 1
Build a garage	1080 1% 5
Deck/ patio	11115 11% 37
Exterior painting	0 0% 0
Eavestrough/ gutters	151 0% 1
Fence	1211 1% 6
Foundation	576 1% 3
Landscaping	3604 4% 16
Ornamental lighting	0 0% 0
Roofing	3583 4% 14
Siding/ stucco/ brick or masonry work/ chimney	1045 1% 4
Sidewalk/ driveway	686 1% 3
Add/ refurbish closets/ cabinets/ drawers	505 1% 2
Insulation	2140 2% 5
Other room - new addition/ extension	1082 1% 6

Table 12 : All home renovations planned

Table 12 : All home renovations planned	
	Total
Population :	98411
Number of respondents :	400
Other room – drywall/ plastering/ remodeling	489 0% 2
Walls – remove/ replace/ remodel	2022 2% 9
Add a fireplace/ repair/ replace	794 1% 3
Furnace/ heating system	1279 1% 5
Hot-water heater	0 0% 0
Air conditioning – new install or replace	0 0% 0
Wiring	396 0% 1
Plumbing	570 1% 3
Stairs/ railing/ ramp	0 0% 0
Installation of the basement	0 0% 0
Major renovation/ addition extension/ 2 nd floor	0 0% 0
Other	14247 14% 57
DK	1191 1% 5
No answer	1191 1% 5

Table 13 : Who will do the renovations : Repair/ Maintenance	
	Total
Population :	21301
Number of respondents :	82
Do it all yourself	10251 48% 40
Contract all the work out – Pay someone to do it	7516 35% 27
Both – do some yourself and contract some out	2618 12% 11
DK	915 4% 4
No answer	0 0% 0

Table 14 : Who will do the renovations : Replacement/ Installation	
	Total
Population :	62414
Number of respondents :	252
Do it all yourself	28901 46% 118
Contract all the work out – Pay someone to do it	25686 41% 99
Both – do some yourself and contract some out	7164 11% 32
DK	663 1% 3
No answer	0 0% 0

Table 15 : Who will do the renovations : Remodeling

Table 15 : Who will do the renovations : Remodeling	
	Total
Population :	38630
Number of respondents :	151
Do it all yourself	20140 52% 76
Contract all the work out – Pay someone to do it	12256 32% 47
Both- do some yourself and contract some out	5347 14% 24
DK	888 2% 4
No answer	0 0% 0

Table 16 : Amount planned to spend on Repair/ Maintenance

Table 16 : Amount planned to spend on Repair/ Maintenance	
	Total
Population :	21301
Number of respondents :	82
Up to \$1000	1605 8% 7
\$1001 to \$2000	2330 11% 9
\$2001 to \$3000	1111 5% 4
\$3001 to \$5000	1290 6% 6
\$5001 to \$10000	1189 6% 5
\$10001 to \$25000	817 4% 3
Over \$25000	455 2% 2
DK/NR	12505 59% 46
Valid number :	8795
Mean :	5934.42
Std. Deviation :	7091.86

Table 17 : Amount planned to spend on Replacement/ Installation

	Total
Population :	62414
Number of respondents :	252
Up to \$1000	1522 2% 6
\$1001 to \$2000	6239 10% 22
\$2001 to \$3000	3328 5% 14
\$3001 to \$5000	6018 10% 24
\$5001 to \$10000	6251 10% 27
\$10001 to \$25000	5671 9% 25
Over \$25000	1567 3% 6
DK/NR	31818 51% 128
Valid number :	30596
Mean :	9248.43
Std. Deviation :	15180.28

Table 18 : Amount planned to spend on Remodeling

	Total
Population :	38630
Number of respondents :	151
Up to \$1000	1090 3% 5
\$1001 to \$2000	1136 3% 5
\$2001 to \$3000	943 2% 4
\$3001 to \$5000	2043 5% 9
\$5001 to \$10000	3342 9% 14
\$10001 to \$25000	4625 12% 16
Over \$25000	1169 3% 6
DK/NR	24282 63% 92
Valid number :	14349
Mean :	14056.70
Std Deviation :	23460.85

Table 19 : Amount planned to spend on all renovations

Table 19 : Amount planned to spend on all renovations	
	Total
Population :	45463
Number of respondents :	185
Up to \$1000	1958 4% 9
\$1001 to \$2000	8503 19% 31
\$2001 to \$3000	4689 10% 19
\$3001 to \$5000	7738 17% 32
\$5000 to \$10000	8740 19% 37
\$10001 to \$25000	9606 21% 39
Over \$25000	4228 9% 18
Valid number :	45463
Mean :	11808.64
Std. Deviation :	19574.42

Table 20 : In the last six months, have you thought about repairing/ replacing something/ remodeling but decided to defer the project ?	
	Total
Population :	118785
Number of respondents :	883
Yes	17808 15% 139
No	100573 85% 741
DK	404 0% 3
No answer	0 0% 0

Table 21 : Reasons decided not to renovate	
	Total
Population :	17808
Number of respondents :	139
Change in financial situation/ cannot afford it	3532 20% 27
Change in job situation	258 1% 2
Cost too high (loan interest rates, materials, contractors)	6304 35% 49
General worry about the economy/ not a good time to buy	0 0% 0
Decided I like my house	0 0% 0
Just bought a home	725 4% 6

Table 21 : Reasons decided not to renovate

Table 21 : Reasons decided not to renovate	
	Total
Population :	17808
Number of respondents :	139
Just renovated	0 0% 0
Sold the home/ selling home	1413 8% 11
No longer the right time (children in school, too old, retiring soon, etc)	607 3% 5
Too busy/ is a hassle/ do not want to disrupt the family now	1335 7% 10
Need to deal with debts/ existing mortgage	0 0% 0
Condo rules	0 0% 0
Not worth putting money into home/ home too old	0 0% 0
Unspecified personal reasons	614 3% 5
Other	2976 17% 24
DK	124 1% 1
No answer	139 1% 1

Table 22 : Home renovation intentions by Current residence of respondent

	Total	Current residence							
		Central	North West	North	North East	East	South East	South	West
Population :	104626	11982	22140	13754	10079	9048	5040	20888	11694
Number of respondents :	805	75	142	111	87	72	49	173	96
Potential Renovator	6216 6%	611 5%	1270 6%	991 7%	531 5%	473 5%	193 4%	1340 6%	806 7%
	50	4	11	7	5	4	2	11	6
Moderate (thinking of renovating)	23002 22%	1997 17%	4921 22%	3076 22%	2733 27%	1840 20%	1096 22%	4633 22%	2706 23%
	181	13	33	25	23	14	11	38	24
Strong (ready to renovate)	75408 72%	9373 78%	15949 72%	9687 70%	6814 68%	6736 74%	3751 74%	14915 71%	8182 70%
	574	58	98	79	59	54	36	124	66

Table 23 : Home renovation intentions by Total household income

	Total	Income										
		Under 20K	20K to less than 40K	40K to less than 60K	60K to less than 80K	80K to less than 100K	100K to less than 120K	120K to less than 140K	140K to less than 160K	160K to less than 180K	180K to less than 200K	More than 200K
Population :	81195	1336	8381	14449	13518	17342	9055	8105	2377	1673	727	4233
Number of respondents :	624	10	58	105	92	148	76	64	20	14	6	31
Potential Renovator	4674 6%	195 15%	827 10%	1865 13% ++++	501 4%	230 1% ---	346 4%	264 3%	210 9%	113 7%	0 0%	124 3%
	37	1	7	14	4	2	3	2	2	1	0	1
Moderate (thinking of renovating)	17684 22%	253 19%	2451 29%	3398 24%	3340 25%	4128 24%	1302 14%	1139 14%	323 14%	107 6%	108 15%	1136 27%
	137	2	18	27	24	36	10	10	3	1	1	5
Strong (ready to renovate)	58838 72%	889 67%	5103 61%	9186 64% --	9678 72%	12984 75%	7408 82% +	6703 83% +	1844 78%	1453 87%	618 85%	2972 70%
	450	7	33	64	64	110	63	52	15	12	5	25

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	103706	13743	31795	16428	41739	47125	56472
Number of respondents :	799	74	262	140	323	372	426
Potential Renovator	6063 6%	925 7%	2170 7%	1059 6%	1908 5%	2752 6%	3311 6%
Moderate (thinking of renovating)	49	5	19	9	16	23	26
	22696 22%	2736 20%	7074 22%	3087 19%	9799 23%	9644 20%	12943 23%
Strong (ready to renovate)	179	15	63	28	73	77	101
	74947 72%	10082 73%	22552 71%	12281 75%	30032 72%	34729 74%	40219 71%
	571	54	180	103	234	272	299

Table 25 : Home renovation intentions by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	100618	2452	16697	30912	32386	13999	4172
Number of respondents :	775	21	136	242	231	112	33
Potential Renovator	6092 6%	0 0%	1107 7%	2317 7%	1152 4%	1073 8%	444 11%
	49	0	9	19	9	9	3
Moderate (thinking of renovating)	21750 22%	477 19%	3087 18%	5554 18%	7577 23%	3271 23%	1784 43%
	172	4	25	43	58	28	14
Strong (ready to renovate)	72776 72%	1974 81%	12504 75%	23042 75%	23657 73%	9655 69%	1944 47%
	554	17	102	180	164	75	16

Table 26 : Home renovation intentions by All renovations planned

	Total	Renovations planned							
		Paint/ wallpaper	Kitchen	Bathroom	Carpet/ flooring	Rec room	Doors/ Windows	External construc- tion/ repairs	Other
Population :	96028	8025	18657	24597	21699	10836	7482	21005	22235
Number of respondents :	390	34	79	96	94	51	33	79	88
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0	0	0
Moderate (thinking of renovating)	21967 23%	1383 17%	5513 30%	6727 27%	3525 16%	1209 11%	2732 37%	5784 28%	4088 18%
	87	5	24	25	16	6	12	16	18
Strong (ready to renovate)	74061 77%	6642 83%	13144 70%	17869 73%	18174 84%	9627 89%	4750 63%	15221 72%	18148 82%
	303	29	55	71	78	45	21	63	70

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

	Amount planned to spend on all renovations							
	Total	Up to \$1000	\$1001 to \$2000	\$2001 to \$3000	\$3001 to \$5000	\$5001 to \$10000	\$10001 to \$25000	Over \$25000
Population :	45463	1958	8503	4689	7738	8740	9606	4228
Number of respondents :	185	9	31	19	32	37	39	18
Potential Renovator	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Moderate (thinking of renovating)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	7377 16%	450 23%	598 7%	805 17%	961 12%	2694 31%	1048 11%	821 19%
	32	2	3	3	4	+++ 12	5	3
Strong (ready to renovate)	38086 84%	1508 77%	7906 93%	3884 83%	6777 88%	6046 69%	8557 89%	3407 81%
	153	7	28	16	28	--- 25	34	15

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	21301	2521	6229	2398	10152	8668	12426
Number of respondents :	82	7	29	11	35	33	48
Do it all yourself	10251 48%	1022 41%	2864 46%	1317 55%	5048 50%	5323 61%	4721 38%
	40	3	13	6	18	++ 19	-- 20
Contract all the work out - pay someone to do it	7516 35%	1500 59%	2048 33%	642 27%	3328 33%	2051 24%	5466 44%
	27	4	10	3	10	- 9	+ 18
Both - do some yourself and contract some out	2618 12%	0 0%	1109 18%	201 8%	1308 13%	826 10%	1793 14%
	11	0	5	1	5	3	8
DK	915 4%	0 0%	208 3%	238 10%	468 5%	468 5%	446 4%
	4	0	1	1	2	2	2
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	62414	8349	19208	8918	25939	27695	34719
Number of respondents :	252	24	86	40	102	115	137
Do it all yourself	28901 46%	2591 31%	8209 43%	4769 53%	13332 51%	14483 52%	14418 42%
	118	8	34	21	55	+ 60	- 58
Contract all the work out – pay someone to do it	25686 41%	4768 57%	8935 47%	3209 36%	8775 34%	9349 34%	16338 47%
	99	13	42	15	-- 29	-- 37	++ 62
Both – do some yourself and contract some out	7164 11%	991 12%	1805 9%	940 11%	3428 13%	3460 12%	3704 11%
	32	3	9	4	16	16	16
DK	663 1%	0 0%	260 1%	0 0%	404 2%	404 1%	260 1%
	3	0	1	0	2	2	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

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

	Total	Household size				Children under 18 in household	
		one	two	three	Four or more	yes	no
Population :	38338	2889	10305	6142	19002	19901	18438
Number of respondents :	150	8	44	28	70	79	71
Do it all yourself	20140 53%	1349 47%	5797 56%	3371 55%	9623 51%	11467 58%	8672 47%
	76	4	23	15	34	42	34
Contract all the work out – pay someone to do it	11964 31%	1127 39%	2855 28%	1874 31%	6109 32%	4924 25%	7041 38%
	46	3	13	8	22	- 21	+ 25
Both – do some yourself and contract some out	5347 14%	413 14%	1188 12%	681 11%	3064 16%	3304 17%	2043 11%
	24	1	6	4	13	15	9
DK	888 2%	0 0%	465 5%	216 4%	206 1%	206 1%	682 4%
	4	0	2	1	1	1	3
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 37 : Who will do the REPAIRS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	19862	193	2664	5982	6524	3347	1151
Number of respondents :	76	1	10	22	23	15	5
Do it all yourself	9601 48%	193 100%	447 17%	4890 82%	2298 35%	1265 38%	508 44%
	37	1	2	17	10	5	2
Contract all the work out – pay someone to do it	6959 35%	0 0%	1515 57%	856 14%	3150 48%	1005 30%	432 38%
	25	0	5	4	9	5	2
Both – do some yourself and contract some out	2618 13%	0 0%	701 26%	236 4%	601 9%	869 26%	211 18%
	11	0	3	1	2	4	1
DK	683 3%	0 0%	0 0%	0 0%	475 7%	208 6%	0 0%
	3	0	0	0	2	1	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 38 : Who will do the REPLACEMENTS by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Population :	59119	1524	8062	17994	20096	8190	3253
Number of respondents :	238	7	35	77	69	37	13
Do it all yourself	28172 48%	1116 73%	4308 53%	12805 71%	5901 29%	3240 40%	803 25%
	115	5	19	53 ++++	21 ----	14	3
Contract all the work out – pay someone to do it	24018 41%	0 0%	2717 34%	3927 22%	11169 56%	3965 48%	2239 69%
	92	0	11	17 ----	36 +++	19	9
Both – do some yourself and contract some out	6506 11%	408 27%	1036 13%	1100 6%	2766 14%	985 12%	211 6%
	29	2	5	6	11	4	1
DK	423 1%	0 0%	0 0%	163 1%	260 1%	0 0%	0 0%
	2	0	0	1	1	0	0
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 39 : Who will do the REMODELING by Respondent age

	Total	AGE					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Population :	37227	850	7235	13433	11342	3740	628
Number of respondents :	145	4	31	50	41	16	3
Do it all yourself	19920 54%	621 73%	3774 52%	9333 69%	4955 44%	1038 28%	200 32%
	75	3	17	32 +++	18	4	1
Contract all the work out – pay someone to do it	11304 30%	0 0%	1537 21%	2877 21%	4864 43%	2025 54%	0 0%
	43	0	6	12 -	16 ++	9	0
Both – do some yourself and contract some out	5115 14%	0 0%	1923 27%	1222 9%	1317 12%	441 12%	211 34%
	23	0	8 ++	6	6	2	1
DK	888 2%	229 27%	0 0%	0 0%	206 2%	236 6%	216 34%
	4	1	0	0	1	1	1
No answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0	0	0	0	0	0	0

Table 43 : In planning your renovation, have you contacted a contractor for information about your renovations ?	
	Total
Population :	98411
Number of respondents :	400
Yes	26969 27% 110
No	71209 72% 289
DK	232 0% 1
No answer	0 0% 0

Table 44 : Have you priced out the cost of materials and labour for this(these) project(s) ?	
	Total
Population :	98411
Number of respondents :	400
Yes	50950 52% 208
No	45326 46% 187
DK	2135 2% 5
No answer	0 0% 0

Table 45 : Which of the following categories does the project you are planning fall into ?	
	Total
Population :	98411
Number of respondents :	400
Repairs and maintenance	21301 22% 82
Remodeling and alteration	38630 39% 151
Replacement of existing equipment	62414 63% 252
DK	878 1% 3
No answer	208 0% 1

Table 46 : Have you done any of the following ?	
	Total
Population :	98411
Number of respondents :	400
Read any publications for information on home renovation	46460 47% 192
Watched any TV programs or videos on home renovation	55283 56% 234
Searched on the Internet for information on home renovation	31982 32% 133
No/ None of these	24368 25% 95
DK/NR	0 0% 0

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

Table 47 : How will you pay for this renovation work ?	
	Total
Population :	98411
Number of respondents :	400
Pay for it from savings/ pay as you go/ cash	82292 84% 337
Loan (from financial institution)	1541 2% 7
Credit charge/ credit card/ put it on credit line	8435 9% 31
Finance it at mortgage renewal	1366 1% 6
Borrow from a friend or parents	0 0% 0
Other	0 0% 0
DK/NR	4997 5% 20

Tableau 48 : Renovation interder	
	Total
Population :	260170
Number of respondents :	1963
Deferred intenders	15627 6% 122
Potential Renovator	6216 2% 50
Moderate (thinking of renovating)	23002 9% 181
Strong (ready to renovate)	75408 29% 574
No intention	139916 54% 1036

Table 49 : Do you own or rent your home ?	
	Total
Population :	368531
Number of respondents :	2437
Owner	260294 71% 1964
Renter	108238 29% 468
DK	0 0% 2
No answer	0 0% 3