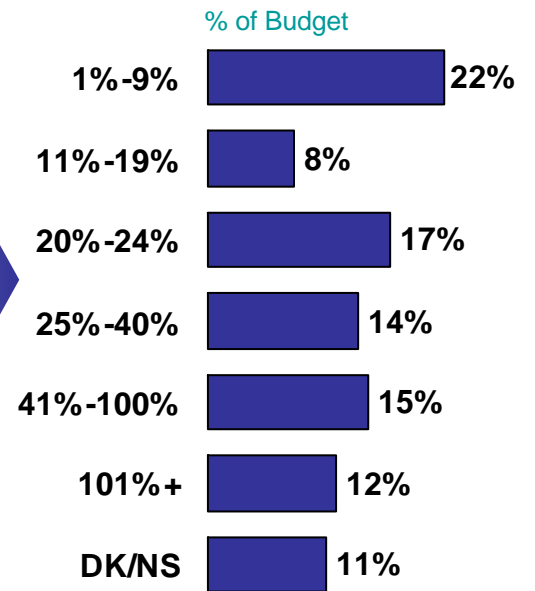
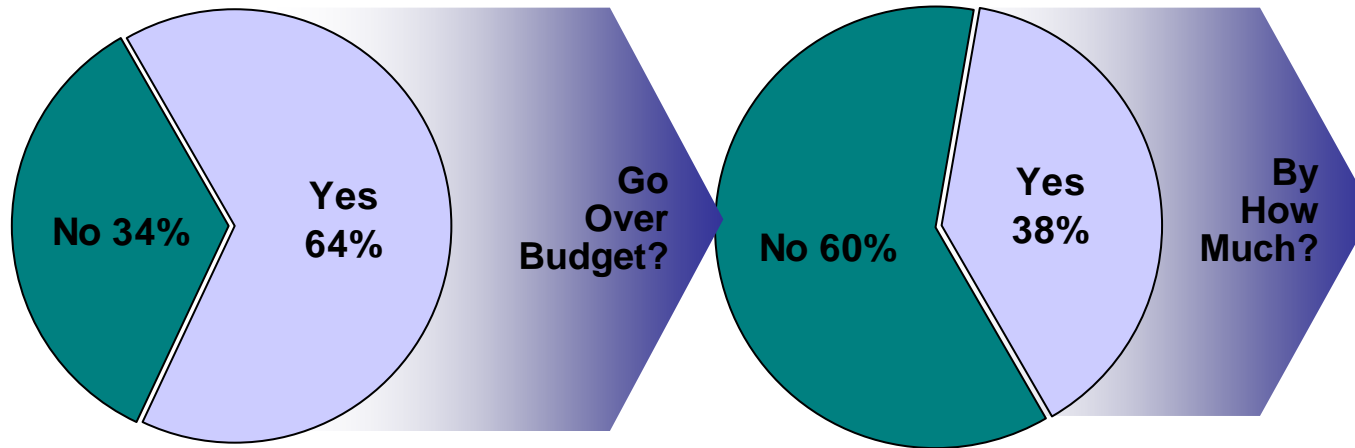




Most Of Those Who Renovated Had A Budget, But 4 In 10 Exceed The Budget By An Average of 88%...

NEW

Had a Budget?



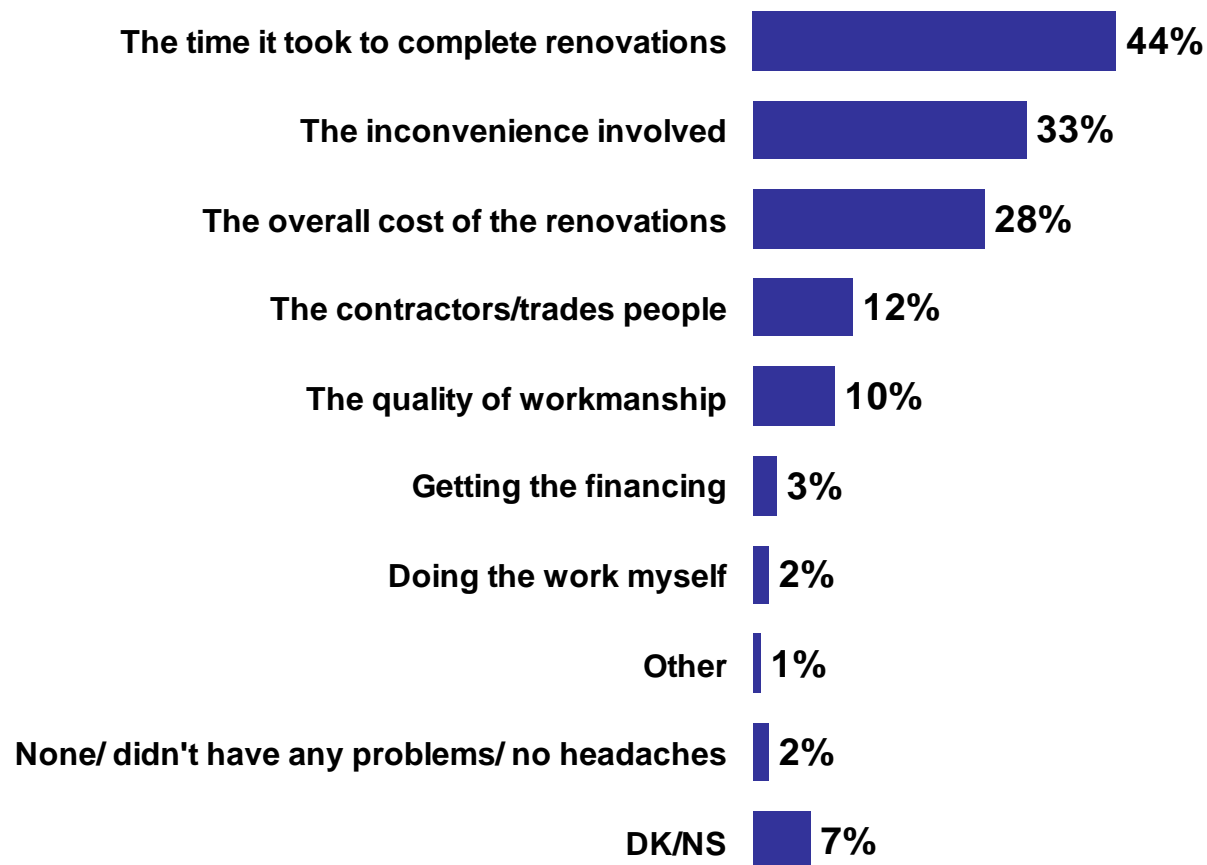
Exceeded Budget On Average By 88%



What Would They Describe As Their Biggest "Renovation Headache"? Time, Inconvenience and Cost Are Most Common Grievances...

NEW

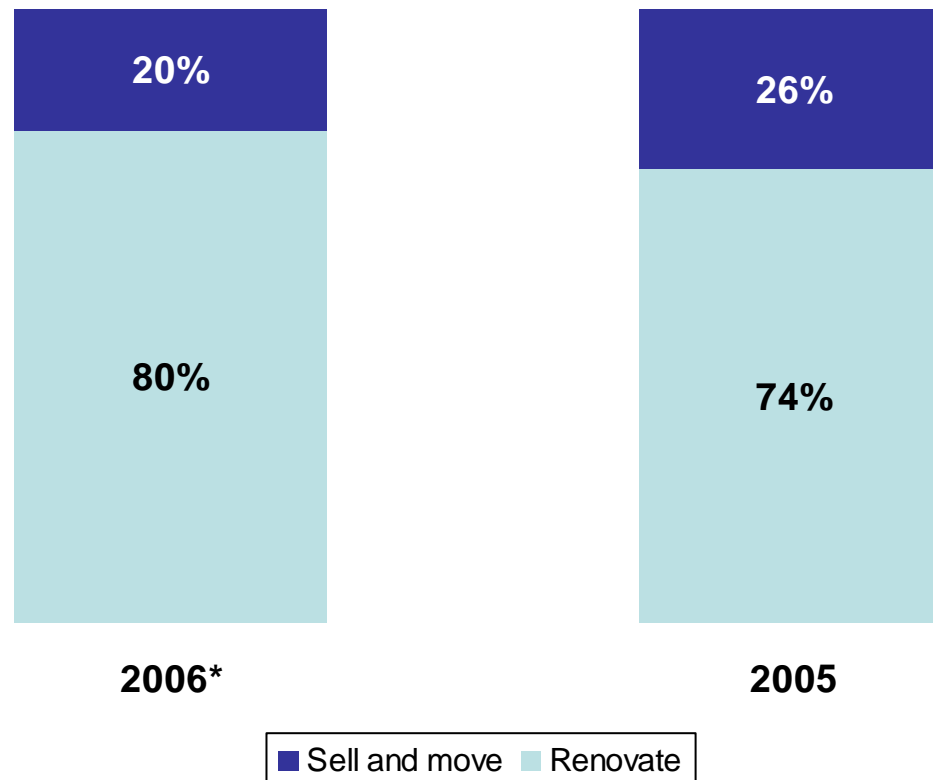
% of adult Canadian homeowners completing renovations in past 2 years





Among All Homeowners, Most (80%--up six points from 2005) Would Prefer To Renovate Their Current Home Than To Sell And Move...So...

% of adult Canadian homeowners



Among Renovators the findings are similar: 82% would prefer to renovate and 18% would prefer to sell and move.

*DKs excluding

Q17: If your current home needed major renovations, and you had a choice about what to do, what would you be more likely to do: sell your current home and move to another home, or renovate your current home? (Unweighted Base: 2006= 2367, 2005=1854)



Highest Intentions to Renovate Over the next 2 Years—Atlantic Canada

	Plan to renovate in next 2 yrs
Region	
BC	65%
Alberta	75%
Saskatchewan/Manitoba	75%
Ontario	71%
Quebec	66%
Atlantic Canada	80%
Annual Household Income	
\$55K-<\$100K	74%
\$100K-\$149K	71%
\$150K+	67%

	Plan to renovate in next 2 yrs
Age	
18-34	69%
35-54	75%
55+	65%
Gender	
Male	68%
Female	72%



Painting/Staining/Caulking And Floors Are The Most Popular *Home Improvements* Planned, Followed By Exterior Improvements Such As Windows, Roof, And Fencing...

Home Improvement	2004	2005	2006	Change '06 vs '05
Painting/Staining/Caulking	17%	51%	46%	-5
Floors	17%	35%	30%	-5
Windows	12%	21%	21%	-
Roof	12%	12%	12%	-
Fencing	0%	1%	9%	8
Driveway	2%	12%	7%	-5
New siding	1%	2%	7%	5
Fireplace	0%	0%	5%	5
Hot Tub	0%	5%	3%	-2
Furnace/Heating	2%	1%	1%	-
Security system	0%	0%	2%	2
New garage	2%	1%	1%	-
Insulation	2%	1%	1%	-
Big screen TV	0%	6%	0%	-6
New doors	2%	1%	0%	-1
Stairs	0%	1%	0%	-1

 Up from last year
 Down from last year



And, The Most Common *Reno's Planned* Are To The Bathroom, The Kitchen, The Basement, Landscaping, And The Deck/Patio...

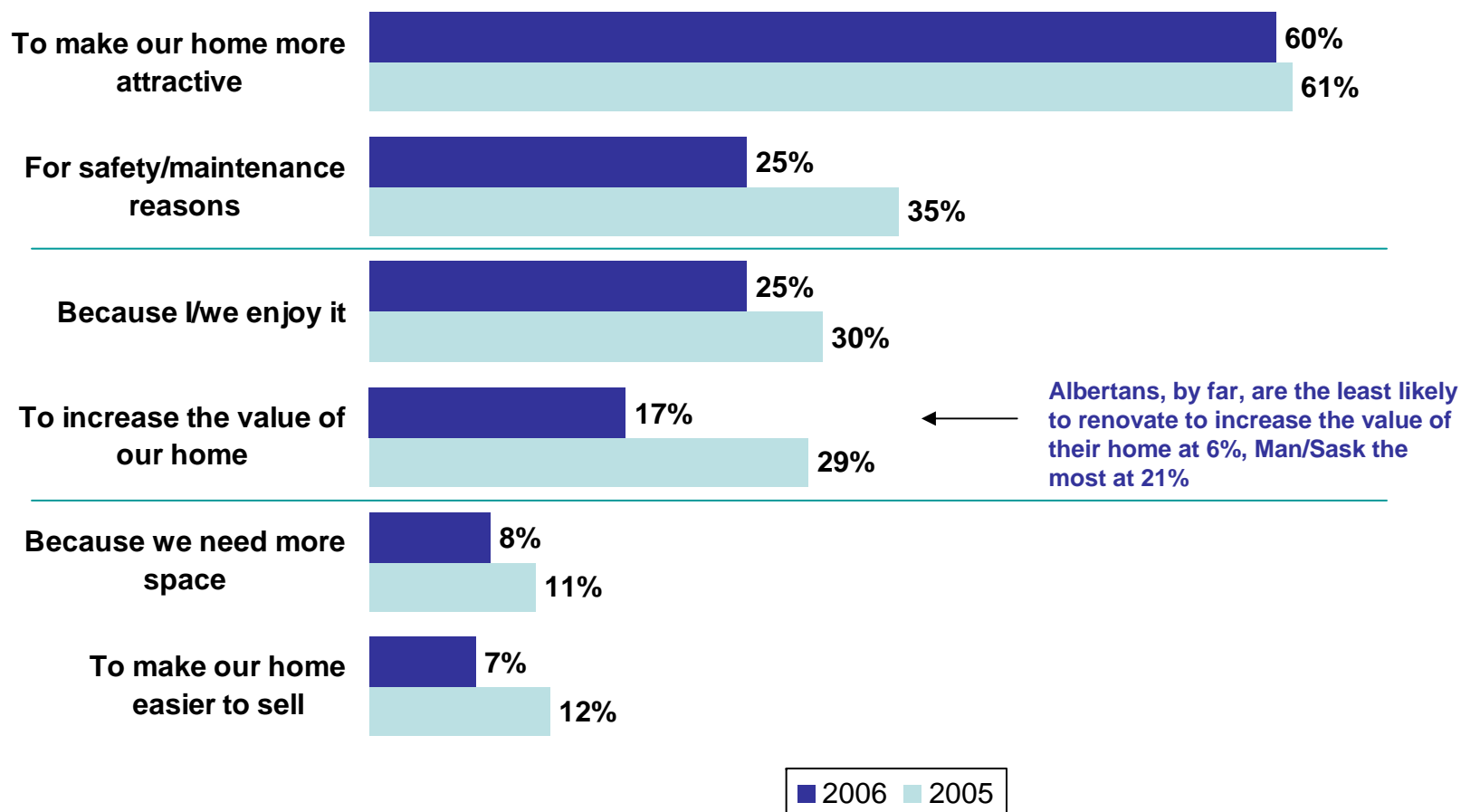
Renovations	2004	2005	2006	Change '06 vs '05
Bathroom	12%	33%	36%	3
Kitchen	12%	27%	28%	1
Basement	12%	26%	27%	1
Landscaping	7%	29%	26%	-3
Outdoor Deck/Patio	9%	23%	26%	3
Home office	0%	0%	5%	5
Home Theatre	0%	6%	4%	-2
New Addition	6%	4%	4%	-
Sound System	0%	4%	3%	-1
Pool	0%	2%	2%	-
Bedroom	3%	18%	1%	-17
Family room/living room	0%	1%	1%	-
Moving/removing walls	1%	0%	0%	-

 Up from last year
 Down from last year



Why Are They Renovating? Most Want To Make Their Home More *Attractive* -...Only 8% Say They Need More Space...

% of adult Canadian homeowners who intend to renovate in the next 2 years

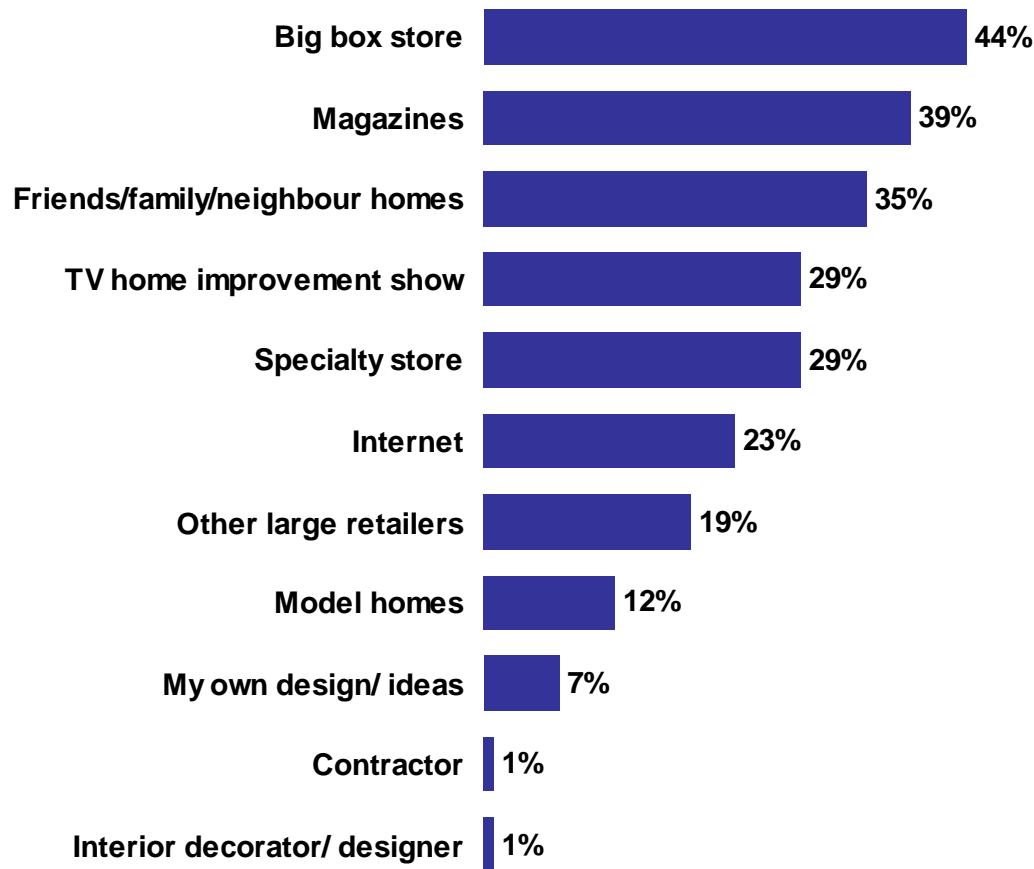




So, Where Do Renovators Get Design Inspiration? Big Box Stores Tops, Especially For Under \$55k-\$100k (50%)...For *Really* Affluent: Magazines (60%)...

NEW

% of adult Canadian homeowners planning renovations or improvements

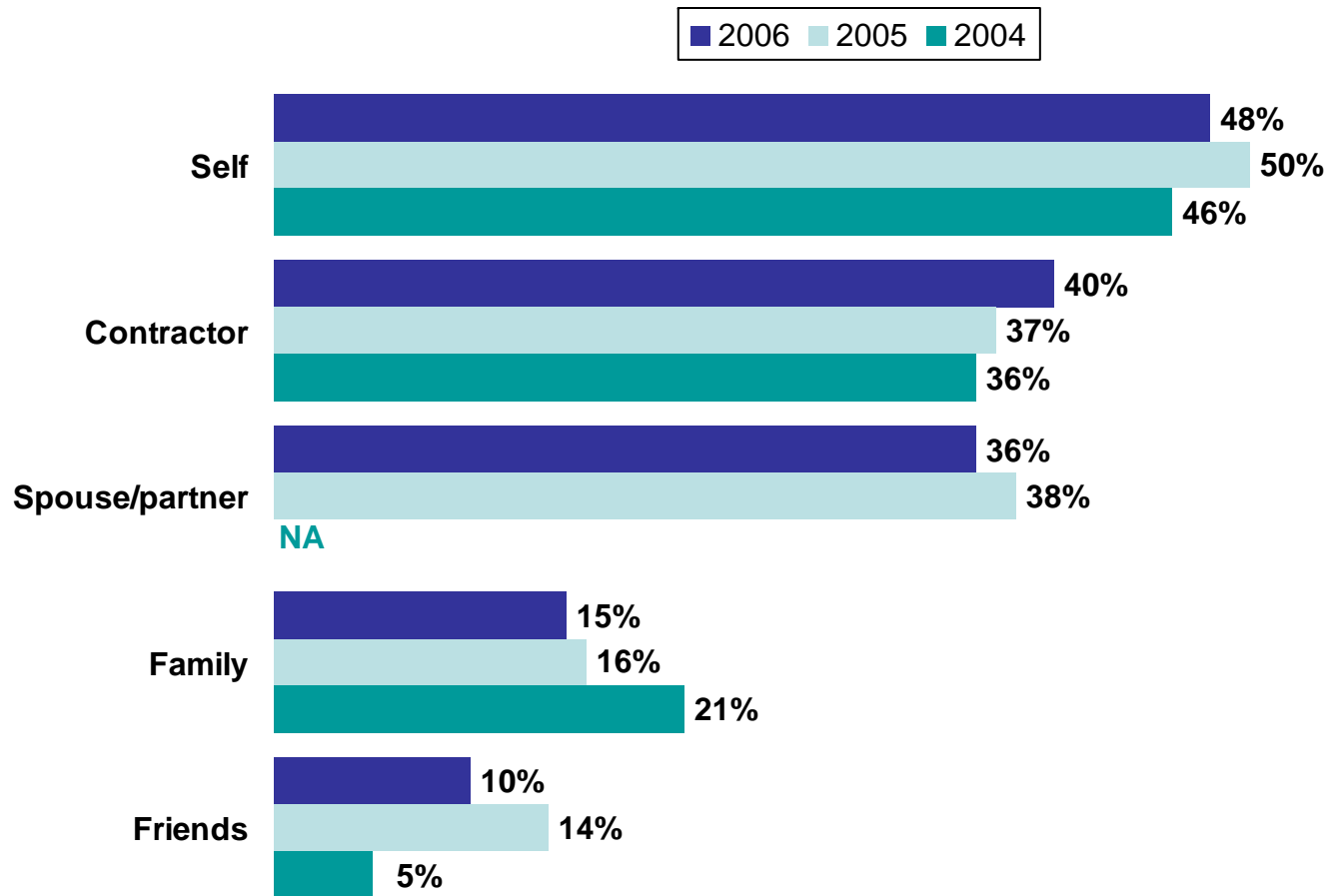


Q8: Now that you've decided to renovate or make a home improvement, where did you, or will you, get your inspiration for design, colour, model, features, etc? (Unweighted Base: N=1650)



Half Of Renovators (48%) Plan To Do Renovations Themselves...But Slightly More (+4) Using Contractors Than Two Years Ago...

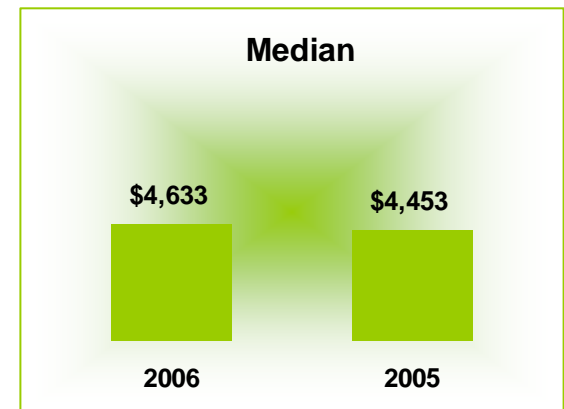
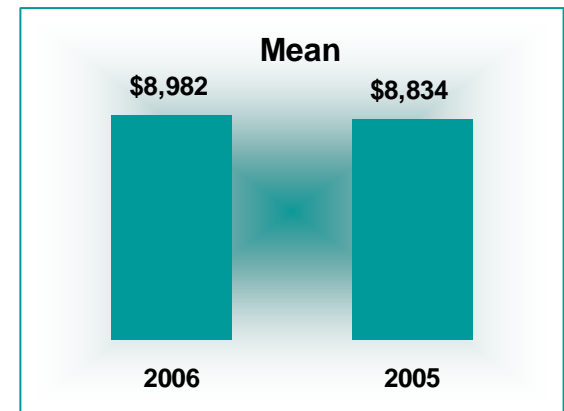
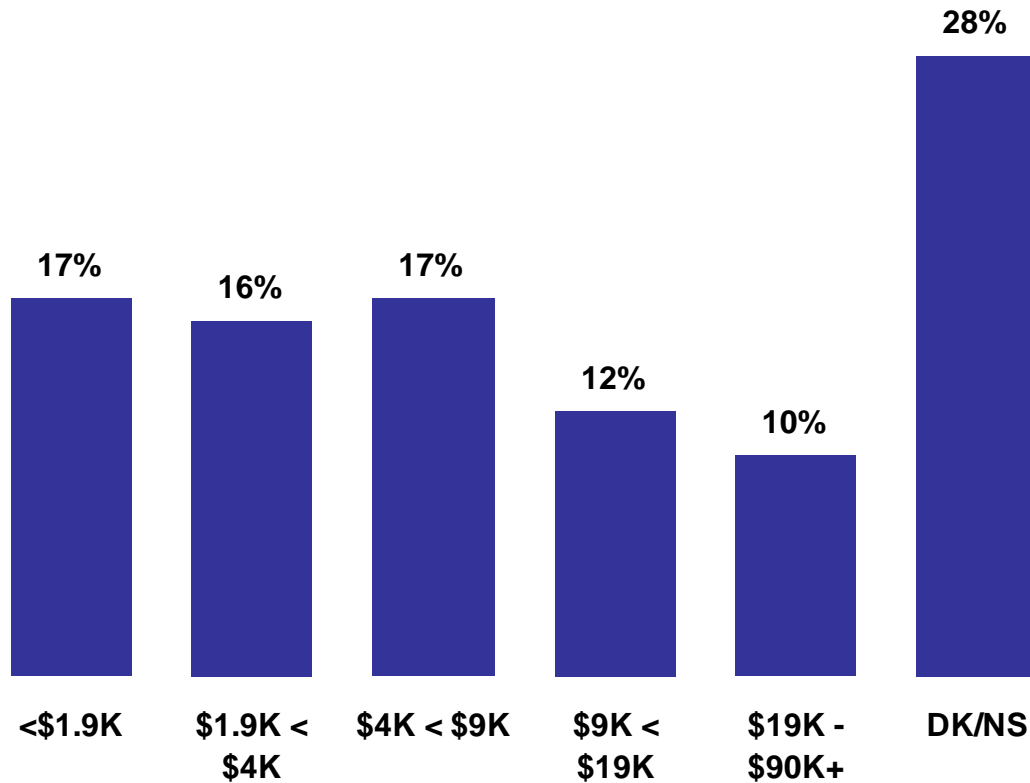
% of adult Canadian homeowners who intend to renovate in the next 2 years





How Much Do Renovators Think They'll Spend? A Mean Average Of \$8,982...\$148 More Than Last Year...

% of adult Canadian homeowners who intend to renovate in the next 2 years





Most Renovators (71%) Will Use Cash Or Savings To Pay For All (48%) Or Most (23%) For Their Renovations...Virtually Same to Last Year...

% of adult Canadian homeowners who intend to renovate in the next 2 years

