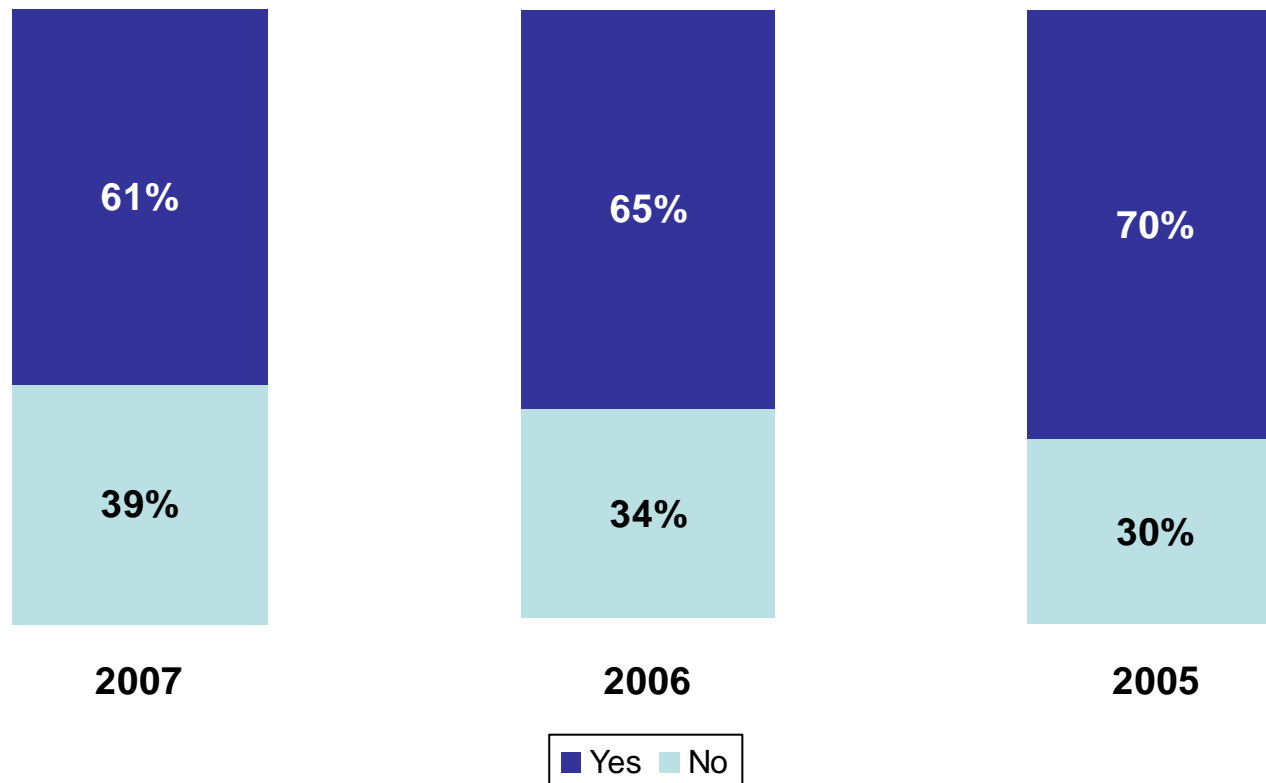




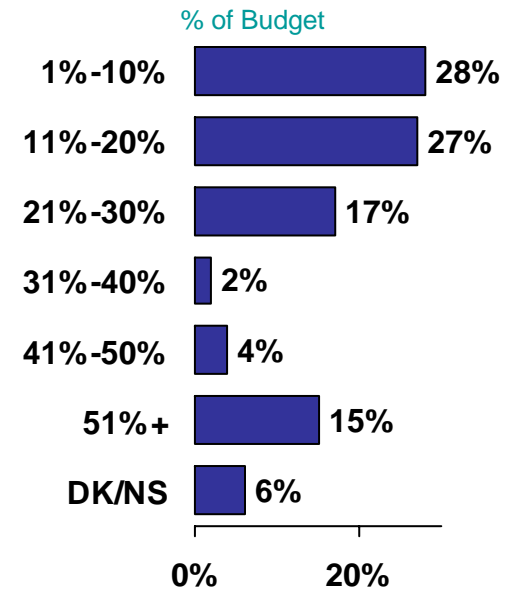
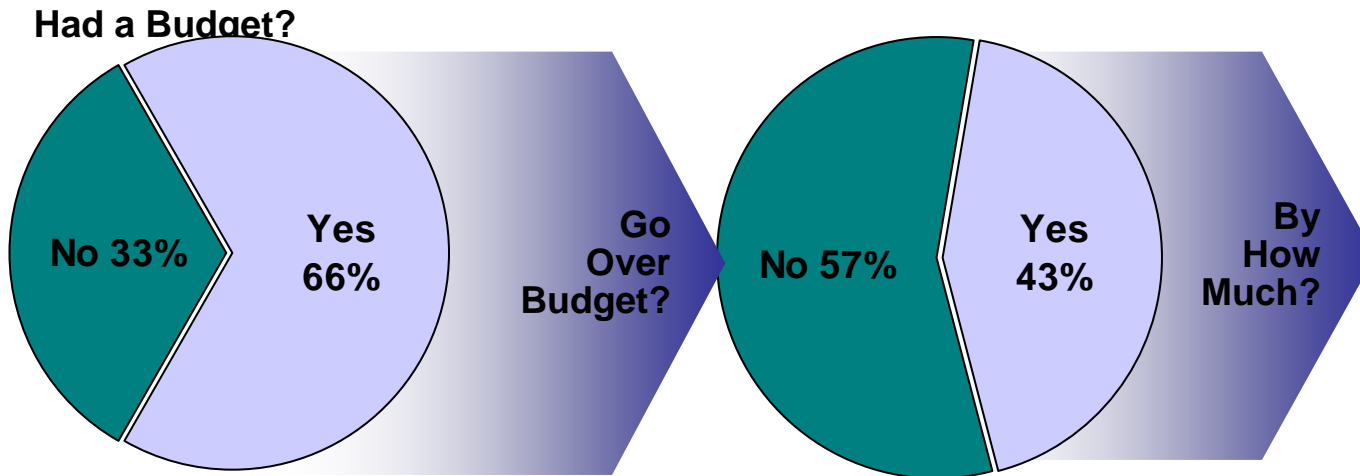
Fewer Canadian homeowners appear to have renovated in the last two years than in the previous few years...

% of adult Canadian homeowners

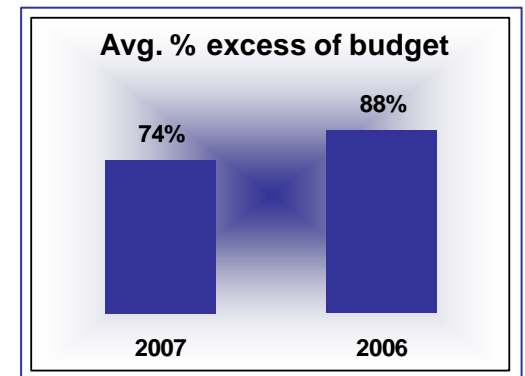




Among those who have renovated, two thirds (66%) of Canadians renovated with a budget, and nearly half (43%) went over budget...



Exceeded Budget On Average By 74%

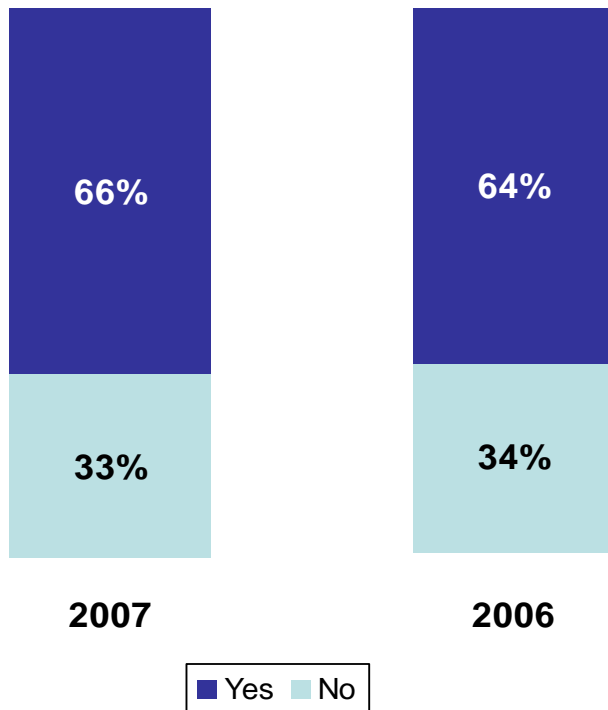


Q16: When you did your renovations, did you have a budget? (Unweighted Base: N=2366)
 Q17: And, did your renovations go over budget? (Unweighted Base: N=1544)
 Q18: And by how much did you exceed your budget? (Unweighted Base: N=606)

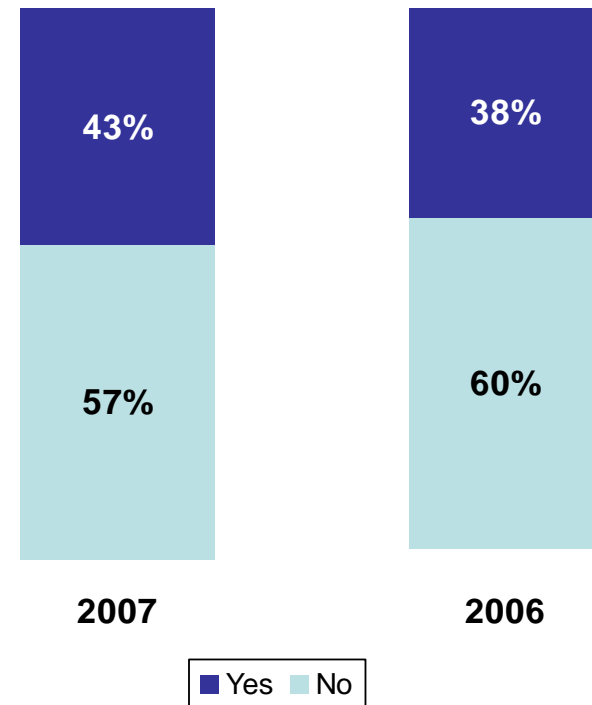


Almost the same number of homeowners used a budget, but more went over budget in 2007 than in 2006...

% of adult Canadian homeowners completing renovations in past 2 years, and had a budget



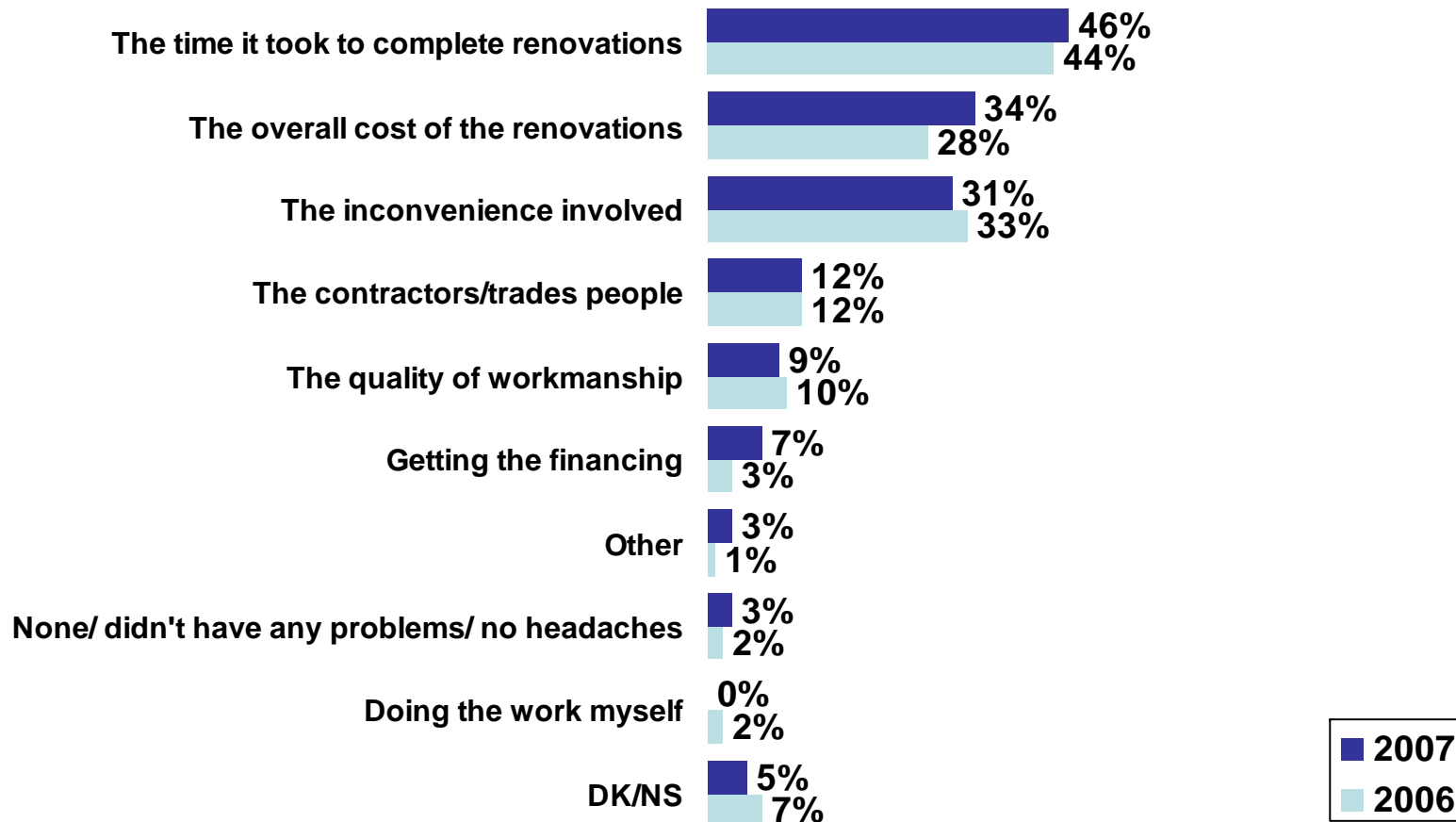
% of Canadian renovators who went over budget in past 2 years





The largest 'headache' increases from 2006 include 'overall cost' and 'financing'...

% of adult Canadian homeowners completing renovations in past 2 years

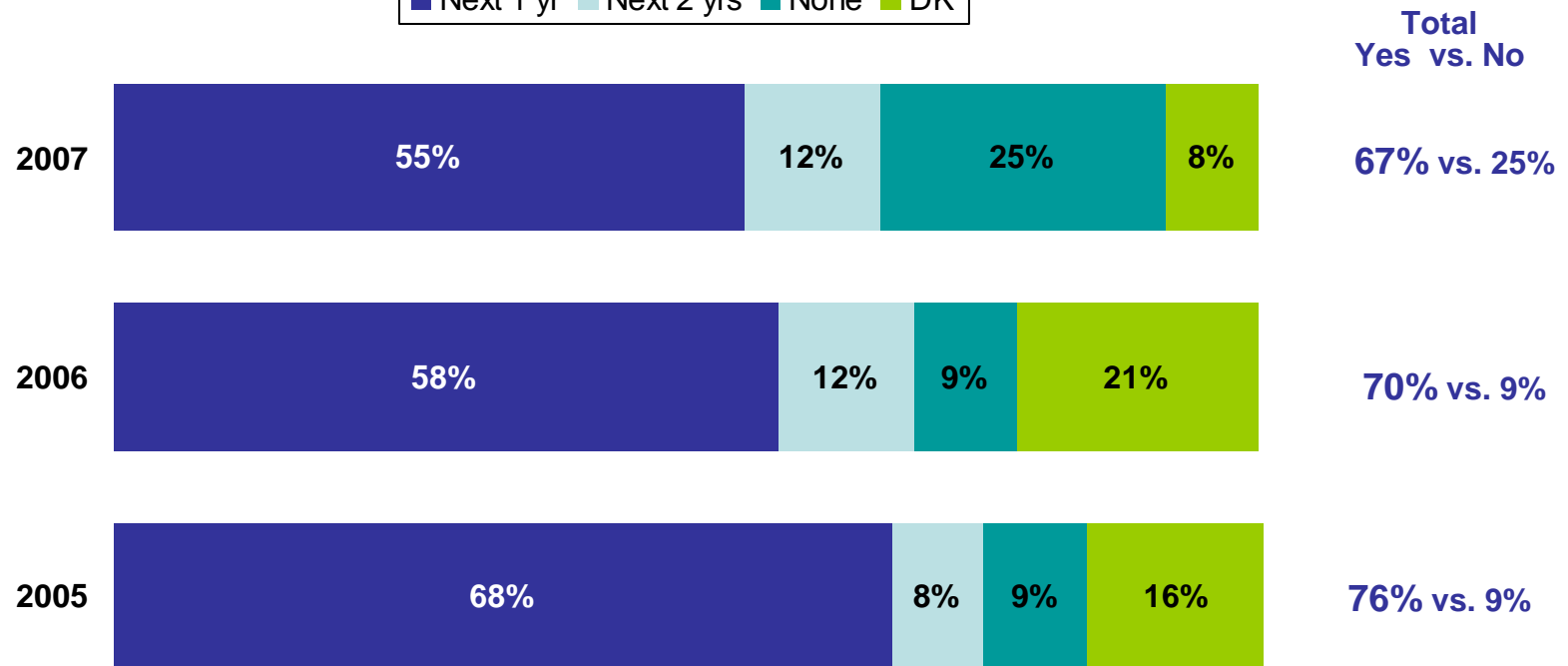




Fewer Canadians are planning to renovate over the next two years than were planning to do so in 2006 or 2005...the trend is downward...

% of adult Canadian homeowners

■ Next 1 yr ■ Next 2 yrs ■ None ■ DK

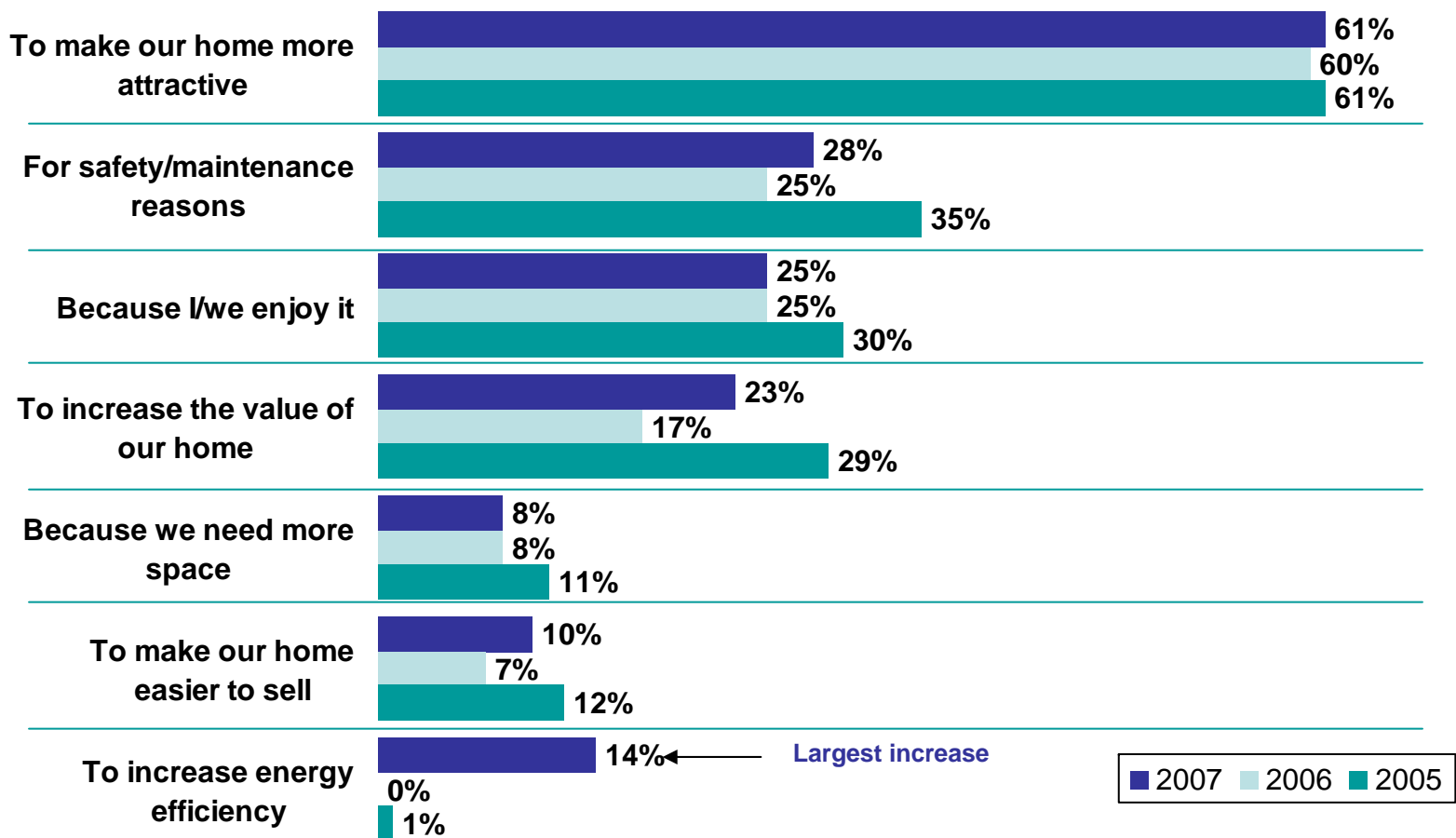


This group will be referred to as *“Renovators”*



Primary reasons for the renovation plans...energy efficiency, value, safety...

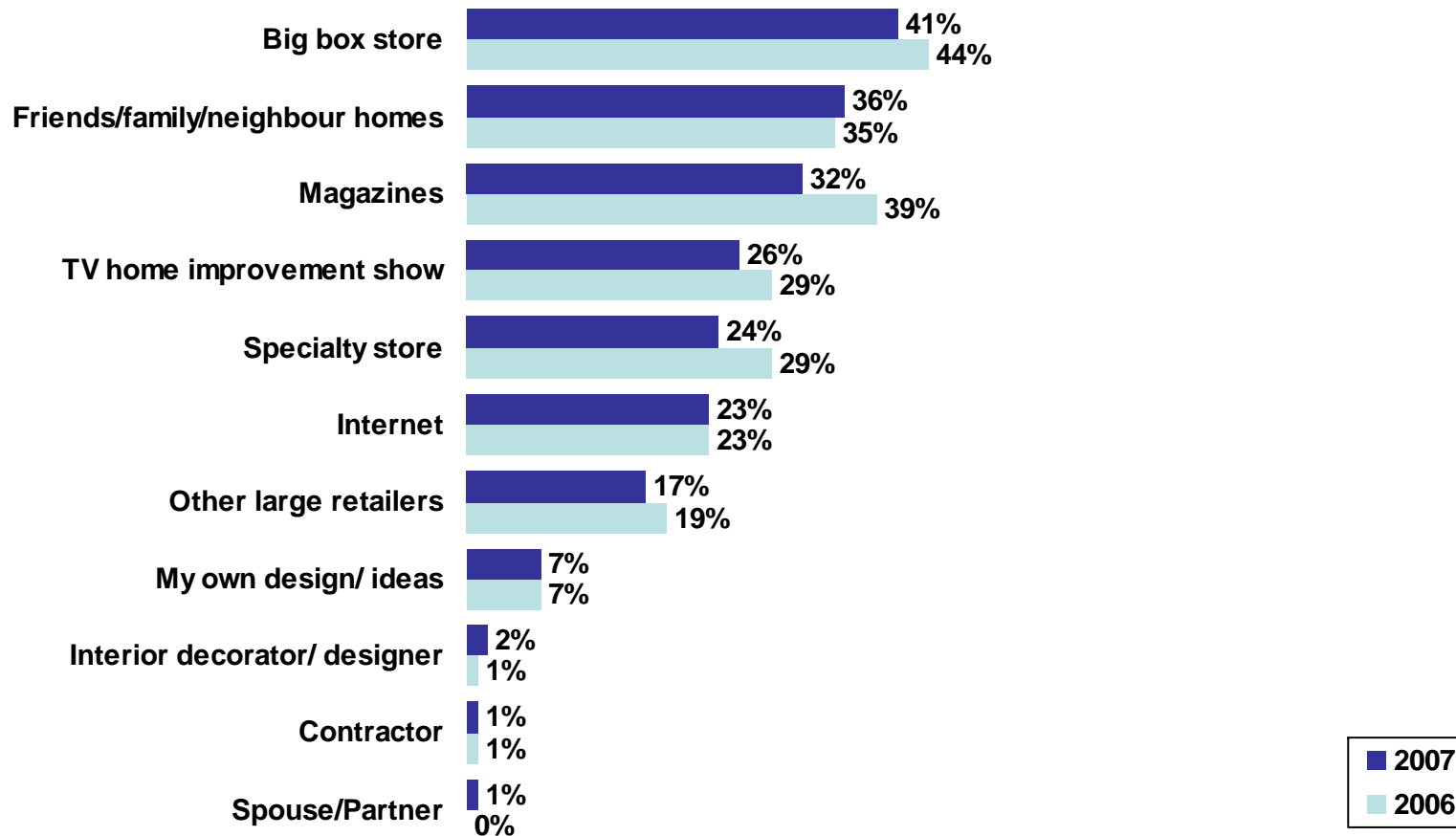
% of adult Canadian homeowners who intend to renovate in the next 2 years





Big box stores, family and friends, magazines and TV shows are most likely to inspire renovators...

% of adult Canadian homeowners planning renovations or improvements



Q9: 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=2607)



Canadians anticipate spending slightly more on their renovations this year than last...

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

