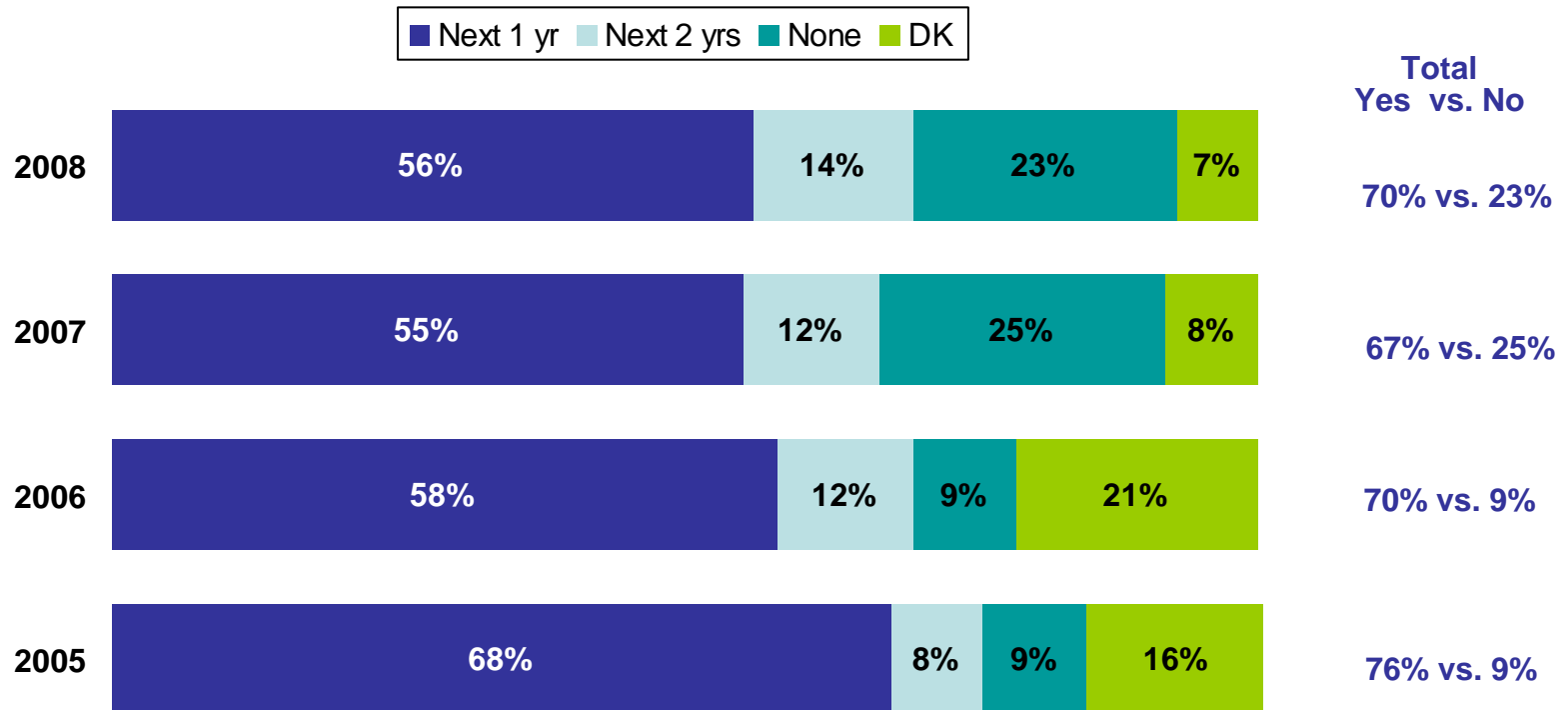




Renovation Intentions are Quite Steady This Year Over Last

% of adult Canadian homeowners



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

Q2: Are you planning any renovations or home improvements to your home over the next twelve months? (Unweighted Base: 2008=3733, 2007=3853, 2006=2367, 2005=1854) Q3: What about over the next two years? (Unweighted Base Not planning to have any home renovations over the next twelve months: 2008=1725, 2007=1607, 2006=1033, 2005=627)



Most Would Continue to Renovate if House Prices Continued to Decline. However, Canadians Appear to Be a Little More Hesitant This Year

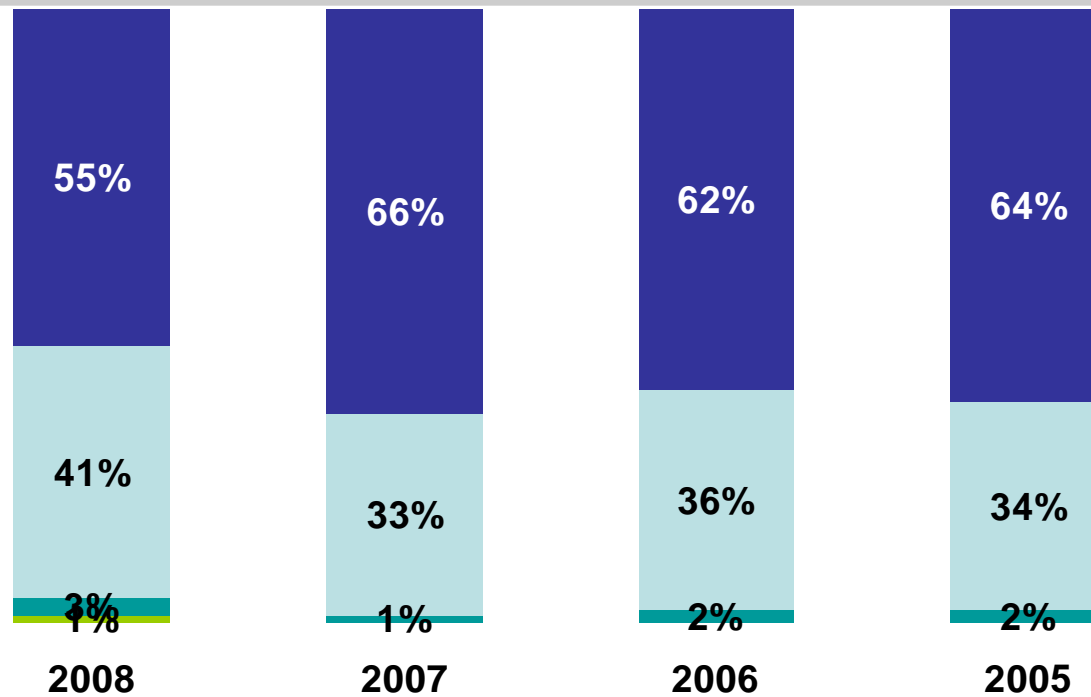
% of adult Canadian homeowners who intend to renovate in the next 2 years

Would still renovate: 96%

98%

98%

98%



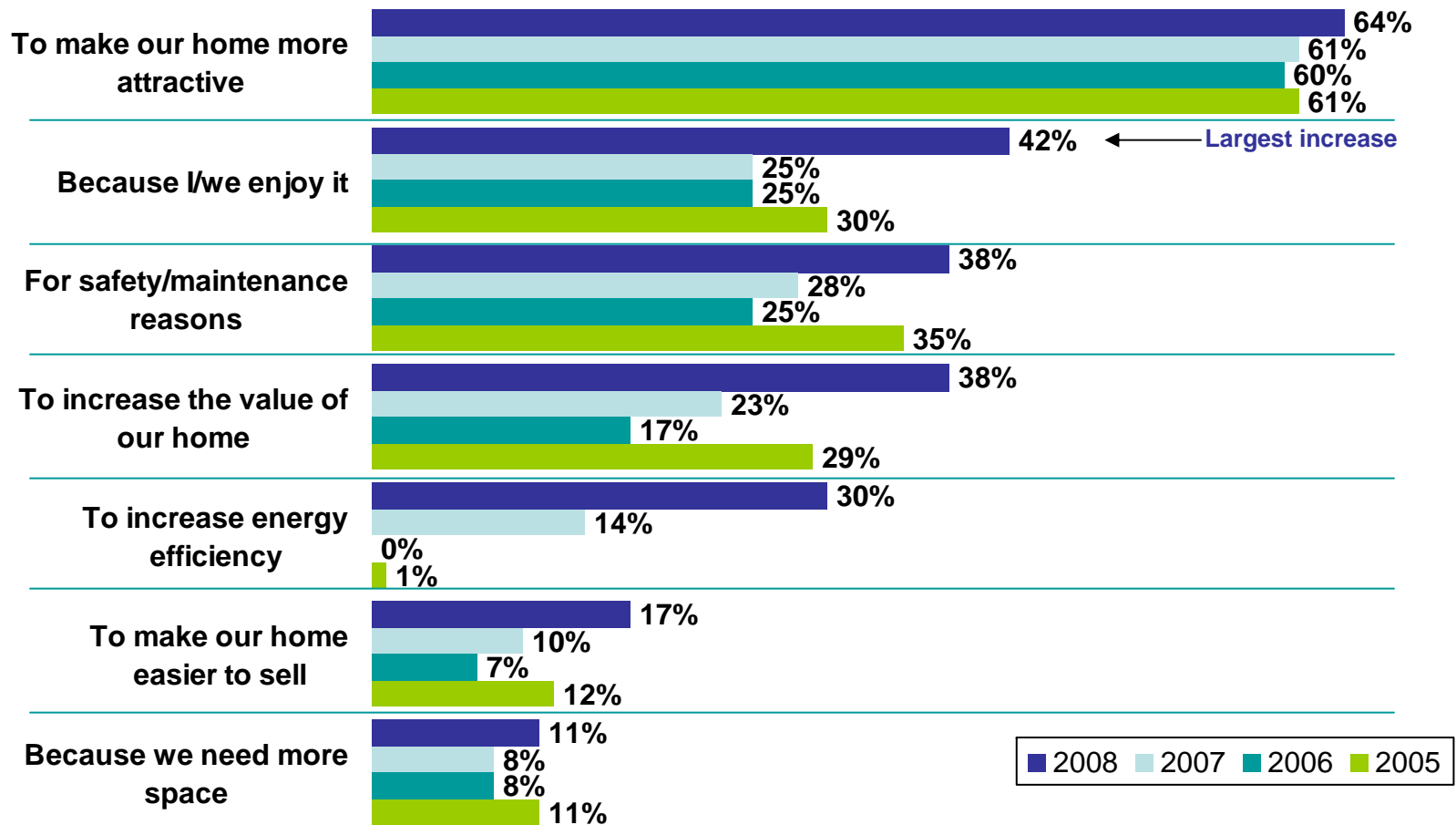
■ Definitely ■ Probably ■ Probably not ■ Definitely not

Q10: If house prices were to level off or decline, would you still plan to continue with your renovation project? (Unweighted Base Planning to have any renovations or home improvements over the next twelve months or two years: 2008=2550, 2007=2607, 2006=1650, 2005=1377)



Primary reasons for the renovation plans...

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

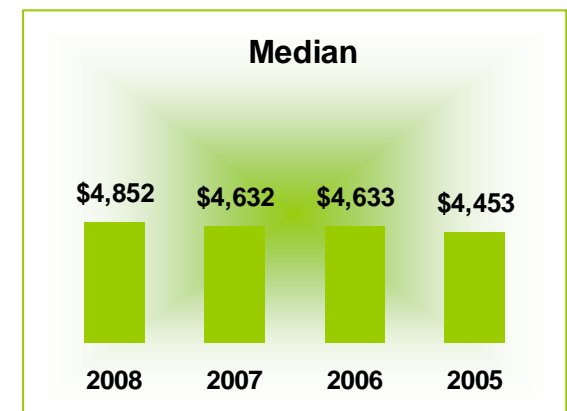
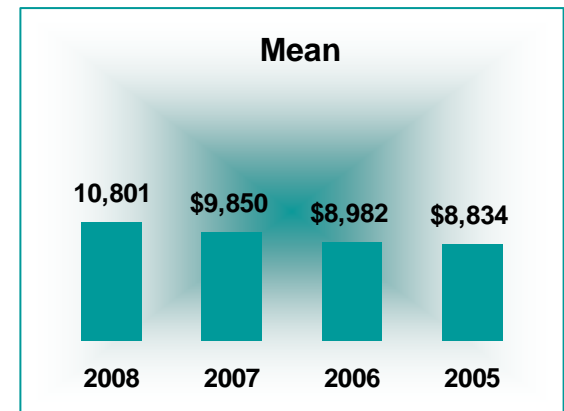
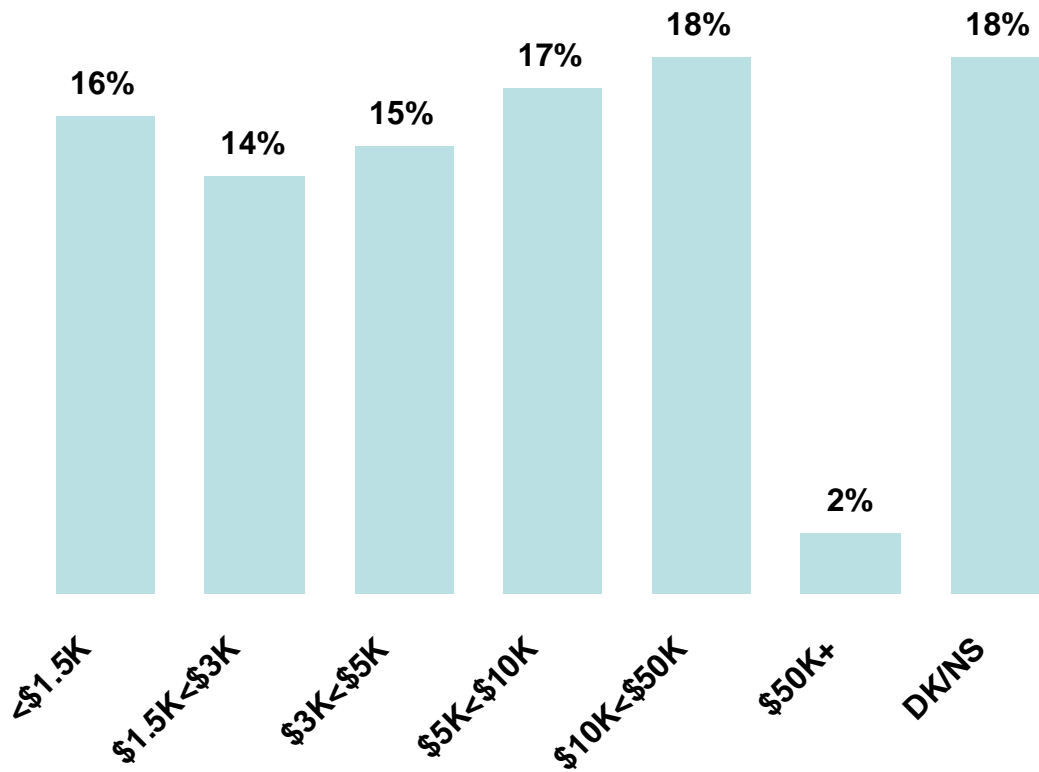


Q11: What is/are the primary reason(s) that you are planning these renovations? (Unweighted Base Planning to have any renovations or home improvements over the next twelve months or two years: 2008=2550, 2007=2607, 2006=1650, 2005=1377)



Overall Spending on Renovations Increasing Steadily Year over Year

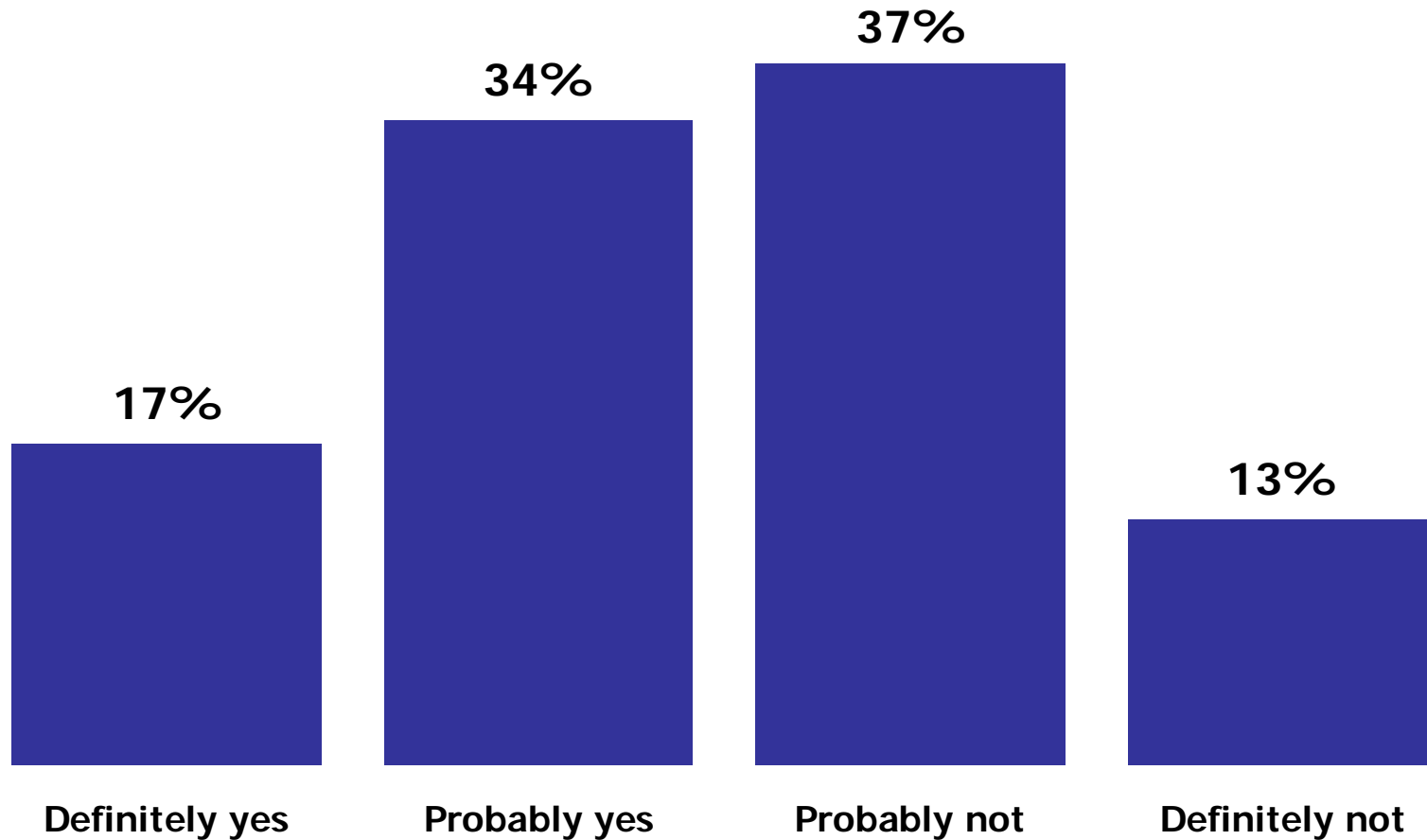
% of adult Canadian homeowners who intend to renovate in the next 2 years



Q6: How much do you think you will spend on these renovations? (Unweighted Base Planning to have any renovations or home improvements over the next twelve months or two years: N=2544)



A Majority Would At Least Consider 'Living off the Grid'



Q23: Living off the Grid' refers to living in a self-sufficient manner without reliance on one or more public utilities. To live off the grid means that the home generates its own power through solar panels and wind generation. It allows a home to produce all its own energy independent from the municipal systems. Is 'living off the grid' something that you would consider? (Unweighted Base: N=3733)