



PRESS RELEASE



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Renovation Spending Across 10 Major Centres up by \$1.6 Billion in 2008

OTTAWA, Ontario, June 05, 2009 — An estimated 1.7 million households in 10 major Canadian centres surveyed indicated they completed renovations last year that cost an average of approximately \$12,600, according to the Renovation and Home Purchase Survey released today by Canada Mortgage and Housing Corporation (CMHC).

“Close to \$21.3 billion was spent on renovations in 2008 across the 10 major centres surveyed, an increase of about \$1.6 billion compared to 2007,” said Bob Dugan, Chief Economist at CMHC. “As well, when Canadian homeowners were asked about their renovation plans for this year, 46 per cent indicated that they intend to spend \$1,000 or more by the end of 2009.”

The Renovation and Home Purchase Survey reports on actual renovation expenditures made in the previous year, as well as intentions to buy or renovate a home in 2009 in the following 10 major centres: St. John’s, Halifax, Québec City, Montréal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver.¹ The survey provides timely information on renovation market trends.

Close to half of households surveyed reported that the cost of renovations undertaken in 2008 was in line with what they had budgeted, while 38 per cent said that they went over their planned budget for the renovation. A quarter of households that undertook a renovation project hired a contractor for a portion of the work. ‘Do-it-yourselfers’ accounted for 30 per cent of renovators in 2008. However, many households (44 per cent) chose to contract out the entire renovation project.

The main reason given by households for renovating in 2008 was to update, add value or to prepare to sell (55 per cent). Thirty-per-cent of respondents stated that the main reason for renovating was that their home needed repairs. The top three renovations completed last year were: painting or wallpapering (28 per cent); remodelling rooms (27 per cent); hard surface flooring and wall-to-wall carpeting (27 per cent).

Of the 10 major centres surveyed, the percentage of households that spent \$1,000 or more on renovations in 2008 was highest in St. John’s at 43 per cent, followed by Winnipeg at 42 per cent and Ottawa at 41 per cent. The centre with the lowest proportion of households that undertook renovations was Québec City at 32 per cent.

Similarly, renovation intentions for 2009 across the 10 major centres are strongest in St. John’s and Ottawa, where 56 and 54 per cent of consumers, respectively, indicated they plan to undertake renovations costing \$1,000 or more. The proportion of potential renovators is lowest in Québec City at 41 per cent.

On the home purchasing front, five per cent of households across the 10 major centres surveyed intend to purchase a home that will be used as a primary residence in 2009. Forty-nine per cent of households that stated they intend to purchase a home in 2009 are first-time buyers. This percentage is significantly higher than the share (36 per cent) of actual first-time homebuyers in 2008. The majority of first-time buyers are between the ages of 25 and 34.

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Home buying intentions are strongest in Calgary and Edmonton where six per cent of households reported that they are considering buying a home this year, down from eight and seven per cent, respectively, in 2008. Purchase intentions are the lowest in Halifax and Montréal at four per cent.

As Canada's national housing agency, Canada Mortgage and Housing Corporation (CMHC) draws on over 60 years of experience to help Canadians access a variety of quality, environmentally sustainable, and affordable homes — homes that will continue to create vibrant and healthy communities and cities across the country.

For more information, call 1-800-668-2642.

¹ All 10 centres were asked whether they intend to spend more than \$1,000 on renovations in 2009 and whether they intend to buy a home in 2009. More detailed questions on intentions to buy or renovate were asked in Halifax, Montréal, Toronto, Calgary, and Vancouver.

To obtain the free electronic version of the Major Market Highlights report or the detailed data table reports for the individual centres or all centres combined, visit the [CMHC website](#).

For further information please contact:

Kristen Scheel
613-748-2799
kscheel@cmhc-schl.gc.ca

For regional information contact:

St. John's

Chris Janes
CMHC
709-772-2403
cjanes@cmhc-schl.gc.ca

Toronto

Shaun Hildebrand
CMHC
416-218-3466
shildebr@cmhc-schl.gc.ca

Halifax

Matthew Gilmore
CMHC
902-426-4686
mgilmore@cmhc-schl.gc.ca

Winnipeg

Jeff Powell
CMHC
204-983-5693
jpowell@cmhc-schl.gc.ca

Québec

Marie-Élaine Denis
CMHC
418-649-8100
medenis@cmhc-schl.gc.ca

Edmonton

Richard Goatcher
CMHC
780-423-8729
rgoatche@cmhc-schl.gc.ca

Montréal

Bertrand Recher
CMHC
514-283-2758
brecher@cmhc-schl.gc.ca

Calgary

Lai Sing Louie
CMHC
403-515-2991
llouie@cmhc-schl.gc.ca

Ottawa

Sandra Perez Torres

Vancouver

Travis Archibald

CMHC
613-748-5120
sperezto@cmhc-schl.gc.ca

CMHC
604-737-4062
tarchiba@cmhc-schl.gc.ca

Renovation and Home Purchase Survey

	Renovation and Home Buying Activity						Intentions to Buy and Renovate			
	Households that Bought a Home (per cent)		Households that Renovated (per cent)		Households that Spent \$1,000 or More on Renovations (per cent)		Households that Intend to Buy a Home (per cent)		Households that Intend to Spend \$1,000 or More on Renovations (per cent)	
	2007	2008	2007	2008	2007	2008	2008	2009	2008	2009
St. John's	10	6	42	48	35	43	6	5	48	56
Halifax	9	6	43	45	35	40	6	4	46	53
Québec	7	6	35	37	28	32	4	5	35	41
Montréal	5	6	37	39	31	33	5	4	36	42
Ottawa	8	6	40	46	34	41	7	5	41	54
Toronto	7	5	36	39	31	36	6	5	41	45
Winnipeg	8	7	44	47	36	42	6	5	50	53
Calgary	10	7	35	38	30	33	8	6	41	46
Edmonton	10	8	38	43	33	38	7	6	45	53
Vancouver	8	6	36	38	30	33	5	5	38	46
Total	7	6	37	40	31	35	6	5	40	46