



Bermuda Omnibus Survey

First Quarter 2007 - Contra Research

Final Results for **Homes & Gardens**

Field Dates:	March 7 th - 17 th , 2007
Population:	Bermuda Residents (18+)
Sample:	401
Sampling Error:	+/-4.9% (19 in 20 Samples)

All results are expressed as a percentage

The Bermuda Omnibus Survey

First Quarter 2007

Summary Report on Homes & Gardens' Contra Research

The following are summary results for Homes & Gardens' contra questions from the latest *Bermuda Omnibus Survey*, a syndicated quarterly survey of Bermuda residents. The survey consisted of telephone interviews with a representative sample of 401 Bermuda residents conducted between March 7th and 17th, 2007. A sample of this size drawn from the population provides results accurate to within plus or minus 4.9 percent in 19 out of 20 samples.

Home Renovations

Home renovations continue to be prevalent among homeowners, as most have either undertaken some form of home renovations in the past year or intend to in the coming year.

- Homeownership in Bermuda is strong as six-in-ten (63%, unchanged from 60% in Q2, 2006) Bermuda residents report they own their home. As seen with previous results, homeownership increases with income and age. Due to restrictions on land ownership, it is not surprising that Bermudians are significantly more likely to own a home than non-Bermudians. (Table 30)
- Similar to last year's results, a large minority of homeowners (n=251) has undertaken home renovations (42%, unchanged from Q2 2006) within the past year. Residents most likely to complete some form of renovation include male residents, those with a household income of \$50,000 or more, and residents younger than 54 years of age. (Table 31)

Intentions to complete home renovations have increased in the past year as homeowners who did not completed a renovation last year (n=107) are more likely to intent to do some type of renovation in the coming year. Two-thirds of those who have not completed a renovation in the past year say they will **definitely** (41%, up 17 points) or **probably** (24%, up 1 point) do so in the next twelve months. (Table 32)