

# TAKING MEASURE OF HOME IMPROVEMENT IN AMERICA

MAY 2014

When the ground begins to thaw and the trees blossom, Americans start strapping on their tool belts, rolling up their sleeves, and picking up their hammers. Or for some, it's simply a matter of picking up their phone to call their contractor. We wanted to get a grip on how many Americans plan to fix up their homes this year, what projects are on their checklist, and who they go to for tips and advice.

This month's eNation survey paints a picture of home improvement in America. Conducted in May 2014, the results found that 52% of Americans have taken care of a home improvement project themselves in the past year. 36% indicate that they have done one within the past six months, and this is especially true of households with children (42%) and among men (41%). On the other hand, 14% have never done a do-it-yourself home improvement project and 12% said that the last time was over five years ago. Millennials (aged 18-34) are the most likely (22%) to never have done a do-it-yourself home improvement project.

When Americans do renovate, is it to increase the value of their home, or rather, for the additional comfort it brings? When asked, almost three-quarters of respondents indicate that they believe most people do home improvement projects right after moving in as opposed to just before moving out. We guess you don't have to move out to move up!

When was that last time you did any type of home improvement project yourself, such as paint, wallpaper, landscape or other project? (Select one)

	Total %	Gender		Age			Income		Children	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No
Net-within year	52	57	47	49	52	53	47	55	55	50
Within past 6 months	36	41	32	36	36	36	32	39	42	34
>6 months to a year	16	16	15	13	16	17	15	16	13	16
Net-1 to 5 years ago	22	21	24	22	25	21	22	22	24	22
>1 year to 2 years	10	8	13	10	12	9	10	10	10	10
>2 years to 5 years	12	13	11	12	13	12	12	12	14	12
Net-over 5 years/never	26	22	29	28	23	27	30	23	21	27
Over 5 years ago	12	10	14	6	12	18	11	13	9	13
Never	14	12	15	22	11	9	19	10	12	14



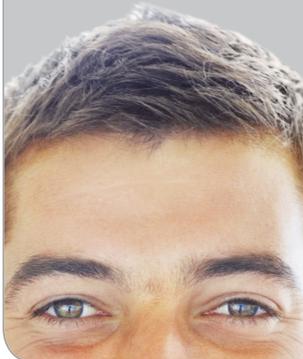
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Whether it's to spruce up their home or do some big-ticket remodeling projects, 60% of Americans have some type of home improvement project planned in the next 12 months. Perhaps it's the big impact it can make for a small amount of work, but it seems that finding the perfect hue is on the palette for most Americans. Interior painting (30%) was the overwhelming number one project planned. Next on the checklists of Americans were landscape projects (25%), exterior painting (13%) and new appliances (11%). Women, Millennials, and those who make under \$50,000 are slightly less likely to tackle any of the home improvement projects in the chart below.

Regardless if you do-it-yourself or hire someone else, do you plan to do any of the following home improvement projects in the next 12 months? (Select all that apply)

TABLE DISPLAYS THE PERCENT OF ALL SELECTED	Total %	Gender		Age			Income		Children	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No
Interior painting	30	28	31	28	30	31	25	33	37	28
Landscape project	25	23	24	20	26	24	18	27	24	23
Exterior painting	13	16	11	10	12	18	10	16	12	14
New appliances	11	12	9	17	8	8	11	11	15	10
New carpet	8	8	9	9	7	9	7	9	10	8
Remodel bath	8	8	8	8	9	7	8	9	11	8
New front door	8	8	8	8	9	7	7	9	10	8
Remodel kitchen	7	7	7	9	7	7	8	7	8	7
New windows	6	6	6	8	6	4	6	6	7	6
New driveway/walkway	5	5	4	3	4	6	3	6	4	5
New roof	4	5	4	5	4	5	5	4	2	5
New outdoor deck	4	6	3	6	2	5	6	3	4	4
New outdoor patio	4	5	2	5	3	3	2	5	3	4
Finished basement	3	4	2	6	2	2	4	2	4	3
New garage door	2	2	2	2	1	3	2	2	1	2
None of above	40	38	42	44	39	36	47	34	36	41



“ Our results found that 52% of Americans have taken care of a home improvement project themselves in the past year. ”



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But alas, often there are external factors that prevent many from doing the renovations they desire. Our results show that lack of money (47%) and time (25%) are the two biggest factors. When we dig a bit deeper, we see that households with children are especially likely to mention lack of funds (58%) and time (35%). And when broken down along gender lines, it's interesting to note that females are much more likely (20%) to worry about the project going wrong or costing more than their male counterparts (14%).

Have any of the following reasons ever kept you from doing a home improvement project? (Select all that apply)										
TABLE DISPLAYS THE PERCENT OF ALL SELECTED	Total %	Gender		Age			Income		Children	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No
Lack of funds	47	43	51	44	52	45	50	45	58	44
Lack of time	25	26	25	32	29	16	22	28	35	23
Do not own home	17	15	19	32	14	7	28	9	16	17
Worry go wrong, cost more	17	14	20	17	17	17	18	17	19	16
Don't know how D-I-Y	17	16	18	19	17	16	18	17	17	17
Not motivated	14	14	14	13	12	16	13	14	14	14
Feel home doesn't need	12	14	9	12	8	15	8	14	11	12
Not sure how to start	10	9	11	13	7	9	9	10	10	10
Don't know who to call	6	5	7	6	6	6	6	6	6	6
None of above	16	19	14	13	16	19	15	17	10	18

When it comes to seeking advice for where to buy supplies, suggestions from friends and family (46%) and the Intranet (43%) were the most valuable tools in most Americans' kits. One out of four Americans also mentioned store employee suggestions, contractor or expert suggestions, and store ads, flyers, or coupons as their favorite sources. But gone are the days when airwaves prevailed, as only 2% admit to using the radio as a source of information!

When doing home repairs, what sources of information do you seek when deciding where to buy your supplies? (Select all that apply)										
TABLE DISPLAYS THE PERCENT OF ALL SELECTED	Total %	Gender		Age			Income		Children	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No
Word of mouth-friends, family	46	40	51	44	47	45	43	48	51	44
Internet	43	43	43	47	46	36	38	46	42	43
Store employee suggestion	26	25	27	27	23	28	23	28	26	26
Contractor/expert suggestion	26	24	27	22	24	31	15	33	22	27
Ad/flyer/coupon	22	20	24	18	25	23	21	23	23	22
TV	12	13	12	18	12	8	14	11	15	12
Radio	2	3	1	3	2	1	2	1	2	2
Other source	9	11	8	8	7	13	10	9	8	10
None of above	19	21	17	25	17	14	26	14	20	18

By taking measure of how Americans feel about home improvements, companies can be proactive in predicting sales and production, as well in planning their advertising initiatives. And with the majority indicating that they have a project planned this year, we can say that the time is ripe for renovations.

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## Methodology

Each week Ipsos U.S. eNation online omnibus completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate. Ipsos U.S. eNation online omnibus survey results are tabulated by two standard demographic banners.

### A. GENDER, AGE, HOUSEHOLD INCOME, REGION

### B. CHILD IN HOUSEHOLD, EDUCATION, EMPLOYMENT STATUS, MARITAL STATUS, RACE

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

## Special 2014 Offer

Now through June 30, 2014, receive one **free** *second* omnibus question on eNation with at least one paid question study

To request complimentary access to this study, or to learn more about eNation, please contact us.

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