SALES FACTORY ConsumerPulse

Springing into Home Improvements

March 14, 2024

Springing into Home Improvements

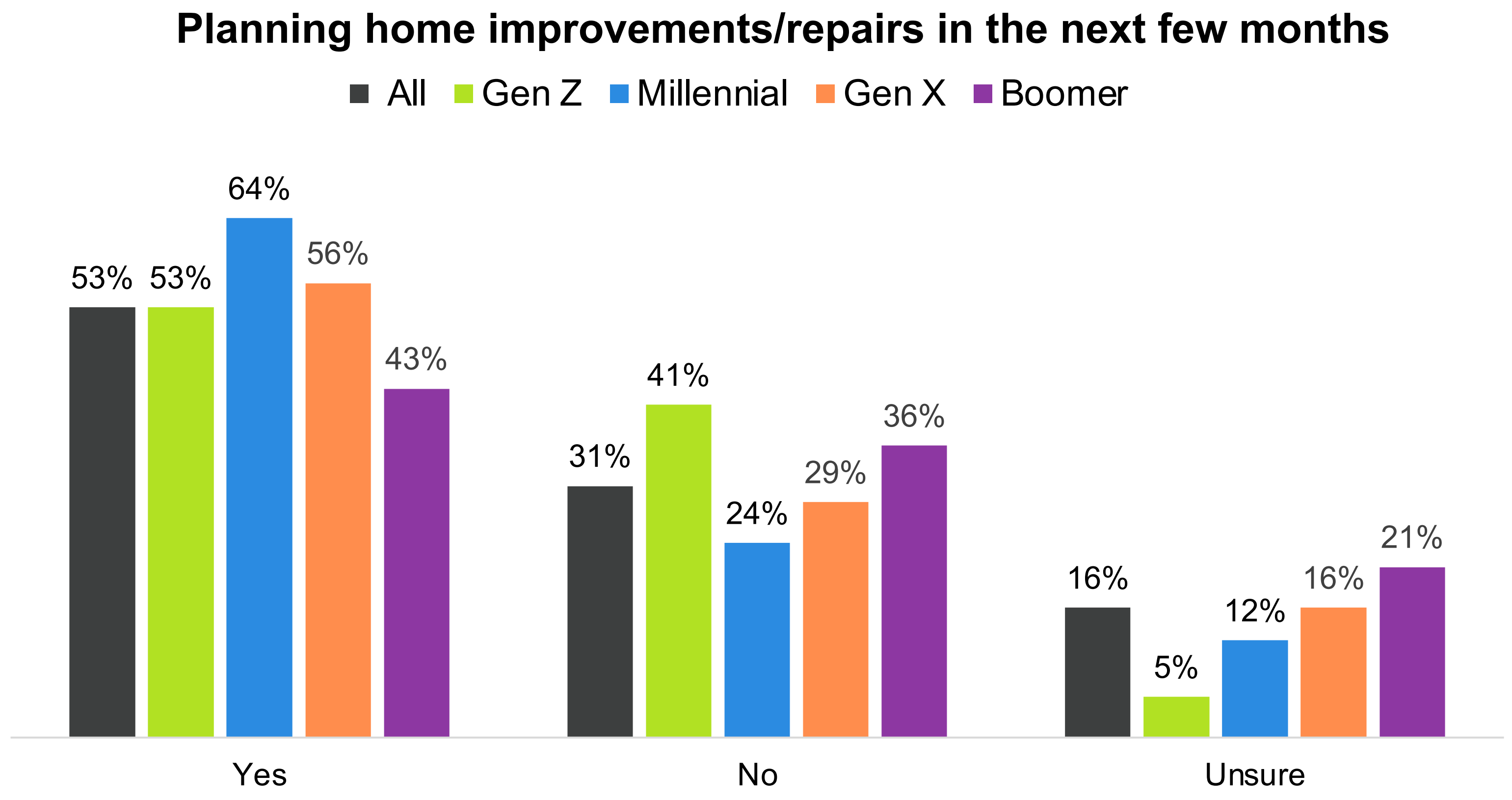
At-A-Glance:

- Most homeowners (67%) harbor more home improvement aspirations than what they will be able to do, hinting at various obstacles that may be holding them back.
- The driving force behind hesitancy includes financial constraints (64%) and economic concerns, notably the anticipation of future inflation.
- 38% of projects are aimed indoors, with painting and bath remodels topping the list of preferred improvements.

The Outlook:

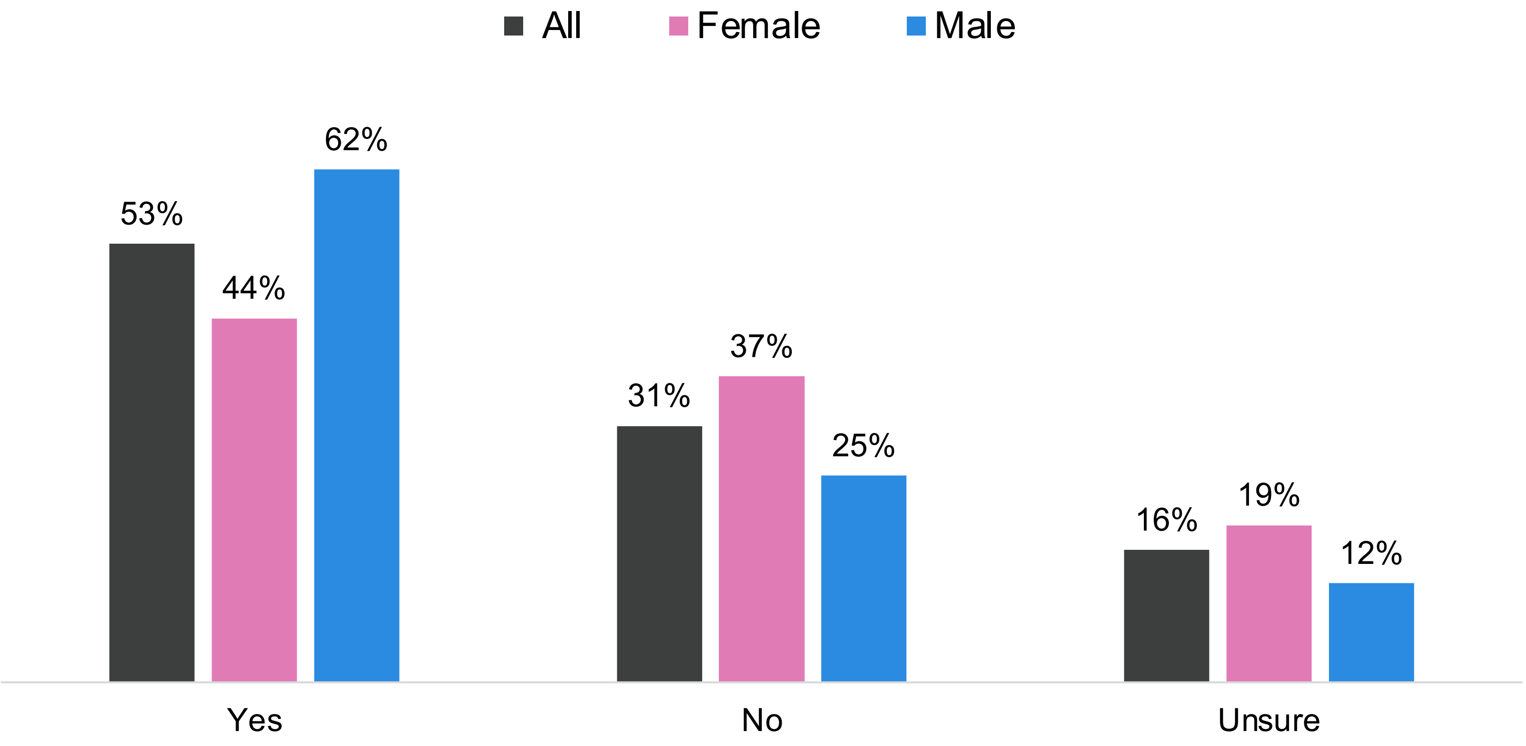
The data from our report not only reflects the homeowners' zest for home revitalization but also uncovers deeper financial and economic apprehensions. For brands and retailers, understanding these dynamics is crucial in tailoring offerings that meet homeowners’ needs while navigating financial concerns and the desire for value-enhancing projects.

Among the homeowners in the survey, 53% are planning improvements or repairs to their home in the next few months. In addition, 16% are unsure whether they'll proceed with repairs or improvements.

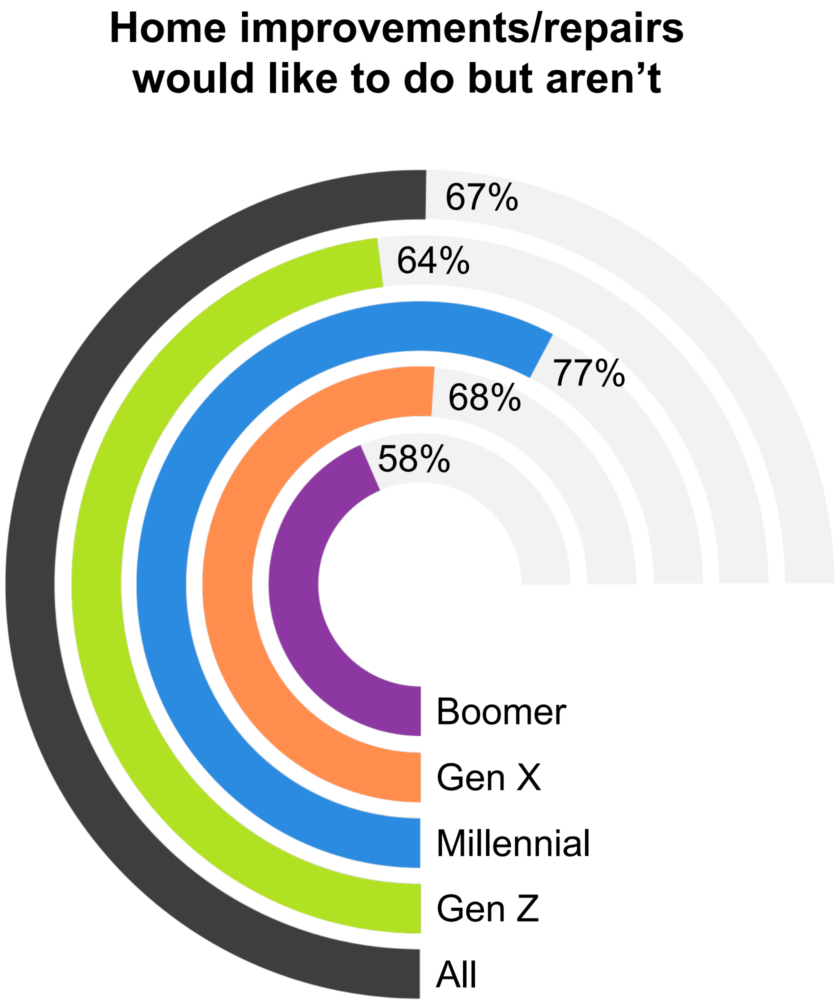


Male homeowners (62%) are much more likely than females (44%) to be confident they'll proceed with repairs and improvements.

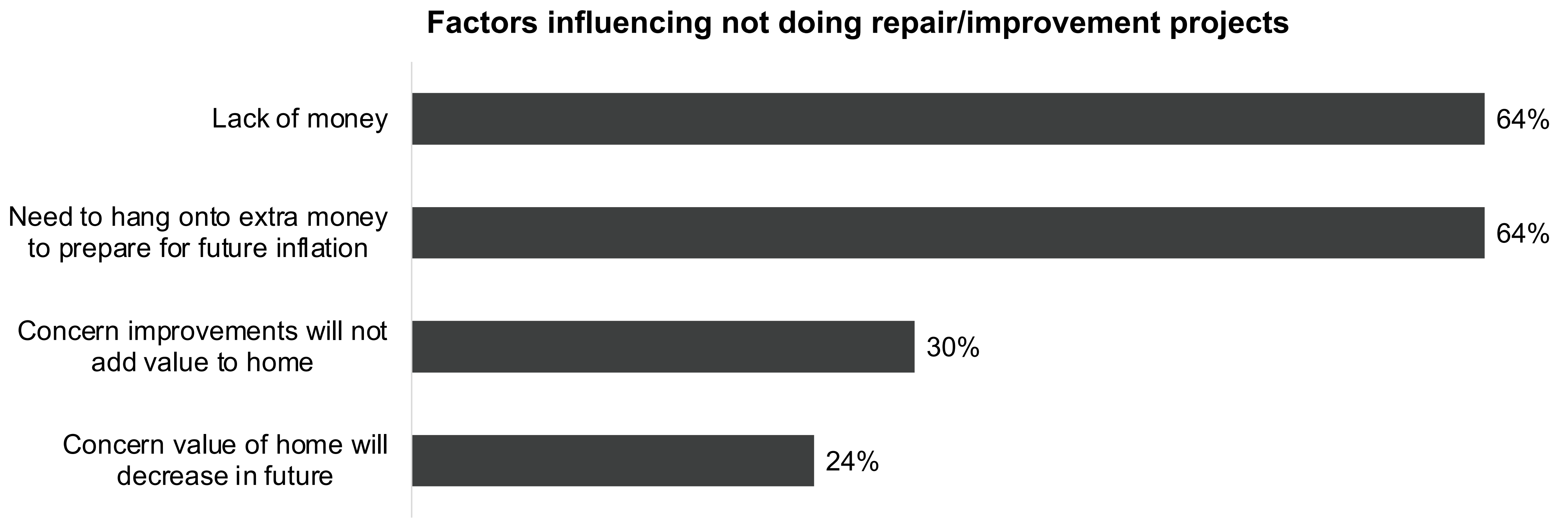
Planning home improvements/repairs in the next few months



67% of homeowners have repairs or improvements they would like to do but won't. So even among those working on their homes, there are projects they're not planning on getting to.

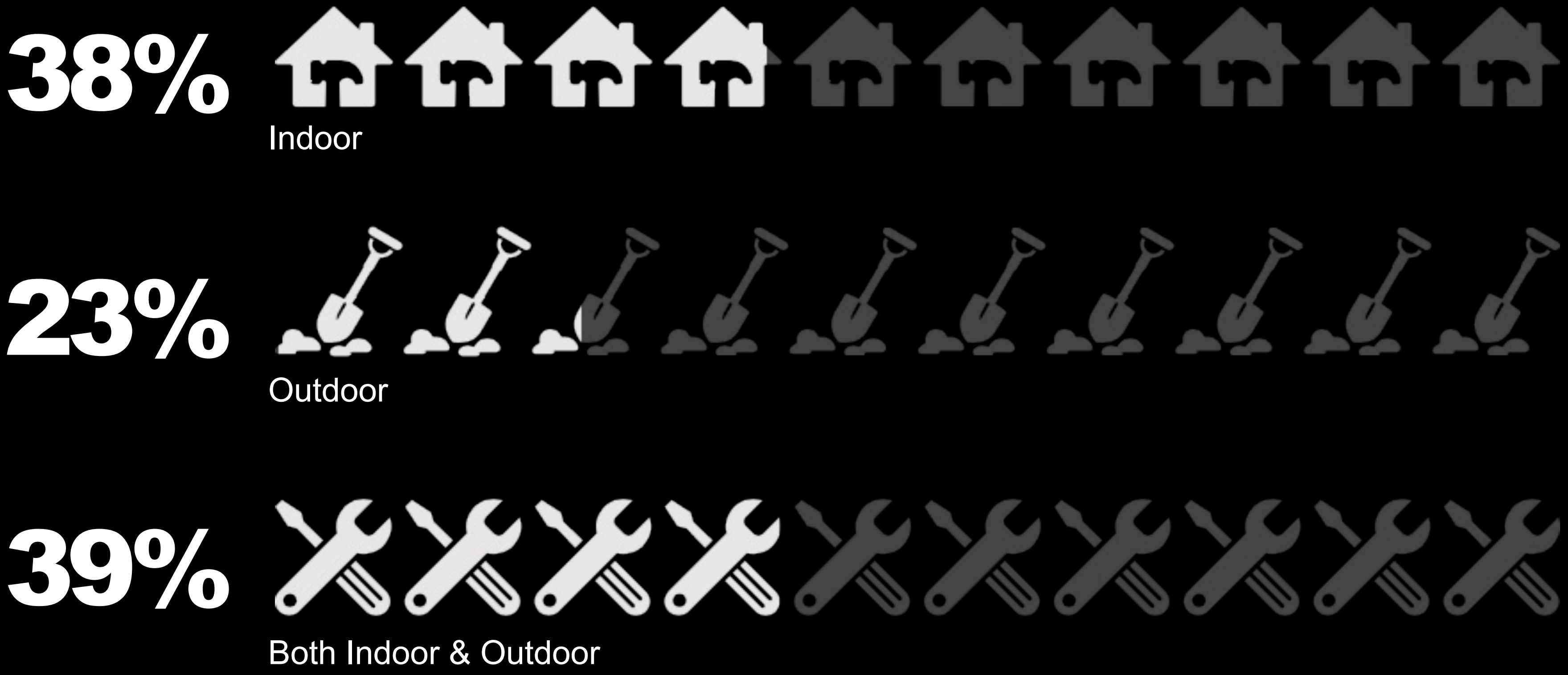


Not surprisingly, a lack of funds (64%) is influential or very influential on people's decision not to proceed with work they'd like to do on their home. Equally influential, however, is concern about the economy. Specifically, the need to prepare for future inflation.



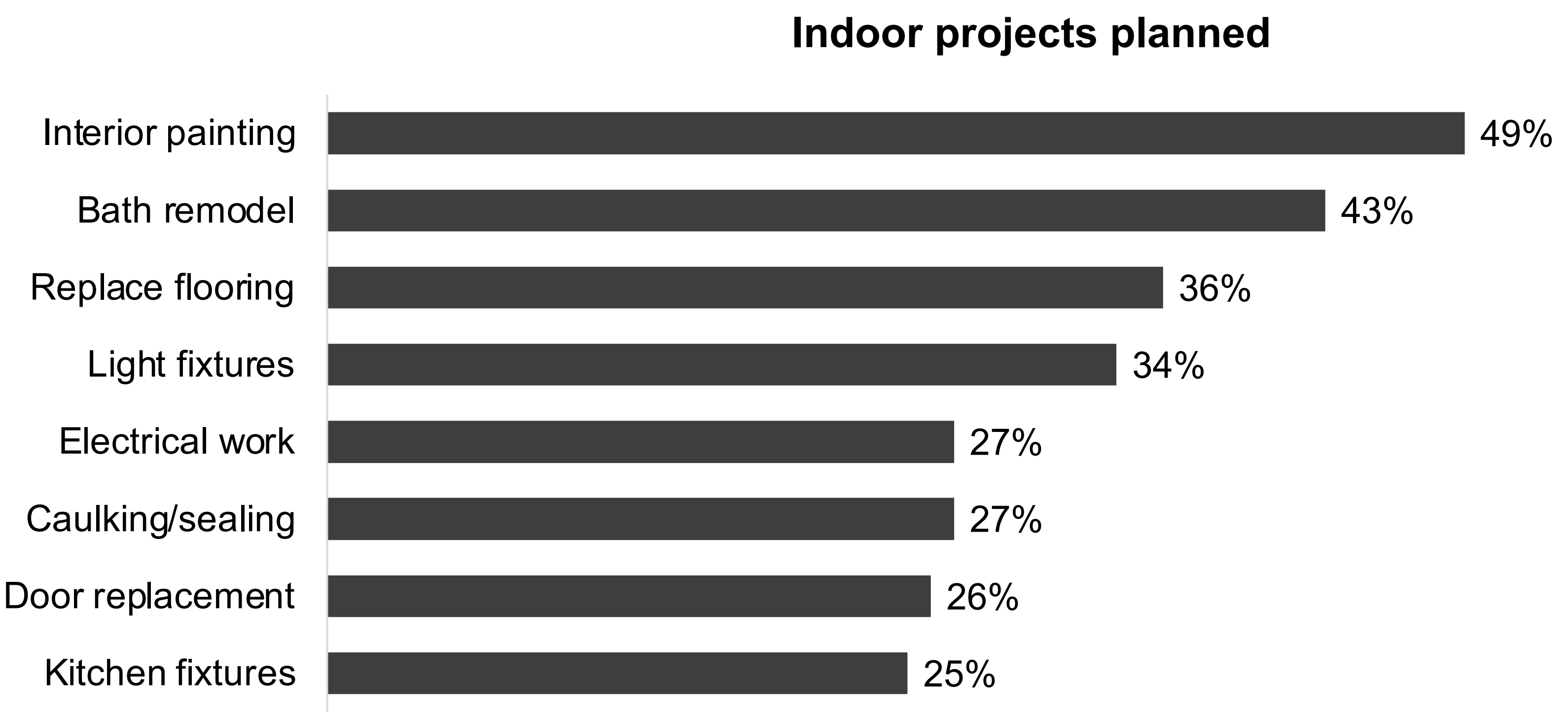
Among those planning projects around their homes, 38% are planning exclusively indoor activities. 23% are exclusively planning outdoor projects while 39% are planning projects on both the interior and exterior of their property.

Type of upcoming work planned on home

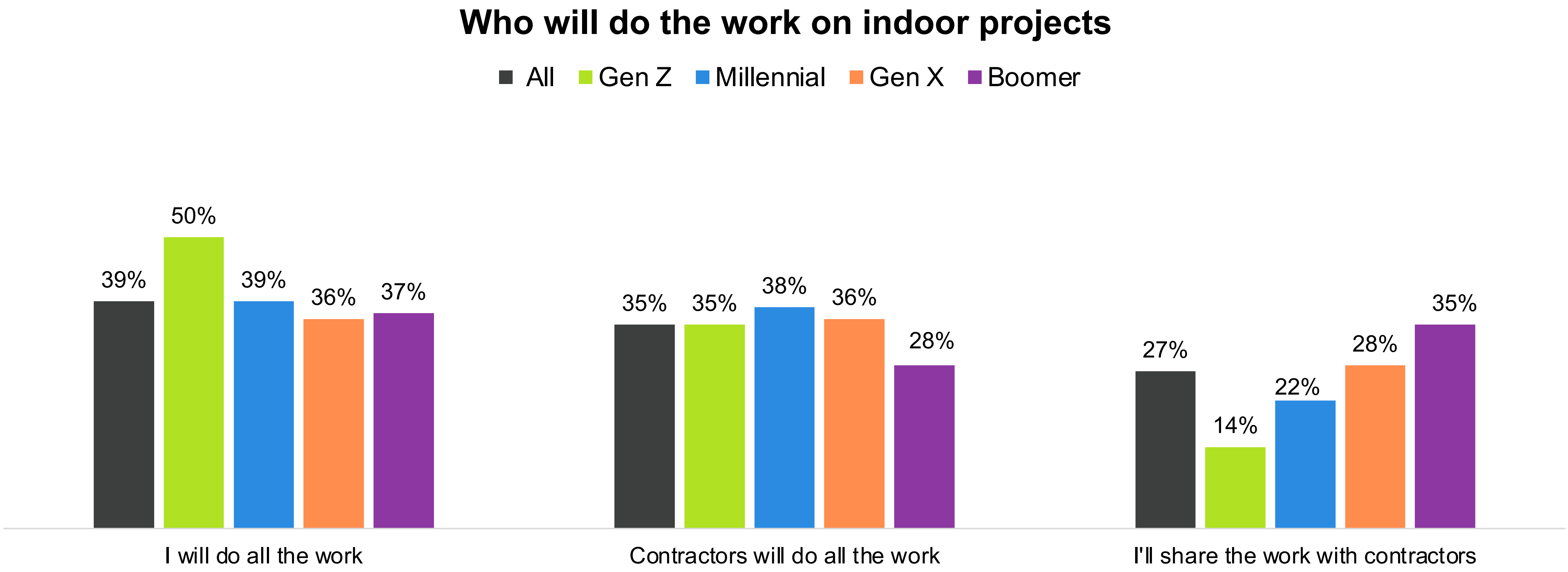


Indoor Home Improvement Projects

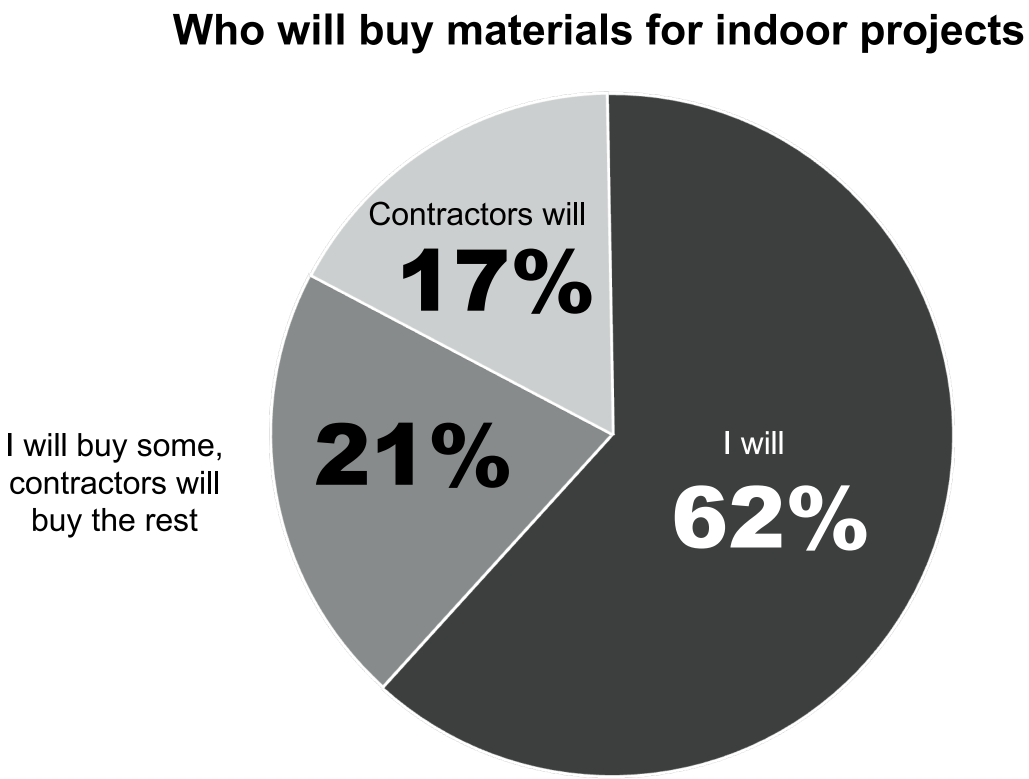
Among the indoor projects homeowners are planning, painting (49%) and bath remodels (43%) are the most popular.



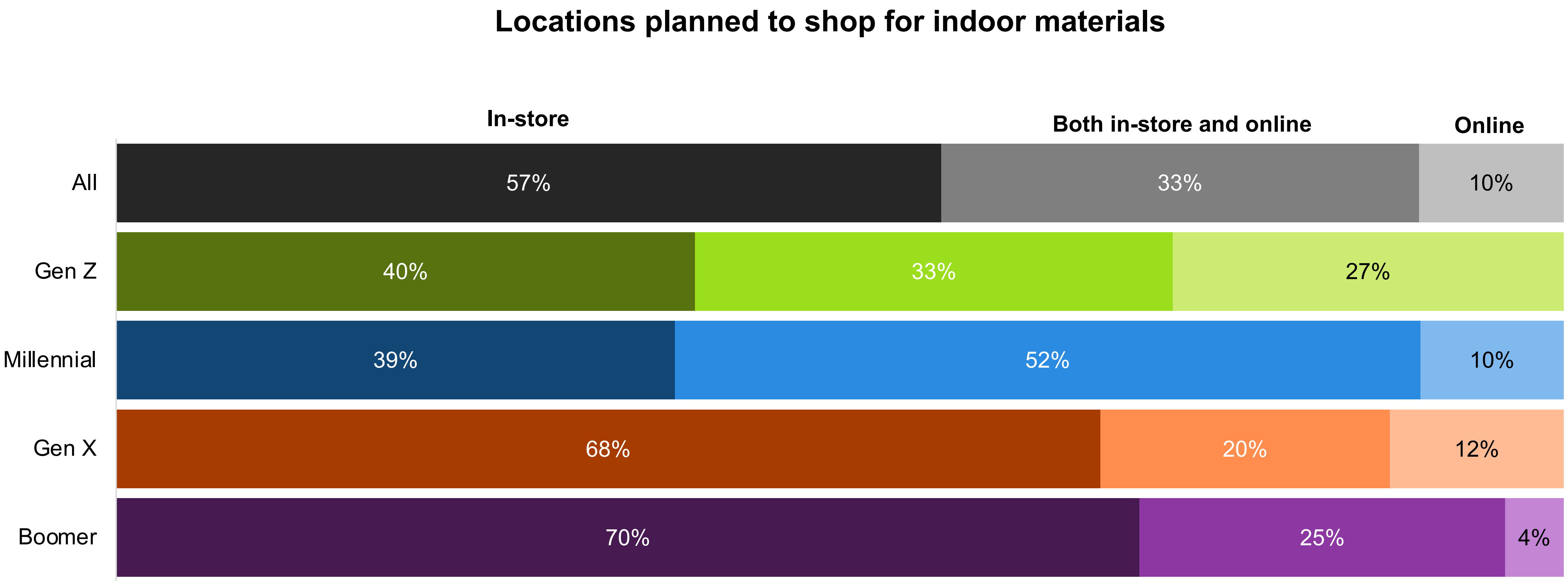
Nearly 4 in 10 of those tackling indoor projects will do all the work themselves. 35% will rely exclusively on contractors and 27% will share the work with a professional.



Among those utilizing a contractor, more than 6 in 10 will buy all the material themselves while only 17% will turn all of the material decision making over to the pros.

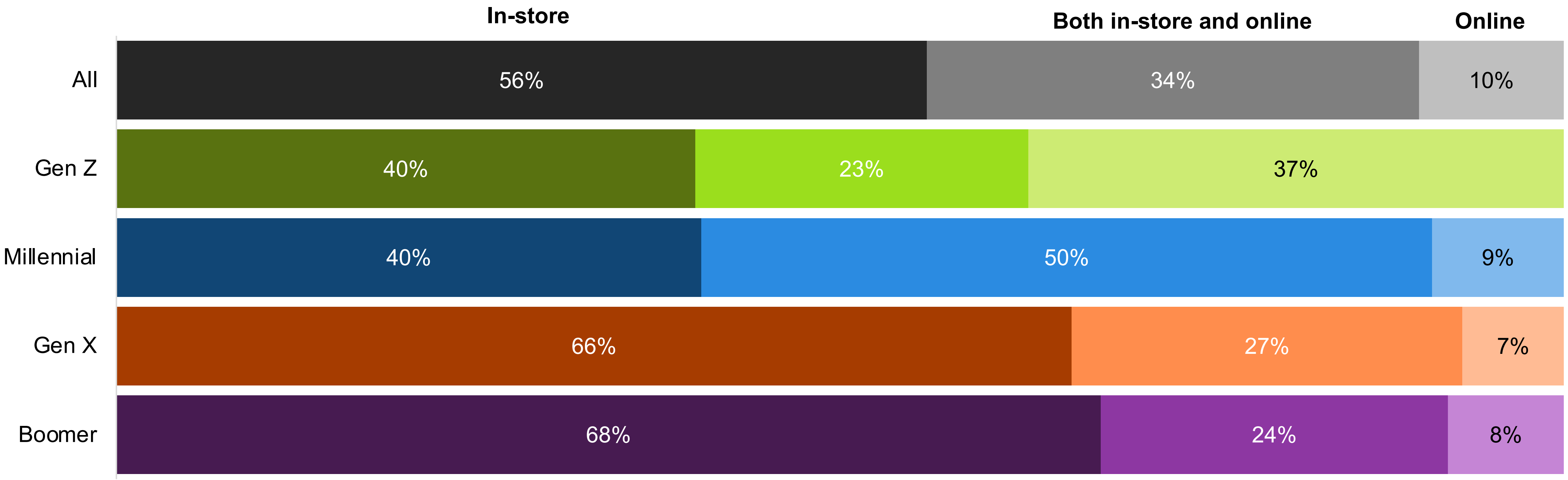


Among those who will be shopping for materials themselves, 90% will do at least a portion of their shopping in-store.

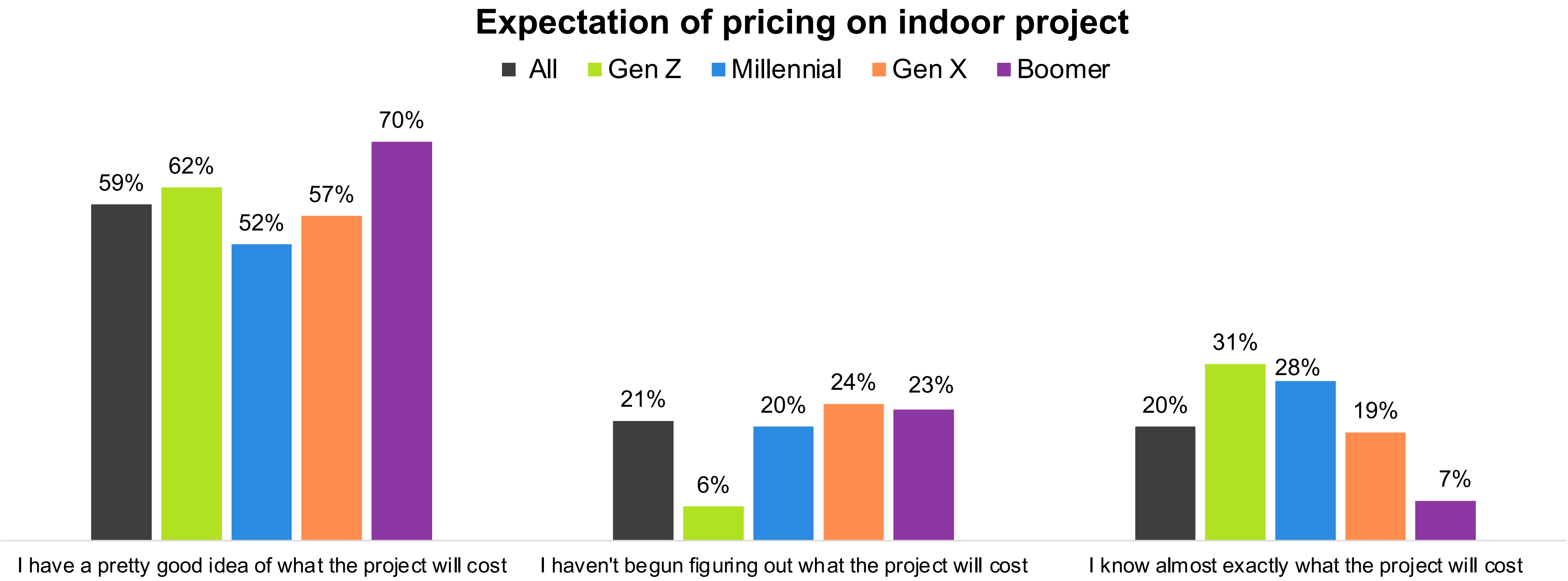


The numbers for anticipated purchase location mirror nearly identically to their planned shopping behavior.

Locations planned to buy indoor materials



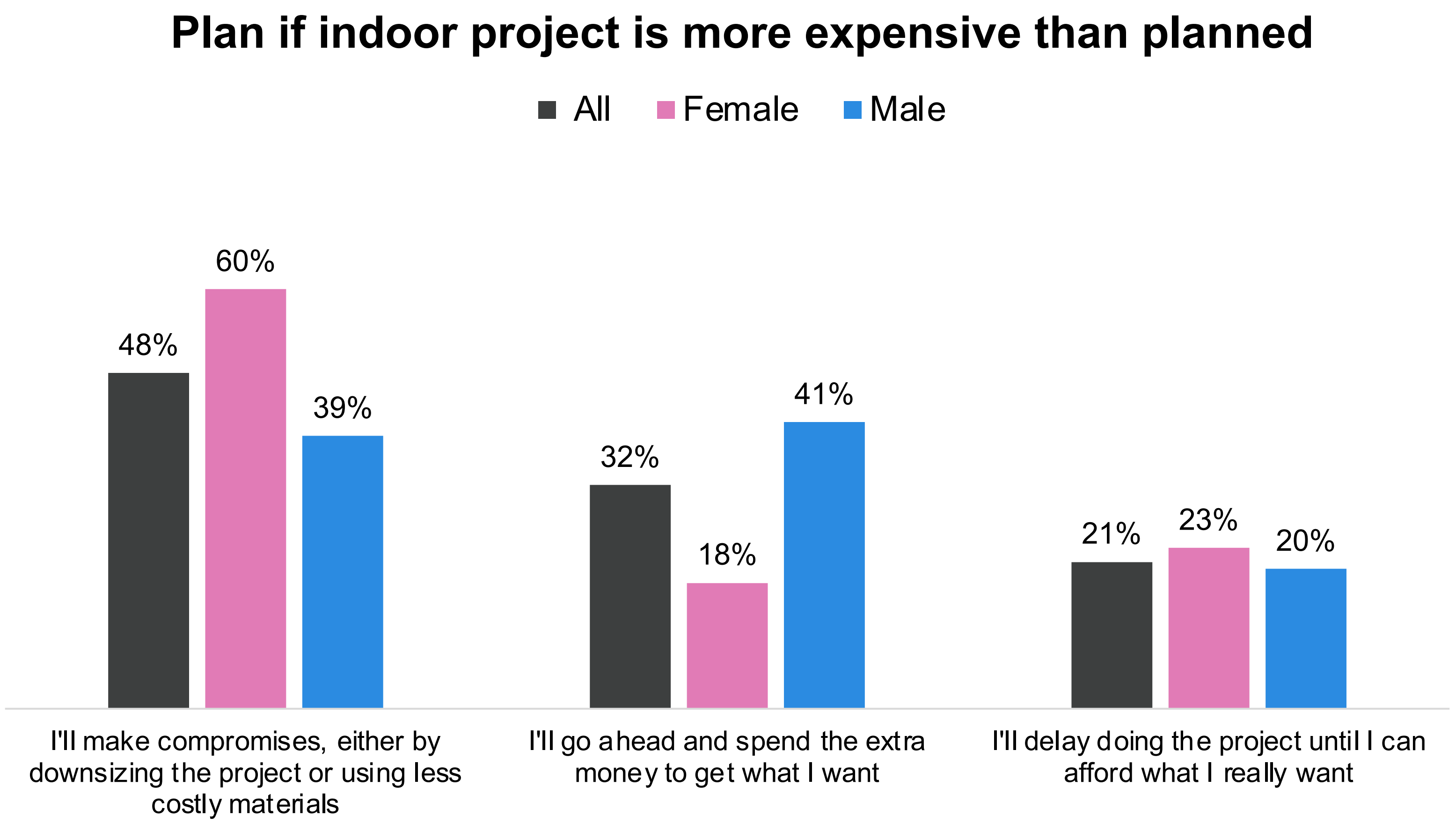
One in five people are confident they already know exactly what their indoor project(s) will cost. 59% have a good idea on cost and 21% have not begun pricing out their project yet.

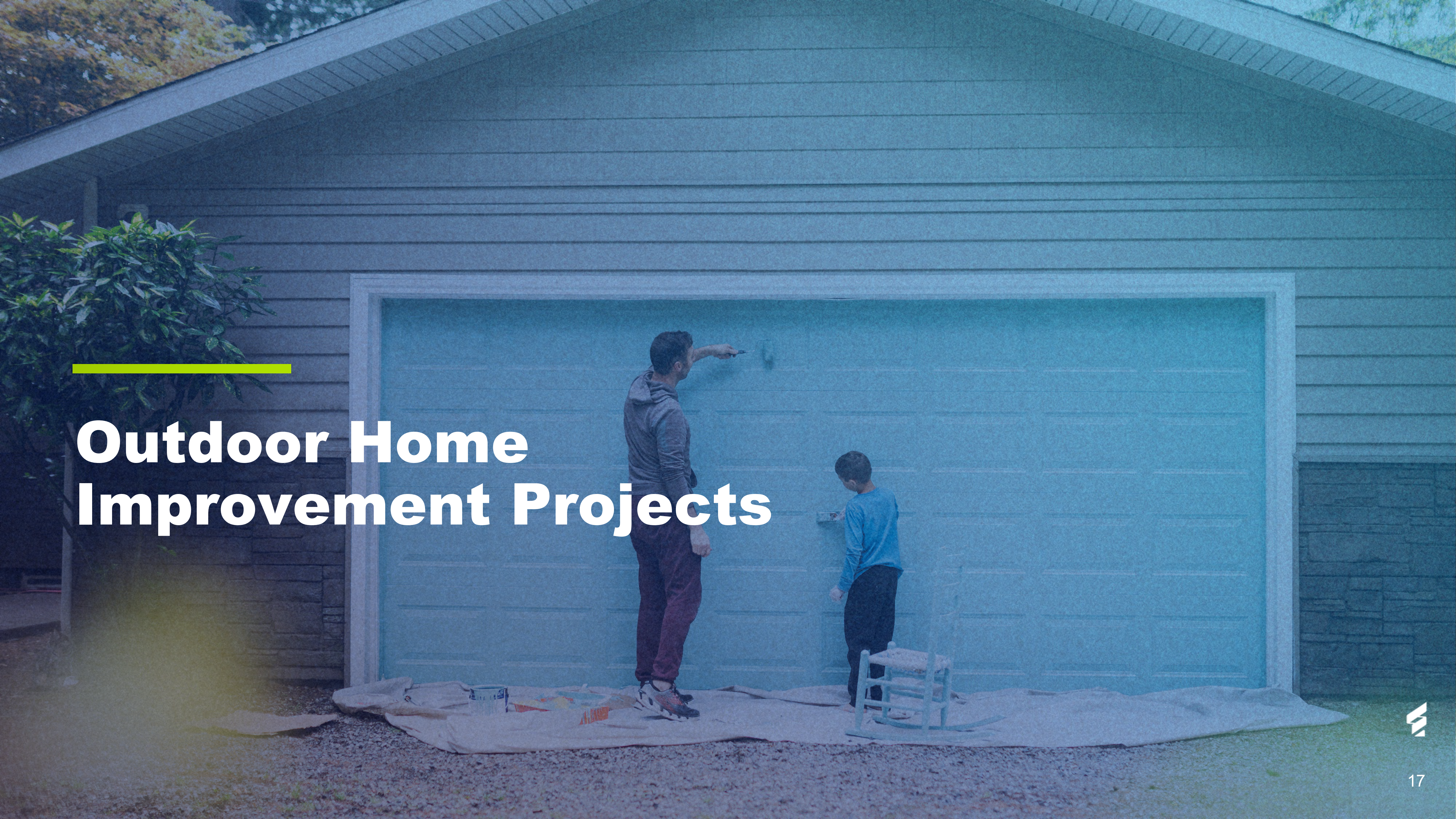


Should a project come in much more expensive than planned, fewer than one-third (32%) of respondents would be willing to spend the money necessary to complete the project just the way they'd like. 48% will modify the project to bring the costs down and 21% will delay the project until they can afford what they envision.

Plan if indoor project is more expensive than planned

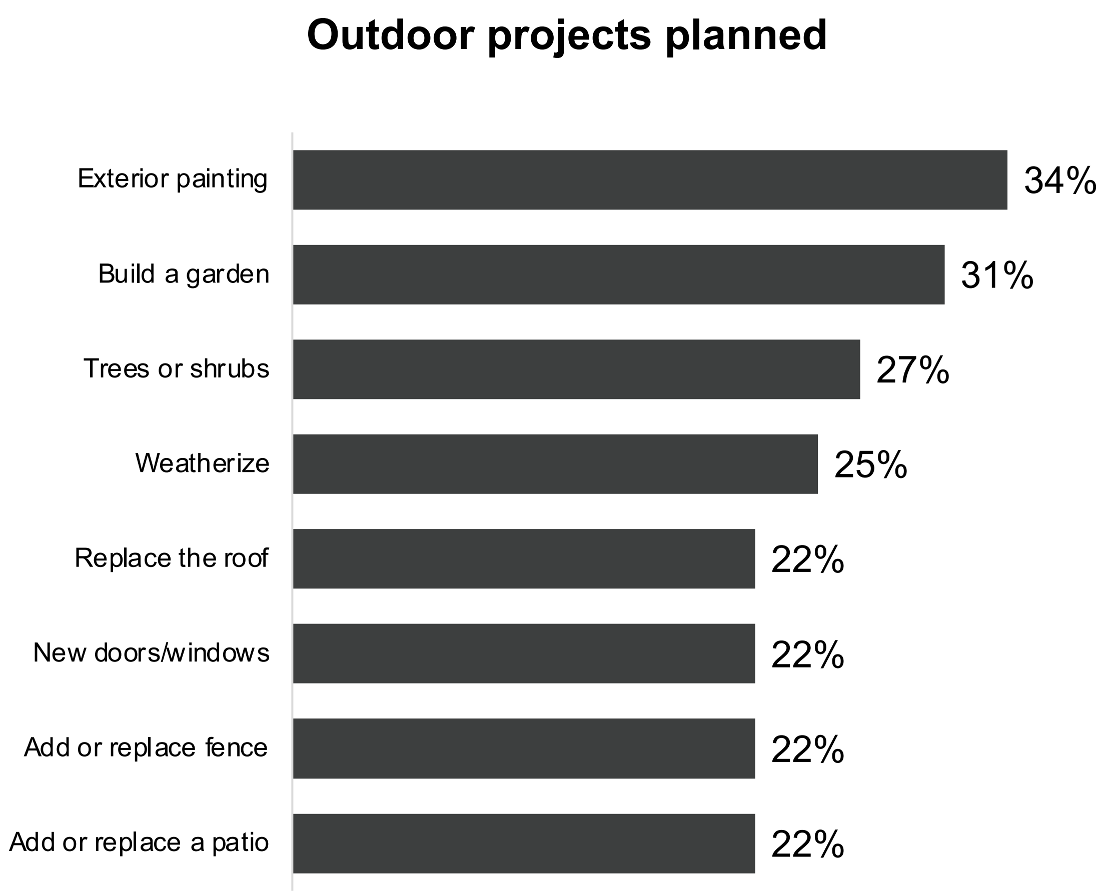
Men (41%) are much more likely than women (18%) to spend the money to complete the project as planned.



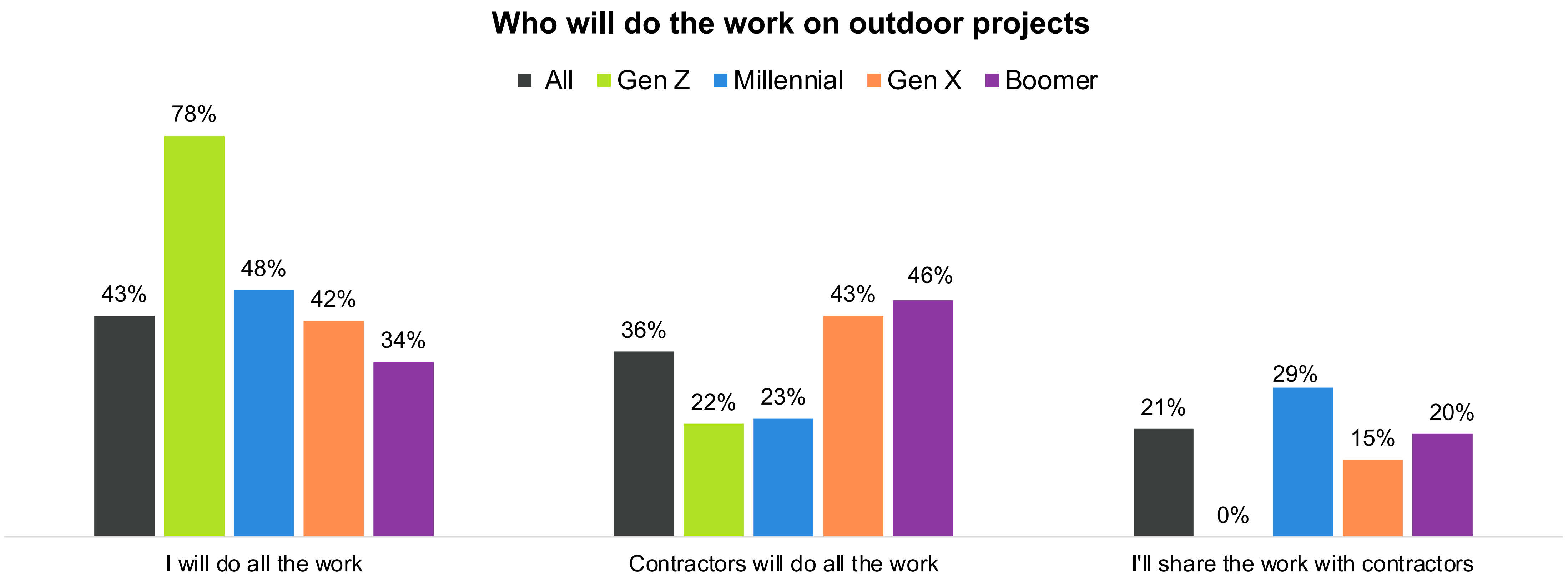


Outdoor Home Improvement Projects

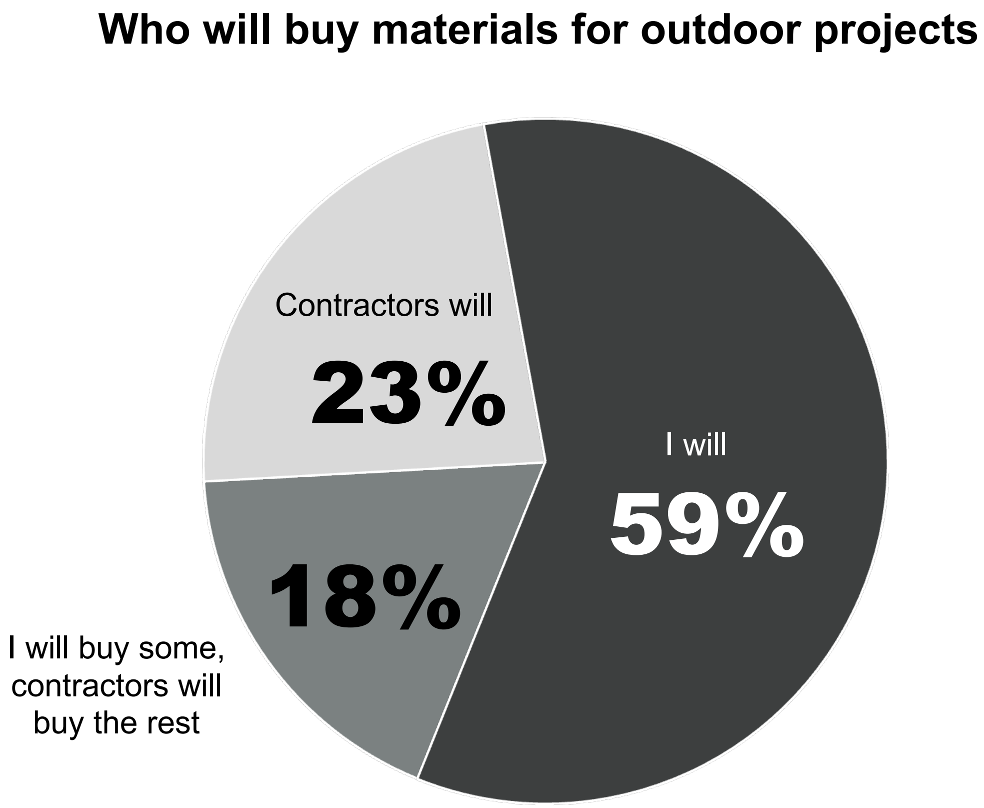
The most popular outdoor projects that homeowners have planned are painting (34%) and gardening (31%).



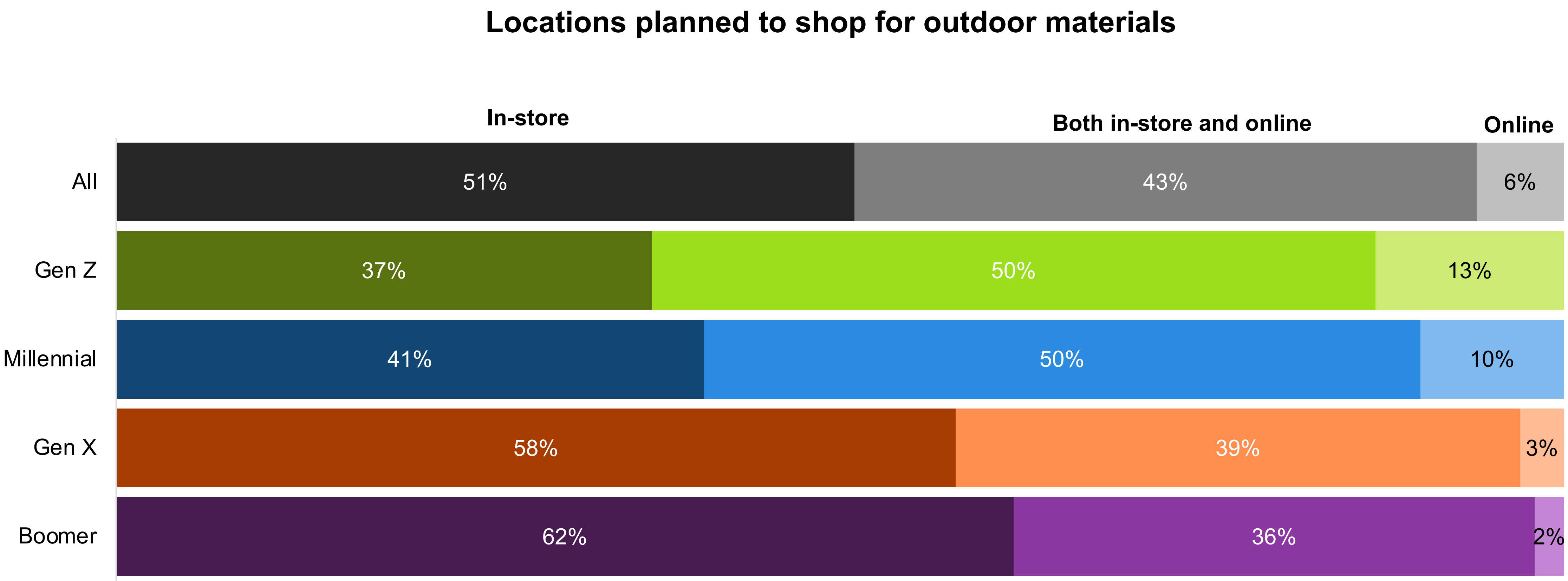
43% of those planning outdoor projects intend to do all the work themselves. 21% plan to share the work with a contractor and 36% will leave all the work to the professionals.



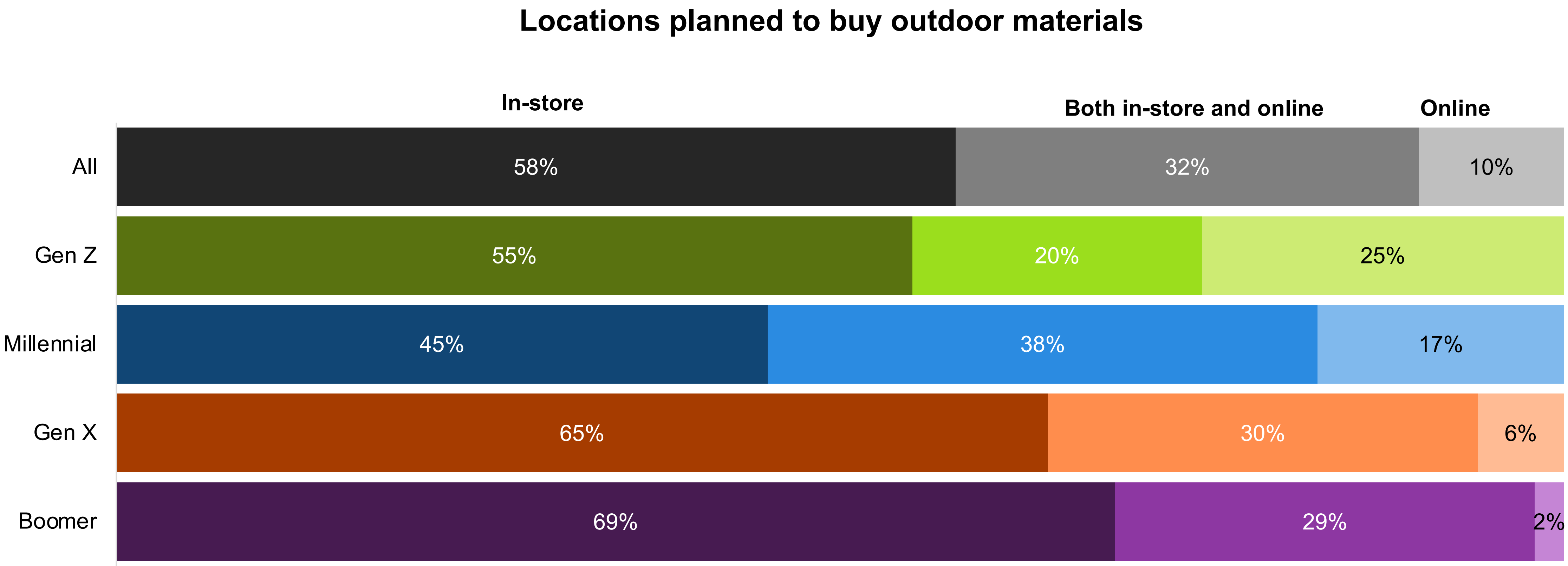
Among those using a contractor, 59% plan on purchasing the materials themselves.



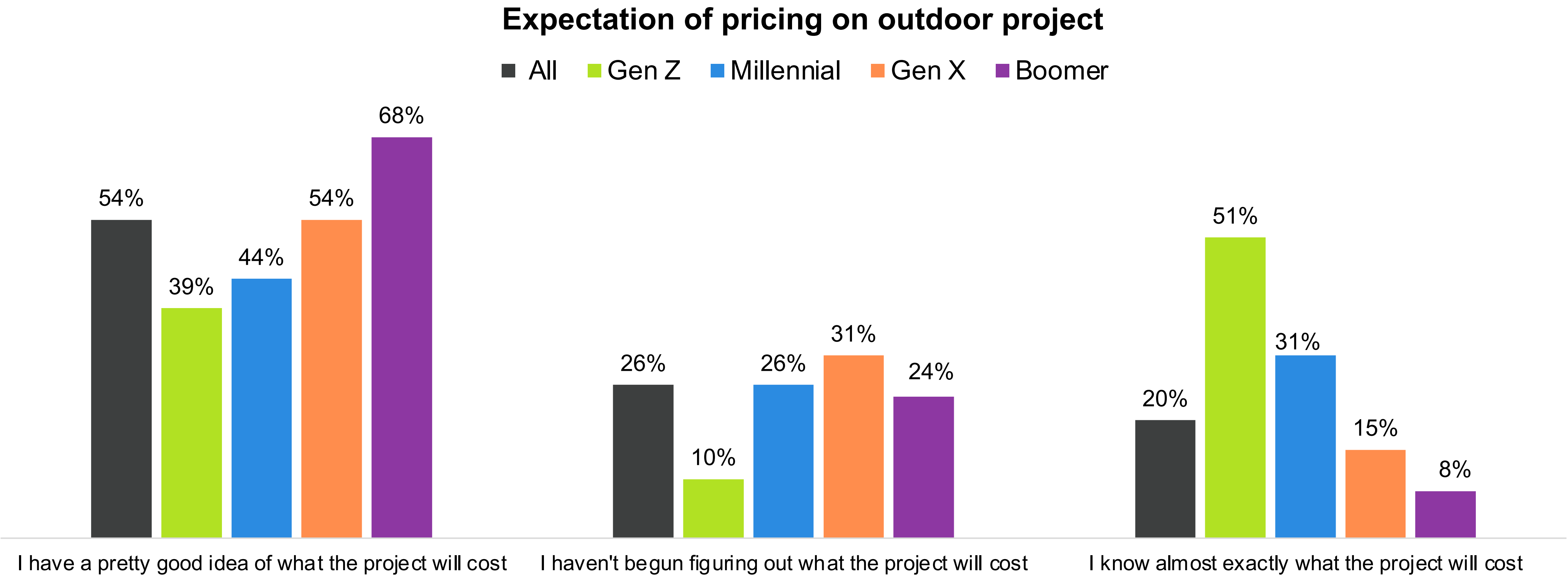
Only 6% of those doing outdoor projects plan to shop exclusively online.



Consistent with the low percentage of people who will shop exclusively online, only 10% expect to make purchases online. Not surprisingly, younger generations skew much higher for online purchases than older counterparts.

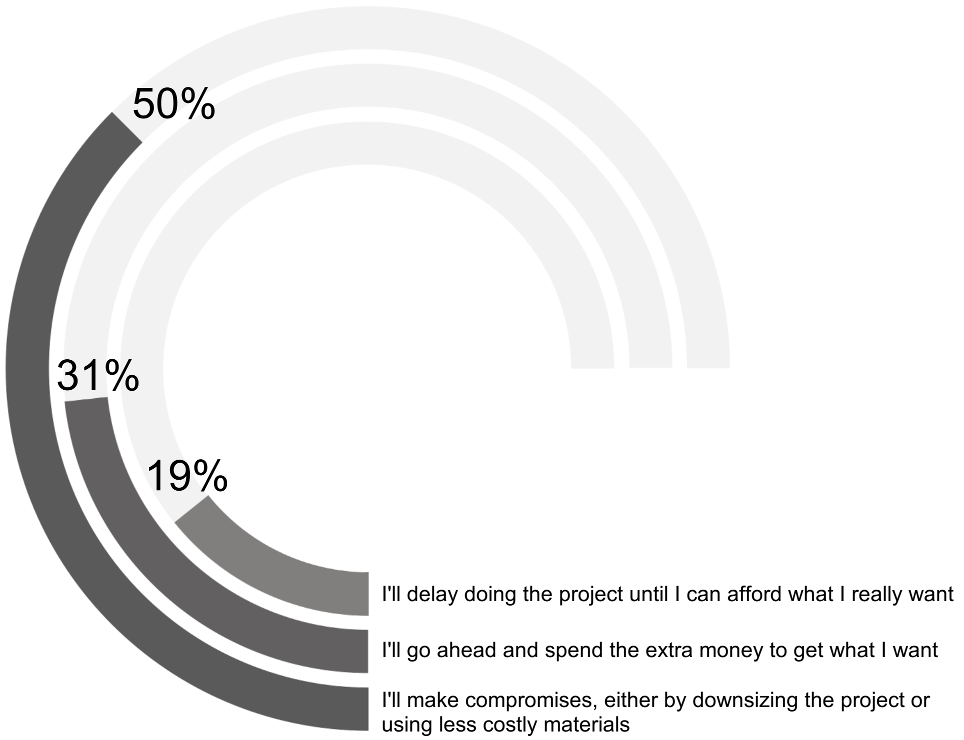


One in five people are confident they know exactly what their outdoor project(s) will cost while 26% haven't begun pricing out their projects yet.

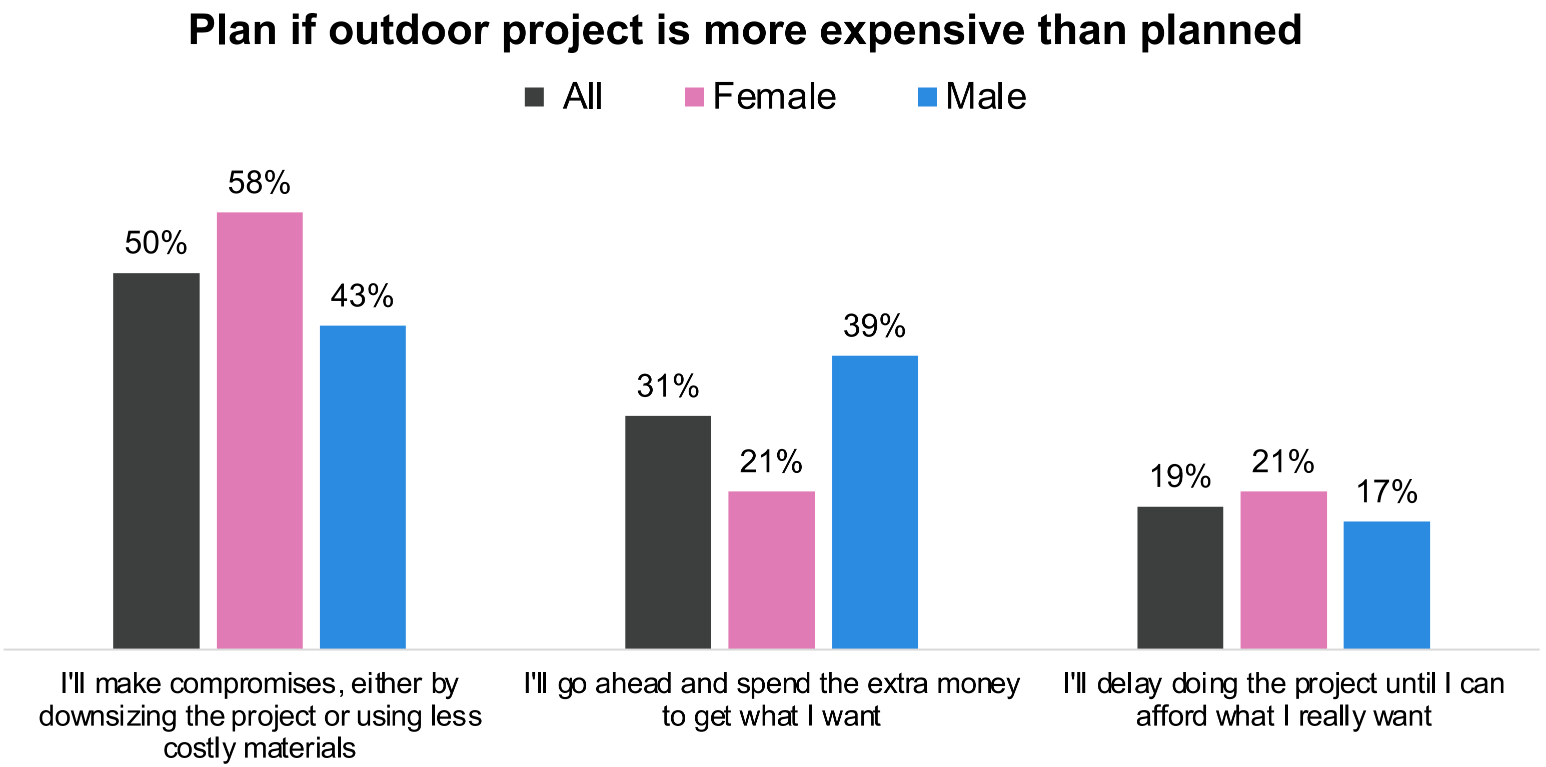


If their outdoor project comes in at a higher-than-expected price, fewer than one-third (32%) of respondents will spend whatever the project requires. Half will make compromises to their plans to complete the project.

Plan if outdoor project is more expensive than planned



As is the case with indoor projects, men (39%) are much more likely than women (21% to spend the money necessary to complete the project as envisioned.



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N = 868
MOE ± 3.33%
Panel: General Population
Collected: 2/16/24-2/17/24

Gen Z
11%

Millennial
32%

Gen X
27%

Baby Boomer
30%

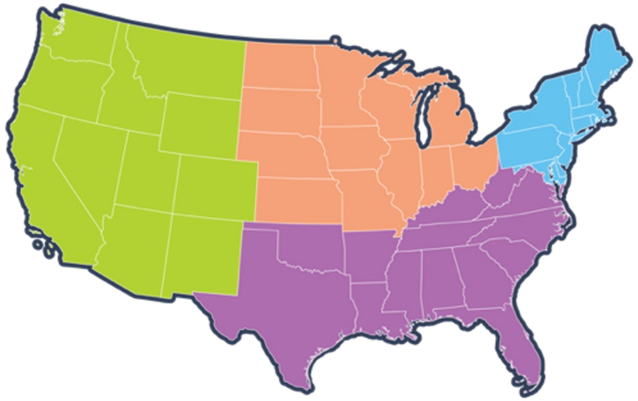
Female
51%

Male
49%

Urban
34%

Suburban
44%

Rural
22%



Northeast
17%

Midwest
21%

South
38%

West
24%

Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

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