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HOME IMPROVEMENT NEW YEAR'S RESOLUTIONS REVEALED
Survey Finds Homeowners Spending More Time and Money on DIY Outdoor Projects in 2014

ATLANTA (Jan. 9, 2014) – The Home Projects Council (HPC), a collection of highly reputable home improvement experts from various fields, has identified landscaping as the most popular outdoor do-it-yourself (DIY) home improvement New Year's resolution project, according to a recent online survey of 540 homeowners. In addition to revealing the priority outdoor DIY home improvement projects planned next year, the HPC survey also forecasts an increase in time and money spent on projects by homeowners in 2014.

“While it's no real surprise that homeowners plan to do more home improvement projects in the coming year, it is a shift that they are taking on more projects that have traditionally been left to professionals,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies and HPC member. “The survey also found that homeowners are planning to make a larger financial commitment to DIY home improvement projects next year, which might suggest some cautious economic optimism heading into 2014. Overall, the survey indicates homeowners are gaining confidence in their ability to complete more challenging and complex projects.”

Homeowners selected landscaping (15.2%), planting a garden (13.5%) and building a deck (6.3%) as the top three outdoor DIY home improvement New Year's resolution projects. Landscaping is defined as improving the appearance of an outdoor area with design elements like stepping stones, benches, fountains, waterfalls, and other hardscapes features. By comparison, planting a garden pertains only to transforming an outdoor area into a space where plants, flowers, fruits and vegetables are grown. The following provides a comprehensive list of the leading home improvement New Year's resolution projects for 2014.

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Which of these outdoor DIY home improvement projects is your New Year's Resolution--the priority project you will complete first in 2014?	
Answer Options	Response Percent
Landscape the front or backyard	15.2%
Plant a garden	13.5%
Build a deck	6.3%
Other	6.0%
Clean, repair or seal siding, windows, doors or shutters	5.7%
Build a fence	5.5%
Stain or paint siding, windows, doors or shutters	5.3%
Clean, repair or seal a patio, driveway, sidewalk or other concrete surfaces	5.2%
Build a patio or walkway	4.6%
Clean gutters and install guards	4.1%
Install a retaining wall or garden wall	3.9%
Install or a build a shed or storage building	3.9%
Install outdoor lighting	3.7%
Pour a concrete patio, steps or sidewalk	3.2%
Build a fire pit or barbeque	2.4%
Create wooden or concrete planters	2.2%
Stain or paint a patio, driveway, sidewalk or other concrete surfaces	2.2%
Build and outdoor kitchen or outdoor fireplace	2.0%
Install a new mailbox	2.0%
Install a garden pond or bird bath	1.5%
Build a garden trestle or trellis	1.3%
Repair or seal brick or stone walls	1.3%

Nearly 43% of the survey respondents plan to spend more money and nearly 45% plan to spend more time on outdoor DIY home improvement projects in 2014 when compared to last year, which is detailed below.

How much money did you spend completing outdoor DIY home improvement projects in 2013?	
Answer Options	Response Percent
Less than \$100	7.6%
\$101 to \$500	35.2%
\$501 to \$1,000	24.1%
\$1,001 to \$5,000	25.2%
More than \$5,000	8.0%

How much time did you spend completing outdoor DIY home improvement projects in 2013?	
Answer Options	Response Percent
Less than 5 hours	7.4%
5 to 10 hours	17.2%
10 to 25 hours	32.4%
More than 25 hours	43.0%

"I think this survey shows that the wider group of homeowners that have been forced to do projects themselves over the last few years, due to the economy, are empowered to do more projects, even though the economic environment is improving," said Danny Lipford, host of Today's Homeowner with Danny Lipford and member of the HPC. "That instant gratification that comes along with improving your home is contagious."

While homeowners may not be ready to buy a new house or undertake an extensive remodel, many are prepared to extend the resources necessary to enhance the value of their homes through thoughtful and efficient DIY projects. The HPC encourages homeowners planning a DIY project in 2014 to take advantage of the vast number of how-to videos currently available online.

Home Projects Council Members

- Tom Baker – This Old House, building technology editor
- Danny Lipford – Today's Homeowner with Danny Lipford, host
- Jill Sell – Cleveland Plain Dealer and Ohio Magazine, home improvement columnist
- Ben Uyeda – ZeroEnergy Design and FreeGreen.com, co-founder
- Stacey Moncrieff – National Association of Realtors, vice president, business-to-business communications
- Fred Miller – Home Improvement Research Institute (HIRI), managing director
- Tanya Komar, Ph.D. – California St. University at Chico, Concrete Industry Management program coordinator
- Ethan Hagan – One Project Closer, blogger
- Frank Owens – The QUIKRETE® Companies, vice president marketing
- Ed Fioroni, Ph.D. – PAVESTONE®, Vice President of Sales and Marketing
- Mike Eastergard – PreiTech, president

Survey Methodology

Conducted in Dec. 2013

- 540 respondents – approximately 50% male, 50% female
- Ages 25 to 54 – 75%
- Homeowners that completed an outdoor do-it-yourself (DIY) project in 2013
- Homeowners planning an outdoor do-it-yourself (DIY) project in 2014
- Nearly 80% household incomes \$50,000 - \$250,000
- DIY skill level – 38% beginner, 44% intermediate, 18% expert

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