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PROJECTED SPENDING ON OUTDOOR HOME IMPROVEMENT INCREASES
Homeowners Invest in Building DIY Projects According Home Projects Council Survey

ATLANTA (May 11, 2015) – Following a severe winter across most of the country, many homeowners are prepared to invest more in outdoor home improvement with a greater emphasis on building projects this year. A recent survey of 507 homeowners by the Home Projects Council (HPC) revealed that 45 percent of homeowners plan to spend \$1,000 or more on outdoor do-it-yourself (DIY) home improvement projects in 2015 compared to only 37 percent of homeowners that spent at that level in 2014. In addition, building projects are forecast to increase at a greater rate than landscaping, repair and maintenance projects year-over-year according to the survey.

<u>Outdoor DIY Home Improvement Spending</u>	<u>2015</u>	<u>2014</u>
More than \$5,000	11%	9%
\$1,000 to \$5,000	34%	28%
\$500 to \$1,000	27%	25%
\$100 to \$500	25%	33%
Less than \$100	3%	5%

As is traditionally the case, landscaping, gardening and maintenance projects are the most popular outdoor DIY home improvement projects in 2015. However, the greatest increase between projects completed in 2015 and projects planned in 2014 involve building.

Biggest Increase in Outdoor DIY Home Improvement Projects from 2014 to 2015

Build a shed or storage building	88%
Pour a concrete patio, steps or sidewalk	80%
Install a garden pond or bird bath	59%
Build a deck or porch	50%
Build a patio or walkway	43%

“While home maintenance projects remain a priority, homeowners are becoming more comfortable and confident with more involved and complex home improvement projects, which allows them to maximize their budget for upgrades across an entire house,” said Frank Owens, vice president marketing for The QUIKRETE[®] Companies and HPC member.

“To get top dollar for their home, sellers need to get it in the best possible condition they can,” said Stacey Moncrieff, vice president of business-to-business communications for National Association of Realtors and HPC member. “If it’s feasible, real estate professionals say exterior improvements often bring the greatest return. From adding fresh plants to repairing walkways to adding a deck, enhancing curb appeal is a great way to turn lookers into buyers.”

The survey also found that the biggest factor preventing homeowners from attempting or completing an outdoor DIY home improvement project was the expense (37 percent) followed closely by the amount of time required (36 percent). For more insights from the Home Project Council and its members, visit [Facebook](#).

Survey Demographic

Conducted in March 2015

- 507 respondents – 46% male, 54% female
- Ages 25 to 64
- DIY skill level – 39% beginner, 43% intermediate, 18% expert
- Household incomes \$250,000 or less
- Homeowners who completed at least one DIY home improvement project in 2014 and are planning at least one DIY home improvement project in 2015

Home Projects Council Members

- Mark Powers – This Old House, senior technical 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 – Consumer Specialists, president
- 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 sales and marketing
- Reeve Haldeman – Custom Building Products[®], vice president marketing

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