

# WHAT'S YOUR HOME IMPROVEMENT PERSONALITY?

HOME PROJECTS COUNCIL SURVEY DEFINES FIVE CATEGORIES\*

## THE SENSIBLE IMPROVER

A nurturing homeowner who embraces home improvement projects that create a warm & welcome environment.

39%

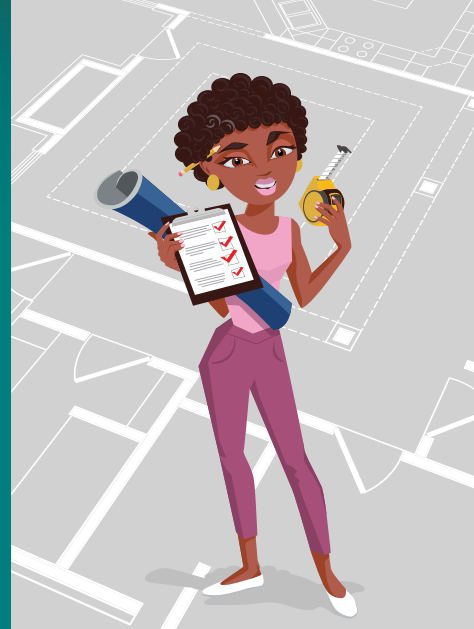


Most Boomers 53%  
(ages 52-70)

## THE PROJECT PLANNER

Takes a meticulous approach and thoroughly assesses every situation before committing to a home improvement project regardless of how big or small.

28%



2<sup>nd</sup> Most Boomers 49%  
(ages 52-70)

## THE RELIABLE RENOVATOR

Takes a laid back approach to home improvement and is most often moved to action when his or her aging home needs attention.

15%



Most Matures 20%  
(ages 70+)

## THE VISIONARY

Has a curiosity for novel ideas with boundless passion and enthusiasm for upgrading his or her family's home.

13%



Most Millennials 34%  
(ages 21-37)

## THE EXTROVERT

Takes pleasure in completing complex home improvement projects that make an impact to his or her home.

5%



Most Gen X 40%  
(ages 38-51)



PROJECT COMFORT:  
PAINT A ROOM



PROJECT FEAR:  
INSTALL A FENCE



Overall Home Improvement  
Spending 29%



42%



53%



PROJECT COMFORT:  
LANDSCAPE PROPERTY



PROJECT FEAR:  
TILE A SHOWER



Overall Home Improvement  
Spending 23%



50%



50%



PROJECT COMFORT:  
INSTALL COUNTERTOP



PROJECT FEAR:  
REPLACE WINDOWS



Overall Home Improvement  
Spending 16%



66%



34%



PROJECT COMFORT:  
INSTALL PATIO OR WALKWAY



PROJECT FEAR:  
REPLACE A WOOD OR VINYL FLOOR



Overall Home Improvement  
Spending 27%



65%



35%



PROJECT COMFORT:  
ADD A BATHROOM



PROJECT FEAR:  
REPLACE A ROOF



Overall Home Improvement  
Spending 5%



60%



40%

\*1,136 HOMEOWNERS SURVEYED