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NEWLY FORMED HOME PROJECTS COUNCIL IDENTIFIES OUTDOOR TRENDS
Survey of Nearly 1,300 Homeowners Pinpoints Project Preferences

ATLANTA (July 31, 2013) – A unique collaboration of 10 highly respected and reputable home improvement experts recently launched the Home Projects Council (HPC) with a survey on outdoor do-it-yourself (DIY) project trends. The online survey of 1,278 homeowners planning home improvement projects in 2013 assessed which outdoor projects are desirable versus likely and which projects are perceived as easy versus difficult. It also asked homeowners to prioritize the value of home improvement projects while revealing their preferred home improvement project resources.

“There are many useful home improvement resources available to homeowners, but we believe the collective expertise and insight of the Home Projects Council, which includes manufacturers, media, industry associations and higher education, can be more impactful,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies and HPC member. “Our goal is to help homeowners increase the value of their homes by not only identifying trends, but by inspiring and steering them to successfully handle projects without the help or cost of a professional.”

The homeowners surveyed consistently responded that functional value (57%) trumps aesthetic value (28.3%) and financial value (14.7%) significantly when considering an outdoor DIY project. These insights are reinforced by the fact that five of the first eight most desirable projects identified by homeowners in the survey are arguably more functional in value than aesthetic or financial.

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Which of these projects are the most desirable? (Pick three)	% of Respondents
Plant a garden	49.1%
Use decorative pebbles, stones or rocks for landscaping	28.3%
Build a deck	22.8%
Create a fire pit or barbecue pit	20.5%
Build a patio or walkway using concrete pavers or bricks	19.2%
Install or build a shed or storage building	18.8%
Stain or paint siding or windows	17.3%
Build a privacy fence	17.1%
Stain or paint exterior concrete surfaces (patio, pool deck, driveway, sidewalk, etc.)	16.6%
Repair or seal concrete cracks in patios, steps or driveways	14.0%
Install retaining wall or gardenwall	12.2%
Clean concrete or asphalt surfaces	10.6%
Create wooden or concrete planters	10.4%
Build an outdoor kitchen	9.6%
Install garden pond	9.0%
Pour concrete slabs for patios, steps or sidewalks	8.6%
Resurface concrete driveway, sidewalk or patio	8.6%
Build a garden tressel	7.2%

An analysis of the survey results comparing the most desirable outdoor projects to the perceived level of difficulty helped define homeowner comfort and confidence with each project. Homeowners have planting a garden and landscaping with pebbles, stones and rocks under control. However, building a deck, fire pit, barbeque pit, patio, walkway, or privacy fence are desirable projects that homeowners are less likely to attempt without support or assistance.

How likely are you to try the following projects yourself?	Very	Moderately	Not
Plant a garden	71.4%	17.3%	11.3%
Use decorative pebbles, stones or rocks for landscaping	57.2%	23.5%	19.3%
Clean concrete or asphalt surfaces	45.9%	43.4%	29.7%
Stain or paint siding or windows	43.2%	22.2%	34.6%
Stain or paint exterior concrete surfaces (patio, pool deck, driveway, sidewalk, etc.)	39.6%	25.9%	34.5%
Repair or seal concrete cracks in patios, steps or driveways	35.1%	27%	37.9%
Create a fire pit or barbecue pit	34.7%	24.9%	40.4%
Build a patio or walkway using concrete pavers or bricks	33.4%	31.4%	35.2%
Create wooden or concrete planters	33.4%	27.1%	39.5%
Build a garden trestle	28.2%	29.5%	42.3%
Build a privacy fence	28.1%	23.3%	48.6%
Install or build a shed or storage building	27.9%	23.1%	49%
Install retaining wall or garden wall	25.8%	24.7%	49.5%
Build a deck	23.2%	23.6%	53.1%
Install garden pond	19.2%	20.2%	60.6%
Pour concrete slabs for patios, steps or sidewalks	17.9%	20.8%	61.3%
Resurface concrete driveway, sidewalk or patio	17.4%	23.6%	59%
Build an outdoor kitchen	12.6%	17.1%	70.3%

Which of these projects are the most difficult or intimidating (Pick three)	% of Respondents
Build an outdoor kitchen	58.1%
Pour concrete slabs for patios, steps or sidewalks	46.6%
Build a deck	44.4%
Install or build a shed or storage building	28.8%
Resurface concrete driveway, sidewalk or patio	24.3%
Install garden pond	20.6%
Install retaining wall or garden wall	19.8%
Build a privacy fence	15.3%
Build a patio or walkway using concrete pavers or bricks	12.7%
Create a fire pit or barbecue pit	8.1%
Repair or seal concrete cracks in patios, steps or driveways	6.5%
Stain or paint exterior concrete surfaces (patio, pool deck, driveway, sidewalk, etc.)	3.5%
Stain or paint siding or windows	3.4%
Build a garden trestle	2.3%
Clean concrete or asphalt surfaces	1.7%
Plant a garden	1.6%
Use decorative pebbles, stones or rocks for landscaping	1.4%
Create wooden or concrete planters	0.9%

The desired outdoor DIY projects that are perceived as too challenging all require some building skills, which can intimidate some homeowners. It is the goal of the HPC to offer useful advice and tips to help homeowners overcome these fears and move forward with the home improvement projects they truly want. Homeowners are also encouraged to take advantage of resources available through the HPC including member websites, social media platforms, blogs and e-newsletters.

1. Build confidence and skill by starting with a simple project
2. Review dos-and-don'ts from homeowners who have already done the project
3. Secure reputable step-by-step directions and shopping list
4. Conduct research to find the best possible materials and tools
5. Increase know-how and understanding by reviewing instructional videos
6. Seek assistance from a friend or family member with more experience
7. Rehearse the project several times before starting the project
8. Practice any new skills like mixing concrete, cutting lumber, etc. with sample materials
9. Access instructional videos on the project site via laptop or other device, if possible
10. Remember that no one is perfect and mistakes will happen

Home Projects Council Members

- Tom Baker – This Old House, building technology editor, www.thisoldhouse.com
- Danny Lipford – Today's Homeowner with Danny Lipford, host, www.todayshomeowner.com
- Jill Sell – Cleveland Plain Dealer and Ohio Magazine, home improvement columnist, www.cleveland.com and www.ohiomagazine.com
- Stacey Moncrieff – National Association of Realtors (NAR), vice president, business-to-business communications, www.realtor.org
- Fred Miller – Home Improvement Research Institute (HIRI), managing director, www.hiri.org
- Tanya Komar, Ph.D. – California State University at Chico, Concrete Industry Management (CIM) program coordinator, www.csuchico.edu/cim

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- Ethan Hagan – One Project Closer, blogger, www.oneprojectcloser.com
- Frank Owens – The QUIKRETE® Companies, vice president marketing, www.quikrete.com
- Ed Fioroni, Ph.D. – PAVESTONE®, Vice President of Sales and Marketing, www.pavestone.com
- Mike Eastergard – PreiTech, president, www.preitech.com

Survey Methodology

Online survey fielded in May 2013

- 1,278 respondents – approximately 50% male, 50% female
- Ages 25-to-54
- Homeowners planning a do-it-yourself (DIY) project in 2013
- Nearly 80% household incomes \$50,000 - \$250,000
- DIY skill level – 36.6% beginner, 54.8% intermediate, 8.6% expert

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