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IMAGINATION TRUMPS INTERNET AS HOME IMPROVEMENT ASSET *Home Projects Council Survey Reveals Surprising Do-It-Yourself Resources*

ATLANTA (Aug. 5, 2014) – Despite advances in technology, it’s a person’s imagination followed by family and friends that are the leading sources of inspiration for do-it-yourself (DIY) home improvement projects according to a recent survey by the Home Projects Council (HPC), a collection of highly reputable home improvement experts. The online survey of 585 homeowners identified the preferred resources for DIY home improvement projects in four phases of the process: inspiration, education/instruction, selection and promotion. While the Internet proved popular with survey respondents, more traditional resources were selected as the top choice in each phase of the DIY home improvement project life cycle.

“The survey revealed some surprising insights regarding the resources homeowners turn to for help with home improvement projects,” said Frank Owens, vice president marketing for The QUIKRETE® Companies. “I don’t think the results necessarily discount the value of any resource, especially when you consider that consumers access multiple sources of information before making a purchase. However, the survey is a strong indication that relationships with family and friends, and local stores as well as personal experience are proven project assets and remain invaluable today.”

Consumers go to more than 10 sources of information before making a purchase according to Google ZMOT (Zero Moment of Truth) and Shopper Science, reaffirming the need for a variety of diverse home improvement project resources.

The following insights are the percentage of aided survey respondents who selected resources in their top three in each phase of the DIY home improvement project life cycle.

Phase I – Inspiration (What resources do homeowners prefer for inspiration?)

His/Her Imagination	46%
Friends & Family	39%
Internet	39%
Home Improvement Retailers	26%
Magazines	25%

HPC DIY Home Improvement Project Resources – Page 2

Phase II – Education/Instruction (What resources do homeowners prefer for education/ instruction?)

Friends & Family	44%
Internet	42%
YouTube	28%
Home Improvement Websites	26%
How-To Videos	25%

Phase III – Selection (What resources do homeowners prefer to select project materials?)

Home Improvement Retailer	45%
Internet	44%
Friends & Family	42%
Home Improvement Websites	28%
Product Manufacturers Website	19%

Phase IV – Promotion (How do homeowners prefer to share their project success?)

Tell friends and family directly	69%
Post on personal social media channels	20%

There were few significant gender discrepancies in the survey results with the exception of social media, which women are two times more likely than men to use for sharing a successful home improvement project. That said, the definition of a successful home improvement project varies by gender with 42.7% of men making functional benefits the priority and 35.7% of women seeking aesthetic benefits. If a home improvement project is unsuccessful, 76% of both men and women surveyed will share those failed experiences just as they would a successful project.

“The survey once again proves that word of mouth and imagination are key ingredients in choosing a home improvement option. The results clearly indicate that manufacturers and other influencers should concentrate on empowering homeowners with powerful image-driven marketing and instruction that leads to high-quality results and fosters the sharing of project experiences,” said Ed Fioroni, PhD, vice president marketing and sales for Pavestone®.

Insights from the Home Project Council and its member are available on [Facebook](#).

Survey Demographic

Conducted in June 2014

- 585 respondents – 43% male, 57% female
- Ages 25 to 54
- Homeowners planning a do-it-yourself (DIY) home improvement project in the next year
- DIY skill level – 32% beginner, 50% intermediate, 18% expert
- Household incomes between \$50,000 - \$250,000 – 81%

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

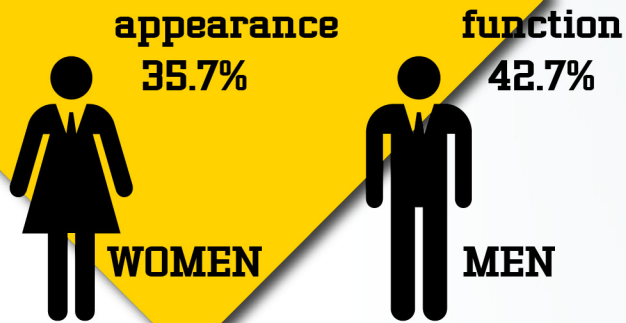
HPC DIY Home Improvement Project Resources – Page 3

- 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
- Mike Eastergard – PreiTech, president

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Classic Trumps Modern as Home Improvement Resources

What is the most important benefit of a home improvement project?



What modern resource finished second in three of the project stages?



The online survey of 585 homeowners identified the preferred resources in each phase of the DIY home improvement project lifecycle

INSPIRATION
Top resource for project ideas

46%



Imagination

EDUCATION
Top resource for project instruction

44%



Friends & Family

SELECTION
Top resource for choosing products

45%



Home Improvement Retailers

PROMOTION
Top resource for sharing projects

69%



Tell Friends & Family

You Tube



How much more do men prefer YouTube as a resource than women?

13.5%



x2



How much more likely are women to share a project on social media vs. men?

MEMBERS: The Home Projects Council is a collection of 12 highly respected and reputable home improvement experts working in collaboration to help homeowners increase the value of their homes.



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Tom Baker, Building & Technology Editor



Fred Miller, Managing Director



Jill Sell, Home Improvement Columnist



Ed Fieroni, PhD., VP of Marketing & Sales



Danny Lipford, Host



Michael Eastergard, President



Stacey Moncrieff, VP of Communications



Frank Owens, VP of Marketing



Ethan Hagan, Blogger



Tanya Komar, PhD., CIM Program Coordinator



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