

# Home Improvement Category Essentials: Fall 2023

# Collage Group, Category Essentials Survey, Fielded September 2023

## 18-77 Unweighted Survey Sample Breakdown, n=4,246

<b>Race/Ethnicity</b>		<b>Gender</b>		<b>Generation</b>	
Hispanic	1122	Woman	2125	Gen Z	547
Black	713	Man	2091	Millennial	1286
Asian	474			Gen X	1155
White	1891			Boomer	1258

<b>Hispanic Acculturation</b>		<b>LGBTQ+</b>	
Acculturated	212	LGBTQ+	504
Bicultural	297	Non-LGBTQ+	3219
Unacculturated	255		

*Please note that data present in this report is weighted to be nationally representative of Race/Ethnicity, Hispanic Acculturation, Age, Gender, and Sexuality.*

# Key Takeaways and Action Steps: **Home Improvement**

## Know This

Hispanics enjoy browsing in home improvement stores and are most excited to start home improvement or landscaping projects. The segment is passionate about home improvement and décor, which can help create warm and inviting spaces to host friends and family.

Black Americans are least interested in home improvement projects. Lower home ownership is a contributing factor, as is the prioritization of other passions and interests, including cooking, fashion, and sports.

Asian Americans are more likely to feel intimidated in a home improvement store. These stores can sometimes feel overwhelming, and it can be hard to find what one is looking for – these aspects may not appeal to the Asian American’s playful mindset.

## Do This

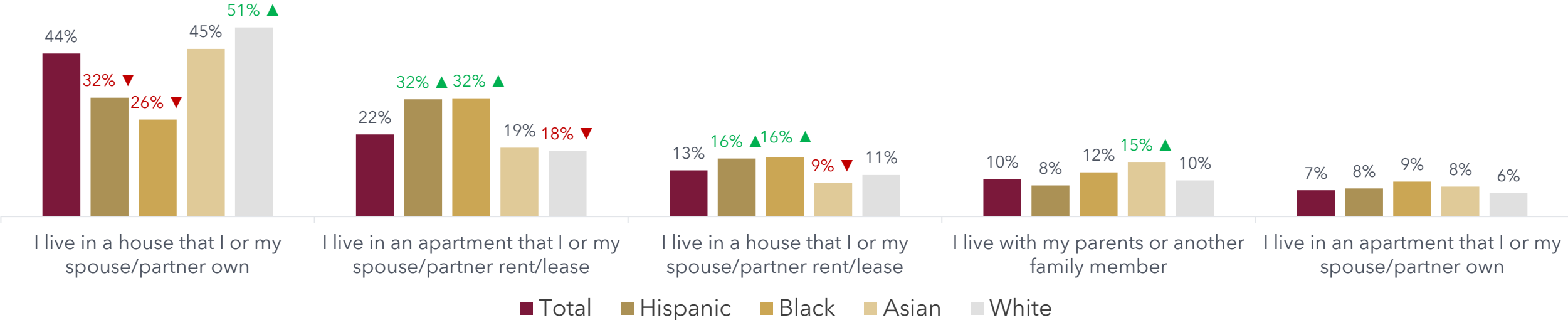
- **Feature home improvement as part of the preparation phase of a family reunion or gathering.** For example, an advertisement that shows a family painting a guest bedroom in advance of the Christmas holidays will resonate distinctly with the Hispanic segment as well as other Americans excited for the holiday season.
- **Connect home improvement with an opportunity for Black Americans to show off their unique personalities** by communicating:
  - ✓ How physical spaces can be an extension of one’s spirit.
  - ✓ The ease of customizing one’s space through home improvement and décor.
- **Address concerns by making it easy to plan a visit.** Offer maps that point out the different sections of the store clearly will help consumers feel more comfortable instantly.
- **Speak to the intimidation factor head-on.** In marketing, address how consumers may feel and how your store seeks to make them more at ease.



# Hispanics and Black Americans Are More Likely than Others to Rent or Lease Their Apartment or House

4 in 10 Americans Live in a Home They or Their Partner Owns

Which of the following best describes your housing situation?

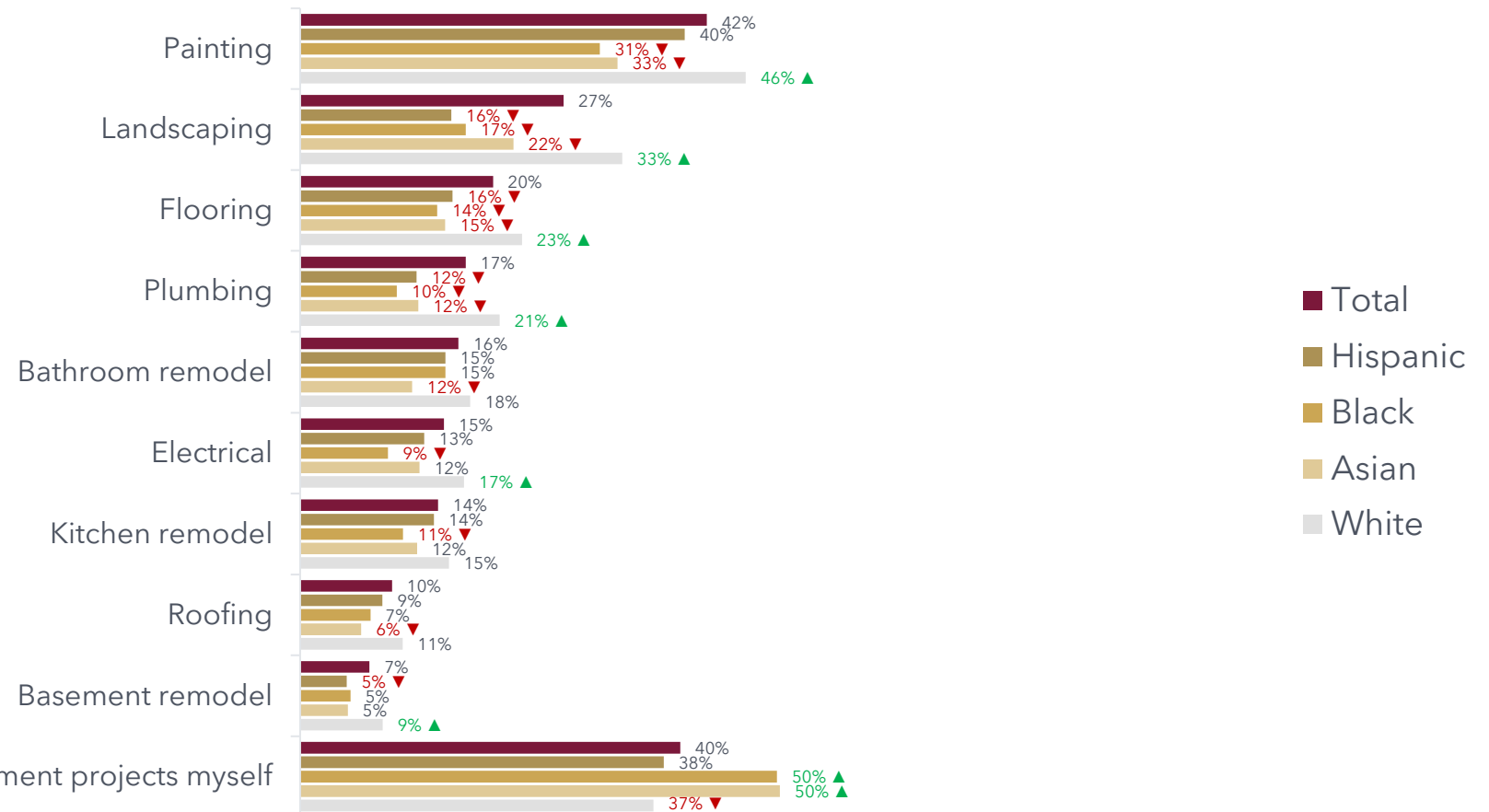


Source: Collage Group Category Essentials Fall 2023, 18-77 population, weighted data  
 Single select  
 Significance test: Confidence level 95%. ▲ ▼ over/under Total

# The Most Common Type of Home Improvement Project Is Painting

## White Americans Are the Most Likely to Have Done a Variety of Home Improvement Projects

What type(s) of home improvement projects have you done yourself?



I have not done any of these home improvement projects myself

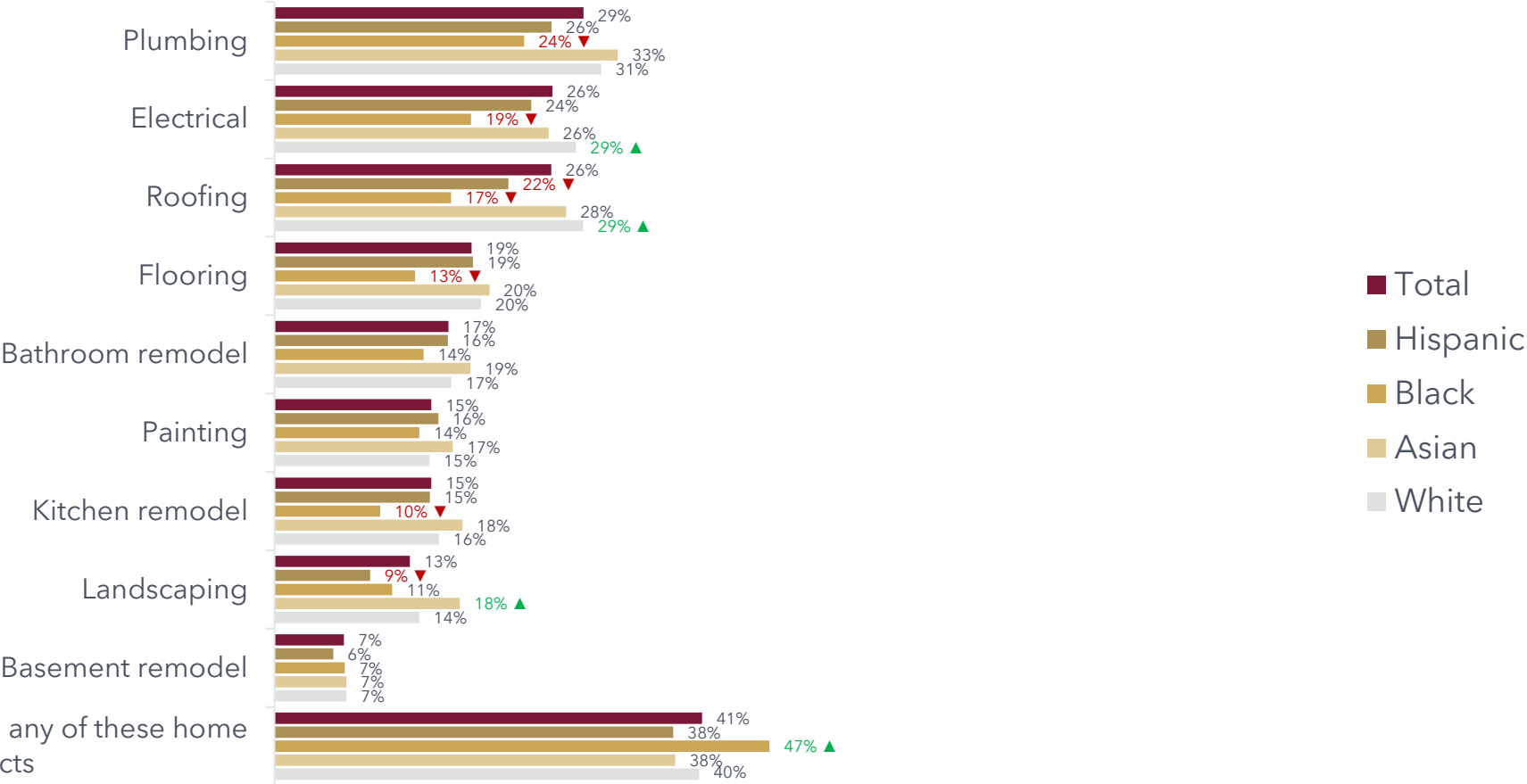


Source: Collage Group Category Essentials Fall 2023, 18-77 population, weighted data  
 Multiselect  
 Significance test: Confidence level 95%. ▲ ▼ over/under Total

# Black Americans Are Least Likely to Have Hired a Professional for a Home Improvement Project

Plumbing Is the Top Home Improvement Project Americans Have Hired a Professional to Do

What type(s) of home improvement projects have you hired a professional to do?



Source: Collage Group Category Essentials Fall 2023, 18-77 population, weighted data  
 Multiselect  
 Significance test: Confidence level 95%. ▲ ▼ over/under Total

# Most People Do Their Own Home Improvement Projects to Save Money

## Black Americans Are Least likely to Have Done a Home Improvement Project Themselves

What are the top reasons you have chosen (or would choose) to do a home improvement project yourself instead of hiring a professional?

	Total	Hispanic	Black	Asian	White
Saves money	55%	51% ▼	45% ▼	54%	59% ▲
Learning new skills	23%	26%	25%	26%	22%
Fun hobby	15%	16%	17%	13%	15%
Higher quality	13%	16%	14%	12%	12%
Customization/Flexibility	13%	13%	11%	14%	13%
Physical activity	13%	13%	12%	14%	12%
Faster	12%	13%	11%	8% ▼	13%
More meaningful	12%	9% ▼	14%	14%	13%
Spare time/boredom	12%	14%	13%	13%	11%
Spending time with others	7%	8%	9%	6%	7%
I have not done (and do not plan to do) a home improvement project myself	23%	21%	28% ▲	26%	22%



Source: Collage Group Category Essentials Fall 2023, 18-77 population, weighted data  
 Multiselect, max. 3  
 Significance test: Confidence level 95%. ▲ ▼ over/under Total

# Asian Americans Stand Out in Hiring a Professional to Do a Home Improvement Project Because It Is Faster

## Black Americans Are Least likely to Have Hired a Professional to Do a Home Improvement Project

What are the top reasons you have chosen (or would choose) to hire a professional to do a home improvement project instead of doing it yourself instead?

	Total	Hispanic	Black	Asian	White
Higher quality	41%	44%	38%	42%	40%
Less stress	39%	32% ▼	35%	44%	41%
Easier	33%	27% ▼	32%	38%	35%
Faster	32%	33%	36%	39% ▲	30%
Safer	28%	30%	24% ▼	29%	28%
I have not hired a professional to do a home improvement project and do not plan to	23%	21%	28% ▲	20%	23%



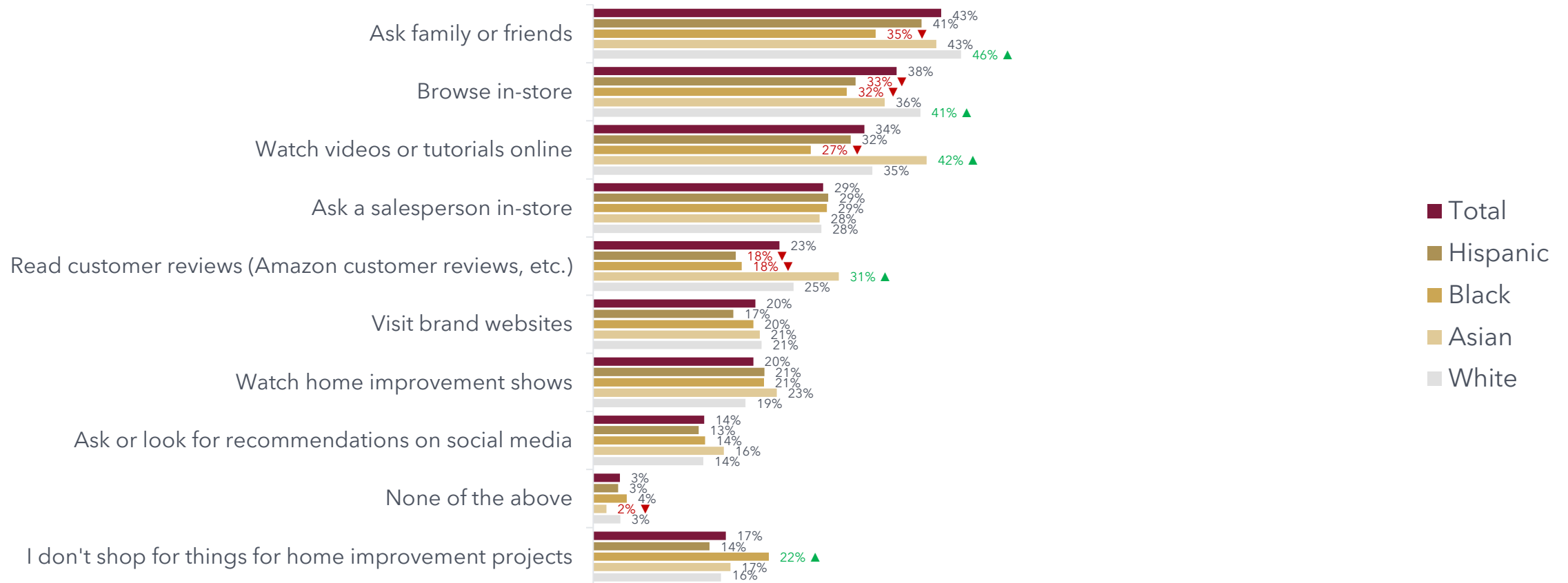
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# Asian Americans Get Information for Home Improvement Projects by Watching Videos Online and Reading Customer Reviews

The Most Popular Way Americans Get Information for Home Projects Is from Family or Friends

Where have you gone (or would you go) for information and/or recommendations when shopping for things for home improvement projects (tools, paint, hardware, etc.)?

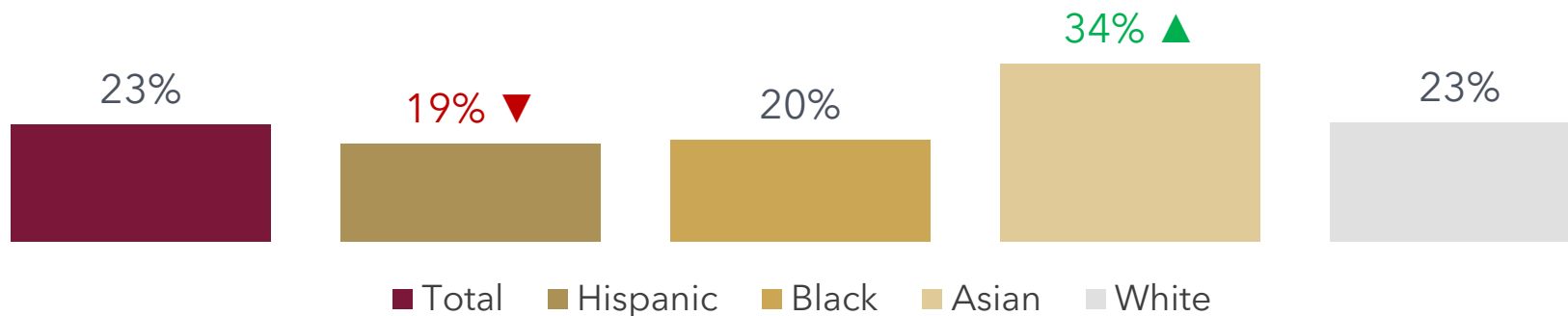


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# Hispanics, Especially Unacculturated, Are Least Intimidated while Shopping in Home Improvement Stores

## A Third of Asian Americans Feel Intimidated in Home Improvement Stores

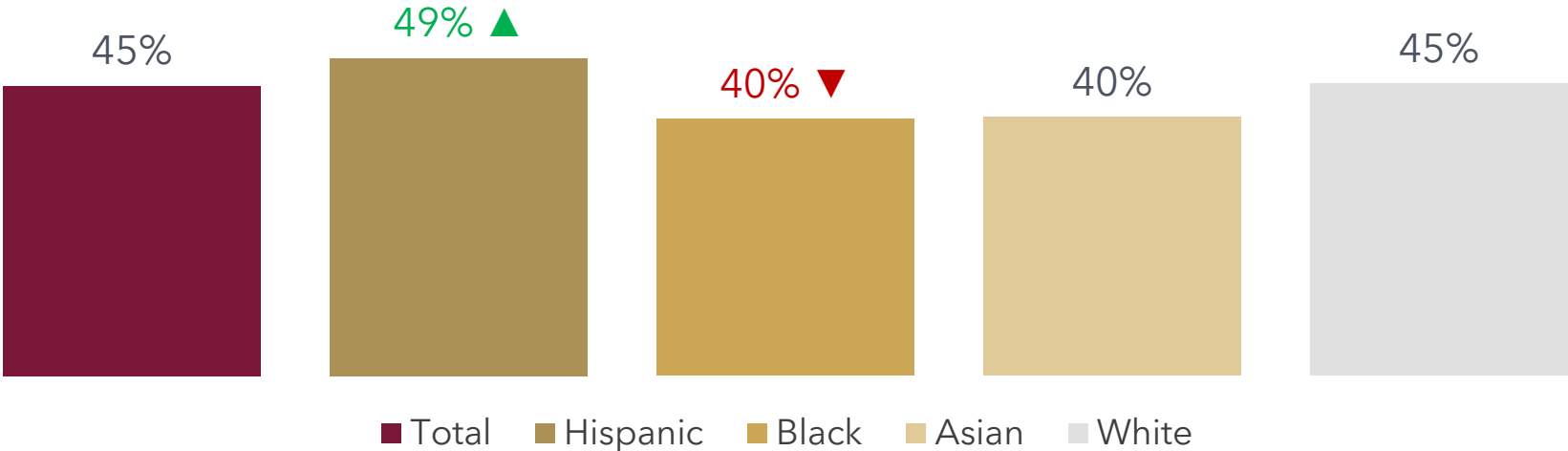
Shopping in home improvement stores feels intimidating to me



Unacculturated (9%<sup>H</sup>) Hispanic consumers are least likely to feel intimidated shopping in home improvement stores, compared to Acculturated (24%) and Bicultural (24%) Hispanic consumers

# Hispanics Are Most Likely to Feel Excited about Starting a New Home Improvement or Landscaping Project

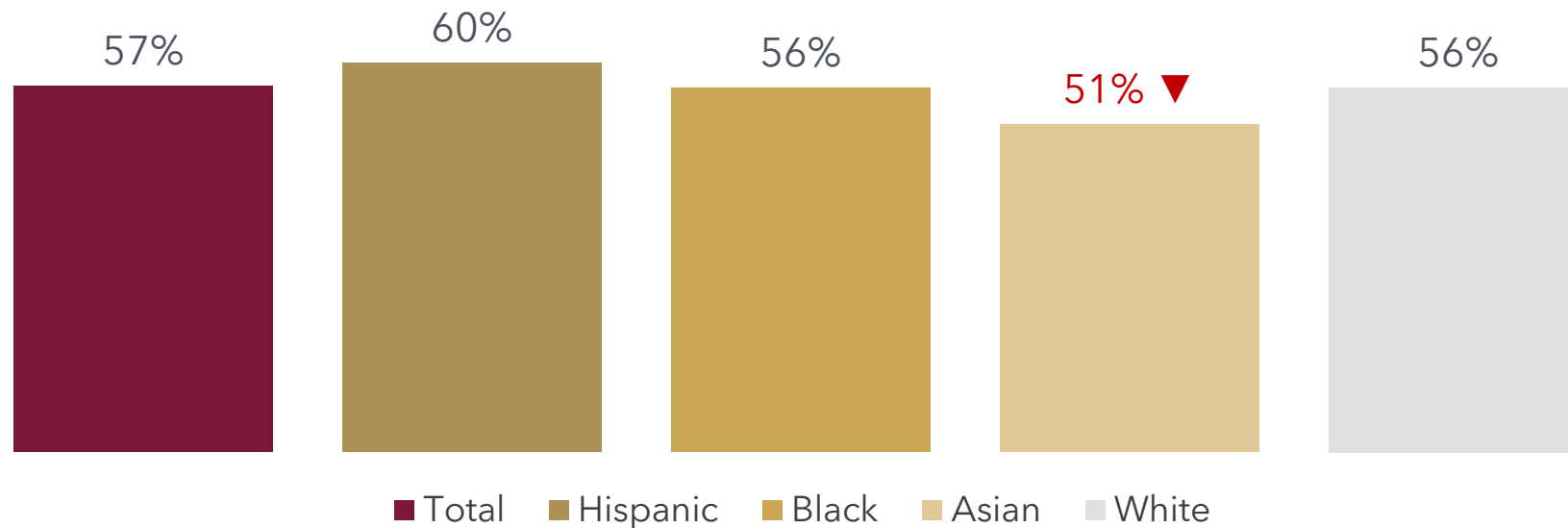
I get excited to start new home improvement or landscaping projects in springtime



Source: Collage Group Category Essentials Fall 2023, 18-77 population, weighted data  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total

# Most Americans Feel Their Outdoor Living Space Is Just as Important as Their Indoor Living Space

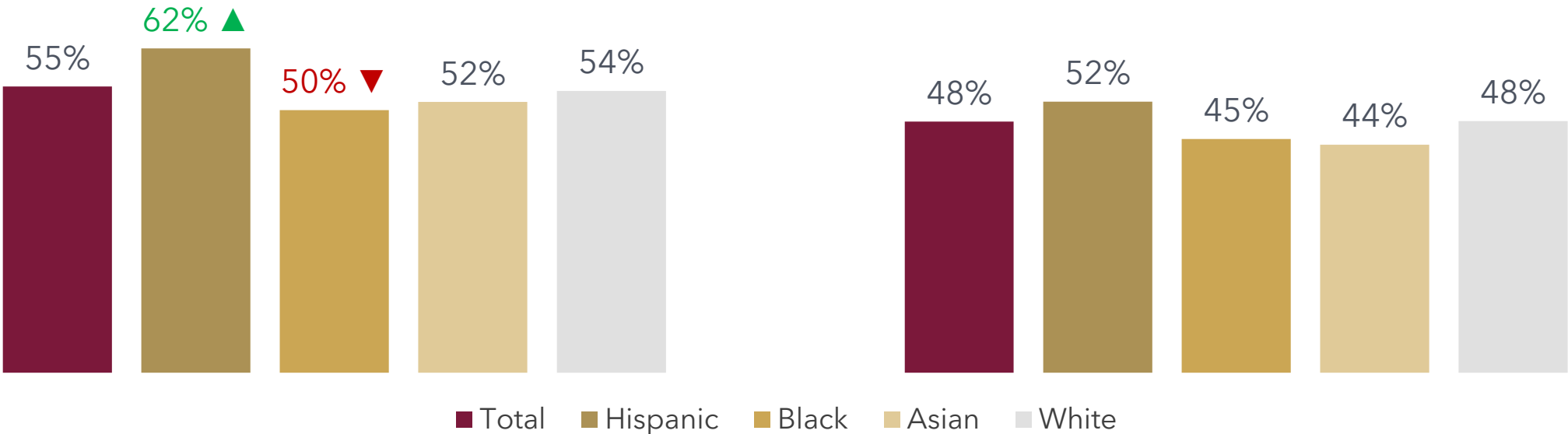
My outdoor living space is just as important as my indoor living space



# Hispanics Prioritize Routine Maintenance and Weatherizing Their Homes

I prioritize doing routine maintenance on my home

I prioritize weatherizing/weather-proofing my home

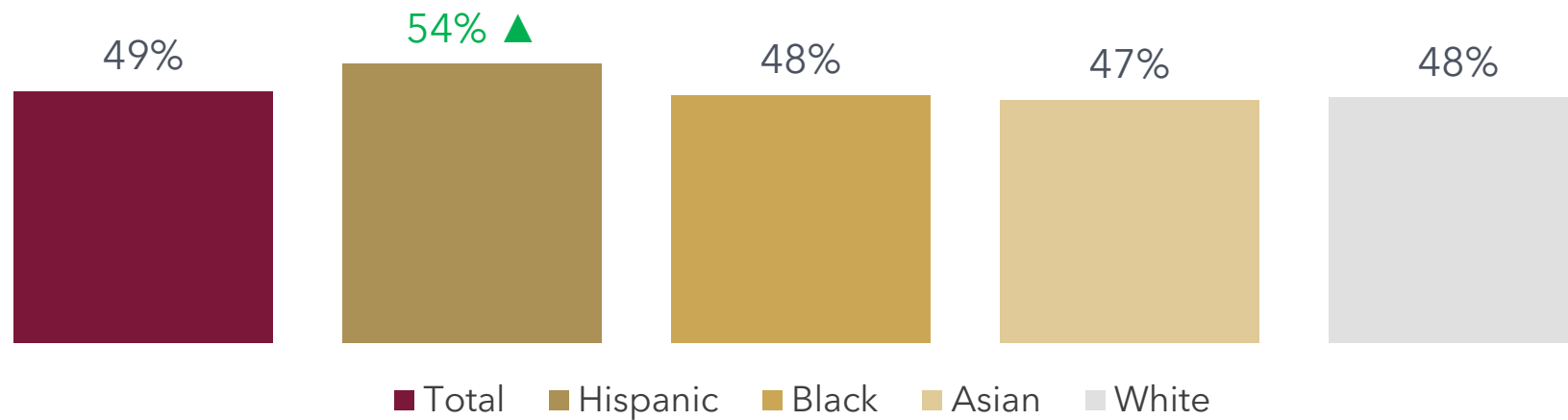


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% agree, strongly agree  
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# Hispanics Are Most Likely to Browse Home Improvement Stores Just for the Fun of It

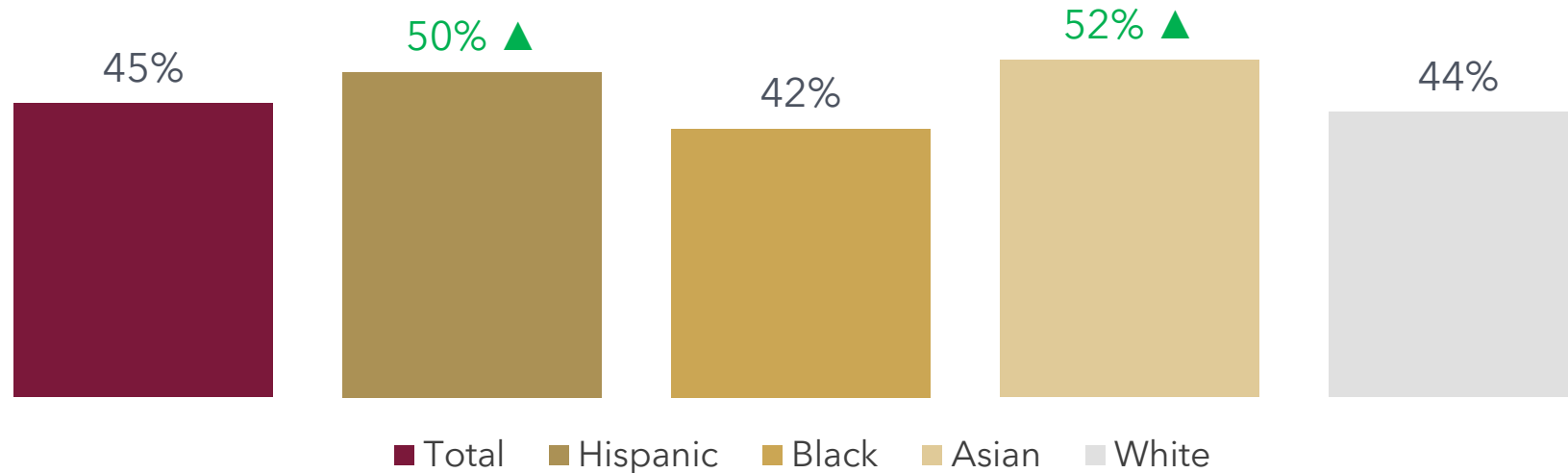
I browse in home improvement stores/sections without specific purchases in mind



Acculturated (**48%<sup>H</sup>**) Hispanic consumers are least likely to browse home improvement stores without specific purchases in mind, compared to Bicultural (55%) and Unacculturated (58%) Hispanic consumers

# When a Home Needs Repairs, Hispanics and Asian Americans Are Most Likely to Watch Tutorial Videos Online

When my home needs a repair/renovation, I watch tutorial videos online



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Thank You!  
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