



CONSUMER VIEWS ON HOME REMODELING AND SHOWROOMS

SEPTEMBER 2020

KEY FINDINGS

Americans have many reasons for renovating or building a home and COVID-19 is having an impact on which rooms they are looking to redesign.

- Americans are split on what they would look forward to most in renovating or building a home. About a quarter say it is increasing the functionality of the home (27%) and another quarter say having a new look (26%). Fourteen percent of Americans say shopping for new products is what they look forward to most.
- Among Americans who have made changes to their home in the past, top reasons included they were tired of the home's current style (35%), they wanted up-to-date technology (34%) or they were tired of the home's color scheme (32%).
- Almost half of Americans say based on their experience during COVID-19, they would like to redesign their bathroom (47%) and/or kitchen (44%). Only 12% say they are not planning to do any redesigns or upgrades at this time.

Most Americans, especially older Americans, would visit a showroom if they were to renovate or build a home. It is important to Americans to be able to touch and feel the appliances/fixtures, see products in action and have access to whole room product solutions.

- If they were to renovate or build a home, over half of Americans would visit a store/showroom (51%).
 - Older Americans are more likely than younger Americans to say they would visit stores/showrooms (39% 18-29, 48% 30-44 years old, 55% 45-60 years old, 68% 60+) to learn about products/appliances for their home.
- Seven in ten (70%) Americans say it is extremely or very important for them to be able to touch and feel the appliances/fixtures in person before making a purchase decision.
- The top reason Americans say they would visit a home design showroom is the opportunity to see products in action (74%).
- Almost half (49%) of Americans say if they were to remodel or build a home, access to whole room product solutions would be most important to them when selecting products/appliances. Other important aspects include dependable order delivery where and when they need it (41%) and the opportunity to see products in action (41%).

Many Americans would prefer to select appliances and fixtures themselves, but Americans who own a home other than a house, younger Americans, and men are more likely to say that they would leave all of the decisions to the professionals.

- Over half (53%) of Americans would prefer to select appliances and fixtures themselves if they were to renovate or build a home.
- Americans who own a home other than a house are more likely to say they would leave all of the decisions to the professionals (29% vs 13% of non-homeowners and 16% of house owners).
- Younger Americans are more likely to say they would leave all the decisions to the professionals if they were to renovate or build a home (27% 18-29, 19% 30-44 years old, 12% 45-60 years old, 7% 60+).
- Men are more likely than women to say they would leave all the decisions to the professionals if they were to renovate or build a home (21% vs 14%).

When looking at specific appliances, most Americans would change their stove/oven and refrigerator first in their kitchen and their shower and bathtub in their bathroom.

- Over half of Americans say the stove/oven (61%) and the refrigerator (58%) are among the top three appliances/fixtures they would change first when renovating their kitchen.
- Over half of Americans say the shower (59%) and the bathtub (50%) are among the top three appliances/fixtures they would change first when renovating their bathroom.

Many Americans like the idea of smart home functionality in their homes, particularly the kitchen.

- A third (33%) of Americans say it is extremely or very important to have “smart home” functionality in their kitchen products. Twenty-six percent of Americans say it is extremely or very important to have “smart home” functionality in their bathroom products.
- When asked about the types of smart home products they would be interested in buying for their home, 42% said they would be interested in “smart” lighting and 37% would be interested in “smart” refrigerators. There is less interest in smart range hoods (13%) or faucets (18%).

ALL RESULTS

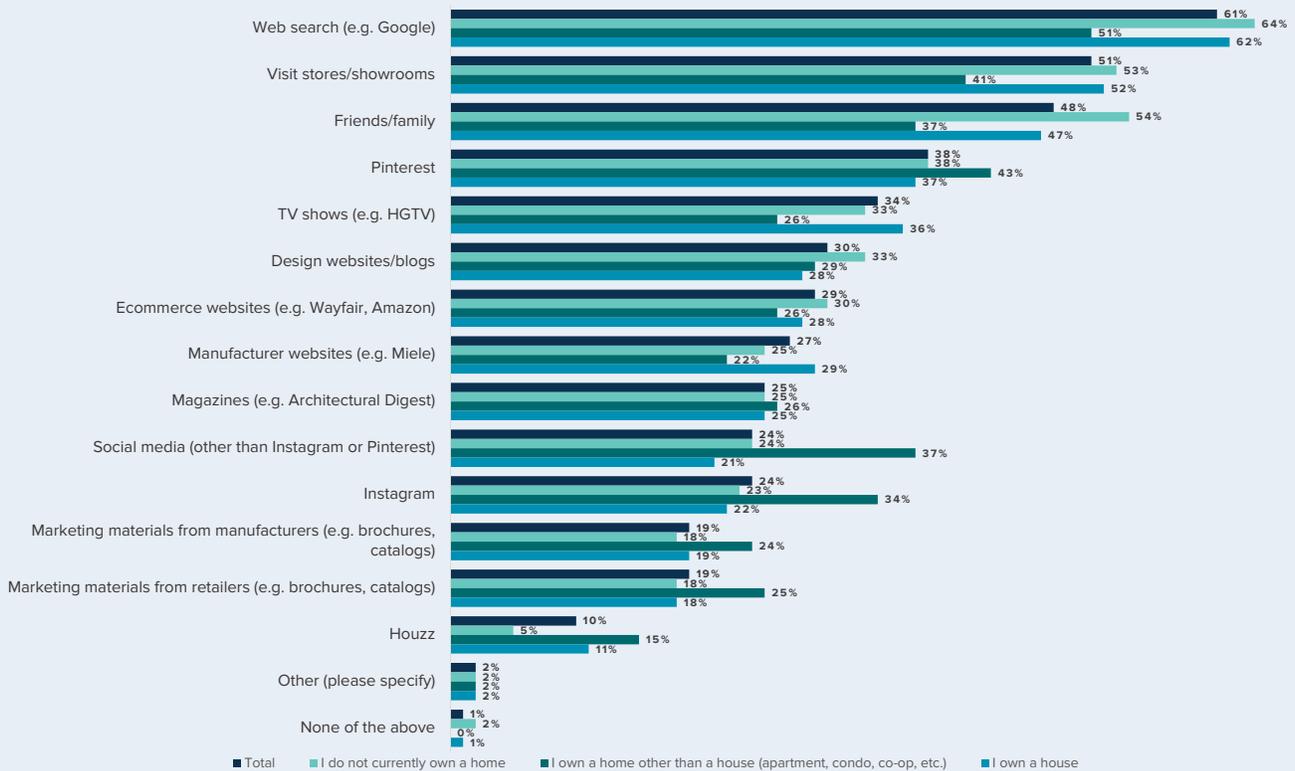
Below you will find all the survey results. The results of every question are shown broken out by homeowners (house), homeowners (other than house) and non-homeowners. Only statistically significant breakouts for age and gender are included with the findings.



If they were to renovate or build a home, over half of Americans would conduct a web search (61%) or visit a store/showroom (51%) to learn about products/appliances.

- Americans aged 18-29 are more likely than older age groups to say they would look to Instagram (41% 18-29, 30% 30-44 years old, 14% 45-60 years old, 6% 60+), Pinterest (45% 18-29, 45% 30-44 years old, 36% 45-60 years old, 21% 60+) and other social media sites (34% 18-29, 26% 30-44 years old, 20% 45-60 years old, 10% 60+) to look to learn about products/appliances for their home.
- Older Americans are more likely than younger Americans to say they would look on manufacturer websites (21% 18-29, 23% 30-44 years old, 31% 45-60 years old, 33% 60+) and visit stores/showrooms (39% 18-29, 48% 30-44 years old, 55% 45-60 years old, 68% 60+) to learn about products/appliances for their home.
- Americans who own a home other than a house are more likely to say they would look to Instagram (34% vs 22% of house owners and 23% of non-homeowners), Houzz (15% vs 11% of house owners and 5% of non-homeowners), and social media (other than Instagram & Pinterest) (37% vs 21% of house owners and 24% of non-homeowners), to learn about products/appliances for their home.
- Women are more likely than men to say they would go to Pinterest to learn more about products/appliances for their home (49% vs 26%).
- Men are more likely than women to say they would go to manufacturer websites to learn more about products/appliances for their home (30% vs 24%).

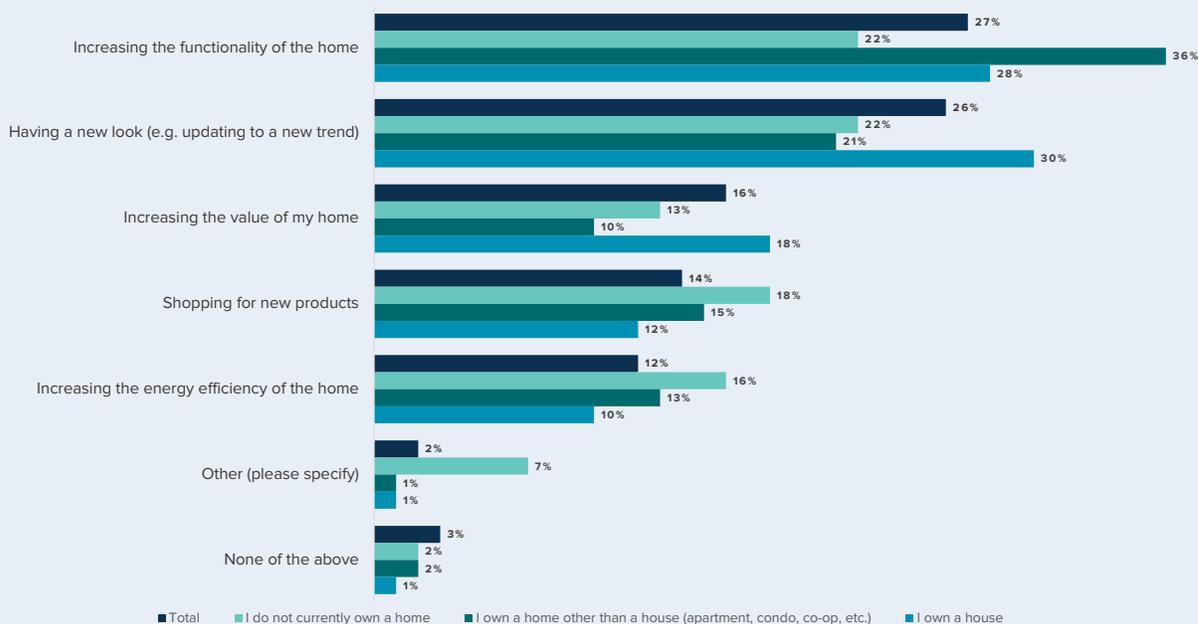
If you were to renovate or build a home, where would you look to learn about products/appliances for your home (e.g. kitchen, bath and lighting)? Please check all that apply.



Americans are split on what they would look forward to most in renovating or building a home. About a quarter say they most look forward to increasing the functionality of the home (27%) and another quarter say it's having a new look (26%). Fourteen percent of Americans say they most look forward to shopping for new products.

- Americans who own a home other than a house are more likely to say if they were renovate or build a home they would look forward to increasing the functionality of the home (36% vs 22% of non-homeowners and 28% of house owners).
- Americans who own a house are more likely to say if they were to renovate or build a home they would look forward to having a new look (30% vs 22% of non-homeowners and 21% of non-house owners).
- Women are more likely than men to say if they were to renovate or build a home they would look most forward to shopping for products (18% vs 10%).
- Men are more likely than women to say if they were to renovate or build a home they would look most forward to increasing the value of their home (19% vs 13%).

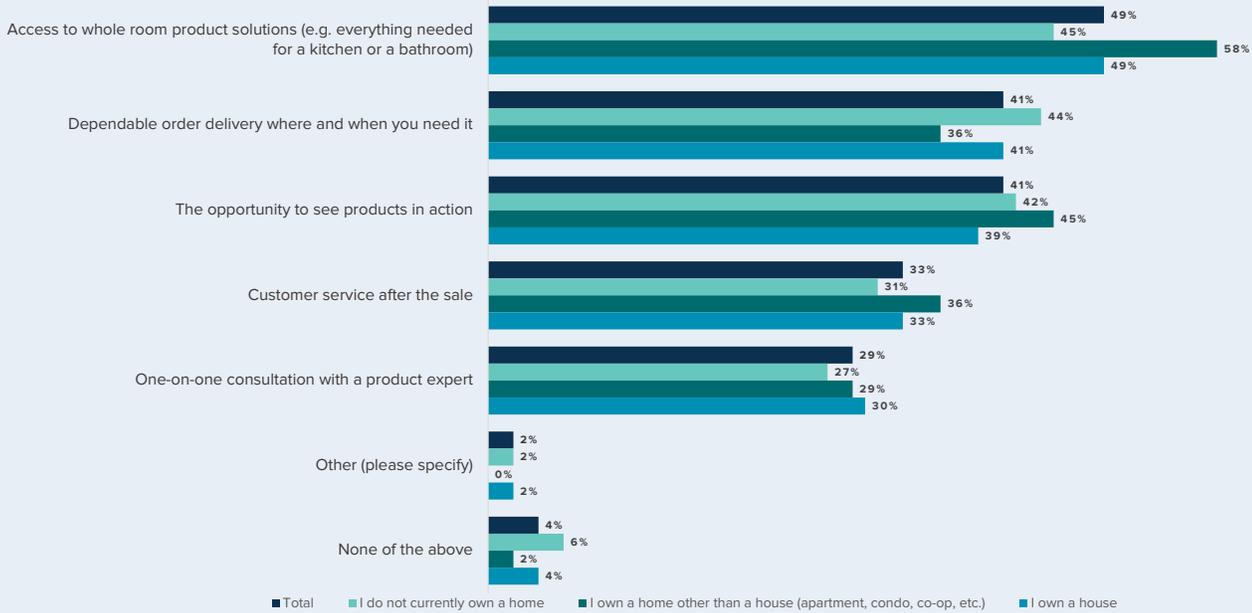
If you were to renovate or build a home, which of the following would you look forward to most?



Almost half (49%) of Americans say if they were to remodel or build a home, access to whole room product solutions would be most important to them when selecting new products. Other aspects that would be important when selecting new products include dependable order delivery where and when you need it (41%) and the opportunity to see products in action (41%).

- Women are more likely than men to say the dependable order delivery where and when you need it would be most important to them in selecting new products.

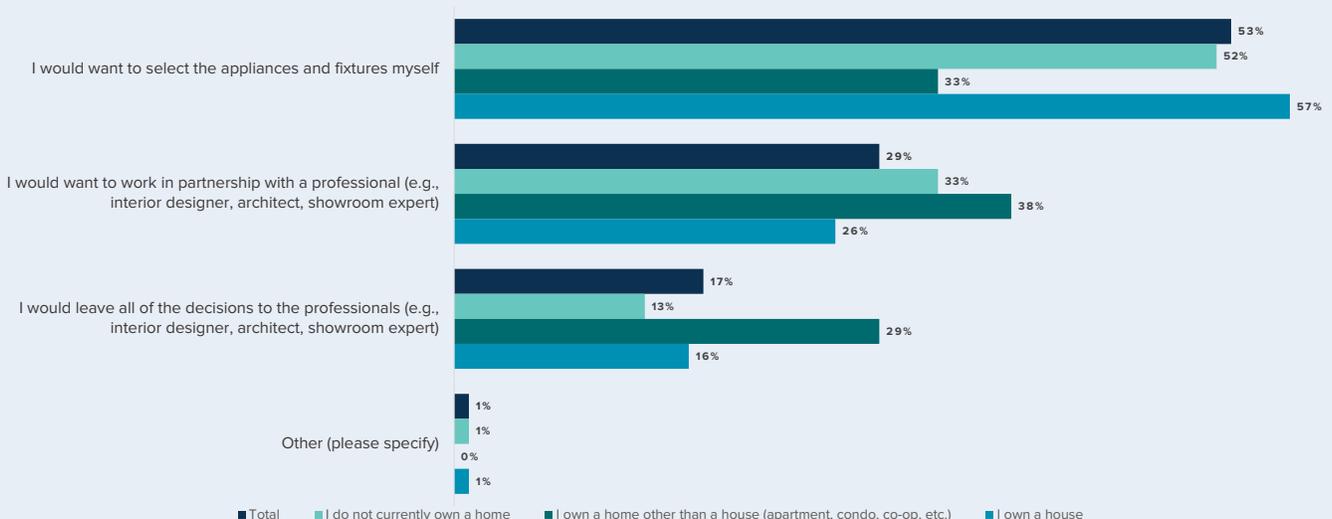
If you were to renovate or build a home, which of the following would you look forward to most?



Over half (53%) of Americans would prefer to select appliances and fixtures themselves if they were to renovate or build a home. Almost a third (29%) say they would want to work in partnership with a professional.

- Americans who own a home other than a house are more likely to say they would leave all of the decisions to the professionals (29% vs 13% of non-homeowners and 16% of house owners).
- Younger Americans are more likely to say they would leave all the decisions to the professionals if they were to renovate or build a home (27% 18-29, 19% 30-44 years old, 12% 45-60 years old, 7% 60+).
- Men are more likely than women to say they would leave all the decisions to the professionals if they were to renovate or build a home (21% vs 14%).

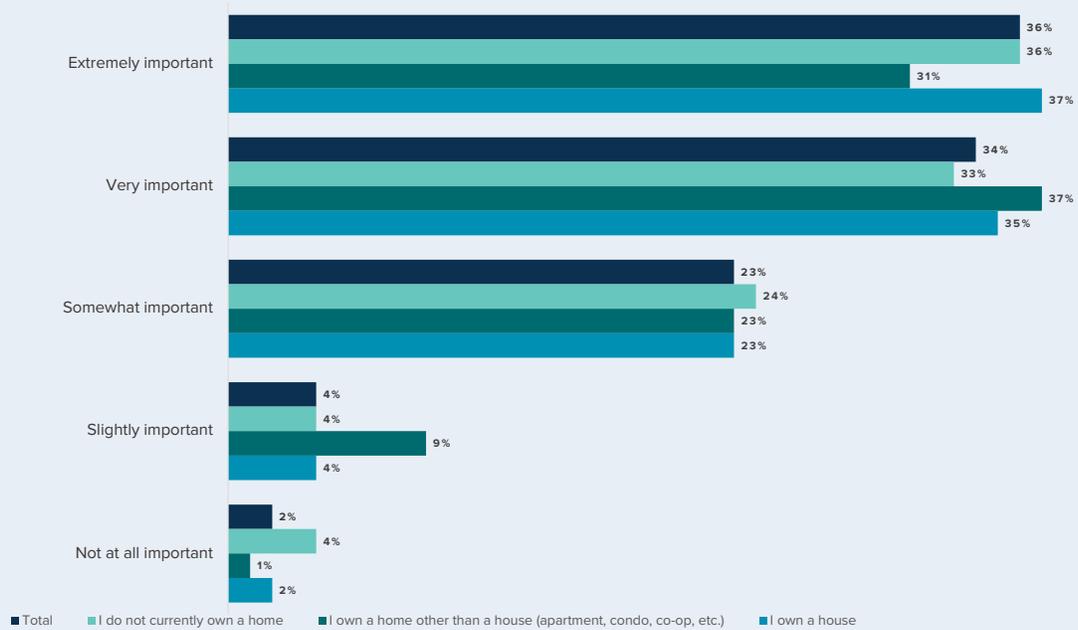
If you were to renovate or build a home, how would you want to be involved in choosing appliances and fixtures (e.g. kitchen, bath or lighting)?



Seven in ten (70%) Americans say it is extremely or very important to be able to touch and feel the appliances/ fixtures in person before making a purchase decision.

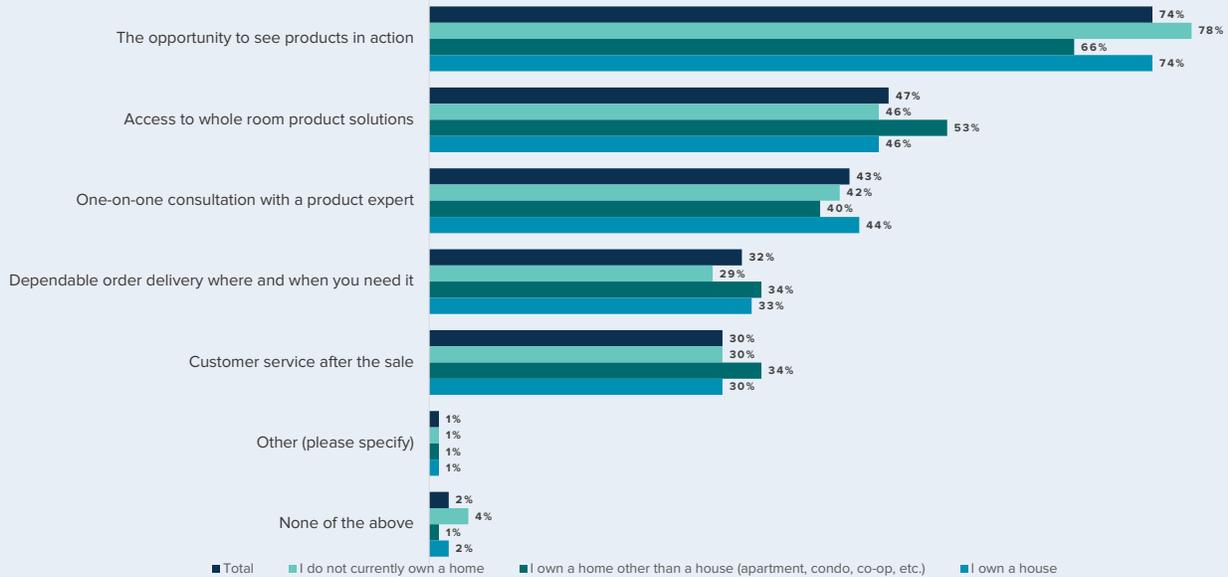
- Older Americans are more likely than younger Americans to say it is extremely important to be able to touch and feel the appliances/fixtures in person before making a decision (26% 18-29, 32% 30-44 years old, 42% 45-60 years old, 45% 60+).
- Women are more likely than men to say it is extremely important to be able to touch and feel the appliances/fixtures in person before making a decision (41% vs 30%).

How important is it to you to be able to touch and feel the appliances/fixtures in person before making a purchase decision?



The top reason Americans say they would visit a home design showroom is the opportunity to see products in action (74%).

A showroom is a storefront used to display products for sale, including home appliances, fixtures and accessories. What are the reasons why you would visit a home design showroom?
Please check all that apply.

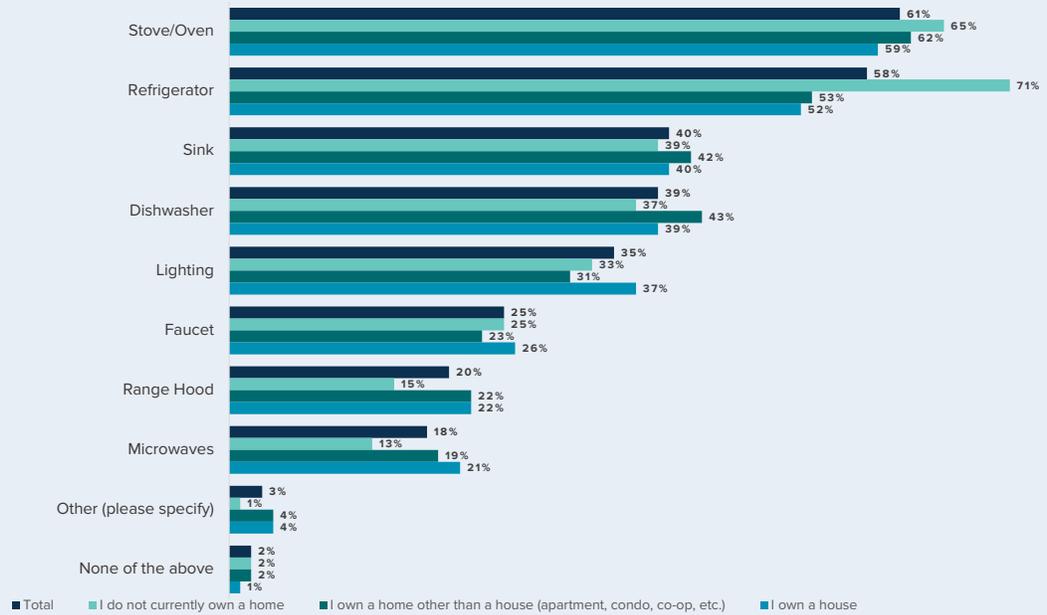


Kitchen/bathroom renovation

Over half of Americans say the stove/oven (61%) and the refrigerator (58%) are among the top three appliances/fixtures they would change first when renovating their kitchen.

- Americans who do not own a home are more likely to say they would change a refrigerator first (71% vs 53% of non-house homeowners, and 52% of house owners).
- Women are more likely than men to say if they could renovate their kitchen one of the top three things they would change first is lighting (38% vs 31%).

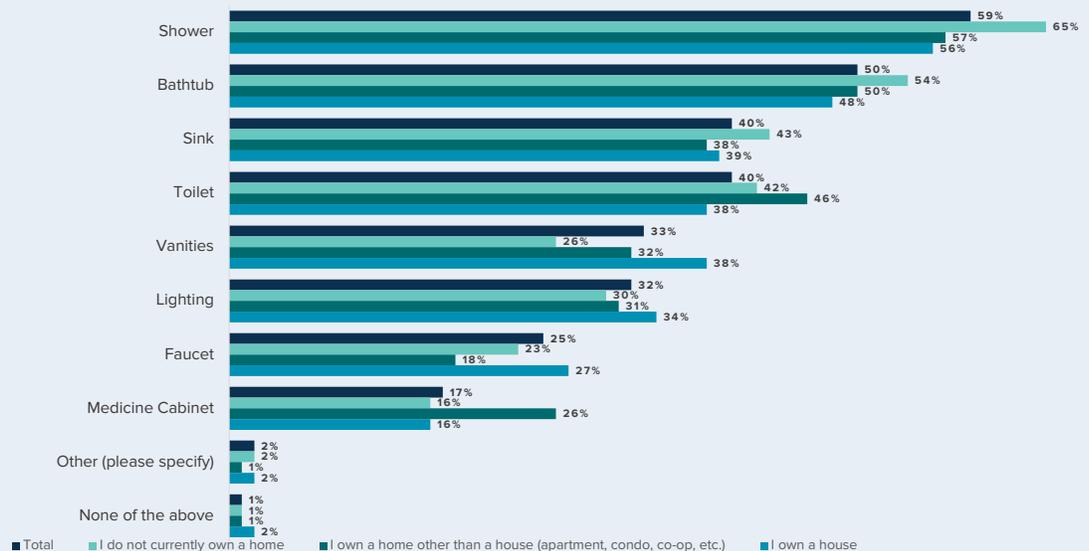
If you could renovate your kitchen, which three appliances/fixtures would you change first?



Over half of Americans say the shower (59%) and the bathtub (50%) are among the top three appliances/fixtures they would change first when renovating their bathroom.

- Women are more likely than men to say if they could renovate their bathroom, they would change the bathtub (54% vs 45%) and/or the vanities (37% vs 29%).
- Men are more likely than women to say if they could renovate their bathroom they would change the toilet (48% vs 34%).

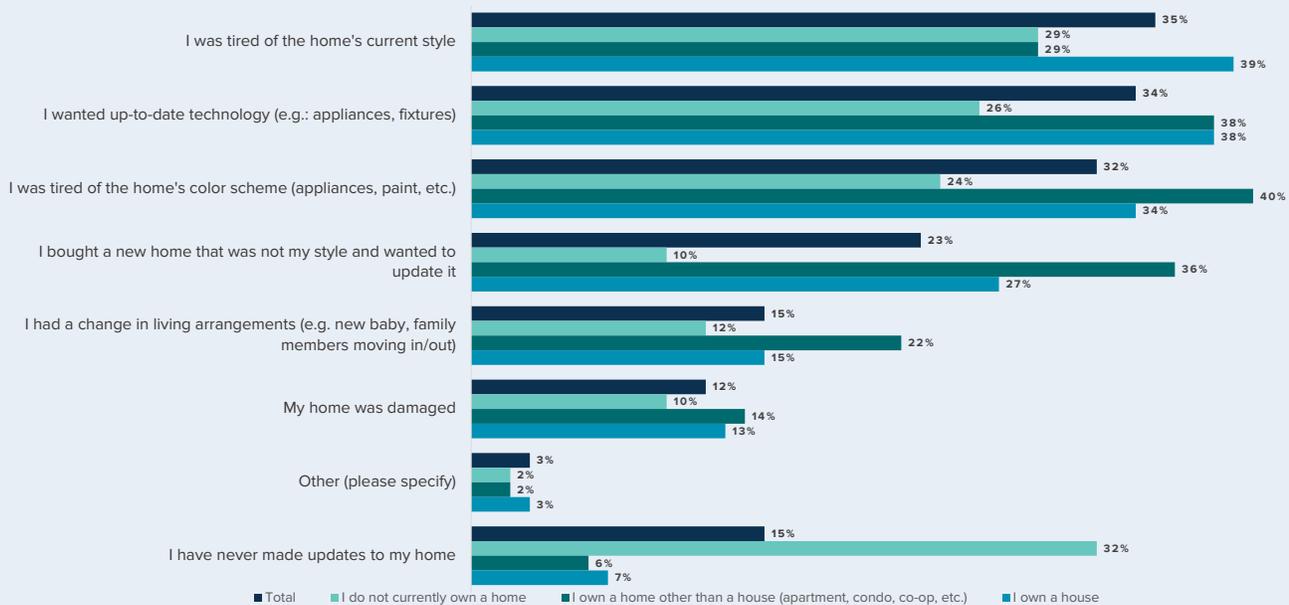
If you could renovate your bathroom, which three fixtures would you change first?



There are a few reasons Americans who have made changes to their home in the past did so. Top reasons included they were tired of the home's current style (35%), they wanted up-to-date technology (34%) or they were tired of the home's color scheme (32%). Only 15% say they have never made updates to their home.

- Americans who own a house are more likely to say they decided to make updates to their home because they were tired of the home's current style (39% vs 29% of non-house owners and 29% of non-homeowners).
- Americans who own a home other than a house are more likely to say they decided to make updates to their home because they bought a new home that was not their style (36% vs 27% of house-owners and 10% of non-homeowners).
- Men are more likely than women to say they made updates to their home because they bought a new home that was not their style (26% vs 20%).

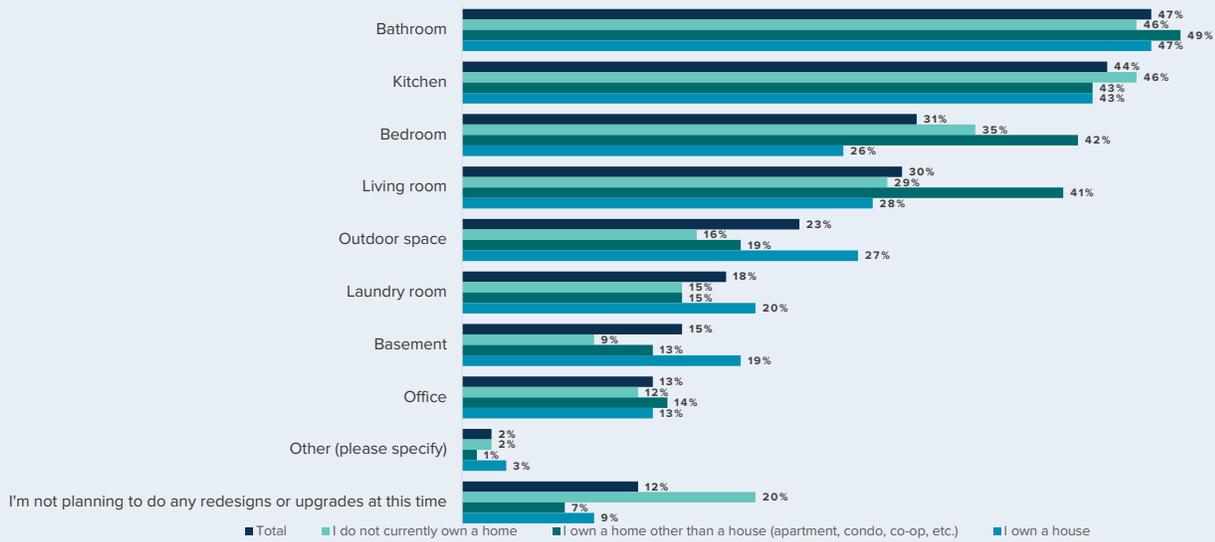
If you have made updates to your home or a room in your home in the past, what was the reason you decided to do so? Please check all that apply.



Almost half say based on their experience during COVID-19, they would like to redesign their bathroom (47%) and/or kitchen (44%). Only 12% say they are not planning to do any redesigns or upgrades at this time.

- Americans that own a home other than a house are more likely to say based on their experience in the pandemic, they would like to redesign/update the living room (41% vs 28% of house owners and 29% of non-homeowners) and the bedroom (42% vs 26% of house owners and 35% of non-homeowners).
- Younger Americans are more likely than older Americans to say after COVID-19, they would most like to redesign or update their bedroom (40% 18-29, 31% 30-44 years old, 28% 45-60 years old, 21% 60+).

Based on your experience spending more time at home during the COVID-19 pandemic, are there any specific areas of the home that you would most like to redesign or upgrade?
Please check all that apply.

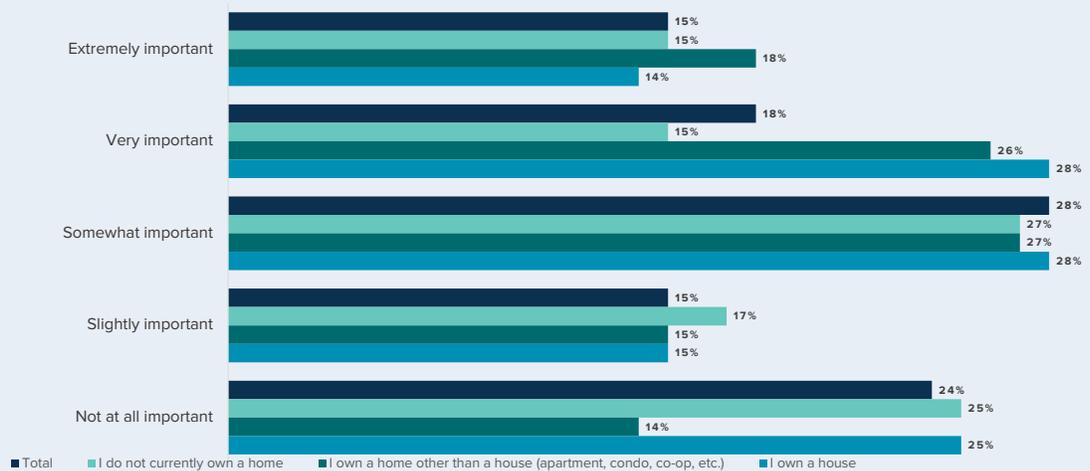


Trends

A third (33%) of Americans say it is extremely or very important to have “smart home” functionality in their kitchen products.

- Americans that own a home other than a house are more likely to say it is very important to have smart home functionality in their kitchen products (26% vs 18% of house owners and 15% of non-homeowners).
- Women are more likely than men to say it is not at all important to have smart home functionality in their kitchen products (27% vs 20%).

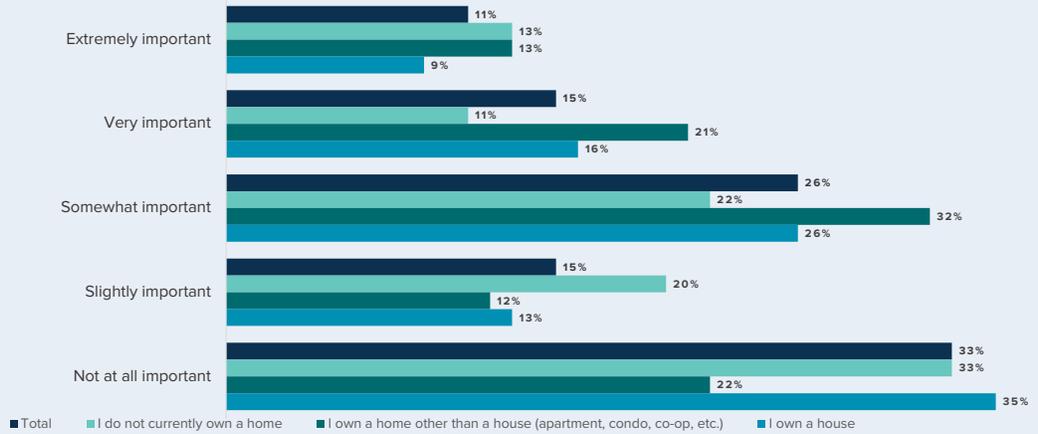
How important is it to you to have “smart home” functionality in your kitchen products?



Twenty-six percent of Americans say it is extremely or very important to have “smart home” functionality in their bathroom products.

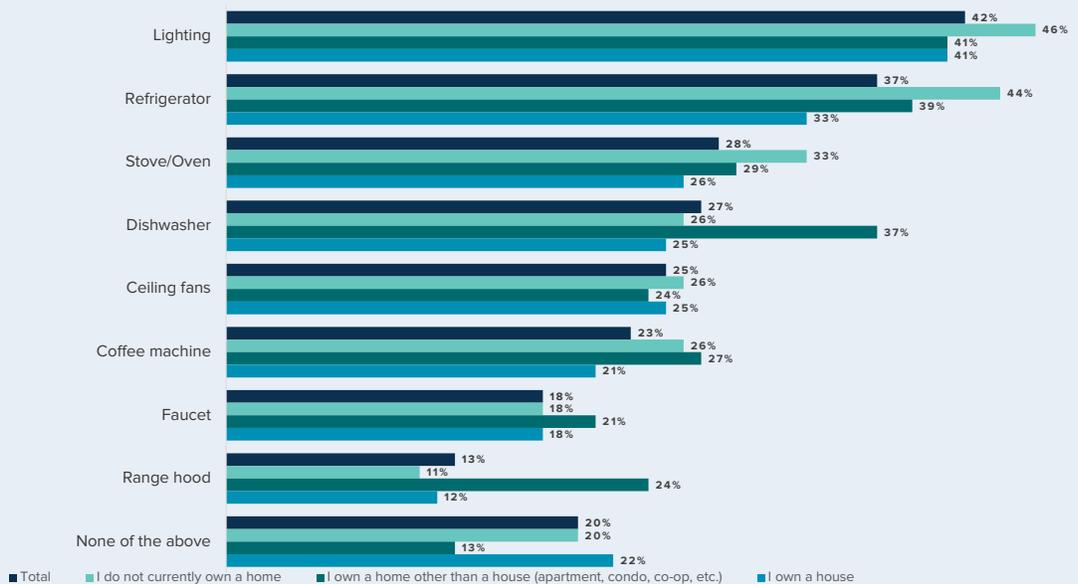
- Americans that own a home other than a house are more likely to say it is very important to have smart home functionality in their bathroom products (21% vs 16% of house owners and 11% of non-homeowners).
- Women are more likely than men to say it is not at all important to have smart functionality in bathroom products (36% vs 29%).

How important is it to you to have “smart home” functionality in your bathroom products?



Forty-two percent of Americans say they are interested in buying smart home lighting for their home.

Which of the following smart home products are you interested in buying for your home?



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