

# Remodeling

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## REMODELING Kitchen and Bath Reader Survey

July 2008

# Purpose

The primary purpose of this study was to ascertain information on remodelers thoughts on kitchen and bath projects.

The study covers the following areas:

- Types of remodeling or construction projects performed
- Total revenues
- Residential remodeling projects completed in 2007
- Residential kitchen and bath projects completed in 2007
- Interior products installed in 2007
- Cost of residential kitchen and bath remodeling projects
- Source of products used in kitchen and bath remodeling projects
- Influence on customer product purchases
- Resources used to help customers with product selection decisions
- Importance of various factors with regard to purchasing residential kitchen and bath products

## Method

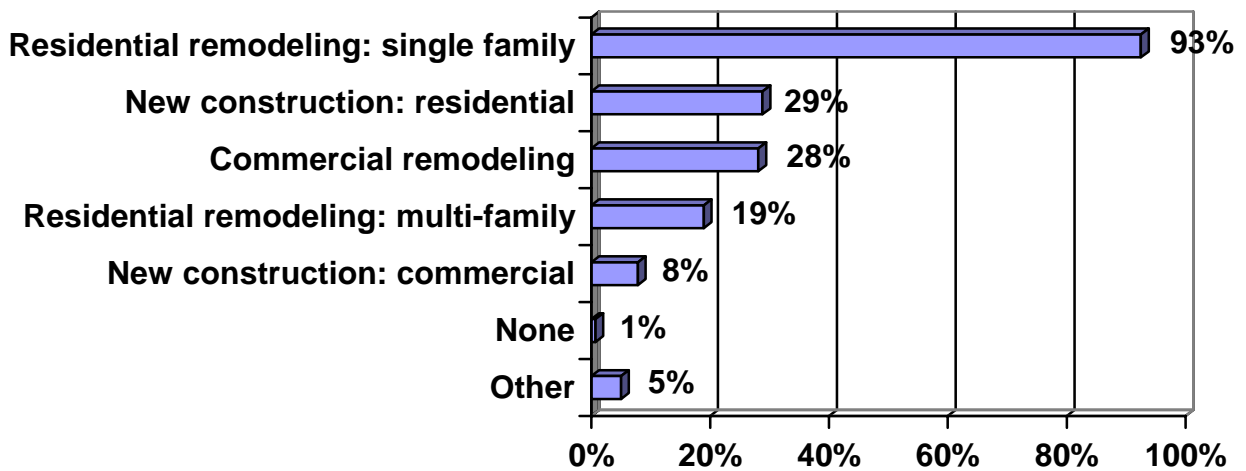
This study was conducted via an Internet survey. A random Nth sample of 8,956 individual email addresses were drawn from the circulation of REMODELING magazine. A total of 281 (3%) completed surveys were returned.

The following pages report on the findings of this study. A copy of the survey questionnaire is included at the end of the report.

# Results

## 1. What types of remodeling or construction projects did your firm do in 2007?

The majority of respondents (93%) engaged in single family residential remodeling in 2007, followed by residential new construction (29%) and commercial remodeling (28%).

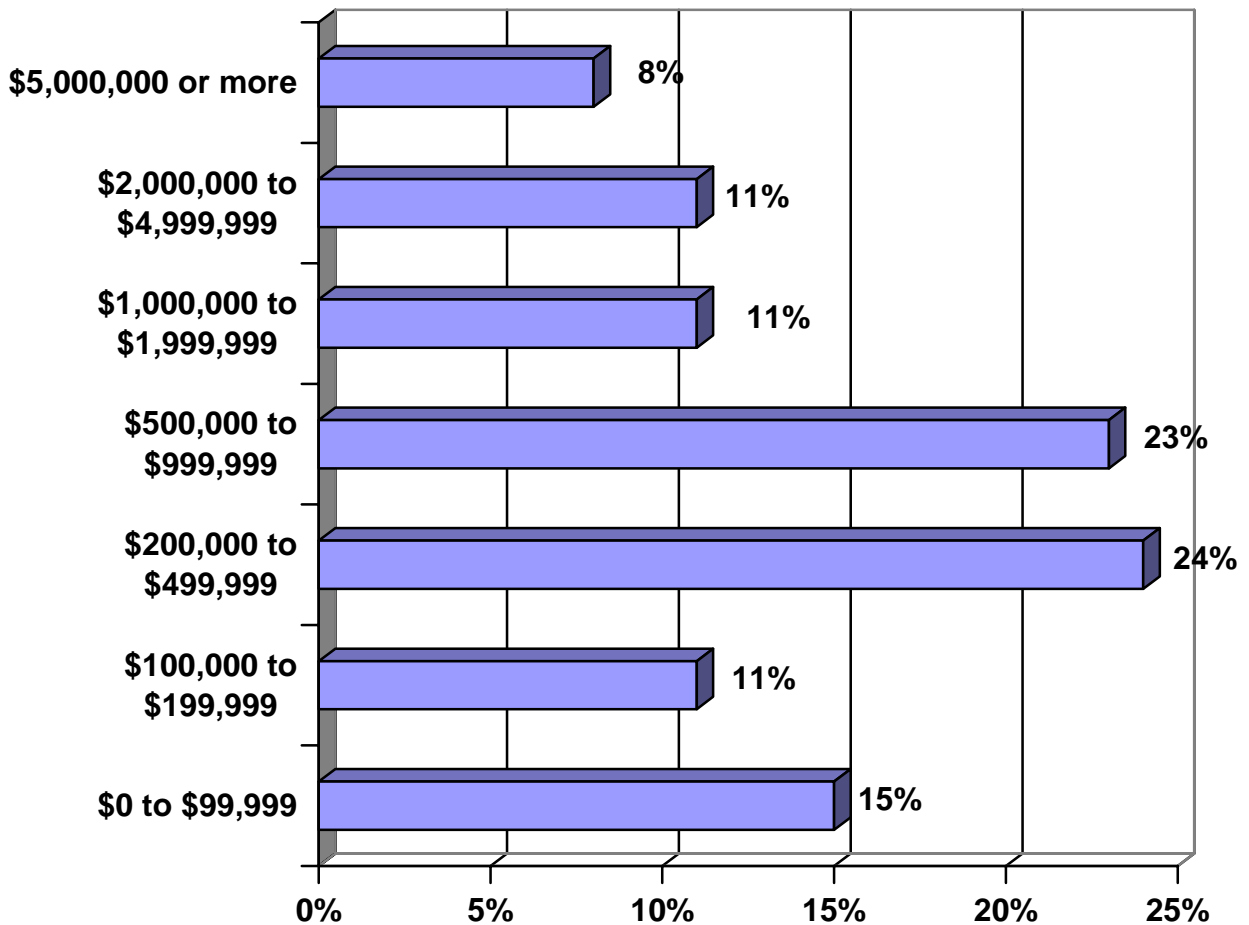


### Other:

- Basement finishing only
- Builder of custom kitchen and bath cabinets
- Electrical
- Exterior home improvements
- Fire and water damage restoration
- Guttering, drainage and ornamental copper
- Handyman
- Kitchen, baths and decks
- Mobile home remodeling/repair
- Natural stone & ceramic tile installation
- Supply cabinets only, we do not install
- Window and door supply and install
- Window replacement

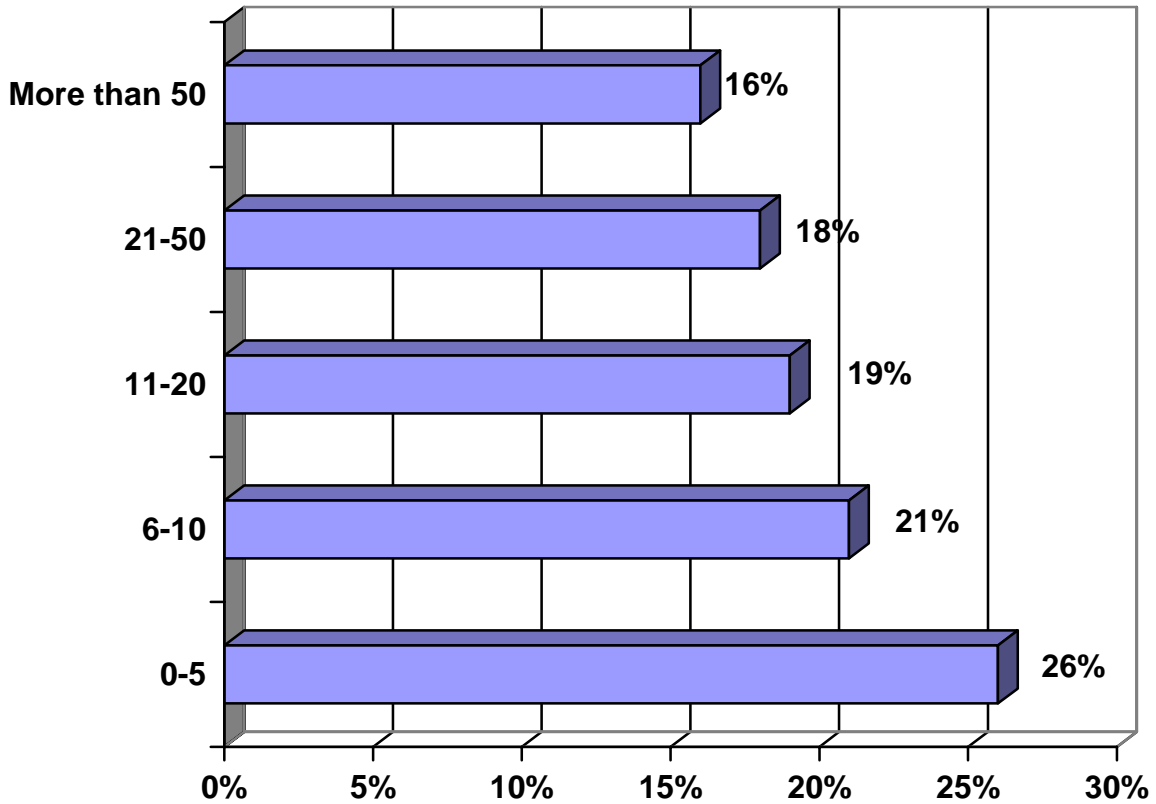
2. What were your firm’s approximate total revenues (including labor and materials) in 2007?

Twenty four percent (24%) of respondents said their firms total revenues in 2007 was between \$200,000 to \$499,999, followed by \$500,000 to \$999,999 (23%) and \$0 to \$99,999 (15%).



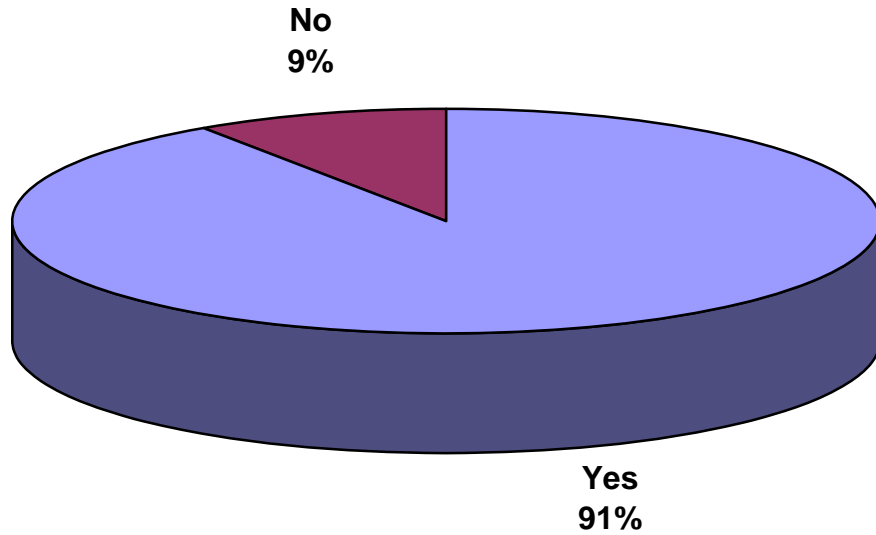
3. How many residential remodeling projects did your firm do in 2007?

Twenty six percent (26%) of respondents completed 0 to 5 projects in 2007, followed by 6 to 10 projects (21%) and 11 to 20 projects (19%).



4. Was your firm involved in residential kitchen or bath remodeling projects in 2007?

The majority of respondents (91%) were involved in residential kitchen or bath remodeling projects in 2007.

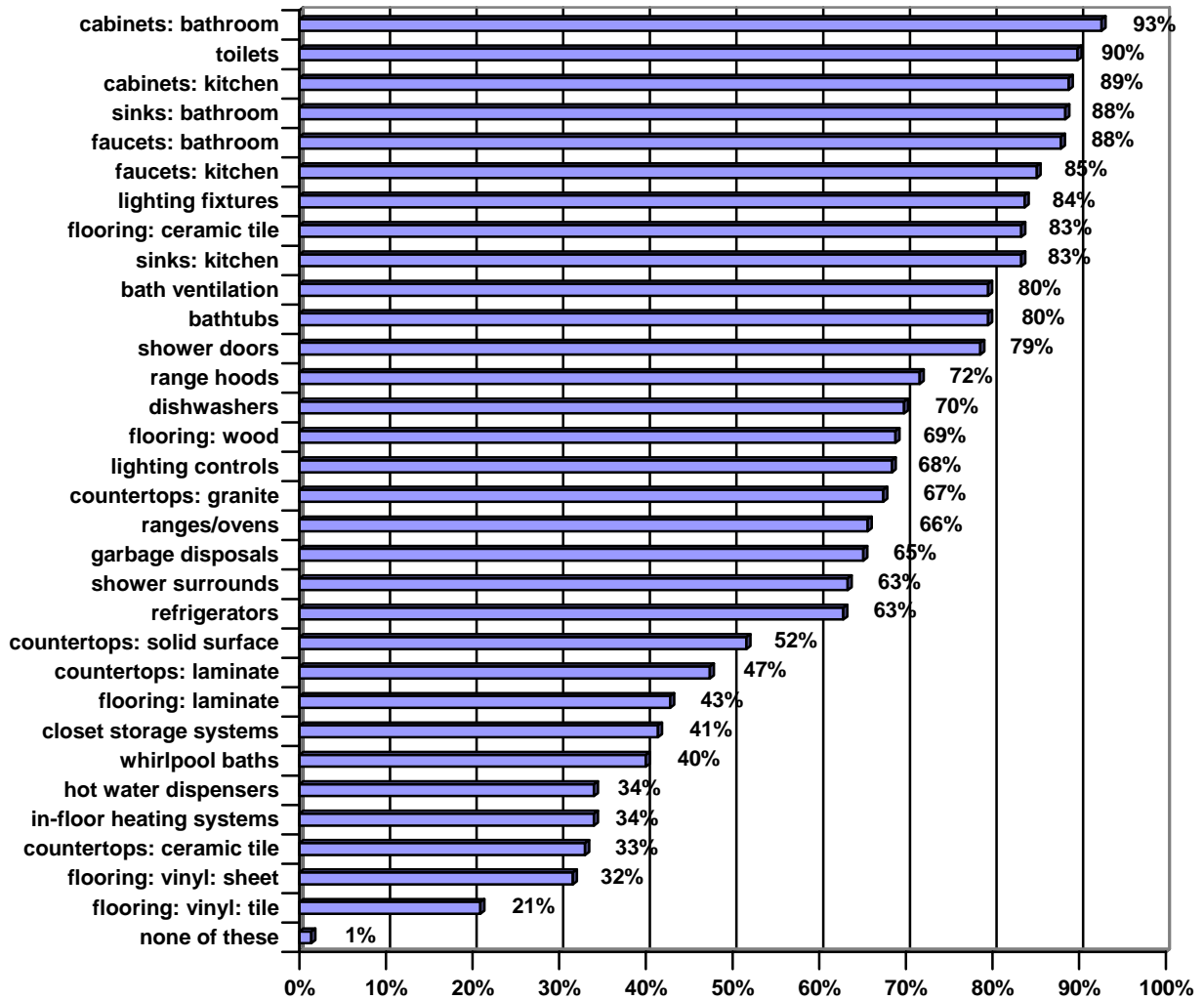


5. Approximately how many of your firms 2007 projects involved kitchen and bath projects?

- The average number of residential kitchen remodeling jobs performed in 2007 was 11.
- The average number of residential bath remodeling jobs performed in 2007 was 10.

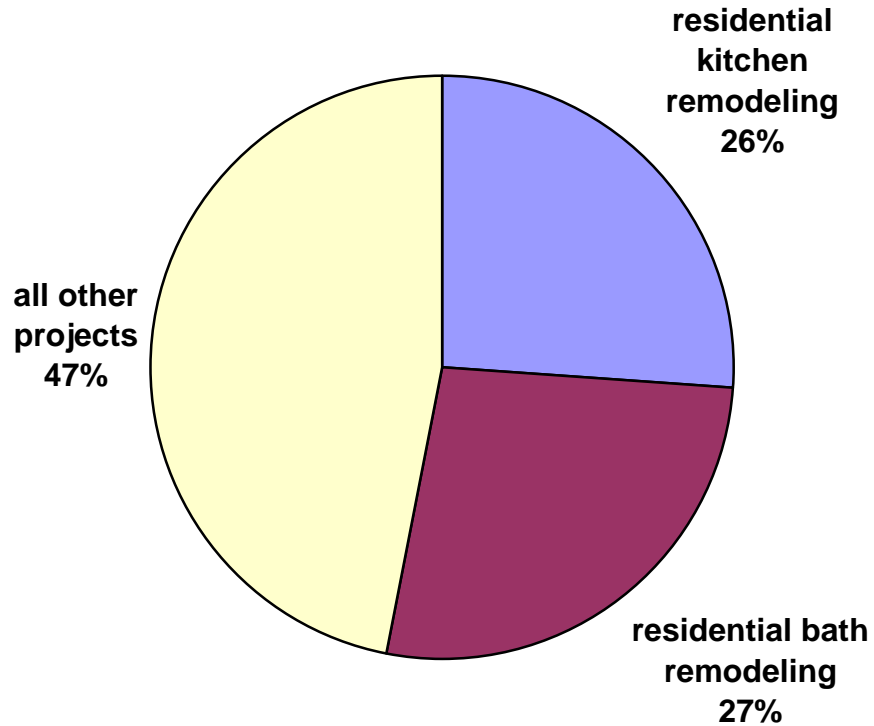
6. Which of these interior products were installed (or specified) by your firm in 2007?

The top three products installed in 2007 were bathroom cabinets (93%), toilets (90%) and kitchen cabinets (89%).



7. Approximately what proportion of your firm's 2007 revenues was from each of these types of projects?

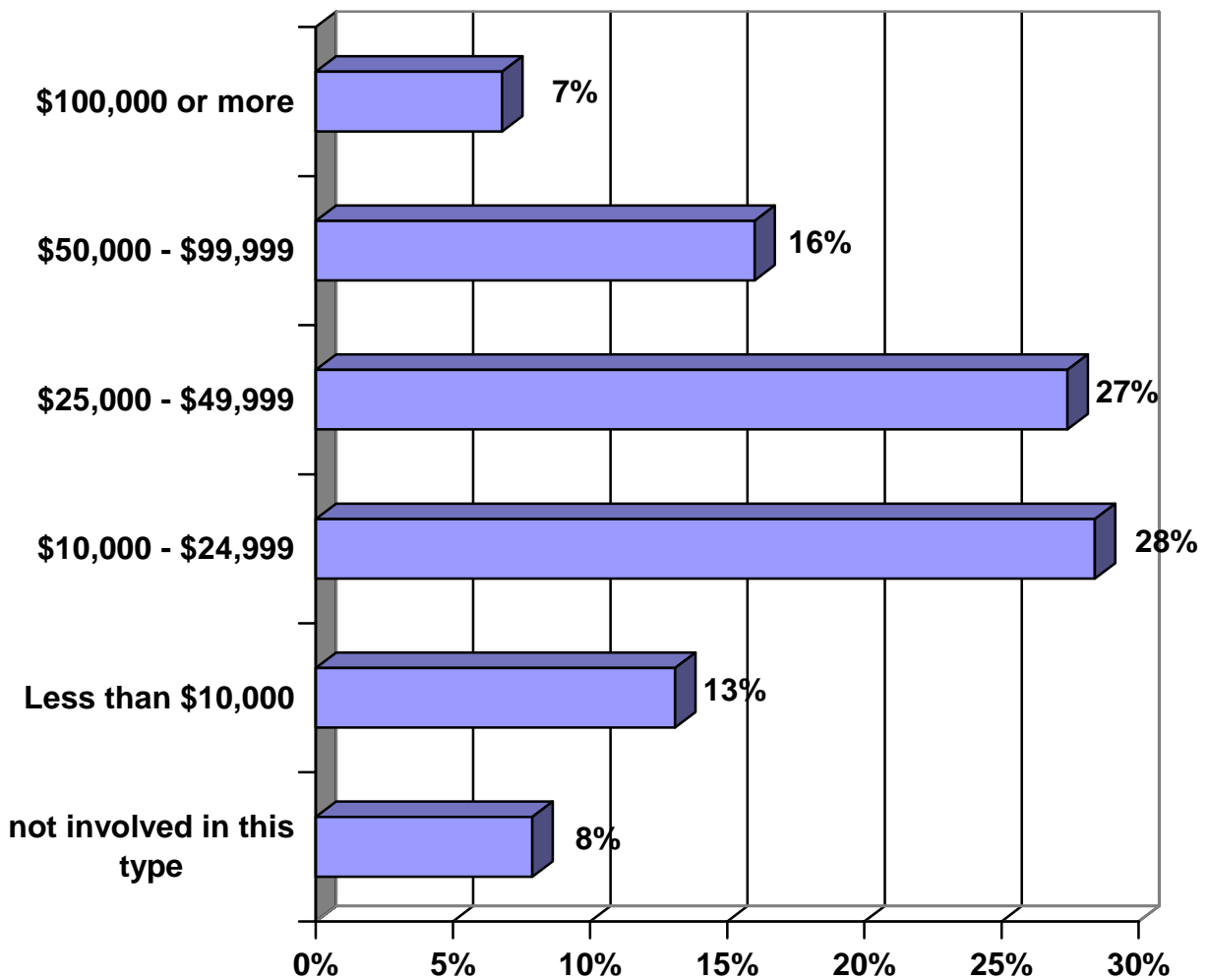
Over half (53%) of the revenues generated for 2007 came from residential kitchen and bath projects. Twenty six percent (26%) of projects performed in 2007 by the firms surveyed were residential kitchen remodeling, 27% were residential bath remodeling and 47% were all other projects.



8. Approximately what was the average job cost (to the customer) in 2007 for each of the following types of projects your firm was involved in?

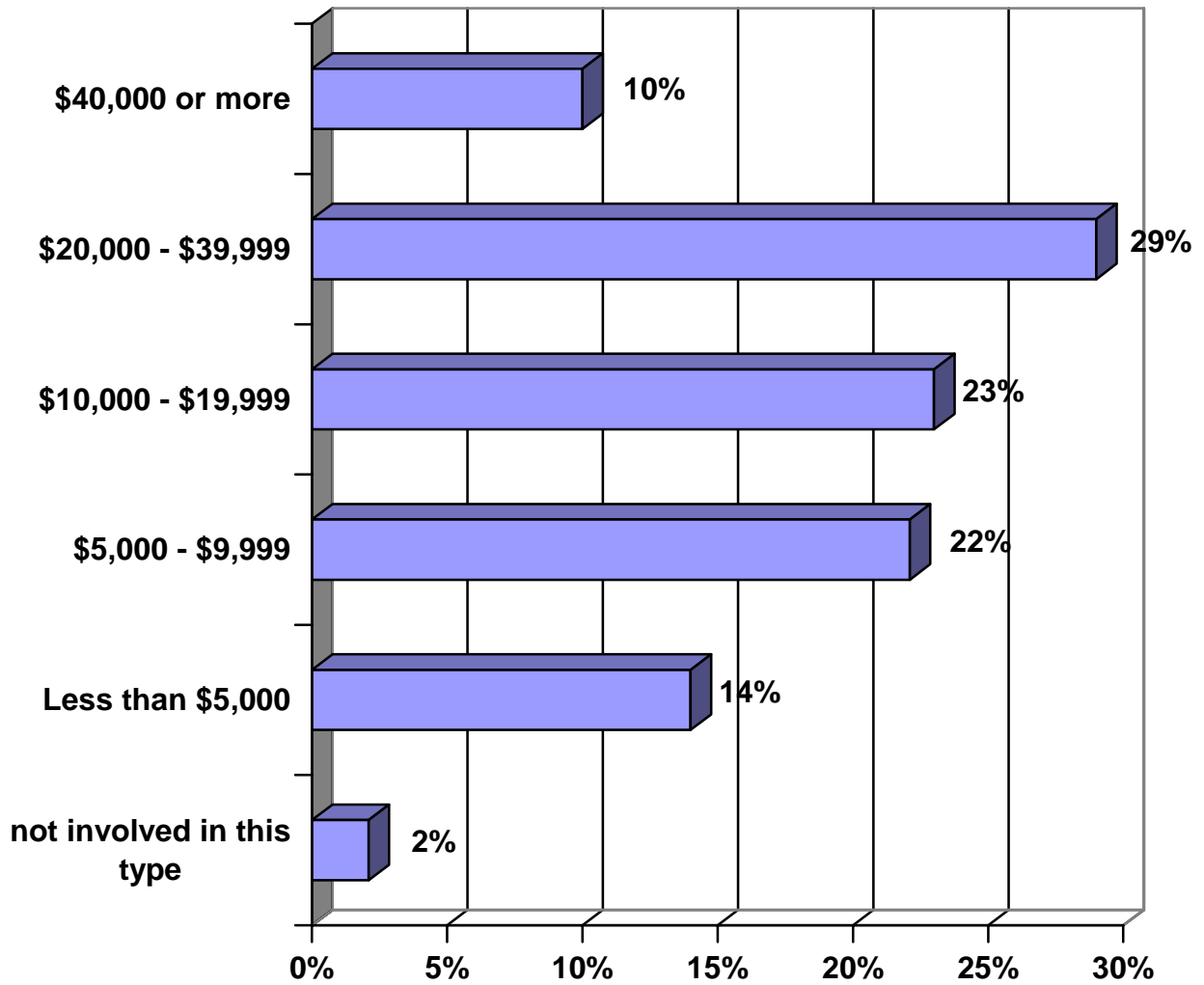
**Residential kitchen remodeling**

Twenty eight percent (28%) of residential kitchen remodeling jobs in 2007 had an average cost of \$10,000 to \$24,999, followed by \$25,000 to \$49,999 (27%) and \$50,000 to \$99,999 (16%).



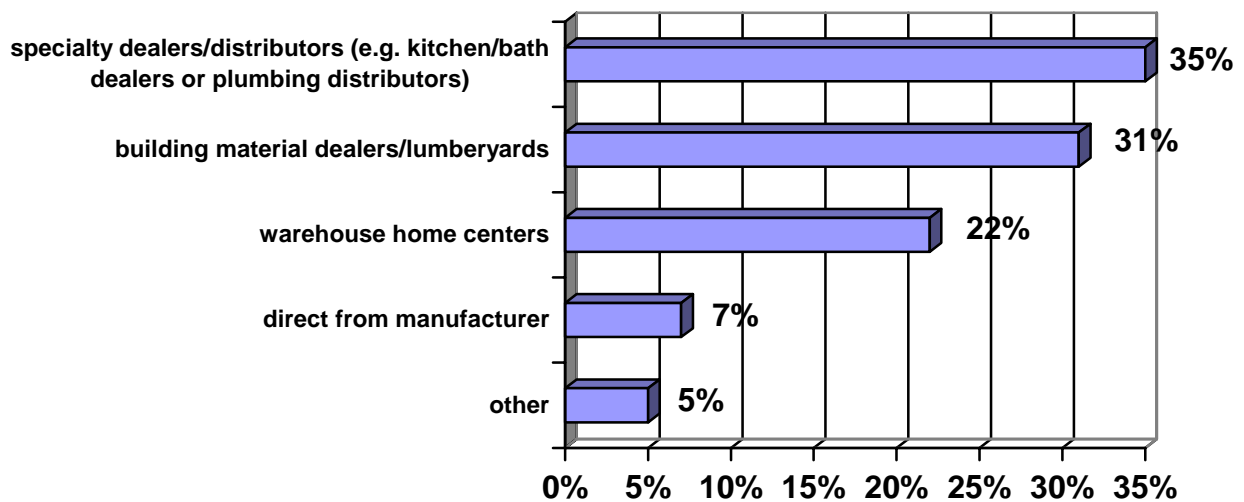
**Residential bath remodeling**

Twenty nine percent (29%) of residential bath remodeling jobs in 2007 had an average cost of \$20,000 to \$39,999, followed by \$10,000 to \$19,999 (23%) and \$5,000 to \$9,999 (22%).



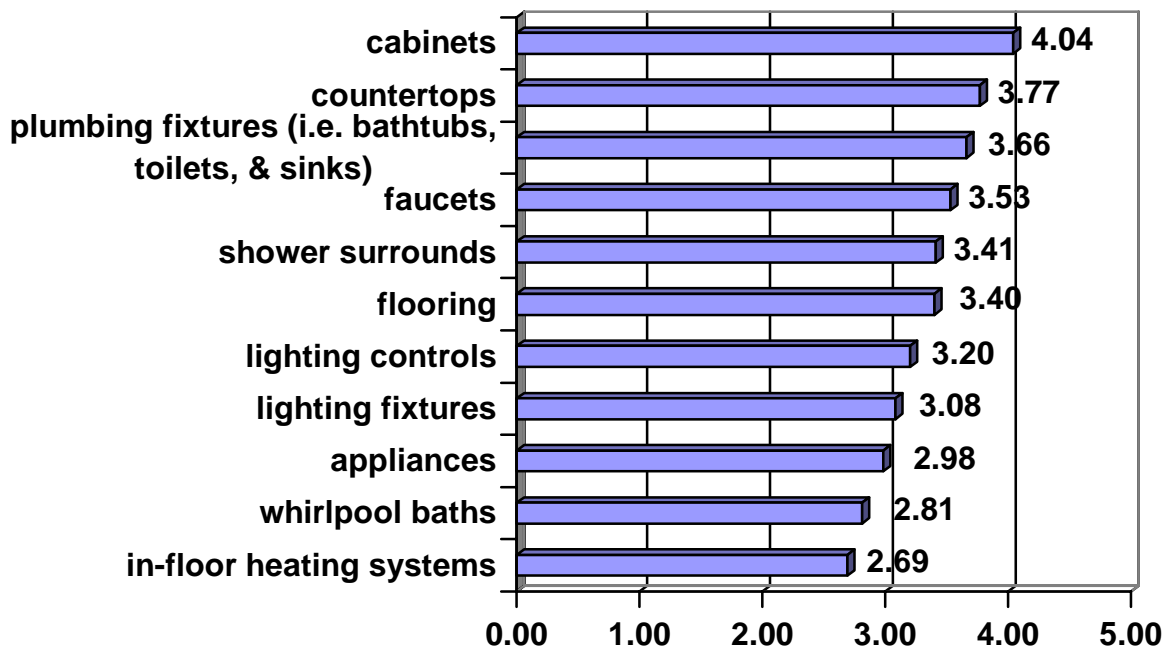
9. Approximately what was the highest individual job cost (to the customer) in 2007 for the kitchen and bath projects your firm was involved in?
- The average upside cost of residential kitchen remodeling jobs performed in 2007 was \$57,061.
  - The average upside cost of residential bath remodeling jobs performed in 2007 was \$27,626.
10. Roughly what proportion of the products used in your firm's 2007 residential kitchen and bath remodeling projects were purchased from each of these sources?

Thirty five percent (35%) of products used in residential kitchen and bath remodeling projects in 2007 were purchased from specialty dealers/distributors, followed by building material dealers/lumberyards (31%) and warehouse home centers (22%).



11. For each of the following categories, how influential would you say your firm is in your customer’s decisions about the brand of product used (not style or color, but manufacturers’ brands specifically) in their kitchen and bath remodeling projects?

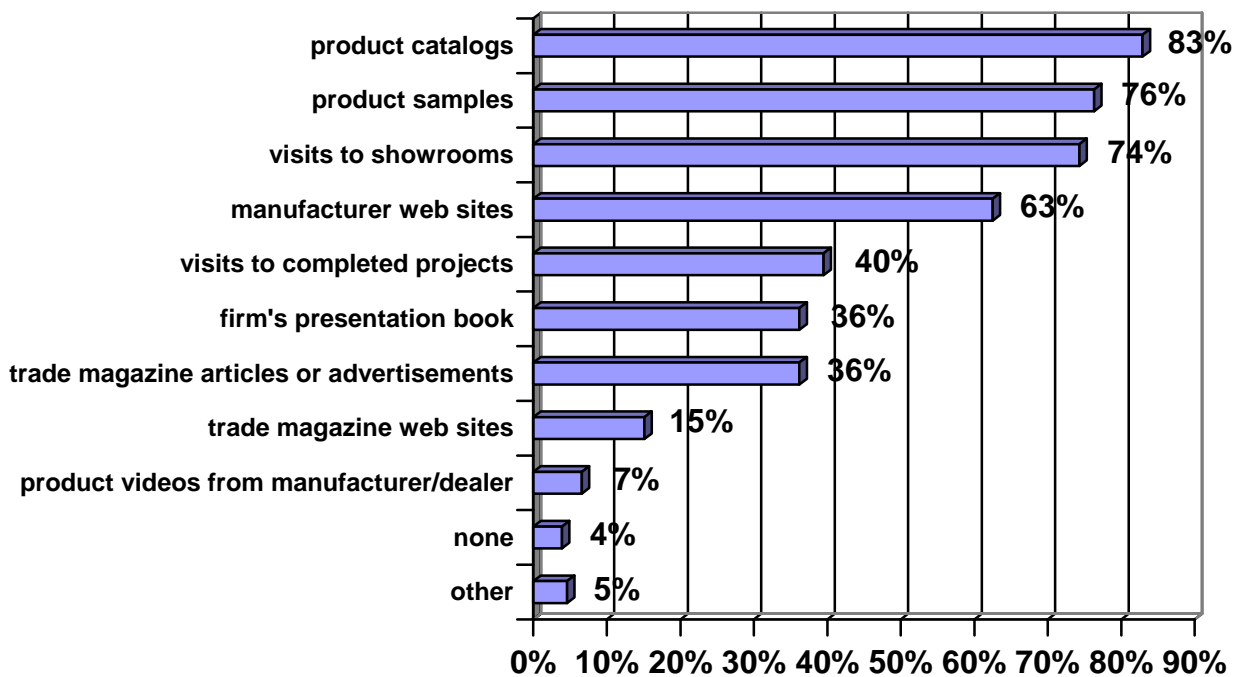
On a scale of 1 to 5, where 1 is not influential at all and 5 is very influential, respondents said their firms were most influential in customer’s decisions on cabinets (4.04), followed by countertops (3.77) and plumbing fixtures (3.66).



1 = not influential at all and  
5 = very influential

12. What resources does your firm use to help its customers make product selection decisions (type, style, features of products)?

Respondents use product catalogs (83%) to help customers make product selection decisions, followed by product samples (76%) and visits to showrooms (74%).

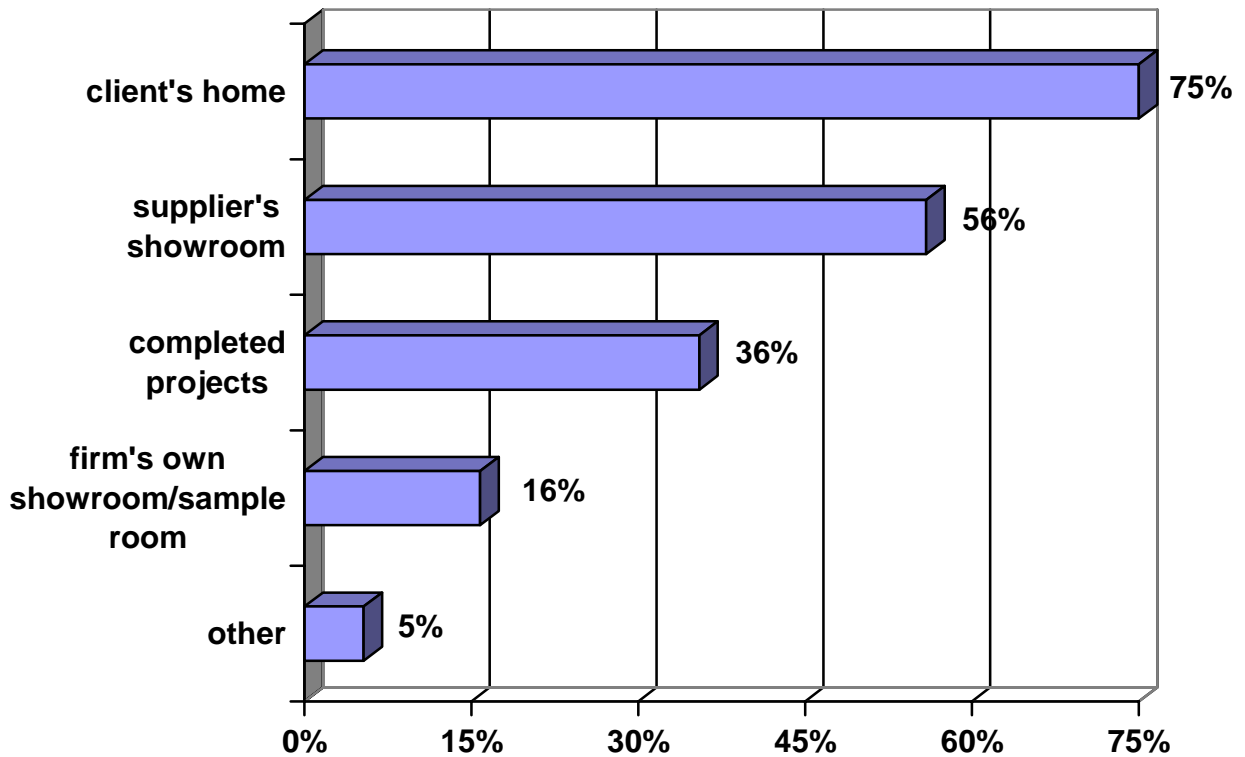


**Other:**

- Bid specs
- Company website
- Interior designers
- NARI web site
- Other tradesmen
- Referrals
- Sub contractors

13. If your firm uses product samples to help customers make product selection decisions, where does it show the samples?

Seventy five percent (75%) of the firms surveyed show their product samples at the client's home, followed by supplier's showroom (56%), and completed projects (36%).

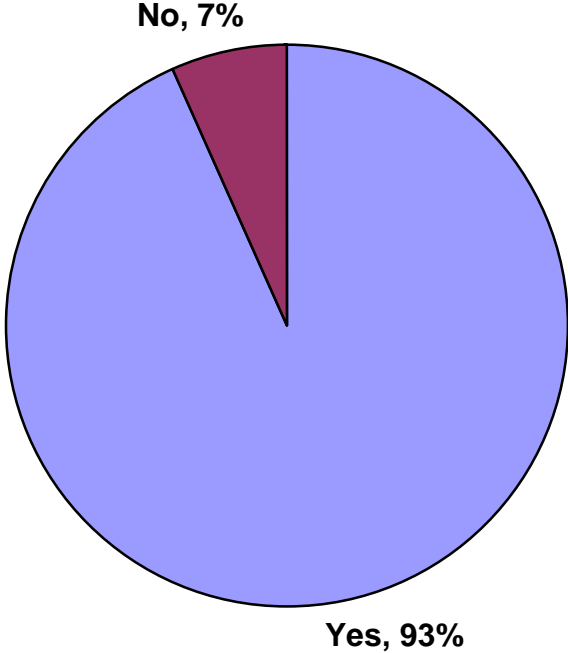


**Other:**

- At the project
- Do not use
- Don't get involved
- Only vacant rehabs

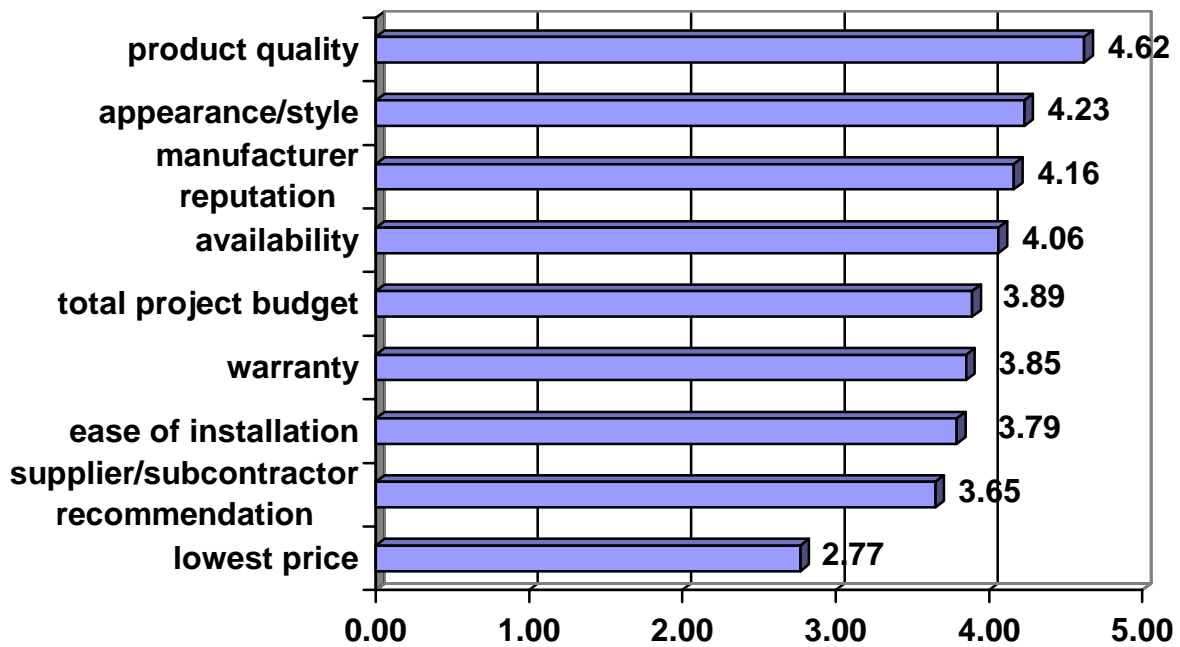
14. Are you personally involved in the product selection decisions for your firm’s residential kitchen and bath remodeling projects?

Most of the respondents (93%) said they are personally involved in the product selection decisions.



15. How important are each of these factors in your selection decisions for residential kitchen and bath products?

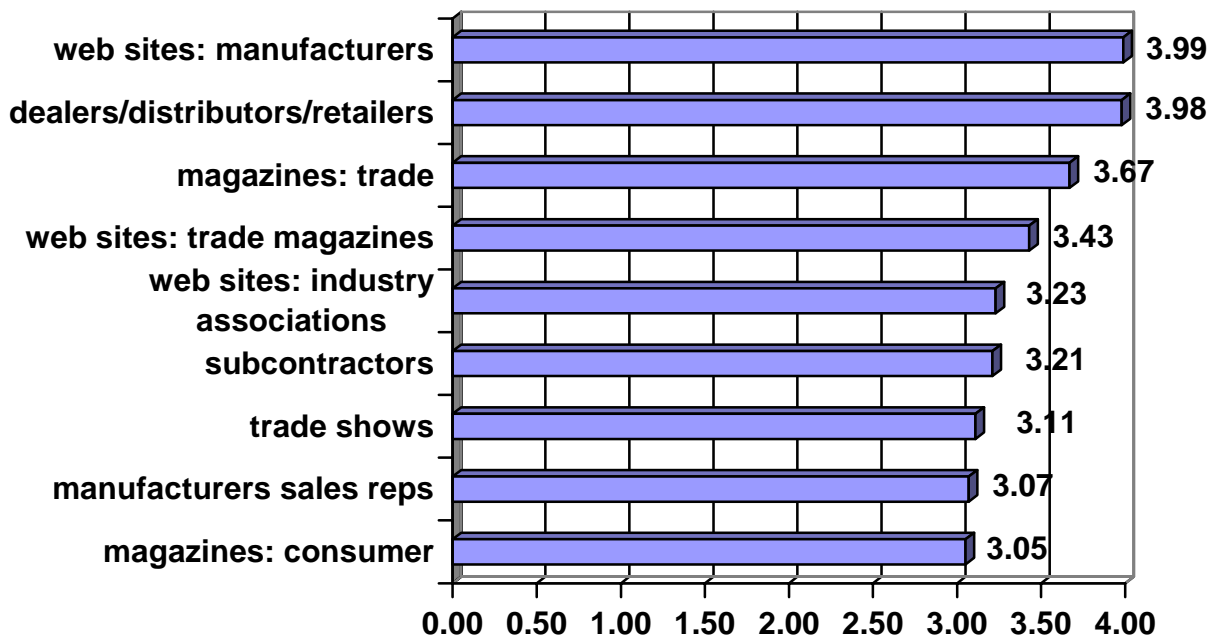
On a scale of 1 to 5, where 1 is not important at all and 5 is very important, respondents said product quality (4.62), appearance/style (4.23) and manufacturer reputation (4.16) are the top three factors in selection decisions for residential kitchen and bath products.



1 = not important at all and  
5 is very important

16. How useful are each of these sources to you for information about residential kitchen and bath products?

On a scale of 1 to 5, where 1 is not influential at all and 5 is very influential, respondents said manufacturer web sites (3.99), dealers/distributors/retailers (3.98) and trade magazines (3.67) are the top three sources for information about residential kitchen and bath products.



# Remodeling 2008 National Reader Survey

Dear REMODELING Reader:

We need your opinion. We are asking select readers of our magazine for their thoughts on kitchen and bath projects.

Because you are part of a select, representative sample of readers being surveyed, your reply is especially important. Please take a few minutes to complete and submit the survey by Monday, June 30, 2008.

The results of this survey will greatly assist in our efforts to better serve you, our valued reader. Thank you in advance for your response.

Sincerely,

Rick Strachan  
Group Publisher

## About your firm

\* 1. What types of remodeling or construction projects did your firm do in 2007?  
(Please check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Commercial remodeling                 | <input type="checkbox"/> new construction: commercial                            |
| <input type="checkbox"/> Residential remodeling: single-family | <input type="checkbox"/> new construction: residential                           |
| <input type="checkbox"/> Residential remodeling: multi-family  | <input type="checkbox"/> None... if none, the rest of the survey will not apply. |
| <input type="checkbox"/> Other (please specify)                |  |

\* 2. What were your firm's approximate total revenues (including labor and materials) in 2007?

- |   |   |
|---|---|
| <input type="checkbox"/> less than \$50,000     | <input type="checkbox"/> \$500,000 to \$749,999     |
| <input type="checkbox"/> \$50,000 to \$99,999   | <input type="checkbox"/> \$750,000 to \$999,999     |
| <input type="checkbox"/> \$100,000 to \$199,999 | <input type="checkbox"/> \$1,000,000 to \$1,999,999 |
| <input type="checkbox"/> \$200,000 to \$299,999 | <input type="checkbox"/> \$2,000,000 to \$4,999,999 |
| <input type="checkbox"/> \$300,000 to \$399,999 | <input type="checkbox"/> \$5,000,000 to \$9,999,999 |
| <input type="checkbox"/> \$400,000 to \$499,999 | <input type="checkbox"/> \$10 million or more       |

\* 3. How many residential remodeling projects did your firm do in 2007?

## About kitchen & bath projects

# Remodeling 2008 National Reader Survey

\* 4. Was your firm involved in residential kitchen or bath remodeling projects in 2007?

Yes

No

\* 5. Approximately how many of your firms 2007 projects involved each of the following?

a. residential kitchen remodeling

b. residential bath remodeling

\* 6. Which of these interior products were installed (or specified) by your firm in 2007? (Please check all that apply)

bath ventilation

faucets: kitchen

range hoods

bathtubs

flooring: ceramic tile

ranges/ovens

cabinets: bathroom

flooring: laminate

refrigerators

cabinets: kitchen

flooring: vinyl: sheet

shower doors

closet storage systems

flooring: vinyl: tile

shower surrounds

countertops: ceramic tile

flooring: wood

sinks: bathroom

countertops: granite

garbage disposals

sinks: kitchen

countertops: laminate

hot water dispensers

toilets

countertops: solid surface

in-floor heating systems

whirlpool baths

dishwashers

lighting controls

none of these

faucets: bathroom

lighting fixtures

\* 7. Approximately what *proportion* of your firm's 2007 revenues was from each of these types of projects? (Please fill in a percentage for each, totaling 100% - fill in 0 if none.)

% from residential kitchen remodeling

% from residential bath remodeling

% from all other projects

8. Approximately what was the average job cost (to the customer) in 2007 for each of the following types of projects your firm was involved in?

# Remodeling 2008 National Reader Survey

## \* a. residential kitchen remodeling

jn not involved in this type	jn \$15,000 - \$19,999	jn \$50,000 - \$74,999
jn \$1 - \$2,499	jn \$20,000 - \$24,999	jn \$75,000 - \$99,999
jn \$2,500 - \$4,999	jn \$25,000 - \$29,999	jn \$100,000 or more
jn \$5,000 - \$9,999	jn \$30,000 - \$39,999	
jn \$10,000 - \$14,999	jn \$40,000 - \$49,999	

## \* b. residential bath remodeling

jn not involved in this type	jn \$10,000 - \$14,999	jn \$30,000 - \$39,999
jn \$1 - \$2,499	jn \$15,000 - \$19,999	jn \$40,000 - \$49,999
jn \$2,500 - \$4,999	jn \$20,000 - \$24,999	jn \$50,000 or more
jn \$5,000 - \$9,999	jn \$25,000 - \$29,999	

## \* 9. Approximately what was the highest individual job cost (to the customer) in 2007 for each of the following types of projects your firm was involved in?

a. residential kitchen remodeling \$

b. residential bath remodeling \$

## \* 10. Roughly what proportion of the products used in your firm's 2007 residential kitchen and bath remodeling projects were purchased from each of these sources? (Please fill in a percentage for each, totaling 100% - fill in 0 if none)

building material dealers/lumberyards

specialty dealers/distributors (e.g. kitchen/bath dealers or plumbing distributors)

warehouse home centers

direct from manufacturer

other

# Remodeling 2008 National Reader Survey

\* 11. For each of the following categories, how influential would you say your firm is in your customer's decisions about the brand of product used (*not* style or color, but manufacturers' brands specifically in their kitchen and bath remodeling projects? (Please check one rating for each)

	1 - not at all influential	2	3	4	5 - very influential
appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cabinets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
countertops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
faucets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
flooring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in-floor heating systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
lighting controls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
lighting fixtures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
plumbing fixtures (i.e. bathtubs, toilets, & sinks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shower surrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
whirlpool baths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Product selection decisions

\* 12. What resources does your firm use to help its customers make product selection decisions (type, style, features of products)? (Please check all that apply)

- firm's presentation book
- product catalogs
- product samples
- product videos from manufacturer/dealer
- trade magazine articles or advertisements
- Other (please specify)
- trade magazine web sites
- manufacturer web sites
- visits to completed projects
- visits to showrooms
- none

\* 13. If your firm uses *product samples* to help customers make product selection decisions, where does it show the samples? (Please check all that apply)

- client's home
- supplier's showroom
- Other (please specify)
- firm's own showroom/sample room
- completed projects

# Remodeling 2008 National Reader Survey

\* 14. Are you personally involved in the product selection decisions for your firm's residential kitchen and bath remodeling projects?

Yes

No

\* 15. How important are each of these factors in your selection decisions for residential kitchen and bath products? (Please check one rating for each)

	1 - not at all important	2	3	4	5 - very important
appearance/style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ease of installation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
lowest price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
manufacturer reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
product quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
supplier/subcontractor recommendation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
total project budget	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
warranty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* 16. How useful are each of these sources to you for information about residential kitchen and bath products? (Please check one rating for each)

	1 - not at all useful	2	3	4	5 - very useful
dealers/distributors/retailers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
magazines: consumer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
magazines: trade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
manufacturers sales reps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
subcontractors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
trade shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
web sites: industry associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
web sites: manufacturers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
web sites: trade magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation.