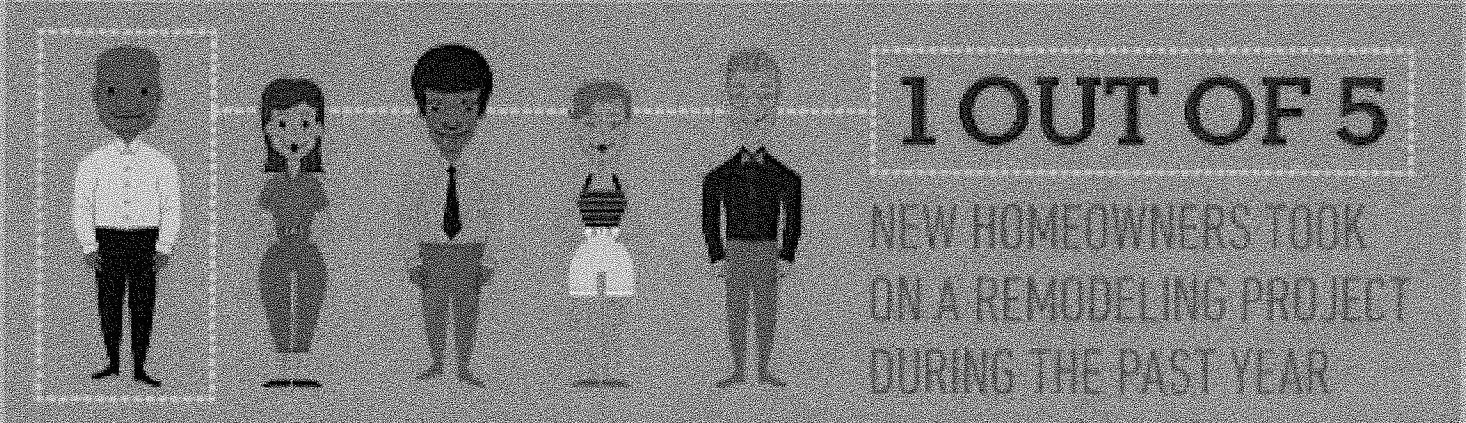


NO PROJECT LEFT UNDONE

LATE DISTRIBUTION 9-15-14

#28

During the past year alone, new homeowners spent \$18 billion on home improvement projects. From the simple, such as painting or flooring, to large-scale projects, such as additions or replacing windows, this group of consumers made the most out of every paint brush, hammer, and two-by-four.



These remodeling homeowners are:

70% more likely to have remodeled a kitchen

43% more likely to have remodeled a bathroom

68% more likely to have taken on new landscaping

29% more likely to have replaced windows

49% more likely to have tackled an addition

25% less likely to have not made any home improvements during the past year