



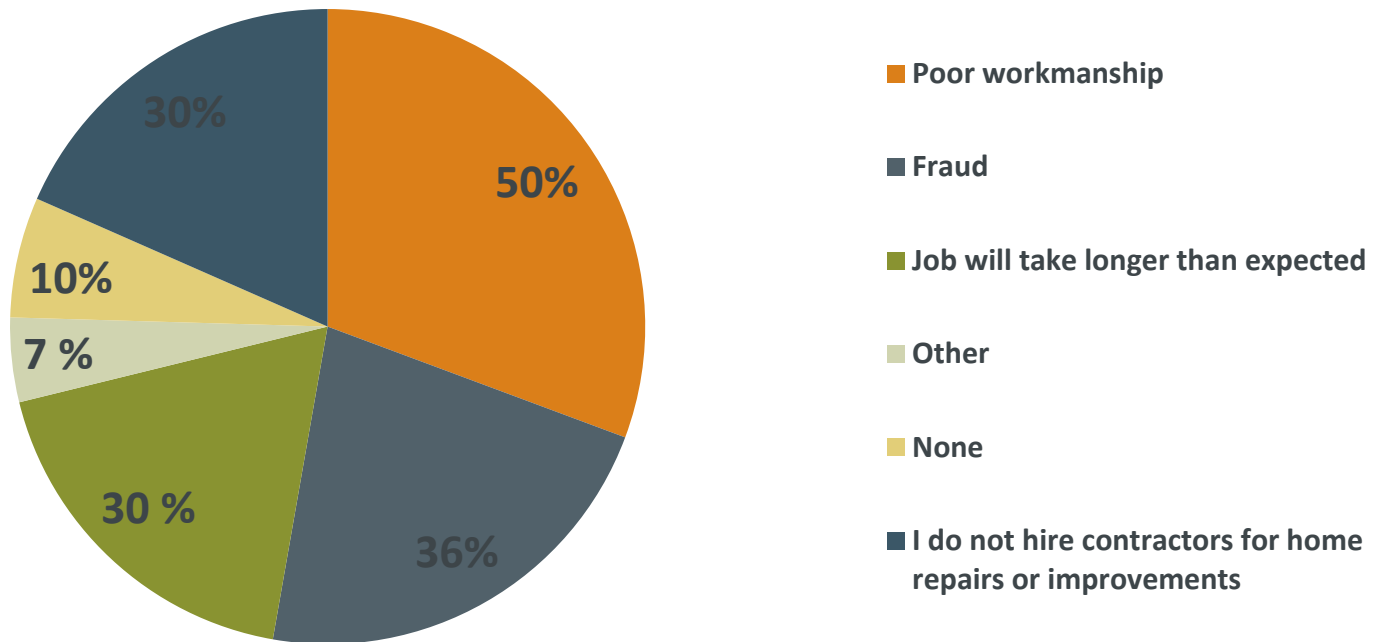
## Contractor Survey Results

July 15

**Demographics:** This survey was conducted among 2,076 adults, age 18 years or older, of whom 1,314 were identified as homeowners.

## Question 1

Which of the following fears do you have, if any, when hiring a contractor for home repairs or improvements? Please select all that apply.



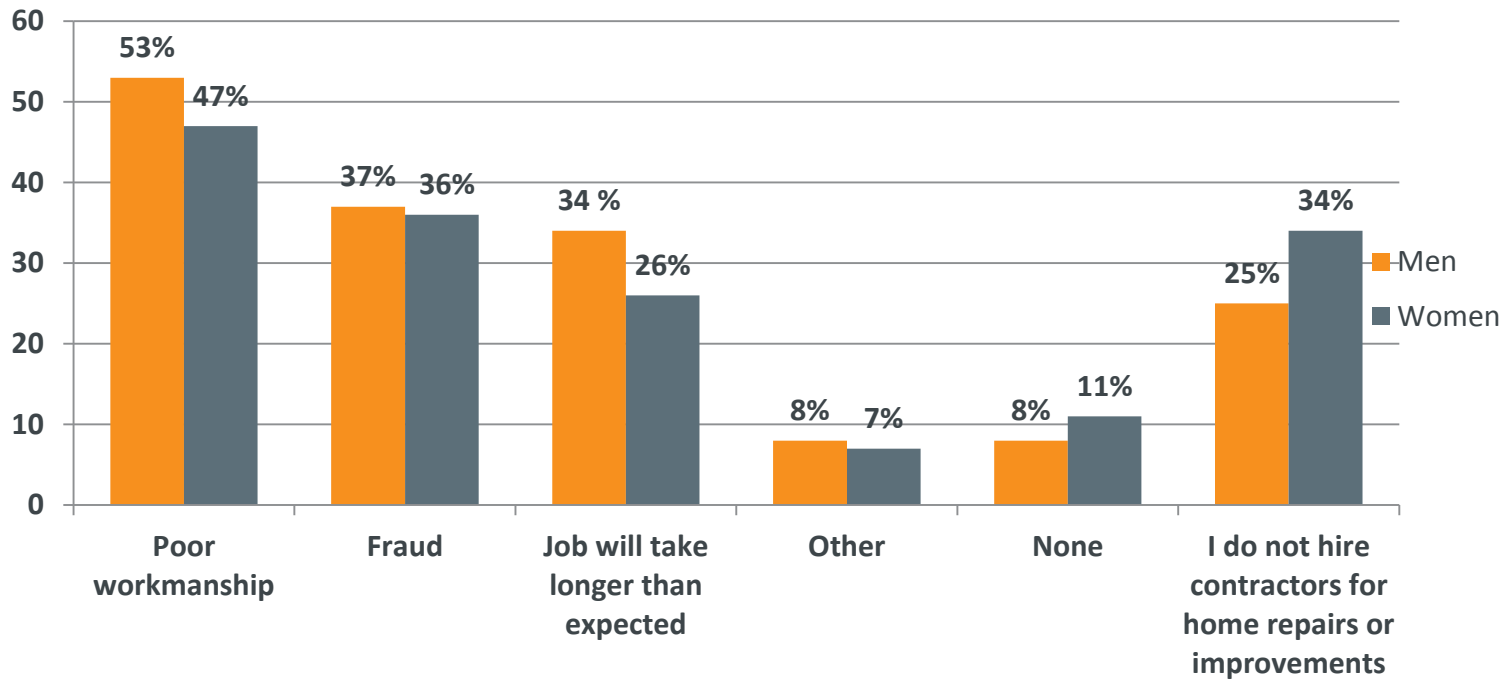
### Claims:

- 70 percent of homeowners have hired a contractor for home repair.
- Poor workmanship is the #1 fear homeowners have when hiring a contractor.
- Over 1/3 of homeowners have a fear of fraud when hiring a contractor.
- Almost 1/3 of homeowners don't hire a contractor for home repairs or improvements.



## Question 1 - Male v. Female

Which of the following fears do you have, if any, when hiring a contractor for home repairs or improvements? Please select all that apply.

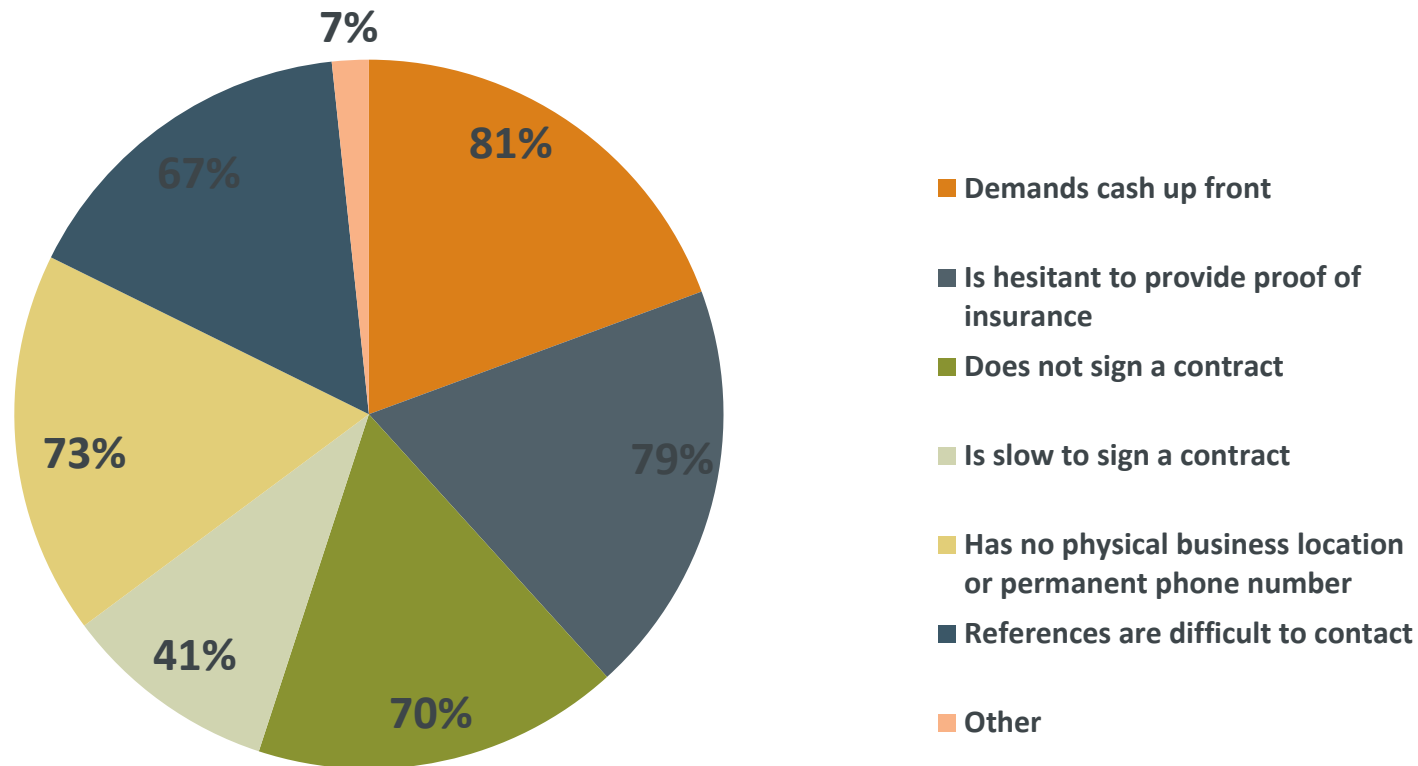


**Claim:**  
Over 1/3 of women do not hire contractors for home repairs or improvements.



## Question 2

Which of the following warning signs would alert you that your contractor might be fraudulent? Please select all that apply



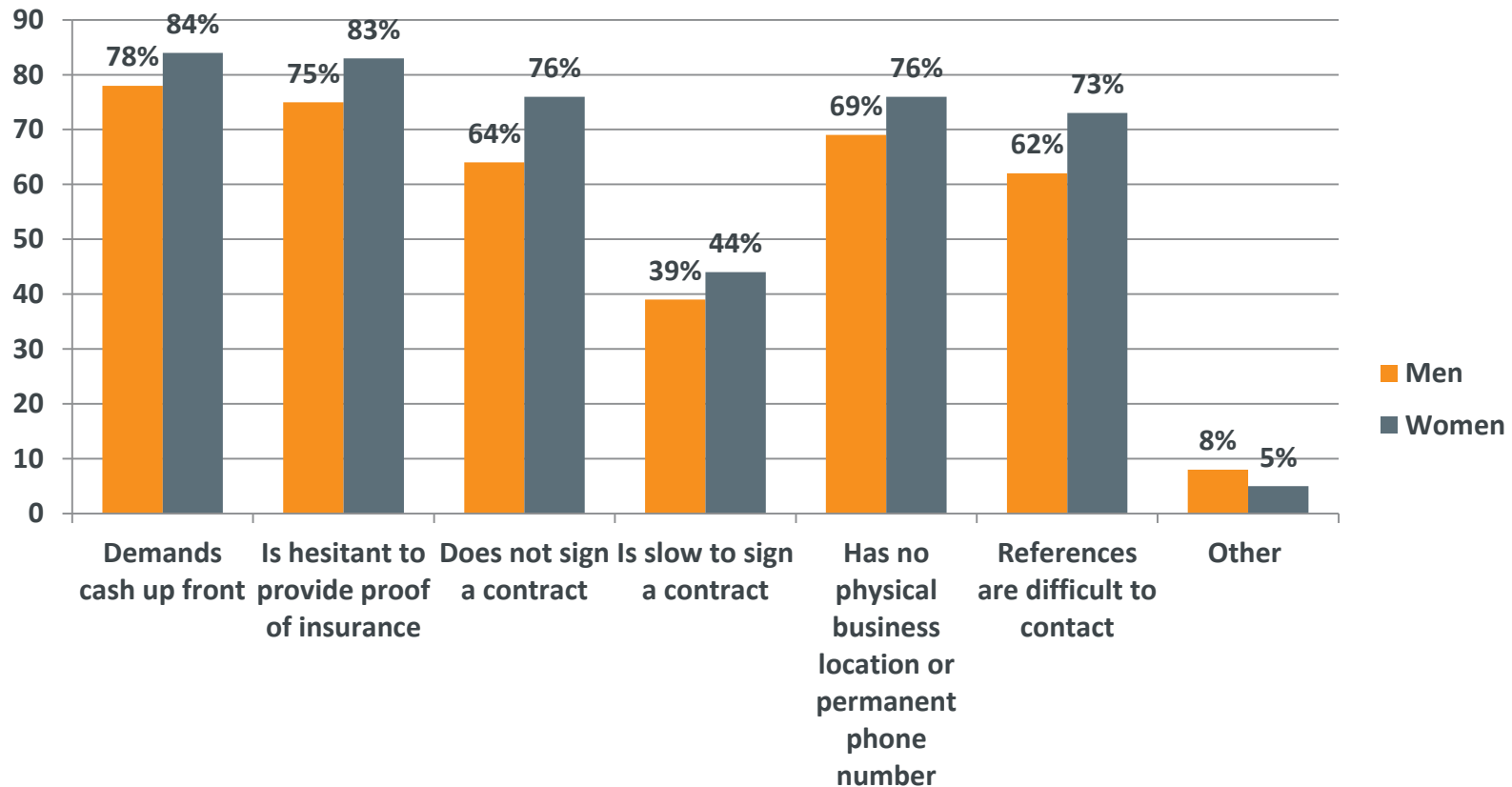
### Claims:

- The #1 warning sign for homeowners a contractor may be fraudulent is demanding the money up front.
- Almost 80 percent of people say a contractor may be fraudulent if he is hesitant to provide proof of insurance.
- 70 percent of people hire a contractor for home repairs or improvements.



## Question 2 - Male v. Female

Which of the following warning signs would alert you that your contractor might be fraudulent?  
Please select all that apply



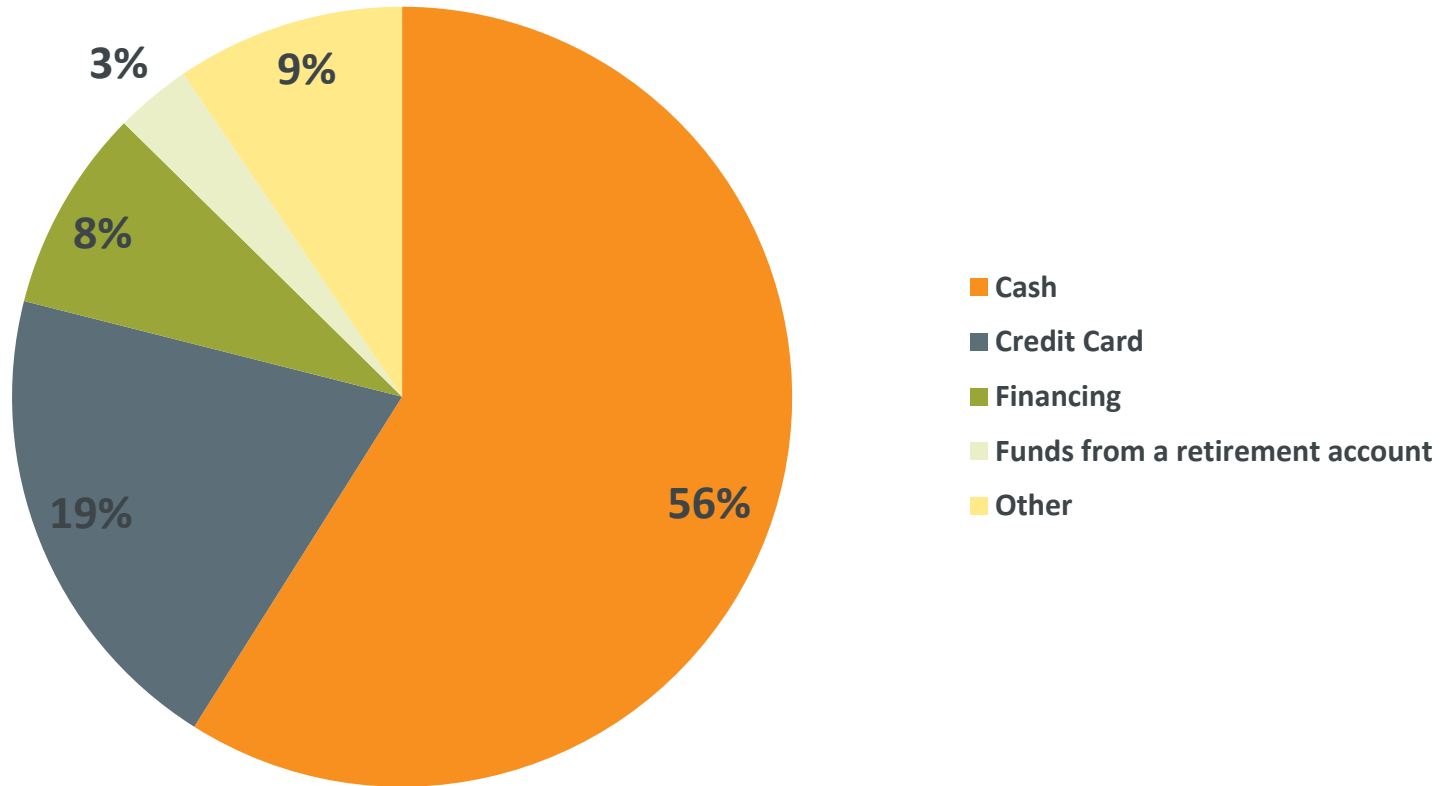
### Claims:

- More women than men worry a contractor may be fraudulent if he demands cash up front.
- More women than men worry a contractor may be fraudulent if he is hesitant to provide proof of insurance.
- More than 75 percent of women worry a contractor may be fraudulent is he does not sign a contract.



### Question 3

How did you pay for your last home repair or improvement project? Please select all that apply

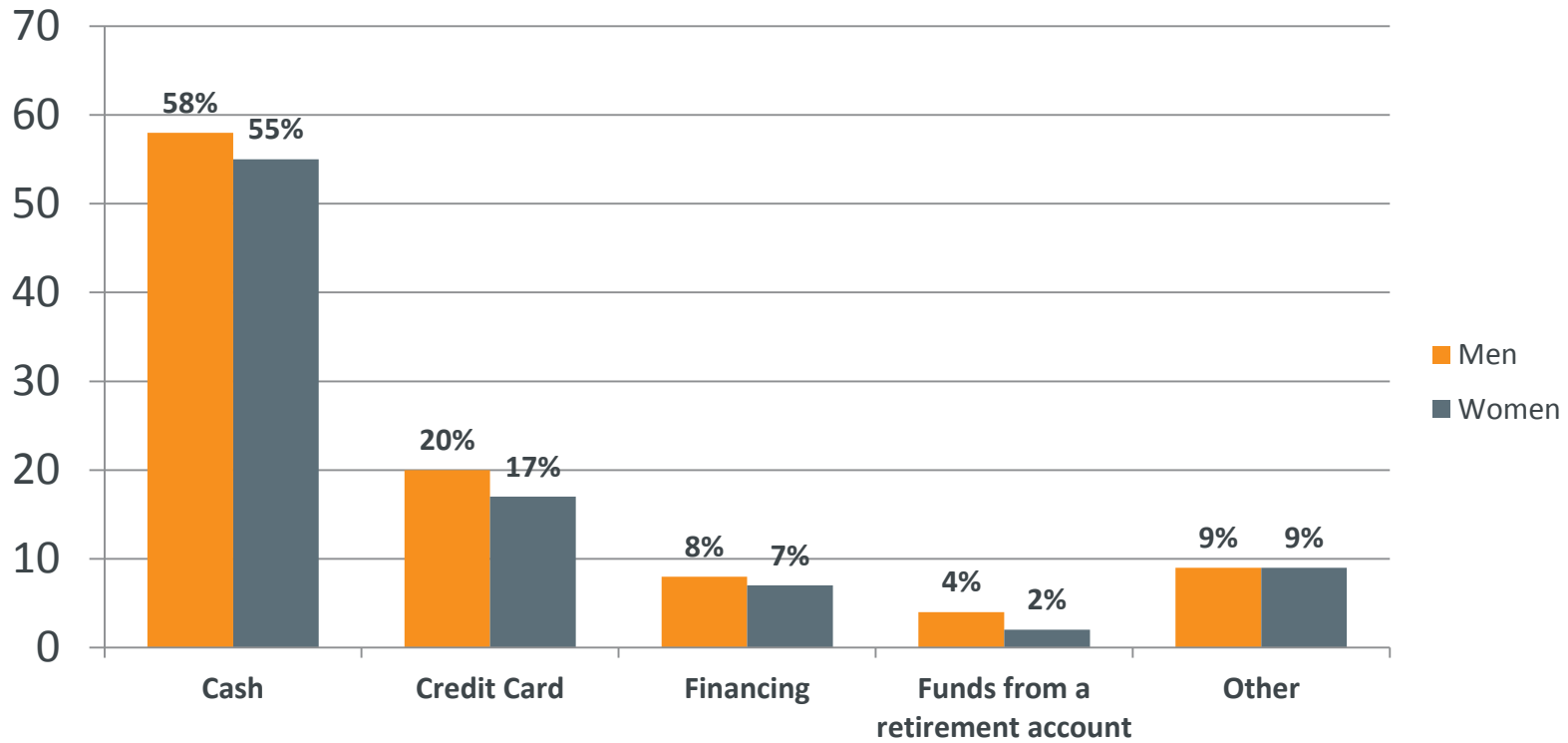


**Claim:**  
86 percent of homeowners have done a home repair or improvement project before.



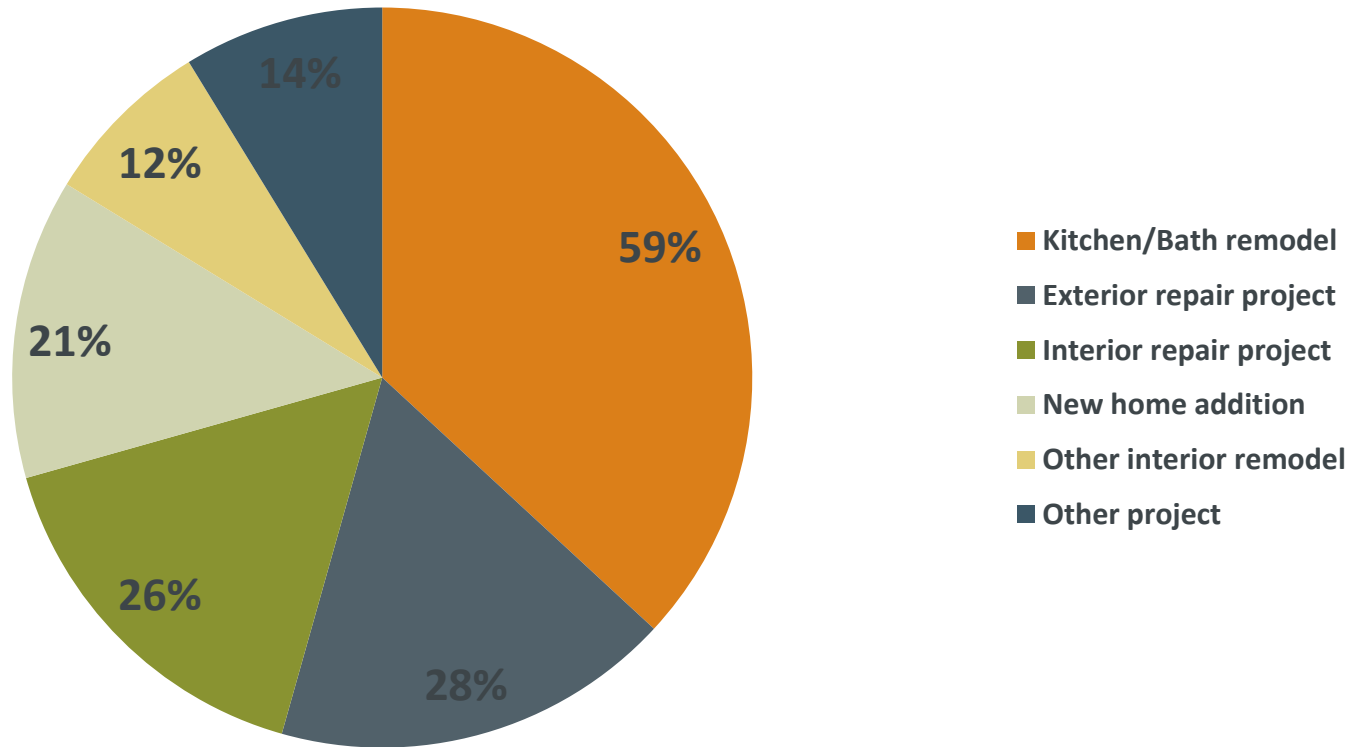
### Question 3 – Male v. Female

How did you pay for your last home repair or improvement project?  
Please select all that apply



## Question 4

What home improvement project do you think would yield the most return on an investment?



**Claim:**

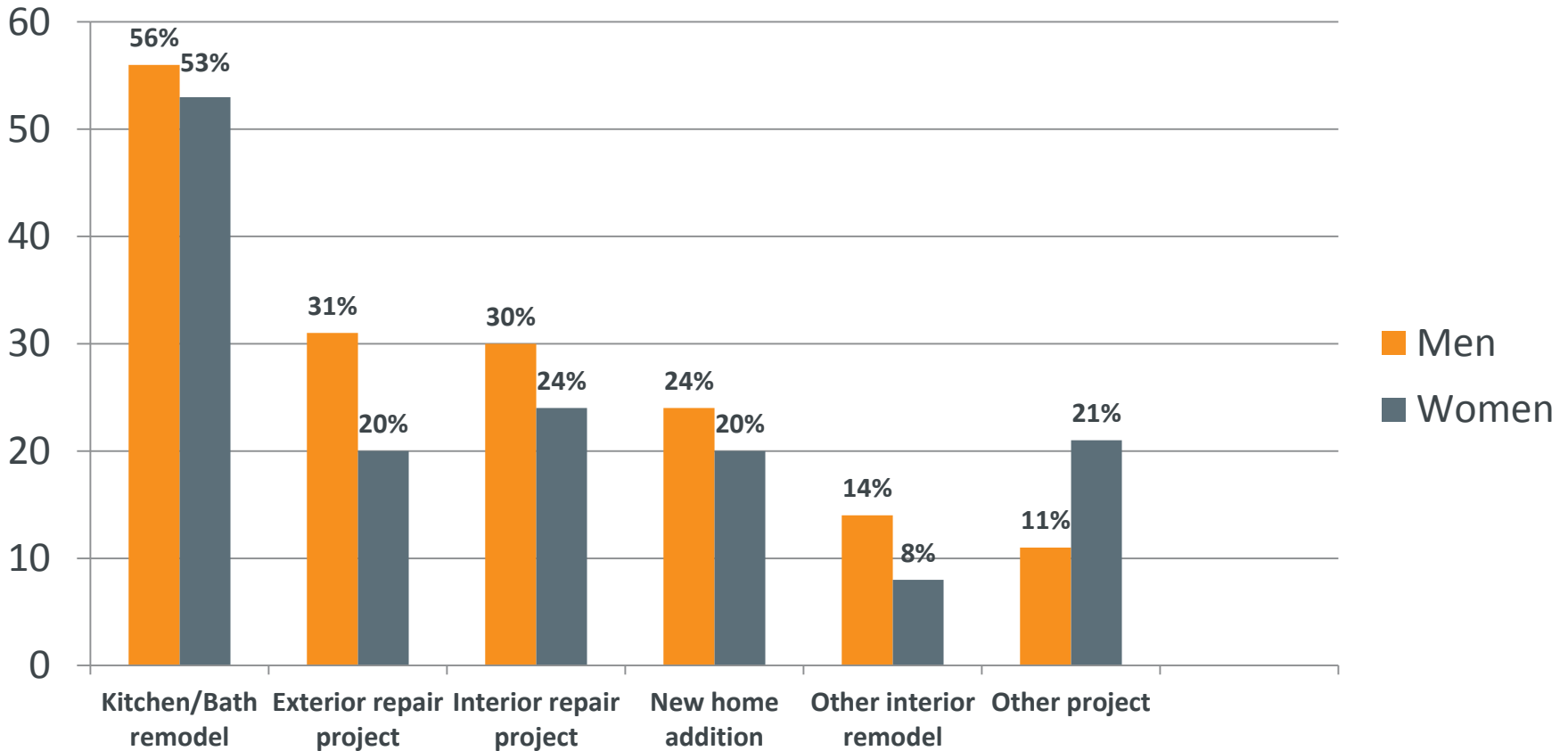
- More than half of homeowners believe a kitchen/bath remodel would yield the most return on the investment.
- A kitchen/bath remodel is the #1 home improvement project homeowners believe would yield the most return on investment.





## Question 4 – Male v. Female

What home improvement project do you think would yield the most return on an investment? Please select all that apply.

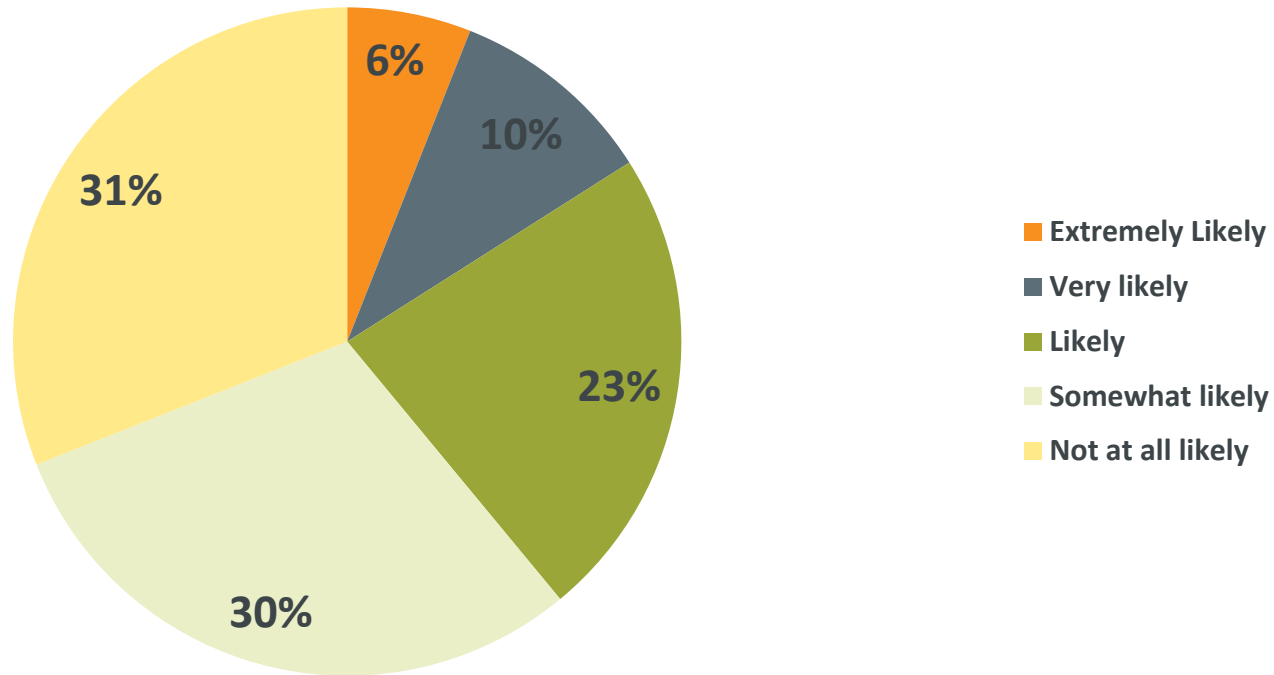


**Claim:**  
A third more men than women think an exterior repair project would yield the most return on an improvement.



## Question 5

How likely, if at all, are you to put money into your property to increase its value by doing home improvement projects now, compared to 12 months ago?

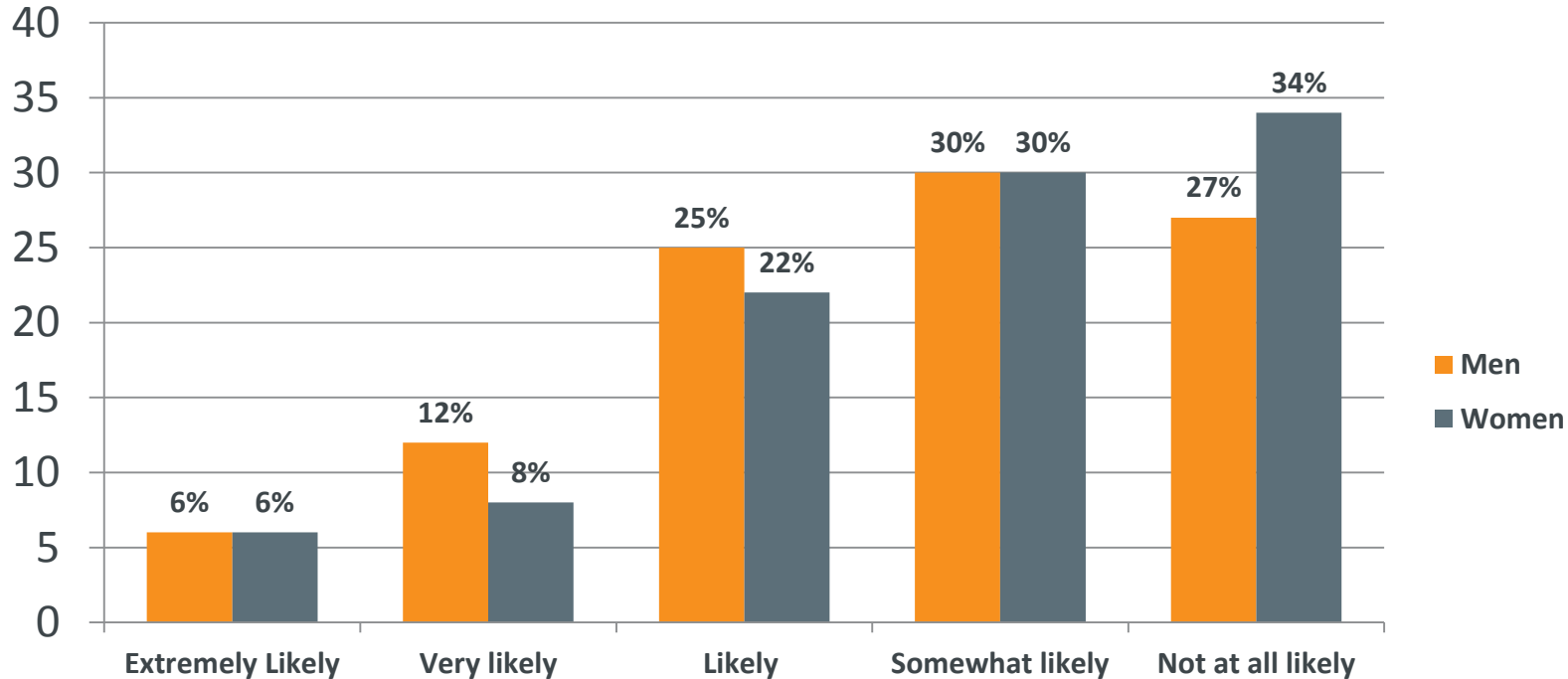


**Claim:**  
69 percent of homeowners are at least somewhat likely to put money into their property to increase its value now, compared to 12 months ago.



## Question 5 – Male v. Female

How likely, if at all, are you to put money into your property to increase its value by doing home improvement projects now, compared to 12 months ago?



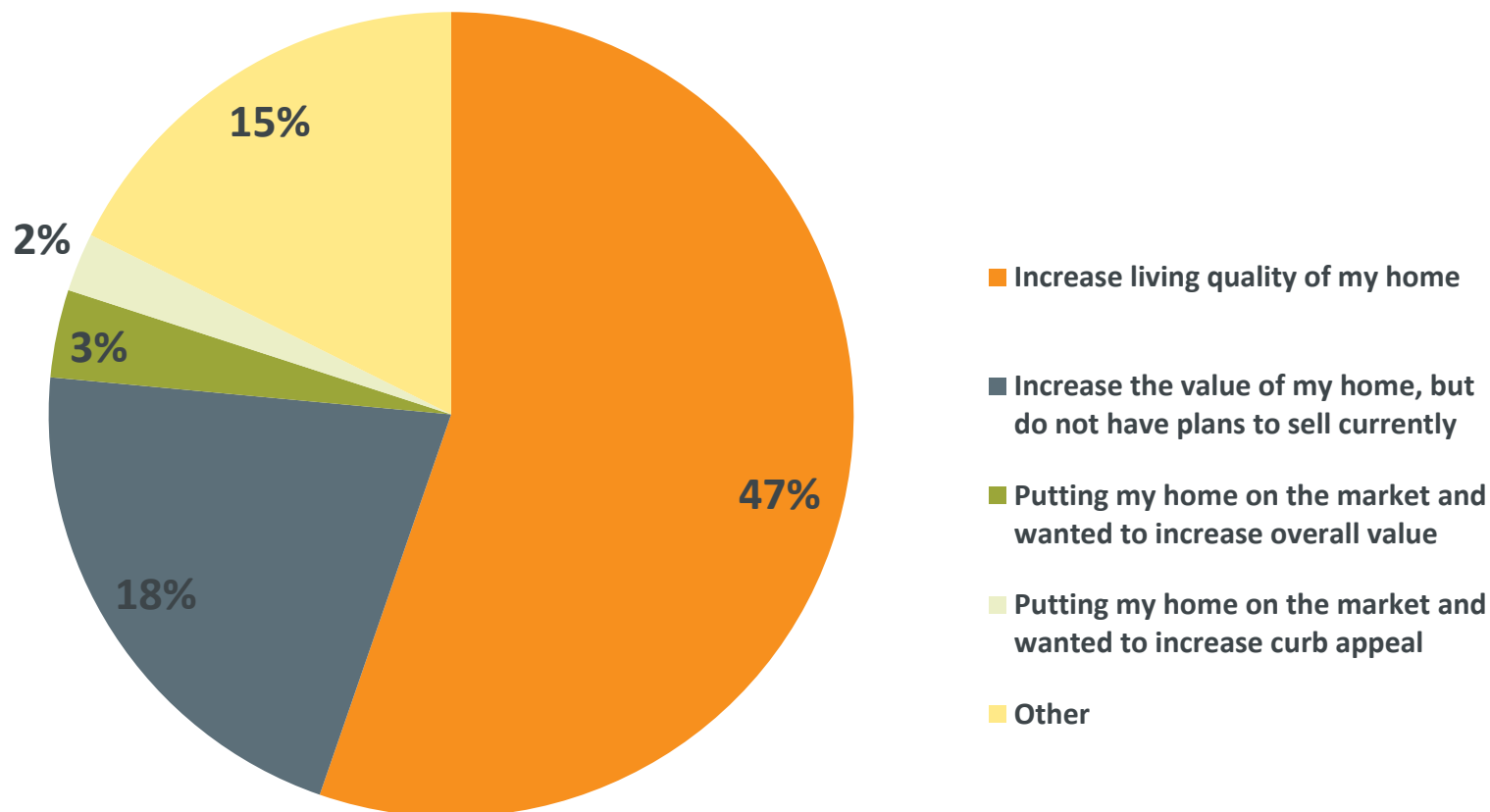
**Claim:**

73 percent of men are at least somewhat likely to put money into their property to increase value now, compared to 12 months ago.



## Question 6

Which of the following, if any, was your biggest motivation for initiating or completing your most recent home improvement project?

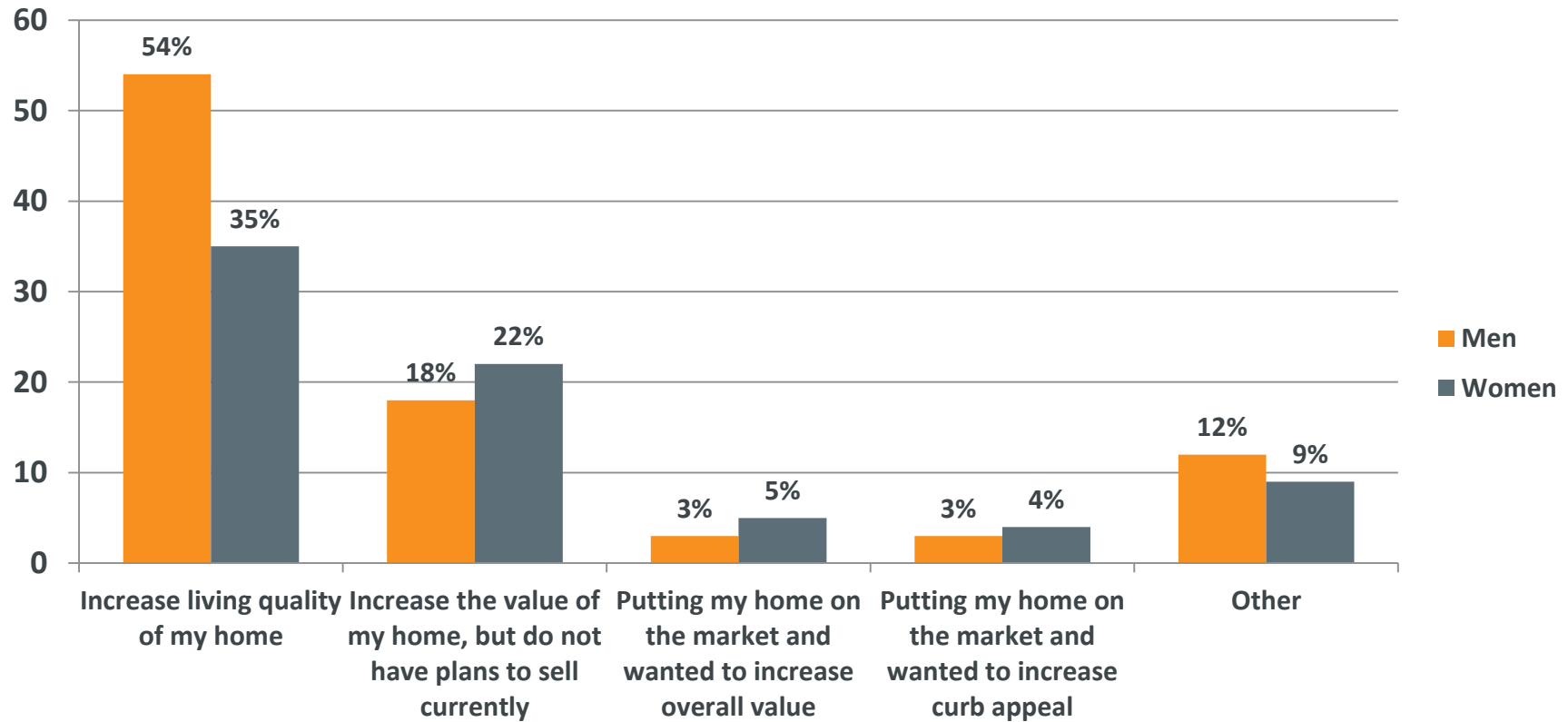


**Claim:**  
Almost half of homeowners were motivated by increasing the living quality of their home when they decided to complete their most recent home improvement project.



## Question 6 – Male v. Female

Which of the following, if any, was your biggest motivation for initiating or completing your most recent home improvement project?



### Claim:

Almost 1/3 more men than women were motivated to initiate or complete their most recent home improvement project because it would increase the living quality in the home.

