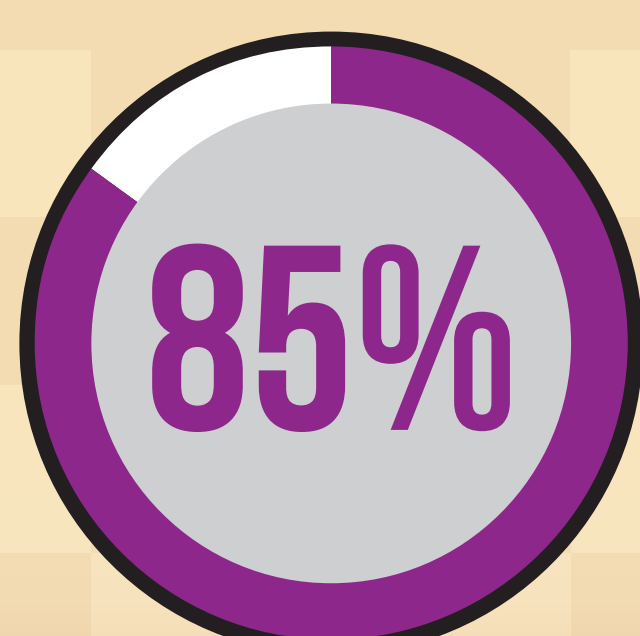


REMODELING PREFERENCES

of
U.S. Homeowners Today

PARENT PRIORITIES

The majority of parents would rather receive the holiday gift of a free kitchen upgrade than free babysitting every weekend for a year.

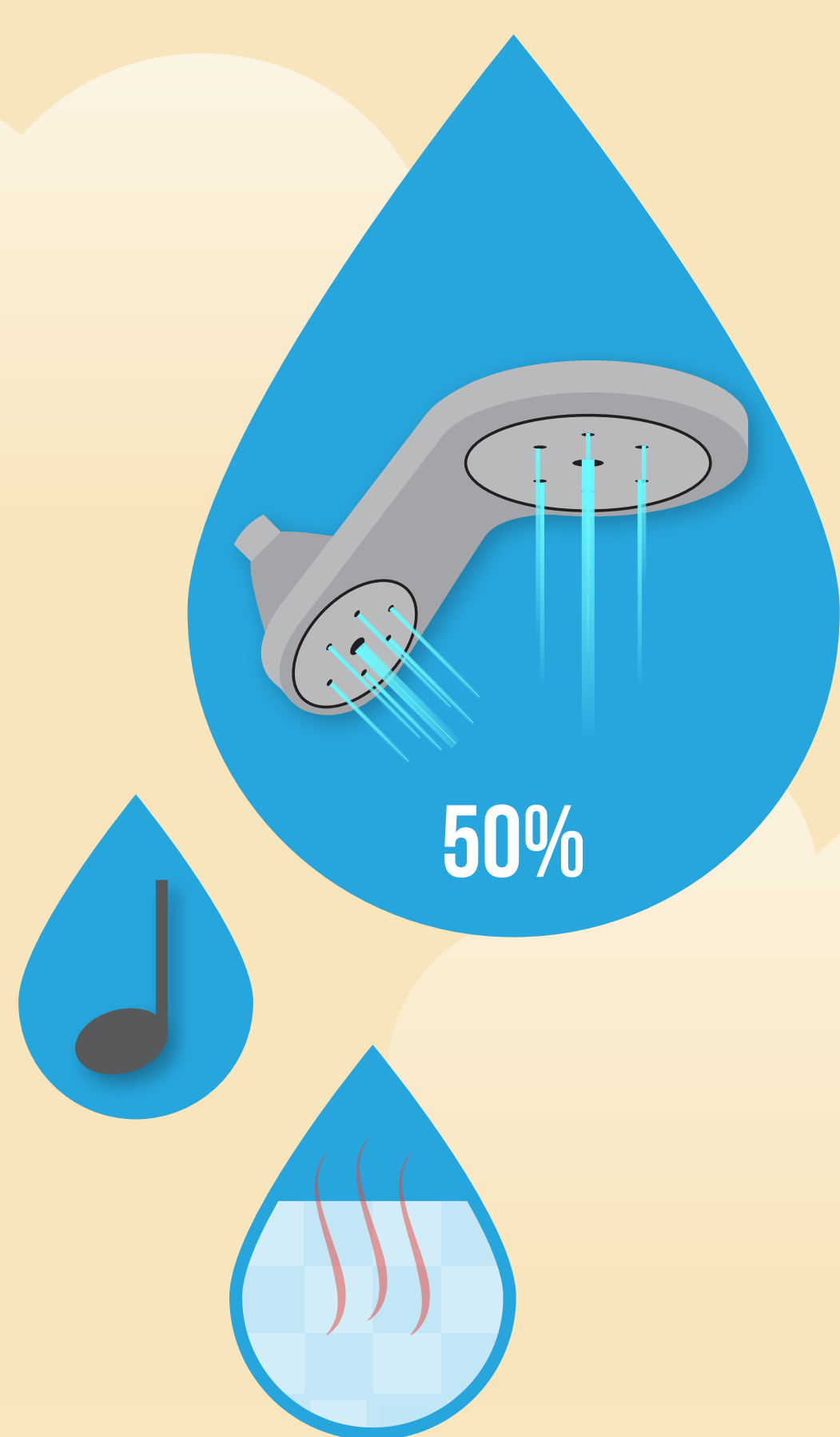


SPA TREATMENT

Half of homeowners cite a **multi-functional shower head** as being a must-have for hosting guests, far outweighing upgrades like:

HEATED FLOORING // 21%

WIRELESS SPEAKERS // 18%



HEY, BIG SPENDER

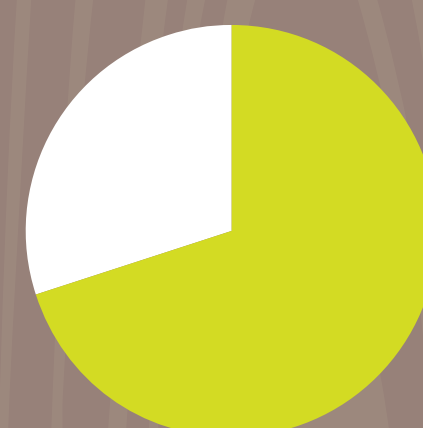
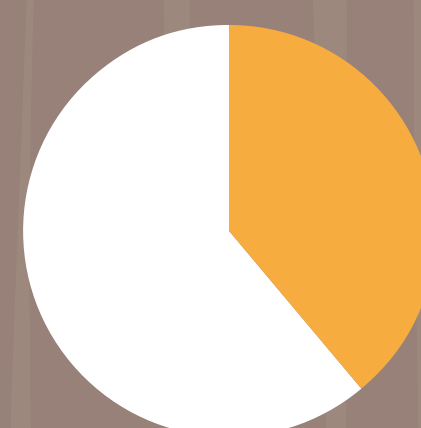
Homeowners note on average, they would be willing to spend

\$13,500

to remodel their entire kitchen.

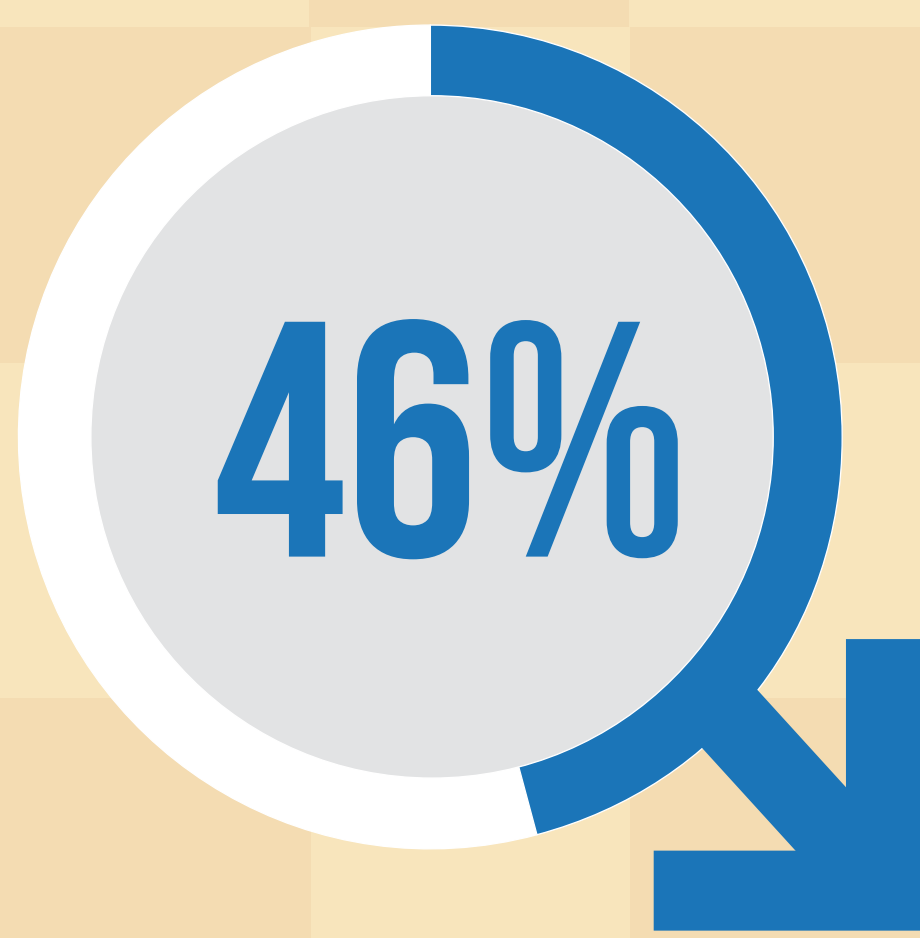
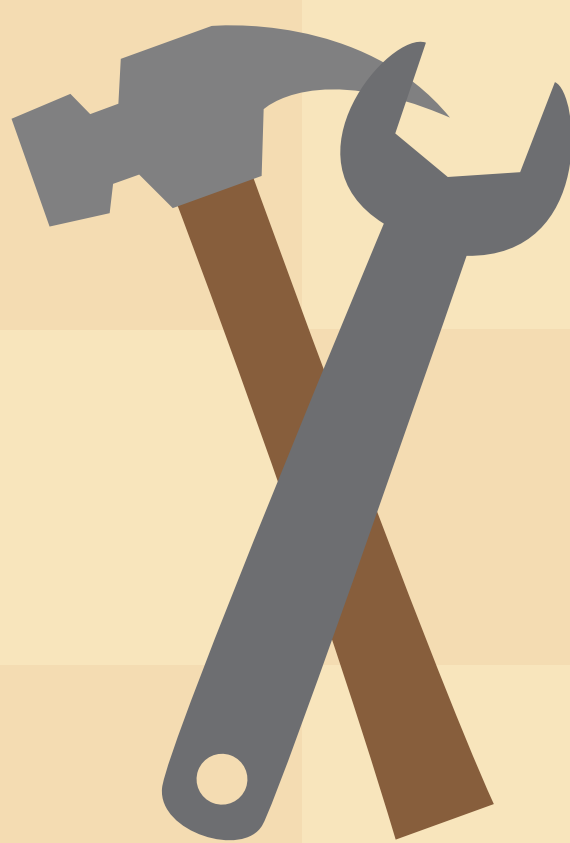
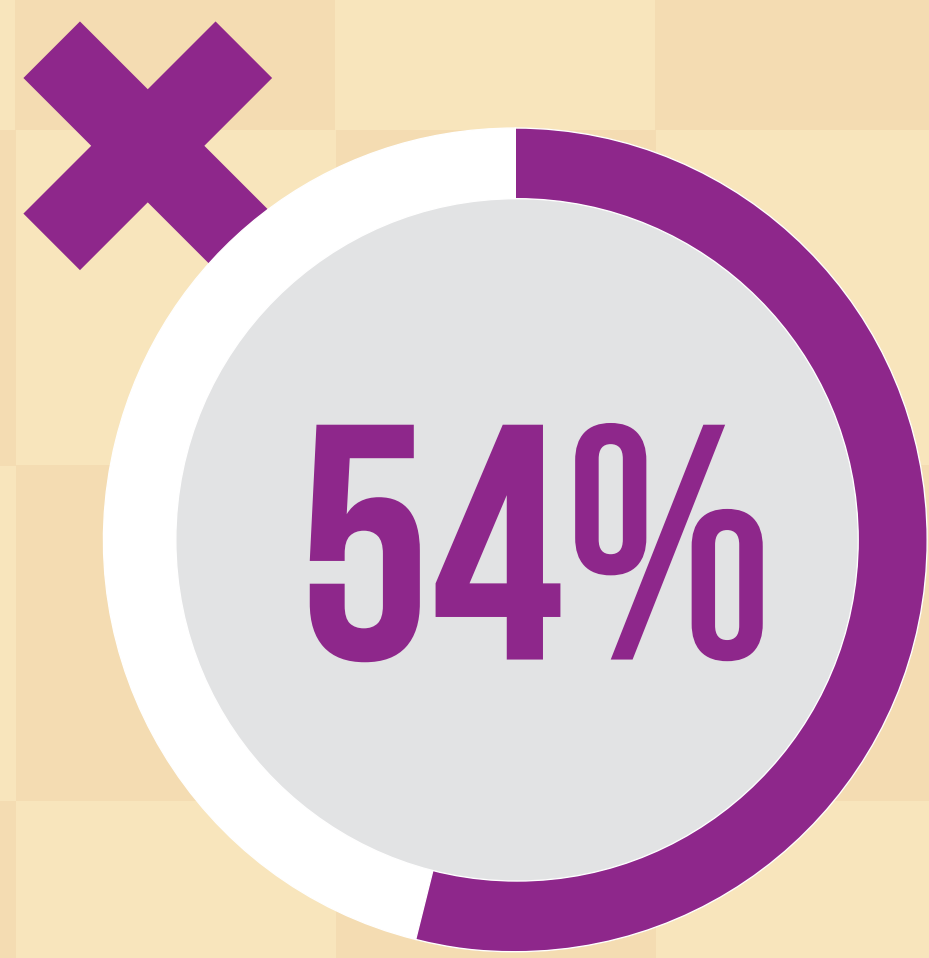
HOST WITH THE MOST... OUTDATED KITCHEN

70% of millennials have avoided hosting parties at their homes because they felt their space was not up to snuff, compared to just **39% of baby boomers**.



ROSIE THE REMODELER

Over half of women report they would do some, if not all, of the work on a kitchen or master bathroom remodel, compared to men.



TIMELESS STYLE OF STEEL

When asked to choose their top kitchen finishes, more than half of homeowners name traditional Stainless Steel as one of their preferred finish for their kitchen fixtures, more than twice as many as the second choice, Nickel, while Matte Black and Chrome came in third.

53%

24%

20%

20%

STAINLESS
STEEL

NICKEL

MATTE
BLACK

CHROME