

OPENING DOORS

ENERGY EFFICIENCY

A new JELD-WEN survey of homeowners found



30% OF HOMEOWNERS who are replacing or installing new exterior doors are doing so to increase their home's energy efficiency.



38% OF HOMEOWNERS who are replacing or installing new windows are doing so to increase their home's energy efficiency.



74% OF HOMEOWNERS are willing to pay more for an upgrade that saves them money in the long run

CURB APPEAL



1/3 OF HOMEOWNERS WHO ARE PLANNING TO REPLACE THEIR DOORS ARE LOOKING TO **IMPROVE** THEIR HOME'S STYLE.



A FRONT DOOR'S MATERIAL WAS RANKED **THE MOST IMPORTANT STYLE/DESIGN** FEATURE BY HOMEOWNERS.



NEARLY **9 IN 10** HOMEOWNERS SAY THE FRONT DOOR IS **IMPORTANT FOR A HOME'S CURB APPEAL**.

HOME IMPROVEMENT TRENDS



APPROXIMATELY **TWO IN FIVE HOMEOWNERS** SAY THEY ARE **LIKELY TO INSTALL** A NEW EXTERIOR DOOR OR NEW WINDOWS IN THE NEXT 6 MONTHS.



41% SAY THEY ARE AT LEAST **SOMEWHAT LIKELY** TO INSTALL A **NEW EXTERIOR DOOR** IN THE NEXT SIX MONTHS.



38% SAY THEY ARE AT LEAST **SOMEWHAT LIKELY** TO INSTALL **NEW WINDOWS** IN THE NEXT SIX MONTHS.