

HOME IMPROVEMENTS / RENOVATIONS



Category
Quick Hits

Magazines
Canada

Magazine readers are strong home improvement/reno candidates

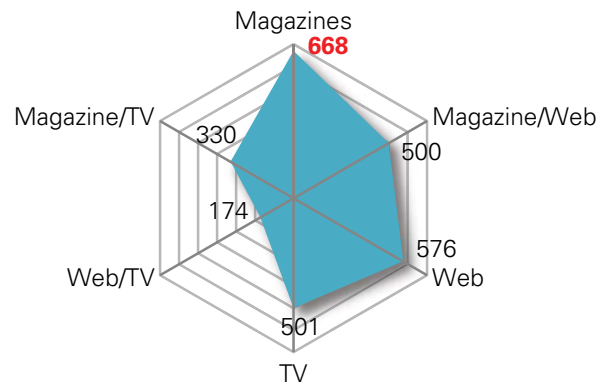
Home Improvement /Renovation (Index)	Magazines	Television	Radio	Newspapers	Web
Own home \$300,000+	111	83	97	110	98
Someone in hhld owns vacation/weekend home	108	97	97	119	78
Own vacation house/condominium	108	67	112	106	73
Home has a swimming pool	111	89	107	105	94
Home improvements to home/cottage past 2 years	106	93	103	106	97
Remodeling past 2 years	109	89	106	105	101
Additions past 2 years	103	77	104	102	108
Decorating past 2 years	115	83	101	103	103
Landscaping past 2 years	115	83	104	107	112
Kitchen remodeled past 2 years	111	96	106	110	96
Bathroom remodeled past 2 years	106	90	106	106	92
Flooring/carpeting past 2 years	110	93	104	105	102
Deck, porch or patio remodeled past 2 years	106	85	108	104	99

Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2)

Magazines reach those who spend \$10,000+ on home improvements

Among adults 18+, magazines reach 668,000 consumers who spent \$10,000+ in the past 2 years on home improvements, more than any other measured medium. Magazines and web are a strong media combination.

Source: PMB, Fall 2013: A18+, Media imperatives. Spent \$10,000+ on home improvements in the past 2 years



HOME IMPROVEMENTS / RENOVATIONS

Magazine readers are big spenders on home improvement/reno projects

Home Improvement/Renovation (Index)	Magazines	Television	Radio	Newspapers	Web
Spent \$10,000 on home improvement past 2 years	117	84	103	112	104
Spent \$20,000 on home improvement past 2 years	115	80	104	113	101
Spent \$50,000 on home improvement past 2 years	128	80	110	109	89
Spent \$1,000+ on furniture past year	119	95	111	107	104
Spent \$2,000+ on furniture past year	123	95	113	103	104
Spent \$150+ on home accessories past year	120	91	107	106	108
Spent \$1,000+ on window treatments past year	118	92	120	104	96
Spent \$750+ on gardening supplies past year	118	68	102	102	103

Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2)

61% of Magazine readers take action after seeing a home improvement ad

Actions Taken* : Home Improvement/Renovation	(%)	
Have a more favourable opinion about the advertiser	22%	} 29% net Impact Actions (% positively impacted by the ad or recommended the product)
Recommended the product/service	12%	
Visited their website	13%	} 27% net Reference Actions (% actively seeking more info about the advertised product)
Looked for more information about the product/service	16%	
Clipped/saved the ad	7%	
Consider purchasing the product/service	20%	} 25% net Purchase Actions (% purchased or considering purchase of the advertised product)
Purchased the product service	7%	
Visited/joined the company's social network	5%	
Took picture of QR code/snap tag with cell phone	4%	
Took any action	61%	

Source: StarchMetrix Canada – Home Improvement & Renovation Category, April 2014 to March 2016. * Actions based on respondents who noted ads

Magazine readers are more likely to own a second home or cottage, making them key prospects for home renovation and improvement spending. They add additions on their homes, remodel, decorate and accessorize. They spend more than average on renovations, and they take actions after seeing ads in magazines: 61% of magazine readers take at least one action while 25% take purchase actions.

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