

# NEW HOMEOWNERS

## BUYING HABITS – SURVEY RESULTS



### Which of the following products do you plan to purchase within the first 90 days?

Appliances/ TV's	27%	Furniture	41%
Bathroom Items	58%	Lighting	44%
Bedding/Linens	41%	Mattresses	20%
Blinds / Drapes	38%	Satellite/Cable	27%
Carpeting/Rugs	30%	Security System	17%
Computers	33%	Vacuum Cleaner	19%
Flooring	20%	Windows/Doors	19%

### How many of the following upgrades & improvements are you making to your new home within the first 6 months?

Bathroom Remodeling	26%	Painting	42%
Driveways/Repaving	10%	Patio/Decking	28%
Fencing	20%	Pool Installation	3%
Kitchen Remodeling	21%	Room Addition	20%
Landscaping	46%	Sprinkler System	21%
Lawn & Sod	29%	Wall Covering	29%

### How do you plan on purchasing these products/services?

Bank Loans: 14%    Credit Cards: 35%    Savings: 64%

### Will you be changing the following?

Accountant	18%	Attorney	7%
Bank	33%	Chiropractor	10%
Church	23%	Dentist	29%
Health Club	42%	Insurance Agent	18%
Market	56%	Physician	25%

### What businesses would you like to have send you additional information and special offers?

Auto Repair/Supplies	29%	Interior Decorating	42%
Cable or Satellite TV	32%	Landscaping	43%
Cleaners	26%	Locksmiths	30%
Closet Remodeling	27%	Painting	16%
Clothing Stores	35%	Pest Control	14%
Computer Online	45%	Pools & Spas	24%
Financial Planner	16%	Restaurants	93%
Fitness/Health Centers	24%	Schools: Pre, Private	14%
Frame Stores	13%	Security Systems	22%
Garage Doors	19%	Shutters	12%
Gardening	46%	TV & Appliances	27%
Gift Stores	25%	Travel	28%
Hair Salons	72%	Video Stores	29%
Hardware Stores	39%	Water Systems	25%
Heating & Air	19%	Water, Bottled	16%

### Approximately how much do you plan on spending on your new home within the first 12 months?

\$10,000 - \$25,000	72%
\$25,001 - \$40,000	14%
Over \$40,000	6%

### Do you plan on traveling this year?

Yes 68%

### Would you like information on money-saving trips & discount tours? Yes 71%

### What services will you require within the first 6 months?

Carpentry	22%	Cabinetry	23%
Day Care Provider	35%	Electrician	30%
Maid	22%	Mason	15%
Painter	31%	Plumber	28%

### Do you plan on purchasing a car within the next 6 months? Yes 32%

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Source: Welcome Homeowners Magazine

Figures above represents a summary of planned purchases & should not be construed as estimated response rates to advertising. Actual response rates will vary