





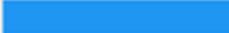



## Constant Contact Survey Results

Campaign Name: Jan. 12, 2022, Consumer Survey  
 Survey Submits: 168

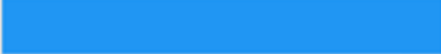


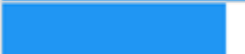
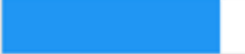


### 1.) How likely are you to take on a (cosmetic) redecorating project in 2022?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Not Likely)			11	6%
2			26	15%
3			52	30%
4 (Definitely)			79	47%
Mean	3.18			
Median	3.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

### 2.) How likely are you to take on a major remodeling project in 2022?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Not Likely)			65	38%
2			41	24%
3			23	13%
4 (Definitely)			39	23%
Mean	2.21			
Median	2.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

### 3.) Regarding any projects you might take on in 2022, which elements are you most likely to change?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Interior finishes (tile, wallcovering, flooring, etc.)			124	73%
Purchasing new furniture, accessories, or window treatments			111	66%
Changing or increasing lighting			82	48%
Space planning or function of interior			63	37%
Exterior appearance and/or landscape			62	36%
Adding or finishing new space			23	13%
Other (please comment below)			11	6%
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

**4. The projects highest on my list of priorities for 2022 are: (please rate the urgency of each)**

1 = least important, 2 = somewhat important, 3 = important, 4 = urgent

- Improve storage and organization**

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Least Important)			40	23%
2			35	20%
3			52	30%
4 (Urgent)			41	24%
Mean	2.56			
Median	3.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

- Purchase new furniture, accessories, or window treatments**

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Least Important)			38	22%
2			28	16%
3			60	35%
4 (Urgent)			42	25%
Mean	2.63			
Median	3.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

- Purchase / install new lighting**

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Least Important)			56	33%
2			39	23%
3			48	28%
4 (Urgent)			25	14%
Mean	2.25			
Median	2.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

- Purchase / install new tile, flooring, or wallcovering**

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Least Important)			41	24%
2			32	19%
3			53	31%
4 (Urgent)			42	25%
Mean	2.57			
Median	3.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

- **Bathroom renovation**

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Least Important)			73	43%
2			31	18%
3			27	16%
4 (Urgent)			37	22%
Mean	2.17			
Median	2.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

- **Kitchen renovation**

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Least Important)			88	52%
2			28	16%
3			28	16%
4 (Urgent)			24	14%
Mean	1.93			
Median	1.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

- **Add or improve outdoor entertaining space**

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Least Important)			81	48%
2			39	23%
3			32	19%
4 (Urgent)			16	9%
Mean	1.90			
Median	2.00			
<b>Total Responses</b>			<b>168</b>	<b>100%</b>

**5.) I would describe my preferred design style as:**

(168 Anonymous Responses. *Note: Some respondents mentioned more than one style*)

- Traditional (51 responses)
- Transitional (42 responses)
- Contemporary/Modern (44 responses)
- Eclectic (39 responses)
- Modern (21 responses)
- Mid-Century Modern (11 responses)
- Country French (6 responses)
- I Don't Know (6 responses)
- Bohemian (5 responses)
- Comfortable (5 responses)
- All Others = 4 or fewer responses

**6.) If I could consult with a design professional in my home at no charge, my first question would be:**

*Here are the most popular answers (out of 164 responses total):*

1. Space planning + room arrangements
2. What do you think? (validation)
3. How to finish the space + pull it together?
4. How do designers work + what is the cost?
5. How should I prioritize? Where to start first
6. Specific product questions (window treatments, pet-proof fabrics, etc.)