



33%

purchased or considered a purchase of products because of the “Plan Pak” of brochures and catalogs from Hanley Wood.

## Consumers Building a Custom Home

They’ve made their commitment...there is no turning back. Many are about to spend more money on the products, materials, designs, decorations and furniture to fill their homes than they will ever spend again. **These are your ideal customers.**

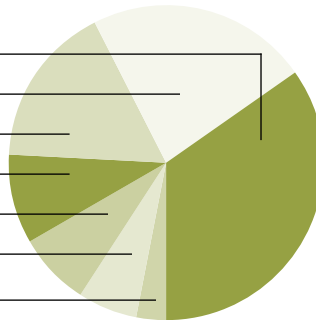
### PROFILE: CONSUMERS BUILDING A CUSTOM HOME

Average Household Income	\$123,000
Married	74%
Male	56%
Female	42%
Average Age	49
Total planned expenditure to build a new home*	\$358,000
Expected expenditure for additional products	\$21,500

\*Not including land

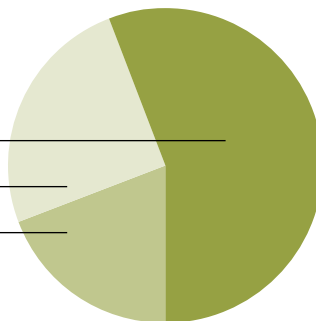
### BUILDING TIMEFRAME

Within 6 months	23%
Within 12 months	15%
Within 3 months	11%
Within 18 months	6%
No project planned yet	5%
Within 2 years	4%
After 2 years	2%



### SOURCE OF ONLINE PURCHASE

eplans.com	56%
DreamHomeSource	25%
Other	19%



### INVOLVEMENT IN PRODUCT SELECTION

Cabinets	86%
Flooring (other than carpets/rugs)	86%
Countertops	85%
Door/cabinet hardware	85%
Paint/wall coverings	85%
Lighting fixtures	83%
Faucets	82%
Siding/brick/exterior trim	82%
Plumbing fixtures	79%
Carpets/rugs	78%
Doors	78%
Lighting	77%
Decking	74%
Appliances	73%
Toilets/tubs	73%
Molding/millwork	72%
Fireplaces	68%
Heating/air conditioning systems	68%
Windows/skylights	68%
Roofing	67%
Landscaping materials	65%
Window coverings	60%
Furniture	58%
Wallboard/ceiling/paneling	55%
Security systems	47%
Tankless water heater	46%
Home theater/audio	40%
Standby power generator	29%
Heated floors	24%
Solar panels	14%

SOURCE: READEX, Home Plan Shopper eSurvey, 2009

# 82%

of consumers visit our Web sites to gather design ideas.



## Consumers Gathering Design Ideas to Build or Remodel

They're beginning their search...and looking for inspiration.

There is no better time to deliver your product message than while they search for a home plan or remodeling ideas. They are about to make one of the largest purchases of their lives. **Influence your ideal customers.**

### PROFILE: CONSUMERS GATHERING DESIGN IDEAS TO BUILD OR REMODEL

Average Household Income	\$116,000
Married	77%
Male	42%
Female	57%
Average Age	49
Total planned expenditure to build a new home*	\$302,000
Expected expenditure for additional products	\$21,500

\*Not including land

### INVOLVEMENT IN PRODUCT SELECTION

Flooring (other than carpets/rugs)	89%
Cabinets	88%
Countertops	88%
Faucets	88%
Lighting fixtures	88%
Paint/wall coverings	88%
Door/cabinet hardware	87%
Doors	86%
Siding/brick/exterior trim	86%
Lighting	85%
Toilets/tubs	85%
Appliances	83%
Plumbing fixtures	83%
Carpets/rugs	82%
Windows/skylights	82%
Fireplaces	81%
Molding/millwork	79%
Decking	75%
Heating/air conditioning systems	75%
Roofing	75%
Window coverings	74%
Wallboard/ceiling/paneling	67%
Furniture	61%
Security systems	58%
Tankless water heater	58%
Home theater/audio	53%
Heated floors	43%
Standby power generator	40%
Solar panels	36%

SOURCE: READEX, Home Plan Shopper eSurvey, 2009

# 61%

rate Web sites as their primary source when researching new home products.

# 69%

would include environmentally-friendly design products in their home design.