

# SURVEY QUESTIONS:

**Talker Research** team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

**Talker Research** is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: [questions@talkerresearch.com](mailto:questions@talkerresearch.com)

## PROJECT NAME:

# Home Upgrades

**SAMPLE: 2,000 American homeowners**

**SPLITS:** Age, gender and state

## Survey Questions:

**1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]**

- a. Male
- b. Female
- c. Non-Binary
- d. Other
- e. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

**QSEX. HIDDEN GENDER RECODE**

Male

Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

**2. D2. What is your age in years?**

- a. [NUMERICAL OPEN-END; RANGE 0-99]
- b. [TERMINATE IF UNDER 18]

**3. D2a. Please select the year in which you were born.**

- a. [Dropdown list of years from 2007 to 1926]
- b. [TERMINATE if age and birth year do not align +/- 1 year]

**QAGE: HIDDEN AGE RECODE BY GENERATION**

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1926-1945, QAGE=Silent Generation

**4. D3. Which state do you live in?**

- a. [DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE". ]
- b. [TERMINATE IF OUTSIDE THE U.S.]

**QRGN5: HIDDEN REGION RECODE**

Northeast

Southeast

Southwest

Midwest

West

**5. SQ1. Which of the following best describes you in relation to the place you live? [select one]**

- a. I own the place that I live **CONTINUE**
- b. I rent the place that I live
- c. I live with family/friends
- d. None of the above

**6. Would you rather make a New Year's resolution for yourself or for your home? [Select one]**

- a. I rather make a resolution for myself
- b. I rather make a resolution for my home

c. Unsure

**7. [SHOW IF Q1 = B] What's a resolution you'd want to make for your home?**

- a. [Free response]
- b. Prefer not to answer

**8. For how long, in years, have you lived in your current home? [Select one]**

- a. *SLIDER; 1 - 25 [increments of 1] [Left label 1 year or less: Right label 25 years or more]*
- b. Prefer not to say

**9. How long after first moving into your current home did it start to feel like yours? [Select one]**

- a. It was immediate
- b. It took a few days
- c. It took a couple of weeks
- d. It took months
- e. It took years
- f. I still doesn't quite feel like mine

**10. When you first moved into your home, did you have to make renovations or repairs? [Select one]**

- a. Yes
- b. No
- c. Unsure/can't recall

**11. [SHOW IF Q5 = A] To what extent do you agree or disagree with the following statement? "Even with renovations or repairs I've made, I don't think my home will ever feel 'finished'." [Select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

**12. Which of the following statements describes you? [Select all that apply]**

- a. I made renovations to my home within the past year
- b. I'm actively making renovations to my home
- c. I plan on doing renovations to my home in 2026

d. None of the above [EXCLUSIVE]

**13. [SHOW IF Q7 = C] What renovations do you have planned for your home in 2026? [Select all that apply] RANDOMIZE. ANCHOR LAST 1**

- a. Painting the outside of my home
- b. Re-roofing
- c. Building a patio/deck
- d. Adding an extension to my home
- e. Adding new plumbing
- f. Adding new electric
- g. Renovating rooms inside my home
- h. Landscaping
- i. Other (please specify)

**14. [SHOW IF Q7 = C] What renovations are you most excited for in 2026? [Select all that apply]**

a. PIPE IN OPTIONS SELECTED IN Q8

**15. [SHOW IF Q7 = C] To what extent do you agree or disagree with the following statement? "My renovations for 2026 will be the biggest ones I've ever done." [Select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

**16. What motivated you to start thinking about renovations? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**

- a. My home felt outdated
- b. Making repairs after damage
- c. I got tired looking at my home as it currently is
- d. I wanted to improve my home's curb appeal
- e. I wanted to improve my home's energy efficiency
- f. I wanted to prepare my home against extreme weather
- g. Other (please specify)
- h. None of the above [EXCLUSIVE]

- 17. Which of the following best describes how close you are to starting your next renovation? [Select one] RANDOMIZE. ANCHOR LAST 1**
- a. I've only thought about what to do
  - b. I have a "wishlist" of things I would need
  - c. I've set aside a budget
  - d. I've contacted contractors
  - e. I've started buying supplies
  - f. I've got it all mapped out and renovations are starting soon
  - g. None of the above
- 18. Where do you find inspiration for renovations? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**
- a. Talking with neighbors or seeing what neighbors are doing
  - b. Social media
  - c. TV shows/online videos
  - d. Magazines/newsletters/blogs
  - e. Talking with professionals
  - f. Other (please specify)
  - g. None of the above [EXCLUSIVE]
- 19. Have you ever felt pressure to keep up or copy what your neighbors are doing to their home? [select one]**
- a. Yes
  - b. No
  - c. Unsure/can't recall
- 20. [SHOW IF Q14 = A] How much pressure do you feel to keep up with your neighbors? [select one]**
- a. Massive pressure
  - b. Significant pressure
  - c. Moderate pressure
  - d. A little pressure
  - e. No pressure at all
- 21. Have you ever had suspicions about neighbors copying what you're doing to your home? [select one]**
- a. Yes
  - b. No
  - c. Unsure/can't recall

**22. If a neighbor were to copy what you're doing to your home, would you feel more positively or negatively about it? [select one]**

- a. Very positive
- b. Somewhat positive
- c. Neither positive nor negative
- d. Somewhat negative
- e. Very negative

**23. When making renovations, which of the following is most important? [Select one]**

- a. I want my renovations to look good
- b. I want my renovations to last for a long time
- c. Both, equally
- d. None of the above

**24. After making major renovations, how long do you believe they should last before needing to be updated/renovated again? [Select one]**

- a. SLIDER; 1 – 50 [increments of 1] [Left 1 year. Right 50+ years]
- b. Unsure

**25. How important or unimportant is curb appeal to you? [Select one]**

- a. Very important
- b. Somewhat important
- c. Neither important nor unimportant
- d. Somewhat unimportant
- e. Very unimportant

**26. Which of the following types of renovation do you believe would have the most positive impact on the curb appeal of your home? [Select up to 3]**

**RANDOMIZE. ANCHOR LAST 1**

- a. Painting the outside of my home
- b. Re-roofing
- c. Building a patio/deck
- d. Adding an extension to my home
- e. Adding new plumbing
- f. Adding new electric
- g. Renovating rooms inside my home
- h. Landscaping

- i. None of the above [EXCLUSIVE]

**27. Do you have an idea of what your "dream" home looks like? [Select one]**

- a. Yes
- b. No

**28. [SHOW IF Q22 = A] How close would you say your home currently resembles your idea of a "dream" home? [Select one]**

- a. Very close
- b. Somewhat close
- c. Not very close
- d. Not close at all

*Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.*

*To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.*

**29. We're looking to hear from people who are renovating or planning to renovate their home. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**

- a. I'm interested in participating
- b. I'm not interested in participating

**30. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**

- a. Name:
- b. Email: