



Local Media
Marketing Solutions



2025 Home Improvement Purchase Funnel

Study Synopsis

Key Findings: Home Improvement Purchase Funnel Study

- At 77%, linear TV is where consumers are most exposed to home improvement advertising.
- Television is the most important influencer at all stages of the purchase funnel. This is the case for key demos as well as race/ethnicity.
- A higher proportion of streamers are exposed to linear TV than the average adult 25+ respondent.
- Streamers deemed linear TV the MOST important influence in making them aware of a product/service.
- Local TV news is the most trusted among media platforms. Local TV websites/apps are among the most trusted digital news platforms. Social media is the least trusted.
- Broadcast TV news is the primary news source for home improvement consumers.
- TV motivates consumers to find more information online, triggers advertising recall and influences internet searches. Among those who do online searches, 93% of respondents said that TV ads influence their online search selections.
- 6 out of 10 respondents have already purchased home improvement services AND plan to purchase more in the coming year.
- Over a third of respondents plan to spend \$5000+ on home improvement services in the next year.
- Most respondents said that no incentives were necessary for them to start a home improvement project. The work just needed to be done.
- Painting, landscaping, and flooring are the top services respondents intend to purchase in the next year.

Research Overview: Methodology

WHO:

- 1,500 interviews were collected via opt-in sample.
- To qualify, respondents needed to be age 25+ and:
 - be in the market for Home Improvement Services (e.g., home remodeling, landscaping, roofing, siding, windows, pool installation, etc.).
 - Have seen/heard or read an advertisement for Home Improvement Services in **ANY** of over 20 media platforms both traditional and digital, in the past 2 months. They did not have to be exposed to a TV ad to be part of this study.

WHEN: Interviews took place July 15, 2025, to July 29, 2025.

WHAT: Via 10-minute online quantitative survey about the importance of media platforms in the purchase decision process, actions taken post-advertising and attitudes.

Respondents had the choice of taking the survey in either English or Spanish.

Research Overview: Media Measured



TV

(Broadcast, Cable and On-Demand)

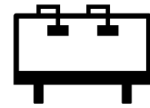


Radio

(AM, FM, Satellite)



Mail



OOH

(Billboard and Movie Theater)



Print

(Newspaper and Magazine, Yellow Pages)



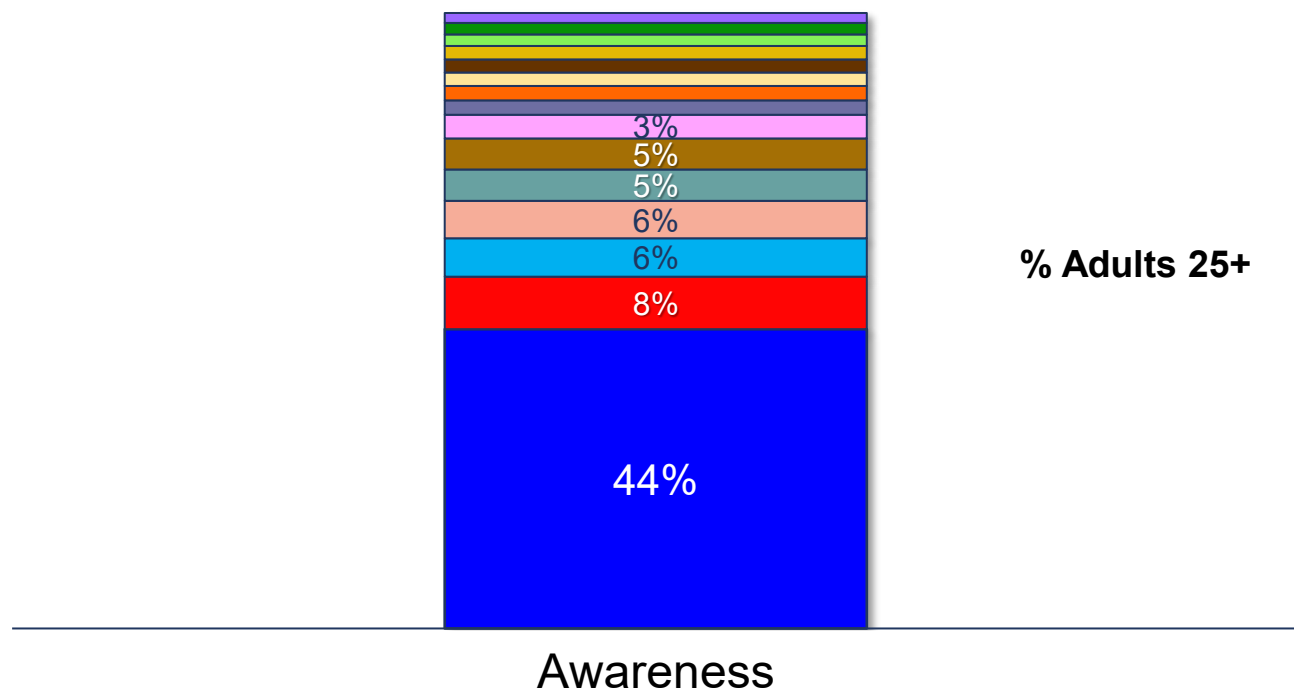
Digital



Digital media include:

- Cable site/app
- Display/banner ad
- Email ad
- Local Radio Station site/app
- Local TV station site/app
- Network TV station site/app
- Review sites/app (e.g. Angie's list, Yelp, etc.)
- Magazine site/app
- Newspaper site/app
- Podcasts
- Search engine
- Social media
- Streaming TV service online with ads
- Streaming video other than TV programs or movies
- Video ad
- Yellow Pages site/app

Consumers Chose Linear TV as Most Important of Making Them Aware of a Home Improvement Product/Service



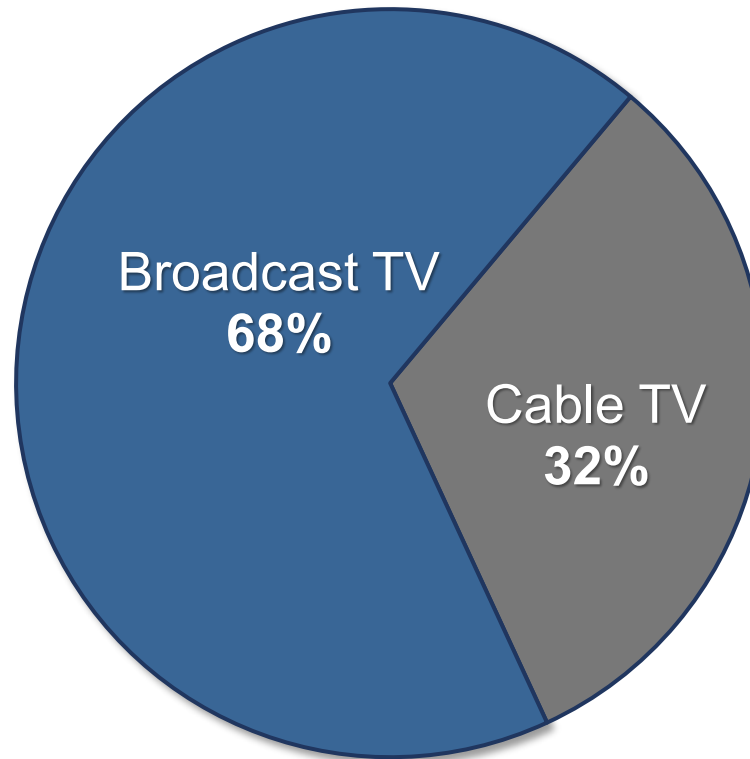
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|-------------------------------------|---|--------------------------|
| ■ Television (Broadcast & Cable) | ■ Social media | ■ Broadcast TV web/apps |
| ■ Streaming TV service online w/ads | ■ Streaming video other than TV/movies w/ads(YouTube) | ■ Ad in mail |
| ■ Radio | ■ Internet video ad | ■ Newspaper (print only) |
| ■ Review web/apps | ■ Ad on website | ■ Outdoor |
| ■ Email | ■ Internet search | ■ Movie theater |



Of Those that Cited TV as the Most Important in Awareness Phase, 7 Out of 10 Picked Broadcast TV

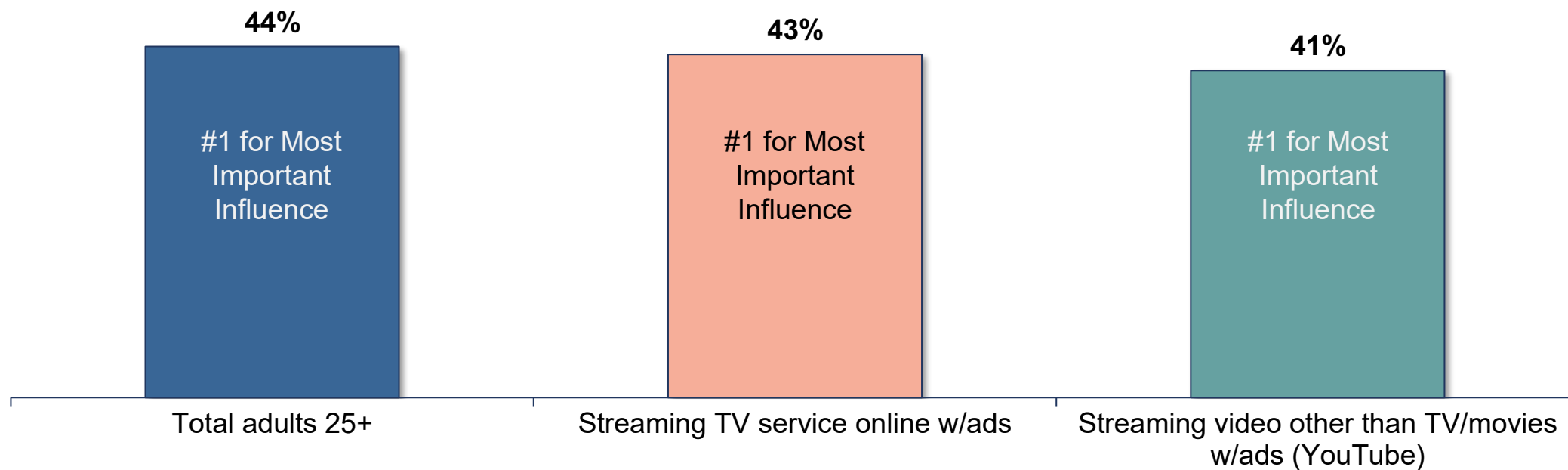
% A25+

Most Important for Awareness:



Streamers Deemed Linear TV the Most Important Influence for Awareness

Home Improvement Consumers Most Important for Awareness Linear TV (Broadcast/Cable)



To be read as: Looking at those exposed to free streaming with ads (FAST, AVOD) as their own universe, 43% deemed Linear TV as the most important influence for the awareness of a product/service.

“Which Home Improvement Services Do You Intend to Purchase In The Next 12 Months?”

