



## HAMMER-SWINGING SINGLES

>> As more **single men and women** are purchasing homes by themselves,

**AND TACKLING HOME IMPROVEMENT PROJECTS ON THEIR OWN**

MOEN RESEARCH UNCOVERS KEY DIFFERENCES between men and women single homeowners when it comes to DIY.

### Single Homeowners

**39%** of all heads of households are single\*

**20%** of recent home sales were made by single females, compared to men at around **10%**

\*2011 NAR Profile of Home Buyers & Sellers



### DIY Desire

Single Homeowners take on **4 improvement projects** per year

What kind of projects?

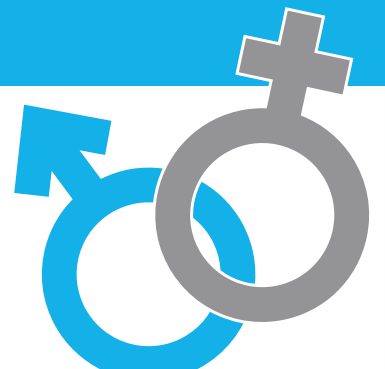
- In the next 12 months, more men are planning to do a dining room or basement remodel. Women plan to tackle the bathroom

### Why DIY?

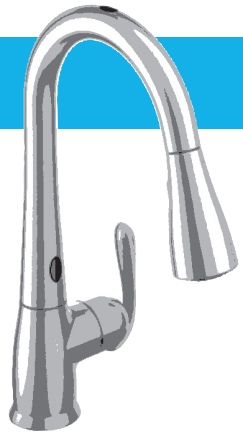
**50%** of single women said home improvement projects kept them busy

**36%** of men responded as wanting to keep up with the latest trends

**28%** of men are preparing for major life changes

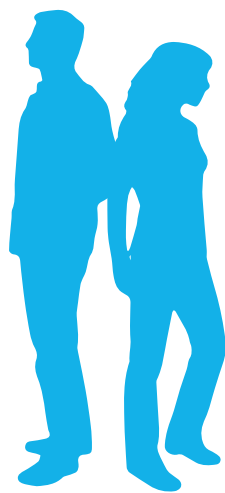


### Kitchen Matters



Of all the household **do-it-yourself** projects **57%** of all men & women would replace their kitchen faucet.

### Beauty and the Bath



Out of the **TOP 3** DIY BATHROOM IMPROVEMENTS in the next 12 months:

**29%** of women & **16%** of men

would switch out their **faucets and lighting** themselves.

### Be Inspired

**Women are consuming more DIY media**

to gain additional knowledge & seek more inspiration.



**HGTV is the largest source for research** amongst single homeowners. **55% of women** and **40% of men** turn to HGTV for ideas and instruction.



Moen found that in general, women consume more media when researching DIY projects. **16% of women surveyed take to Pinterest for home improvement** tips and inspiration.



According to a survey by **Houzz**, **53%** of the homeowners surveyed believe **now is a good time to remodel** and **58%** of those planning projects in the next two years **will hire professional help**.