

Magazines Are an Important Resource for Home Improvement

Nearly half of all home improvers cited magazines as their primary source of motivation for beginning a new home improvement project. Magazine editorial (24%) and magazine advertising (21%) contributed almost equally.

Once consumers were committed to undertaking a home improvement project, magazine editorial and advertising excelled as the #1 and #2 sources of information for the consumer in the first four of five stages in the home improvement purchase decision process.

Primary Sources of Home Improvement Projects (percent)

Magazine Editorial	24%	Newspaper Editorial	3%
Magazine Advertising	21	Newspaper Advertising/FSI	3
Home Show/Other Demos	13	Internet Advertising	3
Friend/Neighbor/Contractor	12	Internet Editorial	2
Retail Exposure	7	Radio Program	1
TV Program	5	Radio Advertising	1
TV Advertising	5		

Source: CNW Research, Inc., 2007

Top Sources of Information for the Five Stages of the Home Improvement Process (percent)

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Needs Assessment	Product Comparison	Feature Comparison	Style/Design Comparison	Price Comparison
Mag. Edit 26	Mag. Edit 27	Mag. Edit 24	Mag. Ad 22	Retail Exp. 45
Mag. Ad 19	Mag. Ad 19	Mag. Ad 21	Mag. Edit 18	News Ad 14
Home Show 13	Internet Edit 10	Internet Edit 15	Retail Exp. 14	Mag. Ad 11
Friend 8	Home Show 10	Internet Ad 9	Internet Edit 11	Internet Edit 9

Source: CNW Research, Inc., 2007