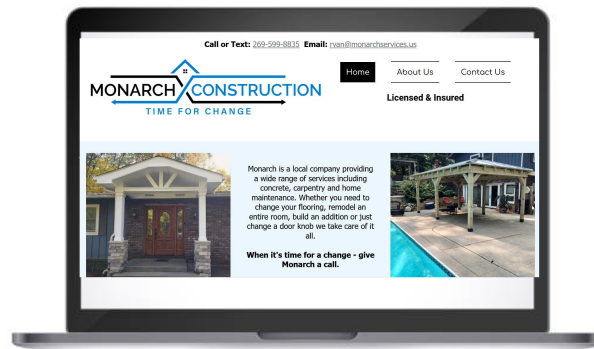




## Quantitative Survey Results

Presented by Theresa Wilkinson

# Monarch Services & Construction Quantitative Survey Results



## Agenda

1. Executive Summary
2. Comparing groups
3. All groups
4. Appendix

# Executive Summary

## Purpose & Background

- Understand Ohio homeowners' needs and behaviors around home improvement projects.
- Previous research included UX audit of the Monarch Construction website and user interviews

## Methodology

- Platform: Google Forms
- Recruitment: Facebook post (Aug 2025) + email link
- Participants: Homeowners 18–65+
- Incentives: None (uncompensated)

## Analysis Groups:

- Homeowners are considering improvements
- Age segments: 45–54, 55–64, 65+
- Combined view: All respondents (18–65+)

# Executive Summary

## Interest & Demographics

- 100% are considering home improvement projects.
- Gender breakdown: 47% female, 43% male, 10% LGBTQ.

## Statistical Analysis

- A total of 20 participants (out of 30 overall respondents) were included in the group comparison analysis. The sample was divided into three age groups (45–54, 55–64, 65+). Given the small sample size, multiple statistical tests were applied. A chi-square test of independence was conducted to assess whether responses differed across the three groups. Fisher's exact test was also run as a robustness check for small cell counts. In addition, a Kruskal–Wallis test was used to compare group differences on ordinal/continuous measures, since normality assumptions were not met.

# Executive Summary

## **Repair Frequency & DIY:**

- 53% need repairs 1–2 times per year; 40% need them 3–6 times annually.
- 57% only attempt repairs if they are simple.
- 54% use YouTube as their main DIY resource.

## **Professional Help & Contractors:**

- 78% hire professionals due to lack of skills/knowledge.
- 66% have hired a contractor for renovation.
- 66% plan to find contractors via trusted referrals/websites.
- Satisfaction is high: 77% satisfied, 17% very satisfied.

# Executive Summary

## Future Needs & Priorities

- 63% want to add accessibility features to their homes.
- Top renovation areas: Kitchen (42%), Outdoor space (22%), Bathroom (16%), Living room (10%), Bedrooms (10%).
- 50% plan to remain in their current home for 10+ years.

## What this means for Monarch Construction:

### Trust is key

- Two-thirds plan to choose contractors via referrals → building credibility is essential.
- **Action:** Claim/optimize profiles (Angie's List, Houzz, Yelp, HomeAdvisor, Zillow, etc.), apply for BBB, ask for reviews

### DIY is limited

- Most homeowners stop at simple tasks → rely on pros for larger projects.
- **Action:** Highlight expertise for complex projects in marketing

# Executive Summary

## Accessibility demand is growing

- Interest across all ages → opportunity for services.
- **Action:** Showcase past projects in ads, portfolio, case studies

## Kitchen & outdoor spaces

- Top renovation focus
- **Action:** Showcase past projects in ads, portfolio, case studies

## Age Comparisons: Method

- Compared responses across 45–54, 55–64, 65+
- Tests used: Chi-square, Fisher's Exact, Kruskal–Wallis, ANOVA
- Gender not analyzed separately due to small sample size

# Executive Summary

## Age Comparison Results:

- Most questions → no significant differences
- **Exception** – Q7 (Sources of learning)
  - Age did influence where respondents turn for information.
  - Younger groups (45–54, 55–64) relied more on online sources.
  - Older group (65+) leaned more on personal experience and friends.

## Key Takeaway

- Overall behaviors similar across ages
- But age matters for learning sources → tailor outreach/resources by age

# Executive Summary

## Next Steps/ Action Items

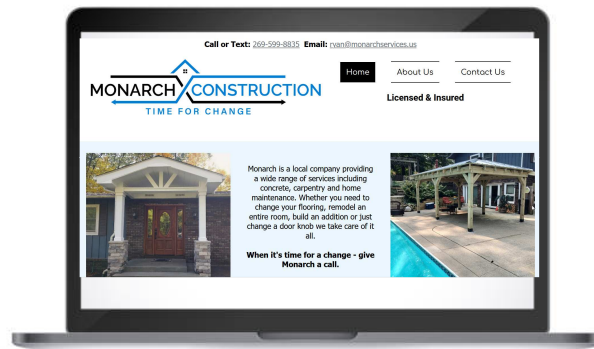
- Claim/optimize profiles on key platforms
- Apply for BBB accreditation
- Ask satisfied customers for reviews → promote online
- Highlight expertise in complex projects
- Promote accessibility-focused services with examples
- Showcase kitchen & outdoor projects in ads, portfolio, case studies

## Conclusion / Wrap-Up

Monarch Construction can meet homeowner demand by:

- Building trust & credibility
- Highlighting professional expertise
- Targeting top project areas
- Tailoring outreach by age where relevant

# Monarch Services & Construction Quantitative Survey Results



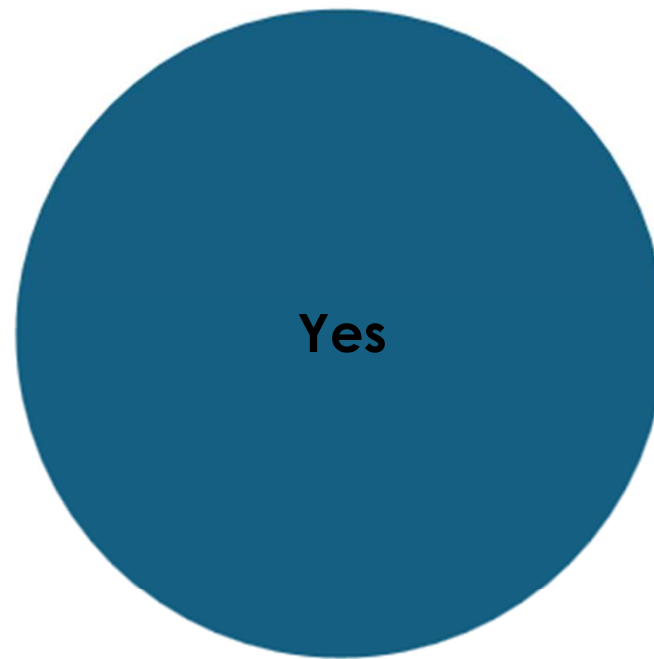
## Comparing groups:

- 45-54
- 55-64
- 65 and older

## Question 1

Are you a homeowner?

N=20

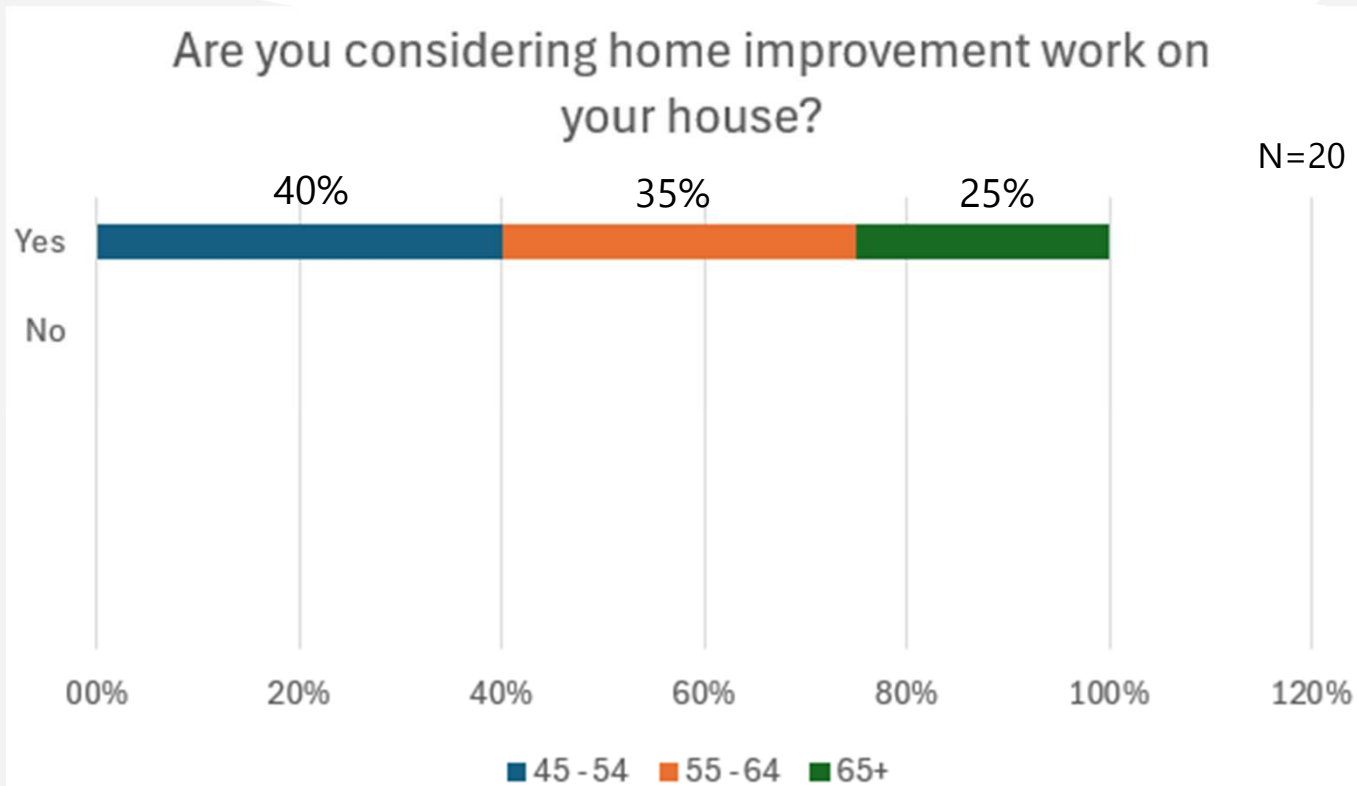


**Yes**

**Results:**

All 20 respondents  
(100%) answered yes.

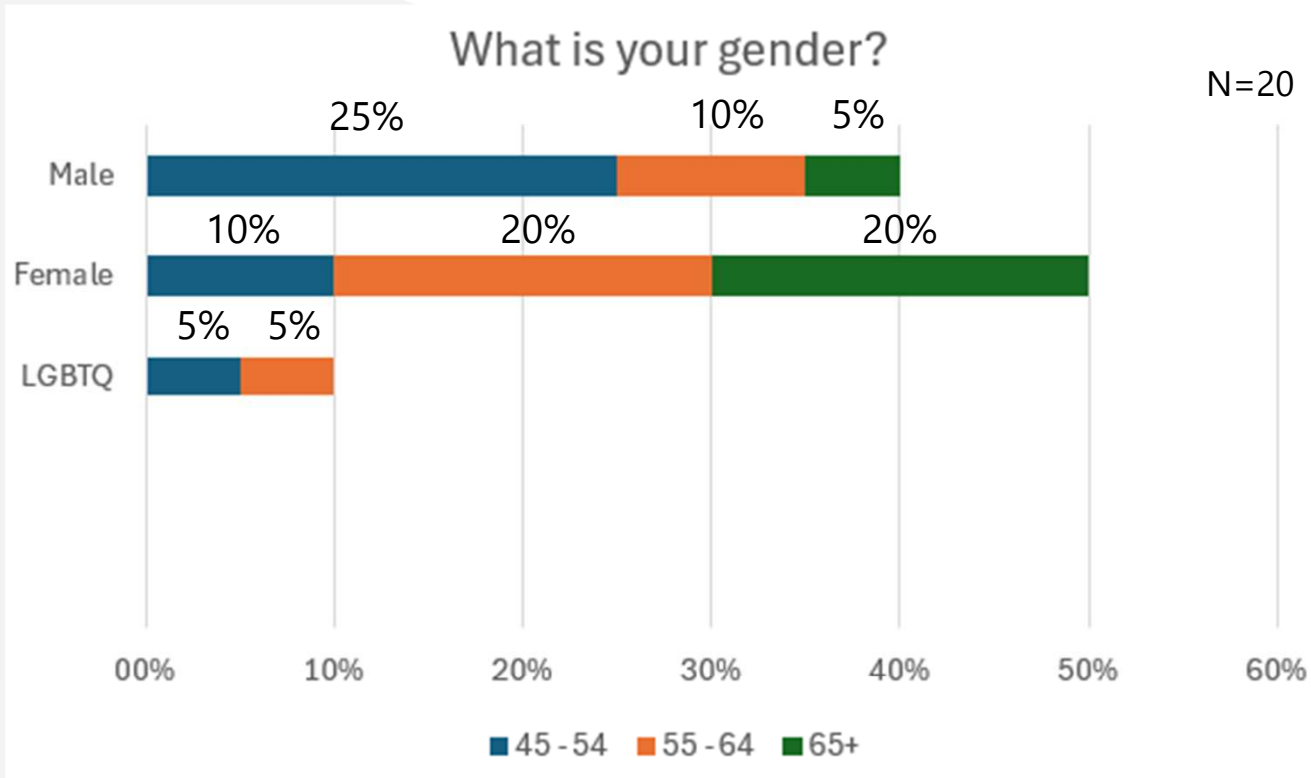
## Question 2



### Results:

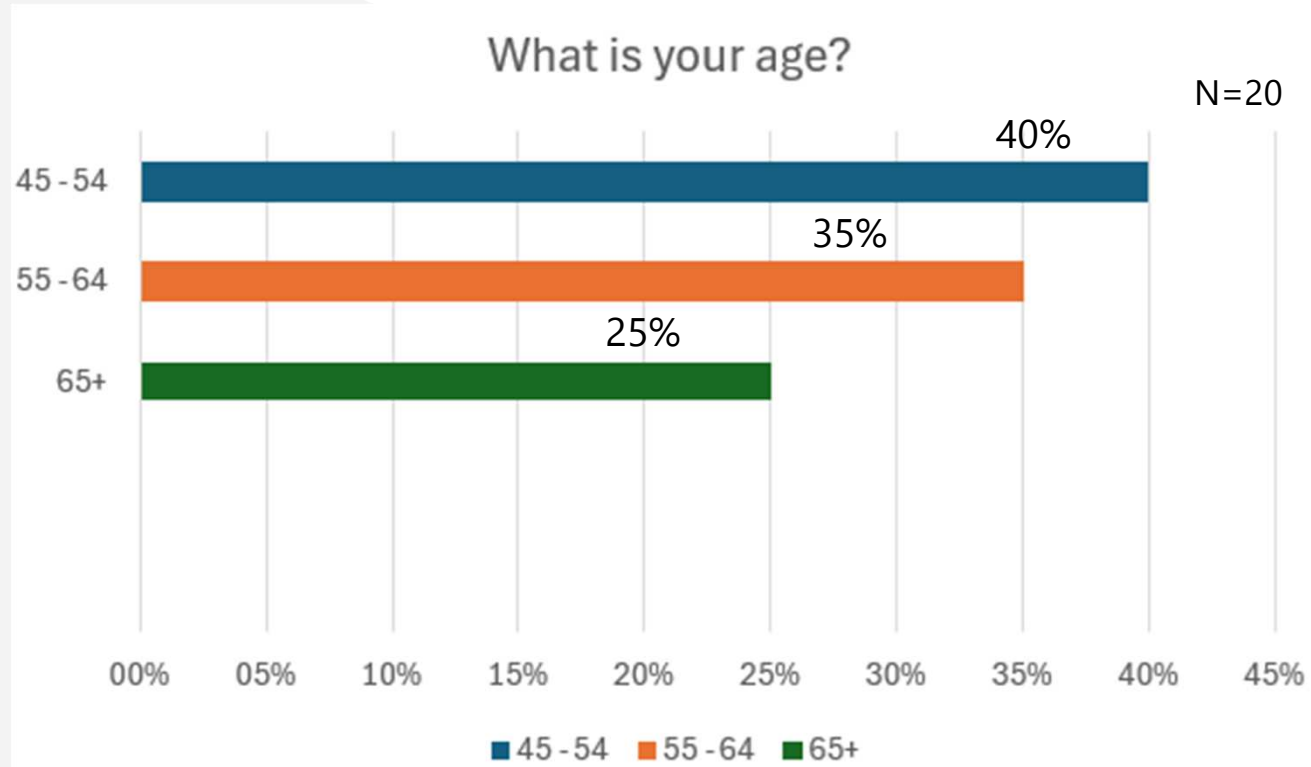
Fisher's Exact test ( $p = 1.0$ ) shows no differences between groups. Responses were essentially the same.

### Question 3



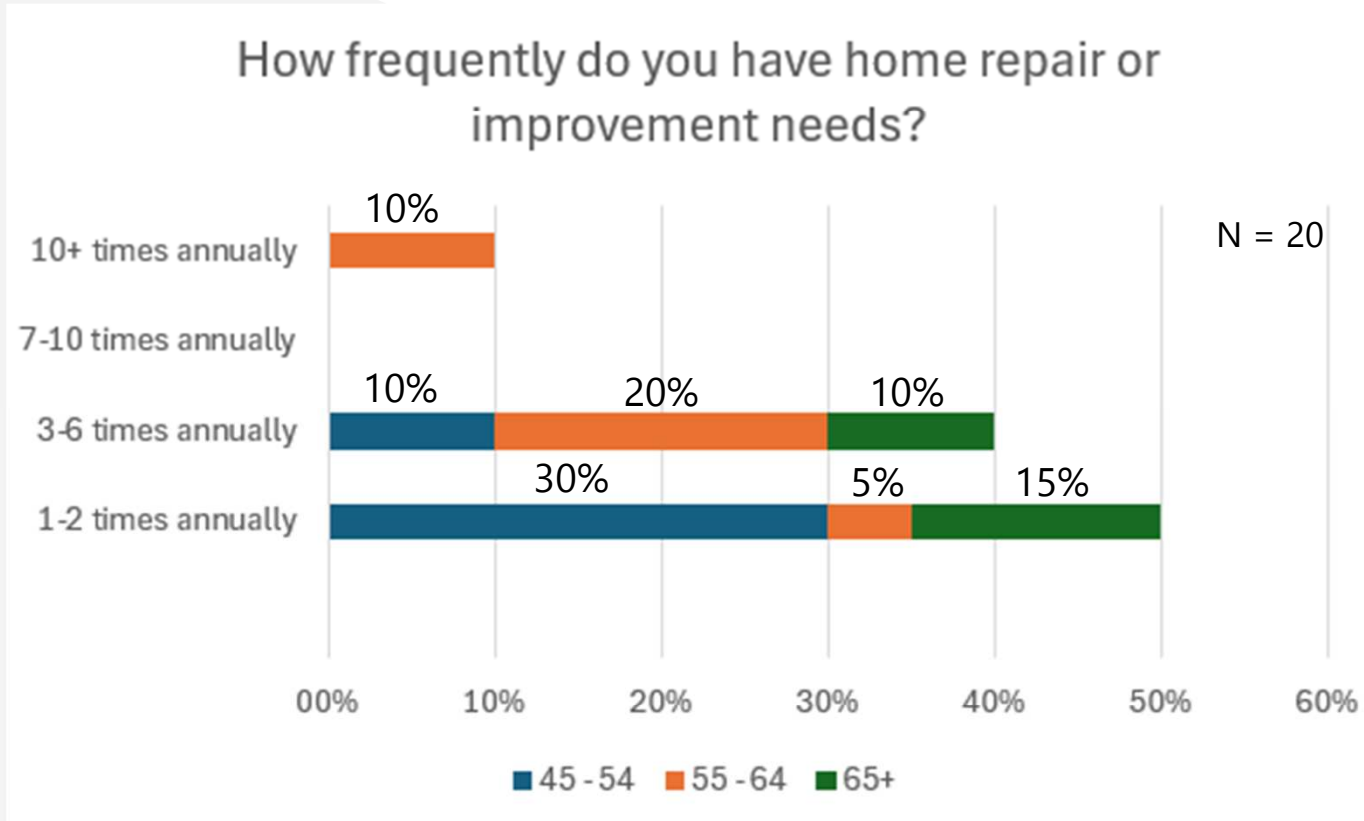
		#	%
45-54	Male	5	25%
	Female	2	10%
	LGBTQ	7	5%
55-64	Male	2	10%
	Female	4	20%
	LGBTQ	1	5%
65+	Male	1	5%
	Female	4	5%
	LGBTQ	0	0

## Question 4



	#	%
45-54	8	40%
55-64	7	35%
65+	5	25%

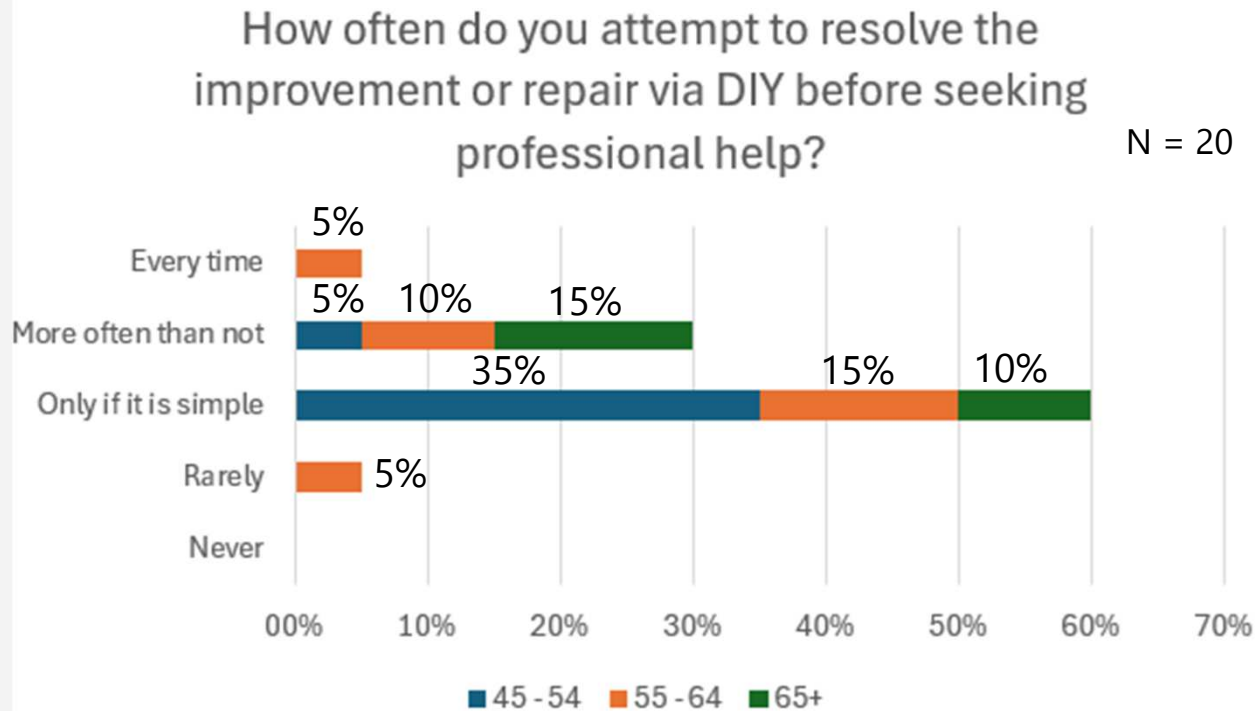
## Question 5



### Results:

Chi-square ( $p = 0.11$ ) and Fisher's exact ( $p = 0.12$ ) tests showed no significant differences between age groups. The Kruskal-Wallis test indicated an overall difference ( $p < 0.01$ ), but post-hoc Wilcoxon comparisons did not confirm any specific group differences. A possible trend appeared between ages 45-54 and 55-64 ( $p = 0.058$ ), but it was not statistically significant after adjustment.

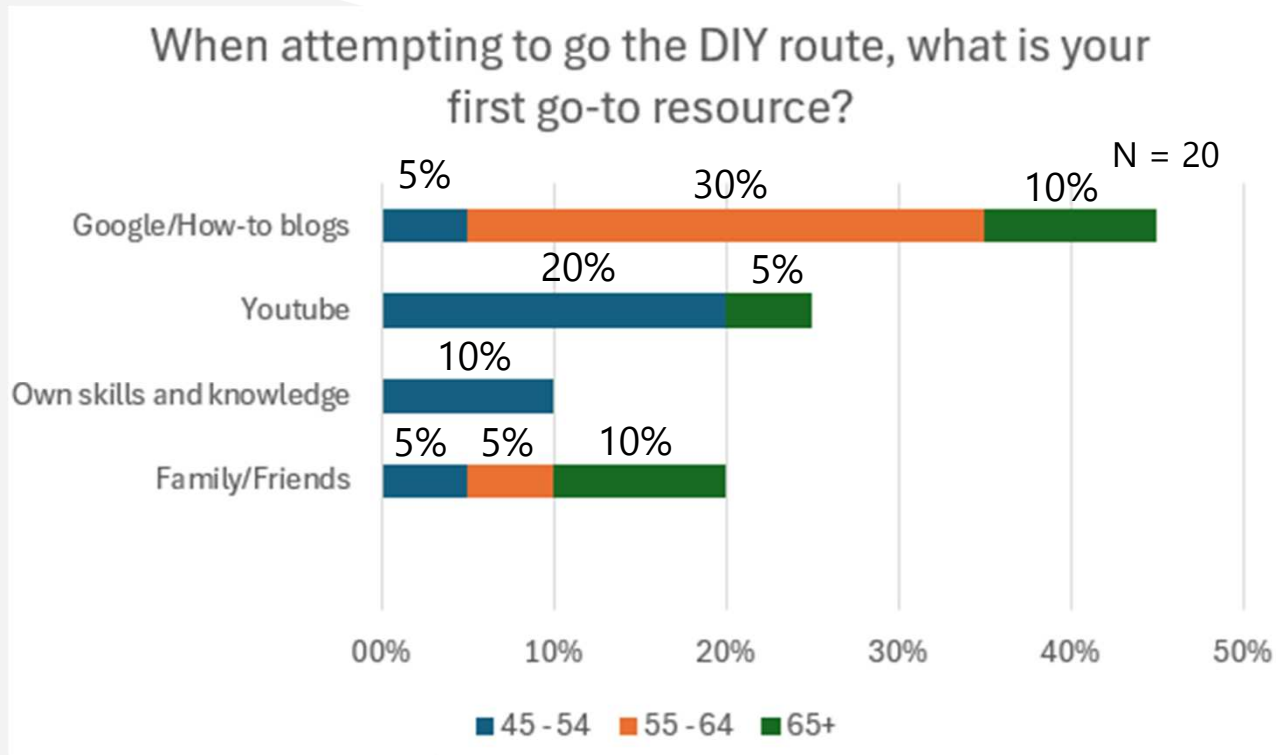
## Question 6



### Results:

Both Pearson's Chi-square (p-value = 0.2593) and Fisher's Exact tests (p-value = 0.2215) show that the distribution of responses is similar across age groups. There's no evidence that age influenced responses.

## Question 7



### Results:

Both Pearson's Chi-square ( $p = 0.026$ ) and Fisher's Exact test ( $p = 0.026$ ) show **significant differences by age group**. Age influences how people learn about home improvement projects.

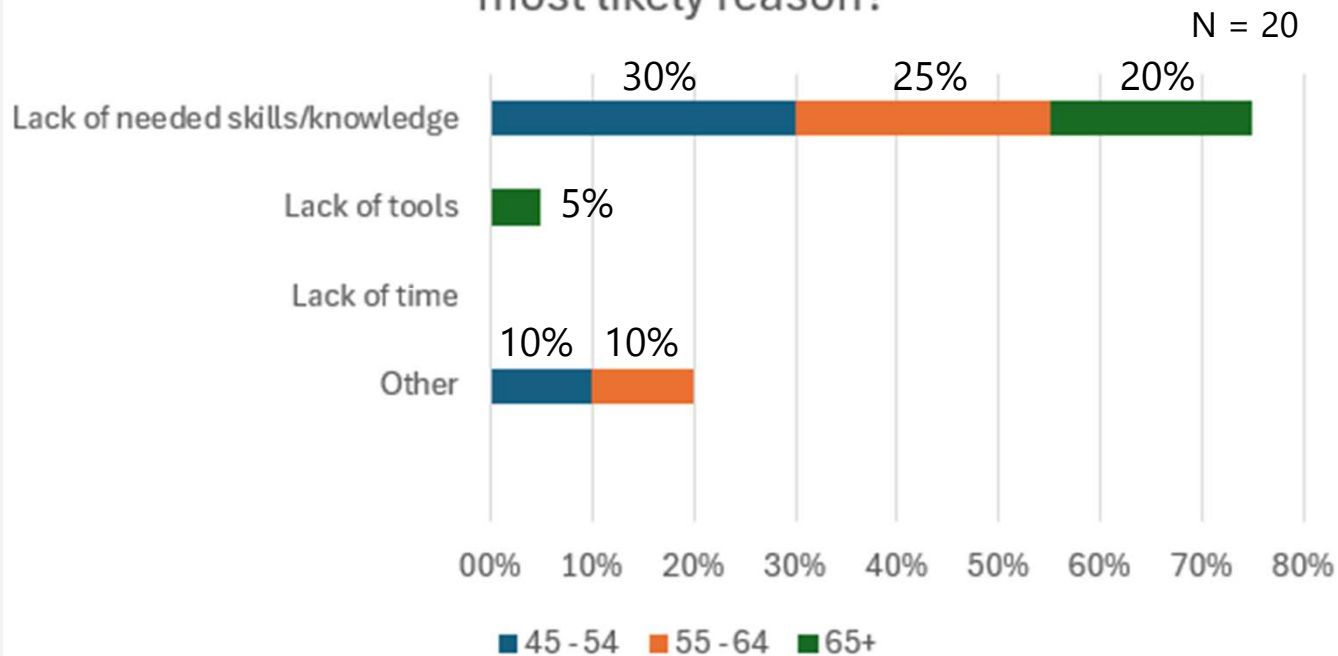
**Pattern - Younger groups (45–54, 55–64):** More likely to rely on **online resources**.

**Older group (65+):** More likely to rely on **personal experience and friends**.

**Takeaway -** While most results were similar across ages, this question shows that **learning preferences change with age**.

## Question 8

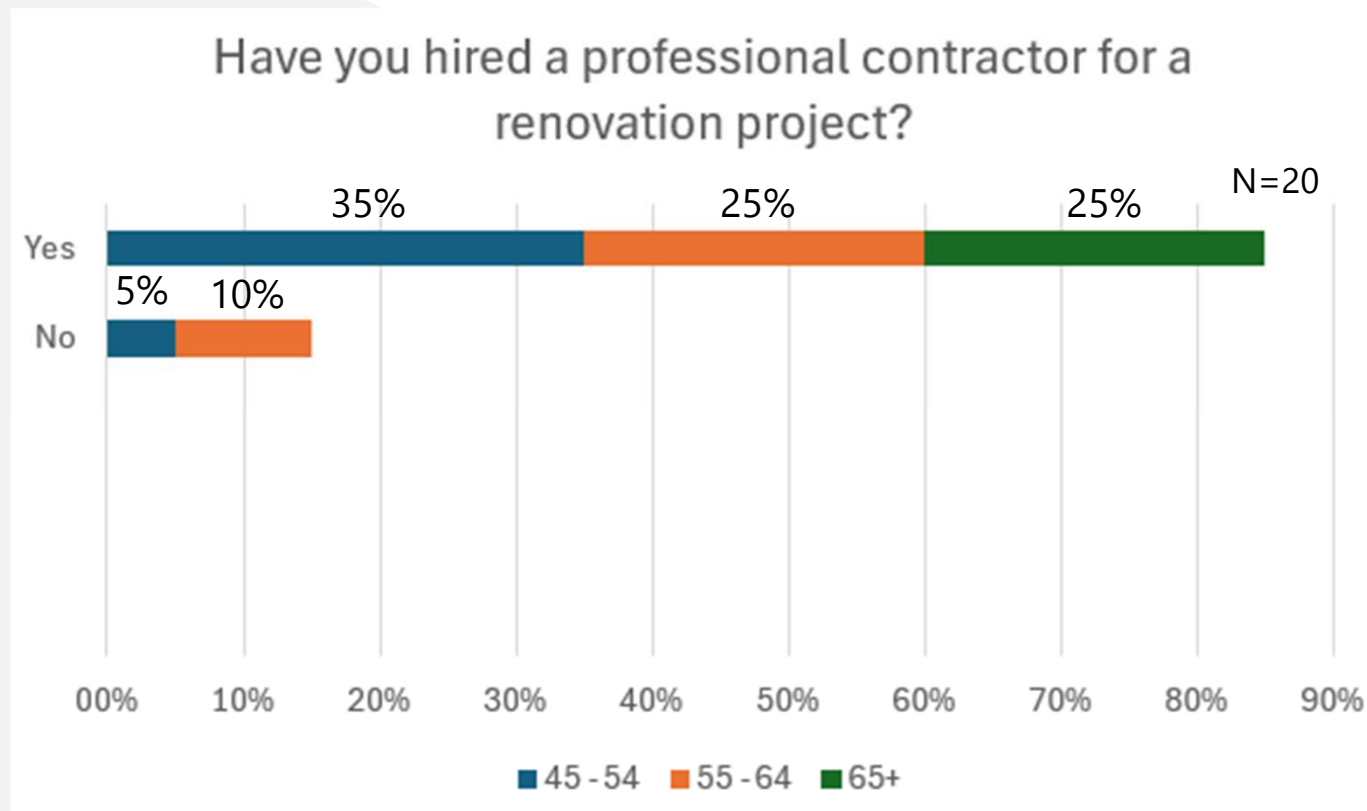
When going the professional route, what is the most likely reason?



### Results:

Both Pearson's Chi-square (p-value = 0.036) and Fisher's Exact tests (p-value = 0.036) show that the distribution of responses is similar across age groups. There's no evidence that age influenced how people responded.

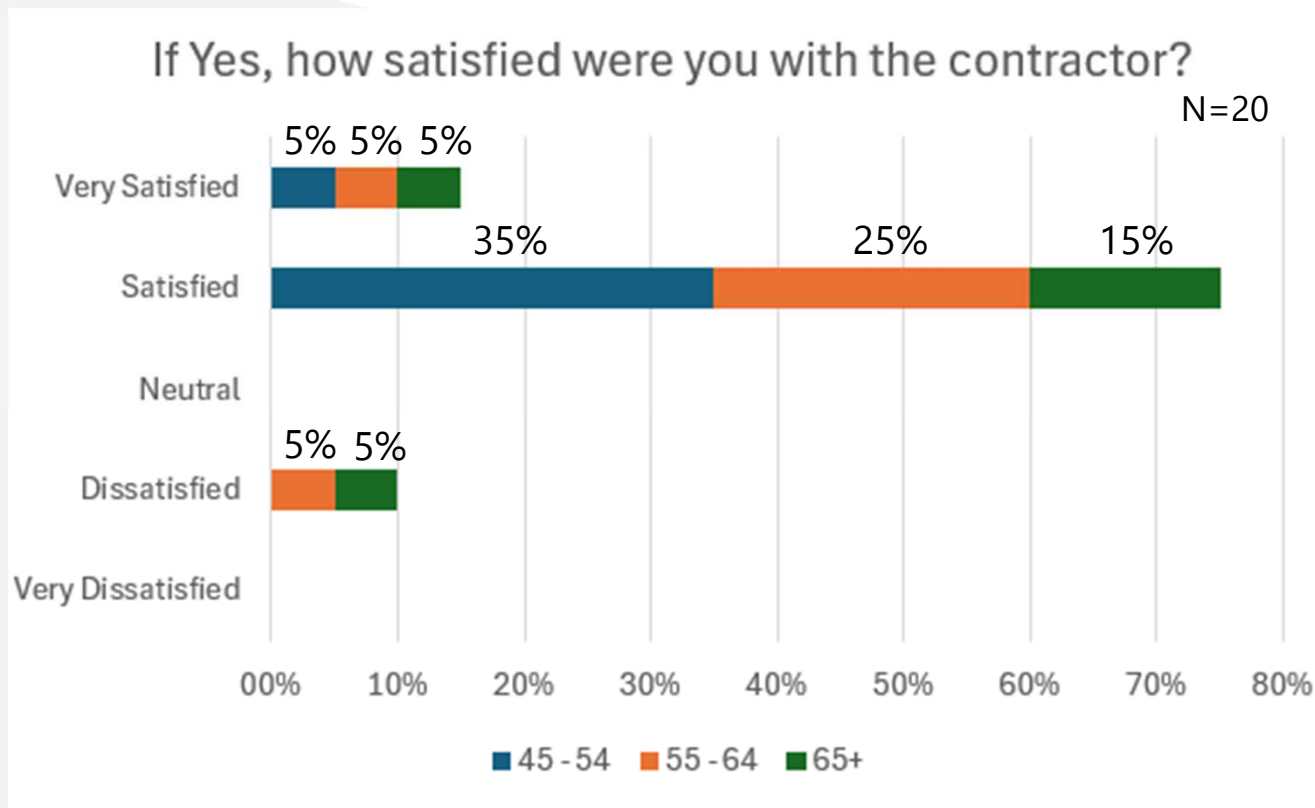
## Question 9



### Results:

The Chi-square ( $p = 0.38$ ) and Fisher's Exact ( $p = 0.58$ ) tests show that the distribution of responses is very similar across age groups. There's no evidence that age affected responses.

## Question 10

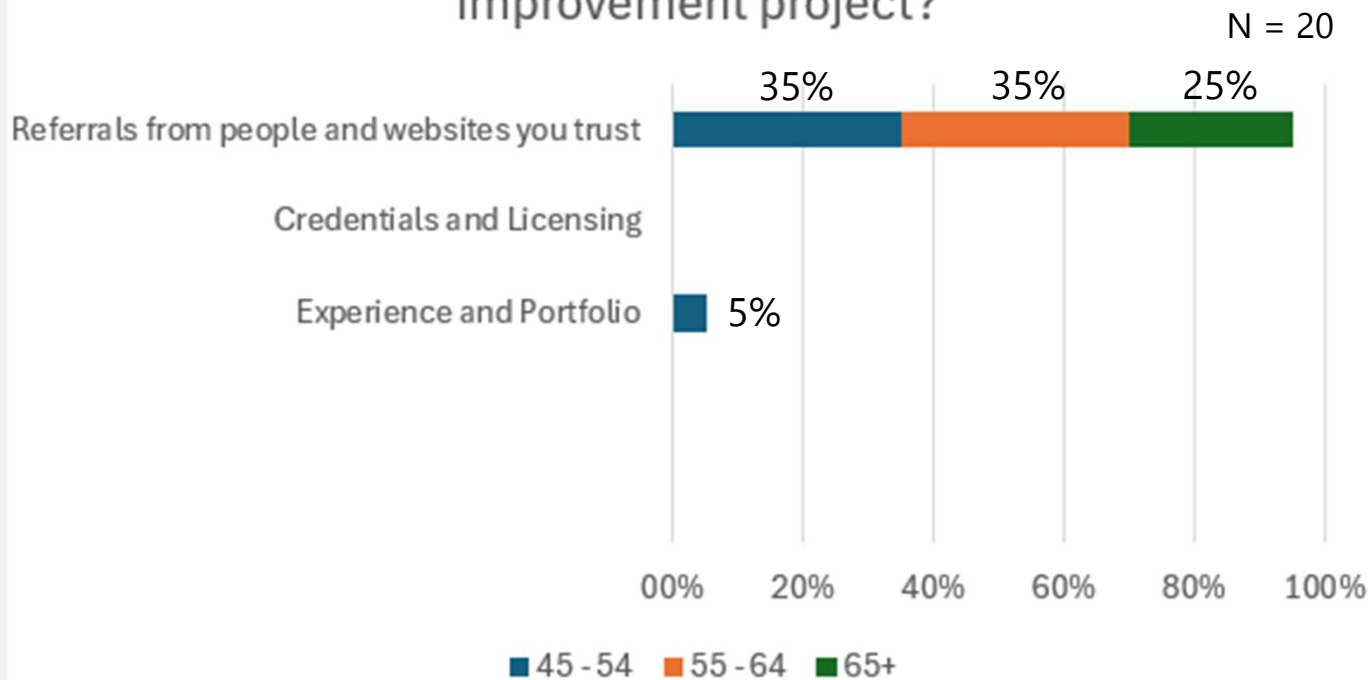


## Results:

Both the Chi-square test ( $p = 0.073$ ) and the Kruskal–Wallis test ( $p = 0.126$ ) found no statistically significant differences in responses across age groups. Pairwise Wilcoxon comparisons also showed no meaningful differences (all adjusted  $p$ -values  $\geq 0.22$ ). Similarly, a one-way ANOVA indicated no significant differences between group means,  $F(2, 17) = 0.46$ ,  $p = 0.64$ .

## Question 11

How do you plan to find a contractor for your home improvement project?



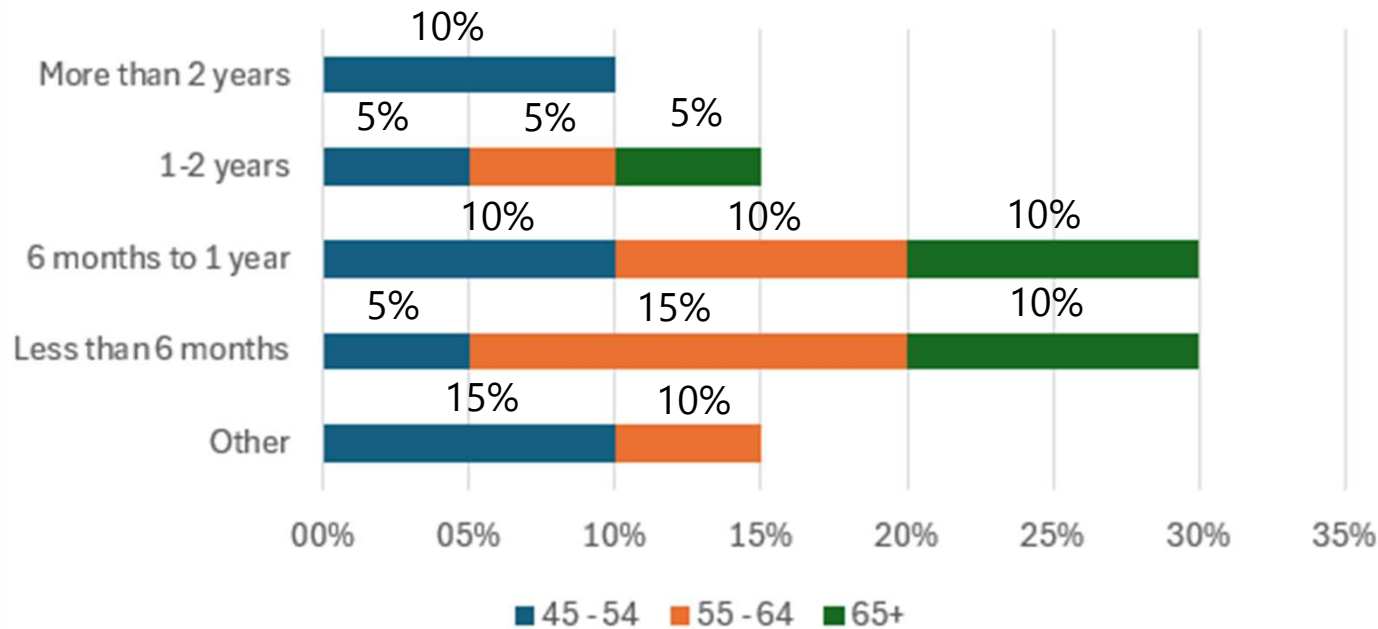
### Results:

Statistical tests (Chi-square and Fisher's Exact) show no meaningful differences in responses across age groups — participants of different ages answered in similar ways.

## Question 12

How long have you been considering renovating your home?

N = 20

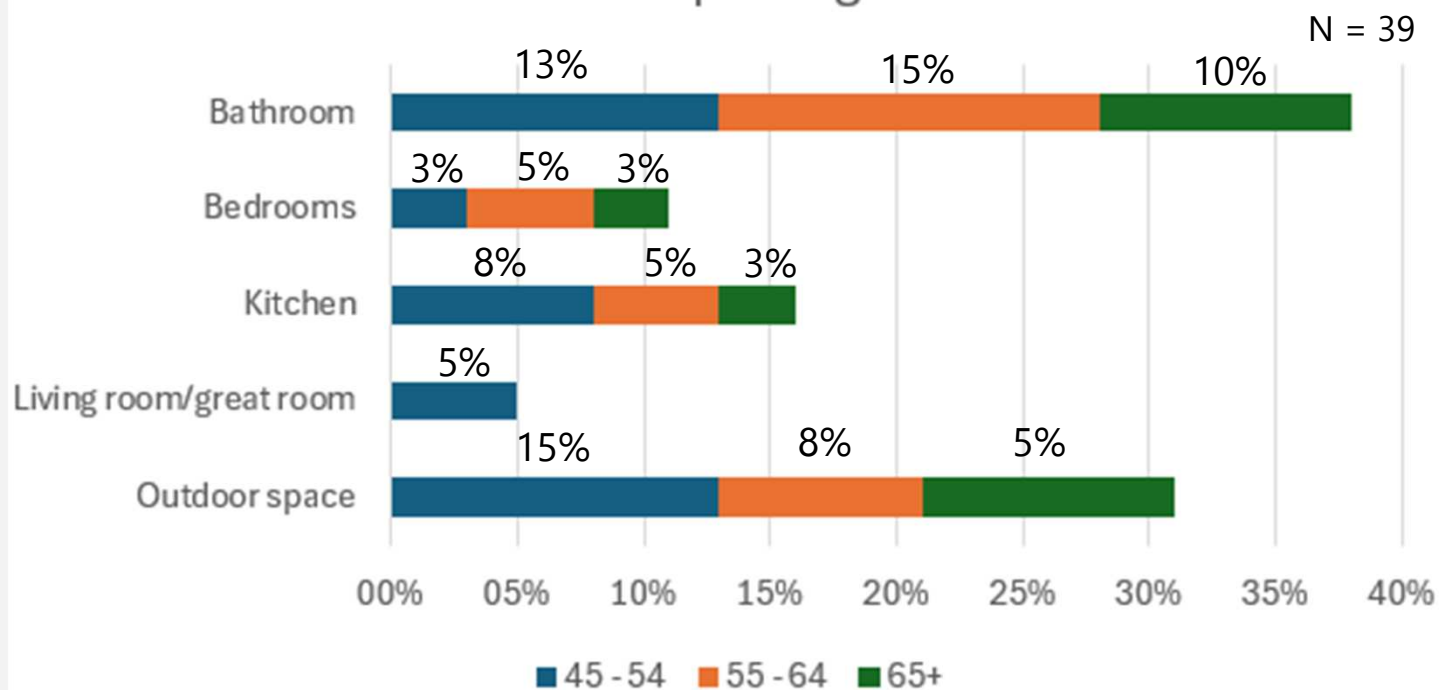


### Results:

Both the Chi-square test ( $p = 0.65$ ) and Fisher's Exact test ( $p = 0.84$ ) show no meaningful differences in responses between age groups -- the way people answered was very similar across all ages.

## Question 13

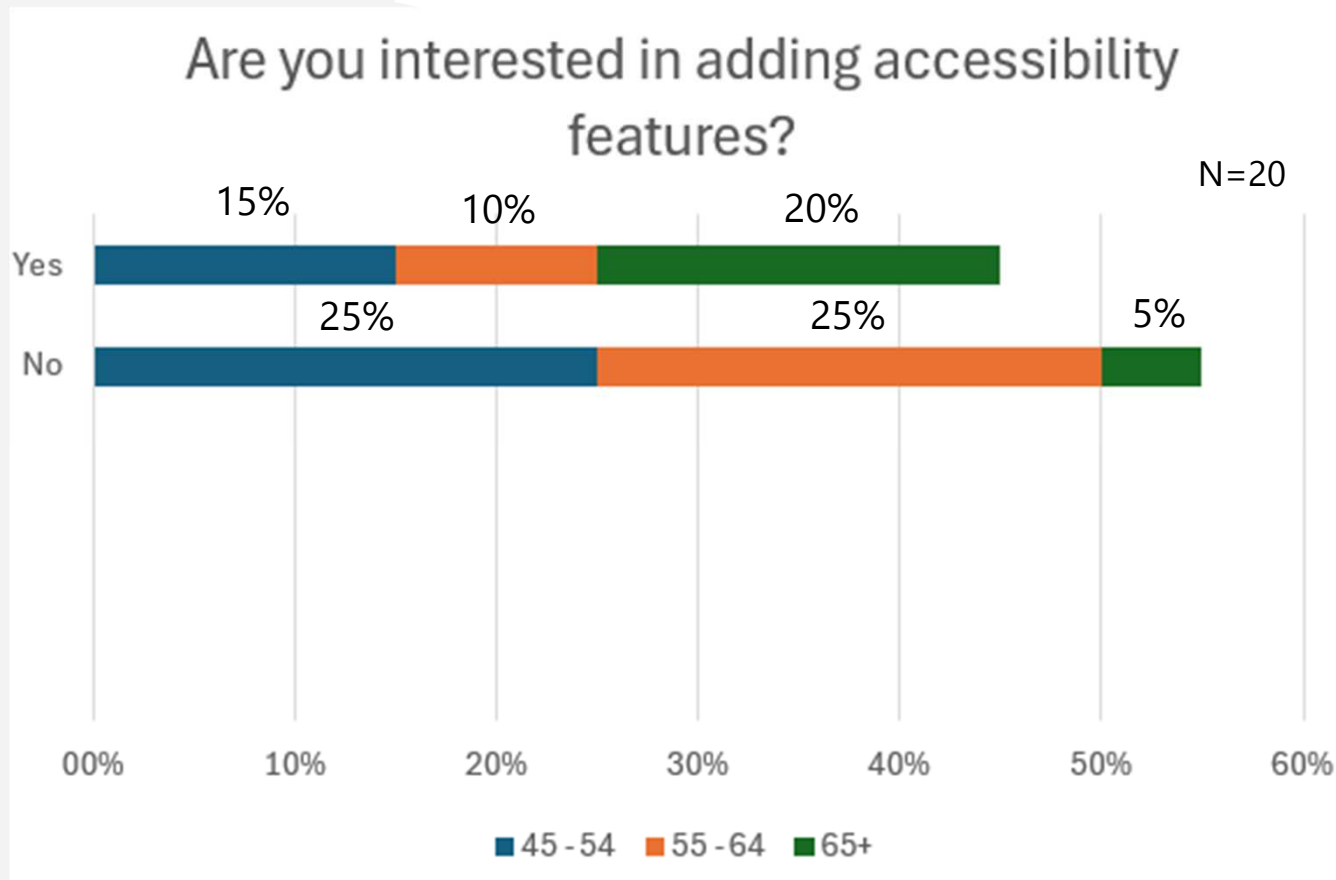
What area(s) of your home are you most interested in improving?



### Results:

Both the Chi-square test ( $p = 0.81$ ) and Fisher's Exact test ( $p = 0.96$ ) show no meaningful differences between age groups. People of different ages chose very similar spaces to improve — there's no evidence that age affected responses.

## Question 14

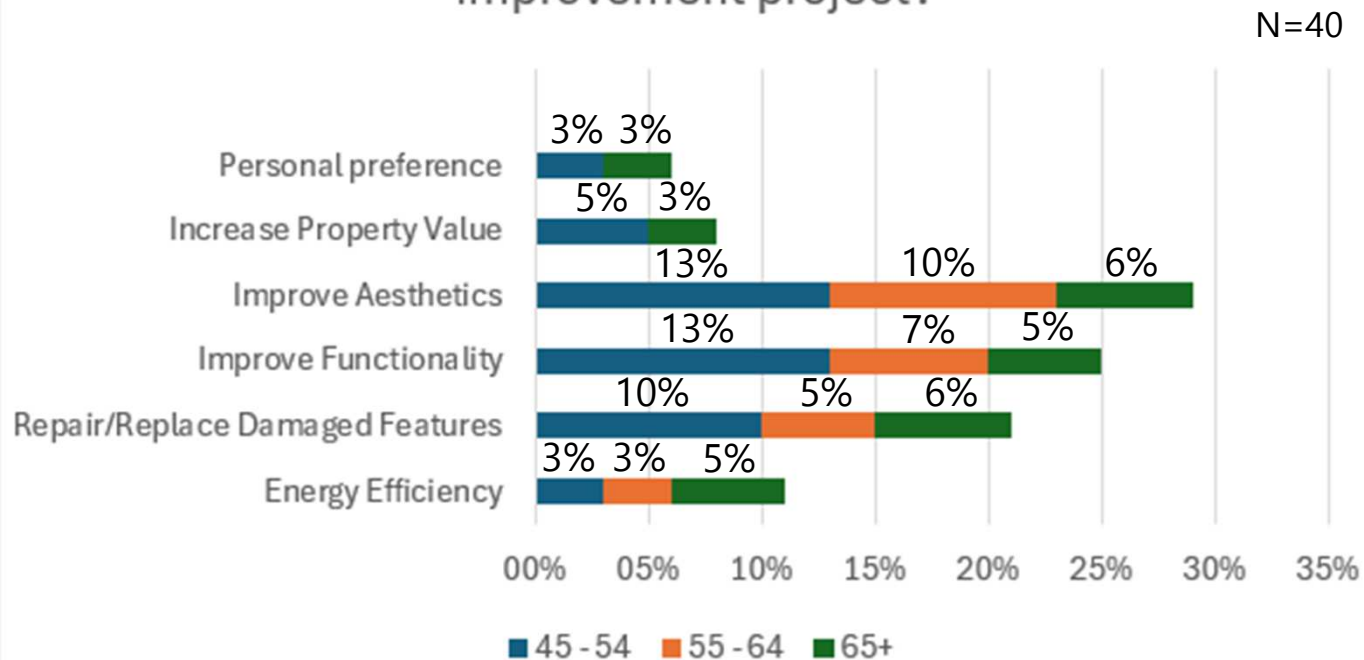


### Results:

Both the Chi-square test ( $p = 0.18$ ) and Fisher's Exact test ( $p = 0.27$ ) show no meaningful differences between age groups. People of different ages gave very similar Yes/No responses — there's no evidence that age affected the answers.

## Question 15

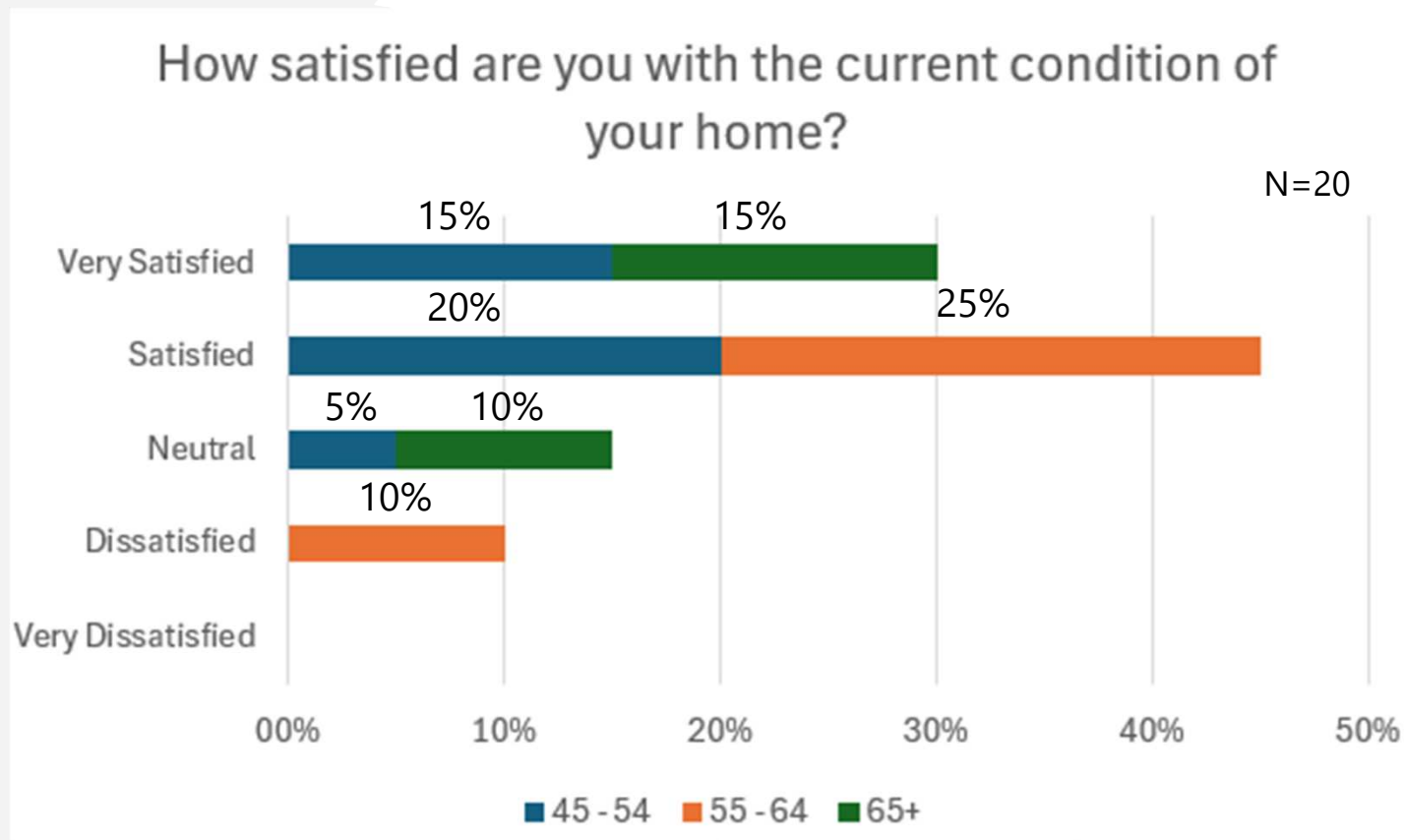
What is the primary reason for your home improvement project?



### Results:

Both the Chi-square test ( $p = 0.98$ ) and Fisher's Exact test ( $p = 0.98$ , simulated) show no meaningful differences between age groups. People in different age groups gave very similar responses — there's no evidence that age influenced their choices.

## Question 16



### Results:

We tested whether responses differed across age groups using multiple approaches:

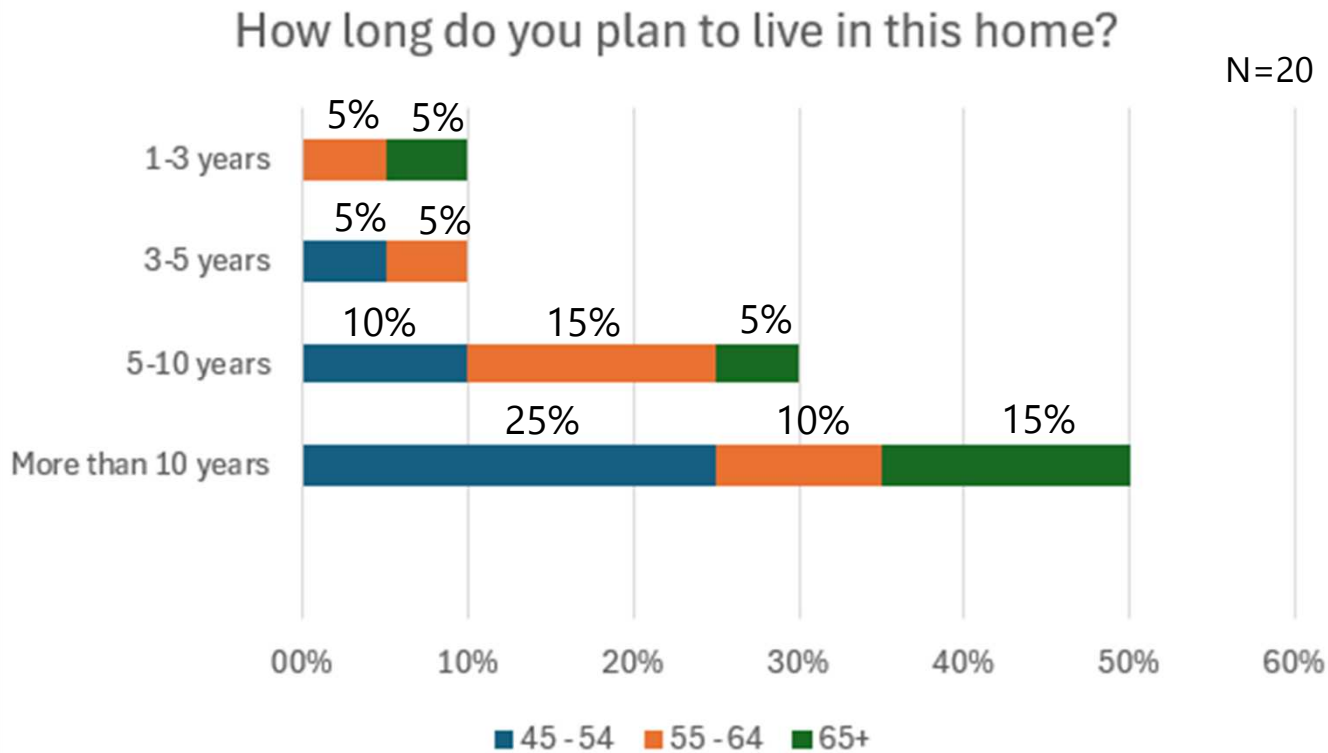
**Chi-square:**  $p = 0.81$  |

**Fisher's Exact:**  $p = 0.80$  → no differences in distributions

**Kruskal-Wallis:**  $p = 0.29$  → no differences in ordered responses

**One-way ANOVA:**  $F = 3.38$ ,  $p = 0.057$  → no significant differences in means

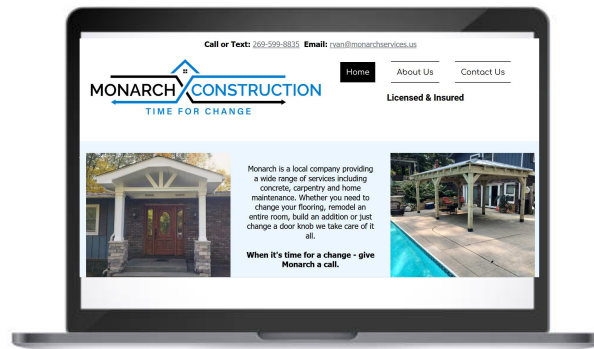
## Question 17



### Results:

Both the Chi-square test ( $p = 0.81$ ) and Fisher's Exact test ( $p = 0.80$ ) show **no meaningful differences** in responses between age groups. In other words, people across the different age groups gave very similar answers — there's no evidence that age affected the distribution of responses.

# Monarch Services & Construction Quantitative Survey Results



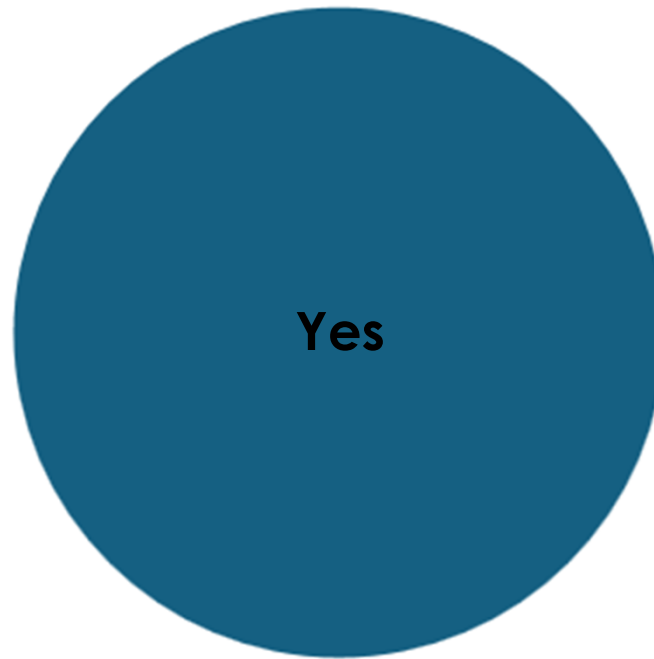
## All age groups:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

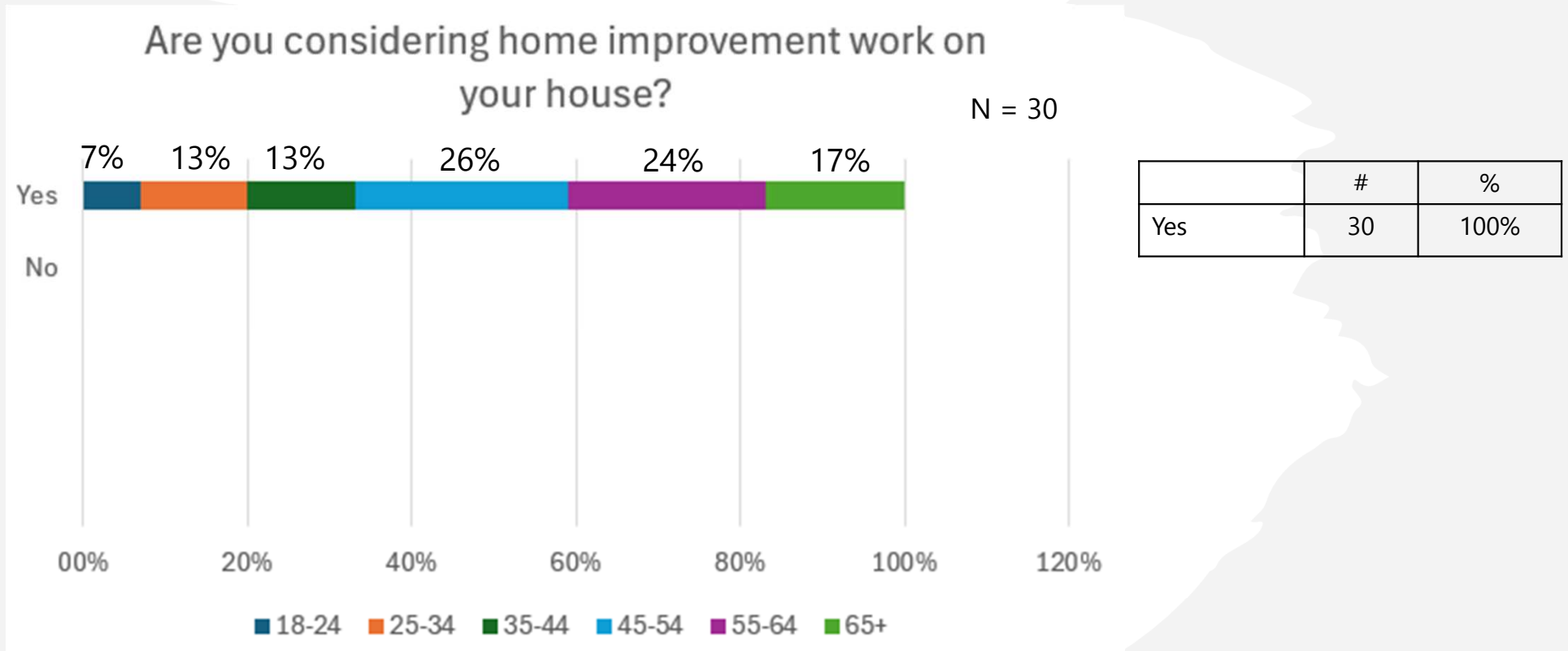
## Question 1

Are you a homeowner?

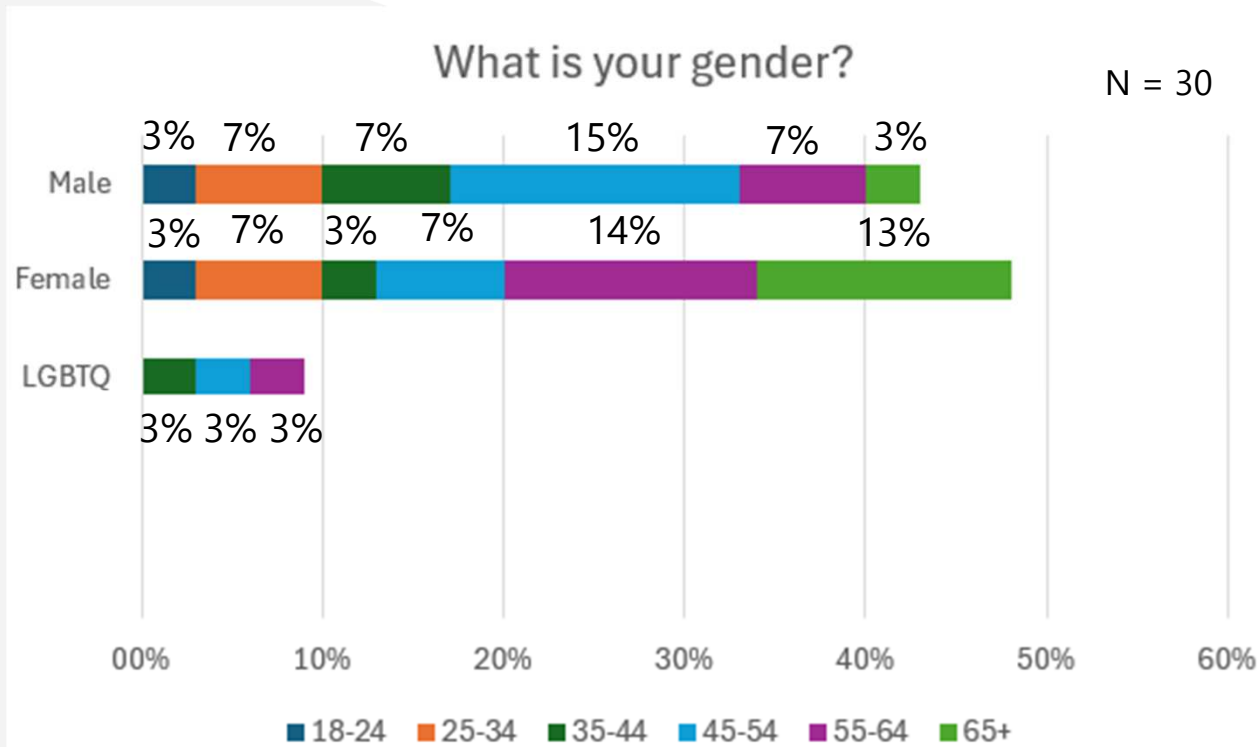
N=30



## Question 2

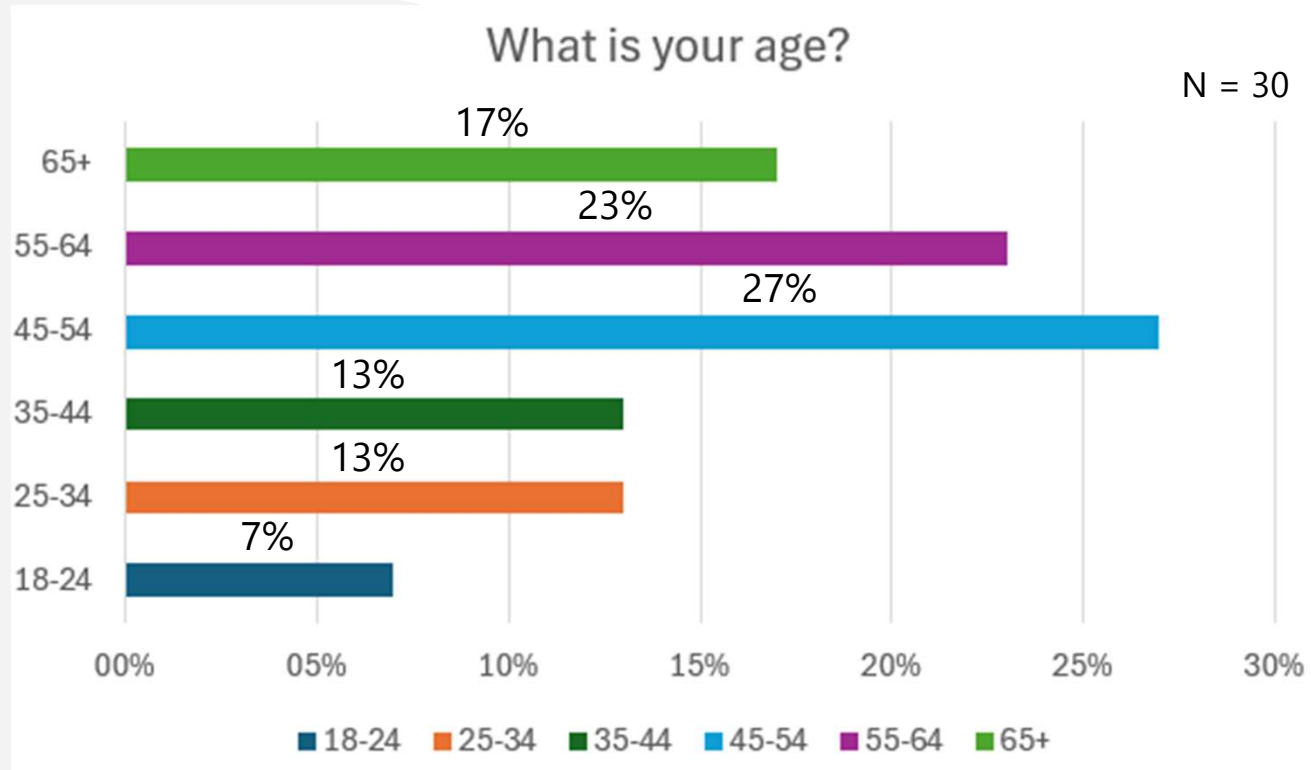


### Question 3



	#	%
Male	13	43%
Female	14	47%
LGBTQ	3	10%

## Question 4

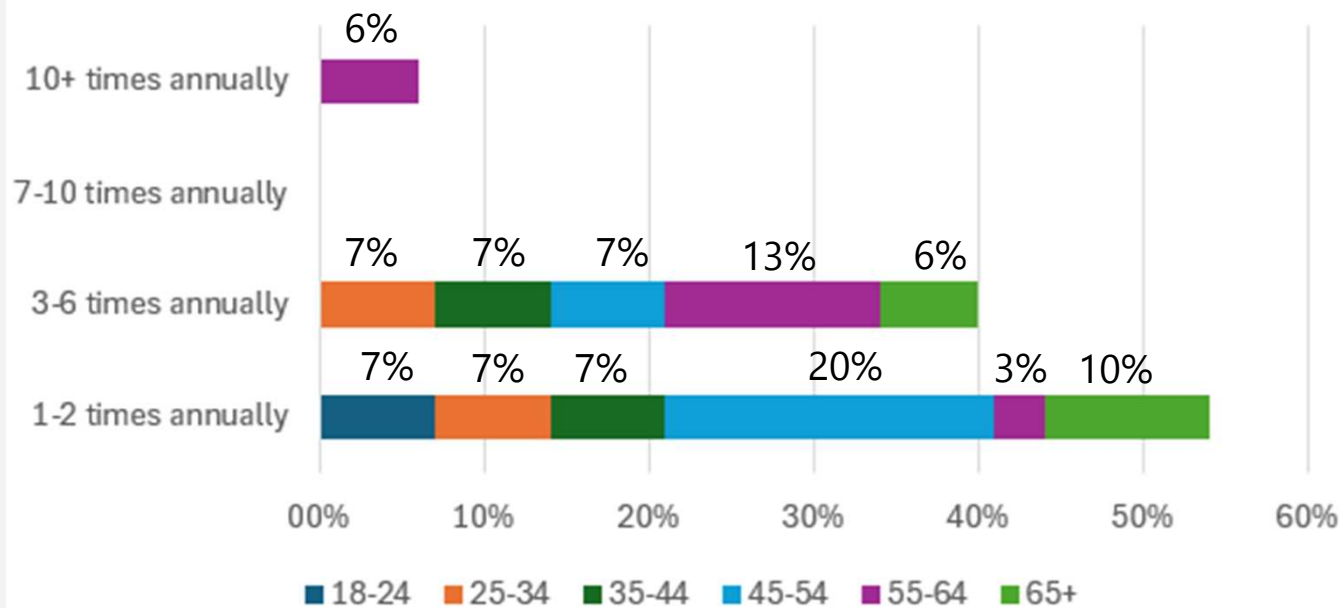


	#	%
65+	5	17%
55-64	7	23%
45-54	8	27%
35-44	4	13%
25-34	4	13%
18-24	2	7%

## Question 5

How frequently do you have home repair or improvement needs?

N = 30

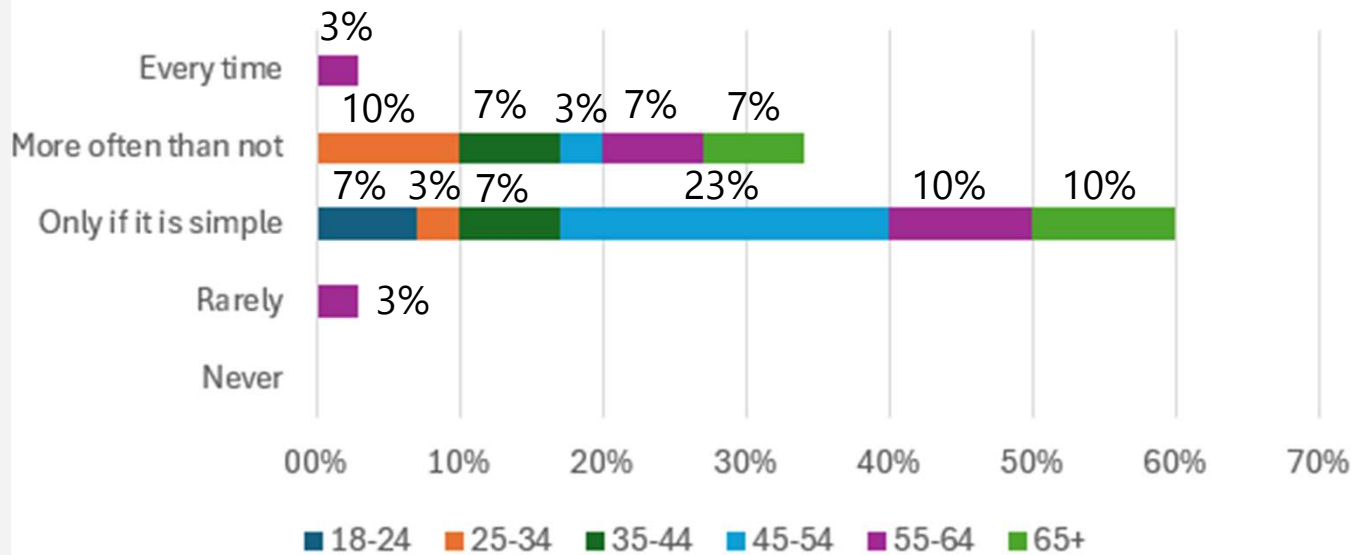


	#	%
10+ times	2	6%
7-10 times	0	0
3-6 times	12	40%
1-2 times	16	53%

## Question 6

How often do you attempt to resolve the improvement or repair via DIY before seeking professional help?

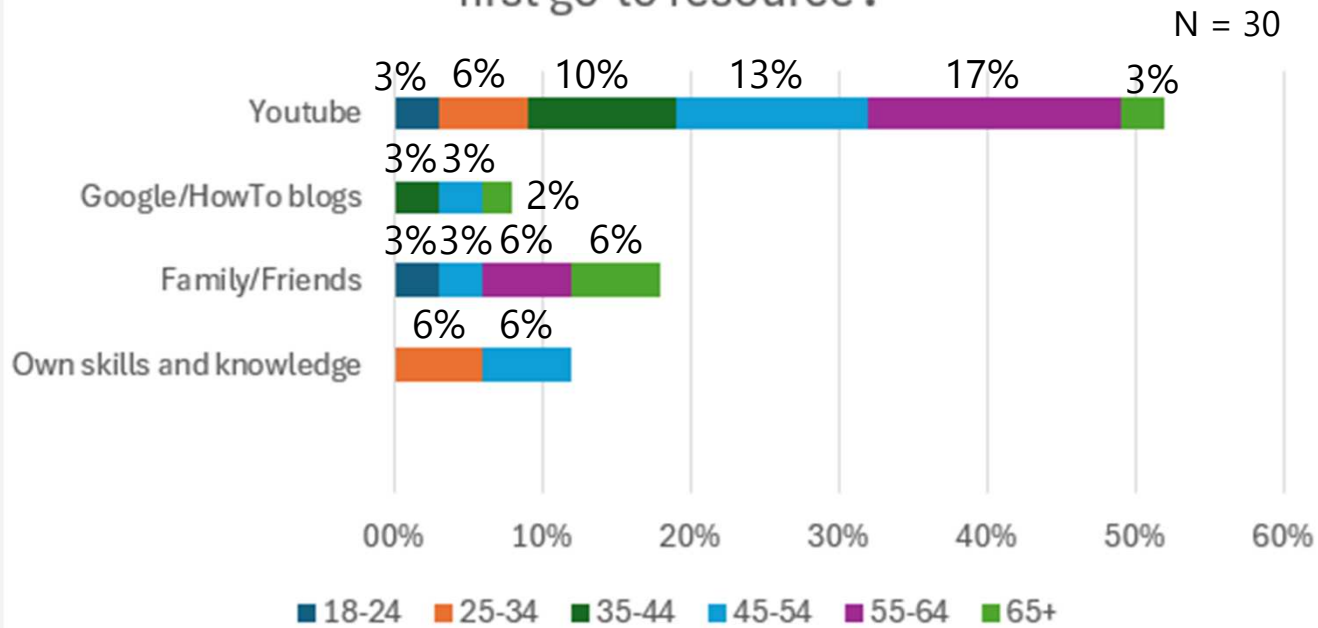
N = 30



	#	%
Every time	1	3%
More often than not	10	33%
Only if it is simple	18	60%
Rarely	1	3%
Never	0	0%

## Question 7

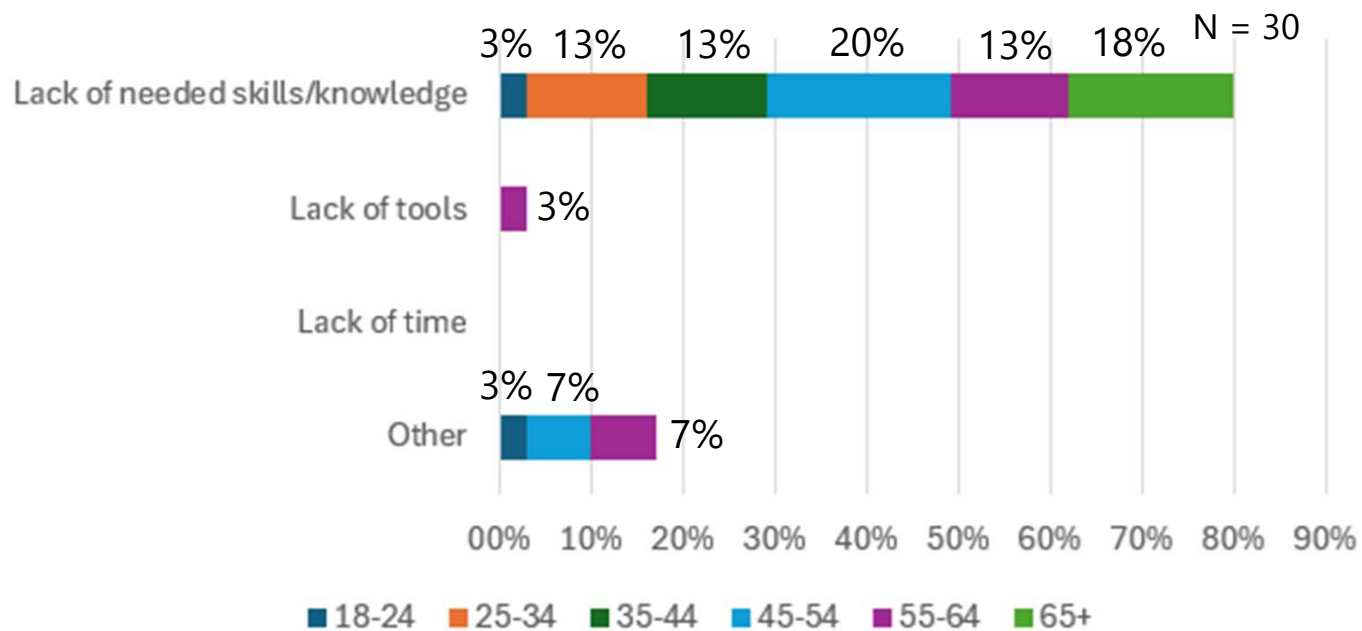
When attempting to go the DIY route, what is your first go-to resource?



	#	%
Youtube	16	78%
Google/HowTo blogs	4	13%
Family/Friends	6	3%
Own skills and knowledge	4	3%

## Question 8

When going the professional route, what is the most likely reason?

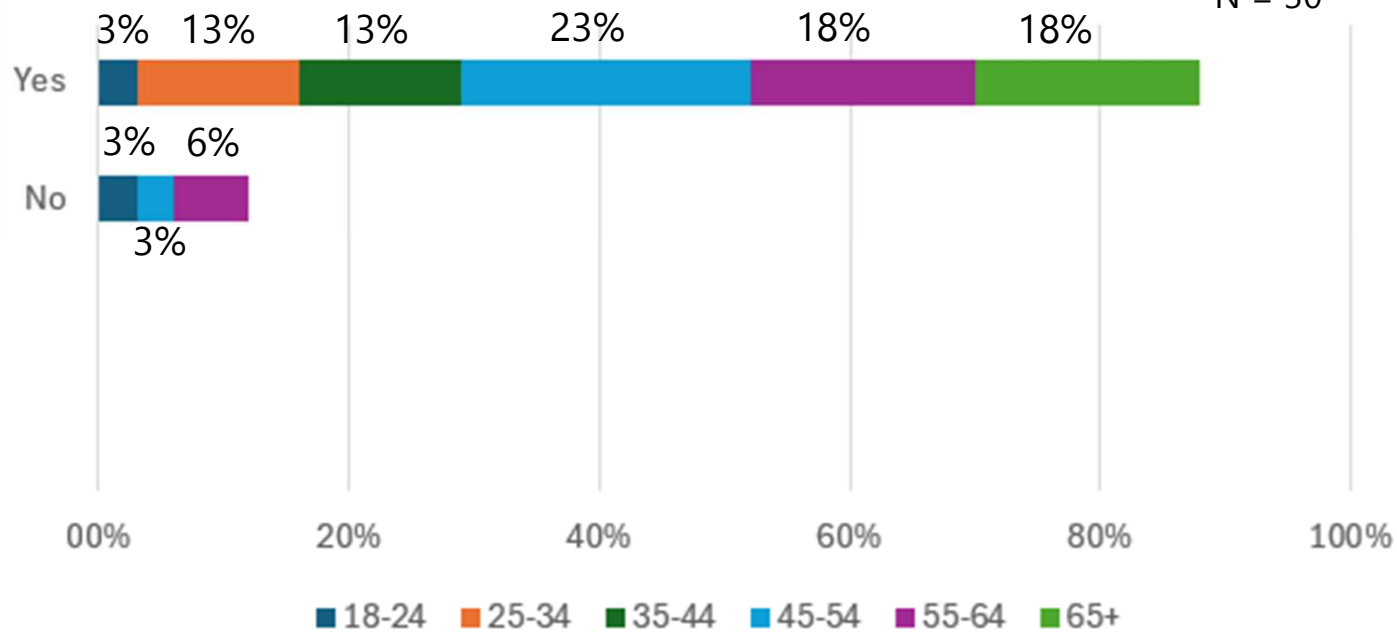


	#	%
Lack of needed skills/knowledge	24	80%
Lake of tools	1	3%
Lake of time	0	0
Other	5	17%

## Question 9

Have you hired a professional contractor for a renovation project?

N = 30

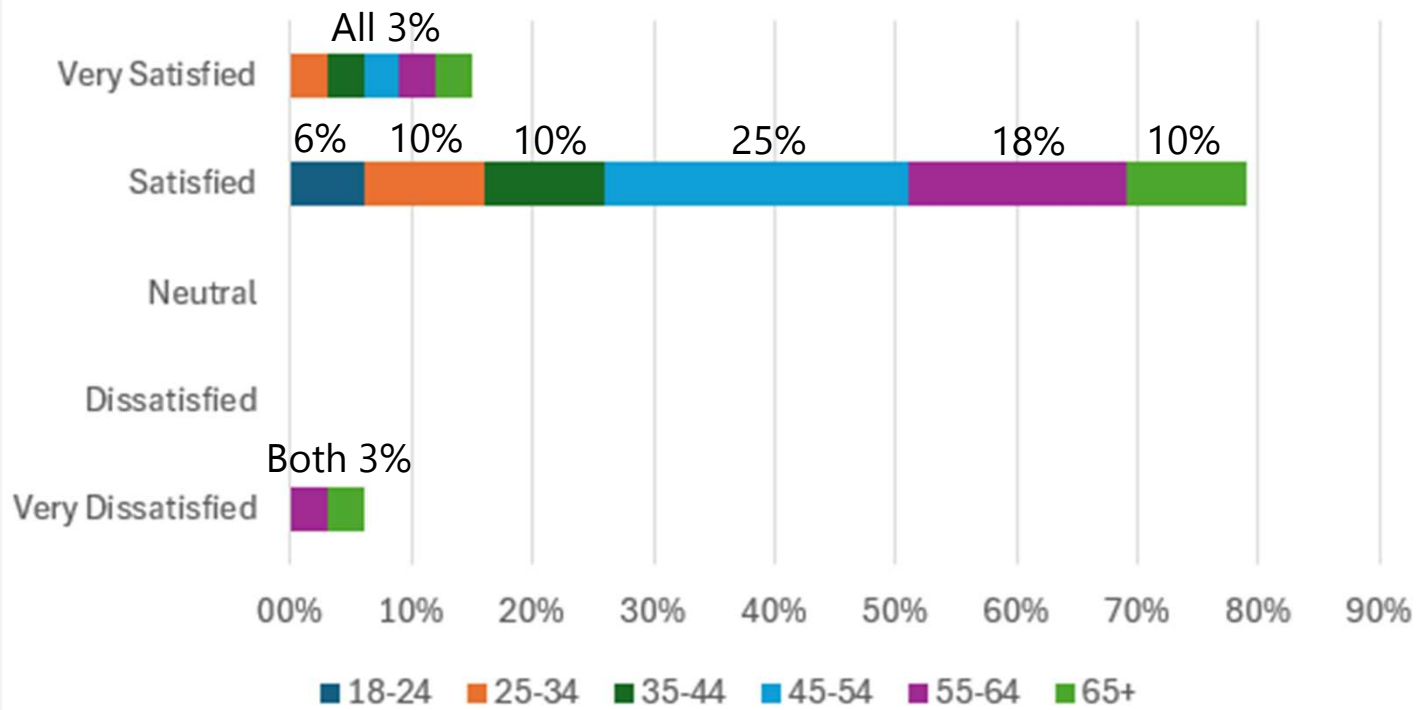


	#	%
Yes	26	87%
No	4	13%

# Question 10

## How satisfied were you with the contractor?

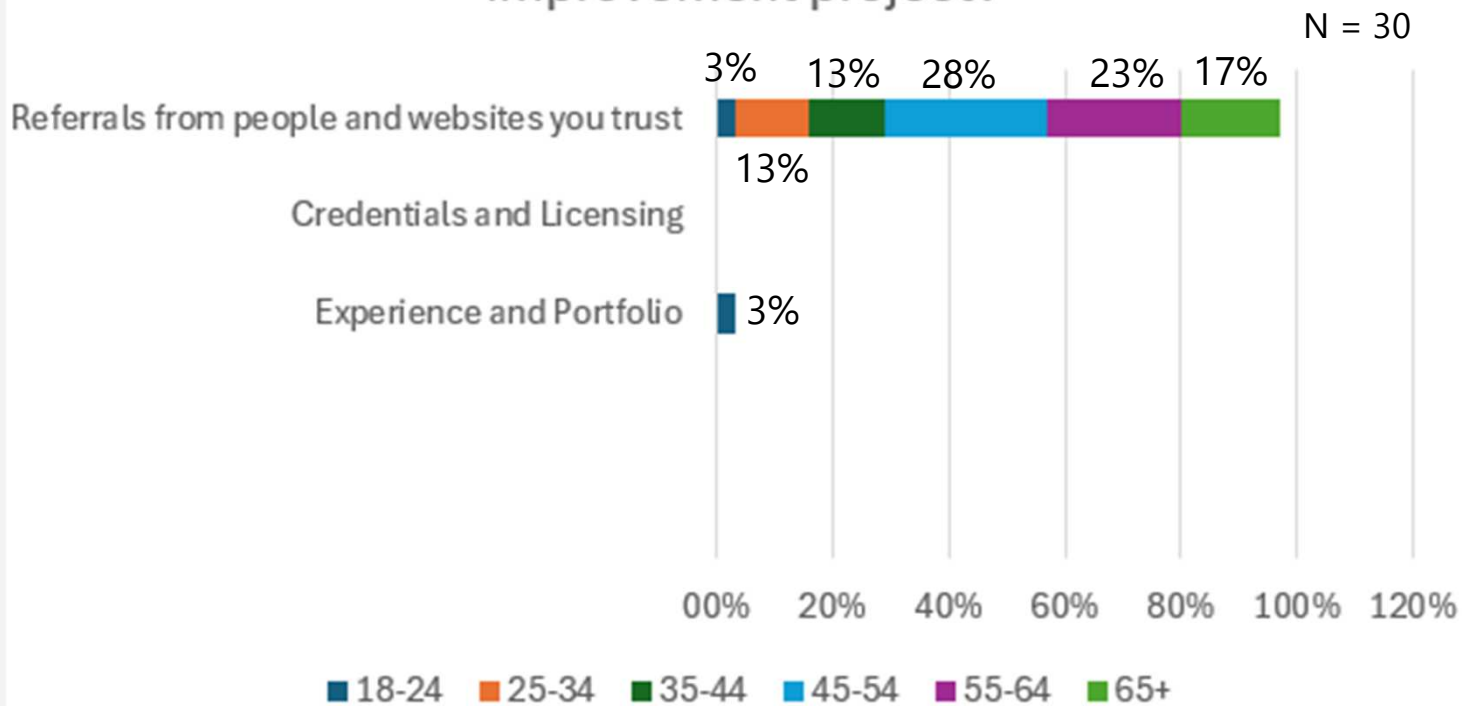
N = 30



	#	%
Very Satisfied	5	17%
Satisfied	23	77%
Neutral	0	0
Dissatisfied	0	0
Very Dissatisfied	2	6%

## Question 11

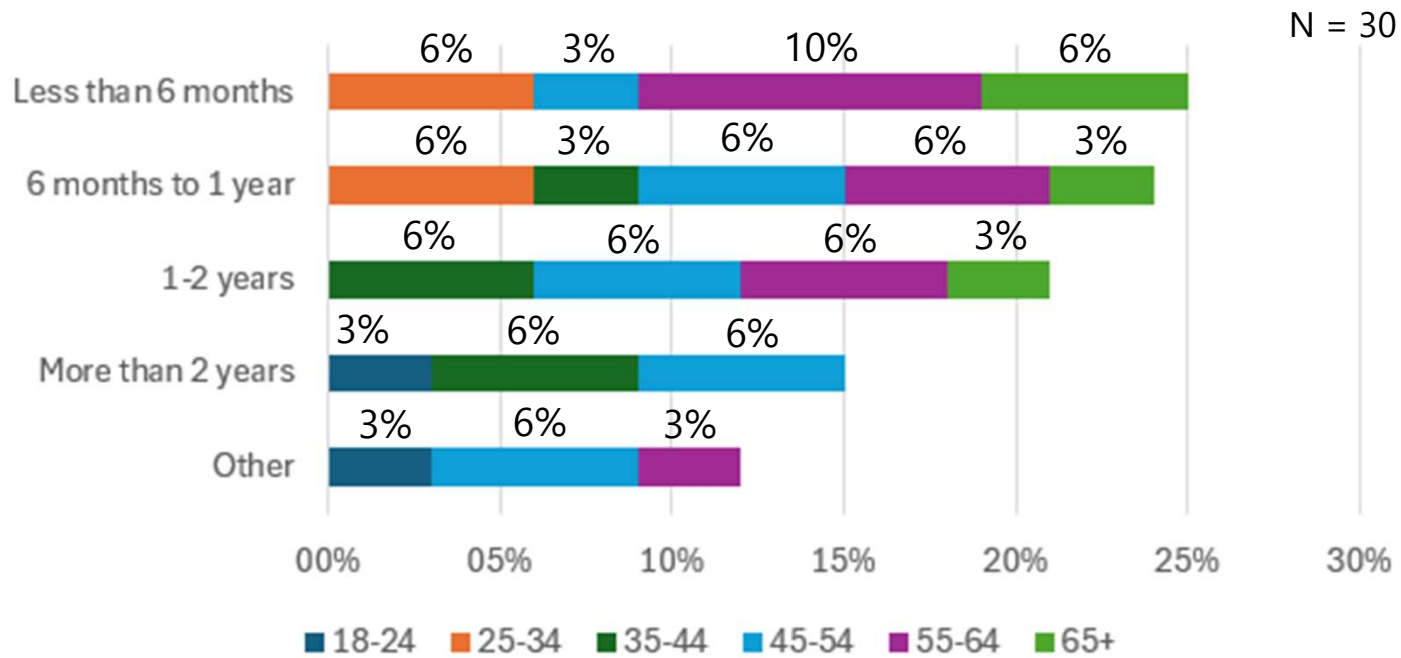
How do you plan to find a contractor for your home improvement project?



	#	%
Referrals from people and websites you trust	29	97%
Credentials and Licensing	0	0
Experience and Portfolio	1	3%

## Question 12

How long have you been considering renovating your home?

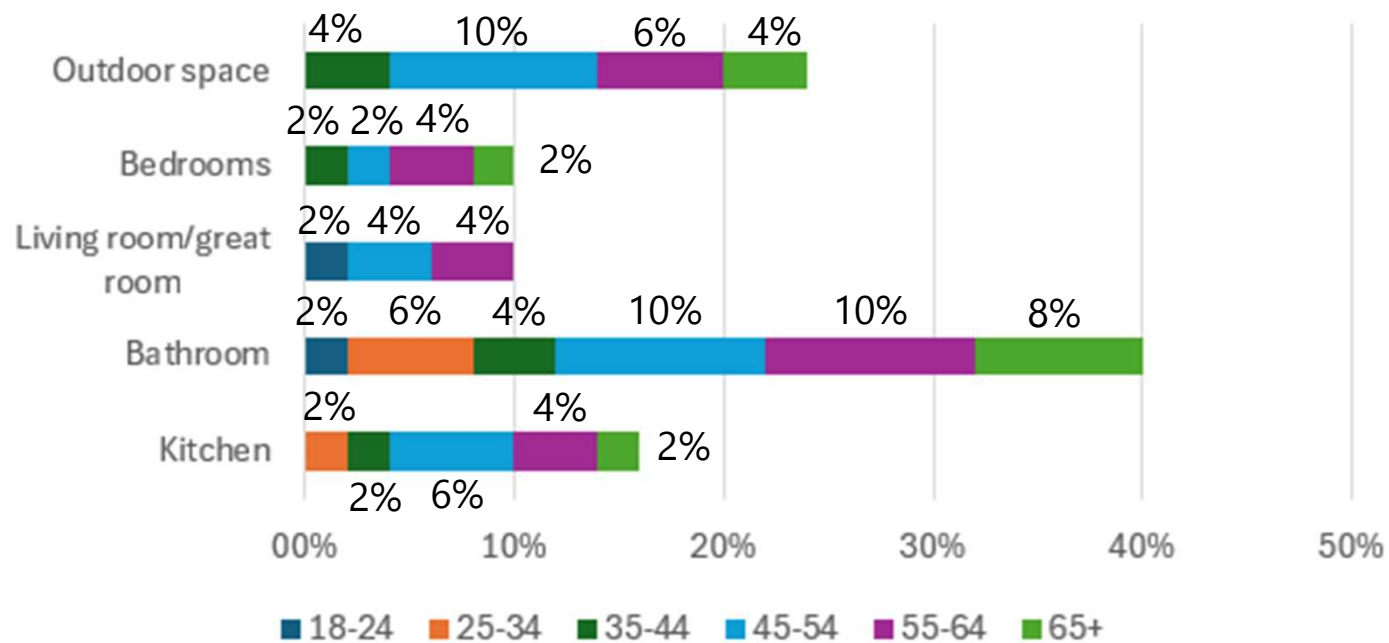


	#	%
Less than 6 months	8	26%
6 months – 1 year	10	33%
1-2 years	6	20%
More than 2 years	5	17%
Other	4	13%

## Question 13

What area(s) of your home are you most interested in improving?

N = 50

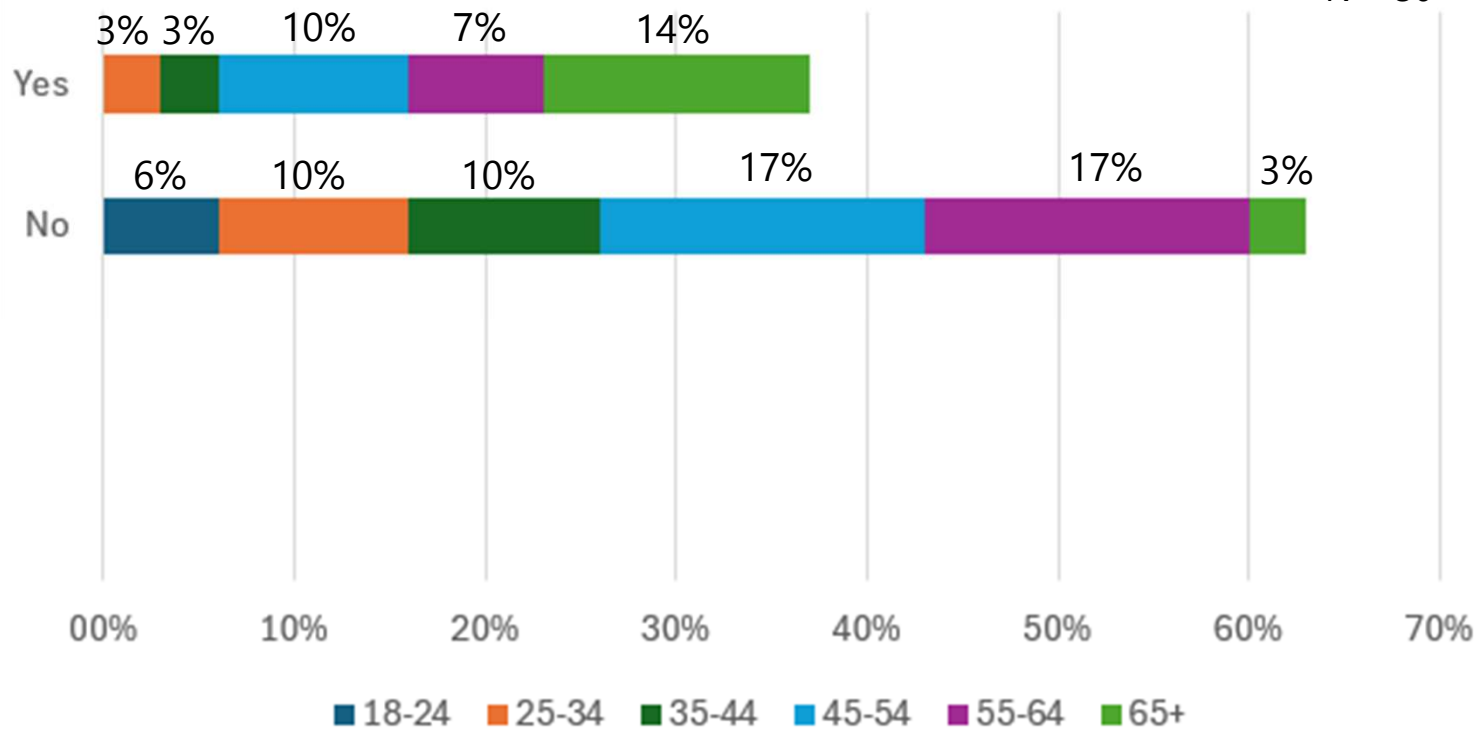


	#	%
Outdoor space	12	24%
Bedrooms	5	10%
Living room	5	10%
Bathroom	20	40%
Kitchen	8	16%

## Question 14

Are you interested in adding accessibility features?

N = 30

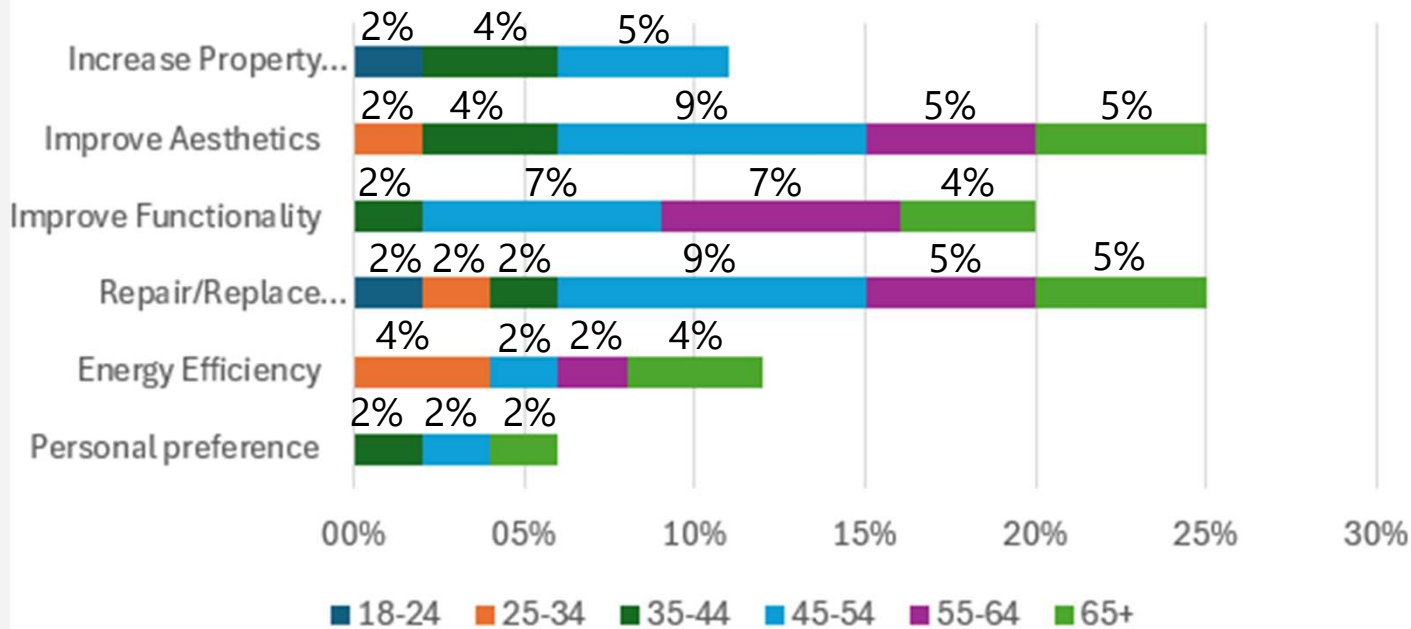


	#	%
Yes	11	37%
No	17	63%

## Question 15

What is the primary reason for your home improvement project?

N = 55



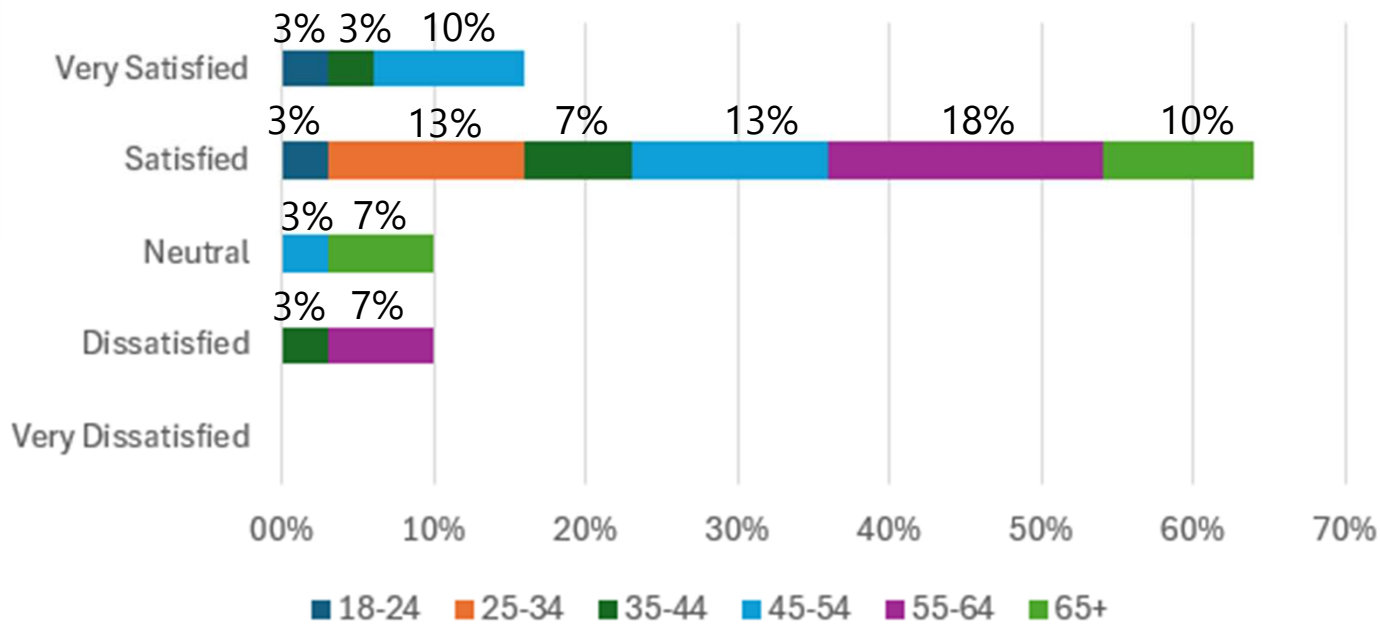
	#	%
Increase Property Value	7	14%
Improve Aesthetics	15	25%
Improve Functionality	12	20%
Repair/Replace Damaged Features	15	23%
Energy Efficiency	6	10%
Personal preference	3	5%

## Question 16

13%

How satisfied are you with the current condition of your home?

N = 30

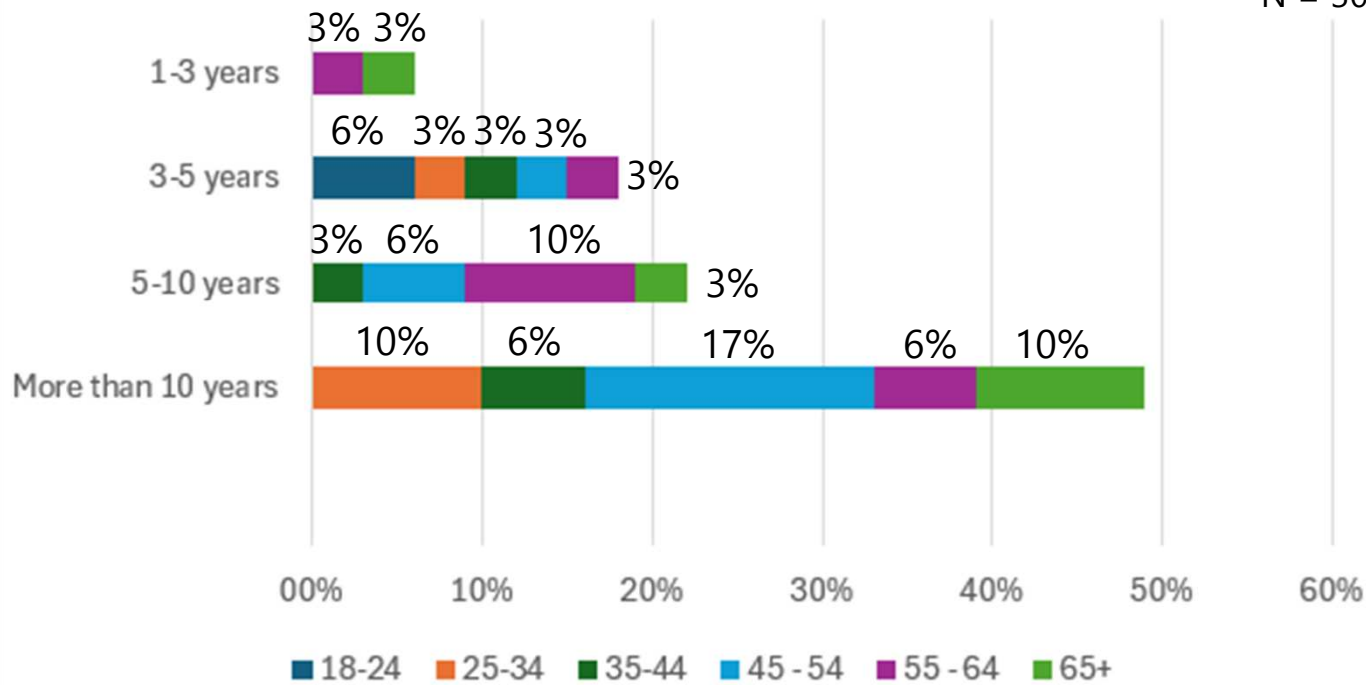


	#	%
Very Satisfied	5	17%
Satisfied	23	77%
Neutral	0	0
Dissatisfied	0	0
Very Dissatisfied	2	6%

## Question 17

### How long do you plan to live in this home?

N = 30



	#	%
1-3 years	2	17%
3-5 years	6	20%
5-10 years	7	23%
More than 10 years	15	30%