



Building Materials in Home Improvements

This market research series investigates and reports across a range of building materials markets in home improvements projects in Australia.

The home improvements market is an important sector of the building industry and is estimated to be in excess of \$30 billion annually. The Australian Bureau of Statistics does not collect data on smaller projects valued at under \$10,000 or those not requiring Council approval. These include many kitchen and bathroom renovations, recladding, fencing and internal relining projects.

Our understanding of the market and our continued dedication to ensuring our research is relevant and dynamic helps our clients position themselves to advantage.

Key benefits & features

■ Independent research

BIS Oxford Economics is an independent firm with no financial interest in any of the industry sectors we research and analyse.

■ Consistent and comparable research methodology

Our consistent line of questioning across key variables allows time-series analysis.

■ Large sample size

We undertake an online survey of 15,000 households; this ensures a robust sample size across building material categories.

■ Unique insights

We tailor each segment to the project being undertaken and provide project specific insights.

■ Excel data

We provide all table data in excel files to allow ease of use by clients.



■ Weighted data

Survey data is weighted up to project results to all Australian households.

■ National coverage

We conduct the survey in Sydney, Melbourne, Brisbane, Adelaide, Perth and regional areas of the Eastern States.



Private/customised questions

For clients requiring more tailored analysis, there is an opportunity to ask private questions. This allows for significant cost savings through economies of scale from a survey of this size. It is available at a fraction of the cost of a stand-alone project.

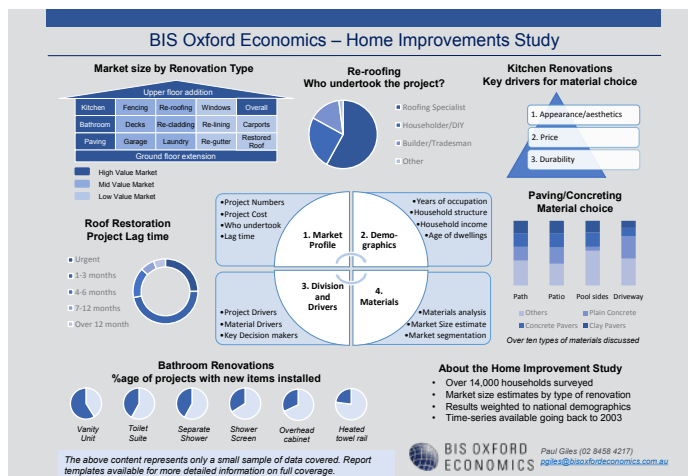
This opportunity is embraced by many clients as a tool to track progress on selected marketing campaigns and/or track metrics over time.



Scope

These detailed reports cover the following:

- Segmentation of the market by number of jobs and a value basis.
- Quantification for each type of home improvements project undertaken.
- Time series data for each type of home improvement project.
- Average spend per project.
- Tradesmen/contractors versus DIY activity.
- Who are the key decision makers?
- What drives material choice?
- Additional feedback specific to each project.



Project coverage

Home Improvements projects are covered by separate reports as listed below:

- Ground and Upper Floor House Additions
- Kitchen and Laundry Renovations
- Bathroom Renovations
- Recladding
- Re-roofing
- Garages
- Carports/Awnings
- Fencing
- Window Replacements
- Paving
- Relining Internal Walls/Ceilings
- Decks, Patios and Pergolas

Contact us

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