



HOME DESIGN
FEATURES

BLD OMNIBUS STUDY

HOME DESIGN FEATURES

CONDUCTED BY RESEARCHSCAPE

METHODOLOGY

- BLD Marketing commissioned an omnibus five-question survey with market research firm, Researchscape
- National survey reaching 1,081 consumer respondents
- Online survey fielded with consumers from 2/23-2/25/24

Respondent Detail

Age Range		Marital Status		Gender		Geography (census area):	
18-34	31%	Single	27%	Female	52%	South Atlantic	20%
35-44	18%	Engaged	1%	Male	48%	Pacific	15%
45-54	17%	Living w/ Partner	7%	Other	0%	East North Central	14%
55-64	18%	Married	47%			Mid-Atlantic	13%
65+	16%	Divorced	13%			West South Central	12%
		Widowed	5%			Mountain	7%
Education		Ethnicity		Household Income		West North Central	6%
Some High School	13%	White	65%	<\$25K	21%	East South Central	6%
High School Grad	28%	Hispanic	16%	\$25K-\$49,999K	19%	New England	5%
Some College	31%	African American	12%	\$50K-\$74,999K	19%		
Bachelor's Degree	18%	Asian	4%	\$75K-\$99,999K	11%		
Master's Degree	7%	Other	2%	\$100K-\$149,999K	18%		
Doctorate/Professional Degree	3%	Native American	1%	\$150K-\$199,999K	8%		
				\$200K+	4%		

EXTERIOR CLADDING MATERIALS

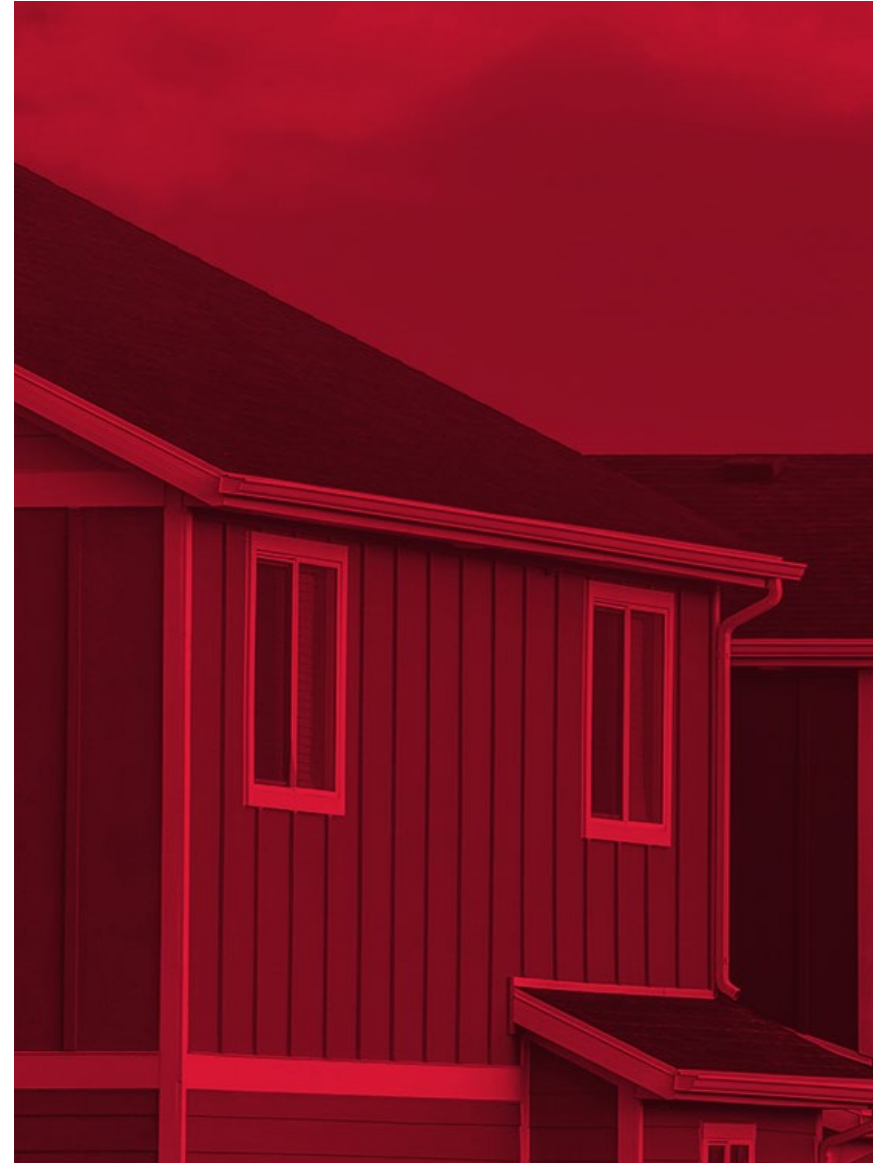
If you were building a new home or changing the exterior of your existing home, what would your **first choice of materials** be?

First Choice of Materials

Brick	51%
Vinyl Siding	22%
Engineered Wood	13%
Fiber Cement Cladding	11%
Other	3%

Geographic Insights:

- The South region indexes higher than average for brick
- West and Northeast regions index higher than average for Engineered Wood
- Fiber Cement indexes higher than average in the West region
- Vinyl siding indexes higher than average in Midwest and Northeast regions



WINDOW FRAME COLORS

If you were building a new home or replacing the windows on your existing home, what would your [first choice of color for the window frames](#) be?

First Color Choice	
White	46%
Black	17%
Brown	6%
Blue	5%
Gray	5%
Green	2%
Red	2%
Beige	2%
Wood	2%
Tan	1%
Cream	1%

Top 2 Choices in Window Color by Generation:

Baby Boomers

White 55%
Black 11%

Gen X

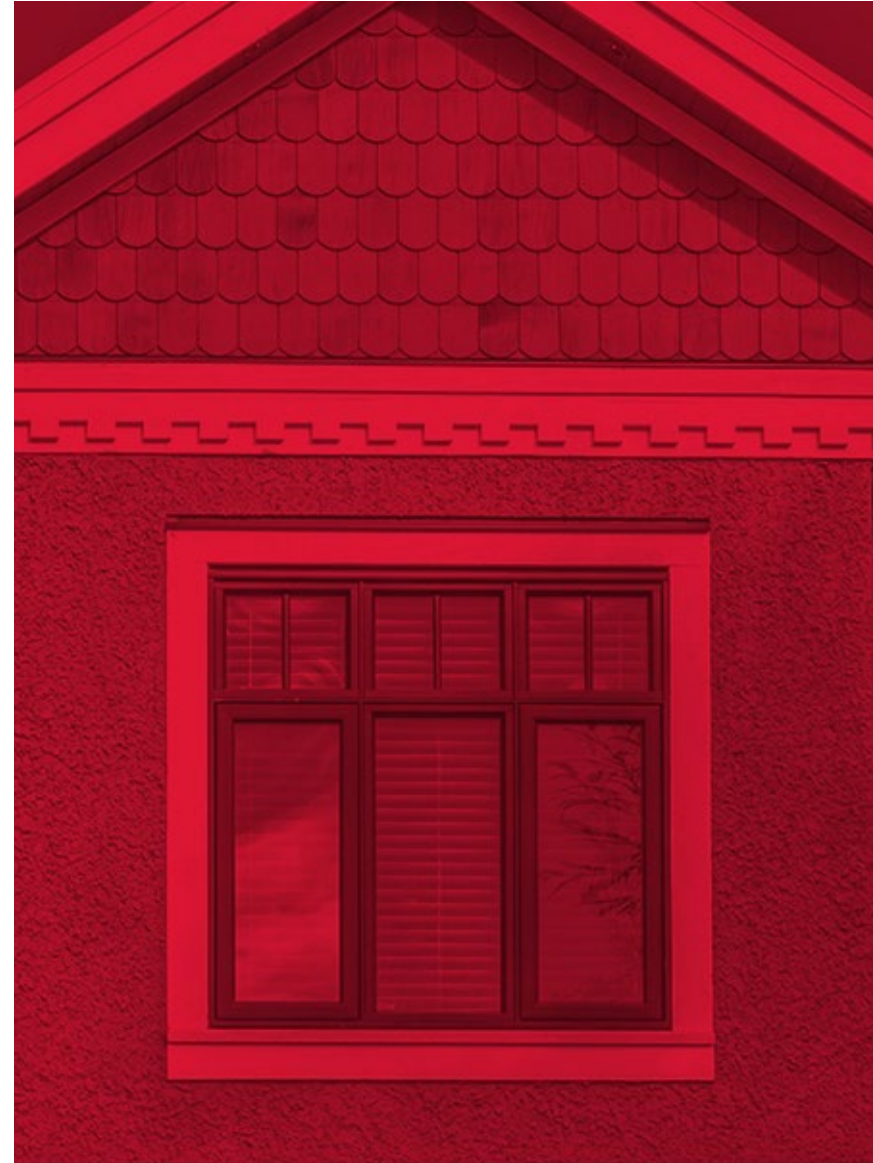
White 47%
Black 12%

Millennials

White 39%
Black 18%

Gen Z

White 36%
Black 27%



FRONT DOOR COLORS

If you were building a new home or changing the front door on your existing home, what would your [first choice of color for the front door](#) be?

First Color Choice

White	21%
Black	14%
Red	13%
Brown	13%
Blue	8%
Green	5%
Gray	4%
Wood	2%
Dark Brown	2%
Beige	1%
Purple	1%

Top 2 Choices in Front Door Color by Generation:

Baby Boomers

White 22%
Blue 13%

Gen X

White 18%
Brown 16%

Millennials

White 19%
Black 16%

Gen Z

Black 22%
White 19%



BACKYARD UPGRADE PRIORITIES

If you were building a new home or upgrading your existing home, what would your [priorities for the backyard](#) be?

First or Second Choice

Fence	29%
Landscaping	27%
Lawn	26%
Deck (pressure-treated 12%/ composite 12%)	24%
Patio	21%
Swimming Pool	19%
Lighting	13%
Outdoor Kitchen	10%
Shed	9%
Hot Tub	9%
Fire Pit	7%

Top 3 Backyard Priorities by Generation:

Baby Boomers

Landscaping 17%
Fence 16%
Lawn 14%

Millennials

Fence 17%
Lawn 12%
Landscaping, Patio,
Swimming Pool 10%

Gen X

Fence 16%
Landscaping 13%
Swimming Pool,
Lawn 12%

Gen Z

Fence 18%
Lawn 16%
Landscaping 14%



INTERIOR UPGRADE PRIORITIES

If you were building a new home or upgrading your existing home, what would your number one [priority feature for the interior of the house](#) be?

First or Second Choice

Modern Kitchen	32%
Energy Efficiency	24%
Hardwood Floors	20%
Open Floor Plan	19%
Luxury Bathrooms	17%
Walk-in Closets	15%
Home Office/Den	13%
Extra Bedroom(s)	12%
Smart-home Technology	12%
Laundry Room	12%
Media/Entertainment Room	9%
Tile Floors	8%
Luxury Vinyl Plank Floors	6%

Top 3 Interior Feature Priorities by Generation:

Baby Boomers

Energy Efficiency 18%
Hardwood Floors 12%

Millennials

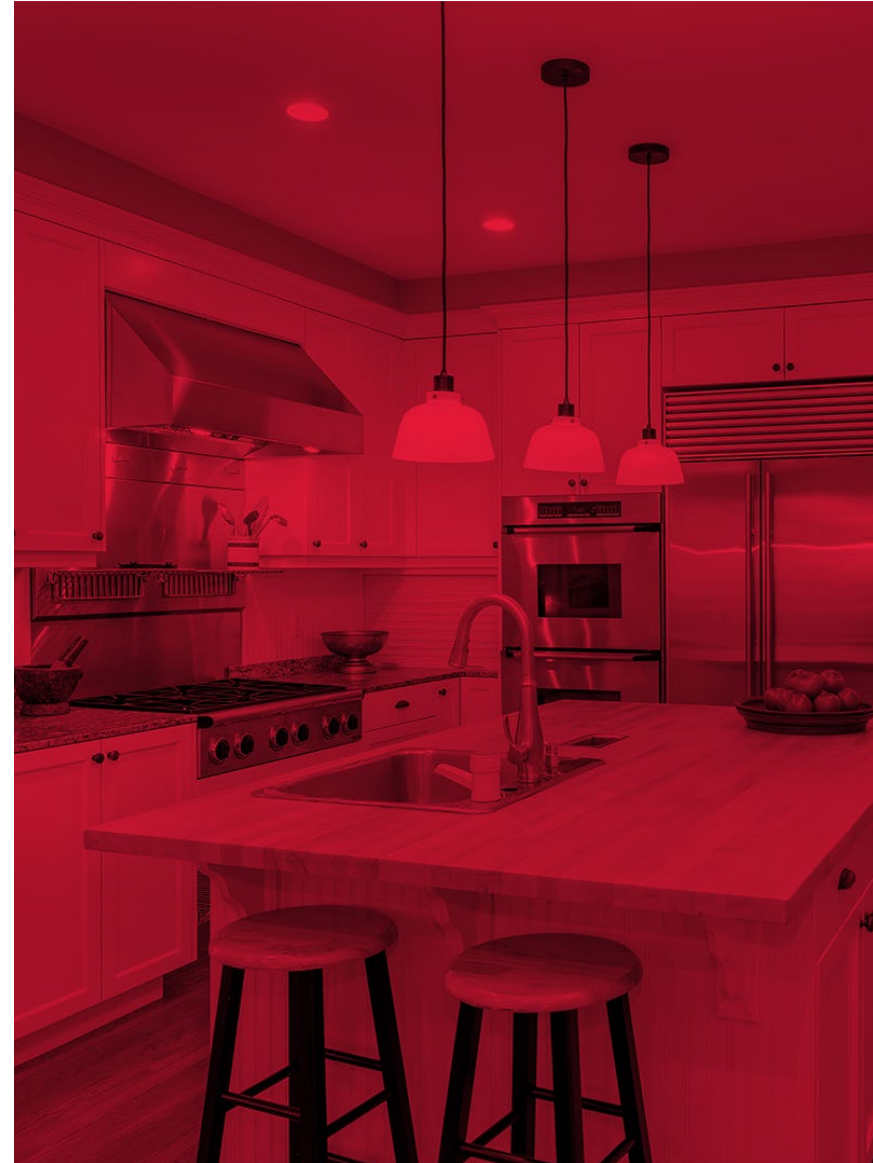
Modern Kitchen 18%
Energy Efficiency 13%
Hardwood Floors 11%

Gen X

Modern Kitchen,
Energy Efficiency 16%
Open Floor Plan 12%
Hardwood Floors 10%

Gen Z

Modern Kitchen 14%
Open Floor Plan 11%
Energy Efficiency,
Hardwood Floors 9%





BLD is a results-based, data-driven, full-service strategic marketing firm exclusively serving the commercial and residential building materials category. Our fully integrated services help clients build and optimize a vibrant digital marketing ecosystem to ignite fast and attributable growth.



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