



## 2016 ServiceMaster® Experience Consumer Survey Fact Sheet – Total Homeowners/Prospectives

### Methodology

- The 2016 ServiceMaster Experience Consumer Survey presents the findings of an online survey conducted by Toluna from March 15-17, 2016 among a sample of 1,959 American homeowners and prospective (next 12 months) homeowners 18 years of age and older. The margin of error for a sample of this size is  $\pm 2\%$  at a 95% level of confidence.

### Key Findings

NB: In some cases, where it makes most sense, we've called out *homeowners* specifically, rather than *current and prospective homeowners*. We did this because the data are more compelling. For example, prospective homeowners won't have spent a lot of money on home maintenance because they're renting. If we refer to both groups, we've written it out as such.

- More than half of homeowners and prospective homeowners surveyed say they feel unprepared to address (58%) and not very knowledgeable about (54%) home maintenance needs.
- Over the last five years, homeowners have called in the professionals an average of four times to assist with home maintenance, spending an average of \$2,201.80.
- When it comes to taking care of home maintenance needs, homeowners feel least prepared to tackle HVAC maintenance, while prospective homeowners are unprepared for structural repair due to weather damage.
- Nearly three-in-four (72%) homeowners and prospective homeowners say they would seek professional services for HVAC maintenance. And, at least three-fifths would seek professional services for other maintenance needs, including:
  - Electrical (68%)
  - Structural repair due to weather damage (67%)
  - Plumbing (61%)
  - Water damage/flooding (60%)
- Two-fifths (41%) of homeowners and prospective homeowners say they wouldn't know who to call if they had a home maintenance need in the next three months, and four-fifths (83%) wish they could find one resource that could reliably help them with all of their needs.

- In fact, nearly all (92%) homeowners and prospective homeowners say it would be useful to have one resource to help with the following home maintenance needs:
  - Deep cleaning
  - Structural repair due to weather damage
  - Furniture repair
  - Electrical
  - Plumbing
  - HVAC (heating, ventilating and air conditioning)
  - Water damage/flooding
  - Pest control

## Fact Sheet – Total Homeowners/Prospectives

Q1: Do you own your home?			
	Total	Homeowners n=1,761	Prospective Homeowners n=198
Yes	90%	100%	-
No, but I plan to purchase a home within the next 12 months	10%	-	100%

Q2: What style of home do you own? [Base = Homeowners]			
	Total	Homeowners	Prospective Homeowners
Contemporary	26%	26%	-
Ranch	24%	24%	-
Condominium	11%	11%	-
Colonial	9%	9%	-
Craftsman	6%	6%	-
Tudor	2%	2%	-
Other	22%	22%	-

Q3: On a scale of one (1) to eight (8), where one (1) is the most prepared and eight (8) is the least prepared, how prepared do you feel to tackle each of the following home maintenance needs yourself?				
Rank		Total	Homeowner s	Prospective Homeowner s
1	Deep cleaning	3.1	3	3.3
2	Pest control	3.7	3.6	4
3	Furniture repair	3.8	3.8	3.7
4	Plumbing	4.7	4.7	4.7
5	Electrical	4.9	4.9	4.9
6	Water damage/flooding	5	5	5
7	Structural repair due to weather damage	5.4	5.4	5.4
8	HVAC (heating, ventilating and air conditioning)	5.5	5.6	5.1

<b>Q4: Which of the following home maintenance needs would you seek professional services for?</b>			
	<b>Total</b>	<b>Homeowners</b>	<b>Prospective Homeowners</b>
HVAC (heating, ventilating and air conditioning)	72%	72%	70%
Electrical	68%	68%	64%
Structural repair due to weather damage	67%	68%	64%
Plumbing	61%	61%	62%
Water damage/flooding	60%	60%	61%
Pest control	39%	39%	45%
Furniture repair	25%	25%	23%
Deep cleaning	20%	20%	19%
None of these	5%	6%	3%

For the following questions, please consider the below home maintenance needs when responding:

- Deep cleaning
- Structural repair due to weather damage
- Furniture repair
- Electrical
- Plumbing
- HVAC (heating, ventilating and air conditioning)
- Water damage/flooding
- Pest control

<b>Q5: In the last five years, how many times would you say you have called in professional assistance for any of the above home maintenance needs?</b>			
	<b>Total</b>	<b>Homeowners</b>	<b>Prospective Homeowners</b>
Average Number of Times	3.8	3.9	3.1

<b>Q6: In the last five years, approximately how much have you spent on any of the above home maintenance needs?</b>			
	<b>Total</b>	<b>Homeowner s</b>	<b>Prospective Homeowner s</b>
Average Dollar Amount	\$2,086.20	\$2,201.80	\$989.40

<b>Q7: How useful, if at all, would it be to find one resource that can reliably help you with ALL of the above home maintenance needs?</b>			
	<b>Total</b>	<b>Homeowners</b>	<b>Prospective Homeowners</b>
Very useful	56%	55%	63%
Somewhat useful	36%	36%	32%
Not too useful	6%	6%	4%
Not useful at all	2%	3%	1%

<b>Q8: How much do you agree or disagree with the following statements?</b> (Agree Strongly/Somewhat NET)			
	<b>Total</b>	<b>Homeowners</b>	<b>Prospective Homeowners</b>
I wish I could find one resource that could reliably help me with all of my home maintenance needs	83%	83%	84%
I often feel unprepared to address major home maintenance needs	58%	58%	58%
I'm not very knowledgeable about home maintenance	54%	54%	54%
I wouldn't know who to call if I had a home maintenance need in the next three months	41%	40%	44%