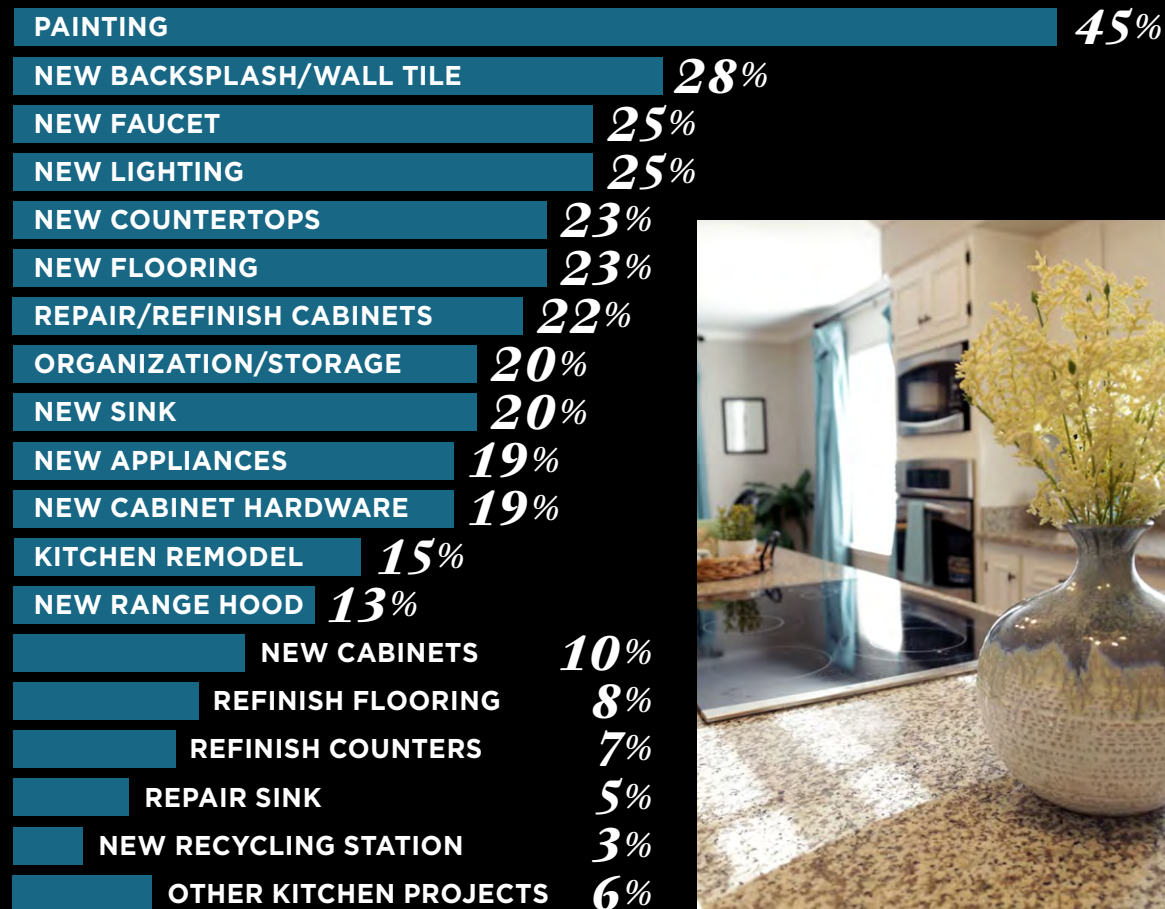


7 in 10 Today's Homeowner enthusiasts will conduct an average of more than 3 KITCHEN PROJECTS in the next 12 months.

What Are They Planning?



EACH YEAR,

Today's Homeowner consumers invest, on average, **\$10,000+** in their homes for remodeling and upgrades.

AVG.# OF NEXT YEAR PROJECTS PLANNED	14.6
INDOOR PROJECTS	7.8
OUTDOOR PROJECTS	6.8