

# newsworthy trends

## Home Improvement Gets Reality Check

by Bruce Johnson

(NAPSA)—Reality TV seems to have hit home for a growing number of Americans, with shows that focus on fixing up houses being among the most popular.



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Noting the home makeover reality TV trend, a survey queried consumers about their current digs. A whopping 85 percent said they have done or plan to do a home improvement project in the next 12 months. Of those who were very satisfied with their home, 82 percent still have done or plan to do a project this year.

The survey was conducted by an independent market research firm for the Minwax® Company. Other results include:

- **The Reality Of Style**—While luxury kitchens and baths and new appliances were on their wish lists if they were chosen for a reality TV home makeover, a complete style makeover was the choice of almost one out of three respondents who claimed their home was ideal.

- **Do It Yourselfers**—Seventy percent of people planning to improve their homes this year will do it without professional help. Almost half will do the work with a spouse, partner, friend or relative. Another 20 percent will go solo.

- **Home Finances**—Fifty-six percent of respondents said one of the main reasons for improving their home was to increase the market value. Still, bringing their home up-to-date, making it more efficient, comfortable or stylish ranked among the top priorities.

- **Home Sweet Home**—Fifty-three percent of respondents described their home as cozy and



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comfortable. Only five percent said it was sleek and ultra-modern. Twelve percent said they had bright and cheery homes.

- **Meet The Neighbors**—Martha Stewart was among the top three celebrities respondents said would make the best next-door neighbor—along with Ty Pennington of “Extreme Makeover Home Edition” and Ray Romano of “Everybody Loves Raymond.”

- **Getting Ideas**—Homeowners who are looking for ideas to personalize their home may want to check out Wood Beautiful®, a free, 36-page color magazine from the Minwax Company. The publication inspires and guides do-it-yourselfers of all skill levels with innovative yet achievable wood-finishing and home-improvement projects. The idea-filled magazine can be obtained by visiting [minwax.com](http://minwax.com).

- *Bruce Johnson is a noted author, craftsman and expert on wood finishing and antiques restoration.*