

# PROPANE

## FACT SHEET—OUTDOOR LIVING

### PROPANE FUELS OUTDOOR SPACES

The outdoor space trend shows tremendous growth potential with homeowners.

- According to a survey conducted by Knowledge Networks on behalf of the Propane Education & Research Council (PERC), 35 percent of homeowners surveyed already have a finished outdoor room.
- The survey also found that the number of homeowners with an outdoor space will double in the next two years—with 34 percent of survey respondents saying they are likely to design and furnish one in the next 12 to 24 months (by 2007).

**Growth drivers for the outdoor space trend: relaxation, spending more time outdoors, and at-home entertainment.**

- Fifty percent of survey respondents noted that they are spending more time at home than they were five years ago. As homeowners look to the home as a source of entertainment, the lifestyle factors associated with an outdoor space—relaxation and time outside—are more of a driver than the return on their investment of an outdoor space.

**If homeowners were forced to make a choice—outdoor spaces are second only to kitchens as the priority renovation for their home.**

- Remodeling a kitchen and designing an outdoor room rank as the projects homeowners are most likely to do in the near future, and would most want to do if given the money to do one or two home renovations.
- Approximately three in five homeowners (60 percent) say it is

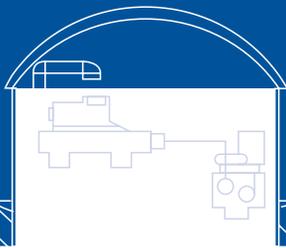
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#### Home renovations homeowners most want to do given a limited budget, priority projects for homeowners were as follows:

Remodel the kitchen in your home	53%
Design and furnish an outdoor room	47%
Design and furnish an indoor living space, such as a family room or living room	35%
Refinish the basement in your home	20%
Design and furnish an indoor dining room	6%

#### Percentage of homeowners who say each reason is a “very” or “somewhat” important reason to add or remodel an outdoor room

To create a space to relax in	89%
To be able to spend more time outside	87%
To add value to a home	79%
To extend the living space of a home	78%
To create a space to entertain in	74%



**CONT'D FROM PAGE 1**

likely that they will do some home remodeling or renovations in the next 12 to 24 months (by 2007), with three in four homeowners (74 percent) ages 30-44 planning to do so.

- Among homeowners who are planning to do home remodeling or renovation projects, outdoor rooms, kitchens and living spaces all top the list, with 53 percent focusing on the kitchen, 51 percent planning to design and furnish an outdoor room, and 48 percent planning to design and furnish a family or living room.

**The Northeast leads the country in preference for outdoor rooms, with older Americans more likely to have an outdoor room:**

- Forty-three percent of homeowners in the Northeast report having an outdoor room, as compared to 34 percent in the Midwest, 32 percent in the South, and 34 percent in the West.
- Older homeowners are more likely than younger homeowners to have outdoor rooms, with 42 percent of individuals 45 and above saying they have an

outdoor room, as compared to 24 percent of homeowners under the age of 45.

- In terms of accessories, patio heaters are most popular among younger Americans, with 71 percent of 18 to 29 year-olds reporting that they would install an outdoor heater, as compared to just 50 percent for those ages 45-59.
- Mosquito eliminators are the least in demand in the West (65 percent), but were close to moving past gas grills as the second most popular accessory in the Northeast (82 percent), Midwest (84 percent) and South (85 percent).

**Lifestyle changes are driving the decision to build an outdoor room, but consumers believe there is potential in terms of realizing a return on their investment:**

- The survey found that one in three of respondents (32 percent) believe that adding or remodeling an outdoor room would increase value to their homes "a great deal." Just about half (52 percent) believe it would increase the value "just some."

- The opportunity for builders to educate consumers about the return on investment would have an impact on a homeowners decision to move forward, with the survey finding that if homeowners knew that they could recoup 100 percent or more of the cost, 74 percent of survey respondents said they would be very or somewhat likely to add or remodel an outdoor room.
- This is true especially among homeowners between the ages of 18 to 44 with 83 percent of these homeowners saying they would add an outdoor room if they could recoup the cost.

**About the survey**

The Web-based survey was conducted for the Propane Education & Research Council by Knowledge Networks in April 2005. An outdoor room was defined as a "fully-furnished patio, deck, courtyard, or barbeque area that includes a grilling and eating area, and is used for relaxing and entertaining." A nationally representative sample of 1,010 homeowners participated in the survey, which has a margin of error of plus or minus 3.1 percent.

AS YOU CAN SEE, PROPANE APPLIANCES DOMINATE THE MUST-HAVE ACCESSORIES FOR IDEAL OUTDOOR ROOMS

