

Thompson's WaterSeal

UPGRADES IN SEASON:

Which outdoor projects are homeowners planning to tackle this year?

DECK



24.2%

Building a new deck



38.4%

Staining or waterproofing a deck

PATIO



21.7%

Building a concrete patio



23.1%

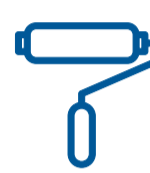
Staining or waterproofing a patio

FENCE



30.3%

Building a new fence



17.3%

Staining or waterproofing a new fence

Part of the project is protecting it.

DIY. DI NOW.

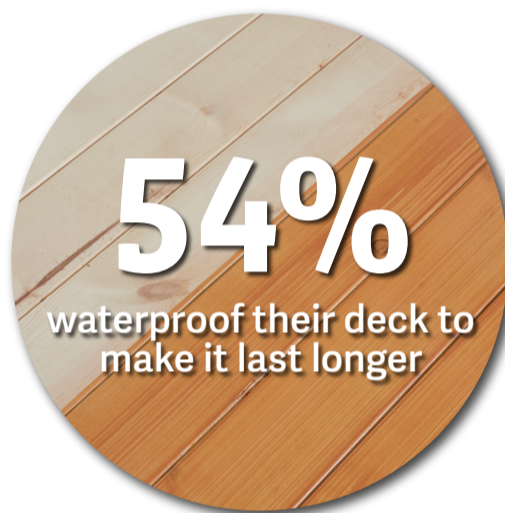


Percentage of homeowners planning to complete an outdoor DIY project in the next year



Percentage of homeowners who completed a project in the last year

THE WHY AND THE WHEN.



54%
waterproof their deck to make it last longer

But...
40% believe they can wait three or more years to waterproof their deck

Check your deck each year for trouble spots or potential damage to make sure you're preserving the wood and keeping your deck in good condition longer.

THINKING BEYOND WOOD.



80%

see benefits to waterproofing wood

But did you know

56%

have never waterproofed their concrete, brick or stone surfaces?



In fact, only...

45%

see benefits to waterproofing concrete

33%

see benefits to waterproofing brick

26%

see benefits to waterproofing stone

But it's still important to protect those porous surfaces; water can cause cracks and breaks.

WATERPROOF WHY'S:

Why are homeowners waterproofing their decks?



54%

for greater longevity



21%

to prevent wear and tear



16%

to reduce maintenance and repair costs



9%

to impress guests

Find a product that does all four.

METHODOLOGY: The Thompson's® WaterSeal® survey of 1,500 homeowners was conducted online by SurveyMonkey in June 2023.