

The Heat Map

At a Glance: Satisfaction Drivers for 30 Types of Remodeling Jobs

Data by GuildQuality's Alex Overall; edited by Qualified Remodeler

This bubble matrix shows areas of focus and importance for homeowners regarding their recent remodeling projects. The data was collected by GuildQuality and represents more than 100,000 consumer surveys conducted after a remodeling project. The Pearson Coefficient describes the strength of the relationship between two variables on a decimal scale of -1 to +1, which indicates the strongest possible relationship. The chart denotes the correlation between overall satisfaction and specific aspects of the customer experience for different types of projects.

